

Digital evolution, privately-held data, statistics and social value creation

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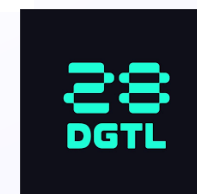
CEO and co-founder of OdiseIA

CEO and co-founder of RAIGHT.ai

Chairman 28DIGITAL

Board member Flowminder

Board member ACAPS

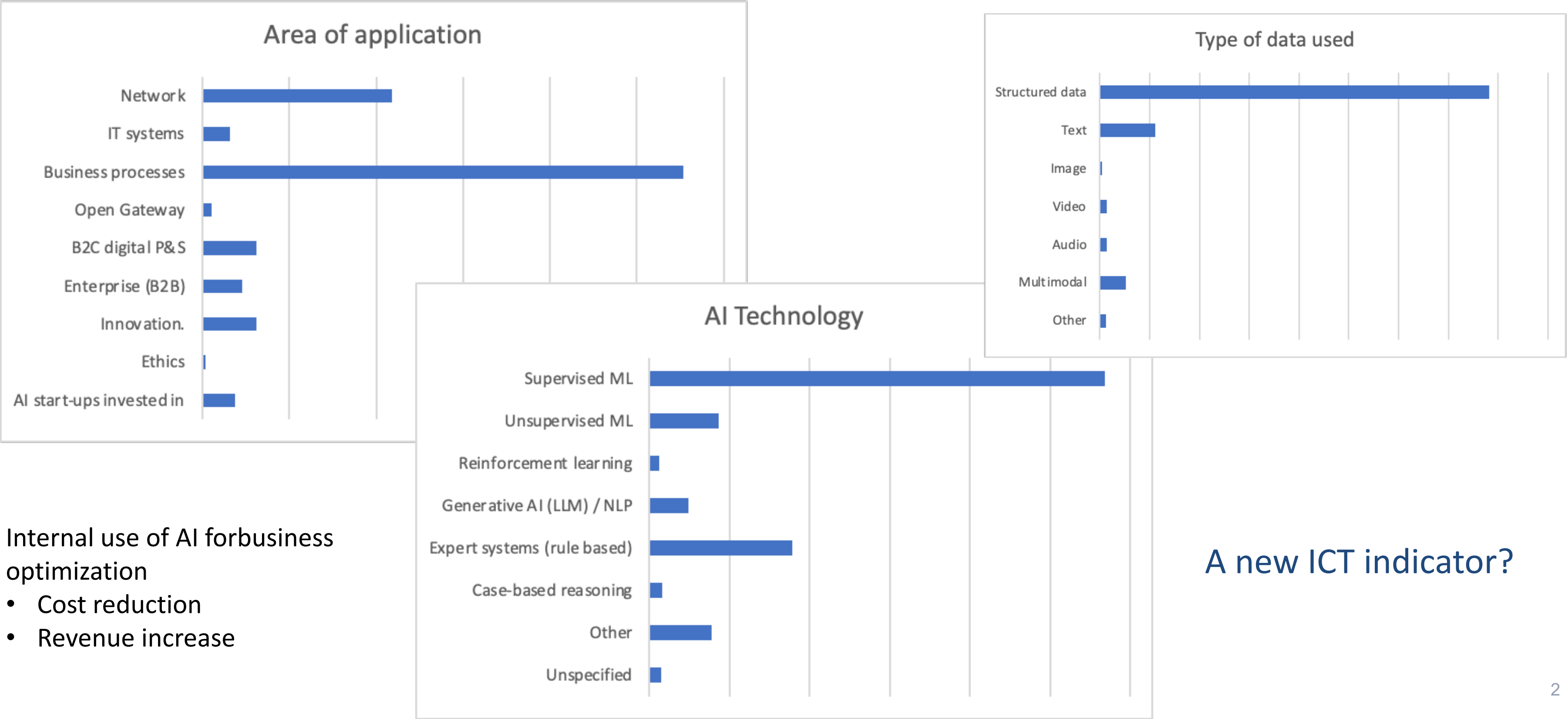


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Businesses evolve: from voice to data to AI

