Study on European Companies' Data Sharing
Glossary

Unless otherwise mentioned, the definitions provided below were developed by the project team for the specific purposes of this study.

Application Programming Interface (API) – A software component that facilitates the interaction with other software components[1] and enables them to share data.

Data – Facts or information used for analytical or decision-making purposes. Within the scope of this study, data may either or both constitute a business asset for the company that owns them and/or for a third company using them. This study focuses on the share and re-use of machine-generated data, either generated by sensor-equipped, connected devices, by internal IT business systems or through external users' interaction with websites, as well as data generated from crowdsourcing or web collaboration. This study does not distinguish between personal or non-personal data.

Data broker – Company that aggregates data from a variety of sources, cleanses and/or analyses them to license these data to interested companies.

Data marketplace – An online store or platform where companies can regularly buy and sell data[2]. The data marketplace connects data suppliers and data users and thereby acts as an intermediary in the transaction of the data.

Data re-use – The process by which a company re-uses data from another company, which is not a direct market competitor, for its own business purposes (excluding contractor-subcontractor relationships). These data were either accessed for free or acquired against some remuneration or other kind of compensation, including the provision of a service.

Data sharing – The process by which a company makes data available to another company that is neither a direct market competitor nor a sub-contractor and is interested in these data for its own business purposes. The company that shares data may either do so willingly or as a result of a legal obligation, and the transaction can either be made for free or entail some remuneration or compensation, including the provision of a service.

Data supplier – Company that holds data (either self-generated, collected or acquired from others with sub-licensing rights) and makes them available to other companies which are neither direct market competitors nor sub-contractors. This company represents the supply side of the data market.

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[1] European Commission, DG Employment, Social Affairs and Inclusion, "ESCO: API", available online at: https://ec.europa.eu/esco/portal/api (last updated on 28.07.2017)

[2] IDC and Open Evidence (2017), *European Data Market Study*, SMART 2013-0063, p. 140, available online at: http://ec.europa.eu/newsroom/dae/document.cfm?doc_id=44400

Data transaction – Any kind of exchange in a business context in which data is the key trading element.

Data user – Company that re-uses data from other companies, which are neither its direct market competitors nor contractors, by analysing or exploiting the data as a way to improve or develop its own business. This company represents the demand side of the data market.

Event – In the field of data management and analytics, an event can refer to the interaction of a user with content or with a page, or to the interaction of a sensor with its environment that can be tracked independently[3]. Examples of events are downloads, clicks, credit card payments, logs, etc.

Improved product/service – Any quality innovation to a product or a service, such as the inclusion of new components, the addition of new functions or a change in their design, which yields economic benefits for the company.

Industrial Data Platform – Virtual environment enabling the exchange of data among different companies through a shared reference architecture, common governance rules and within a secure business ecosystem.[4] They can either take the form of open, multi-company-led environments and encompass different industry sectors, or be led by a simple company and limited to a specific industry sector.[5]

Internet of Things (IoT) – Innovative technology enabling the interconnection of objects and people through communication networks that allow them to report about their status and/or the surrounding environment and to react autonomously to events and changes in an appropriate manner[6].

Machine-generated data – Raw data created without direct human intervention by computer processes, applications or services, or by sensors processing information retrieved from equipment, software of machinery, whether virtual or real, and with application in a variety of domains. It can be personal or non-personal in nature.[7]

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[3] Google Analytics: https://support.google.com/analytics/answer/1033068?hl=en and API Guides – Sensors Overview by Android: https://developer.android.com/guide/topics/sensors/sensors_overview.html

[4] Tardieu, H. (2017), "Security Challenges in Industrial Data Platforms"(presentation at the European Stakeholder Forum), available online at:
https://ec.europa.eu/futurium/en/system/files/ged/a3_tardieu_atos_ecworkshop_essen-2.pdf.

[5] IDC and Open Evidence (2017), *European Data Market Study*, p. 141.

[6] IDC and TXT (2014), *Definition of a Research and Innovation Policy Leveraging Cloud Computing and IoT Combination*, p.18, available online at: https://ec.europa.eu/digital-single-market/en/news/definition-research-and-innovation-policy-leveraging-cloud-computing-and-iot-combination and European Commission (2013), "The Internet of Things" (last updated on 9/5/2017), available online at: https://ec.europa.eu/digital-single-market/en/internet-of-things.

[7] Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: "Building a European Data Economy", 10.01.2017, COM(2017) 9 final, available online at: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2017:9:FIN.

Microdata – Sets of records that contain information about individual persons, households or businesses.[8]

Missed business opportunities – New or improved products and/or services that a company was not able to bring to the market due to the impossibility of accessing data from other companies. Missed business opportunities can also be defined as the potential income that could not be retrieved from these data-driven products and/or services which were not developed or improved.

Transactional data – Type of data relating to any financial, logistical or business-related processes such as sales orders, purchases, requests, invoices, returns, subscriptions, payments, etc.[9]

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[8] Eurostat (s.d), "What are microdata?", available online at: http://ec.europa.eu/eurostat/web/microdata

[9] McGilvray, D., Granite Falls Consulting (2008), "Definitions of data categories" in *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*, available online at: http://booksite.elsevier.com/9780123743695/10steps_DataCategories.pdf