

THE ECONOMICS OF OPEN DATA

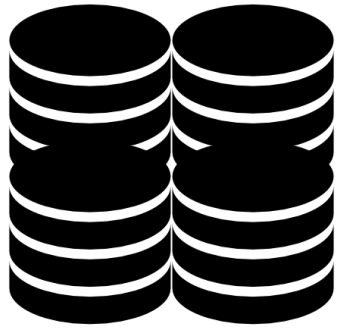
BUSINESS MODELS AND IDEAS FOR EXPANDABILITY

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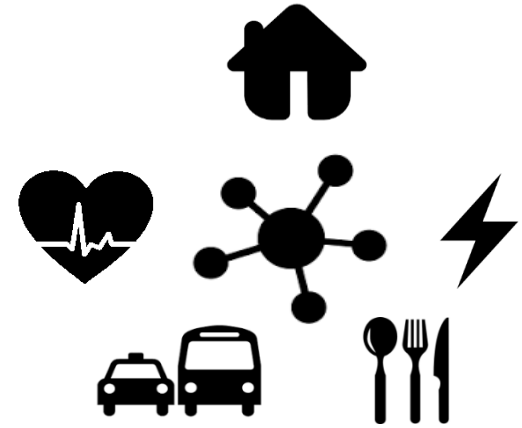
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Procomuns, June 27-28th 2017, Barcelona



