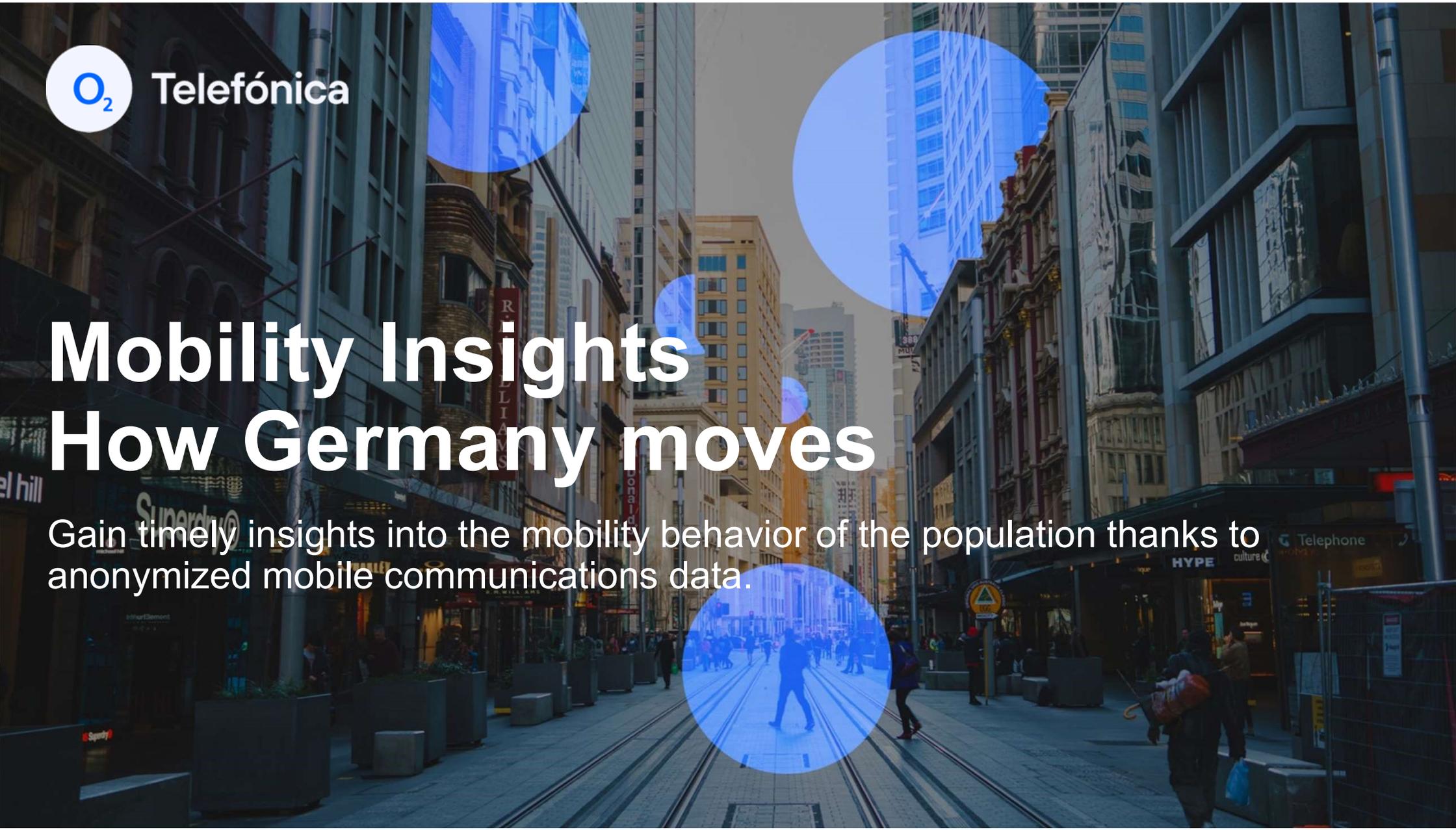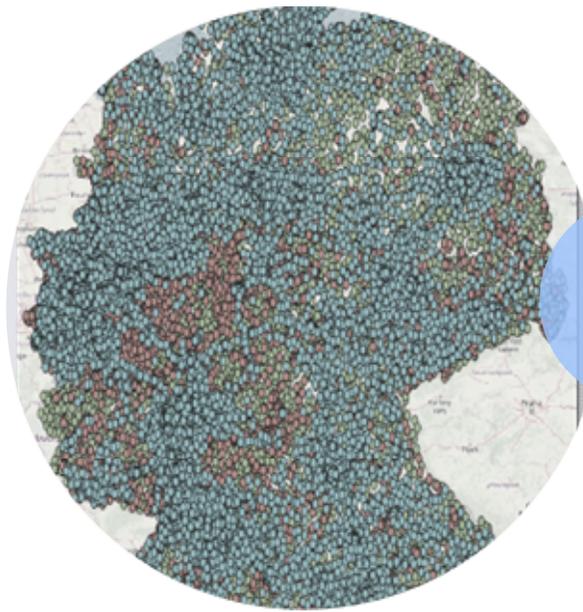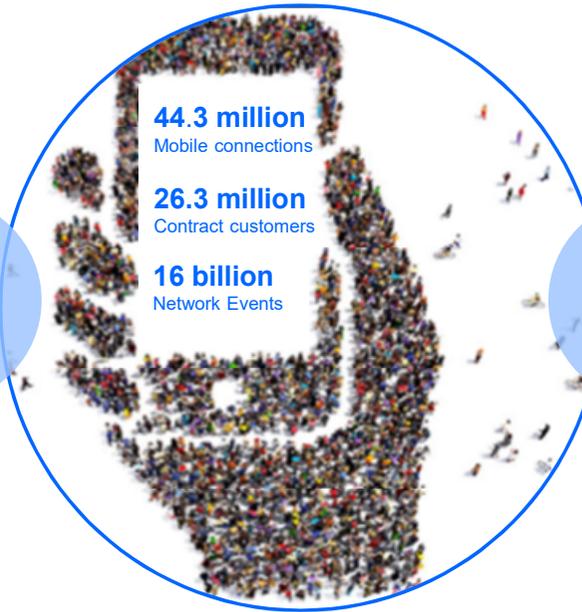O2 Telefónica

