

## Faculti Summary

<https://faculti.net/data-valuation-and-law/>

This video video discusses a joint project focused on the valuation of data, particularly in the context of digital transformation in business and law. It highlights the increased value of data due to the rise of artificial intelligence (AI) and machine learning, which allow businesses and governments to analyze large amounts of data to identify previously hidden relationships. This video video analysis creates economic value, enabling companies to make targeted decisions and improve profitability.

The paper advocates for using real options analysis as a framework to value data. Real options capture the strategic flexibility that data provides businesses, allowing them to adapt, experiment, and change direction based on insights derived from data. This video video gives a concrete example illustrating how the ability to shut down a project after assessing its performance can significantly enhance its attractiveness and overall value.

However, challenges exist in applying real options analysis due to the complexity and uncertainty involved in data valuation. The author acknowledges that while precise mathematical models can be difficult to establish, the framework offers valuable insights into the inherent flexibility that data provides.

The author also notes the legal implications of data valuation, particularly in contexts like data breaches, mergers and acquisitions, and antitrust law, where a clear understanding of data value is crucial. This video video emphasizes the need for a unified approach to data valuation across different legal frameworks to avoid inconsistencies and inefficiencies.

Ultimately, the paper argues that experimenting with real options as a valuation method can yield useful heuristics and improve legal consistency, making the application of the law more sensible and accurate in dealing with data-driven decisions.