Content Road Ahead

Christophe Charpentier

Christophe_Esri
Happy Bastille Day
Content is Key
Content Strategy
Supports the Effective Implementation of ArcGIS by Users

Build
Support Communities
Curate

Ecosystem of Resources
Content Strategy

Supports the Effective Implementation of ArcGIS by Users

Esri Maps

Community Maps

Users Maps
World Imagery

Imagery mosaic built from best available commercial and public sources

- UC 2011
- European UC 2011
- Fed UC 2012

Additional coverage
- Europe
- Canada
- Mexico & Central America
World Imagery

Imagery mosaic built from best available commercial and public sources

UC 2011 → European UC 2011 → Fed UC 2012

50+ Million Km2 of 1m imagery added to World Imagery
The Community supports building an even greater imagery map of the world
World Street Map  Word Topo Map

Street map built from commercial street data and other local sources

- 100+ countries
- Detailed Street Map to 1:4k nationwide
- Populated areas covered down to 1:1k
Esri Tasks
Esri Builds Foundation Resources

Geocoding

Routing

Place Finder

San Diego Convention Center

Drive Time

Geometry
Global Geocoding Strategy

85 countries
+50% of World Population
<table>
<thead>
<tr>
<th>Region</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>USA, Canada, Mexico</td>
</tr>
<tr>
<td>Latin America</td>
<td>Brazil, Argentina, Colombia, Venezuela, Chile</td>
</tr>
<tr>
<td>Europe</td>
<td>Western: France, Germany, UK, Italy, Spain, Portugal, Netherlands, Belgium, Luxembourg, Switzerland, Austria, Denmark, Sweden, Finland, Norway, Baltic States</td>
</tr>
<tr>
<td></td>
<td>Eastern: Poland, Romania, Russia, Czech Republic, Bulgaria, Hungary, Croatia</td>
</tr>
<tr>
<td>Africa</td>
<td>South Africa</td>
</tr>
<tr>
<td>Pacific</td>
<td>Australia, New Zealand</td>
</tr>
<tr>
<td>Asia</td>
<td>Japan, China, India, Korea</td>
</tr>
</tbody>
</table>
Unicode
Batch geocoding
Single line entry
Multi lingual
Online & On premise
Many datasets
Dynamic services
Community Elevation data
Supplemented by commercial data
Community Maps Program 2.0
Conceptual Overview

A Vector-Based Approach

Contributor Data

ArcGIS Online

Contributor Management Console

QC Review

Cache Review

User Feedback

Commercial Data

Built on Local Government Template

Community Maps

- Local Gov. - General Purpose
- World Topo Map
- National Geographic
- Gray Scale
- Future Basemaps

Value Added Services

Web Apps
One database
multiple rendering
Intelligent Map
Users feedback
Contributors maintain
Content Road Ahead

Thank You!

Christophe Charpentier