

# Strategeast State and IT Eurasian Forum

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Kiev, November 4, 2019

new york

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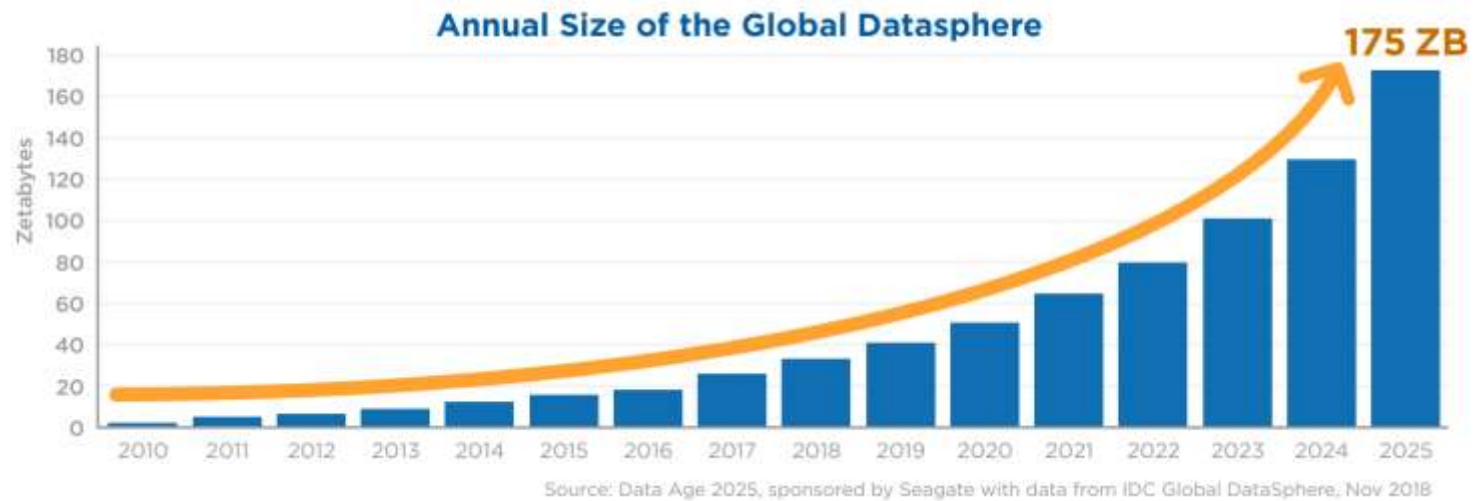
