Without EMV
THE MOBILE PAYMENT TIGHTROPE
For banks and retailers, the road to secure emerging payment methods is a difficult one to walk alone. Implementing EMV standards and cards, taking gradual steps and working with all players in the payments ecosystem can help avoid a situation where the consequences of fraudulent transactions and damaged reputations loom large.

Mobile Risk
In a 2014 survey, 51% of merchants, service providers and card issuers saw mobile as riskier than standard e-commerce — up from 42% last year.

Missing Out on NFC
NFC technology is complementary to EMV and allows the technology to be deployed on smartphones; it is not a replacement for EMV.

Embracing EMV
THE MOBILE PAYMENT TIGHTROPE
Mag-stripe payment cards use an old technology developed in the 1970s that is no longer secure. Mag-stripe cards are being phased out by chip-based payment cards, or EMV cards, which provide more security and prevent fraud.

EMV Ecosystem
EMV technology gives banks the option to deploy contactless card payments and mobile NFC tap-and-go wallets. Approximately 2.37 billion EMV cards are in circulation, and more than 36.9 million EMV terminals are active worldwide.

Mobile Opportunity
The global mobile wallet market is anticipated to reach $5.25 billion by the end of 2020. EMV is the natural bridge from current card payments to mobile wallets.

Security Issues
Without the security of EMV technology, fraudsters are waiting for the right opportunity to attack transactions.

Losses Decrease
After implementing EMV in Canada, losses from debit card skimming fell from CAD$142 million in 2009 to CAD$29.5 million in 2012.

Data Sources
http://www.emv-connection.com/emv-faq/