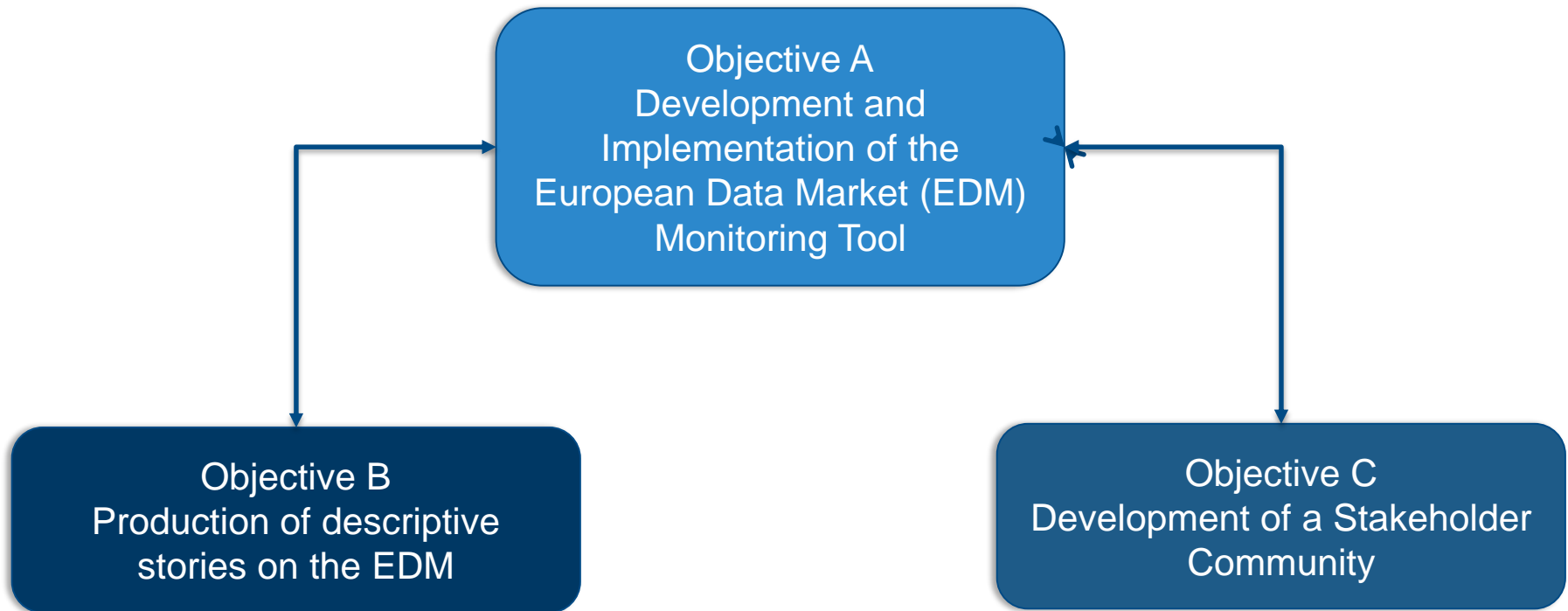




Towards the Data-Driven Economy

Gabriella Cattaneo, IDC European Government Consulting
European Data Forum 2015, Luxembourg, 17 November 2015

