Department for Culture Media & Sport

Digital Sector Economic Estimates

Statistical Release

January 2016

Contents

This publication has been revised on 26 February 2016 to correct data in the Digital Sector Economic Estimates release published on 26 January 2016.

The 2013 export figures included in this publication have been revised on 26 February 2016. This is to correct an error found following publication. The change only impacts on Exports of Services 2013 figures for Digital Sector and UK and the resulting total exports figures for Digital Sector and UK 2013.

There are no changes to any other figures in this document or accompanying tables.

Chapter 1: Introduction

Released: 26 January 2016

Geographic Coverage: United Kingdom

The UK economy and individuals lives are becoming increasingly digital. Over the last ten years regular internet use by adults in Great Britain has more than doubled[1] and the value of e-commerce sales increased by 66 per cent between 2008 and 2013[2].

In 2016 the Department for Culture Media and Sport (DCMS) will be setting out a Digital Strategy for the UK, looking to the next five years with an ambitious agenda aimed at ensuring the UK leads the way on digital. It is important that there is robust information on the Digital Economy to support delivery of this strategy and inform policy decisions.

Ultimately DCMS would like to measure the impact of "digital" on the whole economy, including areas as diverse as construction and health care. As a first step, DCMS is publishing estimates of the direct economic contribution of the Digital Sector to the UK economy.

These Digital Sector Economic Estimates are Experimental Official Statistics which are "new official statistics undergoing evaluation. They are published in order to involve users and stakeholders in their development and as a means to build in quality at an early stage." [3]

This release provides estimates of gross value added (GVA), employment and exports for the Digital Sector in the UK. Feedback on this publication and the proposed developments (see Annex C) are welcomed via email at evidence@culture.gov.uk.

What is the Digital Sector?

In order to measure the Digital Sector, it is important to define the sector. The definition used in this release was developed by the OECD using the UN Standard Industrial Classifications (SICs)[4] and therefore has the advantage of international comparability. The Digital Sector can be measured by the approximate gross value added (aGVA) of the industries that make up the Digital Sector.

It is important to note that this statistical release does not make an attempt to measure the GVA of the Digital Economy or the value added of digital to the wider economy. There are many people working in digital jobs (Digital Occupations) which are not part of the Digital Sector and many more making use of digital technology to do their work (e.g. through e-commerce) who do not work in

[1] In 2015 78 per cent of adults in Great Britain accessed the internet every day, or almost every day, compared with 35 per cent in 2006. Office for National Statistics (ONS), Internet Access – Households and Individuals 2015. http://www.ons.gov.uk/ons/dcp171778_412758.pdf

[2] E-commerce refers to the trading of goods or services over computer networks such as the internet. ONS, The impact of e-commerce on the UK economy. http://www.ons.gov.uk/ons/rel/rdit2/e-commerce-and-internet-use/analysis-at-uk-level/sty-the-impact-of-e-commerce-on-the-uk-economy-.html

[3] Code of Practice (2009). https://www.statisticsauthority.gov.uk/monitoring-and-assessment/code-of-practice/

[4] http://www.oecd.org/sti/sci-tech/38217340.pdf. This definition was also used by DCMS and ONS in 2015. ONS: What defines the Digital Sector? http://www.ons.gov.uk/ons/dcp171776_419158.pdf DCMS: GVA of DCMS Sectors. https://www.gov.uk/government/statistics/ad-hoc-statistical-analysis-2015-quarter-4-gva-of-dcms-sectors

Digital Occupations or the Digital Sector, though some activities included in the Digital Sector, such as the manufacture of computers, relates to the infrastructure that is needed to enable the wider digital activity such as e-commerce to develop. Details of the standard industrial classifications (SICs) and standard occupational classifications (SOCs) included in the definition of the Digital Sector used in this publication are provided at Annexes B and C respectively.

Methodology

The data sources and methodology used to calculate estimates for the Digital Sector are the same as the Creative Industry Economic Estimates, but with one significant difference. The estimates in this publication are not calculated using an intensity based approach to determine the Digital Sector. The sectors included are determined by the definition developed by the OECD as outlined above.

The estimates have been produced using Office for National Statistics (ONS) sources (the Annual Business Survey, the Annual Population Survey, International Trade in Services, the Pink Book and UK Trade in Goods Analysed in Terms of Industry).

It is proposed that in future an intensity based approach is used to measure the impact of the Digital Economy. First the occupations considered digital will be agreed (see Annex C for those included in this publication), then any sector with a proportion of digital workers above a specified threshold will be included as digital. The contribution of each of these sectors will then be combined to give an estimate of GVA. Work has already been done by Nesta and techUK (2015) looking at this possible approach and some of the issues[5]. This approach is intended to move a step closer to the ultimate aim of DCMS to measure the value added of digital to the UK economy, rather than just the contribution of the Digital Sector.

