



FIND AND UNDERSTAND DATA

The Business of
OPEN DATA

Hjálmar Gíslason, founder & CEO
DataMarket

Twitter: @datamarket



Tim **Berners-Lee**



Barack **Obama**

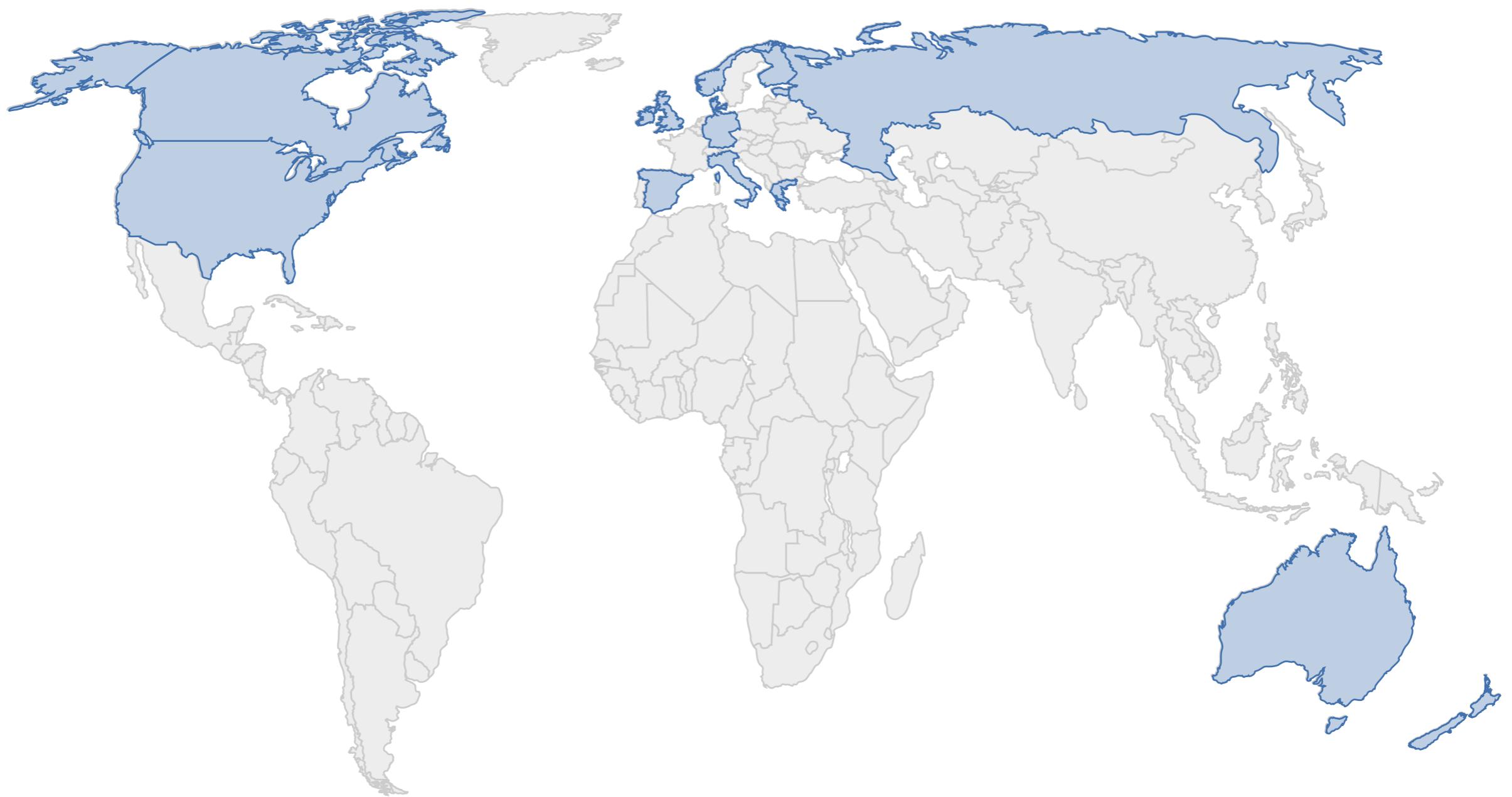


Tim **Berners-Lee**



Hans **Rosling**







14 of 193 countries



Thousands
of man-years in data gathering



Hornbjargsviti



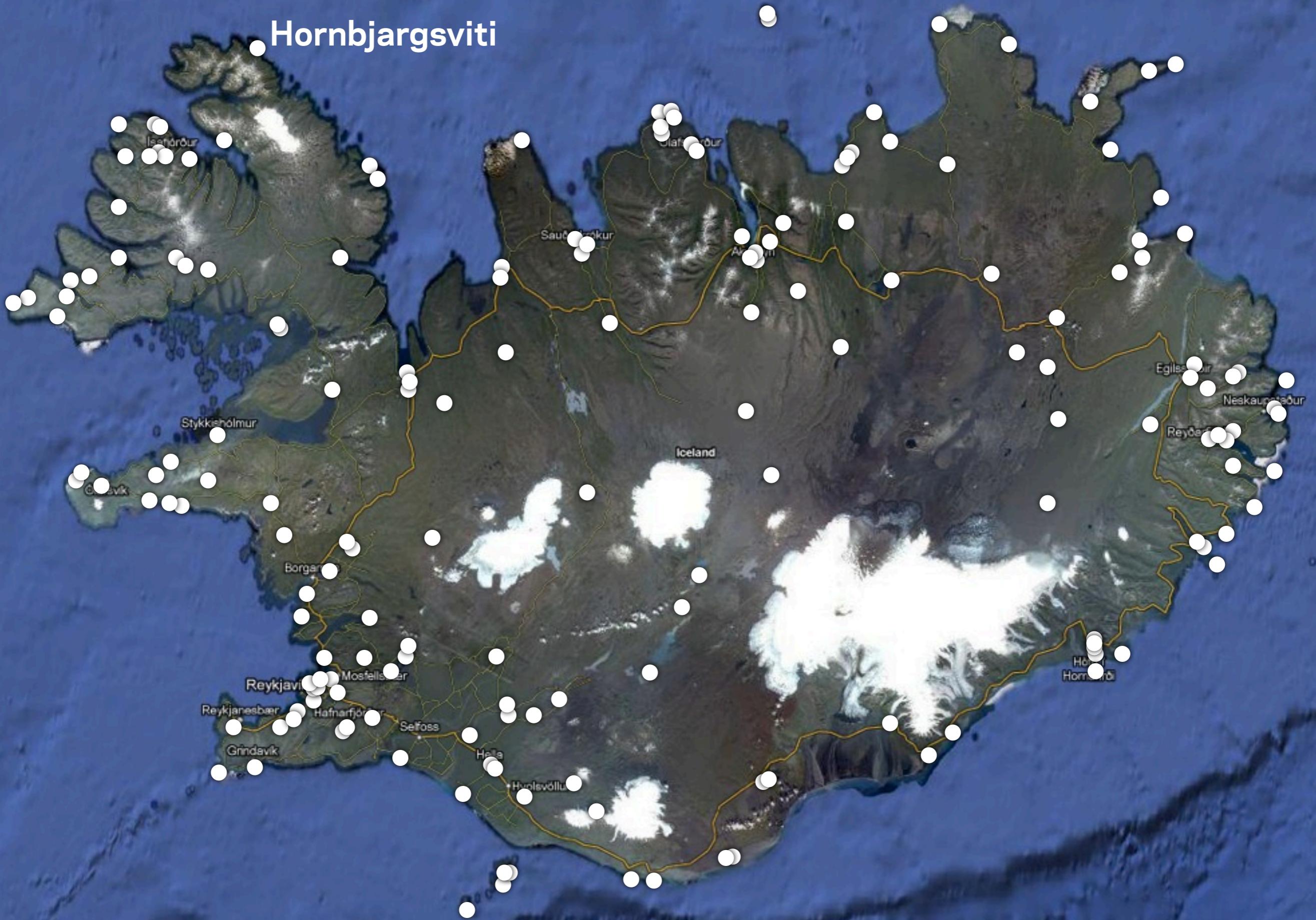
Hornbjargsviti

Eyjafjallajökull

Hornbjargsviti



Hornbjargsviti





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A satellite image of the Earth, centered on Iceland. The image shows the island of Iceland with its characteristic ice-capped mountain peaks, the North Atlantic Ocean to the west, and the Arctic Ocean to the north and east. The continents of Europe and North America are visible in the background.

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?

Some cool innovation

EveryBlock A news feed for your block

Track and discuss what's new
in your neighborhood.

Choose a city...

