WE CLAIM:

1. An electricity consumption metering system with piggy backed e-commerce, comprising:

an electricity utility comprising an electricity consumption data collection server comprising circuitry for communicating via a Wide Area Network (WAN);

an e-commerce system selling at least one product and comprising circuitry for communicating via said WAN;

an electricity transmission system comprising transmission lines supplying electricity to a plurality of locations of electricity consumption;

a plurality of electricity consumption meters, one of said electricity consumption meters attached along said transmission lines at each of said locations of electricity consumption, each of said electricity consumption meters comprising a meter for measuring electricity consumption, circuitry for communicating via a near field network, circuitry for communicating via said wide area network and a controller, wherein said measured electricity consumption is transferred from time to time to said electricity consumption data collection server via said wide area network; and

a plurality of hand held user devices each comprising circuitry for communicating via said wide area network and said near field network and an application for communicating with an accessible one of said electricity consumption meters using said near field connection;

wherein, using said near field network, said application retrieves said measured electricity consumption of said accessible electricity consumption meter and accesses said e-commerce system via said WAN, said application displaying said retrieved electricity consumption together with said at least one product, and further wherein said at least one product may be purchased from said e-commerce system using said application.

2. The electricity consumption metering system of Claim 1, wherein said near field network is provided by one of Bluetooth and RF.

3. The electricity consumption metering system of one of Claims 1 and 2, wherein said WAN comprises a GSM/GPRS/GPS network.

4. The electricity consumption metering system of one of Claims 1 to 3, wherein said plurality of electricity consumption meters each further comprising a back-up battery.

5. The electricity consumption metering system of one of Claims 1 to 4, wherein said plurality of electricity consumption meters each further comprising a memory for storing said measured electricity consumption and a physical interface and further wherein a contents of said memory can be read via said physical interface, preferably wherein said physical interface is a USB interface.

6. The electricity consumption metering system of one of Claims 1 to 5, further comprising a main gateway interconnecting a plurality of said electricity consumption meters with said WAN, preferably wherein said main gate way is connected to said WAN using a GSM/GPRS/GPS network

7. The electricity consumption metering system of Claim 6, wherein each of said electricity consumption meters is connected to said main gate way using a near field network.

8. An electricity meter for measuring consumption of electricity provided from a utility via a transmission line to a consumer system, the utility comprising an electricity consumption data collection server accessible via a Wide Area Network (WAN), the meter comprising:

an input for attachment to the transmission line;

an output for attachment to the consumer system;

a real time clock;

a voltage sensor for measuring from time to time a voltage at a point of connection between the transmission line and the consumer system;

a current sensor for measuring from time to time a current flowing between the transmission line and the transmission line;

a processor for calculating a present energy consumption from said measured voltage and said measured current;

a memory for storing from time to time at least said measured voltage and said measured current together with a time stamp;

a display for displaying at least said present energy consumption; and

a communication module comprising nearfield network circuitry for transmitting said measured voltage and said measured current to a hand held device and a WAN circuitry for transmitting from time to time said measured voltage and said measured current to the data collection server.

9. The electricity meter of Claim 8, wherein said present energy consumption is transmitted from time to time to the data collection server.

10. The electricity meter of one of Claims 8 to 9, wherein said present energy consumption is transmitted from time to time to the hand held device.

11. The electricity meter of Claim 10, wherein the hand held device comprises a smartphone.

12. The electricity meter of Claim 8 to 11, wherein the transmission line and the consumer system terminate at a standard watthour meter socket and further comprising a housing compatible with said standard watthour meter socket.

13. A method for providing an electricity consumption metering system with piggy backed e-commerce, comprising:

attaching each of a plurality of electricity consumption meters at a respective consumer location along transmission lines of an electricity

transmission system, said transmission lines supplying electricity to a plurality of consumers;

measuring a consumer electricity consumption at each of said respective consumer locations;

transmitting from time to time said measured consumer electricity consumption to a data collection server via a Wide Area Network (WAN);

retrieving said consumer electricity consumption of the given consumer using a handheld device and a near field network; and

displaying said consumer electricity consumption of the given consumer on said consumer's device together with a product from an e-commerce system selling a plurality of different products.

14. The method of Claim 13, wherein said retrieving comprises running an application on said device, said application configured for retrieving said consumer electricity consumption of the given consumer from a consumer one of said electricity consumption meters via said near field network.