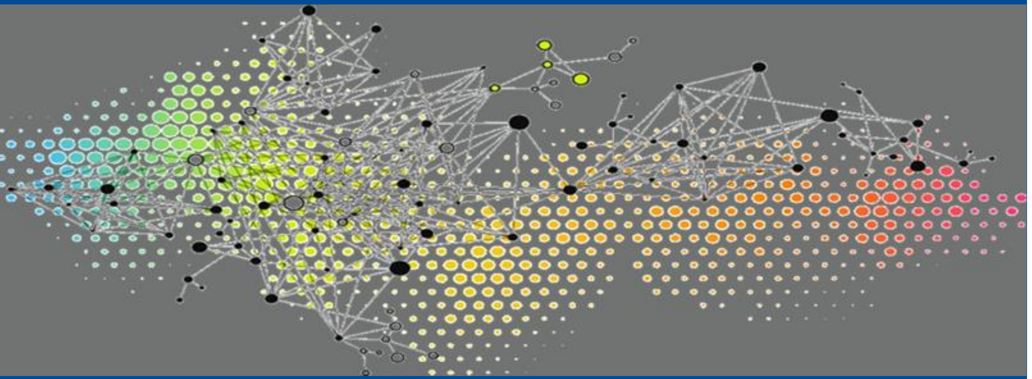


STATISTICS

Compilers Hub

A Digital Platform for the International Community of Macroeconomic Statisticians

Andrew Baer, Sr. Economist, IMF Statistics

Goal for this project:

1. **Establish and manage an International Community of Practice for Macroeconomic Statisticians.**
2. **Design and develop a digital solution for the International Community of Macroeconomic Statisticians that would allow them to**
   - Centralize and share knowledge,
   - Engage in global collaboration, and
   - Convene topical conversations

