
Measuring Business Access to Information & Communication Technology

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Instrument for the Development of the Digital Economy
Geneva, 8-10 September 2003

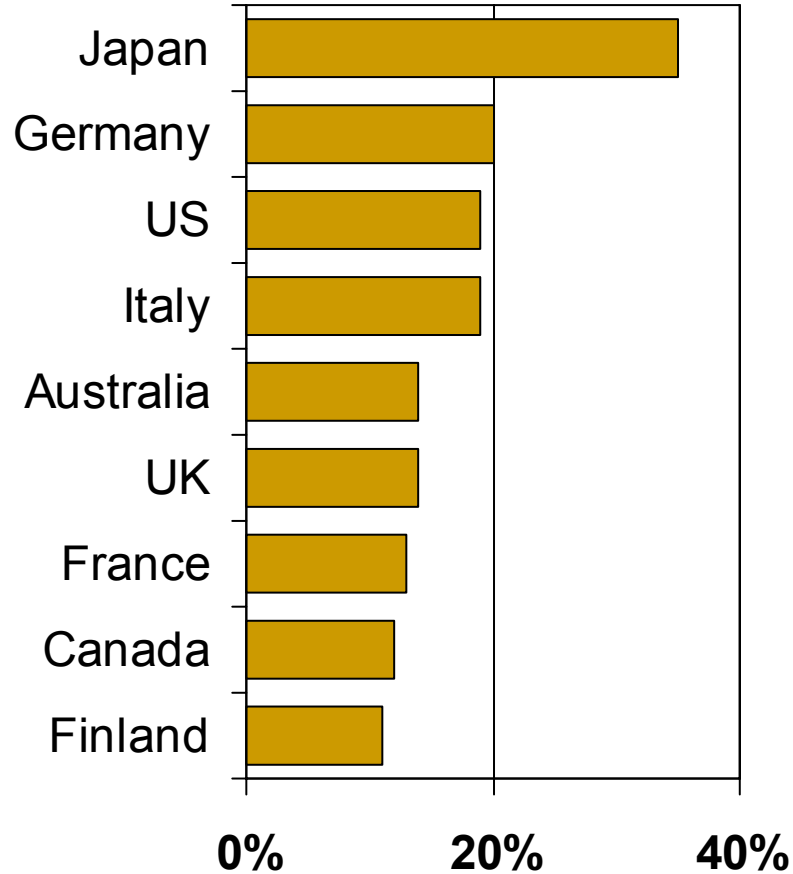
ITU

- UN specialized agency for telecommunications
- Has been collecting statistics for 30 years
- With fusion of telecommunications, computers and broadcasting has expanded coverage to Information and Communication Technology indicators (ICT)
- Has expanded sources from administrative records to include surveys
- Focus on accessibility and e-readiness hence interest in ICT in business sector
- See www.itu.int/ti

