INFOMEDIARY SECTOR

March 2015

INTRODUCTION

After three years of drafting this report we know that both good and bad economic times cannot stop the development and innovation of not only new products and services but also current products and services being updated with immediacy, since the data sooner or later loses its importance.

The role currently played by infomediary companies as drivers of the development of economic, social, cultural areas, etc., would be even more valuable if in practice the evolution of the openness and access to information were to be further developed, as the interest in reuse has had a notable increase in both commercial and non-commercial areas.

In this context, and how could it not be otherwise in the world of information and technology that we live in, the modification of the Reuse Directive amendment has been completed and at the time of the realization of this report, the Draft Law of the legislation is being introduced into Spanish law.

The objective stated in the explanatory memorandum of the draft law to establish a clear obligation to make documents available for reuse, needs to be accompanied by a change of attitude or a different way of seeing and doing things.

Rules that affect interoperability and reuse of information have been adopted, such as Royal Decree 4/2010 whereby the National Interoperability Scheme in the field of electronic administration is regulated, Law 19/2013, the transparency, access to public information and good governance, all impacting the reuse of public information.

The exponential growth of infomediary companies in different sectors is due to the application of a technological development that reduces human error, increases efficiency, simplifies processes and lowers costs, while being important, is not evolving as fast as is possible due to the lack of useful and reusable data.

Although the volume of public information generated has experienced a significant increase, in many cases in this increase there has not been enough useful information, and the progress of technologies used for analysis, exploitation and processing of data, is also inferior therefore slowing the creation of new services and applications.

In the public-private partnership, the first as the second holder of the information, are aware of the needs of society, this will help companies become more efficient and productive and the administrations to be more effective in the publication of priority data for both companies and citizens and also other administrations, as well as increasing the data transparency at the same time.

There has to be a consciousness of the companies' interest to be present in new markets and identify new business opportunities, both for foreign companies to establish themselves in our country, as for our companies to go elsewhere. This requires, in today's global world, comprehensive information on the different markets and not just in economic terms. In this sense and with increasing relevance, the information, services and knowledge demanded by infomediary companies is not only by the business network but also with a significant increase in recent years by citizens.

If the relationship between the holders of information and users was smooth, flexible, easy, collaborative and free of barriers, it would result in an effective and efficient reuse of information that would save time and money, not only in private companies but also for the public in general (cultural, social, etc.) and therefore developing consequent positive market developments.

Access to public sector information forms a strategic pillar in the development and innovation of creating products and services, improving productivity expectations and pushing up the ranks in competitiveness.

It has become customary in recent years an important growth in the sector not only in developing new products and services but also, and especially, in creating new businesses and the growth of existing ones.

This has placed an importance, which is increasingly recognized and valued, on the information and data dissemination for culture, tourism, legal, social and economic development in general and greater effectiveness in the fight against fraud and laundering.

That is why the infomediary sector to an increasingly greater extent, is involved in almost all areas, and is vital to increasing productivity growth and therefore for growth of a country.

Although technological advances have facilitated access to available data, there are still many problems to find the necessary data to give a definitive push for the infomediary sector and the services they provide to the business network.

The great benefit that can be obtained from the openness and access to data that can be linked and related to others from different backgrounds and joined global trends will be one of the pillars on which a prosperous future data economy is sustained.

In the current situation it is necessary to reflect on the challenges that the infomediary sector has due to their need for information and the realities of openness and access to data that it faces.

That is why ASEDIE through this third infomediary Sector report, is to deepen the knowledge of the companies in this sector, their evolution and potential.

This third report as well as previous editions is aimed at both government possessing different information as to the specific reuse companies that are part of the infomediary Sector.

METHODOLOGY

The ambitious project to undertake the preparation of this report started three years ago, with each edition a greater effort is given due to the complexity and breadth of the sector. The lack and delay of information among other factors, greatly hinders the preparation.

With the desire to include all areas of the sector and to try to convey the facts as close to reality as possible, the idea of adding a new area to the report each year has been maintained.

There have been efforts to monitor and update the sectors covered in previous editions while at the same time studies have been carried out on possible new sectors to be added in the current report.

The lack of information for locating companies and their data or shortage of it, has led to some of the new sectors being rejected from the report this year.

This year three new sectors were studied finally selecting the cultural sector, the research was further increased to include a detailed study and analysis to identify information reuse companies within this sector.

After an initial selection of **548** Cultural Sector companies by CNAE, (national classifation economic activities) finally **60** were selected as infomediary companies that therein for form part of the existing file that is then updated (datas, business registration and deregistration).

Although it is important to take into account that the information gathered through surveys and / or calls is not always coincident with the data officially submitted by the companies.

In the analysis of this year we identified **623** infomediary sector companies that according to their activity have been defined in **seven main groups**:

- **Culture:** Dissemination and / or marketing of goods, services and activities of cultural content. Necessary functions specific to each sector of the production chain that enables these goods, services and activities to reach the public and the market, representing a total of **60 companies (10% of total infomediary companies).**
- **Directory service:** Companies dedicated to the creation of directories and mailing addresses, location and advertising for businesses and individuals based on directories and files of telephone subscribers, representing a total of **18 companies. (3% of the total)**
- **Economic and Financial**: Companies dedicated in commercial risk information and marketing. Creditworthiness and solvency, credit bureaus, etc. Representing a total of **90 companies (14% of the total).**
- **Market Research**: Activities related to conducting public opinion polling and market research and studies, representing a total of **334 companies (54% of the total).**
- **Geographic Information**: geographic and cadastral information, both graphical and alphanumeric information including planning, representing a total of **43 companies (7% of the total).**
- **Publishing:** Editing, writing, book printing, marketing databases, information services, publications, newspapers and magazines, distribution of financial economic texts, etc., representing a total of **51 companies (8% of the total).**
- **Other:** With a total of **29 companies (5% of the total),** this group includes companies engaged in various activities

Our goal with this report is to determine the impact that infomediary sector has in two main aspects: economic and social. For this reason, the publication of this report is earlier in comparison to previous editions, the information is as current as possible in relation to data collected.