- BETA** Atlanta
- Boston**
- Charlotte**
- Chicago**
- BETA** Dallas
- BETA** Detroit
- BETA** Houston
- Los Angeles**
- Miami**
- New York**
- Philadelphia**
- Portland**
- San Francisco**
- San Jose**
- Seattle**
- Washington, DC**

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The screenshot shows the EveryBlock interface for New York City. At the top, there's a navigation bar with links for 'Public records', 'Articles', 'More', 'Explore Neighborhoods', and a search bar. Below the navigation, a section titled 'Restaurant inspections' displays a map of New York City with green dots indicating inspection locations. A detailed sidebar provides information about the section, mentioning the source is the New York City Department of Health and Mental Hygiene, and it's updated daily. The main content area features a bar chart titled '2,573 restaurant inspections' showing the number of inspections per week from December 13, 2008, to January 12, 2009. The chart shows a peak in inspections around week 18 (mid-January).

Some corruption exposed

eaves.ca

if writing is a muscle, this is my gym

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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.

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Search



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ongoing topics

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[MP Jim Abbott: The Face of the Sad State of Open Data in Canada](#)

[Launching an Open Data Business: Recollect.net \(Vantrash 2.0\)](#)

[The Curious Case of Media Opposing Government Transparency](#)

[Today in the Toronto Star: End the silence on aid](#)

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Suggest edits:

