

# THE DIGITAL ECONOMY IN THE PARIS REGION



## PROJECT

Digitalisation is disrupting everyday life, challenging organisations and their markets and questioning the ways we organise ourselves to build the future. This change is a great opportunity for the entire economy of the Paris Region. Conducted in partnership with APUR (the Paris Urbanism Agency), DIRECCTE and INSEE, this project aims to get a better idea of the digital sector in the Paris Region in order to support the public policies that favour these activities and the economic models that underpin them. As the birthplace of many digital start-ups and home to numerous competitiveness hubs, such as Cap Digital or Sytematic, the Paris Region has all the necessary resources to foster the development of the digital sector.

## METHOD

The IAU has been working on the digital sector in partnership with the London Metropolitan University. Subsequently, a partnership involving stakeholders from the Paris Region including APUR, DIRECCTE and INSEE came to an agreement on a joint definition and published two studies on digital asset profiles and establishments in the Paris Region.

## RESULTS

The Paris Region has increased its knowledge of what is a fast-growing sector. The results of this approach have fuelled the work of the regional economic, statistical and strategic committees on the regional digital sector.

## PRODUCTS

Christelle Ayache, Cap Digital, Johanna Castel, Cap Digital, Stéphane Singier, Cap Digital, Carine Camors, Odile Soula Thépén, The digital transformation of the Paris region's economy, *Note rapide Economy*, no. 687, June 2015

## MAIN POINTS

### Beneficiaries

Regional Council  
State  
City of Paris

### Donors

Regional Council,  
City of Paris

### Implementation period

2015-2016

### Duration of the study

12 months

### Total cost of project

200,000 euros

### IAU's share

50,000 euros

### Partners

IAU

### Mobilisation of experts

2 person-days x month  
6 person-days x month

### Main experts

#### IAU

Caroline Camors, economist  
Odile Soulard, economist

### Partners

Sophie Renouvel, Sandra Roger, APUR,  
Florent Dezenaire, DIRECCTE Île-de-France,  
Cyrille Godonou, Thérèse Ferré, INSEE Île-de-France  
Jo Foord, London Metropolitan University, England

### Basic project data

The digital sector in the Paris Region represents over 500,000 jobs, 12% of which are occupied by self-employed people. There are 131,200 digital establishments in the Paris Region, 80% of which are located in Paris and its inner suburbs.