

UNITED STATES GOVERNMENT

Memorandum

Handwritten initials

Sales file

IC 11-129

TO : Distribution
THRU : Chief, Data Production and Distribution Branch *PW*
FROM : Management Assistant
SUBJECT: FY 84 Sales Graphics

DATE: November 23, 1984

Attached for your information are graphics of products produced and distributed by EDC in FY 84.

Geny Austin
Geny Austin

Distribution:

- A. Watkins
- G. Landis
- G. Metz
- D. Lauer
- M. Yaroeh
- R. Thompson
- W. Rohde
- R. Byrnes
- J. Pfliger



EDC/NOAA DATA DELIVERIES & SERVICES FY 1984

ARCHIVES
7,443,000 FRAMES
(72% Aircraft/27% Landsat/1% Other satellite)

EDC/USGS DATA DEMAND*			NOAA LANDSAT REVENUE		
Category	Items	Dollars	Category	Items	Dollars
Aircraft Imagery	206,245	1,812,385	Imagery Products	34,964	2,221,253
Aircraft Accession Aids	—	2,572	Digital Products	3,042	1,590,875
Other Satellite Imagery	217	6,757	Accession Aids	—	20,820
Miscellaneous Services	40	3,746	Total Landsat Products	38,006	\$3,832,948
Miscellaneous Products	18,407	535,488	Acquisition Charges/Cloud Cover Surcharges	21,068	6,130,275
NURE Data	8	1,000	TOTAL LANDSAT REVENUE	59,074	\$9,963,223
TOTAL	224,917	\$2,361,948			
GRAND TOTAL \$12,325,171					

* Includes \$1,231,335 NHAP sales and \$19,720 SLAR sales

EDC ARCHIVES/DATA DEMAND-FY84

(Excludes Landsat Revenue)

ARCHIVES
5,400,000 FRAMES
 (99% Aircraft data/1% Other data)

SURVEY PRODUCTS & SERVICES			REIMBURSABLE PRODUCTS		
Items	Dollars	CATEGORY	Items	Dollars	
78,500	600,412	Aircraft Imagery	127,609	1,206,078	
---	35	Aircraft Accession Aids	---	2,537	
17,509	452,393	Other Satellite, Misc. Services & Products	999	79,773	
45	2,980	SLAR Data	247	16,740	
0	0	NURE Data	8	1,000	
96,054	\$1,055,820	TOTAL	128,863	\$1,306,128	

FY84 Aircraft Imagery Customer Profile*

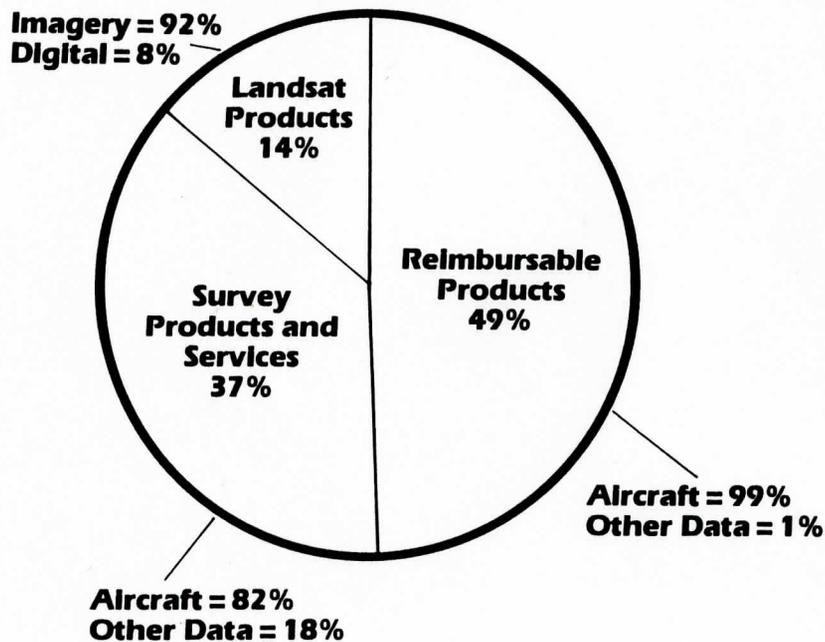
Customer Type	Item %	Dollar %
Federal Government	51%	45%
State/Local Government	4%	9%
Academia	5%	5%
Industry	33%	31%
Individuals	6%	9%
Non-U.S.	1%	1%
Total	100%	100%

