

Seoul, a city that changes the lives of the citizens based on data



The Seoul Metropolitan Government
Director-General for Smart Policy Bureau
Weonmok LEE

Seoul, a city where the past and future exist together.

An excellent natural environment with the Hangang River and rich green spaces

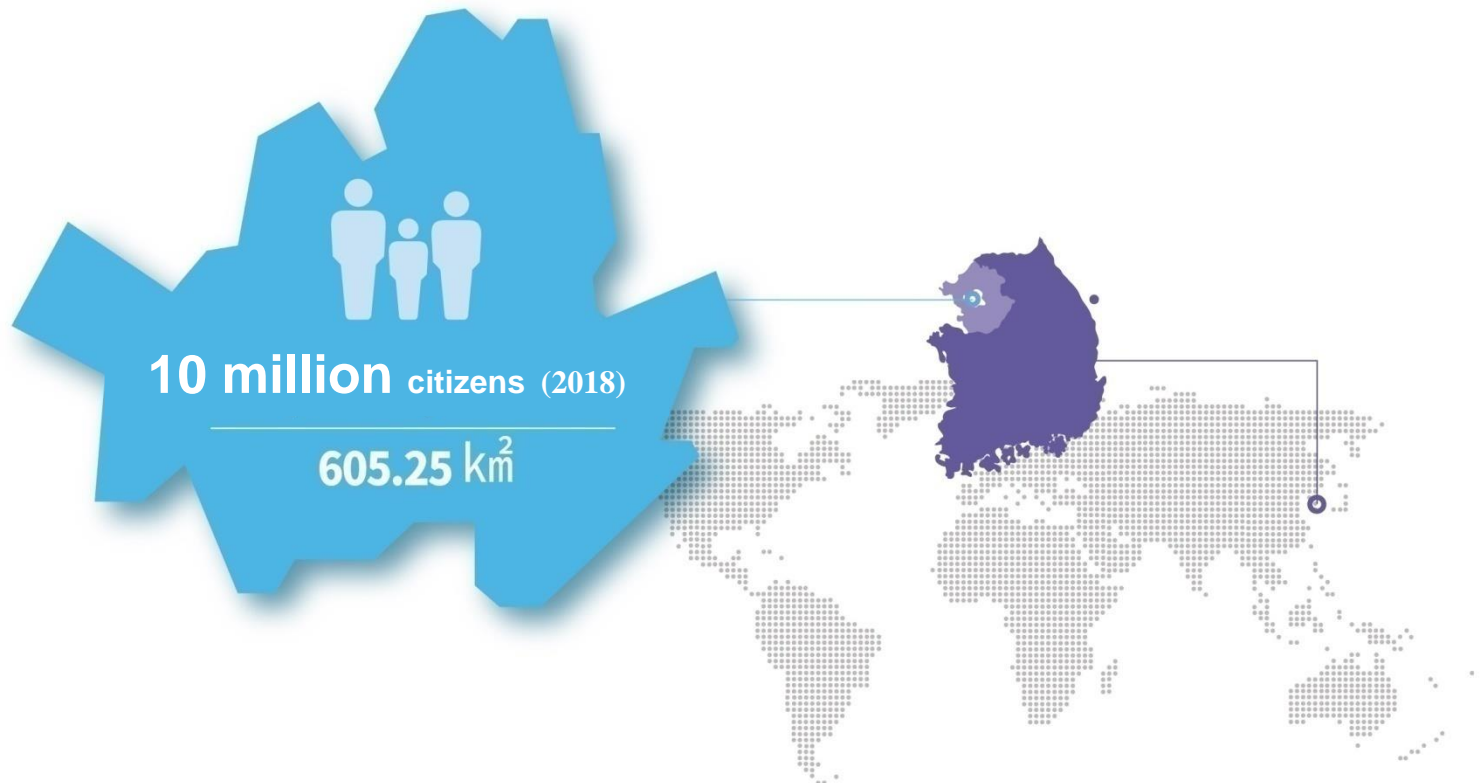
A center of politics, economy and culture of Korea





About Seoul

- **Location:** Centrally located in the western part of the Korean Peninsula
- **Population:** About **10 million** (22% of Korea's GDP)
- **Size:** 605.25 km² (0.6% of the total land)
- **Features:**
 - **80% of ICT companies** of Korea is located in Seoul
 - More than **93% of Seoul citizens** are smart phone users
 - **3rd place** on the 50 Global Smart City Evaluation by Mckinsey Global Institute



