



Measuring the internet economy in the Netherlands

Short recap and new initiatives

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Short recap



Three-way partnership



Aim of the study

Main research question:

“What is the importance of the internet economy to the Dutch economy?”

The aim of the research project was fourfold:

1. Determine a pragmatic definition of “the internet economy”;
2. Show the importance and size of the internet economy in the Netherlands;
3. Show the possibilities of new measurement methods with big data;
4. Explain differences from regular statistics/concepts.



Dataprovider dataset: 2,5 million Dutch websites

Business information

- Country, address, company name, Chamber of Commerce number, tax number, phone number, e-mail,

eCommerce

- eCommerce probability, shopping cart software, delivery services, payment methods, products, prices,...

Content

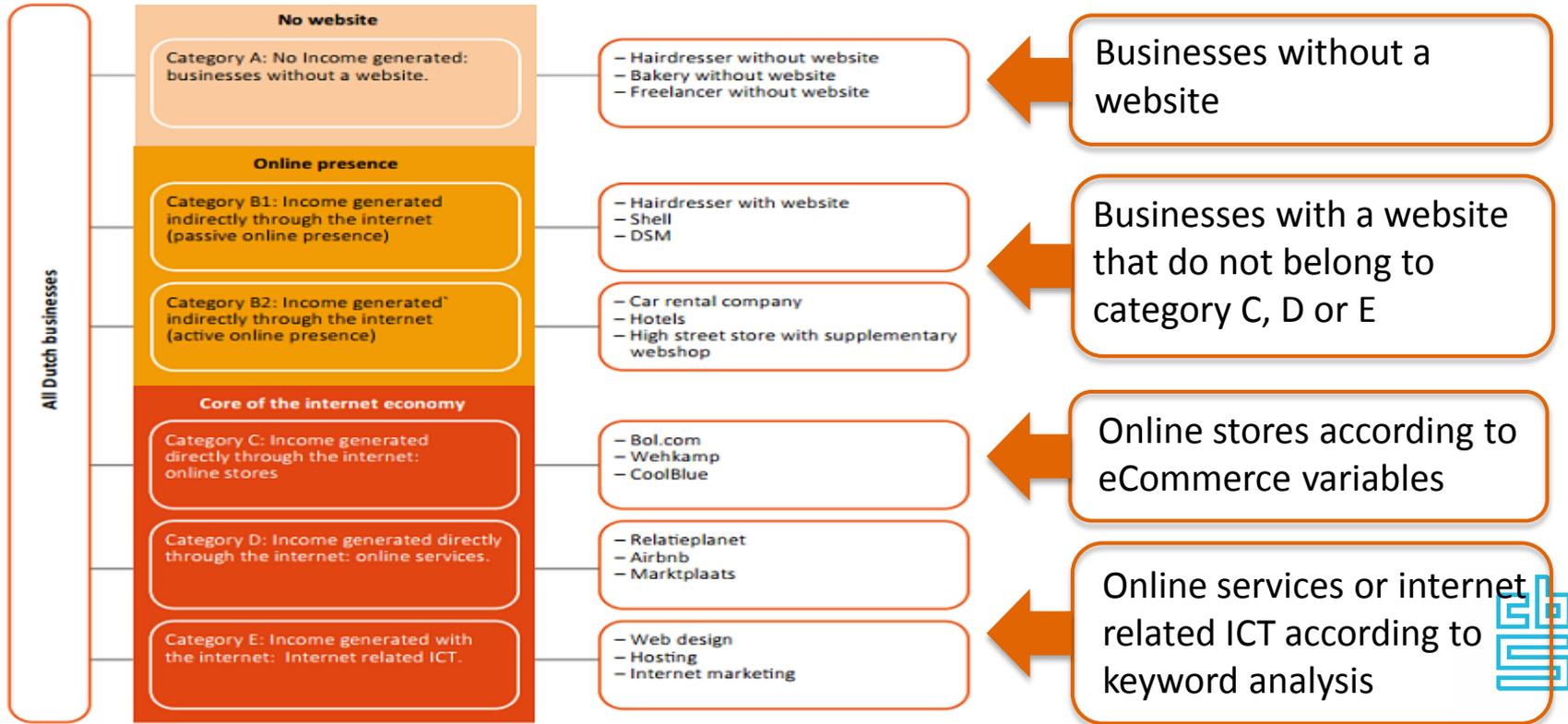
- Title, description, keywords, category, language, author....