Terminology

Throughout this report, the following terminology has been used for employment and jobs:

1. Digital Sector: those employed in occupations in the Digital Sector (including those in Digital Occupations and those in non-Digital Occupations e.g. finance). See Annex B.
2. Digital Occupations: those employed in Digital Occupations whether or not they are in the Digital Sector. See Annex C.
3. Digital Economy: all those employed in the Digital Sector as well as those in Digital Occupations outside the Digital Sector.

[5] http://www.nesta.org.uk/sites/default/files/dynamic_mapping_of_the_information_economy_industries.pdf

Chapter 2: Key Findings

1.4m jobs
Digital Sector
jobs 2014

£43.0bn
Digital Sector exports
2013

Gross Value Added (GVA) (2009 – 2014) – measured in current prices (i.e. not adjusted for inflation).

- GVA of the Digital Sector was £118.3bn in 2014, an increase of 7.2 per cent compared with 2013.
- The Digital Sector accounted for 7.3 per cent of the UK Economy in 2014, the highest proportion recorded, up from 6.9 per cent in 2009.

Employment (2011 – 2014)

- In 2014, there were 1.4 million jobs in the Digital Sector, 4.4 per cent of total jobs in the UK, up from 1.3 million in 2011.
- In 2014, there were 2.0 million jobs in the Digital Economy, an increase of 1.7 per cent compared to 2013.

Exports (2013) – measured in current prices (i.e. not adjusted for inflation).

- Total exports for the Digital Sector in 2013 were worth £43.0bn, 8.2 per cent of all UK exports (goods and services).
- The value of services exported by the UK Digital Sector in 2013 was £27.6bn, 12.8 per cent of total UK services exported.
- The value of goods exported by the UK Digital Sector in 2014 was £15.9bn, a 3.3 per cent increase on the 2013 value of £15.4bn.

Chapter 3: Gross Value Added

The gross value added (GVA) calculated in current prices (i.e. not adjusted for inflation) has been estimated for businesses within the digital sector using approximate GVA (aGVA) from the Annual Business Survey (ABS)[6].

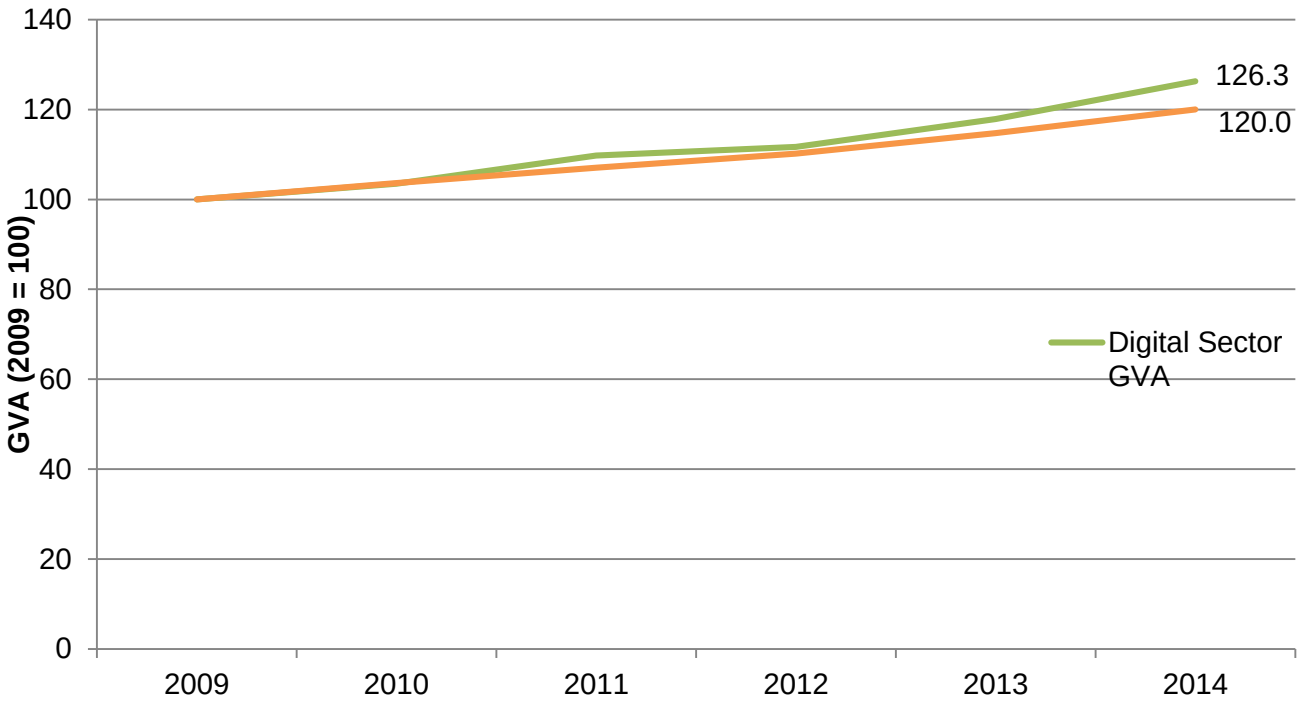
Key findings:

- In 2014 the GVA of the Digital Sector was £118.3bn and accounted for 7.3 per cent of the UK Economy, the highest proportion recorded.
- GVA of the Digital Sector increased by 7.2 per cent between 2013 and 2014, compared with an increase of 4.6 per cent of the UK economy between 2013 and 2014.

