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Federal Department of Home Affairs FDHA Federal Statistical Office FSO

## From Mobile to Web to Print

Modernizing the complete Dissemination chain in Swiss Statistics

IAOS Conference Thomas Schulz, FSO



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# Official Statistics in Switzerland

Not collecting just **any** data. Not taking data without **check**. Not offering only data that **sells**.

Open Data. Since 1860.

**Statistics** 

counts on you.

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# Official Statistics in Switzerland

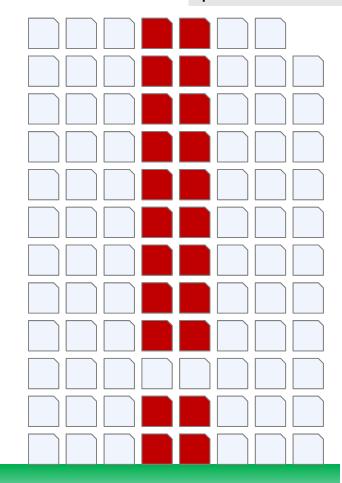
Providing **data** that do **answer** to questions.

Providing **information** that **matter** to society.

Providing **stories** that are **relevant** to all of us.

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## The legal mandate and framework

- Federal Statistics Act (BStatG): Art. 18 «Publications» «The major statistical findings and bases are to be published in a user-friendly and user-adequate manner in all official languages. Results not published will be made available otherwise.»
- Further legal acts (e.g. Census Act, Act on Geoinformation)
- European and Swiss Code of Practice
- Multi-annual Statistical Programme (MJP) and annual objectives of the FSO (parliament)
- Ressources (finances & personnel)



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#### Statistics counts on you. Open Data. Since 1860.

#### Public statistics on 21 themes in 4 languages DE / FR / IT / EN

- 0. Statistical basis and overviews
- 1. Population
- 2. Territory and environement
- 3. Employment and income from employment
- 4. National economy
- 5. Prices
- 6. Industry and services
- 7. Agriculture and forestry
- 8. Energy
- 9. Construction and housing
- 10. Tourism

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- 11. Mobility and Transport
- 12. Money, banks, insurance companies

- 13. Social Security
- 14. Health
- 15. Education and science
- 16. Culture, media, information society, sports
- 17. Politics
- 18. Public administration and finance
- 19. Crime and criminal Justice
- 20. Economic and social situation of the population
- 20. Sustainable development, regional and international disparities



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Four main user groups – FSO's model

- Specialists, statisticians, experts (miners)
- Professional use, Administration, consultants, businesses (farmers)
- Occasional users, Administration, media, politicians (tourists)
- Passive consumers, Media consumers (consumers)





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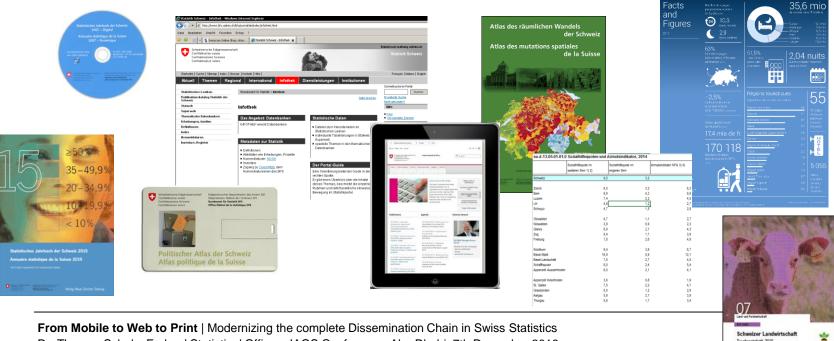
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Facts

#### **Output based on publication models**

All statistical output through articles in pre-defined models. Currently 20 publication models (specific information sets and services provided for users in different packagings, varied by size, shape, content, volumes & different output media).



