

Mobile Data for Tourism, Migration, Population and Transport in Korea

- SKTelecom -

2020. 08.31

People counting & Convergence of data

SKT's market share for floating population:

Dongmun Traditional Market in Jeju island
a representative tourist destination for young people



Yellow: Low, Red: High

Index - requiring more parking space

Analysis result using floating population, navigation, parking
space of buildings and public parking lot data



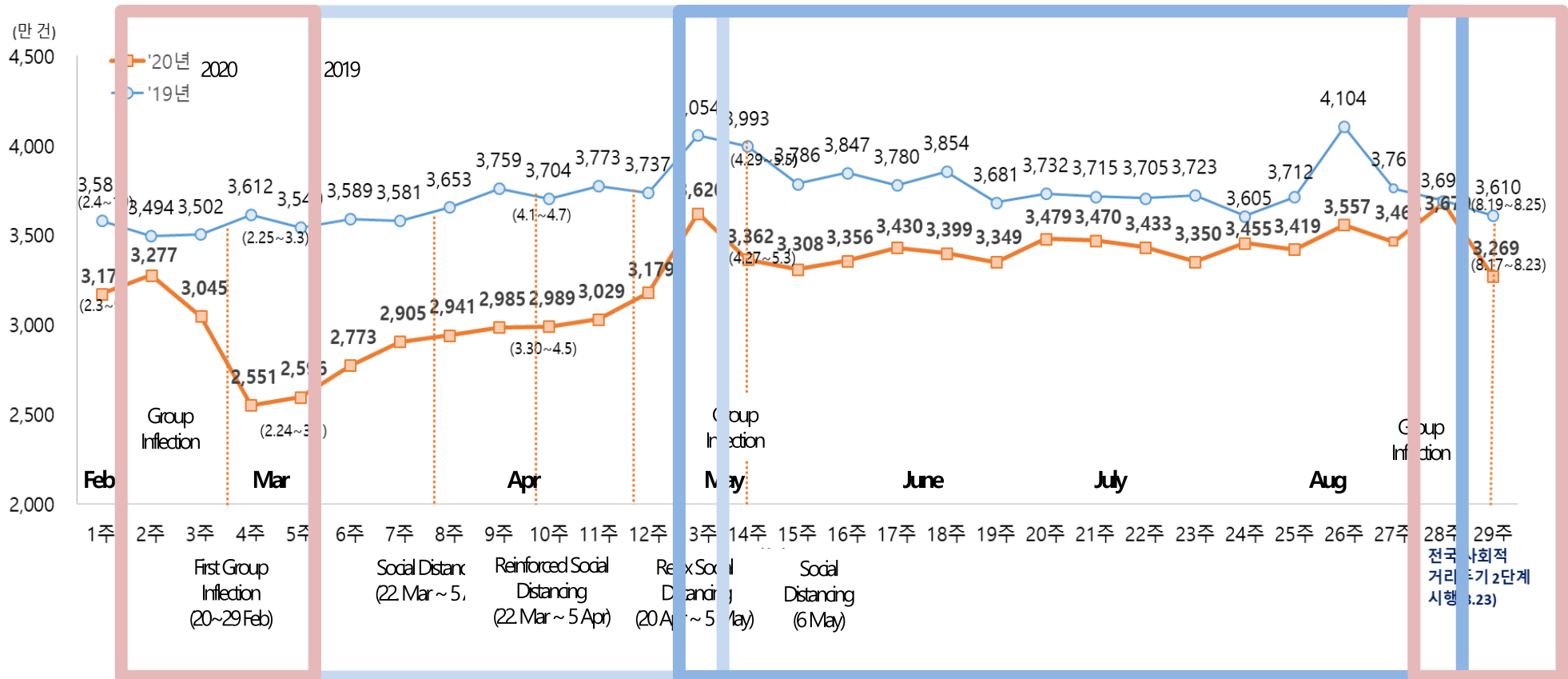
Used by private enterprises and administrative agencies

The Impact of COVID-19

Changes in population movement before and after the COVID-19

There have been three outbreaks of group infection in Korea.

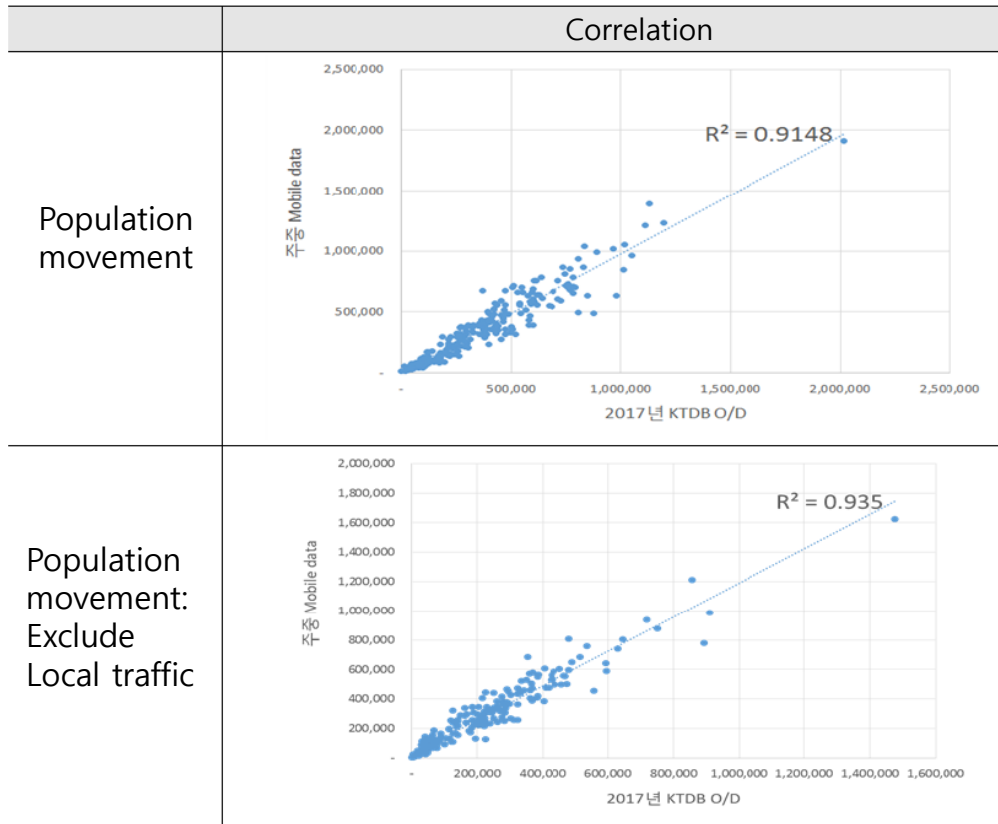
SKT, together with the Statistics Korea, provides the results of its impact to the government every week. Used by the Ministry of Health and Welfare and the Centers for Disease Control and Prevention



