



14th Global Symposium for Regulators

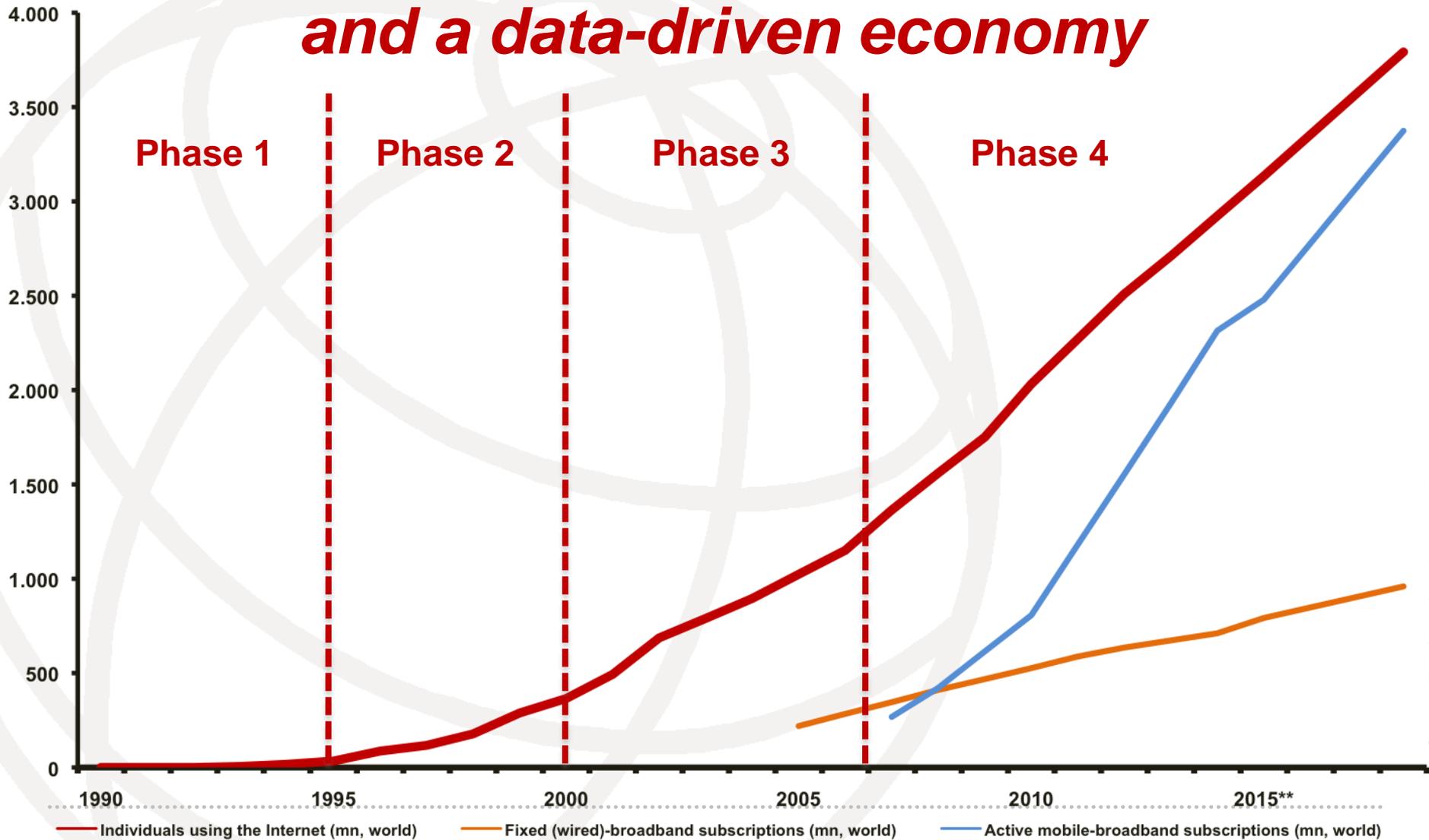
Capitalizing on the potential of the digital world

