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Characterization Study of the Infomediary Sector



Proyecto
aporta
Reutilización de la Información
del Sector Público

**Estudio de
Caracterización del
Sector Infomediario**

Junio de 2011



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**Characterization Study of the
Infomediary Sector
2012 Edition**



For the purpose of this study was defined **as Infomediary Sector:**



Set of companies that generate applications, products and / or added value services for third parties, from public sector information.

In the **absence of a census of reference** in this sector, we have proceeded through various sources and consultations with other agencies of the State General Administration that are providers of reusable information. This has allowed to identify an **initial universe of infomediary companies and more precisely we have analyzed the products and services offered to characterize this activity in a more realistic manner.**

At the end of this process has identified a universe of:

150
Infomediary companies in Spain

It has been cataloged these companies into subsectors according to **the area of reusable information**:

- Business/Economy
- Geographical/ Cartographical
- Social-demographic/ Statistical
- Information about museums, libraries and cultural files (new in the 2012 edition)
- Legal
- Meteorological
- Transport

This effort of accuracy on the characterization and its activity has influenced in the **reduction of the identified universe the previous year**:

- Companies that their activity have not considered as infomediary activity finally.
- Companies which no longer sell products or services based on the reuse of public sector information
- Companies which have ceased their activity.



Economic data

330 M€ - 550 M€

- Estimated turnover directly associated with the infomediary activity.

825 M€ - 1,200 M€

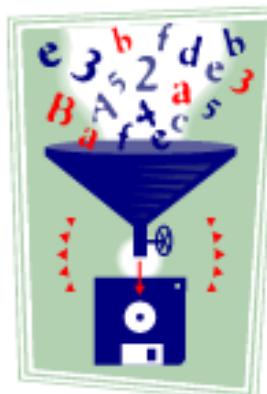
- Estimated turnover generated by companies with infomediary activities.



**3,600 – 4,400
sector employments**

- Infomediary sector generates approximately 4,000 jobs directly related to the infomediary activity.

70% of companies state that infomediary activity has grown or at least has been remained in the same figures as the previous year.



Economic data

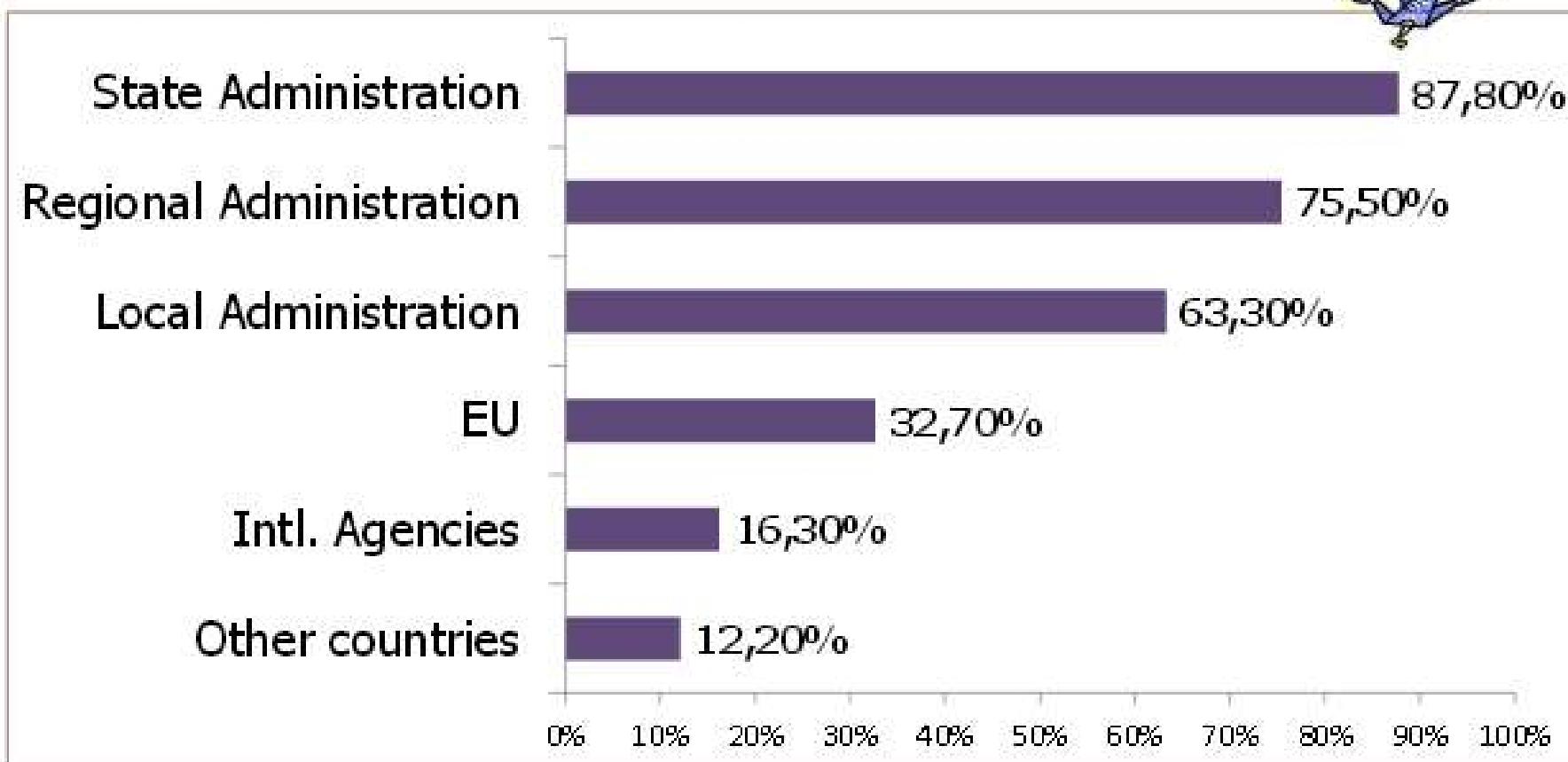
- Within the different types of activity, would be the most prolific **Cartographic/Geographic Information** and **Business/Economic Information**.
- This year's report includes information of cultural sources background information that would be used by just over 10% of companies.

