2023

ASEDIE REPORT

THE DATA ECONOMY IN THE INFOMEDIARY FIELD

Content

Introduction

01

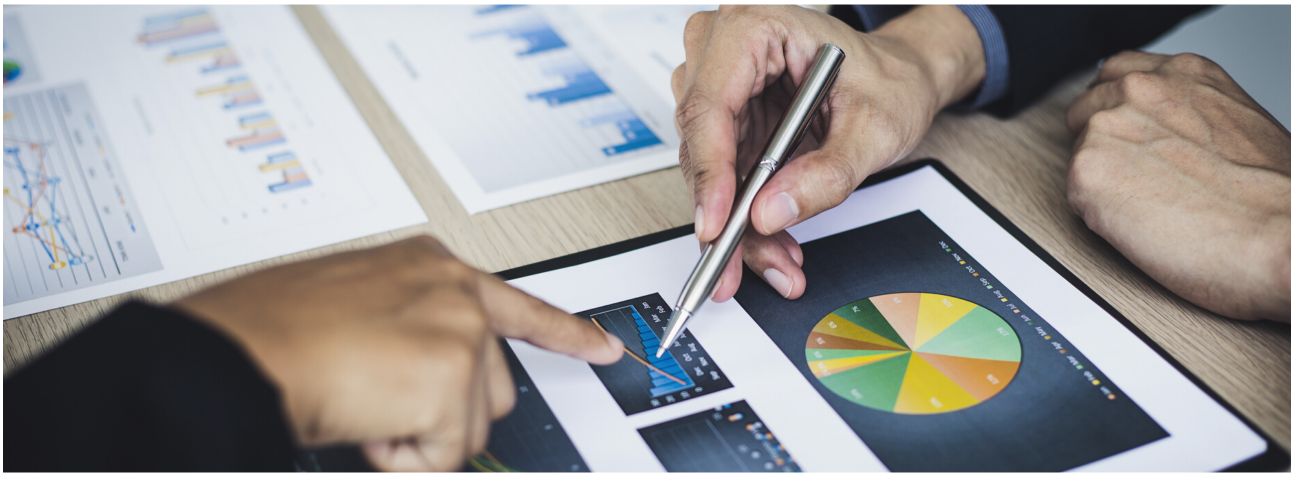
In a world where the basis of decision-making depends more than ever on information and data, we find ourselves instinctively reusing information, even though at times we are not conscious of it.

Data is everywhere, it is generated by our household appliances, our phones and apps, our movements and decisions. A key component in this data-driven world is Public Sector information, being this Sector the holder of the most valuable data that, when used to its full potential, has the ability to stimulate economic growth, create employment and improve our quality of life.

The European Union has come to this same conclusion and in 2022 we have witnessed a significant impulse coming from from this institution with regard to the Data Economy. Within the European data strategy, the Data Governance Act was published in May 2022. This regulation seeks to increase trust in data exchange, strengthen mechanisms to increase data availability and transcend technical obstacles to data reuse.

On March 14, the plenary session of the European Parliament adopted its position on the proposed Data Act, which aims to provide more data for use or re-use in accordance with EU standards and values. It is expected that with these new guidelines, 270 billion euros of additional GDP will be generated for the EU Member States by 2028. Finally, in January 2023, the long-awaited list of high-value datasets was published. This list, defined six categories: geospatial, earth observation and environment, meteorological, statistical, business and mobility whichmust be made available, free of charge for re-use by Public Sector organizations in each member state, with the perspective to benefit not only the economy but also society as a whole.

In Asedie we represent companies that from different sectors promote the Data Economy by creating value-added products or services whose raw material is the data provided by the Public Sector. Our associates and the Association itself are part of the data ecosystem, where all of those that form part of it have similar interests, all our efforts, resources and work revolve around information, whether its publication, compilation, re-use or research: information is key to achieving our objectives.



From all corners in this Ecosystem we work to improve access and with it the re-use of Public Sector Information. For this reason, in Asedie we believe that collaboration at all levels: (private, public-private, and public collaboration) are essential in stimulating growth within the Data Economy.

In Asedie's day-to-day, collaboration plays a fundamental role. Without going any further, last year, we created the new Geospatial Sector and the working Commission that focuses on the said type of data, to address different barriers related to this sector from within the Association. Also, in the last year, within the collaboration framework promoted by the Association, we have signed four new protocols with the Public Sector and the first with the Academic Sector.

As in other years, through our annual report, we provide transparency and confidence in public service. There is a space in ths report dedicated Public Sector good practices, which serve as a platform to promote collaboration within the sector itself. These practices become examples for other public entities, facilitating a more homogeneous publication and access to Public Sector information. As a novelty this year, and in relation to the new category of the Asedie Award, Promoting Data Knowledge, we have also created a space to present good practices from the Academic Sector.

In 2022 we have signed new collaboration protocols with:

- Gobierno de las Illes Balears,
- Junta de Comunidades de Castilla-La Mancha,
- Universidad Complutense de Madrid,
- Ayuntamiento de Madrid

In recent years one of Asedie's projects, and a clear example of collaboration at all levels, is the Top 3 Asedie. Showcasing the real impact that an effective public-private collaboration has.

This project was designed as a form to unite the efforts of the 17 Spanish regions and focus their resources in publishing datasets of high interest for our Sector; knowing that the information published is valuable and would be re-used by companies in the Sector, reaffirmed the value of public function.

Since 2013, Asedie has elaborated this report annually and as in previous years, detailed and exact figures for our Sector are given, thus playing our part in placing value on the importance of the Data Ecosystem. Furthermore, the the first and second Top 3 Asedie is updated, new infomediary company success stories are included, showing what can be produced with the information that the Public Sector makes available, and the responses of a survey carried out on all the agents that form part of our Ecosystem has been analised.

Data is now an integral element of our world, in such a manner that if you removed all the products and services from our daily lives that have been created with data, our world would be unrecognisable. Consequently, the data ecosystem and everything that it entails, is undoubtedly one of the most important today.

As highlighted, in Asedie we firmly believe that the way forward is through collaboration, for this reason the Association not only maintains collaborative ties with the Public Sector but has also begun to strengthen new ones, with another Sector that forms part of our Ecosystem, the Academic Sector, an indisputable ally in the data driven world.

As a result of this initiative, last year Asedie started two new projects, one that recognises the work carried out by the Academic Sector and the other to establish coopertive relationships with its representatives. In this respect, last September we signed the collaboration and research agreement with the Complutense University of Madrid (Faculty of Information Sciences) and the first results of this collaboration can be found in this report.

Our objective is not only to promote the Sector and, therefore, the Data Economy, but also to contribute to making society aware of it's benefits and impact it makes.

Methodology

02

ASEDIE, brings together, among others, the main companies in the Economic and Financial Information subsector, this allows Asedie to have easier access to the most complete commercial information databases in the market, due to this for the elaboration of this report Asedie counts on an exhaustive universe of companies operating in Spain.

Based on the information provided by the companies, Asedie applies a methodology that has already been proven after ten editions, which can be summarised in the following steps:

STEP 1

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

STEP 2

For the companies considered infomediaries in the previous report: the verification that they remain active is undertaken and those that are no longer operative, are removed.

STEP 3

Companies discarded in previous editions of the report: remain so.

STEP 4

New companies, that were not present in the previous report are revised by teams of two which, by consensus, determine whether or not they are considered as Informediary. If selected, a subsector is then allocated.

STEP 5

Companies not considered in the previous report (for example, because their creation was too recent), but marked as "follow-up" are as in the last point, individually verified and validated by consensus.

En parallel, with the collaboration of certain public entities 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 increase or decrease average that the subsector it belongs to has experienced.

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

1

The inability to access up-to-date information

The inability to access the most up-to-date information due to it not being avilable at the time of the study. In the specific case of this report, the financial information used for sales and employees corresponds to 2021, since at the report's closing the companies analyzed financial information for 2022, was not yet available.

2

CNAE activity is not always the one undertaken

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

3

Corporations that only a proportion is infomediary

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.

4

Account Deposits submitted late

Some companies have delays in the deposit and publication of their annual accounts or do not publish excessive information, which can limit the access to updated and accurate information.

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

Subsector		Description
Technical Consulting		Infomediation 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.
Infomediation 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.

"Geographic Information"

The subsector that groups most of the infomediary companies

Economic Indicators

03

Distribution of 710 infomediary companies in different analytical areas

This report is elaborated annually by ASEDIE, and it's commissions with the objective to describe and give dimension to the Spanish Infomediary Sector. To do this, an attempt is made to detect the largest number of infomediary companies as possible to establish a universe of companies to study it's characteristics.

The first report in 2013 included 444 companies and, and now in this edition, 710 companies have been detected.

Every year active companies are monitored, new companies are registered (40 this year) and those that have ceased their activity (31) are no longer included. Signifying that it is a living ecosystem.

In this 11th edition we can see the results achieved after difficult years marked by the pandemic. We can also anticipate that the progress of our Sector, has been unstoppable.

The impact of data in the world economy is evident, and the value of information indisputable.

DISTRIBUTION

BY AUTONOMOUS REGION

Region	Companies	%
Andalucía	75	11%
Aragón	21	3%
Canarias	13	2%
Cantabria	5	1%
Castilla La Mancha	10	1%
Castilla y León	23	3%
Cataluña	93	13%
Ciudad Autónoma de Melilla	1	0%
Comunidad de Madrid	274	39%
Comunidad Foral de Navarra	10	1%
Comunidad Valenciana	63	9%
Extremadura	8	1%
Galicia	42	6%
Islas Baleares	5	1%
La Rioja	2	0%
Región de Murcia	8	1%
País Vasco	44	6%
Principado de Asturias	13	2%
Total	**710**	**100%**

The sector is represented in all the Spanish regions and the autonomous City of Melilla.

The region of Madrid, with 39%, is the region with the most infomediary companies, followed by Catalonia, Andalusia, and Comunidad Valenciana, with 13%, 11%, and 9% respectively.

The rest of the autonomous regions bring together the remaining 28% the companies.

3 GROUPS HIGHLIGHTED:

- **Madrid 39%**
- **Catalonia, Andalusia and C. Valenciana 33%**
- **Rest 28%**

BY CNAE AND SUBSECTOR

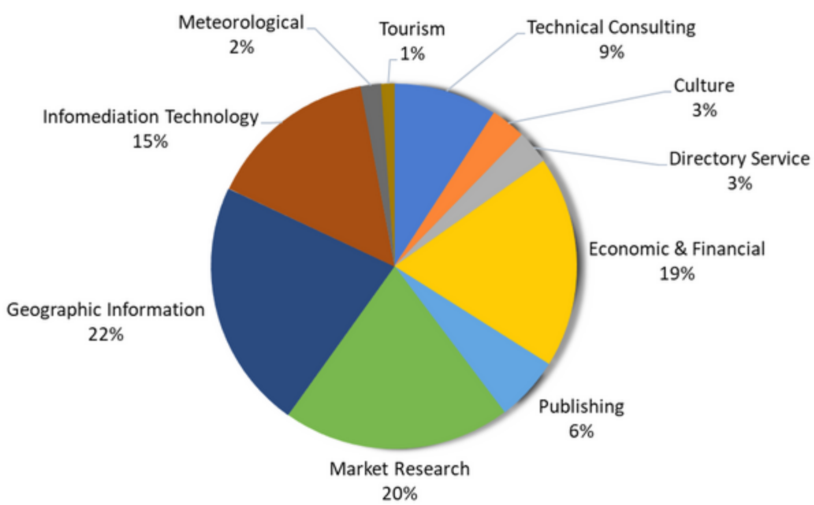
As a guideline the National Classification of Economic Activities Code (CNAE), declared by each infomediary company, has been used.

Just about half of the companies are concentrated in 4 CNAEs and more than 80% in 13 CNAES. It is worth noting "7320 - Market research and public opinion polling " with 17%, followed by "7112 - Engineering activities and related technical consultancy " with 13% and "6209 - Other information technology and computer services " 11%.

