The Business of OPEN DATA

Hjálmar Gíslason, founder & CEO
DataMarket

Twitter: @datamarket
Barack Obama

Tim Berners-Lee

Hans Rosling
14 of 193 countries
Thousands of man-years in data gathering
Just Iceland

Just weather data
Thousands of man-years in data gathering
Hundreds of thousands of man-years in data gathering made available to us!
What have we done with it so far?
Track and discuss what’s new in your neighborhood.

Choose a city…

Boston
Charlotte
Chicago
Los Angeles
Miami
New York
Philadelphia
Portland
San Francisco
San Jose
Seattle
Washington, DC
Case Study: How Open data saved Canada $3.2 Billion

14 April 2010 | David Eaves | 10 Comments

Note: I'll be on TVO's The Agenda with Steve Paikin tonight talking about Government 2.0.

Why does open data matter? Rather than talk in abstract terms, let me share a well documented but little known story about how open data helped expose one of the biggest tax frauds in Canada’s history.

It begins in early 2007 when a colleague was asked by a client to do an analysis of the charitable sector in Toronto. Considering it a simply consulting project, my colleague called the Canada Revenue Agency (CRA) and asked for all the 2005 T3010s – the Annual Information Returns where charities disclose to the CRA their charitable receipts and other information – in Toronto. After waiting several weeks and answering a few questions, the CRA passed along the requested information.

After spending time cleaning up the data my colleague eventually had a working excel spreadsheet and began to analyze the charitable sector in the Greater Toronto Area. One afternoon, on a lark, they decided to organize the charities by size of tax-receipted charitable donations.
Some **fantastic** examples of data journalism

The Jobless Rate for People Like You

Not all groups have felt the recession equally.

- **All races**
  - White
  - Black
  - Hispanic
  - All other races

- **Men and Women**
  - Men
  - Women

- **All ages**
  - Ages 15 to 24
  - Ages 25 to 44
  - Age 45 and older

- **All education levels**
  - Not a high school graduate
  - High school graduate
  - College graduate

**UNEMPLOYMENT RATE, 12 MONTH AVERAGE, ENDING SEPT. '09**

8.6%

For all men and women

Note: 12-month rates are shown because monthly estimates for small groups are not reliable.
But mainly a long list of apps
Apps for Democracy
Apps 4 Democracy Finland
Apps 4 New South Wales
App My State
Apps for Happy Kids
Apps 4 Climate Action
Apps 4 Edmonton
Apps 4 Finland
Civic Apps
Apps 4 Ottawa
Apps for Development
NYC Big Apps
Apps 4 Democracy Germany
NYC Big Apps 2.0
Apps for America 1
Apps for America 2

Hack Warwickshire · Hack de Overheid · Mix & Mash NZ · Mashup Australia
Nettskap 2.0 · Abre Datos · OpenUp · Competition Public Data In Play · Design for America
We were promised that Open Data would
We were promised that Open Data would cause a wave of innovation
We were promised that Open Data would cause a wave of innovation and change the face of journalism.
We were promised that Open Data would cause a wave of innovation, change the face of journalism, and rid us of corruption in politics and business.
We were promised that Open Data would cause a wave of innovation, change the face of journalism, and rid us of corruption in politics and business.
We were promised that Open Data would cause a wave of innovation and change the face of journalism, change the world, and rid us of corruption in politics and business.
Every Business
Every Business

Every Household

Every Organization
Most of them don’t know it
Most of them
don’t know it …yet
In order to realize the value of Open Data we must...
In order to realize the value of Open Data we must...

make all of the data easily accessible
In order to realize the value of Open Data we must make all of the data easily accessible and help people discover it.
In order to realize the value of Open Data we must...

make all of the data easily accessible

help people discover it

while keeping it open and free
Find and understand data

Visualize the world’s economy, societies, nature, and industries, and gain new insights.

