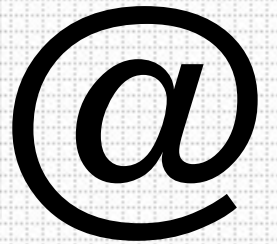


Big data
More is different
Henri Verdier

1- L'explosion des données disponibles

Production continue de masses de données peu structurées



médias

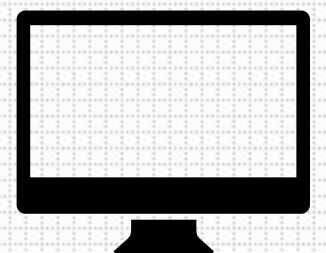
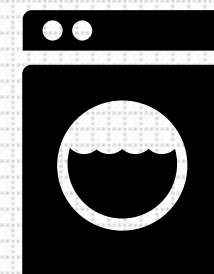
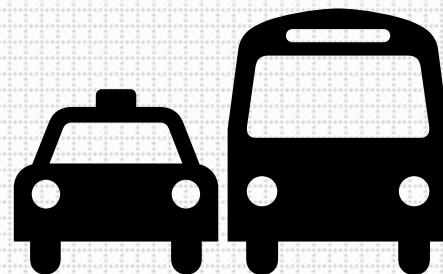
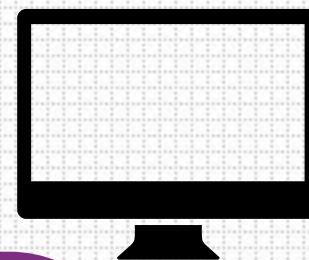
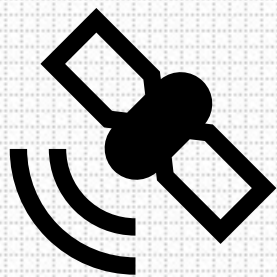
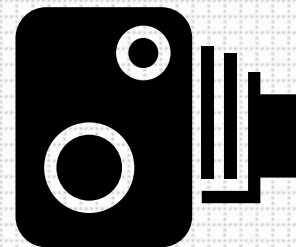
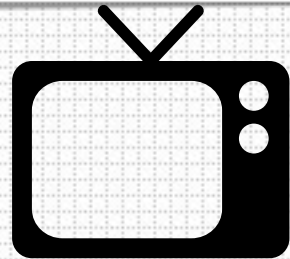
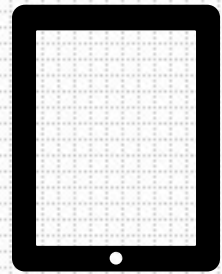
Contenus des utilisateurs

Open data

Traces

Systèmes d'information

Internet des objets



Des volumes qui dépassent l'imagination

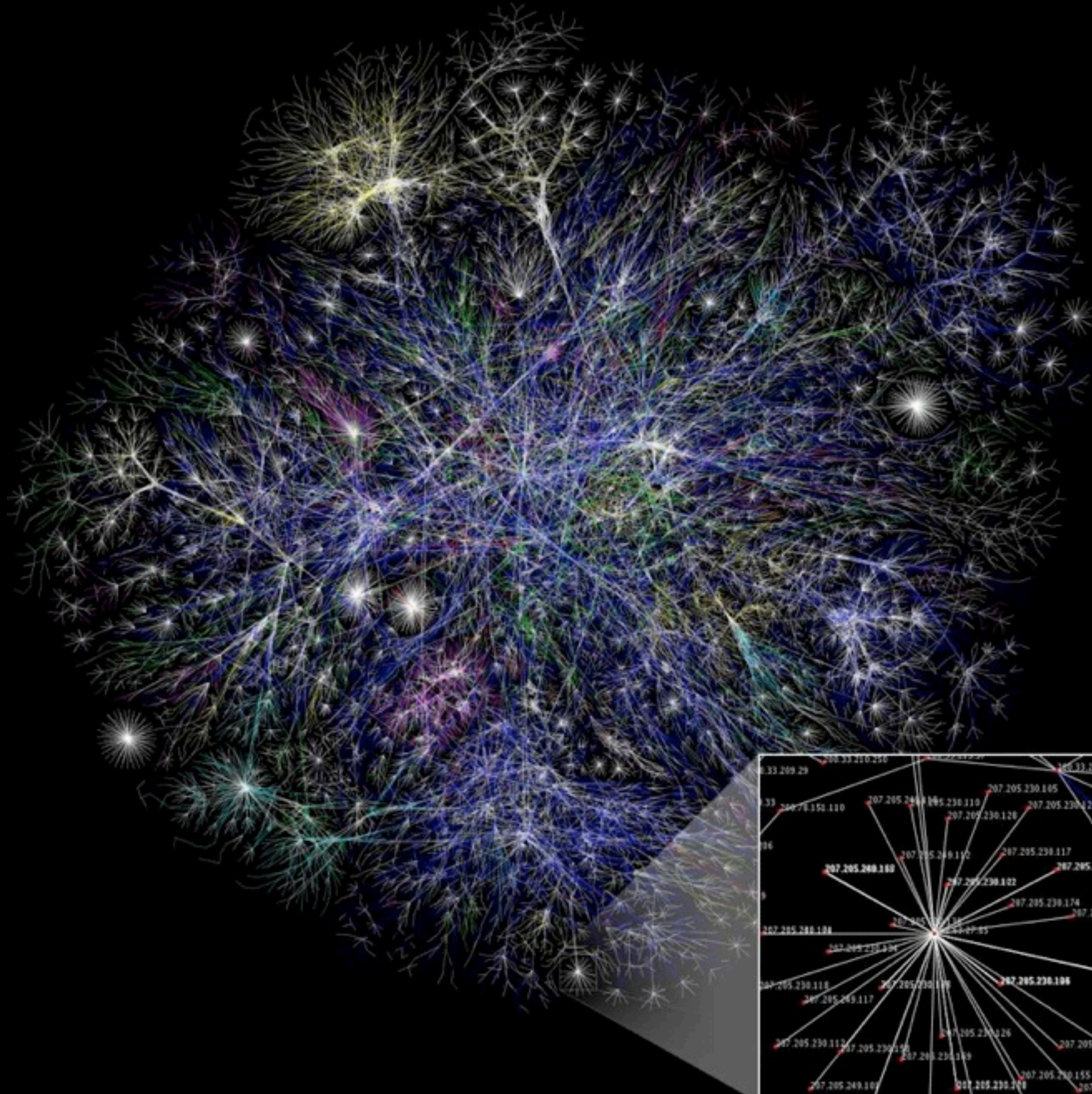
But how much is that really?

IF THE **11 OZ COFFEE**
ON YOUR DESK
EQUALS **ONE GIGABYTE**

↓

A ZETTABYTE
— would have —
THE SAME VOLUME AS
**THE GREAT WALL
OF CHINA**

Elles convergent vers le web



Elles sont de plus en plus accessibles

Web Services Directory

 [Subscribe to get the latest APIs](#)

Hide Filters 

Sort by: **Name** Date Popularity Category

Keywords

Category

Company

Protocols / Styles

Data Format

Date

Managed By

Filter This List

Viewing 1 to 3000 of **6079 APIs**

  Previous **1** 2 3 Next  

API	Description	Category	Updated
Hoptoad	Application error notification service	Tools	2011-07-05
OneLogin	Single sign-on solution	Security	2010-03-13
Ordr.in	Restaurant E-Commerce System	Food	2011-10-02
#blue	Text messaging storage service	Messaging	2011-04-23
.NET Daily Fact	.NET daily fact widget	Internet	2012-01-09
.tel	Access to .tel DNS	Internet	2010-04-30
100 Facts About Me	Fact sharing service	Social	2011-08-19
10x10	Photo and news analysis service	Photos	2010-12-08
11870	Spanish bookmarking and directory	Search	2011-12-09

