



Challenges of European UX

Why is seamless multimodal and cross scheme integration still so difficult?

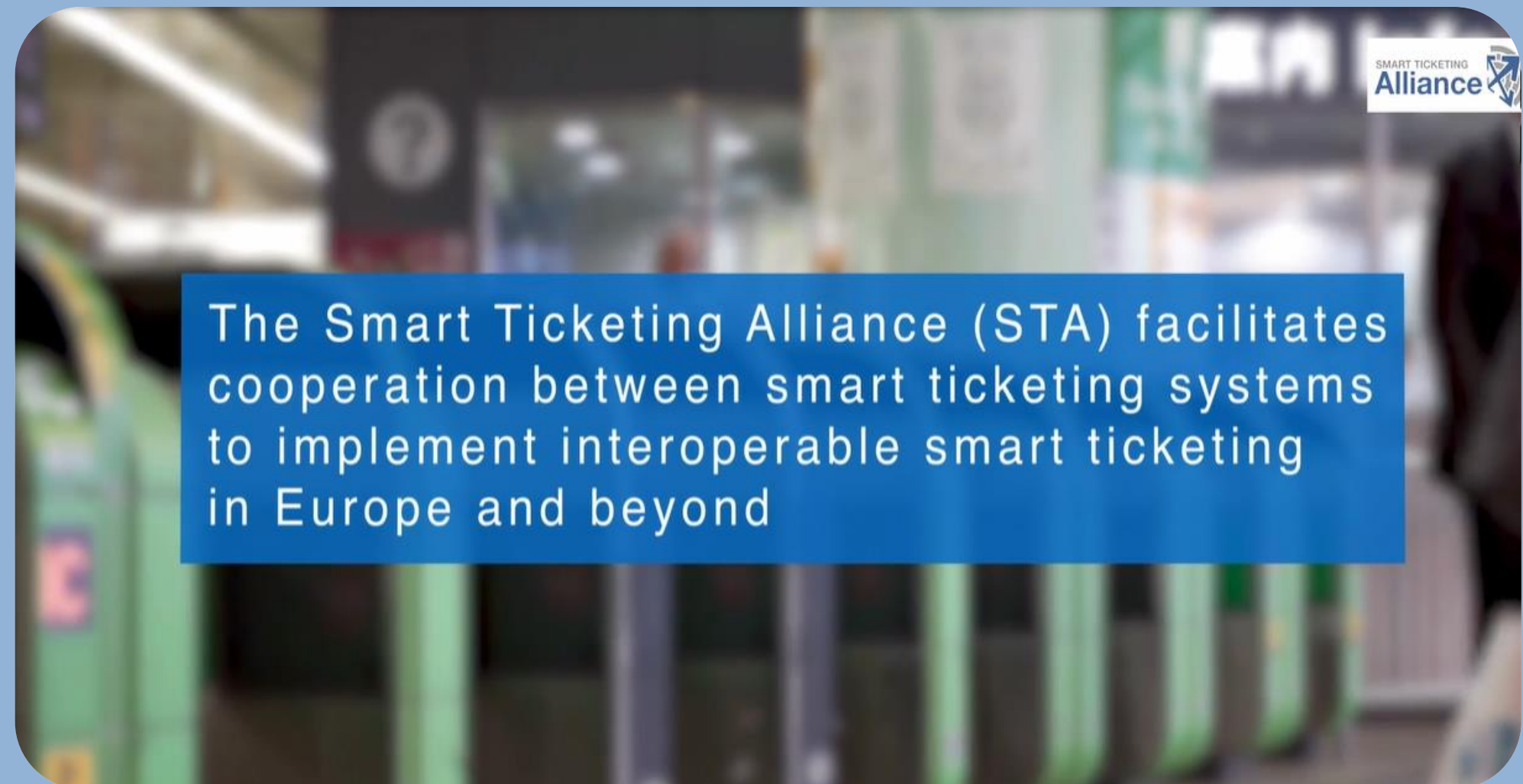
Dr. Ralph Gambetta

Smart Ticketing Alliance Trust in ticketing

Founded in 2015: STA emerged from the European Interoperable Fare Management Project, funded by the European Commission

Mission: STA aims to introduce and standardize interoperable smart tickets across Europe, enabling seamless cross-border travel and furthering development in the field.

Global Partnerships: STA collaborates with key organizations, including Global Platform, International Union of Railways, ITxPT, European Passenger Federation, NFC Forum, and MaaS Alliance.



What we are working on and who we are working with

Founding Members: The European standard issuers CNA, ITSO, and VDV ETS, along with the French AFIMB, formed the alliance with the strong support of UITP

Our members: STA includes regional, national, and international e-ticketing system providers, authorities, public transport operators, industry companies, associations, and organizations.

Our key topics: The STA and its members collaborate in groups focusing on Account-Based Ticketing, Certification, National Digital Ticketing, and a common Glossary.

