

# Contactless Payments in Public Transport

Matthew Hudson

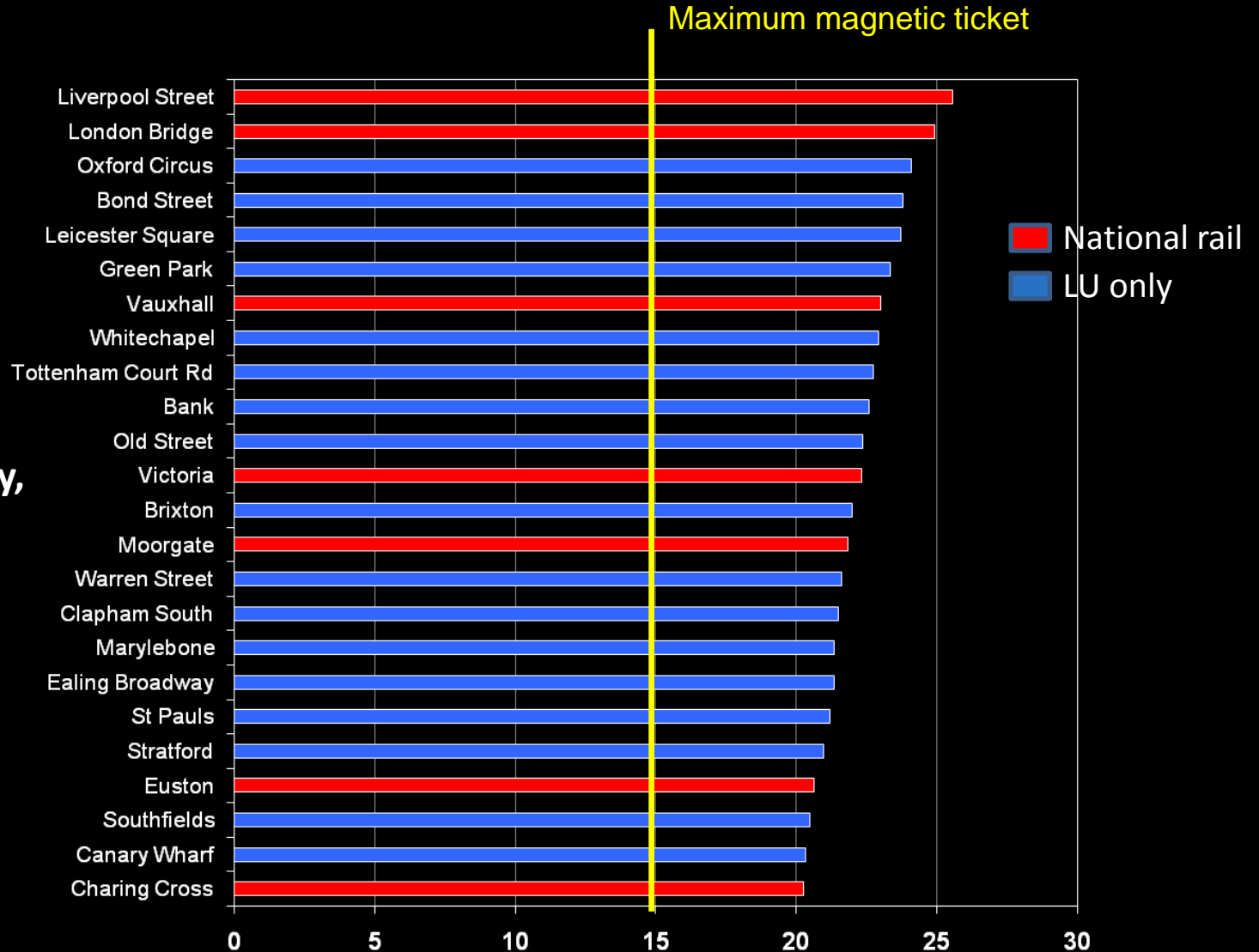
Head of Business Development

Customer Experience

Transport for London

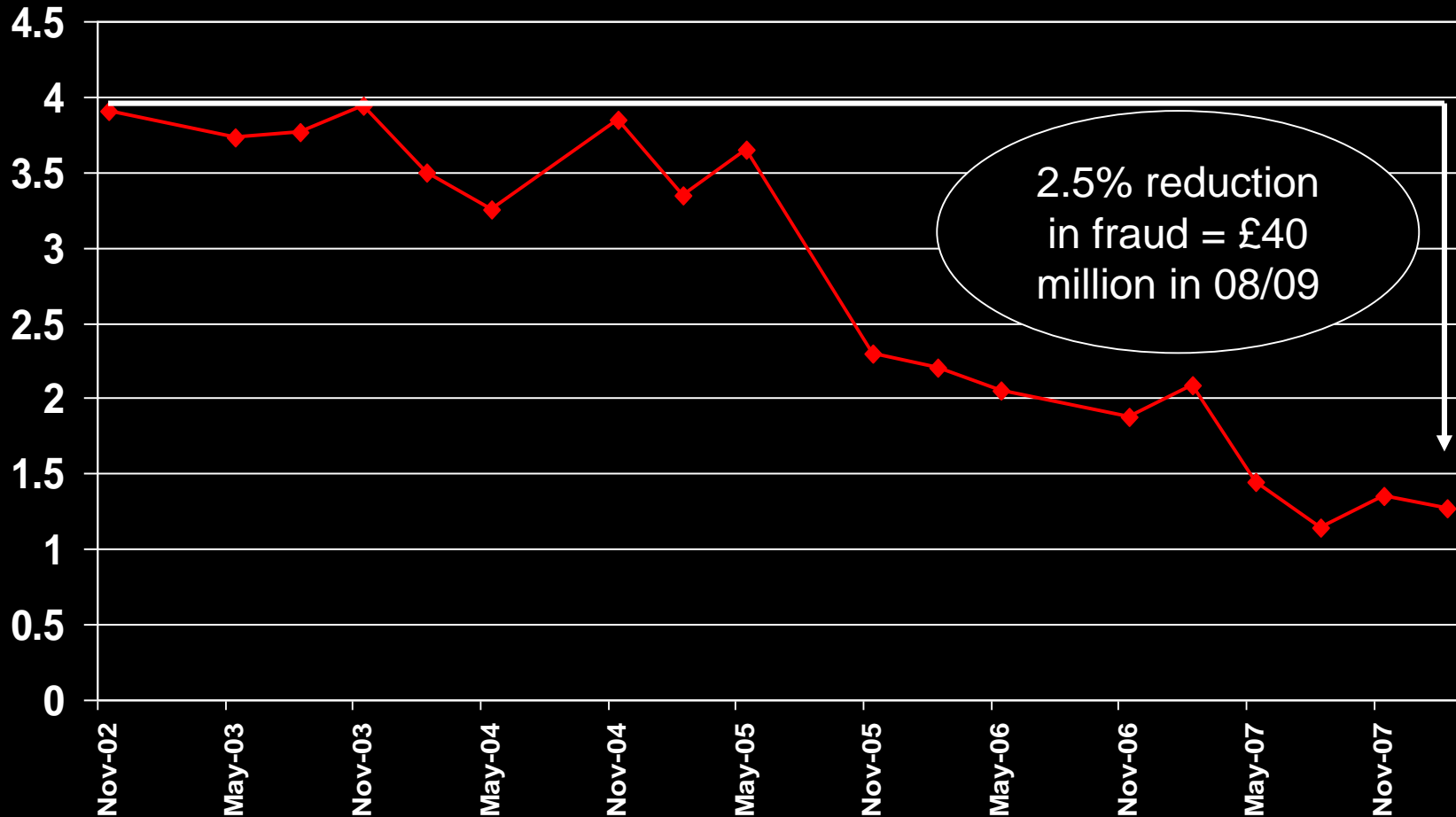
