

## Maximizing the Conditions for Big Data Economical High-Growth




**Big Data Landscape**

Industry, Academia, Public Sector and many other actors are committed to maintaining the European Technological Leadership, facing the societal challenges of the usage of Big Data in key sectors. A rich Ecosystem, fuelled by SMEs and Start-ups, to foster job creation, citizens' acceptance and prosperity.

**Big Data Marketplace**

The one-stop shop for platforms, technologies and end solutions around Big Data in Europe. Founded in Research and Innovation activities, including interoperability and standardisation, the Marketplace allows the supply and demand of products and services around Big Data.

**People & Talent**

Europe is its people. Demanding solutions and providing with talent to the industry. A network of centres of excellence, easy access to information about educational programmes, and schemes for the recognition and assessment of skills ensure the long-term sustainability of the investment in Big Data technologies and solutions.

**Big Data Value Association**

Representing the private side of the Big Data Value PPP, the BDVA gathers more than 150 large industries, SMEs and research organisations aiming at promoting and innovation around Big Data, continuously improving its

<http://www.big-data-value.eu/>

# AGENDA – IMPACT & INVESTMENT

## **PART ONE – MARKETPLACES FOR BIG DATA & INNOVATION**

Dimitrios Mavridis – JRC/IPTS

Nuno Varandez – F6S

## **PART TWO – PANEL ON FRAMEWORK CONDITIONS FOR THE EU DATA MARKET**

Gabriella Cattaneo, IDC

Harald Schöning, Software AG

Anne Sophie Taillandier – Teralab

## **PART THREE – COMMERCIAL DATA MARKETPLACES**

Fabrice Tocco - DAWEX





# Framework Conditions for a thriving European Data Market

By Gabriella Cattaneo, IDC European Government Consulting

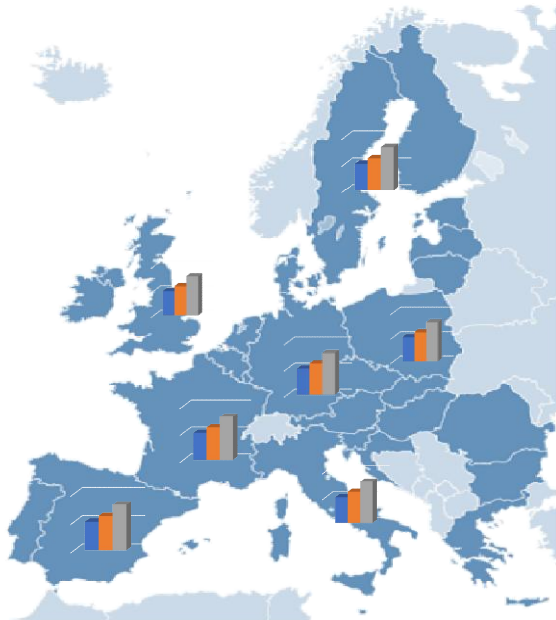
The European Big Data Ecosystem - Networking Session

*The European Data Forum, Versailles, November 23 2017*

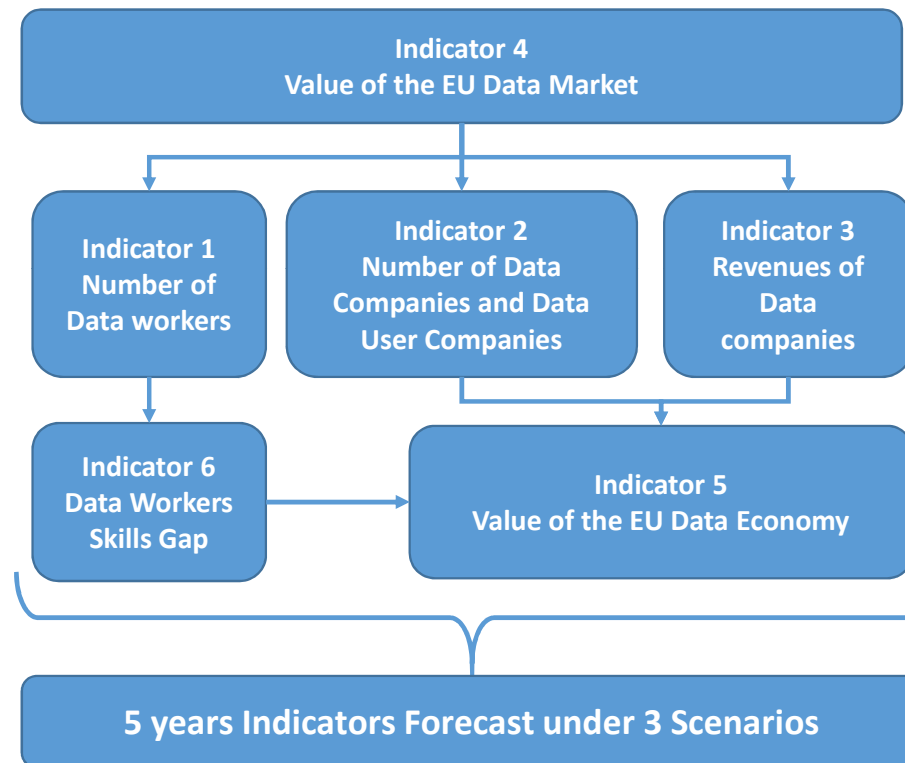
# The European Data Market Monitoring Tool

