

Methodology

The Digital Country Index

Developed by:
Bloom Consulting and Digital Demand - D2©

Vs5

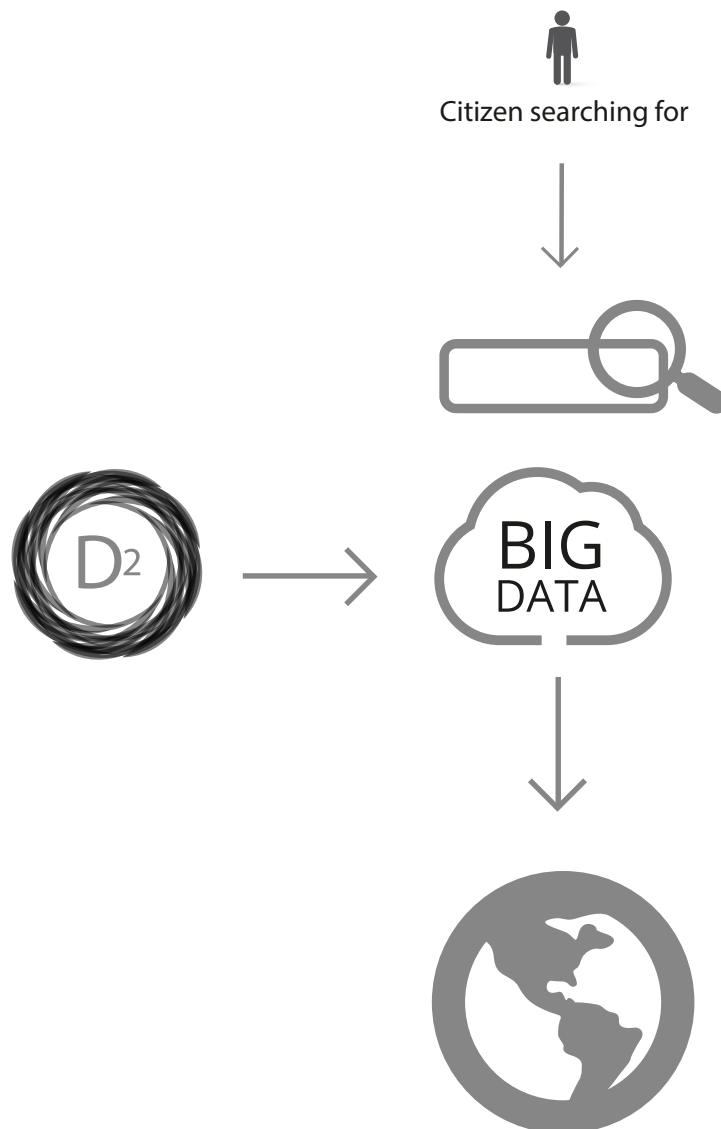


Methodology

The objective of this Index is to provide the least subjective results possible. Therefore, the position of each Country is solely determined by their search volume in each of the 5 Dimensions (with the exception of National Prominence). Social Media is excluded from the analysis, as this Index measures the “consequence”, not the “cause” of what has triggered the proactive interest towards any given Country.

The Methodology (or how data is collected or how the Index is compiled)

The Digital Country Index compiles the measurement of the total amount of searches performed by all worldwide citizens toward any given Country. All thanks to a proprietary software called Digital Demand - D2©.



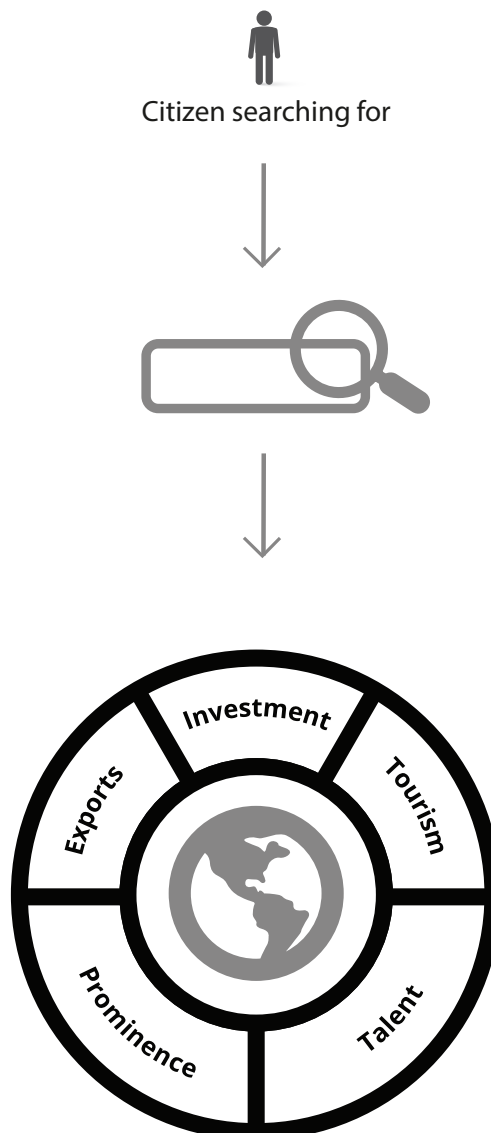


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Every search is collected and categorized in five different Dimensions.