Geographic/Cartographic Information	51.1%
Business/Economic Information	46.8%
Social-demographic/Statistical Information	29.8%
Legal Information	27.7%
Meteorological Information	12.8%
Transport Information	12.8%
Others (IT Consulting,...)	12.8%
Information from museums, libraries and cultural files.	10.6%

Sources of reused information



Area of the information



Sources of reused information

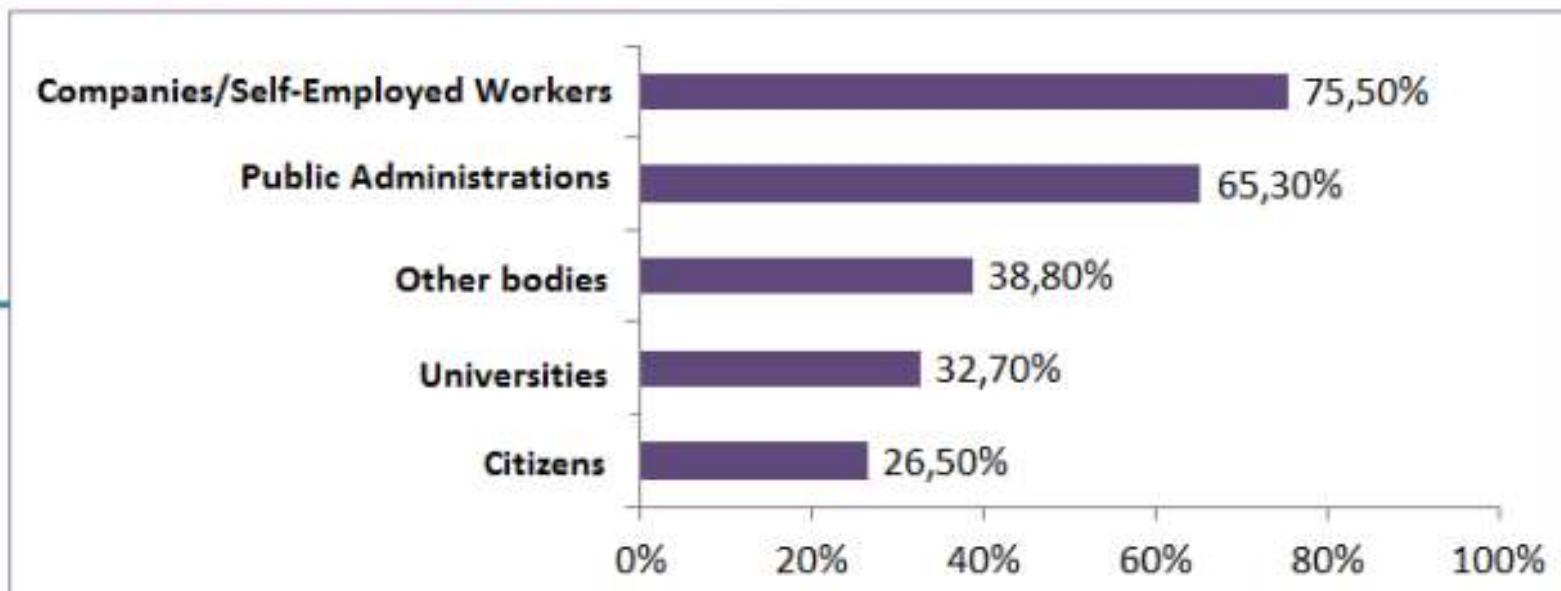
Form of access



- Over 90% of companies have accessed via web or directly to the information of each agency.
- Over **45%** **have accessed to re-use specific portals** created by public administrations.
- There is a **15% that have obtained public information from reusing companies** – they would become reusers of reusing activity.