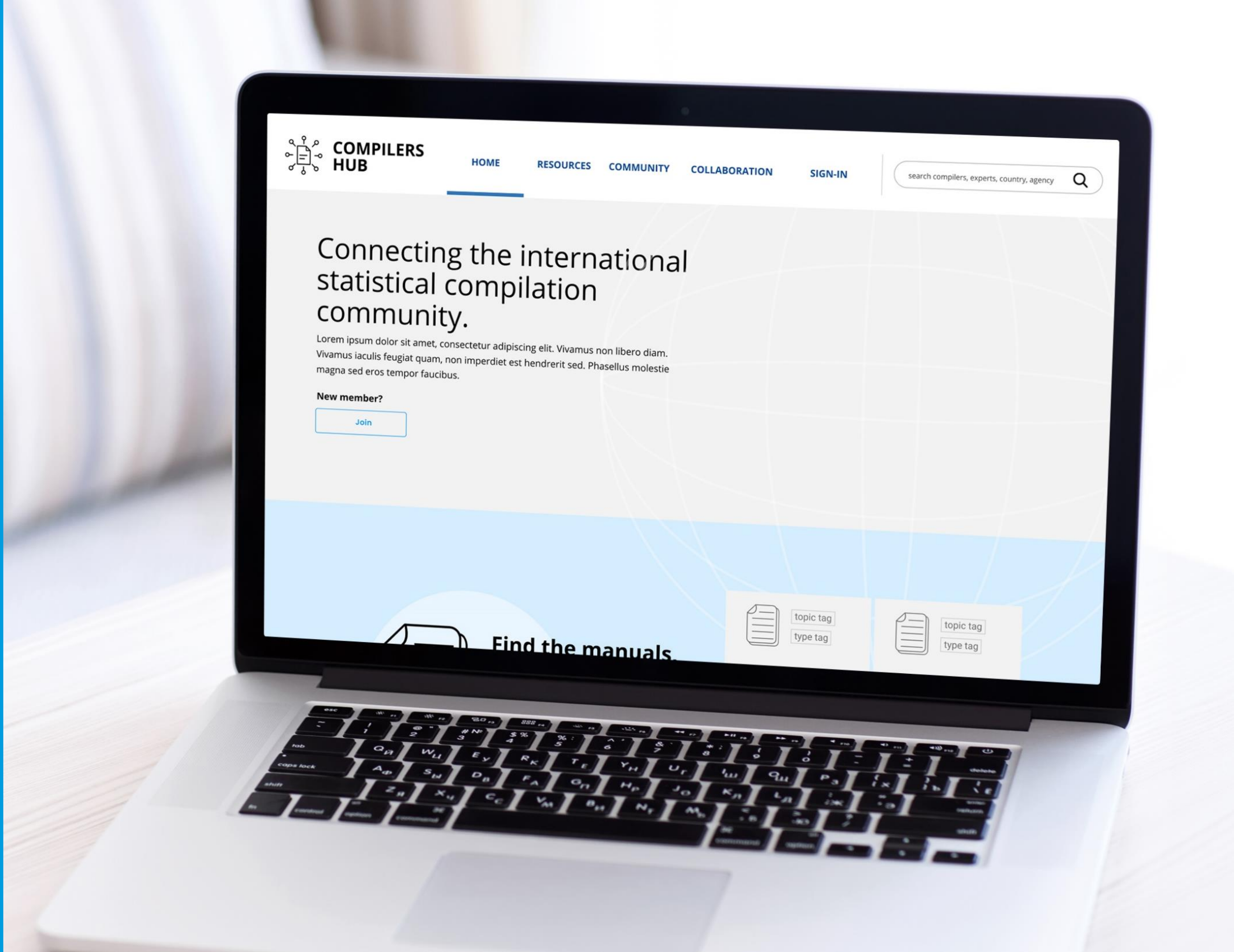
compilershub.imf.org

The Structure

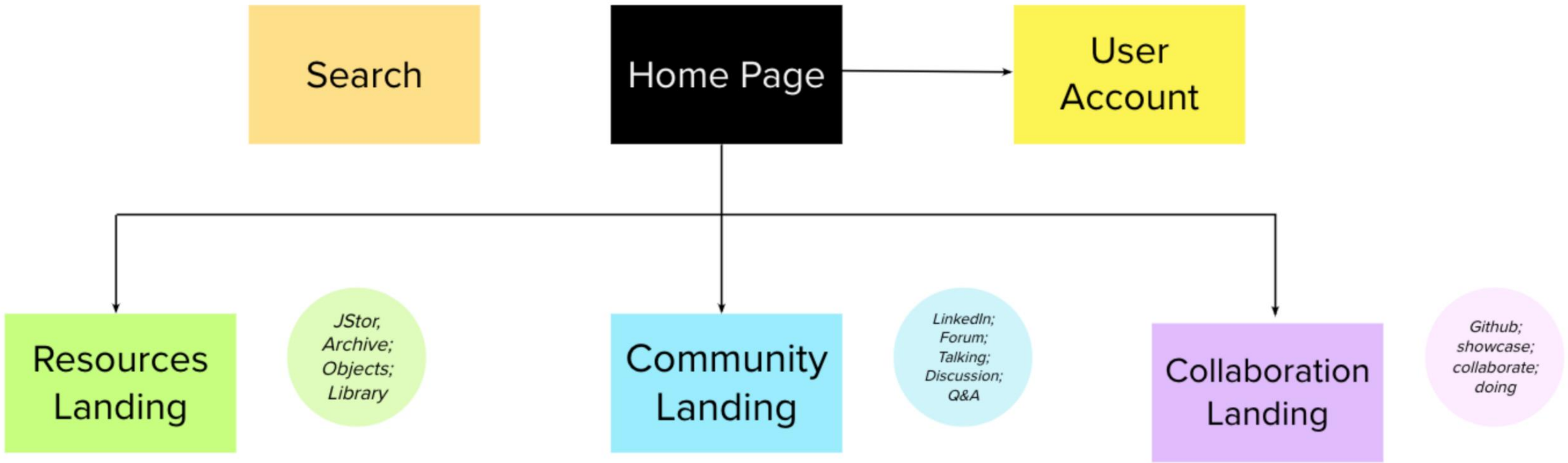
User research revealed that the target audiences' needs can be classified in 3 distinct buckets:

Resources
Community
Collaboration

The information architecture was structured around these needs, and it reflects the users' mental model.



Site Structure Overview



- Log-in <u>not</u> required to view resources.
- Log-in required to access a full suit of resources (e.g., tools, and training material).

- Log-in required to participate.

- Log-in required to view & participate.
- Potential for integration with GitHub functionality.

