IFC-Banco de Portugal Conference: "Communication on central bank statistics: unlocking the next level"

19-20 September 2022

An ecosystem for statistical communication[1]

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1 This contribution was prepared for the workshop. The views expressed are those of the authors and do not necessarily reflect the views of the Banco de Portugal, the BIS, the IFC or the other central banks and institutions represented at the event.

EUROPEAN CENTRAL BANK

EUROSYSTEM

An ecosystem for statistical communication

Communication on central bank statistics, Lisbon

19/09/2022

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Statistical communication serves multiple audiences….

General public

Researcher

ECB watcher

Target audiences

Data vendors

Economic journalists

Students

Data journalists

… through many different channels & tools…

APIs

Metadata & Manuals

Data warehouse

Data portal

Statistical publications

User requests

Email newsletter

Channels

Corporate website

Statistical news releases

Research publications

Data dashboards

News briefings

Social media posts & channels

Statistical blog

FAQs

… and with multiple internal stakeholders

Communications department

Data producer

Stakeholder

Research & policy units

Internal data user

How to use your toolbox efficiently?

Create user journeys

Social media post → Data portal **? ? ?**

Social media post → Statistical blog / News releases → Dashboard → Data portal / Metadata / Newsletter

How to use your toolbox efficiently?

Learn from user interaction

User requests → FAQs / Statistical blog → Data portal / metadata update

Usage data → Website structure → Data portal structure

Search results → Website structure → Data portal structure

How to use your toolbox efficiently?

