

# Measuring Digital Trade

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# Handbook on Measuring Digital Trade

SECOND EDITION



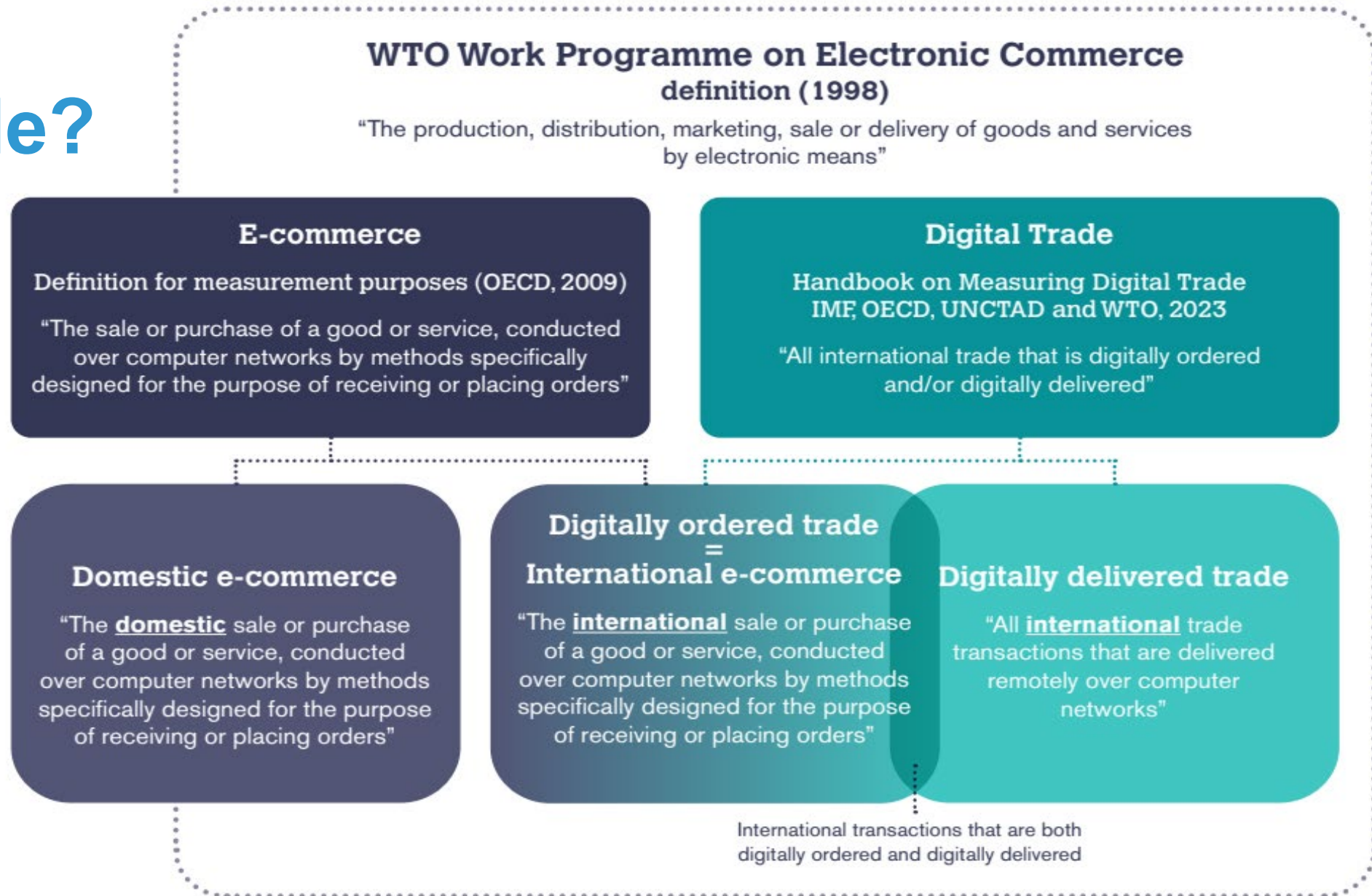
- **Statistical definition** of digital trade and its components
- **Conceptual framework** for measurement
- **Compilation guidance** on digital trade transactions
- Endorsed by countries through global consultation

# What is Digital Trade?

Digital trade has two components:

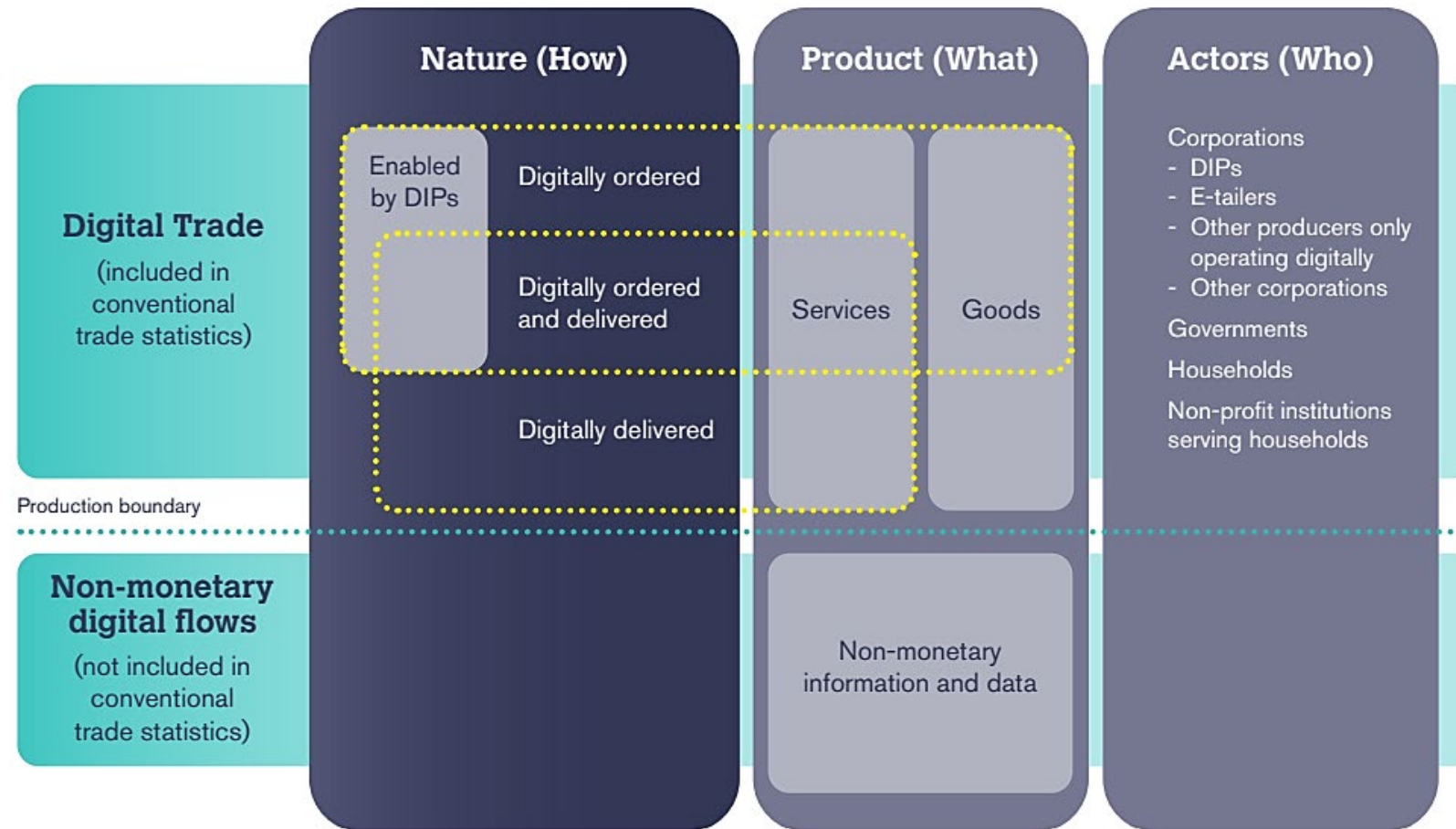
1. *digitally ordered trade*
2. *digitally delivered trade*

Digitally ordered trade is also a sub-set of e-commerce (where the seller and buyer are resident in different economic territories)



# Measurement framework

- **Nature of transaction** (digitally ordered/digitally delivered) is key to identifying digital trade.
- Both goods and services can be **digitally ordered**
- **only services can be digitally delivered** (no “digital goods”)
- **All economic actors** can engage in digital trade.
- **Digital intermediation platforms** (DIPs) play a major role in facilitating digital trade. They also complicate the flows involved. (See Handbook Ch5).
- Measurement focus is on **monetary transactions** between buyers and sellers (just like other trade statistics).
  - Cases where a service is provided free of charge to users, such as those cross-subsidised by advertising (e.g., social media) are outside scope.

