



Mobile Payments

**Experiences from the front line**



## Experience to date

- ⇒ **Parking since 2001 (15 cities from Los Angeles to Sydney, and many in between)**
- ⇒ **Utility Payment since 2005 (UK)**
- ⇒ **Toll Payments since 2008 (Dublin's M50)**
- ⇒ **Online Top Up since 2004 (Irl, Sweden, Spain & Russia)**



## What is a “Mobile Payment”? My definition

⊕ **Any payment which completes through one of the following channels:**

Web

SMS

IVR

USSD

**And**

⊕ **Billed to one of the following:**

Credit card/Debit Card

Phone Bill or PSMS

Pre Stored account (loaded in retail or from credit card)



# SMS usage in Ireland

- ⊗ An average of 157 texts are sent per user per month – UK average 81
- ⊗ 65% of all mobile owners send and receive SMS
- ⊗ 95% of 15-24 year olds send 5 texts a day
- ⊗ On average 25-34 year olds send 3 texts per day
- ⊗ 80% of 35 to 54 year olds send texts
- ⊗ 33% of 55-64 year olds send text

Source: OFCOM & Regtel



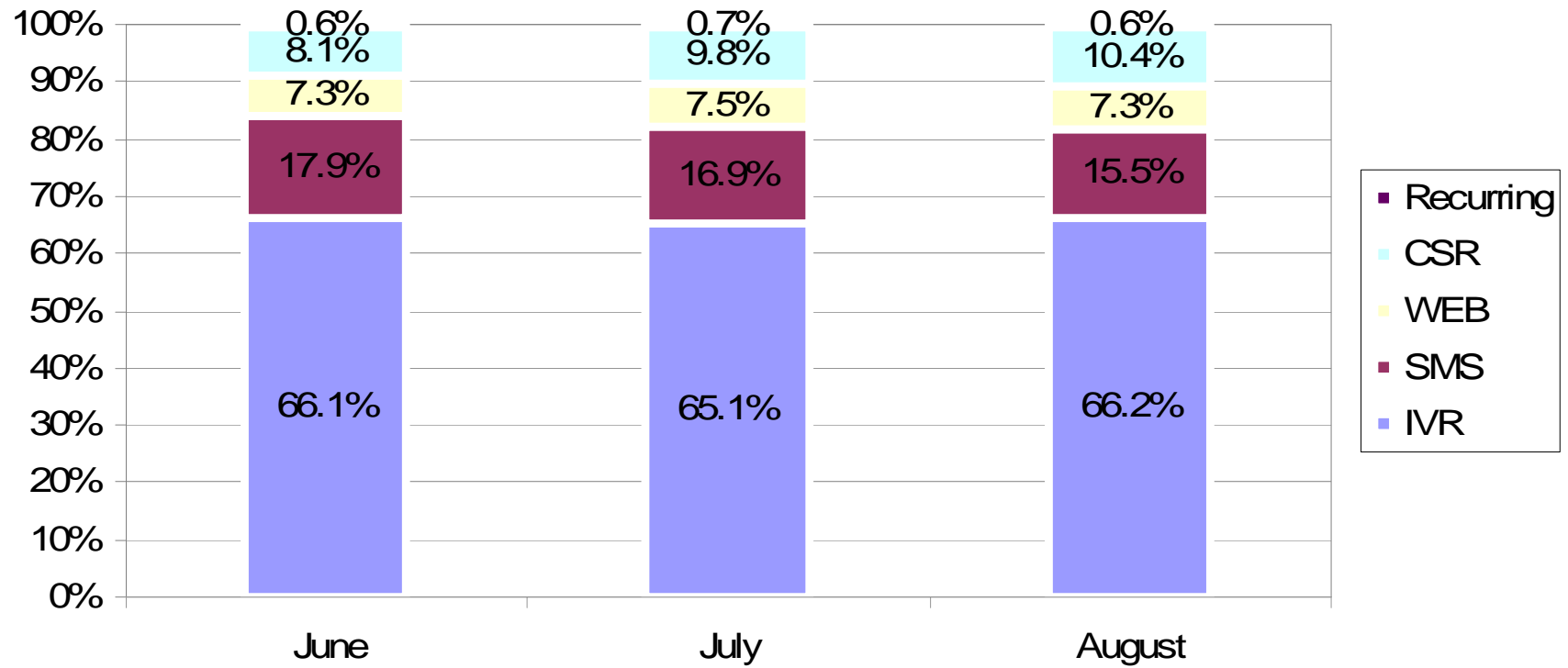
# ONLY ONE RULE

## The Only Rule which matters

- ⌘ **The merchant commission must be competitive with the traditional card payment world (approx 2% )**
- ⌘ **PSMS only suitable for digital content due to ~30% commission**
- ⌘ **Registration?**
  - ⌘ **If required, 90% is via CSR. 10% via the web. Generally a distress registration.**

