Exploratory workshop

Technology and systems innovation, public transport and the minibus-taxi industry

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8 August 2017
technology

tools and machines that may be used to solve real-world problems

> simple tools: wooden spoon
> complex machines: space station

https://en.wikipedia.org/wiki/Technology
innovation

something original, more effective and new that "breaks into" the market or society

> new technologies
> new ways of using existing technology

https://en.wikipedia.org/wiki/Innovation
How has technology in public transport changed in the last 10 years?
How do you think technology in public transport will change in the next 10 years?
traditional urban transport modes: limited choices, broad uptake
innovative mobility options: more choices but an uncertain future
- shifting business models
- bicycle sharing
- car sharing
- on-demand micro-transit
- ride sourcing
- commercial ride-pooling
- maps, routing apps, services
GLOBAL DIGITAL SNAPSHOT
KEY STATISTICAL INDICATORS FOR THE WORLD’S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION
INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
UNIQUE MOBILE USERS
ACTIVE MOBILE SOCIAL USERS

7.476 BILLION
3.773 BILLION
2.789 BILLION
4.917 BILLION
2.549 BILLION

URBANISATION:
PENETRATION:
PENETRATION:
PENETRATION:
PENETRATION:

54%
50%
37%
66%
34%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETUNIVERSE; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAH; CAFEBAZAAR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.
SOUTH AFRICA
A SNAPSHOT OF THE COUNTRY’S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
INTERNET USERS
ACTIVE SOCIAL MEDIA USERS
MOBILE SUBSCRIPTIONS
ACTIVE MOBILE SOCIAL USERS

55.21 MILLION
28.66 MILLION
15.00 MILLION
79.91 MILLION
13.00 MILLION

URBANISATION:
PENETRATION:
PENETRATION:
vs. POPULATION:
PENETRATION:

66%
52%
27%
145%
24%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTakte; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.
MOBILE USERS vs. MOBILE CONNECTIONS
COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS / SUBSCRIPTIONS

**NUMBER OF UNIQUE MOBILE USERS (ANY TYPE OF HANDSET)**

36.00 MILLION

65%

**MOBILE PENETRATION (UNIQUE USERS vs. TOTAL POPULATION)**

**NUMBER OF MOBILE CONNECTIONS (SUBSCRIPTIONS)**

79.91 MILLION

145%

**MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION**

2.22

**AVERAGE NUMBER OF CONNECTIONS PER UNIQUE MOBILE USER**

**SOURCES:** UNIQUE MOBILE USERS: EXTRAPOLATION OF DATA FROM GSMA INTELLIGENCE, EMARKETER, AND ERICSSON; MOBILE CONNECTIONS: GSMA INTELLIGENCE, Q4 2016.
DEVICE USAGE
PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE

MOBILE PHONE (ANY TYPE) 92%
SMART PHONE 69%
LAPTOP OR DESKTOP COMPUTER 20%
TABLET COMPUTER 10%

TELEVISION (ANY KIND) 68%
DEVICE FOR STREAMING INTERNET CONTENT TO TV 3%
E-READER DEVICE 1%
WEARABLE TECH DEVICE 3%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. *NOTE: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE’S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.
37.3m SA adult population

48% income < R3000 pm
68% urban areas
58% bank account
19% SASSA card

FinScope 2015, 2016