Introduction

Global digital flows and new online business models

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Data flows:

- Facilitate access to market information
- Reduce the cost of transactions
- Enable firms and consumers to connect
- A key element binding the world economy together, playing a key role in international trade
- Regulating them requires understanding how they work, and the business dynamics behind them.
How does data flows?

CONTENT AND APPLICATIONS

Application layer

PROTOCOLS (TCP/IP, DNS, etc.)

Transport layer

TELECOMMUNICATIONS INFRASTRUCTURE

Physical layer
Why have data flows grown so rapidly?

- Billions of people are now connected, all potential consumers
- Firms developed innovative business models to tap into this potential.
- These models are data-intensive and generate significant new digital flows
Digital Flow Drivers: Business Models

- **Internet Access**
  - Subscription Fee

- **Computer Software & Service**
  - Product / Service sales

- **Cloud Service**
  - Fee for renting e-space
Digital Flow Drivers: Business Models

Digital Products
- Sales / Subscription Fee

Internet Data Model
- User data + Ads

Internet Platform
- Transaction Fee as intermediary
Common Features

- Network Effects
- Diversity and convergence
- Social impact
- (De)centralization of the economy
Thank you!

Website

www.cuts-geneva.org