

Value of Data and Online Platforms

Wendy Li



World Trade Organization Webinars on

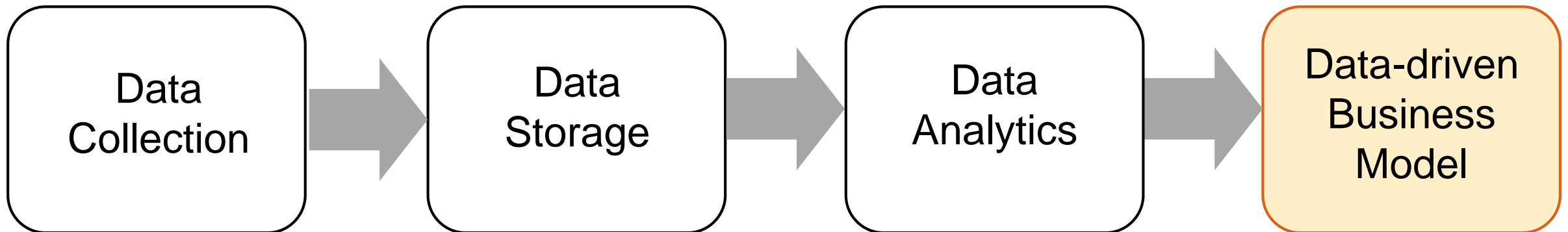
Trade and Cross-Border Data Flows

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The views expressed are those of the author and do not necessarily reflect those of the U.S. Bureau of Economic Analysis.

