



The Pix Case

Lessons Learned from the Brazilian Instant Payment Scheme

November 2021



pix

Pix | The Brazilian Instant Payment

The new way to pay and to transfer money



Part 1

Pix

Overview and accomplishments

Why Pix?

The Brazilian Payments Landscape

Digital Revolution

- New business models
- New needs



High usage of cash



Flaws of traditional payment instruments



International Trend



Main Characteristics



Instant solution

Payments in a few seconds, with immediate availability of funds to the final beneficiary



Convenience

Payments without friction, according to each user's needs.



Versatility

Multi-purpose payment instrument, for payments and transfers, for individuals, businesses and government entities.



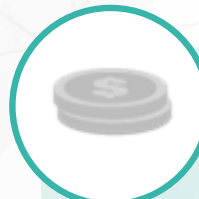
Open environment

Broad range of PSPs offering Pix, producing a highly competitive environment.



Full-time availability

Around-the-clock payment solution.



Low-cost functionality

No fees for individuals.
Low cost for businesses.



Integrated processing

Funds and information flowing together, improving automation and reconciliation capabilities.



Safety

Robust anti-fraud solutions to ensure the security of transactions.

Figures

September 2021



Pix Users and Keys



Number of those who have used Pix to pay or receive payment:

101.3 mi

61% of the adult population
40 mi new users in the National Financial System



7.6 mi

54% of companies with relationships in the National Financial System

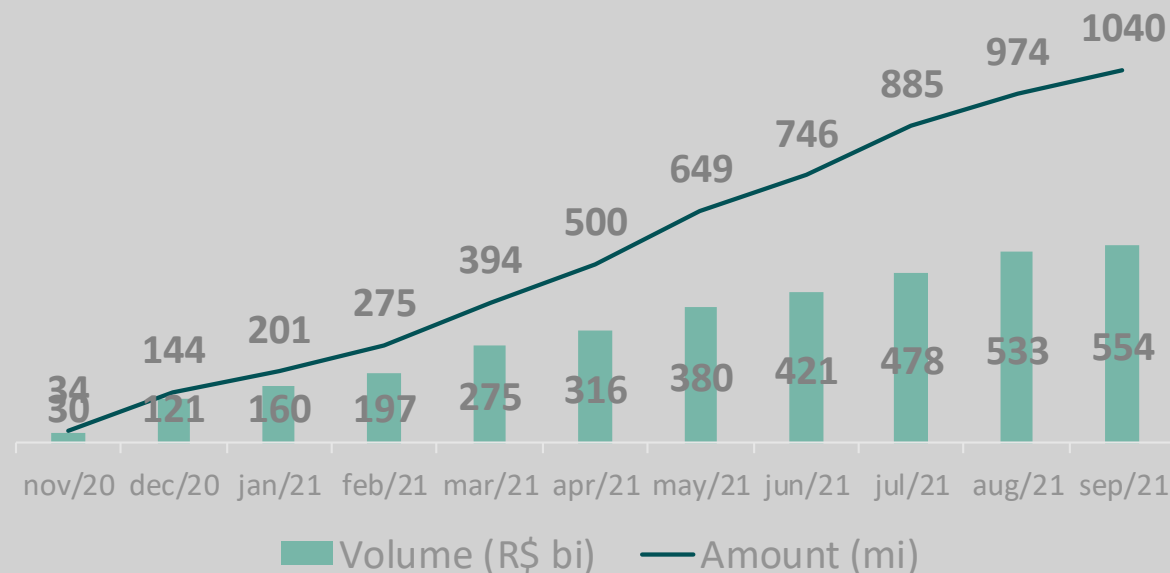


330.8 mi
Pix Keys

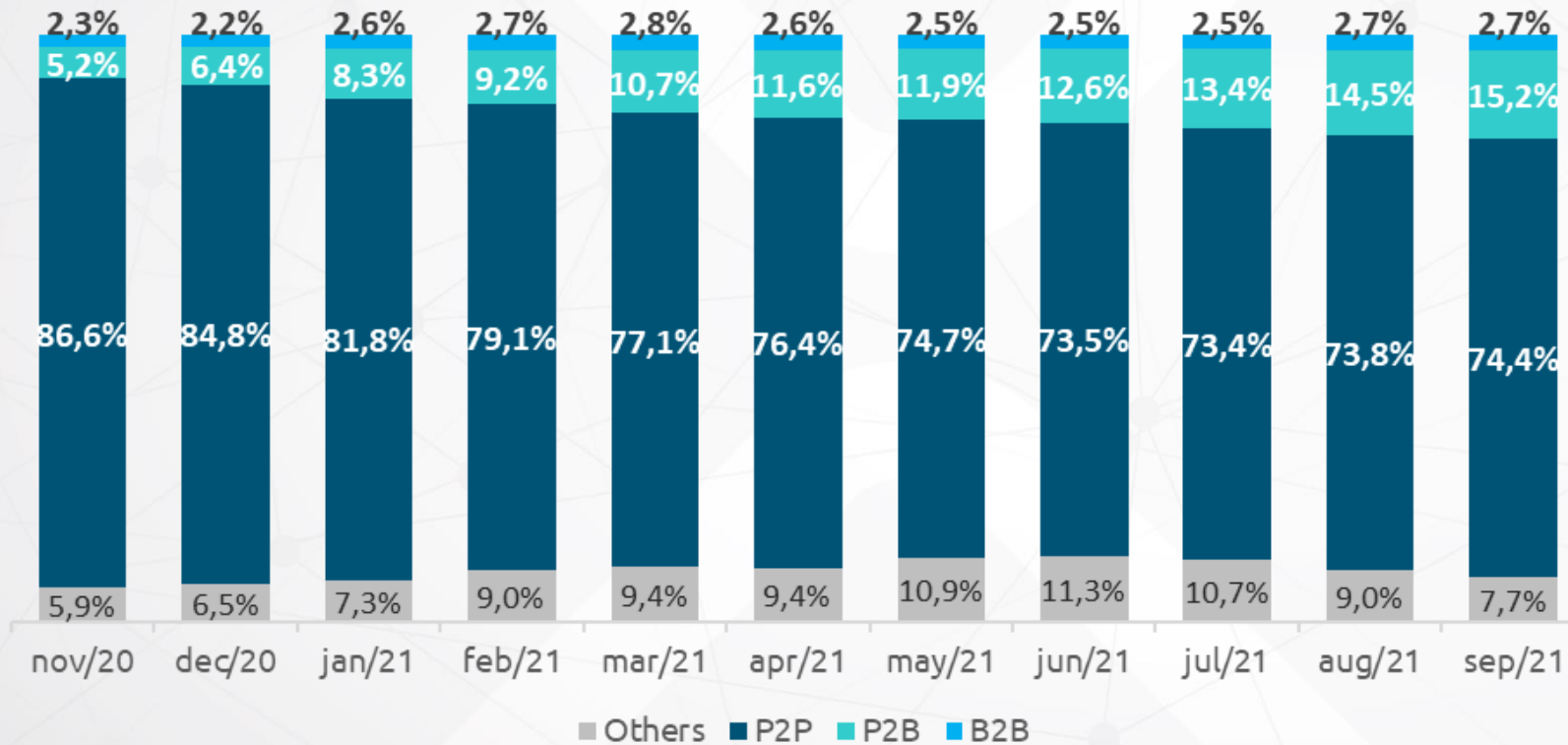
