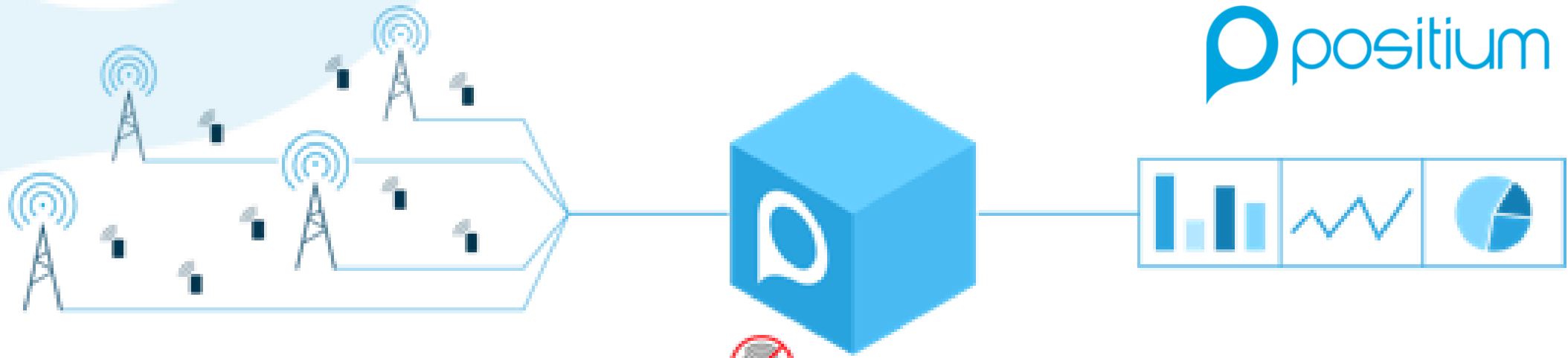


# Mobile Big Data for Human Mobility and Official Statistics

Erki Saluveer

Positium

CEO



# Positium

Positium provides data solutions and analytics from mobile positioning data in mobility, tourism and population

Currently, Positium is the only company providing official statistics based on Mobile Positioning Data (MPD) in the world

Positium is a spin-off company from University of Tartu



## Mobility statistics

Get the most extensive and reliable data for transport and spatial planning



## Tourism statistics

Explore new possibilities for measuring tourist flows more accurately



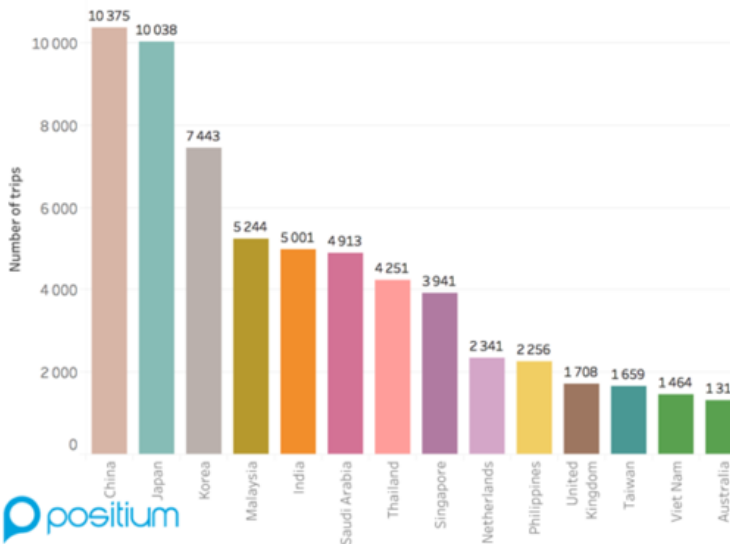
## Population statistics

See the dynamic changes in population figures in an area

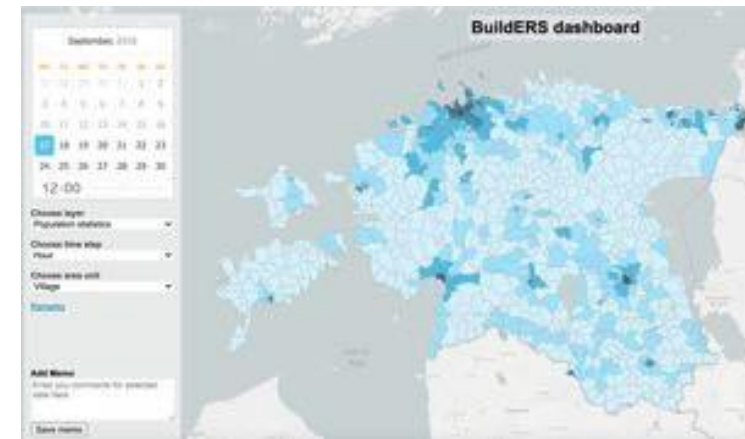
### Bus routes in Tartu from 1 July 2019



