CONTENTS

Acknowledgments ix

Introduction 1

PART I Enabling Datafication: Broadband Infrastructure

1 Data Network as Enabler: Digital Inclusion and Trade Policy 13

- 1.1 Introduction 13
- 1.2 Opening the Services Market 16
- 1.3 Bridging the Digital Divide 20
- 1.4 Digital Inclusion under International Trade Agreements 24
- 1.5 Broadband Investment in a Broader Policy Context 39
- 1.6 Conclusion 46

2 Data Network as Critical Infrastructure: National Security and the Digital Economy 48

- 2.1 Introduction 48
- 2.2 Critical Infrastructure as the Backbone of the Digital Economy 50
- 2.3 Contextualizing Security-Related Exceptions: Possible Reconciliation 57
- 2.4 National Security and Trade Governance in a Datafied World 70
- 2.5 Conclusion 76

PART II Driving Datafication: Digital Platform

3 Data-Driven Platform as Service: Classification, Market Access, and Digital Sovereignty 79

- 3.1 Introduction 79
- 3.2 The "Renewal" of Trade Commitments 82
- 3.3 Classifying Data-Driven Platforms 87
- 3.4 Future Market Access for Data-Driven Platforms 93

	3.5 The Relationship between Market Access and Domestic Regulation 99
	3.6 Conclusion 106
4	Data as Speech and Expression: Trade Aspects of Media Content Regulation 108
	4.1 Introduction 108
	4.2 Regulating UGC: Trade Aspects of Speech Regulation 110
	4.3 Regulating VSS: Trade Aspects of Cultural Policy 123
	4.4 Media Platformization and Local Presence 137
	4.5 Conclusion 141
5	Data as Capital and Algorithmic Input: Competition,
	Transparency, and Trade Rules 143
	5.1 Introduction 143
	5.2 Trade and Competition Policy for a Platform Economy 146
	5.3 Trade Rules and Algorithmic Transparency 163
	5.4 Good Regulatory Practices for Platform Governance 181
	5.5 Conclusion 194
	PART III Datafication and Data Flows
6	Data Flows as Digital Trade: Privacy and Cybersecurity Governance in a Datafied World 197
	Governance in a Datafied World 197 6.1 Introduction 197
	6.2 Data Flow Restrictions as Trade Barriers 1996.3 Privacy Governance in a Datafied World 205
	6.4 Cybersecurity Governance in a Datafied World 2216.5 Global Architecture for Cross-Border Data Flows 228
	6.6 Conclusion 237
	Conclusion 238
	Select Bibliography 244
	Index 260

CONTENTS

viii