



Opening Address

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Why **INSOURCE**?

- Who we are
- Global professional information market
- Market trends
- Conclusion



INSOURCE Top Sponsor



online information services
from the world's premium providers



Economist Intelligence Unit

The
Economist

Who we are?

- Roots in 1991
- INFORMACE '93

Our events

- InfoMedia/INFORUM since 1995
- Seminars, workshops, presentations

Global Professional Information Market



Contents

- Legal
- Scientific & Technical
- Medical
- **Business**

Customers/Users

- Academic
- **Corporate & SME**

Global Professional Information Market



Delivery media

- **Print**
 - Newspapers
 - Journals
 - Books
 - Newsletters & Looseleafs
- **Electronic**
 - **Internet**
 - **Online databases**

Format

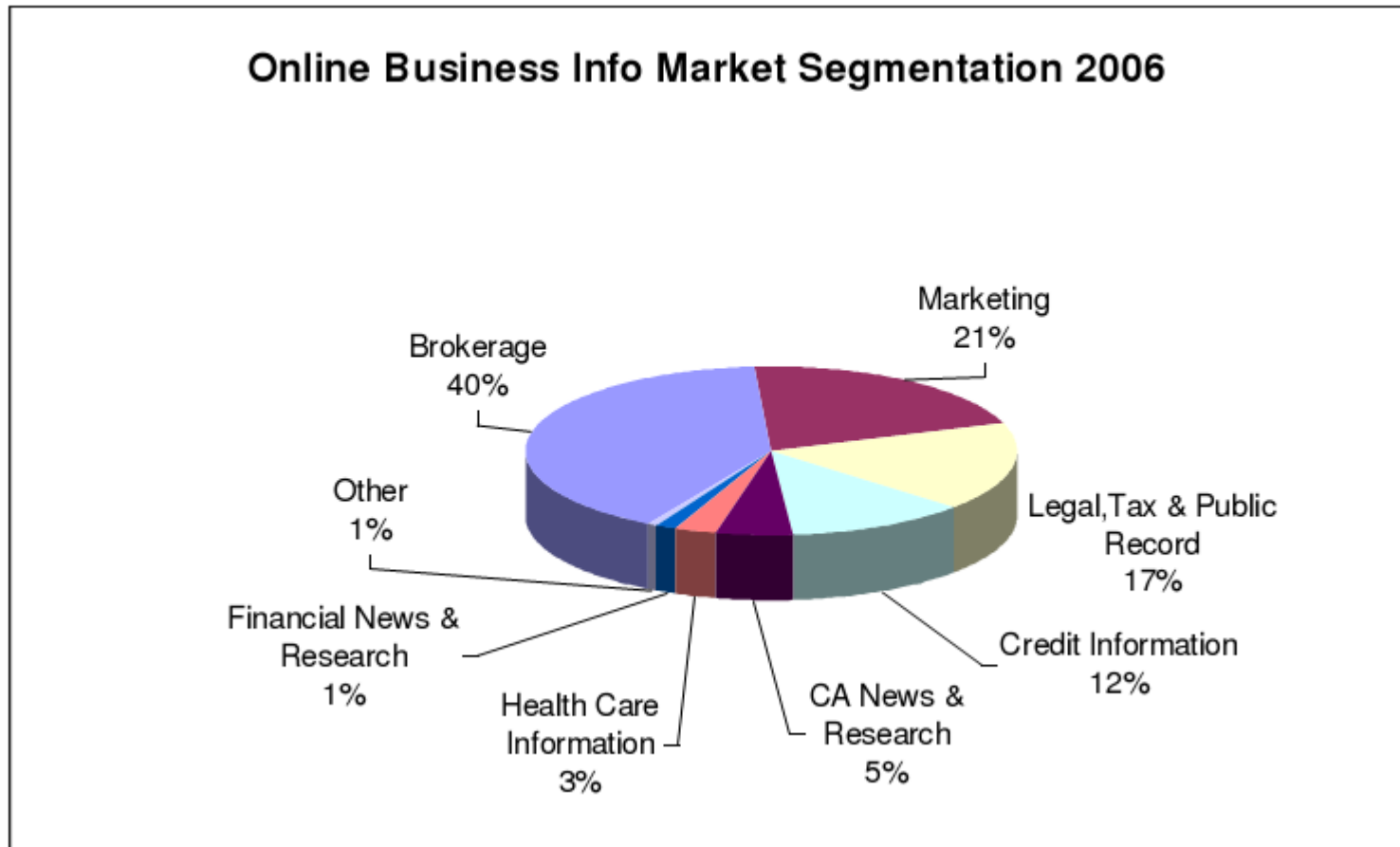
- **„For free“**
- **„For fee“**
 - **one-time purchase**
 - **subscriptions**
 - **pay-per-view**

Why to pay for information?

