

Big data – big impact

Unique insights into movement patterns from the mobile network

Suvi Valkama - Telia Crowd Insights, Telia



Helsingin keskustan elinvoimaisuus heikentynyt entisestään

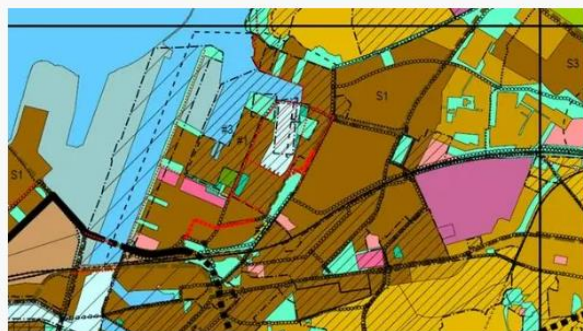
Kaupat | Keskustan alueella on yhä enemmän tyhjiä liiketiloja, kertoo tuore raportti.



Stortorget blir sommartorg nästa år – p-platser försvinner

Rekordsommer for Oslo-turismen

De kommer for rufsete badstuer, restauranter, kunst og luksusbutikker. Pluss behagelig klima og kronekurs.



Ny gigantplan for Trondheim: – Vi er bekymret +

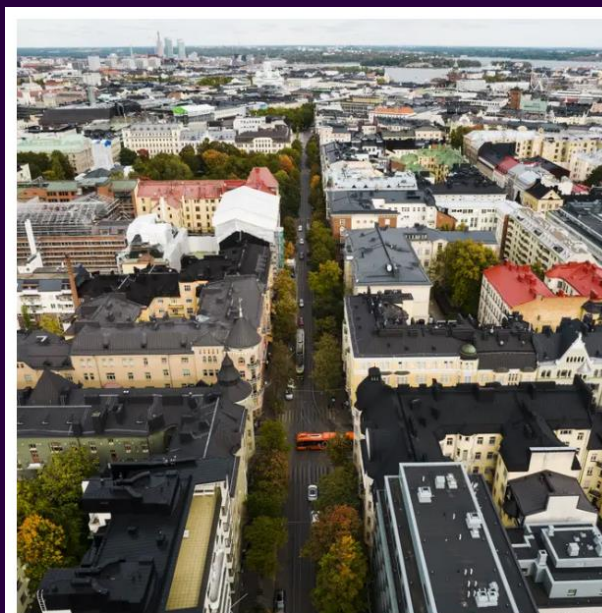


Kävely | Suunnitelma sulkea Helsingin Kaivokatu autoilta etenee



Såggatan får cykelbana – 170 parkeringar försvinner

Kommunen: Man kommer inte kunna se sin bil genom fönstret.



Autoilu | Helsinki kaavailee taas uusia rajoituksia autoiluun: Bulevardi voi muuttua joukko-liikennekaduksi

Sources:
Helsingin Sanomat
Göteborgs Posten
Hallands Nyheter
Aftenposten
Adresseavisen



