

PRESENTED BY

**DIMOCO**  
carrier billing

# CARRIER BILLING MARKET SPECIAL



## HUNGARY

### MOBILE MARKET HUNGARY

SMARTPHONES VS.  
MASS MARKET HANDSETS

**10.79m**  
HANDSETS

41.8%

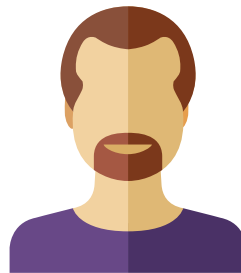
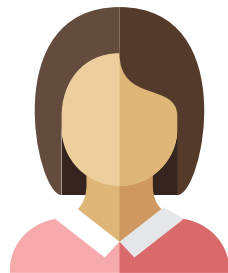
58.2%



Juniper Research & DIMOCO White Paper: The Future of Carrier Billing In Europe, 2016

## THE CONSUMERS

10.74m



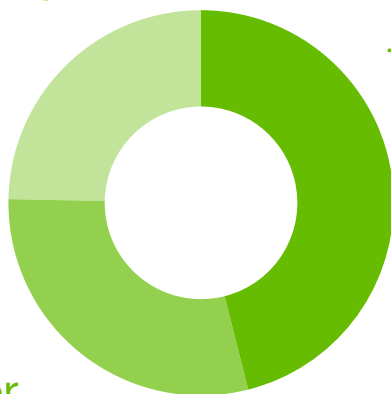
MOBILE SUBSCRIBERS

Juniper Research, May 2016

## MOBILE NETWORK OPERATORS IN HUNGARY

### MARKET SHARE

Vodafone



T-Mobile

Telenor

T-Mobile

46.06%

telenor

29.24%

vodafone

24.70%

Juniper Research, May 2016

# CARRIER BILLING MARKET IN HUNGARY

CREDIT CARD & MOBILE HANDSET  
PENETRATION

109.3%



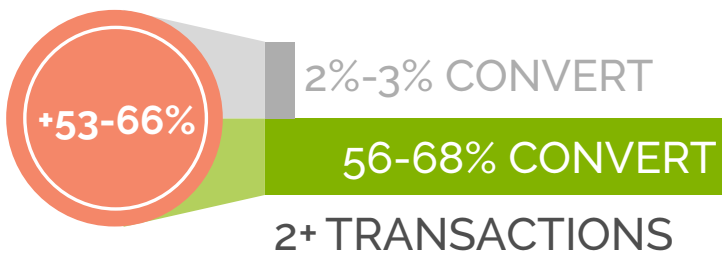
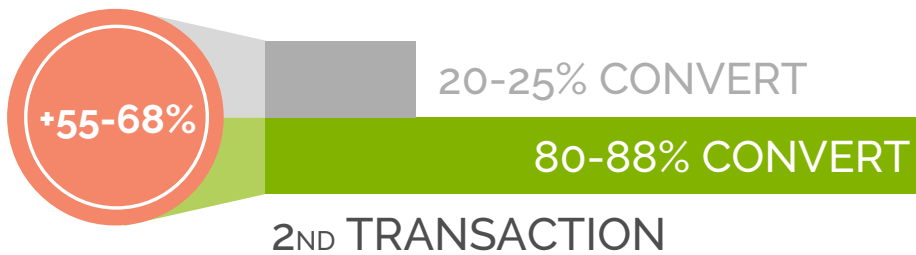
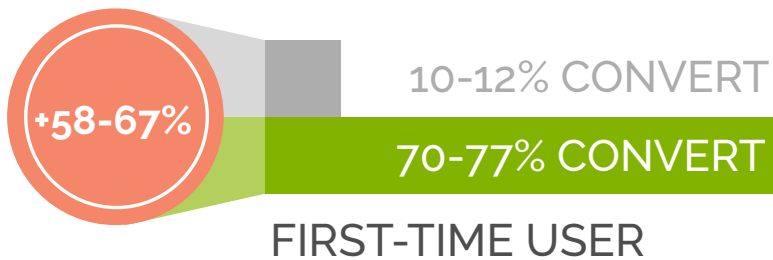
11.8%



