

9th Green Standards Week
1-4 October 2019
VALENCIA, SPAIN

Connecting
Smart Sustainable Cities
with the
Sustainable Development Goals



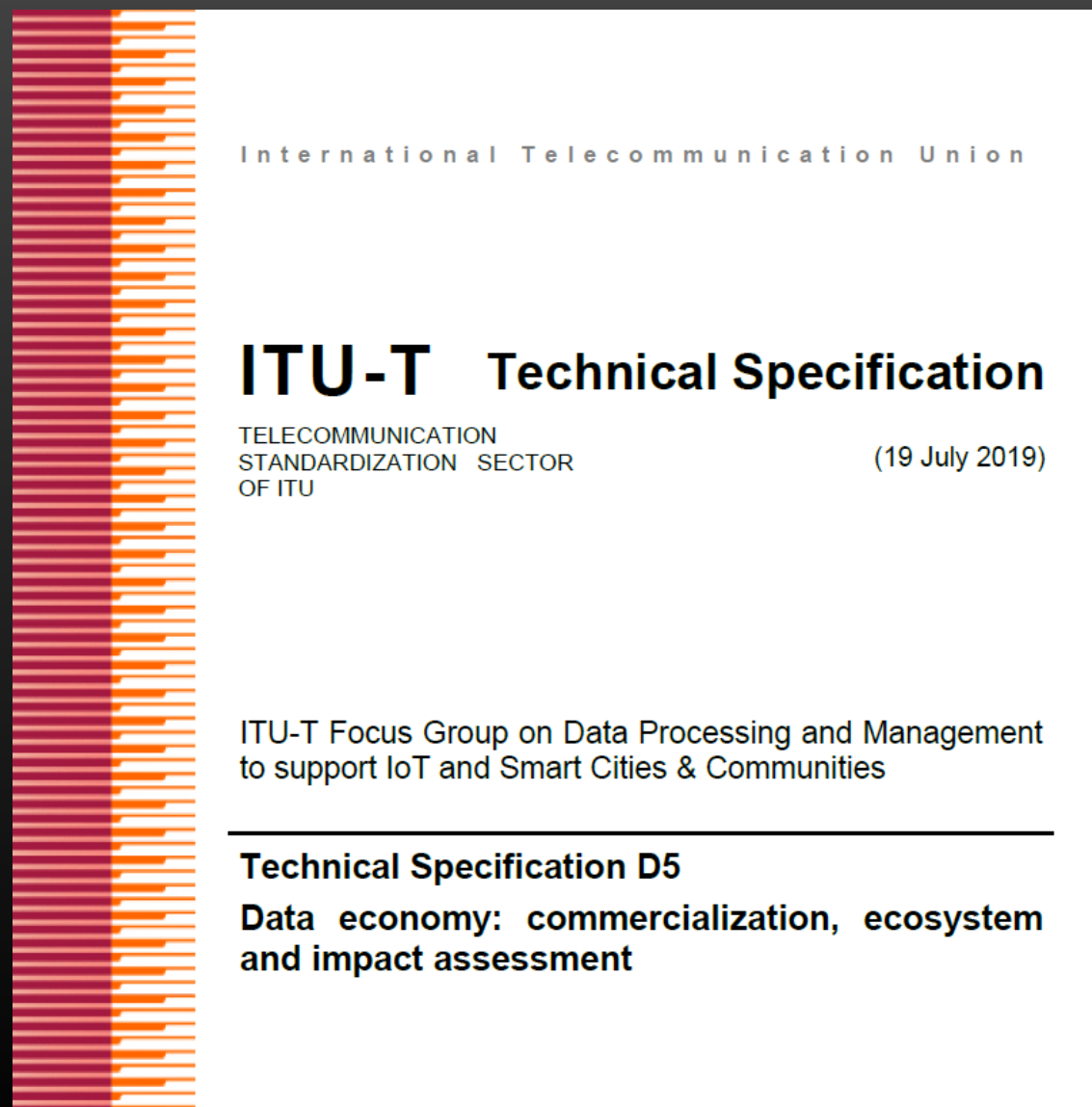
SECRETARÍA DE ESTADO
PARA EL AVANCE DIGITAL



DATA ECONOMY: COMMERCIALIZATION, ECOSYSTEM & IMPACT ASSESSMENT

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WORKING GROUP 5 – DATA ECONOMY



