

REVENUE

This section details the forecasts for total revenue that will be generated as a result of the adoption of mobile phone authentication products and services, categorised by technology and sector. The forecasts cover a five-year period from 2010 through to 2014. The forecasts are for all nine regions in the world with global totals. There are forecasts for each mobile authentication technology and a breakdown into the sectors, additionally a combined total for all revenue generated from those users who will use their mobile phone as an authentication device.

TECHNOLOGY
SMS/MOBILE EMAIL OTP REVENUE

These forecasts are for the total revenue generated from users who will use their mobile phone as an authentication device using one-time-passwords sent to their devices via SMS or mobile email.

Table 29. SMS/Mobile Email OTP: Revenue (\$ millions)

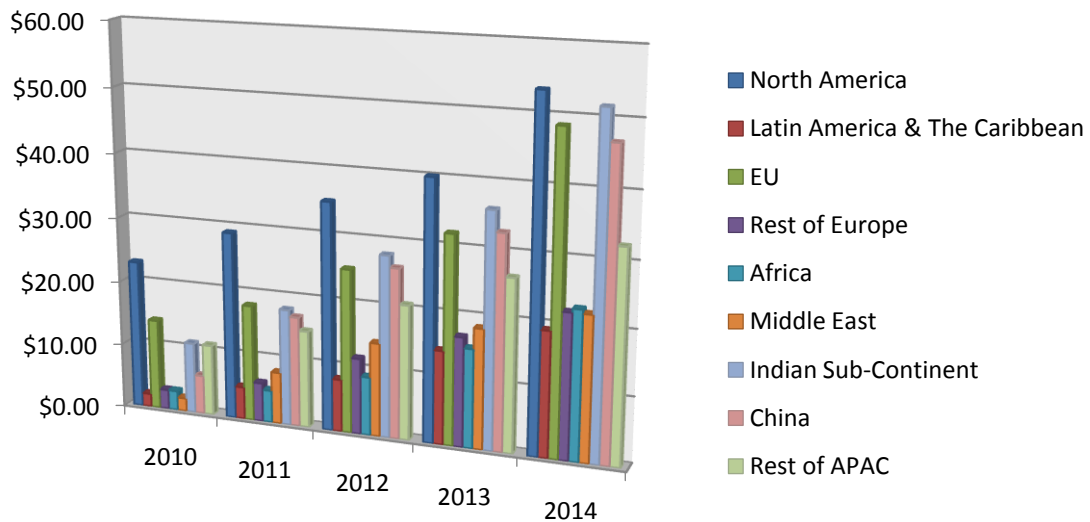
	2010	2011	2012	2013	2014
North America	\$23.00	\$29.00	\$35.10	\$40.00	\$53.40
Latin America & The Caribbean	\$2.00	\$5.00	\$8.10	\$14.40	\$19.20
EU	\$14.00	\$18.00	\$25.20	\$32.00	\$48.60
Rest of Europe	\$3.00	\$6.00	\$11.70	\$16.80	\$22.20
Africa	\$3.00	\$5.00	\$9.00	\$15.20	\$22.80
Middle East	\$2.00	\$8.00	\$14.40	\$18.40	\$22.20
Indian Sub-Continent	\$11.00	\$18.00	\$27.90	\$36.00	\$51.60
China	\$6.00	\$17.00	\$26.10	\$32.80	\$46.80
Rest of APAC	\$11.00	\$15.00	\$20.70	\$26.40	\$32.40
Total	\$75.00	\$121.00	\$178.20	\$232.00	\$319.20

Source: Copyright © Goode Intelligence 2009

ANALYSIS

- The total revenue generated from SMS/Mobile Email authentication users will increase from \$75.00 million in 2010 to just over \$319.00 billion by the end of 2014 – an increase of just over \$244.00 million in the five-year period
- This equates to a Compound Annual Growth Rate (CAGR) of 33.6 percent over the five year period
- By 2014, the top-three regions for SMS/Mobile Email OTP authentication, by total revenue, will be North America (\$53.40 million) followed by the Indian Subcontinent (\$51.60 million) and the EU (\$48.60 million)
- By 2014, the top-three fastest growing regions will be Latin America and the Caribbean, Africa and followed by China

Chart 22. SMS/Mobile Email OTP: Revenue (\$ millions)



Source: Copyright © Goode Intelligence 2009