2020 INFOMEDIARY SECTOR

asedie

CONTENT

INTRODUCCIÓN

The Infomediary Sector is becoming one of the most influential factors in our economy. The importance that data has been gaining in recent times has turned its treatment into a key element that companies need to know how to take advantage of to be able to progress and be successful.

Those who already know us are aware that Asedie represents infomediary companies, those companies that reuse information and have as their principal objective the analysis and treatment of public and/or private sector information to create value-added products for third-party companies or citizens in general.

At Asedie we carry out the important task of promoting the Infomediary Sector, while trying to raise society's awareness of its benefits. In order to allow for the comprehension of the sectors real size, it is necessary to have relevant indicators such as employment, evolution or economic value translated into figures.

With this objective, this report is prepared annually and is a true reflection of the work carried out by the companies in the Sector. Our raw material is Public Sector data, information collected at all levels: General Administration, Autonomous Communities and Local Entities. The knowledge of our team of experts and professionals, the data treated with the tools made available by the Infomediary Sector, which is then used to analyze, normalize and consolidate the information, is the added value we give to this report. Finally, the analytical capacity necessary to present the information in this report in a careful and structured manner has been incorporated.

It must not be forgotten that the advances taking place today in Artificial Intelligence and Big Data put a greater number of possibilities when working with data within our reach, which then opens doors to new opportunities and advances, which are then incorporated into the elaboration process of our products and services.

Sadly, despite the progress we continue to encounter the same challenges when it comes to accessing information. Sometimes the information is still not easily accessible or is out of date. There continues to be a lack of knowledge about the Sector and the benefits it brings to society, there is not a consolidated "data culture". When talking about challenges, we cannot fail to mention the obstacle that the different regulations imply when accessing information, which sometimes involve access restrictions or even literally prohibit its reuse.

INTRODUCCIÓN

The last year has brought important regulatory developments in the Sector. In July, the new Directive 2019/1024 was adopted by the European Parliament and the Council, on open data and the re-use of public sector information, which replaces the one in force since 2003. Among the new features of this Directive the objective of establishing a list of high-value datasets, held by public bodies, is highlighted. This list will establish, for the first time, a common guide to which minimum datasets should always be available.

The constant evolution and challenges of this new era, characterized by digital technology and data, makes it more necessary than ever for Asedie to promote solutions to break through existing barriers, while at the same time becoming examples of good practice and continuing to strengthen confidence in business transactions.

To continue in the advancement of open data, in Asedie we are aware of the importance of COLLABORATION, working together. For our part, we continue to collaborate with the administration and to develop measures that serve as examples and guides on which to promote the principles of transparency, access and open data. To illustrate this collaboration with the Public Sector in the most transparent way possible, last year we began to work on General Action Protocols and Agreements with different entities, including autonomous communities and public bodies. The first Protocol to materialize was with the National Center of Geographic Information and in this month the General Protocol of Action has been signed between the Regional Ministry of Transparency, Territorial Planning and Foreign Action of the Junta de Castilla y León. This collaboration is not limited to the Public Sector, but also internally we have started promoting collaboration agreements between Asedie's own associates, who despite being direct competitors, work together and face the same barriers, seeking the same solutions.

Advancing in the collaboration direction and for the second consecutive year after seeing the how well it was received in the past, we have again included in this report different Good Practice examples from the Public Sector.

Collaboration should not be understood only between the public-private sector, but also at the public-public sector level. Based on this and new in this edition, the results of a survey sent to the representatives in charge of opening and accessing data in the 17 Spanish Autonomous Communities (hereinafter CCAA), have been included. One of the objectives of this survey is to find out their needs, the common challenges they face, as well as their opinions on the Sector and, of course, to promote collaboration between autonomous communities, which would be one of the best examples of public to public sector collaboration.

INTRODUCCIÓN

Throughout the year, Asedie has monitirized the databases selected as "Top 3 Asedie 2019", the three databases that the Association requested in the autonomous communities were: Associations, Cooperatives and Foundations. The state of these databases are presented in this report. The objective is both to open these databases, and also to increase the value by looking for ways to ensure that they are opened in a homogeneous way in all autonomous communities. In accordance with our objective to continue advancing, throughout this report the reader will be able to find the new challenges posed for the year 2020.

Similarly, we continue to include different indicators to compare the progress with previous editions, among which the economic evolution indicators stand out. Also included are the new success stories from different infomediary companies, with the aim of serving as information reuse examples for the Public Sector.

Asedie has always been receptive to the demands and needs of reality, and as every year, has directed its efforts towards constant innovation to collaborate and guarantee the advancement and proper functioning of both our current economic system and our society.

With this in mind we present the 8th edition of our Infomediary Sector Report.

METHODOLOGY

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

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 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.

The following tasks are performed on the previous result:

- For 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, to determine whether or not they are considered as Informediary if selected, a subsector is 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 2018, since at the report's closing the companies analyzed financial information for 2019, 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, this 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		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.

DISTRIBUCIÓN

Distribution of 764 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	%
Andalucia	59	8%
Aragón	20	3%
Canarias	19	2%
Cantabria	7	1%
Castilla la Mancha	12	2%
Castilla Leon	33	4%
Cataluña	146	19%
Extremadura	9	1%
Galicia	50	7%
La Rioja	5	1%
Pais Vasco	36	5%
Comunidad de Madrid	278	36%
Región de Murcia	13	2%
Comunidad Valenciana	49	6%
Islas Baleares	5	1%
Principado de Asturias	14	2%
Comunidad Foral de Navarra	9	1%
Total	**764**	**100%**

55%

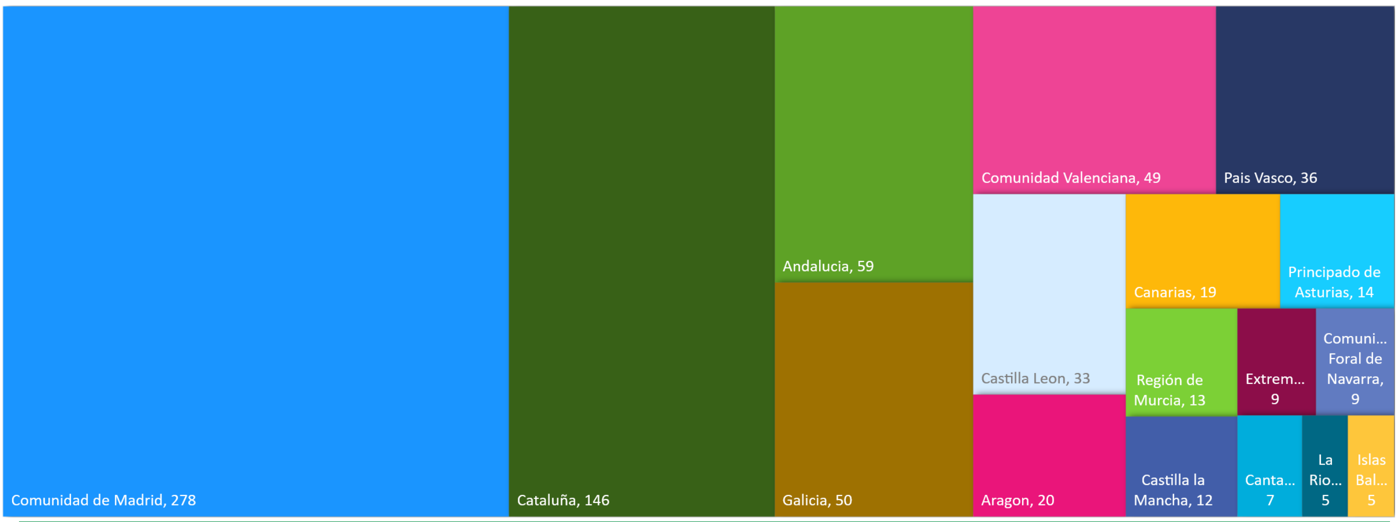
Madrid+Cataluña

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

Medium of 19

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

Company Distribution by Autonomous Community



By Cnae

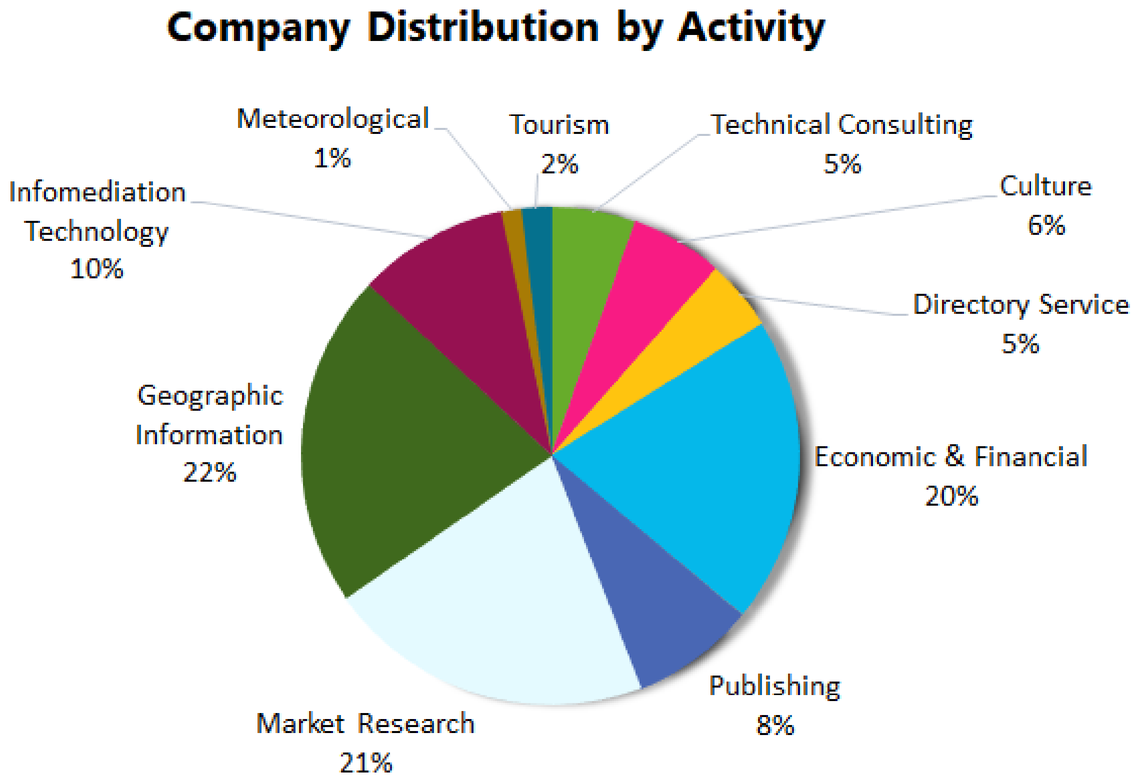
Using the National Classification of Economic Activities Code declared by each Infomediary company as criteria.

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

CNAE	Companies	%
7320 - Market research and public opinion polling	130	17%
7112 - Engineering activities and related technical consultancy	78	10%
6209 - Other information technology and computer service activities	69	9%
7022 - Other business management consultancy activities	47	6%
7490 - Other professional, scientific and technical activities n.c.o.p.	47	6%
5811 - Book publishing	38	5%
8291 - Activities of collection agencies and credit bureaus	31	4%
6201 - Computer programming activities	27	4%
6202 - Computer consultancy activities	25	3%
6311 - Data processing, hosting and related activities	25	3%
7311 - Advertising agencias	20	3%
6290 - Accounting, bookkeeping, auditing and tax consultancy Activities	18	2%
8299 - Other business support activities n.c.o.p.	18	2%
Other CNAEs	191	25%
Total	**764**	**100%**

By Subsector

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



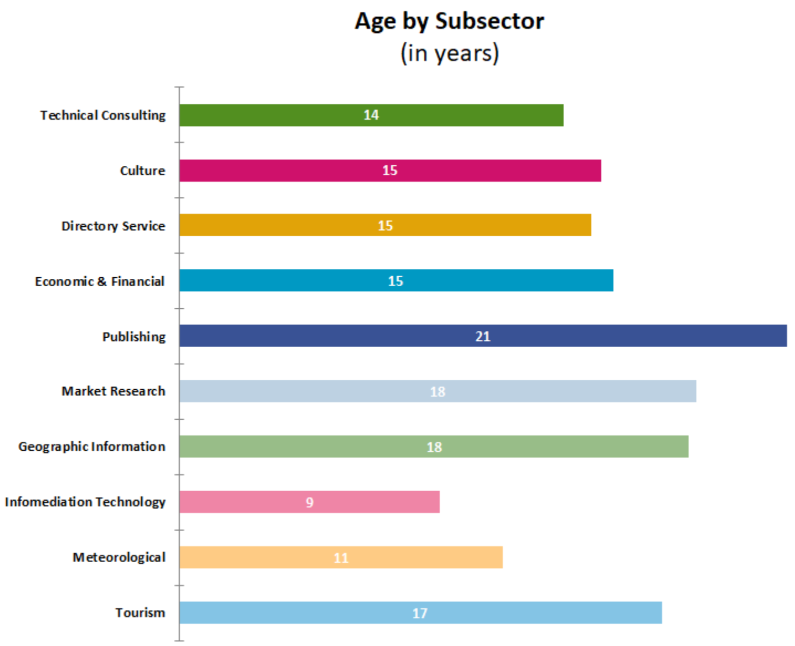
3 Subsectores 63%

The Geographic Information , Market Research and Economic & Financial subsectors, account for 63% of the Sector, adding up to a total 480 companies.

Subsector	Companies	%
Technical Consulting	42	5%
Culture	46	6%
Directory Service	35	5%
Economic & Financial	152	20%
Publishing	62	8%
Market Research	162	21%
Geographic Information	166	22%
Infomediation Technology	75	10%
Meteorological	10	1%
Tourism	14	2%
Total	**764**	**100%**

AGE

Age analysis of the 764 Infomediary companies



Subsector	Years
Technical Consulting	14
Culture	15
Directory Service	15
Economic & Financial	15
Publishing	21
Market Research	18
Geographic Information	18
Infomediation	9
Meteorological	11
Tourism	17

The average infomediary company age is relatively polarized with companies under 5 years (29%) to those over 20 (36%).

1947 Is the foundation year of the oldest company, it belongs to the Directory Service subsector

Age	Companies	%
1. 1 to 5 years	221	29%
2. 6 to 10 years	67	9%
3. 11 to 15 years	105	14%
4. 16 to 20 years	99	13%
5. More then 20 years	272	36%
Total	**764**	**100%**

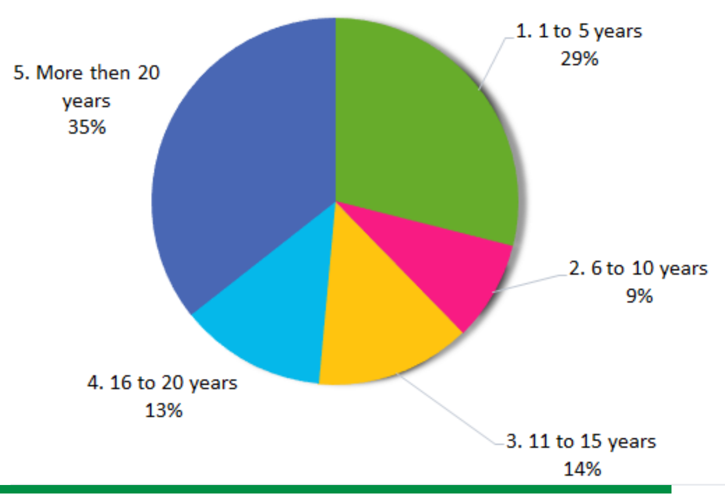
Subsector	Number of companies	Foundation year of the oldest	Age
Technical Consulting	42	1.955	64
Culture	46	1.967	52
Directory Service	35	1.947	72
Economic & Financial	152	1.973	46
Publishing	62	1.960	59
Market Research	162	1.963	56
Geographic Information	166	1.964	55
Infomediation	75	1.982	37
Meteorological	10	1.997	22
Tourism	14	1.975	44
Total	**764**		

55

New companies have been created in the last ten years in the subsector that has grown the most.

