



DATA ECONOMY: COMMERCIALIZATION, ECOSYSTEM & IMPACT ASSESSMENT

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FOCUS GROUP STRUCTURE

WORKING GROUP	TITLE	CHAIR
WG1	Use Cases, Requirements and Applications/ Services	MR.Martin Brynskov (open and Agile Smart Cities Initiative)
WG2	DPM Framework, Architectures and Core Components	Mr Steve Liang (OGC), Mrs Hakima Chaouchi (Telecom SudParis)
WG3	Data Sharing, Interoperability and Blockchain	Mrs Liangliang Zhang (Huawei)
WG4	Security, Privacy and Trust including Governance	Mr Robert Lewis-Lettington (UN-HABITAT)
WG5	Data Economy, commercialization, and monetization	Mr Okan Geray (Smart Dubai), Mr Abdulhadi AbouAlmal (Etisalat)

PROLIFERATION OF DATA



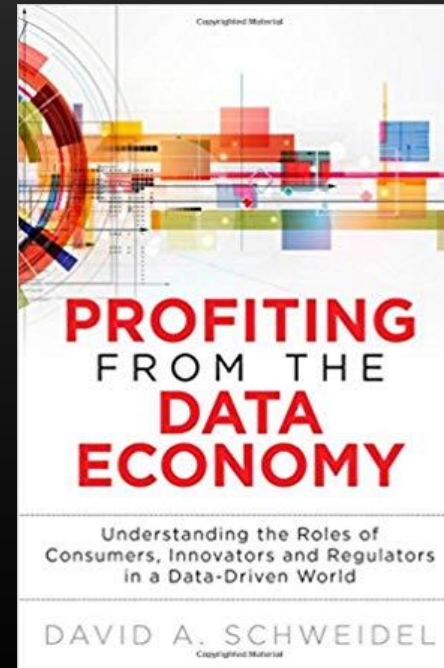
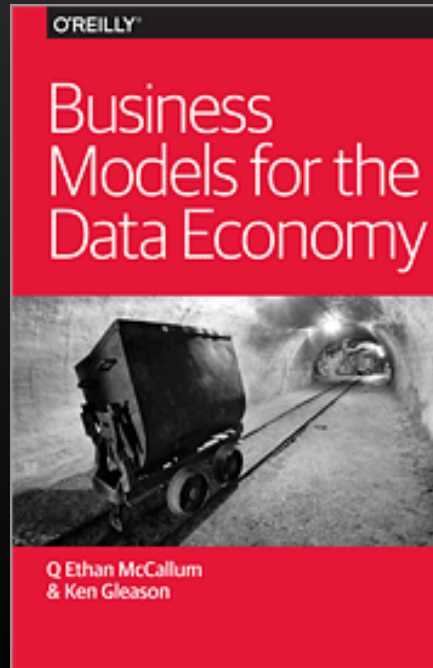
New Data Economy

The world's most valuable resource



Data-driven services

An intelligent nerve that facilitates the **data trading**, **data exchange** and **data management** that facilitates the **business** development, at the same time that satisfies the **regulations**
→ Build a **Data Economy Ecosystem** that offers **lawfully** and **GDPR compliance by default**