Transactions

5.8 bi Pix transactions
3.5 tri volume

Evolution in Pix transactions

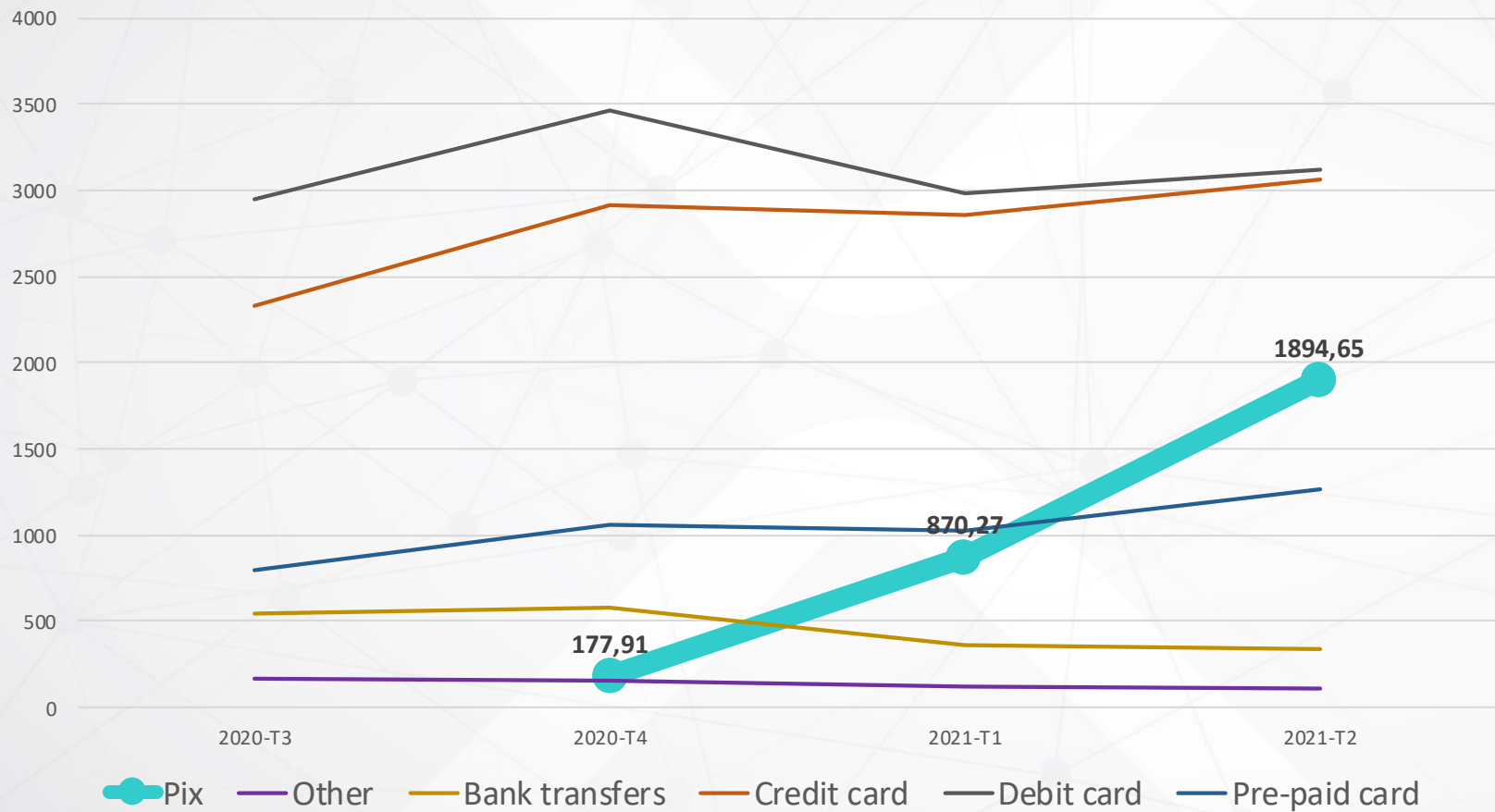


Figures



Volume of Transactions

Figures

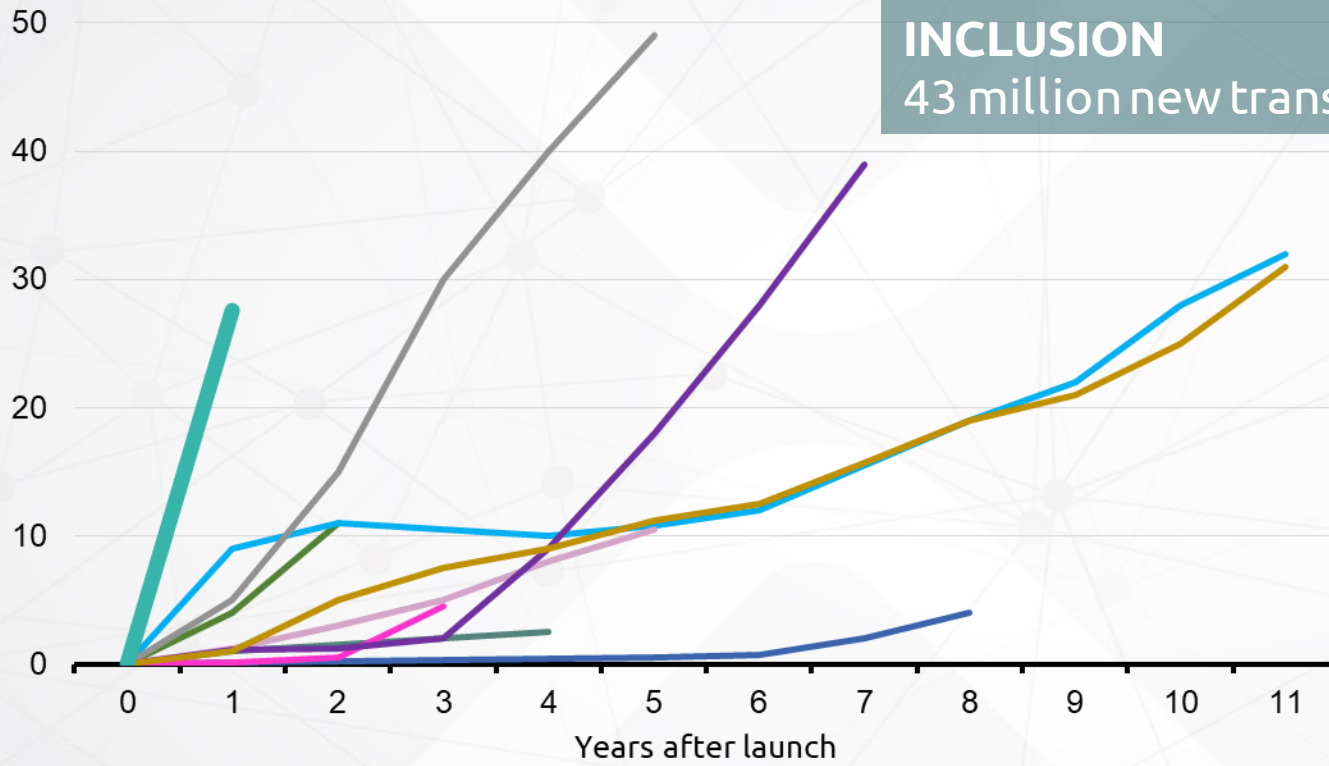


**Volume of
Transactions
(millions)**



Pix Adoption

International Perspective



Adoption Rate of Instant Payment Schemes in Various Countries
(number of transactions *per capita*)

* Data from November 2020 to September 2021 | Source: Bech, Hancock e Zhang (2020) and the BCB (data for Brazil)

