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:

<table>
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<tr>
<th>OECD definition of e-commerce</th>
<th>Guidelines for interpretation</th>
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| An *e-commerce transaction* 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 *orders*. The goods or services are ordered by those methods, but the *payment* and the ultimate *delivery* of the goods or services *do not have to be* conducted *online*... | *Include*: orders made in web pages, extranet or EDI. The type is defined by the method of making the order.  

*Exclude*: orders made by telephone calls, facsimile, or manually typed e-mail. |
Enterprises engaged in sales via e-commerce, by size, 2010 and 2015

As a % of enterprises in each employment size class

Individuals who purchased online in the last 12 months, by age class, 2016

As a % of all individuals

...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
Develop synergies between ICT surveys and other sources:

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

What we can do about it?
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
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

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