



# Die öffentliche Wirtschaft als Betreiber digitaler Infrastruktur

Gerald Stöckl







**“Mobility can now be seen as an information service with physical transportation products, rather than a transportation product with additional services.”**

The Role of Regulation in preparing Transport for the Future:  
Study for the European Parliament, 2016

# MaaS Needs in Vienna

A person wearing a red hooded jacket and a black backpack with orange straps is seen from behind, standing in a train station. The background is blurred, showing tracks and lights. A white zigzag line is in the top right corner.

Changing  
information need  
and access

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Changing  
transportation  
modes

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Changing  
mobility market

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# MaaS impact on modal shift

26%

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use urban public transport more frequently

47%

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use other means of transport

21%

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reduced the usage of private cars

69%

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use alternative routes

Results of “smile” pilot user study, 2015

# Upstream – Owner



# Ecosocial benefit

Innovative private or  
public business models

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Central public platform  
services for shared usage

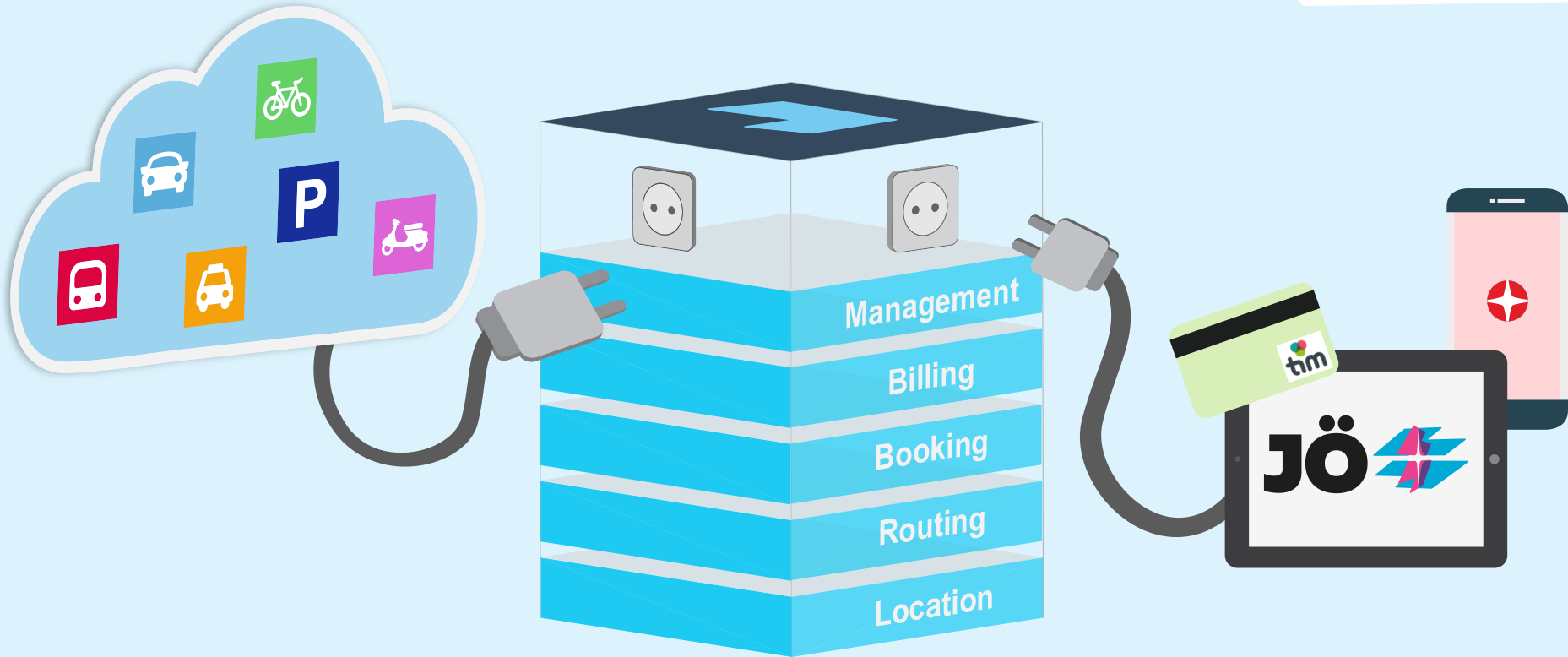
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Technical infrastructure

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# Platform functionality







**Danke!**

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