The impact of data on ICT business models

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

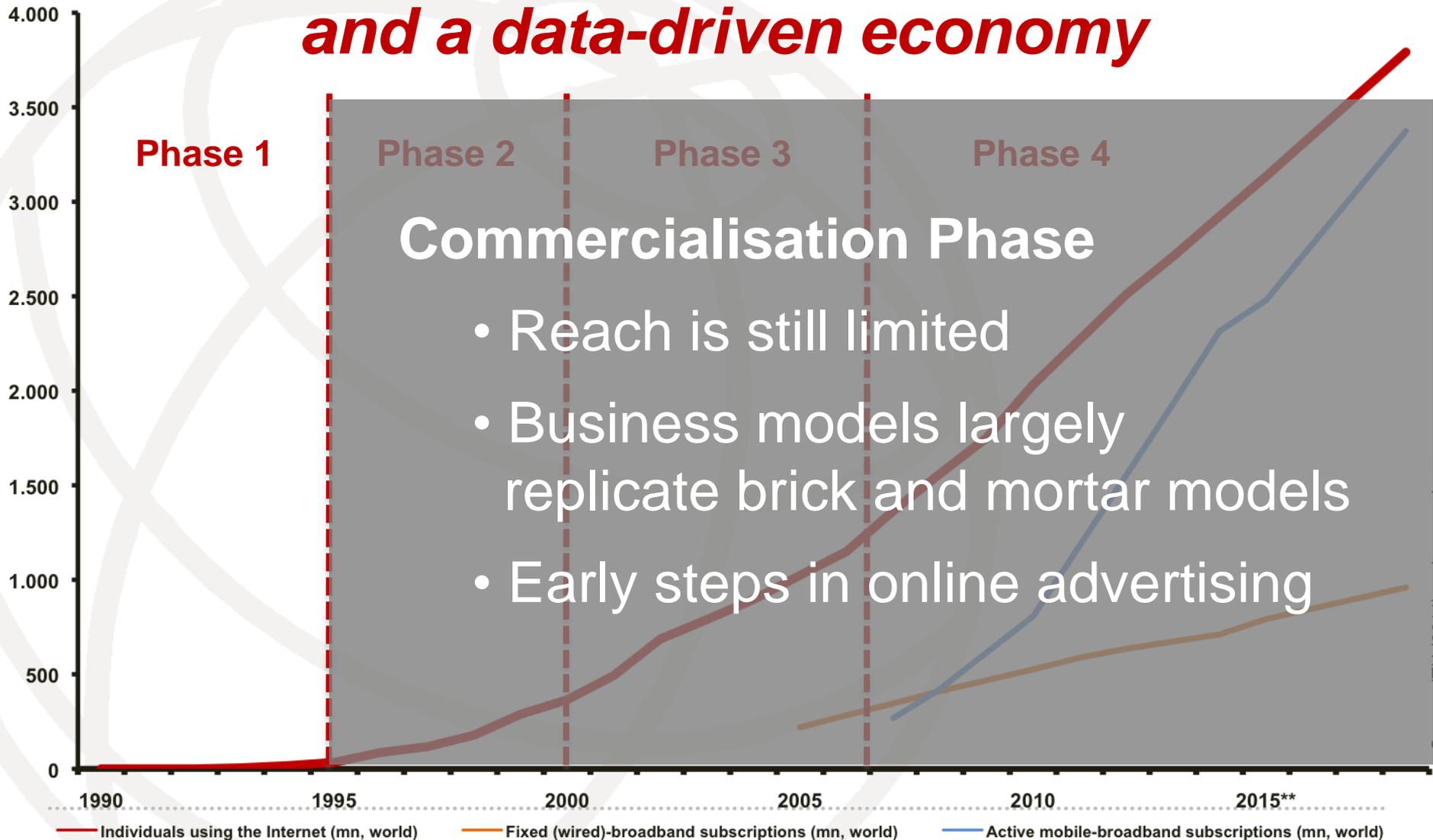


The evolution of ICT business models