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# Geospatial Content for a Changing Market

Geospatial World Forum

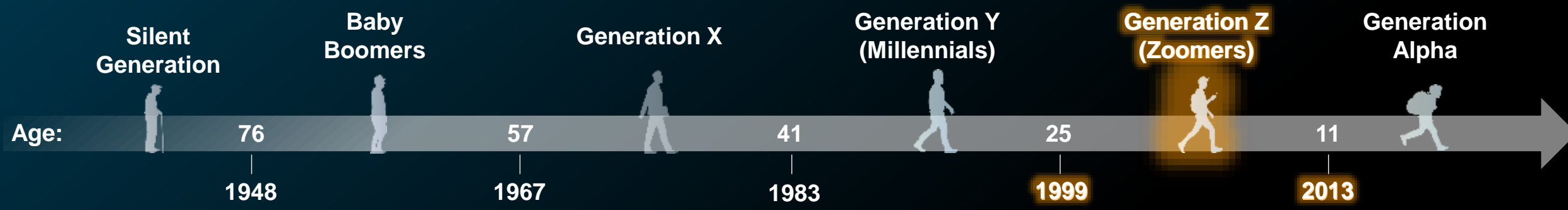
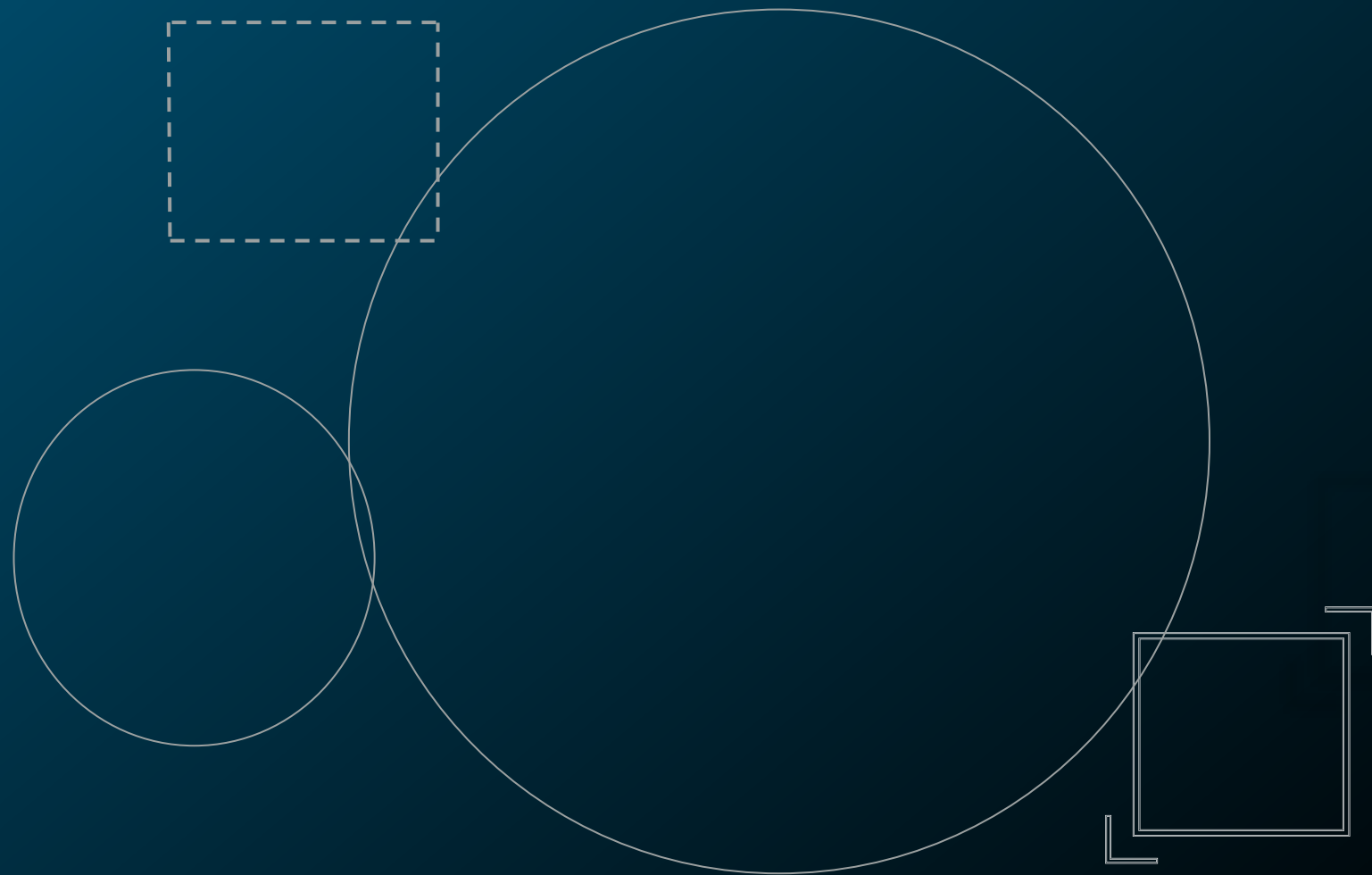
May 2024



