

Proyecto

aporta

Reutilización de la Información
del Sector Público

**Characterization
Study of the
Infomediary Sector**

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PREPARED BY:

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1 EXECUTIVE SUMMARY

The Aporta project and Characterization Study of the infomediary Sector

With the aim of encouraging Public Sector Information (PSI) re-use in Spain, the Spanish Government launched in 2009 the Aporta project (www.aporta.es), promoted by the Ministry of Territorial Policy and Public Administration and the Ministry of Industry, Tourism and Trade. This sector presents considerable potential for economic growth, employment generation and development of new services and products with high added value, thereby improving the competitiveness of our economy.

Within the framework of the Aporta project, a pioneering "Characterization Study of the infomediary Sector" has been carried out. This study covers the present lack of studies examining the infomediary business sector in Spain.

Methodology and sampling universe

For the purposes of this study, the infomediary business sector has been defined as "the set of companies that create applications, products and/or added-value services for third parties, using public sector information". For a more detailed analysis, these companies have been classified into several subsectors according to the information they re-use: Business/Economic, Legal, Geographic/Cartographic, Meteorological, Social Data/Statistics and Transport.

Due to the lack of a reference census for this sector, and in order to identify the sampling universe of the study, a group of 230 infomediary companies were identified in Spain through various sources and consultations with other agencies of the Public Administration that generate re-usable information.

Different research activities, based on quantitative (surveys) and qualitative (interviews and focus group) methods, were carried out between March and May 2011 on this set of companies.

Economic and employment data of the sampling universe

The most important quantitative data that arise out of the study are the following:

- The business volume directly associated with the infomediary activity of the studied companies reaches between **€550 and €650 million**.
- This turnover estimation would place the **infomediary sector at the same level as other digital content sectors**. According to ONTSI data, in its "Annual Report on Digital Content in Spain 2010", within the € 8,000 million generated by this sector in 2009, the video game industry (SW development) and online 4 advertising generated a turnover similar to the infomediary sector, around € 650 million.¹

¹ Source: "Annual Report on Digital Contents in Spain 2010." ONTSI. Figures for Digital Content in Spain 2009: € 8,004 M. Video Games (SW) 8% (€ 640 M) Online advertising 8.2% (€ 656 M). www.ontsi.red.es

- The infomediary activity of the analyzed companies represents between 35% and 40% of their total activity, which in turn represents a total turnover of more than € 1,600 million.
- In general, the subsectors of the infomediary companies are of differing importance within the framework of developing re-use activity, confirming that these companies often operate in several subsectors simultaneously.

Estimated total activity of infomediary companies
Estimated business volume; 1,600 to 1,700 M€
Estimated activity associated with Public Sector Information re-us
Estimated turnover of infomediary business; 550 to 650 M€ (approx. 35-40% of the activity)
Activity estimate per field of reuse
Business/Financial 37.6%
Geographical/Cartographic 30.5%
Legal 17.0%
Transport 5.2%
Social Data/Statistical 1.9%
Meteorological 1.1%
Others: ICT, etc. 6.7%

- Between 5,000 and 5,500 employees are directly assigned to activities related to re-using information, in the companies analyzed on this research.

Profile and characteristics of infomediary companies

- The re-used information comes mostly from national agencies. Moreover, half of the companies also reuse international information
- Infomediary companies are mainly concentrated in Madrid, Catalonia and the Basque Country
- Companies use electronic means as major distribution channels for their products and services
- The main clients from the infomediary activity are companies, the self-employed and some activities of the Public Administration. For example, some administrations benefit from the re-use of public information offered originally by other administrations with a wider territorial scope.
- In the last year the number of clients directly resulting from this activity has increased, especially in those companies with foreign customer. 45.7% of the companies have customers in the EU and even 20% of them have clients from outside the EU.
- Free-access and password-access models coexist with other business models, such as models that generate revenues from advertising incorporated in their product portals/websites, and payment models. In the latter case, pay-per access/use/work and pay per subscription are the most frequent systems, both linear and variable according to the type of access.
- With an annual average investment in ICT of € 915,000, a significant portion of this investment is directed towards the improvement and innovation in the management, processing and analysis of data re-used.
- Infomediary companies generally have a high technological level, and innovation in the field of analysis is one of the main issues intrinsically linked to their business, to processing and to presenting the re-used information.

Sector outlook by the infomediary business

- Infomediary companies value the effort made by the Administration in developing policies for the re-use of information.
- In particular, aspects such as quality and accuracy of the information, the dissemination activities about the legal framework (like the Aporta Project), and the significant growth of the amount / scope of information generated in recent years are the most highly valued.
- Infomediary companies value the infomediary activity within their own business as a major business line, especially for the development of new products, services and applications; the increase in new customers and their increasing loyalty are also highly valued as these new services incorporate additional quality and a clear improvement for them.

Proposals for the future of infomediary companies

- Infomediary companies **valued the progress in the re-use of public information** reached by the Spanish authorities.
- A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis indicates the following:
 - **Sector opportunities** arise from the increasing volume of information available and the potential for the development of new services that arises from new open information to be re-used. This could even allow internationalization of markets integrating national and international public information.
 - These companies are considered an industry with a high technological level, with consolidation and clear positioning within their areas, allowing them to have a moderate degree of competition that **strengthens their current activity and future sustainability**.
 - The companies have identified some **areas for improvement**, such as the standardization of information formats published by the Administration and the standardization and improvement in the regulation of licenses for re-use, but also regarding the pricing of the information. They deem this necessary to reduce possible dysfunctions that arise in the management, production and marketing of their services.
- Within the sector, most companies have pointed out that **strengthening the levels of business association** amongst infomediary companies would be a useful tool to facilitate communication and dialogue with public administrations.

2 INTRODUCTION

The **Ministry of Territorial Policy and Public Administration**, in collaboration with the **Ministry of Industry, Tourism and Trade**, through the public business entity called **red.es**, being fully aware of the potential which information generated by Public Administrations has for the development of the information society, have started up the **Aporta project**.

The Aporta project promotes a culture for reusing public information, raising awareness regarding its importance and value, endeavoring likewise that Public Administrations and Agencies make available the information they hold, thus stimulating its market potential.

The Reuse of Public Sector Information (RPSI) consists of the use, on the part of individuals or legal entities, of information generated by public sector agencies, whether for commercial or non-commercial purposes. The same is regulated by **Law 37/2007**, of November 16, regarding the Reuse of Public Sector Information, which transposes the Directive 2003/98/CE to the national legal code, specifying therein the basic principles regarding reuse matters.

Within the framework of the Aporta project, this **pioneering "Characterization Study of the Infomediary Sector"** has been carried out, prompted by the lack of existing data regarding the companies that comprise this emerging sector, and the absence of previous studies focused on the reality of the companies that reuse public sector information. Up to now, all the studies made regarding RPSI in our country were concerning public information, the agencies that generate the same or the exclusive agreements. In order to fill this gap, **this is the first study carried out in Spain to analyze the reality of the infomediary company sector**.

2.1 Purpose

In this report, the final results are presented of the **"Characterization Study of the Infomediary Sector"**, carried out in order to analyze the activity of the companies that reuse the Public Sector information in Spain, and to establish a model of indicators, thus enabling the periodic monitoring of its development.

2.2 Methodology

Within the field of the study, the infomediary companies have been defined as:

Companies that generate added value applications, products and/or services specific for third parties, based on public sector information

In order to better understand the reality of this group of heterogeneous companies, **they have been classified according to the typology of the field of reused information, as defined in the MEPSIR study² (Measuring European Public Sector Information Resources) of the year 2006 of the European Commission. These fields of information are:**

- **Business/Financial:** financial, commercial and bidding information.
- **Geographical/Cartographic:** geographical and urban development information, as well as graphic and cadastral alphanumeric data.
- **Legal:** information regarding legislation, rulings and judicial activity in general.
- **Meteorological:** information regarding climate and weather forecasting.
- **Sociodemographic/Statistical:** information regarding the population, society, consumption and other activities or sociodemographic areas.
- **Transport:** information regarding traffic, fuels, roads...

Given that a census of reference regarding infomediary companies does not exist, neither is there a definite economic sector developing this activity, the universe of study has been delimited based upon diverse secondary sources of information:

- Information from public agencies regarding user/infomediary companies that, according to their activities, can be identified as susceptible to be considered as such.
- Information originating from other previous studies carried out by public or private entities.
- Information sought directly through the Internet identifying areas of activity related to the reuse of public sector information.

Therefore, by way of these sources, along with the collaboration of the PUBLIDOC study group,³ an initial universe of 240 infomediary companies were defined, upon which the study field work has been carried out. Throughout the implementation of the same, that initial universe was reduced to 230 companies, given that, out of the total number of companies that received the questionnaire, 10 considered that they were not involved in infomediary activity.

In spite of this, the **initial technical specifications** of the field work is defined as follows:

² http://ec.europa.eu/information_society/policy/psi/docs/pdfs/mepsir/executive_summary.pdf

³ <http://multidoc.rediris.es/ppo/>

TECHNICAL SPECIFICATIONS

DEFINED UNIVERSE (*): 230 infomediary companies that compile, process and contribute value to the information generated by the public sector.

FINAL SAMPLE: 70 companies, pertaining to the group of companies that have sent the questionnaire duly completed.

SAMPLING ERROR: $\pm 10\%$, up to 95.5% of the confidence level and under conditions of maximum indeterminacy ($p=q=50\%$)

SELECTION METHOD FOR SAMPLING UNITS: random.

PROFILE OF THE RESPONDENT: person responsible for the applications, products and/or services generated based upon the reuse of public information.

GEOGRAPHICAL FIELD: national.

INFORMATION GATHERING TECHNIQUE: questionnaire sent by email with follow up of the same by telephone.

SURVEY DURATION: approximately 20 minutes is estimated for completing the same.

EXECUTION PERIOD: March 30, 2011 to May 13, 2011

TYPE OF STATISTICAL ANALYSIS:

- **Univariate analysis:** distribution of frequencies of each and every one of the variable measures, as well as the average and standard deviation of the numeric variables.
- **Bivariate analysis:** for determining the variables that may be associated and

() See point 2.2.1. the secondary sources of information from which the universe of companies of the Infomediary Sector has been obtained.*

The study has been carried out by combining the qualitative and quantitative research techniques, which are specified below.

2.2.1 Quantitative Techniques

Direct surveys have been carried out with those responsible for applications, systems, products or business of the companies that perform infomediary activities.

Questionnaire content

The topics dealt with in the questionnaire, reproduced herein as Annex I, covered the following information areas:

- Activity of the infomediary company
- Company organization
- Client characterization
- Marketing strategies
- Content accessibility
- Current situation of the reuse of public sector information in Spain
- Action of the Administration in the reuse of public sector information
- Outlook on the reuse of public sector information in Spain

The information gathered through the questionnaires has made it possible to complete the model of indicators defined in section 3.1

2.2.2 Qualitative Techniques

In order to contrast and complement the data contributed from the questionnaires, some qualitative research techniques have also been utilized, thus making it possible to know the processes, perceptions and problems of the infomediary companies derived from the reuse of public sector information.

The qualitative technique utilized has consisted in carrying out 19 in-depth interviews with those in charge of 19 infomediary companies, during the months of April and May of 2011. Four companies from the legal sector participated, as well as 5 from the cartographic/geographical sector, 3 from the meteorological sector, 1 from the transport sector, 2 from the sociodemographic/statistical sector and 4 from the business/financial sector.

Likewise, **a Focus Group** has been carried out in order to contrast the information gathered in the interviews, analyzing the same and summarizing the proposals for action presented by the infomediary sector, in which 5 people participated from companies pertaining to the legal, business/financial (2 participants), geographical/cadastral and sociodemographic/statistical field.

Content of the interviews

The contents developed in the interviews covered the following topics:

- Activity of the infomediary company
- Company organization
- Client characterization
- Marketing strategies
- Current situation of the reuse of public sector information in Spain
- Action of the Administration in the reuse of public sector information
- Outlook of the RPSI in Spain

Content of the Focus Group

The representatives from the infomediary information fields met in the Focus Group to debate regarding four main issues:

- Current situation of the Infomediary Sector: strong points and obstacles for its development
- Proposals for action for the Public Administration, from a global approach
- The associative approach as a dialog and negotiation mechanism with the Administration
- Future development of the Infomediary Sector

The information gathered through the aforementioned qualitative techniques has made it possible to identify the obstacles that, in the opinion of the infomediary companies, exist for performing its activity, as well as to specify proposals for action so as to overcome said obstacles.

2.2.3 Global estimates regarding the Infomediary Sector

With the purpose of evaluating the weight of the Infomediary Sector, considered as universe in this study, a series of global estimates have been carried out in the Spanish economy, which have been applied to the data obtained from the result of the field work, in order to quantify the turnover generated and the estimated number of workers that perform tasks directly related to the infomediary activity.

Said estimates have been carried out based upon the following indicators and data:

- Billing data of the companies obtained from two types of sources
 - Primary source, according to the data in reference to the turnover, which the company included in the survey taken.
 - Secondary source, according to the billing data pertaining to the financial data recorded in the database, which incorporates the information from the business register, where company annual accounts are recorded (sources: BVDINFO, Mint España, SABI and ONESOURCE).
- Data regarding number of employees
 - As in the previous case, this data has been obtained through primary (the survey) and secondary sources (accounts database and business data).
- In order to estimate the billing related to the reuse activity, the average billing data related to reuse has been utilized, over the total billing data obtained through the information gathered in the surveys.
- To estimate the average number of employees that carry out tasks related to the activity of reusing public sector information, the average data obtained from the information collected in the surveys has been utilized.

3 CHARACTERIZATION OF THE INFOMEDIARY SECTOR

3.1 Indicators of the Infomediary Sector

The quantitative information, obtained from the questionnaires received, has permitted the calculation of the indicators of the infomediary sector, as defined in the indicator model.

The indicators presented below, which will assist in the characterization of the infomediary sector, have been grouped into two fields of study: the **activity of the infomediary companies and the information reuse activity**.

3.1.1 Indicators of the activity of the infomediary companies

Included within this field are the indicators that characterize the infomediary companies, both due to their economic activity and business management as well as by their results.

Further to what is indicated in section 2.2.3 as premises for the global estimate of the infomediary sector, it is specified that:

- **Defined universe**

Likewise taken as work hypothesis, is that the total universe identified as companies, which would be included in the infomediary sector, as it has been defined for this study (approximately **230 companies**), corresponds to the **actual, complete and total universe of the sector**.

- **Estimates**

The estimates have been carried out by exploiting the information that stems from the replies obtained from the sample.

Analyzing the data, the following estimates have been established:

Indicator 1. Turnover related to the infomediary activity

Values estimated by utilizing the information obtained regarding:

- Total billing of the company
- % of RPSI billing over the total billing of the company
- Company size
- Field of infomediary activity

Data obtained from these indicators:

- **Average billing related to RPSI per field of information**

Field of information	% of billing related to RPSI
Business/Financial information	61.33%
Geographical/Cartographic information	28.81%
Legal information	38.49%
Meteorological information	61.00%
Sociodemographic/Statistical information	38.57%
Transport information	21.80%

No. of answers N = 47⁴

- **Average billing related to RPSI according to company size**

Company size	% of billing related to RPSI
1-10 employees	52.56 %
11-50 employees	36.38 %
51-100 employees	28.00 %
101-200 employees	40.33 %
Over 200 employees	30.00 %
AVERAGE	41.80 %

No. of answers N = 47

⁴ For all the charts and tables. N = Number of answers received from the survey

- **Average number of employees related to RPSI per field of information**

Field of information	% of employees related to RPSI
Business/Financial information	45.20%
Geographical/Cartographic information	56.13%
Legal information	36.85%
Meteorological information	70.83%
Sociodemographic/Statistical information	48.16%
Transport information	39.05%

No. of answers N = 47

Taking into account, therefore, the data resulting from the survey, the business information obtained from secondary sources, and the variables we have utilized for calculating the business turnover, the following data is obtained:

Total turnover of the infomediary companies (*)

Between €1,600,000,000 and €1,700,000,000

That is to say, under the work hypothesis, the turnover would be between 1,600 and 1,700 million euro-keeping in mind that the economic data being analyzed through the sample, would maintain a statistical error over +/- 10%, with a 95% level of confidence.

Turnover related to the infomediary activity (*)

Between 550,000,000 and 650,000,000 euro

That is to say, under the work hypothesis, the turnover related to the infomediary activity, would be between 550 and 650 million euro- keeping in mind that the economic data being analyzed through the sample, would maintain a statistical error over +/- 10%, with a 95% level of confidence.

According to the business estimates applied to the different fields of infomediary activity, the estimate for the activity would be:

Activity estimate per field of reuse (*)
Business/Finacial 37.6%
Geographical/Cartographic 30.5%
Legal 17.0%
Transport 5.2%
Social Data/Statistical 1.9%
Meteorological 1.1%
Others: ICT, etc. 6.7%

This turnover estimation would place the **infomediary sector at the same level as other digital content sectors**. According to the ONTSI data, in its "Annual Report of Digital Content in Spain 2010", within the 8,000 M€ generated by this sector in 2009, the video game (software development) and online publicity sector, generated a business turnover similar to the infomediary sector, of nearly 650 M€⁵

Indicator 2. Number of employees related to the infomediary activity

Number of employees related to the infomediary activity (*)

Between 5,000 and 5,500 employees

That is to say, under the work hypothesis, the number of employees related to the infomediary activity would be between 5,000 – 5,500 employees. It has been taken into account that the data estimated, analyzed through the sample, would maintain a statistical error over +/- 10%, with a 95% level of confidence.

