



EUROPEAN CENTRAL BANK

EUROSYSTEM

# An ecosystem for statistical communication

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Communication on central  
bank statistics, Lisbon

19/09/2022

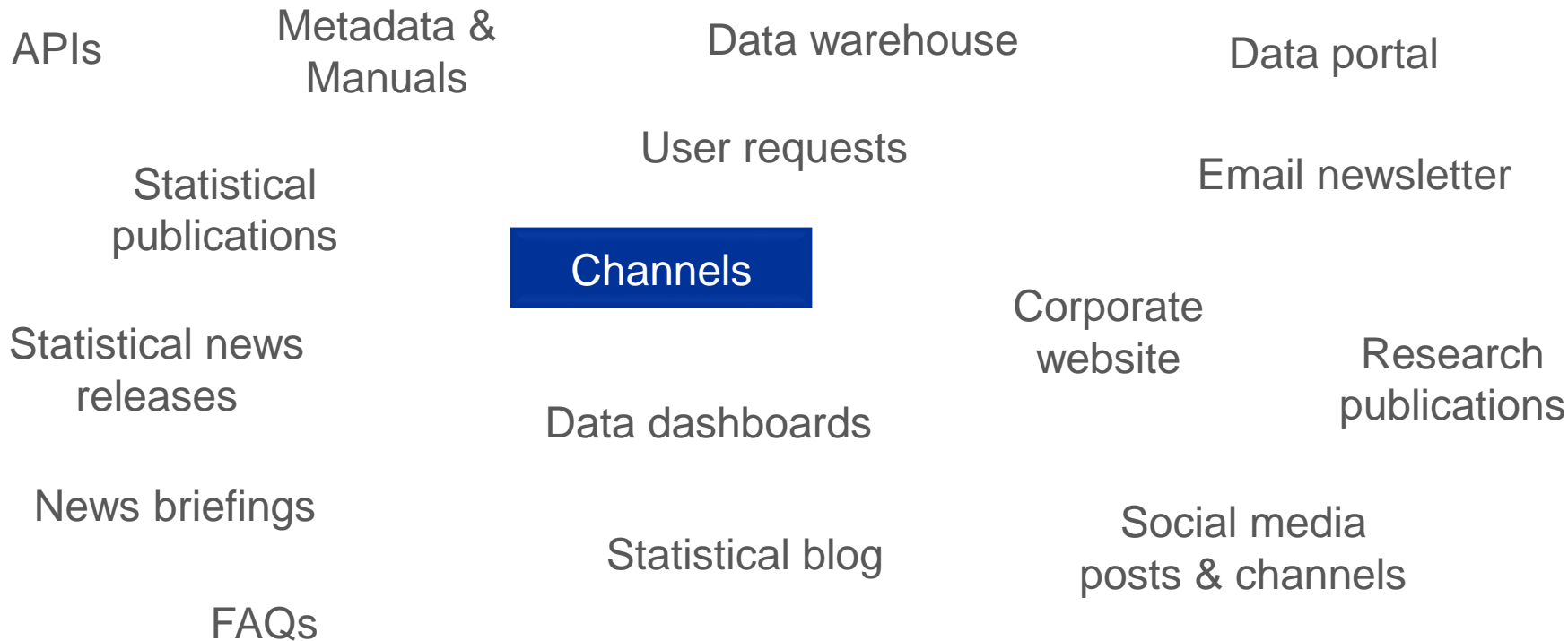
**Matthias Rumpf**  
Directorate General Statistics, ECB