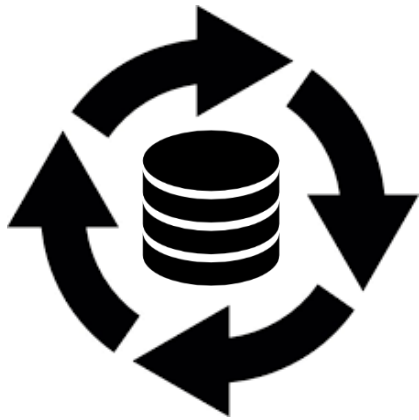


SIZE



SCOPE

**THE VALUE
OF DATA**



INTEROPERABILITY



QUALITY

**DIFFERENT OPEN
BUSINESS
MODELS**

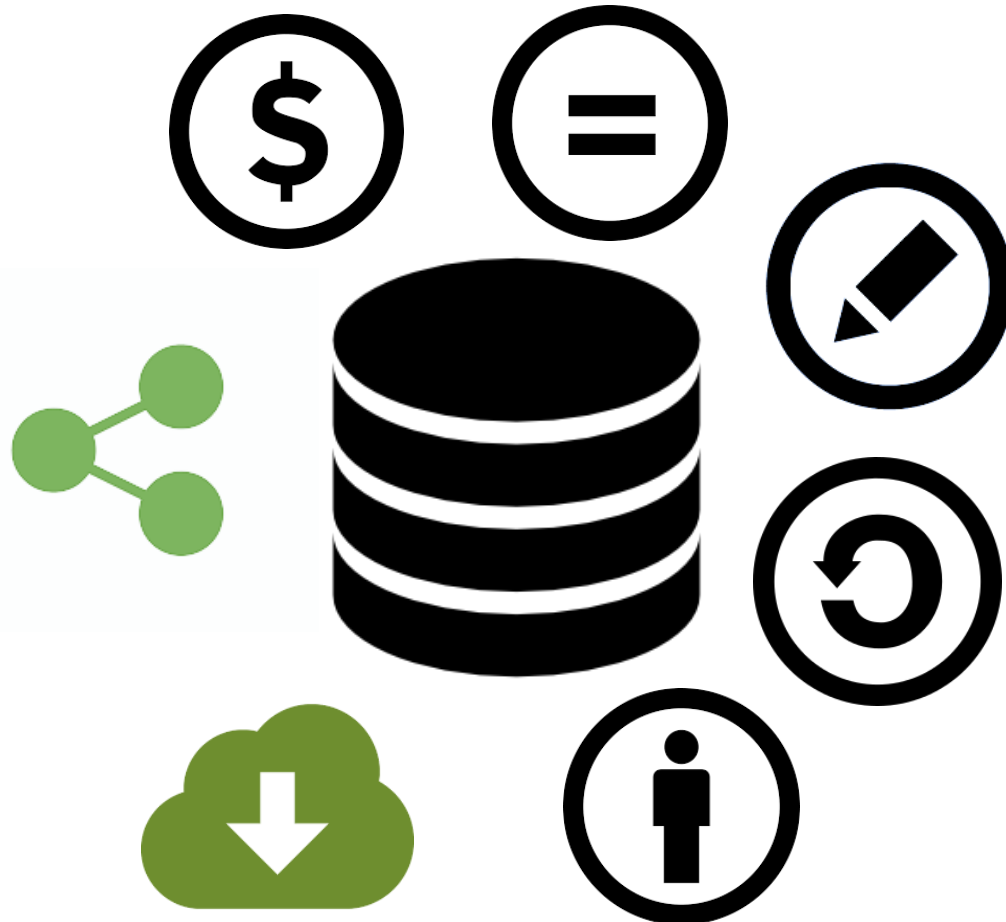


**DIFFERENT
POSSIBLE OPEN
LICENSES**

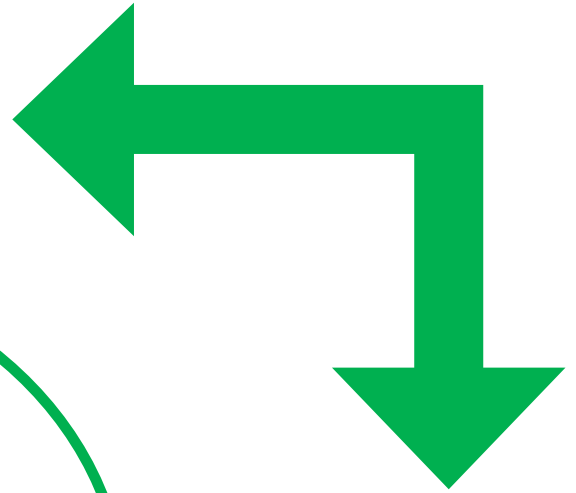
Data common \neq Open data

**BUSINESS
MODEL**

**SET OF
MECHANISMS OF
VALUE CREATION,
DELIVERY AND
DISTRIBUTION OF
AN ORGANIZATION**

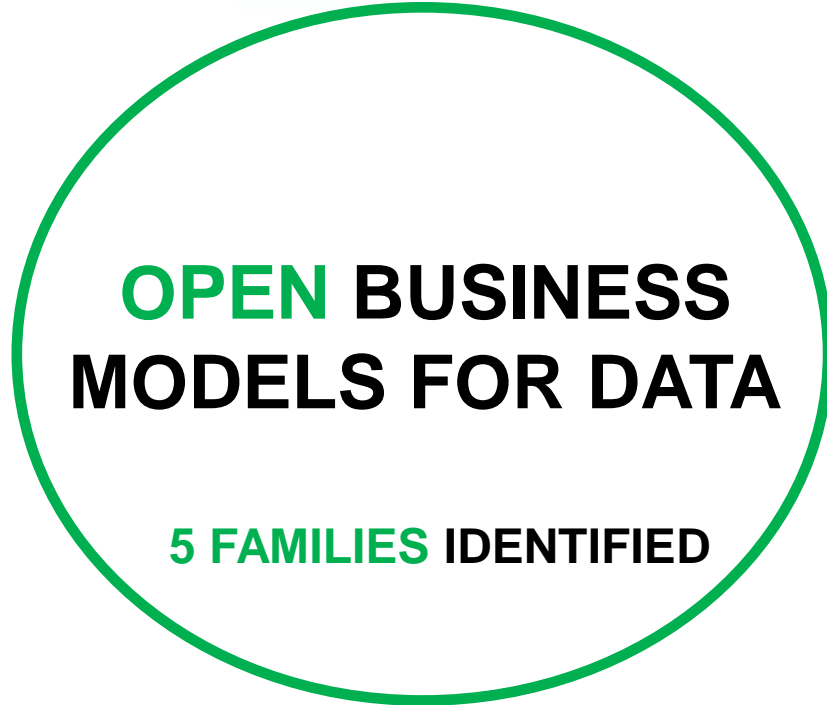


LICENSING



REVENUE MODEL

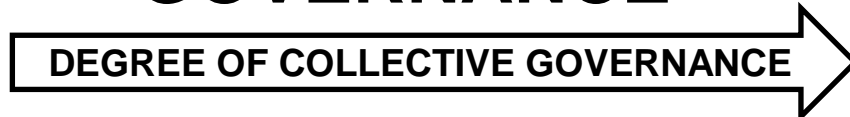
OPEN BUSINESS MODELS EXCLUDE PROTECTION-BASED REVENUE MODELS



