Market Concentration
- Expanding digital production at little cost (scale without mass) favours dominant players
- Scarcity of skills to exploit data leads to concentration in few hotspots

Market Entry & Competition
- Data access lowers cost of market entry
- Platforms can facilitate entrepreneurship

Data can be shared and manipulated instantaneously on a huge scale and little cost, among any number of actors regardless of their location.

Example: 3D virtual reality versions of products & processes (digital twins) to experiment with designs.

Example: Machine learning techniques & large scale computerized experiments offer new opportunities for research.

Example: New opportunities for sharing & renting as service models.

Example: Crowdsourcing platforms to source ideas from outside the organization.