

The commercial re-use of Public Sector Information

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Content

- > **Mappy at a glance**
- > **mappy.com**
One of the leading European companies in btoc location-based services
- > **MappyPro**
A range of btob packaged and tailored-made services for businesses and public authorities
- > **mappy.com and MappyPro's business models**
- > **Market's long-term development: must-haves**





Mappy at a glance

- > **Location-based service provider**
- > **A 100% subsidiary company of PagesJaunes Group**
- > **Two core know-hows:
cartographic and photographic online services**
- > **A proprietary LBS technological platform**
- > **Two activities:
mappy.com (btoc) and MappyPro (btob)**





mappy.com, one of the leading European companies in btoc location-based services

Our Statement

- > Offer a fast, practical, easy-to-use service
- > « mappy.com: your ideal co-pilot for all your daily trips »
- > Service available in 13 European languages
- **6 million unique visitors / month (France only)**
- **350 PV / month**





mappy.com, user-friendly internet applications and services



Dynamic maps & Proximity search

Easy-to-follow interactive maps

Drag & drop function

User-friendly background design

Public sector POIs

Integration of aerial photos

With transparent adjustment on maps

Itineraries, driving directions

Service available on web & mobile





mappy.com

Editorial Content Serving Mappynauts

> Mappy Guide

- > Partnership policy
- > Traffic information, Toll Costs
- > Value-added POIs: ATM, Car parks, Newsstands, etc.

→ *About 400 000 POIs in France*





mappy.com

Editorial Content Serving Mappynauts

> Mappy^{Me}

A personalized space on mappy.com

Available to all internet users free of charge

→ 1000 new daily registrations

With Mappy^{Me}, internet users can:

- Save their own addresses, maps, routes and create their own points of interest
- Send geographical messages to anyone
- Create and edit their own route books
- Create their own invitations and have them sent with a map and / or itinerary

The screenshot shows the 'mappy moi' user interface. It features several sections: 'Carnet d'adresses' (Address Book) with entries like 'Agence PARIS M...', 'Ange-Marie et Pa...', 'Annabelle', and 'Anne'; 'Mes sauvegardes' (My Saves) with 'Plans' (Alsatia, Bruges Centre, Ripaille resto) and 'Itinéraires' (Berlin, Pour aller chez Nirina); 'Mes services +' (My Services) with 'Carnets de route' (Berlin, Bruges, Test Yen) and 'Invitations' (Anniversaire JM, Crémaillère, Défilé du Nouvel An Chinois). The interface includes 'Créer' (Create) and 'Suite...' (Continue) buttons for each section, and a footer with links for profile, mode d'emploi, and contact.