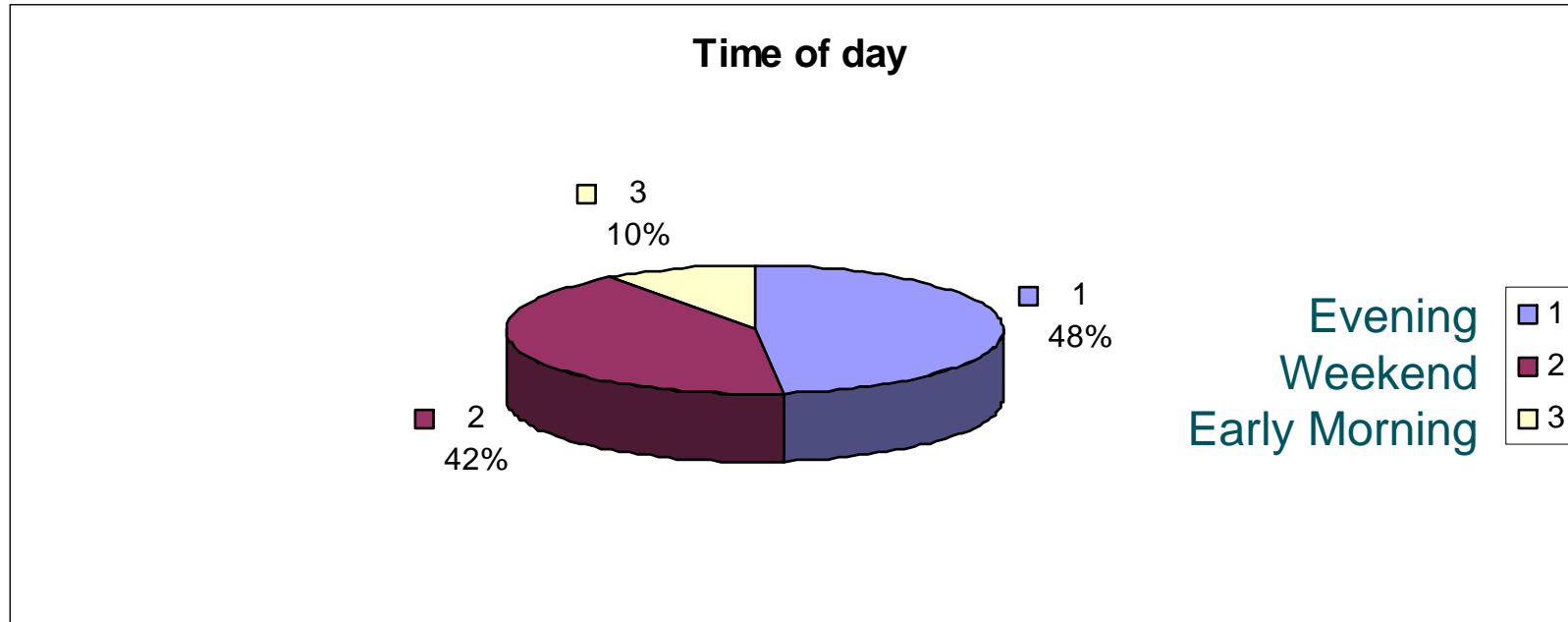


# Channels of choice





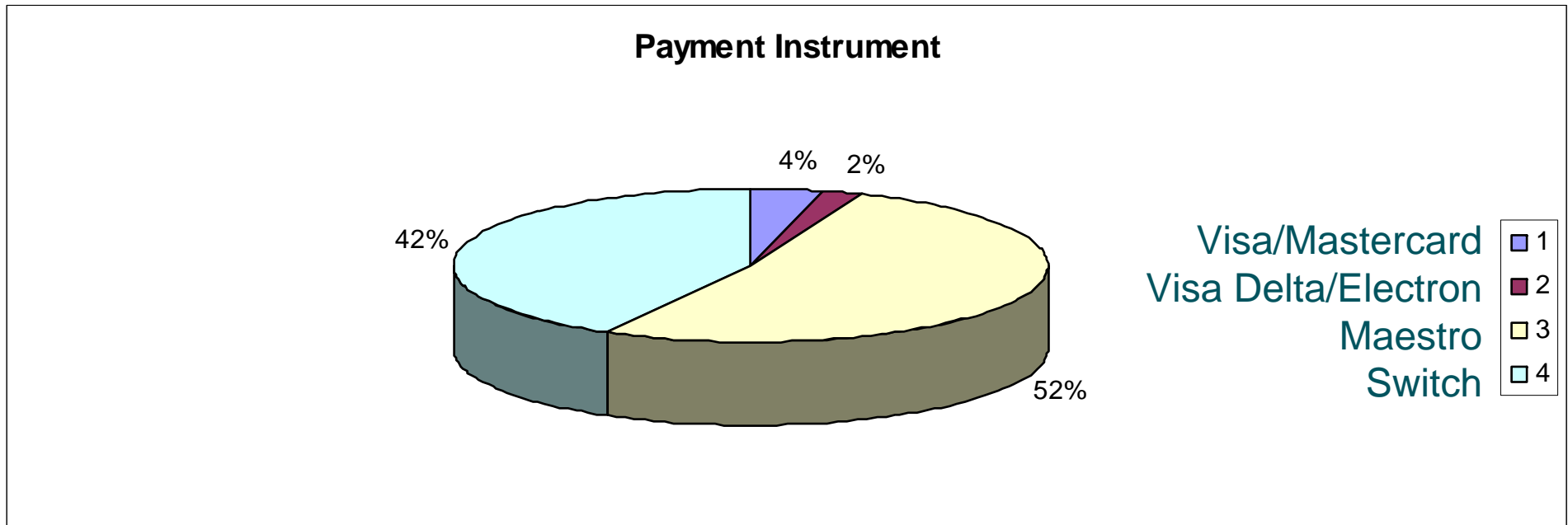
# When do people buy?



🕒 Convenience factor is critical. It's a "sofa transaction"



# How do people pay?



Credit Cards not a popular form of payment  
(exception of parking services)



## What is the future?

- ⌘ **NFC should be the future BUT presents a chicken and egg**
- ⌘ **Closed loop NFC perfect (Oyster card)**
- ⌘ **Open loop NFC**
  - ⌘ **Where are the NFC phones?**
  - ⌘ **If I had an NFC phone, where could I use it?**



# Contact

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