



Improving public transport satisfaction with crowdsourced mobile technology

Itay Gil, Director of Marketing
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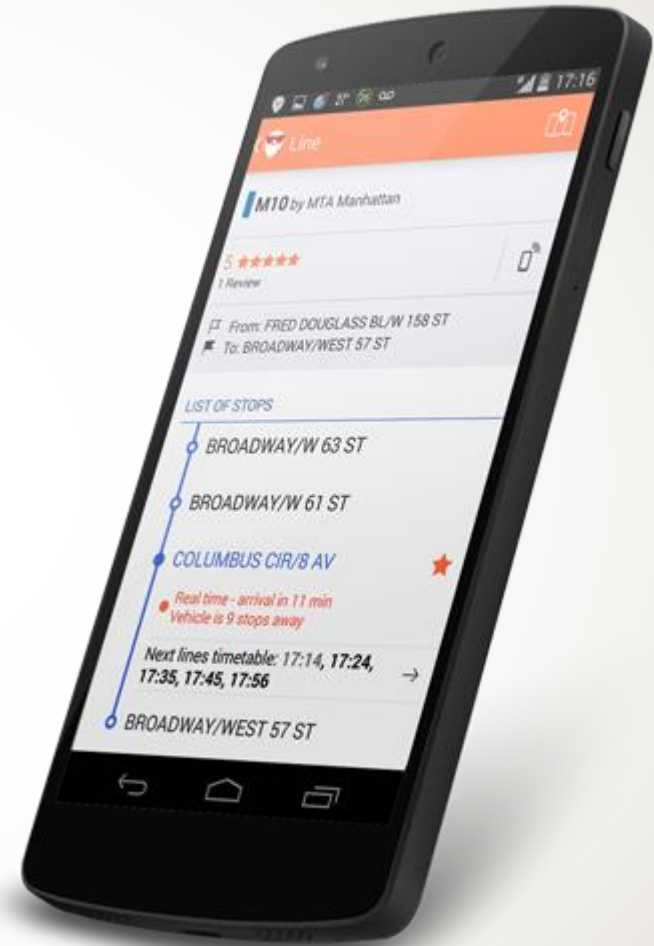
7 Billion People. 900 Million Cars



