

EasyWay



Annual Forum 2010



Shortcut to the future.
Lisbon • November 16th-18th

Traffic-TV at COP15

Team Leader, Helene Cecilie Kærsgaard,
Road Directorate



Copenhagen - center of the world in December 2009

COP15 - the facts:

- 170.000 politicians, officials, reporters and NGO's in The Bella Center.
- 15.000 delegates in Copenhagen
- Ministers from the 192 countries and 130 Government leaders
- About 5.000 accredited reporters and a large number of activists.

The challenge:

Secret escort routes

Cordons

Demonstrations



The task

To secure the best possible accessibility for citizens and guests during the climate summit by delivering:

- Overview of the overall traffic situation and call for alternative modes of transportation.
- Current and updated traffic information.
- On relevant media platforms.

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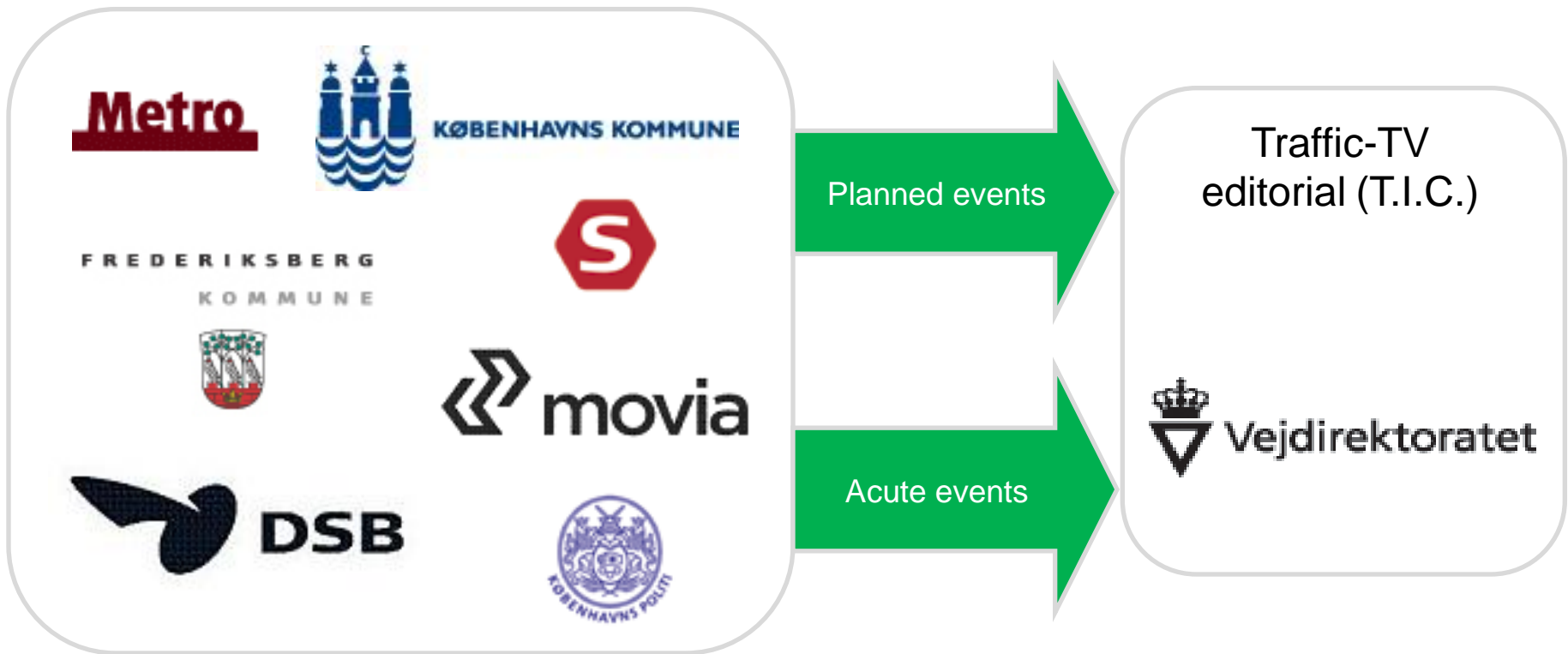


