



**UNIVERSITI PUTRA MALAYSIA**  
AGRICULTURE • INNOVATION • LIFE

# Commoditization of Geospatial Information

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# Overview of Talk

- Discussion on the basic terminology.
- Requisites for making geoinformation more commercial, more citizen-friendly and multipurpose

# Definitions: Commercialization

1. To make commercial in character, methods, or spirit.
2. To emphasize the profitable aspects of, especially at the expense of quality:*to commercialize one's geospatial skills.*
3. To offer for sale; make available as a commodity.

(\*references- <http://www.Dictionary.Com/browse/commercialization>)

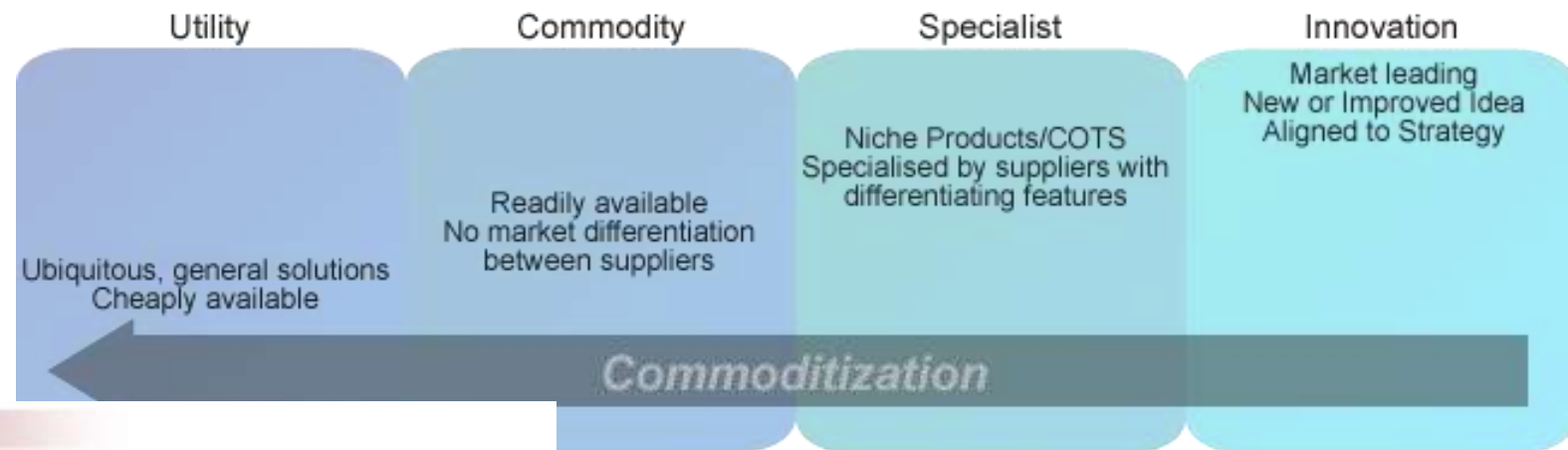


# Definition: Commoditization

- Almost total lack of meaningful differentiation in the manufactured goods. Commoditized products have thin margins and are sold on the basis of price and not brand. This situation is characterized by standardized, ever cheaper, and common technology that invites more suppliers who lower the prices even further.

Read more:

(<http://www.businessdictionary.com/definition/commoditization.html>)



# Commercialization of Public Information



- Freedom of Information Act



- Official Secrets Act

# Commercialization Information Issues

- Sale of public data generates revenue for government
- Sales can be through government outlets or by outsourcing
- Privatization of the geospatial agency
- Lack of state funding will cause increase of price of spatial data
- Public will lack access to the spatial data
- Increases digital divide between rich and poor
- Catalyst of development and economic activities will be hampered

# Some Approaches to Commercialization



☐ Cost Recovery



☐ Copyright



☐ Licensing



# Requisites for Making Geoinformation More Commercial

- Government has custody of huge amount of valuable geospatial data
- Government spatial data agencies should make more win-win partnerships with private sector and universities
- Encourage and infuse greater funding into geospatial data products
- Encourage greater sharing of data between government and outside parties



# Requisites for Making Geoinformation More Citizen-friendly

- Know your users
- Understand their mental models
- Greater emphasis on design of user interfaces
- Make Beta testing compulsory

# Requisites for Making Geoinformation Multipurpose

- Creation of base data layers
- Normally responsibility of National Mapping Agencies
- Broader consultation with user groups at corporate levels and at individual levels
- With technology advancements, users requirements change rapidly
- Example, farmers in countryside can benefit from Precision Farming (PF)
- Better spatial and spectral resolution will help catalyse use of PF

# Conclusions

- Serious thinking and long term vision required to catapult societies into immersing and capitalizing on the geospatial trend
- Role of private and government sectors is important for success commercialization of geospatial data
- Geospatial data is a commodity which becomes obsolete with time
- Time is an essence in its successful use
- Loving is caring and caring is sharing. If we love our society, then loving and sharing must surely be a requisite



A large black silhouette of a person is shown in mid-air, jumping over a red ribbon that stretches across the frame. Below the jumper, a crowd of smaller, grey silhouettes of people is running towards the right. On the left side, a red dashed rectangular box contains the text "Thank you very much".

*Thank you very much*

