
Contents

Table of figures.....5

A Executive summary.....6

B The potential for mobile payment in Germany8

C Success factors for increasing mobile payment acceptance in Germany..... 12

D Mobile payment ecosystem..... 13

E Key features of mobile payment..... 16

F Comprehensive mobile payment offering 18

G Targeting mobile payment users.....23

H Conclusion and recommendations.....25

Methodology.....28

Contacts.....29