



Recent developments in measuring e-commerce in the EU survey on ICT usage and e-commerce in enterprises

UNCTAD Working Group on Measuring e-Commerce and the Digital Economy, 30 November and 1 December 2023

EUROSTAT, Unit G4 – Innovation and digitalisation

Content

- Background – EU survey on ICT usage and e-commerce in enterprises (ICT ENT)
- Recent developments in measuring e-Commerce in the EU ICT ENT survey
 - Digitally order trade
 - Monetary value of e-commerce sales
 - Exploring exercises related to standing orders/recurrent payments/subscriptions

Background – Survey design process

- Questionnaire and the annual implementing regulation are revised annually.
 - Policy needs
 - Technology developments
 - Feasibility of collecting information
 - Constant quality improvements
 - Cooperation with the users and EU Member States (MS)
- Goal is to have harmonisation across EU MS.
- The number of mandatory variables is limited to a maximum of 73 variables according to the EBS regulation.
- Data are available at the end of the survey year.

EU ICT ENT survey - scope

- **Enterprise size:** Enterprises with 10 or more employees or self-employed persons.

Optional: enterprises with number of employees or self-employed persons between 0 and 9.

- **Economic activity:** Enterprises classified in the following categories of NACE Rev. 2:

Section C – Manufacturing

Section D – Electricity, gas, steam and air conditioning supply

Section E – Water supply, sewerage, waste management and remediation activities

Section F – Construction

Section G – Wholesale and retail trade; repair of motor vehicles and motorcycles

Section H – Transportation and storage

Section I – Accommodation and food service activities

Section J – Information and communication

Section L – Real estate activities

Section M – Professional, scientific and technical activities

Section N – Administrative and support service activities

Group 95.1 – Repair of computers and communication equipment

EU ICT ENT survey - modules

2024 EU ICT ENT survey

- Access and use of the internet
- e-Commerce sales
- ICT specialists and skills
- ICT security
- Artificial Intelligence
- Background characteristics

2025 EU ICT ENT survey

- Access and use of the internet
- e-Commerce sales
- Use of cloud computing services
- Artificial Intelligence
- Data utilisation, sharing, analytics and trading
- ICT and the environment
- Background characteristics

Digitally ordered trade

- To be able to estimate the value of cross-border sales, a new question on breaking down the web sales value by type of products sold will be introduced in 2025 EU ICT ENT survey.

B5.	What was the percentage breakdown of the value of web sales in 2024 by type of products: (Please refer to value of web sales you reported in B2) <i>–optional</i>	
	a) Physical goods	□ □ □ %
	b) Digital goods or services (digitally delivered) (e.g. e-book, software as downloads, films or music streaming service, cloud services, telecommunication services, a service of creation or maintenance of websites)	□ □ □ %
	c) Services not digitally delivered (e.g. accommodation, travel, maintenance or repair services)	□ □ □ %
	TOTAL	1 0 0 %

Preliminary version, to be finalised.

- The long-standing question on geographical location of customers of the total web sales will be used.

Digitally ordered trade

- Since some MS expressed interest to include questions on the international imports part of the digitally ordered trade (cross-border e-commerce purchases), Eurostat has prepared questions on e-purchases for countries that would like to collect the data.
- 4 questions
 - buying any goods or services via websites or apps
 - value of the purchases enterprises made via websites or app
 - the percentage breakdown of the value of purchases via websites or apps by type product purchased
 - percentage breakdown of the value of purchases made via websites or apps from suppliers located in the different geographic areas

Monetary value of e-commerce sales

- Variables linked to **monetary value of e-sales** are transmitted by EU MS to Eurostat according to the transmission format.
- Eurostat has used these data so far only to compute and disseminate the percentage values (% of the total turnover or % of the respective breakdowns of e-commerce sales value).
- Since these statistics are of high relevance, Eurostat will now publish figures on the monetary value of e-commerce sales in Eurostat's database.
 - In December 2023, reference years: from 2017 onwards
- Additional methodological clarification will be added in European metadata file.

