



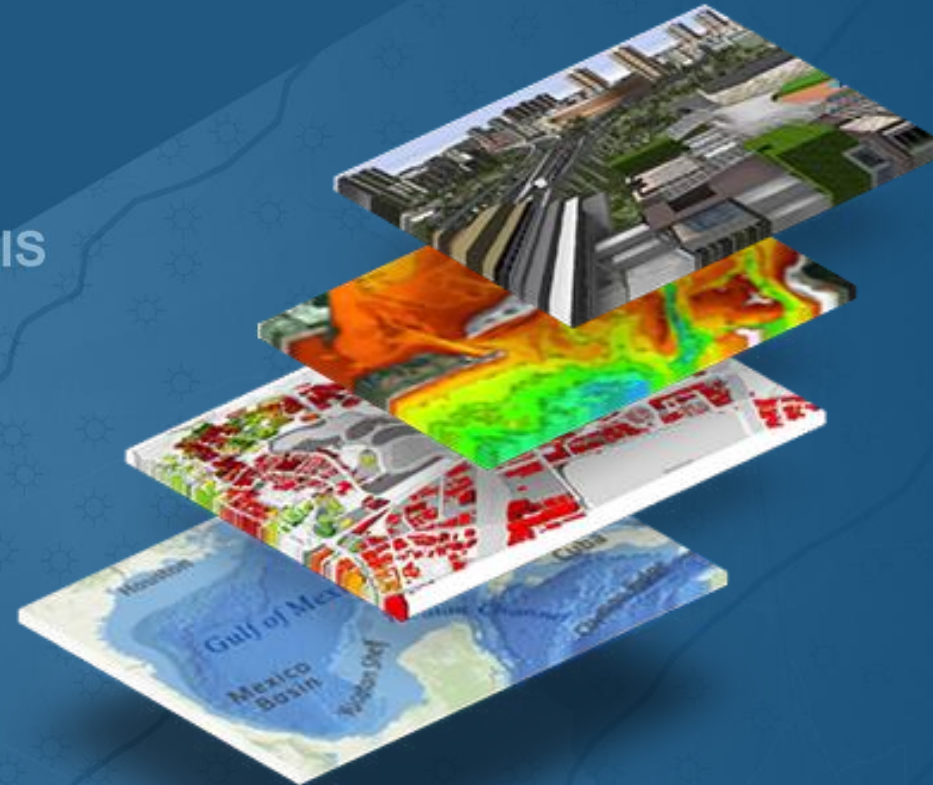
Introduction to Premium Services

Christophe Charpentier, Derek Sedlmier

Technical Workshop

Content is Integral to the Platform

The Heartbeat of the System ...



*... to Map, Understand and Analyze the World
... in the Cloud and On-premises*

ArcGIS includes a Living Atlas of the World

Maps and Layers from Esri and Thousands of Contributors



Curated Content for Many Topics

- Basemaps
- Boundaries
- Elevation
- Hydro
- Habitats
- Hazards
- Oceans
- Urban Systems
- Observations
- Demographics
- Historical
- Imagery
- Transportation
- Soils
- Land Cover
- Landscape
- Weather

