



OSDM: a powerful and open tool for the future of rail-based and multimodal mobility

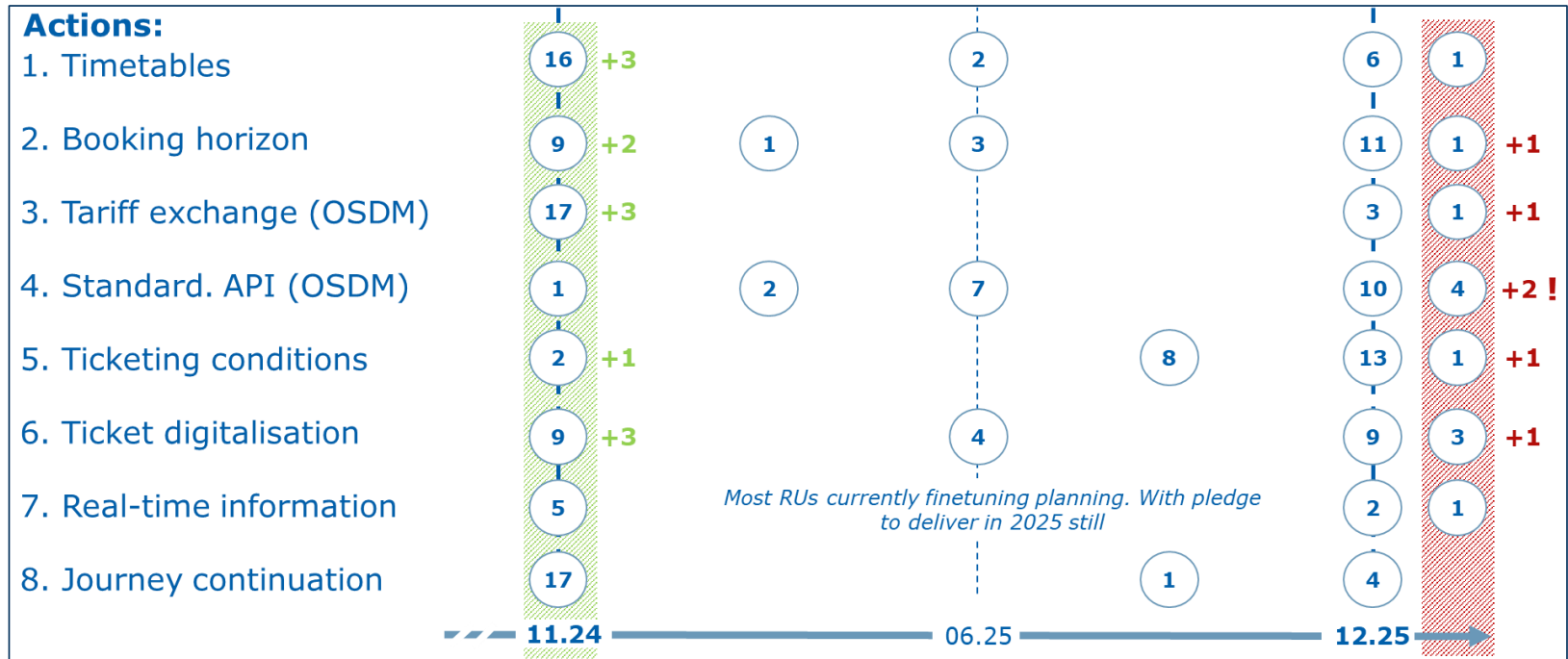
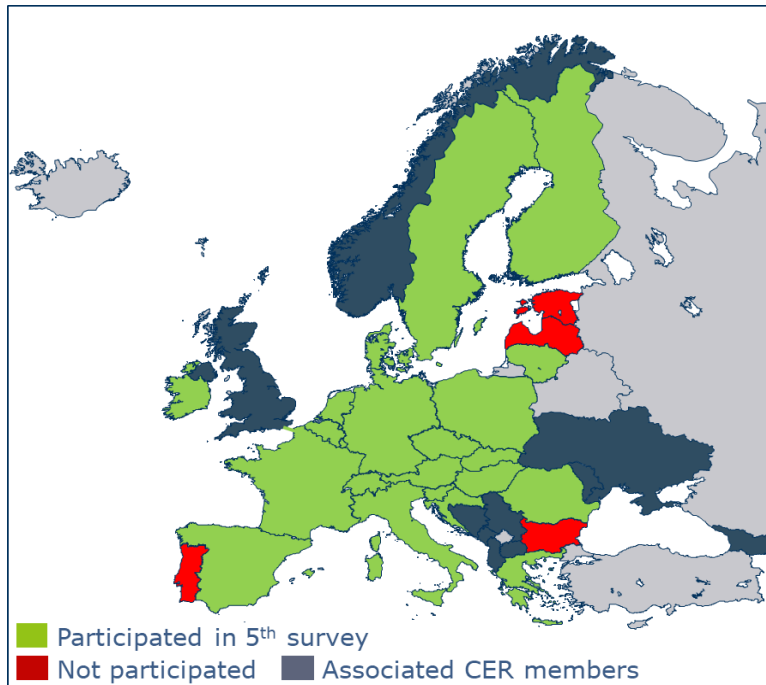
Transport Ticketing Global

