

# GLOBAL PAYMENTS INSIGHTS REPORT

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[masspay.io](https://masspay.io)

## CONTENT

|   |           |
|---|-----------|
| Rise of Digital Payments .....                        | 4         |
| Fiat Currency .....                                   | 5         |
| Contactless Payments .....                            | 6         |
| Crypto and Blockchain .....                           | 7         |
| Gig Economy .....                                     | 8         |
| Content Creator Economy .....                         | 9         |
| <b>The Big Picture .....</b>                          | <b>10</b> |
| Open Banking APIs are Key .....                       | 10        |
| Flexibility .....                                     | 11        |
| Multi-Faceted Solutions .....                         | 12        |
| <b>How Global Payout Orchestration Can Help .....</b> | <b>13</b> |
| <b>Legislation .....</b>                              | <b>14</b> |

Beyond being helpful, global payouts have become a necessity for many modern businesses. And that's where **MassPay** comes in—simplifying the entire process by allowing companies to initiate international payouts directly from their applications—and keep tabs on the progress of those payments at the same time.

With cutting-edge multi-currency transaction capabilities and integrated wallet functionality, users can fund payouts to over 175 countries and in over 70 currencies, including crypto.

**MassPay is the global payout solution you've been waiting for.**



Whether you're a creator platform looking to pay your talent on the other side of the world, a marketplace connecting buyers and sellers, a direct sales organization expanding globally, or an international company with operations in multiple countries, global payments are vital. Don't get left behind - embrace the power of global payouts and unlock a world of business opportunities.

**MassPay** is the ultimate global payout orchestration platform that simplifies complex payment processes for businesses across various industries. With our cutting-edge platform, **MassPay** helps companies streamline global payouts and take their business to new heights.

# RISE OF DIGITAL PAYMENTS

The rise of digital wallets has been, in a word, phenomenal - **Did you know an estimated 2.8 billion people were already using mobile wallets globally in 2020?** We're already in the digital payment age, and it's only going to increase.

Projections say this number will grow to over **4.8 billion by 2025**, with emerging markets such as Asia-Pacific and Africa fueling this rapid expansion.

If these projections are anywhere near correct, this would mean over half of the world's population would be using a digital wallet in a matter of months.

**Are you and your systems ready for the digital payment era?**



# FIAT CURRENCY

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Fiat currency (the paper or digital money issued and regulated by governments) is the backbone of the global economy.

Many rely on it for everyday transactions, from buying a cup of coffee to investing in stocks—and now, by some estimates, [fiat currency accounts for over 95%](#) of all money invested worldwide.

While it's been subject to criticism and volatility, fiat currency remains the lifeblood of our financial system and an essential tool for businesses and individuals alike.



# CONTACTLESS PAYMENTS

In recent years, we've seen explosive growth in contactless payments—the industry has [a projected value](#) of \$17.9 billion by the end of 2025. Behind this surge in popularity are factors like speed, convenience, and enhanced security and safety measures.



And as more and more consumers embrace the benefits of contactless payments, businesses must keep up with the trend to stay competitive in the ever-evolving world of commerce.

# CRYPTO AND BLOCKCHAIN

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Crypto and blockchain are revolutionizing the world of finance, with their decentralized and secure nature offering a host of benefits for businesses and consumers alike. Thanks to advantages like eliminating intermediaries and reducing transaction costs, crypto empowers emerging markets and facilitates financial inclusion for millions of people.



Meanwhile, blockchain's immutable ledger technology is enabling virtually instantaneous transaction processing and settlement. In turn, it's streamlining a variety of industries, from supply chain management to healthcare.

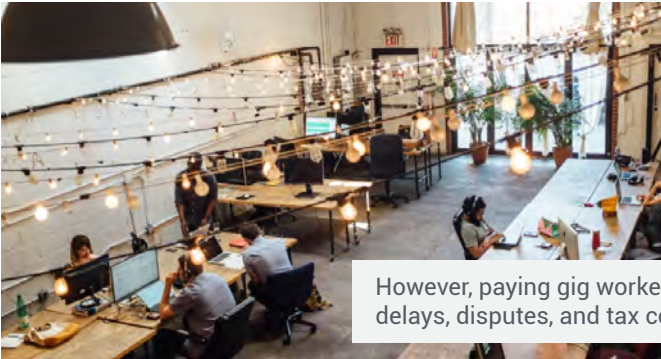
We anticipate seeing even greater innovation and disruption in the coming years—the global blockchain market is **expected to reach \$163.83 billion by 2029**, a testament to the growing importance of this technology in our increasingly digital world.



