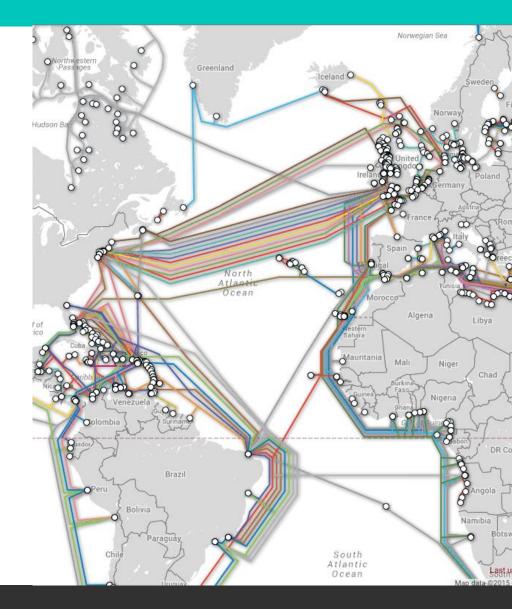
Introduction Global digital flows and new online business models

Julien Grollier

Background

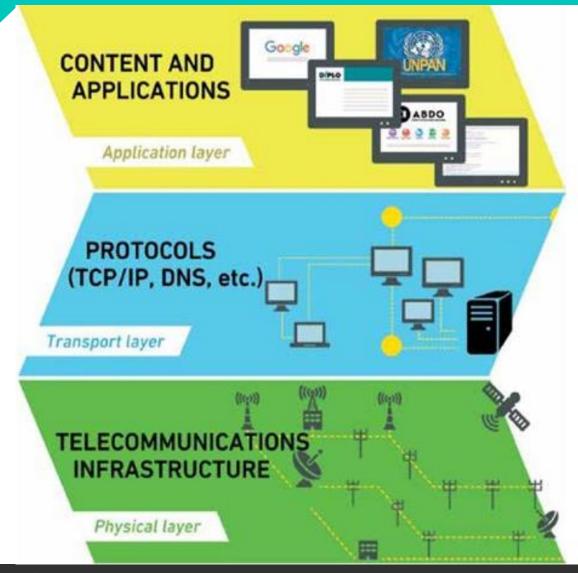
Data flows:

- 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?





Digital Flow Drivers: Business Models





- 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

Computer Software & Service

Cloud Service









Subscription Fee



Product / Service sales



Fee for renting e-space



Digital Flow Drivers: Business Models

Digital Products

Internet Data Model

Internet Platform









Sales / Subscription Fee



User data + Ads



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