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**Partner strategy
and Web-TV**

Collaborators on traffic information for the capital





The solution was Traffic-TV for the capital

Trafikken.dk/Hovedstaden

Forside Bus Tog & Metro Biltrafik Parkering Cykler Trafik i Skåne Om siden

Trafikmelding fra Vejdirektoratet 23-03-2010 kl. 07.00

Pernille Thorsen
Vejdirektoratet

00:06 / 00:42 Trafikken.dk WebTV

Trafik-TV som podcast og RSS
Få indslagene direkte til din computer, når der kommer nyt. [Læs mere...](#)

forsinkelser.

Re IC Regionaltog & InterCity
På grund af tekniske problemer kan vi i øjeblikket ikke automatisk vise informationer om regionaltogene. Vi henviser derfor til DSBs hjemmeside

E47 Helsingørmotorvejen: Hørsholm - Lyngby, Mellem frakørsel <9> Hørsholm C og frakørsel <10> Hørsholm S i begge retninger
 E47 Motorring 3: Lyngby - Avedøre, Mellem frakørsel <21> Frederikssundsvej og frakørsel <24> Roskildevej i begge retninger
 Rute 21 Holbækmotorvejen: København - Roskilde, Frakørsel <10> Roskilde Ø i begge retninger
 Rute 16 Hillerødmotorvejen: København - Hillerød, Frakørsel <11> Allerød i begge

Rejseplanen

Fra
Til
Dato 23.03.10 Kl. 15:39
 Afg. Ank. [Find rejse](#)

Cykler

Sidste nyt
11 råd om at cykle i sneen
Tag cyklen gratis med i S-toget
Cykelstier lige nu
Vejarbejder med væsentlig betydning for cyklister
Lys på cyklen
I dag indtil kl. 06.09 og fra kl. 18.25
Hvad siger loven om lys og reflekser på cyklen?
[Mere om cykler](#)

Tag Byens Puls
Følg med i S-togsdriften

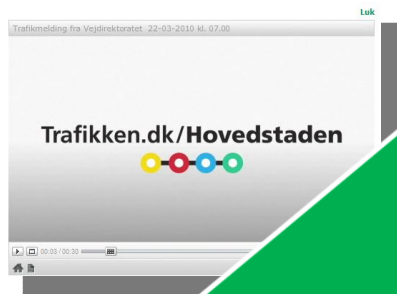
KRISEINFO.DK

Vejrudsigten fra DMI

Tirsdag den 23. marts 2010. Vejrudsigt, der nælder til onsdag aften. Udsendt kl.

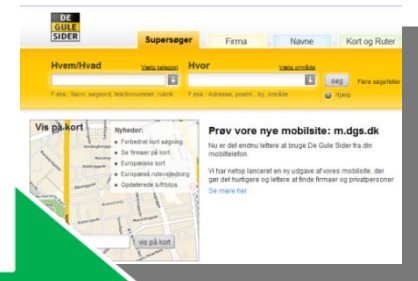


Why Web-TV?



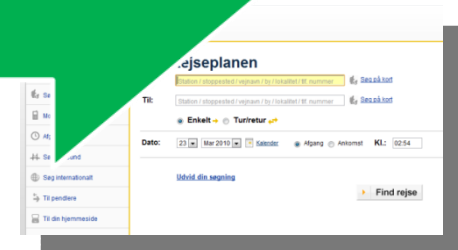
Trafik-TV

- Listen
- See
- Understand
- React



Normal traffic sites

- Read
- Type
- Plan

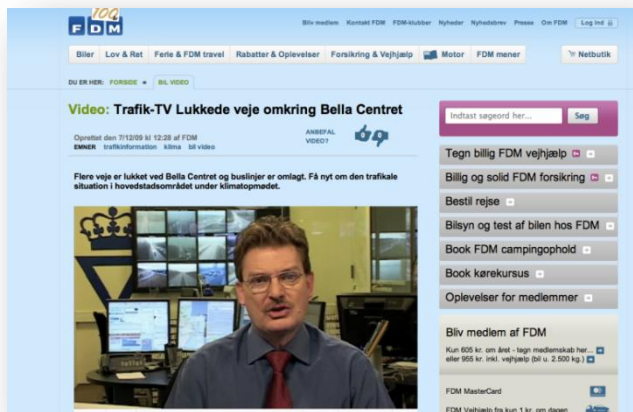


Complex information editorial worked and disclosed
in an understandable and modern way...
where the users are.