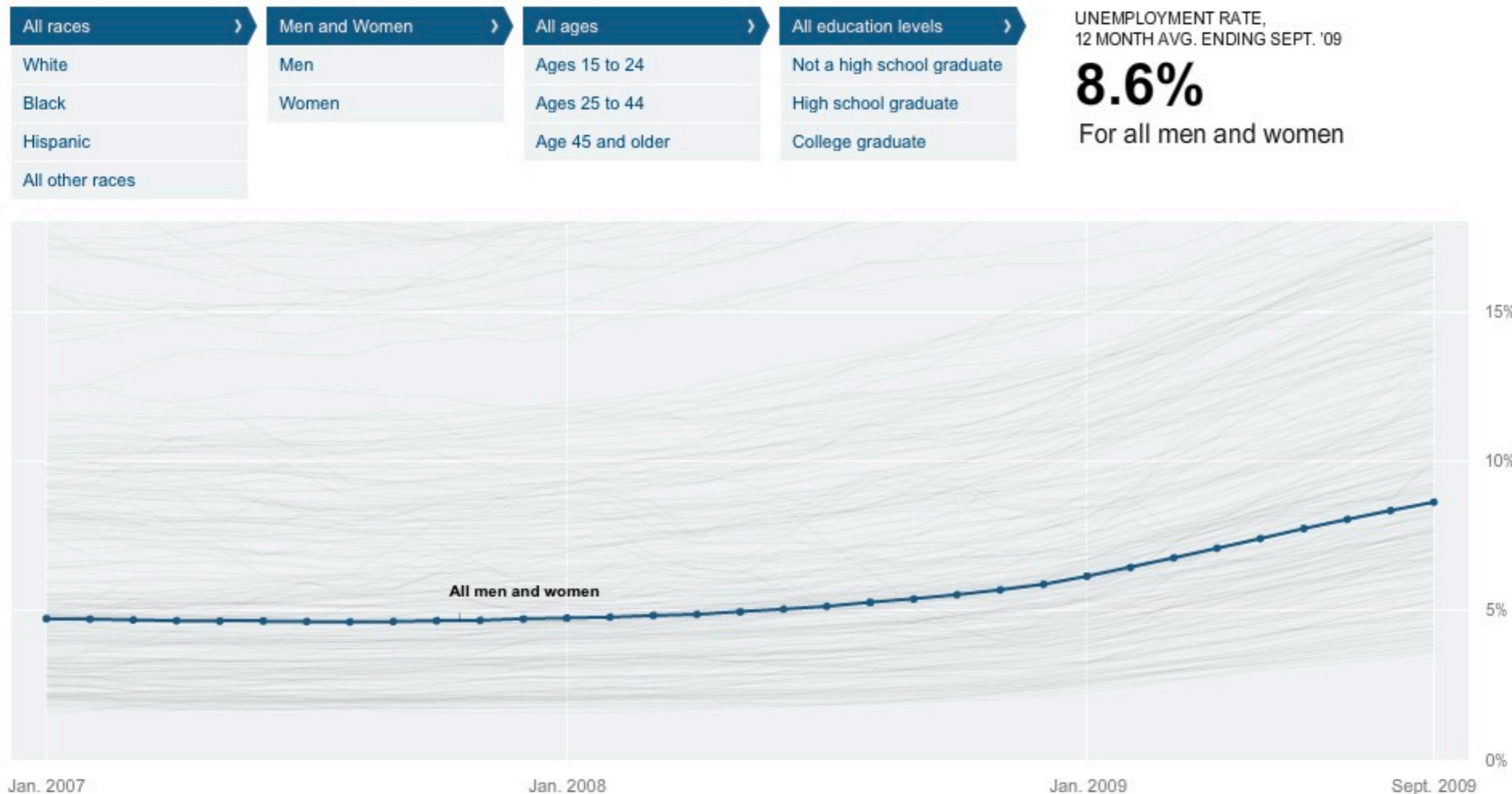


Some fantastic examples of data journalism

Published: November 6, 2009

The Jobless Rate for People Like You

Not all groups have felt the recession equally.



Note: 12-month rates are shown because monthly estimates for small groups are not reliable.



TWITTER

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

We were promised that Open Data would

We were promised that Open Data would
cause a wave of innovation

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change the face of journalism

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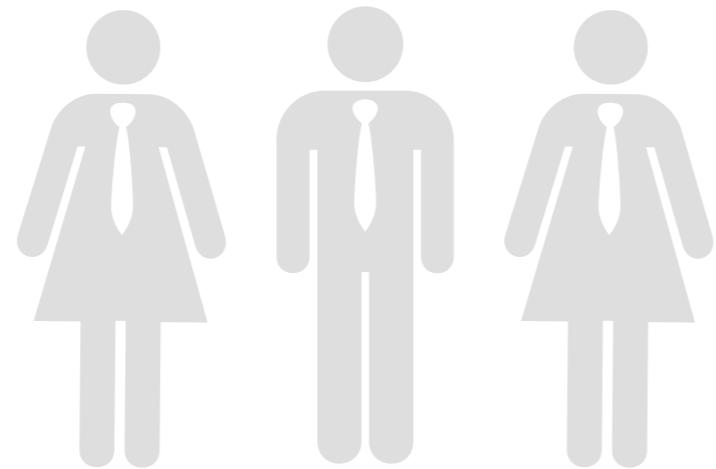
We were promised that Open Data would

cause a wave of innovation
change the world

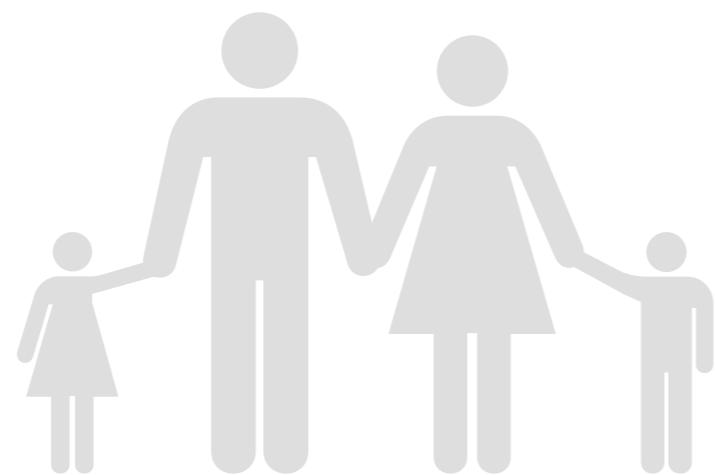
rid us of corruption in
politics and business



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**

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

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BP One of the most widely respected and authoritative publications in the field of energy economics, used for reference by the media, academia, world governments and energy companies.

CDIAC (Partial data) The Carbon Dioxide Information Analysis Center (CDIAC) is the primary climate-change data and information analysis center of the U.S. Department of Energy.

Gapminder Foundation Gapminder is a non-profit promoting sustainable global development and action. United Nations Millennium Development Goals.

United Nations The United Nations Statistics Division (UNSD) of the Department of Economic and Social Affairs (DESA) launched a new internet based data service for the global user community.

U.S. Geological Survey The USGS is a science organization that provides impartial information on the health of ecosystems and environment, natural hazards, resources and the impacts of climate and land-use change.

World Bank The World Bank is an international financial institution that promotes foreign investment, international trade, and capital investment in developing countries in order to fight global poverty.

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Search for:

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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

[See more](#)

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
Metal spot prices

25. Mar. 2011 — Xignite
London metal fixings

24. Mar. 2011 — Eurostat
Participation in education and training by type, sex, age groups and labour status - %

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- [United Nations](#)
- [U.S. Energy Information Administration](#)
- [U.S. Geological Survey](#)
- [World Bank](#)
- [Xignite](#)
- [Other providers ...](#)

Datasets

You are currently viewing 1 to 13 of 13.



