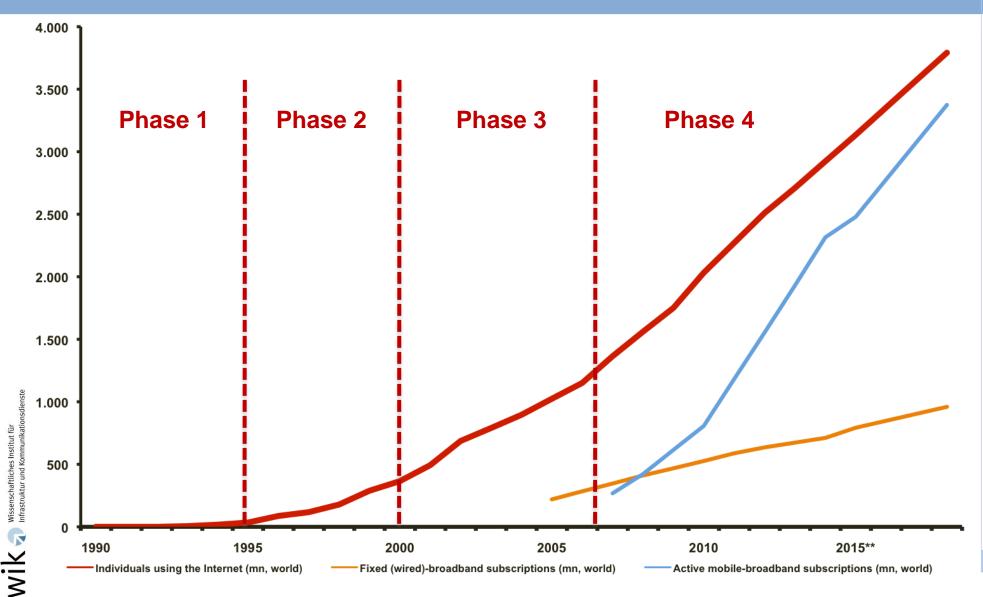
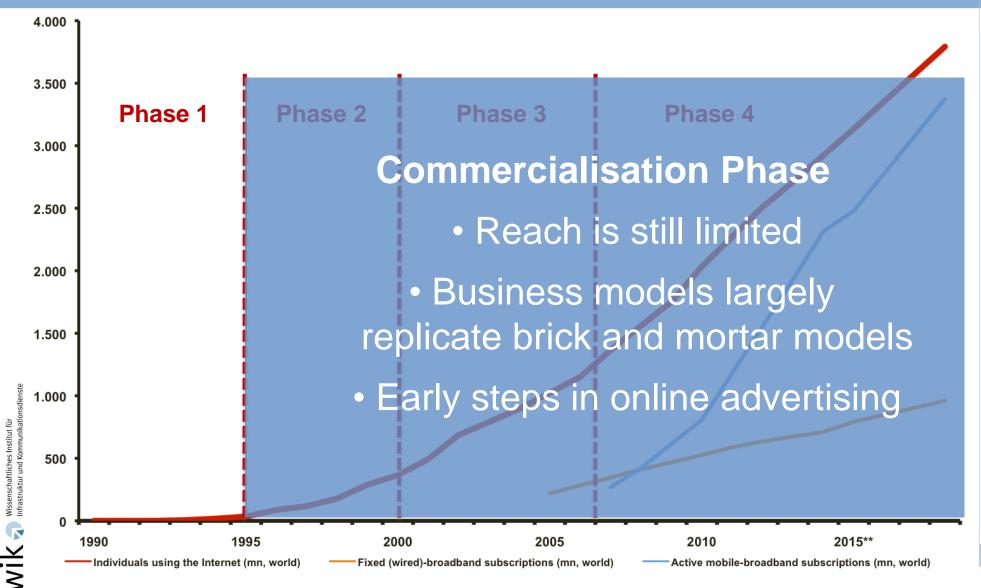
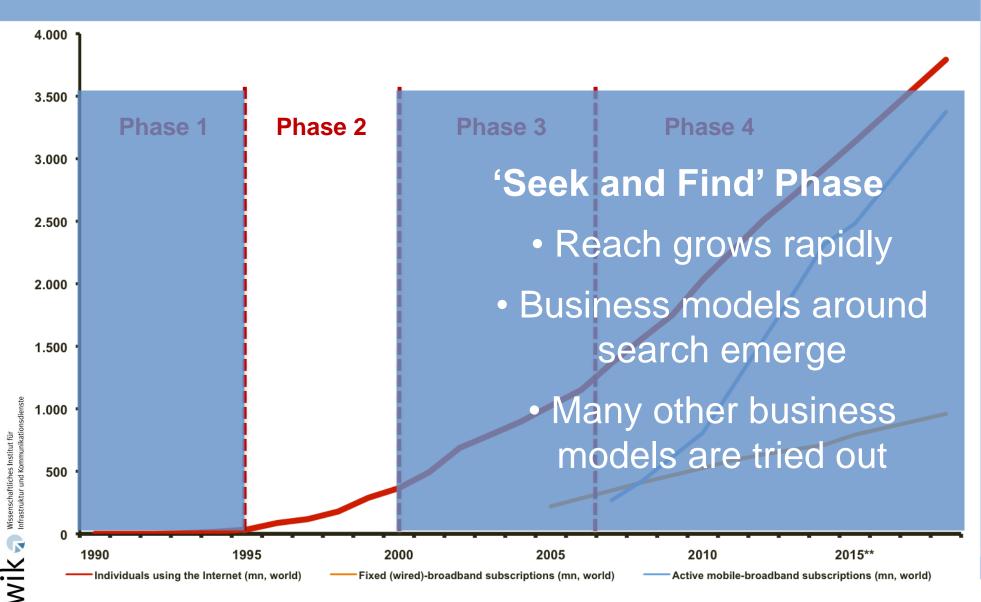
The impact of data on ICT business models