Activity in the Infomediary Sector

Clients of infomediary sector

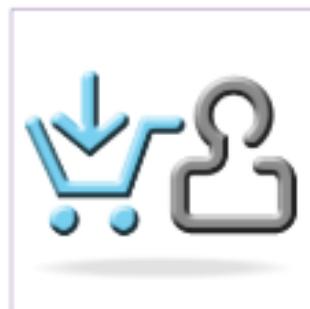


Origin of
clients

Spain	98.0%
Other UE countries	30.6%
Rest of the world	24.5%

- The administration itself becomes a client of infomediary companies.
- A third of companies have overseas customers.

Revenue models



Revenue models

Revenue models for payment of services

Provision model of free services

Free unrestricted	22.9%
Free by key	10.4%
Free with advertisement	14.6%

Pay per access/use/workd done	56.3%
Pay per lineal subscription	33.3%
Pay per subscription with modalities	27.1%
<i>Freemium Services</i>	16.7%

Products, services and applications offered from the sector

GENERIC PRODUCTS	
Data processed	82.9%
Maps	36.6%
Raw data	26.8%
Publications	26.8%

GENERIC SERVICES	
Custom reports	78.8%
Advice	27.3%
Comparatives	18.2%
Clipping	3.0%

APPLICATIONS	
Client Software	70.8%
Mobile Software	29.2%
GPS Information	25.0%
SMS/mail alerts	16.7%



HIGHLIGHTED ELEMENTS

- Over 25% **sell raw data** directly from the Administration-
- **Custom reports at the request of clients** is the main service of sector.
- Nearly 30% of companies generate **applications for mobile devices**

Internet is the basis for the exercise of their activity



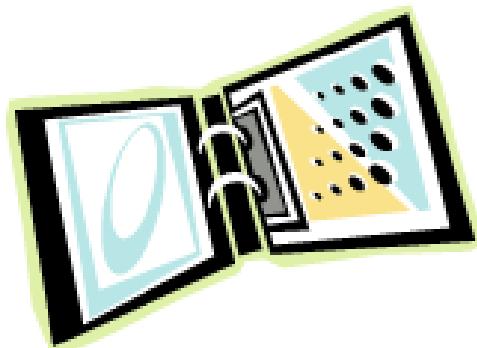
Internet (web y FTP) and e-mail are the key distribution channels

98%

Companies use **electronic format** for distribution of their products or services

