

FINAL

One Third of All Card-Present Transactions Globally Use EMV Chip Technology

Latest transaction volume data from EMVCo shows many regions are close to full market adoption of EMV® chip-based payments

21 December 2015 – Technical body EMVCo has released official figures which demonstrate that one in three of all card-present transactions undertaken globally between July 2014 and June 2015 used EMV® chip technology.

Europe Zone 1 is close to full market EMV chip deployment with 97% of all card-based payments using EMV technology. This is followed by Latin America at 87%, and Africa and the Middle East at 84% of payment transactions EMV chip-enabled.

Asia showed significant growth with the number of payments using EMV chip technology increasing by 73%, representing 34% of all card-present transactions. Europe Zone 2 also saw a substantial rise of 30%, to 65% of all face-to-face payments based on EMV.

The US is just beginning to establish its EMV infrastructure with EMV chip payments accounting for less than 1% of all transactions during this reporting period.

Mike Matan, current Chair of the EMVCo Executive Committee, comments: “EMVCo released transaction volume data for the first time 12 months ago to accurately reflect real-world usage of the technology. The figures published today represent a 10% year-on-year rise in the number of card-present transactions using EMV chip technology, from nearly 30% of all transactions a year ago to 33% in the most recent reporting period. With EMVCo reporting that 3.4 billion EMV chip payment cards were in circulation globally at the end of 2014, it is great to see that not only are the cards in the marketplace, the infrastructure is also in place to accept and process secure-chip payments worldwide.”

The data represents both contact and contactless EMV chip card-present transactions as processed by EMVCo’s members, American Express, Discover, JCB, MasterCard, UnionPay and Visa. To qualify as an EMV chip transaction, both the card and terminal used during the payment must be EMV chip-enabled.



“We are excited to see how these figures will evolve in the coming year as the US market embraces EMV chip technology and the acceptance infrastructure advances,” adds Jack Pan, EMVCo Board of Managers Chair. “As we begin to witness full global adoption of the technology, EMVCo is working to optimize the EMV Specifications and services to facilitate future innovations of face-to-face payments. In addition to this, the body is also evolving the technology to enable and secure new methods of payment, such as digital transactions, to promote security, user familiarity and convenience.”

To see the full data, visit http://www.emvco.com/about_emvco.aspx?id=202.

To find out more about EMVCo and get engaged in its activities, become an EMVCo [Associate](#) or [Subscriber](#).

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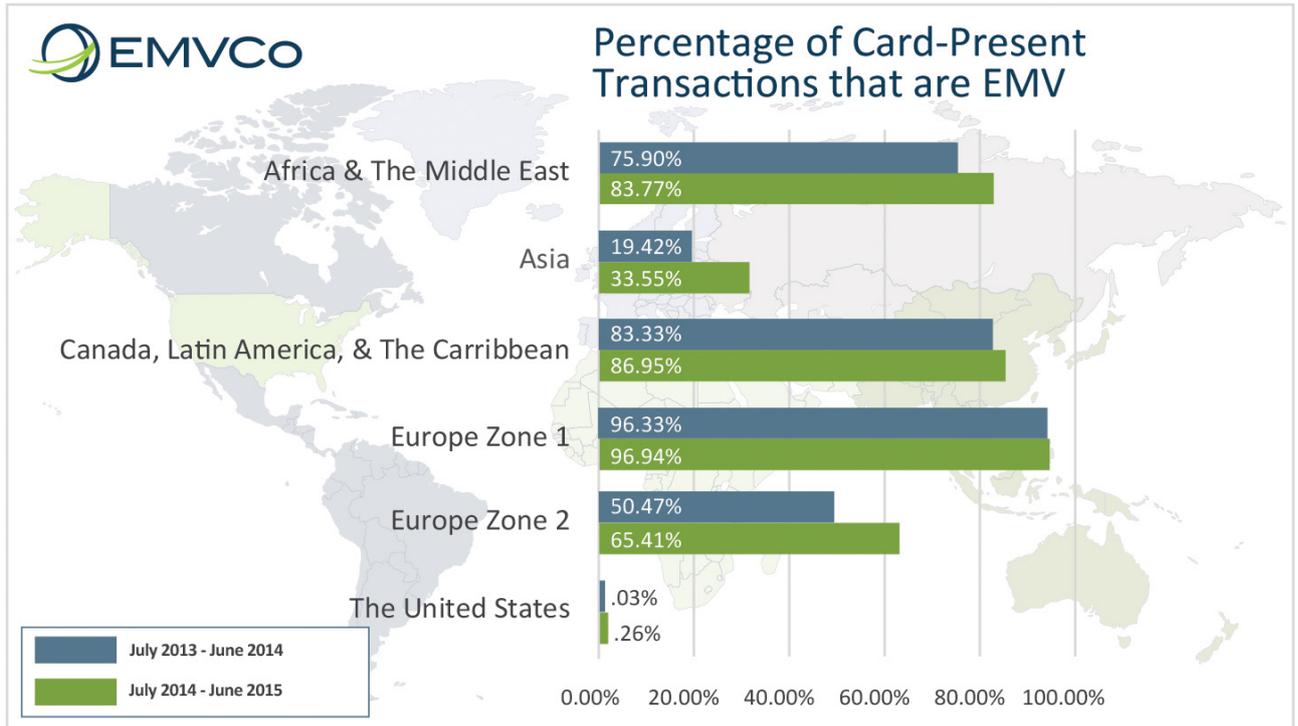
For further EMVCo media information please contact Kirsty Blackburn or Sarah Jones – Tel: +44 1943 468007 or email: kirsty@iseepr.co.uk / sarah@iseepr.co.uk

*Data represents the most accurate possible data that could be obtained by American Express, Discover, JCB, MasterCard, UnionPay and Visa during the noted period. The transaction data reflects an average of 12 months data as reported by all members designed to take into consideration seasonal variations. To qualify as an ‘EMV transaction’, both the card and terminal used during a transaction must be EMV-enabled. Data is reported from the acquirer perspective. These figures do not include offline transactions, ‘on us’ transactions (defined as a transaction handled exclusively by another processor) and/or transactions processed by non-EMVCo member institutions, such as local schemes.

Notes to Editors:

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

Full data reported by EMVCo:



Figures represent the percentage of all card-present transactions processed by each member institution that are EMV transactions (Contact or Contactless). The reported data (blue bar) is from the twelve months of July 2013 through June 2014 and (green bar) the twelve months of July 2014 – June 2015; the data represents the most accurate possible data that could be obtained by American Express, Discover, JCB, MasterCard, UnionPay, and Visa during this period. To qualify as an “EMV transaction” for the purpose of this methodology, both the card and terminal used during a transaction must be EMV-enabled. Data is reported from the acquirer perspective. These figures do not include offline transactions, “on us” transactions (defined as a transaction handled exclusively by another processor), and/or transactions processed by non-EMVCo-member institutions, such as local schemes.

About EMVCo:

EMVCo is the global technical body that facilitates the worldwide interoperability and acceptance of secure payment transactions by managing and evolving the EMV Specifications and related testing processes. Adoption of EMV Specifications and associated approval and certification processes promotes a unified international payments framework, which supports an advancing range of payment methods, technologies and acceptance environments. The specifications are designed to be flexible and can be adapted regionally to meet national payment requirements and accommodate local regulations.

EMVCo is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa, and focuses on the technical advancement of the EMV Specifications. To provide all payment stakeholders with a platform to engage in its strategic and technical direction, EMVCo operates an [Associates Programme](#) and encourages all interested parties to get involved.

Visit www.emvco.com for further information and join EMVCo on [LinkedIn](#).