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The Personal Data Economy: Overview and Insights

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Overview

I. Overview of the Ecosystem and Platforms

II. Insights into Competitive Dynamics

III. Conclusions

I. Overview of the Ecosystem and Platforms

- Emergence of a **new market**

  Different types of business models

- No **dominant player** has emerged thus far

- Increasing **degree of organization**

  Initiatives and associations

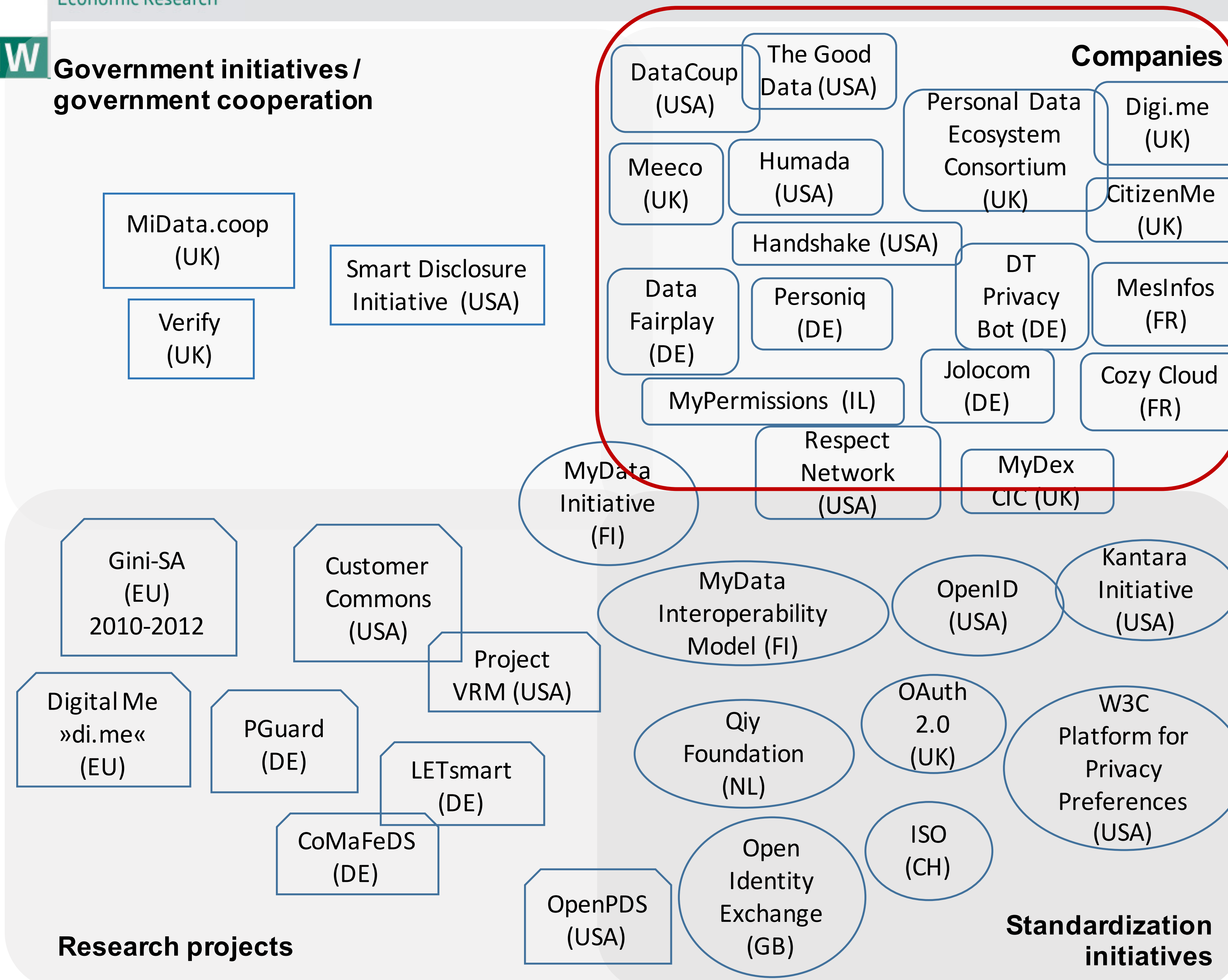


Fig. 1 Ecosystem

Source: Jentzsch (2017)

