

## Geoinformation study of the Ob river in the aspect of the digital economy development in Novosibirsk City

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**Abstract.** The article considers the need for a methodology for creating a geoinformation model of the Ob River, which is organized as a set of spatial objects that reflect the current state of the Ob River and related objects within its borders, participating in the digital economy of the city. Attracting investments is one of the main tasks of economic developing of any city. One of the well-timed and effective measures to support investors' initiatives is the placement of up-to-date information about investment-attractive objects. Recently, the land management and urban planning industry has been developing at a high speed, which contributes to the requests of citizens, specialists in various industries to search for data on the state and development of a particular territory in various areas of activity, as well as obtaining comprehensive information about the current state of affairs and the forecast for its further development. There is no geoinformation model (GIM) where you can immediately get all the necessary information, so this forces the user to collect information piecemeal from various departmental portals. The correctness of making any decisions, the degree of financial or other risks largely depends on the information received. This is confirmed by the fact that not just cartographic materials have become in demand, but unified information spaces containing not only diagrams of the current state of the object, but also a complete database of mapped objects. The introduction of such a river GIM will make it possible to systematize and maintain geospatial data, which in the future may lead to positive economic effects. The main difference of the developed GIM is the created database, which is activated if necessary, and geoinformation tasks are solved with the help of it. The user can view each layer of the model separately, or combine several layers at once, or select and view individual information from different layers, thereby fulfilling the strategic objectives of the Digital Economy of the Russian Federation program. The general geographical basis and thematic content of the Ob River geoinformation model are described. A fractional technological scheme for creating a geoinformation model of the Ob River has been developed. A description of the structural content of attribute tables is given, and a library of map symbols for displaying general geographic and thematic elements is developed.

**Keywords:** geoinformation model, river, economics, flow chart

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