London, 4.3.2025 | Deutsche Bahn AG | Vittorio Carta, Manager Transport Policy Europe/OSDM-Initiative Manager

Fifth edition of implementation survey of the CER-Ticketing Roadmap with record participation, less than a year to go



- 25 of 29 CER passenger RUs, 96,5% of CER passenger traffic
- Operations across 22 EU Member States and Eurostar routes
- Still no or irregular participation from 4 of 29 CER passenger RUs
- Nonetheless, survey considered authoritative and representative, allowing progress tracking
- Solid response quality, but some uncertainties re. timely delivery



x #RUs with planned implementation by that date x Already compliant (self-declared) x Planned compliance >2025



Focus on main actions and on safeguarding OSDM achievements by additional RU roll-outs



External report presented to relevant stakeholders



Ongoing, reinforced CER advocacy and communication campaigns on international rail ticketing



Ticketing Task Force, Action owners and RU experts to focus on pragmatic solutions, notably in at-risk Actions



Ticketing Task Force to finalise 2030 work program, focus: rail in the multimodal context



Sixth monitoring survey to be launched in April-May

OSDM – Powerful and open tool for the future of rail-based and multimodal mobility



OSDM is a common standardization initiative of railways, online platforms and system providers allowing one-stop-shop distribution services and passenger expectations for through-/integrated ticketing, thus enabling increasingly seamless and sustainable travel across Europe.



Sector collaborative initiative

Driven by Railway Experts

Weekly meeting with Sector Distribution architects and Business experts to discuss OSDM evolution