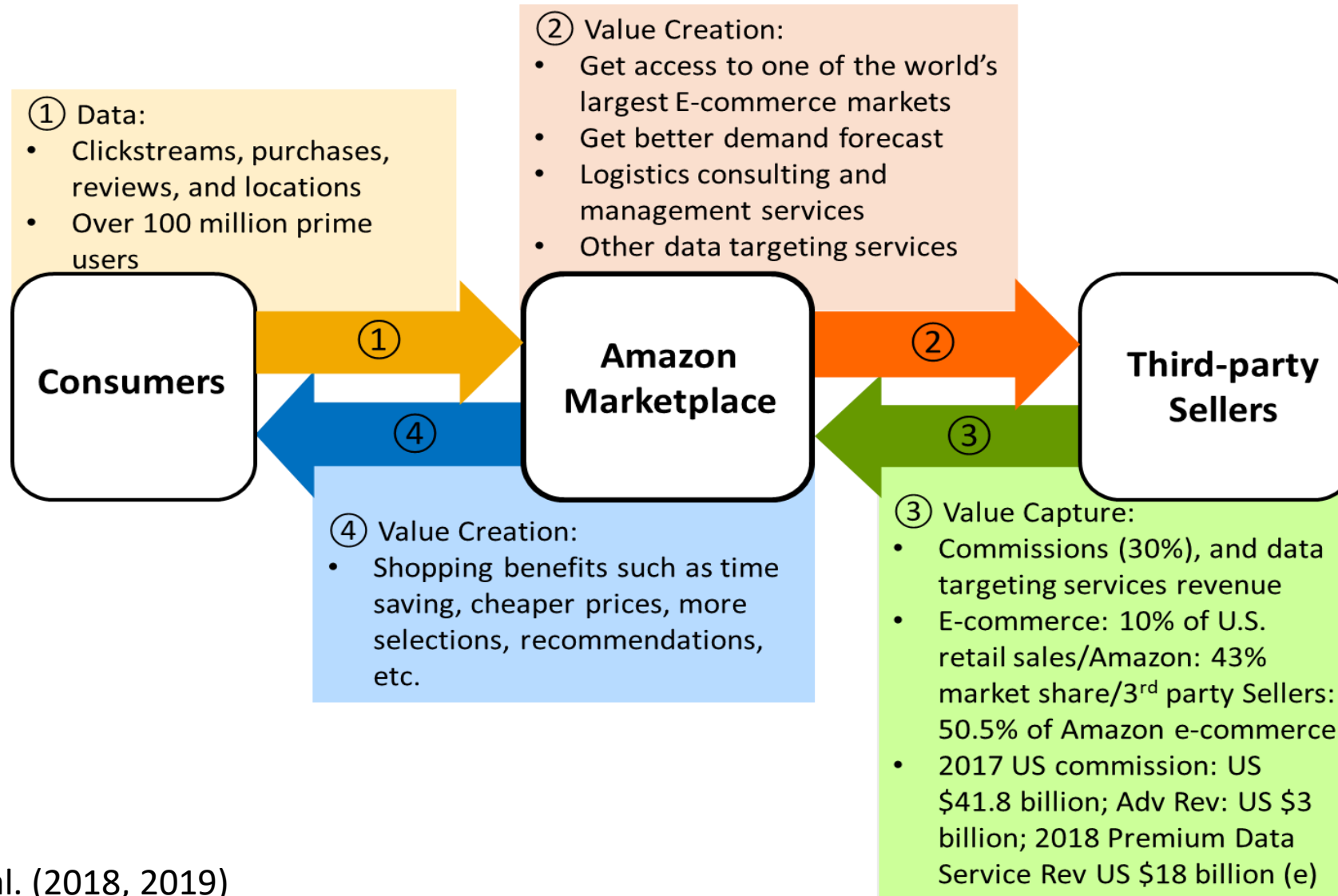
Data Value Chain

Value-added activities



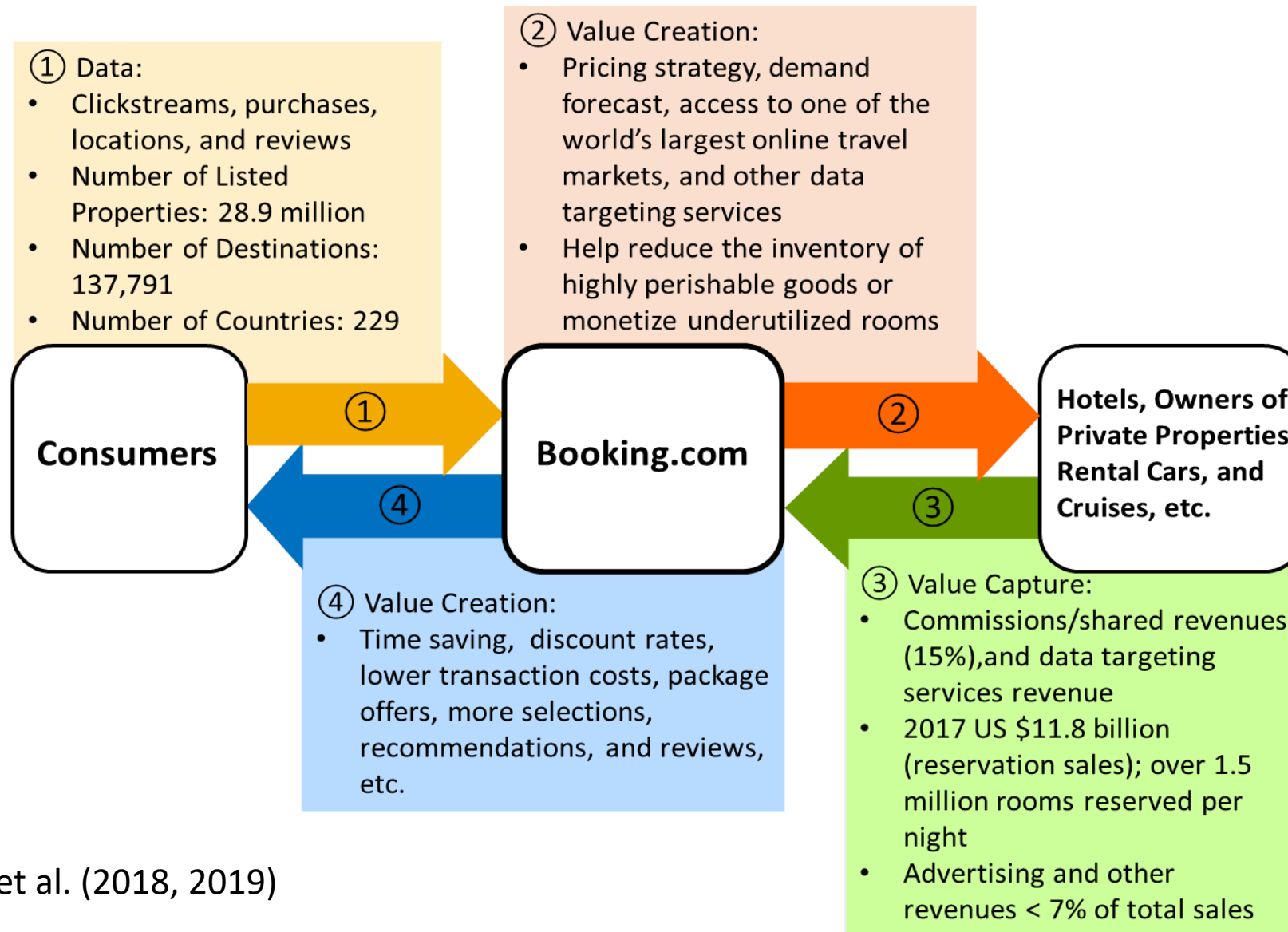
Source: Li et al. (2018, 2019)

