Mobility as a Service – today and tomorrow
Fluidtime Symposium October 15 2015 Vienna
Susanne Katzler-Fuchs

BRIMATECH

Which MaaS would have brought me here?

- Unlimited Public Transport within Vienna plus
- 1000 km per month on long distance trains plus
- 200 km Car Sharing plus
- advertising for bike sharing/bike shops?
- for 150 - 200 €
- Payment via App or credit card
- Realtime information available via web/mobile web and apps

Web/mobile information service
Mobility offerings available
Static price information

Web/mobile payment service
Mobility offerings available
Option to pay mobility services
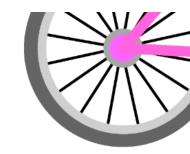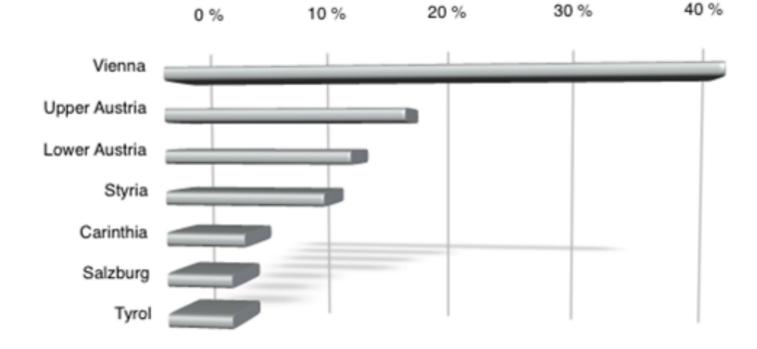
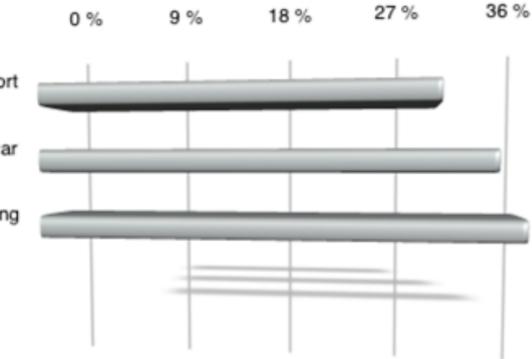## Can Mobility be viewed as a service?

What is Mobility as a Service (Wikipedia):
"Mobility as a Service (MaaS) refers to combining all forms of personal transport together into seamless trip chains, with bookings and payments managed collectively for all legs of the trip."

Today's Picture - Market Research 2015

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Today's Picture –
Market Research 2015

Private mobility expenses:
inner-city mobility. Cost per month (excluding private car)

Business mobility expenses:
inner-city mobility. Cost per month (excluding company car)

Mobility information services used least once per week

Mobility payment methods used at least once per week

Media used for Information & Communication at least once per week

Payment methods used least once per week

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What is Mobility as a Service (Wikipedia):
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Lease car + road user charges

6,500 minutes talk time, ultra high-speed Internet connection

Today's Picture -
Market Research 2015

Total n= 500 | Vienna: 200 city + 50 semi-rural | Other: 200 city + 50 semi-rural

	0 %	9 %	18 %	27 %	36 %
Commuting with public transport					
Commuting with own car					
No commuting					

