



# EMV Liability Shift:

Why Financial Institutions Should  
Get Their ATMs in Line

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# Presenter

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- More than 16 years of experience in payments through various leadership roles at SourceMedia, most recently as Editorial Director, Payments Group
- Areas of specialization include emerging payments, mobile wallets and EMV

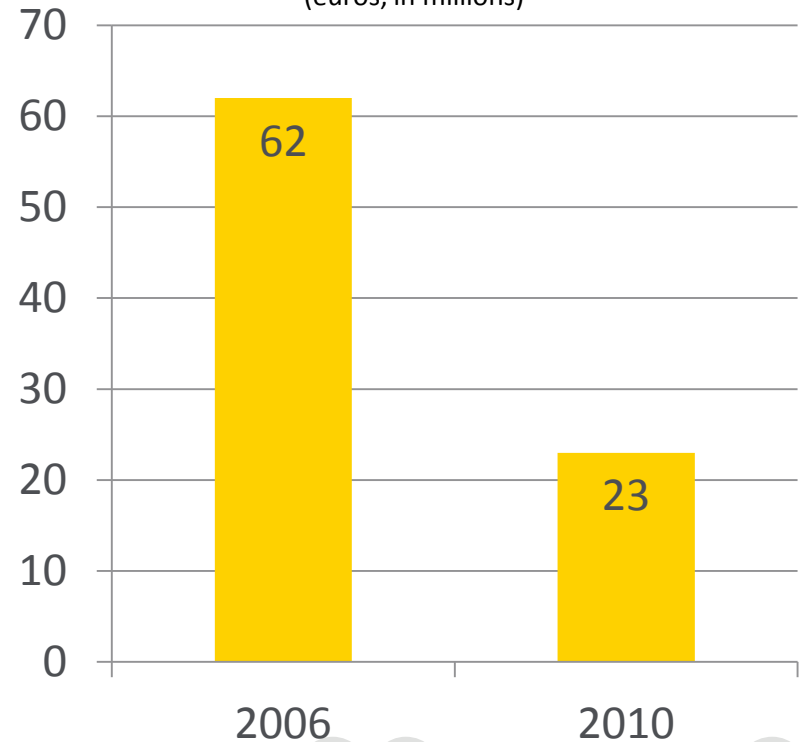


# Key Facts about ATM fraud

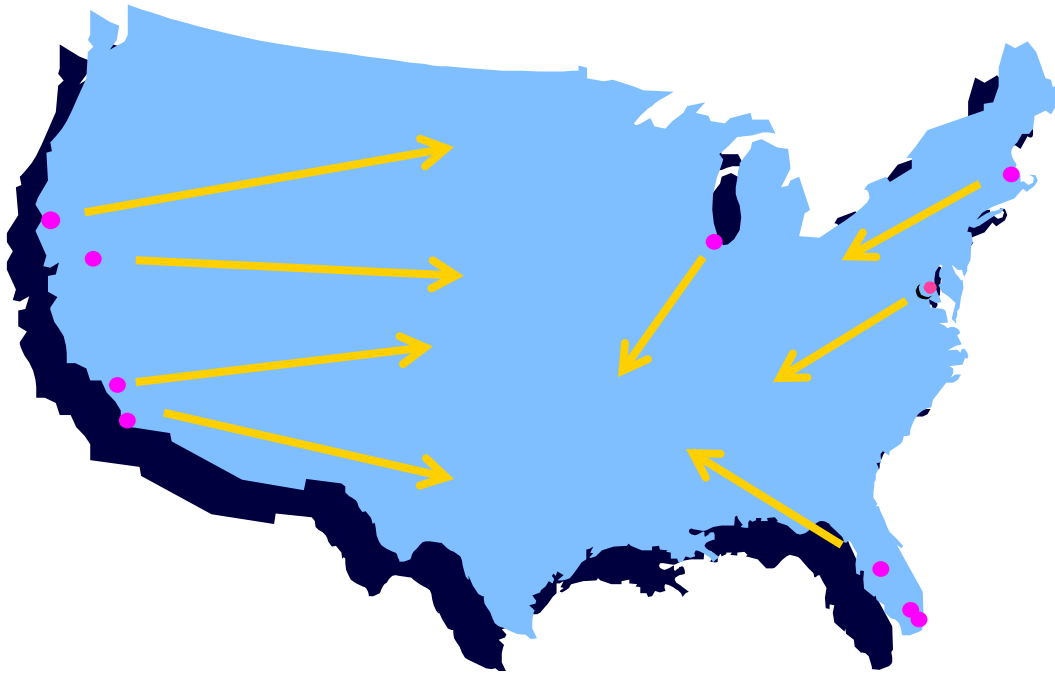
- U.S. ATM skimming costs total \$1 billion annually\*
- European EMV deployments have shown proven results to reduce fraud costs

