

# Corporate Data + Monetization

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# Corporate Data

## Basic Questions:

- Data provided about companies?
- Why do companies provide data?
- How do others profit?
- How can data be obtained?

# Which data provided?

- General Corporate Data
- Regulation Data
- Financial Data
- Energy Data
- Advertising Data
- Business Registers
- Lobbying Data

# Reasons for Providing Data

- Openness as PR factor
- Legal obligation (monopoly; financial laws)
- Outsourcing development tasks
- Lots of modern companies are data-driven (Twitter, Facebook etc.)

# How others profit

- Better access to information
- Accountability
- Better overall transparency
- Making ends meet - linking information
  - Which businesses have the same owner?
  - Routing transnational connections

# General Corporate Data

- Facebook provided specs on data center in Oregon (Open Compute Project - [opencompute.org](http://opencompute.org))  
[networkworld.com/news/2011/040711-facebook-shares-its-data-center.html](http://networkworld.com/news/2011/040711-facebook-shares-its-data-center.html)
- Pan-European Portal:  
[publicdata.eu/dataset?groups=economy](http://publicdata.eu/dataset?groups=economy)
- Overview on Open Government Partnership Countries:  
[blog.okfn.org/2012/04/16/how-open-is-corporate-data-in-open-government-partnership-countries](http://blog.okfn.org/2012/04/16/how-open-is-corporate-data-in-open-government-partnership-countries)

# Regulation Data

Agencies in charge of competition / antitrust issues regularly publish results and lists

- European Commission (Director General for Competition)  
[ec.europa.eu/competition/index\\_en.html](http://ec.europa.eu/competition/index_en.html)
- Bundeskartellamt: [bundeskartellamt.de/EN](http://bundeskartellamt.de/EN)
  - On Fuel Prices: [is.gd/markttransparenzstelle](http://is.gd/markttransparenzstelle)
- Bundesnetzagentur: [bundesnetzagentur.de](http://bundesnetzagentur.de)
  - Number of mobile phone customers:  
[is.gd/mobilfunkteilnehmer](http://is.gd/mobilfunkteilnehmer)
  - Renewable Energy: [is.gd/bnetza\\_eeg\\_monthly](http://is.gd/bnetza_eeg_monthly)

# Financial Data

- World Bank: [finances.worldbank.org](https://finances.worldbank.org)
  - Background: [is.gd/worldbank\\_ofd\\_background](https://is.gd/worldbank_ofd_background)
- Aggregation by Quandl (all datasets are open & free): [quandl.com/OFDP-Open-Financial-Data-Project](https://quandl.com/OFDP-Open-Financial-Data-Project)
- Background: [openeconomics.net](https://openeconomics.net)
- Open Finance - not “open” in the terms used here: [openfinance.com](https://openfinance.com)



# Energy Data

- World Energy Council: [worldenergy.org/data](http://worldenergy.org/data)
- Europe: [energy.publicdata.eu/ee/index.html](http://energy.publicdata.eu/ee/index.html)
- EU Buildings Data: [buildingsdata.eu](http://buildingsdata.eu)
- Vattenfall - Grid data
  - Berlin: [netzdaten-berlin.de](http://netzdaten-berlin.de)
- Quota of renewable energy per state: [energymap.info](http://energymap.info)
- Solar Energy (roofs and shapes)
  - Leipzig: [solardachkataster.leipzig.de](http://solardachkataster.leipzig.de)
  - Rostock: [opendata-hro.de/en/tag/Energie](http://opendata-hro.de/en/tag/Energie)

# Business Registers

- European Business Register (in progress, not open)  
[e-justice.europa.eu/content\\_business\\_registers\\_at\\_european\\_level-105-en.do](http://e-justice.europa.eu/content_business_registers_at_european_level-105-en.do)
  - [ebr.bundesanzeiger-datenservice.de](http://ebr.bundesanzeiger-datenservice.de)
- Open Data Charter for G8 states - dataset list:  
[is.gd/g8\\_collective\\_action](https://is.gd/g8_collective_action)
- Bundesanzeiger (only partly free): [bundesanzeiger.de](http://bundesanzeiger.de)
- Unternehmensregister (only partly free):  
[unternehmensregister.de/ureg](http://unternehmensregister.de/ureg)

# Business Registers II

- Open Corporates - info from all over the world:  
[opencorporates.com](http://opencorporates.com)
- Open Corporate Data Project:  
[opencorpdata.com](http://opencorpdata.com)
- Future Project - OrgPedia:  
[dotank.nyls.edu/orgpedia](http://dotank.nyls.edu/orgpedia)
  - Demonstration: [tw.rpi.edu/orgpedia](http://tw.rpi.edu/orgpedia)