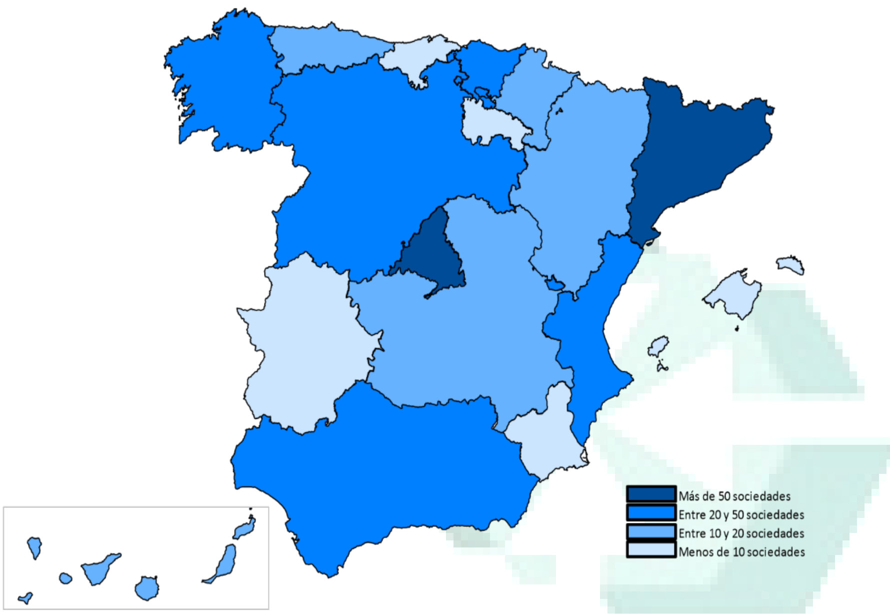
As in previous years, the publication of the report consisted of:

1) Annual analysis of results
    a. By Autonomous Communities
    b. By CNAE
    c. By activity
    d. By age and sector
    e. By information source (Public and / or private)
2) Analysis of Turnover
    a. Total
    b. By sector
    c. Average Turnover
    d. Evolution of Total and sector Turnover
3) Analysis of Employees
    a. Total
    b. By Sector
    c. Media Employees
    d. Evolution of Total and Sector Employees
4) Analysis of share capital
    a. Total
    b. By Sector
    c. Average Social capital
    d. Evolution in total and sector capital

RESULTS

Currently, **623 different companies that make up the Infomediary sector in Spain** have been identified.

National Geographical Distribution

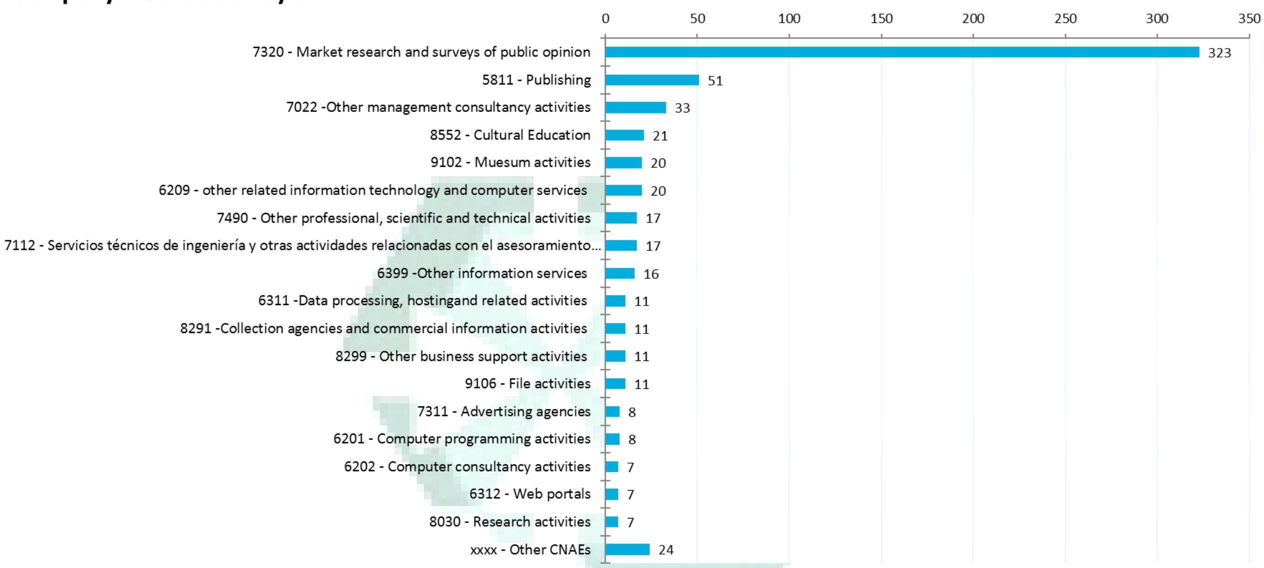


Most companies are in the community of **Madrid** (42%) and **Cataluña** (21%)

Community	Companies	%
Andalucia	36	6%
Aragon	15	2%
Asturias	10	2%
Baleares	5	1%
Canarias	11	2%
Cantabria	1	0%
Castilla Leon	22	4%
Castilla la Mancha	10	2%
Cataluña	131	21%
Extremadura	5	1%
Galicia	39	6%
La Rioja	1	0%
Madrid	259	42%
Murcia	5	1%
Navarra	10	2%
Pais Vasco	37	6%
Valencia	26	4%
Total	**623**	