OPEN BUSINESS MODELS FOR DATA

5 FAMILIES IDENTIFIED

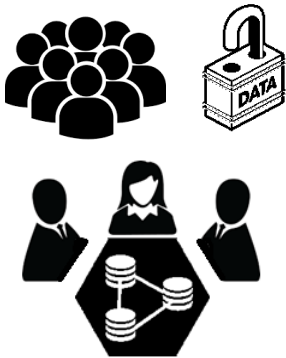
GOVERNANCE



'PURE' DATA COMMONS

OPEN DATA WITHOUT COLLECTIVE GOVERNANCE

MODE OF PRODUCTION



LICENSING

VERY PERMISSIVE LICENSES



GOVERNMENT OPEN DATA

THE NATURE OF DATA IS LINKED TO
STATE'S FUNCTIONS

OPEN DATA AS A PUBLIC
UTILITY AND CITIZEN RIGHT

GOVERNANCE

CENTRALIZED

MODE OF PRODUCTION

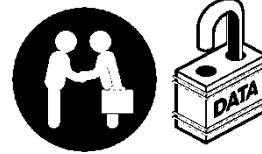
(CO-)PRODUCED BY
THE STATE
BUREAUCRACY
AND/OR
COLLECTED BY THE
STATE FROM THIRD
PARTIES

