



eCommerce
Week

24–28 April 2017

Palais des Nations, Geneva



Towards inclusive e-commerce

MEASURING E-COMMERCE SOME NEW DEVELOPMENTS

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Measuring e-commerce

- What we have achieved
- What is still missing
- What we can do about it



OECD definitions of e-commerce

- 2001: broad and narrow (Internet)
- 2009:

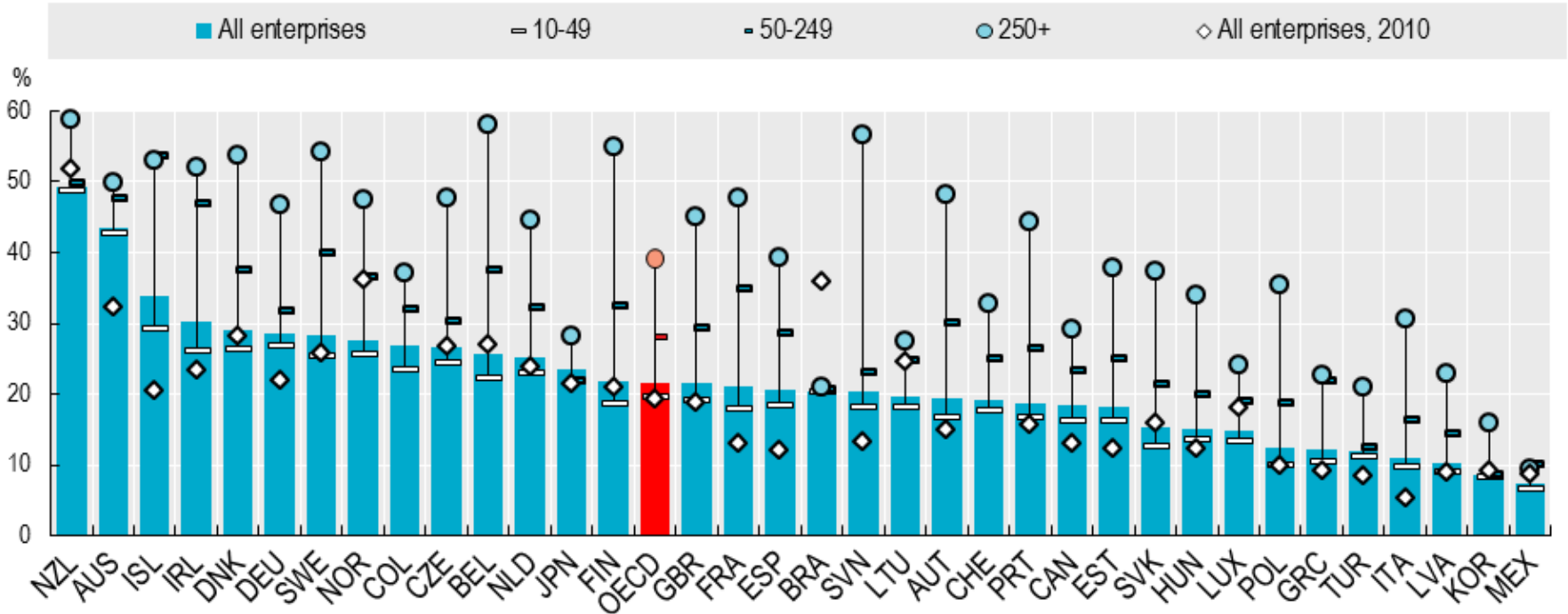
OECD definition of e-commerce	Guidelines for interpretation
<p>An <i>e-commerce transaction</i> is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of <u>orders</u>.</p> <p>The goods or services are ordered by those methods, but the <u>payment</u> and the ultimate <u>delivery</u> of the goods or services <u>do not have to be</u> conducted <u>online</u>...</p>	<p><i>Include:</i> orders made in web pages, extranet or EDI. The type is defined by the method of making the order.</p> <p><i>Exclude:</i> orders made by telephone calls, facsimile, or manually typed e-mail.</p>



Good measures of uptake by country...

