



INFOMEDIARY SECTOR

ASEDIE

ASOCIACIÓN MULTISECTORIAL
DE LA INFORMACIÓN

Novembre 2013

OBJECTIVE

ASEDIE, Multisectoral Information Association unites infomediary companies and public and private organisations from different sectors which aim to use, reuse, and distribute information therefore creating value-added products that contribute to greater security in global commercial activities and boost the economy through the application of methods that promote the reliability and transparency of commercial transactions in the corporate and individual level.

Our Association is made up of sectors from the *Information Industry* and specifically by "*re-users of information*" also called "*infomediaries*". Their companies are dedicated to collecting, processing and analyzing information from multiple public and private sources to create value-added products for other companies or the general public.

In the knowledge economy in which we live, the companies forming part of ASEDIE are aware of the importance of the re-use of Public Sector Information, which can be assumed as a crucial element to generating value and wealth, business and job growth and stability in the immediate future.

Having rich, objective information that has been treated properly can raise the level of transparency in business.

This increased transparency fosters several beneficial effects on the economy :

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

It has been preposed that there is a need to have a document that can serve as a basis on aspects to consider in assessing the importance of information reuse.

This report has been written in order to achieve this basic objective reference. It is an initial approximation to the value of reuse.

This report is intended to draw attention and raise the awareness of reuse possibilities, noting that the lack of information permits us from using other important indicators .

At the center of this report is the potential, which has been reflected in the variation of the infomediary sector in recent years.



INTRODUCTION

INFORMEDIARY SECTOR:

Companies that analyse and process information from the public and / or private sectors to create value-added products for third parties or the general public that in general among other functions aid in effective decision making.

The value is based on infomediary companies creating products and services that " bring knowledge to the market and the citizen."

Information is vital in a rapidly changing and competitive environment like the present. Infomediary companies, by reusing information create products and services that facilitate decision making.

The information in the public sector is raw material from products and services including geographic information, business, economic, financial, environmental, legal , social, transport , etc. .

It is the use of this information which enhances and enriches it, turning it into knowledge for businesses and citizens.

One of the main consequences of the new emerging environment of the crisis is to seek greater security in a large volume of transactions, raising the importance of risk management at all levels; environmental, economic, intellectual , etc. .

The information provided by the public sector is used by the infomediary companies for statistical studies on the socioeconomic reality. Through the completion and analyzation of these studies we have a greater understanding of the environment where the economic activity takes place and it also allows us to see an outline of development strategies that better determine product needs and the services required by society, which, then can be provided to society. By having a better understanding of the needs of society the business network can develop their activities in a viable and sustainable way over time.

Sectoral studies are particularizations of statistical studies and generate knowledge aimed at different sectors . These studies produce information used to improve our knowledge of each sector and help the development of new products and services within each of these geared to the real needs of society.

The services and products created by the infomediary industry are used by hundreds of companies, self-employed and individuals of the Spanish and international market as an indispensable tool for the development of its activities. Throughout the last decade, the products offered by the infomediary sector have become a vital part of transactions, providing the values and the necessary legal certainty that allow other agents to operate with the precision, safety and diligence that the market demands.

Infomediary companies also use these sources of information and knowledge base for purposes of marketing and sales.

In this sense, developing products aimed at specific customer knowledge through market analysis and direct marketing.

Foreign multinationals with expansion plans, use these services to determine the potential of a sector, its investments, optimal locations and any other types of analysis of the market including the Spanish market.

There is a growing demand for greater access to information about companies in a cross border context, as stated in Clause 1 of the “Directive 2012/14/EU of the European Parliament and of the Council of 13 June 2012 amending Council Directive 89/666/EEC and Directives 2005/56/EC and 2009/101/EU of the European Parliament and of the Council as regards the interconnection of central, commercial and companies registers”

Foreign companies doing business with the Spanish business community have an initial requirement to know the company and their situation, especially in the current environment. Infomediary companies are responsible for providing this information (either directly or through international networks to which they belong) in the presentation of the data the character, specialisation and objectives of the company should be given.

Improving access to current and reliable information about the companies generates greater confidence in the market, contributing to the recovery and increase of competitiveness in European companies, also as stated in the Interconnection of central, commercial and companies registers Directive (whereas n.6)

Cross-border access to information on companies and their branches, for example, (interconnection of central, commercial and companies registers Directive) can only improve if information is transmitted to each user in a standardised manner, using the same content and interoperable technologies across the European Union.

