

**116xyz number
request for ETTIN**

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1. Introduction

Europe shows a continuously strong increase of traffic volumes and related problems. International travelling in Europe is growing even faster. There is a strong need from both the national and international traveller to get good access to high quality traffic information.

In many countries traffic and traveller information services are available for the drivers, but mainly in the local language and the information is limited to the country itself. Often drivers do not know which services exist and have difficulties to access them.

A single European-wide telephone number for traffic and travel information would make it much easier for the national driver and especially for the international driver to get access to the services. Furthermore, such an easy access will boost the introduction of new traffic and traveller information services, especially European-wide services.

Since more than ten years the European Road Operators (road authorities and concessionaires) cooperate in the Multi Annual Indicative programme of DG-TREN to coordinate and harmonise the deployment of Intelligent Transport Systems in Europe. Both traffic management and traffic information services have grown significantly during this period in the participating European countries. An important achievement is the strong increase of the European dimension of those services. There are now many international exchanges of traffic information and many cross border implementations to manage the international traffic.

So there is a strong need from the (international) traveller for easier access to traffic and traveller services and for European-wide services. The road operators have created a firm infrastructure for collecting and disseminating the corresponding information and are continuing to extend this.

The road operators realised the need for a single European number (also triggered by the equivalent in the USA: 511). In 2006 they carried out a Quick Scan to investigate the needs and wishes and the feasibility for such a number. The results were positive, see the report "Final Report ETTIN Quick Scan". As a working title the abbreviation ETTIN (European Traffic and Traveller Information Number) is used.

There is an increasing amount of traffic and traveller information services available via the Internet and Smartphones. However, a harmonised European telephone number is and will remain very important since:

- Almost everybody has easy access to a telephone (fixed or mobile), while there are (and also will be) many people (e.g. elderly people, non-business people, etc.) that do not have easy access to the Internet.
- The ETTIN telephone number provides information both pre-trip and during the trip. Access to Internet while on the trip is much more cumbersome.
- Existing Internet and Smartphone services are not harmonised and are not likely to become harmonised (too many different players with different interests). ETTIN will create a European-wide harmonised portal (at least at the main menu).
- While driving reading information from a Smartphone can be unsafe (depending on the layout, etc.). Providing the information by voice is less unsafe. ETTIN will also stimulate and support that the information provision is as safe as possible.
- Current Internet and Smartphone services are mainly single lingual. ETTIN will stimulate as much as possible that the ETTIN service will be multi-lingual.

- Current Internet and Smartphone services are mainly single lingual. ETTIN will include a multi-lingual service within their defined implementations steps.

One of the results of the Quick Scan is that a 116xyz number is a good option to realise such a European-wide number in a short time. The 116xyz initiative of DG-INFOS fits very well with the ETTIN objectives since it fulfils two principle requisites, harmonised pan-european service and social-added value.

The European road operators have erected the ETTIN Working Group consisting of seven actively participating road operators (DGT-Spain, RWS-The Netherlands, MEDAD-France, SANEF-France, Highways Agency - UK, VTT - Finland, ViaSuisse - Switzerland). This Working Group is responsible for the ETTIN initiatives and to coordinate further developments. Many other road operators have expressed their interest in an ETTIN development as well.

With the current report, the ETTIN Working Group officially requests the European Commission to reserve a 116xyz number for traffic and traveller services.

2. Requested number

The ETTIN Working Group requests the following number:

- A. First choice: 116116
- B. Second choice: 116100
- C. Third choice: 116123

3. Description of the proposed type of service

The ETTIN number will provide access to:

Services providing traffic and traveller information to fixed and mobile callers. Traffic and traveller information will include a common minimum harmonised information such as queue lengths, travel times, road works, parking, incidents, predictions, public transport information (on trains, metro and busses, scheduled and dynamic), traffic-related weather information and major events.