Enterprises engaged in sales via e-commerce, by size, 2010 and 2015

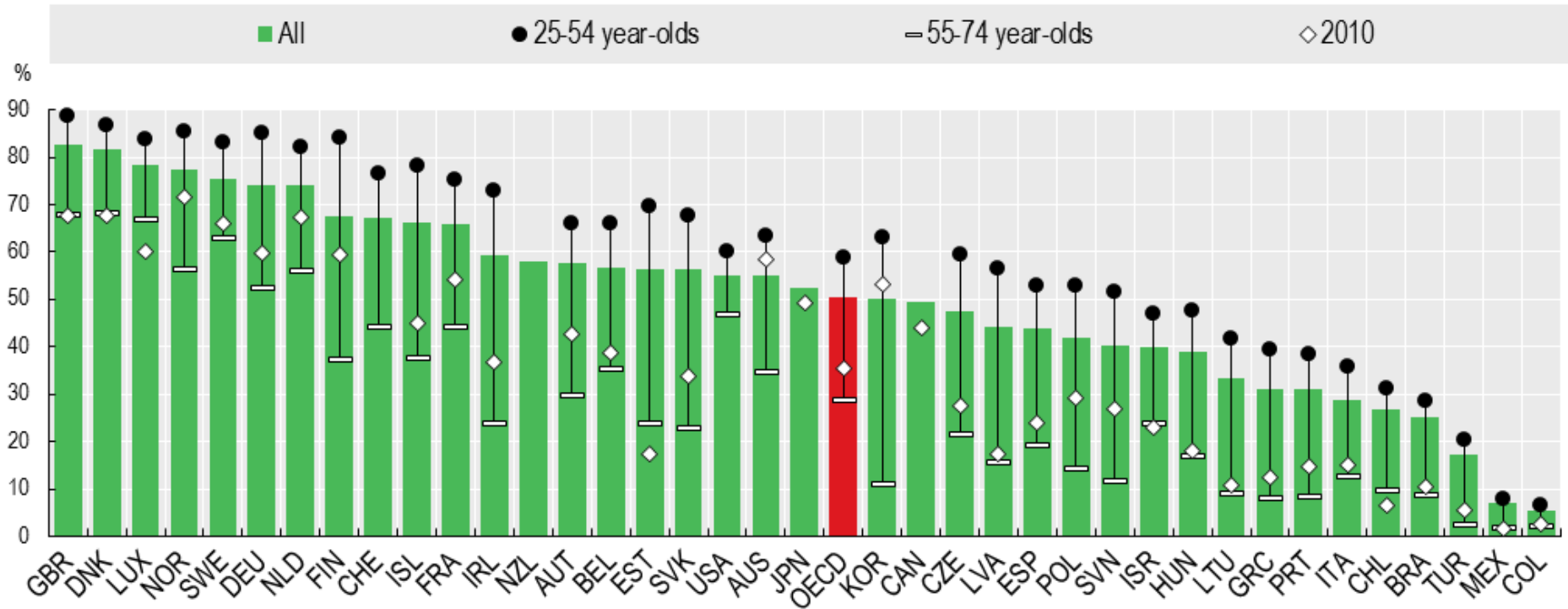
As a % of enterprises in each employment size class





Good measures of uptake by country...

Individuals who purchased online in the last 12 months, by age class, 2016 As a % of all individuals



Source: OECD, ICT Database; Eurostat, Information Society Statistics, April 2017.



...but weak measures of value

- E-commerce turnover volatile
- Industry breakdown not reliable
- No value of e-purchase by consumers
- Cross-border e-commerce not reliable
- No data on chargebacks/refunds



What we can do about it?

Develop synergies between ICT surveys and other sources:

- Expenditures surveys
- Structural business statistics
- (Private source) Big Data