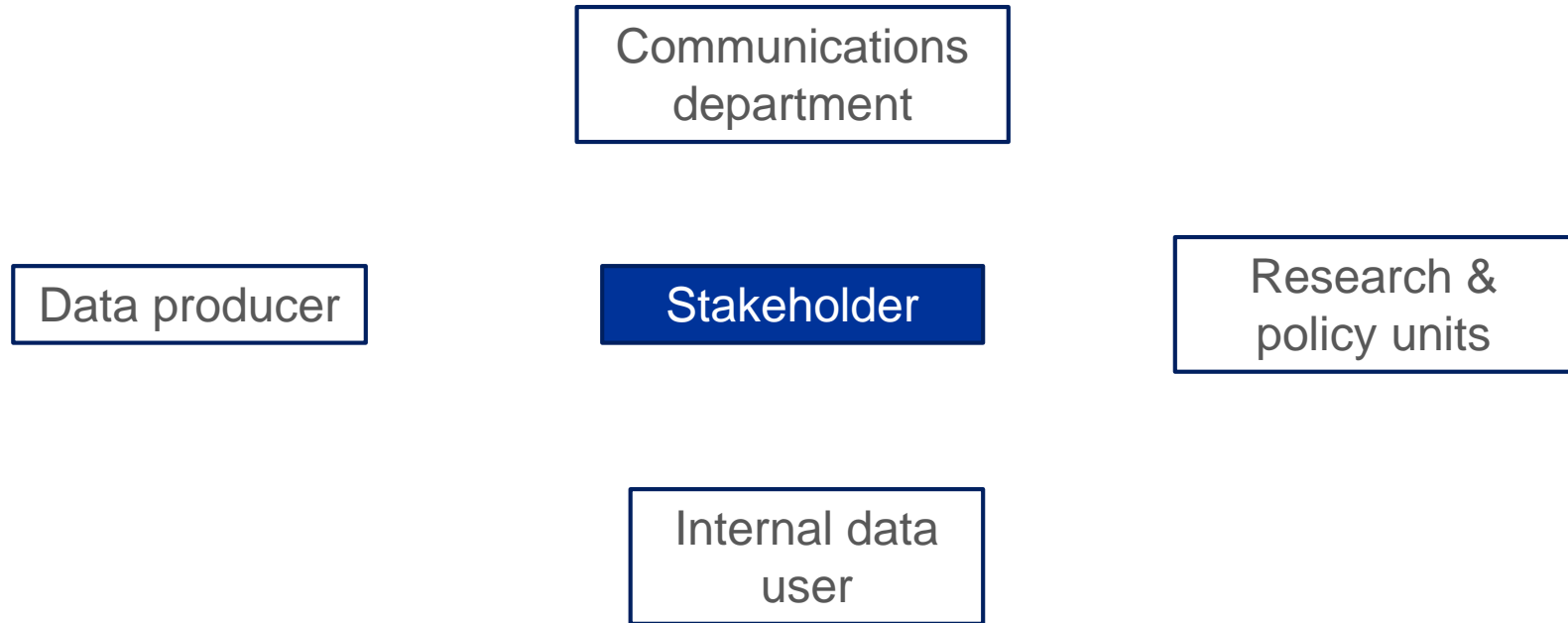
# Statistical communication serves multiple audiences....