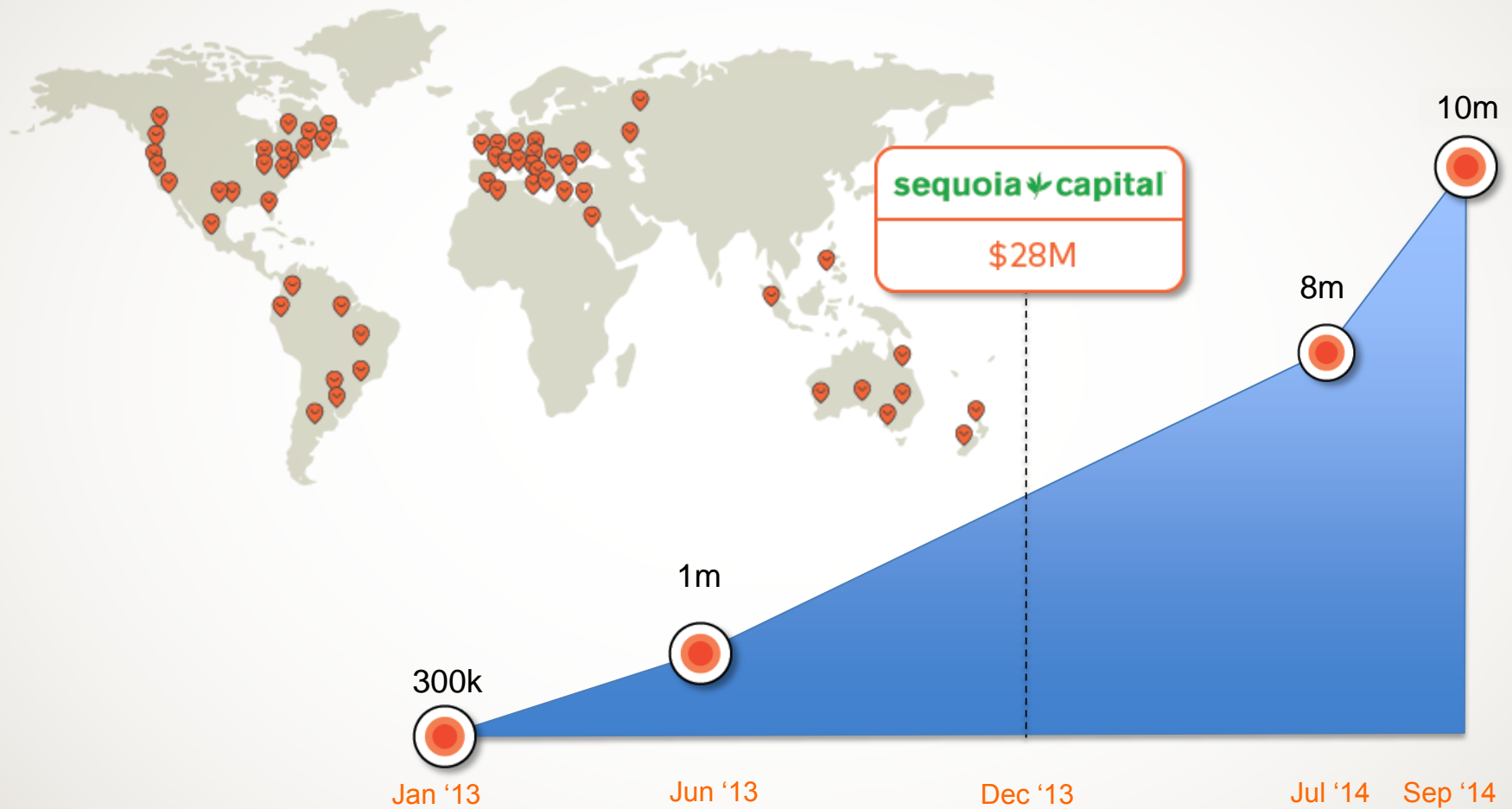


Moovit

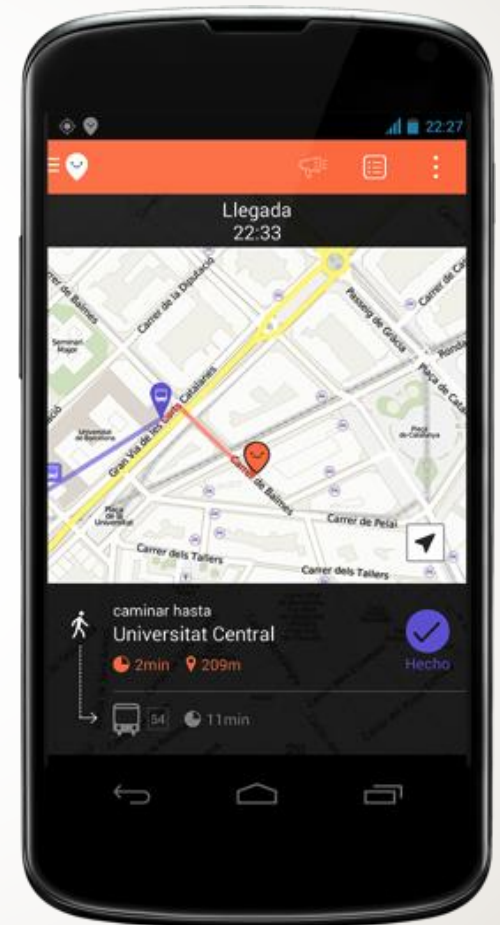
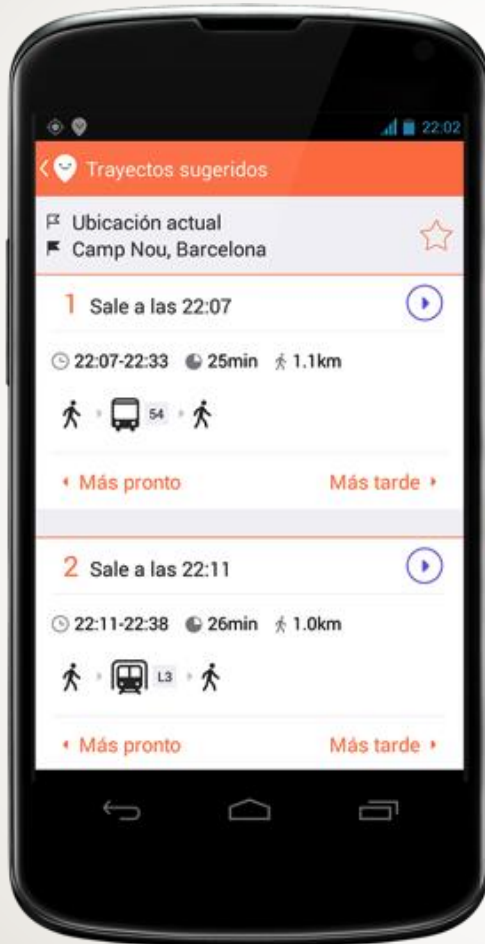
The app that makes it
easier and faster
to ride public transportation
around the world