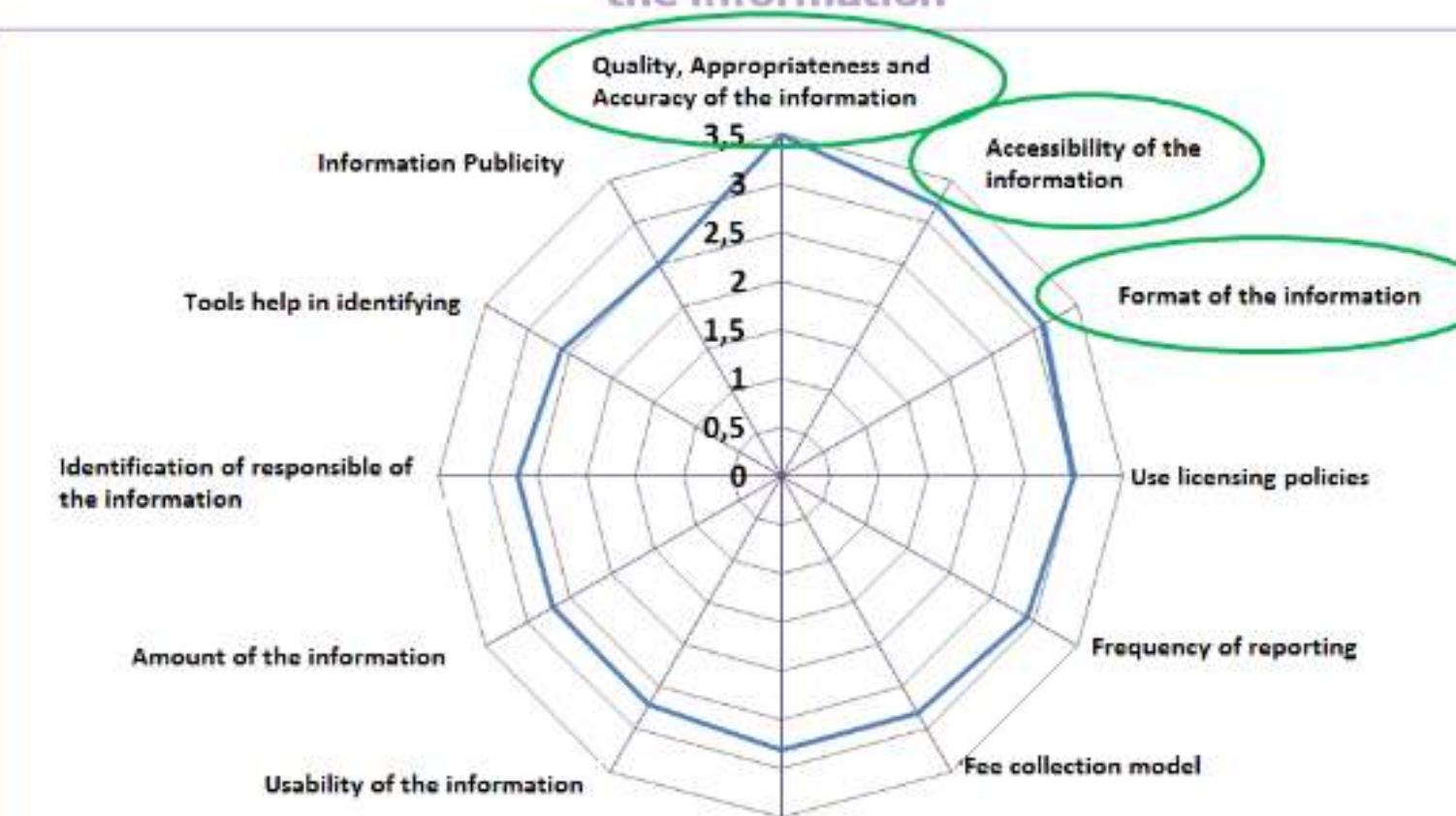
Spanish is the common language for the products or services offered but it also highlights the production in English, Catalan and Galician.

PDF format is the most used for the distribution of products or services (**63.8%**)