() Estimated values, obtained from the universe of infomediary companies defined for this study.*

⁵ Source: "Annual Report on Digital Contents in Spain 2010." ONTSI. Figures for Digital Content in Spain 2009: € 8,004 M. Video games 8% (640 M€); Online publicity 8.2% (656 M€). www.ontsi.red.es

Other economic indicators^{*}

Indicator 3. Average billing percentage related to the infomediary activity

Approximately **38-40%** of the billing of the companies of the sample, originates from their infomediary activity.

Indicator 4. Average expense percentage related to the infomediary activity

42.28% of the expenses of companies of the infomediary sector, originate directly from their infomediary activity.

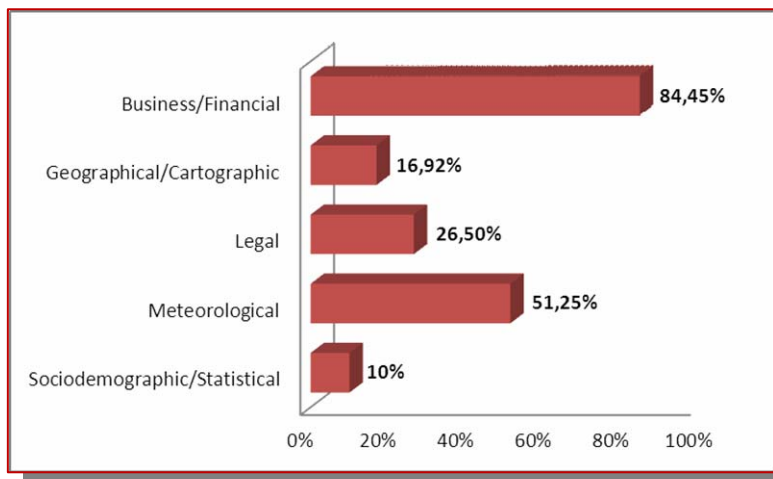
Indicator 5. Average profit percentage related to the infomediary activity

Out of the total profits of the companies of the infomediary sector identified, **42.59%** originates from their infomediary activity.

According to the economic activity. Analyzing the average profit percentage that the companies declare, which would be generated according to the infomediary activity of the companies, the companies engaged in the business/financial field are the ones that obtain a higher profit percentage related to said reuse activity (93.63%), while the companies that obtain less profits connected with their infomediary activity are those engaged in the geographical/cartographic field, with only 8.38%.

According to their infomediary activity. As regards to the information field they reuse, it is observed that the companies, operating in the business/economic information field, obtain an average profit percentage related to the infomediary activity of 84.45%, while the companies operating in the sociodemographic/statistical information field obtain profits of 10%.

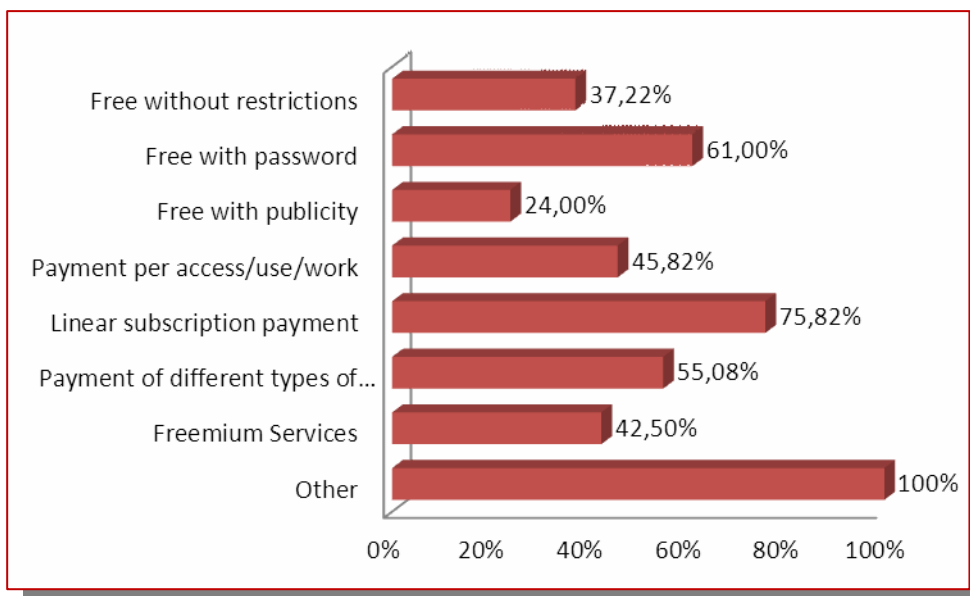
^{*} Sample related to these indicators. N = 47 infomediary companies



N=41

Chart 1. Average profit percentage related to the infomediary activity according to the information field

According to the income model. Analyzing the income model of these companies related to the profits obtained, it is observed that the companies, whose income model is by way of linear subscription, obtain a greater percentage of profits related to reuse, 75.82%, while the companies operating with free models, with publicity or without restrictions, are those obtaining a smaller profit percentage related to the infomediary activity.



N=41

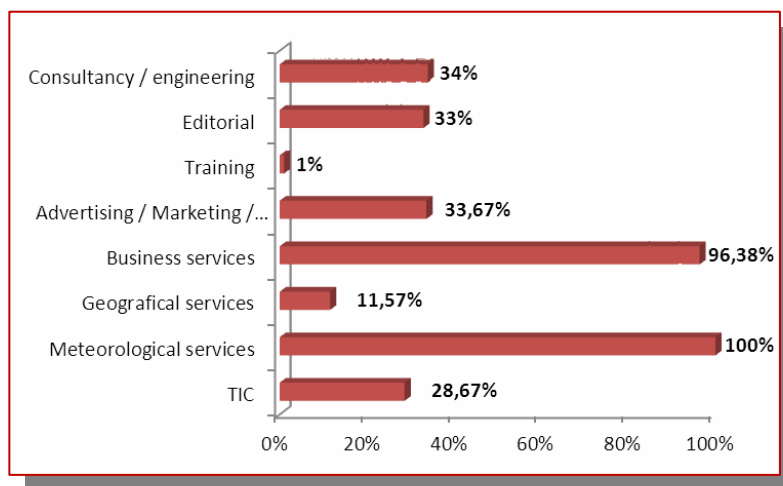
Chart 2. Average profit percentage related to the infomediary activity according to the income model

Indicator 6. Average investment percentage in ICT related to the infomediary activity

Approximately **44%** of the investment in ICT, performed by the companies of the sample, is **related to the infomediary activity**.

It follows that the majority of the infomediary companies are companies that invest in technologies and innovation. The average investment, as deduced from the information supplied by the companies of the sample, would be approximately 915,000 € in ICT, where a significant part would be engaged in developing their infomediary activity.

Likewise, it is observed that the companies, whose economic activity is focused on reusing the meteorological and business/financial information, have a greater investment percentage than the rest.



N=38

Chart 3. Average investment percentage related to the infomediary activity, according to the company's activity

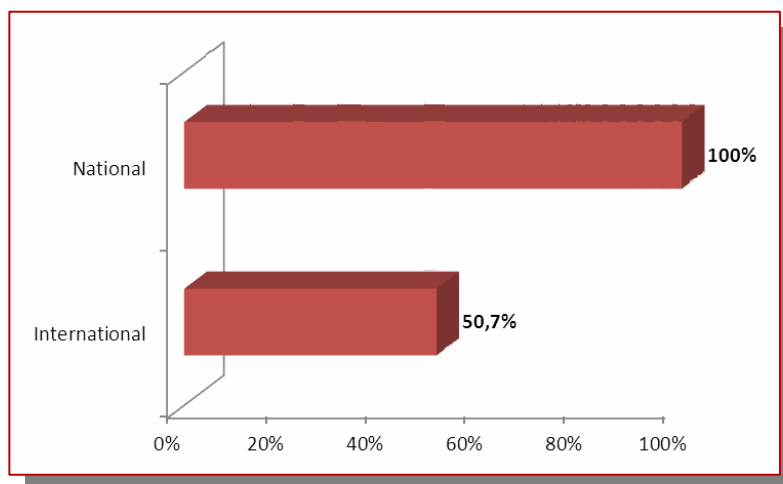
3.1.2 Indicators of the information reuse activity

The second group of indicators, which have been defined for the characterization of the infomediary sector, have to do with the activity performed (information typology, client typology, etc.) and the processing thereof (income model, formats for the generation of products or services, etc.).

The indicators, thus defined, and the results obtained are the following:

Indicator 7. Percentage of companies according to the origin of the information they reuse

All the companies of the sample reuse information proceeding from Public Agencies of national origin. Furthermore, half of the companies also reuse international information.



N=69

Chart 4. Percentage of companies according to the origin of the information they reuse

By separating the national or international origin of the information, we obtain that:

National Information

	Percentage of cases
State	89.4%
Autonomous	77.3%
Local	59.1%

N: 66

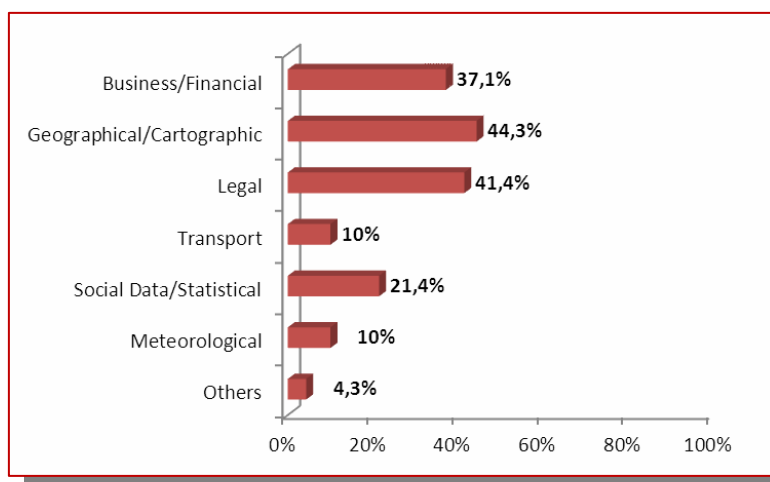
International Information

	Percentage of cases
European Union	97.1%
Other countries	41.2%
Other International Organizations	38.2%

N: 34

Indicator 8. Percentage of companies of the infomediary sector according to the field of information they reuse

The information reused the most by companies is, in this order, the geographical/cartographic, legal, and the business/financial information. It can be pointed out that a good number of companies reuse information simultaneously from more than one field.

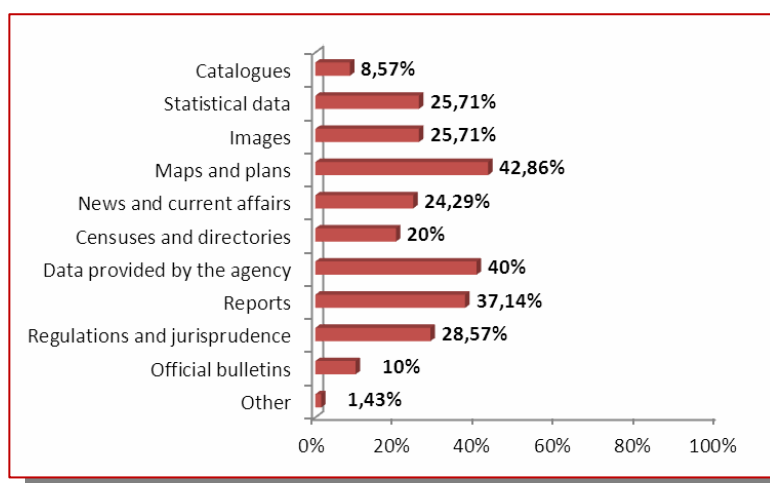


N=70

Chart 5. Percentage of companies according to the field of information they reuse

Indicator 9. Percentage of companies according to the type of information they reuse

The information reused the most by companies for their infomediary activity is the data produced by the agency, the maps, plans, regulations and jurisprudence.

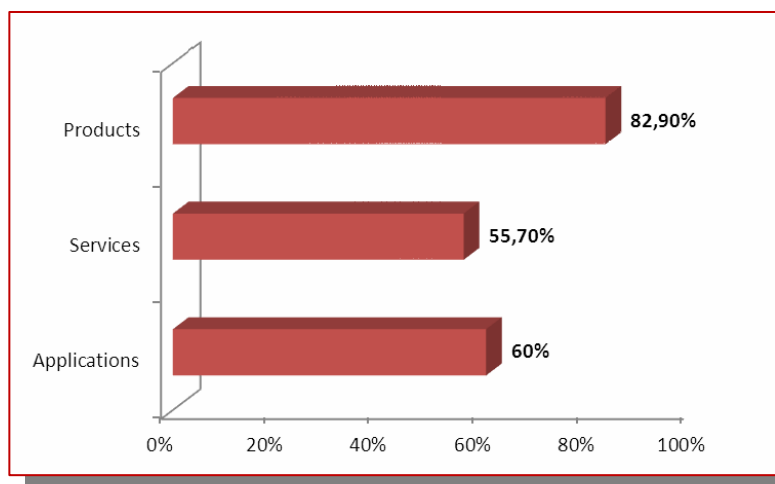


N=70

Chart 6. Percentage of companies according to the type of information they reuse

Indicator 10. Percentage of companies according to the type of products and/or services obtained from their infomediary activity

More than 80% of the companies obtain products as a consequence of their infomediary activity; and approximately 60% of the companies also offer services and applications, respectively.

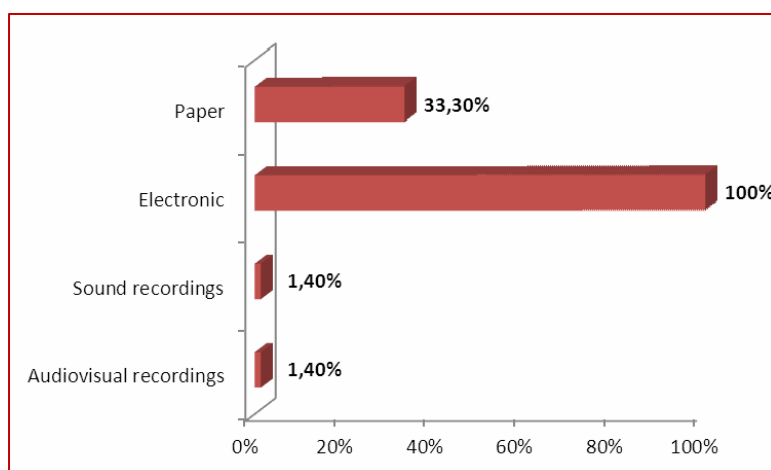


N=70

Chart 7. Percentage of companies according to the type of results obtained from their infomediary activity

Indicator 11. Percentage of companies according to the type of format in which they offer the results of their infomediary activity

All the companies of the sample offer their results in electronic format. Furthermore, approximately a third of the companies also offer their documentary products on printed format.



N=69

Chart 8. Percentage of companies according to the type of format in which they offer the results of their infomediary activity

Indicator 12. Percentage of companies according to the type of electronic format in which they offer the results of their infomediary activity

The main formats in which the companies offer the results of their infomediary activity are PDF, Microsoft Office Suite files and HTML.

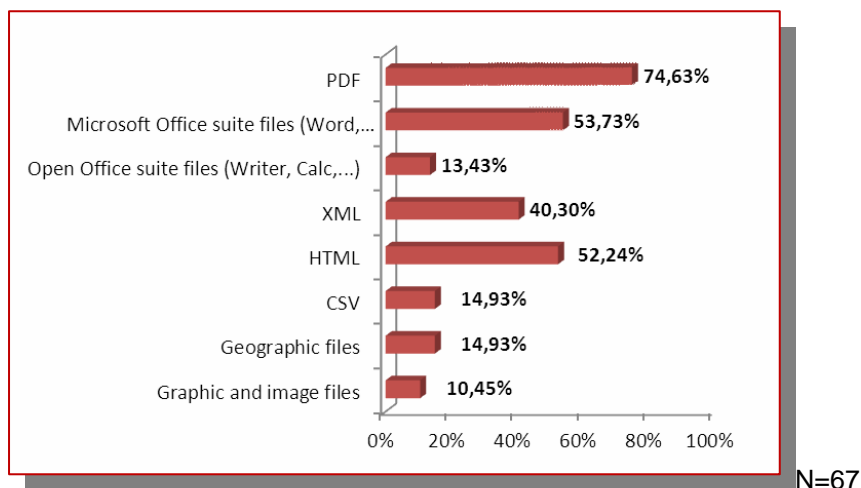
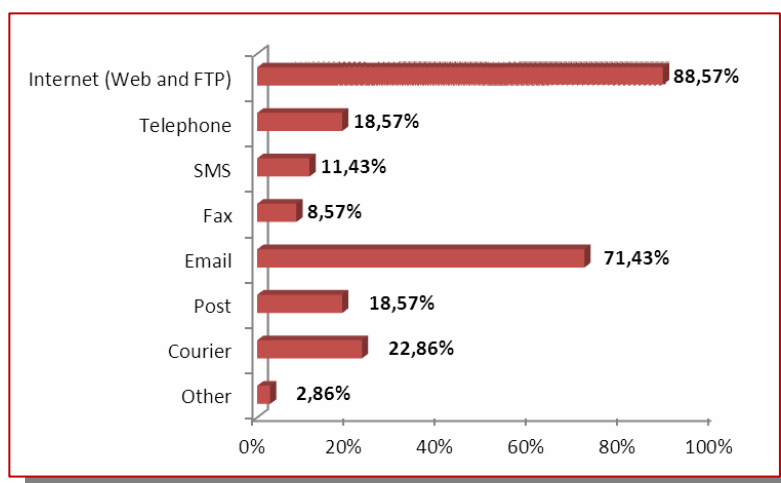


Chart 9. Percentage of companies according to the type of format in which they offer the results of their infomediary activity

Indicator 13. Percentage of companies according to the type of supply channels in which they offer the results of their infomediary activity

The channels utilized the most by companies are, with a big difference with the remaining ones, Internet and email.



