Beyond the map..
A multi-channel approach to maximise the benefits of INSPIRE

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Online Accessibility > Quality!
96 kbps!!
Making geospatial accessible!
The impact of technology on Television...
Distribution > Creation
The early days of online video..

- Technology & Business model restrictions..
- Proprietary & Complex Technology
- Complex Industry Standards..
- Bandwidth Costs
- Findability
Sounds familiar?
Finding maps online...
Google Maps: Accurate, Useful.. Comprehensive?
But not medieval administrative districts
“Hertfordshire Polling Stations”
When is a map the right result?
Identifying “Map Intent” is difficult!
Map Intent?

"Yosemite" vs. "Yosemite Trails"

VS.

4 of 50 map images

50 of 50 map images

1 of 50 map images

31 of 50 map images
Google™ Maps Engine

YouTube for maps!
Manage maps, not servers.
Weather • Municipal Zoning • Traffic • Soil Quality • Demographics • Natural Hazards • Utility Hookups • Storm History • Postal Codes • Campsite Availability • Time Zones • Fire Protection Class • Historic Cartography • Unemployment Rates • Hazmat Routes • Protected Areas • Terrain • Political Boundaries • Crime • School Districts • Tolls • Events • Postal Codes • Trail Conditions • Vacancies • Lease Costs • Emergency Services • Land Use • Traffic Incidents • Energy Costs • Postal Codes • Network Outages • Building Heights • Real Estate • Environmental Qualities • Parking Availability • Resort Facilities • Eco Tours • Endangered Species • Mineral Deposits • Deforestation • Electric Vehicle Charging Stations • Scenic Routes • Non-Native Species • Polling Stations

The WORLD’s geospatial information
Maps Gallery publishing

Upload & Sync

Build Maps

Publish

Discovery & Access @ Scale
Reach those who matter. when it matters!
Google as your canvas..
Live, dynamic content
Your channel, your brand

IGN France

National Institute of Geographic and Forest Information (IGN France) is the French National Mapping Agency. It is a governmental organization placed under the double responsibility of the Ministry for Ecology, Sustainable Development and Energy (MÉDDE) and of the Ministry of Agriculture and Forestry (MAAF).

Its mission is to describe from a geometrical and physical point of view the surface of the French national territory and its landscape, to maintain the national forest resources inventory, to establish and maintain the appropriate representations of these data and to disseminate the corresponding information widely. These missions place IGN-F as a contributor to land planning, sustainable development and environmental policy, risk assessments, defense and national security, and geographic and forestry information policy in France and worldwide.

In accordance with national recommendations, IGN-F is committed to favor the re-use of authoritative public sector data sets.

www.ign.fr

Maps from IGN France
The future...

Non-authoritative organic results

**Maps for Chicago Crime**
- Chicago Crime Overview by Chicago Crime Watch - 28 days ago
- Chicago Crime Map by Chicago Police Department - 1 year ago
- Chicago Crime Map by John Callahan - over 3 years ago

Authoritative knowledge panels

**Map for Chicago crime**

**CLEARMAP Chicago Police Department Geographic Information**
- gis.chicagopolice.org/
- Click to start using Map. The CLEARMAP Sex Offenders web application enables you to search the Chicago Police Department’s database of registered sex...
- Crime Incidents - Registered Sex Offenders - Crime Summary

**Crime Map Beta - Trulia**
- www.trulia.com/crime/
- Trulia's interactive Crime Map lets you explore, compare and comment on crimes across America block-by-block.
An invitation to participate..

**Participate:** Maps.google.com/gallery/

Or

contact me!
Thank you..