Increase in public service demand and complex urban problems

Traffic &
transportation



Economy



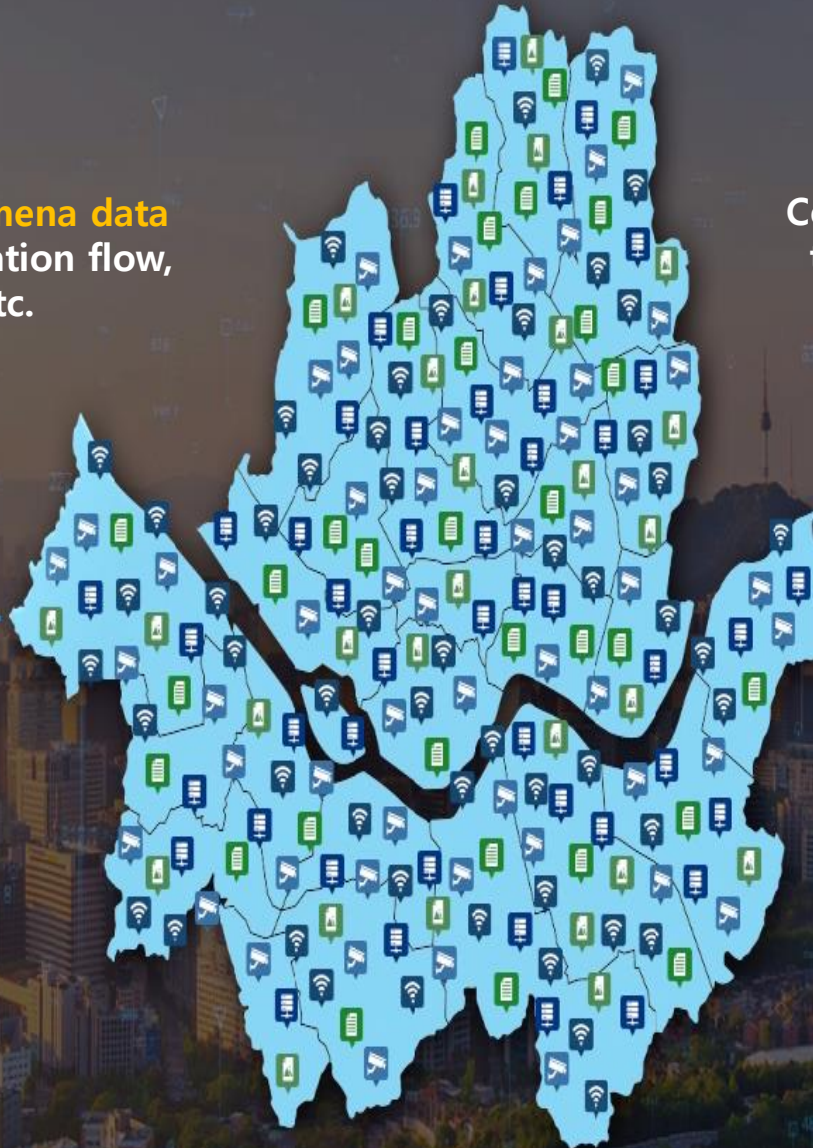
Public
Administration



Collecting Urban Data

Collecting **urban phenomena data** such as fine dust, population flow, wind direction, etc.

50,000 IoT based multi-function sensors, S-Dot



Collecting **administrative data** in the field of economy, welfare, traffic, culture, etc

460 Administrative information systems

The core of smart cities is the data, the oil of the 21 century!