Nouveaux gisements de valeur



POWER OF PLACE

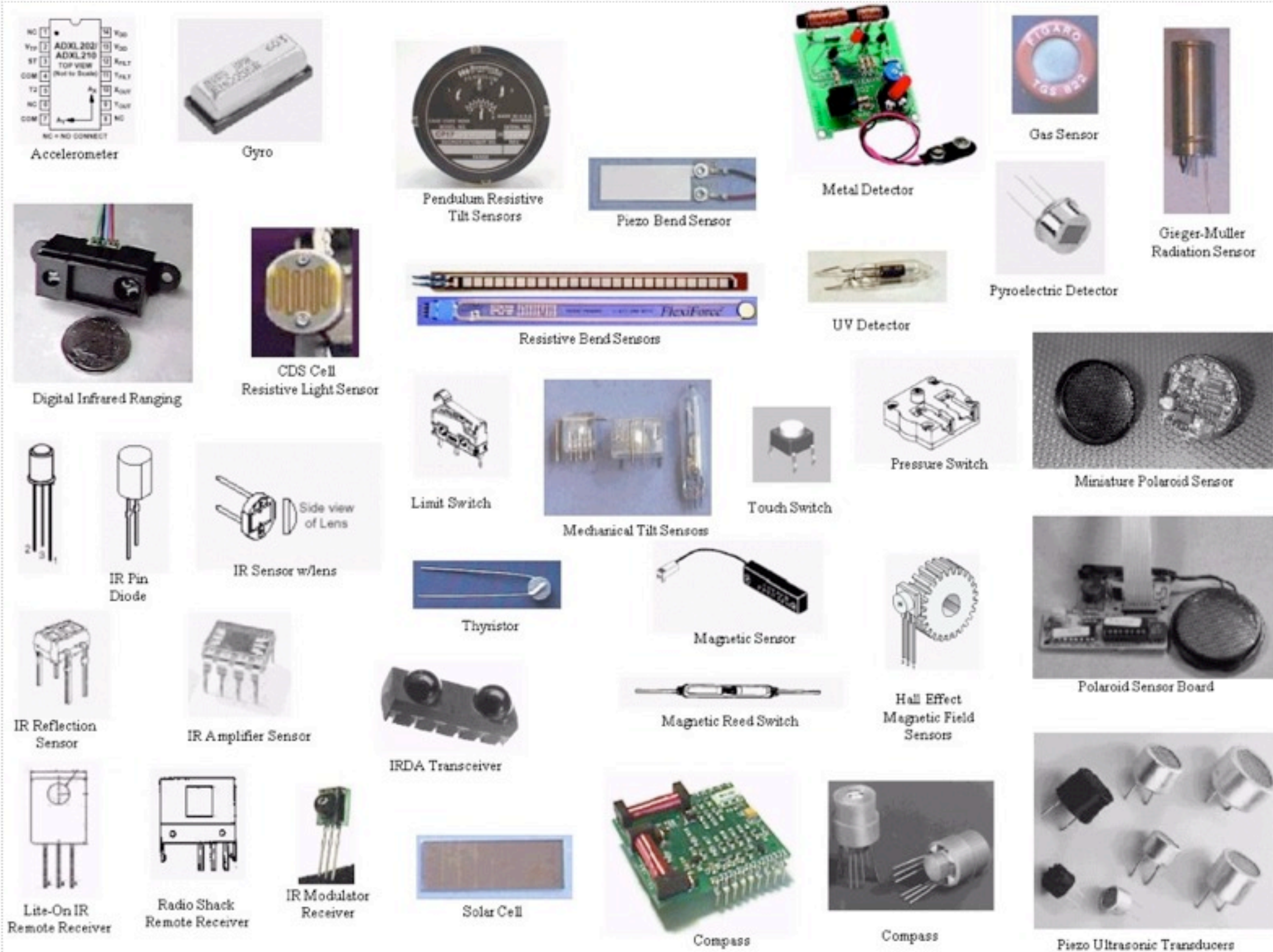
WHERE YOUR USER IS **RIGHT NOW** IS AS IMPORTANT
AS WHO THEY ARE AND WHERE THEY LIVE

