Measuring Digital Platforms Workers

Muhammad Suhaib
Director (National Accounts)
Pakistan Bureau of Statistics

Background

- The 2025 SNA is an update of the 2008 SNA

- The 2025 SNA retains the basic theoretical framework of the 2008 SNA.

- New topics include:
  1. Globalization
  2. **Digitalization**
  3. Emerging financial issues
  4. Islamic finance
  5. Informal economy

Part A.

Introduction

Digitization

- Describes the conversion from analogue information into a machine-readable (digital) format. In simple words, it is the process of converting information from a physical format into a digital one.

- Example:

Scanning of documents

Converting handwritten records into Excel files

Paper-based to computerized ledgers

➡️ Nothing changes in the process — only the **format** changes.

Digitalization

- the use of digital technologies to improve or automate existing processes.

- Example:

Online data collection instead of paper surveys

Electronic data sharing between ministries

Request for Computer software online instead of purchasing CDs

➡️ The **same activity**, but done **more efficiently** using digital tools.

Digital transformation

- refers the impact caused by the process of digitalization. It refers to economic and societal effects of digitization and digitalization. In other words, it refers to **fundamental change in how an organization operates and delivers value** because of digital technologies.

- Example:

Booking Uber online

Billing through scanners in big Mall

➡️ This changes **culture, structure, skills, and strategy** — not just tools.

Background

- Digitalization significantly affects **production, consumption, transactions, investment, prices, and finance**

- It also strongly influences **international trade in goods and services**

- There is a need for **clear guidelines** to measure digital-related activities, products, assets, and **employment**.

- The objective is to **enhance the representation of digital activity and products** in macroeconomic statistics

Part B.

Digital Industries and work force involved

Digital Industries

Digital Industries include:

• the producers of the goods and services that enable digitalization. For example, producers of digital networks and complementary ICT products.

• the industries enabled by digital networks. For example, e-tailers (retail and wholesale traders that receive most orders digitally).

• Other digital industries that are predominantly operate digitally like digital intermediation platforms, platforms based on data collection and advertising, and financial service providers.

• Digital supply and use tables includes a row for producers dependent on digital intermediation platforms and a row for other producers operating only digitally (i.e., whose products are all digitally ordered and digitally delivered).

Digital industries (the "who")

- The Digital SUTs identify seven new "digital industries", (shown in separate columns) to give visibility to digital activities that are not visible in the conventional SUTs. These are:

1	*The digitally enabling industry*
2	*DIPs charging a fee;*
3	*data- and advertising-driven digital platforms;*
4	*producers dependent on DIPs*
5	*e-tailers*
6	*financial service providers predominantly operating digitally*
7	*other producers only operating digitally.*

- These digital industries reflect how producers utilize digital technologies rather than the fundamental type of economic activity undertaken.

The digital industries

ISIC	
Codes	**Description**
2610	Manufacture of electronic components and boards
2620	Manufacture of computers and peripheral equipment
2630	Manufacture of communication equipment
2640	Manufacture of consumer electronics
2680	Manufacture of magnetic and optical media
4651	Wholesale of computers, computer peripheral equipment and software
4652	Wholesale of electronic and telecommunications equipment and parts
4741	Retail sale of computers, peripheral units, software and telecommunications equipment in specialized stores
5820	Software publishing
6110	Wired telecommunications activities
6120	Wireless telecommunications activities

The digital industries

ISIC	
Codes	**Description**
6130	Satellite telecommunications activities
6190	Other telecommunications activities
6201	Computer programming activities
6202	Computer consultancy and computer facilities management activities
6209	Other information technology and computer service activities
6311	Data processing, hosting and related activities
6312	Web portals
8220	Activities of call centres
9511	Repair of computers and peripheral equipment
9512	Repair of communication equipment

Digitalization

- Survey of establishments
  - To capture the users of DIPs
  - Census/Surveys/Studies for Rebasing of National Accounts

- Household Surveys
  - To capture the work force involved in gig economy
  - Pakistan Labour Force Survey 2024-25
  - Pakistan Household Integrated Economic Survey 2024-25

Pakistan Labour Force Survey 2024-25

Digital Platform Employment (Gig Workers)

Digital platform employment represents a major shift in labour markets, driven by technological advancements and the expansion of the gig economy.

Digital platform workers/employment, also known as gig workers, refer to individuals who engage in short-term, flexible and often freelance work arrangements through online platforms, mobile apps, or websites. These platforms connect workers with customers or clients who need specific tasks or services.

