

Digital Economy and Music Industry

UNDERSTANDING TRADE IN DIGITIZED IDEAS -- WHAT ARE THE STATISTICAL CHALLENGES?

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Computer



Computer software
Information serv.



Audiovisual and other cultural products



Cinematographic works
Sound recordings
Radio and TV programmes
Books and manuscripts

Intellectual Property Products (IPPs)



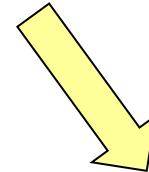
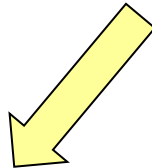
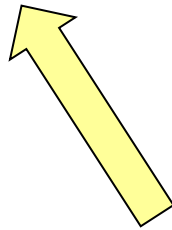
Research and Development

Patents
Industrial processes and designs
Trade secrets

Marketing




Trademarks
....Franchises
+ others....



Latest Statistical frameworks: Where are transactions in digitized ideas classified?

Balance of Payments Services classification (BPM6/MSITS 2010)

1. Manufacturing services on physical inputs owned by others
 2. Maintenance and repairs
 3. Transport
 4. Travel
 - 5.-11. Other commercial services
 12. Government goods and services
5. Construction
 6. Insurance and pension services
 7. Financial services
 8. Charges for the use of intellectual property n.i.e.
 9. Telecommunications, computer and information services
 10. Other business services
 11. Personal, cultural and recreational services
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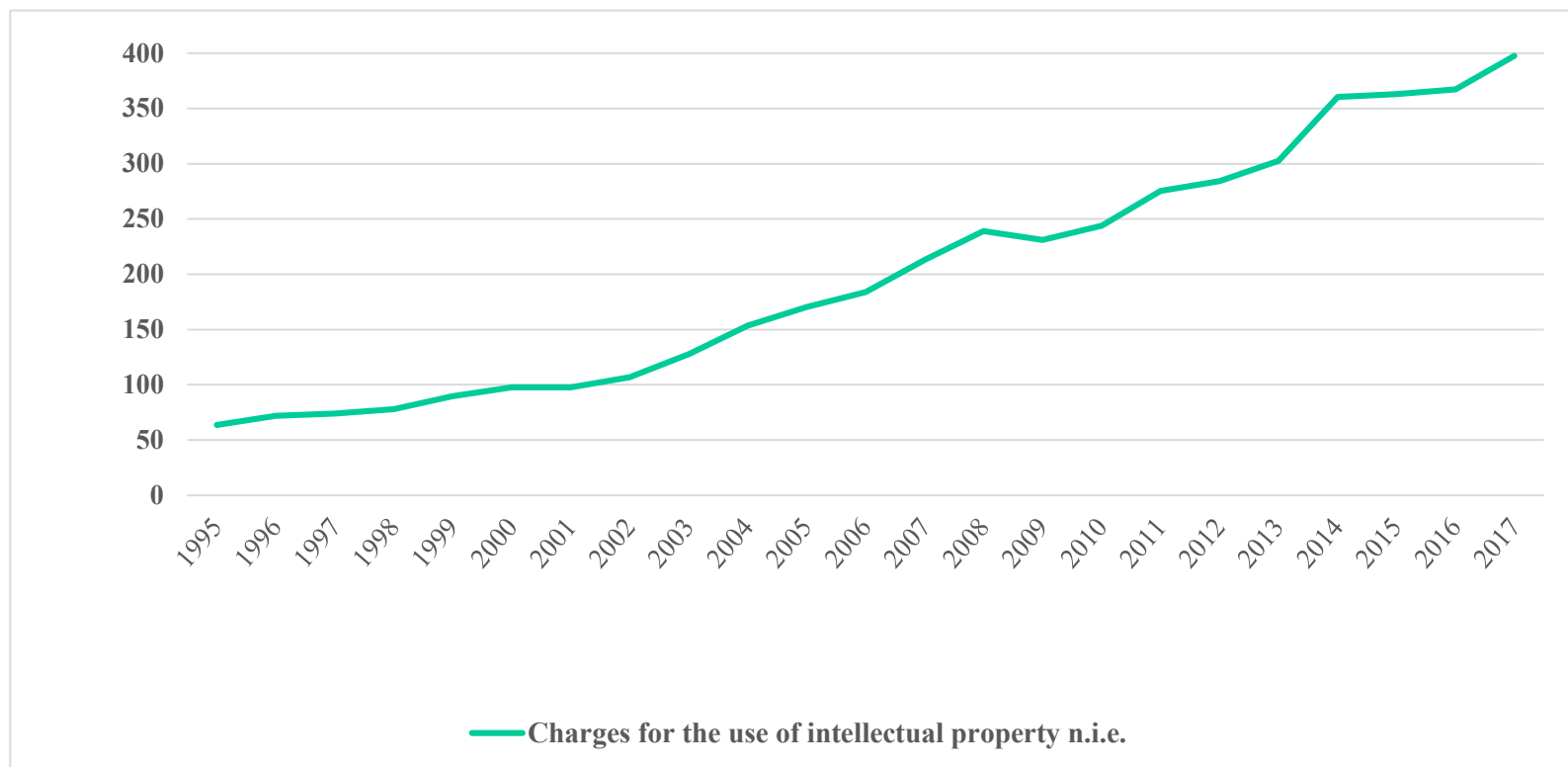
Goods/Merchandise trade statistics

Treatment of transactions in digitized products

	<p>Licence to (final) use of intellectual property i.e. excl. reproduction - distribution</p>	<p>Licence to reproduce and/or distribute intellectual property</p>	<p>Sale/purchase of ownership rights (original)</p>
<p>Computer software, audiovisual products and similar products</p>			
<p>(a) Customized all types</p> <p>(b) Mass-produced— downloaded or otherwise electronically delivered</p> <p>(c) Mass-produced— on physical media with periodic licence fee</p>	<p>relevant service item</p>	<p>charges for the use of intellectual property n.i.e.</p>	<p>relevant service item</p>
<p>(d) Mass-produced— on physical media with perpetual use</p>	<p>Goods</p>		

Relative Importance of IP in international trade

Table 2: World international transactions relating to charges for the use of intellectual property, n.i.e., 1995-2017



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Defining trade in digitized products

Need for common definition



Synergies with work on measurement of e-commerce + ICT-enabled services

E.g. UNCTAD technical note on International Trade in ICT services and ICT-enabled services

1.1 ICT services – Telecommunications	ICT services
1.2 ICT services – Computer software	
1.2.1 Computer software (including downloaded/on-line)	
1.2.1.1 Video games (downloaded or on-line)	Other potentially ICT-enabled services
1.3 Sales/marketing serv., excl. trade + leasing services	
1.3.1 Advertising services	
1.4 Information services	
1.4.1 Music (downloaded or on-line)	
1.4.2 Films and Video (downloaded/on-line + pay-per-view)	
1.4.3 Books	
1.4.4 Radio and television	
1.5 Insurance and financial services	
1.6 Management, administration, back-office services	
1.7 Licensing services	
1.8 Engineering, related tech. serv., R&D	
1.8.1 Architectural services	
1.9 Education and training services	

And/or New EBOPS2010 complementary grouping ??

THANK YOU!