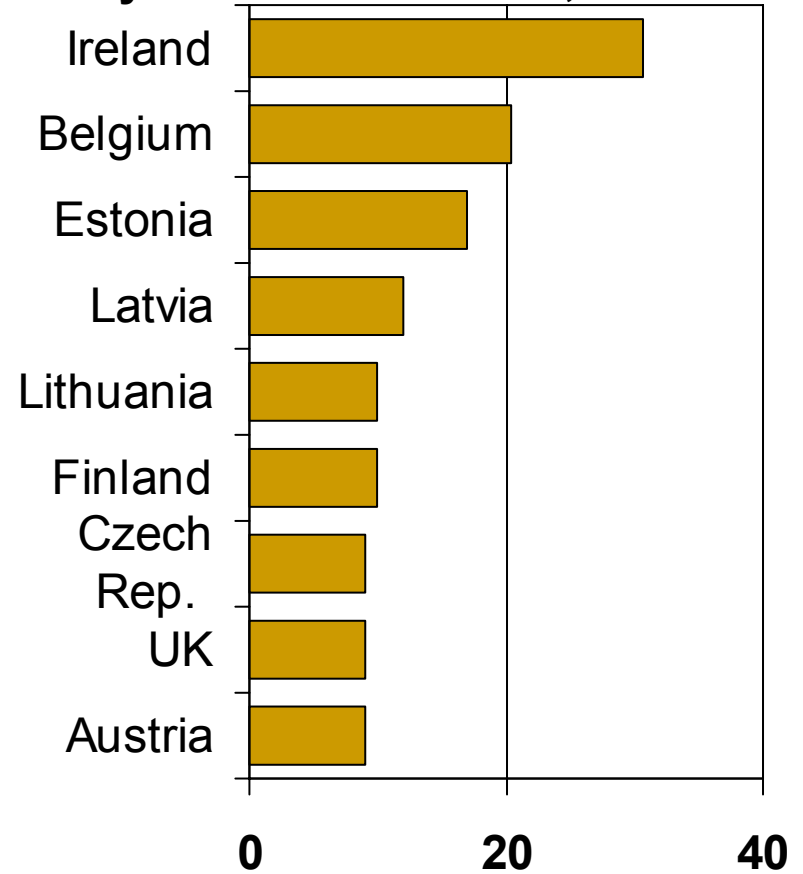


Importance

Contribution of ICT to output growth, 1995-99, Percent



Percent of Internet users who only access from work, 2002



What to measure

Access

- PCs
- Internet access

Use

- Type of connection
- Uses
- Web site

E-commerce

- Purchases
- Sales

Benefits & Barriers


Methods

■ Sample survey

- OECD, Model Questionnaire on ICT Usage and Electronic Commerce in Enterprises
- Eurostat, Pilot Survey
- National

■ Universe

□ Size (by employees)

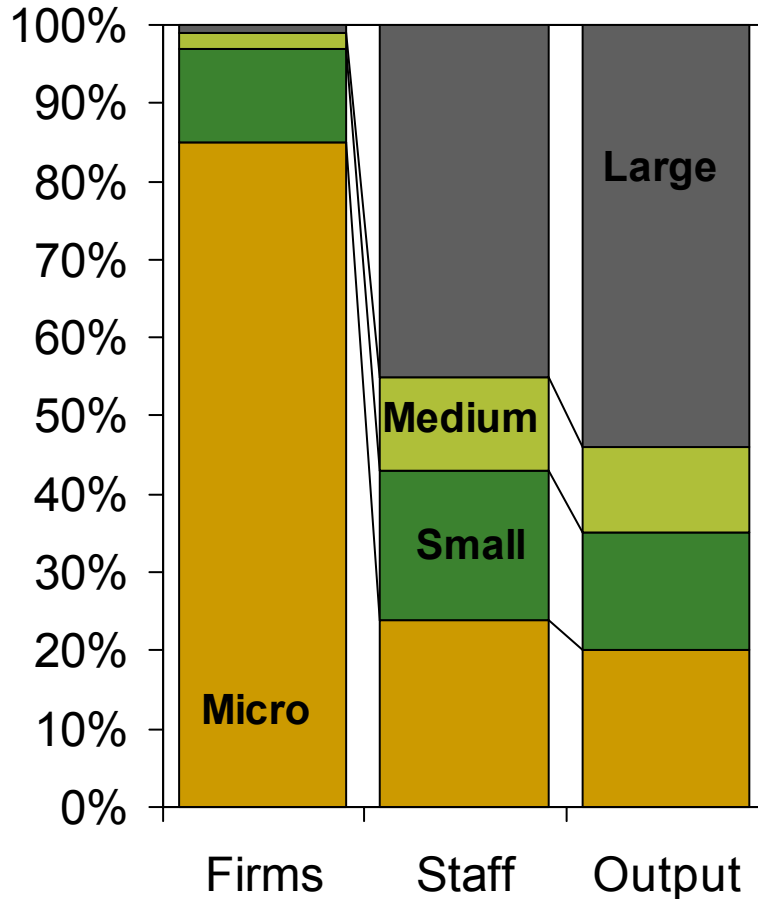
- Micro (< 5) 
- Small (5 – 9)
- Medium (20-99)
- Large (100+)

