Preliminary proposal for a new Content Development Framework

1. Descriptions and characteristics of the industry

1.1 Definition of the industry
- definition of service
- classification issues (see guide for information about details)

1.2 Market conditions and constraints
- importance of the industry compared to the service industry and the whole economy
- public regulations affecting the market situation
- degree of concentration within the industry
- type of consumer of the services (B2B,B2C,B2X)
- horizontal/vertical integration, trends
- product structure, primary/secondary products
- Other industries, having output of the primary products

1.3 Specific characteristics of the industry
- nature of selling (e.g. bundling, reselling)
- development of new products/services recent years or expected in the near future?
- short description of business models in the industry. Any recent changes or expected changes in the near future?
2. **Turnover/output measurement**

2.1 **General framework**  
- Objectives of key users  
- National Accounts concepts, measurement issues  
- Definition of Output for this industry (e.g. net or gross)

2.2 **Measurement issues**  
- Product structure, importance of product level details  
- Any data sources available for replacing surveys?  
- Any use of Big Data or plans in the near future, if not mentioned above?  
- Sampling design. Include any specific issues influencing the design in this industry and the sampling units necessary  
- Suitability of different output methods. Criteria for choosing methods

2.3 **Description of methods for measurement**  
- Definition of the service, for which output is measured  
- Frequency of collection and for which purposes (monthly collection could e.g be for the purpose of a monthly output/turnover index or primarily for use in production of a monthly volume index or both)  
- Description of estimation procedure (if not census).

2.4 **Evaluation of comparability of Output data with Price data**
3. Measurement of SPPI

3.1 General framework
- Objectives of key users
- National Accounts concepts, measurement issues

3.2 Measurement issues
- Product structure in industry, importance of product level details
- Type of SPPI described, sampling unit used – Industry/Product
- Any data sources available (or used) for replacing surveys?
- Any use of Big Data or plans in the near future, if not mentioned above?
- Any direct volume information available?
- Sampling design. Include any specific issues influencing the design in this industry and the sampling units necessary
- Data sources for various weights

3.3 Description of pricing methods and criteria for choosing the method
- Definition of the service being priced
- Price determining characteristics of the service
- Price method chosen\textsuperscript{1}.

Description of index estimation procedure, including estimation of missing prices
- Quality adjustment methods and sources of data quality adjustment if not obtained directly from respondents
- Frequency of collection and for which purposes.

3.4 Evaluation of comparability of Price data with Output data

4. Evaluation of measurement
   - Evaluation of methods (fitness for use).
   - Summarize any trade-offs between the measurement practices described in section 2 and 3 and the needs/concepts of the National Accounts (e.g. implicit price index)
   - Any practical advice on how to adjust for the gap between measures and concepts
   - Other sources of deflators where SPPIs are not available (if applicable)
   - Lessons learned
   - Future challenges and ways to meet them (classification issues, product developments, relevance of statistical methods used etc.)

5. International progress (sector paper only)
   - Summary of the detailed status reports