MEASURING THE DIGITAL TRANSFORMATION

OECD’s contribution to measuring the digital economy

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Meeting of the Conference of European Statisticians
June 2020
“Going Digital” @ the OECD

• **Going Digital** is an OECD wide project with an aim to bring about **stronger and more inclusive growth** from the digital revolution

• 2019 **Digital measurement roadmap** with four overarching actions:
  1. Make the digital transformation visible in economic statistics
  2. Understand the economic impacts of digital transformation
  3. Measure well-being in the digital age
  4. Design new approaches to data collection
Digital trade, platforms and well-being

- OECD Framework for Measuring Well-Being and Progress used to evaluate how the digitalisation affects these well-being outcomes: *How's Life in the Digital Age? (2019)*
- **Handbook on Measuring Platform Work** (OECD-ILO-EU Expert Group)
• Fits within current statistical framework and measurement processes
• Balance between practically possible and statistically informative
• Agreed definitions
• New areas eg free products
• Does not produce ‘Digital GDP’
• Range of indicators e.g.,
  – output of digitally enabling industries or intermediary platforms
  – value of e-commerce (i.e. digitally ordered goods and services)
  – ....
G20-related work

• OECD contribution to **G20 Workshop on the Measurement of the Digital Economy** and the **G20 Roadmap toward a Common Framework for Measuring the Digital Economy**

• Some **important outcomes of workshop**:
  
  – **Preference for a tiered/flexible definition of the digital economy** to overcome concerns regarding any single definition being too broad or too narrow
  
  – Support for G20 countries to **produce an agreed set of available indicators** immediately while concurrently laying the foundations for more in-depth and disaggregated indicators on digital activity
  
  – **The need to invest in digital infrastructure for statistics** (e.g. data storage and processing infrastructure, web scraping tools etc.) as well as the relevant knowledge and capabilities in order to better position statistical offices for future measurement challenges
ISWGNA sub-group on digitalisation

- **ISWGNA sub-group on digitalisation**, created in order to progress the **SNA research agenda** (membership of sub-group includes colleagues from OECD, IMF and Eurostat)

- Sub-group is covering the following topics:
  - Framework for a satellite account on the digital economy
  - Valuation of free assets and free services
  - Recording of data in the national accounts
  - Crypto assets
  - Price and volume measurement of goods and services affected by digitalisation

- Sub-group will produce **guidance notes** to provide a review of the options to deal with the different issues and **indicate their potential impact on any update to the SNA**
Thank you!