□ Industry type

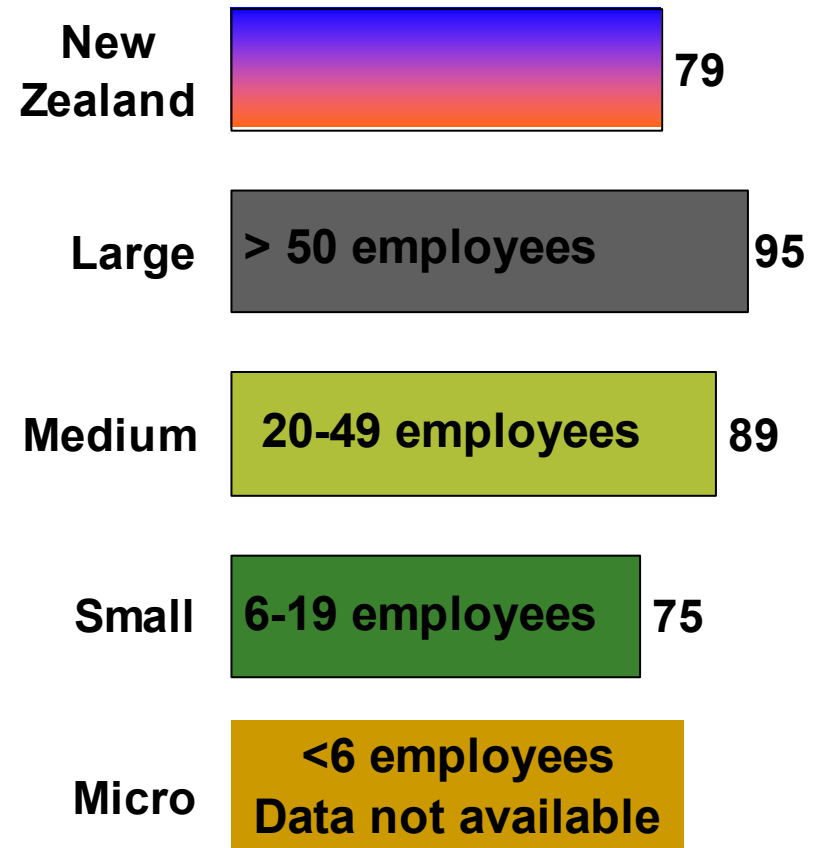
- Primary 
- Manufacturing
- Services

Size, Example from New Zealand

Business indicators by employment size

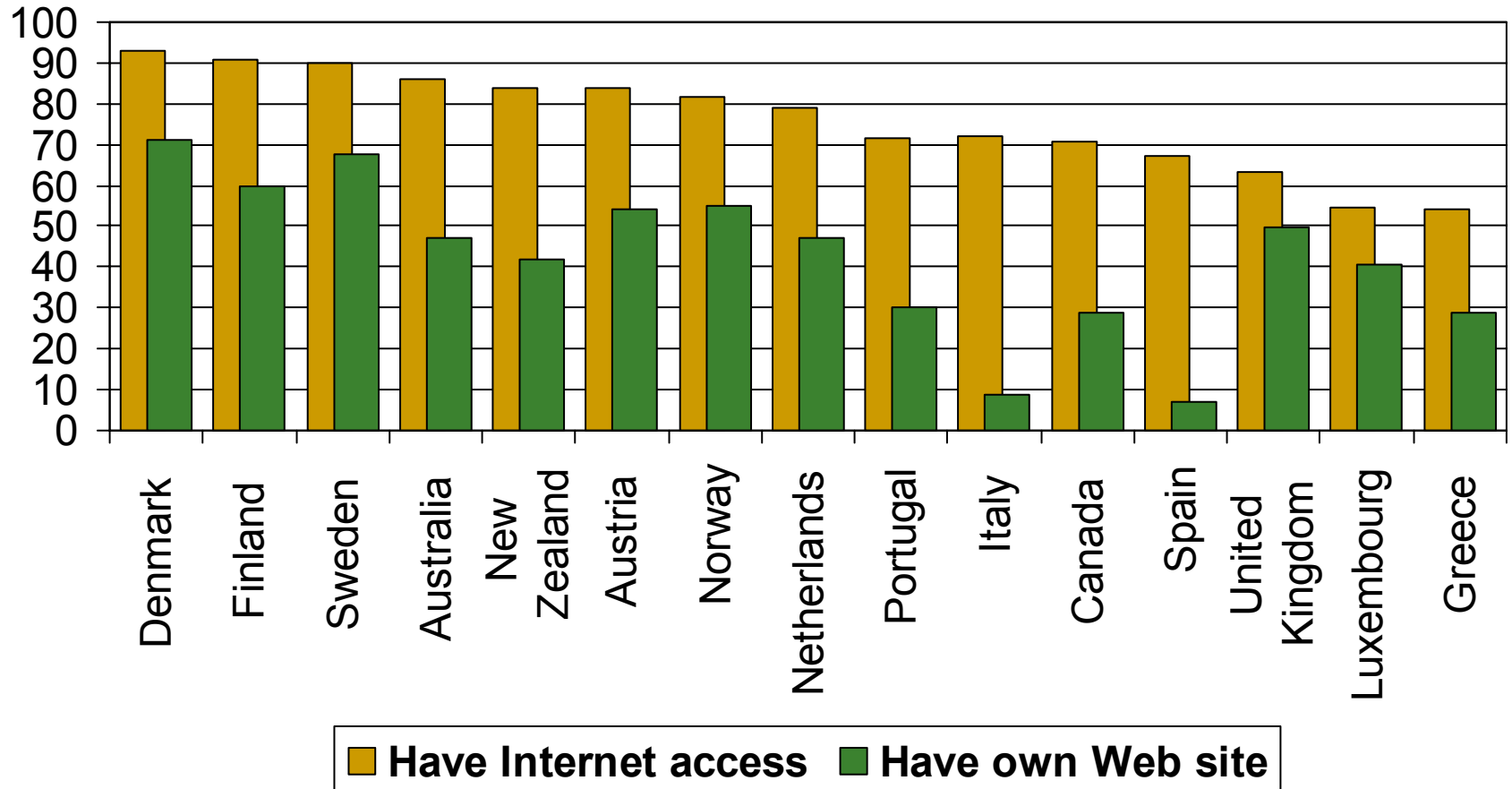


Businesses with Internet Percent, June 2001



