

INTRODUCTION

On one side, a strong business ecosystem has developed around **connected vehicles** data sharing; on the other, a similar trend can be observed in the context of **public transport** data. This apparent antagonism between the exploitation of vehicle data (towards monetization) and the exploitation of open data for urban mobility (promoting the sharing culture) hides many common challenges. The study reports the main conclusions derived from the work conducted in the **MobiDataLab** and **5GMETA** Project, referring to the research activities related to market research and business modelling analysis.

MOBIDATALAB

Labs for prototyping future mobility data sharing solutions in the cloud

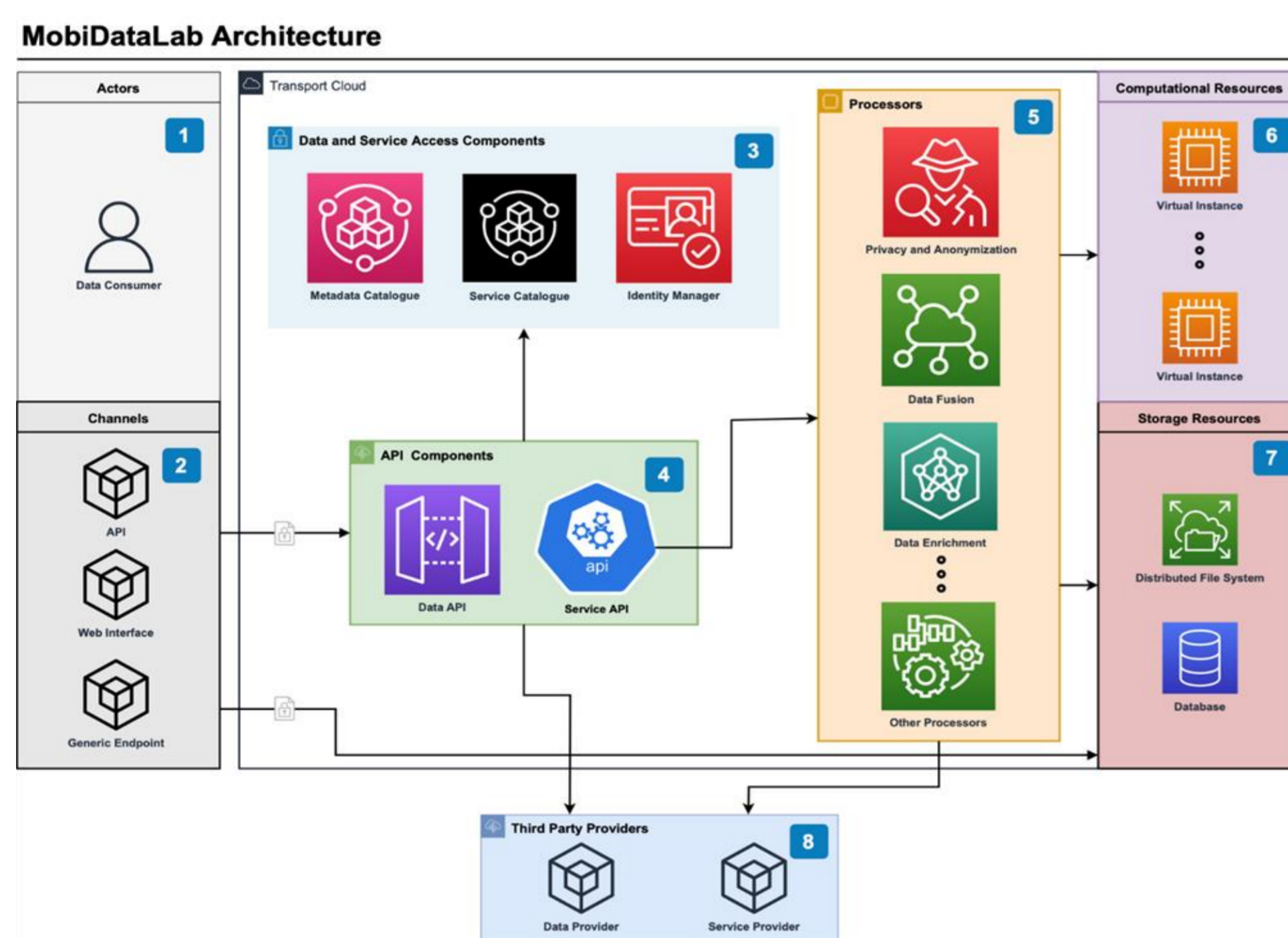
Main tool developed: A **cloud-based prototype platform for sharing transport data using a federated approach**. The MobiDataLab Transport Cloud also allows to technically connect different databases

