



OVpay in The Netherlands

The update of the journey continues

Bas van Weele
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The update of the journey continues

1. Basics OVpay
2. Introduction Open Loop and results so far
3. Closed Loop
4. Next steps: towards full migration
5. Questions

1. Basics OVpay



Basic proposition



New payment options for public transport are on their way right across the nation. These major and vital innovations will affect **everyone travelling with PT** in The Netherlands. The **overarching brand name** for these options is **OVpay**.

1980



strippenkaart

Paper
ticketing

2007



OV-chipkaart

OV-chipkaart
card-based system

2023



OVpay
account-based system

OV-chipkaart in numbers (2023)



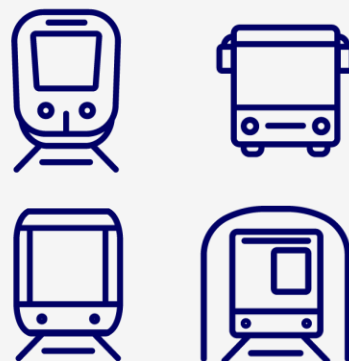
14.7 million

Cards in circulation



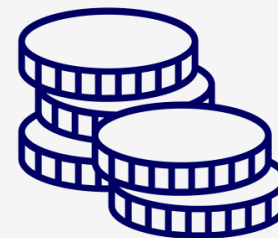
8.4

Customer
satisfaction



2.28 billion

Transactions



€ 4.4 billion

Revenue

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Why this change?

1

Customer preferences are changing

Mobile first, self-service, one-click service

2

New technologies available

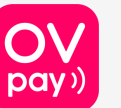
Smartphones and contactless payments

3

Current chip technology end-of-life

From card-based to account-based ticketing

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Goals of innovation



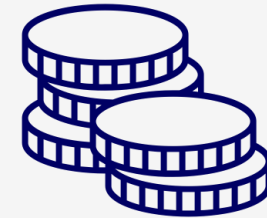
Customer
convenience



New products
and services



Revenue
growth



Infrastructure cost
reduction

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This is what we want customers to experience:

flexible and simple

It's for all of us

Public transport is of and for everyone. We're here to help customers. It's 'our public transport'.

We make it self-evident

It has to be easy, simple and effective. As naturally as tying your shoelaces.