ECTAA

bileto

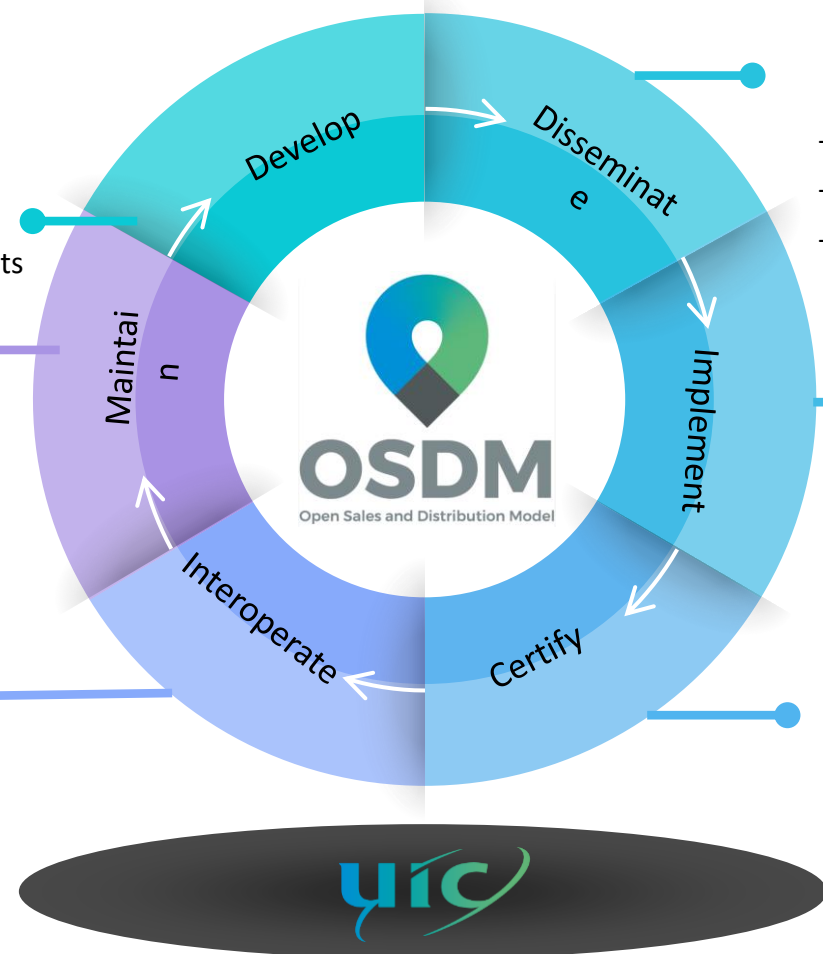
sqills

turnit

benerail

Interoperability

- **Airlines** : define how to integrate Rail using OSDM in Air NDC distribution
- **CEN/CENELEC**
 - **NeTEx** : Integration in OSDM of the NeTEx / OJP trip structure to be compliant with a multimodal journey planner
 - **COROM** : Discussion ongoing to integrate OSDM in Transmodel
- **Telematics TSI (ex-TAF + TAP)**
 - OSDM-consideration ongoing



Open access to OSDM

- Available openly on the Web (www.osdm.io)
- Testing environment “sandbox” (Sqills and Bileto)
- Community of users

Deployment is ongoing

- 2022 : OSDM Seat Map in production in Czechia
- Q2-24 : Swedish market ; Iryo in Spain
- Until 2025 : CER Ticketing Roadmap
- Used worldwide (Australia, Middle East...)

Fastrack and control implementation

- Validation scenarios openly available to support any company implementing OSDM
- UIC Certification to guarantee homogeneity

OSDM – DB Implementation: example OSDM compliant Distributor API of DB in production since Feb 4th – First OSDM-DB-Ticket sold!



Development Basis



- Setup of Distributor API compliant to OSDM 3.2
 - Specific features of OSDM 3.4 already supported
- Provision of basic booking flow for DB Products (OSDM product-based)
 - Offer search and booking
 - Ticketing as DB-ticket
 - Technical cancellation
- Link of benerail as pilot partner

Go-Live MVP



- Productive operation since Feb 4th
 - Only Regional Transport (mainly DTV fares)
 - Only requests for 1 PAX
- Integration in SNCB website b-europe.com (for ODs in North Rhine Westphalia)
 - Since Feb 4th access for restricted User Group
 - From Feb 25th public access and full operation

Extension on Long distance

(in 2025)

- Functionalities for DB 's Long distance Products
 - Refund
 - Multi-PAX
 - Reservations
- Extension of MVP on other benerail partners
- Link of further interested partners

Finalization

(approx. in 2026)

- Support of sales processes for passengers with advanced needs (e.g. PRM)
- Supply of Graphical Seat Display for DB trains
- Full replacement of Hermes supply



OSDM – DB Implementation, Distribution of OSDM-Products in DB Sales-Channels expected to start in Q2 2025: Switzerland first market.



MVP Go-Live

Switzerland is first market

- Start with domestic ODs in Switzerland for 1 PAX

Next steps

- Extension on distribution of travel-chains (Multi provider offers in one booking) und further markets
- Target: Replacement of current DB solution for international sales (Multi-Carrier-Platform)

→ BASEL – Visp 1 Person (27-64 Jahre) keine Ermäßigung Reisendendetails anzeigen →

Schnellste Verbindungen anzeigen

Angebotsauswahl Mi. 26. Feb. 2025, 10:56 – 13:04 Zeitkarten anzeigen

! Angebot eines anderen Beförderers - Für die Verbindung finden Sie hier Angebote eines anderen Beförderers. Es gelten dessen eigene Konditionen und Beförderungsbedingungen.