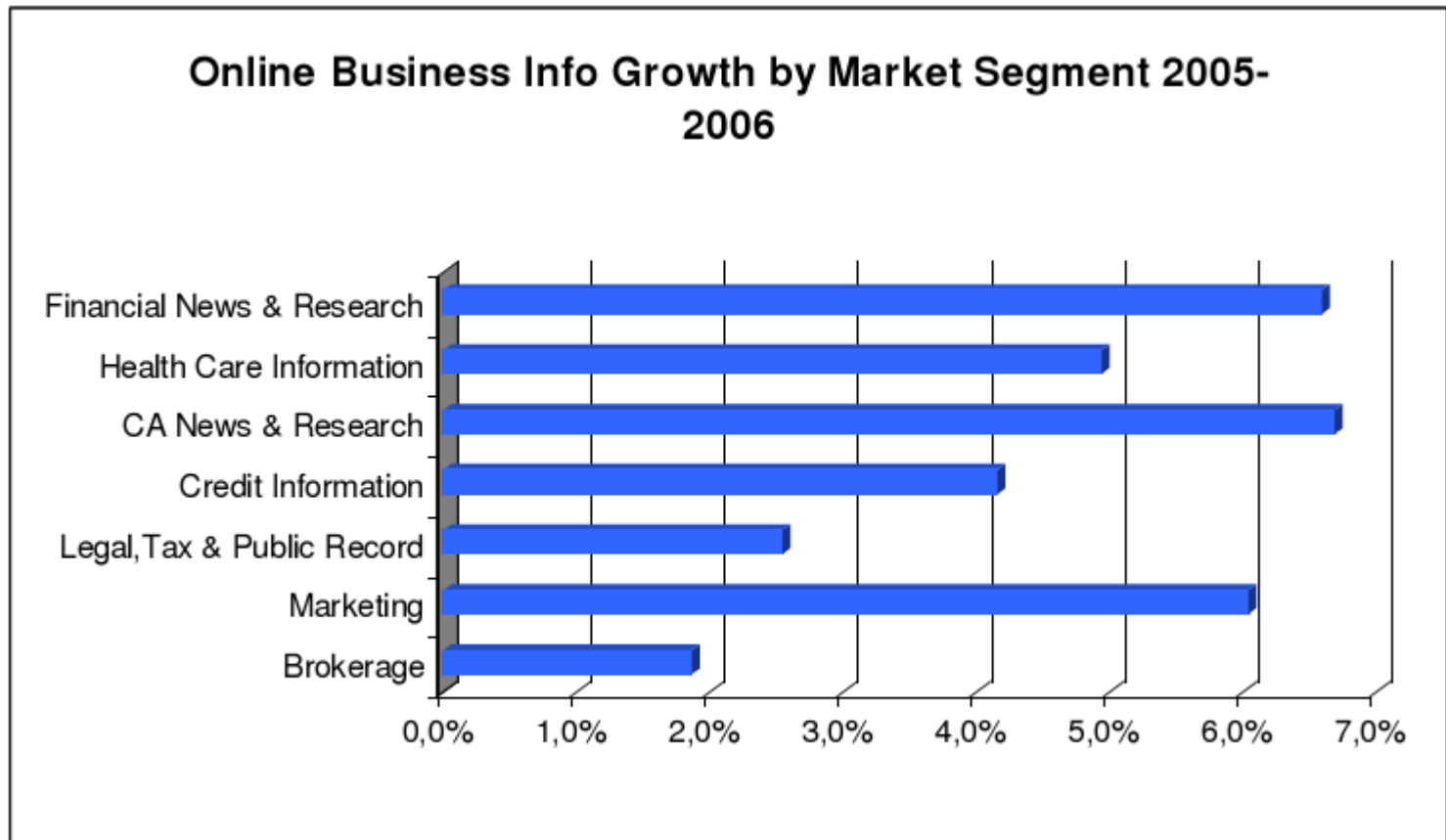


- Quality & reliable content
 - Verified & trusted (credible and known sources)
 - Unbiased (no ads)
 - Especially important for mission-critical & high-risk decisions!
- Time/cost-saving
 - Advanced searching & functionality
- Often complement with for-free resources

- Est. market size \$37 billion in 2006 (Simba)
- Market Segments
 - Brokerage Information
 - Credit Information
 - Current Awareness News & Research Information
 - Financial News & Research Information
 - Legal, Tax & Public Record Information
 - Marketing Information
 - Health Care Information
 - Other Online Information Services (Vertical Market Services)



Data source: Simba Information – available from **MarketResearch.com Profound**



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Market Trends

- Users experience massive information overflow
- Growing emphasis on „outside“ information
- Competition from „free“ internet services

Provider's response

- From data delivery to finding the meaning in information
- Added-value solutions
- Customization & Personalization
- Workflow tools
- Mobile tools

The Hitchhiker's Guide to Business Information



„The trick is to discover the most appropriate information and apply it wisely.“

Marydee Ojala

Have a successful conference!

Albertina icome Praha s.r.o.

www.aip.cz

Focused on e-resources