*Includes NHAP Census data and SLAR data

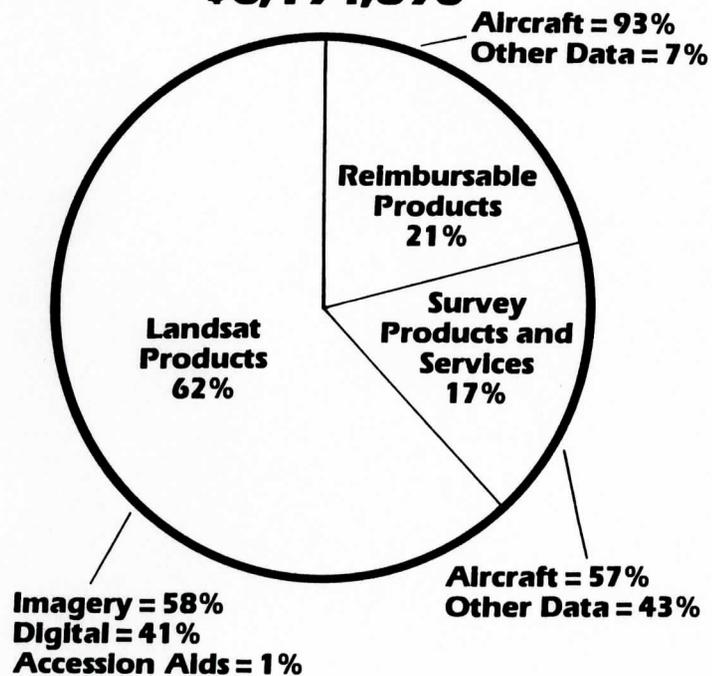
EDC Total Data Deliveries*

FY 1984

262,923 Items

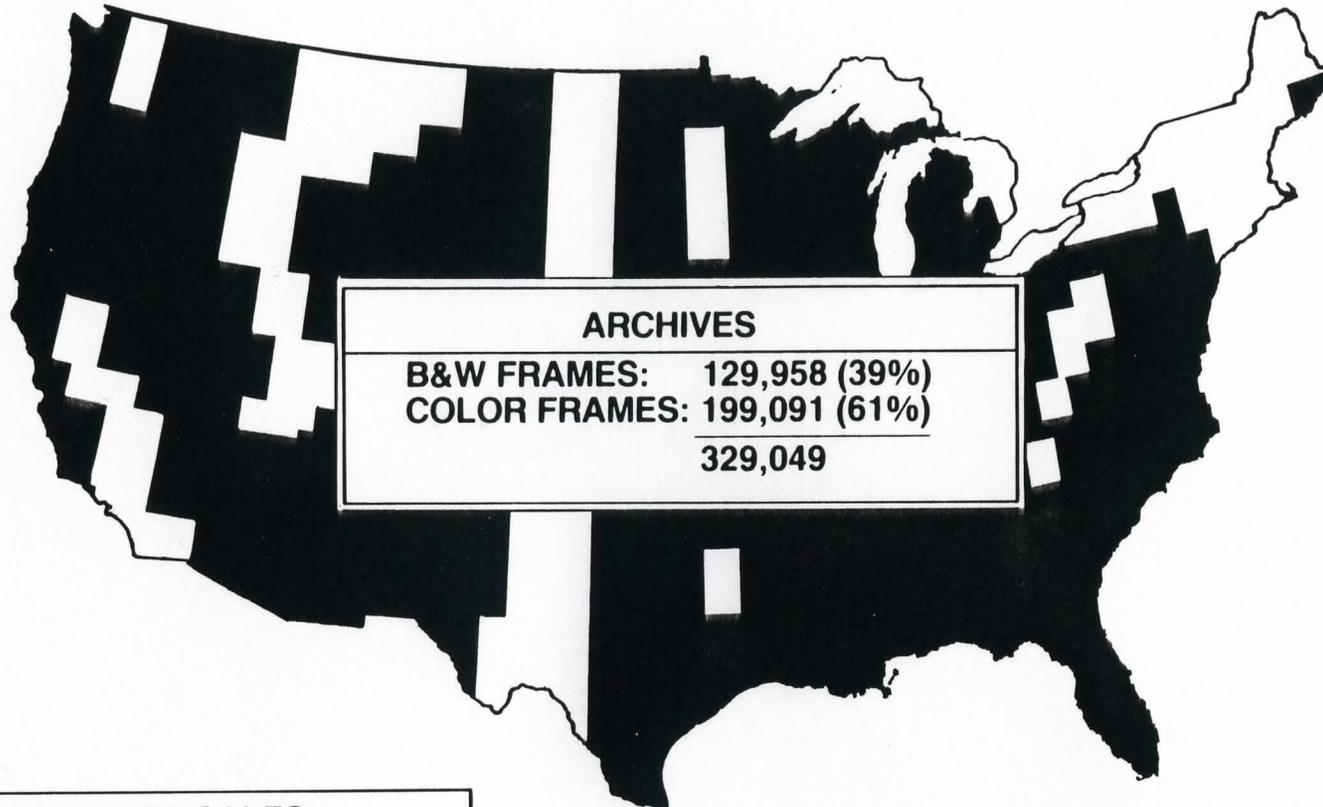


\$6,194,896



* Excludes Service Charges (21,068 Items, \$6,130,275)

**NATIONAL HIGH ALTITUDE PHOTOGRAPHY (NHAP)
ARCHIVES/DATA DEMAND-FY84
September, 1984**



NHAP DATA SALES		
YEAR	FRAMES	DOLLARS
FY 81	37,036	\$ 189,195
FY 82	42,229	381,650
FY 83	53,130	503,317
FY 84	127,335	1,231,335
TOTAL	259,730	\$2,305,497

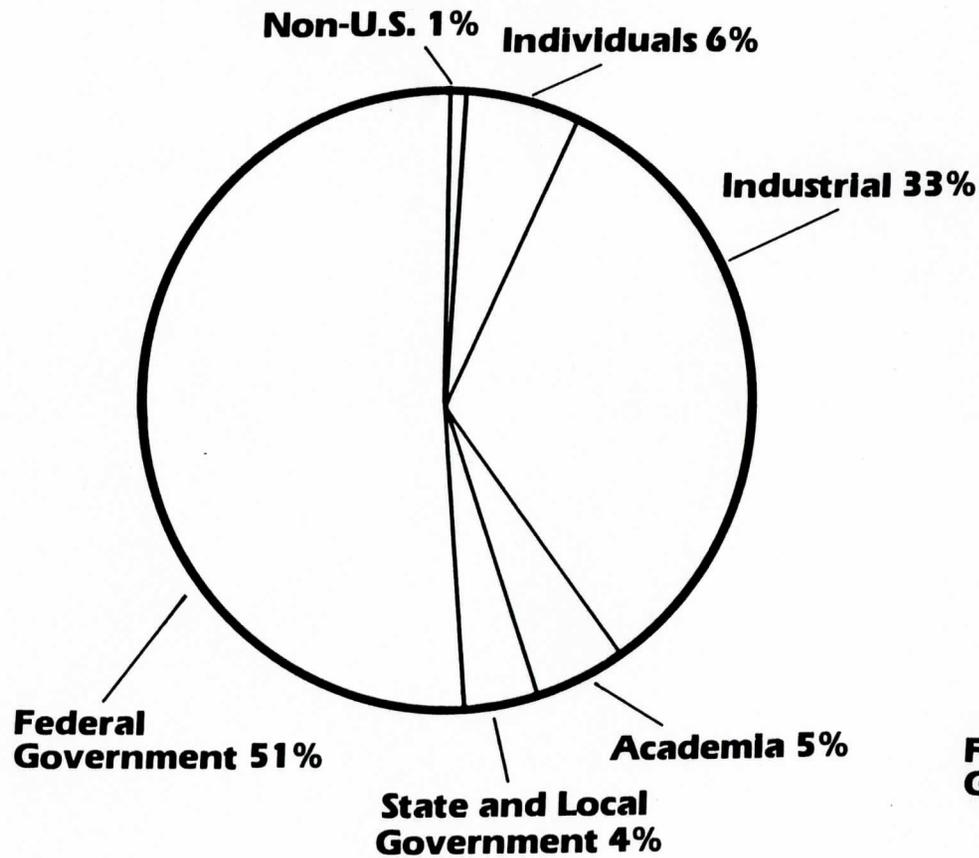
B&W VS. COLOR FRAME PERCENT	
YEAR	PERCENT
FY 81	70%/30%
FY 82	72%/28%
FY 83	64%/36%
FY 84	41%/59%

