

# Brazil Traffic Study

Presented by:  
Alexandre Didoné  
Nokia Location & Commerce

# Agenda

- Trends & Opportunities
- Traffic Study in Brazil
  - Background and Methodology
  - Traffic conditions – Past & Future
- Traffic Solution & Product Offering
- Conclusion

# Trends & Opportunities

**470M** Traffic information users by 2017

**63%** Of PNDs will offer traffic by 2017



**385M** Connected traffic subscribers by 2017

**32%** Of PDAs/smart phones will offer traffic by 2017

**21%** Of mobile phones will offer traffic by 2017

Source: iSuppli, 2011

# Traffic Study

## Consumer Research in Brazil

### Background

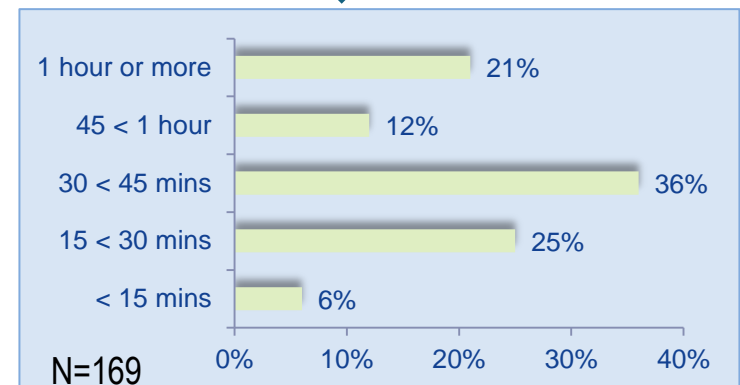
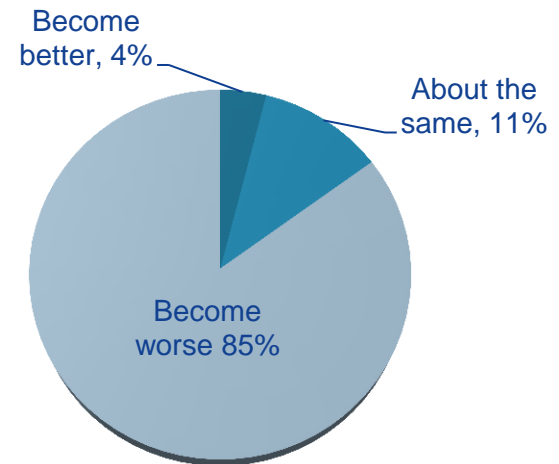
- We were interested in understanding the problems Brazilians face with automotive traffic conditions and how it affects their daily lives
- There was also a need to better understand the value of a traffic service for the Brazilian market

### Methodology

- This research was conducted on our proprietary consumer panel
- 200 interviews were completed among:
  - 18+ year olds
  - Male/Female
  - Car owners
  - Smartphone owners

