

World Premium Points of Interest

Version 4.13

UNITED STATES
www.pitneybowes.com/us
Technical Support:
<http://www.pbinsight.com/support>

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Release Notes

The World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. Pitney Bowes is committed to continually develop and build upon this state of the art Points of Interest product for our customers. We have an exhaustive roadmap to ensure that we bring the best product to the market so our customers can derive highest value for their business support. This document contains information about Version 4.13 dataset. Complete documentation is located at [our support site](#).

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Product Overview

The WPPOI data product provides the location of and details relating to a diverse set of business locations, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate position for each Point of Interest available. The following are the features of the product:

- It provides access to the largest, globally georeferenced POI dataset.
- The POIs (available in the product) are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) codes.
Please note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their 'family'.
- The taxonomy used (within the product) ensures ease of use and global consistency.

As a result, the dataset allows users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

POI Counts

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
ALBANIA	ALBANIA	ALB	6,550
ALGERIA	ALGERIA	DZA	38,460
ANGOLA	ANGOLA	AGO	42,914
ARGENTINA	ARGENTINA	ARG	4,128,761
AUSTRALIA	AUSTRALIA	AUS	1,716,227
AUSTRIA	AUSTRIA	AUT	617,384
BAHRAIN	BAHRAIN	BHR	21,321
BELARUS	BELARUS	BLR	299
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,837,363
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	138,223
BENIN	BENIN	BEN	7,475
BOLIVIA*	BOL	BOL	36
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	7,808
BOTSWANA	BOTSWANA	BWA	13,736
BRAZIL	BRAZIL	BRA	12,781,226
BRUNEI	BRUNEI	BRN	8,414
BULGARIA	BULGARIA	BGR	9,540
BURKINA FASO	BURKINA FASO	BFA	13,560
BURUNDI	BURUNDI	BDI	2,692
CAMEROON	CAMEROON	CMR	27,550
CANADA	CANADA	CAN	2,440,785
CHILE	CHILE	CHL	347,141
CHINA	CHINA	CHN	9,342,540
COLOMBIA	COLOMBIA	COL	447,650
CONGO	CONGO	COG	7,048
COSTA RICA	COSTA RICA	CRI	52,512
CAPE VERDE*	CAPE VERDE	CPV	370
CROATIA	CROATIA	HRV	161,917
CYPRUS	CYPRUS	CYP	76,485
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,514,925
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,091
DENMARK	DENMARK	DNK	616,066
ECUADOR*	ECUADOR	ECU	113
EGYPT	EGYPT	EGY	105,672
EL SALVADOR	EL SALVADOR	SLV	25,624

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COUNTRY BUNDLES*	COUNTRIES	ISO3	POI COUNTS
ESTONIA	ESTONIA	EST	197,694
FINLAND	FINLAND	FIN	532,834
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	FRANCE	FRA	4,226,773
FRANCE	GUADELOUPE	GLP	39,068
FRANCE	FRENCH GUIANA	GUF	10,905
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	MONACO	MCO	563
FRANCE	MARTINIQUE	MTQ	40,344
FRANCE	MAYOTTE	MYT	528
FRANCE	REUNION	REU	54,916
GABON	GABON	GAB	6,202
GERMANY	GERMANY	DEU	6,215,078
GHANA	GHANA	GHA	44,854
GREAT BRITAIN	GREAT BRITAIN	GBR	4,215,591
GREECE	GREECE	GRC	607,882
GUATEMALA	GUATEMALA	GTM	35,138
HONDURAS	HONDURAS	HND	9,654
HONG KONG	HONG KONG	HKG	381,008
HUNGARY	HUNGARY	HUN	651,527
ICELAND	ICELAND	ISL	95,682
INDIA	INDIA	IND	6,973,365
INDONESIA	INDONESIA	IDN	263,511
IRAQ	IRAQ	IRQ	7,781
IRELAND	IRELAND	IRL	327,428
ITALY	ITALY	ITA	7,382,788
ITALY	SAN MARINO	SMR	3,323
ITALY	VATICAN CITY	VAT	11
JAPAN	JAPAN	JPN	4,558,545
JORDAN	JORDAN	JOR	36,470
KAZAKHISTAN*	KAZAKHISTAN	KAZ	98,323
KENYA	KENYA	KEN	59,781
KOSOVO	KOSOVO	XKS	297
KUWAIT	KUWAIT	KWT	9,488
LATVIA	LATVIA	LVA	189,358
LEBANON	LEBANON	LBN	40,169
LESOTHO	LESOTHO	LSO	5,930

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
LITHUANIA	LITHUANIA	LTU	99,374
MACAU	MACAU	MAC	11,463
MACEDONIA	MACEDONIA	MKD	32,467
MALAWI	MALAWI	MWI	22,017
MALAYSIA	MALAYSIA	MYS	125,452
MALI	MALI	MLI	16,558
MALTA	MALTA	MLT	60,430
MAURITANIA	MAURITANIA	MRT	3,648
MAURITIUS	MAURITIUS	MUS	95,268
MEXICO	MEXICO	MEX	4,887,613
MINOR AMERICAS	ARUBA	ABW	2
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4
MINOR AMERICAS	BAHAMAS	BHS	982
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	CUBA	CUB	351
MINOR AMERICAS	CAYMAN ISLANDS	CYM	40
MINOR AMERICAS	DOMINICA	DMA	120
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	4,131
MINOR AMERICAS	GRENADA	GRD	132
MINOR AMERICAS	HAITI	HTI	7
MINOR AMERICAS	JAMAICA	JAM	74
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	71
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	MONTserrat	MSR	3
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	6
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MOLDOVA	MOLDOVA	MDA	9,821
MONTENEGRO	MONTENEGRO	MNE	34,878
MOROCCO	MOROCCO	MAR	485,087
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,894
NAMIBIA	NAMIBIA	NAM	40,578

