



UNIVERSITÀ EUROPEA DI ROMA  
Dipartimento di Scienze Umane



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# DIGITIZATION AND EUPOLICIES

**Valeria Falce**

**Jean Monnet Professor in EU Innovation Policy**

# The 3D DIGITIZATION PROCESS

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- ➔ Dematerialization and disaggregation in raw data
- ➔ Digitalization and Interconnection/Interoperability
- ➔ Disintermediation, Platforms and sharing economies

“Formative Times” and “Data Religion Era”  
(Gal, in Colangelo-Falce, 2017)

# DIGITIZATION FEATURES

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- New *Disruptive* Business Models:

- 1) centred on the strategic value of raw and anonymized data
- 2) based on algorithms
- 3) leading to a “smart” environment

“Renewed EU Industrial Policy Strategy”

COM (2017) 479 final

# DIGITIZATION ACTIONS

Creating a **#DigitalSingleMarket**

## DIGITISING EU INDUSTRY



#DigitiseEU

# DIGITIZATION ASSETS

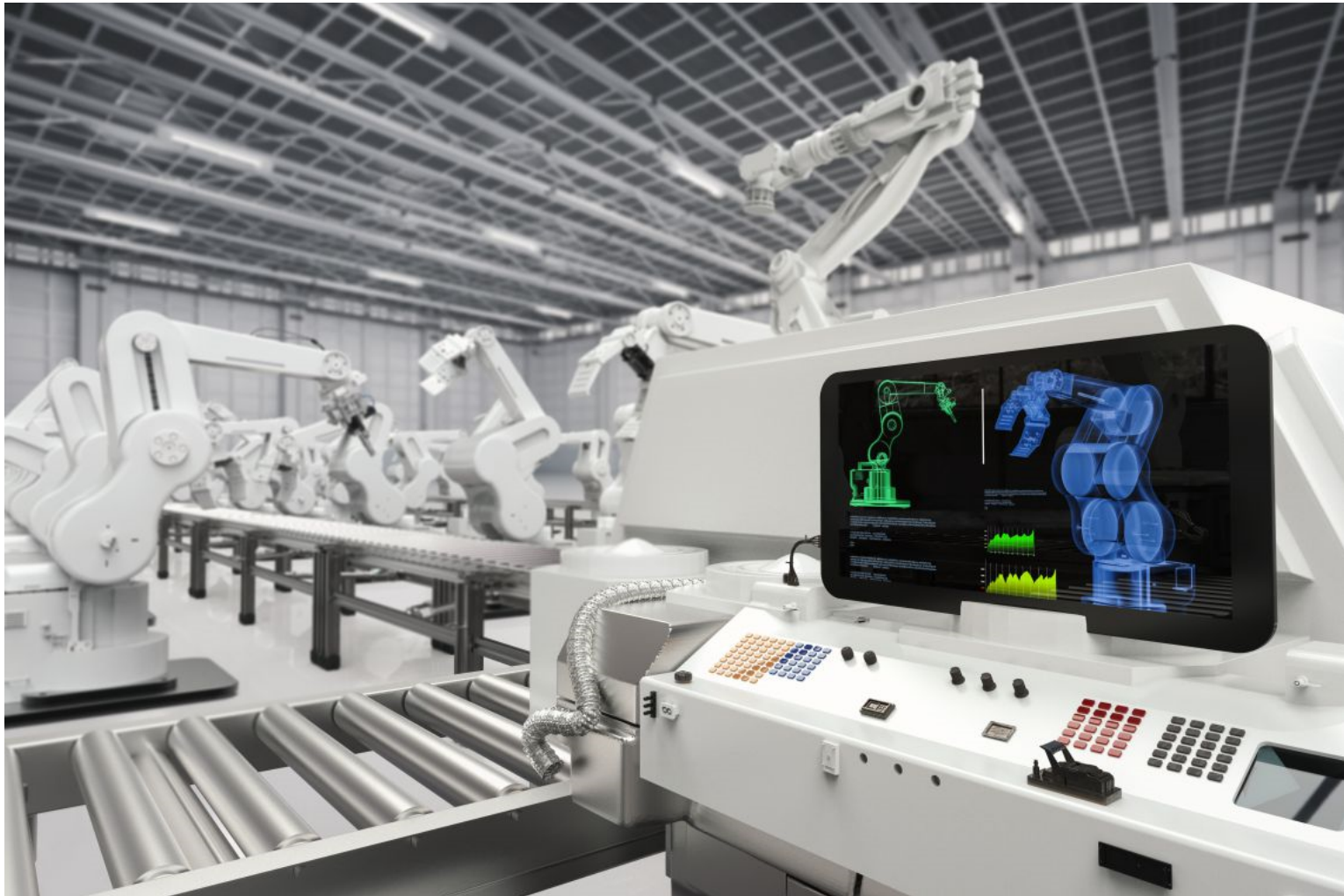
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“We stand on the brink of a new industrial revolution, driven by new-generation information technologies such as the Internet of Things (IoT), cloud computing, big data and data analytics, robotics and 3D printing”.

“Recent studies estimate that digitisation of products and services can add more than EUR 110 billion of annual revenue to the European economy in the next five years”.

(EU Commission)

# NEW INDUSTRIAL REVOLUTION



# NEW GENERATION INFORMATION TECHNOLOGIES

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One Strategy, Five Priority areas, Five actions:



5G, cloud computing, internet of things, data technologies and cybersecurity




Policy instruments, financial support, coordination, legislative powers, further public and private investments in all industrial sectors

(EU Commission, Digitising European Industry. Reaping the full benefits of a Digital Single Market)

# WHAT IS NEXT

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- EU Consultation on Shaping competition policy in the era of digitisation:



COMPETITION, DATA, PRIVACY, AND AI: data bottlenecks, data access, data sharing or data pooling; privacy as an element of the competition assessment



DIGITAL PLATFORMS' MARKET POWER: leveraging and lock-in concerns



PRESERVING DIGITAL INNOVATION THROUGH COMPETITION POLICY




# IN ITALY


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Rapporto Globale sul Digitale: Italia fanalino di coda in Europa, 14/11/2018



Consultation on BIG DATA / Group of Expert for the Drafting of a National Strategy on Artificial Intelligence and Block Chain



Self-regulation and co-regulation strategies

# SOME FOOD FOR THOUGHTS



Alla fine dell'Ottocento negli Stati Uniti fu varata la prima legge antitrust per impedire che imprese troppo grandi monopolizzassero i mercati e, tramite l'accumulo di enormi ricchezze, accrescessero le disuguaglianze e condizionassero la democrazia americana. Appare quindi inspiegabile la benevola tolleranza con cui la politica, le istituzioni a salvaguardia del mercato e gli esperti di antitrust hanno assistito, negli Stati Uniti e nel resto del mondo, alla inarrestabile crescita delle grandi piattaforme digitali, cioè alla manifestazione più totalizzante, inedita e pericolosa del monopolio che la civiltà occidentale abbia mai conosciuto. Nella sfida al monopolio nell'era digitale le istituzioni preposte ai mercati e alle regole devono e possono riscattarsi con scelte coraggiose e innovative, abbandonando uno stanco conformismo intellettuale e recuperando lo spirito originario dell'antitrust che, tutelando pluralità, libero accesso e integrità dei mercati garantisce la concorrenza e la democrazia, reale e digitale.

# SOME FOOD FOR THOUGHTS





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**Thank you for the attention**

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