Subsector	Number of companies	Companies created between 2009-2019	Proportion %
Technical Consulting	42	25	60%
Culture	46	16	35%
Directory Service	35	15	43%
Economic & Financial	152	70	46%
Publishing	62	13	21%
Market Research	162	43	27%
Geographic Information	166	41	25%
Infomediation	75	55	73%
Meteorological	10	5	50%
Tourism	14	5	36%
Total general	**764**	**288**	**38%**

Company Distribution by Age



SALES

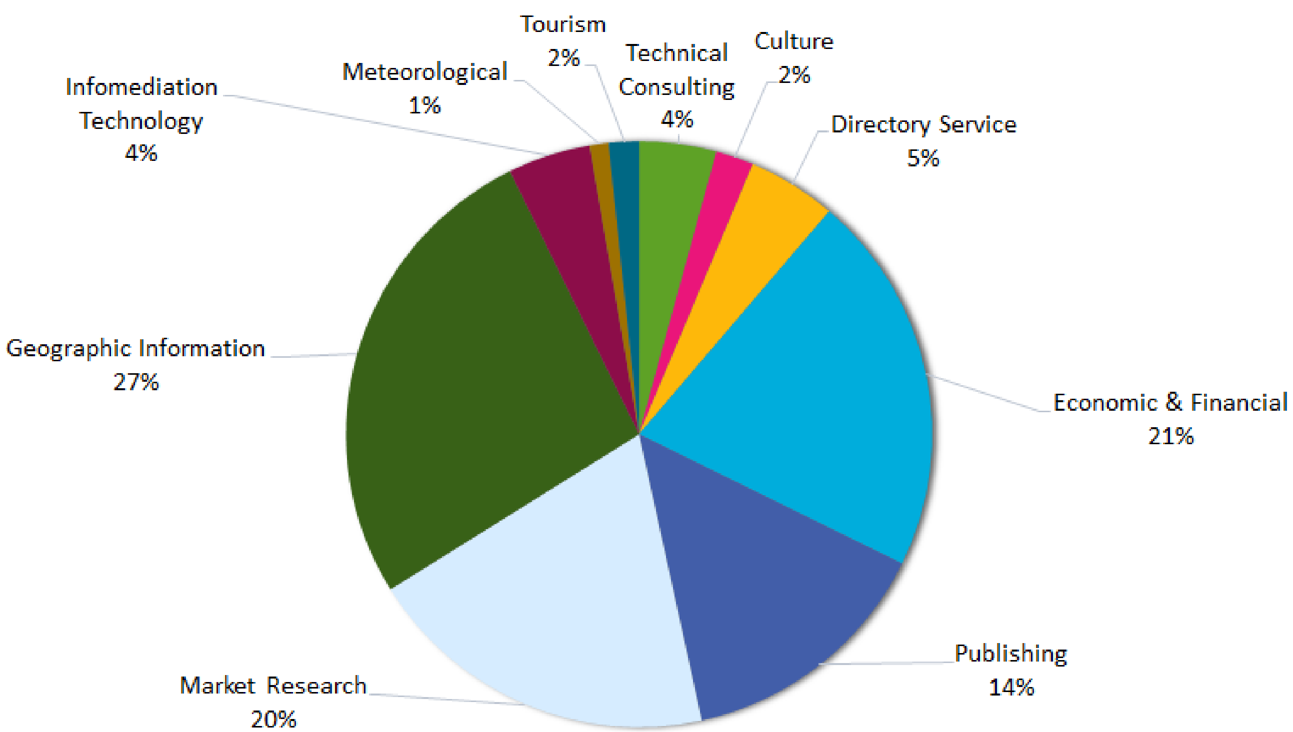
Sale analysis for 605 Infomediary companies with information available (79% of the sample)

2,045,732,378€

Amount of aggregated turnover in the Infomediary Sector.

By Subsector

The three main subsectors, "Geographic Information", "Financial & Economic" and "Market Research" represent 67.2% of the total.

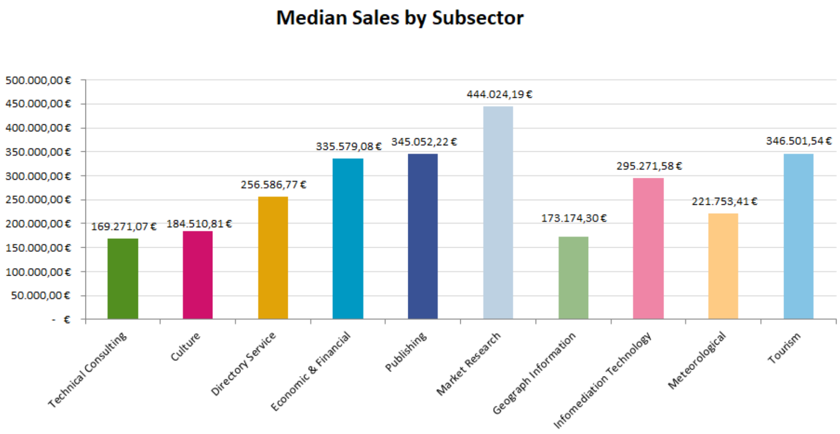


81.5% of the sales are represented in four of the 10 defined subsectors.

3.381

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

Subsector	Sales 2018	%
Technical Consulting	87.130.073,08 €	4,3%
Culture	42.644.099,60 €	2,1%
Directory Service	100.111.659,58 €	4,9%
Economic & Financial	430.433.970,08 €	21,0%
Publishing	292.293.268,82 €	14,3%
Market Research	400.081.611,70 €	19,6%
Geographic Information	544.468.877,35 €	26,6%
Infomediation	93.210.940,72 €	4,6%
Meteorological	21.329.024,72 €	1,0%
Tourism	34.028.853,20 €	1,7%
Total	**2.045.732.378,85 €**	**100%**



Subsector	Sales
Technical Consulting	169.271,07 €
Culture	184.510,81 €
Directory Service	256.586,77 €
Economic & Financial	335.579,08 €
Publishing	345.052,22 €
Market Research	444.024,19 €
Geograph Information	173.174,30 €
Infomediation	295.271,58 €
Meteorological	221.753,41 €
Tourism	346.501,54 €

The median sales per subsector does not at best exceed 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 **525 companies** (69% of the sample) that have presented the said information.

""Technical Consulting" and "Infomediación Technology" subsectors suffered a significant setback while the "Financial Economic & Financial" is slightly below the GDP growth, on the contrary, the rest of subsectors have growth above 3.5%

Subsector	2017	2018	Variation
Technical Consulting	92.747.369,08 €	80.732.480,61 €	-13,0%
Culture	39.670.483,51 €	41.881.254,43 €	5,6%
Directory Service	84.106.212,04 €	91.030.103,13 €	8,2%
Economic & Financial	400.873.240,15 €	414.625.517,68 €	3,4%
Publishing	233.189.046,53 €	248.193.787,04 €	6,4%
Market Research	305.103.363,68 €	336.048.502,93 €	10,1%
Geographic Information	464.100.913,62 €	536.590.692,51 €	15,6%
Infomediation	101.625.345,66 €	93.131.974,98 €	-8,4%
Meteorological	13.929.889,79 €	15.451.777,67 €	10,9%
Tourism	27.142.120,55 €	28.147.456,19 €	3,7%
Total general	**1.762.487.984,61 €**	**1.885.833.547,17 €**	**7,0%**
GDP evolution 2018*	**1.161.878**	**1.202.193**	**3,5%**

7,0% Infomediary Sector Growth

3,5% National GDP Growth

EMPLOYEES

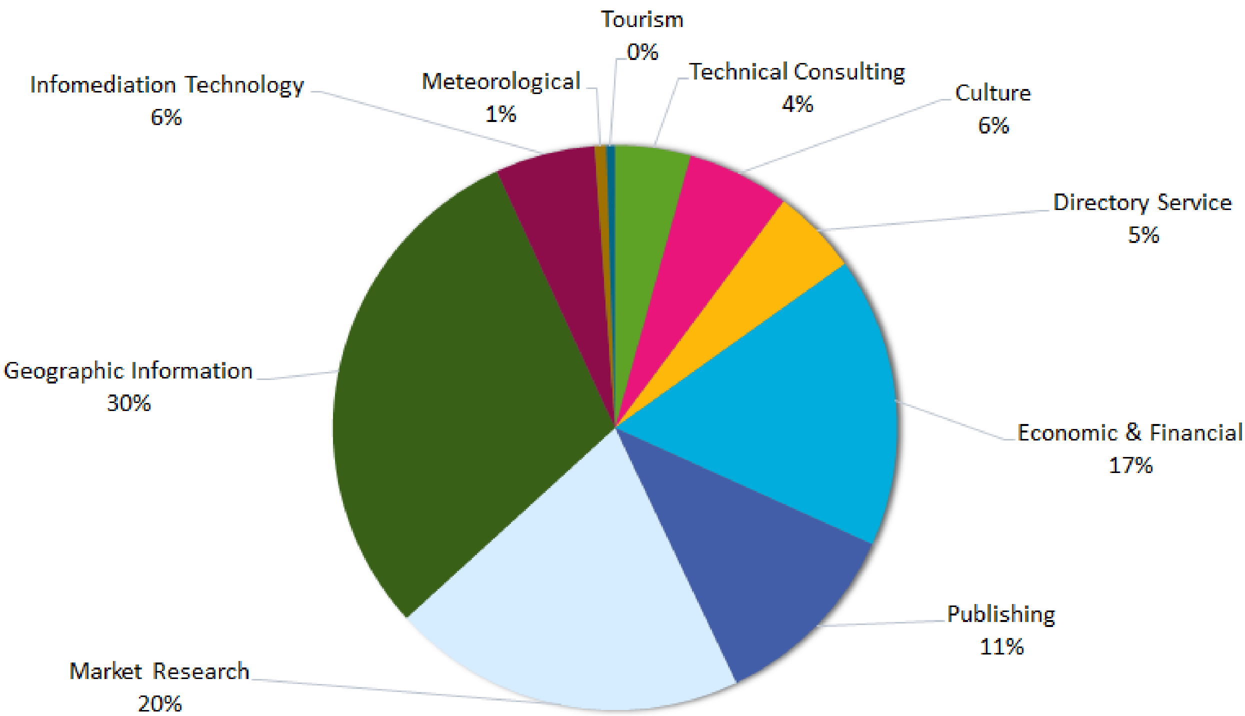
Employee analysis for the 514 Infomediary companies that have information available (67% of the sample)

22.790
Employees

By Subsector

Almost half of the employees in the Infomediary Sector are employed by two subsectors, "Geographic Information" and Market research.

Employment Distribution by Subsector

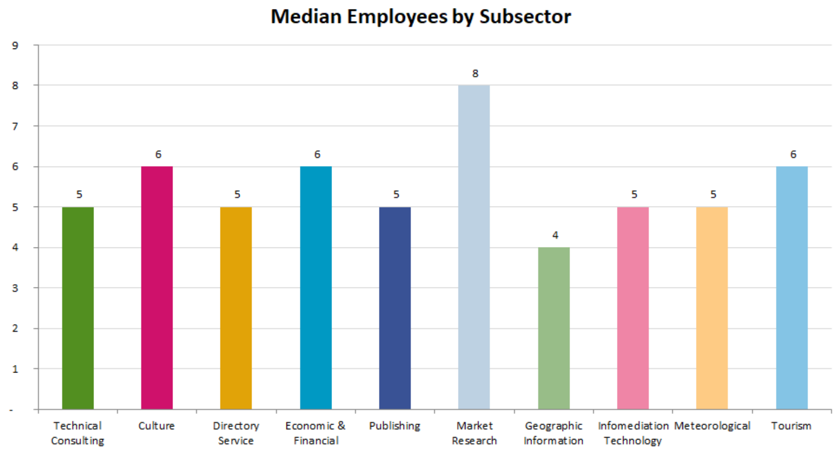


The four main subsectors represent 78% of all employment in the Sector

44
Employee average per company

Subsector	Employees 2018	%
Technical Consulting	987	4,3%
Culture	1.336	5,9%
Directory Service	1.130	5,0%
Economic & Financial	3.785	16,6%
Publishing	2.544	11,2%
Market Research	4.630	20,3%
Geographic Information	6.809	29,9%
Infomediation	1.303	5,7%
Meteorological	154	0,7%
Tourism	112	0,5%
General Total	**22.790**	**100%**

The median employees per subsector does not exceed at best 10 employees, far from the average of 44



Subsector	Employees
Technical Consulting	5
Culture	6
Directory Service	5
Economic & Financial	6
Publishing	5
Market Research	8
Geographic Information	4
Infomediation	5
Meteorological	5
Tourism	6

High concentration of employees in few companies

Evolution

To calculate the employment evolution, a total of **435 companies** (57% of the sample) with employee numbers available for 2016 and 2017 was used.

2,5%
National full-time employment growth

3,1%
Employee growth in the Infomediary Sector

The greatest growth has occurred in the "Meteorological" subsector with 16.7%, and the largest decrease in "Infomediation Technology" with -5.4%.

In absolute terms, the greatest growth has occurred in the "Geographic Information" subsector with 599 new jobs and the largest decrease in "Market Research" with a loss of 146

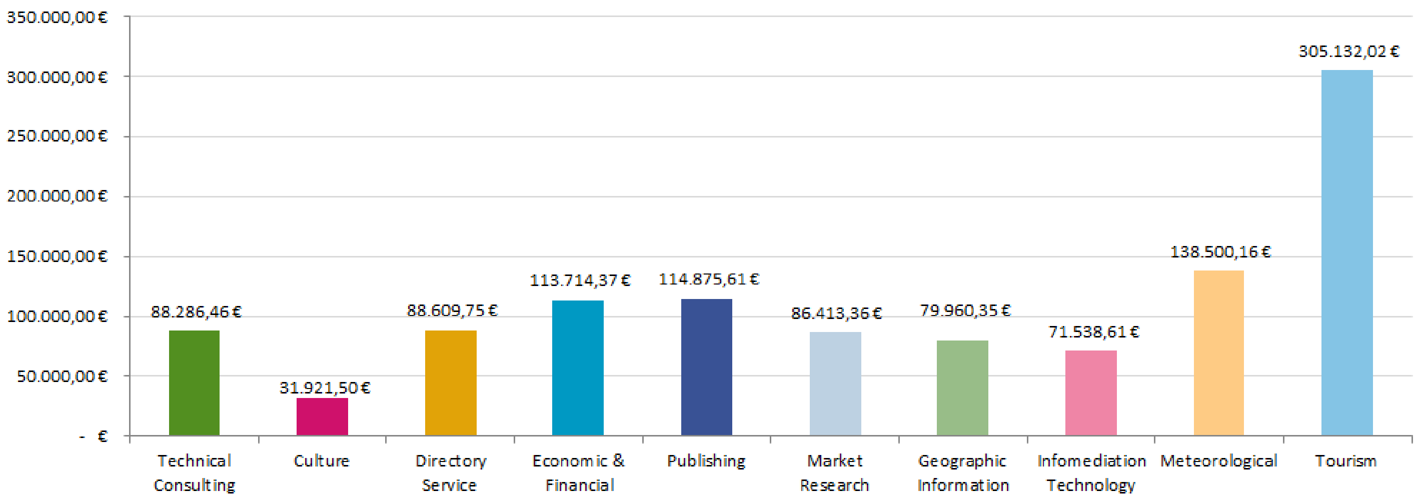
Subsector	2017	2018	Variation
Technical Consulting	815	885	8,6%
Culture	1.215	1.325	9,1%
Directory Service	1.031	1.029	-0,2%
Economic & Financial	3.652	3.614	-1,0%
Publishing	1.902	1.973	3,7%
Market Research	3.793	3.647	-3,8%
Geographic Information	5.955	6.554	10,1%
Infomediation	1.333	1.261	-5,4%
Meteorological	114	133	16,7%
Tourism	92	95	3,3%
Total	**19.902**	**20.516**	**3,1%**
Equivalent to Full-time Employment*	**17.501**	**17.944**	**2,5%**

*(Miles de puestos de trabajo). Fuente INE - Contabilidad Nacional Anual: principales agregados

By turnover

The average turnover per employee in the Infomediary Sector was 89,765 euros in 2018, practically the same as in the previous year. The evolution with respect to 2016 has been 2.1%.

