

**Efforts made by INEGI to measure the
Digital Economy:
A first approach for calculating the Gross
Value Added of E-commerce in Mexico**

2013 – 2017, Base 2013

Introduction¹

The age of digitalization and the Internet have changed the way households, businesses, and governments interact through local and cross-border transactions.

New stage of globalization

Modify nature, patterns and participants in an international context of trade in goods and services.

1: According to the OECD, WPTGS (2017): STD/CSSP/WPTGS(2017)3

Introduction

Devices and objects connected to the Internet promote a large-scale convergence between ICT and the economy.

ICT Information and Communication Technologies



Internet of things (IoT).- Objects that connect through the internet with other objects



Statistical Challenge of the **digital economy**

Measure the contribution in the GDP by the use of ICT, through their evolution or with the emergence of digital businesses, the expansion of **e-commerce** and financial services.

Objective

Make available to users information that allows them to know the evolution of the gross value added of [e-commerce](#) from the year 2013.

Series from the year 2013,
base 2013

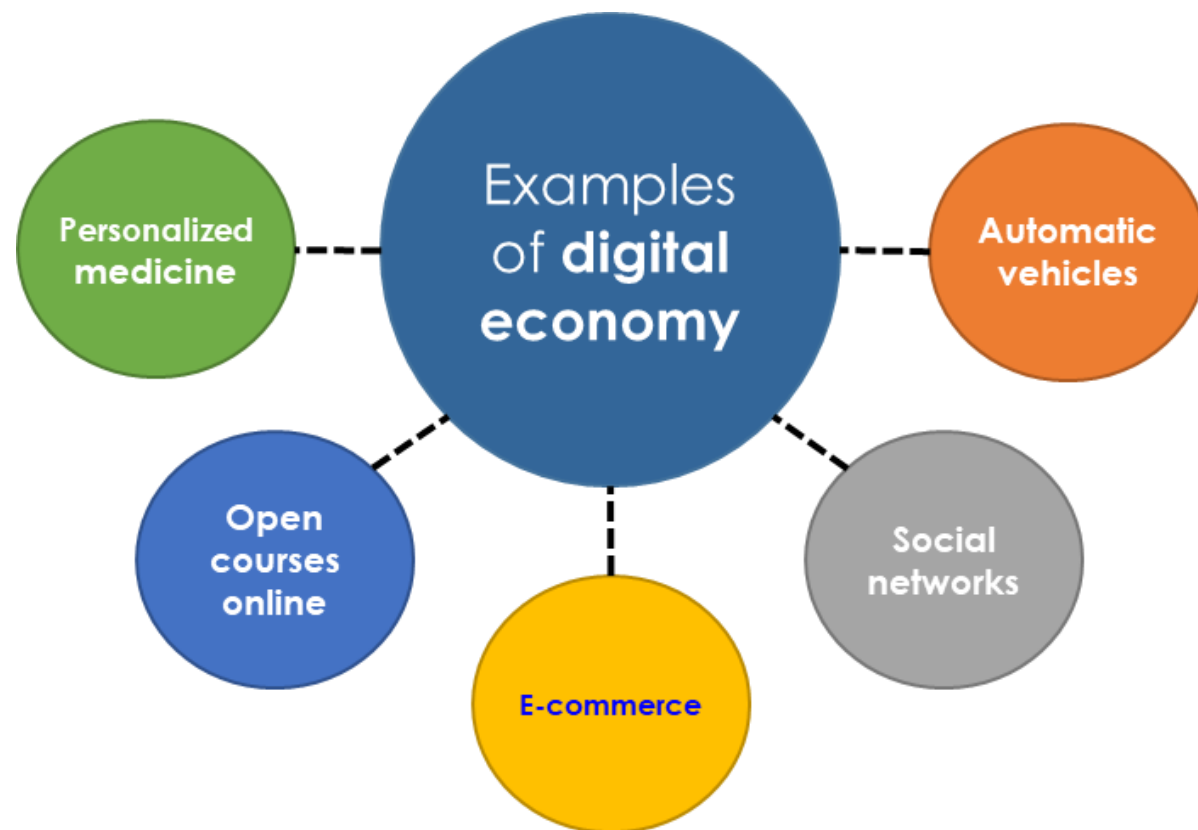
Millions of pesos at current
prices and prices of 2013

Wholesale trade, retail trade
and other services

Gross Value Added of E-commerce

The SNA of Mexico reflects changes in the global context of economic measurements.

