3-D Secure Industry Performance

Entertainment & Ticketing Industry

The statistics in this report relate to the impact of authentication in the entertainment & ticketing industry, internationally. With 3DS, merchants experienced higher CNP authorization rates, as well as lower fraud rates.

**Average Authorization Rate**

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authenticated</td>
<td>92%</td>
</tr>
<tr>
<td>Not Authenticated</td>
<td>8%</td>
</tr>
</tbody>
</table>

For all CNP transactions, the average authorization rate for entertainment & ticketing merchants; this number tends to be lower than for that of Card-Present transactions.

**Average Fraud Rate**

- **27 bps**

For all CNP transactions, the average fraud rate incurred by entertainment & ticketing merchants. The graph displays the industry’s yearly fraud trends by month and can serve as a point of comparison.

**Fractional Lift**

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorization Lift With 3-D Secure</td>
<td>4%</td>
</tr>
</tbody>
</table>

Measures the difference between the authorization rates of 3DS and Non-3DS transactions.

**Fraud-to-Sales Ratio**

With 3-D Secure, Cardinal can help to remove fraud from the ecosystem.

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraudulent</td>
<td>$290</td>
</tr>
<tr>
<td>Authenticated</td>
<td>$66</td>
</tr>
<tr>
<td>Authenticated</td>
<td>$137</td>
</tr>
</tbody>
</table>

The number of basis points of approved transactions that resulted in chargebacks, due to fraud.

**Average Order Value**

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authenticated</td>
<td>$137</td>
</tr>
<tr>
<td>Not Authenticated</td>
<td>114</td>
</tr>
</tbody>
</table>

This data represents only Visa transactions and includes settlement files and disputed issuer fraud that was reported into Visa Net. The data in this report was aggregated from a sample of merchants in the entertainment & ticketing industry who use 3-D Secure and, therefore, can be used to provide industry benchmarks.