It is understood that this Directive is to improve access to current and reliable information about companies operating at the community level, which will involve streamlining procedures for gathering information.

It is necessary to ensure that the new European regulatory framework is competitive in the global market by facilitating cross-border trade, by avoiding distortions of competition in the European market as stated by the new Directive 2013/37/EU of the European Parliament and of the Council. of 26 June 2013. amending Directive 2003/98/EC on the re-use of public sector information (Whereas 3)

The spirit of this amending directive is to collect the new needs of a market where data, including public, have grown exponentially and where there is a constant evolution of technologies for analyzing, processing and exploiting the said data.

The **Spanish Digital Agenda** established the development of a comprehensive plan for the digital industry to participate in both the public administration and the private sector.

One of the points of this plan is the **Re-use of Public Sector Information Program** . The purpose of the measures established under this point is to increase the publication of data sets by the government and increase the infomediary business sector activity to which mechanisms are established to promote a culture of openness and reuse of information, also support for publishing content and adaptation studies between supply and demand.

One of the objectives of the Digital Agenda plan is a **growth of 20% in the infomediary sector between 2011 and 2015**, based on our data, this will lead to an increase of 180 million euros in turnover and 2,000 in the number of employees .

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METHODOLOGY

In order to be able to proceed to identify companies in the infomediary sector the available company censuses have been consulted, based on all available information: Reports, Financial Statements, Balance Sheets Inscriptions, Bulletin of the Commercial Registry (Borme) etc. . ,and in many cases requiring a more detailed investigation, including analysis of the information contained in corporate websites.

After the initial analysis phase, it was found that it is not easy to determine when a company belongs to the infomediary sector.

For instance known companies in sectors such as communications and information technology have divisions devoted to this activity, but as a whole can not be categorized as part of this sector.

However, there has been an extensive interpretation of the definition of infomediary companies understood as :

"Companies that generate applications, products and / or value-added services for third parties from Public Sector information" ¹.

Our definition includes companies that also draw on information generated by the private sector.

Coming from all active Spanish companies, a first segmentation from CNAE (National Classification of Economic Activities) was performed, leading to a preselection of more than 5,000 companies, then through several filters including a manual review it converted into just under 10 % the initial figure, **444 companies** with dedication to infomediary activity were specifically identified.

With this criteria, lists of the companies in different categories were prepared, analyzing all of them to confirm their activity actually corresponds to the infomediary sector.

In order to obtain the most precise information as possible on the said lists of companies they have been studied by several experts discarding those where more than one expert has agreed that it should be.

1. Definition of the infomediary Sector characterization study June 2011, Aporta Project

As a result, the data has been standardised from different sources to create a single data base. Categories generated were subjected to rigorous scrutiny manual analysing and even making telephone calls in doubtful cases.

Throughout the development of the study major barriers to obtaining accurate results have been seen. As already mentioned large corporations that have at least one infomediary division but are not dedicated solely to infomediary activities.

It must also be added:

- 1) The CNAE classification is not always used rigorously .
- 2) Some companies in the sector have social objectives that have nothing to do with its activity.
- 3) Lack of information.
- 4) Many times unlike what happens in other countries around us, accessible data lacks the desirable degree of updates, as in the case of sales figures and employees associated with the companies in the sector.

In order to have a precise overview of the infomediary companies groupings they have been subjected to the scrutiny of experts who by reaching agreements have defined the final groupings of companies where, when in doubt, some companies have been removed from the study.

In order to minimize the outlined problem, which clearly hinders the development of the study, it would be desirable for future editions with the collaboration of the public sector administration to facilitate access to all available information about the companies in the sector with the highest degree of updates possible.

Important work has been realised to update the infomediary sector census which should show the volume of the sector and the impact of policies and promotion of reuse and that it can have on society in general and not only in the infomediary sector.