The European Data Market Monitoring study on behalf of DG CONNECT



IDC Offers Unmatched Global and Local Expertise

IDC has more than

1,100
analysts

located in over 50
countries worldwide

Significant primary
demand-side research
– more than

300,000
end users surveyed
annually



49%

of IDC analysts are in
emerging markets



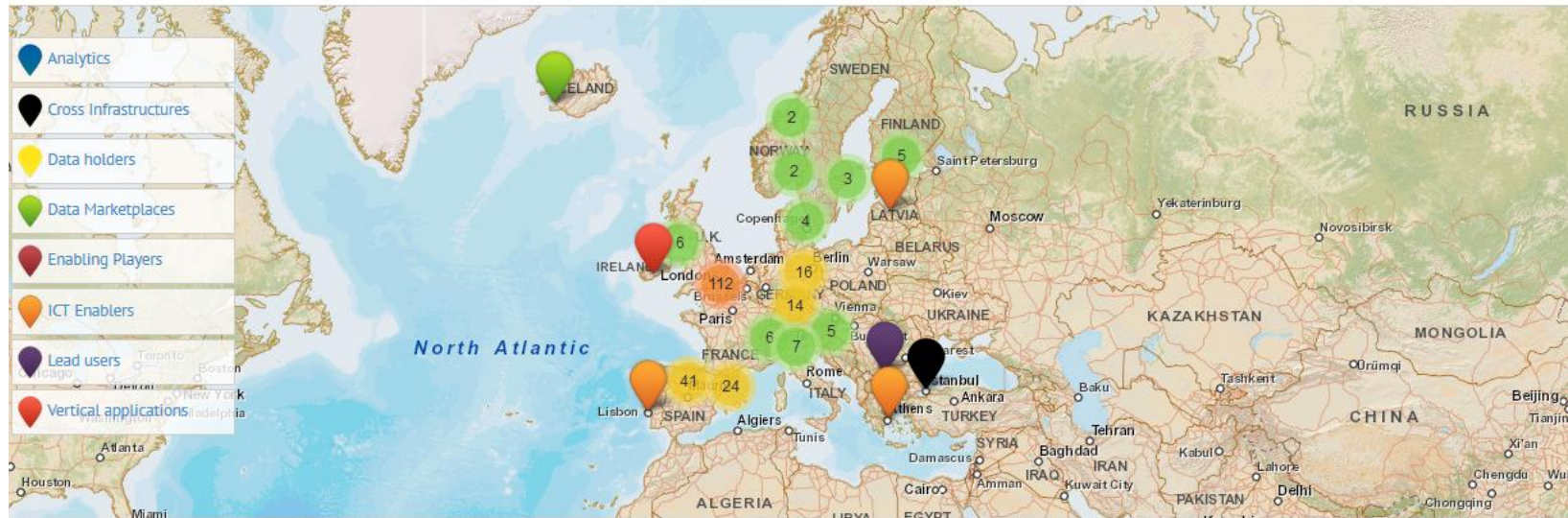
Providing global,
regional, and local
expertise on
technology and
industry
opportunities and
trends in over

110 countries

Our Online Community recruits innovative Data Companies to Map the EU Data Landscape



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Mapping the EU data economy to improve EU policy-making.

This map (still at very early stage) shows the key players of the EU data economy. You can improve it adding your own company.

[Add your company!](#)

Blog entries

How data-driven innovation is becoming a core asset for competitive advantage in the retail industry

Incoming events

[Bring Your Own Data to DataSift](#)

07th October 2015

Sneaky Roadmap Preview!

Event Location:

Skills Matter CodeNode, Skills Matter CodeNode, 10 South

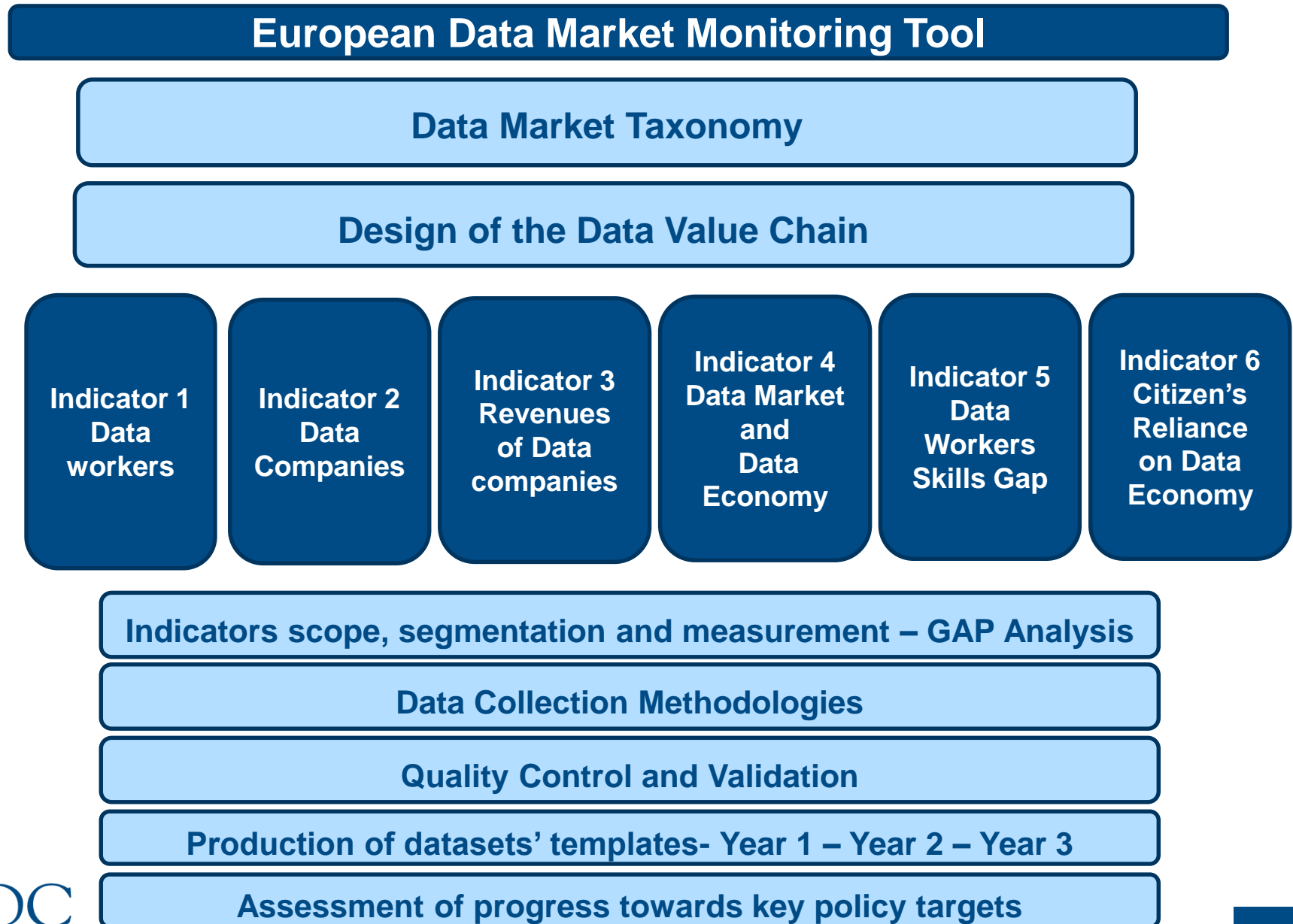
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The European Data Market Monitoring Tool



Big Data is the catalyst but innovation happens in the Data Market

- **Big Data is..**

A new generation of technologies designed to economically extract value from very large volumes of data, by enabling their high-velocity capture, discovery and/or analysis.

- **The Data Market is...**

The market where digital products or services derived from data are exchanged, generating innovation, improving efficiency and effectiveness of production processes, and better understanding of customers.

- **The Data Economy is...**

The economy affected by the exploitation of data, including the direct impacts of the data market, the indirect impacts on the user industries, and the overall induced impacts on consumption and growth

The European Data Economy 2014: the Benefits gained by Data Users generate the Highest Impacts



