



500 million NOK

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7,1 million
Red danish hot dogs

323 million DKK



1,9 million
Moomin cups

43 million EUR



793 000
Billy book cases

475 million SEK

What could 500 million NOK mean in practical terms?



100
electric buses
(at approx.
5 M NOK each)



20 new
bus routes
for one year
(operating cost
~25 M NOK per route)



1 route fully
funded for
20 years

How is Ruter funded?

60%



Public subsidies

40%



Ticket revenues

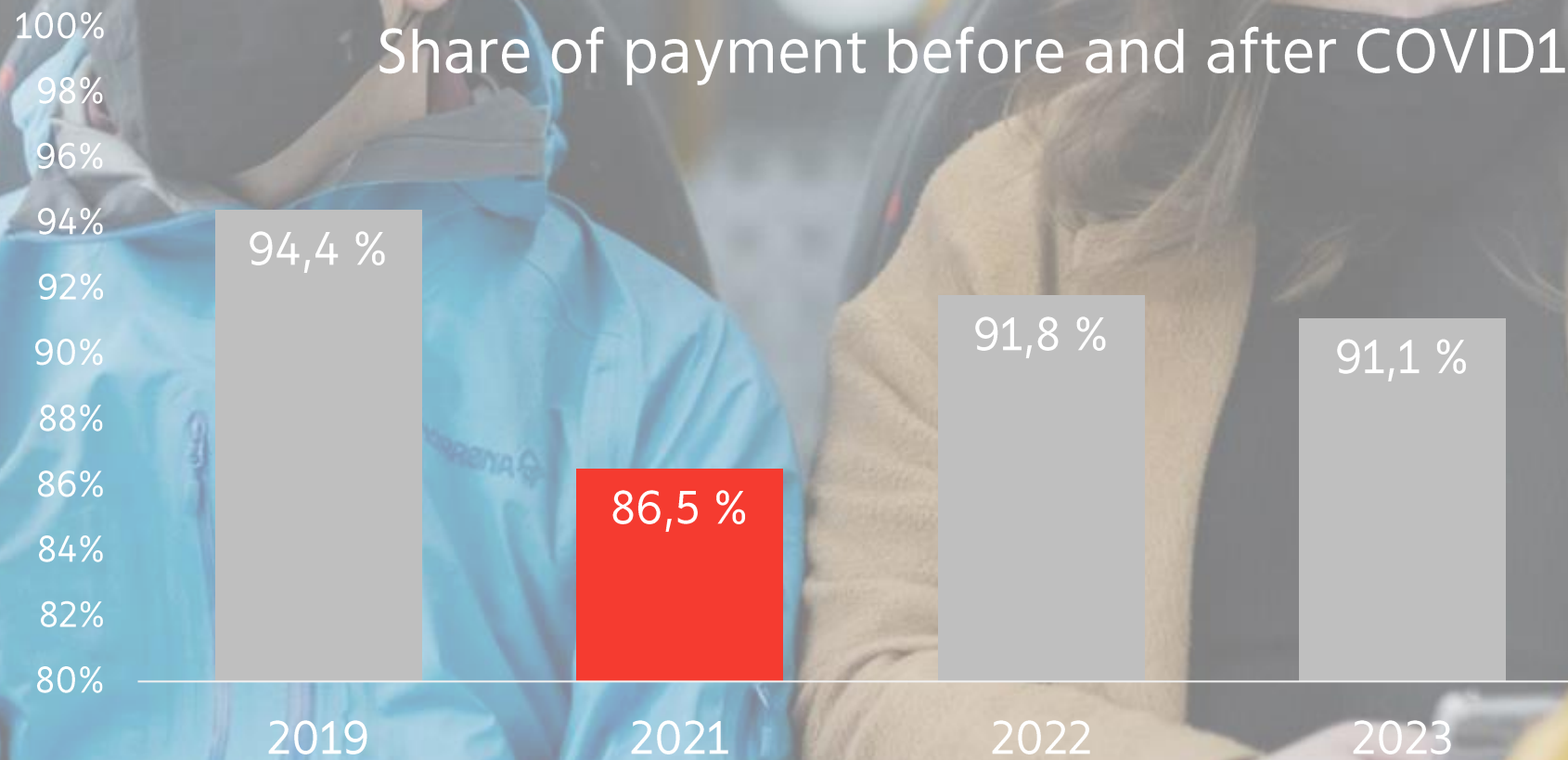


Who are the fare evaders?



Why do people evade fares?

