



# The NBN and nearmap.com

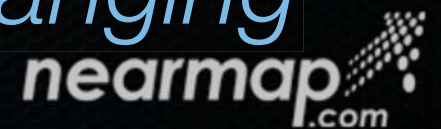




# Our capability

- World's clearest, most up to date PhotoMaps
- Online imagery archive updated monthly in captial cities and quarterly in regional centres
- Free to the community and most SMEs, government and large corporates pay to licence

Shows the detail of what's on the ground *now* ground how it's *changing*





# Current applications

- Infrastructure planning and rollout
- Environmental monitoring
- Government service delivery
- Regulatory compliance
- Emergency management and response
- Asset management
- Research and education



# PhotoMapping Australia

- Entire continent PhotoMapped yearly at 10cm
- Capital cities PhotoMapped monthly at 7.5cm
- High quality national elevation model
- \$75m annual program
- Provided free to all governments, businesses and communities





# Broad impacts

- Mining: exploration, operations, environment
- Construction: planning, monitoring
- Govt: efficient delivery, informed decisions
- SME marketing: eg property, tourism, trades
- NRM: informed decisions, accurate tracking
- Insurance: accurate pricing of risk (flood, fire)



# Implications

- More informed decision making across public and private sector
- More efficient use of resources
- New applications, products and services
- Independently assessed economic benefits:
  - \$5.4 billion boost to GDP
  - 4200 new jobs created



# NBN: customer impacts

- Access, speed and price are important
- Open API enables new applications to be built
- Customers can leverage [nearmap.com](http://nearmap.com) in powerful ways to build their businesses
- Will turbocharge innovation and research





# NBN: nearmap.com impacts

- High bandwidth content with hundreds of thousands of regular users.....and growing
- Access will boost customer adoption
- More clarity required around pricing
- Pricing must be internationally competitive







nearmap.com