E-commerce Platform



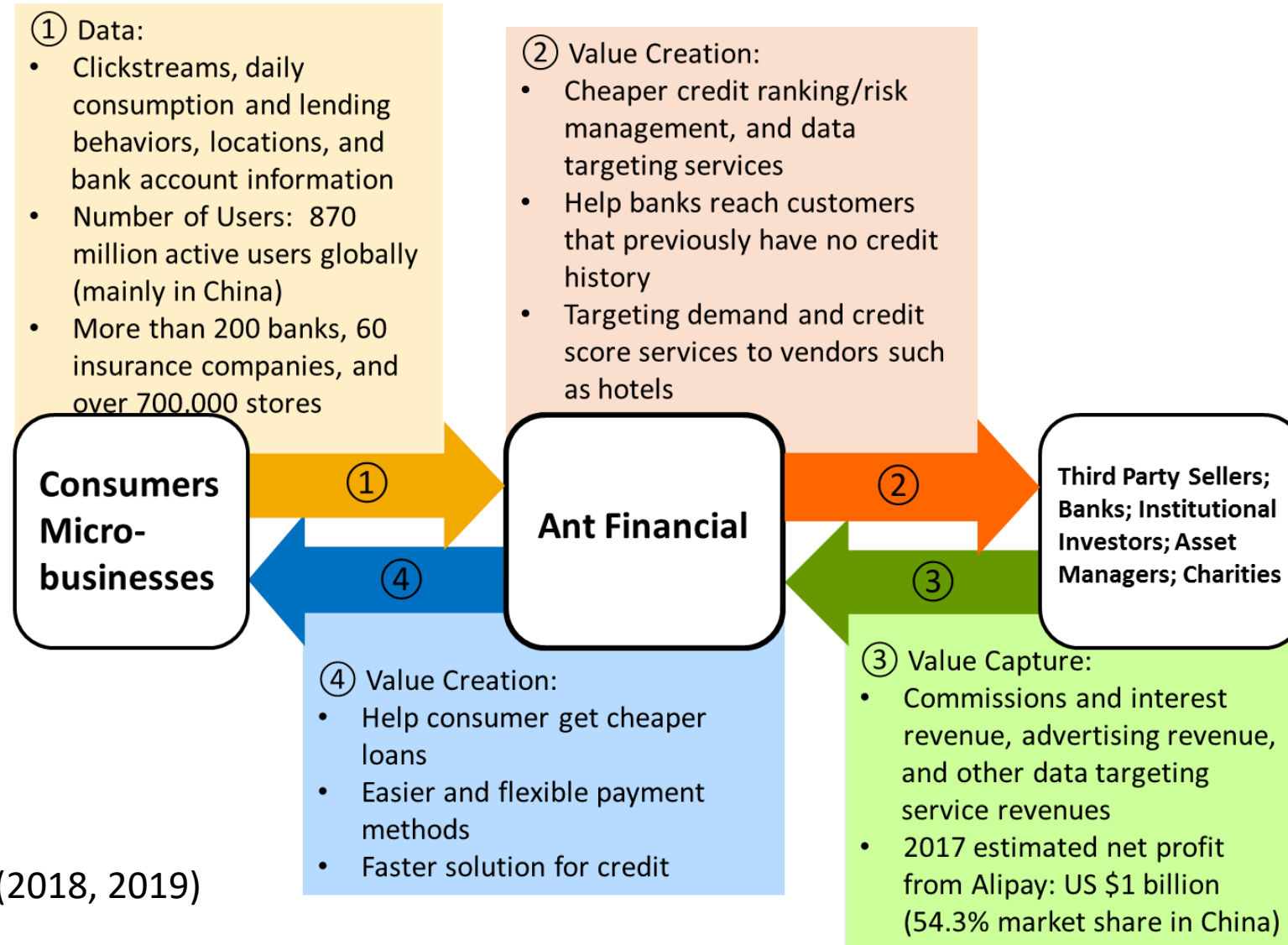
Source: Li et al. (2018, 2019)

