

Mobile Ticketing & Coupons

Strategies & Markets

2007-2011

This final report in the mobile commerce series provides a thorough analysis of the mobile ticketing & coupon market and offers practical forecast data on user acceptance, transaction value and transactional traffic, for eight global regions. The report investigates the major drivers and constraints for the mobile ticketing & coupons market and through extensive in-depth interviews with key players, this strategic research report provides all members of the mobile ticketing & couponing chain with vital recommendations in order for them to maximise revenues within this rapidly growing sector. This 142 page analytical report not only offers a detailed look into the dominant technologies, including barcodes and RFID & NFC, but also conducts an in-depth investigation into a number of important applications and services within this sector around the world.

Key Questions Answered by this Report:

- What is the current and future market size for mobile ticketing & coupons?
- What is the strategy for mobile network operators, ticketing/coupon issuers & new entrants?
- What are the main market drivers for mobile ticketing and coupons?
- What are the key technologies that are being adopted for mobile ticketing and coupons?
- Is the paper ticket dead?
- Will NFC revolutionise the ticketing market?
- Who will be the winners and losers in the mobile ticketing and coupon market?
- Are retailers ready to adopt mobile coupons?

Main Benefits:

- A unique source of research and analysis for the mobile ticketing & coupon market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insights: includes interviews with leading industry players who have significant experience in the mobile ticketing & coupon market.
- Benefit from fresh thinking and an intelligent market assessment from a respected thought leader.



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Mobile Ticketing & Coupons: Analysis & Forecasts

report overview

This in-depth analysis of the mobile ticketing & coupons market provides practical forecasts on the current and future number of users, in addition to average and total numbers of annual transactions and transaction value data. It also considers applications and services currently deployed in these areas, along with key vendors, while providing valuable market projections for the following mobile ticketing sub-sectors; transport, sporting events and entertainment & events. This complete evaluation of the mobile ticketing & coupon sectors also explores the development of strategies and markets based on the benefits for all members of the mobile ticketing & coupon chain, including transport operators, sporting event owners, retailers, handset manufacturers and mobile operators.

analysis & forecasts

Report Analysis

Complete Coverage offering in-depth analytical forecasts until 2011, for eight key regions: North America; South America; West Europe; East Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East.

Thorough Evaluation of the mobile ticketing & coupons market for strategic & market planners; focusing on detailed market sizing, forecasts, player analysis and positioning strategies.

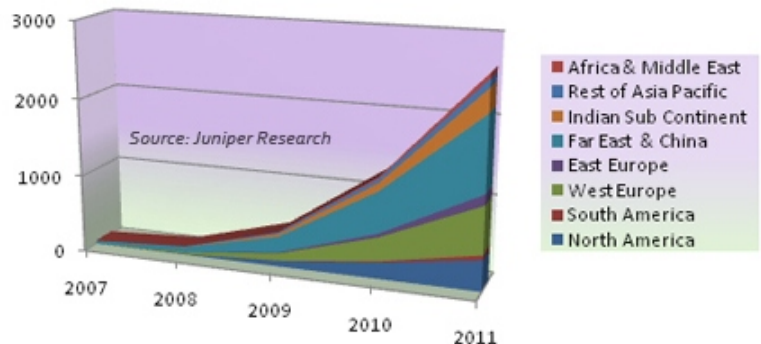
Strategic Assessment of the opportunity for industry operators, vendors & manufacturers - researched by an industry-leading analyst in the mobile ticketing and coupons market.

Essential Tool for assessing & realising the unfolding opportunities in the mobile ticketing marketplace.

Market Forecast Suite

Mobile Ticketing Mobile ticketing: Users; Traffic; Transaction value; Transport mobile ticketing: Users; Traffic; Transaction value; Sporting events mobile ticketing: Users;

Total Number of Mobile Ticketing Transactions per annum (m). Regional Forecast 2007-2011



Traffic; Transaction value; Entertainment & events mobile ticketing: Users; Traffic; Transaction value

Mobile Coupons Users; Traffic; Transaction value

our background

Juniper Research specialise in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. Mobile Ticketing

Introduction; Definition; Technology

- Code (predominantly barcode)
- Contactless (NFC - Near field communications): Uses; Forum; Standards & specification; Security; Operating modes; Emerging technology; Where are the handsets? Roadmap and forecasts
- Contactless (RFID): FeliCa (Standards & specification; Security)

Mobile Ticketing Classification

- Travel mTicketing; Sporting events mTicketing; Entertainment & events mTicketing
- Drivers: User demand; Cost savings; Increase in ARPU; One-2-one marketing; Enhanced security; Increase in customer retention for mobile operators; Queue busting; Environmental; Last minute sales; Mobile value added services
- Constraints: Lack of handsets; Business model issues; Support issues; Revenue sharing issues; MMS issues; Mobile barcode reading issues; Operator left out in the cold