Mobility Insights
How Germany moves

Gain timely insights into the mobility behavior of the population thanks to anonymized mobile communications data.
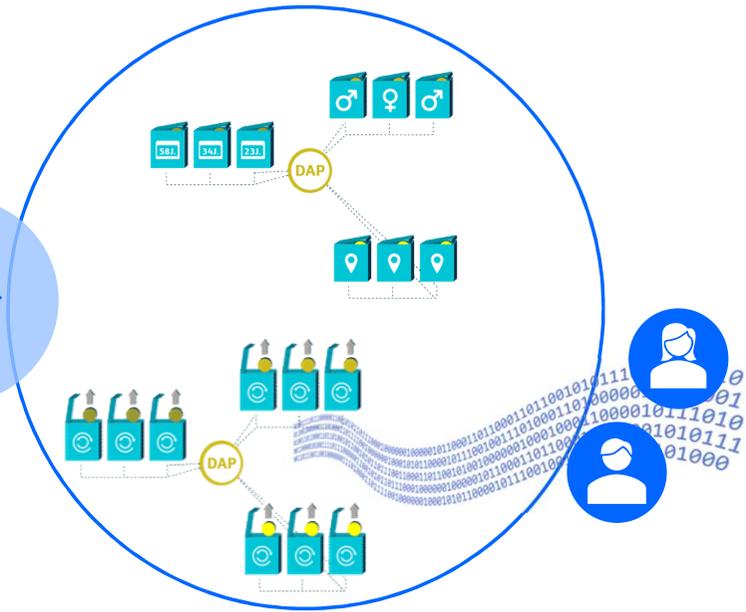
Mobility Insights - Probably the largest data panel in Germany

44.3 million
Mobile connections

26.3 million
Contract customers

16 billion
Network Events

Germany is covered nationwide by mobile communications cells

16 billion
Network events occur daily across the country during normal network operations
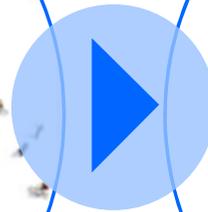
Multi-stage anonymization by means of self-developed procedure

O₂ Telefónica

Our partners work all over Europe and have years of experience in analyzing mobile data

