



Aalto University
School of Business

Open Data Ecosystem

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High expectations for open data

“Overall economic gains from opening up PSI [public sector information] and providing easy access for free or marginal cost of distribution could be up to EUR 40 billion for the EU27”

-G. Vickery, 2011



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Openness

1. Technical openness

- Interfaces and standards

2. Legal openness

- Contracts, copyright, privacy, data protection, national security etc

3. Commercial openness

- Price of access (?) and service design

► (Lindman, Rossi, Tuunainen. 2013. Open data research agenda, HICSS,2013)

Data is the new oil (?)



Where are we now?

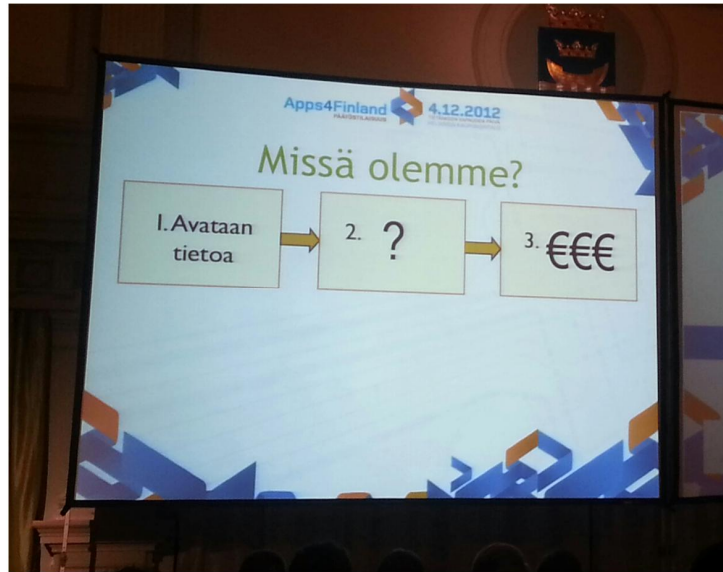
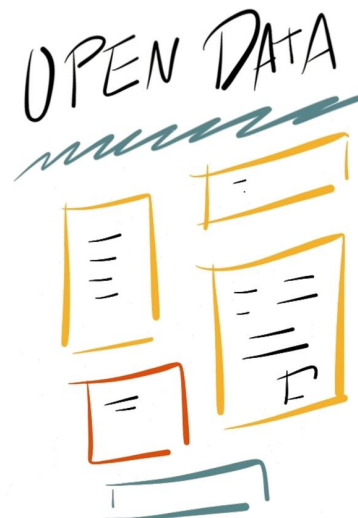


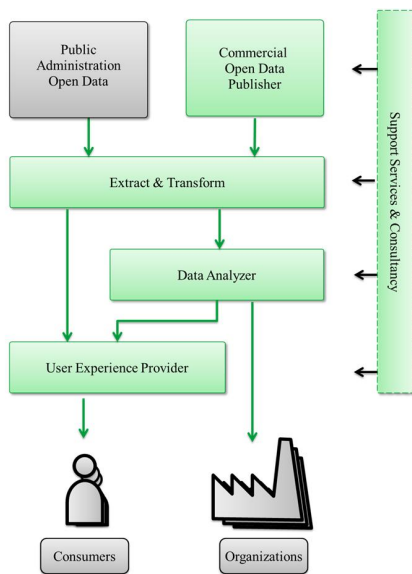
Photo taken from a presentation in Apps4Finland, 4.12.2012

Study of business models and emerging ecosystem

- Business model elements as a foundation for analysis
- Multiple case study of Apps for Finland competitors
- Resulted in descriptions of the value chain and value networks of open data

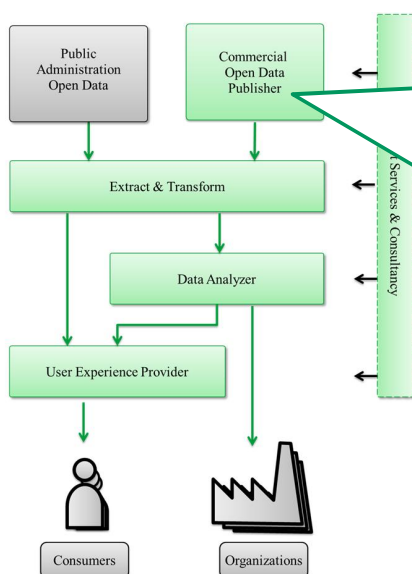


Five value network profiles were identified



- Companies with similar offering were grouped together under same value network profile