Traffic

In 2021, it was decided to use SKT's communication data for the national transport DB survey project.

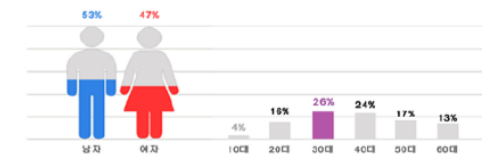
Traffic-related research institutes conduct comparison work with national transport DB and Mobile data.



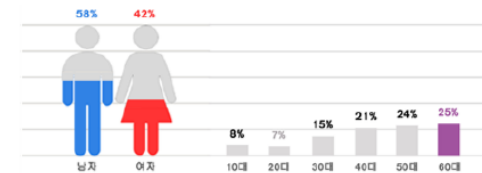
	Pop-mov	Pop-mov: Ex Local Tr
Seoul &	0.933	0.932
North East	0.958	0.801
Middle East	0.922	0.911
South East	0.922	0.893
Middle West	0.907	0.845
South West	0.941	0.941

- Difference in traffic volume by gender/age

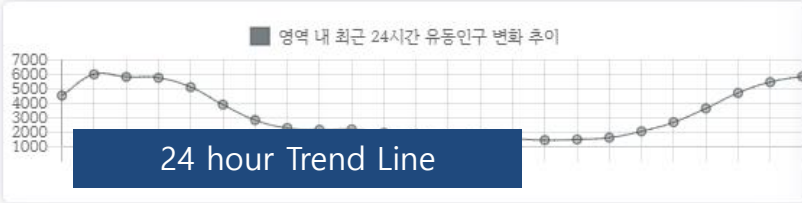
Seoul
Gangnam:
30s



South West
Gangjin
(Fishing area):
over 60s



Real Time Service: every 5 minutes



최근 3시간 평균 유동인구 수: 5,328명
 증감: 714명
 최근 3시간 평균 유동인구 대비: 13.40%

Select gender/age

Population Density

Growth rate based on the last 3 hours

A police officer station

Question: What is population?

1. What is Population?

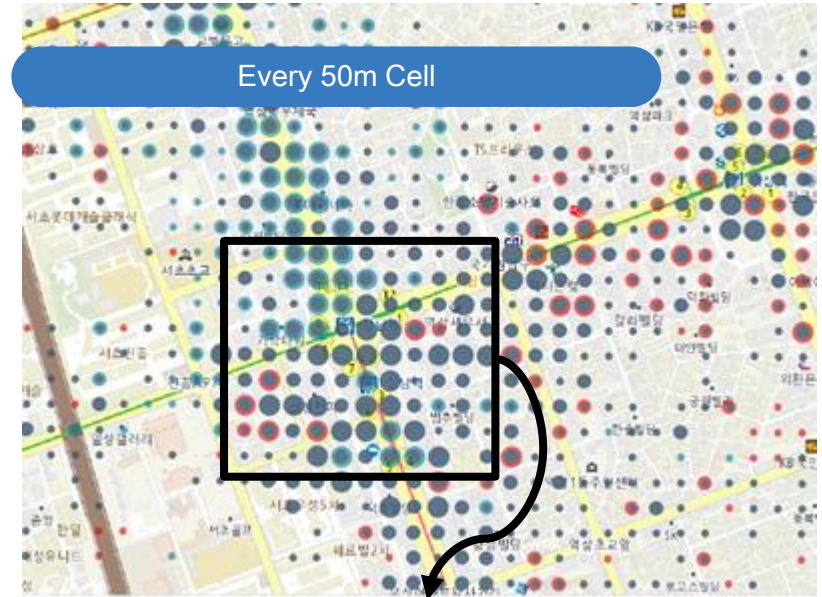
- Classification: Resident population, Daytime population, Visitor
 - 1) Service population(De facto, all people in area)
 - 2) Potential Customer: generates an active signal, Excluding people moving fast
 - 3) Traveler, Traffic Population: stayed more 30 minutes

2. What is Real Time?

- Every 1hour: De facto population, avoid overlapping in a time unit
- Each days: unique population of a day
- Real time: enough time for understanding & action to an event
- Quasi-Real time population DB: every 5min

3. Attribute: What we know?

- Gender/Age, Billing Address & Real Residence, place of work
- Alliance: Type of housing, Income, Media, Spending and etc



30^h July, 11 Am(Sat): Gangnam Festival

