



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

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

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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