CNAE	Companies	%
7320 - Market research and public opinion polling	123	17%
7112 - Engineering activities and related technical consultancy	89	13%
6209 - Other information technology and computer service activites	75	11%
7490 - Other professional, scientific and technical activities n.c.o.p.	52	7%
7022 - Other business management consultanct activities	50	7%
8291 - Activities of collection agencies and credit bureaus	34	5%
6201 - Computer programming activities	31	4%
6311 - Data processing, hosting and related activities	27	4%
5811 - Book publishing	26	4%
6202 - Computer consultancy activities	26	4%
8299 - Other business support activities n.c.o.p.	19	3%
6920 - Accounting, bookkeeping, auditing and tax consultancy activities	15	2%
7311 - Advertising agencies	13	2%
Other CNAEs	130	18%
Total	**710**	**100%**

Due to the high diversification of sectors at the CNAE level, grouping the compines under this criteria is difficult, therefore to better categorise the companies the CNAEs have been unified into “subsectors”

Distribution of companies by activity subsector



The "Geographic Information", "Market Research", "Economic & Financial" and "Infomediation Technology" subsectors account for 76% of the infomediary companies, uniting a total of 540 entities.

The next group with two subsectors ("Technical Consulting" and "Publishing") contributes 15% more, leaving the rest of the subsectors ("Culture" , "Directory Service", "Meteorological", and "Tourism ") with a representation of 9%.

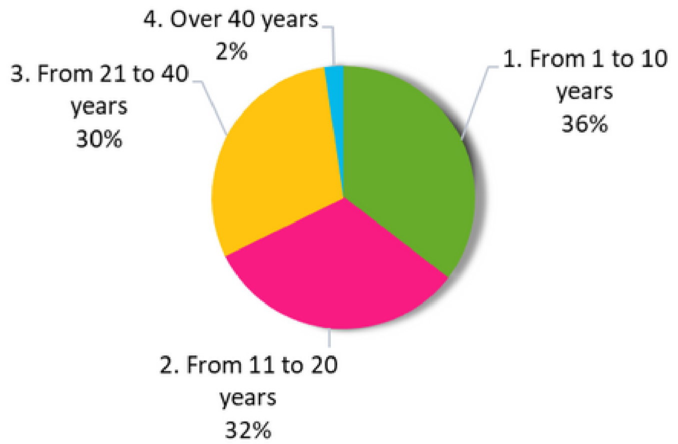
BY AGE

68% of infomediary companies were created in the last 20 years: 32% were created between 11 and 20 years ago and 36% less than 10.

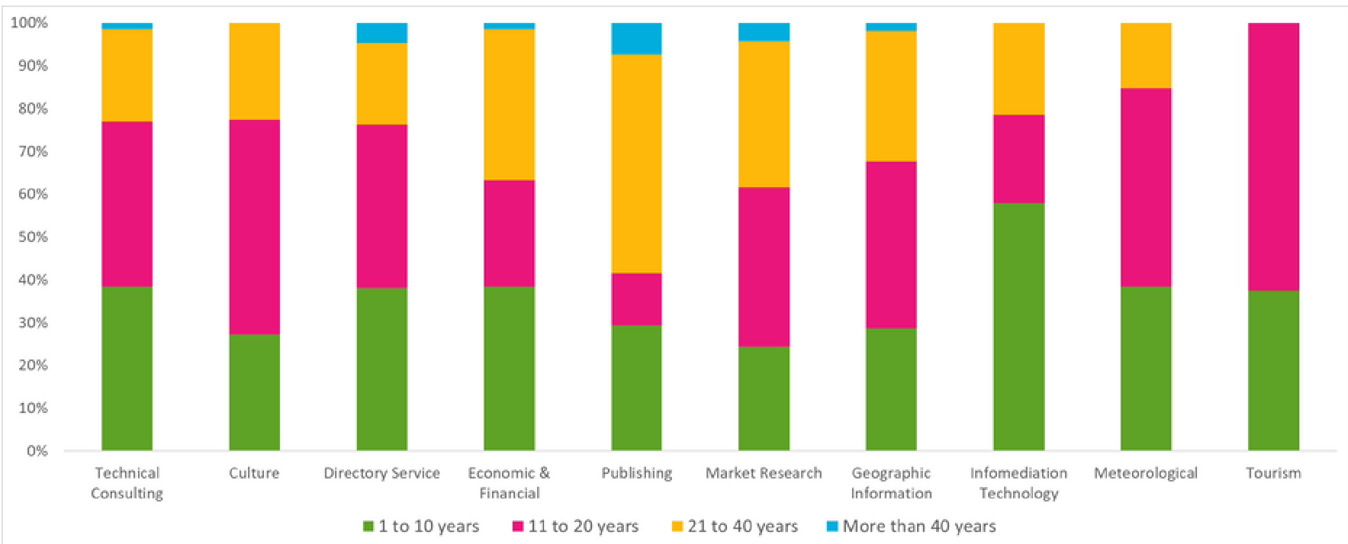
The "Publishing" subsector is the only where the majority of companies were created over 20 years ago. At the other extreme are the "Tourism" and "Meteorological" subsectors with 100% and 85% of their companies, respectively, created in the last 20 years.

Between 60% and 80% of the companies in the remaining subsectors were created less than 20 years ago .

Distribution by age



Company distribution by age and subsector



The average company age is **16** years

64% were created more than 10 years ago

In the last year **40** companies have been created

Sales

Sales analysis for 566 Infomediary companies with information available (79% of the sample)

2.278.613.288 €

Aggregated turnover in the Infomediary Sector.

The average sales per company in the Sector amounts to more than 4 million euros and its median to almost 400,000 euros.

In regards to sales, three groups can be distinguished. The first includes the "Geographic Information" and "Economic & Financial" subsectors, which account for 46% of the sales volume. The second, group which represents 48% of the total is made up "Publishing", "Market Reasearch", "Infomediation Technology" and "Technical Consulting", subsectors, leaving 6% of the sales volume to the three remaining subsectors.

The "Directory Service" subsector, despite being the 8th in number of companies and "Publishing" the 6th are those that occupy the first positions in average sales and median sales. Regarding the median, both practically double the following in importance ("Market studies").

- **2 subsectors account for 46% of sales.**
- **50% of companies invoice more than €400,000**
- **Directory Service and Publishing subsectors with higher average and median sales**

					Ranking			
Subsector	Sales 2021	Sales (medium)	Sales (average)	Number of companies	Sales (totals)	Sales (medium)	Sales (average)	Number of companies
Technical Consulting	248.313.711 €	272.522 €	3.820.211 €	55	6	8	3	5
Culture	5.863.352 €	197.149 €	266.516 €	19	9	9	9	7
Directory Service	104.389.509 €	1.010.387 €	4.970.929 €	17	7	1	2	8
Economic & Financial	495.220.559 €	501.791 €	3.723.463 €	100	2	5	4	3
Publishing	269.067.224 €	962.252 €	6.562.615 €	33	5	2	1	6
Market Research	278.667.244 €	529.747 €	1.948.722 €	116	4	3	8	2
Geographic Information	558.093.441 €	283.972 €	3.554.735 €	129	1	7	5	1
Infomediation Technology	287.905.073 €	504.782 €	2.690.702 €	82	3	4	6	4
Meteorological	30.886.248 €	394.341 €	2.375.865 €	10	8	6	7	9
Tourism	206.926 €	103.463 €	25.866 €	2	10	10	10	10

Evolution

Due to the lack of submitted company account information in 2020 and 2021, the analysis has been carried out for a total of 472 companies (66% of the sample) that have presented the information in the years stated.

Subsector	2020	2021	Variation
Technical Consulting	215.746.472 €	246.209.891 €	14,1%
Culture	3.527.912 €	5.394.137 €	52,9%
Directory Service	83.051.094 €	91.415.353 €	10,1%
Economic & Financial	400.138.133 €	438.168.254 €	9,5%
Publishing	119.277.906 €	123.527.522 €	3,6%
Market Research	179.226.562 €	207.644.294 €	15,9%
Geographic Information	470.786.565 €	518.996.110 €	10,2%
Infomediation Technology	231.016.632 €	274.933.367 €	19,0%
Meteorological	25.310.408 €	30.722.323 €	21,4%
Tourism	119.827 €	206.926 €	72,7%
Total general	**1.728.201.511 €**	**1.937.218.176 €**	**12,1%**

GDP evolution 2021*	**1.121.948**	**1.206.842**	**7,6%**

*(Millions of euros). Source INE - Annaul National Accounting

The evolution of the GDP in Spain has been positive, 7.6%, as that of the Infomediary Sector, with an increase of 12.1%.

It should be noted that all the subsectors have had growth in sales, with the "Tourism", "Culture" and "Meteorological" companies growing the most in percentage and "Publishing" the least.

12,1% Infomediary Sector Growth

National GDP Growth **7,6%**

Employees

Employee analysis for the 542 infomediary companies that have information available (76% of the sample)

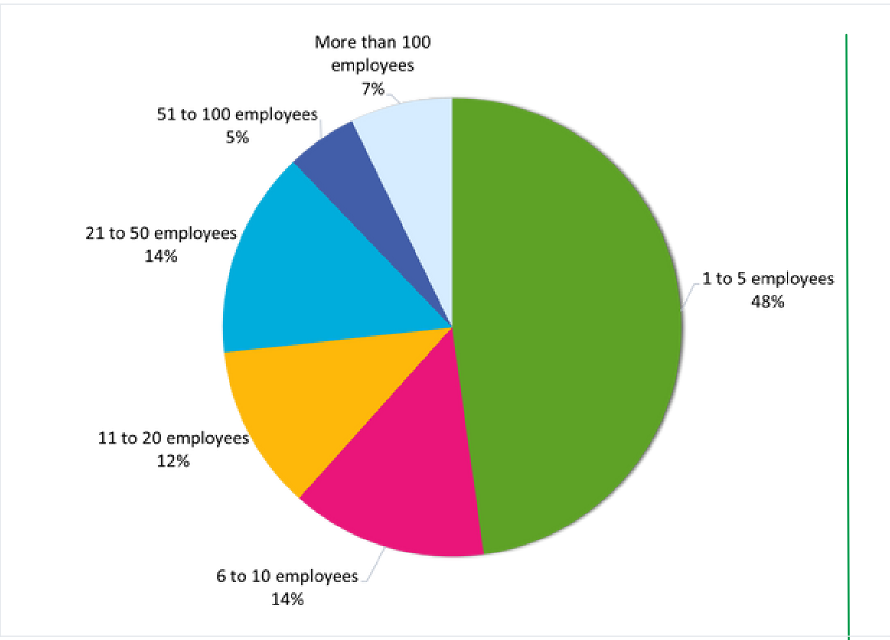
22.663 employees

Subsector	Employees 2021	Employees 2021 (%)	Employees (average)	Employees (medium)
Technical Consulting	3.137	14%	48	5
Culture	164	1%	7	4
Directory Service	1.407	6%	67	9
Economic & Financial	3.885	17%	29	8
Publishing	1.816	8%	44	8
Market Research	3.009	13%	21	6
Geographic Information	6.873	30%	44	4
Infomediation Technology	2.126	9%	20	9
Meteorological	244	1%	19	6
Tourism	2	0%	1	1
Total general	**22.663**	**100%**	**42**	**6**

Four subsectors represent 75% of the total amount of employees in the Sector, "Geographic Information" stands out with 30% of the total. After that with silimar percentages are the "Economic & Financial", "Technical Consulting" and "Market Research" subsectors. The rest represent 25%, all having below 10% of the total amount of employees.

The median by subsector does not exceed, in the best of cases, 9 employees far from the average 42 employees. This denotes a high concentration of employees in only a few companies.

As shown in the graph, 48% of the companies with data have between 1 and 5 employees and 62% have less than 10 workers.



- **There is a high concentration of employees in few companies.**
- **62% of companies have less than 10 employees**

Employee evolution

As the data on employees was not reported by all of the companies in 2020 and 2021, the analysis was carried out for a total of 411 companies (58% of the sample) that have presented the information for both years.