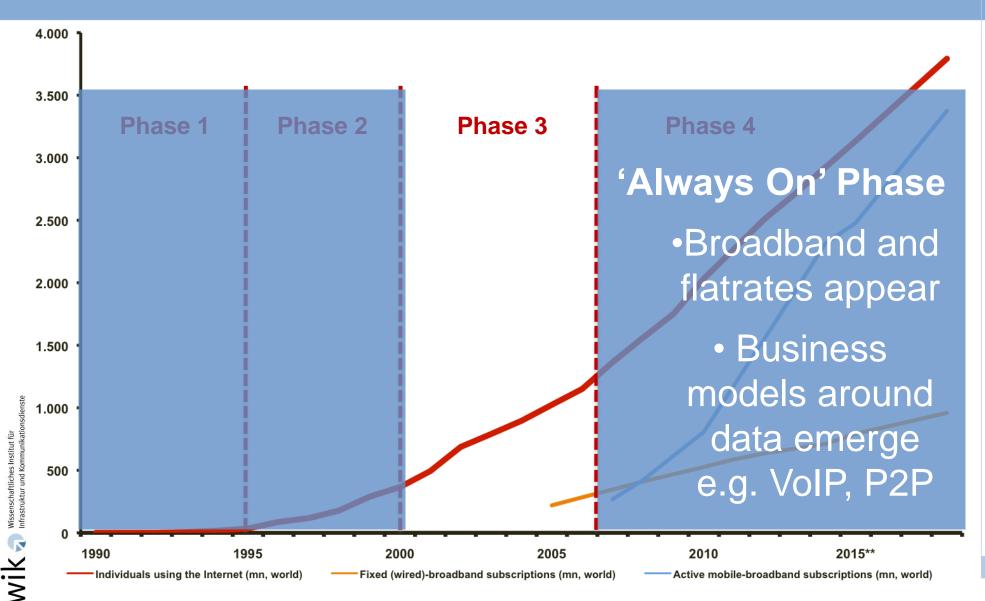
Dr. René C.G. Arnold Dr. Martin Waldburger

