

CONFERENCE OF EUROPEAN STATISTICIANS

**ECE Work Session on Statistical Output
for Dissemination to Information Media
(Geneva, Switzerland, 28-30 October 2002)**

Topic (c): Use of new audio-visual, electronic and print technologies in disseminating data to the media

**STATE COMMITTEE OF THE RUSSIAN FEDERATION ON STATISTICS
Use of New Technologies to Disseminate Statistical Information to Media**

Submitted by Information & Publishing Center «Statistics of Russia»

Introduction

The UN Statistical Commission, Economic Commission for Europe, EUROSTAT and TACIS summarize the experience of using the Internet to disseminate statistical information and for that purpose conduct working groups and conferences where the participants discuss their experience and problems; prepare the recommendations related to the policy and principles of dissemination of statistical information via the Internet. The documents of such meetings reflect general policy and could be used while disseminating statistical information through the Internet network. In the framework of TACIS seminars devoted to dissemination of statistics and dialogue with users held in Bishkek, Kiev and Saint-Petersburg, representatives of Goskomstat of Russia presented a number of reports on problems of dissemination, organization of Press-service, dialogue with media, use of modern technology, etc. Many of these reports with the financial support of TACIS were translated into English and a special Handbook was issued in 2001 – «Main Directions of Dissemination of Statistical Information». Moscow. MIPK, TACIS, 2001. Looking through the reports which were prepared since the middle of the 90s by national statistical offices in the framework of the Working Sessions on Dissemination and were used to compile the Handbook under consideration, we found that the last report from Goskomstat of Russia was presented to the audience in 1998 in Italy when we even had no website in the system of national statistics. So it was decided to send the up-dated brief report on the current situation with the use of new technologies, including the Internet, to disseminate statistical information.

Press-service and mass media

One of the essential elements of state management is the relationship of governmental bodies with the public. In such a context, this type of information interaction is a function that enables mutual understanding and cooperation between the state and society. State statistical bodies, due to their targeting, are important participants in this process. During the last three years, Goskomstat of Russia has taken a number of measures toward setting up and improving a new Press-service, which is to ensure due information and communicative interaction with mass media. The role of the Press-service is described in more details in the Handbook issued by MIPK, mentioned above, and in the report of Goskomstat of Russia presented to this Work Session: «All-Russia Population Census-2002: Statistics, Information, Communication, Public Relations»»

Implementation of new technologies for dissemination

The Goskomstat of Russia and its territorial offices passed through all stages of dissemination of statistical outputs, i.e. from publications (hard copies) to diskettes, CD-ROM, electronic mail on the basis of Internet and at last - own websites.

Main strategy of dissemination of statistical information by national statistical services is the dissemination of information using various types and tools while developing and widening the use of electronic means of information distribution. Of electronic types of data dissemination, the Internet and use of Websites fill a special place nowadays.

The first version of Goskomstat website was launched at the end of 1998. By the mid of 1999 Information and Publishing Center «Statistics of Russia» already had their own websites.

Extraordinary popularity of the Internet, a rapid increase of the users with a simultaneous growth of statistical Websites, entail the formulation of a number of demands concerning both quantity and quality composition of the statistical information.

Interactive dissemination of data among the general public demands thorough comments and description of data to evade entanglement and wrong interpretation of statistical data and to adapt data to the demands of professional usage.

Although demands for metadata, describing statistical information on the Internet, are similar to other types of dissemination, they have specific characteristics that need to be taken into account. Namely the variety of users, large volume of information, access to statistical data from other sources, timeliness, and so on.

Thus, metadata for the Internet should identify in details the data, methodology, search and ways to acquire information and the calendar of data issue. The increase of metadata volume is realized on the Internet by means of cross-references to relevant information, including the hyper links to the web-knot; the necessary level of meta data is defined by the user. Statistical information is loaded on the Goskomstat of Russia server in accordance with the IMF Special Standard of Data Dissemination.

Being a means of statistical data dissemination the Internet illuminates at the same time the national statistical service and its activity. The presence of the national statistical service on the Internet should reflect the main features of its activity, such as:

- independence, objectivity, impartiality;
- methodological competence, high quality of standards and time series;
- information credibility;
- confidentiality, trustworthiness;
- user-friendliness, high quality service, partnership;
- transparency of statistical data;
- comparability, efficiency;
- high level of qualification and flexibility;

One of the main principles of statistical information dissemination via the Internet is free access to important statistical information. This should enable transparency of the statistics and ensure equal access of all users.

