

SESSION KEY POINTS AND QUOTES

The Future of Travel: e-Ticketing, Smart Phones, Data Sharing

Wednesday, 2 May, 16:30-18:00

The Panel

- Monika Jones - Moderator
- Pedro Pablo Errázuriz Domínguez, Minister, Transport and Telecommunications, Chile
- Scott Belcher, President and CEO, ITS America, USA
- Thom Brenner, Vice-President, Nokia Applications, Germany
- Mitsuo Higashi, Director of the International Department, East Japan Railway, Japan
- Youngwook Park, Chief Technology Officer, Smart Card Corporation, Korea
- John Verity, Chief Advisor, ITSO Limited, UK

Overview of Session

Innovation in information technologies has brought about change in the use of public transport, for example regarding information provision, fare payment models and reduction of waiting and boarding times. This session examined the innovations in public transport markets from both a supply and demand perspective and identified the policy interventions necessary to promote the application of information technologies.

Key Points:

- Travellers will be able to use smartphones to pay for public transport in cities at home and abroad, but establishing the needed agreements between stakeholders is far from easy. Experience in Asian cities shows that it is best to integrate diverse payment protocols into the one single payment system.
- E-ticketing is now turning pre-payment systems into bank account-based post-payment systems. This combines easy identification of payment with user convenience.
- Smartphone applications for e-ticketing and travel information provision must be simple to use and understand. Switching will not take place if the new payment system is more complicated than paper tickets. Travel information needs to be accessible in several ways including simple SMS texts, mobile web, twitters, etc. The cost of getting information needs to be kept low. Sharing transport data becomes easier as technology is evolving to protect privacy.
- There are roles for government to promote e-ticketing and travel data sharing. They need to take the lead to make standards and to actively broker conflicts of interest between various stakeholders.

Key Quotes:

"It is better to integrate multiple and diverse payment protocols into the one single payment system rather than making one single standard that every stakeholder must follow." - Youngwook Park, Korea Smartcard

"When it comes to the e-ticketing with mobile phones, just keep it simple as much as using paper tickets." - Thom Brenner, Nokia

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