For the smoothest-possible trip

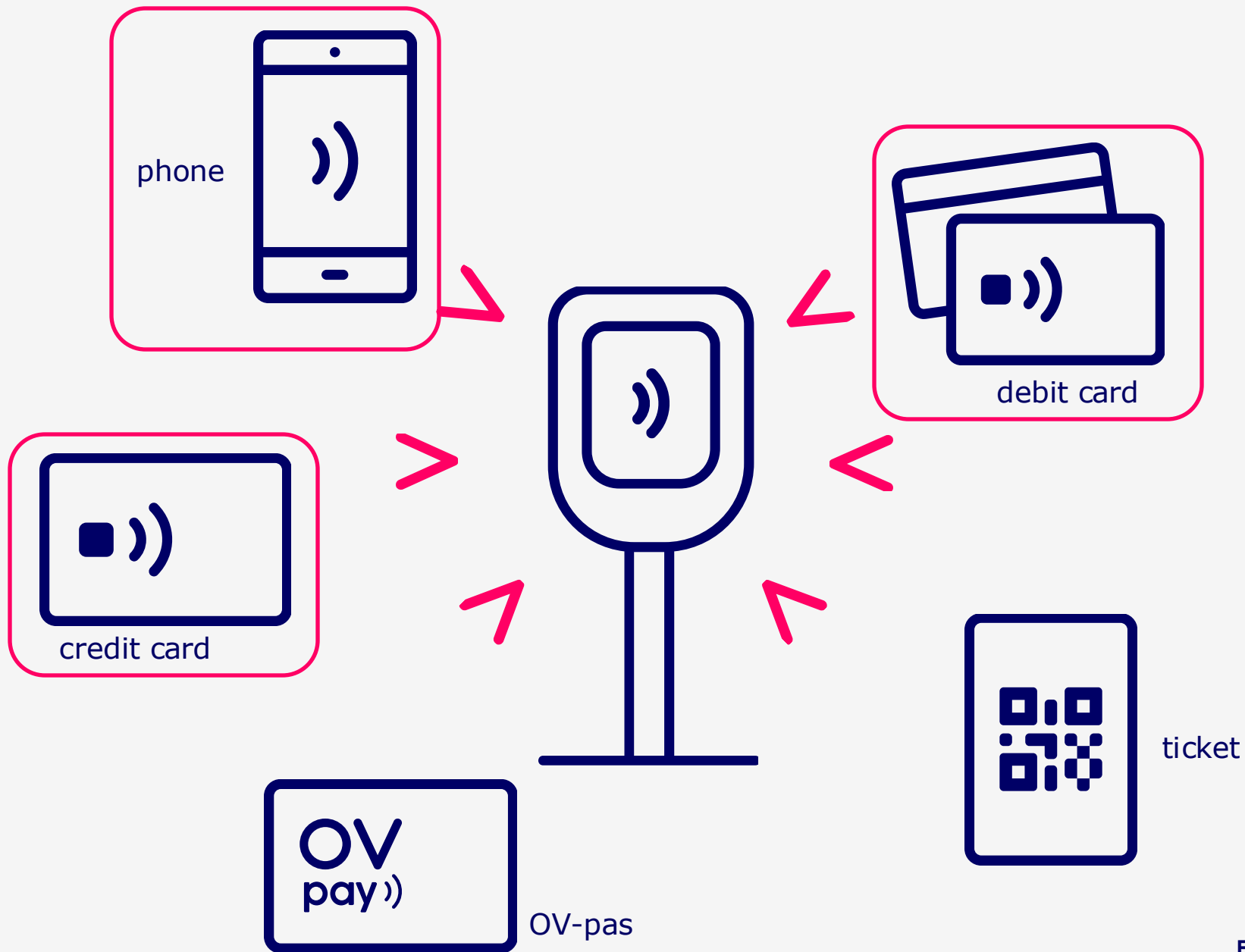
We want all customers to travel without hindrance, without restrictions, without unnecessary barriers.

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2. Introduction Open Loop and results so far





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Transport Ticketing – March 5, 2024, London



Best Smart Ticketing Programme (200k+ Daily Journeys)

- UnicoCampania and Almaviva
- Aurionpro Transit Pte Ltd, Uttar Pradesh State Road Transport Corporation (UPSRTC)
- De Lijn and Conduent Transportation
- Empowering Earthquake Victims Through Smart Mobility by Gaziantep Municipality and kentkart
- National Express West Midlands (NXWM): Leading the Digital Path in Smart Ticketing for Enhanced Transport Solutions
- New Ways to Pay: Leading-edge Payment Options in Toronto, Canada (Metrolinx)
- OVpay
- TransLink partners with Cubic Transportation Systems and Interac on electronic cash payments aboard transit to improve bus speed reliability throughout Metro Vancouver
- TfNSW's next generation of contactless payments

OVpay wins the award of 'Best Smart Ticketing Programme 2024'

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National OVpay communication campaign