The selection of infomediary companies includes a good number of diverse activities, a fact that allows the coexistence of **more than 30 different CNAE level activities**, although most dedicate as principal activity, **market research and public opinion surveys (CNAE 7320)**

Company Distribution by CNAE

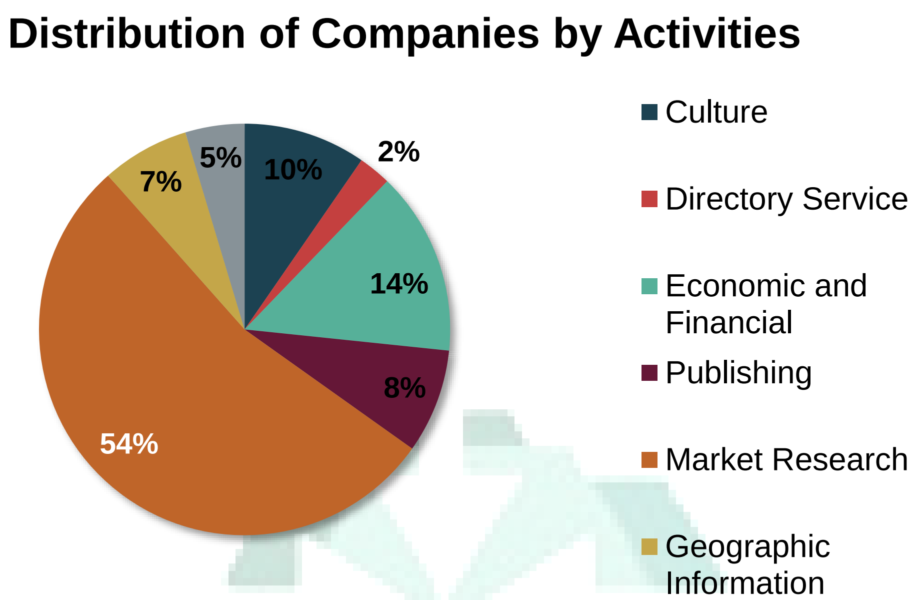


As in previous years CNAE has unified these classifications into ¨**sectors**¨ where the highest representation in terms of number of companies is **Market Research**, here there is a concentration of **54%** of the companies.

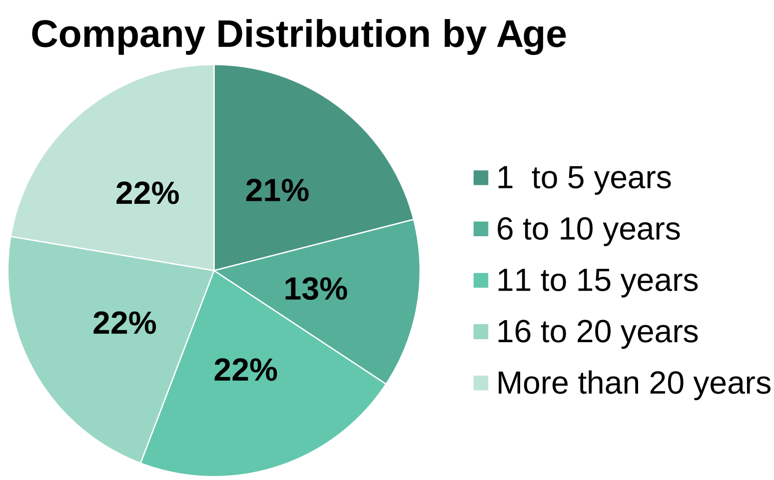
After these companies the rest have been categorized as ¨Economic and Financial¨ which represent 14% of the total, followed by ¨Cultural¨ (10%) and ¨ Editorial ¨ (8 %).

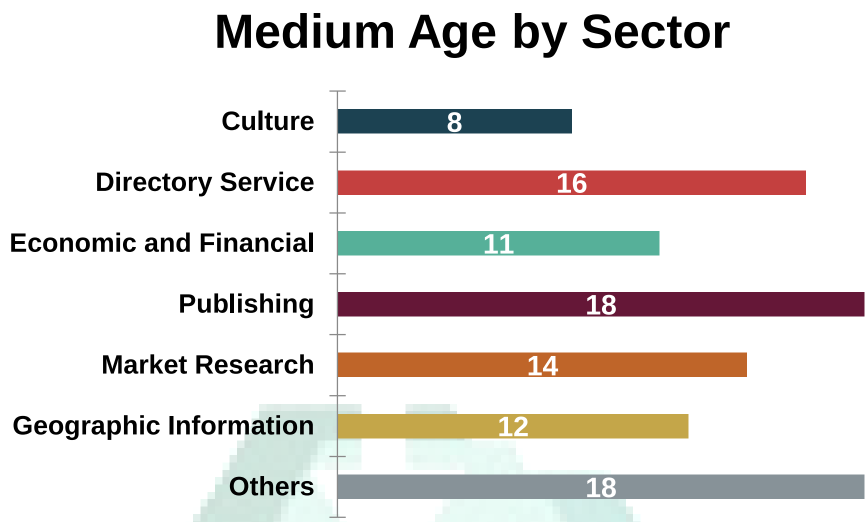
The least represented sector is ¨Directory service¨ (3%).

Sector	**Companies**	%
Culture	60	10%
Directory Service	16	3%
Economic and Financial	90	14%
Publishing	51	8%
Market Research	334	54%
Geographic Information	43	7%
Others	29	5%



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





The average age per sector varies from **8 years** in the Cultural Sector to **18** in the Publishing and Others Sectors.

