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Characterization Study of the Infomediary Sector

2012 Edition

PRODUCED BY:

Team of Ministry of Finance and Public Administration of the State Secretary of Public Administration, of the Ministry of Industry, Energy and Tourism of the State Secretary of Telecommunications and the Information Society and the National Observatory of Telecommunications and Information Society, Red.es, with the advice and assistance of *Asesores y Consultores en Administraciones Públicas* (ACAP) in the development of the field work and analysis of results.

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1 Introduction

1.1 Re-Use of Public Sector Information: A fomenting policy of the Information Society

Along the first years of the current century the EC institutions have been researching about the potential use of the public sector information would be for the companies and citizens allowing them to create business with that information and help to grow up in economic terms throughout the European Union.

Due to this interest and after the creation of several specialized reports in 2003 the EC passed the Directive 2003/98/CE to the national legal code, specifying therein the basic principles regarding reuse matters. This Directive is within the Lisbon Agenda Framework and was developed according to get three basic aims:

- To provide the creation of products and services.
- To reinforce the use of overseas documents by private companies.
- To restrict the falseness of competition.

Therefore, this Directive establishes the beginning of actions that the different Member States have been developing in order to facilitate firstly the emergency and afterwards the consolidation of the European infomediary market.

To highlight the scope of the information that we are talking about by public sector information should be noted that that is, in this respect and according to the indicated in the 37/2007 law on re-use of information held by the public sector, in paragraph 2 of article 3:

All documents, irrespective of the medium on which they are stored (physical or electronic) and its form of expression, graphic, sound or image, which has been prepared or kept by any organization or agencies of public administration.

1.2 Aporta Project

The regulation and laws of re-use public sector information in Spain is under the Law 37/2007, of November 16th, regarding the Reuse of Public Sector Information as well as its regulation development by means of the Royal Order 1495/2011, of October 24th.

The Law decree by means of the first additional disposition the need of a Government which set up a set of action plans and programs managed to provide the reuse of Public Sector Information and promote the growth of the digital contents sector. As a result of this term of office the Aporta Project was released on 2007 and embedded currently into the Plan Avanza 2.The main duty of Plan Avanza 2 is to promote and manage a reuse public sector information culture able to make aware about the importance and value that the public sector information and after use by the reuse information holders could be for the Spain economy and a better Spanish Public Sector Administration transparency.

One of the most significant results of Aporta Project has been the implementation of the www.datos.gob.es site. The website has responsibility for the management of much of the Spain government's intellectual property and is the regulator of public sector information holders for their information trading activities.

1.3 2012 Edition

Within the Aporta Project framework during the last year was made the first analysis of the Spain´s Reuse Public Sector Information. This analysis work was captured in the “Characterizaction Study of the Infomediary Sector” report.

That first and pioneering work continues with the next edition by means of this document. The research keeps the last year edition´s basic matters however the current edition tries to characterize with a better accuracy a complicated sector like this inside of the country socio-economic reality owed to its innovation as well as its heterogeneity.

The aim of the study has been to continue with the analysis owed of the public sector information supply as well as the infomediary sector as a whole adding a rapprochement to the public sector information demand in Spain.

1.3.1 Methodology

Definition

With the aim to tune up the definition given in the last analysis It has been considered as a informediary sector that one composed by:

A set of companies that create products or services to market them to third parties based on public sector information. This definition includes the companies created for this duty and the other ones that were not created for that purpose but have an area or specific department devoted to create and market new products and services based on public sector information.

Identifying the Public Sector Information holders

The questionnaire has been sent to 269 companies that have been identified as potentially reusers.

As the last year there is not a reference roll of infomediary companies It is not defined a economic sector which develop this activity either It has been delimited the research universe from several information secondary resources:

- *Information from the identified companies on the first edition of this report.*
- *Information from public organizations of infomediary/user companies that have been identified because they would be considered as reuse information holders.*
- *Information from previous studies made by public or private organizations.*
- *Information from Internet resources by means of the identification of several activity areas associated with the reuse of public sector information.*

CENSUS OF INFOMEDIARY COMPANIES 2012

Finally were identified a total of **150 infomediary companies**

130 Companies had been included within the first study. The 139 remaining companies have been identified after a research work with several companies involved into the sector (116) and internet (23).

At the beginning we have got 269 companies considered part of the infomediary sector but after several works, debugging errors, companies that currently do not make any sort of infomediary activity the study have been made on base of a real census of 150 infomediary sector companies.

There are 119 rejected companies due to several reasons:

- They are duplicated companies on the initial census or *they are companies.*
- The companies did not want to participate in the study.
- *They were identified themselves as not reusers.*
- *They permanently ceased their business activity.*
- *It was not possible to get in touch with them.*
- *The companies that have answered the questionnaire, despite they considered themselves as not infomediary companies*

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[1] (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.
- **Geographic/Cartographic:** Geographic 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.
- **Social-demographic/Statistical:** information regarding the population, society, consumption and other activities or social-demographic areas.
- **Transport:** information regarding traffic, fuels, roads…

Moreover, it has been attached to this groups the **cultural files, libraries and museums information subsector** which it has been included into the European Union analysis also as a subsector associated to the reuse of public sector information.

Quantitative techniques

Direct questionnaires have been carried out with those holders responsible for applications, systems, products or business of the companies that perform infomediary activities. The topics dealt with in the questionnaire, reproduced herein as Annex I, and covered the following information areas:

- *General characterization of the company.*
- *Activity of the infomediary company.*
- *Current situation of the company according to several matters of reuse of public sector information.*
- *Human Resources and Physical resources.*
- *Economic features of the company*
- *Identity features.*

[1] http://ec.europa.eu/information_society/policy/psi/docs/pdfs/mepsir/executive_summary.pdf

Direct questionnaire has been filled out by 72 companies where 54 do carry out infomediary activity and the key indicator model was applied for.

Qualitative techniques

In order to understand in great detail the sector it has been made 10 interviews to let us know better the derivative perceptions and problems of reuse of public sector information for the infomediary companies.

These interviews have been carried out with those responsible for the infomediary companies during May and June 2012. The companies which took part in the interviews were:

- *2 public organizations.*
- *1 business association.*
- *1 economic-information Company.*
- *2 Geographic- cartographic companies.*
- *1 social-demographic/statistical.*
- *1 software developer company.*
- *2 publishing companies.*

Technical Specifications

- ***DEFINED UNIVERSE***: Initially 269 infomediary companies and after some verifications and check-ins this universe was reduced to 150 companies.
- ***FINAL SAMPLE***: It was carried out in a census way by means of sending the questionnaire to the whole identified universe.
- ***RESPONDENT PROFILE***: Responsible for applications, systems, products, services or business generated by the company by means of the reuse of public sector information.
- ***GEOGRAPHICCONTEXT***: National
- ***INFORMATION GATHERING TECHINQUE***: Questionnaire sent by email in several formats (Excel, Word, Open Office) and also followed up by telephone.
- ***QUESTIONNAIRE DURATION***: Approximately 25 minutes are estimated to fill up the questionnaire.
- ***EXECUTION PERIOD***: April 1st, 2012 to June 15th, 2012
- ***STATISTICAL ANALYSIS TYPE***
  - 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 relationship between the variables

2 Executive Summary

This study of infomediary sector in Spain is the second one made after the first one on the 2011 year. The study tries to clarify the analysis in order to deepen the knowledge of the infomediary sector. For this analysis is the composite sector by:

A set of companies that create products or services to market them to third parties based on public sector information. This definition includes the companies created for this duty and the other ones that were not created for that purpose but have an area or specific department devoted to create and market new products and services based on public sector information.

Therefore the main aim is to know in a greater detail the reality of the sector and its evolution during the last year. This is a complicated sector within of the social – economic reality of the country due to its innovation – around 5 years old - and its heterogeneity.

Particularly, the work has been focused in three objectives:

- *To know the **main features of the primary information supply**, in other words, the supply given by the Public Sector.*
- To know the **main features of the infomediary companies** and their activities of performance within the sector.
- To carry out a **first attempt to the products and services generated** by the companies of the sector.

The Spain Infomediary Sector Identification

After the study and analysis carried out during the works it has been defined a sector compound at least by 150 companies.

Inside of this sector the general profile of the infomediary companies would be as the small companies (maximum 20 highly qualified employers). These companies have been established by self-employed workers with a extensive experience about information reuse. This type of activity was combined with the infomediary activity with other market segments generating products or services associated to specific sector information that were subsequently put on the market.

After the analysis of the questionnaire it would specify that the main four information scope are:

- Geographic- Cartographic information.
- Business – Financial information.
- Social-demographic / Statistical information
- Legal information.

This does not means that they are isolated sectors. There are a lot of companies which share and use information from several contexts to generate services based on those combined informations to get a better added value to their reuse activity

Economic activity of the Infomediary Sector

Regarding to its economic activity:

- Infomediary companies expends 430,000 euros on average to get basic information that after is reused. Nevertheless there is almost a 45 percentage of the companies is able to get the information for free of charge.
- Incomes associated to information reuse are about 600,000 euros per company. It is also true that there is an important variability of invoice with a range between 4,000 euros and 56 Million of euros.
- This information let us to know **how much is generating the infomediary sector**:
    - **Estimated business volume between 330M and 550M of euros.**
    - **Estimated number of employees related to the infomediary activity between 3,600 and 4,400 employees.**

Infomediary activity management

- Access to public information

  Over the 90% of companies get the information through the website or directly on the same public organization.

  One of the most outstanding results is that about of the 45% of the companies have already accessed to the attached information by the public organization in specific websites.

  In the assessment made of the provision of public information for reuse, the industry highlights especially two aspects, quality and accuracy of the information and accessibility to it. Thus, it is possible that the administration would improve the information reusable advertising and the development of support tools for the identification, representation, publication and express reuse of this information.

- Products, services and applications generated for its business

  Infomediary companies have gathered public information to analyse it afterwards in order to get an added value to the use on their different typologies (products, maps, transformed data, raw data or published documents); services (by means of tailor made reports, assessment or comparative analysis); or applications (specific client applications development, software for mobile devices, information for GPS or SMS Alerts).

  Internet is the main source to carry out their activity. These companies use websites, emails or FTP files to distribute their products. So much so that the 98% of the companies use an electronic format and mainly the PDF (63.8%) format for the products/services distribution.

- Infomediary Market

  The main customers of the infomediary sector are essentially other companies (75.5%) with a couple of considerations. Firstly the Administration itself becomes an important customer in the industry (two out of three infomediary companies contracts with other administrations for the provision of services) and also third part of the sector has the universities as clients.

  From a territorial context point of view of the business, the Spanish market is essentially the one where the activity is made on although there is over than a 30% of the companies with clients in the rest of EU or almost a 25% with clients from overseas (not in EU).

  There are a lot of free incoming models co-living together in this market with other payment models. Free incoming models are used for more simple products/services or even the proper public information. Payment models are made for more specific products/services (pay per work or report) moreover some subscriptions methods.

Assessment and Future Perspectives of the Infomediary Sector

On the assessment of the **situation infomediary sector and its future prospects**, the companies consider that the infomediary activities allow main contribution to their business, not only to develop new products or services for their customers, but also generate loyalty tools for those same customers.

Regarding the situation in the sector, companies feel that there has been a substantial improvement in recent years in regard to the volume of information available.

Although it is a sector that is being affected also by the economic crisis, there are incremental improvements done by the Public Administration to promote the reuse and can help to support better this juncture.

*In fact, **over two thirds of the companies that participated in the study considered that their level of activity has been maintained or has increased over the past year.***

The companies emphasize their needs in various aspects, summarized essentially of:

- Increased **coordination and clear leadership by the Public Administration** for reuse.
- There are **significant differences between the autonomous communities** that have to go by solving and ensure a common market.
- **Better regulation**, through modifying existing rules and new ones (eg Transparency Act).
- **Culture Change for reuse would not see as a confrontation**, but a mechanism of collaboration between the public and private sectors also encouraging competition and neutrality in access to information and reuse it.

Finally, regarding to future prospects of the sector, companies are seeing a potential niche in its international business, not only for doing a similar business in other countries, but even the larger ones, helping to make available this information (vg. Land Registry) in countries that lack such a structured information in a consistent way, such as in some Latin American countries and use the Spanish experience from the Administration and from the infomediary context to position themselves competitively in this new market.

3 Characteristics of supply of the information that is generated by the Public Sector

This section describes and analyses the supply of information that Public Organizations makes available to the general public and infomediary companies.To do this:

- It has been analysed the geographic and institutional origin of the basic information used by reuse companies in Spain to generate its business, what type of formats is offered and through what channels you can get it.
- It has been depth into the analysis of supply through the essential channels of access to the information - web pages, in various forms of public organizations, to know the relative use of each of the alternatives: the institution's web that generates the information, public or private reuse portals or alternatives.
- We analyse as well whether the access channels and the format in which information is presented differ depending on the institution that provides it.
- Finally, It has been studied the assessment of different aspects of information of the companies provided by public institutions and the differences arising from the territorial scope of the institution that provides the format in which they offer, the channel access, business characteristics and type of information produced from reuse.

It would therefore be useful to know **the types of primary supply as well as the same companies and the activity that they performed** have an influence to the perception of the offered information of the institutions for their reuse.

3.1 Characteristics of the primary offering

3.1.1 Sources and modes of access to information

The information provided by bodies or agencies of the Administration or by the Public Sector of the Central Government is used by almost all infomediary companies in this study (91.5%).

Information from international bodies or third countries is least used but it is already consulted and treated by the 36.4% of infomediary companies.

Thus United Kingdom, Germany or France are the EU members cited by the companies most often as the source of the information that they use (4% of them). A similar proportion stated to access to the information from all the EU countries.

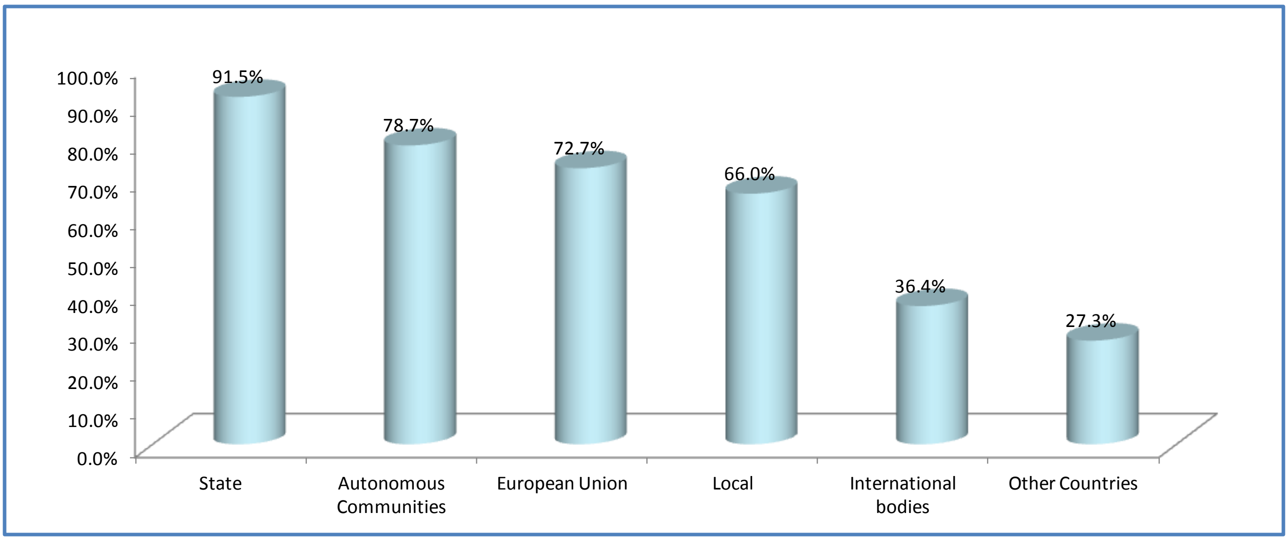
Among the third countries, the United States is declared as the source of the information by 4% of companies.

91.5%

Companies that access to information from the AGE

36.4%

Companies that access to international information agencies



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *What is the source of the public information re-used by your company?* Multi-answer. Valid percentages

Chart 1: Geographic and institutional origin of the primary information.

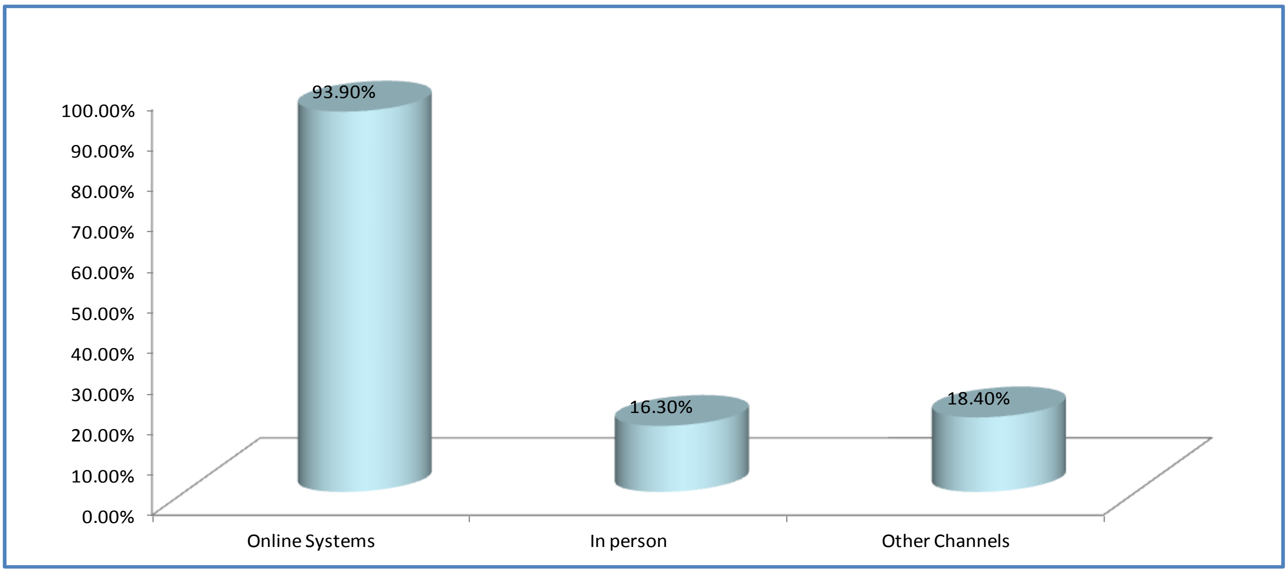
☞ **THE INDUSTRY SUGGESTS**

- **SEARCH FOR NEW BUSINESS OPPORTUNITIES.** Going forward, it is important to note that infomediary companies see a **potential business niche** in the generation of this information (vg. Land Registry) in countries that lack such structured information in a consistent as some Latin American countries. This type of information **would use the Spanish experience from the Administration and from the infomediary industry to position competitively** in this new market.
- **COORDINATION BETWEEN ADMINISTRATIONS.** There is also a demand from companies to produce coordination when making information available to the industry and society in general terms. There are insufficient data at present that can be found at all levels of government. **The challenge should be that the same type of information is made available to the sector in the same format and by all the authorities involved in a similar time period in order to facilitate business creation**.

Access channels to information

The companies have access to information mostly by means of the web.

Physical access is a minority, as only 16.3% of surveyed companies use this channel concerning the Agency's that repurpose the information.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Channels used by the company to access to this information. Multi-answer. Valid percentages

Chart 2: Access channel to primary information.

About 94% of the companies that access to the information via the web are obtaining information from State resources.

93.9%

The web is the main channel of access to public information

45.7%

Infomediary companies have used specific web portals of public reuse

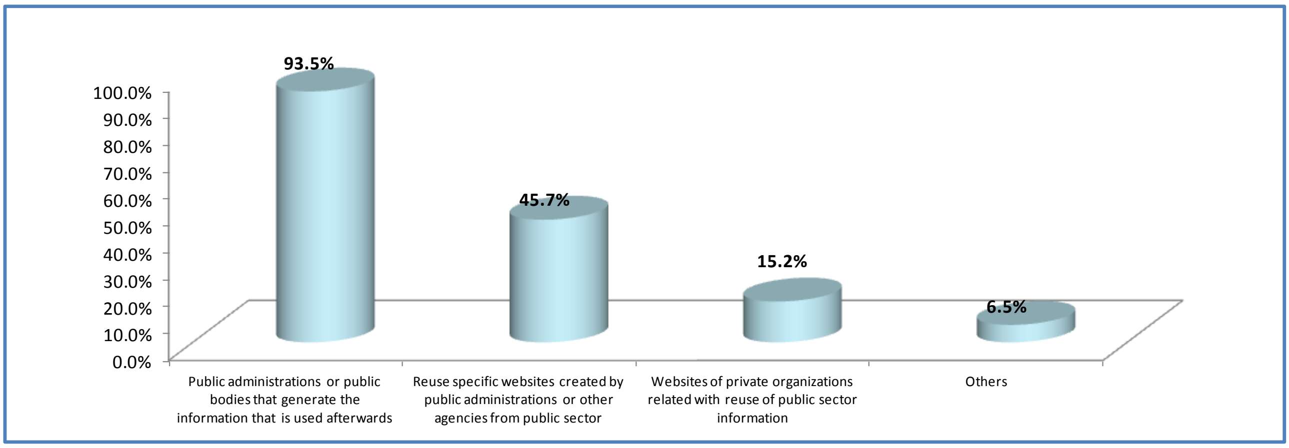
Regarding to the companies that use in person via, all of them have accessed through this channel to European Union information. Also those that use other access channels, use this way to obtain information from the State as well.

An important fact that has been obtained from the results of the questionnaires, it is 45.7% of companies have already used reuse portals of public bodies (vg. CENDOJ, Irekia ...) to access the information that they will reuse subsequently.

Therefore, during this year 2012 there are agencies that have generated, for the management of the information which are responsible, a specific websites dedicated to make available of own and reusable information. This would put them at the forefront of compliance with the standards established by the Royal Decree 1495/2011, which implements Law 37/2007 on reuse of public sector information.

☞ **THE INDUSTRY SUGGESTS**

- **EVOLUTION AND NEUTRAL AND NON COMPETITIVE DEVELOPMENT OF THE INFORMATION SUPPLY.** In the future, with a view to implementation of reuse portals, part of **the infomediary industry, identifies and discusses** what may be the degree of elaboration and specificity with which these sites provide the information: from their point of view, if the website goes beyond providing the data, may be generating "unfair" competition, while if the Administration already adds value on the data, the range of activities of enterprises decreased significantly.



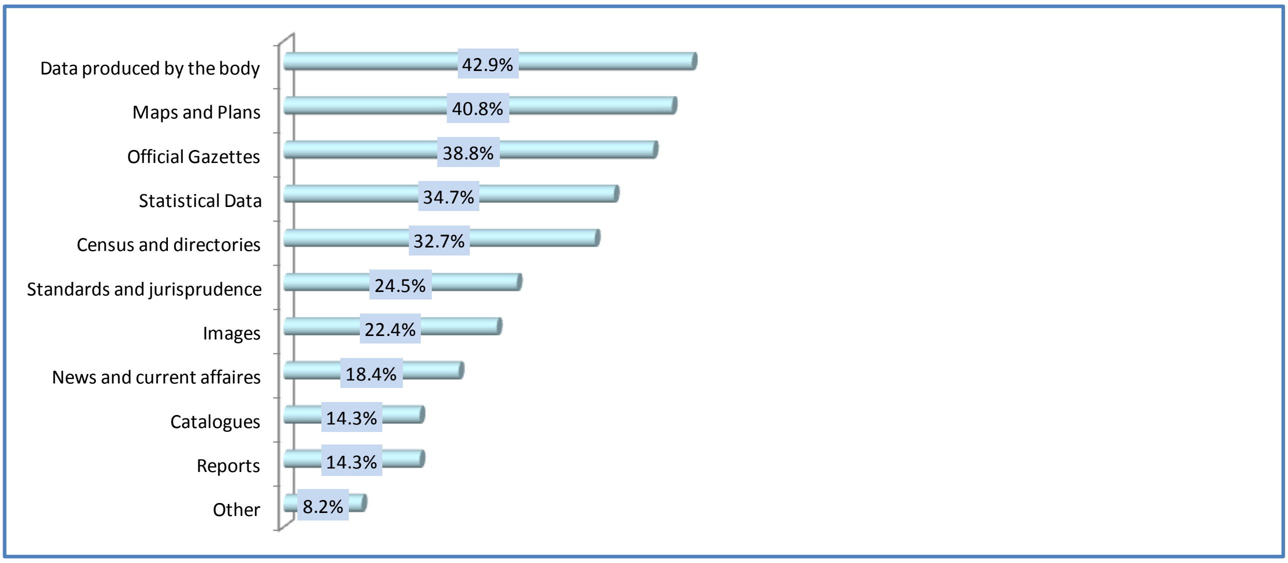
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: State if the websites through the company access the information needed for the business come from any of the following. Multi-answer. Valid percentages

Chart 3: Types of web pages through which the information is obtained

3.1.2 Formats in which the information is offered

Analysing the formats in which the authorities do get the information, we have:

- Data directly produced by the body as well as maps and plans, are the native formats of the information used in further action by the companies.
- Secondly we have the Official Gazettes, statistics and censuses and directories. A third group of formats consists of standards and jurisprudence and images.
- And finally with a well below access we have the reuse of news, catalogues and reports. Respondents, who indicated other formats basically, are referring to the sources of information, such as records or contractor profiles (although these could be assimilated to the administrative-law of the Agency).



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *Indicate the type of information that the company access to create the resulting products, within the scope of your infomediary activity:* Multi-answer. Valid percentages

Chart 4: Original formats of the information being accessed for reuse

The use of different formats varies depending on the source of information:

- Using data produced by the organism is more prevalent among firms that use information derived from state, regional or European Union (EU) in that order.
- The use of maps and plans are more common among companies that work with information from national, and within it, from the Autonomous Communities.
- The companies that access to information of the European Union are those ones which use that information to setup their products or services to access to the official bulletins, the use of the Official State Gazette or newsletters from the European Union.
- Using statistical data is also more common among companies that reuse information from the State, the European Union and Autonomous Communities resources. And much less widespread when the used information comes from third countries or international organizations.
- Censuses and directories of state resources or of the European Union become the basis of the companies that produce products and services associated with the processing and analysis of information contained in these elements. The rules and case law emanating from the State and to a lesser extent from Europe are the most commonly used by infomediary companies.
- All the companies that use images as base information obtain this information from the EU and international organizations. And to a lesser extent the State or autonomous communities

The **data produced** by the Agency, **the maps and plans and official bulletins are the most commonly reused information formats**

Although the most of companies obtain the information via web regardless of the format in which they offer it, in the case of images, maps and plans, and to a lesser extent catalogues, directories and census reports or statistical data, a proportion of companies ranges from 54.5% in the first case and 23.5% in the past, get the information in person.

From the point of view of the industry, as evident from the qualitative sessions, it is important that all Spanish public administrations walk towards models which use the same vocabulary so that data can be treated on the same way, with irrespective of the administration that make it available to the public.

In this sense, the companies also consider that policies such as the Open Data competitions that are organized periodically by some administrations are a good tool in order to build homogeneous models of primary information.

3.2 Assessment of the primary offering

Within the Social-demographic has been rated various aspects of the provision of public information by the authorities through the view that the infomediary companies of different actions performed from the generic agencies. After the qualitative sessions is clear in any case, a positive overall assessment in relation to the stage a few years ago: the path is good, and the information is becoming more and more available, although there is still some way to go.

Most highly valued by companies in the supply of information for reuse, are in this order, the **quality, appropriateness and accuracy of information and accessibility to it.** Also with scores equal to 3 or more points are the formats in which supply and use licensing policy. The average rating of all the aspects analysed is of 2.91 out of 5.

Conversely, the **advertising of information, support tools** for better access and use of it, **identifying those responsible** and **the amount of information** offered are the aspects that deserve a **worse rating of the companies**.

When we asked more directly to the companies, within the qualitative part of the study, **we detected some dissatisfaction** in some companies in relation to the degree of standardization of data at the different administrations. Thus, when they are less standardized, it is harder for the companies to exploit this data generating economies of scale.

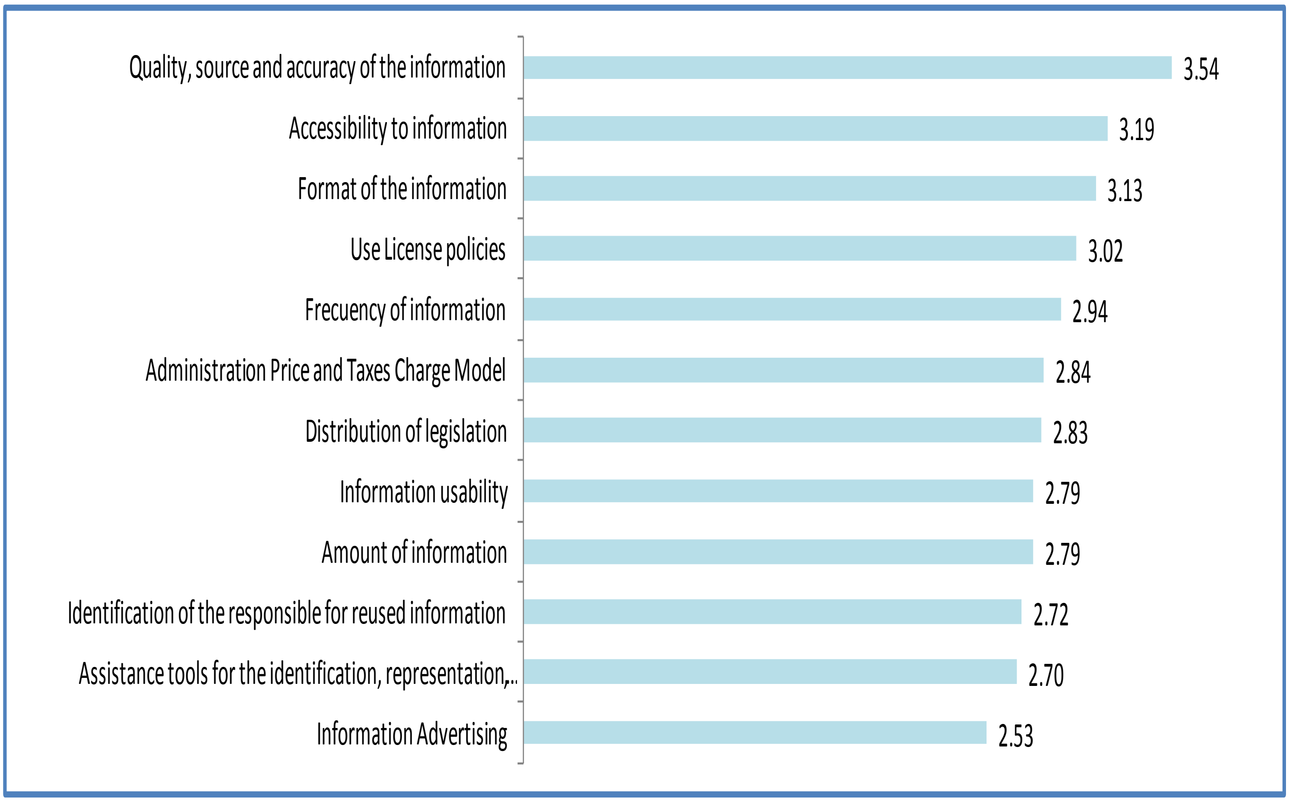
Qualitative analysis also highlights the need for the **Administration understands and values as positive the re-use and use that the companies make of public sector information** because sometimes the cultural resistance is an extraordinary limiting factor to able to access the information.

Information quality, reliability and accessibility to public information it **is the most valued** by infomediary companies

All these items that receive a lower assessment would be easily upgradable items with the implementation of measures of organization and management of information generated and made available for consultation and, where appropriate, reused by infomediary companies.