Source: ITU adapted from Ministry of Economic Development (New Zealand), Statistics New Zealand.

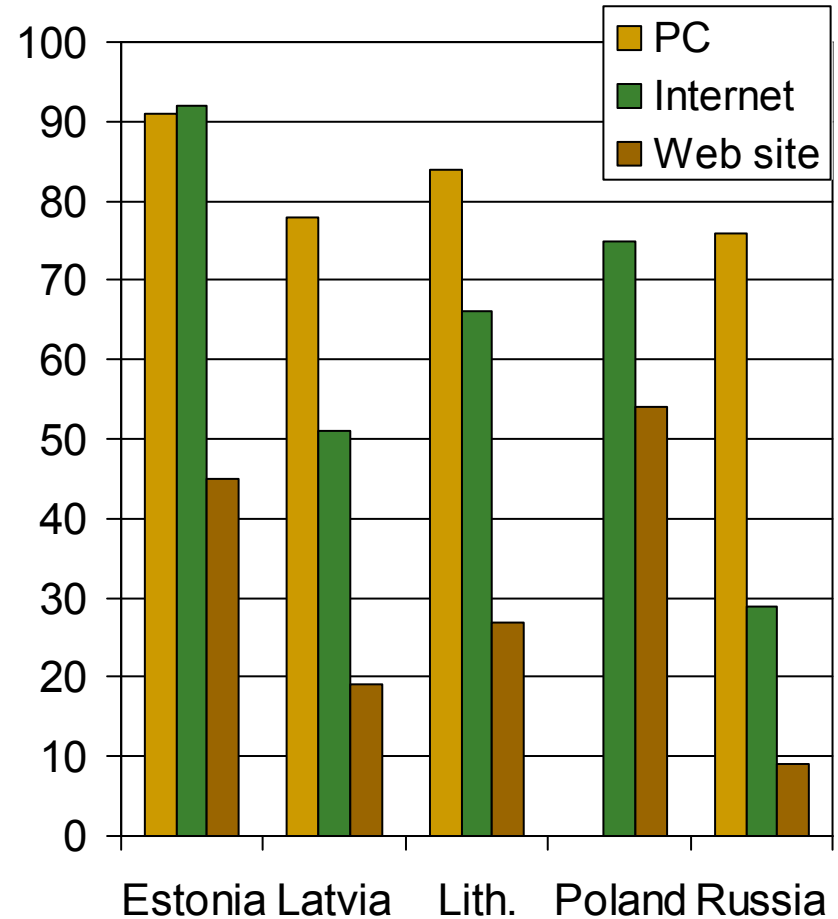
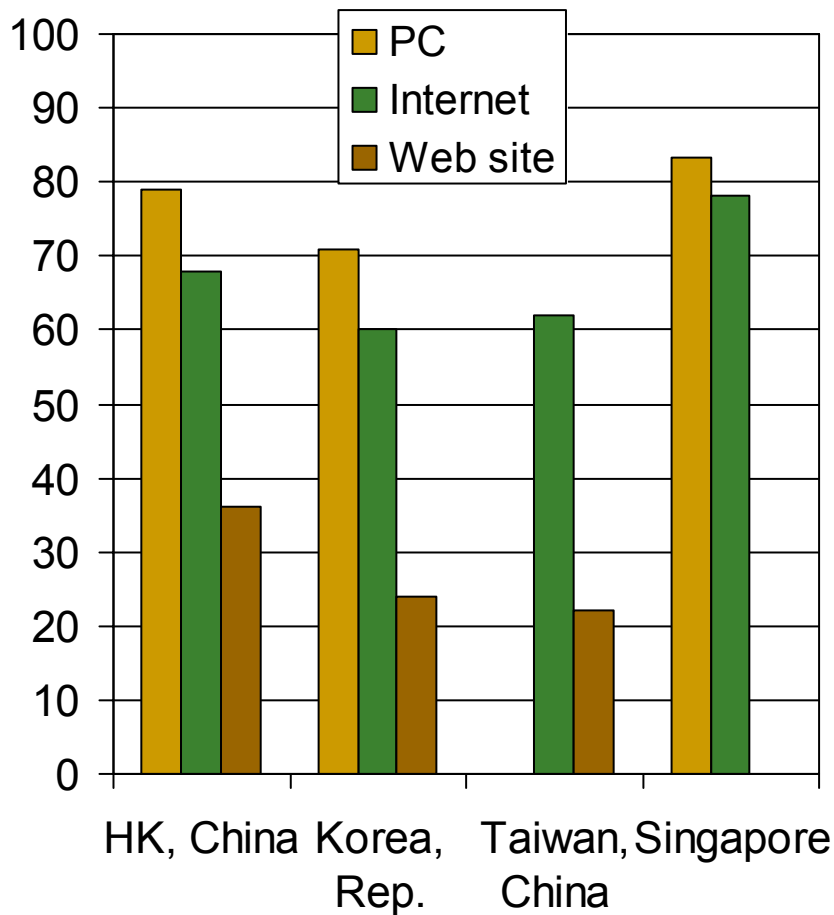
Good coverage of developed economies for access indicators



