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**2019**  
**INFOMEDIARY**  
**SECTOR**

**asedie**

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*We live in a society immersed in the race towards constant progress. The key to a companies continuous success, is in their ability to use data. And, undoubtedly, we believe that this evolution has a direct impact on the development of each citizen's life, as well as on the actions they carry out and the decisions they make.*

*Knowing a sector's real, economic and social value is fundamental. It is true that the numbers are not everything, but until they are translated into figures such as, economic value and employment positions, it is difficult to get to the idea of the real scale of any sector*

*Asedie represents Infomediary companies, those that reuse information and have as their principal objective the analysis and treatment of public and/or private sector information to create products of added value destined for third companies or citizens in general.*

We are the protagonists of a change that is marking the beginning of a new era. Therefore, now more than ever, Asedie's task of disseminating, deepening and contributing to the Infomediary Sector is essential, while collaborating to rise society's awareness of the Sectors benefits.

Despite the difficulties, [Asedie](#) continues to grow, learn and surpass its objectives every day. We have managed to collaborate and work together creating a future in which the Infomediary Sector is recognized as one of the engines that enriches the economy.

The challenges we face are becoming more important and decisive therefore it is vitally important to have an instrument like this report that defines what and who forms the Infomediary Sector, and at the same time, satisfies the demand by organizations, companies and citizens who require services and/or products from our sector.

Our report is a true reflection of the work done by the companies of this Sector. Without going any further, the report is an example of a product made with public information, which has the added factor of a team of professional expert's knowledge included, these experts have been able to capture the value, in both quantity and quality of the Sector that we represent. How was it done? Several Public Sector databases have been used as raw material, and after accessing them, they have been downloaded, selected, analyzed, classified, treated, purified and standardized; then they have been consolidated and structured to generate information and finally, intelligence and analytical capacity has been incorporated.

We have come across the same difficulties that are suffered by infomediary companies daily, as access to information is not always easy. There is not enough accessible information, the said information is not always updated, there is still a lack of knowledge about the Infomediary Sector and the benefit that it can contribute to society and, as expected, we have again encountered the barrier that is represented by the various regulations.

We have elaborated a detailed list of the barriers that impeded access or reuse, although experience has led us to the conclusion that all these obstacles do not matter if the conflict between the different regulations facilitating the right to access Public Sector Information and other pre-existing rules of domestic law that place restrictions on accessing information or even literally prohibit its reuse are not resolved.

This being the case, the rest of the obstacles are left far behind, and could even be considered as "improvements". Again, from here we are urging the administration, to consolidate an efficient legal framework, adopt effective legislative policies, promote the necessary legislative amendments and to ensure the minimum level of harmonization. All this, would ensure equality in access to Public Sector information and its subsequent reuse, achieving homogeneous opportunities for all without distortions of competition in the reuse market.

We have been faced with a new adaptation challenge, since the Data Protection regulation came into force on 25 May 2018. Asedie's objectives continue to work towards guaranteeing a society at the forefront of progress and also of justice.

In Asedie, we continue to develop measures that, despite the hurdles and difficulties of various kinds, serve as an example and a guide of which measures to continue improving and the promotion of the transparency, access and open data principles.

In this regard, Asedie is pleased to be able to mention that, it has received the [Spanish Data Protection Agency's award](#) for "Good Practices in privacy and protection of personal data on initiatives to adapt to the European General Data Protection Regulation" for putting the Infomediary Sector Code of Conduct for the processing of personal data into motion in order to establish greater transparency and reliability in the Sector.

Faced with the challenges of this new data and digital technology era, the Association promotes solutions to bring down all the existing barriers, while the associated companies become good practice examples, allowing for the strengthening of confidence in business transactions.

Focusing on the 7th edition of this report, some of newly included areas are: the opening of three selected databases analysis, the consolidation of a panel of experts formed by Infomediary companies and the incorporation of Public Sector success stories related to the opening of data or access to it.

Likewise, we have continued to include different indicators to compare the progress to previous editions. Among which are the evolution of economic indicators and the sample of the product success stories from the Infomediary Sector, showcasing the reuse of Public Sector data.

*Asedie has always been open to the exigencies and needs of the reality that it is surrounded by, like every year, all its efforts have been directed towards a constant innovation to collaborate and guarantee the progress and good functioning of our economic system and therefore by extension, our society. It continues and will continue to strive to be protagonists, an active part and spokesperson for this new or not so new: Infomediary Sector.*

*Continuing in these lines, we present the 7th edition of the Infomediary Sector Report.*

*The Multisectoral Information Association, ASEDIE, brings together, among others, the main companies in the Economic and Financial Information subsector. This makes Asedie's access to the most complete commercial information databases in the market easier, thus obtaining an exhaustive universe of companies operating in Spain for the elaboration of this report.*

With this information, Asedie applies a methodology already verified after seven editions, and is summarized in the following steps:

Firstly, based on different criteria, such as the CNAE (National Classification of Economic Activities) or key concepts present in the company's social object, the global base of Spanish companies is filtered, to obtain the universe of candidate companies for this report.

The following tasks are performed on the previous result:

- To companies considered as infomediary in the previous report: verification that they remain active. Those that are no longer operative, are removed.
- Companies discarded in previous editions of the report: remain discarded.
- Each new company, that was not present in the previous report is revised by teams of two which, by consensus, determine whether or not they are considered as Infomediary if selected, a subsector should then be allocated.
- Companies not considered in the previous report (for example, because they are too recent), but marked as "to follow-up" are as in the last point, individually verified and validated by consensus.

In parallel, with the collaboration of certain Public Bodies and based on the knowledge of the Spanish economy in general and the Infomediary Sector in particular, a "scouting" or additional exploration of possible candidates is carried out, which if identified are also individually verified and validated by consensus.

Once the infomediary companies that will be part of the report have been identified, all the economic data available is added. An estimate is made for companies that do not have sales or employee data for said year, but do from the previous, applying the same upwards or downwards percentage that the subsector it belongs to has experienced.

Finally, on the previous result, the different analyses that compose the report are carried out.

The main **difficulties** encountered in the report's elaboration are:

- Limitations when it comes to obtaining information from the Public Sector.
- The inability to access the most up-to-date information as it is not yet available. In the specific case of this report, the financial information used for sales and employees corresponds to 2017, since at the report's closing the companies analyzed financial information for 2018, was not yet available.

- Additionally, some companies have delays in the deposit of their annual accounts and therefore in its publication or do not publish excessive information, which can limit the access to updated and accurate information .
- Large corporations exist that have some departments or areas that undertake infomediary activities. The failure to determine the proportion of these activities in their sales or employee numbers causes their inclusion in the study to be discarded.

- Finally, the company activity indicated in its registration information (CNAE, Social object), is not always the one that it exercises in the reality, causing inaccuracies and even confusions in the automatic selection process, therefore forcing an individual investigation of each candidate company for it to be considered infomediary.

In relation to the subsectors, those from the previous report have been maintained, as detailed in the following table:

Subsector	Description
Technical Consulting	Infomediary tasks assessment (legal, informatics, computing, marketing...)
Culture	Activities related to cultural education, document management companies and activities related to libraries, archives and museums.
Directory Services	Companies dedicated to the creation of directories and mailing addresses, location and advertising for businesses and individuals based on directories of telephone subscribers.
Economic & Financial	Companies dedicated to economic and mercantile risk information about companies and individuals. Creditworthiness and solvency information, credit bureaus. Recovery agencies.
Publishing	Companies that generate editorial content (guides, etc.) that use information from structured databases for their generation.
Market Research	Activities related to market research studies and conducting public opinion polling and investigation to improve directory databases.
Geographic Information	Geographic and cadastral information, both graphical and alphanumeric information including urban planning.
Infomediary Technology	Design and / or development for third parties of software for the download, treatment, anonymization, analysis, publication and commercialization of information from sources accessible to the public.
Meteorological	Meteorological information, weather and climate forecasts.
Tourism	Tourist information, hotels, routes and accommodation.

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# SUMMARY

## **Infomediary Companies**

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The number of Infomediary companies identified as active in Spain up to the 31st December 2017.



697



1.796.778.748 €

## **Business Volume**

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Aggregated sales for the 565 companies with financial data in 2017.

## **Employees**

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Aggregated employees for the 554 companies with employee data in 2017.



20.229



301.686.891 €

## **Suscribed Capital**

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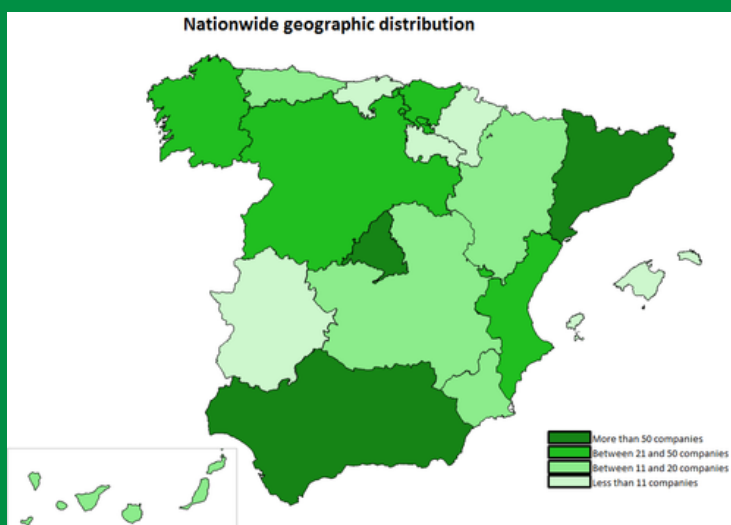
As of December 31st, 2018 and of the 697 identified as Infomediary companies

# DISTRIBUTION

*Distribution of 697 infomediary companies in different analytical areas*

## By Autonomous Community

The Infomediary Sector is represented in all the Autonomous Communities of the national territory, except for the Autonomous Cities of Ceuta and Melilla



Community	Companies	%
Andalucía	52	7%
Aragón	20	3%
Asturias	13	2%
Baleares	4	1%
Canarias	12	2%
Cantabria	7	1%
Castilla León	31	4%
Castilla la Mancha	11	2%
Cataluña	127	18%
Comunidad Valenciana	48	7%
Comunidad de Madrid	256	37%
Extremadura	9	1%
Galicia	44	6%
La Rioja	5	1%
Murcia	13	2%
Navarra	9	1%
País Vasco	36	5%
<b>Total</b>	<b>697</b>	<b>100%</b>

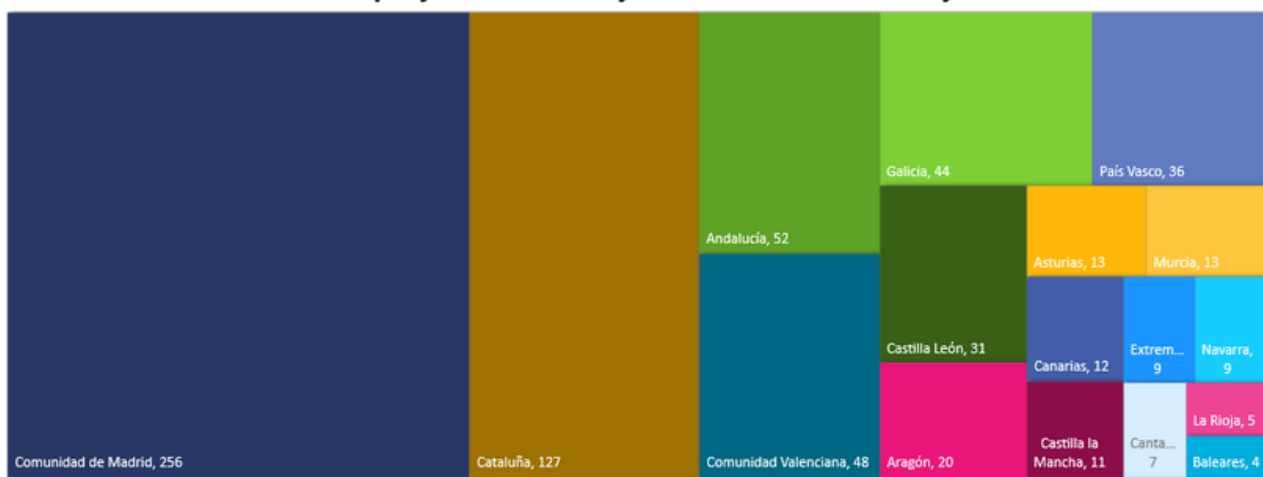
## 55% Madrid+Cataluña

55% of all the identified infomediary companies are from the Autonomous Communities of Madrid and Cataluña