Standing orders/recurrent payments

- New user needs for 2024 EU ICT ENT survey:
 - % of turnover generated by **subscriptions** provided to private customers
 - value of subscriptions provided to private customers
- Due to unresolved methodological issue and difficulties to collect data about standing orders or recurrent payments, 2 exploring exercises were conducted in some MS, namely related to:
 - standing orders/recurrent payments (2022)
 - subscriptions (2023)

Standing orders/recurrent payments

- Purpose of exploring exercises:
 - To get insights on how respondents understand and treat recurrent payments/standing orders/subscriptions
 - Formulate a recommendation concerning treatment of recurrent payments/standing orders/subscriptions in the context of e-commerce module
 - Evaluate the possibility of covering the new requests

Standing orders/recurrent payments

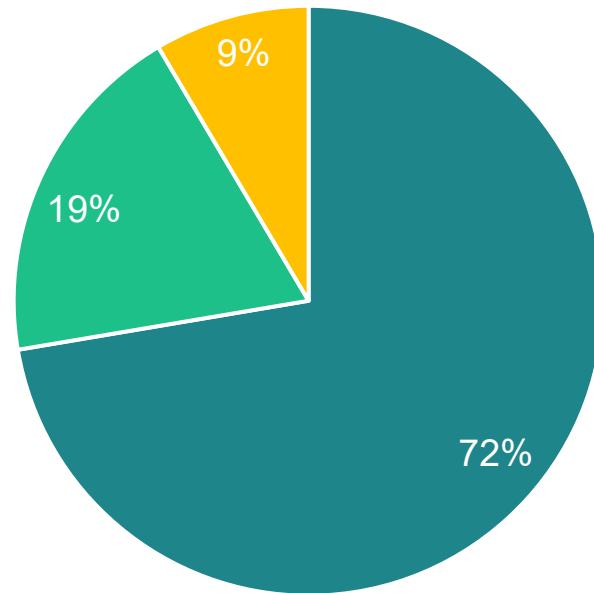
- Outcome of the first exploring exercise
 - Standing orders and their payments should be counted as e-commerce.
 - Additional clarification has been added in the methodological manual, advising respondents who ask whether they should include such orders/payments resulting from an initial order made before the reference period, to include standing orders/recurrent payments/subscriptions received in the reference period.
 - It was agreed to collect more information on the issue in an exploring exercise in 2023, aiming at evaluating the possibility of collecting information about the share of online turnover generated by subscriptions provided to private customers.

Standing orders/recurrent payments

- Outcome of the second exploring exercise related to subscriptions:
 - 6 MS, 47 enterprises
 - ICT ENT TF has recommended not to include the questions on subscriptions in the MQ.
 - Reasons:
 - Difficulty of identifying enterprises offering subscriptions.
 - Enterprises would not be able to provide detailed requested information.
 - It would significantly increase the burden.
 - Different current reporting practices.

Some insights from exploring exercise related to subscriptions

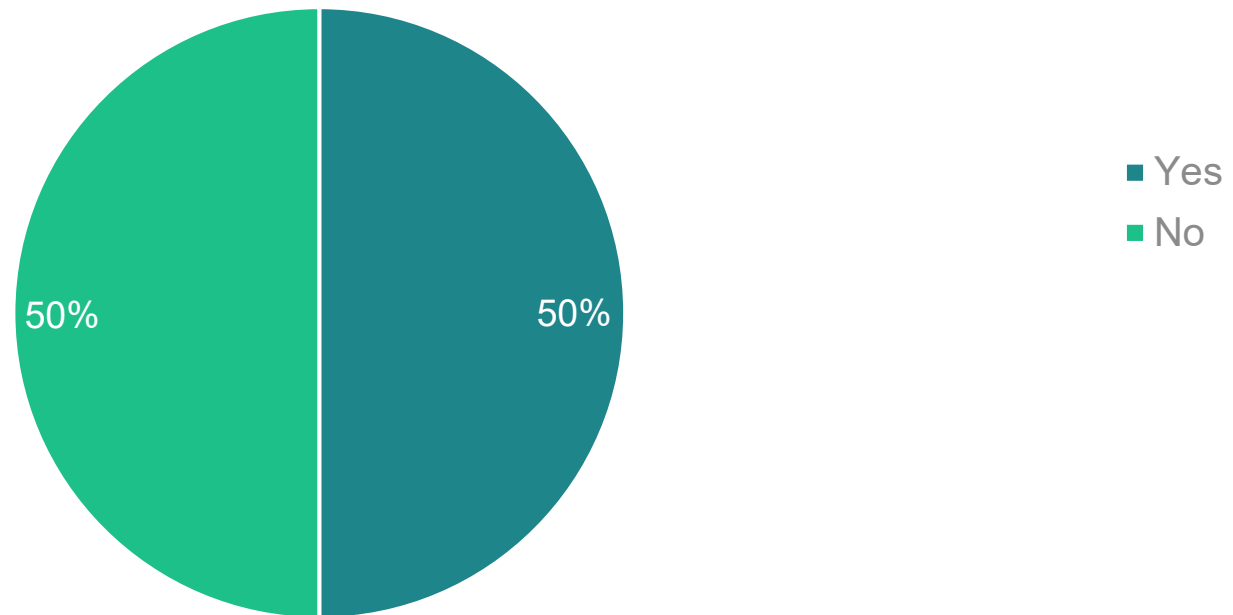
How can customers subscribe to goods/ services you provide?
N = 47