Average turnover per employee



Subsector	Sales 2018	Employees 2018	Average turnover per employee 2018
Technical Consulting	87.130.073,08 €	987	88.286,46 €
Culture	42.644.099,60 €	1.336	31.921,50 €
Directory Service	100.111.659,58 €	1.130	88.609,75 €
Economic & Financial	430.433.970,08 €	3.785	113.714,37 €
Publishing	292.293.268,82 €	2.544	114.875,61 €
Market Research	400.081.611,70 €	4.630	86.413,36 €
Geographic Information	544.468.877,35 €	6.809	79.960,35 €
Infomediation	93.210.940,72 €	1.303	71.538,61 €
Meteorological	21.329.024,72 €	154	138.500,16 €
Tourism	34.028.853,20 €	112	305.132,02 €
Total	**2.045.732.378,85 €**	**22.790**	**89.765,16 €**

From the subsector perspective, the highest average turnover per employee has been obtained in the "Tourism" subsector exceeding 300,000 euros, while the "Culture" subsector has had the worst average with about 32,000 euros per employee, again very similar to the previous year.

The average turnover per employee evolution considers 391 companies for which the sales and employee data was available for 2016, 2017 and 2018.

Subsector	2016	2017	2018	Variation 2018 vs 2016
Technical Consulting	115.847,05 €	110.363,43 €	87.812,26 €	-24,2%
Culture	35.607,51 €	32.520,35 €	31.542,49 €	-11,4%
Directory Service	71.185,96 €	81.393,96 €	86.679,90 €	21,8%
Economic & Financial	112.523,46 €	104.751,81 €	109.446,60 €	-2,7%
Publishing	117.357,27 €	121.226,79 €	123.971,58 €	5,6%
Market Research	73.477,86 €	75.464,39 €	86.635,57 €	17,9%
Geographic Information	76.915,93 €	77.115,75 €	80.212,76 €	4,3%
Infomediation	75.228,18 €	76.308,25 €	71.991,66 €	-4,3%
Meteorological	119.391,83 €	121.378,19 €	115.510,10 €	-3,3%
Tourism	335.420,33 €	301.264,70 €	312.899,94 €	-6,7%
Average turnover per employee	**87.167,30 €**	**86.177,48 €**	**88.994,63 €**	**2,1%**

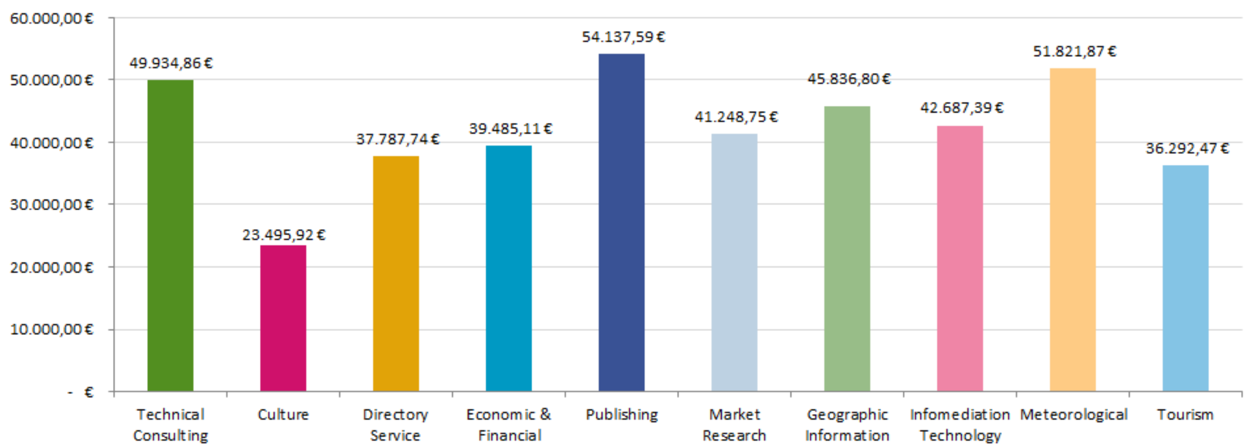
By expenditure

The average expenditure per employee in the Infomediary Sector was 42,867 euros in 2018, slightly higher than the previous year. The evolution with respect to 2016 has been 6.8%.

Subsector	Salaries	Employees 2018	Average expenditure per employee 2018
Technical Consulting	44.292.222,00 €	887	49.934,86 €
Culture	31.132.093,62 €	1.325	23.495,92 €
Directory Service	38.883.583,90 €	1.029	37.787,74 €
Economic & Financial	142.778.161,23 €	3.616	39.485,11 €
Publishing	111.523.438,45 €	2.060	54.137,59 €
Market Research	156.827.766,11 €	3.802	41.248,75 €
Geographic Information	300.414.371,09 €	6.554	45.836,80 €
Infomediation	55.578.987,77 €	1.302	42.687,39 €
Meteorological	6.892.308,08 €	133	51.821,87 €
Tourism	3.447.784,34 €	95	36.292,47 €
Average salary per employee	**891.770.716,59 €**	**20.803**	**42.867,41 €**

Two subsectors, "Publishing" and "Meteorological", exceed the average expenditure of 50,000 euros per employee, while only the "Culture" subsector has an average expenditure of less than 25,000 euros.

Average expenditure per employee



Average expenditure per employee evolution

454 companies that have salary and employee data available for 2016, 2017 and 2018 were considered

Subsector	2016	2017	2018	Variation 2018 vs 2016
Technical Consulting	37.476,37 €	54.864,51 €	50.326,75 €	34,3%
Culture	25.748,35 €	23.173,94 €	23.501,59 €	-8,7%
Directory Service	35.251,13 €	35.762,00 €	37.710,94 €	7,0%
Economic & Financial	38.429,90 €	36.616,31 €	39.439,44 €	2,6%
Publishing	52.753,15 €	53.523,70 €	55.826,35 €	5,8%
Market Research	32.868,12 €	34.463,16 €	40.921,16 €	24,5%
Información Geográfica	44.839,56 €	44.742,83 €	45.948,19 €	2,5%
Infomediation	42.884,48 €	44.860,34 €	43.293,44 €	1,0%
Meteorological	45.240,66 €	52.294,17 €	51.821,87 €	14,5%
Tourism	35.964,32 €	36.127,25 €	37.062,30 €	3,1%
Average salary per employee	**40.284,94 €**	**40.774,01 €**	**43.018,43 €**	**6,8%**

SUBSCRIBED CAPITAL

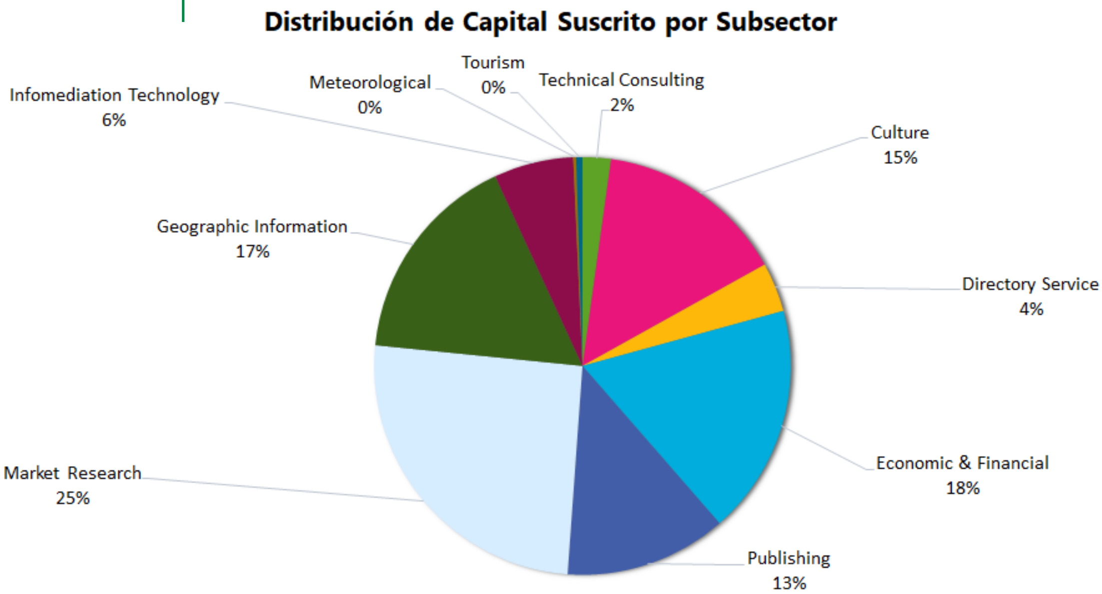
For the 764 Infomediary companes identified

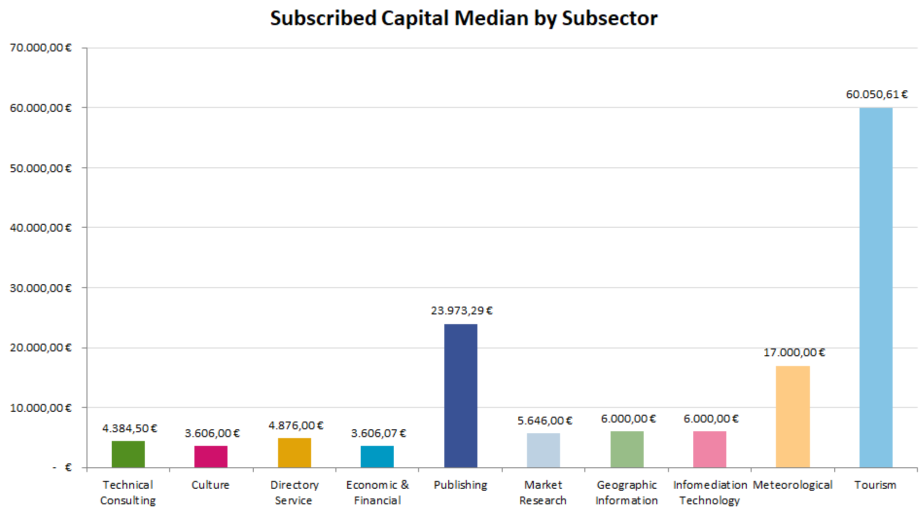
By Subsector

346.867.065€

The Sectors aggregated subscribed capital

50% of the subsectors account for 87% of the Subscribed Capital





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

The average subscribed capital value in the sector amounts to 454.014 euros.

Subsector	Subscribed Capital	%
Technical Consulting	7.619.799,17 €	2,2%
Culture	51.122.972,63 €	14,7%
Directory Service	13.242.548,54 €	3,8%
Economic & Financial	61.800.978,42 €	17,8%
Publishing	43.616.914,99 €	12,6%
Market Research	88.241.066,39 €	25,4%
Geographic Information	57.364.850,66 €	16,5%
Infomediation Technology	21.389.530,39 €	6,2%
Meteorological	769.254,00 €	0,2%
Tourism	1.699.150,44 €	0,5%
Total general	**346.867.065,63 €**	**100%**

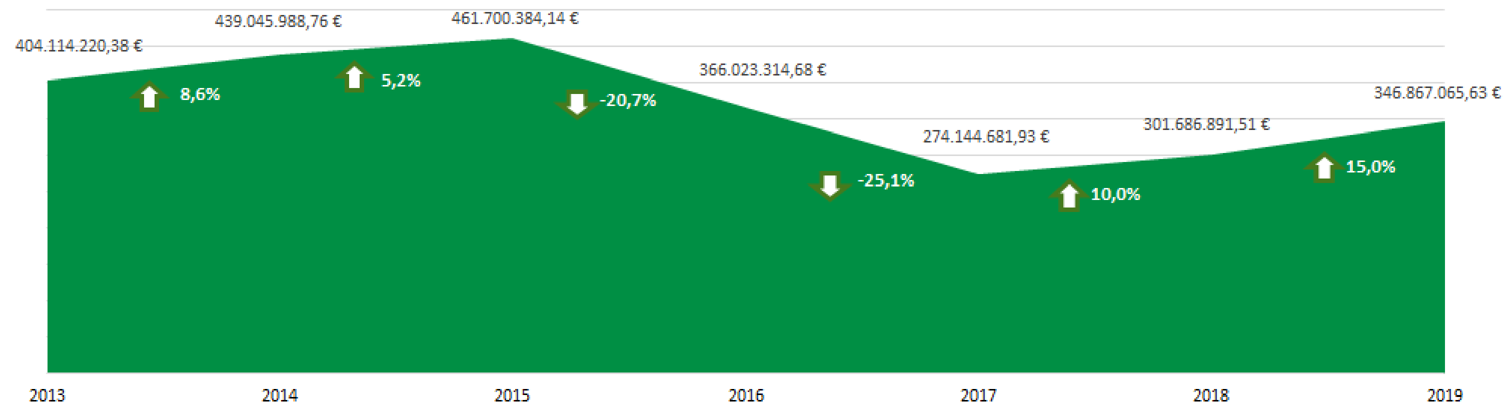
Subsector	Capital
Technical Consulting	4.384,50 €
Culture	3.606,00 €
Directory Service	4.876,00 €
Economic & Financial	3.606,07 €
Publishing	23.973,29 €
Market Research	5.646,00 €
Geographic Information	6.000,00 €
Infomediation Technology	6.000,00 €
Meteorological	17.000,00 €
Tourism	60.050,61 €

Evolution

The Subscribed Capital evolution continues with the recovery started the previous year, after two consecutive years in decline, with a growth of 15%.

However, the aggregated amount is still far from the maximum, reached in 2015

Suscribed Capital Evolution



4 subsectors exceed added Subscribed Capital of 50 million euros

Market Research is the subsector with the highest Capital

The upward trend continues

After a generalized growth in the first three years and a sharp decline in the following two, concentrated in the "Culture", "Infomediation Technology" and "Publishing" subsectors, there was a change in trend in 2017 mainly becuase of the "Directory Service" and "Economic & Financial" subsectors. This trend has continued in 2018, largely due to the "Technical Consulting" and "Market Research" subsecters and the recovery of the "Culture" and "Infomediation Technology" subsectors.

