

**MINISTRY OF SUSTAINABLE RESOURCE MANAGEMENT
DECISION NOTE**

Date: April 22, 2002
File: 280-20-001

I. PREPARED FOR DECISION BY:

Assistant Deputy Minister

II. ISSUE:

Interim Pricing of Access to Digital Image Management (DIM) Data Products

III. RECOMMENDATION:

Accept an interim pricing structure to view and access orthophotos. In Particular:

- government data access should remain free, consistent with government-internal data pricing policy.
- all web viewing of orthophotos should be provided free as there is no exchange of intellectual property in these situations.
- the fee for downloading orthophotos of high and medium resolution data will be consistent with existing pricing policy (currently \$235 per file).

IV. BACKGROUND:

An initial objective in the delivery of the new Digital Image Management (DIM) program is the creation of a province-wide data access facility that enables capture, management and distribution of orthophotography. Future efforts will address a wider range of geo-referenced, raster-based imagery and digital mapping products, such as aerial photography and satellite imagery. As part of the short-term solution, a contract funded by InfoSmart has been signed with McElhanney Consulting Services to load existing orthophotos, produced by the BC Government, in a form suitable to meet operational needs of the DIM program.

In order to meet the initial objective, three types of orthophotography data products (high, medium and low resolution images) will be made available, either as a digital file or as a viewable electronic image. One of these product types, high resolution raw imagery, is currently covered by a pricing policy for distribution outside government through McElhanney Consulting. These files can be acquired by external clients at a cost of \$235 per image file on a CD including shipping and handling.

Also, pricing of data products for internal government clients is already covered under an existing Treasury Board directive, which stipulates that any internal sharing of data will be at no charge. As such, new DIM data products will be provided free to the government client community.

Pricing policy for the low and medium resolution orthophoto products are required. This pricing is for viewing of low and medium resolution data for all clients and also loading of low resolution digital orthophotos for the public according to Appendix "1".

**MINISTRY OF SUSTAINABLE RESOURCE MANAGEMENT
DECISION NOTE**

V. DISCUSSION:

MSRM is working with CSE to develop a long term data pricing policy that will supersede this interim policy.

For viewing of digital images, the key policy question is whether the owner of the images is giving up any of their intellectual property rights to the viewer. Given that high resolution (raw) imagery will not be directly viewable, the question is the value to the viewer of using medium and low resolution imagery.

Downloading of medium resolution data has value as a backdrop to support viewing of client data. The extent of value is difficult to ascertain, but some level of compensation is likely due to the provider. The download value of low resolution imagery is anticipated to be minimal.

VI. OPTIONS:

Options available for consideration are:

Option 1

Web View and Download is Free: Provide low and medium resolution products for free to all clients.

- advantages: easiest to implement.
- disadvantages: does not uphold government's intellectual property rights to new products particularly medium resolution imagery and no cost recovery.

Option 2

Web View is Free, Download is \$235/file: charge external clients for new image products based on existing data pricing policies.

- advantages: upholds government intellectual property rights; is within the existing authority of the program owner; is expedient.
- disadvantages: without a distinction in price for high and medium resolution data, demand for medium resolution data by external clients will likely be very low. The high resolution data distribution on CD is covered through an existing agreement with McElhanney, which will expire on April 01, 2003.

**MINISTRY OF SUSTAINABLE RESOURCE MANAGEMENT
DECISION NOTE**

VII. RECOMMENDED OPTION:

Option 2: Accept an interim pricing structure to view and access orthophotos. In Particular:

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- all web viewing of orthophotos should be provided free as there is no exchange of intellectual property in these situations.
- the fee for downloading orthophotos of high and medium resolution data will be consistent with existing pricing policy (currently \$235 per file).

Approved/Not Approved
Don Howes, Assistant Deputy Minister

April 24, 2002
Date:

Contact

Roger Balsler, A/Director
Base Mapping and
Geomatic Services
Phone: 387-9321

Prepared by:

Rostam Yadzani, Ph.D., P.Eng.
Head, Engineering and Planning
Base Mapping and Geomatic Services
Phone: 387-9323

Approved:

DIR	Yes
ADM	Yes

**MINISTRY OF SUSTAINABLE RESOURCE MANAGEMENT
DECISION NOTE**

Appendix “1”

	Download		View-Only
	Internal Clients <i>(Government)</i>	External Clients <i>(Public)</i>	All Clients
High Resolution <i>(Raw Image)</i>	Free <i>(per TB directive)</i>	\$235 per file Existing Policy	<i>Not available</i>
Medium Resolution <i>(20:1 Compression)</i>	Free <i>(per TB directive)</i>	\$235 per file	Free
Low Resolution <i>(Thumbnail)</i>	Free <i>(per TB directive)</i>	Free	Free

Recommendation Area

Recommendations:

- 1 - View access for medium and low resolution image data is free to all clients.
- 2 - Downloading of medium resolution data for public is \$235 per file.