Growth in the Digital Sector

In 2009, GVA of the Digital Sector was £93.7bn, and accounted for 6.9 per cent of the UK economy. Between 2009 and 2014 it increased by 26.3 per cent, compared to an increase of 20.0 per cent for the UK economy as a whole over the same period (see Figure 1).

Figure 1: Changes in GVA indexed to 2009 = 100, 2009 - 2014



Notes:

1. Source, ONS Annual Business Survey

[6] Approximate GVA (aGVA) is based on survey data and is the best source of GVA estimates for the Digital Sector. A full description of the differences between aGVA and GVA can be found at http://www.ons.gov.uk/ons/guide-method/method-quality/specific/business-and-energy/annual-business-survey/quality-and-methods/a-comparison-between-abs-and-national-accounts-measures-of-value-added.pdf

Table 1: Digital Sector GVA, 2009 to 2014

	2009	2010	2011	2012	2013	2014
GVA (£m)	93,666	96,946	102,834	104,622	110,387	118,288
UK Total (Blue Book, ABML)	1,348,507	1,397,744	1,443,281	1,485,776	1,546,914	1,618,346
Percentage share of UK Total	**6.9**	**6.9**	**7.1**	**7.0**	**7.1**	**7.3**

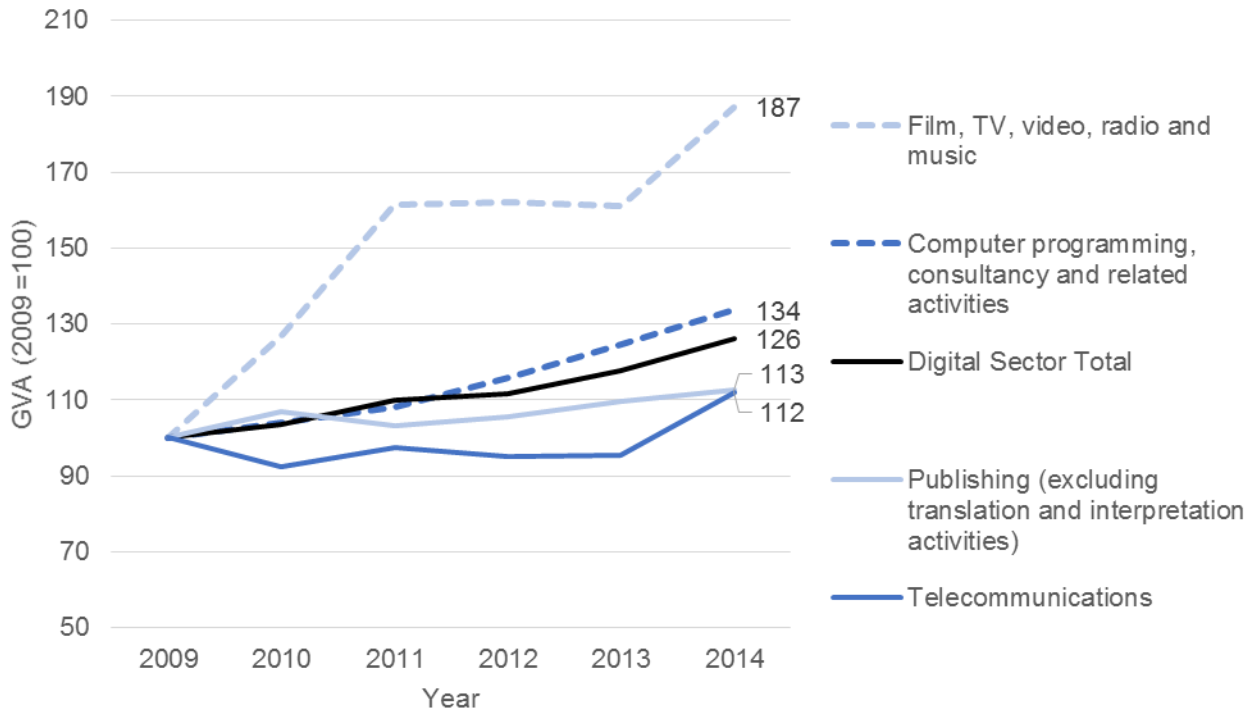
Notes:
1. Source ONS Annual Business Survey.
2. ABML is the Blue Book Series Identifier
3. The GVA estimate for 2013 has been altered from previous estimate published within the DCMS GVA due to revisions in the Annual Business Survey in line with regular quality assurance processes.

GVA by Digital Sector Group

The GVA has been calculated for sub-sectors within the Digital Sector based on SIC codes, see Figure 3. Where possible, sub-sectors have been classified following a similar categorisation to the Creative Industries Economic Estimates or ONS National Accounts. For full details of 4-digit SICs included in each group see Annex B.

