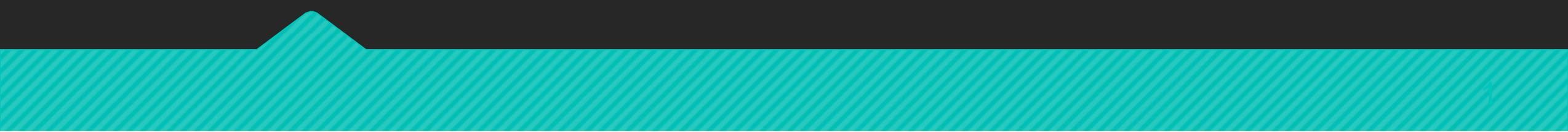


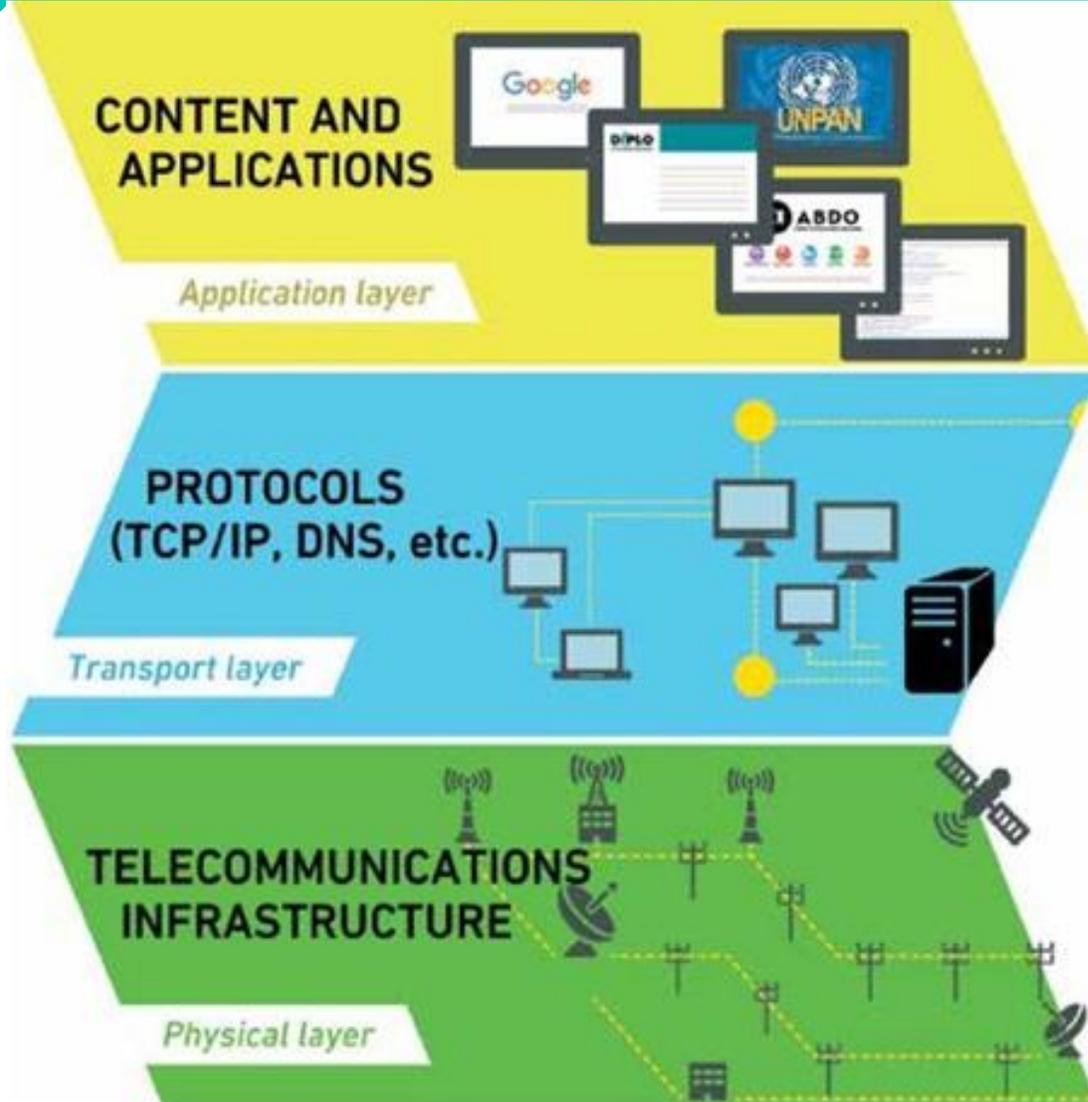
Introduction

Global digital flows and new online business models

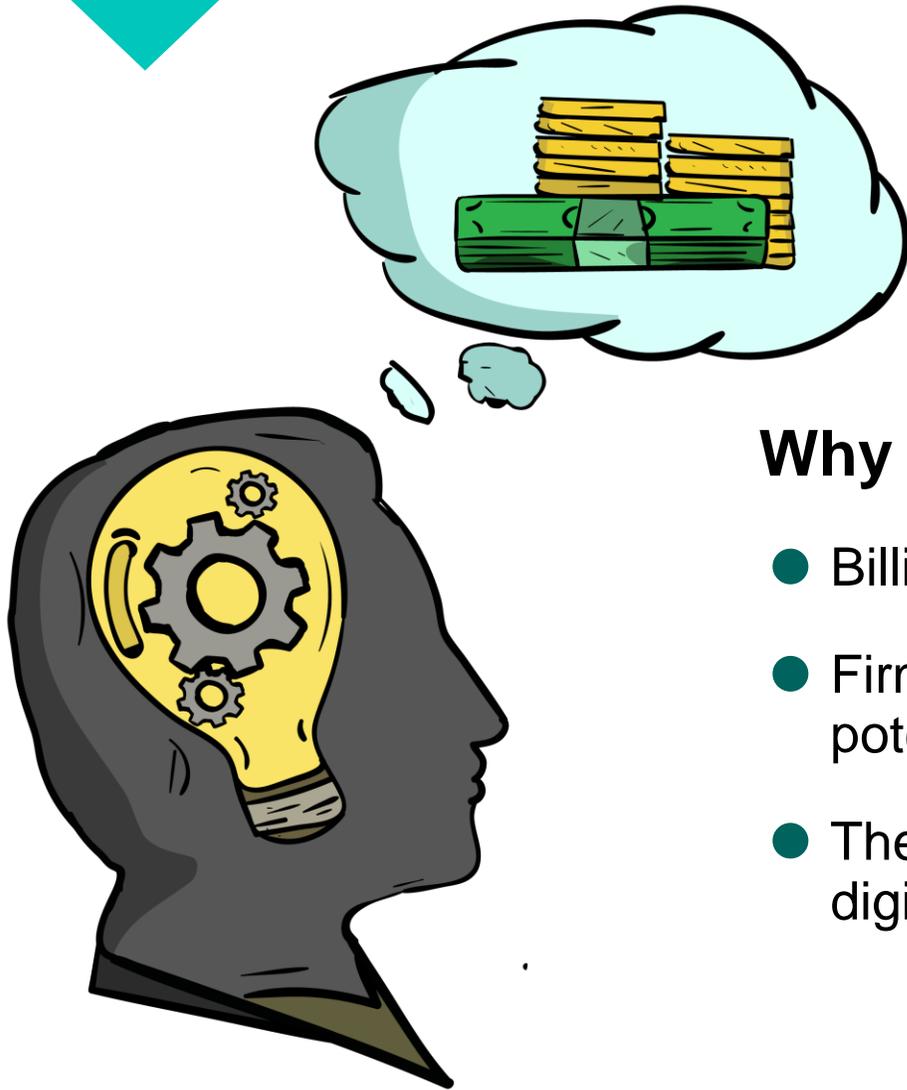
Julien Grollier



How does data flows?



Digital Flow Drivers: Business Models



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

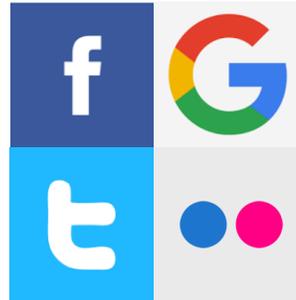
Digital Flow Drivers: Business Models

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