



**INFOMEDIARY SECTOR**

**ASEDIE**

ASOCIACIÓN MULTISECTORIAL  
DE LA INFORMACIÓN

July 2014

## **INTRODUCTION**

The Spanish infomediary Sector, as the international one is a place where coming out of the current uncertain situation new products and services that help define the framework in the development of new business can be launched.

Increased technological capabilities increments initiatives in creating new value-added products that are being carried out by companies in the sector, while at the same time encouraging the creation of new companies related to reusing public sector information and whose progress will be greater if access and availability to this information is improved through the new technologies.

Likewise, technological capabilities are shown as an vital tool for accessibility, communication, processing and value creation that is obtained from data provided by the Administration.

Since the beginning of the crisis and as a result thereof, a high level of business security is looked for instead of a high amount of business. This circumstance means a high importance is based on the risk management of, among other items, the information created with the treatment and reuse of different channels of information.

The ability to adapt to change through knowledge based on information, along with innovation in processes, treatments, products and services, is the path to success in an increasingly globalized world characterized by increasing competition.

By exploiting the discussed information new business fields related to market needs can be explored, being simultaneously more transparent and secure a necessity in today's environment.

By increasing the volume of information new applications, products, services and processes that represent the foundation for the development of companies are created.

Users demand more and more products with information to base their decisions, whether recreational, economic, commercial, social etc.

Likewise companies demand greater security of commercial traffic and greater transparency in all business transactions.

Decision making under these circumstances is rapid and has a homogeneous criteria, leading to greater efficiency in processing operations and improving the transparency of them.

The information can be accessed by multiple devices and can be in multiple formats.

Information in the public sector is the main raw material of products and services including information on geographics, business, economics, financial, environmental, legal, social, transport, etc.

In the knowledge economy in which we live, the companies forming part of ASEDIE are aware of the importance of re-using public sector information which can be assumed as a fundamental element to generate value.

Having rich and objective information that is treated properly can raise the level of transparency in business. This increased transparency fosters several beneficial effects on the economy:

- Increased confidence
- Greater projection
- More efficient companies
- More resistant business network

Over the last decade, the products offered by the infomediary sector have become a vital part in commercial traffic providing value and the necessary legal certainty to allow other agents to operate with precision, safety and diligence that the market demands.

Although legislatively speaking it has made good progress in practice, access to public information is more of a social than business access, therefore making the data is not a even a lever in facilitating business.

The scope of the economic and social impact directly and indirectly linked to the development of the infomediary sector with political, economic and social implications should be addressed and analyzed in a public / private environment in order to obtain a clearer and accurate market framework.

In this context, developing products for emerging customer needs in today's global marketplace is necessary. To do this, it is essential to seize, among other sources, the large

volume of information available to the public administration as is done in other European countries where the reuse of public information is more advanced.

That is why a "close working relationship" between the public administration and private companies is increasingly important, to be able to achieve optimization of resources, greater competitiveness and cost reduction for the business network who benefit from these products and services which are created from public information. One that stands out for its importance is economic and financial information on all Spanish commercial agents, essential for decision making in business management (sales, marketing, risk management, etc.) .

The strengthening of ties between the public and private sector values the information of the public sector and allows the private to develop new business based on delivering value by creating products, services and solutions based on this information.

Following our belief that having a rich, objective and properly treated information can raise the level of transparency in business, ASEDIE, with the aim to put the value of information in a place that we believe it corresponds to, have realised the second Infomediary Sector report, directed primarily at both the different Public Administrations possessing information, as at the Infomediary Sector.

Knowing the true value of the infomediary Sectors potential and profitability is essential when adopting effective policies for its development therefore allowing the likelihood of success.

The publication of the first report allowed us to obtain a first analyst of the infomediary sector and in this second report we have tried to polish and refine further.

From ASEDIE, we are convinced that as access to information is greater and less expensive, the network of infomediary companies or reusers of information will increase exponentially with a socio-economic impact, because of the expectations of growth as for the activity of the companies, their employees work and life, and citizens in general.

## **METHODOLOGY**

Year after year, we are aware of the importance of outlining clearly as possible the infomediary sector and the value it represents, ASEDIE has worked on the analysis of companies in the infomediary sector for the last six months.

Our goal is to determine through this report, the impact the infomediary sector has primarily on two main aspects: economic and social.

From the hard work that was done last year:

- Standardization of all Spanish companies active in a single database.
- Segmentation by CNAE (National Classification of Economic Activities).
- Screening of 5,000 companies
- Updating the said companies, acquiring and incorporating information from multiple sources and using different updating processes.
- Making numerous analyzes and discards; including manual review, confirmation of activity and telephone research in cases where doubts were present.
- Final selection of infomediary companies (444 companies)
- Categorization of companies selected in 5 major sectors

And coming back this year to find the same difficulties:

- Unavailability of information from the public sector.
  - Large corporations with a division that conducts infomediary activities, therefore involving a very detailed analysis before selecting or discarding.
  - The registration information (CNAE, Social Object, etc.) is not always the main activity that these companies develop
  - The scarcity and degrees of updates on available information.

We have worked in this second report, characterizing more precisely the infomediary Sector in Spain, which by its heterogeneity and novelty is still interpretive.