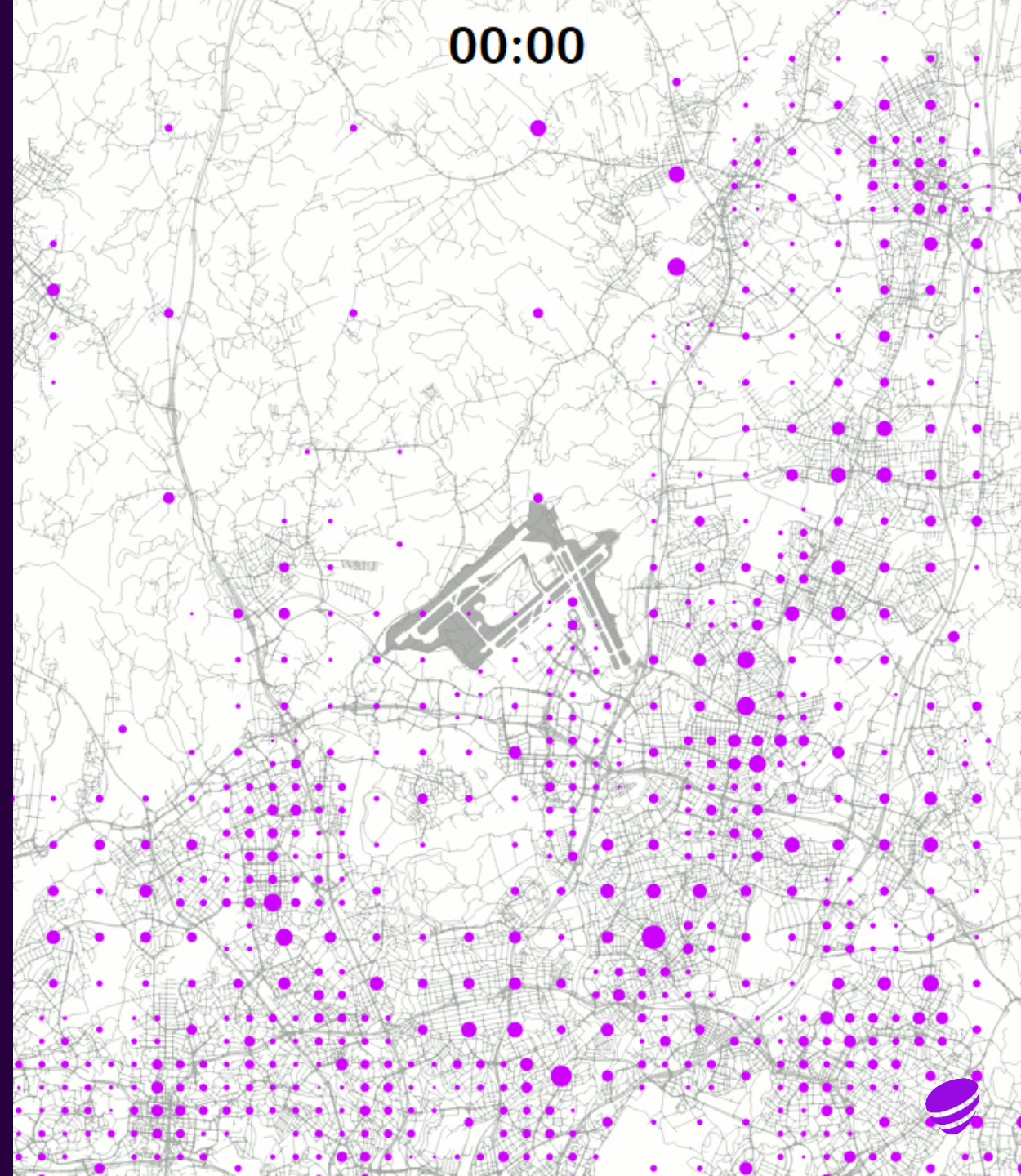
What is Crowd Insights?

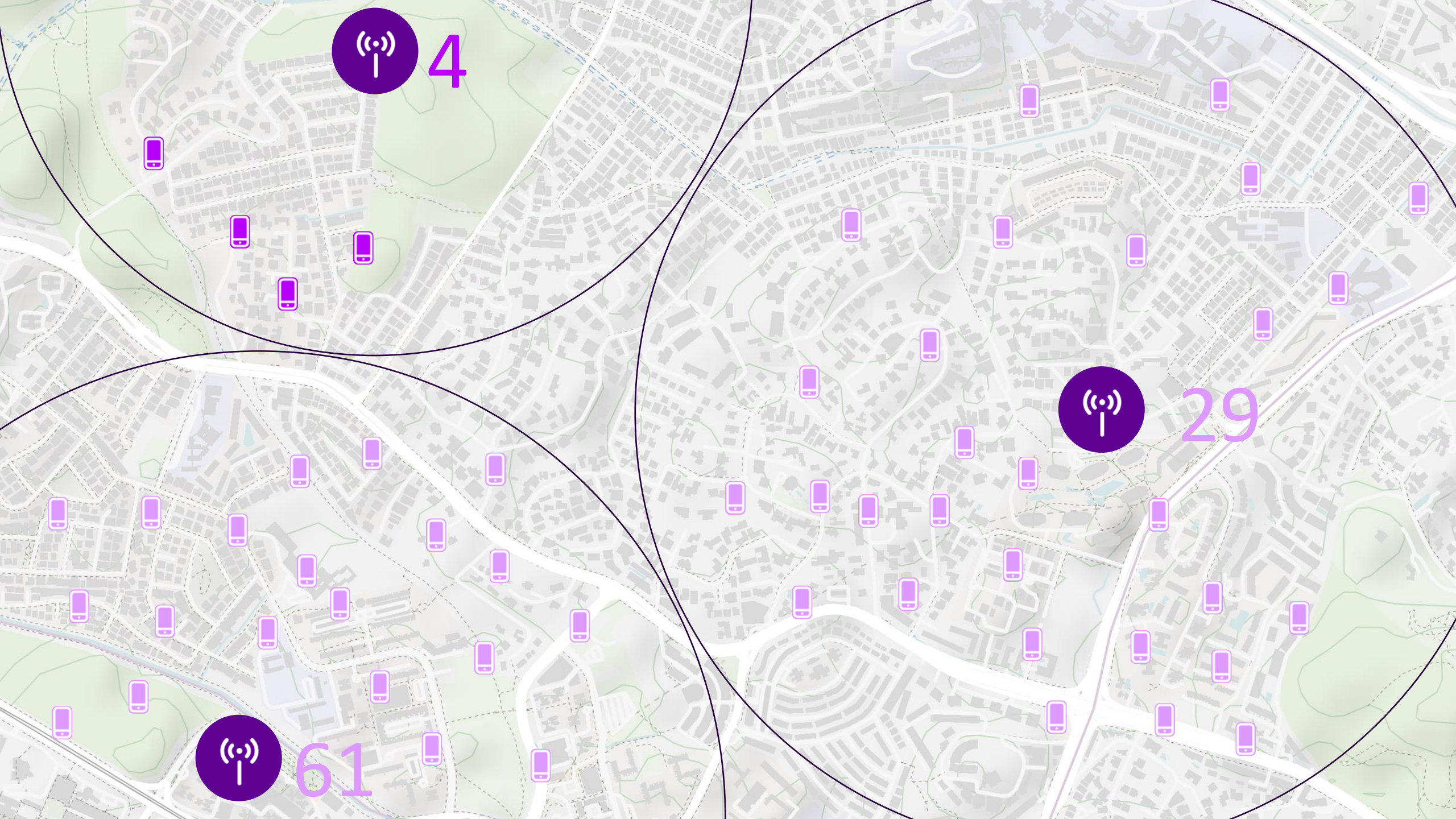
Insights on people movements based on Telia's anonymized and aggregated mobile network data – since 2019