# ... through many different channels & tools...

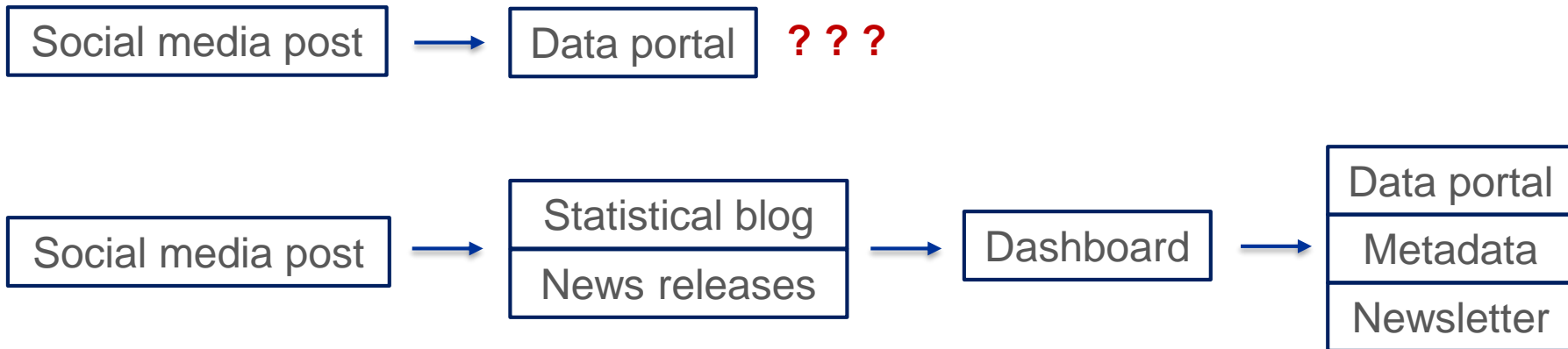


# ... and with multiple internal stakeholders



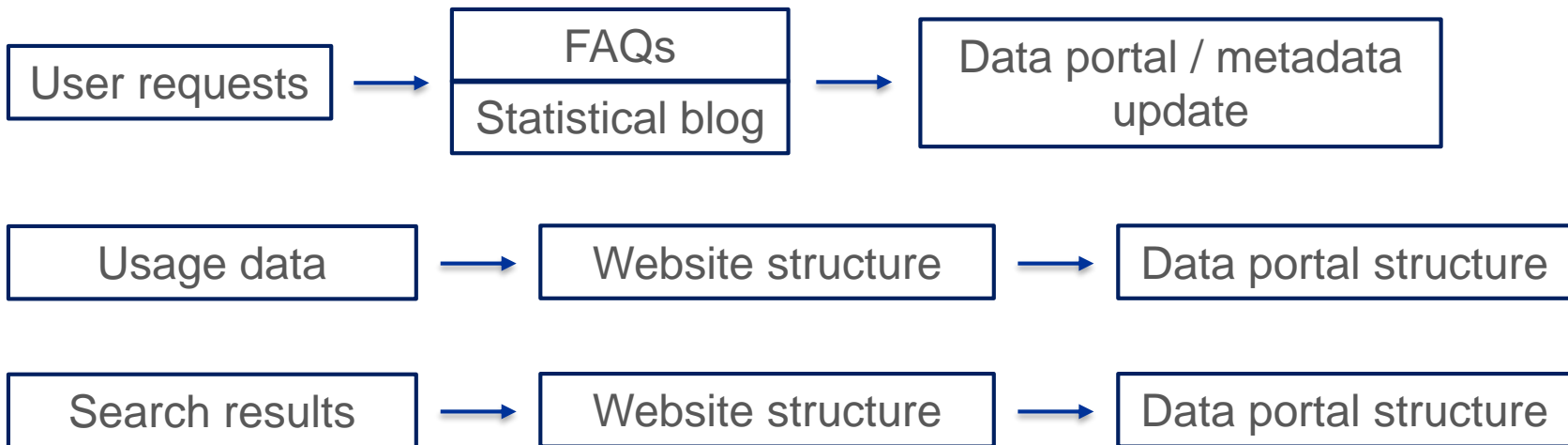
# How to use your toolbox efficiently?