Applications & Services

- Transport mobile tickets: Air/Rail/Bus and coach travel ticketing applications and services examples (North America; West Europe; Asia Pacific; Rest of Asia Pacific)
- Sporting events mobile tickets: Applications and services examples (North America; West Europe)
- Entertainment and events: Applications and services examples (North America; West Europe; Rest of Asia Pacific)

2. Mobile Ticketing Forecasts

Mobile Ticketing Users

- Mobile phone users (%) and total (m) who use mobile ticketing

Mobile Ticketing Traffic

- Number of mobile ticketing transactions per annum/per mobile ticketing user per annum

Mobile Ticketing Transaction Value

- Total and average mobile ticketing transaction value

Transport Mobile Ticketing Users

- Mobile phone users (%) and total (m) who use transport mobile ticketing

Transport Mobile Ticketing Traffic

- Number of transport mobile ticketing transactions per annum/per transport mobile ticketing user per annum

Transport Mobile Ticketing Transaction Value

- Total and average transport mobile ticketing transaction value

Sporting Events Mobile Ticketing Users

- Mobile users (%) and total (m) who use sporting events mobile ticketing

Sporting Events Mobile Ticketing Traffic

- Number of sporting events mobile ticketing transactions per annum/per sporting events mobile ticketing user per annum

Sporting Events Mobile Ticketing Transaction Value

- Total and average sporting events mobile ticketing transaction value

Entertainment & Events Mobile Ticketing Users

- Mobile phone users (%) and total (m) who use entertainment & events mobile ticketing

Entertainment & Events Mobile Ticketing Traffic

- Number of entertainment & events mobile ticketing transactions per annum/per entertainment & events mobile ticketing user per annum

Entertainment & Events Mobile Ticketing Transaction Value

- Total/average entertainment & events mobile ticketing transaction value

3. Mobile Coupons & Forecasts

Introduction; Definition; Technology

- Drivers: User demand; Cost savings; Increase in ARPU; One-2-one marketing; Increase in customer retention for mobile operators; Environmental; Higher conversion

rates; Mobile value added services; Reduced fraud

- Constraints: Participation of retailers; How to manage the coupon on the phone? MMS issues; Mobile barcode reading issues; Operator left out in the cold; Availability of NFC handsets and terminals
- Applications and services: North America; West Europe; Far East & China

Mobile Coupon Users Forecasts

- Mobile phone users (%) and total (m) who use mobile coupons

Mobile Coupon Traffic Forecasts

- Total and average number of mobile coupon transactions per annum/per mobile coupon user per annum

Mobile Coupon Transaction Value Forecasts

- Total and average mobile coupon transaction value

Mobile Ticketing & Coupon Vendors

- Introduction
- Vendors: ActiveMedia; bCODE; Cellfire; Gavitec; The Light Agency (Shop Scan Save); Mobiqua; Parkmobile; Swiftpass

4. Mobile Ticketing & Coupons: Strategies & Markets

Introduction

Strategies & Markets

- Transport operators; Sporting event owners; Entertainment & event organisers; Retailers; Handset manufacturer
- Mobile operator: Revenue problems (Falling voice revenues; Margin Squeeze; Increase in data ARPU); Revenue opportunities

5. Standards & Forums

- Introduction: Who is doing what?
- Members: Association of Train Operating Companies; ETSI; The GSM Association; International Air Travel Association; International Organisation for Standards; NFC Forum

142 Pages



companies included

02 • Active Media • Air Canada • Air France • ANA • bCODE • British Airways • Cellfire • Digitick • dotMobi • FeliCa • Gavitec • Go North East • Jamster • Mobaqa • Nok Air • NTT DoCoMo • Parkmobile • Samsung • SK Telecom • Sprint • Swiftpass • The GSM Association • The Light Agency • Tickets.com • Valista • Vodafone

author profile

Alan Goode is an Analyst with Juniper Research. He has nearly twenty years experience in the Telecommunications and Information Security sectors.

Alan's specialist writing areas include telecommunications, IT, security and consumer technology. Alan previously worked as a senior consultant and manager working for a diverse range of clients including T-Mobile, De La Rue, Motorola, Lloyds TSB, Citibank, Schlumberger, Atos Origin and the Metropolitan Police Service.

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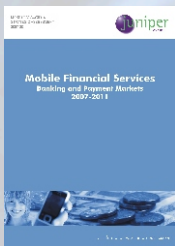
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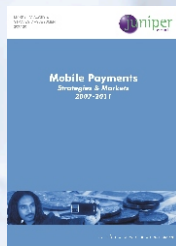
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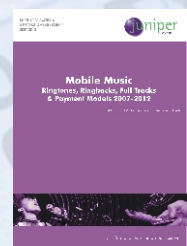
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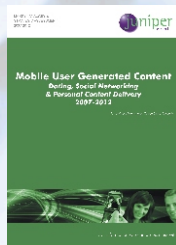
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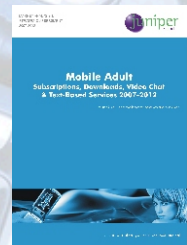
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