Subsector	2013	2014	2015	2016	2017	2018	2019
Technical Consulting	923.679,06 €	926.689,06 €	1.301.395,06 €	1.304.695,06 €	1.372.744,06 €	1.653.600,47 €	7.619.799,17 €
Culture	45.269.607,84 €	45.990.822,24 €	65.975.461,12 €	31.567.524,12 €	31.546.388,12 €	32.864.153,37 €	51.122.972,63 €
Directory Service	5.969.563,51 €	6.615.725,35 €	6.112.017,35 €	6.142.117,35 €	912.121,35 €	13.070.858,35 €	13.242.548,54 €
Economic & Financial	41.942.836,07 €	42.935.874,07 €	48.277.707,08 €	48.878.702,08 €	50.320.034,08 €	60.115.121,15 €	61.800.978,42 €
Publishing	96.021.805,37 €	97.063.033,57 €	97.063.739,57 €	43.649.381,37 €	43.561.086,31 €	43.578.696,94 €	43.616.914,99 €
Market Research	61.292.700,24 €	78.573.099,24 €	78.575.287,16 €	78.771.917,10 €	78.290.775,48 €	78.258.322,21 €	88.241.066,39 €
Geographic Information	71.787.495,85 €	85.278.365,79 €	80.955.009,36 €	81.197.012,16 €	54.857.640,84 €	55.583.028,78 €	57.364.850,66 €
Infomediation Technology	77.907.777,74 €	78.030.583,74 €	81.096.583,74 €	72.068.783,74 €	10.774.709,99 €	13.994.748,54 €	21.389.530,39 €
Meteorological	2.212.859,00 €	2.212.859,00 €	766.859,00 €	766.859,00 €	772.859,00 €	832.039,00 €	769.254,00 €
Tourism	785.895,70 €	1.418.936,70 €	1.576.324,70 €	1.676.322,70 €	1.736.322,70 €	1.736.322,70 €	1.699.150,44 €
Total	**404.114.220,38 €**	**439.045.988,76 €**	**461.700.384,14 €**	**366.023.314,68 €**	**274.144.681,93 €**	**301.686.891,51 €**	**346.867.065,63 €**
Variación		8,6%	5,2%	-20,7%	-25,1%	10,0%	15,0%

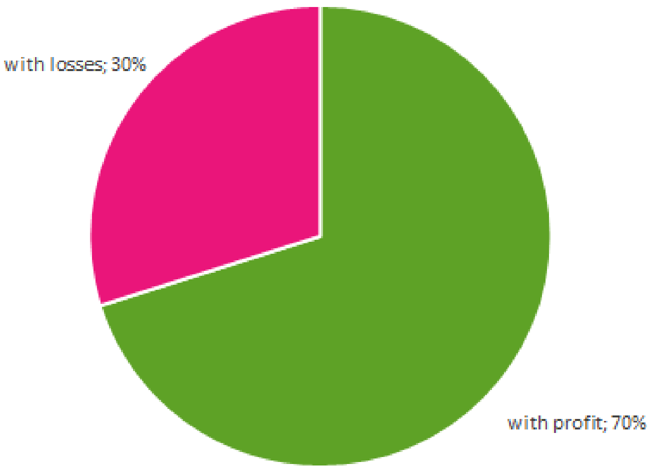
PROFIT AND LOSS RESULT

Result analysis for the 566 companies with available information

Distribution

70% of companies have an average profit of approximately 325,000 euros, the average loss being less than 100,000 euros. The net profit generated in the Sector has exceeded 92 million euros.

Profit and Losses Distrubution



Companies	2018	Average
with profit	130.412.329,77 €	328.494,53 €
with losses	- 38.329.411,07 €	- 226.801,25 €
Total	**92.082.918,70 €**	**162.690,67 €**

Companies	2018	%
with profit	397	70%
with losses	169	30%
Total	**566**	**100%**

By Subsector

Only 3 subsectors - "Economic & Financial", "Market Research" and "Tourism" - have more than 70% of their companies recording a profit.
The subsector with the highest proportion of companies with losses is "Meteorological"

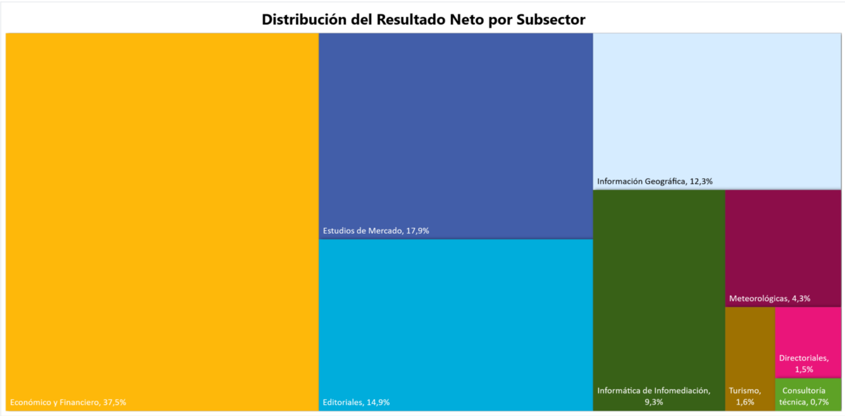
Subsector	with profit	with losses	Total	% profit	% losses
Technical	21	10	31	67,74%	32,26%
Culture	23	12	35	65,71%	34,29%
Directory Service	13	6	19	68,42%	31,58%
Economic &	80	27	107	74,77%	25,23%
Publishing	29	18	47	61,70%	38,30%
Market Research	91	27	118	77,12%	22,88%
Geographic	89	44	133	66,92%	33,08%
Infomediation	38	21	59	64,41%	35,59%
Meteorological	4	3	7	57,14%	42,86%
Tourism	9	1	10	90,00%	10,00%
Total general	**397**	**169**	**566**	**70,14%**	**29,86%**

Subsector	Profit amount	Losses amount	Net result	%
Technical	1.417.079,70 €	- 708.850,91 €	708.228,79 €	0,8%
Culture	2.530.787,28 €	- 13.977.375,65 €	- 11.446.588,37 €	-12,4%
Directory Service	3.189.709,44 €	- 1.649.688,27 €	1.540.021,17 €	1,7%
Economic &	44.809.668,02 €	- 6.036.050,92 €	38.773.617,10 €	42,1%
Publishing	19.748.071,55 €	- 4.292.872,39 €	15.455.199,16 €	16,8%
Market Research	20.345.954,57 €	- 1.790.151,39 €	18.555.803,18 €	20,2%
Geographic	21.453.967,76 €	- 8.697.327,28 €	12.756.640,48 €	13,9%
Infomediation	10.683.961,22 €	- 1.096.634,42 €	9.587.326,80 €	10,4%
Meteorological	4.456.417,79 €	- 4.169,47 €	4.452.248,32 €	4,8%
Tourism	1.776.712,44 €	- 76.290,37 €	1.700.422,07 €	1,8%
Total	**130.412.329,77 €**	**- 38.329.411,07 €**	**92.082.918,70 €**	**100,0%**

The "Culture" subsector is the only with a negative Net Result. Four subsectors exceed a Net Income of 10 million, with € 9,208,291.87 being the Sectors average

42,1%

the "Financial & Economic" subsector accounts for more than 40% of the Sectors Net Result.



Evolution

Among the 566 companies with available data for the last three years, the proportion of companies with profits and companies with losses has remained very stable throughout the period, with approximately 70% with Profits and 30 % with Losses

Companies	2016	2017	2018
with profit	71%	70%	70%
with losses	29%	30%	30%
Total	**100%**	**100%**	**100%**

Subsector	2016	2017	2018
Consultoría	3.527.492,44 €	19.582.140,11 €	708.228,79 €
Cultura	- 8.590.012,27 €	- 9.240.673,06 €	- 11.446.588,37 €
Directoriales	3.311.026,50 €	2.327.266,55 €	1.540.021,17 €
Económico y	38.332.407,07 €	40.484.650,67 €	38.773.617,10 €
Editoriales	- 34.715.292,66 €	1.058.883,29 €	15.455.199,16 €
Estudios de	24.321.709,17 €	27.512.921,33 €	18.555.803,18 €
Información	13.829.809,26 €	9.086.631,49 €	12.756.640,48 €
Informática de	- 2.906.106,80 €	- 3.329.017,54 €	9.587.326,80 €
Meteorológicas	5.816.454,02 €	5.646.375,87 €	4.452.248,32 €
Turismo	1.212.982,11 €	1.493.393,69 €	1.700.422,07 €
Total general	**44.140.468,84 €**	**94.622.572,40 €**	**92.082.918,70 €**

The "Culture" subsector has maintained a negative Net Result throughout this period. On the other hand, the "Economic & Financial" subsector has been the largest contributor to the benefit of the Sector throughout this period

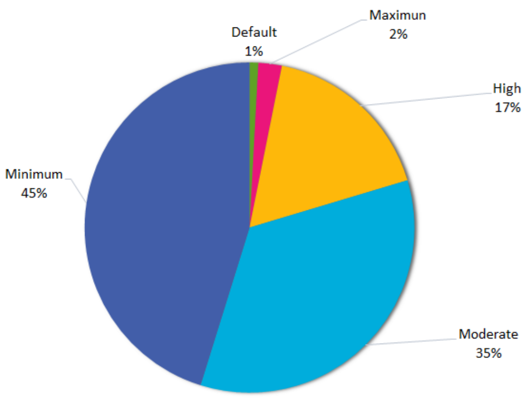
COMMERCIAL RISK

Commercial risk analysis for the 697 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 exposure of the said risk, a homogeneous measurement allows for comparisons to be made.

Company Distrubution by Risk Level



20% High commercial risk

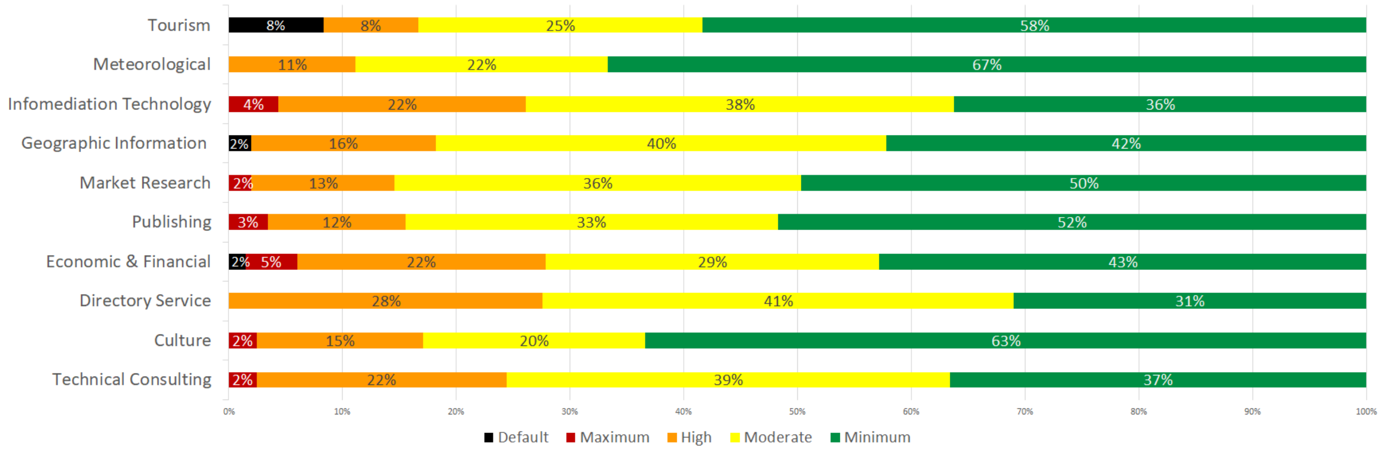
	Companies	%
Default	6	0,9%
Maximun	16	2,3%
High	120	17,2%
Moderate	240	34,4%
Minimum	315	45,2%
Total	697	100%

Por Subsector

The subsectors with the highest commercial risk are "Tourism" (8% default; 8% high) and "Economic & Financial" (2% default; 5% maximum; 22% high).

Five subsectors have more than 50% of companies at minimum risk.

Risk Distribution by Subsector



Subsector	Default	Maximum	High	Moderate	Minimum
Technical	0%	2%	22%	39%	37%
Culture	0%	2%	15%	20%	63%
Directory Service	0%	0%	28%	41%	31%
Economic &	2%	5%	22%	29%	43%
Publishing	0%	3%	12%	33%	52%
Market Research	0%	2%	13%	36%	50%
Geographic	2%	0%	16%	40%	42%
Infomediation	0%	4%	22%	38%	36%
Meteorological	0%	0%	11%	22%	67%
Tourism	8%	0%	8%	25%	58%
Total	1%	2%	17%	34%	45%

Meteorological

Is the healthiest subsector with 67% of companies at minimum risk.

EVOLUTION

Analysis for the 167 companies present since the forst edition of the report

Sales

For its size the Community of Madrid stands out, with a clear recovery in the last three years, also Cataluña, with a more stable and upward evolution, and with the highest absolute growth in 2018. Andalucia is the Community that has decreased the most in the period.

Sales Evolution	2011	2012	2013	2014	2015	2016	2017	2018	Tendencia
Andalucia	22.600.000,00 €	20.875.733,22 €	18.306.120,16 €	17.572.519,77 €	18.757.208,98 €	19.590.524,74 €	16.576.767,01 €	16.129.868,30 €	
Aragon	431.000,00 €	397.190,00 €	317.150,09 €	270.737,26 €	230.036,32 €	299.405,94 €	309.471,65 €	205.194,96 €	
Canarias	1.301.000,00 €	1.224.934,96 €	1.087.000,31 €	1.138.990,84 €	850.535,61 €	931.795,45 €	1.031.718,26 €	1.290.718,55 €	
Castilla la Mancha	66.000,00 €	67.032,00 €	61.815,99 €	61.815,99 €	66.635,93 €	166.854,21 €	122.775,52 €	122.775,52 €	
Castilla Leon	1.092.000,00 €	806.902,00 €	601.630,37 €	437.380,59 €	353.418,46 €	361.306,35 €	423.194,98 €	446.622,22 €	
Cataluña	92.652.836,00 €	91.007.015,96 €	89.717.819,87 €	91.607.736,07 €	100.245.301,06 €	101.528.762,51 €	103.672.699,45 €	127.180.926,60 €	
Comunidad de Madrid	519.290.092,00 €	498.904.603,99 €	486.942.350,85 €	523.710.574,58 €	487.871.586,36 €	492.414.121,83 €	519.817.633,50 €	532.469.575,05 €	
Comunidad Foral de Navarra	- €	327.607,00 €	784.862,49 €	979.269,42 €	856.169,35 €	916.308,55 €	848.628,06 €	967.011,59 €	
Comunidad Valenciana	25.407.000,00 €	21.787.382,33 €	21.865.269,09 €	21.712.930,24 €	23.975.617,43 €	25.365.003,87 €	26.994.286,12 €	24.166.012,22 €	
Extremadura	80.000,00 €	58.766,00 €	67.030,86 €	84.003,83 €	70.674,37 €	80.588,96 €	99.767,79 €	103.658,25 €	
Galicia	4.701.000,00 €	4.434.352,15 €	4.468.985,25 €	5.415.056,77 €	6.436.608,94 €	6.331.654,99 €	6.394.899,94 €	6.000.094,90 €	
Islas Baleares	526.000,00 €	722.946,00 €	481.697,27 €	379.399,04 €	269.550,51 €	279.998,82 €	256.259,78 €	247.431,55 €	
Pais Vasco	14.186.000,00 €	12.818.885,94 €	9.405.656,73 €	11.341.994,20 €	12.280.369,00 €	11.984.376,43 €	11.657.893,50 €	11.703.515,20 €	
Principado de Asturias	1.903.000,00 €	1.304.893,15 €	1.460.221,45 €	1.316.573,52 €	1.240.708,63 €	1.242.262,05 €	1.319.615,38 €	1.254.360,40 €	
Total	**684.235.928,00 €**	**654.738.244,70 €**	**635.567.610,78 €**	**676.028.982,12 €**	**653.504.420,95 €**	**661.492.964,70 €**	**689.525.610,94 €**	**722.287.765,31 €**	
Variación		-4,3%	-2,9%	6,4%	-3,3%	1,2%	4,2%	4,8%	

5,6%
Sales growth for the period

5,3%
Employment growth for the period

Employees

More than 70% of employment is concentrated in Madrid, which suffered a slight decrease of 2.8% in 2018, but accumulates an increase of more than 10% between 2011 and 2018.

