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

<table>
<thead>
<tr>
<th>Source of Market Power</th>
<th>Assessment/Solutions</th>
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<tbody>
<tr>
<td>1. Network effects</td>
<td>Metasearch platforms</td>
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<tr>
<td>Traditional/two-sided</td>
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<td>“User feedback loop” (Graef, 2015)</td>
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<tr>
<td>2. Switching costs</td>
<td>Non-exclusive property rights over data</td>
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<tr>
<td>Learning costs</td>
<td></td>
</tr>
<tr>
<td>Paperwork costs</td>
<td>Not relevant</td>
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<tr>
<td>Cost of losing accumulated reputation</td>
<td>Reputation passport</td>
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<td>3. Cost of collecting and storing data as a barrier to entry</td>
<td>Difficult to judge in broad terms</td>
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<tr>
<td>4. Large enough amounts of data as an essential facility</td>
<td>Non-exclusive property rights over data</td>
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</tbody>
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**Non-exclusive property rights over data**

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**Non platform-cooperatives**

- Anonymized data collection and storage under a copyleft reciprocity license
- Users’ volunteered and observed data

**Platform cooperatives**

- **Contributes to commons** ($ and/or donating employees’ working hours to develop commons)
- Reciprocal data transmission
- Payment of storage and collection costs

- Provides data to researchers and governments under a BY-NC license
- Stakeholders (platform owners, users and/or governments) form a sector-defined council in charge of the governance of the data

**Data governance**

- Open its software code
- Reciprocal data sharing
THANK YOU FOR YOUR ATTENTION

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