In the Nordics, we gather data from

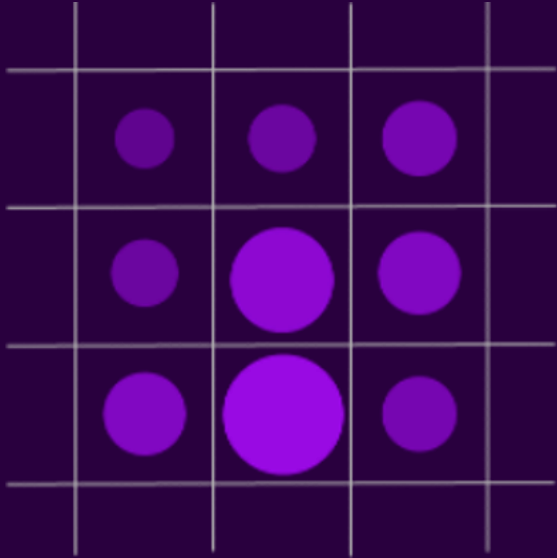
16 million subscribers

With at least 30% market share



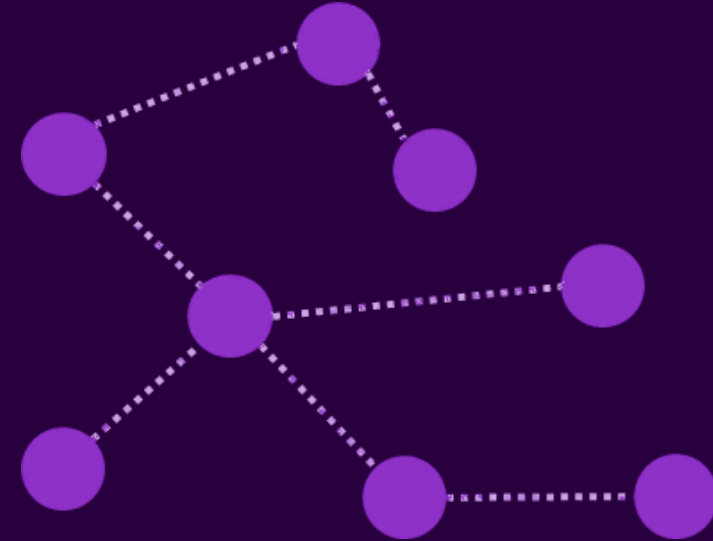


Telia Crowd Insights datasets



Activity Data

How many people are at what locations at which times?

