Measurement of the Digital Economy

Submitted by: Australia
Measurement of the Digital economy

EC workshop
The Digital Economy: Measurement, Regulation and Inclusion
6 March 2019
ABS approach to measuring digital activities

- Digital activity – Digital economy
- ABS captures many aspects of digital activity in the National Accounts, but they are not separately identifiable – Visibility issue
ABS has adopted the Bureau of Economic Analysis (BEA) approach to measuring digital activities

- Products selected from Supply-Use tables (Digital enabling infrastructure, Digital media, E-commerce)
- Industry sources identified
- Outputs estimated from these digital activities
Digital Activity Value Added ($m) and Share in Aggregate Value Added (%), Current Prices
Average Division Share in Aggregate Value Added (%), from 2011-12 to 2016-17, Current Prices
Annual Value Added Volume Growth (%), Digital Activities vs. Total Economy
Digital Activity Contribution to Aggregate Value Added Growth (%), 2012-13 to 2016-17, Volumes
Average Share in Total Digital Activity Value Added (%) 2011-12 to 2016-17, Current Prices

Support Services: 40%
Telecommunications: 30%
Wholesale E-commerce: 15%
Digital Media: 10%
Software: 5%
Retail E-commerce: 5%
Hardware: 5%
Indicators and data sources

- **Infrastructure**
  - Investment in broadband connectivity, access, speed, affordability

- **Inclusion and skills**
  - Uptake, household/business access, participation, capabilities, education, future of work

- **Innovation R&D**
  - Business uptake, innovation outcomes, barriers, expenditure

- **Social license and Trust**
  - Security, privacy, trust, scams, user satisfaction
Questions and contact details

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