## Medium of 13

Half of the Autonomous Communities count on 13 or fewer infomediary companies in their territory

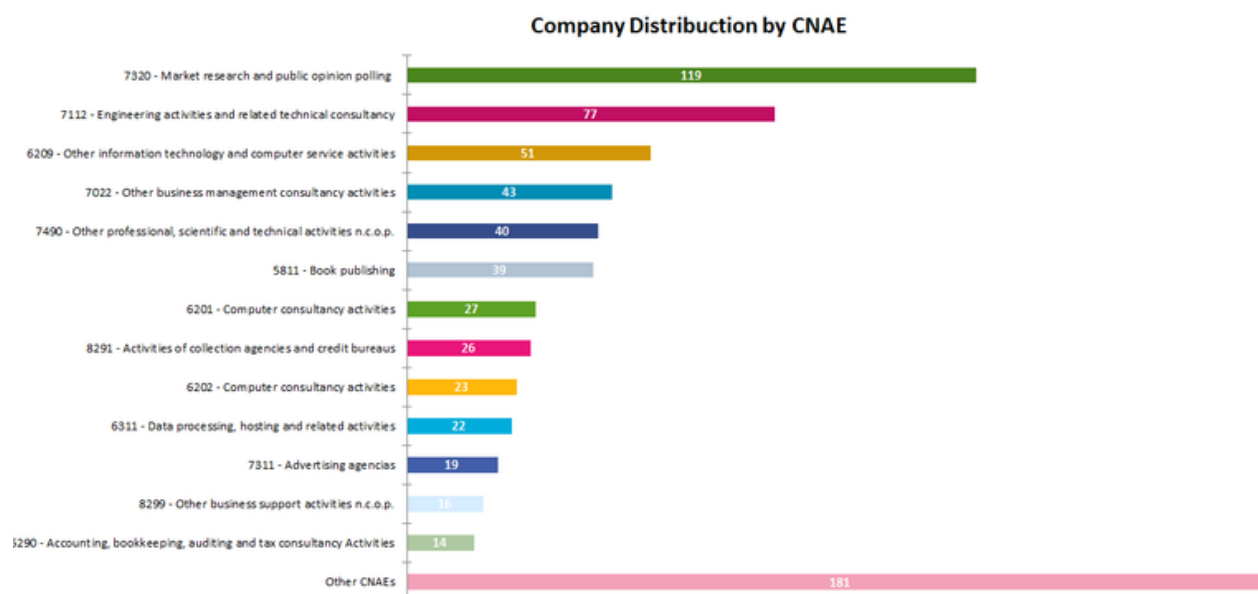
**Company Distribution by Autonomous Community**





# By Cnae

Using the National Classification of Economic Activities Code declared by each Infomediary company as criteria.



# 7320

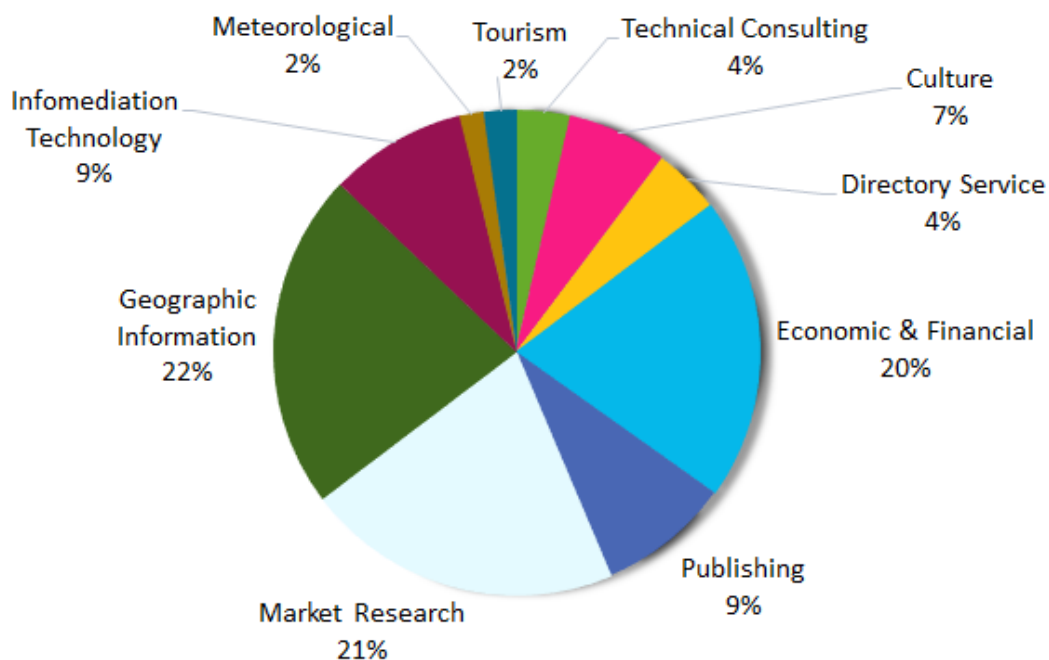
Among the more than 80 cnaes identified "7320-Market research and public opinion surveys" stands out

CNAE	Companies	%
7320 - Market research and public opinion polling	119	17%
7112 - Engineering activities and related technical consultancy	77	11%
6209 - Other information technology and computer service activities	51	7%
7022 - Other business management consultancy activities	43	6%
7490 - Other professional, scientific and technical activities n.c.o.p.	40	6%
5811 - Book publishing	39	6%
6201 - Computer consultancy activities	27	4%
8291 - Activities of collection agencies and credit bureaus	26	4%
6202 - Computer consultancy activities	23	3%
6311 - Data processing, hosting and related activities	22	3%
7311 - Advertising agencies	19	3%
8299 - Other business support activities n.c.o.p.	16	2%
6290 - Accounting, bookkeeping, auditing and tax consultancy Activities	14	2%
Other CNAEs	181	26%
<b>Total</b>	<b>697</b>	<b>100%</b>

# By Subsector

The high diversification of the sector at a CNAE level hinders the classification of data in this way, therefore to better categorise the companies the CNAEs have been unified into "subsectors".

**Company Distribution by activity**



## 3 Subsectores 64%

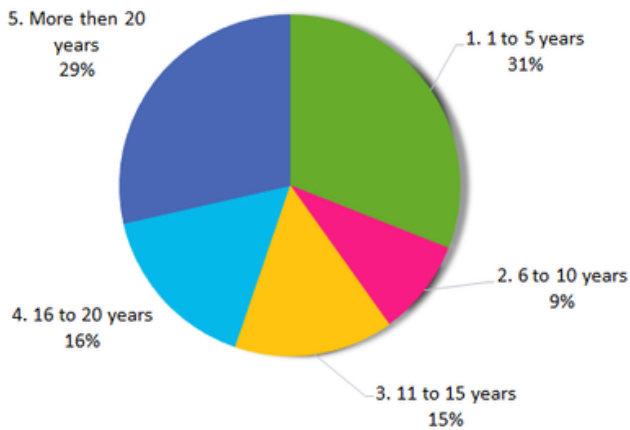
The Geographic Information, Market Research and Economic & Financial subsectors, account for 64% of the Sector, adding up to a total 444 companies.

Subsector	Companies	%
Technical Consulting	25	4%
Culture	46	7%
Directory Service	31	4%
Economic & Financial	141	20%
Publishing	61	9%
Market Research	147	21%
Geographic Information	156	22%
Infomediación Technology	64	9%
Meteorological	11	2%
Tourism	15	2%
<b>Total</b>	<b>697</b>	<b>100%</b>

# AGE

Age analysis of the 697 Infomediary companies.

Company Distribution by Age

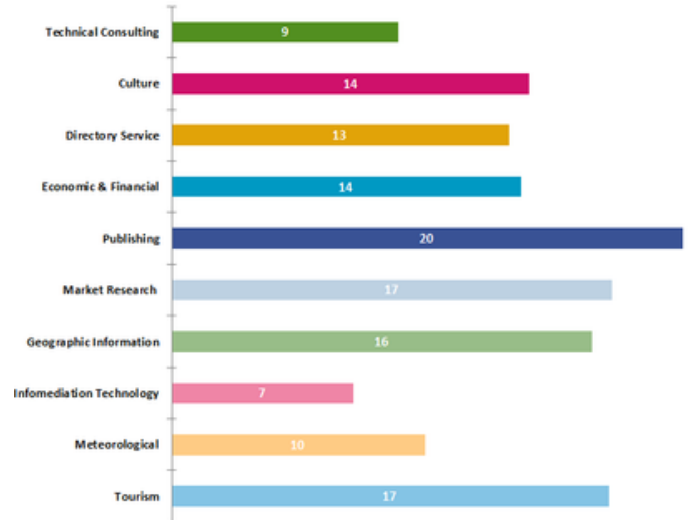


Age	Companies	%
1. 1 to 5 years	216	31%
2. 6 to 10 years	64	9%
3. 11 to 15 years	105	15%
4. 16 to 20 years	113	16%
5. More than 20 years	199	29%
<b>Total</b>	<b>697</b>	<b>100%</b>

**1947**  
Is the foundation year of the oldest company which belongs to the Directory Service subsector

**37**  
New companies have been created in the last nine years in the subsector that has grown the most.

Average age by subsector (in years)



Subsector	Age
Technical Consulting	9
Culture	14
Directory Service	13
Economic & Financial	14
Publishing	20
Market Research	17
Geographic Information	16
Infomediary Technology	7
Meteorological	10
Tourism	17

The average infomediary company age is relatively polarized with companies under 5 years (31%) to those over 20 (29%).