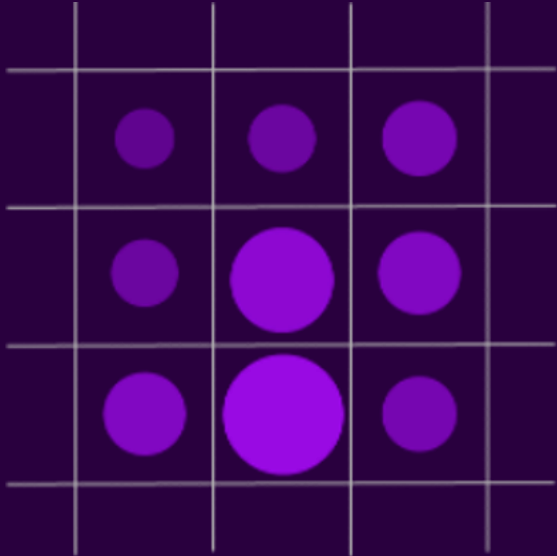


Trip Data

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

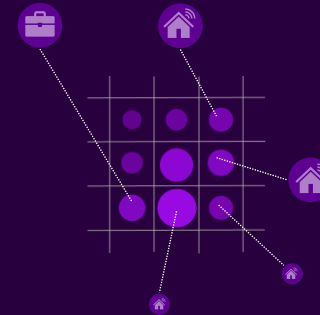


Telia Crowd Insights datasets

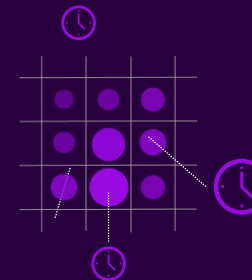


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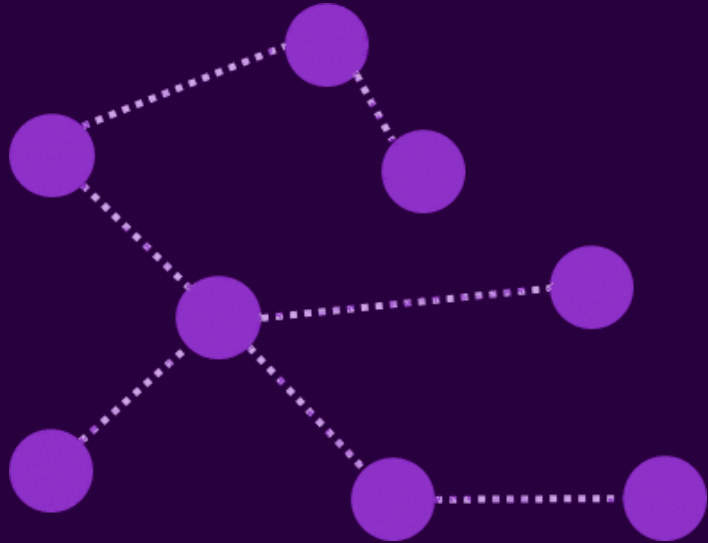
Area of Home & Work
Where are the visitors coming from?



Dwell Time
How long do people stay in different areas?



Telia Crowd Insights datasets



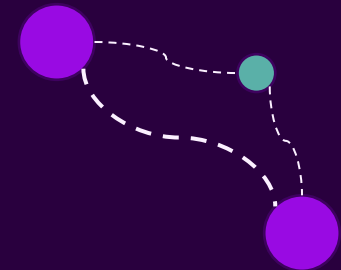
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Mode Of Transport

How are people traveling from point A to point B?



Routed Trips & Via

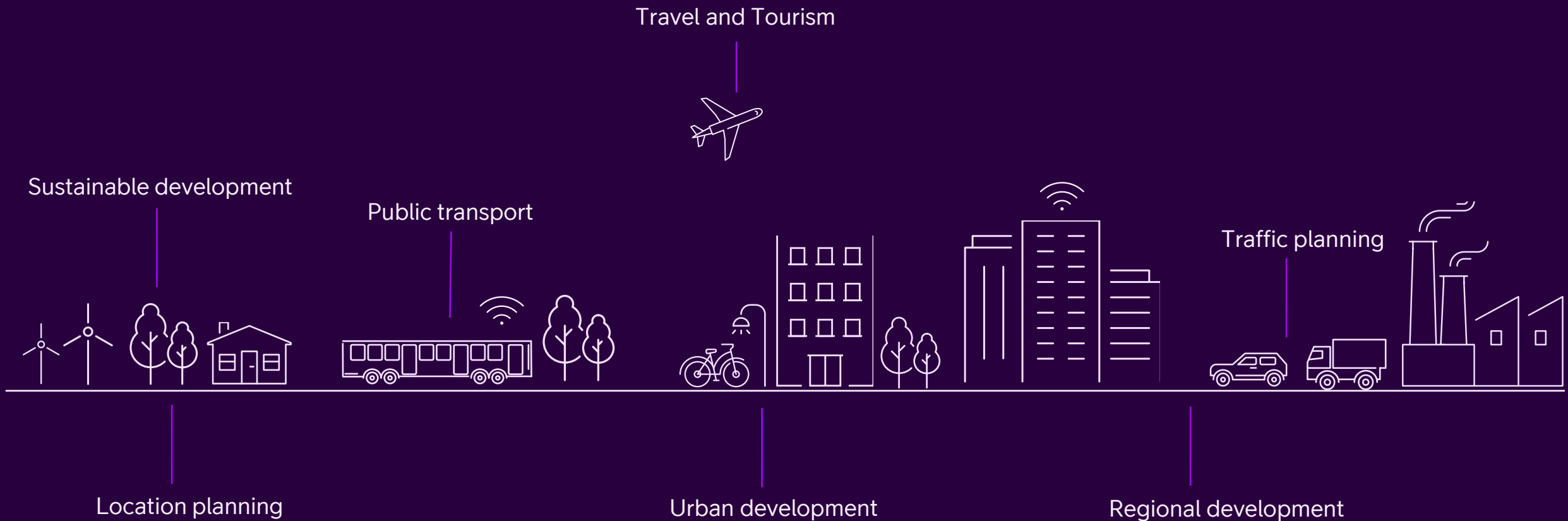
Which routes do the crowds take?