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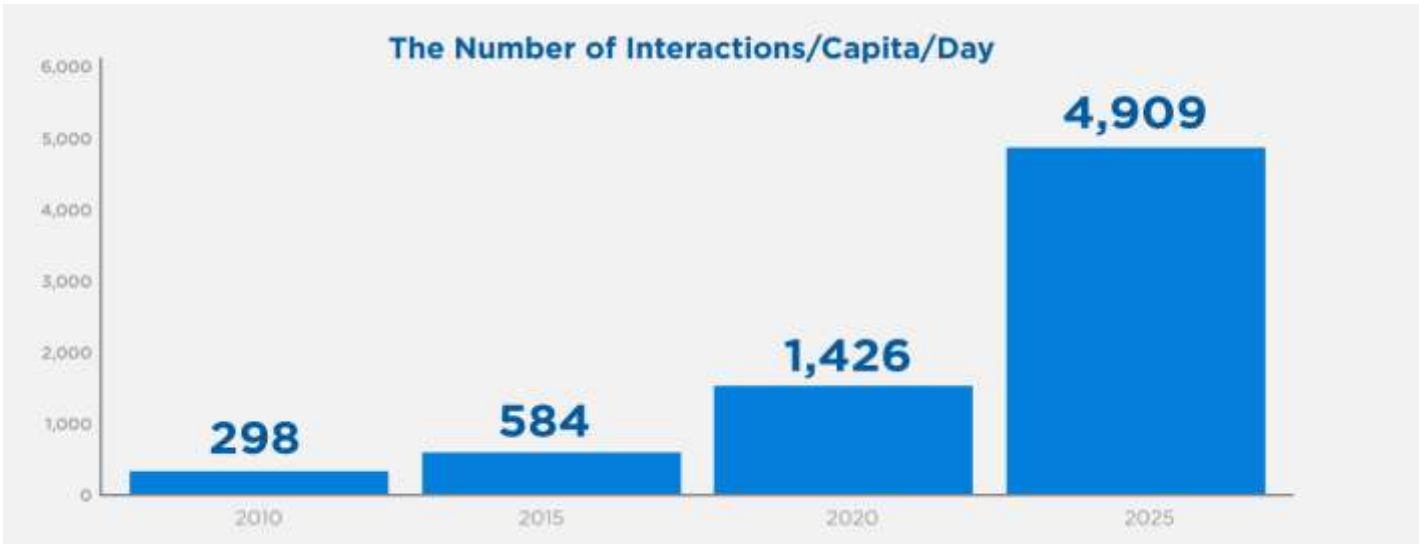
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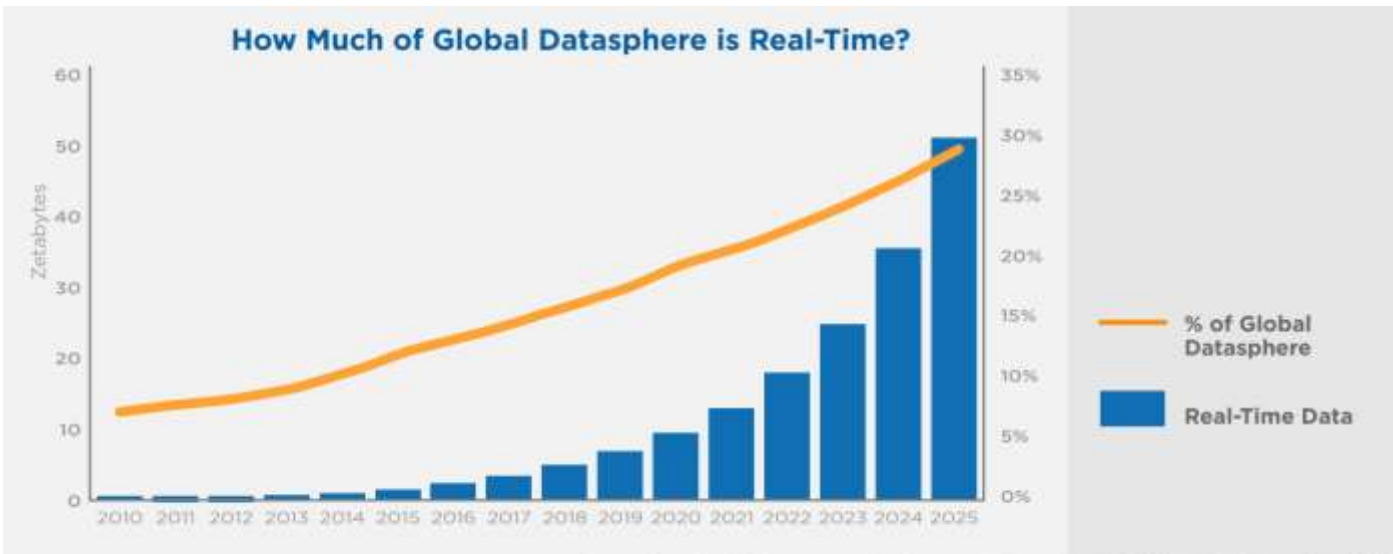
# A data story about data



