

Mobile Payments: Markets, Analysis And Forecast 2008-2013

The latest visiongain report, Mobile payments- 2008, provides with an insight of the mobile payment's technologies & methods, areas of applications and use, markets, supporting factors & concerns, and an analysis of the future growth and forecast.

April 9, 2009 - [PRLog](http://www.visiongain.com/Report.aspx?rid=354) -- San Francisco, CA and London, UK;
Article Source: <http://www.visiongain.com/Report.aspx?rid=354>

The technology available on mobile phones has rapidly evolved over the past few years. The mobile phone is now becoming an "essential life management tool" for users. Alongside the mobile Web and mobile multimedia, mobile payment, also called M-payment or mpayment, lies at the forefront of this technological innovation and development. Mobile phones, which are in greater number in the market than any other device, can now be used as a channel to advertise, sell and buy products and services. The options to purchase goods and services, which previously were available on the internet, are now being made accessible on mobile phones. This has opened a window of opportunities for both businesses and consumers. Mobile banking, mobile money transfer, mobile trading, mobile commerce, advertising and marketing, location based advertising and mapping services, and information and news services are some of the areas to lead significant growth in the mobile payments market.

All the stakeholders: mobile phone operators, developers and manufactures of payment systems, regulatory and standardisation bodies and services providers are now working together to make mobile payments a commercial success in the near future. They are hopeful of the fact that market will gain mass popularity and reach 'critical' mass. The latest studies/trials of mobile payment technologies at mass market scale have increased prospects for mobile payment applications in more areas pointing to faster growth in the future.

Why you should buy this report:

By reading this well over 100-page report you will understand all of the exciting opportunities that will be available to increase your revenues and brand awareness. As you would note in the Table of Contents attached here that the Mobile payments: markets, analysis and forecast, 2008-2013 report is aimed to answer all the possible questions. For example:

- What is a mobile payment, and what are the available technologies, methods and possible applications of the mobile payments?
- What are the main markets of mobile payments?
- What are the areas of attractive or potentially higher applications of mobile payments?
- Who are the main players in m-payments and what are they doing?
- How the market is expected to shape in the future?
- Which are the possible areas of higher revenue/financial gains for stakeholders?
- What are the latest/major developments in mobile payments industry over the span of a year or so?
- Where the mobile payments market is expected to be in the next five years?

Who should buy this report?

Directors, VP and Senior managers at business such as:

- Mobile/ Cellular carriers and operators
- Banks and credit card companies
- Financial services providers
- Handset manufacturers
- Mobile handset security providers

- M-ticketing providers
- Brands looking to tap into the mobile audience

Companies Listed

3

7-Eleven

A1 Bank

Abbey Group

Agilent

Alliance & Leicester

Alltel

Amadeus

American Express

America Online

AOL

Arby's

AT&T

au

AuthenTec

Barclays

BancorpSouth

Bank of America

Banksys

Base

BB&T

Bharti Telesoft

Boater's World

Bouygues Telecom

British Airways

Broadcom

Bull Hungary

Burger King

Cellfire

CheckFree

Chiltern Railways

China Mobile

Citi

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Columbia Card Services

Comerica

Compaq

Cricket

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CSAM

CVS/Caremark

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Extended Systems
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First Direct
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France Telecom
Fraunhofer FOKUS
Frontier Economics
Garanti Bank
Gemalto
Globe Telecom
Google
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IST
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KALL
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Kereskedelmi és Hitelbank (Commercial and Credit Bank Hungary)
KeyBank
KPN
KTF
Kyocera
LaSalle Bank
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Link Evolution
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National Bank of Kuwait
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Sony
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SSB
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Source	Visiongain Ltd.
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State/Province	London, Greater
Zip	EC1V 2QY
Country	England
Industry	Mobile, Technology, Wireless
Tags	Mobile Payments , M-payments Technologies , M-payments , Contactless Payments , Nfc , M-payments Handset Manufacturers
Link	https://prlog.org/10214510



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