



# Commercial GEOINT Activity Overview

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# The Commercial GEOINT Activity

A joint National Geospatial-Intelligence Agency (NGA) and National Reconnaissance Office (NRO) effort to ensure that the US Government takes full advantage of legacy and emerging commercial geospatial intelligence (GEOINT) capabilities to satisfy mission needs and maximize the efficiency and effectiveness of the overhead architecture.



# Why now?

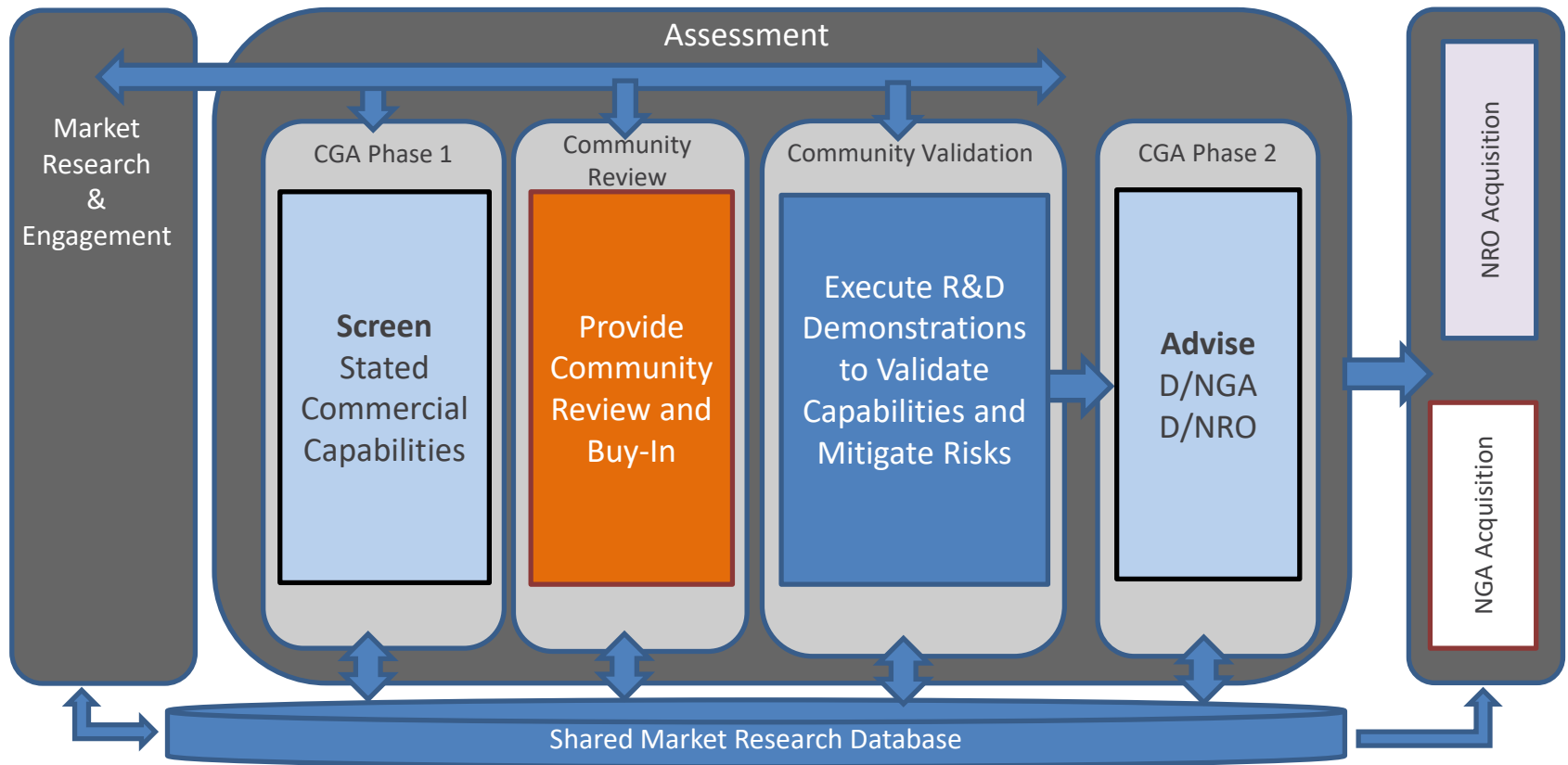
- Dynamic technology advances—including the commoditization of collection/analysis and automation—are creating new complementary capabilities for commercial GEOINT to support mission needs.
- The need for better coordination requires a centralized focal point between NGA and NRO to assess and to understand the potential of the commercial GEOINT marketplace for our mission needs.



