



Exploratory workshop

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

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UCT Centre for Transport Studies
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technology

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

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

innovation

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

- > new technologies
- > new ways of using existing technology

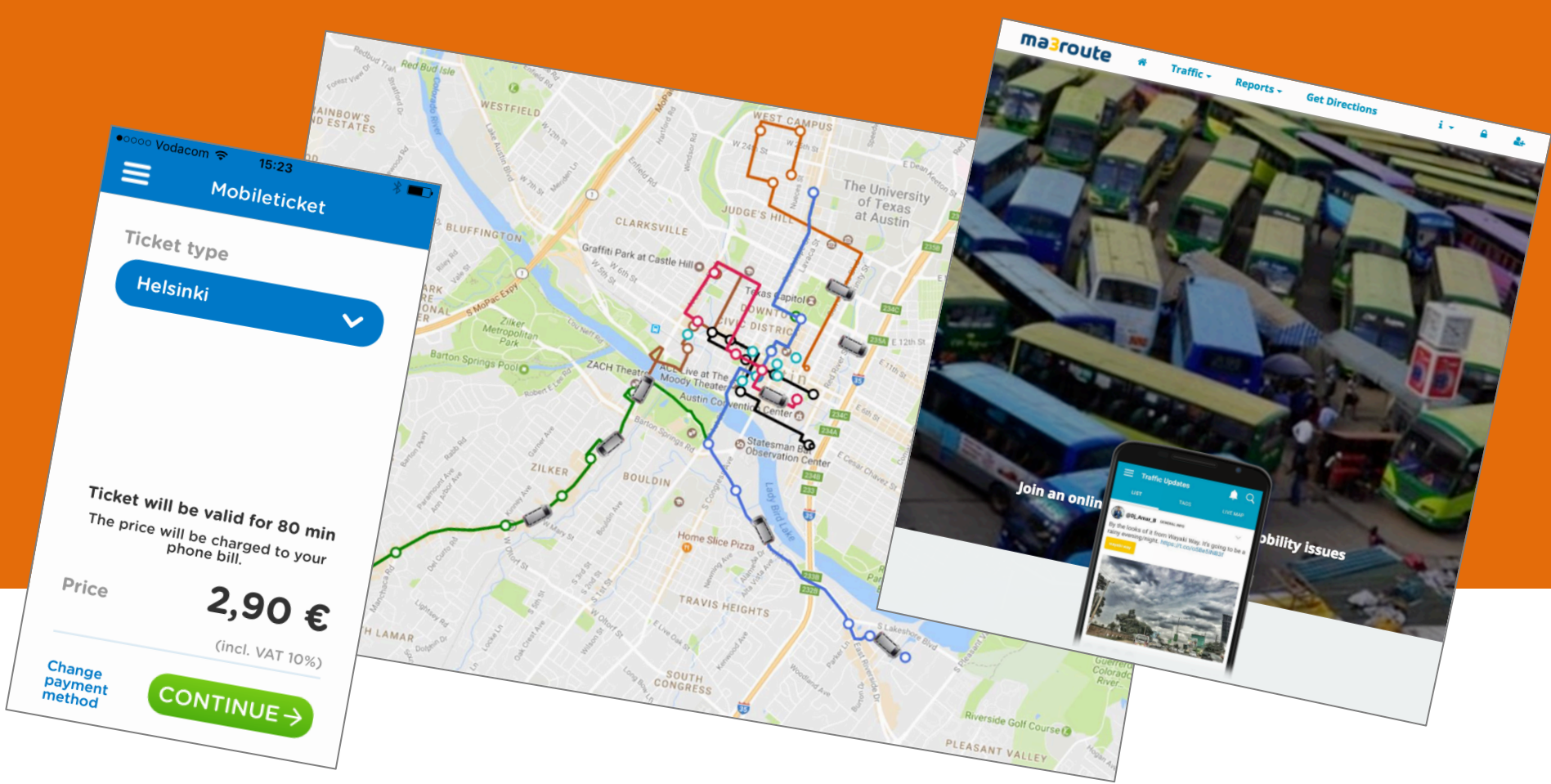
How has technology in public transport
changed in the last 10 years?

How do you think technology in public transport will change in the next 10 years?

traditional urban transport modes: limited choices, broad uptake

OECD & ITF 2017





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

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GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.476
BILLION

URBANISATION:
54%

INTERNET
USERS



3.773
BILLION

PENETRATION:
50%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.789
BILLION

PENETRATION:
37%

UNIQUE
MOBILE USERS



4.917
BILLION

PENETRATION:
66%

ACTIVE MOBILE
SOCIAL USERS



2.549
BILLION

PENETRATION:
34%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; **MOBILE:** GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

 **Hootsuite™** we
are
social

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SOUTH AFRICA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

55.21
MILLION

URBANISATION:

66%

INTERNET
USERS



28.66
MILLION

PENETRATION:

52%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

15.00
MILLION

PENETRATION:

27%

MOBILE
SUBSCRIPTIONS



79.91
MILLION

vs. POPULATION:

145%

ACTIVE MOBILE
SOCIAL USERS



13.00
MILLION

PENETRATION:

24%

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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

we
are
social

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



65%

GSMA

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)



79.91
MILLION

GSMA

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



145%

GSMA

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.22

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE



MOBILE PHONE
(ANY TYPE)



we
are
social

92%

SMART
PHONE



Google

69%

LAPTOP OR
DESKTOP COMPUTER



20%

TABLET
COMPUTER



10%

TELEVISION
(ANY KIND)



Google

68%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



3%

E-READER
DEVICE



we
are
social

1%

WEARABLE
TECH DEVICE



3%

37.3m SA adult population

48% income < R3000 pm

68% urban areas

58% bank account

19% SASSA card