

Mobile-Financial.com

Top Mobile Financial Searches in 2009

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Mobile-Financial.com presents its ranking of the most popular searches in 2009 for mobile money services, technology and platform providers, conferences, and more.

2009 is flying by. Change happened in America. The King of Pop left the building. And Mobile Financial Services are hotter than ever.

With so much happening already this year, we thought our readers might be interested in learning about what have been the top mobile money related searches at Mobile-Financial.com in 2009.

So we analyzed the searches against Mobile-Financial.com and have broken them down into the following categories:

- **Mobile Money Transfer Services:** This focuses on searches for Mobile Money Transfer Services that are utilized by end user, retail consumers. This includes services that consumers use mobile devices to transfer or receive something of economic value, including money, air time, stored value etc.
- **Mobile Money Network Operators:** This covers searches for Mobile Network Operators that provide Mobile Financial related services. Services can include Mobile Wallets, Mobile Money Transfer, Mobile Payments, Air Time Top up, etc.
- **Mobile Banking:** This covers top searches for banks with Mobile Financial offerings, including Mobile Balance Checks, SMS Alerts, Account Transfers, etc.
- **Mobile Money Service Enablers:** This category covers searches for the companies that provide the systems, platforms, and software that Mobile Money Services are delivered through. These companies typically do not interact or service the end customer. The services that these companies deliver are most often delivered as a value added service to mobile network operator subscribers or mobile banking customers.
- **Mobile Financial Conferences & Summits:** This category covers searches for the conferences, summits, events, and workshops focused on Mobile Financial Services in 2009.

Now on to our search lists. Please note that our rankings in each category

present the most popular search term first.

Top 10 Mobile Money Transfer Services

1. Western Union
2. Obopay
3. M-PESA
4. Visa
5. Globe GCash
6. MasterCard MoneySend
7. Citibank Mobile Money Transfer
8. Zain Zap
9. Zoompass
10. Orange Money

Top 10 Mobile Financial Network Operator Searches

1. NTT Docomo
2. Maxis
3. MTN
4. Mode Bahrain
5. Globe
6. Digicel
7. Zain
8. Orange
9. Safaricom
10. Saraf-Mobile

Top10 Mobile Bank Searches

1. RBC
2. Citibank
3. Wells Fargo
4. USAA
5. Central Bank of Kenya
6. Barclays
7. Bank of America
8. Wizzit
9. FNB (First National Bank, South Africa)
10. Bancorp

Top 10 Mobile Financial Enabler Searches

1. Obopay
2. Utiba
3. Citibank

4. Fundamo
5. A Little World
6. Sybase
7. mChek
8. Paymo
9. M-Com
10. Accells

Top 10 Mobile Financial Conference Searches

1. Third Annual Mobile Commerce Summit, Las Vegas, USA
2. GSMA Mobile Money Summit, Barcelona, Spain
3. 3rd Annual Mobile Financial Services Summit, Singapore
4. MMT 09 Global Summit, Dubai, UAE
5. Mobile Money Transfer World Conference 2009, New Delhi, India
6. M-Pay Nigeria Conference, Nigeria
7. MMT Africa, Johannesburg, South Africa
8. Mobile Payment 09, Paris, France
9. Mobile Commerce Americas 2009, Miami, USA
10. Mobile Banking & Financial Services Africa Johannesburg, South Africa

DISCLAIMER: Please note that these rankings are limited to those searches against Mobile-Financial.com, and do not reflect all searches done across all online properties, portals, or search engines on the internet. As such, other sites may have a different ranking of the search categories presented here. In addition, we realize that the rankings presented are influenced by the content (articles, blogs, editorials, etc.) that are presented on the site. We encourage other Mobile Financial news and information sites to share their search results. This will help the Mobile Financial community gain an even more accurate picture as to what community members are interested in and actively searching for within this space.

Read The Whole Story

<http://www.mobile-financial.com/node/2091/Top-Mobile-Financial-Searches-in-2009>

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