Inventory of AI systems in Telefónica, 2023, 500+ AI systems in operation



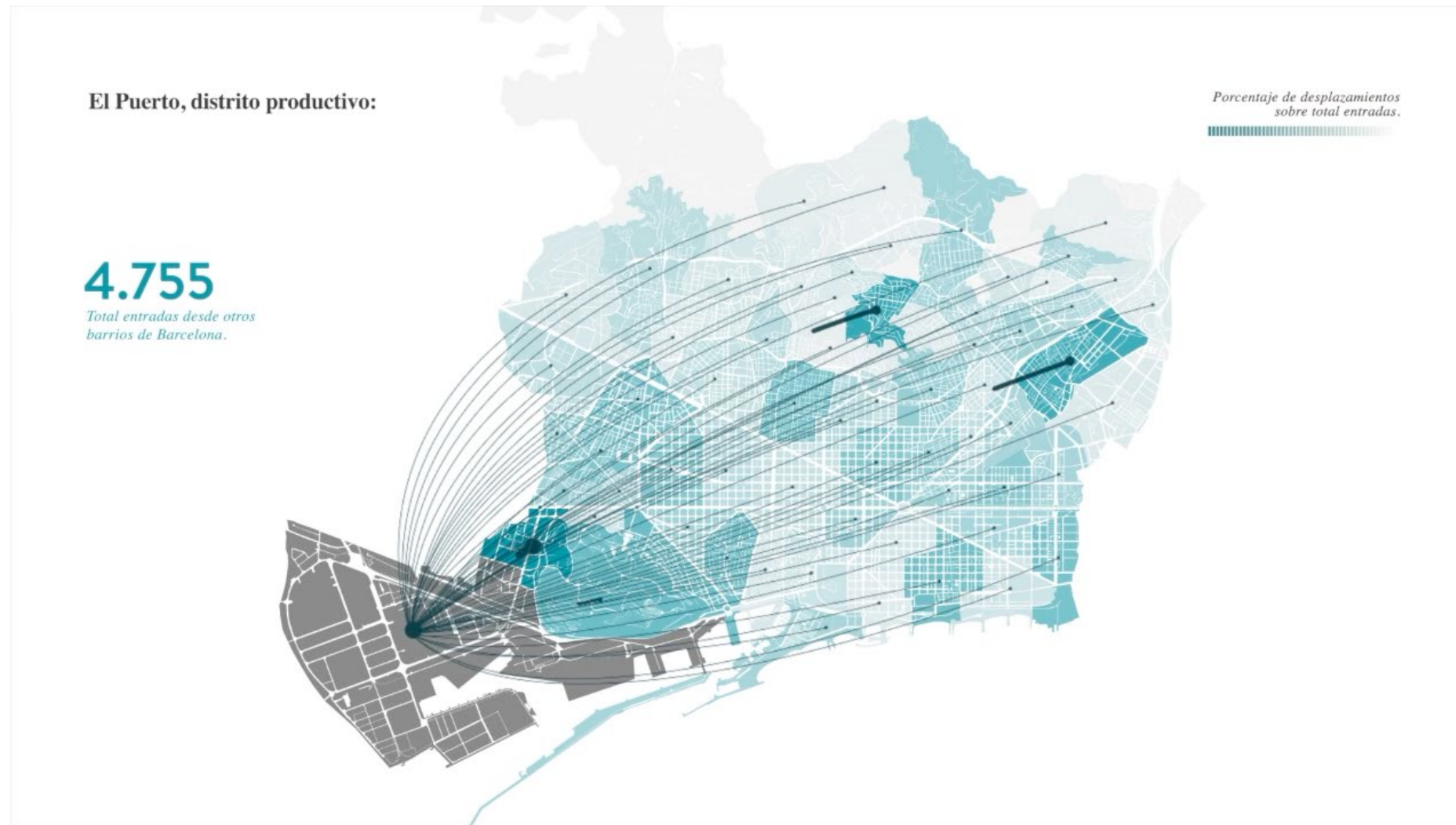
Internal use of AI for business optimization

