

## Mapping the global data ecosystem and its points of control (Data-Driven Innovation: Big Data for Growth and Well-Being)

In exploring the rapidly evolving data ecosystem, this chapter enumerates the key actors, their main technologies and services, and their business and revenue models. It uses a layer model to identify these actors as well as strategic points of control in the system. It goes on to discuss the interaction among actors, analysing in particular the relation between competition and collaboration for DDI, and how this "co-opetition" translates in terms of horizontal and vertical dynamics. The chapter analyses the degree to which data ecosystems are open, global and interconnected. Finally, it looks at the implications of DDI for global value chains (GVCs) and trade, taxation, and competition.

**Knowledge Type:** [Thematic report](#) [1]

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[data access](#) [3]

[digital economy](#) [4]

[global value chains](#) [5]

[big data](#) [6]

[intellectual property rights](#) [7]

[internet access](#) [8]

[internet service provider](#) [9]

[licensing](#) [10]

[market power](#) [11]

[business models](#) [12]

[open-source](#) [13]

[open-source software](#) [14]

[cloud computing](#) [15]

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[3] <https://www.innovationpolicyplatform.org/topic/data-access>

[4] <https://www.innovationpolicyplatform.org/topic/digital-economy>

[5] <https://www.innovationpolicyplatform.org/topic/global-value-chains>

[6] <https://www.innovationpolicyplatform.org/topic/big-data>

[7] <https://www.innovationpolicyplatform.org/topic/intellectual-property-rights-0>

[8] <https://www.innovationpolicyplatform.org/topic/internet-access>

[9] <https://www.innovationpolicyplatform.org/topic/internet-service-provider>

[10] <https://www.innovationpolicyplatform.org/topic/licensing>

[11] <https://www.innovationpolicyplatform.org/topic/market-power>

[12] <https://www.innovationpolicyplatform.org/topic/business-models>

[13] <https://www.innovationpolicyplatform.org/topic/open-source>

[14] <https://www.innovationpolicyplatform.org/topic/open-source-software>

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