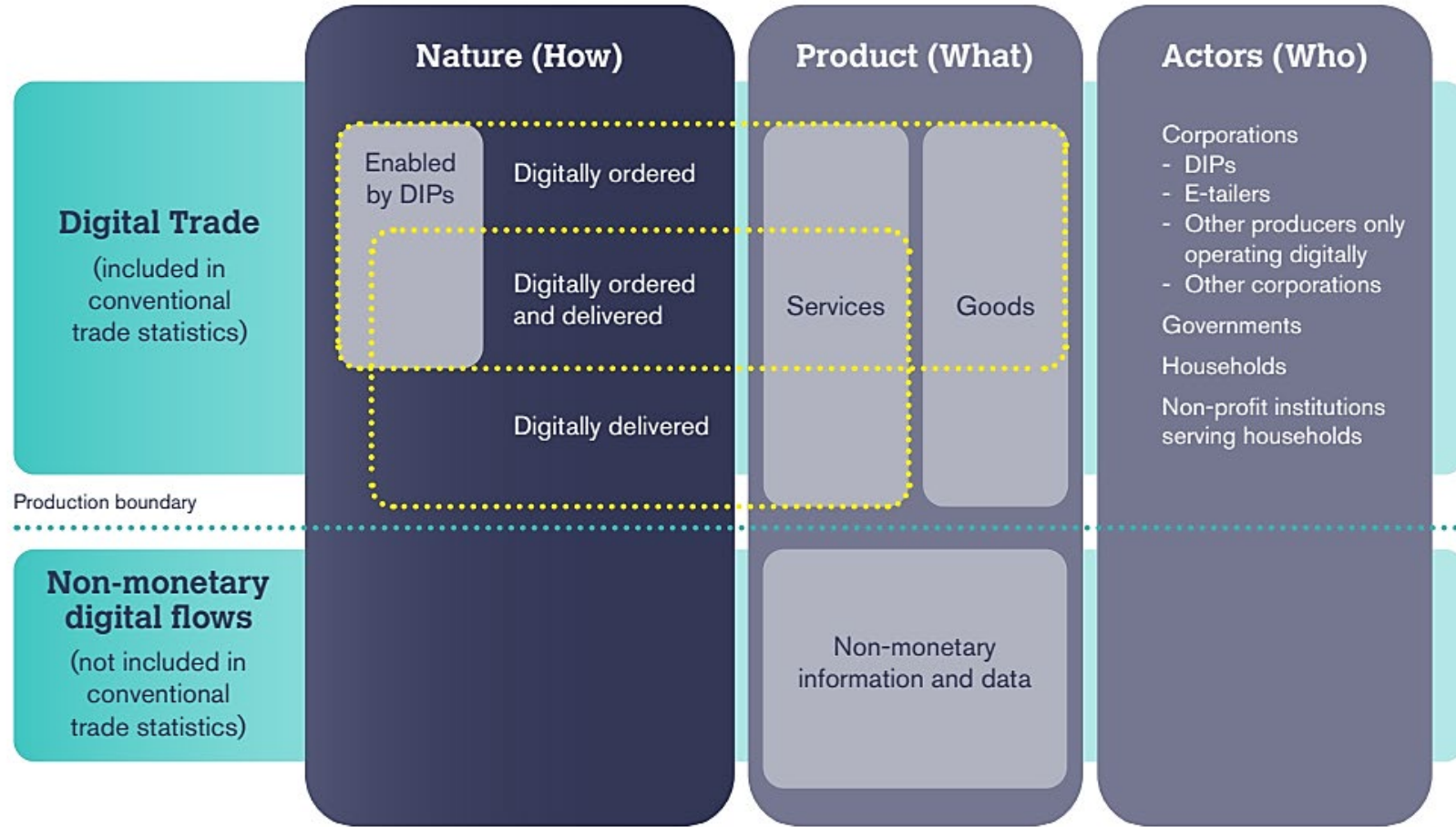


Source: IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade.  
<https://unctad.org/publication/handbook-measuring-digital-trade>



# Data flows and digital trade

- Although they may be linked to trade, **data flows are not trade** in and of themselves.
- From a trade measurement perspective:
  1. Where there is a requiring payment directly associated with a cross-border data flow, this monetary amount would be counted (e.g., datasets sold as products, Netflix subscriptions, telehealth services, etc.)
  2. If there is no requiring payment, there is no direct economic quantity to measure (trade is measured in \$\$\$)



Source: IMF, OECD, UNCTAD and WTO, 2023

*“Cross-border data flows are a new kind of international economic flow which lead to a new form of global interdependence”.*

This calls for “a new global institutional framework” for global data governance that is “multilateral, multi-stakeholder, and multidisciplinary”, with “a new UN coordinating body for global data governance”.



**TABLE 2.1: REPORTING TEMPLATE FOR DIGITAL TRADE**

Item			Total exports	Total imports
1	<b>Total digital trade</b>	2+3 minus 4		
2	<b>Digitally ordered trade</b>	2.1+2.2		
2.1	Goods			
2.1.a	<i>of which: via DIPs</i>			
2.2	Services			
2.2.a	<i>of which: via DIPs</i>			
3	<b>Digitally delivered trade</b>			
3.a	<i>of which: via DIPs</i>			
4	<b>Digitally ordered <u>and</u> digitally delivered trade</b>			
4.a	<i>of which: digital intermediation services</i>			
	<b>Addendum items</b>			
A.1	Digital trade in services	2.2+3 minus 4		
A.2	Digitally deliverable services	>3		

**Note:** Transactions should be broken down by relevant product groupings (EBOPS 2010 for services and, for example, the Harmonized Commodity Description and Coding System (HS) or the Central Product Classification (CPC) for goods). Annex B provides a number of examples to guide compilers in using the reporting template to record digital trade transactions.

**Source:** IMF, OECD, UNCTAD and WTO.

# Digitally ordered trade

*“The international sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”.*

- Goods and services (incl. some digitally delivered services)
- All economic sectors can be buyers and sellers:
  - Businesses
  - Government units
  - Households / individuals
  - Non-profits (NPISH)



# Measuring Digitally Ordered Trade: sources

- Surveys can be designed to cover the concepts, trade flows, and institutional units needed *but* require resources to implement
  - Non-survey sources have limitations
    - Partial coverage of relevant concepts, flows, and sectors
    - Require changes to reporting requirements, otherwise require strong assumptions
    - Limited applicability in some countries
- Focus on sources offering the biggest “pieces of the puzzle”
- Business surveys
  - Customs declarations



Figure 3.1: Institutional sector and conceptual coverage of digitally ordered trade sources

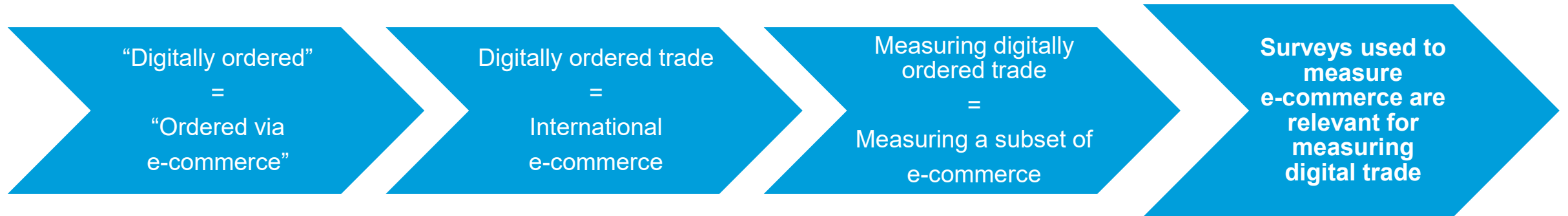
Source	Businesses								Households				Government/ Non-profit institutions serving households (NPISH)		All institutional sectors			
	Information and communications technology (ICT) surveys		Core business surveys		Multinational enterprise (MNE) surveys <sup>1</sup>		Value added tax (VAT) returns <sup>2</sup>		ICT surveys		Card payments <sup>3</sup>		ICT surveys		Customs declarations <sup>4</sup>		Low-value trade estimates <sup>5</sup>	
Section reference	3.2.1						3.2.2		3.2.1		3.2.2		3.2.1		3.2.2			
Exports (X) / Imports (M)	X	M	X	M	X	M	X	M	X	M	X	M	X	M	X	M	X	M
<b>Digitally ordered trade</b>																		
Goods																		
<i>of which: via DIPs</i>																		
Services																		
<i>of which: via DIPs</i>																		
<b>Digitally ordered and digitally delivered trade</b>																		
Legend:	Partial coverage / conceptual alignment (see notes)																	
	Full coverage / conceptual alignment (depending on survey design)																	



# Surveying business e-commerce and digitally ordered trade



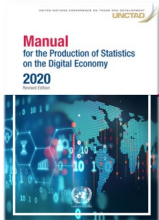
# Measuring digitally ordered trade: surveys



# Identifying e-commerce

*“The [international] sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders.”*

Most often the Internet  
but also includes private networks



## UNCTAD recommends

- Focus on orders placed via the Internet first
- Assess the importance of ordering via other networks in your country and include if necessary

## Includes orders placed through:

- ✓ The seller’s own web sites or apps
- ✓ Third party web sites or apps (e.g. online marketplaces, online platforms)
- ✓ Machine generated/readable messages (EDI)

## Excludes orders placed by:

- ✗ Telephone
- ✗ Fax
- ✗ Manually typed messages (e.g. email, WhatsApp)

*...while these may be “conducted over computer networks” they are not “specifically designed for the purpose of receiving or placing orders”*

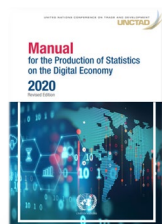
# Identifying e-commerce

However, **ordering via manually typed messages can be important in some countries/industries.**

E.g., in Brazil between 2019 and 2021, businesses selling via:

- Messaging apps: 42% → 78%
- Email: 39% → 62%
- Social networks\*: 20% → 39%  
(\*some orders via social networks count as e-commerce)

+ Firms which only sell online via one channel usually choose one of these



## UNCTAD recommends

- Assess the importance of ordering via manually typed messages in your country
- Measure separately from e-commerce

Classification of selected economies by features of e-commerce definitions applied in business surveys

	Excludes orders via manually typed email	Includes orders via manually typed email
All “computer networks”	Austria China Finland France Hungary Hong Kong, China Japan Korea (Rep.) Malta Philippines Poland Singapore Slovenia Spain United Kingdom	United States
Internet only	Canada Malaysia	Australia Indonesia Mexico Thailand

Source: UNCTAD (2023) “Measuring the value of e-commerce”, based on national sources.



# Identifying e-commerce

*“The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.”*

The defining feature of e-commerce is **digital ordering**

Means of payment do not matter

- ✓ Card payment
- ✓ Bank transfer
- ✓ Cash on delivery
- ✓ Cheque
- ✓ Etc.

Mode of delivery does not matter

All goods and services can be ordered via e-commerce

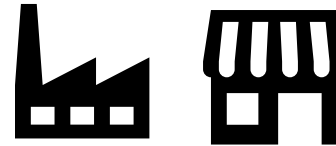
- ✓ All physical items
- ✓ Commodities, electricity
- ✓ Digitally delivered services e.g. streaming media, telehealth
- ✓ Physically delivered services e.g. cleaning, transport, delivery
- ✓ Financial, insurance and pension services
- ✓ Etc.