Main goal: foster the development of a data sharing culture in Europe and beyond

Actors:

- Platform Administrator
- Developer
- Data/Service Providers
- Data Consumers

Tools supporting the Platform: MobiDataLab also creates a **Knowledge Base Repository** and a **Catalogue of Services** offered by the participants of the platform.



5GMETA

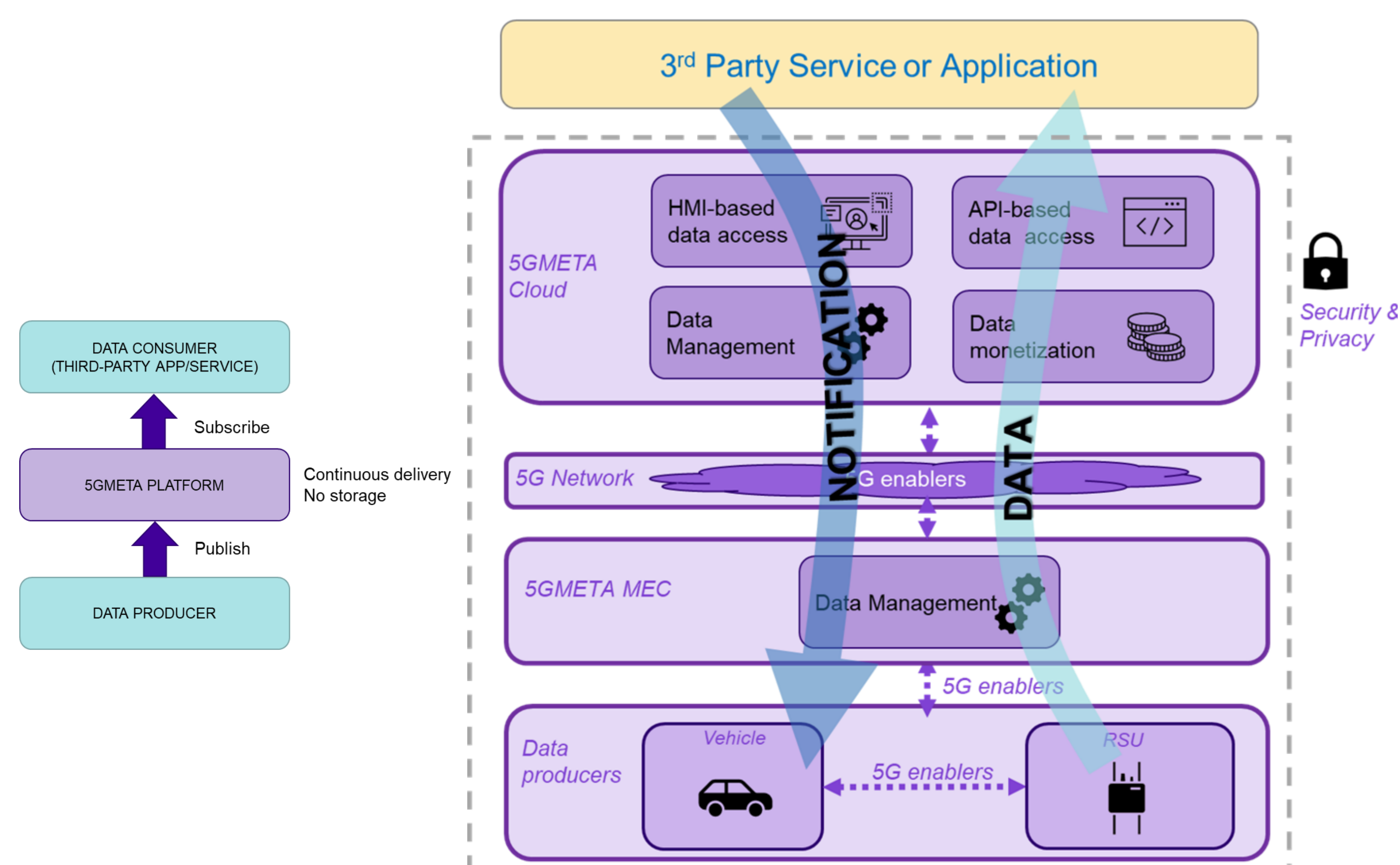
Main tool developed: A platform that functions **as a broker between data producers** (such as vehicles or road sensors) **and data consumers** (such as app providers). The 5GMETA Platform allows to connect to 5G networks to speed up the capturing of information.

