Session 1

Main discussion points following Round Table discussion

Questions on the Keynote Address and on Microsoft Virtual Earth

- Focus for Google Earth is the spatial search engine, while for Microsoft it is the information behind the pictures, which is more integrated through standards linked to the Microsoft software
- For the user Google is free, Microsoft focus is on business-to-business and business-to-consumers. Basic platform access comes at a cost
- The role of Microsoft and the underlying business model is still too premature to predict the potential impact on the GI/EO market

Points raised during the round table discussion and feedback on position paper

- Tim Conley, AMEC pointed out:
  - That for him EO is not an industry and not a group of companies that needs to be preserved
  - EO for AMEC is an opportunity to differentiate the company to competitors. It is a means to improve the company's bottom line.
  - Focus for EO should be to define: what are the benefits of EO and how can EO service the customers better!
- Chris Graham, Shell pointed out:
  - Lack of standards and free available data is a hindrance
  - That the industry should think clearly who the users are
  - For Shell, EO is important for wind and wave information and becoming important for future oil exploration in the Arctic
  - He is missing a "one stop shopping" facility for EO services
  - There are open questions around IPR (data rights) and sharing of data

Points raised during the round table discussion and feedback on position paper

- Rupert Haydn, GAF:
  - 80% of our turnover is derived from the public (incl. military) market
  - The small VACs have in fact developed the market – not the big companies, who basically are driven by the desire to sell more satellites
  - Innovation comes from small VACs
- Nigel Press, NPA:
  - Integration of various satellites also Met satellites
  - Careful with to high expectations to GMES, the fact is that there is still no demand for GMES in Europe. Tech push problem!
  - Experience is that there is a 8 year lead time for market acceptance for new products
  - How can we ensure that this demand real exists?
  - Data continuity very fragile
  - Concentrate/simplify the number of key issues: Public sector demand and data continuity

Points raised during the round table discussion and feedback on position paper

- Christian Hoffman, GeoVille:
  - What the public sector should NOT do:
    - Not build capacity where industry can do better
    - Not compete with industry using taxpayers money
  - What should the VA sector do:
    - Come together and form a professional industry representation – we do not have the time and resources to do the lobbying
    - We need a better EOTA – stronger mandate to EARSC
    - Current EARSC not sufficient:
      - Need transparent set-up
      - Proper lobbying
- Antoine Monsaingeon, CLS:
  - Application and market development funding is very important

Points raised during the round table discussion and feedback on position paper

- Other remarks from the audience:
  - Free Access to in-situ data and other PSI (public sector information)
  - Free floating of data and information – role for an EOTA
  - It could be interesting to make a comparison between the EU and the USA concerning access to data and information in general (EO, GI, PSI, In-situ)
  - It could be a potential role for an EOTA to act as a “dating agency” between service providers and users