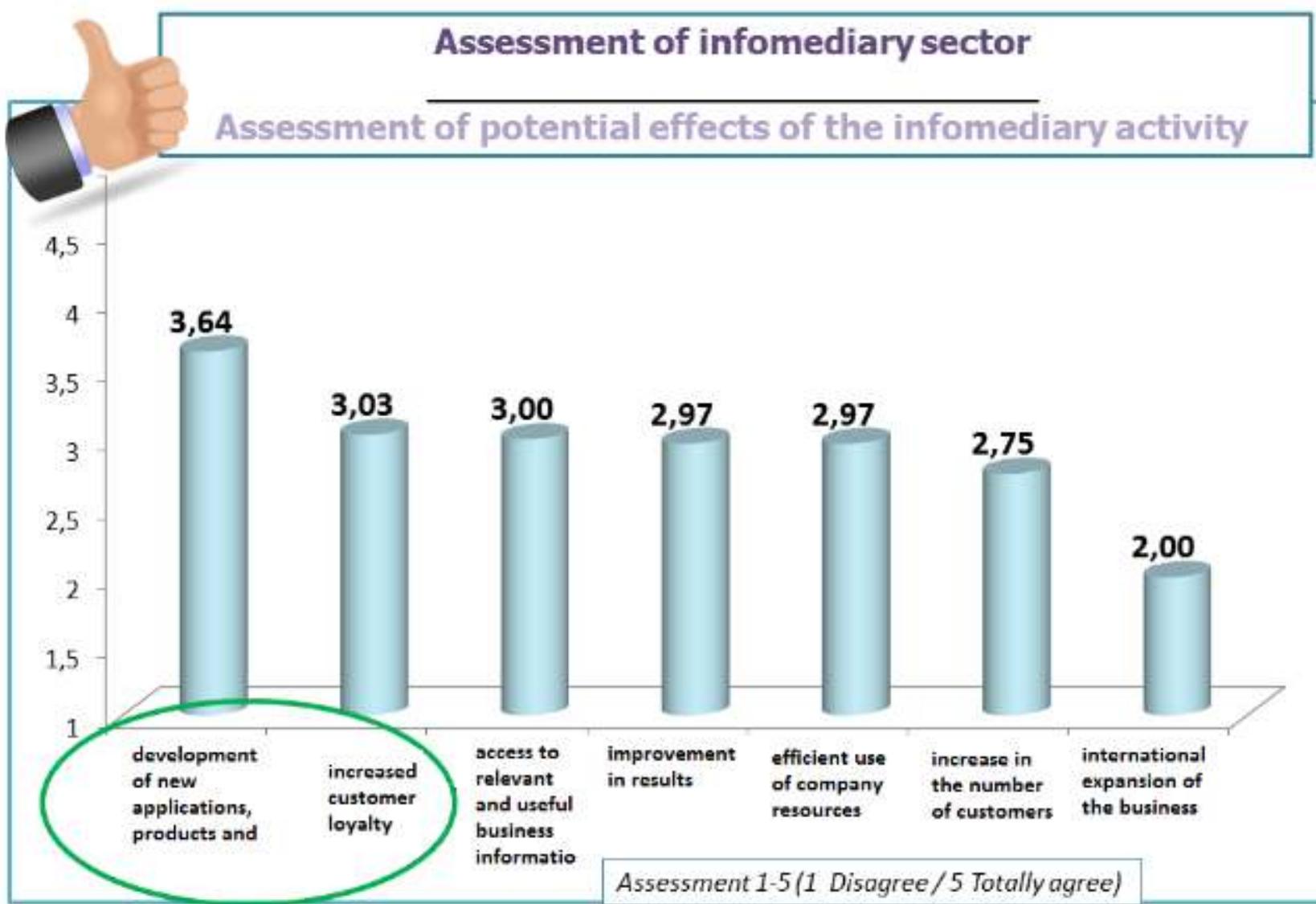
Assessment of infomediary sector

Activity carried out by the Administration for the development of reuse
the information



Assessment 1-5 (1 Disagree / 5 Totally agree)

Activity in the Infomediary Sector



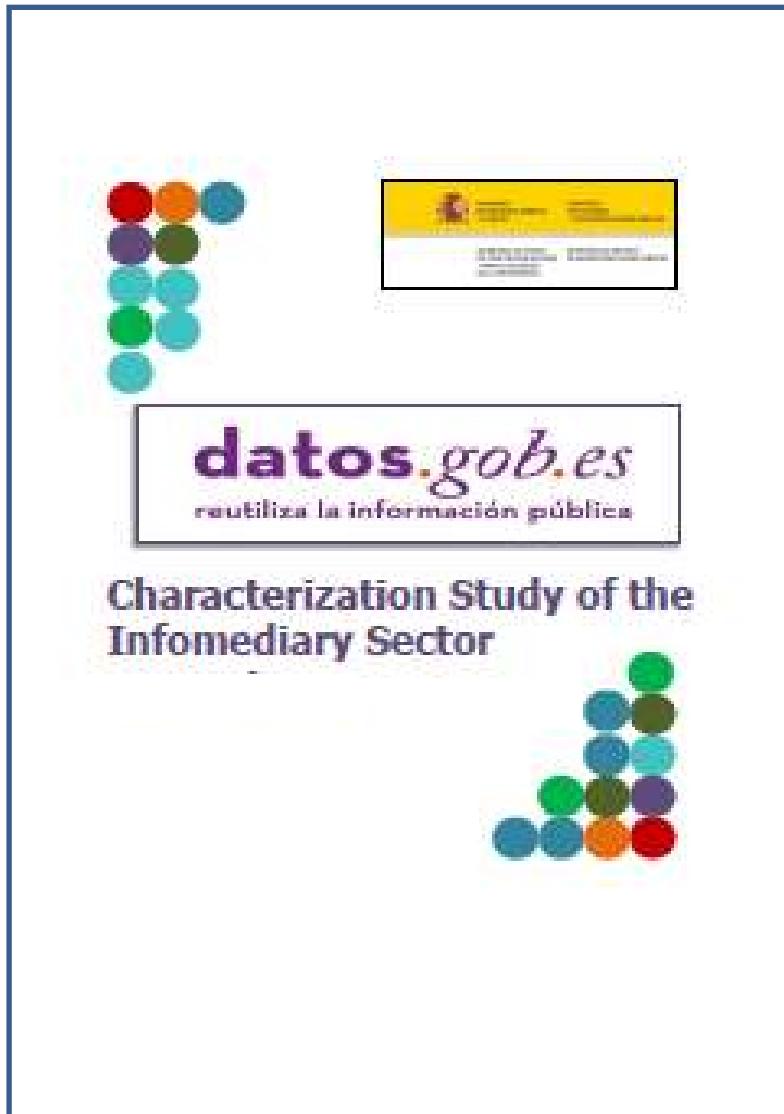


Proposals for the future of companies infomediary

It should **increase the reuse culture** that currently exists in both the Administration and in the group of reusing companies or potentially reusers.

