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.

- 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.

According to industry experts, mobile operators have the tools to deliver Mobile Identity services.

- 46% of consumers see mobile operators as a likely provider of these types of services.

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