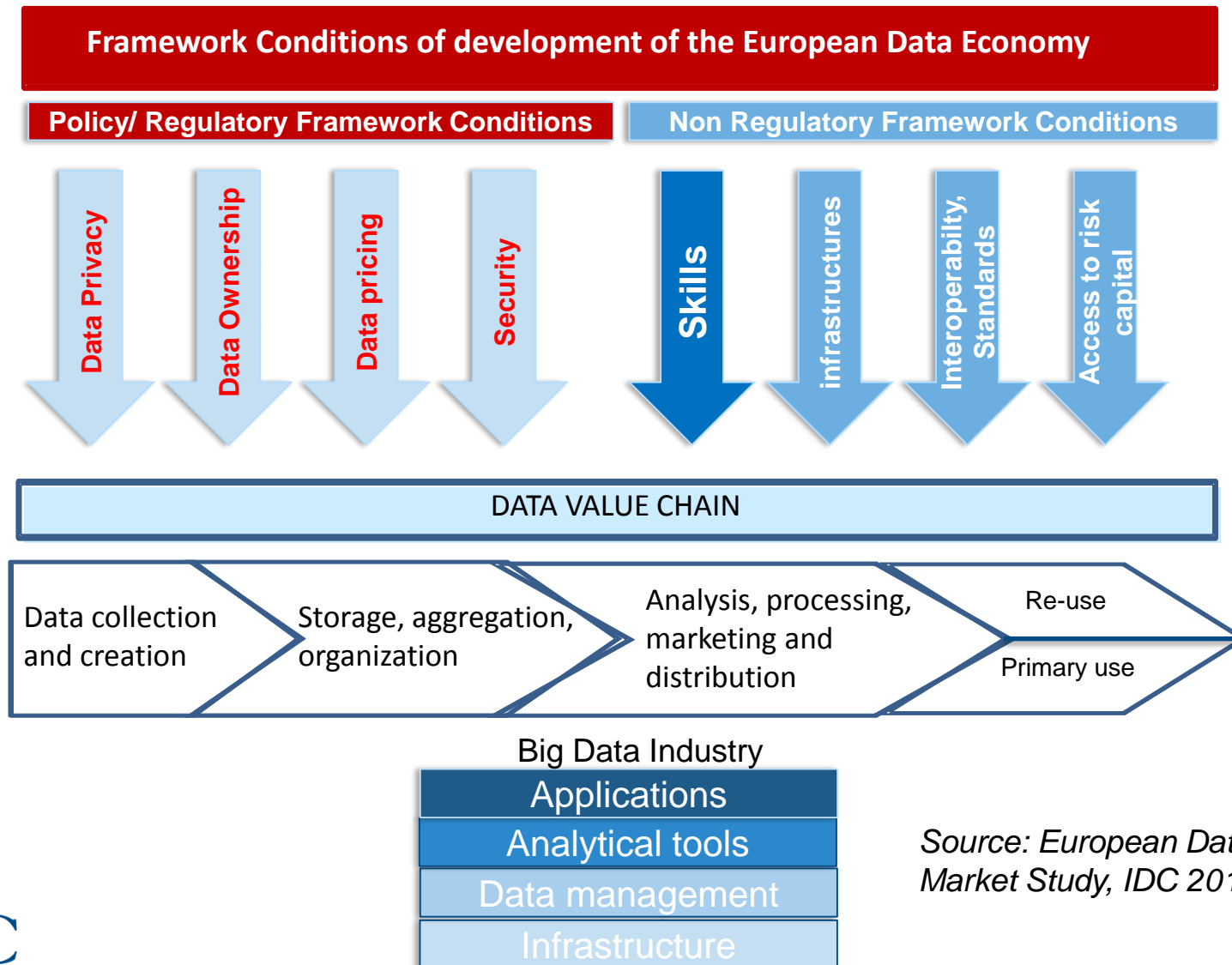
2014
Est. €B 255
1.8% of EU GDP

18% DIRECT
IMPACTS
Revenues of data
products and services

56% INDIRECT IMPACTS
Benefits and growth of data user
companies

26% INDUCED IMPACTS
Increased wages, consumption and
spending across the economy

Skills are crucial to develop the Data-Driven Economy

