

The hidden  
asset: Monetizing  
government data  
across the GCC

Across the GCC, government entities are generating unprecedented volumes of data—spanning citizen demographics, urban planning and infrastructure, transport and mobility, health and public safety, the economy, tourism, and more. Notably, these entities have also made significant investments in building unified data platforms aimed to breaking down data silos, strengthening data management and governance practices, and enabling scalable analytics and AI-driven decision-making.

Although GCC governments possess both the data and the infrastructure, most of that data’s value remains internally focused, used primarily for reporting, performance monitoring, and operational decision making. While these internal

applications are important, they represent just one layer of the data’s potential. With significant investments already made in unified data platforms and AI-enabling infrastructure, there is growing pressure to convert these investments into tangible monetary returns. This is where data monetization comes in, offering a way not only to recoup these big infrastructure investments but also to create new value streams, stimulate innovation, and contribute to broader economic goals.

**What is data monetization?**

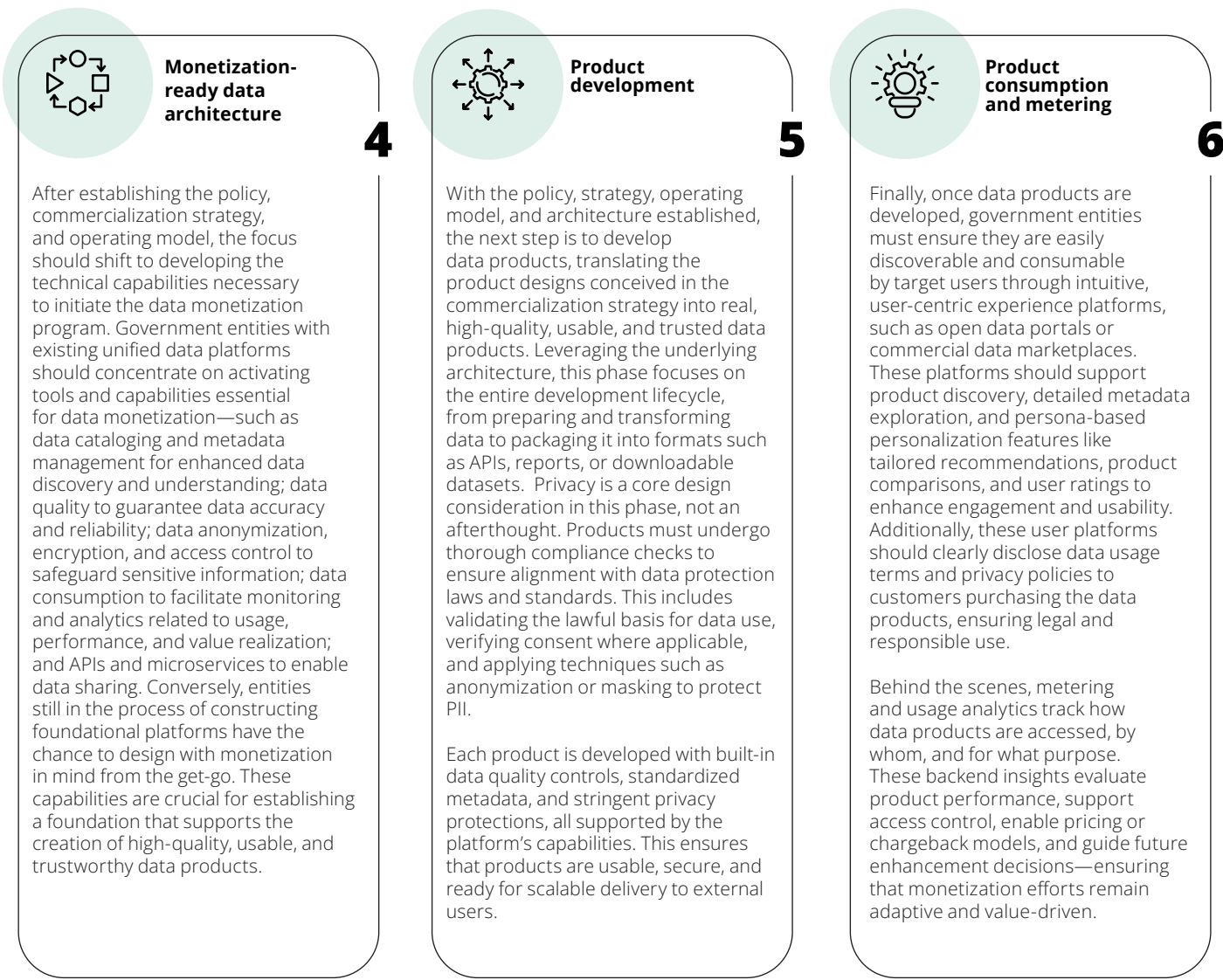
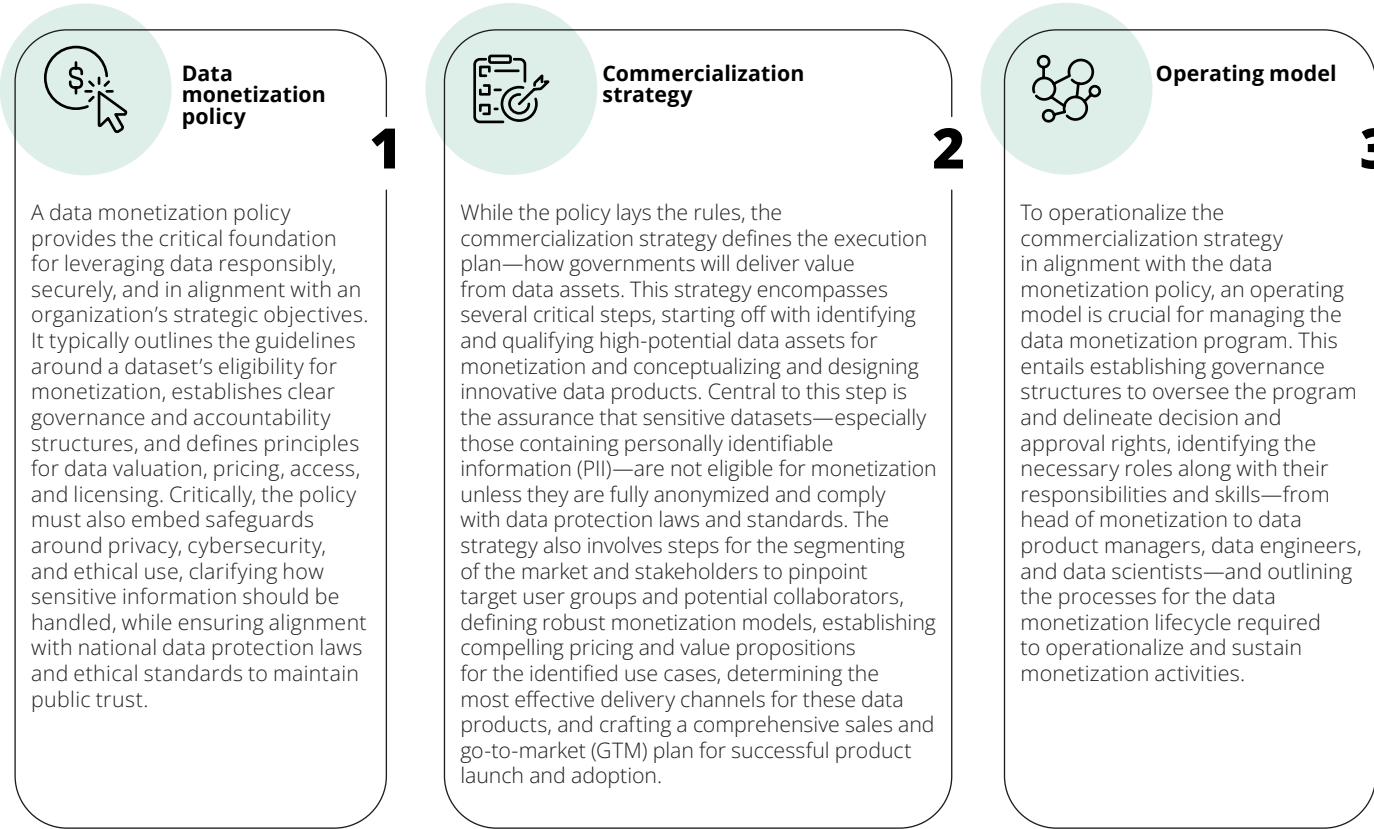
Data monetization refers to the practice of generating value—financial, economic, or strategic—by offering data-based products, services, or capabilities to external stakeholders. For GCC governments, this means transitioning from using data

