

**Multi-year Expert Meeting on Trade, Services and Development**  
**Eleventh Session**  
**Room XVII, Palais des Nations, Geneva**  
**10-12 July 2024**

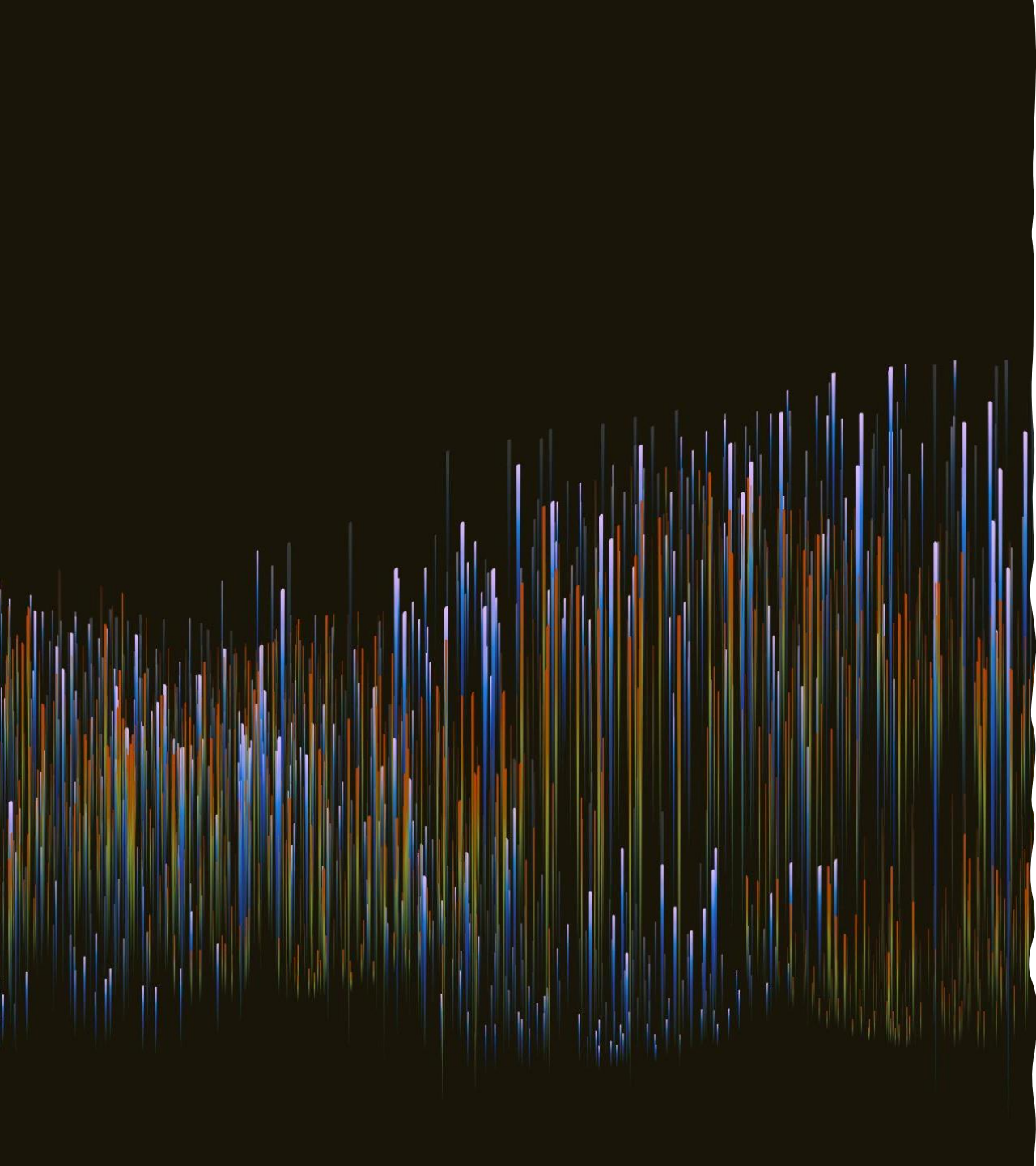
**Sixth Session**

**Presentation**

**Follow up to the 9th MYEM on Trade, Services and Development:  
Data for services trade and development policies**

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# MYEM Trade, Services and Development