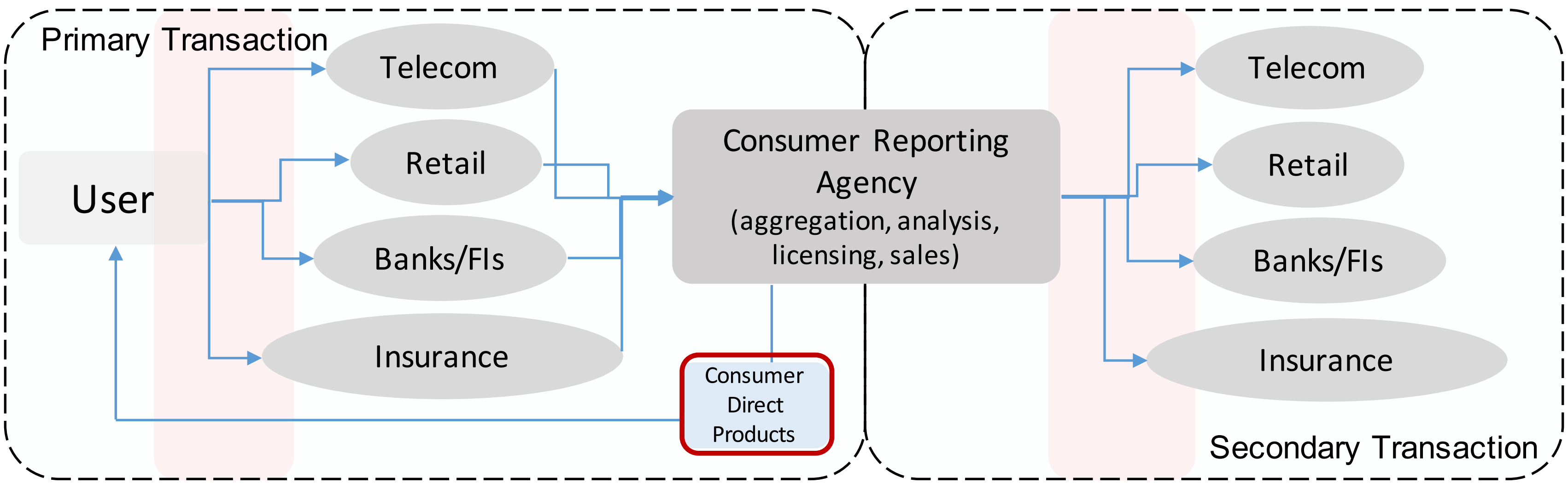
I. Overview of the Ecosystem and Platforms

Primary goals stated by platforms

- **Re/locate control** over digital profile to consumer (choice of privacy settings)
- Increase **transparency** of data generation, flow and usage
- Allow innovation by facilitating access for developers of **new products and services**

I. Overview of the Ecosystem and Platforms

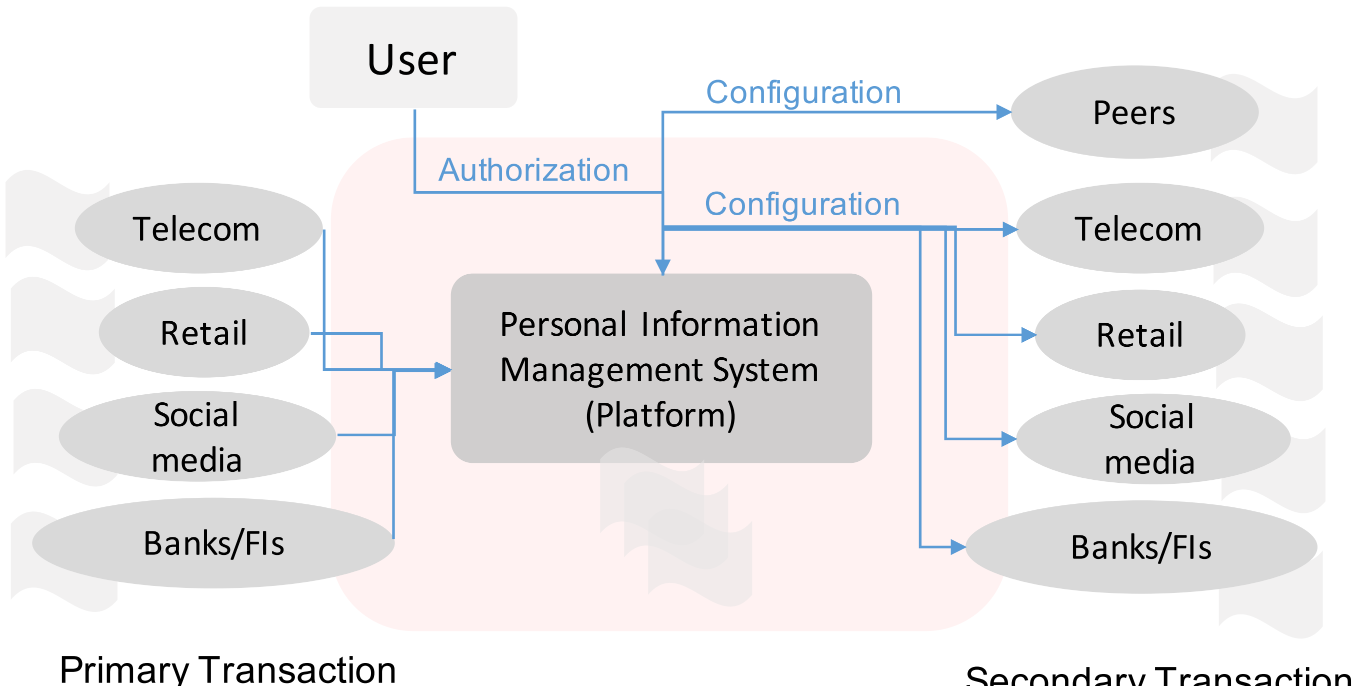
Fig. 2 'Traditional' Intermediation Model