Socio-demographic distribution
Female: 49 %
Male: 51 %
18-24 years: 15 %
25-34 years: 22 %
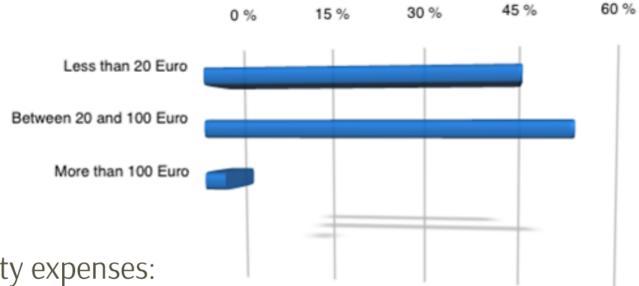35-44 years: 25 %
45-54 years: 20 %
55-65 years: 18 %
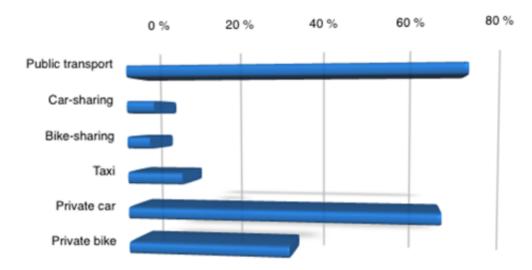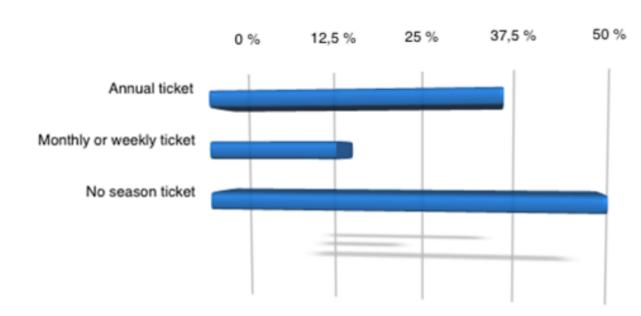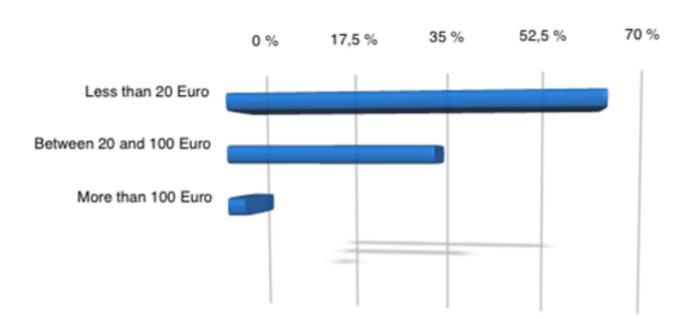
Mobility options used at least once per month

Mobility option	Percentage
Public transport	~72%
Car-sharing	~5%
Bike-sharing	~4%
Taxi	~12%
Private car	~62%
Private bike	~34%

Axis: 0 %, 20 %, 40 %, 60 %, 80 %

Ownership of season ticket

Ticket type	Percentage
Annual ticket	~37,5%
Monthly or weekly ticket	~12,5%
No season ticket	~50%

Axis: 0 %, 12,5 %, 25 %, 37,5 %, 50 %

Private mobility expenses:
Inner-city mobility, Cost per month (excluding private car)

| | 0 % | 15 % | 30 % | 45 % | 60 % |

- Less than 20 Euro
- Between 20 and 100 Euro
- More than 100 Euro

Business mobility expenses:
Inner-city mobility, Cost per month (excluding company car)

| | 0 % | 17,5 % | 35 % | 52,5 % | 70 % |

- Less than 20 Euro
- Between 20 and 100 Euro
- More than 100 Euro

Media used for Information & Communication at least once per week

| | 0 % | 25 % | 50 % | 75 % | 100 % |

- Internet (PC or Mac)
- Mobile Internet (smartphone)
- Mobile applications (smartphone)

Payment methods used least once per week

| | 0 % | 10 % | 20 % | 30 % | 40 % |

- SMS (via mobile service provider)
- In-App purchase
- Credit card
- Online banking
- Debit
- PayPal

Mobility information services used least once per week

| | 0 % | 15 % | 30 % | 45 % | 60 % |

- Public transport operator
- Mobility info provider (e.g. road works)
- Sharing operator (Car-/Bike-sharing)
- Taxi operator

Mobility payment methods used at least once per week

| | 0 % | 6 % | 12 % | 18 % | 24 % |

- Public transport operator
- Mobile App for parking
- SMS for parking
- Sharing operator (Car-/Bike-sharing)
- Taxi operator

Web/mobile information service
Mobility offerings available
Static price information

15 %
24 %
44 %
17 %

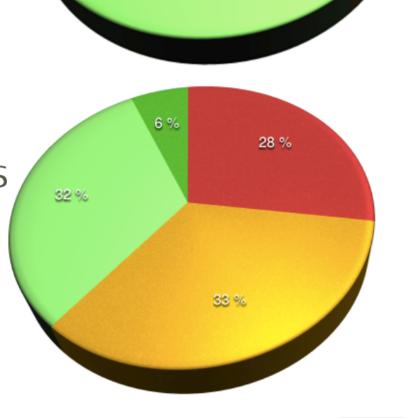# Web/mobile payment service
Mobility offerings available
Option to pay mobility services

6 %
28 %
33 %
32 %

● Interessiert mich gar nicht ● Interessiert mich weniger
● Interessiert mich ● Interessiert mich sehr

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