The Ocean Enterprise:
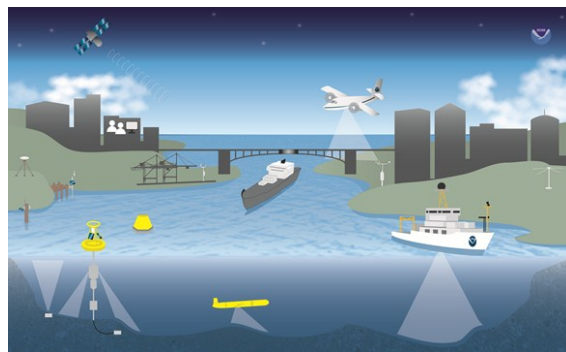# A study of US business activity in ocean measurement, observation and forecasting

Why this study?

- Ocean information is important for delivering a range of safety, economic and environmental benefits and underpinning the blue economy.

- The means to collect and use ocean data constitutes a significant business enterprise and one in which the United States is an acknowledged world leader.

- The North American Industry Classification System (NAICS) precludes properly quantifying this enterprise as most firms are included under non-maritime codes.

- This study aims to understand the scale and scope of business activity in ocean measurement, observation and forecasting.

Who is included?

The study encompasses private sector enterprises that are:

- Providers of infrastructure including manufacturers of sensors, instruments and platforms; those building, deploying and operating observing systems; providers of the data infrastructure that manages and communicates ocean data and organizations that develop and maintain the data management systems, software tools and models that are used to turn these data into useful information.

- Intermediaries that make use of ocean, coastal and Great Lakes measurements, observations and models as an input to the creation of value-added information products.

What is this study?

- A first of its kind study to determine the extent of United States private sector activity in support of ocean measurement, observation and forecasting and the use of ocean information to deliver safety, economic and environmental benefits.

- Sponsored by NOAA's National Ocean Service and the U.S. Integrated Ocean Observing System (IOOS®).

- Conducted by ERISS Corporation and The Maritime Alliance.

What has been achieved so far?

- The study began September 2013 and stage one, an initial national census, was completed in June 2014.

- Making use of industry association lists and other sources a master list of over 600 firms has been compiled.

- The most common functions are the manufacture or supply of instruments, systems, or data streams (about 23% of companies).

- Companies tend to be small, with almost 50% of companies having fewer than 10 employees.

- The majority of companies provide infrastructure rather than using or modifying data to create value-added products for end-users.

- Most companies are concentrated on the East, West, and Gulf coasts of the continental United States, however there are also firms located around the Great Lakes as well as in the central U. S.

How can I find out more?

To find out more go to:
www.usworks.com/usioos

Or contact
NOAA:
carl.gouldman@noaa.gov

ERISS:
steven.tally@eriss.com

THE MARITIME ALLIANCE:
mbjones@themaritimealliance.org

Next steps?

- Work on the census will continue through Spring 2015 to reach the highest possible percentage of qualified US companies.

- Conduct interviews with organizations representing different company types and geographical locations. The information from these interviews will be used to provide the perspective necessary to create the questions for a web-based survey.

- Invite companies to participate in a survey to determine company characteristics, types of products or services, target markets and ways to improve access to ocean data. The web-based survey will take place in Spring of 2015.

- The entire study is scheduled to be completed and published in the fall of 2015.

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