

An Overview of the Philippines' Experience in Measuring the contribution of Digital Economy

Gerald Junne L. Clariño
Chief Statistical Specialist
Satellite Accounts Division

Webinar on Digitalization in the 2025 System of National Accounts
07 April 2026



BAGONG PILIPINAS



Outline of Presentation

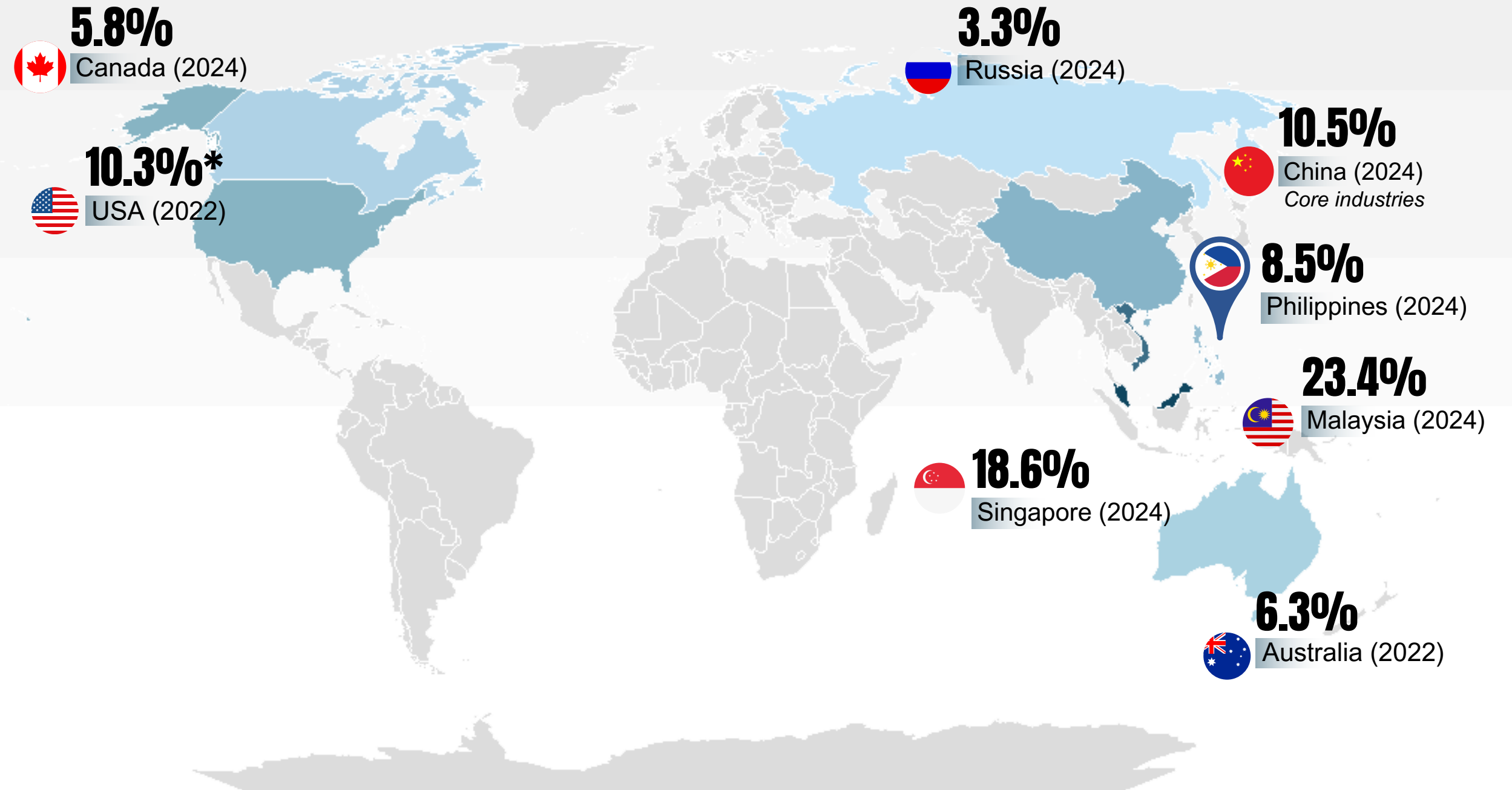
- ∴ Background on digital economy
- ∴ Country estimates
- ∴ Historical development
- ∴ Defining digital economy, scope and coverage
- ∴ 2024 Preliminary Estimates

Background



While there is still **no internationally agreed definition and classification** for the digital economy, the PSA builds on earlier initiatives of other institutions such as the Organisation for Economic Cooperation and Development (OECD), and US Bureau of Economic Analysis (BEA), and the experiences and insights gained through these initiatives.

Country estimates



Country estimates using different definitions, scope and coverage of digital economy measurements.

DIGITAL ECONOMY as a Proportion of Total Economy (% of Gross Domestic Product)

*No longer produced due to budget constraints.

