



MEDIA KIT 2021

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FROM THE EDITOR

A Vital New Publication for Mobility Providers

With more and more transit agencies and other mobility providers saying no to cash in the aftermath of the Covid-19 lockdowns, new forms of fare payments are taking on much greater importance.



Mobile ticketing, open- and closed-loop contactless and other forms of electronic payments were already growing before the pandemic. But they are taking off as mobility providers seek ways to reduce customer interaction with their employees and enable riders to avoid touching potentially contaminated surfaces.

At the same time, advancing technology and commercial relationships are helping transit agencies and mobility companies to gear up more quickly to launch new payments and ticketing services, including those as part of mobility as a service, or MaaS, platforms.

One thing that has been missing, however, is a publication dedicated to this budding market for mobility payments and ticketing—a publication that gives transit agencies and mobility companies the facts and insight they need to make crucial decisions in today's changing competitive landscape. That publication is *Mobility Payments*.

Created by the editors of *NFC Times*, which for more than 10 years have produced the most authoritative content in the NFC and digital payments and ticketing spaces, *Mobility Payments* provides exclusive, well-researched,

highly vetted and richly informative content, as it covers the latest topics and trends in the industry.

Mobility Payments will also deliver a highly engaged, influential readership to advertisers, including reps of public transit authorities, transit operators and fare-collection companies globally, who will receive all premium reports and access to all articles at no charge. More than two-thirds of our audience will be purchasing influencers.

And with help from a special partnership with APSCA, the leading payments and identity business association in Asia Pacific, *Mobility Payments* will enable you to reach high-value readers throughout the region and the world with our news-breaking website, in-depth magazine and timely e-newsletters.

As longstanding trends in the transport and mobility sector combine with the aftershocks of the pandemic, transformation in the industry will occur at an accelerated pace. *Mobility Payments* will be there to help you navigate these monumental changes.

Mobility Providers Include:

- Public transit authorities
- Public transit operators
- Transit ticketing schemes
- Micromobility providers
- On-demand transport operators
- Shared-mobility companies

Major Themes

Mobility Payments will be the most authoritative publication covering the global market for electronic fare payments and ticketing.



New & Emerging Fare Media

A crucial area of concern today for transit agencies and other mobility providers, this theme includes open- and closed-loop contactless payments, QR codes, mobile ticketing and cloud-based payments.

Key topics: Contactless EMV rollouts and adoption trends, virtual closed-loop cards, software-as-a-service ticketing, technology implementation costs, new component suppliers.



Account-Based Ticketing

A broad trend that underpins the move to new fare technologies, as well as emerging mobility platforms, ABT puts the intelligence on the server, not the card. It will lay the foundation for a range of future payments and ticketing trends.

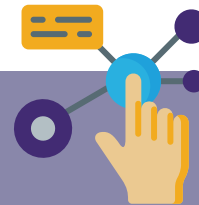
Key topics: Adoption trends, launch strategies, implementation costs, new technologies.



Mobility as a Service (MaaS)

Seen by many as the future of mobility, MaaS has yet to live up to its hype. But there is progress on the horizon and developments from both public and private mobility providers.

Key topics: Payments models, technology trends, pandemic impact, adoption curves, major players, regulation issues, platform control dynamics.



New Players

With transport industry transformation bringing about unprecedented innovation, new players and start-ups are also transforming the mobility payments market. These include payments services providers, ticketing platform companies, trip-planning app providers, new units of established companies and Silicon Valley tech giants.

Key topics: New mobility payments and ticketing technologies, innovative start-ups, strategic partnerships.

Audience

Reach Transit Authorities, Operators and Ticketing Schemes in These Cities and More

Australia
Sydney
Melbourne
Brisbane
Perth
Adelaide
Canberra

China
Shanghai
Beijing
Chongqing
Tianjin
Guangzhou
Shenzhen
Chengdu
Nanjing
Hangzhou
Foshan
Shenyang
Harbin
Dalian
Changchung
Ningbo
Xiamen
Wuxi

Austria
Vienna

Brazil
São Paulo
Rio de Janeiro

Belgium
Brussels

Canada
Montréal
Toronto
Vancouver
Calgary
Edmonton
Saskatoon

Estonia
Tallinn

France
Paris
Bordeaux
Strasbourg

Germany
Berlin

Hong Kong
Hong Kong

India
Mumbai
Delhi
Bangalore
Hyderabad
Ahmedabad
Chennai
Kolkata
Surat
Pune
Jaipur
Lucknow
Nagpur
Indore
Thane
Bhopal