The national employment evolution has been positive (8.2%) compared to the of drop 7.6% in 2020, accordingly recovering the previous values, the Infomediary Sector which has grown 1.7% has recovered as well from the fall of 1.1% in 2020.

All the subsectors have had growth except "Tourism" and "Culture", which have remained constant and "Technical consulting" and "Market Research" which have decreased.

Infomediary Sector employment grows by 1.7%

Subsector	2020	2021	Variation
Technical Consulting	3.216	3.023	-6%
Culture	158	159	1%
Directory Service	1.173	1.274	9%
Economic & Financial	3.527	3.674	4%
Publishing	913	938	3%
Market Research	2.406	2.279	-5%
Geographic Information	6.149	6.436	5%
Infomediation Technology	1.857	1.933	4%
Meteorological	222	229	3%
Tourism	2	2	0%
Total	**19.623**	**19.947**	**1,7%**
Full-time employment equivalent*	**16.973**	**18.362**	**8,2%**

*(Thousands of employments). Source INE - Annual National Accounting

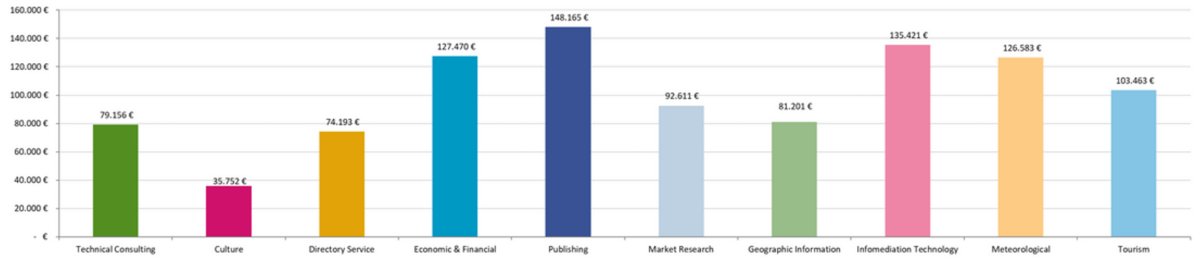
Employment values are recovered after the pandemic and the employability of the Sector is maintained

BY TURNOVER

The average turnover per employee in the Infomediary Sector was 100.543€ in 2021.

In reference to this indicator three groups can be seen, the first is those that count on an average turnover above €120,000, with "Publishing" leading the way, with close to €150,000 in turnover per employee; the second is those between €70,000 and €100,000 and finally, the last group made up of the "Culture" subsector only with just over €35,000.

Average turnover per employee in 2021



Taking into account the evolution of the average turnover per employee for the group of companies that sales and employee data is available for the years 2020 y 2021 (454 companies, 63,9% of the total), the "Economic & Financial" subsector has decreased the most (-5.3%); and on the contrary, the "Directory Service" subsector has recorded the greatest growth (71.5%).

Subsector	2020	2021	Variation
Technical Consulting	66.733 €	80.941 €	21,3%
Culture	24.663 €	35.581 €	44,3%
Directory Service	77.465 €	77.193 €	-0,4%
Economic & Financial	115.590 €	109.512 €	-5,3%
Publishing	123.007 €	123.547 €	0,4%
Market Research	77.086 €	89.758 €	16,4%
Geographic Information	77.181 €	81.055 €	5,0%
Infomediation Technology	118.890 €	135.196 €	13,7%
Meteorological	111.032 €	128.486 €	15,7%
Tourism	80.421 €	137.951 €	71,5%
Average turnover per employee	**89.635 €**	**95.581 €**	**6,6%**

The variation compared to 2020 has been 6,6%

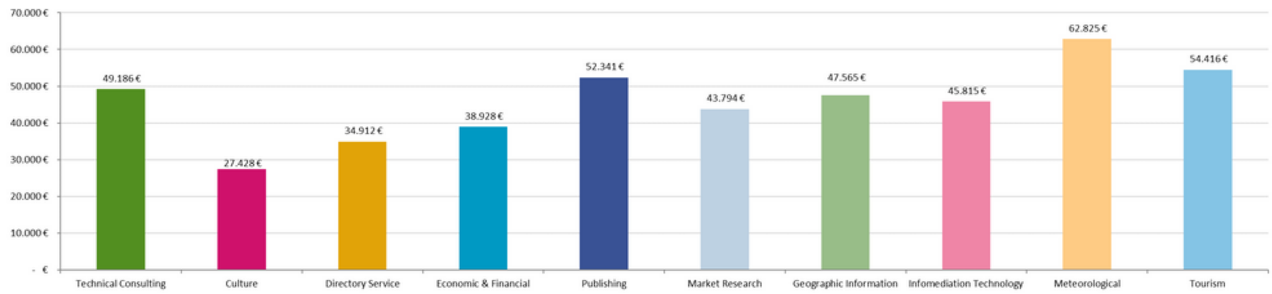
The average turnover per employee is +100K€

BY EXPENDITURE

The average expenditure per employee in the Infomediary Sector was 45.003 euros in el 2021, varying by +3.2% compared to 2020.

Only one subsector, "Meteorological" exceeds €60,000 in average spending per employee, while only the "Culture" subsector has average expenditure of less than €30,000.

Average expenditure per employee



In the evolution of the average expenditure per employee 416 companies (59% of the total) have been considered for which salary and employee data was available for 2020 and 2021. The "Tourism" subsector stands out with an evolution in the said period of 36% and "Culture" with a drop of 24%.

Subsector	2020	2021	Variation
Technical Consulting	42.462 €	49.186 €	15,8%
Culture	35.960 €	27.428 €	-23,7%
Directory Service	35.931 €	34.912 €	-2,8%
Economic & Financial	40.234 €	38.928 €	-3,2%
Publishing	52.024 €	52.341 €	0,6%
Market Research	38.633 €	43.794 €	13,4%
Geographic Information	47.308 €	47.565 €	0,5%
Infomediation Technology	46.655 €	45.815 €	-1,8%
Meteorological	55.154 €	62.825 €	13,9%
Tourism	40.012 €	54.416 €	36,0%
Average expenditure per employee	**43.625 €**	**45.003 €**	**3,2%**

The variation compared to 2020 has been 3.2%

The average cost per employee is 45K€

Subscribed Capital

For the 710 infomediary companies identified

250.115.989€

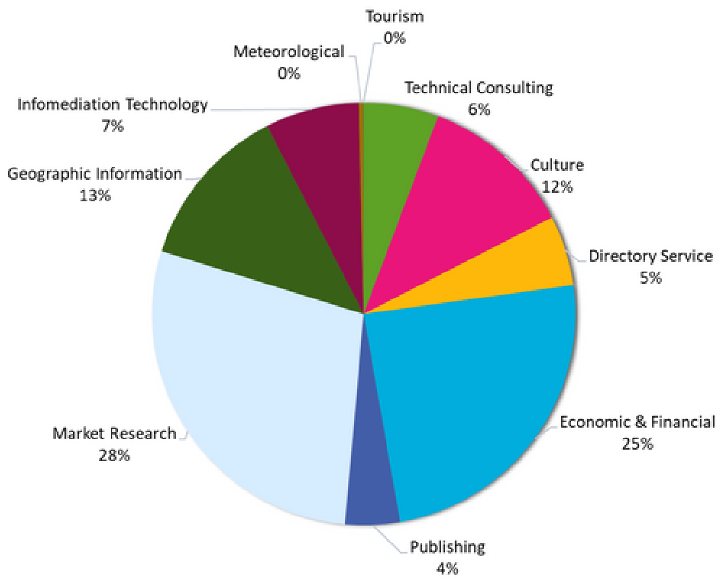
The Secotrs aggrated subscribed capital

The three most capitalized subsectors are "Market Research" , "Economic & Financial" and "Geographic Information", which account for 66% of the total capitalization. The two with the lowest are "Tourism" and "Meteorológical" with barely 0,4%.

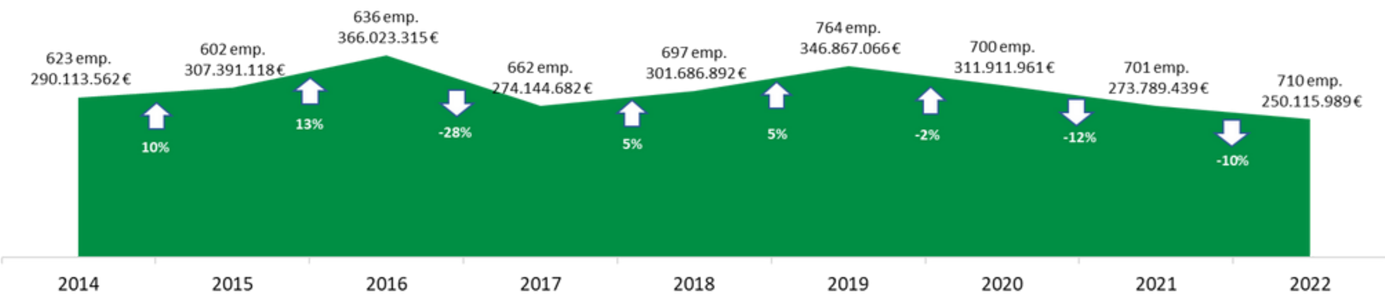
"Market Research" remains the subsector with the highest capitalization (71.2 million euros), followed by "Economic & Financial" subsector with close to 60 million euros.

Regarding the evolution, the downward trend seen in previous years has been maintained, -10%, dropping below lowest amount seen in 2017.

Distribution of subscribed capital by subsector



Subcribed capital and company volume evolution



Two subsectors bring together 53% of the capitalization.

Capitalization falls for the third year in a row.

Profit and Losses

Result analysis for the 506 companies with available information.

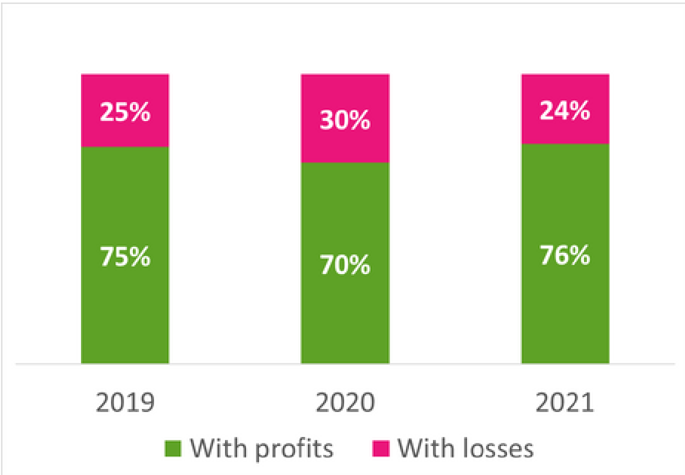
The Infomediary Sector generates a net result that exceeds 180 million euros, 70 million more than in the last year. Being the "Economic & Financial" subsector that accumulates 66% of said benefit.

76% of the companies present an average profit of approximately €600,000, while the remaining 24% average losses close to -€390,000

Taking into consideration the results from 2020, a significant increase can be seen in the percentage of companies that report profits (6%).