N=70

Chart 10. Percentage of companies according to the type of channels in which they offer the results of their infomediary activity

Indicator 14. Percentage of companies according to the income model related to the results of their infomediary activity

The **income models utilized the most by companies are the charges for access, use, and/or work performed, and the subscription payments**, both linear as well as with modalities.

By analyzing the income models related to the field of information in which they perform their activity, it can be observed that only the companies of business/financial and legal information utilize all the income models available.

It has been noted that the companies based on income models with charges for access, use, and/or work performed, are the companies with the greatest percentage of commercialization in Spain, the European Union and the rest of the world. On the contrary, the companies that commercialize the less abroad are those that utilize the free modality by way of access codes.

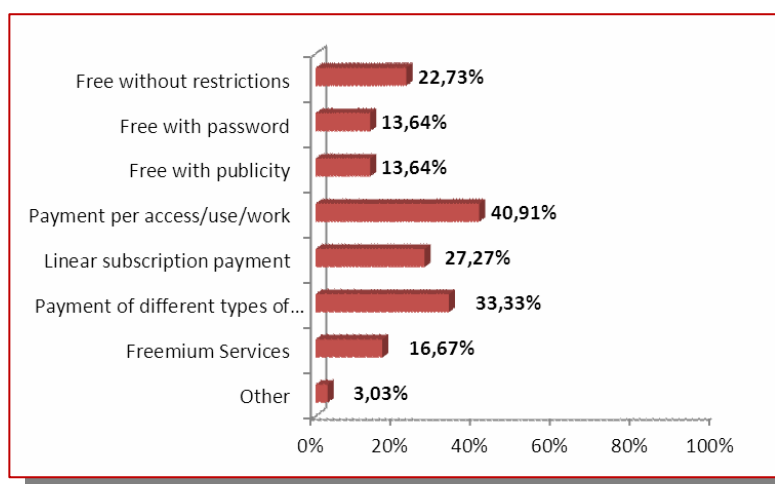


Chart 11. Percentage of companies according to the income model related to the results of their infomediary activity

3.2 Profiles of infomediary companies according to billing and employment

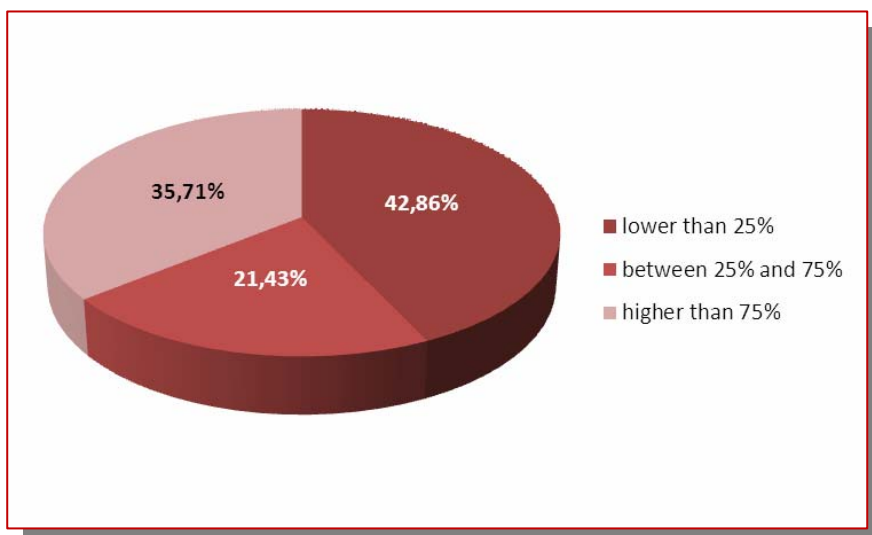
The analysis of the companies of the Infomediary Sector, which comprise the study sample, have given rise to the identification of a series of **profiles of the infomediary activity**.

Within this first analysis, the percentage of billing that supposes the infomediary activity, has been taken as variable for classification of the sample, as well as the human resources engaged in this activity, according to the total activity generated and the total number of employees, respectively.

3.2.1 Characteristics of the companies according to the billing percentage related to the infomediary activity

As regards to the billing percentage pertaining to the infomediary activity over the total billing, **three company profiles have been identified** with different behaviors:

- Companies with a low billing percentage related to the infomediary activity (**lower than 25%**), representing **42.86%** of the sample.
- Companies with an average billing percentage related to the infomediary activity (**between 25% and 75%**), representing **21.43%** of the sample.
- Companies with a high billing percentage related to the infomediary activity (**higher than 75%**), representing **35.71%** of the sample.



N=45

Chart 12. Company distribution on a percentage basis according to the billing percentage related to the infomediary activity

3.2.1.1. Characteristics of the companies analyzed with a low total billing percentage (lower than 25%) related to the infomediary activity

- **Field of implementation of the infomediary activity.**

Within this profile there are mainly companies pertaining to the legal and geographical/cartographic information fields.

- **Origin of public information.**

The focus of the companies analyzed in this profile is very much towards the reuse of information arising from domestic sources, with a low percentage of companies reusing also international information.

- **Distribution channels.**

Practically the only channels utilized by these companies to provide the results of their infomediary activity are Internet (through the web and FTP files) and by email.

- **Income model.**

The main income model utilized by these companies is that of charges for access, use and/or work performed and the free modality with publicity. On the contrary, payment for subscription is not very common for this type of company.

- **Clients: management and services offered**

These are companies that in the last year have had a heterogeneous behavior in the evolution of their clients, given that there are companies that have increased their number of clients as well as companies undergoing a decrease in clientele.

The languages utilized the most to offer the products, services and applications generated by their infomediary activity are basically Spanish, along with English and Catalan, while there is a very significant difference between the first one (with nearly 100% creating products in Spanish) and the following two.

One of the resources utilized the most by the companies within this profile to attract clients, besides their own web page and contact mailbox for clients, is by redirecting traffic to their site from other web pages.

- **Assessment of the infomediary activity.**

The companies within this profile view positively the quality, origin and accuracy of the information, being critical as regards to the elements for access and use of public information (such as the tools for access and assistance in the identification, representation, transformation, publication and reusing of

information, license use policies, accessibility to information, the format of the same and the income model they should apply in their activity).

The companies consider that the incorporation of the reuse approach into their activity has given rise to the development of new applications, products and/or services; nevertheless, they consider that, in general, it has not contributed to the expansion of the business on an international level, neither to the access to relevant and useful commercial information.

The percentage of companies engaged in infomediary activities in Spain, which in the last year have contracted employees, is lower in this profile than that of the other two groups of companies with a greater volume of infomediary activity.

3.2.1.2. Characteristics of the companies analyzed with an average billing percentage (between 25% and 75%) related to the infomediary activity

- **Origin of public information.**

Besides the national information itself, approximately half of the companies of the sample, pertaining to this profile, also reuse information arising from international sources.

- **Number, origin, management and evolution of their clients.**

More than half of the companies, pertaining to this group, do not have more than 100 clients arising from the infomediary activity, while a very significant number of companies barely have 25 clients.

Practically all the companies of the sample have managed to increase or to maintain the number of clients derived from the infomediary activity in the last year.

The percentage of companies that commercialize their products abroad is low, in comparison with the companies in which reusing activities have a lot more importance (between 75% and 100%).

Within this profile, the percentage of companies that offer their applications, products and/or services in English is higher than the other companies.

What stands out in these companies is the important role played by social networks, blogs, twitter, etc. and their noticeable positioning in search engines, such as marketing and publicity tools related to their activity.

Due to the specific nature of the companies, they participate more in associative activities (companies within the legal field or the analysis, evaluation and financial management field with a consolidated market presence for example).

- **Assessment of the infomediary activity.**

The aspects valued the most, in relation to the role of Public Administrations and reuse activities, are the dissemination of regulations, the accessibility and format of the information, and the quality, origin and accuracy of the same.

Likewise, they understand that, the public information made available on the part of the Administrations, has given rise to the development of new applications, products and/or services, nevertheless, they consider that the reuse of information has not improved the business expansion on international levels, neither the internal management nor the efficient use of the company's resources.

The aspects valued the least by these companies are related to the publicity and the frequency of the information, the degree of adaptation of the tools for assisting in the identification, representation, transformation, publication and reusing of the information.

From a business point of view, they see that the income model that they have to apply, due to their market environment, does not always favor the development of this activity (e.g. they believe that the boom of free models limits their possible growth, if value added, and well differentiated products, are not actually given to their clients, in order to apply other income models).

Approximately half of the companies of the sample, pertaining to this profile, have contracted employees engaged in infomediary activities in Spain in the last year.

In conclusion, they view positively the predisposition of the public environment to give access to the information generated, which is of greater quality and even more in quantity, and that the most significant obstacles have to do more with data accessibility and tools provided by the administration, in order to assist in analyzing and integrating the information.

3.2.1.3 Characteristics of the companies analyzed with a high billing percentage (higher than 75%) related to the infomediary activity

- **Field of implementation of the infomediary activity.**

The companies that reuse business/financial and meteorological information are the ones most identified with this profile.

- **Origin of public information.**

Besides national information, a very high percentage of companies within this profile (more than 70%) reuse public information from international sources.

- **Distribution channels.**

Although most information supply channels to the clients continue being Internet and email, the telephone and SMS have a relatively important role in this profile of companies.

In general, the companies of this group are the ones that offer applications, products and/or services adapted more to clients' needs, converting the same as end products into personalized reports or technical advice regarding the matter analyzed.

Some file formats specified for providing the results of the infomediary activity, which were irrelevant in the other categories, such as CSV, appear in this profile as representative.

- **Income model.**

What stands out in this category is the importance that the methods of payment by subscription acquire in comparison with the other profiles. The free model with publicity, nevertheless, is much less utilized in the companies that comprise this profile, than in the rest of the companies.

- **Number, origin, management and evolution of their clients.**

The vast majority of the companies of the sample within this profile, have attained more than 100 clients (75%), with an important percentage of companies that even exceed 500 clients (35.7%).

According to the results extracted from the sample, more than half of the companies of this group have managed to increase, in the last year, the number of clients derived from their infomediary activity.

The percentage of companies from this profile that commercialize their products abroad, especially in the European Union, is very high (64% of companies of the sample).

There is a representative group of companies in this category that offers the results of their infomediary activity in English, besides Spanish.

The companies pertaining to this category are the ones that make less use of the redirecting of traffic from other websites to attract clients.

Virtually all the companies from this profile that have answered the survey are concentrated in Madrid, Catalonia and the Basque Country.

The associative activity between the companies of this profile is higher than those of the other defined profiles, with a significant number of these companies participating in associations meant to favor the access and generation of infomediary activity with the information of public origin.

- **Assessment of the infomediary activity.**

The general assessment, regarding the reuse of public sector information implemented in Spain, is better in this profile of companies than in the other profiles analyzed, with information frequency being the aspect valued the most, and the most noticeable difficulty being the identification of the person responsible for reused information.

For the companies within this profile, the incorporation of reuse activities into the business has given rise to the development of new applications, products and/or services, as well as the increase of the loyalty and number of clients. On the contrary, they do not consider that the same has resulted in a more efficient use of company resources, given that it is the infomediary activity itself that maintains the business and where they focus most of their efforts.

This is the group of companies in which there is a greater percentage of employees engaged in infomediary activities, being likewise the profile in which a greater number of companies have contracted personnel related to infomediary activities.

	Billing percentage related to the infomediary activity		
	Less than 25%	Between 25% and 75%	More than 75%
Field of the infomediary activity.	<ul style="list-style-type: none"> • Geographical/Cartographic information • Legal information 	<ul style="list-style-type: none"> • Information regarding different fields 	<ul style="list-style-type: none"> • Business/Financial information • Meteorological information
Origin of public information.	<ul style="list-style-type: none"> • National 	<ul style="list-style-type: none"> • National • International (approx. 50%) 	<ul style="list-style-type: none"> • National • International

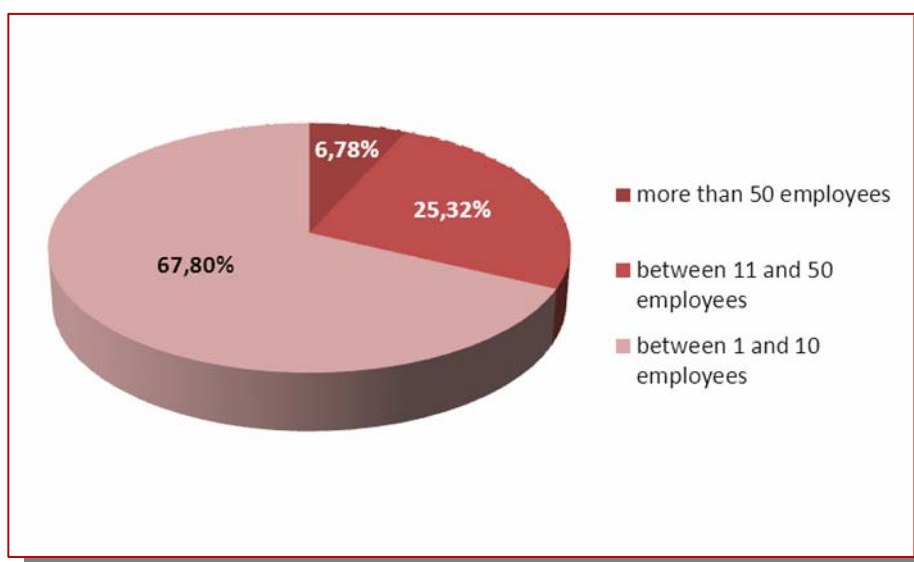
Billing percentage related to the infomediary activity			
	Less than 25%	Between 25% and 75%	More than 75%
Clients	<ul style="list-style-type: none"> Heterogeneous behavior regarding evolution in the number of clients Low commercialization abroad 	<ul style="list-style-type: none"> Low number of clients Increase in the number of clients in the last year Low commercialization abroad 	<ul style="list-style-type: none"> High number of clients Increase in the number of clients in the last year High commercialization abroad, especially in the EU
Client contact resources	<ul style="list-style-type: none"> Web page Contact mailbox Redirecting traffic from other websites 	<ul style="list-style-type: none"> Web page Contact mailbox Positioning in search engines Network 2.0: social networks, blogs, twitter, etc. 	<ul style="list-style-type: none"> Web page Contact mailbox
Distribution channels	<ul style="list-style-type: none"> Internet Email 	<ul style="list-style-type: none"> Internet Email 	<ul style="list-style-type: none"> Internet Email Telephone SMS
Results of the infomediary activity	<ul style="list-style-type: none"> Mainly products 	<ul style="list-style-type: none"> Mainly products and applications 	<ul style="list-style-type: none"> Mainly products and services Greater personalization and adaptation to clients Greater use of English
Income model	<ul style="list-style-type: none"> Charges for access/use/work performed Free with publicity 	<ul style="list-style-type: none"> Free without restrictions Linear subscription 	<ul style="list-style-type: none"> Linear subscription Subscription with modalities Charges for access/use/work performed
Associative approach	<ul style="list-style-type: none"> Very low 	<ul style="list-style-type: none"> Average 	<ul style="list-style-type: none"> Average
Employment	<ul style="list-style-type: none"> Low number of employees engaged in infomediary activities Approximately a third hired personnel last year 	<ul style="list-style-type: none"> Low number of employees engaged in infomediary activities Approximately half hired personnel last year 	<ul style="list-style-type: none"> High number of employees engaged in infomediary activities High contracting (approximately two thirds) in Spain in the last year
Assessment of the RPSI in Spain	<ul style="list-style-type: none"> They view positively the quality, origin and accuracy of the information The elements that enable the access and use of public information are especially critical for them 	<ul style="list-style-type: none"> The dissemination of the regulations, accessibility, format and quality of the information is deemed adequate by them They view negatively the publicity of the information and the income model to be applied 	<ul style="list-style-type: none"> Good global assessment regarding the RPSI in Spain The frequency of the information is appreciated by them They find difficulties in identifying the person responsible for the reused information

Billing percentage related to the infomediary activity				
		Less than 25%	Between 25% and 75%	More than 75%
Effects of incorporating reuse activities into the company	•	It has given rise to the development of new products, services and/or applications	It has facilitated the development of new products, services and/or applications	The RPSI has contributed to the development of new products and services, and to the increase in the loyalty and number of clients
	•	It has not contributed to the expansion of the business on international levels, neither to the access to relevant and useful commercial information	It does not imply the expansion of the business on international levels, neither the efficient use of company resources	It does not imply a more efficient use of the company's resources

3.2.2 Characteristics of the companies according to the human resources related to the infomediary activity

As regards to the number of employees related to the infomediary activity, three company profiles have been identified with different behaviors:

- Companies with a high number of employees (**more than 50 employees**), representing **6.78%** of the sample.
- Companies with an average number of employees (**between 11 and 50 employees**), representing **25.32%** of the sample.
- Companies with a low number of employees (**between 1 and 10 employees**), representing **67.8%** of the sample.