☞ **THE INDUSTRY SUGGESTS**

- **PREVIEW OF THE CULTURE OF REUSE.** To progress within the administration on some necessary fronts for the work of infomediary companies would be facilitated from providing the raw material of their business that is none other than public information, such as: **adoption within the Administration of the reuse of information culture** by overcoming the current reluctances to provide to the citizens the data managed by various administrations
- **BOOST FOR STANDARDIZATION OF INFORMATION.** From a more practical point of view **the standardization of data between the various authorities** to allow and facilitate the work of analysis and processing of information by infomediary companies.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *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)*

Chart 5: Assessment of the Primary Offering (Scale 1-5)

The assessment performed by the companies varies depending on the source of information[2]:

- The quality, provenance and loyalty, get a score above average if the information is of state (3.71) or from third countries (3.67)
- The perception of accessibility to information also improves if the information comes from international organizations (3.87) or State (3.22).
- The companies value the formats of information on a better way if it is of international organizations: 3.63 points. This is information that, according to the qualitative interviews, usually comes with more homogeneous formats, which facilitates its treatment.
- As for the license policy, the estimation is better if the information is provided by international organizations (3.75) or local authorities (3.24).
- Regarding to the aspects that the companies value the advertising more negatively it is perceived better if the information is of domestic origin and especially state (2.61). And as to the quantity, international organizations again have a better assessment with 2.88 points compared to 2.79 on average

[2] See Table 2-3 Annex III

In general it appears to be a scope for significant improvement from the assessment that the companies have of provided information for reuse from Spain, although the assessment of the information provided from state agencies and institutions is the second best perceived in the set of aspects investigated: 2.96 points.

Except for the identification of the responsible, the frequency, the pattern of charges and pricing or use licenses policy, the information from state source is more valuable than the regional or local level.

The information obtained from international agencies achieved the best score in 6 of the 12 factors analysed, including some of the least valued by companies: amount of information or support tools. It is also the source of information that gets the highest rating in all aspects analysed: 3.11 points.

It therefore seems drawn from this analysis that, **even if the activity of provision of public information is valued positively**, it is equally true that these same ratings go up if the analysis is done on the international information, which as noted advance, **appropriate measures must be taken to improve the performance of information of** national sources.

In this regard, it should be noted the need that the same information **should be offered in more consistent way and in similar formats** by the different public administrations in our country (eg, Public Registry information, which is offered in different ways by the AGE, the Basque Country and Navarre), in order to foster the generation of economies of scale in conducting the exploitation of it.

Assessing the supply of public data access in person:

The information obtained in person **shows a better assessment** in all the aspects analysed that obtained via the web.

As for the possible differences in assessment according to the formats in which information[3] is offered, the score assigned by the companies for quality, provenance and reliability is above the average when it comes to rules and jurisprudence, data produced by the body and Official Gazettes. The average rating for accessibility is higher for images, rules and case law, statistical data and maps and plans.

And on the issues that the companies value worse, are above the average standards and jurisprudence in the case of advertising and for the amount again followed the rules and case law of the maps and plans.

The rules and jurisprudence followed by pictures and maps and plans are the formats that deserve a better joint assessment and each of the aspects being valued.

Also the data produced by the body and the statistics seem to get better overall rating.

Reports and news is on the contrary, the formats that generally generate more dissatisfaction.

[3] See Table 2-5 Annex III

The average of GIS / mapping (2.98 points for all the aspects analysed), the judicial-legal (2.96) and business and economics (2.83) information are the best valued by the companies[4]. In fact, the judicial and legal information obtained the highest score in five aspects, mapping and geographic- four. At the other extreme lie the information on transport or on museums, libraries and cultural: 2.52 and 2.55 points respectively.

Sized enterprises of 26-50 employees and 10-25 employees are those with higher levels of satisfaction with information provided from the public sector for reuse: 3.21 and 3.40 points respectively[5]. The worst rating is for the companies with more than 250 employees.

The satisfaction of the companies is also higher among those which are principally engaged in the reuse, 3.06 points on average, as opposed to the companies that engage this activity secondarily, 2.87 points on average.

- Exclusively in the reuse companies the most valued aspects are in this order, quality, provenance and accuracy of the information, use licensing policy and frequency of use. The least valued are the usability, the model of user charges and rates and the advertising information.
- Among the companies that are involved in the re-use as a secondary line of business, the most valued aspects are the quality of information, format and accessibility of information. The lowest scores are in this order advertising, support tools, and the amount of information.

Finally, also the company's[6] experience in reuse activity leads to differences in assessment. Overall the assessment of the information provided improves by increasing the number of years that companies are developing this type of activity, although the best overall perception occurs in companies that have between 3 and 5 years, 3.30 points on average, compared to those who have more than 5 years: 2.93.

Reuse activity **is generally better valued** by companies whose **main activity is the reuse**

- Companies with less than one year of experience are those with a more critical view, especially on issues such as advertising, the pattern of charges and prices and even the quality, provenance and accuracy of the information. These three aspects were evaluated using a point about five. However, the amount and format of information are valued with a score of 4 points.
- Among the companies with more experience, quality, accessibility and format are the issues that generate more satisfaction while advertising, the model of charges and prices and helpful tools are those with a more negative view.

It is important to state, at this point and before the end of the assessing of the supply, that **there is widespread suspicion in the field to the contents of the data protection legislation in Spain.**

It is considered that this is an extremely tough standard compared to other neighboring countries and difficult, at times, the opportunities for business around public sector information.

[4] See Table 2-6 Annex III

[5] See Table 2-7 Annex III

[6] See Table 2-9 Annex III

In this regard, the assessment of the sector is that in any case, beyond the technical difficulties, **the major barriers to accessing public sector information remains basically cultural and related to an administrative practice which is well established the distrust of private enterprise**.

To gradually overcome this situation, the commitment from the industry is not only move forward on policies that are impacting on cultural change, but also in concrete actions to facilitate the provision of information.

☞ **THE INDUSTRY SUGGESTS**

- **CONFLICT RESOLUTION BETWEEN THE ADMINISTRATION AND THE INDUSTRY OVER THE REUSABLE INFORMATION.** One of the industry's proposals will require the creation of an impartial body to determine, in case of conflict, who is right in the demand for information, if the company or the Administration, to prevent the company becomes both judge and plaintiff of the demand.
- **PROGRESS IN THE SETTING OF REUSABLE INFORMATION SUPPLY VS PUBLISHABLE PUBLIC INFORMATION FOR TRANSPARENCY.** Another aspect that demands the industry, which is also related to an overall assessment of the supply of available information, is the public information would be differencied following a policy of transparency from the one that is made available within a policy of promoting reuse. Although in some cases the information will be the same, both formats, and the possibilities that are offered in both cases are completely different.

To complete this section, it is important to **highlight the assessment made to the sector by the** **APORTA PROJECT** which it is the main action carried out by the Central Government to boost the reuse of public sector information by citizens.

Is considered to raise awareness in certain key positions of the different administrations is fulfilled, and has done well, but it has to go further, moving towards second levels in the State and regional governments, which usually do not provide that level of awareness, and to the first and second levels of the **various local authorities** due to and with very few exceptions, are still very alienated from the proceedings for the reuse of public sector information.

4 Analysis of the Infomediary industry

Firstly, this section describes the general characteristics of the infomediary companies (size, age, legal form, location, main activity, volume of revenue in 2011, among other issues). It also describes the weight of infomediary activities in all activities of the companies, the antiquity of this type of activity, the type of information generated by their products, resources devoted to the activity and income earned from reuse. Finally it is explored how the companies relate to customers and suppliers and the level of partnerships in the industry.

The supply of the industry is analysed from:

- The **characterization of the products and / or services offered** from reused information: what formats are offered with, in which media, in which languages and through what channels are provided to the customers. It also examines whether there is an association between the type of information that is marketed and forms, media and distribution channels.
- The **analysis of the revenue model** associated with the activity see if there are differences depending on the information offered and the characteristics of the products and / or the services. The purpose is to hear if there is a revenue model associated with certain characteristics of reused information and products derived of it.
- In a third section it is been discussed the **added value generated by the activity of reuse**, that is, to what extent the activity of reuse implies a transformation of the primary information.

Finally it is emphasized the assessment that the companies make of **the effects of reuse activity on the company** and whether it varies depending on company characteristics (size, age and reuse activity, weight of the reuse activity on the whole business, weight of the revenue generated from the activity of recycling ...) of the products offered (type of information, formats and channels in which is offered, revenue model) and demand (location, type of clients, number of clients and perception of the evolution of demand in the last year). As in the case of assessing of the supply of primary information, the purpose is to hear the determinants in assessing the effects of infomediary activity.

4.1 Characterization of reuse companies

Before proceeding to make a characterization of reuse companies, it is pertinent to make a reflection on some distinguishing features of the infomediary industry. According to the authorities have themselves acknowledged, this is a industry with a great potential, but you can see ballast in its take-off and consolidation, by two factors:

- Firstly, **the weak culture of reuse of public sector information that exists in Spanish society.** This absence means that many entrepreneurs do not come to consider the possibility of opening a business line with this raw material because they ignore both the potential of it, as the rights they have to earn money with it.
- Secondly, because this **little culture of reusing public sector information is also solidly established in the Spanish government**. In general, unless administrations and people very aroused, the view we have from the industry is that remains a significant suspicion established in the daily practice of the authorities when making information available to a third added value input and profiting from it. Some manifestations of this culture can be limited both in the difficulties that still exist today for information in many administrations, as

with some services provided by the authorities with that information and that involve, at times, a clear example of unfair competition with the private sector.

4.1.1 General features of Reuse companies

The self-employed with or without employees are hegemonic in the reuse sector, while more than eight out of ten companies have been created by a freelancer. Limited companies and cooperatives are clearly minority because are adopting this legal form to 14.6 and 4.2% of companies respectively[7].

Over the 80% of companies have responded to the questionnaire are older than 5 years old, indicating the importance of the sector even before to approve the law of momentum of reuse in our country. And with respect to the experience in reuse, more than 69% also exceeds this amount.

Therefore, most of reuse companies that are fully established in the sector have more tools and information thanks to the regulation of this sector. Although, as shown in the Table below, in the last three years there have been companies that have started this line of business as well.

+80%

of Infomediary companies are

Self-employers/ micro- SMEs

		Length of the Company of reuse activities			
		Less than 1 year	Between 1 and 3 years	Between 3 and 5 years	Over than 5 years
Total Company lenght	Less than 1 year	0.0%	0.0%	0.0%	0.0%
	Between 1 and 3 years	100.0%	50.0%	16.7%	0.0%
	Between 3 and 5 years	0.0%	25.0%	16.7%	0.0%
	Over than 5 years	0.0%	25.0%	66.7%	100.0%

Source: Reuse Companies Survey ACAP-RED.ES 2012. Questions *how long have you been using public sector information for your business and age of the company*. Valid percentages

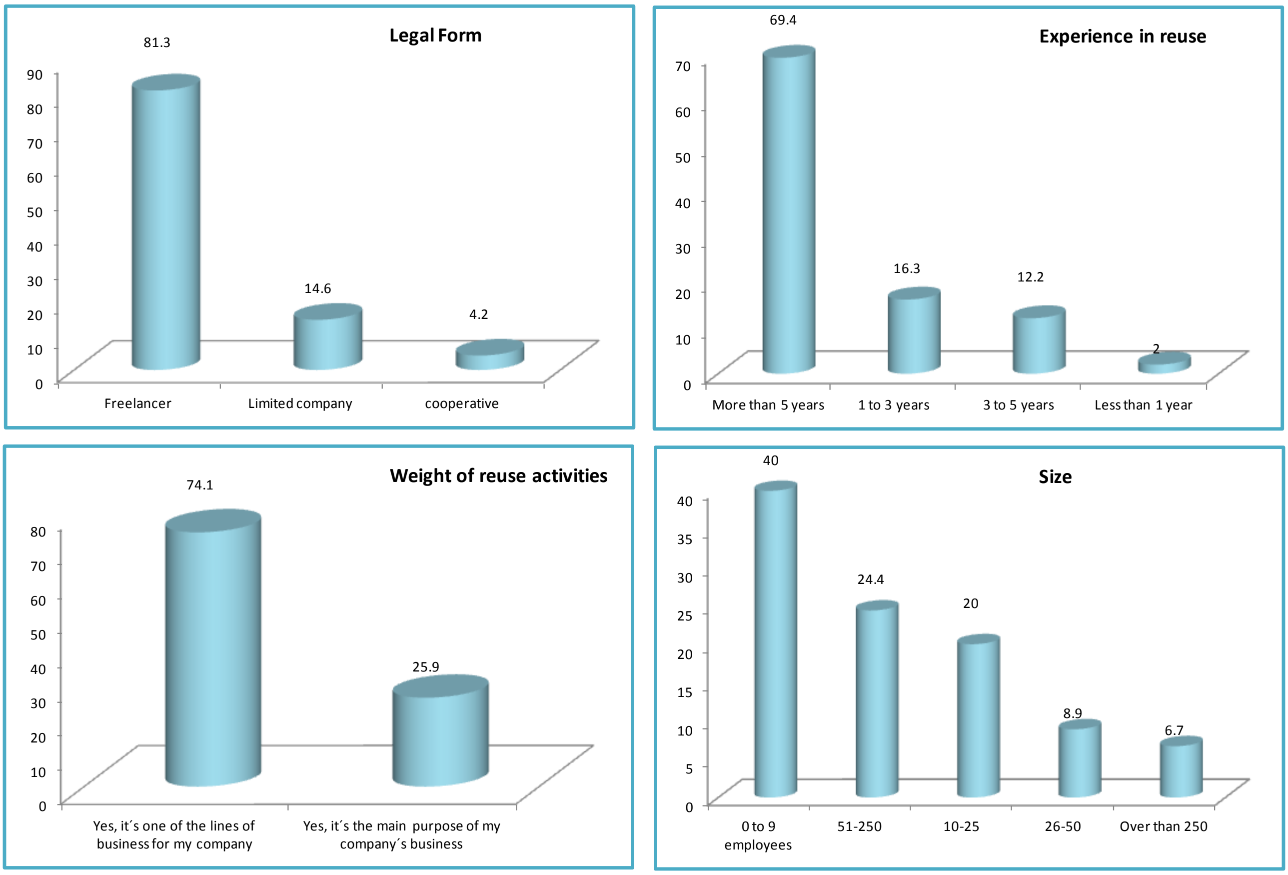
Table 4-1. Comparison of total company length of service and length of reuse activities.

[7] See Table 4 Annex IV

The companies that are exclusively dedicated to the reuse have more experience than those who have a part-time. Almost the 86% of the first have more than five years in business compared to 63% of the latter. Most companies are involved in the re-use as a secondary line of business, but being so, the activity of reuse has emerged strongly in the last three years as a business opportunity for some companies: 23% of companies who combine reuse with other lines of business have started this activity in the last three years[8].

Among the activities of reuse, the generation of products or services that are subsequently sold is done by all the companies, 78% of them as the only activity by 22% and combining it with the development of software products for other companies that market products or services created from reuse.

Micro-SMEs are the most common type of company. The 60% of companies have 25 or fewer workers and 93% are SMEs.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Questions *How long have you been using public sector information for your business? Does the company generate products/services for its marketing on base to information from public administrations/institutions of public sector? Total number of employees*. Valid percentages

Chart 6. Distribution of companies according to several general features.

[8] See table 4 Annex IV

As to the geographic location of the companies participating in the study, nearly half of them are located in the Community of Madrid, 15% in Catalonia and just over 9% in Andalusia, as shown in the table below:

	Frequency	Percentage
Andalusia	5.0	9.4
Asturias	1.0	1.9
Castile-Leon	2.0	3.8
Catalonia	8	15.1
Region of Valencia	2.0	3.8
Galicia	4.0	7.5
Madrid	26.0	49.1
Murcia	1.0	1.9
Basque Country	4.0	7.5

Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Location*. Valid percentages

Table 4-2. Geographic distribution of reuse companies.

4.1.2 Related resources to the reuse activity

One of the data being sought for this study is to estimate what is **the weight of infomediary activity** in our country. Analyzing the data collected from the companies who responded to the questionnaire, we found that there is a significant variability: the values range between 4,000 and 56 million euros.

330-550 M€

Assessment of the **infomediary activity**

Por esta razón aunque en promedio las empresas que dan información al respecto, ingresaron por actividades de reutilización aproximadamente 3.8 millones de euros, un 50% de ellas tuvieron ingresos iguales o inferiores a los 280,000 euros[9].

Given this enormous variability and consequently the low representation of statistics as the sample mean, for the analysis we have proceeded to eliminate outliers, using only those between the first and third quartiles, ie eliminating the values corresponding to 25% of companies that have lower incomes and 25% reporting higher values. Using this range, the average company revenues for reuse activities stood at 597,860 euros, within a range between 100,000 and 3,000,000 euros

If you perform a projection on the total income of these companies, it can be concluded that the sector size can range from 330 to 550 million euros.

At this point we must remember three important ends that compared to the last year have marked the estimate of this amount:

- First of all, the fact that in this study have been analysed in more concrete and comprehensive way the activity of the companies that had initially been identified as infomediary companies. As a result of this more restrictive and more precise application of the infomediary activity, the universe of companies in this subsector has been reduced

[9] See Annex IV

around 40% of companies; we have gone from 260 companies identified in 2011 to 150 in this study.

- Secondly, it has also been analysed with each company the degree of presence of infomediary activity in the companies which the infomediary activity was not the main activity. In this case, a 30% of these companies have indicated that their infomediary activity has been reduced.
- Finally, and as the third element is the overall economic situation. After the analysis of the activity, we also found that a significant number of companies have completely ceased its infomediary activity either by cessation of activity as such or no longer offer from its portfolio of services or products, related work with infomediary activity.

Also the weight of the revenue from reuse on all the corporate income is highly dispersed. Thus, although the average percentage of revenues stood at 50.5%, half of the companies have a weight less than 38%. However, for 34% of companies the re-use activity is between 80% and 100% of their income[10].

Revenues from direct sales of products and / or services are those with a greater weight in the income of companies for their reuse activity. On average it represents the 44.7% of total revenues (not just from reuse) of companies, although 50% of them reduced to 21%. And as income from other aspects of the reuse activity can be considered marginal: 71% of companies stated that it does not have any revenue for this purpose, placing the average at 5.8%[11].

Qualitative analysis shows that the companies consider that the sector is suffering the same extent as other the economic crisis, which is resulting in a decline of the economic activity thereof. In this regard, companies also consider the fact that some websites offer information already treated is an added problem within a context like this.

4.1.3 Resources involved in the reuse infomediary sector

Based on the analysis of information collected from the jobs generated by the infomediary activity and taking into account the assumptions that were discussed to estimate the value of the sector, it appears that the sector can now use a figure of employees ranging between 3,600 and 4,400 workers.

As noted above, the reuse companies are micro and small enterprises in a very high proportion. For this reason it seems reasonable that two thirds of companies with 10 or fewer employees engaged in reuse activities and over the 73% of them employ 20 or fewer workers in this type of activity.

3,600 – 4,400

Informediary sector jobs

Analysing the weight of human resources for reuse in relation to the total workforce, in a third of companies involves a 100%, while 30% of them do not reach a third of the total workforce.

Logically, the overall weight of human resources for re-use increases when the size of the company has decreased; although in the companies of 26 to 50 employees this proportion is almost identical to that presented by the micro-companies.

[10] See Annex IV

[11] See Annex IV

From 0 to 9 employees	**73.7**
10-24	59.58
26-50	72.97
51-250	30.99
Over than 250	44.3

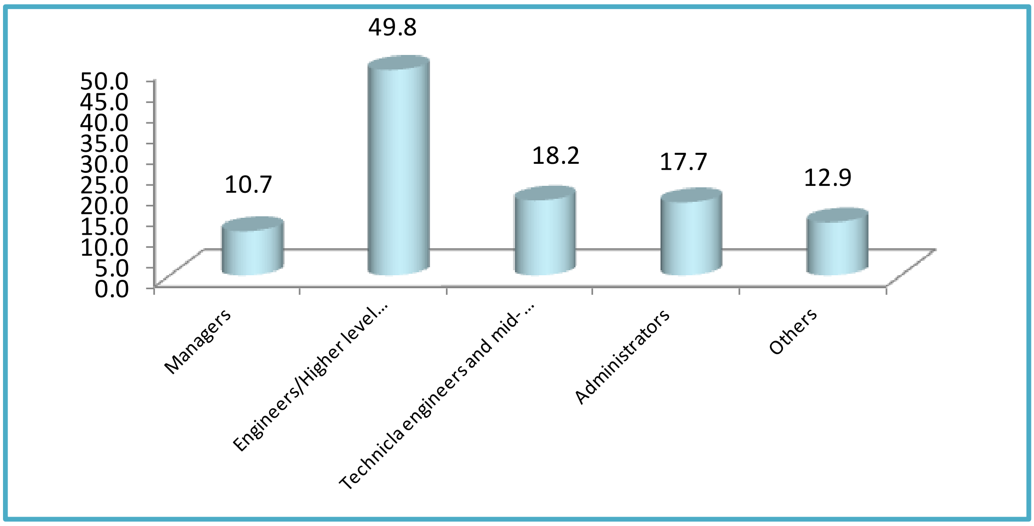
Source: Reuse Companies Survey ACAP-RED.ES 2012.

Table 4-3. Proportion of employees dedicated to reuse according to the company size

Most human resources are located in Spain[12]. Only six of the companies that answered the questionnaire states to have employees outside of Spain, representing 13.6% of the total. **98% of the workforce that companies involved in reuse is located in Spain.**

With regard to the development of employment, **over 44% have been executed contracts in Spain in 2011**. 75% of them hired 5 or fewer workers[13].

Reuse companies have a high level of qualification. On average half of employees are university graduates and 18% superior grade formative - degree holders. The weight of the managers associated with the activity increases with decreasing size of the company, however in larger firms the presence of administrative staff is higher than in smaller companies.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Number of employees associated with infomediary activities, by professional category:*. Valid percentages

Chart 7. Professional category of employers engaged in reuse in the infomediary companies.

[12] See Annex IV

[13] See Annex IV

4.1.4 Expenditure associated with the activity

The questionnaire has studied only the expenditures by enterprises derived of the tax/fee payment model and public prices to the public in the year 2011. Therefore it is not taken into account other expenses from the activity.

In this case there is significant variability. Although on average the companies claim to have spent about 436,000 euros, for **almost 45% of companies that provide information, the payment has been $ 0 while 10% of companies spent 2.5 million euros or more[14].**

Crossing by type of information generated by the company from its reuse activity in all the types of information there are companies who report having never spent anything. **However, the highest level of spending for this purpose seems to be associated with economic or business, legal and the cartographic information**, as shown in the table below.

	Average	Median	Minimum	Maximum
Business/Financial Information	892,440.00 €	1,000.00 €	0.00 €	7,000,000.00 €
Geographic/Cartographic Information	237,350.00 €	300.00 €	0.00 €	3,500,000.00 €
Legal Information	431,914.44 €	1,000.00 €	0.0 €	3,500,000.00 €
Metereological Information	52,100.00 €	8,500.00 €	0.00 €	215,000.00 €
Social-demographic/Statistical Information	38,660.00 €	800.00 €	0.00 €	200,000.00 €
Transport Information	36,120.00 €	600.00 €	0.00 €	100,000.00 €
Cultural files, Libraries and Museums information	20,120.00 €	0.00 €	0.00 €	100,000.00 €
Other	8,200.00 €	600.00 €	0.00 €	24,000.00 €

Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Approximated expenditure volume directly derived from the Administration Price and Taxes Charge Model on the last year associated with the purchase of public sector information:*

Table 4-4 Expenditure associated with the activity based on information generated from the reuse.

However, this variability of expenditure seems to be more associated with the firm size and presumably to the volume and type of activity taking place.

	Average	Median	Minimum	Maximum
0 to 9 employers	3,353.85 €	0.00 €	0.00 €	24,000.00 €
10-25	28,571.43 €	0.00 €	0.00 €	200,000.00 €
26-50	105,200.00 €	100,000.00 €	600.00 €	215,000.00 €
51-250	870,147.14 €	10,000.00 €	0.00 €	3,500,000.00 €
Overt than 250	3,650,000.00 €	3,650,000.00 €	300,000.00 €	7,000,000.00 €

Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Approximated expenditure volume directly derived from the Administration Price and Taxes Charge Model on the last year associated with the purchase of public sector information:*

Table 4-5. Expenditure associated with the activity by size of company.

[14] See Annex IV

In the qualitative part of the study has been detected an ambivalent discourse about the expense of access to information. If on the one hand, in general and global terms the business applicant sector and public information user is not considered excessive spending, on the other hand, a more specific level there are subsectors that do asses as excessive the expenditure that they have to undertake to access to public information especially those in the legal sector, who consider it unfair that have to pay when the Administration also offers similar information at no cost to citizens. This may be translated into:

☞ **THE INDUSTRY SUGGESTS**

- **ANALYSIS OF THE PUBLIC TAX/FEE POLICY BY THE ADMINISTRATION The sector is evolving in the quantity and quality of information that leaves free access to any citizen or company** so Administration review or analyse the cost elements incorporated to give the same information to the infomediary companies but by applying a public price to access and supply of it.

4.1.5 Typology of information on what to develop the activity of reuse.

Geographic-Cartographic information and on business-economics information is worked by a greater number of companies.

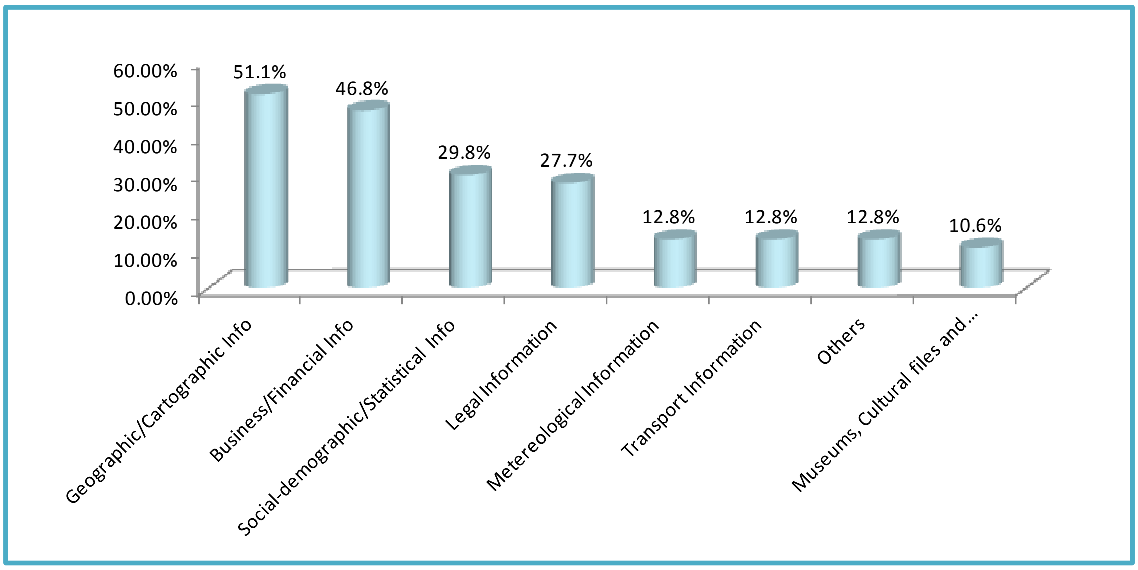
Infomediary business is focused on:

Geographic-Cartographic, Business-Financial, Statistical and Legal Information

Around a quarter of companies develop products or services from Social-demographic/Statistical or Legal Information. On other types of information we have obtained a much less significance in the sector, around 10%.

More than half of the companies work with a single type of information and an additional 18% with two types of information. This suggests a degree of specialization of firms in certain sectors of information.[15]

[15] See Annex IV



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *State the area of information in which your company carry out the infomediary activity:* Valid percentages

Chart 8. Weight of the different types of information offered by reuse companies

This multiple accesses means a combined offer of services or products from companies that offer products based on more than one sector of information, 71% of them combine 2 or 3 types of information.

4.1.6 Other Business-related aspects

A. Outreach and communication channels with customers and suppliers

All the companies that have responded to the questionnaire have a website,

Regarding to the development of marketing activities to help infomediary activity generated by the company:

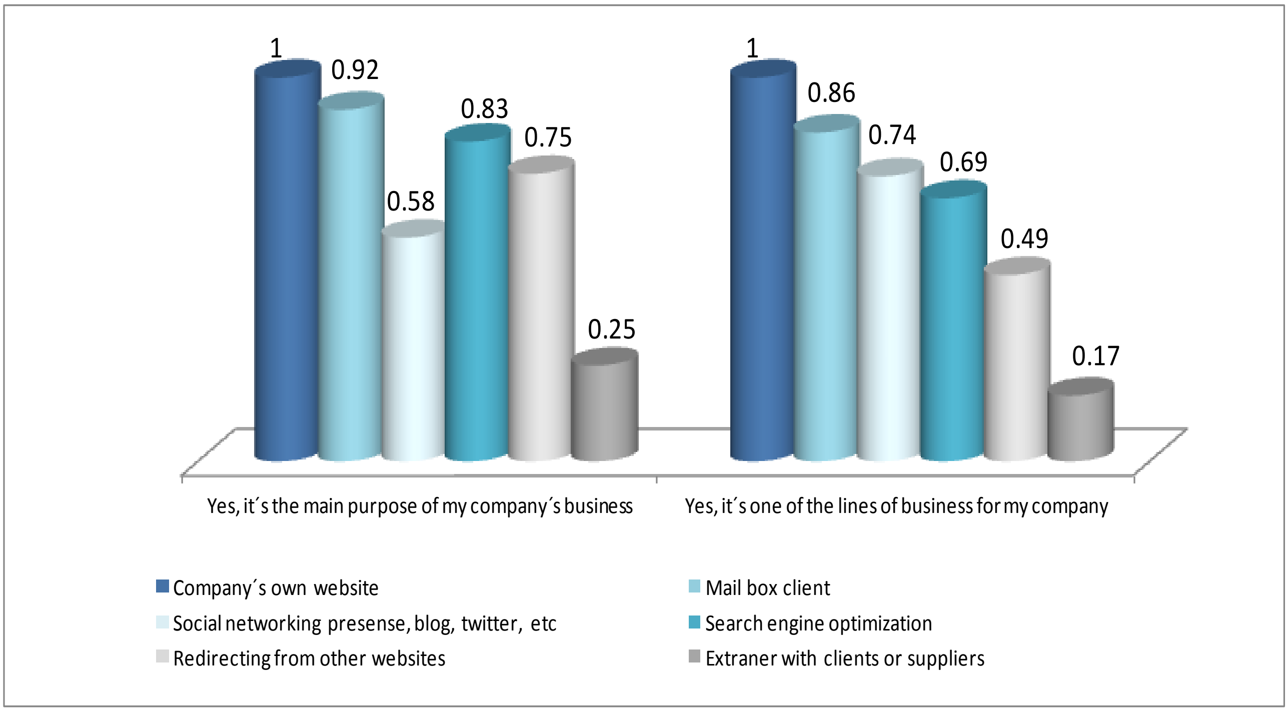
- The most important action corresponds to the use of email (87% have a mailbox customer service)
  - A prominent **search engine positioning** or **social networking presence** is less frequent: around 70% of companies.
  - Just over half have redirected **from other websites** and the existence of extranet with customers and suppliers is clearly a minority: only 19.1% of companies have it.

Email is the primary communication channel with customers.

SEO and presence in **social networking platforms** their Internet marketing strategies

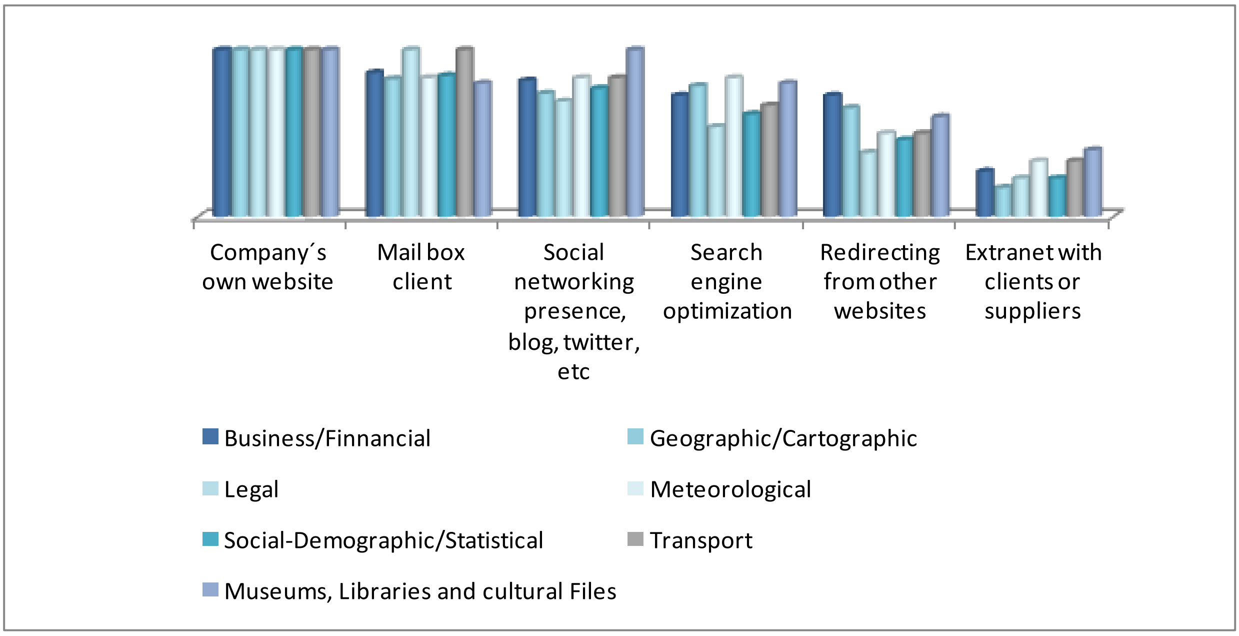
There seems to be some relationship between the availability of these communication tools and firm size: for example, smaller firms of 25 or fewer workers, have a greater extent than larger, redirection from other websites or presence social networks, while among the latter is more common to have extranet.