NHAP % OF TOTAL AIRCRAFT

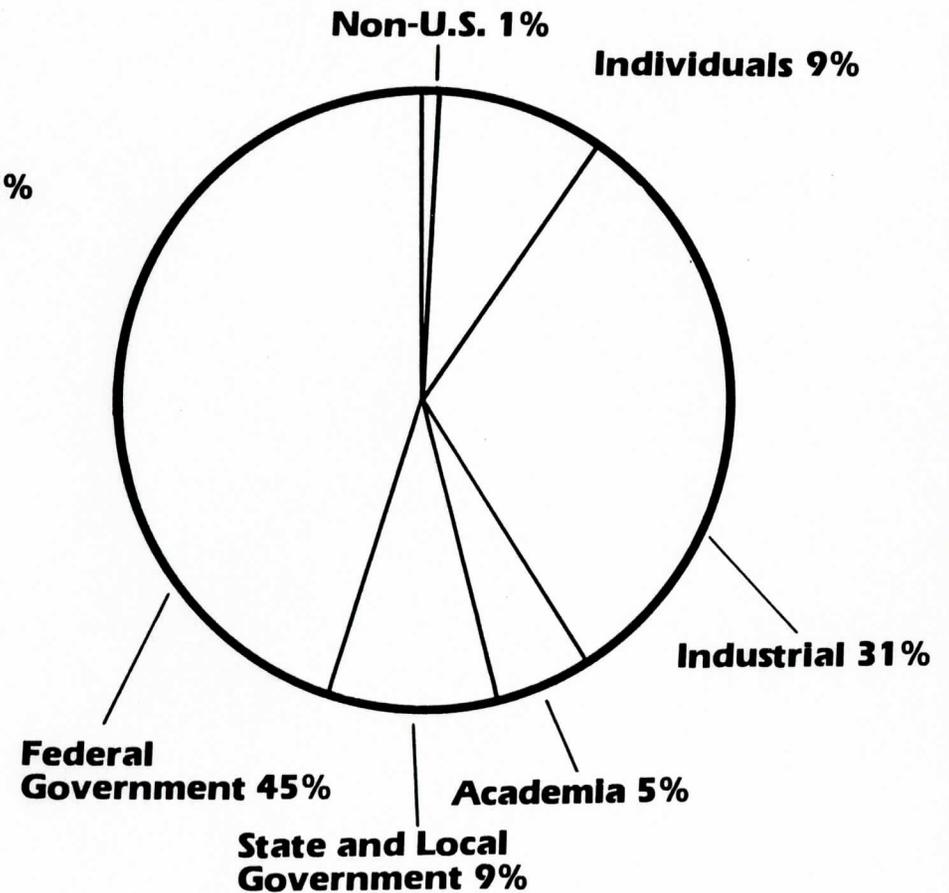
1984 FRAMES 57%
1984 DOLLARS 52%

EDC/USGS Customer Profile of Aircraft Imagery FY 1984*

206,245 Frames



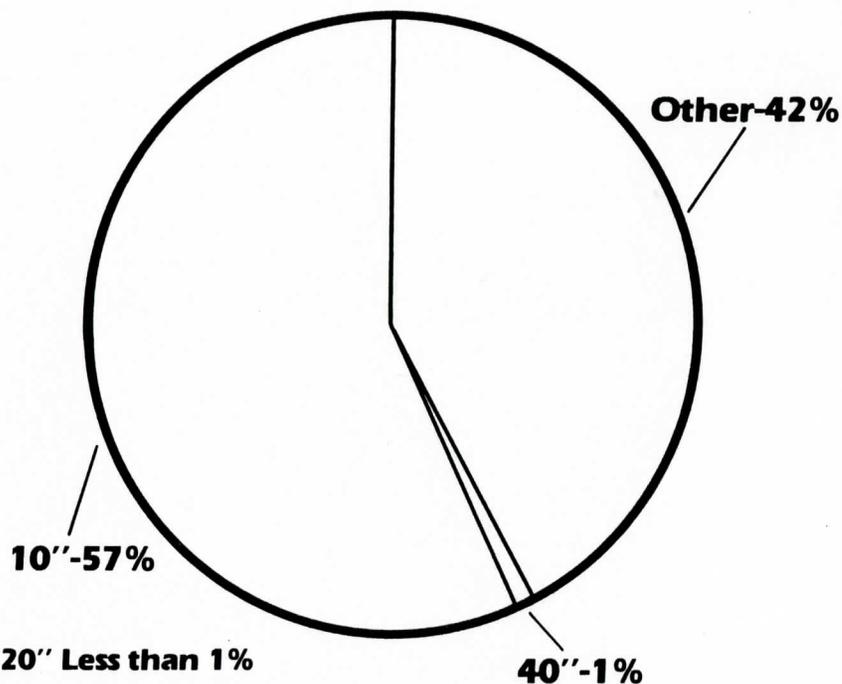
\$1,812,385



* Includes NHAP Census Data

EDC/USGS Product Size/Type Profile of Aircraft Imagery Frames FY 1984

