

Digital services focused on public transport in Barcelona

MWC 2018



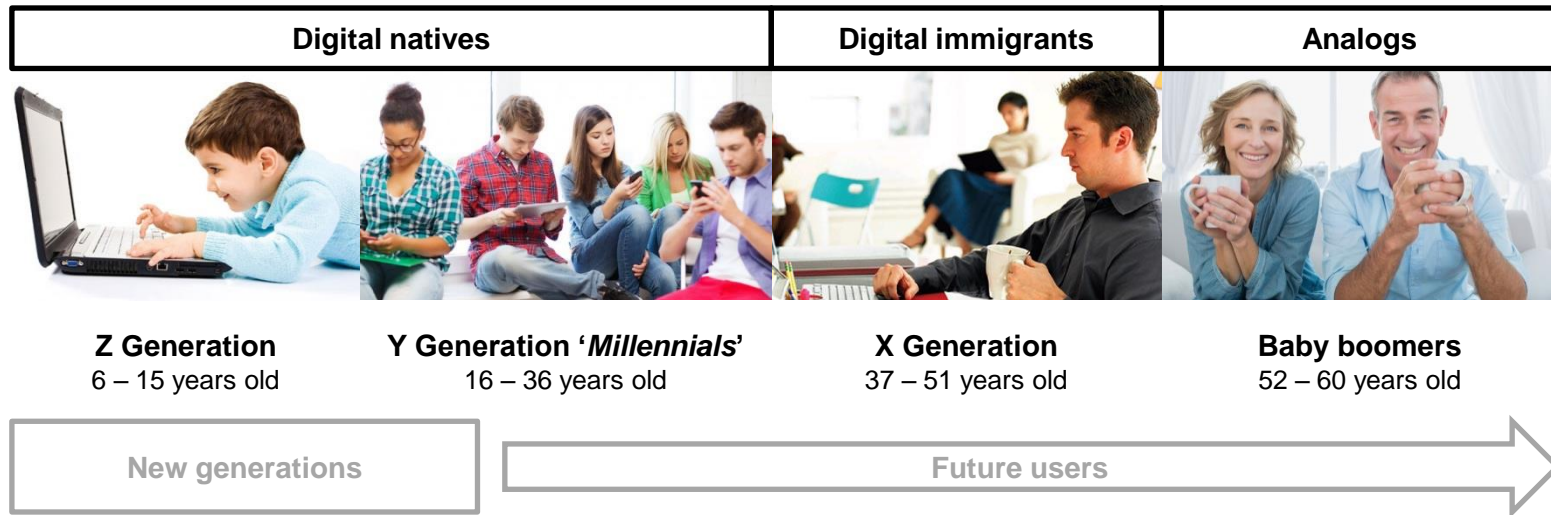
Welcome to Barcelona and TMB



- **1,6 inhabitants and more than 3 million on its metropolitan area**
- **More than 12 million tourist on 2017**
- **More than 1,5 million voyages a day on Metro and Bus services of TMB**
- **TMB Metro network - 8 lines and a Funicular with 129 stations**
- **TMB Bus network – 99 lines with 2.529 stops**

Public transport is a key player on the city development

The new users



A new generation of users is growing up. Not only Millennials or digital natives but also X generation and baby boomers, who are holding on Technology their daily needs.

Users are connected 24 hours 365 days a year. **They are used to get what they need on their mobile devices anywhere and anytime.**

Customization and real time information are the keys.

