



## **59% of Card-Present Transactions Globally Use EMV® Chip Technology**

*EMVCo global transaction volume data for the period July 2016 to June 2017 demonstrates year-on-year growth*

**06 December 2017** – Technical body EMVCo has published transaction data showing that 58.9% of card-present contact and contactless transactions globally were EMV®-enabled between July 2016 and June 2017. This represents an increase over the prior year, when 42.4% of transactions were EMV-enabled.

The data reflects average transaction volumes over a 12-month period to account for seasonal variations. Given the ongoing rate of EMV chip technology adoption, EMVCo acknowledges that real-time figures for transaction volumes today are likely to be higher than the reported June 2017 figure.

Jack Pan, EMVCo Executive Committee Chair, comments: “The most recent transaction volume data indicates that we are moving towards EMV chip technology becoming the foundation for contact and contactless card-present payments worldwide. As EMV chip migration approaches maturity across the globe, EMVCo continues to work with the payments community to evolve the EMV Chip Specifications to promote a secure and interoperable basis for mobile payments and other emerging payment technologies and meet the long term needs of the payments ecosystem.”

The latest EMVCo data shows that the United States experienced the largest year-over-year increase, with 31.4% of transactions being EMV-enabled, compared to 7.2% in the same period the prior year. Other regions, where EMV has been deployed for a longer period of time, have substantially higher percentages of EMV-enabled transactions. This includes Europe Zone 1, 98.2%; Africa & the Middle East, 90.9%; Europe Zone 2, 89.1%; Canada, Latin America & the Caribbean, 87.0%; and Asia, 56.2%.

To stay informed of the latest EMVCo developments and receive advanced access to EMV Specifications and related documents, join the [EMVCo Associates Programme](#) or become a [Subscriber](#).

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**Notes to Editors:**

- **Data collection:** 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 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 national payment networks.
- **Fluctuations:** Due to the scope and size of the data collection process and variations in regional reporting and data collection methodologies, EMVCo expects that there may be small fluctuations in transaction volumes at times.
- A full breakdown of the data is available on the [EMVCo website](#).

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

**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.

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