Making a greater impact with an earlier release time

UNECE 2017 Workshop on the Dissemination and Communication of Statistics, Geneva, Switzerland, 28-30th of June 2017
Statistics Norway changes release times to 8 am

Published: 23 August 2016

Statistics Norway will change its release times for all statistics from 10 am to 8 am. This is an adjustment of an earlier announced new release time of 7 am. The change will be implemented on September 23.

After a new release time of 7 am was announced on our web page at the end of July, Statistics Norway has been contacted by several people in the finance industry. They have pointed out that such an early release time might lead to increased volatility in the buying and selling of the Norwegian krone at a time of day when the markets are thin. By adjusting the new release time from 7 to 8 am we believe we have found a good balance between the needs of Statistics Norway and the finance industry.
Background

- Strategy 2017-2020
- More in tune with media working hours
Preparations
## Technical requirements

- Changes to the statistical database and the CMS
- Minor needs for technical development

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Type</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 May 2017</td>
<td>Electricity prices, Q1 2017</td>
<td>Release</td>
<td>Energy and manufacturing Prices and price indices</td>
</tr>
<tr>
<td>31 May 2017</td>
<td>The credit indicator C2, April 2017</td>
<td>Release</td>
<td>Banking and financial markets</td>
</tr>
<tr>
<td>31 May 2017</td>
<td>The credit indicator C3, March 2017</td>
<td>Release</td>
<td>Banking and financial markets</td>
</tr>
<tr>
<td>31 May 2017</td>
<td>Export of salmon, week 21 2017</td>
<td>Release</td>
<td>External economy Agriculture, forestry, hunting and fishing</td>
</tr>
<tr>
<td>31 May 2017</td>
<td>Monetary aggregates, April 2017</td>
<td>Release</td>
<td>Banking and financial markets</td>
</tr>
<tr>
<td>1 June 2017</td>
<td>Interest rates in banks and mortgage companies, April 2017</td>
<td>Release</td>
<td>Banking and financial markets</td>
</tr>
</tbody>
</table>
Internal processes

- The original plan was a 7 AM release time
  - Press officer on duty from 7 AM
  - Statisticians and web publishers on duty from 8 AM
- Less time for quality assurance shortly before the release
- Small changes of internal deadlines
External communication

- June – September 2016: information published on ssb.no
- Talks with selected journalists and newsdesks
- Mostly positive responses
SSB made international headlines

NORWAY TO RELEASE ECONOMIC DATA EARLIER
Oslo, Norway
12:25 PM

NORWAY'S TRADERS CHALLENGE 7AM DATA RELEASE
Torstein Bye | Director, Statistics Norway
Since September 23 2016

- All statistics and analysis are released at 8 AM with a few exceptions
- No previews and embargo
Internal effects

• The statistical units hand over their material on time
• Tighter and better procedures for publishing and quality assurance
• Everything is completed the day before. Everyone can start afresh with new tasks and assignments
Making a greater impact

- 20 % media coverage increase
- More breakfast seminars with our statisticians
- “Selling” in experts to comment
- The releases become part of the news coverage from early morning
Making a greater impact

The releases become part of the news coverage from early morning

More people go to the cinema and theatre, fewer to libraries

There has been a certain change in the amount of people using cultural offerings between 2012 and 2016. Visits to cinemas have increased most and cinemas are the offering used by most people. The percentage of the population going to theatres and museums has also increased. Public libraries and art exhibitions have seen a falling attendance. Women and persons with a high level of education and income are the most avid users of culture.

The Cultural barometer for 2016 shows that 72 per cent of the population in the age group 39-79 years have been to a cinema during the last 12 months. In 2012, the
Thank you!