More than 2.7 million emails are sent, and 60'000 GB of data transmitted, each *second*



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018



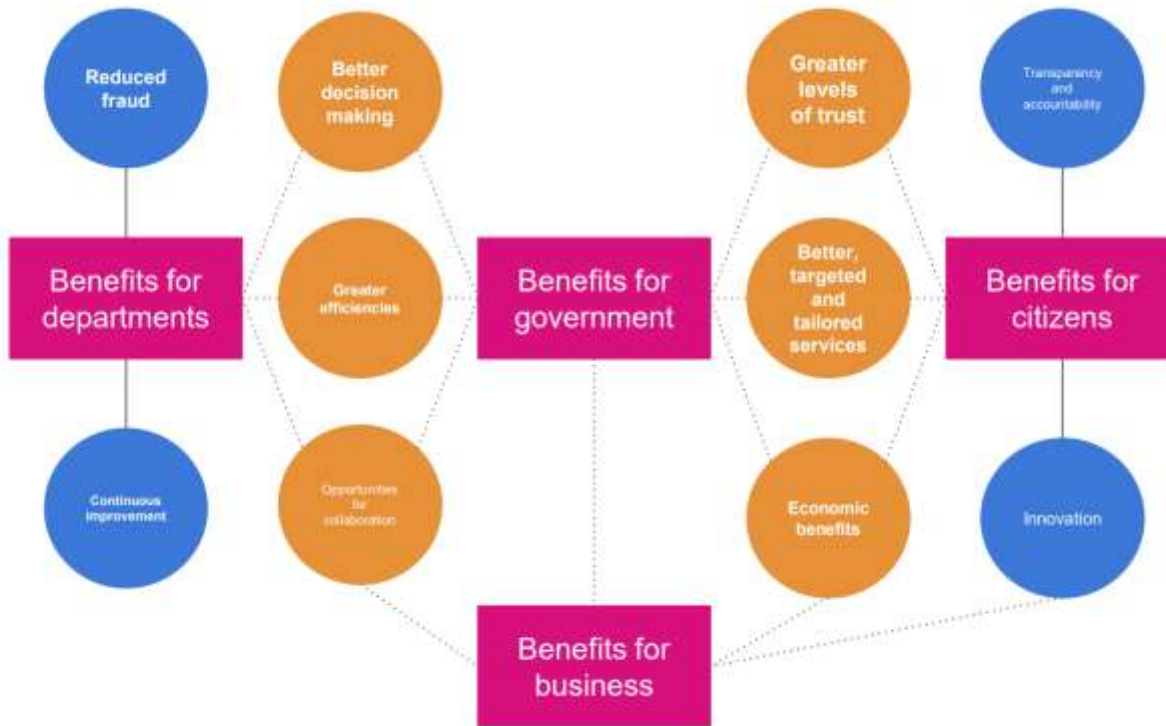
Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018

@prasannalaldas

Machine data is poised to  
overtake human data this year

Over 40 billion devices by 2025

AI and other technologies help us  
experience data



• **SDG 1: No Poverty**

- Using nightlights data, combined with high-res satellite imagery, for rapid estimation of poverty levels in Africa



• **SDG 2: Zero hunger**

- Using Big Data on climate patterns to predict drought in Colombia



• **SDG 6: Clean water and sanitation**

- Sensor networks to monitor water quality in coastal waters off Singapore



• **SDG 8: Decent work and economic growth**

- Using LinkedIn data to understand labor market trends and enhance vocational education



• **SDG 10 Reduced inequalities**

- Sentiment analysis of local language radio broadcasts in Uganda



• **SDG 13: Climate action**

- Using mobile signal strength (attenuation) to enhance road network resilience to flash floods in Senegal



• **SDG 16: Peace, justice and strong institutions**

- Using AI to improve eGovernment services in Estonia



**Table 1.1: Data Hogs: Top ten private companies globally, by market capitalization, May 2017**

Rank	Company	Country	Market cap (US\$bn)	2016 revenue (US\$bn)
1.	Apple	USA	801	218
2.	Google / Alphabet	USA	680	90
3.	Microsoft	USA	540	86
4.	Amazon	USA	476	136
5.	Facebook	USA	441	28
6.	Berkshire Hathaway	USA	409	215
7.	Exxon Mobil	USA	346	198
8.	Johnson & Johnson	USA	342	76
9.	Tencent	China	335	22
10	Alibaba	China	314	21
	<b>Top 10 total</b>		<b>4'684</b>	<b>1'090</b>
	<b>Data-driven companies as % of top 10</b>		<b>76.6%</b>	<b>55.1%</b>

