





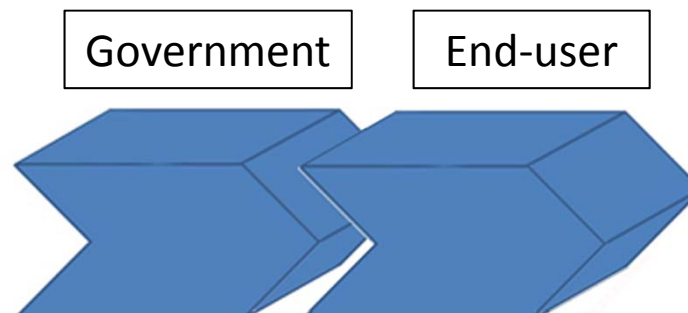
- **The economic context**
(How it is meant to work)
- **The effects**
(Does it work like this?)
- **Resulting Conclusions**
(How to improve the effects)

The economic context of PSI

- **1998: Public sector information: A key resource for Europe, Green paper**
The information content industry is growing at an impressive rate and some four million people are employed in the content sector in Europe¹⁵. Much of this growth will be within SMEs trying to exploit the potential to manage and add-value to information. The emergence and development of these highly dynamic companies need to be fostered in particular, as they are essential for the creation of new jobs in the 21st century.
- **2003: DIRECTIVE 2003/98/EC, Recital 5**
...Wider possibilities of re-using public sector information should *inter alia* allow European companies to exploit its potential and contribute to economic growth and job creation.
- **2011: Communication on Open Data , European Commission**
...The market size and growth of the geographic information sector shows the potential of public data as an engine for job creation.
- **2013:DIRECTIVE 2013/37/EC, Recital 3**
Open data policiescan play an important role in kick-starting the development of new services based on novel ways to combine and make use of such information, stimulate economic growth and promote social engagement.

How it is meant to work

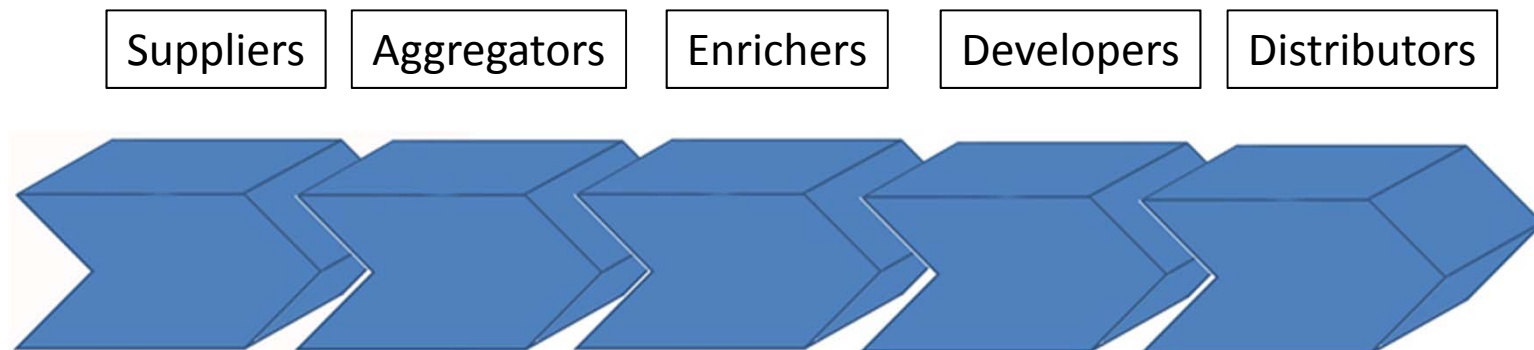
- **Standard information flow in access regimes**
- **Information is provided according to legal provisions**



