

## Mobile Money in Emerging Markets – 2nd Edition

**Description:** Mobile Money in Emerging Markets is the second consecutive report from Berg Insight that gives first hand insights into the latest developments on the mobile money and remittances markets.

This strategic research report from Berg Insight provides you with 160 pages of unique business intelligence and expert commentary on which to base your business decisions.

This report will allow you to:

- Profit from 30 new executive interviews with market leading companies.
- Realize how mobile phones are being used for C2C financial transactions within and between countries.
- Learn from valuable insights about successful mobile money deployments.
- Understand the dynamics of existing mobile money ecosystems.
- Identify the leading mobile money platform providers in emerging markets.
- Review vendor market shares and competitive dynamics.
- Benefit from updated regional market forecasts lasting until 2017.

This report answers the following questions:

- How can mobile technology be leveraged to reach the unbanked population?
- Which are the most important players to watch in the mobile money industry?
- What strategies have been adopted by mobile money service providers?
- What are the key challenges that mobile money service providers face?
- Which are the leading providers of mobile money platforms?
- What are the business opportunities for mobile operators in international money transfer?
- What is the potential market size for cross-border airtime transfers?
- How are financial institutions responding to the entry of mobile network operators in the financial services industry?

Who Should buy this Report?

Mobile Money in Emerging Markets is the foremost source of information about the status, future trends and technology developments on this market. Whether you are a bank, telecom vendor, mobile operator, investor, consultant or application developer, you will gain valuable insights from our in-depth research.

About the Author

Lars Kurkinen is a Telecom Analyst with a Masters Degree in Strategic Management from the Aalto University School of Science and Technology in Finland. He joined Berg Insight in 2010 and his areas of expertise include mobile banking, mobile payments, mobile remittances and mHealth.

<b>Contents:</b>	Executive summary
	1 Mobile money in emerging markets
	1.1 The opportunity for mobile money
	1.1.1 The unparalleled reach of mobile phones
	1.1.2 Extending the reach of formal financial services
	1.1.3 Serving banked consumers better and more efficiently
	1.1.4 Mobile money and branchless banking
	1.2 Mobile money services
	1.2.1 Basic services and partnership-enabled services
	1.2.2 Advanced mobile financial products and microinsurances
	1.2.3 Mobile payments at merchants
	1.3 The main challenges
	1.3.1 Creating a value proposition and driving usage
	1.3.2 Building, incentivising and managing agent networks
	2 Mobile money service providers

- 2.1 The value of a mobile money system
  - 2.1.1 Value components
  - 2.1.2 Network effects
  - 2.1.3 Orchestrating the evolution of an ecosystem
- 2.2 Service providers
  - 2.2.1 Deployments launched by service provider category
  - 2.2.2 Mobile operators
  - 2.2.3 Financial institutions
  - 2.2.4 Third party service providers
- 2.3 Deployment statistics
  - 2.3.1 Deployments launched by region
  - 2.3.2 Registered mobile money users
  - 2.3.3 Active mobile money users
  - 2.3.4 Mobile money transactions
- 2.4 Case studies
  - 2.4.1 Financial institutions lead mobile money in South Africa
  - 2.4.2 The growth of mobile money in Kenya
  - 2.4.3 Celpay finds early mobile money success in B2B services
  - 2.4.4 MTN Group views mobile money as a key strategic area for future growth
  - 2.4.5 Kopo Kopo enters the emerging merchant acquirer market in Africa
  - 2.4.6 Tigo succeeds with mobile money in Paraguay after re-launch
  - 2.4.7 India reaches 36 million registered mobile money accounts
  - 2.4.8 Movilway targets mobile money opportunities in Latin America
- 3 Mobile money platform providers
  - 3.1 The platform for mobile money services
    - 3.1.1 Technical overview of a mobile money platform
    - 3.1.2 Requirements from service providers
  - 3.2 Market overview
    - 3.2.1 Leading technology vendors by target customer group
    - 3.2.2 Competitive landscape
    - 3.2.3 Pricing models
  - 3.3 Mobile money platform vendor profiles
    - 3.3.1 C-SAM
    - 3.3.2 Comviva
    - 3.3.3 Ericsson
    - 3.3.4 eServGlobal
    - 3.3.5 F1Soft
    - 3.3.6 Fundamo
    - 3.3.7 Gemalto
    - 3.3.8 Infosys
    - 3.3.9 InterAcct Solutions
    - 3.3.10 Halcom
    - 3.3.11 M-Com (Fiserv)
    - 3.3.12 mFino
    - 3.3.13 Monitise
    - 3.3.14 MoreMagic
    - 3.3.15 Pozitron
    - 3.3.16 ProgressSoft
    - 3.3.17 S1 (ACI Worldwide)
    - 3.3.18 Sybase 365 (SAP)
    - 3.3.19 Tagattitude
    - 3.3.20 Telepin Software
    - 3.3.21 Temenos
    - 3.3.22 Utiba
    - 3.3.23 YellowPepper
    - 3.3.24 ZTE
- 4 Mobile international remittances
  - 4.1 The international remittance landscape
    - 4.1.1 Formal money transfer flows
    - 4.1.2 Informal money transfers
    - 4.1.3 Cost of remitting money
    - 4.1.4 Regulations
    - 4.1.5 Success factors for remittance services

