

► Digital platform employment -State of play and next steps

A strong need for statistics on DP work and employment

Examples of this data include the following:

- ▶ The prevalence of DPE.
- ▶ The trends of DPE over time.
- ▶ Detailed statistics such as characteristics of the people carrying out DP work, characteristics of the work, working conditions etc.

Data is needed to create a common understanding of the extent and situation of persons carrying out DP work.



► Data is needed to understand the impact of DPE



Job Creation vs. Replacement

Does digital platform employment create new jobs or is it a transformation of already existing ones?



Flexibility and control over the work

Does digital platform employment provide more flexibility for workers or reduce their authority to control their work?



Access to Social Protection

How does digital platform employment impact on the access to social protection and employment benefits?



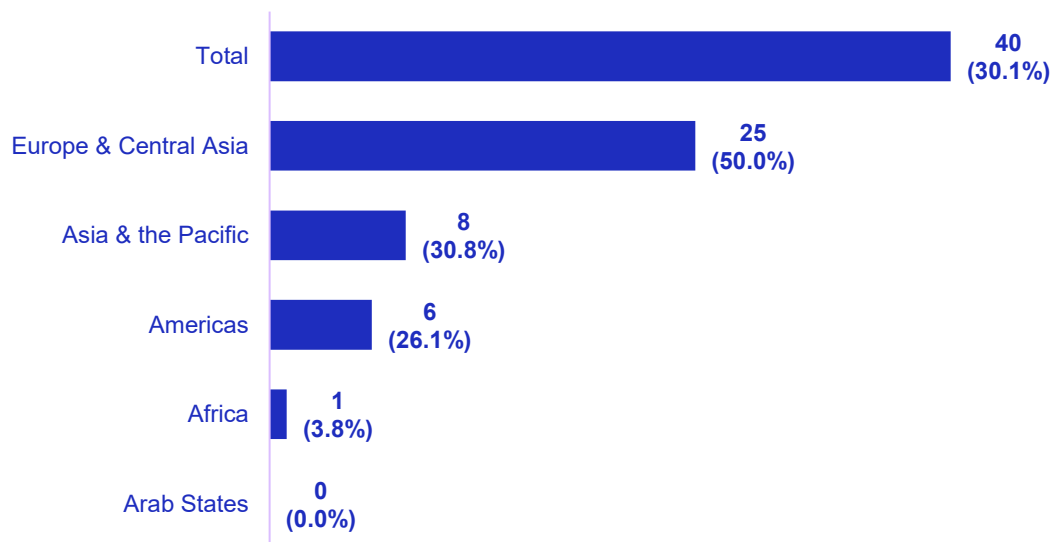
Worker dependency

How dependent are workers on digital platforms as a source of employment and income?

Etc...

► Close to a third of countries have made measurement efforts

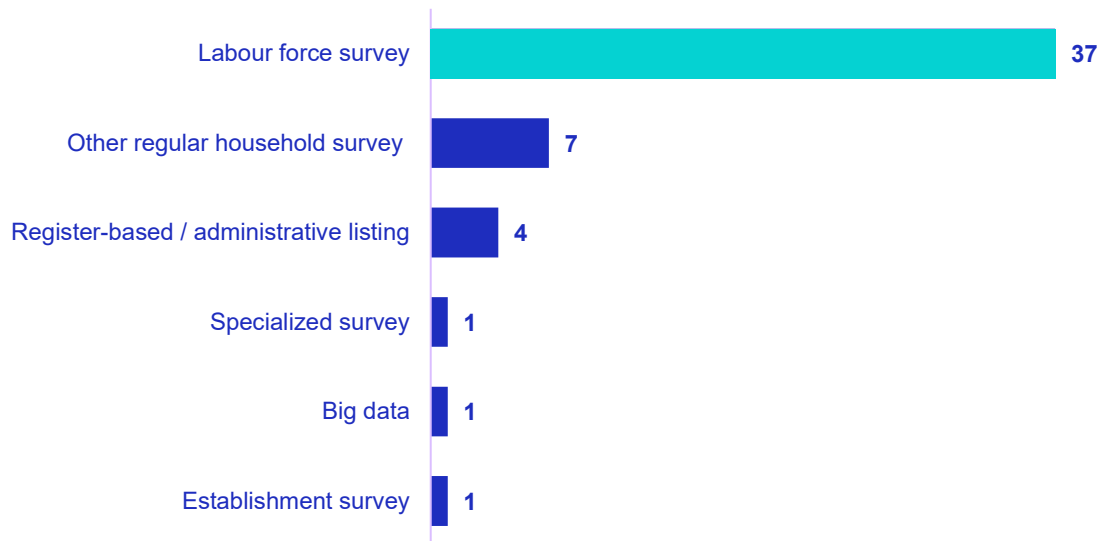
Number of countries that have measured digital platform employment



