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French Telcos Form M-Commerce JV Buyster To Rival Le PayPal

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Robert Andrews
[@robertandrews](#)
Feb 4, 2011 10:47 AM ET

Here's another example of France and her companies coming together to go it alone against existing international equivalents...

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The three main French mobile carriers - Orange, Bouygues and SFR - are teaming with IT company **Atos Origin** to start a new electronic payments system dubbed **Buyster**.

The mechanism will work "by linking a mobile phone number to a bank card", **says FT**, which reckons Buyster will rival PayPal and Google (**NSDQ: GOOG**) Checkout. But the companies add that Buyster will work with mobile and fixed internet. "It will be marketed to online merchants," **they say**.

France's newspapers and Orange recently **formed a "kiosk" consortium**, ePresse Premium, to charge for news on the web and e-readers...

Orange already operates its own **Read&Go** e-reader and replicas store. One can easily imagine connecting ePresse Premium and Buyster such that French electronic newspapers are paid for through mobile bills.

There is a high level of cooperation between hard-pressed publishers and the government in France, as the industry looks to dig itself out of its numerous holes.

The telcos and Atos have formed Buyster as a JV. Buyster GM Eric Gontier, **in the release**: "Over the next five years, we are counting on a share of the mCommerce market representing 10% of the turnover for eCommerce with an estimated amount of just over €6 (\$8.18/£5.08) billion."

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