



January 2015

# YOU SHOULD KNOW

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Dear Subscriber,

The big technology story for 2014 is Uber, the wildly popular ridesharing app that has revolutionized the taxi business. Great ideas, however, often experience growing pains. This month we bring you up to speed on possible safety risks using Uber.



## THE DOCKET /

> #1 YOUTUBE SEARCHED  
VIDEO FOR NEW YORK

## Be Aware of Safety Issues Before Hailing a Ride

# To Uber or Not to Uber? Ridesharing Faces Controversy

With one tap of a smartphone app, Uber is upending the taxi business and changing the way people around the world commute. The meteoric rise of [Uber](#), and other ridesharing services like [Lyft](#) and [Sidecar](#), offer convenience and savings for riders while creating new work opportunities for drivers. But concerns about oversight, safety, pricing and worker rights have made 2014 a bumpy ride for Uber. *You should know* the risks of ridesharing and your rights (or lack thereof) as a passenger. [E-hail for more. >>>](#)



*Downloads of the Uber app continue at a brisk pace, ranking #41 on the Apple App Store. [Read more.](#)*

## BY THE NUMBERS /

**\$10  
Billion**

After just five years in business, Uber is expected to hit [\\$10 billion](#) in annual revenues by the end of 2015. Uber's take is 20 percent after paying drivers, or an estimated \$2 billion.

**200  
Cities**

Uber is [now available](#) in more than 200 cities in 51 countries. But rapid growth has also fueled an [anti-Uber backlash](#) throughout the world.

**“F”  
Rating**

Uber recently received an “F” from the Better Business Bureau, stemming from [200 complaints](#) in the past three years due to problems with billing and customer service.

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## BOOKMARK FAVORITES /



### Learn How Uber Connects Riders with Drivers

Uber is a transportation networking company (TNC) that connects riders directly with drivers through a downloadable smartphone app and other advanced technologies. See how it works on the Uber YouTube channel. [View video.](#)



### “Who’s Driving You” Takes On Ridesharing

“Who’s Driving You” is an initiative of the Taxicab, Limousine & Paratransit Association that opposes unregulated ridesharing services, such as Uber, and highlights the risks for passengers, drivers and pedestrians. [View video.](#)



### Will Taxi Cabs Soon Be Extinct?

PBS Newshour's *Making Sense* is an online program that covers business and economics. Paul Solman reports on how the traditional taxicab could soon be an endangered species thanks to ridesharing services. [View video.](#)

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reading.](#)



### ***And the Survey Says ...***

Readers had a lot to say about *You Should Know* (most of it good), and one of you is a winner of an iPod Mini just for participating.

[See results](#)



### **When Uber Comes to Town ...**

Uber often comes on like “Viking invaders” when entering a new market, according to Christine Hensley, city council member in Des Moines, Iowa.

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