



THE IMPACT OF
DIGITALISATION
ON
21st CENTURY
FAMILIES

#DigitalFamiliesEU

7-8 November 2016
BERLIN

Registration:
digitalfamilieseueventbrite.co.uk

AGF Asociación General de
Familias Europeas

face
FAMILIES EUROPE



New consumers in the digital economy - *the implications for data privacy* -

Jean-Bernard Audureau

ASGECO 
#COOPSUMIDORES

1980-2016
36 años

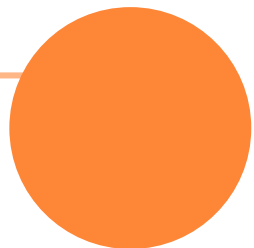
Big Data,

Yes...

But ?



New consumers in the digital economy
- the implications for data privacy -



BIG DATA

Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze.

The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

The "three V's", i.e the Volume, Variety and Velocity of the data coming in is what creates the challenge.

VOLUME



Amount of Big Data stored across the world (in petabytes)

VARIETY



PEOPLE TO PEOPLE

NETIZENS, VIRTUAL COMMUNITIES, SOCIAL NETWORKS, WEB LOGS...



PEOPLE TO MACHINE

ARCHIVES, MEDICAL DEVICES, DIGITAL TV, E-COMMERCE, SMART CARDS, BANK CARDS, COMPUTERS, MOBILES...



MACHINE TO MACHINE

SENSORS, GPS DEVICES, BAR CODE SCANNERS, SURVEILLANCE CAMERAS, SCIENTIFIC RESEARCH...



2.9 MILLION

EMAILS SENT EVERY SECOND



20 HOURS

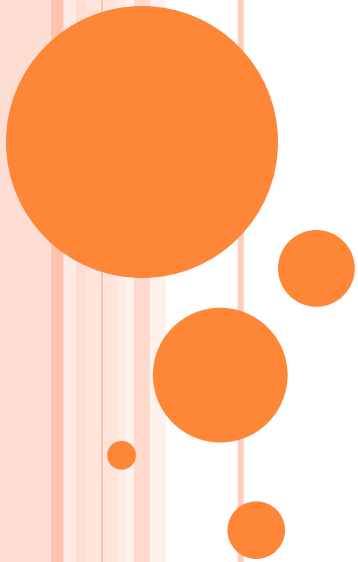
OF VIDEO UPLOADED EVERY MIN



50 MILLION

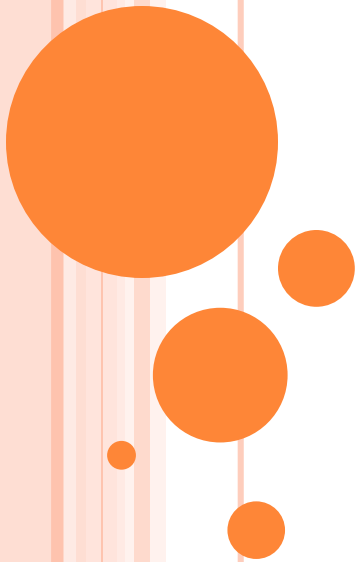
TWEETS PER DAY

Who produces ?



Who produces ?

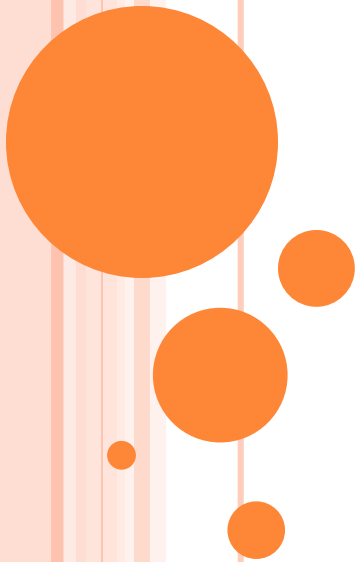
Who collects & processes ?



Who produces ?

Who collects & processes ?

Who wins ?



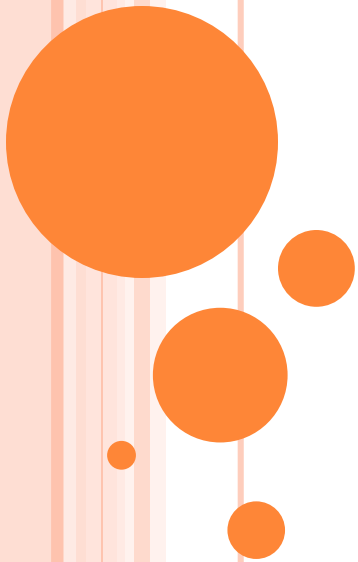
Who produces ?

people / machines

directly / indirectly

voluntary / involuntary

personal data / anonymous data



Who collects & processes ?

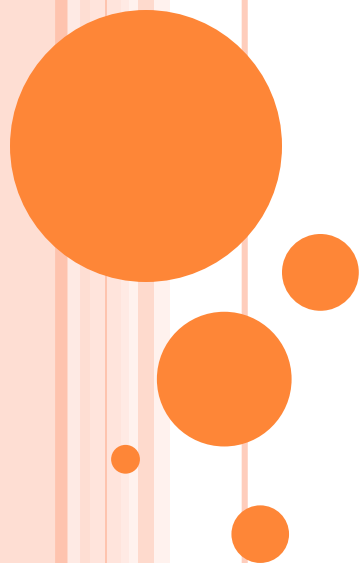
public administrations

private companies

technical entities

others ?

security issues

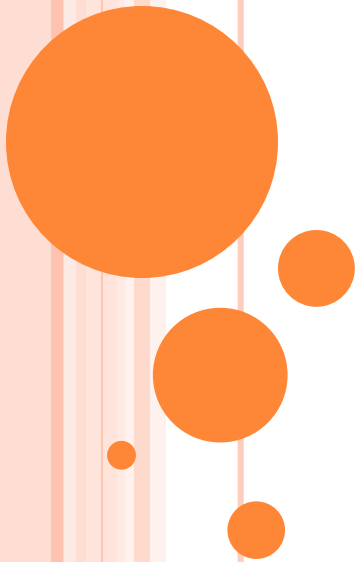


Who wins?

Society

private companies

consumers





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Cooperativas y
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Thank you / Danke

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