DIGITAL ECONOMY RISING: THE REVENUE AGENCY OPPORTUNITY

Challenges:

- PARTICIPATION IN DIGITAL ECONOMY IS EXPANDING
  - 6% Taxpayers with earnings from the digital economy

- DIGITAL INCOME IS GROWING QUICKLY
  - 41% Taxpayers that in 5 years will start to earn income or earn more income from the digital economy

- DIGITAL EARNERS STRUGGLE WITH TAX COMPLIANCE
  - 45% Digital earners finding it difficult to understand and fulfill tax obligations for digital economy income
  - 17% Digital earners unsure if they are required to declare this income on their tax returns

Opportunity:

Revenue agencies need to act now to preempt a growing compliance issue by:

1. Creating deeper partnerships with platform providers to make it easier for citizens to comply
2. Leveraging a service design approach to introduce changes that work for all

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Source: Accenture Taxpayer Survey 2017

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