RESOURCES

This section of the hub will be where users find:

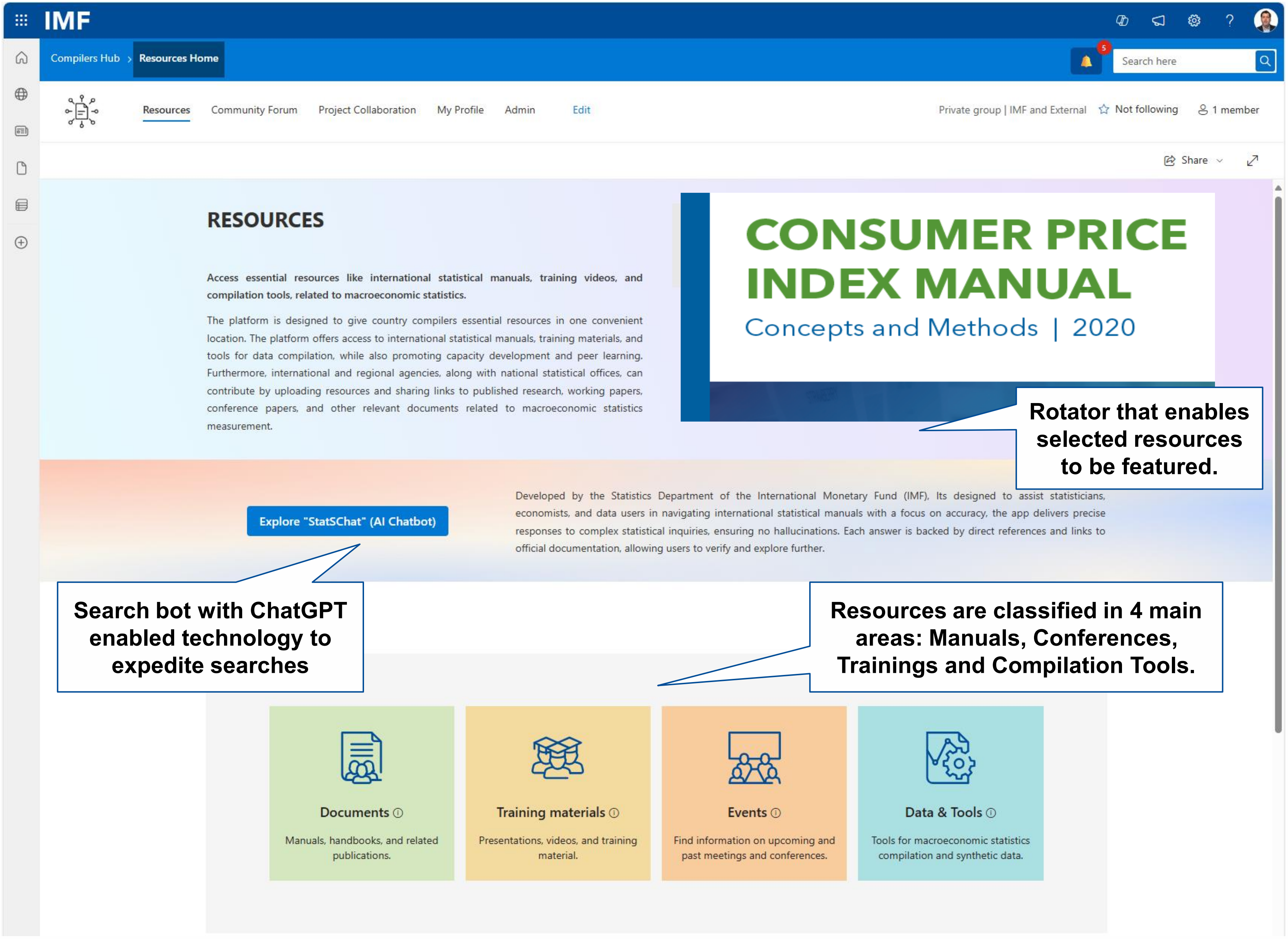
Manuals (Documents),

Training material,

Conferences (Events),

Tools

All of the resources will be tagged with the domains and topics they relate to, making it easy for users to filter and access the information they need quickly.