International Telecommunication Union

ITU-T Technical Specification

TELECOMMUNICATION
STANDARDIZATION SECTOR
OF ITU

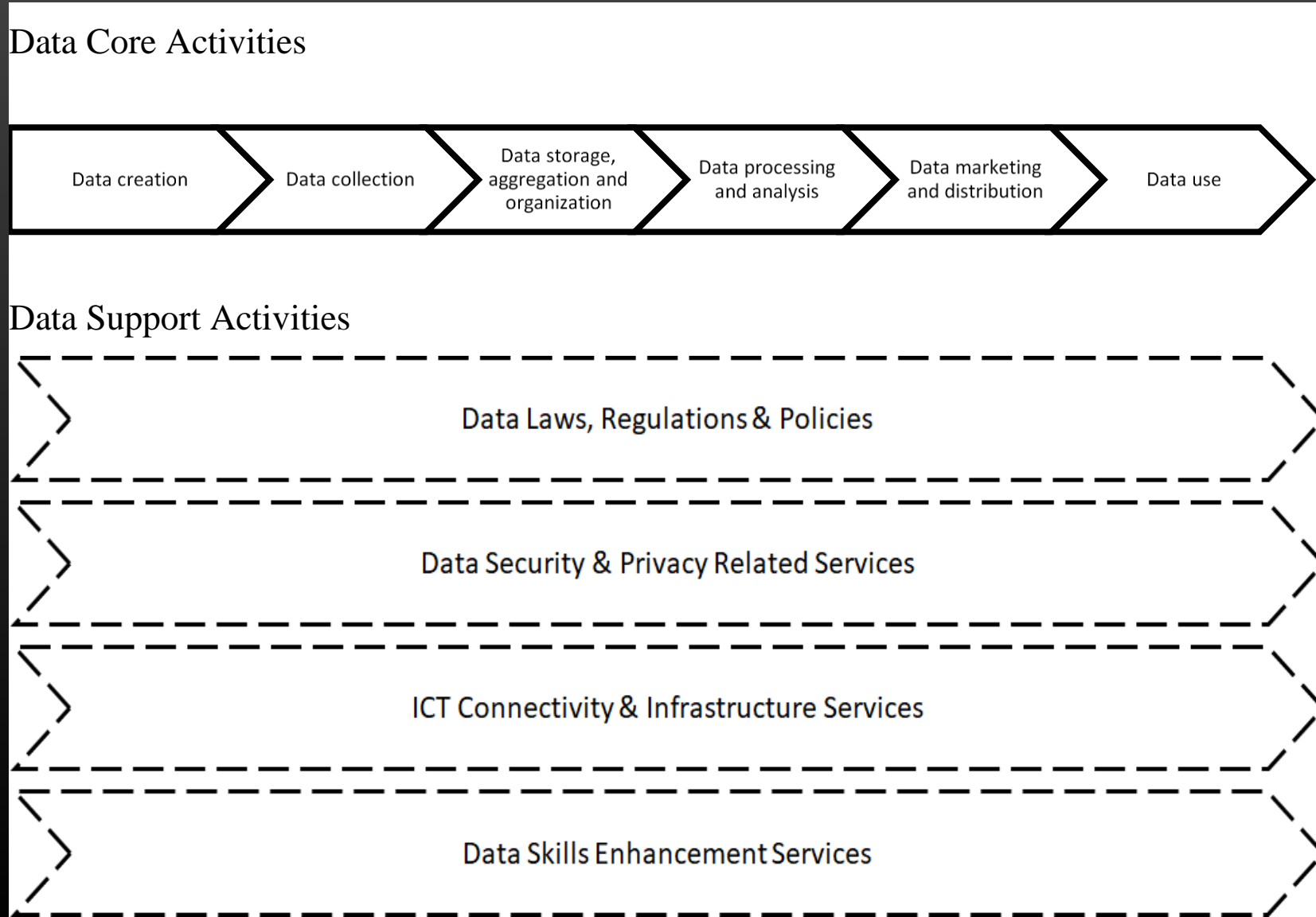
(19 July 2019)