Subsector	Number of Companies	Companies created between 2009-2018	Proportion %	Subsector	Number of Companies	Foundation year of the oldest	Age
Technical Consulting	25	9	36%	Technical Consulting	25	1.955	63
Culture	46	11	24%	Culture	46	1.967	51
Directory Service	31	10	32%	Directory Service	31	1.947	71
Economic & Financial	141	37	26%	Economic & Financial	141	1.973	45
Publishing	61	5	8%	Publishing	61	1.960	58
Market Research	147	24	16%	Market Research	147	1.963	55
Geographic Information	156	26	17%	Geographic Information	156	1.964	54
Infomediary Technology	64	28	44%	Infomediary Technology	64	1.987	31
Meteorological	11	4	36%	Meteorological	11	1.997	21
Tourism	15	3	20%	Tourism	15	1.975	43
<b>Total</b>	<b>697</b>	<b>157</b>	<b>23%</b>	<b>Total</b>	<b>697</b>		

# SALES

Sales analysis for 565 Infomediary companies with available information (81% of the sample)

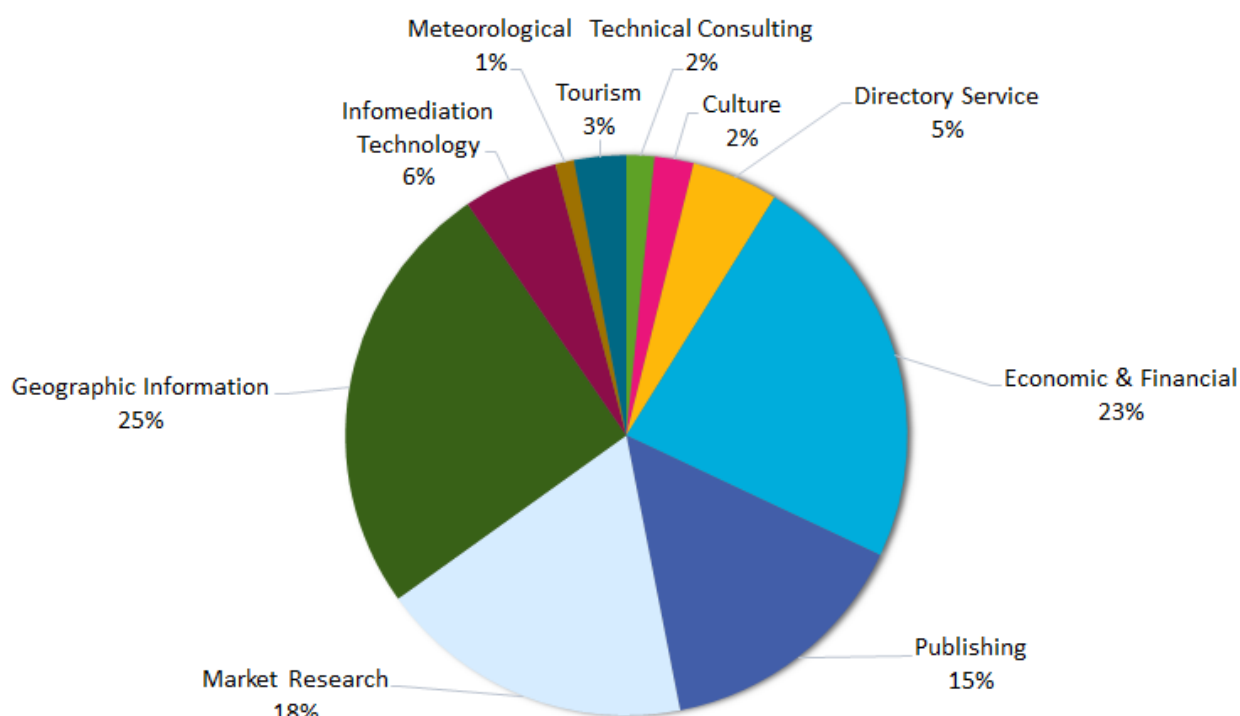
## 1.796.778.748€

Amount of aggregated turnover in the Infomediary Sector

## By Subsector

71% of the sales is represented in four of the ten defined subsectors.

Sales Distribution by Subsector



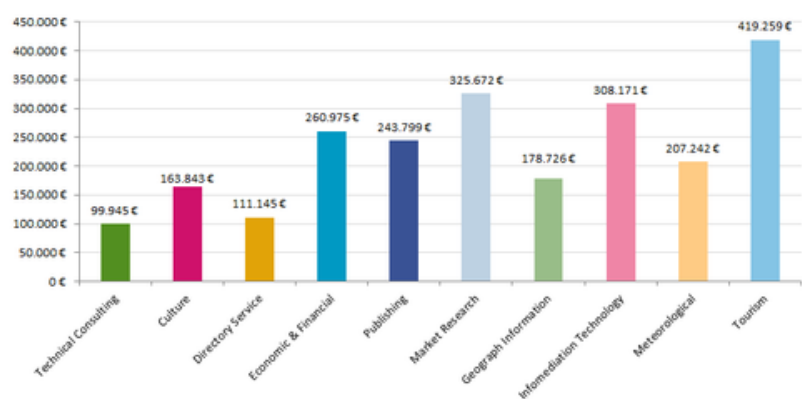
The two main subsectors, "Geographic Information" and "Economic & Financial", represent 50% of total.

### 3,180

The average sales per company in the sector amounts to more than three million euros

Subsector	Sales 2017	%
Technical Consulting	28.961.484 €	1,6%
Culture	40.431.063 €	2,3%
Directory Service	89.631.701 €	5,0%
Economic & Financial	416.440.264 €	23,2%
Publishing	267.717.096 €	14,9%
Market Research	326.405.874 €	18,2%
Geographic Information	455.545.345 €	25,4%
Infomediation Technology	98.514.252 €	5,5%
Meteorological	19.435.512 €	1,1%
Tourism	53.696.158 €	3,0%
<b>Total</b>	<b>1.796.778.748 €</b>	<b>100%</b>

Median sales by subsector



Subsector	Sales
Technical Consulting	99.945 €
Culture	163.843 €
Directory Service	111.145 €
Economic & Financial	260.975 €
Publishing	243.799 €
Market Research	325.672 €
Geograph Information	178.726 €
Infomediación Technology	308.171 €
Meteorological	207.242 €
Tourism	419.259 €

The median sales per subsector does not exceed at best half a million euros, far from the average sales of 3.180 million.

## High concentration of sales in a few companies

### Evolution

The lack of submitted account information by some companies in 2016 and 2017 meant that not all the sales data was available and therefore, the analysis has been conducted for 502 companies (72% of the sample) that have presented the said information.

**4.3%**  
**National  
GDP Growth**

**5.4%**  
**Infomediary  
Sector  
Growth**

Except for "Publishing", all other subsectors have grown with respect to the previous year, highlighting "Directory Services" and "Culture", two minor subsectors growing by more than 10%. Six of the ten subsectors have had a higher growth than the National GDP.

Subsector	2016	2017	Variation 2017 vs 2016
Technical Consulting	27.758.053 €	28.872.041 €	4,0%
Culture	36.571.524 €	40.409.504 €	10,5%
Directory Service	75.230.767 €	89.631.701 €	19,1%
Economic & Financial	348.842.834 €	368.211.140 €	5,6%
Publishing	124.841.735 €	123.674.850 €	-0,9%
Market Research	308.287.486 €	325.803.633 €	5,7%
Geographic Information	420.265.150 €	437.765.147 €	4,2%
Infomediación Technology	90.580.062 €	95.248.982 €	5,2%
Meteorological	17.806.617 €	19.435.512 €	9,1%
Tourism	32.223.476 €	32.803.140 €	1,8%
<b>Total</b>	<b>1.482.407.702 €</b>	<b>1.561.855.650 €</b>	<b>5,4%</b>

<b>GDP evolution 2017*</b>	<b>1.118.743</b>	<b>1.166.319</b>	<b>4,3%</b>
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\*(Millions of euros). Source INE - Contabilidad Nacional Anual: principales agregados

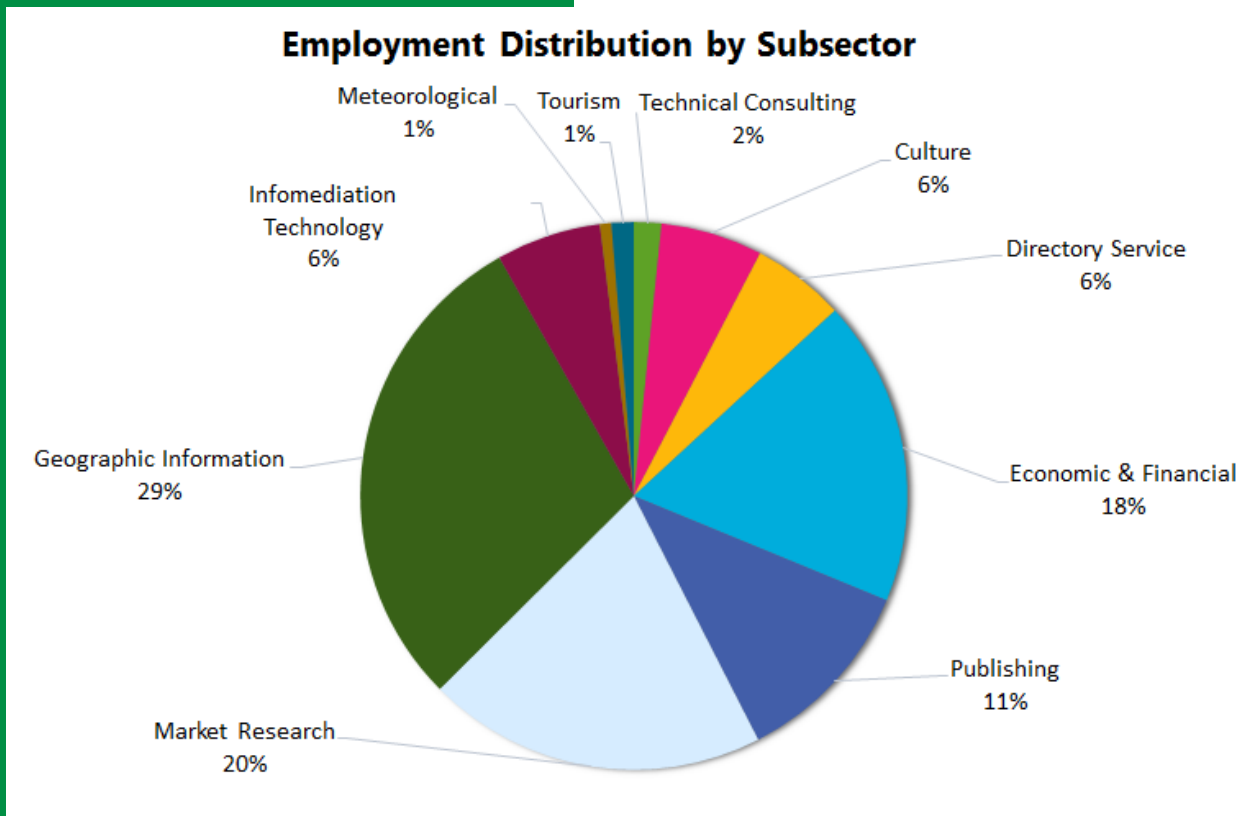
# EMPLOYEES

Employees analysis for the 554 infomediary companies that have the information available (79% of the sample).

**20.229**  
Employees

## By Subsector

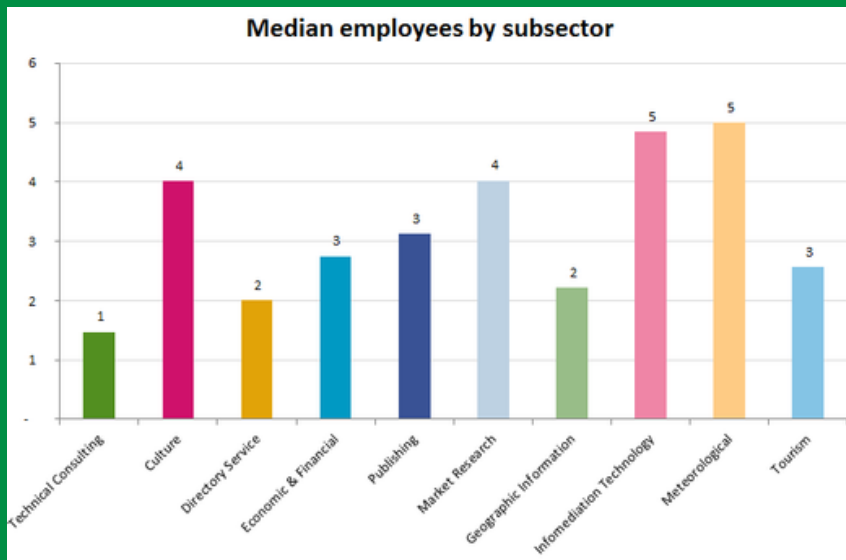
Almost half of the workers in the Infomediary Sector are employed by only two subsectors, "Geographic Information" and "Market Research"



The four main subsectors represent 78% of all employment in the Sector

**37**  
Employee  
average per  
company

Subsector	Employees 2017	%
Technical Consulting	329	1,6%
Culture	1.218	6,0%
Directory Service	1.114	5,5%
Economic & Financial	3.656	18,1%
Publishing	2.276	11,3%
Market Research	4.061	20,1%
Geographic Information	5.920	29,3%
Infomediation Technology	1.254	6,2%
Meteorological	137	0,7%
Tourism	265	1,3%
<b>General Total</b>	<b>20.229</b>	<b>100%</b>



Subsector	Employees
Technical Consulting	1
Culture	4
Directory Service	2
Economic & Financial	3
Publishing	3
Market Research	4
Geographic Information	2
Infomediación Technology	5
Meteorological	5
Tourism	3

The median employees per subsector does not exceed at best five employees, far from the average of 37 employees.