# Traffic conditions have deteriorated over the past 5 years

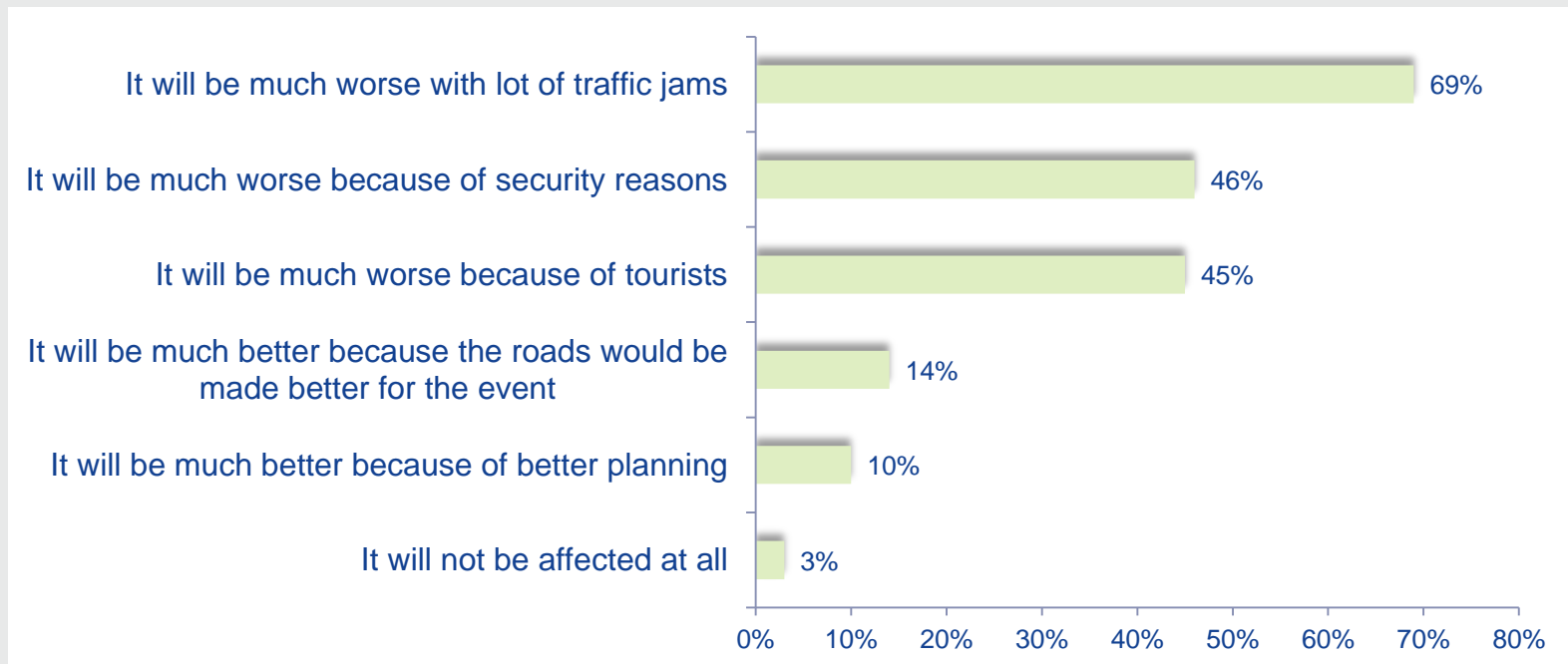
- On average respondents are spending 40 extra minutes everyday on the road compared to 5 years ago
- Almost half of respondents feel that traffic affects their daily life in a negative way
- Traffic jams are a part of daily life – almost  $\frac{3}{4}$  of the respondents face it at least once a day



# Traffic conditions for the next 5 years

3/4 of the respondents expect traffic conditions to get worse

- People say that World Cup 2014 will create more traffic issues
- Almost half the respondents expect traffic conditions to worsen due to security reasons and increased number of tourists

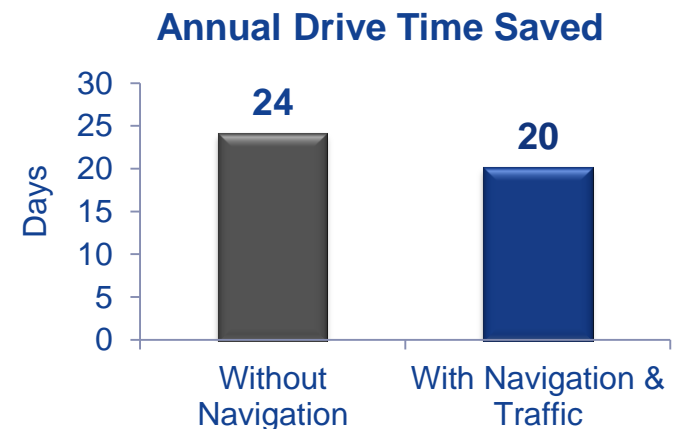
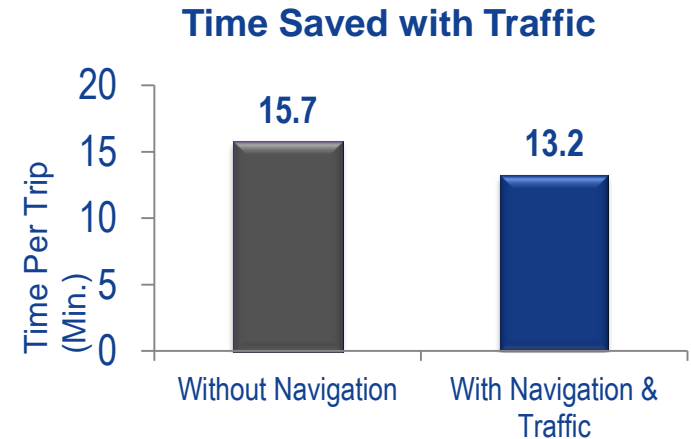