# Gateline Pressure

Persons per  
minute, entry only,  
average between  
8am-9am



# Reduction in irregular ticket travel with Oyster

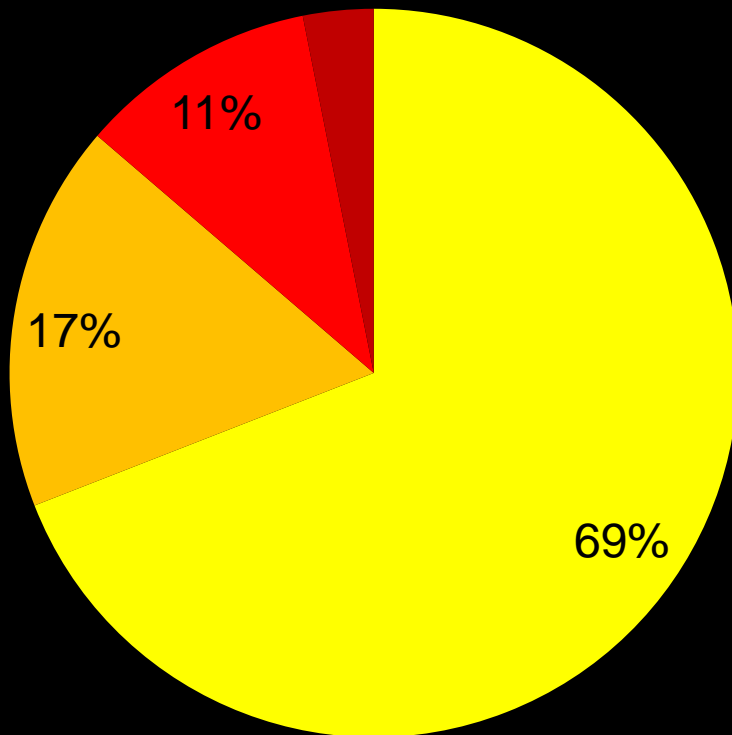