Online Sharing Platform



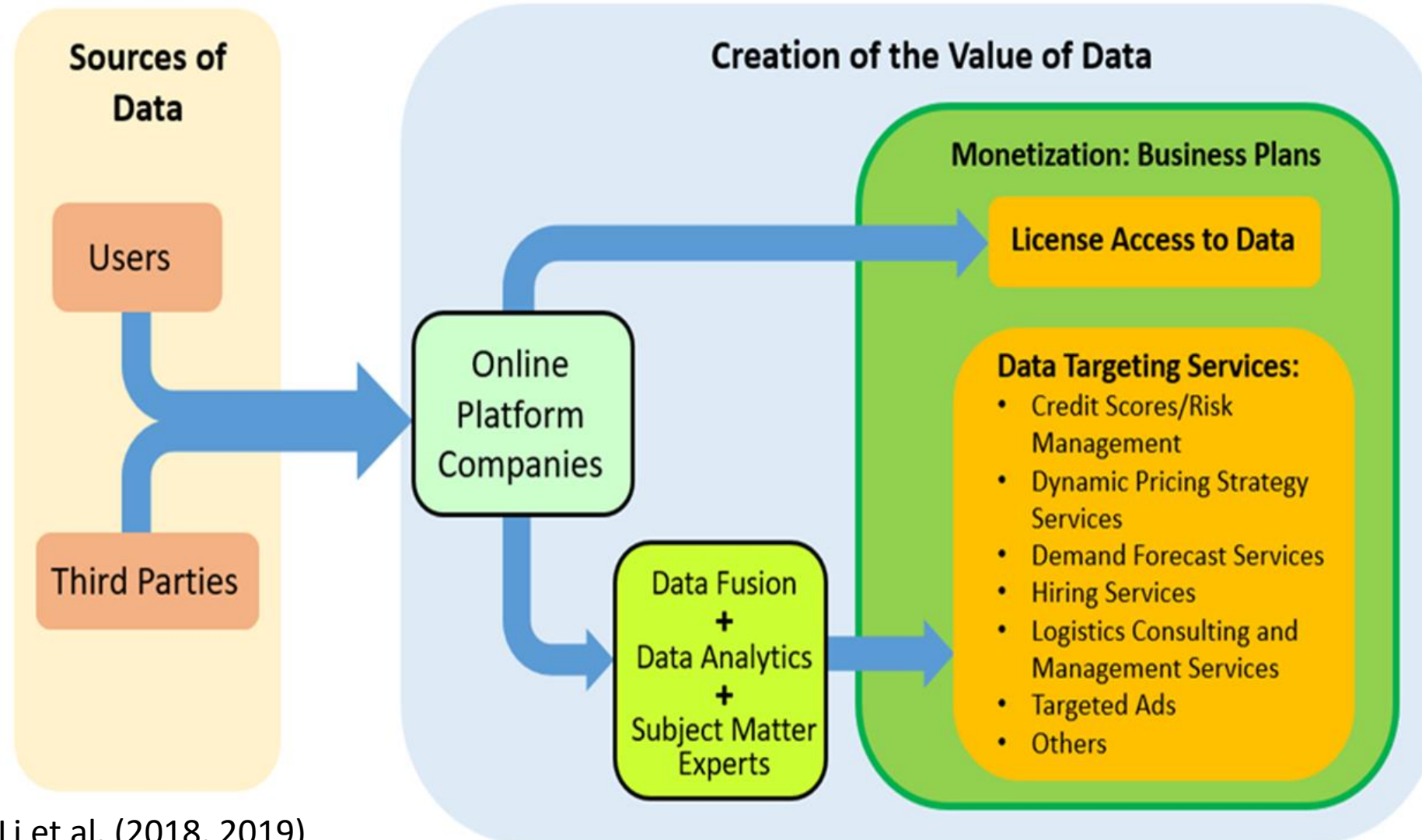
Source: Li et al. (2018, 2019)

