Residential Training

Digital Mobility Ticketing Lab

13 November 2026

Sala Europa - Villa Schifanoia, Via Boccaccio 121 - Florence

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Introduction

Digital mobility ticketing has evolved from a relatively narrow distribution function into a strategic layer of the transport ecosystem. Search engines, independent ticket distributors, transport operators, multimodal applications and emerging AI-based agents increasingly shape how passengers discover, compare, purchase and manage mobility services. This transformation offers major opportunities for seamless travel, consumer choice and competition, but it also raises complex questions concerning access to data, interoperability, ranking, non-discrimination, platform power, consumer protection, contractual responsibility and the use of artificial intelligence.

The Digital Mobility Ticketing Lab is an intensive one-day programme combining regulatory analysis, market experience and interactive problem-solving. The first plenary session establishes the legal and policy foundations of digital ticketing by examining the general EU digital regulatory framework and the European Commission’s proposal for multimodal digital mobility services. The second plenary session brings together actors operating at different levels of the distribution chain. Speakers will compare business models, identify practical frictions and discuss the conditions required for a competitive and innovative ticketing market. The afternoon Lab focuses on artificial intelligence. Participants will rotate through four thematic stations exploring the application of AI regulation to ticketing, the emergence of autonomous agents, AI-enabled contracts and liability, and wider uses of AI in transport. Each station approaches the same transformation from a different legal, technical, commercial or regulatory angle.

The programme is designed for regulators, public authorities, transport operators, digital platforms, technology providers, lawyers, consultants and researchers. By combining plenary presentations, structured discussion and small-group work, it enables participants to understand the emerging framework, compare market perspectives, evaluate regulatory choices and formulate practical responses to the next generation of digital mobility services.

Co-funded by the Erasmus+ Programme of the European Union

Draft Programme

13 November

09.00 - 10.30 **Session 1 – The Regulatory Framework for Digital Mobility Ticketing**

The opening session introduces the regulatory foundations of digital mobility ticketing. It examines the application of the general EU digital regulatory framework and the European Commission's proposal concerning multimodal digital mobility services and ticketing.

- The general EU digital regulatory framework applicable to mobility ticketing

Juan Montero | Florence School of Regulation, RSCAS, EUI

- The Commission proposal and the future framework for digital mobility ticketing

Bertille Meauze | European Commission

- What is FRAND?

Elodie Petrozziello | Florence School of Regulation, RSCAS, EU

10.30 - 11.00 *Coffee break*

11.00 - 12.45 **Session 2 – Digital Distribution in Practice: Market Perspectives**

The second session brings together actors operating at different levels of the digital ticketing value chain. Speakers will discuss how passengers find and purchase transport services, how visibility and ranking affect competition, and which regulatory or commercial obstacles influence ticket distribution. They will react to the Passenger Package.

- Search, visibility and access to mobility services

Guillaume Teissonnière | eDreams

- The perspective of a railway undertaking

Vittorio Carta | Deutsche Bahn

- The perspective of an independent digital ticket distributor

Alexander Ernert | Trainline

12.45 - 14.00 *Lunch*

14.00 - 16.00 **Session 3 – Digital Mobility Ticketing Lab: Artificial Intelligence**

This session explores the growing role of artificial intelligence in mobility and ticketing from different perspectives, including regulation, transport service providers, digital platforms, and wider applications in the transport sector.

- **General Uses of AI in Transport**

Wider applications of AI in transport operations, disruption management, capacity, customer service and personalised mobility.

Elodie Petrozziello | Florence School of Regulation, RSCAS, EUI

- **AI Agents in Ticketing – The perspective of a platform**

The role of autonomous and semi-autonomous AI agents in searching, comparing, combining and purchasing mobility services on behalf of passengers, from the perspective of a digital platform.
Guillaume Teissonnière | eDreams

- **AI Agents in Ticketing – The perspective of a transport service provider**

The role of autonomous and semi-autonomous AI agents in searching, comparing, combining and purchasing mobility services on behalf of passengers, from the perspective of a transport service provider.
Vittorio Carta | Deutsche Bahn

- **AI Agents in ticketing – The perspective of a platform**

Alexander Ernert | Trainline

- **AI Regulation and Mobility Ticketing**

Application of the EU AI Act and related digital legislation to AI systems used in mobility search, recommendation, pricing, customer service and ticket purchasing.
Teresa Rodríguez de las Heras | Universidad Carlos III Madrid