by IDC and OPEN EVIDENCE for DG CONNECT

A COMPLETE VIEW  
OF DEMAND AND  
SUPPLY



## The European Data Market Monitoring Tool



Source: IDC, 2017

3 SCENARIOS TO  
2020

EXPLOITING  
INNOVATION



A BALANCED  
ECOSYSTEM

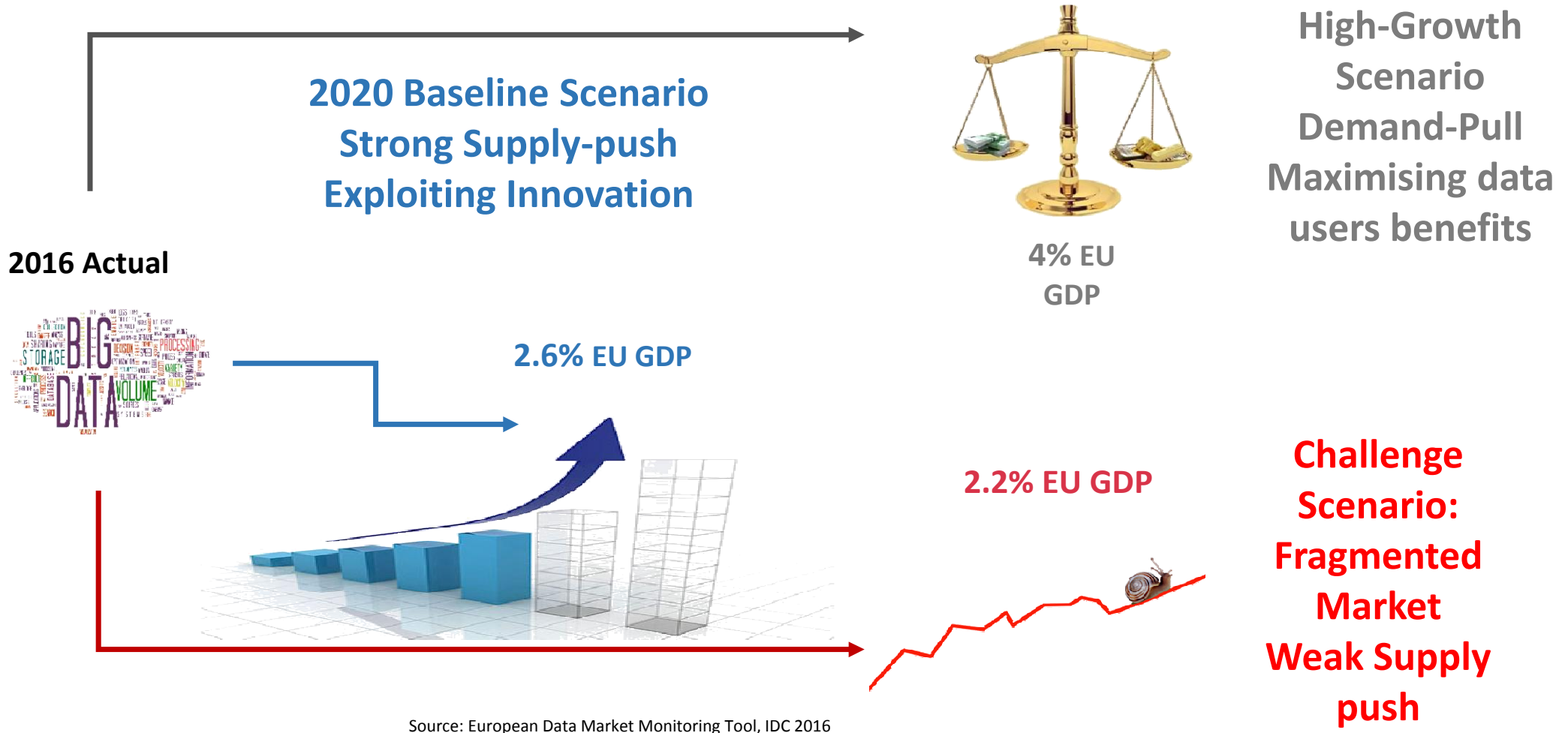
A FRAGMENTED  
MARKET



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# 2020 Scenarios for the European Data Economy



