

Is m-commerce on the move today?

Get the Gemalto Netsize Guide and see!

www.netsize.com/gemalto-netsize-guide

In just a decade, mobile has changed from a talk-and-text medium to the **world's most important communication device** with the potential to **reinvent payment and commerce systems**.

Where is m-commerce now and where is it heading? **The new edition of the Gemalto Netsize Guide offers answers.**



Percent of online purchases made from mobile devices:



Value of mobile purchases in 2012:

\$20.7 billion

Source: Javelin Strategy & Research

Predicted Rise in Mobile Billing Revenues

\$2 billion

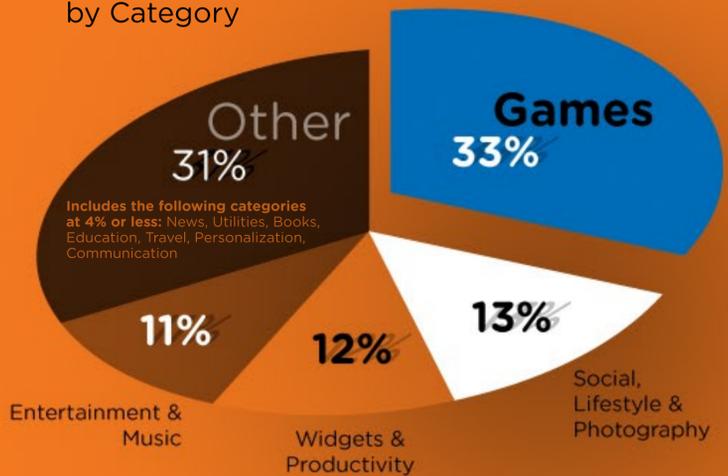
\$13 billion
per year by 2017



Coming in 2014 (UK)

- £ Transfer money to anyone
- Split a dinner bill
- Pay a Tradesman

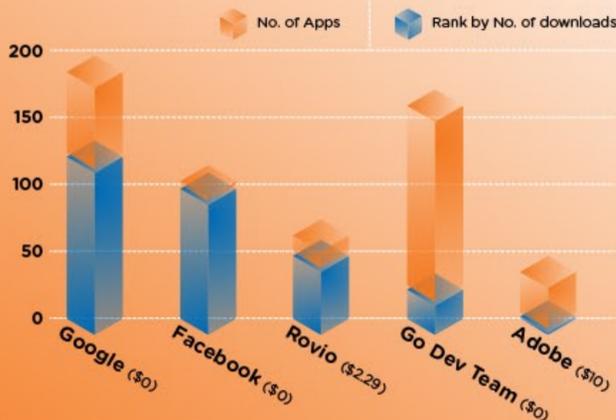
Top App Downloads by Category



Today **less than a third** of our spending is **cash**

Top 5 App Publishers

(by downloads in Google Play 2012)



Does mobile help or hurt retail?

Worldwide Averages

- 28%** Used it to find a store location
- 22%** Used it for an in-store promo
- 19%** Used it for online retail.

Source: comScore MobiLens report, October 2012

Smart Phone Usage

What do people use their Smart phones for?



Used Email



3rd Accessed Weather



Digital Wallet Awareness

	Aware of Digital Wallet	Used Digital Wallet
PayPal	72%	48%
Google Wallet	41%	8%
MasterCard PayPass	13%	3%
Square Wallet	8%	2%
V.me by Visa	8%	2%
Isis	6%	1%
Lemon Wallet	5%	1%
Level Up	5%	2%

Source: comScore Digital Wallet Road Map 2013

the future

Biometrics Security
Face recognition, fingerprints, or iris scans.

NO! X

Physic ID
Can you guess what it knows? "Smart" identity cards on mobile divulges only specific information.

Smart Dust
Smart electronic devices smaller than dust for authentication.

Smart Jewelry
Perhaps even the disappearance of phones as we know them?

Welcome back Jenna!

Handshakes
Yes, using human hands to transmit data.

Electronic Tattoos
Electronics injected into skin store identity info.

Want to know more? Get all the data in the Gemalto Netsize Guide.