

BEYOND THE BROWSER: The World of Internet Economy

“ Internet Economy

The set of businesses which are identified as having an online presence, being online stores, providing internet services or providing internet-related ICT

The internet economy serves as a catalyst for the digital economy

Digital Economy

Wider concept that encompasses the use of digital technology in all aspects of the economy

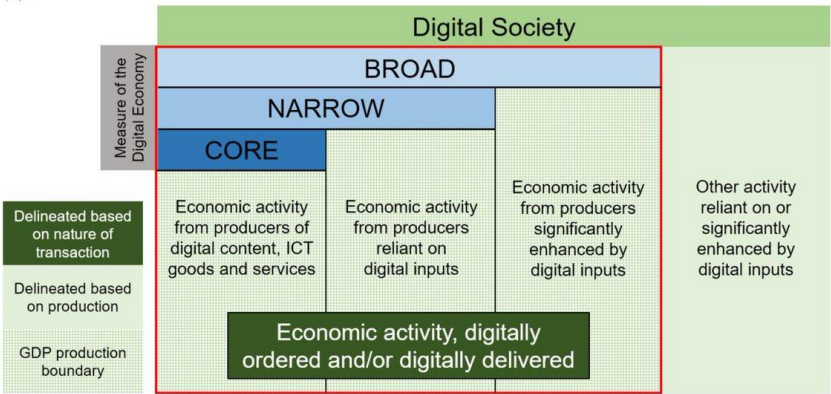


Objective

To measure the development and size of the internet economy for online businesses in Malaysia, where the internet economy acts as a catalyst for the Digital Economy



Tiered definition of the Digital Economy



Source: OECD (2020), A Roadmap toward a Common Framework for Measuring the Digital Economy, available at oe.cd/mde20



Internet Economy Category

Business category

Conceptual description

No Websites

A: Businesses without a website

Company without a websites

B1: Passive online presence

Companies that have a websites do not generate income directly from the internet, the site is informative, not transactional

Online Presence

B2: Active online presence

Companies that generate indirect income through the web, the main activity is carried out in person

C: Online stores

Companies that generate revenue directly from the internet by selling goods. The site is transactional, the activity could not exist without the internet

Core Internet Economy

D: Online services

Companies that generate income directly from the internet by selling services. The site is transactional, the activity could not exist without the internet

E: Internet related ICT

Companies that generate income directly from the internet by selling services. The site is transactional, the activity could not exist without the internet, it belongs to the information and communications technology sector





Benchmark

Title

Objective

	Netherlands	Measuring the internet economy in the Netherlands: A big data analysis	A study into combining web-based (big-data) sources and more classical statistical sources to get more complete feeling of the internet economy and its impact
	Singapore	Using big data to profile Singapore's internet economy	The project demonstrated the feasibility of leveraging Big Data and machine learning in profiling and measuring Singapore's internet economy
	Mexico	Webinar on measuring internet economy	To measure the impact of digital economy within the national context
	OECD	Measuring the internet economy	To measure the internet economy by measuring direct, dynamic, and indirect impact of internet economy
	United Nations	Defining and measuring digital economy	To provide a deeper understanding of the size and economic importance of the digital economy so that the policymakers, businesses, and other stakeholders can make informed decisions



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Measuring the Internet Economy with Big Data in the Netherlands.
Collaboration with Statistics Netherlands.

Evolution of Business Websites during the COVID-19 Pandemic in Select Latin American Countries.
Cooperation with UN ECLAC.

An International Website Analysis of Companies' Reaction to the COVID-19 Pandemic.
Report and interactive dashboard - Partnership with the University of Amsterdam and ETH Zürich.

URL Addresses for the Business Register.
In collaboration with the Federal Statistical Office of Germany.