On one hand, we have tried to correct the inaccuracies derived from the lack of information (not because of faulty information), with a major effort to increase research, purchase and obtain data on the companies selected in the previous report.

As a result of this analysis companies have been confirmed and in some instances reclassified from the previous report, mainly from the geographic information sector.

On the other hand, being aware that the infomediary sector could be greater than reflected in the previous report, we have deepened the analysis of two new sectors, adding a new group of companies: Publishing Sector.

From an initial selection by CNAE of 1629 publishing companies, 56 of these companies were finally selected for the Publishing sector.

With the same method of analysis as performed above, **105 new companies** were finally identified with dedication infomediary activity.

The final analysis results in the identification of **549** infomediary sector companies that according to the companies activities it has been categorized into six major sectors:

- **Directory service:** Companies dedicated to the creation of directories and mailing addresses, location and advertising for businesses and individuals based on directories and files of telephone subscribers, representing a total of 18 companies. (3% of the total infomediary companies)
- **Economic and Financial:** Companies dedicated in commercial risk information, marketing. Creditworthiness and solvency, credit bureaus, etc. Representing a total of 63 companies (11% of the total).
- **Market Research:** Activities related to conducting public opinion polling and market research and studies, representing a total of 339 companies (62% of the total).
- **Geographic Information:** geographic and cadastral information, both graphical and alphanumeric information including planning, representing a total of 43 companies (8% of the total).
- **Publishing:** Editing, writing, book printing, marketing databases, information services, publications, newspapers and magazines, distribution of financial economic texts, etc, representing a total of 56 companies (10% of the total).

- **Other:** With a total of 30 companies (5% of the total) in this group, including companies dedicated to a wide arrange of activities.

The annual publication of this report consisted of:

1) Annual analysis of results

- By Autonomous Communities
- By CNAE
- By activity sectors
- By age and sector
- By information source (Public and / or Private)

2) Analysis of Turnover

- Total
- By sector
- Average Turnover
- Evolution of Total and sector Turnover

3) Analysis of Employees

- Total
- By Sector
- Media Employees
- Evolution of Total and Sector Employees

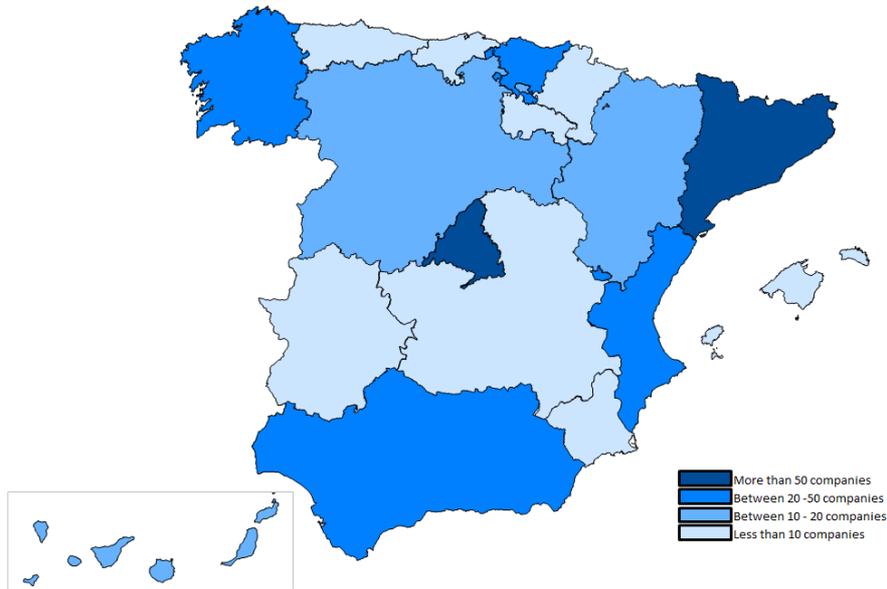
4) Analysis of share capital

- Total
- By Sector
- Average Social capital
- Evolution in total and sector capital

## RESULTS

Currently, 549 different companies that make up the infomediary sector in Spain have been identified.