Also seems to be related to the weight of reuse activity in the whole enterprise: companies that have this activity as the main line of business have more on all the tools except for the presence in social networks.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question. *Indicate if the company has.* Valid percentages

Chart 9. Communication tools with customers and suppliers by weight of the reuse activity.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question. *Indicate if the company has.* Valid percentages

Chart 10. Communication tools with customers and suppliers by type of information associated with the products and / or services.

B. Associating in the sector

Companies that belong to some trade association do not reach a third of it. 50% of these are associated with ASEDIE and the rest to various cooperative business entities not linked to the reuse sector. Therefore the degree of association to business entities of the reuse sector may be around 15% of companies.

The heterogeneity of the sector itself is in a low level of association. The qualitative study can be concluded that some of the companies within the sector do not identify themselves as infomedary companies, which makes it difficult to associate themselves with the federation of the sector. In this sense, an action aimed at raising awareness of the sector between companies that are part of it would be positive in order to get a better coordination of it.

Despite of the large variability in the basic characteristics of firms, could be drawn an **infomediary company profile**

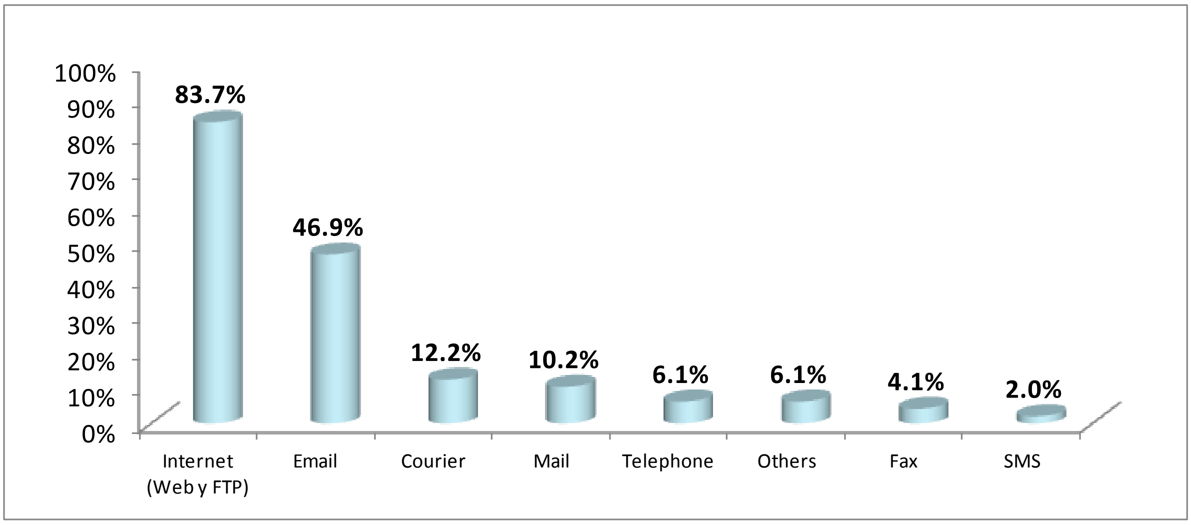
- It is a small companies created by self-employer workers with an extensive experience in the reuse of information combined with infomediary activity and other lines of business that primarily produce products or services sold later.
- Companies employ 20 or fewer workers in reuse activities; most of them located in Spain and in spite of the crisis have created jobs. Its workers are highly skilled.
- Although on average the companies spend about 430,000 euros for the basic information which is then reused, 45% of them access to this information at no cost.
- Just over 50% of its revenue comes from the reuse although for third of them the proportion is less than 80%. In absolute terms the average income of businesses in this area is slightly less than 600,000 euros.
- Finally it comes to companies that have a certain degree of sectorial specialization from the point of view of the information used to generate their products. Geographic- cartographic and business or economic information, are the two types where there is a greater number of companies.

4.2 Characterization of reuse services

4.2.1 Channels through the products or/and services are distributed

The distribution by telemetric via is the channel used by a majority of firms: nearly 84% use the Internet, both web and FTP to distribute their products and 47% use e-mail. All other forms of distribution are clearly a minority. The three companies that use other channels indicate that they are "direct introduction into the customer's system ", "Publications on paper" and "sale at bookstores," the latter two cases could be joined in a category of "publications".

Internet (Web and FTP) and email are the key distribution channels



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question. *Indicate the channels used to supply the results of your infomediary activity.* Valid percentages

Chart 11. Distribution channels for products and services by reuse companies.

51% of companies use a single distribution channel; two channels 39% and 10% three or more channels of distribution.

More specifically:

- Within the companies surveyed the use of SMS is limited exclusively to Meteorological information.
- In the case of using couriers to distribute products and services, the greatest weight-is for the Cartographic-Geographic information, probably because the media type used to provide the end products of its activity.
- Mail has the greatest weight of legal information. However this channel is only used by phone for Geographic-Cartographic information (it is also has the greatest weight), social-demographic-statistical and museums and other cultural institutions.

4.2.2 Types of products and services offered by reuse companies

Before to analyse the types of products and services offered by reuse companies is interesting to note that for the most public administrations involved in the development of the sector, one of the problems to face is the lack of a leading product or application ("killer application") which in practice would lead the whole industry and allow to visualize both the companies and administrations, the great potential of the industry.

Analysing more specifically this type in which there is not still a leading product, and divided the ability to generate business for reuse through three categories of end products: specific products, services and applications, the data obtained from the infomediary companies survey show that:

- 76% of companies offer end products based on the reuse of public information
- 61% offer services associated with the management and treatment of available public information available
- And finally in the case of software development, these are solutions offered by 44% of companies surveyed.

It has also been found that the infomediary companies offer more than one type of products or services or applications in its portfolio.

The most common situation is that companies market two types of products (44% of them). Offering one or three types of product show, in both cases, 28.6% of the companies.

The analysis of the possible relationship between the types of products and services marketed by the companies and the types and channels of information that they use is complicated due to the fact already stated. In many cases, the company offers various types of products, generated on different types of information and distributed through different channels, all simultaneously. This means that when the contingency tables are prepared some of the values are meaningless.

For example, in relating the different types of applications generated by reuse companies with the distribution channels, it appears that 6% of the companies that developed client software, this is distributed by fax, phone or mail, which does not seem to have logic behind it.

This is explained by the fact that these companies produce other products or services, different to the client software, and are distributed through the channels mentioned. For this reason, the analysis of the relationships between these three variables ignores those values that lack a substantive basis even if they are reflected in the corresponding table in Annex II.

Analysis of the marketing of infomediary products

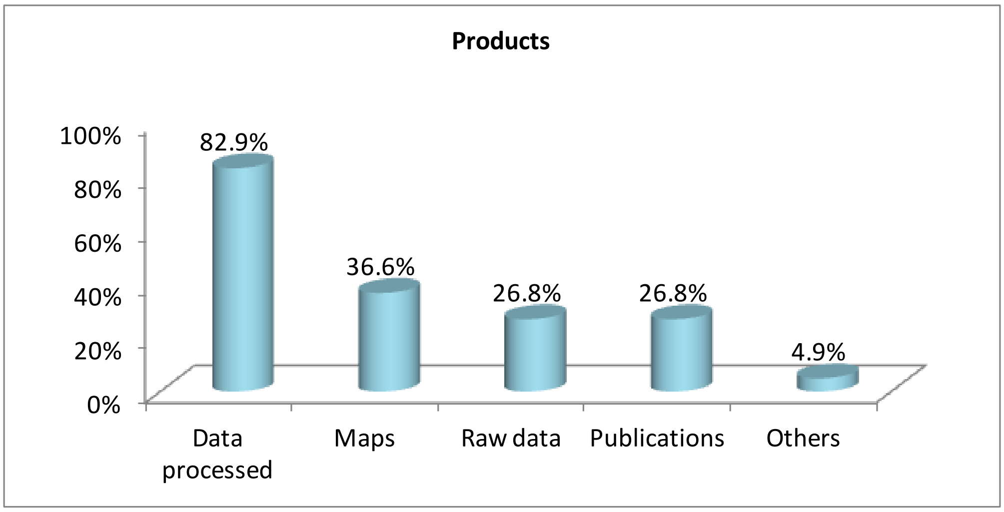
The analysis of this market has been made taking into account four main product types: generation of reports with treated public data, mapping, the supply of raw data resulting from the administration and the generation of publications.

As it can be seen in the chart below, **processed data** supplied from infomediary companies is the major product, including two additional elements, on the one hand mapping and charting of associated elements, has an appreciable weight infomediary activity currently, on the other, somewhat more than 25% of companies, market the raw data of the Administration doing in this case, only an identification and collection activity for their products and / or customers.

There are differences in the format of selling these products according to the type of information. Thus:

- Publications have a weight greater than in others formats for the business or economy, legal, meteorological and transport information.
- Logically the information for maps is Geographic – Cartographic.
- Mainly the raw data is used for statistical, Social-demographic and museums and other cultural institutions information.[16]

As has been noted, internet and secondly the email are the two main distribution channels for products and services. In third place is situated messaging. And though it does not seem to be large differences between the different products according to the channel through which are distributed, it is noted a greater use of mail in the case of the publications.[17]



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *What are the results of your infomediary activity?*

Chart 12. Marketing formats of information obtained through reuse

Analysis of the marketing of infomediary services

As in the previous case, it has been differentiated various services associated with sale of infomediary services. The services referred for this study were: the making of custom reports, the activities of advice, the comparative analysis and the generation of "clipping" picking up the activity of the Administration.

Almost 79% of the companies that provide those services sell the information generated from the reuse through **custom reports**. 27.3% provided advice and 18% comparative reports. Only 3% of companies provide clipping. As in the case of products are differences depending on the type of information:

- All the companies that offer clipping are selling in this format only Cartographic-Geographic information.
- The companies that market services based on business-economic or demographic-statistical information have a greater presence in the comparatives.[18]

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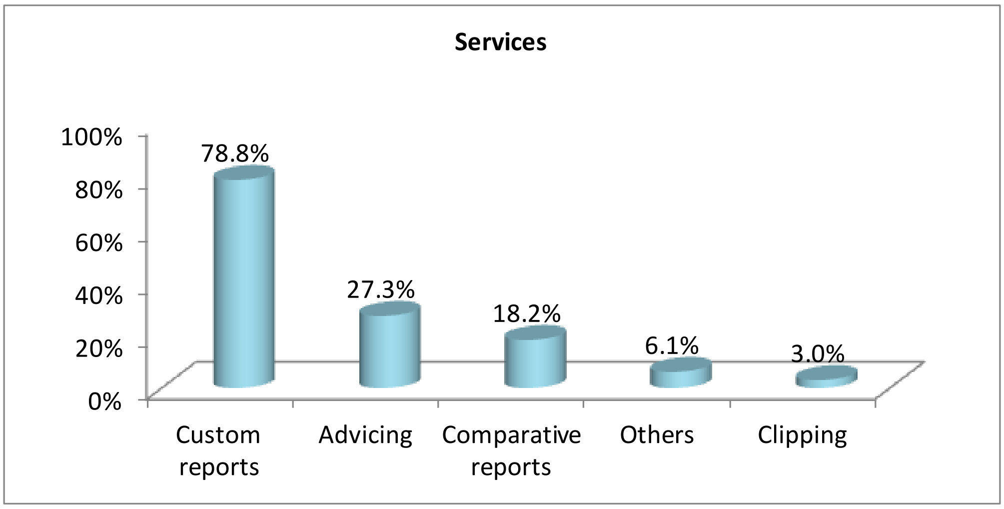
[16] See Annex IV

[17] See Annex IV

[18] See Annex IV

Although the several services are offered primarily through the internet or email, messaging appears to be used more in the case of the advice and mail in the case of offering services of generating comparative reports.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *What are the results of your infomediary activity?*

Chart 13. Marketing formats of the information obtained through reuse.

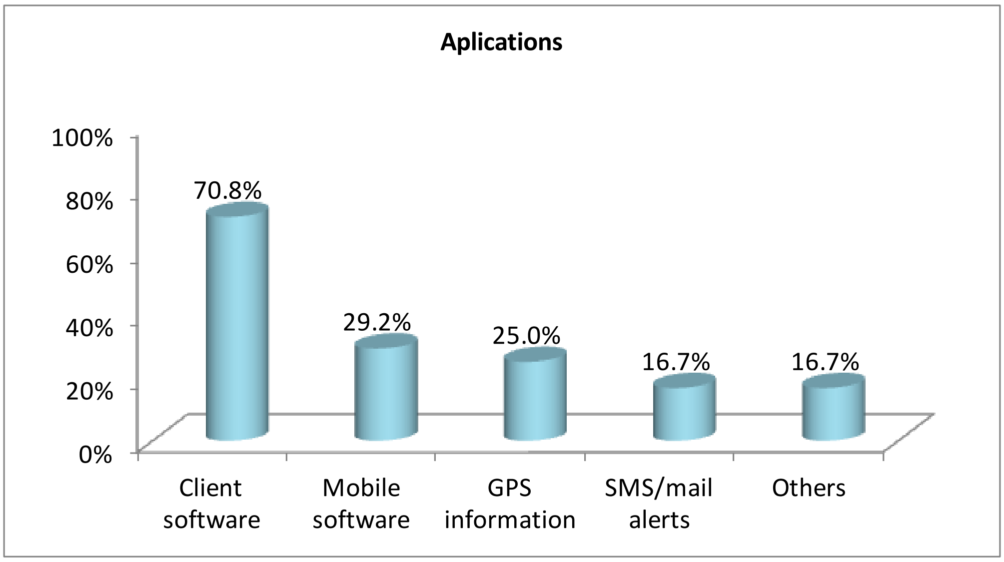
Analysis of marketing applications for infomediary companies

Finally, in terms of the applications, taking into account the types of applications initially identified (generation of client software, mobile software, GPS information or the generation of SMS/Mail alert services) has obtained that the client software is the main marketing format. Far away are lied the mobile software or GPS information. Just over 16% of the companies sold the reused information as SMS or email alerts.

Again it seems to be differences in the type of information that is the basis to generate applications.

- Transport information has more weight in the client software than the others types of formats.
- All of the companies that offer GPS information also provide Geographic – Cartographic information.
- Mobile software is a format that is used quite often to provide social- demographical and statistic information.
- And the business or financial information have an important weight for SMS or email alerts.[19].

[19] See Annex IV



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *What are the results of your infomediary activity?*

Chart 14. Marketing formats of the information obtained through reuse

An important reflection made from the industry is that to ensure that the type of products and services may have an appropriate level of quality is important to set the whole process of creation of administration information from a favourable perspective of reuse.

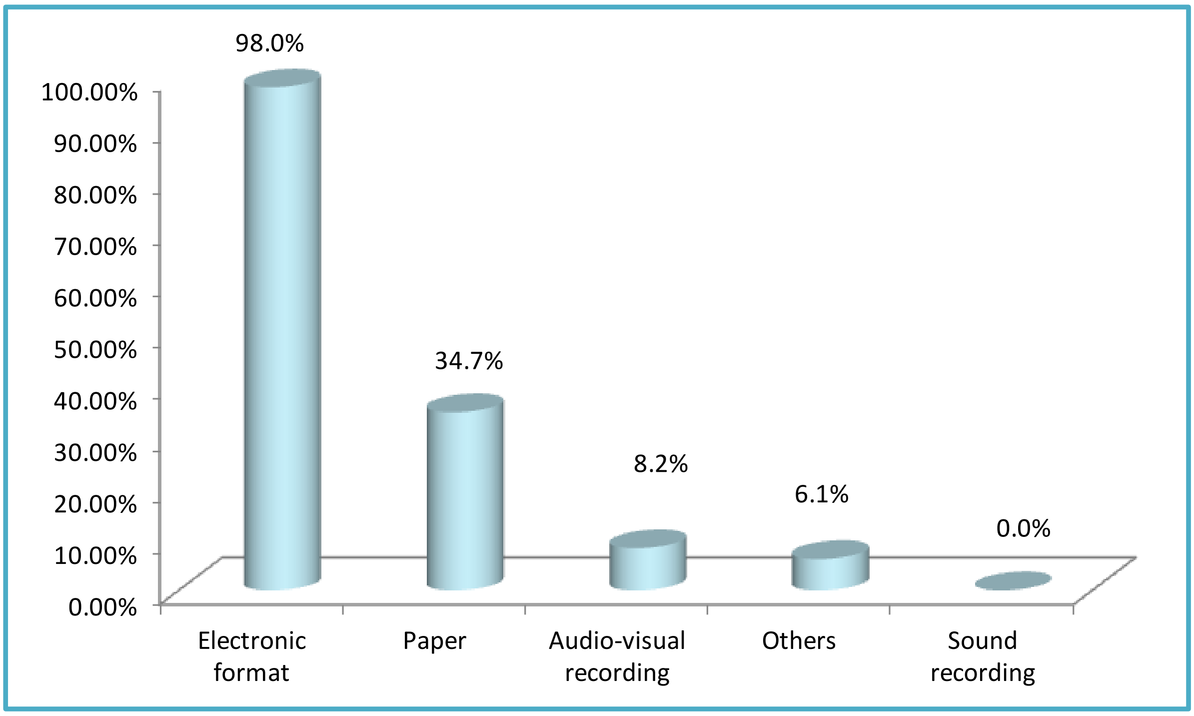
That means, for example, the need for progress in introducing open data policies in tenders carried out by the various public administrations. If from the first tender, it is clear that this information should be reused in a certain format, it will be easier for the companies to build applications or services with that raw material.

4.2.3 Media and formats on which the products and services are offered

Analysis of the distribution media of products and services

Almost all of the companies provide their products or services in electronic format. Just over a third also provides them in paper. None of the companies surveyed supply them as sound recordings and 8% do it in audio-visual recording.

The two companies that use other type of media indicate that supply their products or services through online connections, batch or file transfer.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *Indicate the formats used to provide customers with the results of your infomediary activity:*

Chart 15. Media on which is marketed the information obtained from the reuse

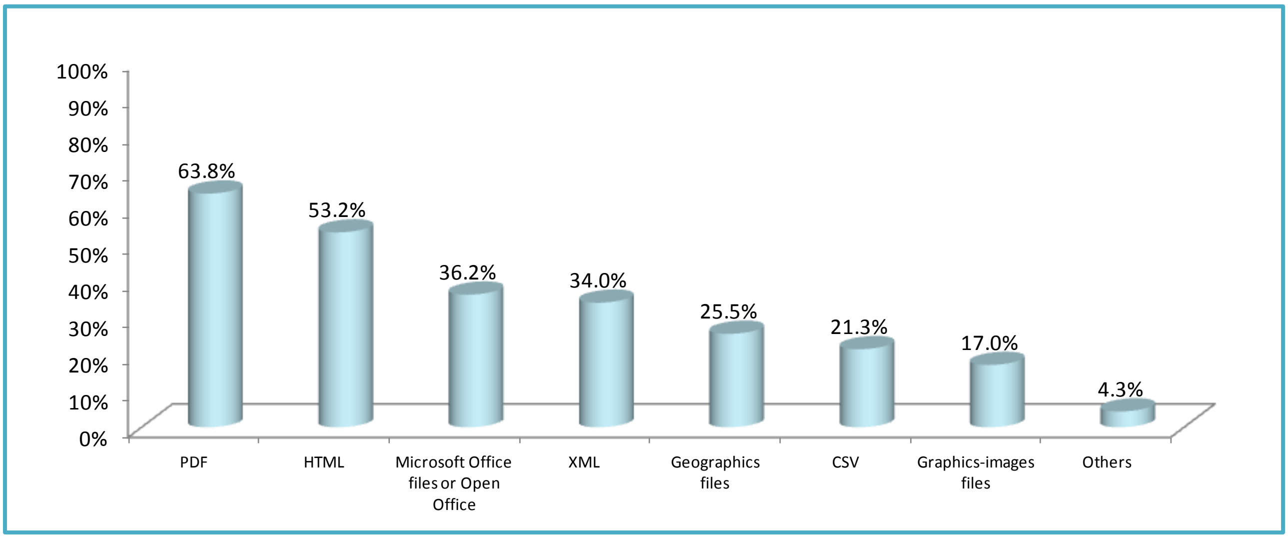
The differences in the media on which the infomediary products or services are marketed depending on the type of information, seems to be due more to the relative importance of different types of information to the stock between the two variables.

Noteworthy that despite the small number of companies that offer information on audio-visual media they do it on a wide typology of information. Although as noted above, this may be because the companies that use this media are generating other products on multiple types of information.

File formats used in the distribution of products and services

As for file formats in which supply the products or services that are available in electronic media, almost 64% of companies use PDF files (portable document format) and 53% HTML.

The use of Microsoft office files or Open Office is smaller, are used by 36% of companies, an amount almost equal to the companies that use XML files. The other file formats would be used by a minority of companies.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *In the case of computer files, indicate the file formats used to provide customers with the results of your infomediary activity.*

Chart 16. File formats for products or services that are sold in electronic

Besides the two major formats, the XML format seems to be further used to provide Geographic and Cartographic information. Geographic files, as well as providing information of this nature, are also used for products or services based on information from transport and museums and other cultural institutions. Charts files are also used to provide statistical or Social-demographic reused information.[20]

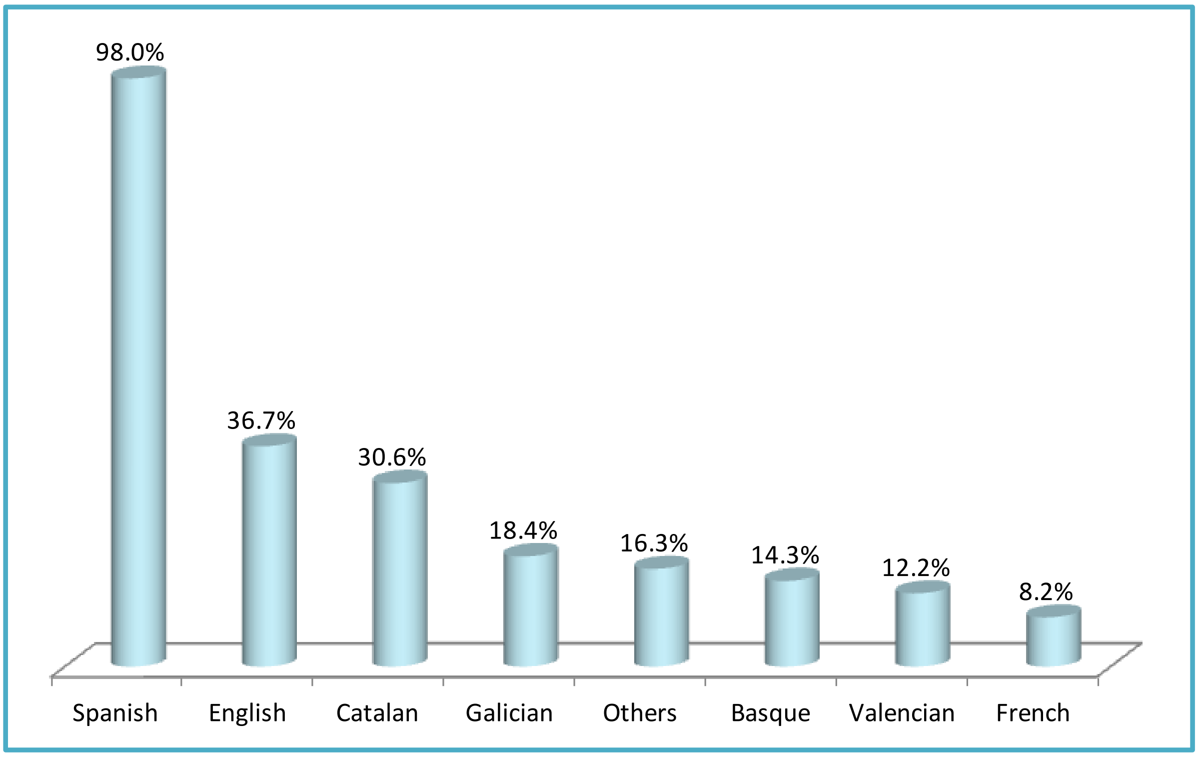
And as to the form of distribution, while the Internet is the channel that uses a larger proportion of firms in each format, the email appears to be used more widely to distribute XML files, charts and Images.

4.2.4 Languages in which the products and services are marketed

98% of companies **market its products in Spanish**.

Just over a third of companies sell products or services in English. Between the languages accepted in Autonomous Communities, Catalan is the most used (30.6% of companies), followed by Galician (18.4%). To a lesser extent there are also products marketed in Basque and Valencian. The second most important foreign language is French and to a lesser extent have appeared others languages such as Portuguese or even in one case Chinese.

[20] See Annex IV



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *ndicate the languages in which you offer the applications, products and/or services generated by your infomediary activities.*

Chart 17. Languages in which are marketed the products or services created from reuse.

The type of information and the distribution channel have different weights depending on the language in which the infomediary products are marketed[21]:

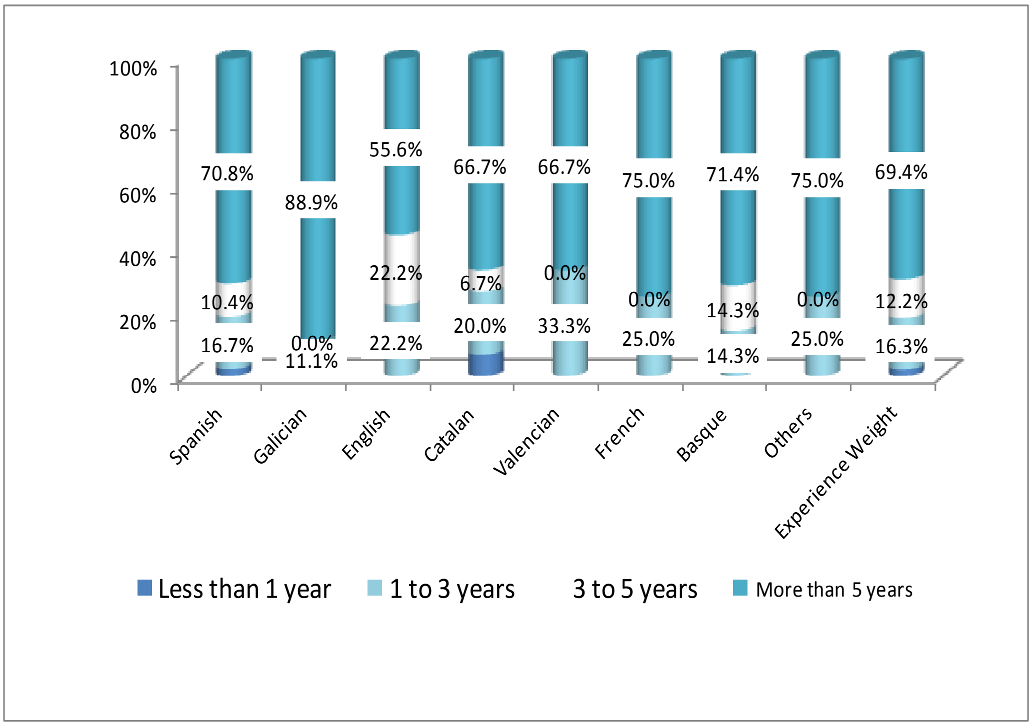
- Foreign languages, mainly English and French are used in more important ways to generate business and economic information. Then internet is used as a distribution channel.
- However in Basque this information is much less common, the greatest burden it has Geographic information. And Email is more often than Internet as a distribution channel.
- Also in Catalan language the geographic information has more weight than other types of information and it is used more widely than in others languages fax or mail.
- Legal information is the second most weight in the services offered in Galician. It also has an important bearing on email as a channel of distribution.

Although it is logical to think that the company consolidates itself in reuse, offering for example such products at others languages, the data reflected in the following chart suggests otherwise.

For example, the weight of companies with more than five years of experience in reuse between those ones which offer their products in English is less than the weight that these same companies have in the whole sample, a 55.6 compared to 69.4%. However companies with 1 to 5 years of experience have greater weight than their fair share.

[21] See Annex IV

Below, chart data suggest that the companies with more experience have been oriented more towards the domestic market, judging by the weight of products or services offered in different Spanish languages.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the languages in which you offer the applications, products and/or services generated by your infomediary activities.*

Chart 18. Languages in which are offered products and / or services according to age of the company in reuse

4.3 Revenue model associated to the activity

The business model and consequently the revenue model has been analysed from two prisms of obtaining such revenues. The use of free pay methods to supply certain services or the development of different forms of revenue models with the payment for services rendered, sold products or developed applications.

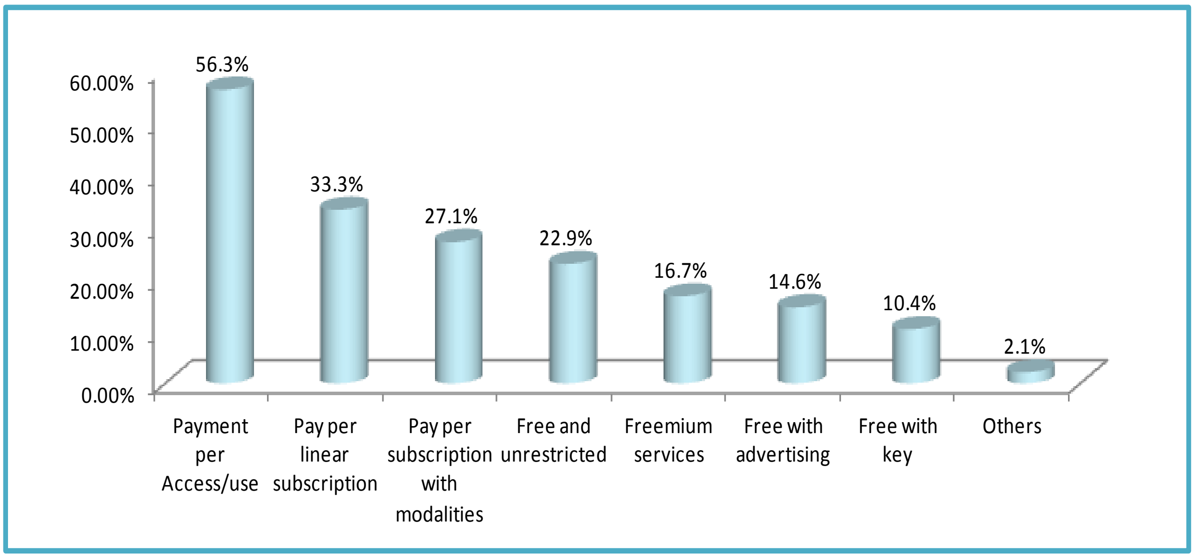
56.3%

Payment per access or use/ work done is the **most established revenue model**

Obviously and analysing the different models, **the payment model is established for the most** within the infomediary industry.

Among the different modalities, Payment per access/use or alternative work is the most frequently used by companies: over 56%. To a lesser extent are using payment models of linear subscription payment and payment for subscription with modalities that are used by between 27% and 33% of infomediary companies.

The different **free access modalities** have a lower utilization, within them, which has more weight (nearly a quarter of infomediary companies use it) is the free access without restrictions.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question *Indicate the revenue model associate with the results of your infomediary activity.*

Chart 19. Revenue model associated with the activity of reuse

Although all the **income modalities are applied to different types of information** generated by companies, the analysis of the results has obtained the following:

- The pay-per access or use or work done modality, have a higher proportion than the expected for business or economic, legal and Social-demographic/statistical information.
- Also the legal information weighs more than expected[22] in the modality of linear subscription payment, given the type of services that the companies in this subsector usually provide to their customers.
- Payment for subscription with modalities appears to be used more by companies that reuse business or economic and transport information.
- Premium Services and free and unrestricted access are used more than expected to access products from museums or other cultural institutions information. Also companies that produce products from geographic-cartographic information use in higher mean the free and unrestricted access.