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# Global Workforce by Generation





Technology

Purposeful professional life

Data



Silent Generation

Baby Boomers

Generation X

Generation Y (Millennials)

Generation Z (Zoomers)

Generation Alpha

Age:



76

1948



57

1967



41

1983



25

1999



11

2013



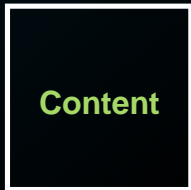
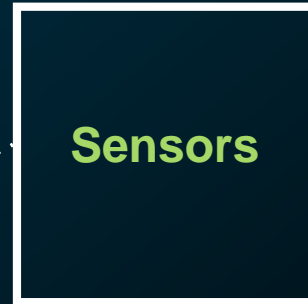
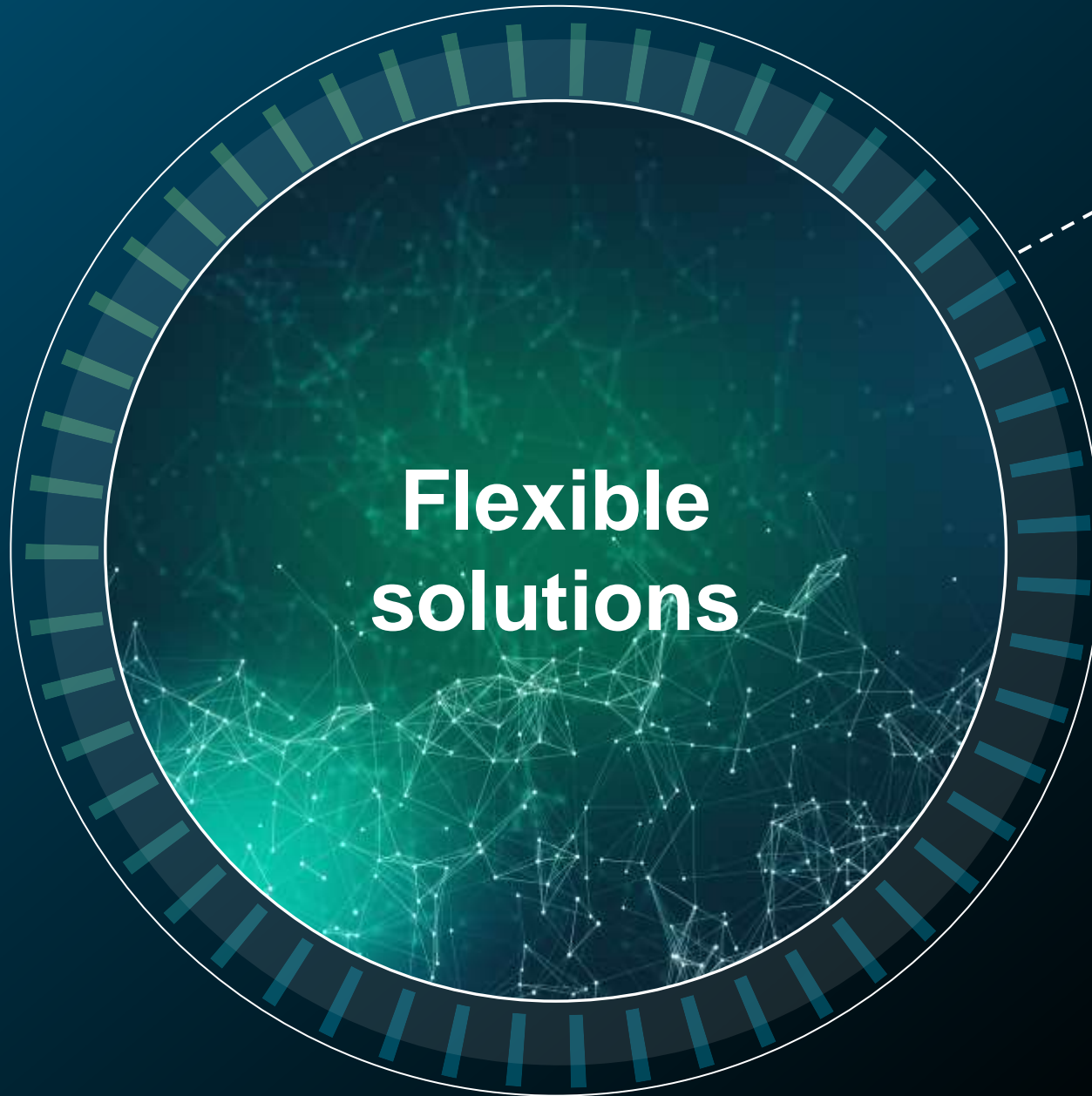
**Public sector  
customer  
needs are  
changing**