According to the companies activities it has been categorized into five major groups:

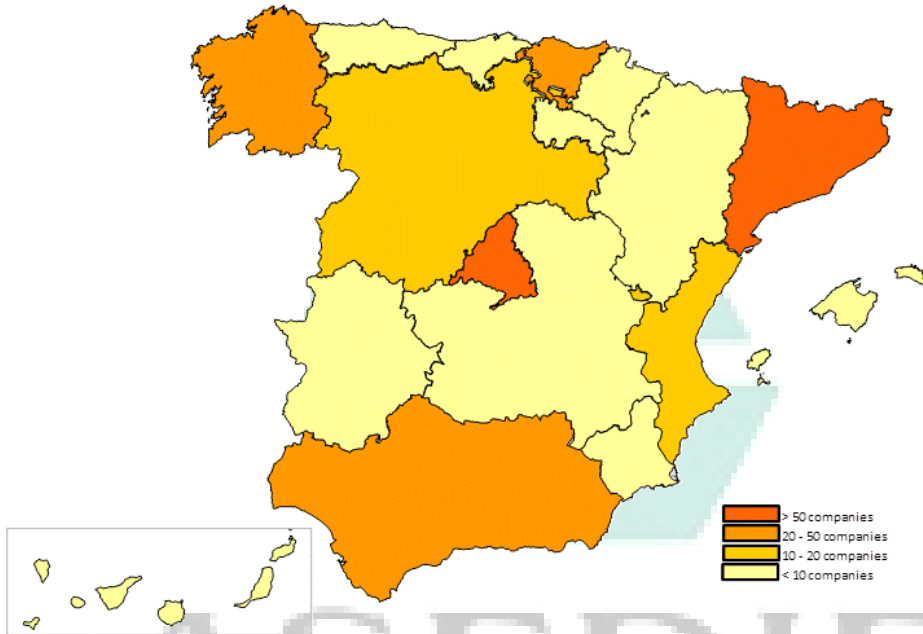
- **Directory service** : Companies dedicated to the creation of directories and mailing addresses, location and advertising for businesses and individuals based on directories and files of telephone subscribers, representing a total of 10 companies.
- **Economic and Financial** : Companies dedicated in commercial risk information , marketing . Creditworthiness and solvency , credit bureaus , etc. Representing a total of 59 companies .
- **Market Research** : Activities related to conducting public opinion polling and market research and studies, representing a total of 349 companies.
- **Geographic Information:** geographic and cadastral information, both graphical and alphanumeric information including planning, representing a total of 6 companies .
- **Other** : With a total of 20 companies in this group including companies dedicated activities as diverse as:
 - Weather information: information on weather forecasting and climate .
 - Transport, traffic information , road conditions , fuel information .
 - Tourist and cultural , hospitality, tours and accommodation .
 - Legal legislation information, rulings and judicial activity.

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RESULTS

As a result of this study, we have identified a total of **444 companies** dedicated to infomediary activity.

ASEDIE companies - Geographical distribution

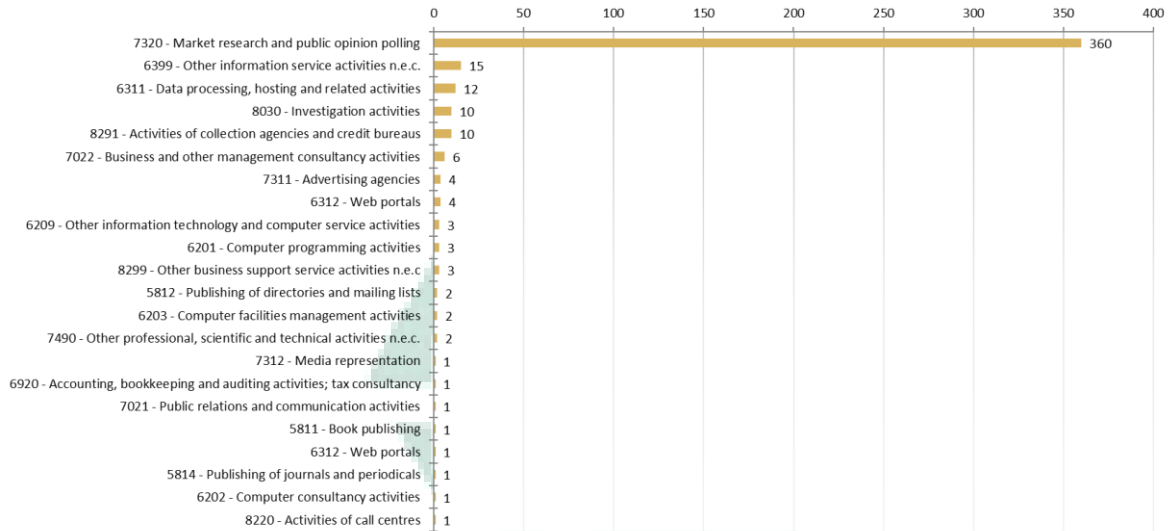


Most companies are in the Community of Madrid (43 %) and Catalonia (25%)