Street sections

Journeys

Location

Anonymized mobile data from O$_2$ Telefónica
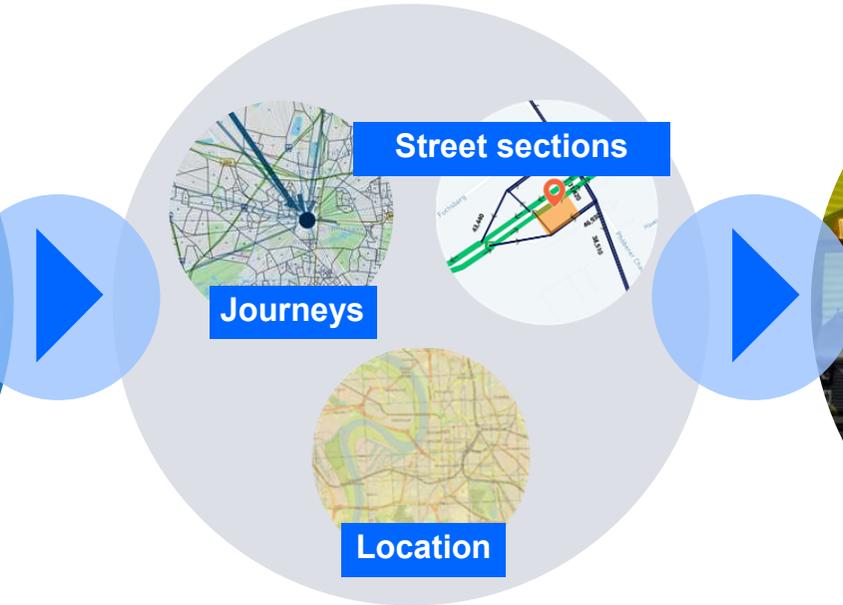
Standard products and individual solutions for industry-specific issues

Insights for traffic planning, analyses of locations or events

O$_2$ Telefónica

The 9-euro ticket résumé: This is how it has changed mobility
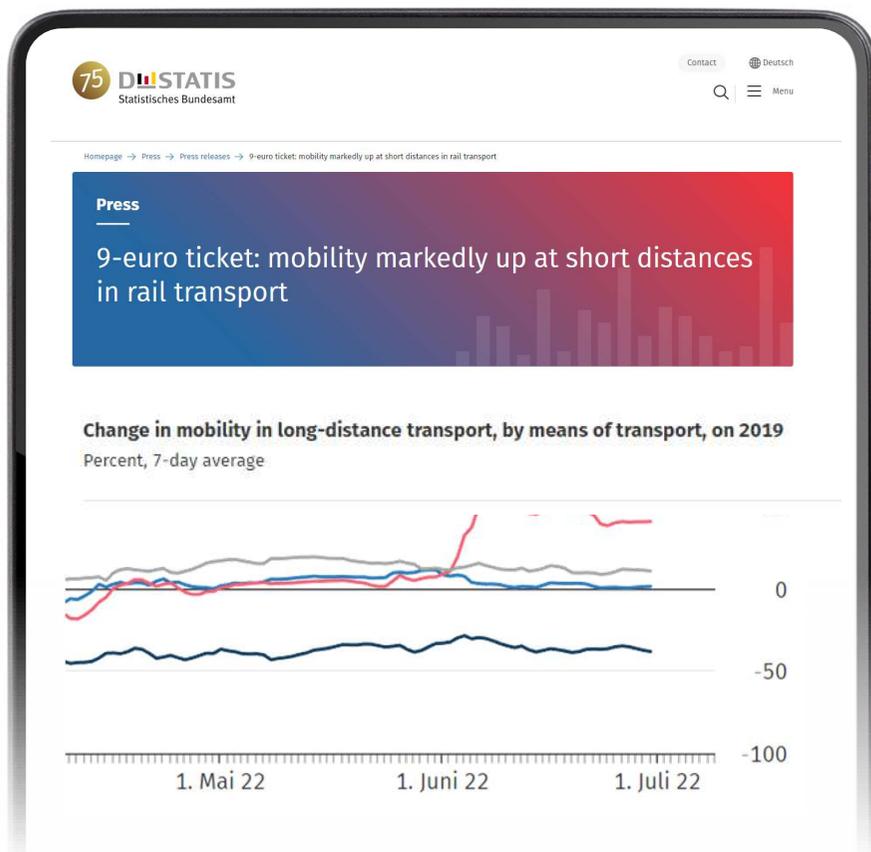
Significantly more rail trips between
30 and 300 kilometers in June 2022 than in June 2019

Moderate decline in road traffic for trips over 300 kilometers

More rail travel and less mobility in road traffic, especially on weekends

A visitor flow analysis of the world's largest beer festival

On average about 130,000 visitors at the same time on the Festwiese with a maximum of 190,000 people between 7 and 8 pm.

By far the youngest Wies'n ever, a particularly large number of people under the age of 49 attend the Oktoberfest.

Predominantly regional audience (70%) and popular abroad, especially with the British.

Analysis results for the RKI

**How well do the Corona restrictions work?**

Anonymized mobile data provides the answer

Data anonymisation:

Telefónica Germany supports Robert Koch Institute with mobility analyses in the fight against corona

f share   tweet   share   in share

In the current exceptional situation due to corona, the discussion about mobility analyses based on mobile radio data has gained momentum again. The question is whether and how these analyses can help to contain the corona virus. As a telecommunications company, Telefónica Deutschland is aware of its social responsibility and is in contact with the Robert Koch Institute (RKI). The decisive factor here is that the analyses are based exclusively on anonymised and aggregated data.