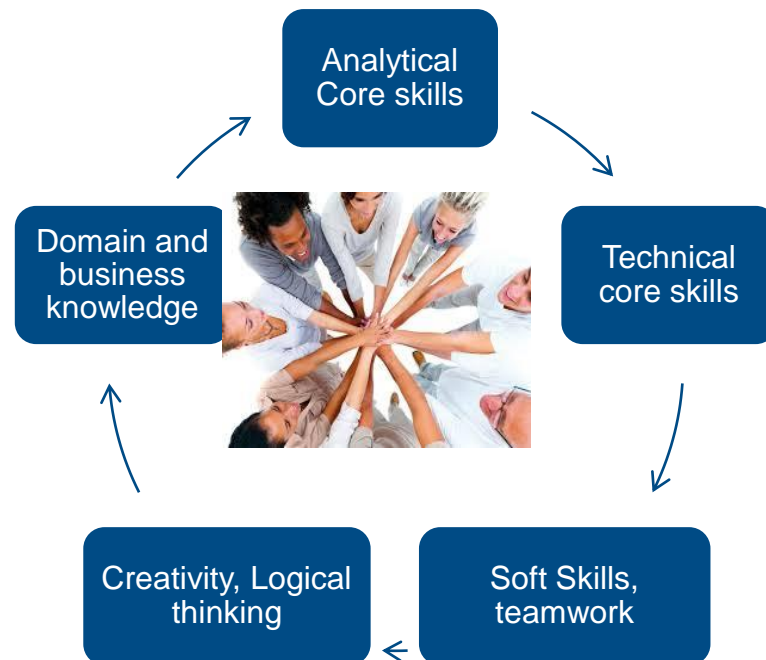


Source: European Data Market Study, IDC 2015

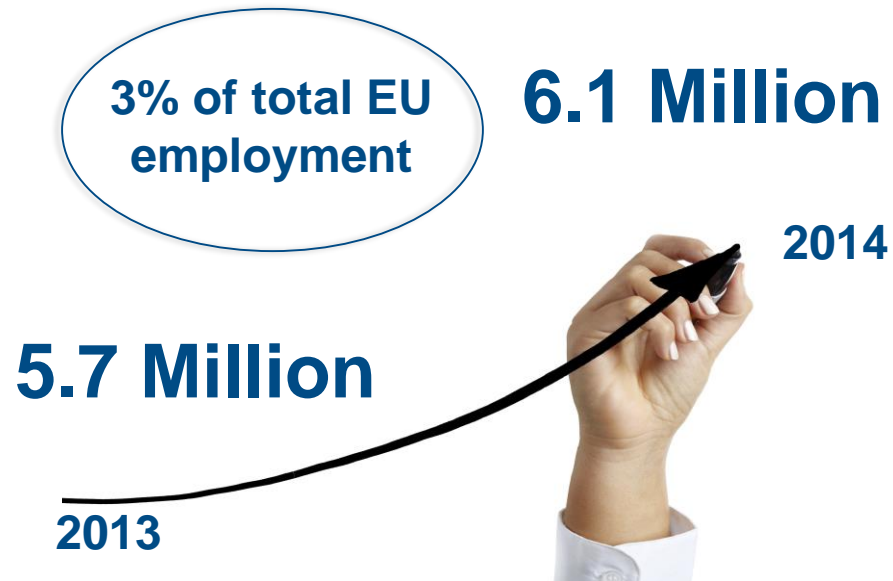
Data Work requires Multiple Skills: there are different Data Worker Profiles

Data workers *collect, store, manage, and/or analyze, interpret and visualize* data as their primary or as a relevant part of their activity;