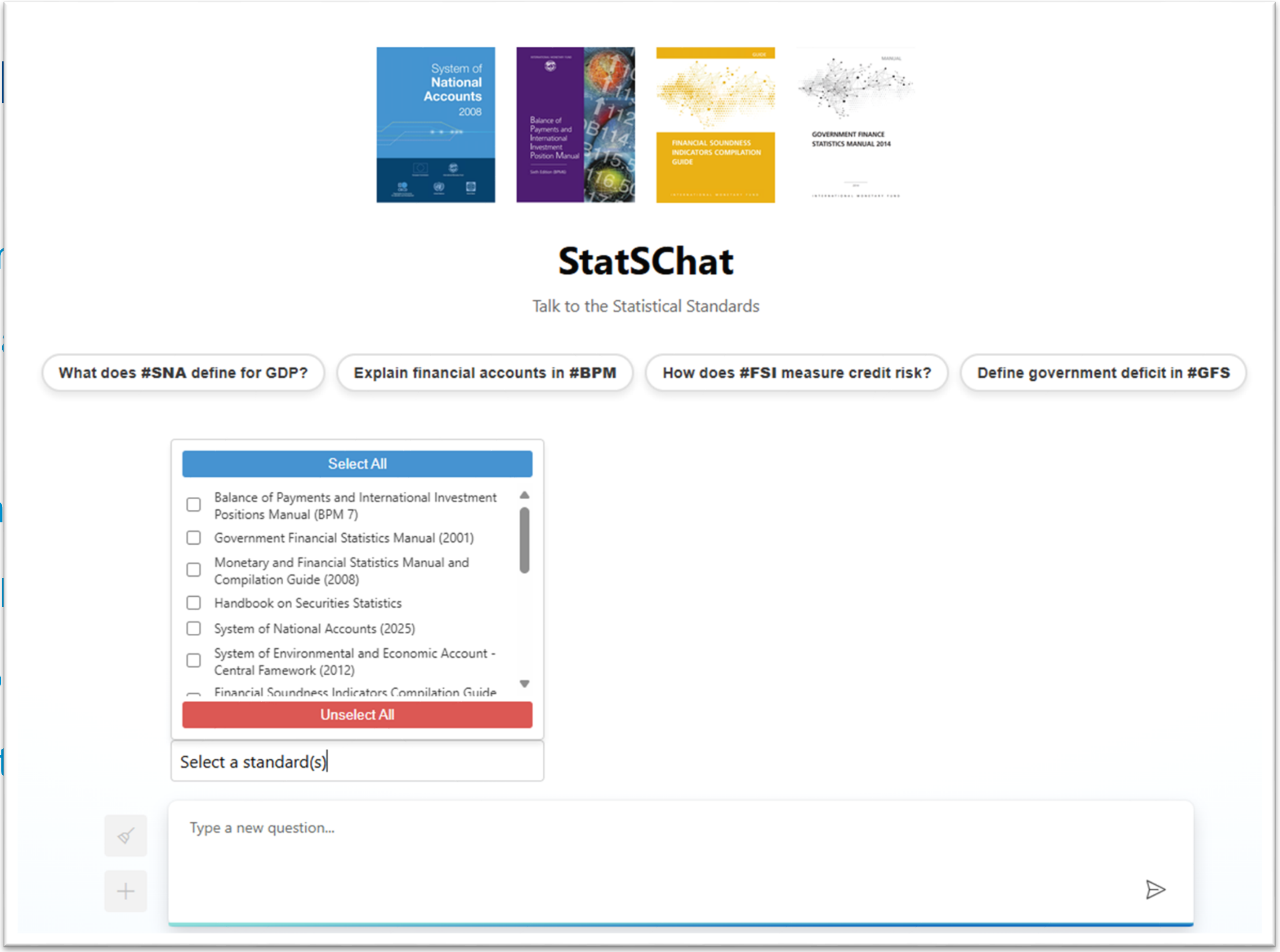
‘StatSChat’

=> All manuals com

=> Difficult to read a

The Bot will:

