

**10<sup>th</sup> World Telecommunication/ICT  
Indicators Meeting (WTIM-12)  
Bangkok, Thailand, 25-27 September 2012**



---

*Contribution to WTIM-12 session*

**Document C/27-E  
26 September 2012**

**English**

**SOURCE:** UPU

**TITLE:** Measuring e-commerce through the lens of the international postal system



UPU UNIVERSAL  
POSTAL  
UNION

# Measuring e-commerce through the lens of the *international postal system*

10<sup>th</sup> World Telecommunication/ICT Indicators Meeting, 26/09/2012

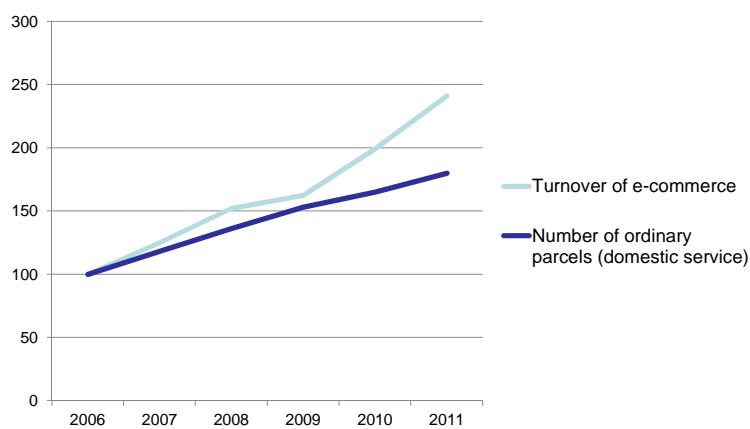
Matthias Helble (PhD)  
Universal Postal Union  
Email: matthias.helble@upu.int

© UPU 2012 – All rights reserved



UPU UNIVERSAL  
POSTAL  
UNION

## E-commerce and Parcels Post, example of Korea (Rep.)



Source: Kim (2012), UPU (2012), indexed 2006=100

© UPU 2012 – All rights reserved



### What is the UPU?

- Established in 1874, UN specialized agency since 1948
- Headquarter in Bern, Switzerland ([www.upu.int](http://www.upu.int))
- 192 members

Objective:

Ensures global interconnectivity of postal networks and encourages provision of universal postal service.

Main activities:

- Provides forum for cooperation between governments, Posts, regulators and other stakeholders
- Establishes rules for international mail exchanges
- Develops tools for better interconnectivity
- Makes recommendations to modernize products and services
- Collects postal statistics



### How does the postal system contribute to e-commerce?

As a e-commerce agent selling goods and services

1. Postal services, e.g. hybrid mail



2. Goods, e.g. ePOST shopping services in Korea (Rep.)



As key provider of logistics services necessary for delivery of goods (domestically and internationally)

1. Letter post (small packets up to 2 kg)
2. Express mail (up to 30 kg)
3. Parcels (up to 30 kg)



### Anecdotal evidence about e-commerce:

07-09-12  
**French e-commerce continues to grow over 20% in H1 2012**  
E-commerce kept up its strong growth in France during the first half year of 2012 continuing the positive trend of the last years with sales increasing 22% year-on-year to €21.8 billion despite the

06-08-12  
**DPD Russia continues rapid growth with 33% parcel volume increase in H1 2012**  
DPD Russia saw its parcel volumes soar by 33% in the first half of this year as it won new customers and benefited from e-commerce growth.

06-08-12  
**Hermes expands UK hub capacity 20% to cope with rising volumes**  
Hermes, the UK's largest courier delivery network, is increasing sorting capacity at its national hub by more than 20% to cope with rising volumes.

11-09-12  
**DPD and InterLink to take on 900 temporary staff in UK for pre-Christmas peak**  
GeoPost UK, the parent company of parcel carriers DPD and InterLink Express, plans to take on an additional 900

© UPU 2012 – All rights reserved



### What do we measure at the UPU?

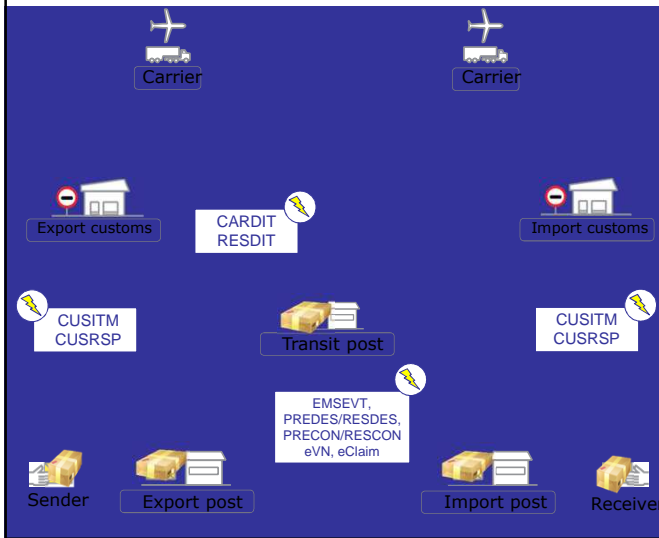
UPU collects data from designated postal operators through two main sources:

1. Annual worldwide survey of designated operators in all 192 member countries:
  - E-commerce services offered by postal operators:
    - Quantitative data (e.g. hybrid mail)
    - Qualitative data (service offered or not)
  - Traffic data of letters, EMS and parcels (domestic and international)
2. Daily scans of EDI messages for international postal exchanges of letters, EMS and parcels among more than 150 countries by bilateral flows.

