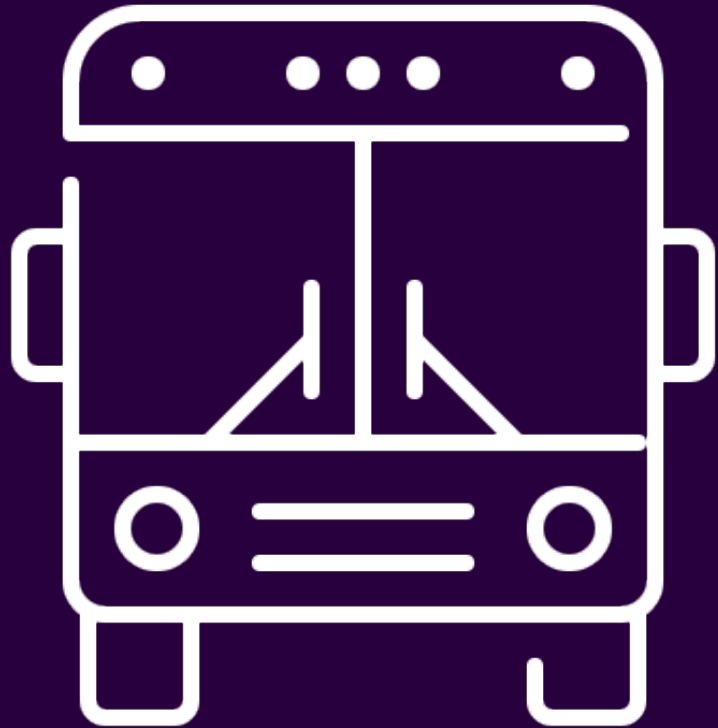


Telia Crowd Insights

Unik innsikt om nordmenns reisevaner fra mobilnettet

Mobilitet 2024

Tom Henriksen, Telia



The concept of public mobility today is about making society more accessible, and transportation more sustainable