N=63

Chart 13. Company distribution on a percentage basis according to the human resources related to the infomediary activity

3.2.2.1. Characteristics of the companies analyzed with a low number of employees (less than 10 employees) related to the infomediary activity

- **Field of implementation of the infomediary activity and origin of the public information.**

The vast majority of companies of this group have been reusing information for over five years. The activities of the same are very diverse, emphasizing those of consultancy, publishing, publicity, marketing and communication, business and financial services and ICT. All the companies within this profile reuse national information, mainly state and autonomous region information. A small

number of companies also reuse international information, mainly from the European Union.

These companies develop their infomediary activities mainly within the geographical/cartographic, legal and business/financial information fields.

The companies within this profile mainly access maps and plans, data produced by the agency, and regulations and jurisprudence to generate the results of their infomediary activity.

- **Distribution channels.**

Internet and email are the main supply channels of the results of the infomediary activity of these companies.

The companies of this group provide their clients with the results of their activity mainly through electronic and printed format.

In general, the main formats in which the companies offer the results of their infomediary activity to their clients are PDF, Microsoft Office Suite files, HTML and XML.

- **Income model.**

Most companies within this profile usually have free income models (free without payment restrictions, payment by linear subscription) as the models utilized the most.

- **Number, origin, management and evolution of their clients.**

The number of clients of these companies is generally over 500, and in the majority, this number of clients has increased in the last year. These clients are usually other companies and the Public Administrations.

The main field of action for these companies is Spain, while for half of them, this also includes other countries of the EU.

The languages in which they usually offer the results of their activity are mainly Spanish and English.

All the companies within this profile have their entire staff in Spain, having hired personnel in Spain during the last year.

The client contact resources utilized the most by these companies are their own company web page and the contact mailbox with clients.

3.2.2.2 Characteristics of the companies analyzed with an average number of employees (between 11 and 50 employees) related to the infomediary activity

- **Field of implementation of the infomediary activity and origin of the public information.**

The vast majority of companies with an average number of employees, located mainly in Madrid and Barcelona, **have been reusing Public Sector information for 5 years.**

All the companies classified in this profile reuse national information, and the vast majority also reuses international information, mainly from the European Union.

The great majority of these companies develop their infomediary activity within the legal and geographical/cartographic information fields. The main activities of these companies are publishing, cartographic and geographical services and ICT.

The type of information accessed the most by these companies, in order to generate the results of their activity, are **maps, plans, regulations and jurisprudence.**

In general, these companies obtain the following as main results of their activity: processed data (restructured, organized and, if pertinent, analyzed public data) and maps as products, advice as service, and client software as application.

- **Distribution channels.**

All the companies of this profile utilize the electronic format for providing the client with the results of their activity, and a minority also utilizes printed formats.

The formats in which the companies offer the results of their activity to their clients are mainly PDF and XML, utilizing also the geographical formats and images, such as GDF, SHP, DXF, etc.

Almost all of the companies of this type utilize Internet as supply channel for the results of their activity, while email is also utilized by a large number of these companies.

- **Income model.**

Most of the companies of this profile have only a single income model, while the most utilized are those of charges for access, use and/or work performed, as well as the linear subscriptions and by modalities.

- **Number, origin, management and evolution of their clients.**

Half of these companies have between 1 and 25 clients as a result of their infomediary activity, while the other half has more than 500 clients. For most of the companies of this group, the number of clients has increased during the last year.

In general, the clients of the companies within this profile are other companies and the Public Administrations.

All the companies analyzed, pertaining to this profile, offer the results of their activity to clients of Spain, while a small number of companies also commercialize in other countries of the EU and on a global scale.

In general, most of the companies utilize several contact resources with their clients, such as marketing tools, while those utilized the most are the contact mailbox, positioning in search engines and their own web page.

The languages in which they offer the results of their activity are mainly, besides Spanish, English and in some cases Catalan.

All the companies of this profile have their employees in Spain, except a minority that have 15% of their staff spread throughout the world. Most of them have hired staff in Spain during the last year.

3.2.2.3. Characteristics of the companies analyzed with a high number of employees (more than 50 employees) related to the infomediary activity

- **Field of implementation of the infomediary activity and origin of the public information.**

All the companies, with a high number of employees related to the infomediary activity, have been reusing public sector information for more than 5 years.

The companies that reuse **business/financial** information are the ones most identified with this profile.

They all reuse public sector information of national origin (state, autonomous and local), and **almost all likewise reuse information of international origin**, mainly of the European Union.

The companies related to this profile mainly access censuses and directories, news and current affairs, as well as data produced directly by the agency to generate their applications, products and/or services. These different sources are integrated into their analysis to create their catalog of products and services.

- **Distribution channels**

The most representative results of their infomediary activity are processed data (restructured, organized and, if pertinent, analyzed public data) and publications as products, personalized reports and advice as services and SMS/mail alerts as applications.

All the companies of this profile coincide in utilizing Internet and email as the main supply channels for their results.

These companies offer their applications, products and/or services to their clients mainly through electronic and printed format.

All the companies of this profile coincide in utilizing PDF, Microsoft Office Suite, HTML and XML file formats to offer the results of their activity to their clients.

- **Income model.**

The companies within this profile have various income models related to their activity, the most utilized being that of payment by linear subscription, payment by subscription with modalities, and charges for access, use and/or work performed. The free model has a smaller incidence given the specific characteristics of the services offered.

- **Number, origin, management and evolution of their clients.**

The number of clients of the larger companies is generally over 500, and in the majority, this number of clients has increased in the last year.

In the interviews, it has been indicated that in times of crisis, as the current one, the demand for certain infomediary services increases. For example, the analysis of technical and financial solvency has become a very important tool for the commercial management of the company.

In general, all the companies within this profile coincide in the type of clients related to their activity, with a preference for companies, independent contractors and Public Administrations.

As regards to the geographical field of these clients, all the companies have clients in Spain and in other countries of the EU, and half of them also, throughout the rest of the world.

The languages in which they offer the results of their activity are mainly, besides Spanish, English, French and Catalan in which they likewise generate information.

The associative approach is very present in these companies. Of the companies surveyed, all except one belong to some association of companies, the most important being ASEDIE (Asociación Multisectorial de la Información) (Multisectorial Association of Information) and ADIGITAL (Asociación Española de la Economía Digital) (Spanish Association of Digital Economy).

All the companies of this profile utilize all the contact resources available to communicate with their clients (email, web page, SMS, telephone, fax, mail, etc.).

	Number of employees related to the infomediary activity		
	Between 1 and 10	Between 11 and 50	More than 50
Field of the infomediary activity.	<ul style="list-style-type: none"> Information regarding different fields 	<ul style="list-style-type: none"> Geographical/Cartographic information Legal information 	<ul style="list-style-type: none"> Business/Financial information
Origin of public information.	<ul style="list-style-type: none"> National 	<ul style="list-style-type: none"> National International 	<ul style="list-style-type: none"> National International
Access information	<ul style="list-style-type: none"> Maps and plans Data provided by the agency Regulations and jurisprudence 	<ul style="list-style-type: none"> Maps and plans Regulations and jurisprudence 	<ul style="list-style-type: none"> Censuses and directories Data provided by the agency News and current affairs
Clients	<ul style="list-style-type: none"> Companies and AAPP High number of clients Increase in the number of clients in the last year Certain commercialization abroad, especially in the EU 	<ul style="list-style-type: none"> Companies and AAPP Heterogeneous regarding the number of clients Increase in the number of clients in the last year Low commercialization abroad 	<ul style="list-style-type: none"> Companies, independent contractors and AAPP High number of clients Increase in the number of clients in the last year High commercialization abroad, especially in the EU
Client contact resources	<ul style="list-style-type: none"> Web page Contact mailbox 	<ul style="list-style-type: none"> Web page Contact mailbox Positioning in search engines 	<ul style="list-style-type: none"> Web page Contact mailbox Positioning in search engines Network 2.0: social networks, blogs, twitter, etc. Redirecting traffic from other websites Extranet with clients or suppliers
Distribution channels	<ul style="list-style-type: none"> Internet Email 	<ul style="list-style-type: none"> Internet Email 	<ul style="list-style-type: none"> Internet Email

Number of employees related to the infomediary activity			
	Between 1 and 10	Between 11 and 50	More than 50
Results of the infomediary activity	<ul style="list-style-type: none"> • Products: Formats: PDF, Microsoft Office Suite, HTML and XML • Languages: Spanish and English 	<ul style="list-style-type: none"> • Products: processed data and maps • Services: advice • Applications: client software • Formats: PDF, XML, geographical formats and image formats • Languages: Spanish, English and Catalan 	<ul style="list-style-type: none"> • Products: processed data and publications • Services: personalized reports and advice • Applications: SMS/mail alerts • Formats: PDF, Microsoft Office Suite, HTML and XML • Languages: English, French and Catalan
Income model	<ul style="list-style-type: none"> • Free without restrictions • Linear subscription 	<ul style="list-style-type: none"> • Charges for access/use/work performed • Linear subscription • Subscription with modalities 	<ul style="list-style-type: none"> • Linear subscription • Subscription with modalities • Charges for access/use/work performed
Associative approach	<ul style="list-style-type: none"> • Low 	<ul style="list-style-type: none"> • Low 	<ul style="list-style-type: none"> • High
Employment	<ul style="list-style-type: none"> • Staff exclusively in Spain • The majority have hired staff in the last year 	<ul style="list-style-type: none"> • Staff mainly in Spain • The majority have hired staff in the last year 	<ul style="list-style-type: none"> • Staff mainly in Spain • The majority have hired staff in the last year

3.3 Characteristics of the companies according to the field of Information

Based on the information collected in the survey, and according to the field of information utilized by the companies to carry out their infomediary activity, 6 company profiles have been identified for this study: Business/Financial, Legal, Geographical/Cartographic, Meteorological, Sociodemographic/ Statistical and of Transport.

The profile and characteristics of the companies pertaining to each of these fields, including the description of the value chain, the organization of their personnel, the description of their main clients, the income model of their business and their perception of how the reuse of public sector information has influenced upon their company, shall be described below.

In order to measure said perception, the level of agreement has been assessed⁶ with the following statements, which based upon the theoretically positive effect of the incorporation of the possibility to access and utilize public information, are presented in the survey.

The final result of the assessment is of:

Total average assessment of 2.88

	Average
Improvement of company internal management	2.74
Development of new applications, products and/or services	3.60
Increase in loyalty of clients	3.05
Increase in number of clients	3.22
Business expansion on an international level	2.23
Improvement in results obtained	3.00
Access to relevant and useful commercial information	2.58
Efficient use of the company's resources	2.53
Improvement in company quality	2.97

⁶ On an assessment scale from 1 to 5 (1 being non-agreement and 5 completely in agreement).

The following are aspects considered to have produced the most positive effects within the business field, derived from reuse activities:

- The **development of new applications, products and/or services** based upon the access, processing and analysis of the information, providing added value to the same.
- And two aspects related to the clients: the **increase in the number of clients**, given that it makes it possible to offer new solutions that cover new needs of companies and citizens and, in the same sense, assist in **building up current client loyalty**, given that it likewise improves the offer of products and services made available.

In general, the companies surveyed consider the reuse of information as an activity for national consumption, where the possibility of internationalization is a less valued aspect as specified by those in the survey, even when, in this case and as seen, 35% utilize information generated in other countries, and 47% have clients abroad.



N=65

Chart 14. Assessment of the influence of the RPSI upon the companies of the infomediary sector

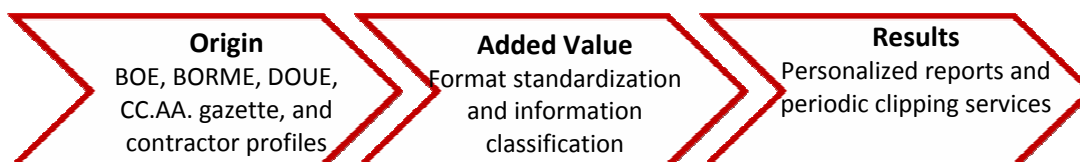
3.3.1 Business/Financial field

Two types of companies are distinguished in this field:

- The first type of company reuses commercial information and obtains the information from the official gazettes of the CC.AA. and of the BORME (Official Gazette of the Business Registry).
- The second one reuses information regarding public tenders, from the BOE, of the autonomous region gazettes, of the DOUE and of the contractor profiles from all kinds of Public Agencies.

In both cases, their offer of products usually comprises personalized reports or clipping services for their clients.

Value chain



Internal organization. In these companies, the personnel engaged in extracting reusable information, are usually organized according to the sources of public information with which they work. In some cases, part of the process is performed from abroad.

Characterization and management of their clients. The majority of the clients are usually companies. In the case of commercial information, it mainly refers to banks and insurance companies, and in the case of tenders, these are basically construction and consultancy companies. These usually have their commercial network for companies and for developing positioning actions in search engines.

Income Model. The income model is generally based upon subscriptions and systems of charges for access, use and/or work performed.



N=26

Chart 15. Assessment of the influence of the RPSI upon the companies that reuse information from the Business/Financial field

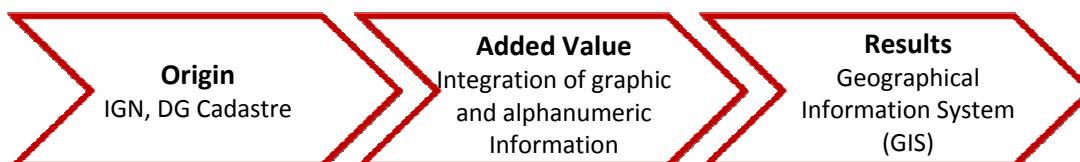
Assessment of the infomediary activity. As regards to the influence of reuse activities within the company, those companies analyzed in this field consider that this activity has supposed the opening and maintaining of their own activity, given that public information promotes the development of new applications, products and/or services, the increase in the number of clients, and favors the loyalty of the same to the company.

3.3.2 Geographical/Cartographic Field

The source of the information originates mainly from the IGN (National Geographic Institute) and from the Directorate General for Cadastre.

They develop Geographical Information Systems and marketing the same to Public Administrations, engineering firms, telecommunication companies, etc.

Value chain



Internal organization. As regards to their organization, these companies usually do not include a specific department to obtain public information, instead, each department manages its own data. In some companies, part of the production is transferred abroad, and some of them are multinational companies with presence abroad.

Characterization and management of their clients. The main clients, focused on by the same, are Public Administration agencies (on all levels) and some companies. The demand that stems from these Administrations arises from public tenders executed by the same within their budgets, and the main products are GIS applications (Geographical Information Systems). These usually include a commercial network, presence at fairs and marketing events for presenting their catalog of applications and services.

Income model. The business model is based mainly upon public tenders and service contracts related to the software licenses, which manage and make it possible to give added value and greater utility to the products offered.

Assessment of the infomediary activity. These companies indicate that currently the main obstacles for commercialization are generated by the current budgetary situation of the Administrations, which have reduced their expenditure and the number of tenders, as well as by the geographical scattering of their clients (mainly townships). Some are multinational companies with presence abroad.



N=31

Chart 16. Assessment of the influence of the RPSI upon the companies that reuse information from the Geographical/Cartographic field

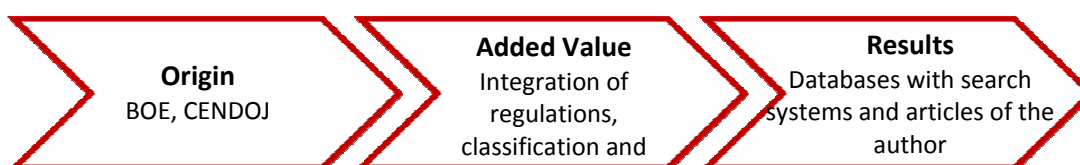
The companies within this field consider that the reuse activity has supposed the development of new applications, products and/or services. These new lines of business and the quality of the information and resulting products obtained, redound in an improvement in the results obtained and in the quality of the service provided by the company.

