From Mobile to Web to Print
Modernizing the complete Dissemination chain in Swiss Statistics

IAOS Conference
Thomas Schulz, FSO
Official Statistics in Switzerland

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

*Swiss Confederation*

*Statistics counts on you.*

Open Data. Since 1860.
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Open Data. Since 1860.

FSO’s «publishing house» – our vision

The FSO’s dissemination unit shapes the image of Swiss public statistics by providing valuable and comprehensible statistical information, data and metadata adapted to the different user needs. In doing so, it supports and strengthens fact-based decisions in the democratic process.
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)
Public statistics on 21 themes in 4 languages DE / FR / IT / EN

0. Statistical basis and overviews
1. Population
2. Territory and environment
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
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
21. Sustainable development, regional and international disparities
Four main user groups – FSO’s model

1. Specialists, statisticians, experts (miners)

2. Professional use, Administration, consultants, businesses (farmers)

3. Occasional users, Administration, media, politicians (tourists)

4. Passive consumers, Media consumers (consumers)
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).
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Dissemination Packages 2015: 525
Number of daily releases (~3 per day)
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 (½ mail, ½ phone)
Dissemination 2010-15: + 7.5%

Website pageviews

Statistikportal Pageviews 2010-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Pageviews</th>
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Dissemination 2010-15: + 30.6%

Release packages

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<td>2015</td>
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Dissemination 2010-15: + 62.0%

Published assets

Veröffentlichte Artikel 2010-2015

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Dissemination 2010-15: + 71.9%
Publication volumes (pages)
Dissemination 2010-15: + 40.2% 
Customer contacts

Zentrale Auskünfte 2010-2015

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</table>
From Mobile to Web to Print | Modernizing the complete Dissemination Chain in Swiss Statistics
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
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.
From Mobile to Web to Print | Modernizing the complete Dissemination Chain in Swiss Statistics

2016: Building just another (6th) generation of our website?
Project MOD (2013-2016): objectives

1. A new CMS, a new service provider
2. A Digital Asset Management, clearly separated from CMS
3. 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
6. 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)
An NSIs web presence as one (big) app
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%)
A fully responsive website

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Automatic content compilation: DAM

Agriculture and forestry

What's new?

03.11.2016 - Agriculture and forestry
Key figures of the food chain supply 2016
Federal Statistical Office

04.10.2016 - Agriculture and forestry
Economic accounts for agriculture: Estimates 2016
Federal Statistical Office

In focus

Food and Agriculture - Pocket Statistics:

Forestry in Switzerland - Pocket Statistics

Remark
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).
Look for statistics: an example page

The main figures

The primary sector comprises agriculture, forestry as well as fishing and fish farming.

<table>
<thead>
<tr>
<th>Primary sector</th>
<th>Farms</th>
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<tbody>
<tr>
<td>Agriculture, 2015</td>
<td>53,232</td>
<td>155,184</td>
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<tr>
<td>Forestry, 2013</td>
<td>1,650</td>
<td>6,400</td>
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<td>Fishing and fish farming, 2013</td>
<td>198</td>
<td>466</td>
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Sources: FSO - Farm structure survey, STATENT

Further information

Data

- Publications
- Press releases

Employees, farmholdings, utilized agricultural area and livestock on level 1 of classification by canton
Observation period: 1975-2015
Federal Statistical Office
Published on 19.04.2016
Catalogues for all asset types

Catalogues and Databases

Collection with statistical results:
- Tables
- Data: data cubes with variables that can be interactively combined
- Graphs
- Maps
- Publications
- Press Releases

Description of statistical surveys and other statistical data sources:
- Surveys
- Classifications
- Definitions

Remark
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# Educational institutions

**2016 edition**

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.

<table>
<thead>
<tr>
<th>Type</th>
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<tbody>
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<td>Published on</td>
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<td>Survey(s)</td>
<td>Learners (pupils and students without universities) School staff Educational institutions statistics</td>
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<tr>
<td>Associated documents</td>
<td>Educational institutions, Edition 2016</td>
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**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”.

```
Quantity: 1
Add to basket
```
Focus: 4 main media for publications

Mobile  Web
Social Media  Print / PDF
Swiss Confederation

SwissStats App

Digital Publications on popular issues since 2014

- up-to-date
- digital
- interactive
- user-friendly
- multilingual
- mobile
Podium der drei beliebtesten Vornamen 2015


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.


Häufigster Vornamen zwischen 1998 und 2015

Quelle: BFS – BEVSNAT © BFS 2016
Access through FSO website & stores

Digitale Publikationen (SwissStats)

SwissStats – BFS Publikationen

Spezial für Tablet aufbereitete ausgesuchte BFS-Publikationen: übersichtlich, interaktiv und multimedial.

Statistik begleitet den Menschen ein Leben lang, ob bewusst oder unbewusst, im persönlichen wie im beruflichen Alltag. Die öffentliche Statistik hilft Übersicht und Ordnung zu verschaffen, indem sie Daten und Informationen über alle relevanten Bereiche der Gesellschaft, auch komplexe Sachverhalte, erfasst und allen interessierten zur Verfügung stellt.

Weitere Infos
Publications: current production

Print/PDF Publications (200 titles per year)
- Writing a manuscript
- Creating all chapters in InDesign for Print layout
- Text / visual assets are added to the layout
- PDF publication printed for paper distribution
- PDF publication published for Web downloads

Digital Publications (10 per year, selected themes)
- Writing a storybook
- Creating all chapters in InDesign for tablet layout
- Text / visual assets are added to the layout
- DigiPub is published for mobile apps
- DigiPub is converted for Web viewing
Publications: future production

One integrated workflow (200 publications per year)

1. Conversion into HTML5 format using templates
   - DigiPub is published for mobile app

2. DigiPub is published as Web app

3. Conversion into PDF publication format
   - PDF publication published for Web downloads

4. PDF publication printed for paper distribution

Writing a manuscript and storybook
Creating all chapters in InDesign for X-media layout
Text / visual assets are added to the layout

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Conclusions / feedback

- 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.
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! 😊
MERCI! DANKE! GRAZIE! GRAZIA! THANK YOU!

www.statistics.admin.ch