

Open Data Consultation
Transparency Team
Efficiency & Reform Group
Cabinet Office
1 Horse Guards Road
London. SW1A 2HQ

7 November 2011

Dear Sir/Madam

Making Open Data Real: A Public Consultation

Telefonica welcomes the Government's commitment to Open Data and supports the six opportunities from Open Data identified in the consultation paper: Accountability; Choice; Productivity; Quality and Outcomes; Social Growth; and Economic Growth.

The paper highlighted health and education as two sectors, where the release of public data could drive economic growth. We support this view and have specialist teams – O2 Health and O2 Learn – delivering innovative services in these sectors that offer efficiencies for the health and education providers and use digital technology to help them interface in new and effective ways with end users.


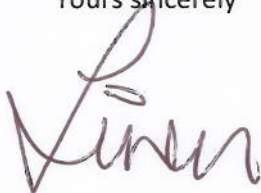
The paper also highlights the role of Open Data "in driving new business models and applications for geospatial information." Telefonica agrees that the recent arrival of location based digital services will rapidly accelerate in the future and will touch upon many parts of everyday life and activity, increasing convenience and value for consumers and providing new business opportunities for the providers of digital services. Telefonica has led the way in developing such services. In the summer of 2011 we launched Priority Moments, an exclusive new location-based offers service for O2's 22 million UK customers, delivering money saving deals and enhanced everyday experiences from some of the UK's leading brands. We also recently announced the establishment of a new global business, Telefonica Digital, which is based in the UK and will develop new services around the digital opportunity.

As an insight led organisation, we believe that access to more public data can help grow our business in new markets and sub-sectors within the public and private sectors. Information related to demographics, employment and other information that sheds light on consumer behaviour is of interest to the company, as is information on the digital divide – understanding who has and who has not got access to digital services. At this stage it is premature to estimate the impact of the Open Data initiative on Telefonica revenue and employment or the time scales over which specific new products and services would come to market. This will become clearer when the work of Telefonica Digital is further advanced.

Telefonica is pleased to be involved with Cabinet Office on discussions about Open Data and Identity Assurance and with the Department for Business, Innovation and Skills (BIS) about midata. We look forward to continuing these dialogues. It is important that the models developed for releasing data are fully scoped out, commercially viable for business and able to win the full trust and confidence of consumers. Telefonica looks forward to playing its part in that process.

Telefonica UK is a leading digital services company for consumers and businesses in the UK, with over 22 million mobile customers, over 700,000 fixed broadband customers and over 11,000 employees. Telefónica UK is part of Telefónica Europe, which uses O2 as its commercial brand in the UK, Ireland, Slovakia, Germany and the Czech Republic, and has 57.3 million customers across these markets. Telefónica Europe owns 50% of Tesco Mobile, which operates in the UK and Ireland, and 50% of Tchibo Mobilfunk in Germany. Globally, Telefónica is one of the world's leading integrated operators in the telecommunication sector, providing communication, information and entertainment solutions, with presence in Europe, Africa and Latin America. It operates in 25 countries and has 295 million customers.

Yours sincerely



Simon Miller
Public Affairs