In this same period the Community with the highest job loss (70) is the Basque Country.

Employee Evolution	2011	2012	2013	2014	2015	2016	2017	2018	Tendencia
Andalucia	216	241	230	213	223	219	140	160	
Aragon	9	8	4	5	4	4	3	2	
Canarias	44	41	32	32	14	16	19	31	
Castilla la Mancha	2	3	2	2	3	1	2	2	
Castilla Leon	27	16	16	16	13	11	12	12	
Cataluña	1.374	1.365	1.199	1.153	1.209	1.191	1.328	1.346	
Comunidad de Madrid	4.929	5.233	5.486	5.302	5.590	4.658	5.588	5.429	
Comunidad Foral de Navarra	2	1	1	1	1	1	1	1	
Comunidad Valenciana	283	265	267	291	259	314	327	341	
Extremadura	2	2	2	2	2	2	2	2	
Galicia	87	91	100	99	134	183	124	122	
Islas Baleares	5	11	9	5	5	5	4	5	
Pais Vasco	221	180	164	149	182	181	150	151	
Principado de Asturias	41	42	38	36	35	34	22	19	
Total	**7.242**	**7.499**	**7.550**	**7.306**	**7.675**	**6.819**	**7.722**	**7.623**	
Variación		3,5%	0,7%	-3,2%	5,0%	-11,2%	13,2%	-1,3%	

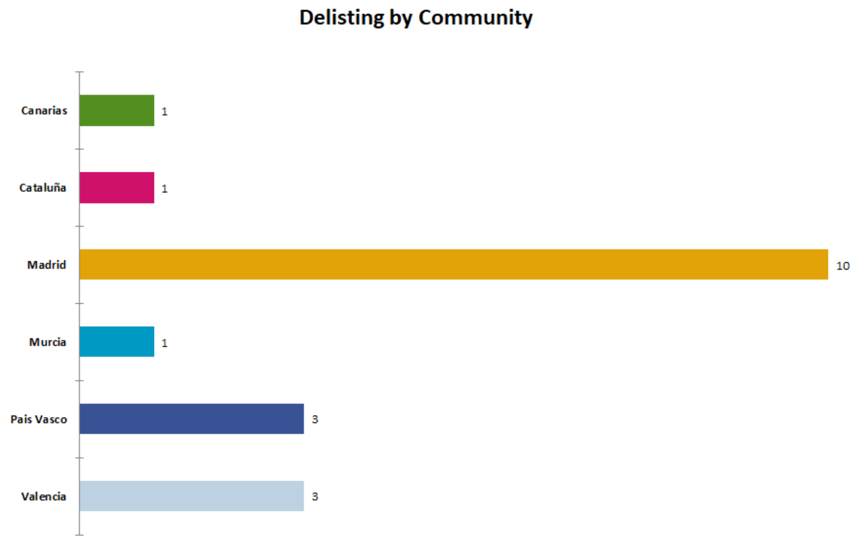
DELISTINGS

Of companies in the previous report that are included in this one.

19 removed - 86 added

By Community

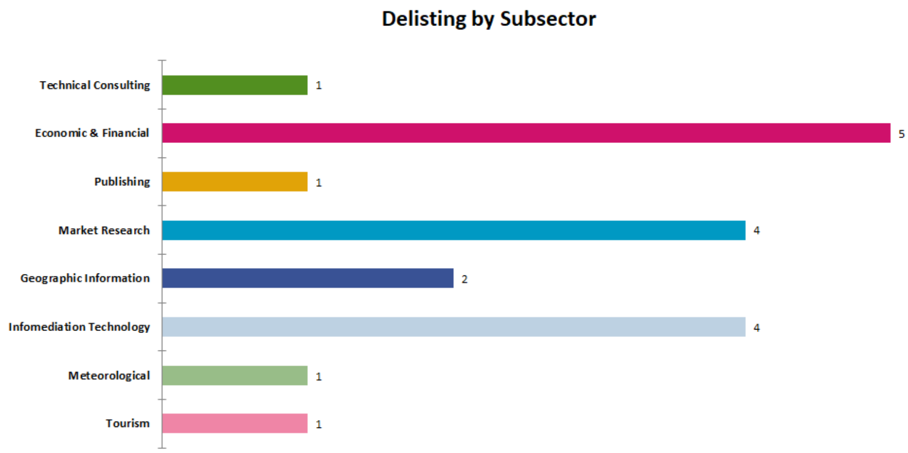
Madrid has the highest number of delistings, followed by the Basque Country and Valencia, where the number is more relevant since these Communities have less infomediary companies to start with.



Community	Companies
Canarias	1
Cataluña	1
Madrid	10
Murcia	1
Pais Vasco	3
Valencia	3
Total	**19**

By Subsector

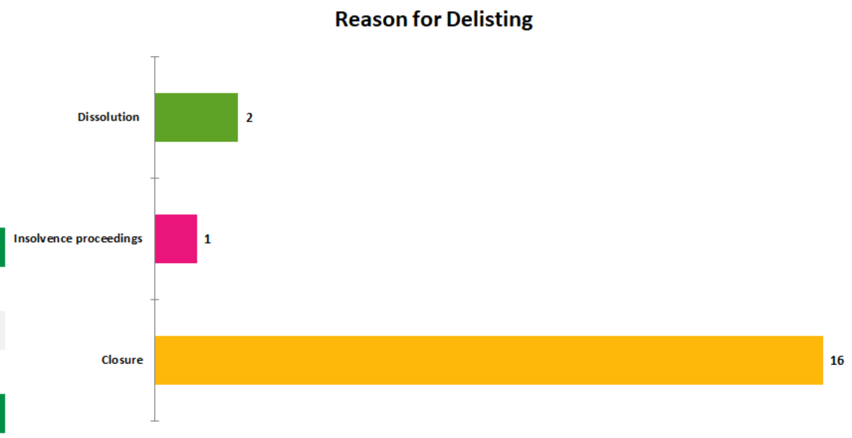
Three subsectors account for the majority of the delistings especially "Economic & Financial" subsector.



Subsector	Companies
Technical Consulting	1
Economic & Financial	5
Publishing	1
Market Research	4
Geographic Information	2
Infomediation	4
Meteorological	1
Tourism	1
Total	**19**

By Reason

The main reason why certain companies have been removed from the study has been becuase of clousures.



Reason	Companies
Dissolution	2
Insolvence proceedings	1
Closure	16
Total	**19**

SUMMARY

764 Companies

The number of Infomediary companies identified as active in Spain up to the 31st December 2018.

22.790 Employees

Aggregated employees for the 514 companies with employee data for 2018.

2.045.732.378€ Business Volume

Aggregated sales for the 605 companies with financial data for 2018.

346.867.065€ Suscribed Capital

The suscribed capital for the 764 identified as Infomediary companies as of the 31st of December 2019

92.082.918,70€ Profit Result

The aggregated net profit of the 566 companies with available data

SURVEY 2020

Infomediary Sector survey conclusions

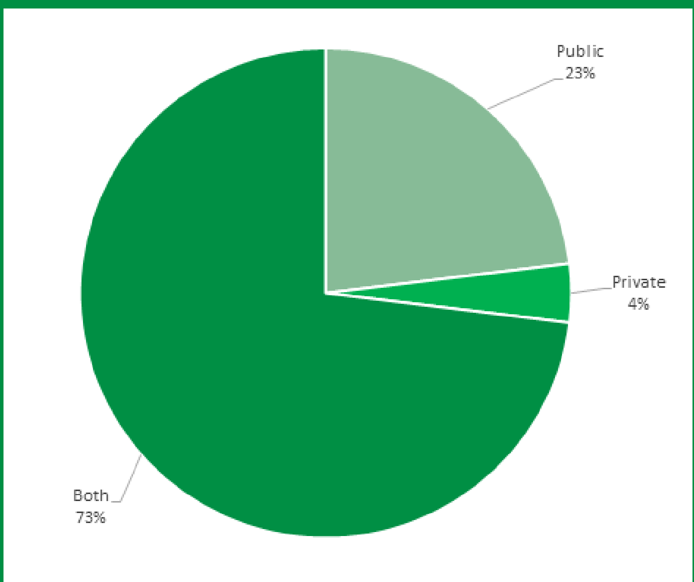
For the third consecutive year, we have included the outcome of a survey realised on a panel of 26 experts representing infomediary companies in this report. The survey's objective is to find out the opinion of the companies that analyze and process information from the public and / or private sector, creating value-added products for citizens or third-party companies. The evolution of the sector, the challenges it faces and the its own awareness of being an infomediary company are some of the points raised in our survey. These are the conclusions from this years survey:

100%

100% of respondents confirm that they use data to create products and / or services, therefore recognizing themselves as infomediaries.

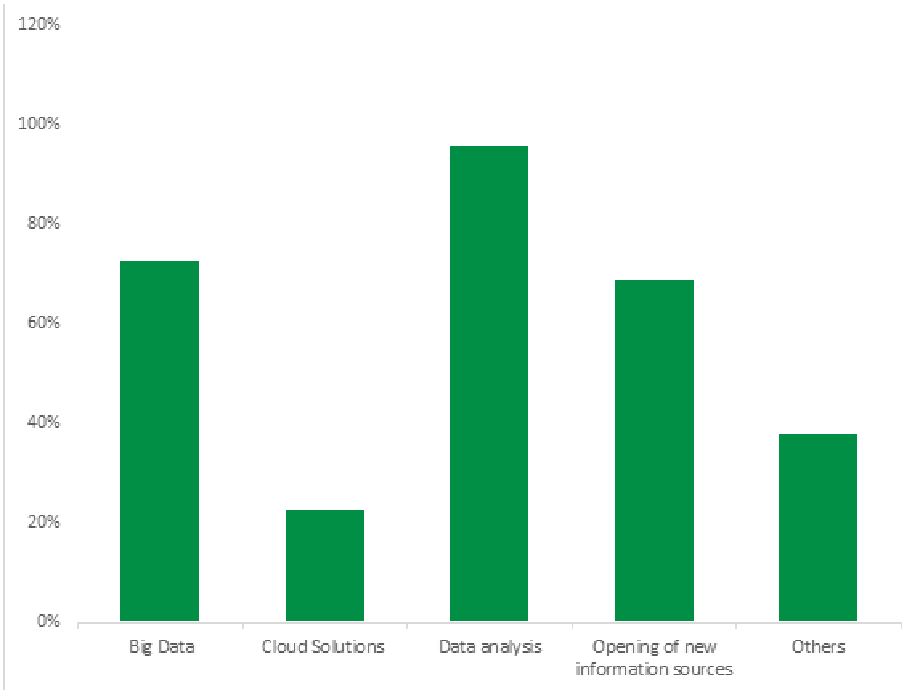
88% of the respondents reuse the data both internally and externally, compared to 12% that the use is exclusively external.

88%



Information used

Similar to in 2019, it can be clearly detected that 73% of the respondents (compared to 76% last year) use of both public and private sources for the elaboration of their products or services. 23% exclusively use public sources and 4% use only private data.



Sector Chanellges

As in previous years, the main challenges indicated for the Sector were data analysis (96%) followed by Big Data (73%) and the opening of new sources (69%).

As previously, more than two thirds of the respondents agree that an increase in open databases and access to them for reuse is decisive for a positive evolution in the sector.

85%

84%

84% of respondents positively value that the exploitation of public databases will improve with technological advance.

Regulations that affect business development

Data Protection

Last year, 53% of respondents considered that data protection regulations would have a negative impact on their business. This year 57% have concluded that the new regulations are indeed affecting the development of their business.

57%

46%

Access and Reuse of Public Sector Information

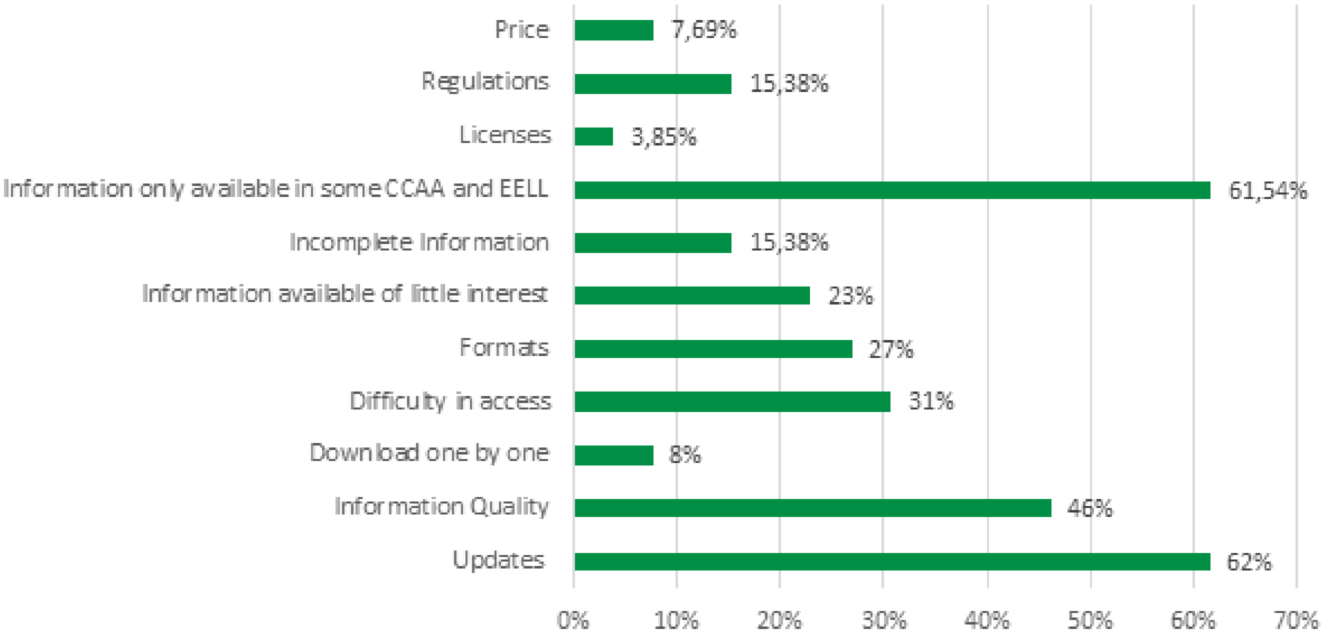
46% of respondents consider that current Spanish regulations regarding access and reuse of public data are restrictive and negatively affect business development

100% of the respondents declare that the use of information and data affects their business, compared to 96% in 2019. 58% confirm that it greatly affects their turnover.

