

Mobile Top-up and M-payment Adoption in China

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Abstracts

This twelve-page follow-up report to Mobile Payment in China: Bricks & Clicks Going Mobile? takes a closer look at mobile top-up, a service which allows users to pay their phone bills through the phone itself. We identify several factors currently hindering m-payment growth in China and show how top-up may just be the "killer-app" that introduces m-payment to China's 400 million mobile users and breaks open the door for all m-payment companies. This report is essential reading for anyone investing in or looking to do business in China's mobile payment market.

Key Topics Covered

Why M-payment Hasn't Taken Off in China

The Mobile Top-up Solution

How Top-ups Will Drive M-payment Growth in China

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