

3Q.2010 Switzerland Mobile Payment Market
Forecast, 2010 – 2014: Gross transaction value of
mobile payments in Switzerland to rise to \$12.5
billion in 2014

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IEMR's Switzerland Mobile Payment Market Forecast provides a comprehensive forecast of Switzerland's mobile payment market. We cover annual forecasts of mobile payment users; mobile payment transactions by technology (such as NFC, SMS, WAP, USSD); and mobile payment transactions by type of purchase (such as merchandise, digital products, ticketing, mobile money transfers, bill payments, and pre-paid top-ups). The report is based on IEMR's Global Consumer Telecommunications Survey-- which covers 50,000 mobile users in 50 markets globally— and is the most extensive country-specific forecasts of its kind.

To this comprehensive forecast, we are adding a PowerPoint presentation and an audio conference with Menekse Gencer, Independent Contributing Analyst at IEMR, Principal at mPay Connect, and formerly Director of Business Development, Mobile Payments at PayPal. The presentation and the audio conference provide our clients with an overview of key trends in the global mobile payment market and an overview of exciting developments in the m-payments market globally.

This report will be useful to:

- Strategists and analysts at mobile phone operators and banks/credit card companies responsible for mobile payment strategy development and business analytics
- Developers of mobile payment systems at handset manufacturers
- Device manufacturers in all areas of the telecommunications market that need strategy recommendations on key trends in the global mobile payment industry
- Financial analysts and portfolio managers covering firms in the mobile payment market
- Consultants advising their clients on mobile payment markets
- Researchers who need to gain a better understanding of the global mobile payment market

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Series Covered in this Country Forecast, 2010 - 2014

Mobile Payment Users (millions)

MOBILE PAYMENT TRANSACTIONS BY TECHNOLOGY (MILLIONS)

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WAP/Web

USSD

NFC

MOBILE PAYMENT TRANSACTIONS BY USER CASE (MILLIONS)

Merchandise purchases

Digital purchases

Ticketing

Money transfers

Bill payment
Prepaid top-ups
Others

GROSS TRANSACTION VALUE FOR MOBILE PAYMENTS BY USER CASE (\$ MILLIONS)

Merchandise purchases
Digital purchases
Ticketing
Money transfers
Bill payment
Prepaid top-ups
Others

AVERAGE TRANSACTION SIZE OF MOBILE PAYMENTS BY USER CASE (\$)

Merchandise purchases
Digital purchases
Ticketing
Money transfers
Bill payment
Prepaid top-ups
Others

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