Telefónica Deutschland is supporting the Robert Koch Institute together with partners such as Teralytics in order to manage the corona crisis in the best possible way. On the basis of anonymised and aggregated mobile phone data (so-called "black data"), which do not allow any conclusions to be drawn about specific individuals, Telefónica Deutschland and its partners provide valuable analyses.
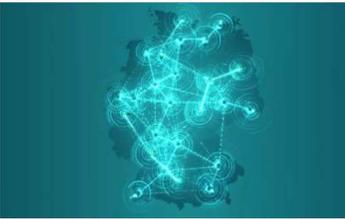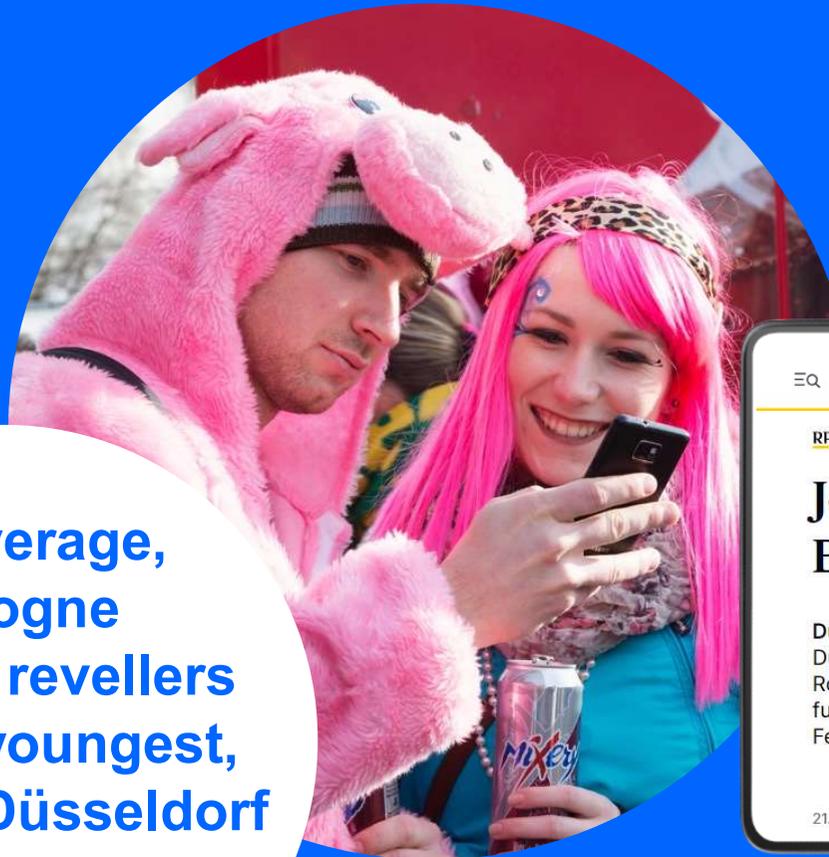
Telefónica Deutschland and its partners provide valuable mobility analyses based anonymised and aggregated mobile phone data that do not allow any conclusions drawn about specific individuals.

O₂ Telefónica

Carnival 2023 analysis results

Anonymized mobile phone data shows

On average, Cologne carnival revellers are the youngest, those in Düsseldorf the most international

RHEINISCHE POST

RP+ Am meisten Datenversand Weiberfastnacht

Jecken in Düsseldorf, Köln und Bonn ließen die Handys glühen

Düsseldorf/Köln · Karneval war Smartphonezeit: In Köln und Düsseldorf verdoppelte sich der mobile Datenverkehr am Rosenmontag, in Bonn lag das Plus bei 70 Prozent. Laut Telefonica fuhren viel mehr Düsseldorfer mit ihren Handys an den Dom zum Feiern als umgekehrt.

21.02.2023, 18:55 Uhr · Eine Minute Lesezeit

Analysis results for NFL game in Germany

Football fans are significantly younger, more trans-regional and more international than soccer fans.

Mobile data usage at Munich Game: Brady beats Bayern

f share   twitter tweet   X share   in share

What a spectacular game! Tens of thousands of American football Football fans came to Munich last weekend to watch the first regular season game of the **US Professional Football League in Germany**. A look at the **mobile data from the O₂ Telefónica network** shows: Fans came from all over Germany and many from the United States. According to the data, they are **significantly younger and more digitally active** than those who attend soccer matches.

