



OVERTURE MAPS
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Places Deep Dive

OMF Member Summit

Jan Popovic, Colton Piper, Dominik Weckmüller

Florence, April 21, 2026

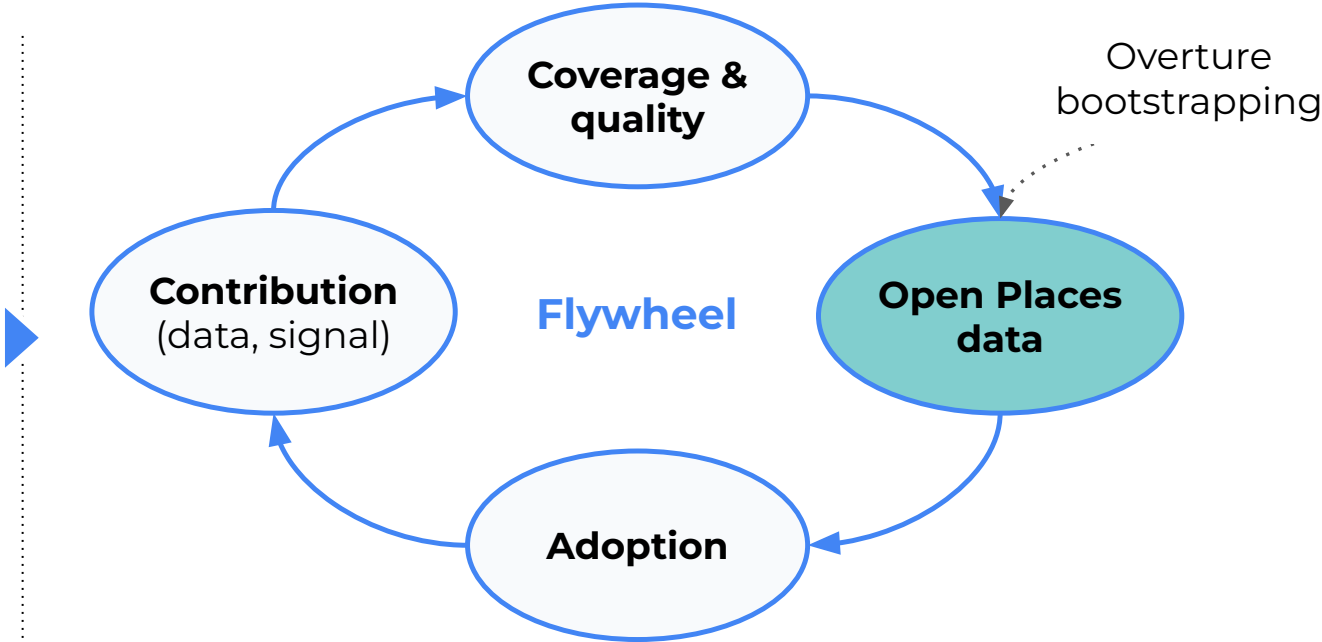
We all benefit from maintaining the base layer of places data collaboratively.



- Places data is commoditizing.
- Independent data collection and maintenance are duplicative.
- The competitive advantage is shifting from *owning* the base data to **what you build on top of it.**

Places Surge Mission

Solve the **Cold Start Problem** by delivering a viable alternative to commercial Places datasets



2026 Focus

A world map with a color-coded overlay representing data density or freshness. The map is primarily blue, with yellow and green areas indicating higher density. Two blue circles highlight the United States and Western Europe. Three callout boxes are overlaid on the map: one for H1 2026 (US), one for H2 2026 (US), and one for Western Europe. A legend in the top right corner shows color-coded categories: 0.0-0.25 (blue), 0.25-0.40 (green), 0.40-0.55 (yellow), 0.55-0.70 (orange), 0.70-0.85 (red), and 0.85-1.00 (dark red).

H1 2026

US: Achieve viability

Coverage + freshness in key categories (Food & Drink, Retail)

H2 2026

US: Activate organic flywheel

Member contributions maintaining data freshness

Western Europe: Achieve viability

Coverage + freshness in key categories (Food & Drink, Retail)

+ **more categories:** arts and entertainment, lodging, cultural and historic landmarks
+ **attribute quality improvements**