Other

- Marketing, social media, links, technical and hosting information, ...



Definition of the internet economy



Core of the internet economy

Category C: Income generated directly through the internet: online stores

- Bol.com
- Wehkamp
- CoolBlue

Online stores according to eCommerce variables

Category D: Income generated directly through the internet: online services.

- Relatieplanet
- Airbnb
- Marktplaats

Online services or internet related ICT according to keyword analysis

Category E: Income generated with the internet: Internet related ICT.

- Web design
- Hosting
- Internet marketing



No website

Category A: No Income generated: businesses without a website.

- Hairdresser without website
- Bakery without website
- Freelancer without website

Businesses without a website

Online presence

Category B1: Income generated indirectly through the internet (passive online presence)

- Hairdresser with website
- Shell
- DSM

Businesses with a website that do not belong to category C, D or E

Category B2: Income generated indirectly through the internet (active online presence)

- Car rental company
- Hotels
- High street store with supplementary webshop

Core of the internet economy



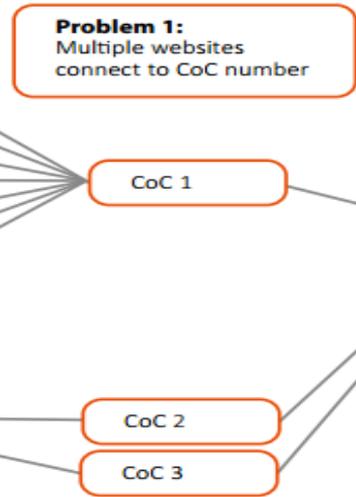
Merging to the GBR

Level of Internet Economy

Websites

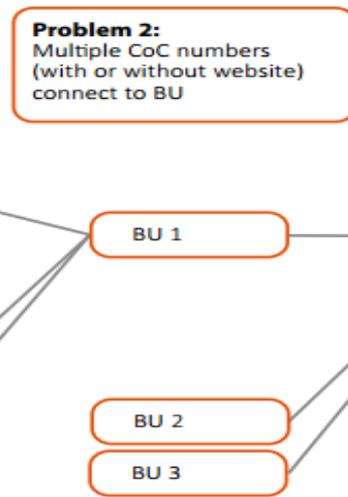


Chamber of Commerce (CoC) number

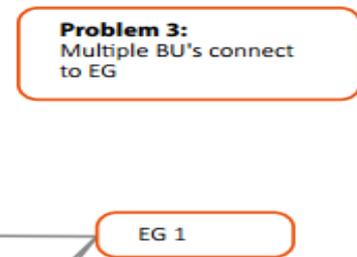


Level of publication

Business Unit (BU)