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	1,738,781
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	572,509
NICARAGUA	NICARAGUA	NIC	11,930
NIGER	NIGER	NER	20,601
NIGERIA	NIGERIA	NGA	51,743
NORWAY	NORWAY	NOR	783,425
OMAN	OMAN	OMN	7,248
PANAMA	PANAMA	PAN	11,809
PERU	PERU	PER	143,676
PHILIPPINES	PHILIPPINES	PHL	457,529
POLAND	POLAND	POL	5,053,799
PORTUGAL	PORTUGAL	PRT	699,569
PARAGUAY*	PARAGUAY	PRY	902
QATAR	QATAR	QAT	6,668
ROMANIA	ROMANIA	ROU	1,435,728
RUSSIA	RUSSIA	RUS	3,393,977
RWANDA	RWANDA	RWA	12,973
SAUDI ARABIA	SAUDI ARABIA	SAU	110,990
SENEGAL	SENEGAL	SEN	14,232
SERBIA	SERBIA	SRB	51,637
SINGAPORE	SINGAPORE	SGP	307,655
SLOVAKIA	SLOVAKIA	SVK	410,950
SLOVENIA	SLOVENIA	SVN	177,345
SOUTH AFRICA	SOUTH AFRICA	ZAF	909,355
SPAIN	ANDORRA	AND	2,606
SPAIN	SPAIN	ESP	3,609,232
SPAIN	GIBRALTAR	GIB	23
SAINT PIERRE AND MIQUELON*	SAINT PIERRE AND MIQUELON	SPM	7
SWAZILAND	SWAZILAND	SWZ	3,597
SWEDEN	SWEDEN	SWE	1,452,934
SWITZERLAND	SWITZERLAND	CHE	624,036
SWITZERLAND	LIECHTENSTEIN	LIE	8,388
SEYCHELLES*	SEYCHELLES	SYC	246
TAIWAN	TAIWAN	TWN	395,671

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
TANZANIA	TANZANIA	TZA	24,584
THAILAND	THAILAND	THA	788,764
TOGO	TOGO	TGO	6,113
TUNISIA	TUNISIA	TUN	144,035
TURKEY	TURKEY	TUR	2,013,538
UGANDA	UGANDA	UGA	10,482
UKRAINE	UKRAINE	UKR	762,185
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	505,969
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	25,176,135
URUGUAY	URUGUAY	URY	8,555
VENEZUELA	VENEZUELA	VEN	98,270
VIETNAM	VIETNAM	VNM	751,344
YEMEN	YEMEN	YEM	3,822
ZAMBIA	ZAMBIA	ZMB	12,591
ZIMBABWE	ZIMBABWE	ZWE	13,318
Cumulative			132,650,663

**New countries added in this release.*

Pitney Bowes understands that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being “in business”. However, we believe focusing on businesses with employees that will provide our clients the most significant points of interest for their use cases, applications and business success. Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

Change Log

- Seven new countries like, Bolivia (BOL), Cape Verde (CPV), Ecuador (ECU), Kazakhstan (KAZ), Paraguay (PRY), Saint Pierre and Miquelon (SPM), and Seychelles (SYC) have been added in the dataset
- Quality enhancements for multiple brands and new brandnames have also been added in USA. Click [here](#) for more details.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.

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- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- Applied few changes in the address components for few records
- POI counts have been increased for Netherlands (NLD), Sweden (SWE), and Italy (ITA)
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Record count increase in Brazil, Czech Republic and Hungary
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	227
Bahrain	11
Canada	230
Czech Republic	14
Germany	19
Great Britain	512
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
United Arab Emirates	26
United States Of America	2113

For detail view click [here](#).

Note: We would like to inform you about upcoming changes that will be implemented with *Version 5.0* of the *World Premium Points of Interest* and *World Premium Plus Points of Interest* products. These are scheduled for release in April 2018.

Please follow the link below for further details.

<http://www.pbinsight.com/support/product-documentation/details/world-premium-points-of-interest-data>

Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Non-Standardized attributes for few records in countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Some invalid values exist in the Name, areaName1, areaname2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some diacritic loss in Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3, CEO name, Domestic Ultimate Address, Global Ultimate Address and Parent Address columns.
- There are a few instances of text truncation exist for the Name, TradeName, Business Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- There are a few instances where the Employee Here (number of employees at the current location) count mismatches the Employee count (total number of employees).
- There are a few instances that have inconsistent Status Code and Subsidiary Indicator mapping.
- The Email, Http, Ticker symbol, and Exchange Name columns are not populated for many countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.

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- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchical administrative region, whereas, Stabb field is the highest available administrative region.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles of France(FRA) and Minor Americas(MAM).
- Brandname standardization is work in progress, so there maybe some minor discripencies.