



## Press information

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### **Hong Kong Ranked Top 3 In Global Mobile Banking Usage Potential Growth Envisaged**

**Hong Kong, May 16, 2011** – Hong Kong has been ranked 3<sup>rd</sup> in global mobile financial activities such as checking account balances and making online purchases securely, according to an annual global survey on mobile devices now into its sixth year – TNS Mobile Life 2011, conducted by TNS, the world's largest custom research company.

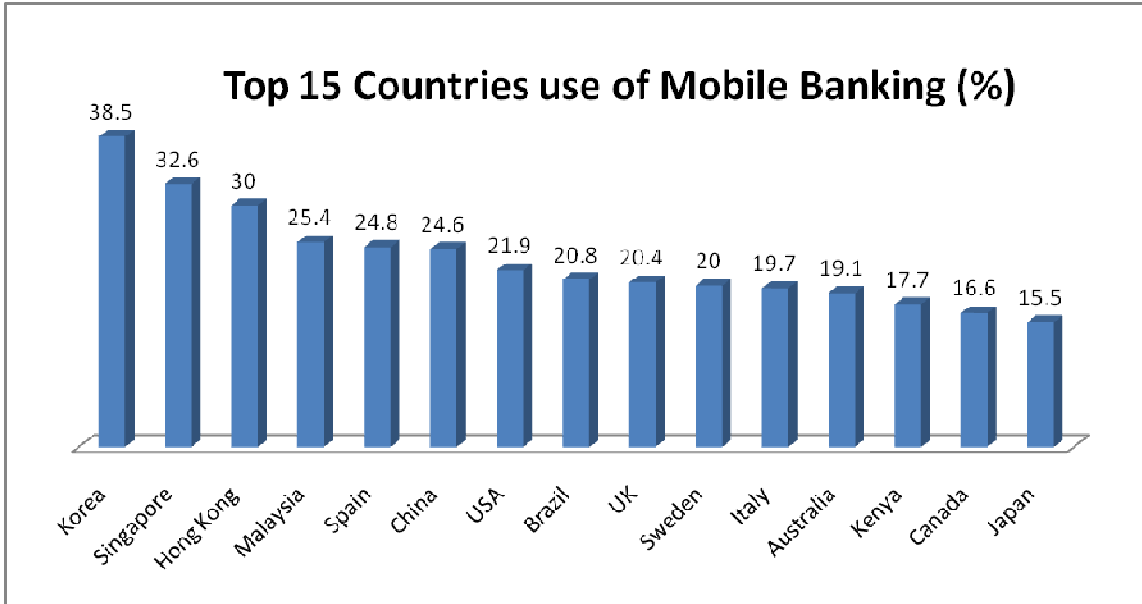
30% of Hong Kong's mobile phone users access account balances and/or make purchases using their mobile phones. This puts Hong Kong in the top 3 users in the world, together with Singapore (32.6%) and South Korea (38.5%).

Comparing to last year, Hong Kong was not considered the fastest growing market in terms of conducting financial activities on mobile devices. South Korea increased its use from 19.6% to 38.5%, while Singapore increased from 17.8% to 32.6%. Hong Kong, on the other hand, moved at a slower pace - from 27.7% to 30% - indicating a potential opportunity for Hong Kong's banks and online retailers to increase mobile banking activities.

Another pointer to a positive future trend is that younger age groups have demonstrated to be avid users of mobile financial activities. 15% of the younger age groups access these services on a daily basis, compared to only 7% for the 46 to 60 year olds.

The research is released as part of TNS Mobile Life ([www.discovermobilelife.com](http://www.discovermobilelife.com)), an annual study on mobile consumer usage covering 43 global markets and over 34,000 interviews. It reveals a wealth of opportunities for banks, retailers and mobile service providers to develop services for existing and potential customers.

Commenting on the findings, Marc de Lange, Director of Finance, Services and Technology Sectors of TNS said, "We have seen online PC-based activities move to the mobile platform for some time now. Checking and reading emails have already moved in this direction, but we are starting to see other activities such as Mobile Banking making this shift as well. In this particular area the onus is on banks to ensure that they have a platform that allows for mobile transactions, the checking of balances and other daily banking needs. It empowers consumers to be in direct touch with their accounts, which is especially important for young people in Hong Kong."



**About TNS Mobile Life**

[www.discovermobilelife.com](http://www.discovermobilelife.com)

**Mobile Life is an annual investigation from TNS designed to provide a deep understanding of today’s global mobile device consumers and the future impact mobile will have on our digital landscape.**

34,000\* interviews with mobile users across over 43 countries provides real insight into how consumers across the world are using and interacting with mobile technology and delivers a holistic understanding of the end-to-end consumer experience and how this will change in the future.

**Invaluable insights to support: Offer development** - Identify current and future usage patterns for features, services and Apps

**Brand strategy** - Build strategies across the mobile ecosystem, understand brand strengths, weakness and collaboration opportunities

**Activation** - Track the consumer purchase process and drivers of purchase

**Cross-platform planning** - Prioritise your marketing strategies across mobile, PC and tablet based on current usage patterns and future preference

**Base for the study:**

TNS interviewed over 34,000 16-60 year-old consumers in 43 countries, using a mix of face-to-face and online questionnaires, dependent on the market. The study focuses on the mobile consumer - both those who already use mobile devices and those who are ‘prospects’ likely to start using in the near future. In many markets this means covering the entire market, so the samples are nationally representative, but in other markets the focus is on urban populations.

**Countries covered in the study:**

Argentina, Australia, \*Benin, \*Brazil, \*Cameroon, Canada, \*Chile, \*China, \*Costa Rica, France, Germany, \*Ghana, \*Guatemala, Hong Kong, \*India, \*Indonesia, Italy, Japan, \*Kenya, Korea, Malaysia, \*Mexico, \*Morocco, Netherlands, New Zealand, \*Nigeria, \*Pakistan, \*Philippines, \*Russia, \*South Africa, \*Saudi Arabia, \*Senegal, Singapore, Spain, Sweden, Taiwan, \*Tanzania, \*Thailand, \*UAE, \*Uganda, UK, USA, \*Vietnam.

\* Countries where base is urban population.

## **About TNS**

TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

### **DISCOVER – A changing world: New territories, new media, new opportunities.**

TNS is part of Kantar, one of the world's largest insight, information and consultancy networks.

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

## **About Kantar**

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at [www.kantar.com](http://www.kantar.com)