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[22] From this point forward, when the sentences include expressions like "higher or lower than expected" or "exceeding than their share", it is referring to the fact that a feature in the whole sample of companies has a determined weight when is crossed with another variable has a higher or lower weight having in the whole sample. For example if in the whole sample of companies, those having 0-9 workers account for 40% overall and across company size distribution channel of products, companies 0-9 workers account for 60% of those who distribute their products through Email, we would say that the companies of this size have a higher weight than their share or expected (40%) in this distribution channel. In this sense it must be interpreted using the term *over* or *under-representation*. This is an approximation to the chi-square test of independence, which can not be directly applied in the analysis because most of the questions are multiple answers.

- Free access with advertising appears to be used more frequently when is offered legal or meteorological information.
- Finally, free access by key is proposed as one of the free services in the case of the provision of legal information.[23]

As for the possible relationship between **the revenue model and distribution channels** for products and / or services:

- Companies that distribute via internet and leaving aside free access by key or with advertising (all companies with this revenue model distribute via internet) are heavier than expected in the terms of payment per access or use/ work done or linear subscription payment.
- Companies that distribute via mail or courier have a higher weight than other modality of income in the modalities of free access by key or with advertising. [24]

As for the relationship between **the revenue model and type of products and services**, the weight of the companies present a higher frequency than expected when they market:

- Data processed and client software in the payment per access or use/ work done modality.
- Raw data, custom reports, GPS information and mobile software by payment per linear subscription modality.
- Comparative and SMS alerts and email in the alternative of subscription payment with modalities.
- Comparative again in the free access with advertising modality.
- Maps, clipping services and advice and GPS information in the free without restrictions modality.[25]

There is no apparent relationship between the revenue model and the media on which the products or services are marketed.

[23] See Annex IV

[24] See Annex IV

[25] Ver Anexo IV

4.4 Added value by the company of its reuse activity to the primary information

As noted above, the reuse activity adds value to public information due to the marketing formats used by a larger proportion of companies - data processed, custom reports or customer software - are seen to include a transformation and reworking of the primary information .

However, this circumstance in general differs according to the original format of reused information.

Thus, respect of the **PRODUCTS:**

- In the case of the data processed, there is a higher proportion of their fair share of enterprises using as primary information, directories, census and data produced by the body.
- As for maps, which is the second most offered by companies, 86% of the offering use as primary information maps and plans, but also have a higher presence than expected the companies that use images and statistic data.
- Publications also are more active than their share of the companies that use as base information, news and current affairs, data produced by the body, official gazettes or reports.
- Finally catalogues, statistics, reports and gazettes have a frequency higher than that in theory would correspond as a basis for the marketing of raw data[26].

As for **SERVICES:**

- Drafting custom reports, although it uses information based on any format, there is a larger proportion of the expected of companies working on the basis of census and directories, reports or official gazettes.
- To carry out comparatives is used any base of information. However, the use of images, maps and plans and regulations and case law is less than you might expect.
- Clipping is based solely on images and maps and plans.
- And the advice, above the expected is in catalogues, data produced by the body and maps and plans.

Finally in relation to **APPLICATIONS:**

- Companies that use images and maps and plans as base information, have greater weight than their fair share in the development of all applications tested with the exception of SMS and email alerts.

[26] Como se ha señalado con anterioridad, se trata de una aproximación a lo que sería un análisis Ji-cuadrado.

- For mobile software development seems to be used with a frequency higher than expected, reports and census and directories.
- And again reports in GPS applications.
- In the case of alerts, although it appears to be used all kinds of primary data, 100% of the companies that market them work with official gazettes, and to a lesser extent censuses and directories and regulations and case law.

4.5 The perception of the effects of reuse activity in enterprises

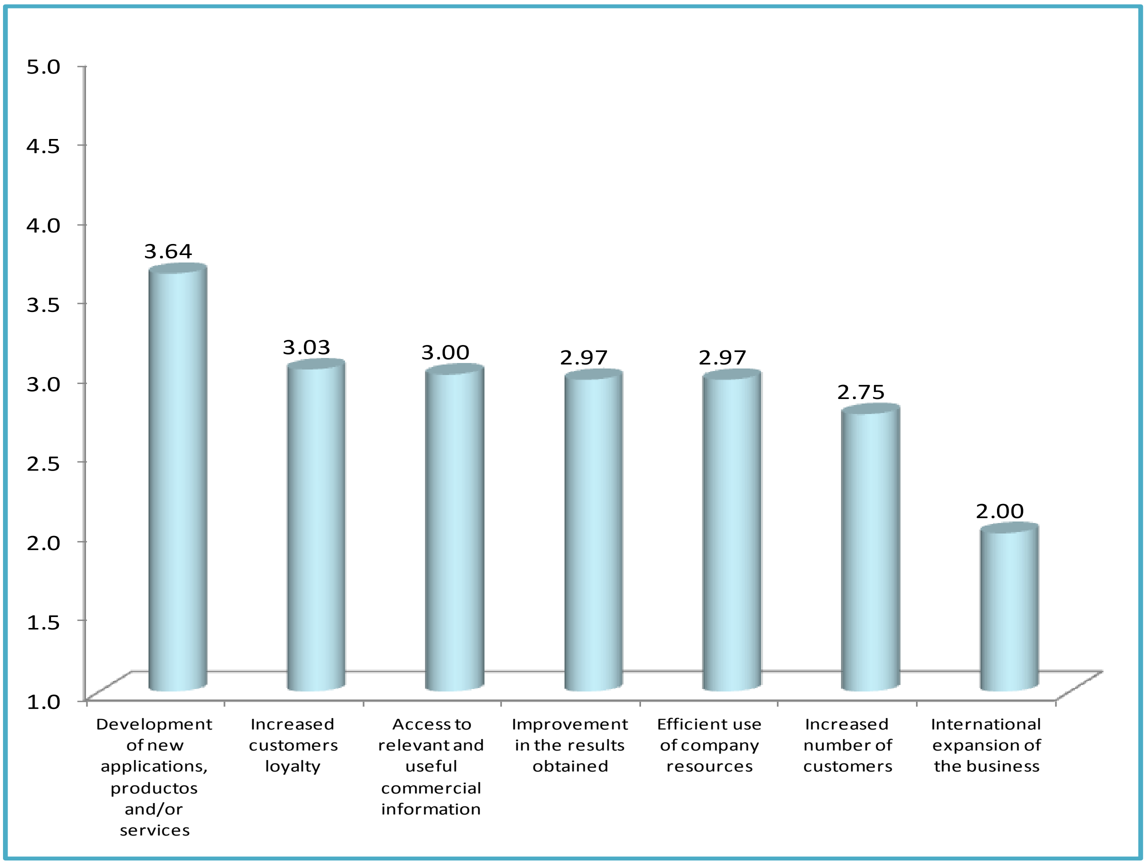
One evaluated aspect from this study was to determine, from the views of infomediary companies what it means the reuse activity for their business development, and not only with regard to the relationship with the Administration, what has already been mentioned throughout the study but what it means in the management of its business, its relationship with its customers, and ultimately the generation of added value and business for the company.

In the survey have been proposed the assessment of various aspects of the business and what is involved in developing infomediary products and services, the data of the survey show the following results:

Reuse activity allows:

- **To develop new** applications, products or services
- To become a **customer loyalty tool**

- The ability to develop new applications, products and services, increase the customer loyalty and access to useful and relevant business information are the three purposes of reuse activity more positively valued by the companies (rating above 3 points 5).
- To a lesser extent it is assessed as positive impact of the infomediary activity the improvement of outcomes and the efficient use of company resources.
- The lowest rated aspects are the increase in number of customers and the internationalization of business. In the latter case it would appear that the internationalization is not a goal, at least in the short term of companies. In other words, although we have found that 37% of companies are marketing products in English does not seem to be a priority in its strategy of sale.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *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):*

Chart 20. Assessment of the different possible effects of reuse activity in companies

In more detail, analysing the data by company size the study shows that the companies with between 10 and 50 workers have a better perception of these effects, both together (3.74 and 3.86 points on average respectively) and for each particular aspect.

Large companies are those with a worse assessment of the effects of the reuse activity with 2.21 points on average. On the other hand and in an intermediate position, are the micro-companies with 2.71 points and medium companies with 2.74 points.

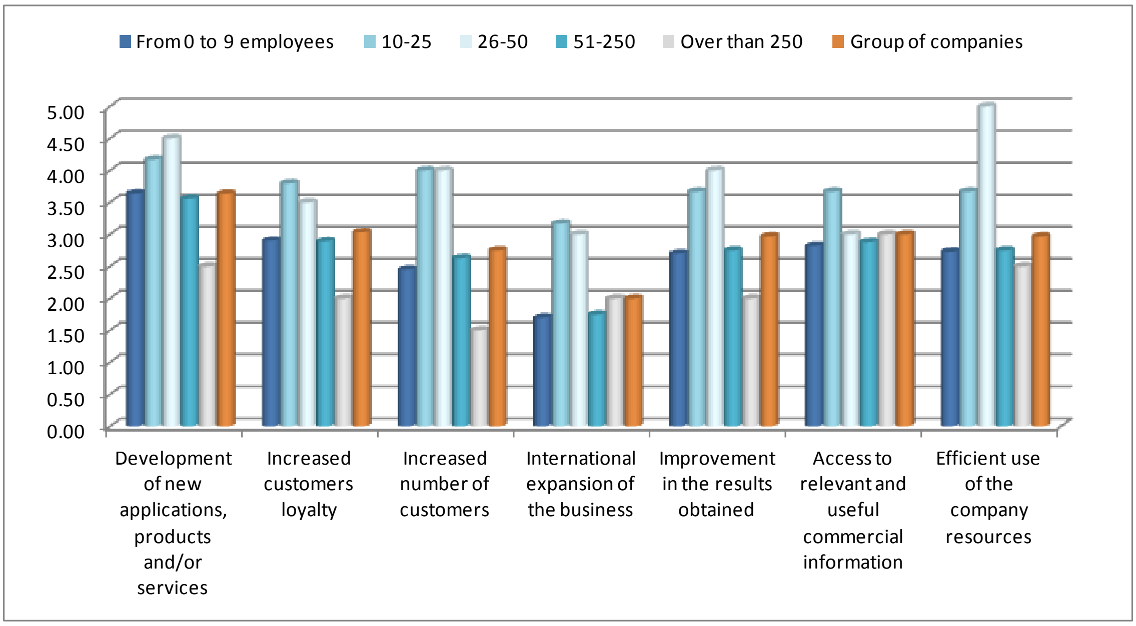


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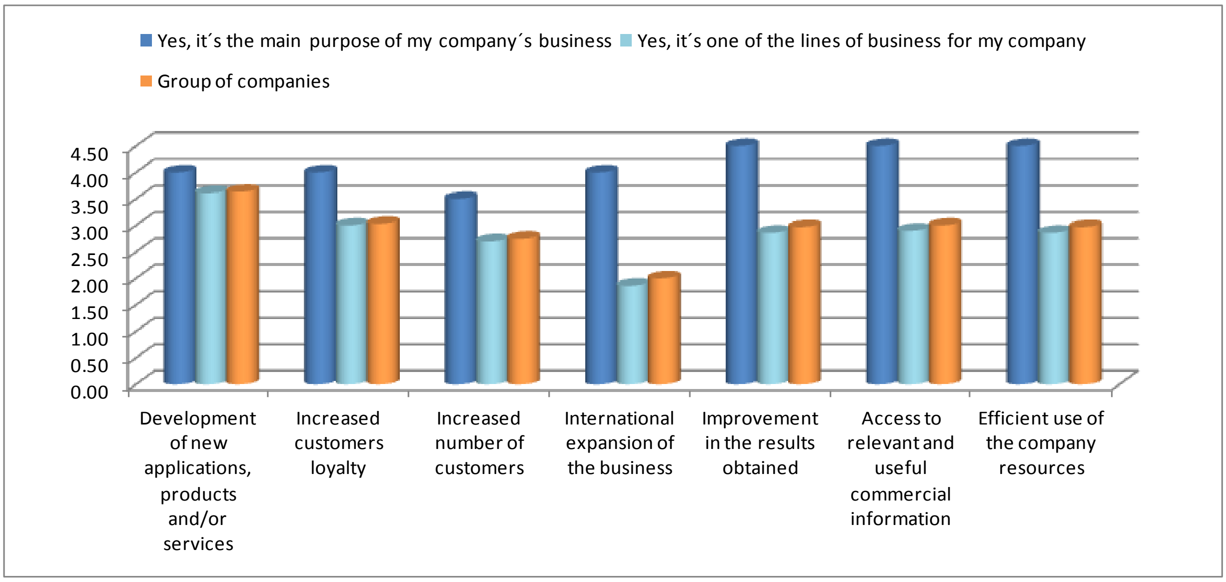
Chart 21 Assessment of the effects of reuse by company size

Where there is such a major difference is when we analyse these data from the point of view of **the weight of infomediary activity within the activity of the company**.

Thus the assessment of **the effects analysed improves significantly between the companies that:**

- **Have the reuse activity as its main business line**: 4.14 points on average and for all effects analysed against the 2.83 granting the companies for which reuse is a secondary activity.
- Between the latter the least valued aspect is the possibility of internationalization of the business while among the former, with 3.50 points, is the increasing the number of customers.

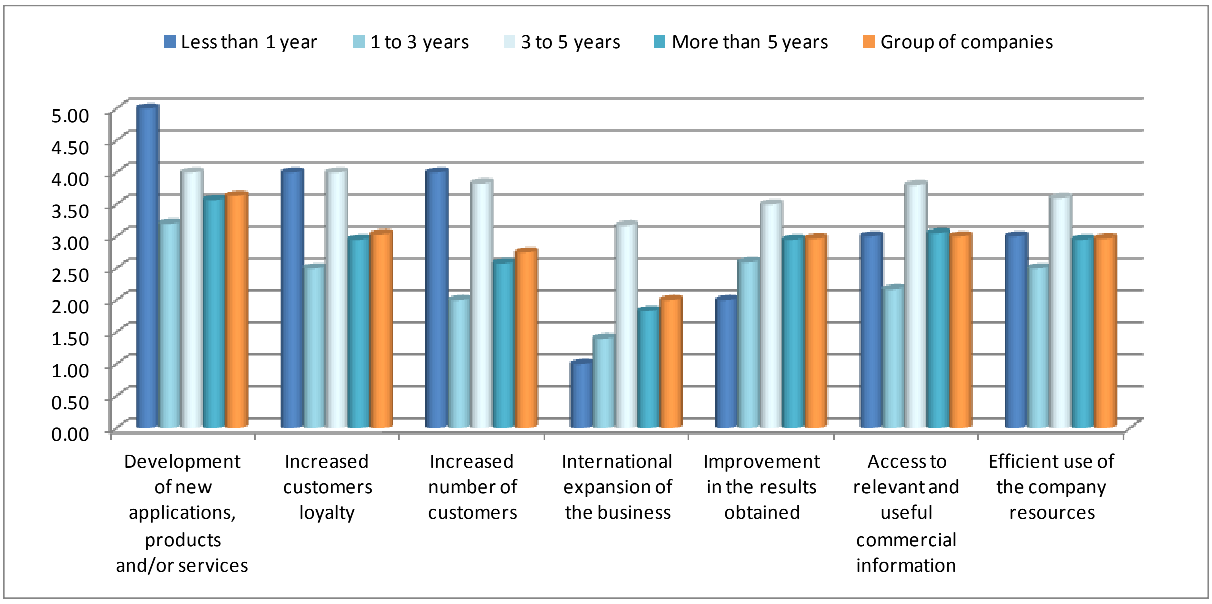


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate to what extent you agree with the effects produced by incorporating the re-use of public sector information into your company (based on the following scale: 1. Not adequate at all and 5. Completely adequate):*

Chart 22. Assessment of the effects of reuse according to the weight of the reuse activity in the company

Companies with three to five years of experience in reuse are those that carry out a better overall assessment of the possible effects of the reuse activity: 3.70 points. As in other cases, internationalization and improved results are less recognized effects by these companies.

Secondly, the companies with one to three years in the activity are those with a more negative assessment due to the development of an infomediary activity: 2.34 points on average. In addition to these effects in relation to internationalization, the lowest ranked second effect is the increased number of customers.



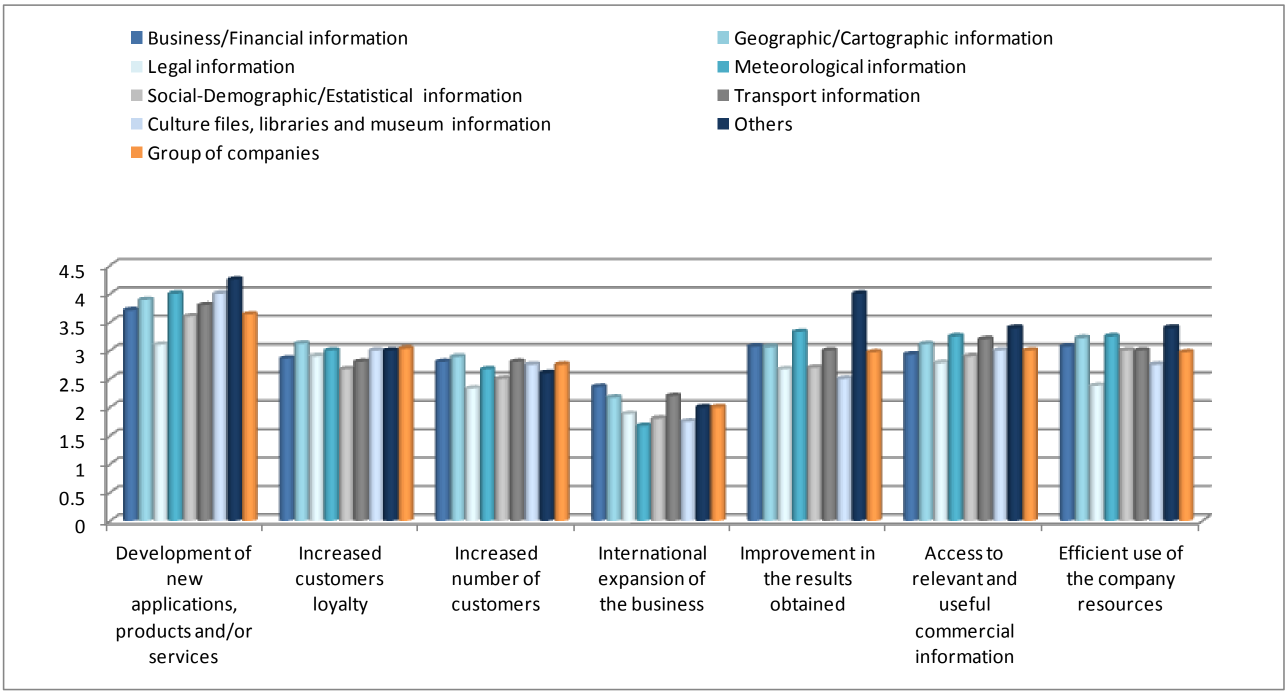
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate to what extent you agree with the effects produced by incorporating the re-use of public sector information into your company (based on the following scale: 1. Not adequate at all and 5. Completely adequate):*

Chart 23. Assessment of the effects of reuse according to the reuse experience of the company

Companies working on the basis of geographic-cartographic and meteorological information are those with a better overall perception of the effects of reuse activity: 3.07 and 3.02 points respectively. On a second level are those that market products or services based on business and economic and transport information: 2.97 points in both cases. Thirdly is the sector of museums and other cultural institutions and Social-demographic/statistic information with 2.82 and 2.74 points respectively. Finally the worst assessment of the effects on business activity takes place between the companies working with legal information: 2.58 points.

In addition to the momentum for the internationalization of companies or the growth of number of customers, the less valued effects by companies are:

- The improvement of customer loyalty in the following sectors: business or economics, geographic- cartographic information, meteorological and transport. Although it should be noted that in the case of geographic information the average rating for this effect exceeds the average for all sectors: 3.12 versus 3.03.
- In the field of legal information, the efficient use of resources, with 2.38 points compared to an average of 2.97.
- According to museums and other cultural institutions information, the improvement of the results obtained with 2.5 points compared to an average of 2.97.



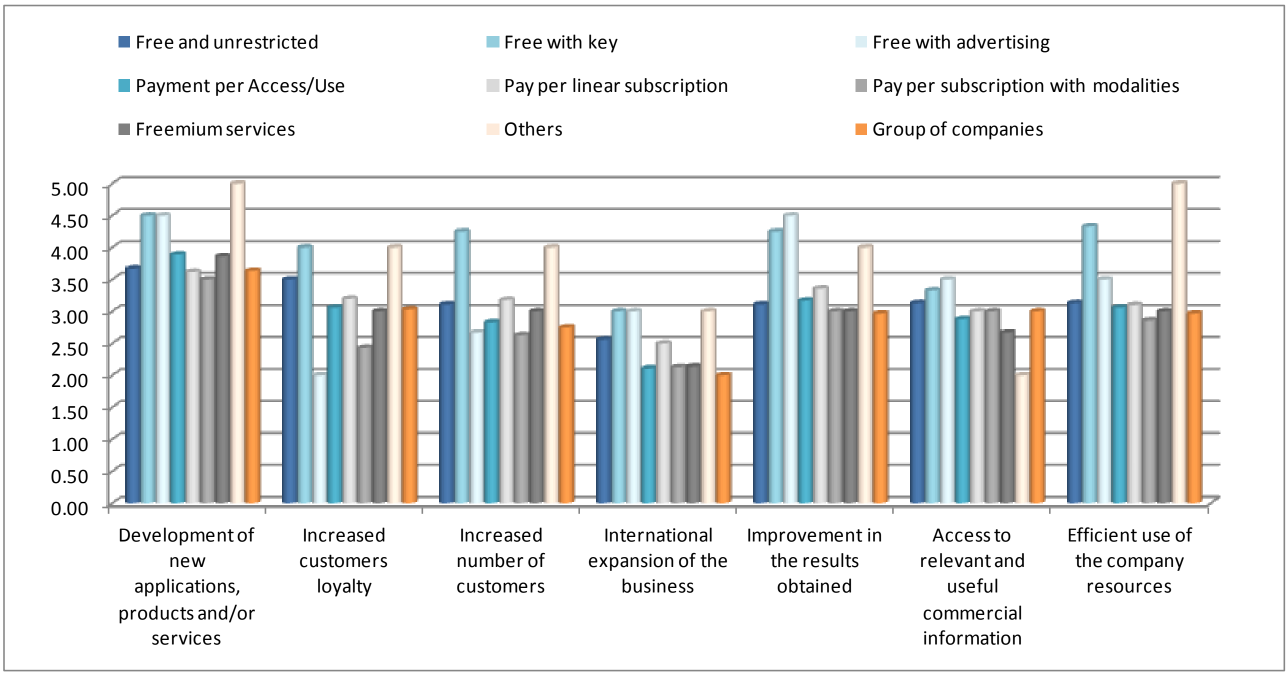
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate to what extent you agree with the effects produced by incorporating the re-use of public sector information into your company (based on the following scale: 1. Not adequate at all and 5. Completely adequate):*

Chart 24. Assessment of the effects of reuse according to the type of information on which are generated the products or services

Companies using as income models the free access by key or with advertising value well above the average global effects of the reuse activity on their companies: 3.95 and 3.38 points respectively compared to an average rating of 2.91. Instead the companies that use the subscription payment with modalities are those with a more negative view of the effects of reuse.

Between the products or services of free access, with the exception of access with advertising, there is a perception well above average of the increase in the number of customers. This effect is rated with 4.25 points in the modality by key and 3.11 in the unrestricted mode, compared with 2.75 points obtained of this effect on average. And although the improvement of the international repute is also the worst rated aspect; the scores for this effect in this group of companies are higher than the average.

In the case of payment services, and after the assessment of the development of new applications, products and services, there is a perception well above the average in relation to improve performance, especially in terms of pay per access, use or work done and pay per linear subscription. The worst rating is produced, regardless of the improvement of internationalization, in relation to the increasing number of clients in companies using pay per access or pay per linear subscription, and the increase of customer loyalty in the case of payment with modalities.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *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):*

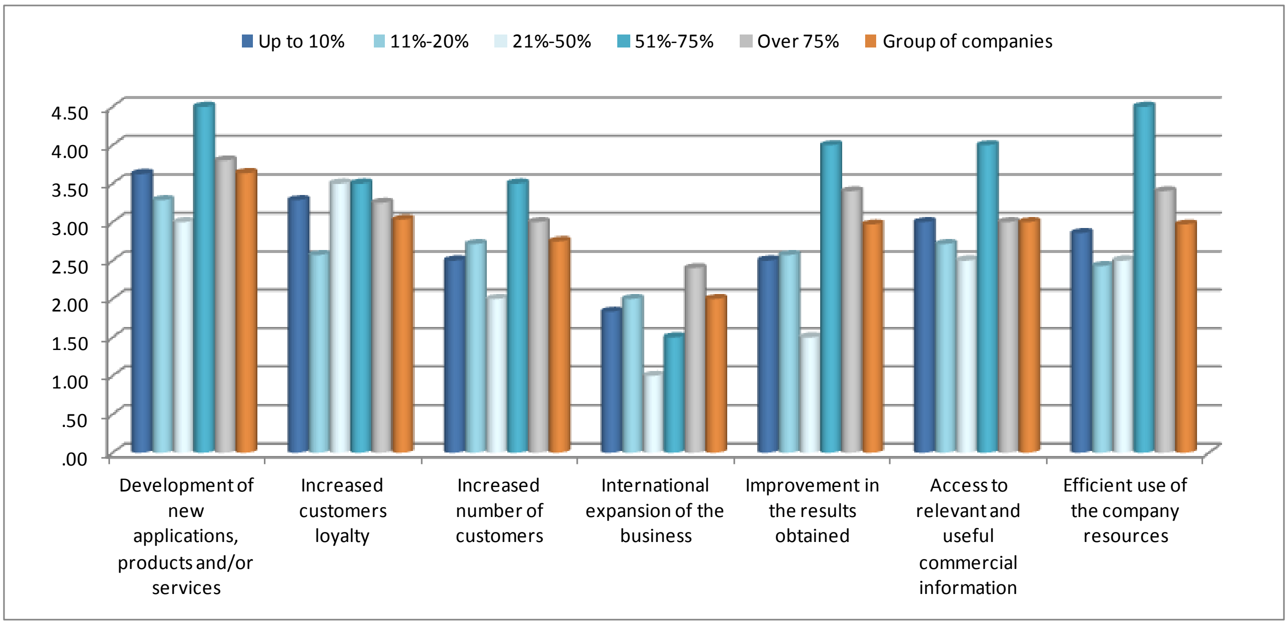
Chart 25. Assessment of the effects of reuse according to the revenue model

It does not seem to be a clear pattern in the assessment of the reuse effects according to the weight of the income from this activity in the overall company revenues.

It is true that **the assessment is clearly better between the companies in which the reuse is a significant or the only source of income.** Nevertheless within these companies, the best overall assessment is for the companies for which such income is between 51% and 75%, 3.64 points in the set of effects, while for those who are above 75 % down to 3.18 points.

Similarly the assessment of the companies that obtained by reuse 10% or less of their income is better than the companies that obtained in this way higher incomes.

Internationalization, the increase of the number of customers and their loyalty to the company, are the effects most negatively rated by the companies that have a more positive view of the impact of reuse. In those with a worse perception as well as the internationalization it is negatively assessed the impact of reuse on their results, ranging between 1.50 and 2.57 points compared to an average of 2.97.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *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):*

Chart 26. Assessment of the reuse effects according to the weight of revenue from the reuse in the overall company revenue

Companies with customers in European Union countries have a better perception of the effects of the reuse activity, 3.55 points of the overall assessment. In second position are situated those with clients in Spain, with 3.32, and in last place the companies that sell products or services to customers resident in third countries: 3.14 points.

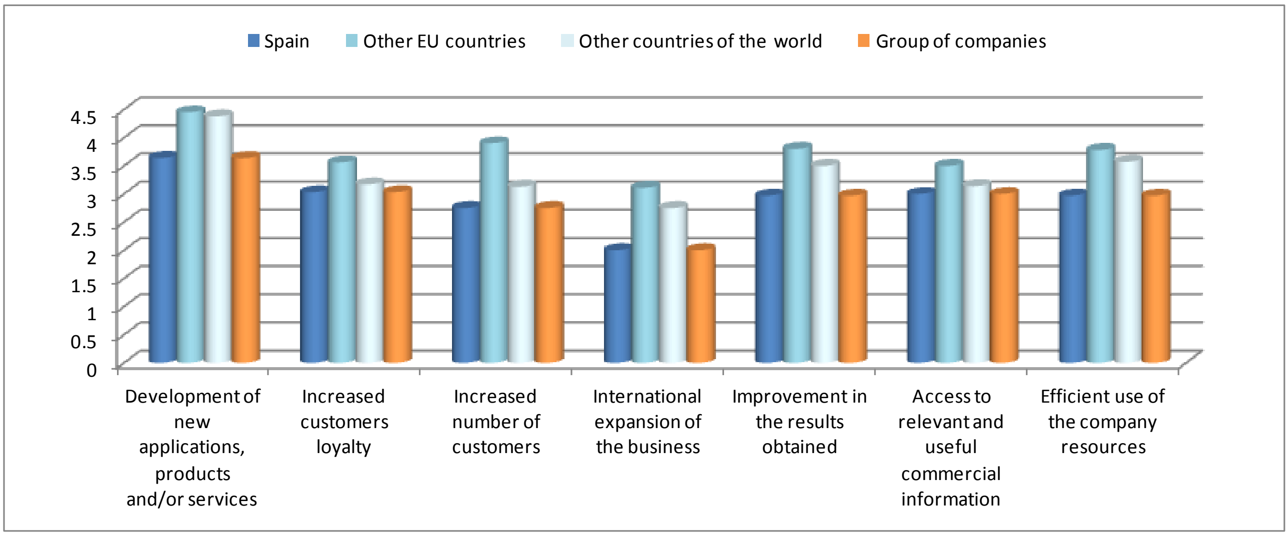
Given the high weight of the companies that have customers in Spain, the assessment of each effect coincides with its average rating.

In companies with a demand located in EU countries, it emphasizes the assessment of the international audience, although the effect is the worst rated this reach an average score of 3.11 points compared with 2 which is assessed by the group of companies. The same occurs in the perception of the evolution in the number of customers: 3.90 points compared to 2.75 obtained on average.

In general terms the reuse activity is more positively assessed by companies that:

- Reuse is the main activity.
- Are 3 to 5 years old.
- From cartographic- geographic and business – economic information subsectors

And as noted above, and following these results it appears that also in the reuse industry, a key of the growth of businesses is in its ability to internationalize although until this moment it has not been considered that this internationalization is an boost element of the activity.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *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):*

Chart 27. Assessment of the reuse effects according to the location of demand

5 Approximation to the identification of the demand for infomediary products and services

Perform an analysis of the demand for infomediary products and / or services would require a specific study. However, a first approach is done in this study so that it is possible to perform a very basic characterization of those who make from the information from the information provided by the reuse companies themselves.

- In a first section it analyses the volume of demand for services and / or products and if it relates to the companies characteristics, the type of information and the format and channel that is provided and the revenue model associated with activity.
- Secondly, it is studied the location of demand, and whether this varies according to the characteristics of companies and products and / or services offered.
- In a third section, it discusses the types of customers of reuse companies according to the location and volume, company's characteristics and type of products and / or services offered.
- Finally, we have explored the perception of companies in relation to the evolution of demand for services and / or products obtained from the re-use and its relation to the characteristics of companies, products and / or services offered, the location of demand and the type of customer.