- High number from Europe and Central Asia due to participation of 17 EU and EFTA countries in the Eurostat pilot survey
- Countries in Africa and Arab States were least likely to have measured DPE
- Among these 40 countries, 8 have regularly been measuring and producing estimates on digital platform employment
- All countries intend to measure DPE again

Nearly all countries used LFS to obtain information on digital platform employment

Sources used for measuring digital platform employment



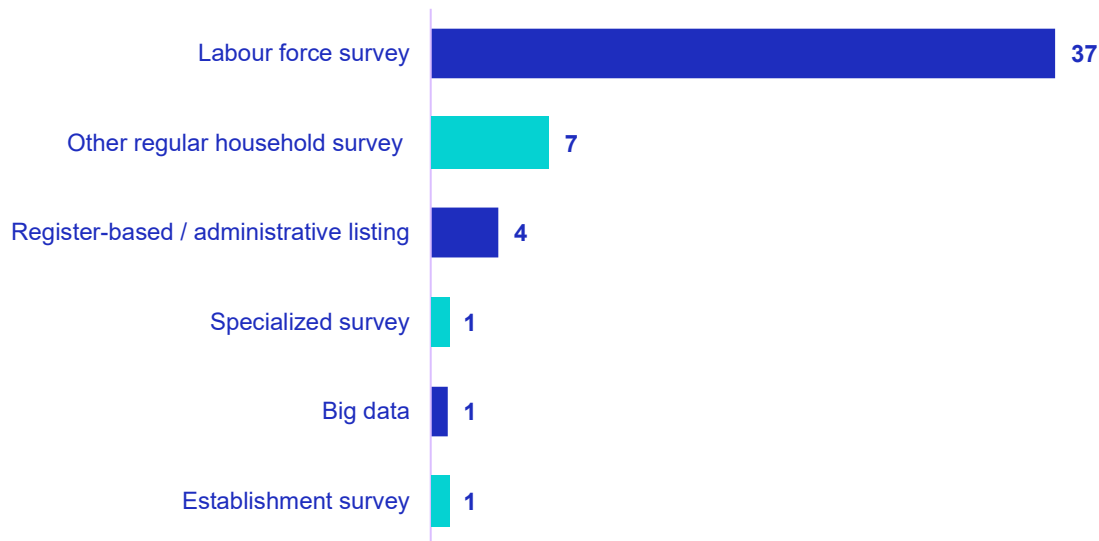
* Data do not sum to the total number of countries, as countries may attempt to measure digital platform employment via multiple source types.