- Make interaction
- Leverage new AI
- Make the solutio
- Be integrated wit



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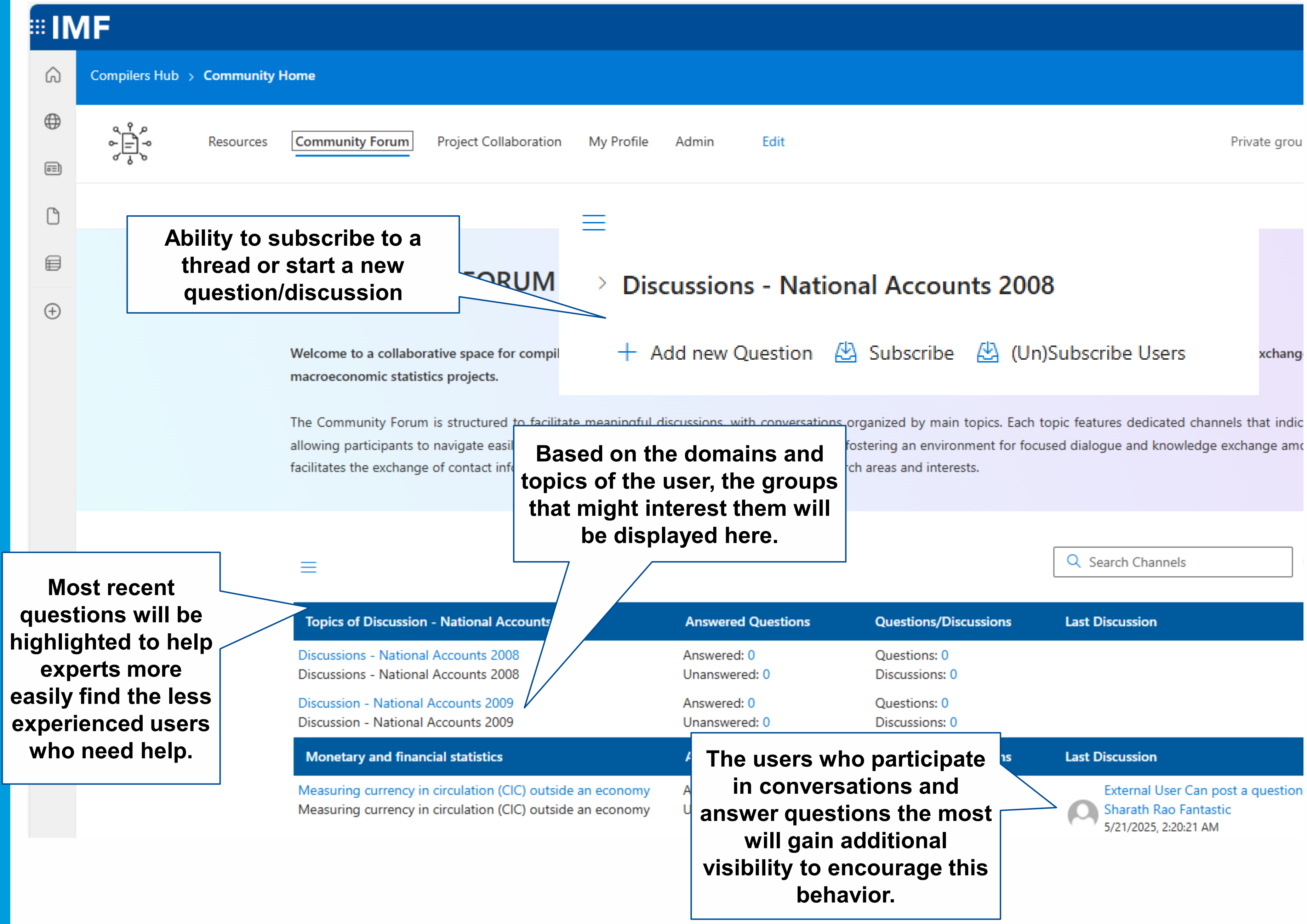
COMMUNITY

Here, users will have the opportunity to interact with other compilers and expand their network.

They can join existing topics or create new ones; participate in discussions and post the questions they might have.



