Next Generation Map

UN-GGIM Europe
The way towards a Geospatial Knowledge Infrastructure

Webinar, 19 June 2023
Motivation for Next Generation Map

- Release of swisstopo-App (in total 1.9 Mio downloads)
- Study Generation Z
  - Awareness of swisstopo (products) among U30-year-olds
  - swisstopo is rarely known
- A new base map for the next generation of map users based on the next generation of map technology

Graph:
- '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
- Brown line: sales volume of printed maps
- Blue line: number of downloads swisstopo-App
Map Usage is Changing

- Map usage primarily in a mobile context
- **Changed user needs:**
  - Need for real time information
  - Need for information beyond what swisstopo can provide itself
  - Map from static information medium to interface for further information / enable map elements for user interaction
- **Technology:**
  - Mobile devices enable interaction between humans, systems and user context
From Data to Knowledge Process

- From data-driven to user-driven perspective (What is useful prevails) → Changing the role of cartography from map provider to data aggregator
- Wide range of data is available and free of use (official data increasingly available as OGD, open data such as OSM worldwide)
- Data can be efficiently harvested with modern technologies and linked
- Ability to connect information, collaboration as a key factor (building your own ecosystem)
Minimum Viable Product

- Functional and beneficial for the problem and the target market
- Launch in Q4/2023
- Update on a quarterly basis
- Continuous development based on user feedback
Key-Features

- Mobile-optimised map design
- High-quality vector-based terrain representation
- Linking of additional information
- Real-time data for specific topics
- Offline availability <3 GB for CH
- Global coverage
- User-oriented app integration and functionality
- Social media connection
- Simple and quick implementation of variants, e.g. for the army
- Public map service for integration into third-party applications (OGD)
Thank you for the attention

Karsten Pippig
*Project Coordinator*
*Product Management - Cartography*

Phone: +41 58 481 49 54
Email: karsten.pippig@swisstopo.ch