



THE TIME IS NOW TO MOVE FORWARD WITH MOBILE IDENTITY IN THE UK


Both consumer and service provider behaviour is changing, creating a need for definitive Mobile Identity solutions, which mobile operators are ideally placed to provide.


UK consumers are ready for Mobile Identity services.

The UK market has moved from **early adopters** → **early majority**

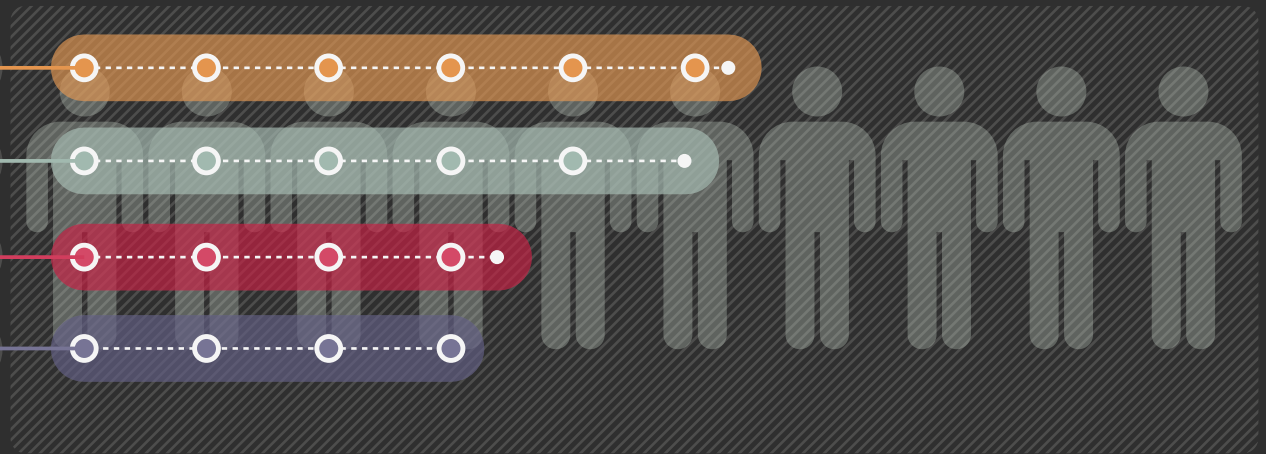
 **62%** of consumers have increased awareness of internet security issues over the past 12 months

 **59%** of UK consumers find Mobile Identity* services appealing

 **43%** engage in key transactional behaviours requiring increased security i.e. online shopping, banking and bill payment

 **40%** of UK consumers used their social media account to login to other websites

* 'Mobile Identity services refers to a combination of concepts including information vault, universal login, mobile identity verification, and location-based offers'



Convenience is the baseline foundation.

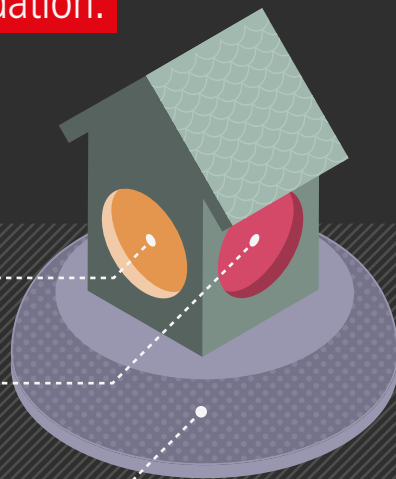
Services need to differentiate on

security and control.

 **SECURITY**

 **CONTROL**

 **CONVENIENCE**






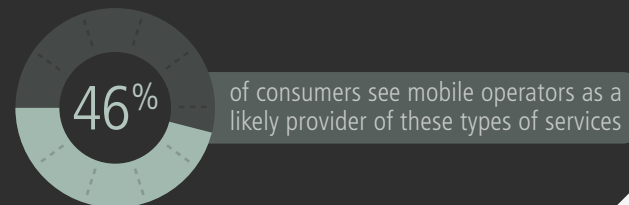
According to industry experts,

mobile operators have the tools

to deliver Mobile Identity services.



-  Existing billing and contractual relationships with consumers
-  Consumer perception of increased security with data
-  Have the right presence (size, physical outlets, telephone contact points)



For more information go to:
www.gsma.com/mobileidentity