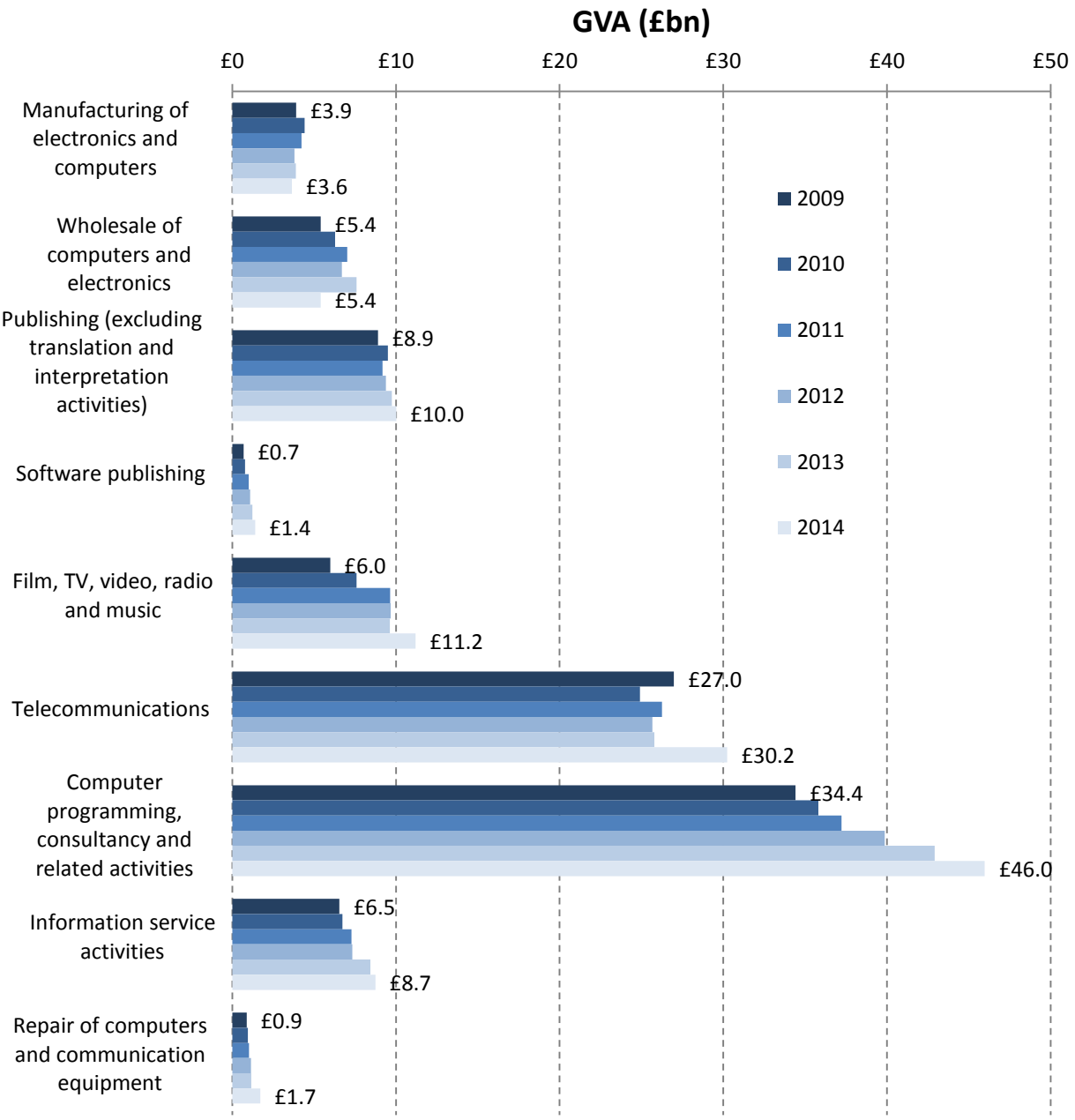
Figure 2 shows the change in GVA between 2009 and 2014 for the four groups within the Digital Sector with the largest GVA. It shows the range in growth across the sector, from 87 per cent for 'Film, TV, video, radio and music' to 12 per cent for telecommunications. Software publishing had the highest increase in GVA between 2009 and 2014, increasing by 102.3 per cent over this period, manufacturing of electronics and computers was lowest with a decrease of 7 per cent between 2009 and 2014.

Figure 2: Growth in GVA for largest four Digital Sector groups, 2009 = 100



Notes:
1. Source, ONS Annual Business Survey
2. Figures are expressed in current prices (i.e. not adjusted for inflation)