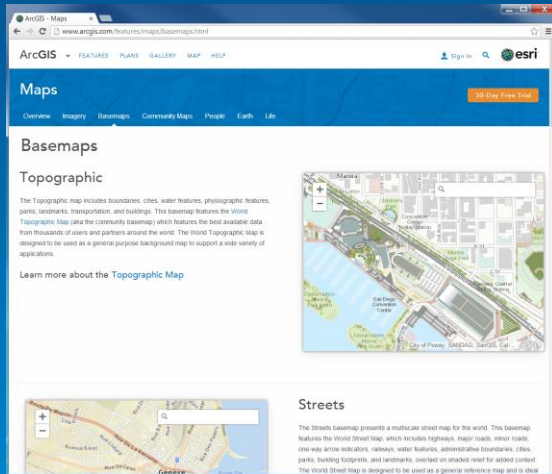


Collection is Growing and Changing on a Daily Basis

... Providing a Foundation for Your Work

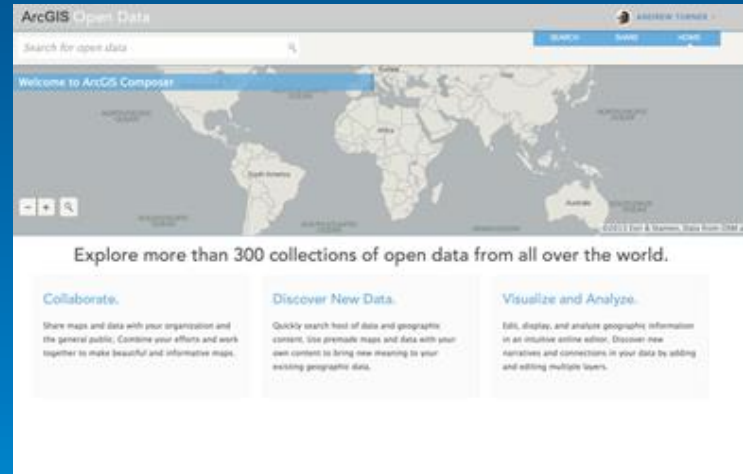
Content is published by Esri, Users and Partners