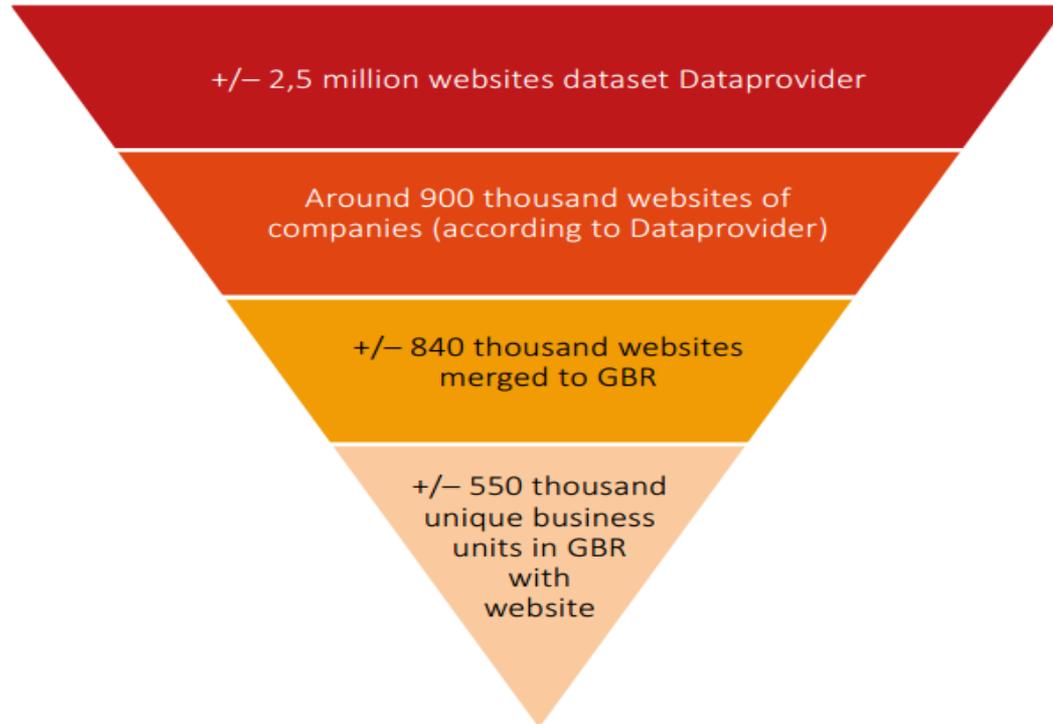
Enterprise Group (EG)



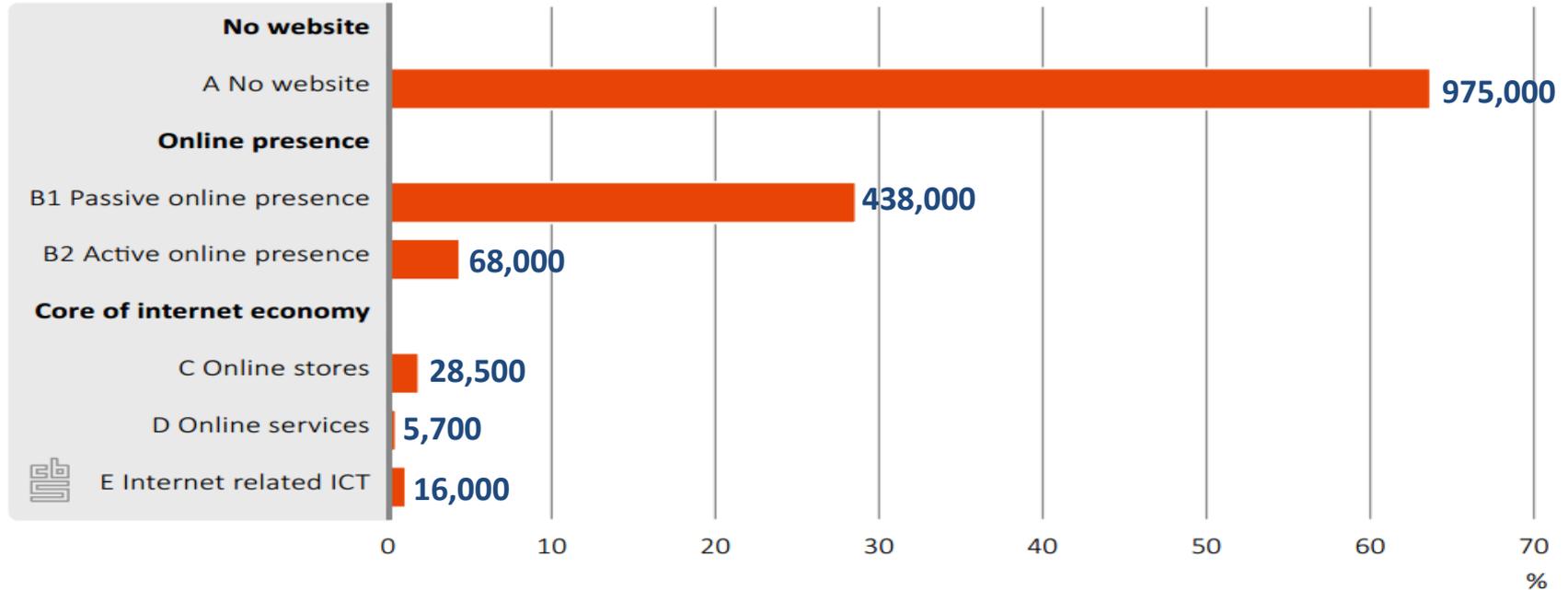
Merging additional CBS data sources
(e.g. jobs, turnover, employment, value added)