[Total reserves including gold valued at London gold price \(current US\\$\)](#)

World Bank — Yearly from 1965 to 2008



[Gold, valued at year-end London prices \(current US\\$\)](#)

World Bank — Yearly from 1965 to 2008



[Retail prices of some commodities and services 1996-2011](#)

Statistics Iceland — Monthly from Nov. 1996 to Feb. 2011

Whisky, Ballantine's Gold Seal 12 years, 700 ml, bottle ... Kindergarten, full price, (Reykjavik, 8 hours per day), per month
Consumption Price

[Metal future prices](#)

Xignite — Daily from 05. Jan. 2000 to 24. Mar. 2011

Price type ... CBOT Gold ... Gold mini-sized CBOT ... Gold COMEX ... Settlement price



[Metal spot prices](#)

Xignite — Daily from 02. Jan. 2000 to 24. Mar. 2011

Price type ... Australian Gold Nugget ... Gold ... Gold (New York) ... Closing price



[Financial aggregates - monthly data](#)

Eurostat — Monthly from Jan. 1980 to Dec. 2010

Share price indices (average) ... Foreign official reserves, including gold in million euro (end of period)



[Gross value added by kind of activity 1990-1997](#)

Statistics Iceland — Yearly from 1990 to 1997

Gross value added, market prices ... Gross value added, basic prices ... Total, basic prices ... 626

Retailing of watches, jewellery gold and silver

Government Public finance Output

CHARTS

TABLE

▼ Metal spot prices

US dollars

 Filter dimensions

Type

- Britannia
- Double Eagle
- Gold
- Gold (New York)
- Krugerrand
- Manx Noble
- Maple Leaf
- Mexican 50 Peso
- New Sovereign
- Old Sovereign
- Palladium
- Palladium (New York)
- Platinum
- Platinum (New York)
- Silver
- Silver (New York)

Price type

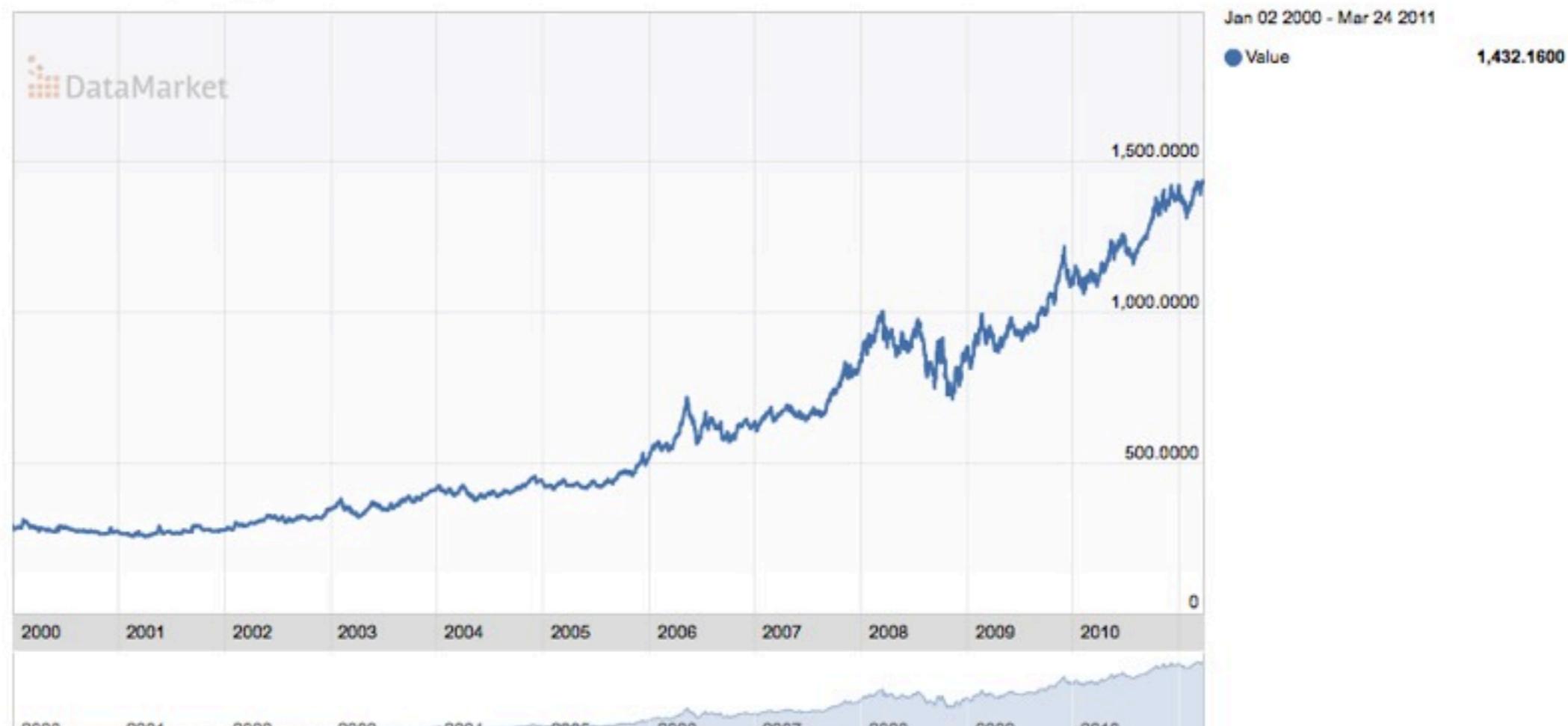
- Closing price
- High price
- Low price