ANY LOCATION CAN BE A VENUE FOR A GREAT MEDIA
EXPERIENCE

NEW HITS WILL BE PROGRAMMED FOR GEOLOCATION
IN THE SAME WAY TODAY'S MEDIA PROGRAM FOR
TIME SLOTS

 activate | 5

Elles numérisent le monde

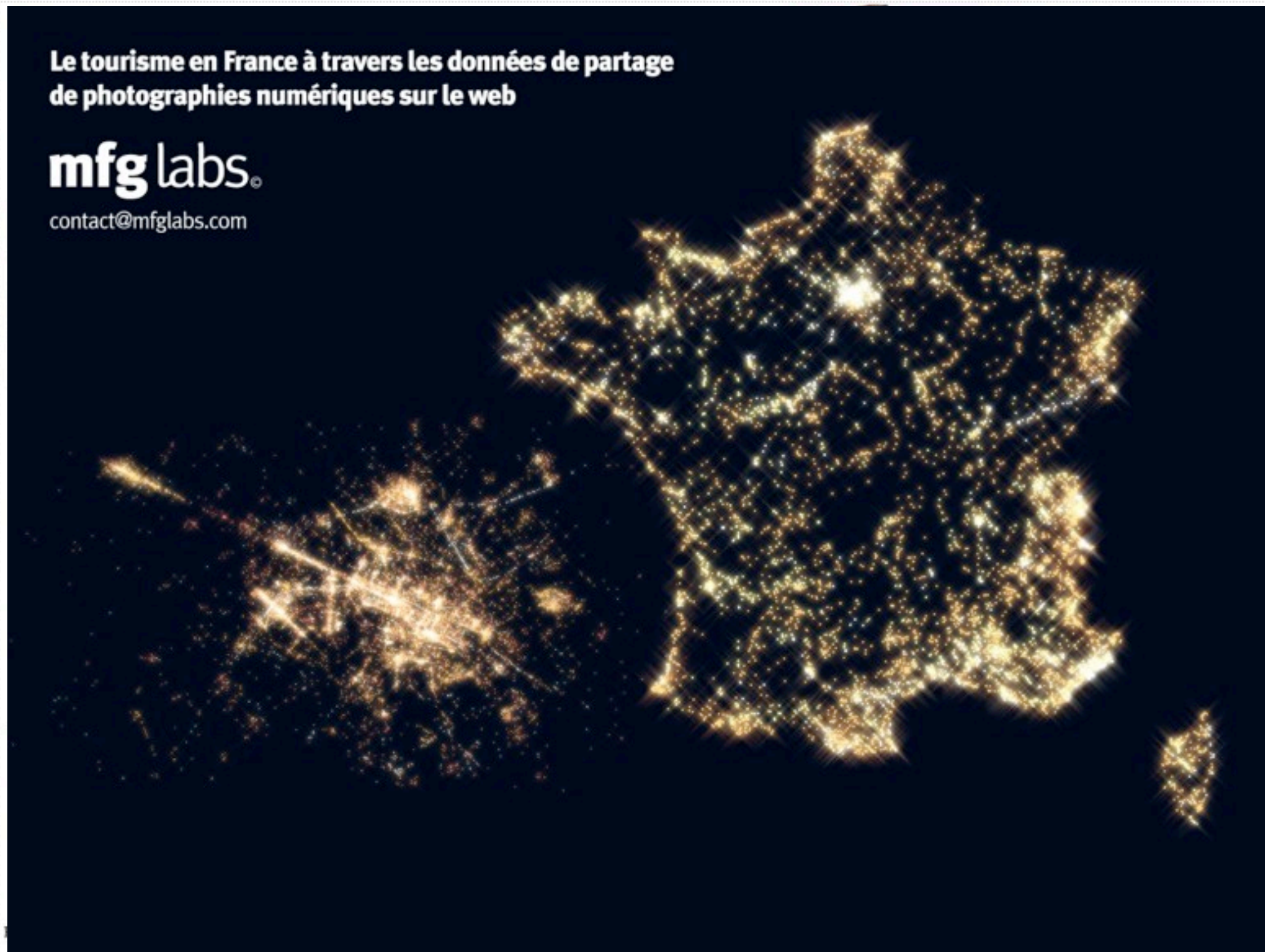


Elles numérisent le monde

**Le tourisme en France à travers les données de partage
de photographies numériques sur le web**

mfg labs®

contact@mfglabs.com



Un phénomène exponentiel



2- La baisse du coût du traitement

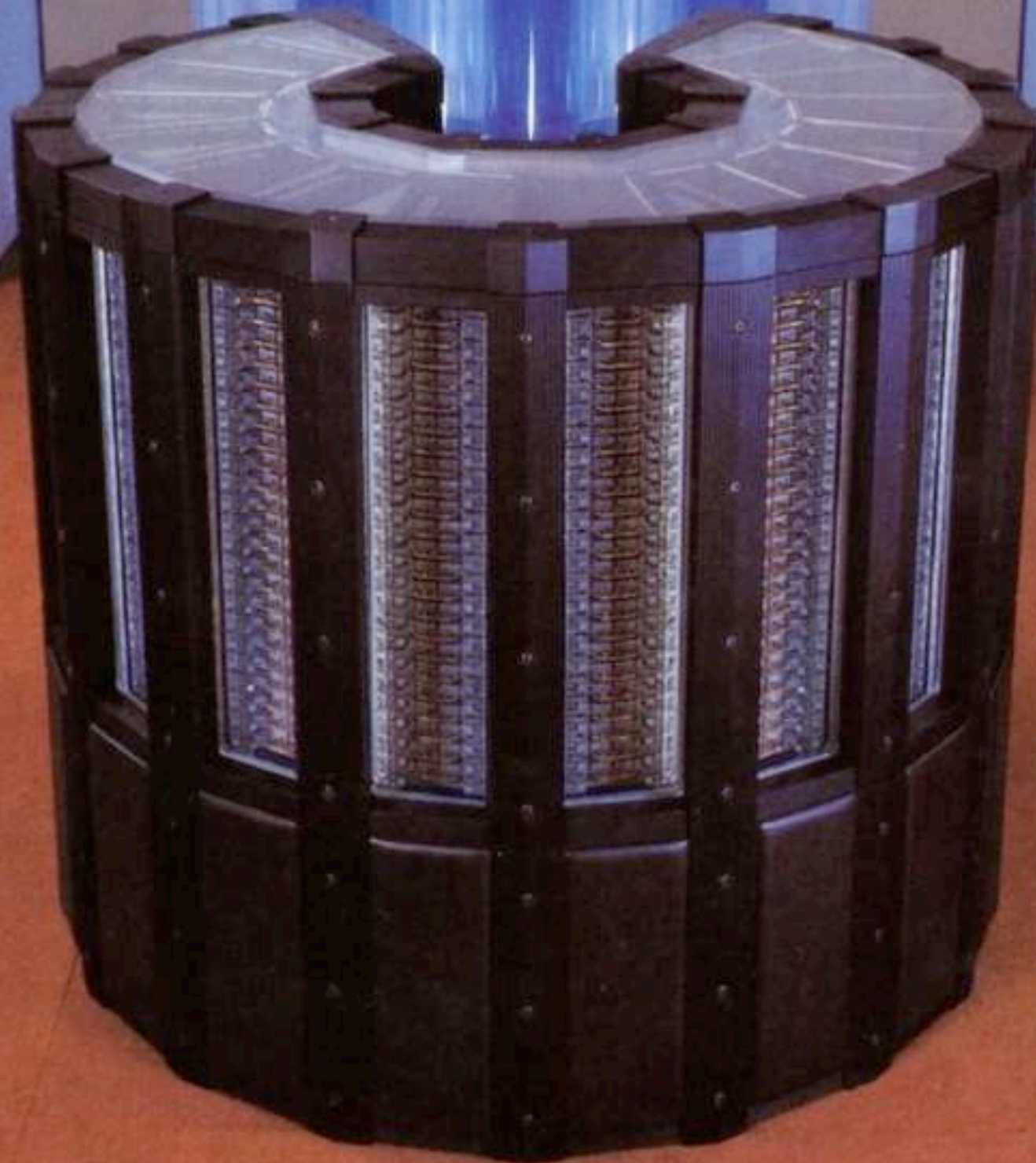
Elles sont de plus en plus faciles à traiter



