

Mobile Coupons & NFC Smart Posters

Strategies, Applications & Forecasts 2009-2014

• Expanded forecasting suites • Campaign strategies • ARPU analysis for NFC Smart posters

This mobile coupons and smart posters focused report looks in detail at three key emerging segments of the mobile marketing sector, providing analysis and forecasts for mobile coupons, NFC coupons and NFC smart posters.

The mobile coupon and NFC coupon forecasts include retail redemption value, redemption rates, mobile coupon user forecasts and total mobile coupons and NFC coupons redeemed. For NFC smart posters, the number of smart poster users are forecast as well as the number of product information downloads and product sales from smart posters and ARPU forecasts.

The report looks in depth at the key developments within the mobile coupons market over the past 12 months and a number of key interviews with leading mobile coupon vendors, coupon scheme operators and mobile marketing agencies are presented.

Key Questions Addressed by this Report:

- How large will be the NFC coupons and smart posters ARPU opportunity?
- How many mobile subscribers will use their mobiles to redeem coupons over the next five years?
- Which will be the leading regions in the market in 2014?
- What will be the size of overall mobile coupon redemption values?
- What are the trends, drivers and constraints affecting the development of the market?
- What will be the regional trends in mobile coupon values over the next five years?
- How are mobile coupons currently being used by brands and merchants around the world?

Key Benefits:

- A unique source of analysis for the mobile coupons & NFC smart posters market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insight: includes interviews of leading players with significant experience of the mobile coupons & NFC smart posters market.
- Benefit from fresh thinking and intelligent market assessment.



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Mobile Coupons & NFC Smart Posters: Analysis & Forecasts

report overview

This report investigates each of the key market drivers for mobile couponing as well as considering a number of constraints to the growth of the coupons and smart posters mobile market.

The report presents a number of key case studies and trials from the mobile coupons and smart poster sector, looking in detail at the success of a number of innovative mobile coupons campaigns run by well known retailers and merchants as they extend their coupon strategies to include mobile. Additionally, the report details the strategies and market views of a number of vendors and scheme operators in this rapidly developing market.

analysis & forecasts

Report Analysis

6 Year Analytical Forecasts provides extensive market focus within the mobile coupons and NFC smart posters marketplace across key regions until 2014.

Split by 8 Key Regions North America; South America; Western Europe; Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific and Africa & Middle East.

Complete Market Breakdown assessing the key driving and constraining mechanisms to future market growth; with an in-depth focus concerning both leading vendor and mobile coupon/smart poster campaign strategies.

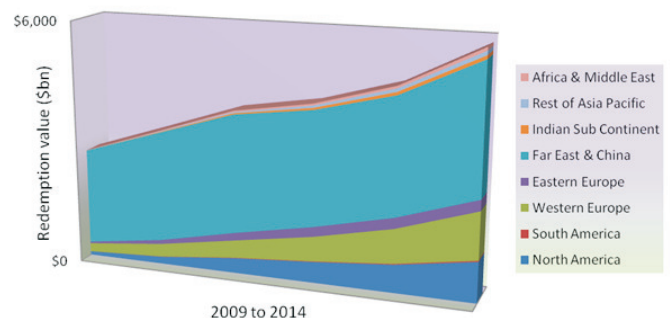
Visual Clarity with 45 tables and full colour forecast charts.

Market Forecast Suite 2009-2014

Mobile Coupons mobile subscribers; mobile users who redeem mobile coupons; mobile coupons redeemed per mobile coupon; total; redemption value (average; total)

NFC Coupons NFC mobile users who download mobile coupons; NFC mobile coupons downloaded; downloads fee value; redemption rate/fee value; ARPU

Total Mobile Coupon Retail Redemption Value (\$m) 2009 to 2014



Smart Posters NFC mobile users who download product info from smart posters; total downloads; NFC smart poster product info download fee value; product sale fee value; total fee value; ARPU

our background

Juniper Research specialises in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. Technology and Segmentation

Introduction; Definition

Technology

- Barcode (one and two-dimensional); SMS; Mobile web and downloadable smart phone apps; Bluetooth; Contactless RFID - NFC (technology; uses; security); Contactless RFID - FeliCa (standards & specification; security)

2. Market Trends, Drivers and Constraints

Introduction; Mobile Commerce Market Synopsis; Mobile Coupons Drivers & Constraints

- Drivers: user demand; smartphone growth; cost savings; increase in ARPU; one to one marketing; enhanced security; reduced churn for mobile operators; environmental benefits; mobile value added services; higher redemption rates; convenience
- Constraints: availability of capable handsets; MMS issues; mobile barcode reading issues; operators excluded?; ecosystem incentivisation; retailer participation; managing the coupon on the phone; danger of spam

3. Vendors Strategies

Introduction

Vendors

- ActiveMedia Technology: strategy update; VoucherNet product update; SMS vs. barcodes; vertical markets; market insight
- Augme Mobile: strategy update; USA market; future market prospects
- bCODE; BlueAd; Cellfire
- Eagle Eye Solutions: strategic developments; market trends
- i-movo: company update; products; market trends
- Innovision: products and markets update; top market trends and issues
- Mobiqa

- NeoMedia: company update; products; recent developments
- Nokia: products and markets update; top market trends and issues
- Pierhouse; Twinlinx
- ViVOtech: products and markets update; top market trends and issues
- Yowza!!

