



ERSO Press Release

EUROPEAN ROAD SAFETY WEBSITE OFFICIALLY LAUNCHED IN ROME

Number of visitors on www.erso.eu increases every month

During the 2nd SafetyNet conference, which took place in Rome in April 2008, the European Road Safety Observatory website www.erso.eu was officially launched.

The ERSO website is part of the Road Safety Action Programme of the European Commission.

Being the main gateway to a central resource of European road safety data, knowledge, and links, the ERSO website www.erso.eu is an essential website for all European road safety professionals. It is a unique source of information for policymakers and researchers wishing to obtain details of traffic accident related information.

The ERSO website has been online for over two years. In that period many road safety professionals have already found their way to one or more of the sources available on the site:

- Knowledge: high quality information on a wide range of road safety issues;
- Data: road safety data and road safety related data, fact sheets, and an introduction to road safety databases;
- Links: an extensive collection of links to projects, organizations and events dealing with road safety issues;
- SafetyNet: information about the EC project in which ERSO was developed.

Over the past two years the number of visitors of the ERSO website increased every month:

July 2006: 536 visitors

June 2007: 3537 visitors

June 2008: 6977 visitors

This means that the ERSO website currently has an average of 336 visitors per day.



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Most of the visits are made between 9 am and 2 pm. The average duration of a visit is almost four minutes. Most of the visitors log in via a bookmark (56,9%), others use search engines (such as Google, 27,4%) or external links (EC website etc., 15,5%).

The website is constantly updated with the latest information in all sections. For example, in the Knowledge section recent additions are 'fatigue' and 'speed enforcement'. Examples of recent additions in the Data section are 'linking and analysing road safety data', 'compatibility of EU road safety data' and 'recommendations for road accident investigation'.

The ERSO website allows you to find road safety related information in Europe quickly. You can search for links to all European road safety organisations and projects alphabetically, by country, by focus or by name of the organisation.

To remain informed about the new updates of www.erso.eu you can click the button 'Keep me informed' to subscribe to the ERSO newsletter.

For more information about the ERSO website please contact info@erso.eu.