100%

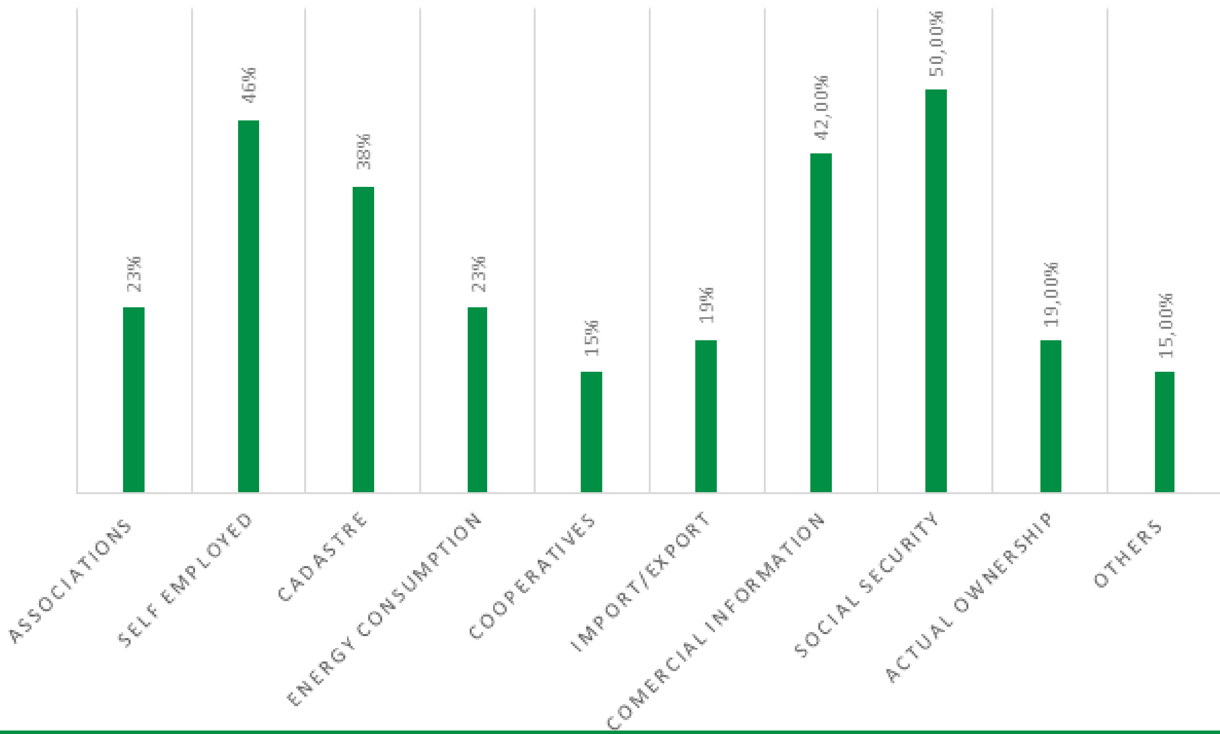
Principal Barriers

As in previous years, the respondents agree that the main barriers that continue to be encountered when reusing information are: information only available in some Autonomous Communities or Municipalities, outdated information and low-quality of the information.



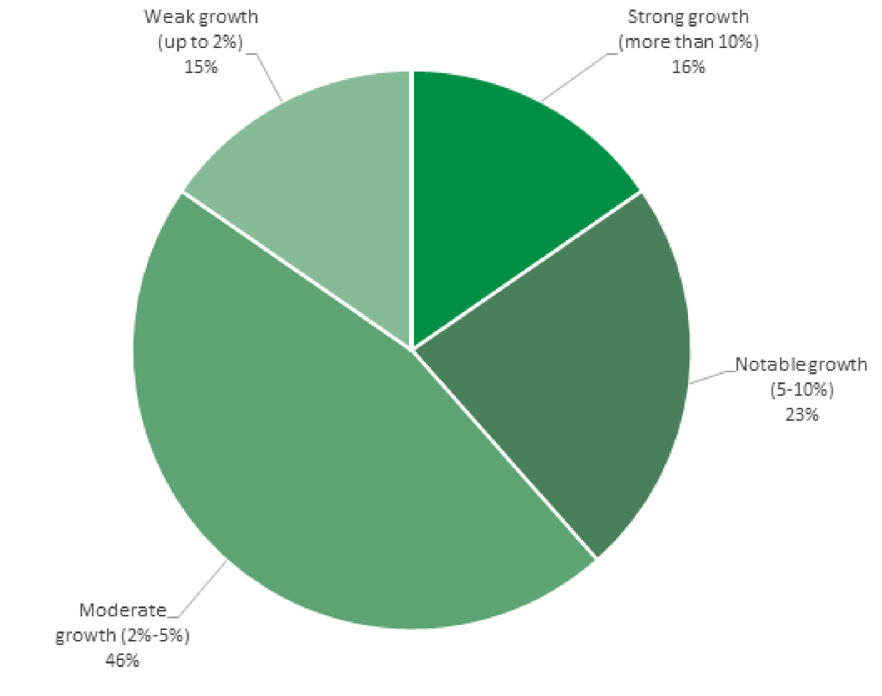
Beneficial Data

The businesses surveyed coincide that the three sets of Public Administration data whose opening would be more beneficial for the development of the business are Social Security with 50%, information on self-employed with 46%, and commercial information with 42%.

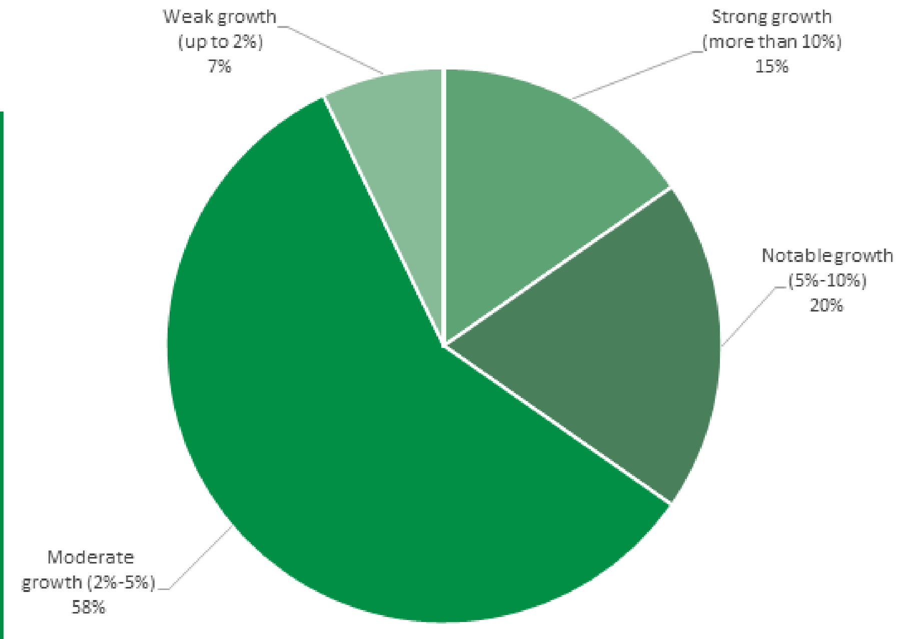


Infomediary Sector in Growth

This year, 100% of the respondents agree that the Sector is growing, unlike 65% last year. 46% expect moderate growth, 23% a notable increase and 15% estimate growth of more than 10%.



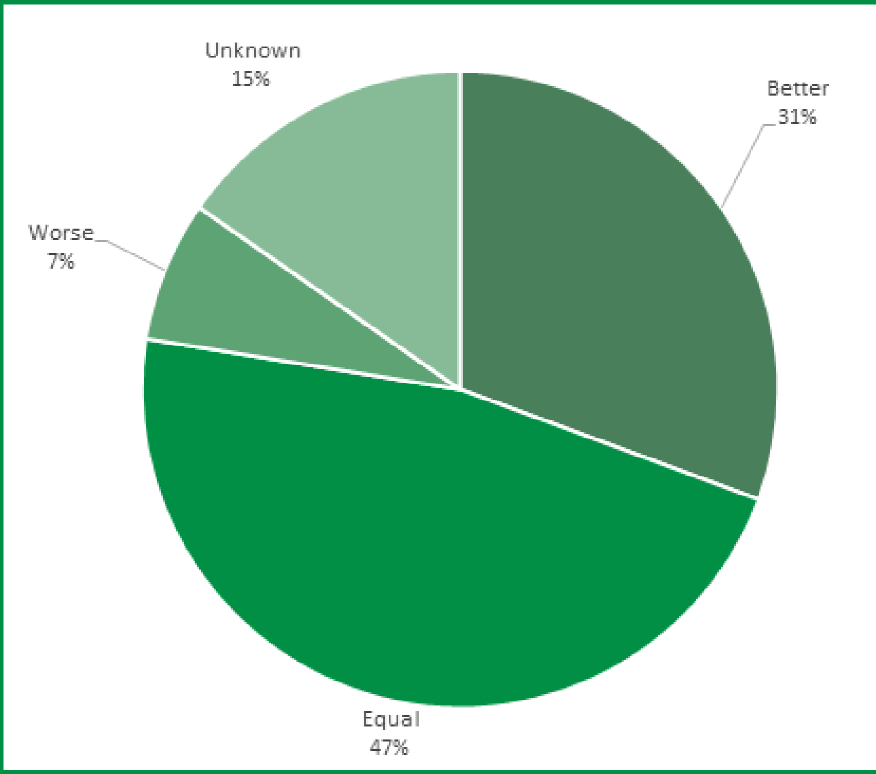
Infomediary Companies



This year, 100% of those surveyed expect growth in their own turnover, which coincides with the growth estimate for the Sector. Unlike last year where 23% expected a stagnation and 4% a decrease.

International Level

When they compare their own business with those of the same sector at an international level, 78% of those surveyed consider that they are in the same or better situation, compared to 61% in the previous year.



Questionnaire 2020

The questions realised were:

1. Does your company use and / or reuse information or data to create value-added products or services that are then sold?

2. Does your company use and / or reuse information or data for internal use?

3. What type of information or data do you use to create the products or services?

4. Select which, in your opinion, are the three main challenges for the Infomediary Sector.

5. Evaluate the importance for the Infomediary Sector evolution the following statements:
- Technological advancement will improve the exploitation of Public Sector databases.
- The increase in open databases and access to them is decisive for the evolution of the sector

6. Rate from 1 to 5, how the Personal Data Protection Regulation is affecting your business.

7. Show your degree of accordance with the following sentence:
"The current Spanish regulations regarding access and reuse of public sector data seem restrictive and affect the development of my business."

8. Select, in your opinion which are the three most important barriers when reusing sources of public information that are currently open.

9. What do you expect the growth of the Infomediary Sector turnover to be in 2020?

10. In your opinion, ¿what do you expect your companies growth to be in 2020?

11. How much does the use and treatment of information affect the success of your company?

12. How do you see your business compared to those in your own industry in the international arena?

13. Select, which in your opinion are the three Public Administration dataset whose opening would be most beneficial for the development of your business.

Public Sector Survey

At Asedie we believe in the importance of having a global vision of the information ecosystem. That is why, this year a new survey carried out on Public Sector representatives has been included. The questionnaire was sent to the person in charge of open data, transparency and reuse in the 17 CCAA, with all 17 communities responding. A follow-up of the responses that needed clarification has been carried out where necessary, through direct contact, by phone or email.

Collaboration between the public and the private sector is an essential element in the field of open data and the reuse of information. For this reason, at Asedie we believe that the needs of both the Private and the Public Sector must be listened to, to be able to achieve the effectiveness necessary for this collaboration. The survey's objective is to know the point of view of the CCAA when it comes to opening databases: the dataset selection process, the barriers they face, the future objectives and challenges, etc. It is vitally important to know the obstacles they face when facilitating information access, the ways in which their work can be promoted from society and the Infomediary Sector, or the objectives in front of them.

As mentioned above, the 17 CCAA have responded to survey sent from Asedie, although one of them has been unable to respond in full due to lack of resources, which is why in some cases the percentage is over 16. Last year to promote the opening of data, Asedie selected three databases considered as priority, "Top 3 Asedie 2019". The selected bases were Associations, Cooperatives and Foundations. In the responses to this survey, there are numerous mentions to this "Top 3 Asedie 2019", which shows the awareness of the CCAA about their importance.

The main conclusions obtained are:

How do the CCAA's decide which datasets to open?

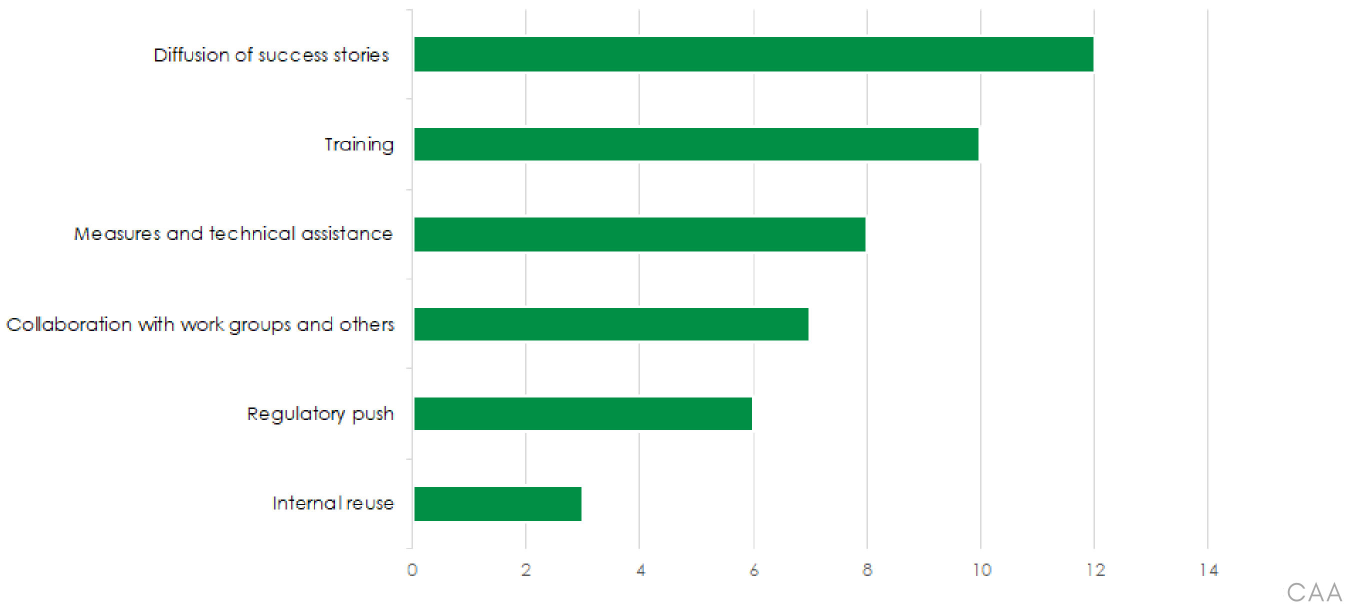
We observe that, although the analysis process is specific to each CAAA, there are common guidelines when selecting and prioritizing the datasets for opening. 11 of the 16 CCAA interviewed take both internal and external demand into account while prioritizing which datasets to open. Regulation is a decisive reason for 6 of the 16 CCAA and automation, quality and simplicity are decisive for 4 of the 16 that answered this question.

70%

At the present time, in 70% of the CCAA's interviewed the final decision for opening public data is the General Directorates responsibility. Many communities have indicated that the decision about opening data goes through a multi-level process, from at first a technical level to ultimately reaching a General Directorate.

Main initiatives to promote data opening

What are, in your opinion, the three main initiatives to promote data opening?



The CCAA's are aware of the importance of opening new databases and recognize certain key factors to promote this. 12 of the 16 representatives surveyed acknowledge that the dissemination of success stories and publicity help to motivate teams to open new sources. In this sense, this report also aims to give visibility to Re-users, specifically in the Success Story section.

Training (10 out of 16 respondents) and technical assistance (8 out of 16) ranked second and third, followed by collaboration with working groups (7 out of 16 respondents). The fact that the CCAA's recognize these as determining factors confirms that the tendency to open information is everyone's job. When opening new datasets the different groups involved in the reuse value chain must collaborate to promote this.

41%

Currently, 41% of the CCAA’s have a commission or working group dedicated to opening data, and this ratio will increase in the short term. Working groups have been formed for the election and approval of which databases to publish, and are generally made up of members from the autonomous community, the main town councils of that community, and civil representatives.

Datasets that will open in 2020 are...

In general, the CCAA’s face 2020 with the determination to open new data sources that "may be of interest to both citizens and the Infomediary Sector." With this premise in mind, 31% of the representatives interviewed speculate on the opening of data sources related to social and health areas.

The environment also takes centre stage with the opening of these data sources in the outlook for of 25% of the CCAA’s. After these come datasets related to transparency and statistical data (19% of the CCAA’s), education (12.5% of the CCAA’s), and tourism (12.5% of the CCAA’s).