Open Loop

1

No-barrier option for
all customers

2

A digital and physical
EMV Open-Loop

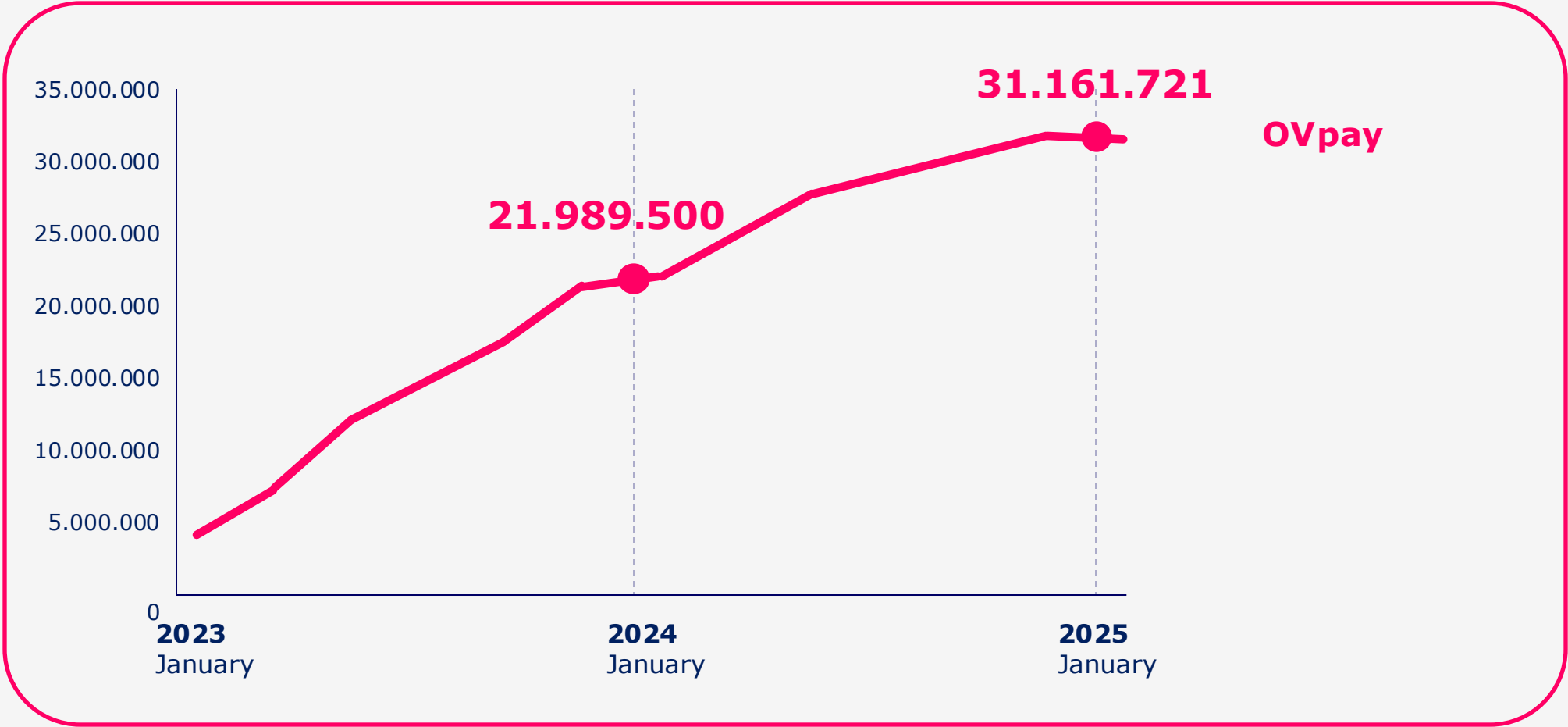
3

Full fare and