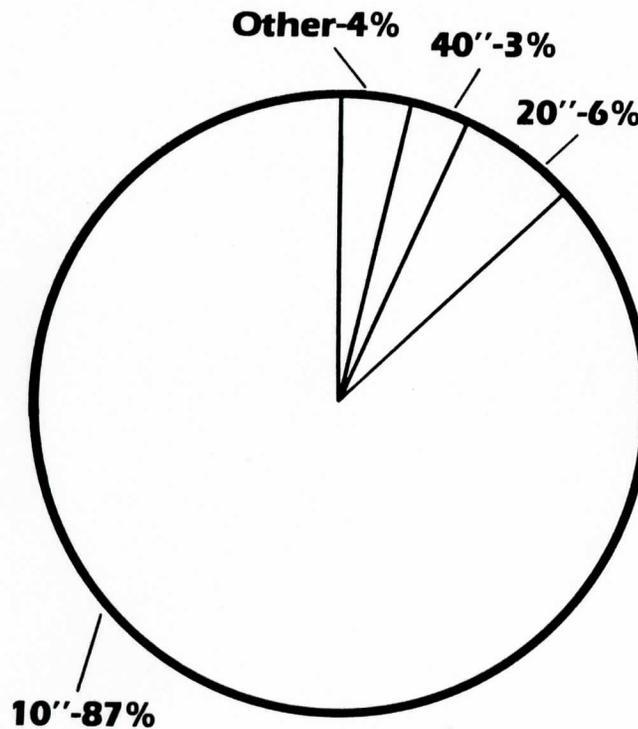
B/W FRAME PERCENT



NOTE: 20'' Less than 1%

Frames: 150,755
Total Frames: 206,245

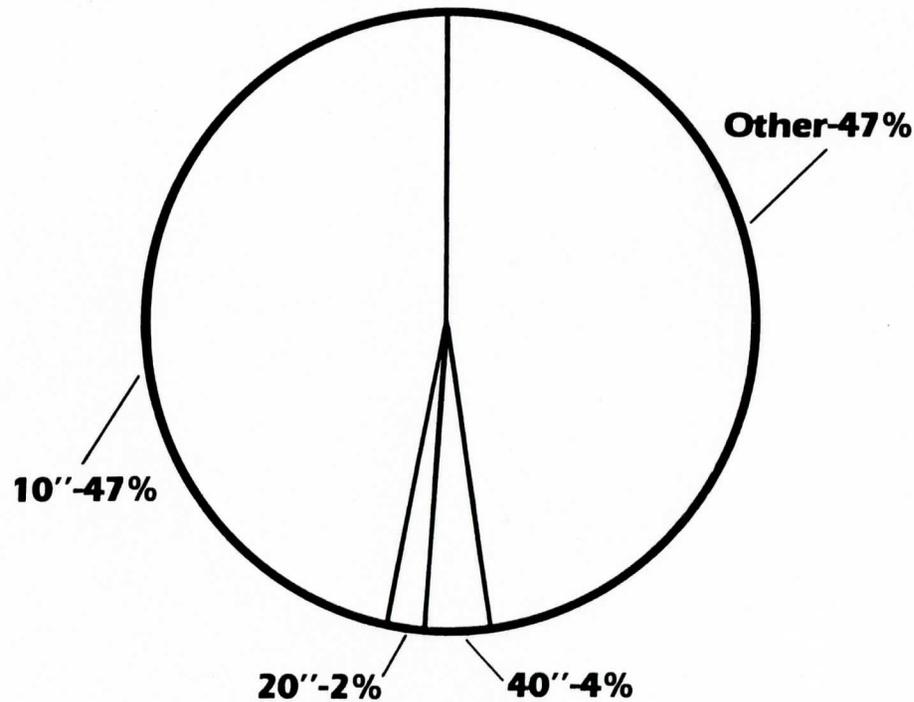
COLOR FRAME PERCENT



Frames: 55,490
B/W: 73% Color: 27%

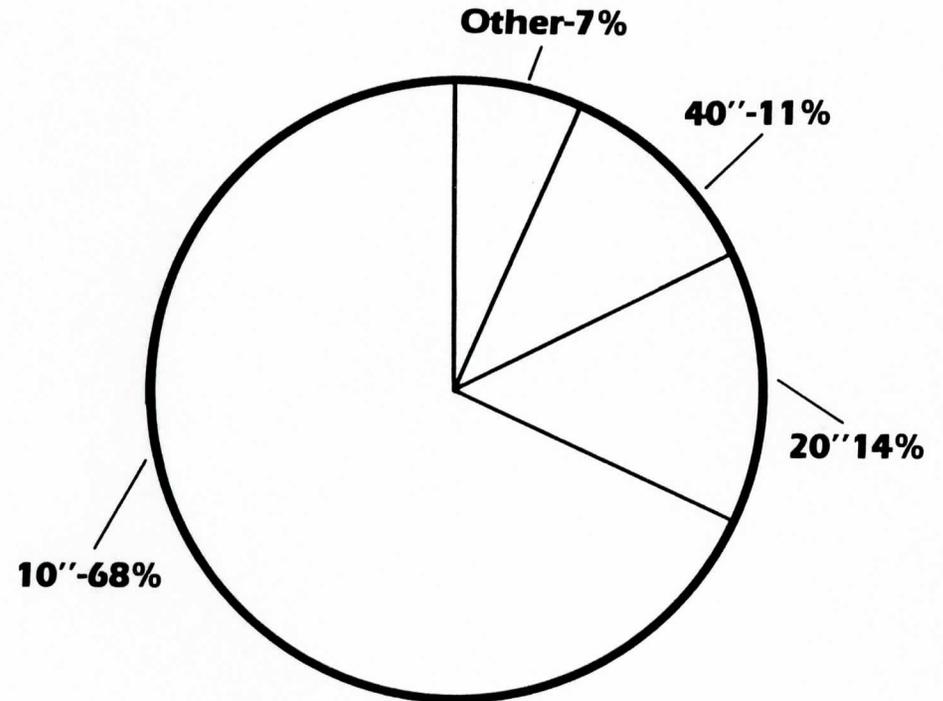
EDC/USGS Product Size/Type Profile of Aircraft Imagery Dollars FY 1984

