Open: Unlocking value

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DIGITAL AROUND THE WORLD IN 2018
KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION: 7.593 BILLION
INTERNET USERS: 4.021 BILLION
ACTIVE SOCIAL MEDIA USERS: 3.196 BILLION
UNIQUE MOBILE USERS: 5.135 BILLION
ACTIVE MOBILE SOCIAL USERS: 2.958 BILLION

URBANISATION: 55%
PENDENTRATION: 53%
PENDENTRATION: 42%
PENDENTRATION: 68%
PENDENTRATION: 39%

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU, INTERNET: INTERNETWORLDSSTATS, ITU, EUROSTAT, INTERNETIVESTATS, CIA WORLD FACTBOOK, MIDEASTMEDIA.ORG, FACEBOOK, GOVERNMENT OFFICIALS, REGULATORY AUTHORITIES, REPUTABLE MEDIA, SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK, TENCENT, VKONTAKTE, KAKAO, NAVER, DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).
INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION

GLOBAL AVERAGE: 53%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.
GLOBAL MOBILE DATA GROWTH

TOTAL MONTHLY GLOBAL MOBILE DATA TRAFFIC (UPLOAD & DOWNLOAD), IN EXABYTES (BILLIONS OF GIGABYTES)

MONTHLY MOBILE DATA USED BY THE AVERAGE SMARTPHONE WORLDWIDE: 2.9GB

ANNUAL GROWTH OF SOCIAL MEDIA USERS
YEAR-ON-YEAR INCREASE IN THE NUMBER OF PEOPLE USING SOCIAL MEDIA IN EACH COUNTRY vs. JANUARY 2017

Sources: Facebook; Tencent; VKontakte; Kakao; Naver; Ding; TechRasa; SimilarWeb; Kepios Analysis.
Note: Penetration figures are for total population, regardless of age.
2002: First Creative Commons Licence

2010: UK Open Government Licence

2013: Revised directive on the re-use of public sector information (the 'PSI Directive')

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Wikipedia

- 15,000,000,000 visits per month
- 5 million new articles in 2017
- English Wikipedia has 5 million + articles
- 290 Wikipedia encyclopedias
- 40 million articles in 299 different languages
- 119 Wikimedia chapters and user groups in more than 50 countries

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Is data the new oil? Similarities

- Needs extracting and processing
- New uses
- New industries and jobs
- Social impact
- Emergence of oligopolies

Powers the industrial economy

- Needs extracting and processing
- New uses
- New industries and jobs
- Social impact
- Amazon, Facebook, Google

Powers the digital economy

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Is data is the new oil? Differences

- Finite resource
- Took a while to get off the ground
- Single use
- Adding more oil to oil doesn’t increase quality
- More oil = more value

- We can make more
- Fast growth with huge social impact
- Best reused and shared
- Combining data = new solutions, better targeted uses, new innovation
- Value in reuse, analytics and combinations

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“Open data and content can be freely used, modified, and shared by anyone for any purpose”

The Open Definition http://opendefinition.org
### The 5 Rs of Open

<table>
<thead>
<tr>
<th>Retain</th>
<th>Make and own a <strong>copy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reuse</td>
<td><strong>Use</strong> in a wide range of ways</td>
</tr>
<tr>
<td>Revise</td>
<td><strong>Adapt</strong>, modify, and improve</td>
</tr>
<tr>
<td>Remix</td>
<td><strong>Combine</strong> with other content</td>
</tr>
<tr>
<td>Redistribute</td>
<td><strong>Share</strong> with others</td>
</tr>
</tbody>
</table>

*David Wiley, 2014*
Open value

- Providing researchers and SMEs with the raw material to innovate
- Targeting and feeding sectors with open resources to establish and grow ecosystems
- Ensuring the widest possible reuse of, and collaboration and development around, digital resources - i.e. saving time and money
- Raising a wide range of student and workforce digital skills through understanding, finding and using open resources
- Supporting social inclusion through free, open access to resources

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Publishing open data creates a virtuous circle that benefits those using and delivering transport networks in the Capital. Transport Open data that can be freely used, re-used and redistributed by anyone can support operational service improvements, the development of new customer-facing products and services, increase transparency and innovation and challenge existing ways of working.

4. Insights from the data by external users can stimulate new ways of thinking at TfL, increase demand for the network and improve overall customer satisfaction.

3. TfL network passengers and other road users take advantage of these new services and products to enjoy a better travel experience in London.

1. TfL makes available data about its network through APIs, static data files and feeds.

2. Businesses such as Waze, Twitter, Google, Apple, Citymapper, Bus Checker, Bus Times and Mapway and others, as well as a large number of academics and professional developers partner with TfL and use this data to create new commercial and non-commercial customer-facing products and services.

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*This data is the data!

Assessing the value of TfLs Open Data (2017) Deloitte
Introducing the Citymapper Smartbus

This has been a long time coming. We’re proud to unveil our biggest kept secret: Project Grasshopper (previously known as Project Caterpillar, (previously known as Project “yo, we should buy a bus. totally.”)).

We’re running a (smarter) bus service

In fact, we’re reinventing the entire software stack for running and operating a bus. We believe smarter buses lead to better mobility and cities.
Hero Arm is the most affordable multi-grip bionic arm ever, less than half the price of its nearest competitor. Each Hero Arm is custom-built, and for the first time ever is available for upper limb amputees as young as eight.
UN Sustainable Development Goals
“To meet the education challenges, we can’t use the traditional way. In remote and developing areas, particularly for girls and women, OER are a crucial, crucial means to reach SDGs. OER are the key.”
Wikipedians in Residence

- Establish links between the organisation and open knowledge communities
- Provide professional development and capacity building for organisations
- Support organisational development of strategy and practice in relation to outreach, engagement, profile raising, education programmes, inclusion
- Increasing the use of collections for research, commerce, the arts and learning and teaching

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Wikipedians in Residence: reach (2017)

- Bodleian Libraries 74 million views, 8007 files (2.88% in use)
- National Library of Scotland - 86 million views, 1445 files (24.5% in use)
- National Library of Wales 334 million views, 16,464 files (53.9% in use)
- University of Edinburgh 12 million views, 59 files (32.2% in use)
- Wellcome Images - 981 million views, 101,670 files* (4.73% in use)

*Wellcome statistics relate to the work of Wikimedia UK volunteers prior to the appointment of the resident, as well as the impact of the residency itself
1. What do we as a movement want to achieve? Do we run a website or foster free knowledge? done
Open: not only desirable but necessary

- Saves time - avoids duplication
- Saves money - avoids re-inventing the wheel
- Maximizes value - supports use, reuse, reconfiguration and recontextualisation
- Powers innovation – facilitates new ways of working
- Transforms markets - feeds new products, services

Open makes things possible that would otherwise be impossible
Questions

- Does the organisation understand open?
- In what ways does restricting digital resources limit the ways in which we meet our mission?
- In what ways does not opening resources divert energy and effort away from our mission?
- Is the organisation looking at how open licenses and practices can help us to deliver our mission?
- Do our strategies, policies, and practices support us to make use of opportunities as they arise?
Thank you #CILIPCcopy18!

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