



Data governance questions

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The data challenges from an industrial policy perspective:

Big Data, IoT and AI

- **Roll-out of industrial IoT:** Re-adjusting value creation? Management of digital assets; ecosystem vision;
- **Increasing data-interdependency:** 20% of 130 companies from smart sector in Commission study say that data-sharing is a main business activity; 46% expect this to be the case for their company in five years time.
- **Monopolisation** in relation to data?
- **Artificial Intelligence:** What is Europe's place for developing AI – and where would the training data come from?

The data challenges from an industrial policy perspective:

Big Data, IoT and AI

- **Roll-out of industrial IoT:** Re-adjusting value creation? Management of digital assets.
- **Increasing data-integration:** 20% of 130 companies from [unclear] say that data-sharing is a main challenge to be the case for their companies.
- **Monopolisation** in relation to data.
- **Artificial Intelligence:** What is Europe's place for developing AI – and where would the training data come from?

«For almost all legal counsel surveyed (90,7%) data ownership is the most pressing problem in the area of assets»
(CMS/BUJ: Legal Management of Innovation")

The data challenges from an industrial policy perspective: Big Data, IoT and AI

- **Roll-out of industrial IoT**
Management of digital assets
- **Increasing data-interdependencies**
20% of 130 companies from the survey say that data-sharing is a requirement to be the case for their companies



- **Monopolisation** in relation to data?
- **Artificial Intelligence:**
What is Europe's place for developing AI – and where would the training data come from?

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- **Roll-out of industrial IoT**
Management of digital assets
- **Increasing data-interdependence**
20% of 130 companies from ...
say that data-sharing is a major challenge
to be the case for their companies
- **Monopolisation** in relation to ...
- **Artificial Intelligence:**
What is Europe's place for developing AI – and where would the training data come from?

"Interestingly, we found that while companies that are less mature in AI tend to use mostly structured data from internal data sources, a significant ... 80% of the most advanced companies use data from both internal and external sources."

(Quelle: Microsoft, Artificial Intelligence in Europe – Outlook for 2019 and beyond)

Data access as a (competition) problem?

"Diffuse" evidence:

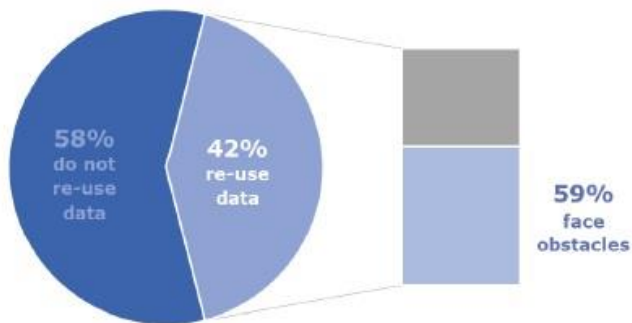


Figure 56. Companies re-using data and experiencing obstacles

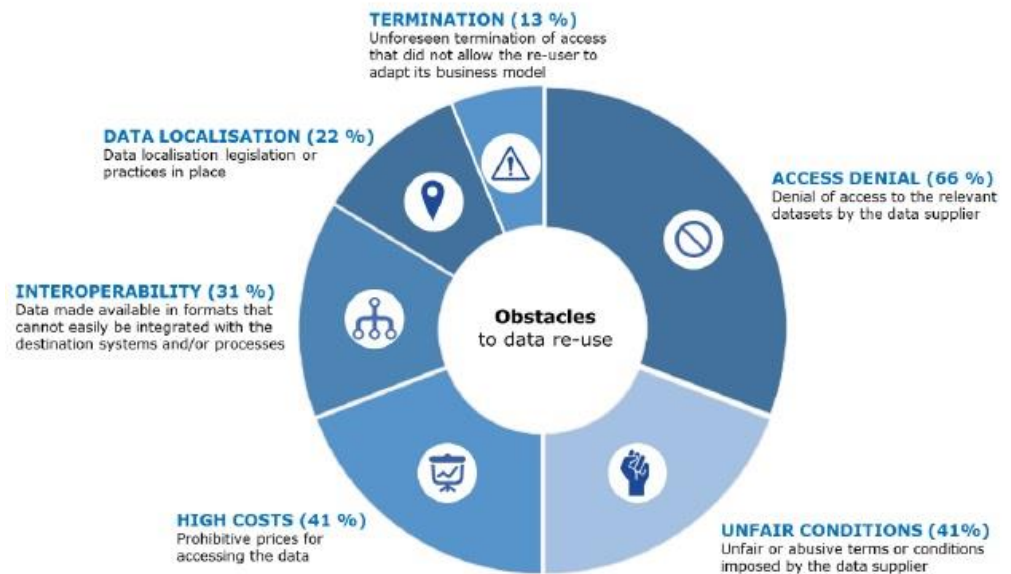


Figure 57. Obstacles to data re-use according to the survey results

Source:
[Study on data sharing in Europe](#)

What facilitators for the 'B2B data sharing economy'?

- Legal (legislation, contracts)
- Technical (infrastructures, interfaces, standards)
- Business (marketplaces)

The Digital Single Market initiative – deliverables on B2B data sharing

How to improve the flow of data in B2B situations?

- 2017 policy Communication on [questions of data access, rights on data](#) (limited to non-personal and "IoT" data);
 - Improved access to anonymous machine-generated data by enhanced "sharing";
 - Protection of investments and assets; no disclosure of confidential information;
 - Minimisation of lock-in situations
- 2018 [Principles](#):
Contractual freedom of companies to share or not to share; principles to guide contractual negotiations so that markets for **IoT data** and products remain fair and competitive:
 - Transparency in contracts on access and use of data;
 - Recognition of different roles in shared value creation;
 - Respect for each other's commercial interests;
 - No distortion of competition;
 - Minimised data lock-ins.

Supporting measures

- Funding for [Industrial data platforms](#)¹ in the form of competitive calls for proposals
- Guidance document accompanying the principles, April 2018
- [Support Centre for data-sharing](#)

Where next?

- Data law as the law of everything?
- Self-regulation
- Rules fairness of contracting?
- Legislative rules on (non-personal) IoT data portability/usage rights?
- Sector-specific vs generic rules?

Thank you for your attention!

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