# Lobbying Data

- US Senate Lobbying Register: [senate.gov/legislative/Public\\_Disclosure/LDA\\_reports.htm](https://senate.gov/legislative/Public_Disclosure/LDA_reports.htm)
- US Overview: [opensecrets.org/lobby](https://opensecrets.org/lobby)
- European Transparency Register: [europa.eu/transparency-register](https://europa.eu/transparency-register)
- LobbyFacts Data API (prototype): [api.lobbyfacts.eu](https://api.lobbyfacts.eu)
- Germany: None (only lobbyist list at Parliament): [bundestag.de/dokumente/lobbyliste](https://bundestag.de/dokumente/lobbyliste)
- MachtVZ (Combination, experimental): [machtvz.okfn.de](https://machtvz.okfn.de)

# Open Data and Businesses

- Businesses + Business Models (Deloitte UK study)

Suppliers; Aggregators; Developers/Applications;  
Data Enrichment; Enablers

- Use Cases

- Premium: [europeanhospital.info](http://europeanhospital.info)
- Freemium
- Open Source: [opencorporates.com](http://opencorporates.com)
- Demand-oriented: [infochimps.com](http://infochimps.com)

# Providing Data

## Open Data Institute's Business Models

- Freemium: Basic free product + added value product
  - i.e. pay for API access or more recent data
- Cross Subsidy: Wider sharing and use of data as a goal
  - More customers, better information flow
  - Partly outsourcing R&D (+ buying apps afterwards)
- Network Effects: Different organizations in a group
  - Collaboratively maintain datasets
  - Grow a market for products and services

[theodi.org/guide/how-make-business-case-open-data](https://theodi.org/guide/how-make-business-case-open-data)

# Case Studies on Business

- New Zealand:  
[ict.govt.nz/guidance-and-resources/case-studies/open-data](http://ict.govt.nz/guidance-and-resources/case-studies/open-data)
- Berlin (20 - 50 m € / year expected):  
[tsb-berlin.de/media/uploads/publikationen/2014\\_Digitales\\_Gold\\_Open\\_Data.pdf](http://tsb-berlin.de/media/uploads/publikationen/2014_Digitales_Gold_Open_Data.pdf)
- Corporate Use of OGD (Master Thesis):  
[cdn.open3.at/wp-content/uploads/2012/06/MM-OGD-JH-Final-v2.pdf](http://cdn.open3.at/wp-content/uploads/2012/06/MM-OGD-JH-Final-v2.pdf)
- Open Data 500 (USA): [opendata500.com](http://opendata500.com)

# Open Data 500

- Comprehensive study of US companies using government data for business + products
- Running Survey
- Mostly federal data
- Stats: [opendata500.com/stats](https://opendata500.com/stats)
  - Data/Tech; Finance/Investment the strongest
  - Dept. of Commerce's data used the most
  - Revenue: Advertising, paid-for services, referrals to other businesses



# Corp Data: Problems

- Asymmetric data flow: Big data companies take in much more than they let out
- No compulsory activities (by agreement or law): quality and reliability can vary strongly
- Companies might sell data generated out of open data
- Governments reluctant on opening up corporate data

[access-info.org/en/open-government-data/242-closed-world-corporate-transparency](https://www.access-info.org/en/open-government-data/242-closed-world-corporate-transparency)

# Further Information

- Tony Hirst, "Mapping Corporate Networks and Public/Private Spending Using Open Data":  
[w3.org/2013/04/odw/odw13\\_submission\\_8.pdf](http://w3.org/2013/04/odw/odw13_submission_8.pdf)
- Extensive article on linked open corporate data:  
[tw.rpi.edu/weblog/2011/12/01/twc-undergrads-visualize-linked-open-corporate-data](http://tw.rpi.edu/weblog/2011/12/01/twc-undergrads-visualize-linked-open-corporate-data)
- O'Reilly on Business Models and Deloitte Study:  
[radar.oreilly.com/2013/01/open-data-business-models-deloitte-insight.html](http://radar.oreilly.com/2013/01/open-data-business-models-deloitte-insight.html)
- Article on Open Data 500 (TechRepublic):  
[techrepublic.com/article/open-data-500-proof-that-open-data-fuels-economic-activity](http://techrepublic.com/article/open-data-500-proof-that-open-data-fuels-economic-activity)