We need location intelligence

80%

of all data
has a location
element to it

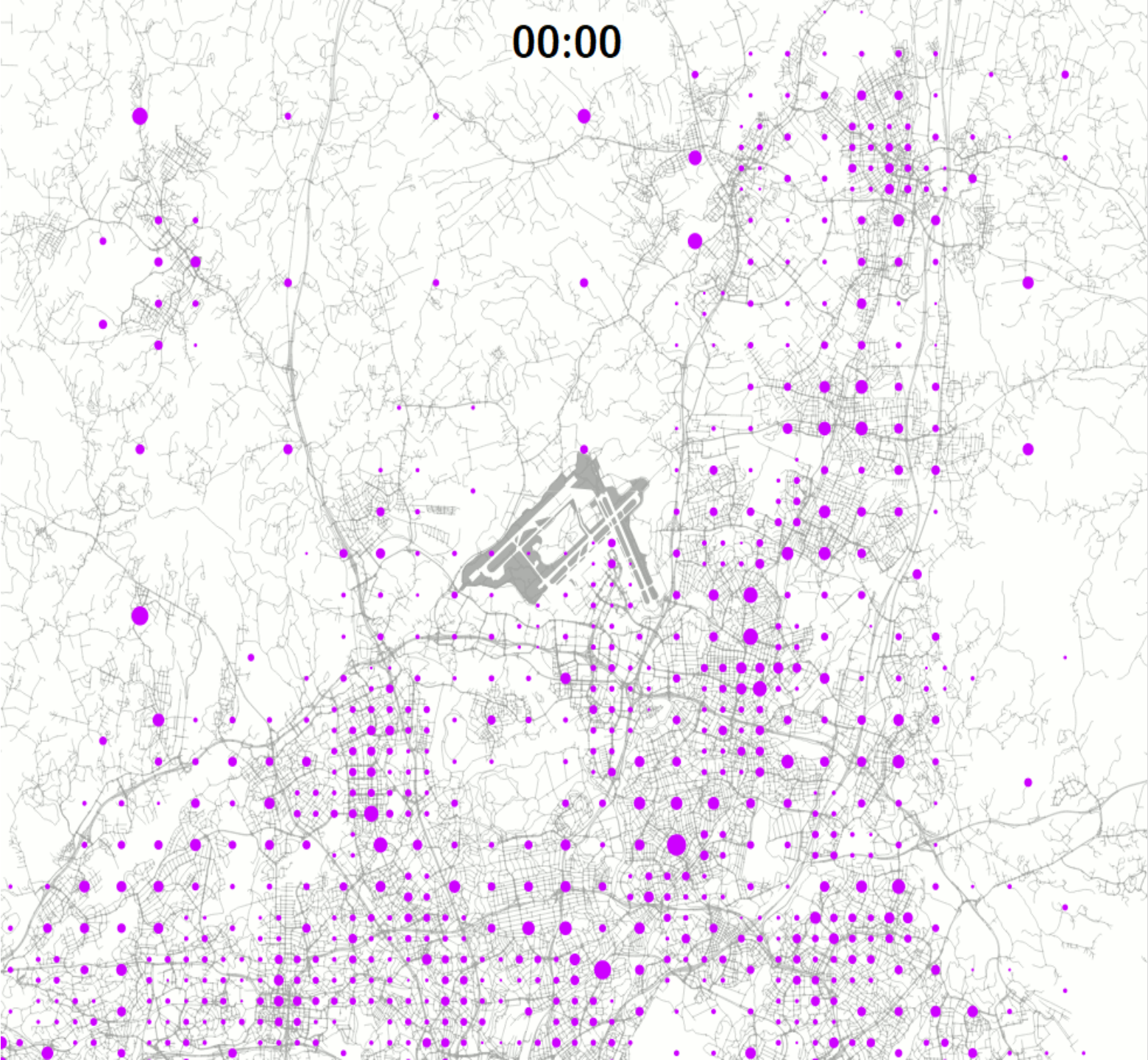
10%

of location data
is used to power business decisions



What is Telia Crowd Insights?

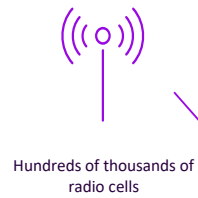
Insights on people movements based on Telia's anonymized and aggregated mobile network data – since 2019



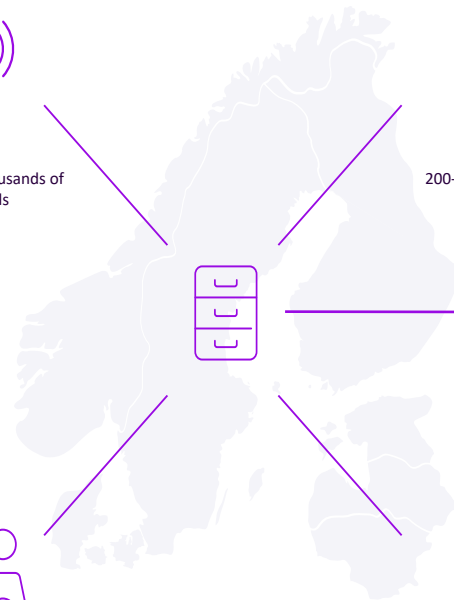
How are Telia Crowd Insights created?

The data

Reliable



Continuous



Holistic



200-400 network events per user per day



24/7/365 and historical data

The technology

Telia common data lake



GDPR compatible

Turbine engine



Report



Dashboard



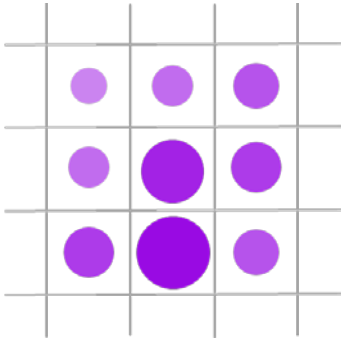
Data/csv-file



Telia Crowd Insights datasets

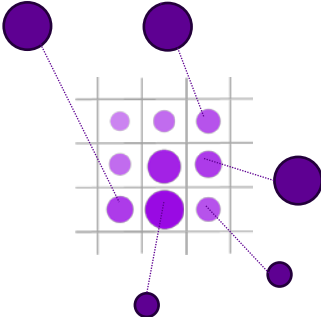
Activity data

How many people are at what locations at which times?