5.1 Volume of demand for reuse services or products

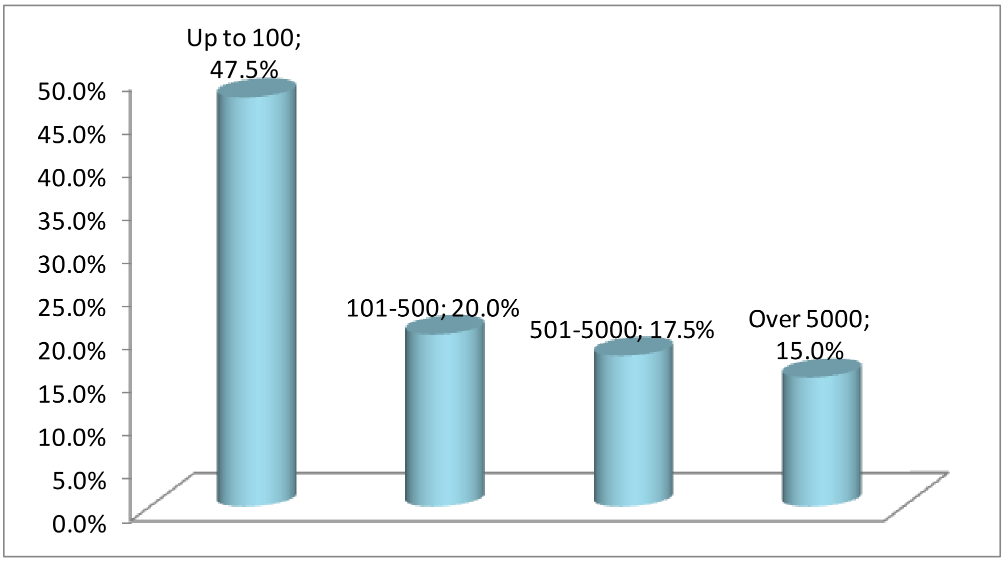
As in other aspects already discussed, to extract information from infomediary companies about the volume of customers is also noted that this data is very variable.

Suffice it to say that 40% have 50 or fewer customers, while 15% say 5,000 or more. The stated range is between 4 and 500,000.

Most infomediary companies have declared with fewer than 100 customers for its product portfolio

For this reason this variable was grouped into four categories: companies with up to 100 clients, companies with between this figure and 500, companies with 500 to 5,000 customers and finally companies with more than 5,000 customers.

Judging from the data shown by the graph below, the demand for reuse services that cover these companies has a small volume, nearly half have 100 or fewer customers. 67% of them have 500 or fewer customers.

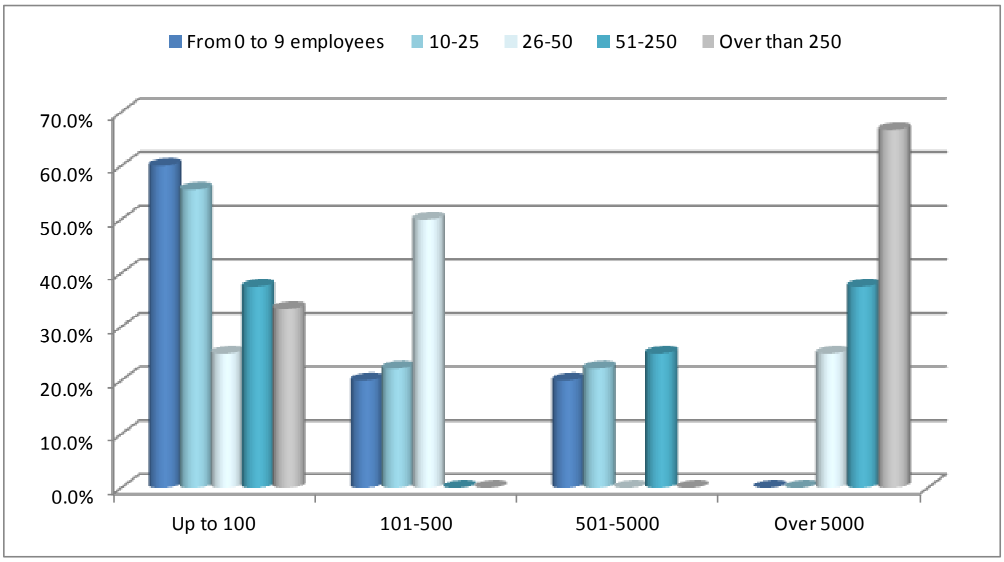


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 28. Volume of demand for infomediary products or services.

Analysing this situation, one possible explanation may derive from the size of companies, since as seen above, most are small businesses. However, as shown in the graph below, apparently there is no clear relationship between the two variables:

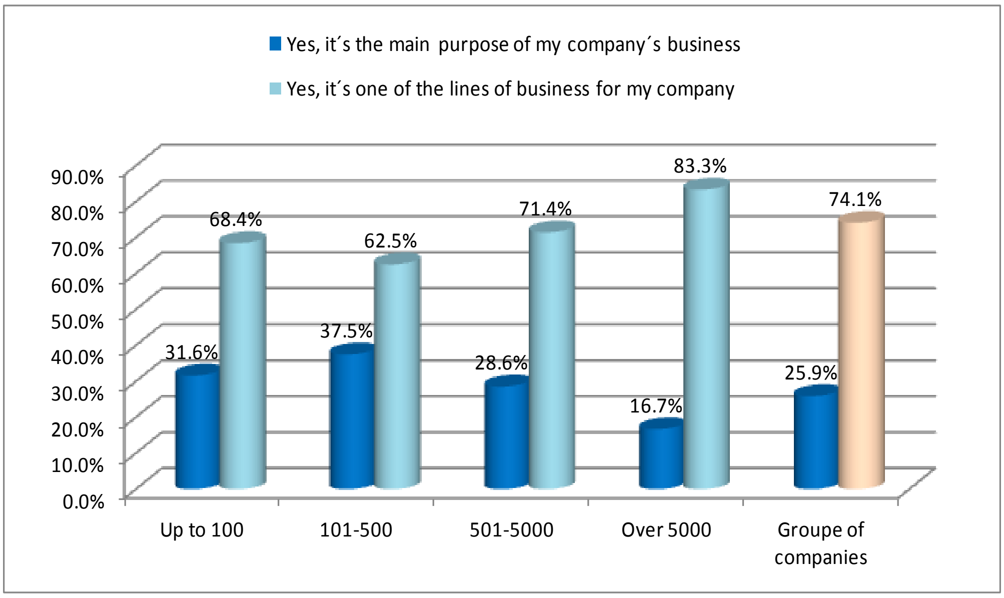
- One third of large companies in the sector have 100 or fewer customers. Although smaller companies are much more common to have 100 or fewer customers in midsize companies more so than in the next lower size.
- Accordingly, just over a fifth of the companies of 26 to 50 workers have more than 5,000 clients.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 29. Distribution of customers according to the size of the company

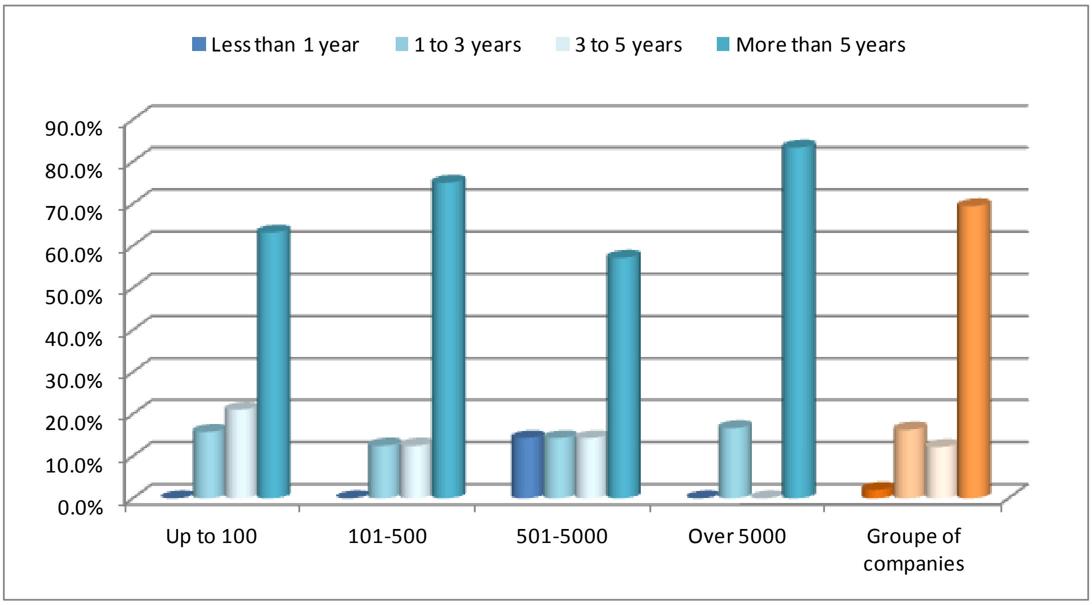
The variable analysed does seem to give some clue as having more or fewer customers is the **weight of the reuse activity** in all business lines. Although companies with one hundred or fewer clients, re-use as main line of business is given greater extent than in the whole industry, but its weight is less than six percentage points to companies showing 100 to 500 customers.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 30. Distribution of customers according to the weight of the reuse activity in the company.

Neither seems to be any relationship between volume of demand and experience of the companies in reuse. As shows the following graph there is no clear pattern of relationship between both two variables.



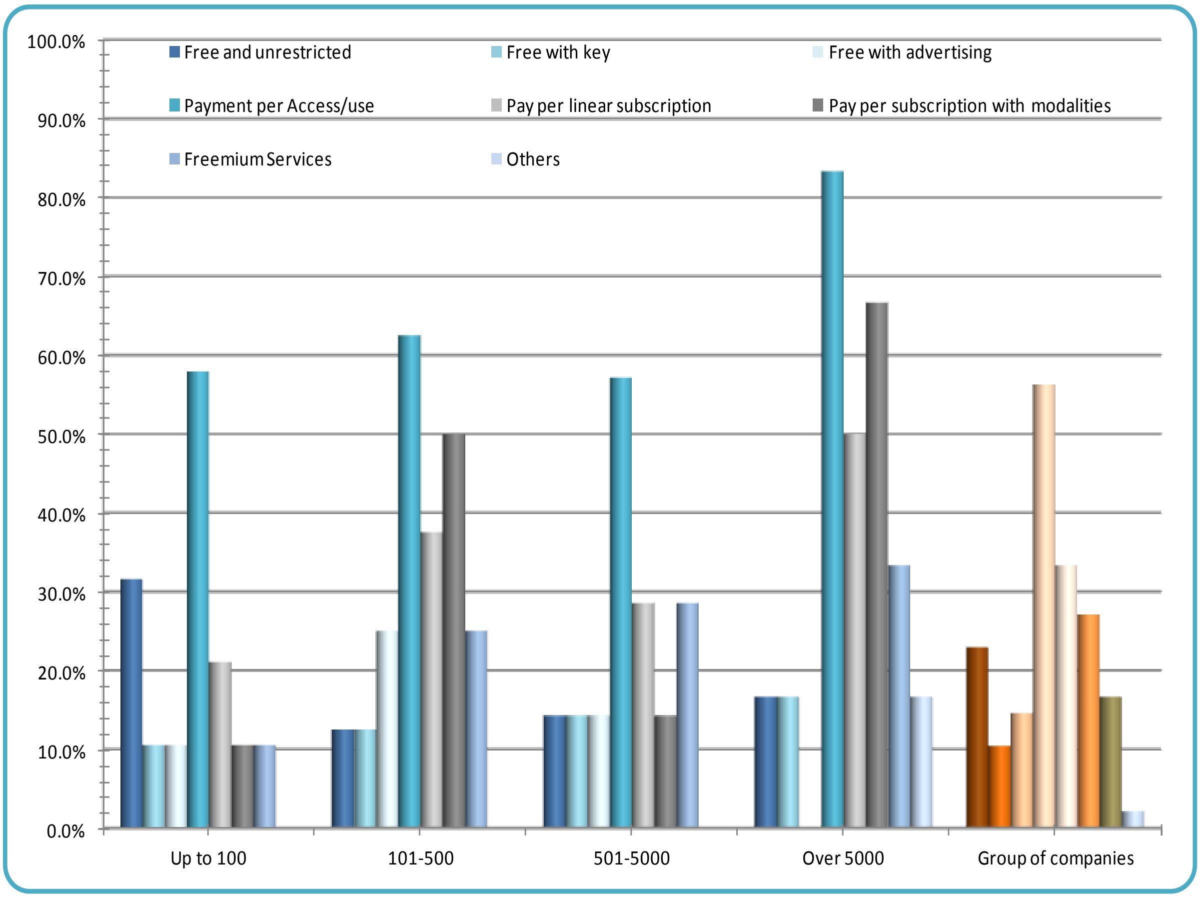
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 31. Distribution of customers according to the experience of reuse.

Another explanation can be found in the **revenue model**. Companies that offer their products at lower cost to the customer may have a higher demand.

In this case there seems to be a clear association.

- In companies with fewer customers there is a higher than average proportion of free access without restrictions and parallel far below the average for those with 5,000 or more customers, although in the other free access modalities these differences are significantly reduced.
- The same applies to the method of payment. Although almost 58% of companies with 100 or fewer customers market their products through payment per access, use or work done, this rises to over 83% in companies with higher demand. In the other payment methods the proportion of companies with 100 or fewer customers that use is far below average.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 32. Distribution of customers according to the revenue model.

From these data, a question to be asked is **how companies can survive with lower volume of demand / customers?**

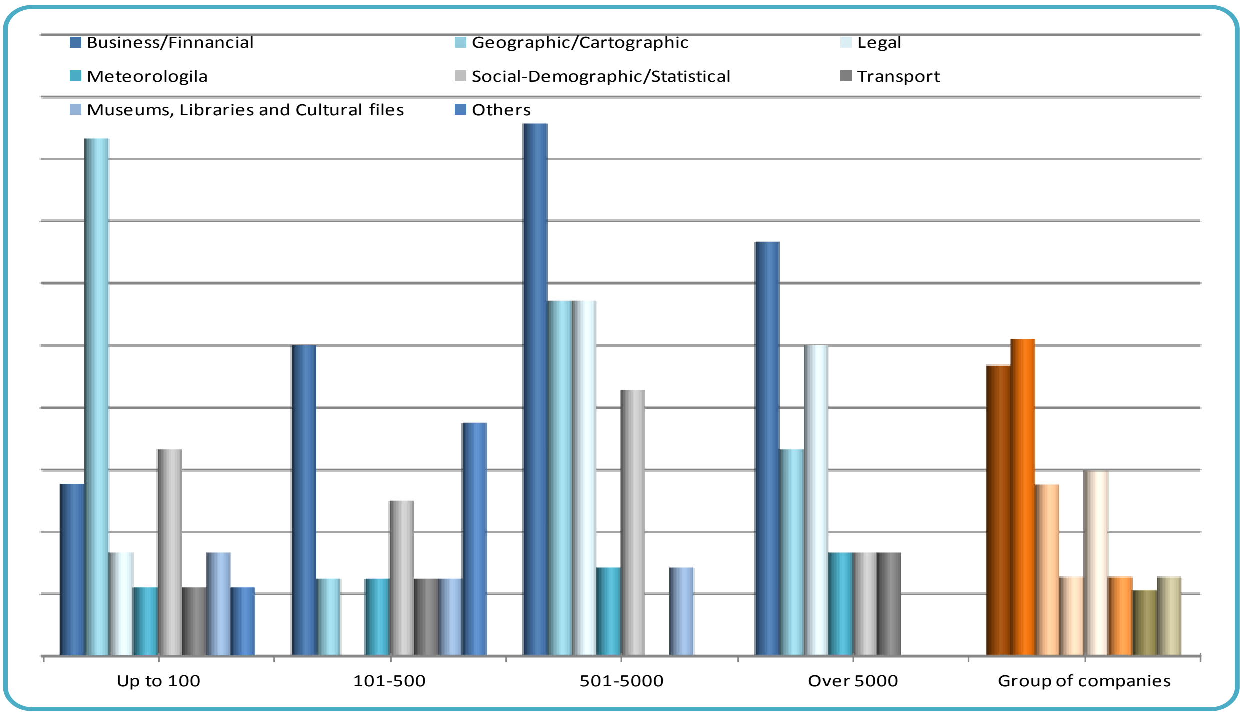
An explanation is found in the average revenue per customer than gain from the sale of their products or services. According to data collected in the survey, **the average revenue per customer is almost 93 times higher than in companies with 5,000 or more customers.**

	Number of customers			
	Up to 100	101-500	501-5000	Over 5000
Revenue per customer	44,607	3,342	383	481
Ratio		13.3	116.4	92.8

Table 5-1. Average revenue per customer resulting from reuse activities according to the volume of demand

A complementary explanation can derive from the information sector in which they work.

In companies with lower volume of demand the proportion of companies working in the field of geographic or cartographic information is 32 percentage points above average. It is also higher, 3.5 percentage points, the proportion of companies that produce products based on social-demographic or statistical information.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 33. Distribution of customers according to the type of information.

The following table shows the average revenue per customer depending on the type of information that are generated the products or services

The calculation includes the income and clients of all the companies operating the sector of information although they do in combination with other types of information. The small sample size that would be obtained through estimates for companies that work with only one type of information has motivated to choose this form of estimation even bearing in mind that the results may be biased if a company offer simultaneously types of information individually more expensive.

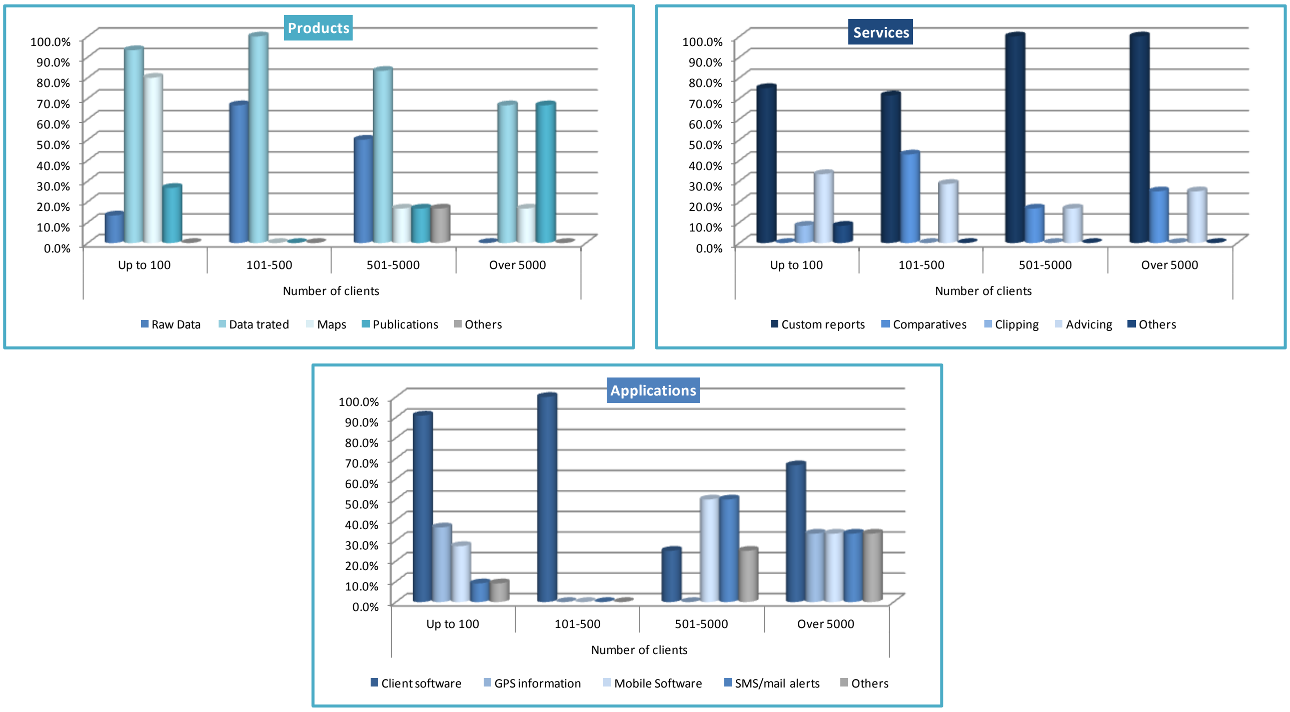
With these limitations, the data suggest that geographic- cartographic and social-demographic / statistical information areas by themselves or combined with others, are those that generate more revenue per customer: 39,313 and 29,443 euros compared to an average of 22,364 euros.

	Type of information							
	Business/ Economy	Geographic/ Cartographic	Legal	Meteorolog ical	Social-demographic /Statistical	Transport	Museums, libraries and cultural files	Others
Revenue per customer	18,736 €	39,313 €	4,930 €	9,829 €	29,443 €	24,217 €	14,690 €	9,950 €

Table 5-2. Average revenue per customer resulting from reuse activities according to the type of information

An additional element in this respect is that **smaller companies in terms of volume of demand are marketing products with more added value than those of higher demand.**

The marketing of processed data, maps, advice, clipping and client software has a weight much more important than in companies with a larger demand. While the latter are more important publications, custom reports, SMS alerts or email.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *How many of these clients have purchased this products and/or services during 2011 year?*

Chart 34. Distribution of customers by type of products, services or applications on the market

With the limitations noted above, these types of products generate revenue significantly higher than the rest as reflected in the following table.

		Revenue per client
Marketing formats: Products	Raw data	6,825.3 €
	Data Treated	21,974.9 €
	Maps	41,388.5 €
	Publications	49,094.6 €
	Others	1,050.7 €
Marketing formats: Services	Custom Reports	17,393.8 €
	Comparatives	1,091.3 €
	Clipping	66,000.0 €
	Advice	12,998.2 €
	Others	10,000.0 €
Marketing formats: Applications	Client Software	19,187.7 €
	GPS Information	5,866.7 €
	Mobile Software	14,670.6 €
	SMS/mail Alerts	197.2 €
	Others	5,525.3 €

Table 5-3. Revenue per customer according to the type of product, service or application on the market.

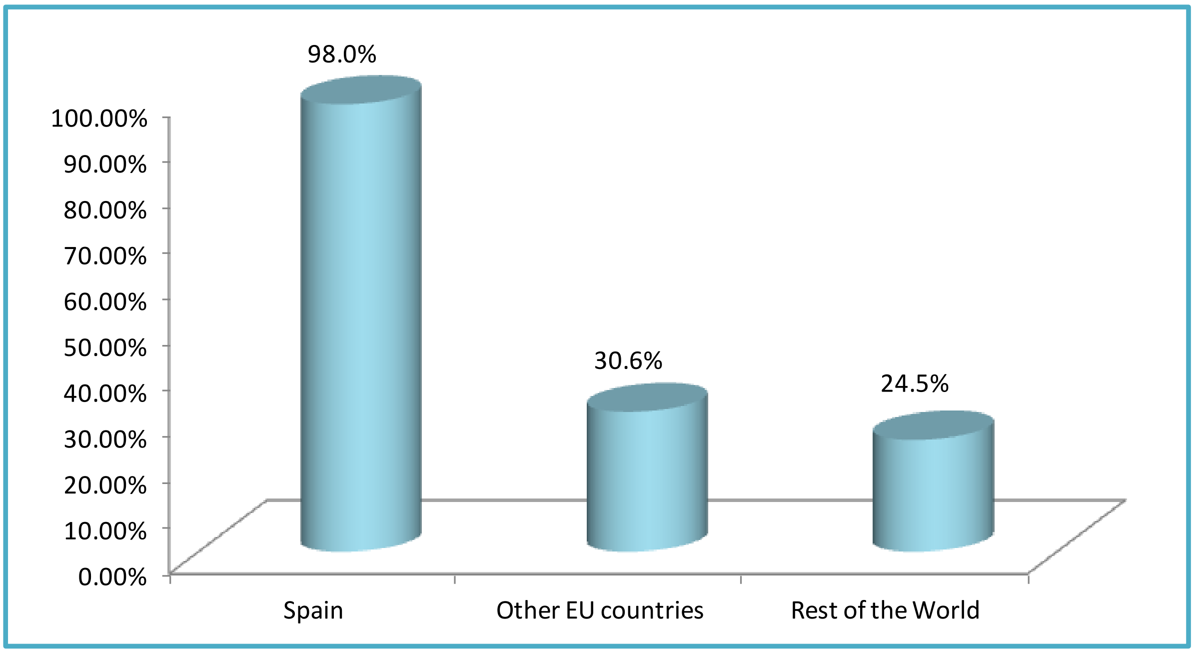
Reuse companies also have a large variability in the number of customers that purchase their products or services. While 15% of companies have 5,000 or more customers, 40% have 50 or less.

However, this different size from the standpoint of serving the demand seems to have no obvious relationship to its size, the weight of the reuse activity in the company, the revenue model or the experience in reuse.

Moreover, it seems to relate more clearly to the sector of information from which their products and services are generated with the media on which they are marketed. The fact that companies with a volume of demand exceeding 100 customers are profitable is related to the fact that they are specialized in sectors of information and media that report higher revenue per customer.

5.2 Location of the demand of infomediary services

Almost **all companies have customers in Spain**. There is already **a third of the infomediary companies that have customers abroad** mainly in countries of the European Union. Out of EU we found just 25% have clients in other international geographical areas.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Chart 35. Location of the demand of infomediary services

Over 60% of companies is working for customers located in one geographic area, 24.5% in two and 14% in all three areas.

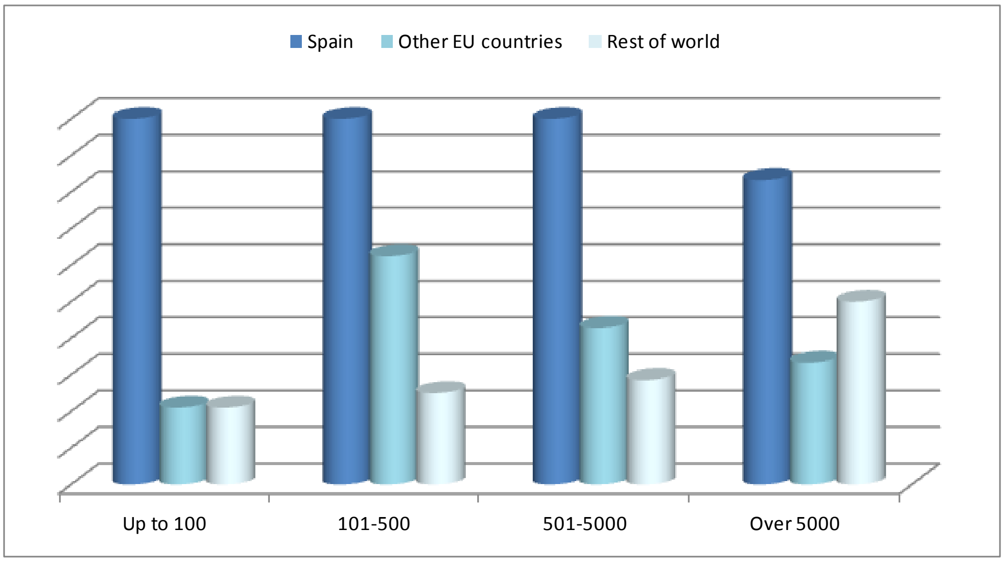
As shown in the table below, working for European clients or third countries, increases the proportion of demand in other geographical areas.

		Company Geographic Coverage		
		Spain	Other EU countries	Rest of the world
Company Geographic Coverage	Spain	100.0%	31.3%	22.9%
	Other EU countries	100.0%	100.0%	46.7%
	Rest of the world	91.7%	58.3%	100.0%

Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Table 5-4. Relationship between locations of demand (horizontal percentages)

Companies with greater demand of the sector work to a lesser extent than the rest to customers located in Spain. In the lower volume of demand companies is less frequent work for foreign clients. Companies that have between 100 and 500 clients are working in greater proportion than the rest of customers established in the EU.

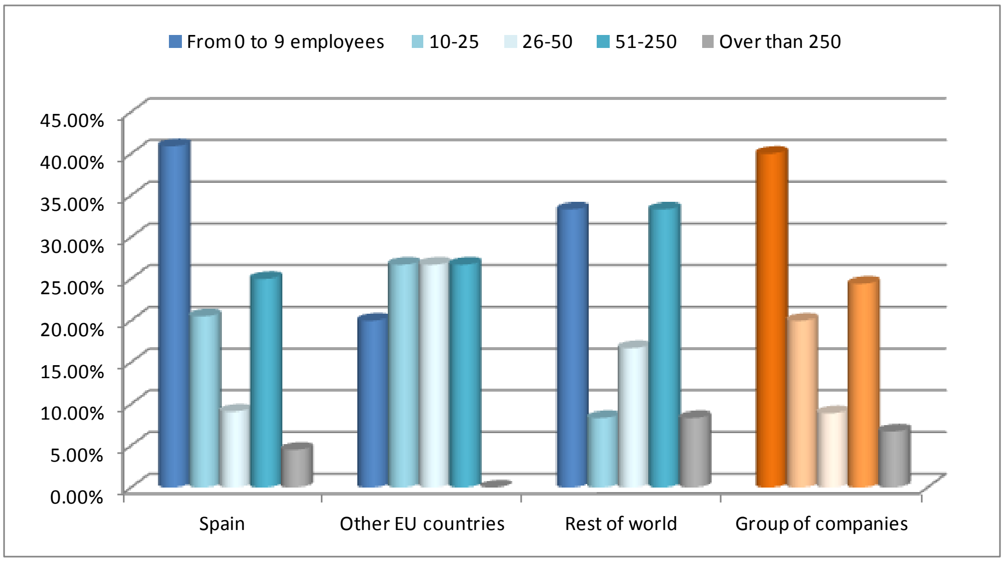


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Chart. 36 Location of demand according to the size of the company

As shown in the graph below, in which the series "group of companies" represents the weight of each size on a whole sector, smaller companies weigh more than their share between those who sell in Spain. As you increase the size of the company also is increased the proportion of companies that sell in third countries although it is important to note the high proportion of micro-companies do too. Small businesses also have a weight more than their fair share between companies that sell their products in EU countries.

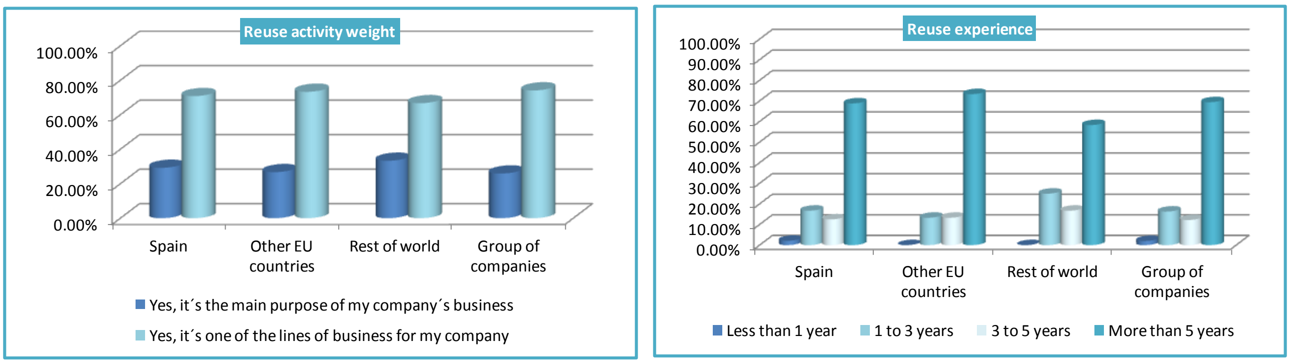
The main effort of internationalization, judging by these data, seems to have made by small businesses from 10 to 25 employees and of this size to 50. Both types of companies have a much higher weight than their share between the companies that market their products in EU countries.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Chart 37. Location of the demand according to the size of the company

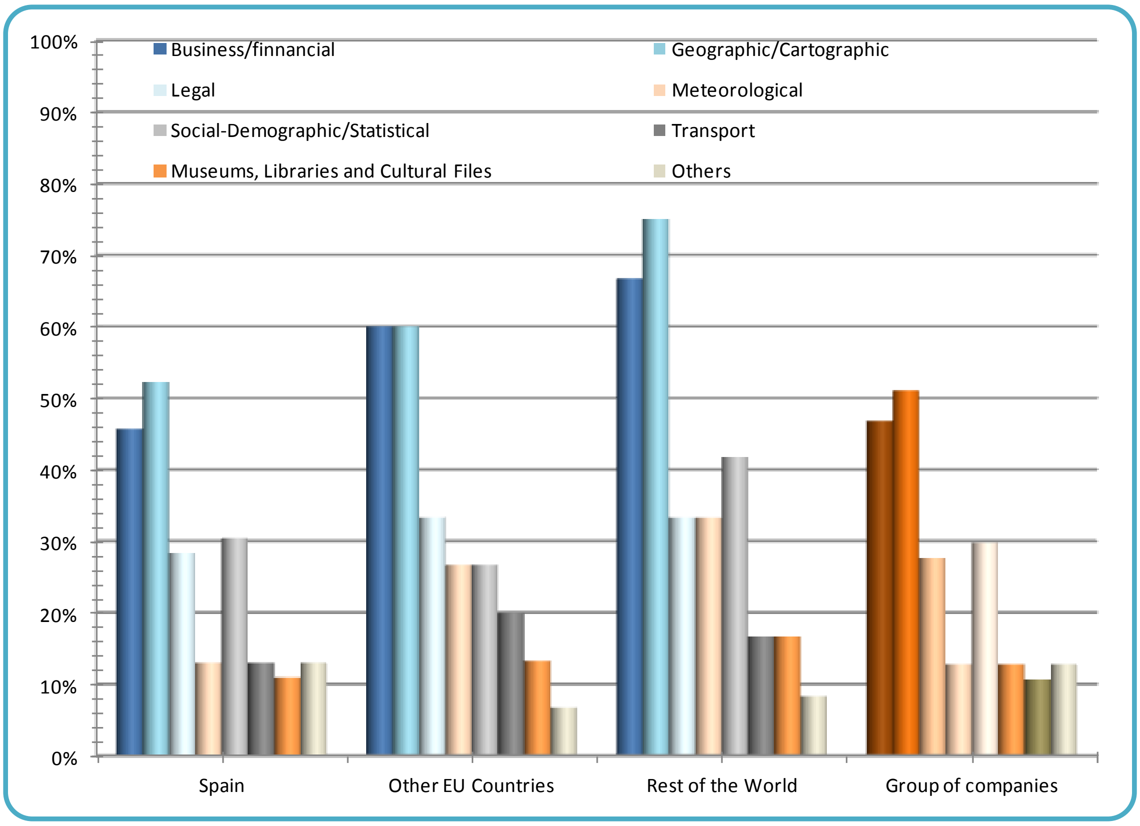
This internationalization effort is also higher between the companies with reuse as the main subject of business, especially in its outreach to third countries. The reuse experience does not appear to impact in the degree of international projection of companies, although the companies with more experience have a greater presence between those that are working for EU countries and third countries with an activity between 1 and 3 years.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Chart 38. Location of demand according to the weight and experience of the reuse activity

Working in the sector of geographic-cartographic information or legal information seems to induce a greater international projection of the reuse companies as well as in both cases their weigh is higher than the average weight in the sector. Also the companies that market products from social-demographic or statistical information have this relationship with third countries.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate your company's Geographic area of activities, based on the location of your customers.*

Chart 39. Location of demand according to the type of information

One of the pending issues in the sector of reuse is the internationalization of member companies.