and a data-driven economy



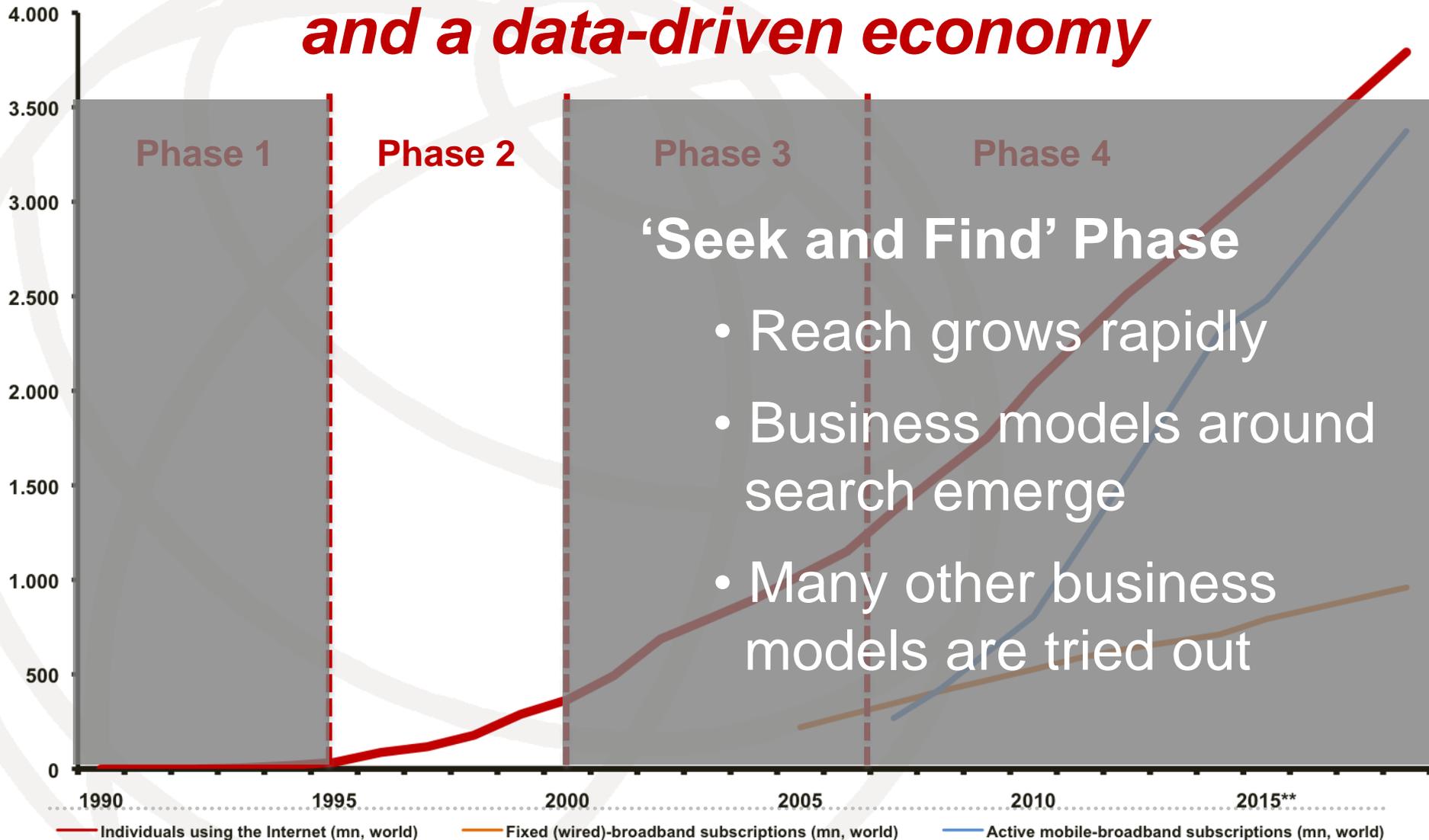


The evolution of ICT business models and a data-driven economy



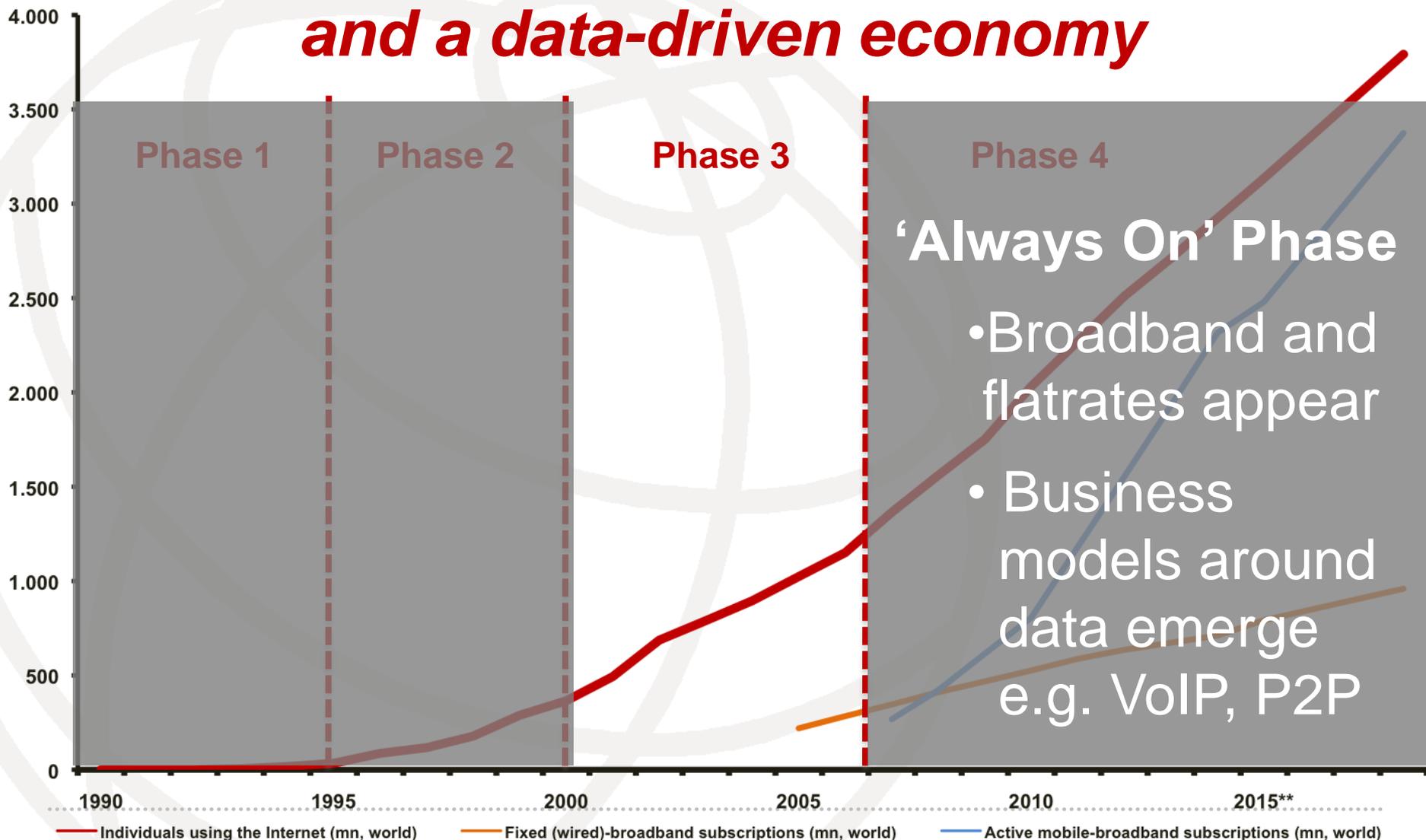