	2021	Average
With Profit	229.003.870 €	594.815 €
With losses	- 47.296.810 €	- 390.883 €
Total	**181.707.060 €**	**359.105 €**

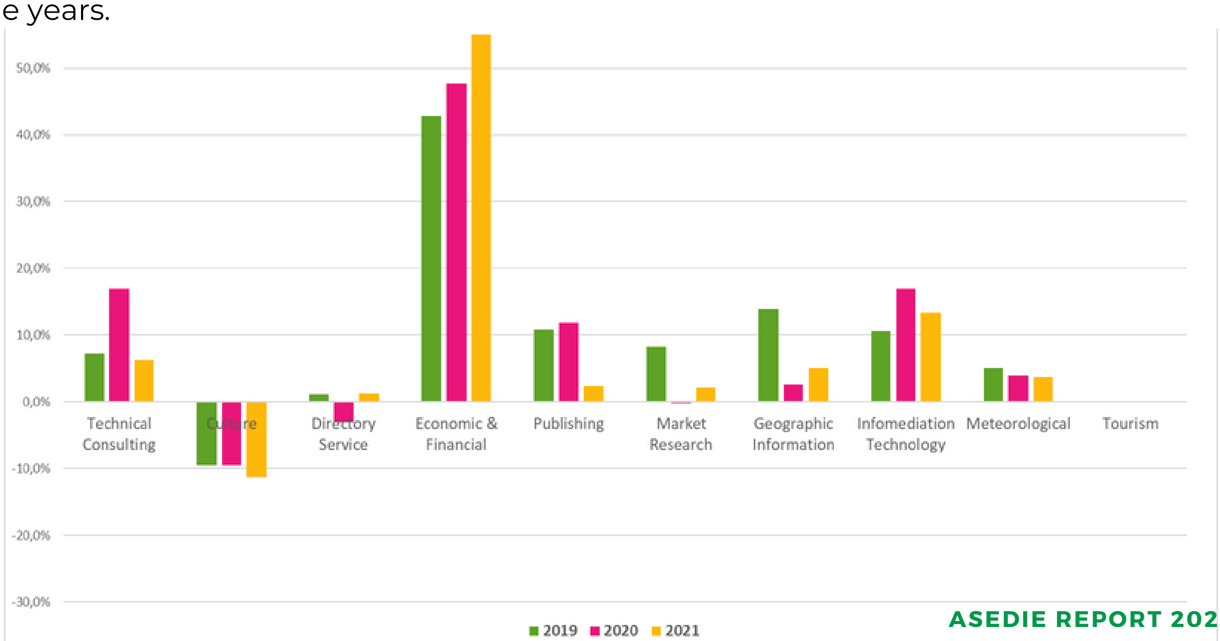
Profit/Loss ratio in the last 3 years



Evolution

The "Culture" and "Meteorological" subsectors have maintained a negative net result over the last three years.

On the contrary, the "Economic & Financial" subsector has had a positive trend during the same period, being the largest contributor to the Infomediary Sector in each of the years.



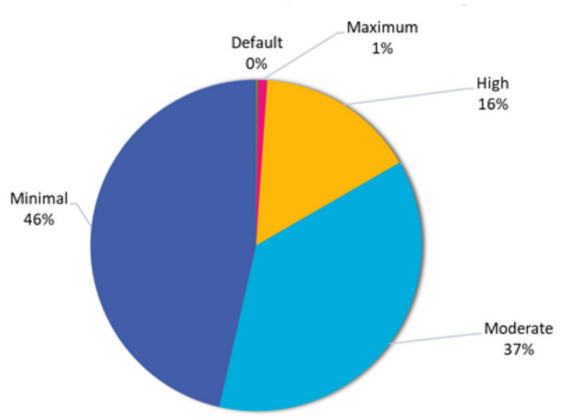
Commercial RISK

Commercial risk analysis of the 642 infomediary companies with ratings.

BY LEVEL

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

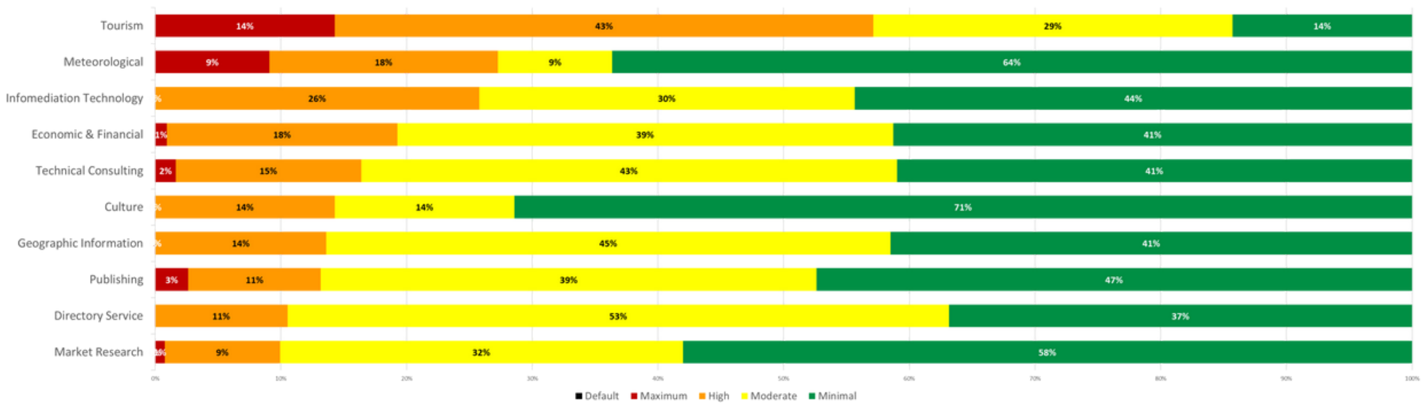
According to this classification, 17% of the Infomediary Sector companies are at high commercial risk.



BY SUBSECTOR

It should be noted that in the "Tourism" subsector 57% of the companies are at High or Maximum risk.

The rest of the subsectors move between 10-11% at the lowest ("Market Research" and "Directory Service") and 26-27% at the highest ("Infomediation Technology" and "Meteorology"), but always below 30%.



83% of infomediary companies are classed as low risk

57% of the tourism subsector companies are at risk

Evolution

Analysis of companies in the Infomediary Sector present since the first report.

NUMBER OF COMPANIES

The volume of companies detected within the Infomediary Sector has grown by almost 60% since the first report in 2013.

The regions that have grown the most since then (in proportion) are Cantabria (400%), Murcia (300%) and Extremadura (300%); and in volume, Madrid (83), Andalusia (54) and the Comunidad Valenciana (45).

The only region that has decreased is Catalonia and the only without any detected companies is the Autonomous City of Ceuta.

- **The Infomediary Sector has grown 60% in a decade**
- **Only Catalonia has decreased compared to the beginning of the report**

Region	2013	2023	Variation
Andalucía	21	75	257%
Aragón	8	21	163%
Canarias	7	13	86%
Cantabria	1	5	400%
Castilla La Mancha	4	10	150%
Castilla y León	12	23	92%
Cataluña	108	93	-14%
Ciudad Autónoma de Melilla	0	1	
Comunidad de Madrid	191	274	43%
Comunidad Foral de Navarra	5	10	100%
Comunidad Valenciana	18	63	250%
Extremadura	2	8	300%
Galicia	26	42	62%
Islas Baleares	5	5	0%
La Rioja	0	2	
Región de Murcia	2	8	300%
País Vasco	30	44	47%
Principado de Asturias	4	13	225%
Total	**444**	**710**	**60%**

SALES

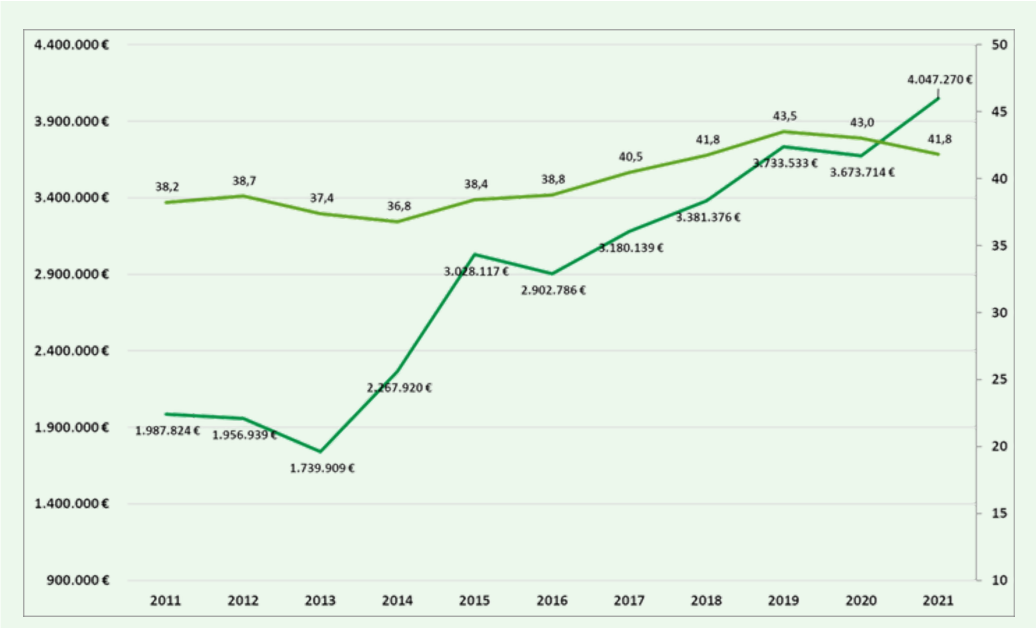
The average sales evolution has increased by 10% in 2021, fully recovering from the drop suffered in 2020 (-2%).

The Infomediary Sector maintains a clear positive trend, accumulating an increase of 27% in the last 5 years and 107% in the last 10.

It has gradually overcome the minor drops suffered in 2012, 2013, 2016 and 2020, closing the period 2011-2021 with a total increase of 104%.

	Sales evolution	Variation
2011	1.987.824 €	
2012	1.956.939 €	-1,6%
2013	1.739.909 €	-11,1%
2014	2.267.920 €	30,3%
2015	3.028.117 €	33,5%
2016	2.902.786 €	-4,1%
2017	3.180.139 €	9,6%
2018	3.381.376 €	6,3%
2019	3.733.533 €	10,4%
2020	3.673.714 €	-1,6%
2021	4.047.270 €	10,2%

Comparative 2011- 2021 average sales vs. average employees



EMPLOYEES

	Employee Evolution	Variation
2011	38,2	
2012	38,7	1,2%
2013	37,4	-3,4%
2014	36,8	-1,6%
2015	38,4	4,5%
2016	38,8	0,9%
2017	40,5	4,3%
2018	41,8	3,2%
2019	43,5	4,2%
2020	43,0	-1,1%
2021	41,8	-2,8%

The average number of employees evolution in the period 2011-2021 has increased by 8% in the last 5 years and 10% in the last 10.

In the last two years, after prolonged growth between 2014 and 2019, the trend slowed down in 2020.

There is stability in the average employees per company evolution, which denotes a solid employability in the Sector.

Indicators Summary

04

710

Companies

The number of Infomediary companies identified as active in Spain up to the 31st December 2021

22.663

Employees

Aggregated employees for the 542 companies with employee data for 2021

2.278.613.288 €

Sales

Aggregated sales for the 563 companies with financial data for 2021.

250.115.989€

Capital

The suscribed capital for the 710 identified as Infomediary companies as of the 31st of December 2022

181.707.060€

Result

The aggregated net profit of the 506 companies with available data

Healthy and constantly growing sector

This latest version of this report exhibits the sectors good health, its resilience and potential for future growth. The identification of new companies with infomediary activity only enriches the ecosystem for all the organizations that re-use public and private data. The entry of new agents represents a further step in the promotion of a sector with an annual turnover of nearly €2.3 billion per year.

The Spanish infomediary industry is growing at a double-digit rate and above other macroeconomic indicators in Spain. This information reflects the sector's good health and encourages us to look to the future with optimism, aware of the potential that the sector has as a lever for wealth and development at a national level. The sales figures show the interest in marketing data-based products and services and the employment figures confirm the interest in continuing to create them.

2013		2023
444	Companies	710
9.971	Employees	22.663
899 millions	Sales	2.278 millions

Technological development progresses faster and faster. The impact that these transformations have on the economic system has turned the Infomediary Sector into one of the most influential factors both in our economy and in the International Community.

Survey 2023

05

This year the results of the survey, carried out on the different agents that compose the Data Ecosystem, were analised.

The survey was concluded within the collaboration and research agreement between the Information Sciences Faculty of the Complutense University of Madrid and Asedie.