2kl.	Einfache Fahrt	2kl.	Einfache Fahrt
	26,60 €		88,00 €

SBB Sparbillett

📺 Angeboten von SBB

- 📌 Zugbindung
- 📌 Stornierung ausgeschlossen
- 📌 Verkauf im Auftrag der Schweizerischen Bundesbahnen SBB

→ Details

Auswählen

SBB Streckenbillett

📺 Angeboten von SBB

- ✅ Stornierung vor dem gebuchten Reisetag möglich.
- 📌 Verkauf im Auftrag der Schweizerischen Bundesbahnen SBB

→ Details

Auswählen

Ihre Buchung war erfolgreich

Die Bestätigung erhalten Sie per E-Mail an:
elok.testing@ipsolutions.com

Bitte laden Sie das Ticket herunter und drucken es aus.

Air-Rail distribution comparison: OSDM=NDC



**A
I
R**

From static fare filings and booking classes...to a Dynamic Offer Distribution model



**R
A
I
L**

From a heterogeneous distribution...to a standardized Dynamic Offer Distribution model



24mn pax/year cross borders, >+20% than before Covid pandemic. Together with its cooperation partners, DB offers more than 330 daily international connections to 14 European countries.



- ...and DB sees great potential for further growth in international long-distance transport!



More than **330 daily international connections**



More than **200 destinations abroad**



Direct connections to **14 European countries**



More than **65.000 passengers every day**

Ticketing will be noticeably improved throughout the EU in 2025/2026



- To realize this growth, **some hurdles must be addressed politically.** These include, **investments in new high-speed infrastructure, greater Europe-wide harmonization of approval procedures, train path allocation or the expansion of ETCS, as well as fair competitive conditions between the modes of transport.**
- Ticketing, on the other hand, is not an obstacle to further passenger growth in Europe – not least because European railways are significantly improving it in 2025 within the existing legal framework.**
- Thanks to the **Open Sales and Distribution Model (OSDM)** technical standard, **it will be easy to buy tickets for an international rail journey with trains of several railways in a single booking.** Booking an international train journey with several providers, **is just as easy as buying a ticket for a domestic connection.**
- And if a connection is missed on such a journey, passengers can reach their destination at no additional cost – thanks to the Agreement on Journey Continuation (AJC),** a voluntary agreement between currently 20 European railways.

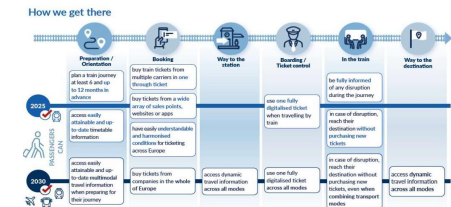


Clearance Listing
Approval
 Certificate of conformity
 Certification Registration



**Level
 Playing
 Field**

ETCS

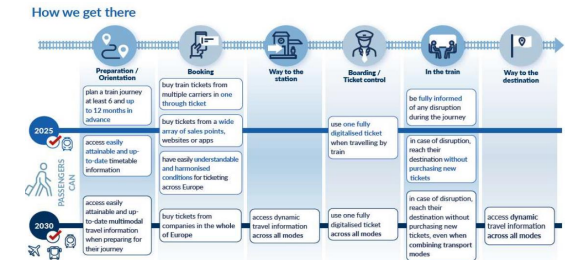


Agreement on Journey Continuation

Ticketing: Potential for improvement yes (ongoing on sector side), market failure no



- **DB and many other railways** are implementing these improvements because they have themselves a great interest in **offering their passengers an always better international ticketing**.
- In this respect, DB shares the EU Commission's view that booking train tickets in Europe should become easier. **However, the improvements that will be implemented in 2025 as part of the Ticketing Roadmap show that this is possible within the existing legal framework.**
- **Therefore, the urgency for further European regulations on ticketing cannot be seen**, like the announced Single Digital Booking and Ticketing Regulation (**SDBTR**), Multimodal Digital Mobility Services Regulation (**MDMS**), a further amendment to the Passenger Rights Regulation (**PRR**) or even the running revision of the TSI Telematic Applications (**TSI TA**). **Moreover, such regulations would require the existence of a market failure** – which, however, does not exist as e.g. determined by the EU Commission's Regulatory Scrutiny Committee at the end of 2023 (about MDMS): **how can this assessment having been changed within 1 year?**