SECTION-5: CURRENT ACTIVITY OF ALL HOUSEHOLD MEMBERS (10 Years of Age and Over)

Transfer all persons' serial numbers 10 years of age & over as per Col. 4.1 & 4.6 having Code 1 or 2 or 3 or 4 or 5 or 6 under Column 5.11.	What was the nature of work done by the establishment such as shop, business, farm, service establishment (fixed or mobile), office/institution where. …worked? *Note:- Please give full description alongwith 4-digits code for main industry as per detail given in Annex-B Manual of Instructions.*	How do/does you/he/she performed ……. activity 1. Physical/ Manual 2. Through Internet / Online 3. Both **In case of code 2 or 3 select one option:** 01. **Selling goods** (Amazon, Daraz, Pakwheels, Alibaba, homemade snackes etc.) 02. **Taxi Services** (inDrive, Yango, Careem, Bykea etc.) 03. **Delivery services** (Food panda, Panda Mart, Daraz Express, Bykea, etc.) 04. **Freelancing Activities** (Software developers, Data analysis, Web or logo designers, graphic design etc.) 05. **Medical/Health Care** (eShifa, Teleclinics, Sehat Kahani etc.) 06. **Teaching** (Tuition, Teaching, Quraan etc.) 07. **Renting Services** (Airbnb, Booking.com etc.) 08. **On location Services** (cleaning, plumbing, etc.) 09. **Other Activities** (YouTube, TikTok, Vlog etc.) 10. **Any other** (Specify)	In this job, (are/is) (you/he/she) working in………. 01. Federal Govt. (**Skip to 5.20**) 02. Provincial Govt. (**Skip to 5.20**) 03. Local body Govt. (**Skip to 5.20**) 04. Public enterprise (Corporation by act of national or provincial assembly) (**Skip to 5.20**) 05. Public limited company (**Skip to 5.20**) 06. Private limited company (**Skip to 5.20**) 07. An international organization or a foreign embassy (**Skip to 5.20**) 08. An NGO, non-profit institution (**Skip to 5.20**) 09. Agriculture /Poultry/ Livestock/Fishery/ Forestry farm 10. A Private business (non-agriculture) 11. Other (**Specify**	Is (your/ Name's) business registered in the (CRO, SECP etc.)? 1. Yes 2. No 3. Don't know	What kind of accounts or records does the (business/ Farm) keep? 1. A complete set of written accounts for tax purposes 2. Simplified written accounts not for tax purposes 3. Informal records of orders, sales, purchases 4. No records are kept 5. Don't, Know	How many persons are engaged in the enterprise (including working proprietors, unpaid family workers, paid employees)? (Give approximate number of persons)	Does the business hire any paid employees on a regular basis (who work at least one month on continue basis)? 1. Yes 2. No
P.S.N.	(5.13) Code	(5.14) Code	(5.15) Code	(5.16) Code	(5.17) Code	(5.18) (Number of	(5.19) Code

SECTION-5: CURRENT ACTIVITY OF ALL HOUSEHOLD MEMBERS (10 Years of Age and Over) Col.5.26 to 5.37 should be asked from all persons reporting subsidiary job/work (Income generating activity) i.e. code 1 in Col. 5.25). If the person is engaged in more than one job/work (income generating activity) then Col. 5.26 to Col. 5.37 should be filled for the one in which the person spent more hours.

