Welcome & Introduction
Richard Cockle, Head of Identity, GSMA
Making the Digital World Flow

4,536 million
Internet users globally

293 million
Internet users in the US

From $6bn in 2019
to $12.8bn by 2024
Size of digital identity market
globally

From $2.1bn in 2018
to $5.3bn by 2027
Size of digital identity market in the
US

2014:
GSMA launched GSMA
Mobile Connect
launched.

2019:
70+ Operators
deploying in
40+ markets

2020:
Identity+: Pioneering
new tech for commercial
mobile ID services

A Global Vision:
Secure digital
transactions

Frictionless
customer
experience

New revenue
opportunities
Securing Digital Transactions

$5.2 trillion
Global cybercrime
2019 - 2023

$1.7 trillion
US cybercrime
2019 to 2023

Authentication; Authorisation; KYC; ATP; Attributes

- Secure, verified transactions
- Increased consumer trust
- Reduced fraudulent activity
- Maximum revenue potential

- Three and Boku offer fraud prevention capabilities to MoneyGram.
- New customer registrations checked onto MoneyGram, checked against Three data for that mobile customer.
- Realtime confirmation of registration information.

Key benefits
- KYC Match helps Moneygram comply with Know-Your-Customer (KYC) regulation and prove identity of customers.
- Creates a new revenue stream opportunity for Three.
Unlocking Frictionless Customer Experience

69.9%
Card abandonment online

66%
Users prefer guest checkout

- Smoother transactions
- Less friction for the user

Seamless Login; MSISDN Sharing and Validation; eKYC sharing

Indian operators are providing a seamless login experience with MSISDN verification/sharing.

Turkcell ‘Fast login’ is now being used in around a hundred apps to simplify login and registration, while attributes are being shared to simplify registration and reduce abandonment.
Limited revenue streams
Market saturation
Restricted amount of type of digital transactions

Digital identity is an enabler for new and improved revenue streams, enhancing goods and services, increasing business efficiency, and offering a better customer experience promoting inclusion.

Turkcell are testing its effectiveness with their internal Paycell service. Assuming positive results they plan on developing it commercially for banks at first, but want to qualify the commercial value to Financial Services and eCommerce players for risk management.

SK Telecom have developed a decentralised identity framework (DiD Network) and are in the process of forming a consortium of business partners (other MNOs, Banks, Universities, Blockchain Start-ups, others) in order to explore different use cases.