

# Mobile Payment in China: 2010 Edition

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## Abstracts

Mobile Payment in China: 2010 Edition is the fourth edition of our most popular report. Simply put, it is the most up-to-date and comprehensive study available on China's mobile payment sector today. In addition to updated coverage on m-payment business models, third-party payment processors, and popular products and services, we examine the key issues affecting the market today and forecast prospects for China's m-payment sector in 2011 and beyond.

## Key Topics Covered

Strengths and weaknesses of the leading m-payment business models

The most popular services and products driving mobile payment growth in China

Government regulations, including the new license requirements for third-party payment providers

The commercialization of NFC and contactless m-payments: Is 2011 the year?

The rollout of 3G mobile networks and their effect on m-payment growth in China

Obstacles to m-payment development in China

Where international expertise and investment are most needed in China's mobile payment market

## Companies Covered

Third-party mobile payment providers: Union Mobile Pay (UMPay), Smartpay, Guangzhou Huanxin, Unicom Huajian, China M-world, Yeepay, IPS

Mobile operators: China Mobile, China Unicom, China Telecom

Banks: Bank of China, China Construction Bank, Agricultural Bank of China, Industrial and Commercial Bank of China, China Minsheng Bank, China Merchants Bank, Bank of Communications,

Leading M-Payment Investors: Lunar Group, Accel Partners, Icon Ventures, 2B Holdings, RRE Ventures, Celcius Capital, Morningside, Draper Fisher Jurvetson, Intel Capital, MINT Capital

With the long-awaited restructuring of the telecom industry (2008) and the rollout of 3G networks (2009) now behind us, we also examine the prospects for m-commerce and m-payment services in this new era. We analyze the rush of activity in the m-payment sector in 2010, led by China Mobile's major investment in Shanghai Pudong Development Bank -- widely seen as the prelude to a major push into mobile financial services by China's leading operator. Other major issues given special coverage include the new license requirements for third party payment providers and the operator-led rollout of mobile app stores.

## Contents

### Executive Summary

## **1 INTRODUCTION TO MOBILE PAYMENT IN CHINA**

- 1.1 Mobile payment definitions
- 1.2 Market statistics
- 1.3 M-payment and China's e-payment industry
- 1.4 Bankcards and other payment cards in China
  - 1.4.1 Credit cards (???)
  - 1.4.2 Debit cards (???)
- 1.5 Government regulations
- 1.6 The dominance of China UnionPay and China Mobile

## **2 M-PAYMENT BUSINESS MODELS IN CHINA**

- 2.1 The mobile operator WVAS model
  - 2.1.1 China Mobile's Monternet platform
  - 2.1.2 China Unicom's Uni-info platform
- 2.2 The m-payment service provider model
- 2.3 The contactless smartcard model
- 2.4 Competitive analysis of competing models

## **3 M-PAYMENT SERVICES AVAILABLE IN CHINA**

- 3.1 Mobile billing
- 3.2 Mobile top-up
- 3.3 Mobile ticketing
- 3.4 Mobile banking
- 3.5 Other services

## **4 KEY M-PAYMENT INDUSTRY PLAYERS**

- 4.1 Banks
  - 4.1.1 The "Big Four"
  - 4.1.2 Commercial banks
- 4.2 Mobile operators
  - 4.2.1 Operator restructuring

- 4.2.2 3G license issuance
- 4.2.3 China Mobile
- 4.2.4 China Unicom
- 4.2.5 China Telecom
- 4.2.6 True Identity Policy
- 4.3 M-payment service providers
  - 4.3.1 Alipay (???)
  - 4.3.2 Union Mobile Pay (????)
  - 4.3.3 Smartpay Jieyin (????)
  - 4.3.4 Unicom Huajian (????)
  - 4.3.5 China M-World (????)
  - 4.3.6 YeePay (????)
  - 4.3.7 IPS (????)
- 4.4 Mobile payment industry alliances
  - 4.4.1 Cooperation between telecom operators and banks
  - 4.4.2 China UnionPay's platform

## **5 CONCLUSIONS AND FORECASTS**

- 5.1 Factors hindering m-payment development in China
- 5.2 China m-payment market forecasts
  - 5.2.1 Mobile user forecast
  - 5.2.2 3G user forecast
  - 5.2.3 M-payment user forecast
- 5.3 Trends to watch for
- 5.4 Opportunities for foreign companies

## **6 APPENDICES**

- 6.1 Glossary
- 6.2 Global m-payment industry groups
- 6.3 Directory of companies and organizations mentioned in this report
- 6.4 Related reports from Maverick China Research

## List Of Figures

### LIST OF FIGURES

- Figure 1: Mobile subscribers in China, 2004-Aug 2010 (M)
- Figure 2: Internet users in China, 2001-H1 2010 (M)
- Figure 3: Mobile internet users in China, 2004-H1 2010 (M)
- Figure 4: Bankcards in circulation in China, 2004-Q3 2010 (B)
- Figure 5: China's late start: banking and e-commerce milestones 1950-2010
- Figure 6: Different types of bankcards in China
- Figure 7: Sample Chinese credit cards
- Figure 8: Sample co-branded debit cards
- Figure 9: Credit cards in circulation in China, 2006-H1-2010 (M)
- Figure 10: ATMs in China, 2005-2009
- Figure 11: Third Party Payment Provider License Requirements
- Figure 12: Comparison of China's three leading m-payment models
- Figure 13: The mobile operator WVAS model
- Figure 14: The m-payment service provider model
- Figure 15: Selected m-payment provider merchant partners by sector
- Figure 16: Contactless Smartcard Business Model
- Figure 18: Comparison of merchant and user fees for competing m-payment models
- Figure 19: User base comparison for leading payment methods
- Figure 20: Typical product price range for competing m-payment models in China
- Figure 21: Typical products sold over competing m-payment models in China
- Figure 22: M-payment models and channels in China
- Figure 23: M-payment services available in China
- Figure 24: The mobile top-up purchasing process
- Figure 25: China prepaid vs. postpaid mobile subscribers, 2004-H1 2010 (M)
- Figure 26: M-payment companies offering mobile top-up services in China
- Figure 27: M-payment companies offering mobile ticketing services in China
- Figure 28: Diagram or screenshot of mobile banking interface
- Figure 29: M-payment companies offering mobile banking services in China
- Figure 30: China's "Big Four" banks
- Figure 31: Major Chinese banks and their m-payment provider partners
- Figure 32: China's new telecom operator landscape, May 2008
- Figure 33: China fixed-line users by month, 2007-2010 (M)
- Figure 34: Mobile operator share of users, pre- and post-restructuring
- Figure 35: Overview of China's top seven m-payment providers
- Figure 36: UMPay m-payment services, merchant partners, and coverage areas

Figure 37: UMPay bank partnerships by area

Figure 38: Smartpay m-payment services, merchant partners, and coverage areas

Figure 39: Smartpay bank partnerships by area

Figure 41: Unicom Huajian's m-payment services, merchant partners, and coverage areas

Figure 42: China M-World's m-payment services, merchant partners, and coverage areas

Figure 43: YeePay m-payment services, merchant partners, and coverage areas

Figure 44: IPS' m-payment services, merchant partners, and coverage areas

Figure 45: IPS bank partners

Figure 46: China mobile user forecast, 2010-2014F (M)

Figure 47: China 3G user forecast, 2010-2014F (M)

Figure 48: China m-payment active user forecast, 2010-2013F (M)

Figure 49: China Mobile and China UnionPay: gatekeepers to China's m-payment industry

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