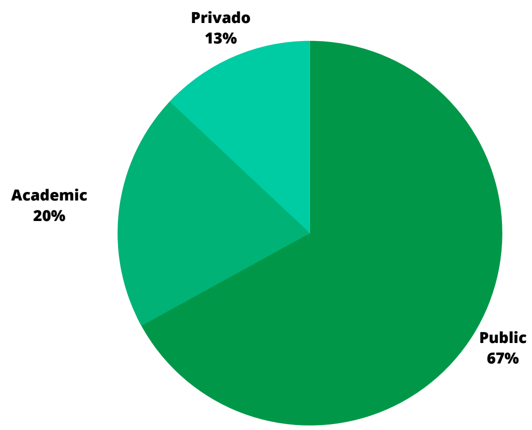
As shown in the annex the questions are focused on open data provided by public entities, the value and the impact of its re-use.

Taking the Data Ecosystems three main parts (Academic Sector, Private Sector, understood from the perspective of re-users and infomediary companies, and Public Sector in all its areas, State Administration, Autonomous Regions and Local Entities), into account the impact of open data in Spain and the identification of requirements and barriers in publishing and accessing public data for its re-use was sort.

The first results are presented in this report and the rest will be included in the doctoral research on the public value of open data.

Results obtained

- 67% Public Sector
- 20% Private Sector
- 13 % Academic Sector



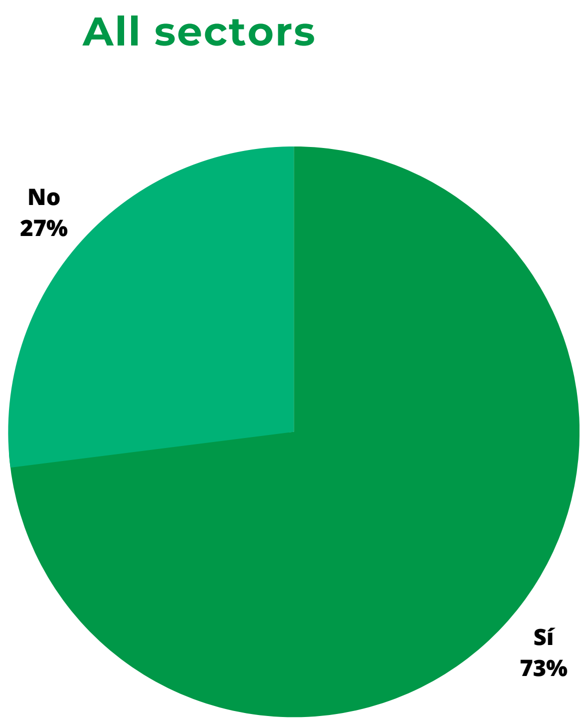
High-value dataset categories (EU)

On December 21, 2022, the European Commission published the Implementing Regulation (EU) 2023/138. This Regulation defines six high-value dataset categories: Geospatial, Earth Observation and Environment, Meteorological, Statistics, Companies and company ownership and Mobility.

The Regulation, with the intention of benefiting not only the economy but also society, establishes that public sector organizations within the member states must make the datasets identified as high-value available free of charge for re-use.

In response to whether those surveyed had knowledge of the high-value datasets: 74% from the Academic Sector, 71% from the Private Sector and 73% from the Public Sector indicated that they are aware of the European regulation on the high-value public datasets categories.

However it is worrisome to observe that 27% of those surveyed in the Public Sector state that they have no knowledge of these categories considering that they work with data.



27% of the public sector respondents claimed that they were unaware of the six high-value datasets

High-value dataset impact.

88%

88% of the respondents from the Academic Sector who are aware of the high-value sets, believe that they are really useful for their institution.

96%

96% of the companies surveyed, who are aware of the high-value datasets, consider that they are truely useful for their business.

77%

77% of Public Sector respondents who are aware of the high-value datasets indicated that their organisation is responsible for, at least, one of the datasets.

72%

72% of those surveyed from the Public Sector who indicated that their organization is responsible at least one of the high-value datasets stipulated that they will publish the data in the established timeframe (16 months).

Impact in the academic and business sectors

54% of respondents from the private sector who are aware of the six high-value data categories acknowledged that until now they have paid for some of the datasets included in the categories and 93% of them have affirmed that the gratuity of the data will have a positive impact on their budget.

In relation to the Academic Sector, only 13% of those surveyed who are aware of six categories paid for their use and 100% of them asserted that the data gratuity will facilitate their research projects.

Barriers

Public Sector

65%

When asked to identify the three main barriers when publishing information, 65% of those surveyed in the Public Sector considered that the lack of human resources as the main barrier, 39% identified the lack of political leadership and 38% poor data quality as other principal barriers.

The respondents from the Public Sector, who also re-use public information, indicated that the three most important barriers they encounter when re-using the said information are:

- The information provided is not homogeneous (41.9%)
- The datasets are not available in all regions or city councils. (41%)
- The lack of data actualization (38.1%)

Academic Sector

In response to the request to identify the three main barriers when it comes to accessing public data for re-use the Academic Sector identified the following:

- The lack of data quality (43%)
- The datasets are not available in all regions or city councils. (43%)
- The lack of data actualization (39%)

Private Sector

In response to the request to identify the three main barriers when it comes to accessing public data for re-use the Private Sector, indicated the following:

- The lack of data actualization (49%)
- The datasets are not available in all regions or city councils.(46%)
- Difficulty in accessing the data (43%)

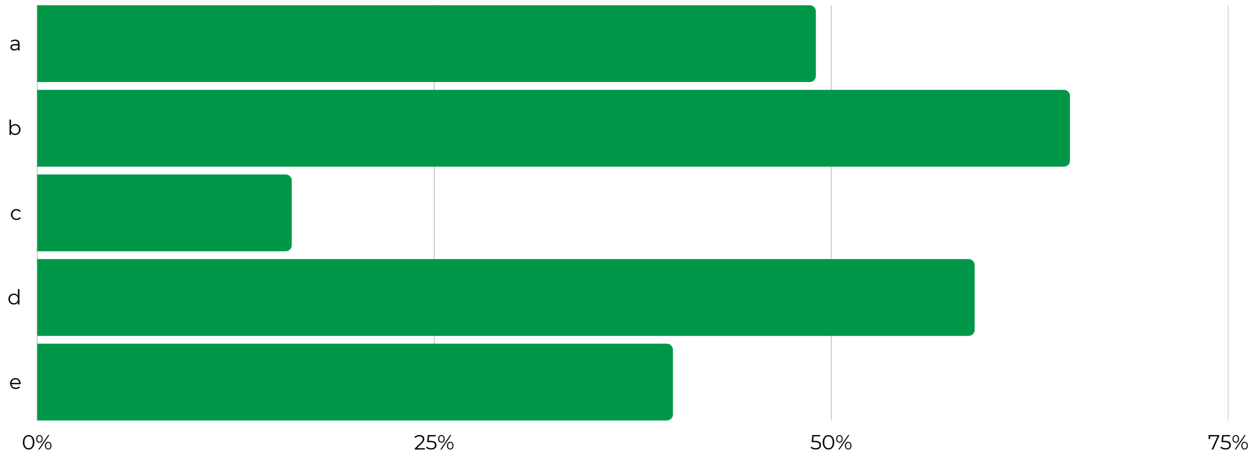
The Data Ecosystem agrees that the lack of data actualization and data availability in all regions and town councils are the two main barriers when re-using public sector information.

The Ecosystem demands a Compendium of Regulations

95%

95% of those surveyed affirm that it would be beneficial to have a list or compendium of coexisting regulations that directly affect access, publication and the re-use of public sector information.

Impact of creating a regulation compendium



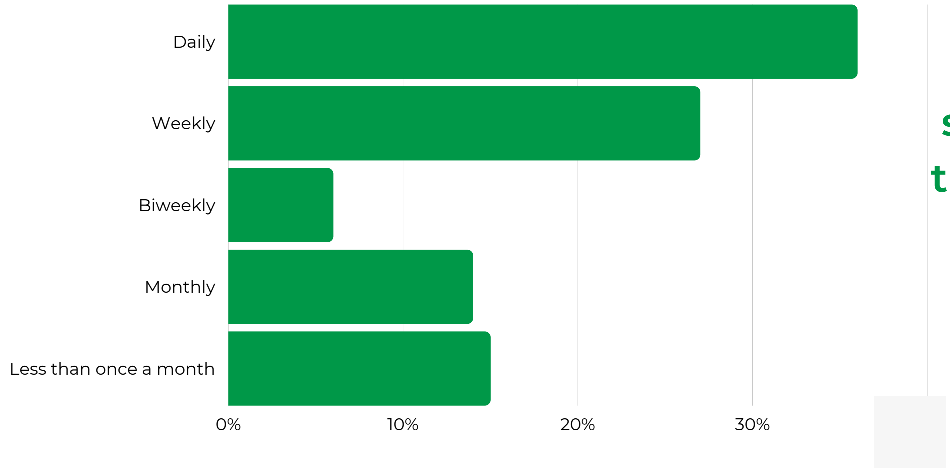
Legend
a. It would make my job easier
b. Beneficial in training and informing those that form the Data Ecosystem
c. It would help the legislator's work to be really efficient
d. It would help to make the implementation of the different regulations clearer and easier
e. It would help identifying the real barriers that exist

65% of those who indicated the usefulness of a list or compendium affirm that it would helpful in training and informing the those who form part of the Data Ecosystem and 59% mention that it would help to make the implementation of different regulations clearer and easier.

65%

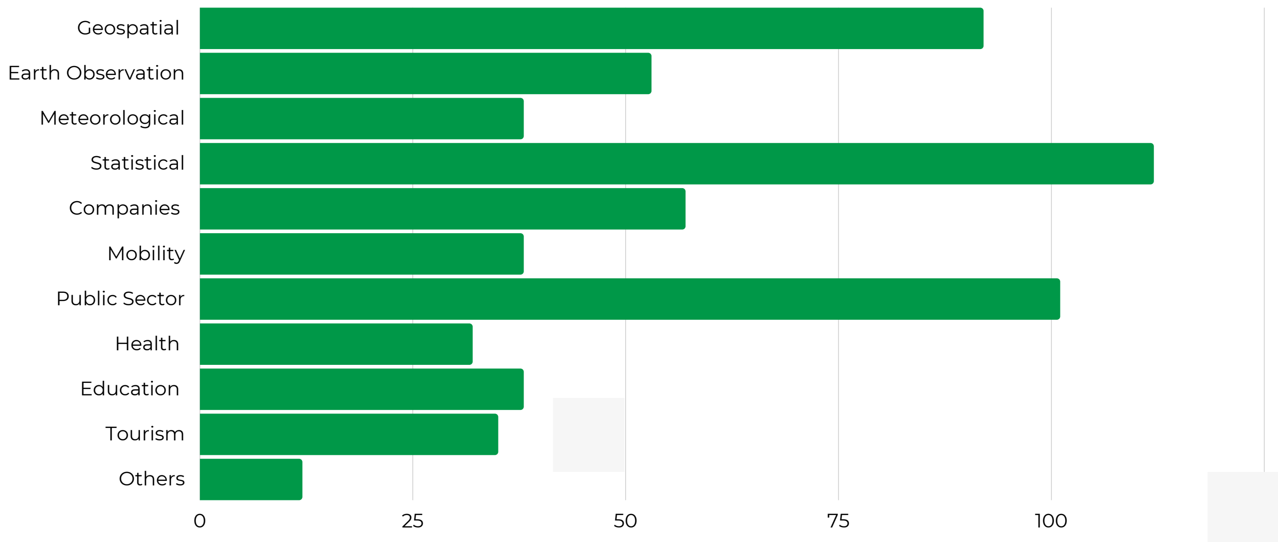
Public Data Use

Frequency of use



63% of those surveyed indicate that they use data daily or at least once a week.

Commonly used data



**The data most demanded:
Statistics, information about the public sector y geospatial**

Frequently used portals

61%

61% of those surveyed state that they use data published on the datos.gob portal

66%

66% of those surveyed affirm that they use the data published in other national portals. 77% of those who use these sources declare that they consult the National Statistics Institute portal and 52% the National Geographic Information Centre portal.

