TABLE OF CONTENTS

A glossary of terms used in the Report	(
1. THE IDEA AND FUNCTIONING OF CONTACTLESS PAYMENT CARDS	7
1.1. The evolution of contactless payments	7
1.2. Classification of electronic payment instruments	9
1.3. The functioning of EPP contactless cards 1.3.1. The framework of the American Express–MasterCard–Visa Agreement 1.3.2. Strategies for the implementation of contactless payments developed by MasterCard and Visa	1 1 11 13
1.4. The payment gadgets revolution	10
1.5. Moving to mobile NFC payments	18
2. BENEFITS OF USING CONTACTLESS PAYMENT CARDS	22
2.1. Cardholders	22
2.2. Merchants	29
2.3. Payment card issuers	27
2.4. Other market participants	29
3. THE CONTACTLESS PAYMENT CARD MARKET IN THE WORLD	31
3.1. The number of contactless payment terminals and cards issued	3.
3.2. An overview of contactless payment systems in the world 3.2.1. Global systems 3.2.2. Japan 3.2.3. South Korea 3.2.4. Singapore 3.2.5. Hong Kong 3.2.6. Malaysia	3: 3: 4: 4: 4: 4:
3.3. The global view	44
4. CONTACTLESS PAYMENTS IN POLAND: TWO-SIDED DEVELOPMENT	47
4.1. The use of payment instruments in Poland	47
4.2. The beginnings of contactless cards in Poland	47
4.3. A breakthrough in the acceptance of contactless cards	49
4.4. The biggest player changes the market	52
4.5. Prospects for the Polish contactless market	50
5. PROSPECTS OF DEVELOPMENT FOR CONTACTLESS PAYMENTS	56

The Global Contactless Payment Cards Market

SUMMARY AND CONCLUSIONS The advantages of contactless payments The contactless card market in the world Prospects for contactless payment Recommendations for the participants of the retail payment market	61 61 61 62 63
ACKNOWLEDGEMENTS	64
REFERENCES	65
List of Figures	69
List of Tables	69
APPENDICES	70
A. MasterCard PayPass contactless cards - pilot schemes	70
B. Visa payWave contactless cards – pilot schemes	73
C. MasterCard mobile payments – pilot schemes	75
D. Visa mobile payments – pilot schemes	77
E. The most important NFC payment projects involving Nokia	79
F. Contactless and mobile nayments worldwide – implementations and pilots carried out until the end of 2008	90