## Revenue lost on London Underground due to irregular tickets, %



# Pay As You Go

- PAYG Only
- Mixed
- Ticket
- Other

% of customers using each product



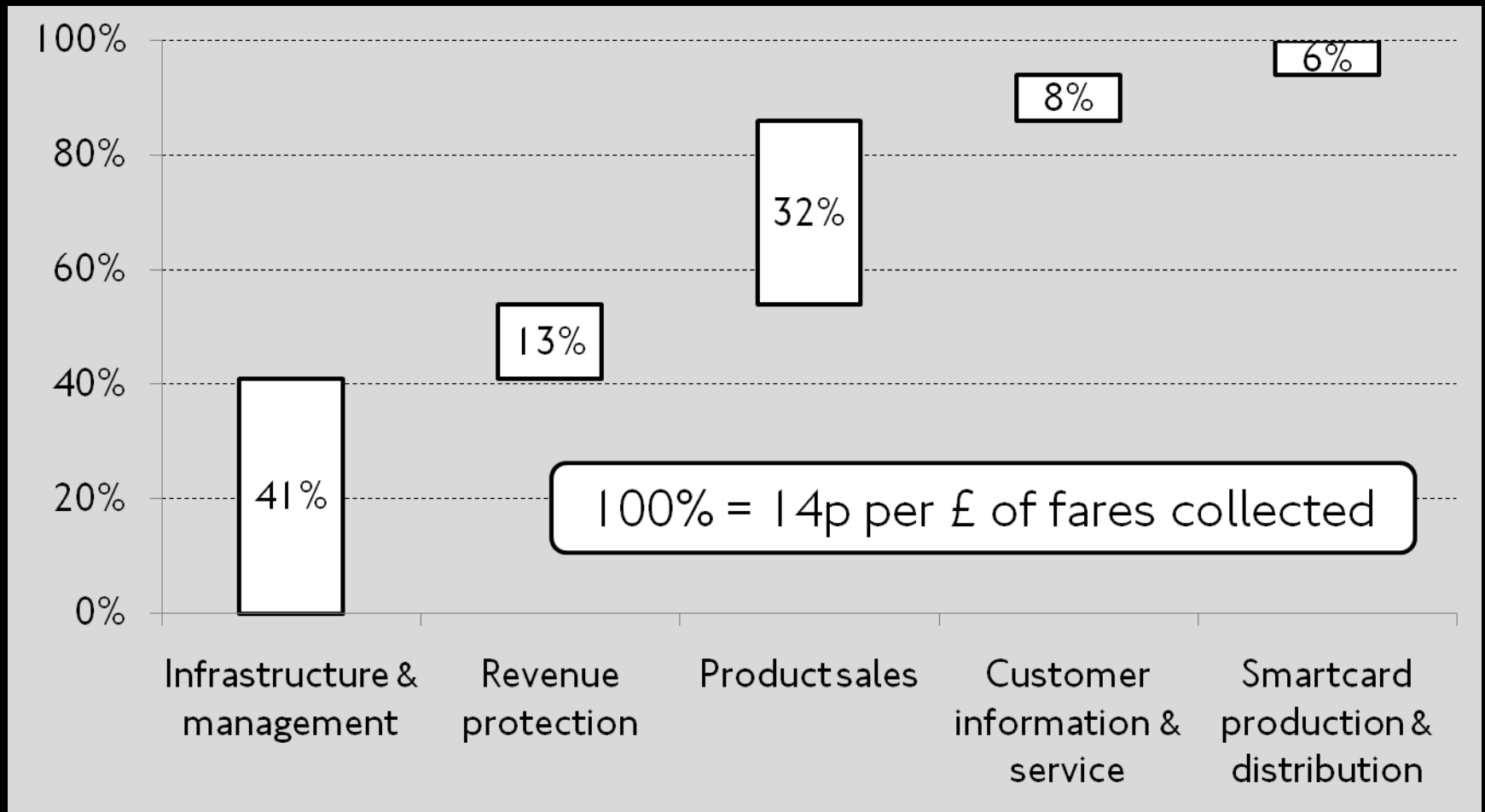
Bus Loyalty?