The longest running companies are those in the Directory Service sector, where one company has been running for **75 years and another for 68 years**, followed by Publishing and Market Research where there are three companies that have been running for more than 55 years.

Sector	Number of companies	Constitution year of the oldest	Years
Culture	60	1987	28
Directory Service	16	1940	75
Economic and Financial	90	1966	49
Publishing	51	1958	57
Market Research	334	1959	56
Geographic Information	43	1988	27
Others	29	1973	42

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

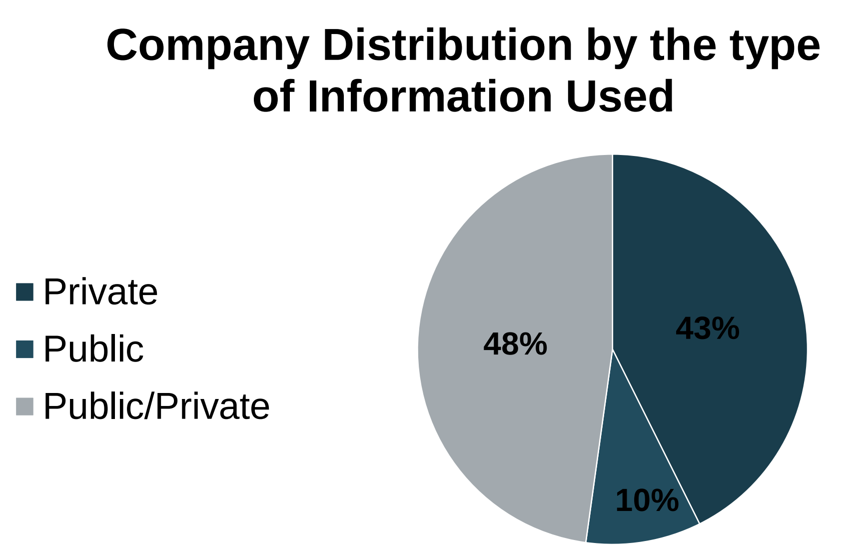
From the perspective of young companies, defined as companies created between 2006 and 2013, the highest **proportion of young companies** is found in the Cultural sector, where 53% of the 60 companies that make up this sector were formed in the year 2006 or later.

Sector	Number of companies	Created between 2006 and 2013	%
Culture	60	32	53%
Directory Service	16	3	19%
Economic and Financial	90	41	46%
Publishing	51	9	18%
Market Research	334	76	23%
Geographic Information	43	14	33%
Others	29	8	28%
Total	623	183	29%

The Economic and Financial sector created 31 companies in 2013 moving into second place with 46% of companies created between 2006 and 2013. The Economic and Financial sector in the previous study, only had a total of 17% of young companies. In one year it has managed to increase by 29 percentage points in its number of young companies.

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

In total, 91% of the infomediary companies operate with **private** information (43% ¨private¨ only and 48% "public and private"), and **58%** operate with **public** information (10% "public" only and 48% "public and private ").



Total revenues associated with the infomediary companies in 2013 were close to 1.1 billion euros **(1,083,963,343 euros).** This figure allows us to assign average revenue of **1.7 million euros** per company (1,739,909 euros) in 2013. However, the **sales medium** for all companies is **€ 176,598**, which gives us an indication that there are very few companies that make high turnover that averages 1.7 million euros.

Sector	Sales 2013	%
Culture	30.520.507 €	3%
Directory service	41.044.006 €	4%
Economic and Financial	269.144.425 €	25%
Publishing	257.786.939 €	24%
Market Research	352.872.628 €	33%
Geographic Information	37.034.785 €	3%
Others	95.560.053 €	9%
Total	**1.083.963.343 €**	

About **82%** of this turnover is **concentrated** in three groups "Market Research", "Economic and Financial" and "Publishers".

In particular:

- *The Economic and Financial sector: Contributes 25% of turnover representing 14% of infomediary companies.*
- *The Publishing sector: contributes 24% of turnover representing 8%.*

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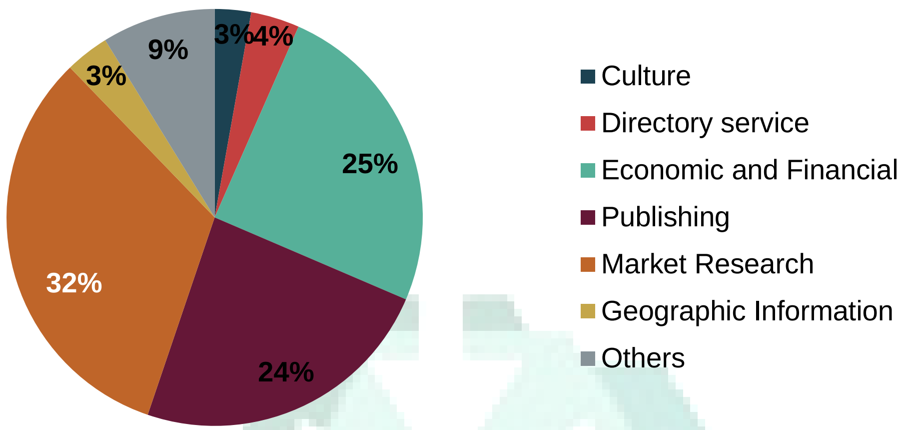
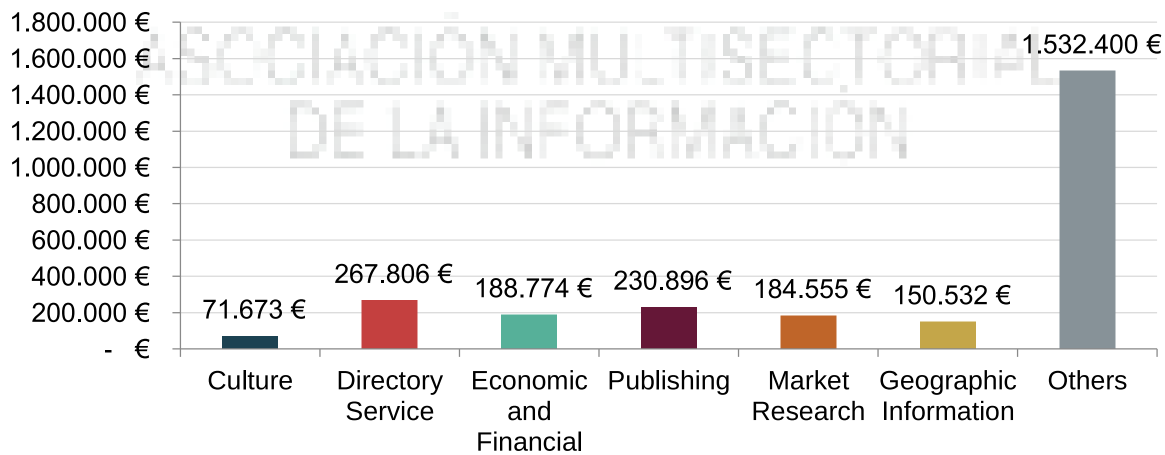
Sales Distribution by Sector



