



FRANCE STRATÉGIE

ÉVALUER. ANTICIPER. DÉBATTRE. PROPOSER.

How to capitalize on the digital revolution ?

Julia Charrié

Future of work: the pros and cons of digital economy

Summary:

1. State of Digital Revolution

2. French and European Rank in this Digital World

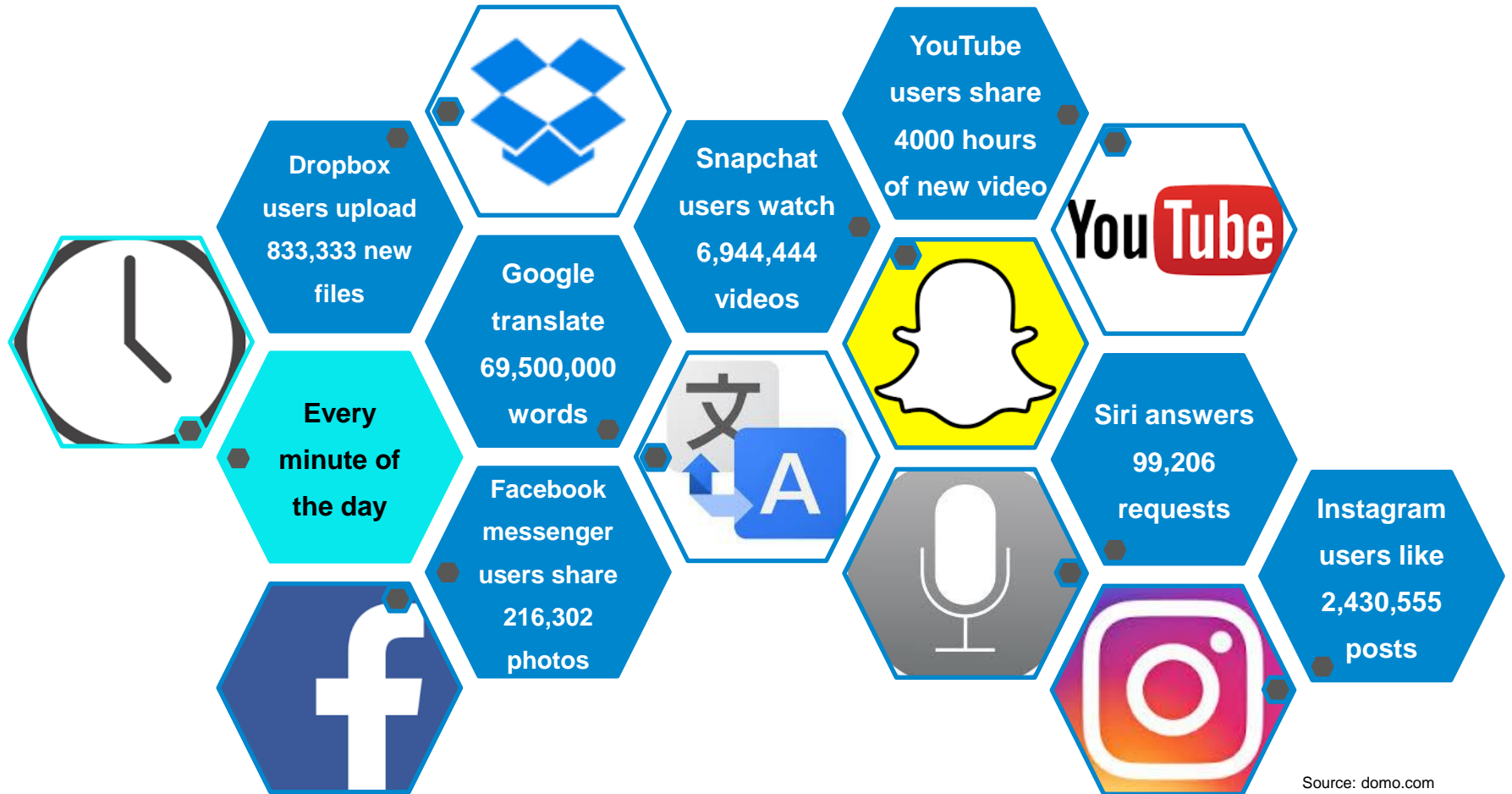
3. Innovation and Skills: the Key Issues