Dr. Thomas Schulz. Federal Statistical Office – IAOS Conference, Abu Dhabi, 7th December 2016



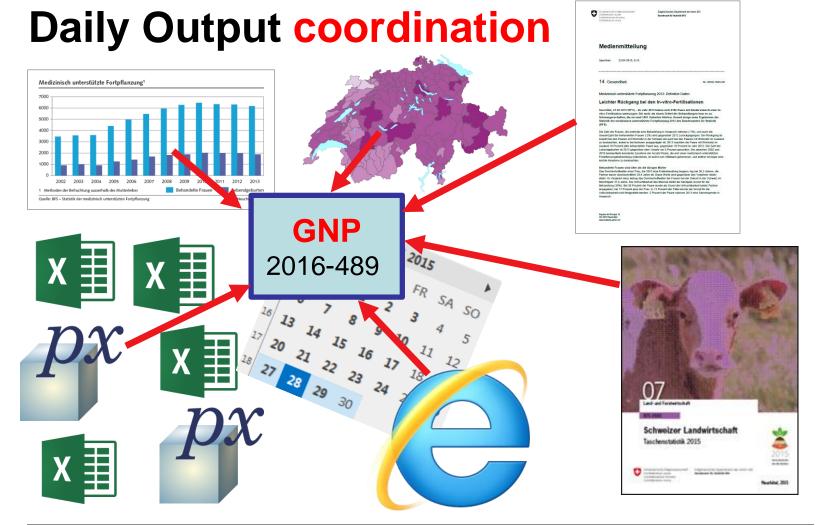
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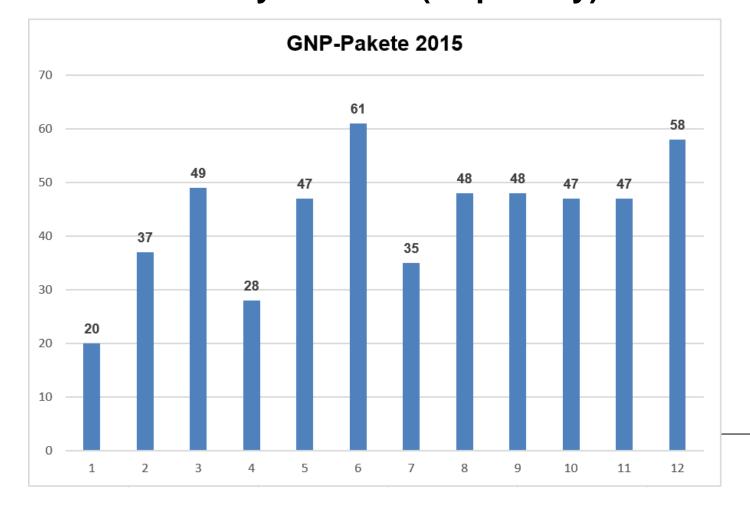


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#### **Dissemination Packages 2015: 525** Number of daily releases (~3 per day)





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#### **Dissemination statistics 2015**

16,561,832 pageviews (13% mobile pageviews) 55,000 webpages in 5 languages **17,950 new DB assets p.a.** in 5 languages **200 new publications p.a.** (1 language) **150 new press releases** (1 language) 1,955,428 downloads: digital assets 175,000 downloads: PDF publications **10,000** downloads: digital publications **198,000** publications distributed (print) **40,000 customer contacts** ( $\frac{1}{2}$  mail,  $\frac{1}{2}$  phone)

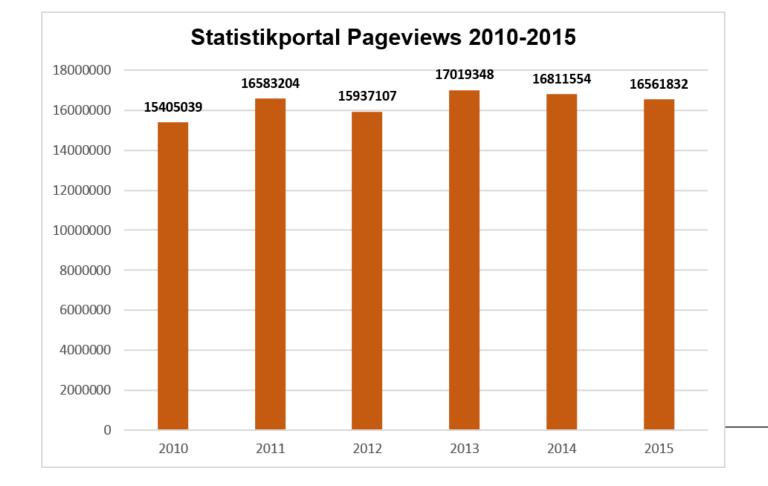


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#### **Dissemination 2010-15: + 7.5%** Website pageviews