Guided by this principle, Goskomstat of Russia's website (www.gks.ru) provides free access to a number of official publications containing main indicators of socio-economic development of Russia and its regions.

More detailed information about the socio-economic situation of Russia and its regions and topical publications are represented in the regulated information funds, which the Administration of the President, high level authorities, bodies of state power and management, ministries and agencies and territorial offices of State statistics have access to.

The core of the Goskomstat of Russia website is the distributed Bank of Ready Documents (BRD) which is formed on the basis of federal and regional blocks placed on Web-server. The technology of BRD envisages independent operation and placement of a regional block on the web-server of the Goskomstat of Russia, by the experts of the territorial offices; here, the functions of the Chief Administrator are performed by the Goskomstat of Russia.

Market oriented dissemination

Development of market economy in Russia gave rise to new requirements to statistical systems of Russia. Many private companies, industrial and other enterprises, businessmen, consultancies, banks, R&D institutes need current and historical statistical data to carry out their business successfully in the new environment. Although statistics became more open, transparent and available, the Goskomstat of Russia had no legal right, neither capacity nor resources to meet all this flow of inquiries, the number of which has been growing since 90s.

That is why the Information & Publishing Center « Statistics of Russia» was established and the Goskomstat of Russia is the only shareholder of this Information & Publishing Center. « Statistics of Russia» is an autonomous, independent, self-financing entity and its main tasks are as follows:

- publishing of all official statistical issues of Goskomstat of Russia, including make up and design;
- preparation and issue of electronic version of main statistical publications and their dissemination in information networks;
- provision of Goskomstat of Russia and its territorial offices by required number of copies of printed publications and their e-versions;
- translation of selected statistical publications into foreign languages according to the Federal program of statistical works;
- publication and dissemination of scientific and information magazine « Statistical Studies»;
- dissemination of statistical publications and official statistical information of Goskomstat and its territorial offices on the territory of Russia and abroad on commercial and contract basis;
- maintenance, administration and information support of Goskomstat website perepis.ru on the All-Russia Population Census;
- maintenance of the Goskomstat scientific library fund.

Publications

Statistical publications are still in demand and continued to form the major part of sales during last years. These traditional products of « Statistics of Russia» have recently undergone radical changes and we systematically improve design and print presentation of the issues. A new image has been elaborated for all branch handbooks covers, work is being done over the design of new publications, and a unified style was designed for periodicals and bulletins. A regular search of alternative printing facilities is performed to reduce the cost of products and elevate their quality which is a necessary precondition for disseminating printed products on a commercial basis. The catalogues of official publications in Russian and English are issued annually and mailed to clients free of charge, to create a favourable image of Goskomstat and to increase knowledge about «Statistics of Russia». Posters, wall calendars, other souvenirs with logotype « Statistics of Russia» are issued for dissemination among users to make them know it as our trade mark.

Naturally a predominant channel of information support are contacts with mass and information media enabling the public to know more about the activity of the Goskomstat of Russia and the Information &

Publishing Center, « Statistics of Russia». That is why it is not by chance that the Press service of Goskomstat of Russia and « Statistics of Russia» are situated in the same premises and work in very close cooperation. At present some 60 editorial boards, newspapers and information agencies are accredited with Press-services, including «Interfax», «ITAR-TASS», «RIA Novosty», «Commerzant-Daily», «NTV», «Economics and Life», «Reuter», «Financial Times», «Bloomberg», «Moscow News» and many other. These circumstances ensure a continuous flow of information about new publication and services of both the Goskomstat of Russia and « Statistics of Russia».

With the aim to expand dissemination of statistical information and availability of data to users, specific measures were undertaken to create dealer network on the basis of regional statistical offices in Russia. Territorial committees of state statistics have presently an exclusive discount of 50 percent for all publications issued by Information & Publishing Center « Statistics of Russia». Mutually beneficial agreements were signed with almost 70 statistical committees resulting in the publications becoming twice as cheaper through exchange for both parts. Besides due this cooperation « Statistics of Russia» expanded possibilities to meet a growing demand for regional and more detailed statistical data.