Ticketing distribution autonomy as a central pillar of a liberalized long-distance transport market



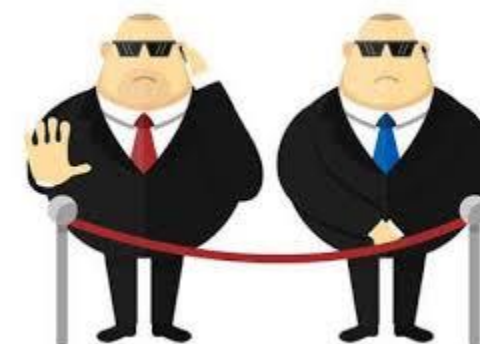
- **Competition between railways is a central pillar** of the long-distance transport market, **ticketing distribution autonomy is the freedom to organize the distribution of its products itself. This means that railways shall keep deciding themselves who is allowed to sell their tickets** (other railways or online platforms) **and whose tickets they sell themselves in addition to their own ones** (tickets from other railways).
- **For many years, railways have been investing in the development and continuous improvement of its sales systems, through which it primarily sells its own products.** The basis for this is **negotiated contracts** between the participating railways.
- A legal obligation **to sell tickets for competing products of competitors on its own distribution systems** would mean making this distribution landscape – financed by revenues from own ticket revenues – **available to other companies and thus financing the products of these providers at the expense of its own products. This would fundamentally contradict the competitive organization of the liberalized long-distance transport market and thwart the political goal of modal shift.**



Ticketing: do not weaken those who invest in the railways



- **Sales is a core component of railway's business model. DB steers train occupancy with ticketing as the German long-distance is a non reservation system.** Additionally, cooperation with online platforms is **complementary to their own sales channels** and must be **economically justifiable** for companies in competition **in terms of costs and benefits.**
- **An obligation for railways to enable all interested online platforms to sell their tickets in principle** – or even a legal regulation on the conditions under which this must be done – **would be a significant encroachment on sales autonomy.** This would lead to a **further financial burden on the railways** (whose employees **provide the actual added value**) who **actively promote the expansion of long-distance transport in Europe through their investments in rail.**
- On the other hand, **online platforms that are already generating very adequate profits today** and they are often owned by funds based outside the EU would benefit. **The hotel industry also impressively shows** the risks that exist about the emergence of **"gatekeepers" in online platforms.**



Ticketing: Fair, Reasonable And Non-Discriminatory: A framework for ticketing in Europe



- Railways already works with other railways and with online-platforms in a way that follows the **FRAND principle (fair, reasonable and non-discriminatory)**. If this principle is to be enshrined in law as a framework for ticketing in Europe, the following points are central:
 - **Fair:** Railways regulate their cooperation with other railways as well as with online platforms in ticketing based on contracts negotiated jointly in commercial freedom.
 - **Reasonable:** Railways set up comprehensible access rules to their services for online platforms. Economic reasonableness for all parties is a fundamental condition.
 - **Non-discriminatory:** The same conditions apply to the use of comparable services from online platforms.

F AIR

R EASONABLE

A ND

N ON

D ISCRIMINATORY

Conclusions: solid, cost saving ticketing evolution needed; uncontrolled, expensive revolution would be not sustainable for the railways and the rail mode. Commercial freedom and technical innovation are key.