Historical development

PSA-World Bank Project

First attempt to measure the size of the digital economy and its linkages in the SNA

14th National Convention on Statistics

Presentation on Measuring the DE in the Philippines: Towards a Satellite Account

Release of Infographics

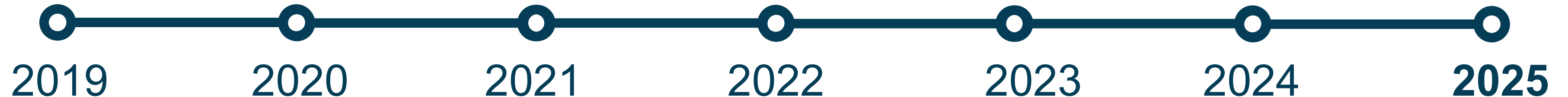
Introduction on Digital Economy in the the Philippines and 2018 initial estimates

Updated Estimates

Release of 2022 estimates and 2020-2021 revisions

Updated Components

Inclusion of Digital payments component



A Better Normal Under COVID-19: Digitalizing the Philippine Economy Now

Philippines Digital Economy Report 2020 published by World Bank

Updating of digital economy estimates, 2018-2021

First web release of digital economy estimates

Additional Component

Included Government Digital Services as a new component of Digital Economy

ASEAN-Help-ASEAN Framework

AHAF Session on Digital Economy Satellite Accounts

Defining digital economy

The **digital economy** refers to a broad range of activities, which include the use of knowledge and information as factors in production, information networks as a platform for action and how the information and communication technology (ICT) sector spurs economic growth.



Scope and Coverage

Core ICT

- Industries and activities that directly produce, distribute, or enable ICT products and services.
- Comprised of the Information Economy (IE) and the ICT-Enabled Services.
 - IE refers to industries involve in **producing and trading of ICT products**, and those which **primarily use ICT** in providing products and services.
 - ICT-Enabled Services are **services that are delivered remotely over ICT networks** (i.e. over voice or data networks, including the Internet).

Non-core ICT

- Industries or activities **leverage ICT but do not primarily produce it**. They incorporate ICT to enhance productivity, efficiency, and innovation in other sectors.

Components of the Philippine digital economy

1. Digital-enabling infrastructure (Core ICT)

Comprised of the basic physical materials and organizational arrangements that support the existence and use of computer networks. **Also includes ICT-enabled services.**

2. Digital content and media (Core ICT)

Refers to the content that people create, access, store, or view on digital devices.

3. E-commerce (Non-core ICT)

Includes all transactions that happen over computer networks. They may be digitally-ordered, digitally-delivered, or platform-enabled transactions.

4. Government digital services

- Refers to government services that relates to supporting the digital economy.

Scope and coverage



Digital-enabling infrastructure

This component is based on the sectors identified in the **ICT sector** definition of International Standard Industrial Classification of All Economic Activities (ISIC), Revision 4 (Alternative aggregation for the information economy)

- ICT manufacturing industries
- ICT trade industries*
- ICT services industries

Meanwhile, **ICT-Enabled Services** are services that are delivered remotely over ICT networks (i.e. over voice or data networks, including the Internet).

- ICT-Enabled services
 - Employment Activities
 - Office Administrative, Office Support and Other Business Support Activities
 - Digital Payment Services

Digital content and media

This component is also based on the sectors identified in the **Content and media sector** definition of ISIC Rev.4 (Alternative aggregation for the information economy)

- Publishing Activities
- Information Service Activities
- Motion Picture, Video and Television Programme Production, Sound Recording and Music Publishing Activities
- Programming and Broadcasting Activities

Other countries modified the sector by adding **retail of ICT goods/services*

Scope and coverage

Digital-enabling infrastructure

1. ICT Manufacturing

- Manufacture Of Computer, Electronic And Optical Products

C26	Manufacture Of Computer, Electronic And Optical Products
C26110	Manufacture of electronic valves and tubes
C26120	Manufacture of semi-conductor devices and other electronic components
C26121	Manufacture of sensors
C26122	Manufacture of actuators
C26123	Manufacture of oscillators
C26124	Manufacture of resonators
C26129	Manufacture of semi-conductor devices and other electronic components, n.e.c.
C26200	Manufacture of computers and peripheral equipment and accessories
C26300	Manufacture of communication equipment
C26400	Manufacture of consumer electronic
C26800	Manufacture of magnetic and optical media

2. ICT Trade

- Wholesale Trade, Except of Motor Vehicles and Motorcycles

G46	Wholesale Trade, Except of Motor Vehicles and Motorcycles
G46510	Wholesale of computers, computer peripheral equipment and software
G46521	Wholesale of electronic valves and tubes
G46522	Wholesale of semi-conductor devices
G46523	Wholesale of micro-chips and integrated circuits
G46524	Wholesale of printed circuits
G46526	Wholesale of telephone and communications equipment including parts and accessories
G46527	Wholesale of blank audio and video tapes and diskettes, magnetic and optical disks (CDs, DVDs)

Scope and coverage

3. ICT Services industries

a. Telecommunications

J61	Telecommunications
J61101	Wired (landline) services
J61102	Wired internet access service activities (e.g. DSL, leased line, dial-up)
J61103	Telegraph, facsimile/telefax, and telex services
J61109	Other wired telecommunication activities, including pay phone
J61201	Wireless landline services
J61202	Mobile telecommunications services
J61203	Wireless internet access services (e.g. Internet Service Provider, broadband)
J61209	Other wireless telecommunication services, n.e.c.
J61300	Satellite telecommunications activities
J61901	Telephone access in facilities open to the public service activities
J61902	Internet access in facilities open to the public service activities
J61903	Voice Over Internet Protocol (VOIP) service activities
J61909	Other telecommunications service activities, n.e.c.

