

Traffic Density

The most realistic view of traffic hot spots

Overview

TomTom Traffic Density provides unique insight on typical TomTom traffic counts for the complete road network, per direction for every hour and day of the week. The product enables the comparison of road elements within an area of interest and helps identify traffic dense locations and hot spots.

TomTom Traffic Density is derived by aggregating and processing trillions of anonymous GPS measurements that come from over 600 million connected sources. As a result, it offers the most realistic, up-to-date, and consistent view of traffic flow. TomTom Traffic Density can be used to support business intelligence and geo-marketing activities for a range of industries, including Insurance, Real Estate, and Advertising.

Features

Benefits

Broad coverage

Enables quick deployment to multiple markets

Extensive data volumes

Provides the most realistic view of traffic density on the road network

Current data volumes

Delivers an up-to-date view of traffic density on the road network

Bidirectional and consistent coverage for the complete road network in 55 countries

Delivers the most complete view of traffic density on the road network



End-user benefits

TomTom Traffic Density enables end-users to:

- Have quick access to up-to-date and reliable data
- Make faster and more informed decisions
- Save time and resources

Product formats

TomTom Traffic Density is a standalone product in a csv format that allows linking with the TomTom core map products: MultiNet and MultiNet-R*.

*Requires translation of the MultiNet-R road element IDs to MultiNet IDs.

Sample applications

Some sample applications for TomTom Traffic Density include:

- Identifying the most optimal location for new retail stores, storage venues, etc.
- Finding the best location for outdoor advertising
- Identifying potential accident hotspots
- Getting insight on the relative traffic density per direction on the road per hour, day, week, country, or region

