

# Mobile Payment in China: Bricks and Clicks Going Mobile?

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## Abstracts

This report offers the most up-to-date and comprehensive study available on China's emerging mobile payment sector. Utilizing on-the-ground research and first-hand interviews with m-payment executives and experts, we examine competing service models, profile leading Chinese m-payment companies, and dissect the complex set of factors at play in the sector's development. In addition, this report identifies key investment opportunities and forecasts m-payment growth in China through 2010. Written for an international audience, this report is detailed enough for industry insiders while remaining clear and accessible to newcomers.

## Key Topics Covered

### Industry Sectors & Groups Covered

Mobile payment in China represents a convergence of multiple sectors that until recently have operated independently. This report provides full coverage of all key market players and examines the complex interplay between them:

Mobile operators

Wireless value-added service providers

Mobile payment service providers

Contactless smartcard vendors

Banks

Merchants

Chinese government regulators

Mobile users

## **Company Profiles**

At this early stage of development, multiple business models compete for dominance in China's m-payment sector. Some of the greatest innovation is coming from several third-party payment companies, which bring together mobile operators, banks, merchants, and users into a single payment platform. This report contains in-depth profiles of China's leading m-payment service providers, including:

Union Mobile Pay (UMPay)

Smartpay Jieyin

Guangdong Huanxin

Yeepay

NationM

China M-World

The report also profiles other companies playing critical roles in the sector, including China Mobile, China Unicom, China UnionPay, Bank of China, China Minsheng Banking Corp, Philips Semiconductors, Watchdata, and many others.

## **Questions Answered**

Which companies are leading the way in China's m-payment sector?

What are the strengths and weaknesses of competing m-payment business models in China?

Which specific services and products will drive future m-payment growth in China?

How likely are Chinese consumers to adopt m-payment services?

How great of a role will Chinese government regulators play in m-payment development?

How will the upgrade to third generation (3G) mobile networks affect m-payment growth in China?

Which key factors could limit the growth of China's m-payment sector?

Where is international expertise and investment most needed in China's m-payment sector?

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