Esri

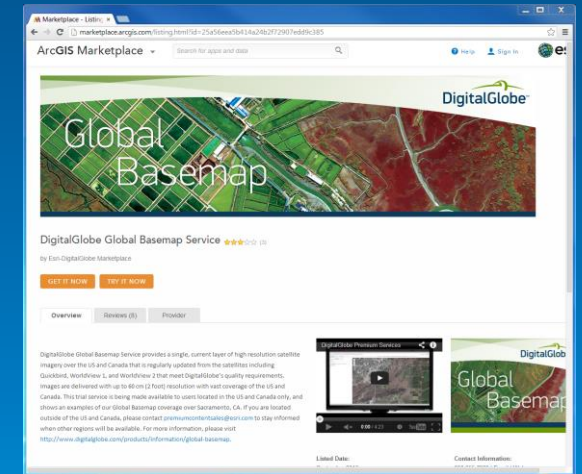


Foundational Map Layers

Community



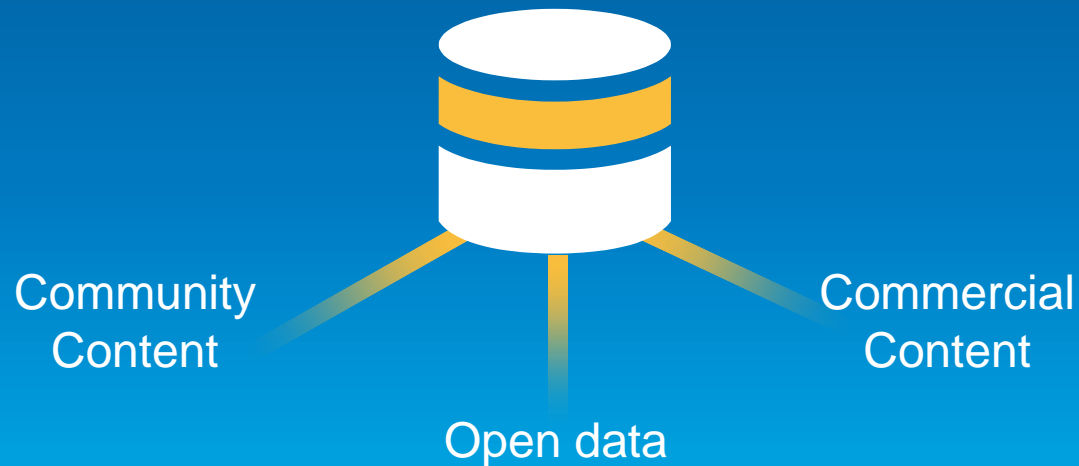
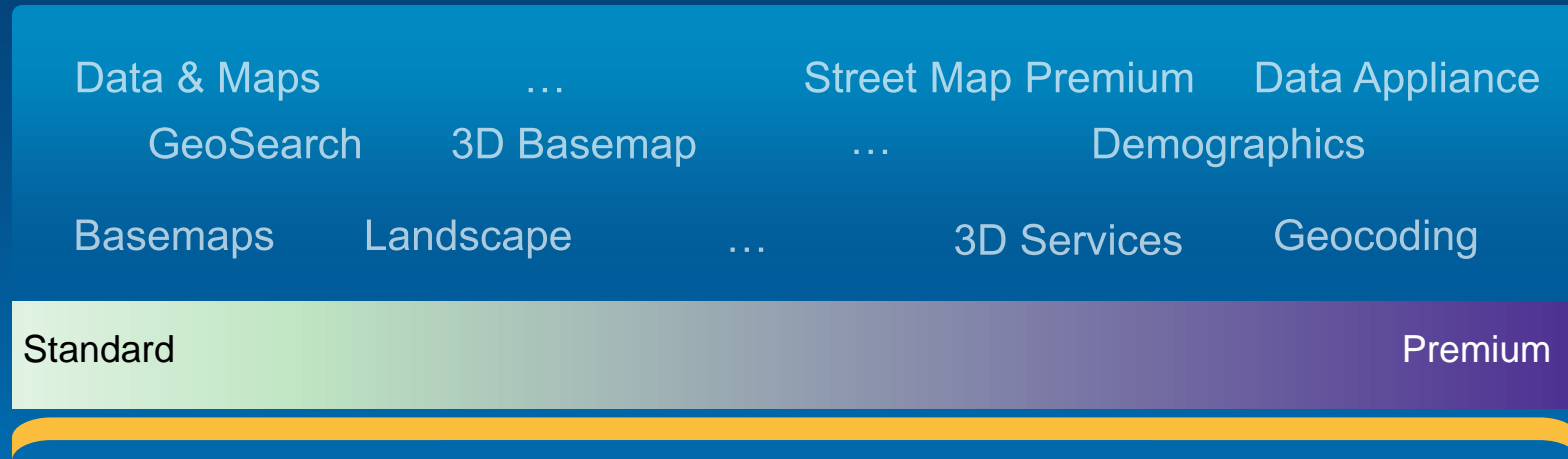
Partners



