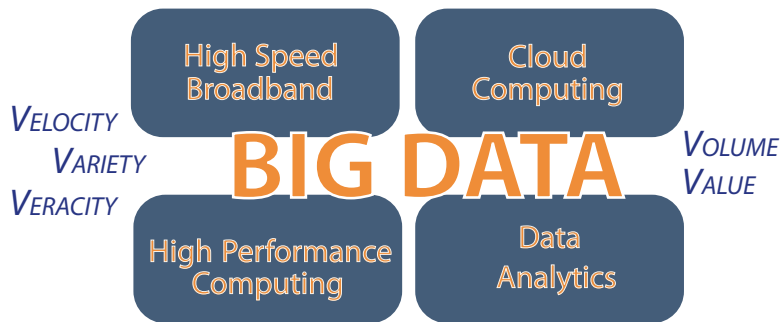


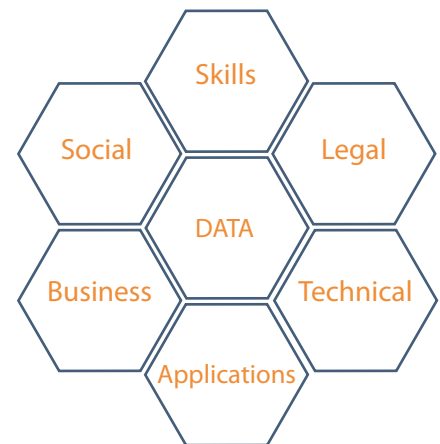
Economic impact of Big Data

The five Vs in the Big Data definition



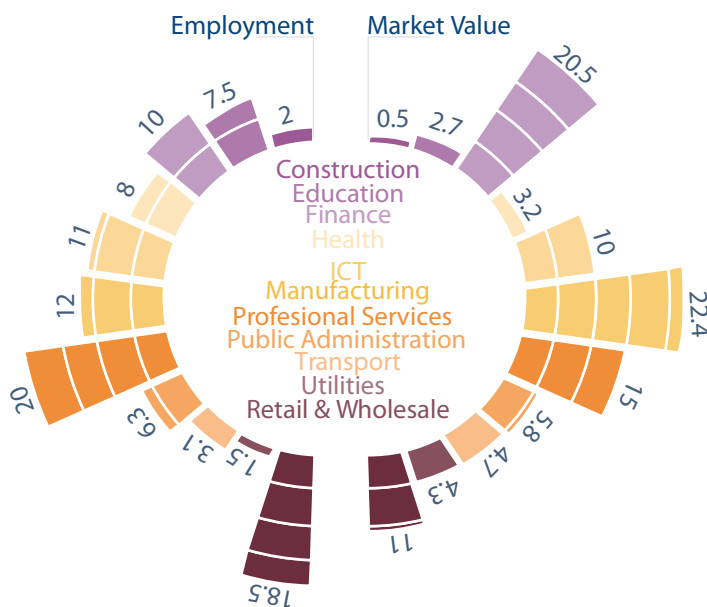
The Big Data Value Public and Private Partnership was set up to strengthen all elements in the value chain. By bringing together industry, academia, users and policy-makers it aims to enhance benchmark recognition, to foster development of new skills and to support innovative Big Data technologies.

The Big Data value chain

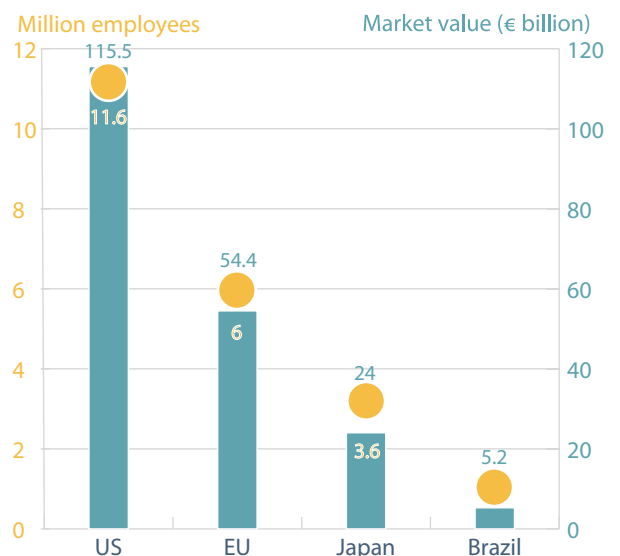


The European Big Data Strategy encompasses specific competitiveness, innovation and technology, societal and operational objectives. They are monitored through performance indicators that measure, among other things, the impact on GDP and employment. The size of the data market value in the charts below is estimated by IDC based on contributions from business analytics and system infrastructure software, IT hardware and IT services.