- Cost reduction
- Revenue increase

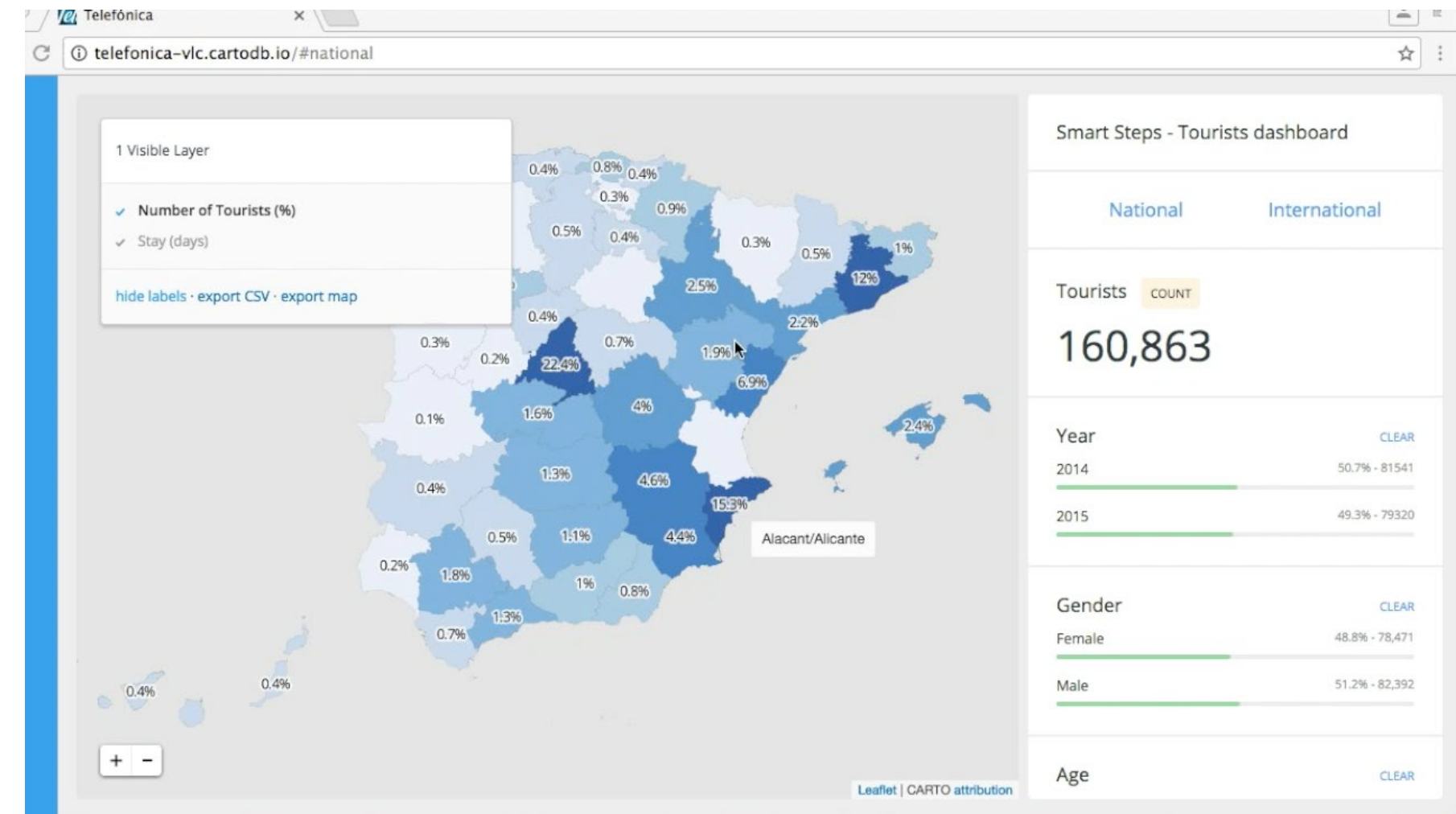
A new ICT indicator?