How it is meant to work

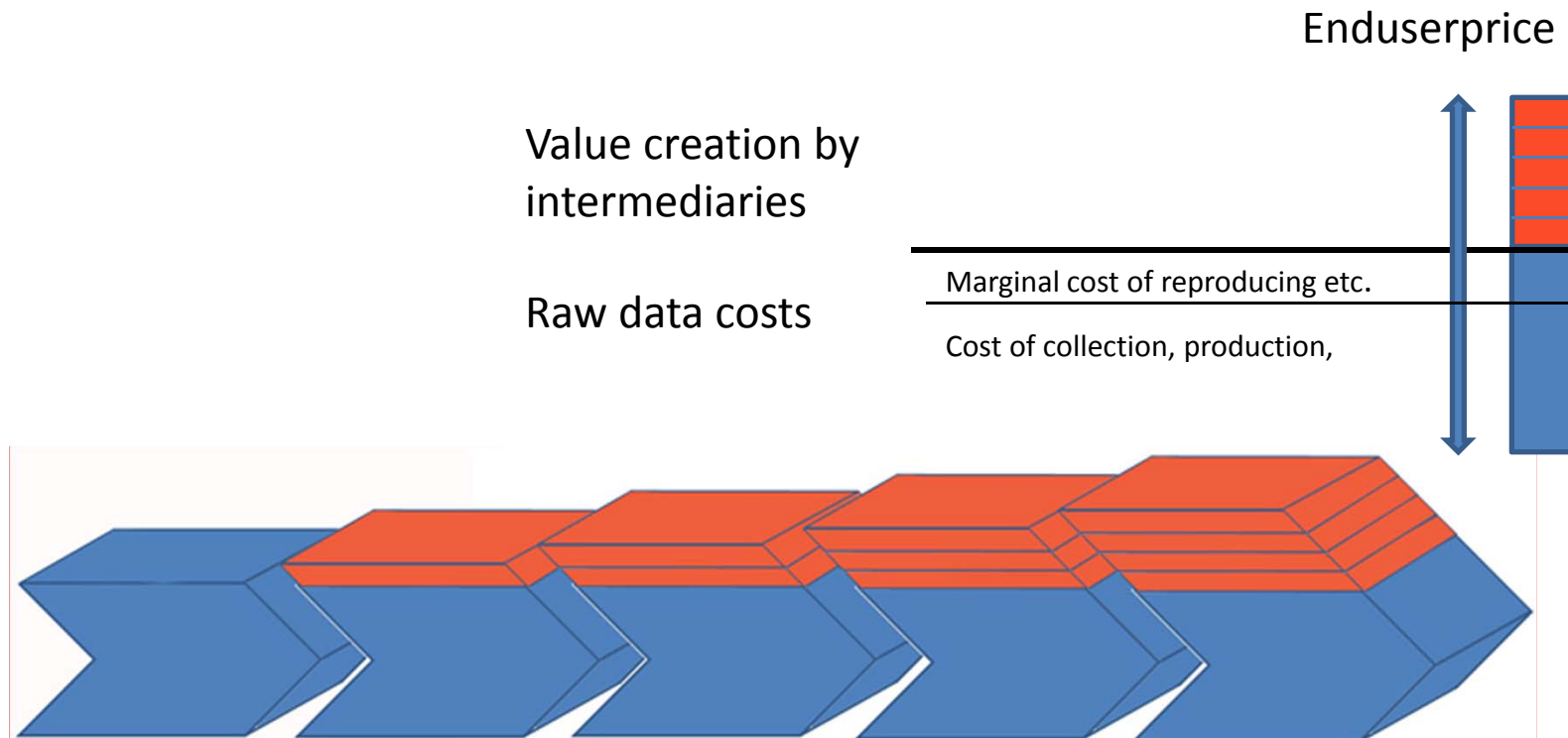
Data value chain and it's elements

- Intermediaries create various information products
- Information products are designed according to the needs of other players in the market