REVENUE MODEL

FINANCED BY THE
STATE BUDGET

LICENSING

VARIES REGARDING COMMERCIAL USE
DEPENDING ON THE REVENUE MODEL



PRIVATE FIRM STANDALONE OPEN DATA

CROWDSOURCED ENLARGEMENT
AND/OR ENRICHMENT OF THE
DATASET AND/OR CREATING
RELATED BUSINESSES

GOVERNANCE

THE FIRM SIMPLY
PROVIDES THE
BASELINE DATASET

MODE OF PRODUCTION

INTRAFIRM DATA
COLLECTION/
PRODUCTION
AND/OR
CROWDSOURCED
ENLARGEMENT/
ENRICHMENT OF
THE INITIAL
DATASET

REVENUE MODEL

(OPEN) DATA-
RELATED
SERVICES

FREEMIUM

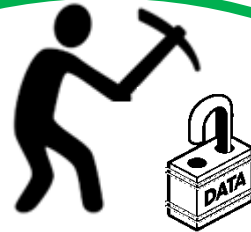
GAINING
KNOWLEDGE,
EXPERTISE AND
CREATING
BUSINESS
OPPORTUNITIES

LICENSING

OPEN LICENSES ALLOWING
COMMERCIAL USE

MODE OF PRODUCTION

PRODUCTION OF
DATA BY
APPLYING A
CERTAIN
EXPERTISE TO
ALREADY-
EXISTING OPEN
AND/OR
CROWDSOURCED
DATASETS



NON-COMMERCIAL CENTRALIZED OPEN DATA PRODUCTION

AN ENTITY/INDIVIDUAL DECIDES TO
PRODUCE OPEN DATA TO
CONTRIBUTE TO A CAUSE

REVENUE MODEL

VOLUNTARY
LABOR

DONATIONS

NOTORIETY
→ BUSINESS
OPPORTUNITIES

GOVERNANCE

CENTRALIZED IN ONE
ENTITY OR INDIVIDUAL

LICENSING

OPEN LICENSES ALLOWING
COMMERCIAL USE

MODE OF PRODUCTION

COMPLEMENTARY
DATA IS POOLED
BY DIFFERENT
STAKEHOLDERS

SOME PARTNERS
PROVIDE THEIR
EXPERTISE TO
INCREASE THE
QUALITY AND
INTEROPERABILITY
OF THE DATA



MULTI-STAKEHOLDER DATA POOLING

FOR PRIVATE FIRMS: CREATING RELATED
BUSINESSES, PUBLICITY, GAINING
EXPERTISE, INTEROPERABILITY

FOR NGOs AND GOVERNMENTS:
FULFILLING THEIR MISSION

GOVERNANCE

MULTI-PARTNER
SHARED GOVERNANCE
WITH A LEADING ENTITY

REVENUE MODEL

FINANCIAL
CONTRIBUTIONS
FROM
STAKEHOLDERS

(OPEN)DATA-
RELATED
SERVICES

GAINING
KNOWLEDGE,
EXPERTISE

PUBLIC FUNDING

LICENSING

OPEN LICENSES ALLOWING
COMMERCIAL USE



COMMONS-BASED CROWDSOURCING

A COMMUNITY CONTRIBUTES TO
CREATE A DATA COMMON TO TACKLE A
SOCIETAL ISSUE OR PRODUCE A USE
VALUE THEY WANT TO KEEP OPEN TO
ALL

GOVERNANCE

SHARED BY THE COMMUNITY,
USUALLY COORDINATED
THROUGH A FOUNDATION

REVENUE MODEL

CAPTURING
VALUE FROM
RELATED
PRODUCTS OR
SERVICES

DONATIONS

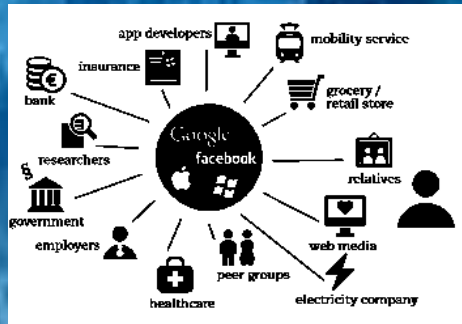
PUBLIC
FUNDING

MODE OF PRODUCTION

MAINLY
CROWDSOURCED
CONTRIBUTIONS
BY A DISPERSED
COMMUNITY

OPEN DATA FROM
THRID PARTIES IS
INTEGRATED

PLATFORM FIRMS CONTROL LARGE AMOUNTS OF DATA THEY HAVE NO INCENTIVES TO OPEN



SOME STEPS TOWARDS AN OPEN-DATA-BASED DIGITAL ECONOMY: GOING BEYOND GETTING THE RIGHT BUSINESS MODEL

STATE



- **MANDATORY DATA OPENNESS OF PROJECTS COUNTING WITH PUBLIC FUNDING**
- **MANDATORY OPENNESS/SHARING OF SOME DATA GENERATED BY FIRMS BENEFITING FROM PUBLIC CONTRACTS** (cf. FRANCE'S NEW "GENERAL INTEREST DATA" LEGAL FIGURE)
- **FINANCE DATA COMMONS THAT CONTRIBUTE TO THE GENERAL INTEREST**

DATA COMMONERS



- **DEVELOPING DATA COOPERATIVES** (e.g. MIDATA, SALUS)
- **CROWDSOURCED OPEN DATA SOLUTIONS SHOULD FOCUS ON EASINESS OF CONTRIBUTIONS, ADAPTING TO THE GENERAL PUBLIC AND HIGH QUALITY OF THE ASSOCIATED SERVICES**

- **INDIVIDUALS HAVE THE LEGAL POWER TO CONTROL ONLY A SMALL SHARE OF THEIR 'PERSONAL' DATA → AN INTELLECTUAL PROPERTY RIGHTS REVOLUTION IS NEEDED**

- **NEUTRAL INFRASTRUCTURES TO MANAGE OPEN DATA POOLS** (e.g. DECODE, NEW ZEALAND DATA COMMONS BLUEPRINT, SOLID)

**THANK YOU FOR YOUR
ATTENTION**

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