# Who does e-commerce?

- All institutional units can engage in e-commerce
  - both as sellers and buyers

*“An e-commerce transaction can be between enterprises, households, individuals, Governments, and other public or private organisations”*

Businesses



Government bodies



Households / individuals  
(aka “consumers”)

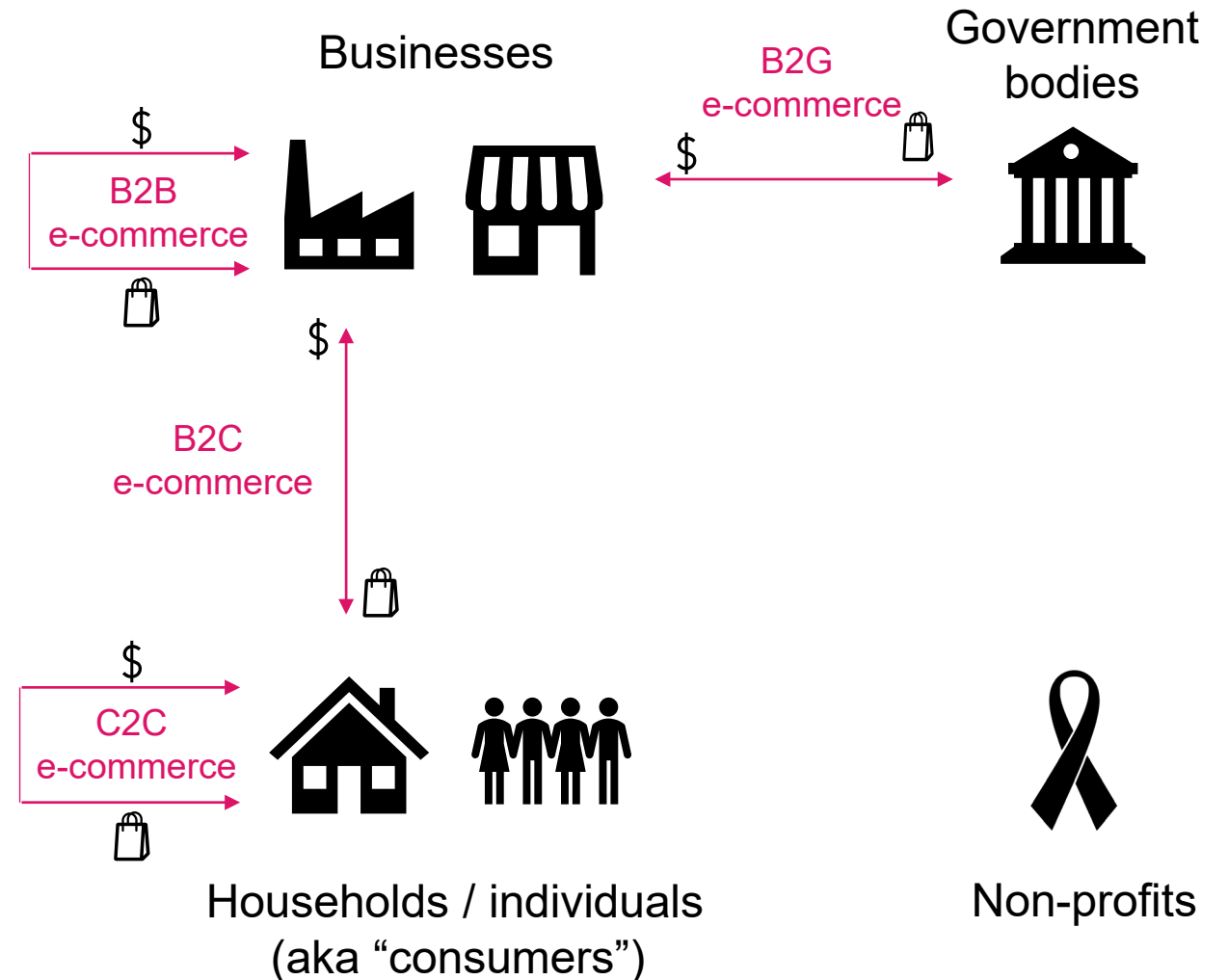


Non-profits

# Who does e-commerce?

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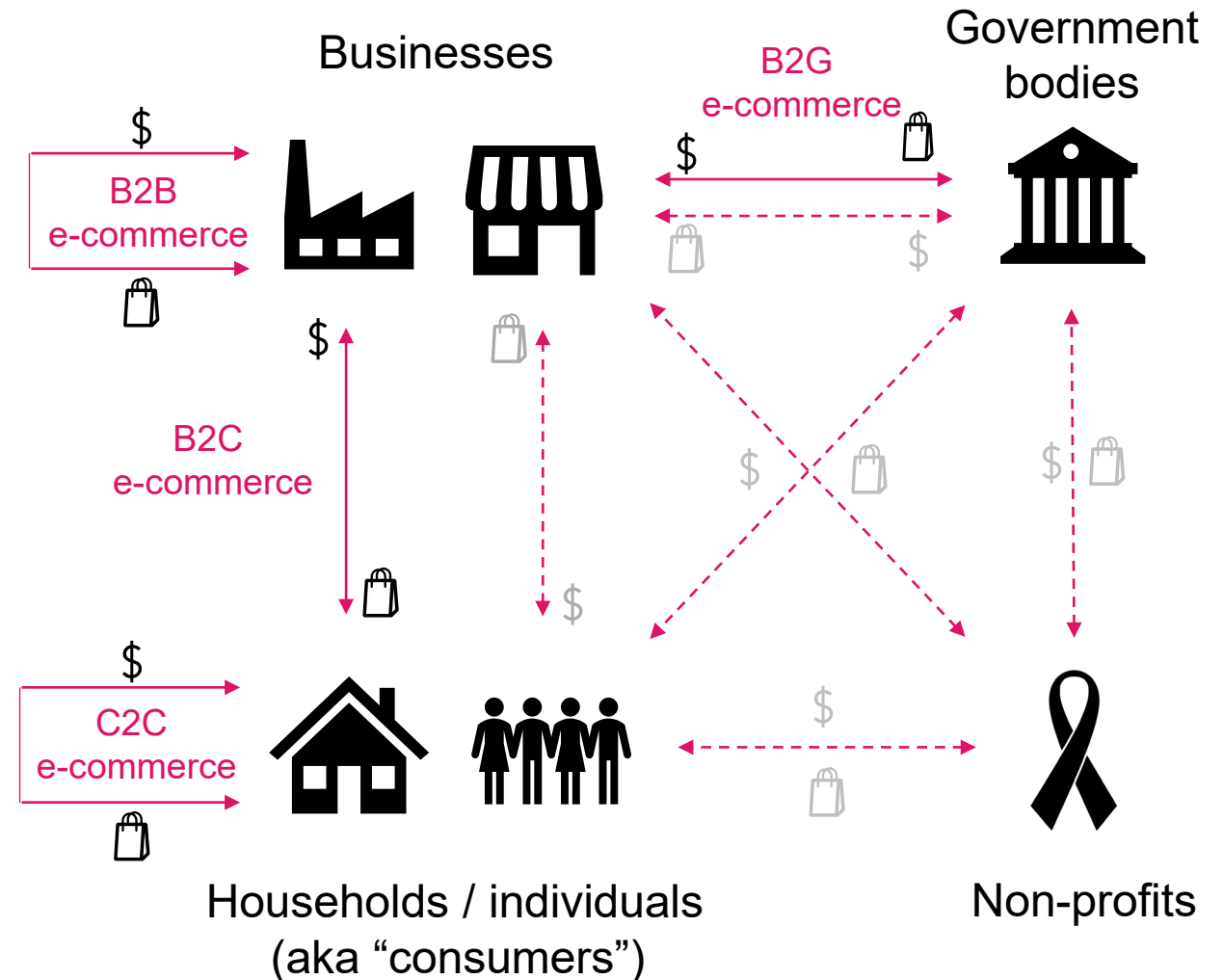
- All institutional units can engage in e-commerce
  - both as sellers and buyers
- Businesses are the main e-commerce actors
  - both as sellers and buyers
  - Most e-commerce transactions are *between businesses*
- The “most important” relationships have been given names
  - B2B, B2C, B2G, C2C



# Who does e-commerce?

“An e-commerce transaction can be between enterprises, households, individuals, Governments, and other public or private organisations”

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- The “most important” relationships have been given names
  - B2B, B2C, B2G, C2C
- Other relationships exist e.g.:
  - Households selling Airbnb stays to people travelling for work
  - Government bus company selling tickets online
  - Non-profit selling health services to government

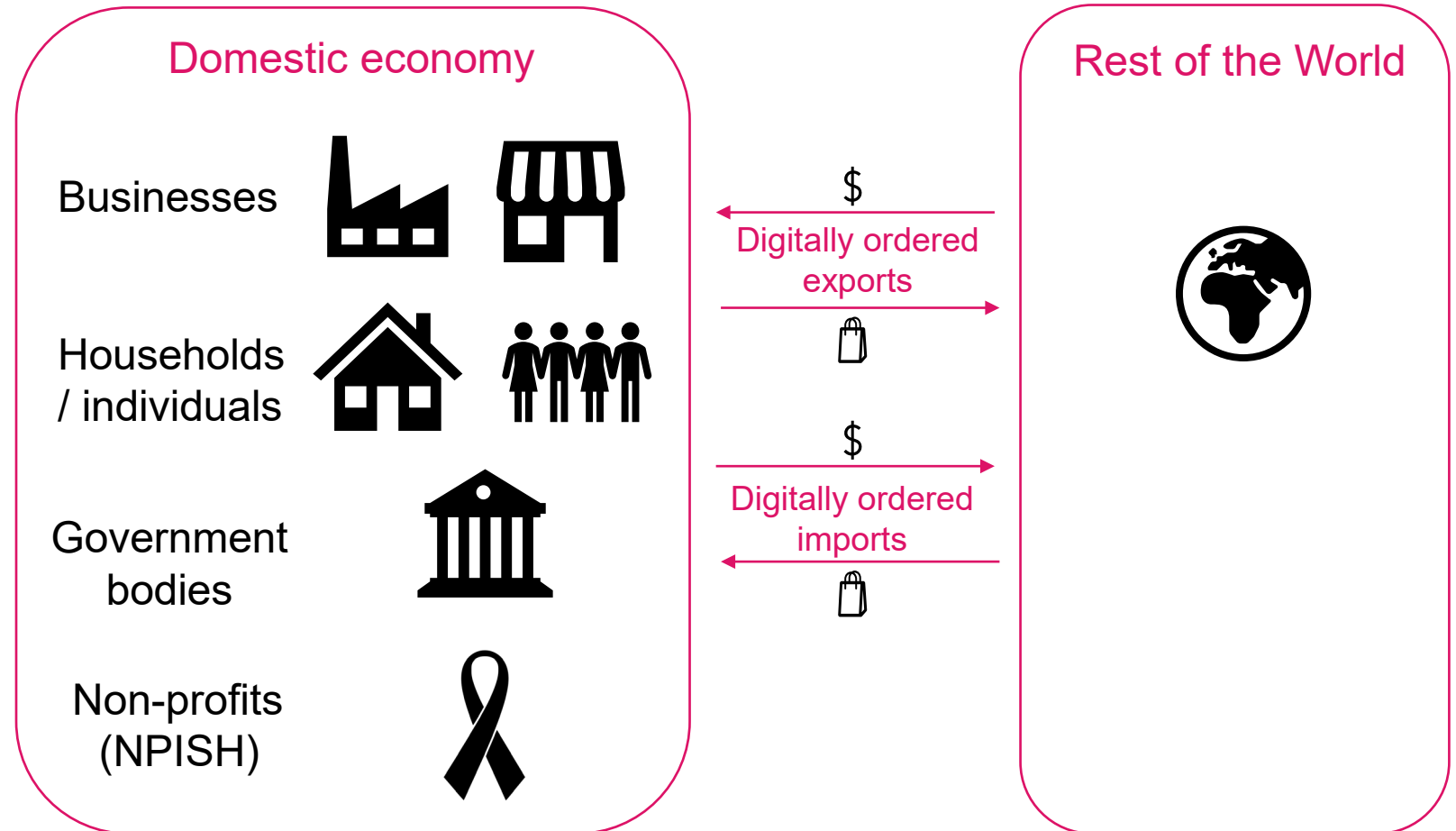




# Digitally ordered trade = International e-commerce

Distinguishing domestic vs international e-commerce:

- Crucial for measuring digital trade
- Also, for understanding the role e-commerce plays in trade and development e.g.:
  - Does e-commerce promote exports or merely digitalise ordering?
  - Does e-commerce lead to domestic products being substituted with cheaper imports?