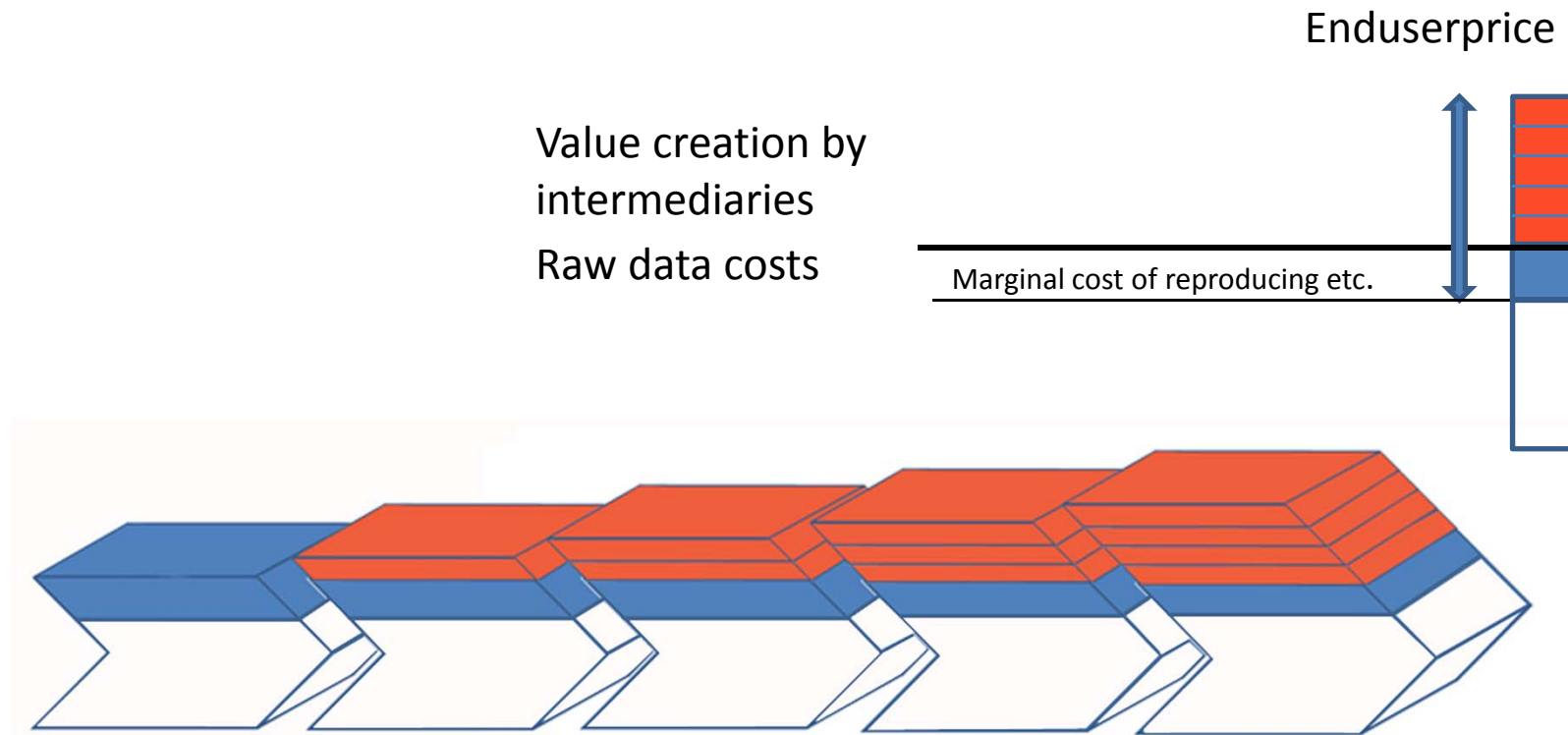
How it is meant to work

Charging according to Directive 2003/98/EC



How it is meant to work

Charging according to Directive 2013/37/EC (Article 6)



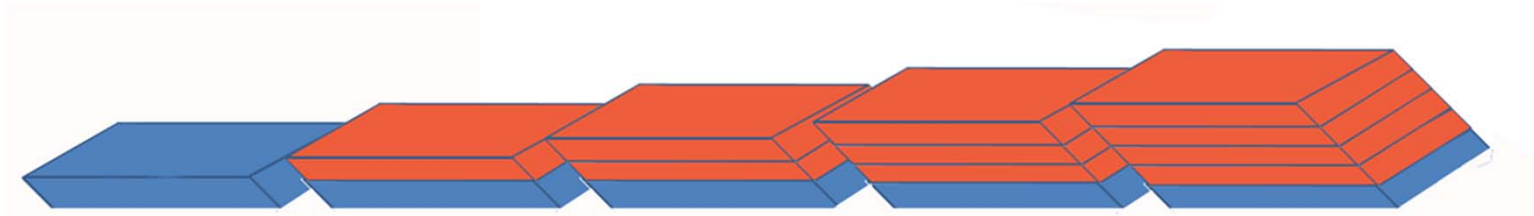
How it is meant to work

- **General principle Directive 2013/37/EC (Article 3)**

Accessible documents are generally re-usable.

- **Licensing according to Directive 2013/37/EC (Article 8) and the Guidelines on recommended standard licences:**

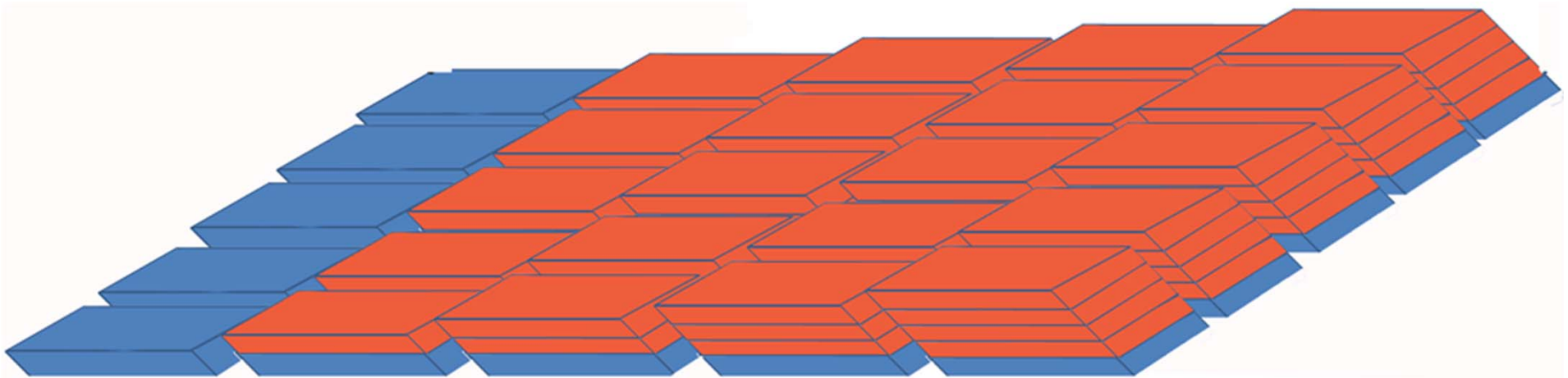
Perpetual, royalty-free, irrevocable and non-exclusive rights to use the information promote the re-use.