Region	Companies	%
Andalusia	21	5%
Aragon	8	2%
Balearic Islands	5	1%
Basque Country	30	7%
Canary Islands	7	2%
Cantabria	1	0%
Castile and Leon	12	3%
Castile-La Mancha	4	1%
Catalonia	108	25%
Ceuta and Melilla	0	0%
Extremadura	2	0%
Galicia	26	6%
Madrid	191	43%
Navarre	5	1%
Principality of Asturias	4	1%
Region of Murcia	2	0%
Valencian Community	18	4%

The selection of infomediary companies includes a good number of diverse activities a fact that causes the coexistence of up to 22 different CNAE level activities, although most dedicate as principal activity market research and public opinion surveys (CNAE 7320)

Company distribution by CNAE

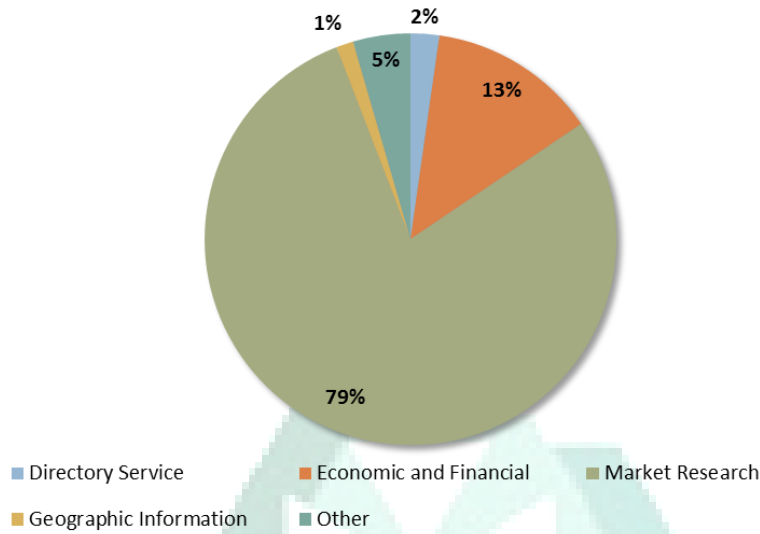


The representative companies have been classified into 5 groups and as outlined in the distribution of companies by CNAE, 79 % of these companies are focused on activities related to " Market Research ".

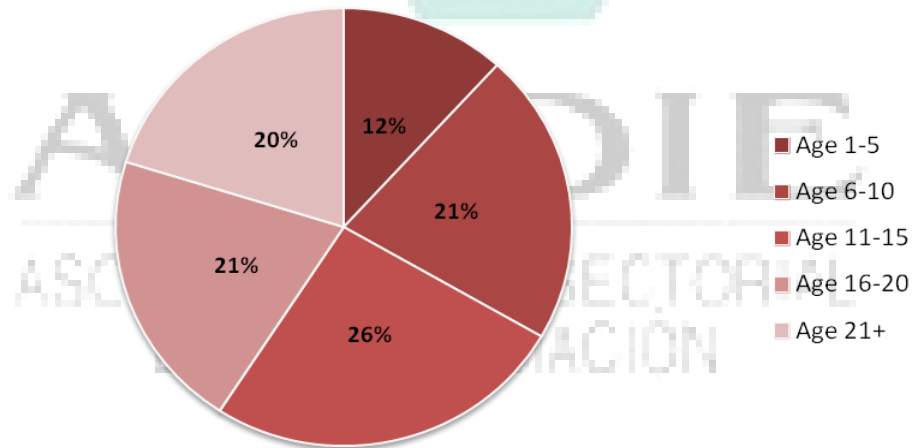
Sector	Companies
Directory Service	10
Economic and Financial	59
Market Research	349
Geographic Information	6
Other	20

After these companies the others have been categorised as " Economic and Financial " , which represent 13 % of the total, followed by the " Others" (5%) and " directorial " (2%). The group that has the smallest representation is " Geographic Information " , which covers only 1% of the total.