reduced fare

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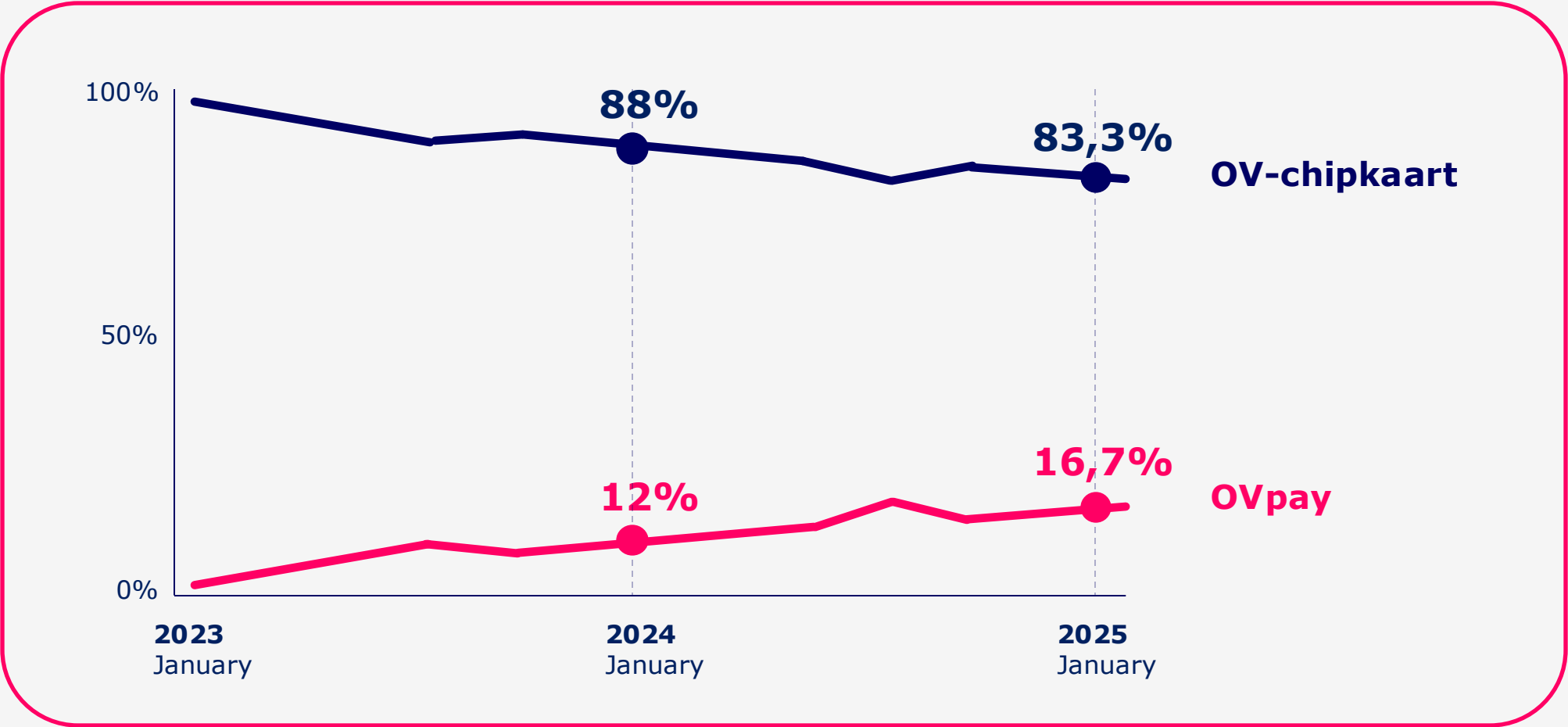
Number of taps (2023-2025)



