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Maybe some of you are aware that according to IDC, our digital universe will be made of 180 zettabytes by 2025. A zettabyte is 800 followed by 21 zeroes – that is the amount of data in the digital universe – and it would take about 450 million years to download it in one stream, so there are huge amounts of data. The more interconnected we are through our phones, mail, websites, and also public infrastructure such as commuter trains or personal appliances like our toaster, most of us have been freely giving out our personal information in exchange for free services that we can hardly live without today. This wealth of information has created, in turn, a wealth of new businesses and services.

It can be better targeted advertising, for example, or specific services that have been developed thanks to AI. We can also see the advent of new smart cities. Some see data as a new asset class, some see the advent of an infonomics market which would be led by how much data is worth, but a lot is yet to happen. We know for now that data says a lot about each of us, and also that firms and governments do not necessarily view it the same way.

Exploring the Wild West of this connected world, we have Francois Barrault, Chairman of IDATE Digiworld, Chang Dae-whan, Chairman of Maekyung Media Group from South Korea, Francis Gurry, the Director General of the World Intellectual Property Organisation, Patrick Nicolet, the Group Technology Officer at Capgemini Sogeti, and finally, Toby Simon, Commissioner with the Global Commission for Internet Governance.

We will start with Francois Barrault in terms of how this interconnected world changes our habits and the way we are doing things.