

# Financial & Digital Services

Users in financial and digital services cover a broad area of activity that touches on many other market sectors such as **insurance & real estate**, **retail, news & media** and **digital interfaces**. They look to better understand risks, accelerate claims, and detect fraud. The categories included are identifiable as a "service" for the tertiary sector which provides advice, access, experience activities and knowledge and there are not part of the physical supply of goods.

Market Sector	Composition	EO Services
<b>Insurance &amp; Real Estate</b>	Primary insurance companies, re-insurance sector, insurance brokers, insurance service suppliers, commercial banks, major projects, international financial institution.	<a href="#">Assess crop damage due to storms</a> <a href="#">Monitor building development</a> <a href="#">Assess damage from earthquakes</a> <a href="#">Forecast and map large waves</a> <a href="#">Detect and monitor wildfires</a> <a href="#">Map and assess flooding</a> Detect land movement, subsidence, heave <a href="#">Forecast and assess landslides</a>
<b>Retail &amp; Geo-marketing</b>	Navigation and LBS, retail centres, advertising and marketing agencies, shopping chains, logistics.	<a href="#">Assess land value, ownership, type, use</a> <a href="#">Monitor high risk areas</a> Map urban areas
<b>News &amp; Media</b>	Television companies, broadcasting providers, news and information agencies, web service providers, entertainment software providers	<a href="#">Assess damage from earthquakes</a> <a href="#">Forecast and map large waves</a> <a href="#">Detect and monitor wildfires</a> Detect sensitive risk areas <a href="#">Forecast and assess landslides</a> <a href="#">Monitor high risk areas</a> <a href="#">Assess and monitor volcanic activity</a>
<b>ICT, Knowledge &amp; Digital Interfaces</b>	Fixed and mobile telecommunications providers	
<b>Travel, Tourism and Leisure</b>	Tour operators, Leisure service providers, hotels, parks etc, Offices of tourism, Travel agencies, Ski and coastal resorts, Surfers & sailors.	<a href="#">Monitor pollution in rivers and lakes</a> Assess changes in land use and quality <a href="#">Map and assess flooding</a> <a href="#">Forecast and monitor ocean winds and waves</a>