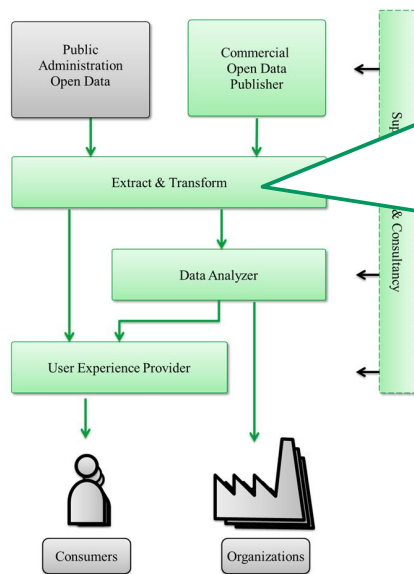
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1. Commercial open data publisher (1 organization)

- Publish open data and save costs by crowd-sourcing, e.g. client development or data analysis

Five value network profiles were identified

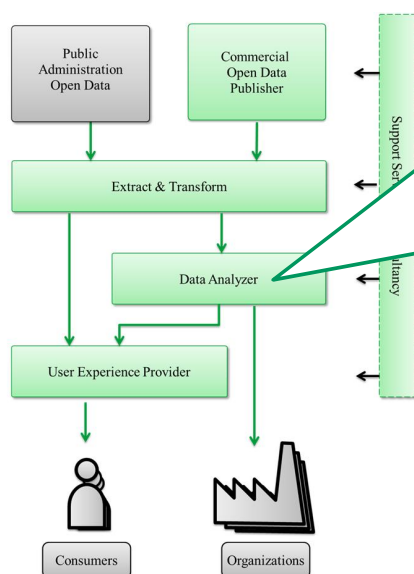


2. Extract & transform

(All companies / 1 organization)

- I. All companies performed E&T as a part of their data analysis process
- II. One organization released source code to extract and transform open data with free to use license

Five value network profiles were identified

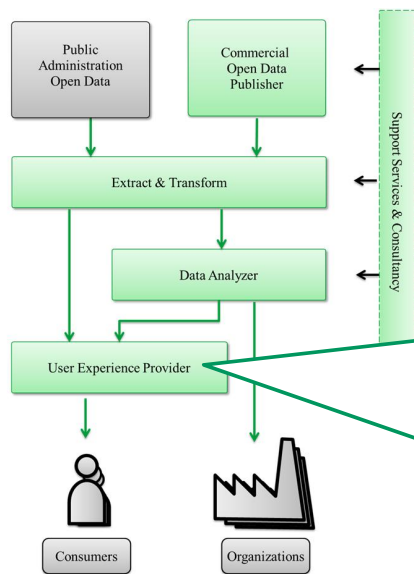


3. Data analyser

(3 companies)

- I. Create valuable content, such as visualizations, from open data
- II. Gather data from several sources and perform algorithm-based analysis to create new knowledge

Five value network profiles were identified

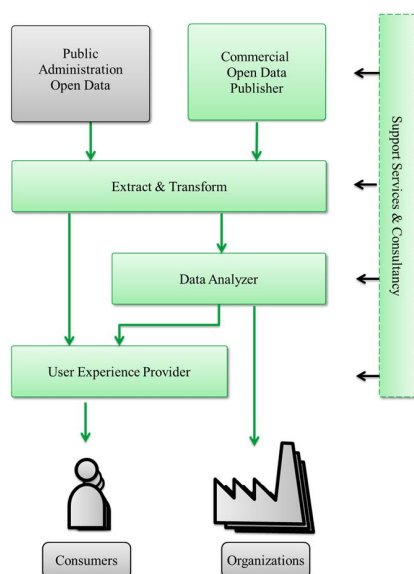


4. User experience provider

(7 companies)

- I. Utilize open data to create attractive websites or mobile clients
- II. Revenue model as with any other web-based company: adds, subscription, freemium or donations

