

DIGITAL INNOVATION

Data fluidity increases

Costs decrease

Data can be **shared and manipulated instantaneously** on a huge scale and little cost, among any number of actors regardless of their location.

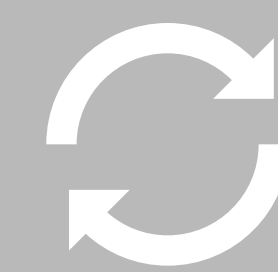
TRENDS OF INNOVATION IN THE DIGITAL AGE



Data as a key input for innovation



Services at the heart of innovation



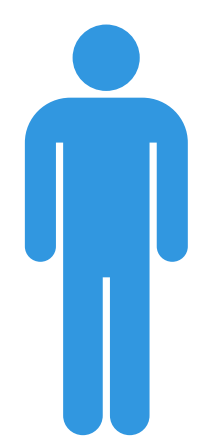
Faster innovation cycles & time to market



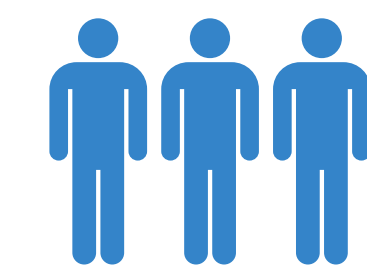
New collaboration needs & opportunities

IMPACT ON MARKET DYNAMICS

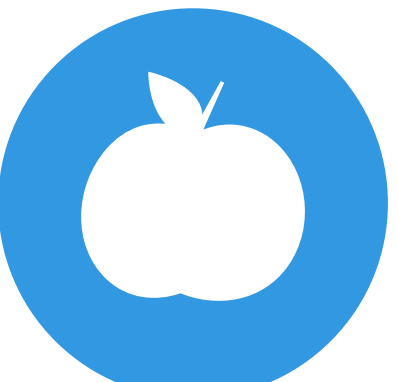
Market Concentration



Market Entry & Competition



DIFFERENCES IN CROSS SECTORAL DYNAMICS



Agri-food



Automotive



Retail



Digital technology opportunities for innovation in products, processes & business models



Data needs and challenges



Digital technology adoption and diffusion trends

IMPLICATIONS FOR INNOVATION POLICY



Data access

Provide conditions for data access for innovation, considering **data diversity** & concerns; develop **markets for data**



Agility

Promote **anticipatory, responsive** policies; implement small scale policy experiments & mission-oriented programs.



Societal challenges

Support digital innovation to serve **social & environmental** purposes; engage with **citizens**



Global context

Collaborate internationally to frame policies in view of **global markets**



Changes are needed in **all innovation policy domains**

Services innovation

Diffusion

IP system

Competition

Digital Skills

Open Science

Research Infrastructure

Co-creation