

API Datasheet

Population Density Data

The Drone Ecosystem will now have the possibility to access dynamic population density information, to perform ground risk assessments and identify the number of people for a given drone route path in a specific area, date and time.



CHARACTERISTICS

- Provides insights about the number of individuals at risk along the drone route.
- Comprehensive analysis to determine the optimal time for flying a drone between the geographical points of A and B.
- Ability to select the safest routes for drone flying.

INDUSTRIES

ICT SERVICES

TRANSPORTATION & LOGISTICS

SERVICES

LOCATION

PRODUCT FEATURES

- ✓ UTM (UAS Traffic Management) can now have advanced capabilities to swiftly detect gatherings of people, allowing UAS operators to select alternative routes and steer clear of potential risks.
- ✓ Anonymized information to protect individuals' privacy.

BENEFITS

- ✓ Drone operators will now be empowered to make informed decisions to ensure efficiency of operations.
- ✓ Prioritizing areas with the lowest population density to minimize potential risks.
- ✓ Detect concentrations of people to inform UAS operators of increased ground risk.

POPULAR USE CASES

DELIVERY SYSTEMS

TRANSPORT & LOGISTICS

Services: LOCATION

Drones are revolutionizing the delivery industry by offering an efficient and innovative solution for transporting goods. As unmanned aerial vehicles, drones can navigate through various terrains and congested urban areas, delivering packages directly to clients' desired destination points. This delivery system significantly reduces delivery times, especially for urgent or time-sensitive deliveries. Furthermore, drones can reach remote or hard-to-access locations, making them ideal for delivering medical supplies, food, and other essentials in emergency situations or areas with limited infrastructure. With the implementation of the Population Density Data API, these deliveries can be more precise and secure.

EMERGENCY RESPONSE

TRANSPORT & LOGISTICS

Services: LOCATION

In times of crisis, the Population Density Data API emerges as a crucial tool for emergency management. Whether faced with natural disasters or mass gatherings, authorities can rely on this information to gauge population density in impacted regions. By leveraging the API's insights, they can swiftly assess the severity of the situation and allocate resources accordingly. From dispatching rescue teams to coordinating relief operations, the data empowers authorities to make well-informed decisions that prioritize public safety. This proactive approach enhances the efficiency and effectiveness of emergency response efforts, ultimately mitigating the impact of disasters.

MARKETING ACTIONS

DATA DRIVEN MARKETING

Services: COMMUNICATIONS XR

By leveraging data obtained with the Population Density Data API, businesses can pinpoint areas with dense populations, allowing for targeted marketing campaigns. In this way, companies can deploy resources more efficiently, ensuring that marketing initiatives resonate with the right audience at the right time. For instance, they can tailor promotions or services to suit the needs and preferences of urban dwellers, maximizing the effectiveness of their outreach efforts. This dynamic approach not only enhances customer engagement but also drives business growth in competitive markets.

GETTING STARTED WITH POPULATION DENSITY DATA API

01 CHOOSE A CHANNEL PARTNER

Select a suitable channel partner or payment aggregator that offers integration with the Open Gateway API to meet your needs and business goals.

02 DEVELOPER REGISTRATION

To use Open Gateway Products, you must undergo a registration process that includes signing up on both the Channel Partner and Operator platforms.

03 POPULATION DENSITY DATA API CONSUMPTION

After subscribing and sharing credentials, you can access the Open Gateway Product on registered Operators, making API calls through the Channel Partner's gateway.

PRODUCT SPECIFICATIONS

AUTHORIZATION	OAuth scopes: population-density-data-te:read
API DOCUMENTATION	https://telefonica.github.io/opengateway-technical-documentation/population-density-data/
INPUT PARAMETERS	"area": {}, "startDate": "2019-08-24T14:15:22Z", "endDate": "2019-08-24T14:15:22Z"
SERVICE RESPONSE	"geohash": "ezdqemf", "timePopulationData": ["startTime": "2024-01-03T10:00:00Z", "endTime": "2024-01-03T11:00:00Z", "populationData": { "dataType": "DENSITY_ESTIMATION", "maxPopulation": 100, "minPopulation": 20, "avgPopulation": 60



FURTHER INFORMATION

Join the [Telefónica Open Gateway Developer Hub](#) to test our API, develop use cases and improve user experiences.

If you are interested in the potential of Telefónica Open Gateway initiative and you are willing to collaborate with us, [access our Partner Program](#).

For further questions about the initiative [contact our experts](#).

