



Big Data and Data Analytics: Big Opportunities for Young Companies

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**Dr. Márta NAGY-ROTHENGASS
Head of Unit CNECT.G3 (Data Value Chain)**

More and more data is available to public sector, science and business!



video streams



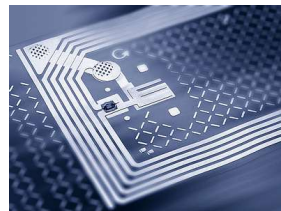
sensor data



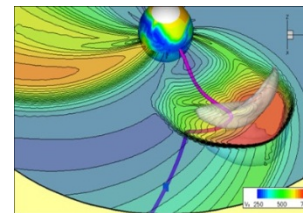
web archives



audio streams



RFID data

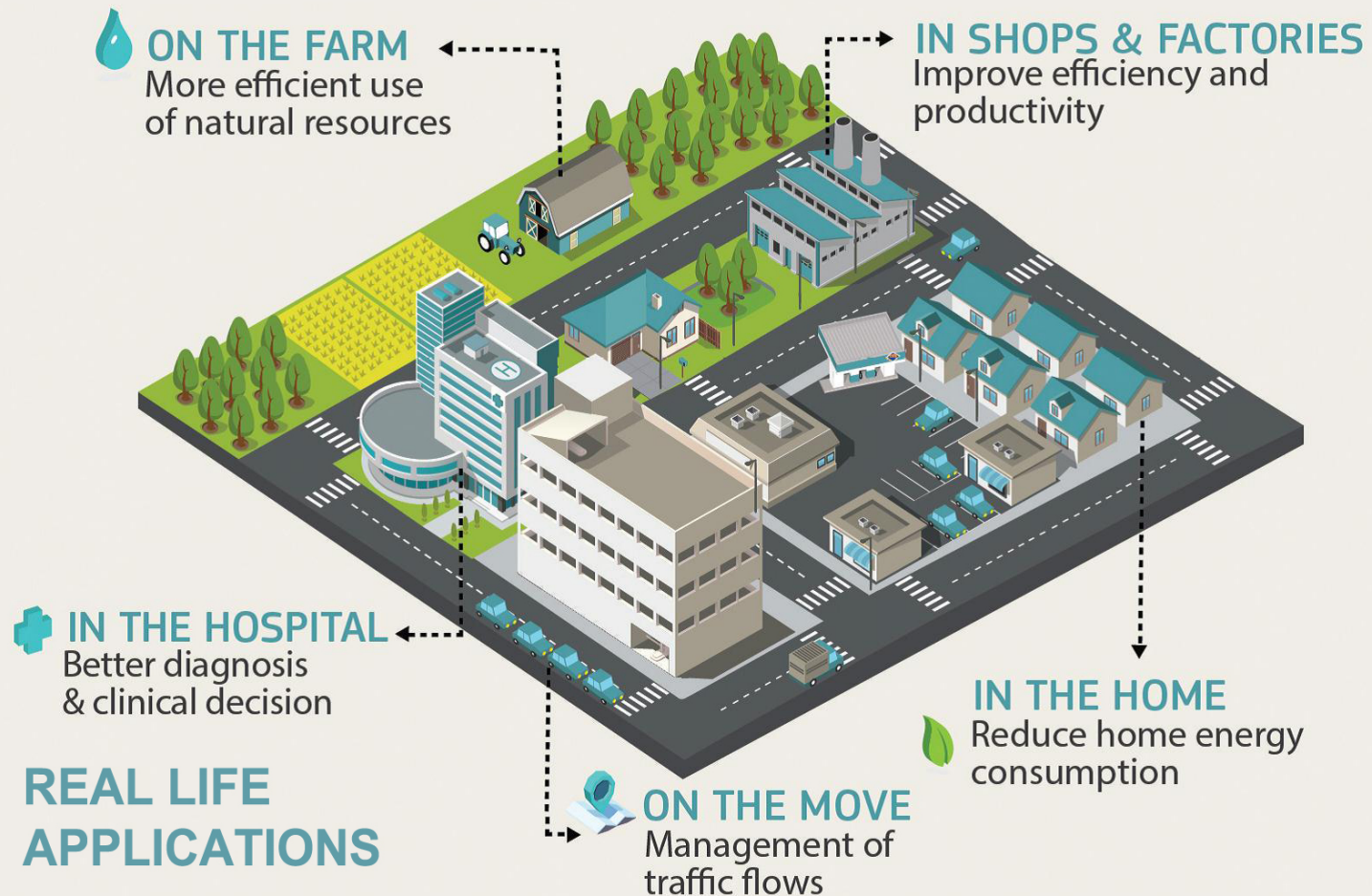


simulation data

Drivers:
Cloud Computing
Internet of Services
Internet of Things
Cyberphysical Systems

Underlying Trends:
Connectivity
Collaboration
Computer
generated data

HOW CAN BIG DATA MAKE A DIFFERENCE?