Create user journeys



# How to use your toolbox efficiently?

Learn from user interaction

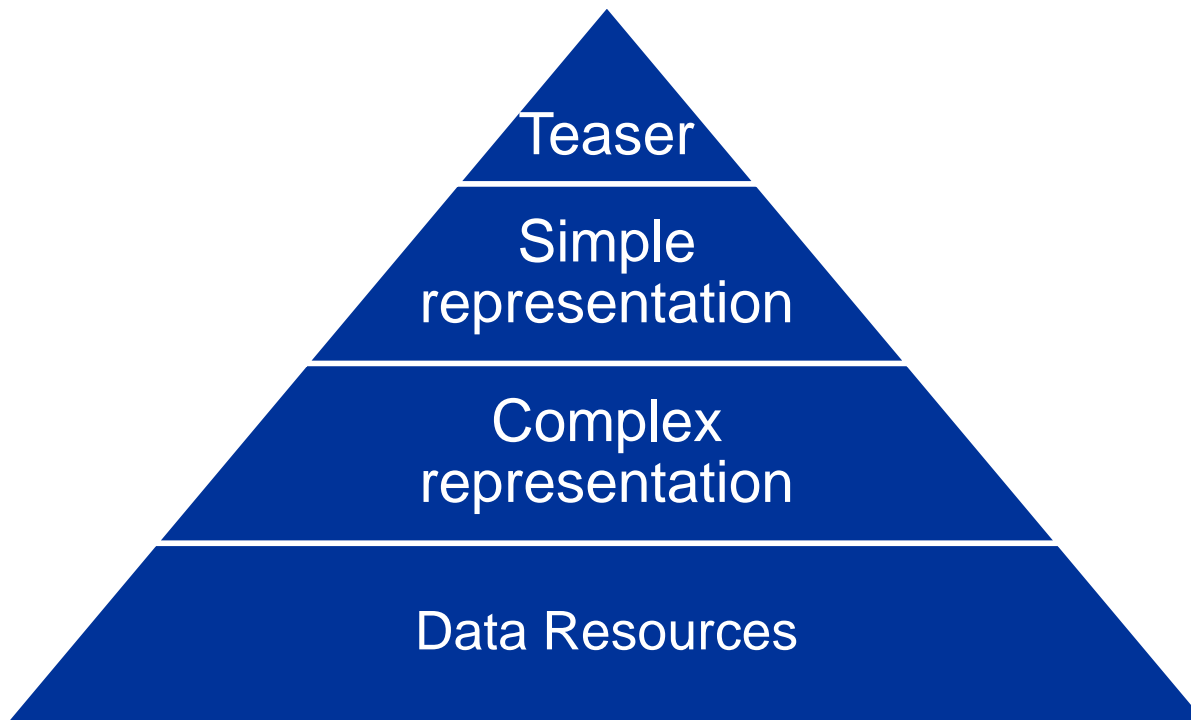


# How to use your toolbox efficiently?

Use communication opportunities

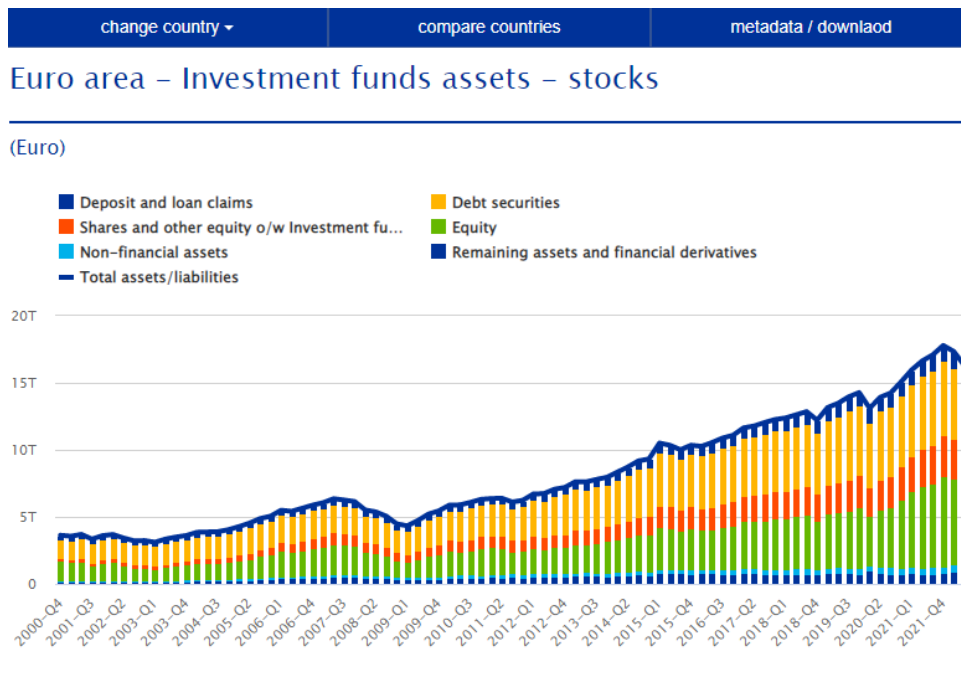


# Respect information hierarchy





# Useful tools – micro dashboards



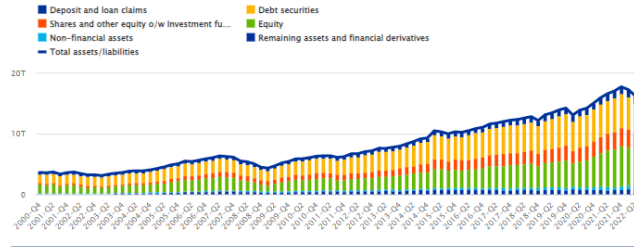
# Useful tools – micro dashboards

select indicator here:

Investment funds assets - stocks X Investment funds liabilities - transactions X add/filter indicators:

Euro area – Investment funds assets – stocks

(Euro)