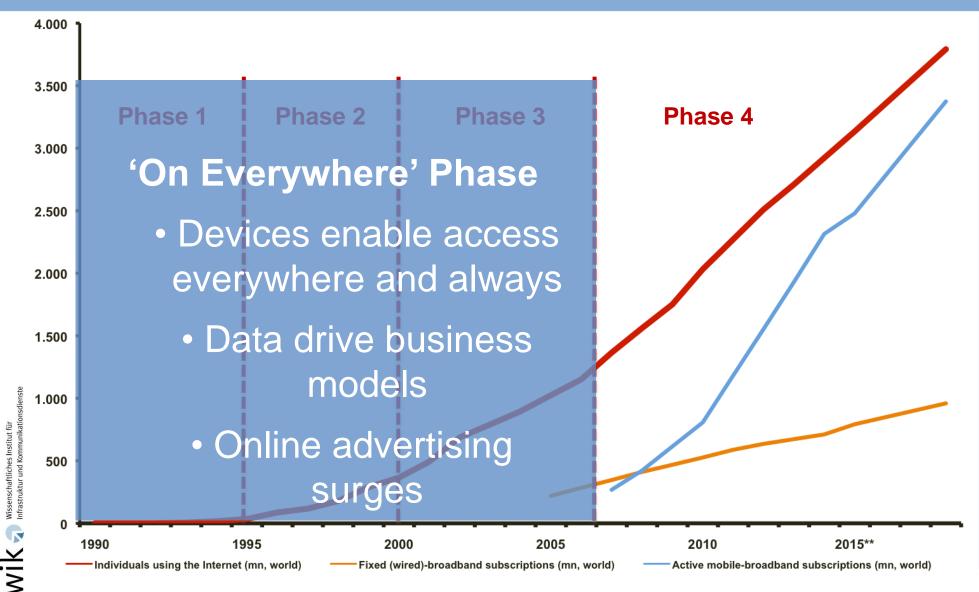
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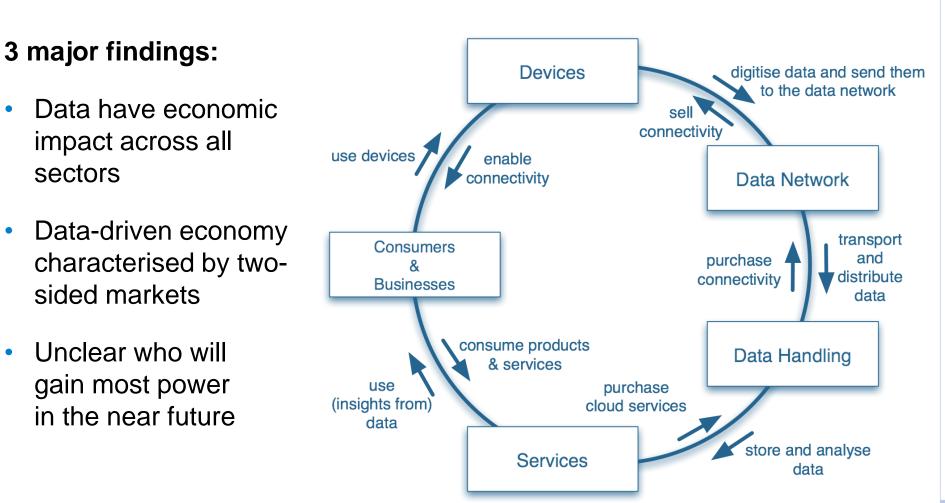