# Why are Traffic Solutions Important?

# Why are Traffic Solutions Important?

- Traffic-enabled users spent **16% less time driving** on average than those without navigation

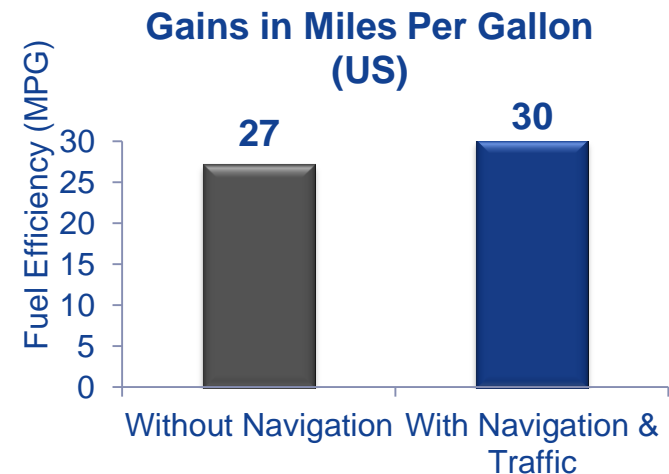
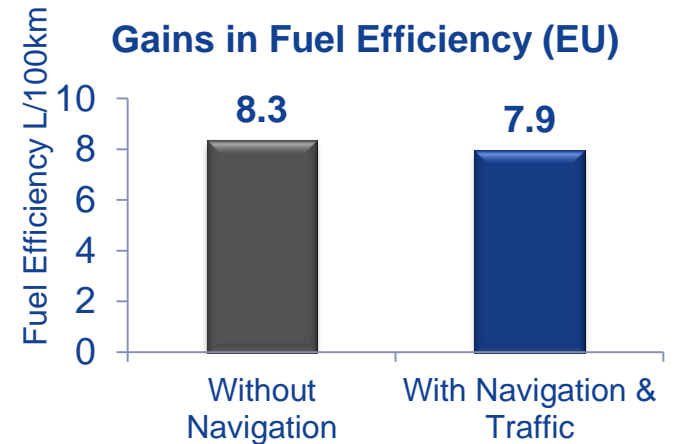
- On an annual basis, this time savings amounts to **4 fewer days** on the road





# Why are Traffic Solutions Important?

- Traffic-enabled drivers could decrease CO2 emissions by .79 metric tons which is a 21% decrease over drivers without navigation



# NAVTEQ Traffic

# NAVTEQ Traffic has the World's Largest:

- Traffic Subscriber Base
- Real-Time Traffic Coverage
- GPS Probe Data Information
- Historic Traffic Coverage
- Private Sensor Network



# Global Leadership

Coverage, quality, scope, capabilities

**12B**

GPS points per  
month

**50%**

increase in  
GPS points  
YoY

**+100M**

probe devices

**1.5M**

km of roadway  
with real-time data

**28**

countries  
with Traffic

**+4M**

hours of probe data  
collected daily

**+400M**

traffic messages  
created per day



# NAVTEQ Traffic in Brazil

# Leading in Activity Data

More  
Probes

More  
Incidents

More  
Accuracy

**1.2 billion probe points per month**

# Traffic in Brazil

## Current situation and next steps

- **Flow**
  - 124 Cities
  - Addition of the remaining 2014 World Cup Host Cities: Manaus, Natal and Cuiabá
- **Incident**
  - 3 Metro Areas (SP, RJ and BH)
- **Traffic Patterns**
  - Full Coverage
  - Addition of billions of probe data

