European Commercial Real Estate Data Alliance (E-CREDA)

2026 E-CREDA ANNUAL CONFERENCE

Understanding Change in Local Markets: Opportunities and Challenges in Urban Data

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Understanding change in local markets:

Opportunities and challenges in urban data

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Tracking many markets: 'AI-based' standardization from space

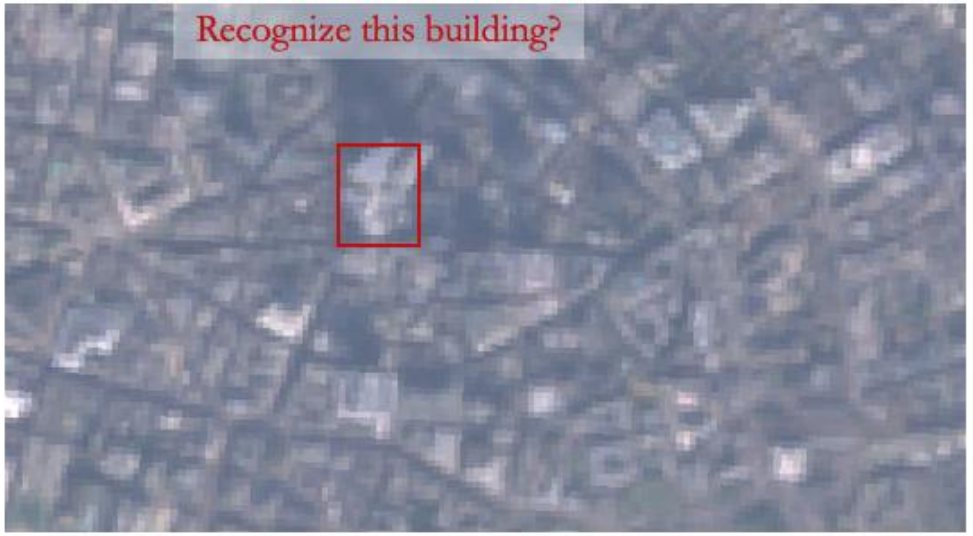
- … Google Maps has rather spoiled us
- Official data tends to update slowly
- Krugman's 1991 nightlights: still on
- Early study with OECD: 687 'metros' →
- Bands, errors, noise, clouds, and "clouds"



Daams et al. (2023)

State-of-the-art public imagery remains a bit of a blindfold

- European Commission
  - Each single pixel is 10*x*10m
    NASA's equivalent: 9*x* larger



- New developments in the field, resolution, costs, precision at the building-level

Powerful changes and uncertainty

"Where is the wisdom we have lost in knowledge?

Where is the knowledge we have lost in information?"

Where is the information we have lost in data [and now, …AI] ?

T.S. Eliot (1888-1965)

A growing collection of AI-related experiences

- FT 2026: AI errors are the leading concern among Claude users
- More submarkets than fit a dashboard: dealing with fragmentation productively
- Human in the loop: what a field that often works with billions of pixels at a time does
- Evolving challenges in assessing markets, and a two-way solution from old times
- …