payments strategy forum

FINAL STRATEGY – UPDATE ON LAUNCH COMMUNICATIONS

16 December 2016

Finally! Banks tackle payment bungles THE SUNDAY TIMES



Print, online & broadcast media

Print and online:

Widespread coverage was achieved both in print and online.

- 6 national newspapers
- 8 industry trade pieces
- 30 online news sites (3 national press)

Broadcast:

 Secured a prominent interview for Ruth Evans on BBC 4 Money Box programme with Paul Lewis. <u>http://www.bbc.co.uk/programmes/b0848blr</u>

eguardian

• In addition, appeared on news bulletins on *Share Radio* throughout the day of the launch.

Overall sentiment:

The media was supportive of the changes, in particular, Request to Pay and Confirmation of Payee. Many cited that this was a once in a generation change to payments in the UK.

However, there was some confusion around the delivery times, especially between the 2018 and 2020 dates. Many went on to suggested a preference for an earlier implementation of the end user solutions.

Coverage highlights include:

BBC news website: http://www.bbc.co.uk/news/business-38132842

Financial Times: https://www.ft.com/content/cf4658ac-b641-11e6-961e-a1acd97f622d

Sunday Times (firewall):

https://login.thesundaytimes.co.uk/?gotoUrl=http://epaper.thesundaytimes.co.uk:80/epaper/showlink.aspx?bookmar kid=H97ES0DPNR6

Daily Mail: <u>http://www.thisismoney.co.uk/money/news/article-3983610/Finally-Banks-tackle-payment-bungles-plans-double-check-sending-money-online.html</u>

The Guardian: <u>https://www.theguardian.com/money/2016/nov/29/banks-transfer-scams-errors-payee-account-number</u>

The Sun: <u>https://www.thesun.co.uk/living/2286965/bank-rule-shake-up-could-stop-you-making-a-fat-finger-mistake-when-transferring-money/</u>

Daily Mirror: http://www.mirror.co.uk/money/new-uk-payments-system-promises-9355759

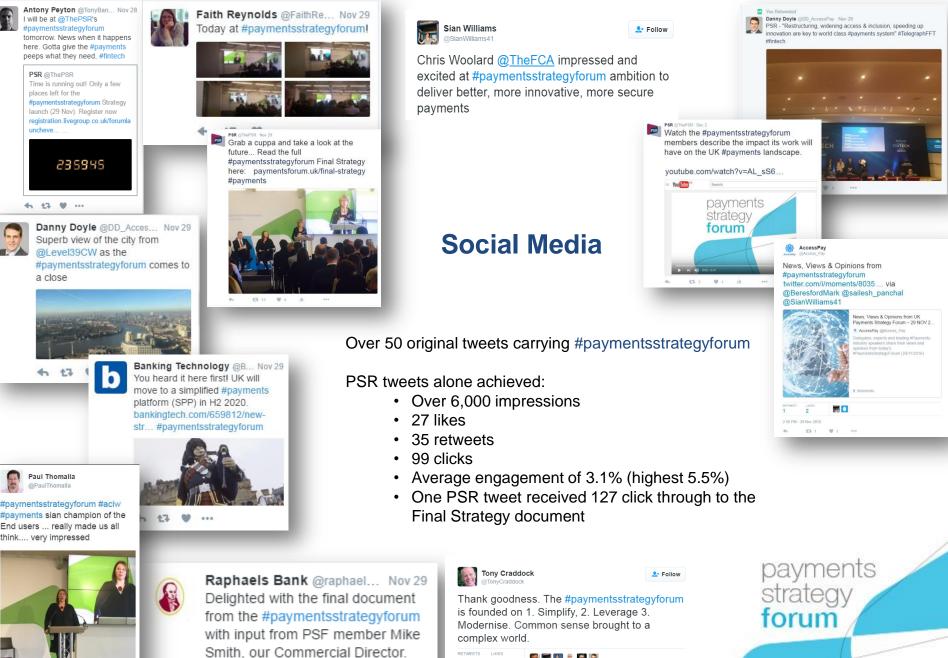
City AM: <u>https://www.cityam.com/254594/regulators-promise-once-generation-changes-payment-systems/amp</u>

The Spectator: <u>http://blogs.spectator.co.uk/2016/11/money-digest-97/</u>

Finextra: <u>http://www.bankingtech.com/659812/new-strategy-to-make-uk-payments-fit-for-21st-century/</u>

Banking Technology: <u>http://www.bankingtech.com/659812/new-strategy-to-make-uk-payments-fit-for-21st-century/</u>





4

🚳 📆 🔊 👷 👰 👧

2:09 AM - 29 Nov 2016 from Poplar, Londor 41.5