

June 21, 2024

PROPOSED CHANGES FOR THE 2024 BE-10, BENCHMARK SURVEY OF FOREIGN DIRECT INVESTMENT IN THE UNITED STATES

The proposed changes to the benchmark survey, described below, include the addition, deletion, and modification of specific data items on the survey forms. The changes are intended to minimize respondent burden while considering the needs of data users. In addition, BEA plans to make improvements to question wording, instructions, and formatting to elicit more complete and correct responses and to make the survey more consistent with other BEA surveys. There will be no change to the reporting thresholds of the survey from the previous benchmark survey in 2019.

Additions and modifications

The following questions will be added to, or modified on, the 2024 BE-10 survey. Draft text of the new or modified questions is provided on pages 3-5 of this document.

1. A question will be added to the Employment section of the BE-10A form to collect data on employees who are on the payroll of the U.S. company but live overseas on a permanent basis. This would include full and part-time employees that work for a foreign affiliate but are paid by the U.S. parent company, and those employees that were hired, or moved, abroad to fill a remote-work position offered by the U.S. parent.
2. A question will be added to the Assets section of the BE-10C form to collect equity investment in other foreign affiliates, consistent with the BE-10B form. This will be used to collect more complete and accurate ownership data which are used in BEA research projects, including Ultimate Host Economy.
3. The Supplement A will be modified on the BE-10B and C forms to offer more options for the reasons the foreign business enterprises changed since last report, such as options for “acquired” or “established” if it is a “New” enterprise, and to identify the date of the transaction for new enterprises. This information will aid in referring entities to the BE-577, Quarterly Survey of U.S Direct Investment Abroad and in analyzing and verifying changes to equity investment and income from equity investment in other foreign affiliates.
4. Question 109 collecting advertising sales data on the BE-10B form will be expanded to capture additional sales data by customer. This is one of the service types where there is no clear link between the industry of sales and the type of services supplied. Collecting this additional information will contribute to BEA’s efforts to develop a more complete and consistent picture of the types of services supplied by U.S. companies worldwide, by all four modes of supply.
5. Questions on services provided via digital intermediation platforms collected on the BE-10A (items 60-62) and BE-10B (item 108), and questions on digital delivery and digital ordering collected on the BE-10A (items 63-65) and BE-10B forms (items 110 – 112) will be modified to

more accurately reflect terminology used by BEA survey respondents, and to contribute to BEA's efforts to measure the digital economy.

2024 BE-10, Benchmark Survey of U.S. Direct Investment Abroad
TEXT OF NEW OR MODIFIED QUESTIONS

1. Employment (addition on the BE-10A form)

What is the number of employees reported in **54** that are included on the U.S. Reporter's Payroll, but live overseas on a permanent basis?

2. Supplement A (modification on the BE-10B and C forms)

If the foreign affiliate has had a corporate change since last report, please select the change type. If newly acquired or established, specify.	If foreign affiliate is new since last report, please enter the date the foreign business enterprise was acquired or established	Name of each foreign affiliate, as taken from 2 of the Form BE-10B or BE-10C, or as listed on Form BE-10D, in which the reporting affiliate holds a direct equity interest (1)	Affiliate identification number provided by BEA, of each foreign affiliate in column (1) (2)	BEA USE ONLY (3)	Percentage of direct ownership in the foreign affiliate listed in column (1) held by the foreign affiliate named in the Identification block above (Enter percentage to the nearest tenth.) (4)
Name Changed Sold Merged Liquidated New— Acquired New— Established					

3. Equity Investment (addition of item on BE-10C)

ASSETS

Equity investment in other foreign affiliates in which this affiliate is a parent.....

4. Advertising Revenue (modification on the BE-10B)

Section C —Advertising Revenue

Sales or gross operating revenues reported in this section should be included in the total for sales of services reported in **94**.

Advertising services cover the preparation and placement of ads in print, broadcast, or digital media, including charges for media space and time.

Revenue? – Sum of 103 through 106

From the U.S. Reporter(s)?

From other U.S. persons?

From other foreign affiliate(s) of the U.S. Reporter(s)?

From other foreign persons?

5. Digital Economy (modification on the BE-10A and BE-10B forms)

DIGITAL ORDERING: SALES OF GOODS AND SERVICES ORDERED VIA E-COMMERCE

E-Commerce refers to the sale of goods or services over a computer network via your company's websites or applications, online marketplaces, an extranet, electronic data interchange (EDI), or by other electronic methods specifically designed for the purpose of placing or negotiating orders. E-commerce occurs when the buyer places an order or the price and terms of the sale are negotiated over computer networks regardless of how payment is made. It excludes sales ordered in-person or via telephone, fax, video conference, manually typed emails or post.

E-Commerce Sales of Goods

D1 Did you report sales of goods in **54**?

Yes No

D2 If you reported Yes for **D1**, were any of those sales of goods e-commerce sales?

Yes No

D3 If you reported Yes for **D2**, what percentage of sales of goods in **54** were e-commerce sales?

E-Commerce Sales of Services

D4 Did you report sales of services in **55**?

Yes No

D5 If you reported Yes for **D4**, were any of those sales of services e-commerce sales?

Yes No

D6 If you reported Yes for **D5**, what percentage of sales of services in **55** were e-commerce sales?

DIGITAL DELIVERY: SALES OF SERVICES PROVIDED REMOTELY VIA ICT NETWORKS

Remote delivery covers delivery over information and communications technology (ICT) networks, including the Internet (for example, via a website, a digital platform, or an application), an extranet, e-mail, telephone, fax, or video conference. Excludes non-digital methods of delivery such as in-person or postal delivery.

Information and communications technology (ICT) networks include the Internet (including via a website, a digital platform, an application, or other method designed for the purpose of providing the service), an extranet, telephone, fax, or video conference.

D7 Did you report sales of services in **55**?

Yes No

D8 If you reported Yes for **D7**, were any of those sales provided remotely via ICT networks?

Yes No

D9 If you reported Yes for **D8**, what percentage of sales in **55** were provided remotely via ICT networks?

DIGITAL INTERMEDIATION PLATFORMS

Digital intermediation platform — an online fee-based marketplace that connects multiple buyers and multiple sellers. The platform does not take economic ownership of the goods nor does it provide the services that are being sold. Fees, both explicit and implicit, may be charged to either the seller, the buyer, or both. Examples of digital intermediation platforms include, but are not limited to:

- A platform that facilitates the sale of goods by a third party manufacturer or retailer to a consumer. For example, a consumer buys a pair of shoes from a manufacturer through your online marketplace.
- A platform that facilitates the on-demand distribution of digital media content (i.e., movies, music, books, or apps) to consumers for which the platform does not hold rights. For example, a consumer purchases an app developed by a third party, for which you do not own rights, through your online marketplace.

- A platform that facilitates transactions between individuals to share resources such as automobiles (i.e., rides), accommodations, or other durable items. For example, a homeowner offers his vacation home to consumers through your online marketplace.
- A platform that facilitates transactions between freelance service providers and businesses or consumers. For example, a small business contracts with a freelance graphic designer, through your online marketplace, to create a new logo.

D10 Does the U.S. Reporter/foreign affiliate operate a digital intermediation platform?

Yes No

D11 What are the U.S. Reporter's/foreign affiliate's sales or gross operating revenues from operating a digital intermediation platform?
Report fees and commissions only, not the value of the goods or services sold on the platform.