Private source Big Data: an example

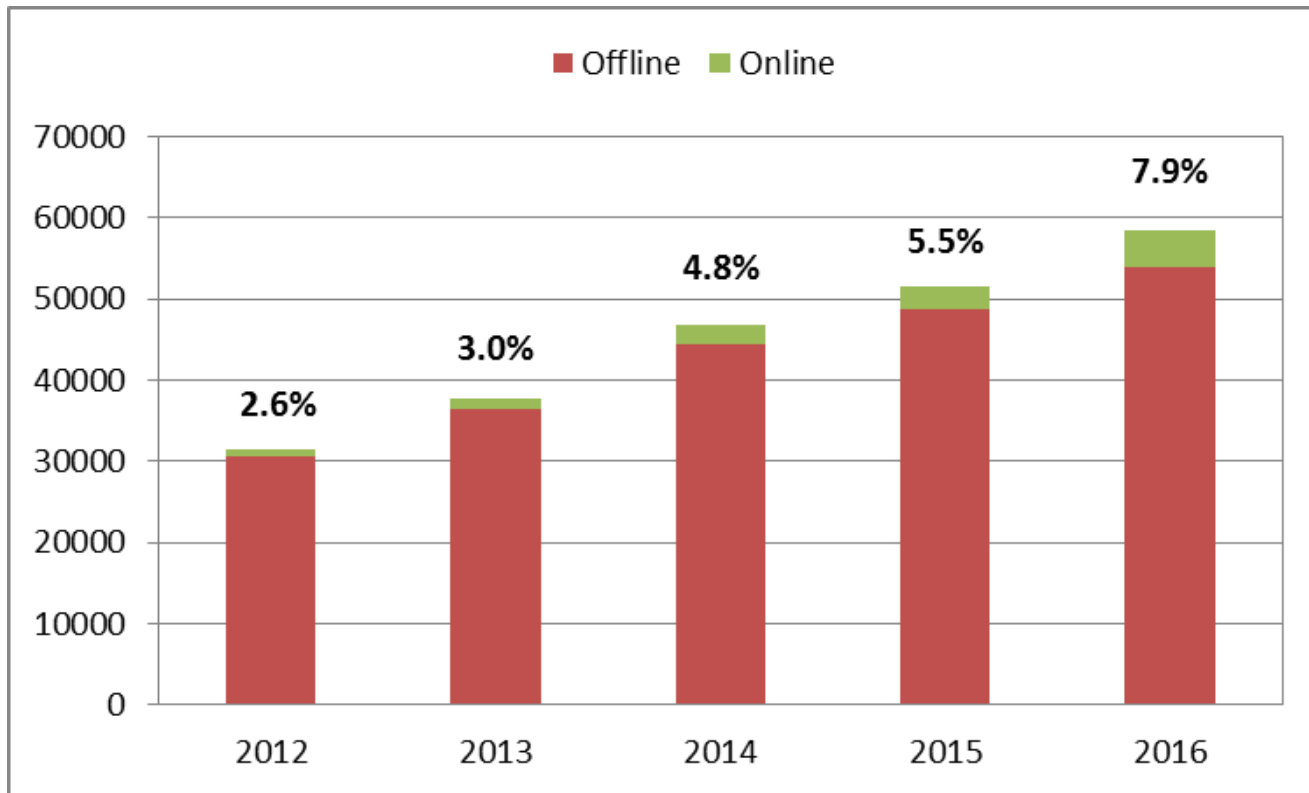
- Partnership OECD-BBVA (Spain)
- BBVA: up to 450M transactions *per day*
- Online payments by credit card
73% of all households' online payments (INE, 2016)
- Use ICT survey to weight BBVA data



E-commerce trends

Credit card payments (2012-16)