## High concentration of employees in few companies

### Evolution

In order to calculate the employment evolution, the total universe of 518 companies with available employee numbers was used (74% of the total)

**2,9%**  
National full-time employment growth

**4,1%**  
Number of employees in the Infomediary Sector growth

The highest growth was seen in the "Culture" subsector with 21%, and the largest decrease in "Technical Consulting" with -7%

In absolute terms, the greatest growth occurred in the "Economic & Financial" subsector with 275 new jobs and the largest decrease in "Publishing" with a loss of 63 jobs

Subsector	2016	2017	Variation 2017 vs 2016
Technical Consulting	346	321	-7,2%
Culture	1.004	1.218	21,2%
Directory Service	1.032	1.114	8,0%
Economic & Financial	2.974	3.249	9,2%
Publishing	1.099	1.036	-5,7%
Market Research	4.007	4.057	1,2%
Geographic Information	5.621	5.794	3,1%
Infomediación Technology	1.188	1.212	2,0%
Meteorological	133	137	3,5%
Tourism	266	265	-0,5%
<b>Total</b>	<b>17.670</b>	<b>18.402</b>	<b>4,1%</b>

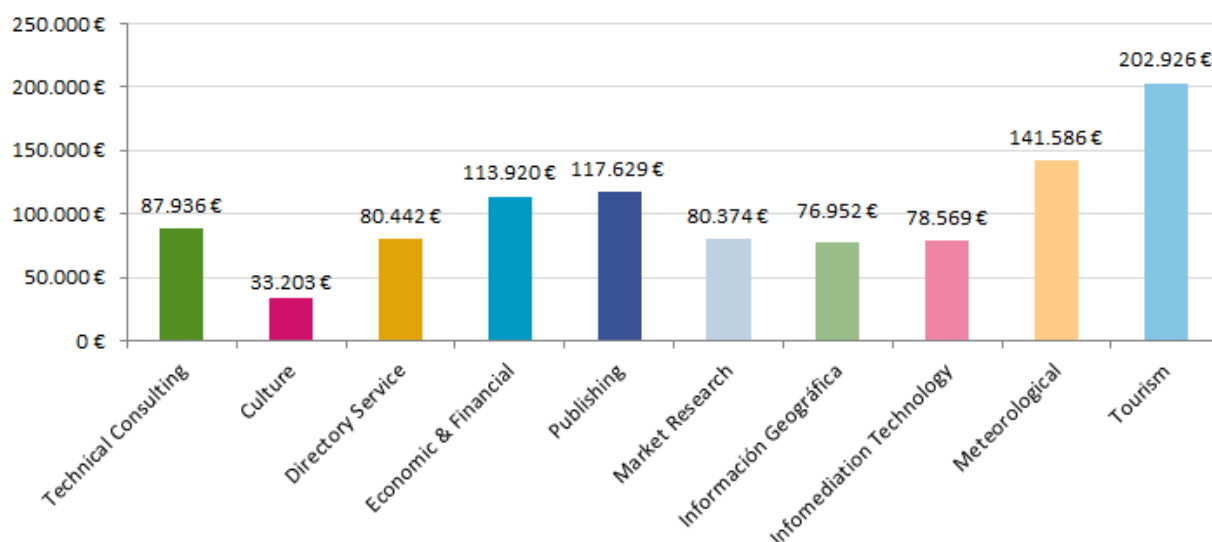
**Equivalent to Full-time**      **17.454**      **17.951**      **2,9%**

\*(Thousands of work positions). Source INE - Contabilidad Nacional Anual: principales agregados

# By turnover

The 565 companies with sales and employees data available for 2017, have achieved a turnover of 1,796 million euros and 20,229 employees, obtaining an average turnover of 88,820 euros per employee, practically the same as last year.

## Average turnover by employee



Subsector	Sales 2017	Employees 2017	Average turnover per employee 2017
Technical Consulting	28.961.484 €	329	87.936 €
Culture	40.431.063 €	1.218	33.203 €
Directory Service	89.631.701 €	1.114	80.442 €
Economic & Financial	416.440.264 €	3.656	113.920 €
Publishing	267.717.096 €	2.276	117.629 €
Market Research	326.405.874 €	4.061	80.374 €
Geographic Information	455.545.345 €	5.920	76.952 €
Infomediation Technology	98.514.252 €	1.254	78.569 €
Meteorological	19.435.512 €	137	141.586 €
Tourism	53.696.158 €	265	202.926 €
<b>Total</b>	<b>1.796.778.748 €</b>	<b>20.229</b>	<b>88.820 €</b>

Subsector	2015	2016	2017	Variación 2017 vs 2015
Technical Consulting	76.092 €	79.416 €	89.283 €	17,3%
Culture	37.211 €	36.413 €	33.185 €	-10,8%
Directory Service	63.050 €	72.899 €	80.473 €	27,6%
Economic & Financial	114.758 €	117.261 €	113.301 €	-1,3%
Publishing	117.215 €	116.308 €	122.516 €	4,5%
Market Research	74.897 €	77.058 €	80.255 €	7,2%
Geographic Information	73.241 €	74.940 €	75.708 €	3,4%
Infomediation Technology	84.212 €	76.730 €	79.209 €	-5,9%
Meteorological	138.929 €	135.246 €	142.601 €	2,6%
Tourism	402.109 €	331.688 €	315.172 €	-21,6%
<b>employee</b>	<b>83.409 €</b>	<b>84.950 €</b>	<b>85.832 €</b>	<b>2,9%</b>

From the subsector perspective, the highest average turnover per employee has been obtained in the "Tourism" exceeding 200,000 euros, while the "Culture" subsector has had the worst average with about 34,000 euros per employee, again very similar to the previous year.

The average turnover per employee evolution considers 474 companies for which the sales and employee data was available for 2015, 2016 and 2017.



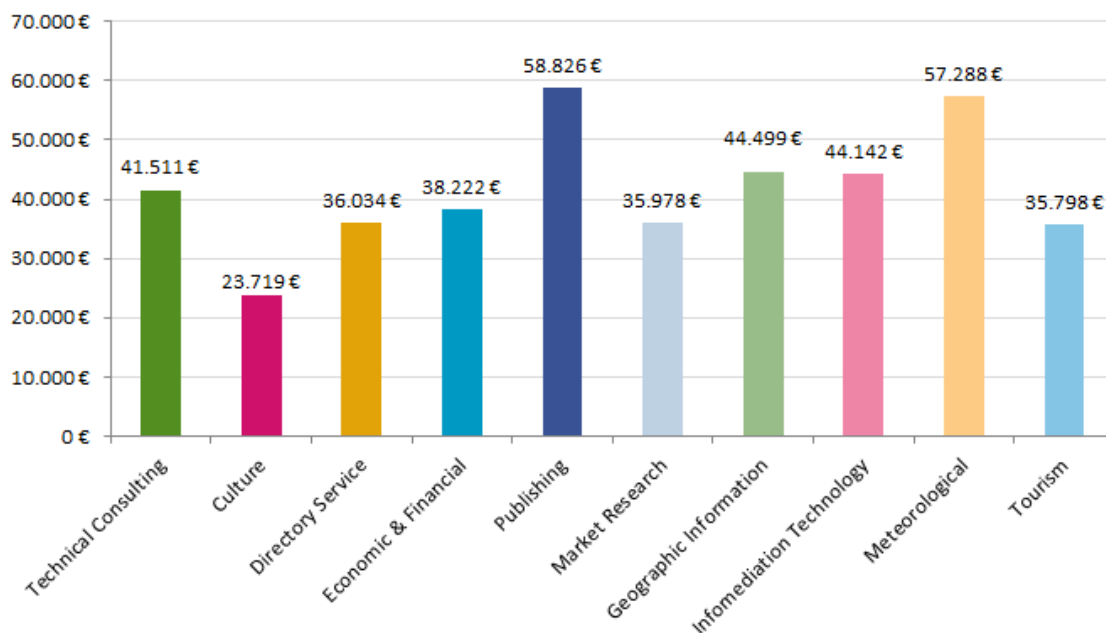
# By expenditure

516 companies with available data for 2017 have salaries greater than 735 million euros for a total of 18,237 employees, which gives an average expenditure per employee of 40,342 euros.

Subsector	2015	2016	2017	Variation 2017 vs 2015	Subsector	2015	2016	2017	Variation 2017 vs 2015
Technical Consulting	41.508 €	38.744 €	35.661 €	-14,1%	Technical Consulting	41.508 €	38.744 €	35.661 €	-14,1%
Culture	23.719 €	26.282 €	26.423 €	11,4%	Culture	23.719 €	26.282 €	26.423 €	11,4%
Directory Service	36.122 €	35.967 €	30.426 €	-15,8%	Directory Service	36.122 €	35.967 €	30.426 €	-15,8%
Economic & Financial	38.257 €	38.575 €	38.315 €	0,2%	Economic & Financial	38.257 €	38.575 €	38.315 €	0,2%
Publishing	58.873 €	58.959 €	51.989 €	-11,7%	Publishing	58.873 €	58.959 €	51.989 €	-11,7%
Market Research	36.008 €	33.988 €	33.079 €	-8,1%	Market Research	36.008 €	33.988 €	33.079 €	-8,1%
Información Geográfica	44.567 €	44.527 €	44.385 €	-0,4%	Información Geográfica	44.567 €	44.527 €	44.385 €	-0,4%
Infomediación Technology	44.453 €	41.346 €	42.598 €	-4,2%	Infomediación Technology	44.453 €	41.346 €	42.598 €	-4,2%
Meteorological	57.288 €	49.025 €	50.806 €	-11,3%	Meteorological	57.288 €	49.025 €	50.806 €	-11,3%
Tourism	36.256 €	35.765 €	36.661 €	1,1%	Tourism	36.256 €	35.765 €	36.661 €	1,1%
<b>Average salary per employee</b>	<b>40.401 €</b>	<b>40.087 €</b>	<b>39.061 €</b>	<b>-3,3%</b>	<b>Average salary per employee</b>	<b>40.401 €</b>	<b>40.087 €</b>	<b>39.061 €</b>	<b>-3,3%</b>

In the average expenditure per employee evolution the 475 companies that have salary and employee data available for 2015, 2016 and 2017 were considered