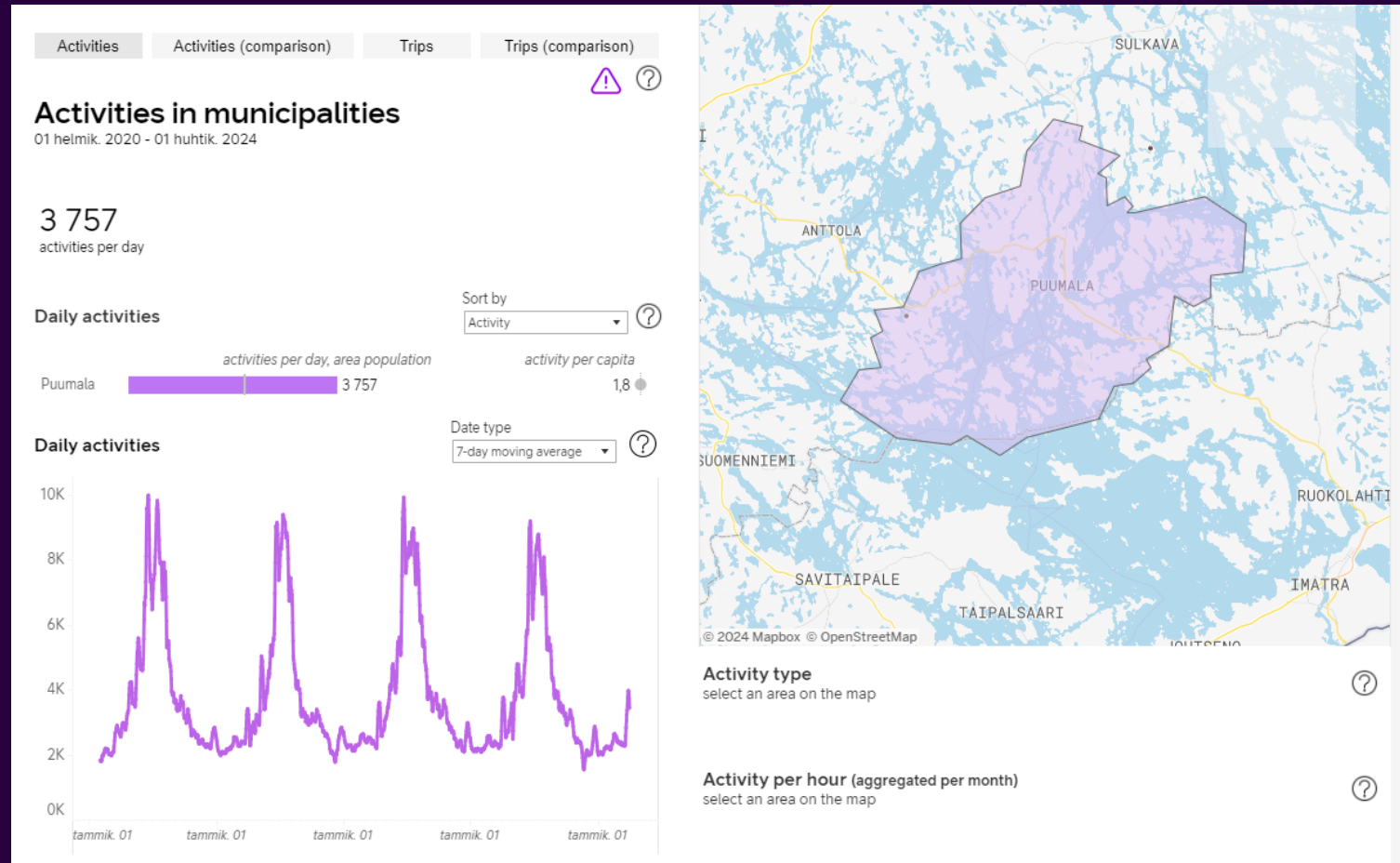
Movement insights for sustainable city development



