



EUROPE

WHAT ARE THE LONG-TERM CHALLENGES THAT DIGITALISATION POSES?

11th Florence Rail Forum

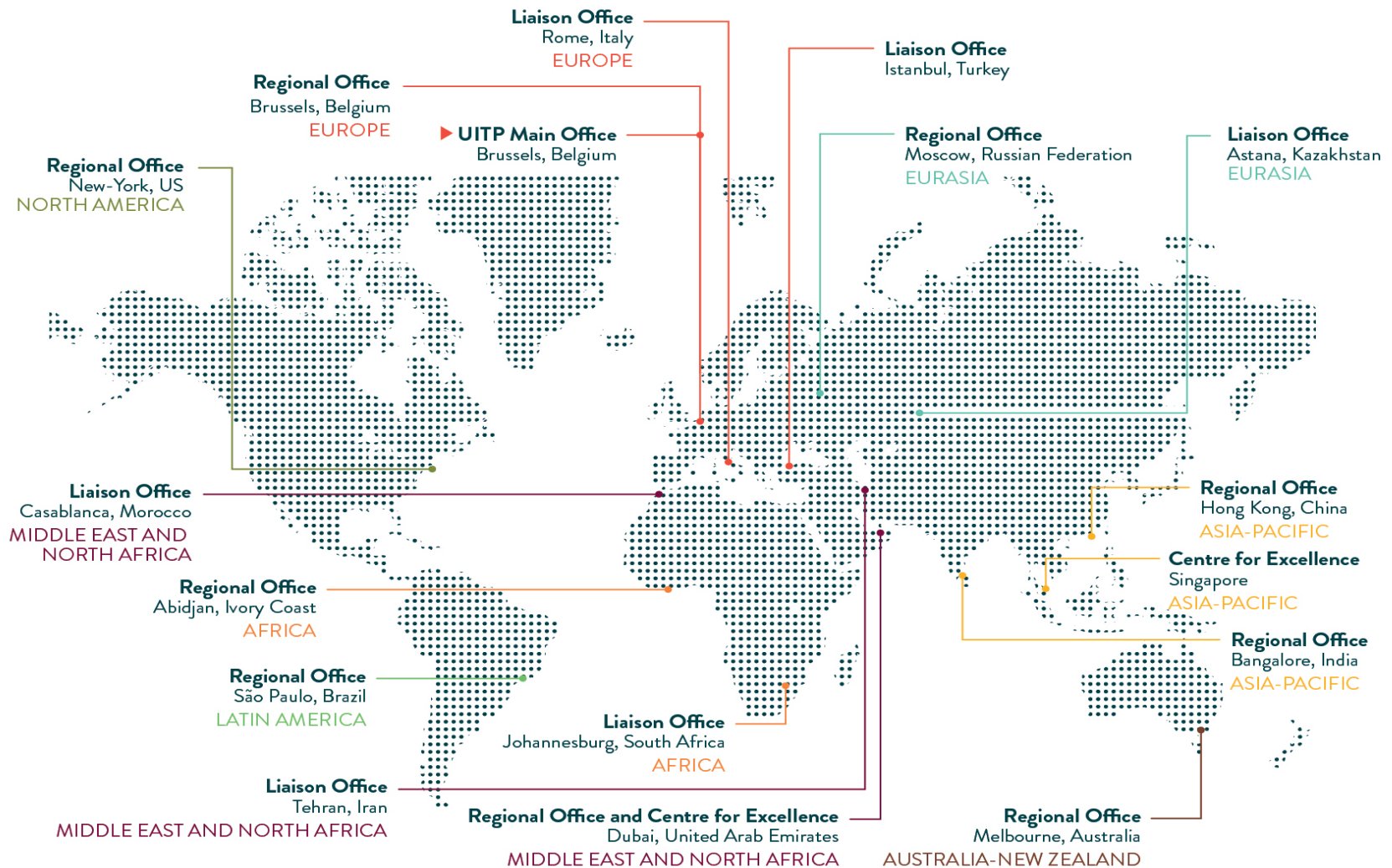
Jarl Eliassen

UITP Expert on ticketing and digitalisation

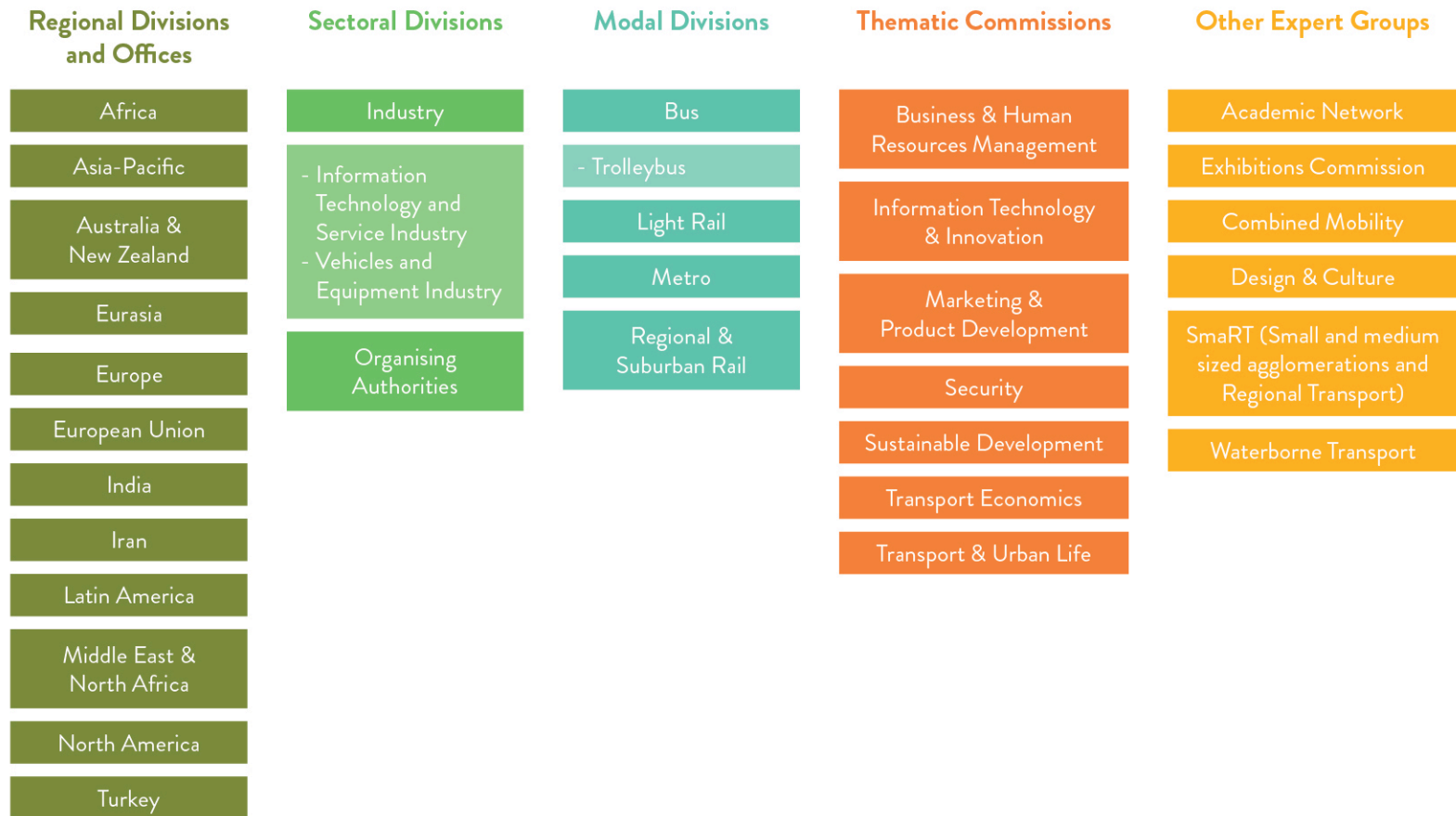
Florence, November 27th

UITP A WORLDWIDE ASSOCIATION

15 offices, 2 centres for transport excellence




Compiling and developing state-of-the-art knowledge for all members





UITP IN THE EUROPEAN UNION

- **More than 400 urban, suburban and regional public transport operators and authorities in the EU**
 - **Perspective of short distance passenger transport services by all modes:**
 - Bus
 - Regional and suburban rail
 - Metro
 - Tram
 - Waterborne
 - Light rail
 - Trolleybus
- 

DIGITALISING OUR SECTOR





- What was the most popular app in 2007?