Electronic products

Since the mid-90s the share of electronic versions of information products has grown and now we have an electronic analogue for all official publications of the Goskomstat of Russia. Practically all statistical offices did the same, some of them sooner, some later. At first there were diskettes, then CD-ROM and at last facilities of electronic mail, Internet and website.

There is no need to comment on how electronic mail accelerated communication with domestic and especially foreign customers, as well as between «Statistics of Russia» and regional statistical offices.

Now «Statistics of Russia» may propose to customers several options of statistical data presentation according to their preferences. But no diskette or CD-ROM can be given or sold to any client before a printed publication is issued and sent to the state authorities.

To ensure copyright of the Goskomstat of Russia, all electronic versions of publications have a copyright symbol; clients are offered to sign a license agreement in which the reference is given to non-commercial use of the product acquired.

As for preferences of users, according to our estimates starting from 1999, the demand for e-versions has been increasing twofold each year. As a result, the share of electronic versions, including web access, amounted to 25 percent of total volume of inquiries.

Website www.infostat.ru

As mentioned above, website of «Statistics of Russia» was created and implemented in mid-1999. Since then it passed several steps of development and is still being improved.

The main page of the site (see Annex 1) contains the following heading icons: «News», «About us», «Catalogue», «Web access», «Contacts», «win/koi/mac», «Engl.». The left side of the main page gives information on new statistical publications issued. The right side presents important recent events (press conferences, international meetings, articles, book fair, exhibitions, etc.) and actual current statistical information (mainly a kind of former press releases the most of which are not printed any more), including Information on «Social and economic situation of Russia» (concise monthly report), «Consumer price index estimate», «Financial results of enterprises and organizations», «Industrial production output» and other important releases and indicators. These issues containing basic information are available for all users free of charge (as well as on website of the Goskomstat of Russia). Other publications loaded onto the «Statistics of Russia» site are chargeable and can be found after entering the «Catalogue» icon and be accessed by a given password and a username. The Catalogue includes

annotations for each publication of the Federal program of statistical works. Price-list is also available on the main page. For the list of main publications loaded on website see Annex 2.

From mid-1999 the number of visits to the website has been increasing rather slowly. To advertise and promote our site, an agreement was signed with the leading Russian consultancy «RosBusinessConsulting» to put on its page a banner with basic statistical information and the reference to www.gks.ru and www.infostat.ru which helped a lot during these years. Now, the site of Goskomstat of Russia is widely used and the number of hits varies from 11 500 to 15 000 per month or 380-500 hits daily. For nine months in 2002 the number of visits to our site was almost three times more than in corresponding period of 2000 and reached almost 5000 hits and over 20 000 visits monthly in March - May period with an obvious drop for the summer time.

Today the number of publications issued by Goskomstat of Russia in English is unfortunately rather limited (some 5-6 issues) and information under «Engl.» icon is quite modest and includes contacts, brief description of «Statistics of Russia» and price-list in English. Now, one of our important tasks is to improve this part of website, include at least contents of the main publications in English and in the near future, expand the number of publications in English. Moreover, the number of foreign users visits to our website during 2000 –2002 have accounted for one third of the total number of visits (users from Russia constitute about 69% respectively). Among visits from abroad 10.5% are from the USA, from Germany – 2.6%, United Kingdom - 1.9%, Italy –1.3%, Ukraine - 1.2% and Finland -1.2% of total average number of visits per day (see Annex 3).

The price to access a publication on website is the same as for a hard copy and a password is given to a user for one year period.

Pricing

As far as prices are concerned and a discount that was mentioned above, it is necessary to note that a flexible pricing system had been introduced for a number of particular groups. Thus discount of 30 percent is given to public and scientific libraries, libraries of R&D institutes, students, teachers, postgraduates and pensioners for any publication, including electronic forms. Besides 25 percent discount is given for those users who purchase in a time hard copy and electronic version of the same publication.

At the same time there is another option to a huge volume of statistics practically free of charge. Many professionals and especially students may visit the Scientific Library of the Goskomstat of Russia and for a symbolic price work in the reading room with all official statistical publications and other social and economic literature including Statistical Yearbooks and abstracts from many foreign countries.



