

GfK Releases Digital Maps for Asia



GfK has released a new, completely overhauled digital map edition for all of Asia. The edition features coverage of 49 countries, ranging from the three BRICS nations Russia, India and China to smaller countries such as Bhutan. In addition to more granular coastlines, the digital maps depict the latest status of administrative and postal regions. Detailed, up-to-date digital maps are a prerequisite for accurate location-based market analyses.

GfK's new Asia Edition 2017/2018 includes approximately 750 digital maps. These reflect the latest regional status and feature numerous new levels as well as a higher level of detail. GfK's digital maps of postcodes and administrative regions such as provinces and municipalities comprise the basis for precise spatial analyses. These maps make it

possible to geocode, link and analyze company and market data as well as other location data such as risk-related information used in the reinsurance industry.

"Any analyses involving a geographic component require detailed, error-free and up-to-date administrative and postcode boundaries," says Klaus Dittmann, head of cartography at GfK's Geomarketing solution area. "An outdated or incorrect cartographic basis leads to erroneous analyses. Creating maps that meet our requirements for detail and accuracy is particularly challenging in Asia due to lacking or incomplete data sources. But for our new Asia Edition, we were able to obtain improved base data from official sources in many countries and digitize additional regional levels thanks to this new information as well as extensive research and manual crosschecks."

GfK's cartographers ensure the accuracy of boundaries and map objects by consulting satellite imagery, among other methods. For risk and business analyses, it is crucial that all boundaries offer comprehensive coverage, without any gaps or overlaps. All of GfK's maps are vector-based and consequently offer infinite zoom and flexible viewing options. Another feature of GfK's maps is their inclusion of place names in both the national and international nomenclature. This allows internationally active companies to easily communicate their market analyses and strategic plans across language barriers. In addition to postal and administrative regions, the map editions also include map layers featuring cities (by population bracket), transportation infrastructure (streets, airports, railways), rivers and bodies of water.

Availability

GfK's maps for Asia are available in both stand-alone country editions and as a comprehensive continent edition in all standard map formats, including *.shp (ESRI), *.tab (MapInfo), *.lay (RegioGraph) and Oracle Spatial.

GfK is the official supplier of the CRESTA zones, which provide a uniform international standard for the aggregation and exchange of risk-related information in the reinsurance industry. GfK also offers the world's largest collection of administrative and postcode maps.

Additional information on GfK's worldwide digital maps can be found [here](https://www.gim-international.com/content/news/gfk-releases-digital-maps-for-asia).