How it is meant to work

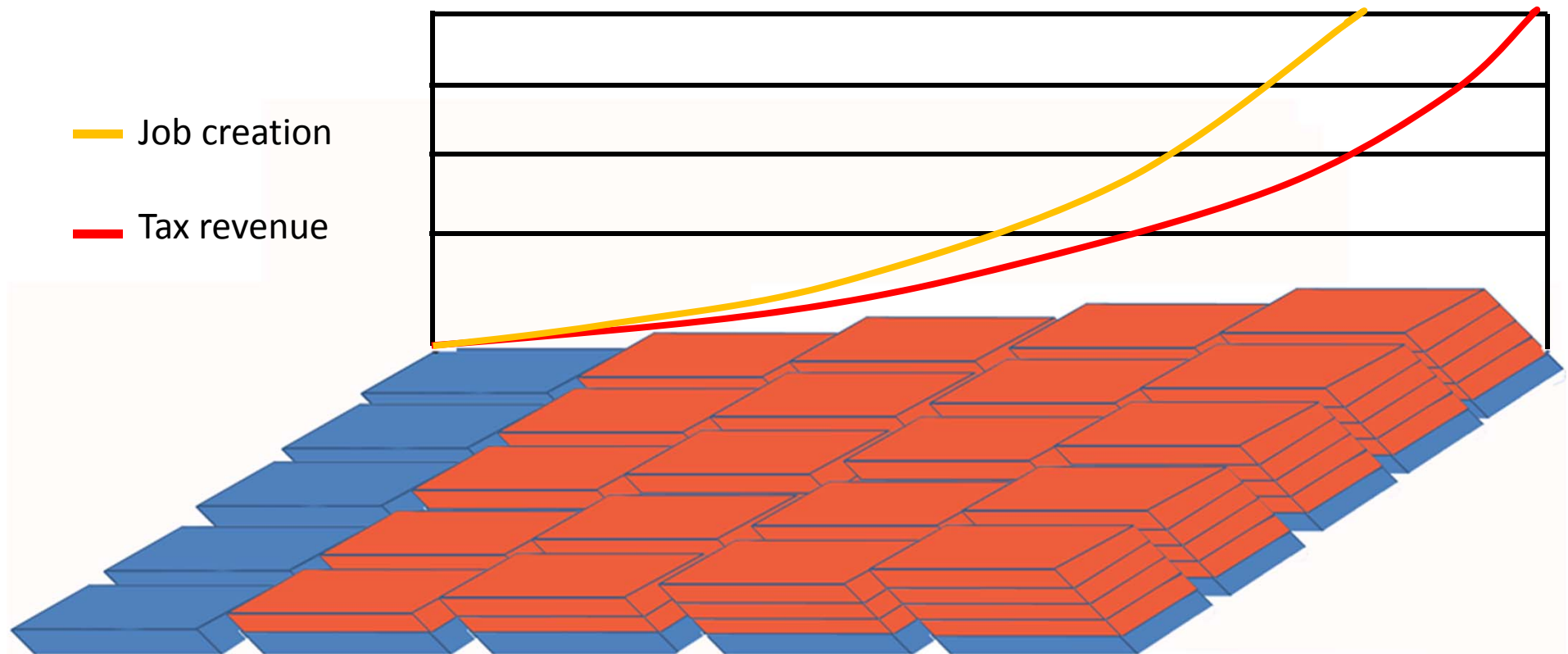
Competition and fair trading are achieved through

- Transparency (Article 7)
- Practical arrangements (Article 9)
- Non-discrimination (Article 10)
- Prohibition of exclusive arrangements (Article 11)



