



AN 4824 Revised Authentication Pricing for 3DS 1.0 in Select Countries in the Asia/Pacific Region

Type:

Bulletin Announcement

Category:

Pricing/Fees

Audience:

Acquirer

Processor

Country:

Selected countries in Asia/Pacific

Brand:

Mastercard®

Debit Mastercard®

Maestro®

Product or Service:

Identity Solutions

Action Indicator:

Financial impact

System:

Mastercard Consolidated Billing System

Published:

9 February 2021

Effective:

1 July 2021

Executive Overview

In alignment with the efforts to accelerate adoption of EMV¹ 3DS technology and the enhancement it brings to the ecosystem's card-not-present (CNP) performance in terms of higher level of security with reduced customer friction and fraud, Mastercard is increasing the acquirer pricing for 3DS1 transactions.

Effective Date Details

Date	Details
1 July 2021	Effective date

What Mastercard is Doing

Mastercard maintains the Authentication Directory Server that facilitates authentication between merchants, acquirers, and issuers. It continues to invest in new enhancements and technologies through the integration of the new industry standard EMV 3-D Secure (3DS 2.1, 2.2) and ongoing development of a new authentication program Mastercard® Identity Check™. New authentication network enhancements include:

- Supporting new use cases such as Payment/Non-Payment, ID&V, Recurring, MOTO, Delegated Authentication, ID Check Insights and Information Only
- Implementing the new EMV 3DS onboarding tool known as Identity Solutions Services Management(ISSM)
- Upgrading the Accountholder Authentication Value (AAV) Validation Service to provide more insights to issuers
- Providing an authentication risk assessment to issuers for all Identity Check payment authentication transactions
- Upgrading to the Secure Payment Application (SPA) 2

In "[AN 2005—Mastercard Identity Check Program Update—November 2018](#)", Mastercard announced its availability of registration and test platform for Mastercard Identity Check and EMV 3DS. Additionally, Mastercard also announced in "[AN 3391 Mastercard Customer Roadmap to Transition from 3DS 1.0 to EMV 3DS \(2.0\)](#)" that Mastercard Securecode and the 3DS1 protocol will be decommissioned by October 2022. The revised pricing structure for 3DS 1.0 is to encourage adoption of EMV 3DS protocols for all authentication use cases.

¹ EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

This announcement applies to customers in American Samoa, Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, Guam, Hong Kong, Kiribati, Korea, Laos, Macau, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nepal, New Zealand, Northern Mariana Islands, Palau, Papua New Guinea, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Timor Leste, Tonga, Vanuatu, and Vietnam.

Background

Authentication is a key component to ensuring the card not present ecosystem performs at the highest level while it remains safe and secure. Authentication increases the assurance level of the transaction and provides comfort that the person making the transaction is indeed the cardholder. The validation of the cardholder can be obtained at the point of purchase, via a 3-D Secure (3DS)/EMV 3DS compliant solution.

Mastercard's authentication program Mastercard® Identity Check™ and EMV 3DS is designed to help provide additional security for digital transactions and facilitate higher approval rates, by improving the authentication experience for merchants, issuers, and cardholders for e-commerce transactions. The program focuses on state of the art, user-friendly verification methods; and couples those methods with key performance indicators to ensure that fraud levels remain in check and consumer experience is optimal.

Version History

Date	Description of Change
9 February 2021	Initial publication date

Billing Information

For each primary acquirer member ID/ICA number, Mastercard will log a count of Verification Requests (VReq) undertaken by merchants enrolled into the Directory Server by their acquirer. Mastercard will apply the below mentioned authentication pricing to the total count. The following Tier Event (TYA2801) rates will apply:

Tier	Tier Ending Value	Rate (USD)
1	0 - 9,999	0.04000
2	10,000 - 49,999	0.03000
3	50,000 - 99,999	0.02625
4	100,000 - 249,999	0.02250
5	300,00 - 499,999	0.01500
6	500,000 - 999,999	0.01125
7	Greater than 999,999	0.00750

Billing Event	Billing Event Name	Frequency	Service ID	Date of First Billing
TYA2801	Acquirer Transaction Fee - Quantity based	Monthly	YA	1 August 2021

Questions

Customers with questions about the information in this announcement should contact Global Customer Service using the contact information on the Technical Resource Center.