Scope and coverage

b. Publishing Activities (Software Publishing only)

J58	Publishing Activities
J58200	Software Publishing

c. • Computer programming, consultancy and related activities

J62	Computer Programming, Consultancy and Related Activities
J62010	Computer programming activities
J62011	Game design and development
J62019	Other computer programming activities
J62020	Computer consultancy and computer facilities management activities
J62090	Other information technology and computer service activities

d. • Data processing, hosting and related activities; web portals

J63	Information Service Activities
J63111	Data processing
J63112	Website hosting services
J63113	Application hosting services
J63120	Web portals

e. Repair of computers and communication equipment

S95	Repair of Computers and Personal and Household Goods
S95110	Repair of computers and peripheral equipment
S95120	Repair of communication equipment
S95210	Repair of consumer electronics

Scope and coverage

5. ICT-Enabled services

- Employment Activities
- Office Administrative, Office Support and Other Business Support Activities
- Digital payment services

N78	Employment Activities
N78103	On-line employment placement agencies
N82	Office Administrative, Office Support and Other Business Support Activities
N82211	Customer relationship management activities
N82212	Sales and marketing (including telemarketing) activities
N82219	Other call centers activities (voice), n.e.c.
N82221	Finance and accounting activities
N82222	Human resources and training activities
N82223	Administrative support activities
N82224	Document process activities
N82225	Payroll maintenance and other transaction processing activities
N82226	Medical transcription activities
N82227	Legal services activities

N82227	Legal services activities
N82228	Supply chain management activities
N82229	Other back office operations activities, n.e.c.
N82291	Engineering outsourcing activities
N82292	Product development activities
N82293	Publishing outsourcing activities
N82294	Research and analysis activities
N82295	Intellectual property research and documentation activities
N82296	Security outsourcing activities
N82297	Knowledge process outsourcing (KPO)activities
N82299	Other non-voice related activities, n.e.c.

Scope and coverage

Digital content and media

- Publishing Activities

J58	Publishing Activities
J58110	Book publishing
J58120	Publishing of directories and mailing lists
J58130	Publishing of newspapers, journals and periodicals
J58190	Other publishing activities

- Information Service Activities

J63	Information Service Activities
J63910	News agency activities
J63990	Other information service activities, n.e.c.

- Programming and Broadcasting Activities

J60	Programming and Broadcasting Activities
J60101	Radio broadcasting and relay station and studios
J60102	Radio program production
J60103	Radio broadcasting activities over the Internet (internet radio stations)
J60201	Television broadcasting and relay station and studios including closed circuit television services
J60202	Television program production
J60203	Television broadcasting activities over the Internet (internet radio stations)

Scope and coverage

Digital content and media (continuation)

- Motion Picture, Video and Television Programme Production, Sound Recording and Music Publishing Activities

J59	Motion Picture, Video and Television Programme Production, Sound Recording and Music Publishing Activities
J59110	Motion picture, video and television programme activities
J59111	Complete production of motion picture, video and television programme activities
J59112	Pre and main production of traditional and 2D animation
J59113	Pre and main production of 3D animation
J59119	Pre and main production of other motion films and etc.
J59120	Motion picture, video and television programme post-production activities
J59121	Post production of traditional & 2D animation
J59122	Post production of 3D animation
J59129	Post production of other motion films and etc.
J59130	Motion picture, video and television programme distribution activities
J59140	Motion picture projection activities
J59201	Sound recording activities
J59202	Publishing of music

Scope and coverage

E-commerce

- Covers all non-core ICT industries with e-commerce activities
- Following the production approach, e-commerce activities of core ICT industries is already included in the estimation of digital-enabling infrastructure and digital media/content.

Government digital services

- Value of services of government agencies with programs and projects that supports the digital economy.

Scope and coverage

Government digital services



Harnessing Information and Communications Technology (ICT) for Socioeconomic Growth

Digitalization and Information and Communications Technology

2025: Php 70.6 B
2024: Php 64.6 B



Php 27.7 B
 Internal Information and Communications Technology (ICT) Project



Php 25.2 B
 Continuing Costs



Php 16.9 B
 Office Productivity



Php 826 M
 Cross-Agency ICT Project

Php 4.5 B ICT Systems and Infostructure Development, Management and Advisory Program

To utilize ICT in improving public service delivery through some of the following programs:

- National Broadband Plan Php 1.5 B
- National Government Data Center Infrastructure Php 750 M
- National Government Portal Php 303 M

Php 2.5 B Free Internet Wi-Fi Connectivity

To guarantee seamless, free, and stable internet connectivity nationwide by establishing free Wi-Fi sites in public places and State Universities and Colleges, especially in geographically isolated and disadvantaged areas

Php 278 M Philippine National Public Key Infrastructures (PNPKI)

To secure communications between the government and its people by providing digital certificates that aid in verifying the authenticity of public documents

Php 34 M National ICT Household Survey

To promote growth in the digital economy and improve service delivery by assessing the ICT utilization of households and individuals through a national survey

Data Sources

Banko Sentral ng Pilipinas (BSP)

- National Retail Payment System (NRPS) - Reports on E-Payments Measurements
- Real Time Gross Settlement (RTGS) System: PhilPASSPlus Statistics

Commission on Audit (COA)

- Annual Audit Report (AAR)

Department of Budget and Management (DBM)

- General Appropriations Act (GAA)
- Staffing Summary

Philippine Statistics Authority (PSA)