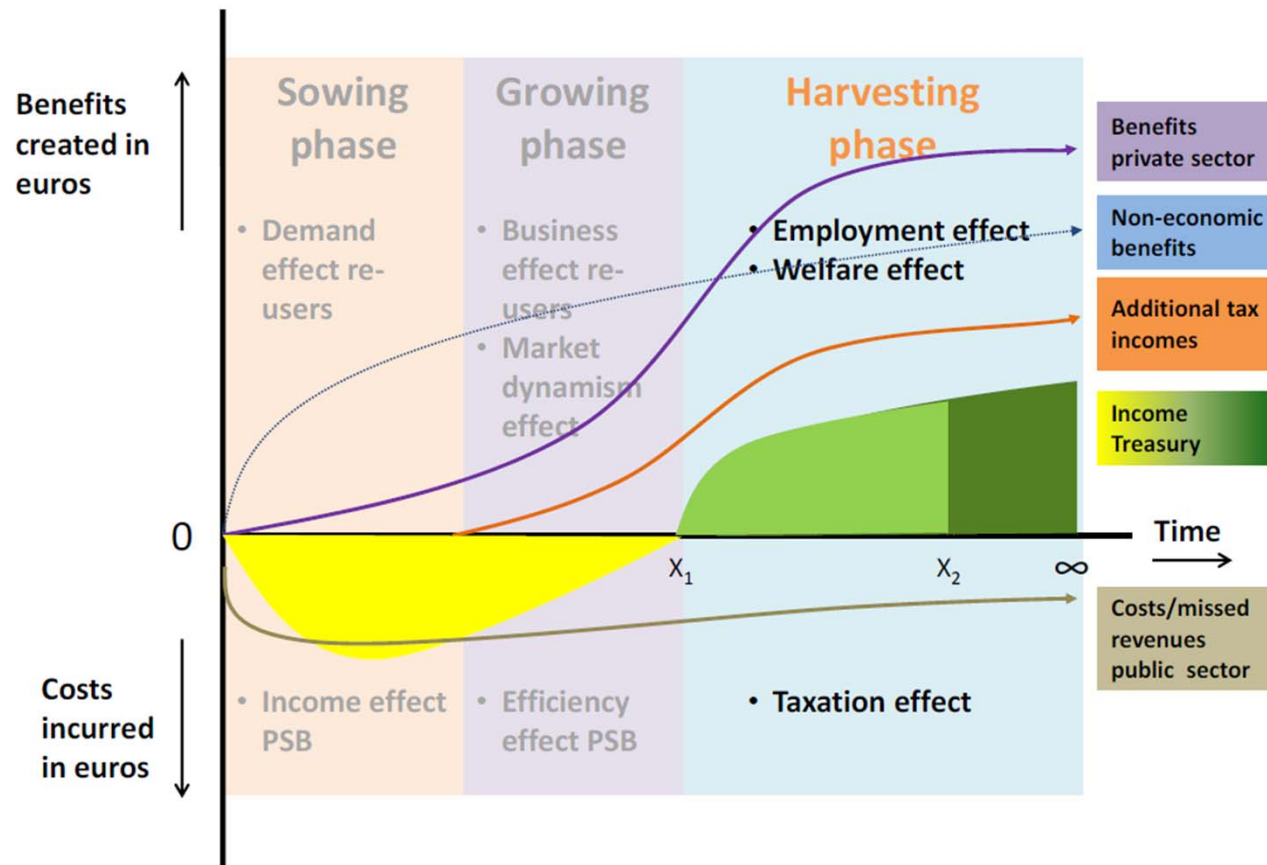
How it is meant to work

Job creation and taxation results



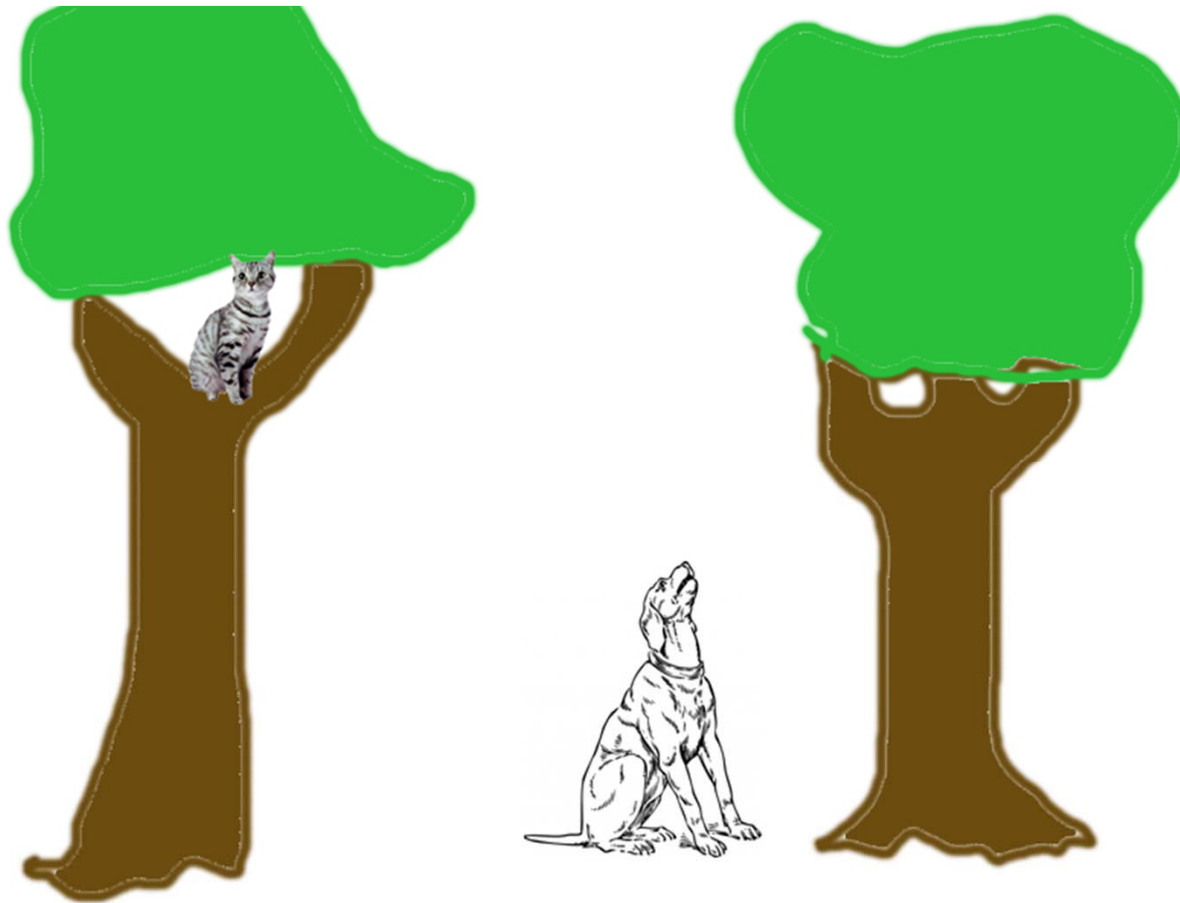
