



International Conference on Big Data for Official Statistics

panel discussion on access and partnerships

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big data [monetization] at Proximus

- big data technology
early adopter | co-development with universities, partners & customers
- privacy by design
anonymization & aggregation of data | corporate privacy committee
- internal use cases and value propositions for customers
network analytics | tourism & event analytics | crowd management
traffic analytics | mobility management | ...

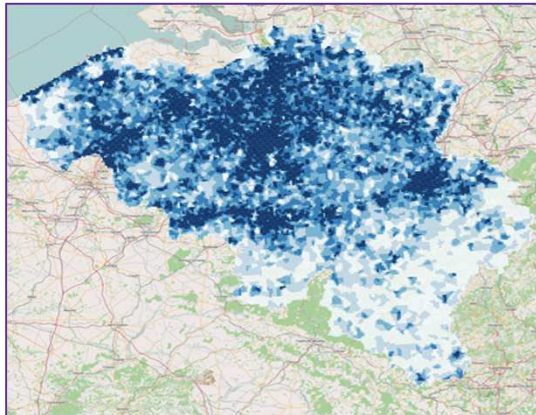
why using mobile network data for statistics?

- mobile phones generate continuous streams of contextual information
call + sms + data | 1 bio data points daily (Belgium) | 13-months footprint
- we create a “new version of the truth”

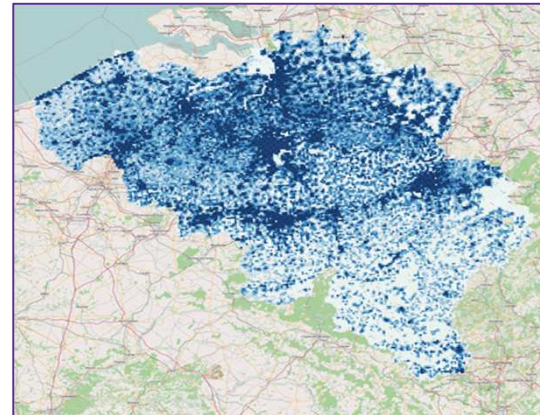
mobile phone data

vs.

census data



Proximus data: 1 day at 4 am



census data: 2011

partnership with Eurostat and Statistics Belgium

we assessed the quality of mobile phone data as a source of statistics

European Conference on Quality in Official Statistics (Q2016)
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Assessing the Quality of Mobile Phone Data as a Source of Statistics

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Abstract

Mobile phone data are among the most promising big data sources presently under scrutiny by official statistics, although until now only limited showcase examples have been presented. This paper moves one step further and aims to assess the quality of Belgian mobile phone data (from the major network operator, Proximus) in an analysis conducted jointly by Statistics Belgium, Eurostat and Proximus, focusing on *actual present population*.

eurostat 

 **economie**
FPS Economy, S.M.E.s, Self-employed and Energy

proximus

partnership with Eurostat and Statistics Belgium

authors of the study:

- Eurostat
Albrecht Wirthmann | Christophe Demunter | Fernando Reis
Hannes I. Reuter
- Statistics Belgium
Marc Debusschere | Patrick Lusyne | Pieter Dewitte | Youri Baeyens
- Proximus
Freddy De Meersman | Gerdy Seynaeve

partnerships for sustainable development

- data driven solutions can complement or even replace statistics
telecom, banking & retail data | machine learning | artificial intelligence
- private sector and statistics offices collaboration fosters innovation
advanced technology + experience & reputation = faster & trusted outcome
- challenges to overcome by a joint (ad)venture
common goals | law & legislation | consumer privacy



panel discussion

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