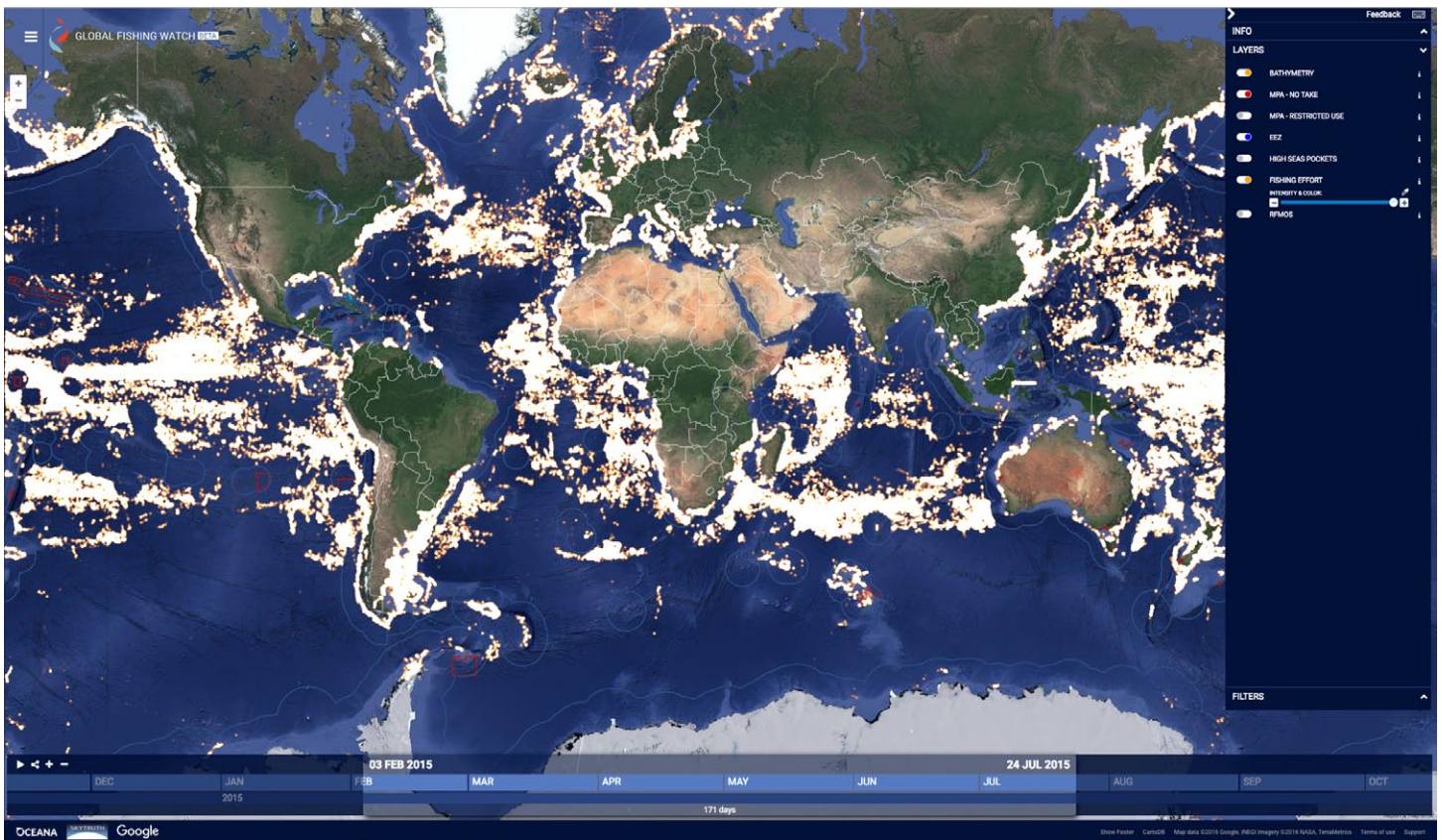


Fact Sheet

Global Fishing Watch is the result of a partnership between Oceana, SkyTruth and Google. It is the first-ever technology platform that enables anyone with an internet connection to see global fishing activity* and track commercial fishing vessels in near real-time – for free.

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 both near real-time and historical commercial fishing activity using the Global Fishing Watch heat map. They can also view individual vessel tracks, exclusive economic zones, marine protected areas and other features.



Global Fishing Watch: The First Global View of Commercial Fishing Activity

Why the World Needs 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. These threats could undermine the many benefits the oceans

provide us with. Governments face a challenge in managing oceans sustainably. Sharing information more transparently on how our oceans are being used is essential to keeping our oceans healthy and bringing back abundance.

Global Fishing Watch can drive science and innovation, and improve decision-making about the effective management of the world's fisheries and oceans.

Global Fishing Watch can harness the power of citizen engagement to help rebuild and maintain abundant oceans, and will provide a powerful tool to show consumers where and by whom their fish are being caught.

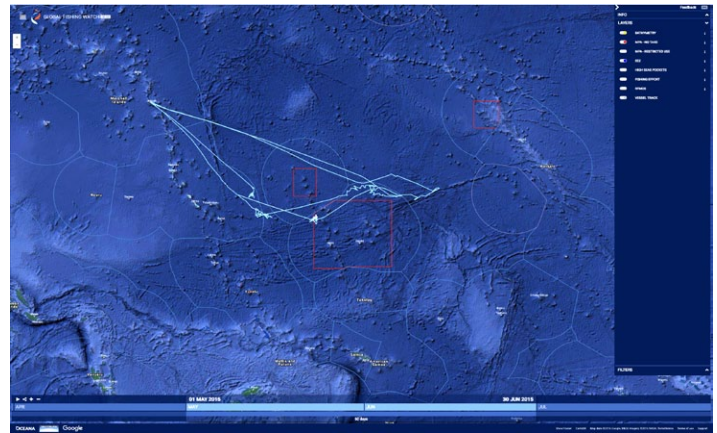
Key Attributes

- **Free and public** – available to anyone in the world with an internet connection
- **Global in scale** – showing the fishing activity of 35,000 (and counting) 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 the present time

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** and **citizens** can identify suspicious vessels and report them to the authorities.
- **Fishermen** can make themselves trackable to show the world they are following the rules.



Global Fishing Watch: Individual Vessel Track Showing Fishing Activity

Applications

- 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

Together, the many uses of Global Fishing Watch will help to restore ocean abundance.

Technology

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.

To use Global Fishing Watch, please visit globalfishingwatch.org.

*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 activity” 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 activity is not identified and conversely, that some fishing activity identified is not fishing. For these reasons, Global Fishing Watch qualifies all designations of vessel fishing activity, including synonyms of the term “fishing activity,” such as “fishing” or “fishing effort,” as “apparent,” rather than certain. Any/all Global Fishing Watch information about “apparent fishing activity” 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 activity designations are as accurate as possible.

Founding Partners

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