Synopsis
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.

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“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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Mocapay
Apriva
MoPay
Bango
MPass
Boku
Narratte
Buyster
Obopay
Cardinal Commerce
OpenMarket
ChargeAnywhere
PayAnywhere
C-SCAM
Payfone
Danal/BilltoMobile
PayPal
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By Harry Wang, Director of Health and Mobile Product Research; Jennifer Kent, Research Analyst
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