4. Focus on Labor Evolution



1. State of Digital Revolution

A World Driven by Data and Algorithms



Source: domo.com



1. State of Digital Revolution

A World Driven by Data and Algorithms Google Search Timeline



Source: Google



1. State of Digital Revolution

The Dominance of Online Platforms: a New Value Sharing Commission Rates of Digital Platforms

| Platforms | Commission rates | Business sectors |
|-------------------|------------------|--------------------------|
| KissKiss BankBank | 8% | Crowdfunding |
| Leetchi | de 2,9% à 4% | Crowdfunding |
| Kick Starter | 8% | Crowdfunding |
| Airbnb | de 9% à 15% | Accommodation |
| Booking | de 15% à 25% | Accommodation |
| Uber | 20% | Transport |
| Blablacar | 12% | Transport |
| Drivy | 30% | Transport |
| Ebay | 7,50% | Sale of goods |
| PriceMinister | de 4% à 22% | Sale of goods |
| Etsy | 7,50% | Sale of goods |
| Foule Factory | 20% | Jobbing |
| Mechanical Turk | de 20% à 25% | Jobbing |
| App Store | 30% | Mobile application store |
| Google Play | 30% | Mobile application store |

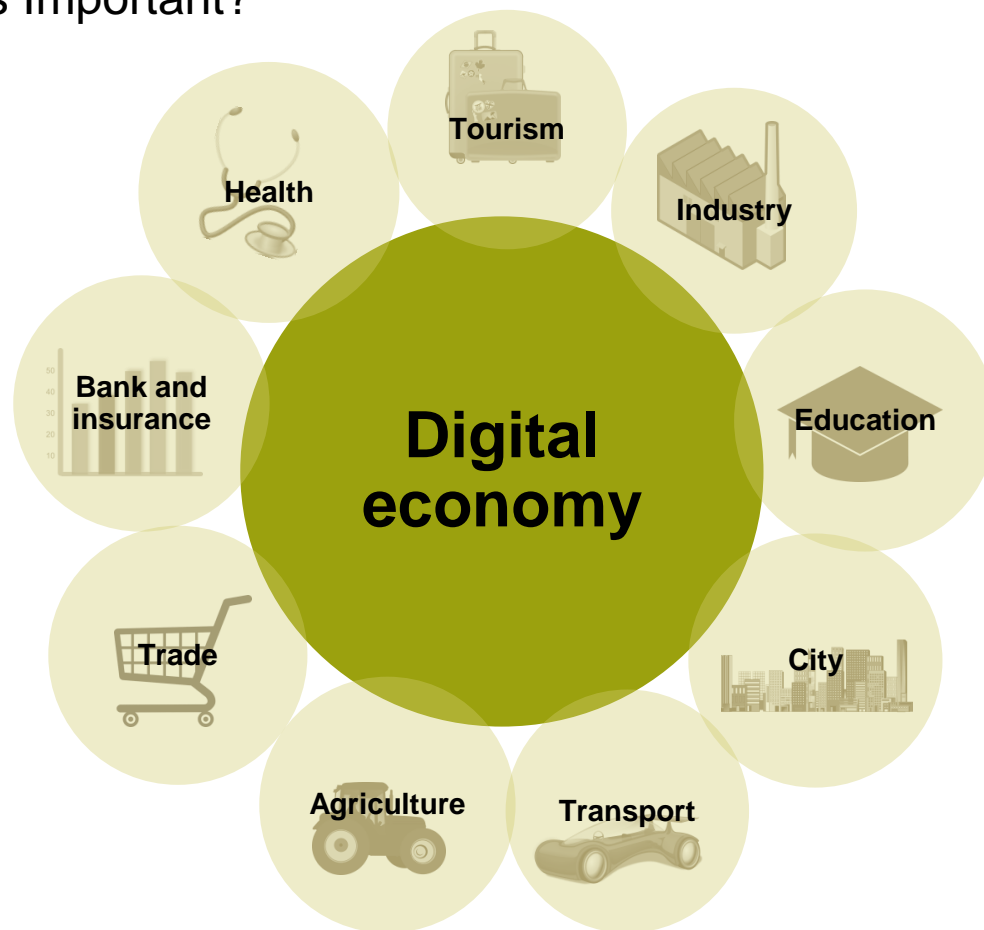
NOTA: commission rates could be applied on prices paid by users or prices received by providers