B/W DOLLAR PERCENT



Dollars: \$866,178
Total Dollars: \$1,812,385

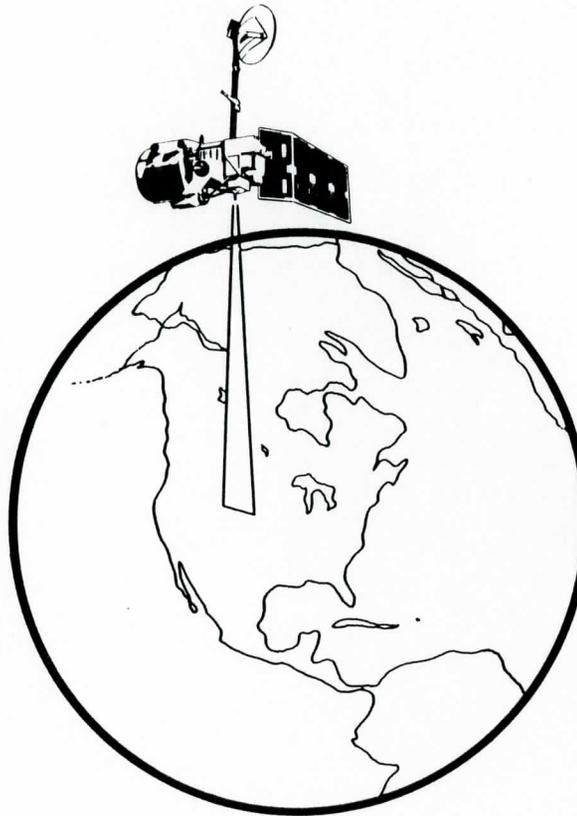
COLOR DOLLAR PERCENT



Dollars: \$946,207
B/W: 48% Color: 52%

TOTAL LANDSAT ARCHIVES/DATA DEMAND FY 1984

**LANDSAT
ARCHIVES:
2,043,000
FRAMES**



LANDSAT DATA DELIVERIES AND REVENUE

Category	Items	Dollars
Imagery Products	34,964	\$2,221,253
Digital Products	3,042	1,590,875
Accession Aids	N/A	20,820
Acq'n Charges/Cloud Cover Surcharges	<u>21,068</u>	<u>6,130,275</u>
TOTAL	59,074	\$9,963,223

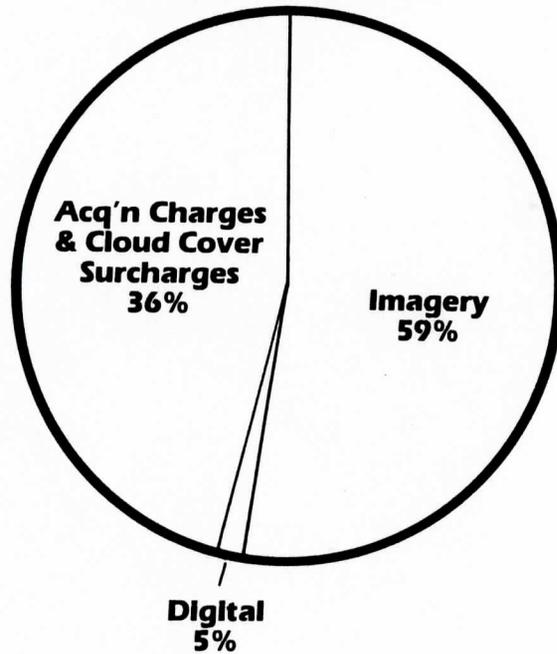
IMAGERY AND DIGITAL CUSTOMER PROFILE

34,964	FRAMES	\$2,221,253
3,042	ITEMS	1,590,875
38,006	TOTAL	\$3,812,128

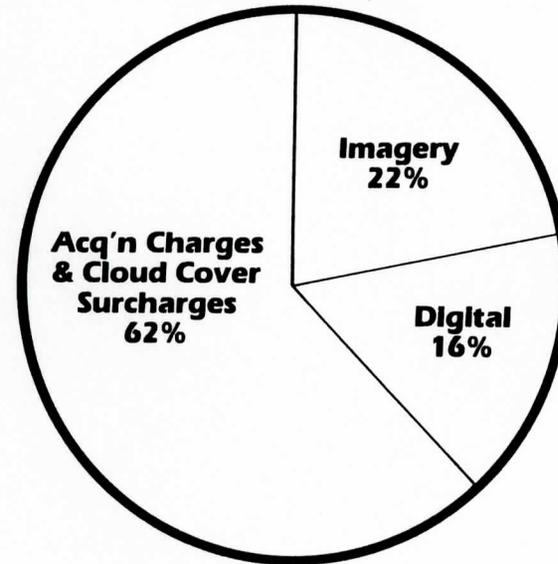
Customer	%-Items	%-Dollars
Federal Government	42%	45%
State/Local Government	3%	3%
Academia	7%	5%
Industrial	22%	26%
Individual	5%	2%
Non-U.S.	21%	19%