New business models – data as an asset

Public transport



Tourism



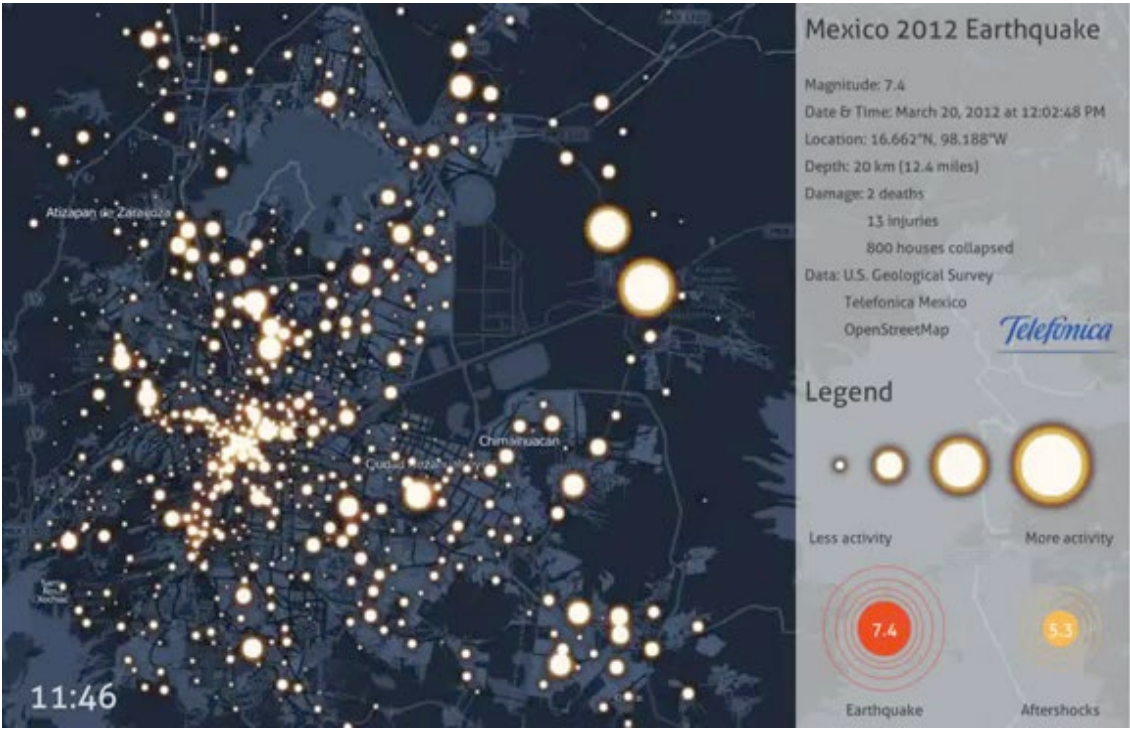
New social value I

17 SDGs, 161 Targets, 241 KPIs

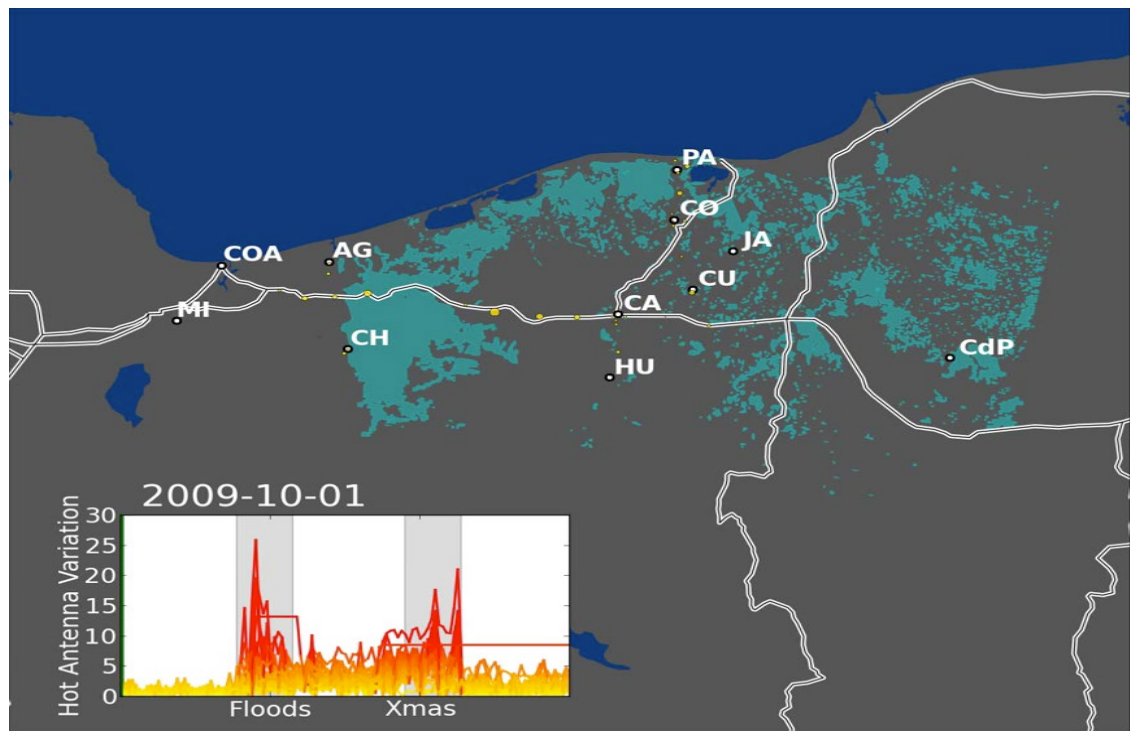


Data Type	Use Case
Payment Data	- Estimation of consumer price index and poverty rates. - Economic impact of natural disasters.
Search Queries	- Identify influenza breakouts. - Monitor dengue fever spread geographically.
Satellite Imaging	- Light emissions picked up by satellites to estimate GDP growth. - Time series of satellite images to identify flood risk areas.
Mobile Phone Data	- Estimating illiteracy maps. - Cell phone records to predict socio-economic levels.