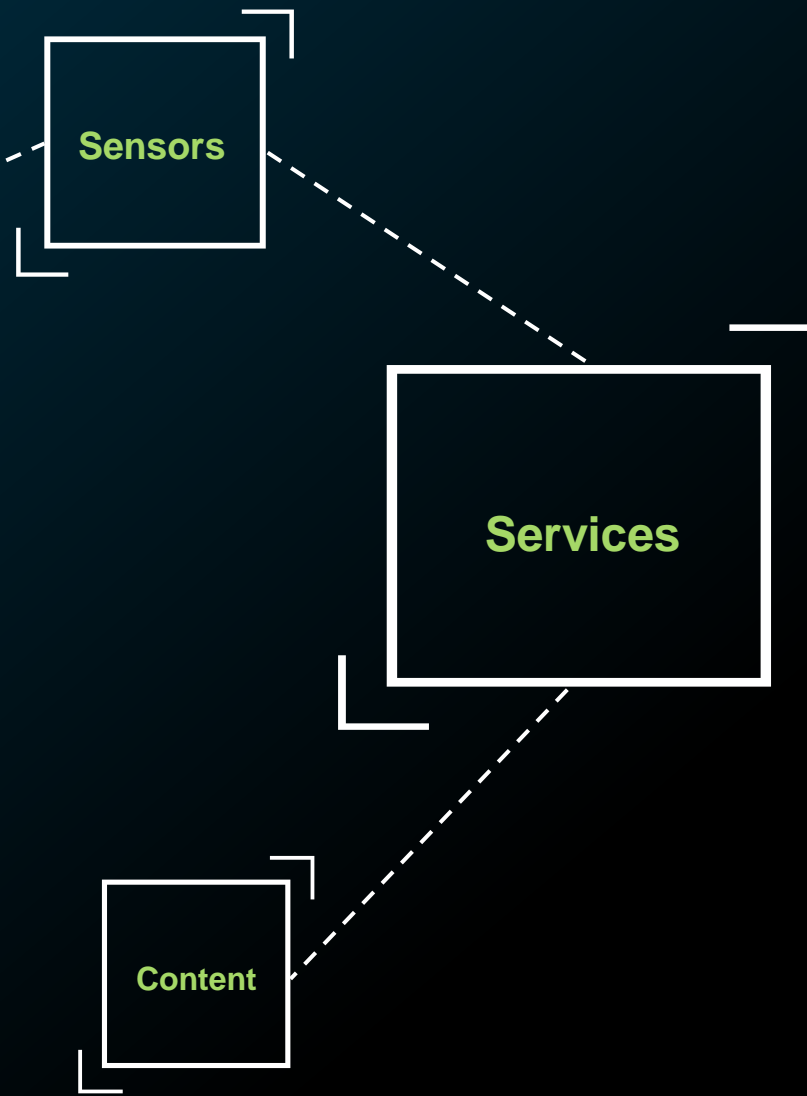
