

# Asia Pacific Digital Map Market Analysis (2017-2023)

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## Abstracts

The Asia Pacific Digital Map Market would witness market growth of 14% CAGR during the forecast period (2017 – 2023). The digital map is also called as cartography, which is an electronic map, and its operation is based on a combination of graphic elements, which are assigned to the maps in the form of electronic information. Digital maps are naturally harvested and processed into digital cartographic data. Digital mapping is a defined process of collection and compilation of data which is then formed into a virtual image. The data that is so compiled is then used in producing digital maps that represent specific geographical area, including major rivers, roads, and important landmarks such as hospitals, airports, and others. Digital mapping technology is also largely used in calculating the distance between different places. Growing adoption of 3D platforms & use of advanced technologies in surveying and making digital maps are the factors that are driving the growth of the digital map market.

Based on Usage, the market report segments the market into Outdoor Application and Indoor Application. Outdoor Application includes Mobile & The Internet, Public Sector Agencies, Automotive Navigation, and Enterprises. Indoor Application includes Airport and Malls & Stores. Based on Functionality, the Asia Pacific Digital Map market segments the market into GPS Navigation, Scientific, and Computerized. Based on Countries, the Asia Pacific Digital Map market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the key stake holders of the Asia Pacific Digital Map Market. Key companies profiled in the report include Apple, Inc., ARC Aerial Imaging Limited, ESRI, Google, Inc., HEREAOL (MapQuest), Micello, Inc., MiTAC Holdings Corporation, Nearmap Ltd., and TomTom NV.

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Asia Pacific Digital Map Market, by Usage
  - 1.4.2 Asia Pacific Digital Map Market, by Functionality
  - 1.4.3 Asia Pacific Digital Map Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
- 2.2 Drivers, and Restraints
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. ASIA PACIFIC DIGITAL MAP MARKET**

- 3.1 Asia Pacific Digital Map Market by Usage
  - 3.1.1 Asia Pacific Digital Map Outdoor Application Market by Country
  - 3.1.2 Asia Pacific Digital Map Market by Outdoor Application
    - 3.1.2.1 Asia Pacific Mobile & The Internet Digital Map Market by Country
    - 3.1.2.2 Asia Pacific Public-Sector Agencies Digital Map Market by Country
    - 3.1.2.3 Asia Pacific Automotive Navigation Digital Map Market by Country
    - 3.1.2.4 Asia Pacific Enterprises Digital Map Market by Country
  - 3.1.3 Asia Pacific Digital Map Indoor Application Market by Country
  - 3.1.4 Asia Pacific Digital Map Market by Indoor Application
    - 3.1.4.1 Asia Pacific Digital Map Airport Indoor Application Market by Country
    - 3.1.4.2 Asia Pacific Digital Map Malls & Stores Market by Country

### **CHAPTER 4. ASIA PACIFIC DIGITAL MAP MARKET BY FUNCTIONALITY**

- 4.1 Introduction
  - 4.1.1 Asia Pacific GPS Navigation Digital Map Market by Country
  - 4.1.2 Asia Pacific Scientific Digital Map Market by Country

