

Monetising NFC: Challenges and Opportunities 2012-2017

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Abstracts

Visiongain believes that in 2012 NFC is poised for rapid growth. The convergence of several factors has created a fertile marketplace ready to accept NFC innovations in every sector. Android currently holds the majority share for Smartphone operating system. In conjunction with this, Google have launched their own branded m-wallet service. New entrants to the market include android device makers such as Samsung, also a major player in the Smartphone space. Together these factors and other developments signal that NFC is set to see sharp uptake in usage. Visiongain analysis has calculated that global NFC application revenue will reach \$10.6bn in 2012.

Regions such as Korea and Japan have seen higher NFC adoption rates than other areas, these regions now exemplify an advanced prototype of NFC's usability and offer evidence of the technologies benefits as well as a rudimentary roadmap for underdeveloped nations. One major area that had, up until 2012, been vastly underdeveloped in terms of NFC was North America. However, this area will see rapid uptake of NFC services as Visa roll out contactless payments over the forecast period. Our forecasts see huge revenue potential from NFC applications and a huge array of opportunities for all ecosystem members.

One of NFC's most powerful drivers is the technology's adaptability; it has the potential to transform diverse industries ranging from healthcare to automotive. NFC can save on OpEx, increase user satisfaction and speed up transaction time. But who stands to benefit from the technologies success? In this report we forecast the key regions for growth, project which applications will be most popular in 2017 and also offer a strategy for a successful m-wallet service.

What is different about this report?

We conducted an independent and unbiased non-vendor affiliated assessment of the NFC market. We surveyed and interviewed several key industry players to gain an in-depth view of the market. We believe such research will help you in assessing the market potential and in designing feature phone and entry level Smartphone strategies.

Why you must buy Monetising NFC: Challenges and Opportunities 2012-2017

In-depth analysis of how the market for NFC applications will evolve over the forecast period with detailed forecasts from 2012 to 2017

The forecasts and analysis are underpinned by extensive expert consultation. The transcript of an original and exclusive interview are included within the report with expert insight from:

INSIDE Secure

Unique access to more than 60 tables, charts and graphs, analysing, quantifying and forecasting the NFC market in detail over the period 2012-2027

You will be presented with forecasts for the 5 regional NFC application revenue markets for the period 2012-2017

North America

Europe

Asia-Pacific

Latin- America

Middle East & Africa

You will also be provided with the following forecasts

Penetration of NFC in card transactions 2012-2017

Value of transactions on NFC enabled bank cards 2012-2017

NFC enabled bank cards shipments 2012-2017

NFC transit cards shipments 2012-2017

NFC ID cards shipments 2012-2017

NFC Bank cards shipments 2012-2017

NFC SIM cards shipments 2012-2017

NFC Enabled handset shipments 2012-2017

Global NFC Application revenues 2012-2017

Regional NFC Application revenues 2012-2017

You will also receive a SWOT analysis of the NFC market.

You will find extensive lists of the leading companies involved in NFC and analysis of which companies and which technologies are likely to prevail.

Who needs to read this report?

Service Providers - Service Providers can, with careful positioning, gain significant revenues from an NFC strategy that encompasses a partnership with other players in the ecosystem and could potentially reap new revenue streams.

OEMs/ODMs - NFC relies heavily on hardware and therefore OEMs and ODMs are an essential member of the NFC ecosystem. In this report a holistic overview of major handset manufacturers is accompanied by predictions on success, rivals offerings and associated revenues.

Other Sectors - This report also deals with transportation, utilities, government bodies, energy and a whole host of sectors both private and public who stand to see substantial benefits from NFC uptake.

What is the structure of the report?

Executive Summary

Chapter 1 is an introduction to the NFC market providing a clear definition of the market and technological advancements.

Chapter 2 provides extensive analysis of the global NFC market with extensive global forecasts from 2012-2017.

Chapter 3 analyses the 5 regional NFC markets from 2012-20217 with regional analysis and insight.

Chapter 4 examines the current NFC market, the ecosystem, with analysis of the market players.

Chapter 5 provides a case study for NFC from INSIDE Secure

Chapter 6 provides the full transcript of an interview with INSIDE Secure

Chapter 7 summarises visiongain's conclusions and findings.

Methodology

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the NFC market to underpin the analysis of market drivers and restraints. The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and predicting developments in the NFC market between 2012 and 2022.

Visiongain considers that this methodology results in an accurate, objective mixture of analyses and forecasts.

You can order this report today

Anybody with an interest in the NFC market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the Smartphone market. NFC offers substantial business and investment

opportunities and is becoming an increasingly important component of the Smartphone market in several key regional markets.

This visiongain telecoms report will be valuable both to those already involved in the NFC market and those wishing to enter the market in the future.

Gain an understanding of how to tap into the potential of this market by ordering **Monetising NFC: Challenges and Opportunities 2012-2017**

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COMPANIES LISTED

3A Logics

4T Sveringo

A&D Company

Acer

AgreeYa Mobility

Allami Nyomda Nyrt

Allion Test Labs

América Móvil

American Express

American Thermal Instruments

ANZ

Applus + LGAI

Armani Exchange

Assa Abloy

Asus

AT&T

AT4 Wireless

Athena Smartcard

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CETECOM
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China Unicom
Chunghwa Telecom Laboratories
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Citibank
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Clear2Pay (Integri)
Coca-Cola
Communications Global Certification
COMPRION GmbH
Consult Hyperion
CorFire
CPI Card Group
C-SAM
CSL
Cubic Transportation Systems
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Daimler AG
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eCost
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Ericsson
Etisalat
Everything Everywhere
Fandango
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Forum des Services Mobiles Sans Contact
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Arizona State University

EMVCo

GSM Association

IEEE

Institute for Information Industry

ISO

Japan IC Card System Application Council

National IT Industry Promotion Agency, RFID/USN Center

National Retail Federation

NFC Forum

SMRT

Technology Research Center for Mobile Information Security Engineering of HeNan

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