Custom Probe Counts
Traffic density information for location-based analysis

Access to rich traffic data sources is important to make informed decisions for site selection, advertising campaigns, emissions and risk assessment and similar location-based analysis. TomTom can respond to calls from geo-marketing agencies, insurance companies and other industry partners for traffic density indicators to add a further dimension to their projects by offering Custom Probe Counts on highways, major roads, arterials roads and even secondary roads in more than 40 countries globally.

Sourced from the anonymous GPS measurements that are passed to TomTom by customers, Custom Probe Counts can provide data on the number of devices that were recorded on individual MultiNet road segments for any given period back to 2008. Highly granular data from TomTom’s ever-expanding historical traffic database has over 6 trillion data points with over 6 billion new records being added each day – with some roads having more than 20,000 measurements. Using this data, analysts can quickly gather an indication of the relative traffic volume on the individual roads surrounding the location of interest.

* All US states excluding Alaska and all Canadian states excluding NW Territories, Nunavut and Yukon

Why TomTom Custom Probe Counts?

- More data on more roads
  Largest historical database with over 6 trillion data points.
- No limit to the roads covered
  Vehicle-based probes – greater density on the most commonly travelled roads.
- Fast results
  Report available within 24 hours.
- Direct relationship to road segments
  Results delivered according to MultiNet. map road ID

Coverage

* All US states excluding Alaska and all Canadian states excluding NW Territories, Nunavut and Yukon
### Vehicle probe density for roads in Paris from Custom Probe Counts

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<thead>
<tr>
<th>FEATURE</th>
<th>BENEFIT</th>
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<td>Broad coverage</td>
<td>Actual recorded probe counts for highways, arterials and secondary roads.</td>
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<td>Significant sample size</td>
<td>Helps you make informed decisions.</td>
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<td>Detailed granularity</td>
<td>Each individual road element has data.</td>
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<td>Uses existing database</td>
<td>Reports can be generated for retrospective or current periods without effort; no additional monitoring equipment or field surveys needed.</td>
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<td>Highly customised</td>
<td>Upload large numbers of X/Y coordinates or study every road in a bounding box – by day, week, month or year.</td>
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