Local / Regional Industry Specific

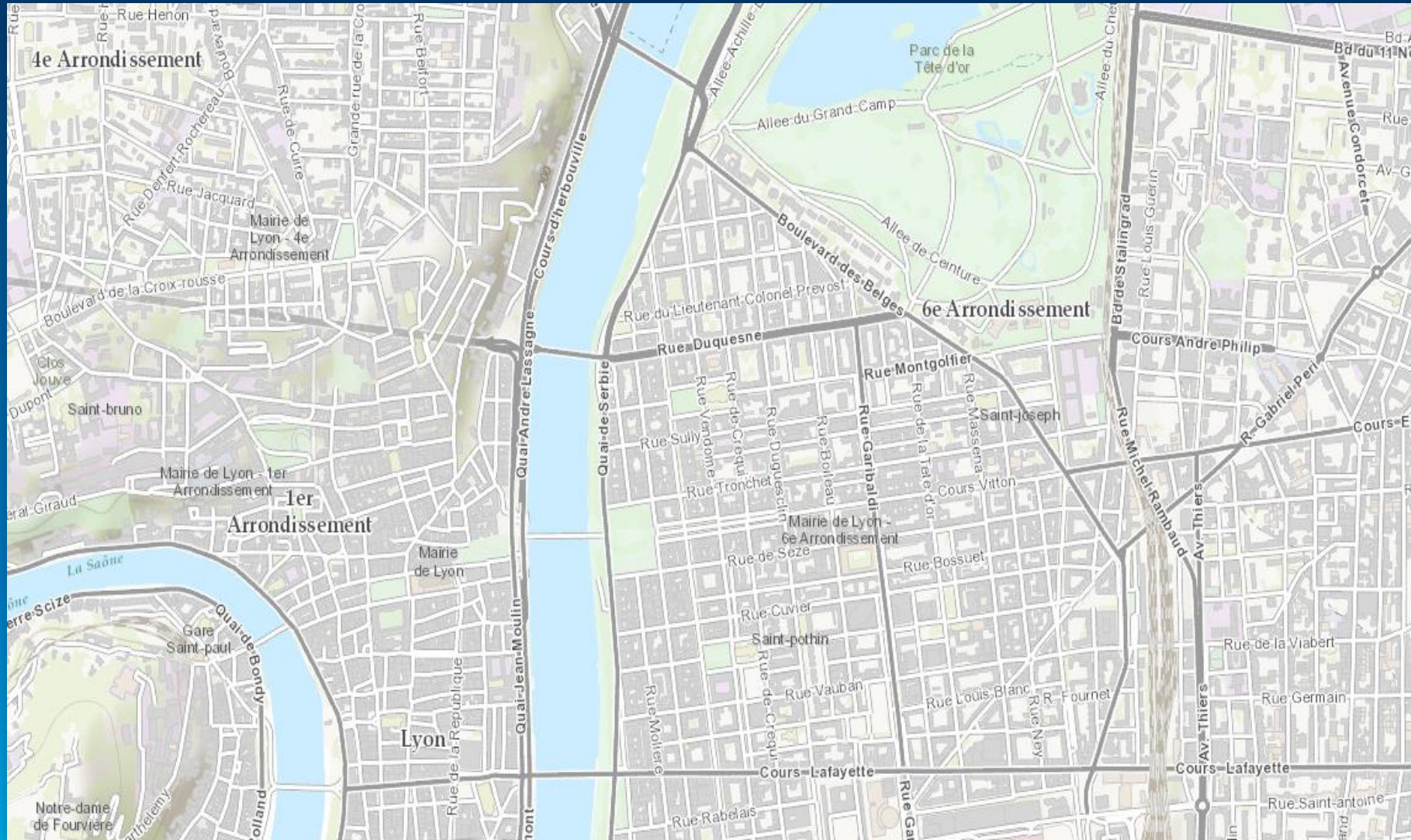
Esri Builds Foundational Map Layers

Ready to use Content and Information Products ...



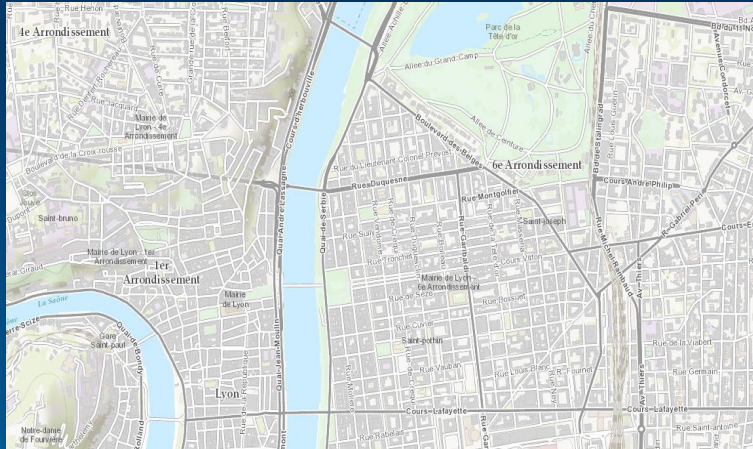
... Built by assembling best available Content