3.3.3 Legal Field

The companies analyzed in this field, obtain information regarding rulings from the National Center of Juridical Documentation (CENDOJ) and legislation from the Official Gazette of the State (BOE), as well as from the different official gazettes of the Autonomous Communities.

They generate large databases with said information and commercialize them by way of subscriptions. The product most in demand consists of databases of legislation, rulings and legal publications.

Value chain



Internal organization. Mostly legal publications are found in this sector. Even when it is not the main line of business, they usually have very specialized personnel engaged in this work of collecting and integrating public information.

Characterization and management of their clients. The main clients are law professionals: lawyers, registrars, notary publics, township secretaries, etc.

Income model. The alternatives utilized the most by these companies to generate income are those of payment by subscription, both linear as well as with modalities, and those of freemium services. They include their own commercial network and digital marketing strategies, while the activity directed abroad currently has a residual nature.



N=29

Chart 17. Assessment of the influence of the RPSI upon the companies that reuse information from the Legal field

Assessment of the infomediary activity. The companies analyzed in this field consider that the reuse activity has influenced positively in the development of new applications, products and/or services, and in the increase in the number and loyalty of clients.

Clients have increased and are more loyal, given that they have managed to develop applications, which enable a more organized and useful management of information originating from the judicial and legislative field.

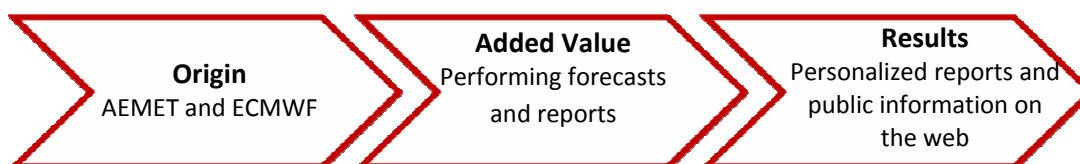
3.3.4 Meteorological Field

The information utilized by the companies in this field is generated in:

- The AEMET (Spanish Meteorological Agency)
- The ECMWF (European Center for Medium Range Weather Forecasts)

The information is captured by way of search robots or by FTP downloads in order to create, as end products, **personalized reports and publications on the web.**

Value chain



Internal organization. These are usually small companies engaged almost completely in the infomediary activity.

Characterization and management of their clients. They offer forecasts for all kinds of users and personalized reports for companies (mainly mass media and energy companies) and for some Public Administrations (fire risk management).

Income model. These are usually small companies without a broad commercial network. Their business strategy is based more on the Internet and they work by project or by linear subscription.



N=7

Chart 18. Assessment of the influence of the RPSI upon the companies that reuse information from the Meteorological field

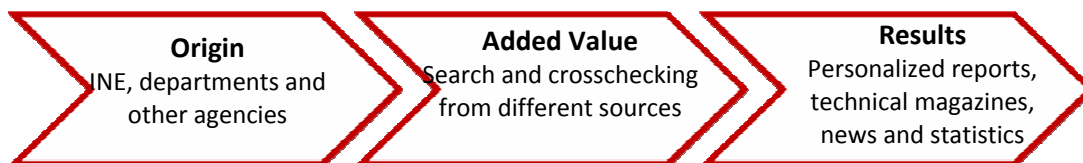
Assessment of the infomediary activity. Regarding the influence of the reuse activity on the company, they emphasize the positive repercussion that this activity has supposed upon the improvement of results, the increase in the number of clients and the development of new applications, products and/or services.

Its influence within the internal environment of the company is very limited in this infomediary sub-sector.

3.3.5 Sociodemographic/Statistical Field

These companies utilize information from the Spanish National Statistics Institute (INE), and from different departments and public agencies of all the fields of Public Administration, in order **to draft technical magazines, personalized reports, news and statistics.**

Value chain



Internal organization. The companies that reuse information from this field usually have specialized personnel for each technical area of the business.

Characterization and management of their clients. Their clients are companies and business associations. Their most common products are specialized technical magazines.

Income model. Their income is derived mainly from payments for subscription with modalities, and charges for access, use and/or work performed, although they also utilize the available free information without restrictions.

Their business strategy usually includes a commercial network, participation in events and digital marketing actions. Some commercialize reports abroad.



N=15

Chart 19. Assessment of the influence of the RPSI upon the companies that reuse information from the Sociodemographic/Statistical field

Assessment of the infomediary activity. In this field, the influence of the reuse activity has been greater in the development of new applications, products and/or services, in the improvement in the business quality and in the efficient use of company resources.

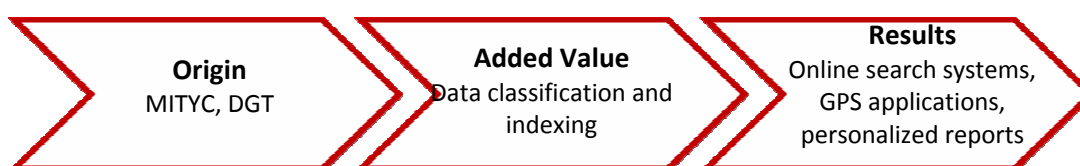
The companies within this field are the ones that consult a greater number of sources within the infomediary sector, therefore they value the benefits of the improvement in making the information available (increase public information, improve the structuring and access to the information).

3.3.6 Transport Field

The companies analyzed herein, which reuse information from this field, utilize search robots to access information from the web pages of the Ministry of Industry, Tourism and Trade or from the Directorate General of Traffic, in order to offer products or services that arise from the processing and/or analysis of said information.

Along with their products, they also commercialize, in a supplementary or integrated manner, the **information that they have generated through the public information software development companies, of the GPS type.**

Value chain



Internal organization. The cases analyzed in the field of study usually have specialized personnel for this work.

Characterization and management of their clients. The users who normally access these services are both individuals as well as companies (logistic firms, fleets of vehicles, etc.).

Income model. Their main income arises from charges for access, use and/or work performed.

Their business strategy is based on digital marketing actions on the Internet. Although the majority of their clientele are national, they also have some foreign clients.



N=7

Chart 20. Assessment of the influence of the RPSI upon the companies that reuse information from the Transport field

Assessment of the infomediary activity. The reuse activity, within companies analyzed in this sector, has been better valued due to their contribution to the development of new applications, products and/or services, as well as to the increase in loyalty of the clients.

3.4 The client of the infomediary companies

3.4.1 Client characterization

The characteristics of the clients of the infomediary companies that have participated in the field work are analyzed in this section.

Main indicators

Percentage of companies according to the type of clients derived from their infomediary activity

The main clients of the infomediary companies are, in this order, other companies, Public Administrations and independent contractors.

	Percentage
Companies	84.8%
Public Administrations	72.7%
Independent Contractors	51.5%
Active Workers	13.6%
Young People (<25 years old)	9.1%
Unemployed / seeking employment	4.5%
Universities/trainers/students	4.5%
Other agencies (associations, foundations)	4.5%

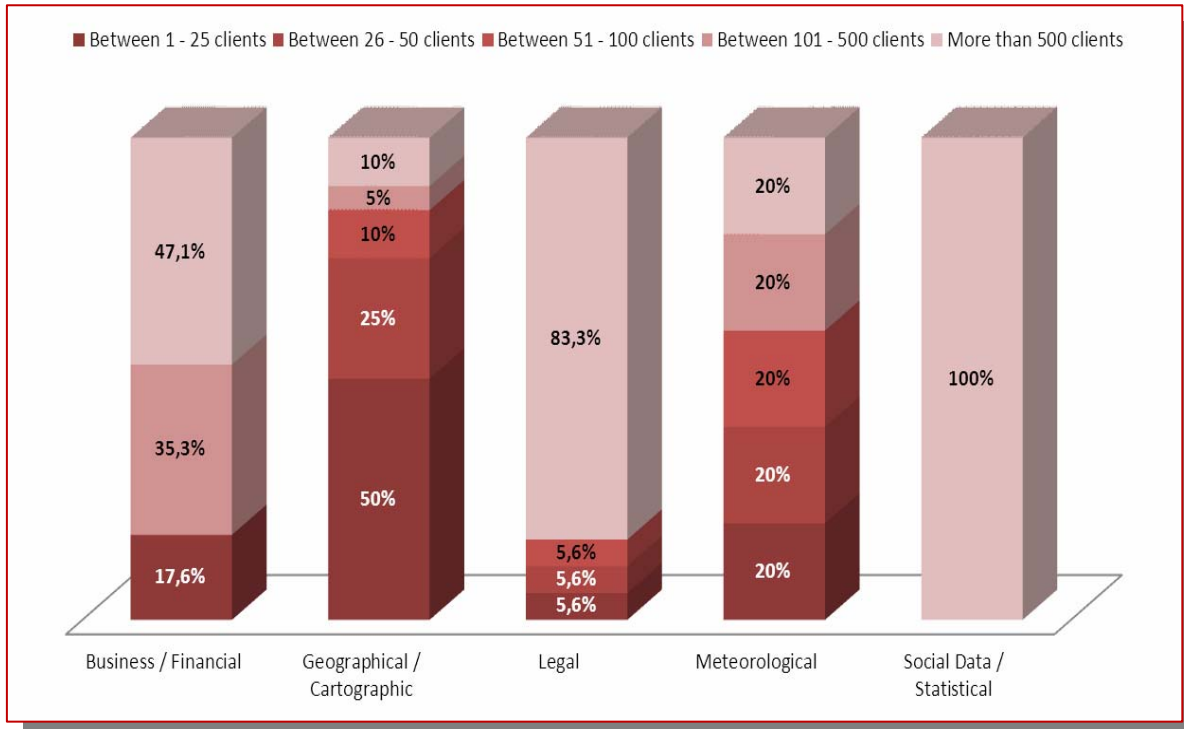
N= 66

Client distribution on a percentage basis by category derived from the infomediary activity

Approximately half of the companies of the sample have more than 500 clients derived from their infomediary activity. There is however, a significant group of companies whose infomediary activity barely amounts to 25 clients.

	Percentage
Between 1 and 25 clients	23.8%
Between 26 and 50 clients	11.1%
Between 51 and 100 clients	6.3%
Between 101 and 500 clients	12.7%
More than 500 clients	46.0%

N=63

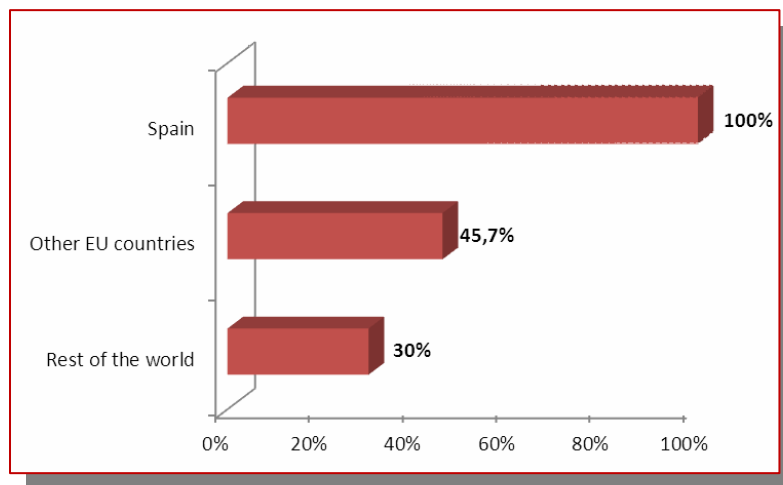


N=66

Chart 21. Client distribution on a percentage basis by category derived the infomediary activity, according to the field of information

Percentage of companies according to the geographical location of clients derived from their infomediary activity

All the companies from the sample commercialize the results of their infomediary activity in Spain. But furthermore, approximately half of the companies sell their applications, products and/or services in other countries of the European Union, while a third of the companies direct part of their activity towards the rest of the world.



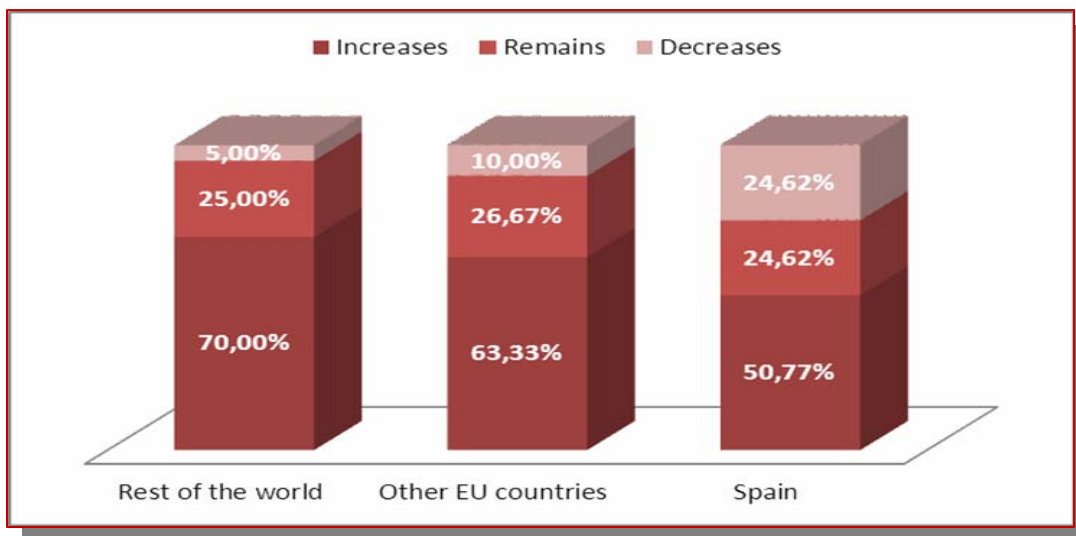
N=70

Chart 22. Percentage of companies according to the geographical location of clients

Increase in number of clients

If the relation between the location of clients and the increase of the same is analyzed, it can be observed that most of the companies, which have part of their clientele located in Europe, have increased their number of clients, and practically all those that commercialize their services, products or applications on a global basis, have likewise, increased their number of clients in the last year.

Nevertheless, of the companies that commercialize their results in Spain, only half of them increased their number of clients.



N=66

Chart 23. Distribution on a percentage basis of the location of clients, distributed according to the variation of the clientele

3.4.2 Client management

Tools available in the companies of the sector for management and communication with clients/suppliers

	Frequency	Percentage of cases
Own company web page	67	98.5%
Mailbox for customer contact	58	85.3%
Social networks, blogs, Twitter, etc.	36	52.9%
Prominent positioning in search engines	47	69.1%
Redirecting from other websites	45	66.2%
Customer or supplier extranet	20	29.4%

N= 68

3.4.3 Revenue and customer management model

As noted above, the study has identified the following **7 revenue models** used by infomediary companies:

- Free without restrictions
- Free with password
- Free with publicity
- Payment per access/use/work
- Linear subscription payment
- Payment of different types of subscription (basic, advanced and premium)
- Freemium Services (basic services are free but advanced are not)

If the revenue model of the analyzed companies is compared with the **number of customers**, it can be seen that models used by companies with larger numbers of clientele are clearly the subscription payment models, in the cases of both linear subscriptions and different types of subscriptions.

As regards the trend in the **variation in the number of customers**, it can be seen that the revenue models of payment per access/use/work and the payment of different types of subscriptions are used by companies whose customer numbers have increased over the last year. However, the revenue models most used by companies whose customer numbers have decreased were "free with password" and "linear subscription payment".

If **customer types** are analyzed, most of the companies work with other companies, freelancers and governments. The main revenue models used by infomediary companies with these types of customers are payment per access/use/work and payment of subscription (linear or different types).

The free unrestricted model is also widely used when customers are companies or governments.

With young customers (under 25), the main revenue models are those that are partially or entirely free (unrestricted free services and freemium services).

As regards the **information sector**, the revenue model based on the payment of different types of subscriptions is the most used in the business/economy, legal and socio-demographic/statistics sectors. Models based on payment per access/use/work and unrestricted free access are also used in the last of these sectors.

Likewise, the payment per access/use/work model is the most used in the geographic/cartographic and transport sectors.

Finally, the most common revenue model in the meteorological sector is the payment of a linear subscription.

3.4.4 The demand for information

The study has identified 3 **types of results of the infomediary activities** carried out by the companies:

- Products
- Services
- Applications

Types of activities and their weight within the sector

	% companies that offer
Products	82.9 %
Services	52.7%
Applications	60.0%

N=70

Depending on the type of customer, the types of results that are most in demand among almost all types of customers are products, whereas there are practically equal levels of demand for services and applications.