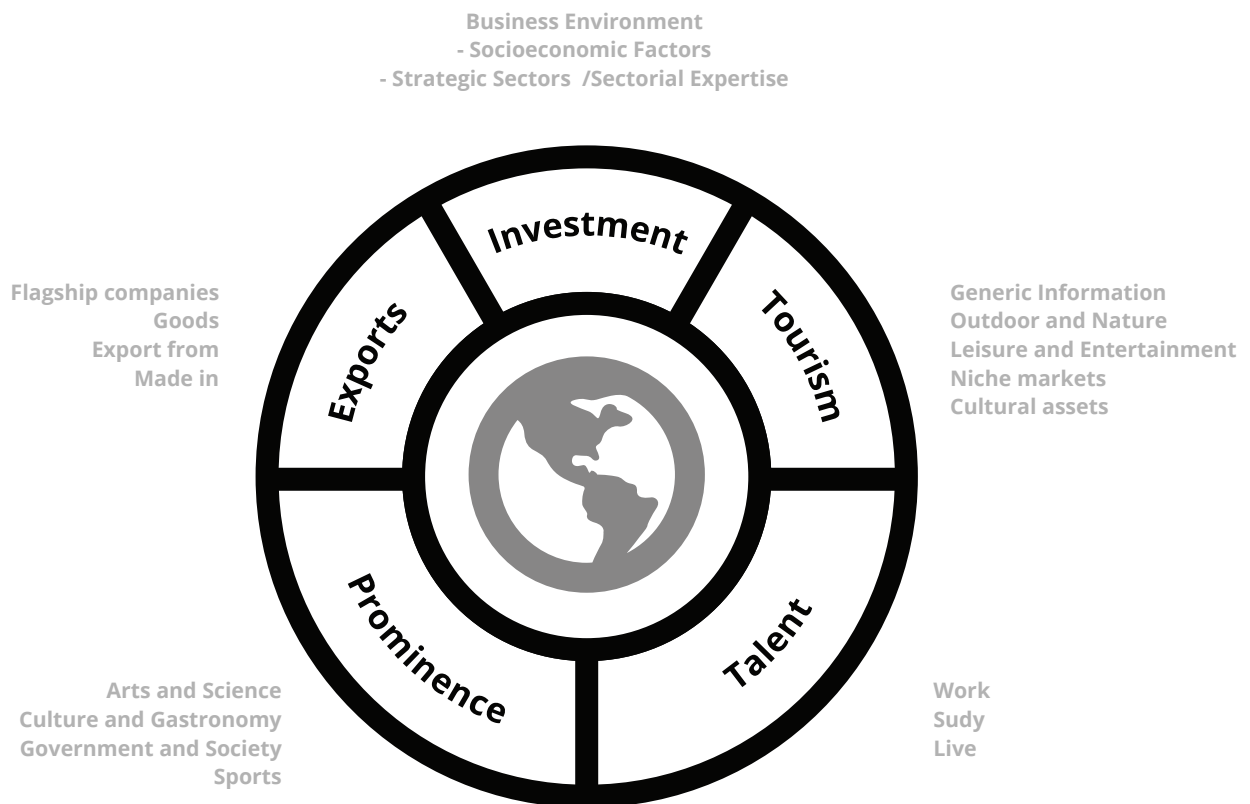
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As displayed below, each Dimension is comprised of 19 macro clusters of information called “Brandtag families”.

Inside of each “Brandtag family” there are around 132 “Brandtags” comprised of 44 million keyword combinations in 9 different languages (English, German, French, Spanish, Italian, Japanese, Portuguese, Russian, and Chinese), which result in approximately 799 million valid search results for 2016.





