



## EUROPEAN COMMISSION Audiovisual Services

### Extracts from the press conference by Neelie Kroes on the Open Data Strategy for Europe

Type: [Summary of press conference](#) Reference: [I-071867](#) Duration: [10:03:08](#) Lieu:  
End production: [12/12/2011](#) First transmission: [12/12/2011](#)

Neelie Kroes, Vice-President of the EC in charge of the Digital Agenda, held a press conference on the Open Data Strategy for Europe launched by the European Commission on 12 December 2011. The Open Data Strategy for Europe is expected to deliver a 40 billion euro boost to the EU's economy each year. Europe's public administrations are sitting on a goldmine of unrealised economic potential: the large volumes of information collected by numerous public authorities and services. Member States such as the United Kingdom and France are already demonstrating this value. The strategy to lift performance EU-wide is three-fold: firstly the Commission will lead by example, opening its vaults of information to the public for free through a new data portal. Secondly, a level playing field for open data across the EU will be established. Finally, these new measures are backed by the 100 million euro which will be granted in 2011-2013 to fund research into improved data-handling technologies.

[Only the original language version is authentic and it prevails in the event of its differing from the translated versions.](#)

TIME	DESCRIPTION	DURATION
10:00:00	Title	00:00:05
10:00:05	Arrival of Neelie Kroes, Vice-President of the EC in charge of the Digital Agenda, in the EC press conference room	00:00:06
10:00:11	Soundbite by Neelie Kroes (in ENGLISH) saying that public data, generated by all administrations in Europe will become automatically re-usable; it will feed new applications and services; it will change the way administrations are working – for the good of the administrations and the people they serve; this is a victory for those who believe that the best way to get value from data is to give it away.	00:00:31
10:00:42	Cutaway - journalists	00:00:06
10:00:49	Soundbite by Neelie Kroes (in ENGLISH) saying that they calculate that public sector information already generates 32 billion euro of economic activity each year; this package would more than double that - to around 70 billion euro.	00:00:17
10:01:07	Cutaway - journalists	00:00:06

10:01:13	Soundbite by Neelie Kroes (in ENGLISH) saying that during the first half of 2012 the Commission's own data will be available free, open and easily usable on computers from a single portal.	00:00:13
10:01:27	Cutaway - press room	00:00:06
10:01:33	Soundbite by Neelie Kroes (in ENGLISH) saying that the Commission is proposing to harmonise the way Member States will make their public data re-usable; this should make it possible for business to gain the benefits of the Single Market; this is a revolution.	00:00:21
10:01:54	Cutaway - journalists	00:00:06
10:02:01	Soundbite by Neelie Kroes (in ENGLISH) saying that instead of needing complicated authorisations, you will be automatically allowed to re-use the public data you need.	00:00:09
10:02:10	Cutaway - photographer	00:00:06
10:02:16	Soundbite by Neelie Kroes (in ENGLISH) saying that they are also proposing to include very valuable cultural material, from libraries, archives and museums; in these cases, re-use will be optional and not free of charge unless the museums choose to the free option.	00:00:18
10:02:35	Cutaway - photographers	00:00:06
10:02:41	Soundbite by Neelie Kroes (in ENGLISH) saying that the revised Directive will need approval from the Parliament and Council; but the real message she wants to send to public authorities is: don't wait for this package to become law, you can give your data away now.	00:00:26
10:03:08	General view of the press room and Neelie Kroes leaving	00:00:07