Million euros



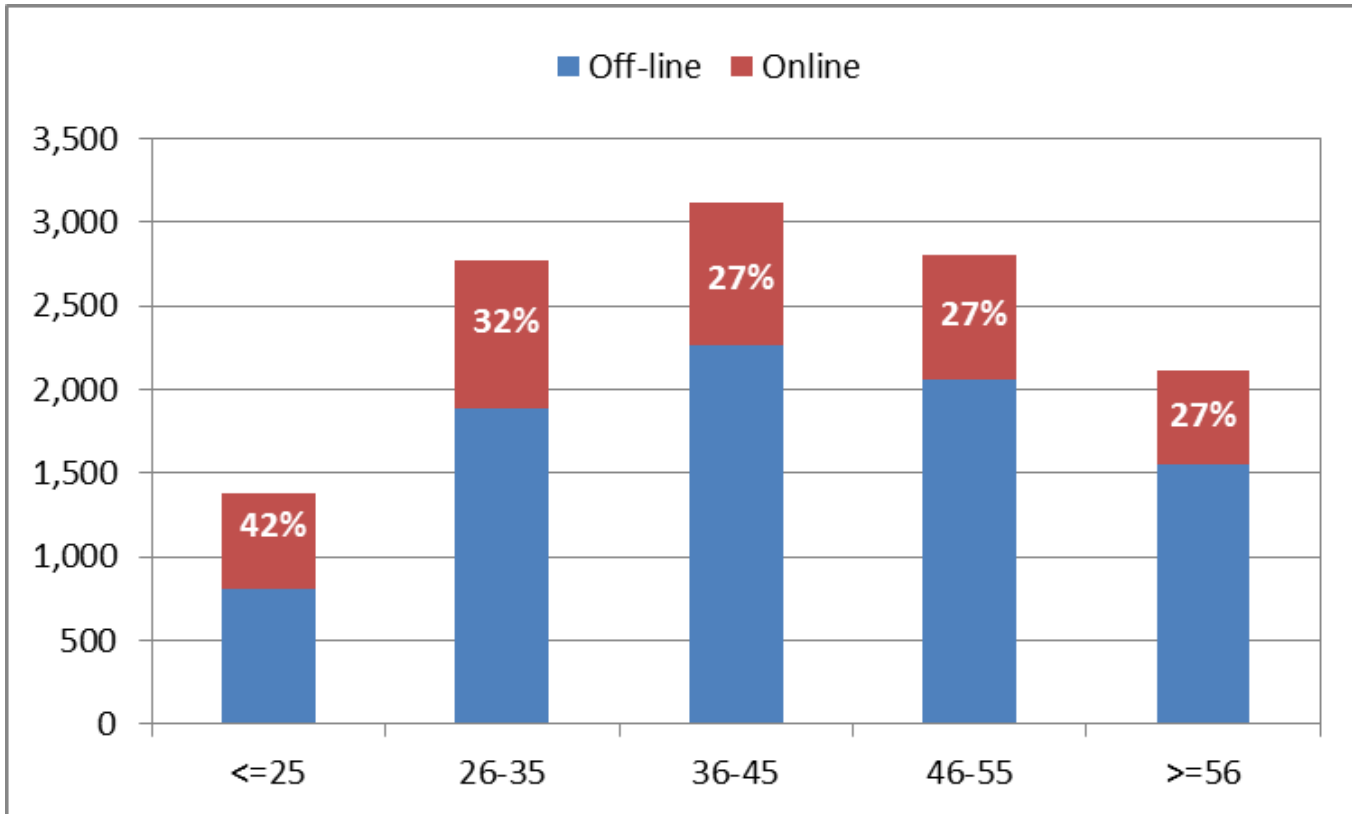
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data, DSTI/CDEP/MADE(2017)1



E-commerce by age

Off-line and online payments by age, 2016

Euros per capita



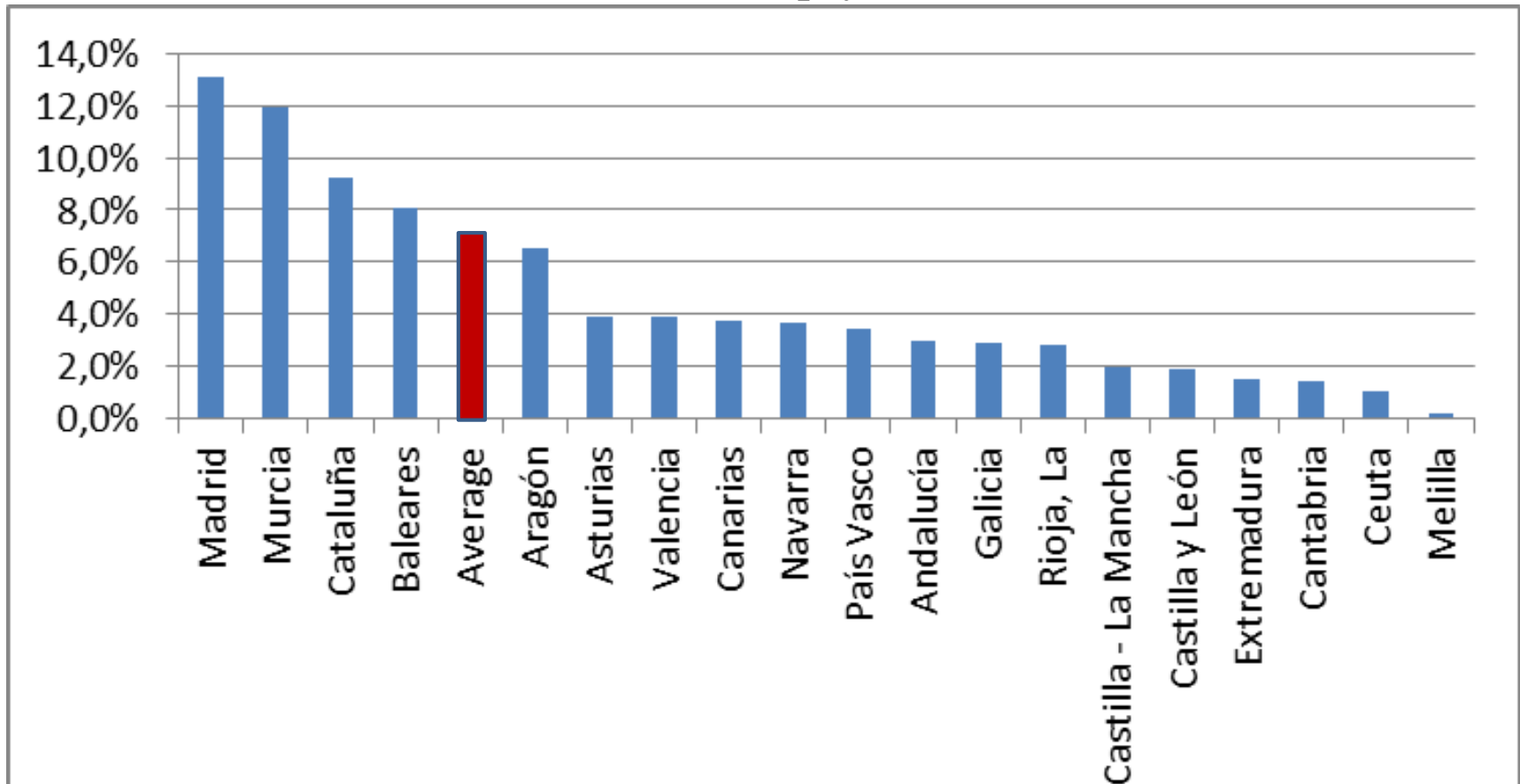
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data, DSTI/CDEP/MADE(2017)1