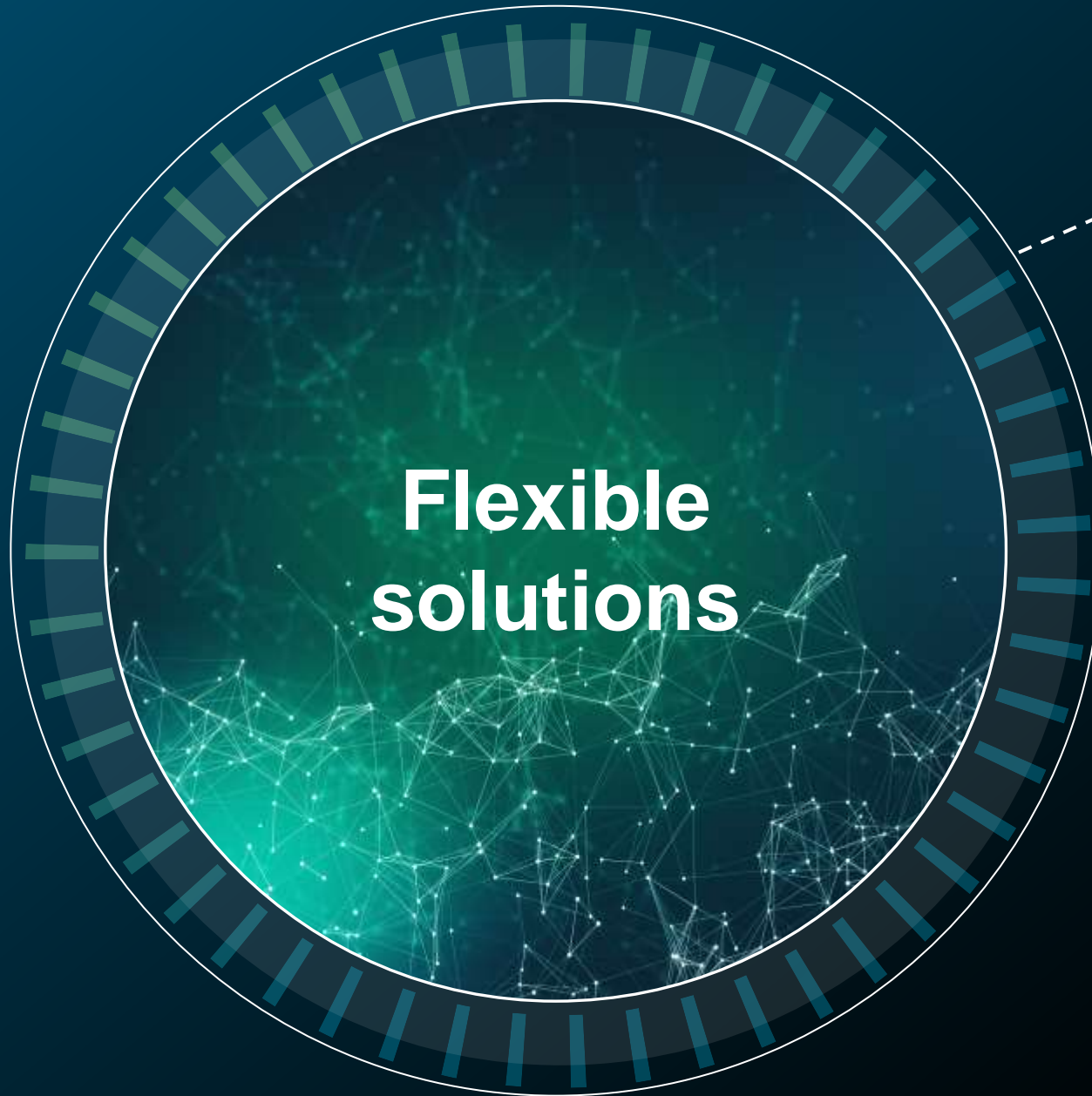
**Increased  
access**