#### 4.1.3 Asia Pacific Computerized Digital Map Market by Country

### **CHAPTER 5. ASIA PACIFIC DIGITAL MAP MARKET BY COUNTRY**

#### 5.1 Introduction

#### 5.2 China Digital Map Market

##### 5.2.1 China Digital Map Market by Usage

###### 5.2.1.1 China Digital Map Market by Outdoor Application

###### 5.2.1.2 China Digital Map Market by Indoor Application

##### 5.2.2 China Digital Map Market by Functionality

#### 5.3 Japan Digital Map Market

##### 5.3.1 Japan Digital Map Market by Usage

###### 5.3.1.1 Japan Digital Map Market by Outdoor Application

###### 5.3.1.2 Japan Digital Map Market by Indoor Application

##### 5.3.2 Japan Digital Map Market by Functionality

#### 5.4 India Digital Map Market

##### 5.4.1 India Digital Map Market by Usage

###### 5.4.1.1 India Digital Map Market by Outdoor Application

###### 5.4.1.2 India Digital Map Market by Indoor Application

##### 5.4.2 India Digital Map Market by Functionality

#### 5.5 South Korea Digital Map Market

##### 5.5.1 South Korea Digital Map Market by Usage

###### 5.5.1.1 South Korea Digital Map Market by Outdoor Application

###### 5.5.1.2 South Korea Digital Map Market by Indoor Application

##### 5.5.2 South Korea Digital Map Market by Functionality

#### 5.6 Singapore Digital Map Market

##### 5.6.1 Singapore Digital Map Market by Usage

###### 5.6.1.1 Singapore Digital Map Market by Outdoor Application

###### 5.6.1.2 Singapore Digital Map Market by Indoor Application

##### 5.6.2 Singapore Digital Map Market by Functionality

#### 5.7 Malaysia Digital Map Market

##### 5.7.1 Malaysia Digital Map Market by Usage

###### 5.7.1.1 Malaysia Digital Map Market by Outdoor Application

###### 5.7.1.2 Malaysia Digital Map Market by Indoor Application

##### 5.7.2 Malaysia Digital Map Market by Functionality

#### 5.8 Rest of Asia Pacific Digital Map Market

##### 5.8.1 Rest of Asia Pacific Digital Map Market by Usage

###### 5.8.1.1 Rest of Asia Pacific Digital Map Market by Outdoor Application

###### 5.8.1.2 Rest of Asia Pacific Digital Map Market by Indoor Application

## 5.8.2 Rest of Asia Pacific Digital Map Market by Functionality

### **CHAPTER 6. COMPANY PROFILES**

#### 6.1 Apple Inc.

##### 6.1.1 Company Overview

##### 6.1.2 Financial Analysis

##### 6.1.3 Segmental and Regional Analysis

##### 6.1.4 Research & Development Expense

#### 6.2 Google Inc.

##### 6.2.1 Company Overview

##### 6.2.2 Financial Analysis

##### 6.2.3 Segmental and Regional Analysis

##### 6.2.4 Research & Development Expense

#### 6.3 TomTom NV

##### 6.3.1 Company Overview

##### 6.3.2 Financial Analysis

##### 6.3.3 Segmental and Regional Analysis

##### 6.3.4 Research & Development Expense

##### 6.3.5 Strategies at a Glance

##### 6.3.5.1 Partnerships, Collaborations and Agreements

#### 6.4 ARC Aerial Imaging Limited

##### 6.4.1 Company Overview

#### 6.5 ESRI

##### 6.5.1 Company Overview

##### 6.5.2 Strategies at a Glance

##### 6.5.2.1 Partnerships, Collaborations and Agreements

#### 6.6 HERE

##### 6.6.1 Company Overview

##### 6.6.2 Strategies at a Glance

##### 6.6.2.1 Partnerships, Collaborations and Agreements

#### 6.7 AOL (MapQuest)

##### 6.7.1 Company Overview

#### 6.8 Micello, Inc.

##### 6.8.1 Company Overview

##### 6.8.2 Strategies at a Glance

##### 6.8.2.1 Partnerships, Collaborations and Agreements

#### 6.9 MiTAC Holdings Corporation

##### 6.9.1 Company Overview

6.9.2 Financial Analysis

6.9.3 Segmental and Regional Analysis

6.9.4 Research & Development Expense

6.1 Nearmap Ltd.

6.10.1 Company Overview

6.10.2 Financial Analysis

6.10.3 Regional Analysis

## List Of Tables

### LIST OF TABLES

Table 1 ASIA PACIFIC DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 2 ASIA PACIFIC DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 3 ASIA PACIFIC DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 4 ASIA PACIFIC DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 5 ASIA PACIFIC DIGITAL MAP OUTDOOR APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 ASIA PACIFIC DIGITAL MAP OUTDOOR APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 ASIA PACIFIC DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 8 ASIA PACIFIC DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 9 ASIA PACIFIC MOBILE & THE INTERNET DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 10 ASIA PACIFIC MOBILE & THE INTERNET DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 11 ASIA PACIFIC PUBLIC-SECTOR AGENCIES DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 ASIA PACIFIC PUBLIC-SECTOR AGENCIES DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 ASIA PACIFIC AUTOMOTIVE NAVIGATION DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 ASIA PACIFIC AUTOMOTIVE NAVIGATION DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 ASIA PACIFIC ENTERPRISES DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 16 ASIA PACIFIC ENTERPRISES DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 17 ASIA PACIFIC DIGITAL MAP INDOOR APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 ASIA PACIFIC DIGITAL MAP INDOOR APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 ASIA PACIFIC DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 -