2026 Focus: Increase coverage and close the gap between upfunnel and 73M we accurately conflate downfunnel.

Coverage

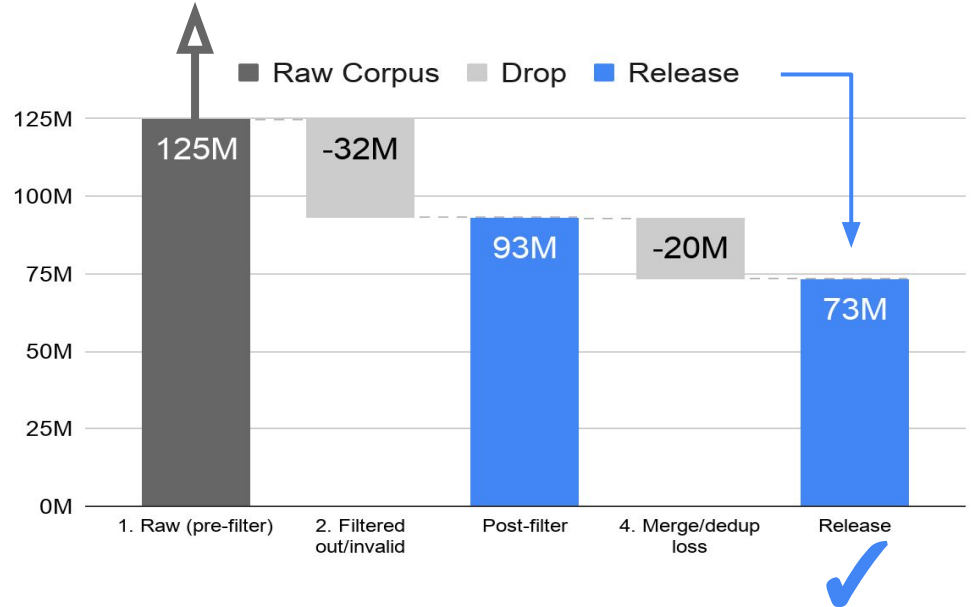
Add more data sources

Confidence

Improve matching
(conflation) effectiveness

Quality

Improve attribute quality



Data Sources

Data Sources

 Meta

 Microsoft

FOURSQUARE

 BrightQuery[®]
The Factual AI Company™

All The Places

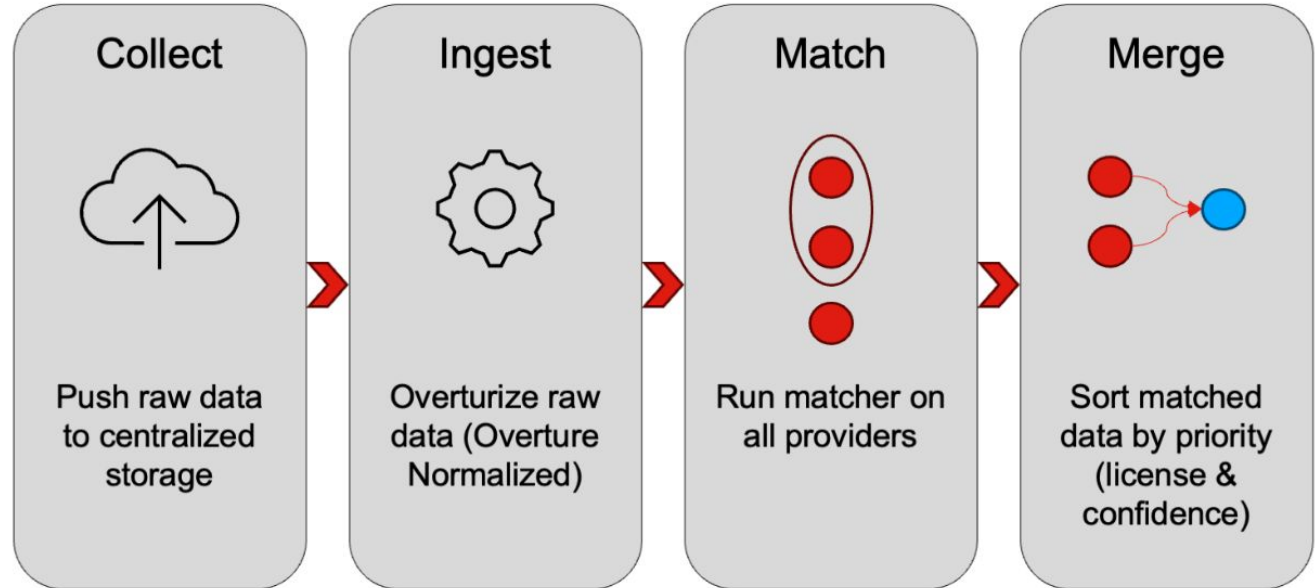
  PinMeTo

KRICK.COM

 DAC

RenderSEO

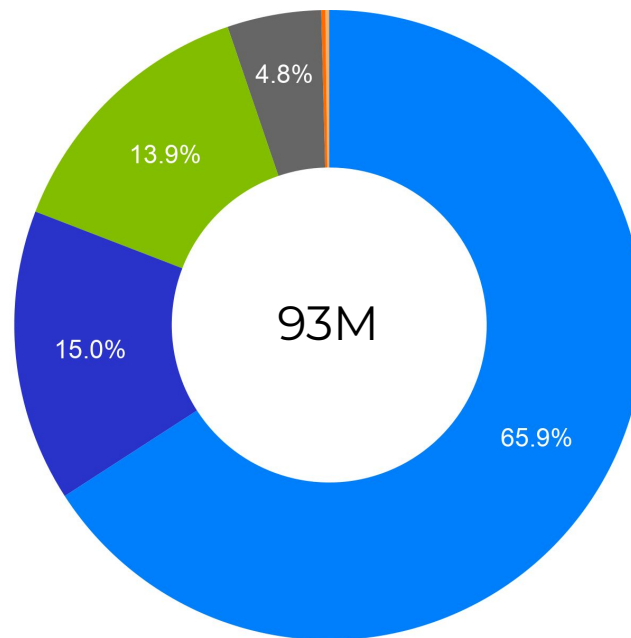
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Data Sources in Numbers

Post-filter breakdown by data source

- Meta (61M)
- Foursquare (14M)
- Microsoft (13M)
- AllThePlaces (4.4M)
- DAC (199K)
- PinMeTo (168K)
- RenderSEO (12K)

