

DATA AS A COMMON IN THE SHARING ECONOMY

A GENERAL POLICY PROPOSAL

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Towards a fair sharing economy: the role and place of cooperative platforms

European Economic and Social Committee, Brussels December 5th, 2016

Market power in the sharing economy: sources and possible solutions

POTENTIAL SOURCES OF MARKET POWER

1. Network effects

Traditional/two-sided

“User feedback loop”
(Graef, 2015)

2. Switching costs

Learning costs

Paperwork costs

Cost of losing
accumulated reputation

3. Cost of collecting
and storing data as a
barrier to entry

4. Large enough amounts of data
as an essential facility

ASSESSMENT/SOLUTIONS



Metasearch platforms



**Non-exclusive property
rights over data**



Not relevant



Reputation passport

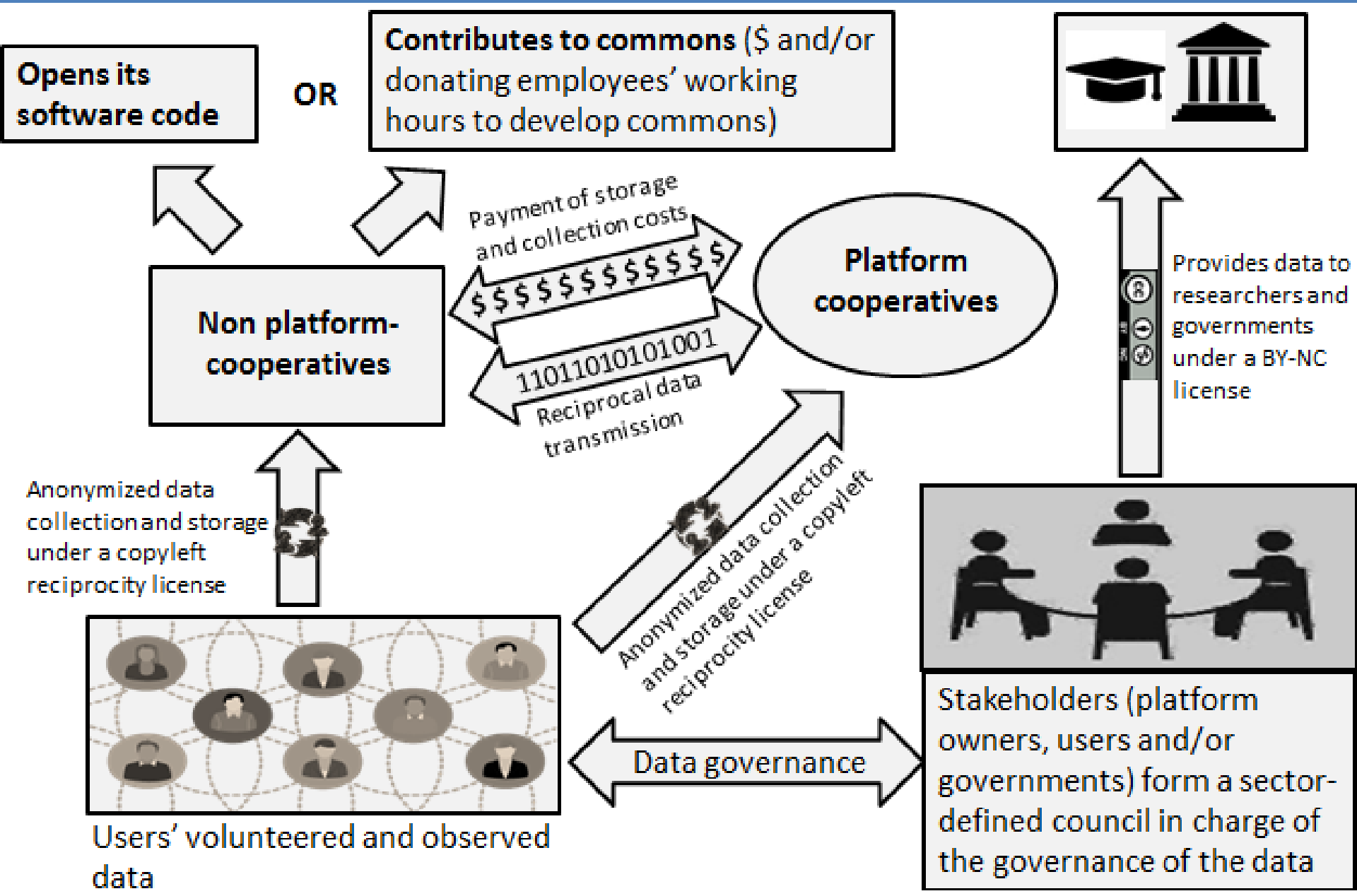


Difficult to judge in broad
terms



**Non-exclusive property
rights over data**

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THANK YOU FOR YOUR ATTENTION

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