Fintech Platform



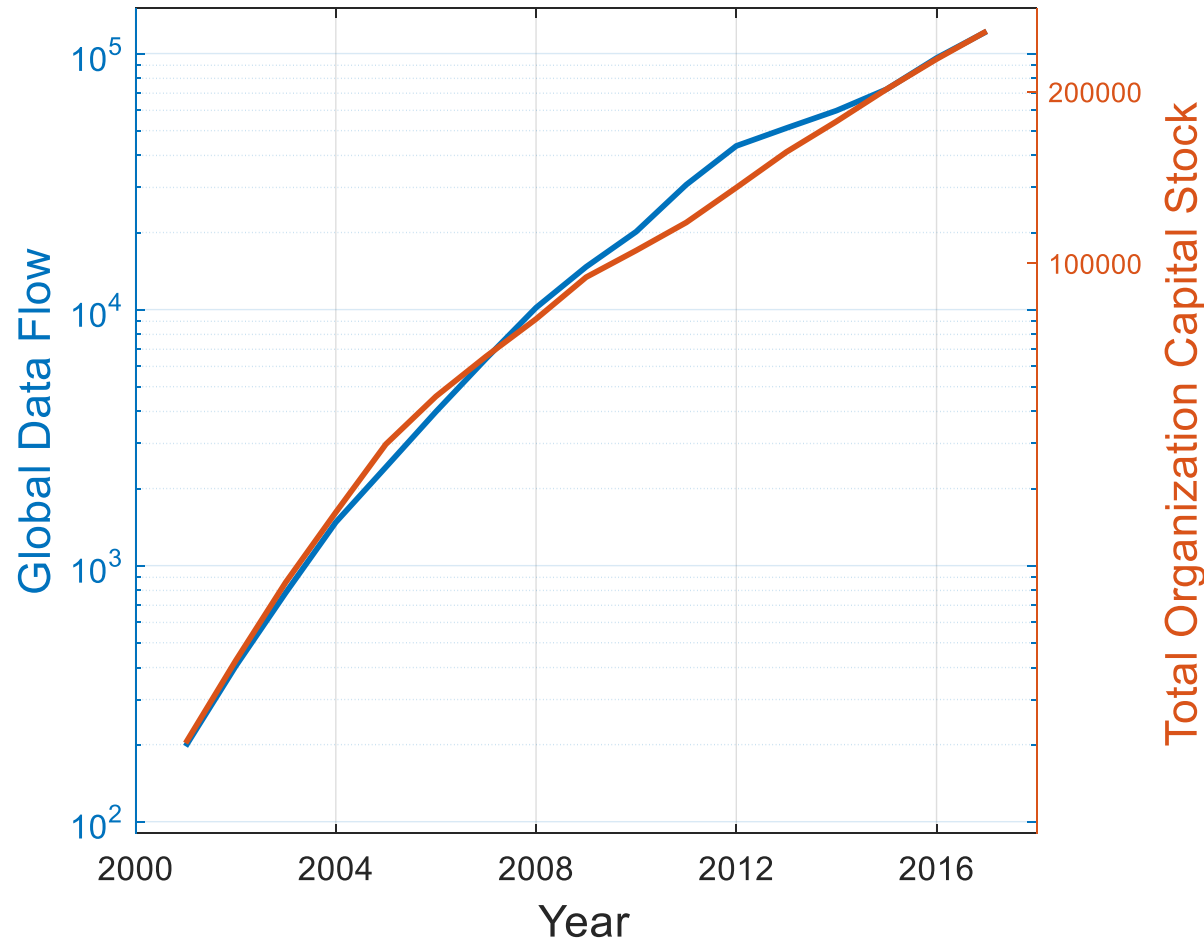
Source: Li et al. (2018, 2019)

The Creation of the Value of Data



Source: Li et al. (2018, 2019)

BigTech's Business Models vs. Global Data Flow: Highly Correlated!