The evolution of ICT business models and a data-driven economy



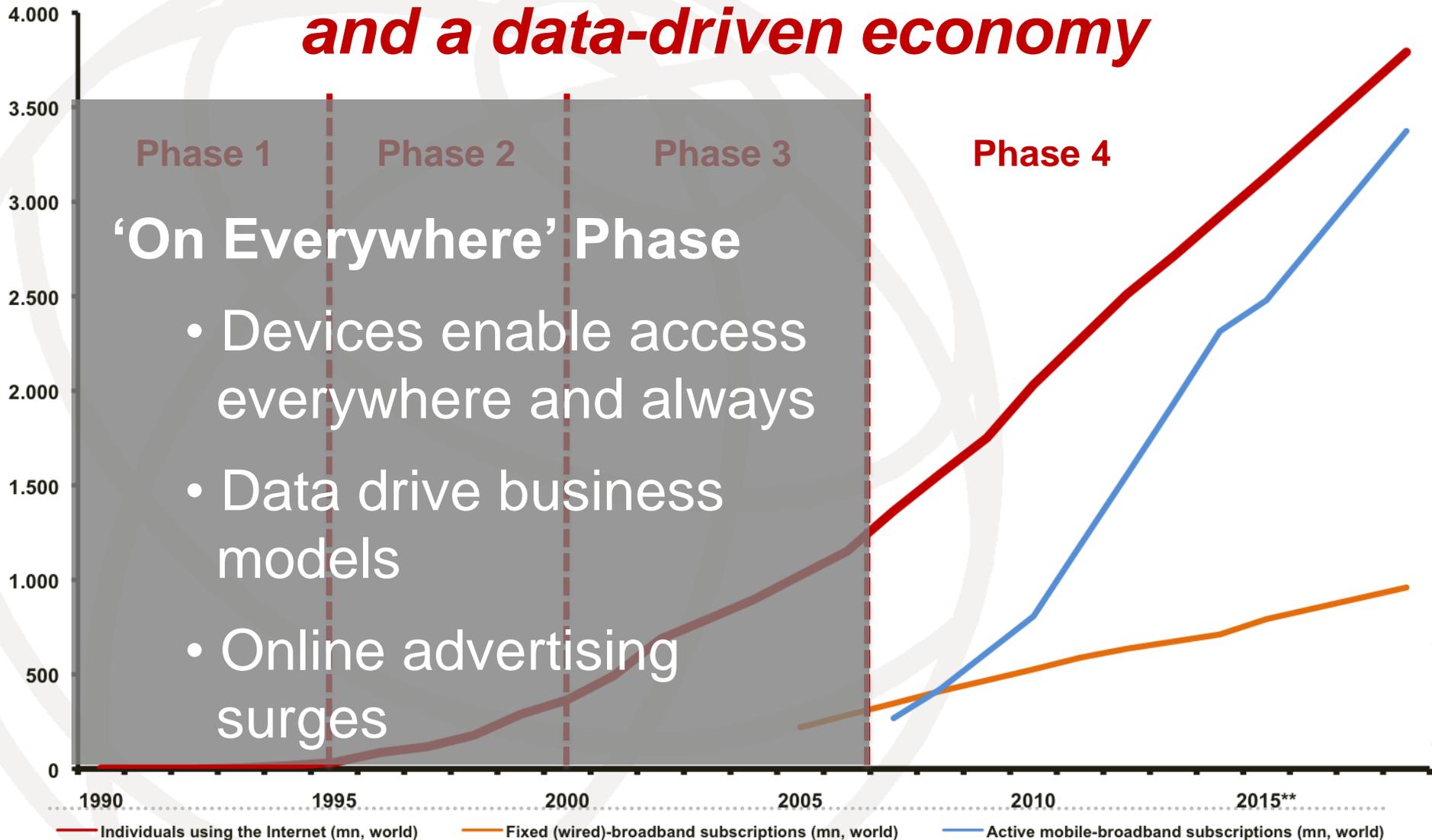


The evolution of ICT business models and a data-driven economy