## Average expenditure per employee



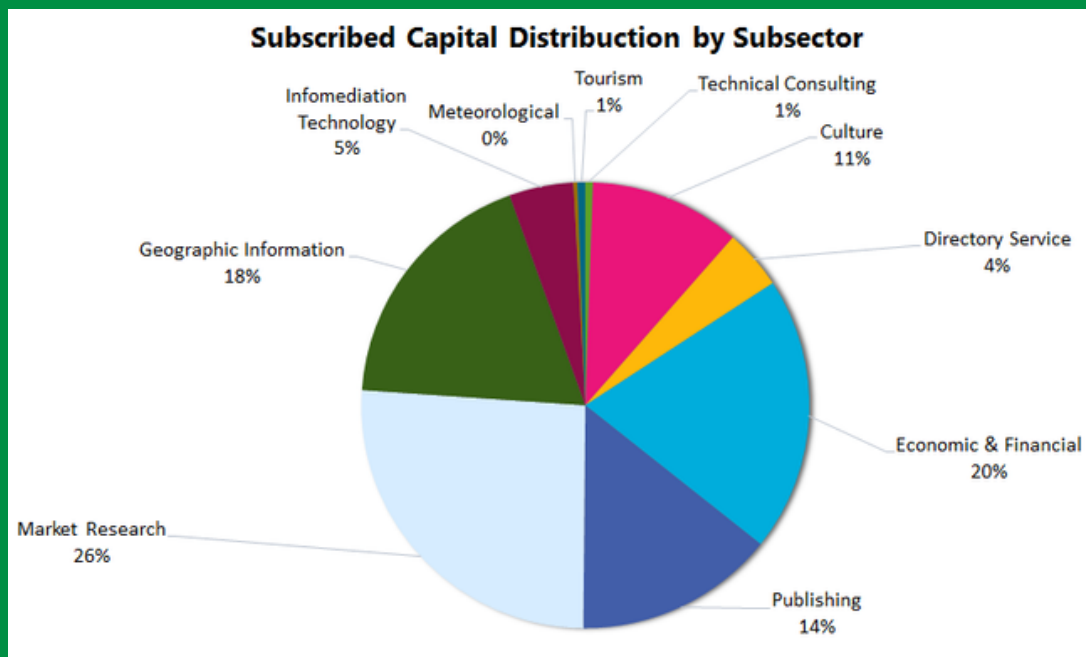
Two sub-sectors, "Editorials" and "Meteorological", approach the average expenditure per employee of 60,000 euros, while only the "Culture" subsector has an average expenditure of less than 25,000 euros.

# SUBSCRIBED CAPITAL

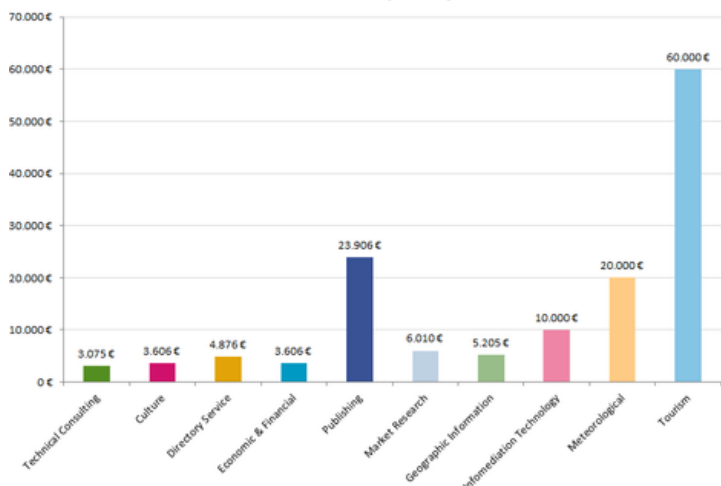
For the 697 infomediary companies identified

## By Subsector

**50% of the subsectors account for 89% of the Subscribed Capital**



Subscribed median capital by subsector



The average subscribed capital value in the sector amounts to 432,836 euros.

In relation to the median, the "Tourism" subsector stands out with a value of 60,000 euros.

**301.686.892€**

**The Sectors aggregated subscribed capital**

Subsector	Subscribed Capital	%
Technical Consulting	1.653.600 €	0,5%
Culture	32.864.153 €	10,9%
Directory Service	13.070.858 €	4,3%
Economic & Financial	60.115.121 €	19,9%
Publishing	43.578.697 €	14,4%
Market Research	78.258.322 €	25,9%
Geographic Information	55.583.029 €	18,4%
Infomediation Technology	13.994.749 €	4,6%
Meteorological	832.039 €	0,3%
Tourism	1.736.323 €	0,6%
<b>Total</b>	<b>301.686.892 €</b>	<b>100%</b>

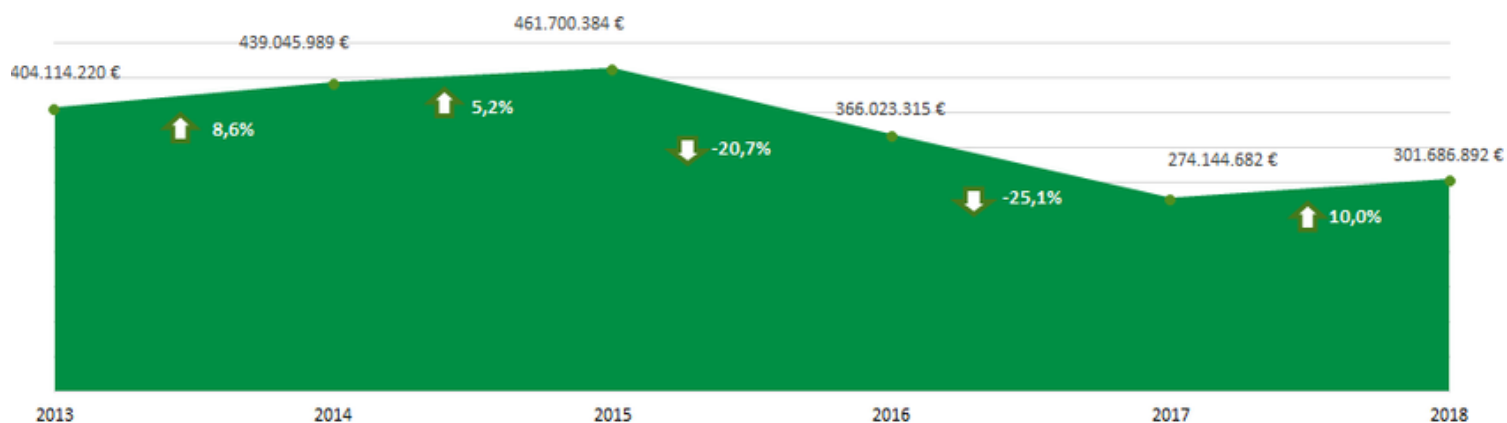
Subsector	Capital
Technical Consulting	3.075 €
Culture	3.606 €
Directory Service	4.876 €
Economic & Financial	3.606 €
Publishing	23.906 €
Market Research	6.010 €
Geographic Information	5.205 €
Infomediation Technology	10.000 €
Meteorological	20.000 €
Tourism	60.000 €

# Evolution

After two consecutive years of decline, this year the Sectors aggregated subscribed capital has experienced a 10% growth.

However, with the exception of last year, this years Subscribed Capital amount is the lowest in the 2013-2018 period.

## Suscribed capital evolution



## Trend Change

After a generalized growth in the first three exercises and a strong decrease in the following two concentrated in the "Culture", "Infomediación Technology" and "Publishing" subsectors, there has been a trend change, mainly because of the "Directory Service" subsector.

Subsector	2013	2014	2015	2016	2017	2018
Technical Consulting	923.679 €	926.689 €	1.301.395 €	1.304.695 €	1.372.744 €	1.653.600 €
Culture	45.269.608 €	45.990.822 €	65.975.461 €	31.567.524 €	31.546.388 €	32.864.153 €
Directory Service	5.969.564 €	6.615.725 €	6.112.017 €	6.142.117 €	912.121 €	13.070.858 €
Economic & Financial	41.942.836 €	42.935.874 €	48.277.707 €	48.878.702 €	50.320.034 €	60.115.121 €
Publishing	96.021.805 €	97.063.034 €	97.063.740 €	43.649.381 €	43.561.086 €	43.578.697 €
Market Research	61.292.700 €	78.573.099 €	78.575.287 €	78.771.917 €	78.290.775 €	78.258.322 €
Geographic Information	71.787.496 €	85.278.366 €	80.955.009 €	81.197.012 €	54.857.641 €	55.583.029 €
Infomediación Technology	77.907.778 €	78.030.584 €	81.096.584 €	72.068.784 €	10.774.710 €	13.994.749 €
Meteorological	2.212.859 €	2.212.859 €	766.859 €	766.859 €	772.859 €	832.039 €
Tourism	785.896 €	1.418.937 €	1.576.325 €	1.676.323 €	1.736.323 €	1.736.323 €
<b>Total</b>	<b>404.114.220 €</b>	<b>439.045.989 €</b>	<b>461.700.384 €</b>	<b>366.023.315 €</b>	<b>274.144.682 €</b>	<b>301.686.892 €</b>

# RESULT

Result analysis for the 517 companies with available information

## Distribution

70% of the companies present a benefits average of approximately 300,000 euros, the average loss being similar but with a negative sign.

The net profit generated in the Sector has exceeded 62 million euros.

### Profit and Losses Distribution



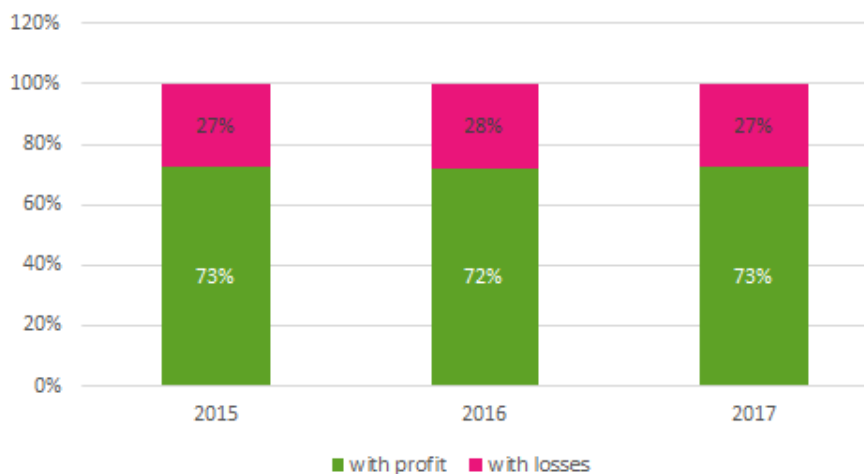
Companies	Amount	Average per company
with profit	109.715.207,36 €	301.415,40 €
with losses	- 47.318.222,38 €	- 309.269,43 €
<b>Total</b>	<b>62.396.984,98 €</b>	<b>120.690,49 €</b>

Companies	2017	%
with profits	364	70%
with losses	153	30%
<b>Total</b>	<b>517</b>	<b>100%</b>

## Evolution

Among the 470 companies with available data in the last three years, the proportion of companies with benefits and companies with losses has remained very stable, with approximately 73% with benefits and 27% with losses

### Profit and losses evolution

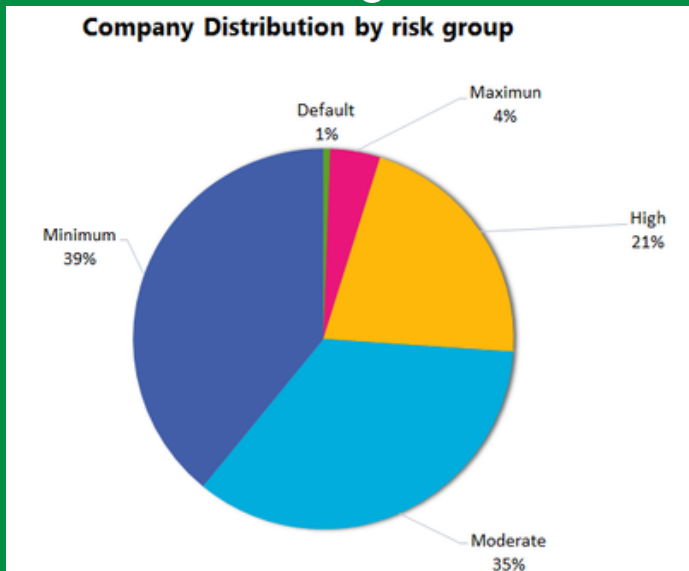


Companies	2015	2016	2017
with profit	73%	72%	73%
with losses	27%	28%	27%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

# COMMERCIAL RISK

Commercial risk analysis for the 683 qualified infomediary companies

## By Level



The probability of risk estimated for a company over the last 12 months has been categorized into five levels, according to the level of the said risk exposure, a homogeneous measurement allows comparisons to be made.