NOAA LANDSAT DATA DELIVERIES AND SERVICE CHARGES FY 1984

59,074 Items



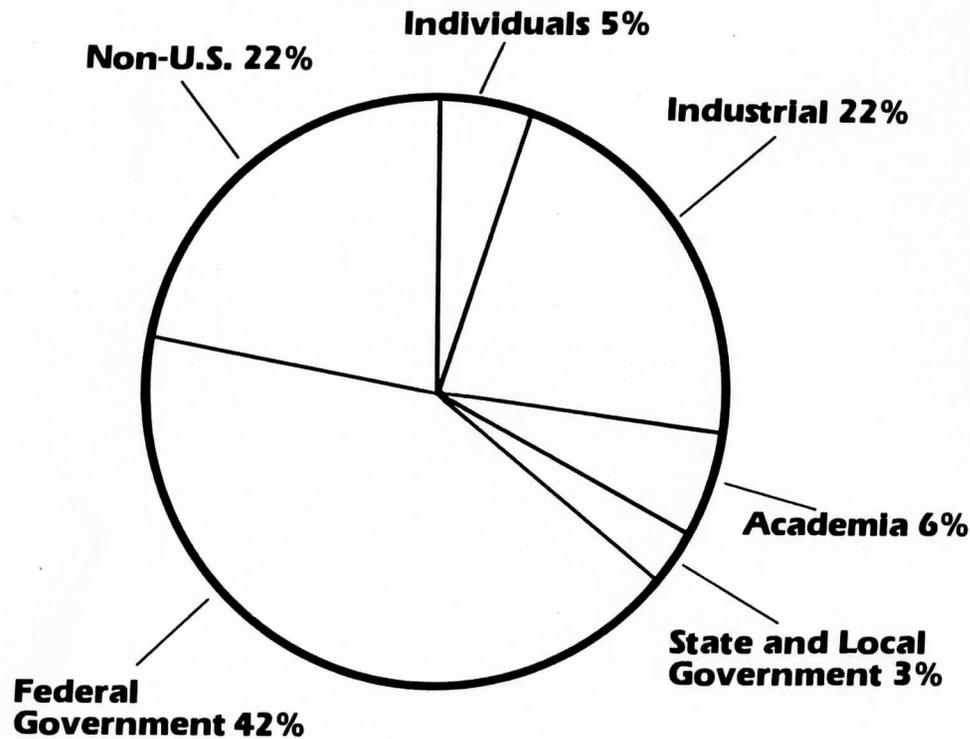
\$9,963,223



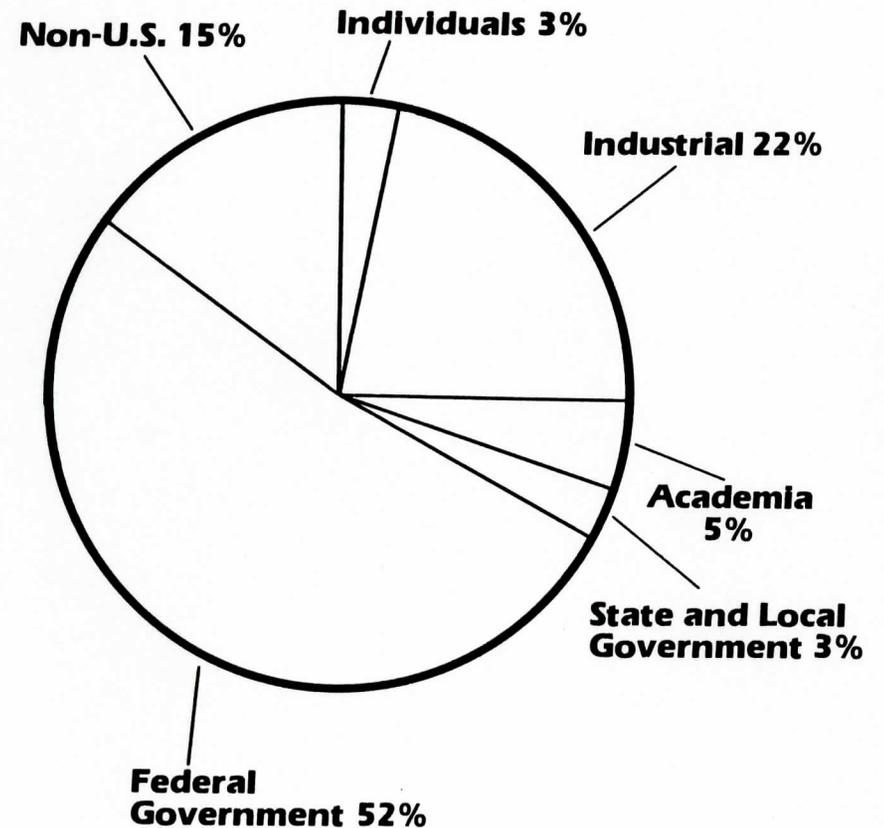
NOTE: Accession Aids less than 1%