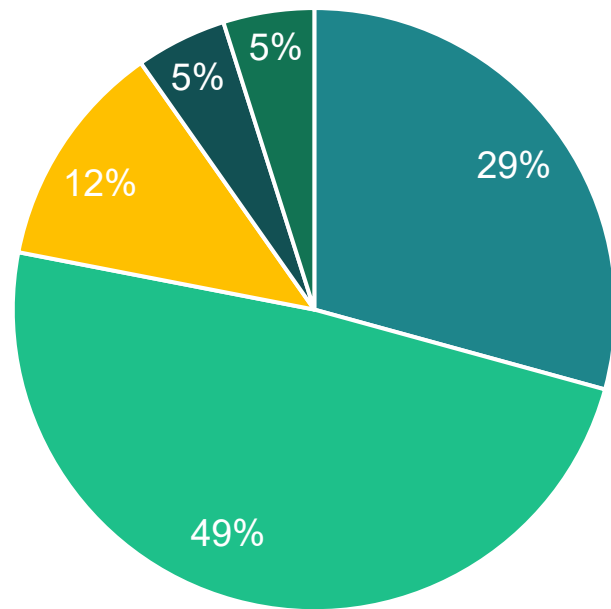
- Via a website/app and in person in the branch office
- Only via a website or app
- Only in person in the branch office

Are you able to distinguish between turnover generated by subscriptions made over the website or app and turnover generated by subscriptions made in person in the branch office in your records?

N = 34



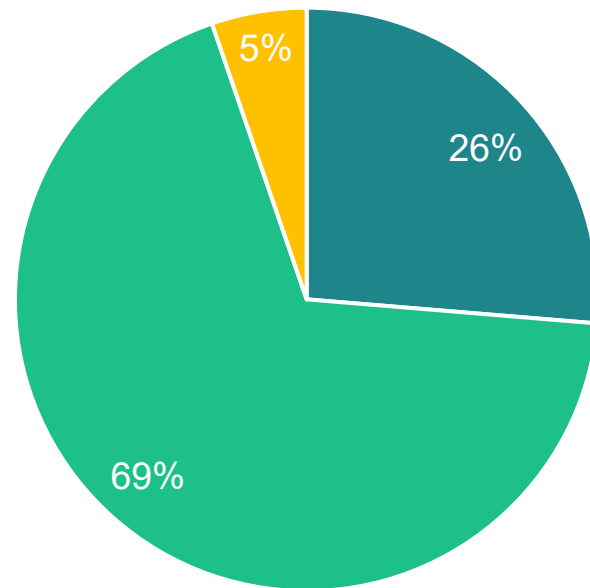
Did you include the turnover generated by subscriptions made over a website or app in the turnover generated by web sales of goods and service in the reference year (e.g. 2022) when reporting data on e-commerce in the survey on ICT usage and e-commerce in



- Yes, only for subscriptions that were placed in 2022
- Yes, for subscriptions that were placed in 2022 and before 2022
- No
- No, subscriptions were NOT considered as sales via websites or app
- Do not know

How did you report the turnover generated by pre-paid subscriptions in the turnover generated by web sales in the reference year (e.g. 2022) when reporting data on e-commerce in the survey on ICT usage and e-commerce in enterprises?

N = 18



- Total value in the year that payment was done (2021)
- Part of the value of the pre-paid subscription in the reference year (2022)
- We did not report turnover generated from pre-paid subscriptions

Thank you



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