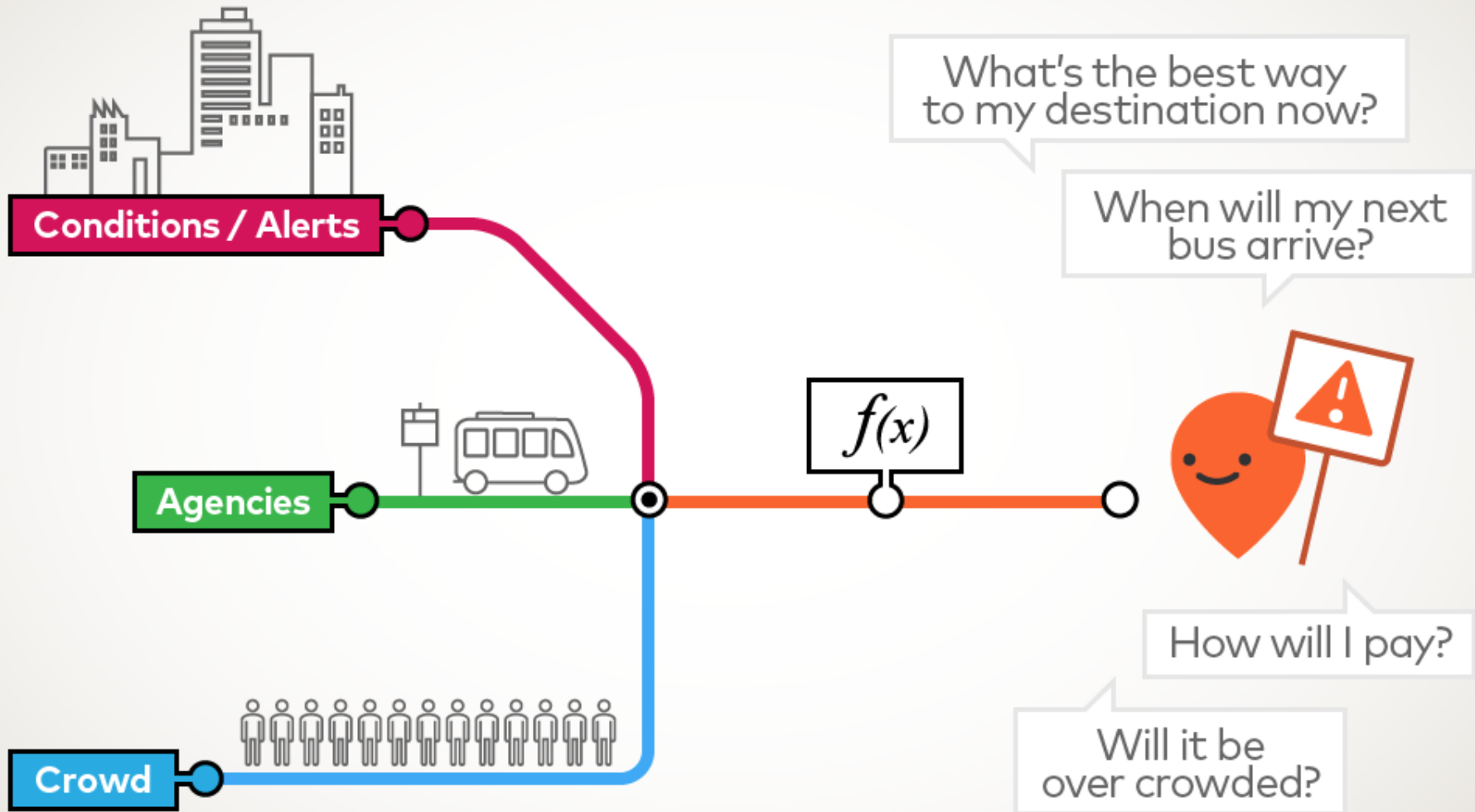
10M users, 400 cities, 40 countries



At home, at the station, on the go



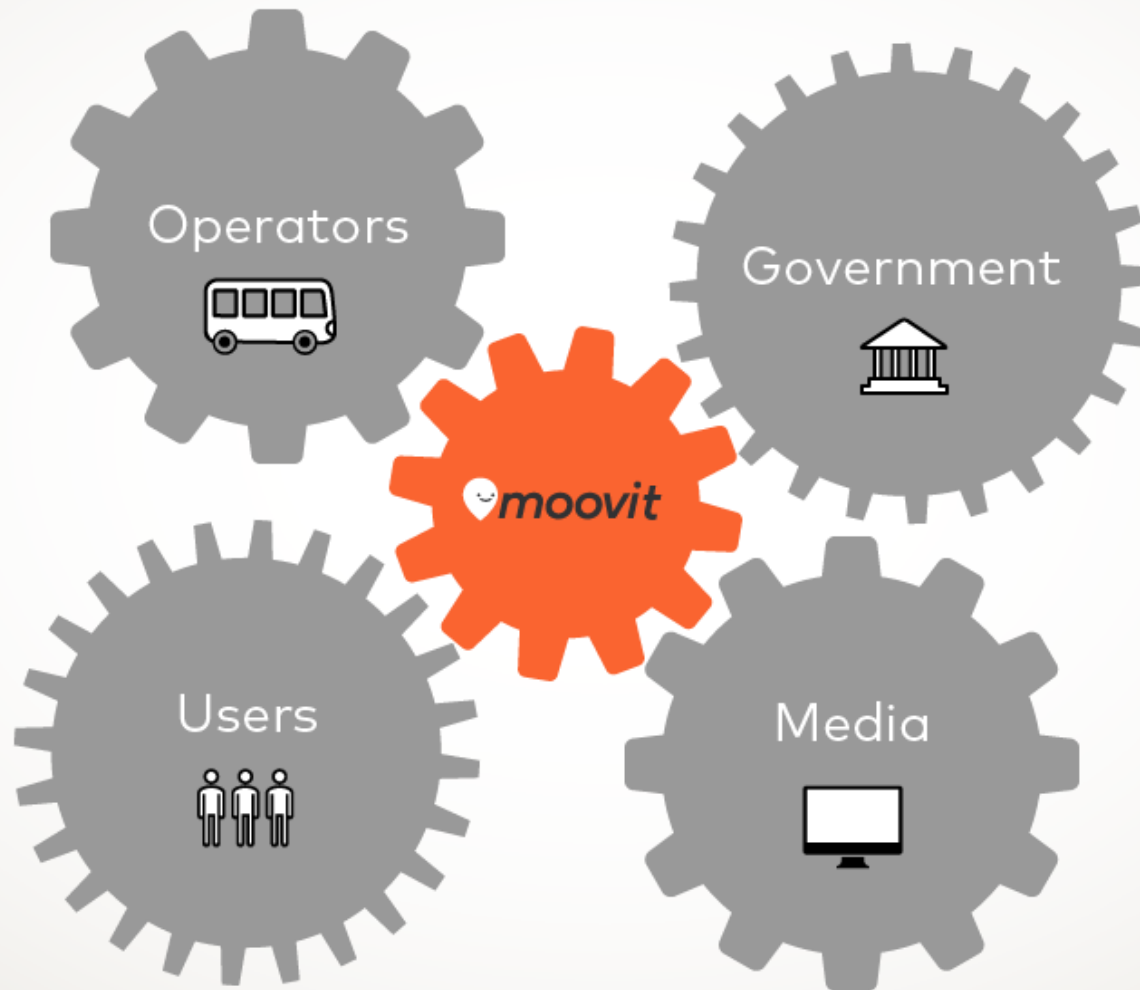