National Geographical Distribution

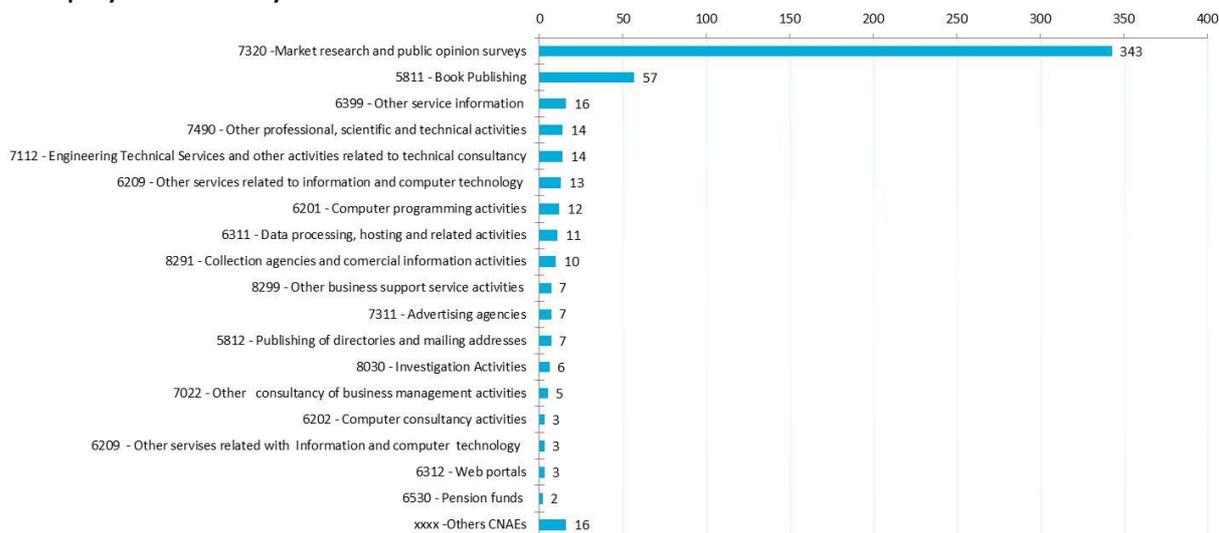


Most companies are in the community of Madrid (40%) and Catalonia (25%)

Community	Companies	%
Andalucia	26	5%
Aragon	14	3%
Asturias	9	2%
Baleares	5	1%
Canarias	10	2%
Cantabria	1	0%
Castilla Leon	18	3%
Castilla la Mancha	7	1%
Cataluña	135	25%
Extremadura	4	1%
Galicia	31	6%
La Rioja	1	0%
Madrid	220	40%
Murcia	4	1%
Navarra	7	1%
Pais Vasco	31	6%
Valencia	26	5%
<b>Total</b>	<b>549</b>	

The selection of infomediary companies includes a good number of **diverse activities**, a fact that allows the coexistence of up to 19 different CNAE level activities, although most dedicate as principal activity, **market research and public opinion surveys (CNAE 7320)** followed by **book edition (CNAE 5811)**

#### Company Distribution by CNAE



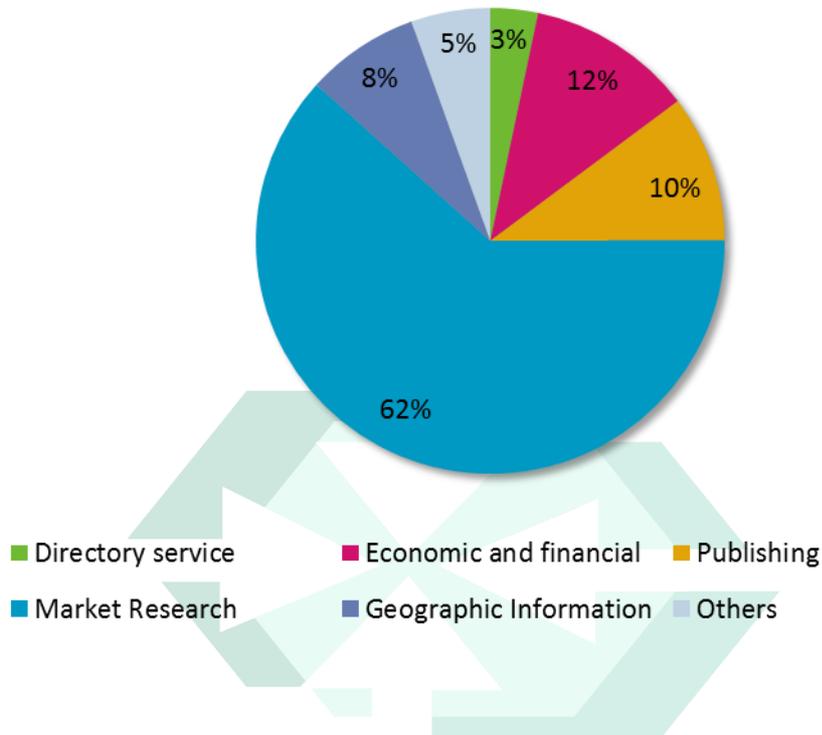
As in previous years CNAE has unified 19 classifications into "sectors" where the highest representation in terms of number of companies is **Market Research**, here **62%** of the companies are concentrated.

After these companies the rest have been categorized as "Economic and Financial" which represent 11% of the total, followed by " Editorial " (10%) and "Geographic Information" (8%)

The least represented sector is "Directory service" (3%).