Towards a thriving data-driven economy



lifecycle management



home automation



health



water management



market research



**information
marketplaces**



**traffic
management**

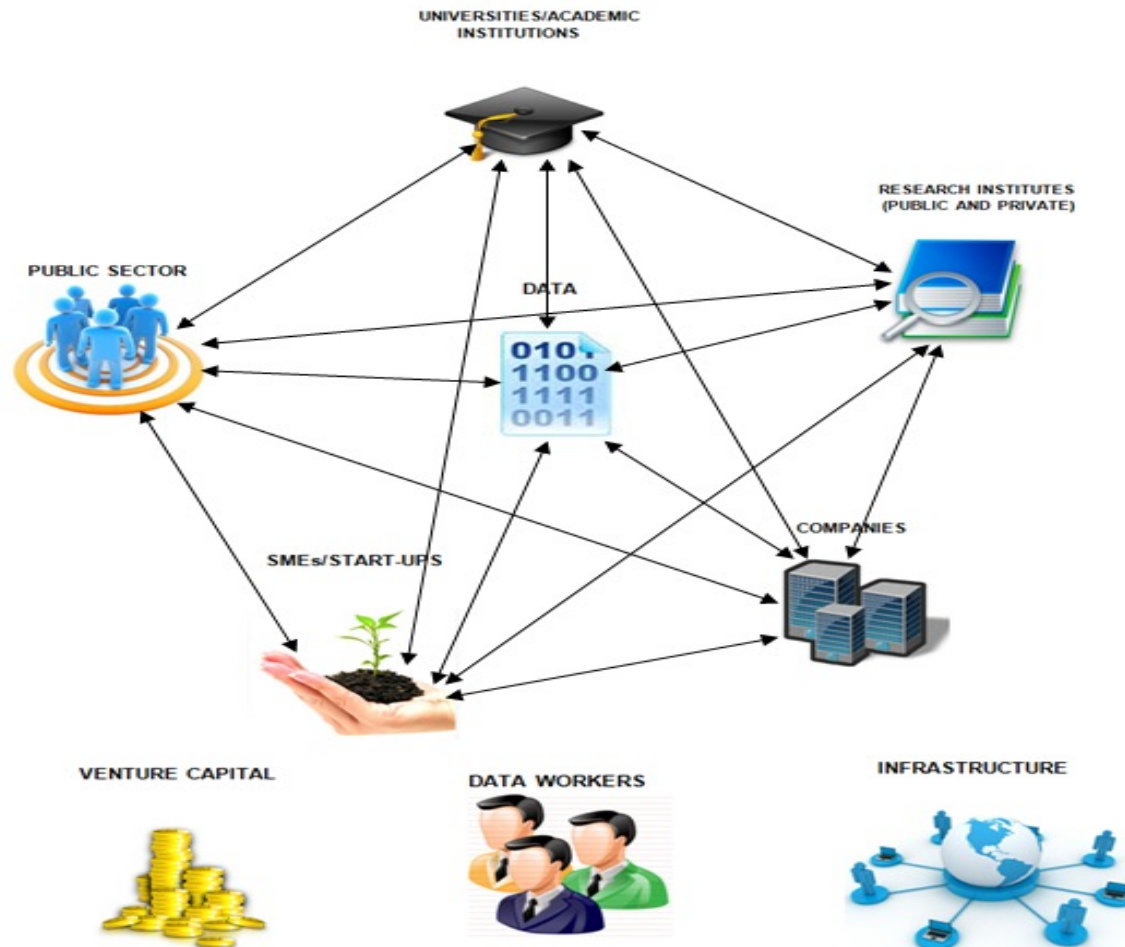


energy management

... will revolutionise decision making!

... have great economic potential!

A functional data ecosystem offers great opportunities for young and small companies



Why do we need actions at EU level?

- **Scale up and develop synergies** between the public and private **research/innovation actions**
- **Address the fragmented** legal landscape
- **Multidisciplinary data skills** shortage
- Delays in the **take-up of data technologies**
- **Lack of a data 'ecosystem'** with interactions between a multitude of economic actors
- **Interoperability** and **multilingualism**



Thank you for your attention

Contact: cnect-G3@ec.europa.eu