The Global Contactless Payment Cards Market

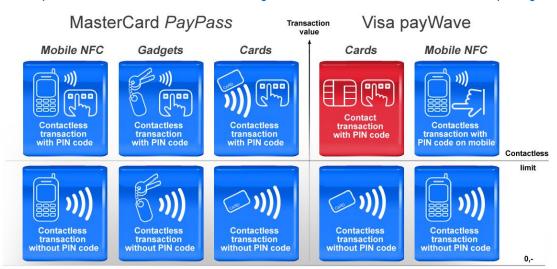


Figure 6. A comparison of transaction execution methods using MasterCard and Visa contactless instruments depending on the value

Visa payWave cards – always EMV, always offline

Jakub Kiwior, Vice President Visa Europe, Country Manager for Poland

"The development of Visa payWave contactless cards is conditioned by banks' migration to EMV cards due to that only EMV cards are admitted for contactless transactions within the Visa Europe payment system as they guarantee the full security of offline transactions. The speed and the simplicity of contactless payments are of key importance for Visa Europe; therefore, the Visa payWave function always works offline, i.e. without the necessity to authorise the transaction with the bank (which could extend the transaction time) and the PIN code or the signature (unless the predefined transaction limits are exceeded). Such functionality may be delivered securely only with the EMV technology (using DDA - Dynamic Data Authentication), which are required by Visa Europe to ensure maximum security and the shortest possible payment time." Source: Visa, 2010.

MasterCard has adopted a different strategy regarding the implementation of the contactless technology (Figure 6). If a transaction exceeds the contactless limit, the MasterCard *PayPass* technology allows to effect it in the contactless mode but it has to be authorised with the PIN code. Owing to this, the customer always concludes the contactless transaction, regardless of the amount, which wins their trust in the contactless technology and facilitates the customer service process in the shop. For example, the customer can make a contactless payment in a shop where the average transaction amount considerably exceeds 100 EUR, thus requiring an online operation. Still, transactions up to 20 EUR are performed offline if both the POS terminal and the issuer permit such a method.

The use of a non-standard contactless card (gadget) makes it impossible to equip it with the traditional magnetic stripe or the contact EMV chip (which have to be placed on a ID 1 plastic card of the standard shape specified under ISO 7810). In practice, this causes that the transactions by contactless gadgets are usually performed in online mode. This situation often takes place using the magnetic stripe data transfer technology (Magstripe Image) in the case of stickers and in the EMV contactless online mode, for example for the *PayPass* watches.

The extension of transaction time (by approx. 6-7 seconds for data transfer²⁹; See: Chapter 2.2) constitutes the disadvantage of online operations permitted by MasterCard *PayPass*. However, it shall be noticed that even offline operations can cause inconvenience. In the case of an offline



²⁹ Polasik M., Górka J., Wilczewski G., Kunkowski J., Przenajkowska K. and Tetkowska N. (2011), *Time Efficiency of Point-of-Sale Payment Methods: The Empirical Results for Cash, Cards and Mobile Payments*, 17 February. Available at SSRN: http://ssrn.com/abstract=1769922

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In April 2009 the mobile operator, Maxis Communications, in cooperation with Touch'nGo, Visa, Nokia and Maybank started the "FastTap" project as the first multiapplication NFC project involving the contactless credit. It was also the first commercial deployment in terms of:

- the implementation of Visa payWave on NFC-enabled mobile phones;
- a service to integrate multiple NFC applications for a contactless credit card payment and an electronic payment for transit, toll, and parking on the same device;
- an NFC service to feature the Over-The-Air (OTA) personalisation of credit card information over the mobile service operator's network using the Trusted Service Manager interface.¹⁰⁰

3.3. The global view

The most important contactless payment systems have been presented above. They include either the solutions that were commercialised (Table 5 and Table 6) or significant pilot schemes that were implemented on a large scale by the end of 2009. However, the real picture of the contactless payment market covers also dozens of pilot schemes implemented all over the world by various entities whose aim is to test particular technological solutions and business models. Such projects are usually implemented by many international and local partners that are present in a particular market or would like to enter it. For example, since 2002 MasterCard has been conducting the implementations and pilot schemes of the *PayPass* system in 24 countries, whereas Visa has been piloting payWave projects in 19 countries.

The map below (Figure 20) presents the most important contactless payment solutions in the world in 2009 and 2010, in respect of: (a) the organisations which issued the instrument (MasterCard, Visa, or American Express), (b) a FeliCabased solution, or (c) a non-interoperable local solution. A detailed list of contactless payment projects implemented by MasterCard and Visa all over the world can be found in Appendices A and B.

¹⁰⁰ Near Field Communications World (2009), *First commercial NFC service launched in Malaysia*, 27 April,

http://www.nearfieldcommunicationsworld.com/2009/04/27/3993/first-commercial-nfc-service-launched-in-malaysia/

Case 8. NFC trial in Sitges, Spain



An important NFC trial was held by Visa, La Caixa bank and the Telefónica mobile operator in the Spanish resort of Sitges from May to November of 2010. 1,500 customers and 500 retailers took part in the "Mobile Shopping Sitges 2010" pilot. Transactions of up to 20 EUR did not require PIN authorisation, whereas those above the contactless limit required entering the PIN onto the retailer's POS terminal. Statistics revealed that most transactions (60%) were of 20 EUR or less, although there were also many transactions for higher amounts. Most NFC payments were made in supermarkets (52%) and restaurants (14%). The pilot results showed that 70% of customers were very satisfied with the service and 90% were willing to use it in the future.

This project is another confirmation of that NFC payments have a high potential and that customers would like to start using this mobile payment method.