- DB shares the EU Commission's view that **booking train tickets** in Europe for passengers **should become easier**.
- Thanks to the improvements that DB and many other railways are implementing within **the Ticketing Roadmap, for passengers in Europe**, booking international train tickets will be much easier from 2025 indeed. Thanks to the **Open Sales and Distribution Model (OSDM)**, it will be possible to buy tickets for an international rail journey with trains of several railways in a single booking. And if a connection is missed passengers can reach their destination at no additional cost – thanks to the **Agreement on Journey Continuation (AJC)**.
- **1) Commercial contracts, 2) business strategies, 3) technical innovation and 4) reduction of distribution costs shall stay as the backbone together within the existing legal framework.** Any new regulation must prove that it is necessary and proportionate – also with a view to the **new EU core principles of a) competitiveness and b) bureaucracy reduction**.
- In view of the **possible overlapping or even negative effects of ticketing regulations** on the business models of the railways, there is a **real danger that rail as a mode in Europe will ultimately not be strengthened but weakened**.



This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement number: 101101973

**We all do care of the same goal:
happier passengers!**

Let's get there together.

**Thank-you very much
for your attention!**

Back-up: How passengers can benefit from OSDM



How passengers can benefit from OSDM (1/3)



1) Travel information – Pre-journey information (Rail PRR, art. 9, Annex 2, part 1)

Passengers benefit from comprehensive pre-journey information, including:

- **Access to accurate and up-to-date timetables** through OSDM, allowing them to find the best connections for their journeys with ease (including the fastest trip).
- **Clear fare details and availability for reservations.** This ensures passengers can compare options, understand the rules for fare combinations, and make informed decisions about their travel (including the lowest fares).
- **The integration of various transport modes**, such as trains, buses, and trams, enabling passengers to plan and book end-to-end journeys more conveniently.
- Information **on accessibility and availability on board for people with reduced mobility.**
- Availability of capacity and **access conditions for bicycles.**
- **Availability of seats** in first and second class, couchette cars, and sleeping carriages.
- **Availability of on-board facilities**, such as Wi-Fi and toilets, and on-board services like staff assistance.
- **Information** prior to purchase on **whether the ticket(s) constitute a through-ticket.**

How passengers can benefit from OSDM (2/3)



2) Availability of tickets and reservations, ticket and reservation sales (Rail PRR, art. 11)

Passengers gain improved access to tickets and reservations through:

- **Direct sales** by railway undertakings and **indirect sales** via ticket vendors and tour operators.
- OSDM's **facilitation of availability and after-sales processes** (e.g., cancellations, exchanges, and refunds) using standardized APIs.
- **Flexible booking models** for railway undertakings, ticket vendors, and tour operators, including pre-prepared solutions that allow more stakeholders to distribute tickets and reservations for the benefit of passengers.
- **Open-source and freely available OSDM API** and documentation, reducing costs and increasing adoption.

3) Changes in itinerary prior to journey (Rail PRR, art. 11)

Passengers are informed in advance about changes to their itinerary as OSDM enables:

- **Carriers or distributors to notify retailers** of trip or booking changes.
- **Retailers to promptly inform passengers** or purchasers (e.g., travel agencies) about these changes.

4) Availability of through-tickets (Rail PRR, art. 12)

Passengers may benefit from the increased availability of through-tickets, which include:

- **Seamless combinations of NRT and IRT tickets.**
- Accurate information on whether the **ticket(s) constitute a through-ticket or represent separate transport contracts** prior to purchase.

How passengers can benefit from OSDM (3/3)



5) Support for passengers with reduced mobility (Rail PRR, art. 24)

Passengers with reduced mobility benefit from:

- Integrated booking **processes accommodating their specific requirements** (PRM booking tool).
- **Elimination of the need for separate bookings** for tickets, reservations, and assistance requests.

6) Support for passengers in case of claims (Rail PRR, arts. 18, 19, 28)

OSDM facilitates the submission and processing of claims through:

- Standardized digital formats and asynchronous data flow from distributors or issuers to involved carriers.
- Simplified communication channels for passengers to resolve issues efficiently.

7) Multimodality (MMTIS)

OSDM supports multimodal journeys by:

- Enabling the **purchase of tickets for integrated scheduled transport services**, including trains, buses, and trams.
- Allowing partial **inclusion of on-demand services** within multimodal journeys.

8) Ancillary services

Passengers can **enhance their travel experience by booking**:

- **Onboard services**, such as meals, extra luggage allowance, and Wi-Fi access.
- **Station services**, such as lounge access, luggage delivery, and parking.