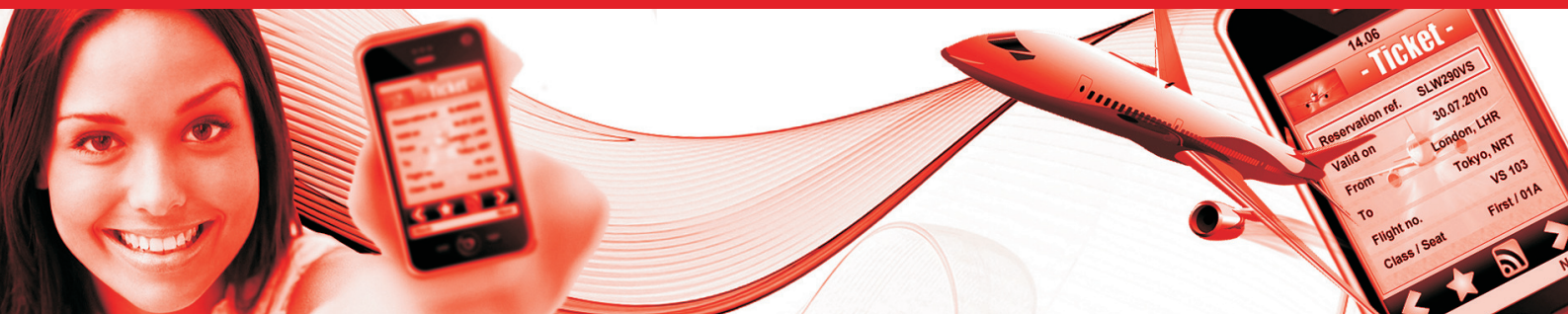


Mobile Ticketing Applications & Markets

Transport, Sport & Entertainment 2009-2014



List of Forecasts

All forecasts are for 2009-2014, except where noted below.

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.

Market Forecast: All Segments

Mobile Phone Users (%) Who Use Mobile Ticketing Split by 8 Key Regions
Total Mobile Phone Users (m) Who Use Mobile Ticketing Split by 8 Key Regions
Average Number of Mobile Ticketing Transactions Made Per Mobile Ticketing User Split by 8 Key Regions
Total Number of Mobile Tickets Delivered (m) Split by 8 Key Regions
Total Mobile Ticketing Transaction Value Delivered Tickets (\$m) Split by 8 Key Regions
Total Mobile Ticketing Transaction Value Purchased Tickets (\$m) Split by 8 Key Regions
Total Mobile Ticketing Transaction Value Delivered Tickets (\$m) Split by Market Segment (Transport/Sporting Events/Entertainment & Other Events)

Transport Ticketing

Mobile Phone Users (%) Who Use Rail/Metro/Bus Mobile Ticketing Split by 8 Key Regions
Total Mobile Phone Users (m) Who Use Rail/Metro/Bus Mobile Ticketing: Split by 8 Key Regions
Total Airline eTickets Issued (m) Split by 8 Key Regions
Total Mobile Phone Users (%) Who Use Mobile Bar Coded Boarding Passes Split by 8 Key Regions
Total Mobile Phone Users (m) Who Use Mobile Bar Coded Boarding Passes Split by 8 Key Regions
Total Number of Rail/Metro/Bus Mobile Tickets Delivered (m) Split by 8 Key Regions
Total Number of Mobile Bar Coded Boarding Passes Delivered (m) Split by 8 Key Regions
Average Rail/Metro/Bus Mobile Ticket Value (\$) Split by 8 Key Regions
Total Rail/Metro/Bus Mobile Ticketing Transaction Value (\$m): Split by 8 Key Regions
Average Air eTicket Value (\$) Split by 8 Key Regions
Total Air eTicketing Transaction Value (\$m) (for eTickets with Mobile Delivered Bar Coded Boarding Passes) Split by 8 Key Regions

Sporting Events Ticketing

Mobile Phone Users (%) Who Use Sporting Events Mobile Ticketing Split by 8 Key Regions
Total Mobile Phone Users (m) Who Use Sporting Events Mobile Ticketing Split by 8 Key Regions
Average Number of Sporting Events Mobile Ticketing Transactions Made Per Mobile Ticketing User Split by 8 Key Regions
Total Number of Sporting Events Mobile Tickets (m) Per Annum Split by 8 Key Regions
Average Sporting Events Mobile Ticket Value (\$) Split by 8 Key Regions
Total Sporting Events Ticketing Transaction Value (\$m) Split by 8 Key Regions

Entertainment & Events Ticketing

Mobile Phone Users (%) Who Use Entertainment & Events Mobile Ticketing Split by 8 Key Regions

Total Mobile Phone Users (m) Who Use Entertainment & Events Mobile Ticketing Split by 8 Key Regions

Average Number of Entertainment & Events Mobile Ticketing Transactions Made Per Mobile Ticketing User Split by 8 Key Regions

Total Number of Entertainment & Events Mobile Tickets (m) Split by 8 Key Regions

Average Entertainment & Events Mobile Ticket Value (\$) Split by 8 Key Regions

Total Entertainment & Events Mobile Ticketing Transaction Value (\$m) Split by 8 Key Regions

Mobile Purchase Ticketing

Percentage of Mobile Ticketing Users Who Also Purchase Tickets by Mobile Split by 8 Key Regions

Mobile Ticketing Users Who Also Purchase Tickets by Mobile (m) Split by 8 Key Regions

Total Mobile Purchased Tickets (m) Split by 8 Key Regions

Comparison of Mobile Purchased vs. Non-mobile Purchased Tickets (%) p.a.

Mobile Purchased Tickets Transaction Value (\$m) Split by 8 Key Regions