

**UN-ECLAC,
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Measurement of the
digital economy and
trade in Latin
America and the
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STATISTICS

Measuring Digital Platforms

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Agenda

- **Digital Platforms**
 - Digital Intermediary Platforms
 - Media Sharing Platforms
 - Gambling Platforms
 - Social Media Platforms
 - Funding Platforms

Digital Platforms

Over the last decade most countries have observed the emergence of a variety of digital platforms.

Some of the platforms have been established to exchange goods and services (referred to as intermediary platforms)

Other platforms facilitate communications (social networks)

Platforms pose significant changes for national accountants as the output, residency, international trade flows is not always apparent.

Draft guidance note on 'Incorporating Digital Intermediary Platforms into the national accounts'

Digital Intermediary Platforms

“Business that operate online interfaces that facilitate, for a fee, the direct interaction between multiple buyers and multiple sellers, without the platform taking economic ownership of the goods or services that are being sold (intermediated)”

Draft guidance note on ‘Incorporating Digital Intermediary Platforms into the national accounts’

Breaking down the transaction

Transaction	Unit Cost	Units	Total
Rental Fee	\$600	7 nights	\$4,200
VRBO Owner Surcharge	3%	4,200	\$126
VRBO Renter Surcharge	3%	4,200	\$126
Cleaning Fee	\$350	1	\$350
Institutional Unit	Residency		
Homeowner	The homeowner is a resident of Thailand		
Renter	The renter is a resident of the United States		
VRBO	VRBO is a resident of the United States		
Cleaning Services	The cleaning company is a resident of the Bahamas		

Recreational Platform

Recreational digital platforms allow one or more individuals to engage in recreational activities including gaming and gambling.

Breaking down the transaction

Transaction	Unit Cost	Units	Total
Purchase initial 35,000 Poker chips	\$0	35,000	\$0
Loses 35,000 Poker chips	\$0	35,000	\$0
Purchases \$1,350,000 virtual Poker chips	\$499.99	1,350,000	\$499.99
Joe loses 1,350,000 Poker Chips	\$499.99	1,350,000	-\$499,99
Jill wins 1,350,000 Virtual Poker Chips	\$499.99	1,350,000	\$499.99
Joe wins 10,000 Prize Money from PokerStars	\$10,000	1	\$10,000
Institutional Unit	Residency		
Joe Luck	Resident of Thailand		
Jill Fortune	Resident of France		
Rational Group	Resident of Isle of Man		
PokerStars	Resident of Canada		

Media Sharing Platforms

Digital platforms that facilitate the sharing of cultural content between two or more groups, for a fee or free of charge.

Media Sharing Platforms

Jill the Mechanic makes a “how to change a tire” video using her iPhone. It takes Jill 5 hours to produce and her normal wage is \$20 per hour.

She decides to post the video on YouTube as a way to advertise her local Garage.

The video attracts a lot of attention and people across the world view the video. 10 individuals decide to change the tire themselves rather than calling a tow-truck to do it for them.

YouTube generates \$1000 in advertising revenue from Goodyear Tire for hosting the video.

Breaking down the transaction

Transaction	Unit Cost	Units	Total
Jill Mechanic produces a video.	\$0	1	\$0
YouTube hosts the video (assume YouTube incurs a hosting cost of \$5 per video)	\$5	1	\$5
YouTube sells advertising space to GoodYear Tire	\$1,000	1	\$1,000
10 individuals change their own tire rather than hire a professional.	\$0	10	\$0
Institutional Unit	Residency		
Jill Mechanic	Resident of Thailand		
YouTube	United States		
GoodYear Tire	United States		
Tire Changes	Australia, New Zealand, Thailand, Vietnam, Canada, Cambodia, Portugal, India, Indonesia, Philippines.		

Breaking down the transaction

	Unit Cost	Units	Total
Jill Mechanic produces the Video	0	1	\$0
YouTube hosts the video on its digital platform (assume it costs YouTube – on average - \$5 to host a video)	\$5	1	\$5
YouTube sells advertising space on its platform to Goodyear Tire	\$1000	1	\$1000
As a result of Jill’s video – 10 people change their tire that would have otherwise called a toe truck to service the repair.	\$100	10	\$1000
Jill is a resident of Thailand	\$10,000	1	\$10.000
YouTube is a resident of the United States			
Goodyear is a resident of			

Funding Platforms

Digital platform that allows people to raise money for events ranging from life events such as celebrations and graduations to challenging circumstances like accidents and illnesses.

Funding Platforms

Joe the entrepreneur has an idea for a new product that is going to revolutionize the energy industry. Joe idea invests \$60,000 into his new company – Joe Energy LLC (\$100 a share).

In order to develop a prototype, Joe requires \$100,000 to purchase materials, hire staff and develop a brand. Joe puts in \$60,000 of his own funds but requires \$40,000 from investors.

Joe “advertises” his project on the digital platform “kickstarter” – a crowdfunding platform that facilitates investment by “the crowd” in start-ups such as Joe’s. 40 investors invest \$40,000 in Joe Energy LLC at \$100 per share.

Funding Platforms

A fire destroys the Joe Energy LLC prototype.

Joe launches a GoFundMe campaign to recover his losses so that he can redevelop the prototype battery

100 individuals contribute \$1000 each to Joe's GoFundMe campaign and Joe Energy LLC is able to rebuild their prototype battery.

Breaking down the transaction

Transaction	Unit Cost	Units	Total
Joe Idea invests \$60,000 into Joe Energy LLC	\$100	600	\$60,000
The Crowd invests \$40,000 into Joe Energy LLC	\$100	400	\$40,000
A fire destroys Joe's Prototype	\$100,000	1	-\$100,000
Joe idea launches a GoFundMe campaign to recover his losses	\$0	1	\$0
Joe receives donations totaling \$100,000			\$100,000
Institutional Unit	Residency		
Joe	Resident of Chile		
"Crowd Investors"	Chile, United States, Canada		
Donors	Chile		

Social Media Platforms

A system for disseminating information over the Internet to a selected group of followers. Social media platforms are used by people to publish their daily activities, comments and photos as well as re-publish information posted by others. Two major social media platforms are Facebook and Twitter. Membership on the platform is generally free.

Social Media Platforms

Jim set up a Facebook account and twitter account about 5 years ago in order to stay connected with family and friends.

During the recent pandemic, Jim has become more active on both Facebook and Twitter to deal with the isolation effects of the pandemic health restrictions.

Jim is also an avid sports fan, which Facebook and Twitter can discern from the items Jim views while on the platform.

Facebook and Twitter sell Jim's viewing interest to several sporting goods companies for \$100.

When asked, Jim indicates that if he had to pay to use Facebook and Twitter he would be willing to pay \$100 per year to remain a member on the platform.

Breaking down the transaction

Transaction	Unit Cost	Units	Total
Jim signs up on Facebook and Twitter	\$0	2	\$0
Jim increases the time spent on Facebook and Twitter	\$0	2	\$0
Facebook and Twitter sell Jim's attention	\$100	2	\$200
Jim indicates that he would be willing to pay a subscription fees to remain on the platforms	\$100	2	\$200
Institutional Unit	Residency		
Jim	Resident of Canada		
Facebook	United States		
Twitter	United States		