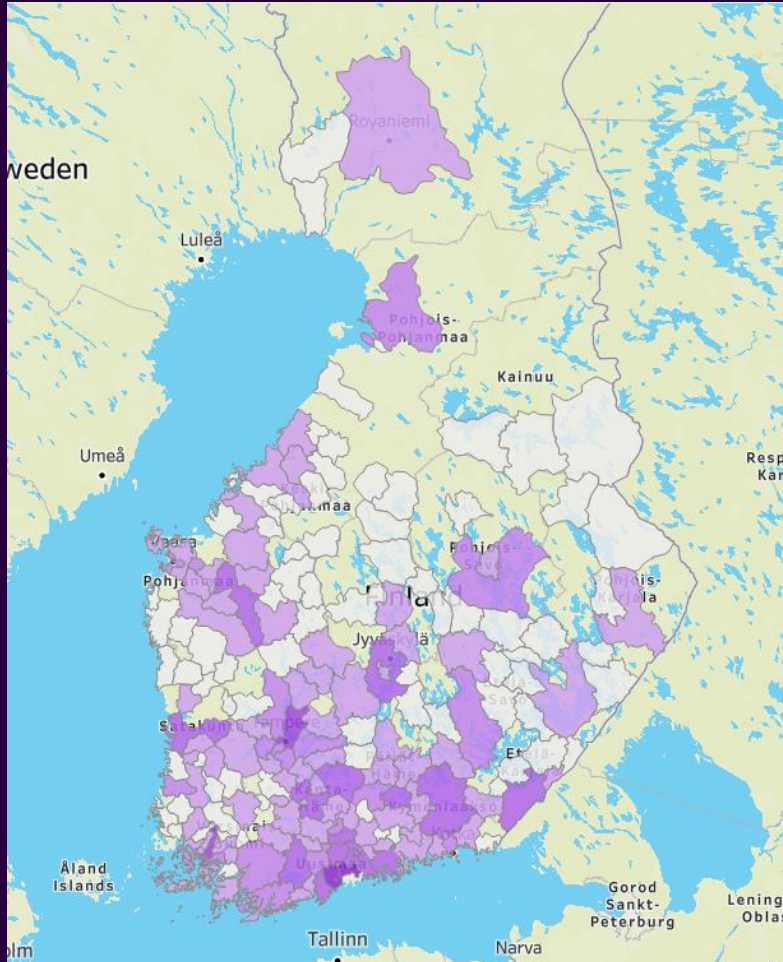
Enabling sustainable development



Crowd Insights data shows the dynamic population of an area



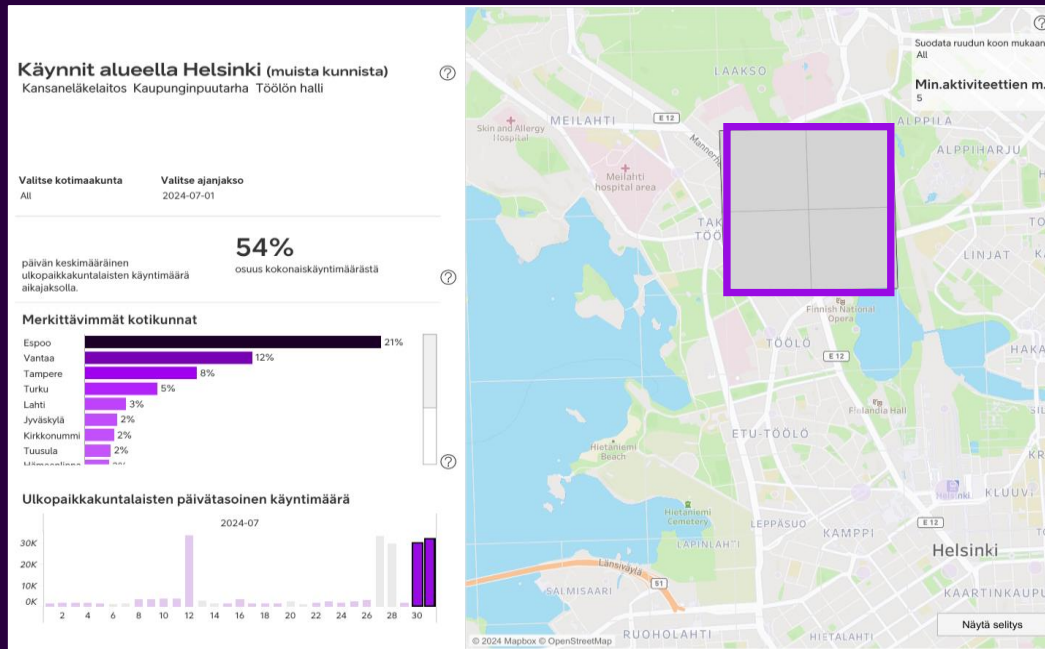
Coldplay attracted out-of-town residents to Helsinki in July 2024