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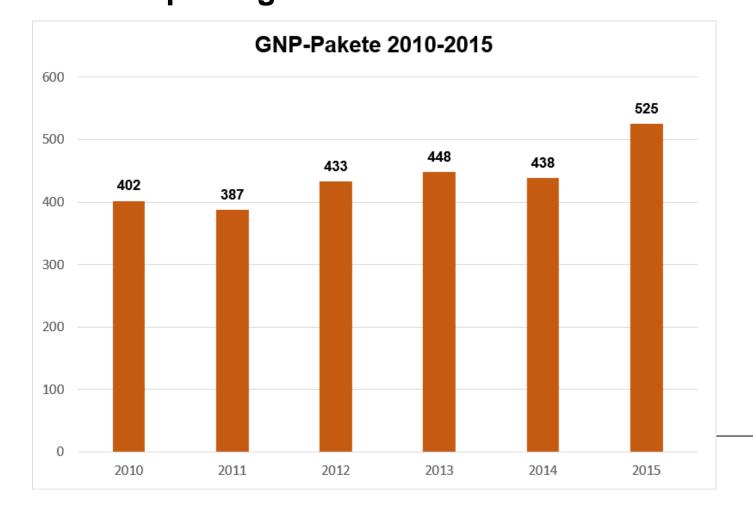
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Dissemination 2010-15: + 30.6% Release packages





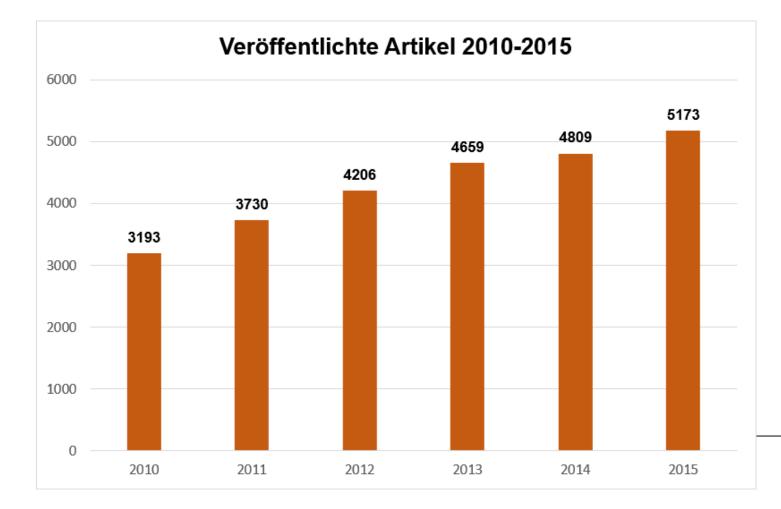
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#### Dissemination 2010-15: + 62.0% Published assets





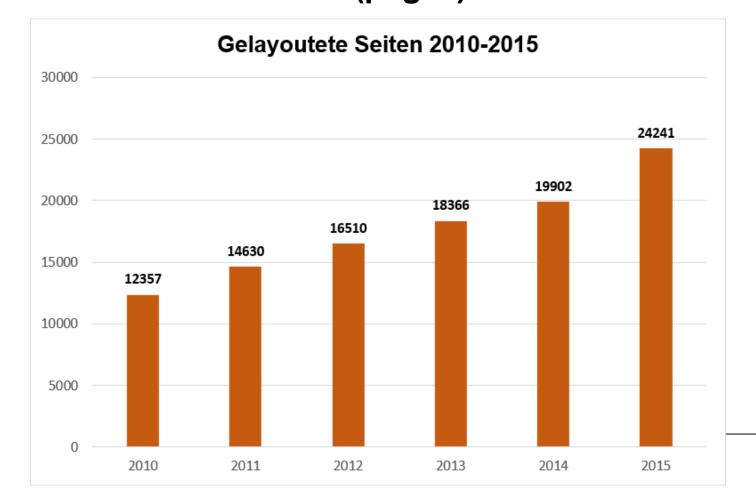
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#### **Dissemination 2010-15: + 71.9%** Publication volumes (pages)