The ETTIN number will not provide access to:

- Emergency services: Services where the traveller can get help in case of an emergency such as an accident, injury, fire, etc. and needs assistance from police, doctor, etc.
- Breakdown services: Services for the car users to call for assistance from e.g. an Automobile Association when their car breaks down or when they had an accident.

4. Detailed description

Content

The ETTIN number will provide access to a large number of existing and new to be developed services.

The users' entry point will be a common automatic IVR portal. The first implementation will be to redirect users to the service provider of their choice. It will provide information offered for free and information offered under cost.

In general the service will provide the information to the end-users by voice. But it will also be possible, in future steps, that the information will be provided to the end-users via SMS/MMS or webservice.

The implementation of the service will vary greatly from one country to another; e.g. in Spain DGT will be the only service provider but in the Netherlands Rijkswaterstaat cannot offer this kind of service; in NL only private service providers can offer these services to the end-users.

In the first implementation phase, each country will be responsible for the services offered in its country; i.e. the nature and the scope of the services but always based on the same harmonized IVR portal.

These services will provide information:

- Traffic:
 - i. Queue lengths
 - ii. Travel times
 - iii. Road works
 - iv. Incidents
 - v. Parking
 - vi. Predictions
- Traffic-related information:
 - i. Weather information (for as far as it influences the traffic)
 - ii. Major events (for as far as it influences the traffic)
- Public transport information:
 - i. Train, metro and bus
 - ii. Schedules
 - iii. Delays and other distortions

The first approach of ETTIN will focus on offering road information for personal vehicles and heavy good vehicles.

Most existing services provide information about one region or country and in one language. It is scheduled that these services will be extended to cover a large area (up to European-wide) and to provide the information in different languages (multi-lingual).

The mentioned information (traffic, traffic-related and public transport) will be the main part of the service to be provided via ETTIN in its first implementation phase. Depending of the service provider, the existing and new services might provide more information than mentioned above.

Supporting website

In support of the telephone number ETTIN will also provide a website, which serves three purposes:

- It serves as a marketing tool.
- It eases the use of the ETTIN IVR portal, the end-user will be able to define his personal profile beforehand via the ETTIN website together with his telephone number. When connecting to the ETTIN IVR portal, the ETTIN system can then provide a reduced menu based on the profile (e.g. a predefined language, country, etc.).
- It provides links to websites of service providers cooperating with ETTIN.

Organisation

The ETTIN Working Group (later to become the ETTIN Deployment Coalition) will provide licenses to service providers to connect to the ETTIN portal. The ETTIN Working Group will also define minimum requirements to those services and will monitor if they are fulfilled.

The end-users will have a wide variety of services to choose from (different information types, different languages, considering different countries, etc.). The ETTIN IVR portal will be harmonised in such a way that the ETTIN portal menu is as much alike as possible in the different countries.

Business model

Costs for the end-users

Traffic, traffic-related and public transport information services are mass services. Millions of people are using them yearly (e.g. 20 million per year in Spain at this moment). This is financially not feasible with a complete free-to-caller approach. Connecting to the ETTIN IVR portal will have to be charged (e.g. against the local tariff, but the level depends on the implementation per country). The ETTIN menu will clearly indicate to the user if he is going to enter such a premium service or if it is free of charge.

Benefits for the end-users

Currently in most countries several or even many services exist in the area of traffic and public transport information. The national traveller has, however, often large difficulties in finding the service he wants and to remember its telephone number(s). This problem is even much bigger for the international traveller. A harmonised number will ease the access to these services for both the national and the international travellers.

The existence of a harmonised number will also strongly stimulate the availability of new and extended services, especially those with an international character (multi-country, multi-lingual).

Research has shown that well informed drivers can save up to 10% of their driving time and drive more safe and more comfortable.

Costs of the ETTIN organisation

The ETTIN organisation will be kept as small and efficient as possible. The costs for the organisation and the main ETTIN system (the IVR's with the main menus in the different countries and the ETTIN central website) might be recovered from the following sources:

- Via agreements with the Telecom Operators a part of the local tariffs paid by the end-users might go to the ETTIN organisation.
- Via agreements with the Service Providers a part of their revenues might go to the ETTIN organisation.
- Road Operators might be willing to contribute to the central part of ETTIN, since this supports the reduction of congestions and delays.