The Intelligent Traffic Information System,



Collecting, analyzing and providing traffic information



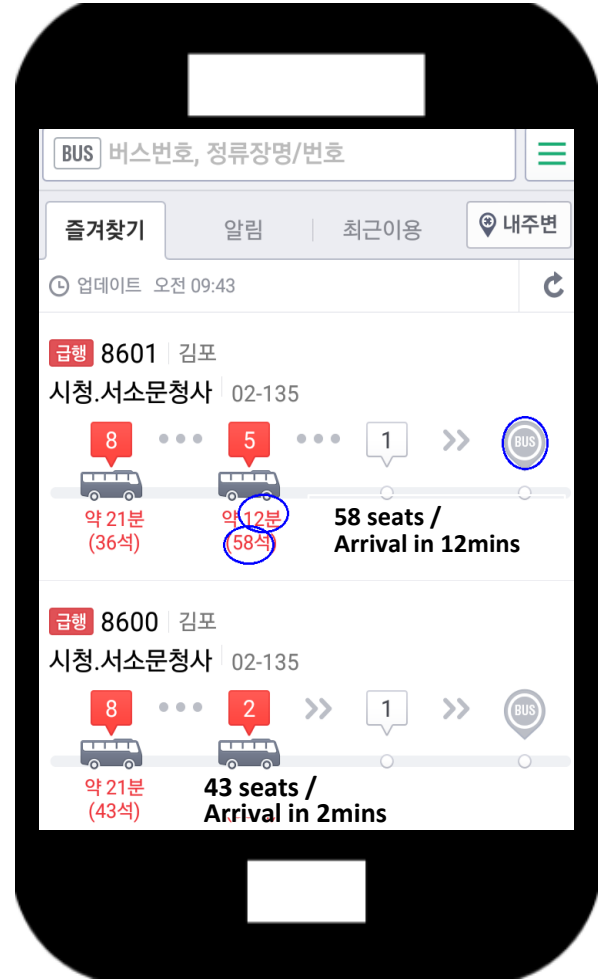
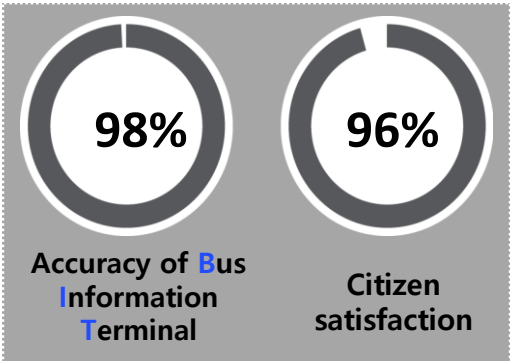
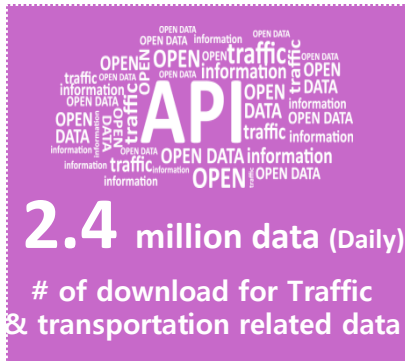
- 24-hour Transportation, Disaster & Security Integrated Management
- Real Time Road Traffic & Bus Management
- Traffic Forecast Using the Big Data.

Real-time bus location and congestion info via Bus Information Terminal at the bus stops

서울역	100	5	151	7
버스환승센터	421	저상	8	504
02-006	1711	6	7011	15
SEoul Topis	곧도착 : 471			



Development of traffic related services by citizens through opening of API



Checking the bus arrival time and empty seats via mobile and web

Resolving Transportation Problem at Night via Data Analysis

Design 9 optimal bus routes
by analysis 3 billion call data and 5 million taxi data



Night Owl Bus



Creating Economic and Social Values through Data Opening

The screenshot shows the Seoul Open Data Plaza website. At the top, there is a logo and navigation tabs for '오픈데이터', '데이터서비스', and '참여·소통'. Below the navigation, there is a search bar and a list of popular search terms (인기검색어) including '음식점', '지하철', '범죄', '우동인구', '병원정보', and '상수도'. A '활용 갤러리' (Usage Gallery) section features icons for various data categories like '일반행정', '문화관광', '환경', '보건', '산업경제', '도시관리', '복지', '교통', '안전', and '교육'. At the bottom, a '시각화 서비스' (Visualization Service) section displays four data visualization examples: a bar chart for 'Number of commuters by means of transportation', a network graph for 'Korean history study', a line chart for 'Changes in the number of passengers by subway line', and a bar chart for 'Changes in Seoul's budget spending'.

This block illustrates three types of data visualization: 'Sheet' (a table of data), 'Chart' (a bar chart), and 'Map' (a geographical map with a highlighted blue path).