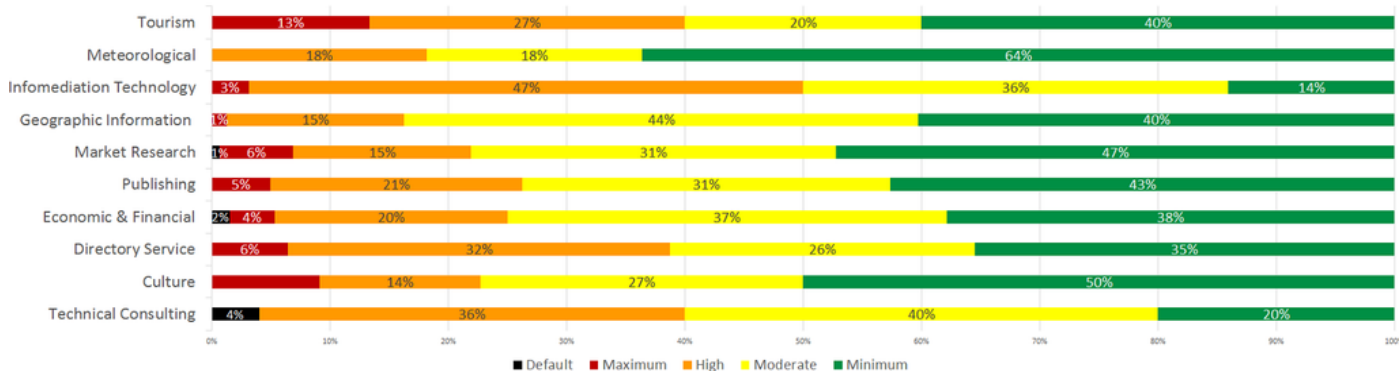
## 25% High commercial risk

	Companies	%
Default	4	0,6%
Maximum	29	4,2%
High	145	21,2%
Moderate	238	34,8%
Minimum	267	39,1%
<b>Total</b>	<b>683</b>	<b>100%</b>

## By Subsector

The subsectors with the highest commercial risk are "Technical Consulting" (4% default, 36% high), and "Infomediación Technology" (3% maximum, 47% high). The most healthy is "Meteorological", with 64% of companies at minimum risk.

Risk distribution by subsector



Subsector	Default	Maximum	High	Moderate	Minimum
Technical Consulting	4%		36%	40%	20%
Culture		9%	14%	27%	50%
Directory Service		6%	32%	26%	35%
Economic & Financial	2%	4%	20%	37%	38%
Publishing		5%	21%	31%	43%
Market Research		1%	6%	15%	31%
Geographic Information		1%	15%	44%	40%
Infomediación Technology		3%	47%	36%	14%
Meteorological			18%	18%	64%
Tourism		13%	27%	20%	40%
<b>General total</b>	<b>1%</b>	<b>9%</b>	<b>16%</b>	<b>64%</b>	<b>11%</b>

# EVOLUTION

Analysis for the 163 companies present since the first edition of the report

## Sales

Sales Evolution	2011	2012	2013	2014	2015	2016	2017	Tendencia
Andalucía	22.600.000 €	20.875.733 €	18.306.120 €	17.572.520 €	18.757.209 €	19.590.525 €	16.576.767 €	
Aragón	431.000 €	397.190 €	317.150 €	270.737 €	230.036 €	299.406 €	309.472 €	
Asturias	1.903.000 €	1.304.893 €	1.460.221 €	1.316.574 €	1.240.709 €	1.242.262 €	1.319.615 €	
Baleares	526.000 €	722.946 €	481.697 €	379.399 €	269.551 €	279.999 €	256.260 €	
Canarias	1.301.000 €	1.224.935 €	1.087.000 €	1.138.991 €	850.536 €	931.795 €	1.031.718 €	
Castilla Leon	1.092.000 €	806.902 €	601.630 €	437.381 €	353.418 €	361.306 €	423.195 €	
Castilla la Mancha	66.000 €	67.032 €	61.816 €	61.816 €	66.636 €	166.854 €	122.776 €	
Cataluña	92.652.836 €	91.007.016 €	89.717.820 €	91.607.736 €	100.245.301 €	101.528.763 €	103.672.699 €	
Extremadura	80.000 €	58.766 €	67.031 €	84.004 €	70.674 €	80.589 €	99.768 €	
Galicia	4.701.000 €	4.434.352 €	4.468.985 €	5.415.057 €	6.436.609 €	6.331.655 €	6.394.900 €	
Madrid	519.290.092 €	498.904.604 €	486.942.351 €	523.710.575 €	487.871.586 €	492.414.122 €	519.817.634 €	
Navarra	0 €	327.607 €	784.862 €	979.269 €	856.169 €	916.309 €	848.628 €	
Pais Vasco	14.186.000 €	12.818.886 €	9.405.657 €	11.341.994 €	12.280.369 €	11.984.376 €	11.657.894 €	
Comunidad Valenciana	25.407.000 €	21.787.382 €	21.865.269 €	21.712.930 €	23.975.617 €	25.365.004 €	26.994.286 €	

**0,8%**

**Sales growth  
2011-2017**

**6,6%**

**Employment growth  
2011-2017**

## Employees

Employee Evolution	2011	2012	2013	2014	2015	2016	2017	Tendencia
Andalucía	216	241	230	213	223	219	140	
Aragón	9	8	4	5	4	4	3	
Asturias	41	42	38	36	35	34	22	
Baleares	5	11	9	5	5	5	4	
Canarias	44	41	32	32	14	16	19	
Castilla Leon	27	16	16	16	13	11	12	
Castilla la Mancha	2	3	2	2	3	1	2	
Cataluña	1.374	1.365	1.199	1.153	1.209	1.191	1.328	
Extremadura	2	2	2	2	0	0	0	
Galicia	87	91	100	99	134	183	124	
Madrid	4.929	5.233	5.486	5.302	5.590	4.658	5.588	
Navarra	2	1	1	1	1	1	1	
Pais Vasco	221	180	164	149	182	181	150	
Valencia	283	265	267	291	259	314	327	
<b>General Total</b>	<b>7.942</b>	<b>7.499</b>	<b>7.550</b>	<b>7.306</b>	<b>7.673</b>	<b>6.817</b>	<b>7.720</b>	

# DELISTINGS

*Of companies included in the previous report, that are no longer present in this one.*

## By Community

The Community of Madrid has the highest number of delistings, followed by Andalusia, where it is a more relevant number due to the fact that it has less Infomediary companies than Madrid.

Community	Companies
Andalucía	9
Baleares	1
Castilla la Mancha	1
Castilla León	1
Cataluña	4
Extremadura	1
Galicia	5
Madrid	16
Navarra	3
Valencia	3
<b>Total general</b>	<b>44</b>

## 44 removed - 79 added

Delisting by community



## By subsector

Four subsectors account for practically all of the delistings, especially the "Culture" subsector, which of the four also has the least companies.

Subsector	Companies
Technical Consulting	1
Culture	12
Directory Services	2
Economic & Financial	10
Publishing	1
Market Research	9
Geographic Information	9
<b>Total general</b>	<b>44</b>

Delisting by subsector

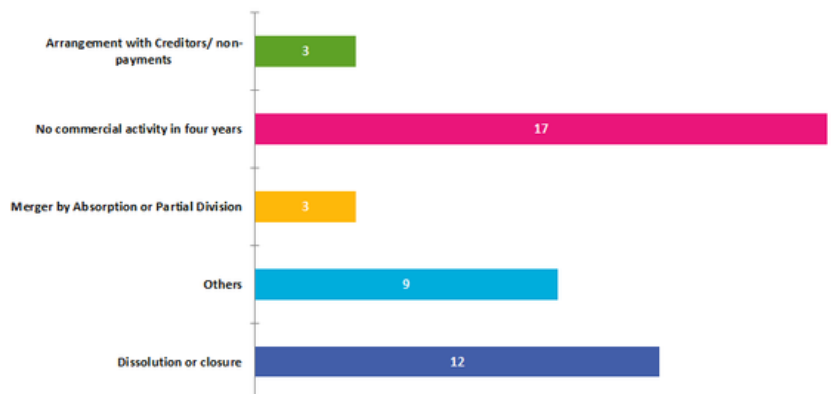


## By Reason

The main reason why certain companies have been removed from the study has been the lack of commercial activity, followed by the dissolution or closure of companies.

Reason	Companies
Arrangement with Creditors/ non-payments	3
No commercial activity in four years	17
Merger by Absorption or Partial Division	3
Others	9
Dissolution or closure	12
<b>Total</b>	<b>44</b>

Reason for delisting



# SURVEY

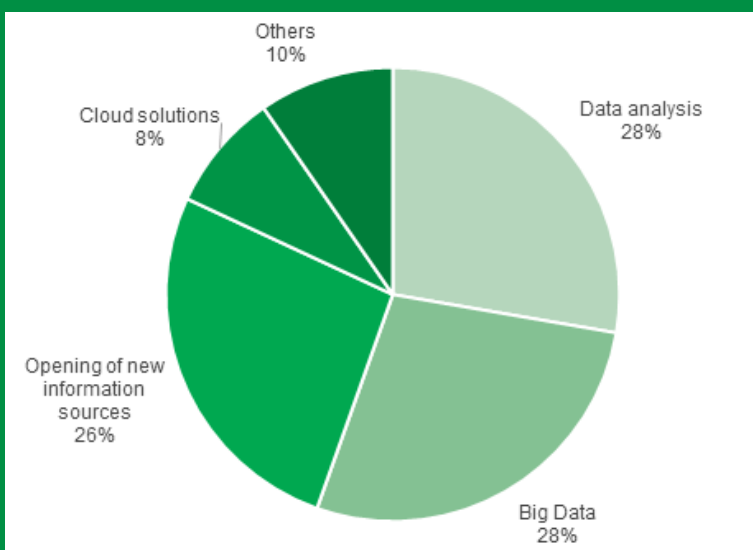
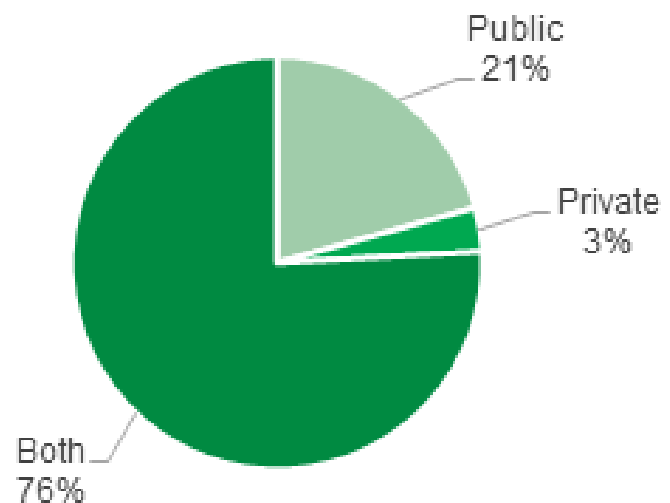
## *Infomediary Sector Survey Conclusions*

Last year we observed that a large number of companies that analyze and treat public and/or private sector information, creating with it value-added products destined to third companies or citizens in general, do not consider themselves to be Infomediary companies. For this reason, this year we have selected a panel of experts represented by 29 infomediary companies to respond to our survey obtaining the following results:

## Information used

It can be clearly seen that 76% of the surveyees use both public and private information for the elaboration of their products. However, only 21% use information obtained from public sources and a small minority of 3%, rely exclusively on private information.