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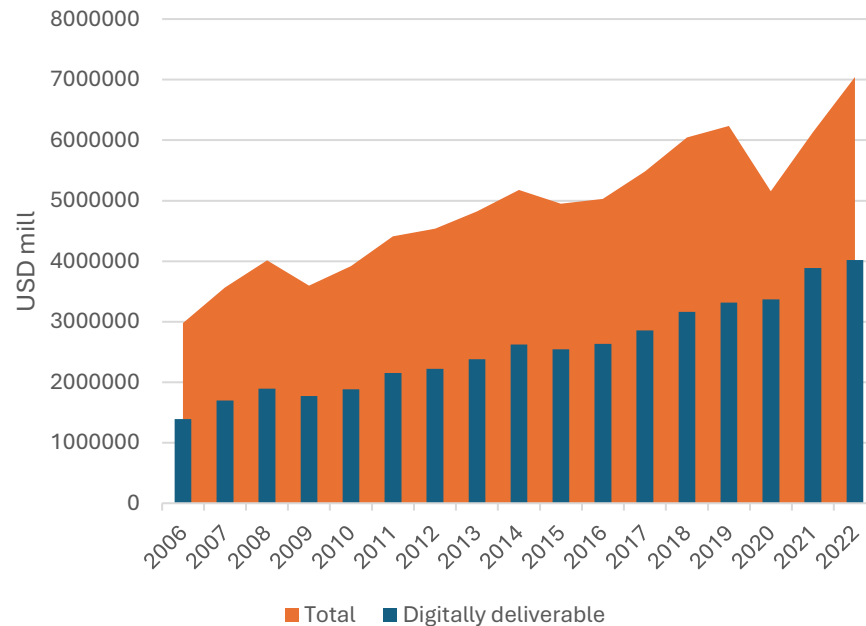
Presentation 12.07.2024

Hildegunn Kyvik Nordås

CEP and Örebro University

# The digital transformation and services trade

## Global services exports



## The gap

***Digitally deliverable***: insurance and pension services, financial services, charges for intellectual property, telecommunications, computer and information services, other business services and audiovisual services

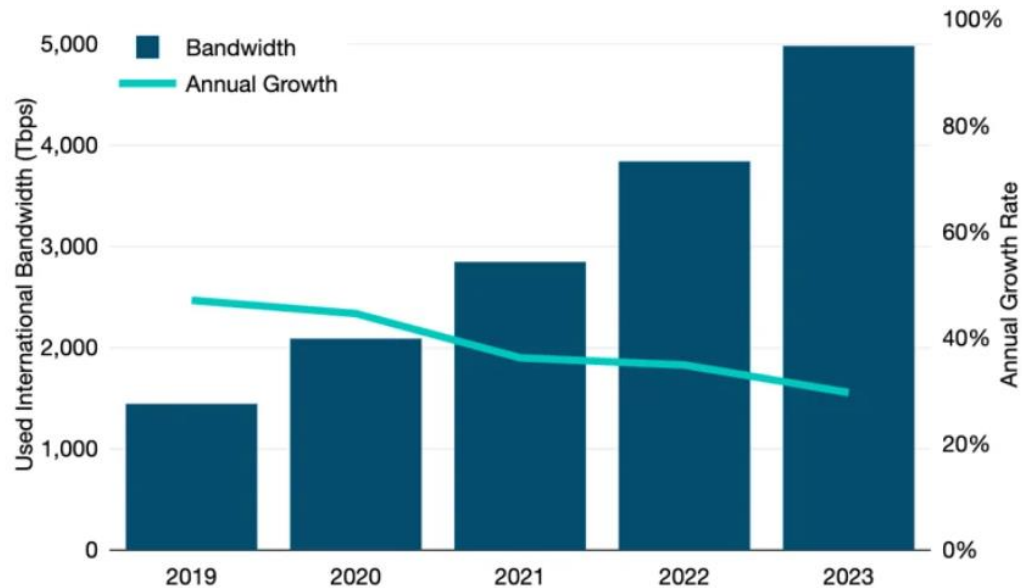
***Digitally deliverable ≠ digitally delivered***