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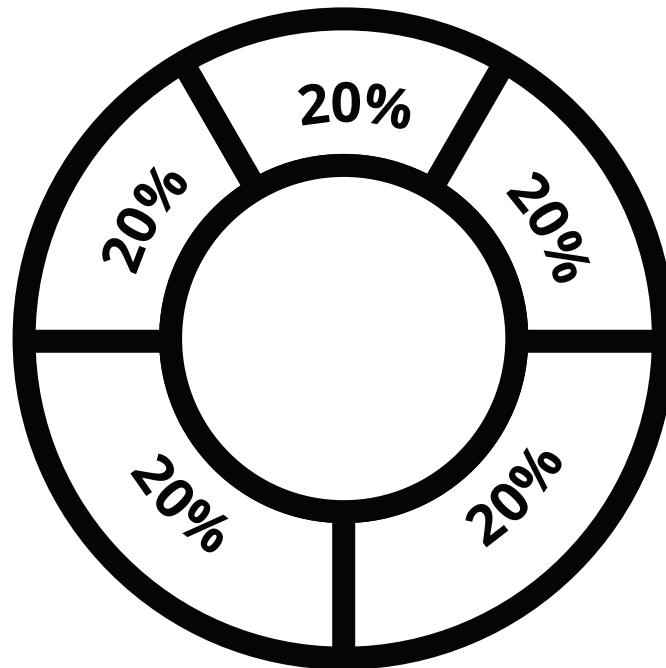
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The position of each Country is determined by the total number of searches performed within each Dimension.

However, using the Digital Demand - D2© software, Bloom Consulting incorporates a qualitative input into the data by attributing equal weight to each of the five Dimensions (20% to each Dimension). Hence, if Country A has five times more searches in the “Tourism Dimension” than Country B, but ten times less searches in the “Talent Dimension”, Country A will not necessarily score higher in the Index.

For the “Talent”, “Exports”, “Investment” and “Tourism” Dimensions a positive criteria is applied, meaning that a high number of searches performed towards a Country will increase their position within the respective Dimension.





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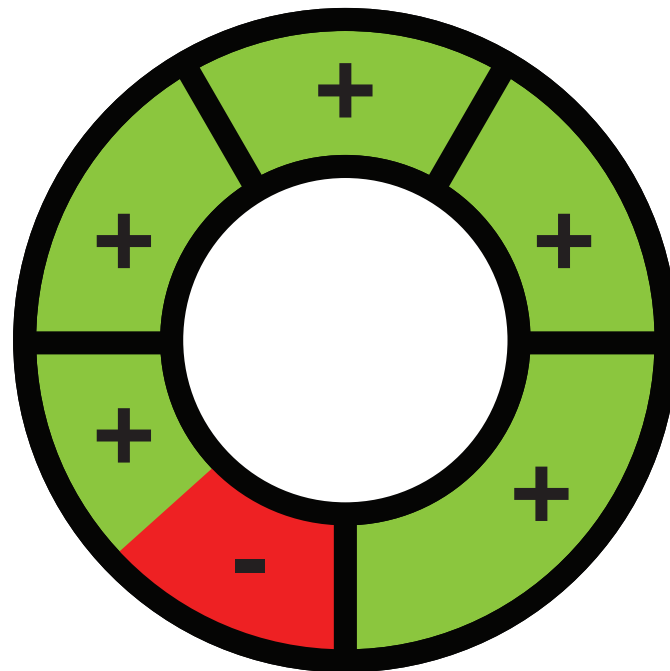
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However, the “Prominence Dimension” requires a more complex approach, as a high number of searches performed towards any given Country in the “Prominence Dimension” may not imply that all of those searches are positive.

As an example, the reason for a global Citizen searching for the term *corruption* in a specific Country may be due a possible association with that Country being either corrupt or not corrupt. Consequently, if a Country has a low corruption rate and receives a high amount of searches, then those searches are considered positive, and vice versa for a Country with a high rate of corruption.

In order to mitigate the duality of searches, the Index links the searches to external rankings to ensure the least subjective interpretation of data as possible.

The external indices and reports incorporated into the Digital Country Index 2017 are sourced from the following international institutions: United Nations, Transparency International, World Bank, Yale Data-Driven Environmental Group & Columbia University CIESIN, Legatum Institute, Social Progress Imperative and the IMF.



“Positive” and “negative”
criteria applied only in the
prominence dimension

More about #DigitalCountry and the Digital Country Index

The Digital Country is a Country that has triggered proactive interest from Global Citizens (tourists, investors, businesspeople, workforce and general Citizens) towards that Country in the Digital World. This definition was presented by Bloom Consulting in 2015 as a result of their own research and multiple other sources, such as Google Intelligence. Bloom Consulting determined that when someone searches for information about a Country in the context of Tourism, Investment, Exports, Prominence and Talent, one of the primary sources used today is a "search engine".

This act of "searching" can be triggered by something one may have read in a newspaper, heard in a conversation or simply out of curiosity. "Searches" represent the true level of interest in a Country or a Place and therefore demonstrate a Country's genuine appeal. If measured, "searches" can also highlight the interests one may have with regard to any specific Country, Region or City.

With this data, Countries can measure if their Actions, Activities and Policies are causing any effect on their Nation Brand and on their overall perception.

The **Digital Country Index** measures the performance of the **#DigitalCountry**.

Would you like to know more?

If you work for a national, regional or city agency or any other Government organization, please contact

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Thank you!
