

GUIDELINES ON THE PRICING POLICY OF THE PHILIPPINE STATISTICAL SYSTEM

1.0 Purpose/Coverage

These guidelines provide for more specific policies in addition to the general pricing policy of the PSS as issued by the NSCB under Resolution No. 11 dated June 16, 1999. They shall also apply at the sub-national level.

2.0 General Policy

Section 7 of Article III of the Constitution provides that "the right of the people to information on matters of public concern is recognized and that access to official records and documents, and papers pertaining to official acts, transactions, or decisions, as well as government research data used as basis for policy development shall be afforded the citizen, subject to such limitations as may be provided by law."

By virtue of EO 121, series of 1987, the NSCB designates the statistics that should be collected, compiled, processed and disseminated in accordance with the statistical calendar approved by the NSCB. These designated statistics which are most critical to the government and private sectors are listed in EO 352, series of 1996 and relevant NSCB resolutions.

Following the above provisions, the Philippine Statistical System shall maximize its resources in developing standard products and facilities that will allow efficient public access to its information resources particularly the designated statistics. This is the primary objective of the Government Statistics Accessibility Program (G-SAP) which was adopted by government agencies under NSCB Resolution No. 10 dated October 29, 1997. Due to budget limitations however, the cost of customized service shall be borne by the user, in accordance with the pricing policy and guidelines issued by the NSCB.

2.1 Information That Should be Published


Agencies are enjoined to publish relevant statistical information that they collect, compile and process. The following are the minimum information that should be published:

2.1.1 Statistics designated by the NSCB –Designated statistics must be published in accordance with the provisions of EO 352 and NSCB Resolutions which cite the minimum frequency and geographic disaggregation of the data. Further, the agencies are encouraged to publish the lowest and most micro level of disaggregation allowed by the design and agency resources to maximize utilization of the data.

2.1.2 Metadata - Metadata should be disseminated. Metadata should include the following information at the minimum: source of the primary data, focal point, calendar/schedule of release, concepts and definitions, methodology, including data limitations.

2.2 Form and Outlets of Publication

Agencies shall provide the following minimum services/facilities to enable free public access to the published information:



2.2.1 Press Releases

This refers to the highlights or summary of the latest data generated by the agency. To give equal opportunity to the public, the press release should be disseminated in print, broadcast and in electronic media via the agency website.

The agencies are encouraged to give a copy of their press release to the National Statistical Information Center which shall serve as a one-stop shop dissemination outlet.

2.2.2 Facility to View/Read Publications- examples are library, website, etc.

2.2.3 Frontline information service

Providing frontline information service such as providing replies to basic inquiries or requests for data that are contained in the agency press releases is free. The designated focal point for the frontline information service shall also provide free service of referring the public to the right unit/s within the agency or in the other agencies which can provide more detailed answers to inquiries.

2.3 Fee-based Information Services

The following services can be availed of but the cost shall be borne by the user:

- a) own copy of the publication in print, diskette, e-mail, CD-ROM, etc.
- b) authority to reproduce/distribute and sell agency data/publications
- c) specific services such as:
 1. Research and compilation of the requested data and/or metadata from a single or various publications/sources;
 2. Photocopying of documents;
 3. Delivery of data via e-mail, fax, postal, and other user-specified form;
 4. Technical lectures on the data;
 5. Design and conduct of surveys
 6. Design and development of information systems;
 7. Development of statistical indicators;
 8. Application of statistical tools/techniques;
 9. Statistical analysis of data as specified by the user;
 10. Processing of data as specified by the user;
 11. Downloading from agency databases
 12. Access to unpublished information/public-use-files
 13. Provision of other technical services.

3.0 What to include in the price

3.1 Under NSCB Resolution No. 11, series of 1999, the price should include the direct costs of delivering the requested product and service in the form specified by the user including the marketing and developmental costs. The costs incurred in the generation of the primary data/indicators such as the survey costs or the compilation of derived indicators such as the National Accounts or compilation of tables such as for the Philippine Statistical Yearbook shall not be included.

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Direct costs - are those spent in the research, compilation, processing, analysis and/or delivery of the requested publication or data to the user and other costs which if not for the specific request of the user would not have been incurred. These include the following:

- a. cost of labor in servicing the customer
- b. cost of packaging/printing/photocopying
- c. cost of supplies/materials used
- d. cost of overhead in terms of computer time
- e. other incidental expenses/overhead
- f. cost of delivery to the user

Marketing cost – This includes expenses for mass media dissemination other than the press release in Sec. 2.1 and which are optional to the agency such as :

- a) newspaper advertisements,
- b) newsletters,
- c) brochures, posters
- d) broadcast media,
- e) call/fax centers within the agency,
- f) bulletin board/kiosk,
- g) seminars/convention
- h) product launching
- i) promotion agency/marketing institutions
- j) other promotional activities

To estimate the marketing cost to be recovered per copy of publication or individual service for the current year, the total marketing cost incurred in the immediately preceding year may be spread over the estimated number of copies to be produced (in the case of services, the estimated number of potential users) in the following year.

Developmental cost – This is in addition to the direct and marketing cost. It includes improvements intended to provide more relevant, timely and accessible data/information. An example is product design and development, system development, software development, etc.