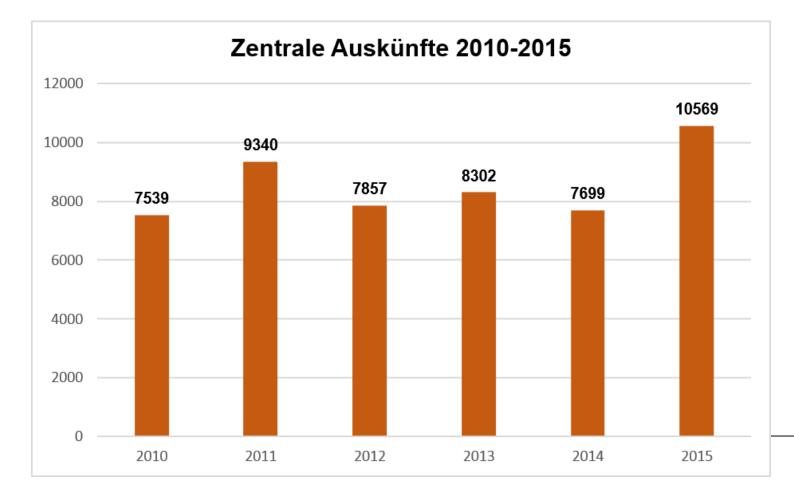
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#### Dissemination 2010-15: + 40.2% Customer contacts





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#### Publication media and formats timeline (FSO)

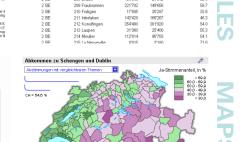
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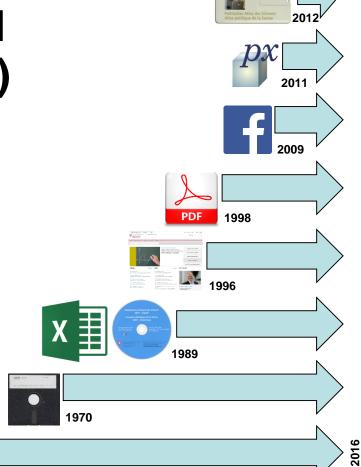
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208 Erlach





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# The compilation and dissemination of valuable statistical information ...

# ... a complex and constantly changing task full of challenges:

- diverging user groups with diverging needs
- diverse and constantly growing number of output channels (Online, Offline, Print, Mobile), asset types and information objects (text, table, graph, chart, map, video etc.)
- generally growing demand for information and statistics
- multiple and often unforeseen planning impacts (portfolio, capacities, ressources, political and external agenda)
- numerous people involved, numerous production steps



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# Three paths to modernizing the dissemination processes at FSO

**Cross-Media:** New, cross-media formats and styleguides for all assets and publication models.

**Technologies:** Dissemination based on Automation, Digital Asset Management & Services.

**Focussing:** Reduction of publication models and re-thinking the complete dissemination chain from the end.

Make everything OK



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Statistics counts on you. Open Data. Since 1860.

The Swiss Statistics Portal 1996–2016





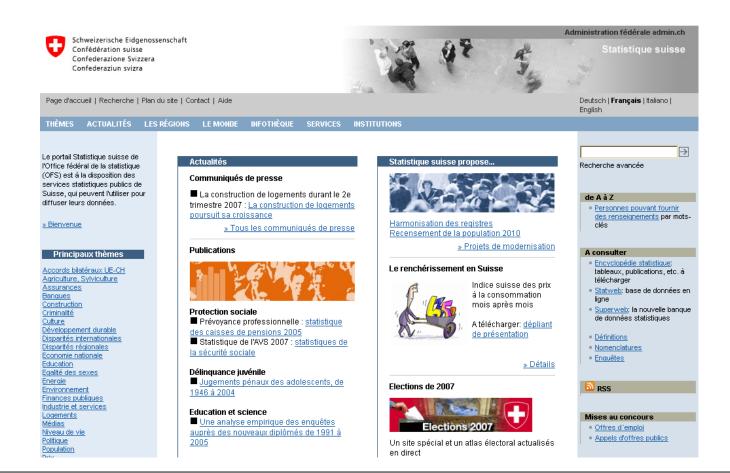
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The Swiss Statistics Portal 1996–2016



