

Annex A: Consultation questions (a response template is available on ONS website)

See sections 6 & 7 for BFI response

1a) Which ONS digital economy statistics do you use?

[E-Commerce and ICT Activity](#)

Yes/No

[Internet Access Quarterly Update](#)

Yes/No

[Internet Access - Households and Individuals](#)

Yes/No

Please provide details of specific statistics used, for example, e-commerce statistics by business size or Internet usage figures by age.

1b) How useful do you find ONS digital economy statistics on a scale of 1 to 5, where **1** is **not at all useful** and **5** is **very useful**?

[E-Commerce and ICT Activity](#)

1	2	3	4	5	N/A
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[Internet Access Quarterly Update](#)

1	2	3	4	5	N/A
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[Internet Access - Households and Individuals](#)

1	2	3	4	5	N/A
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2) What do you use ONS digital economy statistics for?

3a) What are your preferences for the timing of future annual 'Internet Access Update' publications?
<p>No preference/Don't use <input type="checkbox"/></p> <p>Published in a separate publication in May each year <input type="checkbox"/></p> <p>Combined into a joint publication with the 'Internet Access – Households and Individuals' in August each year <input type="checkbox"/></p>

3b) What are your preferences for the content of future annual 'Internet Access Update' publications?
<p>No preference/ Don't use <input type="checkbox"/></p> <p>Include statistics for one quarter for each year <input type="checkbox"/></p> <p>Include statistics for every quarter in the year since the last publication <input type="checkbox"/></p>

4) Would an indicator set similar to that proposed in the 'Monitoring e-commerce' article be useful?

Yes

No

Don't know

If yes, how would you use this information and what decisions would it inform?

5) Would the expansion of the e-commerce survey to broaden the coverage, for example, to include businesses with less than 10 employees and/ or a wider range of industry sectors, be beneficial?

Yes

No

Don't know

If yes, please explain which expansion you would be interested in, the benefits and the decisions the new information would inform.

6) What other statistics on the digital economy would be helpful for your work?

Please explain why these statistics are important and what decisions they would help to inform if they became available?

Film and television are examples of the creative industries whose business models are shifting away from traditional platforms to the digital economy. We would like to see ONS provide a more relevant set of official statistics for these developments in these sectors by providing data on the size, and growth of digital activity. While we understand the need to measure digital inequality and to continue to report on those excluded from the benefits of the internet, consumer statistics on the digital economy should focus on mapping more effectively household use of different types of digital audio-visual activity. This would assist in providing a better understanding of how the availability of an ever increasing range of digital services is changing consumption patterns and leisure behaviour and therefore assist business planning in these areas. For example, ONS should estimate the size of growing digital sectors of the economy such as video games, and also report on the growth in consumption of entertainment from on-demand digital platforms.

We also would suggest co-operation between ONS and Ofcom who both produce official statistics on the digital economy, to provide a more coherent and less duplicative set of statistics. For the BFI work for our stakeholders we currently find the Ofcom statistics of more use because they cover a greater range of consumer internet activity and break this down by type of access e.g. whether streaming entertainment using a computer or mobile phone. It would also be sensible for the ONS to work with others in this area such as the BBC and Google.

7) Would you, or someone in your organisation, be interested in becoming a member of a new 'Measuring the digital economy' user group?

If there was a commitment to enhance the work in the areas we have mentioned above the BFI would be happy to participate in the User Group

Telephone number	02071733248
Brief background on your (organisation) area of interest	<p>About the BFI In 2011 the BFI became the lead organisation for film in the UK. It is now a Government arm's-length body and distributor of Lottery funds for film. Our mission is to ensure that film is central to our cultural life, in particular by supporting and nurturing the next generation of filmmakers and audiences. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:</p> <ul style="list-style-type: none"> • As the UK-wide organisation for film, a charity core funded by Government • By providing Lottery and Government funds for film across the UK • By working with partners to advance the position of film in the UK <p>In October 2012, the BFI published 'Film Forever, Supporting UK Film 2012-2017', which set out its strategy for the next five years, following an extensive industry consultation.^[1] It described the activities underpinning the BFI's three strategic priorities:</p> <ul style="list-style-type: none"> • Expanding education and learning opportunities and boosting audience choice across the UK • Supporting the future success of British film • Unlocking film heritage for everyone in the UK to enjoy. <p>To that end, the BFI helps ensure that public policy supports film and, in particular, British film. Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke</p>
Email address	Vivienne.avery@bfi.org.uk
<p>Is this a personal response or on behalf of an organisation? Please enter ✓ in the box to indicate your response:</p> <p> <input type="checkbox"/> Personal response <input checked="" type="checkbox"/> On behalf of an organisation (please state which organisation above) </p>	

^[1] <http://www.bfi.org.uk/about-bfi/policy-strategy/film-forever>