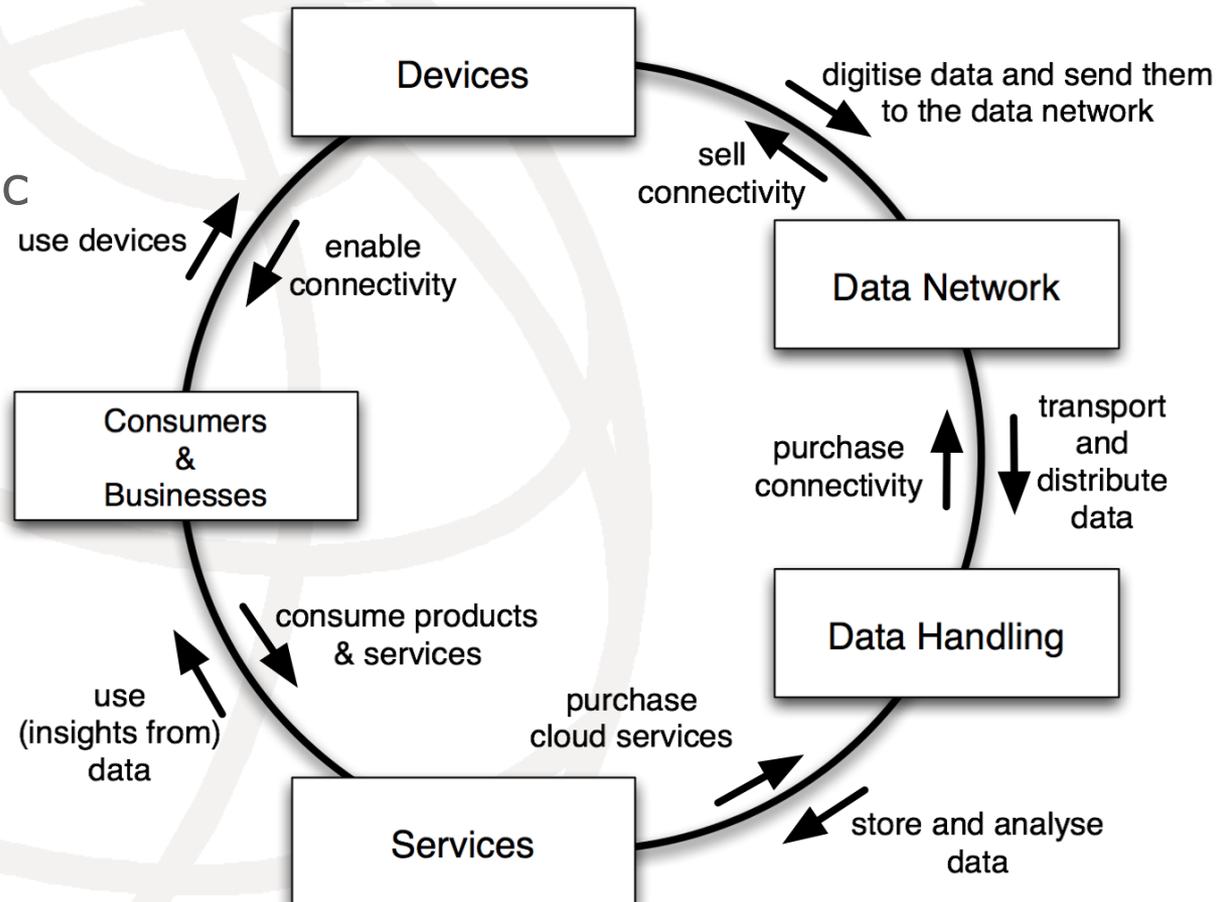
The evolution of ICT business models and a data-driven economy



The Data Value Circle

3 major findings:

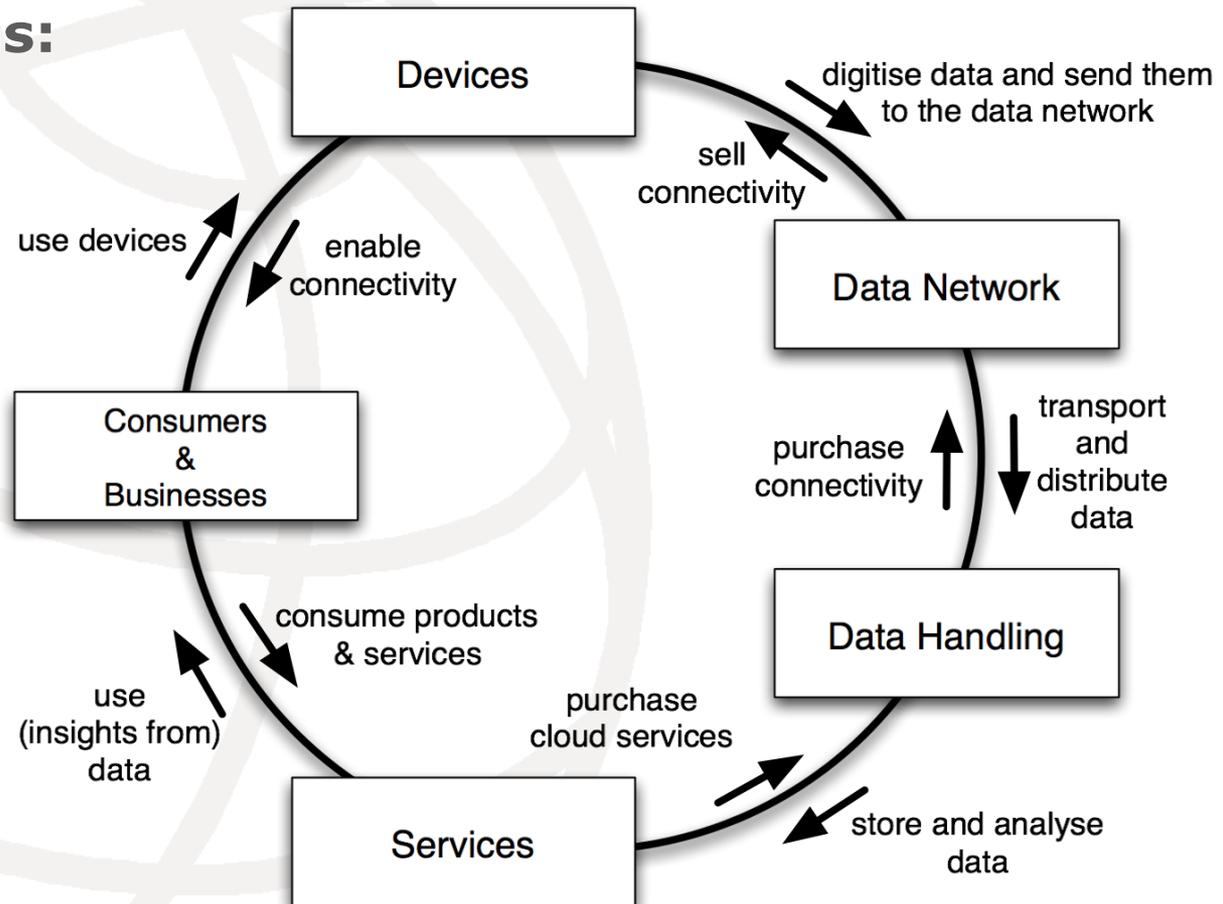
- Data have economic impact across all sectors
- Data-driven economy characterised by two-sided markets
- Unclear who will gain most power in the near future



