



**EMV® Specification Bulletin No. 254**  
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## **Update to Merchant Channel Data Object in EMV QR Code Merchant-Presented Mode**

**This Specification Bulletin updates the use of the Merchant Channel data object (ID "11") in the Merchant Presented QR Code.**

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**This Specification Bulletin describes proposed changes to EMV QR Code Specification for Payment Systems, Merchant-Presented Mode, version 1.1 [MPM]. It is posted to allow feedback before final publication.**

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### **Applicability**

This Specification Bulletin applies to:

- *EMV QR Code Specification for Payment Systems, Merchant-Presented Mode, version 1.1 [MPM]*

### **Related Documents**

- *None*

### **Effective Date**

- *Immediately*
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### **Description**

This bulletin updates the optional Merchant Channel data object (ID "11") in Additional Data Field Template (ID "62") to include the ATM environment. The data object is a three, character value that corresponds to the method used to present the QR Code by the merchant including: display method, transaction location and merchant presence.

The first character media updated with a new value "8". Meaning, "Screen/Electronic – ATM". The second and third characters remain unchanged.

### **Specification Changes**

In Section 4.8 Data Objects – Additional Data Field Template (ID "62"), update in the following subsection:

**4.8.1.6** If present, each of the three positions in the Merchant Channel (ID "11") identifies a characteristic of the channel used for a particular transaction. The values defined and meaning of the values are listed below. All other values not explicitly listed in the tables shall be RFU.

**First Character – Media**

| <b>Value</b> | <b>Meaning</b>                       |
|--------------|--------------------------------------|
| “0”          | Print - Merchant sticker             |
| “1”          | Print - Bill/Invoice                 |
| “2”          | Print - Magazine/Poster              |
| “3”          | Print - Other                        |
| “4”          | Screen/Electronic - Merchant POS/POI |
| “5”          | Screen/Electronic - Website          |
| “6”          | Screen/Electronic - App              |
| “7”          | Screen/Electronic - Other            |
| “8”          | Screen/Electronic - ATM              |

**Second Character – Transaction Location**

| <b>Value</b> | <b>Meaning</b>                              |
|--------------|---------------------------------------------|
| “0”          | At Merchant premises/registered address     |
| “1”          | Not at Merchant premises/registered address |
| “2”          | Remote Commerce                             |
| “3”          | Other                                       |

**Third Character – Merchant Presence**

| <b>Value</b> | <b>Meaning</b>                |
|--------------|-------------------------------|
| “0”          | Attended POI                  |
| “1”          | Unattended                    |
| “2”          | Semi-attended (self-checkout) |
| “3”          | Other                         |

In Annex B B.8 Merchant Channel – Update to Table B.7: Examples of Merchant Channel Use cases

| <b>Use Cases</b> | <b>Media</b>            | <b>Transaction Location</b>                 | <b>Merchant Presence</b> | <b>Value</b> |
|------------------|-------------------------|---------------------------------------------|--------------------------|--------------|
| ATM              | Screen Electronic - ATM | 'At Merchant premises / registered address' | Unattended               | "801"        |

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