- 4.2 Remittance methods
  - 4.2.1 Structure of a remittance operation
  - 4.2.2 Remittances through a physical agent network
  - 4.2.3 Remittances through electronic channels
  - 4.2.4 International airtime transfers
- 4.3 International value transfer market analysis
  - 4.3.1 The competitive landscape for consumer-to-consumer remittances
  - 4.3.2 The competitive landscape for international airtime transfers
- 4.4 Case studies
  - 4.4.1 Remittances to M-PESA accounts in Kenya
  - 4.4.2 Globe refocuses GCASH offering from remittances to mobile money
  - 4.4.3 Western Union expands mobile remittance partnerships
  - 4.4.4 MoneyGram accelerates mobile remittance strategy
  - 4.4.5 Boom Financial Services launches US–Mexico mobile remittances
  - 4.4.6 HomeSend builds mobile-centric hub for international remittances
  - 4.4.7 Trango builds position in international value transfers
  - 4.4.8 TransferTo records 150 percent growth in airtime transfers volumes
  - 4.4.9 Ezetop maintains leading position in the cross-border top-up market
- 5 Forecasts and conclusions
  - 5.1 Mobile money forecasts and analysis by region
    - 5.1.1 Africa
    - 5.1.2 Asia-Pacific
    - 5.1.3 Latin America
    - 5.1.4 Eastern Europe, Middle East and Central Asia (EMECA)
  - 5.2 Mobile money service providers
    - 5.2.1 Organizational structures
    - 5.2.2 Service offerings and long-term strategies
  - 5.3 Mobile money platform vendors
    - 5.3.1 Platform development trends
    - 5.3.2 Changes in competitive dynamics
  - 5.4 Mobile remittances
    - 5.4.1 Sending and receiving remittances with a mobile phone
    - 5.4.2 Analysis of the mobile remittance opportunity
    - 5.4.3 Mobile C2C remittance forecast
  - 5.5 International airtime transfer
    - 5.5.1 Service provider market shares
    - 5.5.2 Forecasts and analysis
- Glossary
- Index

## List of Figures

- Figure 1.1: Infrastructure indicators for select countries in emerging markets (2011)
- Figure 1.2: Examples of basic and partnership-enabled mobile money services
- Figure 1.3: Examples of advanced mobile financial products
- Figure 1.4: Marketing and customer adoption
- Figure 2.1: Mobile money value components
- Figure 2.2: Network effects in mobile money systems
- Figure 2.3: Distribution of deployments by type of service provider (mid-2012)
- Figure 2.4: Mobile operators by number of subscribers (2011)
- Figure 2.5: Mobile money deployments by operator group (December 2011)
- Figure 2.6: Banking infrastructure in select countries (2010)
- Figure 2.7: Regional distribution of mobile money deployments (mid-2012)
- Figure 2.8: Major mobile money deployments in emerging markets (2011)
- Figure 2.9: Mobile money users by country (2011)
- Figure 2.10: Mobile money transactions by country (2011–2012)
- Figure 2.11: Mobile and Internet banking customers at Absa Bank (2008–2011)
- Figure 2.12: Mobile money transaction volumes in Kenya (2007–2011)
- Figure 2.13: Mobile money subscribers by service provider in Kenya (Q4-2011)
- Figure 2.14: Comparison of mobile money services (December 2011)
- Figure 2.15: Kopo Kopo's advert for M-PESA merchant payments
- Figure 2.16: IMPS transaction volumes (2010–2012)
- Figure 3.1: Illustration of a mobile money platform
- Figure 3.2: Top platform vendors in emerging markets (Q2-2012)

Figure 3.3: Overview of competitive landscape  
Figure 3.4: Pricing models for mobile money platforms  
Figure 4.1: Remittance flows to different regions in US\$ billion (2008–2013)  
Figure 4.2: Top 10 developing world recipient countries (2011)  
Figure 4.3: Average cost for sending US\$ 200 between different countries (2011)  
Figure 4.4: Top factors influencing remittance service provider choice (2006)  
Figure 4.5: Factors inhibiting use of formal channels for remittance transfers (2009)  
Figure 4.6: Remittance value chain  
Figure 4.7: Illustration of a remittance operation  
Figure 4.8: Electronic sending channels  
Figure 4.9: International C2C remittance industry market shares (2011)  
Figure 4.10: Key financial indicators of top remittance companies (2011)  
Figure 4.11: Electronic channel remittances as share of revenues (2011)  
Figure 4.12: Comparison of airtime transfer networks at receiving side  
Figure 4.13: Remittance service outlets in Kenya (2011)  
Figure 4.14: HomeSend pricing model  
Figure 5.1: Overview of emerging markets (2011)  
Figure 5.2: Mobile money accounts registered through branchless banking (2011)  
Figure 5.3: Mobile money users and transactions in emerging markets (2011–2017)  
Figure 5.4: Overview of Africa (2011)  
Figure 5.5: Mobile money in Africa (2011–2017)  
Figure 5.6: Overview of Asia-Pacific (2011)  
Figure 5.7: Mobile money in Asia-Pacific (2011–2017)  
Figure 5.8: Overview of Latin America (2011)  
Figure 5.9: Mobile money in Latin America (2011–2017)  
Figure 5.10: Overview of EMECA (2011)  
Figure 5.11: Mobile money in EMECA (2011–2017)  
Figure 5.12: Mobile money platform development trends  
Figure 5.13: Mobile remittance service cost comparison  
Figure 5.14: Mobile international remittance transfer forecast (2010–2015)  
Figure 5.15: International airtime transfer volumes (2011)  
Figure 5.16: International airtime transfer volumes (2011–2017)

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