

10th Edition

# ASEDIE REPORT

## The Data Economy in the Infomediary field



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# INTRODUCTION

In recent years we have really seen the value of data. Information today represents what makes the world tick. We live in the data age; information has ceased to be considered as an important resource and has become the resource par excellence. Data is the axis in which the entire world revolves around today.

Asedie represents infomediary companies that from different sectors promote the data economy by creating value-added products or services whose raw material is the data provided by the Public Sector.

The pace at which the reality of digitization, artificial intelligence and the internet of things evolve is greater and more immediate. Consequently, the impact that these transformations have on the economic system has inevitably turned the Infomediary Sector into one of the most influential, both in our economy and in the international community.

For all these reasons, it is necessary to be aware of the importance that data has in our world, it is essential to understand what its true value is based on, both at an economic and social level. It is true that assigning a figure to the information's value is complicated, fundamentally due to its polyhedral nature and its multiple applications.

The value of data, although difficult to measure, is fully evident in our day to day lives. Let us simply think of the information that a citizen receives in real time: they know how long it will take for the next bus to arrive or how many parking spaces are available on each floor and where to find them, the value being translated, in this case, into an invaluable time saving. On another note, access to valuable Public Sector information also creates many jobs which, in turn, can lower the unemployment rate and boost a nation's economy.



Our objective is not only to promote the Sector and, therefore, the data economy, but to also contribute to making society aware of the benefits that it brings. To know the Infomediary Sectors companies impact in the economy, it is necessary to see indicators such as the employment, sales or subscribed capital translated into figures. With this objective in mind and in order to show the real scope of the Sector, in Asedie we annually prepare this Report, in this occasion its 10th edition.

This report is elaborated with public sector information that is collected from all levels of the Administration, and then processed by our team of experts and professionals with the tools that the Infomediary Sector makes available to us. The analysis, normalization and consolidation of the data collected is part of the added value that we provide in this report, as well as the analytical capacity necessary to be able to present the information in a careful and structured manner.

Calculating and determining the value of data is a difficult task. For this reason, the European Data Portal began in 2015 an initiative of the preparation and publication of a report on the economic impact of open data in Europe. The second edition was published in 2020. In this study, the value of open data is estimated at 184,000 million in 2019, and predicted that, by 2025, a development of between 199,510 and 334,210 million will be reached.

In relation to open data employees, the European Open Data Portal used the figures from our Report as a basis for making estimates regarding the number of employees in this area in Europe. Thus, in 2019 it is estimated that the number of employees was around 1.09 million people, while in 2025 the forecast reaches between 1.12 and 1.97 million employees.

Open data has been at the center of European digital policy for at least 10 years, culminating in the revision of the re-use of public sector information directive in 2013 and the transformation into the open data and re-use of public sector information Directive in 2019.

In this last revision with the aim of classifying high-value data categories, six classes of valuable data were differentiated: geospatial, those related to earth observation and the environment, meteorological, statistics, mobility and those related to companies and the real ownership ([Dir. 2019/1024](#) of the Parliament and of the Council of June 20 of 2019). In each of these categories, as the data becomes more relevant, they become greater generators of economic value.

The development of the world's economy and its industries, especially those in Europe, depend heavily on the availability and accessibility of data. Spatial data acquires an importance that is difficult to measure since most of the high-value data categories (eg environment, mobility) are clearly related to it.



In this 10th edition we have focused on geospatial information, by including two surveys: one carried out on representatives from geospatial companies and the other on geospatial information providers in the public sector, through these surveys, we will know the challenges they face, growth expectations, and so on.

In 2021, within the collaboration framework and regarding transparency, Asedie signed three new collaboration protocols, adding to those signed since the initiative started in 2019. Also in 2021, Asedie began to participate and collaborate as an expert in the Open Government Forum's five working groups while continuing to contribute to other public sector working groups.

In Asedie we believe that one of the most important ways to achieve the objectives within the Information Ecosystem is collaboration at all levels. One of the ways in which we have been promoting this collaboration is through the Top 3 Asedie, which has been included in the IV Open Government plan's 9th commitment (Observatory of good practices in Open Government) updates on this Initiative are reported within its working group and also within this edition of our report.

As in previous years, in this 10th edition, new infomediary company success stories are included, as a reflection of what can be produced with the opening and re-use of public sector information.

On the other hand, we cannot forget to mention the good practices examples from the Public Sector. These examples have also become a real sample of public-public collaboration and have served as a guide for several administrations.

Continuing with the drive to open public sector information, as in 2020, in April 2021 a list of databases was requested to be opened at the General State Administration (AGE) level.

Following the same line as in the previous year, many of the requests have been denied due to administrative silence, therefore in this report we will present a new initiative together with the monitoring of the requests made in 2021, it is hoped that this initiative will drive the opening of more datasets at a national level.

The repercussion of the Infomediary Sector's actions has an immeasurable scope and given its interaction with other sectors, its growth is not merely vertical, but also horizontal or transversal. For all these reasons, it is completely indubitable that, at present, it is an indispensable sector in our Society.

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# METHODOLOGY

ASEDIE, brings together, among others, the main companies in the Economic and Financial Information subsector, this allows Asedie to have 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.

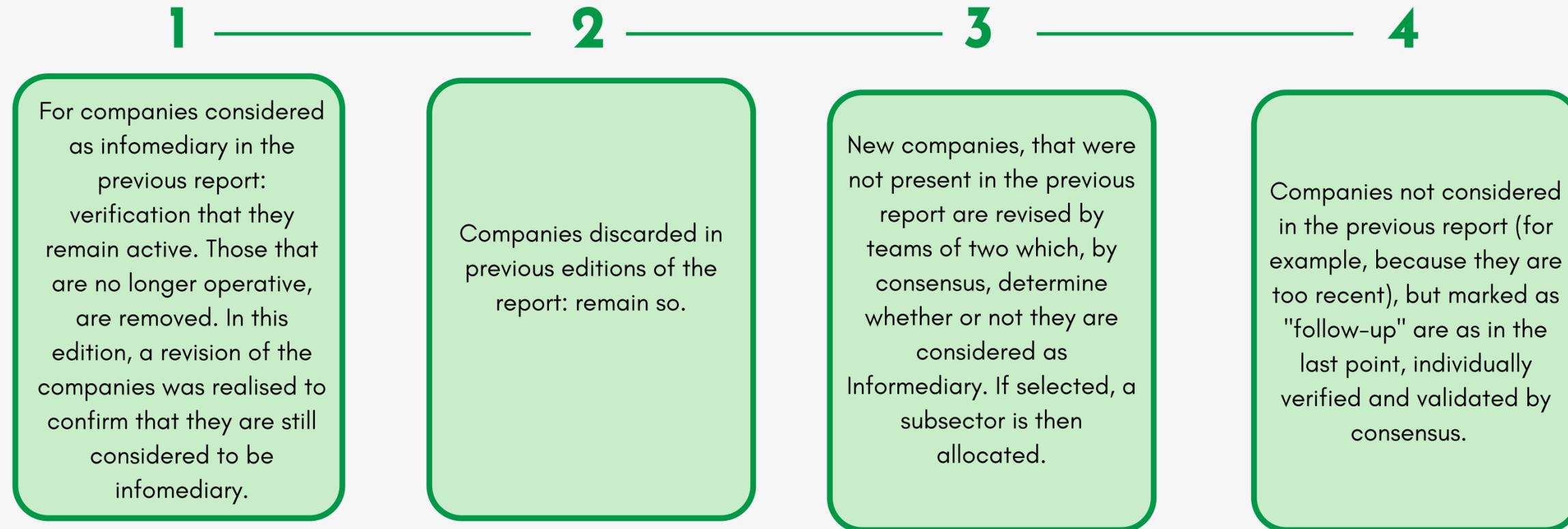


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With this information, Asedie applies a methodology that has already been verified over the nine editions, and is summarized in the following steps:

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:



In parallel, with the collaboration of certain public entities 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 increase or decrease average that the subsector it belongs to has experienced.

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 due to it not being yet at the time of the study. In the specific case of this report, the financial information used for sales and employees corresponds to 2020, since at the report's closing the companies analyzed financial information for 2021, 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 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	Infomediary 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.
Infomediary 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.





# ECONOMIC INDICATORS



# DISTRIBUTION

Distribution of 701 infomediary companies in different analytical areas

This report is elaborated annually by ASEDIE, and it's commissions with the objective to describe and give dimension to the Spanish Infomediary Sector. To do this, an attempt is made to detect the largest number of infomediary companies possible establishing a universe of companies to be able to study the characteristics.

The first report in 2013 had 444 companies and, as of today, the existence of 701 companies were detected.

However, as it is a living ecosystem, only 103 of those first 444 companies appear in the report 10 years later. Every year active companies are monitored, new companies are registered (25 this year) and those that have ceased their activity (24 this year) are deregistered.

## BY AUTONOMOUS REGION

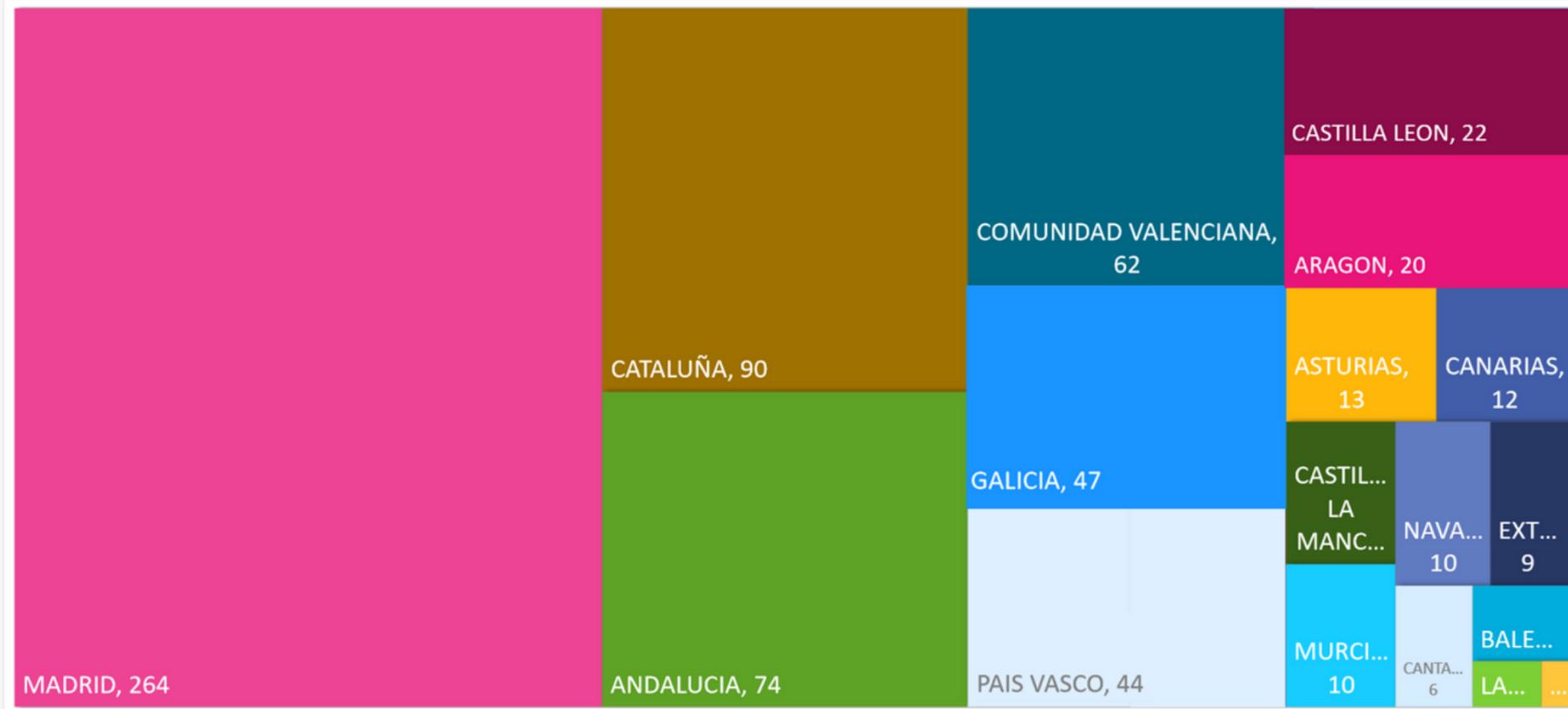
The sector is represented in all the Spanish autonomous regions and the autonomous City of Melilla.

The region of Madrid, with 38%, is the region with the most infomediary companies, followed by Cataluña, Andalucía, and Comunidad Valenciana, with 13%, 11%, and 9% respectively.

The rest of the autonomous regions bring together the remaining 30% of infomediary companies.

Community	Companies	%
ANDALUCIA	74	11%
ARAGON	20	3%
ASTURIAS	13	2%
BALEARES	5	1%
CANARIAS	12	2%
CANTABRIA	6	1%
CASTILLA LA MANCHA	10	1%
CASTILLA LEON	22	3%
CATALUÑA	90	13%
COMUNIDAD VALENCIANA	62	9%
EXTREMADURA	9	1%
GALICIA	47	7%
LA RIOJA	2	0%
MADRID	264	38%
MELILLA	1	0%
MURCIA	10	1%
NAVARRA	10	1%
PAIS VASCO	44	6%
<b>Total</b>	<b>701</b>	<b>100%</b>





## Volume of Companies by autonomous region

Comparing all the autonomous regions, the distribution can be divided into 4 differentiated groups based on the amount of companies in the sector.

The first group is formed by Madrid, which brings together more than a third of the amount. On the other hand, 3 similar groups can be seen: Cataluña and Andalucía (23%); Valencia, Galicia, and the Basque Country (22%); and the rest of the regions (17%).

**Madrid accumulates 38%**

## BY CNAE

Using the Code of the National Classification of Economic Activities (CNAE) declared by each intermediary company as a guideline, 50% of the companies are concentrated in 4 CNAEs and more than 80% in 13 CNAEs.

It is worth noting "7320 - Market research and public opinion polling" with 19%, followed by "7112 - Engineering activities and related technical consultancy" with 13% and "6209 - Other information technology and computer services" with 10%.

CNAE	Companies	%
7320 - Market research and public opinion polling	125	18%
7112 - Engineering activities and related technical consultancy	94	13%
6209 - Other information technology and computer service activities	72	10%
7490 - Other professional, scientific and technical activities n.c.o.p.	53	8%
7022 - Other business management consultant activities	49	7%
8291 - Activities of collection agencies and credit bureaus	33	5%
6201 - Computer programming activities	28	4%
6202 - Computer consultancy activities	26	4%
6311 - Data processing, hosting and related activities	25	4%
5811 - Book publishing	24	3%
8299 - Other business support activities n.c.o.p.	19	3%
6920 - Accounting, bookkeeping, auditing and tax consultancy activities	15	2%
7311 - Advertising agencies	12	2%
Other CNAEs	126	18%
<b>Total</b>	<b>701</b>	<b>100%</b>

# BY SUBSECTOR

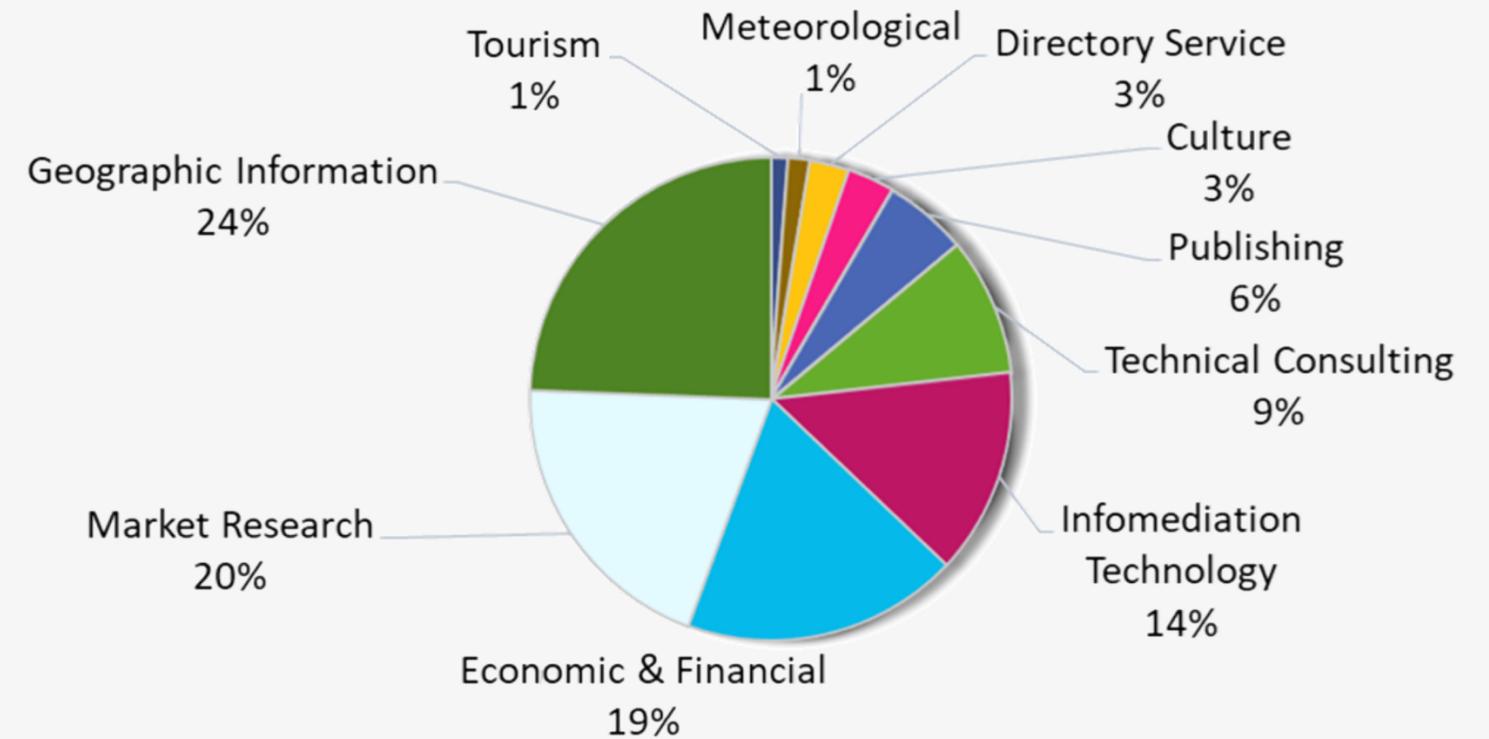
Due to the high diversification of sectors at the CNAE level, grouping the compines under this criteria is difficult, therefore to better categorise the companies the CNAEs have been unified into "subsectors"

The "Geographic Information", "Market Research", "Economic & Financial" and "Infomediation Technology" subsectors account for 77% of the infomediary companies, uniting a total of 538 entities.

