

# **Information Society Measurements**

## **The case of e-business**

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**George Sciadas**

**Statistics Canada**

# Introducing e-business

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## Business ICT-ization:

- context, misconceptions and reality
- ICTs are multi-purpose, multi-faceted
- infrastructure vs. applications

## Statistics Canada:

- annual survey of e-commerce and analytical studies
- feeds OECD and other work on impacts
- pilot on e-business processes
- potential microdata linkages



# E-commerce in figures

## Business e-commerce, Canada 2003

	computers	Internet	Web sites	e-purchases	e-sales
% of enterprises					
small	86	76	29	35	6
medium	98	94	66	50	14
large	99	97	77	61	16
All	87	78	34	37	7.5
% of economic activity					
All	98	97	85	68	29

Source: Statistics Canada

# E-commerce in figures

## Value of Internet sales, Canada

Industry	1999	2001	2003	2003
	(millions of CAN \$)			% of operating revenues
Manufacturing	900	1,680	2,513	0.4
Wholesale trade	156	1,915	4,489	1.2
Retail trade	611	1,485	2,113	0.6
Transport and warehousing	164	937	3,437	3.7
Information and cultural	553	389	1,356	1.8
Finance and insurance	321	624	1,271	0.6
Professional, scientific and technical services	406	424	1,076	2.2
Accommodation and food services	429	259	279	0.6
All private sector	4,180	10,389	18,598	0.8

**Of which, in 2003:    B2B = 70%,  
foreign = 13%**

Source: Statistics Canada

# Additional dimensions

- E-commerce and e-products

	e-sales	conventional sales	
e-delivery	A	C	Y
conventional delivery/acquisition	B	"old"	
	X		

- Important for trade

# Lessons

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- **Hierarchical ICT structures**
- **Intra- and inter-firm integration**
- **E-commerce only one manifestation**
  - small, but growing fast, influential
  - differences by industry and firm size
- **E-processes need more work**
- **Linkages very important**
  - Innovation (product, process)
- **Measurement implications**
  - generic or specific surveys
  - practical difficulties and compromises
  - out of the box approaches?