

Mobile Banking

Strategies, Applications & Markets

2008-2013



List of Forecasts

All forecasts are for 2008-2013, except where noted below.

2006 – 2007 historical estimates are shown where stated

Regional forecasts cover 8 regions: North America, South America, Western Europe, Eastern Europe, Far East & China, Indian Sub Continent, Rest of Asia Pacific, Africa & Middle East.

Split by technology means 2G, 2.5G, 3G, 3.5G/3.9G

Mobile Banking “Push” Information Services

Total Mobile Phone Users (m) Who use Mobile Banking Information Services - Regional Forecast

Mobile Phone Users (m) Who use Mobile Banking Information Services - Regional Forecast

Average Number of Mobile Banking Information "Push" Messages Sent to Mobile Banking Users - Regional Forecast

Total Number of Mobile Banking Information "Push" Messages (m) Sent to Mobile Banking Users - Regional Forecast

"Push" SMS Messaging Market Value (\$m) - Regional Forecast

Mobile Bill Presentment & Payment

Mobile Phone Users (%) who make MBPP Transactions - Regional Forecast

Total Mobile Phone Users (m) who make MBPP Transactions - Regional Forecast

Average Number of MBPP Transactions Made per Mobile Banking User - Regional Forecast

Total Number of MBPP Transactions (m) - Regional Forecast

Average MBPP Transaction Value (\$) - Regional Forecast

Total MBPP Transaction Value (\$m) - Regional Forecast

Average MBPP Transaction Value per User (\$) - Regional Forecast

Growth of the Cellular Market

Cellular Subscriber Growth (m) by Region, 2006-2013

Cellular Subscriber Base, Market Share (%) by Region 2006-2013

Cellular Subscribers Penetration (%) by Region 2006-2013

Global Cellular Subscriber Forecasts (m) by Technology

Regional Cellular Market Growth

North American Cellular Subscriber Forecasts (m) by Technology

South American Cellular Subscriber Forecasts (m) by Technology

Western Europe Cellular Subscriber Forecasts (m) by Technology

Eastern Europe Cellular Subscriber Forecasts (m) by Technology

Far East & China Cellular Subscriber Forecasts (m) by Technology

Indian Sub Continent Cellular Subscriber Forecasts (m) by Technology

Rest of Asia Pacific Cellular Subscriber Forecasts (m) by Technology

Africa & Middle East Cellular Subscriber Forecasts (m) by Technology