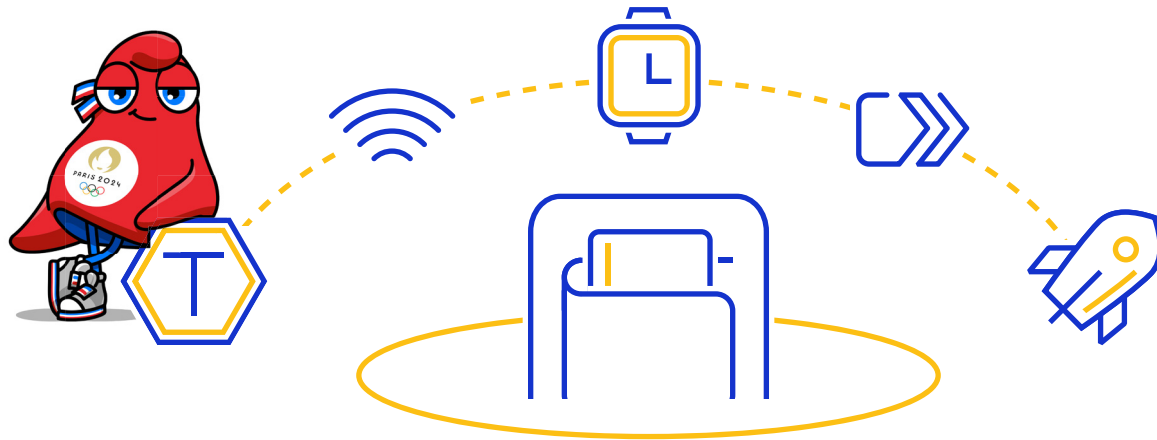


# A trailblazing flame of payment innovation

Dive into the history of Visa's partnership with the Olympic and Paralympic Games



**VISA**  
Worldwide Partner



## What connects athletes and Visa payments?

**In striving to be the best, athletes apply the latest knowledge, technology, and data to drive their success. It's those same drivers that allow Visa to continue innovating in payments.**

The Olympic and Paralympic Games have always drawn communities together to cheer on their champions in fierce competition, while merchants take the opportunity to sell food, drinks, and souvenirs to the crowd.

In Ancient Greece, this was hand-stamped coins with the images of athletes, while today, it's bags and notebooks.

Fast forward a few thousand years, and as the Olympic and Paralympic Games have innovated and modernised, so too has the opportunity for merchants to serve new customers and grow their business. Visa has been a part of this journey as a sponsor of the International Olympic Committee since 1986 and the International Paralympic Committee since 2003 – becoming the only payment card to be accepted at the Olympic Games in 1988.

The Olympic and Paralympic Games have provided the perfect setting for Visa to share pivotal technology, encourage large-scale usage, and gather insights for future development.



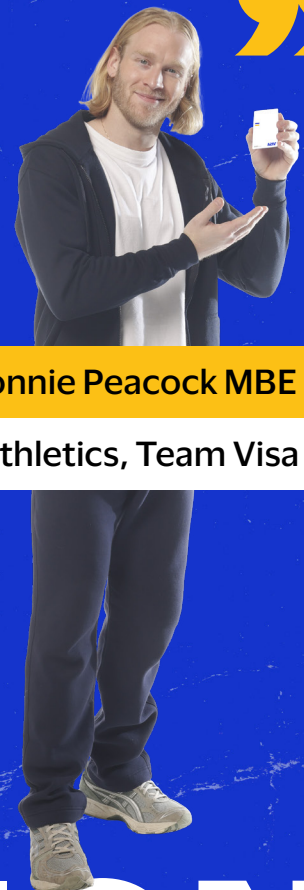
# LONDON 2012

# THE CONTACTLESS

Contactless was a game-changer for payments, redefining how everyone pays face-to-face, and removing the hurdles of manual PIN entry. The Olympic and Paralympic Games London 2012 were a catalyst for integrating contactless into society.



“ Visa’s Contactless cards were a game changer; they made payments so easy and simple with just a tap. You could get seamless payments almost everywhere – from the busy morning tube journeys to the village, to the final cocktail of the night.



Jonnie Peacock MBE

Para Athletics, Team Visa



# REVOLUTION

The logo for the Sochi 2014 Winter Olympics, featuring the text "sochi.ru" in blue and "2014" in white, with the Olympic rings below.

'Everywhere you want to be' was Visa's strapline for the Olympic Winter Games Sochi 2014. For athletes, it symbolised the road to the podium, while for viewers, it was a journey through the arenas.