Part 2

Pix

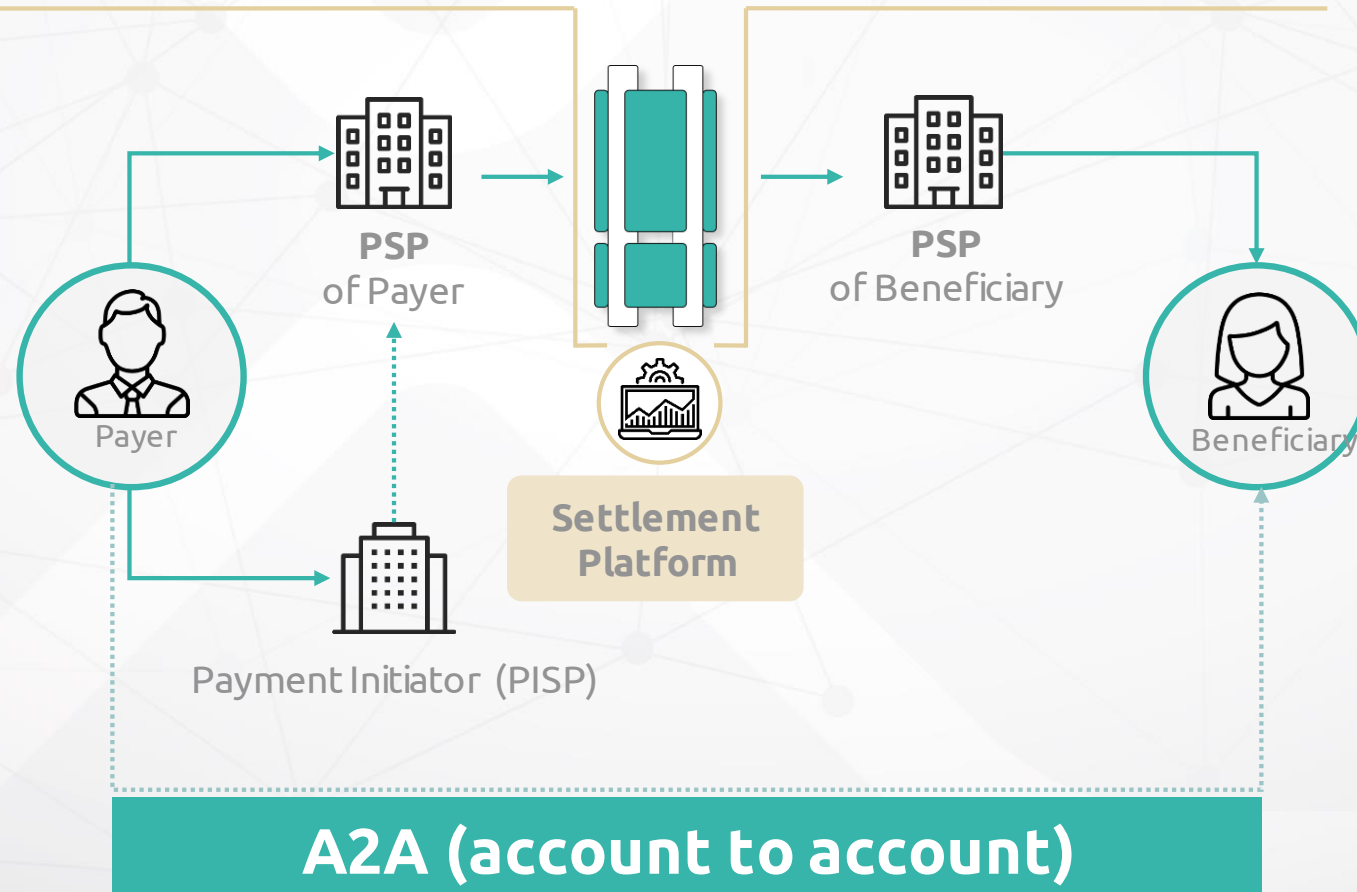
Implemented by the Central Bank

The Roles of the BCB

Twofold Role in the Pix Implementation

**Scheme owner:
Pix Rulebook**

**Settlement Platform
Operator**



The Role of Scheme Owner

A Large Success Factor for Implementation



Single **name** and **brand**



Multiplicity of use cases



Mandatory participation of big institutions



Governance to set the rules



Engagement of stakeholders



No charges for individuals

**particular cases may be charged*



Pix Key: use of alias to identify the payee and standardization of QR Codes



Focus on the user and on the **rules** governing the scheme (not the system)



Scheme **openness:** banks and non-banks can join the scheme



Standardization:
. UX – apps for natural persons in Pix
. APIs for merchants

Recipe for Making Pix

Co-creation

Pix Forum
(advisory committee)

Working Groups

- . Business rules
- . Standards and technical requirements
- . Electronic data interchange (messages)
- . Security



Public Consultation



Pix and Cross-border Initiatives

Part 3

Initiatives

- International Initiatives
- Participation in International Groups – BIS/CPMI
- Modernization of the Legal Framework
- Regulatory Innovation (Pix, Open Banking/Open Finance, CBDC)



#Inclusion

#Competitiveness

#Transparency

#Education

#Sustainability

Pix Insights for Cross-border Use



Pix Insights

- Standardization – Protocols and User Experience/Interface
- Stakeholder Engagement
- Inclusion of Relevant Large Players
- Low Cost
- Special Attention to Use Cases



Thank you!!!

[Frequently Asked Questions](mailto:pix@bcb.gov.br)

pix@bcb.gov.br

https://www.bcb.gov.br/en/financialstability/pix_en



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