5. Harmonised service of social value to European citizens

The traffic and travel problems in Europe are immense (per year over 50.000 casualties, over 200.000 people severely injured and billions of Euro's economical loss due to delays). Several studies prove good traffic information reduces delays and increases safety and comfort of the drivers. A good and easy access to this information is necessary. Such a harmonised approach does not exist for IVR/Call centre services. There exists several portals on the internet, but even those are limited in language and coverage.

ETTIN is targeted to both the national and international travellers. For the international travellers the problem to get access to services is the most important one. Very few people know the telephone numbers of services abroad. But for the national traveller the same problem exists and the number of national travellers is much higher than that of international travellers.

Example of the use of ETTIN

The summer holiday started and a German family (from Hamburg) heads off for the Italian north-west coast. At home they have indicated via the ETTIN website that they will be travelling for three weeks via Switzerland to North-Italy and back. So their normal profile (traffic information in North-Germany) is temporarily modified. When they arrive in Switzerland, they would like to know what is the fastest route to Milan. They could have checked at home, but that was no real time information. They dial 116100 just like they usually do when they need traffic information in Germany. The ETTIN IVR recognizes their number and switches them directly to a German speaking service. Then they can select what they would like to know via a voice recognition menu. Apparently an accident happened in the Brenner tunnel and is therefore closed off and now. With the received information, they can make an informed choice on the alternative route they choose.

Like this, millions of tourists, business-men and truck drivers are travelling through Europe each year and most of them have no idea how and where to get traffic and travel information or are not able to understand the foreign language.

6. A description of the organisation(s) that is (are) interested in providing the service

For ETTIN it is important to make a distinction between the ETTIN IVR portal and the underlying services.

The services will (and many are already) provided by service providers or organisations acting as service providers. This includes private service providers, road authorities, automobile associations, broadcasters, etc.

For the ETTIN IVR portal, the current thinking is that an independent body (the ETTIN Deployment Coalition) will be erected to monitor and steer the European and harmonisation activities, while in each country a local ETTIN Deployment body will be erected. This body will most likely exist of service providers (or organisations acting as such) and road operators.

Six road operators (DGT-Spain, RWS-The Netherlands, Highway Agency-UK, MEDAD-France, SANEF-France, VTT-Finland) and one service provider (ViaSuisse-Switzerland) form the ETTIN Working Group. They and other road operators have expressed their interest to work together to define and - if successful - introduce ETTIN.

Intended time plan

The current planning is as follows.

The year 2007 will be used to reserve the ETTIN number and to further design the ETTIN organisation and the ETTIN system. This will be done in close cooperation of European Road Operators, Service Providers and Telecom Operators.

In the first half of 2008 a demonstrator project will be set up in order to demonstrate and to test the ETTIN system.

Starting from the second half of 2008 the first operational services under ETTIN are expected. The first services are probably already existing services which will be made available also via the ETTIN number.

7. Any other evidence to support the request

Road Operators have done in 2006 a Feasibility study on ETTIN, including a questionnaire for the formal statements of most road operators in Europe. This report is public and available on request.

The ETTIN working group has drawn up an ETTIN system description containing information about the technical, organisational and marketing aspects of ETTIN. This document is available on request.

The following parties (by means of the undersigned Lol) declares that they support the basic idea of an ETTIN number throughout Europe and that it will be active in their own countries to arrange that the available traffic and traveller information can be reached via the unique ETTIN number.

- Road authorities:

- DGT, Spain
- RWS, Netherlands
- MEDAD(French Ministry for Ecology, Sustainable Development and Planning), France
- Highways Agency, UK

- Service providers
 - Viasuisse, Switzerland
 - VTT, Finland

- Road operators
 - SANEF Group, France.