[[О нас](#)] [[Каталог](#)] [[Web-доступ](#)] [[Контакты](#)] [[win|kol|mac|Engl](#)]

Новые поступления		Новости															
16.10.02	Статистическое обозрение №3, 2002 (на русском языке)	17.10	О просроченной задолженности по заработной плате на 1 октября 2002 года														
03.10.02	Цены в России, 2002	16.10	Об оценке индекса потребительских цен с 8 по 14 октября 2002 года														
26.09.02	Россия в цифрах 2002 (на английском языке)		О видах расчетов за отгруженную продукцию (работы, услуги) крупнейших российских налогоплательщиков и организаций-монополистов в промышленности в августе 2002 года														
18.09.02	Национальные счета России в 1994-2001 гг.		О ходе уборки урожая														
04.09.02	CD-ROM "Россия в цифрах 2002" (на русском и английском языках)	15.10	Об объеме производства, обороте, запасах нефтепродуктов и потребительских ценах на них с 30 сентября по 6 октября 2002 года														
	Экономическая активность населения России, 2002		О производстве промышленной продукции в январе-сентябре 2002 года														
27.08.02	Основные показатели сельского хозяйства в России в январе-июне 2002 года	09.10	Началась Всероссийская перепись населения 2002 г.														
14.08.02	Об итогах обследования потребительских ожиданий населения в 1998-2001 гг.	25.09	О динамике цен на бензин автомобильный и ресурсах нефтепродуктов в августе 2002 года														
	(new)	19.09	О финансовых результатах деятельности организаций в январе-июле 2002 года														
30.07.02	Статистический бюллетень №5, 2002	Прайс-лист															
29.07.02	Численность населения Российской Федерации по городам, поселкам городского типа и районам на 1 января 2002 года	<table border="1"> <tr> <td colspan="2">РБК - ИНФОРМЕРЫ</td> </tr> <tr> <td colspan="2">www.rbc.ru</td> </tr> <tr> <td>Курсы ЦБ РФ на</td> <td>22/10</td> </tr> <tr> <td>USD</td> <td>31.6973 +0.0246</td> </tr> <tr> <td>EUR</td> <td>30.8510 +0.1063</td> </tr> <tr> <td>GBP</td> <td>49.0959 +0.1014</td> </tr> <tr> <td colspan="2">РосБизнесКонсалтинг</td> </tr> </table>		РБК - ИНФОРМЕРЫ		www.rbc.ru		Курсы ЦБ РФ на	22/10	USD	31.6973 +0.0246	EUR	30.8510 +0.1063	GBP	49.0959 +0.1014	РосБизнесКонсалтинг	
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22.07.02	Таблицы «Затраты-Выпуск» России за 1998-1999 гг.	Публикации 1998-2000 гг. (24,7 Kb) Публикации 2001 г. (37,9 Kb) Публикации 2002 г. (26,2 Kb)															

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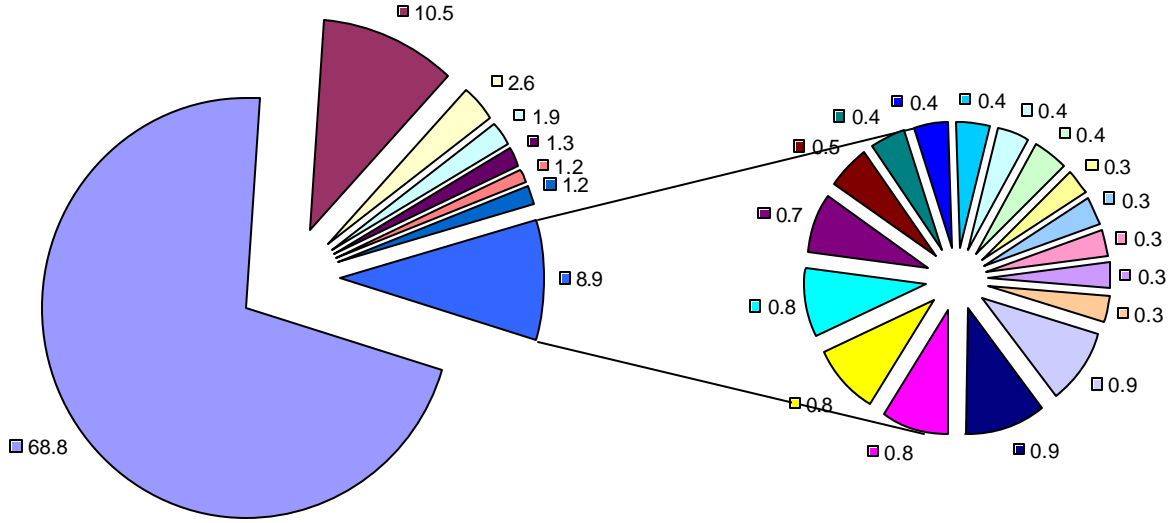