**Improved  
measurement**

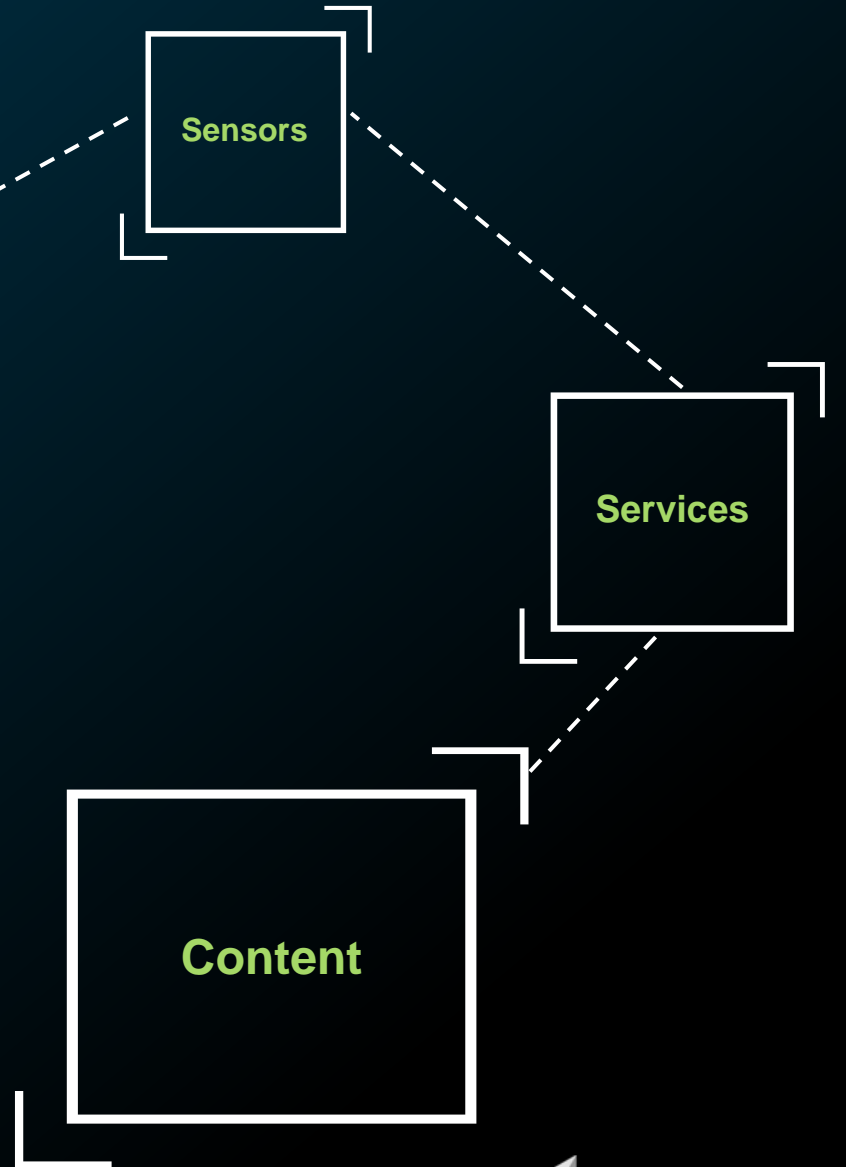