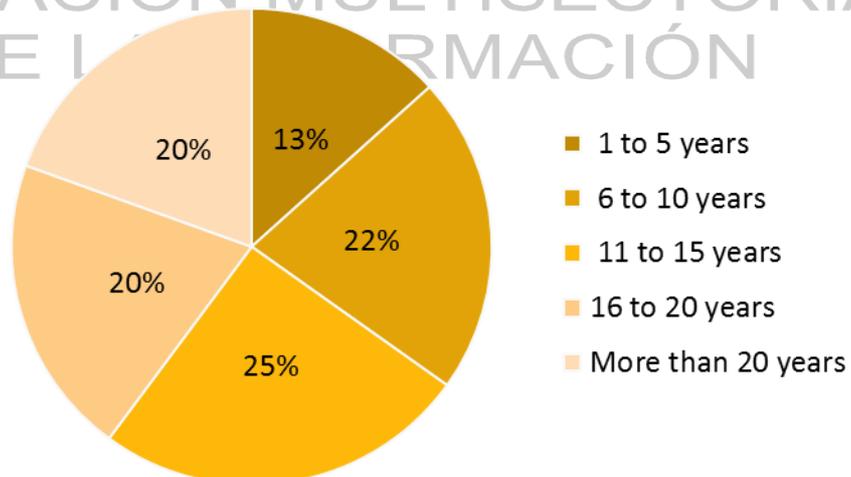
Sector	Companies	%
Directory service	18	3%
Economic and financial	63	11%
Publishing	56	10%
Market Research	339	62%
Geographic Information	43	8%
Others	30	5%
<b>Total</b>	<b>549</b>	<b>100%</b>

### Company Distribution by Activity Sector

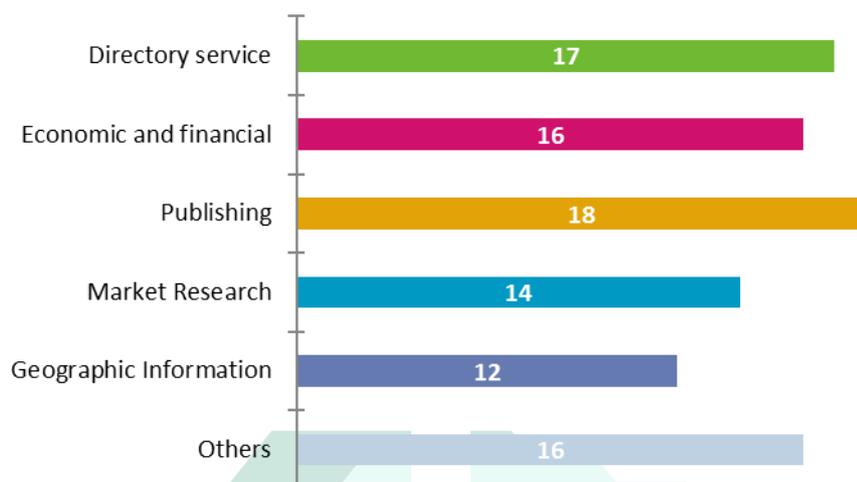


With respect to the average age of the infomediary companies, there is **some diversity** and not a specific concentration in certain segments, the largest sector of companies have an average age of between **11-15** years.

### Company Distribution by Age



## Medium Age per Sector



The **average age** per sector varies from **12 years** in the Geographic Information to **18** in the Publishing.

The longest running companies are those in the Publishing sector, where one company has been running for **74 years**, followed by Publishing and Market Research where in each sector has a company that has been open for 56 years.

Sector	Number of Companies	Creation year of the oldest	Years
Directory service	18	1940	74
Economic and financial	63	1966	48
Publishing	56	1958	56
Market Research	339	1958	56
Geographic Information	43	1988	26
Others	30	1973	41
<b>Total general</b>	<b>549</b>		

The **youngest companies** were established in 2013, in all sectors except for Market Research and Publishing exists a company created in 2013.

From the perspective of young companies, defined as companies created between 2006 and 2013, the highest **proportion of young companies** is found in the Geographic Information sector, where 33% of the 43 companies that make up this sector were formed in the year 2006 or later.

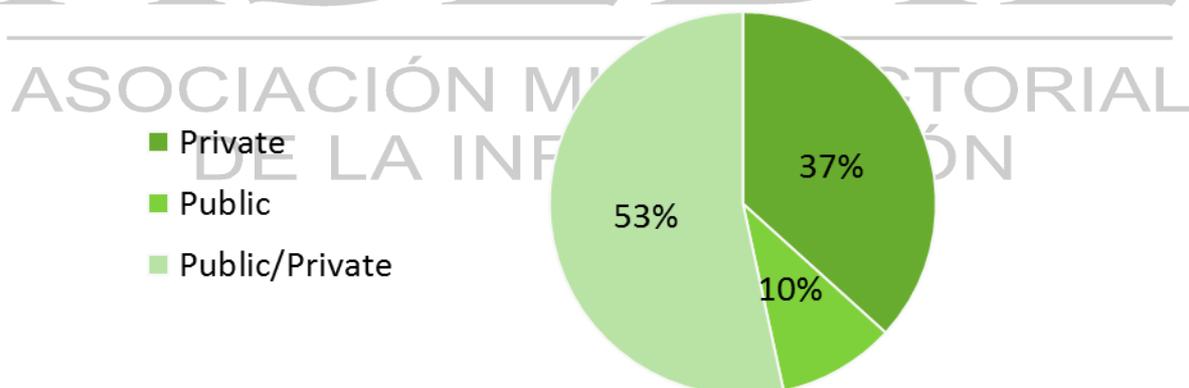
Sector	Number of Companies	Created between [2.006-2.013] ]	Proportion %
Directoriales	18	3	17%
Económico y Financiero	63	11	17%
Editoriales	56	10	18%
Estudios de Mercado	339	72	21%
Información Geográfica	43	14	33%
Otros	30	6	20%
<b>Total general</b>	<b>549</b>	<b>116</b>	<b>21%</b>

Market Research, despite not having any company established in 2013 is the next sector with the higher proportion of young companies, 21% were created in this period.