The second group of three subsectors ("Technical Consulting" and "Publishing") contributes 15% more, leaving the rest of the subsectors ("Culture", "Directory Service", "Meteorological", and "Tourism") with less than 10%.

Subsector	Companies	%
Technical Consulting	65	9%
Culture	22	3%
Directory Service	19	3%
Economic & Financial	130	19%
Publishing	39	6%
Market Research	140	20%
Geographic Information	171	24%
Infomediation Technology	97	14%
Meteorological	10	1%
Tourism	8	1%
<b>Total</b>	<b>701</b>	<b>100%</b>

**Distribution of companies by activity subsector**



# AGE

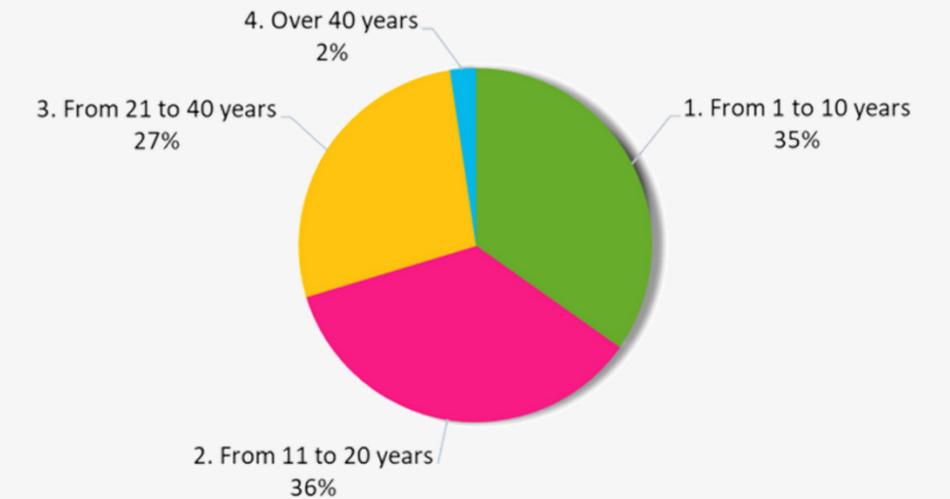
Age analysis of the 701 Infomediary companies

71% of infomediary companies were created in the last 20 years: 36% were created between 11 and 20 years ago and 35% less than 10. The "Publishing" subsector is the only where the majority of companies were created over 20 years ago.

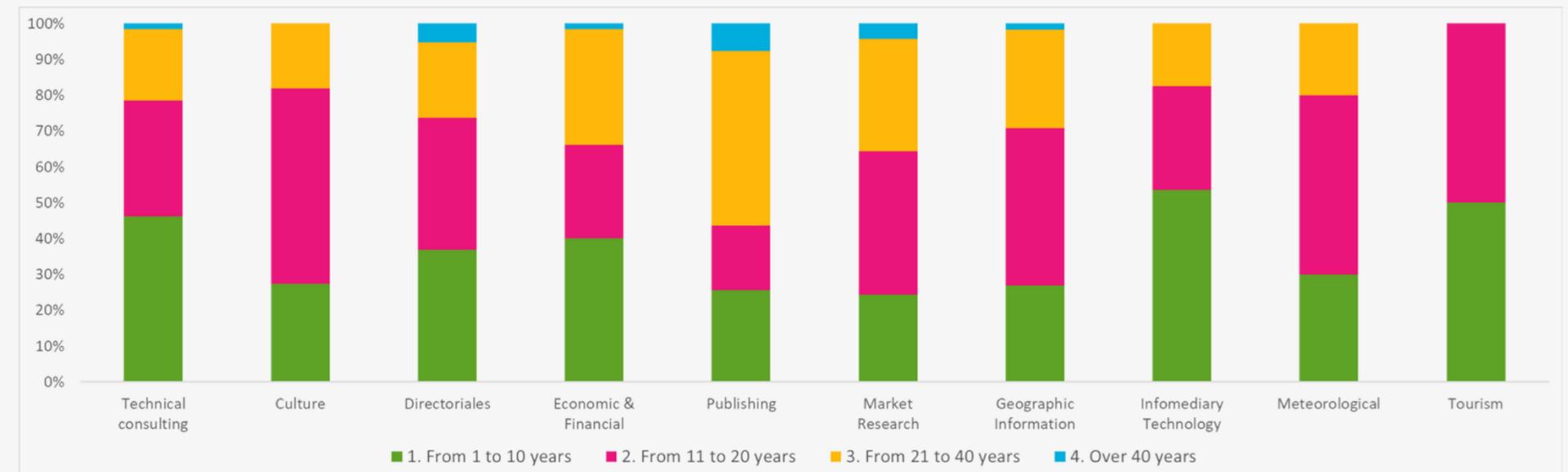
At the other extreme is the "Tourism" subsector, with 50% of it's companies created in the last 10 years and the other 50% in the last 20.

65% to 85% of the companies in the remaining subsectors were created less than 20 years ago.

## Distribution by age



## Company distribution by age and subsector



**65% of the companies were created more than 10 years ago**

Subsector	Number of companies	Age	Companies created between 2010-2020	%
Technical Consulting	65	14	30	46%
Culture	22	15	6	27%
Directory Service	19	17	7	37%
Economic & Financial	130	16	52	40%
Publishing	39	22	10	26%
Market Research	140	18	34	24%
Geographic Information	171	17	46	27%
Infomediation Technology	97	12	52	54%
Meteorological	10	13	3	30%
Tourism	8	11	4	50%
<b>Total</b>	<b>701</b>	<b>16</b>	<b>244</b>	<b>35%</b>

The average age of infomediary companies has a reasonably proportional distribution by section. The average length of service is 16 years, with the "Publishing" subsector being the oldest, with an average of 22 years, and "Tourism" the youngest, with 11. The oldest company in the sector was founded in 1947 and belongs to the "Directory Service" subsector.

Of the total number of infomediary companies, there are 244 that were created in the last 10 years, with 3 subsectors contributing more than 60% of the total (150): "Economic & Financial" (52), "Infomediation Technology" (52), and "Geographic Information" (46).

The subsectors that have grown the most are "Infomediation Technology" and "Tourism", with a proportion of companies created since 2010 equal to or greater than 50%.



# SALES

Sales analysis for 561 Infomediary companies with information available (80% of the sample)

**2,060,953,391 €**  
aggregated turnover in the  
Infomediary Sector.

## BY SUBSECTOR

Two subsectors stand out, "Geographic Information" and "Economic & Financial", with a sales volume of 49% of the total.

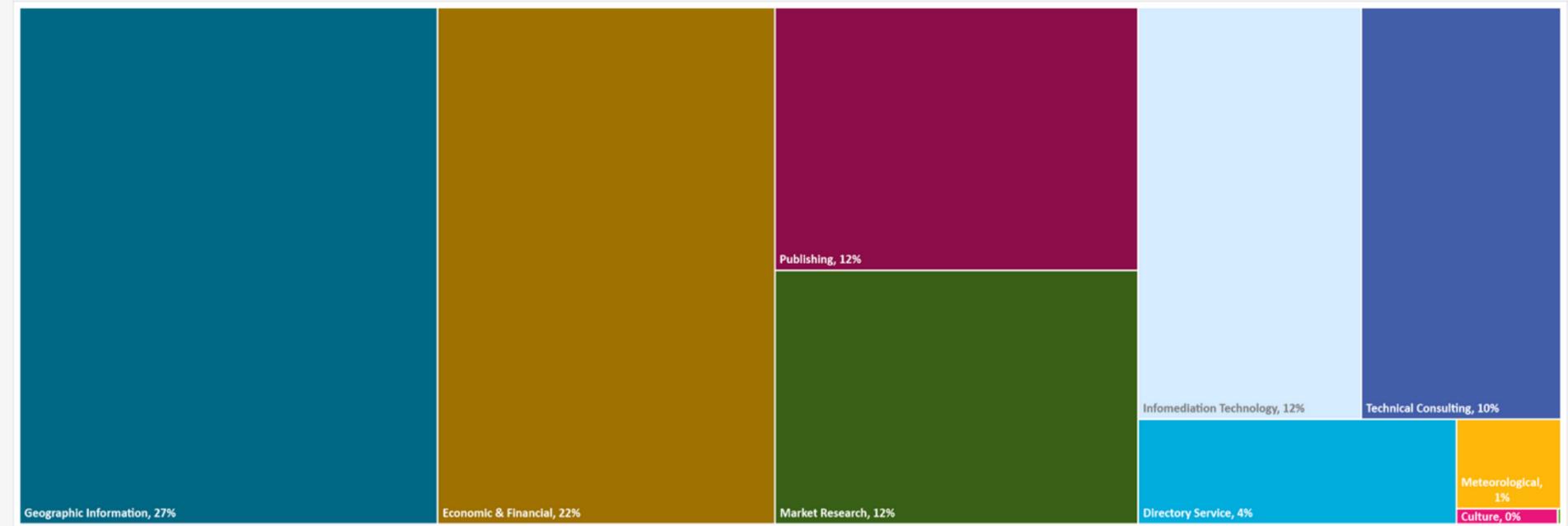
The average sales per company in the sector amounts to close to 4 million euros (3,673,713 €)

Subsector	Sales 2020	%
Technical Consulting	212.883.379 €	10,3%
Culture	4.000.245 €	0,2%
Directory Service	86.182.918 €	4,2%
Economic & Financial	450.962.628 €	21,9%
Publishing	247.354.123 €	12,0%
Market Research	238.117.254 €	11,6%
Geographic Information	559.224.733 €	27,1%
Infomediary Technology	237.999.878 €	11,5%
Meteorological	24.108.405 €	1,2%
Tourism	119.827 €	0,0%
<b>Total</b>	<b>2.060.953.391 €</b>	<b>100%</b>



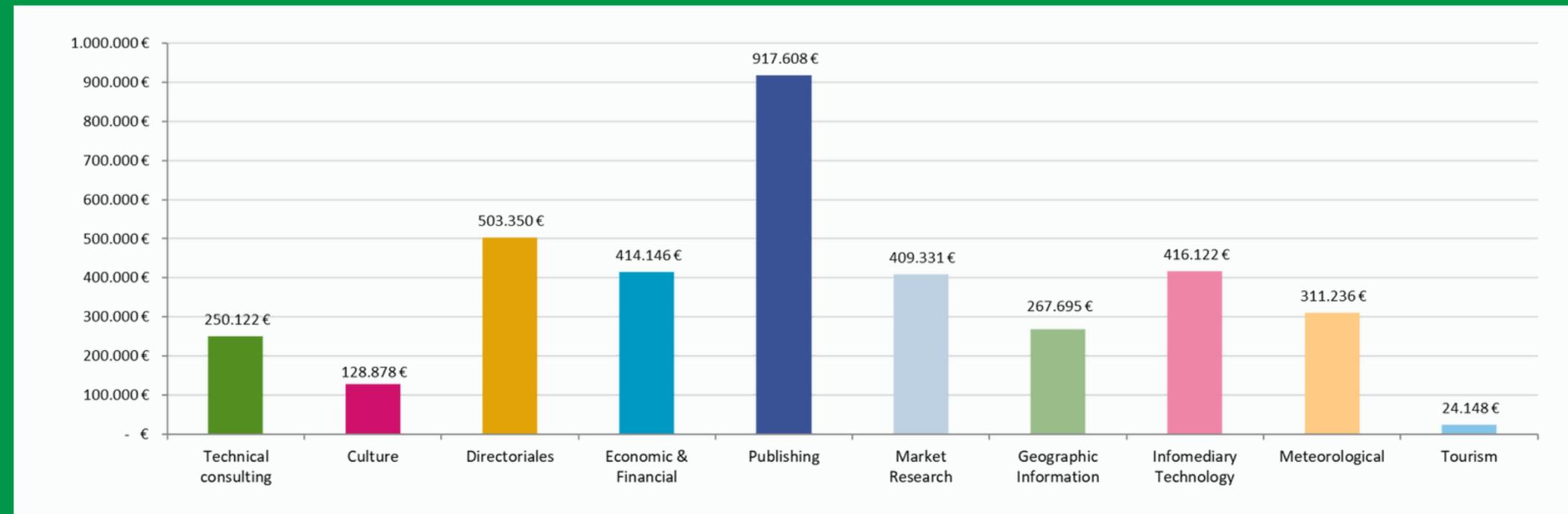
Regarding sales, 3 similar groups can be differentiated. The first being the "Geographic information" and "Economic & financial" subsectors, which account for half of the total sales (49%).

The second, is made up of the "Publishing", "Market Research", "Infomediation Technology" and "Technical Consulting", subsectors representing another 45%, the remaining 6% is made up of the last three subsectors.



**Sales amount in relation to the sector total**

## Median sales by subsector



In relation to sales by subsector, "Publishing" stands out, which despite being the sixth subsector in number of companies, is the third in volume, with the highest average (6 million euros) and median (€917,000) sales. The subsector practically doubles the next in importance ("Directory Service"), which has a value close to €503,000, well above the rest of the subsectors.



# EVOLUTION

Due to the lack of submitted company account information in 2019 and 2020, the analysis has been carried out for a total of 509 companies (73% of the sample) that have presented the information in the years stated.

## The Infomediary Sector falls by 4.6%

The Infomediary Sectors evolution as a whole has been negative, however, it has decreased to a lesser extent than the Gross Domestic Product, which fell by 9.9%.

It should be noted that only "meteorological" subsectors companies grew (5.4%) and that the greatest decrease was suffered by "Market Research" (-14%), "Publishing" (-12%), and "Culture" (-31%) subsectors.

Subsector	2019	2020	Variation
Technical Consulting	210.588.588 €	210.594.251 €	0,0%
Culture	5.598.854 €	3.834.792 €	-31,5%
Directory Service	87.039.287 €	86.182.918 €	-1,0%
Economic & Financial	436.732.836 €	432.954.827 €	-0,9%
Publishing	186.978.211 €	164.501.557 €	-12,0%
Market Research	238.566.780 €	204.773.713 €	-14,2%
Geographic Information	559.744.523 €	545.505.431 €	-2,5%
Infomediaion Technology	253.208.470 €	237.093.484 €	-6,4%
Meteorological	17.751.477 €	18.708.824 €	5,4%
Tourism	130.733 €	119.827 €	-8,3%
<b>Total</b>	<b>1.996.339.760 €</b>	<b>1.904.269.624 €</b>	<b>-4,6%</b>

<b>GDP evolution 2020*</b>	<b>1.244.772</b>	<b>1.121.948</b>	<b>-9,9%</b>
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\*(Millions of euros). Source INE - Annual National Accounting



# EMPLOYEES

Employee analysis for the 524 infomediary companies that have information available (75% of the sample)

## BY SUBSECTOR

Half of the subsectors combined do not exceed 15% of the total, while in the remaining half, the "Geographic Information" subsector stands out with 30% of the total employees in the Sector. The "Economic & Financial" and "Market Research" subsectors each have a similar percentage of around 15%.

The average number of employees per company in the Infomediary Sector amounts to 43.

