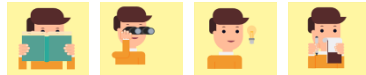


From the digital economy to the (digital) trust economy

We are talking about **trust...**
because there are **risks**



Yves Gassot, CEO, IDATE DigiWorld

15 – 17 November 2016

1. Understand: the paradox



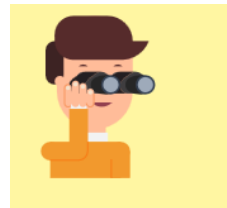
Will consumers wake up?

- **More and more cyber-attacks:** Tesco Bank, Talk-Talk, Dyn, Yahoo, US office of personnel management, etc.
- **Risks tied to platforms' lack of independence...**

And... what will they do about it?

1. **Companies** are investing to prevent security breaches but, according to the ISA ...
“Cyber crime is costing the US economy between \$500bn and \$1tn a year, but less than \$5bn is being allocated to fighting it”.
2. **Customers/Users...** continue to use (free) social media, mobile banking and, recently, we have seen a rapid expansion of the sharing economy where trust is a central prerequisite (giving access to your house or car).

2. Forecast... Did anyone see it coming?

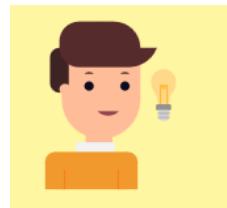


And tomorrow?

We will have to deal with the risks surrounding large-scale deployments of:

- **Autonomous cars**
- **IoT**
- **Smart Cities**
- **Smart Robots**
- **NBIC** (DNA and biomorphic data)
- ...

3. Innovate: Have a tech-positive attitude!



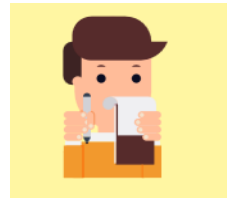
Business Opportunities

- **Build trust through key enablers to secure identity**
- **Trust as an opportunity to develop a safe environment: “trusted third parties”**

... and

- **Blockchain as the ultimate trust solution?**

4. Regulate: fine tuning...



Work on fine-tuning...

thanks to a mix of *ex-ante* and *ex-post* regulation

How to find the right balance between:

- Security **and** Cost effectiveness
- Privacy **and** Monetization
- Competition **and** Innovation

Thank you

... and

Have a great conference!