Company distribution by sector

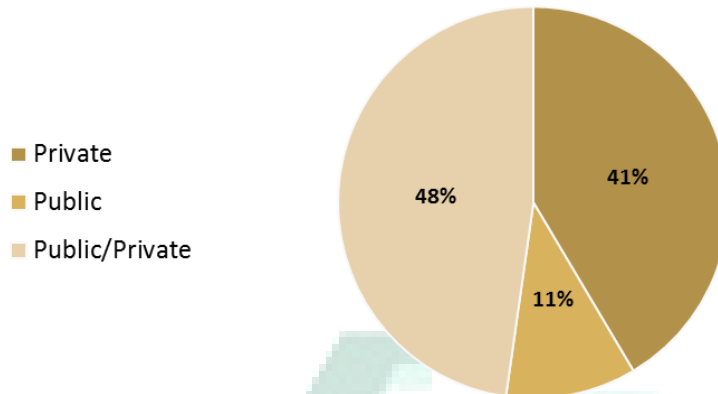


Company distribution by age



With respect to the average age of the infomediary companies, there exists little diversity and there is not a specific concentration in certain segments, the largest group of companies have an average age of between 11-15 years. The exact average is 14 years.

Company distribution by type of information used



Another way to characterise these groups of companies would be the origin of the type of information used: use of public sources or private information or both. In total , 89 % of infomediary companies operate with private and 59% operate with public information.

The Turnover associated with infomediary companies is around 900 million EUR (899 225 727 EUR in 2011). This figure allows us to assign an average turnover of 2 million EUR per company (2,025,283 EUR).

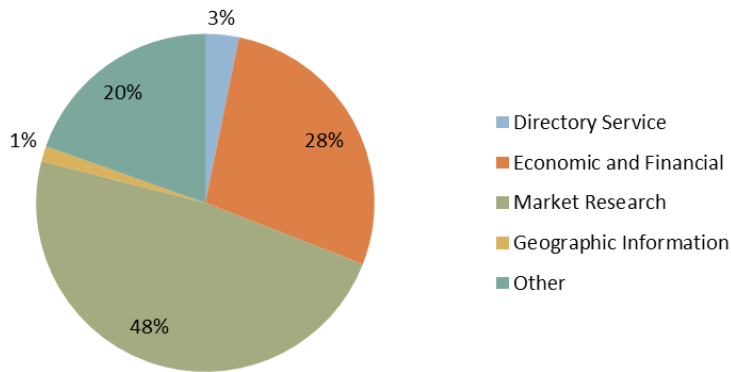
Sector	Sales (2011)	%
Directory Service	28.875.000 €	3,21%
Economic and Financial	249.101.771 €	27,70%
Market Research	431.998.051 €	48,04%
Geographic Information	13.334.000 €	1,48%
Other	175.916.905 €	19,56%

Almost half of this turnover is made by the " Market Research " group which represents 79 % of companies , followed by " Economic and Financial " and "Other " groups.

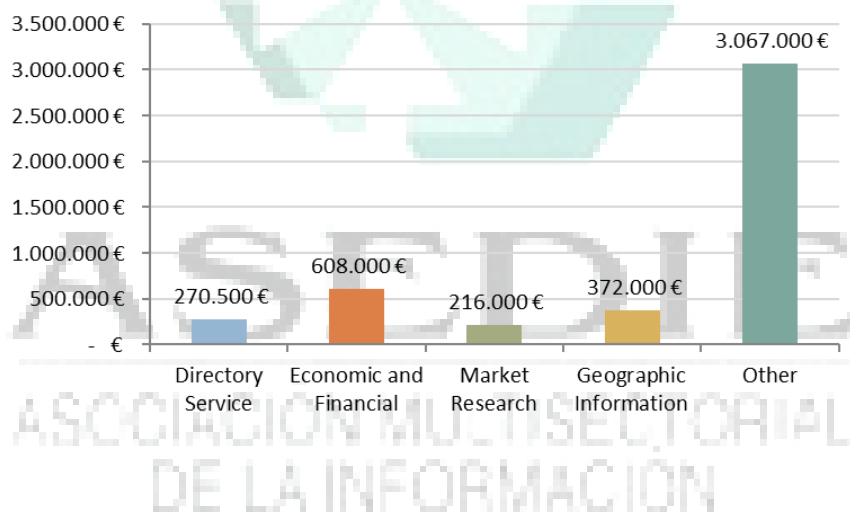
Noteworthy cases :

- Economic and Financial : Provides an overall total of 28 % of sales with 13% of this deriving from the infomediary companies .
- Other: Overall provides 20 % of sales with 5% deriving from infomediary companies

