



## Latest EMVCo Figures Reveal Continued Market Adoption of EMV Technology

**08 May 2012** – Official figures released today show that 45 percent of all payment cards and 76 percent of all payment terminals in circulation globally<sup>1</sup> are based on EMV® technology.

The data from EMVCo, the EMV standards body jointly owned by American Express, JCB, MasterCard and Visa, represents the latest statistics from their respective member financial institutions worldwide as reported in Q4 2011. The figures demonstrate that EMV technology continues to gain momentum with in excess of 1.5 billion EMV payment cards in circulation and 21.9 million EMV terminals active worldwide.

Patricia Partelow, current Chair of the EMVCo Executive Committee, comments: “The implementation of EMV technology enables the industry to create a truly interoperable chip-based consumer payment infrastructure. EMVCo works with industry stakeholders to continually advance the standard to ensure it supports the needs of the global payments marketplace and a common, robust technology platform is created, which supports contact, contactless and mobile interfaces for both online and offline payments.”

As part of its outreach efforts, EMVCo will be hosting the 2012 EMV User Meeting on 20-21 June at the Courtyard Marriott Downtown in Toronto, Canada. The event, which brings together senior EMVCo representatives and global users of EMV technology, provides an open forum to discuss recent technical advances and the ongoing evolution of EMV standards worldwide.

Patricia concludes: “By understanding the needs of all players, including payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks and their representative associations, we can work to effectively and efficiently standardise the next generation payment landscape. We call on interested parties to engage in our participation framework and have a more active role in guiding EMVCo’s strategic and technical direction.”

To view a regional breakdown of the latest figures visit [http://www.emvco.com/about\\_emvco.aspx?id=202](http://www.emvco.com/about_emvco.aspx?id=202).

Further details regarding EMVCo’s participation framework can be viewed at

[http://www.emvco.com/about\\_emvco.aspx?id=184](http://www.emvco.com/about_emvco.aspx?id=184).

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<sup>1</sup> Figures do not include data from the U.S.



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**Notes to Editors:**

®EMV is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo.

### Worldwide EMV Deployment and Adoption\*

Region	EMV Cards	Adoption Rate	EMV Terminals	Adoption Rate
Canada, Latin America, and the Carribean	318,779,062	41.1%	4,443,000	76.7%
Asia Pacific	366,229,237	28.2%	4,551,000	51.4%
Africa & the Middle East	31,573,578	20.6%	462,000	75.9%
Europe Zone 1	759,760,119	84.4%	11,920,000	94.4%
Europe Zone 2	37,104,467	14.5%	610,500	68.1%
United States†				
TOTALS	1,513,446,463	44.7%	21,986,500	76.4%

\* Figures reported in Q4 2011 and represent the latest statistics from American Express, JCB, MasterCard and Visa, as reported by their member financial institutions globally.

† Figures do not include data from the United States.

**About EMVCo** – EMVCo LLC was formed in February 1999 by Europay, MasterCard and Visa to manage, maintain and enhance the EMV Integrated Circuit Card Specifications for Payment Systems. With the acquisition of Europay by MasterCard in 2002, JCB joining the organisation in 2004 and American Express becoming its fourth member in 2009, EMVCo is currently operated by American Express, JCB, MasterCard and Visa.

EMVCo's primary role is to manage, maintain and enhance the EMV Integrated Circuit Card Specifications to ensure interoperability and acceptance of payment system integrated circuit cards on a worldwide basis. EMVCo also maintains type approval processes for terminal compliance testing and Common Core Definitions (CCD) and Common Payment Application (CPA) card compliance testing. These testing processes ensure that a single terminal and card approval process is developed at a level that will allow cross payment system interoperability through compliance with the EMV specifications. Additional information can be found at [www.emvco.com](http://www.emvco.com).