Customer Profile of Landsat Imagery FY 1984

34,964 Frames



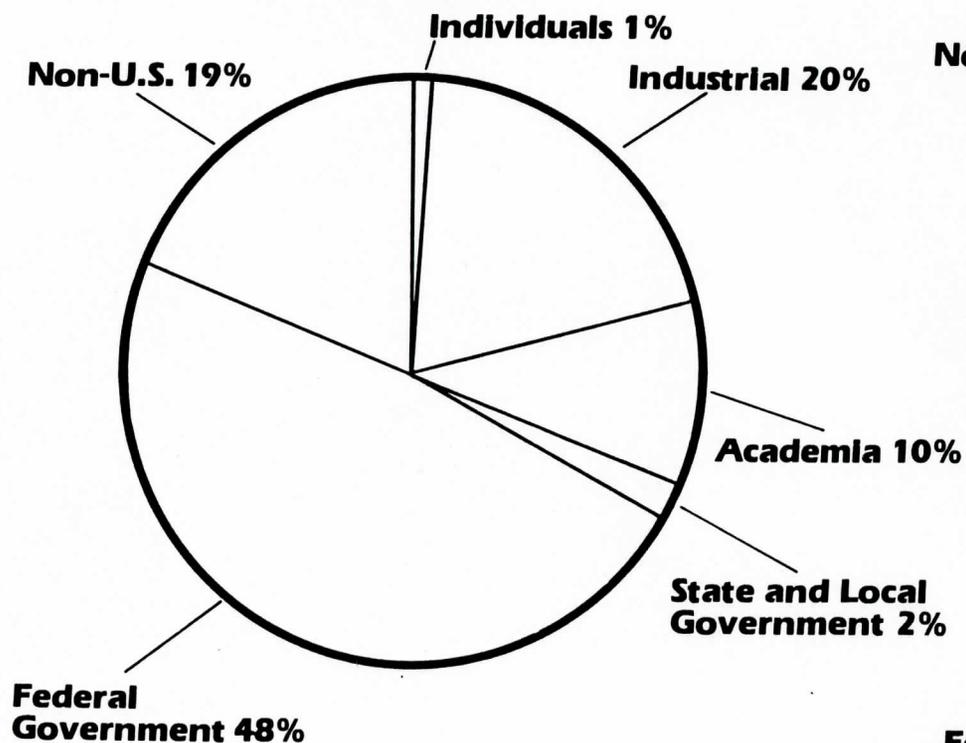
\$2,221,253



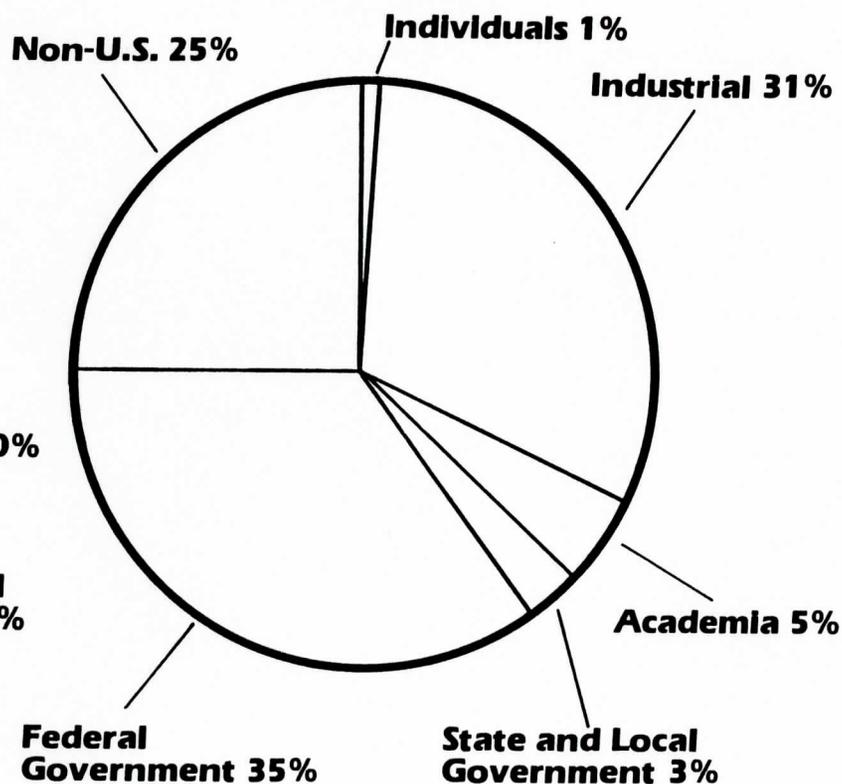
Customer Profile of Landsat Digital Products