- Supply and Use Tables (SUT)
- National Accounts of the Philippines (NAP)
- Annual Survey of Philippine Business and Industry (ASPBI)
- Census of Philippine Business and Industry (CPBI)
- List of Establishments (LE)
- Survey on Information and Communications Technology (SICT)
- Labor Force Survey (LFS)

Some ICT-Related Indicators

Percentage of Families with Subscription to Cable Network, Broadband/Fiber/ DSL Internet, and Video Streaming Services in the Last Six Months: Philippines



cable network (e.g., Sky Cable, Destiny, Signal, etc.)



broadband internet, fiber internet/DSL



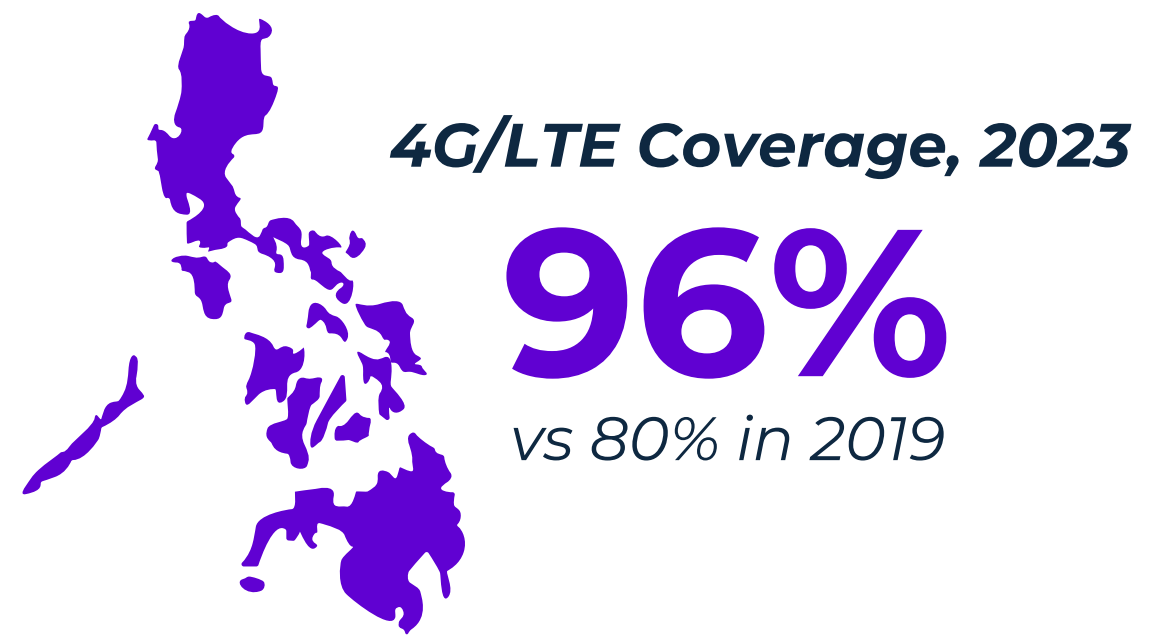
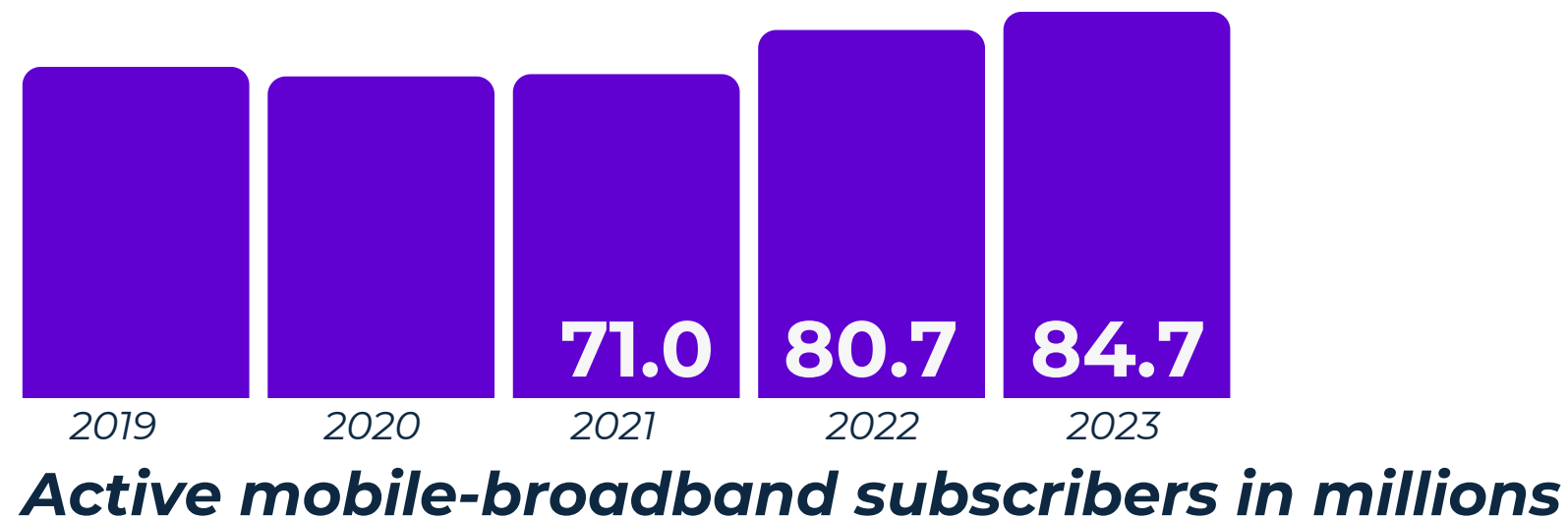
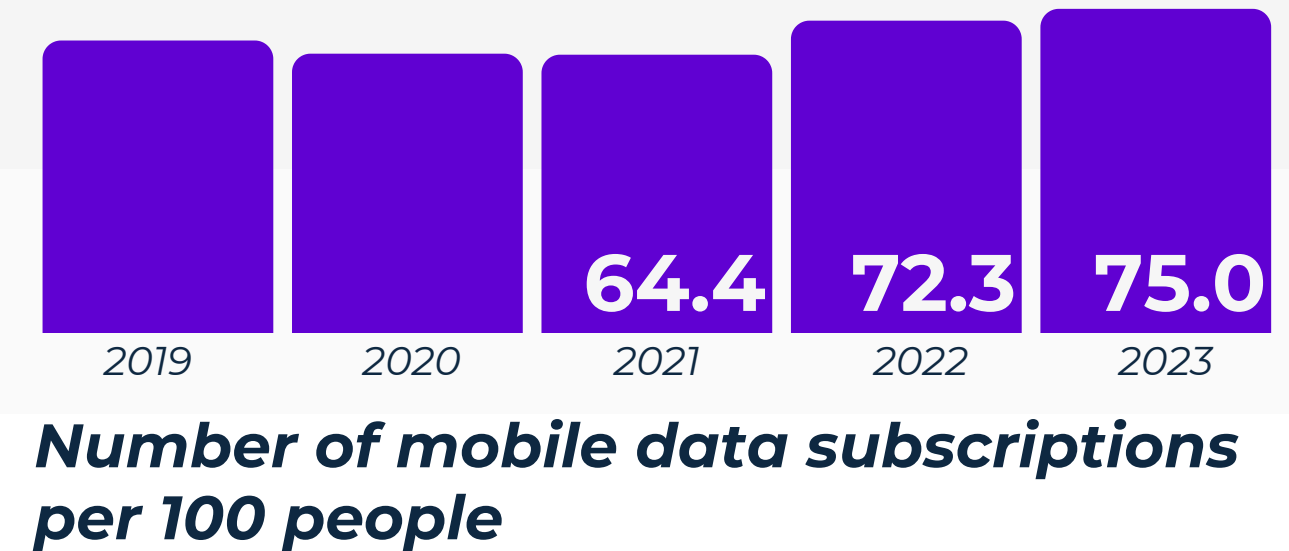
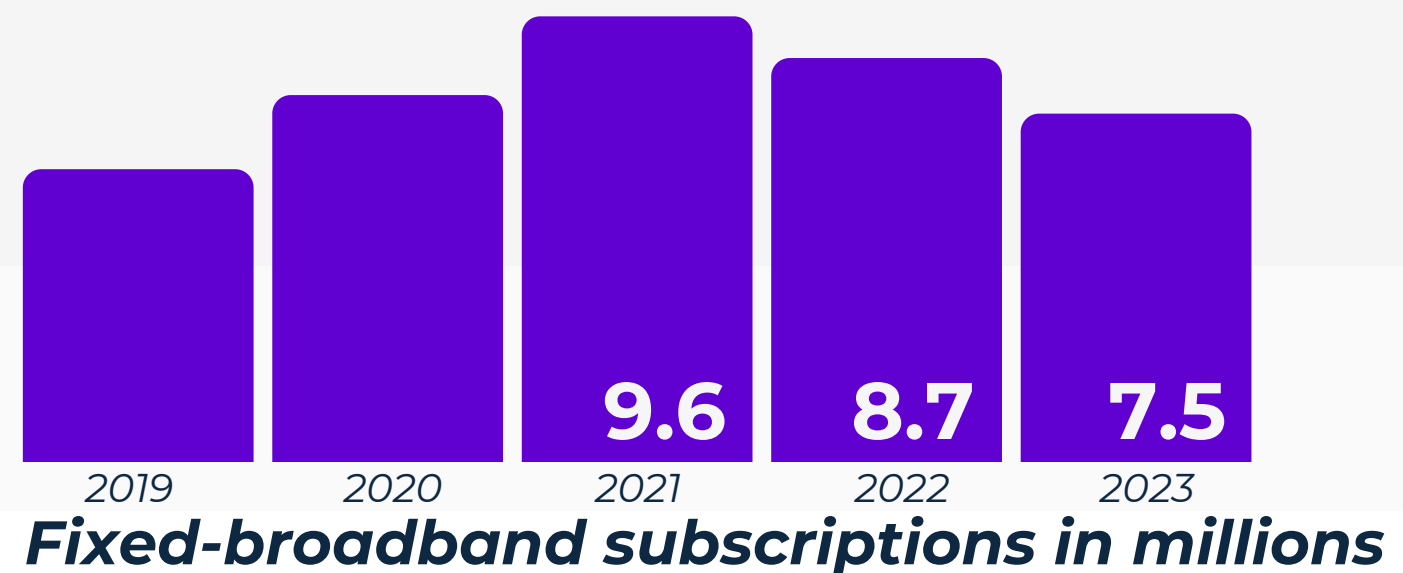
video streaming services (e.g., Netflix, iflix, Hooq, iWantv, etc.)

