

Market Trends and Applications of Electronic Stored Value Cards and Strategies of Five Major Asian Vendors

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Abstracts

As the electronic stored value card market has gradually become saturated and mobile payment providers have started to enter the transport sector, traditional electronic stored card vendors who mostly earn profits by selling physical cards will be threatened. For this reason, they will need to find new strategies to maintain or expand their profits. This report outlines the market development of electronic stored value cards, also known as smart cards, and examines strategies of five major Asian electronic stored value card vendors, including T-money, SPTC (Shanghai Public Transport Card Co.), Suica, Octopus Card, and EZ-Link, and further analyzes their cross-sector applications.

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