Figure 3: Digital Sector GVA



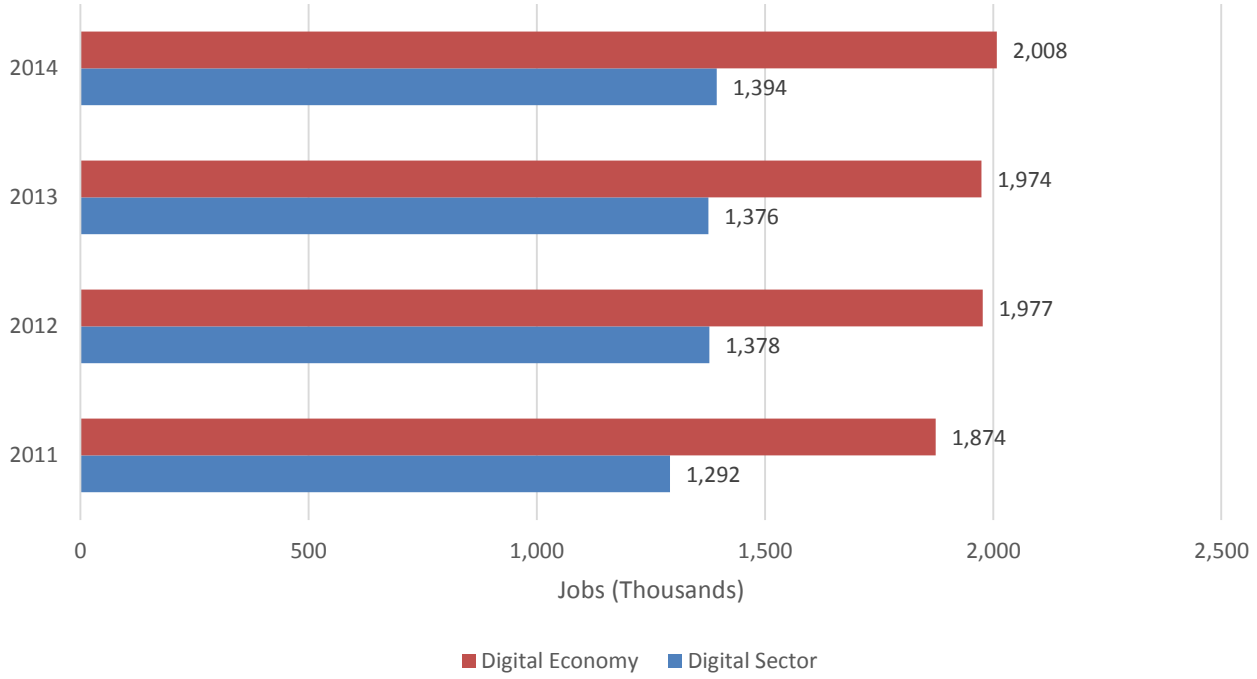
Notes:
1. Source, ONS Annual Business Survey
2. Figures are expressed in current prices (i.e. not adjusted for inflation)

Chapter 4: Employment

Employment refers to the number of jobs. This report includes estimates for the Digital Sector and the Digital Economy. Main jobs and second jobs are treated equally, as are full and part time jobs (each count as a single job in the figures). See Annex C for the SOC codes that have been used to define Digital Occupations. Estimates are based on the ONS, Annual Population Survey.

Figure 4 shows the total jobs in the Digital Sector and Digital Economy.

Figure 3: Jobs in the Digital Economy, 2011 - 2014



Digital Economy

For this report, the Digital Economy is defined as all jobs in the Digital Sector, as well as all those working in Digital Occupations in non-Digital Sectors.

- In 2014, there were 2.0 million jobs in the Digital Economy, an increase of 1.7 per cent compared with 2013.
- In 2014, the number of jobs in the Digital Economy accounted for 6.4 per cent of the total number of jobs in the UK.
- The number of jobs in the Digital Economy has increased by 7.1 per cent since 2011, compared to the number of jobs in the wider UK economy which has increased by 4.2 per cent since 2011.

Digital Sector

The number of jobs in the Digital Sector is the total number of jobs in SIC 2007 codes classified as digital (see Annex B), whether the jobs are in a Digital Occupations or not.

- In 2014, there were 1.4 million jobs in the Digital Sector, an increase of 1.3 per cent compared to 2013.
- In 2014, the number of jobs in the Digital sector were responsible for 4.4% of the total number of jobs in the UK.
- The number of jobs in the Digital Sector increased by 7.9 per cent between 2011 and 2014, from 1.3 million jobs in 2011.

Table 2: Employment in the Digital Sector, 2010-2014

	2011	2012	2013	2014
Digital Sector	1,292,000	1,378,000	1,376,000	1,394,000
Per cent of UK total jobs	4.3%	4.5%	4.5%	4.4%
Digital Economy	1,874,000	1,977,000	1,974,000	2,008,000
Per cent of UK total jobs	6.2%	6.5%	6.4%	6.4%

Notes:

1. *Source, ONS Annual Population Survey*

Chapter 5: Exports

Headline findings:

- Total exports for the Digital Sector in 2013 were worth £43.0bn, 8.2 per cent of all UK exports (goods and services).
- Exports of services accounted for 64 per cent of the value of all Digital Sector exports.

