

EMVCo Newsletter September 2018

Executive Welcome

In June, EMVCo held its tenth annual User Meeting in San Diego, USA. The two-day event, which was attended by payment industry stakeholders, provided an insight into EMVCo and its latest technical activities.

Presentations focused on EMV®¹ payment tokenisation, EMV 2nd Generation, CDCVM, EMV Level 1, 2 and 3, and a guest session delivered by Target, WorldPay, Samsung and Intel, focused on 'How Commerce Changes with Smarter Tech'.

In response to feedback from EMVCo Associates and the wider payments industry, the User Meeting also featured two dedicated deep-dive sessions addressing EMV 3-D Secure (3DS) and EMV Secure Remote Commerce (SRC).

The EMV 3DS session provided delegates with an overview of the initiative and latest specification, and progress related to the EMV 3DS Testing programme.

The EMV SRC dedicated session addressed industry concerns, defined the objectives of the EMV SRC framework and specification, explained the role of EMVCo and the wider payments community in their development, and offered an open forum for further discussion on the topic.

EMVCo continues to encourage engagement from the payments industry on the development of technical initiatives. Interested parties are encouraged to join the [EMVCo Associates Programme](#), which is open to all industry stakeholders. EMVCo receives input from Associates, at both a technical and business level, as well as Subscribers to support global interoperability and security.

¹*EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

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EMV Secure Remote Commerce (SRC)

[Read](#) the latest update on EMV SRC activity.

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QR Payment Mark & QR Scan Icon

EMVCo has created a QR Payment Mark and QR Scan Icon. [Read more.](#)

EMV Mark Usage Guidelines eBook

[View](#) the eBook for details of best practice for use of the EMV Word Mark globally.

EMV Level 3 Test Tool Qualification

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EMVCo and the FIDO Alliance

[Read about](#) EMVCo's expanded collaboration with the FIDO Alliance to Address FIDO Authentication in EMV 3-D Secure Use Cases.

Upcoming EMVCo Attendance at Industry Events

[Find out](#) which events EMVCo representatives will attend in 2018.

EMVCo Reports Over Half of Cards Issued Globally are EMV-Enabled

Aggregated data published by EMVCo shows that by the end of 2017, 54.6% of all cards issued globally were EMV-enabled. The number of EMV payment cards in worldwide circulation increased by 1 billion over the previous 12 months to a total of 7.1 billion.

The data demonstrates that 63.7% of all card-present transactions conducted across the world between January and December 2017 used EMV chip technology, increasing from 52.4% in 2016.

Regional EMV chip card adoption rate:

- Africa and the Middle East: 74.8%
- Asia Pacific: 45.7%
- Canada, Latin America and the Caribbean: 85.7%
- Europe Zone 1: 84.4%
- Europe Zone 2: 71.4%
- United States: 58.5%

Percentage of card-present transactions that are EMV:

- Africa and the Middle East: 90.9%
- Asia Pacific: 54.4%
- Canada, Latin America and the Caribbean: 88.5%
- Europe Zone 1: 98.6%
- Europe Zone 2: 90.4%
- United States: 41.2%

Given the dynamic nature of some regions, more recent data is likely to reflect higher overall adoption rates and transaction volumes than the total for 2017.

EMV chip card issuance and EMV chip transactions both surpassing 50% globally is testament to the increasing maturity of the worldwide infrastructure and a significant milestone for the payments community.

To find out more about the worldwide EMV deployment statistics, visit the [EMVCo website](#).

EMV Secure Remote Commerce

There have been a number of recent industry announcements regarding the potential implementation plans of various parties relative to the EMV Secure Remote Commerce (SRC) initiative. In light of these announcements, EMVCo clarifies below the objectives of the EMV SRC framework and specification and the role of EMVCo and the wider payments community in their development.

EMV SRC offers an approach to promote security and interoperability within the card payment experience in a remote payment environment.

EMVCo has defined a technical framework and will be publishing a specification that enables a merchant to obtain a consistent, secure payload of customer payment information that can be used to facilitate authorisation through existing channels.

EMV SRC will be available from EMVCo for any industry participant to adopt on a royalty-free basis for its own remote commerce solutions.

The objectives of the framework and specification are to:

- Define interfaces to enable secure exchanges of data between participating entities, which include merchants and issuers.
- Outline methods to help protect transactions with dynamic data (for example, the transmission of transaction unique data or a unique cryptogram for each transaction).
- Enable consistent integration of new technologies such as EMV Payment Tokenisation and EMV 3-D Secure.
- Facilitate the delivery of a consistent user experience, indicated by an SRC Mark, which conveys an SRC enabled merchant environment for the consumer.

This work is being developed with input from industry participants. EMVCo has an established Associates Programme that is open to industry stakeholders. EMVCo receives input from Associates, at both a technical and business level, to support global interoperability and security.

EMVCo encourages new participants who are interested in contributing to the EMV SRC initiative to [join the EMVCo Associates Programme](#) or become an [EMVCo Subscriber](#).