Source: WTO

# Digital delivery: International bandwidth use

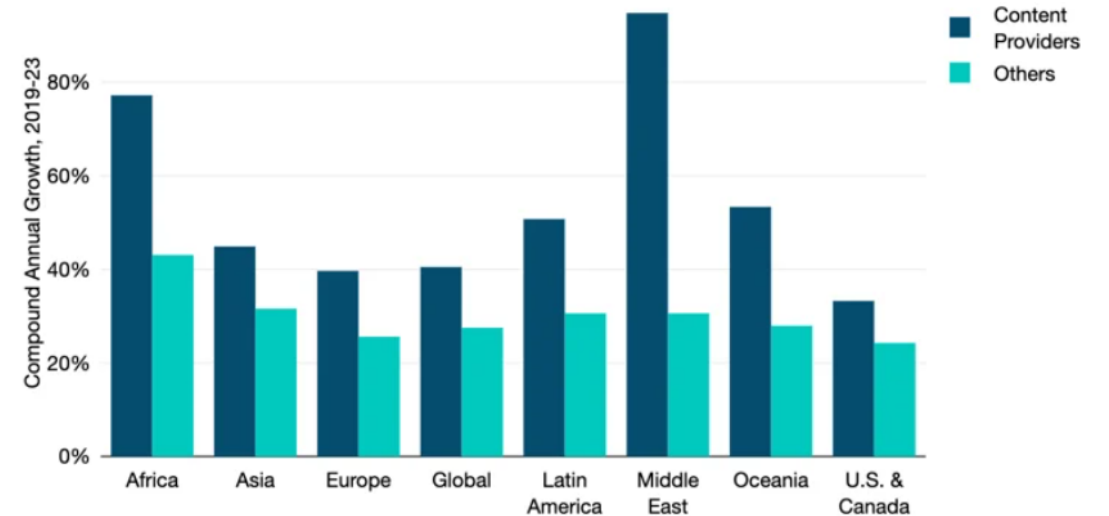


### Worldwide International Bandwidth Growth



Source: © 2024 TeleGeography

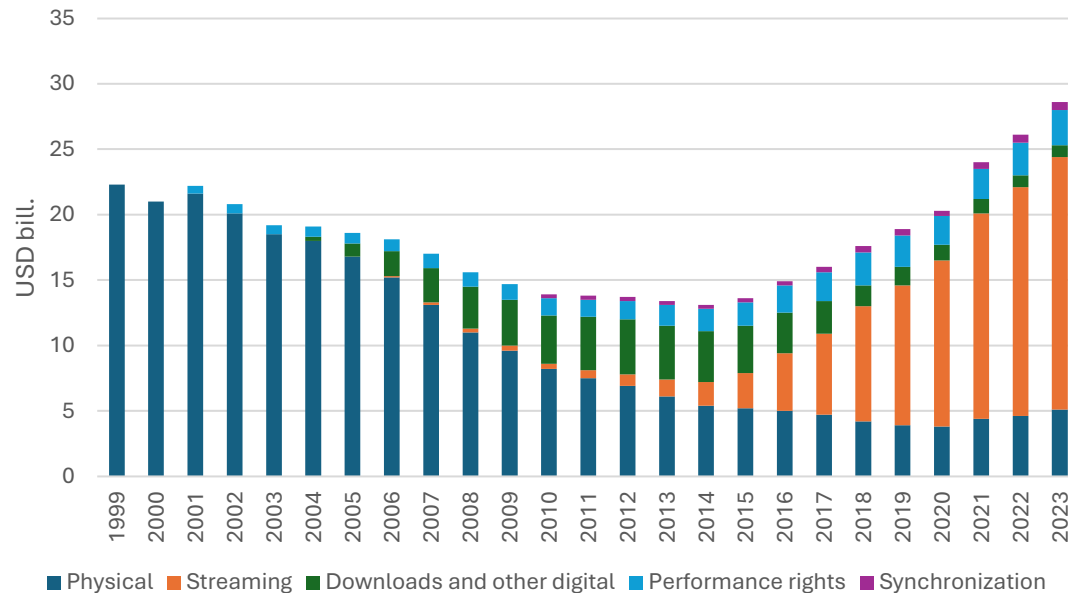
### Content Providers versus Others Bandwidth Growth by Region



Source: © 2024 TeleGeography

# A content provider: The recorded music industry

Global recorded music revenue by source



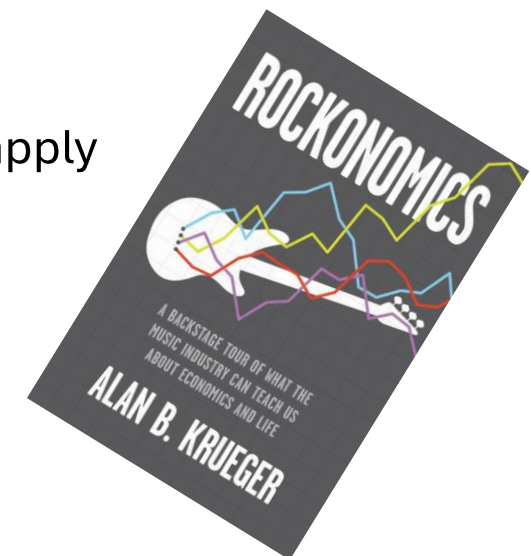
- Recorded music is:
  - Fully digital
  - Global
  - Copyright is territorial
  - Highly concentrated
  - Non-rival
  - $\approx$  zero marginal cost

Source: IFPI

# Next step: in-depth study of the recorded music industry!?

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- How it is traded
- The tensions between territorial IPR and seamless electronic distribution networks
- The role of technology – including artificial intelligence (AI)
  - For music creation
  - For sharing music and curating playlists
  - For copyright management
  - For excluding non-paying consumers
- To what extent existing product classification, modes of supply and trade rules apply
  - The concept of a transaction
  - Place-based definitions
  - Privacy, cross-border data flows, IPR
- Lessons for other fully digital creative services



Thank you for your attention!

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