



**Working Party on  
the Information Economy**

**Public sector information and content  
OECD analysis**

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# Outline of work so far

- **Objectives**

- Analyse the economic and social benefits of increasing access to public sector information and content
- Build the basis for further analysis

- **Outline of analysis**

1. Taxonomy of PSIC and stylised value chains
2. Commercial use of public sector information
3. Increasing access to public sector content
4. Identification of policy issues



# Potential of PSIC

- Knowledge is a source of competitive advantage in the information economy
- Public bodies create and hold a wide range of knowledge-intensive information and content (demographic, economic, meteorological data -> books, art works, historical documents)
- Public sector information can be important source of innovative value-added goods and services
- Commercial use and wider spread of PSI have potential economic and social benefits



# Potential of PSIC

- Government commitment that citizens access national cultural heritage – literature, paintings, monuments
- Digitisation of cultural and education resources
  - Improving access to users
  - Reaching groups with no prior interest
- OECD countries have many programmes which use new tools for cultural and educational content to improve access and expand interest
- Preservation of digitally created content (audio, video)



# The PSI value chain

- PSI is “raw material” for goods and services applications across a wide range of industries
- Geographic and meteorological information have greatest economic use and potential
- New Location-based and Mobile services applications
- Importance of cross-border services interoperability
- Industry structure - higher value added producers replace intermediate (monopoly) distributors
- Public and private roles changing – new partnerships



# The PSI value chain

**Which access, cost, pricing and distribution models maximise economic and other benefits of PSI?**

- Easy and cheap (marginal/distribution cost pricing) access to PSI for commercial re-users to develop value-added services. Arguments on **user** side around:
  - **Distribution efficiency and new low-cost services**
  - **Double payment -- once for creation, second time when purchasing from commercial re-user**
- Cost-recovery (average cost pricing) with potentially limited (no) access, and expensive access. Arguments on **provider** side:
  - **Management of cost and pricing models, monopoly and competition issues and distribution of revenue streams**
  - **Impacts on commercial spill-overs**



# Public sector content issues

- In-house capacities and sustainable financing
  - Budget constraints make efficient digitisation a challenge for small and regional institutions
  - Revenue streams for creation, storage and digitisation efforts
- Public-private partnerships and the development of new markets are expanding alternatives
- Networks and interactive communities may allow cost reductions along the lines of open software development
- Copyright issues: challenges for content preservation and diffusion as public sector may not hold copyrights to recent cultural content



# Next steps

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- OECD recommendation?
  - Aims
  - Elements (see e.g. Agenda Annex Box 1)
- Further analysis and collection of information?
  - Rationale, advantages, disadvantages and effects of access, cost, pricing and distribution models
  - Comparative case studies of PSI commercialisation
  - Impacts of projects to digitise public sector content
  - Information on policies for commercial use and improved access, and the impacts and outcomes of these policies