67%

67% of the respondentes indicate that they use data published at the regional level. Although the use is similar in all regions, that of the Community of Madrid, the Junta de Andalucía and the Generalitat Catalana are particulary noteworthy.

33%

33% of the participants affirm that they use the data published on provincial data portals.

45%

45% of those surveyed indicate that they use the data published at the municipal level, highlighting the Madrid City Council.

Impact of open data in the Private Sector

77%

77% of the respondents from the Private Sector indicate that it is economically viable to access public data.

89%

89% of the Private Sector respondemts express that public data aids in the development of useful solutions.

Growth forecast for the Private Sector and its companies

89%

89% of Private Sector respondents expect growth in the Sector and none predict a decline in 2023.

91%

91% of those surveyed in the Private Sector expect moderate growth for their company this year.

Top 3 Asedie

06

01

Associations

First dataset accessible in the 17 Spanish regions

02

Energy Certificates

Accessible with cadastral reference in the 17 regions

03

Fundations

March 2023 accessible in the 17 Spanish regions.

Asedie, has identied more than 60 datasets of interest to companies in the sector. Most of them, are related to the transparency of the business world.

When the Assocation requested the access to the stated datasets in the 17 Spainish regions it was observed that each one opened the datasets according to their criteria or the resources available to them, meaning that it was more or less impossible for a single dataset to be accessible in all of the 17 regions.

Our Sector demands and needs a global vision, because without this, it is difficult to produce quality services or products. The more datasets that are truly accessible, the greater potential can be extracted from them. The dataset's value increases exponentially when a higher number of regions publishes them.

In 2019 the Top 3 Asedie was created, a new initiative, where only 3 datasets were was selected from the extensive list. The publication of this information was then requested with the aim of promoting a harmonized opening of the selected databases.

The project's objective, which in 2021 was included as a commitment to Good Practices in the IV Open Government Plans Observatory with the support of the 17 Spainish regions, is to harmonize the opening of Public Sector datasets with the aim to stimulate their re-use, by promoting both product and service development with high socioeconomic value.

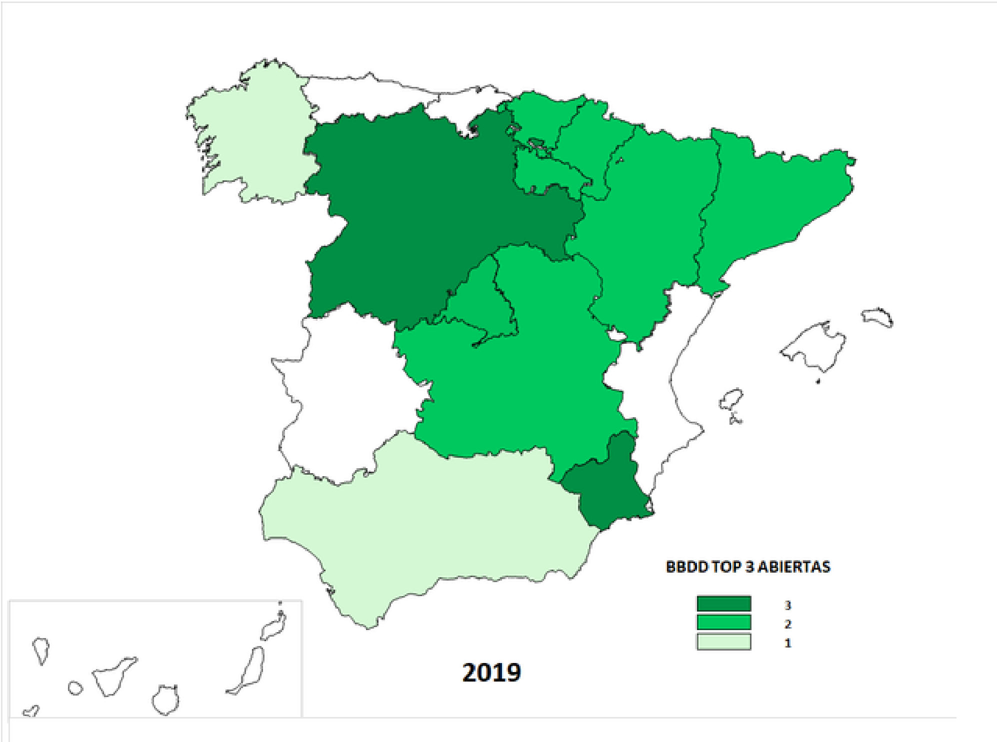
The evolution achieved jointly with the 17 regions over the last year is onlined in continuation.

First Top 3 Asedie

Asedie works with those responsible for Open Data in the 17 Spanish regions. It is a collaboration at all levels.

Regarding the first Top 3 Asedie, Associations, Cooperatives and Foundations, there are currently 16 regions in which the complete Top 3 Asedie can be accessed, and 8 regions have included the NIF (unique identifier), information which not only helps to improve transparency but also makes the information substantially more accurate.

In the following maps the evolution from 2019 to 2023 can be appreciated:



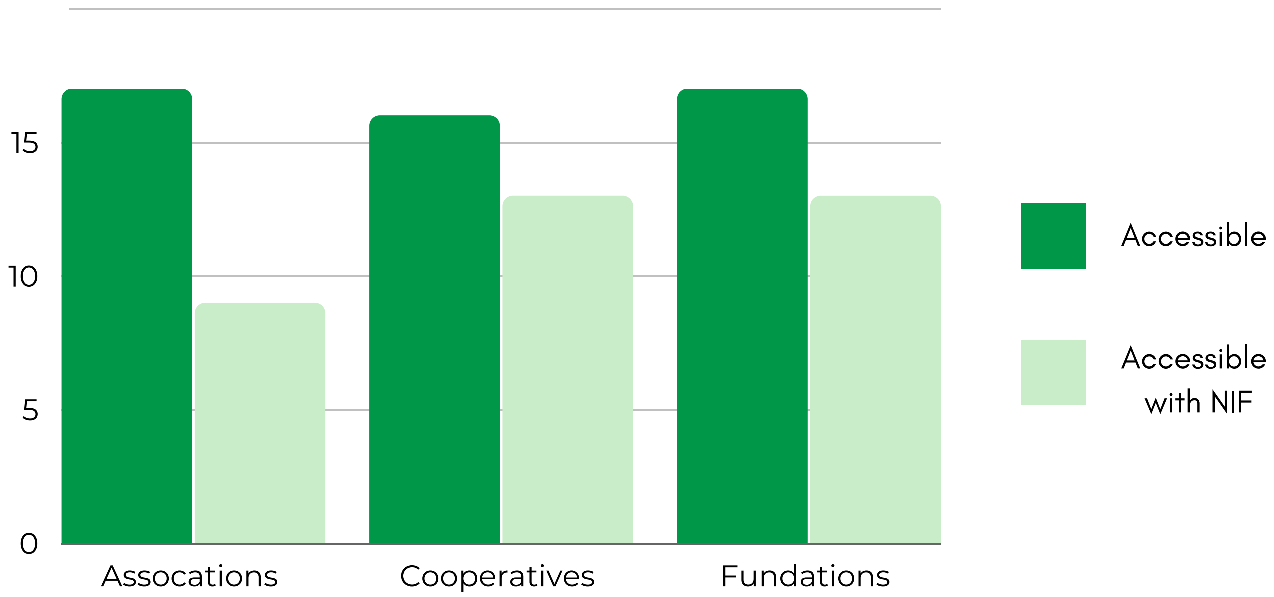
Looking back to 2019, the three datasets included in the first Top 3 Asedie could only be accessed in two regions, and now in 2023, information about associations and foundations can be accessed in the 17 regions. At the time of this reports presentation, only one dataset remains to be opened in one region to complete the first Top 3 Asedie.

Focusing on these datasets the progress over the years has been:

	Accessible 2019	Accessible 2020	Accessible 2021	Accessible 2022	Accessible 2023
Associations	9	11	17	17	17
Cooperatives	4	10	13	15	16
Fundactions	7	10	13	15	17

Once the datasets have been opened, they are analised, monitored and even request for improvements are made, such as:

- setting update periods,
- including data of interest that increases the datasets value, such as the NIF,
- monitoring changes, quality and formats...



Second Top 3 Asedie

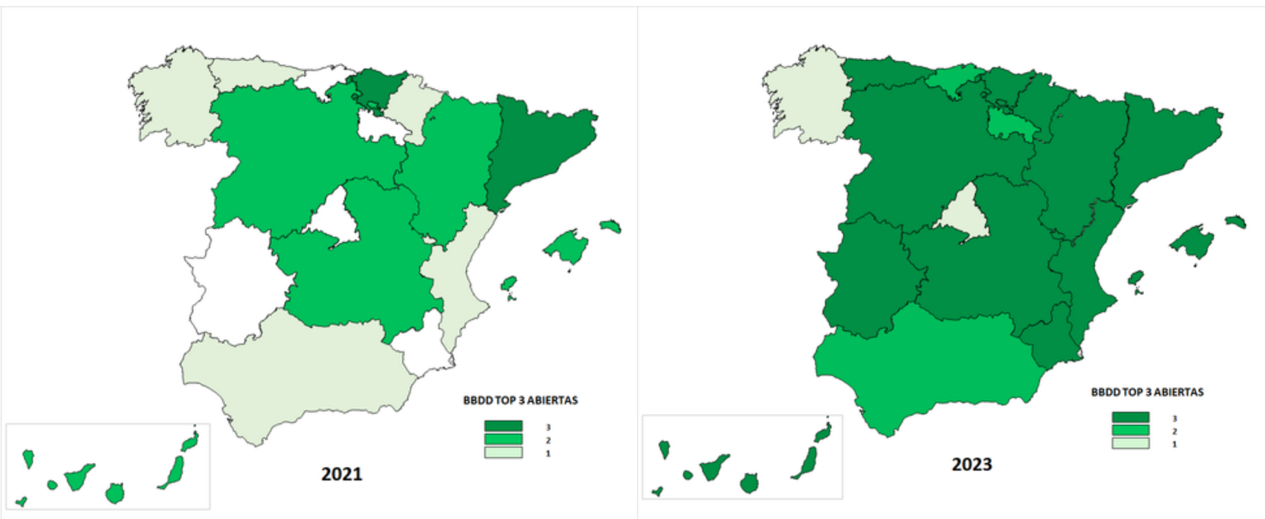
After the progress achieved with the First Top 3, three new datasets were identified, creating a second Top 3: Energy Efficiency Certificates, SAT Registries and Industrial zones. The evolution is:

	Accessible 2020	Accessible 2021	Accessible 2022	Accessible 2023
EE Certificates	NA	8	15	17
SAT Registries	3	6	7	12
Industrial zones	2	7	10	15

Highlighting the following points:

- In 2021, the Energy efficiency certificates were accessible only in 8 of the 17 regions and from July 2022 they have been accessible in all 17 regions. This dataset has had the fastest progress of the 6 included in this initiative. It is worth mentioning that all of the datasets incorporate the cadastral reference.
- In recent months there has been a strong advancement with regards to the Industrial zones and SAT registries datasets.

