Product Open Data

W3C/OKF/ODI event
‘Open Data on the Web’
Google Campus, Shoreditch, London

23 - 24 April 2013

Free access to product data
product-open-data.com
La liberté guidant le peuple, Eugène Delacroix, 1830 redesigned by Jessica Dere
Product & Open Data

Products are used every day by everybody.

Data printed on product packaging is public information.

Products are fundamental for: economy, trade, ecology, nutrition, human rights...

What is open data?
http://okfn.org/opendata/

Product data is critical for the open data movement.
Overview

**Public Product Repository based on barcode**

**Overview**

- **Manufacturers**
  - GS1 barcode system owner & supply chain focused
  - GS1 is currently investigating how open data about products is already being used - and the potential benefits, opportunities and risks.
  - This might result in a rather different approach from their B2C/MobileCom project, which did *not* provide open data about products.

- **Consumers**
  - Consumers are waiting for tools helping them to choose
  - They are ready to use barcode as a new communication channel
  - Consumers protection/information organizations will wake up soon...

- **Governments**
  - French government is handling the subject
  - EU law *(end 2014)* obligation to provides nutrition information

- **Technology**
  - Big Data enables the management and analysis of huge amounts of data
  - Smartphones enable real time product data by scanning the barcode

- **Stores / e-commerce**
  - Create their own list of products and classifications
  - Hide barcode to be protected from competitors

- **Laws**
  - Use barcode to communicate on products
  - Use barcode as a communication channel

- **Data printed on the products is not published in numeric format**
- **Product public data is stored in their database**

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* http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/proposed_legislation_en.htm
Geography vs Product

Geo and Product concepts can be easily mapped

<table>
<thead>
<tr>
<th><strong>Longitude / Latitude</strong></th>
<th>↔</th>
<th><strong>GTIN code (under the barcode)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>District, region, country, ...</td>
<td>↔</td>
<td>Brand, category, owner,...</td>
</tr>
<tr>
<td>3D Buildings, street view</td>
<td>↔</td>
<td>Packaging, pictures,...</td>
</tr>
<tr>
<td>Users personal maps (ex: Google maps)</td>
<td>↔</td>
<td>Users product list (channel) (between Google maps and twitter)</td>
</tr>
<tr>
<td>Search by address</td>
<td>↔</td>
<td>Search by barcode</td>
</tr>
<tr>
<td>GPS</td>
<td>↔</td>
<td>Smartphone applications with scanner (GPS for products)</td>
</tr>
<tr>
<td>Analytic geo dimension</td>
<td>↔</td>
<td>Analytic product dimension</td>
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</tbody>
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