Sochi served as a foundation for future innovation. The interactive subway experience stood out – a ground-breaking 'Games-themed event' for all. Visitors could immerse themselves with Visa's squatting machine, giving them the chance to secure free train tickets. The result? Not just enjoyment for the participants, but also a wave of inspiration for future payment technologies, where transactions blend with everyday experiences.



# Sochi 2014: A story to tell



## Rio 2016: Tokenization takes off

**Visa worked with merchants to combine effortless fashion with effortless payments, using wearables with an NFC chip.**

For a simple, convenient contactless solution, they worked with banks to create a payment-enabled wristband, powered by Visa tokens.

What's more, the solutions unveiled had longer-term ambitions, as Rio 2016 was a prime example of Visa Network Tokens being used on a large scale; a monumental feat for Visa

These solutions let users jump to new heights and experience more seamless payments everywhere – even beyond the arenas.



# PyeongChang 2018:

**For these Winter Olympic Games, token solutions were implemented in a way that combined practicality and enjoyment.**

Tokens took centre stage, facilitating seamless and secure payments through collectible pins, stickers, and warming gloves. This integration of tokens changed the way transactions were conducted across the venues, offering more convenience and flexibility.

The utilisation of tokens wasn't solely about transactions. It was about the holistic experience. Sensory branding, incorporating animations, sounds, and haptics post-payment, elevated the entire encounter. It wasn't just about making a purchase; it was about immersing oneself in an unforgettable moment powered by technology.



# Tokyo 2020:

## A digital revolution amid a crisis

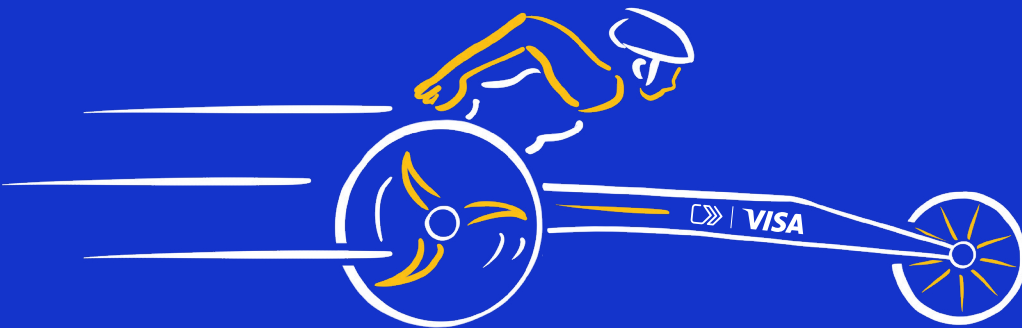
**The postponement of Tokyo 2020 didn't stop Visa from innovating and moving forward.**

During the pandemic, we saw digital payments exceed face-to-face for the first time, and they show no signs of switching places on the podium anytime soon.

Network tokens were key in delivering more seamless digital experiences, replicating the convenience of face-to-face. This again extended into the Olympic and Paralympic Games - Visa Network Tokens were implemented to provide a more effortless, trustworthy checkout experience for all in the Olympic and Paralympic online store, allowing the sale of merchandise with minimal friction and elevated security.



# Looking forward



**The Olympic and Paralympic Games Paris 2024 promise to be the most inclusive to date. Nearly 13.5 million tickets were released – all on one website.**

Each digital transaction is powered by Visa Network Tokens and can be enhanced with Click to Pay. This not only ensures a swifter, more seamless checkout that keeps cardholder details safe, but one that can deliver a one-click purchase,

even at guest checkout. This commitment will extend into Paris 2024 itself, as Visa has partnered with the International Olympic Committee to bring innovative and convenient payment methods to the thousands of visitors once again.

This time, Visa is developing an innovative app, accessible for all consumers. It enables users to instantly issue virtual cards, easily pay for goods across Paris, and to have access to exclusive offers with businesses across France.



I have been a part of the Olympic and Paralympic Games as both an athlete and a presenter, and it's been amazing to see the innovation and evolution over the years with Visa as our partner.



**Dame Denise Lewis**

**Olympic Heptathlete**

## Athletes don't rest after a personal best – and neither will Visa

From hand-stamped coins, through to contactless and the choice of experiences provided by tokens, the Olympic and Paralympic Games have gone hand in hand with payment technology, evolving and improving over time, and showcasing the very best of innovation.

As the countdown to Paris 2024 continues, learn how to enable the future of ecommerce and Win (Gold) in Digital.



To find out more about Visa's support of The Games, visit the [Visa Olympics and Paralympic Games Partnership page](#).