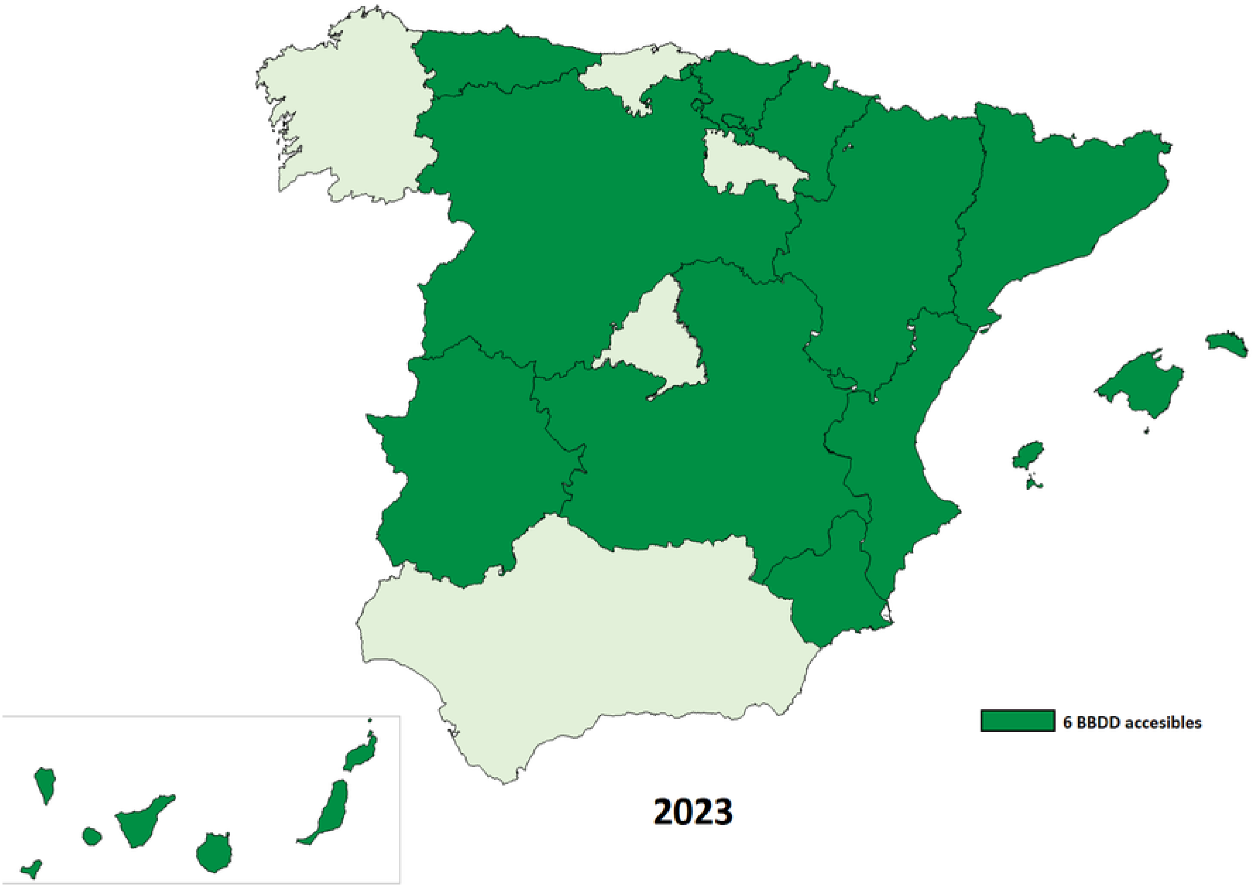
In the following maps the evolution of the second Top 3, from 2021 to 2023, can be appreciated:



The Top 3 Asedie initiative, started in 2019, has shown that it is possible to harmonize public data sources and make them available to Society. The Association works very closely with the Administration to continue accessing new datasets, to standardise open data and to promote transparency in the broadest sense of the word.

The accessibility of the foundations, associations and energy certificates registries is already a reality in all the Spanish regions and many regions have already made key identification data available to citizens and companies. Over the next few years, Asedie will maintain its aspiration to continue promoting open data, consolidating the Top 3 as the reference that it represents today.

First and second Top 3 Asedie accessible in 12 Spanish regions.



Next steps

The Top 3 Asedie is a result of the impact of an effective public-private collaboration in open data.

01

Open dataset Monitoring

- Collaboration to promote improved access.
- Inclusion of relevant information for the Sector.

02

Diffusion at all levels

- Identification of good practices within the Adminstration,
- Selection of examples to encourage public collaboration,
- Dissemination at the all levels, EU, regional, local...

03

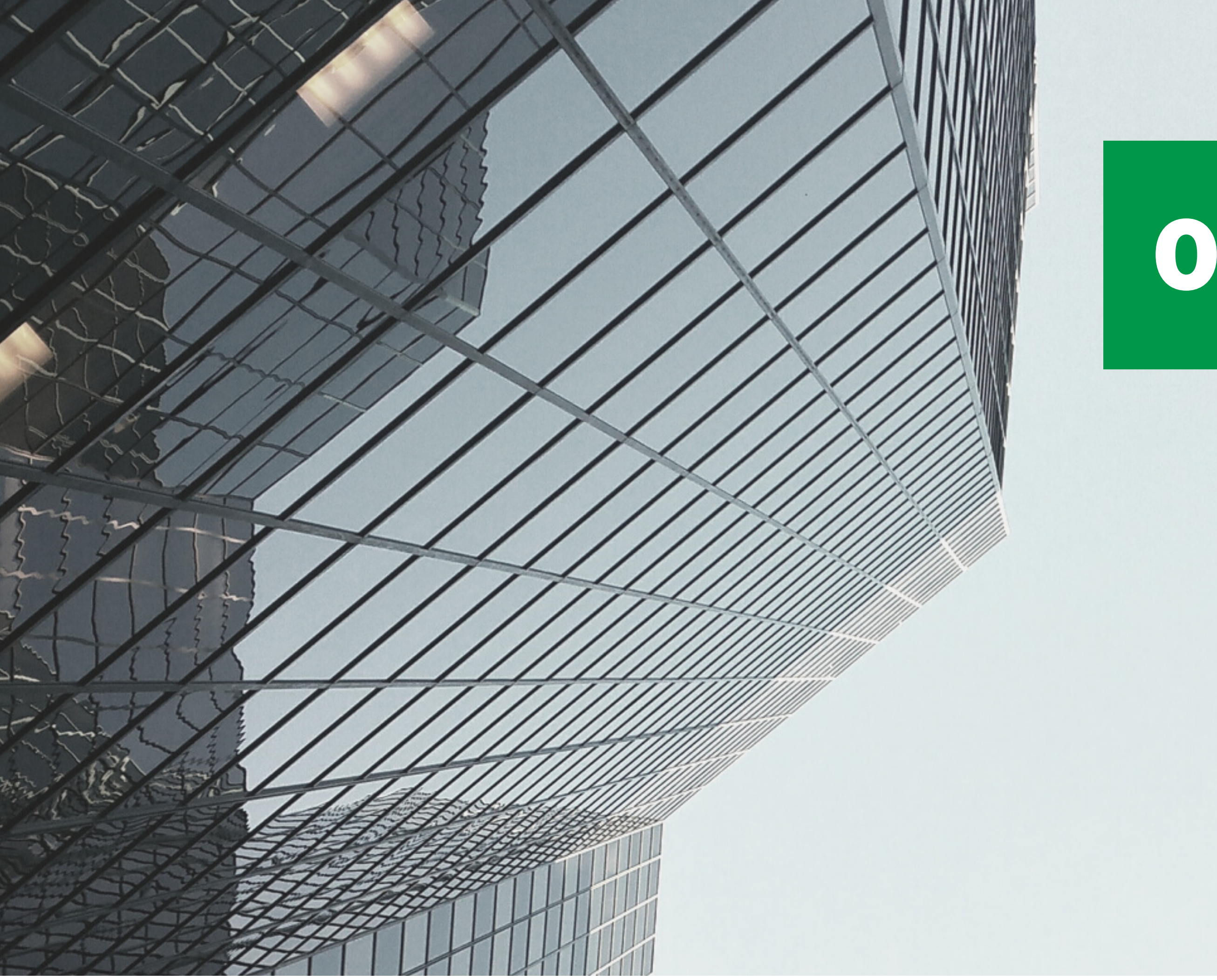
Identification of a new TOP 3

- Analysis of possible regulations that could affect the dataset publication,
- Selection of 3 new datasets for the Spanish regions,
- Formal request for the opening of these datasets.

04

Identification of a TOP 3 for the State Adinistration.

- New Initiative aimed at General State Administration and based on established collaboration protocols,
- Formal request for the datasets opening and response follow-up.



07

Infomediary Sector Success Stories

How does the Infomediary Sector use information from the Public Sector? In other words, what do the companies in this Sector do with accessible public data? This is a question that the Administration frequently asks Asedie in meetings and, in response, a few years ago the Asociation enabled an area on it's website and began to include success stories in this report. Value-added products and services created by companies in the sector with information obtained from the Public Sector are incorporated.

This year various products and services that support the growth of our economy have been included. Furthermore, on our website, you can consult more examples that are updated throughout the year.

API Market

Iberinform's API Market facilitates the access and integration of 52 datasets from companies and freelancers of the highest quality into the management system (CRM, ERP, etc.) of your company, to automate and improve the business process efficiency. Iberinform has opened a data catalogue on this portal so that it can be easily tested, improve internal processes and enrich products and services.

What do Iberinform's APIs provide?

They improve the effectiveness of commercial actions. Having more up-to-date data increases the customer acquisition campaigns conversion rate.

Avoid manual data entry costs, improving usability, completing and verifying the information obtained in the acquisition forms.

It allows you to automate administrative tasks and keep ERP and CRM contact details updated, ensuring that invoices and communications arrive correctly.

Create new products and services or business models based on Iberinform data.

It offers more data on potential customers and/or enriches it with data that helps identify the purchase potential or the risk level of non-payment.

Access to other business information sources such as RAI or Asnef Empresas.

They allow the use of the plugins developed for Salesforce and Microsoft Dynamics, to connect without development and guarantee that your CRM data is updated and complete.

Through these 52 data APIs, ERPs and CRMs can automatically connect to the Iberinform database, update their information on leads, customers, suppliers, etc. This API Market greatly facilitates the developers work, generating significant time savings and minimizing the economic costs of software development.

Geocode

In-house developed solution, focused on processes of standardization, validation, correction, coding and geolocation of postal addresses in Spain and Portugal.

Geocode includes contact data format validation and verification functionalities, as well as information assignment:

- Statistical indicators, which allow us to segment, analyze and profile the universe of consumers through 5 dimensions based on two key factors: persons living in the building (socio-demographic situation, economic capacity, profession, or employment) and the type of household (dwelling characteristics, the household or family composition).
- Cadastral origin data, real and calculated, as well as information from other sources associated with the building or property.
- Data associated with companies.
- External data aggregation, such as climate zone, flooding risk, or ad-hoc indicators.

The main advantages of working with Geocode:

Guarantees the quality of the data, with correction percentages up to 98%.

Ease of implementation and scalability according to needs.

Flexibility to make custom adjustments or functions.

Includes international geographic coverage for data cleansing ang geocoding.

Geomarketing

inAtlas is a company specialized in Geomarketing Solutions and Location Analytics that offers strategic business solutions based on location. It has created its own technology that increases the speed of geospatial data requests, allowing a high flexibility of customization, visualization and continuous integration of different databases.

It develops geoanalytic online platforms for governments and private companies as well as custom analytical data models for best customers prospection, recommended places for expansion and growth of businesses.

inAtlas develops and sells 3 types of Solutions::

Plug&Play	standard solution for an immediate access to B2B and B2C market for commercial prospecting and lead generation on maps, in Spain and Portugal.
PREMIUM - Sectorial:	vertical solutions with specialized geolocated data for the banking and insurance, telecommunications, energy, hospitality, retail, tourism and manufacturing sectors in Spain.
International Solution:	a complete Geomarketing solution for commercial prospecting and expansion in more than 200 countries of the Dun&Bradstreet global network.

Infoempresa.com

Continuing with its mission of providing users with information about the status and activity of Spanish companies, Infoempresa.com, the leading economic and financial information web service, has recently released a new corporate identity and a more innovative, accessible and intuitive, economic intelligence service.

Thus, the platform offers improved visual reports that respond to the needs not only of a new generation of professionals but also of a large part of society.

Users can access both annual accounts, balance sheets, risk reports, and financial statements, as well as files on companies and managers active in Spain, from official sources. Users can also establish alerts in real-time to be up to date with any news.

From any device, and at any time and place, financial professionals and those from other disciplines have access to relevant information to make decisions that help them minimize risks and/or choose the right organization partner to do business with.