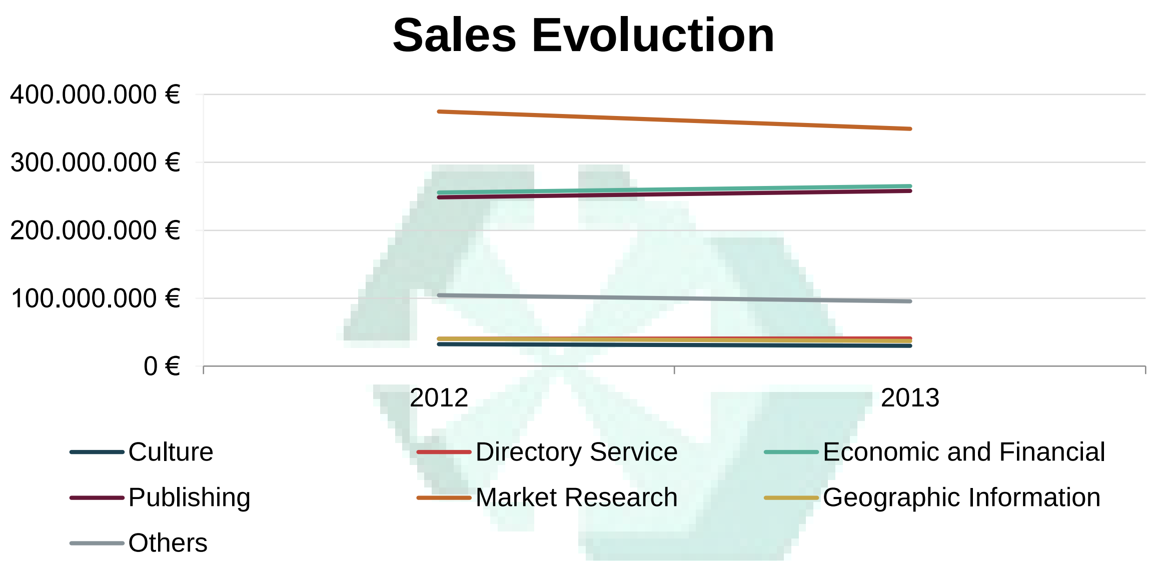
However in terms of **average turnover** the ¨others¨ sector have the highest amount (1.5 million euros on average per company)

Medium Sales by Sector



Also remarkable is the **concentration** of companies with the highest turnover in the infomediary sector. If we focus on the **top ten companies** the **turnover is 428 million euros**, 39% of the total and with average sales close to 42.4 million euros for each of these ten companies.

Regarding the **evolution of the turnover**, **564 companies** (90.5% of the total) which had sales information for 2013 as for 2012 were worked with.



Overall, the turnover for 2013 **has dropped -1.9%** in sales in comparison to the previous year.

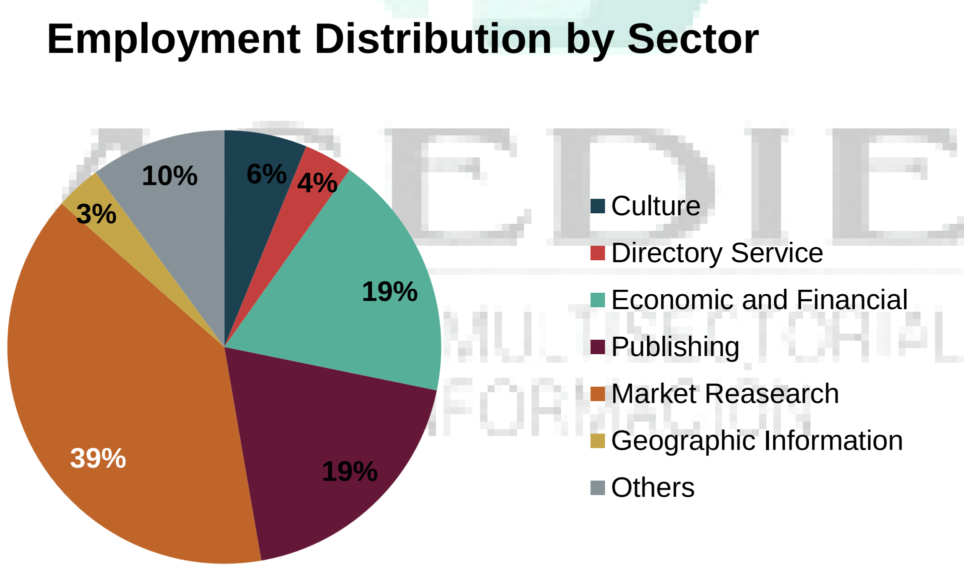
In this sense, there are two sectors that grown above 3% in regards to the last year, "Economic and Financial" and "Editorial" and one that has had a close to 2% growth in turnover compared to the previous year: "directory service".

