

# The direct carrier billing market is helping customers to purchase goods on a digital platform with ease.

*Direct carrier billing is a form of technology that provides the service providers a payment option through which the consumers can directly pay their bills.*

HYDERABAD, TELANGANA, INDIA, September 14, 2018 /EINPresswire.com/ -- [Direct Carrier Billing](#) (DCB) is also known as Direct Operator Billing. It is an online payment method which allows users to make purchases by charging payment to their mobile phone bill. The end users of this market are third party application vendors like apps for games, music and also mobile service operators. According to the reports of Fortumo (a mobile payment company), app stores account for 40-50% digital content revenue.

Today, consumers prefer to purchase goods online. Due to the advancement in technologies there has been an increase in rate of consumers who prefer to use digital content services. Again, there has been an increase in the usage of portable devices. These are the driving factors of the direct carrier billing market. A large part of the global population is still unbanked; as a result DCB has emerged as helping consumers to make micro payments in order to purchase music and other paid apps.

Some major concerns hinder the growth of the direct carrier billing market. There has been intense competition from alternative payment technologies, like PayPal and Paytm. Direct carriers have transaction limit when compared with other modes of payment. A consumer can make a transaction of maximum of € 300. Identity authentication is also a major issue while making transaction over mobile phones.

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The direct carrier billing method is helping customers to purchase goods on a digital platform with ease. There are companies which are providing payment solutions and platforms for third party applications vendors.

Fortumo, Estonia has joined hands with Kinguin, Hong Kong, a leading provider of digital gaming services and Orange in order to improve consumers' payment experience with regards to carrier billing. Fortumo has come up with Hosted DCB, a platform which provides consumers to have credit-card like feature options and also a simplified checkout flow option.

Europe's leading provider of digital parking service, EasyPark has teamed up with Fortumo and launched carrier billing for mobile parking. Now drivers in Finland, Norway can easily pay their parking charges through phone bill. After parking their car premium, SMS users can send a text to EasyPark with relevant details such as car registration number, length of parking and so on. EasyPark then gets in touch with the local municipality to facilitate for parking, while Fortumo handles revenue and other related services.

Apple has come up with Apple Pay, helping US customers to adopt easy cashless transactions. This is the simplest way to make person-to-person payments. This payment service is available on iPhone, iPad and Apple watch. Customers can transact money using iMessage. They can use this money to purchase apps or can transfer money from Apple Pay to their bank accounts.

Bharti Airtel has joined hands with RGK, a leading provider of m-commerce solutions. Airtel is trying to provide direct billing services for digital content delivery to its 22 crore customers. Telecom customers can purchase content services without providing any credit or debit card details. Instead, the purchases made by the customer will be directly billed to the operator's system and the amount will be deducted from customer's phone bill.

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It is expected that the direct carrier billing market will have a slow growth in the future as the market has been replaced by other online payment methods. The limited usage of this payment method is a major drawback. The digital carrier billing market is said to have a promising growth in the European and South Asian countries as they are trying to improve their payment efficiency.

Direct Carrier Billing market report is segmented as indicated below:

1. Direct Billing Carrier Market – By types

- 1.1. Limited Direct Carrier Billing
- 1.2. Pure Direct Carrier Billing
- 1.3. MSISDN Forwarding window
- 1.4. PIN or MO based Window
- 1.5. Not Direct Operator Billing

2. Direct Billing Carrier Market- By Solutions

- 2.1. Hardware
  - 2.1.1. Mobile
  - 2.1.2. Tablet
  - 2.1.3. Computers
  - 2.1.4. Smart TV
  - 2.1.5. Beacon(Paypal)
- 2.2. Software Solutions
- 2.3. Services
  - 2.3.1. Managed Service
  - 2.3.2. Professional Service

3. Direct Carrier Billing Market – By End Users

- 3.1. Training & Consulting Services
- 3.2. Communication Service Provider
- 3.3. Mobile Network Operators
- 3.4. App Developer
- 3.5. Managed Service Provider
- 3.6. Mobile Payment Company
- 3.7. Third Party Provider
- 3.8. Others

4. Direct Carrier Billing Market – By Market Entropy

5. Direct Carrier Billing Market – By Geography

Companies Cited/Interviewed/Referenced

Fortumo

Boku

Bango

Buongiorno

Zong

Text2pay  
TxtNation  
Payworks  
Yippster  
Telenity  
Company 15+

Related Reports:

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B. Cloud/Mobile Back End as a Service market

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What can you expect from the report?

The Direct Carrier Billing Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis ( By Revenue & Volume )
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Direct Carrier Billing Market? Response: Yes, we do have separate reports and database as mentioned below:

1. North America Direct Carrier Billing Market (2018-2023)
2. South America Direct Carrier Billing Market (2018-2023)
3. Europe Direct Carrier Billing Market (2018-2023)
4. Asia Pacific Direct Carrier Billing Market (2018-2023)
5. Middle East and Africa Direct Carrier Billing Market (2018-2023)
6. Pure Direct Carrier Billing Market (2018-2023)
7. Hardware Solutions in Direct Carrier Billing Market (2018-2023)
8. App Developer Market in Direct Carrier Billing Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited

customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

Any other custom requirements can be discussed with our team, drop an e-mail to [sales@industryarc.com](mailto:sales@industryarc.com) to discuss more about our consulting services.

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Media Contact:

Mr. Venkat Reddy  
Sales Manager  
Email: [venkat@industryarc.com](mailto:venkat@industryarc.com)  
Contact Sales: +1-614-588-8538 (Ext-101)

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Venkat Reddy  
IndustryARC  
+1-614-588-8538  
[email us here](#)

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