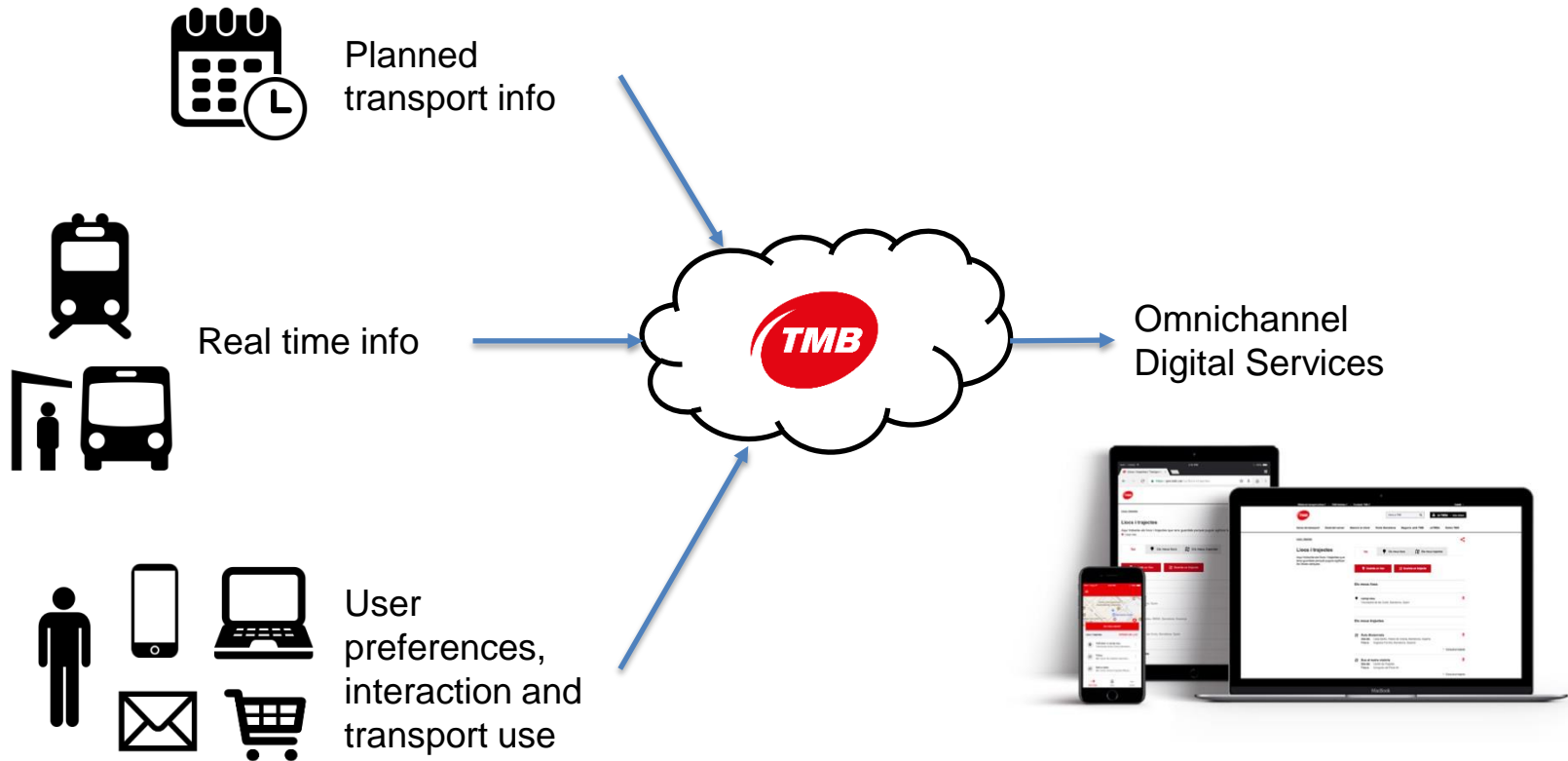
Data times



DIGITAL = DATA = KNOWLEDGE

- By means of digital services we can **get user preferences or track user activity**
- Information can be **measured and analysed** in order to know more about users and their needs
- At the end, it leads us to **improve and create new services**

How TMB is working on that way?



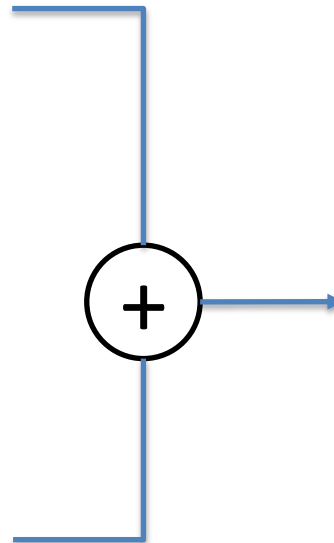
Customizing public transport info: TMB App

BASIC FEATURES

- Trip planner
- Transport nearby and maps
- Planned information (lines, stops, timetables)
- Real-time (waiting times, disruptions)
- Improved UX
- 6 languages
- Customer services and social media access

USER PREFERENCES

- Personal account and settings
- Customized interface
- User's frequent lines and stops
- User's frequent places and trips

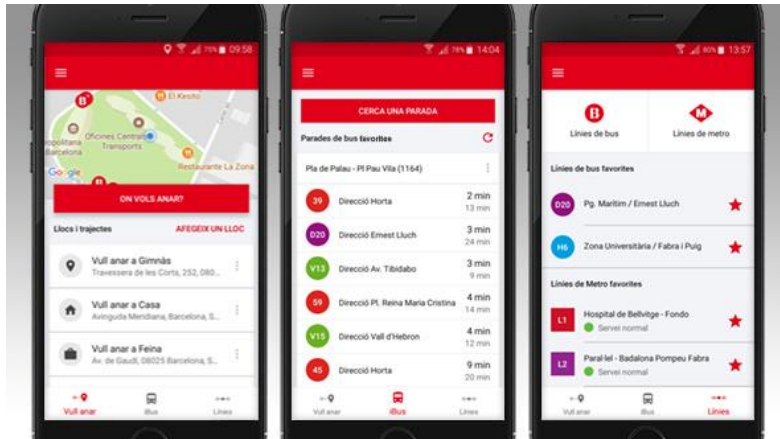


CUSTOMIZED SERVICES

- Planned disruption alerts via e-mail
- Real-time disruptions via app
- Quick searches
- Customized widgets on user's Mobile desktop



What's going next on TMB App?



- Freemium access
- Digital ticket sales
- Real-time navigation
- User loyalty rewards
- Improved accessibility
- Contactless access (top off)

We strongly believe in digital services to strengthen the future of public transport in Barcelona.

That's why we've developed TMB App as a service hub, thinking services **make our user's life easier**.

On that moment we are working to deliver **more services and features coming soon**.





Thank you!

More info www.tmb.cat

Download TMB App