# Partnership on measuring ICT for development: core indicators on e-commerce

	Businesses	Households
Core indicators <a href="https://www.itu.int/en/ITU-D/Statistics/Documents/core_indicators/Core-List-of-Indicators_March2022.pdf">https://www.itu.int/en/ITU-D/Statistics/Documents/core_indicators/Core-List-of-Indicators_March2022.pdf</a>	B7 Proportion of businesses receiving orders over the Internet B8 Proportion of businesses placing orders over the internet	HH9 Proportion of individuals using the Internet, by type of activity
Key sources	Surveys of ICT usage in business	Surveys of ICT access and usage in households and by individuals
Example survey questions	<p>Did your business <b>receive</b> orders for goods or services (that is, make sales) via the Internet during 20XX?</p> <p>Did your business <b>place</b> orders for goods or services (that is, make purchases) via the Internet during 20XX?</p> <p><input type="checkbox"/> Yes, via websites, Internet marketplaces, EDI, over Internet, apps, etc.</p> <p><input type="checkbox"/> Yes, via email</p> <p><input type="checkbox"/> No</p> <p>See <a href="https://unctad.org/webflyer/manual-production-statistics-digital-economy-2020">https://unctad.org/webflyer/manual-production-statistics-digital-economy-2020</a></p>	<p>For which of the following activities did you use the Internet for private purposes in the last three months (from any location)? Please tick all that apply.</p> <p><input type="checkbox"/> ...</p> <p><input type="checkbox"/> <b>Purchasing</b> or ordering goods or services</p> <p><input type="checkbox"/> <b>Selling</b> goods or services</p> <p><input type="checkbox"/> ...</p> <p>See <a href="https://www.itu.int/en/ITU-D/Statistics/Pages/publications/manual.aspx">https://www.itu.int/en/ITU-D/Statistics/Pages/publications/manual.aspx</a></p>



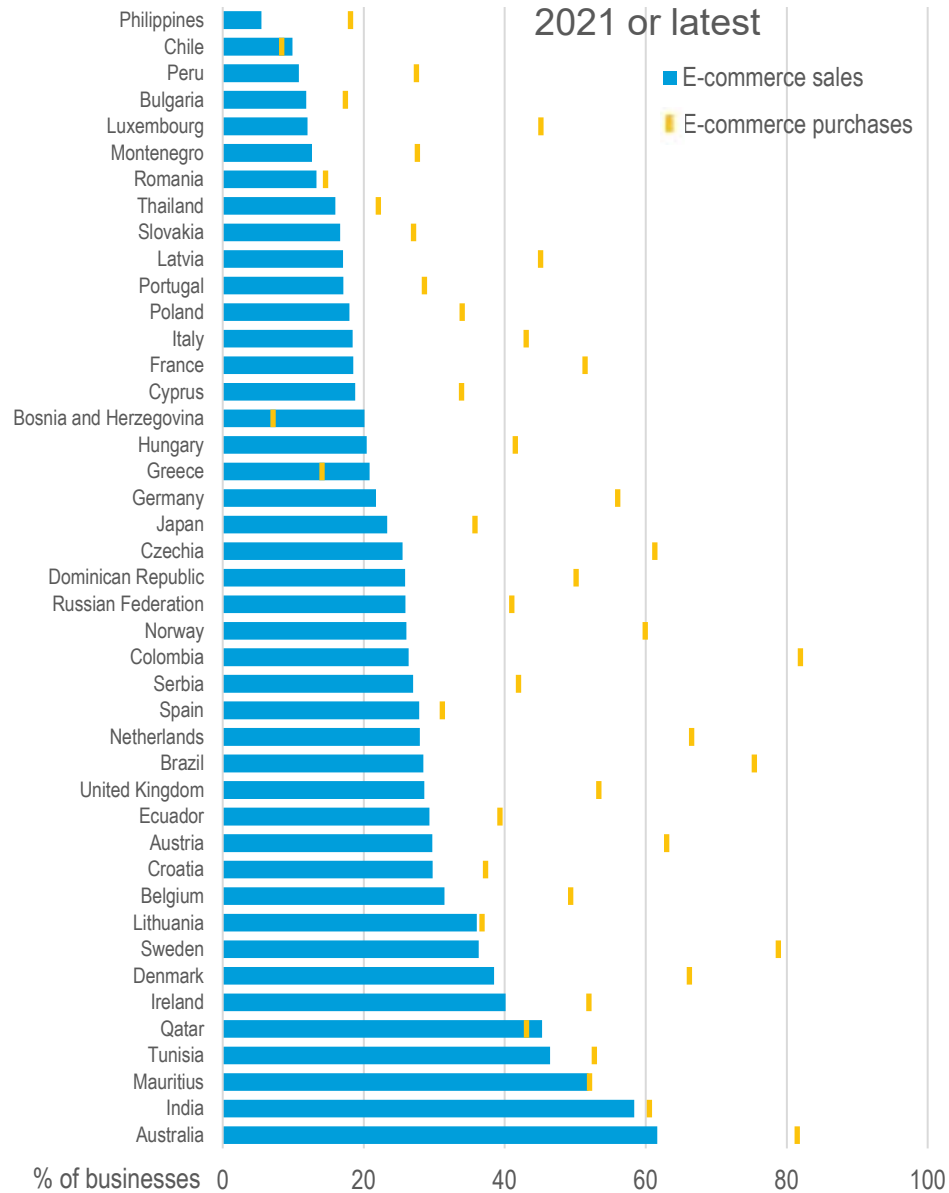
The Partnership on Measuring ICT for Development is led by UNCTAD, the ITU, and UNSD, with participation from the UN regional commissions and various other international organisations and bodies.

The list of Core indicators on measuring ICT for development is developed by the participating organisations with input from member countries and endorsed by countries through the UN Statistical Commission. See: <https://www.itu.int/en/ITU-D/Statistics/Pages/intlcoop/partnership/default.aspx>.



# Core indicators on e-commerce

## Businesses using e-commerce



## Online shoppers, 2020/21 (% of Internet users)



Source: UNCTAD core indicators on ICT usage in business.  
Note: businesses with 10+ persons employed. Most common reporting years: sales 2020; purchases 2018.

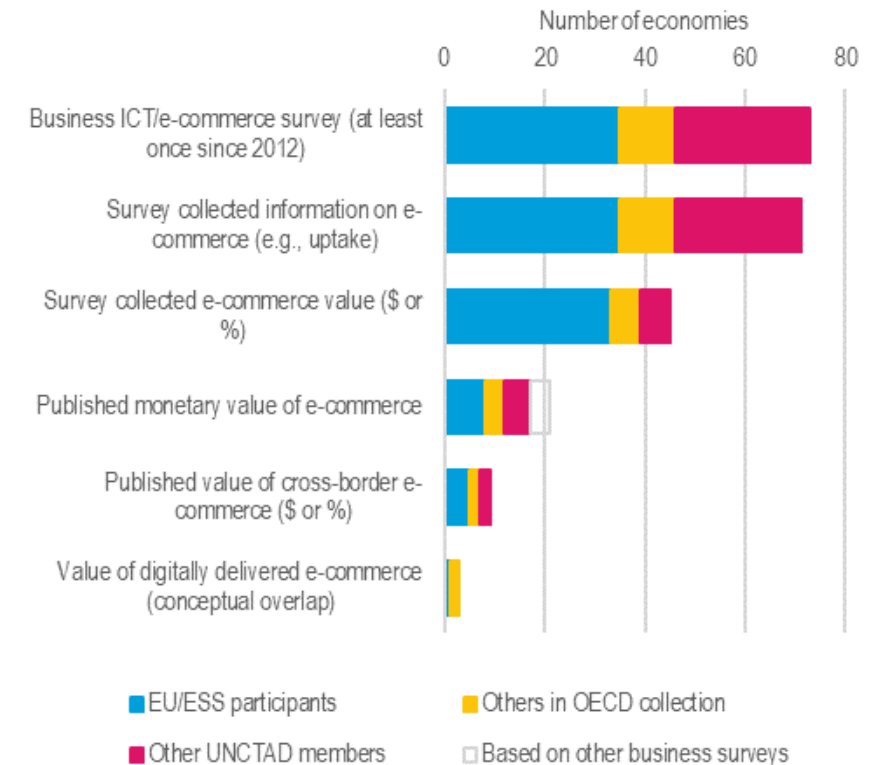
Source: <https://unctad.org/news/covid-19-boost-e-commerce-sustained-2021-new-unctad-figures-show>. UNCTAD based on Eurostat Digital Economy and Society Statistics database, OECD ICT Access and Usage by Households and Individuals database, ITU World Telecommunication/ICT Indicators database, Argentina CACE, Australia Post, China Network Information Center, DANE Colombia, IMDA Singapore.  
Note: For most European/OECD countries, data relate to individuals aged 16-74 years who used the internet/shopped online in the 12 months prior to survey. For other countries, wider age ranges and different recall periods may apply. 2021 figures used when available (y-axis) but for a significant minority of countries (29 of 66 countries presented), and especially for developing countries (17 of 19 countries), the latest data relate to 2020.