Data:

- Selling, general and administrative (SG&A) expenditures [Eisfeldt and Papanikolaou, 2013]

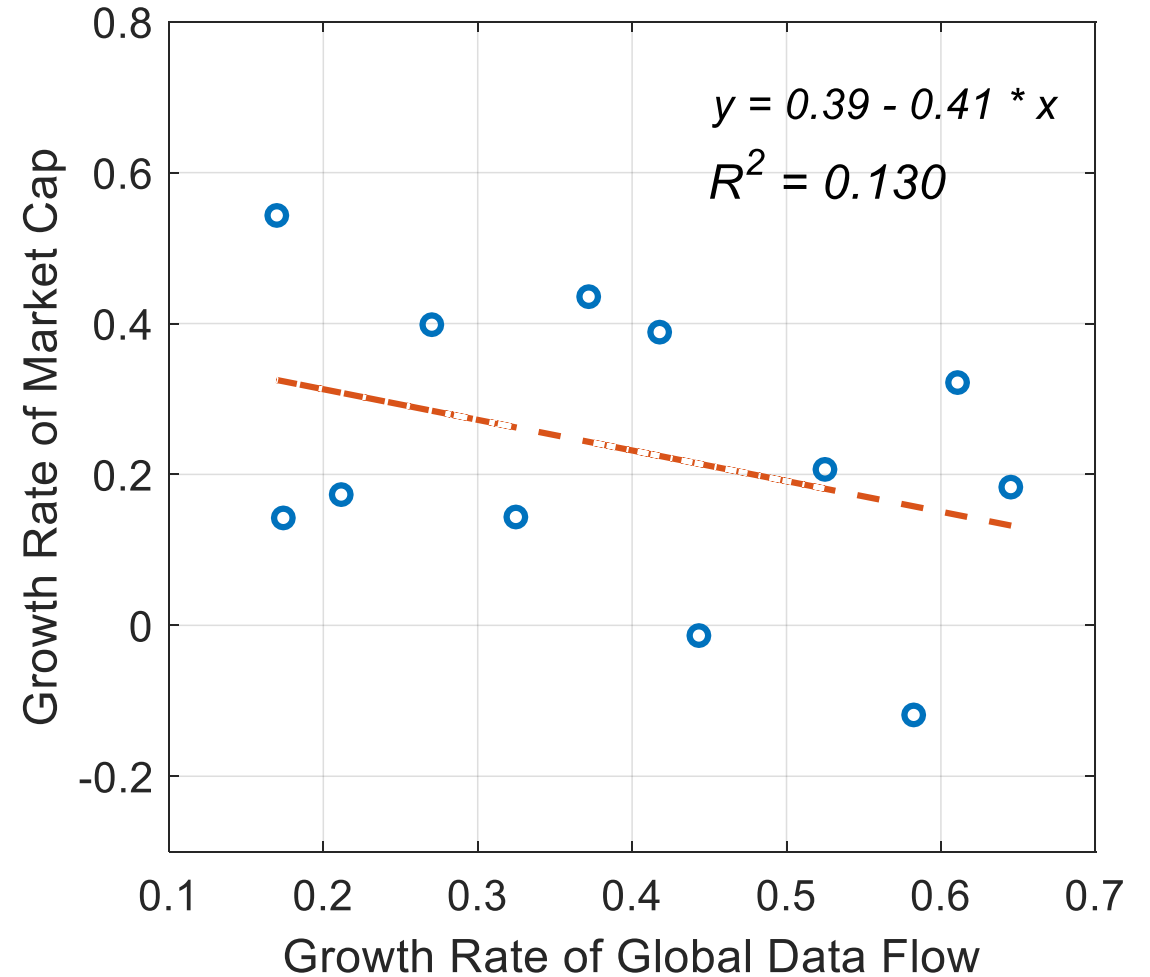
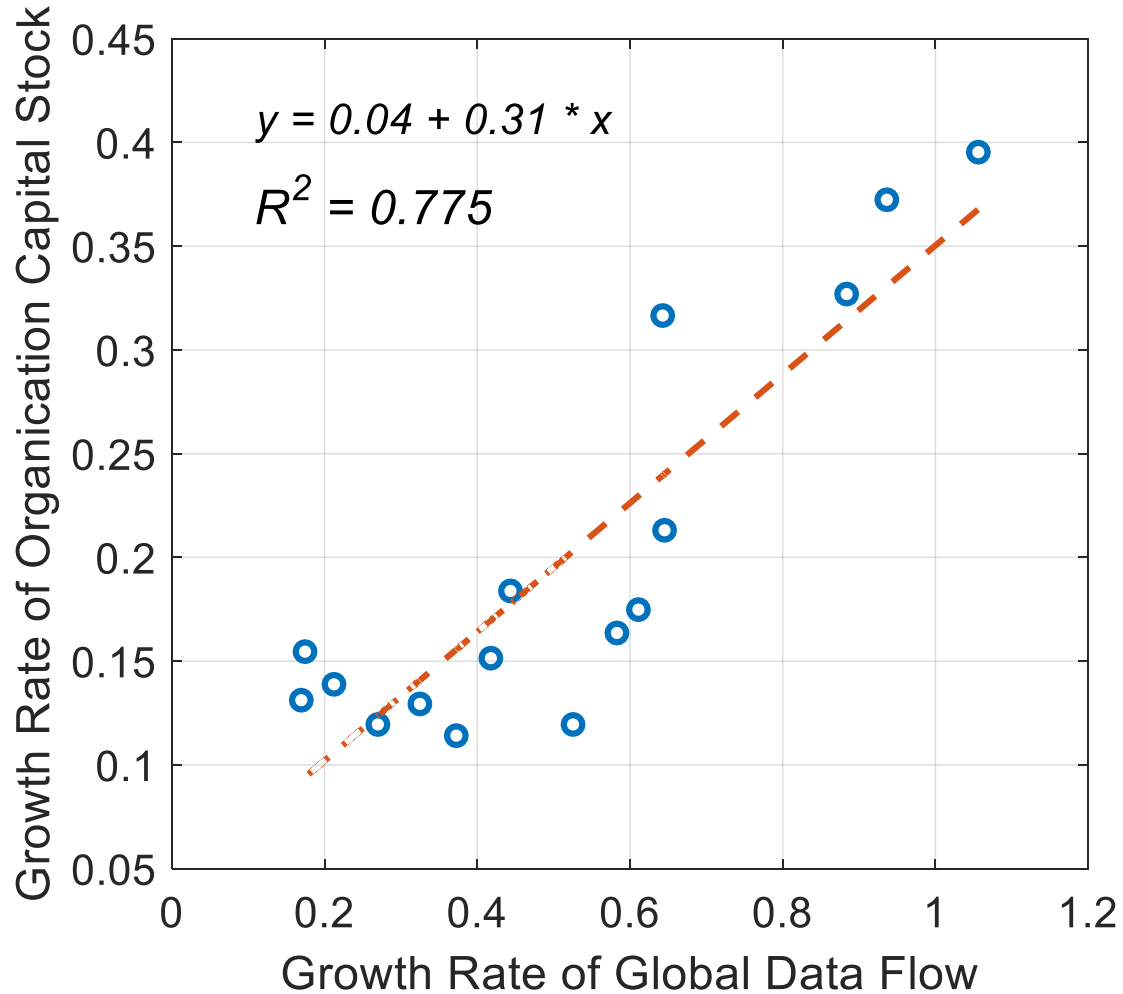
Methodologies:

1. Forward looking profit model for depreciation [Li and Hall, 2020]
2. Stock of Data-driven Business Model [Hall, 1993]

Source: Li et al. (2020)

Note: Big Tech companies include Microsoft, Amazon, Apple, Google, Facebook, Alibaba, and Tencent.

BigTech's Business Models vs. Global Data Flow: Growth Rates



Source: Li et al. (2020)

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