Sector demands:

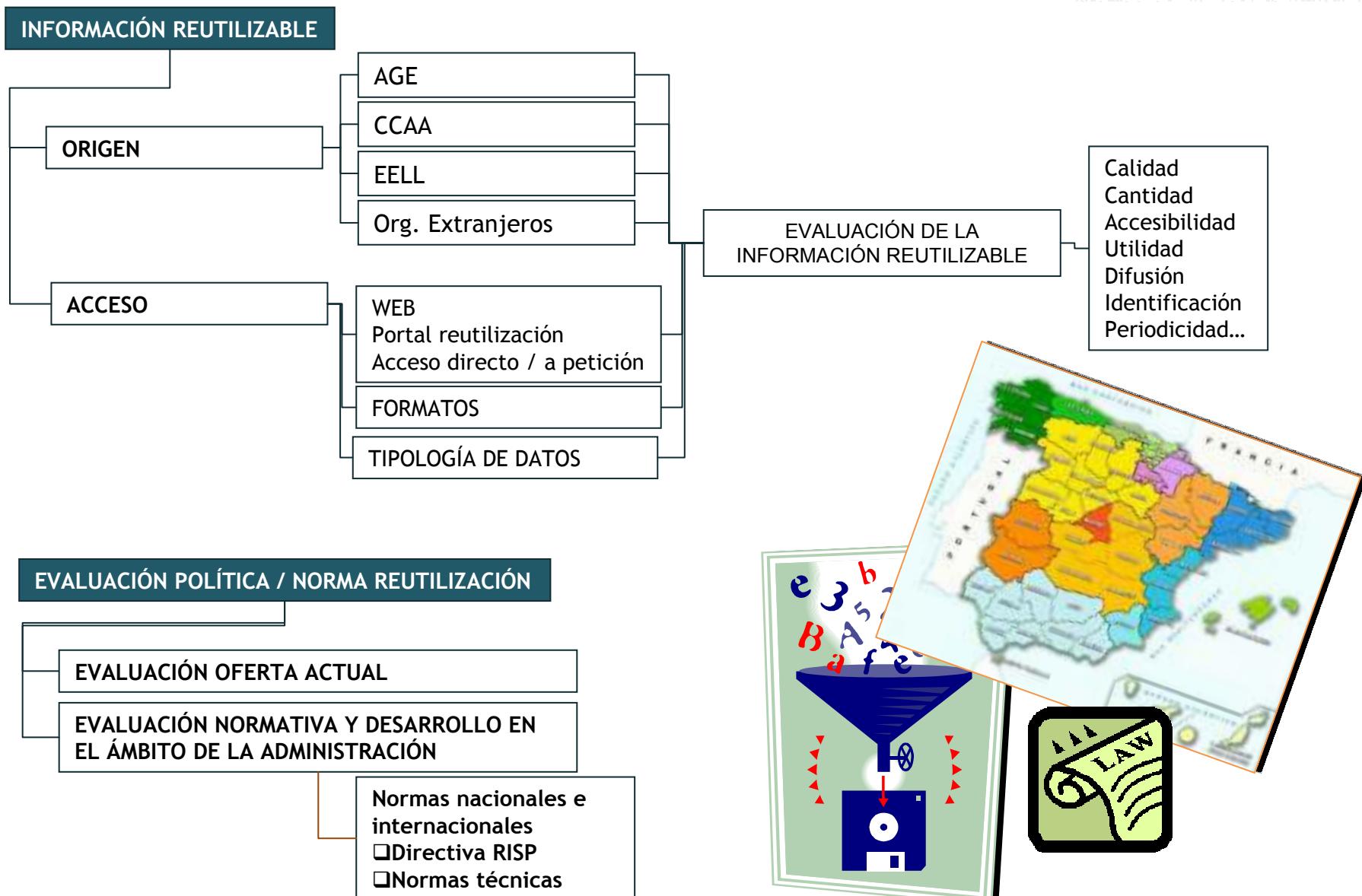
- Increased coordination and clear leadership by the Public Administration** for reuse.
- There are **important differences between the Autonomic Communities** that have to be resolved to ensure a common market.
- Better regulation**, both by modifying existing rules and new rules.
- Culture change for reuse is not seen as a confrontation**, but a mechanism of collaboration between the public and private sectors.



2014 Edition

EMPRESAS INFOMEDIARIAS





Áreas de análisis sector Infomedio (II)



ASEDIE

ASOCIACIÓN MULTISECTORIAL DE LA INFORMACIÓN

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ASEDIE - ASOCIACIÓN MULTISECTORIAL DE LA INFORMACIÓN

6^a Conferencia Internacional de Reutilización de la Infor

1er Premio Asedie



CONFERENCIAS

- 6^a Conferencia Internacional de Reutilización de Información del sector Público.
Madrid, 27 Noviembre de 2014
 - Agenda
 - Inscripción
 - Ponencias



[INFORME SECTOR INFOMEDIARIO 2014](#)

[INFORME SECTOR INFOMEDIARIO 2013](#)



