



MaaS in Vienna – An introduction to Upstream

Gerald Stöckl



“Mobility can now be seen as an information service with physical transportation products, rather than a transportation product with additional services.”

The Role of Regulation in preparing Transport for the Future:
Study for the European Parliament, 2016

Upstream – Owner



Ecosocial benefit

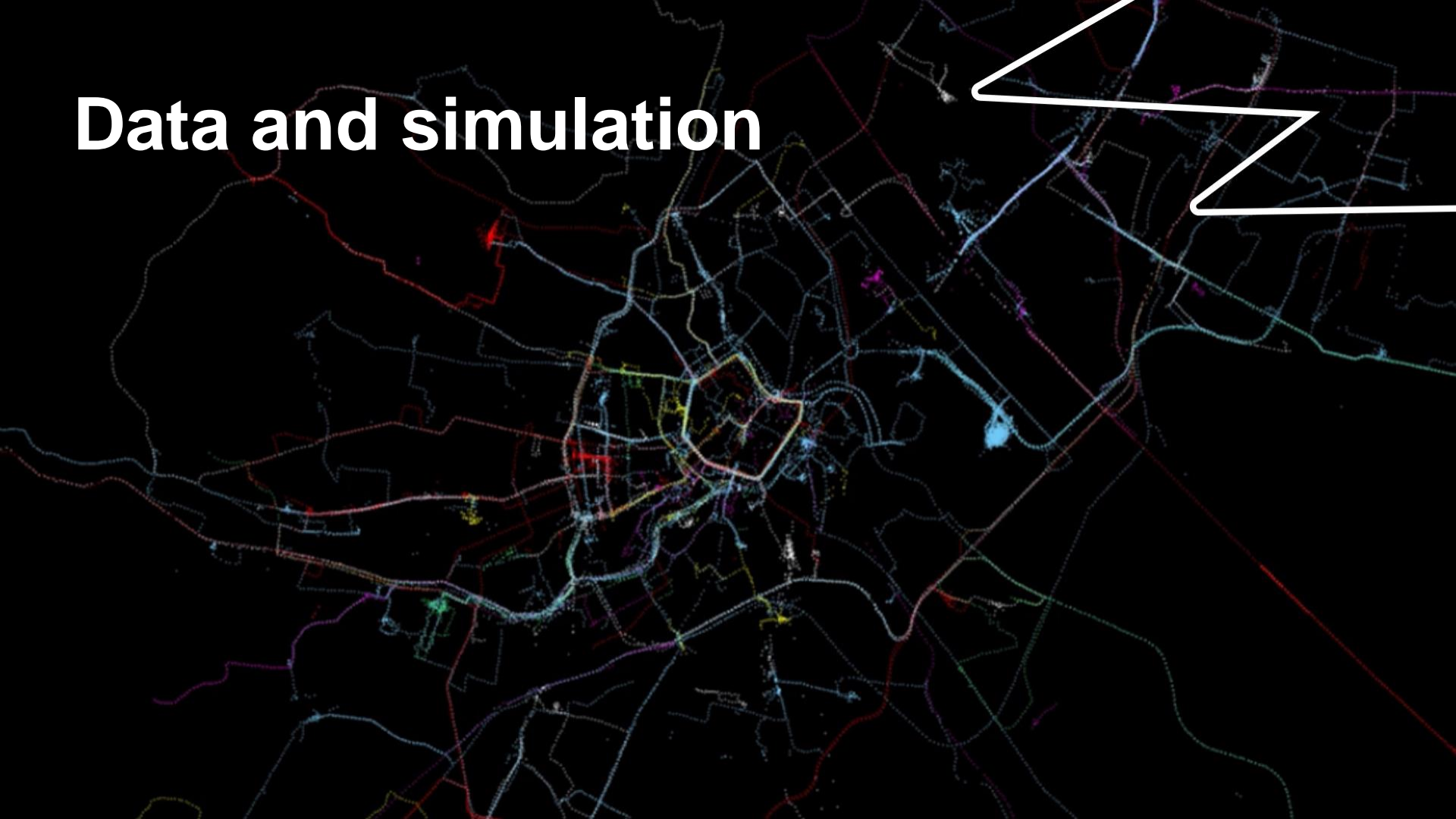
Innovative private or
public business models



Central public platform
services for shared usage

Technical infrastructure

Data and simulation





Thank you!

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