

# Data policy

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DG COMP

- Cheaper sensors
  - Cheaper data storage
  - Cheaper processing power
  - Cheaper network bandwidth
- = Big data
- = More digital decision-making



The average internet user will generate

**~1.5 GB OF TRAFFIC PER DAY**



Smart hospitals will generate over

**3,000 GB PER DAY**



Self driving cars will generate over

**4,000 GB PER DAY... EACH**



A connected plane will generate over

**40,000 GB PER DAY**



A connected factory will generate over

**1,000,000 GB PER DAY**



RADAR **~10-100 KB** PER SECOND

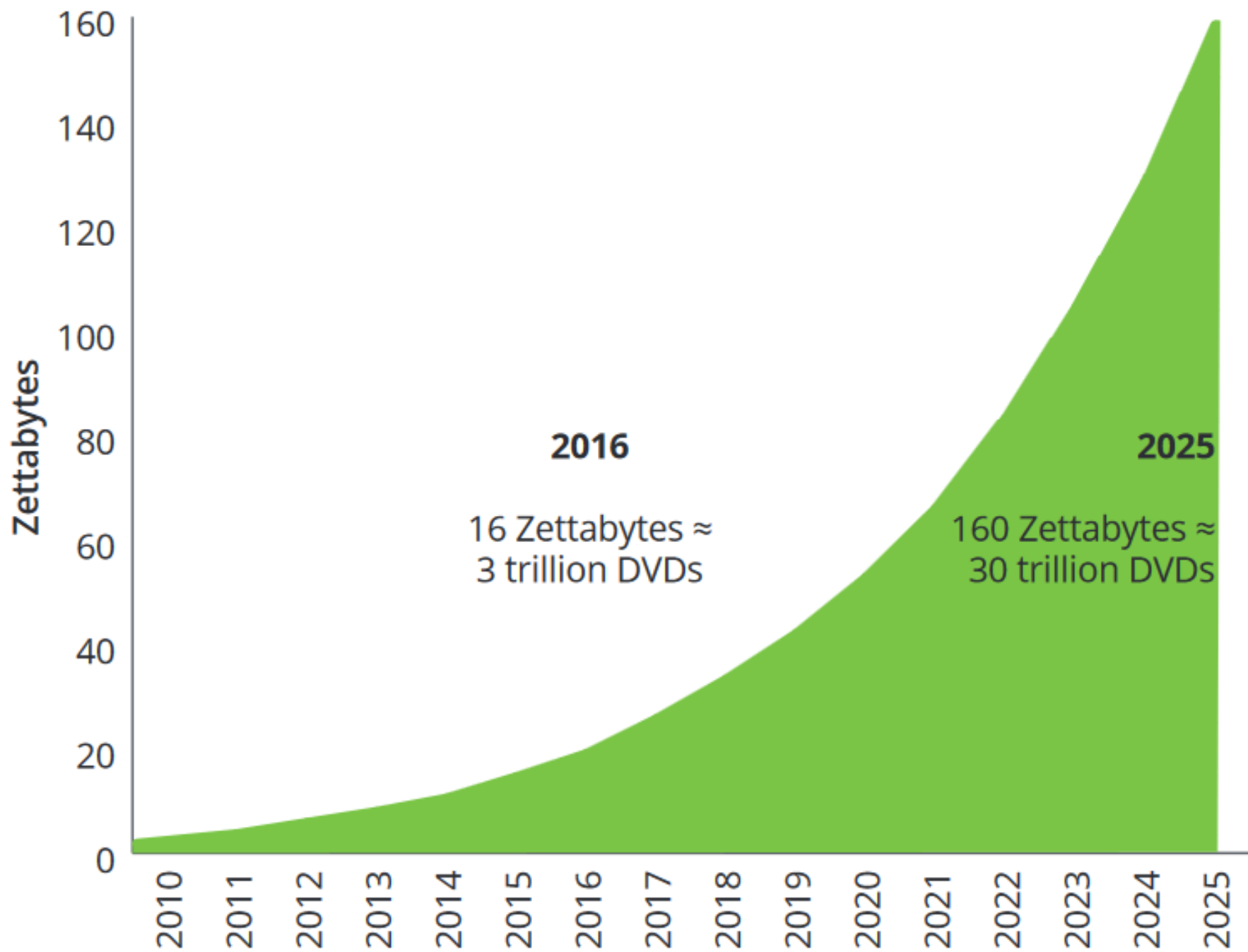
SONAR **~10-100 KB** PER SECOND

GPS **~50 KB** PER SECOND

LIDAR **~10-70 MB** PER SECOND

CAMERAS **~20-40 MB** PER SECOND

Source: Intel



# 3 objectives

- Disseminate data
- Protect investment incentives
- Ensure data protection

# 3 objectives

- Disseminate data = Interests of data requester
- Protect investment incentives = Interests of data holder
- Ensure data protection = Interests of data subjects

# Ways to obtain data

- Collecting data from users
- Buying data
- Data sharing/data pooling agreement
- Merger
- Getting data from the government
- Getting data thanks to data regulation

# Why too little data access?

- Lack of data standardisation?
- Unclear data ownership and access?
- Fear of competition?
- Not enough open data?

*Not because of competition law*

= Data hoarding but data is under-exploited



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# Many data sharing obligations in EU law

- Trading data (MIFID2 Directive)
- Web banking login data (PSD2 Directive)
- Car maintenance data (Reg 715/2007 etc)
- Interoperability information (Software Directive)
- Chemical safety testing data (REACH Regulation)
- Pharmaceutical testing data (medicines approval regulation)
- Energy consumption data (Energy Directives)
- Energy network data (Energy Directives, ENTSO-E rules)
- Transport schedule and road traffic/maps data (ITS regulations)

# When is there a "data advantage"?

1. Data *set* or data *stream*?
2. Is the data protected by IP?
3. Is data a key element of the success of the product?
4. Is it about the data or the ability to draw insights from data?
5. Is the data replicable or available from other sources?
6. How quickly does the data become outdated?
7. Does the data exhibit decreasing returns?

Stereotypical responses/myths:

- "Data is everywhere. It's non-rivalrous!"
- "Data-driven market power is only transitory"

# The future?

- Competition and regulation
- Distinction between personal and non-personal data?
- More data-efficient AI?
- The data-driven "class society"
- Different models
  - The "free", ad-supported model
  - The subscription-based model (e.g. Netflix)
  - The tech giants "pay for our data"/data intermediaries
  - The micropayment model
  - Role of the state/digital public services?

# Thank you!