Year	Cable Network (%)	Broadband/Fiber/DSL (%)	Video Streaming Services (%)
2020	22.9 %	14.6 %	5.2 %
2022	25.5 %	25.6 %	9.2 %

Sources: Philippine Statistics Authority, 2020 Annual Poverty Indicators Survey (APIS)
 Philippine Statistics Authority, 2022 Annual Poverty Indicators Survey (APIS)

Some ICT-Related Indicators

Figure 2-4. Connectivity Data Indicators, 2019-2023



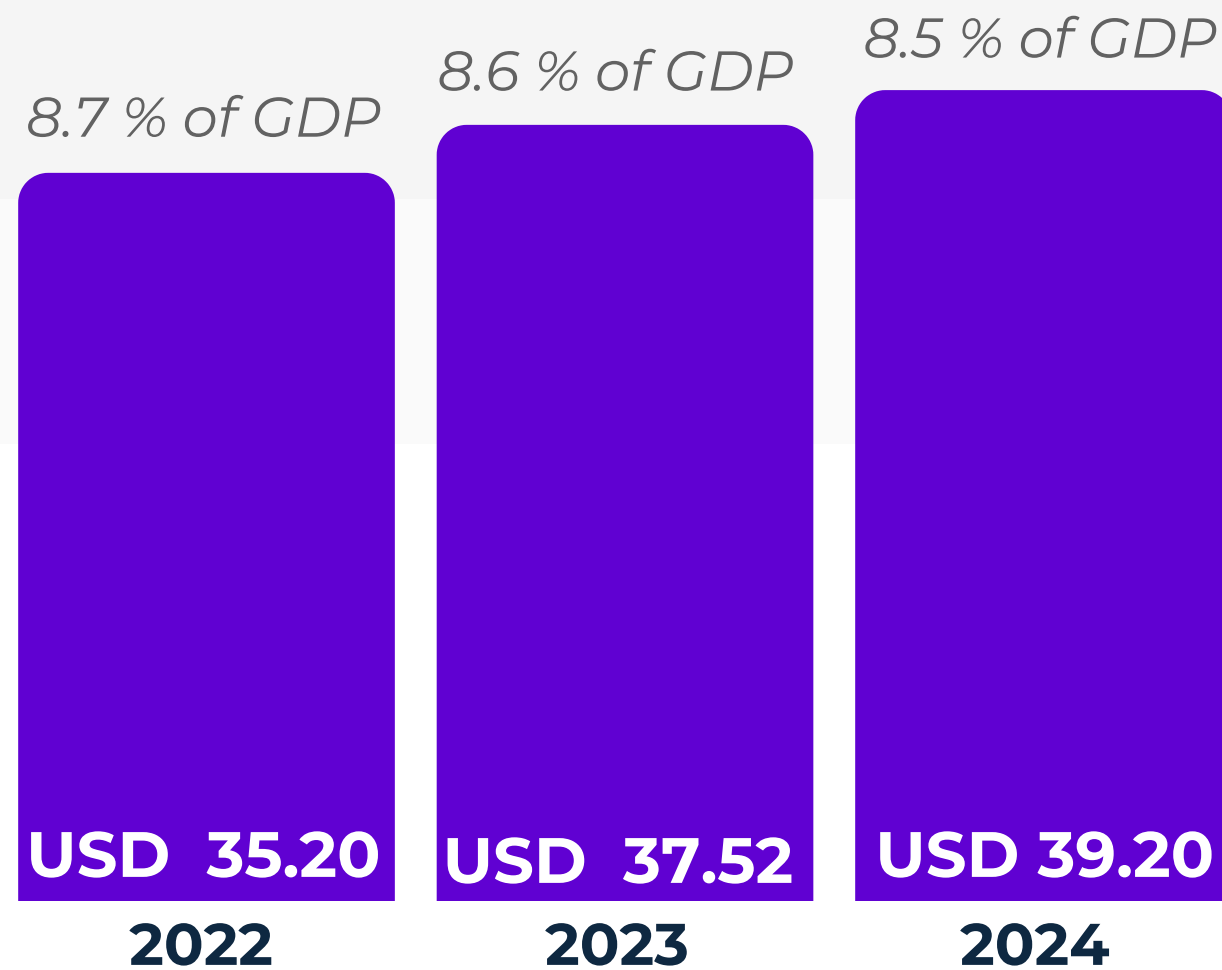
Source: Department of Information and Communications Technology, Connectivity Data Indicators 2023 Consolidated Data as of June 2024

Employment

- For the digital-enabling infrastructure and digital content and media components, the structure of the List of Establishments (LE) is utilized to derive the ratio of employed persons in digital economy by industry. The ratio is applied to the LFS data to derive the total number of persons employed by component.
- For E-commerce, the proportion of establishments with E-commerce transactions via the internet, except social media networks, from SICT by industry group serves as parameter for the employment structure. The ratio is applied to the LFS data to derive the total number of persons employed by industry.
- For the government digital services, the ratio of digital-related services to total personnel services derived from GAA is applied to the staffing summary of each national government agency.

Results

Gross Value Added



The Gross Value Added of the Philippine Digital Economy in 2024 is estimated at **USD 39.20 billion** compared to **USD 37.52 billion** in 2023. This is equivalent to 8.5 percent of the Gross Domestic Product of the country.