© UPU 2012 – All rights reserved



### Postal Supply Chain – adding the electronic dimension



### UPU EDI Standards

– between Posts:

- **EMSEVT:** items
- **PREDES:** dispatch & accounting
- **PRECON:** transport
- **eVN,eClaim:** corrections

– Post-Carrier:

- **CARDIT:** from Post
- **RESDITs:** Carrier response

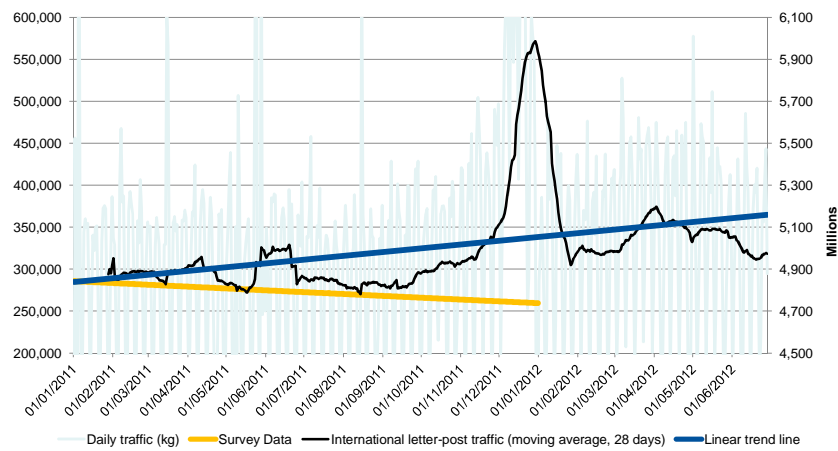
– Post-Customs:

- **CUSITM:** el. declaration
- **CUSRSP:** Customs response with decision & info

© UPU 2012 – All rights reserved



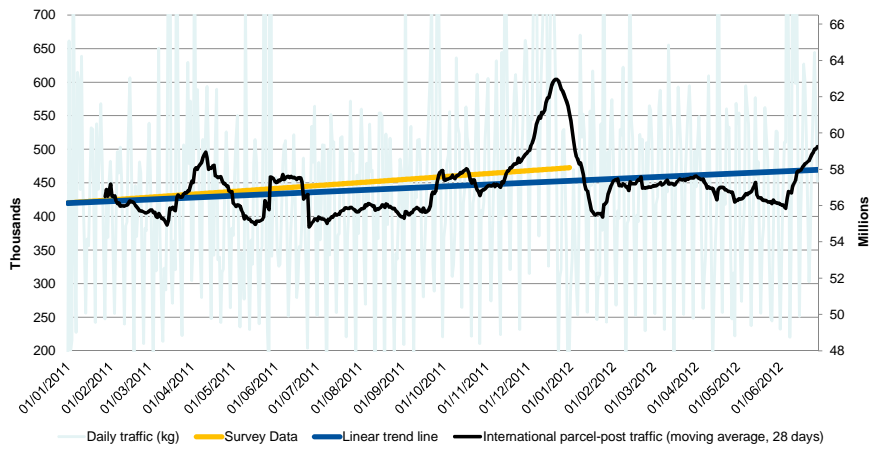
### Results for 2011: International Letter Post



© UPU 2012 – All rights reserved



### Results for 2011: International Parcel Post



© UPU 2012 – All rights reserved



Questions to ask:

How to control for e-commerce transactions versus offline commerce?

New research emerging:

Variable	Lendle et al. (2012)		Anson & Helble (2012)	
	Offline	Ebay	Letters	Parcels
Distance	** <b>-1.55</b>	** <b>-0.30</b>	** <b>-0.47</b>	** <b>-0.34</b>
No common legal sys.	** <b>-0.99</b>	** <b>-0.28</b>	** <b>-0.09</b>	** <b>-0.10</b>
No colony	** <b>-0.76</b>	-0.04	** <b>-0.75</b>	** <b>-0.46</b>
No Common lang.	** <b>-1.20</b>	** <b>-0.64</b>	* <b>-0.23</b>	** <b>-0.27</b>
No Contiguity	** <b>-0.30</b>	** <b>-0.62</b>	** <b>-0.19</b>	0.04
No FTA	** <b>0.39</b>	0.02	** <b>-0.11</b>	-0.07
	...	...	...	...

© UPU 2012 – All rights reserved



### Conclusion

- UPU holds statistics on e-commerce activities of postal operators.
- UPU collects comprehensive data about the delivery of goods, including generated by e-commerce.
- Data on delivery can be used to identify barriers to e-commerce
- In future, EDI messages will hold more information relevant to measure e-commerce, including HS codes.
- Data matching: Data on delivery could be combined with other data (e.g. internet data) to estimate number of e-commerce transactions
- Combining data on commercial transactions and physical delivery can yield new insights on organization of e-commerce.



© UPU 2012 – All rights reserved



© UPU 2012 – All rights reserved



UPU | UNIVERSAL  
POSTAL  
UNION

*Thank you for your attention!*

**Matthias Helble**  
Statistical Expert

Economic and Regulatory Affairs Directorate  
Universal Postal Union  
Weltpoststrasse 4  
3000 BERNE 15  
SWITZERLAND

Tel. +41 31 350 36 05

Email: [matthias.helble@upu.int](mailto:matthias.helble@upu.int)

© UPU 2012 – All rights reserved