Sales distribution by group



Average sales by group

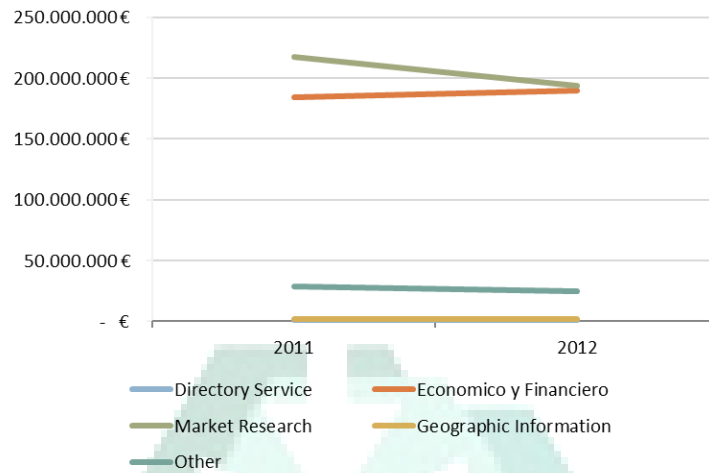


However, in terms of average turnover the “Others” companies of the sector have a higher amount (3 million EUR on average per company) .

Also remarkable is the concentration of companies with the highest turnover in the infomediary sector. If we focus on the top ten companies in this ranking, the turnover is 387 million EUR, 43% of the total with an average sales close to 39 million EUR for each of these ten companies .

Regarding the evolution of the turnover , the absence of the 2012 sales information from all companies in the sector, because of their failure to submit all of the same accounts for the year 2012 as 2011, we have worked with a total of 248 companies (56 % of total) that had sales data for both 2011 to 2012.

Sales evolution



NOTE: Directory service line is under Geographic information line

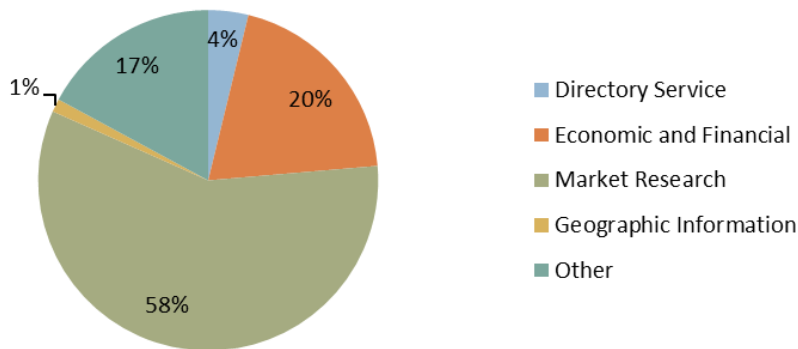
In this sample, and generally, the turnover for 2012 presents a 5% drop in sales from the previous year .

In this sense, the only group which has a positive number is the " Economic and Financial " , with growth of 3.5% in turnover from the previous year .

The total number of employees for the whole of the infomediary activity during 2011 was 9,971 employees with 22.45 as the average number of employees per company.

Sector	Employees	%
Directory Service	380	3,81%
Economic and Financial	1.977	19,83%
Market Research	5.783	58,00%
Geographic Information	124	1,24%
Other	1.707	17,12%
Total	9.971	

Employment distribution by group



58% of the employed population is concentrated in the " Market Research " group representing 79 % of the companies, followed by the " Economic and Financial " and "Other " groups. Noteworthy cases :

- Other : Overall provides 17 % of all employees with 5% deriving from infomediary companies.
- Economic and Financial : Overall provides 20 % of all employees, with 13% deriving from infomediary companies