[+ Add dataset](#)[→ Visualize](#)

1 time series selected.

Metal spot prices

Selection: Gold; Closing price Units: US dollars



Selected period (yyyy-mm-dd): 2000-01-02 - 2011-03-24

Periods: 6M 1Y 3Y 10Y All

Sources: Xignite

Licenses: Metal spot prices

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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



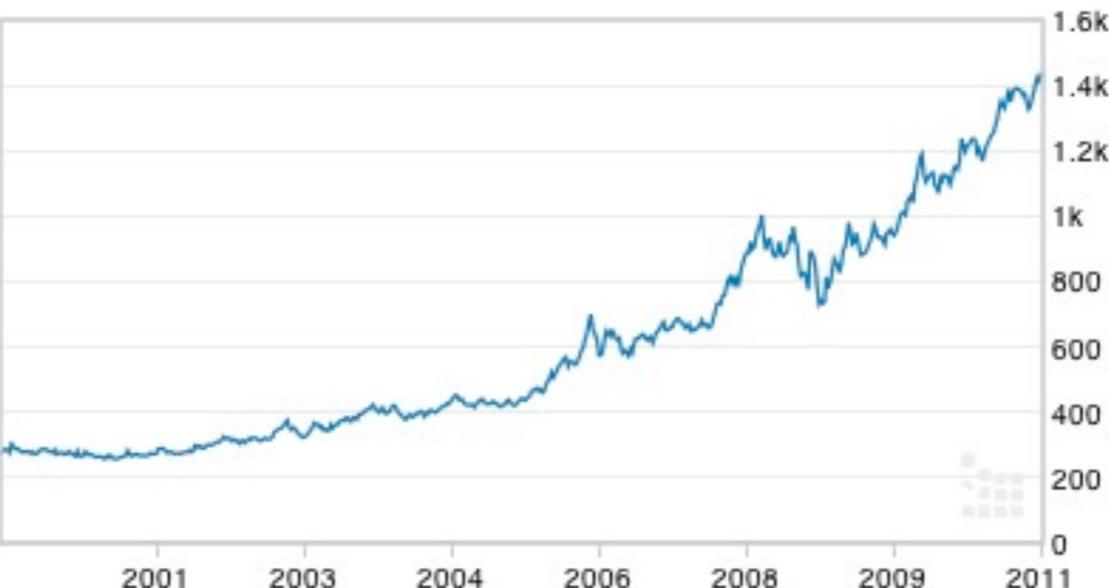
Decision likely before foreign ministers from countries involved in anti-Gaddafi campaign gather in London

-  [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](#)

'Night stalker' jailed for life

London metal fixings

Units: US dollars per oz Selection: Gold; Evening

Source: Xignite
Latest data: 23. 3. 2011 [Explore this data](#)**University fees**
Track the charges**Special report: government cuts**

The human cost of the spending cuts

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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

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#2 **Advertisements**

#3 **API subscriptions**

#4 **Subscriptions to additional features**

#5 **Premium data sales**

Business Models

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#3 **API subscriptions**

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#1 **Specialized apps or services**

#2 **Advertisements**

#3 **API subscriptions**

#4 **Subscriptions to additional features**

#5 **Premium data sales**

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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



FIND AND UNDERSTAND DATA

Hjalmar Gislason, founder & CEO

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