

## Predictive Traffic Flow Information Becomes Reality

Thilo Koslowski

Clear Channel Radio's Total Traffic Network and Inrix have partnered to enhance the functionality of their respective offerings. The partnership is an important step in introducing predictive traffic flow information.

## NEWS ANALYSIS

---

### Event

On 8 November 2005, Clear Channel Radio's Total Traffic Network and Inrix announced a partnership to enhance the functionality of their respective offerings. The partnership will provide predictive traffic flow and forecast information services.

### Analysis

This agreement is an important step in introducing predictive traffic flow information. The teaming of Total Traffic Network, a provider of real-time traffic data, and Inrix — with its real-time, predictive and forecast traffic information services — will result in a new level of complete traffic reporting. Consumers, fleet operators, providers of navigation systems (such as automotive suppliers), Internet content providers and local governments in the U.S. can leverage this partnership for financial gains, efficiency improvements and better asset utilization.

Traditional traffic incident information is accessible via radio broadcasts, the Internet and some car navigation systems. However, its value is often limited by outdated information that does not allow users to avoid traffic incidents. With predictive traffic information, users can anticipate future traffic flow and plan for alternative routes before encountering congestion. The user benefits include shorter travel times, decreased fuel consumption, reduced operating costs, lower emissions and improved road use.

Consumers are clearly interested in applications with predictive traffic information. In a recent Gartner study, nearly one-third of U.S. vehicle owners indicated interest in adding a service to provide route suggestions based on anticipated traffic flow for their next new automobile. Such predictive information must be integrated into users' daily routines if its value is to be maximized. For example, predictive traffic flow information could be used to automatically notify a courier to leave the office 30 minutes early due to anticipated traffic flow problems, allowing on-time arrival.

### Recommendations

- **Service providers:** Explore opportunities to enhance traffic and navigation applications using predictive traffic flow data from this partnership. Evaluate the predictive traffic information offering for accuracy and reliability.
- **Application providers:** Seek partnerships with Inrix and Clear Channel to maximize the impact of predictive traffic information by influencing customers' decisions when identifying the ideal route or start time for a planned drive.
- **Governments and public agencies:** Leverage predictive traffic flow information for traffic and road management. Metropolitan areas with recurring traffic problems can use predictive flow models to reduce congestion peaks through intelligent traffic management.

**Analytical Source:** Thilo Koslowski, Gartner Research

### Recommended Reading and Related Research

- "Telematics Must Evolve to Enable Device-to-Vehicle Integration" — Mass-market adoption of telematics will depend on solutions centering on portable device integration.  
**By Thilo Koslowski**

- "Hype Cycle for the Automotive Industry, 2005" — Automotive companies must develop individual technology and process implementation plans and prioritize their investments.  
**By Thilo Koslowski and Martin Piczalski**

(You may need to sign in or be a Gartner client to access the documents referenced in this First Take.)

## **REGIONAL HEADQUARTERS**

---

### **Corporate Headquarters**

56 Top Gallant Road  
Stamford, CT 06902-7700  
U.S.A.  
+1 203 964 0096

### **European Headquarters**

Tamesis  
The Glanty  
Egham  
Surrey, TW20 9AW  
UNITED KINGDOM  
+44 1784 431611

### **Asia/Pacific Headquarters**

Gartner Australasia Pty. Ltd.  
Level 9, 141 Walker Street  
North Sydney  
New South Wales 2060  
AUSTRALIA  
+61 2 9459 4600

### **Japan Headquarters**

Gartner Japan Ltd.  
Aobadai Hills, 6F  
7-7, Aobadai, 4-chome  
Meguro-ku, Tokyo 153-0042  
JAPAN  
+81 3 3481 3670

### **Latin America Headquarters**

Gartner do Brazil  
Av. das Nações Unidas, 12551  
9º andar—World Trade Center  
04578-903—São Paulo SP  
BRAZIL  
+55 11 3443 1509