

Banking Automation **BULLETIN**



Off-site ATMs drive ATM growth across Europe

Off-site ATM strategies surprisingly varied across markets

Off-site ATM sector takes Japan by storm

The future of SIA-SSB and the European payment processing market

Value of French card fraud rises to €253 million

Country profile: Austria



Banking Automation

BULLETIN



Off-site remains key to global ATM growth

Without off-site ATMs the global ATM market would be nearly half the size it is today. There are practical limits on bank branch numbers, which constrain the potential for branch-based ATM deployment. No such constraints apply to the off-site sector which explains why the share of ATMs installed away from the branch is growing in all regions.

RBR's latest research on off-site ATMs in Europe highlights remarkable differences between the more mature countries in western Europe and the more recently developed markets in central and eastern areas. Most significantly 59% of ATMs in CEE are found off-site, compared to only 29% in western Europe.

The only other region with more than half of ATMs located away from the branch is North America. The majority of the off-site ATMs in the USA and Canada however, apply a surcharge, are operated by ISOs and are manufactured by low-cost ATM suppliers such as Triton (from the USA) and Nautilus Hyosung (from South Korea). With the exception of the UK, none of these trends is yet significant in western, central or eastern Europe.

With ATM density in CEE significantly lower than in most other regions, both branch and off-site ATM numbers will increase significantly over the next few years. The off-site share will increase, but not dramatically from its already high level of penetration.

In western Europe, banks are increasingly focusing on optimising rather than growing their ATM fleets. It is tempting to assume that surcharging will become more prevalent and IADs will open up new sectors with low-cost ATMs – however, the industry has been expecting IAD expansion for more than five years, and as yet the prediction has not proven true.

More likely is that banks will take over where European IADs have struggled – this has already happened in Ireland where they have nearly quadrupled the off-site sector by deploying in locations more typically suited to independents. Banks should stop looking over their shoulders for independents, but be watching out for the nimbler of their fellow banks.

© Retail Banking Research Ltd. No part of Banking Automation Bulletin may be reproduced or copied in any form, in whole or in part, without the prior written permission of the publisher.

2 OFF-SITE ATMS IN EUROPE

Off-site ATMs drive ATM growth across Europe

5 OFF-SITE ATMS

Off-site ATM strategies surprisingly varied across markets

7 OFF-SITE ATMS IN JAPAN

Off-site ATM sector takes Japan by storm

9 THE BULLETIN INTERVIEW

The future of SIA-SSB and the European payments processing market

12 CARD FRAUD

Value of French card fraud rises to €253 million

13 NEWS BULLETIN

Banking, ATM and payments news

16 COUNTRY PROFILE

ATM and cards intelligence on Austria

20 ATM SEC 7

Europe's only dedicated ATM security conference

21 CONFERENCE DIARY

Upcoming industry events from around the world

Editor: Dominic Hirsch

Managing Editor: Morten Jorgensen

Assistant Editors: Tomomi Kimura, Rob Walker

Subscriptions Manager: Susie Lens

Contributors: Daniel Dawson, Tom Hutchings, Felix Kronabetter

Telephone: +44 (20) 8940 1398

Fax: +44 (20) 8940 1527

Email: bulletin@rbrlondon.com

advertising@rbrlondon.com

Annual subscription (12 issues):

£600 (€900/\$1,100) printed

£950 (€1,400/\$1,750) electronic and printed

ISSN 1748-5304



Retail Banking Research Ltd

304 Sandycombe Road, Kew Gardens

Surrey TW9 3NG, United Kingdom

RECEIVE THIS ISSUE OF BANKING AUTOMATION BULLETIN FOR FREE

We hope you enjoyed reading this editorial.

You can receive this, or another back-issue of the Bulletin for free when you take out a subscription.

To receive your free issue, please complete the order form on the next page, and fax it to +44 20 8940 1527. Please specify on the form, or by email to bulletin@rbrlondon.com, which issue you would like to receive.

Banking Automation **BULLETIN**

Regular topics include:

- ATM hardware and software
- Branch automation
- Biometrics
- Cross-border payments
- e-commerce
- EMV and smart cards
- EFTPOS
- e-purse
- Interchange fees
- Internet banking
- ISO/IAD activity
- Merchant acquiring
- Mobile payments/banking
- Outsourcing
- P2P payments
- Payment and loyalty cards
- Payment systems
- Prepaid cards
- Regulatory changes
- Security and fraud
- Self-service equipment
- Teller automation



A unique source of news and analysis of key issues in banking technology, cards and payments

- Independent and authoritative insights from industry experts
- Detailed country profiles including proprietary ATM and cards market data in every issue
- Exclusive extracts from RBR's industry-leading market research reports
- Comprehensive industry conference diary
- Read by senior executives in over 100 countries worldwide

Published since 1979

The Bulletin keeps you on top of your industry agenda – can you afford not to subscribe?

For more information about subscribing or advertising please visit www.rbrlondon.com/bulletin

PRIORITY ORDER FORM Banking Automation Bulletin

Subscription period

- One year (12 issues)
- Two years (24 issues)
- Three years (36 issues)

Printed only

- £600** (€900/\$1100)
- £1000** (€1500/\$1850)
- £1300** (€2000/\$2400)

Electronic and printed

- £950** (€1400/\$1750)
- £1600** (€2400/\$3000)
- £2100** (€3100/\$3800)

The 'electronic and printed' subscription rate includes three further electronic subscriptions for your colleagues*

* Send email addresses to bulletin@rbrlondon.com

PAYMENT METHOD

Please invoice me or **By payment card** Visa MasterCard Amex JCB

Card no Expires / Total payable GBP(£)

YOUR DETAILS

Title (Mr, Ms, Dr) _____ First name _____ Surname _____

Position/Department _____ Company _____

Address _____

Tel _____ Email _____

VAT (TVA) no _____ Signature _____ Date _____

The information contained in Banking Automation Bulletin may not be reproduced or copied in any form, or be placed on a company intranet, without prior written permission from Retail Banking Research Ltd.

Please return to **RETAIL BANKING RESEARCH** 304 Sandycombe Road, Kew Gardens, Richmond, Surrey TW9 3NG, UK
Tel: +44 (20) 8940 1398 Fax: +44 (20) 8940 1527 Email: bulletin@rbrlondon.com Web: www.rbrlondon.com/bulletin