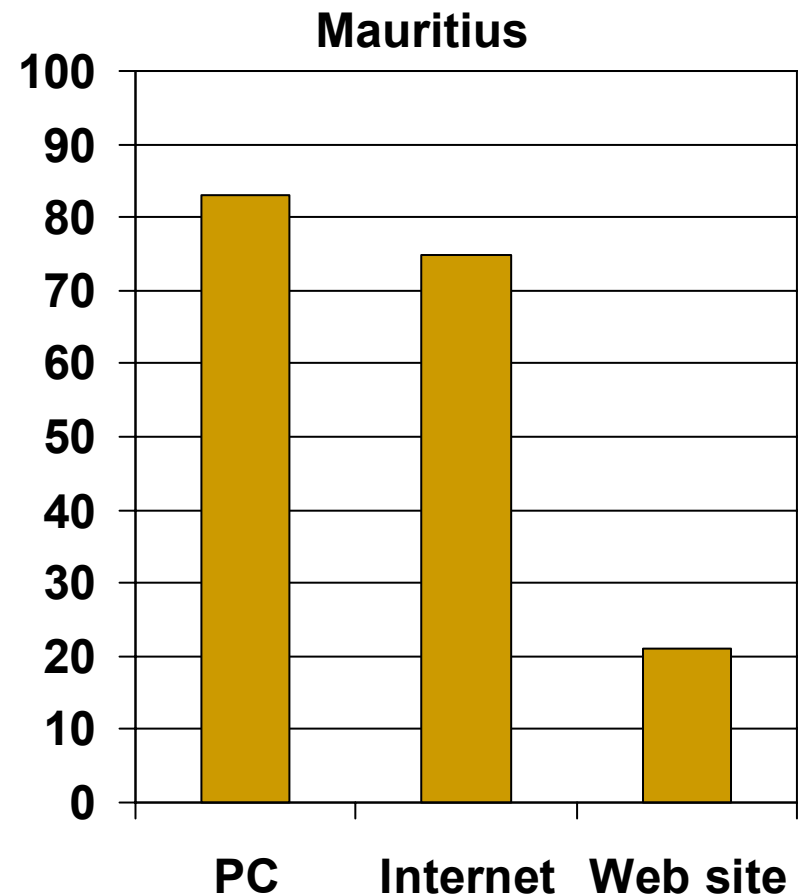
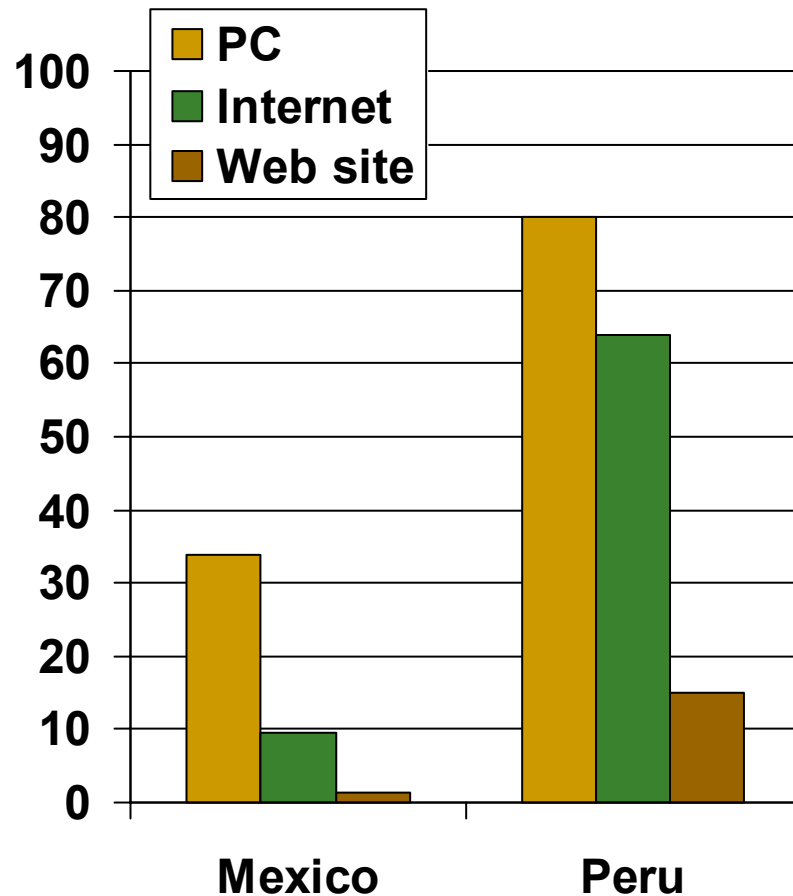
Note: All businesses with 10 or more employees except Canada.
Source: ITU adapted from OECD (beginning 2001).