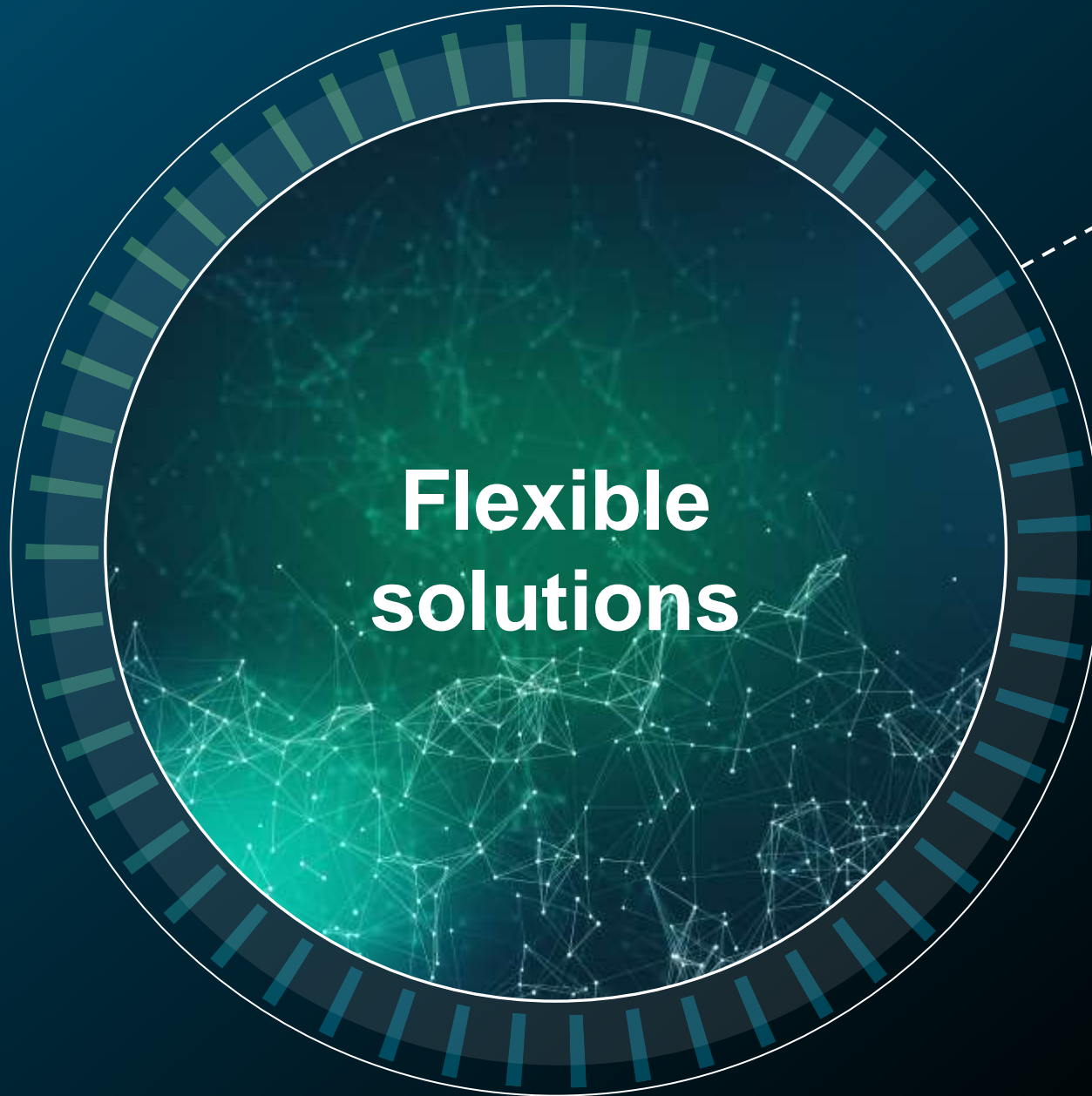
**Reduced  
budgets**