# Extending business ICT surveys to measure e-commerce value

- The available evidence suggests that, in general, *businesses account for the vast majority of e-commerce sales and purchases* → *prioritise measuring the value of business e-commerce*
- Many countries routinely conduct surveys of ICT use in business
  - Almost 80 countries have business ICT surveys; *most of these have collected value of e-commerce sales*
  - Furthermore, these tend to be more developed/have fewer challenges for measuring e-commerce value than Household Surveys
- **Other business surveys (e.g. surveys of business activity) can also be used, with similar questions.**



Measuring the value of business e-commerce sales using surveys of business ICT usage/e-commerce [and other business surveys]



Notes: EU = European Union, ESS = European Statistical System. The ESS includes EU countries as well as Iceland, Norway, Turkey, and the non-EU Balkan states. These countries implement the Eurostat model survey on e-commerce and ICT usage in business. "Others in OECD collection" comprises non-EU OECD members Australia, Canada, Colombia, Israel, Japan, Korea, Mexico, New Zealand, Switzerland, and the United Kingdom, as well as Brazil, which participates in the annual OECD data collection. Although it is an OECD member, the United States does not conduct business ICT usage surveys. "Other UNCTAD members" refers to all other economies; these have been identified as performing business ICT usage surveys based on source information provided to UNCTAD when submitting data for inclusion in the database of core indicators on ICT usage in business. Several countries have published e-commerce value figures based on other surveys: Japan, Singapore, Philippines, and the United States.

Source: UNCTAD based on national sources, Eurostat Digital Economy and Society Indicators Database, OECD ICT Access and Usage by Businesses database, UNCTAD core indicators on ICT use in business database.



# Extending business ICT surveys a practical example

6.5 Sila nyatakan jumlah pendapatan yang diterima daripada jualan barangan atau perkhidmatan menggunakan e-dagang  
Please indicate the total income that receive orders from sales of goods or services via e-commerce

44  RM  3100

Jika tuan tidak dapat membekalkan nilai,  
If you can't provide the value,

Sila nyatakan anggaran peratusan jumlah pendapatan yang diterima daripada jualan barangan atau perkhidmatan menggunakan e-dagang  
Please indicate an estimate of the percentage of total income that receive orders from sales of goods or services via e-commerce

45  (%)

**Nota / Notes:**  
Bagi pesanan internet yang diterima bagi pihak organisasi lain, sila lapor hanya yuran atau komisen yang diterima  
For internet orders received on behalf of other organisations, include only fees or commissions earned

4.2 Jumlah pendapatan (Merujuk kepada jumlah hasil kendalian / perolehan / jualan dan hasil lain)  
Total income (Refers to operating revenue / turnover / sales and other revenue)

RM  080089

2 main approaches to measuring e-commerce value:

1. Ask for e-commerce revenue directly in \$
2. Ask as % of total sales revenue (total collected on same or other survey)

Many surveys offer respondents *both options*

Common to prefer response in \$ (as in [this example from DOSM Malaysia](#)).

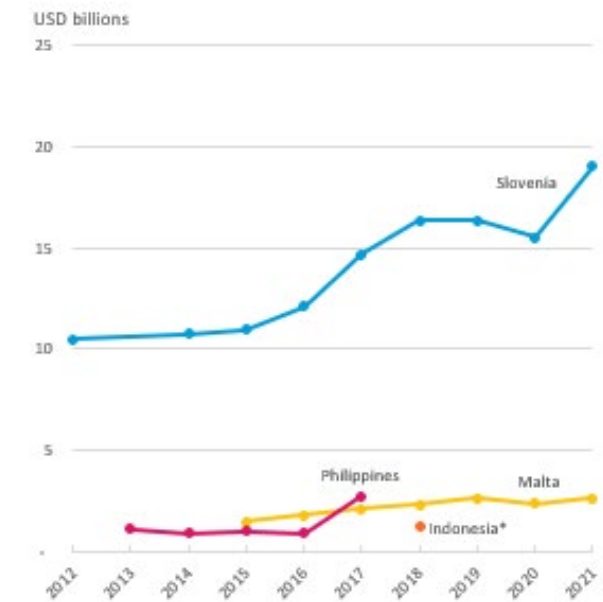
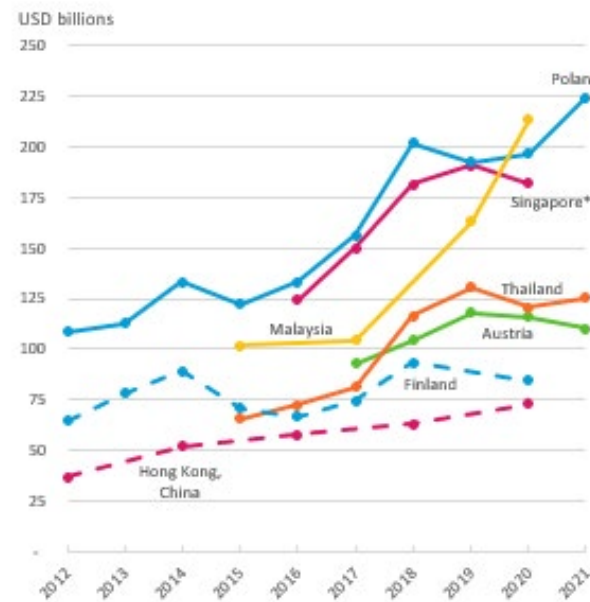
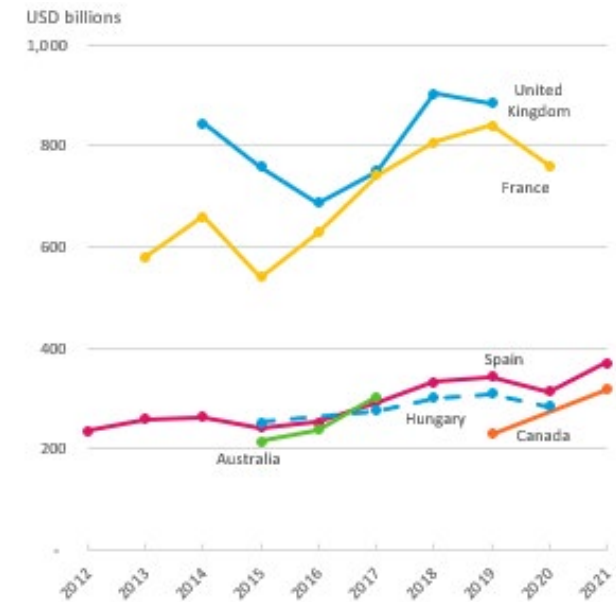
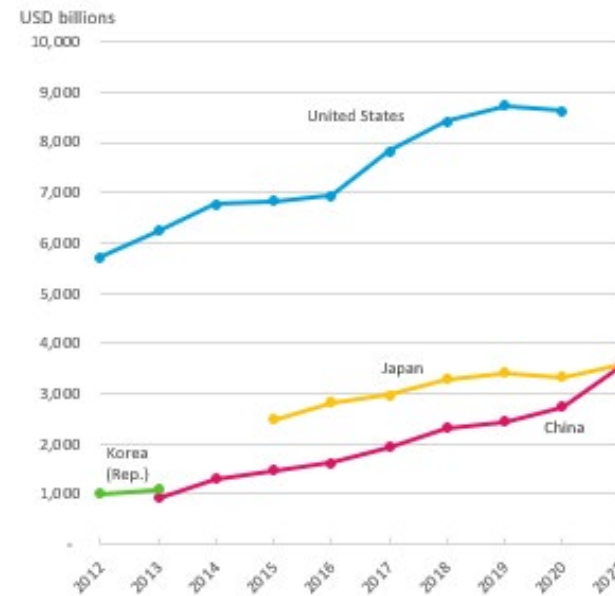
A similar approach can be used to investigate the responding enterprise's e-commerce **purchases** (though this is less common).

Similar questions can be used on other business surveys.

# Business e-commerce sales

USD billions, current prices, 2012-2021

- Various National Statistics organisations have published estimates of the value of business e-commerce sales.
- The sources, measurement approaches, industry/firm size coverage, etc. used vary in ways that are likely to impact comparability.
- UNCTAD has been mandated with convening a Task Group to discuss issues and develop statistical guidelines on measuring business e-commerce value.



Source: UNCTAD (2023), "Measuring the value of e-commerce", based on national sources.

Note: Sales by businesses only. Figures in national currency converted to USD using UNCTAD annual exchange rates (<https://unctadstat.unctad.org/>). The comparability of the series presented is limited. For most economies, the underlying source is a business ICT usage/e-commerce survey or other business survey (e.g., business activity survey). The series for Japan is based on a somewhat different approach, see box in section 3.5. \* Singapore: services only, Indonesia: based on a "profiling survey" sampling businesses in 3,504 of over 800,000 census blocks across 34 of 37 provinces; as such these figures are not representative of all business e-commerce. For Australia, the reporting year ends in June of the year shown.

<https://unctad.org/publication/measuring-value-e-commerce>

# From e-commerce to digitally ordered trade

Top-down approach:

1. Collect total e-commerce \$
2. Collect break-down (usually expressed as % of 1)

**6.8 Sila nyatakan peratusan pendapatan e-dagang mengikut jenis pasaran**  
*Please indicate the percentage of e-commerce income by types of market*

(a) **Tempatan**  
*Domestic*

(b) **Antarabangsa**  
*International*

**JUMLAH**  
**TOTAL**

**Nota / Notes:**  
**Jika peratusan pendapatan antarabangsa e-dagang diisi, sila ke Soalan 6.9**  
*If the percentage of e-commerce international income is filled, please go to Question 6.9*

3100

54    (%)

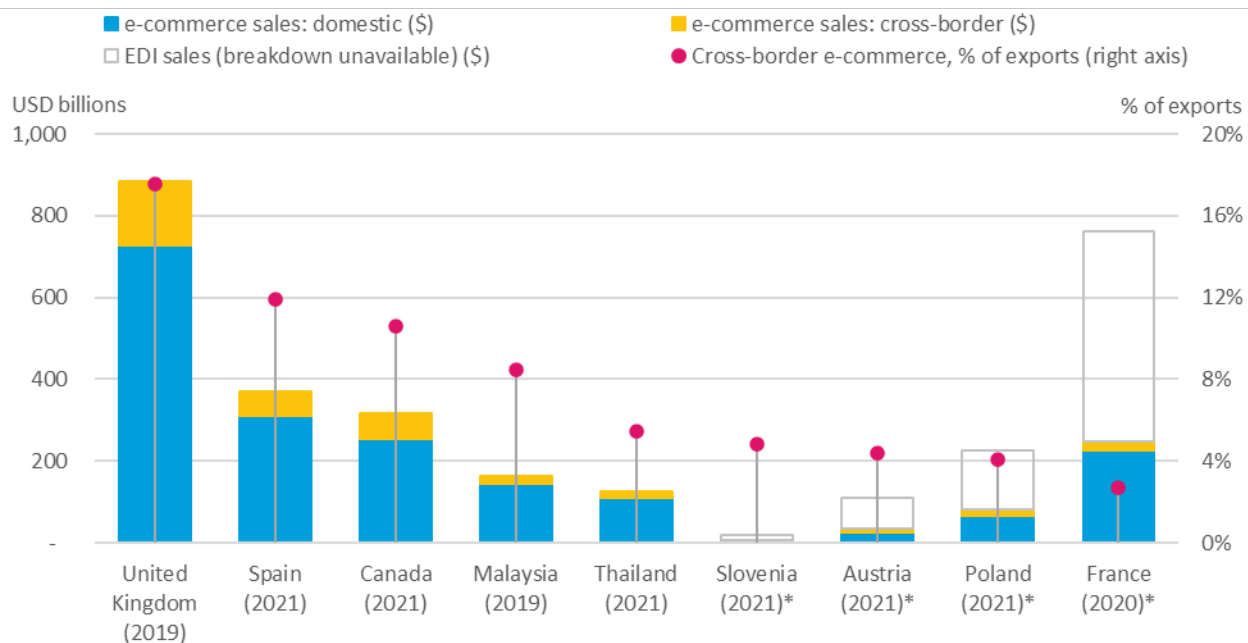
55    (%)

**1 0 0** (%)

Source: [DOSM Malaysia](#)

# Business E-commerce sales

## Domestic and abroad



Notes: \* Slovenia, Austria, Poland, France: "web sales" only (i.e., excluding EDI sales).