As a first approach to the measurement of the **digital economy**, an estimate was made to quantify the gross value added of **e-commerce**.



Gross Value Added of E-commerce

E-commerce

Process of purchase, sale or exchange of goods, services and information conducted over computer networks.

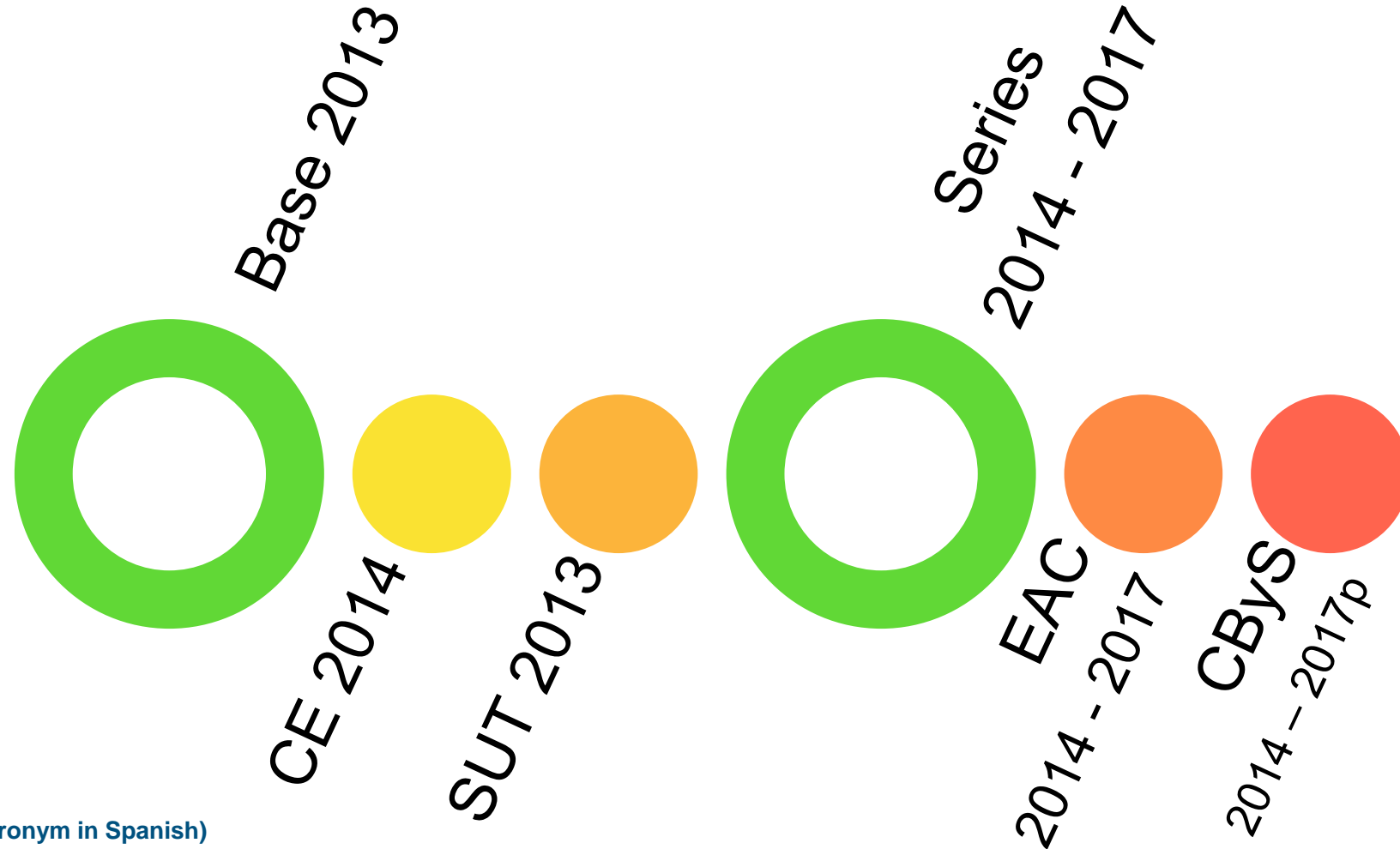
For the sales of goods and services, the buyer places an order, and both the price and the terms of the transaction are negotiated through the Internet, email or web page.

