



Moovit Big Data Helps EMT Madrid Improve Urban Mobility in Madrid

EMT Madrid will maximize Moovit's Big Data to improve public transport in Madrid and provide riders with an improved service and a more efficient journey.

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EMT Madrid is working with [Moovit](#), the world's largest urban mobility data and analytics company and #1 transit app, to use Moovit's Big Data for mobility to better understand Madrid's public transport rider use, improve its systems and model future actions of EMT Madrid services.

EMT Madrid and Moovit have partnered since 2013 when Moovit integrated EMT Madrid bus information into its application. At that time, EMT Madrid was the first Spanish and European company to provide its public transport information into the app that now covers more than 2,600 cities worldwide.

Moovit is an early pioneer of Mobility as a Service (MaaS) and it amasses over 4 billion anonymous mobility data points a day around the world. The wealth of data and analytics that Moovit will provide to EMT Madrid will be key to improving the systems for its riders. Moovit's Big Data will also allow EMT Madrid to design new mobility and transportation models. For example, EMT Madrid will deploy design origin-destination matrices to better understand EMT Madrid passengers' daily commutes with greater accuracy.

Public transport and mobility system modeling means EMT Madrid will be able to easily estimate the flow of passengers and vehicles in the transport network at one time. Transport models are necessary tools for planning public transport and mobility in medium, large, and mega cities. These models allow transit agencies to use historical data to model mobility changes, forecast future usage of their systems, and evaluate the evolution of transport and mobility structures. The use of new technologies, data and analysis from Moovit will enable EMT Madrid to develop new algorithms that will substantially improve the predictability and adjustment of its transit system for an overall improved transit experience.

Moovit's MaaS solutions provide a powerful way to understand mobility patterns and provide innovative solutions for mobility issues like how to reduce traffic congestion in certain areas. An example of this is a case study Moovit researched to discover ways to reduce traffic between Madrid and Tres Cantones Technology Park. Moovit found that 75 percent of commuters who use the train or bus walk between 0.8KM and 1.5KM from the station to their final destination, which caused an inconvenient "last mile" experience. Moovit recommended two shuttle services with routes and timings to encourage these

commuters to switch from driving to public transit, ultimately reducing traffic in and out of the city.

“Moovit’s mission is to improve urban mobility for everyone around the world, and Madrid is a city that we’ve had the pleasure of working with from Moovit’s inception,” said Moovit CMO Yovav Meydad. “Just like an air traffic control tower manages the airport traffic, Moovit’s data systems can become the operating system of the smart city. Moovit is pleased that a leading transit organization like EMT Madrid understands the value of these Mobility as a Service (MaaS) solutions to help their riders enjoy a more efficient journey.”

“Moovit has a wealth of data which EMT Madrid saw back in 2016 when Moovit produced the first Global Cities Public Transit Usage Report that collected data from 50 million trips in 47 cities in the Americas, Asia and Europe” said EMT CEO Alvaro Fernández Heredia. “We are excited to continue our partnership with Moovit to help improve our public transport modeling so we can ultimately provide better service for our users.”

About Moovit

Moovit (www.moovit.com) is the world's largest urban mobility data and analytics company and the #1 transit app. Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and more convenient. By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. Named Best Local App by Google in 2016 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and surpassed 250 million users in five years.

Moovit amasses up to four billion anonymous data points a day to add to the world’s largest repository of transit data. The data gathering is aided by Moovit’s network of more than 450,000 local editors called “[Moovitors](#).” These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Moovitors account for 65 percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of Transit.

Moovit is an early pioneer of Mobility as a Service (MaaS). The company helps people change the way they consume mobility by fully integrating other forms of transport, such as local bicycle services, into its app. In 2017 Moovit launched its [suite of MaaS solutions](#) to help cities, governments and transit operators improve urban mobility in their cities.

Moovit is available for free on [iOS](#), [Android](#) and the [Web](#) in more than 2,600 cities, across 85 countries, and can be used in 44 languages. More than 100 cities and global events, including Rio de Janeiro for the 2016 Olympics, have made Moovit their official transit app.