

OPEN DATA NOW

An Opportunity as Big as the Web

WHAT IS OPEN DATA?

- * Accessible public data that everyone can use to launch new ventures, analyse patterns, make data-driven decisions and, solve complex problems.



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WHAT WILL BE NEXT?

- * Gavin Starks (Open Data Institute's CEO) thinks that Open Data is like the Web in the early 90', powerful but no one knows which shape will have.

TYPE OF DATA

- * Open Data includes any data from any source.
- * The information must be accessible for everyone and meets a few specific conditions.
- * The most important point, the data must be licensed in a way that it can be reused.
- * Bad example of Open Data: <http://www.juntadeandalucia.es/datosabiertos/portal/catalogo/detalle/13882.html>

USAGE

- * Developing new marketing strategies.
- * Investors uses it to direct their money taking less risks.
- * Companies are more transparent (and attractive for investors).
- * Scientist and researchers share the data early and openly.
- * Websites help consumers to make better decisions (Skycanner).

What is the difference with Big Data?

- * In contrast to Big Data, in Open Data the data is public and the information is gathered for a purpose.

Five Open Data Business Archetypes

- * **Suppliers:** publish data freely (<http://developer.reittiopas.fi/pages/en/home.php>).
- * **Aggregators:** collect data, analyse it and collect money for it.
- * **Developers:** design and sell web-based business (<https://sports-olanigan.c9.io/>).
- * **Enrichers:** uses the Open Data to enhance their products and services.
- * **Enablers:** charge companies to make easier the usage of Open Data.

Snowden Case

- * The author mentions that the data has to be revealed by a person or organization that has permission for it.
- * Snowden revealed several secrets of different Governments that are affecting negatively to a lot of people.
- * What do you think about this assertion?