

Payment Card Competitor Tracker: December 2009

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Abstracts

Introduction

The Payment Card Competitor Tracker provides expert analysis and opinion on the strategic moves of leading competitors in the payment card market. Produced on a monthly basis, the Tracker is a global product and covers 60 players, including American Express, Barclaycard, Capital One, Citigroup, Discover, GE Money, First Data, HSBC, JCB, MasterCard, Standard Chartered and Visa.

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Gain invaluable information on your key competitors in one concise document, and track long-term trends using the interactive news database.

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Learn the Datamonitor Cards & Payments Team's view on the most important competitor developments in the month.

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Introduction

The Payment Card Competitor Tracker provides both one month and 12 month views of developments

Each month, Datamonitor tracks the most relevant announcements from 64 competitors. Datamonitor's Cards and Payments Team provides analysis of the key developments at both the one month and 12 month level

A fully searchable database of developments from January 2007 onwards is also delivered alongside the report

Key Developments in December

In December, the key story was China UnionPay's issuance in Korea reaching one million cards

China UnionPay's standard cards offered in partnership with BC Card reached one million in Korea

CardinalCommerce signed agreement with NYCE Payments to offer Safe Debit online payment solution

There were 44 developments in December, somewhat below the 12-month average

There were 44 developments in the December competitor tracker, compared to the 12-month average 55

M&A, partnership and organic growth, as well as product, services and innovation were below the 12 month trend

Asia Pacific was by far the busiest region for competitor activity, while North America lagged behind

Issuers accounted for the majority of the drop in activity in December

Loyalty/rewards, online, and contactless were the key areas for developments in product, services and innovation in December

MasterCard expands SecureCode solution to Maestro-branded cards

Barclaycard issued over five million contactless cards in the UK

Partnerships accounted for the bulk of activity in M&A, partnerships and organic growth

Products, Services and Innovation

American Express

US: American Express launches AcceptPay for small business owners

Bank of America

US: Bank of America's customers use its Add It Up program to spend this holiday

season

US: Bank of America launches Credit Card Clarity Commitment initiative

Barclays

UK: Barclays expands mobile banking service

Barclaycard

UK: Barclays and Barclaycard have over five million contactless enabled cards

China UnionPay

Asia, Africa and Middle East: Standard Chartered Bank ATM machines to accept China UnionPay cards

China: Bank of Communications and China UnionPay launch Shanghai Expo theme debit card

China: China UnionPay, Agricultural Bank of China and Taipei 101 Mall launch a joint marketing campaign

Citigroup

Hong Kong: Citibank launches 'Money Can't Buy Experience' credit card campaign

Korea: Citibank Korea launches Citi Rewards credit card

Poland: Citibank launches Handlowy prepaid card

Pakistan: Citibank Pakistan launches Online Merchant Program

Russia: Citibank publishes its report on Russians' New Year shopping with credit cards

Turkey: Citi Turkey offers credit card with free 3G wireless modem

UAE: Citi Prepaid Services launches payroll services for Voltas

Fidelity Information Services

US: Government Savings Bank converts to Fidelity Information Services' Profile processing solution

US: CardinalCommerce signs agreement to offer Safe Debit to its clients through Cardinal Centinel

Garanti Bank

Turkey: Garanti Bank makes single use PIN mandatory for online banking transactions

JP Morgan Chase

US: JP Morgan and Disney launch Disney Rewards Visa card

MasterCard

Asia Pacific: MasterCard celebrates the fifth anniversary of PayPass with 'Tap & Give' campaign

Europe: European banks and e-retailers adopt MasterCard's SecureCode

Indonesia: Permata Bank launches Permata MasterCard platinum black credit card

Japan: MasterCard launches Amazon promotion during the Christmas season

UK: MasterCard launches UK's first automatic rebate program for small businesses

US: Univision introduces the Univision MasterCard gift card

US: BNY Mellon integrates MasterCard's payment gateway with its suite of payment

solutions

PayPal

US: PayPal launches campaigns in the holiday season

TSYS

Cyprus: TSYS and Marfin Laiki Bank launch credit card for women

Visa

Asia Pacific: Visa introduces 2010 rewards and benefits program for premium cardholders

Australia: NAB Visa payWave contactless technology to be available from Christmas season

Hong Kong: Visa and 7-Eleven introduce Visa payWave contactless payment acceptance service

Hong Kong: Visa cardholders stand a chance to win FIFA World Cup packages

M&A, Partnerships and Organic Growth

Australia and New Zealand Bank

Vietnam: ANZ Bank completes acquisition of RBS in Vietnam and opens its 10th branch Atos-Origin

Belgium, France: Atos Origin and ING Belgium extend contract for payment card services

BBVA

China: BBVA increases its stake in China Citic Bank to 15%

China UnionPay

Korea: China UnionPay cards issued cross one million mark

Citigroup

India: Citibank partners with Indian Post to provide remittance services

First Data

US: First Data signs agreement with Sovereign Bank to extend their existing merchant services agreement

Industrial and Commercial Bank of China

China: ICBC becomes the banking partner of Guangzhou 2010 Asian Games

KBC

Slovakia: KBC Bank acquires outstanding 49.54% stake in ?SOB Slovakia

PayPal

US: PayPal reports increase in online shopping on Cyber Monday

TSYS

US: Fifth Third Bank extends its payment services agreement with TSYS

US: UniRush renews TSYS' payment and processing services

Visa

Europe: Visa Europe expects to process over 27 million transactions

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