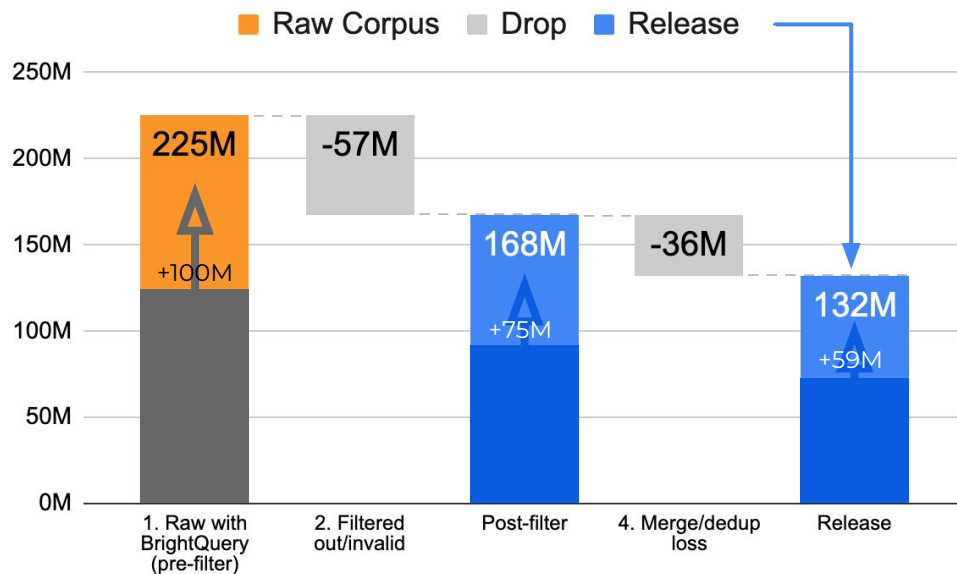


Scaling coverage with BrightQuery



- Gradual ingests in releases through 2026:
 - May: ~350k new POIs (US Food & Retail)
~57% open
~31% closed
~12% junk
 - June: Est. >2 million new POIs (US)
- BQ provides signals, e.g., open/closed operating status via SparkGeo (coming H2/26)

Estimated coverage impact (global)



Scaling coverage with BrightQuery



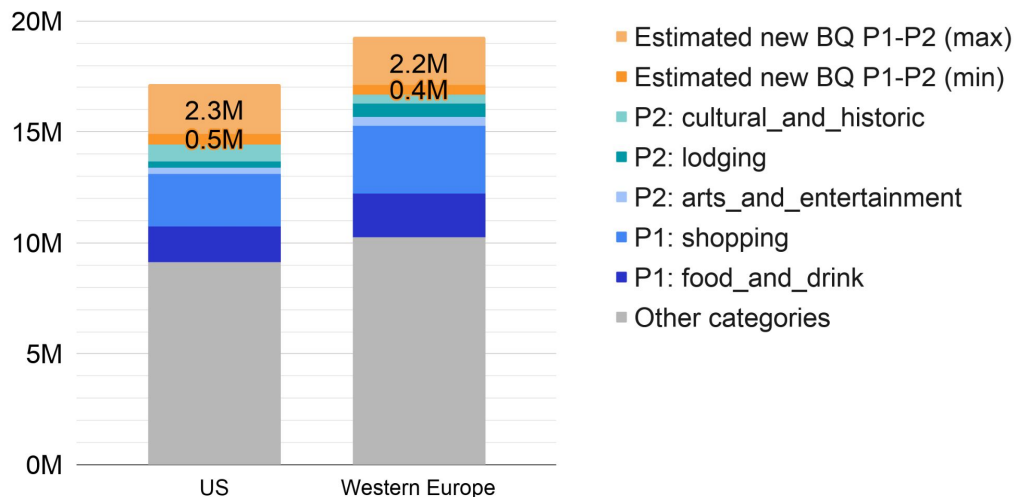
P1 categories:

- food_and_drink
- shopping

P2 categories:

- arts_and_entertainment
- lodging
- cultural_and_historic

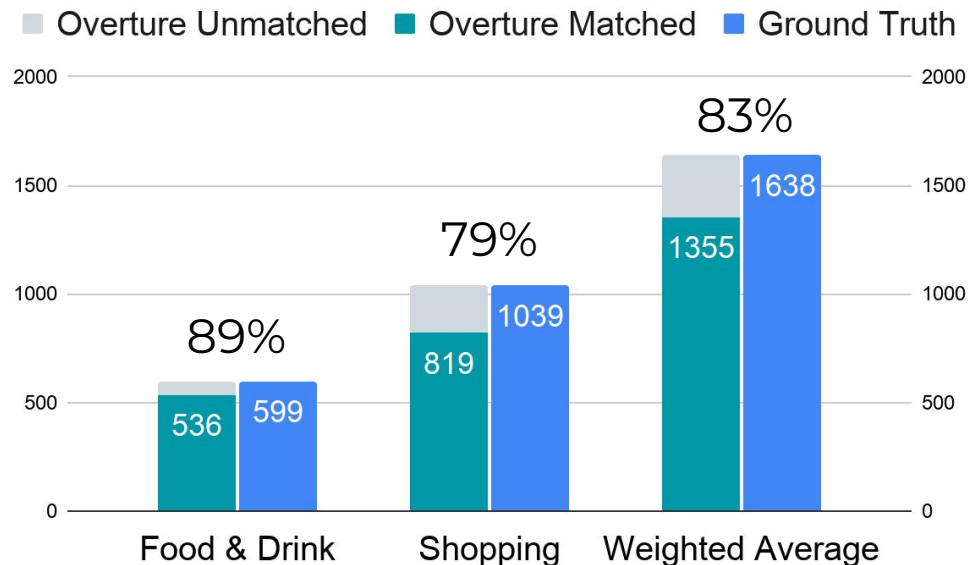
Estimated coverage impact (US, Western Europe) on releases, focused on priority categories



BQ min = 17% of BQ US POIs with non-null categories
BQ max = 100% of BQ US POIs including non-null categories
Other parallel initiatives are in progress to improve matching effectiveness and drive coverage for release datasets.

US coverage in priority categories is approaching 80–90% of ground truth

- Limited sample benchmarks against commercial mapping APIs
- Cells spread across the US



Evaluated with 17% of BrightQuery US data; potential for further improvement.

Expanding the Breadth: Open & Specialized Data

All The Places

Open aggregation of publicly available points-of-interest data using web scraping.

