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February 06, 2011

France - French Telcos form m-commerce Buyster to rival PayPal

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 Checkout**. But the companies add that Buyster will work with mobile and fixed internet. "It will be marketed to online merchants," they say.

The new payment system will for sure be helpful in supporting France's newspapers and Orange which recently formed a "[kiosk](#)" consortium, **ePresse Premium**, to charge for news on the web and e-readers.

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