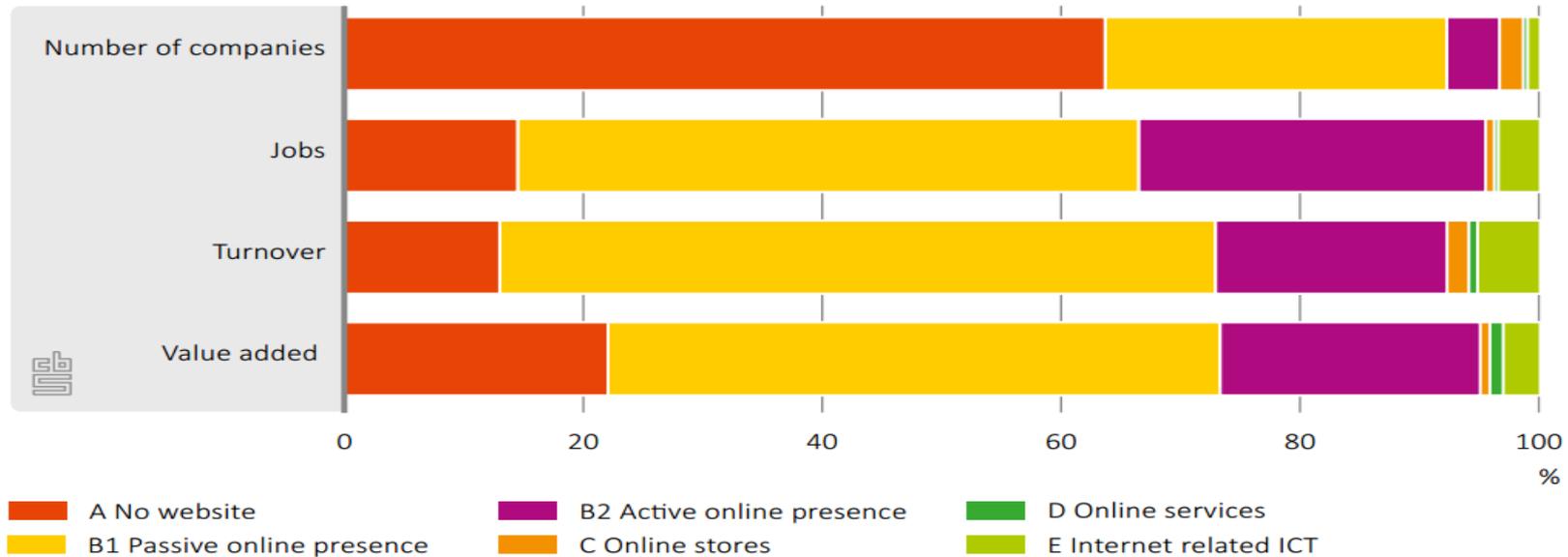
Merging to the GBR: results



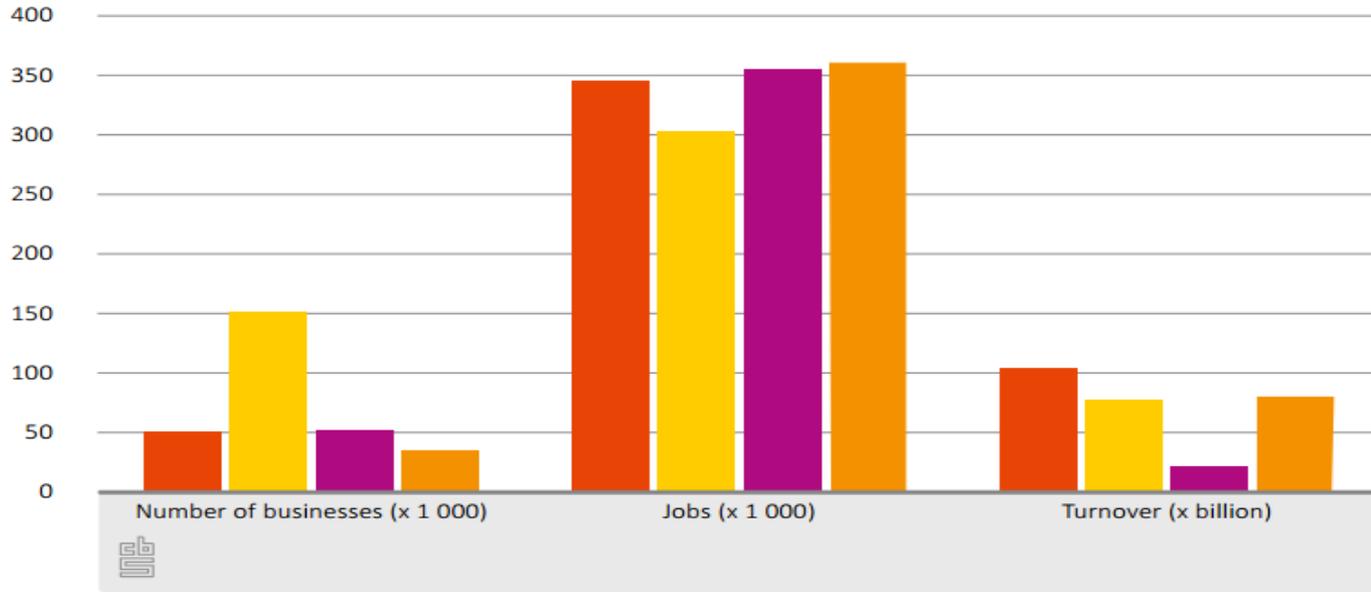
Number of business by internet category, 2015



Relative distribution of number of companies, jobs, turnover and value added by Internet categories, 2015



The core of the internet economy compared to other sectors



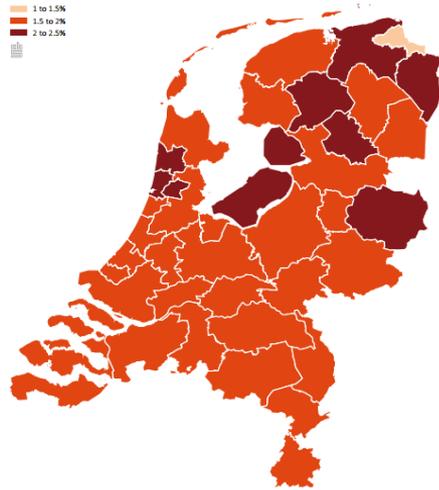
 The core of the internet economy
 Construction