How it is meant to work

The economic effects and their time span

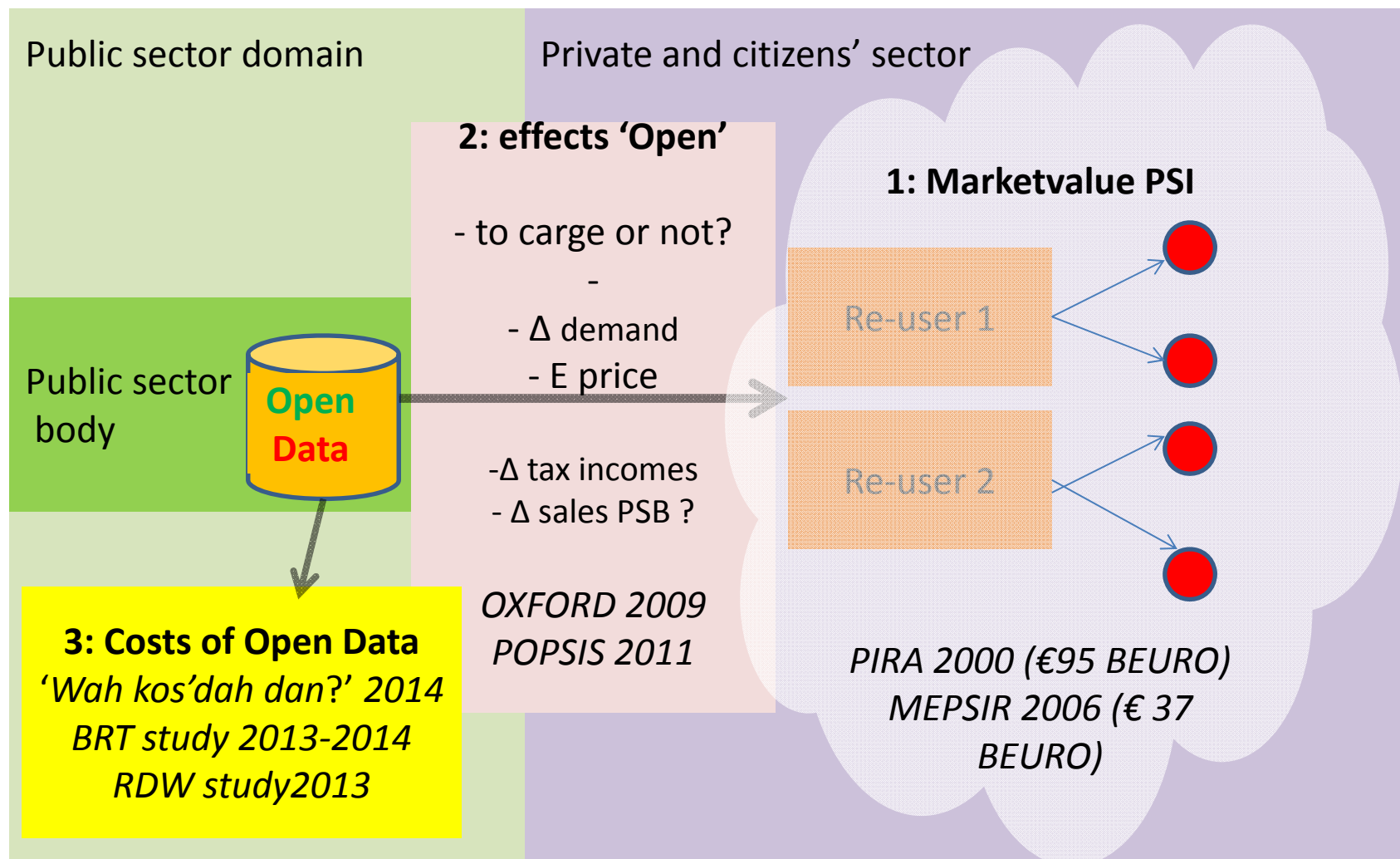


Open Data value:

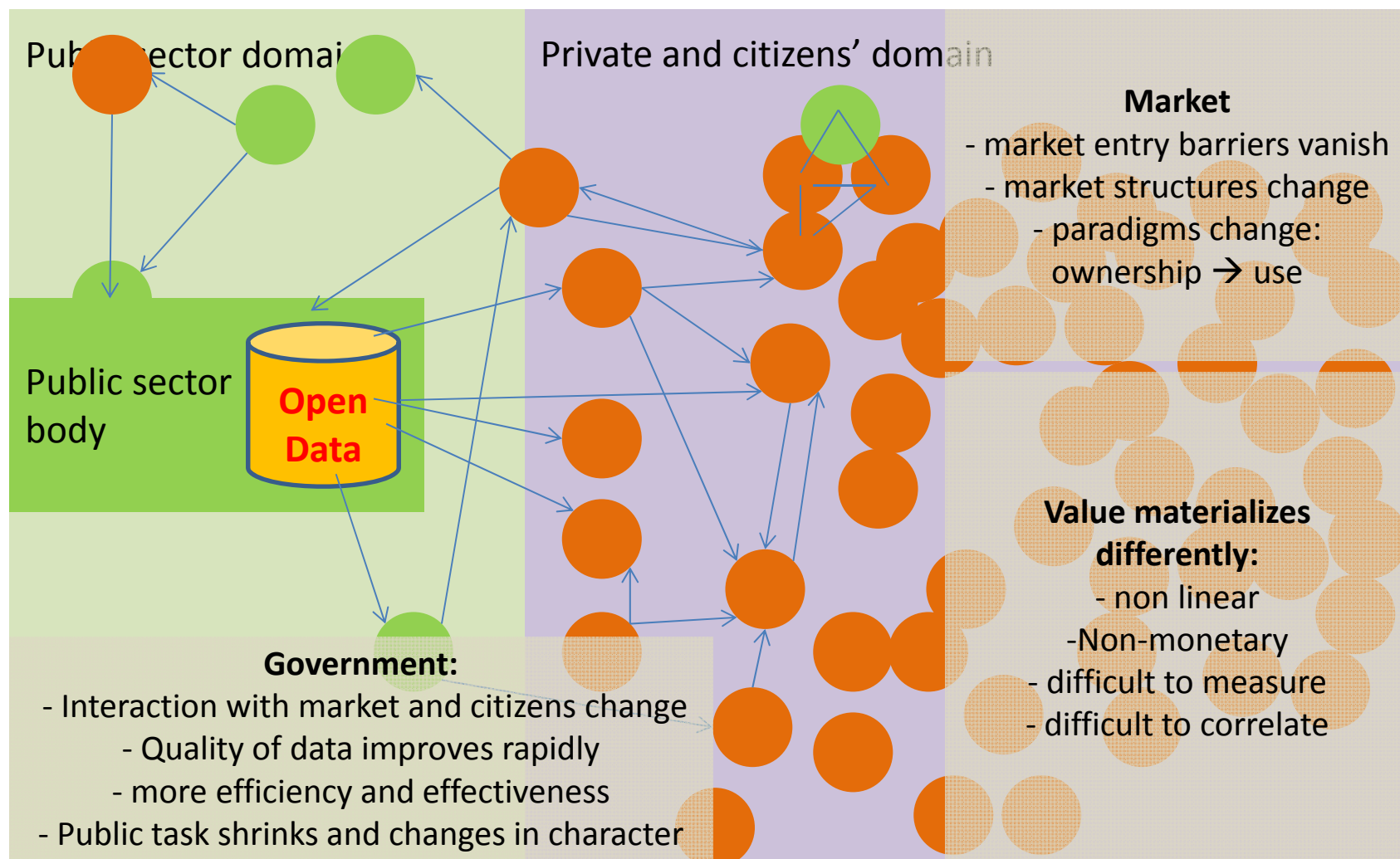
are we barking up the wrong tree?



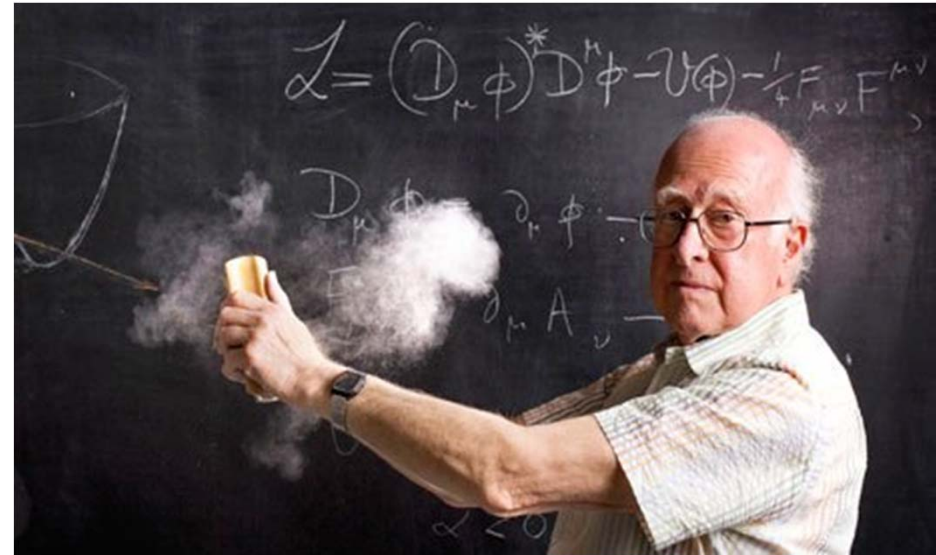
Focal points of research so far



The real value is elsewhere

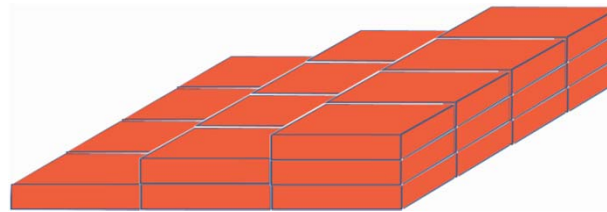


The value is
there, but you
can not see it
(yet)