Noviembre 2013

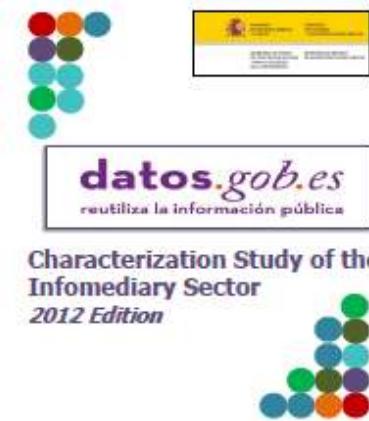
<http://asedie.es/images/informes/SectorInfomediario/asedie%20informe%20del%20sector%20infomediario%202013.pdf>



Julio 2014

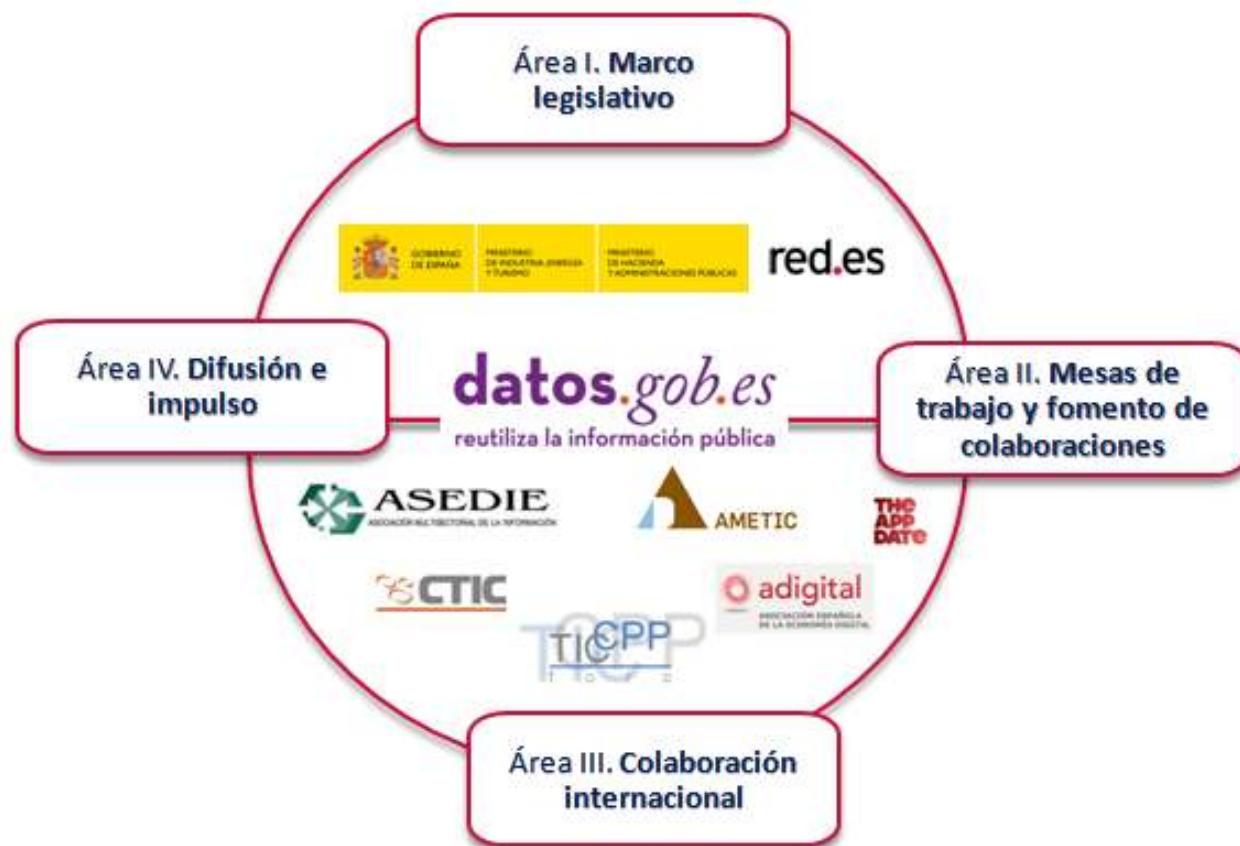
<http://asedie.es/images/informes/SectorInfomediario/asedie%20informe%20sector%20infomediario%202014%20vf.pdf>

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default/files/121001_red_007_final
report_2012_edition_vf_en_1.pdf](http://www.ontsi.red.es/ontsi/sites/default/files/121001_red_007_final_report_2012_edition_vf_en_1.pdf)