Indonesia
Jakarta
Bandung

Italy
Milan
Rome
Naples

Japan
Tokyo
Yokohama
Chiba
Fukushima
Tokorozawa

Korea
Seoul
Ansan

Macau
Macau

Malaysia
Kuala Lumpur

New Zealand
Auckland
Wellington

Philippines
Quezon City
Manila
Caloocan City
Taguig
Pasig
General Santos
Las Piñas City
Makati City
Pasay

Sweden
Stockholm
Malmö

Taiwan
Taipei
Kaohsiung

Thailand
Bangkok

UAE
Dubai

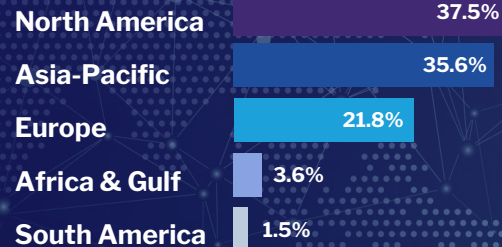
UK
London
Manchester
Birmingham
Glasgow
Newcastle

Vietnam
Ho Chi Minh City
Hanoi

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New York
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Chicago
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San Diego
Dallas
Austin
Jacksonville
Charlotte
San Francisco
Seattle
Denver
Washington, D.C.
Boston
Nashville
Portland, OR
Las Vegas
Baltimore
Kansas City, MO
Miami
Long Beach
Minneapolis
Cleveland
Anaheim
Honolulu
Santa Ana
Stockton
Saint Paul
Cincinnati
Pittsburgh
Reno
Des Moines
Chatanooga
Dayton

Global Reach

More than **two-thirds** of our audience are purchasing influencers.



Total of 14,000+ contacts in more than 110 countries and territories.

Transit authorities, operators and other mobility providers receive *Mobility Payments'* exclusive content for free.

The Mobility Payments Intelligence Report...

...is brought to you by the editors of **NFC Times**, veterans of the digital payments industry. For more than 10 years, *NFC Times* has been the most authoritative source for news and analysis in contactless open- and closed-loop fare collection, mobile ticketing and other digital payments. Like *NFC Times*, *Mobility Payments* stories are 100% original, written in strict journalistic style and based on facts, data, interviews and industry insights.

Mobility Payments features a special partnership with **APSCA**. Founded in 1997, APSCA is the premier business association in Asia Pacific serving the digital payments and identity segments. In addition to providing newsletters, webinars and other business intelligence, APSCA has organized nearly 200 industry events—including the world's longest series of transport ticketing and payments conferences. Fully 50% of delegates attending APSCA conferences are from mobility providers, banks, PSPs and payments networks.



EMAIL DATABASE*

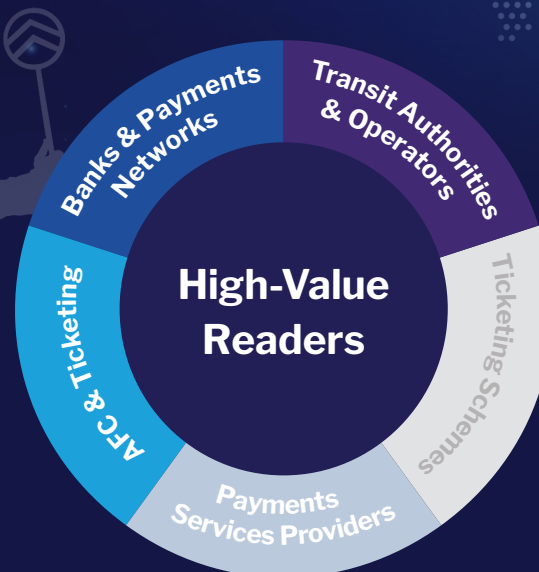
14,000+
Contacts



SOCIAL MEDIA

10,000+
Followers

* Combined APSCA and *NFC Times*/
Mobility Payments mailing lists for
payments, identity and other applications



Website & eNewsletter

Mobility-Payments.com Website

Mobility-Payments.com offers news and insight about the burgeoning mobility payments market found nowhere else. Transit authorities, operators and other mobility providers globally will get free access to this must-read site. Here's how to reach these high-value readers:

	Rates per month	Desktop (pixel)	Mobile (pixel)
Top Leaderboard	\$1,795	728 x 90	320 x 50
Skyscraper	\$2,165	300 x 480	300 x 250
Side Banner	\$1,495	300 x 250	300 x 50

Rates in USD

The screenshot shows the Mobility Payments website layout. At the top is a 'Top Leaderboard (728 x 90)' banner. Below it is a navigation bar with links: Home, Open Loop, Closed Loop, Media, Industry Insight, Mobile Ticketing, and a search bar. The main content area features an article titled 'UK Public Transit Officials in Midlands Seek to Replicate London's Success in Pay-as-You-Go Contactless'. To the right of the article is a 'Skyscraper (300 x 480)' banner. Below the article is a 'Side banner (300 x 250)'.