mappy.com Key success factors

> *mappy.com perceived as a public interest service*

- In line with Mappynauts' needs

- User-friendly applications, intuitive look and feel

- Sound editorial content

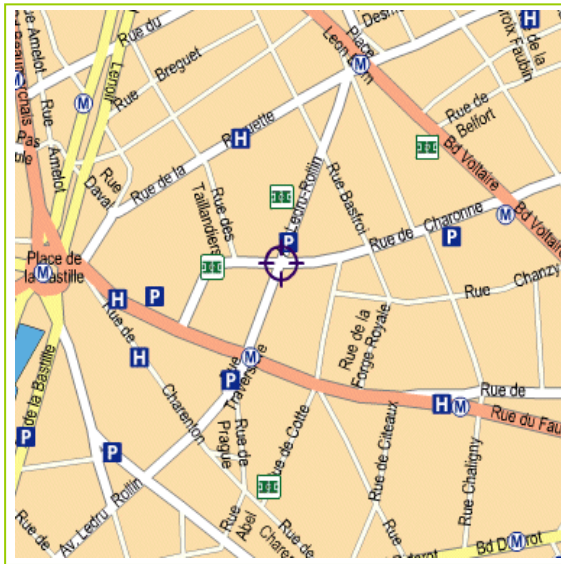
- Uniformity and consistency of data

→ *A service made by and for internet users*



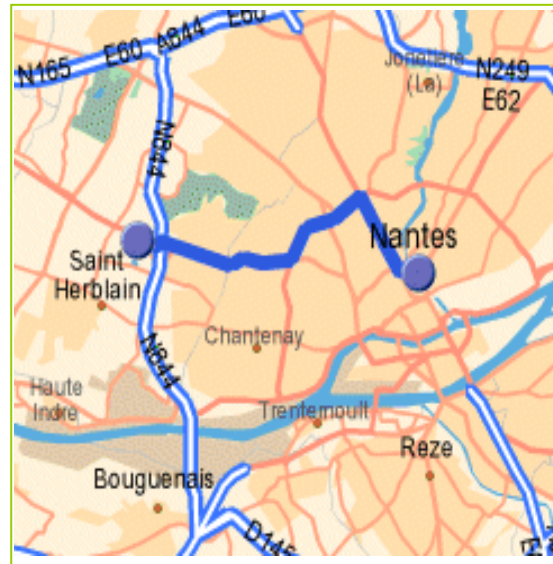


MappyPro, packaged and tailored-made services for businesses and public authorities



MappyPro Maps

Display dynamic maps



MappyPro Route

Generate an itinerary



MappyPro Locator

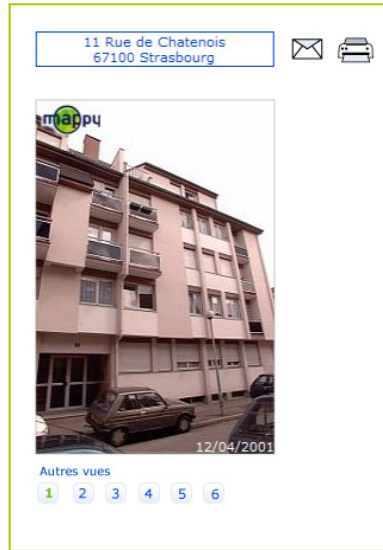
Search and locate the nearest establishment

+ **MappyPro Portal:** Mappy's applications onto a portal or a city's website





MappyPro, packaged & tailored-made services for businesses and public authorities



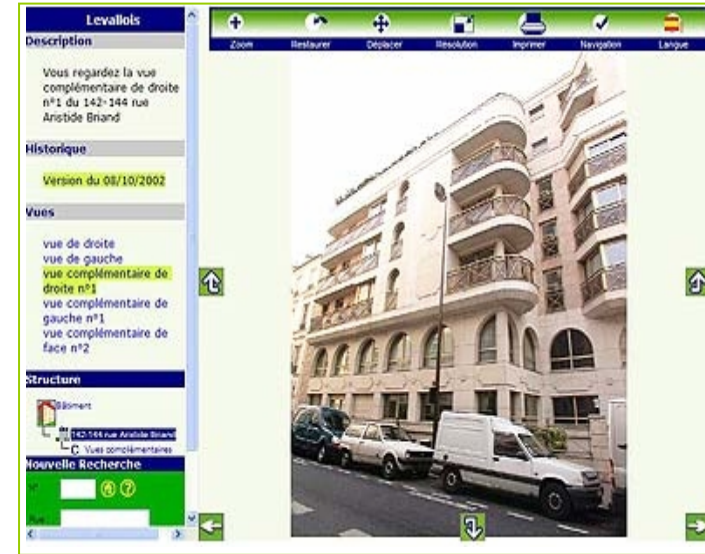
MappyPro Photo

Look at the ground-based / aerial photos of a location



MappyPro Photo Tour

Navigate around a location and look at the ground-based photos of a location



MappyPro Visiocity

Access a comprehensive photographic database of a city





MappyPro References

Portugal Telecom, Online portal, Portugal

www.sapo.pt/

Galleries Lafayette, Fashion department store, France

www.gallerieslafayette.com

Cofinimmo, Real estate, Belgium

www.cofinimmo.com

Aéroports de Paris, Airport services, France

www.aeroportsdeparis.fr

Troyes city, Local authority, France

www.ville-troyes.fr





Mappy's business model

Offer	mappy.com	MappyPro
Target	Mass-market	Corporations and public authorities
Business-model	Monetized audience (advertising and intermediation)	Set-up fee Licence fee Query-based fee





Market's long-term development: must-haves

- > Access to comprehensive geographic data, including POIs and house numbers
 - > **Consistency and accuracy of worldwide data**
 - > **Regular update**
- > Possibility to edit our service on multiple media
Web, mobile phone, navigation systems
- > Access to listings of public works
 - > **Major mid/long-term works on roads, tunnels, mountain passes...**
 - > **Urban works: construction, demolition, restoration**





Thank you

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