Source: UNCTAD based on statistics published by national statistical agencies, UNCTAD goods and services trade databases, and UNCTAD currency exchange rates (<https://unctadstat.unctad.org/wds/ReportFolders/reportFolders.aspx>)

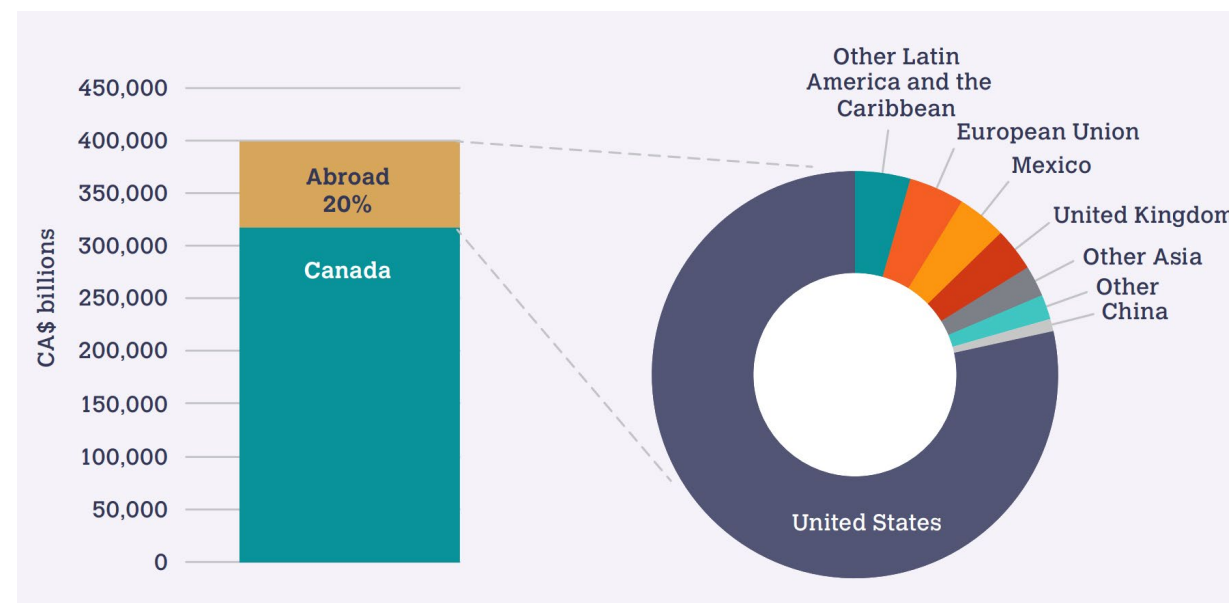
- Sales to customers abroad account for a minority of business e-commerce transactions (20% on average).
- E-commerce transactions comprise up to 18% of total goods and services exports (UK).
- Some countries (notably those following the EU model surveys) only collect partial information (website and app sales only).
- Only a small number of countries have figures!
- The UNCTAD Task Group will also work on guidelines for measuring international e-commerce to further support the measurement of digitally ordered trade.



# Business e-commerce sales by customer location

Canada, 2021

- Some countries collect additional information on digitally ordered exports e.g.:
  - Customer location
  - Product type (good, digitally delivered service, other service)



Source: IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade.  
<https://unctad.org/publication/handbook-measuring-digital-trade>

# Business e-commerce purchases from abroad

Spain, 2016-2020

- Businesses account for the bulk of e-commerce purchases (by value)
  - This is likely to hold for e-commerce imports as well
- Measuring business e-commerce purchases is relevant both to digital trade and measures of the domestic digital economy (e.g. through digital supply-use tables)

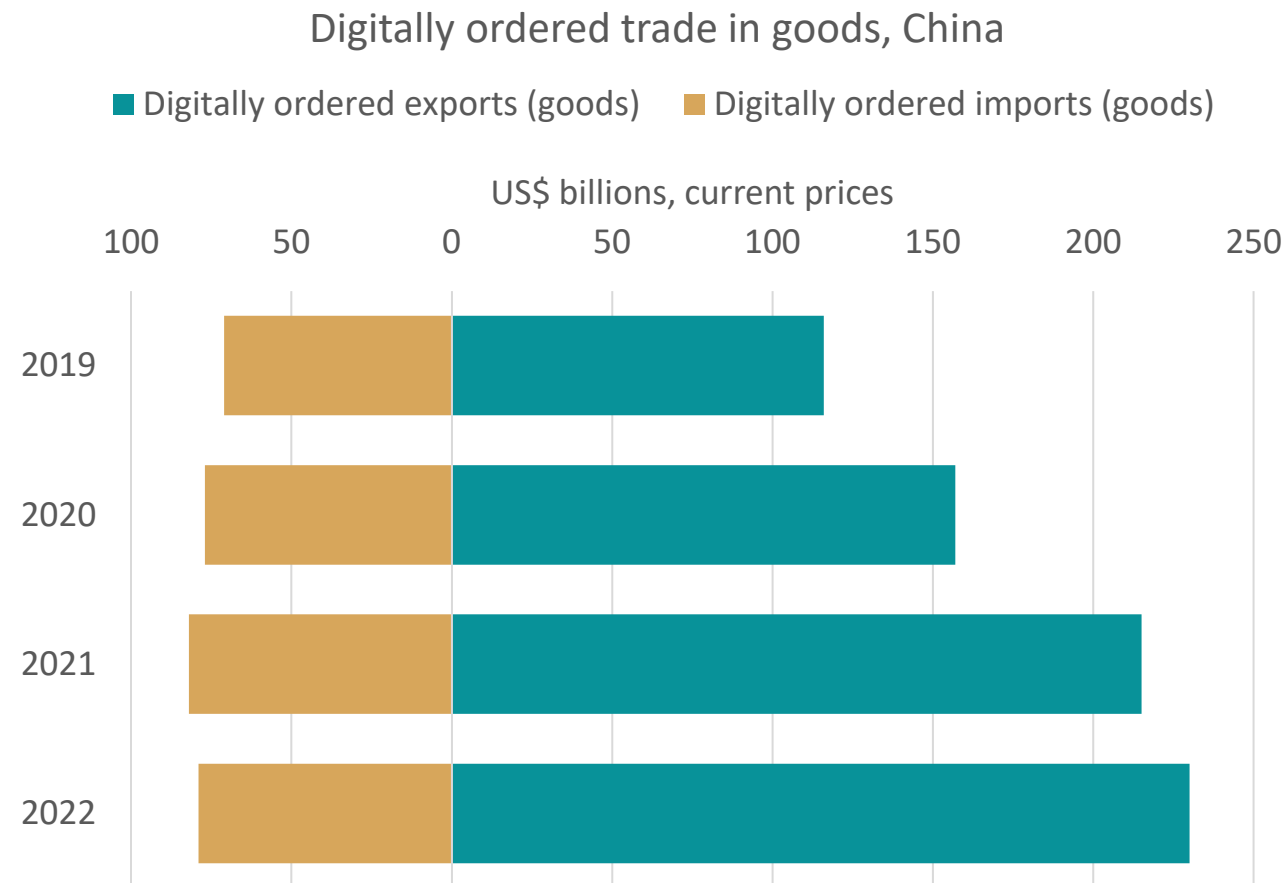


# Customs declarations: measuring digitally ordered trade in goods



# Customs declarations: measuring digitally ordered trade in goods

- In many countries, cross-border trade is mainly in goods (rather than services)
- Likely the same for digitally ordered trade
- Several countries have modified customs reporting requirements and processes to identify merchandise shipments that are digitally ordered
- World Customs Organisation Framework of Standards on cross-border e-commerce establishes common methods and standards for identifying digitally ordered items and capturing relevant information.



Source: UNCTAD based on IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade.  
<https://unctad.org/publication/handbook-measuring-digital-trade>

# Digitally delivered trade

*"All international trade transactions that are delivered remotely over computer networks"*

- Only services can be digitally delivered
- Often (but not always) also digitally ordered
- Key starting points for statistical compilers
  1. Identify digitally deliverable services (in existing statistics)
  2. Carve out services actually digitally delivered
- For services that *can be* delivered digitally (digitally deliverable services), Mode 1 (cross-border) supply equivalent to digitally delivered trade





# Step 1: identify services that are *digitally deliverable*

= services which *can be* “delivered remotely over computer networks”

- *Most* are readily available from trade by product data
  - Digital intermediation services and digitally deliverable services consumed abroad are likely to take further efforts to measure

→ Aggregating gives an upper-bound estimate for (most) digitally delivered trade.

- However, the product detail available from many countries lacks granularity, reducing the ability to accurately delineate digitally deliverable services
- **Recommended that countries should collect and disseminate services trade data with sufficient product detail to allow digitally deliverable services trade to be compiled**



## Digitally deliverable services supplied cross-border (Mode 1)

Insurance and pension services

Financial services

Charges for the use of intellectual property n.i.e.

Telecommunications, computer and information services

Research and development services

Professional and management consulting services

Architectural, engineering, scientific and other technical services

Trade-related services

Other business services n.i.e.

