



Sent by email to: openaddressingreport@bis.gsi.gov.uk

12th March 2014

Dear Sirs

Re: BIS Policy Paper - An Open National Address Gazetteer: Views of the Market Research Society

The Market Research Society (MRS) welcomes the review of an Open National Address Gazetteer (NAG) and the opportunity to submit views. MRS supports the recommendation that there should be a freemium version of a NAG, speedily implemented for the economic benefits demonstrated in the review.

MRS is the world's leading authority on research and business intelligence. MRS is for all those involved in generating creative and intellectual capital from marketing sciences, insight, research and analytics. With members in more than 60 countries, MRS represents, regulates and promotes those sectors providing world leading training, qualifications, content and skills.

The UK is the second largest market in the world for these research services. Full details about the MRS and its activities are available at: <http://www.mrs.org.uk>

The MRS for a number of years has made the case for open data, and an open NAG in particular, as a key input to growth in the sector, illustrated by a submission by MRS in 2011 to the Public Data Corporation:

https://www.mrs.org.uk/pdf/MRS_CGG_response_PDC_consultation.pdf.

MRS was consulted for the review through its Census and Geodemographic Group, an advisory body of MRS that has specialists in the full range of research and marketing activities, including geography and address databases, with an extensive network of contacts in government, universities and commerce.

The policy paper is a thorough and balanced review, and MRS has no hesitation in agreeing with the overall message of a heavy reliance on address data and that open usage would result in substantial and valuable growth in use, and that a basic address product should be free to all users at the point of use while premium versions should still be sold.

Within market research and market communications there would be new use of a freemium product, while established businesses with extensive use of address data would continue under present arrangements knowing that product quality - importantly including a freemium version - would be maintained; although MRS supports the recommendation that the current complexity of responsibilities for addressing information should be brought together in a single dedicated hub.

The freemium option, apart from the status quo, offers least disruption to the production,

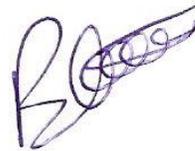
funding, PAF licensing, and current business use of addressing information, while making a significant contribution to the government's open data agenda with a very good prospect of stimulating economic growth. Not least for the interests of MRS members and commerce more widely is the prospect that the option could and should be speedily implemented, and we urge BIS to take all necessary steps to that end.

Yours sincerely,



Debrah Harding
The MRS Policy Unit
The Market Research Society (MRS)
15 Northburgh Street
London
EC1V 0JR

Debrah.harding@mrs.org.uk



Barry Leventhal
Chairman
MRS CGG
c/o MRS

barryleventhal@gmail.com