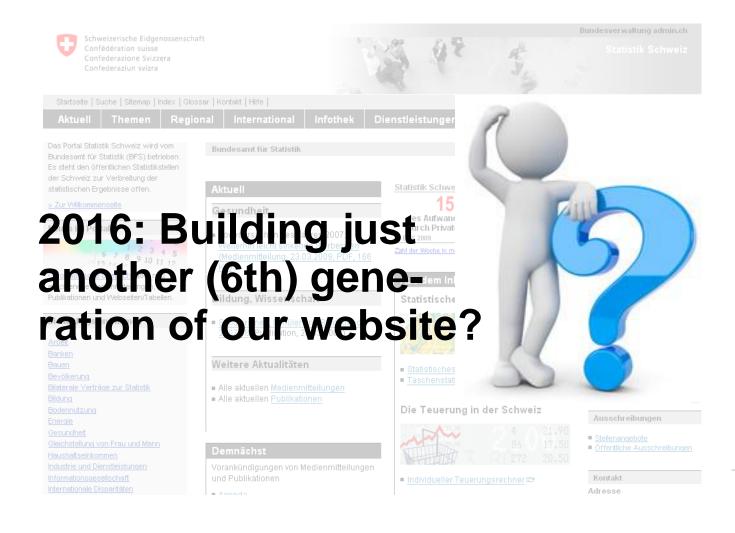


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#### The Swiss Statistics Portal 1996–2016





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## Project MOD (2013-2016): objectives

- 1. A new CMS, a new service provider
- 2. A Digital Asset Management, clearly separated from CMS
- Increased data-based publishing for most pages; use of new
   Web Service technologies → facilitate future migration
- 4. Clear **reduction of contents**, revised structure of contents, enhanced search algorithms, Search Engine Optimization SEO
- 5. Implementation of new Web Guidelines for the Confederation
- Optimization of website for tablets and smartphones (Responsive Design), allowing for Social Media functionalities
- 7. Better access to data for third parties (e.g. Open Data portal)



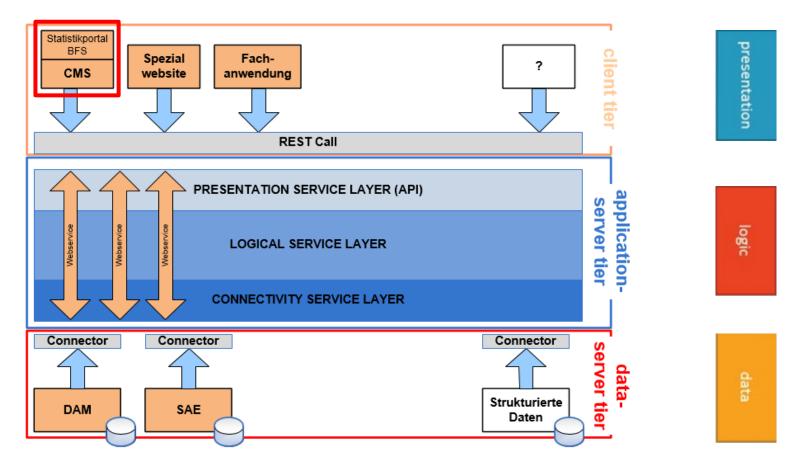
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#### An NSIs web presence as one (big) app





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# NEX

#### www.statistics.admin.ch

- Published: 20/10/2016 at European Statistics Day
- Pages: 6,000 (10%)
- Languages: 4 DE/FR/IT/EN
- Authors: 90 (60%)
- Admins: **4** (50%)



Bundesamt für Statist



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#### A fully responsive website





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#### **Automatic content compilation: DAM**

Federal Statistical Office > Look for statistics > Agriculture and forestry

Look for statistics	Agriculture and forestry	Contact	
Agriculture and forestry		Federal Statistical Office	
Farming	What's new?	Espace de l'Europe 10 CH-2010 Neuchâtel	
Economic and satellite accounts for the primary sector	03.11.2016 - Agriculture and forestry Key figures of the food chain supply 2016	Switzerland Contact	
Hunting, fishing and fish farming	Federal Statistical Office	8	
Food	04.10.2016 - Agriculture and forestry Economic accounts for agriculture: Estimates 2016 Federal Statistical Office	Remark	
	In focus	Our English pages offer only a limited range of information on our statistical production. For our full range please consult our pages in French and German (top right hand screen).	

