



WESTERN EUROPE TELECOMMUNICATIONS INSIGHT

WESTERN EUROPE TELECOMMUNICATIONS CHANNELS INDUSTRY DEVELOPMENTS

- WESTERN EUROPE TELECOMMUNICATIONS COUNTRIES: FRANCE, GERMANY, GREECE, ITALY, NETHERLANDS, NORWAY, PORTUGAL, SPAIN, SWITZERLAND, UNITED KINGDOM

COMPANIES / FRANCE

Buyster e-payments To Address Mobile And Fixed Broadband Markets

February 2011 | Company News Alert

Printable version Email Bookmark

France's three mobile network operators are to partner with IT services company Atos Origin to establish an internet-based electronic payments service aimed at their rapidly growing broadband customer bases.

Buyster will be equally owned by the four partners and will be operational in summer 2011. While Buyster will effectively be competing with existing high-profile online payment channels such as eBay, BMI believes that the greatest adoption opportunities lie in the emerging connected devices market, where so-called smart TVs and tablets are likely to change users' online habits.

Between them, Bouygues Telecom, Orange and SFR served approximately 61.5mn mobile telephone customers at the end of 2010. This figure was up by just 1.5% from the previous year's 60.6mn, reflecting the saturated nature of the French mobile market. The introduction of a fourth player, owned by broadband operator Iliad, will help maintain upward momentum for the next few years and, by 2015, BMI forecasts a total mobile subscriber base of 65.4mn. Nevertheless, there is very little room left for organic growth and the way forward for all players lies in keeping existing subscribers by offering a wider variety of value-added services.

The three operators already do this to varying ...

To read the full article, please sign in or take a free trial.

TAKE A FREE 14-DAY TRIAL

RELATED INSIGHT ARTICLES

EC Opens Infringement Proceedings Against France

Companies / France

The European Commission (EC) has opened an infringement procedure against France relating to a 'telecoms tax' on telecommunications operators. The telecoms tax was introduced in March 2009 to counter...

January 2010

Can A National WiMAX Operator Compete?

Companies / France

French WiMAX operator Bolloré Telecom, a unit of the Groupe Bolloré, has completed its national coverage by acquiring two regional licences for Alsace and Burgundy regions. The licences were previously...

January 2010

No Surprises From The Fourth Mobile Licence

Companies / France

French telecoms regulator Arcep has awarded Iliad France's fourth mobile operating licence, as BMI along with many other industry observers fully expected it to do. There was some minor concern that...

December 2009

Sarkozy Wades In

Companies / France

The licensing of a fourth operator, always a bumpy ride, has now been further complicated as the French President has decided to wade in. According to Reuters, Nicolas Sarkozy has described himself as...

September 2009

Alca-Lu Warns Against Mergers

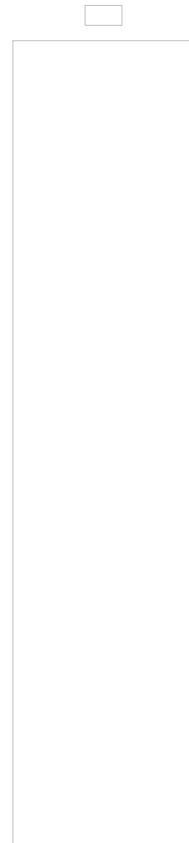
Companies / France

Since France Télécom and Deutsche Telekom announced their plans for their UK businesses, there has been a lot of talks about mergers and consolidation throughout the telecoms industry. One particular...

September 2009

Search go

LOGIN E-mail: * Password: * Login Remember me Request Password



[About](#) [Contact Us](#)

All material on this site is protected by international copyright laws and use of this site is subject to our Terms & Conditions.
© 2011 Business Monitor International Ltd
[Site powered by WORKSsitebuilder CMS](#)