Compared to last year's study (2018), an increase of 39% of the combined use is seen.



## Sector Challenges

Data analysis and Big Data again have been indicated as the main challenges of the Infomediary sector followed very closely, by the opening of new information sources.



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**83%**

83% of surveyees believe that the opening of databases and access to them for reuse is a priority for the sector's evolution. A clear sign of how fundamental these databases could be for the advancement of the sector and therefore society.

## Regulations that affect business development

### Data Protection

53% of those surveyed consider that data protection regulations will have a negative impact on their business.



**53%**



**52%**

### Access y Reuse of Public Sector Information

52% of those surveyed consider that the current Spanish legislation concerning access and reuse of public data is restrictive and affects the development of the business.

# Principal Barriers

As in the previous year those surveyed agree that the largest barrier to information reuse is the different availability of public information in the Autonomous Communities and Municipalities.

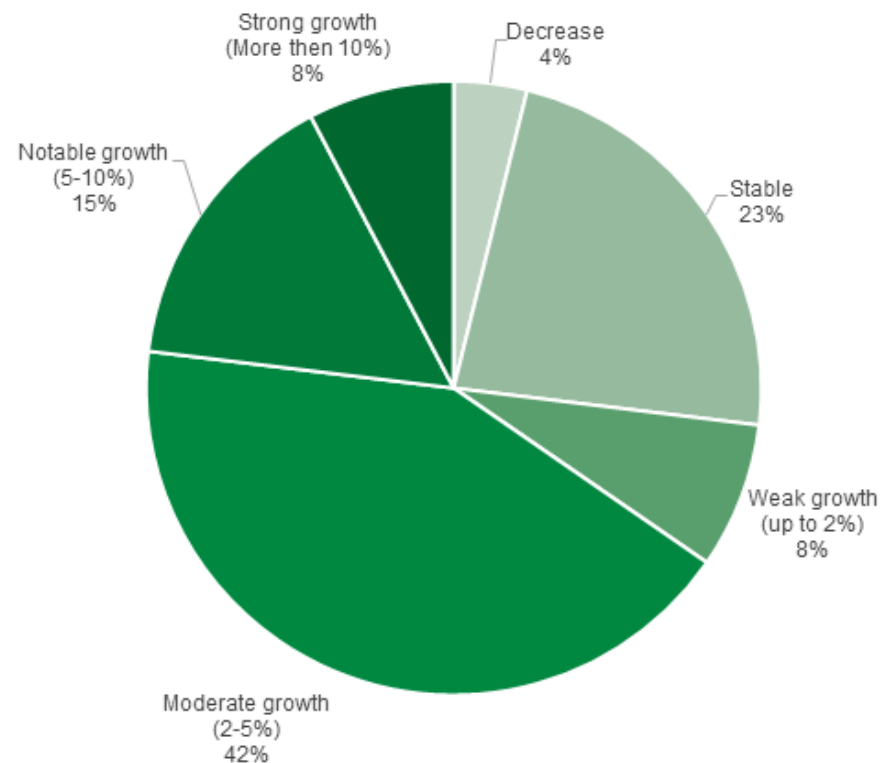
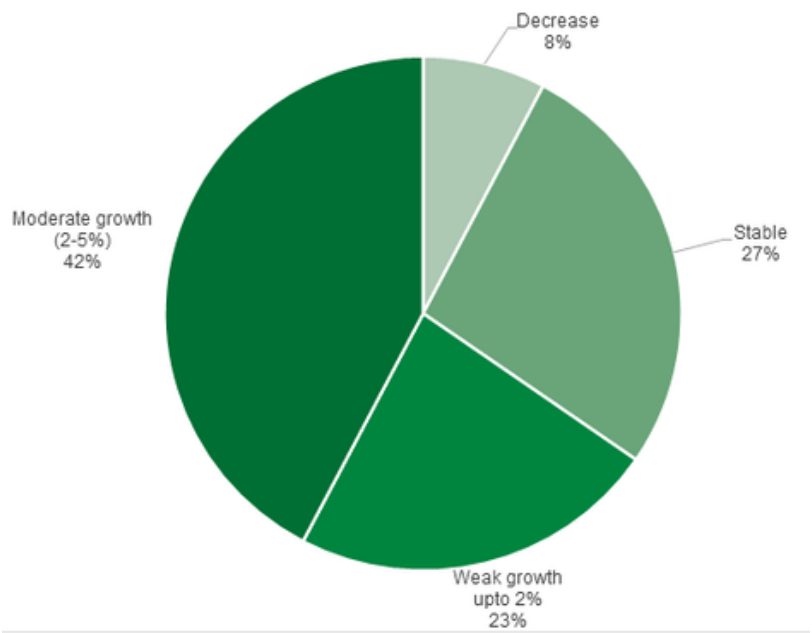


96%

96% of those surveyed declare that the use of information and data affects their business, as opposed to a 80% reflected in 2018.

# Infomediary Sector Growth

As in last year we can see that more than half of the surveyees (65%) continue to estimate that the sector will grow over the course of this year, specifically 64% of them estimate the growth to be between 2-5%.

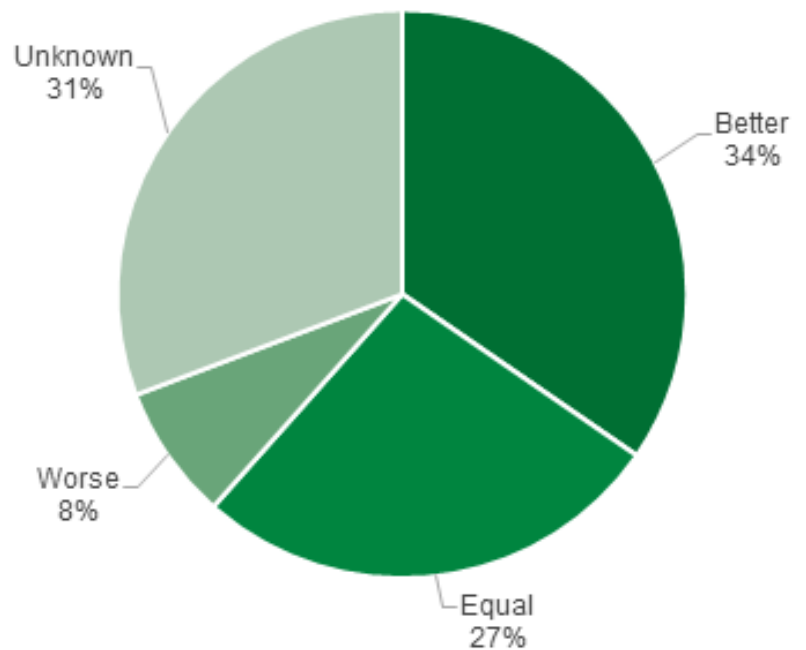


# Infomediary Companies

Companies in the Sector remain optimistic in estimating their results for this year. 73% confirm growth for 2019. With 23% of those estimating a growth of more than 5%.

# International Environment

When those surveyed had to compare their own business with those of the same sector at the international level. It is noticed that 31% do not know and only 8% estimated it to be inferior, compared to 15% in the previous year.



The panel of experts surveyed selected more than 40 datasets, whose opening would be beneficial for the growth of their company, therefore this year the analysis of this result is not possible, but serves to refine the question for the following year.

88%

88% of respondents claim to make value-added products for later sale, **recognizing themselves as infomediaries.**

# Questionnaire

The questions realised where:

1. What kind of information do you use?
2. Select, in your opinion, which are the three main challenges of the Infomediary sector.
3. What do you think is the most important for the evolution of the infomediary sector - technological development or the greater opening of databases?
4. Value how the Personal Data Protection regulations affect your business. Do you think it will have a positive impact on your turnover?
5. Show your degree of accordance with the following sentence:  
"The current Spanish regulations concerning the access and reuse of public data seems restrictive and affects the development of my bussiness."
6. Select, in your opinion which are the three most important barriers when reusing the sources of public information that are currently open.
7. What do you expect the evolution of the Infomediary sector turnover to be in 2019?
8. In your opinion, what do you expect your companies evolution to be in 2019?
9. How much does theuse and treatment of information affect the success of your bussiness?
10. How do you see your bussiness compared to those in your own industry in the international arena?
11. Indicate, in your opinion which are the three Public Administration dataset whose opening would be most beneficial for the development of your business.
12. Does your company use and/or reuse information or data to create value-added products or services that are then sold? Or in other words, is it an infomediary company?

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# DATABASE OPENING

The Infomediary Sector is becoming one of the most influential factors in our economy and, together with Big Data, Open Data and Artificial Intelligence, is changing the world starting with the day to day of the citizens.

Asedie underlines its tireless effort to ensure security in Global Trade traffic and to boost the current economy by implementing measures that favour reliability and transparency. While continuing to work with the aim of staying at the forefront promoting the principles of transparency, access to and opening of data.

Continuing in this line, this year Asedie is putting its efforts not only into opening public sector databases but also in increasing the value of each.

The first thing observed is that, because of the deferred competencies, there are databases that depend on the autonomous communities or local entities, so if a concrete set of data is not open in all regions, the information at national level is incomplete (this has been identified in the survey annexed in this report as the main barrier for the reuse of information).

If the opening of the same database could be achieved in all local communities and/or entities and even better, if the format and datasets were homogeneous or unified, the value of the data would increase exponentially. For this reason, this year we have started to work together so that, we can achieve that at least one database is open throughout Spain, therefore Asedie has:

- Selected a "top three" databases
- Undertaken an analysis to confirm that there are no regulations in existence that prevent access to the said databases and therefore their reuse
- Requested those responsible for the databases to open them.
- Studied and analysed the databases that have been opened
- Selected the database in each case, that could serve as an example and model to other autonomous regions, local entities or public organizations (catalog location, download mode, format type, content and datasets...)

The databases selected as the top 3 are: Associations, Cooperatives and Foundations.

The current situations is:

Associations, open in Aragón, Castilla y León, Castilla la Mancha, Cataluña, Galicia, Madrid, Murcia, País Vasco and La Rioja (9/17).

Cooperatives, open in Andalucía, Castilla y León, Murcia and La Rioja (4/17).

Foundations, open in Aragón, Castilla la Mancha, Castilla y León, Cataluña, Madrid Murcia and País vasco (7/17).

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From here, we again urge those responsible for the databases to make the effort to:

- Identify and open the 3 requested databases
- Unify the download formats
- Unify the forms to be filled out when inscribing in the registers (same obligatory fields)

After carrying out the analysis of each database, we have selected those that incorporate the tax identification code (NIF), which important information for intermediary companies in the identification of entities.

## **Selected Autonomous Communities**

Associations Database Castilla y León  
Coopertives Database La Rioja  
Foundations Databases: Aragón,  
Castilla-La Mancha, Castilla y León, Murcia

## **Selected Local Entities**

Associations Database Lorca  
Associations Database Madrid  
Foundations Database Madrid

It must be mentioned that in some cases it has found that, the absence in publication of an unique identifier (NIF) is due to the fact that it is not always marked as obligatory in the registration forms or that the "NIF" given at the time of registration is provisional and, therefore sometimes does not coincide with the definitive as its not always updated.

We would like to thank those responsible for the databases for the effort made and we encourage them to continue working in the same way, Asedie will monitorize the opening of these databases and hope that, in the next year's version of this report, we can reflect the homogeneous evolution of these databases.

