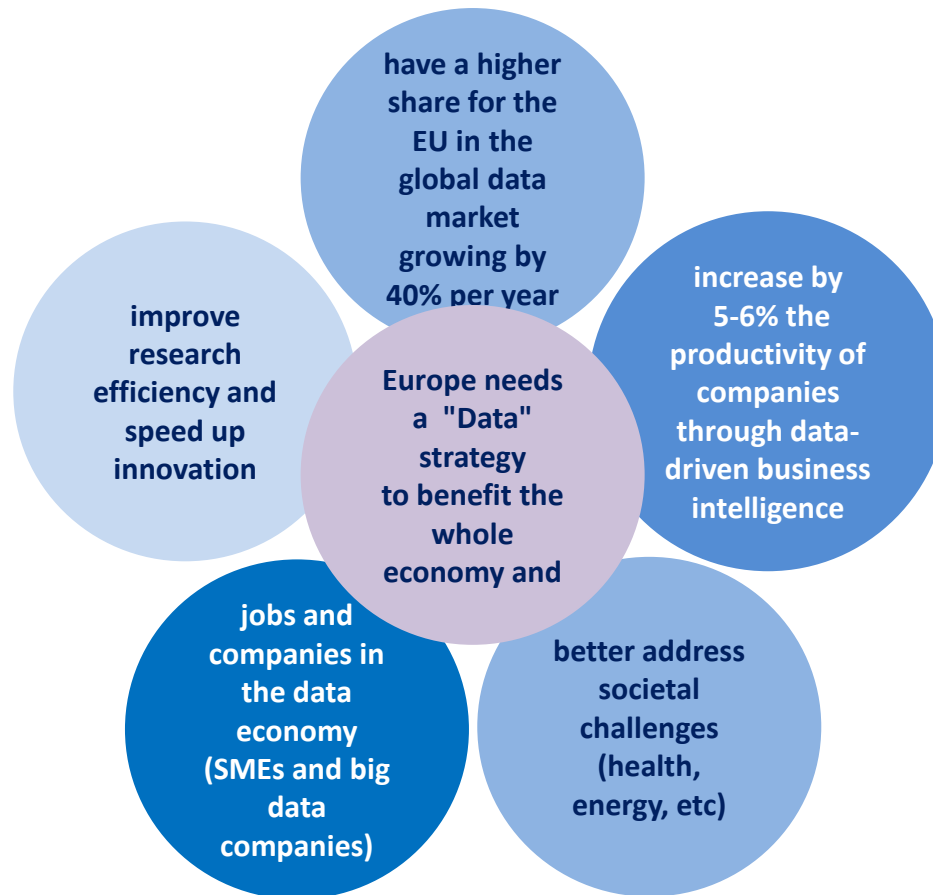




Building the EU data economy

**Contribution to the "7th GRUR meets Brussels Workshop"
Towards a connected Digital Single Market – what about a new
'industrial data protection right' for companies?
Dr. Malte Beyer-Katzenberger, EC, DG CNECT
@beyermalte**

Why is data-driven economy important for Europe?





European
Commission

Data-driven applications ...



**Lifecycle
management**



**Home
automation**



Health



**Connected &
automated car**



**Market
research**



**Information
services**



**Smart grid and
renewables**



**Digital
everything**

Opportunities of "Big Data" in individual sectors

Sectors/Domains	Big Data Value	Source
Public administration	EUR 150 billion to EUR 300 billion in new value (Considering EU 23 larger governments)	OECD, 2013
Healthcare & Social Care	EUR 90 billion considering only the reduction of national healthcare expenditure in the EU	McKinsey Global Institute, 2011
Utilities	Reduce CO2 emissions by more than 2 gigatonnes, equivalent to EUR 79 billion (Global figure)	OECD, 2013
Transport and logistics	USD 500 billion in value worldwide in the form of time and fuel savings, or 380 megatonnes of CO2 emissions saved	OECD, 2013
Retail & Trade	60% potential increase in retailers' operating margins possible with Big Data	McKinsey Global Institute ² , 2011
Geospatial	USD 800 billion in revenue to service providers and value to consumer and business end users	McKinsey Global Institute ² , 2011

Policy context:

- Communication COM(2014)442 '[Towards a Thriving Data-Driven Economy](#)' – describing the necessary framework conditions for a data-based economy in the EU
- [Digital Single Market Communication](#), "Free Flow of Data" Initiative

The Free Flow of Data Initiative

"The Commission will propose in 2016 a European 'Free flow of data' initiative that

- tackles restrictions on the free movement of data for reasons other than the protection of personal data within the EU and unjustified restrictions on the location of data for storage or processing purposes.
- addresses the emerging issues of ownership, interoperability, usability and access to data in situations such as business-to-business, business to consumer, machine generated and machine-to-machine data."

→ A Communication by the Commission to be presented by the end of this year.

Free Flow of Data: Aspects of ownership, access and liability

Questions for reflection:

- Is the current legal framework favouring the optimal allocation of data as an essential asset for innovation?
- Is the current legal framework protecting sufficiently investments made into data collection capabilities?

Thank you for your attention!

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