



Environment
Agency

Making Money from PSI – A practitioner's view

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Why do we create Information?

⇒ Flood Information

- ⇒ Critical Infrastructure
- ⇒ Human Life
- ⇒ Flood Defences

⇒ Height Information

- ⇒ Input to flood models

⇒ River Networks

⇒ Discharge Consents

⇒ Waste and Landfill

Beyond the Core Task

- ⇒ Tangibles and Intangibles
- ⇒ Intellectual Property Identification
- ⇒ Information is but a subset...
- ⇒ Also Patents, Trade marks, Models, Science, Software, Brands etc...

- ⇒ The information continuum

Our Information Spectrum

⇒ ACCESS

⇒ FOI

⇒ EIR

⇒ Re-use

⇒ Commercial & Non-commercial

- Giving access to as many partners as possible
- Working with our partners to improve our information
- Retain the right to charge for information being commercially reused
- Require partners to meet certain criteria
- Operating a transparent pricing methodology
- Being open to changes in the model
- Operating a level playing field

What do we do with income?

- ⇒ Recycles into Environmental Projects
- ⇒ Recycles into improving our information
- ⇒ Supports the costs of licensing our information
- ⇒ Enables additions to “Core” to provide to partners
- ⇒ Helps to improve “Core” as a bi-product

Some thoughts... for Q&A

- ⇒ We need clarity on recent announcements
- ⇒ We want the commercial sector to disseminate our information in user friendly ways
- ⇒ We operate a wholesale model, we want the maximum number of users
- ⇒ Our role in the overall information market
- ⇒ We may have a different opinion, but we believe a valid opinion



We would like to be part of the debate going forwards



Thank you

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