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TELECOM

France Telecom Profile

By Ruth Bender
Published February 03, 2011 | Dow Jones Newswires

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PARIS -(Dow Jones)- French [telecom](#) operators and IT services company Atos Origin (ATO.FR) Thursday announced the launch of a new electronic payment platform called Buyster, which will allow them to compete with [eBay](#) Inc.'s ([EBAY](#): 34.54, 0.00, 0.00%) PayPal in France.

In a joint statement, France Telecom ([FTE](#): 22.56, 0.00, 0.00%), Vivendi SA's (VIV.FR) SFR, Bouygues SA's (EN.FR) telecom unit and Atos Origin said the new system, which allows for payments via the internet and [mobile](#) phones, will be available in France from mid-2011.

The three telecom operators will offer the payment service to their mobile clients, thus potentially reaching over 50 million consumers. It will also be sold to e-commerce businesses in partnership with Atos Worldline, a unit of Atos Origin.

The jointly formed company is currently awaiting for approval to be recognized as an official payment company by the Bank of France, the companies said.

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