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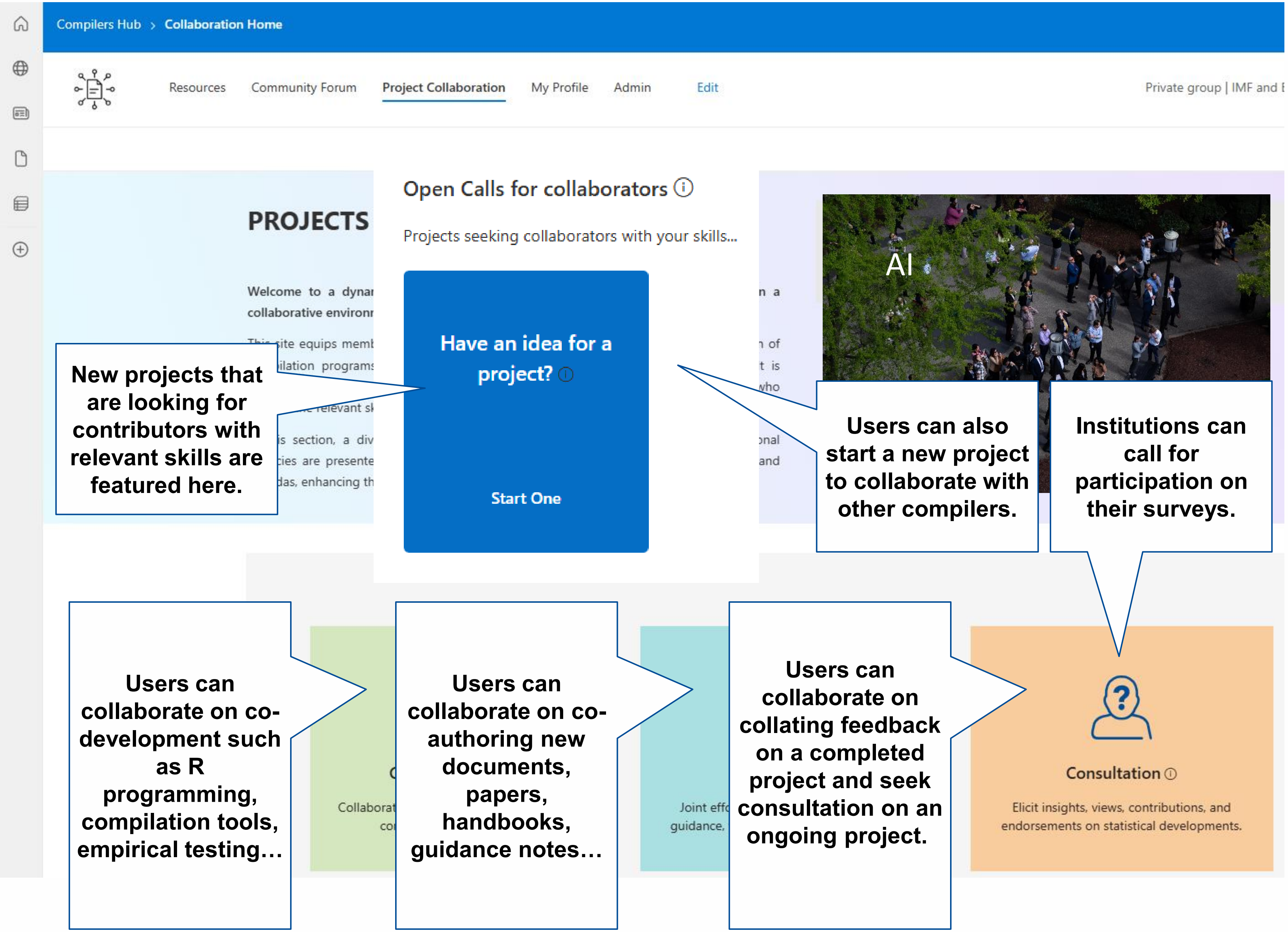
COLLABORATION

One of the most sophisticated features of the hub is to give the users the ability to collaborate on projects.

Like GitHub, this space brings together all the resources related to a project — allowing users to **co-develop** a compilation tool, host the files, do version controlling and distribution — and facilitates collaboration while the project is ongoing.