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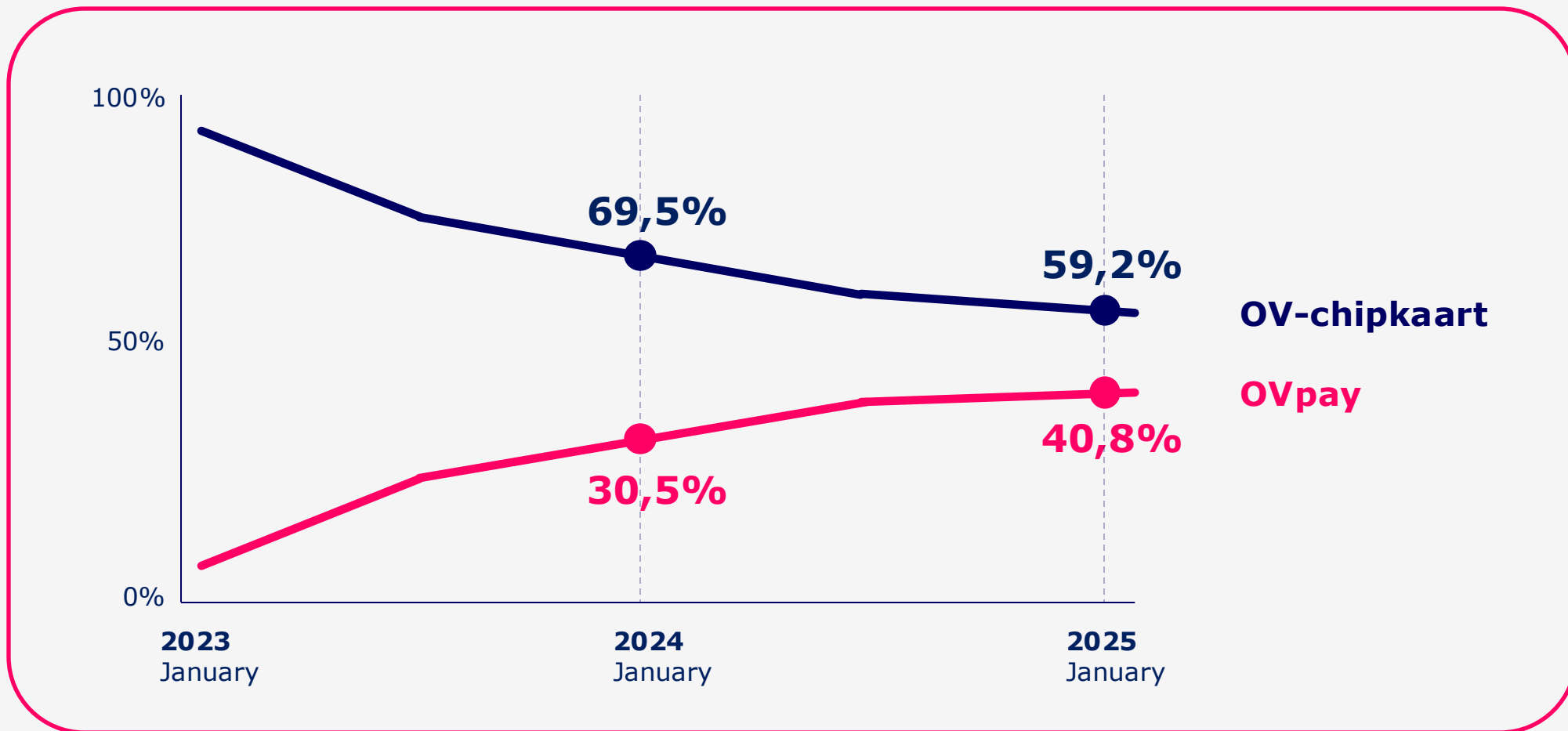
EMV-taps compared to total taps (2023-2025)



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Full-fare adoption debit- & credit cards (2023-2025)



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**OVpay growth
2024:**

**Customers
Products
Service**

Ben jij **65+**?



En reis je met de **bus, tram of metro**? Check nu ook met je **betaalpas** in en uit met **34% korting!**



Ben je 65 jaar of ouder, dan heb je recht op 34% korting als je met de bus, tram of metro reist (dus niet met de trein). We noemen dit **looftjiskorting**. Nu kan dit ook met je betaalpas of creditcard. Weten hoe je deze korting aanzet? Kijk op ovpay.nl.



Zet je Transdev Voordeel vandaag nog aan!

Transdev Voordeel is gratis voor iedereen die in de regio Gooi en Vechtstreek met de bus reist. Heb je in een maand voor € 20 met een bus van Transdev gereisd? Dan krijg je 10% korting op je volgende ritten met Transdev. Vanaf € 40 krijg je 20% korting en zo loopt je voordeel steeds meer op. Is de maand afgelopen? Dan begin je opnieuw met opbouwen.