State Committee of the Russian Federation on Statistics

**INFORMATION & PUBLISHING CENTRE
"STATISTICS OF RUSSIA"**
List of Publications - 2001-2002

Official Statistical Publications		
Code	Name of publication	Periodicity
Periodical publications		
10012	Socio-economic situation in Russia	monthly
10022	Information on Socio-economic situation of Russia (concise report)	monthly
10032	Current Statistical Survey (in Russian)	quarterly
10042	Current Statistical Survey (in English)	quarterly
10052	Socio-economic situation of the Federal Districts (okrug), quarterly issues on each of seven Federal Districts	quarterly
10622	Short-term indicators of the Russia's economy (web only)	monthly
10072	Statistical Studies (monthly scientific & information magazine)	monthly
Statistical Yearbooks, Abstracts and Handbooks		
Code	Name of publication	Periodicity
10062	The Statistical Yearbook of Russia, 2002 *	annually
10742	Regions of Russia, 2002 (former volume 1)	annually
10752	Social and Economic Situation of Regions, 2002 (former volume 2)	annually
10212	Russia (in Russian), pocketbook, 2002 *	annually
10222	Russia (in English), pocketbook, 2002 *	annually
10082	Russia in Figures (in Russian), 2002*	annually
10092	Russia in Figures (in English), 2002 *	annually
10662	Input - Output Tables, 1998-1999 NEW	annually
10712	Economic Activities of Population in Russia in 2000 NEW	for the first time
10102	National Accounts of Russia for 1994 - 2001 NEW	annually
10202	Belarus and Russia, 2002 *	annually
10332	Prices in Russia, 2002	once per 2 years
10152	Construction in Russia, 2002	once per 2 years
10722	Transport in Russia, 2002 (in Russian and English) NEW	for the first time
10172	The Demographic Yearbook (in Russian and English) *	annually
10182	Social Status & Living Standard in Russia, 2002 *	annually
10292	Industry of Russia, 2002	once per 2 years
10142	Small business in Russia, 2002*	annually
10322	Agriculture in Russia, 2002	once per 2 years
10282	Russia and Countries of the World, 2002 (in Russian and English)	once per 2 years
10192	Women and Men, 2002	once per 2 years
10312	Finances of Russia, 2002	once per 2 years
10762	Housing in Russia, 2002 NEW	once per 3-4 years
10232	Methodological Guidelines on Statistics (part 4) NEW	for the first time
18012	Encyclopedia of Statistical Publications NEW	for the first time
10211	Trade in Russia, 2001	once per 2 years
10151	Transport & Communication, 2001	once per 2 years
10161	labour and Employment, 2001	once per 2 years
10301	Environment Protection in Russia, 2001	once per 2 years
10681	Investments in Russia, 2001 NEW	once per 2 years
10691	Public Health in Russia, 2001 NEW	once per 3-4 years
10701	Science in Russia, 2001 NEW	once per 3-4 years
CD-ROM (previous issues are available)		
30062	The Statistical Yearbook of Russia	December
30072	Regions of Russia (two volumes-10742 and 10752)	Jan 2003
30082	Russia in Figures (in Russian and English), 2001	September
Statistical bulletins		
		number of issues per year
10522	Quarterly Employment Survey (available on WEB)	quarterly
10482	Statistical bulletins on the most actual economic topics	monthly

Number of visitings to site "Statistics of Russia"
 since June, 1999 till September, 2002 in % (daily average)



■ Russia	■ USA	■ Germany	■ The Great Britain	■ Italy	■ Ukraine
■ Finland	■ France	■ Canada	■ Austria	■ Netherlands	■ Sweden
■ Japan	■ Poland	■ Denmark	■ Europe	■ Yugoslavia	■ Norway
■ Turkey	■ Belarus	■ Belgium	■ Australia	■ Switzerland	■ Latvia