Infoempresa.com is renewed to be even more accessible, complete and intuitive

Pyramid Data

Data Supply about Spanish Energy Efficiency Certificate (EEC)

Due to the growing awareness of clients, banking entities and insurance companies regarding climate change and the correct fulfilment of their obligations in terms of corporate social responsibility, the need arises to imminently have the Energy Efficiency Certificates (EEC) of its portfolio of real estate properties.

Currently less than 20% of the entire real estate park in Spain has an official EEC

In Deyde DataCentric, a system has been developed that allows real energy labels to be extracted from the different sources that publish them. And for properties without this official certification, mathematical models have been developed that, fed by data from real certifications of TINSA and appraisals, allow estimating the letters and numbers of emissions and consumption.

08

Public Sector good pratice examples

The first guidelines relating to Public Sector Information in the EU were produced in 1989, and various documents, studies and additional legislation have since followed.

It has been 20 years since the first Directive for the Public Sector information re-use came into force. Since then, each Member State and, logically, in Spain, each public body, each region, local entity… has published their information in the best possible way according to their criteria or the resources available to them. While the regulations try to increase transparency and introduce a set of measures that facilitate access, development and the re-use of information produced by the public administration, in reality the harmonization of said information is another story. For this reason in Asedie it is believed that it is important to promote projects such as the Top 3 Asedie, but to also highlight good practices in the public administration that reflect the effectiveness of the public function and that should be taken as good practices examples and then re-used, if possible, by other administrations. Therefore helping harmonization while strengthening collaboration within the Administration.

Some good practice examples from the Public Sector have been included in the following pages.

Open statistical data as the Data Economy engine

The Canary Islands Statistics Institute (ISTAC) is the regions central statistical organism and, since 2008, it has been committed to opening statistical data, accompanying both the Canary Islands Government and other statistical offices in this process.

The information and data produced by ISTAC is distributed, under the principles of public statistics and data re-use, free of charge, in open formats and with licenses that allow its re-use for commercial and non-commercial purposes, currently being the second Spanish public body, in relation to the number of open datasets published.

Furthermore, ISTAC is committed to the interoperability of public statistical data and is the only statistical office in Spain that has fully implemented the ISO SDMX standard for the interoperable exchange of statistical data. In addition, it has developed applications, connectors and APIs that facilitate the visualization, access and re-use of statistical and geostatistical information by third parties.

In this context, it also cooperates with other Communities in the implementation of its strategy and technology (eData) in terms of open statistical data.

The open data provided by ISTAC makes it possible to understand the environment and compare the changes in society over the years within the Archipelago, allowing the reformulation of local policies adjusting them to the population's specific needs or generating value from business with the development of new products or markets.

It is expected that the demand and statistics will increase in the coming years, along with the extension of the data economy use by administrations, companies and society as a whole. That is why the effects of ISTAC are concentrated on responding to this demand, positioning itself as one of the benchmarks in the Canary Islands for boosting this economy, offering the greatest number of instruments and tools possible for this, or , establishing frameworks in which ISTAC supports other entities to develop and reap the benefits of the data economy.

Open data Technologies

Under the IV Open Government Plan framwork, the Junta de Andalucía launched a new Open Data Portal and agreed on an opening strategy and the implementation of tools for the intake and exploitation of automated data, emphasising the use of technologies that allow dynamic access to the data catalogue through a simple and standardized mechanism provided by the APIs.

The objectives of this open data initiative are:

- Promotion of the data economy.
- Compliance with current regulations, especially those for the publication of high-value datasets in accordance to Royal Decree-Law 24/2021.
- Promote re-use by the infomediary sector, expanding the offer and means of exploitation of the catalogue.

The Portal, framed in the Digital Services Model, is integrated into a Cloud infrastructure based on container orchestration and an indexing/search engine, managed under the DevOps philosophy, which ensures data governance, scalability and availability, allows for quick publication and makes dynamic data freely accessable, readable by machine and massive download through APIs implemented as microservices under the OpenAPI standard.

The adoption of this technological ecosystem allows us to contribute:

- Agility in the publication of new datasets.
- Homogenize automated access to the catalogue.
- Create a framework that makes it easy to open high-value data sets.

The Open Data Unit of the Junta de Andalucía continues working on the opening of new data sources, covering the main challenge faced by the infomediary sector, eliminating re-use barriers. With future projects such as the creation of an Andalusian Open Data Technical Office or the definition and establishment of metrics and indicators to measure the data use and the impact its re-use, together with the philosophy and architecture adopted, it is positioned favorably to continue opening high-value datasets, in compliance with the recent Execution Regulation (EU) 2023/138 of the European Commission, which details the datasets to be opened in the coming years.

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Academic Sector good pratice examples

In the latest edition of the Asedie Award, a new category focused on the academic and research world, called "Promoting Data Knowledge", was incorporated.

This new category aims to recognise individuals or entities that are completing or have completed or developed tools, projects or investigations that promote or disseminate transparency, openness, access and/or re-use of Public Sector information, and that also contribute to the knowledge of the Data Ecosystem and raise awareness of its importance for Society.

In the ecosystem in which the Infomediary Sector acts, the effort of each agent is important, and for this reason, Asedie believes that it is necessary to highlight the work of each part of this ecosystem.

This year, the report's new section has been cretaed, where examples of good practices in the Academic Sector have been included, demonstrating the work and effort completed.

Geospatial Code

The Geospatial Code is a compendium of the principal national and European laws and regulations of interest to the Cartography, Geographic Information and Topography sectors and to Lawyers, Notaries, the Cadastre and the Property Registry. It is included in the Electronic Code Library of the Official State Gazette (BOE).

The standards included are those officially published by the BOE, mainly being Laws or Royal Decrees. In this way, the regulations contained in other official bulletins or Official Gazettes, such as regional or European ones, are not included. Nevertheless, due to the analysis of each norm in the Geospatial Code, reference is made to the European regulations that are related to it, provided that it has alsobeen published in the BOE.

The BOE Geospatial Code is accessible freely available online, and is also permanently updated officially due to its publication in the State Gazette, granting the official status.

This compendium of the main current regulations related to geospatial matters is permanently updated according the regulatory changes that occur and is complemented by an update alert system whose subscription can be made through the services of My BOE. Each time a new regulation related to geographic information is published in the BOE or any of the laws it contains are modified, a new update of the Geospatial Code will be produced.

What is the most noteworthy aboutthe Geospatial Code?

The published Geospatial Code has allowed for a normative "consolidation" by the BOE of the more than one hundred norms incorporated in the six dimensions.

This regulatory "consolidation" has the practical importance of making, via the official website, more than a hundred norms with a hyperlinked index, available to citizens, companies, private corporations and public organisations, facilitating the access and navigation, together with the possible download.

e integrado en el sistema de Alertas de «Mi BOE», de forma que toda persona o institución interesada podrá estar al día de manera sencilla, gratuita y personalizada.
It also provides, for every norm incorporated, its respective references, in accessible and editable text, as well as an updated and detailed analysis of each standard, which will enable the consequent and, future, official updates by the BOE, also integrated into the "My BOE" alerts system, so that any interested person or institution can be up to date in a simple, free and personalized way.

Open Data Report

The state of open data in Spain III report. (University Rey Juan Carlos and FIWARE Foundation).

Open data reuse makes it possible to create value for society, as a result of the offer of new digital products and services and the revitalization of economic activity. The third report on the open data reuse in Spain (Abella, Ortiz-de-Urbina-Criado, De-Pablos-Heredero & García-Luna, 2021) aims to respond to the question on the state of open data reuse in 2021 and the progress that has occurred since the first report in 2017.

To do this, open data portals have been identified and a sample of datasets and services based on them have been analysed. Those responsible for the portals have been surveyed to analyze value creation. A diagnosis has been made about the knowledge they have about the reuse of their data, about the activities to promote the use of the said data and the services generated, and about the type of innovation that can be promoted. In addition, the MELODA 5 metric has been applied to analyze the degree of reusability of open data published in Spanish open data portals and the first reputation ranking of open data publishers reputation reanking has been created.

The analysis carried out allows for reflections to be made on the data reuse ecosystem in Spain, where the following points can be highlighted:

- The largest users and providers of services are the Public Administrations.
- There is a lack of standardization and data access automatisation.
- In most cases, the update period exceeds one month.
- Half of the published data is not geolocated.

These diagnoses have made it possible to carry out an analysis of opportunities and threats as well as strengths and weaknesses, from which some reflections that may help to design future public data management policies have been incorporated.

Conclusions and next steps

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Currently the Infomediary Sector is more active than ever. In the last year, ASEDIE as a representative, has worked hand in hand with the Public Administrations in two areas with a direct impact on civil society. On the one hand, the success of the Top 3 Asedie confirms that a global agreement on data opening for companies and citizens is possible. On the other hand, Asedie has worked with the European and Spanish institutions to promote a regulatory framework that makes sense for everyone. Today there are many agents that make up the Data Economy that are committed to creating wealth, employment and knowledge through data re-use.

Regarding regulation, the challenge is simplifying the rules that will set the framework for anyone involved. Asedie has for some time promoted the creation of a compendium of standards that will bring together all the regulations that impact both access and re-use of Public Sector data. This is an interest shared by institutions, academics and companies that operate within this ecosystem as they all understand the immense value it could bring to their activity. This common conviction is reflected in the survey conducted in this latest analysis.

Next steps

The public-private collaboration with which this report has always been elaborated has taken a step forward this year by incorporating an academic space. The joint work from three areas (public, private and academic) does not go without noting the leading role played by open data in today's society. Asedie will continue working to promote the Data Economy in Spain, convinced of its catalytic capacity for the entire Soci we w

Management

- Political impulse
- Continue demostrating the impact of open data

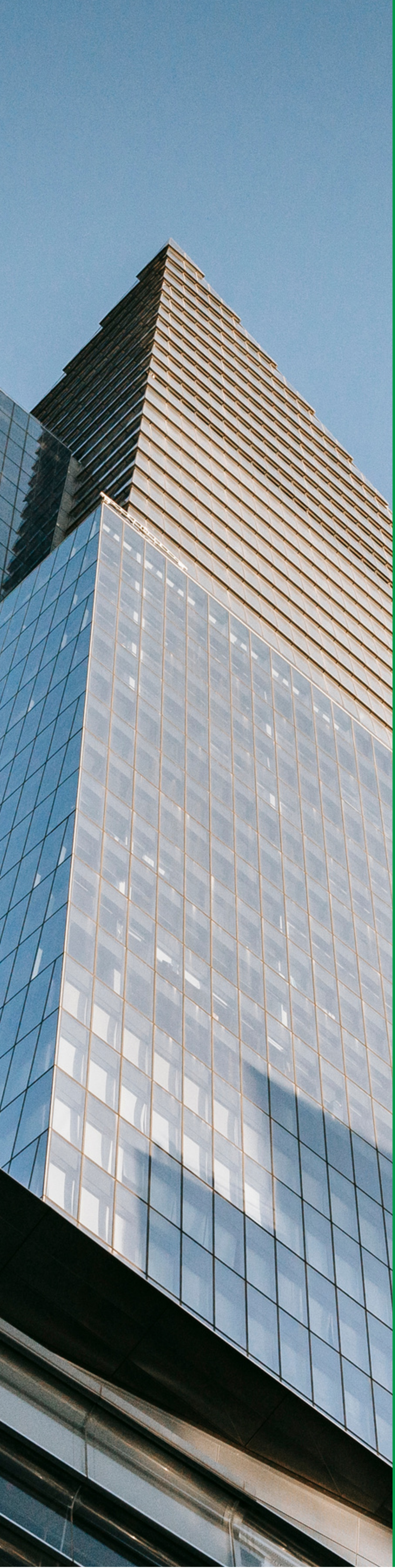
Colaboration

Interaction between all the Data Ecosystem agents:

- Private
- Public-Private
- Public

Training and Information

Promotion of the Data Ecosystem by and for all agents



Impulsamos la economía del dato

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