Open data



Integrated data search



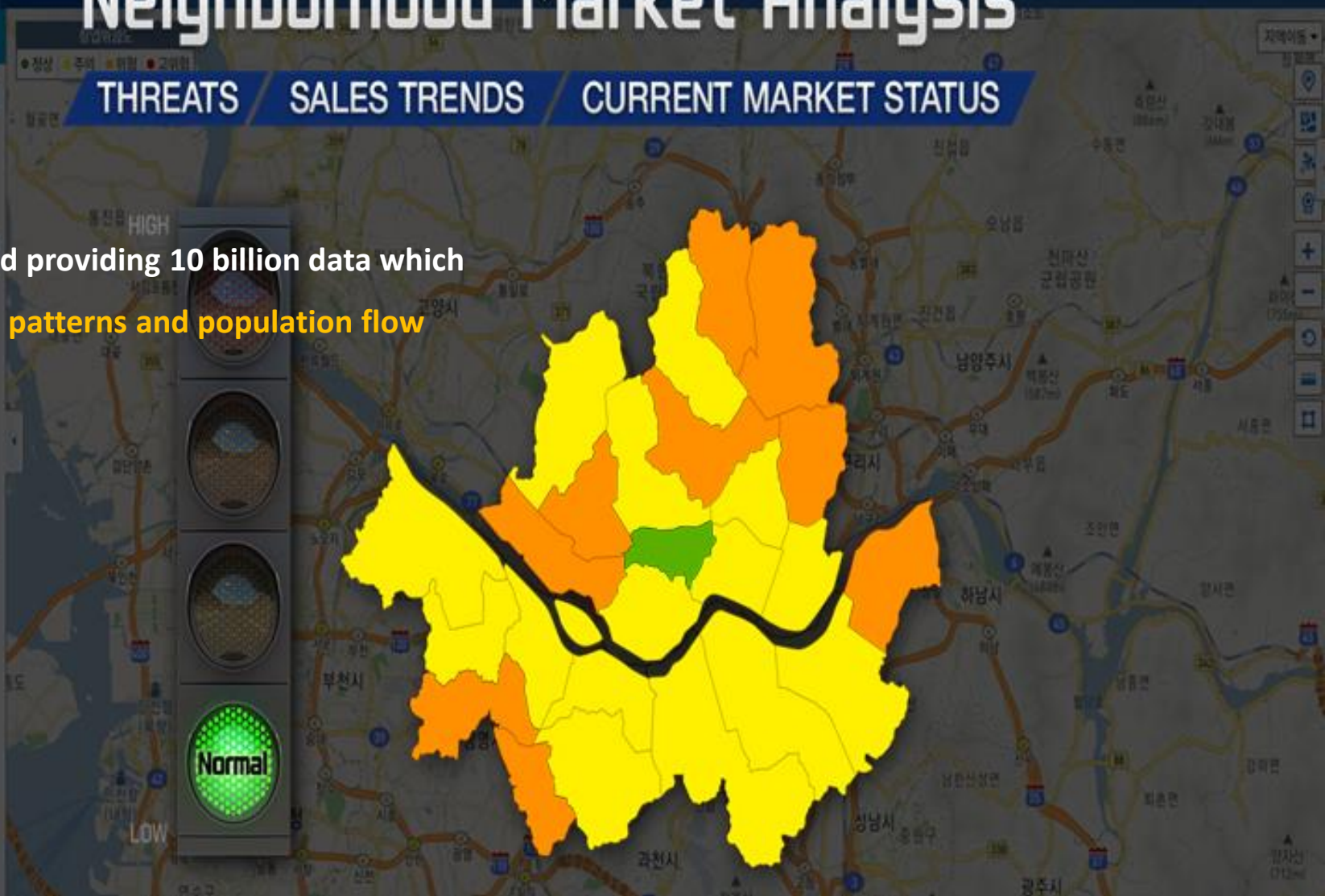
Data visualization

A diagram titled 'Types of open data' showing various data formats and services: Sheet, Open API, Chart시각화, Map, File, Link, and LOD.