Community Maps



Basemaps

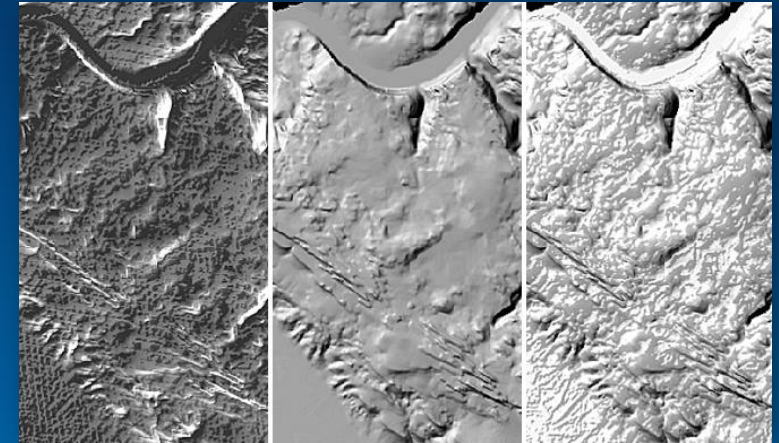
Community *Content* goes beyond maps



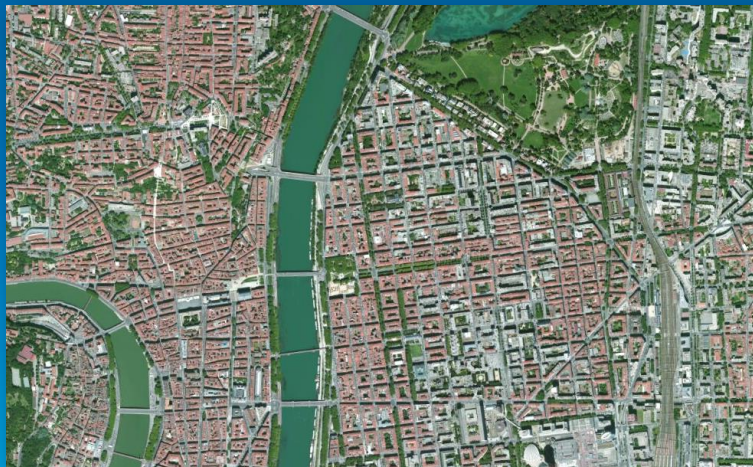
Basemaps



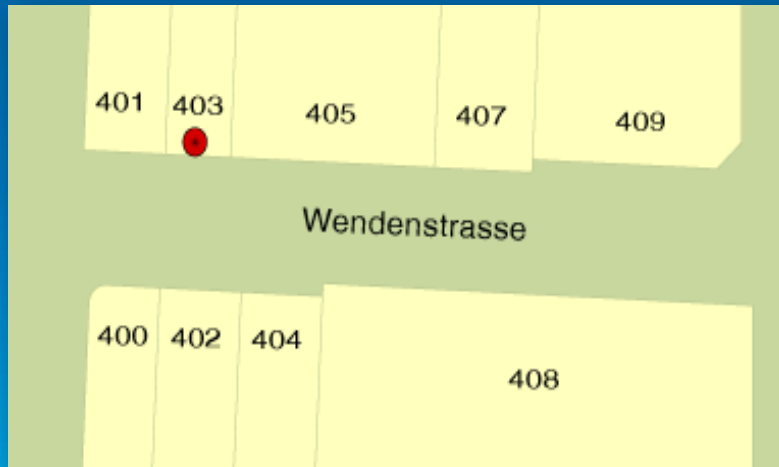
3D



Elevation



Imagery



Geocoding



Landscape



Data

Show Me

- All
- Applications
- Data**
- New
- By Esri
- Popular
- Free

Categories

- All**
- Image
- Feature
- Tiled

Industries

- All**
- Aid and Development
- Business
- Defense
- Intelligence
- Education
- Government

All Platforms

Free & Paid

All Languages

Sort By: Title



Canada Severe Weather

AccuWeather Enterprise Solutions

★★★★☆ (2)



DigitalGlobe Multispectral Service

Esri-DigitalGlobe Marketplace



DigitalGlobe FirstLook Service

Esri-DigitalGlobe Marketplace

☆☆☆☆☆ (0)



RapidEye Living Image BaseMap

Esri-BlackBridge Marketplace



DigitalGlobe Global Basemap Service

Esri-DigitalGlobe Marketplace

★★★★☆ (3)