Payment may or may not be done online.



Gross Value Added of E-commerce

Sources



SUT Supply and Use Tables

CE Economic Censuses (By its acronym in Spanish)

CBYS Goods and Services Account (By its acronym in Spanish)

EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)

Gross Value Added of E-commerce

The measurement of the gross value added of **e-commerce** was made under a **SUPPLY** approach related to the wholesale, retail and other services commercialization. Total use is implicit since the SUT are balanced.

SUT Supply and Use Tables

CE Economic Censuses (By its acronym in Spanish)

CByS Goods and Services Account (By its acronym in Spanish)

EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)

SUT

Trade margin of goods and supply of services value added / production relations

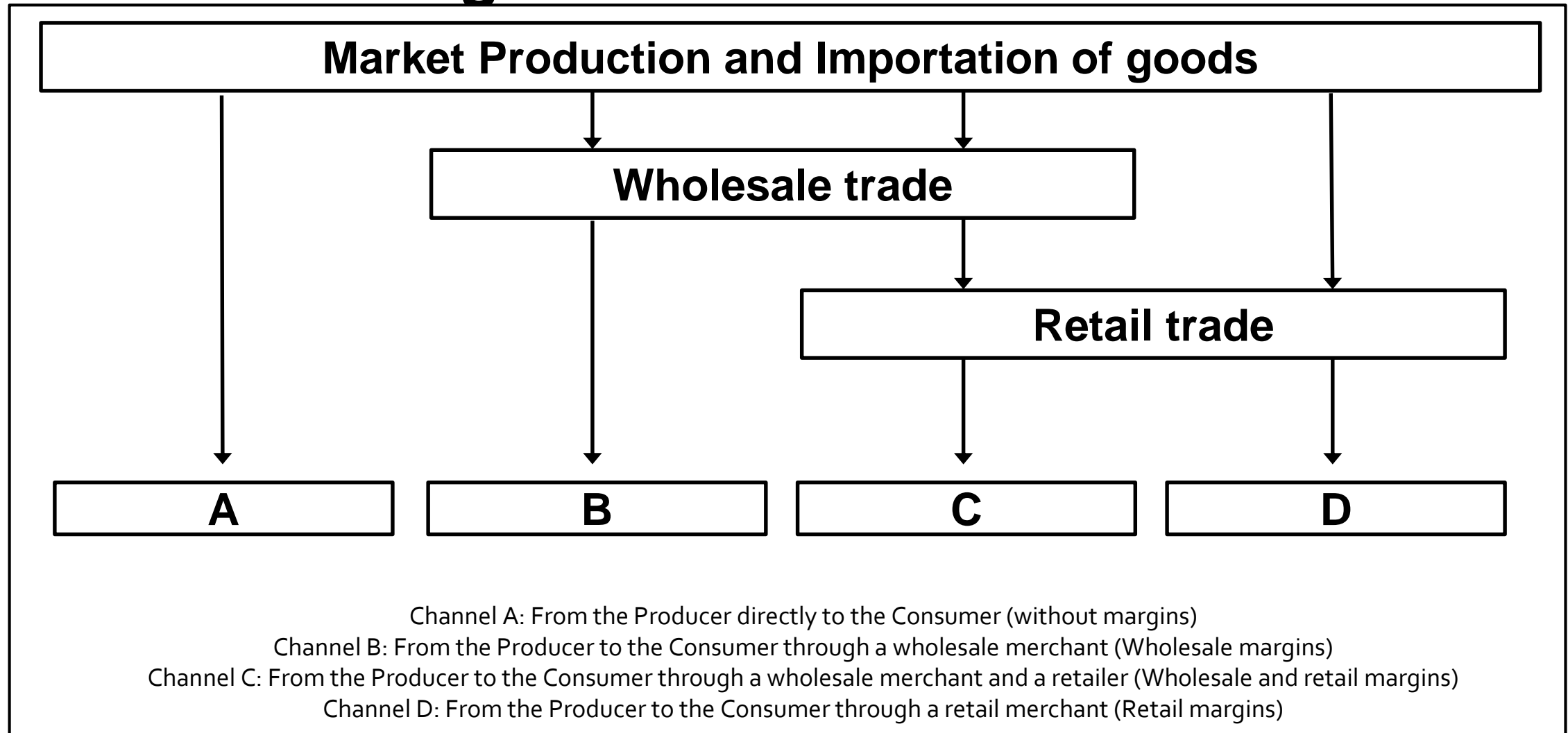
CE

Sales and percentage of those made via internet, email or web page

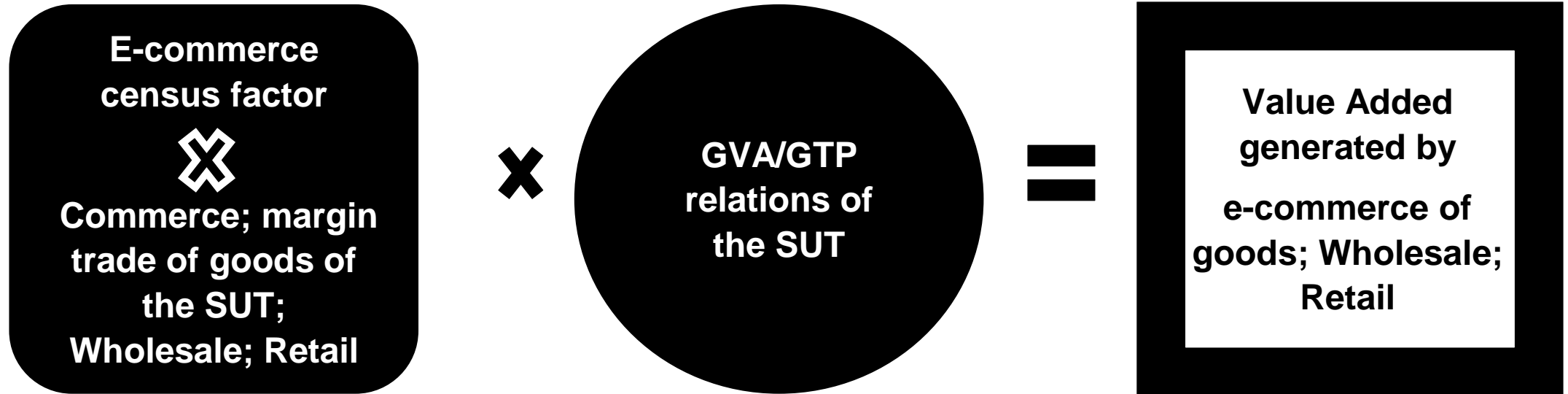
CByS
EAC

information to characterize the gross value added of e-commerce for the series.

