

# **Direct Carrier Billing Platform Market Report by Component (Hardware, Software, Services), Type (Limited DCB, Pure DCB, MSISDN Forwarding, PIN or MO Base Window, and Others), Platform (Windows, Android, iOS), Content (Applications and Games, Video and Audio Contents, and Others), and Region 2024-2032**

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## **Abstracts**

The global direct carrier billing platform market size reached US\$ 331.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,141.8 Million by 2032, exhibiting a growth rate (CAGR) of 14.43% during 2024-2032.

A direct carrier billing platform, also referred to as direct operator billing, is an online payment method that allows users to make purchases via their mobile phones. This platform is considered safer for buying digital services or products from third-party vendors without using any confidential banking details. Furthermore, it also offers hassle-free payments directly from compliant merchants who add transaction charges to mobile phone bills of the user. A direct carrier billing platform is more beneficial than card payments in providing a better seamless user experience, increased transaction security, higher conversion rates, greater financial inclusion, etc. As a result, it is widely utilized among software companies, telecom service providers, gaming platforms, etc.

**Direct Carrier Billing Platform Market Trends:**

The emerging trend of digitalization in the BFSI sector along with the growing penetration of mobile-based payment solutions is primarily driving the global direct carrier billing platform market. Additionally, the rising adoption of smart TVs among consumers having a subscription or prepaid account with a mobile operator service is

also propelling the market growth. Moreover, the increasing number of startups and small businesses that depend upon direct carrier billing platforms for greater payment coverage and improved financial accessibility is positively influencing the global market. Apart from this, the elevating popularity of over-the-top (OTT) streaming media services, including Netflix, Spotify, Amazon Prime Video, Sony, Hulu, etc., that accept direct carrier billing platforms for payment offerings, is also augmenting the product demand. Furthermore, the rising purchase of mobile gaming and in-app game items via direct carrier e-billing platforms is acting as a significant growth-inducing factor. Besides this, the escalating popularity of the 'pay-as-you-go' model coupled with the increasing focus on ensuring financial security in online transactions, will continue to drive the global market for direct carrier billing platform in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global direct carrier billing platform market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, type, platform and content.

#### Breakup by Component:

- Hardware
- Software
- Services

#### Breakup by Type:

- Limited DCB
- Pure DCB
- MSISDN Forwarding
- PIN or MO Base Window
- Others

#### Breakup by Platform:

- Windows
- Android
- iOS

#### Breakup by Content:

Applications and Games  
Video and Audio Contents  
Others

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bango plc, Boku Inc., Centili Limited, DIMOCO Payments, Mobiyo, NTH Mobile d.o.o., NTT Docomo Inc. (Nippon Telegraph and Telephone Corporation), Singapore Telecommunications Limited, Telecoming S.A. and Telenity Incorporated.

## Key Questions Answered in This Report

1. What was the size of the global direct carrier billing platform market in 2023?
2. What is the expected growth rate of the global direct carrier billing platform market during 2024-2032?
3. What are the key factors driving the global direct carrier billing platform market?
4. What has been the impact of COVID-19 on the global direct carrier billing platform market?
5. What is the breakup of the global direct carrier billing platform market based on the platform?
6. What is the breakup of the global direct carrier billing platform market based on content?
7. What are the key regions in the global direct carrier billing platform market?
8. Who are the key players/companies in the global direct carrier billing platform market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL DIRECT CARRIER BILLING PLATFORM MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY COMPONENT**

- 6.1 Hardware
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Software
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Services

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY TYPE**

7.1 Limited DCB

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Pure DCB

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 MSISDN Forwarding

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 PIN or MO Base Window

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

## **8 MARKET BREAKUP BY PLATFORM**

8.1 Windows

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Android

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 iOS

8.3.1 Market Trends

8.3.2 Market Forecast

## **9 MARKET BREAKUP BY CONTENT**

9.1 Applications and Games

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Video and Audio Contents

- 9.2.1 Market Trends
- 9.2.2 Market Forecast
- 9.3 Others
  - 9.3.1 Market Trends
  - 9.3.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

- 10.1 North America
  - 10.1.1 United States
    - 10.1.1.1 Market Trends
    - 10.1.1.2 Market Forecast
  - 10.1.2 Canada
    - 10.1.2.1 Market Trends
    - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends
    - 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany

- 10.3.1.1 Market Trends
- 10.3.1.2 Market Forecast
- 10.3.2 France
  - 10.3.2.1 Market Trends
  - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 SWOT ANALYSIS**

- 11.1 Overview
- 11.2 Strengths



11.3 Weaknesses

11.4 Opportunities

11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Bango plc

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.1.3 Financials

15.3.2 Boku Inc.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.2.3 Financials

15.3.3 Centili Limited

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.4 DIMOCO Payments

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.5 Mobyio

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.6 NTH Mobile d.o.o.

