

World Premium Points of Interest

Version 5.3

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 5.3 dataset. Complete documentation is located at [our support site](#).

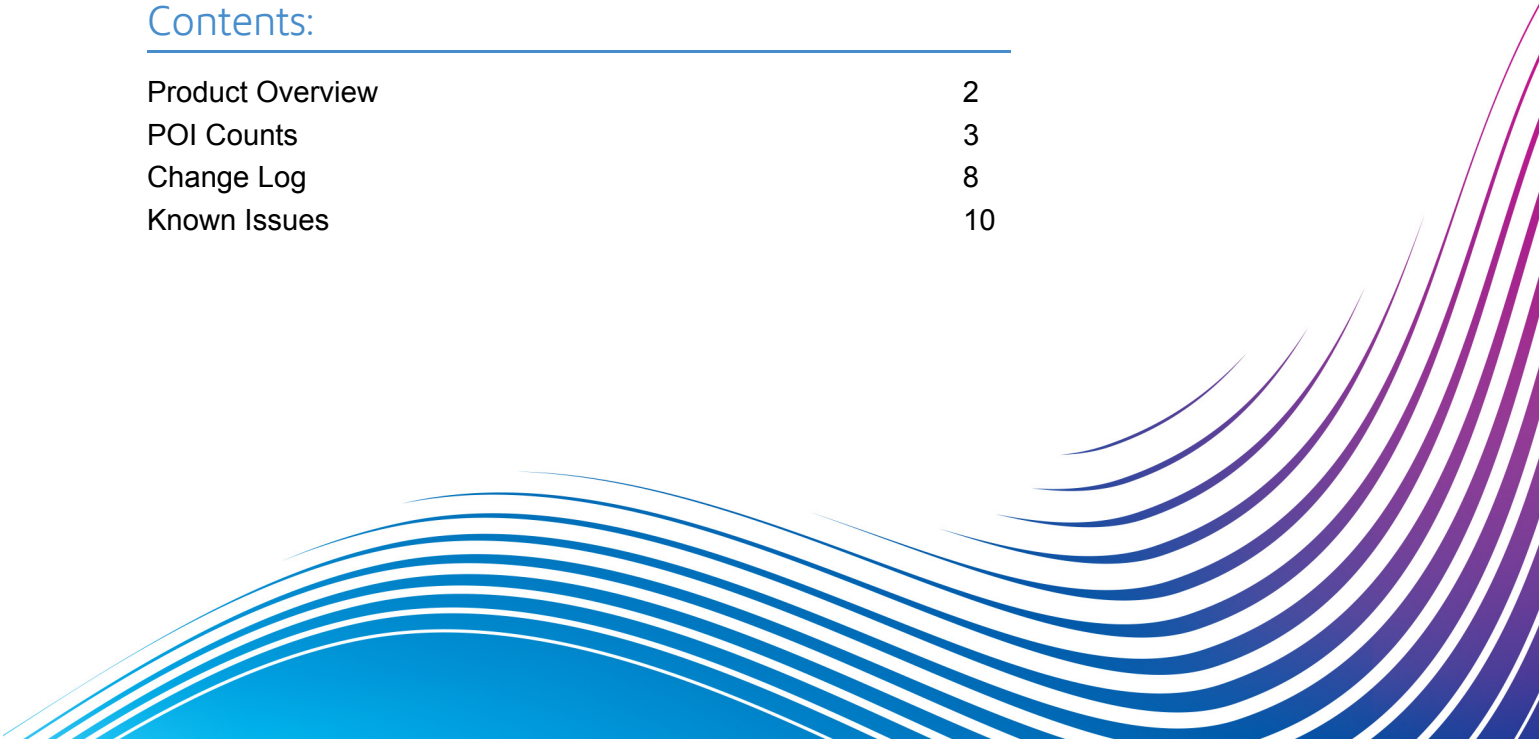
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UNITED STATES
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Technical Support:

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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	20,051
ALGERIA	ALGERIA	DZA	176,295
ANGOLA	ANGOLA	AGO	60,196
ARGENTINA	ARGENTINA	ARG	3,200,442
ARMENIA	ARMENIA	ARM	9
AUSTRALIA	AUSTRALIA	AUS	3,081,850
AUSTRIA	AUSTRIA	AUT	771,300
AZERBAIJAN	AZE	AZE	17
BAHRAIN	BAHRAIN	BHR	86,690
BELARUS	BELARUS	BLR	391
BELGIUM_ &_LUXEMBOURG	BELGIUM	BEL	2,060,276
BELGIUM_ &_LUXEMBOURG	LUXEMBOURG	LUX	171,325
BELIZE	BLZ	BLZ	10
BENIN	BENIN	BEN	7,664
BOLIVIA	BOLIVIA	BOL	30,120
BOSNIA_ &_HERZEGOVINA	BOSNIA_ &_HERZEGOVINA	BIH	57,972
BOTSWANA	BOTSWANA	BWA	14,111
BRAZIL	BRAZIL	BRA	18,191,868
BRUNEI	BRUNEI	BRN	10,677
BULGARIA	BULGARIA	BGR	689,235
BURKINA_FASO	BURKINA_FASO	BFA	13,635
BURUNDI	BURUNDI	BDI	2,714
CAMEROON	CAMEROON	CMR	28,254
CANADA	CANADA	CAN	2,586,607
CAPE_VERDE	CAPE_VERDE	CPV	372
CHILE	CHILE	CHL	355,476
CHINA	CHINA	CHN	11,463,241
COLOMBIA	COLOMBIA	COL	3,283,994
CONGO	CONGO	COG	7,107
COSTA_RICA	COSTA_RICA	CRI	52,509

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CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	21,820
CROATIA	CROATIA	HRV	143,542
CYPRUS	CYPRUS	CYP	210,407
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	1,610,089
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	18,457
DENMARK	DENMARK	DNK	670,256
ECUADOR	ECUADOR	ECU	47,154
EGYPT	EGYPT	EGY	381,058
EL_SALVADOR	EL_SALVADOR	SLV	25,638
ESTONIA	ESTONIA	EST	199,831
FAROE_ISLANDS	FAROE_ISLANDS	FRO	711
FIJI	FIJI	FJI	1,007
FINLAND	FINLAND	FIN	666,335
FRANCE	GUADELOUPE	GLP	43,352
FRANCE	FRENCH_GUIANA	GUF	13,303
FRANCE	MAYOTTE	MYT	1,280
FRANCE	SAINT-MARTIN	MAF	147
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	2,649
FRANCE	REUNION	REU	58,193
FRANCE	MARTINIQUE	MTQ	42,427
FRANCE	FRANCE	FRA	6,977,622
GABON	GABON	GAB	6,217
GAMBIA	GAMBIA	GMB	29
GEORGIA	GEORGIA	GEO	21
GERMANY	GERMANY	DEU	5,695,536
GHANA	GHANA	GHA	45,446
GREAT_BRITAIN	GREAT_BRITAIN	GBR	4,806,766
GREECE	GREECE	GRC	804,541
GUATEMALA	GUATEMALA	GTM	35,154
GUYANA	GUYANA	GUY	29
HONDURAS	HONDURAS	HND	9,649
HONG_KONG	HONG_KONG	HKG	444,772

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HUNGARY	HUNGARY	HUN	714,763
ICELAND	ICELAND	ISL	102,843
INDIA	INDIA	IND	11,563,207
INDONESIA	INDONESIA	IDN	859,226
IRAQ	IRAQ	IRQ	9,570
IRELAND	IRELAND	IRL	407,612
ITALY	VATICAN_CITY	VAT	24
ITALY	SAN_MARINO	SMR	4,406
ITALY	ITALY	ITA	7,413,699
JAPAN	JAPAN	JPN	4,697,662
JORDAN	JORDAN	JOR	115,539
KAZAKHSTAN	KAZAKHSTAN	KAZ	98,379
KENYA	KENYA	KEN	219,548
KOSOVO	KOSOVO	XKS	2,566
KUWAIT	KUWAIT	KWT	32,300
LAO PDR	LAO PDR	LAO	1,537
LATVIA	LATVIA	LVA	193,326
LEBANON	LEBANON	LBN	155,269
LESOTHO	LESOTHO	LSO	5,941
LITHUANIA	LITHUANIA	LTU	99,828
MACAU	MACAU	MAC	11,636
MACEDONIA	MACEDONIA	MKD	50,343
MALAWI	MALAWI	MWI	22,214
MALAYSIA	MALAYSIA	MYS	638,463
MALI	MALI	MLI	16,621
MALTA	MALTA	MLT	63,547
MAURITANIA	MAURITANIA	MRT	3,665
MAURITIUS	MAURITIUS	MUS	133,357
MEXICO	MEXICO	MEX	4,981,159
MINOR_AMERICAS	CUBA	CUB	357
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	4,255
MINOR_AMERICAS	SAINT-MARTIN	MAF	148