Other responses provided by the CCAA's refer to datasets on sports facilities, subsidies, tax data or traffic intensity.

88% of the CCAA’s contemplate action plans to open or improve the publicity the "Top 3 Asedie 2019", associations, foundations and cooperatives, including, among others, automation and homogenization or standardization.

88%

Collaboration

100%

All the respondents answered affirmatively that it would be beneficial to be notified when other CCAA's open new datasets. This makes it possible to improve the services offered, contribute new ideas for data opening, and know in which areas focus is being placed.

62%

62% of CCAA's previously study the work carried out by other similar organizations with the idea of replicating what is already working and learning about other experiences and examples of good practice when opening data, that then helps them in the decision-making process. 18% declare that they study this occasionally.

75%

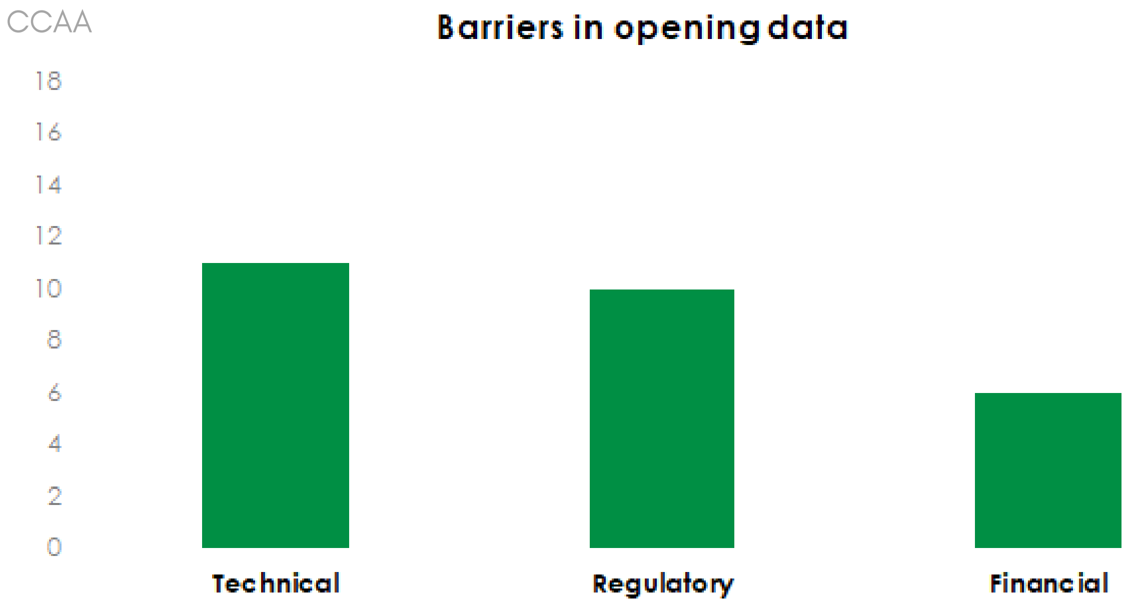
75% of the respondents ask the Infomediary Sector for their collaboration in identifying and prioritizing datasets to open.

Barriers

While opening databases, the main barrier for 11 of 17 CCAA's is fundamentally technical. The different public institutions responsible for opening data understand that "information systems are created and maintained without thinking that data must be opened, which implies that costly transformations are needed for redesign or are applied to make the data reusable."

Regulations appear as a second barrier to opening for 10 of the 17 CCAA's, with different perceptions regarding the clarity of the law. Lastly, the financial barrier is extremely important for 6 of the 17 of the interviewees.

It should be noted that 16 of the 17 CCAA's find, in addition to these, other barriers when it comes to opening new databases, such as the lack of political leadership or the quality of the data. Undoubtedly, there is a need for a cultural component that helps organizations understand the value of open data and for teams to work in alignment to achieve it. It requires "time for those responsible to dedicate a few hours to training / awareness to facilitate an open culture, identify their resources, improve their structures, quality ...". This reinforces the importance of initiatives focused on disseminating success stories and the impact of good practices.



Tax ID number, the great unknown

The tax ID number, as a unique identifier and is a priority when identifying and reusing datasets. "The data protection law, according to the regulation, limits the publication of the identification number of natural persons, not legal entities. In the case of natural persons, it generates doubts and insecurity about the compatibility of its publication with the protection of personal data". Regarding the Top 3 Asedie 2019 *, all being legal entities, it does not interfere with the data protection regulations. This question was asked in this context. But some responses obtained show that confusion still persists about this point. Perhaps this is why 56% of the responses indicate that the main barrier to publication is regulatory.

To our surprise, we have discovered that there was a great lack of knowledge of the real value this identification number holds for the Sector.

* Associations, Cooperatives, Foundations

What do the CCAA's think the Infomediary Sector is interested in?

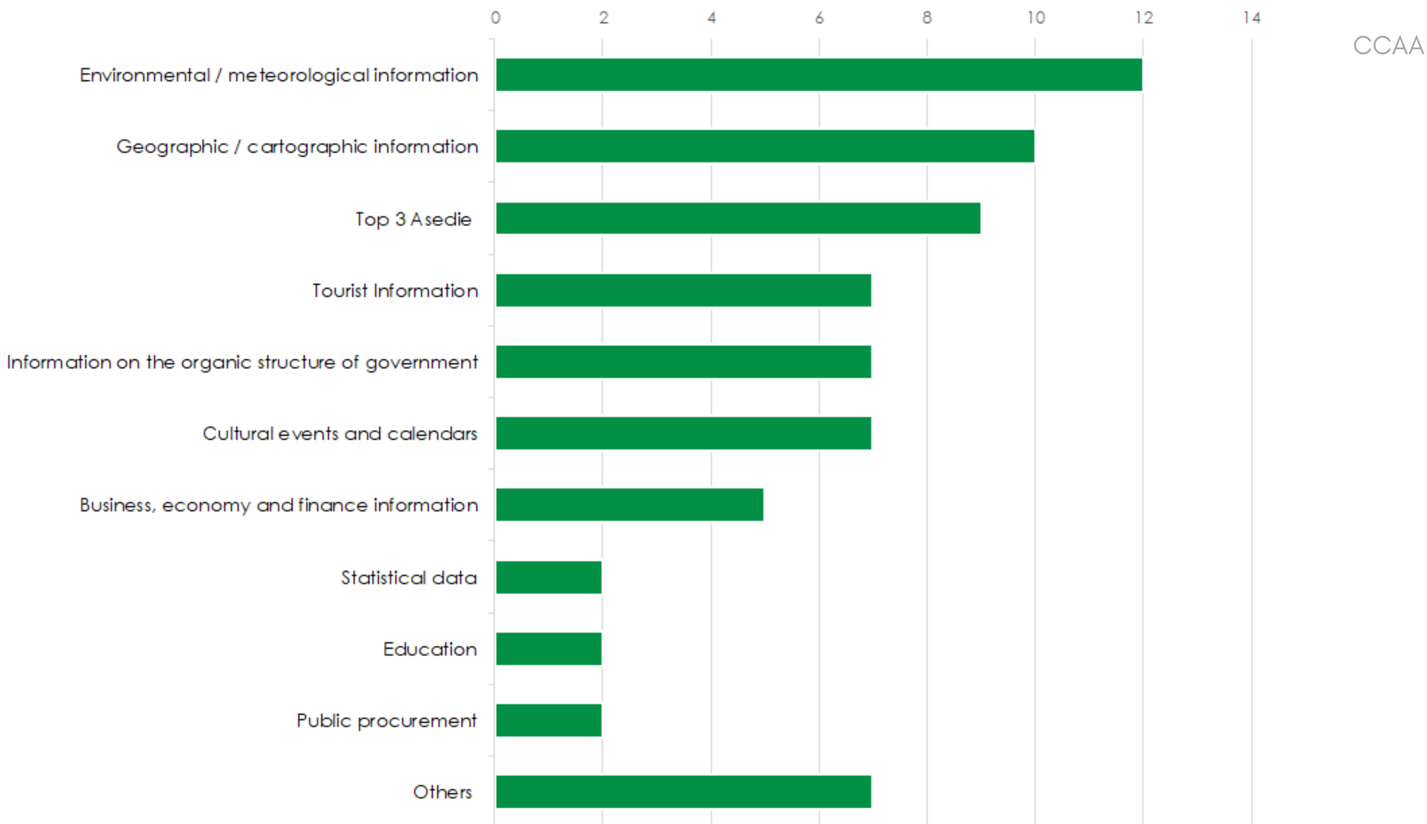
Different datasets have been opened in recent years. Those of interest to the Infomediary Sector do not always coincide with those demanded by citizens. The datasets that the CCAA's have identified as of special relevance have been:

- Environmental and meteorological information (12 of 16 CCAA's)
- Geographic or cartographic information (10 of 16 CCAA's)
- "Top 3 Asedie" is identified as a relevant dataset for the sector by 9 of 16 CCAA's.

The datasets identified with less relevance have been:

- Tourist information or Information the organic structure of the government (7 of 16 CCAA's),
- Information on cultural events, and the Information on business, economy or finance (5 of 16 CCAA's).
- Statistical data and information on public procurement.
- Other mentioned datasets: include transport, beach state information services

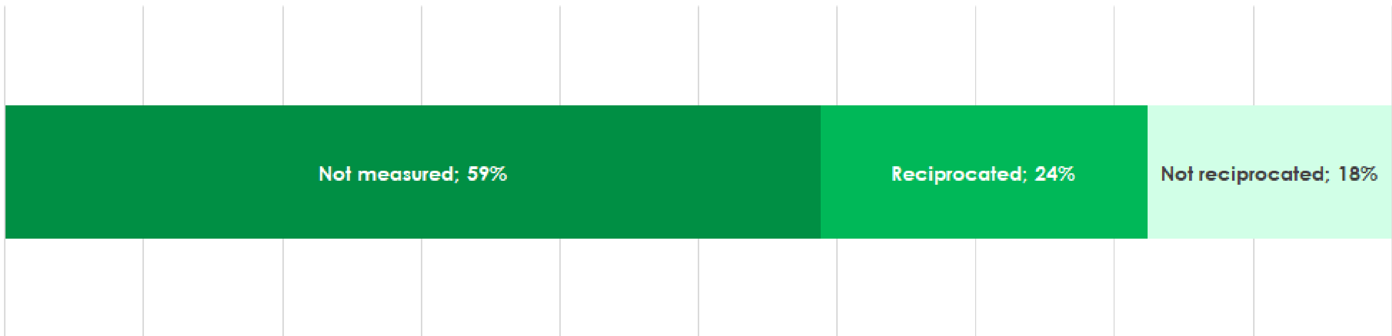
The CCAA's have transmitted that they are aware of the interest in the information they have. The identification of the priority databases for the Infomediary Sector is of vital importance when it is opened.



Impact assessment

41% of the CCAA's positively value the impact of opening new databases and measure it in different ways, with portal access statistics being the main indicator. However, it should be noted that 30% of the institutions are not able to quantify the impact due to lack of information or human resources. Another difficulty is the inability to identify the reuse of published data.

Do you feel reciprocated by the market in your effort to open data for reuse?



When asked if they feel reciprocated by the market in their effort to open new databases, from the 16 responses we received:

- 58% are unable to measure or assess the market reaction of these initiatives. One of the fundamental reasons is the lack of information or *feedback* with concrete data that allows them to assess their effort.
- 24% declare that they feel reciprocated and acknowledge that the market values the effort made: "the *use* and *interes*t of the *dat*a has b*een* increasing since *2010*".
- 18% regret feeling little or not reciprocated.

Public Sector Questionnaire

1. What new databases does your institution intend to open in 2020?

2. How do you select and prioritize the different datasets for opening?

3. At what hierarchical level is the opening of a particular dataset decided?

4. How do you assess the impact of opening different datasets?

5. When considering opening a certain dataset, are how similar organizations have done it studied beforehand to reuse what has already been designed (technical, licenses, frequency)?

6. What are, in your opinion, the three main initiatives to promote data opening?

7. What are the main difficulties you encounter when opening datasets? Technical, Regulations, Finances or Others. Please explain why.

8. What would you ask of the Infomediary Sector to help with when opening data?

9. Are there action plans to open or improve the publicity of the associations, foundations or cooperatives datasets and that allow for their reuse by infomediary companies?

10. Have you created a open data working committee?

11. To what extent do you feel reciprocated by the market in your effort to open data for reuse?

12. Would it help to be notified when new datasets are opened in another CCAA's?

13. What datasets, that are already opened, do you consider of interest for the Infomediary Sector?

14. The unique tax identification number is a priority when reusing datasets. What do you think the reason is for why it is not always published?

TOP 3 ASEDIE

One of Asedie's objectives is to find measures that promote transparency, access to and the opening of data. For this reason, from Asedie we continue the work to promote the opening of Public Sector databases. Due to the territorial organization of Spain, the data in some occasions depends on the general state administration, or the autonomous communities and on other occasion, local entities.

The value of a database increases exponentially if it is opened in as many CCAA's as possible. For this reason, last year Asedie selected three databases and then requested all of the CCAA's to open the said databases. These were named "Top 3 Asedie 2019", and they were Associations, Cooperatives and Foundations.

Throughout 2019, we have monitored and worked together with the teams responsible for opening these databases, achieving great results: a year ago, only two CCAA's had all three "Top 3 Asedie 2019" databases open. Currently, there are eight that have these three databases open.

TOP 3 ASEDIE in 2019
2/17

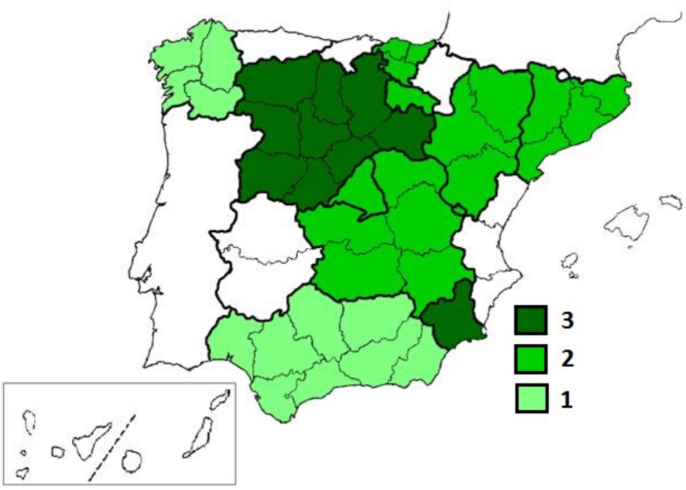
TOP 3 ASEDIE in 2020
8/17

Focusing on each of the bases, the progress has been:

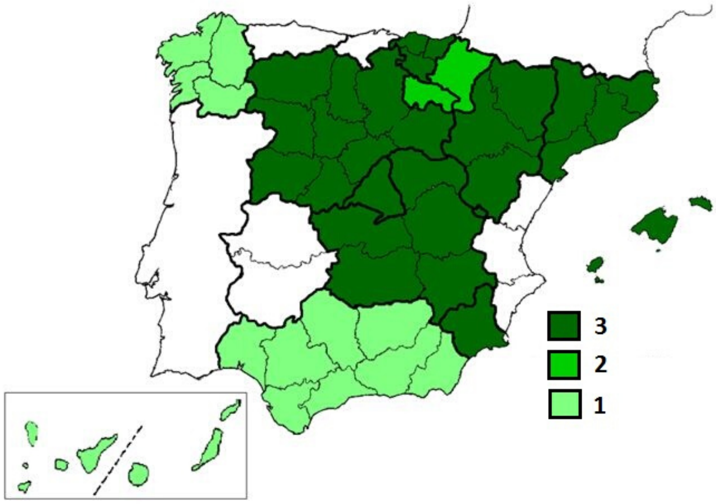
- From 4 to 10 CCAA's in Cooperatives.
- From 7 to 10 CCAA's in Foundations.
- From 9 to 11 CCAA's in Associations.