**22,638**  
Employees

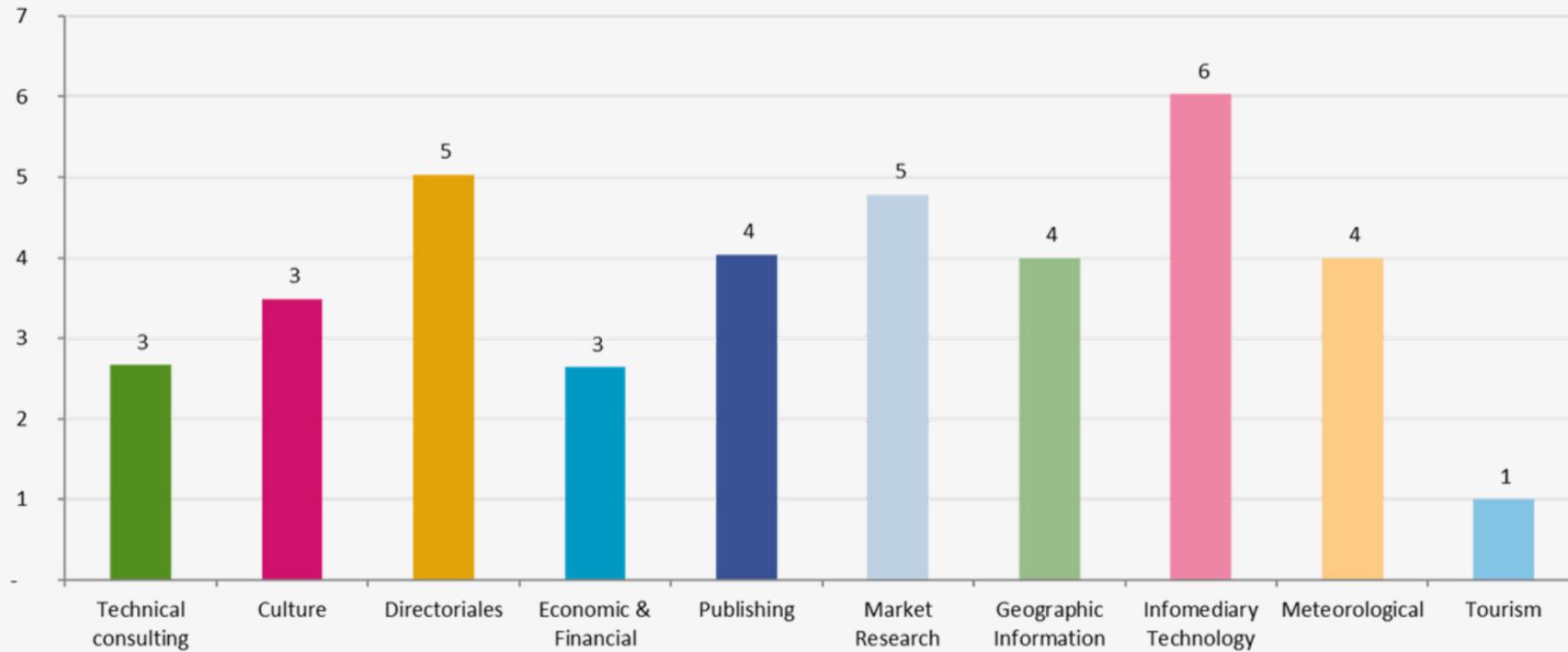
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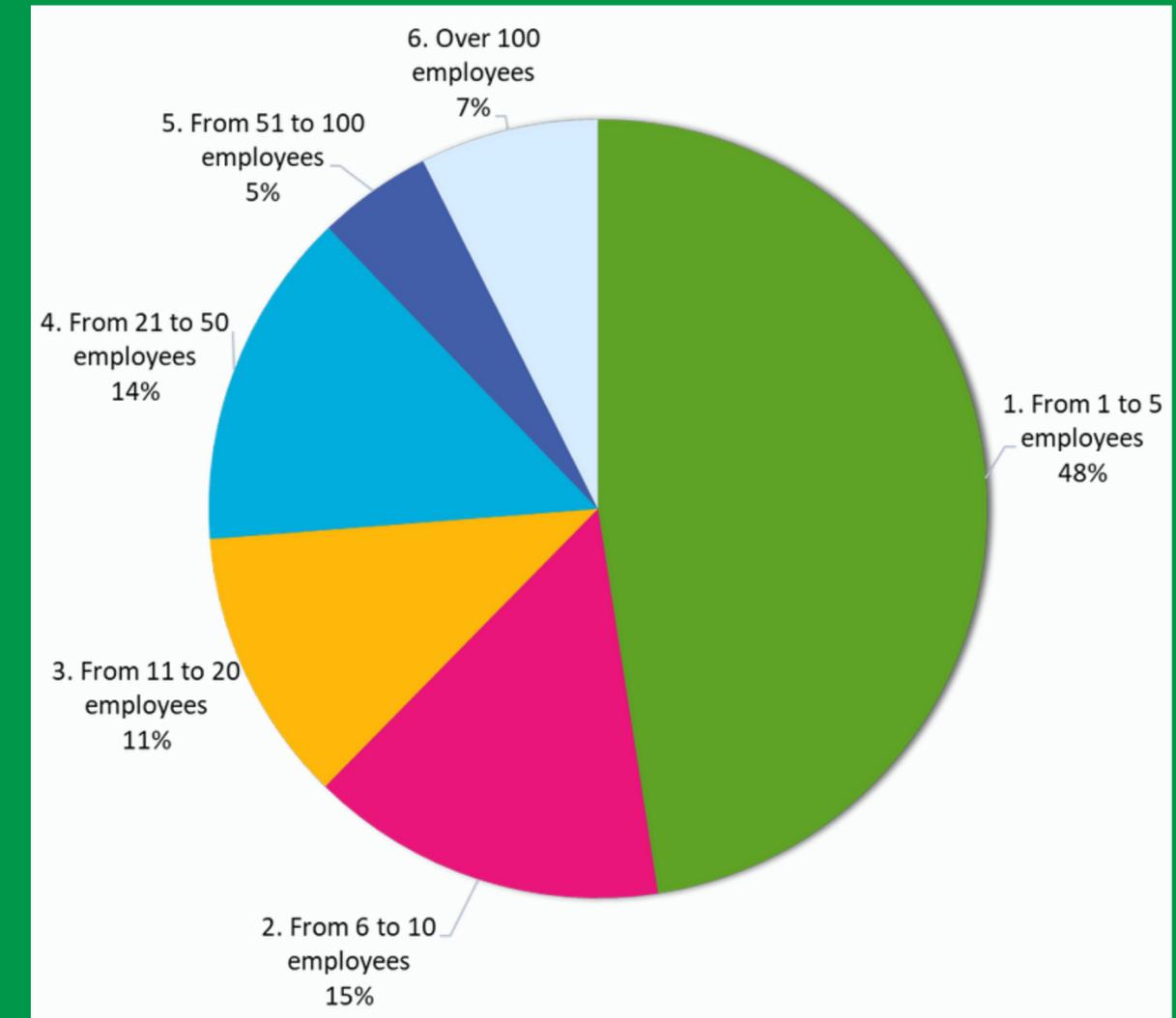
## Median number of employees by subsector



The median by subsector does not exceed 7 employees in the best of cases, far from the average of 43 employees, which indicates a high concentration of employees in a few companies.

As can be seen in the graph on the right, 48% of the companies with data available have from 1 to 5 employees and 63% have less than 10 workers.

## Company distribution by employee range



**63% of companies have less than 10 employees**



# EVOLUTION

As the data on employees was not reported by all of the companies in 2019 and 2020, the analysis was carried out for a total of 513 companies (73% of the sample) that have presented the information for both years.

**Infomediary Sector employment decreased by 1.1%, whereas the national average fell 7.6%.**

Subsector	2019	2020	Variation
Technical Consulting	3.029	3.234	6,8%
Culture	178	156	-12,4%
Directory Service	1.323	1.187	-10,3%
Economic & Financial	3.447	3.522	2,2%
Publishing	1.555	1.016	-34,7%
Market Research	2.905	2.807	-3,4%
Geographic Information	7.029	7.224	2,8%
Infomediation Technology	1.877	1.947	3,7%
Meteorological	151	165	9,3%
Tourism	2	2	0,0%
<b>Total</b>	<b>21.496</b>	<b>21.260</b>	<b>-1,1%</b>

<b>Full-time employment equivalent*</b>	<b>18.377</b>	<b>16.973</b>	<b>-7,6%</b>
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\*(Thousands of employments). Source INE - Annual National Accounting

Despite the general drop in sales, half of the subsectors have increased their employees.

The highest growth percentage occurred in the "Meteorological" subsector with 9.3%, followed by "Technical consulting" with 6.8%. While the "Publishing" subsector suffered a large drop of almost -34.7% (-539 employees), followed by "Culture" and "Directory Services" (-12% and -10%).

In absolute terms, the greatest increase was seen in "Technical consulting" and "Geographic information" subsectors, with an increase of 200 employees.

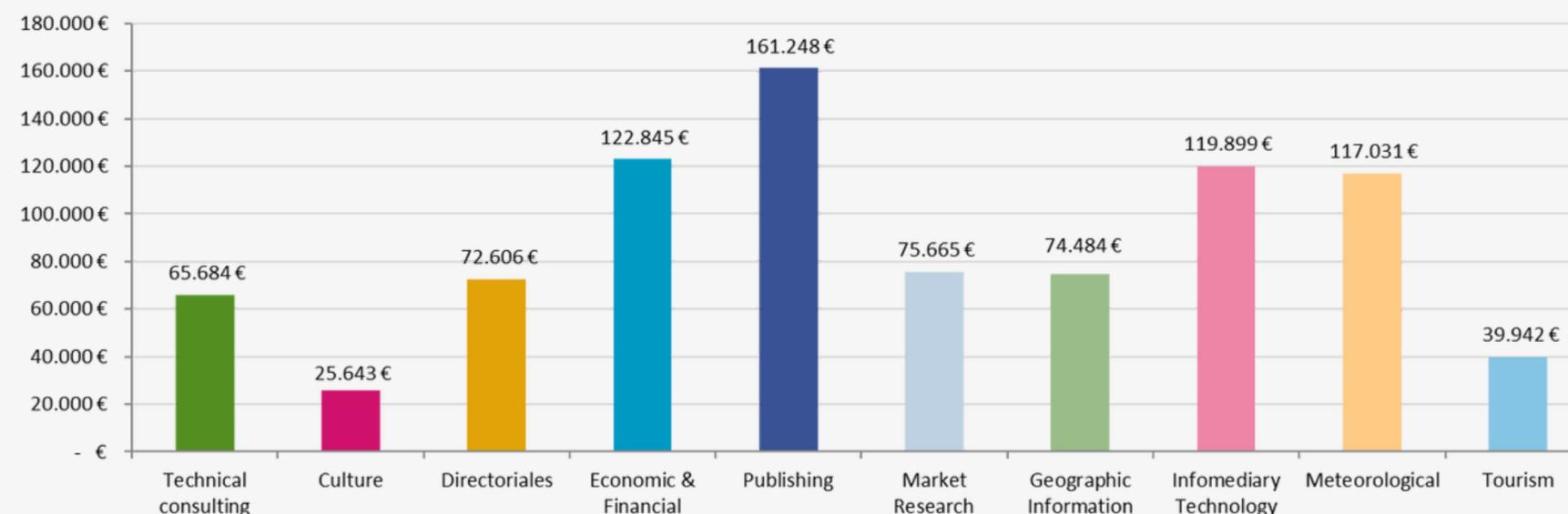


# BY TURNOVER

The average turnover per employee in the Infomediary Sector was €91,096 in 2020.

We can highlight 4 groups, where the highest ratio is established by the "Publishing" subsector at more than €160,000, and the lowest by the "Culture" subsector with less than €26,000.

**Average turnover per employee**



Subsector	2019	2020	Variación
Technical Consulting	69.312 €	64.913 €	-6,3%
Culture	31.385 €	24.452 €	-22,1%
Directory Service	65.366 €	72.104 €	10,3%
Economic & Financial	120.208 €	116.037 €	-3,5%
Publishing	131.225 €	118.359 €	-9,8%
Market Research	80.073 €	72.791 €	-9,1%
Geographic Information	79.338 €	75.583 €	-4,7%
Infomediary Technology	134.440 €	121.426 €	-9,7%
Meteorological	116.813 €	113.080 €	-3,2%
Tourism	65.366 €	59.913 €	-8,3%
<b>Average turnover per employee</b>	<b>91.198 €</b>	<b>86.294 €</b>	<b>-5,4%</b>

**The variation compared to 2019 was -5.4%**

Taking into account the evolution of the average turnover per employee for the group of companies that sales and employee data is available for the years 2019 and 2020 (415 companies, 59.2% of the total), the "Culture" subsector is the subsector that decreases to a greater extent (-22.1%). On the other hand, the "Directory Services" subsector accumulated the greatest growth (10.3%).

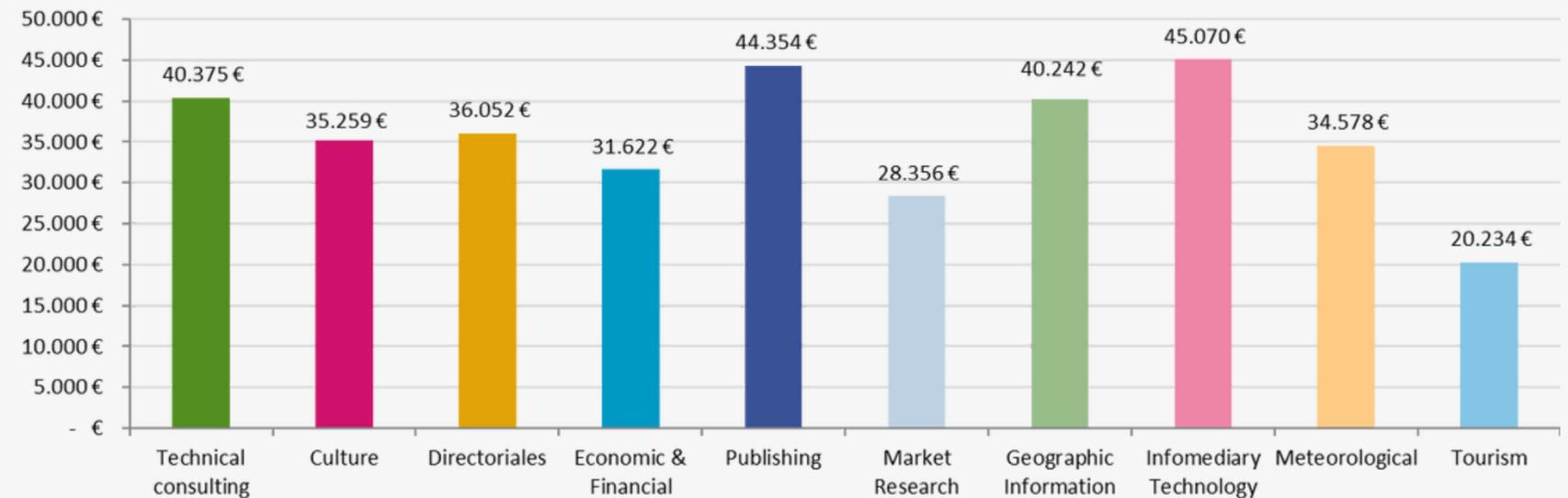


# BY EXPENDITURE

The average expenditure per employee in the Infomediary Sector was 37,589 euros in 2020, varying by -9.6% compared to 2019.

Only one subsector, "Meteorological" exceeds €50,000 in average spending per employee, while only the "Tourism" subsector has average spending of less than €25,000, followed by "Market Research".

**Average expenditure per employee**



**The variation compared to 2019 was -9.6%**

In the evolution of the average expenditure per employee, 434 companies (61.9% of the total) have been considered for which salary and employee data was available for 2019 and 2020. The "Directory Service" subsector stands out with an evolution in the said period of 40.1% and the "Meteorological" with a drop of 30.1%.

Subsector	2019	2020	Variation
Technical Consulting	39.560 €	40.387 €	2,1%
Culture	34.366 €	35.259 €	2,6%
Directory Service	25.729 €	36.052 €	40,1%
Economic & Financial	38.916 €	31.615 €	-18,8%
Publishing	50.541 €	44.376 €	-12,2%
Market Research	35.947 €	27.849 €	-22,5%
Geographic Information	46.404 €	40.369 €	-13,0%
Infomediary Technology	45.942 €	45.133 €	-1,8%
Meteorological	53.002 €	34.578 €	-34,8%
Tourism	15.548 €	20.234 €	30,1%
<b>Average expenditure per employee</b>	<b>41.564 €</b>	<b>37.589 €</b>	<b>-9,6%</b>



# SUBSCRIBED CAPITAL

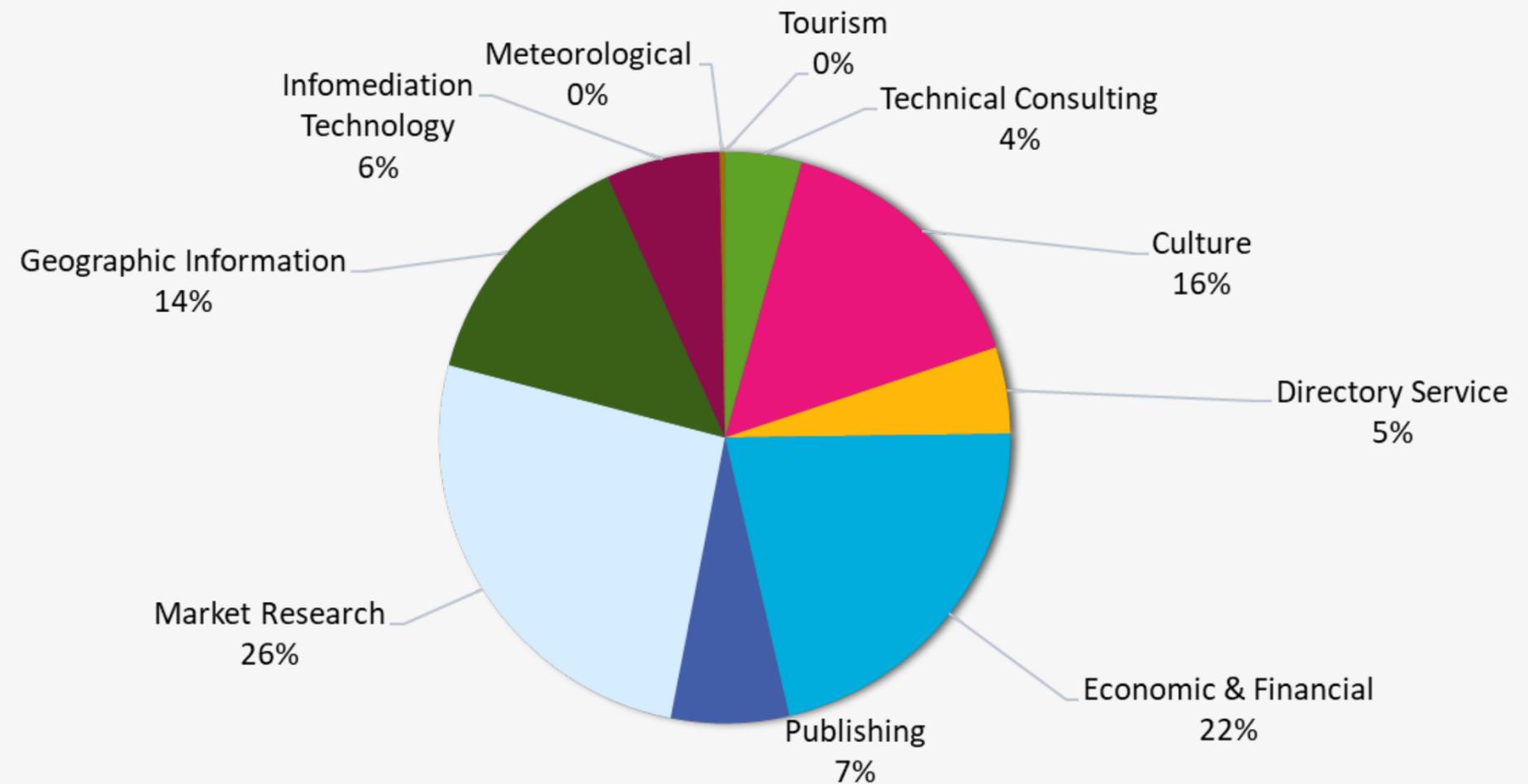
For the 701 infomediary companies identified

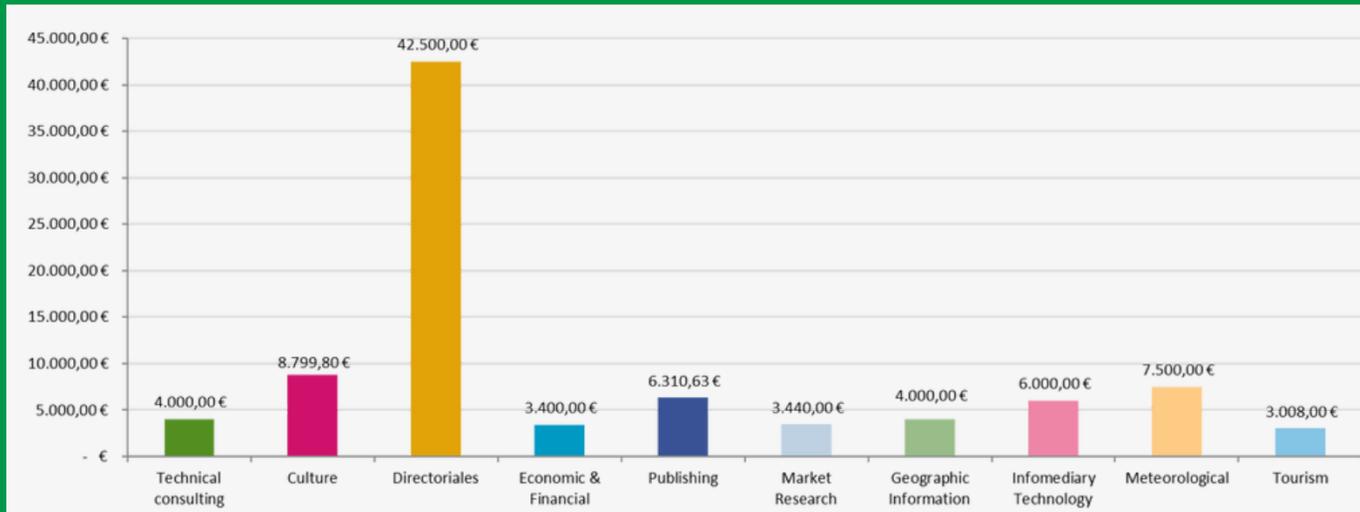
**273.789.439 €**

**The Sectors aggregated subscribed capital**

The three most capitalized subsectors are "Market Research", "Economic & Financial" and "Geographic Information", which account for 62% of the total capitalization. The two with the lowest are the "Tourism" and "Meteorological" subsectors, with barely 0.3%.

