

NFC Mobile Payments & Marketing Opportunities

Forecasts & Analysis 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.

Interim Solutions include stickers and SD cards

Mobile/NFC Device Shipment Forecast

Mobile Device Shipment (m p.a.) Split by 8 Key Regions
Mobile Device Shipments Churn (% p.a.) Split by 8 Key Regions
NFC Devices (% of Shipments) Split by 8 Key Regions
NFC Device Shipments (m p.a.) Split by 8 Key Regions

Interim NFC Solutions Forecast

NFC Interim Solutions Shipments (m) Split by 8 Key Regions
Total Number of Mobile Subscribers (m) With Interim NFC Capability Split by 8 Key Regions
Global Comparison: Subscribers with NFC Phones vs Interim Solutions (m)

NFC Devices in Use

Percentage of NFC Devices in Use Split by 8 Key Regions
NFC Devices in Use (m) Split by 8 Key Regions
NFC Devices in Use as % of All Mobile Subscribers Split by 8 Key Regions
NFC Devices & Interim Solutions in Use (m) Split by 8 Key Regions

NFC Transactions Traffic

Average Number of NFC Transactions per User p.a. Split by 8 Key Regions
Total Number of NFC Transactions (m) p.a. Split by 8 Key Regions
Average Value of NFC Transactions (\$) Split by 8 Key Regions
Total Value of NFC Transactions (\$m) Split by 8 Key Regions
NFC Gross Transaction ARPU (\$) Split by 8 Key Regions

NFC ARPU Opportunities

NFC Payment Transaction Fee ARPU (\$) Split by 8 Key Regions
NFC Retail Marketing Incremental ARPU Opportunity (\$) Split by Coupons and Smart Posters
NFC Payment & Retail Marketing Incremental ARPU Opportunity (\$) Split by Payment Transactions, Coupons and Smart Posters

Mobile Subscriber Forecast

Mobile Subscriber Base (m) Split by 8 Key Regions
Total Number of Mobile Subscribers (m) With NFC Devices Split by 8 Key Regions