Cooperations and media

- Largest newspapers' Web-TV channels
- Local TV-stations
- Public transportation companies
- Traffic sites
- Emergency management – including the police
- SMS/RDS feed/Podcast





PR - TV-Lorry 6th of December 2009



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Evaluation



Challenges with Web-TV

Planned activities

- Worked well.

Short-planned activities

- Difficult since only some authorities had the information and did not pass it on.

Acute activities

- We had the info, but difficult, since some protest demonstrations were quickly over.

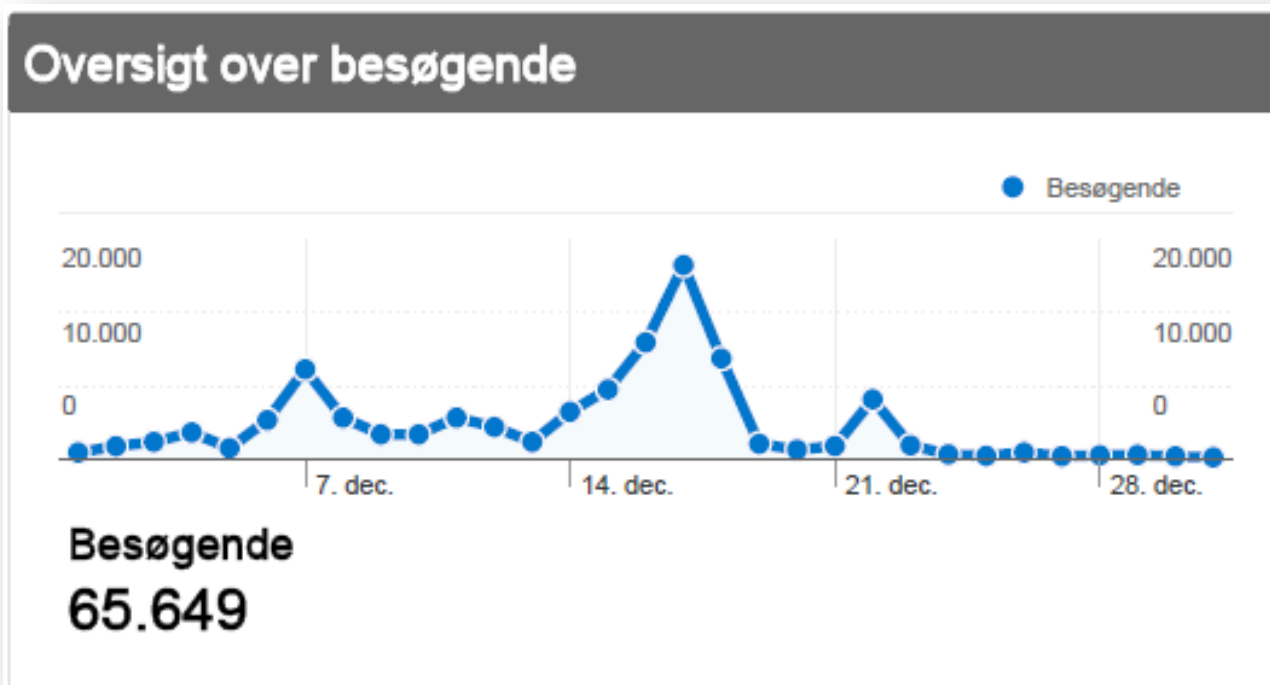


Objectives and achievements

- To deliver coordinated and updated information about the overall traffic situation via as many media as possible.
 - A good editorial cooperation with the partners in TRAFIKinfo.
 - Efficient diffusion via media partners.
- To make the optimum accessibility for all road users during the COP15.
 - Impossible to assess but 2/3 of the viewers of traffic-TV have changed their transportation planning at least once in light of the broadcasts.
- More than 1.000 subscribers for sms-service.
 - During COP15 the number of registered reached 1.096.