$$48 * £21 = £1008$$

$$1 * £840 = £840$$

*“TfL’s primary product for fare collection is PAYG”*

# Cost of Revenue Collection



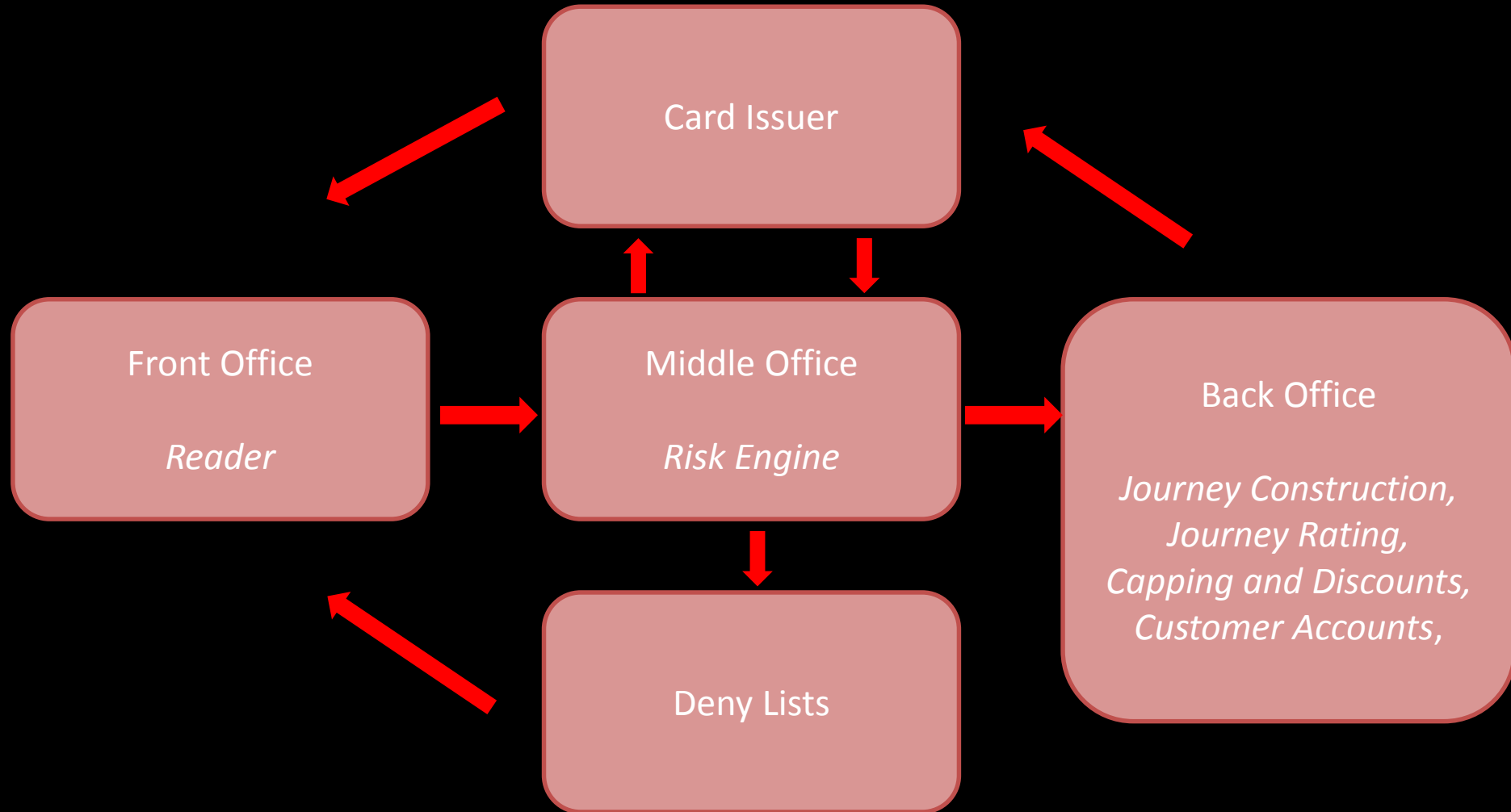


**Bus launch  
December 2012**



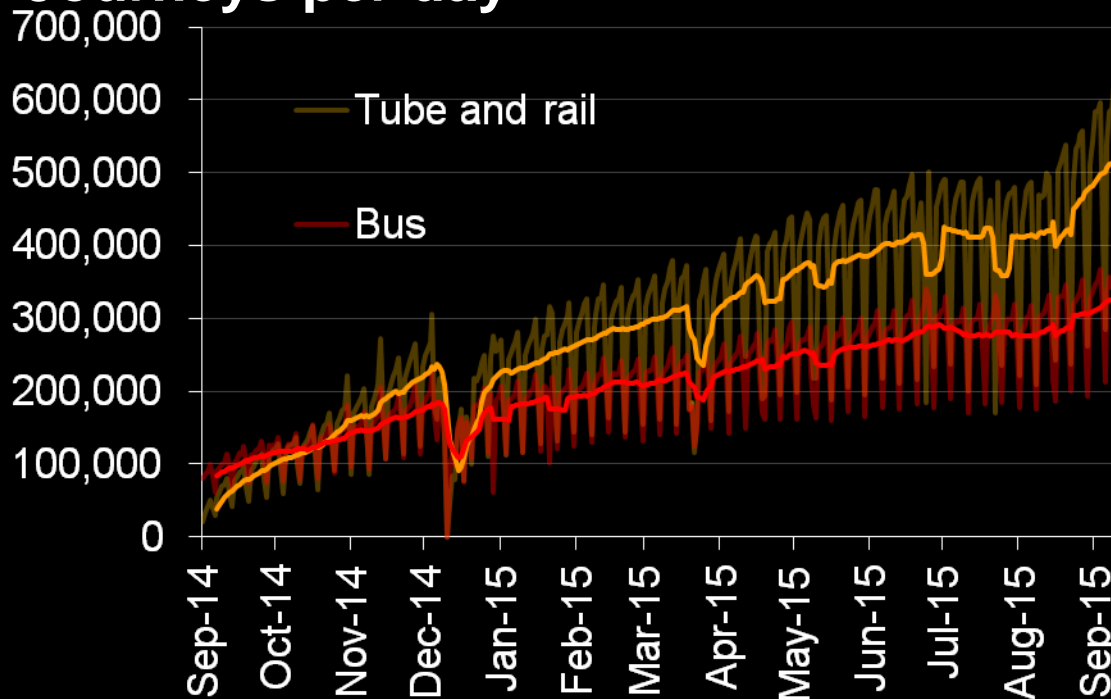
**Tube and rail launch  
September 2014**

