Visa Europe to sponsor Eurovision Song Contest

Visa Europe becomes Official Partner for 2016 Contest held in Stockholm.

Event in May will provide showcase for contactless payments.

Stockholm, 26 February 2016: Visa Europe has been announced as an Official Partner of the Eurovision Song Contest 2016. Visa will be preferred payment partner for the event which will take place in Stockholm in May.

Visa will create a contactless payments experience for the audience attending the Final and Semi-Finals of the Contest as well as visitors to the Eurovision Village at Kungsträdgården in Stockholm.

Mark Antipof, Chief Officer, Sales & Marketing at Visa Europe, said: “The Eurovision Song Contest is a massively popular event across Europe with television viewing figures in the hundreds of millions and a major draw for visitors to the host city.

“We’re delighted to be sponsoring this year’s Contest and to enable those attending in Stockholm to experience the speed and convenience of contactless payments. Together with key stakeholders Visa Europe will be creating contactless acceptance across the Eurovision venues as well as showcasing the technology of contactless payments other contactless experiences.”

Jon Ola Sand, Executive Supervisor of the Eurovision Song Contest, added: “We are pleased to welcome the world’s number one payment provider, Visa, as a sponsor of the 2016 Eurovision Song Contest. Visa Europe has an established track record sponsoring some of the biggest events in the world, which makes us even more proud to have them on board.”

The Eurovision Song Contest 2016 marks the 61st anniversary of the first Contest, and is set out to be the largest event thus far, reaching 200 million television viewers across the world. The 2016 Contest will open with Semi-Finals on 10 and 12 May with the Grand Final being held on 14 May at the Globe Arena in Stockholm.

About Visa Europe

Visa Europe is a payments technology business owned and operated by member banks and other payment service providers from 38 countries.

Visa Europe is at the heart of the payments ecosystem providing the services and infrastructure to enable millions of European consumers, businesses and governments to make electronic payments. Its members are responsible for issuing cards, signing up retailers and deciding cardholder and retailer fees. Visa Europe is also the largest transaction processor in Europe, responsible for processing more than 18 billion transactions annually.

There are more than 500m Visa cards in Europe, while €1 in every €6 spent in Europe is on a Visa card. Total expenditure on Visa cards exceeds €2 trillion annually, with €1.5 trillion spent at point-of-sale.

Visa Europe is an independent business with an exclusive, irrevocable and perpetual licence to use the Visa brand in Europe. Visa Europe works in partnership with Visa Inc. to enable global Visa payments in more than 200 countries and territories.

For more information, visit our website (www.visaeurope.com), the Visa Vision blog (vision.visaeurope.com), and @VisaEuropeNews

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