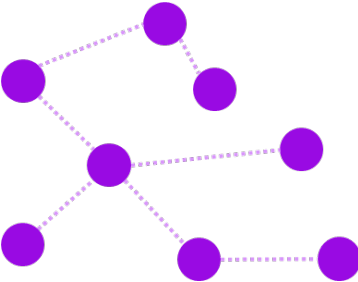
Visit data

Where are the visitors coming from?



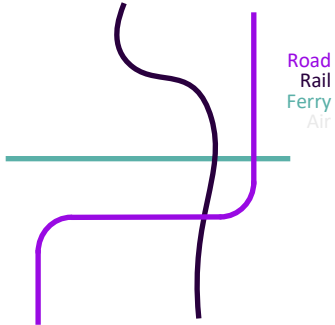
Trip data

How many people travel from point A to point B at what times?



Routed trip data

Which routes do the crowds take?



Worse than no data is bad data

Accountable

Our data is created with **privacy by design** and local legislation applies.

Our data is collected, stored, **anonymized and aggregated** according to GDPR and ePrivacy requirements.

Transparent

Our data comes from **Telia's extensive network** which we improve and invest billions in continuously.

Together with our market share, this enables a reliable extrapolation to be **representative of the whole country population**.

Explainable

Our data is a statistically trustworthy and continuously and consistently produced from the **same data source**.

Our **data density doesn't change**. With 300-400 events/user/day, from our market share of approx. 33% density is stable over time.

Our data is **validated by SCB** (The Swedish Central Bureau of Statistics) and continuously evaluated together with them.-



Telia Crowd Insights use cases



Urban development



Location planning



Traffic planning



CO2



Regional planning



Travel and tourism



Service network optimization



Targeting of marketing activities

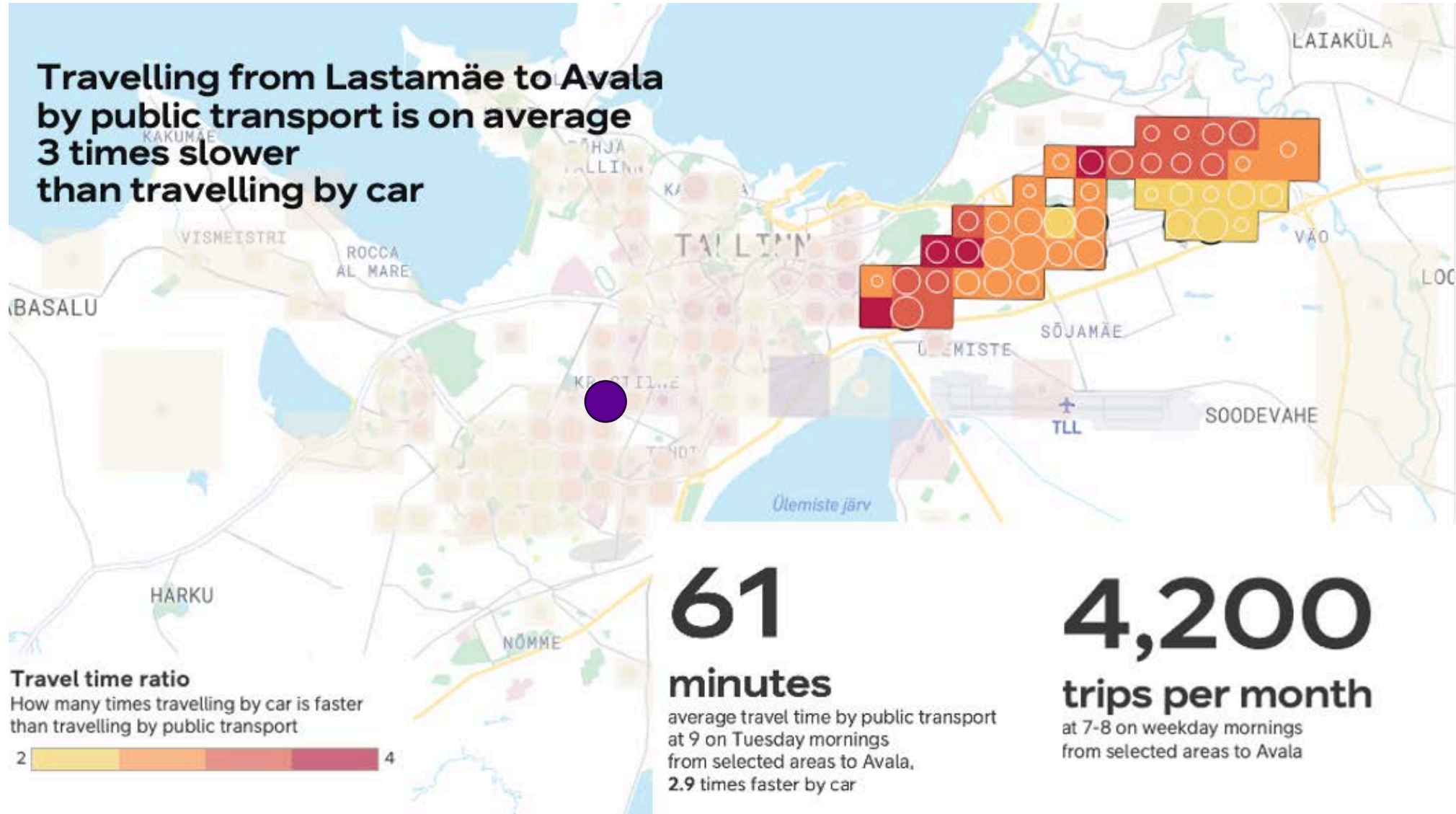
+ many more...