EMV 3-D Secure Testing

EMVCo is pleased to announce the availability of the full EMV 3-D Secure (EMV 3DS) Test Platform, which enables the functional testing of EMV 3DS solutions. 3DS product providers can now confirm whether their solutions will perform in accordance with the [EMV® 3-D Secure Protocol and Core Functions Specification v2.1.0](#), or its [EMV® 3-D Secure – SDK Specification](#), and receive Letters of Approval from EMVCo.

EMV 3DS is a messaging protocol that promotes frictionless consumer authentication and enables consumers to authenticate themselves with their card issuer when making card-not-present e-commerce purchases. It defines features to promote more secure and consistent consumer e-commerce transactions across channels and connected devices, while optimising the cardholder's experience.

In addition, EMVCo has partnered with the Payment Card Industry Security Standards Council (PCI SSC) to align EMVCo's 3DS testing activity with PCI SSC's 3DS security standards and assessment programmes. The work of both EMVCo and PCI SSC provides an agile and workable structure for both functional testing and security evaluation of EMV 3DS solutions.

To learn more about EMV 3DS, please read the [Q&A](#) that is available for download from the EMVCo website.

QR Payment Mark & QR Scan Icon

EMVCo has created the QR Payment Mark and QR Scan Icon which aim to promote global interoperability awareness across EMV QR Code payments. EMVCo has developed reproduction requirements and a royalty-free license agreement to enable all implementers of EMV QR Code solutions to use the respective Marks.

The QR Payment Mark may be used to inform consumers that a merchant accepts EMV QR Code payment solutions. Supplemental messaging to consumers will confirm whether merchant-presented transactions, consumer-presented transactions, or both, are supported. The QR Payment Mark may also be used for in-app purchases on a mobile device to click and generate a consumer-presented QR Code.

The QR Scan Icon may be used for in-app purchases on mobile devices, to indicate that the consumer may scan a merchant-presented QR Code. The QR Scan Icon may not be used as an acceptance mark at point of sale for consumer-presented or merchant-presented transactions.

A royalty-free trademark license agreement and reproduction requirements are available in [EMVCo's Trademark Centre](#).

EMV Mark Usage Guidelines eBook

EMVCo has updated its EMV Mark Usage Guidelines within a new eBook. The aim of the eBook is to communicate best practices for use of the EMV Word Mark globally, across all communication channels.

The eBook is intended for anyone using the term 'EMV' and provides specific use cases regarding how to use the registered EMV Word Mark in communication materials, including presentation slides, websites, traditional and social media, external business publications, images and videos/animations.

The EMV Mark Usage Guidelines can be found [here on the EMVCo website](#).

EMV Level 3 Test Tool Qualification

In the last edition of the EMVCo Newsletter, EMVCo announced that it has activated the first phase of its Level 3 (L3) Test Tool Qualification Service. The first phase enables qualification of third-party provided L3 Card Simulators used by chip acquirers and their service providers to perform L3 terminal integration testing. The first phase of the service went live on January 1, 2018. EMVCo is now pleased to announce successful completion of the first L3 test tool qualification through the new process. In February 2018, FIME announced its Savvi test tool as the first to achieve EMVCo qualification for a Level 3 Card Simulator.

In an ongoing effort to improve the L3 test tool qualification service, EMVCo recently republished the [L3 Testing Framework – Test Tool Requirements](#) document as Version 1.1. The updates provide suppliers of L3 test tools with some additional clarity on the logistics for arranging the L3 test tool qualification testing session and on the tool retention policy of the tool tested by the L3 Qualification Service Provider (L3 QSP).

EMVCo's work in this area is in response to industry demand and part of its ongoing remit to evolve the EMV Chip Specifications and related testing processes to effectively support current global needs.

For further information about the Qualification Service, [click here](#). To learn more about EMVCo's activity in this area, read the general [Q&A](#).

EMVCo and the FIDO Alliance to Address FIDO Authentication in EMV 3-D Secure Use Cases

EMVCo and the FIDO Alliance, an industry consortium developing open, interoperable authentication standards, have expanded their collaboration to include a work item to define in detail how EMV 3DS messages may be used to pass FIDO authenticator attestation data and signatures in a manner that is both scalable and interoperable across the EMV payments ecosystem.

This work builds upon the [existing liaison relationship](#) between the organisations. The initial collaboration focused on how FIDO's authentication protocol can be used to support EMVCo's cardholder verification technology, leading to User Verification Caching (UVC) extensions of the FIDO specifications. UVC allows an app to specify user caching time - i.e., how long a user who has already been verified by his/her authenticator can wait before being required to re-authenticate.

For further information about the announcement, read the full press release [here](#).

Upcoming EMVCo Attendance at Industry Events

EMVCo participation has been confirmed at the below upcoming 2018 events:

- PCI SSC North America Community Meeting (25-27 September, Las Vegas, US)
- nexo standards Annual Conference (2 October, Paris, France)
- Money2020 USA (21-24 October, Las Vegas, US)

Keep up-to-date with all EMVCo activity via the [EMVCo website](#).