Audio-visual and related services

Health services

Education services

Heritage and recreational services

## Digitally deliverable services consumed abroad (Mode 2)





UNITED NATIONS  
UNCTAD

# Digitally deliverable services

Share of services exports, 2010-2022

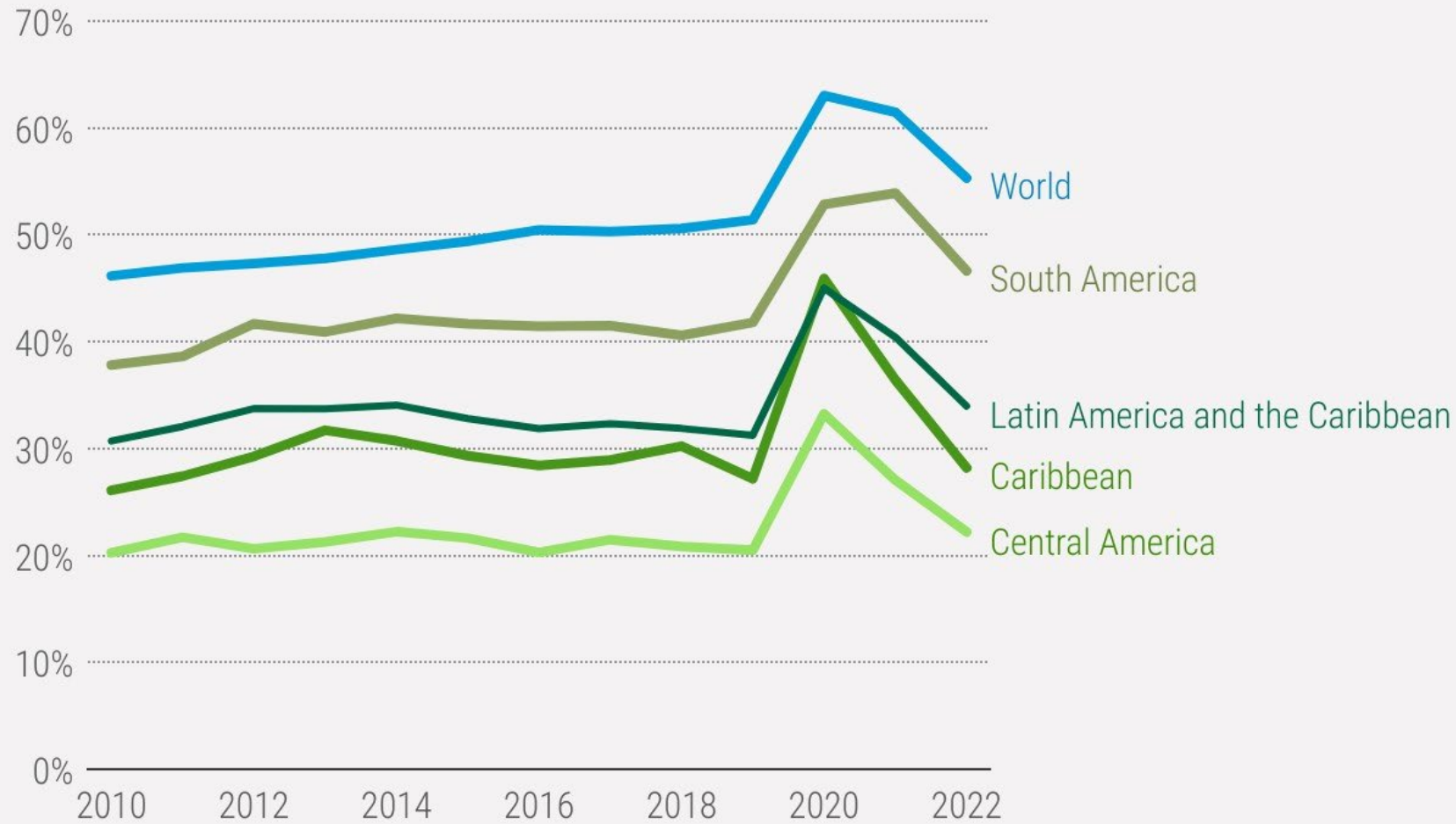


Chart: UNCTAD • Source: UNCTAD estimates based on UNCTAD-WTO common data set on international trade in services

Note: excludes digitally delivered services consumed while travelling abroad (Mode 2)  
Source: UNCTAD digital economy database



UNITED NATIONS  
UNCTAD

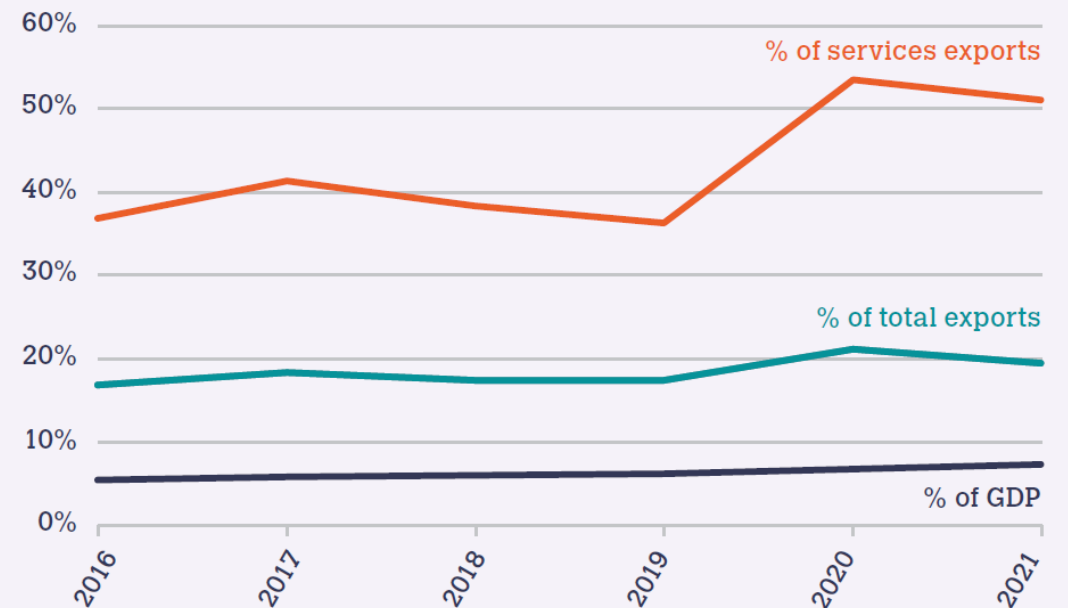
# Step 2: delineate services *delivered remotely*

- Just because a service is digitally deliverable, doesn't mean it is always digitally delivered when traded
- Mode 1 (cross-border) supply implies physical distance between parties; reasonable to assume that digital delivery used to bridge that distance if possible

→ For products that are digitally deliverable, the portion supplied across borders (mode 1) offers a reasonable estimate of the main component of digitally delivered trade

- However, most trade data do not currently distinguish between modes of supply.
- **Recommended to add questions on remote/digital delivery to ITS surveys**
- Expert judgment shares offer a first approximation (e.g. Eurostat-WTO model)

Figure 4.7: Digitally delivered services exports, Costa Rica, 2016-21



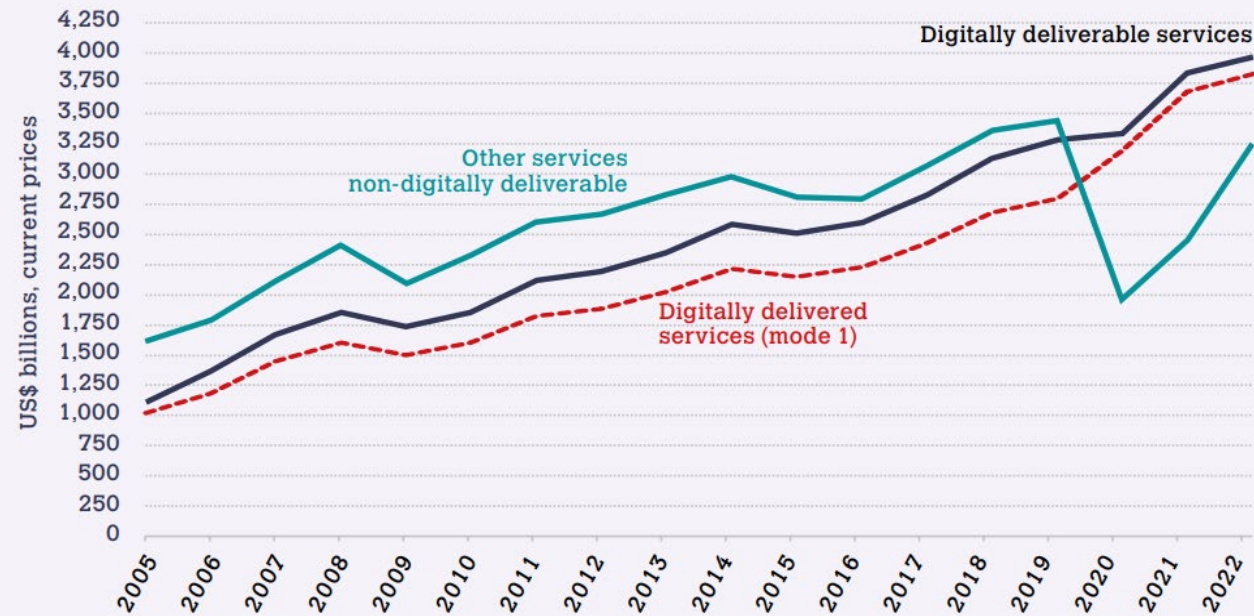
**Note:** Excludes health services, education services, heritage and recreational services, and trade-related services.

**Source:** Central Bank of Costa Rica.

# Digitally delivered services are a growing subset of digitally deliverable services

**Figure 4.4: Global exports of digitally deliverable services and digitally delivered services (Mode 1 – cross-border supply), 2005-22**

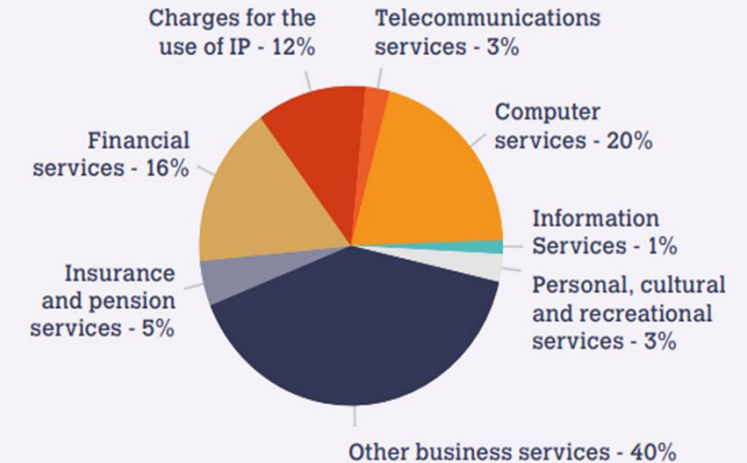
Exports in US\$ billions, current prices



Source: WTO (2023).

