

# CROWD INSIGHTS

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PEOPLE FLOW INSIGHTS  
BASED ON MOBILE NETWORK DATA



# THOSE WHO CAN HARVEST AND USE THE DATA WILL BE MORE SUCCESSFUL

**ENVIRONMENTAL  
BENEFITS**

**EFFICIENT  
GOVERNANCE**

**IMPROVED  
CITIZEN SERVICES**



**SOCIETY**

**COMPANIES**



**LOWER  
OPERATING COST**

**NEW BUSINESS  
OPPORTUNITIES**

**IMPROVED  
CUSTOMER SERVICE**







NÜRNBERG





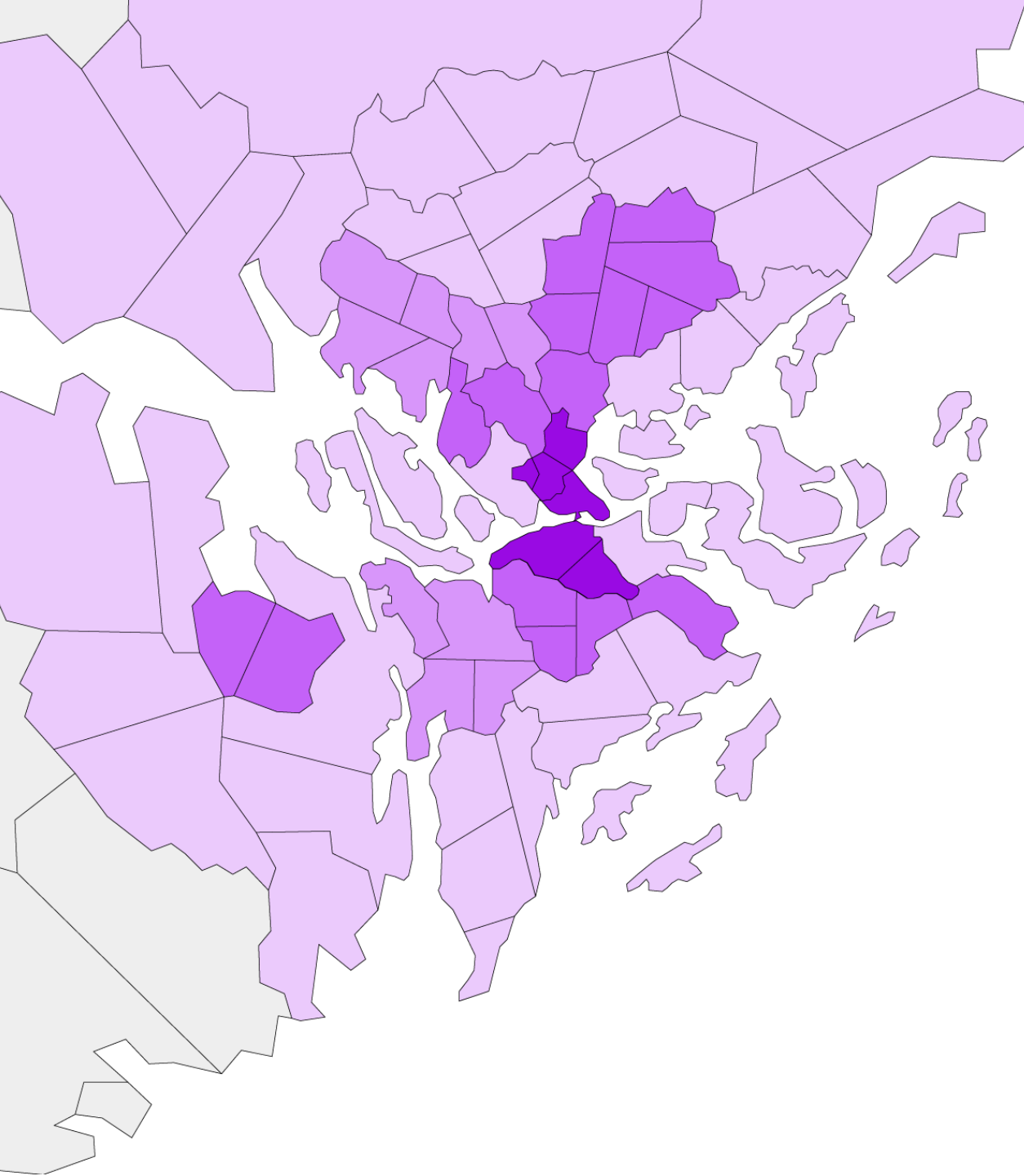
# MONTREUX





# STOCKHOLM





# WHAT IS CROWD INSIGHTS?

People flow insights based on Telia's anonymized and aggregated mobile network data.