Neighborhood Market Analysis

THREATS / SALES TRENDS / CURRENT MARKET STATUS

Analyzing and providing 10 billion data which include sales patterns and population flow



Analyzing potential risk, market trends and more by one click

Sharing Real Time Administrative Data with Citizens

- Real time monitoring on urban data such as traffic, disaster, environment → use the data for policy decision

300 systems, 1.6million data, 1,200 CCTV camera & 210 visualized content



Big data storage

Virtual Seoul

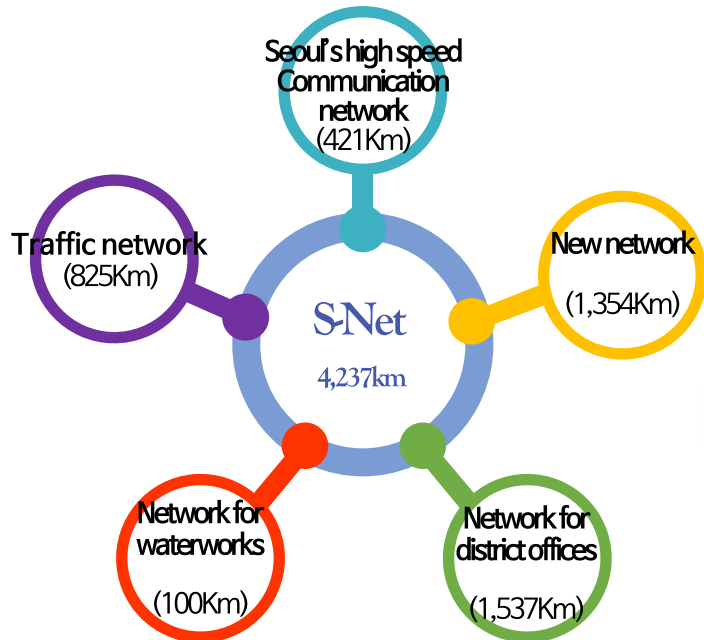
IoT based Urban data Management system

Citizens' words maps

Seoul's New Smart City Infrastructure, S-Net

Establishing a municipal broadband network connecting all parts of Seoul

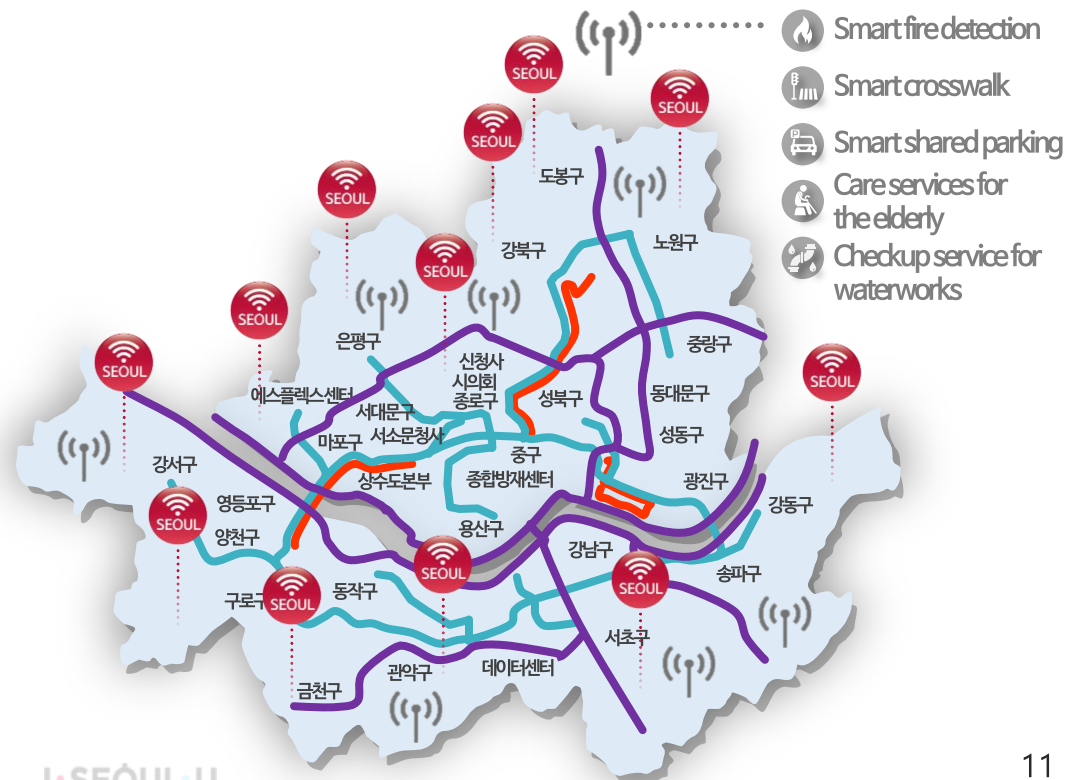
- 1st stage Utilizing the existing 2,883km broadband networks, Integrate and connect the each part of Seoul
- 2nd stage Establish new networks with 1,354km in length by 2022