E-commerce by region

Online payments by region, 2016

As a % of all payments



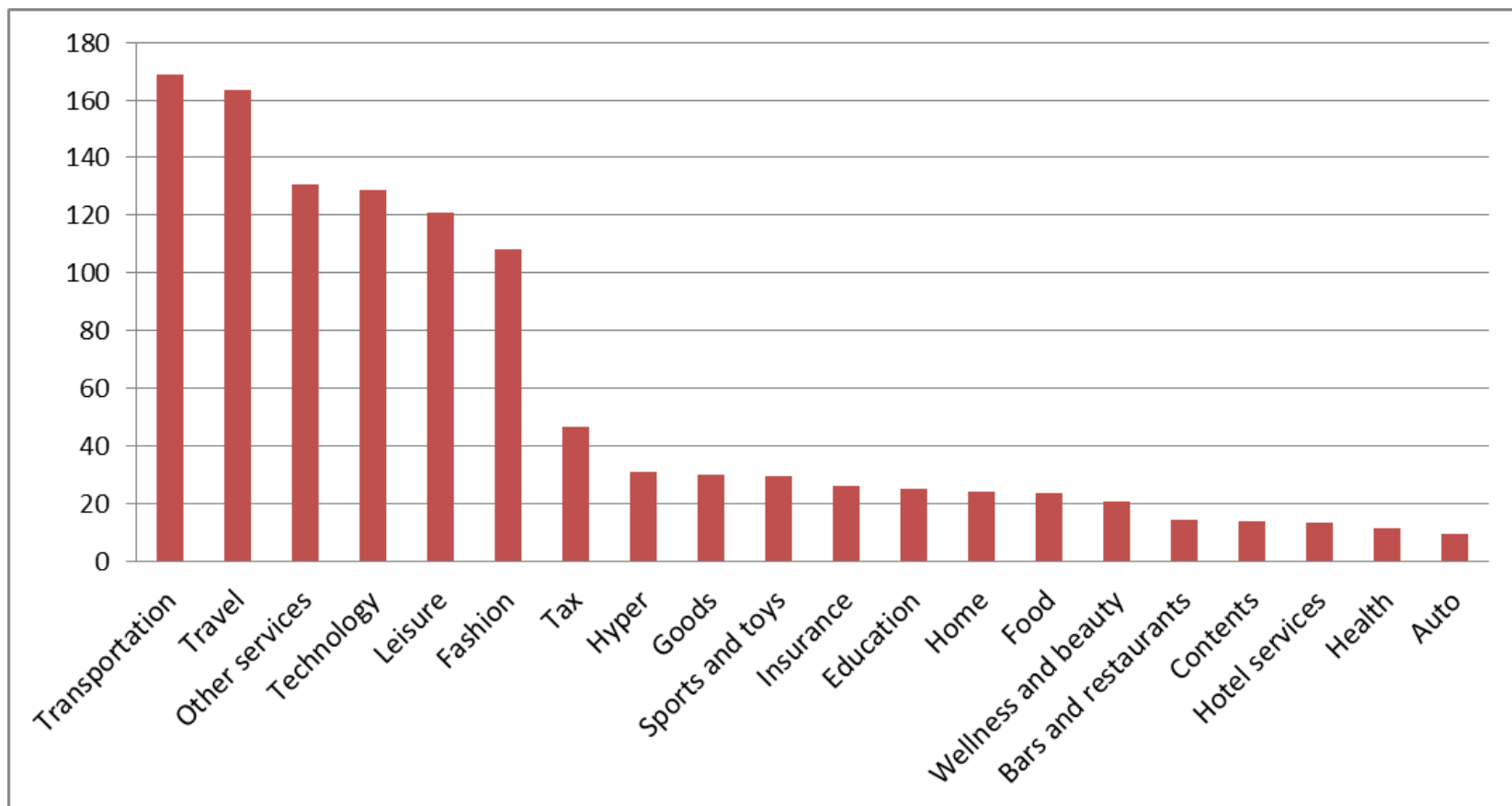
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data , DSTI/CDEP/MADE(2017)1