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# SUCCESS STORIES

# INFOMEDIARY COMPANY

As in every year, we want to show how the Infomediary Sector through the information reuse brings legal and economic security to society and its citizens. It is one of the groups that converts information into a quantifiable asset by treating and analyzing economic, geographical, legal, meteorological, social, and environmental data, and then also in addition, transforming that data into value-added products or services.

The added value offered by infomediary companies for decision making is necessary to strengthen the business network and be able to compete at an international level.

Over the course of time, infomediary companies have gone from being data and information providers to knowledge providers, the latter being a reliable tool which aids effective decision making.

Following are examples of products or services produced by infomediary companies. In our website more examples can be found.

## Geomarketing

The [Geomarketing](#) Solution combines advanced technologies of localization analytics and data visualization to integrate in a single web application, online, data of active companies in Spain and segmentation tools for market studies. Automatically analyze and enrich daily, client portfolios, suppliers and competitors within the ecosystem of our clients' business, to search for mirrored prospects, as well as detect areas of greater profitability to optimize actions of capture, retention and expansion. Offers:

- unlimited territorial consultations on 3.2M companies and active self-employed, as well as 46M consumers profiles in Spain.
- Segmentations by CNAE, turnover volume and employees, risk index, among other commercial and financial indicators.
- Integration of customer databases, offices, distributors and points of sale to visualize analytical statistics on maps.
- Immediate download of selected data in excel- csv files, with contact data (company name, CIF, telephone numbers and up to 10 management positions.)



# Look-alike finder

**Look-alike finder:** This functionality allows Insight View® users to identify which b2b customers are most likely to buy their products or services, according to the profile of their own customers.

In addition to traditional marketing filters, Iberinform offers this advance feature that helps the user find companies that look and act like your best, most profitable customers. In other words, we have used big data technics to develop an algorithm that finds your customer "Twins" among almost any Spanish b2b customer.

This functionality has been implemented thanks to:

- Semantic analysis of the text fields of more than three million companies; made with the most advanced tools of modeling and Big data, it has allowed us to assign to each of these companies the necessary indicators to enrich the traditional search of similar clients, which was based on basic data such as geographical location, activity or size.
- Taking advantage of exclusive information, obtained from the 500 thousand company and freelancer interviews carried out every year to validate and expand data.

The functionality is available to the user in a seamless way; as a simple filter search in the commercial prospecting section. Any user has the possibility of using it, something that until now was only accessible to companies with specialized resources dedicated exclusively to attracting new customers.

It improves the efficiency of commercial and marketing actions by focusing efforts on the best potential customers: Marketing and Telemarketing campaigns can now be more efficient and less expensive since you can directly target companies with a higher propensity of purchase, focusing the message more directly, with data, with high contactability updated daily, and reducing the volume of impacts needed to obtain a final customer. In addition, the user can also add another filter to dismiss potential customers that are more likely to default on their payments.

## Payment analysis program

INFORMA has included a collaborative economy program called [INFORMA PAYMENT ANALYSIS](#) within its Infomanager product.

It is a voluntary program to provide the actual client debt, which is processed together with the information provided by the other participants, creating several reports of analysis of payments that offer KPIs of high added value. These reports allow participants to know their customer portfolio status in terms of payments, as well as to know how they are paying the companies in their sector and the rest of the market.

INFORMA's PAYMENT ANALYSIS Program allows graphical and intuitive visualization of how the client portfolio payments, its evolution, the analysis of sectors and the detail of the debtors are distributed. Currently it has more than 7 million payment experiences from Spanish companies, both positive and negative.

axesor thinks that nowadays it is essential that companies have a holistic view of their client databases, in such a way that in addition to having their own information (identifiable, transactional...), it can be complemented and enriched with variables and high-value external indicators. This is the only way in that we can maximize the knowledge about the clients and therefore be able to offer them products and services more suitable to their necessities.

axesor marketing intelligence has developed **Qualitas®**, a Data Quality solution based on an Intelligent Normalization System integrated by a Hypothesis Generation Engine and a Search Engine, along with Geographic Knowledge databases.

qualitas® normalizes names and addresses, assigns coordinates, validates emails and mobile phone numbers, as well as enriches records thanks to omnia® Big Data, axesor's exclusive Expert Knowledge Repository which contains variables and indicators developed using Machine Learning techniques, both in the business and consumer markets.

Thanks to Standardization, Qualification and Enrichment with more than 3,000 variables, qualitas® users obtain:

- Greater knowledge of customers and potential customers for real-time decision making
- Better quality of Database Records
- Optimization of CRM processes

More information can be found in: <https://marketing-intelligence.axesor.es/qualitas>

## VIGILANCIAS

Information is increasingly valued in our society and a key element for companies when defining their strategies.

Data helps us analyze, interpret and predict the demand of any market. Freelancers, suppliers, brands, consumers, partners, companies; they all construct an active business ecosystem, whose interactions generate and demand data. However, it is not enough to understand this data. The ability to offer data in real time and be the first to have access to it brings great value to modern organizations.

Infoempresa has developed "**VIGILANCIAS**" an alerts service for companies and executives that allows them to be up to date with the transactions and commercial activity of Spanish companies. Being directly connected to the electronic headquarters of the Official State Bulletin, we provide the official information, accurate and in real time.

Information is sent to the registered users' inbox as soon as it is published:

- Annual Accounts
- Changes in company details (name, address, etc.)
- Capital Movements
- Board appointments and dismissals
- Other changes published in the BORME (Official Gazette of the Mercantile Registry)

# SUCCESS STORIES

## PUBLIC SECTOR

Asedie aims to emphasize the importance of information in the development of the economy, encourage the awareness of the importance of open data and the security in businesses to increase economic development and we promote the collaboration of all those involved for the benefit of general interest.

We believe that in the ecosystem in which the Infomediary Sector develops, the effort of each member is like a puzzle piece, and for this reason, we believe that it's necessary to highlight this effort and this year included in the report are examples of good practices from the public sector.

All these examples comply with the fundamental principles such as; transparency, participation and collaboration between the public and private sectors of Open Government, allowing for effective public service.

## City of Madrid's Open Data Portal

The [City of Madrid's Open Data portal](#) works daily to expand its open data catalogue, this work results in the continuous incorporation of new quality data sets that are easily accessible.

- An average of 60 datasets are added annually to the Catalogue.
- Updates and improvements are sent monthly to those registered in the reuse register.
- Published information updates are carried out on a continuous basis.
- Continual improvements are made to the quality and depth of published datasets to increase their value and potential.
- Support and response are given to comments and suggestions that are received.
- Analysis of new information publication requests, which come through on the "dataset publication proposal" form are made.
- Analysis of other data sets considered of interest are made.
- Access is facilitated to databases demanded by the Infomediary Sector in structured digital formats.
- Creates and publishes databases in reusable formats
- It has a well-structured and easy to use catalogue to filter searches

The portal continues to cooperate and push the elaboration, between the local entities and through the Spanish Federation of Municipalities and Provinces, a basic catalogue of datasets that have to be published by different local administrations, pathing way towards the normalization of published datasets and their content.

Internally, a line of technological improvement has been initiated to make the system more robust and to facilitate the expansion of the API's currently available.

# Open Data Pool Aragón

This project started, after detecting the need to achieve interoperability in the data produced by the administration, by homogenizing its structure and characteristics therefore, solving, in a large part, the problem of diversity and heterogeneity in existing data. This heterogeneity hinders the reuse and interoperability of data.

Aragón Open Data Pool is part of Aragón Open Data, the Government of Aragón's open data portal. The new project brings together different sources and databases with sizes, schemas and heterogeneous data, which reflect the administrative competencies of the Government of Aragón allowing for the connection and integration of different data sources under the same scheme and vocabulary: [The interoperable Information Structure of Aragón EI2A](#).

The EI2A is an instrument that describes the conceptual and logical model of data generated by the Government of Aragón, representing entities, properties and relationships. The structure is designed to support the interoperability of data under its domain through standardization.

The main objective of Aragón's interoperable information structure is to relate the content and elements of the diverse data available, with common parameters so that they can be standardized and exploited jointly in the Government of Aragón and by third parties (citizens or data reusers).

From a single point and with the same consultation criteria data can be exploited together and offered in a simple way. This Project counts on Linked Open Data for browsing, consultation and use.

Aragón Open Data Pool has managed to integrate more than 160 different data sources, available to both non-technical and more advanced users (sparql endpoint)

This Project represents an impulse in open data by extending expectations in the access to information. With an intuitive tool, that has clear and easy access and also a well structured catalogue.

It's an innovative project and also an example of dedication and commitment.

# Castilla-La Mancha Open Data

The "Castilla-La Mancha open data" project, is within the [Transparency Portal](#).

The data is published centrally through the Open Data catalogue, following the standards of identification, classification and metadata used in public sector open data initiatives based on National Interoperability Scheme in the field of Electronic Administration. For the data in the Catalogue to be easily accessible, it is compatible with the existing standards for the analysis and exchange of data.

## [Orden 17/2019 Publication](#)

To highlight three points:

1. Interoperability: The obligatory incorporation of Metadata to Castilla la Mancha's Institutional Metadata Framework, "the classification of each one of the procedures is in accordance to the Taxonomies interoperability for the reuse of resources. The Institutional Framework of Metadata is a pillar within the lines of work of automation of information management in reference to the creation of Castilla-La Mancha's interoperable information structure, common within a system of centralized information that facilitates the data exploitation. The metadata incorporation of common information taxonomies with the Open Data Catalogue is an advance in being able to work with standardized data, proceeding to its later opening.
2. [Castilla-La Mancha's Map Portal](#): March 2019 Presentation of Castilla-La Mancha's Map Portal, cartographic production of the different technical departments (territorial and urban planning, agroforestry services or Natural spaces, hydrological planning, road information, sanitary and educational infrastructures, or route optimization of ordinary and sanitary transport.)
3. Within the 2019 planning, possible federation of the statistics portal in the open data portal

They continue in their work to identify new data sets and facilitate their opening.

# National Centre of Geographic Information

In This section Asedie cannot fail to mention the National Centre of Geographic Information (CNIG) for several reasons:

- 1- Geographic information is vital and essential in today's world.
- 2- Our sectors, the Geographic and Infomediary, have a great deal in common, they both grow vertically but also horizontally. This transversality is complicated to evaluate because of their interaction with the other sectors, generating value in many of those sector's activities and impacting directly on their development.
- 3- From Asedie, we believe that the collaboration between the public sector, that possesses the information and the private sector that knows the sector's needs is essential for the Infomediary Sector evolution.

Considering all the above: the CNIG serves as a model for other public bodies in terms of reuse and is a clear example, not only of good practices, but also collaboration. An example of this is the newly signed General Action Protocol to improve access to geographical information, between Asedie and CNIG, favoring transparency. This protocol is a clear example of public-private collaboration that promotes the creation of collaboration spaces and innovation among the various actors and it also contributes to co-producing public, social and civic value.

Finally, from Asedie we want to mention that we have witnessed firsthand the effort made by the CNIG, and whenever possible they surpass the regulation requirements, working at the maximum and not minimum:

- [Spanish Spatial Data Infrastructures \(IDEES\)](#), taking advantage of the resources created to comply with the INSPIRE directive, opening of non-obligatory data, which is accessible to the general public, but also done without forgetting infomediary companies, by publicating the data in reusable, machine-processable formats. (CNIG's download Centre and Metadata Catalogues).
- It represents a clear successful experience in opening and making Public Sector information accessible, helping in the creation or improvement of value-added products or services and therefore contributing to the development of the Infomediary Sector.
- Is the "market place" for geographic information.
- [Official catalogue of data and services INSPIRE \(CODSI\)](#). Provides greater and better access to data.
- It has a human team open to consultations and receptive to requests and suggestions, always providing a good service and making the public function effective through its commitment and effort in data opening and access projects.

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