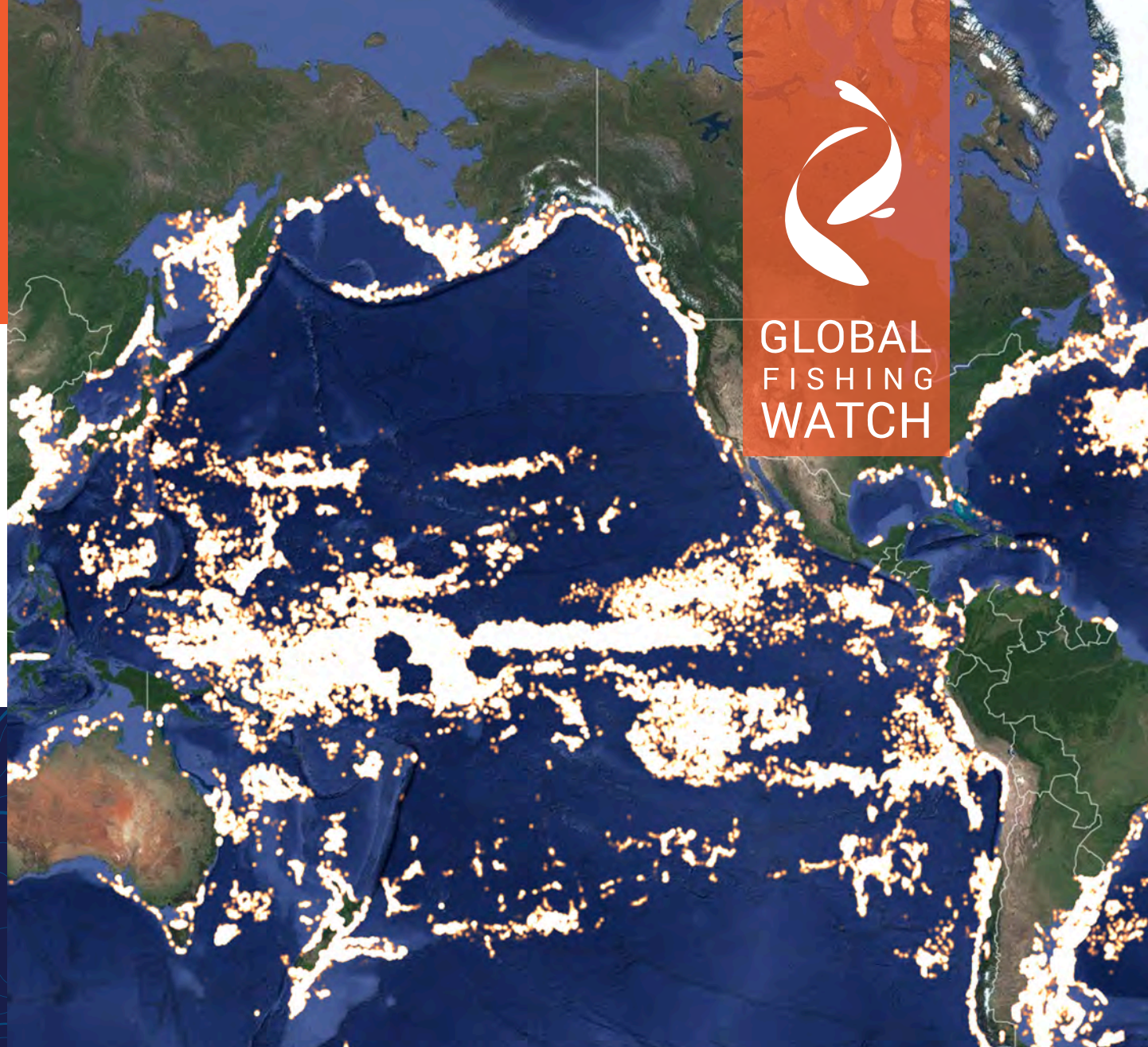


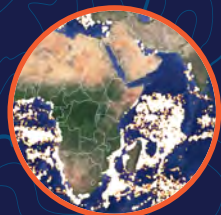
Why Global Fishing Watch?