Another magnitude to characterize grouped companies would be the **origin of the type of information** which is used: public sources, private information, or both.

In total, **90%** of the infomediary companies operate with **private** information (37% "private" only and 53% "public and private"), and **63%** operate with **public** information (10% "public" only and 53% "public and private").

### Company Distribution by type of information used



Total revenues associated with the infomediary companies in 2012 were close to 1.1 billion euros (**1,074,359,499 euros**). This figure allows us to assign average revenue of **almost 2 million euros per company** (1,956,939 euros) in 2012. However, the sales medium for all companies is **€ 240,264**, which gives us an indication that there are very few companies that make high turnover that averages 2 million euros.

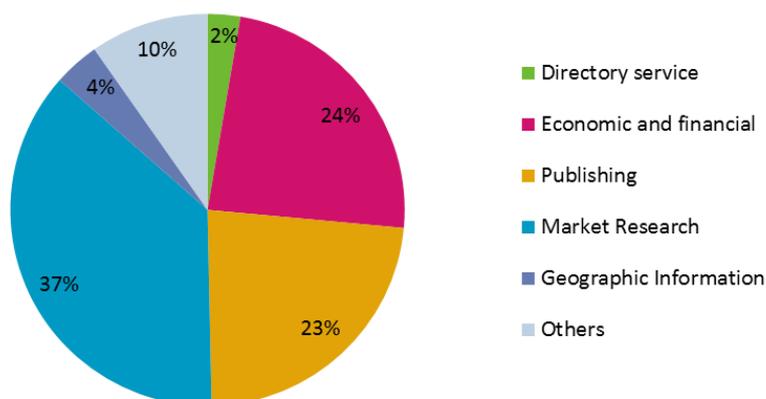
Sector	Sales 2012	%
Directory service	28.839.491 €	2,68%
Economic and financial	255.542.205 €	23,79%
Publishing	249.260.252 €	23,20%
Market Research	395.769.399 €	36,84%
Geographic Information	40.455.720 €	3,77%
Others	104.492.431 €	9,73%
<b>Total</b>	<b>1.074.359.499 €</b>	

About 83% of this turnover is concentrated in three groups "Market Research", "Economic and Financial" and "Publishers".

In particular:

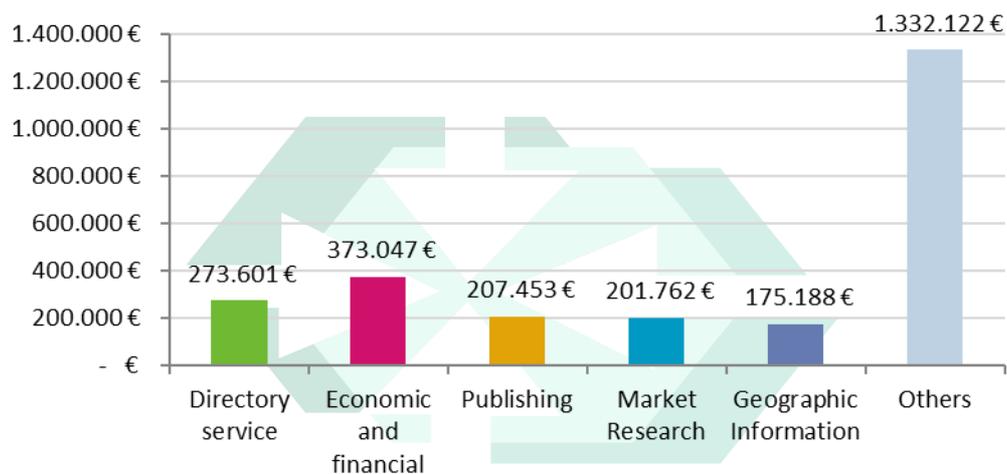
- The **Market Research** sector has the highest turnover with some sales coming up to € 396 million contributing to 36.84% of the turnover, with a representation of 62% all the infomediary companies
- The **Economic and Financial** sector: Contributes 23.79% of turnover (€ 255 million) representing 11% of infomediary companies.
- The **Publishing** sector: contributes 23.2% of turnover (€ 249 million) representing 10% of infomediary companies.

**Sales Distribution by Sector**



However in terms of **average turnover** the "others" sector have a higher amount (1.3 million euros on average per company)