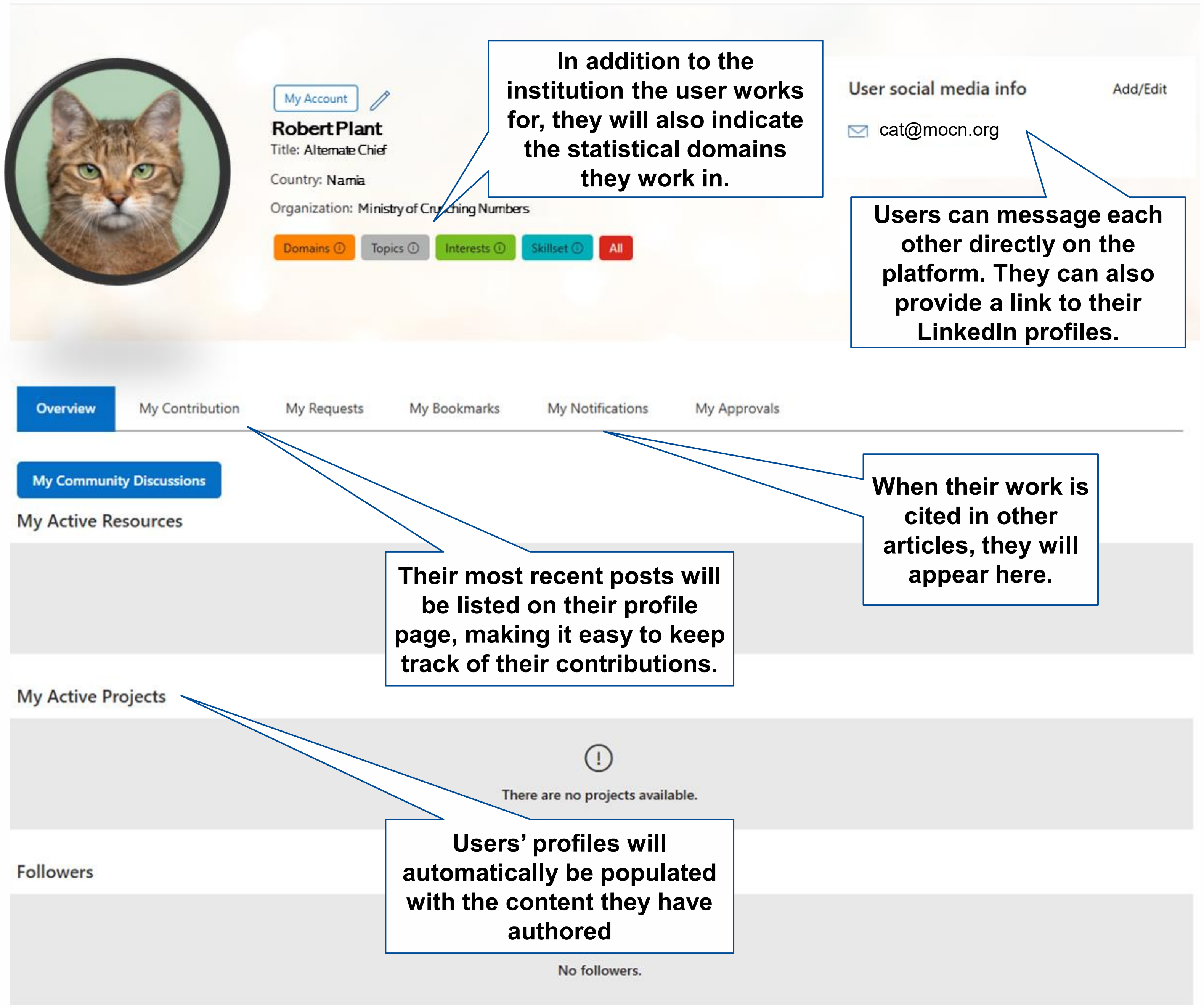
Once it's complete, the activities and outcomes are archived and showcased to inspire new projects.



USER PROFILE

Profile pages are where users can get detailed information on other users' backgrounds, expertise and their contributions to the projects that are being built on the hub.

It's also an area where users can come back to for quick access to the documents they have saved.



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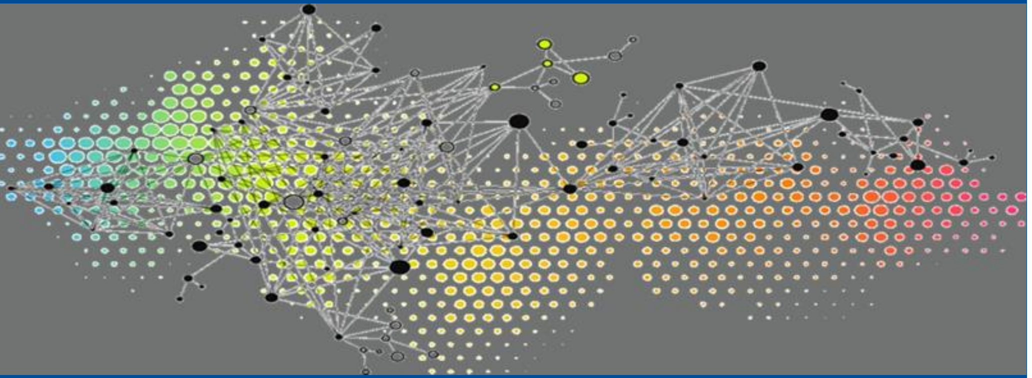

STATISTICS

Measuring Marketing Assets Compilation Guide

Andrew Baer, Sr. Economist, IMF Statistics

Marketing Assets

- Proposed definition - *"The capitalized value of expenditures on advertising and promotional activities (whether purchased or produced on own account), to enhance the overall impression a customer or potential customer gains from their experience with the company and its products."*

- Marketing assets are currently outside of the production boundary.

