



**IMMEDIATE RELEASE**

# **2017 GNSS Market Report** looks at latest trends shaping **Mapping and Surveying**

**GSA/PR/17/03.4** Prague, 10 May 2017

In the fast evolving world of satellite navigation technology and GNSS applications, monitoring the landscape and having the latest information is essential. With its in-depth look at market opportunities and trends within the dynamic Mapping and Surveying segment, the European GNSS Agency's (GSA) 2017 *GNSS Market Report* is a key resource for successfully navigating this exciting market.

As an efficient tool for mapping and surveying, GNSS is widely used by organisations such as utility companies and regional and local authorities, most often being employed by services requiring centimetre-level accuracy. As highlighted in the 5th edition of the GSA's popular GNSS Market Report, GNSS' market penetration of the Mapping and Surveying segment has grown with the launch of Galileo Initial Services, which provides high-precision users positioning services with sub-decimetre level accuracy.

Other key trends identified in the Market Report include:

- Growth in the shipment of GNSS devices is driven by the development of the construction sector, which has an increasing demand for both machine-controlled and person-based technologies.
- To counterbalance the aggressive pricing strategies of Asian manufacturers, incumbent manufacturers are focusing on customer services and assistance.



## A go-to resource

Regularly referenced by policy-makers and business leaders around the world, the *GNSS Market Report* serves as the go-to resource for an in-depth look at GNSS market opportunities and trends across an array of essential market segments.

“Providing in-depth information on today’s GNSS market opportunities and a data-driven forecast of its evolution through to 2025, this edition is a must-read for anyone looking to successfully navigate this promising market,” says GSA Executive Director Carlo des Dorides.

## New edition, new additions

The *GNSS Market Report* takes a comprehensive look at the global GNSS market, providing a thorough analysis per market segment (Location-Based Services (LBS), Road Transportation, Aviation, Maritime, Rail, Agriculture, Surveying and Timing & Synchronisation), region and application type, including information on shipments, revenues and installed device base. This edition includes such new features as:

- An expanded section on macro-trends like the Internet of Things (IoT), Smart Cities and Big Data.
- Segment-specific user perspectives, with an emphasis on the increasingly stringent demands of today’s GNSS users.
- The unique added-value that European GNSS (EGNOS and Galileo) brings to each segment and how Galileo is already enhancing the functioning of many applications.
- A special feature on the important role that GNSS plays in the growing market of drones (i.e., UAVs/Remotely Piloted Aircraft Systems).

The full 100-page report is available for download free of charge at:

**<https://www.gsa.europa.eu/2017-gnss-market-report>**.



## About the European GNSS Agency

As an official European Union Regulatory Agency, the European GNSS Agency (GSA) manages public interests related to European GNSS programmes. The GSA's mission is to support European Union objectives and achieve the highest return on European GNSS investment, in terms of benefits to users and economic growth and competitiveness.

## Methodology

The *GSA GNSS Market Report* is compiled by the GSA and the European Commission and was produced using the GSA's systematic Marketing Monitoring and Forecasting Process.

The underlying market model uses advanced forecasting techniques applied to a wide range of input data, assumptions, and scenarios to forecast the size of the GNSS market in terms of shipments, revenue, and installed base of receivers.

Historical values are anchored to actual data in order to ensure a high level of accuracy. Assumptions are confronted with expert opinions in each market segment and application and model results are cross-checked against the most recent market research reports from independent sources before being validated through an iterative consultation process involving pertinent sector experts and stakeholders.

### For more information:

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