ICT business model analysis

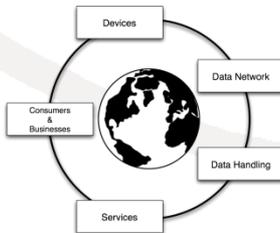
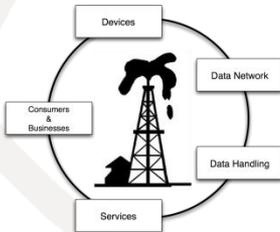
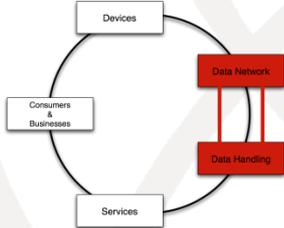
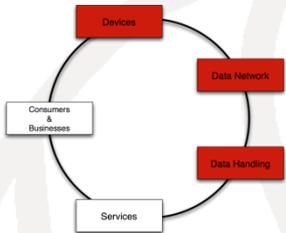
5 value propositions:

- Mobile ecosystems
- Connectivity
- Cloud / CDNs
- Video streaming
- Targeted Online Advertising



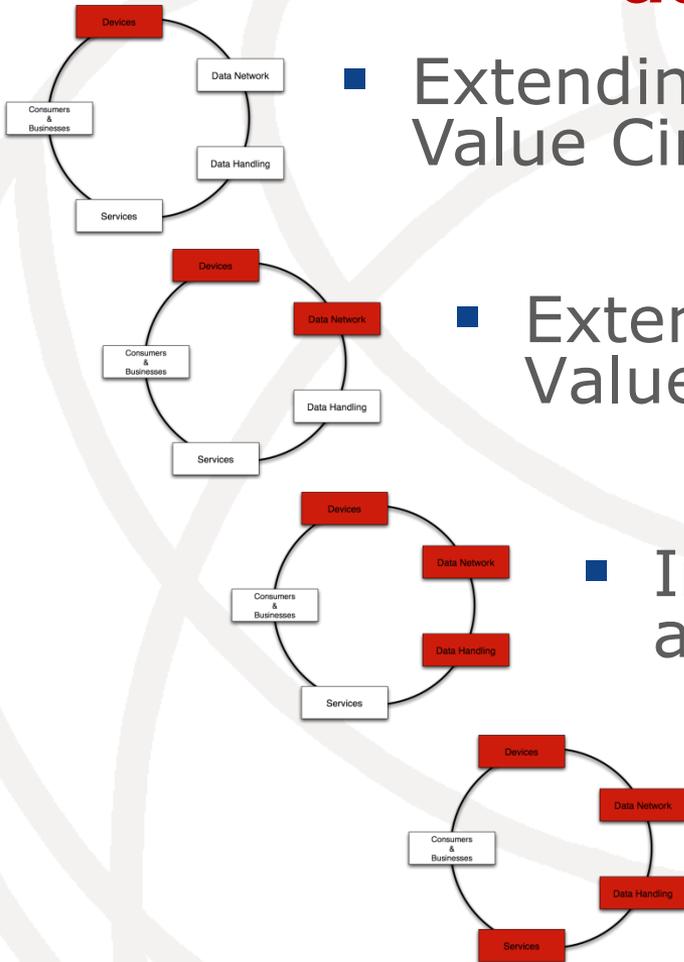
ICT business models - major findings

- Everyone seeks control over the full data value circle
- Partnerships can be a powerful alternative to entering other parts oneself
- Data are the oil of the 21st century – every drop counts!
- Data know no borders



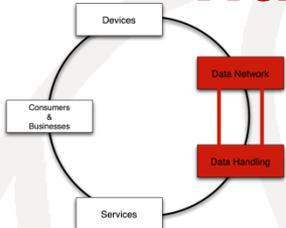
Everyone seeks control over the full data value circle

- Extending to other parts of the Data Value Circle increases actor's influence