ITU-T Focus Group on Data Processing and Management
to support IoT and Smart Cities & Communities

Technical Specification D5

**Data economy: commercialization, ecosystem
and impact assessment**

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 MARKETPLACE

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

ITU FG-DPM

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

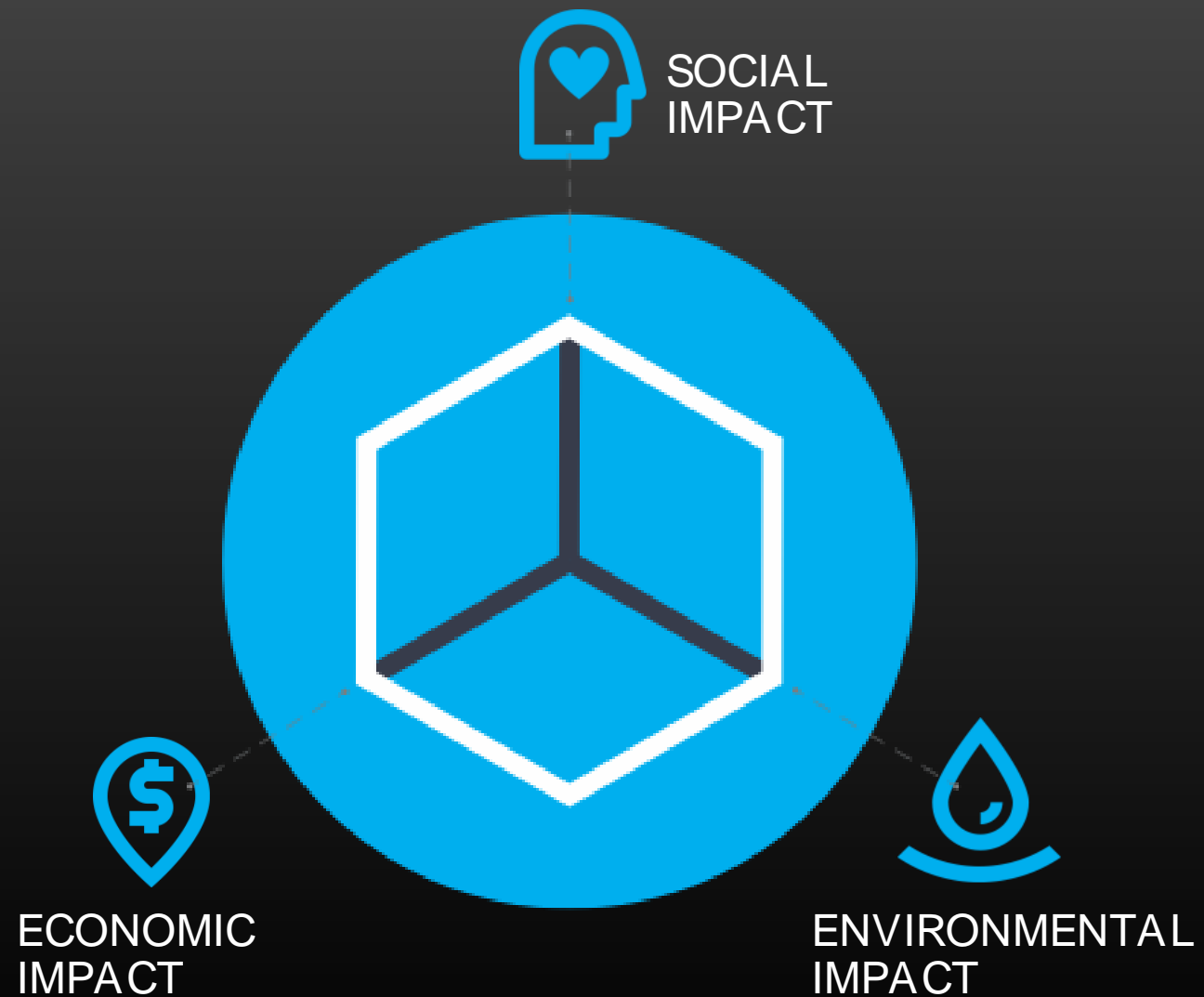


DATA
ENTREPRENEURSHIP



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**