



Survey of Information services market in the Czech Republic

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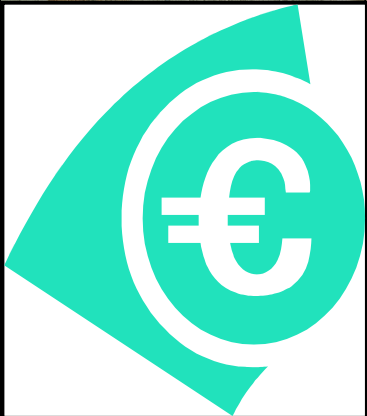
Introduction

- Professional information sources = wide variety of services
- Common objective: to support of the growth and prosperity, to help increasing of competitiveness
- Common features:
 - The content is more important then the form
 - Mostly paid
 - Information as a production factor



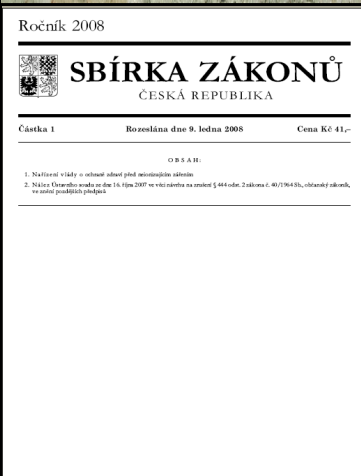
Information services market

- „Information service“ – focused provision of information that can assist to firms in support of business activities development
- „Information services market “ – provision of information services for fees (paid) based on supply and demand
- Provision of information for free also influences the market of information services



Initial legal framework

- No specific regulation from the state (neither no special support)
- Important thing: WHO is a provider?
 - public sector
 - private (commercial) sector
- „Public services“
 - services providing according to the policy measure, based on the law
 - for general welfare, in common internets



Initial legal framework

- Public sector:
 - Freedom access to information Act No. 106/1999 Coll. (as amended by later acts – so called Access Law (Information Act))
 - In step with European Directive 2003/98/EC on re-use of Public Sector Information
- Libraries:
 - Library law No, 257/2001 Coll.
- Media:
 - Press law No. 46/2000 Coll.
- Generally necessary to respect:
 - Personal data protection Act
 - IPR law (Copyright Act)
 - Commercial Code and others

Information services market

- Many points of view how to categorize IS market, e.g. according to
 - the content (scientific, business, legal...)
 - the distribution channel (off-line, on-line)
 - the form (text, voice, picture, data)
 - the medium (discs, telecommunication networks)
 - the price (charged, free)... and many others
- Our point of view: the sector of a provider
 - Information services of public sector
 - Information services of private sector

Public sector information services

- Public sector – the biggest producer of information
- Trends:
 - more and more openness towards public
 - easy publishing and dissemination of information thanks to ICT usage
- Provision of information by public sector (according the Information Act)
 - by request
 - to publish (through electronic means)



Public sector information services

- Charging policy of public sector
 - some information free of charge (Companies register, statistical data, Collection of laws etc.)
 - some information charged (historical databases, time series, real estate cadastre, business register on CD and others)
- Is it really market?
 - information provision and charging policy are not managed by supply and demand
 - there are political decisions
 - real information services market is impressed with it (and disturbed)
 - provision of value added services by public sector is considered as „unfair competition“

Public sector information services

- Services of libraries (in other papers)
- Public (statutory) media (governed by public law)
 - Czech Radio, Czech TV and Czech News Agency ČTK
 - created by law (media of public service)
 - Czech Radio and Czech TV are paid from licence (concessionary) fees
 - ČTK operates on market base (sells its information products), i.e. it is a participant of information services market



Private information services

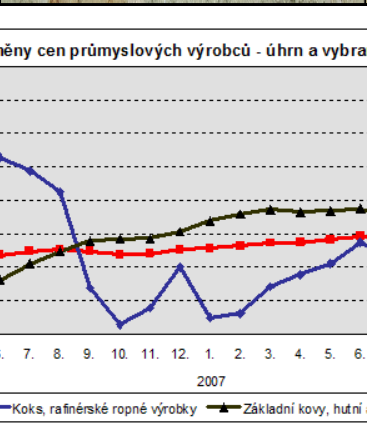
- „Information industry “ – content industry
 - considered as „lucrative“ (profitable)
 - information = special kind of goods that is not spoilt or reduce by consumption
- Criteria of efficiency – ratio of:
 - initial costs for creation of information product (e.g. data sources, human effort for add value, SW development, infrastructure etc.)
 - price, that consumer is willing to pay
 - number and frequency of repeated sales