- 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

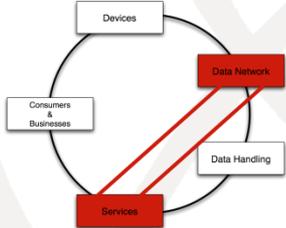


Partnerships can be a powerful alternative to entering other parts oneself

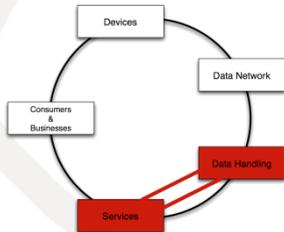
- Partnerships can enable win-win situations (also for consumers)



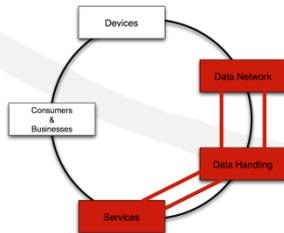
- Partnerships can enable a strong impact on competition



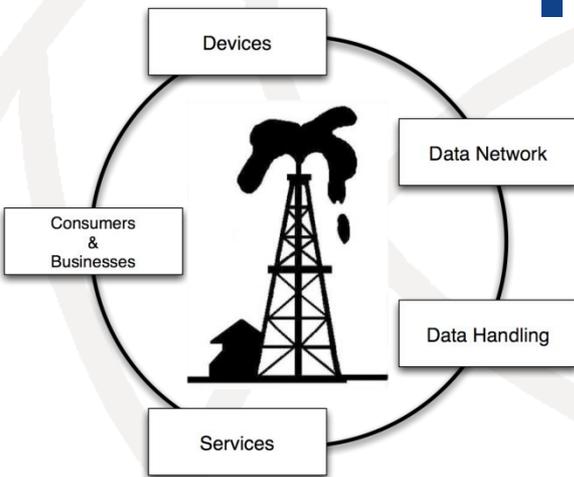
- Issues of net neutrality need to be addressed



- Lock-in effects may impede competition

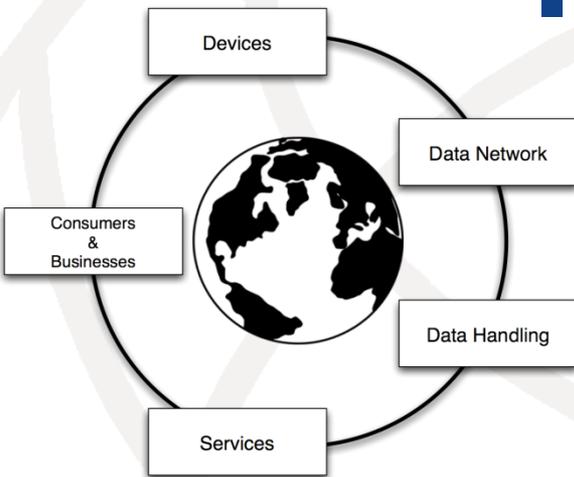


Data are the oil of the 21st century – every drop counts!



- 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?



Thank you for your attention.

Contact: r.arnold@wik.org

....find me on

Linked  in.

XING 