Food and Agriculture - Pocket Statistics:



Forestry in Switzerland - Pocket Statistics



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#### Look for statistics: an example page

The main <mark>f</mark> igures		
The primary sector comprises agriculture, forestry as wel	l as fishing and	fish farming.
Primary sector		
	Farms	Jobs
Agriculture, 2015	53 232	155 184
Forestry, 2013	1 650	6 400
Fishing and fish farming, 2013	198	466
Sources: FSO - Farm structure survey, STATENT		

Furthe	er informati	on	
Data	Publications	Press releases	
	yees, farmholdings cation by canton	s, utilized agricultur	al area and livestock on level 1 of
classifi			al area and livestock on level 1 of
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## **Catalogues for all asset types**

Look for statistics	Catalogues and Databases	0	Contact
Catalogues and Databases	Collection with statistical results:		Federal Statistical Office
Tables	<ul> <li>Tables</li> </ul>		Espace de l'Europe 10 CH-2010 Neuchâtel
Data	<ul> <li>Data: data cubes with variables that can be interactively combined</li> <li>Graphs</li> </ul>		Switzerland
Graphs	<ul><li>Maps</li><li>Publications</li></ul>		8
Maps	<ul> <li>Press Releases</li> </ul>		
Publications	Description of statistical surveys and other statistical data sources:		Remark
Press Releases	Surveys     Classifications     Definitions		Our English pages offer only a limited range of information on our statistical
Surveys	~ Top of pa		production. For our full range please consult our pages in French and German
Classifications	f 🗾 🔀 🗶 in		(top right hand screen).
Definitions			



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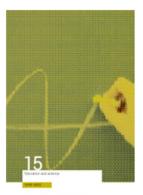
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#### Statistics counts on you. Open Data. Since 1860.

#### A detailed page for every asset

#### **Educational institutions**

#### 2016 edition



Educational institutions 2016 edition



#### Download publication (PDF, 20 Pages, 1 MB)

This brochure presents Switzerland's educational institutions and provides an overview of how they are organised by educational level, responsible authority (public or private sector, government dependent or independent), size and territorial distribution.

Туре	Publication
Published on	31.10.2016
Published by	Federal Statistical Office
Theme	Education and science
Price CHF*	CHF 0.00
FSO number	1559-1600
Language	EN
Other languages	IT, FR, DE
Survey(s)	Learners (pupils and students without universities) School staff Educational institutions statistics
Associated documents	Educational institutions, Edition 2016

#### Order

You can order this publication using the order form (see Basket).

For priced publications, a postage fee of CHF 5 and VAT will be added to each order. All free publications are sent free of charge.

Reductions are granted in accordance with the FSO Fees Ordinance (Articles 19 and 22). Requests for reductions can be entered on the order form under "message".

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Focus: 4 main media for publications





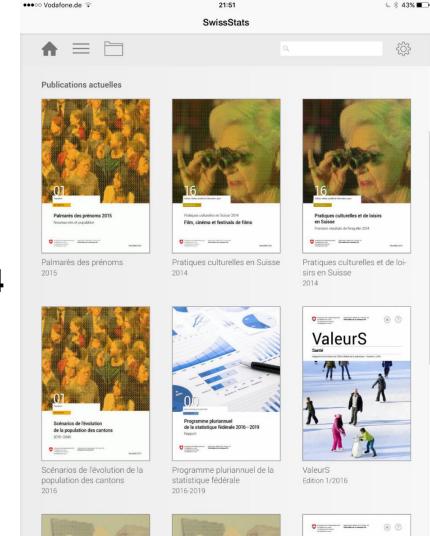
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#### SwissStats App

