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

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 05 Nov 2026 at 09:10:58, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009355025

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
6.1 Introduction 197
6.2 Data Flow Restrictions as Trade Barriers 199
6.3 Privacy Governance in a Datafied World 205
6.4 Cybersecurity Governance in a Datafied World 221
6.5 Global Architecture for Cross-Border Data Flows 228
6.6 Conclusion 237

Conclusion 238

Select Bibliography 244
Index 260

Downloaded from https://www.cambridge.org/core. UNIVERSIDAD AUTONOMA METROPOLITANA, on 05 Nov 2026 at 09:10:58, subject to the Cambridge Core terms of use, available at https://www.cambridge.org/core/terms. https://doi.org/10.1017/9781009355025