**RELIABLE**



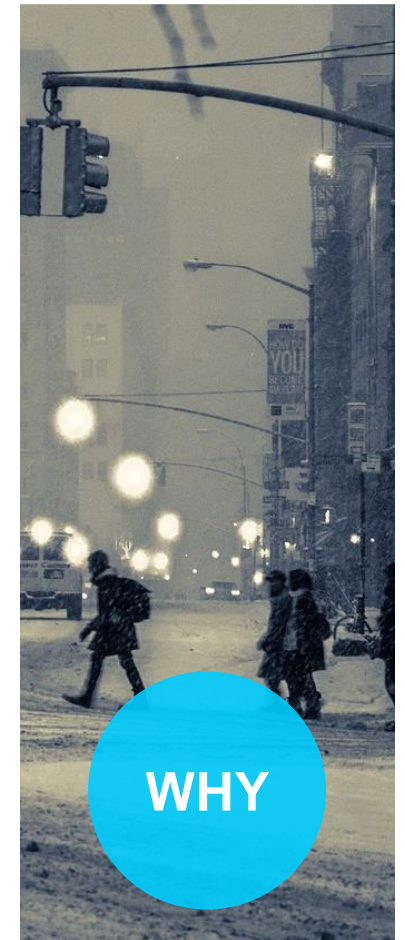
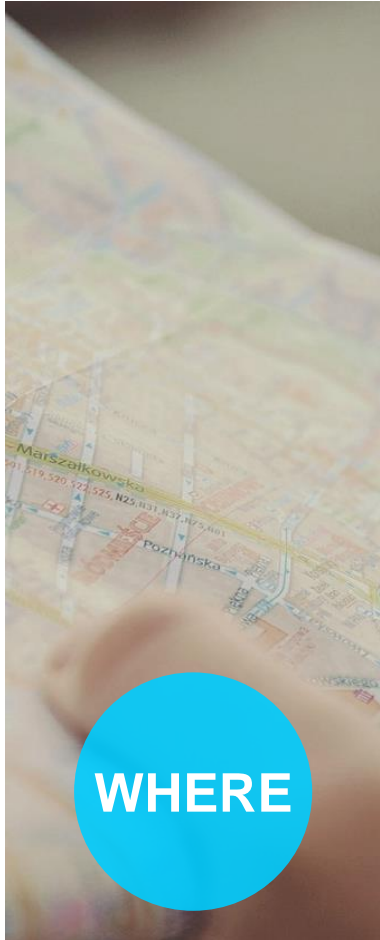
**HOLISTIC**

**FAST & CONTINUOUS**





# DATA ASSETS ENABLE BROAD RANGE OF INSIGHTS



# PERSONAL INTEGRITY IS OF THE HIGHEST IMPORTANCE



ANONYMIZATION

+



AGGREGATION

+



DAILY REFRESH

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PERSONAL INTEGRITY







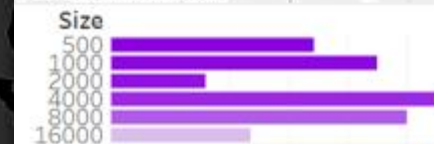


# JOURNEY ANALYSES

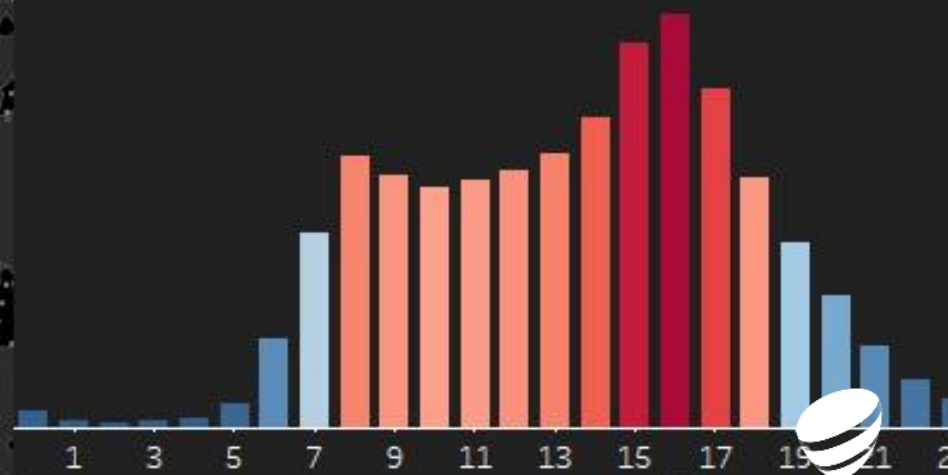
# FOOTFALL REPORTS

# ACTIVITY REPORTS

THE TELIA CROWD INSIGHT  
MTC GRID



NUMBER OF PEOPLE PASSING SELECTED GRIDS



Demo: [www.telia.fi/crowd-insights](http://www.telia.fi/crowd-insights)



A tram is the central focus, moving towards the viewer on a snow-covered street at night. The tram's destination sign reads '4 KATAJANOKKA SKATUDDEN'. The street is lined with buildings, some with lit-up storefronts like 'Zio'. Pedestrians are visible on the sidewalks, and the air is filled with falling snow. The overall atmosphere is festive and urban.

**THANK YOU!**

**HOW CAN CROWD INSIGHTS HELP YOU TO  
MAKE BETTER BUSINESS DECISIONS?**