Figure 5. GVA of Philippine Digital Economy at Current Prices (in billion USD), 2022-2024

Digital Economy by Component

In 2024, Professional and business support services contributed 32.7 percent to the Philippine digital economy, followed by Telecommunication services and ICT manufacturing industries with 24.0 percent and 16.3 percent, respectively.

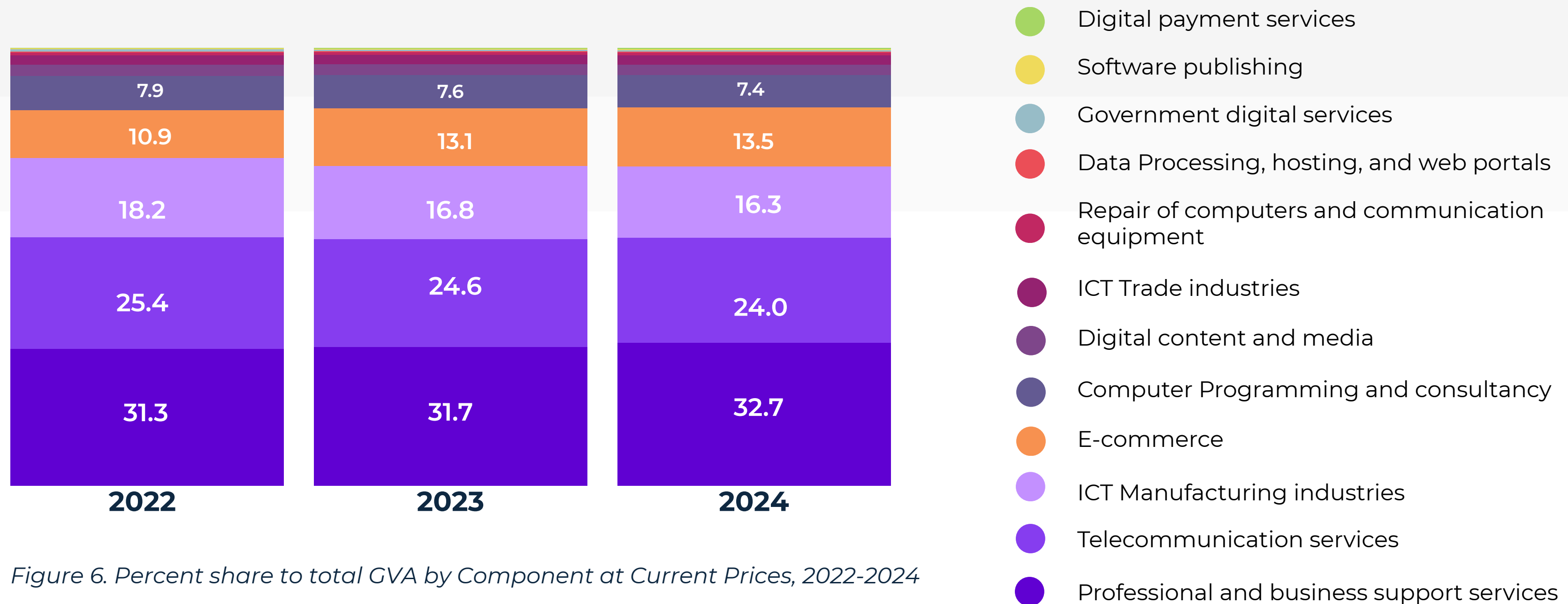
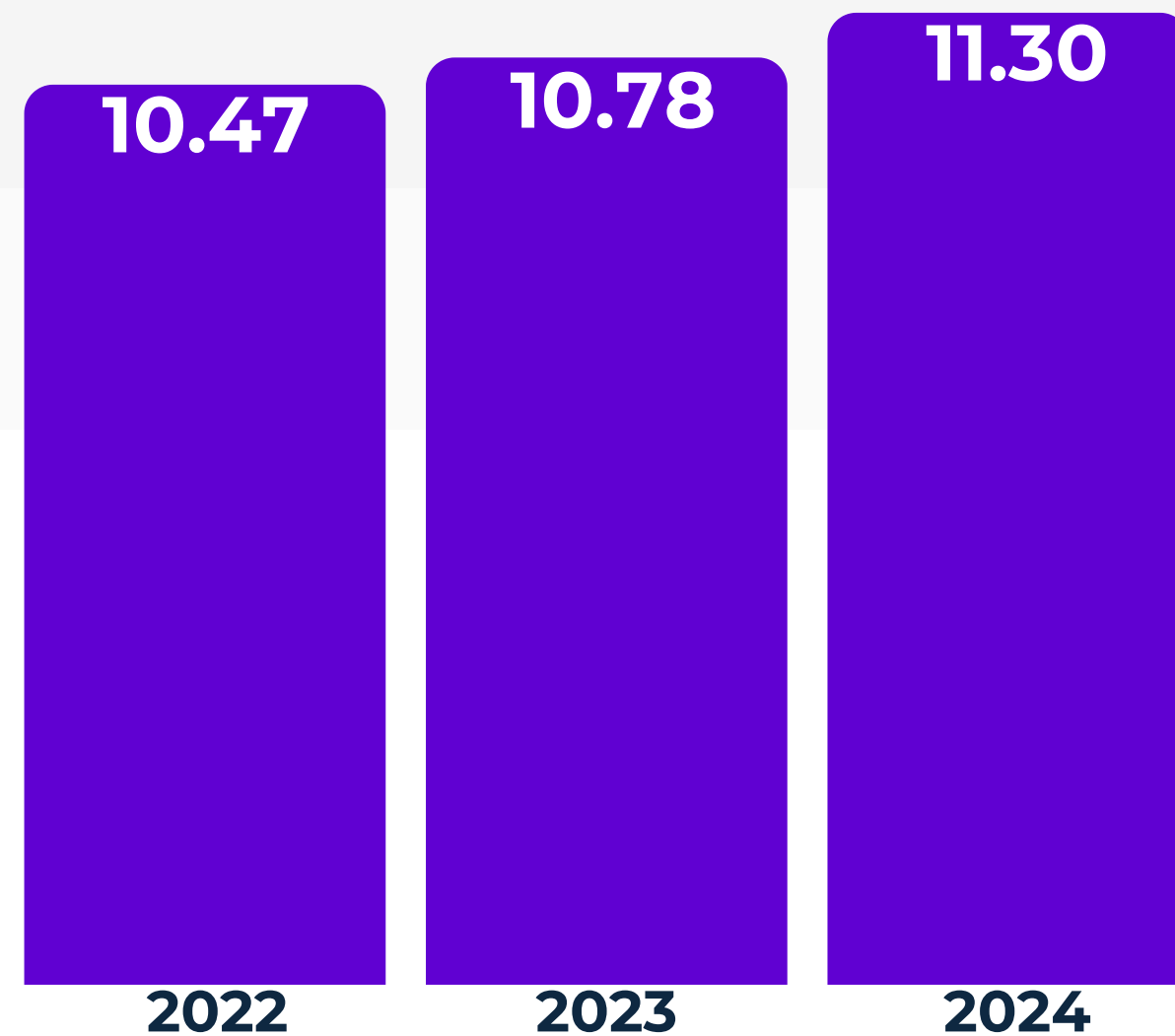