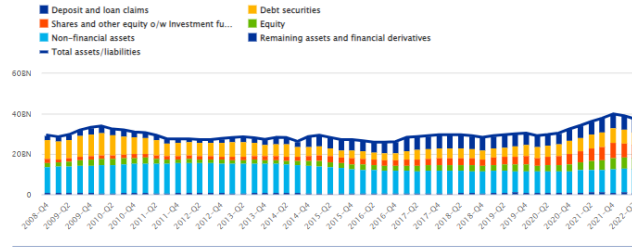


select countries here:

Euro area X Portugal X add/filter indicators:

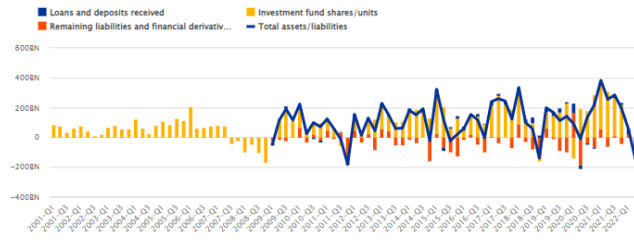
Portugal – Investment funds assets – stocks

(Euro)



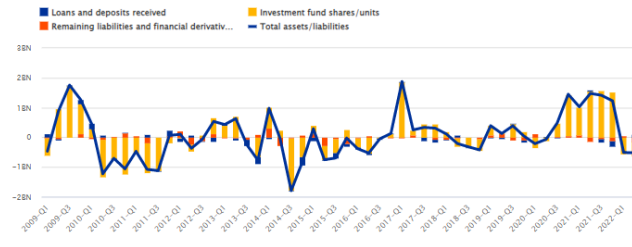
Euro area – Investment funds liabilities – transactions

(Euro)

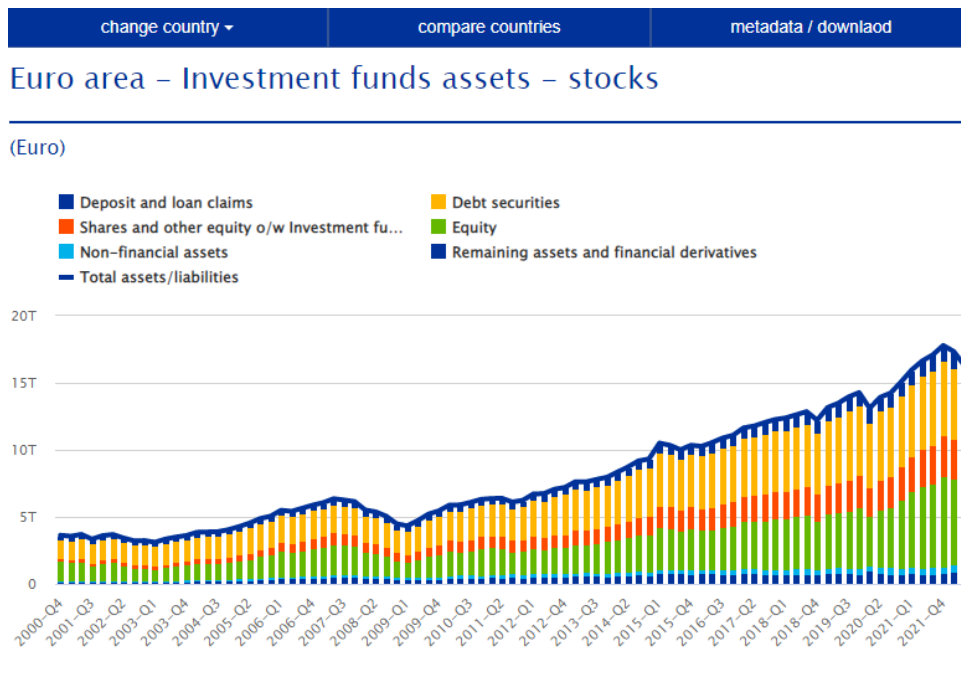


Portugal – Investment funds liabilities – transactions

(Euro)



# Useful tools – micro dashboards



# 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

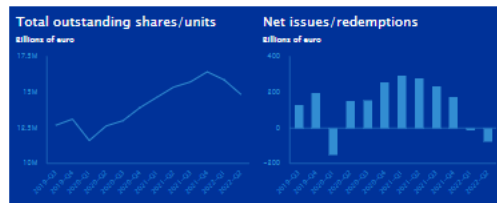
### Introduction

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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