Data monetisation

Description: This report describes the existing but fast-shifting degree of data monetisation in the verticals of finance, telecom, healthcare and automotive. Woven through all this is the thread of the influence of such cross-cutting trends as social networks and user commitment or hesitation.

A rich palette of examples of players' early moves and latent plans illustrates the vibrancy of the issue.

The clear potential for each vertical is examined in detail, as are bumps on the road ahead. Privacy, especially in finance and healthcare, as well as in shopping and telecom habits, can be cited as one example.

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