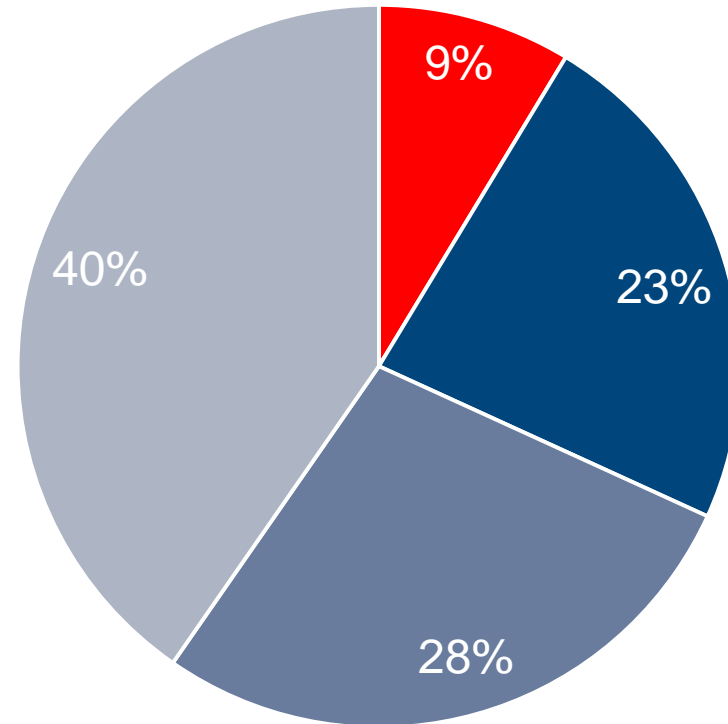
Working with data requires a wide range of skills and teamwork.



Data Workers are more than expected



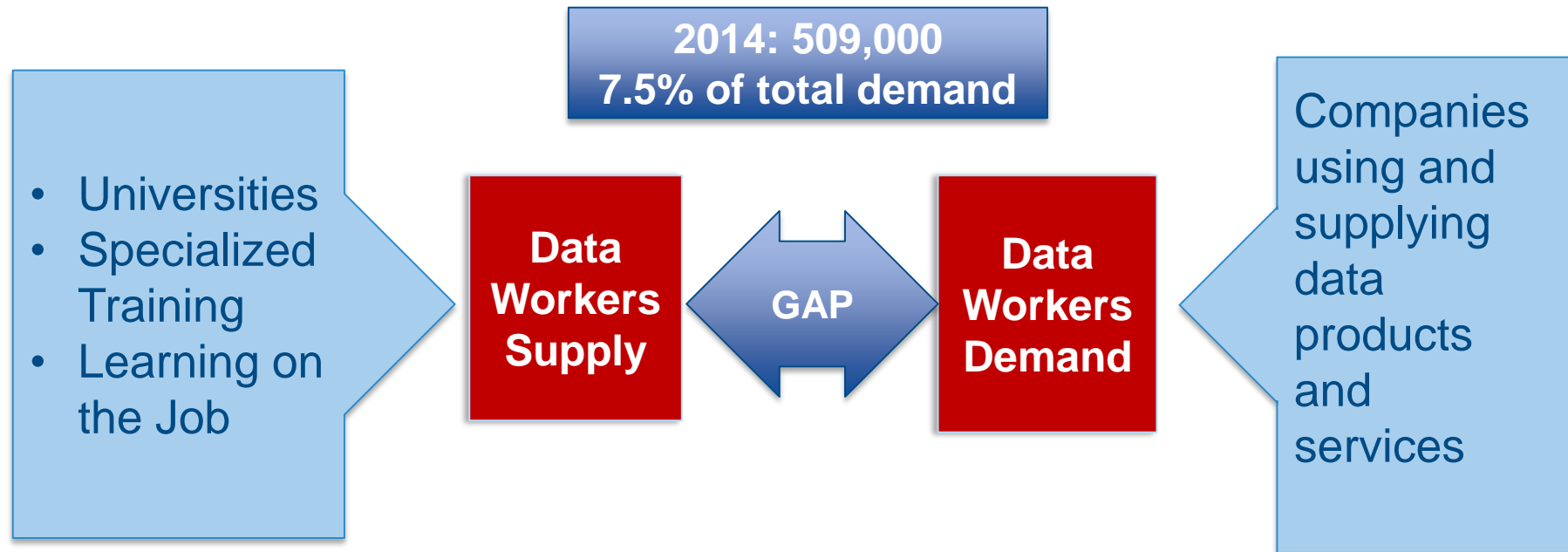
Occupational Mix



■ Clerical support workers ■ Managers
■ Technicians ■ Professionals

Source: European Data Market Monitoring Tool, IDC 2015

The Data Workers' Potential Skills Gap could be a Threat for the European Data Industry