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MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	516
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	181
MINOR_AMERICAS	ARUBA	ABW	4
MINOR_AMERICAS	BERMUDA	BMU	242
MINOR_AMERICAS	MONTSEERRAT	MSR	56
MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	ATG	563
MINOR_AMERICAS	CAYMAN_ISLANDS	CYM	291
MINOR_AMERICAS	SAINT_LUCIA	LCA	135
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	11
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	12
MINOR_AMERICAS	GRENADA	GRD	134
MINOR_AMERICAS	HAITI	HTI	12
MINOR_AMERICAS	BAHAMAS	BHS	1,926
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	3,219
MINOR_AMERICAS	DOMINICA	DMA	120
MINOR_AMERICAS	BARBADOS	BRB	103
MINOR_AMERICAS	JAMAICA	JAM	82
MOLDOVA	MOLDOVA	MDA	31,545
MONTENEGRO	MONTENEGRO	MNE	35,237
MOROCCO	MOROCCO	MAR	492,318
MOZAMBIQUE	MOZAMBIQUE	MOZ	21,043
MYANMAR	MYANMAR	MMR	35,434
NAMIBIA	NAMIBIA	NAM	39,609
NETHERLANDS	CURAÇAO	CUW	7
NETHERLANDS	NETHERLANDS	NLD	1,680,027
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	SINT_MARTEN	SXM	5
NEW_ZEALAND	NEW_ZEALAND	NZL	505,241
NICARAGUA	NICARAGUA	NIC	11,933
NIGER	NIGER	NER	20,662
NIGERIA	NIGERIA	NGA	69,295
NORWAY	NORWAY	NOR	862,733

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OMAN	OMAN	OMN	59,979
PANAMA	PANAMA	PAN	11,827
PARAGUAY	PARAGUAY	PRY	26,448
PERU	PERU	PER	244,937
PHILIPPINES	PHILIPPINES	PHL	831,650
POLAND	POLAND	POL	5,358,368
PORTUGAL	PORTUGAL	PRT	902,709
QATAR	QATAR	QAT	56,366
ROMANIA	ROMANIA	ROU	1,169,308
RUSSIA	RUSSIA	RUS	5,457,547
RWANDA	RWANDA	RWA	13,111
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	8
SAUDI_ARABIA	SAUDI_ARABIA	SAU	570,352
SENEGAL	SENEGAL	SEN	14,974
SERBIA	SERBIA	SRB	200,210
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	496,550
SLOVAKIA	SLOVAKIA	SVK	571,194
SLOVENIA	SLOVENIA	SVN	179,027
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	971,121
SPAIN	SPAIN	ESP	4,996,968
SPAIN	GIBRALTAR	GIB	435
SPAIN	ANDORRA	AND	5,742
SURINAME	SURINAME	SUR	37
SWAZILAND	SWAZILAND	SWZ	3,597
SWEDEN	SWEDEN	SWE	1,480,581
SWITZERLAND	LIECHTENSTEIN	LIE	13,316
SWITZERLAND	SWITZERLAND	CHE	774,116
TAIWAN	TAIWAN	TWN	992,568
TANZANIA	TANZANIA	TZA	24,747
THAILAND	THAILAND	THA	1,746,818
TOGO	TOGO	TGO	6,241
TUNISIA	TUNISIA	TUN	141,325

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TURKEY	TURKEY	TUR	2,221,497
UGANDA	UGANDA	UGA	10,890
UKRAINE	UKRAINE	UKR	1,062,593
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	530,223
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	26,808,140
URUGUAY	URUGUAY	URY	8,969
VENEZUELA	VENEZUELA	VEN	88,235
VIETNAM	VIETNAM	VNM	1,857,447
YEMEN	YEMEN	YEM	4,547
ZAMBIA	ZAMBIA	ZMB	12,820
ZIMBABWE	ZIMBABWE	ZWE	14,692
Cumulative			165,786,040

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

- Added few new countries to the WPPOI datasets, listed below:

Country	ISO3
AMENIA	ARM
AZERBAIJAN	AZE
BELIZE	BLZ
CÔTE D'IVOIRE	CIV
FIJI	FJI
FAROE ISLANDS	FRO
GEORGIA	GEO
GAMBIA	GMB
GUYANA	GUY
LAO PDR	LAO

MYANMAR	MMR
SURINAME	SUR

- De-Duplication exercise has been performed on all countries hence, you may find slight differences in the counts
- 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.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- POI counts have increased for Albania (ALB), Algeria (DZA), Angola (AGO), Bahrain (BHR), Belgium (BEL), Bosnia & Herzegovina (BIH), Brunei (BRN), Bulgaria (BGR), Columbia (COL), Democratic Republic of Congo (COD), Denmark (DNK), Egypt (EGY), Indonesia (IDN) and Oman (OMN).
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	307
Bahrain	11
Canada	288
Czech Republic	14
Germany	19
Great Britain	572
Greece	13
Kuwait	16
Mexico	61
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8

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Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2107

For detail view click [here](#).

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, Postcode 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.
- 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.