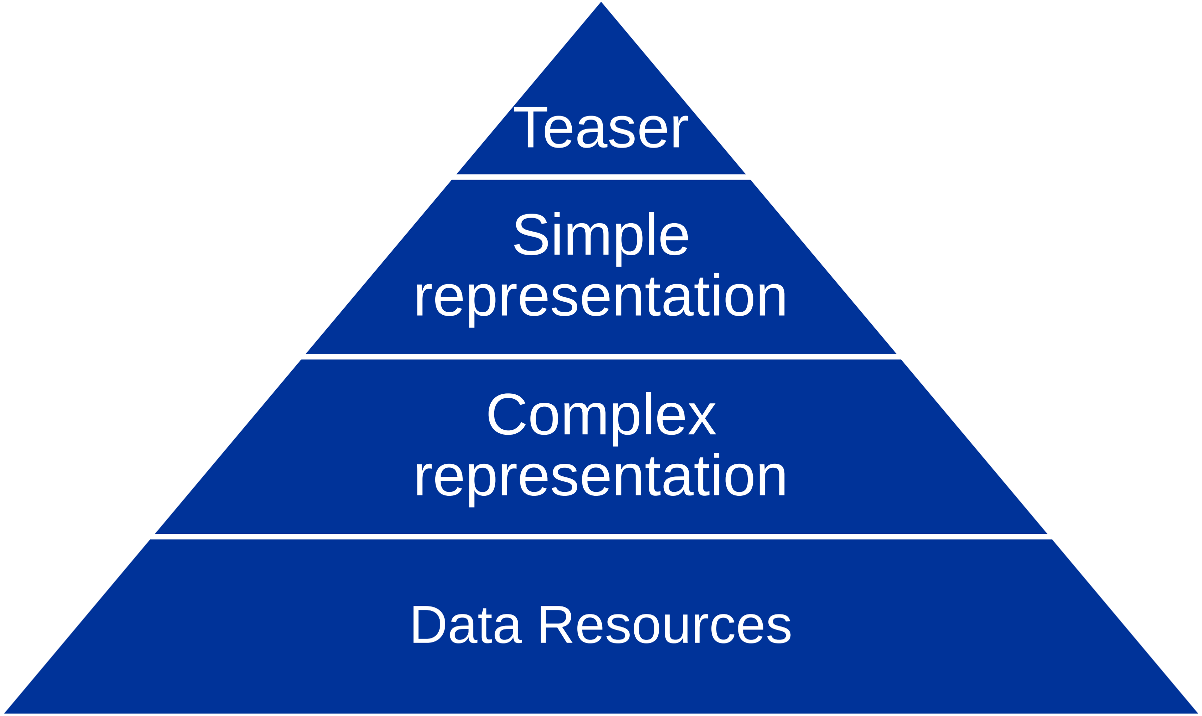
Use communication opportunities

Research paper → Micro dashboard → Data portal

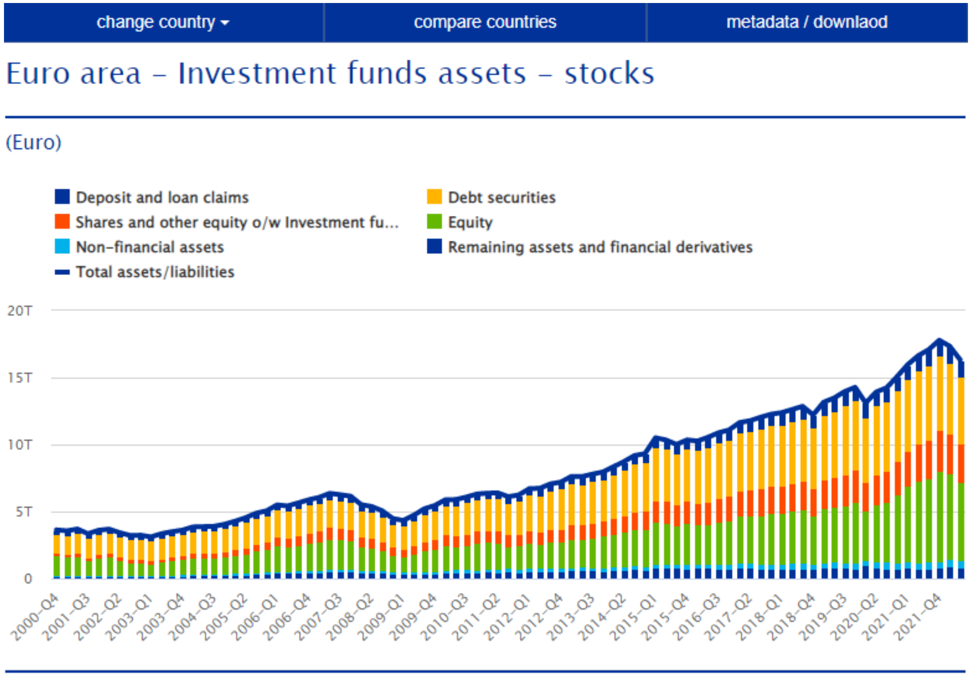
News article → Blog post → Dashboard

News article → Dashboard → Social media post

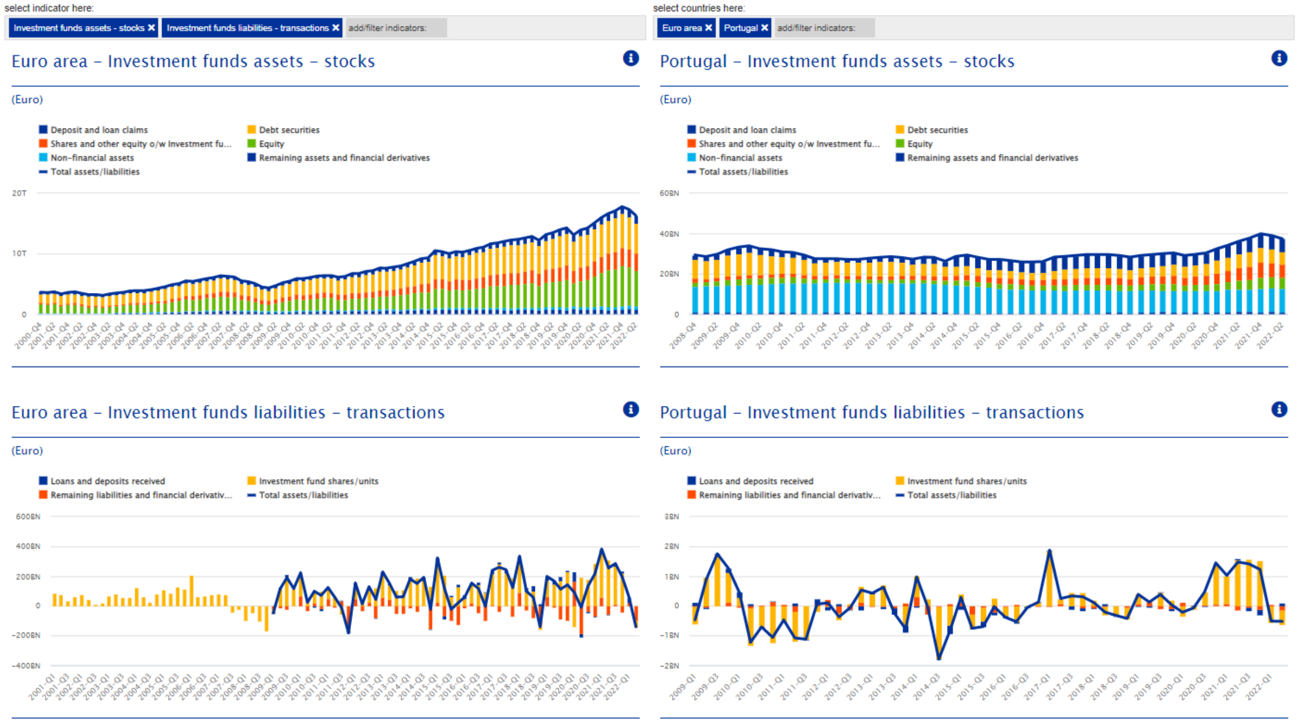
Respect information hierarchy



Useful tools – micro dashboards



Useful tools – micro dashboards

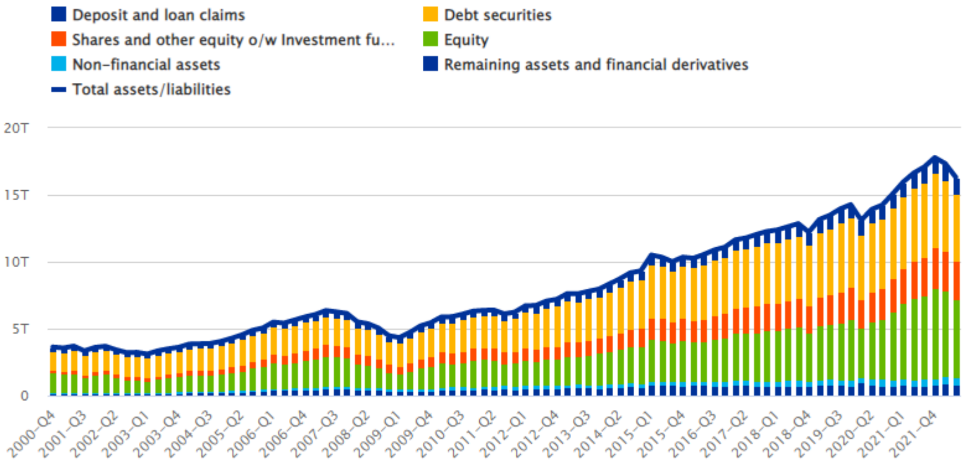


Useful tools – micro dashboards

change country ▾ | compare countries | metadata / downlaod

Euro area – Investment funds assets – stocks

(Euro)



Useful tools – micro dashboards

Investment funds assets - stocks

Definition | Download options | SDW metadata

SDW series keys

IVF.Q.U2.N.T0.A20.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.A30.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.A60.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.AT1.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.A52.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.A5A.A.1.Z5.0000.Z01.E
IVF.Q.U2.N.T0.T00.A.1.Z5.0000.Z01.E

Detailed SDW code list

Dimension	Code	Description
FREQ	Q	Quarterly
REF_AREA	U2	Euro area (changing composition)
ADJUSTMENT	N	Neither seasonally nor working day adjusted
IVF_REP_SECTOR	T0	Total investment funds
IVF_ITEM	A20	Deposit and loan claims
	A30	Debt securities
	A52	Shares and other equity o/w Investment fund and money market fund shares/units
	A5A	Equity
	A60	Non-financial assets

Useful tools – dataset hub pages

TOP
INTRODUCTION
LATEST DATA
PROFILE & SERVICES
OVERVIEW CHARTS
METADATA
LEGAL BASIS & MANUALS

Investment funds

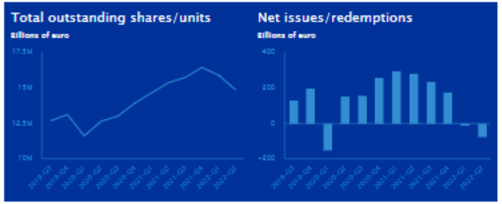
Introduction