Figure 6. Percent share to total GVA by Component at Current Prices, 2022-2024

Employment in Digital Economy



Employment in Digital Economy grew by 4.8 percent, from 10.78 million in 2023 to 11.30 million in 2024. The annual average of employed persons in 2024 is 48.84 million.

Figure 7. Employment in the Digital Economy (in million persons), 2018-2024

Employment by component

Employment in E-commerce remained the highest at 8.80 million persons, followed by Professional and business support at 1.31 million, and ICT manufacturing industries at 0.40 million.

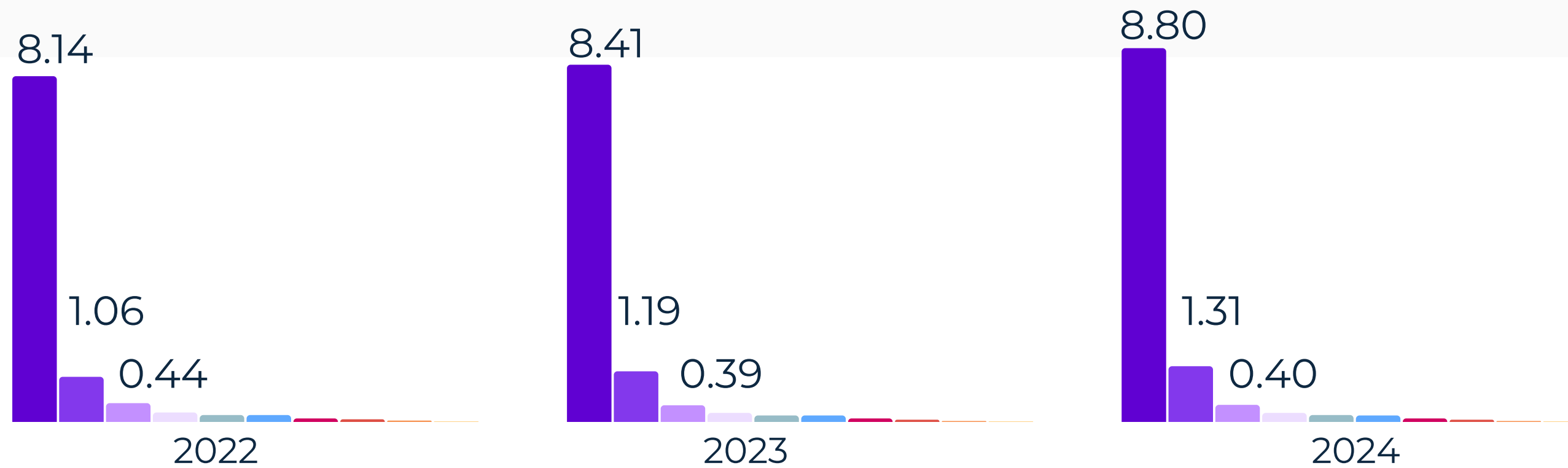


Figure 8. Employment in Digital Economy by Component (in million persons), 2022-2024

Ways forward

1. **Adoption of the 2025 System of National Accounts recommendations**, particularly in covering activities i.e., content creation and trade on digital platforms (free and fee-based) including the non-traditional work arrangements.
2. **Expansion of Supply and Use Tables** to highlight digital goods and services.
3. **Use of updated survey results:**
 - **Survey on Information and Communication Technology** based on the suggested additional set of questions involving the e-commerce activities of establishments.
 - **National Information and Communications Technology Household Survey** for some household data indicators



Thank you

psa.gov.ph

openstat.psa.gov.ph

[@PSAgovph](https://twitter.com/PSAgovph)

