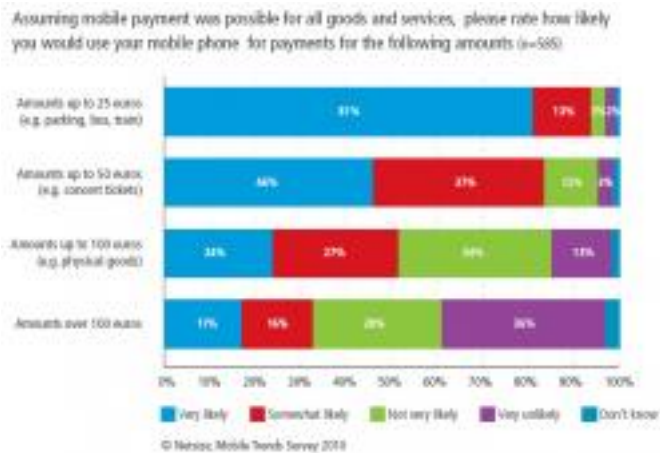


New Netsize Survey Reveals Pent-Up Demand for Mobile Commerce and Shopping

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Press release from: [Netsize](#)



Majority of respondents would use their mobiles to buy big-ticket items

Paris, August 31, 2010 -- Netsize, the leading mobile commerce and communications enabler, today released "Unlocking the Value of Mobile Commerce", a report that examines the role of mobile in (online and physical) retail and commerce.

The free report includes exclusive research on the value amounts that people are ready for and willing to pay through their mobile phone for pricey items that go beyond the usual mix of transport tickets and parking tokens.

The report contains data from a Netsize survey of 1,000+ mobile professionals and practitioners and concludes that mobile payment is poised to super-charge shopping as users show a significant interest in buying digital and physical goods and services with their mobile phone.

Key findings:

- While almost all respondents (94 percent) said they would be "very likely" or "somewhat likely" to purchase goods totaling up to 25.00 euro using their mobile phones, 83 percent of respondent indicated that they would be open to pay for items such as concert tickets (valued at amounts up to 50.00 euro) with their mobile phones.
- Additionally, over half (51 percent) of respondents reported they would be likely to purchase physical goods for amounts up to 100.00 euro with their mobile phones. This figure confirms the huge growth potential for mobile commerce and increased interest in new ways to shop and buy.
- Payment mechanisms are critical to the quality of the mobile shopping experience. In fact, respondents stressed they value the freedom to choose the method they prefer. Specifically, most (60 percent) respondents report that payment choice is important to them.
- Mobile commerce is poised to reach new heights provided the industry addresses a number of key issues. Clearly, companies and merchants are called on to provide a choice of payment methods. However, all companies across the emerging mobile commerce ecosystem must work together to remove the regulatory barriers that make mobile commerce a challenge.

The full report is available from www.netsize.com/Ressources_mCommerce-Report.htm.

Keywords:

Mobile commerce, mobile payment, survey

ABOUT NETSIZE

Netsize, a subsidiary of Gemalto (Euronext NL 0000400653 GTO), is a leading mobile communications and commerce enabler. Netsize solutions include Mobile Messaging, with SMS and MMS delivery in 200 countries; Mobile Payment through operator-based billing (Premium SMS, MMS, & WAP) in 28 countries; and Mobile Content Management platforms with publishing & editing tools to manage messaging services and mobile Internet portals. Netsize manages more than 60 million mobile transactions per month for 800 customers worldwide, including Fortune 500 companies. With 10 offices worldwide, Netsize provides both robust technical infrastructure and marketing expertise to support this successful deployment on a global scale.

For more information about Netsize please visit www.netsize.com

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[You can find this press release here](#)