SOURCE: platforms' websites and press releases



2. French and European Rank in this Digital World

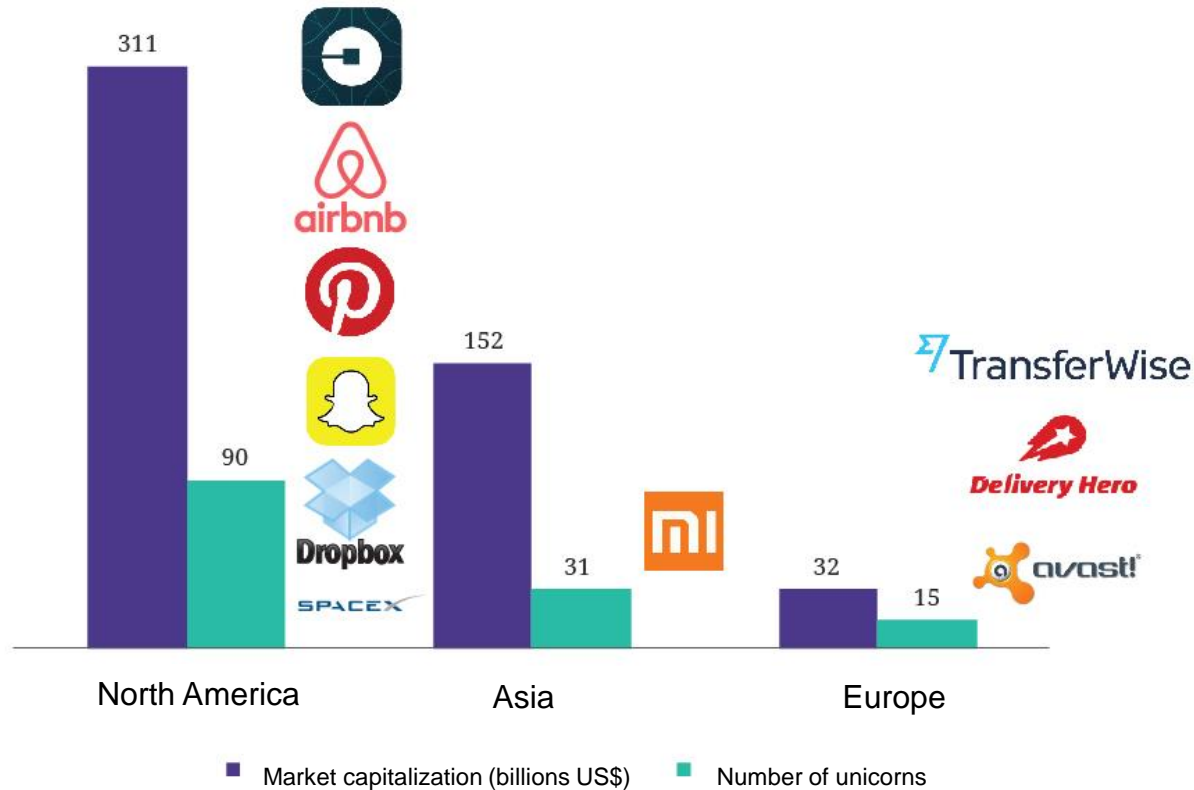
Why it is Important?



2. French and European Rank in this Digital World

A Need for More Global Digital Firms

Market Capitalization and Number of “Unicorns*” by Geographic Area



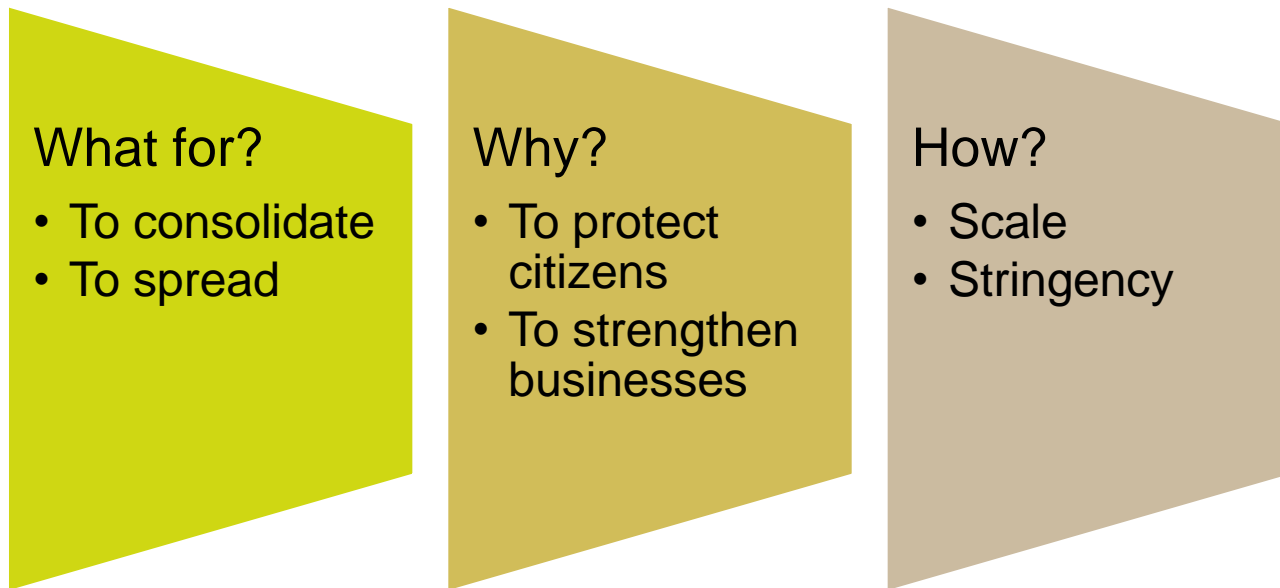
Source: <http://fortune.com/unicorns/2015/>