## Digital Publications on popular issues since 2014

- up-to-date
- digital
- interactive
- user-friendly
- multilingual
- mobile



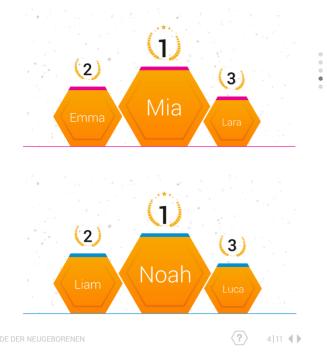
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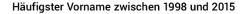
#### Podium der drei beliebtesten Vornamen 2015

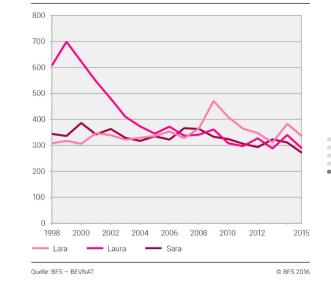
Die Spitzenreiterinnen des Jahres 2015 waren Mia (465), Emma (447) und Lara (335). Sie gehören zu den Favoriten unter den rund 41'910 neugeborenen Mädchen jenes Kalenderjahres.

Bei den Knaben waren es Noah (443), Liam (412) und Luca (361), welche auf dem Podest standen. Bezogen auf die 44'650 Knaben, welche 2015 in der Schweiz geboren sind, mag dies als relativ gering erscheinen. Die Hitparade kann jedoch aufzeigen, dass der Wunsch besteht, einen Namen zu vergeben, der dem aktuellen Zeitgeist entspricht.



In der Schweiz zwischen 1998 und 2015 war Luca der häufigste Knabenvorname bei den Neugeborenen. Noah und David fanden sich auf Platz zwei und drei. Bei den Mädchen figuriert Laura auf dem ersten, Lara auf dem zweiten und Sara auf dem dritten Platz.





ORNAMEN-HITPARADE DER NEUGEBORENEN

× Frauen

(+) Männer

4|11 ♦



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#### Access through FSO website & stores

Bundesverwaltung     EDI     Schweizerische Eidgenossenschaft     Confederazione Svizzera     Confederazione svizze	<ul> <li>BFS</li> <li>Bundesamt für Statistik</li> </ul>	₩ Warenkorb	Median Stallen Kontakt DE FR IT EN	CJ	wissStats – BFS Publika	
Aktuell Statistiken finden Dienstleistu undesamt für Statistik > Statistiken finde	Erhebungen			Swi	iss Statistics Nachrichten & Zeitschriften PEGI 3 Diese App ist mit allen deinen Geräten kompatibel.	****2
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abellen	Thema	Auswählen	Bundesamt für Statistik Espace de l'Europe 10			
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ublikationen	Erscheinungsjahr von	älter als 2012 🔹				
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	Neugeborene und Bundesamt für Statis BFS-Nummer 407-15 Veröffentlicht am 23	tik, Neuchätel 2016, 34 Seiten 01-03				
	Kulturverhalten in Filme, Kinos und Bundesamt für Statis BFS-Nummer 1615-1 Veröffentlicht am 21	tik, Neuchâtel 2016 402-03		Speziell für Tablet aufbereitete au	usgesuchte BFS-Publikationen: übersichtlich, intera	ktiv und
		ölkerungsentwicklung der Kantone 2015-2045			ein Leben lang, ob bewusst oder unbewusst, im pe	rsönlichen
	Digitale Publikati Bundesamt für Statis BFS-Nummer 869-15 Veröffentlicht am 12	tik, Neuchâtel 2016 00-03		wie im beruflichen Alltag. Die öffe	entliche Statistik hilft Übersicht und Ordnung zu ver r alle relevanten Bereiche der Gesellschaft, auch ko	schaffen, indem
	Das Kultur- und F Erste Ergebnisse d Bundeaut für Statis BFS-Nummer 1615-1	tik, Neuchätel 2016 401-03		Sachverhalte, erfasst und allen in Weitere Infos	tteressierten zur Verfügung stellt	



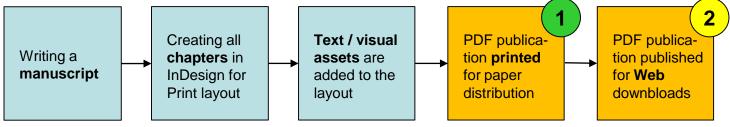
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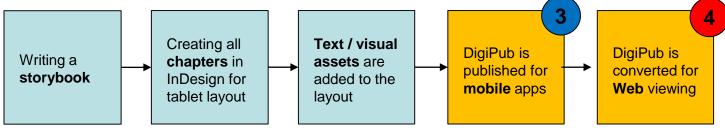