Vanaf	Korting
€ 20	→ 10%
€ 40	→ 20%
€ 60	→ 40%
€ 130	→ 90%

Hoe krijg ik gratis Transdev Voordeel?

Transdev Voordeel is gratis. Je hoeft het alleen maar even aan te zetten. Dat doe je zo:

- Reis met je betaalpas. Dit is nodig om je betaalpas aan je account te kunnen koppelen.
- Maak een Transdev-account aan. Dit kan op de website of in de app.
- Koppel je betaalpas en zet je voordeel aan. Klaar! Je reist nu met Transdev Voordeel.

Meer weten? Ga naar transdev.nl/voordeel

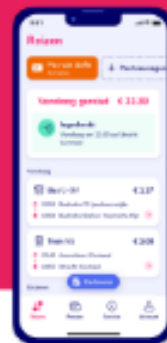


Met Transdev Voordeel check je in en uit met je betaalpas!



Heb jij de **OVpay app** al gedownload?

- Je kunt tijdens je reis zien of je bent ingecheckt
- Je kunt alsnog in- of uitchecken als je dit vergeten bent
- Je vindt je ritten en reiskosten makkelijk terug



Kijk op ovpay.nl/app of download de app hier:



Steeds slimmer,
steeds makkelijker



Koningsnacht vieren?
Check gewoon in en uit
met je betaalpas!