The data refer to the assets and liabilities of investment funds. In addition to outstanding amounts, transactions data are also available. Investment funds are distinguished by investment policy (equity funds, bond funds, mixed funds, real estate funds, hedge funds, other funds) and by type of fund (open-end or closed-end). Money market funds and pension funds are not covered in these data (dedicated statistics are available).

[A short text to explain the purpose and the coverage of this dataset. It should state briefly, why this data is relevant for central banks and where it is used. Could be the same text as used in the EDP]

Latest data

[A summary of the latest data and changes from the previous period, either through a small dashboard as displayed below or with a table or a combination of both.]



Profile & services

Update cycle: every quarter

Last update: 17.08.2022 (Q2 2022)

Next update: 16.09.2022 (Q3 2022)

Full dataset and alerts on data updates

Publication | Dataset on EDP | RSS feed | Email alerts

Overview charts

[A selection of charts with key indicators. Structure and composition is similar to the information provided in the news release. Charts will update automatically with the latest data in the SDW and provide access to different dashboarding options.]

[Each chart should be introduced by a general description on the data and concepts displayed.]

A few takeaways

Different communication channels work more effectively when integrated into a communication ecosystem.

Communication channels building on narratives are more engaging; pathways to explorative platforms should follow a layered approach.

Explorative tools are more effective when integration into a narrative context is possible.

Hub page presenting features, content and services around specific datasets can facilitate the creation of a communications ecosystem.

Thank you!

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