CONTENTS

Pr	eface				xix
1	Wha	t is Data	Industry?		1
	1.1	Data, 2			
		1.1.1	Data Resources, 3		
		1.1.2	The Data Asset, 4		
	1.2	Industry	, 6		
		1.2.1	Industry Classification, 7		
		1.2.2	The Modern Industrial System, 7		
	1.3	Data Ind	lustry, 10		
		1.3.1	Definitions, 10		
		1.3.2	An Industry Structure Study, 10		
		1.3.3	Industrial Behavior, 13		
		1.3.4	Market Performance, 16		
2	Data	Resource	es		19
	2.1	Scientifi	c Data, 19		
	2.1		Data-Intensive Discovery in the Natural Scie	nces 20	
			The Social Sciences Revolution, 21	11000, 20	
			The Underused Scientific Record, 22		
	2.2		strative Data, 22		
		2.2.1	Open Governmental Affairs Data, 24		
			Public Release of Administrative Data, 25		
		2.2.3	A "Numerical" Misunderstanding in Govern	mental	
		373	Affairs, 26		

73

2.3	Internet Data, 26		4.1.3 Bespoke Style, 62
	2.3.1 Cyberspace: Data of the Sole Existence, 27		4.1.4 Crowdsourcing, 63
	2.3.2 Crawled Fortune, 28	4.2	Data Marketing, 63
	2.3.3 Forum Opinion Mining, 28		4.2.1 Market Positioning, 64
	2.3.4 Chat with Hidden Identities, 29		4.2.2 Business Insights, 64
	2.3.5 Email: The First Type of Electronic Evidence, 30		4.2.3 Customer Evaluation, 66
	2.3.6 Evolution of the Blog, 31	4.3	Push Services, 67
	2.3.7 Six Degrees Social Network, 32		4.3.1 Targeted Advertising, 67
2.4	Financial Data, 33		4.3.2 Instant Broadcasting, 68
	2.4.1 Twins on News and Financial Data, 33	4.4	Price Comparison, 69
	2.4.2 The Annoyed Data Center, 33	4.5	Disease Prevention, 70
2.5	Health Data, 34		4.5.1 Tracking Epidemics, 71
	2.5.1 Clinical Data: EMRs, EHRs, and PHRs, 34		4.5.2 Whole-Genome Sequencing, 72
	2.5.2 Medicare Claims Data Fraud and Abuse Detection, 35		The second of th
2.6	Transportation Data, 36	5 Data	a Services in Multiple Domains
	2.6.1 Trajectory Data, 37	5 Date	a bet vices in transpic Domains
	2.6.2 Fixed-Position Data, 37	5.1	Scientific Data Services, 73
	2.6.3 Location-Based Data, 38		5.1.1 Literature Retrieval Reform, 74
2.7	Transaction Data, 38		5.1.2 An Alternative Scholarly Communication Initiative, 74
	2.7.1 Receipts Data, 39		5.1.3 Scientific Research Project Services, 75
	2.7.2 e-Commerce Data, 39	5.2	Administrative Data Services, 76
			5.2.1 Police Department, 77
Data	Industry Chain 41		5.2.2 Statistical Office, 78
			5.2.3 Environmental Protection Agency, 78
3.1	Industrial Chain Definition, 41	5.3	Internet Data Services, 79
	3.1.1 The Meaning and Characteristics, 41		5.3.1 Open Source, 79
	3.1.2 Attribute-Based Categories, 43		5.3.2 Privacy Services, 80
3.2	Industrial Chain Structure, 43		5.3.3 People Search, 82
	3.2.1 Economic Entities, 44	5.4	Financial Data Services, 82
	3.2.2 Environmental Elements, 44		5.4.1 Describing Correlations, 83
3.3	Industrial Chain Formation, 46		5.4.2 Simulating Market-Makers' Behaviors, 84
	3.3.1 Value Analysis, 46		5.4.3 Forecasting Security Prices, 85
	3.3.2 Dimensional Matching, 50	5.5	Health Data Services, 86
3.4	Evolution of Industrial Chain, 51		5.5.1 Approaching the Healthcare Singularity, 87
3.5	Industrial Chain Governance, 53		5.5.2 New Drug of Launching Shortcuts, 87
	3.5.1 Governance Patterns, 53		5.5.3 Monitoring in Chronic Disease, 88
	3.5.2 Instruments of Governance, 54		5.5.4 Data Supporting Data: Brain Sciences and Traditional Chines
3.6	The Data Industry Chain and its Innovation Network, 56		Medicine, 90
	3.6.1 Innovation Layers, 56	5.6	Transportation Data Services, 91
	3.6.2 A Support System, 57		5.6.1 Household Travel Characteristics, 91
			5.6.2 Multivariate Analysis of Traffic Congestion, 92
Exist	ing Data Innovations 59		5.6.3 Short-Term Travel Time Estimation, 93
4.1		5.7	Transaction Data Services, 94
4.1	Web Creations, 59		5.7.1 Pricing Reform, 94
	4.1.1 Network Writing, 60		5.7.2 Sales Transformation, 95
	4.1.2 Creative Designs, 61		5.7.3 Payment Ungrading 96