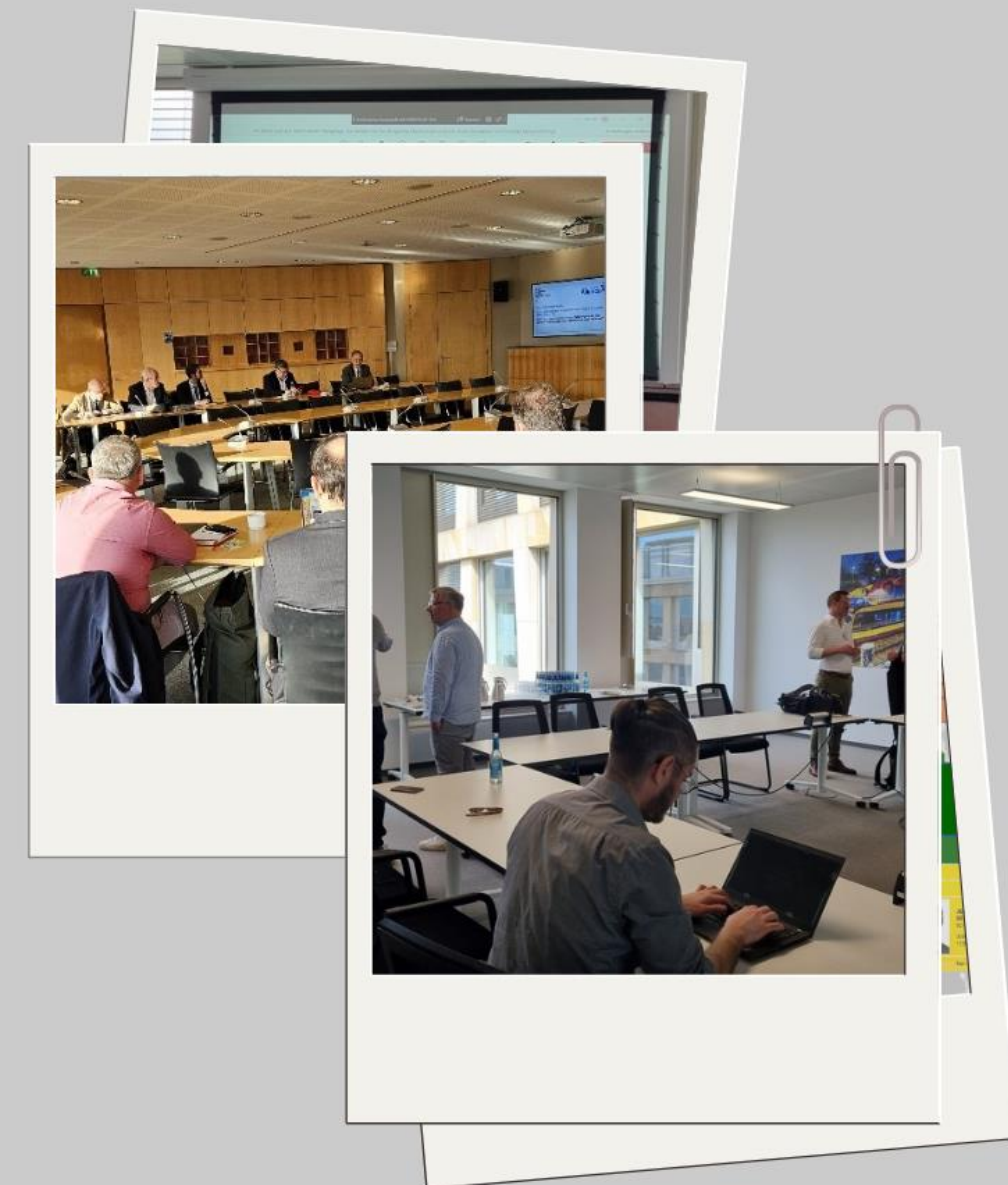


Our working stream “National Digital Ticketing”

With the launch of the Deutschland Ticket in Germany, national digital ticketing has gained importance among our members. In response, the Smart Ticketing Alliance (STA) has organized several specialist events on this topic and initiated a working stream.

The working stream gathers insights and perspectives through ongoing discussions and consultations on key topics.

STA has launched the “Stakeholder Dialogue on National Digital Ticketing,” running from September 2024 to May 2025. The aim is to conduct a structured dialogue with the public transport sector, the ticketing industry, and other key stakeholders.



1) Why is seamless multimodal and cross scheme integration still so difficult?

- 2) Today: Thousands of tickets, no common definitions lead to intransparent system perceptions, lack of service integration, mainly additive solutions, separate sales channels with respective prices
- 3) Fare structure dilemma
- 4) Several initiatives taken, but only few solutions in place that could serve as a framework with limited transferability potential
- 5) Most solutions reflect the national culture and tradition that is in place in terms of public transport.
- 6) Urgent need to address some of the key questions:
 - What level of willingness to co-operate?
 - How to cross PTA boundaries?
 - How to cross technical borders?
 - How to cross tariff borders?
 - Iata for aviation, UIC for railways, Who for PTO/PTA?



Challenges and questions

The definition of interoperable “National Digital Ticketing” varies widely, with differing political requirements and public transport structures across countries. However, there are shared international questions:

- What is the purpose of a **single transport market in Europe**, and which objectives should be achieved?
- How can digital ticketing support these objectives and **impact the development** of a single transport market?
- How can digital ticketing be designed to **maximize its potential** for future viability in Europe?
- Who should set the standards for digital ticketing in Europe, and what **tasks and responsibilities** will be assigned to this role?
- To what extent should a **European-wide standard for digital ticketing** be established and integrated into individual transport companies?



Questions? Do not hesitate to contact us!

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