Mobility Payments Regular eNewsletters

Our eNewsletters reach high-value transit agencies, ticketing schemes and mobility providers globally as part of more than 14,000 recipients worldwide.*

	Rates per issue	Desktop (pixel)	Mobile (pixel)
Top Banner	\$450	970 x 90	320 x 50
Side Banner	\$225	300 x 250	300 x 50
Bottom Rectangle	\$225	970 x 150	300 x 50

Rates in USD

The screenshot shows the Mobility Payments eNewsletter layout. At the top is a 'Top Banner (970 x 90)' with the title 'MOBILITY PAYMENTS'. Below it is a 'Side banner (300 x 250)' with the title 'In-Depth: NFC Wallet Use for Open-Loop Transit Grows but Still Makes Up Relatively Small Share of Contactless Payments'. At the bottom is a 'Bottom Rectangle (970 x 150)'.

* Publisher's data

Mobility Payments reserves the right to reject any advertising and to clearly mark the advertisement as such if it might not be clear to the reader.

Mobility Payments Editorial Calendar

Digital Magazine

Packed with exclusive articles and data and based on original interviews and research, Mobility Payments magazine breaks new ground in a growing ecosystem. Each issue of this digital magazine will include in-depth information and insights about open- and closed-loop payments, mobile ticketing and payments for MaaS. Delivered at no charge to transit authorities, operators and other mobility providers globally, Mobility Payments reaches the key audience for your products and services.

Rates per issue

Full page
\$2,990

Half page
\$1,950

Quarter page
\$1,050

Rates in USD

Boston Authority Push to E

The Massachusetts Bay Authority, or MBTA, is in a push to completely do away with its cashless payment system on its various routes. It's not out of the question, as MBTA has been building the system, and it's been scheduled to be fully rolled out by the end of the year. The system will enable a contactless payment system, and the MBTA will also accept both open and closed-loop payments, as well as including wearables as a payment method that M

OPEN-LOOP PAYMENTS

Major Transit Agencies Accept Open-Loop Pay

City	Launch	Transit Mode	Network Support
Boston MBTA	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
San Francisco Muni	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Chicago CTA	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
London TfL	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Los Angeles MTA	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Madrid TMB	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Moscow MTP	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
New York MTA	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Philadelphia SEPTA	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Portland TriMet	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Rosario TMB	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Seattle Sound Transit	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Shanghai Metro	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Stockholm SL	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Vienna U-Bahn	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A
Washington D.C. Metro	2020 (planned)	Bus, trolley, subway	Visa, Mastercard, A

more than 97%

Even though tickets sold through its own app accounted for more than 97% of all mobile tickets that customers purchased for rides on RTD buses and trains for the year ending February 2020—before the Covid-19 pandemic hit—Tony Anderson, senior product manager, electronic fare operations, for RTD said it's important to give customers options.

"There's a concept called app fatigue. It's that friction that you feel when someone says, 'oh, easy, just download an app.' And you're thinking, 'Oh, I can't download another app. I just can't do it.'"



Tony Anderson
senior product manager, electronic fare operations, RTD Denver

"There's a concept called app fatigue. It's that friction that you feel when someone says, 'oh, easy, just download an app.' And you're thinking, 'Oh, I can't download another app. I just can't do it.' We wanted to take away this first point of friction by putting our tickets in a ubiquitous app (Uber and Transit) that customers already have on their phone."

All of the apps through which RTD Denver sells tickets use the MaaS platform.

The situation is different for the NEORide consortium, which saw sales of more

than 60% of its mobile tickets through the Transit app as of May 2020, the rest through its own-branded EZfare app, the consortium's director of client services told NTC Times. That's mainly because the largest transit provider in the group, Cincinnati Metro, a bus operator, sells all of its mobile tickets through the Transit app.

