Opportunities

- E-commerce is booming: +20% in 2014 reaching 1.471 trillions
- Mobile payments is also booming: avg +40% in the last 3 years
- The frontier between online and physical payments is blurring
Challenges

A very small percentage of people finalizes their buying:
- 72% average cart abandonment rate across device
- 97% on mobile

Online Fraud (CNP) is 10 times higher:
- 0.09% fraud rate on physical credit-card payments
- 0.9% fraud rate on online payments
- 14% of total debit cards in the US exposed to data breaches in 2013 (5% in 2012)

- New payments instruments: e.g. crypto-currencies
- New requirements: e.g. micro-payments, coupons, loyalty cards
Process

• A workshop to query the community at large and evaluate the momentum for standardization and key work items

• Post-workshop stakeholders engagement within W3C

• Launch of relevant groups (Interest group, Technical Working Group(s))
W3C Web Payments Workshop - Stakeholders

- **Banks:** BBVA, HSBC, Rabobank, ING, BPCE
- **Payment Industry:** Gemalto, ingenico, Worldline, Oberthur, Bloomberg
- **Standardization Bodies:** PCI, GS1
- **Regulators:** Federal Reserve, European Union
- **Alternative Payment/Currency providers:** ripple, Ven
- **Mobile & Web Industry:** Google, Microsoft, AT&T, Telefonica, Mozilla, GSMA, T
Workshop Output: Next steps

- A Web Payments Interest Group to act as steering committee
  - Creating a forum for all the stakeholders to cooperate and enable a level playing field:
    - Web Industry & Browser makers
    - Mobile Industry
    - Finance Industry
    - Merchants
- New technical work items organized around:
  - **Wallets**: Providing a seamless experience for users to manage multiple payments instruments & access new value-added services (loyalty, coupons, etc.)
  - **Authentication & security**
    - Moving out of CC info Exchange
    - Using stronger authentication methods such as hardware tokens, biometrics, second factor authentication etc.
W3C Web Payments Interest Group

- Banks: Rabobank, BPCE
- Payment Industry: gemalto, ingenico, Bloomberg, VISA
- Merchants: TARGET, NACS
- Regulators: Federal Reserve, Financial Services
- Mobile & Web Industry: veriSign, Verizon, Oracle, Apple, Orange, AT&T, IBM, Yandex, CISCO, Telenor, GSMA, SAP
• Payments on the Web is facing a few challenges that need a response from all the stakeholders involved in the domain.

• A community including Web industry, Telecom industry, Finance-Payments industry and Retailers/e-commerce industry is forming at W3C to tackle these challenges

• The new activity is just starting and requires involvements of all parties to shape the agenda and take into consideration all the requirements

• We would be happy to understand your current focus and interests

• If the goals that we set in the Charter align with yours, we would encourage you to join W3C and the Interest Group – and work with us on these new standards.
References

• W3C Web Payment Workshop Report: http://www.w3.org/2013/10/payments/final_report.html
• W3C Web Payments Home Page: http://www.w3.org/Payments
• W3C Web Payments IG charter: http://www.w3.org/2014/04/payments/webpayments_charter.html
• First face-to-face meeting minutes: http://www.w3.org/2014/10/f2f-wpay-minutes.html
• Web Payments IG Wiki: https://www.w3.org/Payments/IG/wiki/
• W3C Workshop on Authentication, Hardware Tokens and Beyond: http://www.w3.org/2012/webcrypto/webcrypto-next-workshop/Overview.html
• HTML5Apps EU Project “Closing the gap with Native”: http://html5apps-project.eu/
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