Our unique approach



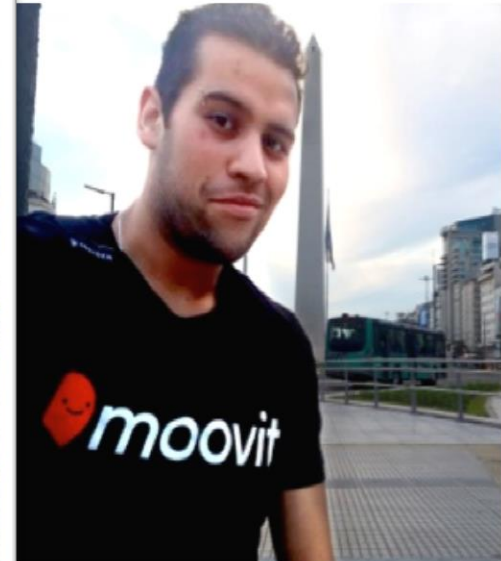
5 layers of information



Moovit's ecosystem



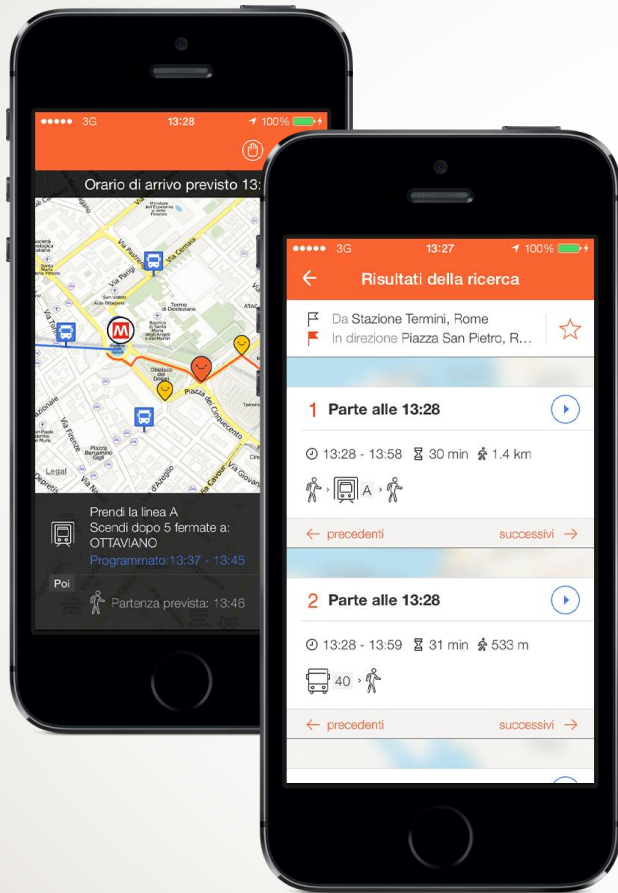