Five value network profiles were identified

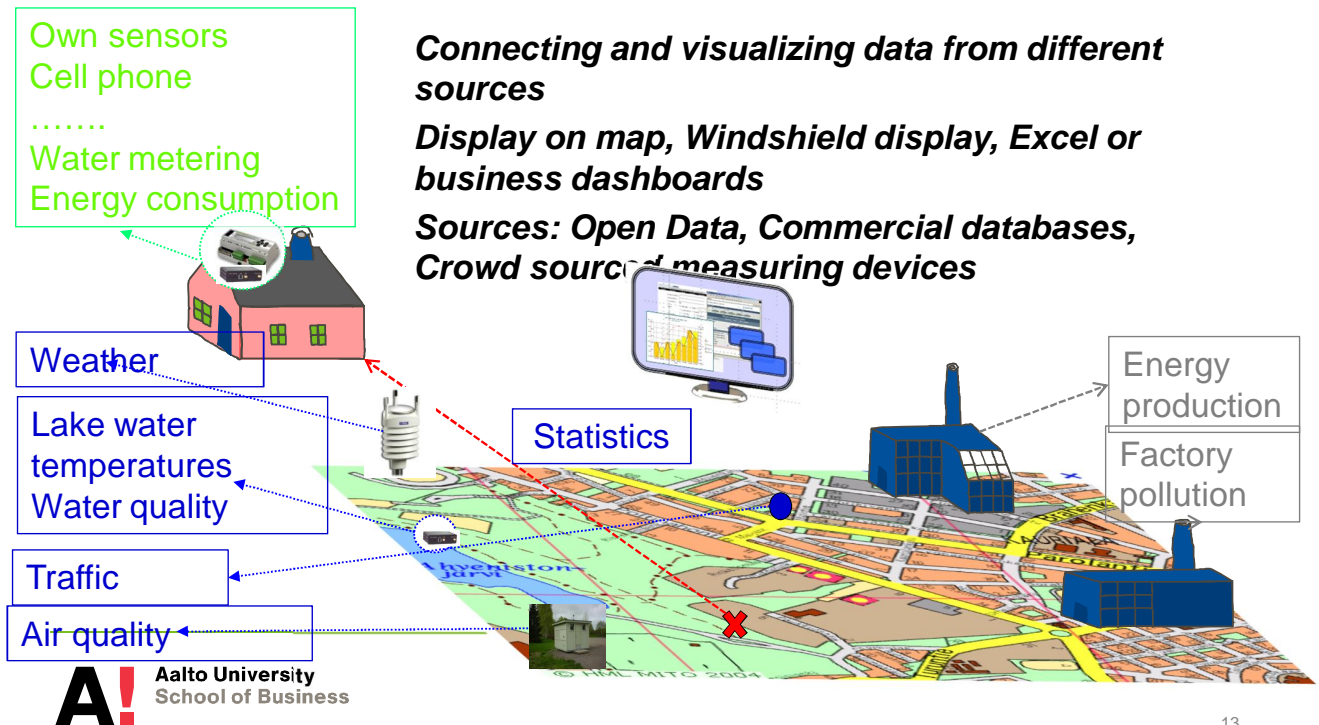


5. Support services and consultancy

(2 companies)

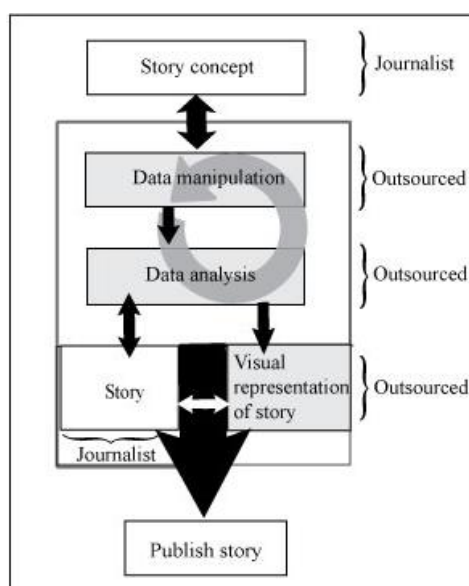
- I. Consulting on open data issues, such as, data openings
- II. Create analyses or applications as a subcontractor

Ecosystem example: crowdsourced environmental impact measurement



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Outsourced chain model for data journalism



The open data media creation process can be broken into pieces and outsourced like any other work

- Data manipulation and extraction specialists can be used
- This can be a flexible way of future production of more interactive and less "newspaper like" material



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