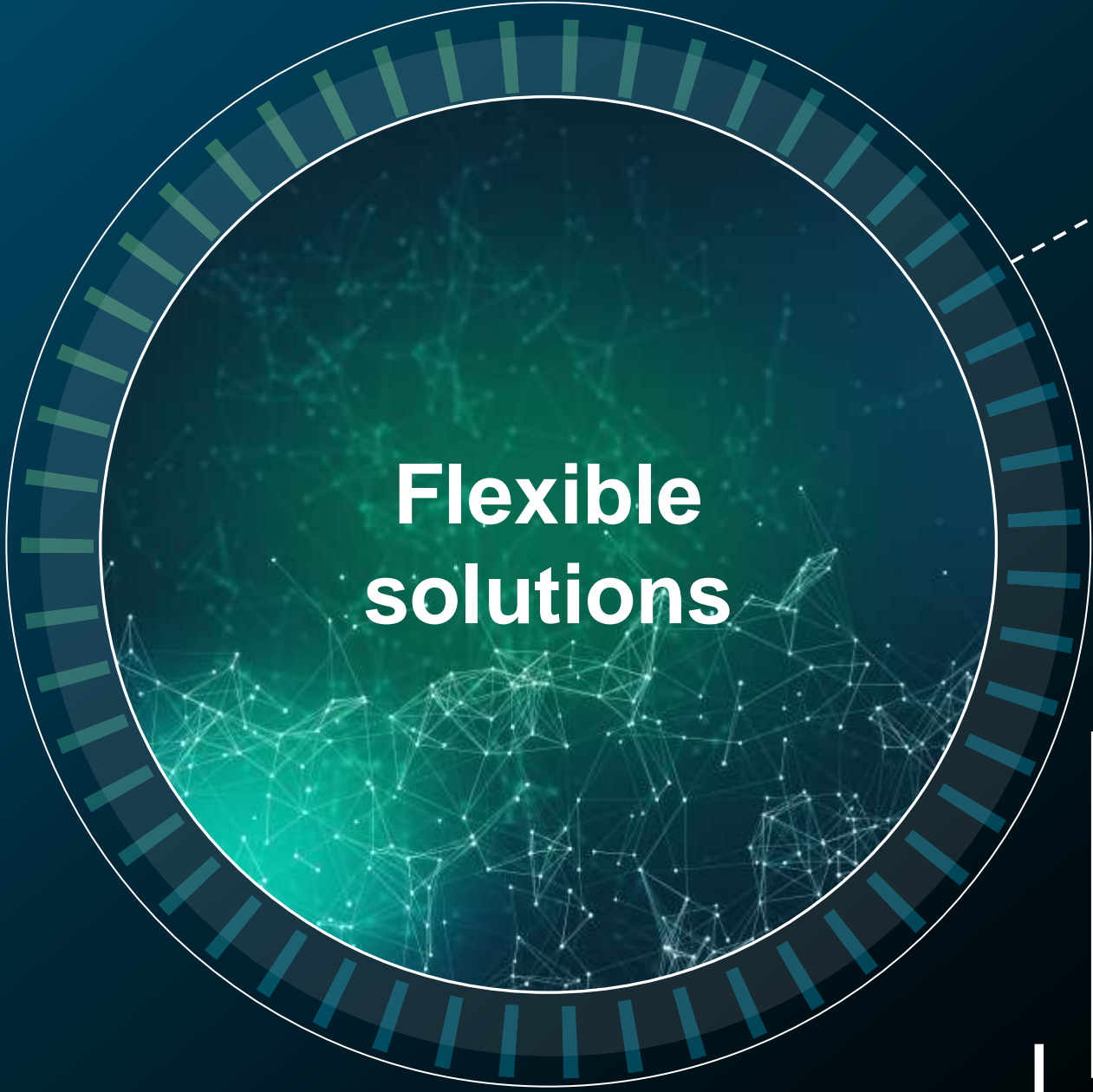
**Larger  
project  
areas**











Sensors

Services

Content



Thank you