### Medium sales by Sector

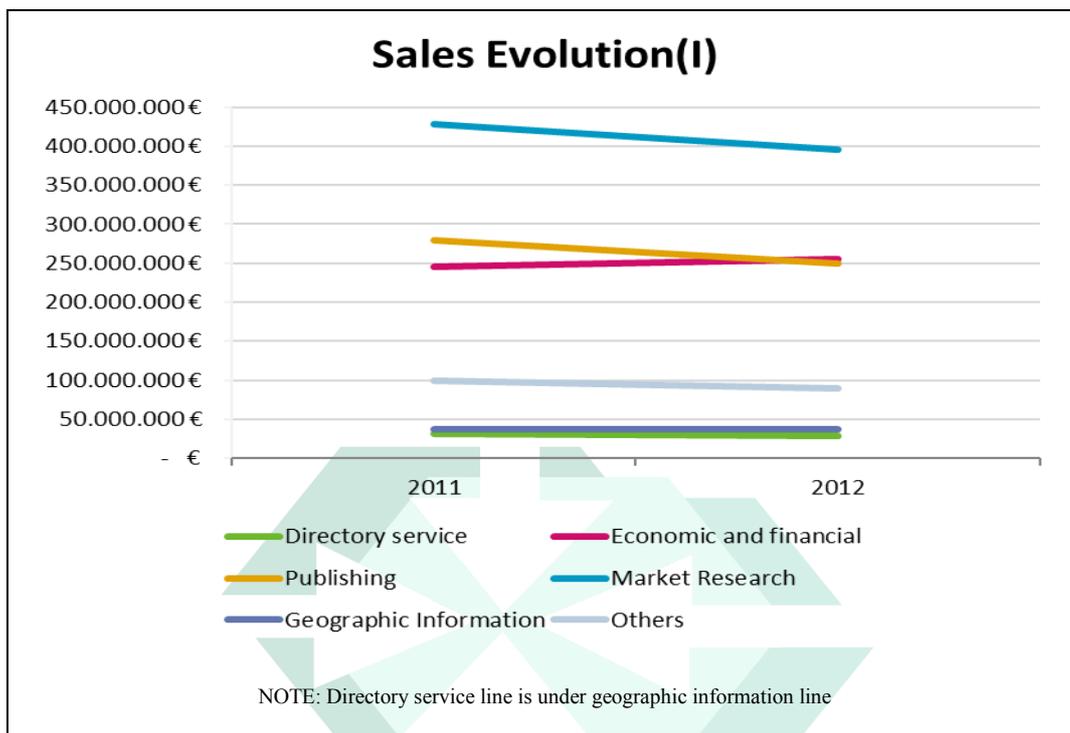


Also remarkable is the **concentration** of companies with the highest turnover in the infomediary sector. If we focus on the **top ten companies** the **turnover is 418 million euros**, 39% of the total and with average sales close to 42 million euros for each of these ten companies.

Regarding the **evolution of the turnover**, **526 companies** (96% of the total) which had sales information for 2012 as for 2011 were work with.

Overall, the turnover for 2012 **has dropped -5.9% in sales** in comparison to the previous year.

In this sense, the only sector with a positive figure is the "Economic and Financial", with a turnover growth of **3.7%**.

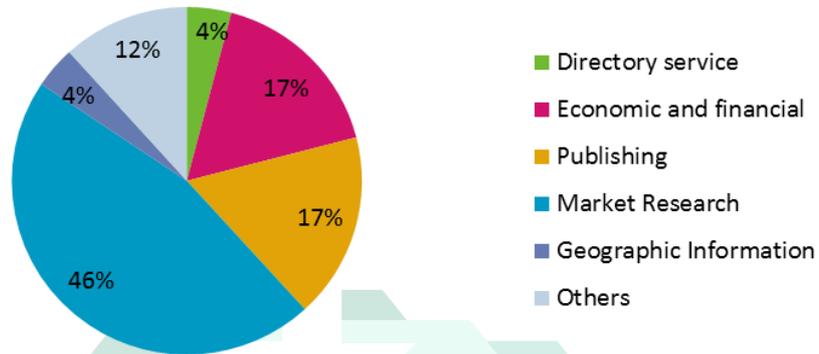


Sales Evolution (526 companies with data)			
	2011	2012	Variations
Directory service	31.952.058 €	28.839.491 €	-9,7%
Economic and financial	245.813.888 €	254.911.275 €	3,7%
Publishing	279.045.827 €	249.260.252 €	-10,7%
Market Research	428.091.325 €	395.769.399 €	-7,6%
Geographic Information	37.272.940 €	36.828.281 €	-1,2%
Others	98.956.764 €	89.887.784 €	-9,2%
<b>Total</b>	<b>1.121.132.801 €</b>	<b>1.055.496.482 €</b>	<b>-5,9%</b>

As for the total number for the employees in the all companies with infomediary activities, the exact figure for 2012 was 12,666, so the average number (expressed as median values) of employees per company is about 22.7 employees.

Sector	Employees 2012	%
Directory service	519	4%
Economic and financial	2.137	17%
Publishing	2.185	17%
Market Research	5.847	46%
Geographic Information	493	4%
Others	1.485	12%
<b>Total</b>	<b>12.666</b>	

## Employment Distribution by Sector



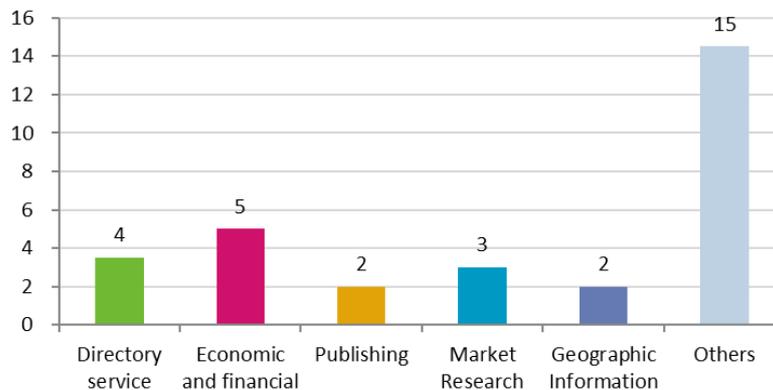
The "**Market Research**" sector represents 62% of companies, employs **46.16%** of total number of employees and stands out in employment terms in respect to the others. It is followed by "Publishing" and "Economic and Financial" sectors

Noteworthy cases:

- Publishing: Contributes 17.25% of employees with 10% deriving from infomediary companies.
- Economic and Financial: Contributes 16.87% of the employees, 11% deriving from infomediary companies.