Although companies report this lack of international projection as the aspect that has had less effect on companies in developing the reuse activity, may be largely determined by the great weight of the Spanish offering and instead , the small weight of supply in foreign languages, especially English, which it would facilitate the outlet possibilities on the world markets.

5.3 Typology of clients

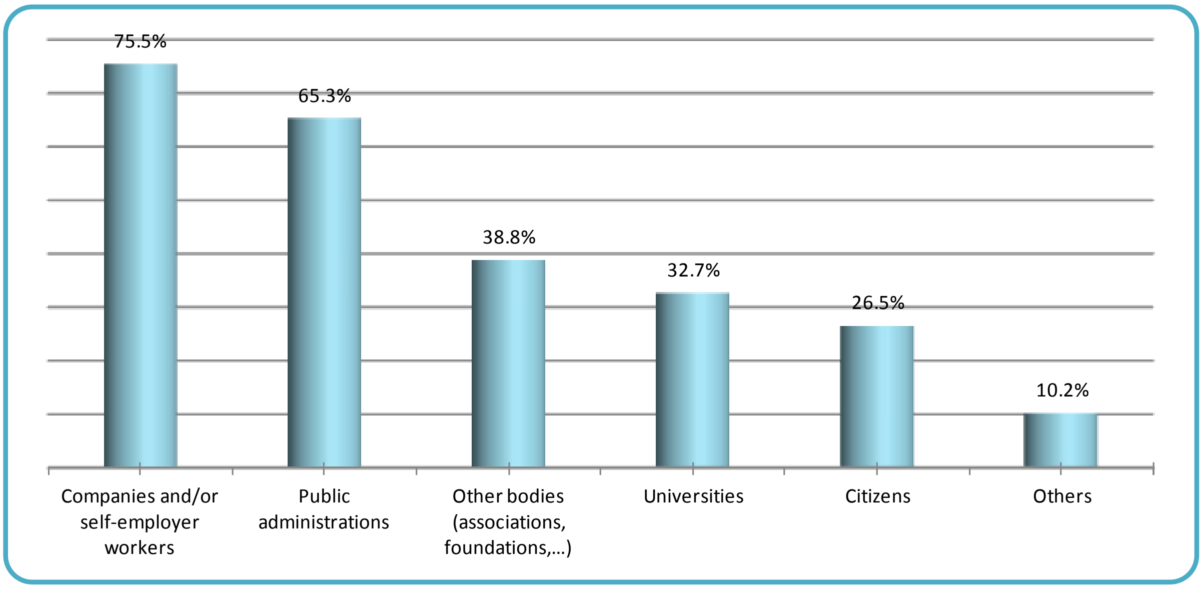
75.5%
Of **companies are the main clients** of the sector

65.3%
Administration is the favoured client

Companies and the self-employed workers are the main customers of the infomediary companies (75.5%).
Secondly, 65.3% of companies state the Administration as infomediary sector client. That is, in some cases, mainly in the field of Administration of the Autonomous Communities and local authorities, the infomediary companies provide services and products that respond to the needs of government information that administration of the Community and the City Council and other local entities should cover to develop their own local procedures and activities. It is worth to note that their

own administrations are more sensitized to the possibilities of reuse due to sometimes different organs or agencies of the same administration are one of the main users of this information, when data are made freely available.

To a lesser extent appear as customers of these companies, other agencies, universities primarily on their research role (32.7%) and citizens (26.5%).



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

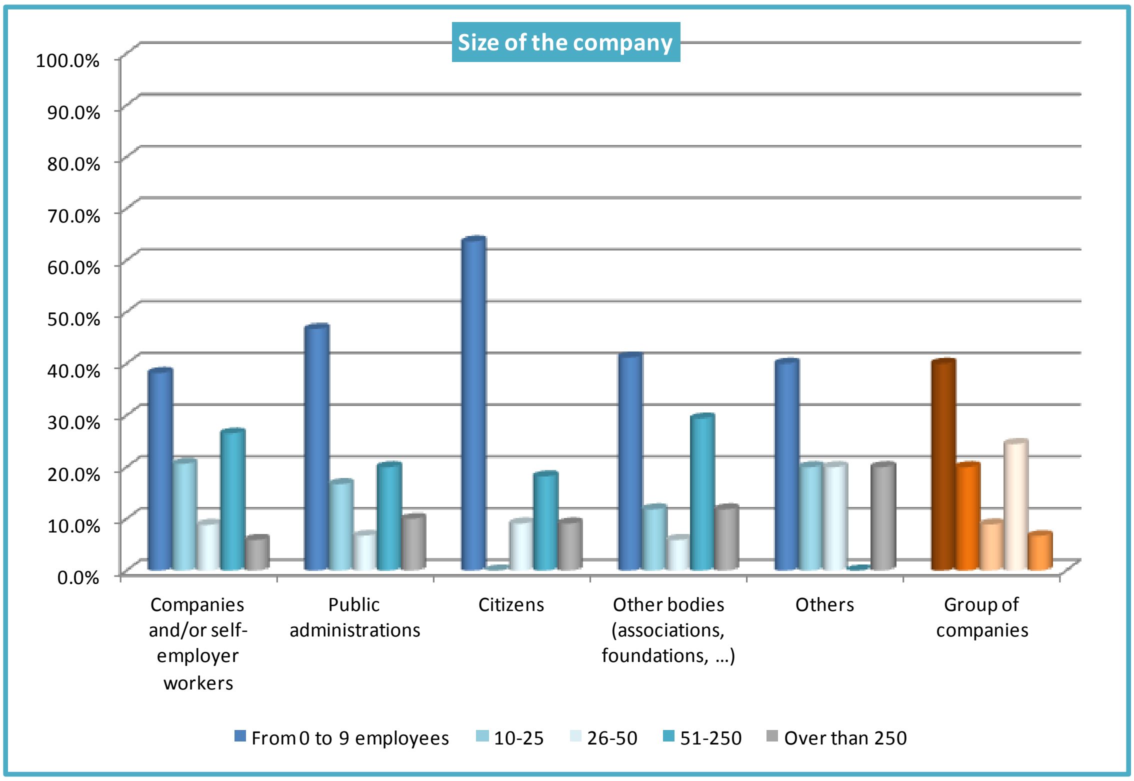
Chart 40. Typology of clients of infomediary sector

Micro-companies provide products or services with a weight more than their fair share to citizens and public administrations. Public administration also has a weight greater than expected as customers of large companies. It is more often to work for associations, foundations etc. than other company sizes as medium and large companies.

Companies with re-use as the main line of business, show a slight overrepresentation as suppliers of infomediary products or services to companies and public administrations.

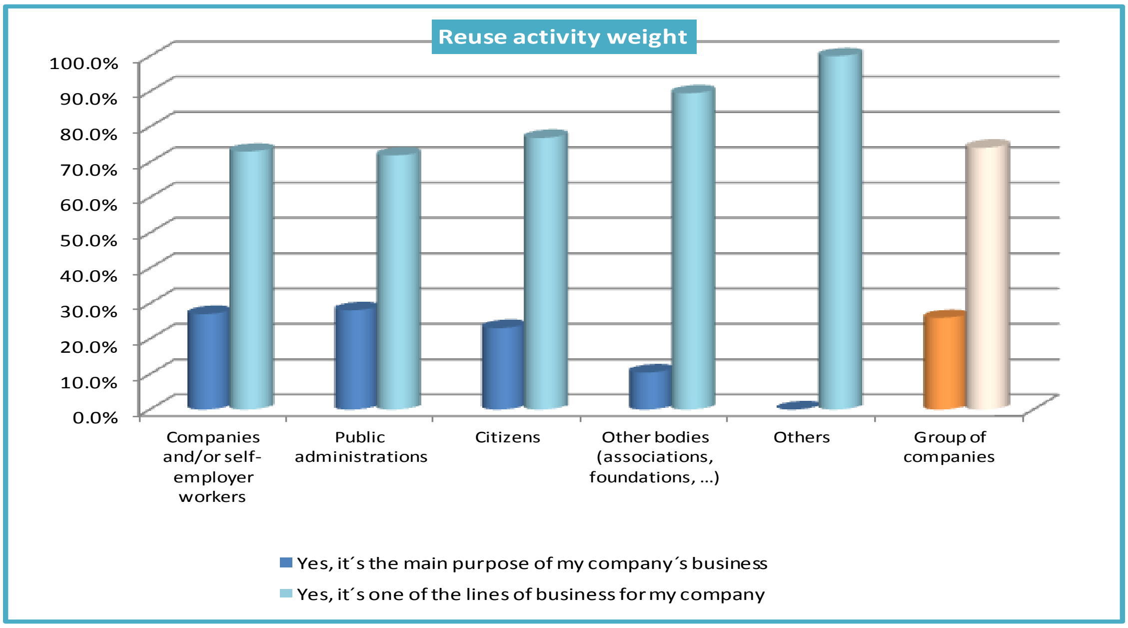
However, between the companies that re-use is a secondary line of business, this overrepresentation is given in connection with providing these services to associations, foundations and similar entities.

Companies with experience in the industry less or equal than three years have a higher weigh more than expected as providers of public administrations and citizens. Companies with a length between three and five years are working for companies and other entities to a greater extent.



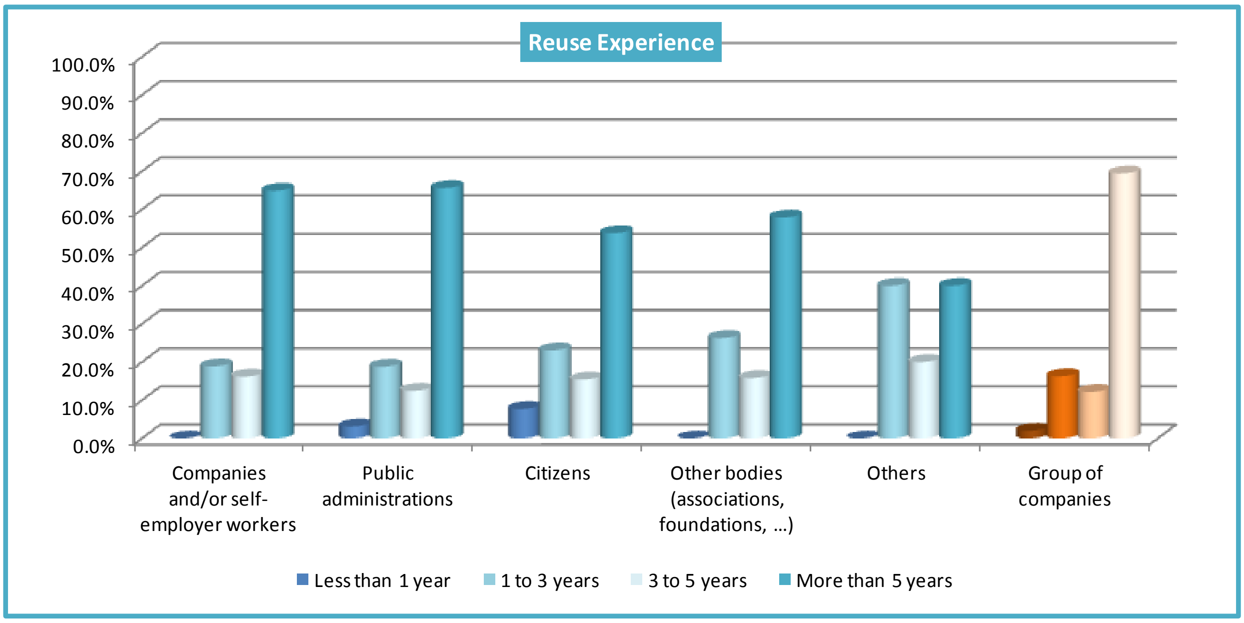
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 41. Typology of clients according to the size of company.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 42. Typology of clients according to the weight of reuse activity of the company.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

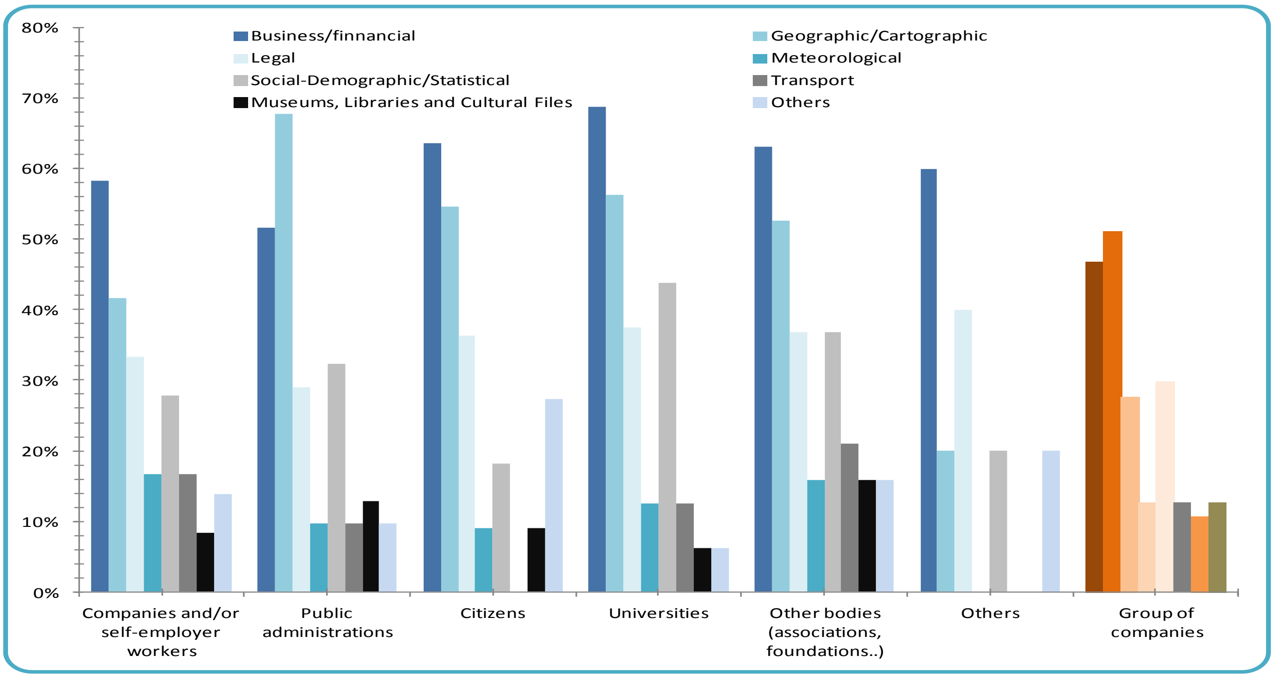
Chart 43. Typology of clients according to the reuse experience

Type of information requested by typology of clients

In general, **the information of business or economy is the most requested after by all the types of customers**, even when the Public Administrations are the least likely to use these services.

So the detailed results are:

- The public administrations acquire mainly geographic- cartographic or social-demographic or statistical information.
- Companies fundamentally demand legal, business-economic and transport information.
- Universities, as a basis for analysis and research works, make more frequent use of legal information and exploitation of social-demographic or statistical information.
- At the level of the citizen acquire mainly legal information.

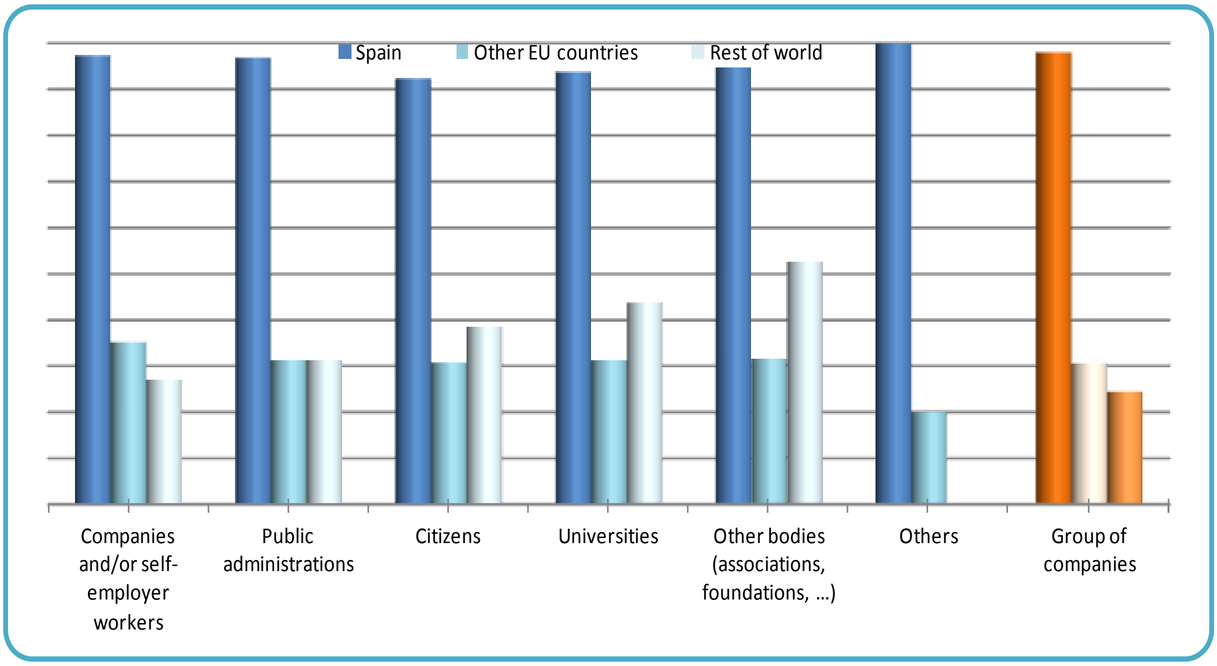


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 44. Typology of clients according to the information sector.

Not surprisingly, on base of the results we have seen before, the vast majority of business customers of reuse companies are in Spain, in all cases above 90%.

However it is important to note that the weight of public administrations and citizens is lower than other type of customers. In the case of localized demand in the EU, companies weigh 4.5 percentage points above average and in third countries, also have an above average weight, associations, foundations, etc.. next to the Universities and to a lesser extent citizens and public administrations.

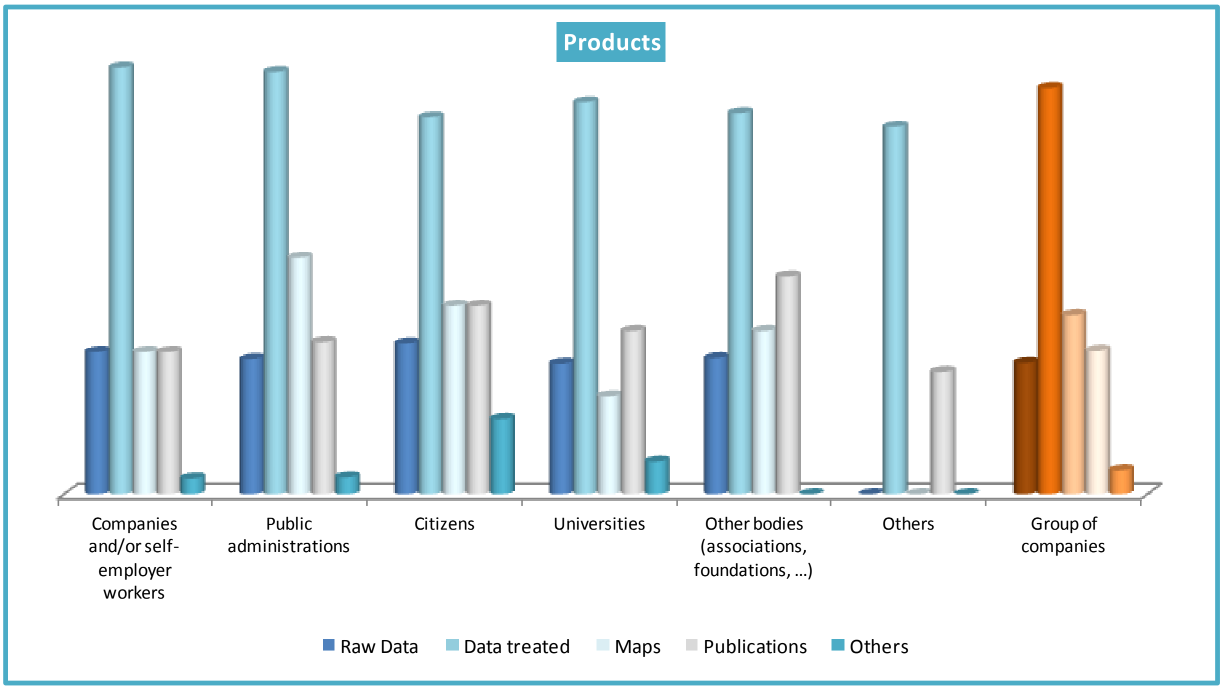


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 45. Typology of clients according to the location of demand

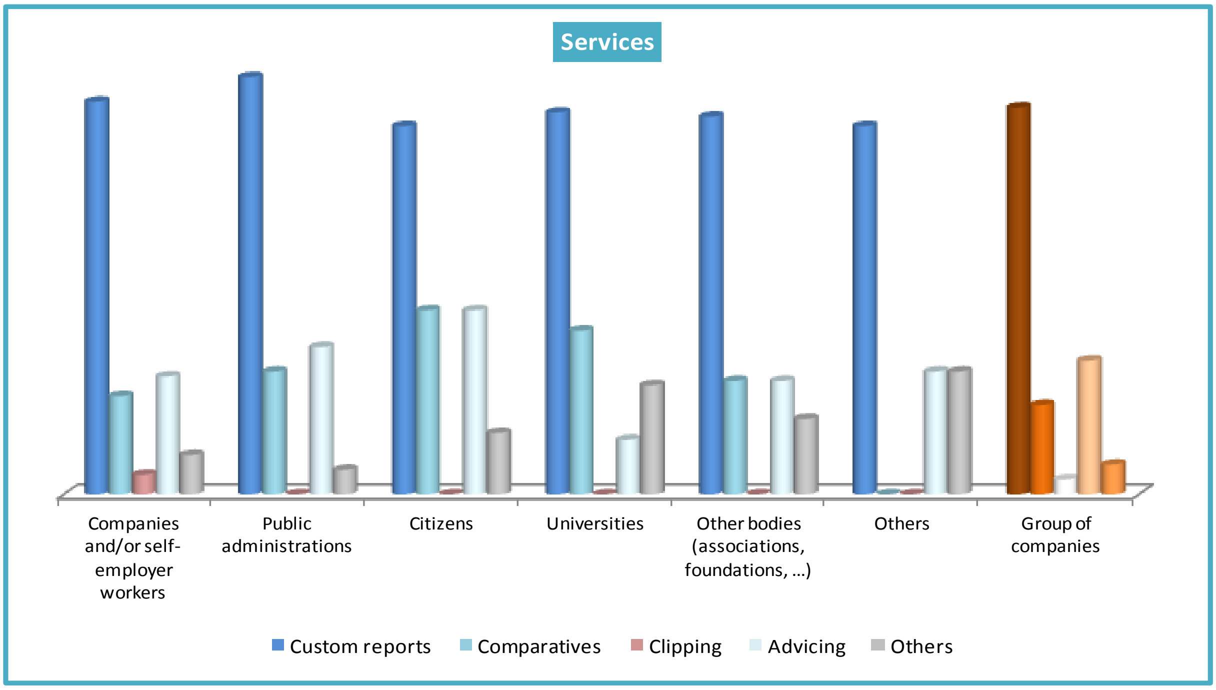
As for the **media on which the different types of customers acquire reused information:**

- Companies, public administrations and universities to lesser extent acquire the information of the higher added value mediums: processed data, custom reports and client software. Administration seems to care to a greater extent than other customers for the maps.
- In the case of **citizens**, the interest is higher than in the rest in relation with four mediums for the distribution of products, services or applications: publications, advice, information via GPS and software for mobile terminals.
- **Associations, foundations and similar entities** have an interest above average respect to publications, software for mobile devices and alerts through SMS or email.



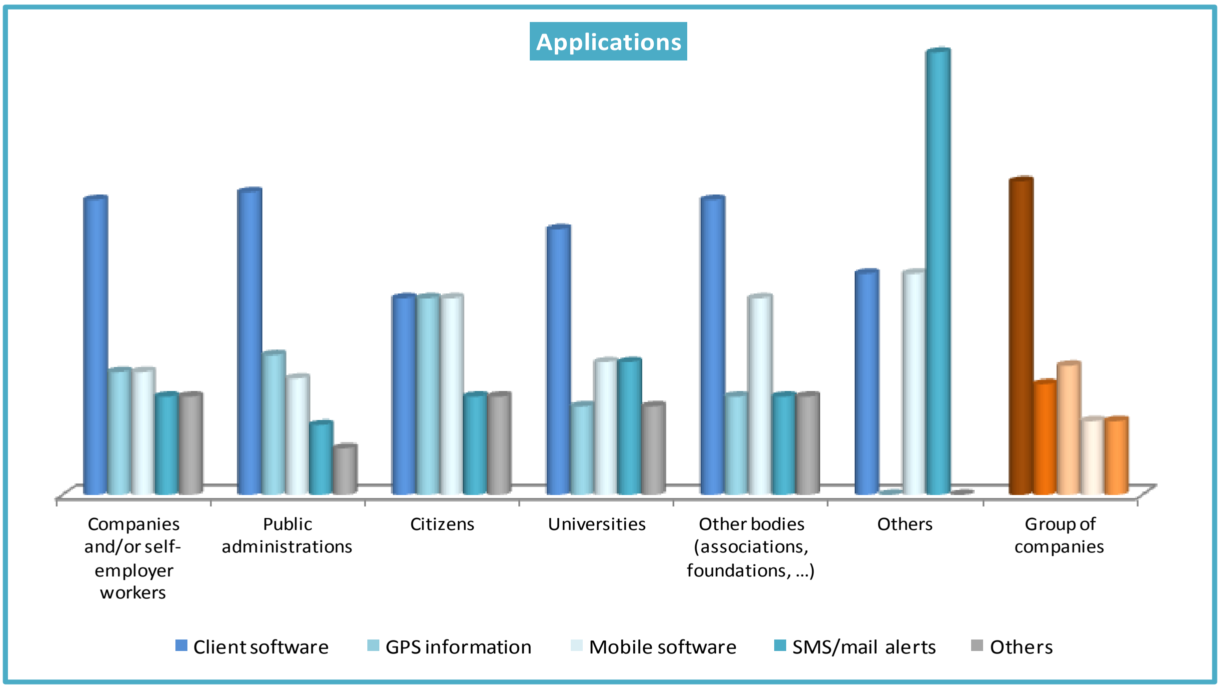
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 46. Typology of clients according the marketing media of products



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 47. Typology of clients according the marketing media of services



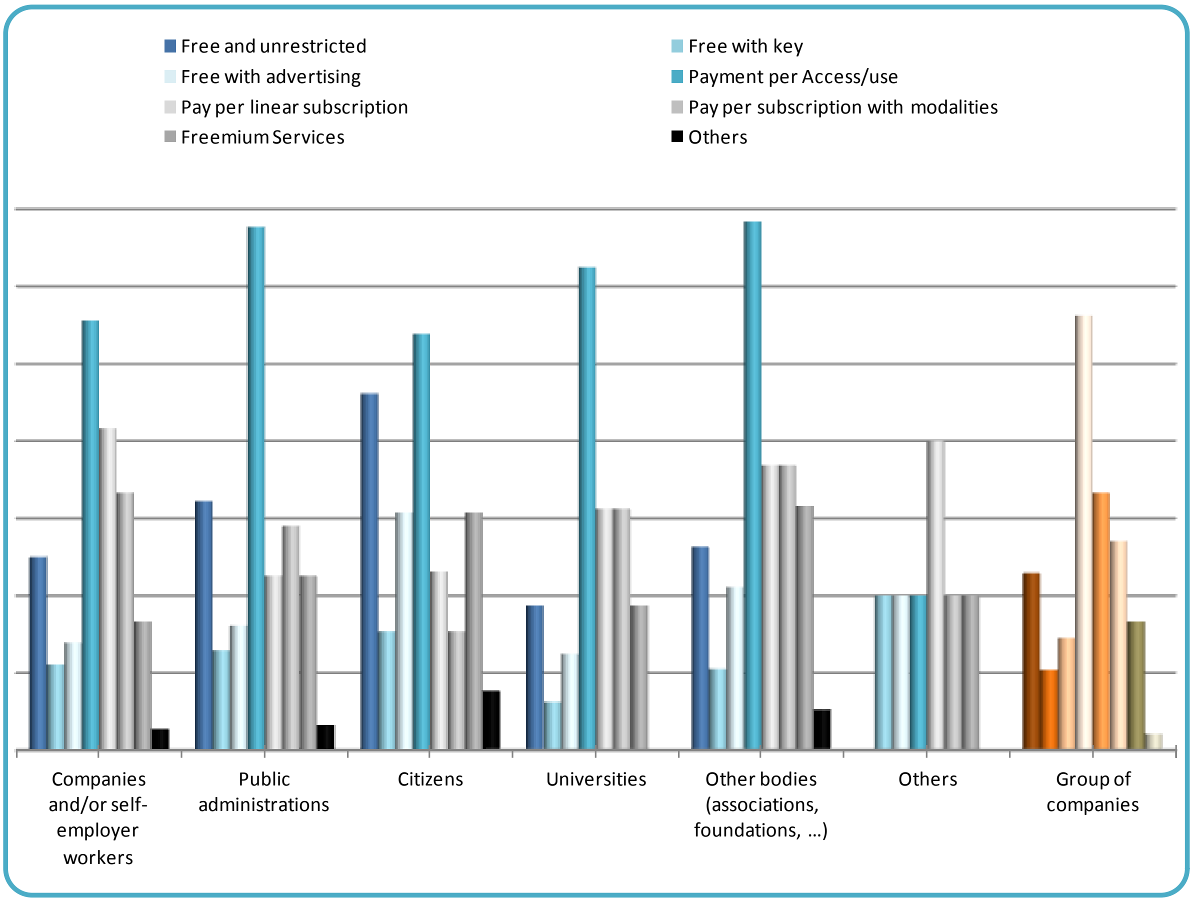
Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

Chart 48. Typology of clients according the marketing media of reused information

Revenue models associated with the typology of customer

Analysing how is the marketing way of different products or services depending on who is the end customer, we have:

- **Citizens have access to a greater extent** to infomediary services or products through the **business models of free access**, especially in the arrangements for access or unrestricted access to information with advertising revenue. In the case of payment revenue models, the use of these alternatives has a below-average presence in general for such arrangements in other types of customers.
- Companies **make a greater use than the average payment systems**, especially for alternative payment or subscription payment modalities. In the case of public administrations is used above the average the payment per access, use or work done, but also free access without restrictions.
- **Universities are below average in all modalities of free access and above average in terms of payment per access, use or work done** and also to a lesser extent, in the payment with modalities.
- **Freemium services are further used by citizens and associations and similar entities** than other type of users.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *Indicate the types of customers that use this products or services.*

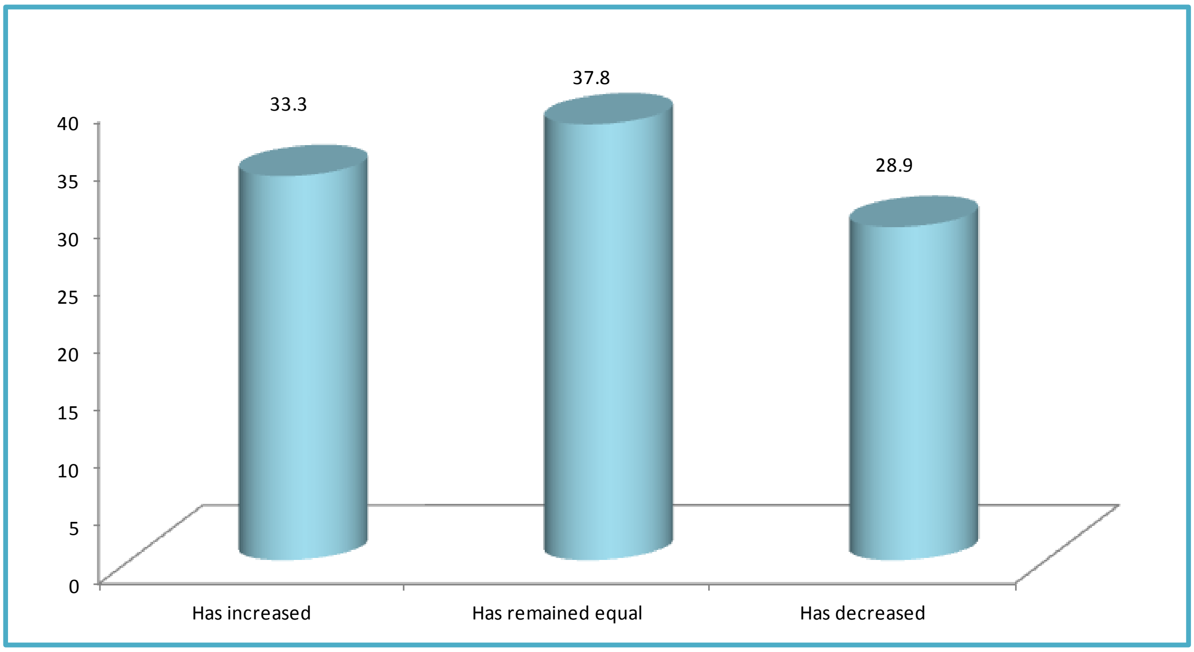
Chart 49. Typology of clients according to the revenue model.