Medium employees by group

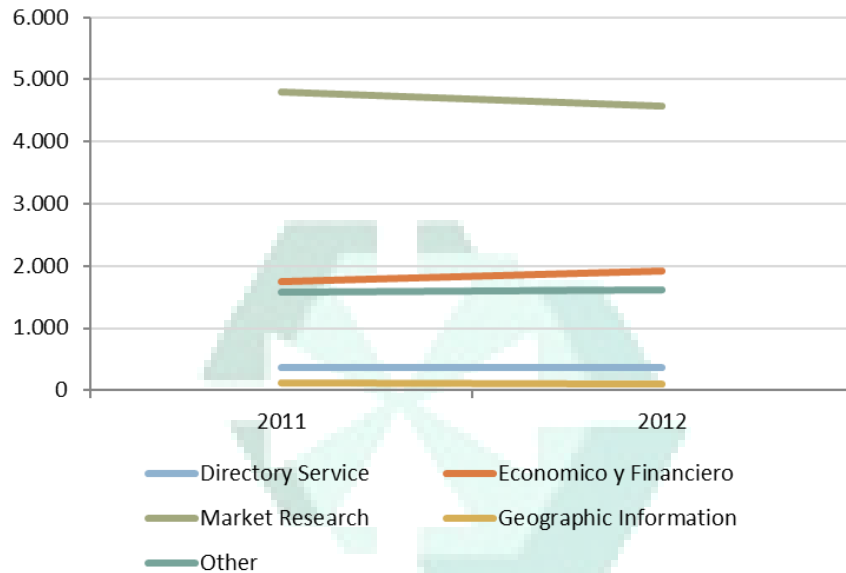


However, in terms of the average number of employees, the companies of the " Others" group have a higher average workforce (28 employees) .

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 4,418 people, representing 51% of the total. Thus, the average number of employees for these top ten companies is 442 employees.

To calculate the changes in employment, we had a total of 243 companies (55 % of total) for which the number of employees for both 2011 and 2012 were provided.

Number of employees evolution

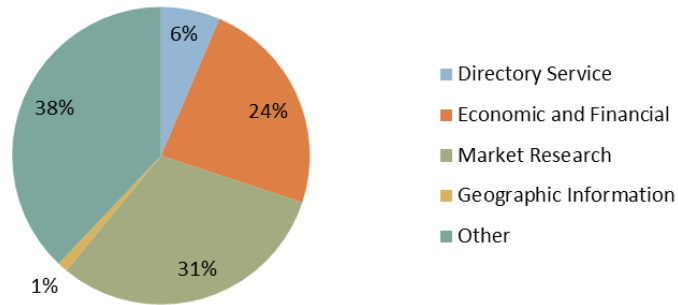


Overall, the employment figure for 2012 has similar figures to 2011, with a variation of -0.3 %. In this sense, the groups with positive figures are " Economic and Financial " (+9.7 %) and " Other " (+2.5 %).

In 2011, the total capital for infomediary companies was 90 million EUR (90,035,212 EUR) . Most of the capital is concentrated among companies in the " Economic and Financial ", " Market Research " and "other " groups.

Sector	Subscribed Capital	%
Directory Service	5.774.586 €	6,41%
Economic and Financial	21.325.758 €	23,69%
Market Research	27.810.957 €	30,89%
Geographic Information	988.094 €	1,10%
Other	34.135.818 €	37,91%
Total	90.035.212 €	

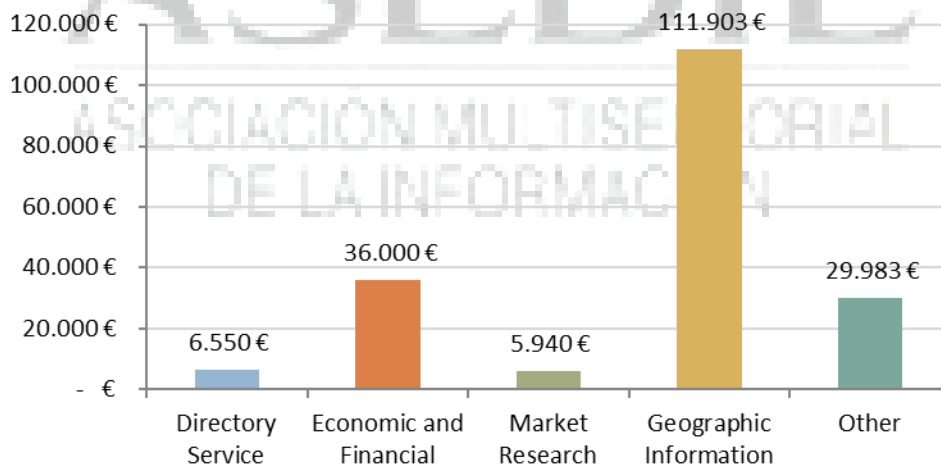
Subscribed average capital distribution by group



Noteworthy cases of the groups :