Plan – Operate - Optimize - Report

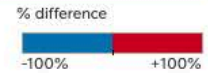
Understand the changing travel demand



Analyze changes in traffic flow



Flow of trips
2021 sep. compared to 2021 juli

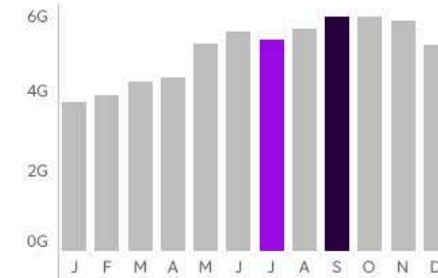


-10%

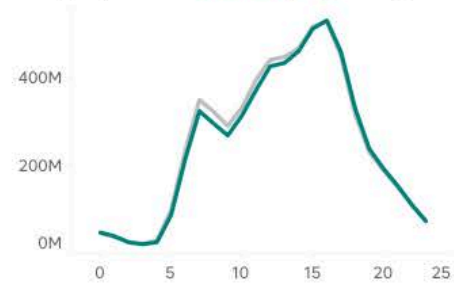
difference in the flow of trips in 2021 juli compared to 2021 sep.

Month Compare to

People per month

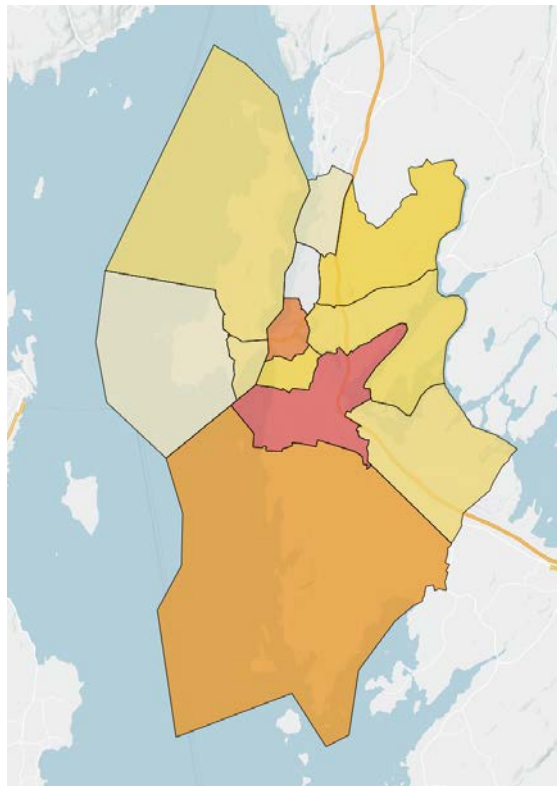


People per hour (left side, right side)



Nullvekst starter med oversikt

EKSEMPLER FRA MOSS KOMMUNE



Hvor mange reiser hver dag?