# Transaction Model



# Contactless journeys since launch

## Journeys per day



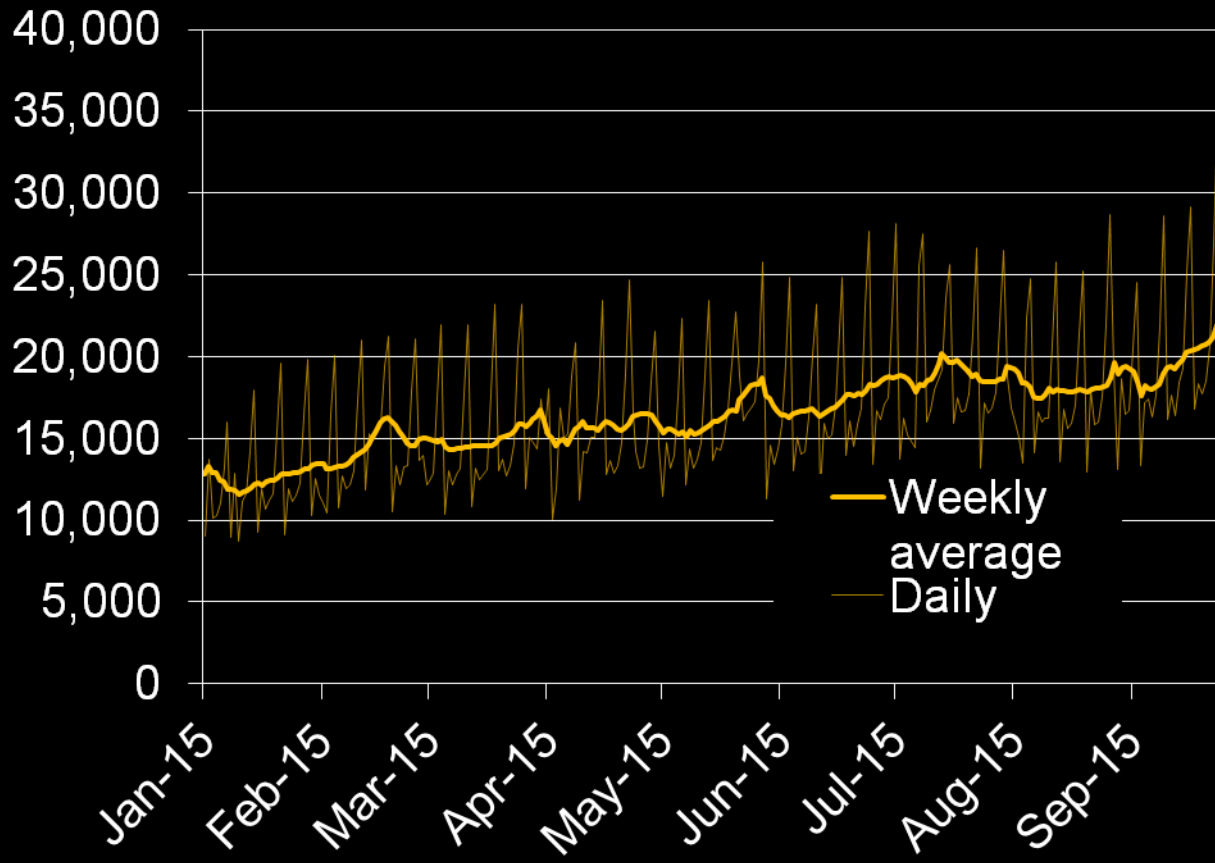
**Over 185 million journeys made with fewer than 10 complaints so far**