2016, USD MILLION

Table 20 ASIA PACIFIC DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 21 ASIA PACIFIC DIGITAL MAP AIRPORT INDOOR APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 ASIA PACIFIC DIGITAL MAP AIRPORT INDOOR APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 ASIA PACIFIC DIGITAL MAP MALLS & STORES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 ASIA PACIFIC DIGITAL MAP MALLS & STORES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 ASIA PACIFIC DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 26 ASIA PACIFIC DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 27 ASIA PACIFIC GPS NAVIGATION DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 28 ASIA PACIFIC GPS NAVIGATION DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 29 ASIA PACIFIC SCIENTIFIC DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 ASIA PACIFIC SCIENTIFIC DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 ASIA PACIFIC COMPUTERIZED DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 ASIA PACIFIC COMPUTERIZED DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 ASIA PACIFIC DIGITAL MAP MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 34 ASIA PACIFIC DIGITAL MAP MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 35 CHINA DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 36 CHINA DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 37 CHINA DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 38 CHINA DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 39 CHINA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 40 CHINA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION



Table 41 CHINA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 42 CHINA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 43 CHINA DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 44 CHINA DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 45 JAPAN DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 46 JAPAN DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 47 JAPAN DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 48 JAPAN DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 49 JAPAN DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 50 JAPAN DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 51 JAPAN DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 52 JAPAN DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 53 JAPAN DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 54 JAPAN DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 55 INDIA DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 56 INDIA DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 57 INDIA DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 58 INDIA DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 59 INDIA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 60 INDIA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 61 INDIA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 62 INDIA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 63 INDIA DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 64 INDIA DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD



**MILLION**

Table 65 SOUTH KOREA DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 66 SOUTH KOREA DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 67 SOUTH KOREA DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 68 SOUTH KOREA DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 69 SOUTH KOREA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 70 SOUTH KOREA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 71 SOUTH KOREA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 72 SOUTH KOREA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 73 SOUTH KOREA DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 74 SOUTH KOREA DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 75 SINGAPORE DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 76 SINGAPORE DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 77 SINGAPORE DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 78 SINGAPORE DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 79 SINGAPORE DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 80 SINGAPORE DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 81 SINGAPORE DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 82 SINGAPORE DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 83 SINGAPORE DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 84 SINGAPORE DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 85 MALAYSIA DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 86 MALAYSIA DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 87 MALAYSIA DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 88 MALAYSIA DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 89 MALAYSIA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 90 MALAYSIA DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 91 MALAYSIA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 92 MALAYSIA DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 93 MALAYSIA DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 94 MALAYSIA DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 95 REST OF ASIA PACIFIC DIGITAL MAP MARKET, 2013 - 2016, USD MILLION

Table 96 REST OF ASIA PACIFIC DIGITAL MAP MARKET, 2017 - 2023, USD MILLION

Table 97 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY USAGE, 2013 - 2016, USD MILLION

Table 98 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY USAGE, 2017 - 2023, USD MILLION

Table 99 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 100 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY OUTDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 101 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY INDOOR APPLICATION, 2013 - 2016, USD MILLION

Table 102 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY INDOOR APPLICATION, 2017 - 2023, USD MILLION

Table 103 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY FUNCTIONALITY, 2013 - 2016, USD MILLION

Table 104 REST OF ASIA PACIFIC DIGITAL MAP MARKET BY FUNCTIONALITY, 2017 - 2023, USD MILLION

Table 105 KEY INFORMATION - APPLE INC.

Table 106 KEY INFORMATION – GOOGLE INC.

Table 107 KEY INFORMATION – TOMTOM NV

Table 108 KEY INFORMATION - ARC AERIAL IMAGING LIMITED

Table 109 KEY INFORMATION - ESRI

Table 110 KEY INFORMATION - HERE

Table 111 KEY INFORMATION - AOL (MAPQUEST)

Table 112 KEY INFORMATION - MICELLO, INC.

Table 113 KEY INFORMATION - MITAC HOLDINGS CORPORATION

Table 114 KEY INFORMATION - NEARMAP LTD.

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