



NOAA UPDATE

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10th ACCRES Meeting
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Outline

- Actions Processed
- Activities since last meeting
- Key Points from NOAA/Global Marketing Insights Asian Survey



Government Timeline Information

(1st and 2nd Qtr, FY07)

	Regulatory Requirement	Historical Average	Approved since last September
Licenses	120 days	160 days	111 days (1)
Amendments (precedent setting)	120 days		0 days (0)
Amendments (routine)	120 days	125 days	17 days (3)
Foreign Agreements	60 days	59 days	30 days (7)
Waivers of License Conditions	120 days	103	70 days (1)



Update Since September and Look Ahead

- Commercial Remote Sensing Workshop
January 17, 2007
- Gearing up For Annual Visits with
Licensees
- Global Marketing Insights Inc. On Line
Survey (Asia)



Asian Respondents by Country - All Sectors	Total %
Other (Either did not specify or split among 16 countries)	36%
India	17%
Australia	10%
China	7%
Thailand	4%
South Korea	3%
Japan	3%
Malaysia	2%
Taiwan	2%
Singapore	2%
Sri Lanka	2%
Vietnam	2%
Mongolia	2%
Hong Kong	2%
Cambodia	1%
Russia	1%
Philippines	1%
Myanmar	1%
Laos	1%
Indonesia	1%
Bangladesh	1%
Nepal	1%
Bhutan	1%



KEY POINTS-Asian Remote Sensing Study

- Asian Respondents much younger than Western Respondents by 15 years.
- Asian Government controls Aerial industry and their ability to commercialize.
- Asian Respondents focused on technology improvements.
- Asian Government investing heavily into space, aerial and academic sectors to continue to compete and outsource to West.
- Focus on Aerial remote controlled and unmanned vehicles.



Data Usage Comparisons

- **Satellite data usage at 83% in Asia and at 68% in the West.**
- **Asia's highest use of satellite imagery is in the mid-resolution category with Landsat 5 and 7 (data continuity, low cost and availability) especially in China and Australia.**

