

## ENVISAT DATA POLICY, PRODUCTS AND SERVICES

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### ABSTRACT

Since the launch of ERS-1 (1991) an EO Data Policy has been set up by ESA which define the rules for ESA and its partners to serve and support users both in science and applications, and to ensure the mission objectives defined and agreed by member states in the programme proposal. The aim is to maximise the beneficial use of ERS and also ENVISAT data. In that purpose the EO Data Policy has been reviewed in 1999 in order to integrate ENVISAT Data and define a new data distribution scheme. In this new Data Policy (ERS&ENVISAT Data Policy), ESA is responsible for Category 1 use (Research&applications development) and Competing Distributing Entities selected via ITT, are responsible for Category 2 use (operational and commercial use). That implies ESA lets the Distributing Entities to set up themselves End User Prices (for category 2 use) and negotiate directly with National Foreign Stations (for category 2 use). Actually, ESA has signed contracts with two world-wide competing Distributing Entities (open market) : EMMA and SARCOM formed by Spot Image.

Spot Image is the world's leading provider of geographic information derived from satellite imagery and proposes a complete multisource offering to better meet application needs. Spot Image was willing to consolidate its radar offering through the SARCOM consortium distributing ERS and ENVISAT data worldwide. Radar data represent a complementary source to SPOT data : all-weather capability, enhanced terrain information, repetitivity capacities (suitable for monitoring applications)... And it can be noticed that increasingly operational applications are using radar data, including ERS data that can be sold at very attractive prices for customers. Moreover ENVISAT data will ensure not only the continuity but also the extension of the ERS offering thanks its new enhanced technical features. ENVISAT data will be also in complement to RADARSAT data. So it exists a real potential of ERS/ENVISAT data use and it is important for SARCOM to become a key player in the distribution of ERS/ENVISAT data.

The SARCOM consortium is composed of eight major players in the EO market. All are radar experts, multisource distributors and complementary in term of skills, expertise and geographical presence. The SARCOM consortium covers the entire geographic information processing chain : data acquisition capacity, know-how in multisensor data distribution, expertise in developing products and application solutions. Regarding the future ENVISAT offer, the SARCOM consortium will propose 4 levels of "products":

- the SARCOM consortium will distribute of course ESA basic ENVISAT products and services, but also its own basic ENVISAT products and services based on SARCOM partners' capabilities.
- the SARCOM consortium will also propose "standard value-added" products developed between SARCOM partners or with business partners.
- at least the SARCOM consortium will continue to develop on a case-by-case basis, innovative and sophisticated products and services to respond to special customers' applicative needs

The ENVISAT price policy will be consistent with the existing ERS price policy. Consequently the aim is to offer to customers products with a high level of services at very affordable conditions, as it is applied with the existing ERS prices.