Labour Force Survey

- ▶ Often done as an ad-hoc module to the main LFS
- ▶ Provides opportunity to augment estimates with a rich amount of information from the LFS
- ▶ Relatively uncommon phenomena means there are likely limits to the level of disaggregation possible for analysis when data are captured via a sample survey

A minority of countries used other survey sources, mainly tapping on other regular household surveys

Sources used for measuring digital platform employment



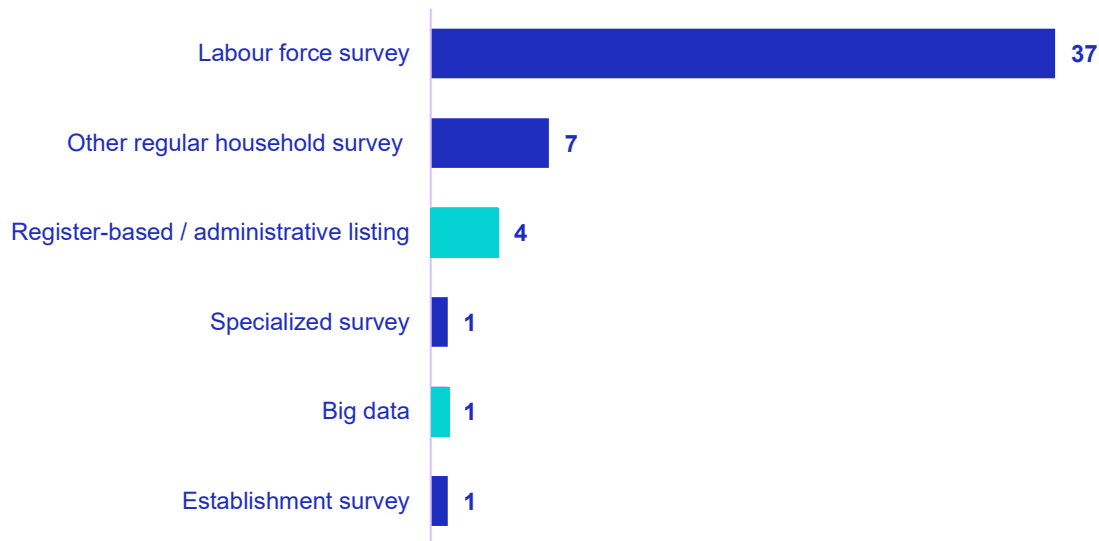
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Other survey sources

- ▶ Besides LFS, other household surveys used include ICT usage (Canada, EU) and time-use surveys (UK)
- ▶ Specialized surveys provide more targeted and in-depth insights into the plight of digital platform workers or specific sub-groups of them, but require significantly more resources
- ▶ Establishment survey measured the reliance of establishments on online platform companies to arrange assignments

A few countries have explored the use of administrative listings or big data

Sources used for measuring digital platform employment



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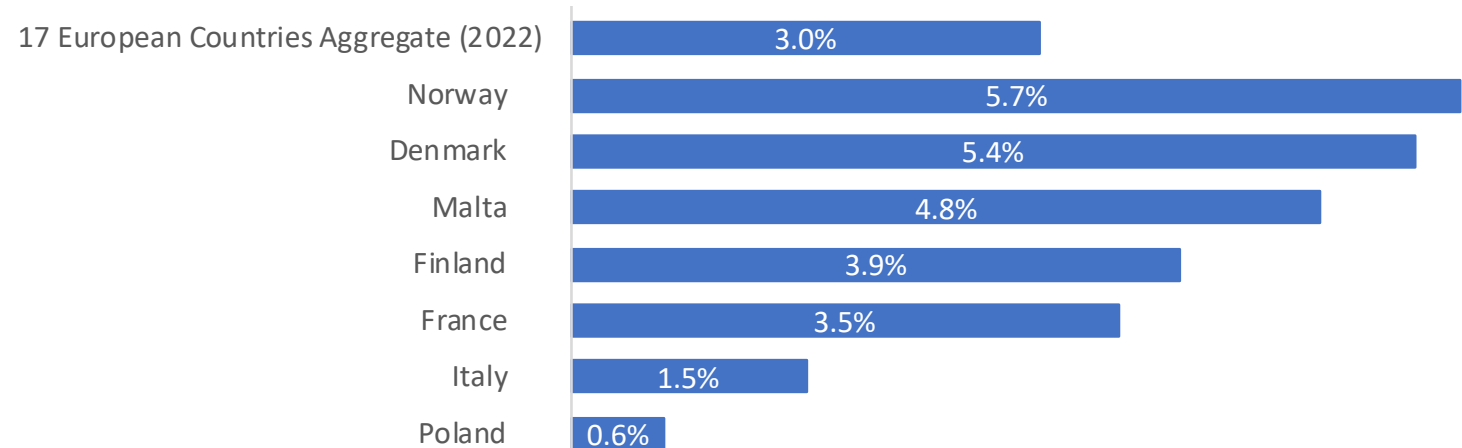
Non-survey sources