RapidEye Living Image Multispectral

Esri-BlackBridge Marketplace

Applicability to users

Generic to Focused

DigitalGlobe

Airbus

RapidEye

AccuWeather

HERE
StreetViews

Mapping
Agencies

Pictometry

Quantum
Special

Seneca
Resources

Cyclomedia

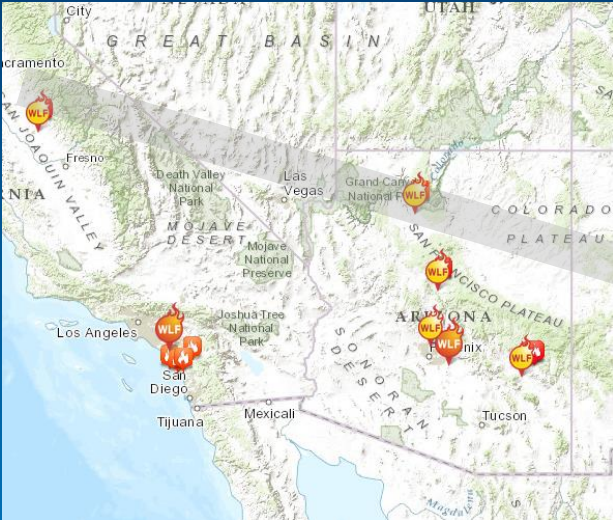
ExactEarth

FireWhat

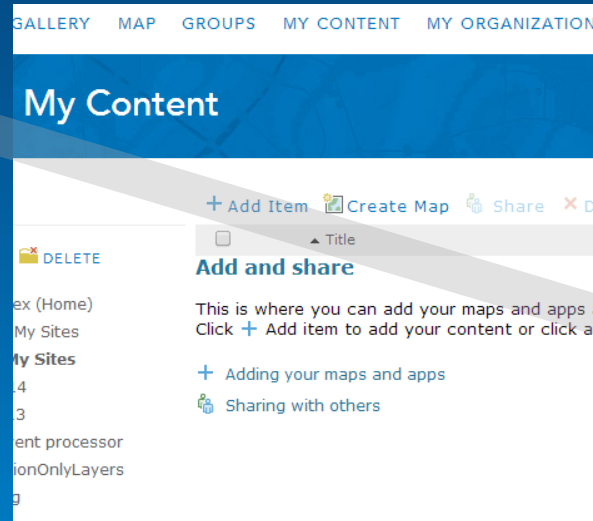
Our vision

Self-service Model: hosted data

1. Good data set



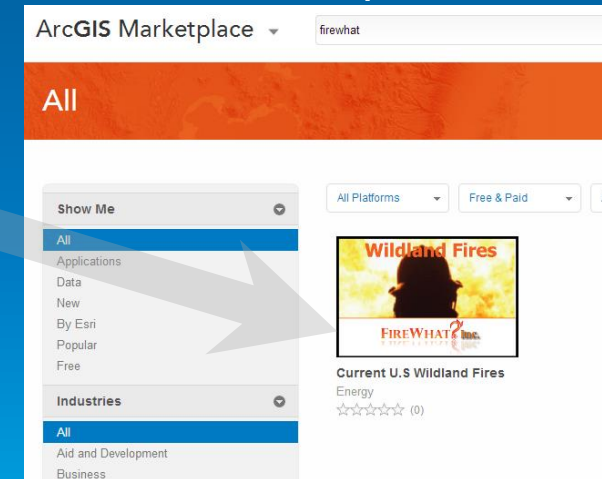
2. ArcGIS Online subscription



3. Create hosted service



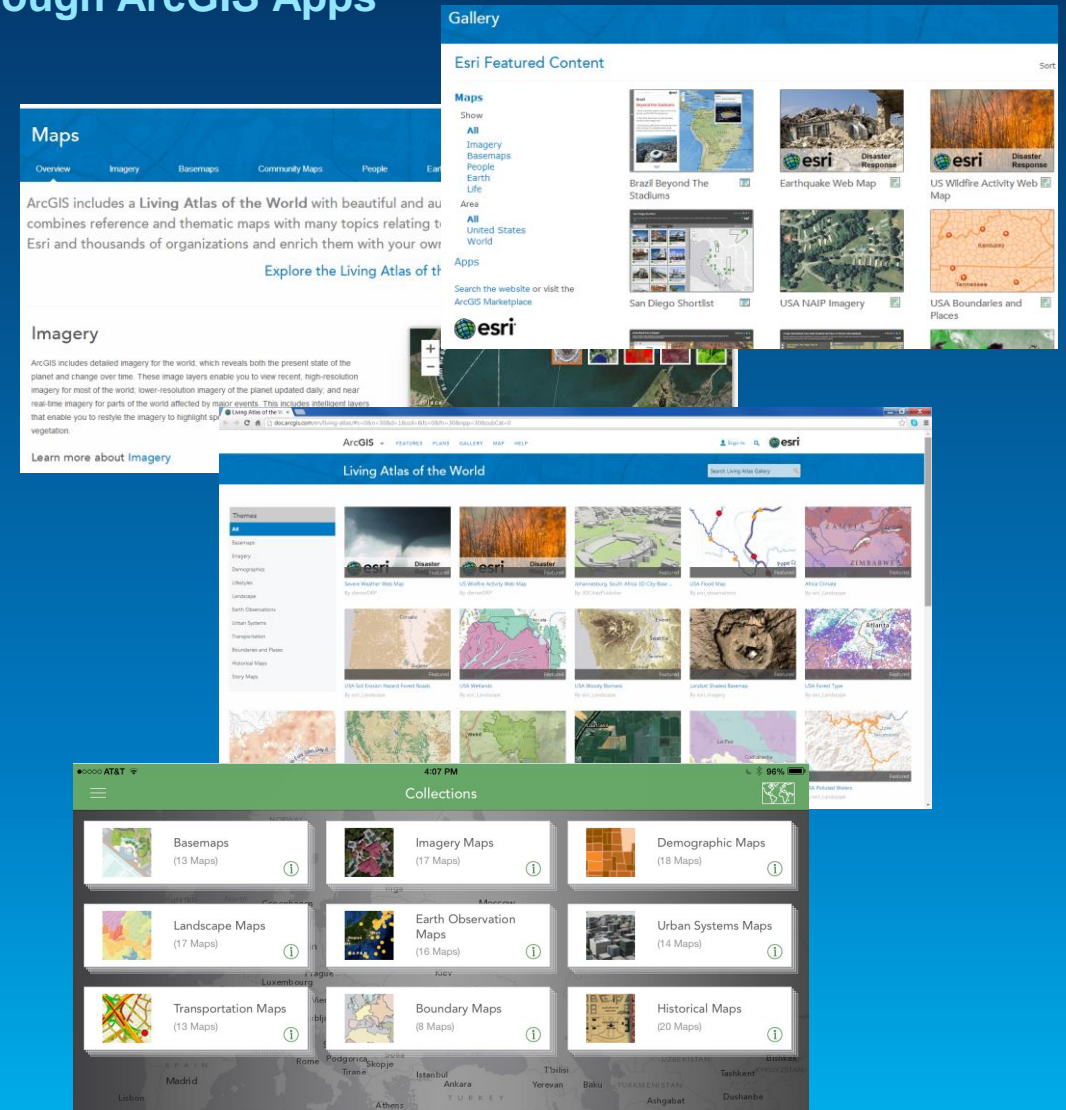
4. List in Marketplace



Accessing the Living Atlas through ArcGIS

Multiple ways to Experience the Living Atlas of the World through ArcGIS Apps

- **ArcGIS Online (ArcGIS.com)**
 - Ready-to-Use Maps feature pages
 - Gallery: Esri Featured Content
 - Add Data: Browse Esri Map Layers
- **Living Atlas of the World Web App (New!)**
 - Browse and preview maps, layers, and tools
- **Explorer for ArcGIS App (New!)**
 - Native App for iOS and Mac platforms
 - Free to use with your Org Subscription



Join the ArcGIS Content Community

<http://bit.ly/ContentCommunity>

The screenshot displays the Esri GeoNet website interface. At the top, the Esri logo is on the left, and navigation links for 'Industries', 'Products', 'Support & Services', and 'About' are in the center. A search bar is on the right. Below the header, the 'GeoNet' logo and 'The Esri Community' tagline are prominent. A secondary navigation bar includes 'Home', 'Content', 'People', 'Places', and 