



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

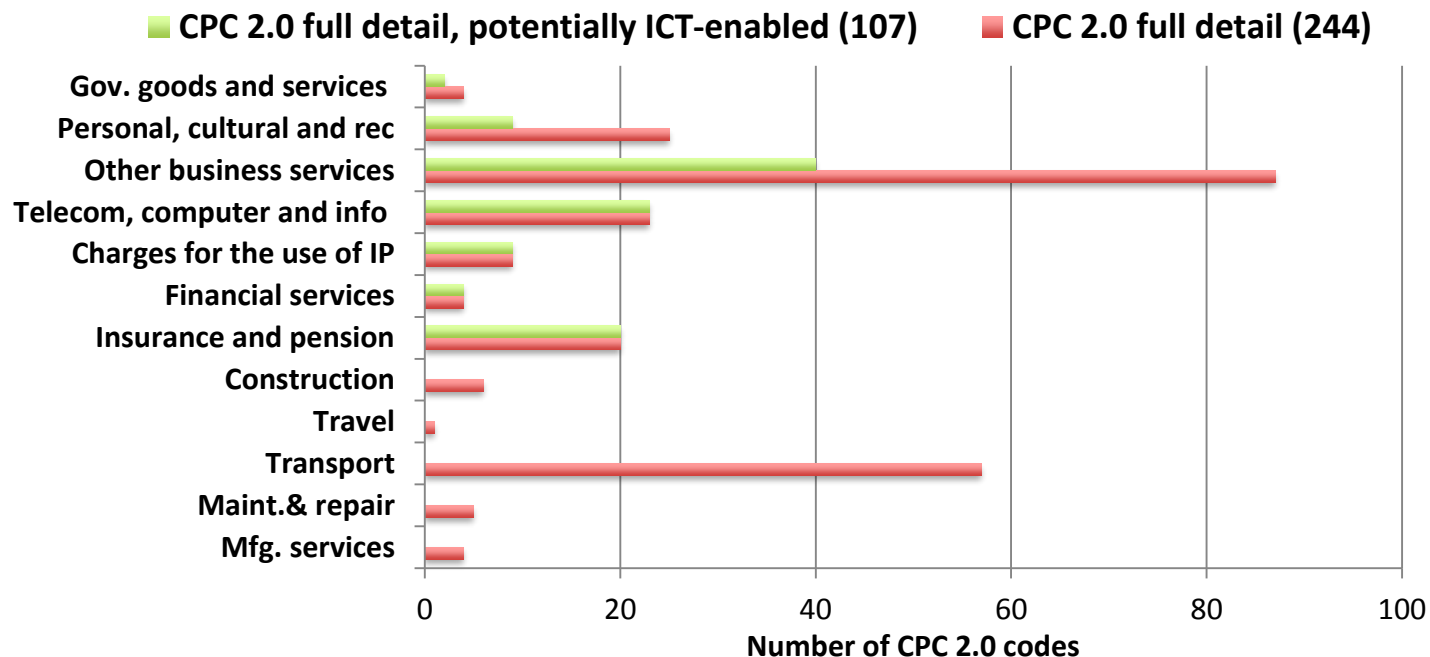
METHODOLOGY

- 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

CATEGORY SERVICE	VALUE OF EXPORTS	
	MODE 1 (DELIVERED DIGITALLY)	TOTAL EXPORTS
Telecommunications		
Computer services		
Sales and marketing services, not including trade and leasing services		
Information services		
Insurance and financial services		
Management, administration and back office services		
Licensing services		
Engineering, related technical services and R&D		
Education and training services		

- 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



THANK YOU AND FURTHER ONLINE RESOURCES

- *UNCTAD Information Economy Report 2017: Digitalization, Trade and Development*
- *UNCTAD Information Economy Report 2015: Unlocking the Potential of E-commerce for Developing Countries*
- UNCTAD B2C E-commerce Index 2017. *UNCTAD Technical Notes on ICT for Development N°9*. TN/UNCTAD/ICT4D/09
- 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
- http://unctad.org/en/Pages/DTL/STI_and_ICTs/ICT4D-Measurement.aspx