FY 1984

3,042 Items

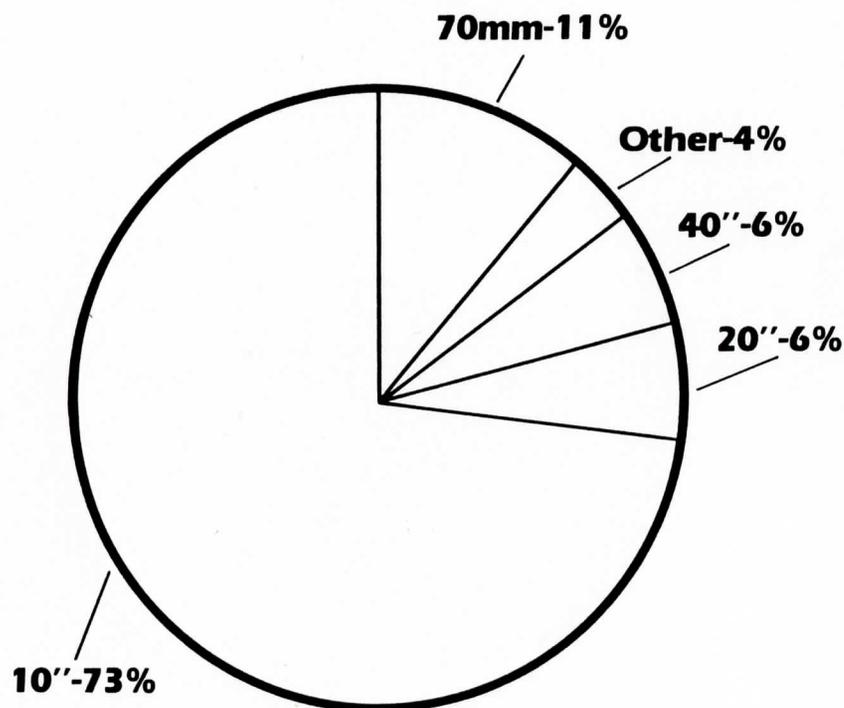


\$1,590,875



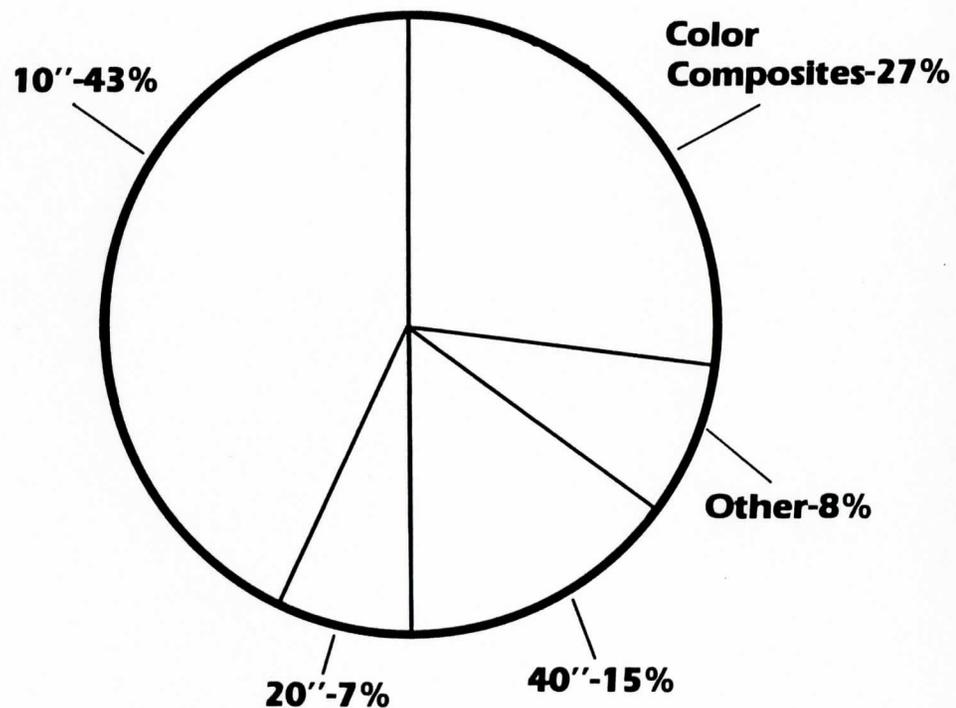
NOAA Product Size/Type Profile of Landsat Imagery Frames* FY 1984

B/W FRAME PERCENT



Frames: 21,362
Total Frames: 31,869

COLOR FRAME PERCENT



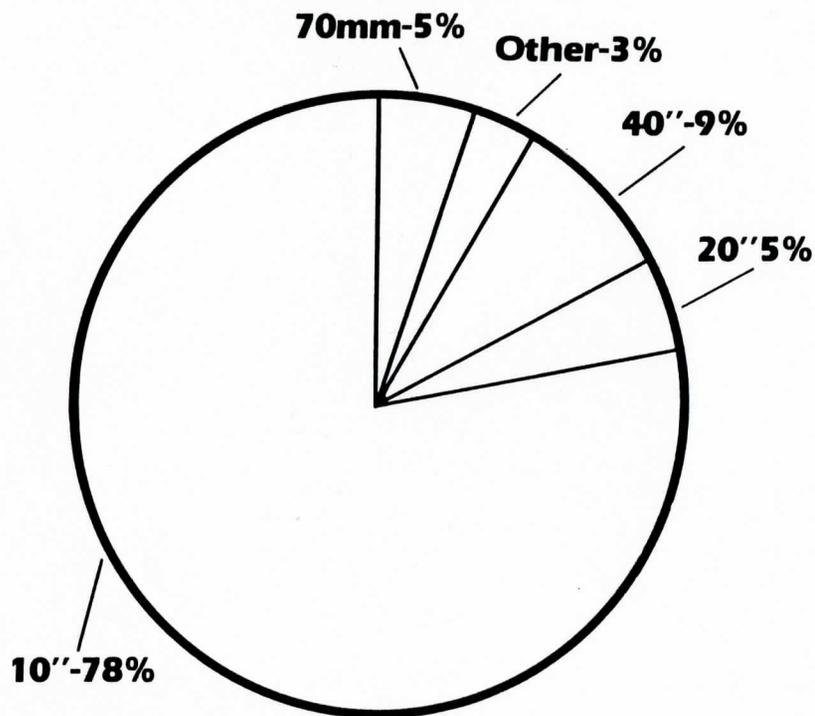
Frames: 10,507
B/W 67% Color: 33%

*Excludes TM Scrounge Imagery

NOAA Product Size/Type Profile of Landsat Imagery Dollars*

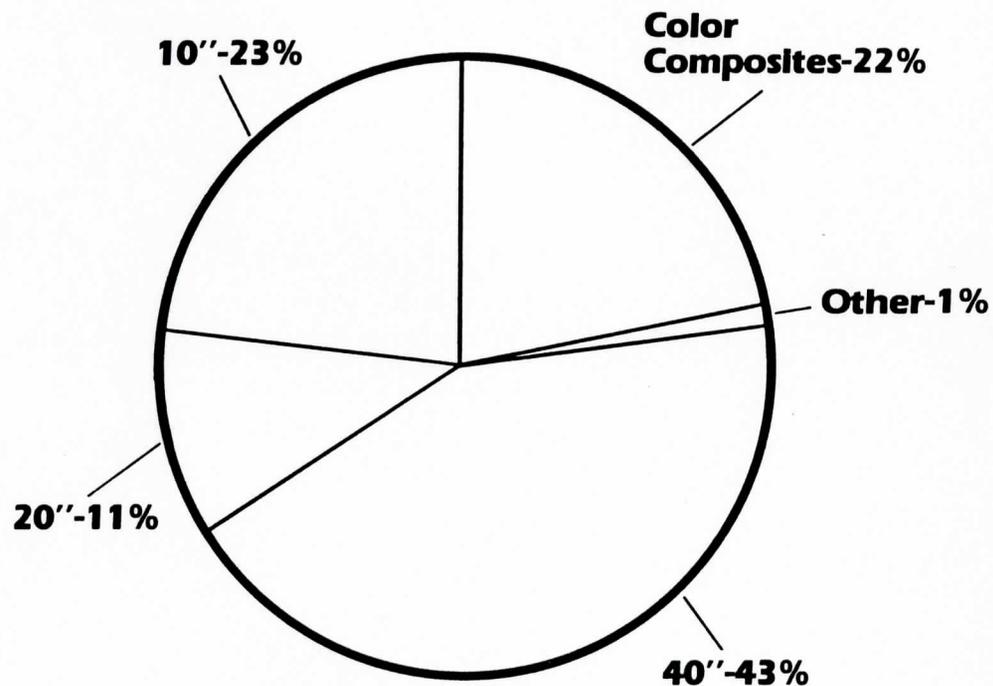
FY 1984

B/W DOLLAR PERCENT



Dollars: \$1,409,533
Total Dollars: \$2,051,022

COLOR DOLLAR PERCENT



Dollars: \$641,489
B/W: 69% Color: 31%

* Excludes TM Scrounge Imagery