'GeoNet Help'. The main content area features a 'Global Content' banner with a background of orange pipes. Below the banner, there are tabs for 'Activity', 'Content', 'People', 'Reports', and 'Calendar'. The 'Activity' tab is selected, showing a post by 'esri' with the text 'What's going on?'. To the right, there are sections for 'FEATURED CONTENT' (listing PDFs like 'Content Track - UC 2014.pdf'), 'POPULAR CONTENT' (listing 'Football or Soccer?'), and 'TOP PARTICIPANTS'. A comment by 'Christina Sullivan' is visible under the main post.

2014 Content Track

- Wednesday
 - Esri Global Demographic and Lifestyle Data
8:30 am - Room 10
 - ArcGIS for 3D Cities: An Introduction
8:30 am – 9:45 am – Room 03
 - Community Map SIG
12:00 Noon – 1:00 pm
 - ArcGIS Online: Premium Content Services
1:30 pm - Room 32 B
 - Getting to Know Esri Community Maps
3:15 pm - Room 32 A

2014 Content Track

- Thursday
 - Getting to Know Esri Community Maps
8:30 am - Room 32 A
 - Esri Global Demographic and Lifestyle Data
8:30 am - Room 17 A
 - Content for ArcGIS: The Road Ahead
10:15 am - Ballroom 06 F
 - ArcGIS Online: Premium Content Services
1:30 pm - Room 31 C
 - ArcGIS for 3D Cities: An Introduction
3:15 pm – 4:30 pm – Room 31 C

2014 Content Track

- Friday

- ArcGIS for 3D Cities: An Introduction

- 9:00 am – 10:15 am – Room 04

- ArcGIS Online: An Introduction to the Living Atlas of the World

- 9:00 am - Room 05 A

- Using the Landscape Analysis Data – Tech Workshop

- 9:00 am - Room 10



Understanding our world.