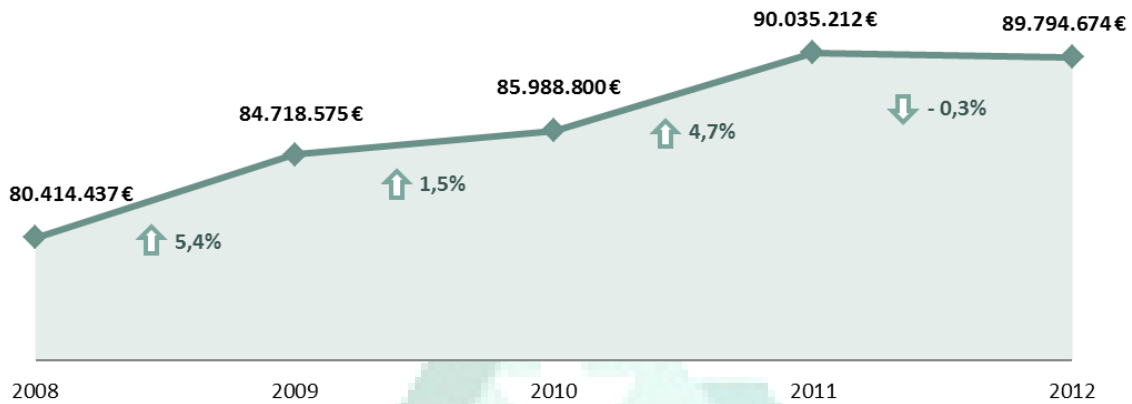
- Other : Overall provides 38% of the subscribed capital, with 5% derived from infomediary companies .
- Economic and Financial : Overall provides 24% of the subscribed capital, with 13% derived from infomediary companies .

Subscribed average capital by group



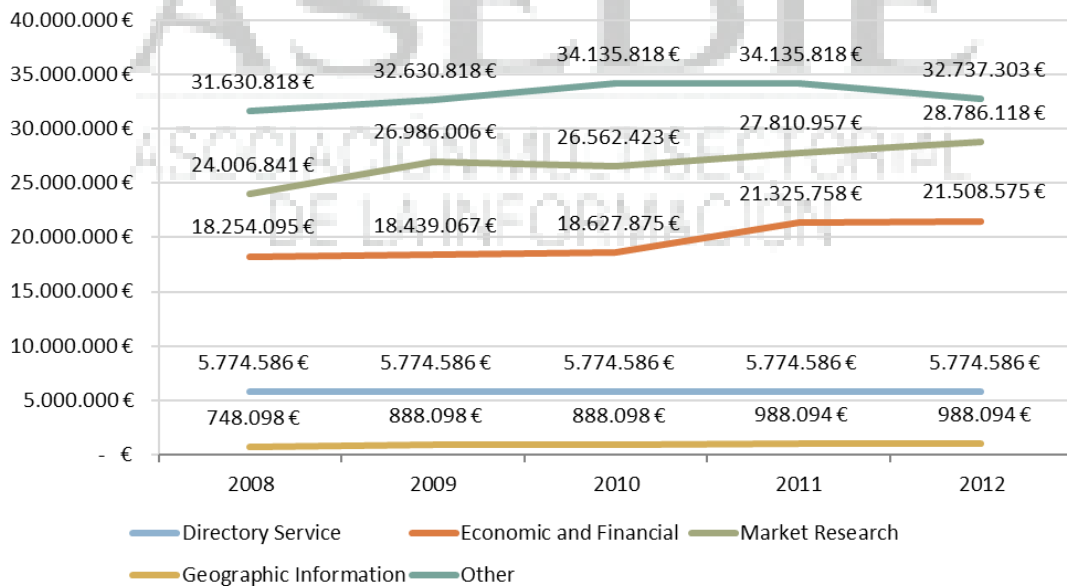
" Geographic Information " companies are those with a higher capital investment average, although this segment consists of only six companies and may distort the comparison. After them are, the companies in the " Economic and Financial " group in regards to the subscribed average capital.

Subscribed capital evolution (I)



With regard to capital movements, after several years of increases in the infomediary sector especially in regards to certain capital increases in 2012 we see a slight decrease over the previous year for the first time in the recent past.

Subscribed capital evolution (II)



In each group, the general trend is to increase or maintain capital in recent years . The only exception occurs in the " Other " group, with a reduction in annual figure in 2012.

INFOMEDIARY SECTOR SUMMARY:

Companies Identified	4444 Companies
Turnover	€ 899,225,727
Employees	9,971 Employees
Share capital	€ 90,035,212

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



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