*Private companies valued at US\$1 billion or more



3. Innovation and Skills: the Key Issues

Meeting the Challenge of the Continuous Flow of Disruptive Innovation

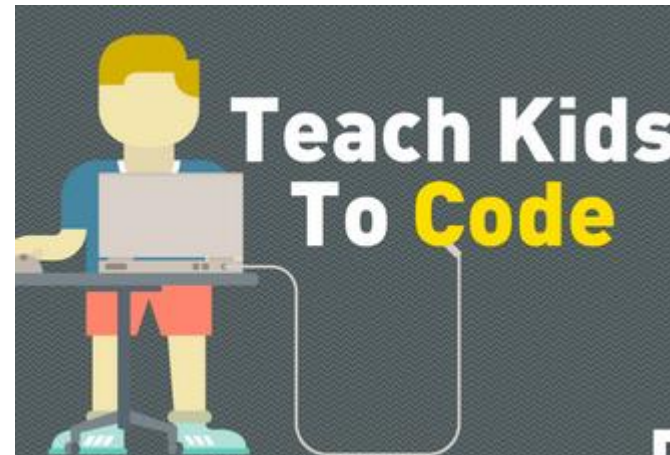
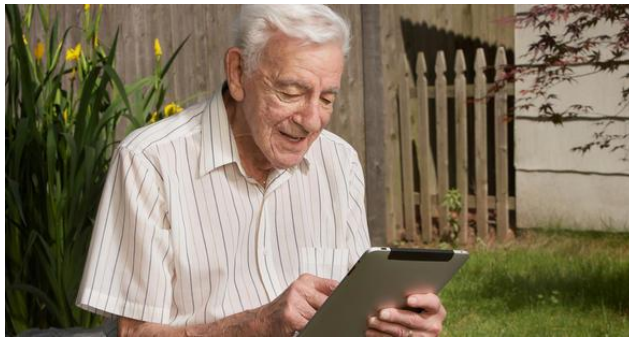


3. Innovation and Skills: the Key Issues

Digital Literacy, Literacy of the 21st Century

The term "**digital divide**" refers to the gap between individuals, households, businesses and geographic areas at different socio-economic levels with regard to both their opportunities to access information and communication technologies (ICTs) and to their use of the Internet for a wide variety of activities.

Understanding the Digital Divide, OECD, 200, page 5.



4. Focus on labor evolution

Automation risk



Electronic Computers performing routine tasks:

- Calculation
- Repetitive customer service
- Picking or sorting
- Repetitive assembly

Machine Learning algorithms performing non-routine tasks:

- Medical diagnostics
- Document review
- Translation
- Driving



4. Focus on Labor Evolution

Labor on Digital World



Digital Labor



Booking.com

amazon



Sharing Economy/On Demand Economy

Gig Economy

amazon
mechanical turk
Artificial Artificial Intelligence

The TaskRabbit logo, a green outline of a rabbit's head.

TaskRabbit



4. Focus on Labor Evolution

Effects

- Unemployment
- Non-Linear career
- Multiple sources of income



Ongoing Change

- Income
- Skills
- Social protection



Solutions

- Basic income
- New worker's status
- Protection attached to individuals





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Thank You

Julia Charrié

Project manager digital issues
France Stratégie

julia.charrie@strategie.gouv.fr

+33 (0)1 42 75 64 80
