

Mobile Payment: Technologies and Business Models 4Q 2011

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Abstracts

This report provides analysis and forecasts of the emerging mobile payments market using the latest market data, consumer survey results, and briefings with key industry players. It includes an overview of the core technologies enabling mobile commerce and mobile payments, including near field communications (NFC). It illuminates the growing mobile payments value chain and explores in-depth the implications of mobile payments for the major players, including carriers, payment networks, and merchants.

"With the creation of the ISIS initiative in 4Q10 and the launch of Google Wallet in 3Q11, the mobile payment industry is riding the recent momentum to build scale," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "The success of the mobile payment industry not only hinges on consumer and merchants' willingness to adopt but also requires seamless integration of technology with viable business models."

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