

Mobile Coupons & NFC Smart Posters

Strategies, Applications & Forecasts 2009-2014



List of Forecasts

All forecasts are for 2009-2014.

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.

Mobile Coupons Usage/Redemption

Mobile Subscriber Base (m) Split by 8 Key Regions

Mobile Phone Users (%) Who Redeem Mobile Coupons Split by 8 Key Regions

Average Mobile Phone Users (m) Who Redeem Mobile Coupons Split by 8 Key Regions

Average Number of Mobile Coupons Redeemed Per Mobile Coupon User Split by 8 Key Regions

Total Number of Mobile Coupons Redeemed (m) Split by 8 Key Regions

Value of Mobile Coupons Market

Average Mobile Coupon Retail Value (\$) Split by 8 Key Regions

Total Mobile Coupons Retail Redemption Value (\$m) Split by 8 Key Regions

NFC Coupons Usage/Downloads

NFC Mobile Phone Users Who Download Mobile Coupons as a % of All NFC Users Split by 8 Key Regions

Average NFC Mobile Phone Users Who Download Mobile Coupons (m) Split by 8 Key Regions

Total Number of NFC Mobile Coupons Downloaded (m) Split by 8 Key Regions

Value of NFC Mobile Coupons

NFC Mobile Coupons Download Fee Value (\$m) Split by 8 Key Regions

NFC Mobile Coupons Redemption Rate (%) Split by 8 Key Regions

NFC Mobile Coupons Redemption Fee Value (\$m) p.a. Split by 8 Key Regions

NFC Mobile Coupons Total Fee Value (\$m) p.a. Split by 8 Key Regions

NFC Mobile Coupons ARPU (\$) Split by 8 Key Regions

Smart Posters Usage/Downloads

NFC Mobile Phone Users Who Download Product Information from Smart Posters as a % of All NFC Users Split by 8 Key Regions

Average NFC Mobile Phone Users Who Download Product Information from Smart Posters (m) Split by 8 Key Regions

Total Number of NFC Smart Poster Product Information Downloads (m) Split by 8 Key Regions

Value of Smart Poster Downloads

NFC Smart Poster Product Information Download Fee Value (\$m) Split by 8 Key Regions

NFC Smart Poster Product Sale Fee Value (\$m) Split by 8 Key Regions

NFC Smart Poster Total Fee Value (\$m) Split by 8 Key Regions

NFC Smart Poster ARPU (\$) Split by 8 Key Regions

NFC Mobile Marketing Opportunity

NFC Coupons and Smart Posters Total Fee Value (\$m) Split by 8 Key Regions

NFC Mobile Marketing Coupons & Smart Posters Global ARPU (\$)