- As fresh as can be as it comes from companies own map
- ~1.6M usable places

Brand Marketing Companies

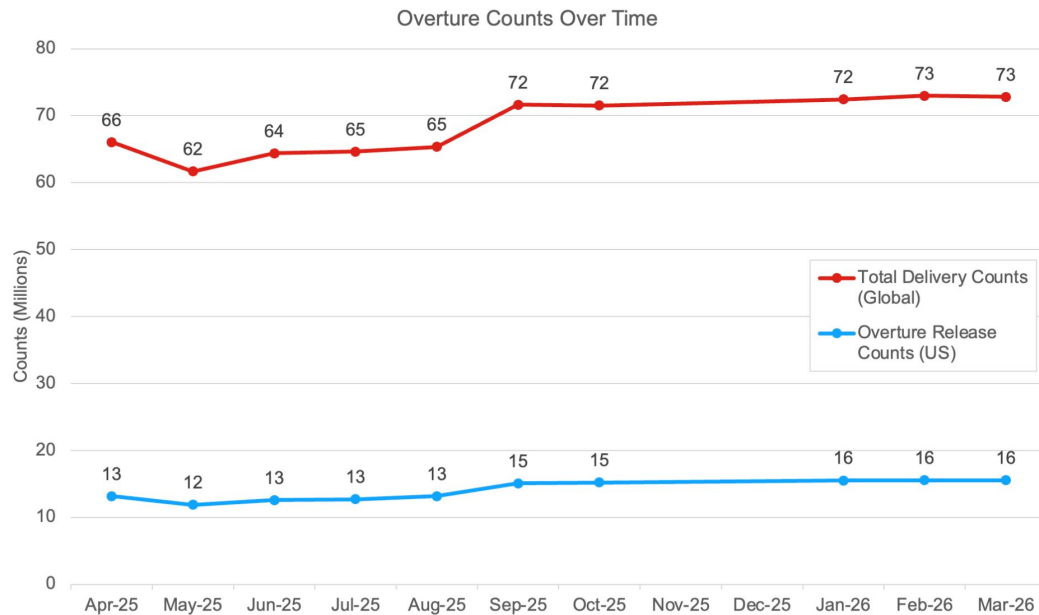
Bringing people and companies together

- DAC Group, PinMeTo, RenderSEO, BirdEye
- Are not the largest suppliers, but higher quality per POI

Benchmarking

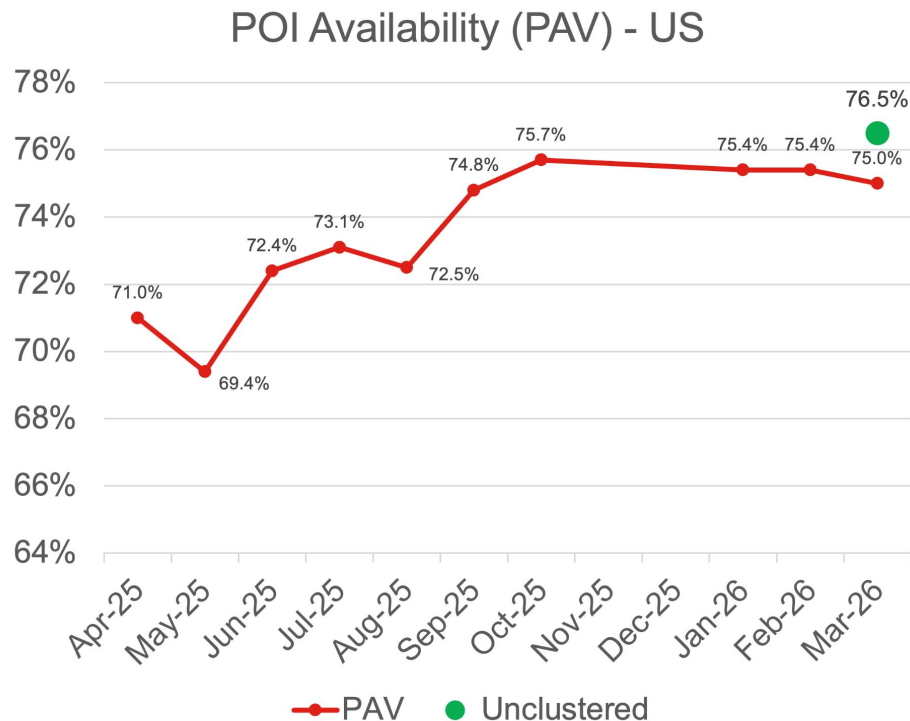
Aggregate Benchmarking: Measuring the Reality

- Counts Over Time
- BrightQuery addition will add millions of new places
- September jump due to Foursquare addition



Aggregate Benchmarking: Measuring the Reality

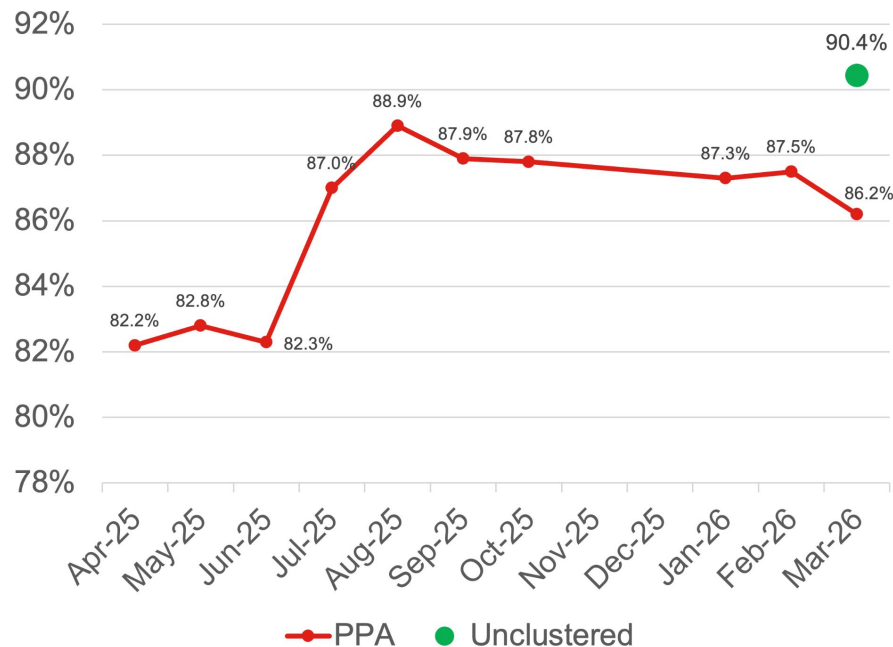
- TomTom Benchmarking vs expected ground truth
- Jun - Krick data added
- Sep - Foursquare data added
- BrightQuery addition in May will lead to an increase