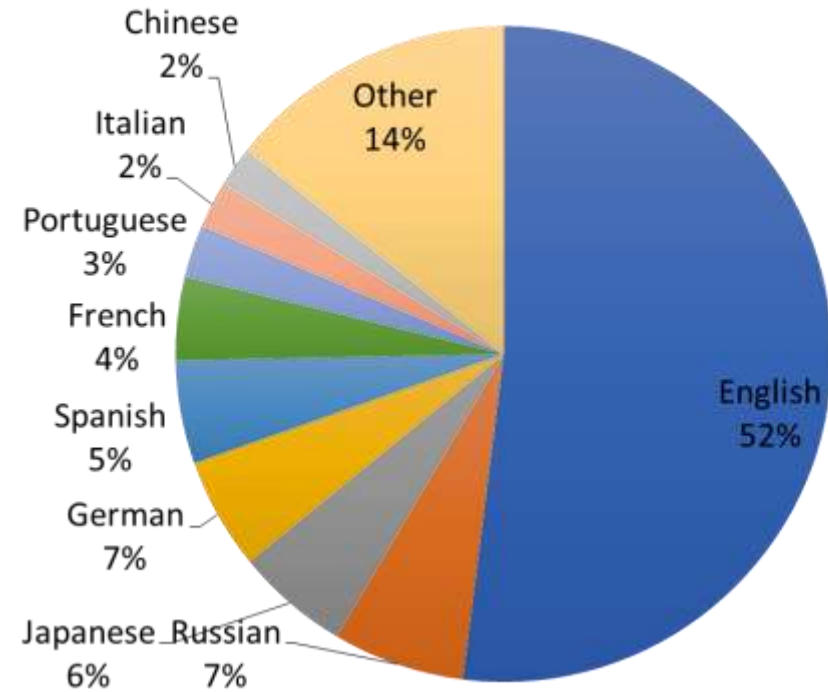
Note: Data-driven companies listed in red.

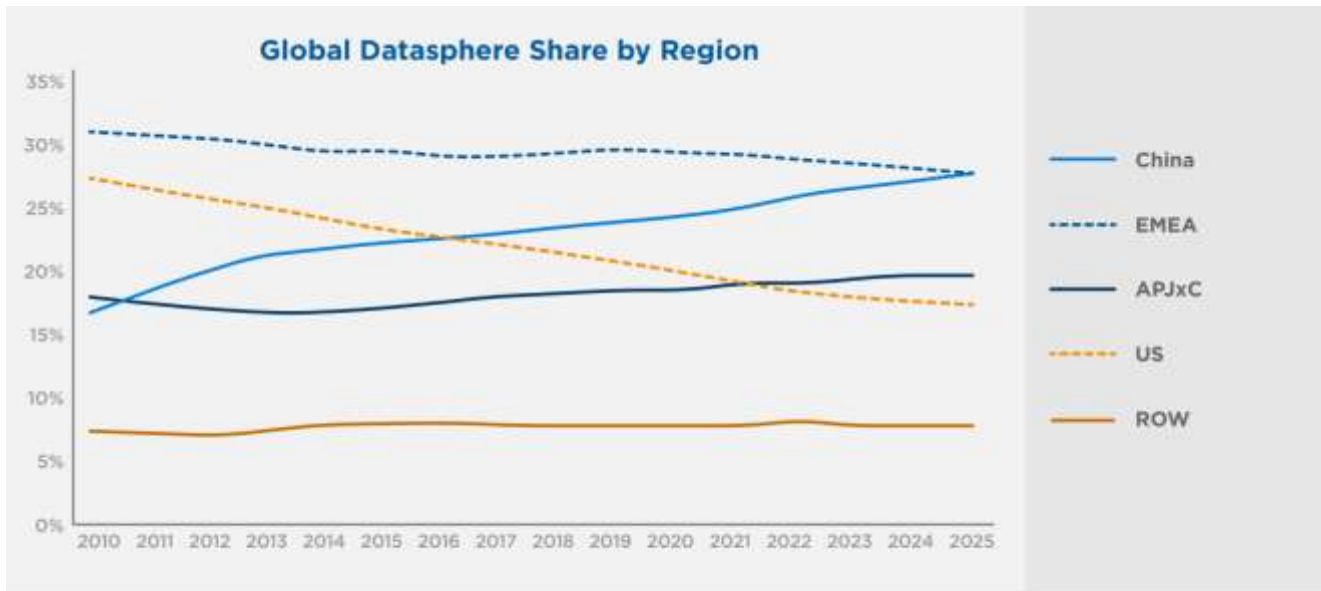
Source: Adapted from Meeker, 2017, with market capitalization data from CapIQ and valid for 26 May, 2017.