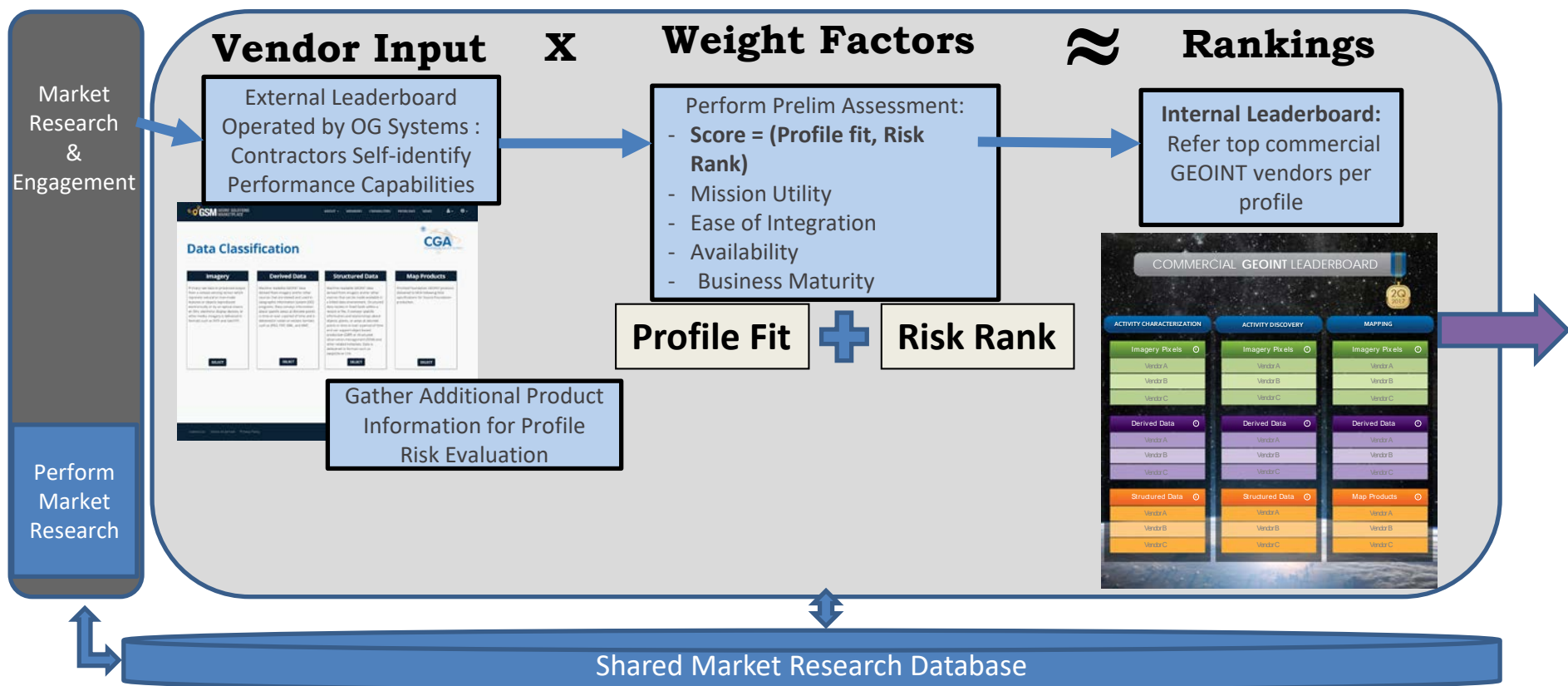
# CGA's Scope

- Engagement
  - Lead industry outreach and support NGA and NRO user community outreach
  - Facilitate the development and deployment of CGA's assessment infrastructure
- Assessment
  - Conduct two-stage value assessment against NSG user needs and requirements; quarterly refresh
  - Inform synchronized decision-making on the acquisition of commercial GEOINT capabilities
- Policy
  - Anticipate and prepare NGA and NRO for commercial imagery licensing reviews and policy actions
  - Maximize advantages inherent in commercial innovation while protecting national security

