



## Milan on the Move with Contactless Ticketing

Italian first, bringing open-loop ticketing to Milan



### PROJECT OVERVIEW

In June 2018<sup>1</sup>, contactless ticketing was launched on Milan's Metro, making the city the first in Italy to bring open-loop payment technology to the transit environment. From initial launch across the city's Malpensa Express line, providing fast and efficient link between Milan's largest airport and the city center, to full network roll-out, Mastercard partnered with Trenord and Azienda Transporti Milanesi (ATM), to transform the city's transit infrastructure in order to enable residents and visitors to pay for transit fares using their own contactless enabled bank card or mobile device.

### CHALLENGE

Trenord is the rail company responsible for the efficient running of Milan's airport express rail link, Malpense Express. ATM is Milan's public transit company serving the city and its 46 surrounding metropolitan municipalities. Operating 4 metro lines, 18 tram lines, 131 bus lines and 4 trolleybus lines, ATM manages the efficient running of public transit services for an of around 2.5 million<sup>2</sup> people. With approx. 8.8 million<sup>3</sup> international visitors in 2018 alone, ATM was looking to find an easy, secure and globally interoperable way to make moving around the city and its surrounding areas easier for its residents and visitors – opening up the transit network to provide easier access for commerce and tourism.

Both ATM and Trenord were committed to delivering the highest quality of services across Milan's transit network – improving experience for frequent riders and simplifying access for visitors while delivering operational efficiencies that would benefit the city.



<sup>1</sup> <https://www.uitp.org/sites/default/files/ATM%20MILAN%20Contactless%20pdf.pdf>

<sup>2</sup> <https://www.atm.it/en/IlGruppo/ChiSiamo/Pages/Attivita.aspx>

<sup>3</sup> <https://mastercardcontentexchange.com/newsroom/press-releases/2018/big-cities-big-business-bangkok-london-and-paris-lead-the-way-in-mastercards-2018-global-destination-cities-index/>



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### APPROACH

Working as part of a project team with the transit agency, banking and technology partners, there were meetings to understand the existing infrastructure and project scope. Project plan was developed taking into consideration the local specifics and constraints. From development, testing, implementation to promotional campaigns, and building on the expertise launching similar digital transformation projects with cities across the globe, Mastercard worked with Trenord and ATM to ensure smooth transition from closed-loop infrastructure to open-loop, contactless launch.

### SOLUTION

Milan's public transportation network has become the first in Italy to offer the convenience of contactless ticketing – enabling its residents and visitors to use the payment card or device that they already carry as the only ticket they need to ride. By utilizing contactless and tapping at transit readers, Malpensa Express and ATM riders no longer need to queue to purchase separate paper tickets or top-up transit cards in order to utilize the airport rail link or city subway. Fare aggregation has been developed across the subway to ensure that ATM's riders receive the best value fare for each journey – valid for 90 minutes of travel, the best fare is calculated based on passenger rides and service availability across the 113 subway stations. While initial launch took place in 2018, ATM's goal is implement the solution across the whole network – removing the need for paper tickets not only on the subway but across the city's buses and parking bays.

### RESULTS

While full roll out across the network continues through 2020, contactless has been a success so far and has seen 4 million transactions<sup>4</sup> since launch, with an average of 25,000 taps<sup>5</sup> each day and 10% international visitors<sup>6</sup> / issued payment cards.

### MORE INFORMATION

To hear more about how Mastercard is architecting transit solutions that offer convenience, drive efficiencies and cut cost please contact [enterprisepartnerships@mastercard.com](mailto:enterprisepartnerships@mastercard.com) and a member of the Global Cities team will be happy to connect with you.

<sup>4</sup> ATM supplied data

<sup>5</sup> ATM supplied data

<sup>6</sup> ATM supplied data