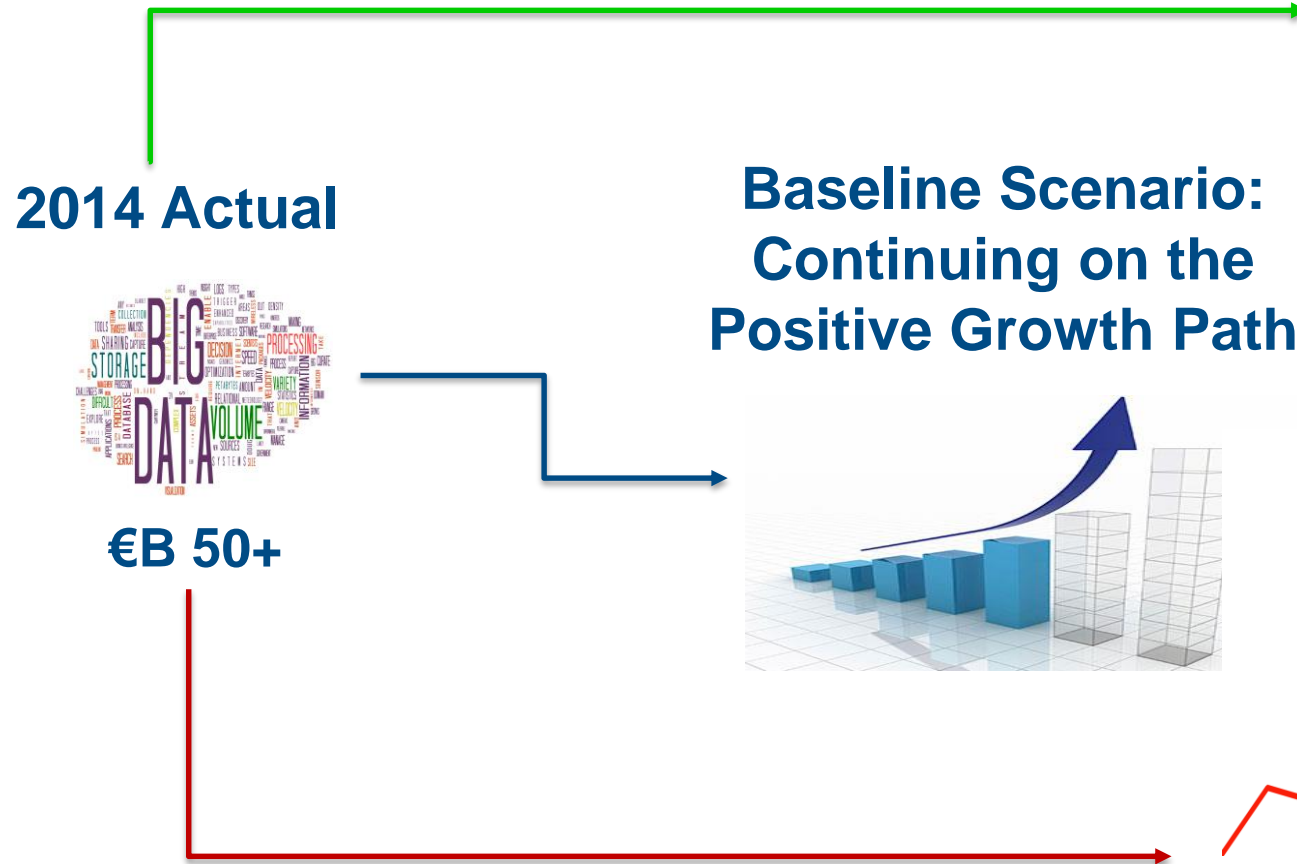


The main potential gap is for data scientists and «hard» technology skills



The EU Data Market in 2020

The EU Data Market may follow different possible Growth Paths...