Transfer all persons' serial numbers 10 years of age & over as per Col. 4.1 & 4.6 having Code 1 or 2 or 3 or 4 or 5 or 6 under Column 5.11.	Last week did (you/NAME) have more than one job or income generating activity?	(Do/does) (you/he/she) work…as?	What was…… subsidiary occupation e.g. what was the nature of works that ….did?	What was the nature of work done by the establishment such as shop, business, farm service establishment (fixed or mobile) office/institution where… worked?	How do/does you/he/she performed ……. activity	In this job, (are/is) (you/he/she) working …………
	1. Yes 2. No (Skip to Col. 5.37)	1. Employer 2. Independent worker without employee 3. Employee 4. Contributing family worker 5. Paid apprentice, internee 6. Dependent Contractor	i) If a person is engaged in more than one subsidiary occupations: then consider the one in which the person spent more hours ii) Please give full description alongwith 4-digits code for subsidiary occupation as per detail given in **Annex-A** Manual of Instructions.	ii) Please give full description alongwith 4-digits code for subsidiary industry as per detail given in **Annex-B** Manual of Instructions.	1. Physical/ Manual 2. Through Internet / Online 3. Both **In case of code 2 or 3 select one option:** 01.**Selling goods** (Amazon, Daraz, Pakwheels, Alibaba, homemade snacks etc.) 02. **Taxi Services** (inDrive, Yango, Careem, Bykea etc.) 03. **Delivery services** (Food panda, Panda Mart, Daraz Express, Bykea, etc.) 04.**Freelancing Activities** (Software developers, Data analysis, Web or logo designers, graphic design etc.) 05.**Medical/Health Care** (eShifa, Teleclinics, Sehat Kahani etc.) 06.**Teaching** (Tuition, Teaching, Quraan etc.) 07.**Renting Services** (Airbnb, Booking.com etc.) 08.**On location Services** (cleaning, plumbing, etc.) 09.**Other Activities** (YouTube, TikTok, Vlog etc.) 10. **Any other** (Specify)	1. Federal Govt. (**Skip to 5.35**) 2. Provincial Govt. (**Skip to 5.35**) 3. Local body Govt. (**Skip to 5.35**) 4. Public enterprise (Corporation by act of national or provincial assembly) (**Skip to 5.35**) 5. Public limited company (**Skip to 5.35**) 6. Private limited company (**Skip to 5.35**) 7. An international organization or a foreign embassy (**Skip to 5.35**) 8. An NGO, non-profit institution (**Skip to 5.35**) 9. Agriculture /Poultry/ Livestock/Fishery/ Forestry farm 0. A Private business (non-agriculture) 1. Other (**Specify**
P.S.N.	**(5.25)** **Code**	**(5.26)** **Code**	**(5.27)** **Code**	**(5.28)** **Code**	**(5.29)** **Code**	**(5.30)** **Code**

Estimation of digital workforce

Main Work	Subsidiary Work	Main Work	Subsidiary Work
Both Sexes 2.2 Million	**Both Sexes 0.19 Million**	**Both Sexes 2.9%**	**Both Sexes 10.6%**
Male 1.8 Million	**Male 0.15 Million**	**Male 3.0%**	**Male 9.8%**
Female 0.4 Million	**Female 0.04 Million**	**Female 2.5%**	**Female 15.0%**

Estimation of digital workforce

Table 7.3 Distribution by Gig Worker/Jobs by Type of Activity and Sex (%)

Gig Worker/Jobs/Sex	Total	Male	Female
Total	**100.0**	**100.0**	**100.0**
Selling Goods	16.8	15.5	21.9
Taxi Services	16.8	20.9	0.0
Delivery Services	12.2	14.9	1.1
Freelancing Activities	14.3	14.3	14.4
Medical/Health Care	4.2	3.1	8.7
Teaching	17.8	12.3	39.8
Renting Services	2.8	3.4	0.2
On Location Services	4.7	5.5	1.5
Other Activities (YouTube, TikTok, Vlog etc.)	5.6	4.8	8.8
Any Other	5.0	5.3	3.7

Totals may not tally due to rounding effect

LFS 2024-25 (digital employment w.r.t occupations)

	Occupations	Employment			Average Wages		
Codes	Description	Total	Male	Female	Total	Male	Female
1330	Information and communications technology service managers	12,605	10,446	2,160	114,888	120,100	88,000
2153	Telecommunications engineers	8,137	8,137	-	109,598	109,598	
2166	Graphic and multimedia designers	9,177	9,177	-	49,089	49,089	
2434	Information and communications technology sales professionals	35,349	7,231	28,118	71,469	101,667	68,763
2511	Systems analysts	7,489	7,489	-	108,668	108,668	
2512	Software developers	68,783	66,680	2,103	99,819	100,421	60,000
2513	Web and multimedia developers	21,770	10,530	11,239	60,980	59,814	65,000
2514	Applications programmers	8,280	7,361	919	171,447	186,306	75,000
2519	Software and applications developers and analysts not elsewhere classified	36,301	30,027	6,274	100,749	100,749	
2521	Database designers and administrators	16,532	8,503	8,030	72,872	72,872	
2522	Systems administrators	840	840	-	71,000	71,000	
2523	Computer network professionals	52,425	45,226	7,199	61,698	61,494	62,752
2529	Database and network professionals not elsewhere classified	8,425	8,425	-	51,902	51,902	
3511	Information and communications technology operations technicians	76,662	70,189	6,474	50,103	51,808	33,823
3512	Information and communications technology user support technicians	6,845	6,005	840	78,753	84,585	45,000
3513	Computer network and systems technicians	20,263	20,263	-	56,508	56,508	
3514	Web technicians	7,216	7,216	-	57,206	57,206	
3521	Broadcasting and audio-visual technicians	25,302	25,302	-	50,973	50,973	
3522	Telecommunications engineering technicians	13,142	10,810	2,332	105,538	115,781	58,053
4131	Typists and word processing operators	64,688	63,066	1,622	78,531	79,667	35,000
4132	Data entry clerks	118,857	100,436	18,421	57,086	59,447	42,939
7422	Information and communications technology installers and servicers	218,428	217,242	1,186	28,676	28,676	

