

# Mobile Payments

## 2010-2014

Analysis of the worldwide market for mobile payment services including in-app payments, mobile ticketing and mobile coupons

- Identify opportunities in the mobile payments space
- Growth forecasts and market sizing, drivers, business models, value chains and technologies
- Supporting case studies and profiles, and much more



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## Analysis of the worldwide market for mobile payment services including in-app payments, mobile ticketing and mobile coupons

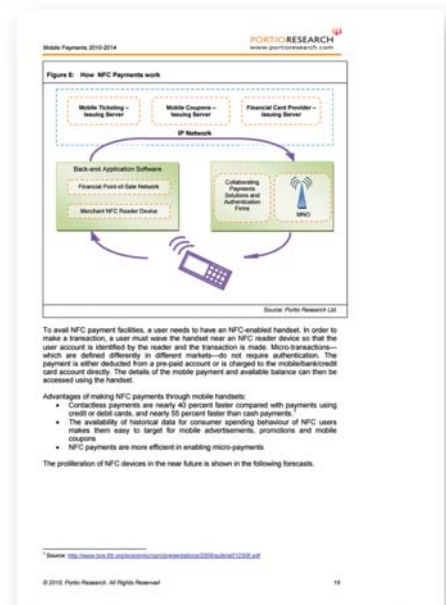
### Key features of this exciting new market study:

- > Plan using mobile payment volume and user forecasts to 2014
- > Study major markets, key players and successful service deployments
- > Understand how mobile handsets complete payment-related transactions
- > Uncover the key stakeholders in this segment; learn who MNOs are teaming with
- > Gain insight into the different types of mobile payments, platforms and applications
- > Analyse the USD 108 billion that mobile payments are generating in 2010
- > Assess the challenges for different mobile payment platforms
- > Appraise mobile payment business models, examine different value chains
- > All this and more in this must-have 110 page report

Mobile network operators – either independently or in partnership with banks/financial institutions and mobile payment service providers – are developing platforms and applications to offer mobile payment services. Such initiatives have seen the worldwide mobile payments market evolve significantly in recent years, with mobile handsets now readily used for a variety of payment-related transactions.

The worldwide mobile payments volume – denoting the face value of purchases and transactions through mobile handsets – stood at USD 68.7 billion in 2009, up from USD 45.6 billion in 2008, and will surge nine-fold to reach USD 633.4 billion by end-2014.

In 2009, there were 81.3 million mobile payment users worldwide and this number is forecast to grow over six-fold to reach nearly 490 million by the end of 2014, seeing the worldwide penetration of mobile payment users increasing over four-fold to reach almost 8 percent by end-2014.



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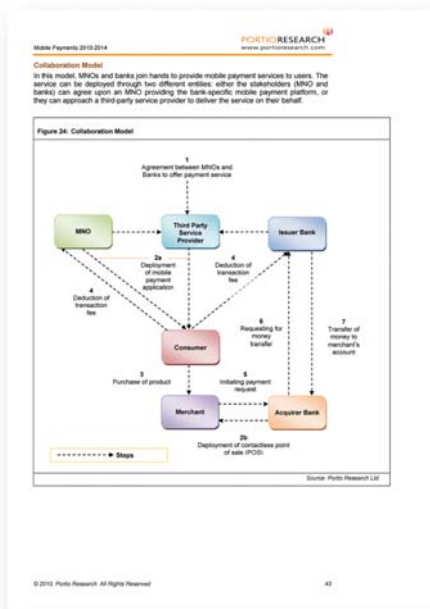
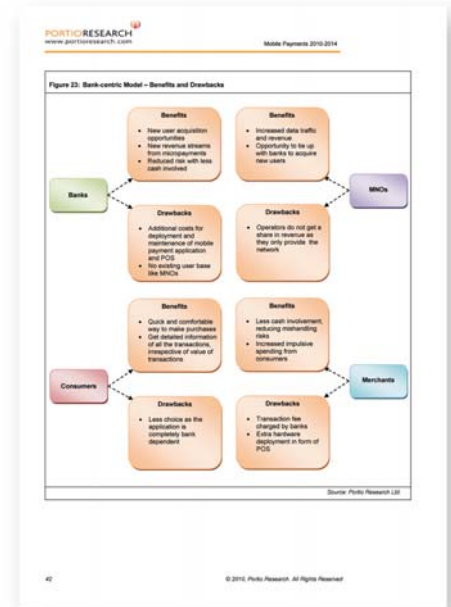
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Mobile payment services present huge potential for stakeholders to substantially increase their revenues and user bases. This timely new market study examines the hot topic of mobile payments in seven fact-filled chapters:

- > Introduction
- > Mobile Money
- > Mobile Payments
- > Mobile In-application Payments
- > Mobile Ticketing and Coupons
- > Conclusion
- > Appendices

Obstacles to the adoption of mobile payments have included a lack of scalable and viable business models, lack of standardisation, and fragmented commercial efforts. However, the success of mobile payment business models in key markets and the uptake of services therein has revived the interest of potential stakeholders in deploying the next phase of mobile payment services worldwide.



### Further reasons to buy this research:

- > Review essential new forecasts and market data; worldwide and regional level analysis
- > Explore and identify opportunities and benefits in this exciting growth segment
- > Improve familiarity with mobile payment technology – where it's deployed and how it works, including SMS/Application, WAP, USSD, and NFC
- > See which regions will gain most from the impressive increases in mobile payment volumes and users in the next five years
- > Expose obstacles to the adoption of mobile payments and how to overcome these
- > Identify the drivers for stakeholders within the mobile payments ecosystem
- > Appreciate the revenue potential of mobile In-App payments for MNOs, App Developers and Handset Manufacturers



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- Chapter 6: **Conclusion**
- Chapter 7: **Appendices**  
(includes full glossary of terms)

A complete Table of Contents with a full list of the 59 Figures and Tables is available online at: [www.portioresearch.com](http://www.portioresearch.com)

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Report includes 59 Figures and Tables. This vast array of data includes:

- Mobile Subscribers – Worldwide
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  - Benefits of Planet Funk's mobile coupons campaign
  - Assessment of Challenges for Different Mobile Payment Platforms
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