- *On average we refer to our smartphones +200 times per day!*

The image shows two screenshots from the App Store. The left screenshot is titled 'Top Paid Apps' and the right is 'Top Free Apps'. Both screenshots show a grid of app icons with their names, developers, and categories.

Top Paid Apps		Top Free Apps	
Koi Pond The Blimp Pilots Category: Entertain...	Texas Hold'em Apple Inc. Category: Games	Pandora Radio Pandora Media, Inc. Category: Music	Facebook Facebook Category: Social Ne...
Moto Chaser Freeverse, Inc. Category: Games	Crash Bandicoot ... Vivendi Games Mo... Category: Games	Tap Tap Revenge Tapulous Category: Games	Shazam Shazam Entertainm... Category: Music
Super Monkey Ball SEGA Category: Games	Cro-Mag Rally Pangea Software, I... Category: Games	Labyrinth Lite Edi... Codify AB Category: Games	Remote Apple Inc. Category: Entertain...
Enigma Pangea Software, I... Category: Games	PocketGuitar Shinya Kasatani Category: Music	Google Earth Google Category: Travel	Lightsaber Unlea... TheMacBox Category: Entertain...
Recorder Rotronyms Category: Business	iBeer Hotrix Category: Entertain...	AIM AOL Category: Social N...	Urbanspoon Urbanspoon Category: Travel

DIGITALISATION CAN'T BE STOPPED...

- Digitalisation is changing the business rules in all sectors. Our customers will not accept that our sector falls behind...
- Digital journeys, app based travel companions with transparency of alternatives. Digital solutions will influence on our customers mobility choices!
- Look at the many third party journey planner solutions already available all over the world   
- Our sector benefits from third party apps and solutions and this «competition» based on Open Data drives Public Transport forward! 



UITP INITIATIVE: DIGITAL RAILWAYS GROUP

European « Digital railways » group

- Within the Railway Undertakings' dialogue, new EU discussion platform for rail operators, chaired by DG MOVE
- Under UITP/SNCF chairmanship

Objectives:

- Inventory of current initiatives
- Define how digitalization could serve the sector and its customers
- Suggest supporting actions to DG MOVE (best practices, research, financing...)
- Place the railway sector as an active contributor to a digitalised EU

Organisation:

- All railway operators (freight, passenger, long distance, regional)
- Kick off in February, 2nd meeting in April

MULTIMODAL TICKETING AND INFORMATION

- UITP supports the need of better Multimodal Information and Ticketing Systems in Europe.
- Information and Ticketing systems are related. Ticketing systems must build on bottom-up solutions.
- Open data distribution is enhanced by **establishing national access points for data.**
- **UITP supports Open Data** and published its Open Data Policy paper in April 2014.

UITP'S OPEN DATA POLICY

UITP Policy paper April 2014:

“UITP believes that the global transport sector should be proactive in supporting the provision of Open Data, preferably on a cost free basis and with limited or no restrictions.”







WHAT DATA NOT TO SHARE

- *Personal*
- *Sensitive/Confidential*
- *Copyrighted*

→ Already regulated by law, no need for further regulation !

WHAT ARE THE RISKS OF OPEN DATA?

- In some countries the public sector have shared their data for more than 10 years
- In spite of lot of scepticism, no real misuse has been revealed   
- Is misuse a hypothetical problem? 



NEXT STEPS

- Participation in Shift2Rail project IT2Rail as well as continued engagement in TAP-TSI
- Continue to support DGMove and their efforts in establishing specifications and standards on ticketing and information
- Continue to support our own members in their efforts of providing open data for re-use

CONCLUSIONS

- Data access should be provided preferably on a cost free basis and with limited or no restrictions.
-Anyhow the data owner is always in the position to set the terms and conditions for the reuse of their data.
- Learn from Member States and companies where Open Data policies have been implemented successfully.
- The Public Transport sector must continue to develop their own information services; 3rd party suppliers should not be left to rule the market on their own.
- There is little or no risk for misuse!



THANK YOU.

Jarl Eliassen
UITP Expert Ticketing & Digitalisation
jarl.eliassen@uitp.org

