



MEASURING CROSS-BORDER E-COMMERCE: TOWARDS A MEASUREMENT FRAMEWORK

UNCTAD/WTO/UPU Ecommerce day

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Questions posed

- How to develop a ***conceptual framework*** for ***measuring*** cross-border e-commerce?
- How to integrate e-commerce in ***national data systems***?
- How can ***public*** and ***private sector*** data complement each other?
- What should be the role of ***International Organizations***?



Towards a conceptual framework

E-commerce transactions

B2C

i.e. final
demand

B2B

i.e. intermediate
demand

*Further classifications
to be decided:*

Which business? (industries?)

International trade statistics

Merchandise trade

Classification: HS products
Method: IMTS 2010

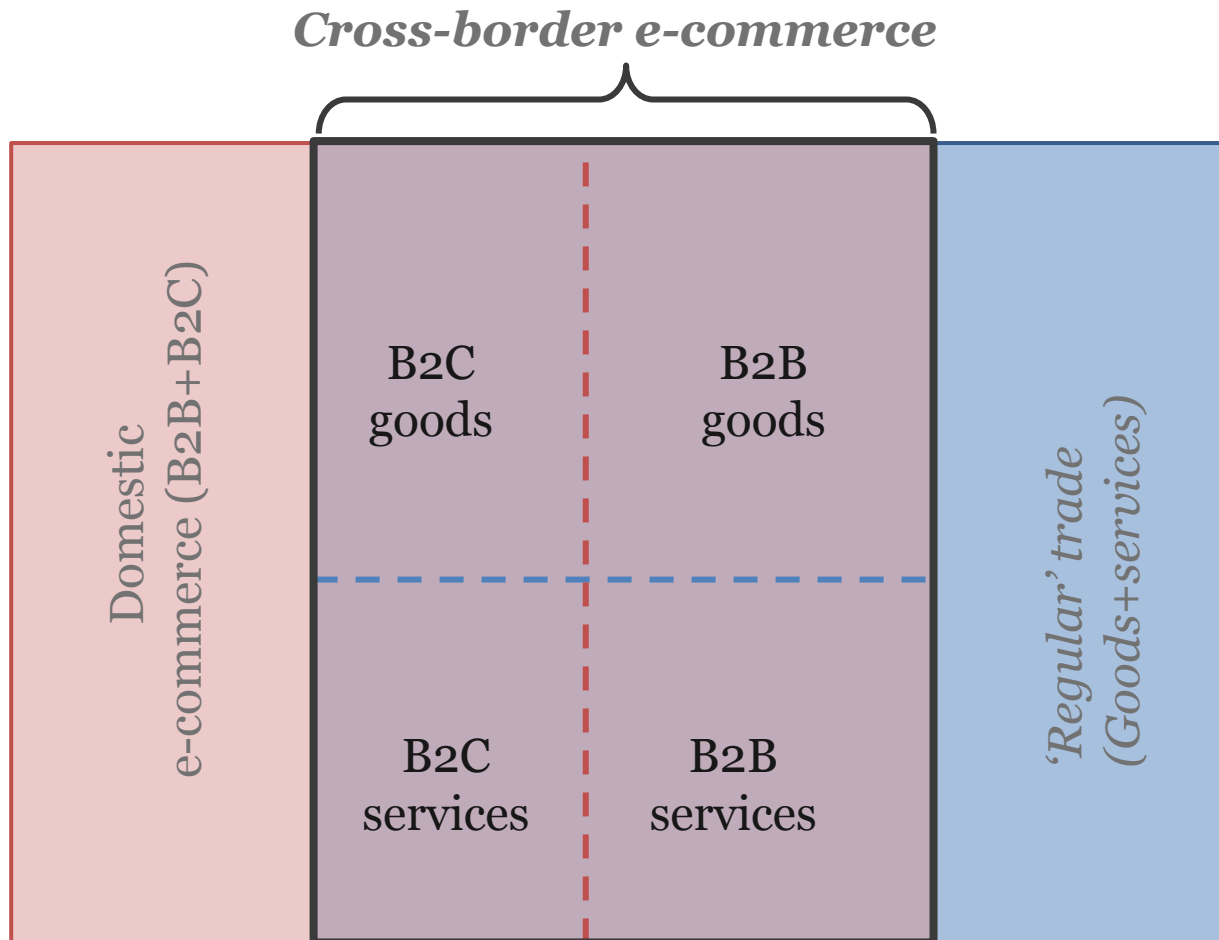
Trade in Services

Classification: EBOPS categories
Method: MSITS 2010

*What about Mode 3?
(foreign presence)*



Towards a conceptual framework (2)





Conceptual framework: questions and considerations

- What (policy) questions do we want to answer?
 - Cross border- e-commerce as share of trade? As share of total e-commerce? As share of business sales? By industry? By type of firm? By product/service category? By final demand category?
- Definitions/concepts:
 - Is current definition still sufficient? Is it applicable to both goods and services?
 - New breakdowns that come from combining trade statistics (HS, EBOPS) and more 'business oriented' statistics (B2B, B2C, B2G) and household surveys (CtoC)



Sources and compilation

- Detailed examination of public and private sector sources:
 - a) In light of these concepts: which sources provide insights on which totals and breakdowns?
 - b) In light of their possible role to mitigate observation problems in traditional trade and business statistics:
 - a) Below threshold observations in merchandise trade
 - b) Services fully delivered online (downloaded music etc)

Keep in mind: data linking, leveraging existing sources, integration and consistency



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Definition e-commerce

- An ecommerce transaction is the sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders
- The goods or services are **ordered** by those methods, but the payment and ultimate delivery of the goods or services do not have to be conducted online
- An ecommerce transaction can be between enterprises, households, individuals, governments, and other public or private organizations
- To be included are orders made over the web, extranet or Electronic data interchange. ***The type is defined by the method of placing the order.*** To be excluded are orders made by phone, fax or manually typed email.



EBOPS 2010

- Manufacturing services on inputs owned by others
- Maintenance and repair services n.i.e.
- Transport
- Travel
- Construction
- Insurance and pension services
- Financial services
- Charges for the use of intellectual property n.i.e.
- Telecommunication, computer and information services
- Other business services
 - Research and development services
 - Professional and management consulting services
 - Technical, trade-related and other business services
- Personal, cultural and recreational services
- Government goods and services n.i.e.