# Aligned Assessment Processes

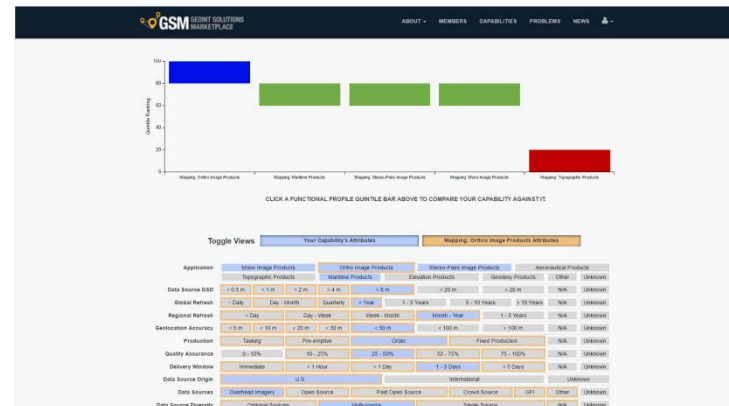
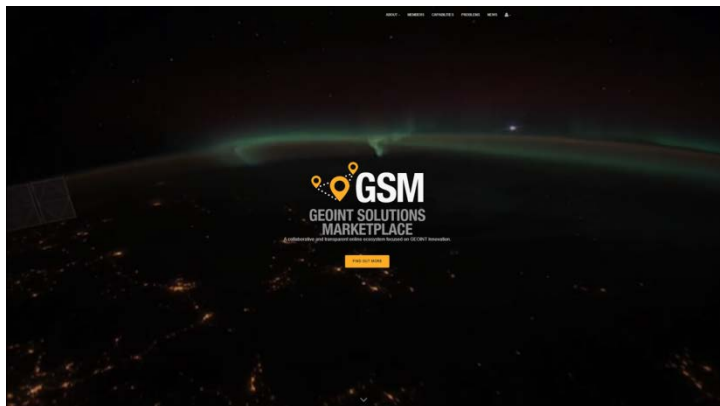


# Assessment Process—First Phase



# CGA Leaderboard

- A web-based market research platform
  - Articulates GEOINT needs
  - Enables industry to submit capabilities with instant feedback
  - Serves as a preliminary basis for gov't understanding of relative capabilities
  - Informs future commercial GEOINT investment and acquisition activities (AoA)





# Product Profiles

## Imagery

Imagery is composed of primary raw data or processed output from a remote sensing sensor which represents natural or man-made features or objects reproduced electronically or by an optical means on film, electronic display devices, or other media. Imagery is delivered in formats such as NITF and GeoTIFF.

**SELECT**

## Derived Data

Derived data is machine readable GEOINT data derived from imagery and/or other sources and is best viewed in Geographic Information System (GIS) programs to convey observations about specific areas at discrete points in time or over a period of time. Derived data includes products presented as heat maps or vector overlays and is delivered in raster or vector formats such as JPEG, TIFF, KML, KMZ, and SHP.

**SELECT**

## Structured Data

Structured data is machine readable GEOINT data which identifies unique observations or features which can be made available in a linked data environment. It conveys specific information and relationships about objects, points, or areas at discrete points in time or over a period of time and can support object based production (OBP) or structured observation management (SOM) and other related initiatives. Structured data resides in fixed fields within a record or file, is derived from imagery and/or other sources, and is delivered in formats such as GeoJSON or CSV.