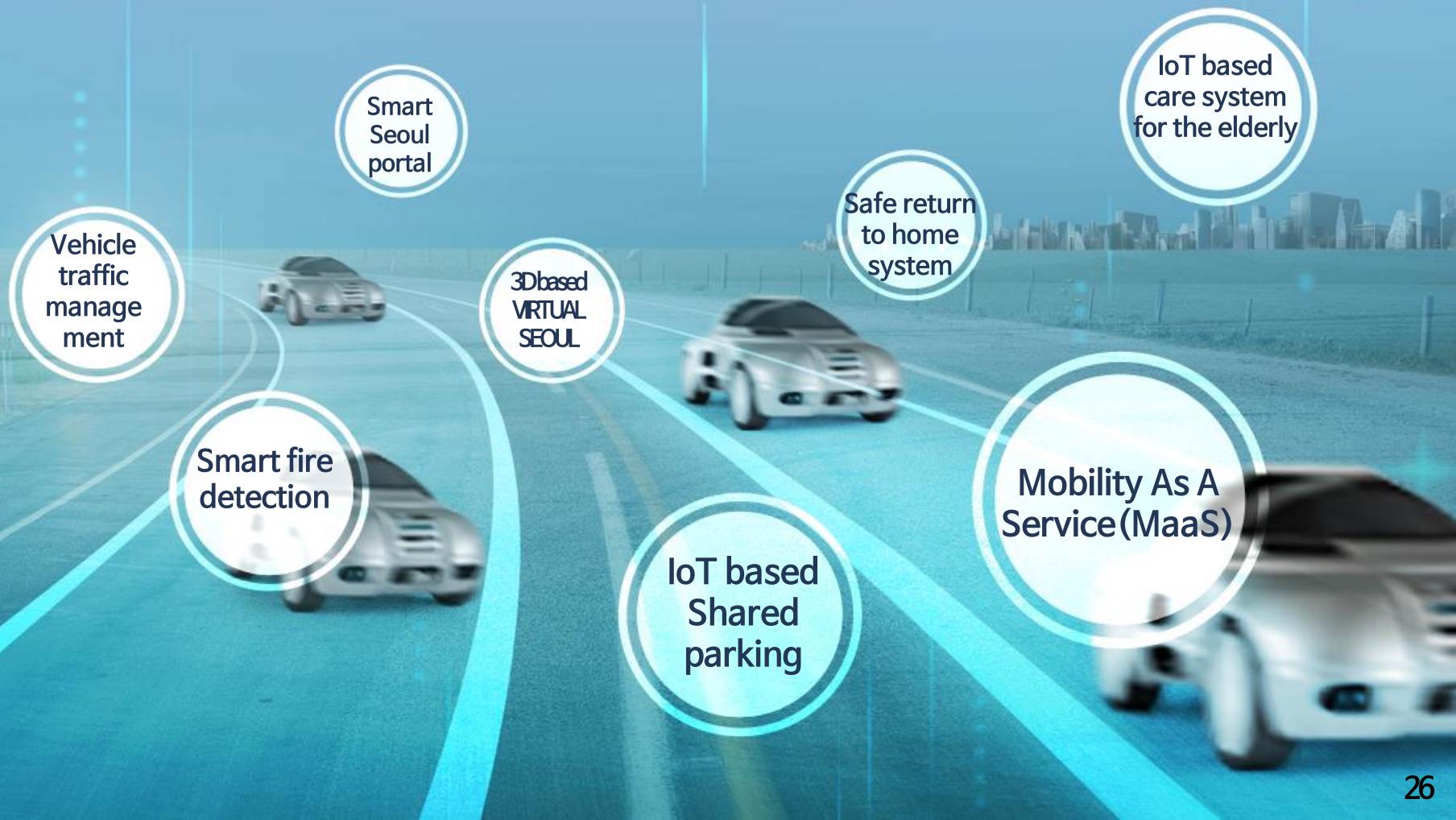
Building public IoT networks throughout the city

Install the IoT backbone network connecting the city hall and 25 district offices

Install IoT sensor network covering all over Seoul



SMART CITY SEOUL, created with S-Net



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감사합니다!

Thank you!

Хвала вам!