Sales Evolution (564 companies with data)			
Sector	2012	2013	Variations
Culture	32.396.641 €	30.050.790 €	-7,2%
Directory Service	40.318.987 €	41.044.006 €	1,8%
Economic and Financial	255.485.657 €	264.919.729 €	3,7%
Publishing	248.709.063 €	257.786.939 €	3,6%
Market Research	374.775.183 €	349.435.905 €	-6,8%
Geographic Information	40.455.720 €	36.954.013 €	-8,7%
Others	104.492.431 €	95.560.053 €	-8,5%
Total	**1.096.633.681 €**	**1.075.751.436 €**	**-1,9%**

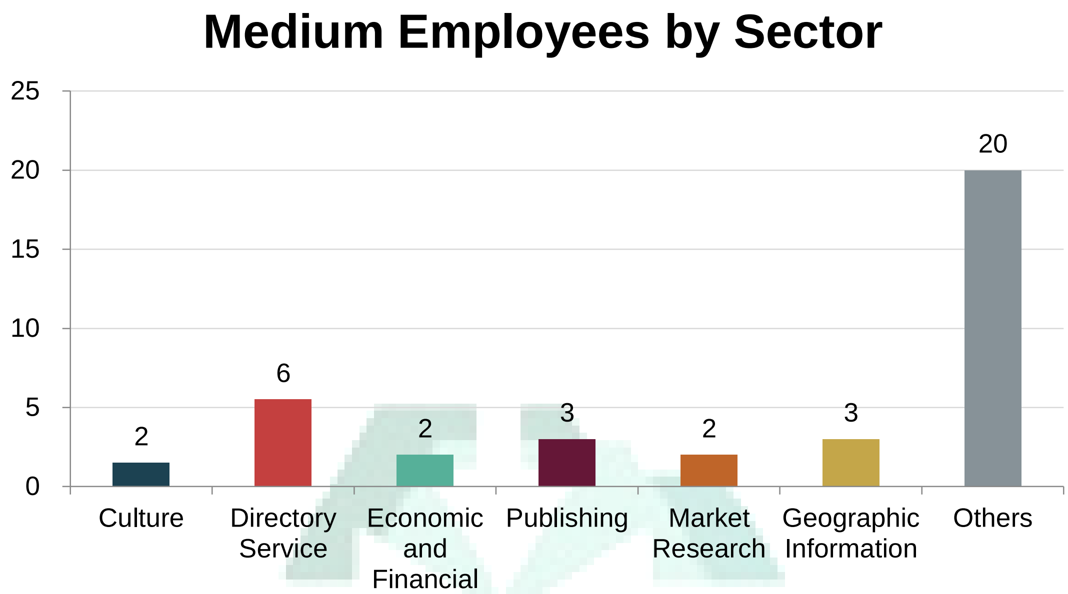
In 2013, the total staff employed by the infomediary companies amounted to **13,827 employees.**

The sector **"Market Research"**, with 39% of the total staff employed stands out in terms of employment over others. Followed by "Publishing" and "Economic and Financial" sectors.

Sector	Employees 2013	%
Culture	853	6%
Directory Service	502	4%
Economic and Financial	2.546	19%
Publishing	2.635	19%
Market Research	5.425	39%
Geographic Information	469	3%
Others	1.397	10%
Total	**13.827**	



But in terms of **average number of employees,** the companies in the **Others** sector have a higher average staff (20 employees).



As in terms of turnover, there is a **high concentration** in the sector in terms of **employees**, the **top ten** companies in this category employ **5523 people**, representing 39.9% of the total. Thus the average the average number of employees for these top ten companies is 552 employees.

To calculate the **evolution in employment**, we had a total of **508 companies** (81.5% of the total) for which the number of employees for both 2012 and 2013 were provided.

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

In this sense, the sector with the highest employment growth is the **Publishing sector (+ 20.8%)**, followed by **Economic and Finance (+13.9%)** while the largest decline belongs to the **Cultural Sector (-34.6%).**

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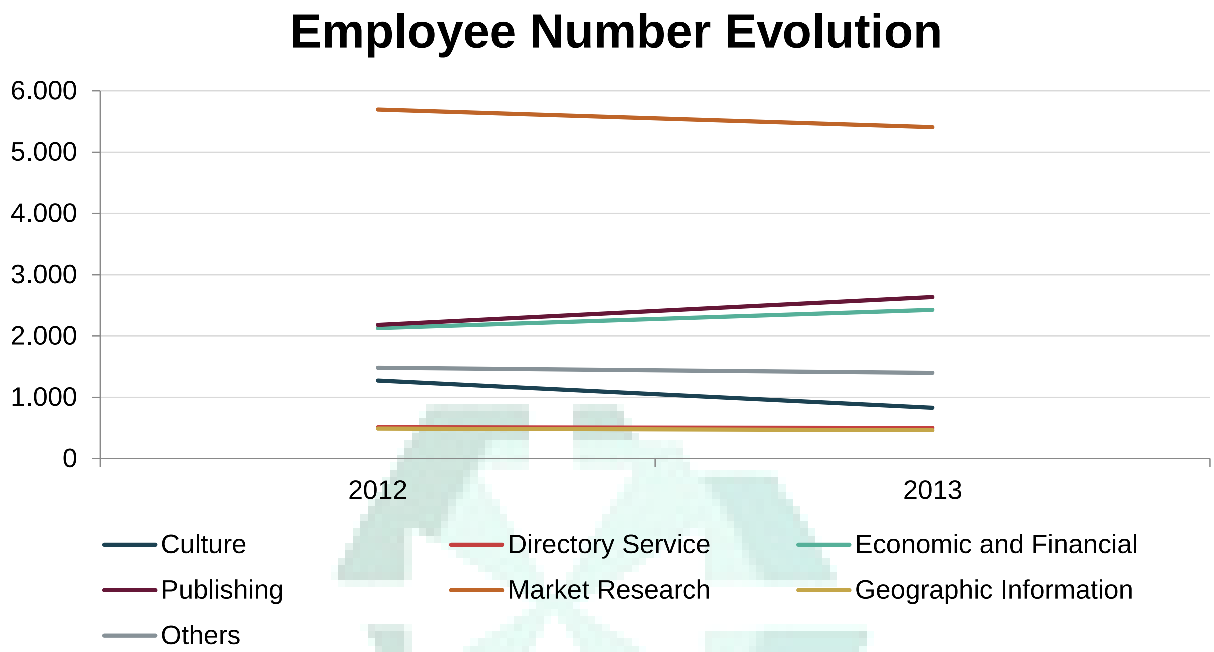