Total number of Asian Games visitors from different countries



<https://positium.com/blog/project-highlight-analysing-asian-games-the-biggest-sports-event-in-asia>



<https://buildersproject.eu/blog/post/23/building-resilience-in-estonia-and-indonesia-through-mobile-positioning-data>

<http://positium.com/blog/smart-city-data-driven-solutions-innovation-in-tartu>

# International Cooperation on Mobile Data



United Nations  
Statistics Division



**BigData** UN Global Working Group



**Big Data for Social Good  
Analytics Partner**



Big Data for  
Measuring the  
Information  
Society

**eurostat**



Big Data Task  
Team



**OECD**

BETTER POLICIES FOR BETTER LIVES

Big Data Design,  
Collection,  
Processing and  
Analysis partner

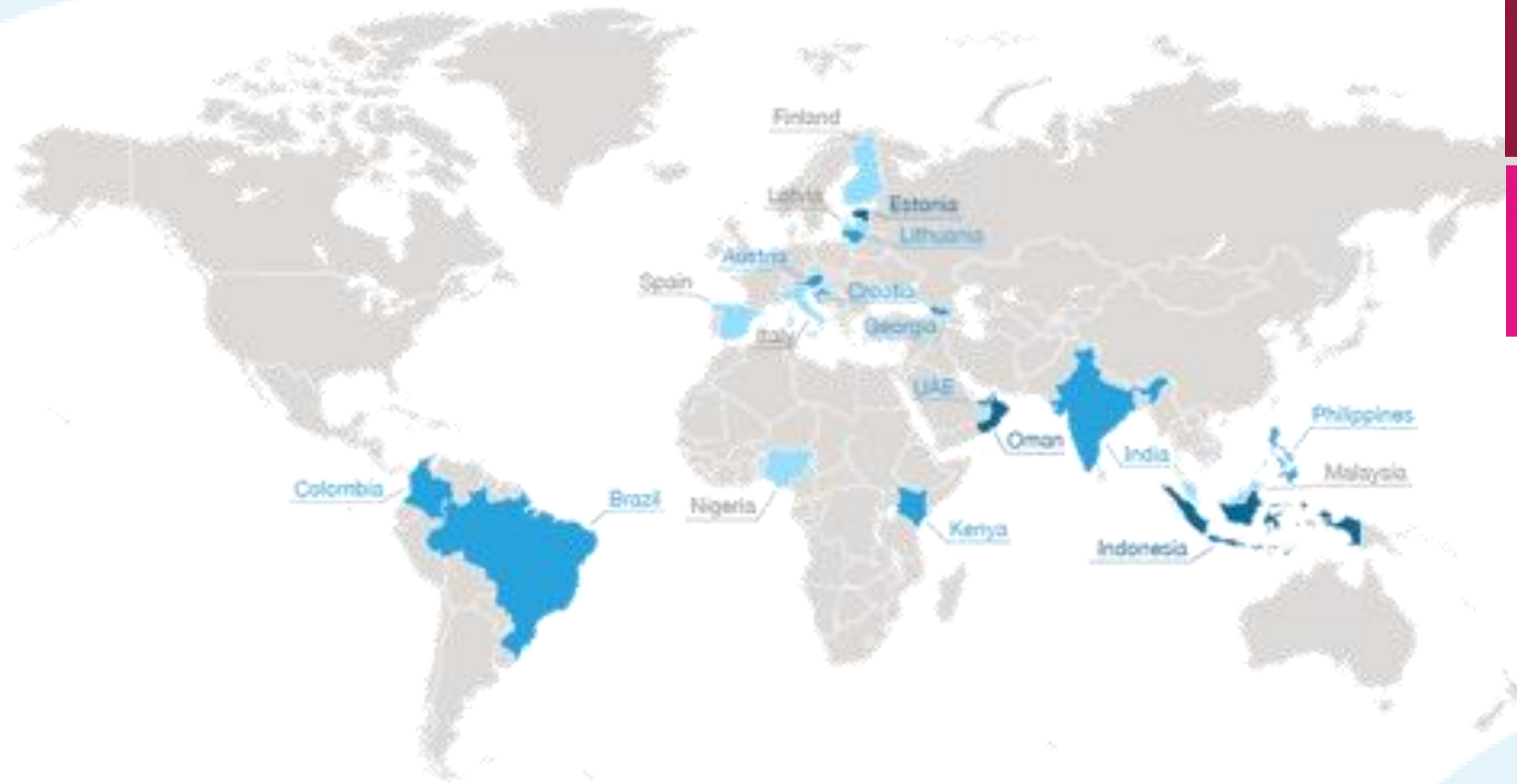


UNITED NATIONS  
**ESCAP**

Economic and Social Commission for Asia and the Pacific

MPD E-Learning Course and Handbook

# Positium Markets



■ Home markets ■ Previous projects ■ Target market





Positium delivers software and services to analyse mobile positioning data for official statistics

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