## Distribution of Subscribed Capital by Subsector





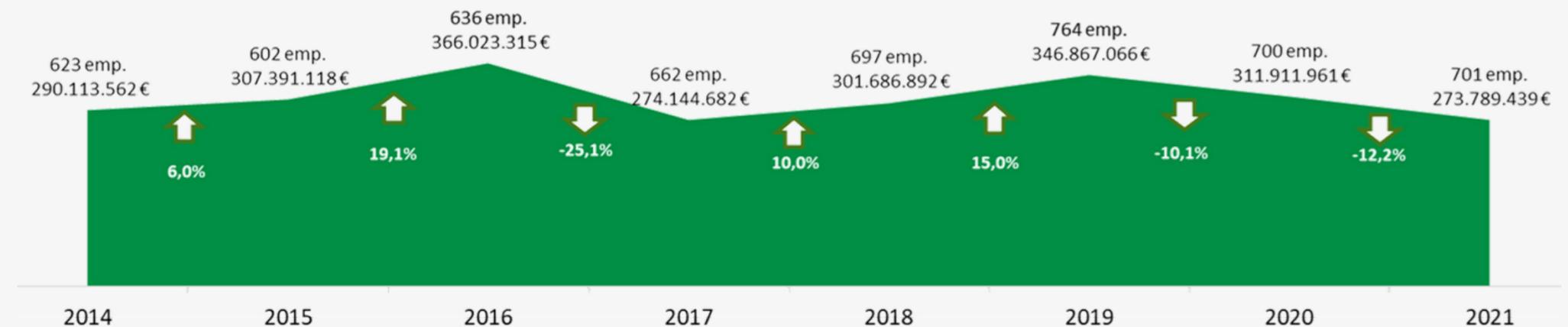
## Subscribed Capital median by subsector

The average value of Subscribed Capital in the Sector amounts to €390,570. Studying the median, it can be seen that in all subsectors except for the "Directory service", at least half of the companies have a capitalization of less than or equal to €9,000, and five subsectors have €4,000.

## EVOLUTION

Lat years downward trend has been maintained, with a decrease of -12.2%, bringing the subscribed capital down to the 2017 level.

The "Market Research" continues to be the subsector with the highest capitalization (€71,279,561), followed by the "Economic & Financial" subsector, close to €60 million, and "Culture" and then by "Geographic Information" subsectors with just about 40 million.



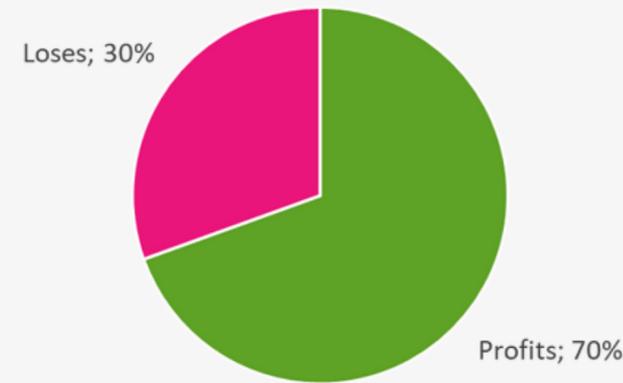
## Subscribed capital and company volume evolution



# PROFIT AND LOSSES

Result analysis for the 551 companies with available information

## DISTRIBUTION



Importes	2020	Promedio
Profits	170.147.812 €	444.250 €
Loses	- 59.445.128 € -	353.840 €
<b>Total general</b>	<b>110.702.684 €</b>	<b>200.912 €</b>

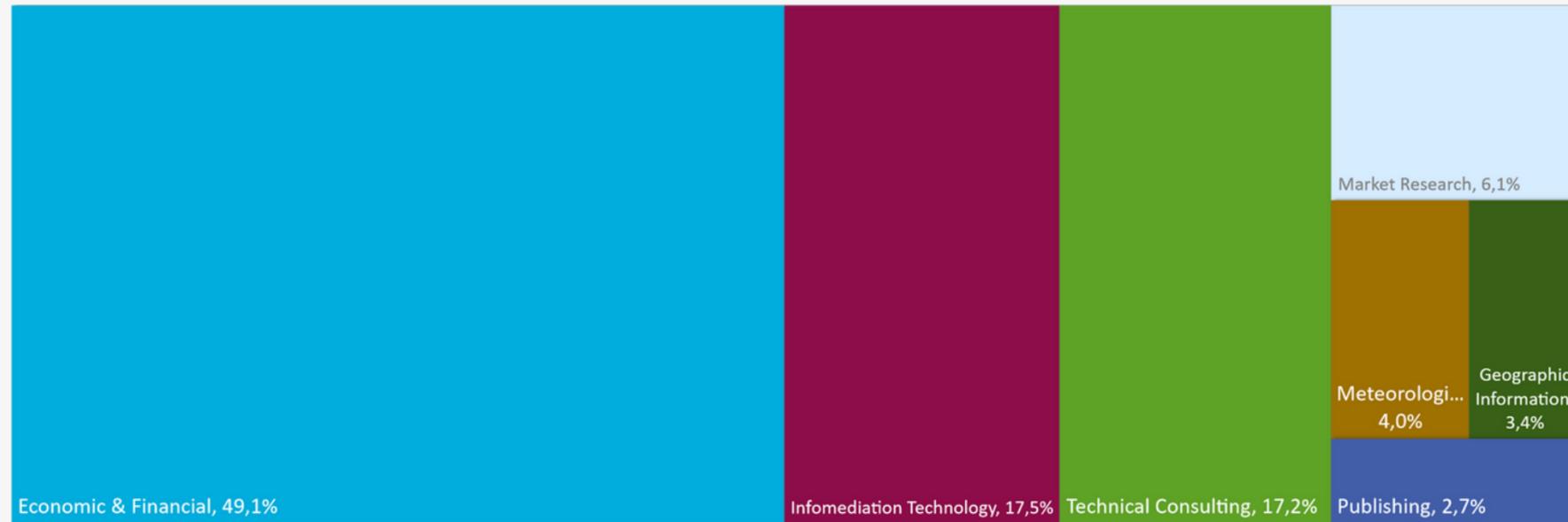
The Infomediary Sector generates a net result that exceeds 110 million euros, where 70% of the companies present an average profit of approximately 400,000 euros, while the remaining 30% average losses close to -421,000 euros.

Based on the last 3 years results, a significant drop can be seen in the percentage of companies that report profits (5%).

### Profit/Loss ratio in the last 3 years



# BY SUBSECTOR



The greatest weight in the net result of the Infomediary Sector is the "Economic & Financial" subsector, which contributes half of the profits, followed by the "Infomediary Technology" and "Technical Consulting" subsectors.

The only subsectors with a negative net result are the "Culture" and "Directory Service" subsectors.

Regarding the ratio of companies with profits within each subsector, "Tourism" has the lowest of them (25%), while "Meteorological" (83%), "Directory Service" (80%, despite the negative net result), and "Geographic Information" (76%) subsectors exceed 75%.



# EVOLUTION

The "Culture" subsector has maintained a negative net result throughout the period.

The "Economic & Financial" subsector, on the other hand, has been, during the last three years, the largest contributor to the benefit of the Infomediary Sector.

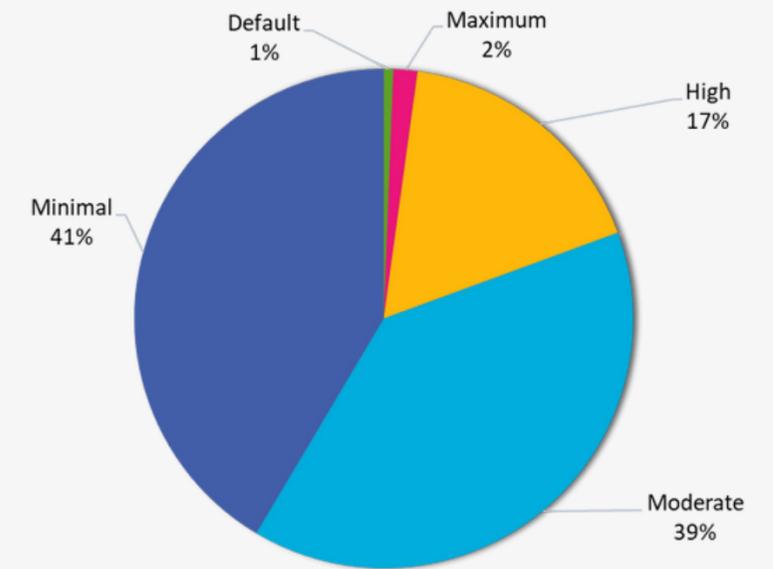


# COMMERCIAL RISK

Commercial risk analysis of the 644 infomediary companies with ratings

## BY LEVEL

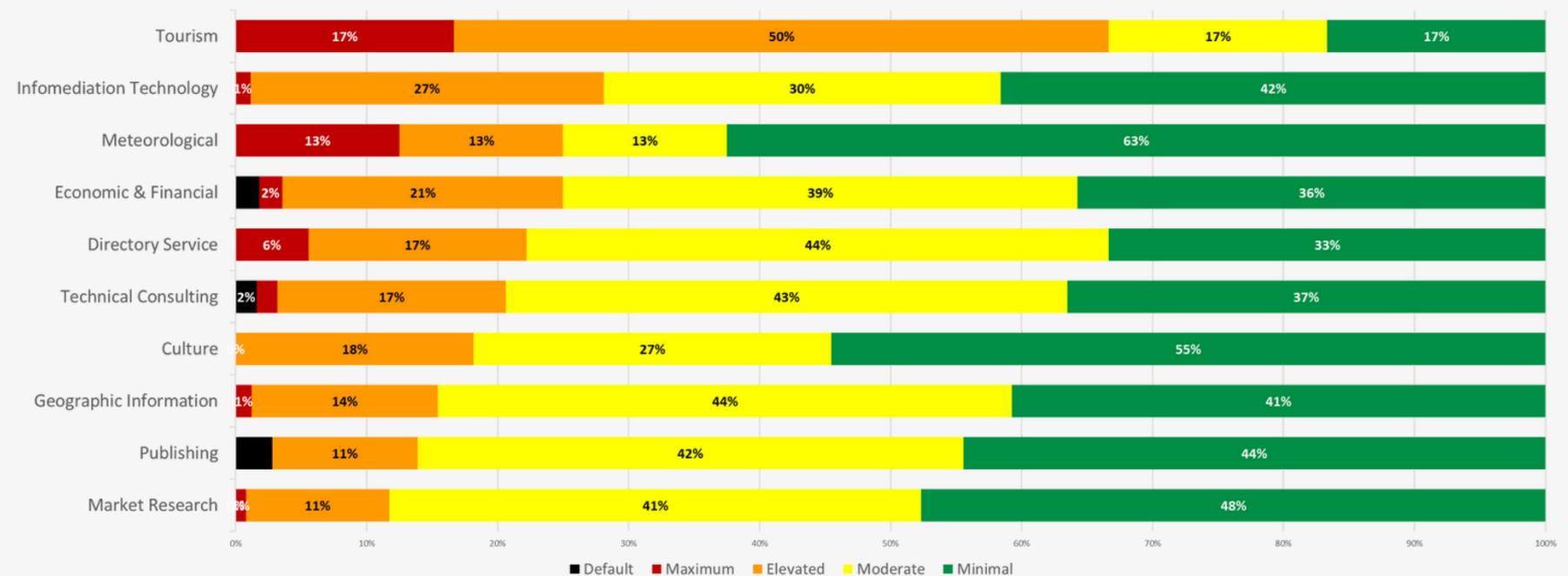
The probability of risk estimated for a company over the last 12 months has been categorized into five levels, according to the said risk exposure, a homogeneous measurement that allows for comparisons to be made. According to this classification, 17% of the Infomediary Sector companies are at high commercial risk.



## BY SUBSECTOR

Within the subsectors, there are three differentiated behaviors: first the subsectors with less than 20% of their companies at risk (elevated, maximum, or default). The second, those with 20-30% at risk; and finally those with more than 50% at risk, as is the "Tourism" subsector with 67%.

It should be noted that the "Publishing" subsector, despite being in the first group, is the subsector with the highest level of Default (3%).



# EVOLUTION

Analysis of companies in the Infomediary Sector since the first edition of the report.

## NUMBER OF COMPANIES

The volume of companies detected within the Infomediary Sector has grown by almost 60% in 10 years.

The autonomous regions that have grown the most in the last 10 years in proportion are Cantabria (500%), Murcia (400%) and Extremadura (350%); and in volume, Madrid (73), Andalusia (53) and the Comunidad Valenciana (44).

The only region that has decreased is Catalonia and the only without any detected companies is the Autonomous City of Ceuta.

Community	2013	2022	Variation
Andalucía	21	74	252%
Aragón	8	20	150%
Canarias	7	12	71%
Cantabria	1	6	500%
Castilla La Mancha	4	10	150%
Castilla y León	12	22	83%
Cataluña	108	90	-17%
Ciudad Autónoma de Ceuta	0	0	0%
Ciudad Autónoma de Melilla	0	1	-
Comunidad de Madrid	191	264	38%
Comunidad Foral de Navarra	5	10	100%
Comunidad Valenciana	18	62	244%
Extremadura	2	9	350%
Galicia	26	47	81%
Islas Baleares	5	5	0%
La Rioja	0	2	-
Región de Murcia	2	10	400%
País Vasco	30	44	47%
Principado de Asturias	4	13	225%
<b>Total</b>	<b>444</b>	<b>701</b>	<b>58%</b>



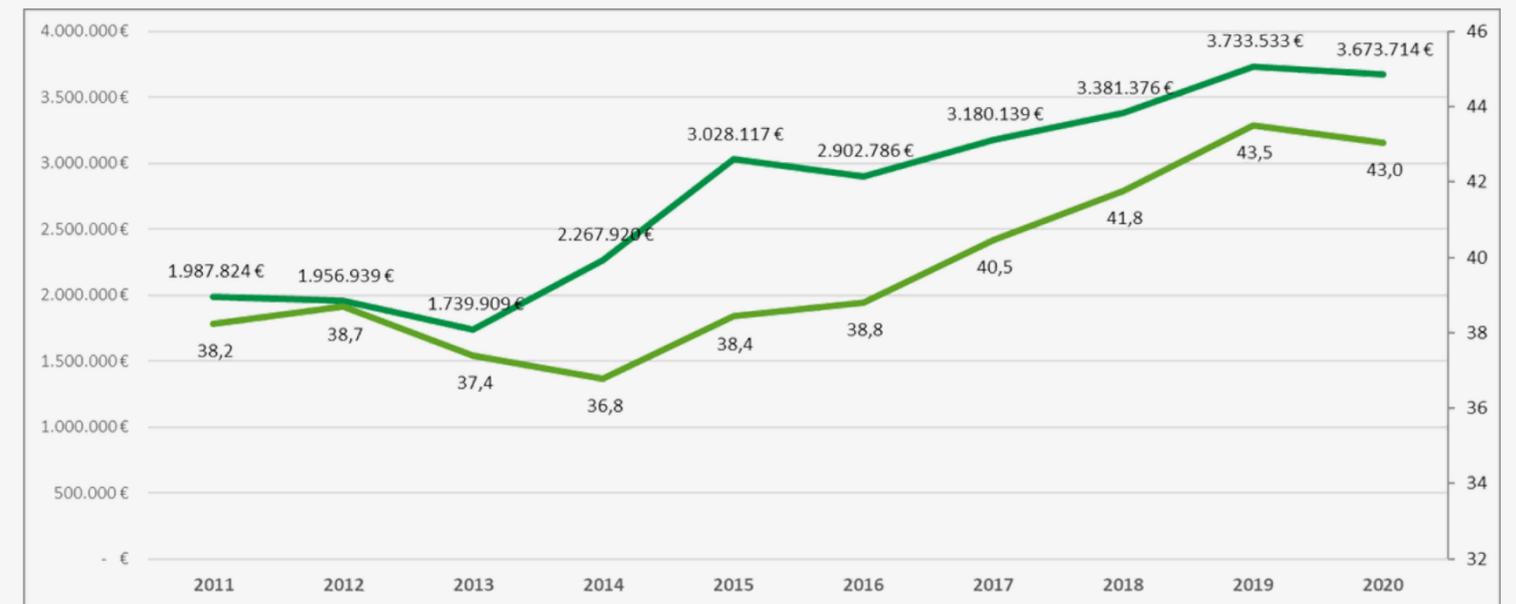
# SALES

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Trend
Sales evolution	1.987.824 €	1.956.939 €	1.739.909 €	2.267.920 €	3.028.117 €	2.902.786 €	3.180.139 €	3.381.376 €	3.733.533 €	3.673.714 €	
Variation		-2%	-11%	30%	34%	-4%	10%	6%	10%	-2%	

The average sales evolution in the 2011-2020 period, despite being negative in the last period (-2%), has increased by 27% in the last 5 years and 85% in the last 10.