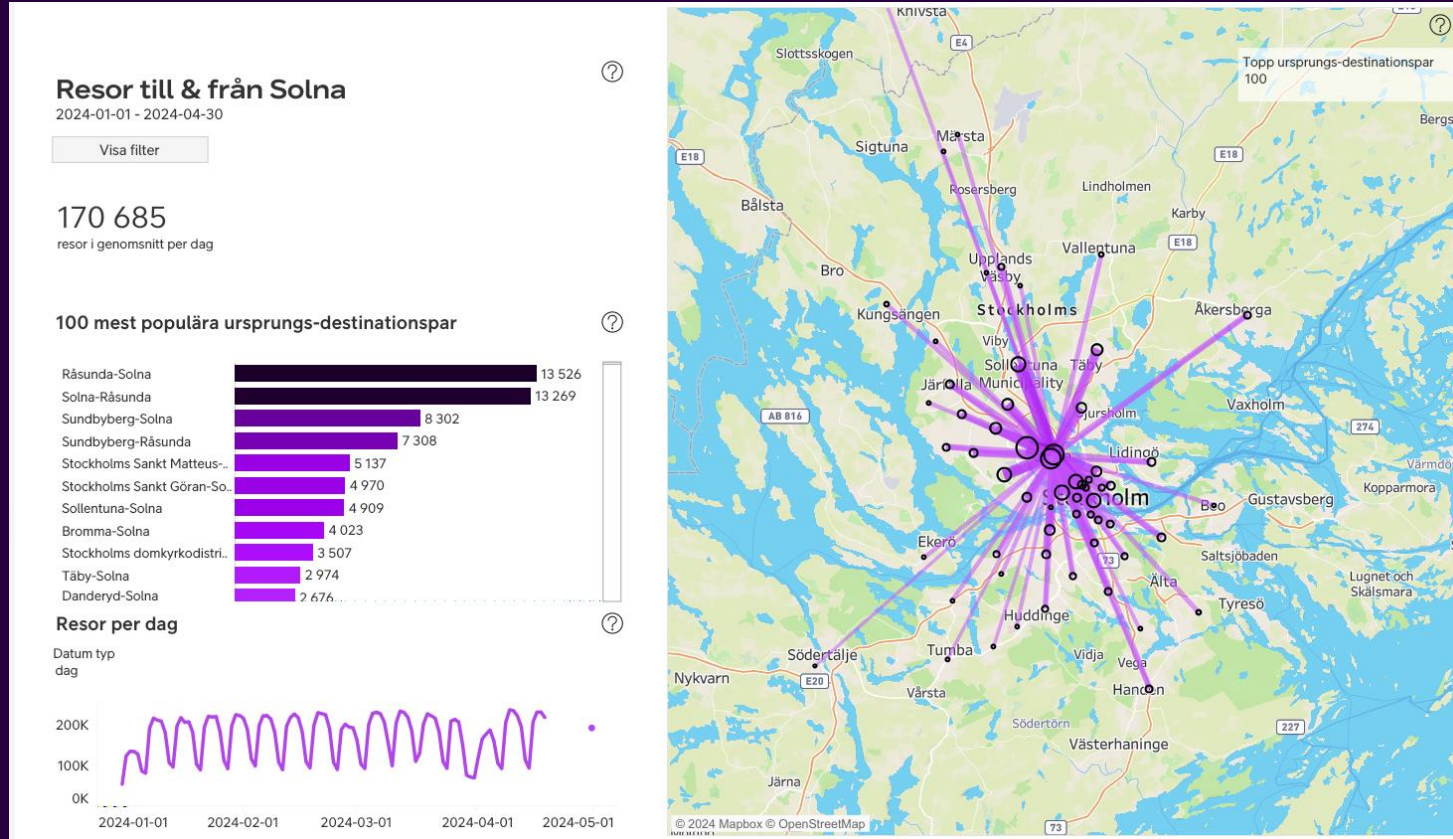
Telia's mobility statistics: Coldplay and Springsteen attracted out-of-town residents, Flow Helsinki residents

22.8.2024

Helsinki has attracted a lot of people to various music events this summer. Telia's mobility statistics show that Coldplay's gig gig and Bruce Springsteen's concert were of particular interest to out-of-town residents, while Flow was more of an event for Helsinki residents.



From where is Solna attracting the most visitors?