Asian Tigers and some Economies in Transition also have data

Businesses with ICTs, Percent



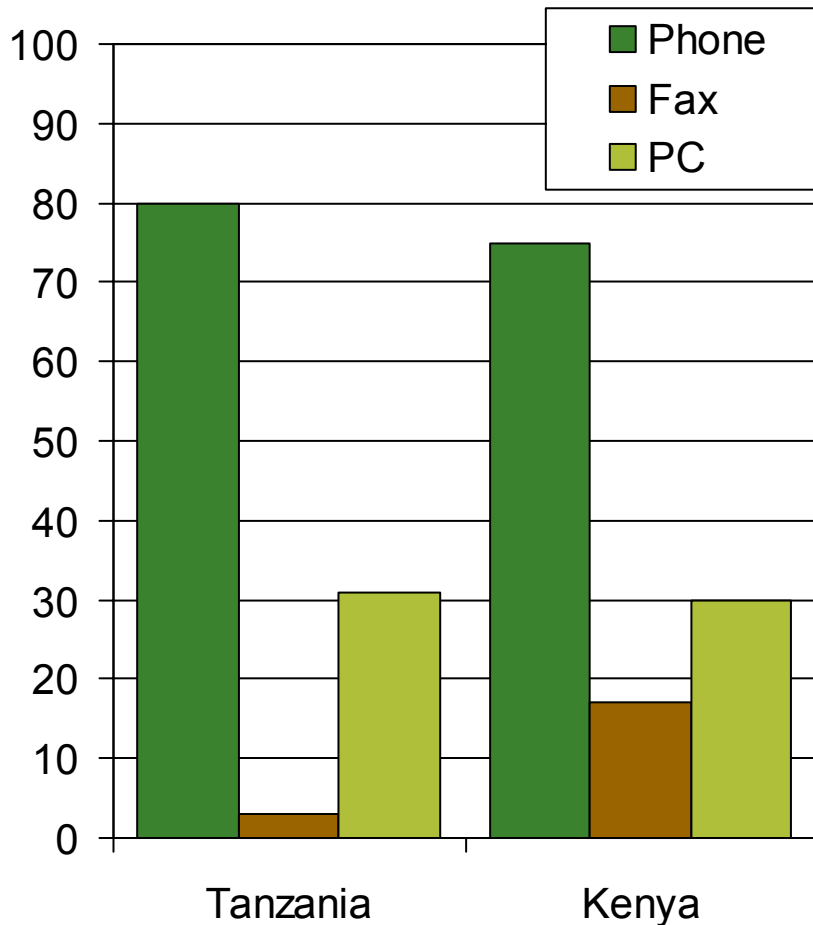
Scarce data for developing nations & comparability questionable