ECONOMIC CHARACTERISTICS OF DATA



GOODS

- TANGIBLE
- STORED
- CONSUMED AFTER PRODUCTION



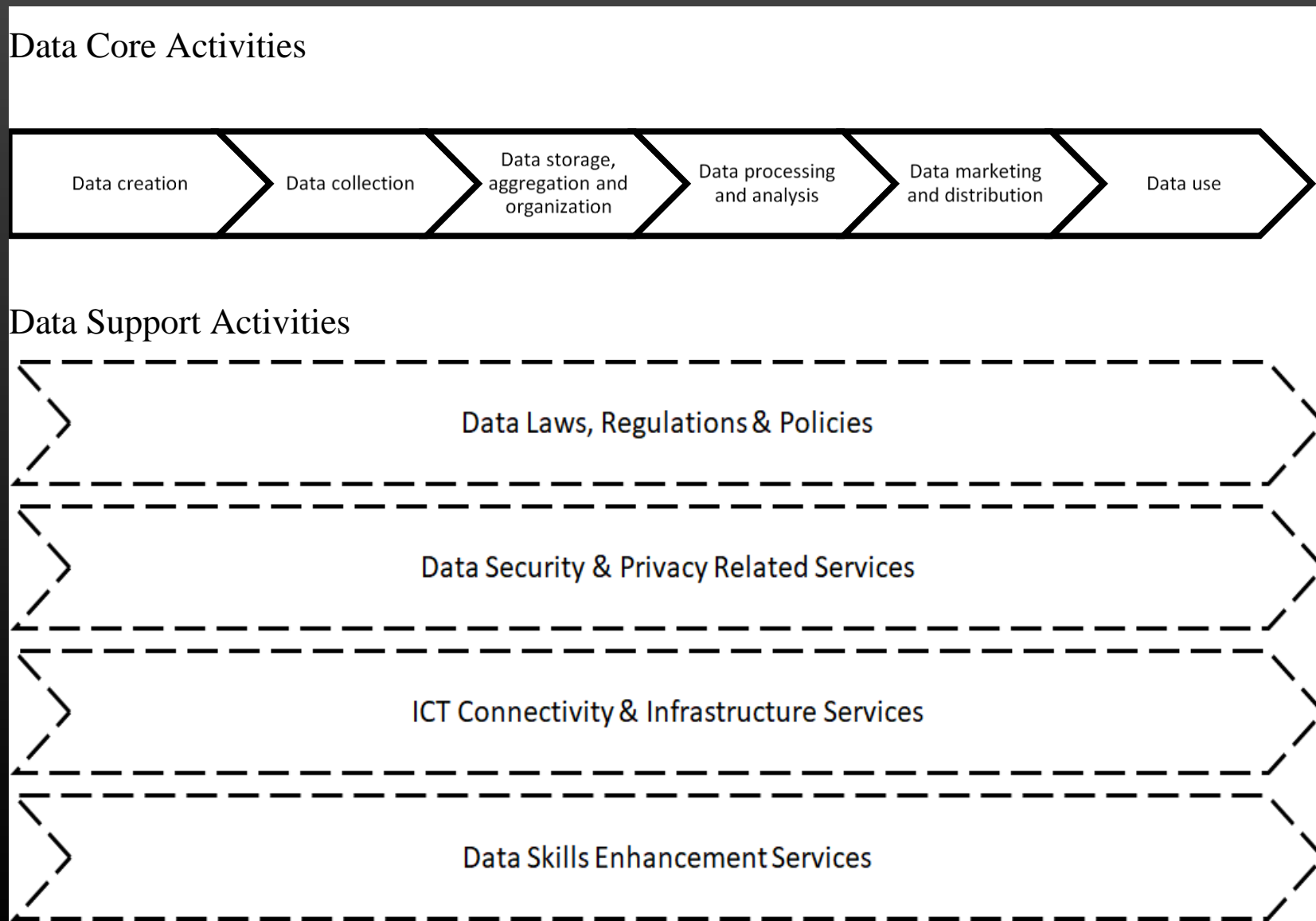
SERVICES

- INTANGIBLE
- UNSTORED
- CONSUMED & PRODUCED SIMULTANEOUSLY

DATA DILEMMA

- INTANGIBLE
- STORED
- CONSUMED AFTER PRODUCTION

DATA VALUE CHAIN



DATA ECONOMY TODAY

CONSUMERS

- “FREE DATA FOR FREE SERVICES”
- GLOBALIZED

- Targeted Advertising Business Model
- Retargeting
- Personalisation and recommendations
- Data intermediation and sale of customer insights

GOV'T & BUSINESSES

- OPEN DATA
- VERY LIMITED DATA MARKETPLACES
- Data Marketplaces (Centralized & Decentralized)
- Data Driven Commercial Solutions (e.g. vertical apps)
- Public Sector Use-Case Specific Commercial Solutions
- Public Private Partnerships (PPPs)