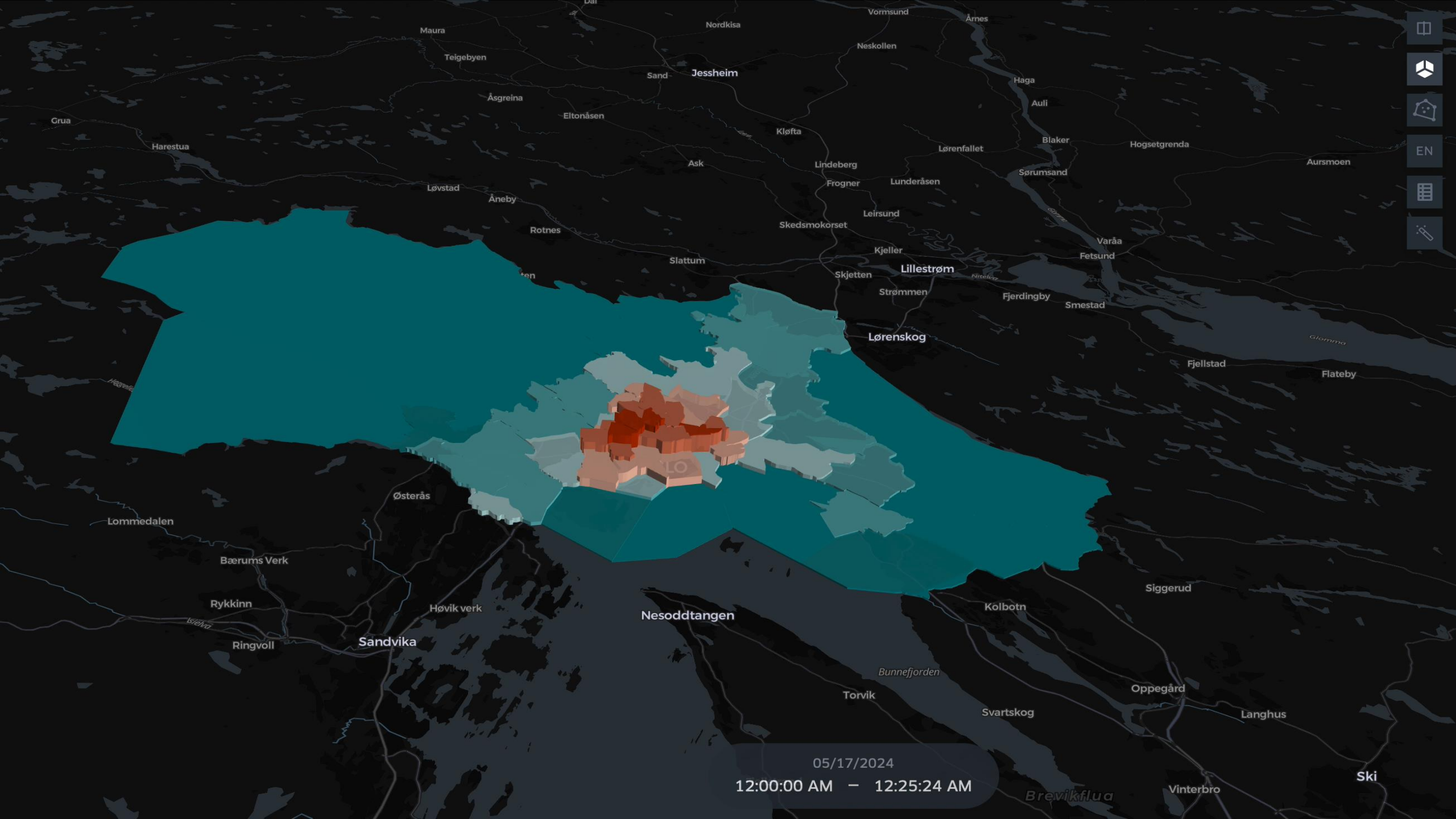


Crowd Insights Real-Time

Close to real-time insights of people movements based on Telia's mobile network data

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Helsingin keskustan elinvoimaisuus heikentynyt entisestään

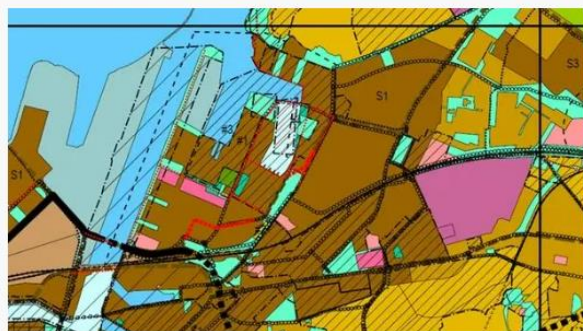
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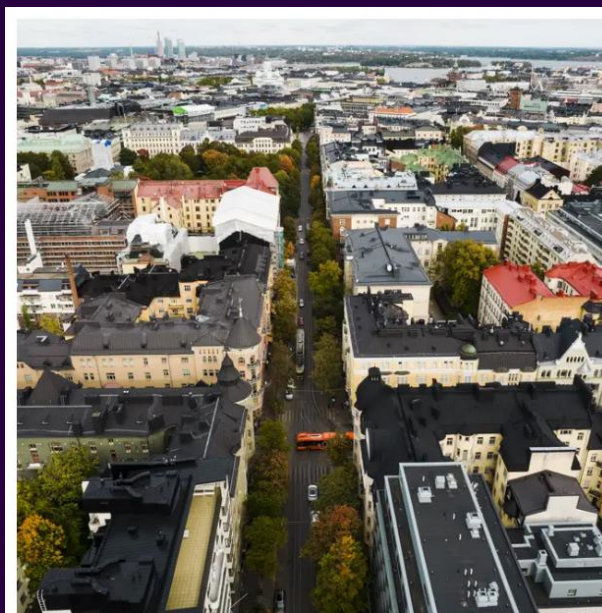


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Thank you!

