

Mobile Banking for Developed & Developing Markets

Strategies & Business Models 2012-2016



List of Forecasts

All forecasts are 2012-2016 with historical estimates for 2011.

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

Installed Base

Total Handset Installed Base (m) Split by 8 Key Regions

Featurephone Installed Base (m) Split by 8 Key Regions

Smartphone Installed Base (m) Split by 8 Key Regions

Scenarios

The 'Nightmare' Scenario: Global MNO Service Revenues vs Capex/Opex (\$bn)

Mobile Banking "Push" Information Services

Mobile Phone Users (%) Who use Mobile Banking Information Services Split by 8 Key Regions

Total Mobile Phone Users (m) Who use Mobile Banking Information Services Split by 8 Key Regions

Average Number of Mobile Banking Information "Push" Messages Sent to Mobile Banking Users Split by 8 Key Regions

Total Number of Mobile Banking Information "Push" Messages (m) Sent to Mobile Banking Users Split by 8 Key Regions

"Push" SMS Messaging Wholesale Market Value (\$m) Split by 8 Key Regions

Mobile Bill Presentment & Payment (MBPP)

Mobile Phone Users (%) who make MBPP Transactions Split by 8 Key Regions

Total Mobile Phone Users (m) Who Make MBPP Transactions Split by 8 Key Regions

Average Number of MBPP Transactions Made per Mobile Banking User Split by 8 Key Regions

Total Number of MBPP Transactions (m) Split by 8 Key Regions

Average MBPP Transaction Value (\$) Split by 8 Key Regions

Total MBPP Transaction Value (\$m) Split by 8 Key Regions

Average MBPP Transaction Value per User (\$) Split by 8 Key Regions