UNCTAD Project on Measuring Exports of ICT-enabled Services (Digitally-delivered Services)

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DEFINITION

- **Potential** ICT-enabled services/ **Digitally-deliverable** = services with outputs that can be delivered remotely over ICT networks
  - Exclude transport services (involve manipulation or transport of people, physical objects, material, or electricity)
  - Exclude on-site or in-person services (require on-site or personal delivery)
- **Actual** ICT-enabled services are **similar to Mode 1** (GATS) cross-border supply for the selected services / **Digitally-delivered** >>> survey question asks for share of services delivered over ICT networks
- For example: a firm delivers bookkeeping and accounting services by email/dedicated Internet platforms to a customer in a foreign country
- **United Nations Statistical Commission** reviewed and adopted the definition, at 47th session, March 2016
1st step: look at existing measurement frameworks and identify and define the types of services that can be ICT-enabled >>> a taxonomy of such services using the most detailed international classification of services CPC Ver.2.1 >>> list of "potential ICT-enabled services" building on existing concepts, methods and classifications

2nd step: it matters how these services are actually delivered >>> need to develop a survey question on how the service was delivered >>> similar to WTO GATS mode 1 of supply >>> "actual ICT-enabled services"

Focus the pilot surveys on exports of services, as smaller population of firms to survey, easier data collection

Model survey questionnaire - developed in 2016

Pilot implementation in 3 developing countries during 2017 with technical assistance from UNCTAD

Funding by the Government of Sweden
In existing trade in services data, under which EBOPS headings would potential ICT-enabled services be included?

- EBOPS not amenable for easily identifying digitally-deliverable services

Source: UNCTAD ICT4D Technical Note 3, derived from UNSD “Correspondence between the EBOPS 2010 and the Central Product Classification (CPC, version 2) - Detailed version”
**ICT-ENABLED SERVICES: EXPECTED OUTCOMES**

<table>
<thead>
<tr>
<th>CATEGORY SERVICE</th>
<th>VALUE OF EXPORTS</th>
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<tbody>
<tr>
<td></td>
<td>MODE 1 (DELIVERED DIGITALLY)</td>
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<tr>
<td>Telecommunications</td>
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<tr>
<td>Computer services</td>
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<tr>
<td>Sales and marketing services, not including trade and leasing services</td>
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<tr>
<td>Information services</td>
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<tr>
<td>Insurance and financial services</td>
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<td>Management, administration and back office services</td>
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<td>Licensing services</td>
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<td>Engineering, related technical services and R&amp;D</td>
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<tr>
<td>Education and training services</td>
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- By partner country, by enterprise size, by principal economic activity
- Including information on foreign ownership and total turnover
Next Steps - ICT-Enabled Services

• Make adjustments to survey questionnaire as required
• Prepare a detailed report on lessons learned from pilot survey implementation – April-May 2018
• Explore ways to scale up with a view to collect data in many more countries, especially developing countries
• Explore funding opportunities/partnerships
• UNCTAD Information Economy Report 2017: Digitalization, Trade and Development
• UNCTAD Information Economy Report 2015: Unlocking the Potential of E-commerce for Developing Countries
• In Search of Cross-Border E-commerce. UNCTAD Technical Notes on ICT for Development N°6. TN/UNCTAD/ICT4D/06
• International Trade in ICT Services and ICT-enabled Services: Proposed Indicators from the Partnership on Measuring ICT for Development (TN/UNCTAD/ICT4D/03)
• unctad.org/ict4d/technicalnotes