purely for internal decision-making to recognizing data as a strategic asset. Monetizable data assets can manifest in various forms, including raw or processed anonymized datasets sold or licensed for external use, data-as-a-service application programming interfaces (APIs) providing real-time or batch access on subscription, insights-as-a-service analytics sold as reports or predictive models, and sharing data via exclusive partnerships under revenue-sharing agreements. Done right, monetizable data assets can deliver return on data infrastructure investments, unlock new revenue streams, enable economic diversification, and strengthen government and private sector collaboration to promote innovation.

**So, how can GCC government entities kickstart their data monetization journey?**

**The six enablers of data monetization:**

To move from intent to impact, GCC governments must establish a clear plan for data monetization, which means building the right strategic, operational, and governance foundations from the outset. The following six enablers offer a practical blueprint for designing and operationalizing a data monetization program for GCC government entities:



For GCC governments, data monetization has transitioned from concept to strategic necessity. It is the definitive path to extracting tangible value from expansive data ecosystems, ensuring a significant return on investments in data infrastructure and technologies. By systematically leveraging the six key enablers of data monetization, governments can ignite economic diversification, cultivate new business creation, elevate public service delivery, and forge a dynamic, innovation-driven ecosystem across the government landscape. ●

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With the policy, strategy, operating model, and architecture established, the next step is to develop data products, translating the product designs conceived in the commercialization strategy into real, high-quality, usable, and trusted data products