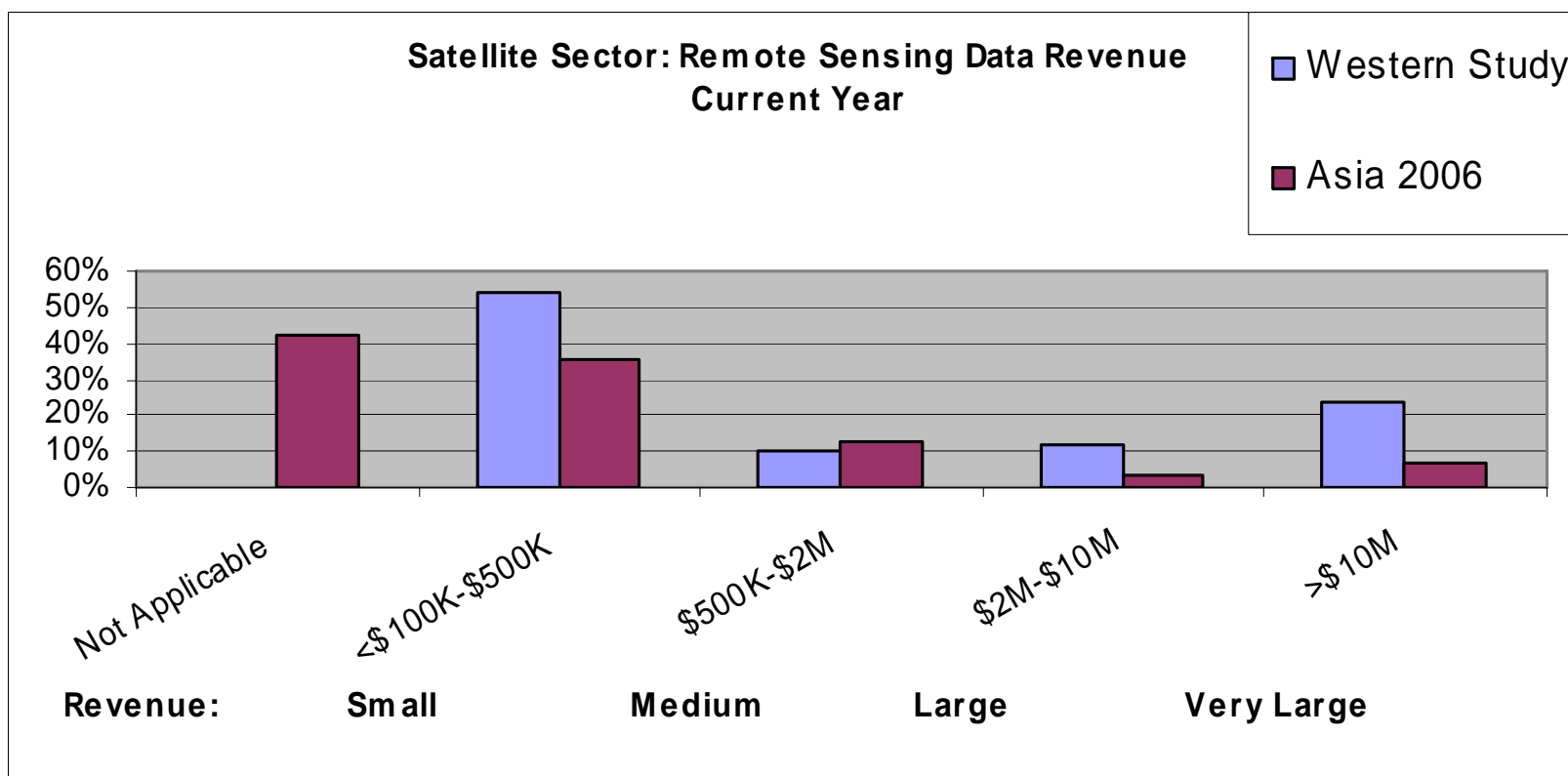


Remote Sensing Product Type Usage:

- Although both the Western and Asian respondents ranked usage of GIS Data and Processed Imagery very high---large variance in the use of Raw Imagery.
 - Raw Imagery was used by 54% of Asian respondents

- “Raw Imagery is typically a less expensive product and sometimes the only viable option for our limited budgets”

Satellite Data





Technical Trends

- **In comparison to the Western Study respondents, the Asian respondents are very focused on basic technologies:**
 - **Ground resolution**
 - **Data storage**
 - **Data processing**



Technical Trends

- **Concern that “Remote Controlled Aircraft” will impact their businesses in the future.**
- **Both the Chinese and Indian Governments are pursuing unmanned tactical aircraft programs**



SATELLITE DATA USAGE

- **Over half of the Asian Satellite Sector selected high and mid-resolution data, such as:**
 - **-Landsat 7(USG)**
 - **-IKONOS (GeoEye)**
 - **-Quickbird (DigitalGlobe)**
 - **-Landsat 5 (USG)**



Satellite Data Usage

Satellites:	
<u>High-Resolution</u>	
- IKONOS – (GeoEye - formerly Space Imaging)	8%
- IRS CartoSat 1 (Antrix Corporation), (India)	3%
- OrbView (GeoEye – formerly Space Imaging)	1%
- QuickBird (Digital Globe), (US)	8%
- SPOT 5 (France)	6%
	Subtotal: 26%
<u>Mid-Resolution</u>	
- IRS ResourceSat (Antrix Corporation), India	4%
- IRS 1C (Antrix Corporation), (India)	4%
- IRS 1D (Antrix Corporation), (India)	4%
- Landsat 5 (US)	7%
- Landsat 7 (US)	9%
- SPOT 2 (France)	3%
- SPOT 4 (France)	4%
	Subtotal: 35%



Conclusions

- **Young workforce in all of the remote-sensing sectors**
- **Asia seems well-positioned to provide technical and processing support to the rest of the world**
- **Increased capabilities as more satellites are launched, increased data availability**
- **Satellite Imagery development and distribution is a key focus**
- **Remote Controlled Aircraft and Artificial Intelligence is important focus of the Asian Remote Sensing Community**
- **More data/information: www.licensing.noaa.gov**