DATA COMMERCIALIZATION

DATA MONETIZATION

**DATA
VALUATION**

**DATA
PRICING**

**DATA
LICENSING**

**DATA
DISTRIBUTION**

**DATA
MARKETING**

**DATA
SALES**

DATA ECOSYSTEM ENHANCEMENT



**DATA LAWS &
REGULATIONS**



**DATA
POLICIES**



DATA STANDARDS



**DATA R&D
PROGRAMS**



DATA SKILLS



**DATA ECONOMY
FINANCIAL
INCENTIVES**

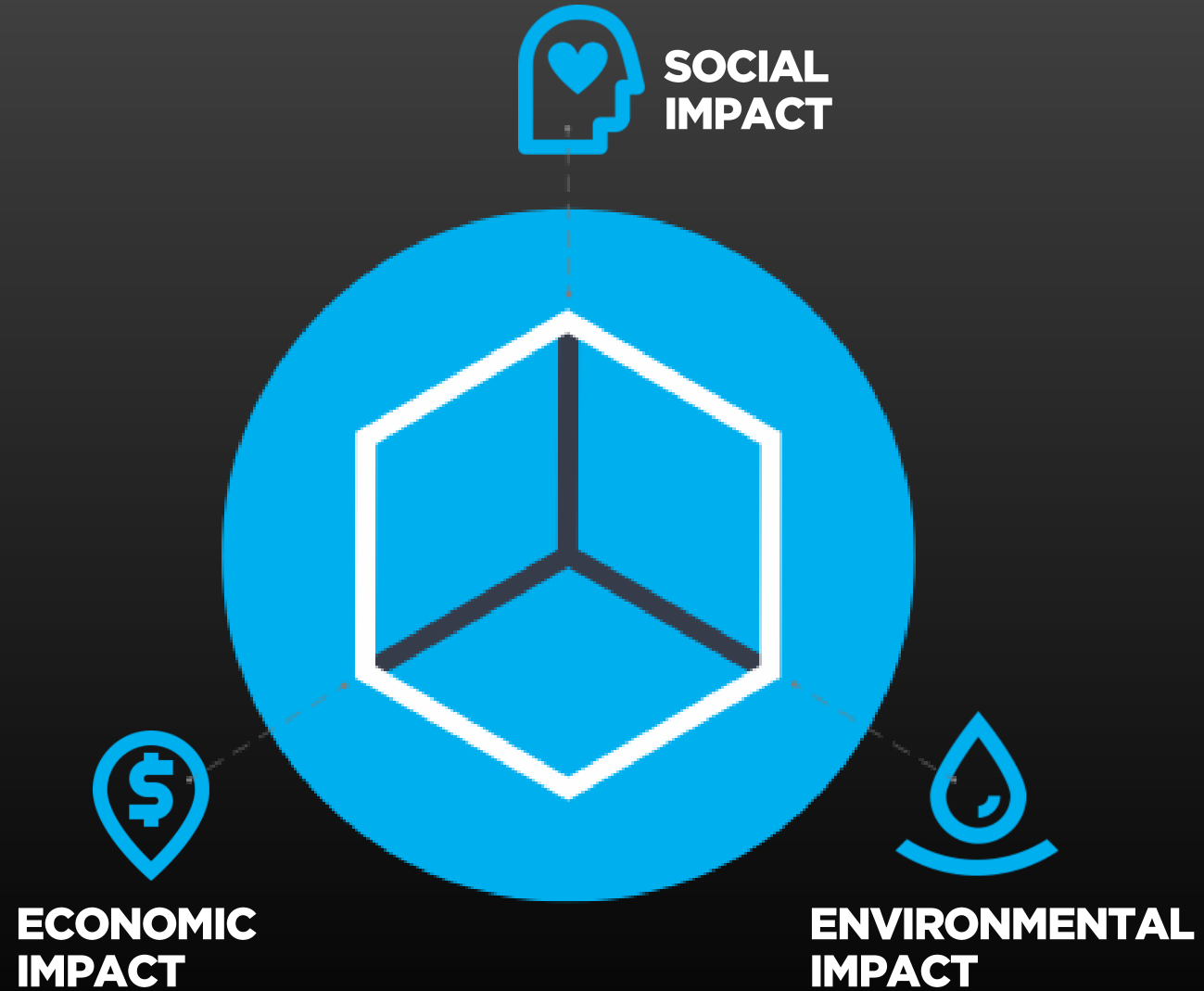


**DATA
ENTREPRENEURSHIP**



**DATA PLATFORMS
AVAILABILITY**

DATA ECONOMY IMPACT ASSESSMENT



DATA ECONOMY FUTURE RESEARCH AREAS - EXAMPLES

- What should be the right balance for government intervention versus market mechanism for data economy?
- Is there a “One size fits all” regulatory framework for data economy?
- How can economic wealth be created in data economy?
- How can we value, price and trade data?
- How can we use data for economic, social and environmental sustainability?
- What is the right governance and policy framework for data economy?
- Should we standardize data to capitalize on globally applicable data analytics and algorithms?

THANK
YOU