LFS 2024-25 (digital employment w.r.t. ISIC)

PSIC		Employment			Average Wages		
Codes	Description	Total	Male	Female	Total	Male	Female
2610	Manufacture of electronic components and boards	2,754	2,754	-	60,865	60,865	
2620	Manufacture of computers and peripheral equipment	-	-	-			
2630	Manufacture of communication equipment	12,713	12,713	-	42,499	42,499	
2640	Manufacture of consumer electronics						
2680	Manufacture of magnetic and optical media	-	-	-			
4651	Wholesale of computers, computer peripheral equipment and software	7,698	7,698	-	68,445	68,445	
4652	Wholesale of electronic and telecommunications equipment and parts	4,036	4,036	-	40,000	40,000	
4741	Retail sale of computers, peripheral units, software and telecommunications equipment in specialized stores	157,216	155,015	2,201	33,961	34,908	20,000
5820	Software publishing	61,855	53,478	8,376	106,493	108,252	77,577
6110	Wired telecommunications activities	60,039	55,298	4,741	61,741	65,943	23,417
6120	Wireless telecommunications activities	20,205	18,586	1,619	95,783	99,641	60,000
6130	Satellite telecommunications activities	30,899	30,186	713	36,922	36,443	53,631
6190	Other telecommunications activities	9,094	9,094	-	88,493	88,493	
6201	Computer programming activities	199,667	179,641	20,026	74,636	75,877	46,758
6202	Computer consultancy and computer facilities management activities	12,586	12,586	-	70,012	70,012	
6209	Other information technology and computer service activities	18,525	16,845	1,680	82,329	84,647	64,250
6311	Data processing, hosting and related activities	11,610	8,671	2,938	43,531	41,471	54,167
6312	Web portals	7,429	7,429	-	48,555	48,555	
8220	Activities of call centres	108,404	100,306	8,098	40,242	41,145	30,949
9511	Repair of computers and peripheral equipment	15,262	15,262	-	23,571	23,571	
9512	Repair of communication equipment	152,134	150,948	1,186	21,460	21,460	

Estimation of digital workforce

Table-7.6 Distribution by Subsidiary Gig Worker by Type of Activity and Sex (%)

Gig Worker/Sex	Total	Male	Female
Total	**100.0**	**100.0**	**100.0**
Selling Goods	22.3	25.4	10.9
Taxi Services	10.8	13.8	0.0
Delivery Services	10.1	11.5	5.2
Freelancing Activities	9.2	8.5	12.1
Medical/Health Care	7.3	7.7	6.1
Teaching	22.3	18.5	36.1
Renting Services	1.2	1.5	0.0
On Location Services	4.2	4.4	3.5
Other Activities (YouTube, TikTok, Vlog etc.)	11.4	7.4	26.2
Any Other	1.2	1.5	0.0