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

15.3.7 NTT Docomo Inc. (Nippon Telegraph and Telephone Corporation)

15.3.7.1 Company Overview

15.3.7.2 Product Portfolio

15.3.8 Singapore Telecommunications Limited

15.3.8.1 Company Overview

15.3.8.2 Product Portfolio

15.3.8.3 Financials

15.3.8.4 SWOT Analysis

15.3.9 Telecoming S.A.

15.3.9.1 Company Overview

15.3.9.2 Product Portfolio

15.3.10 Telenity Incorporated

15.3.10.1 Company Overview

15.3.10.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Direct Carrier Billing Platform Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Direct Carrier Billing Platform Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Direct Carrier Billing Platform Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 4: Global: Direct Carrier Billing Platform Market Forecast: Breakup by Platform (in Million US\$), 2024-2032

Table 5: Global: Direct Carrier Billing Platform Market Forecast: Breakup by Content (in Million US\$), 2024-2032

Table 6: Global: Direct Carrier Billing Platform Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Direct Carrier Billing Platform Market: Competitive Structure

Table 8: Global: Direct Carrier Billing Platform Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Direct Carrier Billing Platform Market: Major Drivers and Challenges

Figure 2: Global: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018-2023

Figure 3: Global: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 4: Global: Direct Carrier Billing Platform Market: Breakup by Component (in %), 2023

Figure 5: Global: Direct Carrier Billing Platform Market: Breakup by Type (in %), 2023

Figure 6: Global: Direct Carrier Billing Platform Market: Breakup by Platform (in %), 2023

Figure 7: Global: Direct Carrier Billing Platform Market: Breakup by Content (in %), 2023

Figure 8: Global: Direct Carrier Billing Platform Market: Breakup by Region (in %), 2023

Figure 9: Global: Direct Carrier Billing Platform (Hardware) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Direct Carrier Billing Platform (Hardware) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Direct Carrier Billing Platform (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Direct Carrier Billing Platform (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Direct Carrier Billing Platform (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Direct Carrier Billing Platform (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Direct Carrier Billing Platform (Limited DCB) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Direct Carrier Billing Platform (Limited DCB) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Direct Carrier Billing Platform (Pure DCB) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Direct Carrier Billing Platform (Pure DCB) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Direct Carrier Billing Platform (MSISDN Forwarding) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Direct Carrier Billing Platform (MSISDN Forwarding) Market

Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Direct Carrier Billing Platform (PIN or MO Base Window) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Direct Carrier Billing Platform (PIN or MO Base Window) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Direct Carrier Billing Platform (Other Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Direct Carrier Billing Platform (Other Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Direct Carrier Billing Platform (Windows) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Direct Carrier Billing Platform (Windows) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Direct Carrier Billing Platform (Android) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Direct Carrier Billing Platform (Android) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Direct Carrier Billing Platform (iOS) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Direct Carrier Billing Platform (iOS) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Direct Carrier Billing Platform (Applications and Games) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Direct Carrier Billing Platform (Applications and Games) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Direct Carrier Billing Platform (Video and Audio Contents) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Direct Carrier Billing Platform (Video and Audio Contents) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Direct Carrier Billing Platform (Other Contents) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Direct Carrier Billing Platform (Other Contents) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: North America: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: North America: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: United States: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: United States: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Canada: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Canada: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Asia-Pacific: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Asia-Pacific: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: China: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: China: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Japan: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Japan: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: India: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: India: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: South Korea: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: South Korea: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Australia: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Australia: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Indonesia: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Indonesia: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Others: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Others: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Europe: Direct Carrier Billing Platform Market: Sales Value (in Million US\$),

2018 & 2023

Figure 60: Europe: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Germany: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Germany: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: France: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: France: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: United Kingdom: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: United Kingdom: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Italy: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Italy: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Spain: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Spain: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Russia: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Russia: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Others: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Others: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Latin America: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Latin America: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Brazil: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Brazil: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032



Figure 79: Mexico: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Mexico: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Others: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Others: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: Middle East and Africa: Direct Carrier Billing Platform Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Middle East and Africa: Direct Carrier Billing Platform Market: Breakup by Country (in %), 2023

Figure 85: Middle East and Africa: Direct Carrier Billing Platform Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Global: Direct Carrier Billing Platform Industry: SWOT Analysis

Figure 87: Global: Direct Carrier Billing Platform Industry: Value Chain Analysis

Figure 88: Global: Direct Carrier Billing Platform Industry: Porter's Five Forces Analysis



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