The evolution has not been homogeneous among autonomous regions, with Cataluña (140%), Galicia (102%), and Madrid (83%) increasing their average sales the most and on the other hand, companies from the Principado de Asturias (-87%), Castilla y León (-79%), and the Canary Islands (-43%) suffering a greater drop than the rest.

## Comparative 2011-2020 average sales vs. average employees



# EMPLOYEES

The average number of employees per company has grown in the last 5 years and 10 years by 11% and 15% respectively.

Galicia (41%), Cataluña (22%), and Madrid (15%) are the regions that have grown the most in the average number of employees. While Aragón (-82%), Castilla y León (-77%), and the Canary Islands (73%), are the ones that have lost the most.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Trend
Employee evolution	38,2	38,7	37,4	36,8	38,4	38,8	40,5	41,8	43,5	43,0	
Variation		1,2%	-3,4%	-1,6%	4,5%	0,9%	4,3%	3,2%	4,2%	-1,1%	

# Indicators Summary



COMPANIES  
701

The number of Infomediary companies identified as active in Spain up to the 31st December 2020

EMPLOYEES  
22.638

Aggregated employees for the 524 companies with employee data for 2020

SALES  
2.060.953.391€

Aggregated sales for the 561 companies with financial data for 2020.

CAPITAL  
273.789.438€

The subscribed capital for the 701 identified as Infomediary companies as of the 31st of December 2021

RESULT  
110.702.684€

The aggregated net profit of the 551 companies with available data

# A resilient market

Although the Infomediary Sector has not been immune to the crisis caused by the 2020 pandemic, it has shown greater strength and resilience than other industries in our country. Our annual report reflects in figures the wealth, understood in the broadest sense of the word, that the infomediary sector contributes to Spanish society and economy.

The companies recognized as infomediaries invoiced in 2020 more than 1,900 million euros. - This figure refers to a sample of 509 companies with public financial statements relating to their economic activity for the years 2019 and 2020 -. Sales for the year of the pandemic registered a decrease of 4.6% compared to the previous year, which was close to 2,000 million euros. However, the drop in the infomediary sector is well below that of the business network as a whole, considering that Spain's GDP fell by 10% in the same period.

The infomediary market is broad and integrates different subsectors that have weathered the impact of COVID-19 in different ways. Thus, sectors such as technical consulting, directory services and providers of economic-financial information have hardly suffered in sales from the 2020 crisis.

Their annual revenues fluctuate in line with those of 2019 and account for almost 40% of the total for the infomediary sector. On the other hand, the companies dedicated to the elaboration of market research have been the most affected by the crisis with their turnover being reduced by 14%.

At a general level, the Spanish infomediary industry is an economically healthy and consolidated sector. To date, it has demonstrated solvency in its operations and in the coming years it is seen as an economic agent with great projection.



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Unlike previous editions, this year we have focused on geographic information. In this 10th edition the results of the survey carried out on a selection of expert representatives from companies that analyze and process public and private sector geospatial information to create value-added products and services are included.

Geospatial information is included in 6 high value datasets identified by the European Commission in [directive 2019/1024](#) on open data and the re-use of public sector information, this information's importance is not only essential in its own area, but also influences other high value datasets such as those related to earth observation and environment, meteorological, statistics, mobility and even those related to companies.

In this survey we seek to know the needs of this sector that is so important in our economy, the challenges it faces and its opinion on the accessibility of geospatial information.

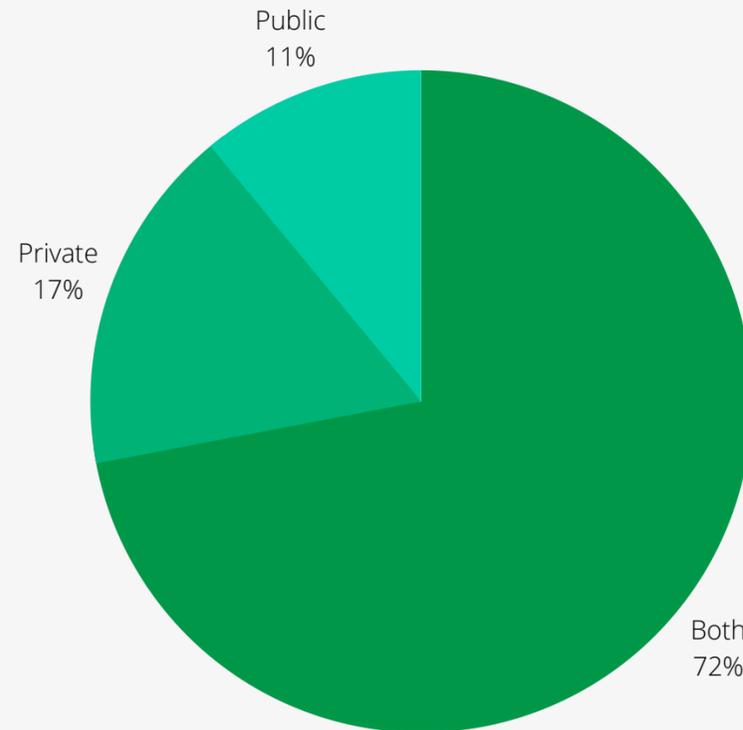
# SURVEY 2022

Companies that re-use geospatial information survey conclusions

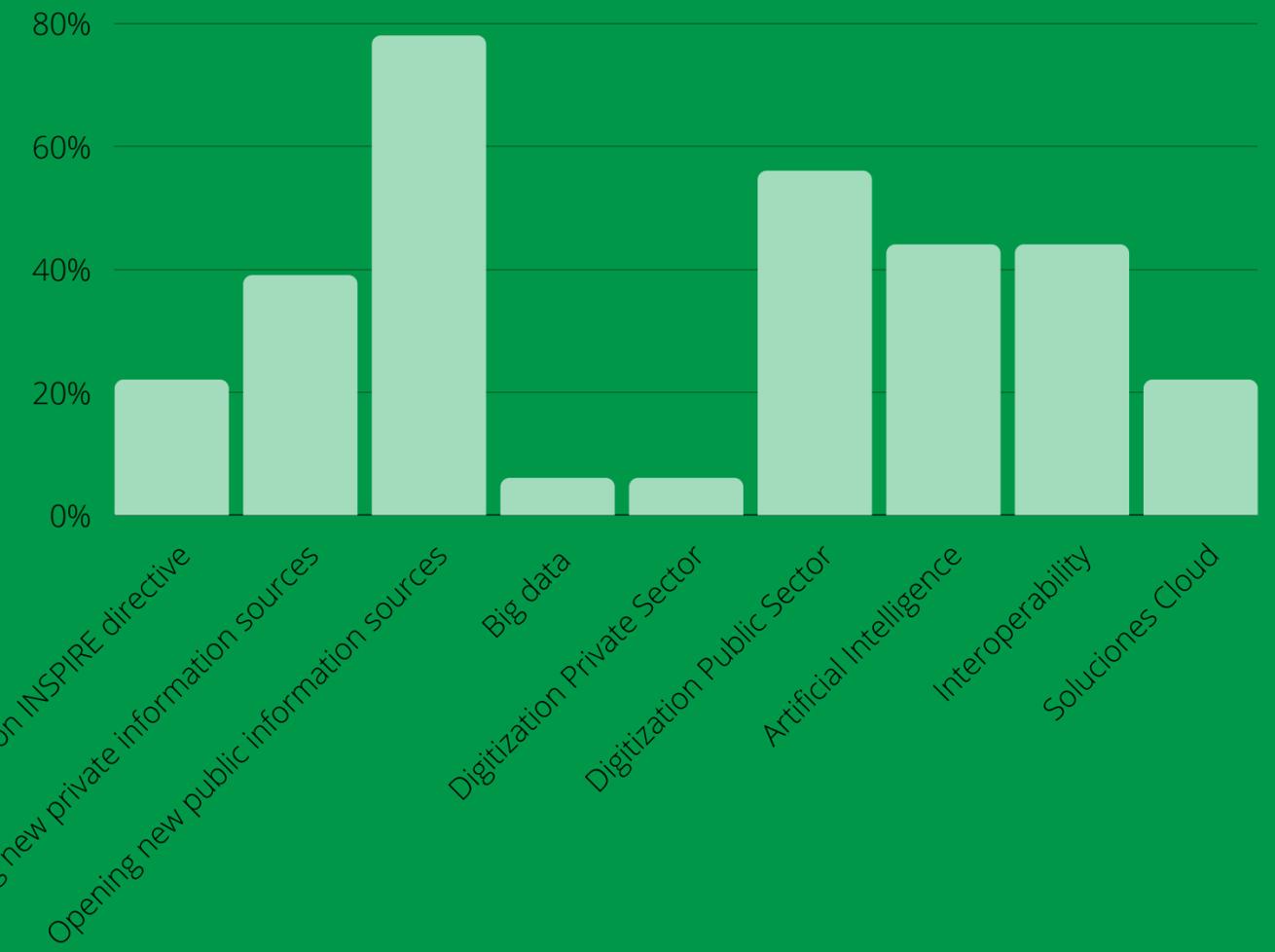


## What type of information or data do geospatial companies use?

72% of those surveyed affirm that they make use of both public and private data to create their products and/or services. This figure is in line with the results of the survey carried out on Infomediary Sector companies last year. 17% of the companies have indicated that they make use only of private information and 11% only use public information.



44% of the companies interviewed use artificial intelligence to develop value-added products or create products that are based on artificial intelligence.



## Main Challenges for the Geospatial Sector

The main challenge identified is the opening of new public information sources followed by the digitization of the public sector, interoperability and the opening of new private information sources. If we take the first and the last, we can see that the opening of new sources both in the public and private spheres is the sectors biggest concern.

All the companies interviewed agree that geospatial information will be one of the main growth engines due to the transversality of the sector.



100% of those surveyed confirm positively that the standardization of geographic information is essential for the development of efficient geospatial solutions. With more than 60% strongly agreeing with the statement.



66% of the companies interviewed agree that the social perception of data management ethics will play a determining role in the opening of high-value geospatial data.

72% of those surveyed confirm positively that the opening of data information sources from private companies will be a great boast to the geospatial sector.



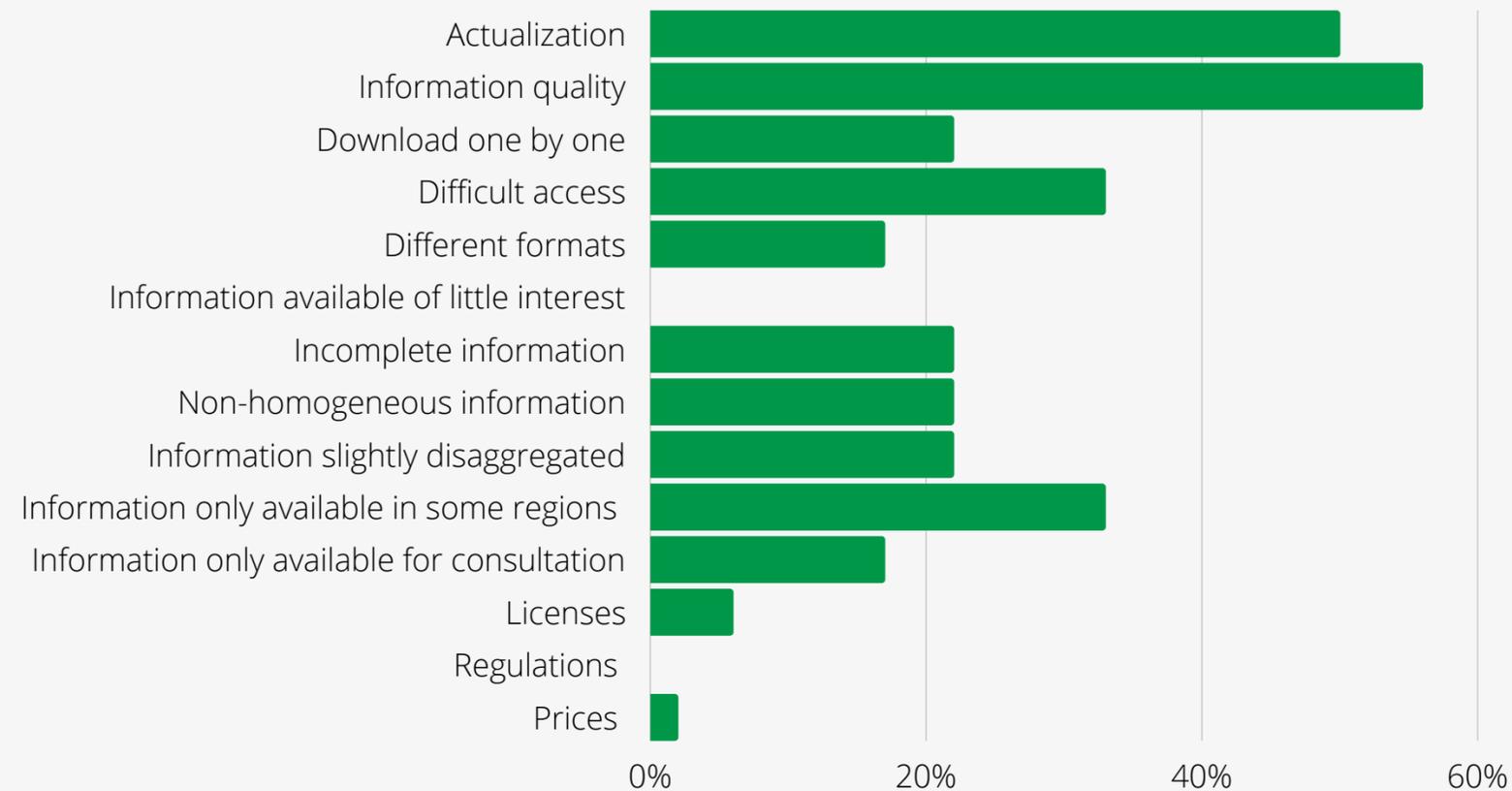
None of the companies interviewed fully agree with the statement that the Institutions are sufficiently involved in the geospatial data interoperability process and 50% of them disagree.



### **The Data Office. What is expected from its creation?**

94% of those surveyed consider the creation of the Spanish data office, dependent on the State Secretary for Digitization and Artificial Intelligence, is an opportunity for the geospatial sector. The companies surveyed hope that the new data office will help in the coordination, centralization, and integration of data, establishing general criteria (technical, ethical, etc.) and promoting the opening and homogenization of public data that will aid an evolution in the sector. They also hope that digitization processes can be accelerated in public sectors that hold interesting information.

## Principal Barriers

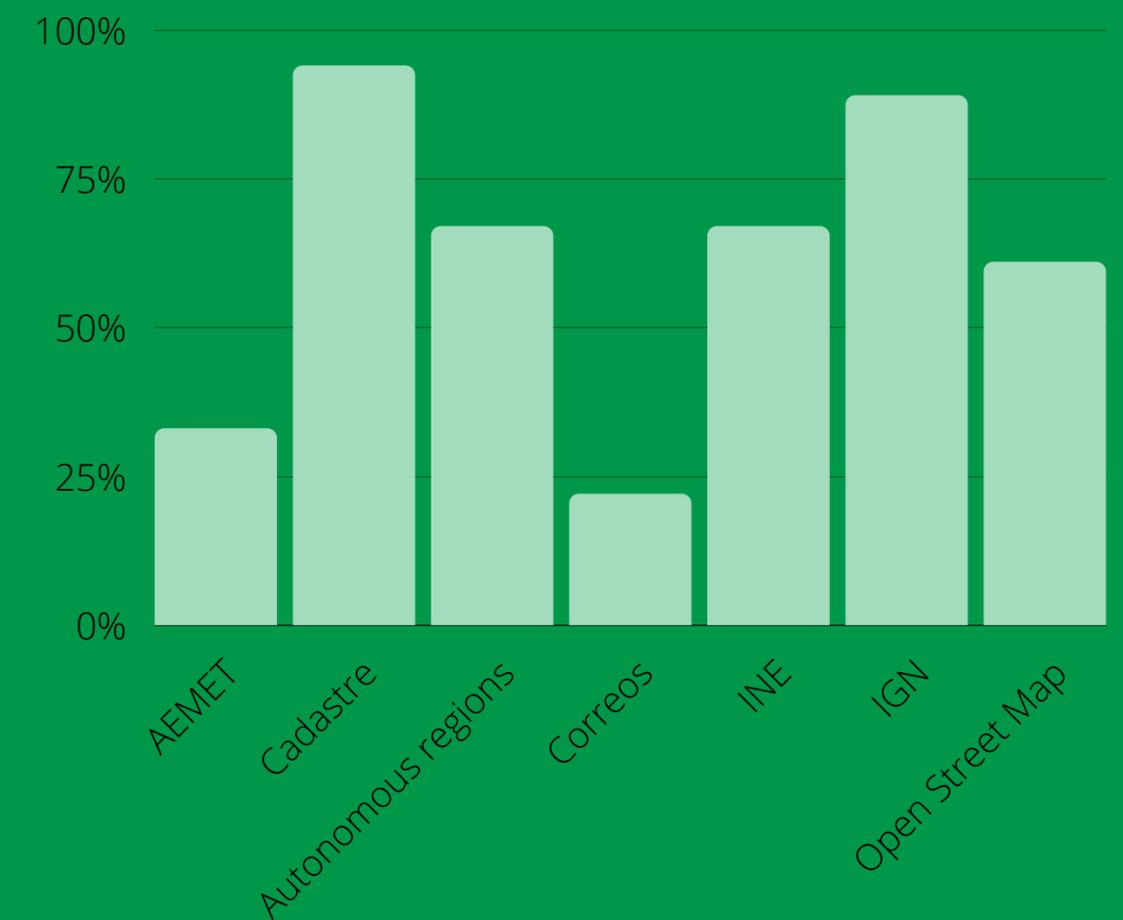


The respondents agree that the two main barriers they encounter when reusing information are: the actualization and quality of information, these two barriers are followed by the information only being available in some autonomous regions or provinces and the difficulty in access. One respondent pointed out that “there is a great lack of knowledge both among the population in general and among the professionals who use the information, especially in where to find the information; the presence of data catalogues and that the different organizations services are unknown”.

It is interesting to note that none of the companies identified that the law or information available of little interest as barriers.

