

OBR 137

Online Banking Forecast

2007 through 2016

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Abstract: In this report, we look at online banking and bill pay usage in the United States, both past (*back to 1994*), present, and future (*through 2016*). Year-by-year projections are provided for the following online products and services:

- Checking/deposit account access
- Loan/credit card access
- Account aggregation
- Email statements/alerts
- Pay-anyone bill pay
- Direct bill pay (including at credit card sites)
- Interbank funds transfer (A2A)

Also, in this report we also look at:

- The top-10 developments in 2006
- The latest *Online Banking Hall of Fame*, the top-30 online banking innovations of all time, with six new inductees this year
- Recap of the top-10 by year since 1995
- Bank of America's detailed online banking & bill payment totals

Companies Mentioned: BancorpSouth, Bank of America, Bank of Montreal, Billeo, billQ (Seen Creative Group), Cingular, Citibank, Equifax, Firethorn Mobile, Google iGoBanking (Flushing Financial), ING Direct, Intuit, LendingTree, MasterCard, mFoundry, Mortgagebot, MyRichUncle, NetBank, PayPal, PNC Bank, Prosper, SunTrust, Synovus, Target, Texans Credit Union, Third Federal Savings, USAA, US Bank, Verity Credit Union, Visa, WaMu, Wells Fargo, Wesabe, WT Direct (Wilmington Trust), Yodlee, Zillow, Zions Bank, Zopa

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