



Core ICT Business Indicators

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Presentation outline

- Availability of ICT business data
- Core ICT business indicators
 - Indicators and definitions
- UNCTAD e-business data collection
 - Results
 - Observations





International business data collection

- OECD: ICT business data for OECD member countries
- Eurostat: ICT business data for EU
- UNCTAD: ICT business data for developing countries
- Others (WB, UIS, other regional bodies, private providers)





ICT business indicators – stocktaking recap

- Overall, ICT business data is limited in most developing countries. However, 50 countries (59 per cent of respondents) did collect some type of ICT business indicator.
- High percentages of countries across all regions collect "basic access to ICT" indicators.
- The information is collected frequently through manufacturing and services establishment surveys, which most NSOs already have in place.
- All regions, except for Western Asia, collect one or more of the second group of indicators on "advanced ICT access and usage", usually through specific ICT business surveys.
- Few countries collected the indicators on "Internet activities and e-commerce" across all regions, also through specific ICT business surveys.



• Notes to Previous slide:

Since the stocktaking, and as result of our direct contact with some NSOs in order to request the actual data, it appears that the number might be lower. For example, we recently had one African country that reported collection of several ICT in business indicators, but it turns out that they had rather sent us a wish list, and not what they actually collected already.

Through the stocktaking, it was unclear to what extent the collection of certain ICT business indicators is related to the level of demand in countries, and to what extent it is related to the level of resources available to NSOs. The type of data collected officially by countries may also respond to the real or perceived usefulness of such data to policy makers. For example, countries with explicit ICT-related development policies or with active ICT sectors would need more specific indicators for policy evaluation or benchmarking.

In addition, the stocktaking did not provide much information on the comparability of ICT business indicators. This issue would show up in our two business surveys, which I will mention later on.



- However, specific ICT business surveys tend not to be carried on a regular basis. The amount of ICT-related data that can be collected through manufacturing surveys is limited, since they are not explicitly aimed at investigating ICT use in enterprises.

ESCWA: Most recent date of ICT collection (business)

Country	Type of statistical operation(1)	Number of collected ICT variables	Most recent collection
Egypt	Number of Establishments	6	1996-1998
	Personal Computers Statistics	4	2000
Oman	Census	3	December 2003
Palestine	Series of economical census	2	2001-2004 (Annual)
	Administrative records	6	2000-2004 (Annual)
Qatar	Number of Establishments	2	2004, 1997, 1986
Syria	Industrial Query	n.a.	1999-2003 (annual)





• Notes to previous slide:

It did appear to us that there is still much to be done in raising awareness at the policy level about the need for and relevance of more ICT statistical data in order to strengthen their collection, and more specifically, ICT in the business sector as part of the Information Society.



ICT business indicators

Basic core

B-1 Proportion of businesses using computers

B-2 Proportion of employees using computers

A computer includes a personal computer, laptop, personal digital assistant/handheld, minicomputer, and mainframe.

All employed persons and actual computer use, rather than simply computer access.

B-3 Proportion of businesses using the Internet

B-4 Proportion of employees using the Internet

Internet refers to Internet Protocol (IP) based networks, WWW, extranet over the Internet, EDI over the Internet, Internet accessed by mobile phones, Internet email.

B-5 Proportion of businesses with a website

Web presence includes your own Website/homepage as well as presence on a third party's site (including a related entity) where your business has substantial control over the content of the site/page



ICT business indicators

Basic core

B-6 Proportion of businesses with an intranet

A network using the same protocol as the Internet and allowing communication within an organization. It is typically set up behind a firewall to control access.

B-7 Proportion of businesses receiving orders over the Internet

Includes orders received via Website, specialized Internet marketplaces, extranets, EDI over the Internet, Internet-enabled mobile phones, email, Orders received on behalf of other organizations and orders received by other organizations on behalf of your organization, Orders placed via the Internet whether or not payment was made on-line. Excludes orders which were cancelled or not completed.

B-8 Proportion of businesses placing orders over the Internet

Includes orders placed via Websites, specialized Internet marketplaces, extranets, EDI over the Internet, Internet-enabled mobile phones, email, Orders placed via the Internet whether or not payment was made on-line. Excludes orders which were cancelled or not completed.

UNCTAD e-business survey

- Annual survey with developing country NSOs
 - 2004: 23 countries
 - 2005: 39 countries
 - Indicators on ICT access and use in enterprises
 - Core list of ICT business indicators
 - Results are published in annual UNCTAD *Information Economy Report* (previous *E-Commerce and Development Report*)
- Note: Not model questionnaire**

UNCTAD e-business survey

2004	23 countries	20 replies	10 comparable results
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Indicator	Argentina	Chile	Colombia	Morocco	Peru	Philippines	Romania	Russian Federation	Singapore	Thailand
Businesses with PCs	--	62.7	76.6	--	80.0	87.8	16.1	81.1	83.3	67.7
Employees using PCs	--	--	19.7	--	--	--	11.6	27.5	--	--
Businesses with an intranet	35.6	--	14.4	7.0	25.4	22.0	--	41.6	32.1	--
Businesses with an extranet	11.0	--	9.7	--	19.8	7.5	--	7.2	15.6	--
Businesses with Internet access	86.9	46.9	53.7	42.0	64.2	62.4	7.5	37.7	78.3	38.3
Employees using the Internet	--	10.3	9.0	--	25.4	--	5.9	6.4	--	--
Businesses with a website	56.5	12.6	25.7	11.0	22.6	--	2.0	11.6	--	14.3
Businesses receiving orders over the Internet (Internet sales)	14.6	--	6.5	--	--	1.9	0.5	9.0	--	9.9
Businesses placing orders over the Internet (Internet purchases)	--	--	--	8.0	--	2.5	0.4	10.1	--	--

- Notes to previous slide:

We are still receiving the 2005 questionnaires. The draft should be able over the Summer and the IER with the information should be launched at WSIS Tunis.

I tried to present the information we already have in a table, so as to give you an idea of data in individual countries. Unfortunately, when I left Geneva we still had not put it together in a pretty or reader-friendly way. Of the 16 replies, only 14 contained straight forward data, the other two require clarifications, since they did not fill up the questionnaire, but rather provided other documents that contained data; this is being followed up directly.

What we have learned

Comparability:

- Lack of continuity in data collection
- Differences in types of surveys, sampling units, frames, sizes.
- Differences in response categories (modes of access and activities the Internet is used for)
- Not yet ready for true international comparability

Availability:

- Coordination might be lacking between Government entities

- Notes to previous slide

Lack of continuity in data collection: This seems to confirm what the stocktaking hinted at. Latest available data in several countries dated back to 2001 or even the late 90s. In the case of Colombia, for example, the specific ICT survey, which asked several of the right questions, was performed only in 2001 as sort of a diagnostic exercise for background to the formulation of their ICT policy. It has not been conducted since even for evaluation purposes; unclear when it will happen again.

A survey focused on ICT in the manufacturing industry can not be compared to a survey focused on SMEs. Even when surveys have a similar focus, the samples can differ: one might include both rural and urban areas, and another might be eschewed towards an urban sample, for whatever reasons. Definitions of enterprise size (or provision of data according to): 1-9, 10-49, 50-249; under or over 20 (Philippines); others can be according to revenue (Argentina).

In Thailand, a nationwide survey covered over 800,000 enterprises (?), most of which were small. On the other end of the spectrum, Madagascar surveyed 190 enterprises

Thank You

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