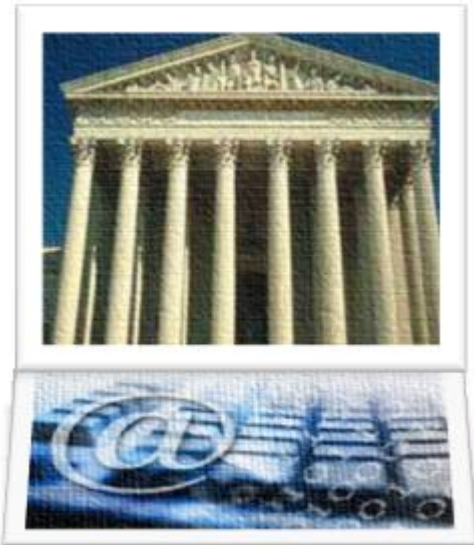




**datos.gob.es**  
reutiliza la información pública



# CHARACTERIZATION STUDY OF THE SPANISH INFOMEDIARY SECTOR Private Sector Information

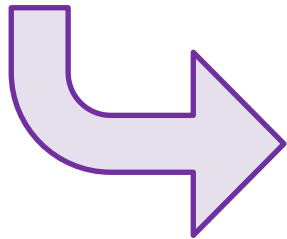
*2014*



## INFORMATION REUTILIZATION OF THE PRIVATE SECTOR :

- CHARACTERIZATION AND DEVELOPMENT OF THE PRIVATE INFORMATION SECTOR

**Private information infomediary businesses develop value-added applications, products and/or services intended for third parties on the basis of private sector information.**

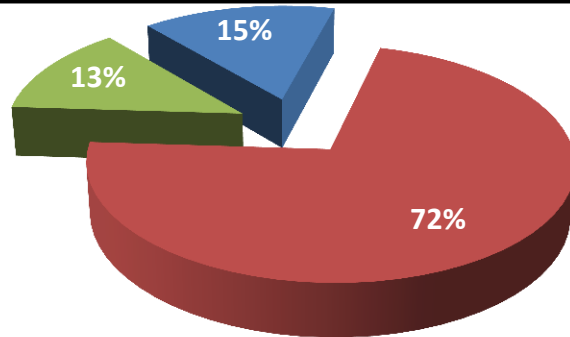


- They use original information to produce **added value**
- It is **offered to third parties** independently of whether it is for commercial ends
- There may be a **link between public/private information** when producing information intended for reuse - both ways - e.g., Public Registries and information from Chambers of Commerce

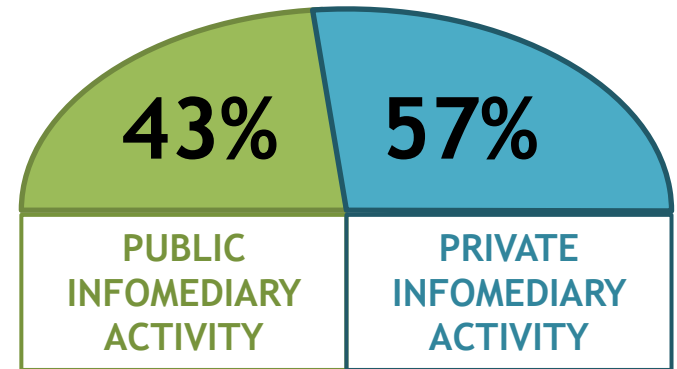
### **NOTE**

- *The Study carried out an essentially qualitative approximation when characterizing the reuse of private information.*
- *The scope of the study does not include the specific reuse of personal data, except - in a collateral fashion - if we refer to publicly accessible data and its use.*

**INFOMEDIARY BUSINESSES**  
Public-Private information utilization

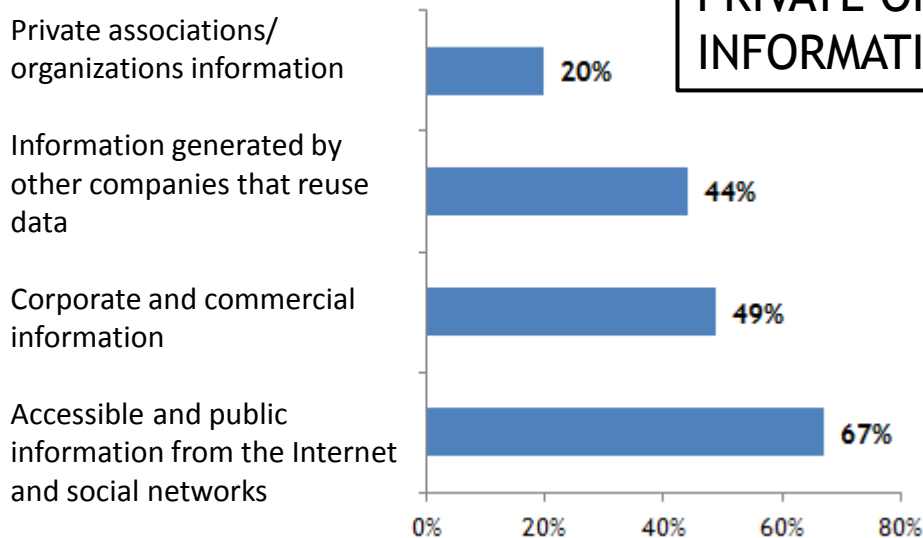


- Public information
- Public + Private information
- Private information



- 59% are more than 10 years old
- 20% are from 5-10 years old
- 21% are less than 5 years old

**PRIVATE ORIGIN OF REUSED INFORMATION**



And further...