Share of payment before and after COVID19





What can we do about it?

Fare inspections



What can we do about it?

AI and ML



10 %

Din neste rabatt med Reis



Reise



Billetter



Profil

What can we do about it?

Attractive tickets

A person is holding a smartphone, displaying a public transport app. The app shows a map with a location marked 'Stortorvet'. Below the map, there is a section titled 'Avganger' (Departures) with a 'Rels hit' button. Underneath, there are two options: 'Buss' (Bus) and 'Trikki' (Tram). The 'Buss' option is selected, showing a list of bus lines: '21 Helsefyr T' and '28 Økern T'. For line 21, the next departure is 'Neste om 3 min, 11 min, 14 min'. For line 28, the next departure is 'Neste om 8 min, 16 min, 19 min'. The background is a blurred image of a person's legs and a red jacket.

What can we do about it?

Seamless UX

A young man with short dark hair and a beard, smiling, is wearing a dark grey uniform jacket with 'VEKTER' on the chest and a logo on the sleeve. He is holding a black smartphone in his right hand. The background shows a modern interior with glass walls and illuminated signs, suggesting an airport or transit station.

What can we do about it?

Ticket assistants

ⓘ Retning øst Eastbound

Avgang
Departure

Spor
Track

13:03

1 Bergkrystallen

1 min

1 →

5 Ringen via Tøyen

2 min

1 →

!

2 Ellingsrudåsen

4 min

1 →

3 Mortensrud

6 min

← 3

Ruter#



What can we do about it?

Marketing



Appealing to the customer:
Join the «dugnad»

Goal:

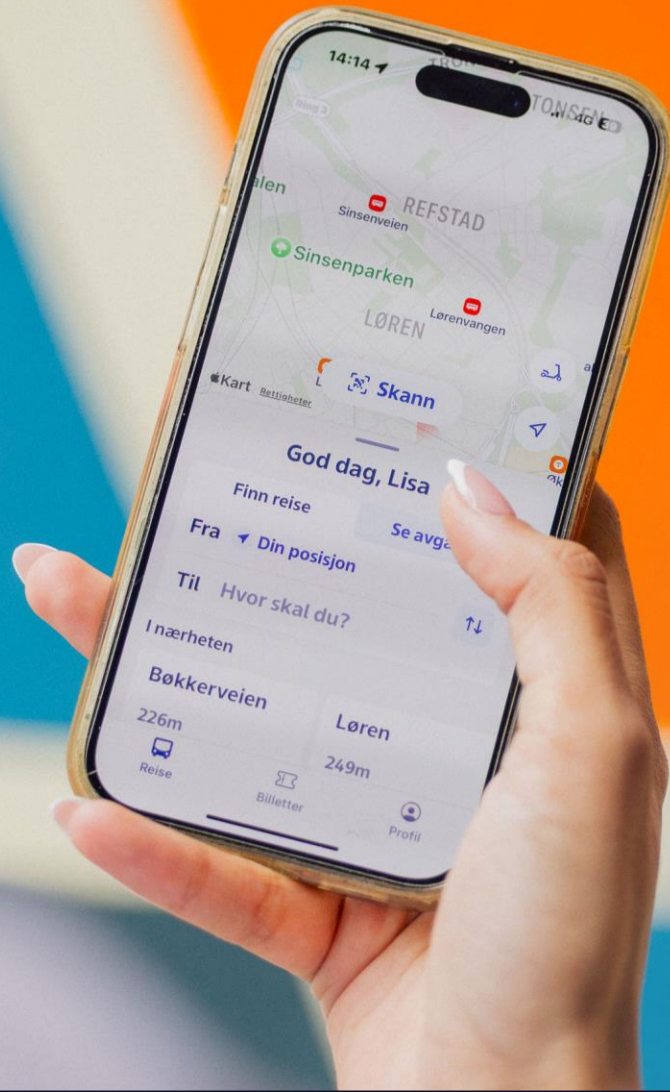
93%

payment share
by 2026





What does the future hold?



A more personalised
experience



Pay as you go

Mobility menu

Micromobility

E-bikes

E-scooters

City bikes

Mass transit

Bus

Tram

Subway

On-demand

Ride pooling

Microtransit





 **Husk gyldig billett om**
Mobilbillett må være startet for du går ombord
Remember to have a valid ticket on board
Mobile ticket must be started before boarding

Who are the fare evaders?





Why do people evade fares?

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What can we do about it: Marketing



What does the future hold?