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**PRESS RELEASE**

**Publication of “Banks & Innovation”  
the role of banks in the digital economy**

**Diversity of invention, speed of diffusion of innovation, shattering of modes of consumption, change in work organisation, the data revolution... the societal changes driven by the digital revolution are many, lasting and far-reaching, and are occurring at an ever-faster pace. French banks are leading the way in digital media. Some 72% of French people believe their banks to be forward-looking<sup>1</sup>, a 10-point increase year-on-year. In French Banking Federation publication “Banks & Innovation”, the banking networks are shown to be both central to and a driving force behind innovation.**

Almost 8 out of 10 French people<sup>1</sup> now check their bank account online. More and more customers are using the Internet to communicate with their bank advisor (51% vs 43% in 2016) and carry out simulations before subscribing to a product (39% vs 31%).



These changes are helping to reinvent the ties between banks and their customers. Combined to security innovation issues, its leadership role in the digital financial ecosystem, and the efforts to keep people at the heart of the digital transformation, the French banking sector takes up numerous challenges on a daily basis. The “Banks & Innovation” document gives a global view of how the digital revolution is speeding up change in the banking industry and how it fully integrated it.

According to Marie-Anne Barbat-Layani, Chief Executive Officer of the FBF: *“The French now carry their bank in their pocket! The only apps they check more frequently than their bank apps are the weather and social media. This is proof that the sector has made the leap into the digital era. But numerous challenges still remain, notably as regards cybersecurity”.*

[Click here to consult the Banks & Innovation document](#)

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<sup>1</sup>Image survey of banks, BVA, 2017