Hundreds of millions of people depend on the ocean for their livelihoods and approximately 3 billion rely on it for a primary food source. However, the world's oceans are threatened by global overfishing, illegal fishing and habitat destruction. Global Fishing Watch is designed to support ocean sustainability so that governments, fishery management organizations, citizens and the fishing industry can work together to rebuild fisheries and conserve important habitats.



How Does Global Fishing Watch Work?

Global Fishing Watch uses public broadcast data from the Automatic Identification System (AIS), collected by satellite and terrestrial receivers, to show the movement of vessels over time. AIS provides a global feed of vessel locations, and Global Fishing Watch uses this information to track vessel movement and classify it as “fishing” or “non-fishing” activity.



GlobalFishingWatch.org

The First Global View of
Commercial Fishing Activity

*Any and all references to “fishing activity” should be understood in the context of Global Fishing Watch’s fishing detection algorithm, which is a best effort to determine “apparent fishing effort” based on vessel speed and direction data from the Automatic Identification System (AIS) collected via satellites and terrestrial receivers. As AIS data varies in completeness, accuracy and quality, it is possible that some fishing effort is not identified and conversely, that some fishing effort identified is not fishing. For these reasons, Global Fishing Watch qualifies all designations of vessel fishing effort, including synonyms of the term “fishing effort,” such as “fishing” or “fishing activity,” as “apparent,” rather than certain. Any/all Global Fishing Watch information about “apparent fishing effort” should be considered an estimate and must be relied upon solely at your own risk. Global Fishing Watch is taking steps to make sure fishing effort designations are as accurate as possible.

Founding Partners

OCEANA SKYTRUTH Google

Global Fishing Watch

is the product of a partnership between *Oceana*, *SkyTruth* and *Google* that provides a never-before-seen view of commercial fishing in the ocean.

With Global Fishing Watch, users can visualize the global fishing fleet in space and time to reveal the intensity of fishing activity* around the world. Users can track and measure near real-time and historical commercial fishing activity using heat maps; play animated vessel tracks over time; view individual vessel tracks, exclusive economic zones, marine protected areas and other data overlays; and more.

Applications of Global Fishing Watch

- Protect important ocean ecosystems through a combination of sound policy, effective monitoring and reliable enforcement
- Facilitate transparency and promote honesty in seafood supply chains, thereby reducing seafood fraud and allowing consumers to choose sustainable seafood more effectively
- Help enforcement agencies prioritize problem areas and vessels of concern
- Allow fishery managers to track vessels and identify potential unauthorized activity
- Help to deter illegal fishing and reduce overfishing

Target Audiences

Global Fishing Watch is built for governments, seafood suppliers, journalists, researchers, NGOs, citizens, fishermen and more.

GOVERNMENTS can ensure fishing vessels are authorized to fish in their waters, and pursue those that are not.

SEAFOOD SUPPLIERS can see where and how fish are being caught.

JOURNALISTS and **RESEARCHERS** can study the impact of fishing on ocean health.

EVERYONE can see whether vessels are following the rules so sustainably caught seafood can be certified for consumers.

NGOS, CITIZENS and **HONEST FISHERMEN** can identify suspicious vessels and report them to the authorities.

FREE AND PUBLIC
Available to anyone in the world with an internet connection



GLOBAL IN SCALE
Shows the fishing activity of 35,000 publicly trackable commercial fishing vessels operating in the ocean



EASY TO USE
Designed so both experts and non-experts can see and measure fishing activity at a glance and track individual vessels over time



NEAR REAL-TIME
Regularly updated to show vessel tracks and fishing activity from January 1, 2012 through three days prior to present time



**TOGETHER,
THE MANY USES OF
GLOBAL FISHING WATCH
WILL HELP TO RESTORE
OCEAN ABUNDANCE.**