One way of estimating the development cost per unit is through a concept of lifespan (usefulness) of the improvements made. This is done by spreading the total development cost over a period of such lifespan and dividing over the number of copies to be produced (in the case of services, the estimated number of potential users) within each year of such period.

3.1.1 Notwithstanding the recovery of the marketing costs, the agency should assess the effectiveness of its marketing activities and try to make use of inexpensive means of making users aware of available information and services.

3.1.2 If agency cost was reduced through systems development, the savings should be passed on to the customer by reducing the price.

3.2 **Price of electronic publication** e.g., diskette, e-mail, CD-ROM – In addition to the above costs, the cost of electronic form shall impute the added value to the user in terms of convenience. For instance, this can be

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valued in terms of the cost of data entry divided by the estimated number of copies to be reproduced.

3.3 Pricing for foreign-based users – In selling to foreign-based users, the prevailing market price of similar products and services of foreign statistical offices and other information providers shall be considered.

3.4 Pricing for Private Information Vendors/Brokers

In accordance with the general policy as provided in the G-SAP, alliance of the government with the private sector in marketing statistical information is encouraged. As such, the agency must publish this opportunity given to the private sector. It shall also publish a list of its accredited information distributors for guidance of the data-using public.

3.4.1. For reproduction and selling of printed and electronic copies – The agency may opt to charge the price of equivalent number of copies desired by the vendor to reproduce and sell or the agency may collect a royalty fee based on sales realized by the information vendor. This shall be covered by a contract which provides among others that the source of the publication be always cited if the data will be incorporated in the information products of the vendor/broker.

3.4.2 For buying and selling the copies printed/reproduced by the agency – the vendor shall be charged the agency price less discount for buying in bulk such as at least 10 copies per purchase, provided that the vendor's price should not be lower than that of the source agency.

4.0 Policy for Government Agencies

4.1 Agencies shall include in their budget proposal to DBM a provision for one printed and one electronic copy to public libraries for free. The following libraries shall be given priority:

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- National Statistical Information Center of the NSCB as the one-stop shop of statistical information and services in Makati, La Union, Baguio, Bicol, Iloilo, Tacloban, Zamboanga City, Davao City and Cotabato City
- Public Library of the provincial/city governments in the other provinces/cities where there are no NSICs- to support the countryside development program of the government
- National Library as the national archive

4.2 In producing the designated statistics, the designated agencies need data inputs from other government agencies. In such cases, the source agencies shall provide at no cost to the designated agency the data necessary in the generation of the concerned designated statistics as well as copy of the publication of such data inputs.

4.3 For subscribers based outside Metro Manila, the source agency shall use the pick-up price notwithstanding the delivery cost, in



consideration of the thrust of the Philippine Statistical System to promote countryside development.

4.4 When a government agency asks for fee-based services such as those mentioned in Sec.3.2, it shall be subject to the standard rates. Special arrangements shall be at the discretion of the servicing agency.

4.5 Agencies are encouraged to promote the utilization of statistics produced by the PSS. An agency which may want to package and sell statistical products containing selected data of the other agencies in the PSS such as the National Statistical Information Center of the NSCB, being a one-stop shop of statistical information and services, shall always cite the source of such data. The pricing scheme of the source agency shall be adopted by the other agencies.

4.6 When a government agency such as the National Statistical Information Center (NSIC) of the NSCB is tapped as the marketing outlet/arm for statistical products, it can also charge a fee to cover the costs of marketing. However, in marketing the statistical products of the data producing agency, the marketing agency shall adopt the same prices used by the producer agency.

5.0 Policy for international and other foreign institutions

As a general rule, requests from foreign institutions shall be subject to the policies in Sec. 2.0-3.0 above. However, for international institutions such as the **United Nations' Bodies and Specialized Agencies, other inter-governmental organizations such as the ASEAN, SEACEN, Asian Development Bank, as well as bilateral funding agencies**, agencies can provide readily available data at no cost to the institutions, provided that the Philippine copy of such publication shall be requested.

For foreign government institutions, publications may be provided on the basis of an exchange agreement.

6.0 Special Rates to Students and Government Entities and Private Entities Which are Considered as Channels of Information

The following data users may be given special rates.

- 6.1 students and educational institutions
- 6.2 national and local government agencies, Philippine embassies
- 6.3 channels of dissemination such as newspaper companies, radio/tv stations, private libraries, foreign embassies, international institutions and
- 6.4 other special groups as determined by the agency

7.0 Implementation

Agencies shall review/revise their existing pricing scheme and implement in accordance with these guidelines. These prices/rates should be published and made known to the public. They should be reviewed regularly to respond to changing technology and market situation.

8.0 Other Issues on Pricing

Emerging issues not covered by these guidelines shall be submitted to the NSCB for issuance of the appropriate policy for guidance of agencies concerned.

9.0 Monitoring

The NSCB Technical Staff shall monitor the implementation of the Pricing Policy and update it as may be necessary. It shall also provide technical assistance as may be requested by agencies.

10.0 Effectivity

These guidelines shall be adopted in the development of the agency pricing scheme starting January 2001..