## Information used

Almost all the respondents use information from the Cadastre and the National Geographic Institute, 95% and 89% respectively, with more than 65% using information that comes from the geographic institutes at the regional level and more than 60% make use of private information from the Open Street Map.



## Company growth

100% of those surveyed foresee growth in their company this year

100%

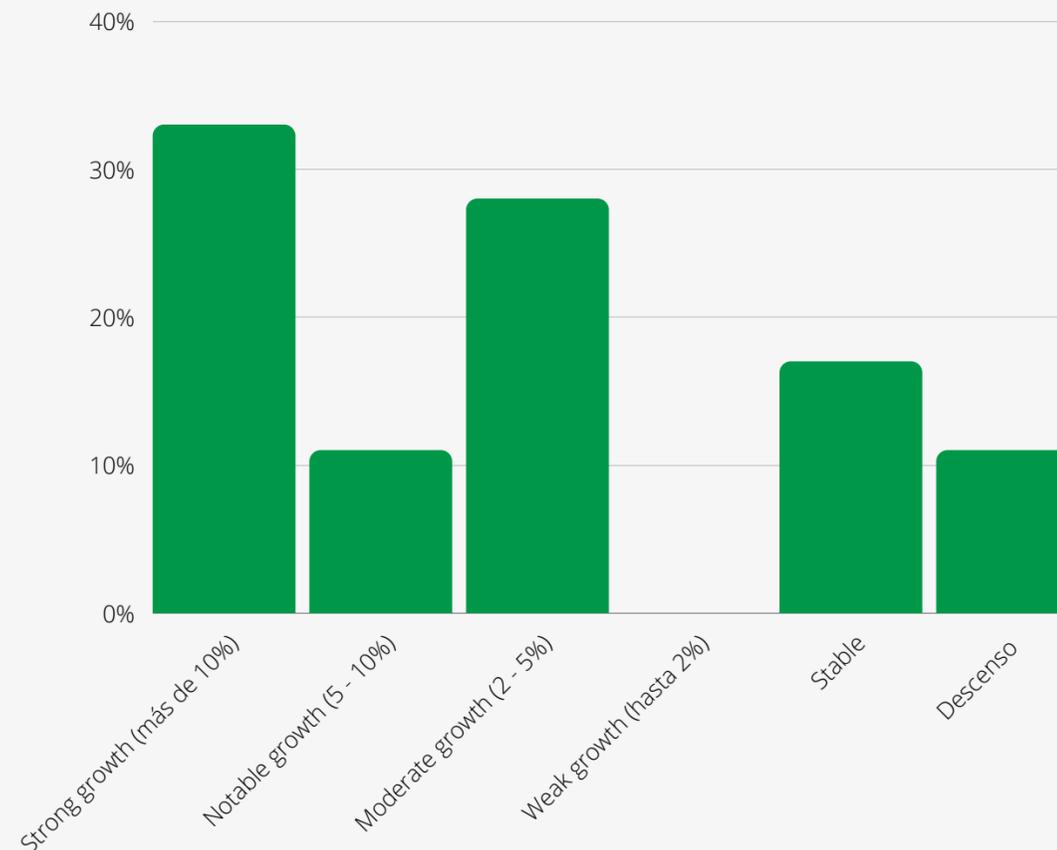
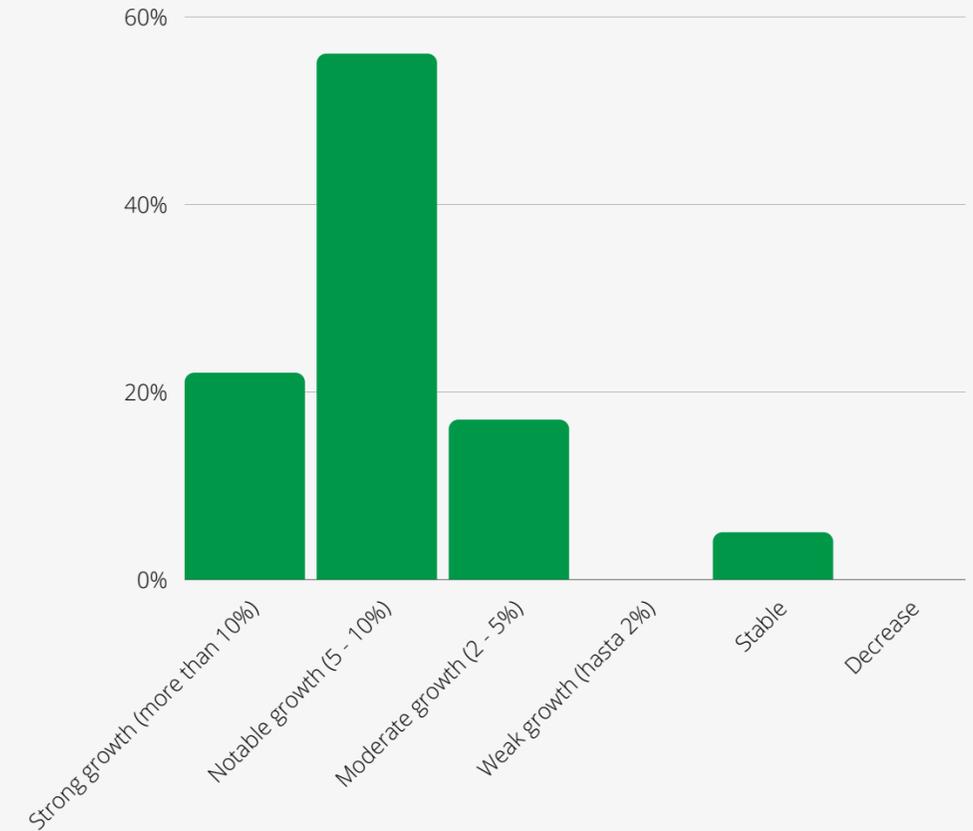
83%

## Changes caused by the pandemic

83% of the companies surveyed have stated that the pandemic has brought a change in their work organisation, 78% pointing out that the greatest change has been the flexibility in the way the work, teleworking, hybrid models and meetings by video calls. In almost all cases the companies will continue with this system.

## Growth prediction

95% of those surveyed expect growth in the Geospatial Sector while 22% expect a strong growth and none of the respondents expect it decline.



## Geospatial Sector evolution

72% of the companies surveyed have indicated that they have noticed a growth in their turnover in the last two years, 17% indicate that the turnover has been stable and only 11% have noticed a decrease.

1. What type of information or data do you use to create your products or services?
2. What are they three main challenges for the Geospatial Sector?
3. Artificial intelligence is a reality, does your company use this technology to elaborate value-added products or create products that are based on artificial intelligence?
4. Rate from 1 to 5
  - The standardization of geographic information is essential for the development of efficient geospatial solutions.
  - Geospatial information will be one of the growth engines due to the sectors transversal nature.
  - The Institutions are sufficiently involved in the interoperability of geospatial processes and data.
  - The social perception of data management ethics will play a determining role in the opening of high-value geospatial data.
  - The opening of data sources from private companies will be one of the great drivers of the geospatial sector.
5. Select, in your opinion which are the three most important barriers when accessing public sector geographic information?
6. What geospatial data sources do you use?
7. How do you expect the turnover of the Geospatial Sector to evolve in 2022?
8. In your opinion, what do you expect your company's growth to be in 2022?
9. How has your turnover evolved in the last two years?
10. Has the pandemic brought changes into the work organization? Are the established measures going to be maintained?
11. Do you consider data office's, dependent on the State Secretary for Digitization and Artificial Intelligence, creation an opportunity for the geospatial sector?



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This year, as with the Private Sector survey, we focused on geospatial information. Unlike the last two years, in which the survey was carried out on those responsible for open data and transparency in the 17 autonomous regions. In this occasion, we have invited representatives of different public entities that provide geospatial information, such as the representatives of the 17 regional geographical nodes, the National Geographic Institute, the National Statistics Institute, and the Cadastre.

This survey aims to show the point of view of the Public Sector, specifically geospatial information providers, when carrying out the identification of which datasets are the most demanded and which to give access to, which are the barriers that they face, and their future goals, etc.

In Asedie we believe that collaboration is key for the data economies advancement, making it is necessary to understand the needs and barriers of both the Private Sector and the Public Sector. Knowledge and information are key to moving forward and breaking down the barriers we face together.

# PUBLIC SECTOR SURVEY

Public Sector geospatial information provider survey conclusions



92%

92% of the public entities surveyed have stated that they are satisfied with the level of digitization available, indicating that they make an effort to have almost all their information available digitally.

100%

100% of those surveyed affirm that they perceive the impact caused when opening their geospatial databases, due to the queries that arrive, the satisfaction messages received or owing to the number of downloads that are measured.

### User profile known

58% of those surveyed have stated that they do know the profile of the companies and/or people who use the geospatial information that they publish, although some have commented that it would be useful to have a better understanding of their needs as re-users in order to provide them with a better service, adjusting the products to their requirements. The entities that don't know their user profile, is usually due to the user license or that it is not compulsory to register when using the data. It has also been stated that it would be useful to know the users to improve the data available.



### Notification systems

82% of those surveyed have a notification system that informs interested parties of new datasets that have been opened or the actualization of existing datasets.

In most cases the notifications are carried out through the portal within a news area and even by publishing the information on social networks.

82%

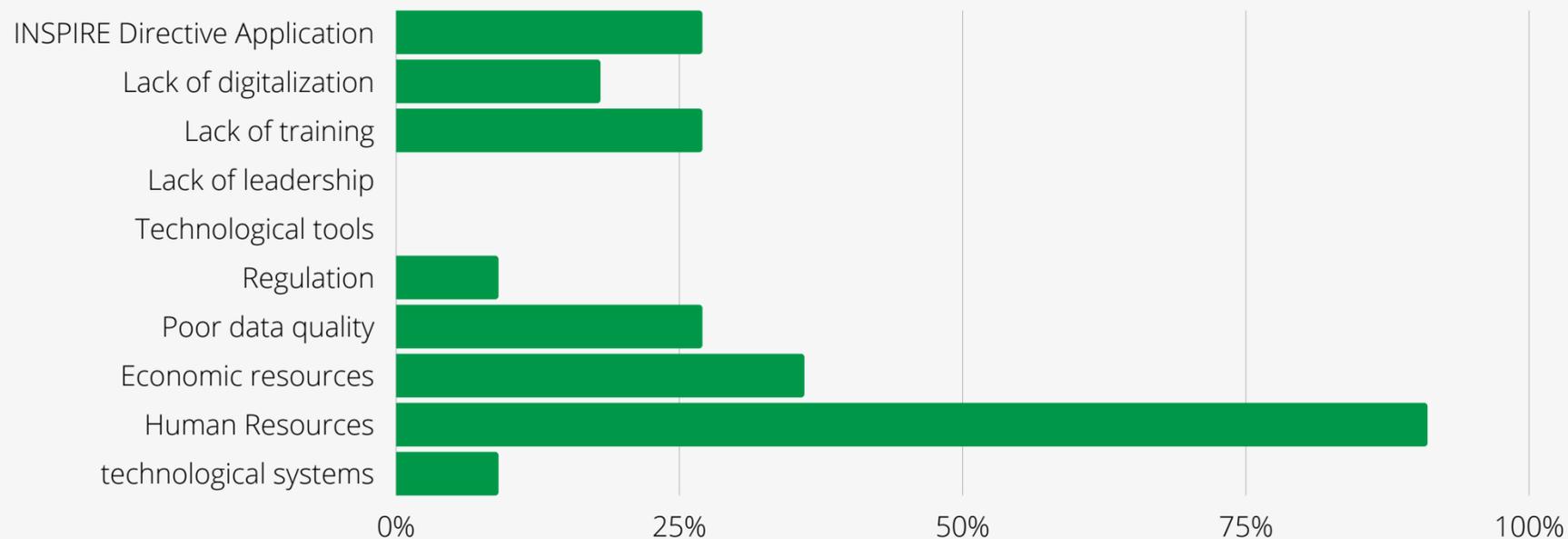
50%

### Datasets in high demand

50% of those surveyed indicate that the orthophotos datasets have been one of the most in demand in 2021, other sets of interest are cartography, information on transport networks, street maps and thematic maps.

### Barriers

91% of those surveyed have indicated that the main barrier encountered when opening new geospatial datasets is the lack of human resources and 36% state that it is the lack of economic resources. It should be noted that none of the respondents indicated that the lack of leadership or the that of technological tools as an impediment to opening information.



### The Covid-19 effect

55% of the respondents have noticed the effect of Covid-19 on the access level by companies or citizens to their geospatial data, they stated that it has been noticed in a positive way, where the pandemic has favored the innovation process, being the most important in recent years, towards an electronic administration.

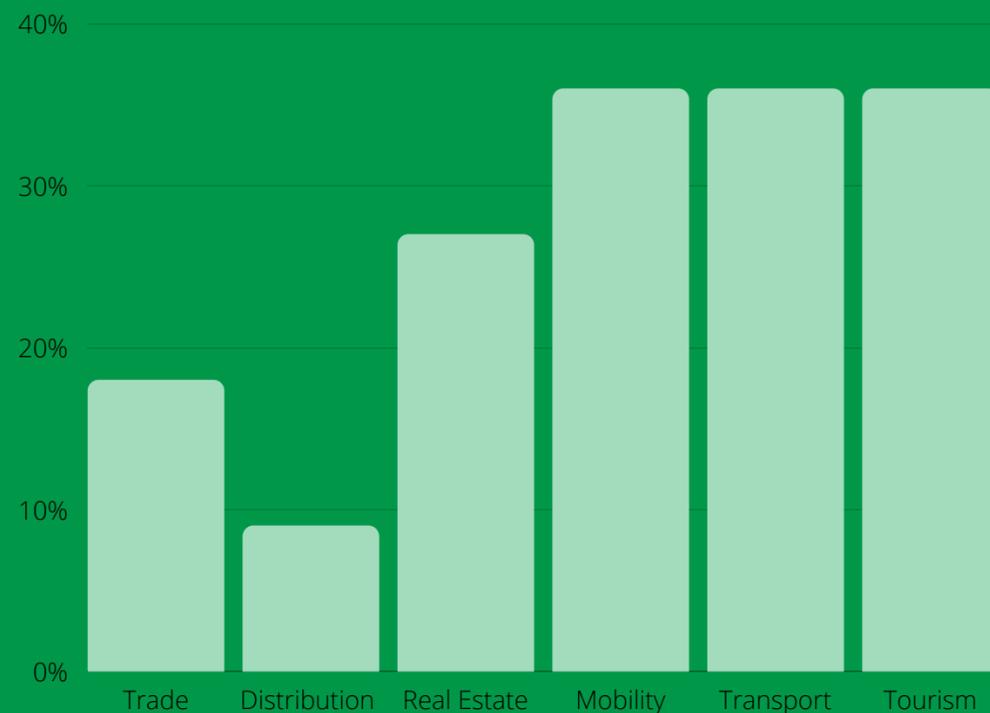
55%

On the contrary, 82% have not noticed the influence of the pandemic when managing data opening, declaring that their institutional plan and/or services were in place before hand.

82%

## The sectors most benefited by opening geospatial information

36% of the respondents believe that the sectors that are/will be most benefited by geospatial information are the mobility, transport and tourism sectors, although it was stated that all sectors will really benefit from this information. The urban planning, environment, agriculture or scientific are other sectors that were mentioned.



100%

100% of those surveyed responded stating that it is useful for them to know the geospatial sector's success stories in order to demonstrate the use of their open datasets, this being one of the ways that public entities obtain information on the use of their published data, as well as to modify and improve the methods used for the information's publication and distribution.

Given the good results, in Asedie we will continue to publish the sector's success stories, with the aim of highlighting the value of public data and how it is used by infomediary companies.

73%

73% of those surveyed consider the creation of the data office, dependent on the Secretary of State for Digitization and Artificial Intelligence, an opportunity to promote public data opening.

While the Public Sector considers that the data office could boost open data, in general it is not as optimistic as the Private Sector.

Both the Public Sector and the Private Sector hope that the data office can help with coordinating data publication, while leading the normalization and homogenization of tasks related to access and opening of the public sector information.

1. Are you satisfied with the level of digitalization in your entity?
2. Do you perceive the impact caused by the opening of geospatial datasets that you are responsible for?
3. Do you know the companies profile and/or people who use the geospatial information you publish?
4. What are the three geospatial data sets (in your responsibility) that have been most in demand in 2021?
5. What are the main barriers you encounter when opening new geospatial datasets?
6. Have you noticed an effect due to Covid-19 on companies or citizens accessing the geospatial data published by your organisation?
7. And when it comes to managing the opening of your data, has the pandemic had an influence?
8. Are the examples or success stories offered by the Sector useful to demonstrate the use of public sector information and the effectiveness of the public function?
9. Is there a notification system in place to inform interested parties when datasets are opened or updated?
10. What sectors do you think are/will be the most benefited by geospatial information?
11. Do you consider the creation of the data office, dependent on the Secretary of State for Digitization and Artificial Intelligence, an opportunity to promote the opening of public data?



# TOP 3 ASEDIE

Throughout 2021, at Asedie we continued working on opening public sector datasets through the initiative Top 3 Asedie, which is supported by the 17 autonomous regions and included as the observatories commitment to good practices within the IV Open Government Plan. This project aims to harmonize public sector data opening in the Spanish regions, aiming to favor information re-use, as well as the development of high socioeconomic value products and services.

Faced with the challenge and the need to encourage coordinated data opening, in 2019, the "Top 3 ASEDIE" was created, where three datasets were selected and their opening requested in every one of the 17 autonomous regions, this led to a joint work effort and a reflected collaboration at all levels. The bases selected were; associations, cooperatives and foundations.

Given the initiatives good reception by the autonomous regions and having achieved in April 2021 that the associations dataset was made available in the 17 regions, three new datasets were selected: energy efficiency certificate registers, industrial zones and SAT registries.

With this new selection it is intended to stabilize the project in such a way that it serves so that the regions that already have the first Top 3 open, can continue advancing by opening the new datasets demanded by the sector while improving and perfecting those already available.

