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A little address-business dilemma

Dissemination, utilization & quality of addresses

The Icelandic Address System

- Addresses were originally used simultaneously to identify real properties and legal homes of both natural and legal person
- Complexity and incongruence of the system grew as the responsibility of registering addresses went from local registers to multiple ‘public’ registries
- We are now in process of creating one common address system for all stakeholders
- Icelandic property registry (IPR) is leading this project
- The new system should be focused on access addresses with address point as one of its attributes

Recent development

- Since 2000 IPR have been collecting address points in cooperation with both private and public partners
- Today our address repository consist of ca. hundred thousand access address points which can be linked to
 - Real property address system
 - Legal home address system
 - ...and in the near future be foundation for common access address system for all registries

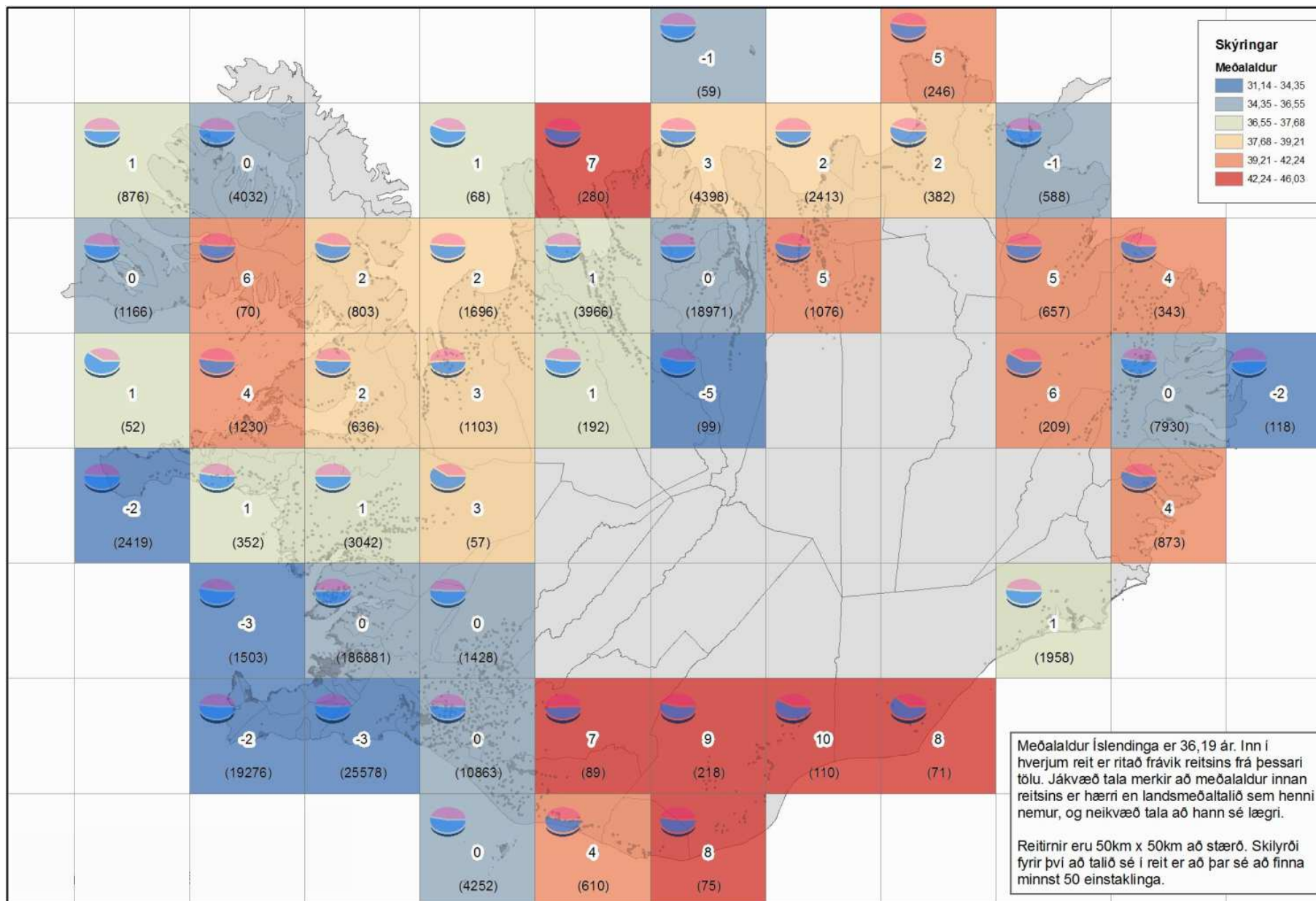
The address market

- IPR has monopoly in the market and creates revenue from selling information, e.g. addresses
- IPR which is operated on cost recovery, has invested large amounts in this project in recent years
- IPR pricing schema is cumbersome to change and is in accordance to regulation
- The aim of our pricing schema is not to gain back investments, but to operate the address system, e.g. employees, hardware and software costs

Products and dissemination of addresses by IPR

- I. The address database sold directly to buyers
- II. Addresses sold through domestic, licensed data brokers that sell it onwards (with restricted use)
- III. Address data along with other information registered within the real property database sold directly to buyers
- IV. Data based on queries using addresses without necessarily delivering the address data itself, sold directly to buyers
- V. Address data distributed for free to governmental and municipal uses (for own use)
- VI. Addresses along with other registered information in the real property database can be accessed free of charge on IPR homepage (per address bases)

Example of product: Demography map



Current status

- Selling and disseminating addresses is relatively new to us and though our customers in Iceland seem satisfied with current system and development there are lot of opportunities to do better
- We are not so good in practicing PSI
 - Dilemma PSI and cost recovery
 - Politicians are not so interested
- However we thought we were sailing in a calm sea regarding disseminating addresses when...
 - Google/TeleAtlas and NavTeq knocked on the door

Their contract offer

- Want to buy all our data
- If we make agreement with one of them we should not make agreement with another
- Pay one fee and potentially make contract regarding updates which will be on yearly bases
- The promise to share user experience, comments and alteration of data during the contract period
- They can quit the contract at any time, and then the data will be theirs, as they had gathered themselves
- They can distribute the data as it was their own

Reactions?

- How can we react against it?
 - Should we play along or simply ignore it?
- What are the consequences of our reaction?
 - Rivalry instead of cooperation?
 - Reversion to the old multiple address system?
 - Influence on tourism? It is important that Icelandic addresses appears in navigation systems and on world maps available on the internet

What are we afraid of?

- Destroying our own market and loose our revenue
 - We invested a lot in our “monopoly”
- Discriminate domestic private partnerships
 - Everyone has to sit around the same table
 - What will the entrance of these companies do to them?
- Responsibility / liability
 - What happens if the use of a wrong address causes accident?
 - How can we prevent it?

Questions and discussion

- How do you deal with companies like Google/ TeleAtlas and Navteq?
 - Do you sell them your data without restrictions or does the contract restrict further sales or uses?
 - Do you actually get benefits from the cooperation with this companies?
 - Are you referred as data source when these companies sell the data to 3rd party? Does it matter?
- What is your responsibility regarding their usages of your data?
 - How about when the contract ends?