



Department
for Business
Innovation & Skills

midata

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- Companies hold information about their customers: personal information and the use of their services
- Examples: retail, energy, financial services, telecoms
- Companies should give that data back to their customers in a machine-readable form
- Consumers can use that information to compare the market for better deals, to manage their consumption and save money
- Consumers are more engaged in markets – more comparison (and switching), they demand better service and lower prices
- Greater competition and innovation and lower prices
- Businesses can increase their engagement with their customers – they may get more information in return and/or more loyalty
- Combining data held by companies with data held by the public sector could increase the benefits to both consumers and businesses



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- Relies on both the supply of and the demand for personal data
- Supply: the data must be available and in a consistent format across the industry and easily usable – formats, channels
- Demand: there must be low friction for consumers to use the data and immediate (or at least, obvious) benefits
 - Services to help consumers use their data – either their supplier or a third party: online apps and tools



Sector example: personal bank accounts

- Consumers typically have ~100 or more transactions each month, expenditure and income
- UK banks provide monthly statements – .pdf, paper – and online accounts
- Most banks provide downloadable data but:
 - Different data fields, available for different lengths of time
 - Comparison sites cannot provide personalised analysis
 - Hard for consumers to compare the market based on their own usage.
- Working to get banks to provide a consistent set of data (midata file) for customers to download
- Comparison sites will use that to provide personalised comparisons
- End of March 2015

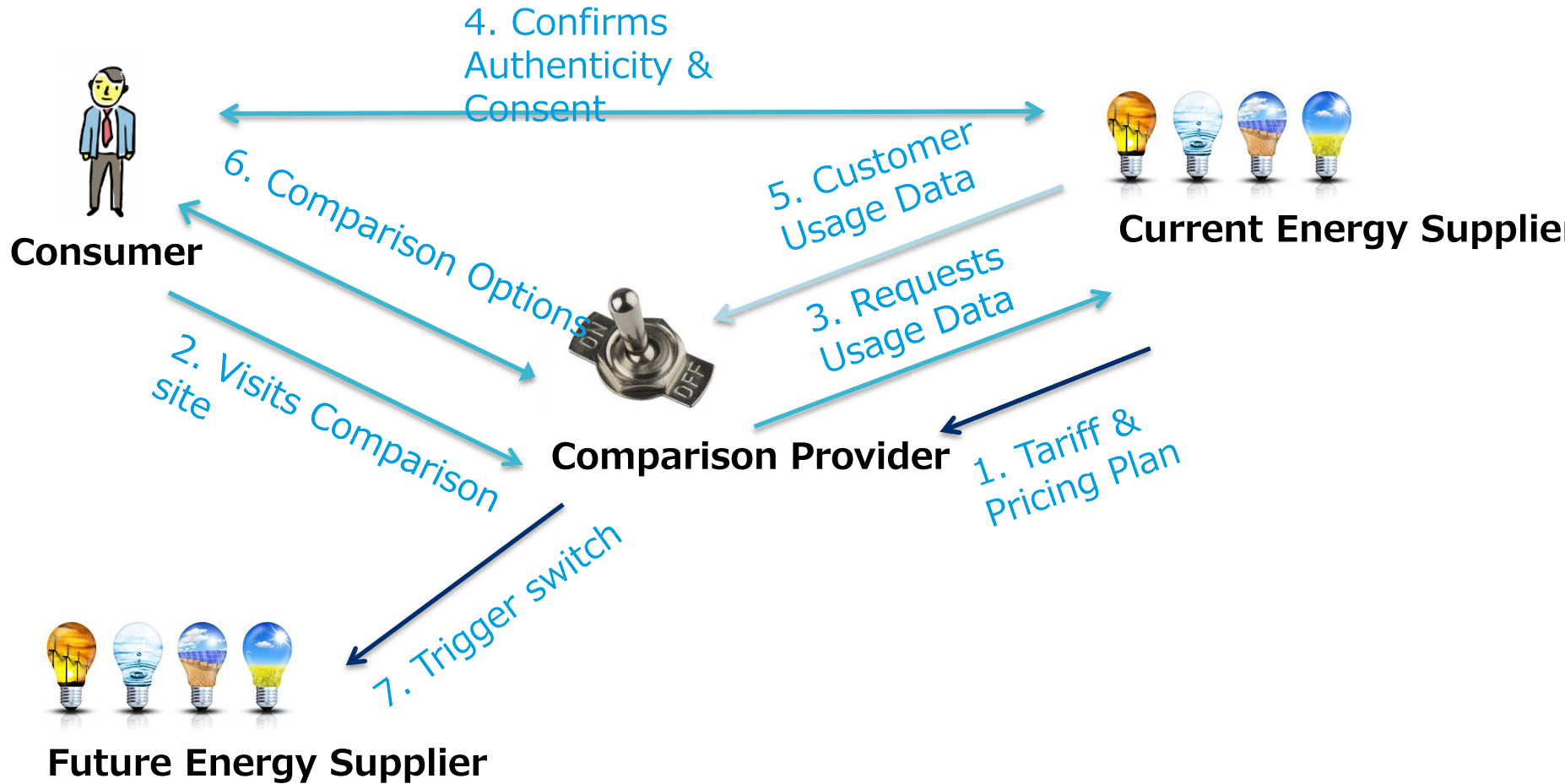


Sector example: energy

- Consumers typically have one payment transaction a month and bills/statements every 3 or 6 months.
- Comparisons of the market based on actual usage (kWh) are much more reliable than estimates from payments
- Major UK domestic suppliers all provide a consistent format midata file for their customers to download but:
 - Too much friction for a small amount of data
 - Comparison sites don't use the files
 - Low demand
- Working to reduce the friction for consumers by providing *automated* access to the data needed for comparison via APIs



Automated energy middata – user journey





Trust

- Legislative framework – Data Protection Act, possible EU regulation
- Codes of practice help provide reassurance to consumers and the businesses involved
- Endorsement by trusted bodies eg Which? or an independent regulator
- Enforcement – important to strike the right balance between self-policing and government/regulator action



Role for Government/Regulators

- Midata is (at the moment) a voluntary programme
- Our role:
 - to help make the case about the benefits to consumers and to the companies involved
 - to encourage participation and facilitate discussion and joint working between suppliers, comparison sites, consumer groups, app developers and independent regulators
- Legislative backup – regulated sectors, midata-specific legislation



Value of personal data

- Personal Information Management Services – a new sector. The consultancy Ctrl-Shift estimate a mature market could be worth £16.5 billion (1.2% UK GDP) annually
- An increase of 5% in rates of switching between energy providers could be worth £140 - 280 million in one-off savings for consumers
- Combining personal data (data about me) with open data (data about the world around me)
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Value of increased switching rates