Main goal: transform and monetise a vast volume of data

Actors:

- Platform Maintainer
- Platform Operator
- Data Providers
- Data Consumers

Tools supporting the Platform: 5GMETA offers a **Data Consumption Monitoring Dashboard** to make the platform more user friendly to non expert users and to provide them metrics linked to data consumed



KEY SUCCESS FACTORS OF PLATFORMS ENHANCING MOBILITY DATA "AS A SERVICE"

MobiDataLab and 5GMETA will deliver Platforms **that increase the value of the data**, as they are both offering data processing and data anonymization services. The two initiatives have been used as reference for depicting the main strengths of **Mobility Data "as a service"** concepts, especially emphasizing the market and business perspective.

Added Value to Stakeholders

Data providers and data producers will be facilitated in the way they will offer **high quality data to potential consumers**, for instance they will not need to do the data «cleaning» themselves, but they will be able to rely on the platforms' functionalities, for instance for getting aligned to existing standards. The value for data consumers consists in the fact that they will have **access to «enriched» data**, and they can use it for different purposes. In both cases, for instance, having access to the data will allow data consumers to **develop new services** and enlarge their businesses

Business Impacts

Platforms enabling Mobility Data "as a service" will lead to the establishment of an **ecosystem** of actors that will be engaged either to provide data or to consume data. As a consequence, **more data and more information** will be available. In terms of business impacts, through the MobiDataLab Transport Cloud, the availability of more data allows to **close the information gaps** between actors and **facilitate decision making** processes, but also to **improve digital services** offered by companies. Similarly, the 5GMETA Platform makes it easier to **monitor data usage and consumption**, therefore making it easier to **control Service Level Agreements**; this will be facilitated also by the linked Data Consumption Monitoring Dashboard.

Risks for market uptake

1. Unwillingness by Data Providers to share data
2. Lack of technical skills required for using this type of platforms
3. Regulation appears still unclear (GDPR issues)

RECOMMENDATIONS

In general, Platforms will require effective **governance, stakeholder engagement, and internal relations management**. They shall exploit the initial customers' base defined during the projects and – in the future - they can benefit from EU support and from collaboration with regulatory bodies and data providers.

- **MobiDataLab.** The "human factor" will be important to ensure the proper functioning of the overall system, to enhance trust on it and to improve internal relations: the tool shall be managed according to a well-organized, clear, and commonly agreed governance structure, made of **technical and non-technical experts**. Moreover, the "prototype" phase will need to be accompanied by a parallel stakeholders' engagement process of potential data providers, since their needs and requirements must be addressed in the design of tool after the prototype phase.

- **5GMETA.** A competitive advantage will be the linkage to the EU Horizon Europe program, the 5G PPP partnership, the CCAM Association and the support by main EU policy and industrial bodies. Key communication messages will highlight the possibility to **exploit 5G infrastructures**, and the provision of tools enabling data licencing opportunities. A strong collaboration and feedback iteration process shall be activated together with relevant **regulatory bodies**. Also here, an initial customer base may be constituted by data providers connected during the project duration,

This approach for comparison could be applied to many other Platforms addressing similar scopes. Furthermore, the study is addressing the results of EU funded projects, while is not considering the current offer from the private sector.