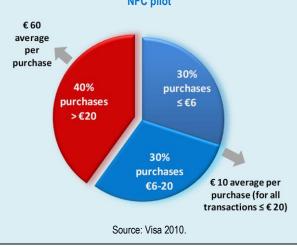


Figure 19. Average amount of the purchases in the Sitges' NFC pilot



Sample screenshots

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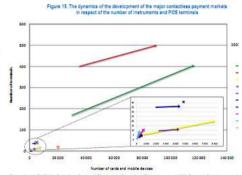


Table 5. Contactless payment cards and mobiles issued all over the world (in million, data as of the end of 2009)



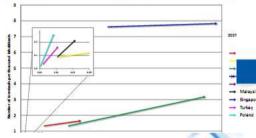
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Source: Croton-Hervey, T. (2010). Contectives Cards and Termine's by Country and Scheme as at and 2009. Fenotock Consulting, an ind June: Croton-Hervey, T. (2008). Contectives Cards and Terminels by Country and Scheme as at and 2007. (DTechEx, an individually collated

Figure 18. The change in the occularisation of contactless payment instruments and the availability of POS termi



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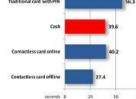
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The Global Contactless Payment Cards Market

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Figure 12. The average duration of a purchase transaction by payment methods in seconds - consumers' perspective Traditional card with signature 50 1 Traditional card with PIN 56.3



Source: Empirical study: Polasik M., Gorka J., Wiczewski G., Kurkowski J., Przenajewskia K. and Takowskia N. (2011), Time Efficiency of Pointo/Sale Reyment Methods: The Empirical Results for Cash, Carols and Mobile Payments, 17 February, Available at SBRN: http://ssrn.com/abstract=1769922

Taking into account the time the customer takes to do their shopping45, using the contactless card in the online mode is as fast as paying with cash⁵⁰ and 16 seconds quicker than concluding the transaction with the traditional card with the PIN code (Table 4) ³¹ However, this does not mark the limit of the technical capabilities of contactless cards. If the tran-

is printed at the POS terminal, even shorter. Consequently, ar will take on average 12 second and as many as 29 seconds few the traditional contact card with t

"Time was measured throughout the s the customer approaching the cash d

the exemute approaching the cash of leaving the stoc. ** Differences in the average duration contractiess cost in online mode is statis perspective (Back Possish, M. et al. 2011) * The same grainess concluded in the call payment in the online mode statis the payment of the second shatter then However, these numbers were not a studies; Branc Card Alliance 2006 CVB(premacy).



Table & Time and A=010 A= - 12 seconds onds And in case of the local division of the loc A=+18 seconds A= - 29 seconds Estimates based on Polasik et al. (20

The research has shown that contactless cards have been the first electronic payment instruments in history capable of competing with cash in respect to the duration of the payment process. Moreover, due to that contactless payments can be made offline, they take the least time to complete the payment operation as compared to all payment instruments available on the market. Not only can the use of contactless cards shorten the duration of payment but also lead to a factual reduction in gueues and service costs as well as to an increase in sales for merchants

ere are contactless card payments needed most?

ctiess card payments are needed most in the place where it is necessary to serve a large number of payments quickly. Contactless payments help to reduce queues at ket windows, shopping mails, tast food restaurant stadiums and other places where mass events are organised, as well as at al kinds of POS where transactions shall be concluded quickly but where cash er still dominates. Public transport provides parti

terminal at a distance of several centimetres for about one second. The completion of the transaction is signalled by beeps and flashes of four LEDs (a procedure defined in the ISO standardi,²² The total time of a payment process depends on whether the terminal is offline or online. Offline terminals need only several seconds to process the transaction, whereas online terminals take longer as the operation depends on the type of communication connection used to authorise the transaction with the bank server. However, this is much faster than other card transactions, mainly because no PIN or signature is required of the customer (See: Chapter 2.2 for time estimations).

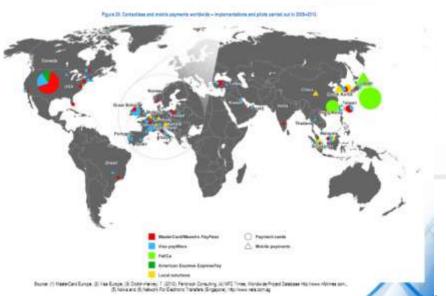
It shall be noticed that the basic presumption in favour o the EPP cards was to make contactless card payments faster and safer than cash paymenta. This was achieved by introducing a system of limits on contactless transactions, which guarantees that only a small amount of money will be forfeited in case the card is lost or stolen. The limits very, depending on the country. In the USA the limit on a single contactees transaction is 25 USD, whereas in most European countries it equals 20 EUR and 15 GBP in Great Britain, in Poland the limit has been fixed at 50 PLN. If the amount exceeds the limit, the transaction can be conc in the contact or contactless mode, depending on the type of card. Generally, when the amount exceeds the limit, a traditional contact payment (with the use of microchip or lost or stolen). When the limit is exceeded, it is usual required to make a contact transaction in order to clear th number of contactless payments. In some cases it is allowed to make an online contactless transaction, which does not clear the limit

MasterCard and Visa organisations use slightly different method to mark their contactless cards. Visa payWave cards are always consistently marked with the same contactless symbol (Figure 4 - right side), while MasterCard PayPass cards are usually marked with the PayPass brand and sometimes additionally with the contactless symbol or the symbol of tour dots" (Figure 4 - left side).



Bource: MasterCard and Visa, 2010

The development of the contactless payment market has become alightly hampered due to that American banks have not decided to migrate to the EMV microchip card standard and retained the magnetic stripe technology. Such a strategic decision resulted in that card ornanisations have



saction is concluded in the offlir

Research report The Global Contactless Payment Carda Market During the operation, the card has to be put to the

Safer than cash