Aggregate Benchmarking: Measuring the Reality

- TomTom Benchmarking
- Proximity of matched places vs expected ground truth data
- March dip caused by a combination
 - New ground truth samples
 - New coords in raw datasets

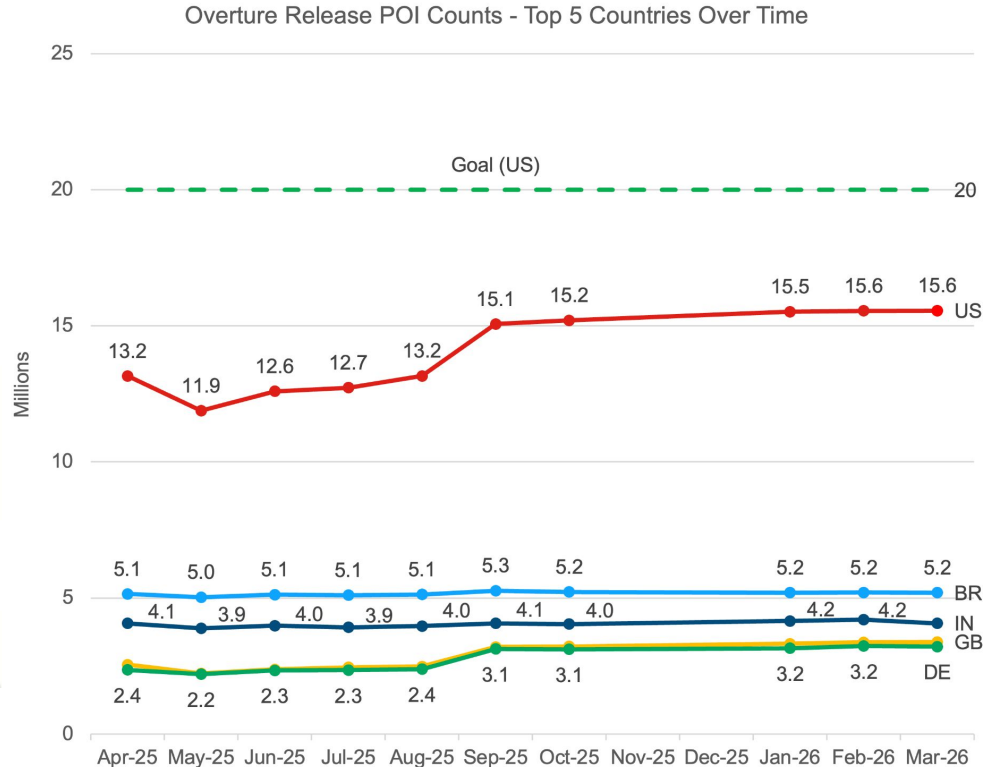
POI Positional Accuracy (PPA) - US



The H1 Milestone: US Market Parity

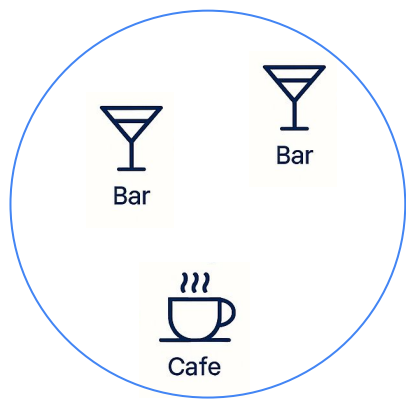
- BrightQuery estimated to bring 2-3 million new POIs into the US
- After US, we will ingest BrightQuery into Western Europe

Threshold	US POI Count	% of 20M target
All	15,561,168	77.8%
> 0.5	15,180,362	75.9%
> 0.8	11,381,637	56.9%

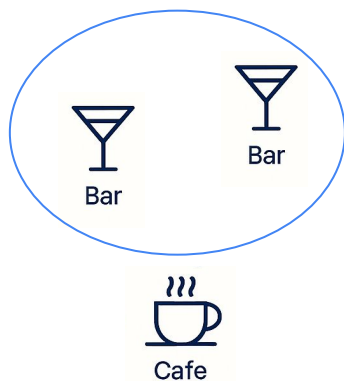


The Path Forward: Closing the Remaining Gaps

Before



After



- **Engineering Focus:** Refining existence confidence.
 - Enhancing matching for both names and addresses
- **Acquisition Focus:** Targeting unique regional open data and filling specific category voids.
- **The Ask:** Member collaboration to accelerate both tracks.