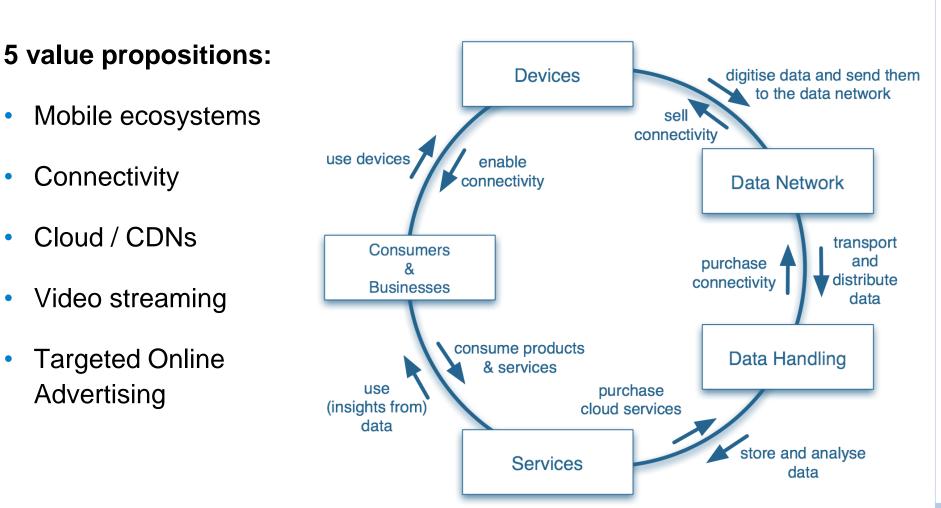




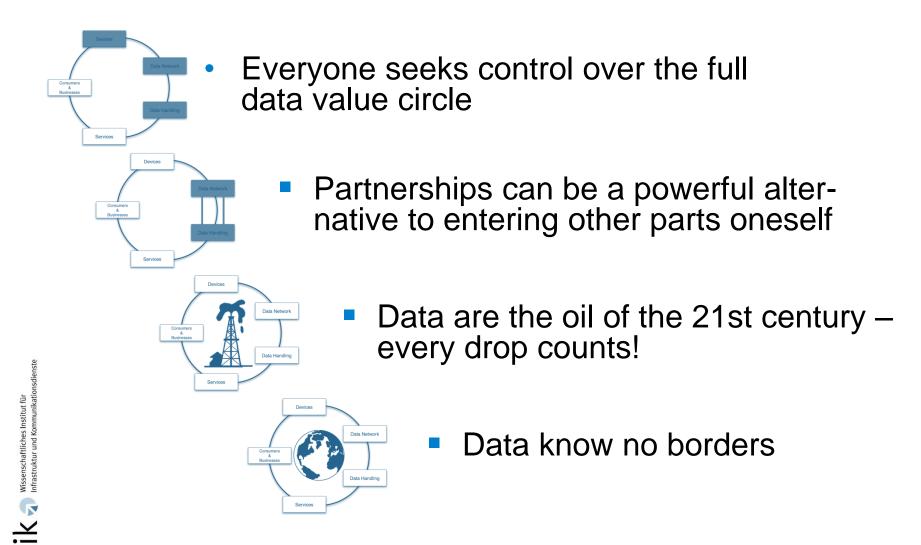
The Data Value Circle



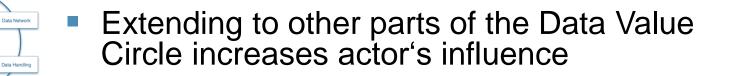
ICT business model analysis



ICT business models - major findings



Everyone seeks control over the full data value circle



Extending to other parts of the Data Value Circle gives access to more data

> Increase in online advertising may be a challenge for other media sectors

> > Policy-makers need to closely monitor this development

Data Handl

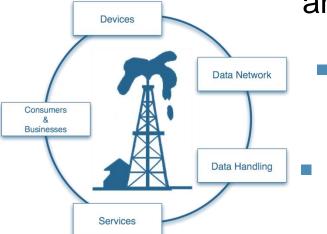
Partnerships can be a powerful alternative to entering other parts oneself

- Partnerships can enable win-win situations (also for consumers)
 - Partnerships can enable a strong impact on competition
 - Issues of net neutrality need to be addressed
 - Lock-in effects may impede competition

Data Network

Data are the oil of the 21st century – every drop counts!

 With data across all devices even anonymous data can be personalised

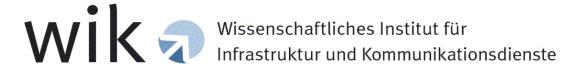


- On the other hand, a paradigm shift to data prosperity may be beneficial
- What do consumers understand about this?
- Implications of the "right to be forgotten" for the data-driven economy
- How can network operators join the oil hunt?

Data know no borders



- All the issues mentioned so far have to be addressed globally not locally
 - Consumers face barriers in terms of language and dispute resolution
 - General terms and conditions often conflict with national laws
- Who would be in a position to develop international guidelines, rules, etc.?
- Who would be in a position to enforce them?



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