Overall, the employment figure for 2013 is **similar to that of 2012**, with a variation of -0.7% (a negative change compared to that observed in the previous study which showed an increase of 1.2%)

Employee Evolution (508 companies with data)			
Sector	**2012**	**2013**	**Variations**
Culture	1.272	832	-34.6%
Directory Service	514	502	-2.3%
Economic and Financial	2.131	2.427	13.9%
Publishing	2.182	2.635	20.8%
Market Research	5.696	5.411	-5.0%
Geographic Information	493	466	-5.5%
Others	1.485	1.397	-5.9%
Total	**13.773**	**13.670**	**-0.7%**

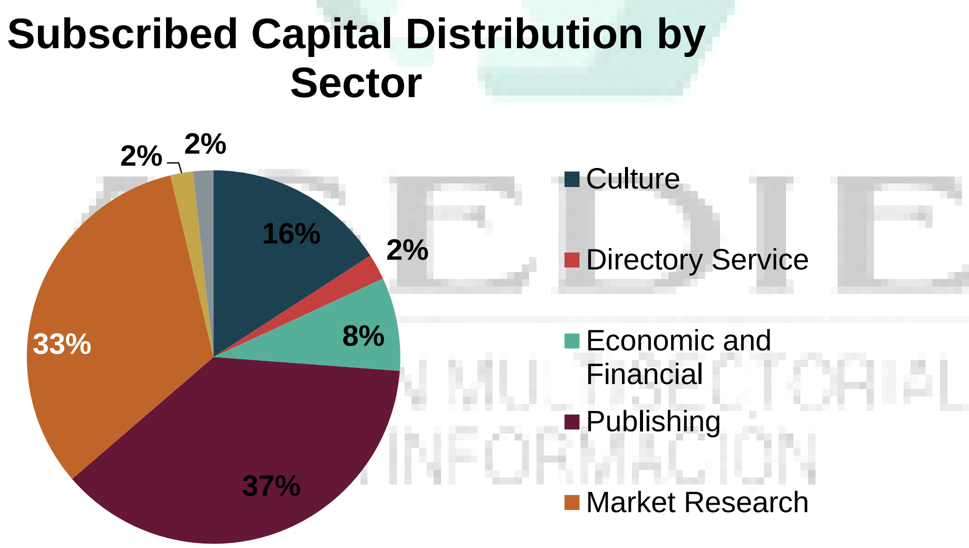
In 2014, the total capital for infomediary companies was **290 million euros** (compared to € 229 in 2013).

70% of the capital was **concentrated** among companies in the Market Research and Publishing sectors.

We have to note the case of the **Publishing** sector whose capital contribution was a high **37%**, with 8**%** deriving for infomediary companies.

In addition, it is the sector with a higher **average investment capital** of around € 53,500 on average.

Sector	Subscribed Capital 2014	%
Culture	46.003.328 €	16%
Directory Service	6.504.874 €	2%
Economic and Financial	23.464.044 €	8%
Publishing	108.766.155 €	37%
Market Research	94.604.250 €	33%
Geographic Information	5.634.522 €	2%
Others	5.136.388 €	2%
Total	**290.113.562 €**	



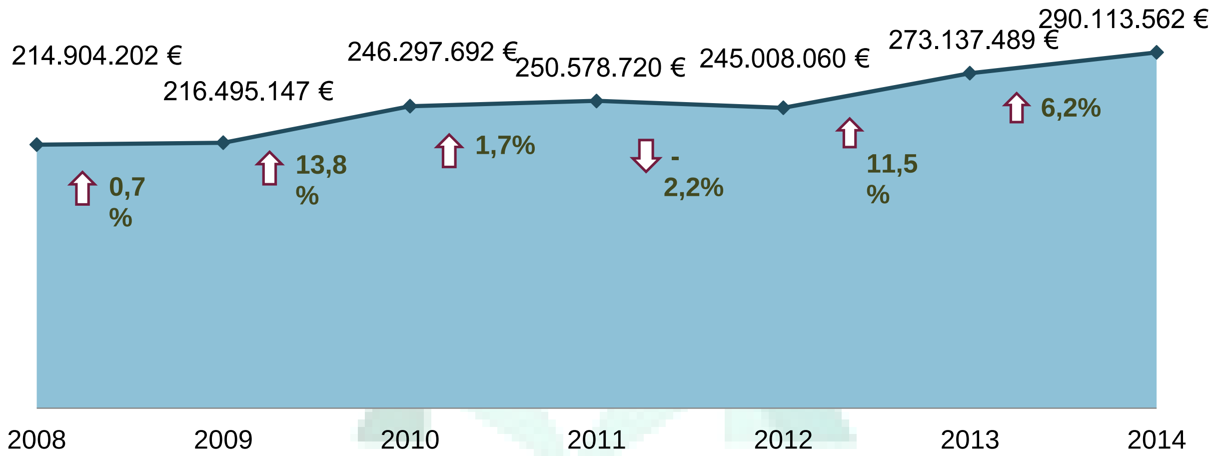
In addition, we have to also note two other sectors:

