



Statistics Finland  **Measuring E-commerce.  
Eurostat, OECD and Finland**

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UNCTAD ETDA International workshop on measuring e-commerce

## ICT use surveys short history

- Project and compilation publications on information society in Finland mid 1990's
- ICT survey pilot 1999 Finland and Denmark (20+)
- 2000 survey in Nordic countries (10+)
- 2001 onwards annually Eurostat survey 10+ (Fi 5+)
- 2001 first OECD model questionnaire 10+
- 2001 first OECD definition of e-commerce
- 2005 second OECD model questionnaire
- 2005 onwards Eurostat survey under regulation (Law)
- 2010 update to OECD definition of e-commerce

## E-commerce data collected in sample survey

- Stratified random sample by size and industry
- Includes all enterprises in scope
- Eurostat approach for comparable figures:
  - 10+ size
  - NACE: **C** (Manufacturing); **D, E** (Electricity, gas, water, waste etc); **F** (construction); **G** (trade); **H** (Transportation and storage); **I** (Accommodation and food service); **J** (information and communication); **L** Real estate activities; From **M 69-74** (Professional, scientific and technical activities); **N** (Administrative and support service); Group **95.1** (Repair of computers and communication equipment)
- Results raised up for total figures to represent all enterprises and all e-commerce.

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## Finnish example on frame and sample size

	NACE 2 (ISIC)	Frame	Sample	Responses	Response rate
Economic activity					
Manufacturing	10–39	3787	1 354	1 047	79
Construction	41–43	2 431	328	217	68
Wholesale trade	45–46	1 696	494	379	78
Retail trade	47	1 603	351	269	78
Transportation and storage	49–53	1 317	298	186	63
Accommodation and food service	55-56	808	206	136	68
Information and communication	58–63	890	364	272	77
Professional, scientific and technical activities	69-74	1 302	282	232	84
Administrative and support service, real estate	68, 77–82, 951	1 509	457	297	66
Size					
10–19		7 969	1 077	713	68
20–49		4 653	979	697	73
50–99		1 421	753	570	77
100+		1 300	1 325	1 055	81
Total		15 343	4 134	3 035	75

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## OECD E-commerce definition

- 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. An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organisations.
- GUIDELINE FOR INTERPRETATION
  - **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.

## OECD Framework for measurement

- WEB e-commerce
  - Orders made at an online store (webshop) or via web forms on the Internet or extranet regardless of how the web is accessed (computer, laptop, mobile phone etc.)
- EDI e-commerce
  - Orders initiated with EDI.
  - EDI (electronic data interchange) is here used as a generic term for sending or receiving business information in an agreed format which allows its automatic processing (e.g. EDIFACT, XML, etc.) and without the individual message being manually typed. EDI is an e-business tool for exchanging different kinds of business messages.
  - EDI e-commerce is limiting the scope to order messages only and not to exchange of just any business information.

## Eurostat questionnaire

- Important to have definitions and explanations in the questionnaire and as close to questions as possible
- Important to split WEB and EDI for two reasons:
  - 1) what is your interest
  - 2) methodologically good. Clarity for respondents.

## Eurostat questionnaire 1.

<b>Module I: e-Commerce</b> (Scope: enterprises with computers)	
<p><b>e-Commerce</b> 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.</p> <p>The payment and the delivery of the goods or services do not have to be conducted online.</p> <p>e-Commerce transactions <b>exclude</b> orders made by manually typed e-mail messages.</p>	
<b>e-Commerce Sales</b> <i>In the following questions please report separately for web sales and EDI-type sales.</i>	
<b>Web sales</b> Web sales are sales made via an online store (web shop), via web forms on a website or extranet, or via "apps".	
I1. *1	<p><b>During 2014, did your enterprise receive orders for goods or services placed via a website or "apps"?</b> (excluding manually typed e-mails) (Filter question)</p>
	<p>Yes <input type="checkbox"/>      No <input type="checkbox"/></p> <p style="text-align: right;">-&gt; go to I6<sup>2</sup></p>
I2. *3	<p><b>Please state the value of the turnover resulting from orders received that were placed via a website or "apps" (in monetary terms, excluding VAT), in 2014.</b> (National currency)</p> <p>_____</p> <p>If you can't provide this value,</p> <p><b>Please indicate an estimate of the percentage of the total turnover resulting from orders received that were placed via a website, in 2014.</b></p> <p>___ ___ ___ %</p>

## Eurostat questionnaire 2.

<b>EDI-type sales</b> EDI-type sales are sales made via EDI-type messages (EDI: Electronic Data interchange) meaning: <ul style="list-style-type: none"> <li>- in an agreed or standard format suitable for automated processing (e.g. (EDI (e.g. EDIFACT), XML (e.g. UBL), <i>[please add national examples]</i>)</li> <li>- without the individual messages being typed manually</li> </ul>		
<b>17.</b> <sup>*1</sup>	<b>During 2014, did your enterprise receive orders for goods or services placed via EDI-type messages?</b> (Filter question)	Yes <input type="checkbox"/> No <input type="checkbox"/> -> go to I10
<b>18.</b> <sup>*2</sup>	<b>Please state the value of the turnover resulting from orders received that were placed via EDI-type messages (in monetary terms, excluding VAT), in 2014.</b>  If you can't provide this value,  <b>Please indicate an estimate of the percentage of the total turnover resulting from orders received that were placed via EDI-type messages, in 2014.</b>	(National currency) _____  _____ %

## Ongoing discussions and challenges for future

- Continuous orders
- E-mediaries
- Sharing economy
- Different ways to buy electronically?
- Globalization, e.g. multinationals
- HH: e-com comes too ordinary thing
  
- When facing challenges, important thing is to be clear on what is measured.
- Related always also to what is measurable, how and with what cost

## Conclusions on current approach to e-com measurement

- Not rocket science
- Figures are estimates, roughly giving size of e-com
- Best figures that are available, and internationally comparable
- Situations vary in countries, each country must think what is important to know on own country, for base of work
- NSI approach in OECD and Eurostat is sample survey.
- There can be and are other methods and other actors working on e-com measurement, and they can have value too and be successful.