

Press release

Date
September 22, 2011

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New 2011 postcode and municipality maps reveal effects of Europe-wide regional reforms

Europe-wide regional reforms took place in 2010 as part of cost-saving measures among administrative and political bodies. This resulted in the dissolution of thousands of postcodes and municipalities throughout Europe. GfK GeoMarketing's recently released GfK Europe Map Edition 2011/2012 reflects these changes for 42 European countries. The approximately 1,000 administrative and postcode maps comprise the basis for regional analyses in marketing, sales, controlling and expansion planning.

GfK GeoMarketing's cartographers researched and digitized the thousands of changes that occurred over the past year to Europe's postal and administrative boundaries. Numerous reforms to administrative and postal structures were implemented in Poland, Sweden, Turkey and especially Greece. All of these changes are reflected in the newly available GfK Europe Map Edition 2011/2012, which offers gapless, overlap-free coverage of all of Europe.

"Up-to-date maps that reflect the latest postcode and administrative boundaries are necessary for ensuring that address data can be accurately imported and visualized in a mapping software," explains Klaus Dittmann, head of cartography at GfK GeoMarketing. "Consequently, GfK GeoMarketing updates its maps annually, Europe-wide."

Countries affected by comprehensive boundary changes:

Cyprus

The new map edition includes completely updated maps for Cyprus. A map of the country's 4-digit postcodes has been included for the first time. Five new 2-digit postcodes were added. All administrative and postcode layers were cross-checked

against satellite imagery and the postcode regions were digitized with street-level precision. All names and object attributions have been provided in both Greek and English.

Greece

The most comprehensive regional reform occurred in Greece. The pressure to cut costs led to the Kallikratis program, which came into effect on January 1, 2011. Through voluntary or decreed mergers, the country's previous 914 municipalities and 120 rural municipalities were reduced to a total of 325 municipalities. The prefectures - Greece's second-largest regional level with self-administrative powers - were completely eliminated.

Italy

Italy has undergone significant changes from various regional reforms over the past several years. One hundred and forty-five new 5-digit postcodes were also added and 146 municipalities changed their postcodes. One new municipality was created and 3 were dissolved. Additionally, there were 2 boundary changes and one name change.

Lithuania

The postal reform resulted in more than 500 boundary changes in Lithuania: 245 new 5-digit postcodes were created, while 83 were dissolved. Additionally, there were 371 name changes and numerous boundary corrections.

Norway

Twelve new 4-digit postcodes were added and 9 were dissolved. There were also 6 boundary changes and 3 name changes.

Poland

A reform resulted in the addition of 109 new 5-digit postcodes and the dissolution of 115 5-digit postcodes. There were also around 2,000 boundary changes as a result of adjustments to city districts and streets in neighboring postcode regions.

Sweden

One hundred and six new 5-digit postcodes were added, while 26 were dissolved. This resulted in many boundary changes and adjustments.

Spain

One of the key highlights of the Europe Map Edition 2011/2012 is the new 5-digit postcode layer for Spain. To create this new layer, all large cities with postal subdivisions were newly digitized with street-level precision.

Turkey

Half of all postcodes in Turkey have changed since last year. As a result, the maps of Turkey had to be completely overhauled. The new maps reflect the addition of

509 new 5-digit postcodes and the dissolution of 683 5-digit postcodes in addition to 267 name changes and corrections as well as numerous boundary changes.

Applications

Digital maps play an essential role in international expansion and sales territory planning, serving as an indispensable component of geomarketing software or geographic information systems (GIS). These software applications are used to analyze and display the geographic component of company and market data on digital maps.

Quality

Some of the features that characterize the new map edition include comprehensive coverage of Europe, seamlessly fitting and overlap-free boundaries, national and local place-name attributions and infinite zoom capability.

Europe-wide availability, with supplementary purchasing power data

Like all of the digital maps sold by GfK GeoMarketing, the new GfK Europe Map Edition is available in all standard digital map formats, including *.shp (ESRI), *.mid/*.mif (MapInfo), *.gdb (GeoDatabase) and *.lay (GfK GeoMarketing). The maps are also available in the Oracle (Spatial) database format for use in Oracle Business Intelligence applications.

GfK GeoMarketing offers the new digital maps for 42 European countries as stand-alone country sets and as part of a Western Europe, Eastern Europe or comprehensive Europe package. Perfectly fitting, up-to-date GfK purchasing power data is also available for all of Europe. The maps in the Europe Map Edition are part of GfK GeoMarketing's cartographic coverage of 240 countries, the world's largest collection of digital administrative and postcode maps.

Additional information on the GfK Europe Map Edition can be found at www.gfk-geomarketing.com/europe or by contacting Doris Steffen, Tel. +49 (0)7251 9295180 or d.steffen@gfk-geomarketing.com.

Print-quality illustrations can be found at www.gfk-geomarketing.com/maps_europe2011.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph



GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in more than 100 countries by over 11,000 employees.