**Figure 4.5: Global exports of digitally delivered services (Mode 1 – cross-border supply) by broad EBOPS 2010 sector**

2022, share in total exports of digitally delivered services through Mode 1



Source: WTO (2023).

Source: IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade.  
<https://unctad.org/publication/handbook-measuring-digital-trade>

# Digital intermediation platforms (DIPs)

*“Online interfaces that facilitate, for a fee, the direct interaction between multiple buyers and multiple sellers, without the platform taking economic ownership of the goods or rendering the services that are being sold (intermediated)”*

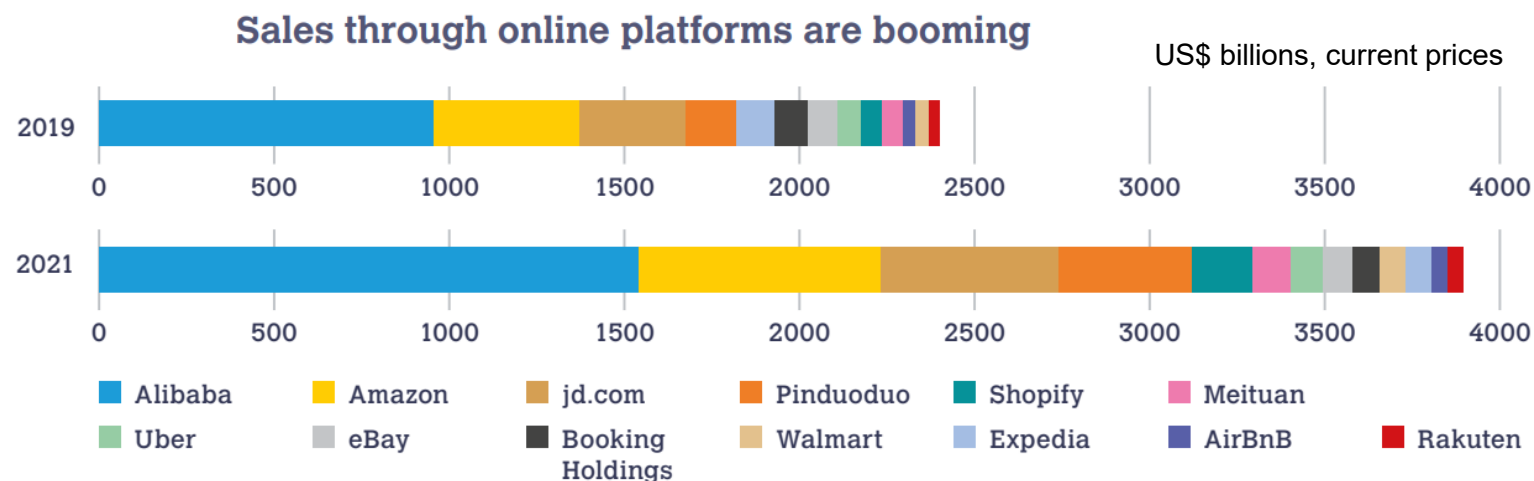




# DIPs are key drivers in the digital transformation

Their impact is significant and growing

- DIPs facilitate access to the global marketplace (especially for smaller businesses).
- Give buyers access to wider product variety and ability to compare prices easily.
- Also enable new activities and business models such as peer-to-peer transactions, resource sharing between households.



**Note:** The chart covers digital intermediation platforms as defined in this Handbook (e.g., Uber), as well as e-tailers. In some cases, both business models may co-exist on the same platform (e.g., Amazon, Alibaba). The figures reflect the gross value of goods and services sold by/through these companies.

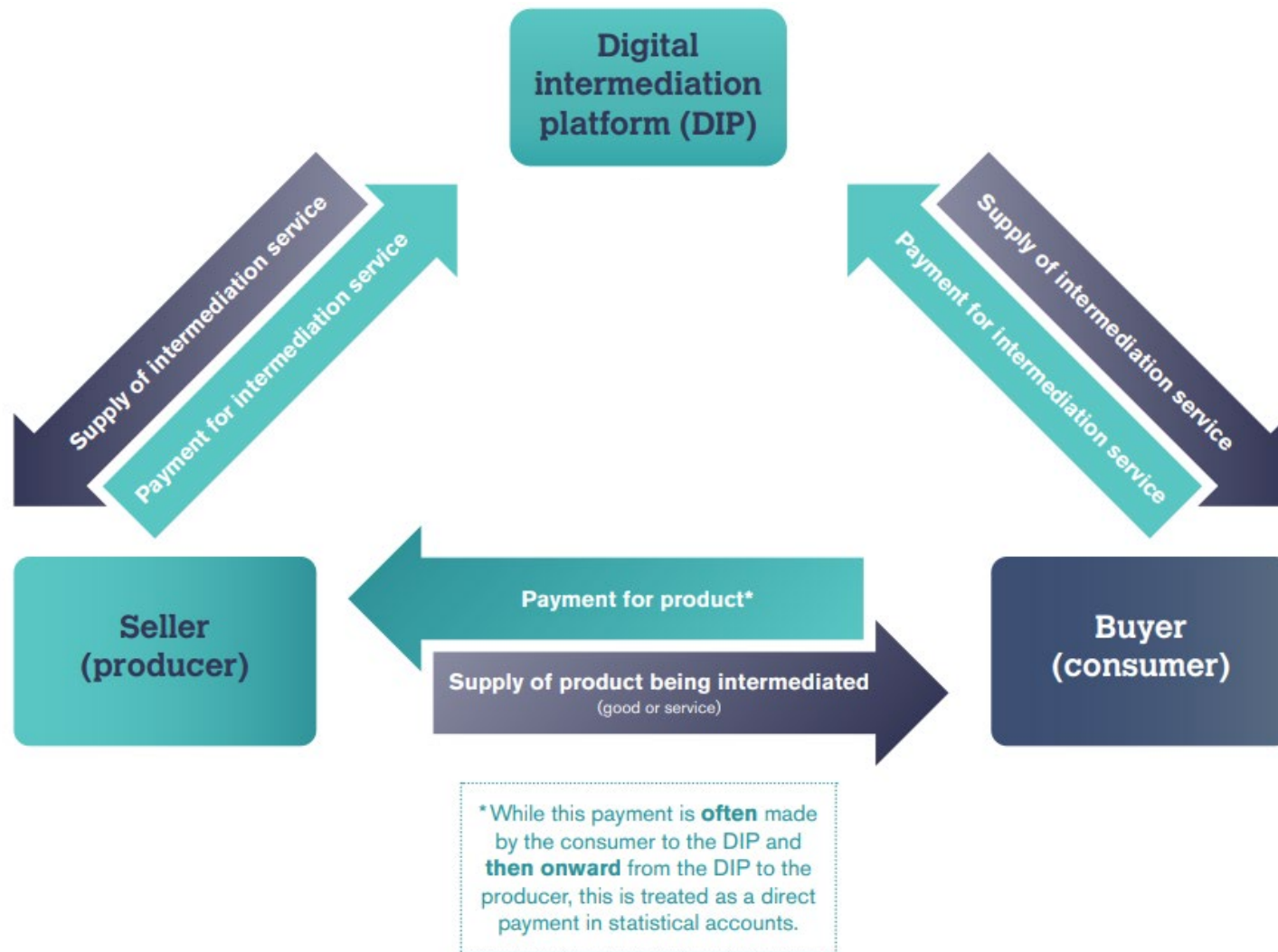
**Source:** UNCTAD (2022a), based on company reports.

Source: IMF-OECD-UNCTAD-WTO Handbook on Measuring Digital Trade.  
<https://unctad.org/publication/handbook-measuring-digital-trade>

# DIPs intermediate transactions

- Buyer purchases from seller via DIP
  - Often:
    - Buyer pays DIP
    - DIP subtracts fees
    - DIP pays remainder to seller
  - **Economic reality:** multiple transactions
    - Payment from buyer to seller for good/service
    - Payment(s) from seller and/or buyer to DIP for the digital intermediation service it provided
- Buyer/seller/DIP resident in different economies = trade transactions
- Key starting points:
  - Survey resident DIPs
  - Collect information on exports and imports of digital intermediation services via ITS surveys
  - Collect information on transactions made via DIPs using ICT surveys

→ **DIPS need specific attention when designing an approach for measuring e-commerce and digital trade**





# Measuring digital trade: key references



<https://unctad.org/publication/handbook-measuring-digital-trade>

Digital trade definitions, measurement framework, reporting template, extensive compilation guidance (including use of other sources)



<https://unctad.org/publication/manual-production-statistics-digital-economy-2020>

Designing and implementing surveys/modules on ICT usage, including e-commerce.



<https://unctad.org/publication/measuring-value-e-commerce>

National practices on e-commerce measurement, including international e-commerce. Annex with questions used in national surveys.

# Take-aways

- No single source offers an overall picture of digital trade
- Key recommendations:
  - Prioritise measuring e-commerce and digitally ordered trade sales (exports) and purchases (imports) by businesses as these generally comprise the largest component.
  - Implement WCO recommendations to identify digitally ordered goods in customs systems (imports and exports) as a basis for statistical compilation.
  - Ensure the availability of digitally deliverable services products within trade statistics
  - Include questions on digital delivery in ITS surveys

# Join international efforts to measure e-commerce and digital trade

- UNCTAD Working Group on Measuring e-commerce and the Digital Economy (WG-ECDE)
  - International forum for discussion and experience sharing on all aspects of digital economy measurement
  - Fourth meeting 30 November and 1 December 2023, in Geneva and online
  - For more info and to register: <https://unctad.org/meeting/working-group-measuring-e-commerce-and-digital-economy-fourth-meeting>
- UNCTAD Task Group on measuring e-commerce value (TG-eCOM)
  - Detailed technical discussions to **develop international guidelines on measuring e-commerce value (including international e-commerce)**
  - First meetings: early November (online), 29 November (in Geneva)
  - To express interest in participating, contact [Daniel.Ker@un.org](mailto:Daniel.Ker@un.org)
- UNCTAD eWeek 2023
  - Brings together over 2,000 policymakers and other stakeholders to shape the future of the digital economy
  - 4-8 December 2023, in Geneva (with some sessions online)
  - For more info and to register: <https://unctad.org/eweek2023>

**LAC participation warmly welcomed**