We are in a data race



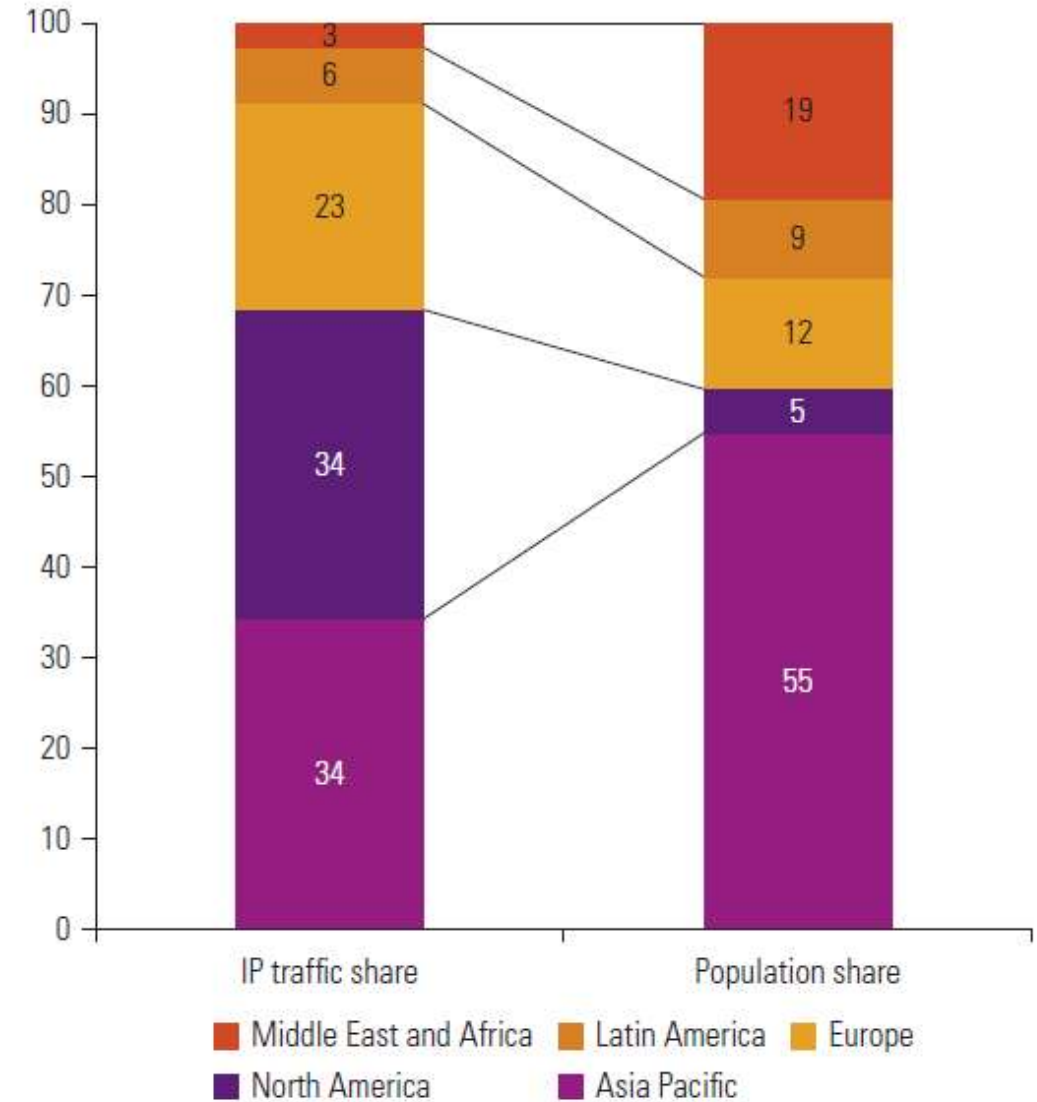
## Percentage of websites by language. March 2017





Source: IDC's Data Age 2025 study, sponsored by Seagate

a. Distribution of global internet protocol traffic and population, 2015 (percent)



