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Additional Position (Rector, Vice Rector, Dean, Department Chair, Head of Research Group), postdoctoral researcher, Undefined

R&D centraal

Communication Sciences

Studies in Media, Innovation and Technology

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Expertise

Mobile Services

Business Models for ICT systems and services

Smart Cities

Digital platforms

Employment

Additional Position (Rector, Vice Rector, Dean, Department Chair, Head of Research Group)

R&D centraal

Vrije Universiteit Brussel

Brussels, Belgium

28 Jan 2025 → 30 Sep 2026

Communication Sciences

Vrije Universiteit Brussel

Brussels, Belgium

1 Jan 2025 → 30 Sep 2029

Studies in Media, Innovation and Technology

Vrije Universiteit Brussel

Brussels, Belgium

1 Jan 2025 → 30 Sep 2029

Undefined

R&D centraal

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3 Jun 2024 → 30 Sep 2026

postdoctoral researcher

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1 Jan 2024 → 30 Sep 2025

Undefined

R&D centraal
Vrije Universiteit Brussel
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1 Oct 2022 → 30 Sep 2026

Brussels Centre for Urban Studies

Vrije Universiteit Brussel
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12 Mar 2020 → present

postdoctoral researcher

Communication Sciences
Vrije Universiteit Brussel
Brussels, Belgium
1 Oct 2013 → 30 Sep 2037

Research outputs

Handbook of Platform Urbanism

Smets, A. (ed.) & Ballon, P. (ed.), 2025, (Accepted/In press) Edward Elgar Publishing Ltd.

Introduction to the Handbook of Platform Urbanism

Ballon, P. & Smets, A., 2025, (Accepted/In press) *Handbook of Platform Urbanism*. Smets, A. & Ballon, P. (eds.). Edward Elgar Publishing Ltd.

Challenges and opportunities for recommender systems in media markets

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The Archetypes of Digital Business Models

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The European Commission's approach to mergers involving software-based platforms: Towards a better understanding of platform power

Afilipoaie, A., Donders, K. & Ballon, P., Jun 2022, In: *Telecommunications Policy*. 46, 5, p. 1-18 18 p., 102288.

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D'Hauwers, R., Walravens, N. & Ballon, P., 2022, In: *Journal of Business Models*. 10, 2, p. 1-30 30 p.

Expert Recommendations on Energy Trading Market Models using the AHP model

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News Recommender Systems and News Diversity, Two of a Kind? A Case Study from a Small Media Market

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An Ecosystem View of Peer-to-Peer Electricity Trading: Scenario Building by Business Model Matrix to Identify New Roles

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Pierson, J., Van Zeeland, D. J., Heyman, R. & Ballon, P., 30 Jun 2020, *Post viraal naar een nieuw normaal*. ASP Academic and Scientific Publishers, p. 193-201

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"Don't mention the Smart City": A quantitative and qualitative appreciation of the Smart City concept in 13 cities in Flanders, Belgium.

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POLICY BRIEF #17: The MediaHub Brussels has officially launched: Get involved and benefit from the new initiative

Komorowski, M., Braet, O., Ballon, P. & Donders, K., 21 Aug 2018, *Policy Brief*, 17, p. 1-6 6 p.

The effectiveness of involving users in digital innovation: Measuring the impact of living labs

Ballon, P., Van Hoed, M. & Schuurman, D., 1 Aug 2018, In: *Telematics and Informatics*. 35, 5, p. 1201-1214 14 p.

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Wauters, D., Raats, T., Tintel, S., Van Looy, B. & Ballon, P., 2018, *Studies on Media, Information and Telecommunication (SMIT)*. 22 p.

De humane stad: 30 voorstellen voor een stad op mensenmaat

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City of Things: A Multidisciplinary Smart Cities Testbed for IoT, Big Data and Living Labs Innovation

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Policy Recommendations Supporting Smart City Strategies: Towards a New Methodological Tool

Walravens, N. & Ballon, P., 2017, In: *Lecture Notes in Computer Science*. 10268, p. 97-106 10 p.