Our users



Government

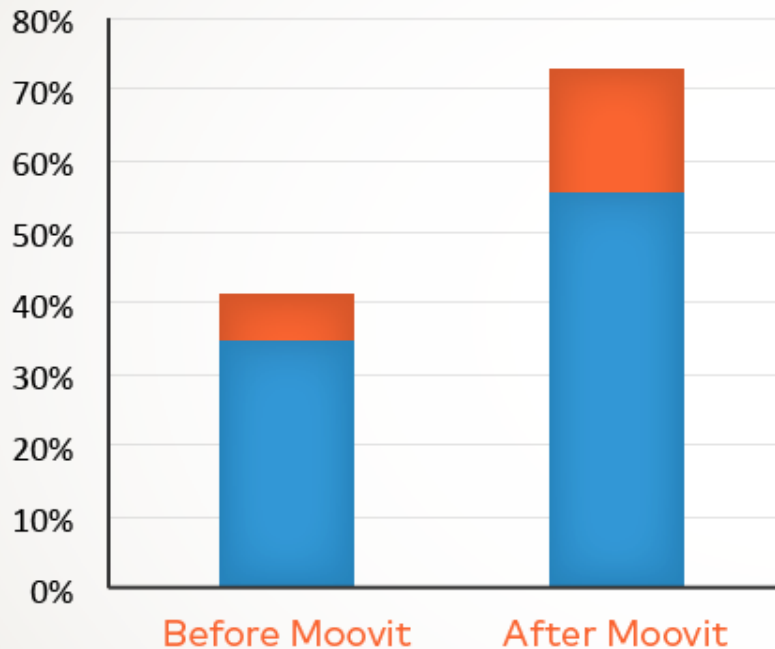
Pope John XXIII and Pope John Paul II canonization (Rome - April 2014)