Earthquake

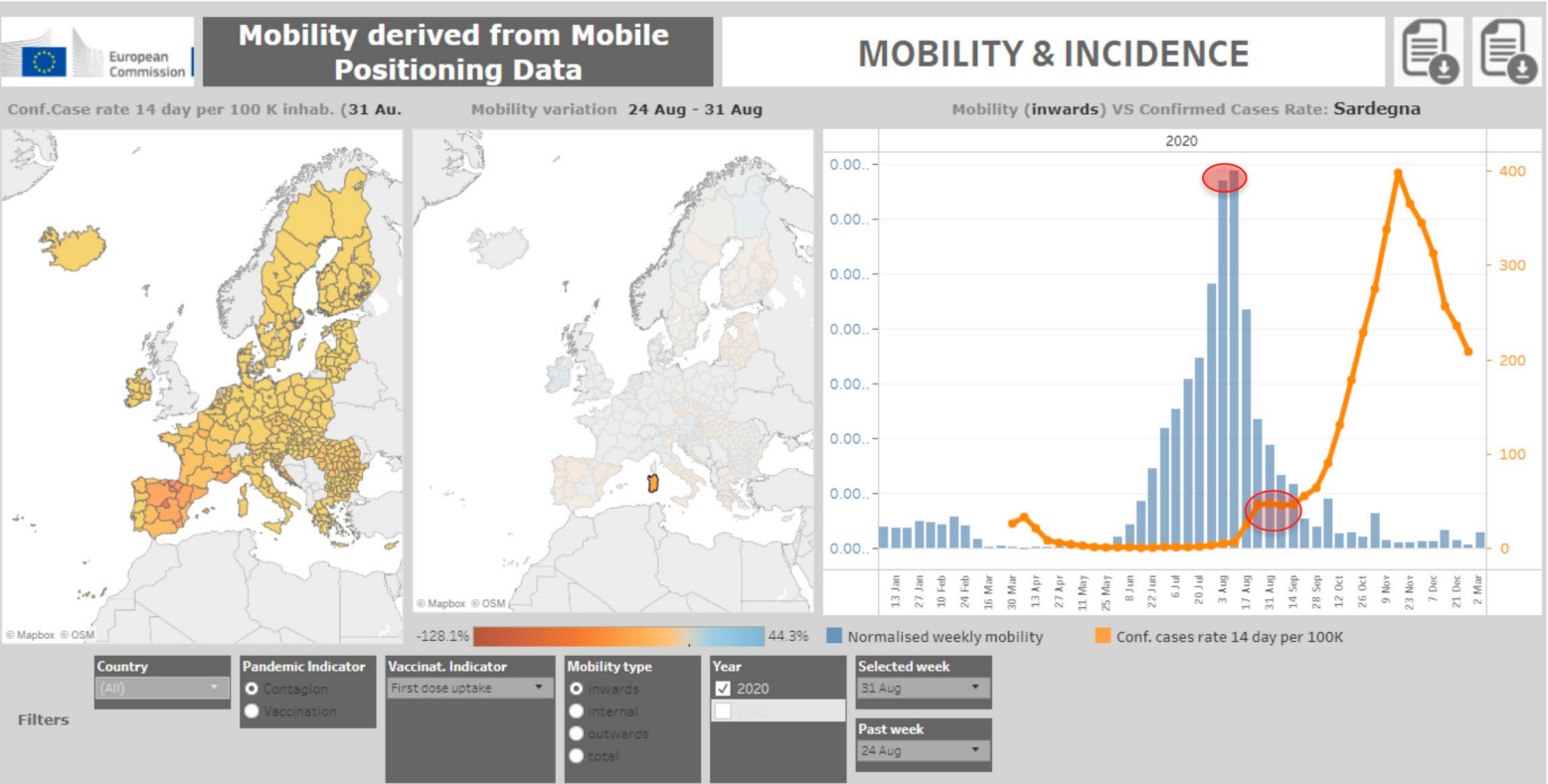


Flooding

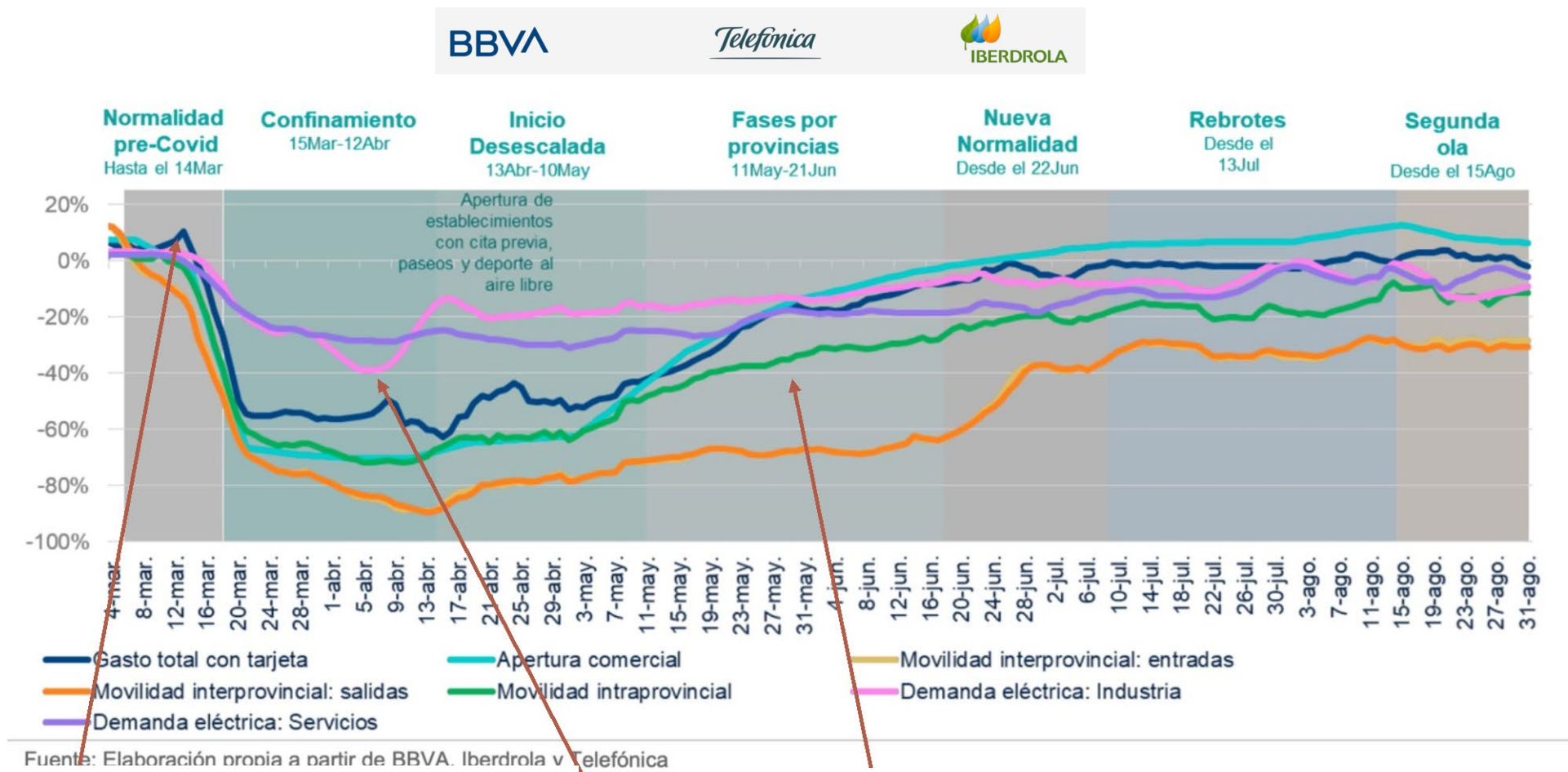


New social value II

COVID - EU



COVID - Spain

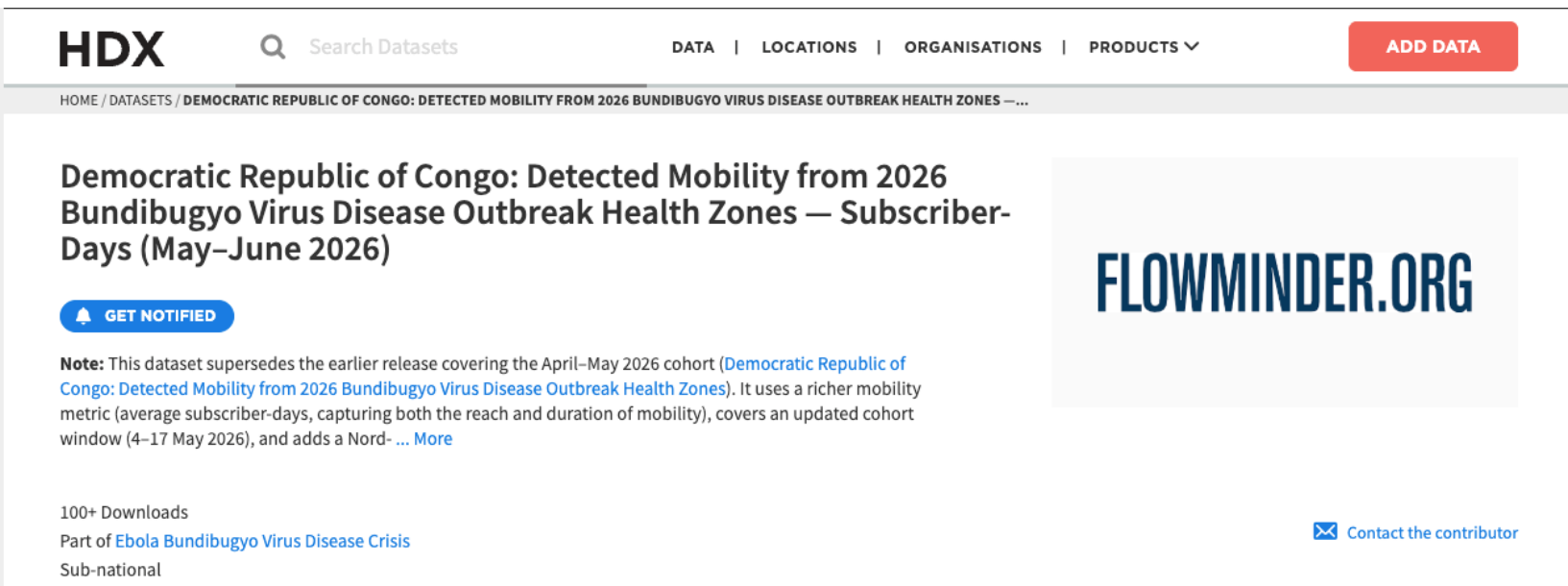


Payments: Stockpiling

Telco: Remote working and schools

Energy: Stopping non-essential economy activity

Ebola - DRC



Enabled opportunities for statistics and use cases

New ways of measuring statistical indicators

- Mobility (telco)
- Tourism (telco, finance)
- Population spending (finance)
- Energy consumption (utilities)
- Mobility data from telco sector