5.4 Evolution of demand for infomediary services

Although the results are pretty uniform between those who evaluate developments in the sector in 2011 in a positive and those without, by a small difference the companies that have a positive perception of the evolution of demand of infomediary services in 2011:

- **A third of them considered to have increased** by 38% and has remained the same, which given the economic situation has a very positive meaning. 28.4% considered to have diminished.
- **Micro-companies seem to have a more polarized vision** than the rest in relation with this trend, because those that consider that both have increased and, on the contrary, those that think that have fallen, are above the average weight of this type of companies in the sector as a whole.

Over **70% of infomediary companies think that the activity has grown or at least has remained the same as** in the previous year



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 50. Perception of the evolution of demand according to the infomediary services.

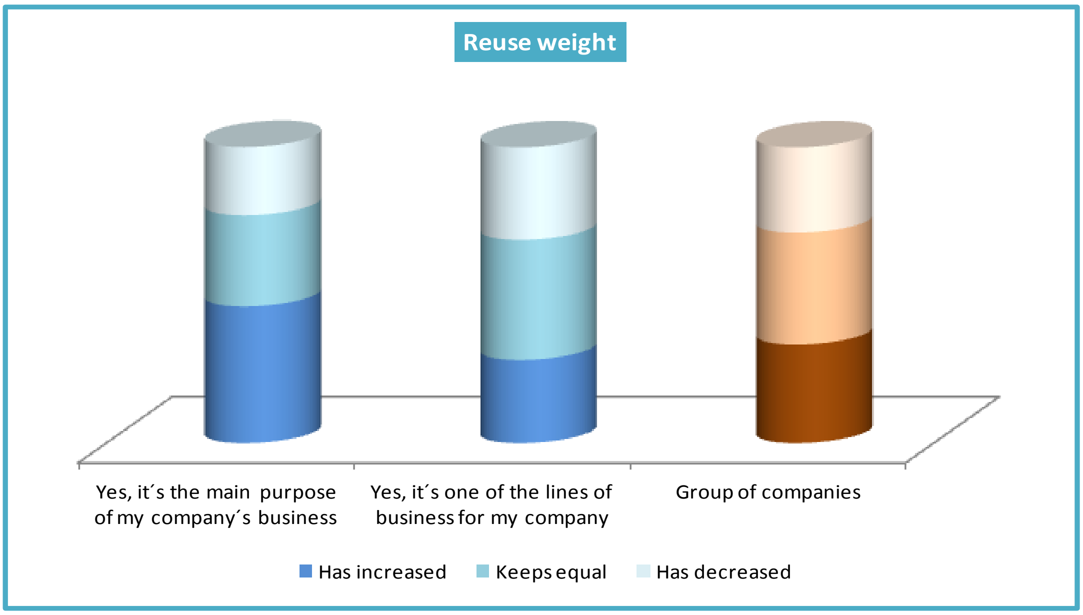
- **Larger companies have the most pessimistic vision**. In fact none of which that have responded to this question has a positive outlook. 27.3% of companies believe that demand has decreased are large companies, when the whole sample represent 6.7%.

Midsize companies and those with between 26 and 50 employees have a perception of stagnant of demand higher than the expected.

Business assessment by weight of infomediary activity and industry experience

There are also differences of assessment **by weight of the reuse activity in the company:**

- **Companies whose have as a main purpose the reuse have a more positive view,** 46% of them think that demand has increased. Companies for which reuse is a secondary line of business this figure falls to 28.1%.

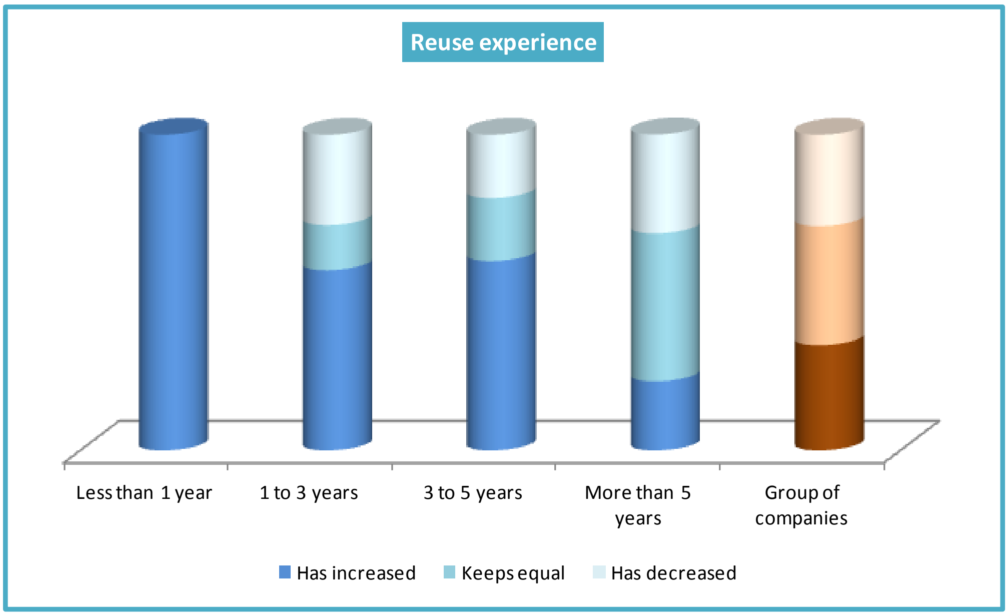


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 51. Perception of the evolution of demand according to weight of reuse of the company.

Reuse experience also induces differences in perception.

- Most established companies have a more negative vision than those with less experience. Firms with between 3 and 5 years of experience in reuse perceive in a more favorable way the evolution of demand.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 52. Perception of the evolution of demand according to the experience of reuse of the company.

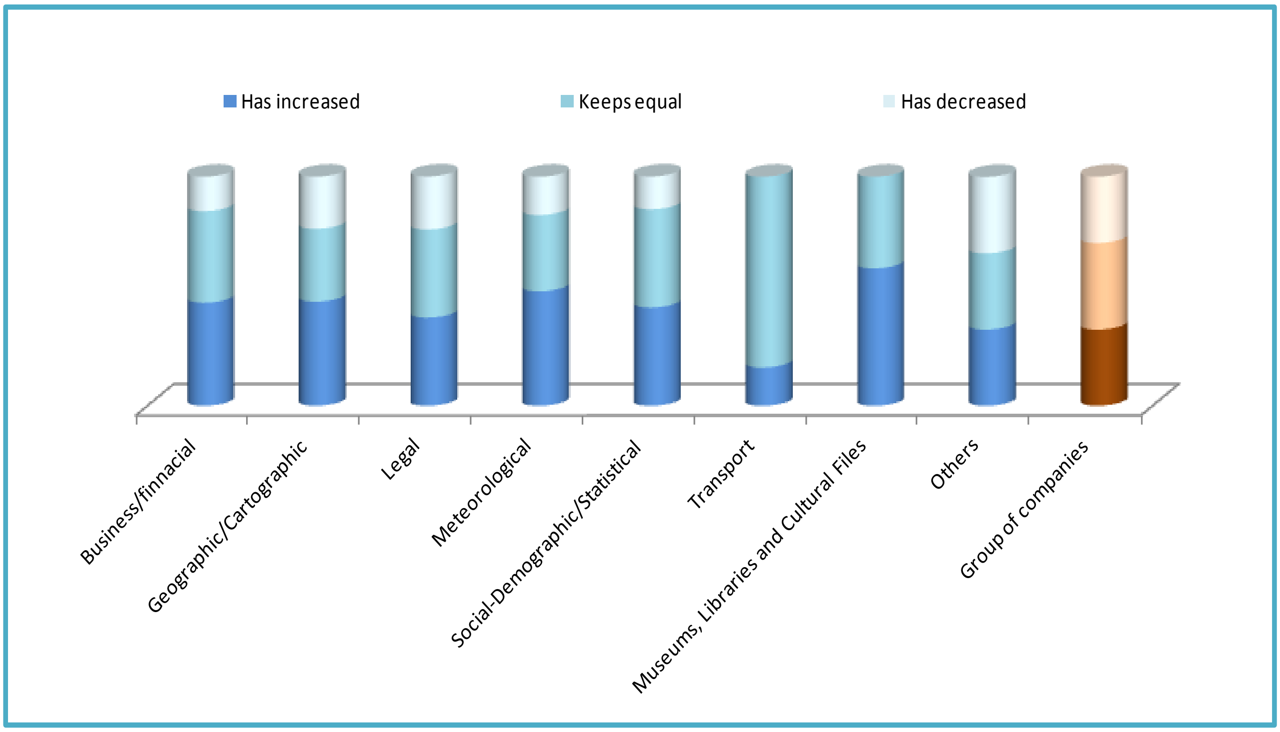
The information sector also appears to influence the assessment of the evolution of demand. While in the sector of meteorological and museums and other cultural institutions more than half of companies consider that the number of customers has increased, in the geographic-cartographic information and legal information there is a more pessimistic vision that in the rest.

If the analysis is divided by subsector, the perception of this development would be:

	Business/ Economic	Geographic/ Cartographic	Legal	Meteorological	Social-demographic / Statistical	Transport	Museums, libraries and cultural files
Has increased	**45.0%**	**45.5%**	38.5%	**50.0%**	42.9%	16.7%	60.0%
Has remained equal	40.0%	31.8%	38.5%	33.3%	42.9%	**83.3%**	40.0%
Has decreased	15.0%	**22.7%**	**23.1%**	16.7%	14.3%	0.0%	0.0%

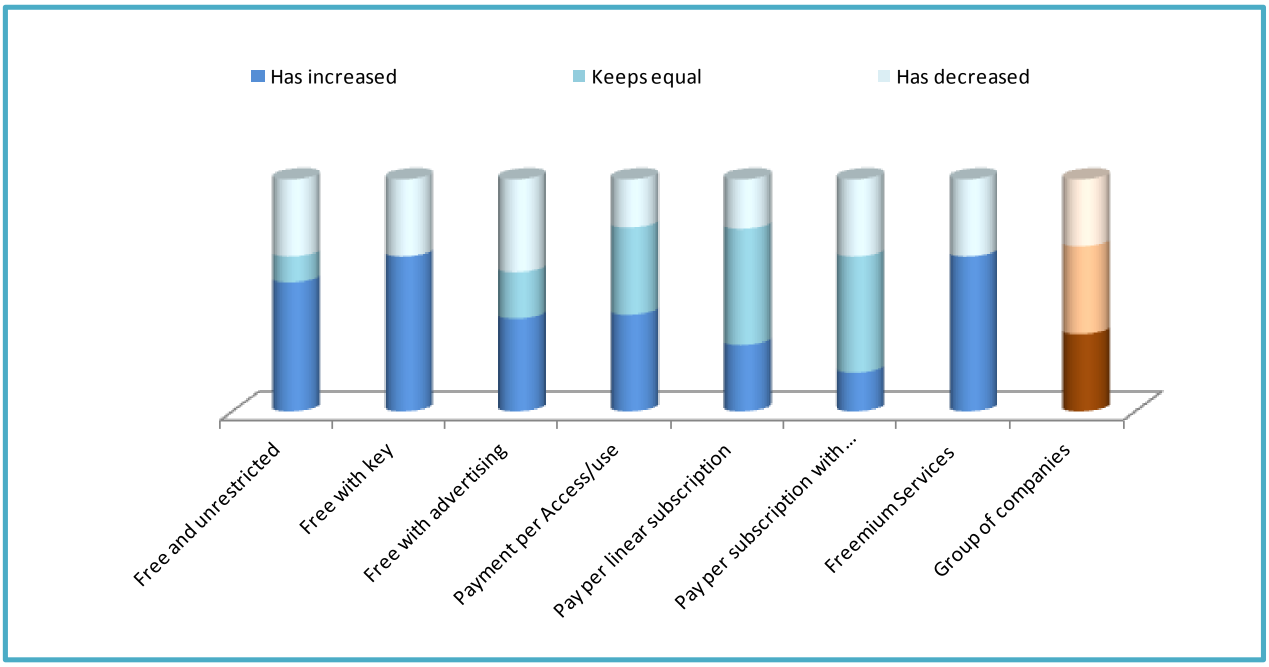
The two sectors that show a decline in business in the last year, is the Geographic Information and Legal Information, which correspond to areas of great weight in the infomediary sector.

Likewise, the payment model generates differences of perception. Companies with a better positive view are working with free modalities, firstly using modality by key and secondly with unrestricted access. The worst view is for the companies that work under the alternative of payment with modalities.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

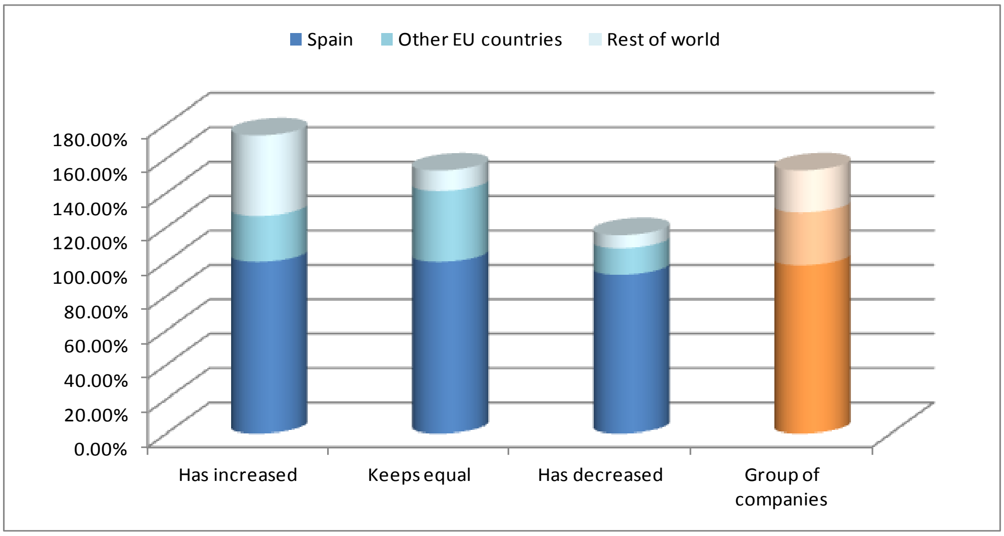
Chart 53. Perception of the evolution of demand according to activity sector.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 54. Perception of the evolution of demand according to the revenue model.

Companies with clients in Spain consider themselves above what is expected that the evolution of demand in 2011 has been positive. Greater perceived stagnation is between companies with customers in EU countries. Also the companies that sell their products in third countries have greater weight than would correspond to the ratio involving the whole sectors as well as they consider that the demand has increased.

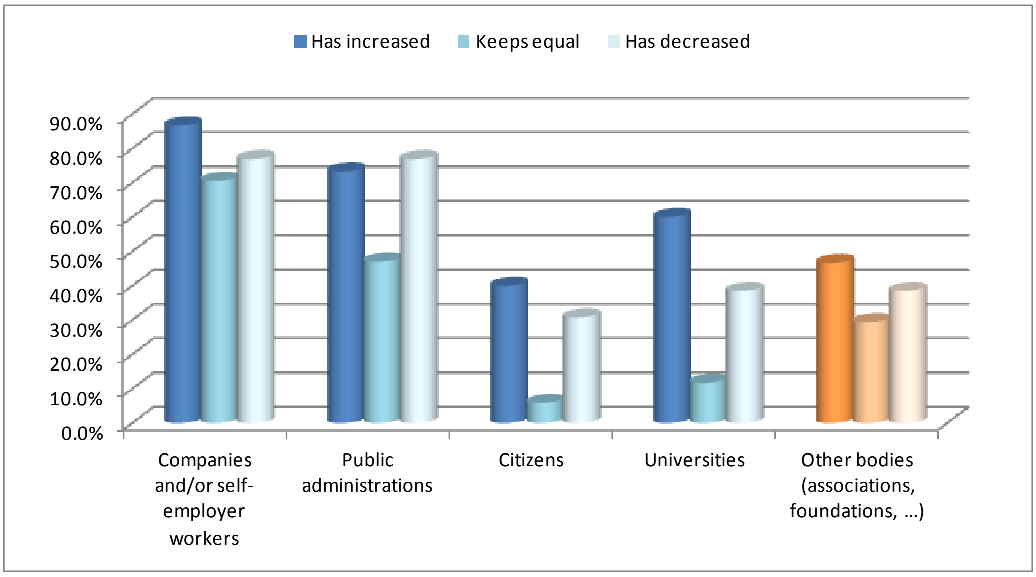


Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 55. Perception of the evolution of demand according to the location of demand.

Finally, analysing whether this perception is related to the type of customers of the companies, the data suggest that when it is working for companies and universities is carried out a more positive assessment: in both cases and between the companies that consider that the demand has increased, exceeds the weight they have in the set of clients of the whole sector.

Between the companies with public administrations as customers appears to be a greater polarization, because their weight is higher than they do in the set of customers, both between the companies that consider that demand has increased as between those consider to have declined , although the difference is greater in the latter case.



Source: Reuse Companies Survey ACAP-RED.ES 2012. Question: *The amount of the clients during the last year…*

Chart 56. Perception of the evolution of demand according to the type of customers.

Anexo I Questionnaire

STUDY OF THE INFOMEDIARY INDUSTRY CHARACTERIZATION 2012

QUESTIONNAIRE TO REUSE COMPANIES

All the questions of the questionnaire are related to 2011 exercise.

The aim of this questionnaire is to collect the information to characterize the industry of ***infomediary companies****, defined as those* ***" A set of companies that create products or services to market them to third parties based on public sector information. This definition includes the companies created for this duty and the other ones that were not created for that purpose but have an area or specific department devoted to create and market new products and services based on public sector information.****"*.

The questionnaire is divided into six sections:

GENERAL CHARACTERIZATION

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 it 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, expenditures 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.

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

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. GENERAL CHARACTERIZATION

P1. Does the company generate products/services for its marketing on base to information from public administrations/institutions of public sector?

1. Yes, it is the main purpose of my company´s business (go to P1a question)
2. Yes, it is one of the lines of business for my company (go to P1a question)
3. No (go to p1b question)

P1a. And specifically, the activity developed by your company in this context is:

1. To generate products or services that after will be marketed. (go to P2 question)
2. To generate software which it allows to other companies to market the products or services that they generate reusing public sector information. (end of the survey)
3. To do both activities. (go to P2 question)

P1b. Have the company consider the possibility to develop a business line of these characteristics?

1. Yes (end of the survey)
2. No (end of the survey)
3. I do not know (end of the survey)

2. 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

P2. How long have you been using public sector information for your business?

1. Less than 1 year
2. 1 to 3 years
3. 3 to 5 years
4. More than 5 years

P3. What is the source of the public information re-used by your company?

P3a.National

(Select the specific national source of the information)

P3a1 Local
P3a2 Autonomous communities
P3a3 State

P3b. International

(Select the specific international source of the information)

P3b1 European Union (Specify)
P3b2 Others Countries (Specify)
P3b3 International Bodies (Specify)

P4. State the area of information in which your company carry out the infomediary activity:

In case of select more than one option then go to P4a question. (Multiple Answer)

P41 Business/Financial information

P42 Geographic/Cartographic information

P43 Legal information

P44 Metereological information

P45 Social-Demographic/Statistical information

P46 Transport information

P47 Culture files, libraries and Museum information

P48 Others (Specify):

P4a. Between the areas selected above, what is the most important for your company? :

P5. Indicate the type of information that the company access to create the resulting products, within the scope of your infomediary activity:

(Multiple answers are permitted)

P5a Catalogues
P5b Statistical Data
P5c Images
P5d Maps and plans
P5e News and current affairs
P5f Census and Directories
P5g Data produced by the body
P5h Reports
P5i Standards and jurisprudence
P5j Official Gazettes
P5k Others (Specify):

P6. State the channels used by the company to access to this information

P61. Online systems	(go to p6a)
P62. In person	(go to P7)
P63. Others channels	(Specify) (go to P7)

P6a. State if the websites through the company access the information needed for the business come from any of the following:

P6a1 Public administrations or public bodies that generate the information that is used afterwards
P6a2 Reuse specific websites created by public administrations or other agencies from public sector
P6a3 Websites of private organizations related with reuse of public sector information
P6a4 Others (Specify)

P7. Indicate the type of information that you access to create the resulting products, within the scope of your infomediary activity:

(Multiple answers are permitted)

P7a **Products**	P7b **Services**	P7c **Applications**
P7a1 Raw data	P7b1 Custom Reports	P7c1 Client Software
P7a2 Data processed	P7b2 Comparatives	P7c2 GPS Information
P7a3 Maps	P7b3 Clipping	P7c3 Mobile Software
P7a4 Publications	P7b4 Advice	P7c4 SMS/Email Alerts
P7a5 Others (Specify)	P7b5 Others (Specify)	P7c5 Others (Specify)

P8. Indicate the formats used to provide customers with the results of your infomediary activity:

(Multiple answers are permitted)

P81 Paper (go to P9)
P82 Electronic (go to P8a)
P83 Sound recording (go to P9)
P84 Audiovisual recording (go to P9)
P85 Others (Specify) (go to P9):

P8a. Indicate the file formats used to provide the results to the customers:

(Multiple answers are permitted)

P8a1 PDF
P8a2 Microsoft Office Files (Word, Excel, Access, PowerPoint,…) or Open Office (Writer, Calc, …)
P8a3 XML
P8a4 HTML
P8a5 CSV
P8a6 Geographic files (GDF, SHP, ECW, GEOTIFF, XYZ, etc.)
P8a7 Graphic and image files (DXF, DWG, TIFF, JPG, LAS, etc.)
P8a9 Others (Specify):

P9. Indicate the channels used to supply the results of your infomediary activity:

(Multiple answers are permitted)

P9a Internet (Web and FTP)
P9b Phone
P9c SMS
P9d Fax
P9e Email
P9f Mail
P9g Courier
P9h Others (Specify):

P10. Indicate the languages in which you offer the applications, products and/or services generated by your infomediary activities:

(Multiple answers are permitted)

P10a	Spanish	P10e	Catalan	P10h	Basque
P10b	Galician	P10f	Valencian		
P10c	English	P10g	French		
P10d	Others (Specify):				

P11. Indicate your company's Geographic area of activities, based on the location of your customers:

(Multiple answers are permitted)

P11a Spain
P11b Others EU countries (Specify)
P11c Others countries of the world (Specify)

P12. Indicate the types of customers that use this products or services:

(Multiple answers are permitted)

P12 a Companies and/or self-employer workers
P12b Public administrations
P12c Citizens
P12e Universities
P12f Others bodies (associations, foundations, etc.)
P12e Others (Specify):

P13. How many of these clients have purchased this products and/or services during 2011 year?

P14. The amount of the clients during the last year…

1 Has increased
2 Keeps equal
3 Has decreased
4 No idea

P15. Indicate the revenue model associate with the results of your infomediary activity:

(Multiple answers are permitted)

P15a Free and unrestricted
P15b Free with key
P15c Free with advertising
P15d Pay per access/use/work done
P15e Pay per subscription
P15d Pay per subscription with modalities (basic, premium)
P15f Premium Services (gratuidad de servicios básicos pero no avanzados, etc.)
P15g Others (Specify):

P16. Indicate if the company is member of any company´s association of reuse of public sector information or related with digital contents.

1 Yes, It is associated (Specify):
2 It is not associated

3. OTHERS ASPECTS ABOUT RE-USE

P17. 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
P17a Distribution of legislation					
P17b Identification of the responsible for reused information					
P17c Information advertising					
P17d Frequency of information					
P17e Information usability					
P17f Amount of information					
P17g Accessibility to information					
P17h Format of the information					
P17i Administration Price and Taxes Charge Model					
P17j Use License Policies					
P17k Assistance tools for the identification, representation, transformation, publication and reuse of information					
P17l Quality, source and accuracy of the information					

P17m Others aspects of interest (Specify)

P18. 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): ANSWER ONLY IN CASE OF AFFIRMATIVE ANSWER TO QUESTION 1, AP.2

	1	2	3	4	5
P18a Development of new applications, products and/or services					
P18b Increased number of customers					
P18c Increased customer loyalty					
P18d International expansion of the business					
P18e Improvement in the results obtained					
P18f Access to relevant and useful commercial information					
P18g Efficient use of company resources					
P18h Other aspects of interest (specify)					

4. COMPANY RESOURCES

P19. Current total number of employees:

P20. Current total number of employees dedicated to infomediary activities:

P21. Número de los empleados dedicados a actividades relacionadas con la reutilización de la información del sector público según la localización geográfica de la plantilla: Number of employees associated with infomediary activities according to the Geographic location of the staff:

- **P21a Total Staff**

  P21a1 Staff in Spain:

  P21a2 Staff in other EU countries:

  P21a3 Staff in the rest of the world:

- **P21b Contracted in the last year:**

  P21b1 Contracted in Spain:

  P21b2 Contracted in other EU countries:

P21b3 Contracted in the rest of the world:

P22. Number of employees associated with infomediary activities, by professional category:

P22aManagers:

P22bEngineers/higher level qualifications:

P22cTechnical engineers and mid-level qualifications:

P22d Administrators:

P22e Others (Specify):

P23. Approximated expenditure volume directly derived from the Administration Price and Taxes Charge Model on the last year associated with the purchase of public sector information:

P24. Indicate if the company has:

(Multiple answers are permitted)

P24a Company's own website
P24b Mailbox client
P24c Social networking presence, blog, twitter, etc.
P24d Prominent positioning in search engines (search engine optimization (SEO))
P24e Redirection from other websites
P24f Extranet with clients or suppliers

5. ECONOMIC DATA

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

P25 Total annual turnover from the last financial year (2011 year): €

%

P26 Percentage of turnover corresponding to infomediary activity over the last financial year: (2011 year):

P26a Percentage of revenue

reuse activity for the last financial year derived from the **direct sale** of products or services.

P26b Percentage of revenue from reuse activity for the last financial year derived from **other aspects** than direct sales of productos or services (advertising, ...)

6. IDENTIFICATION DATA

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

P27 Company name (Trade name)

P28 Main activity of the company

P29 Legal regimen of the company:

- Public Limited Company (Sociedad Anónima)
- Limited Company (Sociedad Limitada)
- Cooperative
- Freelance
- Other (specify)::

P30 Age of the company:

- Less than 1 year
- 1 to 3 years
- 3 to 5 years
- More than 5 years

P31 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 (*27*)*

Contact person details:

Name:	
Position:	
Email:	

:

Anexo II Companies identified in the infomediary universe

The 150 reuse companies identified that have responded to the study or have been pending for submitting the same, without explicitly denying their intention to participate are:

EMPRESA
Absis
Adams
Aema Hispánica SL
Afinet Mediterránea SL
Alimarket
Alpred, SL
Ambientum.com
Andago Ingeniería SL
Aranzadi
Ardan
Ashurst
Asnef-Equifax
Autoplus
Avalón
Axesor Grupo Infotel
Baratz
Blom
Bolsamanía
Borrasca Iniciativas Atmosféricas
Camerdata
Cartografía e Medicions, SL
Central de Análisis de Balance SA
Centro de Estudios Financieros
Centro de observación y teledetección espacial SA

Centro de Plastificados
Chemical Gallery
Cipesa
Code&Syntax
Concursos Públicos
Darts-Ip Case Law
Deplat
DMS Group
Dvuelta Asistencia Legal SL
Dykinson SL
Econet SL
Editorial Bosch
Editorial de Negocios SL
Editorial Francis Lefebvre
Editorial Jurídica Sepin
Editorial Lex Nova
Editorial Mad, SL
Editorial Reus
Editorial Tecnos
Editorial Tirant Lo Blanch
Eibisa Norte SL
Elimco, Soluciones Integrales SA
Emagister, Servicios de Formación SL
Empresas1
Eptisa
ESRI España Geosistemas SA
Estinca Ingienería Cartográfica
Estudios GIS SL
Euroalert
Europ Assitance
Experian

Farisa Asesores y Consultores SL
Geoactio (Alestis Consulting SL)
GEOGRAMA SL
Geovirtual
Gescaserem SL
Gestions Urquizar (Grupo Incofisa, información comercial)
Grupo Tecnipublicaciones
Guadaltel SA
Hispavista SL
Hotfrog
Iberinform Internacional
Iberley Información Legal SL
ICR Invest Control Rating
INDRA Espacio SA
Info is info
Infoconcurso
INFOMERCADOS SERVICIOS FINANCIEROS SL
Infonalia
Inforalia SL
Informa D&B
Informaria SL, Grupo de Comunicación
Ingecarto
Internet Construdata 21
Invertia
ISOCO SA
Iteisa, Codigo abierto y comunicación global
Iver
Jurisoft SL
KNOSOS – Grupo AMPER
Kompass España

La gestoría virtual SL
Laya (Longa Ansa y Asociados SL)
Leggio, contenidos y aplicaciones informáticas SL
Linkatu SL
LKS
Logisnet
Mainvest
Mantenimientos Catastrales SL
Mapgenia
Master-D
Meteogroup
Meteológica
Meteosim
Metroo
Minerva Editores y Andromedra SL
Navteq
Netamo Systems
Nicenova Consulting SL
OTC Territorial SL
Partal, Maresma & Associats
PDM, Marketing y Publicidad Directa
Planol.Info
Playence SL
Portal Derecho SA
Portal Web Guías 11811 / Telegate España
Portic
Proactis Soluciones Globales SL
Provimad
PYRAMID Consulting SL
Qype

REED BUSINESS INFORMATION SA
Resoluciones judiciales SL Editorial
RIAM Intelearning LAB SL
Rodalia.INFO
Rooter
Rugoma
SADIM SA
SARENET SA
SATEC
SEAS, ESTUDIOS SUPERIORES ABIERTOS SAU
SERVICES RESEARCH & MAPPIN CONSULTING
Seys
Sgitl Geoestel
Sigrid SL
Skut Finanza SL
Sociedad Rectora de la Bolsa de Valores de Madrid
SOLUCIONES Y PROYECTOS DE INFORMACION SL
Soluciones On Hand SL
Stereocarto SL
Sumiconsulting
Target Point
Técnicos de Catastro y MMAA
Telvent
Telespazio Iberica, SLU
Tender Service Spain KHI SL
Terra XXI SL
Terysos SL
Trafico

Tragsa
USE-IT
Veracom
Vizzuality
Vlex
Wolters Kluwe

Anexo III Tables related to the analysis of the primary supply.