Elles sont de plus en plus faciles à traiter



Le coût change la donne

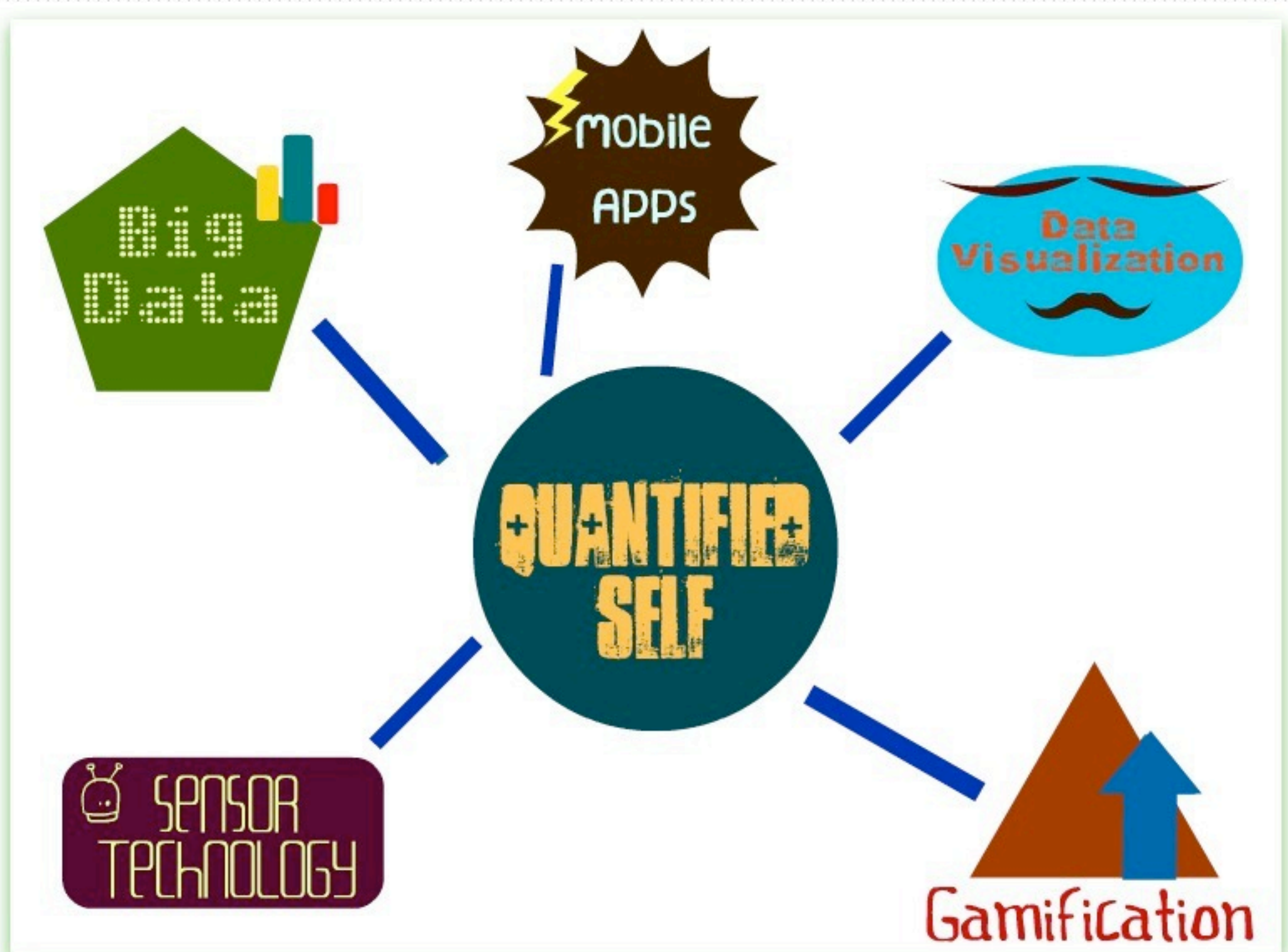


Le coût change la donne



3- Une révolution sociale

Nouveaux codes de relations sociales



4- Un nouveau cycle d'innovations

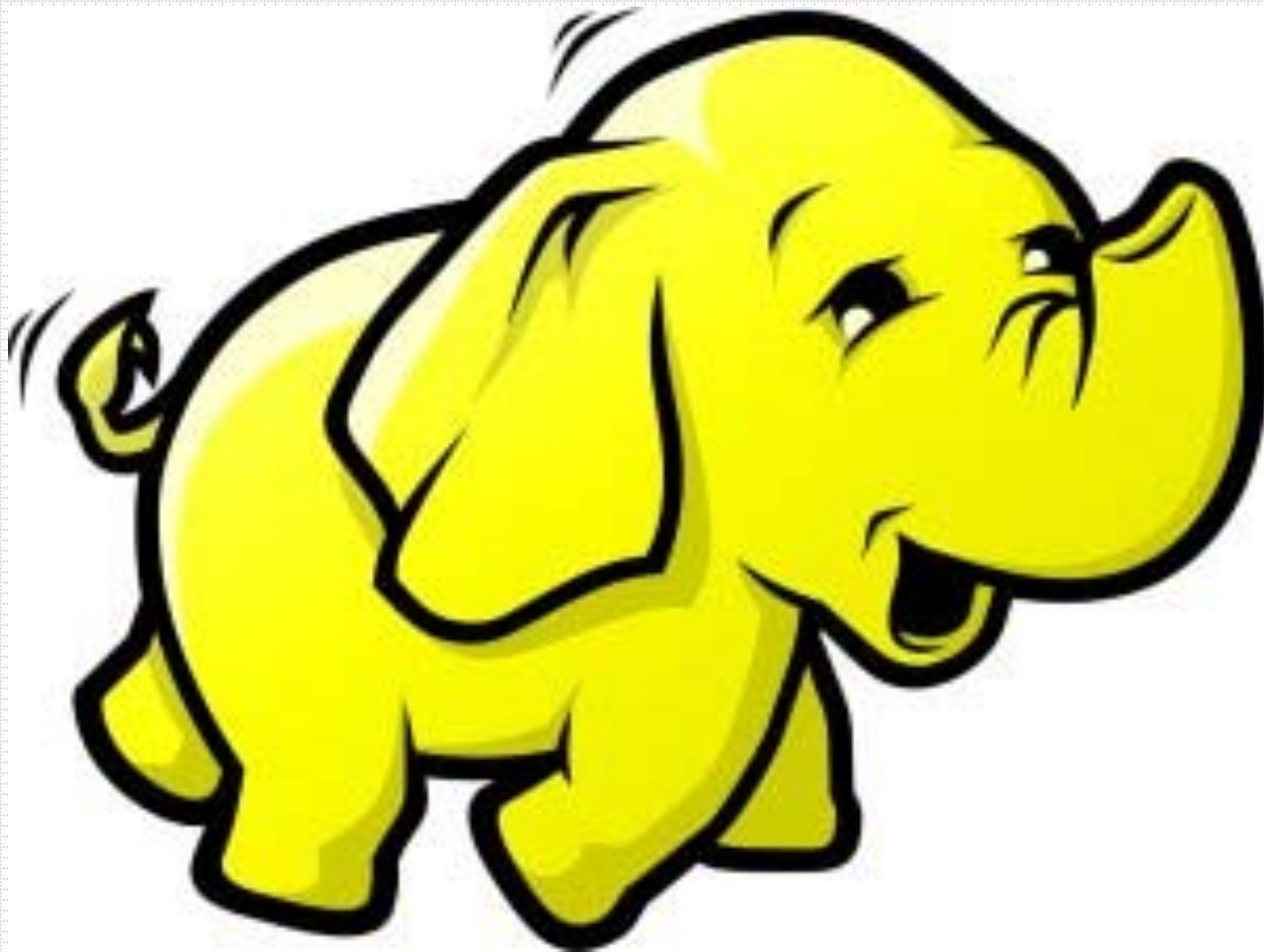
Un nouveau cycle d'innovation



Cloud Computing

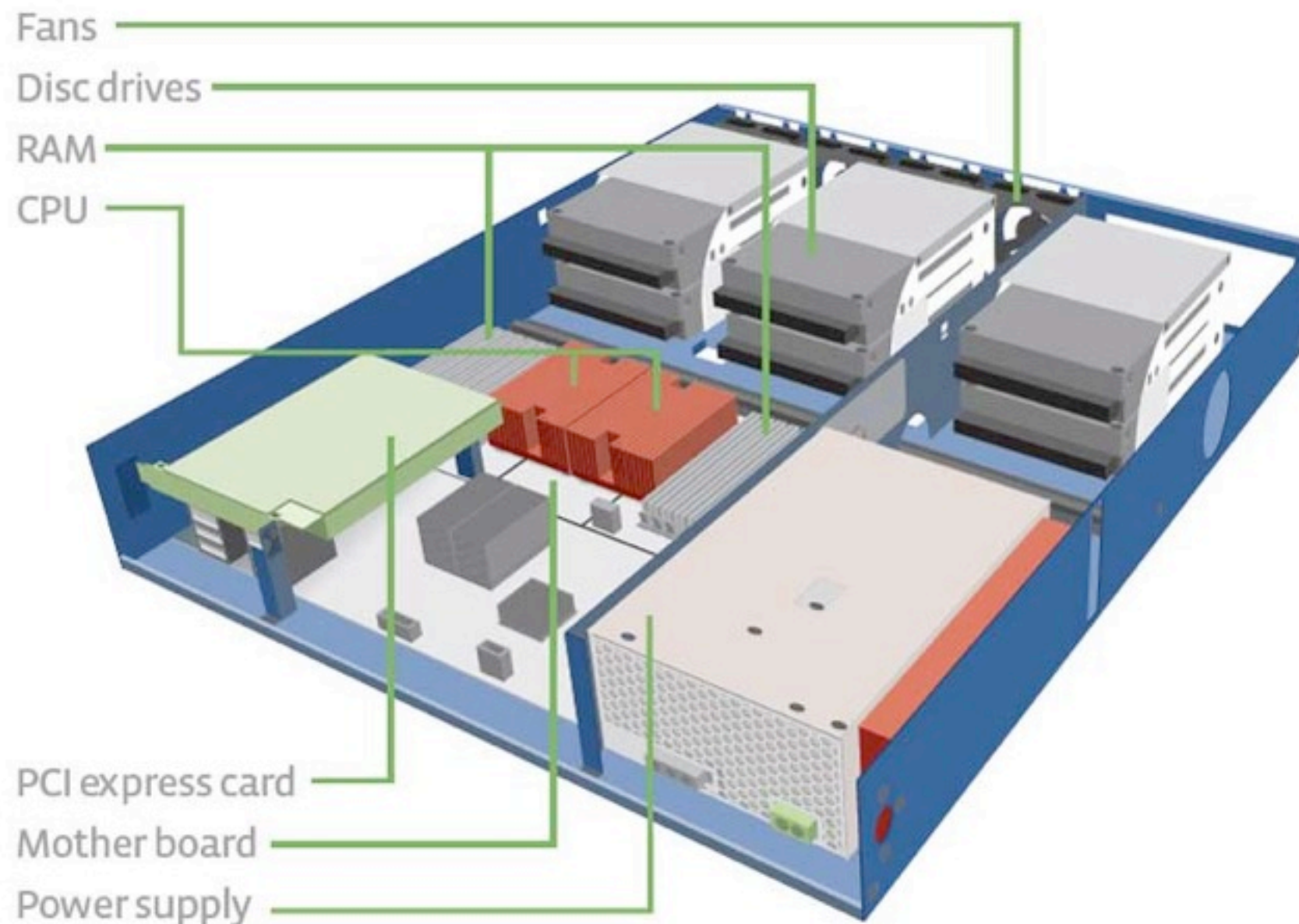


Map Reduce

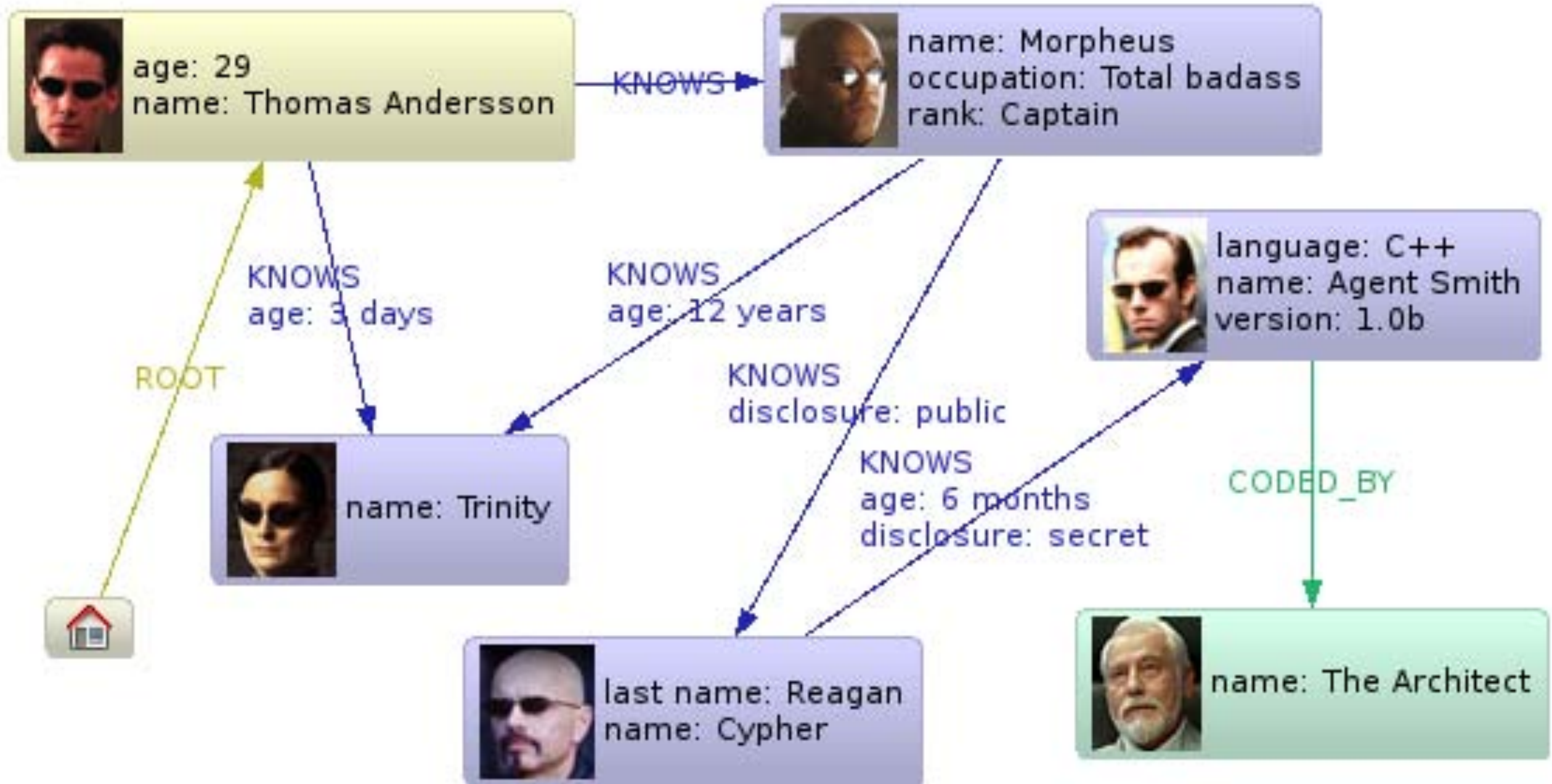


Innovation dans le hardware