 Accommodation and food service activities
 Transportation and storage

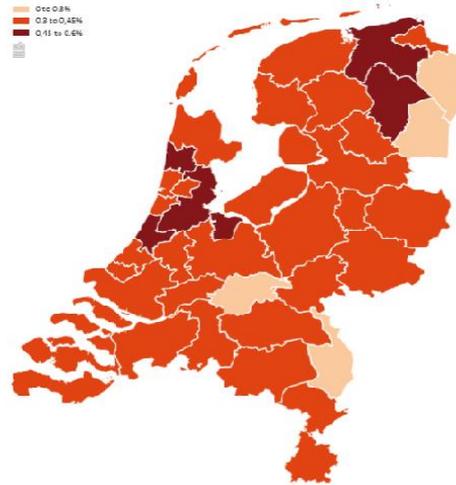


Regional distribution

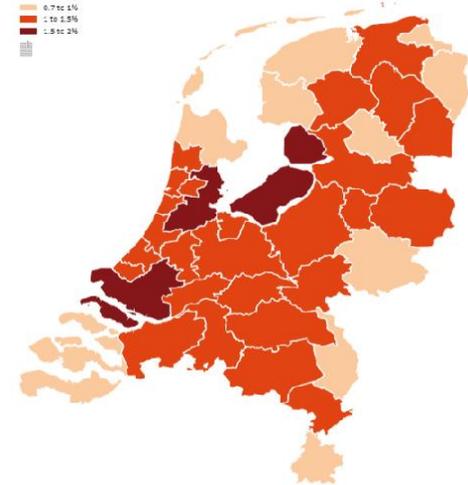
Certain regions are more prominent in the internet economy than others.



Online stores



Online services



Internet related ICT



New initiatives



Ministry of Economic Affairs and Climate Policy

- Repeating the study for recent years (2016, 2017 and 2018).
- Extra options:
 - Updating the definition of the internet economy;
 - Methodological improvements;
 - Platform economy;
 - Cyber security.



United Nations Economic Commission for Latin America and the Caribbean (UNECLAC)

- Main goal is the analysis of companies websites, in order to classify companies in a certain category of the internet economy.
- There will be no attempt to link websites with the companies owning them (e.g. through a statistical business register or economic census population).
- For: Brazil, Chile, Colombia & Mexico.
- If desirable and feasible, other analyzes based on the information available in the Dataprovider can be performed, for example on cyber security.



Mexico - National Institute of Statistics and Geography (INEGI)

- A delegation of INEGI visited Statistics Netherlands last year to talk about the study.
- This year (2019) they have their five-yearly economic census which could form the framework of companies to which websites can be linked.
- After that (2020) they are interested in exploring the possibility of repeating the methodology of our study and doing further research.



South Korea statistical office (KOSTAT)

Korea Information Society Development Institute (KISDI)

- In 2016 Director General Tjin-A-Tsoi of Statistics Netherlands signed a Memorandum of Understanding (MoU) with KOSTAT for collaboration in the Center for Big Data Statistics (CBDS).
- As a result of this a KOSTAT employee was posted to the CBDS in 2018 to work, among other things, on the internet economy research.
- In 2018 two KISDI representatives followed an intensive 3-day programme, in which CBS showed all kinds of facets of the internet economy research.
- KISDI has signed a contract with Dataprovider and is starting to work with the datasets supplied by Dataprovider to map the internet economy of South Korea.



For more information:

[Discussion paper](#)

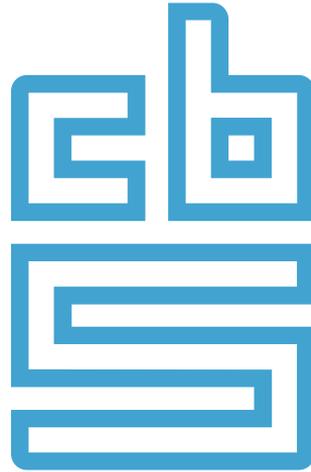
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Center for Big Data Statistics





Facts that matter