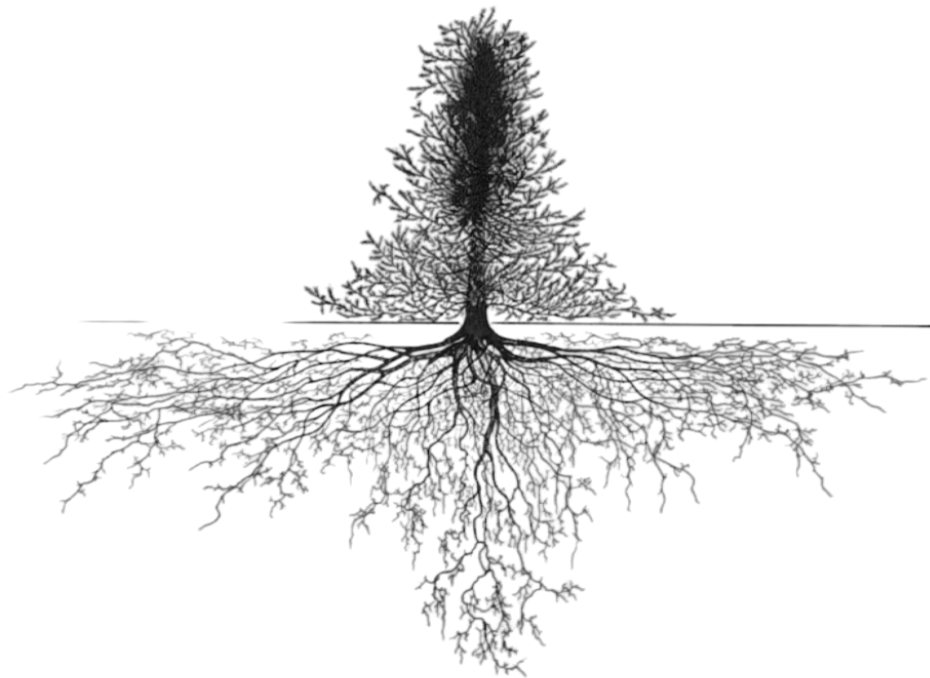


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Places and AI

Overture Places aims to be the foundational spatial grounding layer for the LLM ecosystem

- As AI models generate spatial answers, data provenance is disappearing.
- We need a reliable, verifiable, and definitive reference dataset.



AI Usage Examples for Places at Overture

OSS AI Models

Qwen/Qwen3.5/3.6-35B-A3B for Places matching label generation (match/no-match)



Model Fine-Tuning

Small models like LiquidAI/LFM2.5-350M optimized specifically for matching tasks



Agentic AI

Automatic error cluster analysis for prompt optimization (autoresearch-like workflows)

Places Confidence & Junk

- Internal PoC
- Tests with **Voygr** and **SerpAPI**

DevSeed project for Places dataset discovery



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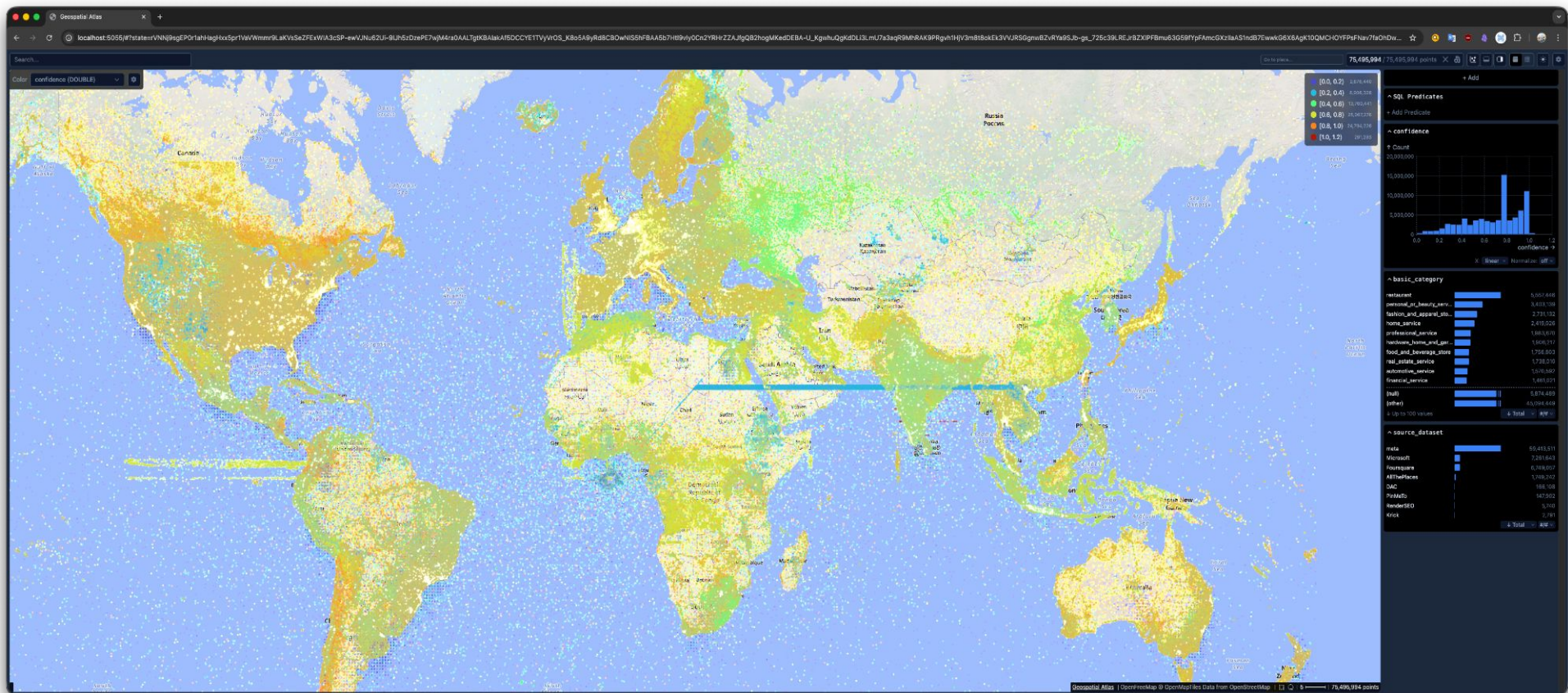
Visualizing Places