- *Market Research: contributing 33% of the total capital, with 54% deriving from infomediary companies.*
- *Cultural: Contributing 16%, with 10% deriving from infomediary companies.*

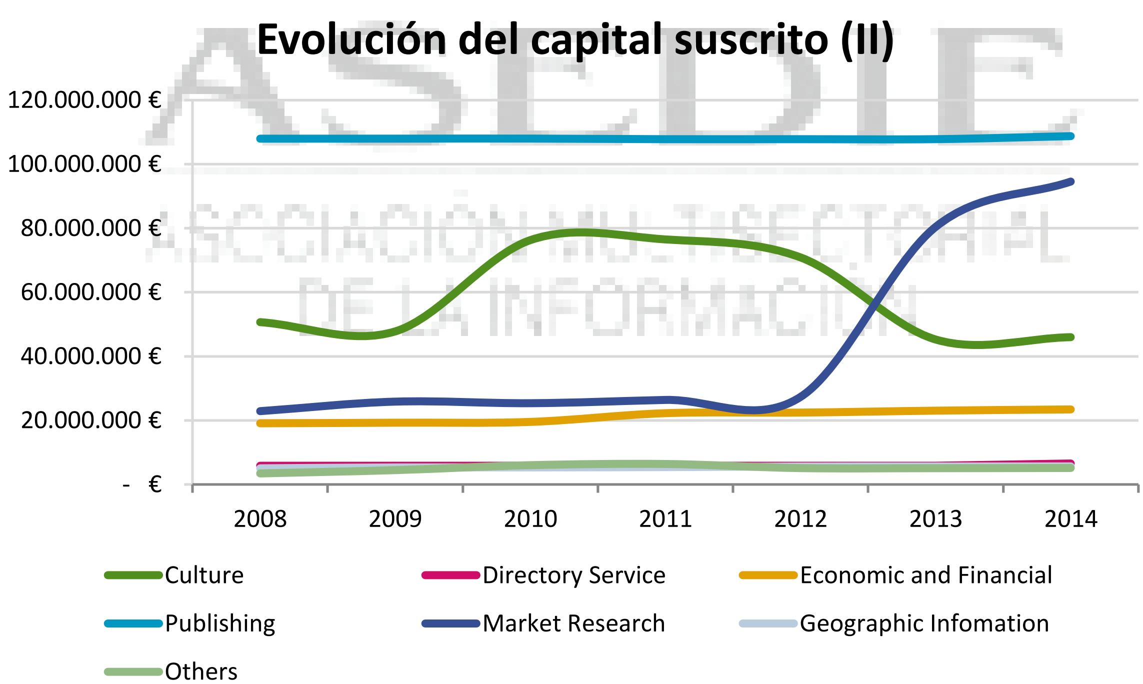
If we talk about the **average capital subscribed** (measured as median values) two sectors "Publishing" and "Other" are observed to stand out followed by "Economic and Financial".

The **evolution of capital** continues in 2014, although more moderate than the year before there was a still a capital increase of above 6%.

Subscribed Capital Evolution



The **"Market Research"** sector stands out for capital increases of some very localized companies.



Capital Evolution								
SECTOR	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	
Culture	50.689.769 €	47.814.052 €	76.326.665 €	76.544.766 €	70.915.543 €	45.282.114 €	46.003.328 €	1,0%
Directory Service	5.855.713 €	5.855.713 €	5.855.713 €	5.858.713 €	5.858.713 €	5.858.713 €	6.504.874 €	11,0%
Economic and Financial	19.088.189 €	19.273.161 €	19.522.190 €	22.279.073 €	22.461.889 €	23.074.006 €	23.464.044 €	1,7%
Publishing	107.955.029 €	107.958.430 €	107.985.530 €	107.794.083 €	107.794.083 €	107.799.627 €	108.766.155 €	0,9%
Market Research	22.843.976 €	25.823.142 €	25.327.945 €	26.356.539 €	27.298.495 €	80.437.120 €	94.604.250 €	51,9%
Geographic Infomation	4.989.096 €	5.288.220 €	5.292.220 €	5.395.216 €	5.582.522 €	5.610.522 €	5.634.522 €	0,4%
Others	3.482.430 €	4.482.430 €	5.987.430 €	6.350.331 €	5.096.815 €	5.075.388 €	5.136.388 €	1,2%
Total	**214.904.202 €**	**216.495.147 €**	**246.297.692 €**	**250.578.720 €**	**245.008.060 €**	**273.137.489 €**	**290.113.562 €**	
		0,7%	13,8%	1,7%	-2,22%	11,48%	6,22%	

INFOMEDIARY SECTOR SUMMARY

Companies identified	623 Companies
Turnover	**€1.083.963.343**
Employees	**13.827 Employees**
Share Capital 2014	**€290.113.562**

The consumer increasingly requires a more immediate and updated response to its product and service demands, making infomediary companies invest in technology and development, therefore becoming one of the sectors in the Spanish economy with the greatest potential.

The added value provided by the infomediary companies in decision making, is necessary to strengthen the business network and to compete internationally creating security for the citizen as in society in general.