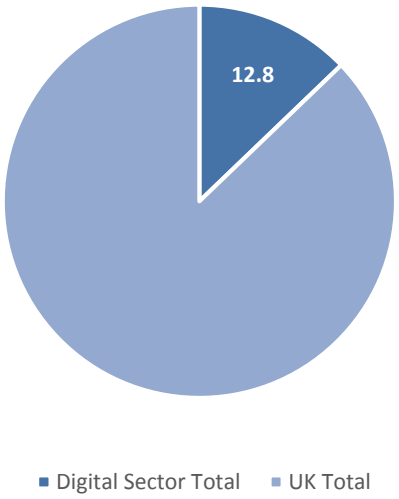
Exports of Services

Exports of services are measured using ONS International Trade in Services (ITIS) data. These are based on a survey of just under 15,000 UK businesses, and record the value of services which businesses export. Results are in current prices (i.e. have not been adjusted for inflation). The latest data available from ITIS are for 2013, and only these have been included in this release. However it is anticipated that a full time series will be provided at a later date. See Annex D for further details of future developments.

Headline findings:

- The value of services exported by the UK Digital Sector in 2013 was £27.6bn.
- The value of services exported by the UK Digital Sector was worth 12.8 per cent of the UK total services exported in 2013.

Figure 4: The value of services exported by the digital sector, 2013



Exports of goods

Exports of goods are measured using UK trade in goods by classification of product by activity (Trade in goods by CPA)[7]. For further details of the goods included see Annex B.

Headline findings:

- The value of goods exported by the UK Digital Sector in 2014 was £15.9bn, a 3.3 per cent increase on the 2013 value of £15.4bn.
- Exports of goods by the UK Digital Sector were worth 5.4 per cent of total UK trade in goods in 2014, this was down from 7.1 per cent in 2010.

Table 3: Exports of goods for the Digital Sector, current prices (i.e. not adjusted for inflation), £ million

		CPA (08)	2010	2011	2012	2013	2014
Electronic Components & Boards	P2WN	26.1	2998	2670	2297	1685	2026
Computers & Peripherals	P2WO	26.2	5355	4560	3884	3,598	4,293
Communication Equipment	P2WP	26.3	4888	5161	4607	5145	4683
Consumer Electronics	P2WQ	26.4	1891	1783	1479	1,373	1,398
Magnetic & Optical Media	P2WU	26.8	122	116	151	134	116
Printed Matter	P2YA	58.1	2841	2780	2872	2,754	2,726
Packaged Computer Software	P2YB	58.2	538	354	264	224	201
Films & Videos	P2YD	59.1	369	384	307	316	274
Audio Recordings & Printed Music	P2YE	59.2	182	196	172	173	197
Total Digital Sector			**19,184**	**18,004**	**16,033**	**15,402**	**15,914**
Total UK Exports			**270,196**	**308,171**	**304,302**	**306,226**	**293,739**
% Total exports of goods			**7.1%**	**5.8%**	**5.3%**	**5.0%**	**5.4%**

Notes:

1. *Data are taken from UK trade in goods by classification of product by activity (Trade in goods by CPA)*
2. ***T**he data in this release has been seasonally adjusted*

[7] http://www.ons.gov.uk/ons/rel/uktrade/uk-trade-in-goods-analysed-in-terms-of-industry/q3-2015/sum-uk-trade.html

Chapter 6: Summary

The estimates set out in this release show the growing importance of the Digital Sector to the UK Economy. In 2014 the Digital Sector accounted for 7.3 per cent of the UK Economy (GVA), up from 5.3 per cent in 2009, and 4.4 per cent of jobs in the UK.

These Digital Sector Economic Estimates are Experimental Official Statistics which have been published in order to encourage discussion on the appropriate definition and measurement of the value of "digital" to the UK economy. It is envisioned that there will be significant developments to this release in future, these include:

1. Changing the approach to defining the Digital Sector – it is proposed that an intensity based approach is used, so that the SICs include in the Digital Sector are determined based on the proportion of digital workers in the sub-sector.
2. Including additional data and economic measures - future releases will include time series data for the following four key economic measures:
    - Gross value added;
    - Employment;
    - Exports; and
    - Productivity.

More details on the proposals and key questions for users can be found at Annex D. DCMS will continue to engage with a range of users and stakeholders across government and beyond as it continues to develop this statistical release. Feedback on the proposed developments are welcomed via email at evidence@culture.gov.uk.

Annex A: Digital Sector Industries

Definition

The definition used in this release was developed by the OECD using the UN Standard Industrial Classifications (SICs)[8] and therefore has the advantage of international comparability. The Digital Sector can be measured by the approximate gross value added (aGVA) of the industries that make up the Digital Sector.

Data sources

This release has been based on ONS data sources which use the latest occupational classification (SOC 2010) and the latest industrial classification (SIC 2007).

GVA

Data used in the calculation of GVA estimates are taken from the Annual Business Survey (ABS). Information on the ABS can be found here. UK totals are taken from the ONS Blue Book (as the ABS excludes financial services). The variable used is ABML. Information on the Blue Book can be found here. The latest industrial classification (SIC 2007) was introduced in the 2008 data.

Employment

Data used to estimate employment are taken from the Annual Population Survey (APS). Data are restricted to those who are employees or self-employed. Main jobs and second jobs are counted, and weighted according to the person weighting (pwta11). The number of jobs in each occupation, in each industry is then counted. More information on the APS can be found here. The latest occupational coding standard (SOC 2010) was introduced in the 2011 data.