Overture Maps Explorer

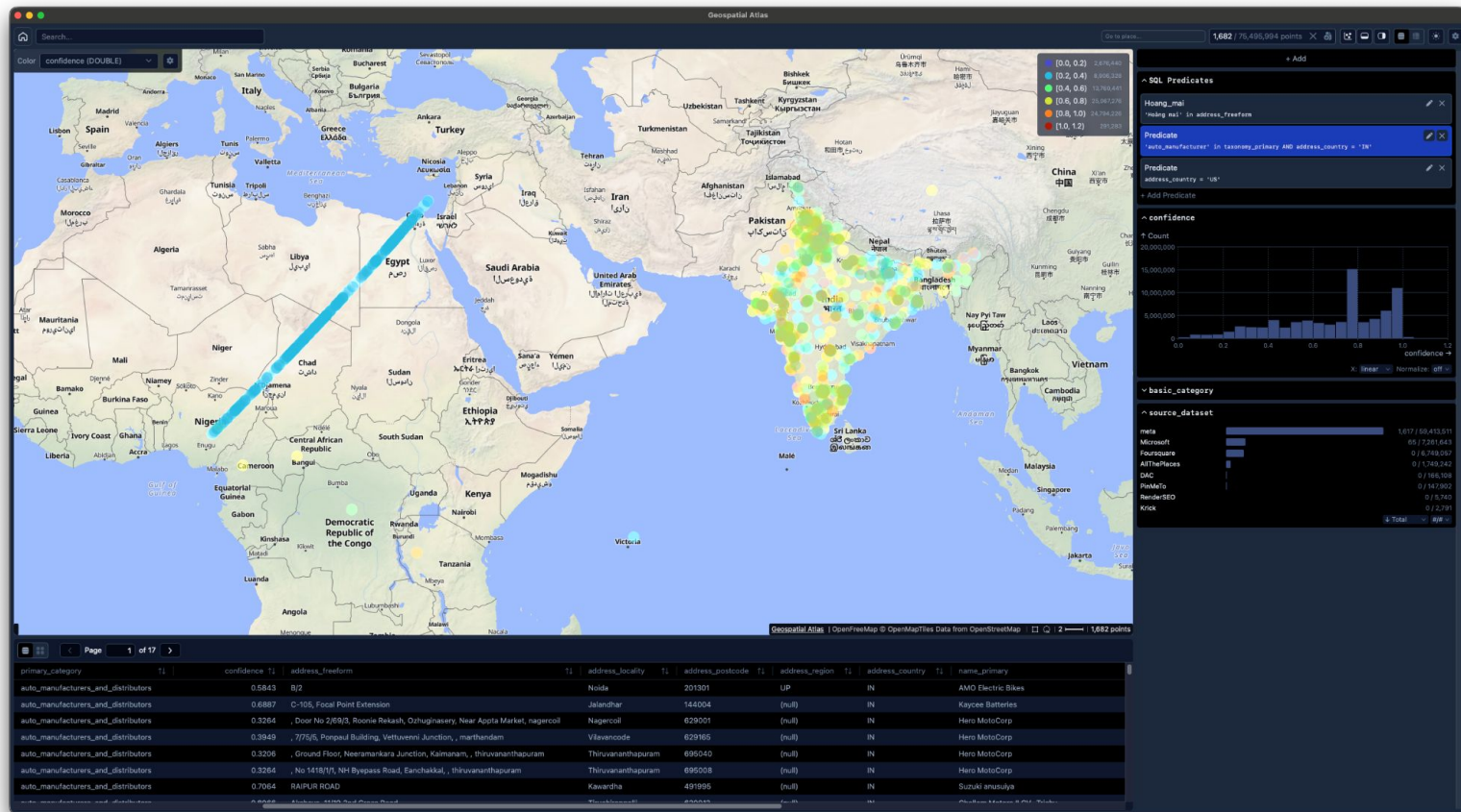
explore.overturemaps.org



Visualizing all >70M Places, colored by confidence



Visualizing all >70M Places, colored by confidence



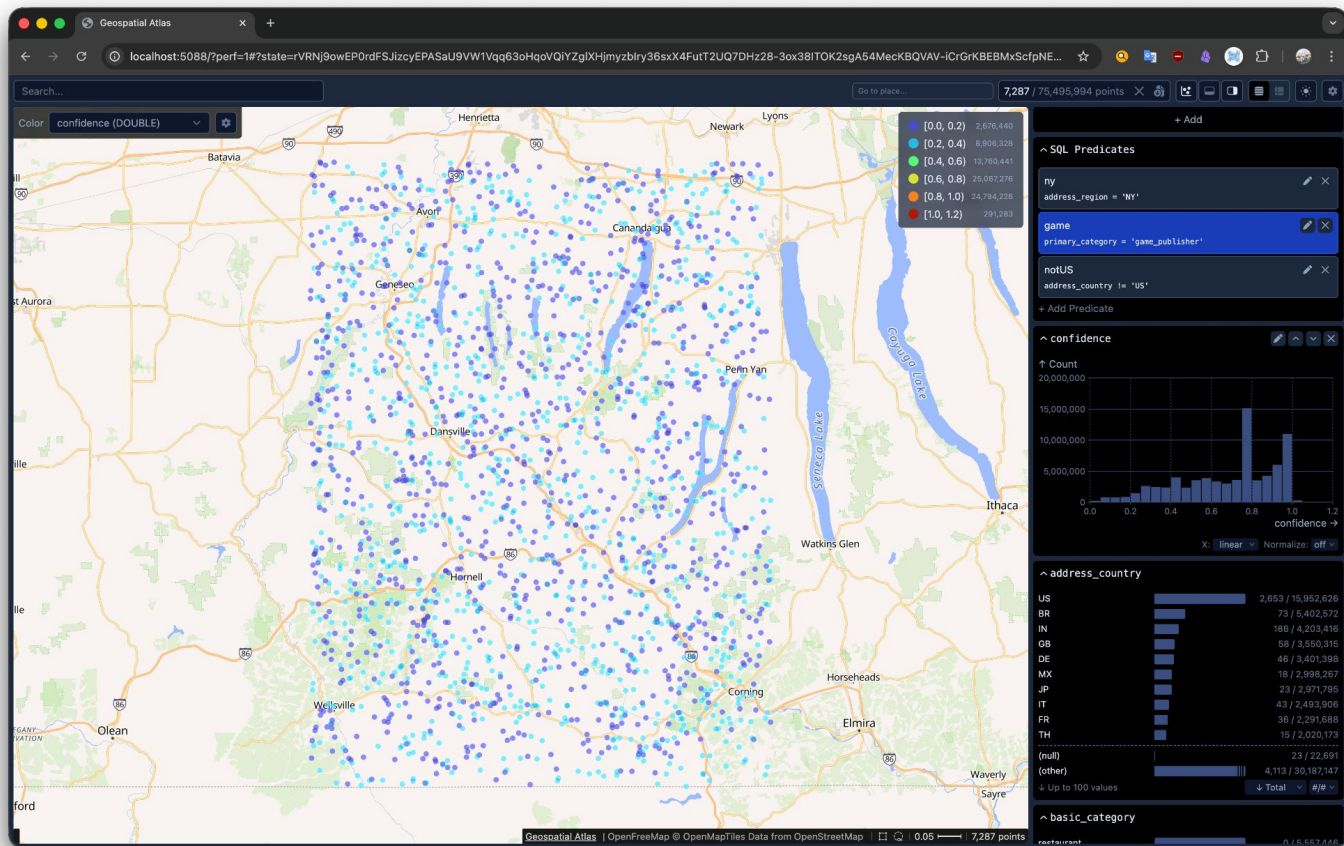
348 Indian
auto_manufacturer
in Africa

Visualizing all >70M Places, colored by confidence



The blue rectangle of low confidence around Dansville

Visualizing all >70M Places, colored by confidence



The blue rectangle of low confidence around Dansville

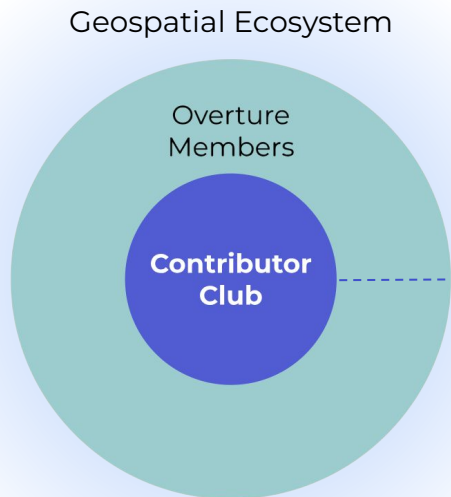
`primary_category = 'game_publisher'`

How You Can Contribute

Have signals that can help validate POIs?

Join the **Overture Contributor Club!**

Contribute signals (place existence, open/closed status, attribute validation)...



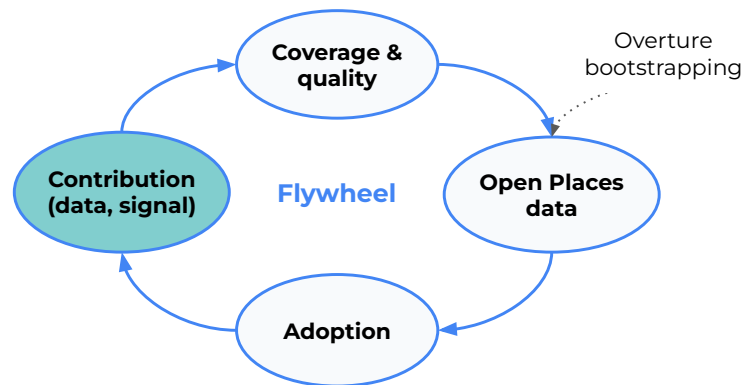
