



AN 7409 Identifying Digital First Transactions

Type:

Switching release announcement

Audience:

Acquirer
Issuer
Processor
Network enablement partner

Region:

Global

Brand:

Mastercard®
Debit Mastercard®

Product or service:

Consumer credit
Consumer debit

Release:

23.Q4

Action indicator:

Attention warranted (program/service-related): acquirer, issuer

System:

Clearing

Published:

6 June 2023

Effective:

13 October 2023

Executive overview

Mastercard is introducing enhancements supporting the identification of Digital First transactions allowing for the ease of recognition and support of interchange differentiation in specific countries within the Latin America/Caribbean region and the Middle East Africa region. These countries are Jamaica, Puerto Rico, and Azerbaijan respectively.

Effective date details

Date	Details
13 October 2023	Dual Message System (Clearing)

Customer benefit

Mastercard will provide interchange incentives for issuers that choose to issue cards under the Digital First Card program. The enhancements discussed in this announcement will support the identification of Digital First transactions to allow for the ease of recognition and identification of transactions that qualify for interchange differentiation within the specific countries mentioned above.

What Mastercard is doing

Mastercard is introducing enhancements supporting the identification of Digital First transactions allowing for the ease of recognition.

Background

This enhancement helps cardholders and Mastercard issuers by allowing further flexibility when issuing a card in digital form first, with the optional issuance of a physical card. Mastercard encourages issuers to implement the Mastercard Digital First Card program.

Version history

Each customer must determine the impact on its operations.

Date	Description of change
6 June 2023	Added Other media to Related documentation
18 April 2023	Initial publication date

Customer impact

This section provides high-level information about customer impact. Refer to the Enhancements section for more details.

Attention warranted (program/service-related): acquirer, issuer

Acquirers and issuers globally should prepare to receive the new IPM MPE values.

Transaction message flow impact

The manner in which a customer is connected to Mastercard determines the group of message flows that apply and the transaction message types they send or receive within that group. Customers can interface to the Mastercard Dual Message System, Single Message System, or both, as applicable. This announcement affects the message flows marked in the Transaction message flow impact table.

Transaction message flow impact

Acquirer to Mastercard	Mastercard to issuer	Impacted
Dual Message System	Dual Message System	√
Dual Message System	Single Message System	
Single Message System	Single Message System	
Single Message System	Dual Message System	

Examples of message types within the Dual Message System and Single Message System are:

- Authorization Request/0100 and First Presentment/1240 messages
- Financial Transaction Request/0200 and Financial Transaction Advice/0220 messages

Enhancements

Mastercard will introduce changes to support this announcement.

Dual Message System (Clearing)

Mastercard will:

- Allow Mastercard Digital First Card Program transactions to be identified and allow differentiated interchange rates to be applied.
- Update the IPM MPE tables to reflect a new indicator.

Related documentation

Information relevant to this release announcement can be found in the documents available on Mastercard Connect™. Mastercard updates manuals with necessary changes after release implementation. Depending on timing, information provided in this release announcement may not be reflected in a manual until it is updated.

Announcements

Refer to these previously published announcements for more information:

- *AN 2696 Revised Standards—Introducing the Mastercard Digital First Card Program and Related Card Design Standards*
- *AN 7119 Mastercard Introduces Commercial Cards into the Mastercard Digital First Card Program*

Reference manuals

For information about the current state of Mastercard processing refer to the:

- [GCMS Parameter Table Layouts](#)

Other Media

Statements made in videos presented at the Customer Technical Conference are current when the video was recorded. Videos are currently available only for those announcement presented at the Customer Technical Conference. Mastercard may update announcements without updating the corresponding video. Refer to the most recent version of the announcement for the most up-to-date information.

[AN 7409 Identifying Digital First Transactions](#), Customer Technical Conference, May 2022

Platform impact

The Platform impact table lists the impact of this announcement. For items that are marked √ (Yes), details are available in the corresponding topics.

Platform impact

Topic	Dual Message System (Authorization)	Dual Message System (Clearing)	Single Message System
Message flows			
Message layouts			
Data element definitions			
IPM MPE		√	
Interchange			
CAB programs, descriptions, and associated MCCs			
Edits			
Error numbers			
Alternate processing			
Interchange compliance			
Pricing and fees			
Reports			
Bulk files			
Forms			
Quarterly Mastercard reporting			
Transaction Investigator			
SAFE			
Single Message Transaction Manager			
250-byte Batch Data File			

Topic	Dual Message System (Authorization)	Dual Message System (Clearing)	Single Message System
80-byte Financial Institution Table File			

Clearing

Mastercard will introduce changes to the Clearing Platform to support this announcement.

IPM MPE compressed table layout changes

Changes will be made to the IPM MPE tables to support this announcement.

Compressed table layouts

IP0040T1: Issuer Account Range

Field name	Positions	Attribute	Comments and values
Digital First Indicator	174	an-1	Indicates Digital First participation. Valid values: Y = Issuer is a Digital First Participant N = Issuer is not a Digital First Participant
Filler	175-194	ans-20	Reserved for future use.

Non-compressed table layouts

IP0040T1: Issuer Account Range

Field name	Positions	Attribute	Comments and values
Digital First Indicator	182	an-1	Indicates Digital First participation. Valid values: Y = Issuer is a Digital First Participant N = Issuer is not a Digital First Participant
Filler	183-307	ans-125	Reserved for future use.

IP0053T1: Interchange Fee Type

Field name	Positions	Attribute	Comments and values
Rate Type	31-33	an-3	028 = Digital First Adjustment

Optimized table layouts**IP0040T1: Issuer Account Range**

Field name	Positions	Attribute	Comments and values
Digital First Indicator	153	an-1	Indicates Digital First participation. Valid values: Y = Issuer is a Digital First Participant N = Issuer is not a Digital First Participant
Filler	154-278	ans-125	Reserved for future use.

IP0053T1: Interchange Fee Type

Field name	Positions	Attribute	Comments and values
Rate Type	31-33	an-3	028 = Digital First Adjustment