Attractiveness for the consumer

- What is a consumer willing to pay for?
 - for information content (data, information)
 - for form, functionality (application, services, user friendly interface, convenience)
- Information content
 - original – especially gained, created mostly as an author craft, it is available nowhere else
 - taken over, adapted – originally created by somebody else, available as well as by other ways
 - often the original content is created with using of taken over content (based on other original content), derived and adapted

Attractiveness for the consumer

- The most of information is taken over
- To compel to buy it is necessary to add value
- Presentation attractiveness
 - different composition and layout of data, eye-taking graphics, possibilities of printing and other processing
- Functionality
 - searching (by many criteria), possibility to save profiles, selection of information, linking, merging
- Data integration
 - unification of data from many different dispersed sources, matching, cleaning, consolidating and making data consistent
- Distribution, availability
 - on-line accessing and retrieval, delivery of data in format & time demanded by customers



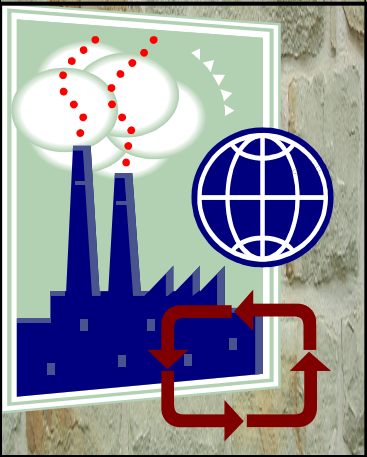
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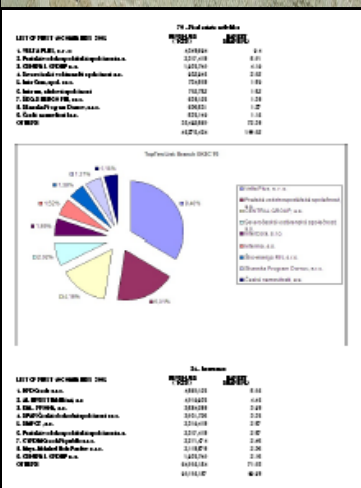
Kinds of information usable in companies

- What is a purpose of information?
- Which business activity will need it? (R&D, marketing, financial/risk management)
- 3 categories (for simplification) :
 - information about other companies
 - information about the industry
 - information about the territory



Information on other companies

- What is the role of the company we are interested in?
 - competitor, supplier, customer, business partner, investor, investment target, debtor, creditor etc.
- According to the role, we select the information scope
 - business (formal, office) information
 - credit information (property relations, financial situation, financial health, payment discipline, credibility)
 - human resources quality (board, executives, employees, quality of governance)
 - R&D activities, innovations
 - marketing strategy
 - ... and many others (screening)



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Information on industries

- Examples of information spheres:
 - General conditions for doing business (regulation, barriers to entry, dependence on other industries)
 - Competitiveness (other companies competing in the industry → information on companies)
 - Business demography (birth and death rate of new businesses, the structure of sector and reasons of the features)
 - Economic situation (share of the industry on the economy, economic characteristics and figures, trends, mean/average values, investment attractiveness)
 - Scientific, R&D activity in the industry (scientific discoveries, inventions, patents)
 - Marketing information (trade figures, consumers behaviour, consumption figures)

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Top Industries

- [Aerospace/Defense - Major Diversified](#)
- [Auto Manufacturers - Major](#)
- [Biotechnology](#)
- [Business Software & Services](#)
- [Chemicals - Major Diversified](#)
- [Communication Equipment](#)
- [Conglomerates](#)
- [Diversified Computer Systems](#)
- [Diversified Investments](#)
- [Drug Manufacturers - Major](#)
- [Electric Utilities](#)

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Information on territories

- Every transaction and activity is related to a particular territory with specific conditions
- Examples of information spheres:
 - Geographical characteristics
 - Socioeconomic characteristics (macroeconomic, industrial, territorial)
 - Political system (political stability)
 - Legal rules and law enforcement
 - Fiscal policy and tax system
 - Economic policy and other policies, economic and monetary development
 - Security, criminality
 - ... and many others



Who will provide all this demanded information?

- Companies themselves
- Public sector
- Media
- Database centres and libraries
- Non-profit sector
- Financial institutions
- Research agencies
- Information services providers (information agencies)
- Software providers
- Advisory companies



Barriers restraining development

- On the demand side
 - Lack of awareness of necessity to use information
 - Ignorance of supply of available information services
 - Cost saving (cost cutting in the wrong place)
- On the supply side
 - Inaccessibility of some kinds of Public Sector Information
 - Affecting of fair competition environment
 - Ignorance of end users needs and demands



Conclusion

- Information services market exists more than 160 years
- Impact of IT: information are faster and better available, but it effects overloading by information
- Be aware of need of information
- Find out if information exists and where
- Gain, understand, process and use it



The way how to prevail over the competitors fight!





Thank you for your attention

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