Recent ICT indicators

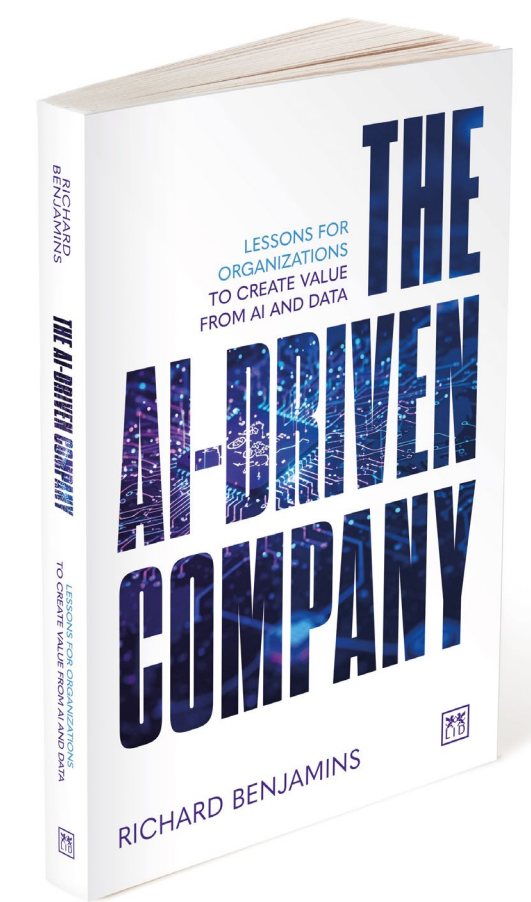
- CO2 emissions (finance)
- AI adoption (traditional, cloud providers)

Traditional

- Reported data → statistics → policymaking / use

Digital

- Observed (& inferred)
digital data → statistics / insights
→ policymaking / use
→ applications



Challenges for statistics and use of insights

Statistics based on privately-held data

- Privacy confusions
- Bias
- Data maturity of private sector (new ICT indicator?)
- Fair and accountable B2G data sharing conditions (Data Act)

Millions of Spanish mobile phone users are being tracked this week as part of the government's census, in a move that critics fear is a step closer towards spying on the population.

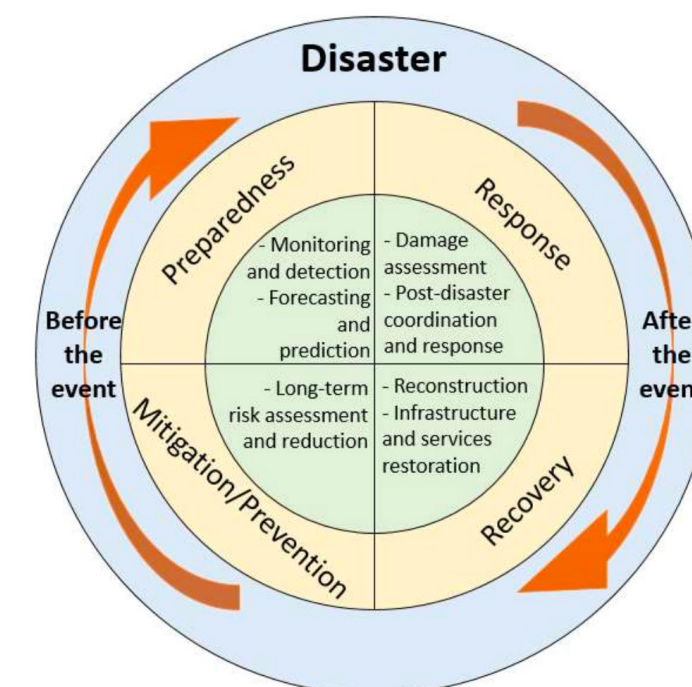


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Use of insights for social value creation

- Digital literacy of decision- and policymakers (COVID)
- Ethical use of data insights
- Sustainable financing of social value creation
 - Philanthropy, social business model, public investments
 - Thriving digital ecosystems and PPPs

From Response to Preparedness



Thank you