Data	a Services in Distinct Sectors	99 7 Business Models in the Data Industry	12
6.2	 Natural Resource Sectors, 99 6.1.1 Agriculture: Rely on What?, 100 6.1.2 Forestry Sector: Grain for Green at All Costs?, 101 6.1.3 Livestock and Poultry Sector: Making Early Warning to Be N Effective, 101 6.1.4 Marine Sector: How to Support the Ocean Economy?, 102 6.1.5 Extraction Sector: A New Exploration Strategy, 103 Manufacturing Sector, 104 6.2.1 Production Capacity Optimization, 104 6.2.2 Transforming the Production Process, 105 Logistics and Warehousing Sector, 106 6.3.1 Optimizing Order Picking, 106 	7.1 General Analysis of the Business Model, 123 7.1.1 A Set of Elements and Their Relationships, 124 7.1.2 Forming a Specific Business Logic, 125 7.1.3 Creating and Commercializing Value, 125 7.2 Data Industry Business Models, 126 7.2.1 A Resource-Based View: Resource Possession, 126 7.2.2 A Dynamic-Capability View: Endogenous Capacity, 127 7.2.3 A Capital-Based View: Venture-Capital Operation, 12 7.3 Innovation of Data Industry Business Models, 129 7.3.1 Sources, 129 7.3.2 Methods, 131 7.3.3 A Paradox, 132	28
6.4	6.3.2 Dynamic Equilibrium Logistic Channels, 107 Shipping Sector, 107	8 Operating Models in the Data Industry	13:
	 6.4.1 Extracting More Transportation Capacity, 108 6.4.2 Determining the Optimal Transfer in Road, Rail, Air, and Wat Transport, 108 	9.1 Conseel Applysis of the Operating Model 126	0 401
6.5	Real Estate Sector, 109 6.5.1 Urban Planning: Along the Timeline, 109	8.1.3 Convergence, 137	
	6.5.2 Commercial Layout: To Be Unique, 110 6.5.3 Property Management: Become Intelligent, 110	8.2 Data Industry Operating Models, 138 8.2.1 Gradual Development: Google, 138	
6.6	Tourism Sector, 111 6.6.1 Travel Arrangements, 111 6.6.2 Pushing Attractions, 112 6.6.3 Gourmet Food Recommendations, 112	8.2.2 Micro-Innovation: Baidu, 139 8.2.3 Outsourcing: EMC, 140 8.2.4 Data-Driven Restructuring: IBM, 140 8.2.5 Mergers and Acquisitions: Yahoo!, 141	
67	6.6.4 Accommodation Bidding, 113	8.2.6 Reengineering: Facebook, 142 8.2.7 The Second Venture: Alibaba, 143	
6.7	Education and Training Sector, 113 6.7.1 New Knowledge Appraisal Mechanism, 114 6.7.2 Innovative Continuing Education, 114	8.3 Innovation of Data Industry Operating Models, 144 8.3.1 Philosophy of Business, 144	
6.8	Service Sector, 115 6.8.1 Prolong Life: More Scientific, 115	8.3.2 Management Styles, 145 8.3.3 Force Field Analysis, 145	
	6.8.2 Elderly Care: Technology-Enhanced, Enough?, 1166.8.3 Legal Services: Occupational Changes, 117	9 Enterprise Agglomeration of the Data Industry	14
	6.8.4 Patents: The Maximum Open Data Resource, 117 6.8.5 Meteorological Data Services: How to Commercialize?, 118	9.1 Directive Agglomeration, 148 9.1.1 Data Resource Endowment, 148 9.1.2 Multiple Target Sites, 149	
6.9	Media, Sports, and the Entertainment Sector, 119 6.9.1 Data Talent Scout, 119 6.9.2 Interactive Script, 120 Public Sector, 121	9.2 Driven Agglomeration, 149 9.2.1 Labor Force, 150 9.2.2 Capital, 150 9.2.3 Technology, 151	
	6.10.1 Wargaming, 121 6.10.2 Public Opinion Analysis, 122	9.3 Industrial Symbiosis, 152 9.3.1 Entity Symbiosis, 152 9.3.2 Virtual Derivative, 153	