It is worth highlighting the Balearic Islands, as it has gone from not having any of the selected databases, to having all three open.

It is important to note that most of the CCAA's have at least one of the "Top 3 Asedie 2019" databases open. In the following map it can be seen how in the last year, and thanks to the work carried out, the number of communities that have gone from having two of the selected bases open to having all three has increased significantly. Likewise, we observe the great progress in 2020 compared to 2019 of the communities that did not have any of the database opened.



Top 3 Asedie 2019 in 2019



Top 3 Asedie 2019 in 2020

The progress made with the "Top 3 Asedie 2019" has encouraged us to continue advancing. Being the reason why from Asedie we have selected three new databases to work with, together with those responsible for open data in 2020. The "Top 3 Asedie 2020" is:

- Establecimientos Comerciales
- Polígonos Industriales
- Registros SAT

At Asedie we will continue working and monitoring the Top 3 Asedie, hoping to show the progress of these databases in the next report.

We appreciate the collaboration and effort made by both those responsible and their teams, and we encourage them to continue working in the same way.

2019

- Associations 9 de 17
- Cooperatives 4 de 17
- Fundations 7 de 17

2020

- Associations 11 de 17
- Cooperatives 10 de 17
- Fundations 10 de 17

SUCCESS STORIES INFOMEDIARY COMPANIES

Through the reuse of information, the Infomediary Sector generates value and wealth, while providing stability for business growth and legal certainty in society. Once again, at Asedie we want to show how the added value that infomediary companies provide is necessary in strengthening the business network.

Below, we present different examples of products or services produced by infomediary companies, they are a sample of what is done with the information, how it is transformed and how, thanks to the products / services offered it contributes to decision-making and brings knowledge to society. More examples can be found on Asedie's website, which are being updated.

AI & Machine Learning for Business Success.

After the appearance of different consumer profiles in an increasingly competitive environment, a greater knowledge of Clients and potential clients is necessary, as well as greater effectiveness and efficiency in the search for new locations.

For this, companies need to improve their prediction capabilities using Advanced Analytics techniques, using Machine Learning and Artificial Intelligence Models with self-learning, to obtain high-value knowledge about their Client and potential clients type and behavior, allowing for the optimization marketing actions carried out throughout the Client's Life Cycle. Likewise, advanced analytics is key in an optimal Business Location strategy, where there are large investments and high risks.

For the realization of these models, it is not only sufficient to have internal and transactional Client data, but the inclusion of external data is necessary, such as the models available in our dynamic Data Lake omnia®, which has more than 3,000 variables and indicators of both the Consumer and business market.

The incorporation of Machine Learning Models results in the GeoMarketing Xpert®, as well as its online execution, allows it to gain efficiency and precision to solve complex activities in Marketing, Expansion and Commercial Departments, therefore allowing for an increase sales and ROI in the Company's operations.

Business Map

Business Map is the first geolocation service, of registered commercial companies in Spain. The tool allows the user to apply a multitude of filters creating advanced listings by turnover, by number of employees, by constitution year, by sector etc. The user can make inquiries about the social reasons of interest in a segmented way and obtain the information visually. The cartographic representation of companies has been developed through an integration with the Google Maps API, which allows a map to show the distribution of commercial companies throughout the Spanish geography. In direct connection with the Spanish Mercantile Registry and other official sources, the Business Map offers reliable and updated information. In addition,
it is available in Spanish, English, French and German.

The Business Map is a new product that introduces the financial sector to the trend of georeferenced information consumption.

For the Director of Global Projects, David Murillo, the company has worked "in the development of a service that aims to contribute to the democratization of financial information, simpler and more visual, in line with the demand of professionals who consume information in a different way without fear of data."

COMFYE

COMFYE is a solution that centralizes the management of paper and electronic notifications. COMFYE allows the sending, control, tracking and storage of the sent notifications.

COMFYE is a multichannel and multiclient platform, for the design of mailing campaigns, the control and tracking of them, generations of requests, as well as the analysis and consultation about the status of each sent item. This solution is supplemented with a service for sending notifications and mailings in different ways made
available to the user.

What arethe advantages of COMFYE?

- Maintain absolute control over all mailings, centralized on a single screen.
- Establish automated communication protocols and guarantee the sending of the message.
- Parameterize your communication campaigns with total flexibility of delivery channels.
- Track all mailings with real time status updates
- Legally certify mailings, if desired.

Companies' public tenders

Consists of treating public tenders information published by the State Public Sector in the State Contracting Platform, its minor contracts and the public tenders published by Autonomous Communities, which have their own portals and publish their information on the Platform.

This information is included in Informa's business reports without additional cost. The new Adjudications and Public tenders sections have been included in the Commercial Information section and customised alerts and monitoring systems have been developed.

This new product entails the processing of information from more than 30,000 public tenders per month, issued by more than 9,000 different public bodies, and their adjudications to around 17,000 different companies.

It is also possible to receive periodic deliveries of information segmented according to each company's needs.

Resguarda Legal Security

The implementation of an E-Archiving system in a series of Spanish Property Registries for documents related to the Building Book is cited as a success story. As a result of the latest legislative reforms, the need for Spanish property registries to issue information relating to “building books” that are deposited in their office is imposed.

The "Building Book" is a systematic set of documents related to the life of a building from the moment of its project until its final destruction. This documental systematization constitutes the authentic property statute of each of the elements that make up the building and ranges from licenses, permits, revisions, legal documentation, urban planning, etc.

The problem of archiving this documentation is the same that arises for all types of electronic documentation files: it can be signed electronically and therefore enjoy the advantages of integrity, authenticity, etc. that are characteristic of the Electronic Signature.

To date we understand that the security of the file could not be guaranteed because if the hard disk where the document is stored is lost or destroyed, then the information it contained would inevitably be lost or destroyed.

With Resguarda we electronically sign not only the document but also the actualization of the documents. The "Hush" is delocalized in several geographically dispersed servers, so that not only the material destruction of the file becomes impossible, but also maximum security is achieved and other advantages of public faith applied, in the case of success to which we refer, to the documentation corresponding to the building Books.

PUBLIC SECTOR GOOD PRACTICE EXAMPLES

In the information ecosystem that the Infomediary Sector is part of, the Public Sector plays a vital role, collaborating with the Private Sector and complying with the principles of Open Government, such as transparency and participation.

At Asedie we believe that it is relevant to be aware of the importance of open data, as it contributes to promoting economic development and business security. We have been able to corroborate through the survey results carried out on those responsible in the CCAA's, that having knowledge of the work carried out in other administrations helps them improve their own work.

For these reasons and after being well received last year, once again we have included Public Sector good practice examples, thanks to these examples we can see the good work carried out by the Administration in recognizing the value of the public function.

Aragón

Aragón Open Data published in 2019 its " Aragón Open Data Strategy 2019-2022" so that the Government of Aragón's open data portal will continue to act as an engine for the development of the information society and allow the Community to continue growing as an intelligent digital territory. The Aragón Open Data Strategy shows the portal evolution from its creation in 2012 and analyzes the current map of reusers and stakeholders, this provides an integral vision of the service. Therefore, based on this situation, a strategic model and road map for the period from 2019 to 2022 has defined its Mission, Vision and Values. The Strategy cites ASEDIE as an expert to be able to gain a better understanding of one of the open data portals target audience.

Within the resources, in the scope of this Strategy is the "Cooperatives recorded in the Aragón Cooperatives Register" dataset, which also includes agricultural cooperatives published for the first time in November 2019. Throughout 2020 it is planned to offer the dataset through the Aragón Open Data API, where data will be updated in real time and with the possibility of normalizing its scheme and structure inline with recognized standards, under the Aragon Interoperable Information Structure (EI2A) being also a valuable resource for reusers, for its content and interest.

Cataluña Cooperatives

Cooperatives Database Cataluña. The project arose after the Data Reuse Working Group meeting (with representation of the different autonomous communities) on 04/29/2019, where the publication of different datasets was agreed. It was considered appropriate to work on opening the cooperative data as it had been identified as a priority dataset by ASEDIE.

Under this framework, the Generalitat de Cataluña´s General Directorate of Transparency and Open Data (DGTDO) contacted the General Directorate of Social Economy, the Third Sector, Cooperatives and the Self-employed to request the opening of the dataset. Those responsible communicated their disposition and intention to publish the cooperative economic and financial data, although they would require technical support for processing the said data.

In parallel, the DGTDO was working on an inventory of the Generalitat de Catalunyas public register data to publish openly, whenever possible and when it doesn't violate any data protection provision. In this analysis, 4 possible states were identified in relation to opening the data:

1. Direct opening
2. Need for registry database improvement
3. Need for dataset structure and format improvement
4. Inability to open (for technical or legal reasons)

For the specific case of the cooperative registry, an improvement was made in the native application of the Registry. To do this, the technical areas involved were coordinated to ensure that the Registry was able to generate documents in CSV and JSON that could be linked, by API, via the open data catalogue.

The result is the public availability of a dataset with more than 4,000 rows that contain all the cooperatives registered in Cataluña, that has 17 data tubulars that refer to both the cooperative class and the economic activity.

The Cooperative registry opening is an internal reference for the Generalitat de Catalunya as a success in interoperability between different applications for open data publication, and it offers a response to a similar situations in other databases. The Registry was published in the open data catalogue on December 18, 2019, and today has had more than 1,200 visits and 250 downloads.

Open Data Castilla y León

The Junta de Castilla y León Open Data project began in March 2012 within the Open Government Model, with 83 datasets. Since then, the work of incorporating new datasets has been continuous, currently exceeding 500 datasets.

Throughout the project we have seen the need to go one step further: it is not enough to just publish open data, it is also necessary to facilitate the exploitation and visualization of the data for citizens. Hence, in November 2017, the data analysis portal was made available to the public. In this portal the reuser can:

- Download the information in different formats,
- Consult the datasets through an API, so that specific data can be retrieved without the need to download all the information.
- Filter information, make views, graphs or dashboards easily without computer skills.
- Export these graphs and display them on other web pages or applications.

Without a doubt, these are a series of advantages that increase the chances of reuse.

The open data initiative has also served to meet the administrations internal needs, as it offers the possibility of technicians from all departments being able to count on having information from other departments. This information is necessary to improve everyone's work, saving time and effort.

In addition, one of the administrations objectives is aimed at promoting transparency and making the data clearer and easier to understand. The Junta de Castilla y León has implemented different visualizations, among which the Energy Datahub of the Autonomous Administration stands out.

The portal not only provides more information it also includes more features that allow citizens to add value to public information. The opportunities offered by this space find an important means of dissemination and revitalization through different editions of the Open Data Contest of Castilla y León. The objective is to recognize the realization of projects that using datasets from the Junta de Castilla y León Open Data Portal to provide any type of idea, study, service, website or mobile device application.

In the three editions already held over 100 projects have been submitted, planning is now underway for the fourth edition, to be held this year.

Finally, it is worth highlighting the effort made by the Junta de Castilla y León in the public sphere, in its coordination of the Electronic Administration Sector Committee's Data Reuse Working Group, which depends on the General Secretariat of Electronic Administration of the Territorial Policy and Public Function Ministry.

Madrid

The Community of Madrid is aware that open data is a powerful raw material on which actions, policies and projects of different nature can be based. The benefits that can be obtained from its use are diverse, although all of them have the common denominator of:

- optimizing the efficiency and effectiveness of the organization,
- boosting public innovation,
- promoting transparency and participation.

Therefore, in April 2019, the Community of Madrid's Open Data initiative was launched with the opening of its corresponding portal which enabled access to the information.

This initiative would not have been possible without the contributions from citizens and the Infomediary Sector. During this first phase when opening the data, the datasets requested by the Infomediary Sector and that were technically possible to open were considered.

Aware of the importance of involving all sectors affected by the initiative and the value the Infomediary Sectors participation and involvement when prioritizing the opening of data, it is essential to know their needs and expectations.

Hence, as a result of ASEDIE`s demands, work was carried out within the organization to release the Community of Madrid`s Foundation Registry information, where the tax identification number was also made public, as it is information of special relevance for the Infomediary Sector.

This dataset, like the rest of the Open Data Catalogue, offers a reuse-oriented programming interface. You can use the API wizard available in the csv resources to build specific queries about a dataset.

In this process we have also obtained benefits for the administration, since we have optimized information use and its potential benefits and have advanced in terms of interoperability of the data and processes, thanks to the use of standard, open and machine-readable formats that are compatible, to interrelate with those of other administrations.

In short, we understand that the collaboration and participation of the Sector is essential to guarantee the open data portal success, since an active listening and attitude will ensure the achievement of reuse both in the social and economic spheres.

Open Data Euskadi

Open Data Euskadi, initiative of the Basque Government. Starting in April 2010, it is a fundamental pillar of the transparency strategy of the Basque Government.

The more than 5,000 datasets in its catalogue have allowed it to positioned as:

- A reference initiative for its sustainability over time.
- It is the Administration that contributes more data to the Spanish Government platform (Datos.gob).

Open Data Euskadi has become, in turn, an open data hub where Euskadi Foral and Municipal Administrations publish their data (datasets of other Basque administrations are available in Open Data Euskadi), from there, it is sent to the common platform Data.gob, and from there to the common European platform.

The Basque Government has been working on several fronts with the aim of promoting the use and knowledge of open data by citizens:

Collaboration between Basque administrations
In order to promote collaboration between Basque administrations and advance the standardization of open data in Euskadi, a permanent working group was launched in 2018 within the framework of the 2nd OGP Commitment project - Alliance for Open Government).

Linked Open Data
After the start-up in 2018 of the open data infrastructure linked to Open Data Euskadi, several projects have been worked on with the aim of feeding this repository:

- Basque regulations (ELI Project, completed in 2019).
- Cultural data on libraries (Euskarian Project).
- People, entities and equipment data (Directory project).

Usability of open data
To improve the usability and accessibility of existing open data, the Basque Government started, in 2020, a project for the generation of APIs for meteorological, traffic, cultural events and aid data.

New open datasets
The Basque Government continues to regularly publish new open datasets of interest to the reuse sector.

Community of reusers promotion
It is intended to activate and promote a community of reusers in Euskadi, for which open data contests, events and talks are regularly organized, content and news about open data are generated, technical support is provided to reusers, etc.

Training and awareness of public workers
Raising public workers' awareness about open data remains one of the keys to continue advancing, which is why Open Data Euskadi regularly organizes and teaches courses on open data aimed at the public workers of any Basque administration

CONCLUSIONS

At the close of the 8th edition of Asedie's Report on the Infomediary Sector, we cannot fail to mention the complex situation that we are experiencing in Spain and the rest of the world, a situation that affects companies and citizens alike. The economic consequences of this reality are already being noted and will become more apparent in the future.

Despite the difficulties, Asedie continues to work within our capabilities to help keep the economic motor from stopping. Our efforts will be directed towards innovation to collaborate in the advancement and well-functioning of both the economic system and society at large.

As detailed throughout this Report, the Infomediary Sector in Spain is represented by 764 companies in which 22,790 employees work and that has a subscribed capital as of December 31, 2019 of €346,867,065.63. This data shows its consolidation as an increasingly relevant sector in our economy.

From here we want to call for collaboration between all the actors that make up the Infomediary Sector, so that we can all move forward. We believe it is a joint mission to prevent these difficult circumstances from stopping business and economic activity.

We will continue to work, as before, throughout this year to maintain our commitment to support and boost the Sector to which we belong and to show its progress in next year's edition.