...and receive exclusive rewards - **Club Goods** - to keep your own internal datasets fresh:

- Place popularity indicators
- Weekly change alerts

Have unique datasets?

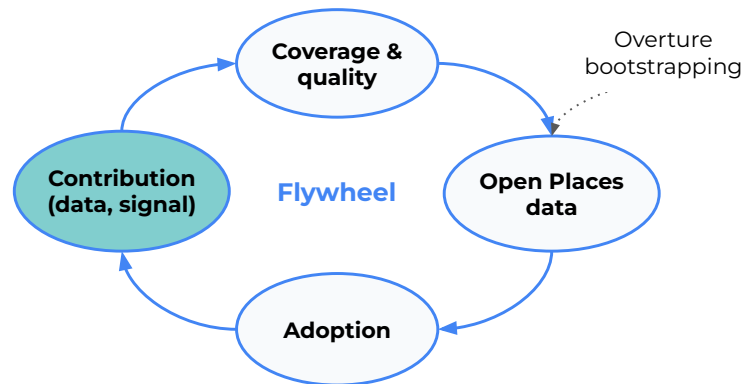
Join in as a POI data provider to help close the final coverage gaps by:

- Contributing unique/regional data
- Evaluating new source ingestions
- Pointing to open datasets



Places Connect: Scaling contributions of new data, updates, and signals directly from business owners

- Business owners' verified updates are often overwritten by unverified third-party data.
- We will direct them to verify their information through member platforms: Bing Places, Meta Business Manager.
- Improves a business's discoverability in AI and LLM-based local search experiences.





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