EU 'data user' companies by sector (%)



Big Data employment and market value in the EU and other major economies

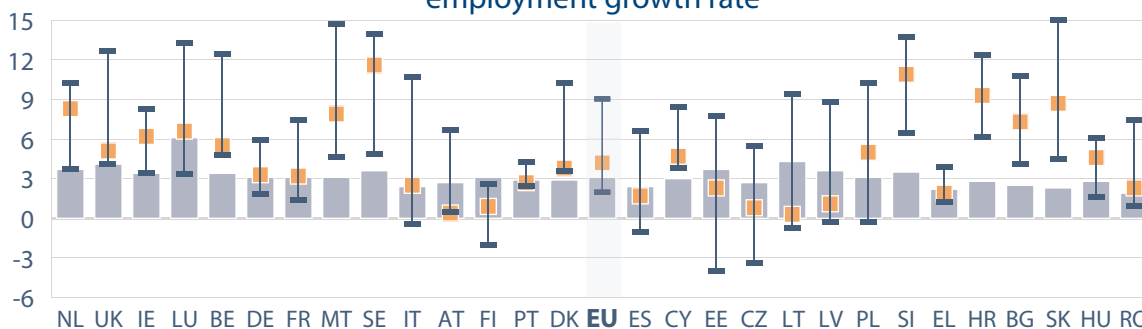


More information on the developing applications of big data and data analytics may be found in an [EPRS briefing](#).

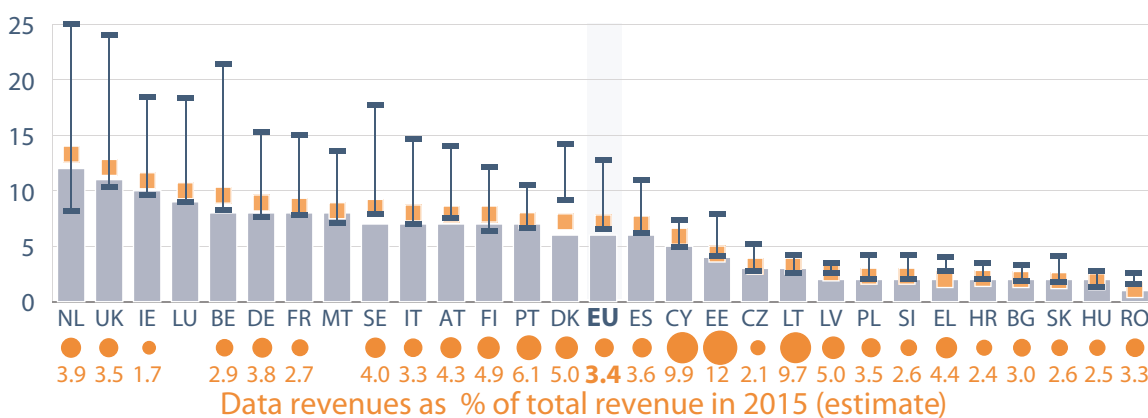
Data industry: workers, companies and total impacts in 2015, and 2020 forecasts

An [EP resolution of 10 March 2016](#) quotes the benefits of a data driven economy and its expected impact on GDP growth and on job creation according to different worldwide studies. Estimates for the expected development of the data economy in the EU, shown in the three graphs below, are produced by [IDC](#) according to 'challenge' (lower blue line), 'baseline' (orange square) and 'high' (upper blue line) scenarios.

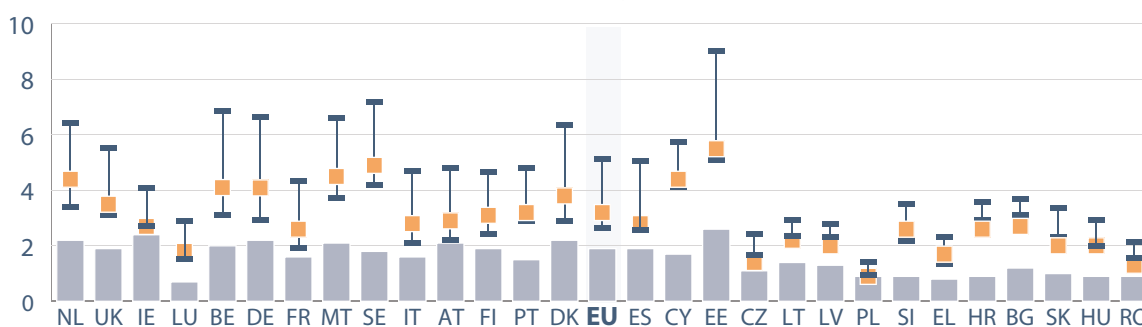
Workers employed in 2015 as % of total employment, and forecast 2020 employment growth rate



Data users in 2015 as % of all companies, and 2020 forecast



GDP impacts of the estimated value generated by data companies in 2015, and 2020 forecast



Notes

Data workers are the workforce directly involved in the collection, storage, management and analysis of data. Data users are companies that generate, exploit, collect and analyse digital data intensively. They represent the demand side of the data market. Data revenues are generated by companies selling data-related products and services, including exports outside the EU. The value of the data economy includes the overall impacts of data companies, and involves the generation, collection, storage, processing, distribution, analysis, elaboration, delivery and exploitation of data enabled by digital technologies. It is based on the estimate of all economic impacts following adoption of data-driven innovation and data technologies in the EU.

Country codes: Austria (AT), Belgium (BE), Bulgaria (BG), Cyprus (CY), Czech Republic (CZ), Denmark (DK), Estonia (EE), Finland (FI), France (FR), Germany (DE), Greece (EL), Croatia (HR), Hungary (HU), Ireland (IE), Italy (IT), Latvia (LV), Lithuania (LT), Luxembourg (LU), Malta (MT), Netherland (NL), Poland (PL), Portugal (PT), Romania (RO), Slovakia (SK), Slovenia (SI), Spain (ES), Sweden (SE), United Kingdom (UK), European Union (EU).

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