	<b>GPRS</b>	<b>RDS</b>
1	São Paulo	São Paulo
2	Rio de Janeiro	Rio de Janeiro
3	Belo Horizonte	Belo Horizonte
4	Curitiba	
5	Porto Alegre	
6	Jundiaí	
7	Campinas	
8	Santos	
9	Vale do Paraíba	
10	Salvador	
11	Fortaleza	
12	Recife	
13	Brasília	
	<b>16 cities by end of 2012</b>	<b>Exploring Broadcast Partnership</b>

# Real Time Traffic - Brazil

Flow & Incident  
ML and RDS

Flow  
ML

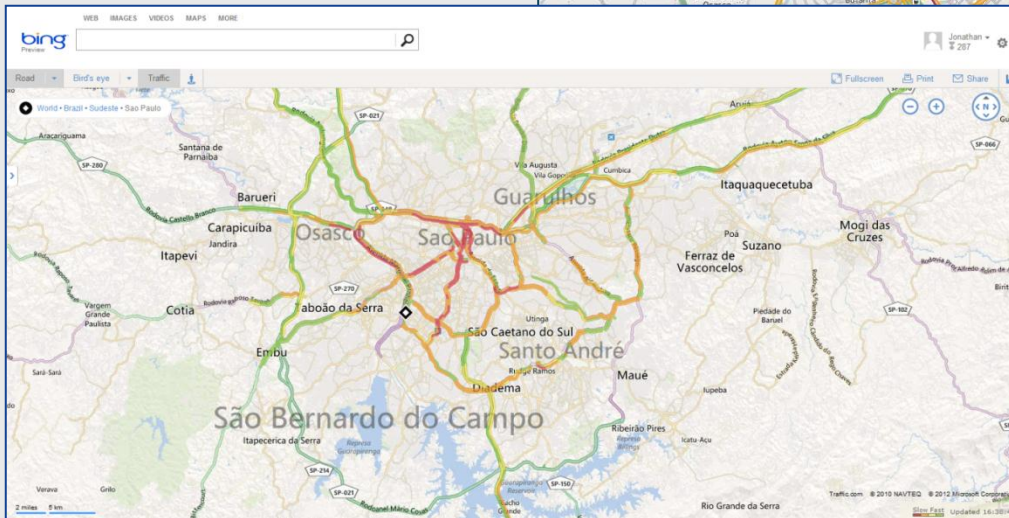
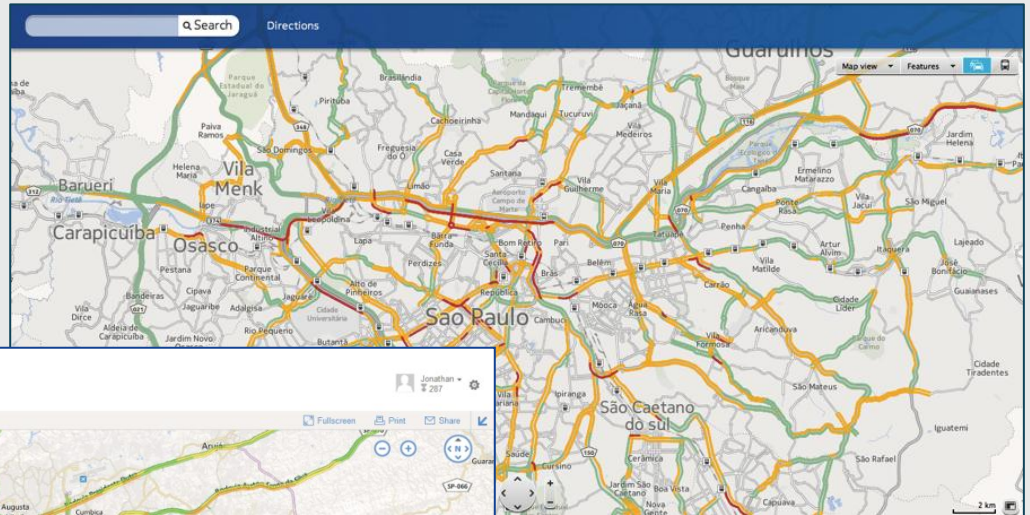
Flow | H2 2012  
ML





# NAVTEQ Traffic on the Web

- Nokia Maps
- <http://maps.nokia.com>
- Bing Maps
- <http://maps.bing.com>



Thank you