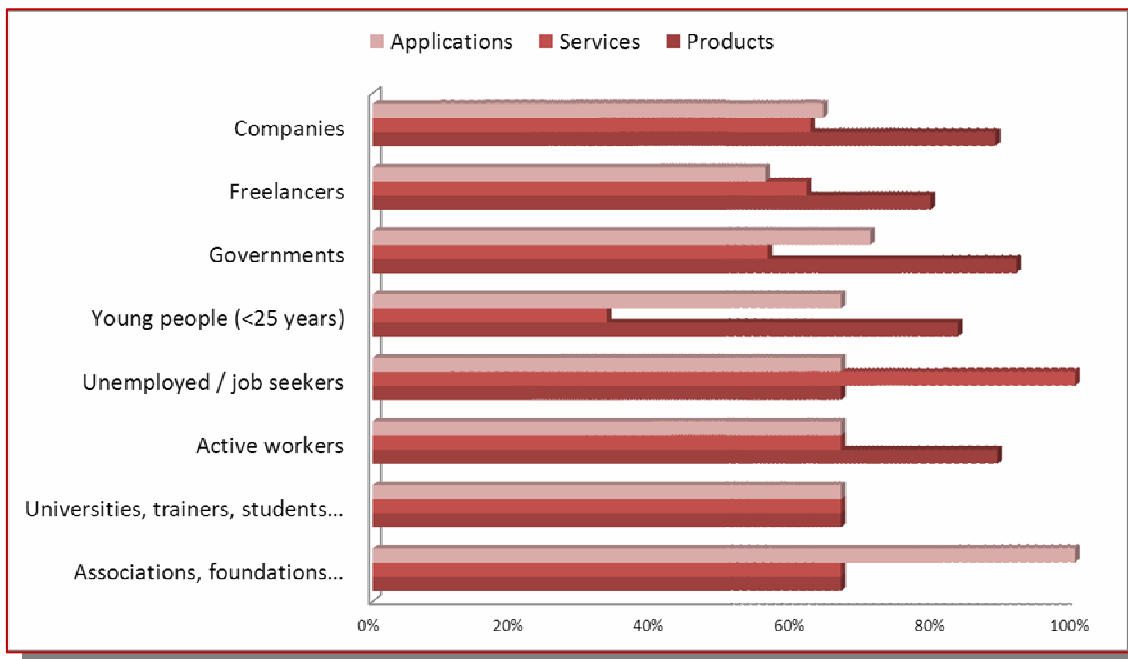


Chart 24. Percentage distribution by type of customer, distributed based on the results of infomediary activity

The **products that are most in demand** by all customer types are processed data. The second most popular type of product among companies and governments is maps.

The service of personalized reports is **most in demand** by companies, freelancers and governments. For the rest of the customers, the most popular service is consultancy.

Lastly, the **applications that are most in demand** are, in most cases, client software, followed by SMS/cell phone alerts.

If demand is analyzed from the perspective of variation in customer numbers, it can be seen that over the last year, in all areas of information with the exception of meteorology, the percentage of companies that have increased their clientele is greater than the percentage of companies that have suffered a decrease.

3.4.5 The Government as a customer

It has been seen that the government is not only the first link in the value chain of re-used information, as it makes reusable public information available to companies and users, but it is often also found at the end of the chain as a consumer of the results of value added operations that infomediary companies carry out on said information.

The three development sectors of infomediary activities in which the government itself becomes an important customer of these companies are:

- Governments as users of Geographical Information Systems developed by companies that reuse **Geographic/Cartographic** information. In this case, it is local entities that demand these types of products. Infomediary companies integrate or combine data from different origins, such as urban planning data from a municipality with land registry data and with data on the management of project license files.
- Governments also become customers in the **legal** sector, as legal firms, whose customers include secretaries to local governments, edit databases of legislation and jurisprudence.
- Some companies working with **meteorological** information draw up more specific reports for governments, with aims such as the detection of risks of forest fires using forecast and historical data about the meteorological situation in a certain territory.

3.5 Assessment by infomediary companies of the implementation of RPSI by governments

The opinions and considerations of companies concerning how the re-use activity has been implemented by Governments has been included in the study through the inclusion of questions in the survey, holding personalized interviews and meeting with focus groups.

In order to better identify these characteristics, the companies were asked to rate the adequacy⁷ in Spain of the implementation of the following aspects inherent to developing the re-use of information:

Average assessment obtained 2.83

	Average
Dissemination of the regulations	3.11
Identification of the person in charge of the re-used information	2.70
Publicity of the information	2.75
Frequency of the information	2.94
Usability of the information	2.81
Quantity/scope of the information	3.02
Accessibility of the information	2.88
Format of the information	2.88
Income model	2.52
User licenses policies	2.69
Tools that aid the identification, representation, transformation, publication and re-use of the information	2.44
Quality, source and accuracy of the information	3.27

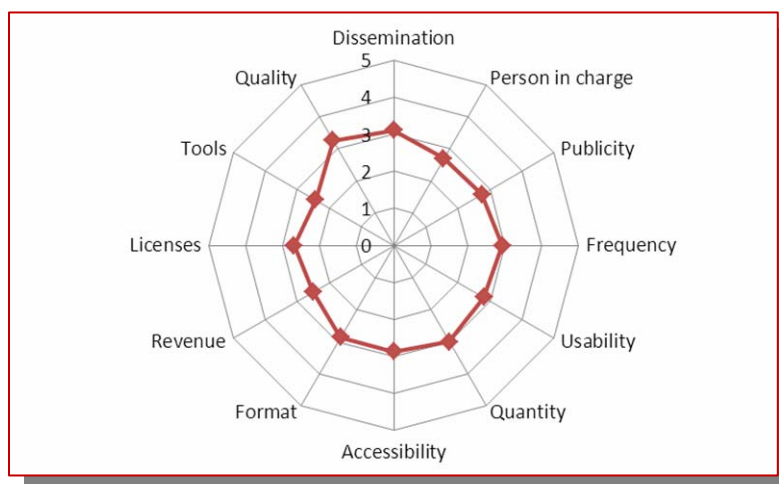
⁷ on a scale from 1 to 5 (1 being not adequate at all, and 5 being completely adequate).

3.5.1 Overall assessment

The following aspects stand out for receiving the **highest ratings** from the companies:

- **Quality, reliability** and the fact that there has been an **increase in the number of organizations** that make the information that they generate publicly available, which has led to a very significant increase in the quality and quantity of the information.
- The **dissemination of regulations** through initiatives such as the **Aporta Project**, which involves the commitment of the entire government to increasing the information made available to the public.

The **lowest ratings** are related to the **management of the information** that is presented. Low ratings are given to the technical possibilities offered by governments for a user-friendly way of using and accessing the information supplied to those that are interested in its use, processing and/or analysis.



N=65

Chart 25. Assessment of the implementation of the re-use of public sector information by infomediary companies in Spain

Similarly, the following two aspects have been identified overall, that have a direct effect on the activity of infomediary companies, related to the current economic crisis:

- On the one hand, it affects the resources used by the government to offer information, leading to limitations when it comes to offering a greater quantity of information and more frequent updates; it also affects the search and information provision functions of computer systems.

- On the other hand it has a negative effect on demand, as preference is given to free content and less value placed on added value resulting from the activities of infomediary companies.

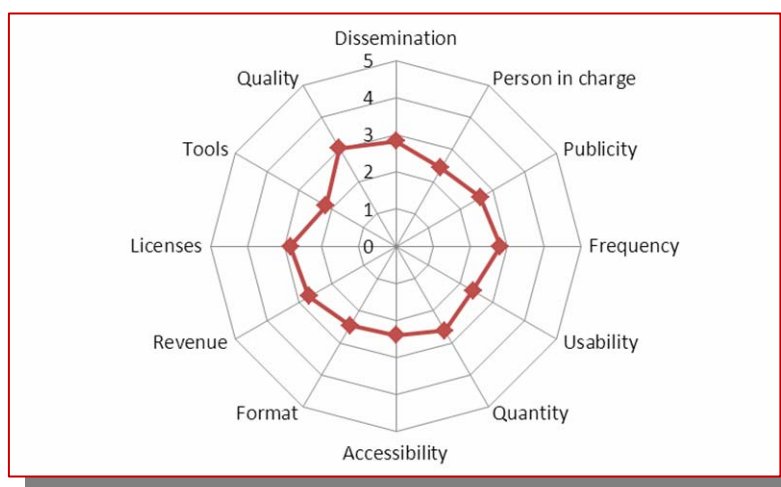
As mentioned in previous points, a detailed analysis of each area of information takes on more importance, given the variety, origin and use of the public information.

Found below is an **assessment made by the companies, for each area of information, about the value placed on implementation by each sector and the current situation of the re-use of information in the public sector.**

3.5.2 Business/economy area:

The information made **available** by governments is given a **very positive rating**, with an emphasis on the **quality and reliability of the information**. As part of the government's internal management, a positive rating is also given to the **licensing policy that is followed and the dissemination** of applicable regulations.

However, aspects related to **help tools** for identifying the information, as well as its accessibility and usability, are considered to be **less adequate**.



N=26

Chart 26. Assessment of the implementation of the re-use of public sector information by business/economy area companies in Spain

Companies interested in information about tender processes believe that their publication in the new Contractor's Profile sections of public organizations represents progress.

Similarly, companies more associated with the publication of corporate information believe that new business possibilities would arise if more information on co-operatives were to be published.

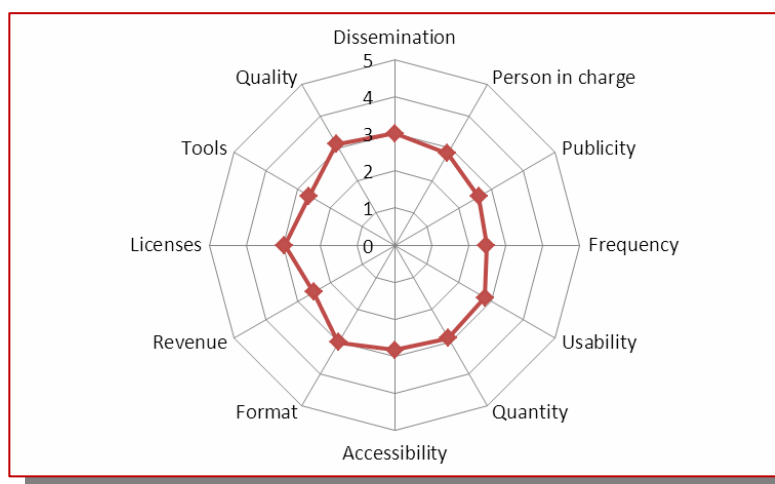
Companies in this area believe that the standardization of the formats and structures of the data that is offered would greatly facilitate their infomediary activity. They are also in disagreement with limitations on the publication of certain data concerning accounts in the business sector.

From a legal point of view they have placed an emphasis on the fact that regulatory changes related to the non-publication of certain corporate data concerning company accounts have made it difficult to develop their business, along with adaptations made by each organization to the re-use law, Law 7/2007, leading to different interpretations. For example, some organizations invoke the LOPD (Organic Law on Data Protection) and do not provide them with data on legal entities.

3.5.3 Geographic/Cartographic:

Companies that re-use information in this area give a **positive rating** to practically all of the analyzed aspects. Emphasis should be placed on the **quality of the information, its formats and the dissemination** carried out by the government of the information that it generates.

Aspects that are given a **lower rating** in this area are the **revenue models** that are applied, or that can be applied, to the activity and the **frequency** of information releases.



N=31

Chart 27. Assessment of the implementation of the re-use of public sector information by geographic/cartographic area companies in Spain

In general, companies working in the geographic/cartographic area **have a very positive outlook on the standardization of formats across Europe and to the large amount of geographical information that has been recently released** by Spanish public organizations.

In this sense, they believe that new business opportunities could exist if they were provided with access to orthophotos in downloadable and printable formats.

Conversely, companies working in this area **believe that improvements could be made to the frequency with which some data and plans are updated**, as well as to the definition of some data licensing policies, the price of which is directly linked to the sales price of the product or service and to the expected profit.

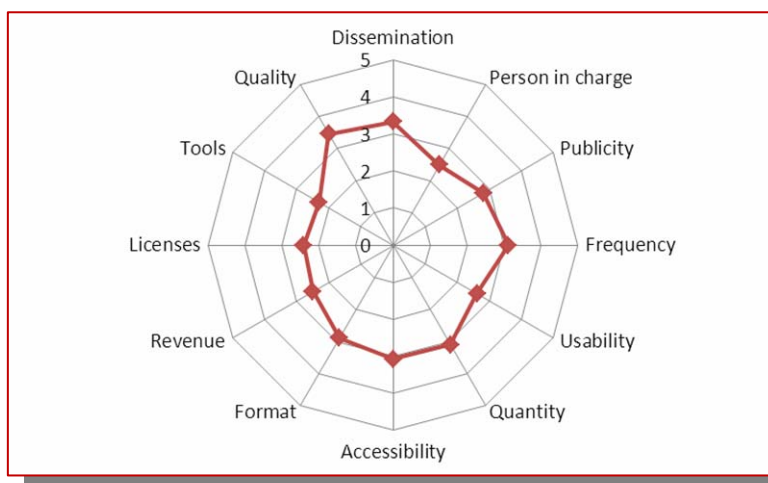
Companies working in this area also experience difficulties when commercializing their services, due to the geographical dispersion of local governments, which are usually their main customers, as they have to travel to them to define projects. They also have difficulties with the budgets that are normally assigned to these types of activities.

3.5.4 Legal

Companies dedicated to reusing legal information **give positive ratings to aspects related to the quality, quantity, frequency and accessibility of information**, as well as to the **dissemination** of regulations. Legal information is fully integrated into the government's information channels aimed at end users.

The fact that the information is offered to these companies in XML format units is considered a great advantage. End users have access to an advanced and comprehensive information search system, with which it is difficult to compete.

However, **the same rating is not given to user license policies, help tools** (as part of the fieldwork they have forwarded to the investigating team their doubts concerning the development, that they consider excessive, of free management tools made available to citizens for consulting legal information) and the **revenue model**.



N=29

Chart 28. Assessment of the implementation of the re-use of public sector information by legal area companies in Spain

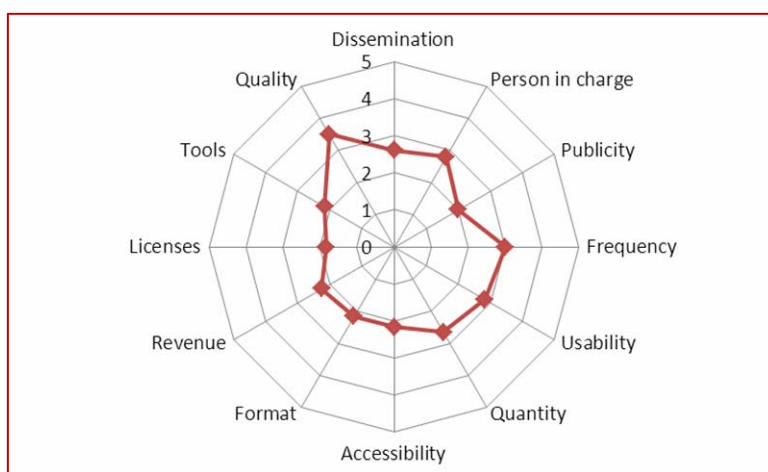
In this sense, companies in this sector are in a somewhat contradictory position. On the one hand they are aware of the huge efforts being made in the judicial sector to provide citizens with as much information as possible, as well as providing it freely in a quick and accessible manner. Conversely they believe that this unique step forward makes it difficult for their business to offer customers distinct and competitive features with the information generated by the government. Therefore, they can reach the conclusion that, in their case, the disclosure of as much information as possible under the best conditions has become the main competition to their business.

3.5.5 Meteorology

In the area of meteorology, an emphasis should be placed on the **positive rating** given by companies to the **quality of the information and the frequency with which it is updated**.

It should be taken into account that meteorological data of a public nature are fully defined and agreed on at a national and international level by international organizations in the sector and by agreements that are adopted between the countries that participate in said organizations (the ECMWF - European Centre for Medium-Range Weather Forecasts and the WMO - World Meteorological Organization).

The aspects with the **lowest ratings are the publicity** of the information, its **accessibility** and the **format** in which it is presented, as well as the help tools for its subsequent processing.



N=7

Chart 29. Assessment of the implementation of the re-use of public sector information by meteorological area companies in Spain

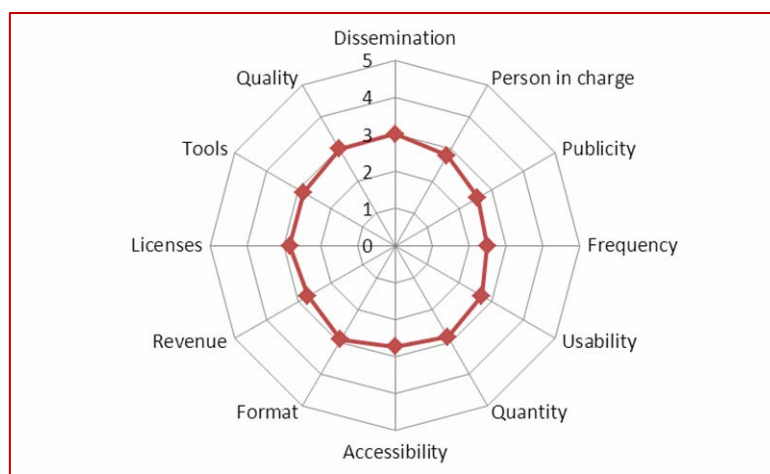
Meteorological companies believe that the information provided to them has a **high level of reliability and quality**.

Taking this into account, the main difficulties revolve around data accessibility and usability, which refers essentially to two aspects: the format of the data and changes to its design and presentation methods, which disrupts its computerized processing by the companies that use the data. Therefore, in general, their work would be made easier by the standardization of information structures and keeping them the same over time so as not to make access and processing difficult.

