



## Opportunities

The survey demonstrates the multitude of opportunities for service providers wishing to invest in the full potential of mobile as an extension of service delivery; by providing innovative local content and applications that help address daily travel challenges such as parking, airport security and visa applications, service providers can adapt to consumer demand for a more personalised, customisable mobile experience when travelling. Similarly the fact that less than a quarter of respondents (19.1%) still prefer to pay by card than via their mobile presents an opportunity for providers to maintain and encourage consumer confidence in mobile commerce by making mobile payments more convenient.

The survey results forms part of the BuzzCity Report covering the first quarter of 2013. During this period the network delivered some 62 billion banner ads, a year-on-year growth of 36% compared to 2012. To view the South African advertising infographic, go to page 16 of the report. For more information or to view the report, visit [reports.buzzcity.com](http://reports.buzzcity.com).

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