## NORTH AMERICA



63: \$2.8 TRILLION

## ASIA



42: \$670 BILLION

## EUROPE



27: \$161 BILLION

## AFRICA & LATIN AMERICA



3: \$61 BILLION

What does it mean to be in the  
data age

# Non-state actors dominate the data ecosystem

Most data owned by the private sector

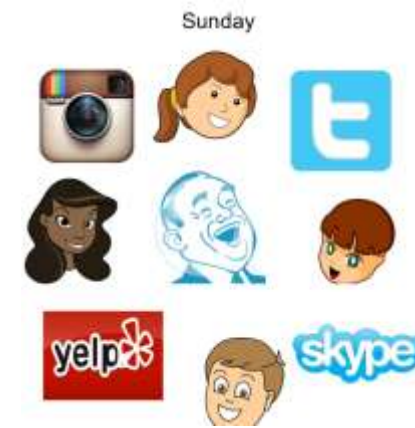
Virtual communities increasingly influential

# The labor market is changing rapidly

Human substitution technologies on the rise

Location follows talent

Changing demographics





# The pace of change is constantly accelerating

Churn in the private sector

Disruption as a norm

# Digital alliances and walls are emerging

The splintering of the internet

Common data markets

Data commons

# Data ownership is back on the agenda

Data rights vs. data ownership

New models of both information control and data sharing are emerging

Beyond open data

# Transparency enters a new age

Algorithmic transparency and bill of rights

Rules as code become the new  
open data

E-commerce and internet  
advertising give way to  
digitalization of sectors

Industry 4.0

# AI strategy increasingly common

Directing – China, France, Chile

Enabling – Finland, UK, Argentina, Mexico

Laissez Faire – USA?



# Countries have responded with national data strategies

Canada, New Zealand, USA, more

Data management

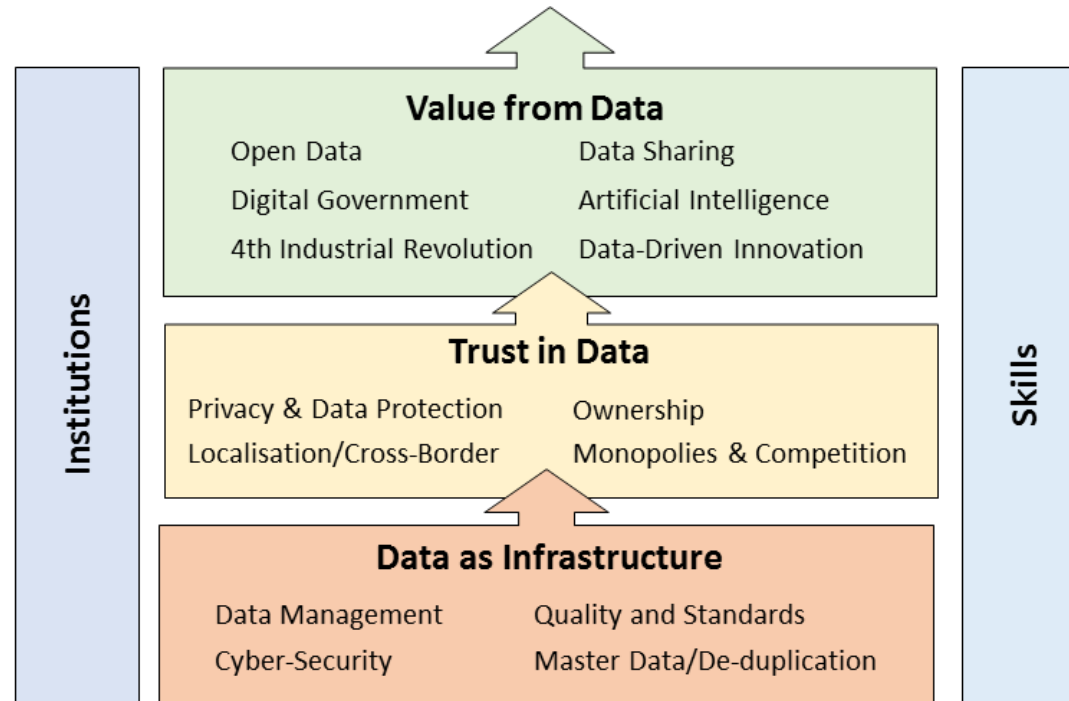
Data ethics

Digital competitiveness, including innovation and entrepreneurship

Social inclusion

Focus on specific sectors

# DATA POLICY FRAMEWORK



# Implementation is the key

Data as infrastructure

Data institutions

Data skills

# Key takeaways

There's no digital economy without data

Countries and firms must create data strategies to create, access, use, and share data

The data story is not all shiny

Go build your data and take control of it.

**Now.**

Thank you