**36%**  
access public información  
through private services/portals

## Examples of PRIVATE information sources

### NATIONAL



### INTERNATIONAL





## MARKET STUDIES

### BUSINESS STRUCTURE AND MODEL

#### WHAT DO THEY DO?

Services and products associated with marketing:

- direct marketing,
- digital marketing,
- market analysis, publicity and communication services

#### REUSED INFORMATION

They obtain initial data that establishes context (commercial, socioeconomic, consumer habit info...) and use it to **generate exNOVO new data for their research**

#### RELATION WITH PROVIDERS

Essentially free publicly accessible sources, public (INE, CIS,...) as well as private (EGM, Nielsen...) and other companies that reuse data (e.g. news agencies)

#### RELATION WITH CLIENTS

Ad-hoc reports issued as the result of research: generally with a pay-per-task payment model. Also access by service subscription.

#### FUTURE GROWTH



**Positive growth expected in 2015**

More reports for **more reasoned decision-making**

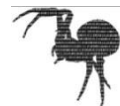
**New business lines = new market niches**

**Crowdsourcing - Content / rights transfer management models**

**New business lines with Internet activity**




- Development of analysis of **active listening on social networks** or **brand reputation** on the Internet
- Use and/or **specific tool development** for these activities connected with the Internet :
  - Web crawling
  - Search engine robots
  - Collective intelligence





## ECONOMICS FINANCE

### BUSINESS STRUCTURE AND MODEL

WHAT DO THEY DO?	REUSED INFORMATION	RELATION WITH PROVIDERS	RELATION WITH CLIENTS	FUTURE GROWTH 
<p><b>Economic financial follow-up services:</b></p> <ul style="list-style-type: none"> <li>- <b>Management of DEBTOR'S LISTS</b></li> <li>- <b>Economic - financial SOLVENCY</b></li> <li>- <b>General financial REPORTS</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Private information</b> (such as the RAI and databases on defaults, clients, operations )</li> <li>▪ <b>Public information</b> (Registries, Official Bulletins)</li> <li>• <b>National and supranational data of a public character</b> (Banco de España, European Central Bank)</li> <li>▪ <b>Other private information</b> (intelligent collective analysis and databases of financial activity).</li> </ul>	<p><b>Publicly accessible and generally free sources, but also paid ones:</b> public and private databases and registries, sources of financial analysis and access to commercial information (corporate data). It is common to pay for data and information.</p>	<p><b>Ad-hoc reports</b> issued as the result of research.</p> <p>Generally a pay-per-task payment model; also <b>vouchers, subscriptions for the use of specific services, monthly payments, etc.</b></p>	<p><b>Positive growth</b> expected in 2015 after a decline in previous years due to the crisis</p> <p>More reports for more reasoned decision-making</p>



## PRICE COMPARISON

### WHAT DO THEY DO?

Analysis of prices, rates, sales, etc. Presented upon user request.

### REUSED INFORMATION

Commercial information on business web sites or provided by them. Use and/or development of specific tools.

### BUSINESS STRUCTURE AND MODEL

#### RELATION WITH PROVIDERS

A commercial agreement may be reached (pay-per-sale) with revenue for the company reusing information.

#### RELATION WITH CLIENTS

Presented upon user request. Internal analysis of preferences for future suggestions.

#### FUTURE GROWTH

Model in expansion



## DIRECTORIES

Directories created based on info about subscribers to services.

Base: Subscriber Data Management System (SGDA) of the CNMC with operator data

The SGDA can be accessed publicly by operators.

Specialized services with the SGDA and other data. Revenue generated by enquiry. It is a basic/traditional model of access to information on businesses/individuals.

## STATISTICS - ECONOMICS - DEMOGRAPHICS

Services associated with the use of public and private statistics

Free access to pub and priv databases

Value-added service (public and private). Pay-per-task





## DRIVERS OF PRIVATE INFOMEDIARY ACTIVITY

### IMPACT OF THE INTERNET ON INFOMEDIARY BUSINESS

- The Internet is the **CHANNEL** for their activity
- The Internet is **INDISPENSIBLE**
  - **Informacion** is on the net
  - **Products and Services** are developed on the net
  - Most **commercialization** takes place through the net
  - Many **clients** are found here

#### This translates to:

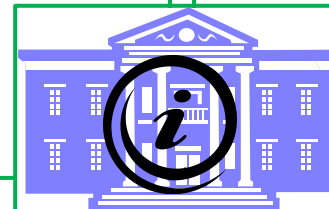
- Efficiency
- Quality
- Service outsourcing = business opportunities
- Data use, big data and macrodata

### IMPACT OF ACCESS TO PUBLIC SECTOR INFORMATION

- Free access to public data makes possible the development of products and services that reuse private data.
- Better access, quality and updates allow for better development of products and services

#### This translates to:

- Greater openness = more possibilities for private growth
- New products and services



## OPINIONS: OBSTACLES TO DEVELOPMENT

### 1. LOW DATA QUALITY

- Accuracy
- Loss of source quality
- Lack of context information

*In this context,  
private information  
is more highly rated  
than public*



**2. UNFAIR COMPETITION AND/OR INFILTRATION** in some services (e.g. debts) vs paid telephone services

**3. LACK OF ACCESS TO QUALITY INTERNATIONAL DATA AND INFORMATION,** identification and access to information from other countries

**4. DOUBTS ABOUT THE SCOPE OF INTELLECTUAL PROPERTY IN SOME AREAS** (e.g. Developing collective intelligence services)

**5. LACK OF INFORMATION / EDUCATION ON INTERNET REGULATION,** especially direct marketing, use of personal data and business obligations. Self-regulation models are good for the sector - e.g. online confidence.