Open Compute Project Server



Graph Databases



Bases de données orientées colonnes



Stream Databases

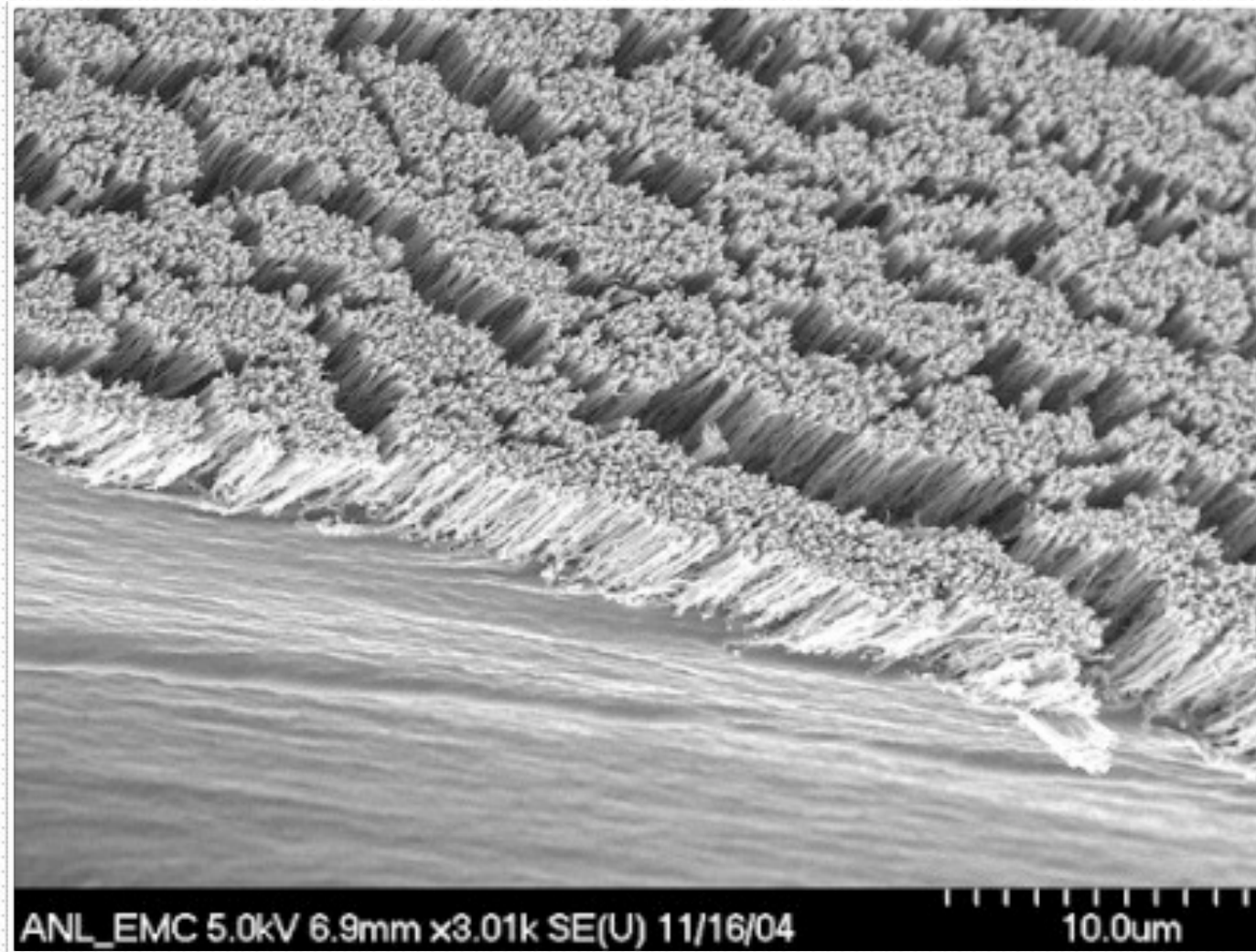


5- Naissance des datasciences

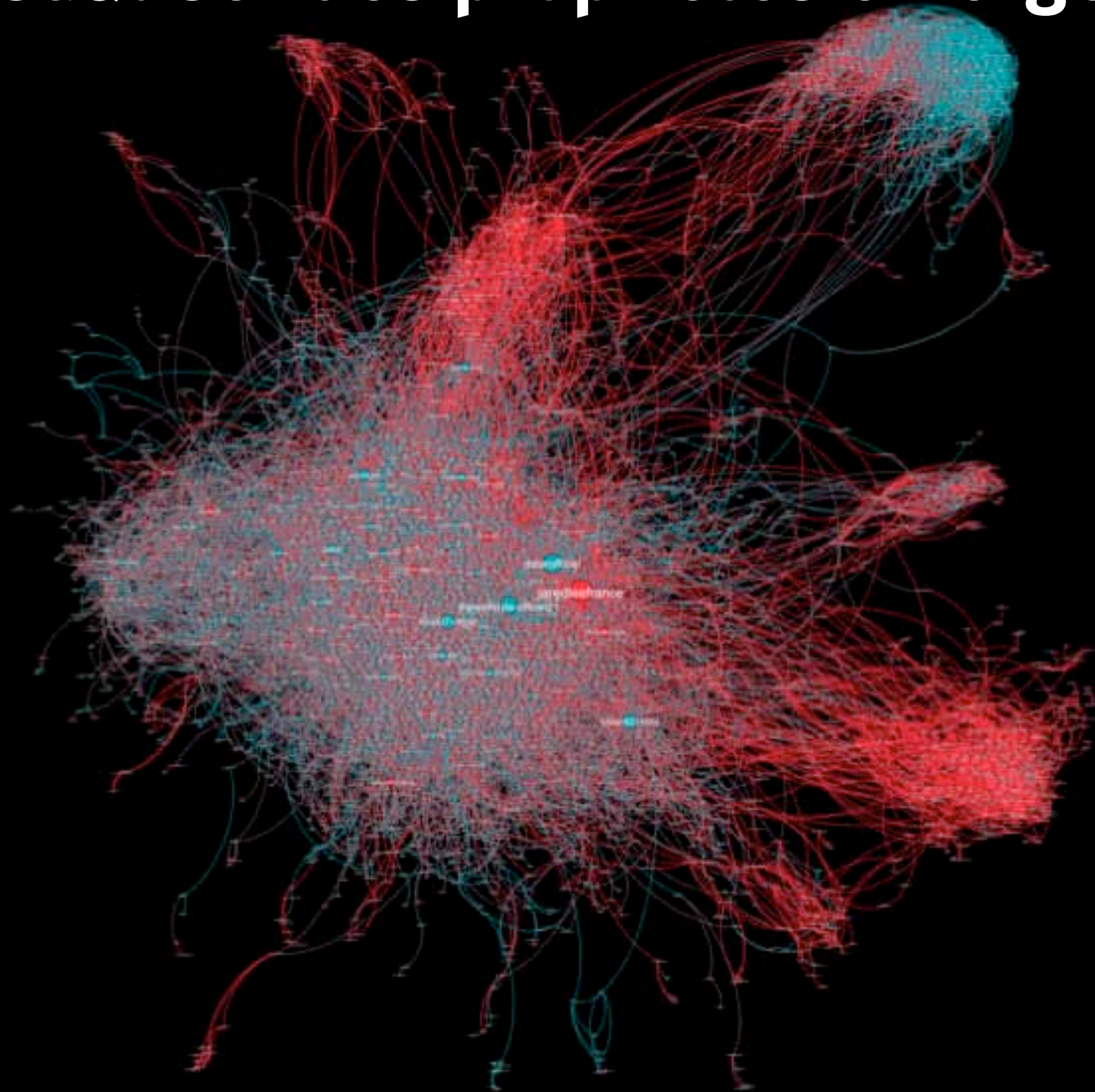
The end of theory ?



Manipuler le niveau «atomique» de la donnée...



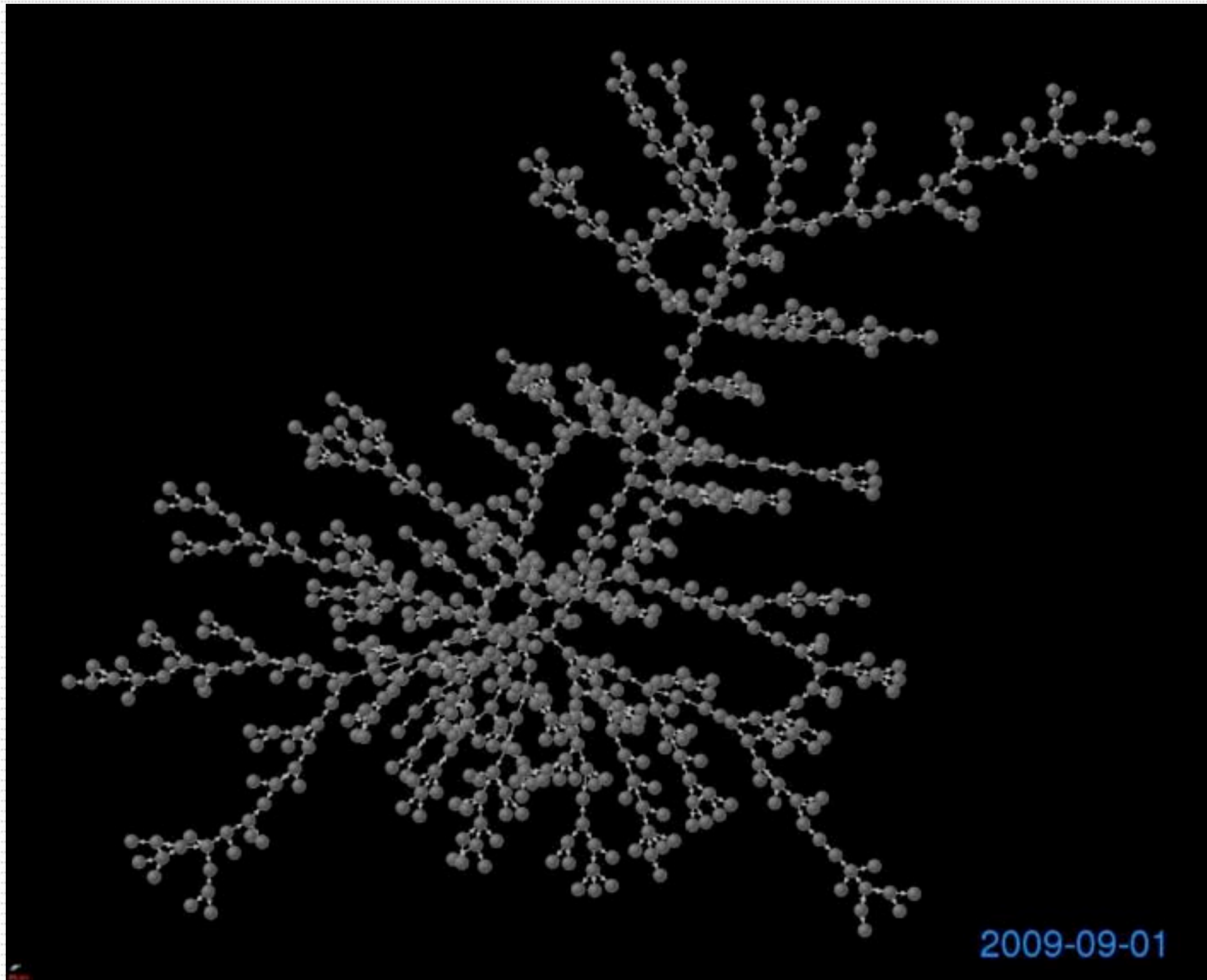
Visualiser des propriétés émergentes



Mesurer d'autres dimensions du réel



Forger de nouveaux outils de prédiction



6- Optimisation de grands systèmes

Prochains secteurs de croissance

Energie

Transport

Villes durables

Logistique

7- L'économie de la multitude

Faire levier sur la multitude



Faire levier sur la multitude

Nicolas Colin
Henri Verdier

01100110101010101011101010001010111010100101101001010010110101110
0010111000110011010101010111010100010101110101001011010010100101001
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1011 011010

