Unskewing the Data Value Chain
– A Policy Research Project for Equitable Platform Economies

Directions for potential research
A. Competition law frameworks
Key Questions 1. How can Big Tech's monopoly control over data be addressed through competition law remedies? 2. What criteria need to be developed in competition law to assess value and control of data in mergers/acquisitions? 3. What kind of platform design principles are necessary to prevent abuse of market power?
Indicative Themes • Identifying gaps and deficits in current competition law/policies • Case studies and evaluative research on ◦ new and innovative competition law approaches to address data advantage (breaking up data monopolies, valuation of data advantage in mergers/acquisitions, data sharing directives) ◦ legal approaches to regulating a data value chain in a particular sector (digital commerce marketplaces, digital health services, fintech, food delivery) ◦ policy contestations in competition law reform ◦ noteworthy cases of merger decisions and regulatory actions ◦ cloud neutrality and platform neutrality (interoperability and data portability) • Analysis of political economy challenges ◦ role of trade agreements in antitrust conduct and preventing competition regulators from framing remedies. • Developing recommendations for competition regulators
B. Global-to-local governance framework for data flows
Key Questions 1. How should data resources (personal and non-personal) be stewarded to check the power of Big Tech and promote the interests of smaller actors in data value chains? 2. What insights may be drawn from ideas of a common property resource regime for data governance models? 3. How can a people-centered sovereignty approach to data governance be harmonized in a global-to-local governance regime for data?
Indicative Themes • Conceptual exploration of a possible international agreement on governing data flows in the digital economy • Evaluative studies of: ◦ personal and non-personal data governance ◦ data stewardship models, including commons-based/ fiduciary/trusteeship/community data/platform cooperativist approaches ◦ data localization and its effectiveness to check Big Tech's data power • State of play assessment of regional/single market governance of data flows • Political economy analysis of digital trade agreements and debates on cross-border data flows (processes such as plurilateral initiatives on e-commerce)

Directions for potential research
C. Big Tech Taxation
Key Questions 1. How can countries design direct and indirect tax measures that are effective for the digital economy? 2. What criteria are necessary to define 'significant economic presence' of Big Tech with regard to taxation? 3. Given the crisis of multilateralism, what strategies may be useful to break the stalemate on a global Big Tech taxation regime?
Indicative Themes • Evaluating digital service taxation regimes through country case studies • Looking at taxation regimes and revenue models for content and streaming services • Comparative analysis of digital services taxation proposals • Progressive taxation regime for data value chains • Political economy analysis of the stalemate on digital taxation
D. National intelligence infrastructure development
Key Questions 1. What national digital public goods frameworks are needed to give impetus to digital industrialization? 2. How have international development financing and market-based technology transfer regimes shaped trajectories of digital (data, cloud, and AI) infrastructure development? How has this impacted equity and inclusion? 3. How can public intelligence infrastructure democratize innovation?
Indicative Themes • Overview of standards development and access-and-use regimes for public/national open data infrastructures • Analysis of national AI roadmaps for domestic infrastructure development • Evaluation of investment regimes for domestic digital infrastructure development • Modeling for alternative finance regimes, including in public cloud infrastructure development • Case studies of digital/data public goods initiatives (in health, agriculture, mobility, and transportation)