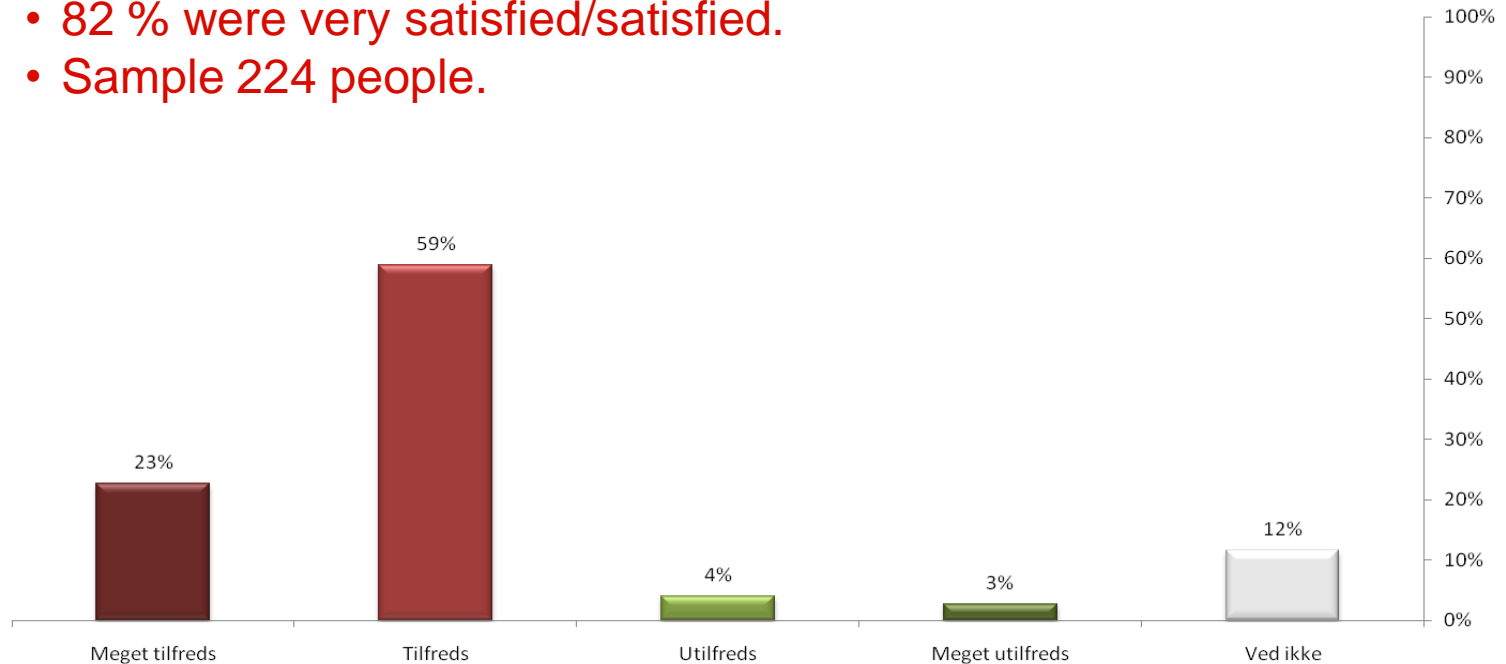
Objectives and achievements





Objectives and achievements

- 75% of the viewers are very satisfied/satisfied with Traffic-TV for the capital region.
 - “How satisfied are you overall with Traffic-TV for the capital region?”
 - 82 % were very satisfied/satisfied.
 - Sample 224 people.



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The future



The perspectives

- New platforms - new penetration options.
- Complex information - editorial worked and disclosed in an understandable and modern way to where the users are.

World championships in cycling...

- Biggest challenge yet.
- Even bigger impact on the traffic in central Copenhagen.