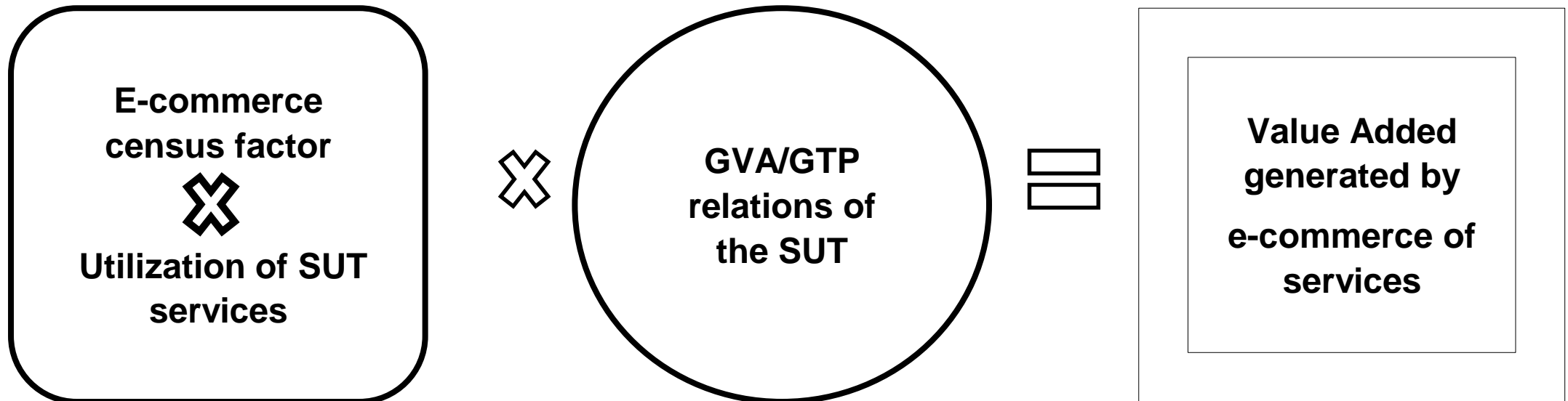
Diagram of sales channels



Gross Value Added of E-commerce



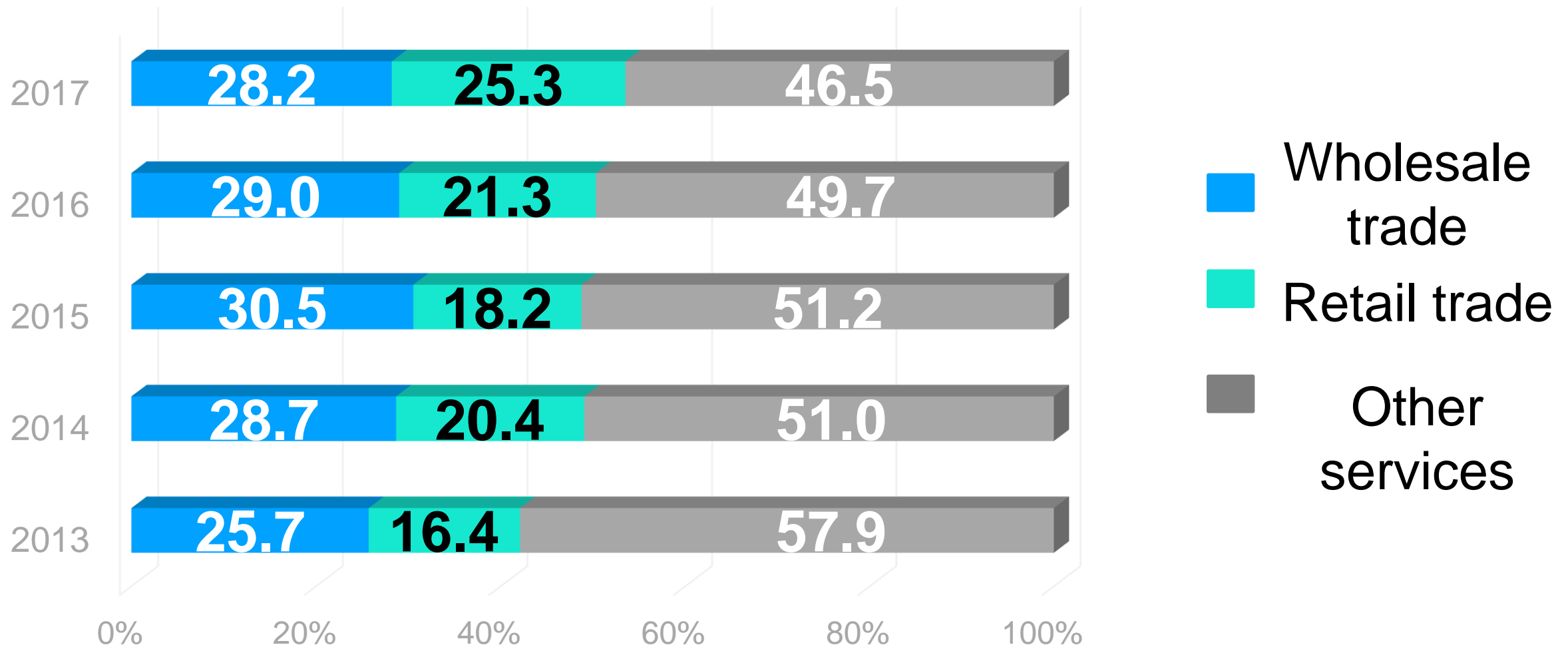
Calculation



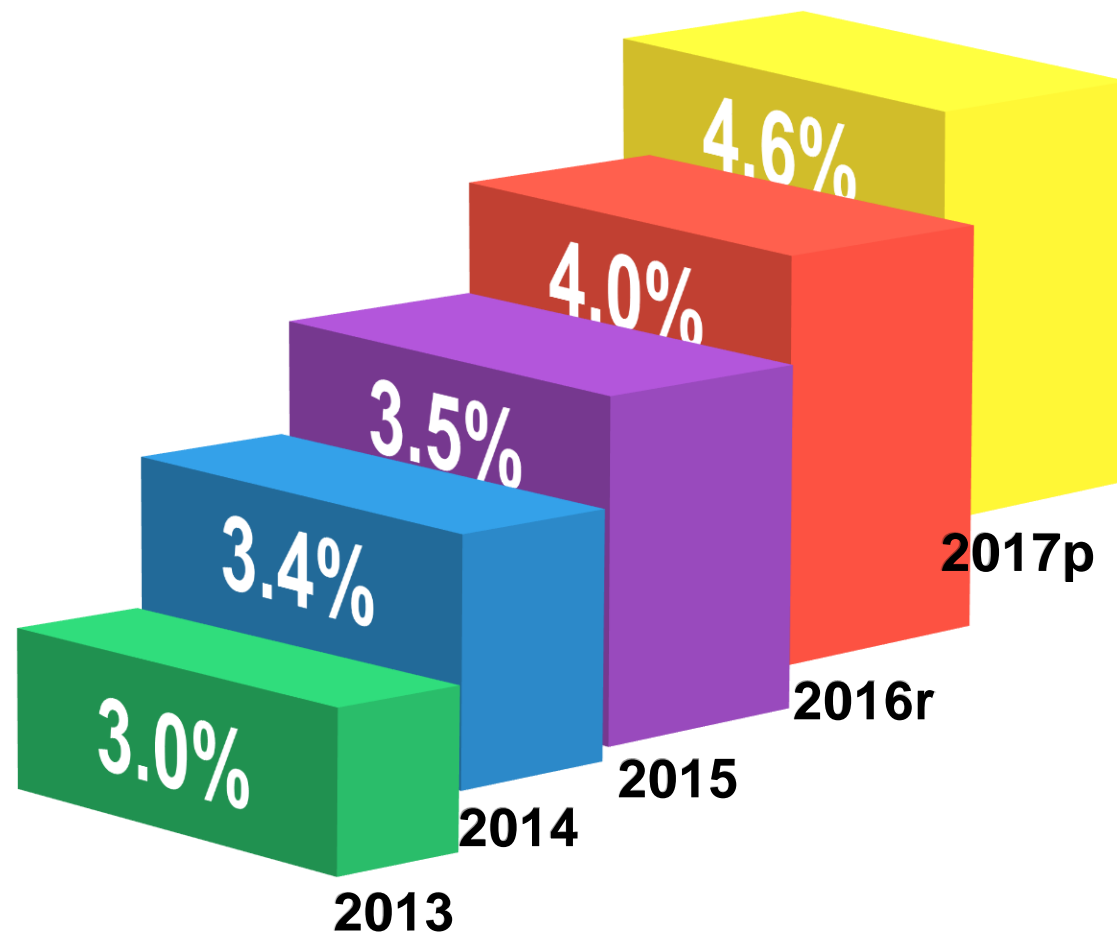
Gross Value Added of E-commerce



Gross Value Added of E-commerce



Share of E-commerce in GDP





Asociación de
Internet.mx

Internet MX Association

Civil association that brings together the most important companies and government entities around the internet industry.

It makes estimations about the Value of Electronic Commerce in Mexico, making 1,873 interviews for its data of 2017.

Universe: Population of Internet users, of legal age
Methodology: Digital self-applied survey

**Experience
of Mexican buyer.**

of

Online purchases.

Satisfaction /
Repurchase.

Shops in México.

Online purchases.

Satisfaction / Repurchase.



Asociación de
Internet.mx

Internet MX Association

INEGI made the presentation of the Gross Value Added of Electronic Commerce to the Internet MX Association and its main comments were:

It is a cutting **edge** measurement worldwide.

