



HERE Traffic Analytics Speed Data

Traffic insights for informed decision-making

HERE Traffic Analytics Speed Data is a cutting-edge solution designed to help enterprise and government customers make informed decisions for future traffic management strategies using historical road traffic data.

Drive towards efficiency and optimization in various domains including driving experiences, urban planning, retail site selection, CO2 emissions reduction, and more.

Main enhancements in version 1.8 (released on February 28, 2024):

- Harmonic means: improved congestion reporting within a network
- Vehicle distance travelled: detailed summaries of distances traveled
- Probe counts: accurate measurement of the traffic volume (based on HERE probes) on busy road segments

Key industry use cases

- Improved traffic management
- Advance urban planning and development
- Strategic infrastructure investments
- Enhanced traffic safety
- Effective CO2 emissions reduction
- Improved real estate site selection
- Precise accident risk assessment in specific locations
- Targeted advertising and marketing analysis



Granular coverage

Covering 100% of all road classifications, from highways to residential streets.



Privacy by design

Developed with privacy best practices in mind, ensuring compliance with regulations and confidentiality.



High accuracy

Leveraging billions of probe points from approximately 200 different providers.

Speed data features

- Six years of history, updated daily
- Guaranteed freshness of two weeks; typically 48 hours
- Friendly user interface and REST API for easy access
- Options of 5, 15 or 60 mins of speed data granularity
- Customizable queries to refine roads of interest and level of statistical details
- Includes speed distribution measures for in-depth analysis
- Data applicable or truck, passenger vehicles, or a combination of both
- Compatible with any map using TMC location tables



Data format

CSV file



Coverage

Available in 57 countries



About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

Want to talk? We do, too. [Get in touch here.](#)

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