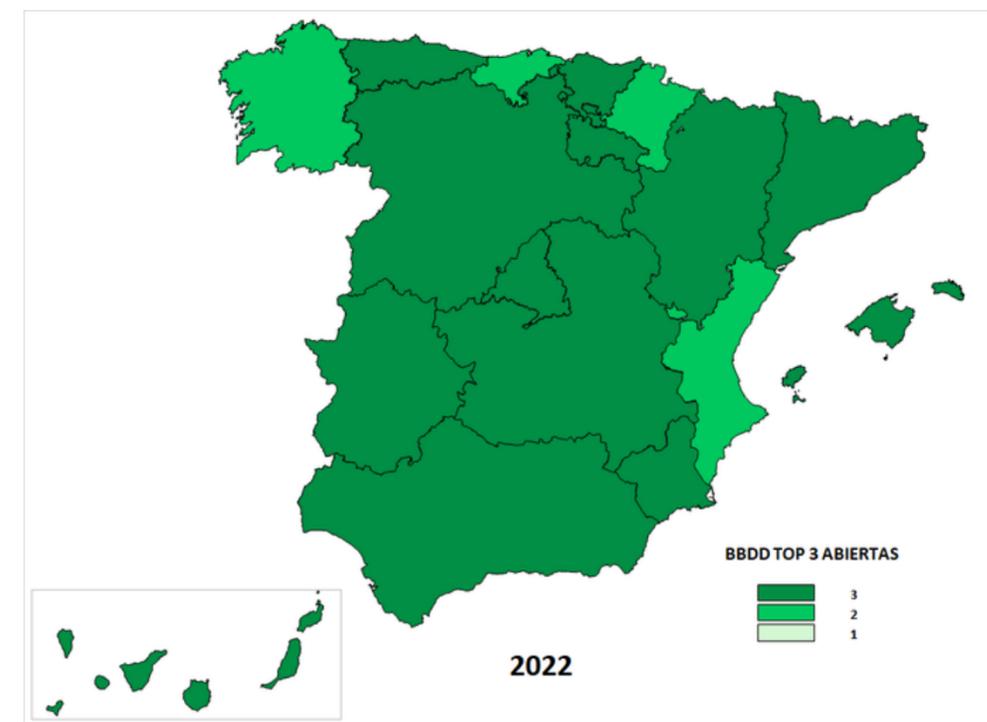
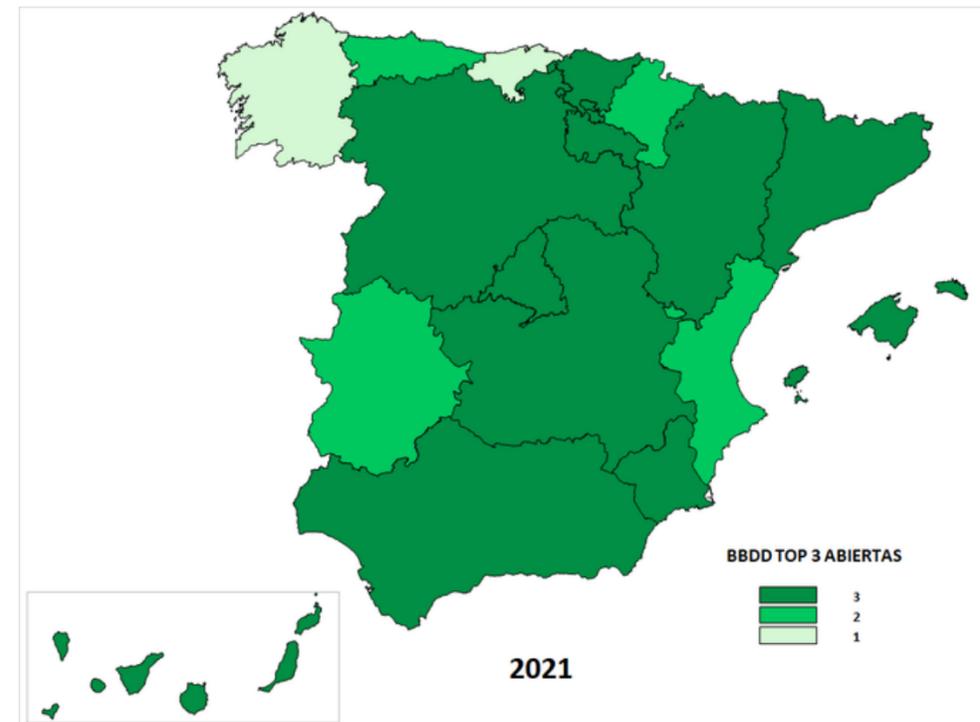
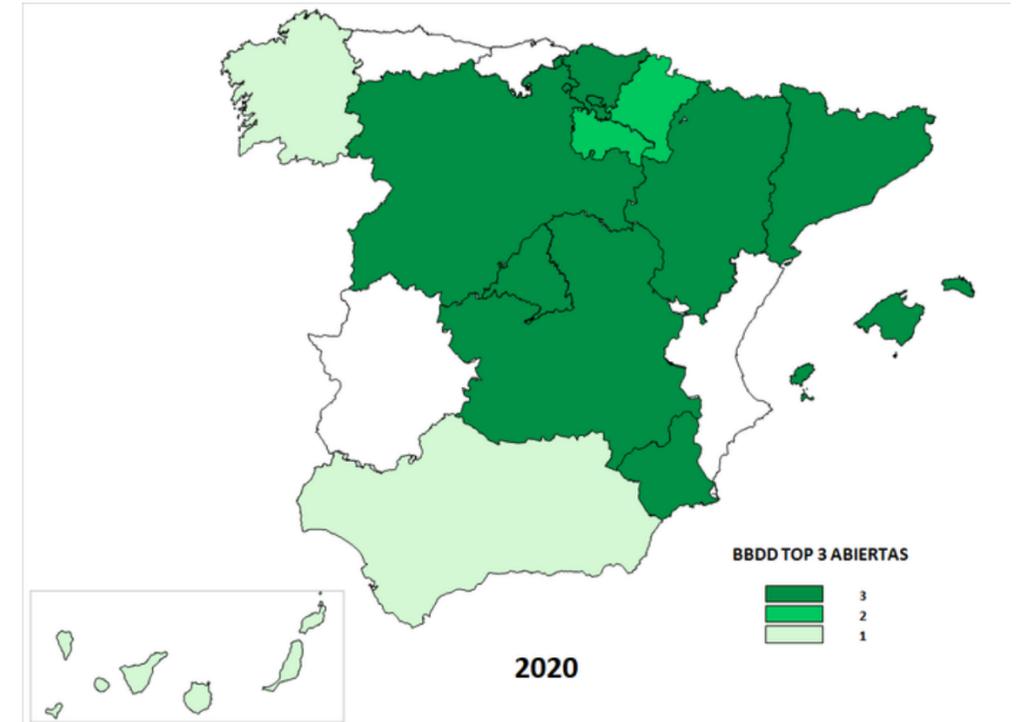
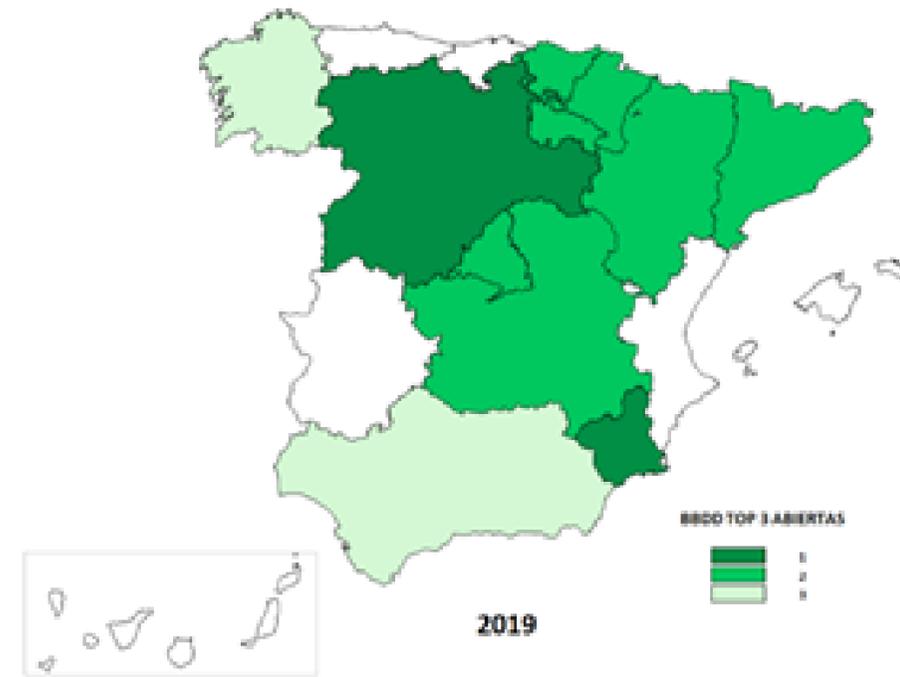
These open datasets have served as a good example and even help other regions acting as a guideline where the same steps can be followed, allowing us all to get closer to an ideal level of openness and transparency.



In previous editions of this report the Top 3 development has been shown and in this edition the evolution, achieved together with the 17 teams responsible for open data in the 17 regions over the last year will be presented.

Regarding the first Top 3 Asedie, currently, all the regions count on having at least two of the first three datasets open. 12 regions have all three datasets open, while eight of them have included the NIF (tax ID number), an unique indicator that not only helps to improve transparency but also makes the information a lot more reliable.

Next, thanks to the regions collaborative work, in the following maps the evolution from 2019 to 2022 is shown:



It can be observed, in the progress made from 2020 to 2021 all regions registered in having at least one dataset opened, now in comparison to this they all have a least two of the identified datasets opened.

If we focus one the first three datasets, the following progress has been noted:

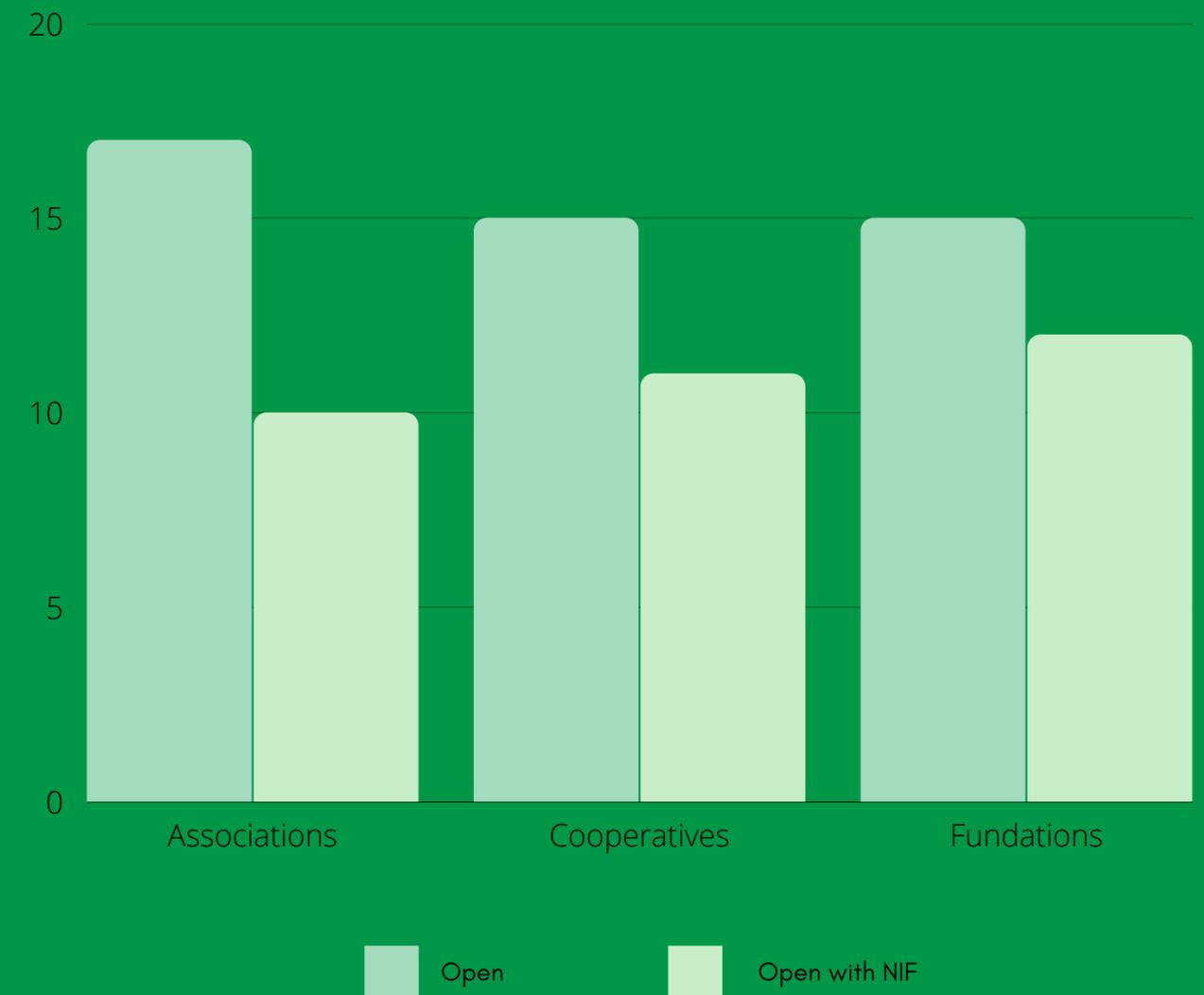
	Open 2019	Open 2020	Open 2021	Open 2022
Associations	9	11	17	17
Cooperatives	4	10	13	15
Fundations	7	10	13	15

Highlighting the following points:

- in 2019 the cooperatives dataset was open in only 4 of the 17 regions and today 15,
- the Canary Islands Government has published not only the cooperatives and fundations datasets, but also their corresponding annual accounts,
- the associations dataset is open in 17 regions.

Once the datasets have been opened, we analyze them, monitor them and request improvements such as:

- setting update periods
- including data of interest that increases the datasets value, such as the NIF (unique identifier that helps improve transparency and make the information more reliable). In many cases this information does not appear because it is not requested in the registration form or because its importance is unknown.



Taking a closer look at the second Top 3 Asedie; energy efficiency certificate register, SAT registries and industrial zones, the following progress can be seen:

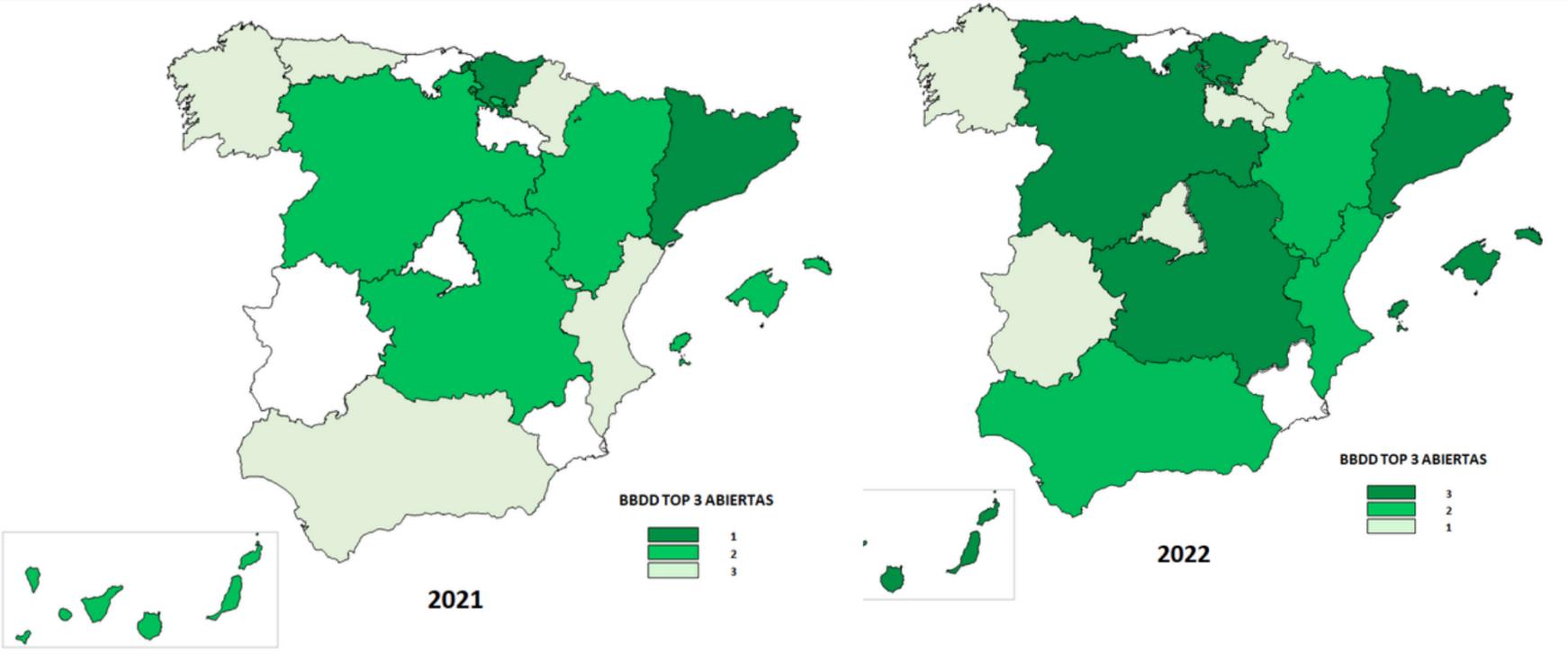
	Open 2020	Open 2021	Open 2022
EE Certificates	NA	8	15
SAT Registries	3	6	7
Industrial zones	2	7	10

It is worth noting the progress of the energy efficiency certificates in the last year, the database was included in 2020 replacing the commercial establishments dataset as the opening of this dataset could not be completed in all 17 regions as in some areas it is the Local Entities responsibility.

We cannot fail to mention the effort made by the Principality of Asturias in publishing the foundations, SAT registry and industrial zones datasets in March 2022, to have all 6 datasets opened.

There are currently 7 regions with all 6 datasets open: Asturias, the Balearic Islands, the Canary Islands, Castilla la Mancha, Castilla y León, Catalonia and the Basque Country.

In Asedie we continue to monitor the Top 3 Asedie, reflecting the advances in our reports and through our blog. We will also follow-up on these advances in the information that is collected and sent to the observatory included in the IV Open Government Plan and published in the [Transparency Portal](#).



The commitment presented by Asedie, and the Spanish regions represents Public-Private and Public-Public collaboration, and includes, among others: the presentation of formal requests to open datasets for their re-use to the 17 regions and 2 autonomous cities, working towards improving the access to public information, as well as the development of practices that favor its re-use.