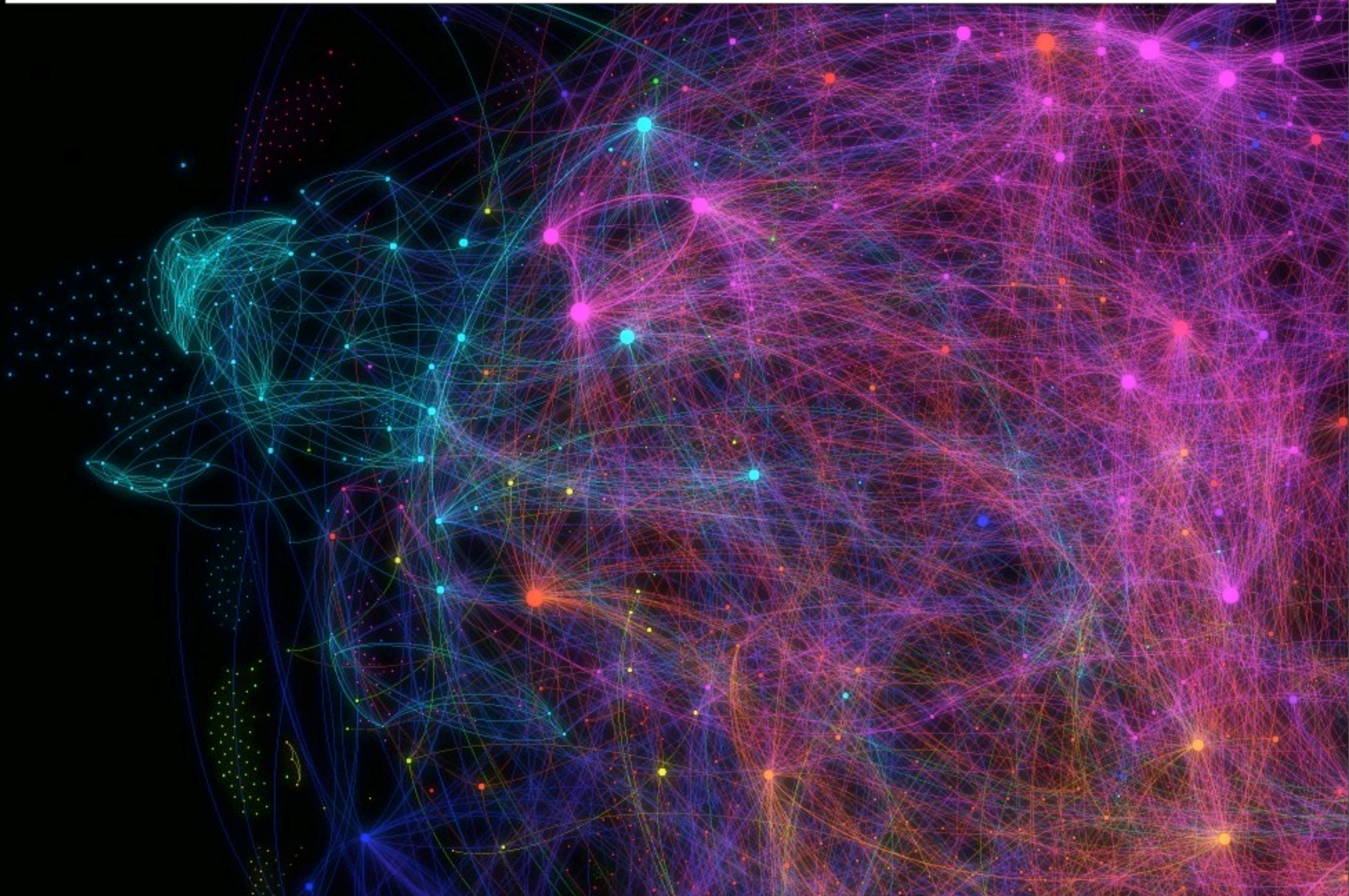
L'ÂGE DE LA MULTITUDE

1101010001010111010100101101001010010110101110001010100001011100011
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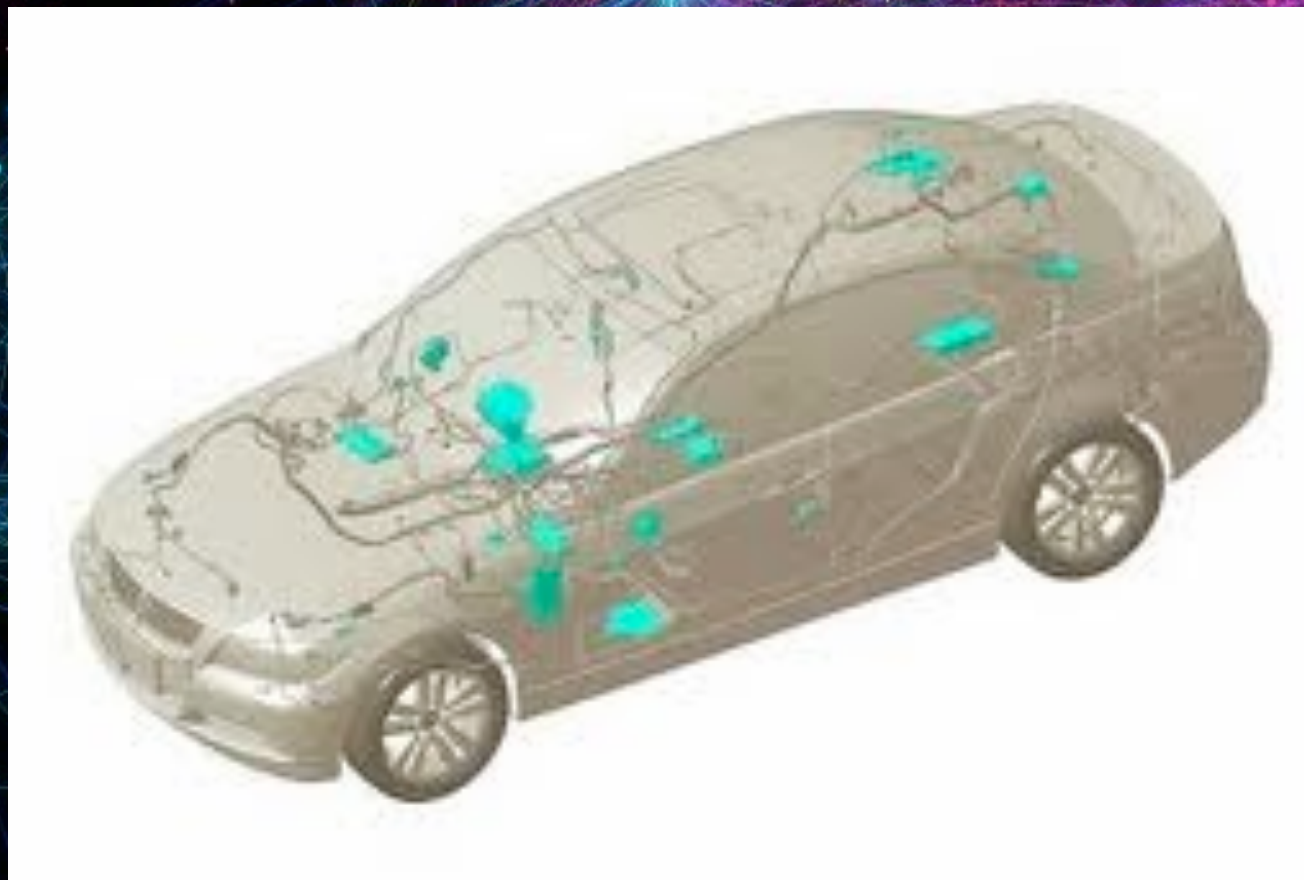
Entreprendre et gouverner
après la révolution numérique

ARMAND COLIN

a- capter et exploiter les traces



a- capter et exploiter les traces



Corrélation / recommandation : économie du pull

Netflix



75%
of sales

Amazon

Les clients ayant acheté cet article ont également acheté

Page 1 sur 13

				
AmazonBasics - Etui en néoprène pour appareil photo compact [Emb...	AmazonBasics - Etui pour appareil photo compact [Emballage « Déb...	DigiEtui - Housse en néoprène rigide pour Appareil photo Canon I...	Sandisk - SDHC - Ultra 4GO de Sandisk	Canon DCC-60 - Etui Flexible pour IXUS 105 / Digital IXUS 90 IS...
★★★★☆ (35)	★★★★☆ (39)	★★★★☆ (2)	★★★★☆ (14)	★★★★☆ (8)
EUR 8,50	EUR 9,99	EUR 12,33	EUR 8,99	EUR 19,89