- ▶ All countries that used non-survey sources did so as a supplement to DPE collection via LFS
- ▶ Examples include tax records (Belgium, Italy) or records obtained from the platforms themselves (Singapore)
- ▶ May lower time and cost requirements and allow for more detailed levels of disaggregation
- ▶ However, it could be challenging to access / obtain data, and may sometimes not be comprehensive

Data not internationally comparable, though there has been promising development

- ▶ Different concepts, reference periods, definitions and methodology used by countries in their measurement
- ▶ Directly impacts the estimates produced, hampers analysis and cross-country comparison
- ▶ In general, the prevalence seem to be significant but relatively low.

The prevalence of digital platform employment



► Need for further work

20th ICLS in 2018

- “Employment through digital platforms” was discussed as part of the adoption of the 20th ICLS resolution.
- Conclusion that it was too premature to address this topic.
- The ILO was recommended to undertake further conceptual and methodological development work.

Work conducted since the 20th ICLS

- Assisted countries in their attempts to measure DPE.
- Participating in the Eurostat TF on DPE
- Contributing to the OECD, ILO and Eurostat *Handbook on measuring digital platform employment and work*
 - Published in 2023
 - First step towards addressing the need for a more comprehensive and harmonized statistical framework that builds on the 19th and 20th ICLS resolutions.

A need for developing statistical guidelines

21st ICLS 2023

ILO received a mandate develop statistical standards

2024

WG was formed
Had its first WG-meeting in Nov (on-line)

2025

Sub-group meetings
2nd WG-meeting sep/oct, In-person in Singapore

2026/2027

Yearly WG-meetings.
Global consultation

22nd ICLS 2028

Put forward for discussion and adoption

At the 21st ICLS, the ILO was mandated to develop statistical standards that includes an improved statistical framework and definitions, that meet the different data needs.