Exports of services

Data used to estimate the value of exports of services are from the International Trade in Services (ITIS) survey. Further information about the ITIS dataset can be found here. UK total Exports of Services is taken from the Pink Book, as ITIS does not have full coverage. The variable used is KTMQ. Information on the Pink Book can be found here. The latest industrial classification (SIC 2007) was introduced in the 2009 data.

Exports of goods

Data used for estimate of the value of exports of goods are from the UK trade in goods by classification of product by activity (Trade in goods by CPA) which can be found here. Seasonally adjusted, current price figures are used. Totals are taken from the same source.

Total Exports

Total exports (including goods and services) is taken from UK Trade series IKBH, available here.

Estimates for the Digital Sector are calculated in the same way as the Creative Industries with the exception of the Creative Intensity step. Full details of the methodology for the Creative Industries is provided in the methodology note[9].

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[8] http://www.oecd.org/sti/sci-tech/38217340.pdf. This definition was also used by DCMS and ONS in 2015. ONS: What defines the Digital Sector? http://www.ons.gov.uk/ons/dcp171776_419158.pdf DCMS: GVA of DCMS Sectors. https://www.gov.uk/government/statistics/ad-hoc-statistical-analysis-2015-quarter-4-gva-of-dcms-sectors

[9] www.gov.uk/government/publications/creative-industries-and-digital-sector-economic-estimates-methodology

Annex B: Digital Sector Industries

The table below sets out the Standard Industrial Classification 2007 (SIC) codes used to define the Digital Sector in this release. Where possible, Digital Sector Groups have been chosen to align with those used in the Creative Industries Economic Estimates or National Accounts.

Table 4: Digital Sector (SIC Codes)

Digital Sector Group	SIC	Description	Overlap with:	
			Creative Industries	Telecoms
Manufacturing of Electronics and Computers	26.11	Manufacture of electronic components		
	26.12	Manufacture of loaded electronic boards		
	26.20	Manufacture of computers and peripheral equipment		
	26.30	Manufacture of communication equipment		
	26.40	Manufacture of consumer electronics		
	26.80	Manufacture of magnetic and optical media		
Wholesale of computers and electronics	46.51	Wholesale of computers, computer peripheral equipment and software		
	46.52	Wholesale of electronic and telecommunications equipment and parts		
Publishing (excluding translation and interpretation activities)	58.11	Book publishing	*	
	58.12	Publishing of directories and mailing lists	*	
	58.13	Publishing of newspapers	*	
	58.14	Publishing of journals and periodicals	*	
	58.19	Other publishing activities	*	
Software publishing	58.21	Publishing of computer games	*	
	58.29	Other software publishing	*	
Computer programming, consultancy and related activities	62.01	Computer programming activities	*	
	62.02	Computer consultancy activities	*	
	62.03	Computer facilities management activities		
	62.09	Other information technology and computer service activities		
Information service activities	63.11	Data processing, hosting and related activities		
	63.12	Web portals		
	63.91	News agency activities		
	63.99	Other information service activities n.e.c.		
Film, TV, video, radio and music	59.11	Motion picture, video and television programme production activities	*	
	59.12	Motion picture, video and television programme post-production activities	*	
	59.13	Motion picture, video and television programme distribution activities	*	
	59.14	Motion picture projection activities	*	
	59.20	Sound recording and music publishing activities	*	
	60.10	Radio broadcasting	*	
	60.20	Television programming and broadcasting activities	*	
Telecommunications	61.10	Wired telecommunications activities		*
	61.20	Wireless telecommunications activities		*
	61.30	Satellite telecommunications activities		*
	61.90	Other telecommunications activities		*
Repair of computers and communication equipment	95.11	Repair of computers and peripheral equipment		
	95.12	Repair of communication equipment		

Table 5 shows which codes used to represent the Digital Sector for exports of goods in this release.

Table 5: Digital Sector (exports of goods)

CPA (O8)	Description
26.1	Manufacture of electronic components and boards
26.2	Manufacture of computers and peripheral equipment
26.3	Manufacture of communication equipment
26.4	Manufacture of consumer electronics
26.8	Manufacture of magnetic and optical media
58.1	Publishing Activities
58.2	Software publishing
59.1	Motion picture, video and television programme activities
59.2	Sound recording and music and publishing activities
60.1	Radio broadcasting
60.2	Television programming and broadcasting activities
61.1	Wired telecommunications activities
61.2	Wireless telecommunications activities
61.3	Satellite telecommunications activities
61.9	Other telecommunications activities
62.0	Computer programming, consultancy and related activities
63.1	Data processing, hosting and related activities; web portals
63.9	Other information service activities

Annex C: Digital Occupations

Table 6 shows the list of occupations used in this report based on 4 digit Standard Occupational Classification 2010 (SOC) codes. These SOC codes have been used based on by work that has been undertaken by Nesta and techUK (2015)[10].