[http://www.ontsi.red.es/ontsi/es/estudios-
informes/estudio-de-
caracterizaci%C3%B3n-del-sector-
infomedio-junio-2011](http://www.ontsi.red.es/ontsi/es/estudios-informes/estudio-de-caracterizaci%C3%B3n-del-sector-infomedio-junio-2011)

Áreas de trabajo



- **WHAT?** Reinforce collaboration between public sector and companies by means of associations to coordinate offer-demand.
- **HOW?** Continuous technological development will increasingly automate the processes of collection, treatment and information processing, minimizing the effort and allowing generate new products, services and applications.
- **HOW?** Standardization of formats and improved description of the information that would encourage investment in R + D + i of the companies, in order to obtain better information systems that are able to locate, store, classify and transform information and generate a wider range of products and services at a lower cost of production. This standardization of formats, whether developed in cooperation with other states of the European Union facilitate the commercialization of the results of the infomediary activity in other European countries.
- **HOW?** Regulation or licensing and revenue models, establish a uniform framework in which competition, now innovation of products and services, would be the main difference value between the companies.



- **Encourage to obtain similar indicators at EU level to compare the evolution of infomediary sector between countries.**

Muchas gracias

Dolores Hernández Maroto.
Jefe del Área de Tecnología
mdolores.hernandez@seap.minhap.es



Misión del Foro CPP-RISP

El Foro CPP-RISP tiene como misión **contribuir al diseño de un entorno global viable de acceso a los datos públicos de cara a su reutilización**, facilitando obtener todo su potencial valor económico y social



Objetivos generales

- Incrementar el impacto económico, tecnológico y social de la reutilización, tanto en la Sociedad como en la propia Administración.
- Consolidar a España en una posición de referente mundial en el ámbito de la reutilización de la información pública.
- Contribuir a alcanzar los objetivos de crecimiento de la actividad económica derivada del sector infomedio.





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Áreas de trabajo



@dministracion
electrónica



Incorporación de nuevos miembros y mecánica de funcionamiento

Incorporación de nuevos miembros

- ✓ Consulta sobre la posibilidad de incorporación de los nuevos miembros
- ✓ Posibles miembros a considerar:
 - CCAA: Grupo CSAE Datos Abiertos
 - EELL: FEMP
 - Smart Cities: GT5 de la RECI
 - Universidades: CRUE

Mecánica de funcionamiento

- ✓ Comunicación a través del buzón forocppisp@datos.gob.es
- ✓ Desarrollo colaborativo de documentos vía espacio creado en Google Drive asociado al proyecto

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Y ADMINISTRACIONES PÚBLICASSECRETARÍA DE ESTADO
DE ADMINISTRACIONES PÚBLICAS

FORO DE COLABORACIÓN PÚBLICO-PRIVADO

Área	Actuación	Coordina/Colabora	Entregables
I. Marco legislativo	1. Contratos públicos y RISP – regulación y guía de aplicación	Coordina: Foro CPP-TIC / Colabora: Equipo Aporta	<ul style="list-style-type: none">• Recopilación y análisis de la normativa España/UE aplicable a la RISP• Recomendaciones para la contratación RISP• Principales modelos de negocio RISP
II. Mesas de trabajo y fomento de colaboraciones	2. Acciones sectoriales: mesas de trabajo, reuniones específicas, etc.	Coordina: Equipo Aporta / Colabora: ASEDE	<ul style="list-style-type: none">• Documento que recopile y sistematice la demanda de información del sector público para ser reutilizada.• Estudio dirigido a facilitar el diseño de planes sectoriales específicos que faciliten la RISP.
	3. Recopilación de limitaciones a la reutilización de la ISP	Coordina: AMETIC / Colabora: ASEDE, Equipo Aporta	
	4. Recopilación de experiencias exitosas en RISP nacionales o internacionales – proyectos europeos	Coordina: Foro CPP-TIC / Colabora: CTIC, AMETIC Equipo Aporta	<ul style="list-style-type: none">• Recopilación de experiencias de RISP nacionales e internacionales – proyectos europeos• Difusión de experiencias
III. Colaboración internacional	(Ver actuación 4)		
IV. Difusión e impulso	5. Mapa de la situación RISP en España	Coordina: Equipo Aporta / Colabora: CTIC, ADIGITAL	<ul style="list-style-type: none">• Definición de indicadores del mapa• Base de datos de iniciativas españolas• Aplicación web con el mapa de iniciativas de datos abiertos y sus características
	6. Desarrollo de materiales formativos RISP, incluyendo buenas prácticas, estudio de sector infomedio, etc	Coordina: Equipo Aporta / Colabora: CTIC, AMETIC, ADIGITAL	<ul style="list-style-type: none">• Requisitos para la elaboración de materiales formativos• Base de datos de recursos formativos existentes en Internet• Base de datos de expertos en la materia• Elaboración de materiales formativos

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