Players, sports reporters and fans alike were impressed by the electrifying atmosphere in the **Munich Arena**. Whether it was a selfie in front of the stadium, the impressive pre-game show, or the entire stadium singing "Country Roads" – the visitors to the "Munich Game" on Sunday **streamed and posted this special experience intensively**. At around **4,250 gigabytes**, the **use of mobile data in the arena** and its surroundings on the O₂ Telefónica network on the day of the game clearly exceeded the data traffic during a regular
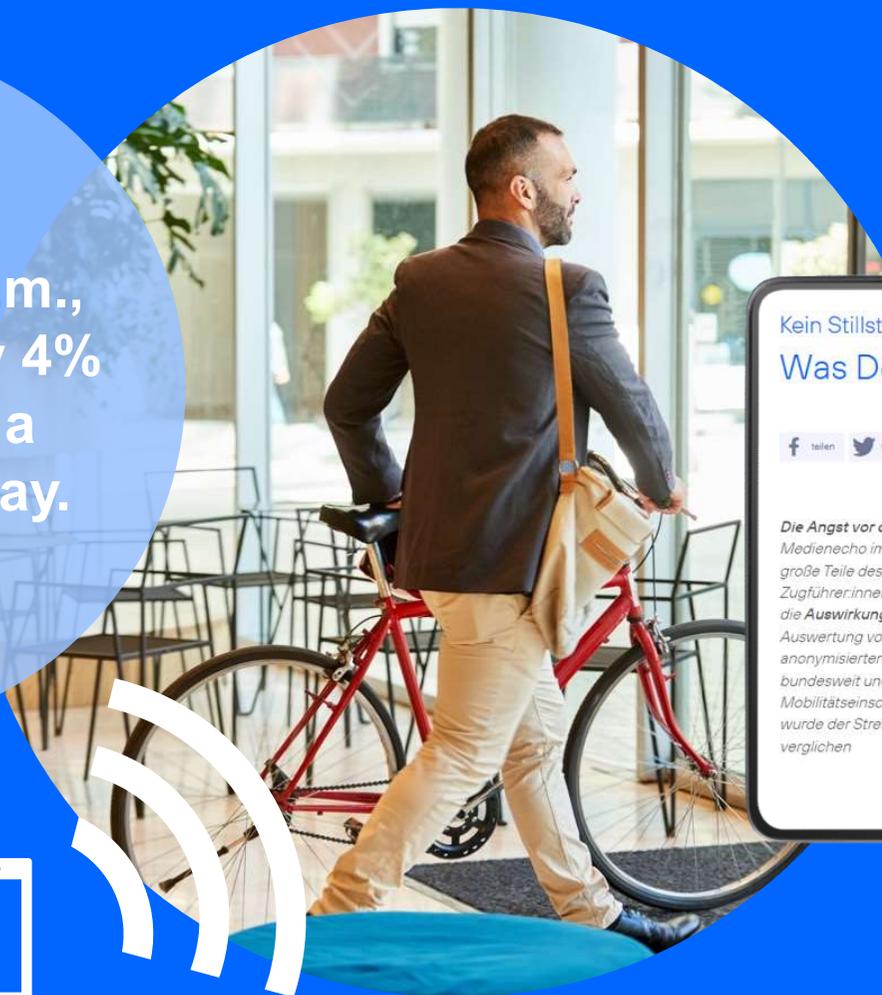
Credits: O₂ Telefónica

Tens of thousands of American football Football fans came to Munich last weekend watch the first regular season game of the US Professional Football League in Gerr

8

Analysis results for the Germany-wide strike day in March '23

Between 7 p.m. and 8 p.m., traffic was only 4% less than on a regular workday.

Kein Stillstand trotz Streik:
Was Deutschland am Megastreiktag bewegt hat

f teilen tweet teilen in teilen

Die Angst vor dem kompletten Stillstand und das Medienecho im Vorfeld waren groß: Am 27. März haben große Teile des öffentlichen Dienstes und der Zugführer:innen in Deutschland gestreikt. Wie schwer die Auswirkungen auf die Mobilität waren, zeigt eine Auswertung von O$_2$ Telefónica und Teralytics von anonymisierten und aggregierten Mobilfunkdaten bundesweit und regional. Um die Auswirkungen der Mobilitätseinschränkungen ins Verhältnis zu setzen, wurde der Streiktag mit einem regulären Montag verglichen

Credits: iStock | Andreas Krappweis

Am 27. März haben große Teile des öffentlichen Dienstes und der Zugführer:innen in Deutschland gestreikt

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