Table 6: Digital Occupations

SOC	Description
1136	IT and telecommunications directors
2133	IT specialist managers
2134	IT project and programme managers
2135	IT business analysts, architects & systems designers
2136	Programmers and software development professionals
2137	Web design & development professionals
2139	IT & telecommunications professionals not elsewhere classified
3131	IT operations technicians
3132	IT user support technicians
5242	Telecommunications engineers
5245	IT Engineers

As part of the move towards an intensity based approach to the measurement of the value added of digital to the UK economy DCMS will review the occupations considered digital and welcomes feedback on this issue, see Annex D for further details.

[10] http://www.nesta.org.uk/sites/default/files/dynamic_mapping_of_the_information_economy_industries.pdf

Annex D: Developments

The Digital Sector Economic Estimates publication is an experimental statistics release measuring the direct economic contribution of the Digital Sector to the UK economy. They are "new official statistics undergoing evaluation. They are published in order to involve users and stakeholders in their development and as a means to build in quality at an early stage."

There are many possible approaches and possible definitions which could be used to measure the Digital Economy. Work has already been done by Nesta and techUK (2015) looking at using a Digital Intensity approach similar to that used for the Creative Industries[11]. Other work in this areas includes estimates of the Digital Economy using big data analytics[12].

This publication provides estimates for the Digital Sector. In the long term DCMS would like to move towards producing estimates of the impact of digital on the economy. DCMS is inviting users to review the content of this publication and provide input into the development of estimates for future releases.

Digital Intensity

It is proposed that in future a similar methodology to that of the Creative Industries Economic Estimates is used, using the 'digital intensity' of different sectors in order to determine the Digital Sector. Table 7 shows the digital intensity for the ten SIC codes with the highest 'digital intensity', for a longer list see Table 8 in the additional tables. There is one SIC code in this table which is not included in the current definition of the Digital Sector, 94.11 Activities of business and employers membership organisations.

Table 7: Digital Intensity

SIC	Description	Digital Intensity (%)
95.11	Repair of computers and peripheral equipment	100.0
63.11	Data processing, hosting and related activities	82.4
61.9	Other telecommunications activities	79.8
94.11	Activities of business and employers membership organisations	74.4
62.01	Computer programming activities	68.2
62.09	Other information technology and computer and other service activities	61.7
62.02	Computer consultancy activities	61.6
62.03	Computer facilities management activities	57.7
26.2	Manufacture of computers and peripheral equipment	51.7

[11] http://www.nesta.org.uk/sites/default/files/dynamic_mapping_of_the_information_economy_industries.pdf

[12] http://www.niesr.ac.uk/sites/default/files/publications/SI024_GI_NIESR_Google_Report12.pdf

Digital Occupations

The list of Digital Occupations set out in Annex C has been used to derive estimates in this publication. DCMS welcomes views on whether these are the best occupations to include as digital or whether there are now others that should be included (such as those working in data analytics). The list of Digital Occupations used will take on increased importance under a Digital Intensity methodology.

Under - coverage of microbusinesses

The Annual Business Survey, which is used to calculate the GVA of the Digital Sector, is known to have under coverage for microbusinesses. This is an issue in the Creative Industries where there is a relatively high proportion of small businesses. The impact on the Digital Sector is unknown and will be considered further by DCMS in advance of future publications.

Questions

DCMS welcomes feedback from users of these statistics on the proposed developments. Feedback on the following questions would be particularly appreciated:

1. **Do you agree with the proposal to move towards a 'digital intensity' approach to measuring the Digital Economy? If so, do you have a view on the appropriate threshold?**
2. **Do you agree with the Digital Occupations set out in Annex C? If not, please provide details of changes you would like to see.**
3. **Do you broadly agree with the Digital Sector groups as set out in Annex B?**
4. **Do you have any views on the data sources used to produce these estimates?**
5. **Do you have any other comments on this release?**

Please direct all responses to these questions and any other feedback on this experimental release to evidence@culture.gov.uk by Tuesday 26th April 2016. We will publish a report on the future proposals based on responses in June 2016.

It is anticipated the next release of this publication will be in September 2016. This will reflect the definition agreed following consultation and include more detailed data (for example employment by group and region and additional time series data for exports).

If you would like to join our distribution list in order to get updates as we make developments and release new data then please sign up here.

Annex E: Background Note

1. The Digital Sector Economic Estimates release is an Experimental Official Statistics release and has been produced to the standards set out in the Code of Practice for Official Statistics. For more information, see http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf.

2. The responsible statistician for this release is Becky Woods. For enquiries on this release, please contact Becky on 0207 211 6134 or evidence@culture.gov.uk.

3. DCMS appreciates the continued input and support from:

   Department for Business, Innovation and Skills
   Office of National Statistics, in particular the Methodology Advisory Service
   Nesta

4. For general enquiries contact:
   Department for Culture Media and Sport,
   100 Parliament Street
   London
   SW1A 2BQ
   Telephone: 0207 211 6000

5. DCMS statisticians can be followed on Twitter via @DCMSInsight.

6. Sign up for the Digital Sector newsletter is available here.

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