However, in terms of the average number of employees, the new companies in the "others" sector have a higher average workforce (**15 employees**).

## Medium Employees by Sector

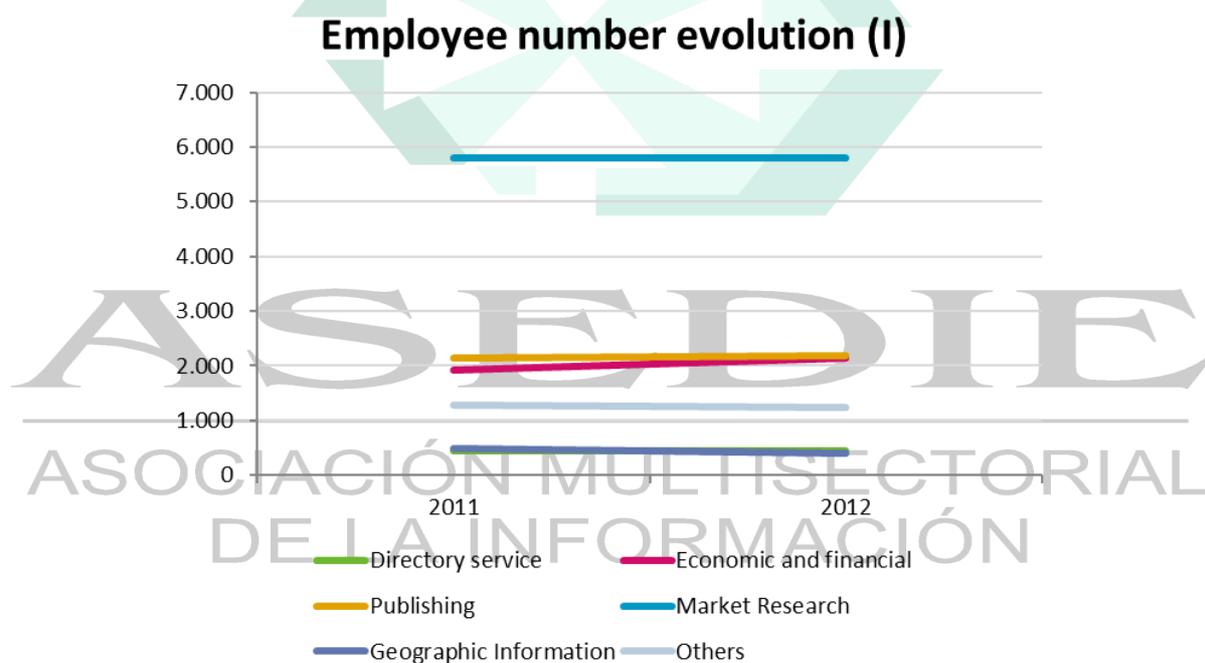


As in terms of turnover, there is a **high concentration** in the sector in terms of **employees**, the **top ten** companies in this category employ **4411 people**, representing 35% of the total. Thus the average the average number of employees for these top ten companies is 441 employees.

To calculate the **evolution in employment**, we had a total of **485 companies** (88% of the total) for which the number of employees for both 2011 and 2012 were provided.

Overall, the employment figure for 2012 is **similar to that of 2011**, with a variation of **1.2%** (a positive change compared to that observed in the previous study which showed a decrease of 0.3%)

In this sense, the sector with the highest employment growth is the "**Economic and Financial**" (+ **11.2%**), while the largest decline belongs to the "Geographic Information" (- **14.5%**).



<b>Employees number evolution (485 employees with data)</b>			
	<b>2011</b>	<b>2012</b>	<b>Variations</b>
Directory service	447	444	-0,7%
Economic and financial	1.917	2.131	11,2%
Publishing	2.143	2.185	2,0%
Market Research	5.797	5.797	0,0%
Geographic Information	477	408	-14,5%
Others	1.289	1.248	-3,2%
<b>Total</b>	<b>12.070</b>	<b>12.213</b>	<b>1,2%</b>

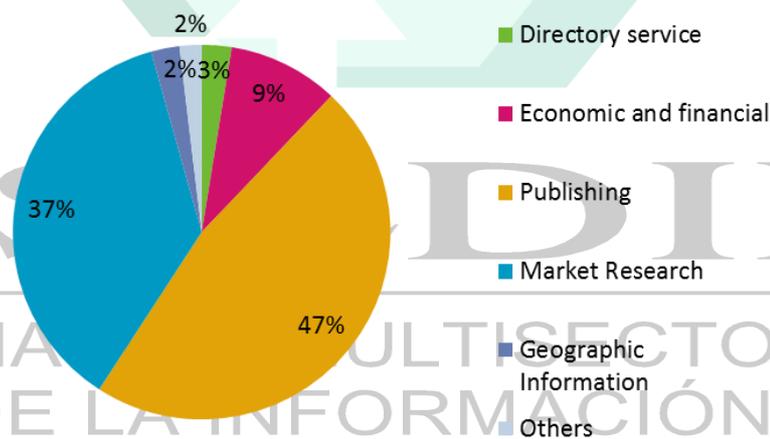
In 2013, the total capital for infomediary companies was **229 million euros**.