The **supply approach** of the INEGI measurement complements the **demand vision** of the Association.

The INEGI measurement covers the **information gap** of an **official** nature.

Dissemination

First release of these estimations: October 11, 2018.

Disseminated as official statistics.

INEGI carried out a presentation with its key users, including the Internet Association of Mexico (AIMX).

The estimations and the methodology are available (Spanish) for all users:
<https://www.inegi.org.mx/temas/vabcoel/>
<https://www.inegi.org.mx/programas/vabcoel/2018/>

The figures complement the demand view and estimations of the private sector by offering a supply approach.

Next Steps

INEGI is strengthening these calculations through specific improvements in the basic statistics collecting more details on the digital economy.

In this sense, the Economic Censuses 2019 will have new information concerning the online sales and **purchases** breaking-down by:

- ✓ Website of the enterprise
- ✓ Through a web page from an intermediary
- ✓ Social networks
- ✓ E-mail
- ✓ Other informatics source

Next Steps

INEGI will keep the ongoing households and business surveys and they will be complemented with robust information from the Economic Censuses 2019. The current annual surveys collecting information on digital economy are:

- ✓ National Survey on the Availability and Use of the Information Technologies in Households (ENDUTIH)
- ✓ Annual Wholesale and Retail Trade Survey (EAC)

It has been planned:

- ✓ Releasing more details about the type of e-commerce
- ✓ Reconciling the supply and demand through the sales and purchases according to their economic activity
- ✓ Updating the estimations annually

Next Steps

Finally, INEGI is exploring, with the advice of the Central Bureau of Statistics of The Netherlands, the linkage between the Mexican SBR and the related domains of Mexican enterprises available in internet (.mx) with the aim to identify the businesses engaged in the digital economy, for constructing survey frames and producing basic statistics.

Thank you!

Francisco Guillen Martin
Deputy Director General of National Accounts
francisco.guillen@inegi.org.mx

Conociendo México

01 800 111 46 34

www.inegi.org.mx

atencion.usuarios@inegi.org.mx

    **INEGI** Informa