



 **PUBLIC-PRIVATE
PARTNERSHIP...
SERVING ALL MARINERS**

Buenos Aires, 20-22 march 2018

A COMMON GOAL

Industry shares a common goal with Hydrographic offices:

To provide all mariners with accurate and adequately updated nautical data for the intended voyage.

Industry has the TECHNOLOGY to help Hydrographic Offices complete their MISSION.

License agreements should be designed to facilitate the process of data dissemination in different forms and through different channels, by selected and certified licensees.

THE GAP TO FILL

Hydrographic Offices in the past had to focus their digital efforts on ENC production and distribution.



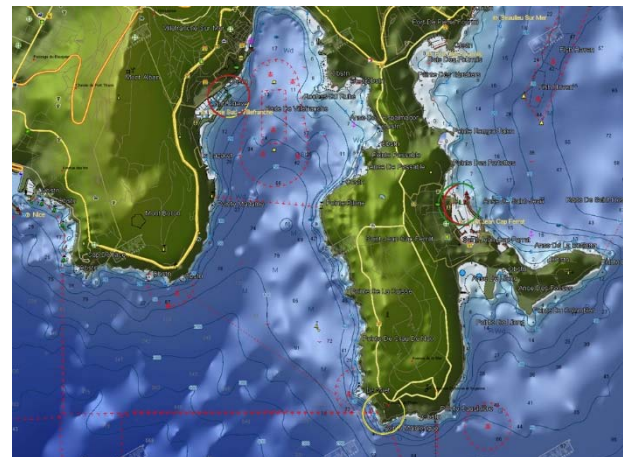
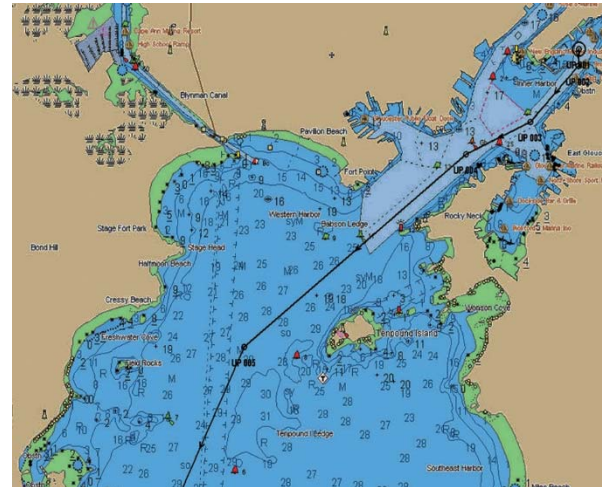
Hundreds of thousands of recreational boats, fishing vessels and workboats do not or cannot use ENCs.

In many cases such vessels operate with insufficient and outdated nautical data and pose a safety challenge.



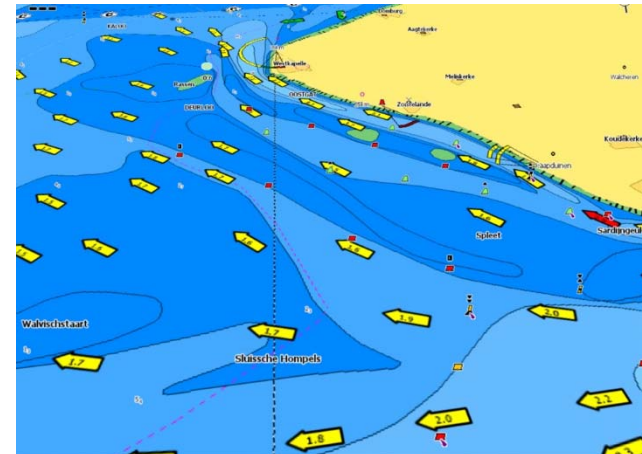
WHAT CAN THE INDUSTRY DO?

- ▶ Industry can act as data aggregator and «clearing house» for information to mariners.
- ▶ Different data is collected from various sources, ingested into a database, collated and packaged into products that are designed to serve different end-users.
- ▶ Such products are made available to mariners through different channels with aim to reaching the largest possible number of end-users.
- ▶ New data and updates are constantly collected and processed.



WHAT THE INDUSTRY NEEDS

- ▶ Access to the best data sources. In particular ENC's where available.
- ▶ Access to updates with the same frequency as for ENC's.
- ▶ Royalty models that are adaptive to the different products and the markets that such products aim to serve.
- ▶ License Agreements that foster products and services innovation and are easy to administer and audit.

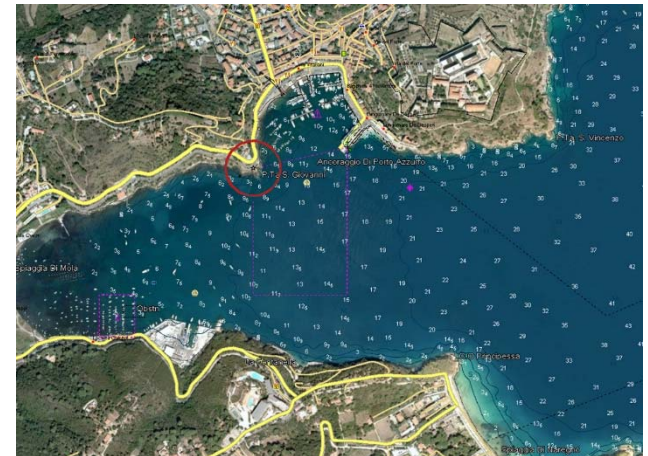


NEW OPPORTUNITIES

Internet distribution, use of hand-held devices, mobile applications, web-based services are all new tools through which end-users can be reached, supported and stimulated to use the proper data in the proper way.



Value of Shore-based services. Nautical chart information is a valuable tool for enhanced shore-based services such as: Fleet management, Vessel monitoring, Voyage planning and route optimization, crisis management, emergency response, crew training, technical consultancy services



THE SITUATION TODAY

Today, private industry is faced with different approaches to licensing of data by HOs.

- ▶ Some HOs are actively pursuing a close cooperation with private industry. Source data is made available, although not always in digital format. Data distribution is encouraged in different formats and through all available channels
- ▶ Some HOs operate under a centralised structure (Custodianship Organisation) with similar agreements that are administered by a common entity. However access to data sources and parameters for royalty calculation still differ in some cases.
- ▶ Some HOs do not allow access to data in digital form out of fear of improper usage by the industry.

THE SITUATION TODAY

- ▶ Some HOs are unwilling to allow industry to include their data in their products because of a lack of trust in the industry's production, reporting and royalty calculation processes.
- ▶ Some HOs are unwilling to deal with industry because they are either prohibited from doing so, or simply not interested.



THE VOYAGE AHEAD

With a quest to serve chart data to all mariners, HOs and industry should join forces in a public-private partnerships (PPP) model –

"a long-term contract between a private party and a government entity, for providing a public asset or service, in which the private party bears significant risk and management responsibility, and remuneration is linked to performance"

HO – originator, owner and provider of navigation data

Industry – distribution channel and end user contact.

THE VOYAGE AHEAD

- ▶ HOs should agree to and apply a strict selection of partners based on certified data management processes, effective distribution capabilities and trusted back office and finance systems.
- ▶ HOs should allow and encourage industry to embrace and develop new technology to maximize end user reach.
- ▶ Industry should design new products and services that will stimulate mariners to use updated nautical data, and make such data readily available and affordable.

THANK YOU