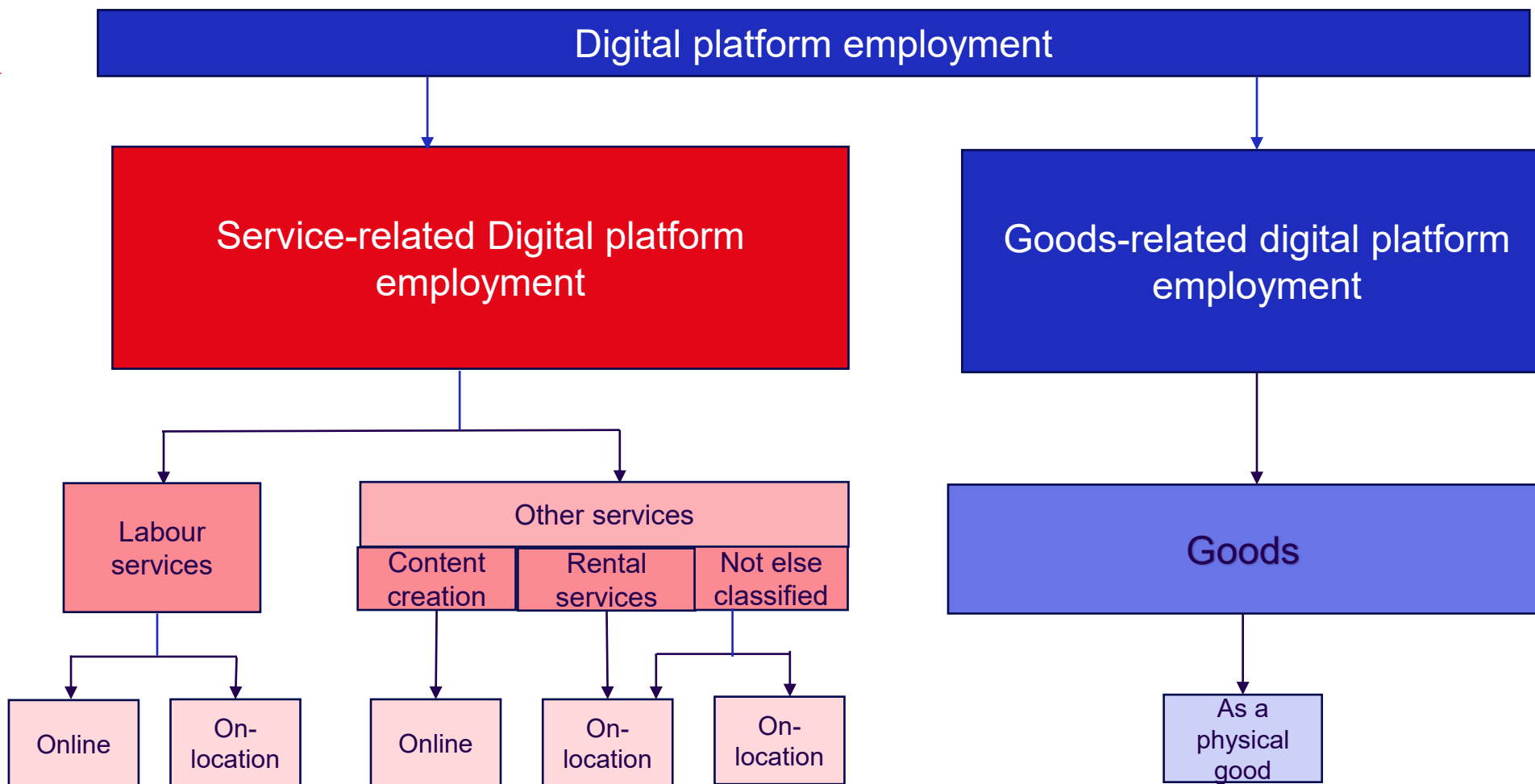
Developing stronger recommendations and methods for measurement.

Conceptual framework

▶ While discussions are still ongoing, progress have been made regarding the scope/structure of a forthcoming statistical standard.

- ▶ There seems to be broad agreement that the focus should be on work/employment with jobs as reference unit.
 - And not a broader focus on the digital platform economy, economic units etc.
- ▶ Support to recognize that forms of work other than employment may have relevance in relation to DP.
 - Particularly volunteer work and unpaid trainee work are deemed to have relevance.
 - Less clarity around own-use production work, due to conceptual differences.
- ▶ General agreement around using a broad scope of digital platform employment.
 - Including goods, intermediation of different types of services (labour services, rental services, content creation etc.)
- ▶ At the same time a recognition that countries will need to focus on the components of relevance within the country, depending on policy need.
 - **Intermediation of labour services**, such as delivery, home repair, tutoring, transportation, cleaning etc. constitute the core concept.
 - It is the category of highest policy relevance, and it is included in all measurements independent on the precise scope.
 - Countries can expand if needed/rellevant with intermediation of goods, rental and content creation.