**High-Growth
Scenario: a
balanced
Supply-
Demand
Ecosystem**

**Challenge
Scenario:
Lower
GDP Growth
Less Digital
Innovation**

Potential Economy Impacts and Benefits vary substantially by Scenario



€B 50+

Baseline Scenario

EU Data Market

~ 83 €B

EU Data Economy

~ 566 €B

3% of EU GDP

High-Growth Scenario

EU Data Market

~ 111 €B

Data Economy

~ 886 €B

4.7% of EU GDP

Challenge Scenario

EU Data Market

~ 68 €B

Data Economy

~ 360 €B

2.3% of EU GDP

The potential Data Workers Skills Gap risks increasing dramatically in the High Growth scenario

**2014
Actual**

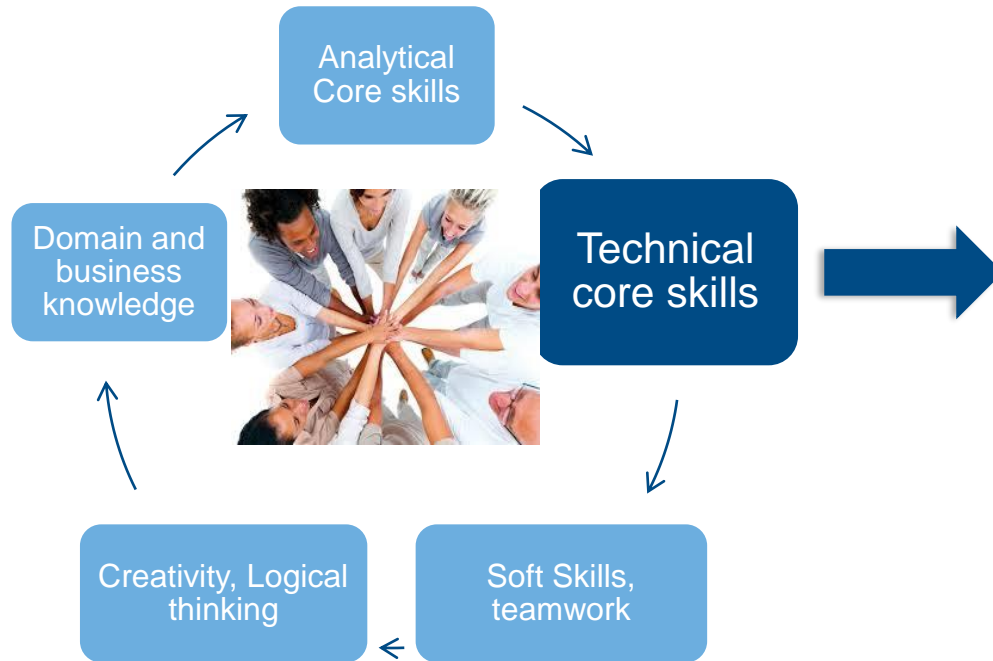


**Baseline Scenario:
Data Workers Skills
Gap
536,000
6% of total demand
(Data scientists:
17%)**

**High-Growth
Scenario
Data Workers
Skills Gap
3.5 Mill
30% of total
demand**

**Challenge
Scenario:
Data Workers
Skills Gap
150,000
2% of total
demand**

The most relevant Gap concerns Data Scientists skills (ongoing work)



EU28 – Estimated number of Big Data Scientists (000s)			
	2014	2020	CAGR 2020/2014 Baseline scenario
Demand	119	267	14.3%
Supply	94	201	13.6%
Forecast gap	26	66	16.9%

Final Considerations

- Development of the EU data market: alternative **Growth Scenarios** dominated by type of supply-demand dynamics
- Data skills gap - dual problem: need for e-leadership, need of data scientists skills (niche)
- Policy matters: data protection regulation, internal digital market, overcoming fragmentation and barriers to data flows

Where you can find these data



- Download the report at <https://idc-emea.app.box.com/s/k7xv0u3gl6xfvq1rl667xqmw69pzk790>
- Project website: www.datalandscape.eu

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