ovpay.nl

Customer
satisfaction:
check in and out

> 4/5 <



3. Closed Loop





Closed Loop

1

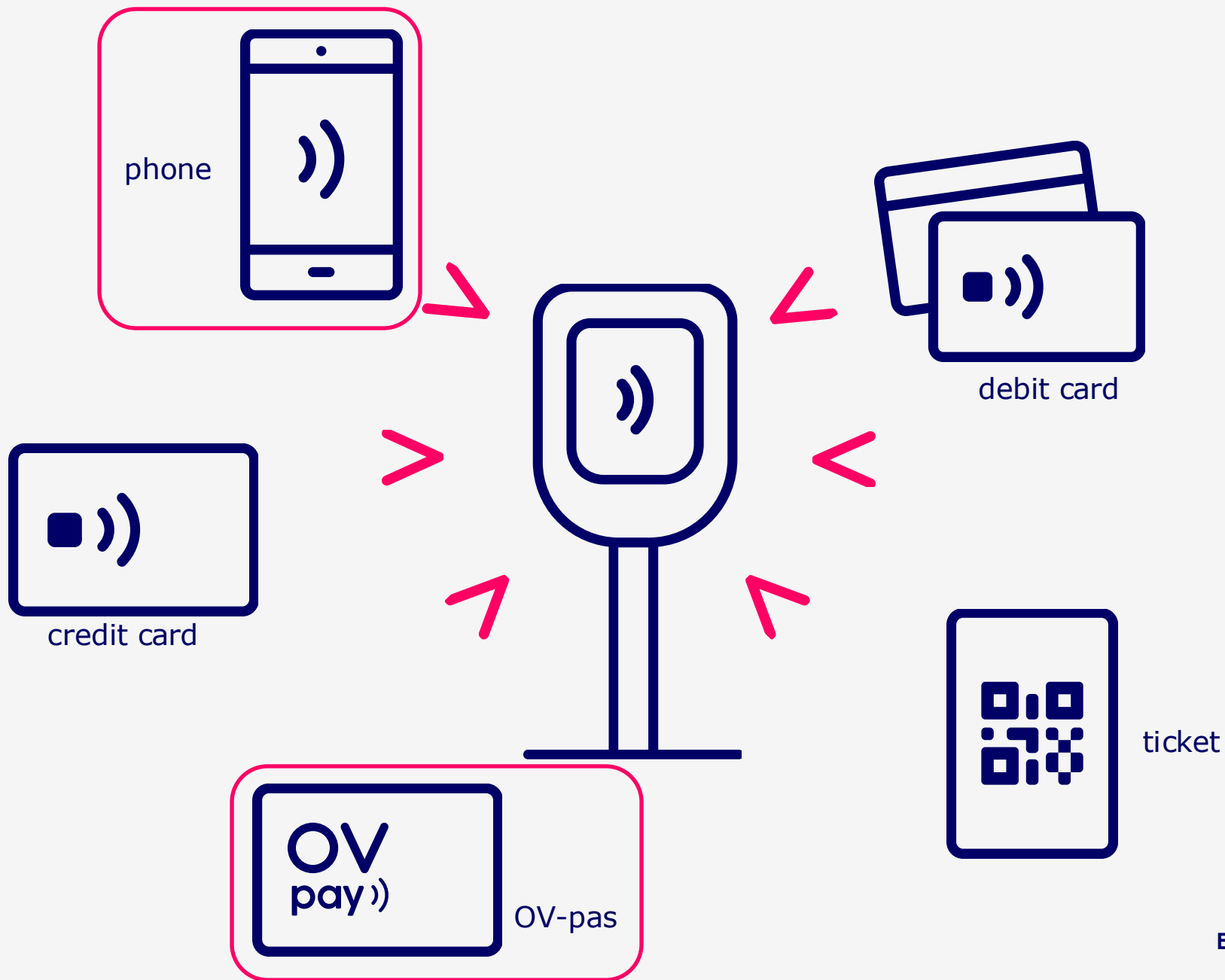
Digital and physical
Closed-Loop card

2

ABT (post-paid), subscriptions
and pre-paid

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Introduction Closed loop: OV-pas