How to improve the effects

Economic ecosystem as key condition



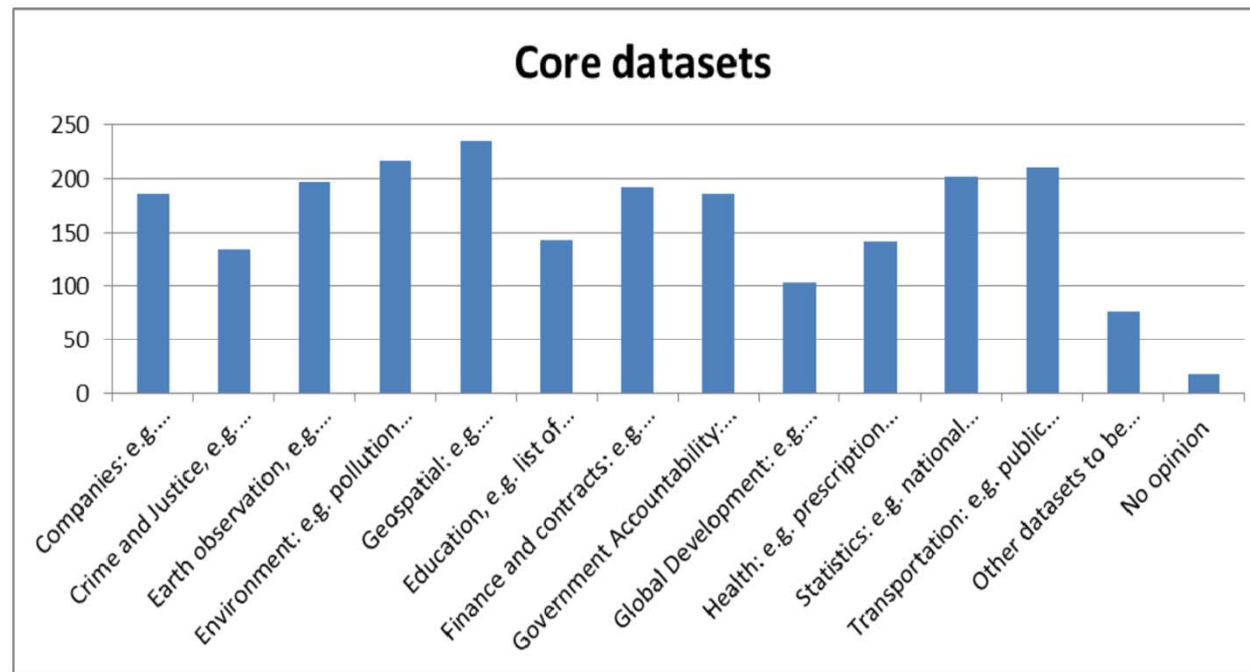
Stable framework needed

- **Business models**

- New business models are inventions.
- Value Proposition – what benefits for customers
- Marketing model– product, price, placement, promotion
- Profit model – how to earn money with that business

How to improve the effects

Product-provide the right documents



End-user needs are obvious, when you evaluate what data the public administrations charge for at the moment.

How to improve the effects

Quick reaktion on user demands

- If a commercial re-user asks for specific data usually a business model is the reason for that request.
- Clear national provisions are necessary- also when it comes to privacy concerns.
- Effective redress procedures

Raising awareness of commercial re-users rights instead of presenting datasets like gifts

How to improve the effects

Pricing and security of investment

- Strict national provisions regarding charging
- Service Level Agreements secure investments
- Standardised interfaces reduce the developers efforts
- Liability clauses are helpful in many cases.

Placement

- No restrictions regarding distribution channels (resellers ...)

How to improve the effects

Don't concentrate on cheap solutions

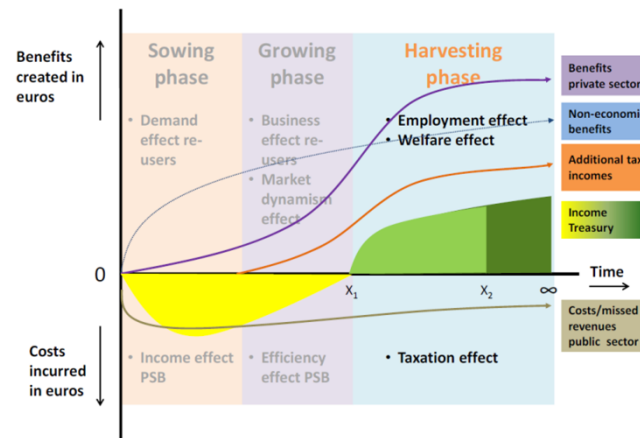
- App contests are nice to proof transparency, but the outcome is not based on substantive business models.
- Trial and error models are a bit like lottery instead of budgeting and planning
- Suspicion comes up, that administrations concentrate on young app developers to avoid demands for valuable data

Support simple business models

- Privatised revenues should not change the PSBs attitude towards PSI re-use.
- Market mechanism will bring copyists if business models are attractive.

How to improve the effects

Member states have to implement their business model



- Well prepared and next to no competition
- The member states just have to invest to achieve the positive effects

Thank you!

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Share-PSI 2.0 and LAPSI 2.0 joint workshop: Encouraging open data usage by commercial developers, 3 - 4 December 2014, Lisbon

PSI Alliance[★]