## CONVERSION RATE COMPARISON LOW VALUE PURCHASES IN EUROPE



Credit Card & Carrier Billing



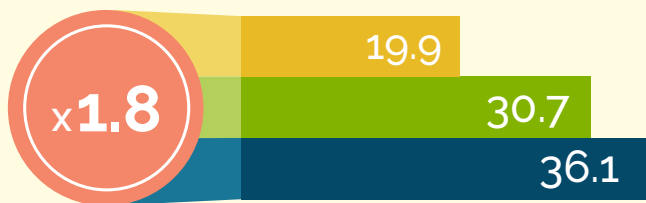
● CREDIT CARD

● CARRIER BILLING

# DIGITAL CONTENT MARKET REVENUE IN HUNGARY (€M)

## PUBLISHING

eBOOKS, eMAGAZINES, eNEWSPAPERS



## eGAMES



## HOME VIDEOS



## DIGITAL MUSIC



● 2015    ● 2018    ● 2020



"Hungary is one of our TOP carrier billing markets, according to our reports. Specially the ticketing and the online dating industries use our products to bill their services via cell phone bill", confirms GERALD TAUCHNER, DIMOCO President & CEO.

The European market for digital content is expected to increase from

**€29.2 billion**

in 2015, to

**€55.2 billion**

in 2020.

Juniper Research estimates that the number of European digital content transactions fulfilled via carrier billing will increase from

**630 million**

in 2015, to

**4 billion**

in 2020.

# CARRIER BILLING BENEFITS

**#1 PAYMENT METHOD IN REACH**  
PAY GOODS & SERVICES  
VIA MOBILE PHONE



Monetize new customers

Increase your conversion rates

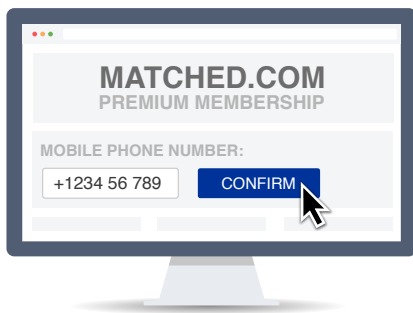


Provide payments on multiple screens

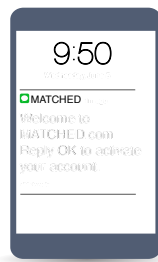
# CARRIER BILLING OPPORTUNITIES

DIGITAL CONTENT CAN BE EASILY  
BILLED VIA DIMOCO CARRIER BILLING  
IN HUNGARY

## ONLINE DATING



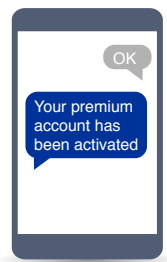
1. Consumer selects service and types in his cell phone number



2. Consumer receives a welcome SMS

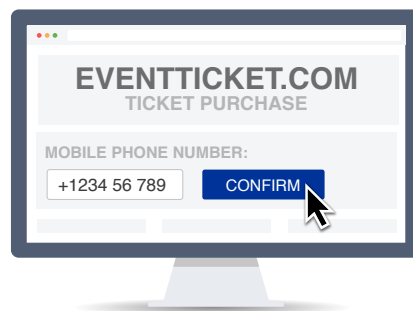


3. Consumer replies welcome SMS

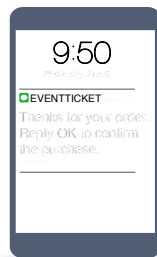


4. Consumer receives a purchase confirmation SMS

## CONCERT TICKET PURCHASE



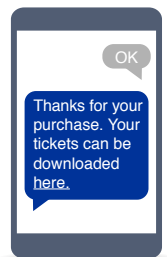
1. Consumer selects service and types in his cell phone number



2. Consumer receives a welcome SMS



3. Consumer replies welcome SMS



4. Consumer receives a purchase confirmation SMS



# COUNTRY STATS



## WHAT IS CARRIER BILLING?

Carrier billing is defined as making a payment for goods and services which is charged to the consumer's phone account, either to the monthly phone bill (for contract customers) or as a debit from prepaid credit.

## DIMOCO

DIMOCO is a payment institute for carrier billing enabling almost 1 billion European subscribers to purchase goods and services from merchants and aggregators with their mobile devices which are charged via the operators' billing system.

## SOURCES

Source 1: Juniper Research & DIMOCO White Paper: The Future of Carrier Billing In Europe (2016)

Source 2: Juniper Research May 2016

Source 3: World Bank, <http://data.worldbank.org/country/hungary> May 2016

Source 4: VAT Live, <http://www.vatlive.com/vat-rates/european-vat-rates/eu-vat-rates/> May 2016

Source 5: Oanda, <http://www.oanda.com/lang/de/currency/converter/> May 2015

Source 6: PwC "Entertainment and Media Outlook 2016-2020", [www.pwc.com](http://www.pwc.com)

Source 7: DIMOCO Country Fact Sheet Hungary

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