Most of the capital was concentrated among companies in the Market Research, Economic and Financial sectors and **above all the Publishing**.

Indeed we have to note the case of the **Publishing sector** whose capital contribution was a high **47%**, with 10% deriving for infomediary companies.

SECTOR	2013	%
Directory service	5.864.718 €	3%
Economic and financial	21.788.506 €	10%
Publishing	107.967.012 €	47%
Market Research	83.775.708 €	37%
Geographic Information	5.588.528 €	2%
Others	4.322.601 €	2%
<b>Total</b>	<b>229.307.073 €</b>	<b>100%</b>

### Subscribed Capital Distribution by sector

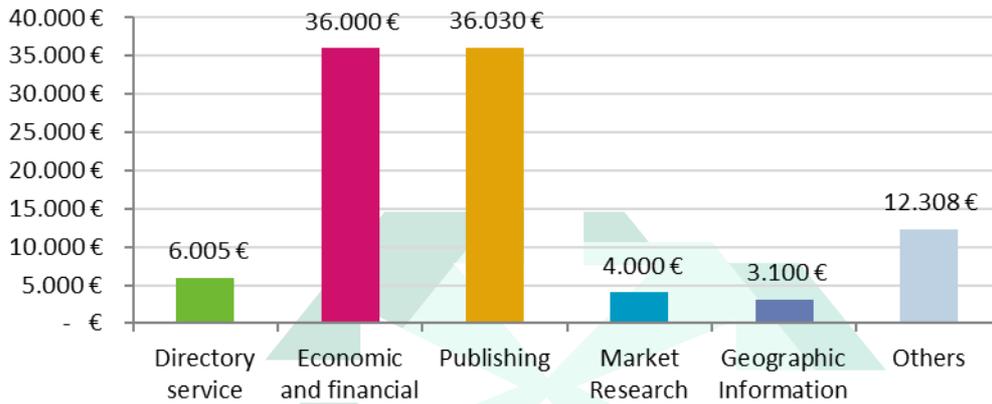


In addition we have to also note two other sectors:

- Market Research: contributing 37% of the total capital, with 62% deriving from infomediary companies.
- Economic and Financial: Contributing 10%, with 11% deriving from infomediary companies.

With regard to the **average capital** two sectors, Publishing and Financial and Economic are observed to stand out from the other sectors tripling the average value of the next sector (Other).

### Subscribed Medium Capital Distribution by Sector



As for capital evolution, strong growth (+ 32.5%) is observed in 2013 when compared to 2012, especially in the capital increases made in the "Market Research" sector.

### Subscribed Capital Evolution



By group the trend remains constant in most years, except in the aforementioned "Market Research" where a growth of more than 209% is seen in 2013, mainly caused by of the 339 companies increased capital.

<b>Capital Evolution</b>					
<b>SECTOR</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>dif 2.013 vs 2.012</b>
Directory service	5.858.718 €	5.861.718 €	5.861.718 €	5.864.718 €	0,1%
Economic and financial	18.688.297 €	21.445.180 €	21.627.997 €	21.788.506 €	0,7%
Publishing	108.152.915 €	107.961.468 €	107.961.468 €	107.967.012 €	0,0%
Market Research	25.737.645 €	26.770.489 €	27.712.445 €	83.775.708 €	209,4%
Geographic Information	5.292.220 €	5.395.216 €	5.585.528 €	5.588.528 €	0,1%
Others	5.231.643 €	5.594.544 €	4.341.028 €	4.322.601 €	-0,3%
<b>Total</b>	<b>168.961.438 €</b>	<b>173.028.615 €</b>	<b>173.090.184 €</b>	<b>229.307.073 €</b>	<b>32,50%</b>



**ASEDIE**  
 ASOCIACIÓN MULTISECTORIAL  
 DE LA INFORMACIÓN

**INFOMEDIARY SECTOR SUMMARY**

<b>Companies Identified</b>	<b>549 Companies</b>
<b>Turnover</b>	<b>€ 1.074.359.499 (-5.9%)</b>
<b>Employees</b>	<b>12.666 employees (+1.2%)</b>
<b>Share Capital</b>	<b>€ 229.307.073 (+32.5%)</b>

Given this data and the public sector being the major source of information within the European Union, the infomediary stands as one of the sectors with more progression in the European and Spanish environment, creating a new industry related to economic development and the creation of employment.



**ASEDIE**  
ASOCIACIÓN MULTISECTORIAL  
DE LA INFORMACIÓN