

Proposal for a Session at the Lisbon Workshop: Encouraging open data usage by commercial developers

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Open Market Dilemmas

Hashtag: #OpenMarketDilemmas

The Session shall focus on the dilemma inherent in the economics of the data marketplace?

Motivation:

The Deloitte Study „[Market assessment of public sector information](#)“ for the UK Department for [Business, Information and Skills](#) identifies datamarketplaces and data enrichment as important business models utilizing open data. However these business models and open data policies geared towards them face a couple of dilemmas often overlooked.

Proposed Agenda

Introduction of Participants

Collection of topics to be discussed (Brainstorming)

Attribution vs. trade secrets

Licenses that require attribution might force business to give away trade secrets. If your company sells the spending power data derived from public sources (e.g. the number of upper class cars licensed in the area), revealing your data sources amounts to giving the very formula your business relies on.

Example Questions:

- How can one protect ones business from the risk of „attribution“ leakage?
- Which licenses in which areas carry such risk?
- Are there examples of Open Data Policies addressing such risks?

Privacy vs. information density

It is generally agreed upon, that open data shall respect the privacy of the people the data is derived from. Yet it is a fact that the very information that is useful to business is also the information responsible for the mosaic effect, i.e. facilitating the re-identification of anonymized data.

Example Questions

- How does anonymization affect the usefulness/value of open data?
- Which anonymization techniques diminish the values more than necessary, which retain more „information“ density?
- Is the perceived „mosaic effect“ a potential barrier to more open data?
- Do we need regulation (e.g. by certification) which companies or types of service are allowed to deal with data potentially contributing to the „mosaic effect“?

Technical restriction prohibition and share alike vs. monetization of added value.

If your business model relies on selling the added value that stems from aggregating and combining several open data sets it may fail if the licenses the open data are supplied require you to make the data freely available?

Example Questions

- Which licenses in which areas carry such risk?
- Are there examples of Open Data Policies addressing such risks?
- What should businesses sell: The enriched data or rather the service of enriching the data, or even applications for enriching data?

Voting on Agenda

Discussion

(Notetaking shall be done by Etherpad)

Conclusion/Recommendations

Background

Dietmar Gattwinkel is Project Manager of the Open Government Data Project in the Free State of Saxony. Into this project he brings 12 year of experience in setting out Saxony's Web Strategy and a strong involvement in the overall e-government process. He is also representing Saxony in the project group implementing Germany's open data portal „govdata.de“. Prior to his work for the government he worked for a geomarketing company that pioneered the reuse of PSI in Germany. He holds a masters degree in Communications, Law and Philosophy from Johannes-Gutenberg-Universität Mainz.