Once again, we appreciate the collaboration and effort made by the regional open data teams, and we encourage them to continue working on opening and improving the information that they are responsible for.

Given the good results achieved and the progress made in the Top 3 Asedie initiative in collaboration with the 17 Spanish regions, we have started working on a new Top ASEDIE, in this case for the General State Administration. With this initiative we want to help overcome barriers that have been identified when accessing information held by them:

Requests denied due to administrative silence. The Administration chooses not to respond based on the Spanish re-use of public sector information law. This prevents the citizen and companies from being informed of the reason for the denial (which can be for various reasons: they do not hold the requested information, that there is a regulatory impediment...).

**First Top 3:  
Associations,  
Cooperatives  
y Foundations.**

**Open in 13  
regions**

**Second Top 3:  
Energy Certificates,  
Industrial zones  
y SAT registries.**

**Open in 7  
regions**



# RE-USE BARRIERS

Despite the undoubted progress that has taken place in recent years with open data, there are still barriers that make re-use difficult and sometimes even impossible. From Asedie's the point of view, the three main barriers in accessing public information faced today are:

Confusion between  
different regulations  
regarding the information  
access

Request denial due to  
administrative silence

Exclusion of all the  
information obtained by the  
Tax Administration and  
Social Security agencies for  
re-use



ASEDIE hoped that with the transposition of Directive 2019/1024 of the European parliament and of the council of 20 June 2019 on open data and the re-use of public sector information, that the precept of the exclusion of all the information obtained by the Tax Administration and Social Security Administration collected from obligated subjects, in the exercise of their functions that can be re-used, included in Law 2015/18 of July 9, which modifies the Law 37/2007, of November 16, on the re-use public sector of information, would be reviewed, and in this way allow the Spanish law to really be directed towards facilitating re-use by default, eliminating barriers and restrictions on access to public sector information.

But disappointedly, at the end of 2021 in the Royal Decree Law 24/2021, of November 2, in which eight European directives were transposed, one being the Directive 2019/1024 of the European Parliament and of the Council of June 20, 2019, regarding open data and the re-use of public sector information (art. 64), the barrier mentioned above remains intact regardless of the type of information requested.

This broad limitation is making it impossible for those who re-use public sector information to access data that is not confidential, nor is subject to secrecy or duty of secrecy.

Specifically, access for re-use of basic information related to companies that operate in the Spanish territory (that of legal entities and not natural persons) such as identification data, location data, contact data, activity description and confirmation of the operating status is made impossible.

Another barrier that we have not seen modified and that remains intact in the current Royal Decree Law 24/2021, is the access to public sector information request denial due to administrative silence.

In this line and after the results obtained at the end of 2020, once again the opening of varies datasets were requested from the General State Administration and the analyze to the responses are included in this report.

## Summary requests 2020, presented in 2021

To recap: In last year's report we presented an overview of the responses received to the information requests made to the General State Administration by ASEDIE.

In December 2020, we directly requested the opening of:

35 Bases de datos

9 Ministerios

11 Organismos



The result was surprising and severe:

- 83% of requests were denied due to administrative silence and
- 9% were left pending, since no response was ever received, we understood them as denied due to administrative silence as well.

The final result is that 92% of the 35 databases requested in December 2020 were denied due to administrative silence, leaving us without knowing the reason for the denial.

### Summary results 2021

In this edition to follow-up the analysis of the results obtained from the requests made in April 2021 have been included.

On this occasion we have requested 30 databases from 17 public institutions: 8 ministries and 9 public entities, the requests were made in two different ways: through the common general state administration registry and through the datos.gob website, where they assigned the request to the responsible entity.

30  
Datasets

8 Ministries  
9 Entities

Common  
registry AGE  
Datos.gob

Once again, we have been able to observe, that in a high number of occasions, the Administration chooses to not respond to the access to information requests, implying that the request is denied in application of article 10.8 of the Law 18/2015: "If no express decision has been issued within the maximum period established for resolving and notifying, the applicant may understand that their application has been rejected."

### Results: General State Administration common registry

15

responses were received to the 30 datasets requested.

11

of the 15 were denied, 10 of which belonging to the Social Security agency and the Tax agency.

3

indicated that they are not the competent body with a referral to the competent body.

1

informed that the information was already published and indicated where it could be found.



15 requests have not received a response and taking into account that these requests were made on April 28 2021, of July 1 they were considered as denied due administrative silence in other words 50% of the requests were rejected due to this barrier.

Putting the focus on the requests that were answered but the access to the dataset was denied, 10 of them, 33% of the total, fall under the jurisdiction of the Tax or Social Security agencies, the two organizations mentioned above that all the information obtained in the performance of their functions, regardless of the type of information requested is excluded from being re-used. The denial of these requests has mainly been based on the exceptions included in the re-use law.

From the results obtained, we can clearly see that the Spanish law on the re-use of public sector information, whose purpose should be to facilitate re-use, actually prevents it, through the outlined barriers. In this specific case, the law has directly influenced a negative response to 83% of the requests made.

## Results: Datos.gob

30

datasets were assigned to the corresponding public entity.

1

published

28

can be understood as dismissed as they have not continued to the next phase

1

In study - not viable - declined

With this it can be understood that 28 of the 30 requests, 93.3%, have been denied due to administrative silence.

On both occasions (in 2020 and 2021) when solicitating the information opening we have seen the same problem. There are several formats to request access to public sector information in Spain: via general platforms such as [datos.gob](https://datos.gob), which function as a facilitator, via a common registry that also forwards the requests to the corresponding public entities, or directly to the public sector body itself, but in the end, all the results are the same, a large number of requests are denied due to administrative silence or because of the exclusion for re-use of the information from the Tax and Social Security Agencies stipulated in the Spanish re-use of public sector information law.

From the infomediary agents' point of view these examples are considered a contradiction to the spirit and the objectives included in the European Directives related to these matters (Re-use of Public Sector Information, access to information and even transparency) in force at the present moment.

We hope that in the near future an authentic Spanish regulatory framework will be created that promotes transparency, open data and the re-use of public sector information.



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# SUCCESS STORIES

As in previous editions, we have incorporated different success stories from companies in our Sector. These companies provide, through information re-use, an added and necessary value in strengthening the business network, generating value and wealth as well as stability for economic growth and legal security in society.

More samples can be found on Asedie's website, which is updated throughout the year to included new cases.



# Business information browser extension

Infoempresa has developed the first extension for web browsers in order to offer business information of any company to users when they browse the internet.

It is a rich text technology where a company name is automatically identified and basic information about a company and its directors is displayed in a pop-up format.

This new functionality contributes to improving the user experience, providing official data on companies in Spain and thus perfecting digital reading.

Constant innovation in the digital environment is a priority for Infoempresa.com. The technology allows the incorporation of new functionalities and additional features not included in its initial development, contributing to offer an enriched experience in the consumption of business information.

# Finquietis – Invoice transfer platform between companies

Pouey international S.A. has launched a marketplace: Finquietis, an alternative platform to banking system that puts companies wishing to discount their bills in touch with investors who have liquidity. It is authorized by the Bank of Spain as a payment institution.

Data re-use is an essential element for the platform's operation. In fact, the data obtained ensures maximum efficiency when it comes to identifying the actual holders for the platform users. Thus it complies with the requirements of the Regulator in such important areas as the fight against money laundering or the containment of the financing of terrorism.

Another important aspect is that it is supported by a dynamic database, which allows legal or contact information on assigned debtors to be kept up to date.



# investiga® pro with access to Beneficial Ownership information

axesor, a world leader in global information services, offers investiga® pro, the most advanced commercial investigation and compliance system on the market. The platform exclusively incorporates the possibility of consulting Beneficial Ownership Databases from both the Mercantile Registry and the General Notary Council online.

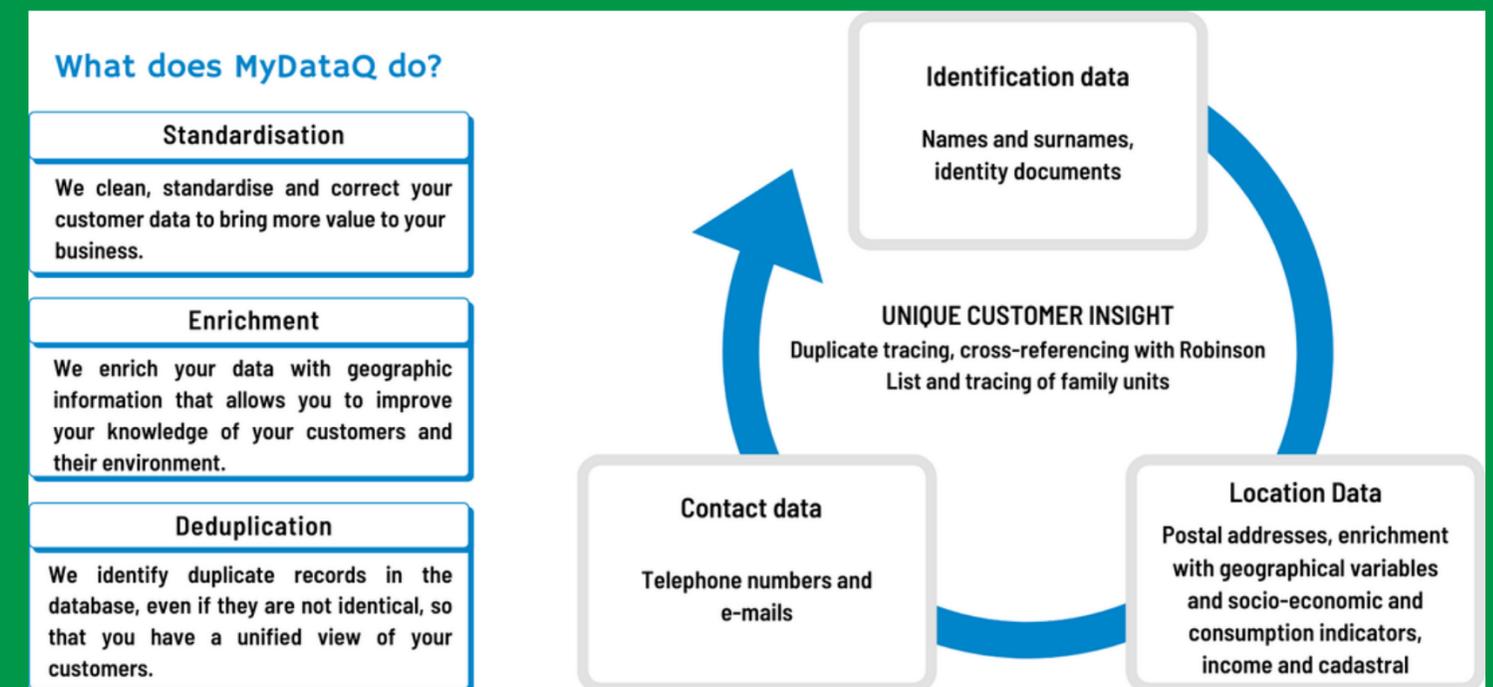
The combination of the Beneficial Owners official information together with the most advanced tool for corporate networks visual analysis and the most complete commercial and relationship information, allows our clients to:

- Optimize onboarding and customer identification processes.
- Monitor the portfolio for risk mitigation evolution, thanks to daily alerts, which also include Real Ownership changes.
- Guarantee compliance with the Due Diligence measures required in the Prevention of Money Laundering.

This novelty makes investiga® pro the most complete and innovative platform on the market both for Commercial Investigation and for the Prevention of Money Laundering.

## MyDataQ

MyDataQ is a system composed of software (logic) and huge data compilations (masters), which treats in an automated way the customer databases achieving the accuracy, uniqueness and veracity of the records included in them.



# OmniData Marketing

INFORMA has created Omnidata Marketing, a global brand under which it has encompassed more than 20 specific marketing services products.

INFORMA's OmniData Marketing is, therefore, a set of solutions, based on data, to respond to all the needs that may arise on each of the phases of a marketing plan:

- **Acquisition:** tools to find new business opportunities, customised B2B and B2C databases, leads generation.
- **Knowledge:** the most complete national and international information, with exclusive data to identify business and sector insights.
- **Optimisation:** unique resources in the market to improve the quality of your leads, geolocation and customised predictive models.

INFORMA offers an initial consultancy that analyses each customer's situation and identifies their marketing needs to boost their businesses with the most up-to-date information and powerful tools for customer acquisition and knowledge.

# PLN Audit reports automated processing

The Audit Reports automated processing has allowed us to convert this unstructured data into actionable information, and thus:

- **Process** all the Audit Reports published in the Mercantile Registry.
- **Automatically capture** who the auditor is, what opinion they have of the firm, if they have doubts about its continuity, what accounting items they refers to and what is said about the firm.
- **Simultaneously incorporate** business information from the Annual Accounts and the auditors validity verification, facilitating decision-making with complete information.



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# PUBLICO SECTOR GOOD PRACTICE EXAMPLES

Due to the different competencies in the autonomous regions, in Asedie we observed that, in occasions, there is not a coordinated open data movement. Each ministry, region, entity, or province... opens its information according to its resources, depending on the budget, technology or, for example, personnel. For this reason, we believe that not only public-private collaboration, but also the public-public collaboration is of vital importance.

Sharing Public Sector good practices is one of the tools that can help the Administration, as these examples are already up and running and allow other entities to follow the same steps and not have to duplicate resources or start from scratch.

As in previous editions, we once again present public sector good practices examples, this time from the Junta de Andalucía and Ciudades Abiertas.

In this edition, both with the success stories and the good practice examples, the transversality of both geospatial information and the infomediary sector becomes evident, which is why it can be difficult to put a value on it.



The Andalusian Statistics Institute, in collaboration with other regional and State Administration bodies, publishes the Andalusian Productive Spaces (ESPAND), the project, Andalusian Productive Spaces Inventory and Characterization (EEPP) offers useful information on industrial land, the companies and their location in these spaces.

The objectives of the project are:

- Characterize the productive spaces in Andalusia, integrating detailed information on the industrial zones and technology parks located in Andalusia, as well as the cataloging the industrial companies installed in the region with accordance to activity sectors.
- Build an intelligence tool that promotes the productive spaces in Andalusia and integrates information available from different Information Systems.
- Make the available information on productive spaces and their infrastructures, as well as on the companies installed within them throughout the region accessible to economic agents and citizens in general.

The information is accessed through a cartographic viewer, which offers navigation and filtering tools for both spaces and companies, providing individualized information on both industrial areas (including infrastructure and cadastral parcels), as well as the establishments located in them, through an interactive query in the aforementioned viewer. In addition, the company information (company name, activity, employment, and postal address) can be downloaded for processing by users who wish to do so.

The viewer constitutes a useful tool for the promotion of the Andalusia's EEPP as it allows information on vacant lots, identifying the specializations of said spaces, or learning about technical aspects of the infrastructures and equipment they offer can be obtained, in addition to the opportunities that are open to other companies and the general public when the companies postal addresses are available.

The project integrates different data infrastructures such as the Andalusian Companies and Establishments with Economic Activity Directory, the Andalusia Unified Digital Street Map, the Cadastral General Directions cartographic and alphanumeric database, the DERA Repository's layer of Productive Spaces, as well as information provided by supply companies such as electrical infrastructure (lines and substations), gas pipelines and telephone operators.





# CIUDADES ABIERTAS

Open Cities: design and development of an innovative, open, and interoperable platform in clear alignment with the National Plan for Smart Cities.

Main objective: the full development of Open Government policies in cities, through a determined promotion of interoperable data publication, the development of participatory processes and the publication of services that favor transparency by default.

The project, which meets collaboration, re-use, and interoperability objectives, is structured in:

Definition and publication of a new vocabularies catalogue:

- 11 vocabularies have been developed corresponding to a series of data sets selected by the municipalities.
- Reached consensus on the vocabularies use to harmonize dataset publication in a homogeneous manner.
- Examples have been developed for the rapid understanding and replication of vocabulary, as well as webinars for each of them.

Development solutions for open data publication:

- An open data API REST has been published and documented
- Adaptation tasks of databases and annotations have been developed.
- Adaptation of APIs to existing catalogs and to the CKAN API: which facilitates the federation in datos.gob.es as well as in other portals.

Methodology definition that facilitates the Participatory Processes design, development and management, not only adapting to the diverse casuistry of the participating municipalities, but it can also be extrapolated to any other entity.

- Actions on the Zaragoza City Council Open Government Platform Facilitate the platforms portability and its re-use by other entities. The developments have been published in the Technology Transfer Center (CTT).
- Actions on the Madrid, A Coruña and Santiago (Consul) City Councils Open Government Platform.
- For each module, a series of new functionalities and evolutionary developments have been defined.

Transparency: Guidelines for a type of Transparency Portals implementation based on Open Data, a Transparency Indicators Common Catalogue Preparation, Proposal for a type of Transparency Dashboard.

Consensual visualization services development that facilitates access, use and understanding of the data that is published. Obtaining thus improvements in transparency and the citizens understanding of decisions that are made. Visualizations have been developed on the data sets (Organization-Organigram, Open Contracts, Population and Subsidies).



# CONCLUSIONS

The future lies in the data economy. In ASEDIE we understand the economic change that our society will experience in the short term, promoted by data as a new value of general interest, thus, we recently changed our corporate identity, strengthening the purpose with which we will work to promote the data economy. From the association we are committed to companies that work with public or private data to generate value-added services and products.

This report, which ASEDIE proudly publishes as the 10th edition, identifies 701 companies dedicated to infomediary activity in 2022. It represents a growth of 58% compared to the first year the report was published, 2013. This spectacular growth in the number of organizations is accompanied by data that fills all the players in the sector with confidence.

In 2022 our market employs close to 23,000 professionals, compared to almost 10,000 in 2013. This extraordinary increase in the creation of jobs related to data, technology, and other disciplines in our industry, reinforces the entire sectors positioning.

The employment of qualified professionals translates into higher income for infomediary companies. In 2022 the market as a whole will exceed 2,000 million euros in turnover compared to 899 million euros in 2013. This represents a growth in sales of 130%.

With this data, we cannot look at the future in any other way than being optimistic. We are witnessing a historic moment in which all sectors rely on information to improve their competitiveness and results. The new data economy represents an extraordinary opportunity for all infomediary companies. The experience and developments in our sector will be part of the economic engine that society needs to grow again in the coming years. From ASEDIE we face this as an exciting challenge. We will accompany, as we have done for years, companies in the growth and expansion necessary for the economy in general to evolve in a sustainable way.

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