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Word`s out - Banks investing in mobile commerce

iPhone Apps are only the beginning of this mobile revolution. Mobile commerce is gaining momentum as consumers get comfortable with ordering all sorts of products by cell phone and companies such as Papa John's watch sales climb." - Business Week

The PC and Internet opened up a massive new channel for commerce and **now the mobile phone is opening up yet another new one.**

Consumers are buying items through their mobile phones, not just over them.

It's called **m-Commerce** and *it's growing faster than a teenager*, though the sector is still in its infancy stage.

There's no denying: The m-Commerce sector is one big fat infant.

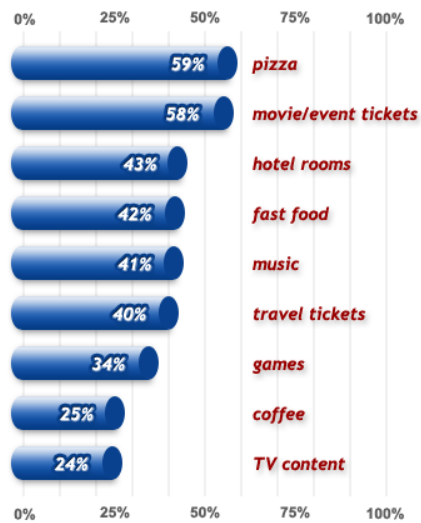
Revenues in the US alone are already well into the billions and m-Commerce transactions are pegged for a 12-fold increase by 2013... to \$800 billion.



Papa John's already has \$1 million in m-Commerce revenue this year. Based on their reported m-Commerce growth rate, they expect \$10 million in m-Commerce revenue this time next year. *Domino's reports similar m-Commerce growth expectations.*

Once you see the breakdown of the items US consumers are now buying through their mobile phones, you'll quickly see why Papa John's and Domino's absolutely love this new sector called m-Commerce.

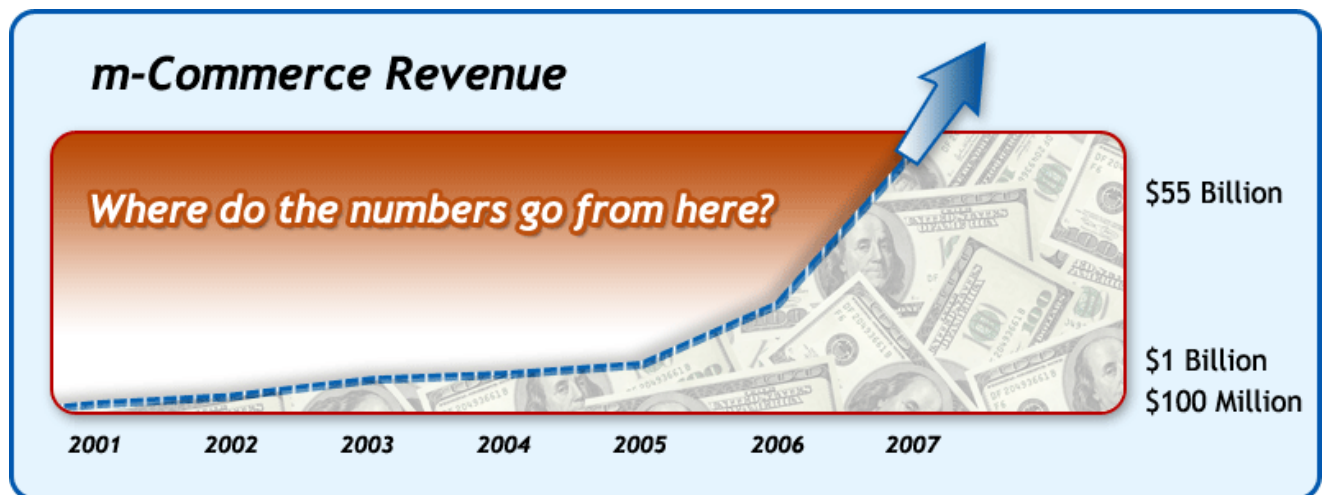
Here's the m-Commerce revenue breakdown in the US:



Notice what the all items on the above list have in common? **They are all low-priced items.** And not one of them is a tangible item.

No sweaters, jeans or shoes. No air conditioners, TVs, or refrigerators. No bicycles, books, or exercise equipment.

m-Commerce Revenue growth is exploding



In the US alone, m-Commerce revenues are growing at a remarkable pace. According to IDC and Jupiter Media Metrix, US m-Commerce revenues climbed from \$127 million in 2001 to over \$58 billion in 2007. The progression of m-Commerce revenue charts out like a hockey stick:

Where do the numbers go from here? Well, a recent study by Informa Telecoms & Media shows that advances in technology will drive a 12-fold increase in mobile transaction values -- to more than more \$800 billion by 2013.