E-commerce by sector

Online payments by merchant's industry, 2016

Million euros



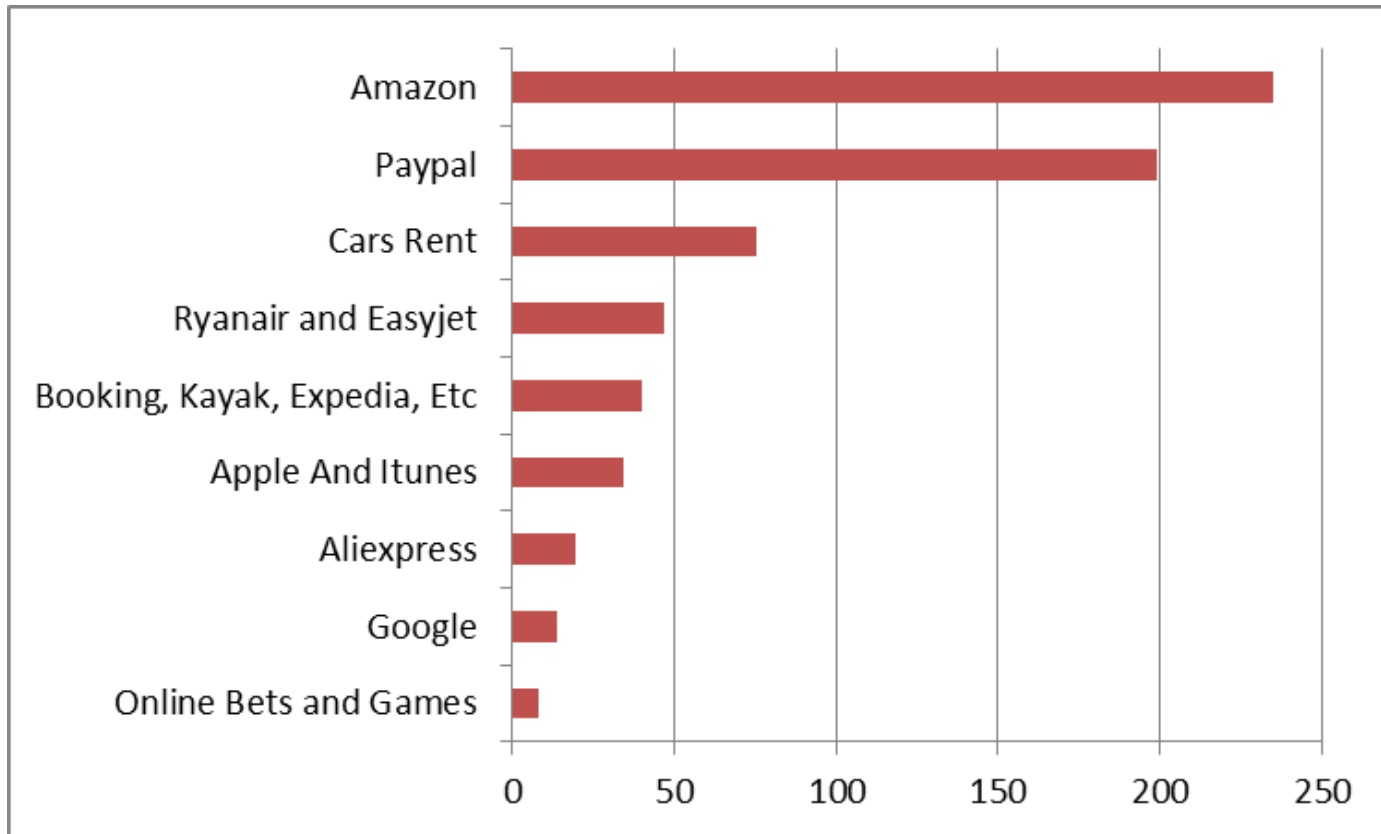
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data , DSTI/CDEP/MADE(2017)1