Source: Jentzsch (2017)

I. Overview of the Ecosystem and Platforms

Fig. 3 PIMS Model



Source: Jentzsch (2017)

I. Overview of the Ecosystem and Platforms

Provider-centric Intermediation Platforms

Centralization of information at service provider (w/wo consumer direct contact): Google, Experian, Acxiom, Facebook

User-centric Intermediation Platforms

User-centric information management based upon a technical platform and a related trust framework

Hub models: (i) Centralizing models (server, clouds)
(ii) Decentralizing models (local storage at user)

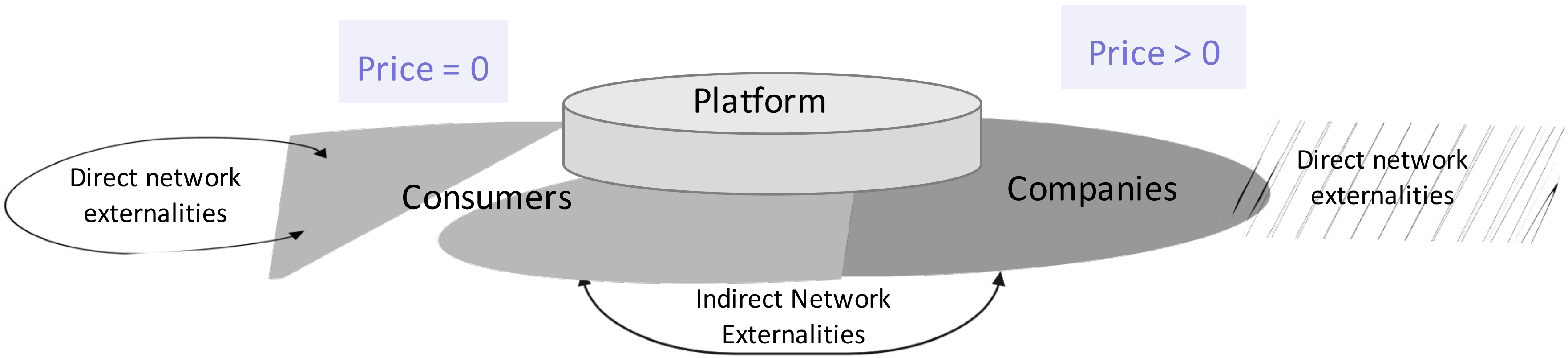
Distributed models: Data storage in DLT, BlockChain

I. Overview of the Ecosystem and Platforms

Name	Type	Functions	€/$/£?	Architecture
Meeco (UK)	Firm (for profit)	Curating functions Linkage data sets Intent casting Marketplace	Planned	App/platform/ cloud/local storage
Telecom Italia (My Data Store) (IT)	Firm (for profit)	Curating functions Data centralization Marketplace	Planned	App/platform/ personal cloud
Deutsche Telekom (DE)	Firm (for profit)	Curating functions (FB) Transparency	In evaluation	App
MesInfo (FR)	Project (non-profit)	Curating functions Linkage data sets	Not planned	Platform/ personal cloud

II. Competitive Dynamics

Fig. 4 Multisided Markets



Source: Jentzsch (2016)

- Attraction of both (or multiple sides)
- Achieving a critical mass
- Compete against large players, academic projects

II. Competitive Dynamics

General insights regarding competition

Competition in market for **personal information goods**

True value-added: Information quality and portfolio key

Trusted third party (large player build platforms, too)

Superior reward mechanism

II. Competitive Dynamics

General insights regarding consumers

Stated versus **revealed preferences:** Guidance?

Transaction costs (time costs, cognitive effort costs)

Potential **inertia**

Unintended **behavioral unraveling**?

Cost/benefit trade-offs

III. Conclusions

Market in the making with **great challenges**

Unclear **dynamics of uptake** by companies & consumers

Additional channel **co-existing** with other intermediation

Political support could reduce encountered obstacles

III. Conclusions

Further supportive measures

Increase precision of **consent language** (ML)

Exchange on **interoperability and portability** standards

Yearly **conference**, PPP

Transfer knowledge from **research community**

Vielen Dank für Ihre Aufmerksamkeit.

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