



## Madrid Document On Information Society Policies and Metrics: Endorsed in Madrid, Spain, on June 14th, 2010

**We, the Ministers and heads of delegation responsible for Information Society Policies in the European Union (EU) Member States endorse this document under the occasion of the Ministerial Meeting on Information Society Policies and Metrics in Madrid, Spain, on June 14th, 2010.**

### Background:

1. Considering the works carried out by the **European Commission** on the measurement of the Information Society through the **Information Society and Media Directorate General**, and particularly its Economic and Statistical Analysis unit, its **Communications Committee**, its **i2010 High Level Group**, **Eurostat and its Working Group on Statistics for the Information Society (ISS)**.
2. Bearing in mind the Declaration signed on March 2010 at the "**5th European Union – Latin American and Caribbean Ministerial Forum**", held in La Granja, Spain, which recognised the need to have IS indicators and metrics that make it possible to obtain reliable and comparable measurements of the use and impact of ICT on economic development and social well-being.
3. Recalling the "**Granada Ministerial Declaration on the European Digital Agenda**" (April 2010), which recognised the need for State Members to allocate the appropriate resources and efforts in order to ensure a robust IS system for measuring IS in the EU.
4. Taking into consideration the Declaration by Ministers from OECD Member Countries and beyond, signed on June 2008 at the "**Seoul Ministerial Meeting on the Future of the Internet Economy**", which encouraged OECD Countries to improve statistical systems to measure the changing access and use of the Internet and related ICT networks by citizens, businesses and institutions in order to provide reliable measures of evolving uses and the impact of the Internet on economic performance and social well-being.
5. In light of the work carried out by the OECD on the measurement of the Information Society through the **Committee for Information, Computer and Communications Policy (ICCP)**, particularly the Working Party on Indicators for the Information Society (WPIIS).
6. Considering the work carried out by the **ITU** on Telecommunication and Information Technology indicators through the **Market Information and Statistics Division**, attached to the **Telecommunication Development Bureau**, as well as the work by **The Partnership on Measuring ICT for Development**.
7. Recognising that, when new global challenges appear, further evolution towards the knowledge society, innovation and information economy is needed; Governments should be the ones leading the process, and in order to achieve this evolution, the right policy strategies need to be implemented.
8. Highlighting that, in order to define the correct strategy for public policies, and to be successful in implementing them, knowledge of the current situation, at national and international level, is required. The timeliness and accuracy of this knowledge can determine the possibilities of success for these policies.
9. Considering that Governments normally make use of indicators and measurements, developed by their NSOs (National Statistic Offices) and



International Organizations, as a way to obtain the current snapshot of public policies development.

10. Acknowledging the high responsibility that NSOs and International Organizations are holding, since their efforts have a direct impact on top decision makers.
11. Taking into consideration that the ICT sector, due to its evolving nature, is a particularly complicated as well as interesting sector for NSOs and that, in recent years, many efforts, particularly at international level, have been made in order to push ICT indicators evolution to be as fast and sophisticated as that of the environment.
12. Bearing in mind all the ongoing work, this Ministerial Document seeks to take a step forward in this direction, in order to promote and lead co-operative efforts within the international statistical system to progress in terms ICT measurement systems that respond to new challenges of the Information Society for economic development and social well-being.
13. Observing that, in order to improve these strategies, efforts must be aimed at producing robust analyses of the social-economic impacts of ICT for policy support.

#### **Rationale:**

14. Having better quality indicators, at international and national level, not only provides a more powerful decision-making tool for the public and private sector, but also helps citizens to better understand policy strategies. In the end, it generates added value to the whole society.
15. The efforts that Public Administrations, NSOs and International Organizations are currently making in order to maximize the usefulness of ICT indicators are worthy of mention. As the field evolves quickly, there is a need to improve methodologies and indicators used in ICTs, such as:
  - a. New ICT challenges need new indicators. This is the case of the need to measure the impact of ICTs in Green Growth strategies, the deployment of Next Generation Networks, including wireless and mobile communications the opportunity for ICT innovation measurements, among others.
  - b. The evolution of the Information Society requires more sophisticated indicators. The more the Information Society consolidates, the more complex situations emerge, and they need to be measured. For instance, quality of service and user perception variables should have their own enhanced set of indicators.
  - c. International ICT analysis should be based on increasingly sophisticated indicators. Although not all the countries may enjoy the same level of sophistication in their indicators, an effort should be made to stimulate the catch up process of those lagging behind.
  - d. Moreover, experiences from countries with higher levels of development can be used to promote development in less advanced countries in order to achieve better results.

#### **Proposal: Strengthening the common framework**

16. A majority of international organisations and governments have addressed the subject of devising the most appropriate methodologies and indicators to adequately reflect the development of the Information Society. The European Commission, OECD and ITU's efforts in this field are particularly valuable and have produced remarkable results to this day, both at a political and specialized level.
17. This document proposes to take a step forward by strengthening the common consensual framework for dialogue and co-operation on improving ICT and IS



methodologies and indicators, building on the results and the work in progress at the international level, and taking into account new challenges.

18. To overcome challenges:

- a. Governments should acknowledge the importance of continuing to contribute to the development of timely and comparable IS indicators and methodologies, which are more easily processed by international organisations.
- b. Governments should agree upon the need to allocate the appropriate efforts to this task, including effective funding and provision of resources to national entities contributing to the development of IS indicators.
- c. International organizations should be strengthened to be able to fulfil new valuable capabilities for Member States, such as allocating efforts to develop more sophisticated indicators or enhancing statistics with special market conditions, among others.
- d. Governments and international organizations should commit to, at least, an annual meeting to discuss main challenges in terms of data collection, methodologies and use of results, establishing mechanisms that ensure appropriate debate and agility whenever more frequent analysis is needed, taking into consideration the meetings organized regularly by the OECD, ITU, Eurostat and DG Information Society and Media (European Commission) and the Partnership on Measuring ICT for Development.
- e. Governments should further support the international organizations efforts in improving and introducing new indicators in cooperation with official national agencies by contributing to the construction of comparable statistics and taking active part to ongoing discussions in the dedicated committees and groups.
- f. The use of official statistical sources should be privileged. When specific policy needs cannot be addressed through official statistics, non-official sources such as ad-hoc surveys may be used, paying specific attention to the reliability and quality of results.

19. Under the terms of the new Digital Agenda for Europe, adopted by the European Commission on 19th May 2010, of which the Council of Transport Telecommunications and Energy Ministers took note in its Conclusions of 31st May 2010, and referred for the discussion at the European Council in June 2010, EU Member States should strengthen their commitment and cooperation with international entities to reinforce their metric systems and methodologies, in order to provide Key Performance Indicators, adequately cover the goals in the Digital Agenda and optimally implement subsequent national policies.

20. The development of the Information Society and ICT makes it possible to obtain better, more accurate, more frequent and faster-to-acquire metrics, thus allowing for a 'virtuous circle' to be built right from the measurement stage to policy implementation. Elaborating on this idea, Governments and international institutions should cooperate to explore and identify innovative ways of using the potential of ICT and IS-related technologies to progressively optimize data processing and collection procedures in terms of cost, resources, people and time.