CO	M	т		N	TC	
	Tal		-	7.4	10	۰

Index

12 A Guide to the Emerging Data Law

•		= .	
ж	v		

183

193

	9.4	Whee	l-Axle Type Agglomeration, 154	
	2.4	9.4.1		
		9.4.2	r	
	9.5			
	2.0	9.5.1	using Agglomeration, 155	
		9.5.2	of the Contain Dustries, 133	
		9.3.2	The Core Objective "Besiege", 156	
10	Clus	ter Effe	ects of the Data Industry	159
	10.1	Extern	nal Economies, 159	
			External Economies of Scale, 160	
			External Economies of Scope, 160	
	10.2	Interna	al Economies, 161	
			Coopetition, 161	
			Synergy, 163	
	10.3		action Cost, 164	
			The Division of Cost, 164	
			Opportunity Cost, 165	
			Monitoring Cost, 166	
	10.4		etitive Advantages, 167	
			Innovation Performance, 167	
			The Impact of Expansion, 168	
	10.5		ve Effects, 169	
	10.0		Innovation Risk, 169	
			Data Asset Specificity, 169	
			Crowding Effect, 170	
		10.5.5	Crowding Effect, 170	
1	A Mo	ode of I	ndustrial Development for the Data Industry	171
	11.1	Genera	d Analysis of the Development Mode, 171	
			Influence Factors, 172	
			Dominant Styles, 172	
	11.2		c Development Mode for the Data Industry, 173	
		11.2.1	Industrial Structure: A Comprehensive Advancement Plan	173
		11.2.2		, 175
		11.2.3	Industrial Distribution: Endogenous Growth, 174	
			Industrial Strategy: Self-Dependent Innovation, 175	
		11.2.5	Industrial Policy: Market Driven, 176	
	11.3		timized Development Mode for the Data Industry, 176	
		11.3.1	New Industrial Structure: Built on Upgrading of Tradition	al
			Industries, 176	al.
		11.3.2	New Industrial Organization: Small Is Beautiful, 178	
			New Industrial Distribution: Constructing a Novel Type of	
			Industrial Bases, 178	
		11.3.4	New Industrial Strategy: Industry/University Cooperation,	170
			New Industrial Policy: Civil-Military Coordination, 180	179

	Data Resource Law, 183	
12.2	Data Antitrust Law, 185	
12.3	Data Fraud Prevention Law, 186	
12.4	Data Privacy Law, 187	
12.5	Data Asset Law, 188	
Reference	ces	189