Creating True MaaS Apps

The trip-planning apps began to get on board with ticketing only in the past year or two. Transit launched first with a small bus operator in St. Catharines, Ontario in Canada. It later expanded to U.S. cities before returning to its home base in Canada to enable mobile ticketing on buses and passes for bike share.

Transit also enables payments for passes for at least six bike share providers, as well as some scooter rentals and payment for such ride-hail or ride-share services as Uber, Lyft and Via.

Enabling users to plan, book and pay for their multimodal travel in one app—to the point where users no longer need to own their own transportation, such as a car, meets the definition of mobility as a service, or MaaS. While MaaS has been touted as a technology that can transform the public transportation industry, progress toward rollouts of MaaS platforms has been slow.



Small to mid-tier transit agencies, such as Buffalo, N.Y.-area NYCTA, are making mobile ticketing, working with third-party providers using standalone apps and also becoming part of trip-planning apps.

SECTION	Issue 1	Issue 2	Issue 3	Issue 4
Cover Story	Trip-planning apps make move into ticketing and payments	Special Report: Touchless Ticketing	Top trend in mobility payments	Top trend in mobility payments
Open-Loop Payments	Pros and cons of going to open-loop payments	Special Report: Touchless Ticketing	New vendors vie for open-loop contracts	How open loop can support subscriptions, concessions
MaaS	How MaaS can speed return of Covid-wary riders	Special Report: Touchless Ticketing	Subscription vs. PAYG: Which model is winning?	Biggest transit agencies supporting MaaS
Mobile Ticketing	Taiwan's top e-purse struggles in new e-pay landscape	Special Report: Touchless Ticketing	A closer look at SaaS ticketing and platform providers	Top trend in mobile ticketing
Industry Insight	Column by an industry leader on key topic	Special Report: Touchless Ticketing	Column by industry leader on key topic	Column by industry leader on key topic
Closed-Loop Payments	Major transit agencies launch virtual closed-loop cards	Special Report: Touchless Ticketing	New technologies for closed-loop cards	How closed loop forms part of transit agency strategies
Account-Based Ticketing	Aussie ABT project gives riders new way to pay	Special Report: Touchless Ticketing	Important development regarding ABT	Important development regarding ABT
New Takes	Recent development in mobility payments	Special Report: Touchless Ticketing	Recent development in mobility payments	Recent development in mobility payments

Industry Insight

Mobility Payments Industry Insight

Industry experts offer informative commentary on important issues and trends in the mobility-payments industry. This column, by keen industry veterans and observers will run in all *Mobility Payments* publications.



Rates:

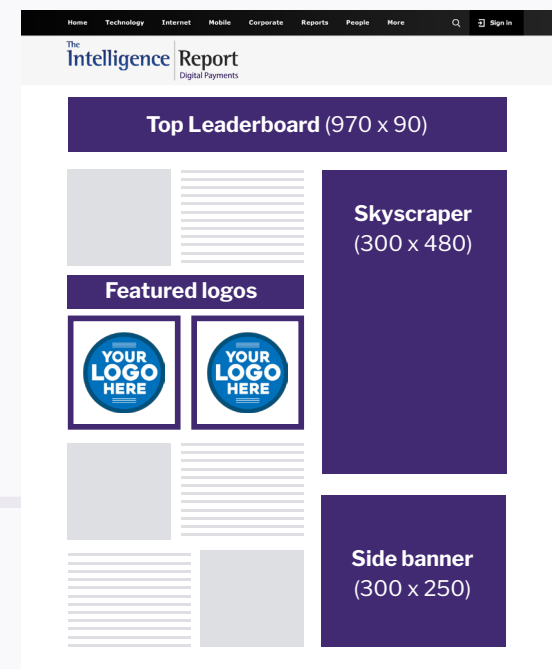
Web + magazine + Newsletter
\$1,500 (Introductory offer)

Rates in USD

Suppliers' Directory

Mobility Payments Suppliers' Directory

Our suppliers' directory will help you reach buyers worldwide for your mobility payments products and services and will be part of a valuable marketplace for both buyers and sellers.



Rates:

	Rates per year	Desktop (pixel)	Mobile (pixel)
Top Leaderboard	\$1,795	970 x 90	320 x 50
Skyscraper	\$2,250	300 x 480	300 x 250
Side Banner	\$1,495	300 x 250	300 x 50
Featured Logo	\$750	150 x 150	150 x 150

Rates in USD



Mobility Payments

Intelligence Report

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