- 2025 SNA encourages the compilation of extended accounts in which marketing assets are recognized as produced non-financial assets.

Compilation Guide

- Draft guide on the compiling these extended accounts was recently sent to the InterSecretariat Working Group on National Accounts for review and comment
- Chapter 4 of the Guide is on Price and Volume Estimates
- Benefited greatly from earlier Voorburg sector papers for media and advertising industries

Purchased marketing services - output

- Ideal:
  - Directly collected expenditures on marketing services
    - Possible to distinguish marketing for short-term benefit vs. long-term benefit?
      - Short-term = intermediate consumption (e.g. ads for events – movies, time-limited sales)
      - Long-term = gross fixed capital formation (e.g. sponsorships, general brand marketing)
- Fallbacks:
  - Directly collected domestic production of marketing services
  - Commodity flow method – (domestic production + imports) – (exports and consumption)

Purchased marketing services - deflators

- Ideal:
  - Purchaser’s prices
  - Include domestic and import purchases by resident firms
- But:
  - Almost no input price indices covering marketing and advertising services
  - Only one identified import price index for these services (Sweden)
- Available data series:
  - Output PPIs for services activities
  - Basic prices, includes exports but not imports

Availability of services PPIs

Country	ISIC J58, Publishing	ISIC J60, Programming and broadcasting	ISIC M73, Advertising and market research
European Union members	X	X	X
United Kingdom	X		X
Norway	X		X
Switzerland			X
*Turkiye	X	X	X
Israel	X	X	X
Republic of Korea	X	X	X
Japan	X	X	X
*Vietnam	X	X	X
New Zealand	X	X	X
Australia	X		X
United States	X	X	X
*Mexico	X	X	X

* Published indices at sector level only, detailed industry indices for these services not published

European Union regulations mandated coverage of J58 and J60 starting in 2021

Advertising Output Prices – Quality Adjustment

- Should change in audience size be reflected as price or volume change?

- The chapter recommends reflecting as volume change
  - Consistent with guidance in Eurostat Handbook on Price and Volumes
  - Consistent with user value approach for valuing output

- Some countries using theoretical fixed-input output price index model say price change
  - Consistent with resource cost approach for valuing output
  - No direct relationship between production costs and audience size
  - Audience size not known until well after production and initial ad sales

Advertising Output Prices – Quality Adjustment Example

- Country with a single broadcasting company
- Earns 100% of revenue from selling 30-second advertisements
- Viewership increases from 80 million in 2023 to 120 million in 2024
- Average price per ad increases from 20 to 30
- Major differences between indices with and without audience size adjustment

Advertising Output Prices – Quality Adjustment Example

Broadcasting Company Sales and Prices

	Number of ads sold	Sales	Average price per ad sold	# of ad views (thousands)	Average CPM
	a	b	c = b / a	d	e = b / d
2023	10 million	200 million	20	80,000	2.5
2024	10 million	300 million	30	120,000	2.5

Price and Volume Measures

	Output, current prices	Price index A (per ad sold)	Output, 2023 prices, using price Index A	Price index B (CPM)	Output, 2023 prices, using price index B
2023	200 million	100	200 million	100	200 million
2024	300 million	150	200 million	100	300 million

Own-account production of marketing

- Output measured at sum of costs

- Two recommended methods for deflators:
  - 1) Pseudo-output indices
    - Use input indices weighted based on contribution to sum of costs
      - Labor in selected occupations likely to be dominant input
    - Add quality adjustment factor
      - Could be based on total factor productivity for industries that employ selected occupations (likely ISIC 73)
  - 2) Output indices for comparable market services
    - Likely to be activities in ISIC 73

PPI/XMPI ONLINE COURSE

PPI/XMPI COURSE IN WASHINGTON MARCH 2006

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