3.5.6 Socio-demographics/statistics

The companies in this area that have participated in the study have **given a positive rating to almost all of the evaluated aspects and have emphasized the quality and formats of the information, as well as the dissemination of regulations.**

The **lowest ratings** are related to the **frequency and publicity** of the information.



N=15

Chart 30. Assessment of the implementation of the re-use of public sector information by socio-demographic/statistics area companies in Spain

Companies working with this area of information believe that the services of some public organizations have improved considerably over recent years, which makes their work easier.

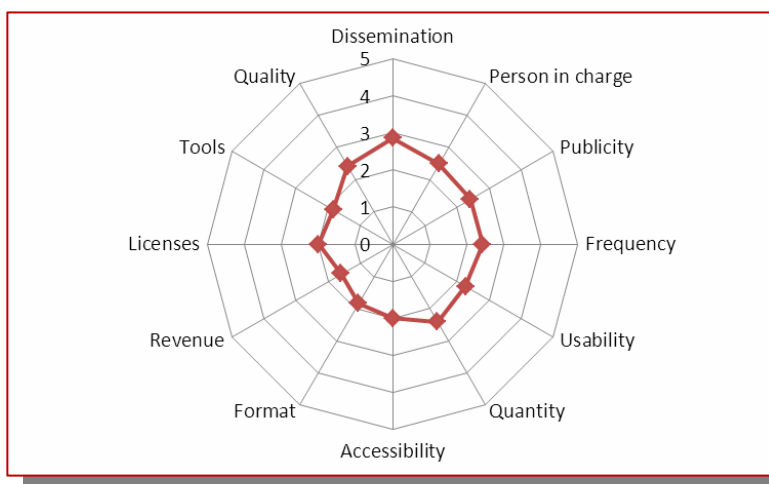
However, they encounter difficulties related to the diversity of information sources and low levels of standardization of formats, which causes them problems when it comes to processing, integrating and analyzing the information.

Companies working in the socio-demographic/statistics area believe that the law, in general, is very ambiguous, particularly regarding user licenses. They would give a positive rating if some data held by the organizations that can be accessed on request were to be offered openly.

3.5.7 Transport

The companies analyzed in the study that re-use information in this area have given positive ratings to the activities to disseminate the re-use regulations.

Conversely, they have given a negative rating to revenue models, formats, help tools and the accessibility of the information.



N=7

Chart 31. Assessment of the implementation of the re-use of public sector information by transport area companies in Spain

The companies that re-use transport information are of the opinion that the **information offered by some public organizations is well orientated for consumption by end users, but not for automatic processing by computer systems.**

They also believe that if raw information were to be offered, in real time and with a public domain license, this would facilitate re-use and would generate new opportunities. Therefore, they are seeking for the government to generate more information with quicker levels of updating.

4 THE INFOMEDIARY SECTOR'S VISION OF THE FUTURE

The **SWOT** method was used to analyze the situation, with the aim of discovering the **vision of the future of the companies in the infomediary sector participating in the study**. This technique was used to **analyze the Strengths, Weaknesses, Opportunities and Threats in the sector**, from the perspective of the situation of the infomediary companies.

Based on this analysis, **the proposals coming out of the infomediary industry for giving a boost to the sector** have been incorporated into a second sector.

4.1 SWOT analysis

Weaknesses	Strengths
<ul style="list-style-type: none"> • Sector Identification <ul style="list-style-type: none"> ○ Lack of specific identification of the sector ○ Low level of association • Sector Activity <ul style="list-style-type: none"> ○ Diversity of areas with diversity of needs ○ Different levels of added value in accordance with information, area and use 	<ul style="list-style-type: none"> • Technology <ul style="list-style-type: none"> ○ High technological level • Sector Activity <ul style="list-style-type: none"> ○ Consolidated companies ○ Moderate level of competition
Threats	Opportunities
<ul style="list-style-type: none"> • Economy <ul style="list-style-type: none"> ○ Economic crisis • Government Areas of Responsibility <ul style="list-style-type: none"> ○ Government as competition in the sector ○ Lack of standardization ○ Lack of information about data • Regulations <ul style="list-style-type: none"> ○ Non-obligatory nature of regulations ○ Diverse interpretations of some regulations ○ Real applicability of revenue models 	<ul style="list-style-type: none"> • The role of Governments <ul style="list-style-type: none"> ○ The Aporta Project ○ High volume of potentially re-usable information • Regulations <ul style="list-style-type: none"> ○ Momentum of regulatory development • Sector Activity <ul style="list-style-type: none"> ○ Offshoring ○ Internationalization of markets ○ Great potential for developing new services

Some verbatim statements extracted from the qualitative field work have been added to the description of the characteristics (in-depth interviews and focus groups), as examples of the ideas extracted from this work.

4.1.1 Weaknesses

- **Sector Identification**

- Lack of specific identification of the sector: there is no common awareness of the sector among companies from different areas. This makes it difficult for them to be identified or to act jointly.
- Low level of association: with the exception of the juridical area, among others, and the ASEDIE (Multi-sector Association for Information), the companies do not belong to specific associations in this sector. This makes them weaker when it comes to acting jointly, proposing solutions, lines of business and jointly informing governments of their needs, etc.

- **Sector Activity**

- Diversity of areas: this involves a variety of specific needs in different areas.
- Different levels of added value: levels of added value are not standard across all areas; whereas in some sectors applications are developed to allow the combination of different types of information, in others the same information provided by the government is simply presented in an organized manner. As a result of this situation we can encounter areas of re-use that are more evolved in terms of information technology and techniques and that have an influence to a greater or less extent on the possibility of generating a higher or lower added value with the processing and analysis of public information.

4.1.2 Threats

- **Economy**

- Economic crisis: has effects both on demand and on the capability of the government to generate very precise information at a high frequency.

This affects the sector through demand (companies do not demand so much, or such up-to-date information and seek to make internal use of the free data made available to them) and through supply (if the government slows investment in new applications or in obtaining other data that may be communicated to the public and, therefore, does not implement new projects).

*“The present is complicated due to the crisis situation and the general reductions in expenditure by the government (...) because there is increasingly less money earmarked for the production of that information and because decreases are being given more reward than the technical conditions of the product that is being generated”
(interview extract).*

- **The role of Governments**

- Re-use activity carried out by governments: companies believe that making information that is re-used by some public organizations freely available to citizens may represent competition to the sector, as it is more difficult to use their services to provide additional added value to this public information. The underlying threat emphasized by the infomediary sector is the definition, if applicable, of the re-use of information as a public service and its mission as a tool to drive transparency in public activities.

“...I believe (...) that every citizen has the right to access public information, but all added value has to be provided by the private sector...” (extract from the focus group).

- Lack of standardization according to the sector, of government formats, licensing policies and revenue models.
- Lack of information about public data on websites or channels used to access said data. There is sometimes no information about the type of information made available to re-users. Likewise, a frequently updated catalogue of the available information is necessary.

“...there should be a central site where you can find out about the location of the information, how to get to it and, above all, about whether there are obligatory, open or standard formats, etc.” (focus group extract).

- **Regulations**

- Non-obligatory regulations: the non-obligatory nature weakens the governing regulations and generates uncertainty among companies, as there is a range of ways of implementing them in different organizations.

“The re-use law does not make anything obligatory and does not force the allocation of resources. There are no organizations to ensure that the law is followed. They have only raised awareness in some governments, but they are oases in a desert” (focus group extract).

- Diverse interpretations of some laws within the different organizations, such as the Organic Law on the Protection of Personal Data, in different organizations.

“The problem is that they (functionaries) do not know what their final aim is, so they apply the law differently in each location” (focus group extract).

- Free content: both legal and illegal free content alternatives (illegal content is work or products generated by these companies and made available to the public without their consent) contribute less value but make it more

difficult to commercialize the results of re-using information, especially in times of crisis.

- Real applicability of revenue models: depending on the area and the product that is offered, it is not always possible to apply a revenue model that could help to obtain a greater level of profits (e.g. the problems emphasized by the legal sector caused by the implementation of new public applications and tools for accessing certain legal data).

4.1.3 Strengths

- **Technology**

- High level of technology: one of the most significant features of these companies is the high level of automation of their processes and the commercial use that is made of ICT in the majority of areas.

- **Sector Activity**

- Consolidated companies: most companies have been reusing public information for more than five years.
- Low or moderate levels of competition: the sector is experiencing rapid growth. Business opportunities have been identified in all areas if more data were to be opened up. There are still not too many companies in the sector.

“Business opportunities are being created wherever information is being opened up, new competitors will appear and this will be a good sign” (focus group extract).

4.1.4 Opportunities

- **The role of Governments**

- The Aporta Project: Aporta is a good example of the government's willingness to boost RPSI and of the change in mentality about the social and economic benefits that arise when private companies are able to access and re-use public information.

“How useful can the Aporta Project be in this sense? Very useful. Very useful. They can organize the public documentation for us, as we are going to pay for it. We would greatly appreciate it if you could tell us how we have to request it, how it is organized - we are willing to pay for it” (interview extract).

- High volume of potentially reusable information: this could lead to growth in the infomediary sector due to the generation of new business opportunities, the creation of new companies and the increase in employment in the sector.

- **Regulations**

- Momentum of regulatory development: a Royal Decree is currently being drawn up to develop Law 37/2007 on RPSI. This is the opportunity to decide how far the government should go.

- **Sector Activity**

- Offshoring: the international decentralization of tasks that do not contribute added value is a current trend in corporate organization, which allows for an increase in competitiveness and a decrease in costs. This organizational technique could be very suitable for the infomediary sector.

“It can be said that there is a part that is more raw - information that is easier to find, - and then there is classification, which is more complicated. This part is done here in Spain, but the raw information side - taking the tender as a block and extracting the data of interest, - that is done outside Spain” (interview extract).

- Internationalization of markets, through two elements:
 - the possibility of opening up to international markets in those areas where the standardization of formats is governed by supranational organizations (for example in the area of meteorology), and,
 - taking the scope of the information into account, the possibility of making comparisons with data, indicators, etc. from other countries as a distinctive feature of infomediary activity (for example in the socio-demographic area).

Additionally it should be taken into account, based on the survey data, that 57% of companies whose infomediary activities are aimed at overseas markets have experienced increases in customer numbers over the last year.

- Good potential for developing new services: the possibilities for designing new services, products and applications are multiplied when new public data is published.

“Business opportunities are being created wherever information is being opened up, new competitors will appear and this will be a good sign” (focus group extract).

“There is a lot of potential in geographical information: mobile phones, GPS... there is a lot to do. It will depend on the amount of information and its accessibility, formats and licensing” (focus group extract).

4.2 Proposals by the infomediary companies for actions to boost the Infomediary Sector

Based on the SWAT analysis, it can be deduced that infomediary companies generally share the following proposals for action.

1. Boost for Association

The strengthening of associations of companies in the infomediary sector would facilitate the identification of companies that re-use information and highlight their proposals and necessities.

The government could provide an incentive for this association:

- By creating advisory councils on the re-use of information, where the government would work alongside representatives of the relevant associations.
- By using associations as a channel for negotiating with the sector, thereby encouraging companies to associate in order to be taken into account.

2. License regulation and revenue models

Taking advantage of the regulatory development of Law 37/2007, there is the opportunity to delimit the possible licensing and revenue models that may be used by governments for each area of information.

It is recommended that governments use type licenses, with easily understandable conditions, available in digital format and that can be processed by electronic means.

There is a proposal for uniformity of the revenue models used by the government (rates) for a single piece of public information, irrespective of the way in which it will be used by the recipient. This would mean that different rates could not be applied to different users for the same information.

3. Stimulus for standardized formats

It is recommended to encourage the standardization and homogenization of formats for each area of information and to propose its extension and agreement at a European level in order to facilitate the internationalization of the sector.

4. Regulation of identifying aspects of information

It would be very useful if companies in the infomediary sector were to adopt measures to facilitate the identification of the published information, for which two measures are proposed:

- The creation of a public repository with links to all the available documentation, in line with *Open Government* initiatives, in which a high frequency of content updating is guaranteed. Any organizations that publish information should have

the obligation to inform the organization that administers said repository of the information that they have available and of any changes that are made.

- A recommendation to organizations that publish information to be provided to companies and citizens that a technical data sheet or service note should be provided along with said information, using metadata to clearly describe the information that is available, the date of publication, the frequency of updates, formats, licenses, the organization responsible and a contact person who is responsible for the information from each organization.

5. Obligatory nature of regulations concerning the re-use of public sector information

Actions to encourage the re-use of information could consist of eliminating the voluntary nature of existing regulatory provisions and creating a public organization to ensure compliance with regulations, such as the Spanish Data Re-use Agency.

The infomediary sector requests that it be made obligatory for information from public organizations to be made available to the public, and that usage conditions and applicable licenses are set out more specifically.

6. Raising Awareness among Public Organizations:

Dissemination and awareness activities, such as those included in the Aporta Project, may be used to have an influence on:

- Stimulating a change in mentality among people in charge of some organizations so that they perceive the re-use of public information by private companies as beneficial to the economy, employment and citizens.
- The need to attempt to make public as much data as possible (always with respect for individual and intellectual rights and confidential and strategic information), as well as to publish them in standardized, reusable formats to encourage third parties to add value.
- The convenience of organizations defining the processes that are necessary to standardize how information is generated and updated, as well as cataloguing, requests, access and the capacity to respond to anyone who requires said information.
- The dissemination of re-use regulations and other related regulations, such as the Organic Law on Data Protection and the Sustainable Economy Law, to ensure that all the organizations interpret the regulations in the same way.

5 CONCLUSIONS

In conclusion, we would like to highlight the most significant aspects of the infomediary sector that have been considered in the study, along with some reflections and considerations concerning the future of the sector that have been put forward by the companies that participated in the field work.

5.1 General data about infomediary companies

On a worldwide level, the following figures characterize the sphere of operations of the infomediary companies included in this study:

- The total **turnover** of the infomediary companies included in the study is estimated at between €1,600,000,000 and €1,700,000,000. Out of these figures, between 35% and 40% comes directly from their infomediary business, which represents a **total turnover of between €50,000,000 and €60,000,000 related to the re-use of public sector information.**
- In general, the subsectors of the infomediary companies are of differing importance within the framework of developing re-use activity, confirming that these companies often operate in several subsectors simultaneously.

Estimated total activity of infomediary companies
Estimated business volume; 1,600 to 1,700 M€
Estimated activity associated with Public Sector Information re-us
Estimated turnover of infomediary business; 550 to 650 M€ (approx. 35-40% of the activity)
Activity estimate per field of reuse
Business/Finacial 37.6%
Geographical/Cartographic 30.5%
Legal 17.0%
Transport 5.2%
Social Data/Statistical 1.9%
Meteorological 1.1%
Other: ICT 6.7%

- This turnover estimation would place the **infomediary sector at the same level as other digital content sectors.** According to the ONTSI data, in its "Annual Report of Digital Content in Spain 2010", within the 8,000 M€ generated by this sector in 2009, the video game (software development) and

online publicity sector, generated a business turnover similar to the infomediary sector, of nearly 650 M€⁸

- As regards the employment generated by these companies, a total employee volume of between 41,000 and 42,000 is estimated, of which 12.5% would be dedicated to re-use activities. It is estimated that the number of workers directly **involved in infomediary activities is between 5000 and 5500 employees.**

5.2 Profile of an infomediary company

The most common type of infomediary company in Spain has the following features:

- **Stable companies:** the activities of most of the companies are consolidated, as they have been on the market for more than five years, carrying out this activity in their area. However, this does not prevent **the creation of new companies working with data and specific analyses** in the different areas. 80.9% of the surveyed companies were carrying out activities relating to the re-use of public information more than 5 years ago.
- The **legal, business/economy and geographic/cartographic areas of information, in that order, are the areas that generate most re-use activity.**
- The **level of personalization and adaptation of applications, products and/or services to customer necessities** is directly associated to the importance of the re-use business to the company's main activity.
- Their **consumers** are mainly professionals: **companies, freelances and even the government itself**, in some areas such as geographic/cartographic, legal and meteorological; there is a trend towards growth in customer numbers, despite the current economic climate. Over the last year there has been an increase in the number of customers derived directly from this activity, especially in those companies that also have overseas customers. Based on the data extracted from the survey, 45.7% of companies have customers in other EU countries, and 20% even have customers outside the EU.
- Infomediary activities are mainly carried out in Spain; however, it is worth mentioning that companies that commercialize their results overseas (around 50% of surveyed companies in Europe and 30% in the rest of the world) are those that have indicated that they have the most successful results.
- With an average annual investment in ICT of €915,000 being channeled into technology, they have signaled that a significant part of said investment is aimed at improvements and innovation in the management, processing and analysis of re-used data.

⁸ Source: "Annual Report on Digital Contents in Spain 2010." ONTSI. Figures for Digital Content in Spain 2009: € 8,004 M. Video Games (SW) 8% (€ 640 M) Online advertising 8.2% (€ 656 M). www.ontsi.red.es

- In general infomediary companies are at a high technological level, and innovation in the field of the analysis, processing and presentation of re-used information is one of the main aspects that is intrinsically linked to their activity.