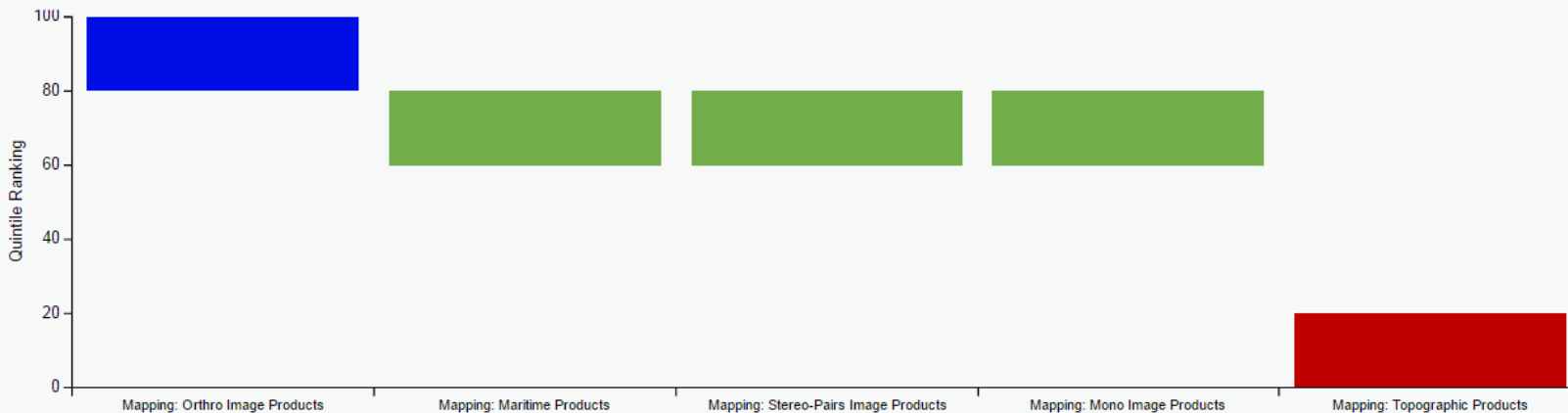
**SELECT**

## Map Products

Map products are finished Foundation GEOINT products delivered to NGA following NGA specifications for Source Foundation production.

**SELECT**





CLICK A FUNCTIONAL PROFILE QUINTILE BAR ABOVE TO COMPARE YOUR CAPABILITY AGAINST IT.

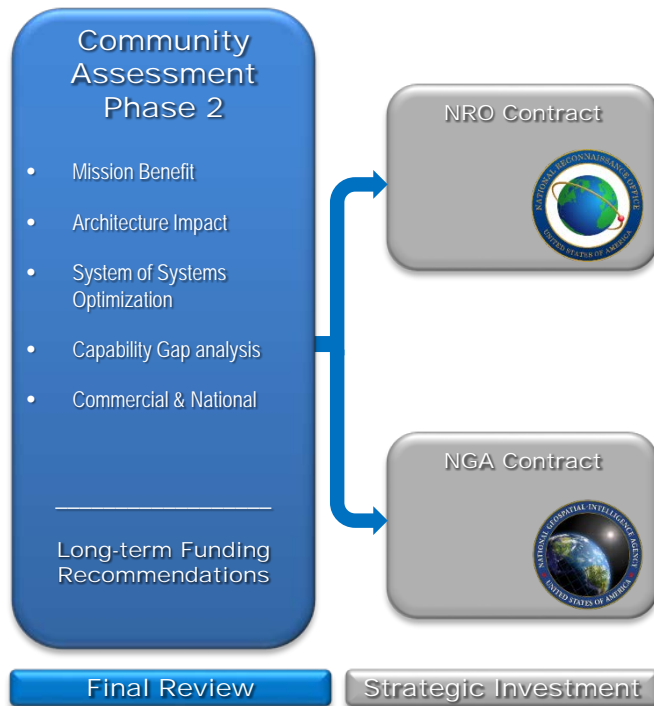
Toggle Views

Your Capability's Attributes

Mapping: Ortho Image Products Attributes

Application	Mono Image Products	Ortho Image Products	Stereo-Pairs Image Products	Aeronautical Products					
	Topographic Products	Maritime Products	Elevation Products	Geodesy Products	Other	Unknown			
Data Source GSD	< 0.5 m	< 1 m	< 2 m	< 4 m	< 8 m	< 20 m	> 20 m	N/A	Unknown
Global Refresh	~ Daily	Day - Month	Quarterly	< Year	1 - 5 Years	5 - 10 Years	> 10 Years	N/A	Unknown
Regional Refresh	< Day	Day - Week	Week - Month	Month - Year	1 - 5 Years	N/A	Unknown		
Geolocation Accuracy	< 5 m	< 10 m	< 20 m	< 30 m	< 50 m	< 100 m	> 100 m	N/A	Unknown
Production	Tasking	Pre-emptive	Order	Fixed Production	N/A	Unknown			
Quality Assurance	0 - 10%	10 - 25%	25 - 50%	50 - 75%	75 - 100%	N/A	Unknown		
Delivery Window	Immediate	< 1 Hour	< 1 Day	1 - 5 Days	> 5 Days	N/A	Unknown		
Data Source Origin	U.S.				International			Unknown	
Data Sources	Overhead Imagery	Open Source	Paid Open Source	Crowd Source	GFI	Other	Unknown		
Data Source Diversity	Optional Sources		Multi-source		Single Source		N/A	Unknown	

# Assessment Process—Second Phase



- CGA Assessment Toolbox:
  - Architecture analysis tools
  - CONOP evaluation tools
  - Economic Analysis
- CGA long-term funding recommendations to NGA and NRO acquisition decision boards



# Anticipated Outcomes

- Strengthened GEOINT marketplace
- Modernized data, tools, and algorithms
  - Diversified data sources



# Questions?



[www.geoint.community/cga](http://www.geoint.community/cga)