E-commerce through online platforms

Online payments by platform, 2016

Million euros



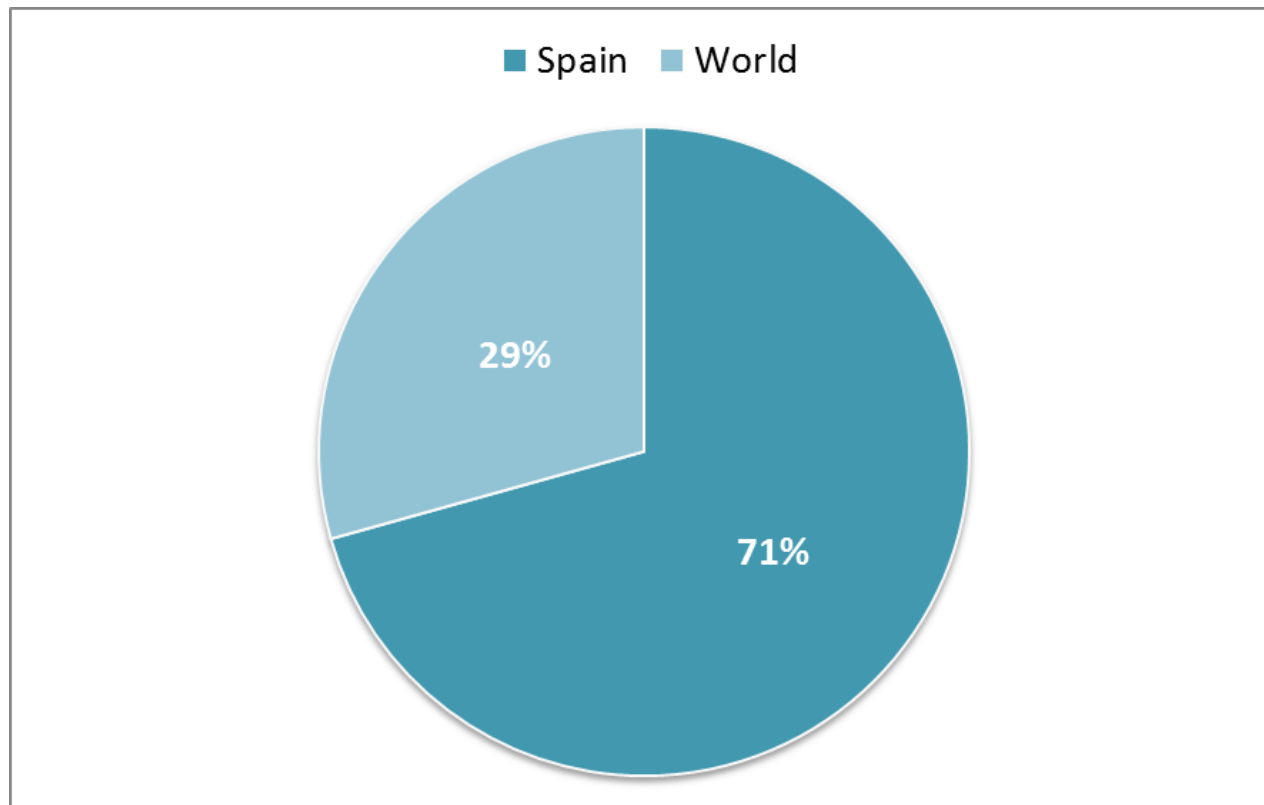
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data , DSTI/CDEP/MADE(2017)¹