- 3M visitors in Rome in 2 days
- 4.7M targeted messages
- Open data policy



Operators

Very Satisfied
Satisfied



Satisfaction with EMT

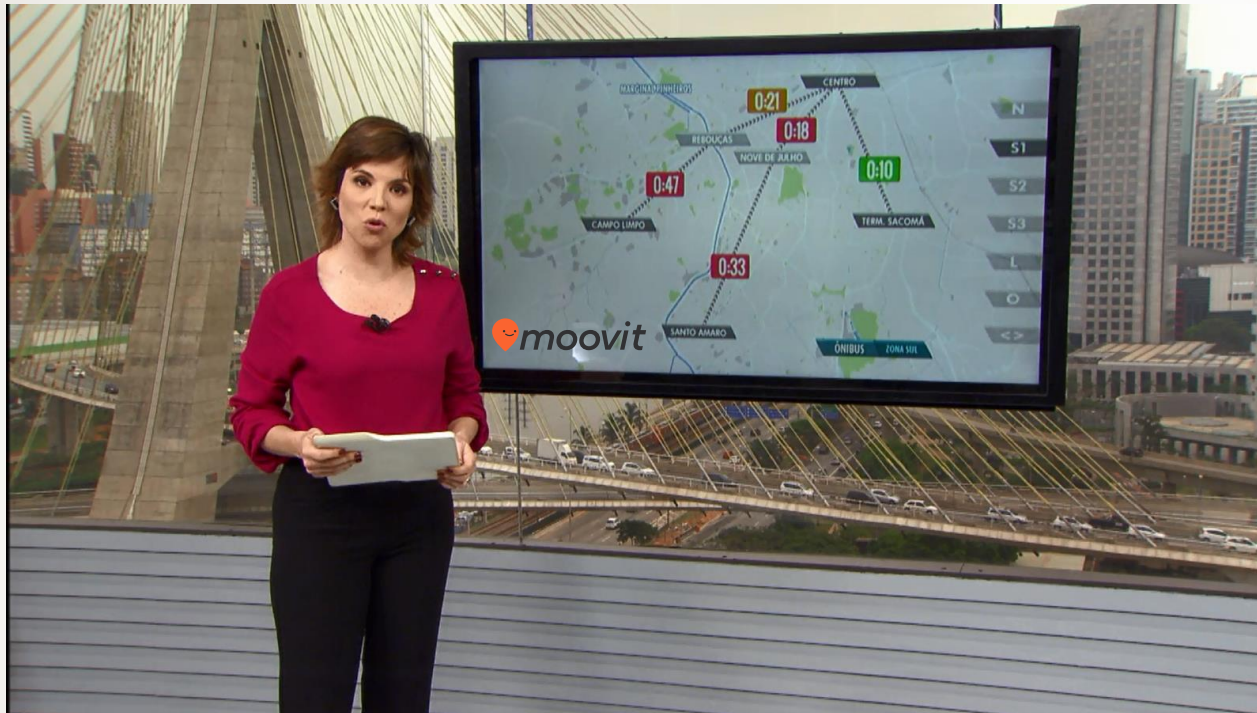
Survey, January 2014



Ridership growth

EMT ridership statistics, 2013

Media



metronews

Radar del Trasporto Pubblico

 **Tempo di viaggio da Termini** 

Staz. Monte Mario	38min	>
Casilina	58min	>
Tiburtina	38min	>
Staz. Prima Porta	1h 8min	>
Eur	38min	>

Ultimo aggiornamento 20:43

 **moovit** scaricala gratuitamente ↓



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★ ★ ★ UM JORNAL A SERVIÇO DO BRASIL



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