



## Visa Launches its PayPal Competitor in Australia

*Visa Aims to Take On PayPal with PayClick*

By [Chris Crum](#)

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Last month we saw [MasterCard make a move](#) to start gunning for PayPal. Now it's Visa. Visa has launched a new payments service called [PayClick](#) in Australia, but [reportedly](#) has "a view" for global markets.

Visa says it's ideal for downloadable content such as music, games, and movies. The company cites an analysis from *Investment Trends* indicating that there will be \$646 million of online micropayments (online transactions under \$20) in Australia during 2010 across the online gaming, music and micro retail sectors.

"Visa has been making ecommerce payments as safe, reliable and convenient as possible since the advent of online shopping," says Chris Clark, General Manager Visa, Australia, New Zealand and South Pacific. "With global ecommerce



continuing to grow at more than 10 percent annually, payclick continues this process. We know consumers seek convenience, security and value when shopping online – and payclick offers a secure way to pay."

Users can add money to their PayClick account using their existing Visa, MasterCard debit or prepaid cards, or bank accounts through BPay. Then they can shop online with any retailer that offers a PayClick button.

Big Pond Games, Big Pond Music, Flexischools, Habbo, iTunes and Kids Help Line were announced as the first sellers to accept PayClick. Videos about the service can be viewed [here](#).

While it's only available in Australia right now, PayClick will no doubt make its way around the world in time.

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### About the author:

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