Sales using mobile phones to skyrocket

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Mobile ticket sales and retail will generate more than $63 billion worth of revenue by 2010, according to a new report.

A new report from Juniper Research reveals that revenues from mobile ticketing and mobile retail services will assist the global mobile commerce market by generating billions in revenue by 2010. Mobile-phone users, familiar with purchasing digital content such as ringtones and games, equipped with intelligent smartphones and accessing the mobile Internet via faster mobile data networks, will increasingly use their devices for mobile commerce.

The report reveals that innovative use of technology such as mobile barcodes and integrating radio frequency identification tags (RFIDs) into a mobile device coupled with consumer demand for easy-to-use applications is driving up the adoption of mobile ticketing and mobile retail services.

Highlights from the report include:

-- By 2010, 32 percent of Japanese mobile users will be buying tickets using a mobile phone.

-- Adoption rates in current mobile ticketing implementations is as high as 30 percent of the total tickets issued within the scheme.

-- By 2010, 87 million European mobile users (15 percent of total) will be using their mobile devices for mobile ticketing purposes.

-- The use of mobile barcodes is revolutionizing the way we purchase and store tickets.

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