Totals may not tally due to rounding effect

Estimation of Digital Economy
PBS Initiatives
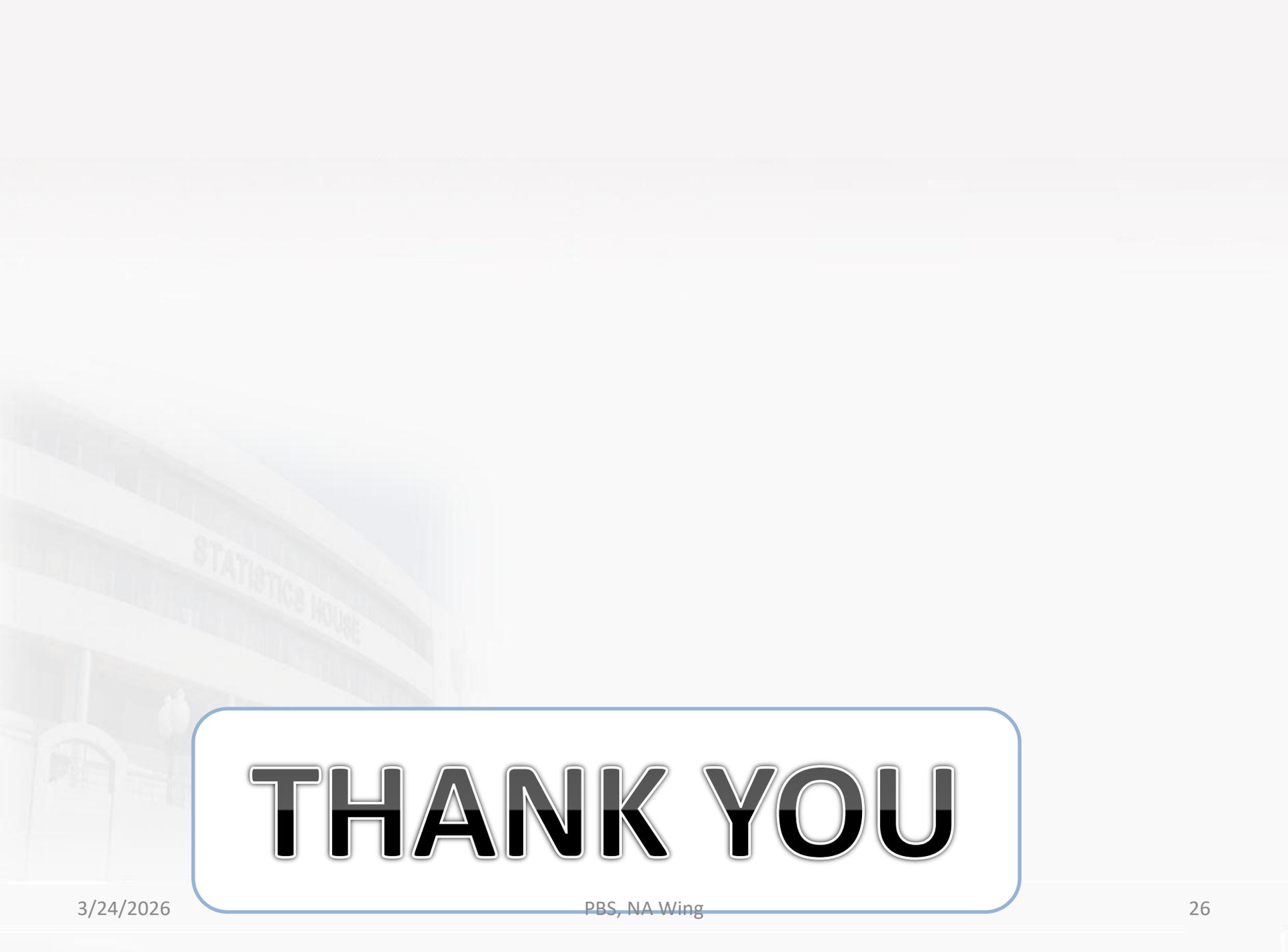## under Rebasing of National Accounts 2025-26

Rebasing Census/Surveys 2025-26

501. Did your business use/pay a digital intermediary platform to sell your goods and services?	Yes	No
502. Is the digital intermediary platform provider located in or outside the economy/country?	**Domestic:** *Please specify the name of the company:* _____	
	International: *Please specify the name of the company:* _____	
503. How much did your business pay to a digital intermediary platform to sell your goods and services?	_**Rs.**_____ *(amount in Rs. '000)* or _____ *(% of cost) if the actual value is not available*	

SECTION-6: OUTPUT DURING 2024-25 (Excluding Sales Tax, Excise Duty, Import Duties etc.)

A: Main Production Activities	Code	Value in "000"Rs.
Value of sales from finished/semi-finished goods from own production	611	
Out of Which - **Value of sales through website, internet or online business.**	6111	
% of sales through website, internet or online business.	6112	
Address /Name of DIP	6113	

SECTION-7 A-I: INPUTS DURING 2024-25 (Including Sales Tax, Excise Duty, Import Duties etc.)

Items	Code	Value in "000" Rs
Payments for raw materials, chemicals & dyes parts, components, packing materials etc.	711	
Out of which		
Value of purchase through website, internet or online business.	7111	
% of purchase through website, internet or online business.	7112	
Address /Name of DIP	7113	

THANK YOU

PBS, NA Wing