Standards, innovation and business models: the case of digital radio

Delaere, S. & Ballon, P., 2017, *Handbook of Innovation and Standards*. Hawkins, R., Blind, K. & Page, R. (eds.). Edward Elgar, p. 321-352 32 p.

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Latre, S., Leroux, P., Coenen, T., Braem, B., Ballon, P. & Demeester, P., 2016, p. 1-8. 8 p.

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Living labs as open innovation systems for knowledge exchange: solutions for sustainable innovation development

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De toekomst van het internet
Pieter Ballon
11/02/10
1 Media contribution

De Vrije Universiteit Brussel bouwt mee aan een gebruiksvriendelijke(re) informatiemaatschappij
Pieter Ballon
1/02/08
1 Media contribution

Een algoritme voor de democratie
Pieter Ballon, Ike Picone & Christophe Busch
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1 Media contribution

VUB bouwt draadloos campusnetwerk op mesh-topologie
Pieter Ballon
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1 Media contribution

Woke-discussie zonder karikaturen gezocht

Pieter Ballon & Christophe Busch

19/04/21

1 Media contribution

Short Resumé

I am Professor on the digital economy at the Vrije Universiteit Brussel, teaching at the Communications Sciences and Business Economics departments. I am the director of imec-SMIT (Studies in Media, Innovation and Technology) at the Vrije Universiteit Brussel. This research centre aims to make digital technologies society-proof. With over 100 researchers, it is among the largest centres in social sciences dedicated to digital innovation in Europe. SMIT also contains knowledge centres on media literacy (Mediawijs) and societal impacts of artificial intelligence (KC Data & Maatschappij). From 2017-2021, I held the VUB Academic Chair on Smart Cities. I am also Scientific Lead Humanized Technologies at imec, the worldwide R&D centre on nanotechnology and digital systems, representing the social science research carried out by research teams from several universities.

I hold a PhD in Communication Sciences (VUB) and a Master degree (licentiate) in Modern History (KU Leuven). My PhD dealt with business model innovation and power in mobile communications. I have since then published extensively on the political economy of digital platforms in media and urban contexts. My current research interests include the evolution of digital platform models, the benefits and drawbacks of smart cities, and serendipity in a digital context.

I have written over 60 peer-reviewed articles and book chapters, over 100 published conference papers and have delivered over 50 keynotes. My research is impactful, as testified by a high h-index and citation rate. I sat on the editorial board of 3 academic journals and have been co-editor of 8 special issues of academic journals and of 2 academic books. I have won 5 scientific awards (Veli-Pekka Niitamo Best Paper Award 2015, ICE-B Best Paper Award 2013, Elaine Lawrence Best Paper Award 2013, ICIN Best Presentation Award 2008 and IEEE DYSPAN Best Policy Paper Award 2008). Over the years, I have been the coordinator and promotor of over 100 research projects within VUB and imec, both at European and Flemish levels.

I have co-founded several organisations dedicated to the social sciences. I am co-founder and scientific director of the Hannah Arendt Institute (2020), dedicated to disseminating facts and best practices on citizenship in diverse, urban contexts. It was set up by the VUB and the University of Antwerp, and presently involves all Flemish universities. I am also co-founder of the Brussels institute on AI for the Common Good (FARI), the European Network of Living Labs (ENoLL) and the Open & Agile Smart Cities network (OASC).

Next to my academic research, I try and play a role as opinion maker on digital platforms and their impact on economy and society. I wrote a number of popular-scientific books on cities and technology, including "Smart Cities: Hoe slimme technologie onze steden leefbaar houdt en slimmer maakt" and "De Stad is een Boek"(LannooCampus). From 2016-2019, I was appointed by the Brussels regional government as Brussels Smart City Ambassador. In 2017, I was awarded the prize for Societal Valorisation by the VUB research council, meant for researchers who have a strong societal impact. In 2020, I was one of the winners of the KVAB annual prize for scientific communication. In that same year, I was appointed by the Flemish government as one of the 9 experts advising on the societal relaunch post-Covid-19.