Conceptual framework on DPE



Building block framework

► Framework would be based on a building-block model

- Enable countries to focus on the components that are most relevant to their context.
 - The measurement of labour services would form the core of digital platform employment statistics.
 - Can be expanded with additional components—such as goods, other services and its different subcategories, depending on the need.
- The framework would also constitute the logical entry point for more operational definitions of the different components.
 - Clarify the boundaries of the different components and by that also clarify the boundaries of the overarching concept of DPE.
- In addition, the framework could be linked to the indicators.
 - For instance, a core indicator could focus on labour services intermediated by platforms, while complementary indicators could be developed for the intermediation of goods and other services (or its different sub-components), depending on data availability, feasibility and objectives.
- Framework could be further supported by a typology:
 - Provide additional granularity and understanding of the type of activities included within the different general components.

Data collection recommendation and tools

► **An important part is to develop data collection recommendations and tools to support countries implementation of the future standard.**

► This includes the use of multiple statistical source:

- Household surveys, LFS
- Specialized surveys
- Admin data and big data

As well as exploring the possibility to combine sources.

► However, household surveys, particular, LFS are likely to be a main source for measuring the prevalence and general structure of DPE.

- With some regularity, for example yearly or every 2nd-5th year.
- Other sources can be used to complement, for example:
 - Specialized surveys; if a need to provide more in-depth statistics
 - Admin data; to further enhance the statistics.

-Some progress already made in relation to some key issues in relation to measurement.



Reference period

- ▶ Countries have been using different reference periods, now it seems to be an agreement to recognize the use of a:
- ▶ Short reference period (ref week)
 - Makes it possible to link to other labour indicators, e.g. share of DPE out of tot employment.
 - Problematic if low prevalence of DPE.

AND

- ▶ Long reference periode (12 month)
 - Increases the occurrence and thereby the sample of DP workers.
 - Issues with recalling which impacts on the quality
- ▶ In relation to LFS the recommendation would be to use both.
 - To ensure comparability between countries and a clear link to employment while enabling countries with low prevalence of DPE to enlarge their sample.

-Some progress already made in relation to some key issues in relation to measurement.



Target population. Who to ask the questions to?

▶ Employed only

- Creates a direct link to information already collected (industry, occupation working time etc.)
- A significant number of DPE among non-employed persons.

▶ All persons in working age

- Seems to capture a larger share of DPE.
- Is necessary if a longer reference period is used

▶ Seems to be a general support to recommend asking all persons in working age

- As experiences from some countries is that a significant share of DPE is found among those outside employment.
- At least countries should be encouraged to test, with some interval, whether DPE among non-employed is marginal or of significance.

-Some progress already made in relation to some key issues in relation to measurement.



Screening questions. The questions to use, for identifying DPE

- ▶ Minimalistic approach:
 - -Tends to lead to misunderstanding, high share of false positives and negatives.
- ▶ Multiple questions:
 - Higher response burden.
 - Captures a broader range of DPE activities.
- ▶ Key will be to find a balance between the two.

-Some progress already made in relation to some key issues in relation to measurement.



A strategy to deal with false positives, is essential.

- ▶ Collecting the name of the DP
 - Is key to enable post processing and cleaning data from false positives
- ▶ Include additional questions
 - Are payments, or clients received through the DP
 - Have proved valuable to exclude false positives where the respondent have used the DP as a consumer/client and not a provider of a service or good.
 - A likely future development is that specific questions will be used depending on the category of DPE.
- ▶ List based approach
 - Matching the name with a pre-defined list.
 - Good experience in countries that measures DPE regularly.
 - Others find it burdensome and resource heavy

Strong need for further conceptual and methodological development

▶ While progress has been made there are still more work to be done in relation to:

▶ Definitions and concepts

- Increase clarity around the boundaries and definitions.

▶ Indicator framework

- Needs to be further developed, and the indicators need to be prioritized.

▶ Data collection tools and recommendations

- The work will continue with the aim to provide more detailed recommendations and tools

▶ This is still work in progress!

Next step

▶ Further develop the proposal for discussions at the next WG meeting in 2026.



Thank you