Table 5-5. Distribution of the formats in which the information is offered for reuse according to the information source (vertical percentages)

	Information original format									
	Catalogs	Statistical Data	Images	Maps and plans	News and current affairs	Censuses and Directories	Data produced by the body	Reports	Standards and jurisprudence	Off Gaz
State	100.0%	88.2%	90.9%	84.2%	88.9%	93.8%	95.2%	83.3%	100.0%	
Autonomous communities	100.0%	82.4%	90.9%	94.7%	77.8%	75.0%	85.7%	83.3%	66.7%	
Local	100.0%	64.7%	72.7%	84.2%	55.6%	62.5%	71.4%	66.7%	58.3%	
European Union	100.0%	85.7%	100.0%	62.5%	80.0%	83.3%	81.8%	100.0%	71.4%	
Others countries	60.0%	28.6%	50.0%	37.5%	40.0%	33.3%	36.4%	25.0%	14.3%	
International Bodies	60.0%	42.9%	100.0%	62.5%	40.0%	50.0%	27.3%	25.0%	28.6%	

Table 5-6. Distribution of the formats in which the information is offered for reuse according to the distribution channel (vertical percentages)

	Information original format									
	Catalogs	Statistical Data	Images	Maps and plans	News and current affairs	Censuses and Directories	Data produced by the body	Reports	Standards and jurisprudence	Off Gaz
Online systems	100.0%	94.1%	81.8%	90.0%	100.0%	100.0%	90.5%	85.7%	100.0%	100
In person	28.6%	23.5%	54.5%	35.0%	11.1%	25.0%	14.3%	28.6%	16.7%	15
Others channels	14.3%	29.4%	18.2%	20.0%	33.3%	18.8%	23.8%	28.6%	25.0%	15

Table 5-7. Assessment of the primary supply of information according to the source

	National information source			International information source		
	State	Autonomous communities	Local	European Union	Others countries	International Bodies
Distribution of legislation	2.83	2.83	2.9	2.69	2.33	3.13
Identification of the responsible for reused information	2.73	2.74	2.79	2.44	2.17	2.13
Information advertising	2.61	2.54	2.55	2.19	2	2.5
Frequency of information	2.95	3	3.03	2.81	2.17	2.75
Information usability	2.85	2.8	2.79	2.44	1.5	2.63
Amount of information	2.78	2.66	2.62	2.56	2	2.88
Accessibility to information	3.22	3.11	3.14	3	3	3.87
Format of the information	3.17	2.97	3	3.06	3.17	3.63
Administration Price and Taxes Charge Model	2.87	2.88	2.89	3	3	3.75
Use License Policies	3.05	3.03	3.24	3.19	3.17	3.75
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.75	2.59	2.64	2.53	2.33	2.87
Quality, source and accuracy of the information	3.71	3.49	3.48	3.5	3.67	3.43
Average	**2.96**	**2.89**	**2.92**	**2.78**	**2.54**	**3.11**

Table 5-8. Assessment of the primary supply of information according to the distribution channel

	Original Channel of Information Supply		
	Online systems	In person	Others channels
Distribution of legislation	2.86	3.13	3.38
Identification of the responsible for reused information	2.73	2.88	2.38
Information advertising	2.55	3	2.87
Frequency of information	2.91	3.38	3.63

Information usability	2.75	3.63	3.38
Amount of information	2.77	3.13	3.13
Accessibility to information	3.16	3.38	3.63
Format of the information	3.07	3.63	3.63
Administration Price and Taxes Charge Model	2.86	2.5	3.13
Use License Policies	3.05	3.38	3.5
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.65	3	3
Quality, source and accuracy of the information	3.51	3.88	3.88
Media	**2.91**	**3.24**	**3.30**

Table 5-9. Assessment of the primary supply of information according to the format of the information

	Information original format								
	Catalogs	Statistical Data	Images	Maps and plans	News and current affairs	Censuses and Directories	Data produced by the body	Reports	Standards and jurisprudence
Distribution of legislation	2.71	2.56	2.91	2.95	3	2.94	2.71	2.86	3.25
Identification of the responsible for reused information	2.43	2.69	2.64	2.95	2.63	2.62	2.86	2	3.08
Information advertising	2.14	2.38	3	2.7	2.5	2.5	2.38	2.29	3.08
Periodicidad de la informac.	2.43	2.88	3.18	3.2	2.25	2.69	2.76	2.86	3.25
Information usability	2.57	2.75	3.45	3	2.13	2.94	2.62	2.71	3.33
Amount of information	2.29	2.75	2.73	2.95	2.38	2.56	2.52	2.86	3.33
Accessibility to information	3.14	3.31	3.55	3.25	2.63	3.19	3.1	3	3.42

Format of the information	3.43	3.31	3.27	3.3	3	3.19	2.9	3.14	3.67
Administration Price and Taxes Charge Model	3.43	2.93	2.73	2.89	3.12	2.8	3.1	2.57	2.92
Use License Policies	3.57	3.13	3.09	3	2.63	3.06	3	2.86	2.91
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.57	2.8	2.64	2.79	2.43	2.67	2.65	2.86	2.91
Quality, source and accuracy of the information	3.29	3.44	3.55	3.37	3.38	3.25	3.71	3.14	4.08
Media	**2.83**	**2.91**	**3.06**	**3.03**	**2.67**	**2.87**	**2.86**	**2.76**	**3.27**

Table 5-10. Assessment of the primary supply of information according to the type of information

	Type of Information						
	Business/Financial information	Geographic/Cartographic information	Legal information	Metereological information	Social-Demographic/Statistical information	Transport information	Culture files, libraries and Museum i
Distribution of legislation	2.81	2.74	2.83	2.2	2.38	2.6	2.4
Identification of the responsible for reused information	2.57	2.83	2.75	2.6	2.77	2.6	2.6
Information advertising	2.48	2.65	2.67	2.4	2.15	2.4	1.8
Frequency of information	2.67	3	2.75	2.4	2.46	2.4	2.6
Information usability	2.62	3.04	2.92	2.2	2.31	2.6	2.6

Amount of information	2.57	2.87	3.08	2	2.46	2.2	2.4
Accessibility to information	3.05	3.39	3.08	2.8	3.08	2.4	2.8
Format of the information	2.95	3.35	3.58	3.2	2.77	2.4	3.2
Administration Price and Taxes Charge Model	3	2.82	2.58	3	2.5	2.6	2.6
Use License Policies	3.24	3	2.55	2.8	2.92	3	3.2
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.6	2.83	2.75	3.4	2.54	2.4	2.2
Quality, source and accuracy of the information	3.43	3.27	3.92	3.8	3	2.6	2.2
Average	**2.83**	**2.98**	**2.96**	**2.73**	**2.61**	**2.52**	**2.55**

Table 5-11. Assessment of the primary supply of information according to the size of the company

	Size of the company				
	De 0 a 9 empleados	10-25	26-50	51-250	Más de 250
Distribution of legislation	2.4	3.6	3.0	2.8	3.3
Identification of the responsible for reused information	2.7	2.7	3.3	2.8	1.7
Information advertising	2.2	3.1	3.0	2.5	2.7
Frequency of information	2.7	3.2	3.3	3.0	3.0
Information usability	2.3	2.9	3.5	3.0	3.0
Amount of information	2.9	3.1	2.5	2.5	2.7
Accessibility to information	3.0	3.8	3.5	3.0	3.0
Format of the information	2.9	3.4	4.0	3.1	2.7

Administration Price and Taxes Charge Model	2.9	3.0	3.5	2.3	2.3
Use License Policies	2.9	3.2	4.0	2.8	2.3
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.6	2.9	3.5	2.4	2.0
Quality, source and accuracy of the information	3.4	3.6	3.8	3.4	3.7
Media	2.76	3.21	3.40	2.80	2.70

Table 5-12. Assessment of the primary supply of information according to the reuse activity of the company

	Yes, it is the main purpose of my company´s business	Yes, it is one of the lines of business for my company
Distribution of legislation	3.08	2.74
Identification of the responsible for reused information	2.92	2.65
Information advertising	2.62	2.5
Frequency of information	3.46	2.74
Information usability	2.46	2.91
Amount of information	3.15	2.65
Accessibility to information	3.31	3.15
Format of the information	3	3.18
Administration Price and Taxes Charge Model	2.67	2.91
Use License Policies	3.54	2.82
Assistance tools for the identification, representation, processing, publishing and reuse of information	2.92	2.62
Quality. source and accuracy of the information	3.58	3.53
Media	**3.06**	**2.87**

Table 5-13. Assessment of the primary supply of information according to the company experience in the reuse activity

	Less than one year	1 to 3 years	3 to 5 years	More than 5 years
Distribution of legislation	2	2.25	3.83	2.81
Identification of the responsible for reused information	2	2.38	2.67	2.84
Information advertising	1	2.63	2.67	2.53
Frequency of information	3	2.5	3.33	2.97
Information usability	3	2.38	2.83	2.88
Amount of information	4	2.38	2.83	2.84
Accessibility to information	3	2.87	3.83	3.16
Format of the information	4	2.87	3.33	3.12
Administration Price and Taxes Charge Model	1	2.86	3.83	2.71
Use License Policies	3	2.75	3.67	2.97
Assistance tools for the identification, representation, processing, publishing and reuse of information	3	2.38	3	2.71
Quality, source and accuracy of the information	1	3.25	3.8	3.66
Media	**2.50**	**2.63**	**3.30**	**2.93**

Anexo IV Tables related to the infomediary industry analysis.

Table 5-14. Distribution of reuse companies according to legal form

	Frequency	Valid percentage
Limited Company	7	14.6
Cooperative	2	4.2
Self-employed worker	39	81.3
Total	48	100

Table 5-15. Distribution of companies according to the total seniority

	Frequency	Valid percentage
1 to 3 years	7	13.5
3 to 5 years	3	5.8
More than 5 years	42	80.8

Table 5-16. Distribution of companies according to the seniority in the reuse activity

	Frequency	Valid percentage
Less than one year	1	2
1 to 3 years	8	16.3
3 to 5 years	6	12.2
More than 5 years	34	69.4

Table 5-17. Comparison of the weight of reuse activities and the seniority of the company in the activity

		Seniority in reuse activities			
		Less than one year	1 to 3 years	3 to 5 years	More than 5 years
Weight of reuse activity	Yes, it is the main purpose of my company´s business	0.0%	7.1%	7.1%	85.7%
	Yes, it is one of the lines of business for my company	2.9%	20.0%	14.3%	62.9%

Table 5-18. Human resources for reuse in Spain.

	Number of companies	Valid percentage
1	7	15.6
2	5	11.1
3	4	8.9
4	3	6.7
6	3	6.7
7	1	2.2
8	5	11.1
10	4	8.9
20	1	2.2
21	1	2.2
30	1	2.2
32	3	6.7
34	1	2.2
35	1	2.2
48	1	2.2
60	1	2.2
150	1	2.2

172	1	2.2
340	1	2.2

Table 5-19. Contracts made in Spain in 2011

	Number of companies	Valid percentage
0	25	55.6
1	7	15.6
2	2	4.4
3	3	6.7
4	3	6.7
5	1	2.2
8	1	2.2
34	1	2.2
40	1	2.2
172	1	2.2
Total	45	100

Table 5-20. Distribution of the amount of undertakings' revenue from the reuse

	Number of companies	Valid percentage
4000.00	1	3.0
7000.00	1	3.0
8000.00	1	3.0
32200.00	1	3.0
48000.00	2	6.1
50000.00	1	3.0
56400.00	1	3.0
100000.00	1	3.0
117000.00	1	3.0
130000.00	1	3.0
150000.00	1	3.0
170000.00	1	3.0
187000.00	1	3.0
242755.74	1	3.0
270000.00	1	3.0
280000.00	1	3.0
293000.00	1	3.0
330000.00	1	3.0
455000.00	1	3.0
716000.00	1	3.0
1000000.00	2	6.1
1125000.00	1	3.0
3000000.00	1	3.0
3450000.00	1	3.0
3810157.00	1	3.0
4833201.16	1	3.0

6053000.00	1	3.0
10000000.00	1	3.0
11400000.00	1	3.0
18700000.00	1	3.0
56000000.00	1	3.0
Total	33	

Table 5-21. Statistics associated with the distribution of revenues from reuse

N	Valid	33.0
	Lost	39.0
Average		3,759,567.1
Median		280,000.0
Standard deviation		10,230,413.9
Minimum		4,000.0
Maximum		56,000,000.0
Quartiles	25	78,200.0
	50	280,000.0
	75	3,225,000.0

Table 5-22. Weight of reuse income on total income of the companies.

	Number of companies	Valid percentage
1.00	1	2.6
2.00	1	2.6
4.00	1	2.6
5.00	2	5.3
7.00	2	5.3
10.00	1	2.6
12.00	1	2.6
15.00	2	5.3
17.00	2	5.3
20.00	3	7.9
22.00	1	2.6
30.00	1	2.6
35.00	1	2.6
40.00	2	5.3
60.00	1	2.6
65.00	1	2.6
70.00	1	2.6
80.00	1	2.6
100.00	13	34.2
Total	38	100.0

Table 5-23. Statistical associated to the weight distribution of revenues from reuse.

N	Valid	38
	Lost	16
Average		50.5000
Median		37.5000
Standard deviation		40.49207
Minimum		1.00
Maximum		100.00

Table 5-24. Weight distribution of income from recycling activity through direct sale of products and / or services.

	Number of companies	Valid percentage
1.00	2	5.3
4.00	1	2.6
5.00	5	13.2
7.00	1	2.6
10.00	1	2.6
12.00	2	5.3
15.00	3	7.9
17.00	1	2.6
20.00	3	7.9
22.00	1	2.6
30.00	1	2.6
35.00	1	2.6
40.00	1	2.6
60.00	1	2.6
70.00	1	2.6

80.00	2	5.3
90.00	1	2.6
99.00	1	2.6
100.00	9	23.7
Total	38	100.0

Table 5-25. Weight distribution of income from the reuse activity by other aspects

	Number of companies	Valid percentage
.00	27	71.1
1.00	2	5.3
2.00	1	2.6
5.00	2	5.3
10.00	2	5.3
20.00	1	2.6
25.00	1	2.6
60.00	1	2.6
80.00	1	2.6
Total	38	100.0

Table 5-26. Statistics related to the weight distribution of revenue from direct sales of products and / or services and other aspects

		Percentage of revenue from direct sales	Percentage of revenue from others aspects
N	Valid	38	38
	Lost	16	16
Average		44.7368	5.7632
Media		21.0000	.0000
Standard deviation		40.30337	16.45540
Minimum		1.00	.00
Maximum		100.00	80.00

Table 5-27. Distribution of reuse companies according different types of information generated.

	Number of companies	Valid percentage
1.00	23	52.3
2.00	8	18.2
3.00	7	15.9
4.00	3	6.8
5.00	1	2.3
6.00	1	2.3
7.00	1	2.3
Total	44	100.0

5-28. Business relationship channels with clients and suppliers.

Company's own website	**100.00%**
Mailbox client	87.20%
Social networking presence, blog, twitter, etc.	70.20%
Search engine optimization (SEO)	72.30%
Redirection from other websites	55.30%
Extranet with clients or suppliers	19.10%

Table 5-29. Marketing formats of the information (products) according to the type of information.

	Marketing formats: Products				
	Raw data	Data processed	Maps	Publications	Others
Business/Financial information	54.5%	54.5%	35.7%	63.6%	100.0%
Geographic/Cartographic information	54.5%	60.6%	100.0%	63.6%	100.0%
Legal information	36.4%	24.2%	14.3%	54.5%	100.0%
Meteorological information	9.1%	12.1%	14.3%	27.3%	0.0%
Social-Demographic/Statistical	45.5%	33.3%	28.6%	36.4%	0.0%
Transport information	18.2%	15.2%	14.3%	27.3%	0.0%
Culture files, libraries and Museum	27.3%	12.1%	14.3%	9.1%	0.0%
Others	18.2%	18.2%	14.3%	18.2%	0.0%

Table 5-30. Marketing formats of the information (products) according to the distribution channel.

	Raw data	Data processed	Maps	Publications	Others
Internet (Web and FTP)	72.7%	82.4%	93.3%	100.0%	100.0%
Phone	18.2%	2.9%	6.7%	16.7%	50.0%
SMS	0.0%	0.0%	0.0%	0.0%	0.0%
Fax	18.2%	5.9%	0.0%	0.0%	0.0%
Email	63.6%	47.1%	46.7%	41.7%	50.0%
Mail	18.2%	5.9%	0.0%	25.0%	0.0%
Courier	36.4%	14.7%	13.3%	16.7%	0.0%
Others	0.0%	5.9%	6.7%	16.7%	0.0%

Table 5-31. Marketing formats of the information (services) according to the type of information.

	Custom Reports	Comparatives	Clipping	Advice	Others
Business/Financial information	57.7%	66.7%	0.0%	44.4%	50.0%
Geographic/Cartographic information	50.0%	50.0%	100.0%	66.7%	50.0%
Legal information	26.9%	16.7%	0.0%	11.1%	0.0%
Metereological information	15.4%	16.7%	0.0%	11.1%	0.0%
Social-Demographic/Statistical information	26.9%	50.0%	0.0%	22.2%	50.0%
Transport information	3.8%	0.0%	0.0%	11.1%	0.0%
Culture files, libraries and Museum information	11.5%	0.0%	0.0%	11.1%	0.0%
Others	11.5%	16.7%	0.0%	44.4%	50.0%

Table 5-32. Marketing formats of the information (services) according to the distribution channel.

	Custom Reports	Comparatives	Clipping	Advice	Others
Internet (Web and FTP)	84.6%	83.3%	100.0%	77.8%	100.0%
Phone	7.7%	0.0%	0.0%	11.1%	0.0%
SMS	3.8%	0.0%	0.0%	0.0%	0.0%
Fax	3.8%	16.7%	0.0%	11.1%	0.0%
Email	57.7%	83.3%	0.0%	66.7%	0.0%
Mail	7.7%	16.7%	0.0%	0.0%	0.0%
Courier	19.2%	16.7%	0.0%	22.2%	0.0%
Others	3.8%	0.0%	100.0%	0.0%	0.0%

Table 5-33. Marketing formats of the information (application) according to the type of information.

	Client Software	GPS Information	Mobile Software	SMS/Email Alerts	Others
Business/Financial information	41.2%	40.0%	42.9%	75.0%	50.0%
Geographic/Cartographic information	76.5%	100.0%	85.7%	50.0%	75.0%
Legal information	23.5%	0.0%	0.0%	50.0%	25.0%
Metereological information	11.8%	0.0%	0.0%	25.0%	25.0%
Social-Demographic/Statistical information	29.4%	0.0%	28.6%	25.0%	25.0%
Transport information	11.8%	0.0%	0.0%	0.0%	25.0%
Culture files, libraries and Museum information	5.9%	0.0%	14.3%	0.0%	0.0%
Others	17.6%	20.0%	14.3%	25.0%	0.0%

Table 5-34. Marketing formats of the information (application) according to the distribution channel.

	Client Software	GPS Information	Mobile Software	SMS/Email Alerts	Others
Internet (Web and FTP)	94.1%	83.3%	85.7%	100.0%	100.0%
Phone	5.9%	16.7%	14.3%	0.0%	0.0%
SMS	0.0%	0.0%	0.0%	0.0%	0.0%
Fax	5.9%	0.0%	0.0%	0.0%	0.0%
Email	41.2%	66.7%	28.6%	75.0%	25.0%
Mail	5.9%	0.0%	0.0%	25.0%	0.0%
Courier	23.5%	16.7%	0.0%	0.0%	0.0%
Others	11.8%	0.0%	0.0%	0.0%	0.0%

Table 5-35. Medium on which the products or services are marketed/sold according to the type of information

	Paper	Electronic	Sound recording	Audiovisual recording	Others
Business/Financial information	60.00%	45.70%	0.00%	75.00%	100.00%
Geographic/Cartographic information	53.30%	52.20%	0.00%	100.00%	33.30%
Legal information	46.70%	28.30%	0.00%	25.00%	66.70%
Metereological information	13.30%	13.00%	0.00%	25.00%	33.30%
Social-Demographic/Statistical information	40.00%	30.40%	0.00%	50.00%	66.70%
Transport information	20.00%	13.00%	0.00%	25.00%	33.30%
Culture files, libraries and Museum information	6.70%	10.90%	0.00%	25.00%	33.30%
Others	13.30%	13.00%	0.00%	50.00%	33.30%

Table 5-36. File formats of the products or services that are available in electronic format according to the type of information.

	PDF	Microsoft Office/Open Office files	XML	HTML	CSV	Geographic files	Grapchic and image files	Others
Business/Financial information	44.80%	50.00%	40.00%	40.00%	30.00%	27.30%	42.90%	100.00%
Geographic/Cartographic information	41.40%	56.30%	66.70%	52.00%	70.00%	90.90%	85.70%	100.00%
Legal information	37.90%	37.50%	26.70%	16.00%	0.00%	9.10%	28.60%	0.00%
Metereological information	6.90%	6.30%	20.00%	12.00%	10.00%	18.20%	14.30%	0.00%
Social-Demographic/Statistical information	31.00%	43.80%	33.30%	28.00%	30.00%	27.30%	42.90%	50.00%
Transport information	10.30%	12.50%	6.70%	12.00%	0.00%	18.20%	14.30%	0.00%
Culture files, libraries and Museum information	3.40%	6.30%	13.30%	12.00%	10.00%	18.20%	14.30%	50.00%
Others	6.90%	6.30%	13.30%	12.00%	10.00%	9.10%	28.60%	0.00%

Table 5-37. File formats of the products or services that are available in electronic format according to the distribution channel.

	PDF	Microsoft Office/Open Office files	XML	HTML	CSV	Geographic files	Grapchic and image files	Others
Internet (Web and FTP)	83.30%	82.40%	75.00%	92.00%	80.00%	83.30%	62.50%	100.00%
Phone	3.30%	5.90%	6.30%	8.00%	10.00%	8.30%	12.50%	0.00%
SMS	0.00%	0.00%	0.00%	4.00%	0.00%	8.30%	0.00%	0.00%
Fax	6.70%	11.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Email	46.70%	47.10%	62.50%	44.00%	50.00%	58.30%	62.50%	0.00%
Mail	16.70%	17.60%	6.30%	4.00%	0.00%	0.00%	0.00%	0.00%
Courier	13.30%	11.80%	12.50%	4.00%	0.00%	25.00%	50.00%	0.00%
Others	6.70%	11.80%	6.30%	8.00%	10.00%	8.30%	0.00%	0.00%

Table 5-38. Languages in which are offered the products and / or services according to the type of information.

	Spanish	Galician	English	Catalan	Valencian	French	Basque	Others
Business/Financial information	47.80%	11.10%	66.70%	40.00%	33.30%	75.00%	28.60%	62.50%
Geographic/Cartographic information	50.00%	44.40%	55.60%	60.00%	33.30%	75.00%	42.90%	75.00%
Legal information	28.30%	22.20%	16.70%	13.30%	16.70%	25.00%	14.30%	37.50%
Metereological information	13.00%	0.00%	16.70%	0.00%	0.00%	0.00%	0.00%	12.50%
Social-Demographic/Statistical information	28.30%	11.10%	22.20%	13.30%	0.00%	0.00%	0.00%	25.00%
Transport information	13.00%	0.00%	11.10%	0.00%	0.00%	0.00%	14.30%	12.50%
Culture files, libraries and Museum information	10.90%	0.00%	16.70%	6.70%	0.00%	0.00%	14.30%	12.50%
Others	13.00%	22.20%	11.10%	20.00%	33.30%	0.00%	28.60%	12.50%

Table 5-39. Languages in which are offered the products and / or services according to the distribution channel

	Spanish	Galician	English	Catalan	Valencian	French	Basque	Others
Internet (Web and FTP)	83.30%	77.80%	100.00%	80.00%	66.70%	100.00%	71.40%	100.00%
Phone	6.30%	0.00%	0.00%	6.70%	0.00%	0.00%	0.00%	0.00%
SMS	2.10%	0.00%	5.60%	0.00%	0.00%	0.00%	0.00%	0.00%
Fax	4.20%	11.10%	0.00%	13.30%	16.70%	0.00%	14.30%	12.50%
Email	47.90%	66.70%	55.60%	46.70%	83.30%	50.00%	85.70%	87.50%
Mail	10.40%	11.10%	0.00%	13.30%	16.70%	0.00%	14.30%	25.00%
Courier	12.50%	0.00%	0.00%	6.70%	0.00%	0.00%	0.00%	25.00%
Others	6.30%	0.00%	0.00%	6.70%	0.00%	0.00%	0.00%	0.00%

Table 5-40. Revenue model associated with the reuse activity according to the type of information.

	Free and unrestricted	Free with key	Free with advertising	Pay per access/use/work done	Pay per subscription	Pay per subscription with modalities	Premium Services	Others
Business/Financial information	50.0%	80.0%	66.7%	59.3%	31.3%	61.5%	62.5%	100.0%
Geographic/Cartographic information	80.0%	60.0%	33.3%	66.7%	25.0%	23.1%	62.5%	100.0%
Legal information	10.0%	0.0%	50.0%	29.6%	37.5%	30.8%	25.0%	0.0%
Metereological information	0.0%	0.0%	33.3%	14.8%	12.5%	7.7%	12.5%	0.0%
Social-Demographic/Statistical information	10.0%	0.0%	33.3%	37.0%	18.8%	30.8%	37.5%	0.0%
Transport information	10.0%	0.0%	16.7%	11.1%	12.5%	23.1%	0.0%	0.0%
Culture files, libraries and Museum information	20.0%	0.0%	16.7%	11.1%	6.3%	7.7%	25.0%	0.0%
Others	10.0%	20.0%	50.0%	11.1%	6.3%	7.7%	25.0%	0.0%

Table 5-41. Revenue model associated with the reuse activity as a distribution channel.

	Free and unrestricted	Free with key	Free with advertising	Pay per access/use/work done	Pay per subscription	Pay per subscription with modalities	Premium Services	Others
Internet (Web and FTP)	81.8%	100.0%	100.0%	92.6%	81.3%	92.3%	75.0%	100.0%
Phone	18.2%	20.0%	14.3%	0.0%	0.0%	0.0%	12.5%	0.0%
SMS	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%
Fax	0.0%	0.0%	0.0%	7.4%	0.0%	7.7%	12.5%	0.0%
Email	45.5%	60.0%	57.1%	44.4%	50.0%	38.5%	50.0%	0.0%
Mail	0.0%	0.0%	0.0%	7.4%	18.8%	15.4%	12.5%	0.0%
Courier	9.1%	20.0%	14.3%	14.8%	6.3%	0.0%	0.0%	0.0%
Others	9.1%	0.0%	0.0%	7.4%	6.3%	7.7%	0.0%	0.0%

Table 5-42. Revenue model associated with the reuse activity by type of marketing formats

		Free and unrestricted	Free with key	Free with advertising	Pay per access/use/work done	Pay per subscription	Pay per subscription with modalities	Premium Services	Others
Marketing formats: Products	Raw data	36.4%	40.0%	28.6%	32.0%	45.5%	41.7%	37.5%	0.0%
	Data processed	81.8%	100.0%	85.7%	88.0%	81.8%	83.3%	75.0%	100.0%
	Maps	72.7%	60.0%	28.6%	44.0%	27.3%	16.7%	37.5%	100.0%
	Publications	36.4%	60.0%	42.9%	32.0%	27.3%	25.0%	50.0%	100.0%
	Others	0.0%	0.0%	14.3%	4.0%	0.0%	0.0%	0.0%	0.0%
Marketing formats: Services	Custom Reports	85.7%	100.0%	60.0%	89.5%	90.9%	75.0%	85.7%	100.0%
	Comparatives	14.3%	20.0%	60.0%	21.1%	9.1%	25.0%	28.6%	0.0%
	Clipping	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Advice	42.9%	80.0%	40.0%	26.3%	9.1%	25.0%	42.9%	100.0%

	Others	0.0%	0.0%	20.0%	0.0%	9.1%	0.0%	0.0%	0.0%
Marketing formats: Applications	Client Software	66.7%	100.0%	75.0%	76.9%	50.0%	60.0%	40.0%	100.0%
	GPS Information	66.7%	75.0%	0.0%	30.8%	50.0%	20.0%	40.0%	100.0%
	Mobile Software	44.4%	75.0%	0.0%	30.8%	50.0%	20.0%	60.0%	100.0%
	SMS/Email Alerts	11.1%	50.0%	25.0%	15.4%	16.7%	20.0%	60.0%	0.0%
	Others	11.1%	25.0%	0.0%	15.4%	50.0%	0.0%	20.0%	100.0%

Table 5-43. Added value by infomediary activity: ratio of primary data formats and types of products sold by companies.

	Raw data	Data processed	Maps	Publications	Others
Catalogues	36.4%	20.6%	26.7%	25.0%	0.0%
Statistical Data	45.5%	41.2%	46.7%	33.3%	0.0%
Images	27.3%	26.5%	46.7%	25.0%	0.0%
Maps and plans	36.4%	47.1%	86.7%	41.7%	50.0%
News and current affairs	9.1%	23.5%	13.3%	25.0%	0.0%
Censuses and Directories	36.4%	47.1%	40.0%	25.0%	0.0%
Data produced by the body	36.4%	50.0%	46.7%	50.0%	0.0%
Reports	27.3%	11.8%	20.0%	25.0%	0.0%
Standards and jurisprudence	9.1%	20.6%	20.0%	41.7%	0.0%
Official Gazettes	54.5%	38.2%	13.3%	50.0%	100.0%
Others	18.2%	8.8%	0.0%	8.3%	50.0%

Table 5-44. Added value by infomediary activity: ratio of primary data formats and types of services sold by companies

	Custom Report	Comparatives	Clipping	Advice	Others
Catalogues	23.1%	33.3%	0.0%	22.2%	0.0%
Statistical Data	38.5%	50.0%	0.0%	33.3%	0.0%

Images	26.9%	33.3%	100.0%	33.3%	0.0%
Maps and plans	34.6%	33.3%	100.0%	55.6%	50.0%
News and current affairs	19.2%	66.7%	0.0%	11.1%	0.0%
Censuses and Directories	42.3%	66.7%	0.0%	44.4%	50.0%
Data produced by the body	50.0%	66.7%	0.0%	55.6%	50.0%
Reports	23.1%	33.3%	0.0%	11.1%	0.0%
Standards and jurisprudence	26.9%	16.7%	0.0%	11.1%	0.0%
Official Gazettes	42.3%	50.0%	0.0%	33.3%	0.0%
Others	3.8%	0.0%	0.0%	11.1%	0.0%

Table 5-45. Added value by infomediary activity: ratio of primary data formats and types of applications marketed by companies

	Client Software	GPS Information	Mobile Software	SMS/Email Alerts	Others
Catalogues	11.8%	33.3%	28.6%	50.0%	0.0%
Statistical Data	35.3%	33.3%	28.6%	25.0%	0.0%
Images	35.3%	66.7%	28.6%	25.0%	0.0%
Maps and plans	52.9%	100.0%	71.4%	50.0%	75.0%
News and current affairs	11.8%	0.0%	0.0%	25.0%	0.0%
Censuses and Directories	29.4%	33.3%	42.9%	75.0%	0.0%
Data produced by the body	35.3%	33.3%	28.6%	50.0%	50.0%
Reports	5.9%	33.3%	28.6%	25.0%	0.0%
Standards and jurisprudence	11.8%	33.3%	14.3%	75.0%	0.0%
Official Gazettes	17.6%	16.7%	28.6%	100.0%	25.0%
Others	5.9%	0.0%	0.0%	0.0%	25.0%

Anexo V Tables related to the analysis of infomediary sector demand.

Table 5-46. Distribution of volume of demand

	From 0 to 9 employers	10-25	26-50	51-250	Over 250
to 100	60.0%	55.6%	25.0%	37.5%	33.3%
101-500	20.0%	22.2%	50.0%	0.0%	0.0%
501-5000	20.0%	22.2%	0.0%	25.0%	0.0%
Over 5000	0.0%	0.0%	25.0%	37.5%	66.7%