



# MOBILITY-AS-A-SERVICE INITIATIVES AND OPPORTUNITIES IN 100 CITIES REPORT

Mobility-as-a-Service (MaaS) has rapidly gained acceptance in Europe and is being deployed in other parts of the world. Helsinki's experience with the Whim app has set the ground for other cities across the world to follow suit. The large number of active subscriptions of Whim app suggests that users are increasingly exploring the shift from private car ownership to the shared use of resources. MaaS is also generating greater level of data for cities and transit authorities. The rising popularity of the concept among users, investors, transit agencies and operators alike has prompted many city transport authorities and policymakers to invest in the deployment of MaaS models in their respective cities.

In light of these developments and to highlight the opportunities in the MaaS segment, Global Mass Transit Research has released the first edition of the **Mobility-as-a-Service Initiatives and Opportunities in 100 Cities** Report in June 2020, the most comprehensive and up-to-date study on this segment. The report provides detailed information on 100 cities in 29 countries, which have recorded MaaS-related developments or have plans for introduce MaaS.

The report comprises two distinct sections.

**Part 1** of the report (PPT format converted to PDF) provides an analysis of the current status of MaaS and opportunities in 100 cities. It discusses key emerging trends and outlook for the next decade, ridership trends, MaaS levels, government policies, initiatives and standards; recent developments; ticketing and payment solutions for MaaS; integration and interoperability; market outlook for MaaS; outlook for shared mobility and on-demand mobility; plans of cities to deploy MaaS; plans for deployment of advanced fare media; plans for establishment of a single payment channel; outlook for ABT and open payment systems; profiles of key MaaS players; etc.

It also provides an analysis of regional initiatives and opportunities across **North America, Latin America, Asia Pacific, Europe and Middle East & Africa**. It provides detailed information on initiatives in 14 countries - Australia, Austria, Belgium, Finland, France, Germany, Japan, The Netherlands, South Korea, Spain, Sweden, Taiwan, United Kingdom and the United States.

**Part 2** of the report (MS Excel database) provides updated information on 100 cities that present significant opportunities for MaaS. It covers 29 countries organised into five regions: North America, Latin America, Asia, Europe, and Middle East & Africa. Each city profile provides information on: population and ridership; public transport agency and operators; public transport modes; key agencies supporting MaaS; telecom operators; smart cities plans and nationwide initiatives; shared-mobility and on-demand services in the city; MaaS level; MaaS platform supplier; funding for MaaS; shared mobility and on-demand platform suppliers; existing trip-planning apps; current fare media; account-based ticketing and open loop payments (current and planned); integration and interoperability (current and planned); planned new systems or extensions (rail, bus/BRT, etc.); planned entry of new private operators; plans to deploy MaaS; new fare media planned; etc.

The report was released on June 25, 2020.

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## WHO SHOULD BUY?

- ❖ Public transport authorities/agencies and operators
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- ❖ Industry consultants
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## KEY BENEFITS TO THE BUYERS

- ❖ Get a detailed dataset (MS Excel database) of 100 cities in 32 countries across North America, Latin America, Asia Pacific, Europe and Middle East & Africa
- ❖ Identify latest opportunities in MaaS in these 100 cities
- ❖ Receive comprehensive analysis of existing MaaS initiatives across the world
- ❖ Learn about the city plans and nationwide smart city/MaaS-related plans across the world
- ❖ Focus on key high investment projects across regions
- ❖ Explore ticketing and payment solutions for MaaS and get details on initiatives of cities to establish a single payment channel
- ❖ Get the market outlook for MaaS, shared mobility, on-demand mobility, trip planning apps, account-based ticketing and open loop payment systems
- ❖ Understand the competitive landscape in the segment and get detailed profiles of top MaaS platform suppliers and new mobility service providers

## Sources and Methodology

Global Mass Transit Research's industry analysts have used various primary and secondary sources in preparing this report.

Primary sources include data and statistics obtained through interactions over the telephone and through emails.

Extensive secondary research has also been conducted by the industry analysts. These secondary sources include, but are not limited to: websites of developers and operators; annual reports; investor presentations; analyst reports; government documents, plans and statistical databases; websites of relevant ministries and regulators; websites of relevant industry associations; internal and external proprietary databases; and news articles and press reports. Wherever applicable, all research sources have been cited appropriately in the report.

The finding of these primary and secondary sources, combined with our industry expertise, have been synthesised into the qualitative and quantitative analyses presented in this report.

Great care has been taken to ensure that the analysis presented in this report is well supported by facts. Where facts were not available and assumptions were made, we have listed our assumptions.

Global Mass Transit Research takes every possible care to provide information using resources it believes are most accurate and reliable. It, however, shall not be liable for losses or consequences, if any, arising from the use of the information contained in the document.

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Through these products, it provides information on all key developments, trends and issues in the sector; tracks major projects, contracts and investments; profiles leading mass transit authorities/operators and discusses their strategies; reports on regulatory initiatives and examines their implementation; provides the latest available data and statistics; and features views and perspectives of experts and top industry players.

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