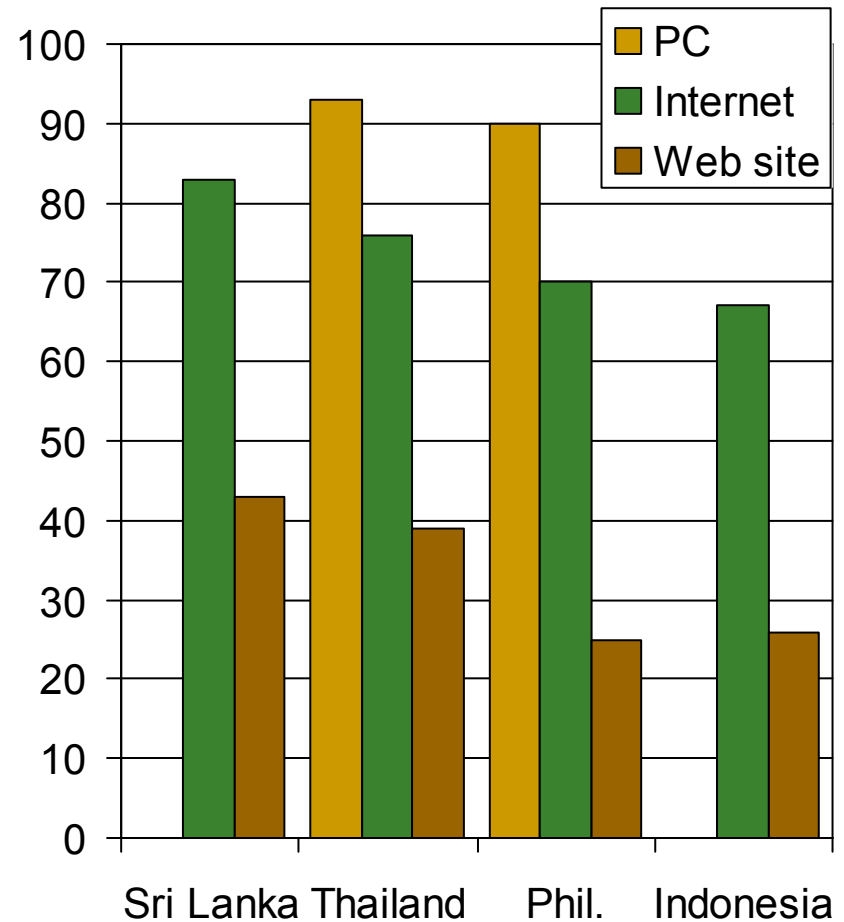
Source: ITU adapted from OECD, INEGI (Mexico, 1999, all firm sizes) and INEI (Peru, 2000, 5+ employees) & NCB (Mauritius, 2001, 10+ employees).

