PRESS RELEASE

Kogenta Selected as Key Partner in Norwegian Travel Habits Survey

London/Oslo, 5 November 2024 – Kogenta, a leading provider of Location and Movement Data products to over 35 enterprise customers, is proud to announce its selection, along with consortium partners, for a pivotal role in Norway's National Travel Habits Survey (RVU). The consortium, led by Opinion and including Kogenta, Norstat, and the Institute of Transport Economics (TØI), has been awarded a prestigious six-year contract. This partnership positions Kogenta at the forefront of an essential national initiative, enabling key insights into the travel patterns and mobility trends across Norway.

The RVU survey, commissioned by leading Norwegian transport entities—including the Norwegian Public Roads Administration, Norwegian Railway Directorate, Avinor, Bane NOR, Nye Veier, and the Coastal Administration—gathers critical data to support transportation planning decisions at both local and national levels. The results of this survey are essential for understanding evolving travel habits and is used when shaping Norway's future mobility landscape.

Innovative and Comprehensive Approach
The consortium's proposal was awarded the contract based on excellence across all criteria: quality, experience, and cost-effectiveness. The technology provided by Kogenta will enable automated travel diaries, improving the accuracy and timeliness of the survey data. Kogenta's expertise in data collection automation will support the development of a reliable solution for Norway's transportation planning needs.

Oskar Kleven, Project Manager for RVU, is satisfied with its choice of suppliers: "For us, it will be good to collaborate with a supplier who has solid experience with RVU, while also being able to introduce new methods and technology that can further improve the survey. We believe that we have such a solution with Opinion and partners. We look forward to even closer collaboration in the years to come and are excited to see the results of the innovation opportunities that lie in the new contract period."

Executive Statements
John Aalbers, CEO at Kogenta, commented on the contract award: "We are thrilled to play a key role in such an important initiative. Each partner in our consortium brings unique strengths, enabling us to deliver a solution that meets the Norwegian Transportation industry's need for high-quality, reliable data. Kogenta's technology automates core elements of the survey, ensuring data precision and enhancing survey efficiency."

The consortium's efforts under the new contract will deliver innovative, data-driven insights essential to the future of transportation in Norway.

About Kogenta

Kogenta provides advanced spatial analytics and contextual data solutions that help organisations make smarter, data-driven decisions. By combining rich location, movement and contextual datasets with powerful analytical tools, Kogenta enables businesses across Advertising, Transport, Retail, Local Government and beyond to better understand the world in which they operate.

More information about Kogenta Connect and the broader Kogenta platform can be found at www.kogenta.com

Media Contact: press@kogenta.com