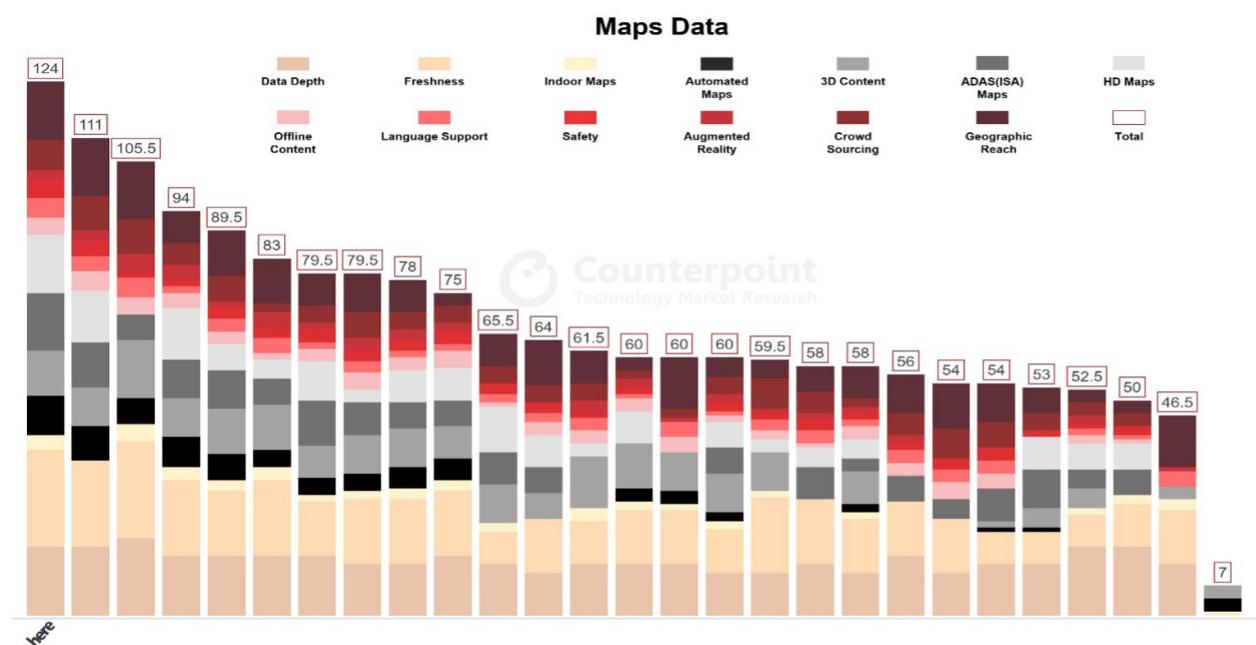


Counterpoint CORE Scorecard 2024

Capability Analysis

Maps data is fundamental to building an advanced location service. Under this category, we have listed 13 parameters related to the map's data, coverage and freshness, as well as the availability of maps for key applications, like indoor maps and ADAS/ISA maps. This year, we have added one more parameter – automated map.



HERE topped the Maps Data category, scoring highest on 7 of the 13 parameters.

- HERE leads in terms of **geographic reach** with **more than 200 countries mapped**. This is due to its partnerships in markets like China, Japan and South Korea.
- HERE leads the freshness parameter with UniMap technology that constantly updates the map, and these new updates are visible within **24 hours**.
- HERE has experienced improvements in **data depth** thanks to UniMap, with daily probe data points increasing from **30 billion to 35 billion in 2024**. This gives HERE a significant competitive advantage in the industry. However, Google benefits from having a large user base of Android users, which aids in crowdsourcing and subsequently enhances map quality.
- HERE is one of the few platform vendors that have **indoor maps** services. It achieved top scores in the **indoor maps** category while enhancing capabilities by introducing indoor maps as a service in 2022 and collaborating with Navenio and NavVis to improve indoor positioning. AWS teamed up with HERE to provide both indoor and outdoor positioning services, while Yahoo Japan is utilizing HERE's indoor map data. As previously reported,

HERE boasts 15,000 public venue maps across 87 countries, encompassing 100,000 locations and buildings.

- HERE dominates the ISA Map parameter as the company has unmatched supremacy by supporting **70+ brands** from **33** global automakers, up from 12 global automakers since last year's report.
- **HERE HD Live Map** is becoming the industry's gold standard for Level 3 autonomous driving. The company is surpassing its competitors in HD maps and establishing itself as a benchmark for autonomous driving technology. Currently, only two brands – Mercedes and BMW – have Level 3 capabilities, and both are utilizing HERE HD Live Map for their systems.
- In terms of offline content availability, HERE ranked second, primarily due to its **HERE WeGo** application.
- HERE is enhancing **driver safety** through services like HERE Road Alerts, HERE Hazard Warnings, and HERE Electronic Horizon. In 2024, it began offering software solutions that stream map content directly into vehicles for applications such as ISA and ADAS.
- HERE also did well in **crowdsourcing** and 3D map capabilities as the company continues to work on 3D models of landmarks across 196 countries.
- **HERE UniMap** achieved the top score in the automated maps category. It can update dynamic data in 60 seconds and build a complete continent map in a single day.

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Mohit Sharma

Senior Research Analyst
mohit.sharma@counterpointresearch.com



Greg Basich

Associate Director
greg.basich@counterpointresearch.com



COUNTERPOINT TECHNOLOGY MARKET RESEARCH

Hong Kong | USA | South Korea | India | UK | Argentina | China | Taiwan | Japan
info@counterpointresearch.com

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