

Mobile Payment and m-Commerce in China 2014

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Abstracts

State of Pay: Mobile Payment and m-Commerce in China 2014 Edition includes up-to-date coverage on leading mobile payment business models, technologies, and services. We also examine the key issues affecting the market heading into 2014, and forecast growth and major changes through 2015.

Key Topics Covered:

Key Factors Shaping the Development of e-Commerce in China

Direct Carrier Billing – Mobile Value-added Services

Mobile as a POS – The Phone as a Cash Register

Mobile as a Platform – The Phone as an Access Point

Mobile as a Loyalty Card – Closed-loop m-Payments

China m-Payment Market Forecasts

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