



Republic of the Philippines
Department of Transportation



Updates on Mobile Big Data in Transport Planning

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Background

TOTAL
POPULATION



107.3
MILLION

URBANISATION:

47%

MOBILE
SUBSCRIPTIONS



124.2
MILLION

vs. POPULATION:

116%

INTERNET
USERS



76.00
MILLION

PENETRATION:

71%

ACTIVE SOCIAL
MEDIA USERS

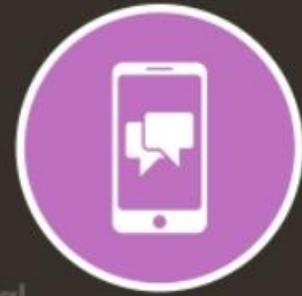


76.00
MILLION

PENETRATION:

71%

MOBILE SOCIAL
MEDIA USERS



72.00
MILLION

PENETRATION:

67%

Source: <https://datareportal.com/reports/digital-2019-philippines>



Present Situation of Data Acquisition



February 2019 –
Requested data

August 2019 –
Requested data
September 2019 –
Globe Forwarded
request to their
analytics company in
Singapore



Current Status of Data Protection Act

Data Privacy Act

Fully titled, “An Act Protecting Individual Personal Information in Information and Communications Systems in the Government and the Private Sector, Creating for this Purpose a National Privacy Commission, and for Other Purposes”

Personal Information

“Personal information” refers to any information, whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual



Present Issues

- Willingness of the Telco Companies to provide data
- Insufficient knowledge and human resources in MBD analysis
- Lack of infrastructure (Computer and software)



Future Plans and Expectation of MBD Analysis

- Capacity building on MBD Analysis
- Coordination with other possible data providers
- Incorporation of MBD on transport network model

