



Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage

6th annual ASECAP Road Safety Conference

6 March 2013, Brussels

Introduction to the *Roulons-autrement* collaborative web-platform

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An innovative resource center for road safety awareness

Since the 15th of January:

- More than **450** videos
- **23** partnering stakeholders
- **11** countries
- **51,900** video views



An ambitious editorial project

- **Self-produced content** for *Roulons-autrement* :
- Interviews (experts and public figures)
- **130** editorial features (published since the 15th of January)



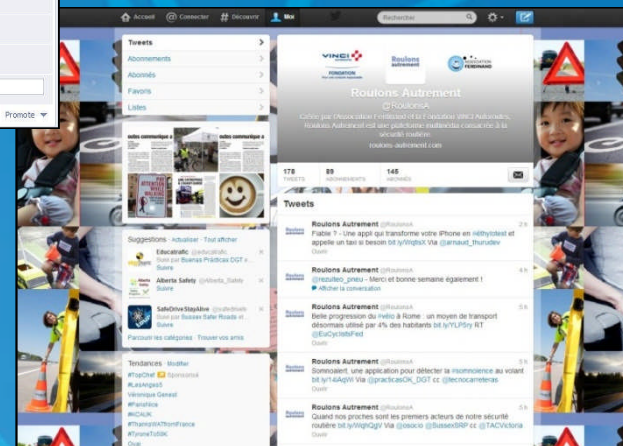
A powerful 2.0 social approach

- An average of **800,000** people reached every week on Facebook
- **65%** of people reached are between 13 and 24 years old
- Strong engagement ratio

Roulons Autrement
1,242 likes · 579 talking about this



298,524 people saw this post



Thank you for your attention