Cross-border e-commerce

Online payments by merchant country, 2016

Million euros



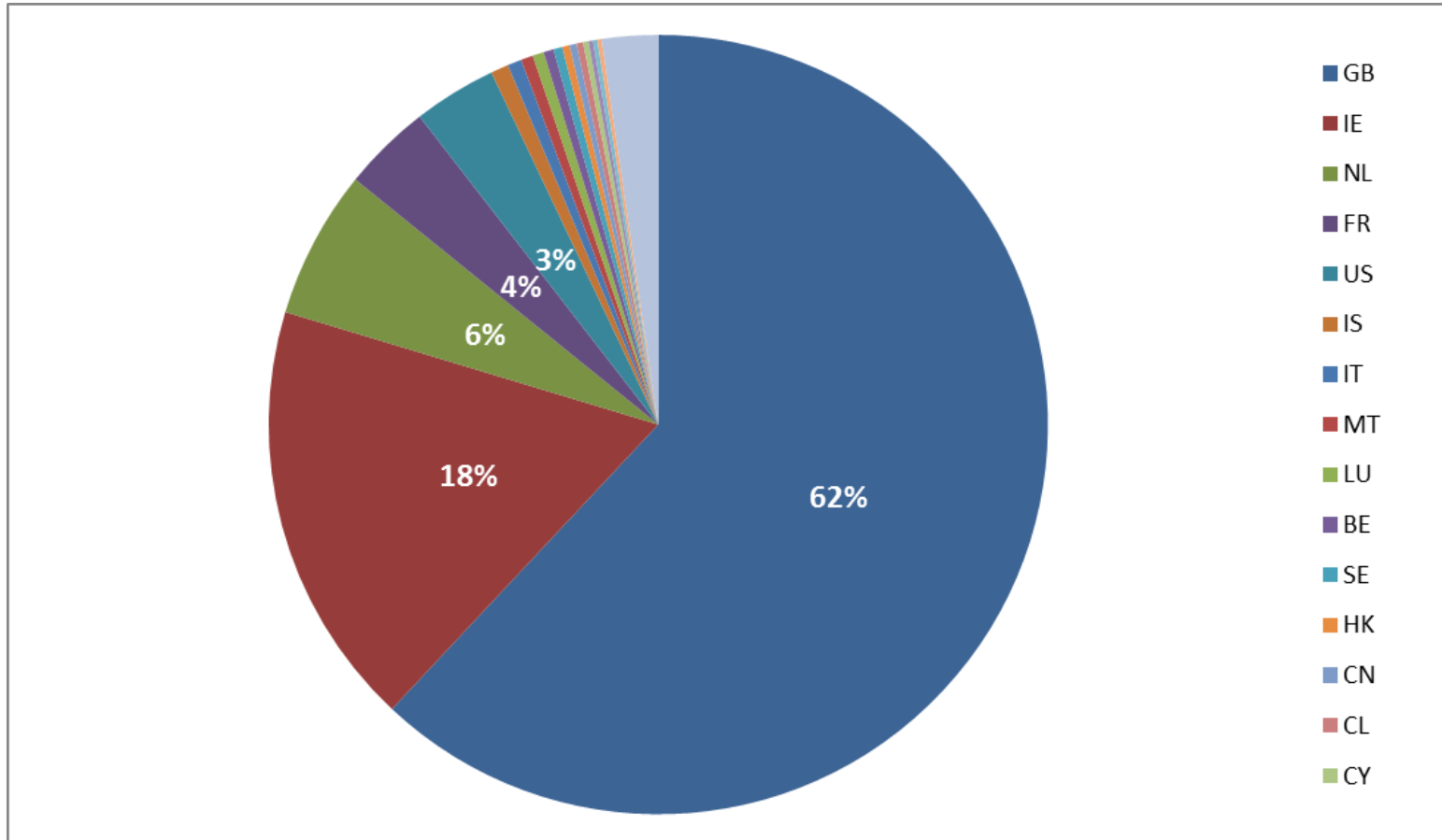
Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data, DSTI/CDEP/MADE(2017)1



Cross-border e-commerce

Online payments by merchant country, 2016

Millions euro



Source: Alonso and Ganga (2017), Overview of E-Commerce in Spain Using BBVA Big Data, DSTI/CDEP/MADE(2017)1



Where do we go from here?

- Build partnership with private source data holders
- Strike a balance btw statistical definitions and data availability
- Keep consistency with official surveys
- Need to coordinate efforts among IOs