145 197

Hvilken bydel reiser folk til/fra?

Hvor mange reiser internt i Moss?



Hvilke byer reiser folk til/fra?

Hvor mange tar toget til/fra Oslo?



9%



91%

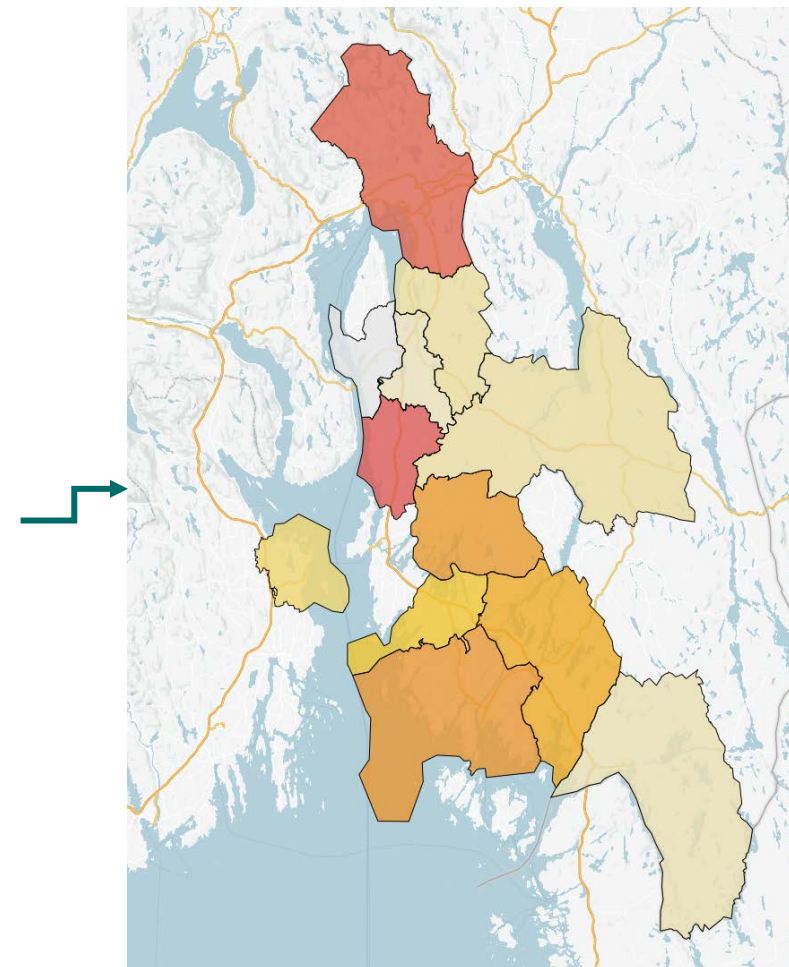
Hvordan er elbil- og sykkelandelen?



17%



2%



>100M reiser || 5 TB data fra



Reference case | Ruter

The route of bus 32 takes passengers around the city of Oslo and is often full. Ruter used Telia Crowd Insights to understand where people that get on in the beginning of the route travel to, and what directions they go.

They learned quickly that most of these travellers wanted to go to the city center and not around the city. Therefore Ruter could implement a bus that goes all the way into the city with increased customer satisfaction as result. *How are people actually travelling? How would they like to travel?*



- Door to door demand
- Optimization of capacity
- Improving traveller experience





Faster traffic planning to reduced cost and get a fuller picture

The purpose of Fintraffic is to ensure safe, smooth and environmentally friendly mobility in Finland – by road, rail, air and water. They're using Telia Crowd Insights for fact-driven planning and investment.



- Measuring and comparing traffic movement patterns in different locations / times / seasons
- Anonymized and aggregated mobile network data
- Comprehensive coverage and historical data
- Cheaper and faster than roadside sampling
- Reveals true needs for fact-driven investment



Building on our data:



Hamar kommune



A wide staircase made of light-colored stone steps leading up to a wall of large, rectangular stone blocks. The text "Thank you!" is overlaid on the wall.

Thank you!