4. Mobile Marketing: Coupon Campaign Strategies

- Alcoholic beverages: Coors Brewers (UK)
- Pharmacy: DocMorris (Germany & Netherlands)
- DIY: Hornbach (Austria)
- Soft drinks: Lucozade (UK)
- Coupon service: NTT DoCoMo Toruca (Japan)
- Cinema: Orange Wednesdays (UK)
- Clothing & household goods: JC Penney (USA)
- Coupon service: SK Telecom OK CouFun Service (Korea)
- Supermarket: Spar (SA)
- Coffee shops: Starbucks (USA)
- Leisure: Sunglass Hut (Australia)
- Location based service: Verizon Daily Scoop (USA)

5. Smart Poster Campaign Strategies

- Smart posters: Early Days
- Mass transit: BART (USA)
- NFC trial: Citi Tap and Pay (India)
- Action Sports: LG Sports (USA); LG Action Sports Bluezone campaign
- Public transport: RMV (Rhein-Main-Verkehrsverbund) (Germany)
- Baseball: Seibu Lions (Japan)
- Cinema: Softbank (Japan)
- Railways: Suipo (Japan)

6. Mobile Coupons Market Forecast

Introduction; Methodology

- Geographical splits; Approach and assumptions

Growth of the Cellular Market

Mobile subscriber base
Coupons Market Developments; Mobile Coupon Users

- Mobile users who redeem mobile coupons

Mobile Coupon Traffic

- Mobile coupons redeemed per mobile coupon; total Mobile Coupon Retail Redemption Value

- Average; Total

7. NFC Coupons Market Forecast

NFC as a Retail Device

NFC Mobile Coupon Users

- NFC mobile users who download mobile coupons

NFC Mobile Coupons Download Traffic

- NFC mobile coupons downloaded
- NFC Mobile Coupons Downloads Fee Value; NFC Mobile Coupons Redemption Fee Value

- Redemption rate; fee value

NFC Mobile Coupons Total Fee Value; ARPU Opportunity

8. Smart Posters Market Forecast

Smart Poster Potential as a Retail Device

NFC Smart Poster Users

- NFC mobile users who download product info from smart posters

NFC Smart Poster Product Info Download Traffic

- Total downloads

NFC Smart Poster Product Info

Download Fee Value; NFC Smart Poster Product Sale Fee Value/Total Fee Value
NFC Smart Poster ARPU Opportunity

9. NFC Mobile Marketing Opportunity

NFC Coupons and Smart Posters Fee Value Forecast; NFC Coupons and Smart Posters ARPU Forecast

- NFC mobile marketing coupons & smart posters global ARPU

117 Pages



companies included

ActiveMedia Technology • Augme Mobile • BART • bCODE
 • BlueAd • Cellfire • Citi • DocMorris • Eagle Eye Solutions
 • Hornbach • i-movo • Inmar • Innovision • JC Penney • LG
 • Lucozade • Mobiaq • MobiQpons • NeoMedia • Nokia •
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author profile

Howard Wilcox is a Senior Analyst with Juniper Research and is a regular conference speaker.

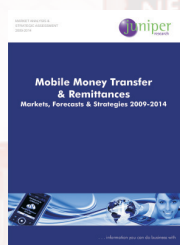
Howard has over twenty five years' experience in the Telecommunications sector, including Director of Industry Intelligence at Marconi. Howard has a BA in Business Administration with French from Loughborough University, and a Postgraduate Certificate in Management Development from Coventry University.

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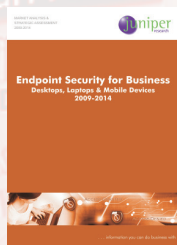
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Mobile Money Transfer & Remittances



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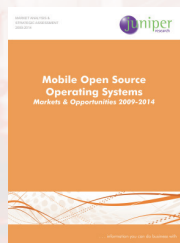
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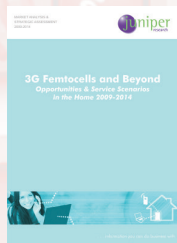
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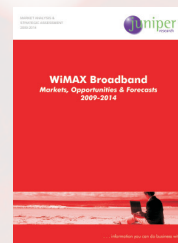
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