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Mobile Payments for Digital & Physical Goods

Analysis, Markets & Vendor Strategies 2011-2015

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- **Three Extensive Forecasting Chapters**
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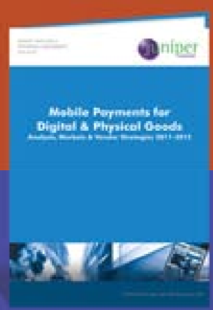
This in depth examination delivers the definitive valuation of the mobile payments for digital and physical goods sectors, providing intelligent analysis of developments within the ecosystem and sizing of the market for the next five years across three extensive forecast chapters.

Key forecasts include mobile payment transaction values, transaction frequencies (payment traffic) and ARPU. The number of mobile payment users is calculated, as well as the number of mobile payment transactions, projecting the market opportunity for both remote mobile payments (such as ticketing and entertainment) and physical goods payments on the mobile, by eight key regions.

This third edition analyses the market over the past 12 months, gaining first hand insight live from players in the marketplace, featuring expanded vendor coverage – with an innovative vendor positioning matrix analysing 17 vendors within the mobile payments landscape as well as 18 vendor briefs with over 15 interviews from key executives within the market.

Key questions the report answers:

1. What will be the size of remote mobile payment transaction values?
2. Which will be the leading regions in the market in 2015?
3. What will be the trends in digital goods transactions over the next five years?
4. How are leading sellers of physical goods developing their mobile payment capabilities?
5. How many mobile subscribers will make remote mobile payments over the next five years?
6. What are the trends, drivers and constraints affecting the development of the market?



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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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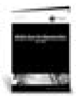

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