## GIG ECONOMY

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The gig economy has experienced an impressive growth spurt, with an estimated **70.4 million people in the U.S.** alone participating in freelance work in 2022.



As the nature of work as we know it continues to evolve, the gig economy has become an essential source of income for many, offering flexibility, autonomy, and a chance to pursue one's passions.

However, paying gig workers can prove challenging, with payment delays, disputes, and tax compliance complicating the process.



# CONTENT CREATOR ECONOMY

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The content creator economy is a **swiftly growing industry** changing how we consume and monetize content. With tens of millions of creators across various platforms, from YouTube to Instagram to TikTok, the creator economy **generates billions of dollars in revenue** through platform payouts, tips, and affiliation deals.



While the creator economy may have started as a niche industry, its impact on the broader economy cannot be ignored.



# THE BIG PICTURE

## OPEN BANKING APIs ARE KEY

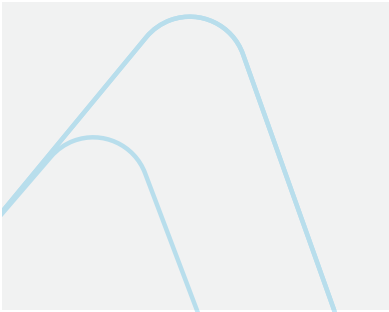
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Open banking APIs are rapidly becoming the core of the payments industry. The insights identified here are increasing the speed in which they are developed and adopted. It's not slowing down anytime soon.

APIs like MassPay's let companies effortlessly integrate with modern payment solutions and provide a low-cost solution that fits their unique needs. This added flexibility is vital for businesses to stay competitive in the digital payment era.

# FLEXIBILITY

Open banking APIs are changing the game by providing flexibility and low-cost business solutions customizable to unique needs. With easy integration and a range of tailor-made options, open APIs empower businesses to streamline payment processing, reduce costs, and improve customer experiences.



Now, as the demand for faster, more secure payment solutions grows, open banking APIs will revolutionize how we do business.

**How well defined are your open banking and API strategies?**



## MULTI-FACETED SOLUTIONS

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Multi-faceted solutions matter more than ever in the evolving financial world and will be critical to staying competitive in this fast-paced industry.

Open banking APIs must offer features that enable businesses to plug into a multi-faceted finance ecosystem, from enhanced security and compliance to comprehensive support and a global reach – which is what **MassPay** offers with its single API - and single KYB process - for payouts in over 170 countries and 70+ currencies. When they leverage these capabilities, businesses streamline operations, reduce costs, and improve customer experiences.



# HOW GLOBAL PAYOUT ORCHESTRATION CAN HELP

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**MassPay's** payout orchestration platform offer fast and easy adoption of new payment solutions, allowing businesses to focus on other aspects of their operations while staying ahead of the competition in the digital landscape.

**MassPay's** comprehensive **Developer Portal** has been created with you in mind. It is home to our comprehensive REST API documentation that covers everything you need to know about integrating **MassPay's Global Payout Services** into your existing systems. With step-by-step guides, examples, and detailed explanations, you'll be able to quickly and easily **MassPay** which will save you time, money, reduce manual work, and reduce the risk of errors associated with global payouts.

## **MassPay's** integration in a nutshell

- No start-up costs required
- Access to a global network covering 170 countries
- Multiple currencies
- Intelligent global routing guarantees successful payouts
- Security features boost customer loyalty

Say goodbye to complex processes and hidden fees, and say hello to seamless global payments when you utilize [MassPay's global payout orchestration platform](#).



# LEGISLATION

The rise in proposed legislation for cryptocurrencies and alternative payment methods is a significant trend businesses must monitor. Increased attention from governments worldwide is evident.

In the United States alone, Congress introduced [50+ new digital asset bills that impact regulation, blockchain, and CBDC policy in 2022](#). Adapting to these changes is crucial for success in the evolving payment ecosystem.

The proposed legislation aims to establish regulatory frameworks for consumer protection, to combat illicit activities, and to promote transparency.





**MassPay**