

Press release

GfK releases new maps for Russia

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GfK's map edition for Russia is now available, with up-to-date coverage of districts, postcodes and topographic elements

Bruchsal, Germany, September 18, 2017 – GfK recently updated its digital maps of Russia. The maps offer up-to-date coverage of the boundaries of Russia's administrative and postal regions. As such, they provide a reliable foundation for geographic analyses of market and company operations across all industries.

GfK has updated its maps of Russia to reflect the latest regional status. The level of detail in cities has been further increased, with updates to the associated boundaries. Coverage of an additional ten cities is now available in the included map of Russia's six-digit postcodes.

"Precise digital maps are vital for companies from all industries, because they are the basis for carrying out accurate market analyses," explains Klaus Dittmann, head of cartography for GfK's Geomarketing solution area. "In the case of Russia, it's challenging to obtain up-to-date and detailed cartographic sources. Our updated and expanded maps offer detailed coverage of the six-digit postcodes in 47 Russian metropolitan areas. This allows us to meet the huge demand for a reliable cartographic basis that can support analyses in these important locations throughout Russia."

GfK's new maps thus offer an important foundation for geographic analyses of company and market conditions in the Russian market. For example, maps of this caliber are a prerequisite for correctly geocoding company data and accurately analyzing data on market potential.

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New additions

The new map edition reflects numerous changes to Russia's postal and administrative levels:

- districts: 7 new and 19 dissolved, 7 ID changes and several boundary changes
- six-digit postcodes: several name changes, 46 dissolved six-digit postcodes and 395 new six-digit postcodes; the six-digit postcode map has been expanded by the following ten cities:

City name

<i>Latin</i>	<i>Cyrillic</i>
Belgorod	Бѣлгород
Cheboksary	Чебоксáры
Ivanovo	Ивáново
Kaliningrad	Калинингрáд
Kirov	Киров
Kursk	Курск
Magnitogorsk	Магнитогóрск
Stavropol'	Стáврополь
Tver'	Тверь
Ulan-Ude	Улан-Удэ

GfK offers six-digit postcode coverage of Russia's 47 most populous cities as well as the metropolitan regions (oblasts) of Moscow and St. Petersburg.

GfK's new Russia Map Edition includes a comprehensive six-digit postcode layer in which the areas not encompassed by the six-digit postcodes are displayed with their two-digit postcode designations. Titled "Russia 6-2-digit postcode areas 2017," this special layer includes a total of 4,499 postcodes (4,469 of which are six-digit and 30 of which are two-digit).

Applications and features

GfK's digital maps support business intelligence, geomarketing and risk analysis applications and are used by representatives of all industries, from retail to reinsurance.

The digital maps are available in all standard map formats, including *.shp (ESRI), *.tab (MapInfo), *.lay (RegioGraph) and Oracle Spatial. All maps are vector-based and consequently offer flexible zooming and viewing options. GfK's maps include dual-language attributions of all map objects in the international nomenclature as well as the native language and nomenclature.

Additional information on GfK's worldwide digital maps can be found [here](#).

Print-quality illustrations can be found [here](#).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data sci-



ence experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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