**1 in 5 pay as you go journeys now made using a bank card**



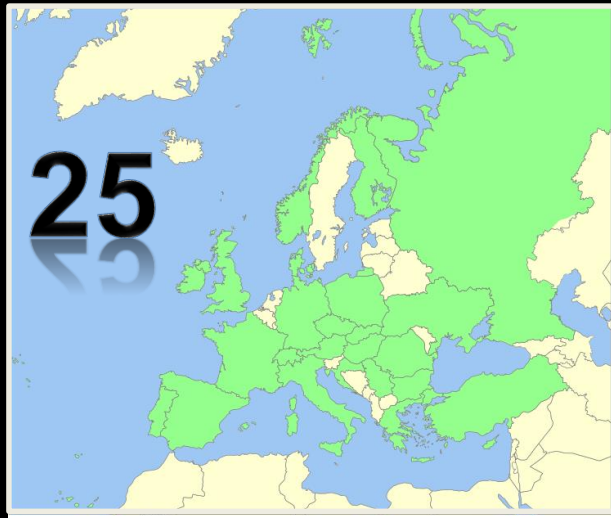
# New users continue to show up

## New contactless cards used per day



**Over 6.5 million cards from 61 countries used so far on London's transport system**

# Customers from around the world are using CPCs on our services



12% of CPCs used are Non-UK cards

Top Ten

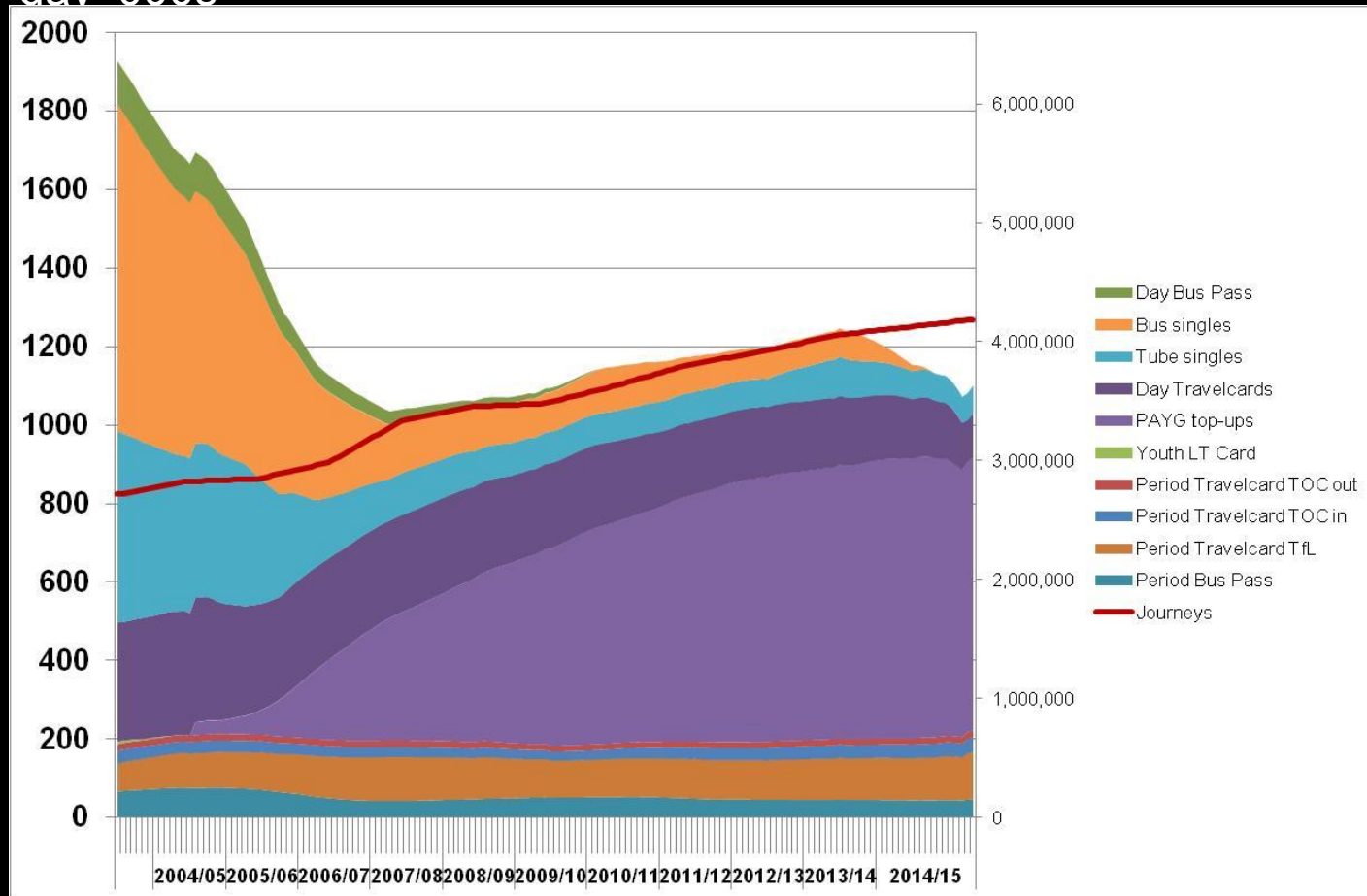


Country	Percentage of Cards	Cumulative Percentage
Italy	18.5%	18.5%
Australia	17.4%	35.9%
France	12.5%	48.4%
Poland	8.9%	57.4%
Switzerland	7.3%	64.6%
Spain	6.9%	71.5%
Czech Republic	4.4%	75.9%
Russian Federation	3.9%	79.7%
Hungary	2.9%	82.6%
Turkey	2.2%	84.7%

# Reducing the burden of ticket selling

Ticket sales transactions per day '000s

Journeys per year, '000s





"ALL RIGHT."

Collection of London Transport Museum



Collection of London Transport Museum

Questions?

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