# Main Framework Conditions

## POLICY REGULATORY

- GDPR, security
- DSM policies, especially Free Flow of Data
- Data ownership and control policies
- R&D investments, excellence centres



## MARKET ENABLING CONDITIONS

- Incentives for data sharing
- Infrastructures development
- Open standards and interoperability
- Risk capital for start-ups

## KNOWLEDGE AND SKILLS

- Availability of data skills
- Awareness of business benefits
- Digital transformation capabilities



Find all the data and the reports of the EDM Monitoring study at [www.datalandscape.eu](http://www.datalandscape.eu)

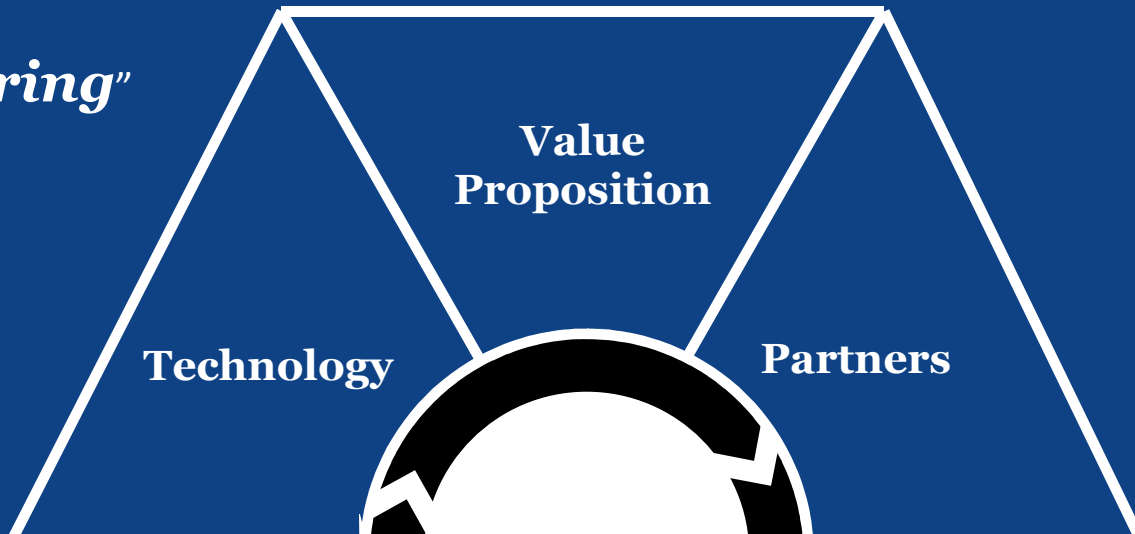
The screenshot shows the DataLandscape website interface. At the top left is the logo 'DATA LANDSCAPE'. A navigation menu includes 'Home', 'EU Data Landscape', 'Companies', 'Events', 'Updates', 'Resources', 'About', and 'Contact'. The main content area features a map of Europe with color-coded regions, a bar chart titled '2020 High Growth' and '2020 Challenge', and a central orange button that reads 'The European Data Market Monitoring Tool' with a sub-link 'Click to Explore the data'. Below the main content are three buttons: 'Follow our webinars', 'Download study reports', and 'Check sector analysis'. The 'Last Updates' section includes a post titled 'Nurturing Data Skills to support Europe's Digital Transformation' with a 'Read more' link. The 'Incoming events' section lists 'IoT Tech Expo Europe 2017' (23rd-25th January 2017) and 'QCon London 2017' (06th-11th March 2017), each with a brief description and event location. A small map of the Atlantic Ocean is visible in the bottom right corner of the page content.

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Supply side  
*"the offering"*



**Value Proposition**

**Technology**

**Partners**

**DATA**

**Framework Conditions**

**Ecosystem**

**Value Network Strategy**

Demand-side  
*"the context"*

D  
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