Digital Payments
The time is now

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and Eastern Europe

Evolution of **digital payments landscape** for consumers

MasterCard Worldwide

Use cases

The payment experience will be converged, omni-channel and increasingly driven through mobile

Consumer value-prop

Consumers will demand more than just convenience. Challenge for issuers will be to become *'top-of-device'* app and *'top-of-wallet'* in 3rd party wallets

Competition

Digital giants will capture significant share of digital transactions, though issuers will continue to play an important role

Technology

Biometrics and tokenization will drive a step-change in security and convenience. Real-time payments information will become the 'new normal'

Landscape 2020

MasterCard's vision for the future of digital payments

Eliminate the trade-off between security and convenience

MasterCard
Worldwide

All cards will be digitized[1] and can be used securely in any channel (browser, in-app, proximity)

EMV level security for all transactions, including remote (e.g., e-commerce)

Strong, convenient **biometric authentication** (e.g. fingerprint)

Converged solution to make payments and track them across channels, with a **single set of credentials**

Consistent transaction experience across channels and between issuers, **centered on the mobile**

Minimal manual entry (e.g., customer details, PAN, addresses)

1. Tokenised and provisioned to a mobile device

Realising the vision for digital payments will unlock significant **benefits for all parties**

Issuers
- Strong **consumer engagement** through frequent touch points
- **Reduced fraud** with strong security on all digital transactions
- **Prevent disintermediation** by improving ability to compete with alternative payment providers (e.g., PayPal etc.)

Consumers
- Ability to **make and track payments conveniently in all channels** using a **converged digital wallet**
- **Simple, intuitive payment experience** across channels
- **Stronger sense of security** on all payments

Merchants
- **Faster checkout** and **reduced drop-outs**
- **Higher satisfaction** with an enhanced experience
- **Liability protection** on all transactions
- **Lower risk** (and cost) of storing sensitive customer data