35%
of sales

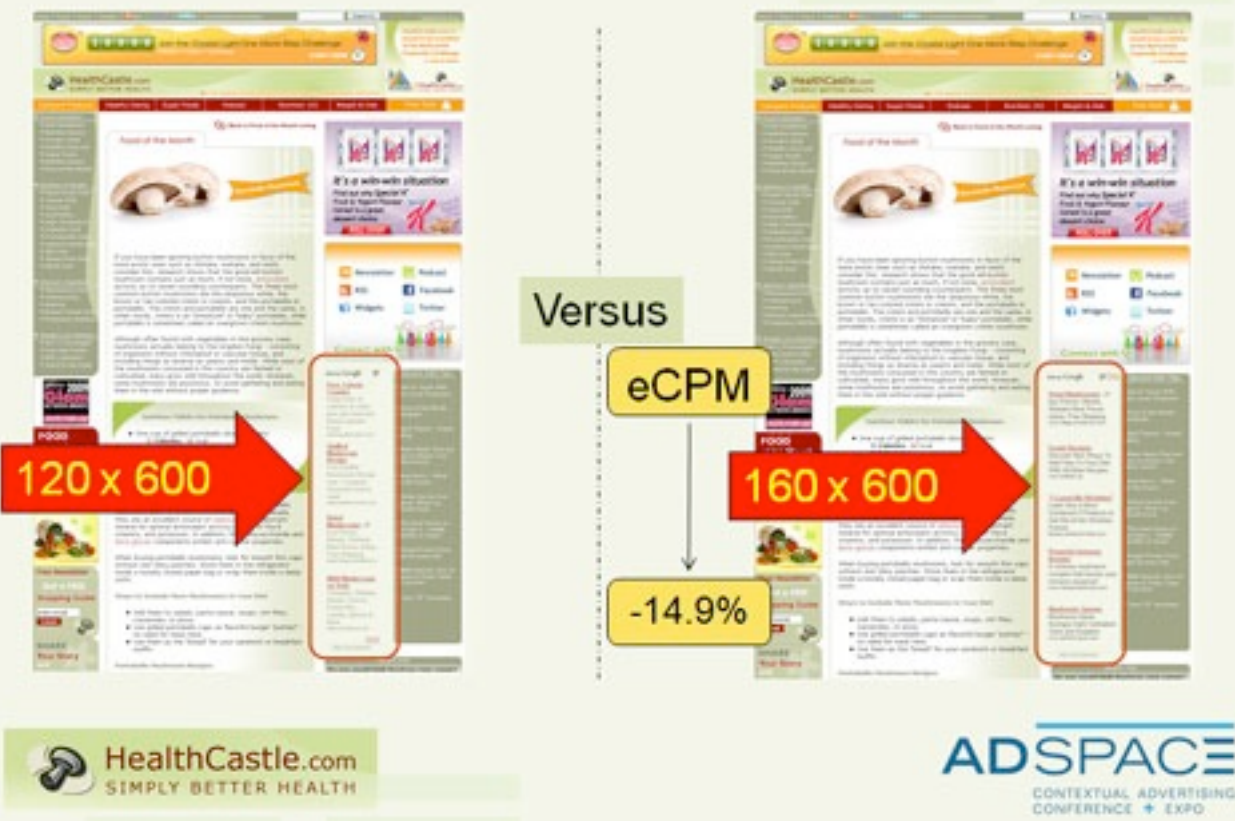
Criteo



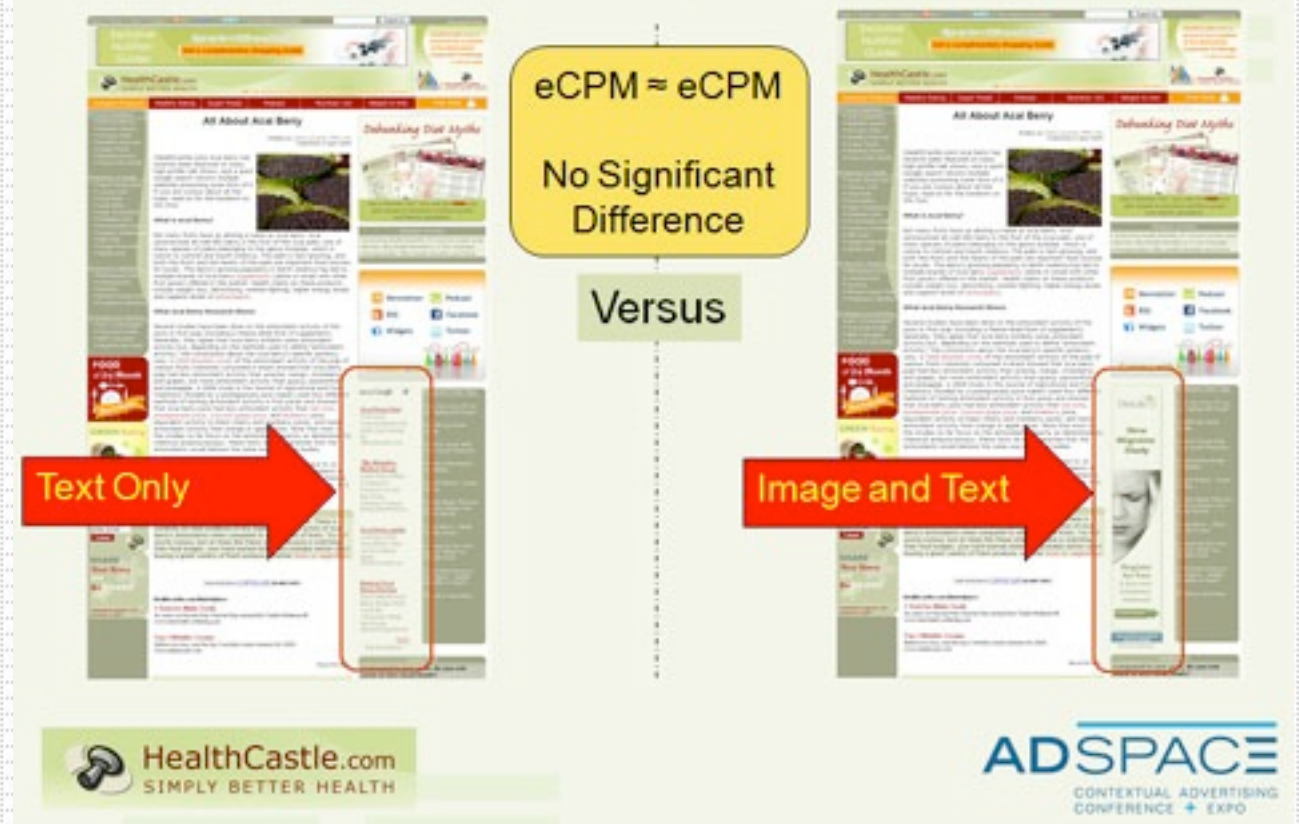
croissance
annuelle
1000 %

A/B testing

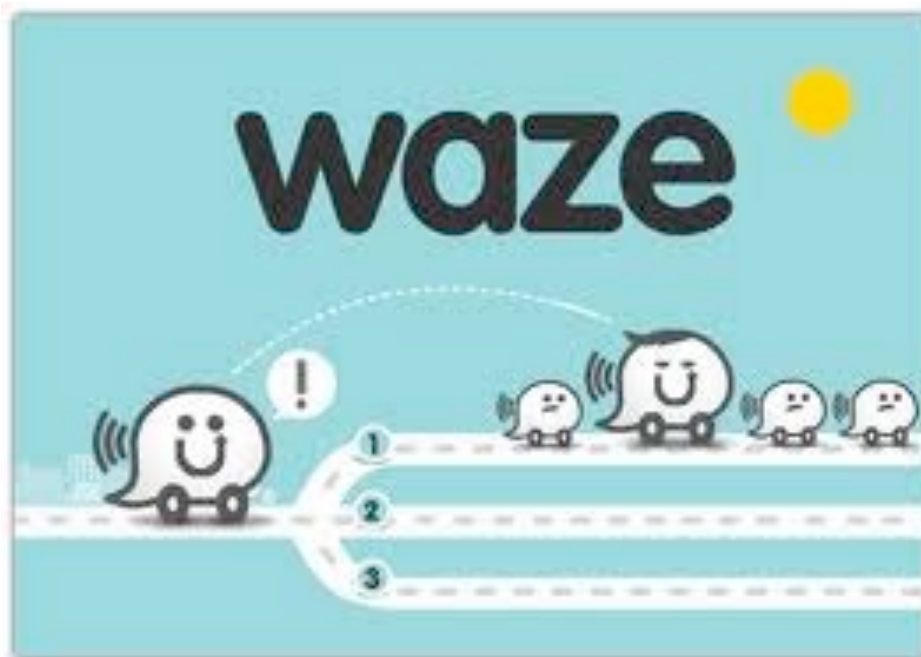
A/B Test: 120x600 vs. 160x600



A/B Test: Text vs. Image and Text



b- susciter la contribution



c- devenir une plateforme

Amazon's Three Businesses



Consumer (Retail) Business

80+ Million active
customer accounts

Seven countries: US,
UK, Germany, Japan,
France, Canada,
China



Seller Business

Sell on Amazon
websites - 1.3 Million
Merchants

Use Amazon
technology for your
own retail website

Leverage Amazon's
massive fulfillment
center network



Developers & IT Professionals

On-demand
infrastructure for
hosting web-scale
solutions

Hundreds of
thousands of
registered customers



Une stratégie générique

APIs ARE BIZ DEV

TECHNOLOGY COMPANIES ALREADY TAKE THIS FOR GRANTED AND NOW MEDIA COMPANIES NEED TO USE APIs TO TURN THEIR PROPERTIES INTO PLATFORMS

MANY KEY FEATURES OF A GREAT MEDIA BUSINESS CAN NOW BE EASILY ASSEMBLED



Une nouvelle ère industrielle



www.henriverdier.com

henri.verdier@gmail.com



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