Some studies particularly for SMEs

Africa, 2000



Asia, 2001- 2002



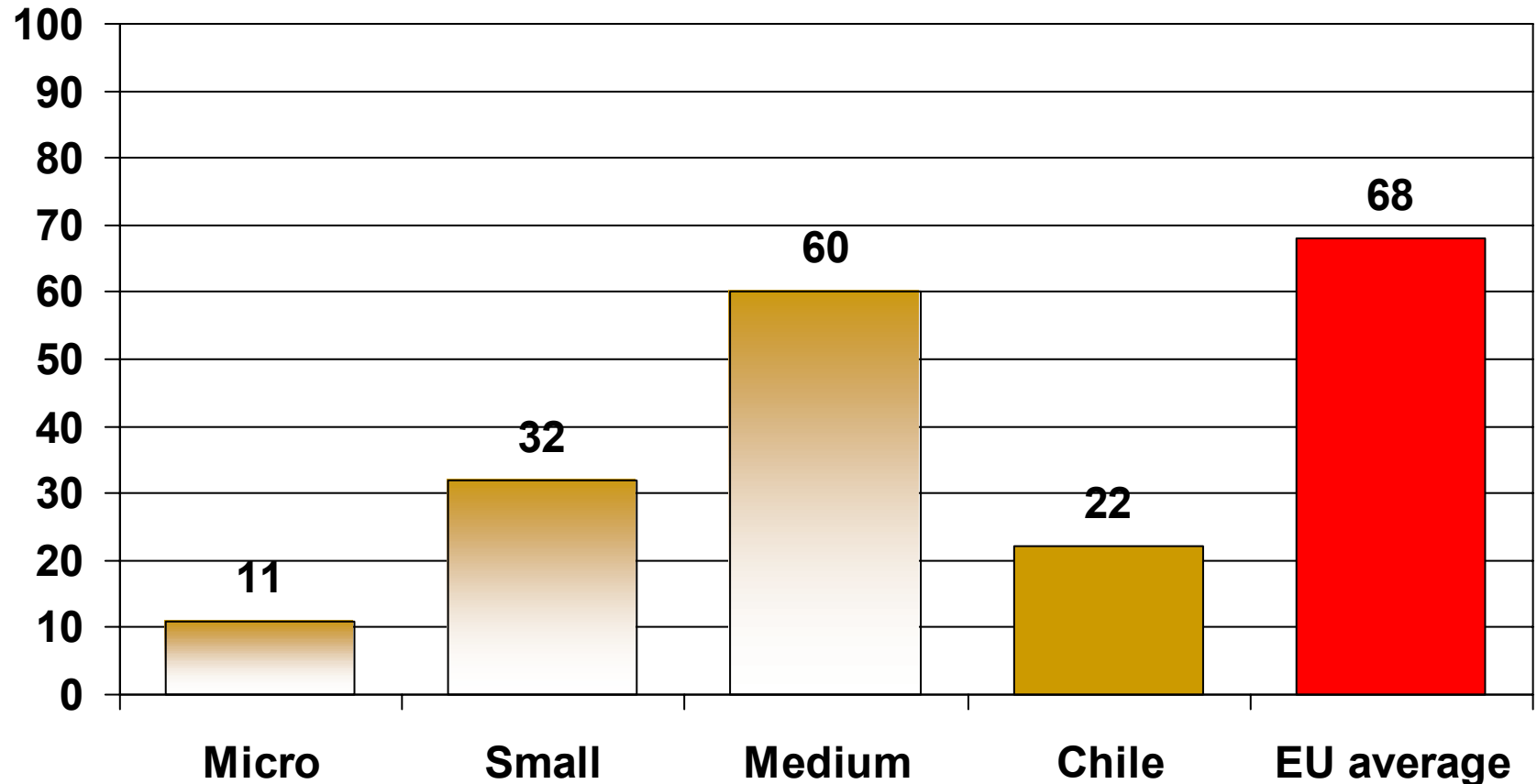
Source: ITU adapted from ZEF, "The Role of ICT for the Performance of SMEs in East Africa" & The Asia Foundation, "Regional Survey of SMEs' use of eCommerce."

Proxies

- Domain registrations in the .com.cc domain
- Business Internet subscriptions

Business Digital Divide

Internet access in Chilean micro, small and medium sized firms, 2001, percent



Conclusions

- Need to enhance visibility of existing surveys
- Disseminate model questionnaire
- Reinforce statistical capacity
- Focus on access indicators as first step
 - Businesses with PCs
 - Businesses with Internet access
 - Businesses with web page
- Target of at least 100 countries with data by 2005