**Publications: current production** 

#### Print/PDF Publications (200 titles per year)



#### Digital Publications (10 per year, selected themes)





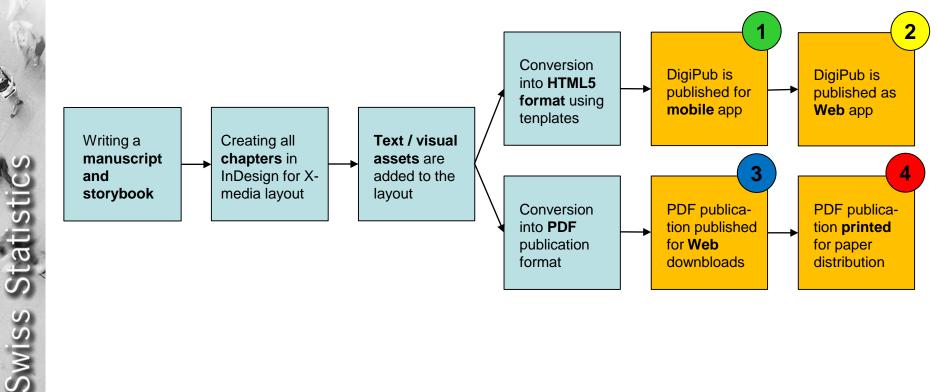
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## **Publications: future production**

#### One integrated workflow (200 publications per year)





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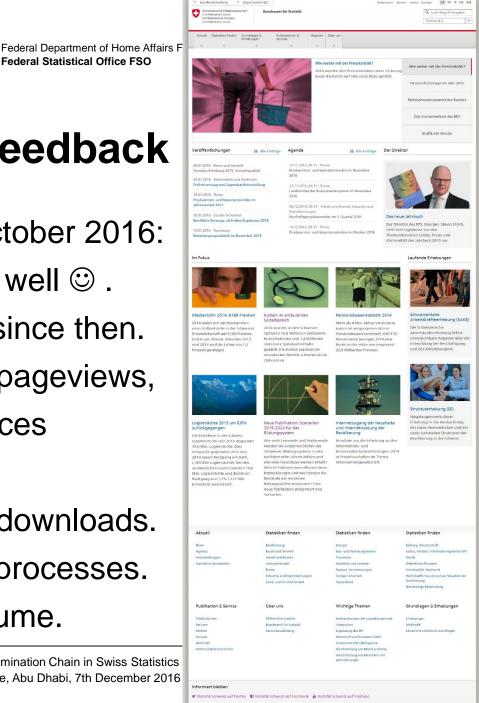
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## Conclusions / feedback

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- Successful start in October 2016: all new systems work well 🙂 .
- Not a single incident since then.
- Increased number of pageviews, esp. from mobile devices (responsive design).
- Increased number of downloads.
- Smooth and efficient processes.
- Gains in time and volume.





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## Swiss Confederation Conclusions / feedback

- Quality improvements (assets, metadata).
- Improved accessibility for webpages, assets and publications.
- Enlargement of offer on www.opendata.swiss
- Generally positive feedback from partners, stakeholders and FSO's management.
- Almost no user feedback smooth transition.
   No news is good news! ③

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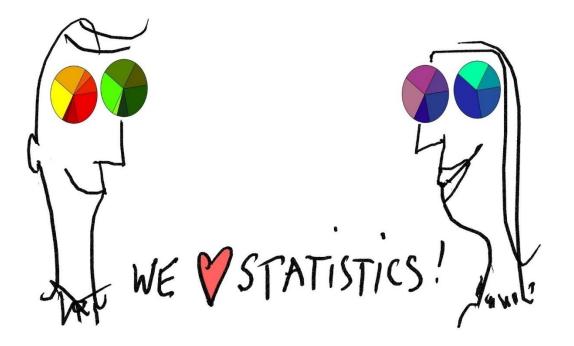
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#### MERCI! DANKE! GRAZIE! GRAZIA! THANK YOU!



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