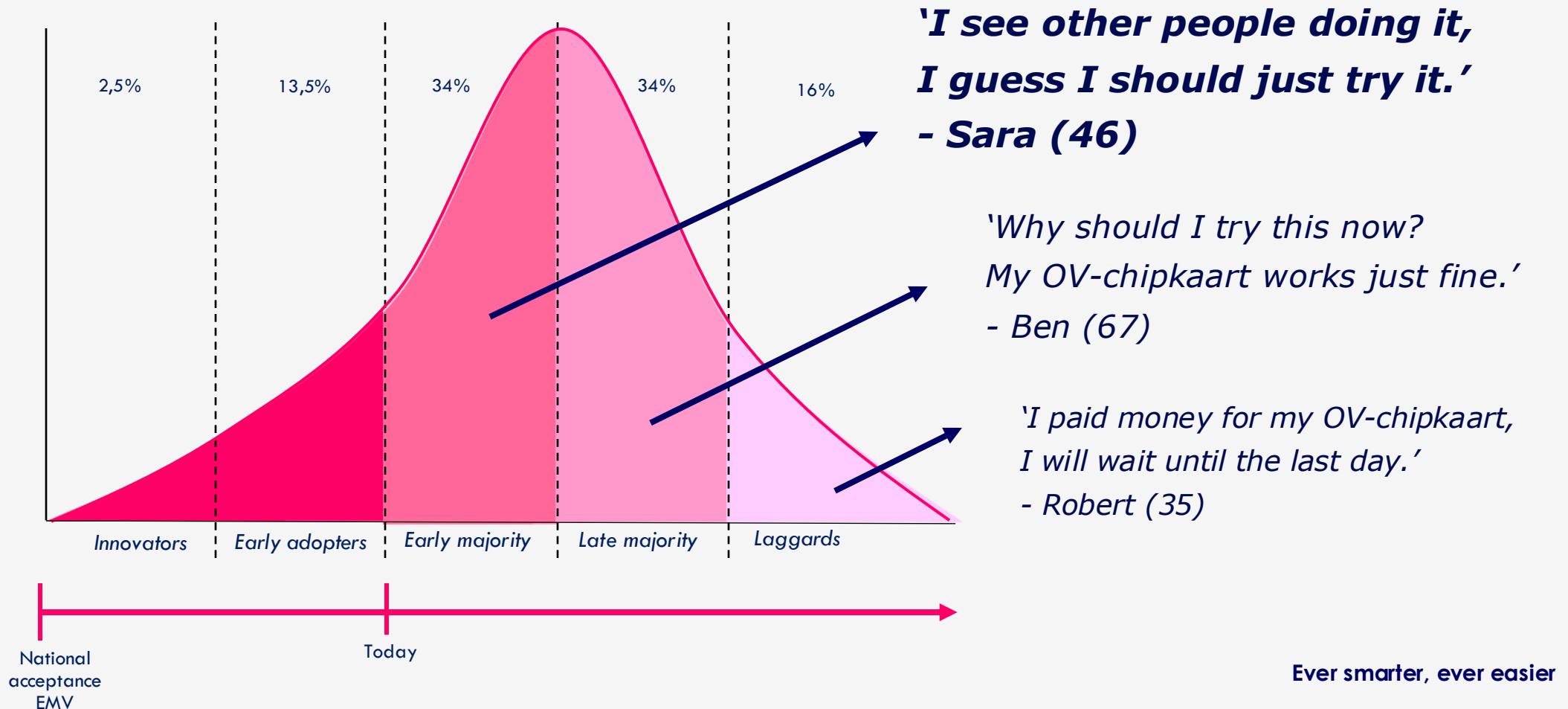
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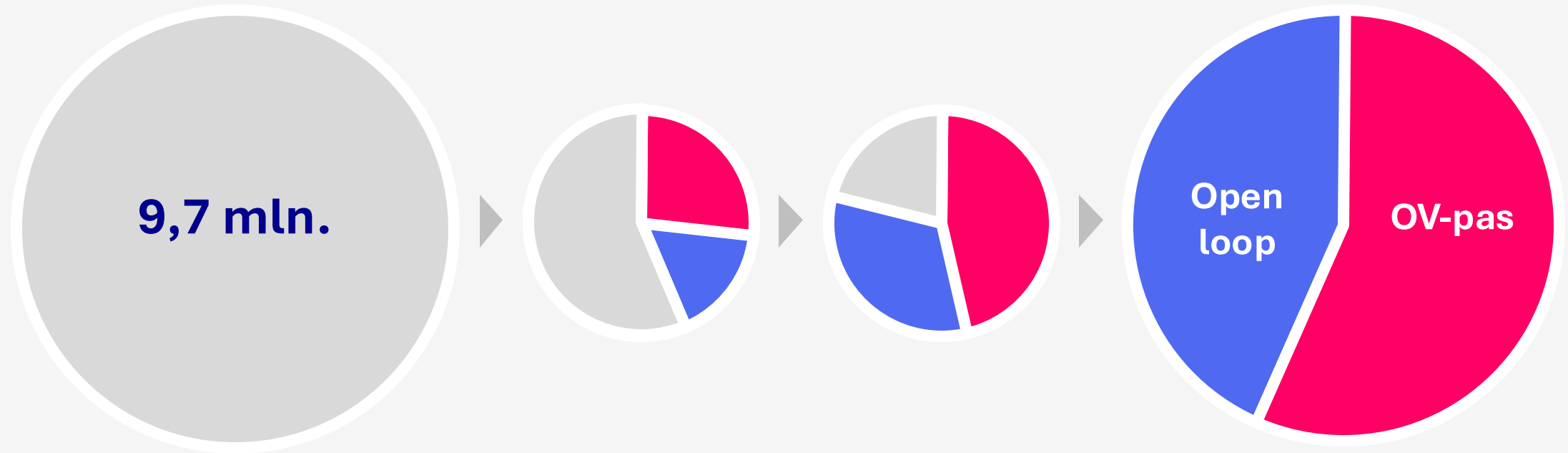
4. Next steps: towards full migration



Conversations with travellers clearly show Rogers' segments



Still a lot to do to migrate customers to OVpay



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More
updates in
March 2026



5. Questions?



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Come on a journey with us



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