5.3 Commercialization and revenue models

The **value chain** of infomediary companies follows a basic structure for all areas of information.

The information is obtained from public organizations, a **value addition process** is carried out to produce applications, products and/or services and the results are commercialized. The study found that the re-used information comes mainly from Spanish organizations. Moreover, half of the companies also reuse international information

When configuring a commercialization and revenue model, it should be taken into account that **not all areas of public information allow the same level of value to be added.**

In some cases, value is added just by classifying the information and integrating it into search systems; in others, the range and diversity of products and services that can be developed, as well as levels of innovation and distinctiveness, are practically unlimited (this could be the case for geographic or cartographic information). Therefore, this either leads to the generation of more general services, or more complex and/or personalized services, which translate into distinct business models.

- **Two commercial strategies** can be distinguished:
 - Larger companies go for a combination of **classic commercial strategies**, with geographically distributed sales networks, participation in fairs and the organization of marketing events, as well as **digital marketing** strategies such as electronic commerce, SEO/SEM positioning, website redirecting, etc...
 - Smaller companies make more reduced investments in marketing, based on the optimization of internet searches using **SEO techniques** and recommendations by **friends and colleagues** (viral marketing).
- In terms of **revenue** or business models, **free models**, with free or password access **coexist**, as applicable, with models that generate advertising income that incorporate the presentation of their products on their portals/websites with **payment models**. In the latter case, the models that are most used are **payment per access, use and/or work and both linear and different types of subscription payments**, based on access, the information that is accessed or its use.
- ?Companies use electronic means as major distribution channels for their products and services

- Governments are also significant customers in some areas (such as cadastral information). In this case, the revenue model is transformed into a model based on the tender price that the organization or public entity sets for competitive tenders published for this purpose.

5.4 Business association

Business association is profiled as a tool to strengthen and coordinate the collective interests of companies in the sector. In this sense, the following aspects should be highlighted:

- Although only 20% of the analyzed companies belong to a business association, **general opinion identifies association as an effective means of communicating and relating with the government, as well as serving as a meeting place and pooling collective interests.**
- Therefore, the majority of companies believe that giving a **boost to association** would facilitate the consolidation of the sector, the collective identification of priority necessities, the establishment of communication channels and the identification of the most adequate solutions for the necessities.

5.5 Demands to the government by the infomediary companies

The companies have rated the **role of the government** as **fundamental and essential to the development of the infomediary sector**, for both the role it plays in the regulation and dissemination of the regulations and sector support initiatives, as well as being the "supplier" of the information to be re-used:

- The majority believe that the **government's actions to open up information have had a positive effect** on the development of applications, products and/or services and have contributed to an increase in customer numbers.
- According to the study, the majority of companies believe that the **regulations are being disseminated correctly and they give a positive rating to the actions taken as part of the Aporta Project**.
- Some companies place an emphasis on how the **attitude of some public organizations has evolved** from mistrusting the activity of infomediary companies to recognizing them as an instrument through which the government can contribute directly and indirectly to economic growth and the creation of employment.
- However, although a **positive rating is given to the quantity and quality of information that is currently available and its upwards trend**, the companies signal that it would be an opportunity in the future if the volume and type of public information were made available in "open" format, which would contribute to the launch of new products and lines of business.
- In this sense, the companies recommend **encouraging initiatives such as Open Data and the AbreDatos (Open Data) Challenge, which promote both the opening up of more information** and innovation by companies in its exploitation.

5.6 Vision of the future of the infomediary sector

The medium and long term vision of the infomediary sector by the companies themselves, as shown in the study, **is very positive** in terms of growth and economic consolidation, job creation, development of the information society and an increase in R+D+i investment, always under the premise that the government implements the recommendations that have been expressed in this study.

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis indicates the following:

- Currently, the diverse nature of the areas of information with different circumstances and necessities, as well as the limited level of association, may represent a weakens of these companies. However, if associations representing their interests and reinforcing their identity were to be strengthened, this would favor their **consolidation as a sector and would lead to an increase in competition, with the entrance of new companies**, the corresponding creation of new jobs and the redefinition of existing companies as they seek elements to give them a competitive edge.
- The **high technological level** of these companies means that they have a great capacity to adapt to new technological advances and to new market requirements. Continuous technological development will allow information collection, processing and transformation **processes to become increasingly automated**, minimizing effort and allowing new products, services and applications to be generated.
- The use of information that is mostly in electronic format allows for the use of **decentralized organizational models**, in which the least productive links in the value chain can be carried out in geographical areas where labor is cheaper.
- Similarly, various areas are suggested where work should be carried out to improve current approaches. A particular emphasis is placed on two areas:
 - The **standardization of formats and improvements to descriptions of the information**, which would give a boost to investment in R+D+i by companies, aimed at obtaining better information systems that are capable of locating, storing, classifying and transforming information, as well as generating a greater diversity of products and services at a lower production cost.

If this standardization of formats were to be implemented in cooperation with other European Union states, this would facilitate the commercialization of the results of infomediary activities in other European countries.
 - The **regulation of licenses and revenue models** would establish a homogeneous framework for competition in which the innovation of products and services would become the main feature for differentiating between companies.
- Lastly, the **expansion of the re-use culture and the belief by governments in the socio-economic benefits arising from infomediary activity** will lead to a significant increase in the amount of data published. In turn, this increase will lead to an increase in use by companies and citizens of the public information and services offered by the different government organizations, thereby encouraging citizen access to electronic government services and giving a boost to the development of the information society.

6 ANNEXES

6.1 Annex I: Questionnaire

The aim of this questionnaire is to collection information to characterize the sector of infomediary companies, defined as those "that use public sector information to generate value added applications, products and/or services aimed at third parties".

The questionnaire is split up into five sections:

1. CHARACTERIZATION OF THE COMPANY'S RE-USE ACTIVITY, activities carried out as an infomediary company, types of customers, types of products derived from the infomediary activity, etc.
2. OTHER ASPECTS ABOUT RE-USE. In this section you will be asked your opinion about some aspects related to the regulation and organization of the re-use of public sector information.
3. COMPANY RESOURCES. Here you will be asked about the size of your workforce, technological resources and customer contact channels.
4. ECONOMIC DATA. This section asks for general information about the economic situation of the company; turnover, expenses and profits.
5. IDENTIFICATION DATA. This section asks for data to allow your company to be classified based on its type of activity, as well as its physical location, legal status, age, etc.

The research team guarantees the CONFIDENTIALITY of all data included in the questionnaire, which will only be used for the study and will only be transmitted for the purposes of statistical processing, excluding the identification of the companies and the participating persons.

We would like to thank you in advance for your invaluable collaboration, as your opinion as a businessperson is extremely important for our project.

1. COMPANY ACTIVITY IN THE INFORMATION RE-USE SECTOR

Firstly, we would like to know about some key aspects related to the infomediary activity of the company in the infomediary activity sector

1.1 How long have you been using public sector information for your business?

- < 1 year
- ≥ 1 year and < 2 years
- ≥ 2 years and < 3 years
- ≥ 3 years and < 5 years
- ≥ 5 years

1.2 What is the source of the public information re-used by your company?

National
 (Select the specific national source of the information)

- ↳ State
- ↳ Autonomous community
- ↳ Local

International
 (Select the specific international source of the information)

- ↳ European Union
- ↳ Other Countries
- ↳ Other International Organizations

1.3 Indicate how much expenditure was directly related to obtaining public sector information during the last financial year:

 €

1.4 State the area of information in which you carry out your infomediary activity: (Multiple answers are permitted)

- Information about business/economy
- Geographical/Cartographic information
- Legal information
- Meteorological information
- Socio-demographic/statistical information
- Transport information
- Other (specify):

1.5 State which of the information areas chosen in the previous question is most important for your company's activity:

1.6 Indicate the type of information that you access to create the resulting products, within the scope of your infomediary activity:

(Multiple answers are permitted)

- | | |
|---|--|
| <input type="checkbox"/> Catalogues | <input type="checkbox"/> Censuses and directories |
| <input type="checkbox"/> Statistical data | <input type="checkbox"/> Data provided by the agency |
| <input type="checkbox"/> Images | <input type="checkbox"/> Reports |
| <input type="checkbox"/> Maps and plans | <input type="checkbox"/> Regulations and jurisprudence |
| <input type="checkbox"/> News and current affairs | <input type="checkbox"/> Official bulletins |

Other (specify):

1.7 What are the results of your infomediary activity?

(Multiple answers are permitted)

- | | | |
|--|--|--|
| <input type="checkbox"/> Products
↳ <input type="checkbox"/> Raw data
↳ <input type="checkbox"/> Processed data
↳ <input type="checkbox"/> Maps
↳ <input type="checkbox"/> Publications
↳ <input type="checkbox"/> Other (specify)
<input type="text"/> | <input type="checkbox"/> Services
↳ <input type="checkbox"/> Personalized reports
↳ <input type="checkbox"/> Comparisons
↳ <input type="checkbox"/> Clipping
↳ <input type="checkbox"/> Consultancy
↳ <input type="checkbox"/> Other (specify)
<input type="text"/> | <input type="checkbox"/> Applications
↳ <input type="checkbox"/> Client software
↳ <input type="checkbox"/> GPS information
↳ <input type="checkbox"/> Mobile software
↳ <input type="checkbox"/> SMS/mail alerts
↳ <input type="checkbox"/> Other (specify)
<input type="text"/> |
|--|--|--|

1.8 Indicate the formats used to provide customers with the results of your infomediary activity:

(Multiple answers are permitted)

- Paper
 Electronic
 Sound recordings
 Audiovisual recordings
 Other (Specify):

1.9 In the case of computer files, indicate the file formats used to provide customers with the results of your infomediary activity:

(Multiple answers are permitted)

- PDF
 Microsoft Office suite files (Word, Excel, Access, PowerPoint...)
 Open Office suite files (Writer, Calc,...)
 XML
 HTML
 CSV
 Geographic files (GDF, SHP, ECW, GEOTIFF, XYZ, etc.)
 Graphic and image files (DXF, DWG, TIFF, JPG, LAS, etc.)

Other (Specify):

1.10 Indicate the channels used to supply the results of your infomediary activity:
(Multiple answers are permitted)

- Internet (Web and FTP)
- Telephone
- SMS
- Fax
- Email
- Post
- Courier
- Other (Specify):

1.11 Indicate the revenue model associate with the results of your infomediary activity:
(Multiple answers are permitted)

- Free without restrictions
- Free with password
- Free with publicity
- Payment per access/use/work
- Linear subscription payment
- Payment of different types of subscription (basic, advanced and premium)
- Freemium Services (basic services are free but advanced are not)
- Other (Specify):

1.12 Indicate the current estimated number of customers derived from your infomediary activity:

- 1-25
- 26-50
- 51-100
- 101-500
- >500

1.13 Over the last year, the number of customers derived from your infomediary activity:

- Has increased
- Has stayed the same
- Has decreased

1.14 Indicate the types of customers derived from your infomediary activity:
(Multiple answers are permitted)

- Companies
- Freelancers
- Governments
- Young people (<25 years)
- Unemployed / job seekers
- Active workers
- Universities, trainers, students, etc.

Other organizations (associations, foundations, etc.)

Other (Specify):

1.15 Indicate your company's geographical area of activities, based on the location of your customers:

(Multiple answers are permitted)

Spain

Other EU countries

Rest of the world

1.16 Indicate the languages in which you offer the applications, products and/or services generated by your infomediary activities:

(Multiple answers are permitted)

Spanish

Catalan

Basque

Galician

Valencian

English

French

Portuguese

Other (Specify):

1.17 Does your company belong to any association of infomediary companies?

Yes, it is associated (Specify):

Not associated

2. OTHER ASPECTS ABOUT RE-USE

2.1 Please rate the level of adequacy of the implementation in Spain of the following aspects related to the re-use of public sector information (based on the following scale:

1. Not adequate at all and 5. Completely adequate):

	1	2	3	4	5
- Dissemination of the regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Identification of the person in charge of the re-used information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Publicity of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Frequency of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Usability of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quantity/scope of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Accessibility of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Format of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Revenue model	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Usage licenses policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Tools that aid the identification, representation, transformation, publication and re-use of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Quality, source and accuracy of the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Other aspects of interest (specify)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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2.2 Indicate to what extent you agree with the effects produced by incorporating the re-use of public sector information into your company (based on the following scale: 1. Not adequate at all and 5. Completely adequate):

	1	2	3	4	5
- Improvement in the internal management of the company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Development of new applications, products and/or services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Increased customer loyalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Increased number of customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- International expansion of the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Improvement in the results obtained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Access to relevant and useful commercial information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Efficient use of company resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Improvement in the quality of the company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Other aspects of interest (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. COMPANY RESOURCES

The following questions will allow us to find out about the staff structure and the impact that infomediary activity has on employment.

3.1 Current total number of employees:

3.2 Current total number of employees dedicated to infomediary activities:

3.3 Number of employees associated with infomediary activities, by professional category:

- Management:	<input type="text"/>
- Engineers/higher level qualifications:	<input type="text"/>
- Technical engineers and mid-level qualifications:	<input type="text"/>
- Administrators:	<input type="text"/>
- Operators and others:	<input type="text"/>

3.4 Number of employees associated with infomediary activities, by geographical location of the staff:

- **Total staff**
 - Staff in Spain:
 - Staff in other EU countries:
 - Staff in the rest of the world:
- **Contracted in the last year:**
 - Contracted in Spain:
 - Contracted in other EU countries:
 - Contracted in the rest of the world:

3.5 Indicate if the company has:

(Multiple answers are permitted)

- Its own website
- Mailbox for customer contact
- Social networks, blogs, Twitter, etc.
- Prominent positioning in search engines
- Redirecting traffic from other websites
- Extranet with clients or suppliers

4. ECONOMIC DATA

We would appreciate it if you could answer the following questions about the weight of infomediary activities in your company.

- 4.1 Total annual turnover from the last financial year: €
- 4.2 Percentage of turnover corresponding to infomediary activity over the last financial year: %
- 4.3 Total annual expenditure over the last financial year: €
- 4.4 Percentage of expenses associated with infomediary activity over the last financial year: %
- 4.5 Total annual profits from the last financial year: €
- 4.6 Percentage of profits associated with infomediary activity over the last financial year: %
- 4.7 Total investment in ICT over the last financial year: €
- 4.8 Percentage of ICT investment associated with infomediary activity over the last financial year: %

5. IDENTIFICATION DATA

Please fill in the following information so that we can identify and classify your company, within the scope of the study.

5.1 **Company Name (Trade Name)**

5.2 **Main activity of the company**

5.3 **Legal regimen of the company:**

Public Limited Company (*Sociedad Anónima*)

Limited Company (*Sociedad Limitada*)

Cooperative

Freelance

Other (specify):

5.4 **Age of the company:**

< 1 year

≥ 1 year and < 2 years

≥ 2 years and < 3 years

≥ 3 years and < 5 years

≥ 5 years

5.5 **Location:**

Province: Postal Code:

Thank you very much for participating. Finally, we would very much appreciate it if you could provide us with your contact information so that we can get in touch to clarify any doubts when analyzing the information ⁽⁹⁾

5.6 **Contact person:**

Name:

Position:

Email:

Please send the questionnaire to the following email address: estudio.infomediarias@aporta.es

⁹ The research team guarantees the CONFIDENTIALITY of all data included in the questionnaire, which will only be used for the study and will only be transmitted for the purposes of statistical processing, excluding the identification of the companies and the participating persons.

6.2 Annex II: Companies included in the study's sample

Companies	
ABS Informática S.L.	Indra Espacio, S.A.
Aema Hispanica, S.L.	Infoconcurso
Alpred, S.L.	Infonalia
Ambientum.com	Informa D&B
Andago	Infoterra
Atys	Ingecarto
Baratz	Iteisa, Código Abierto Y Comunicación Global
Benosque Proyectos	Jurisoft
Buscamultas	Lasasesorias.com
Camerdata	Lexur Editorial
Caribersa	Licitaciones.es
Cipesa	LKS
Citiservi	Maninvest
Concursos Públicos	Mantenimiento Catastrales, S.L.
Construdata 21	Mapgenia
Credinsa	Meteogrid
DMSGGroup	Meteologica
Editorial Bosch	Meteosim
Editorial Francis Lefebvre	Minerva Editores Y Andromeda, S.L.
Editorial Lex Nova	Navteq
Editorial Sepin	Nexus Geografics
Editorial Tecnos	Noticias Jurídicas
Editorial Tirant Lo Blanch	OpoBusca / Master-D
Eibisa Norte	Pdm Marketing Y Publicidad Directa
Eptisa	Portal Derecho
Estinca Ingeniería Cartografica	Rooter
Estudios Economicos de Balances	Rugoma
Estudios GIS	Sadim
Euroalert	Sigrid
Gestboes	Soluciones On Hand
Gihemar	Stereocarto
Grupo Editorial El Derecho Y Quantor, S.L	Tele-Atlas
Grupo Tecnipublicaciones	Tutiempo.net
Iberinform Internacional	Vlex
ICR Invest Control Rating	Wolters Kluwer España, S.A.