100 million time series from the most important data providers, such as the UN, World Bank and Eurostat.

Search for: [gold prices]

Sample data

Manufacturing, value added (annual % growth)
-16.47
↓ 16.61
Source: World Bank
Published: 09. Feb. 2011

Adjusted savings: carbon dioxide damage (% of GNI)
0.39
↓ 0.02
Source: World Bank
Published: 09. Feb. 2011

Highlights

Iraq, Oil and the EU
Published: 22. Mar. 2011
Imports of oil from Iraq to the European Union, linked to some major events in the history of the conflict in the Persian gulf.

Casualties in Afghanistan
Published: 16. Mar. 2011
A few facts and figures about casualties among civilians and British troops in the war in

Updates

25. Mar. 2011 — Fish Pool
Fish Pool index weekly spot prices: fresh salmon SUP3-6 kg FCA Oslo

25. Mar. 2011 — Fish Pool
Fish Pool forward prices: fresh salmon SUP3-6 kg FCA Oslo

25. Mar. 2011 — Xignite
International currency cross exchange rates

25. Mar. 2011 — Xignite
New York Mercantile Exchange (NYMEX) energy swaps

25. Mar. 2011 — Xignite
London metal fixings
Metal spot prices

Selection: Gold: Closing price  Units: US dollars

Metal spot prices

Sources: Xignite
Licenses: Metal spot prices

You are allowed to copy and redistribute the data as long as you clearly indicate the data provider as the original source.
Police prepare for violent minority at anti-cuts march

Met draws up new tactics as TUC insists Saturday's event will be 'family protest'

- 298 comments
  - Wear sensible shoes, don't arrive early – and enjoy
  - Guide to who will be protesting on Saturday
  - Priyamvada Gopal: From Tahrir to Trafalgar
  - Cif panel: Why we are marching on 26 March

Nato considers taking over Libya war

Decision likely before foreign ministers from countries involved in anti-Gaddafi campaign gather in London

- LIVE blog: Libya and Middle East unrest
- British military's modest role in no-fly zone
- In pictures: Libya assault continues
- Mark Mazower: Libya remembers, we forget
- Arrest in Libya over Yvonne Fletcher murder

London metal fixings

Units: US dollars per oz  Selection: Gold; Evening

Source: Xignite
Latest data: 23.3.2011

Special report: government cuts

The human cost of the spending cuts
More than 100,000,000 time series
14,000+ data sets
782 years
1279 - 2061
Data that is open and free remains open and free on DataMarket
Data that is open and free remains open and free on DataMarket...just easier to find and use
Where is the **business** in that?
Business Models
Business Models

#1 Specialized apps or services
Business Models

#1 Specialized apps or services

#2 Advertisements
Business Models

#1  Specialized apps or services

#2  Advertisements

#3  API subscriptions
Business Models

#1 Specialized apps or services

#2 Advertisements

#3 API subscriptions

#4 Subscriptions to additional features
Business Models

#1 Specialized apps or services

#2 Advertisements

#3 API subscriptions

#4 Subscriptions to additional features

#5 Premium data sales
Business Models

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#5 Premium data sales
More than 100.000.000 time series with unique visualization tools!
Sign up in 60 seconds. Maybe even less.

Free account
No credit card required
Find and visualize any public data
Compare and combine data sets
Link events to time series
Export data
Save and share your findings

Pro account
$59/month
Everything in the free version PLUS
Custom live reports
Scheduled reports via email
Excel, PDF and image export
Connect Excel to live data

API access
Requests per month
Up to 500 $99
Up to 10,000 $299
Up to 100,000 $799
To order or request further information...

Premium data
Premium datasets such as market research, financial market data, and analyst forecasts are available to any subscriber regardless of subscription plan. Prices for access to premium datasets vary. Prices are displayed before purchase.
Open Data has to prove its value for public sector efforts to continue.
We need to... think beyond the apps
We need to...

think BIG