



Big data roadmap and cross disciplinary community for addressing social Externalities (BYTE)

****PRESS RELEASE****

Fostering European Gains in Big Data

London, 28 March 2014. The European Commission has funded a new research project – BYTE - that is set to outline concrete steps for how European science and industry can capture a greater share of the big data market by 2020. The €2.25 million initiative is the first to study actual practices in big data. BYTE will use information from seven case studies (commercial, energy, health, cultural, utilities, transport and environmental) to identify how the use of big data in European science, society and industry can harness the potential benefits associated with big data.

BYTE responds to the fact that while there are many potential positive gains that can be brought by big data (e.g., efficiency, innovation, data sharing, etc.), there are also potential negative externalities, or impacts, that may also emerge. These could be impacts such as privacy infringement, breaches of data protection rights, potentials for discrimination and political or trade imbalances, among others. BYTE will use the case study examples to examine how these positive and negative externalities play out in actual uses of big data, and to suggest ways in which the positive externalities can be captured whilst diminishing the potential negative externalities.

This information will be used to create a BYTE vision and roadmap for big data in Europe. The BYTE roadmap will be broken down into:

- Necessary *policy* steps to achieve a greater share of the big data market by 2020
- Necessary *research* steps to achieve a greater share of the big data market by 2020

BYTE will also build a big data community to implement the roadmap and build on the gains achieved in the project. Members from all stages of the data analytics process, or individuals and organisations with a general interest in big data, are welcome to join the community.

The final results of BYTE will be a healthier, more effective big data economy in Europe that addresses the needs and concerns of science, industry, policy-makers and citizens, and a steering group to build on those gains and drive the big data economy forward.

To find out more about the project, or to join the big data community please visit the BYTE website: www.byte-project.eu or contact Kush Wadhwa, BYTE Coordinator: kush.wadhwa@trilateralresearch.com

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The BYTE project is coordinated by Mr. Kush Wadhwa of Trilateral Research & Consulting, LLP, London, UK. The other project partners include: Vrije Universiteit Brussel (BE), National Research Council of Italy – Institute of Atmospheric Pollution Research (IT), University of Oslo (NO), National University of Ireland, Galway (IE), National Information Infrastructure Development Institute (HU), University of Innsbruck (AT), Delft University of Technology (NL), Institut National de Recherche en Informatique et automatique (FR), DNV GL AS (NO) and SIEMENS AG (DE).