## European ATM-Skimming Losses

(euros, in millions)



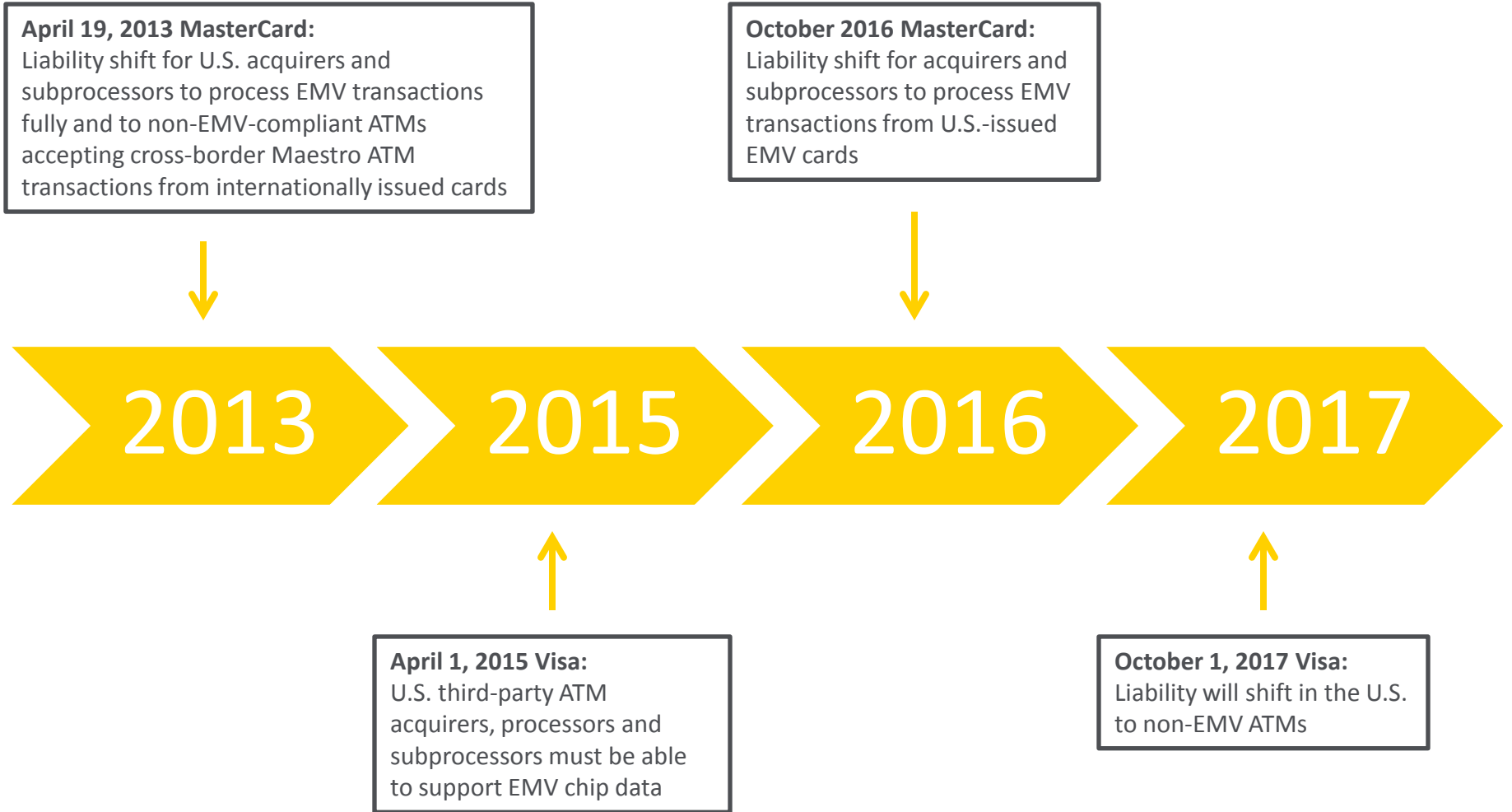
# Tourist destinations likely affected first



The top U.S. destination cities for international cardholders are:

- 1) New York
- 2) Miami
- 3) San Francisco / Berkeley
- 4) Las Vegas
- 5) Los Angeles / Hollywood / Anaheim
- 6) Orlando/Kissimmee
- 7) Chicago
- 8) Miami Beach
- 9) Boston/Cambridge
- 10) San Diego

# U.S. ATM EMV Road Map



Sources: Company Announcements, Mercator Advisory Group

# You're Not Alone

- More than 400,000 bank and independently owned ATMs in the U.S.
- Average cost to upgrade: \$3,000 to \$4,000

# Benefits from EMV Compliance

- Costs recovered over time
- Marketing opportunities
- Demonstrated thought and vision leadership to customers or members

# Key Takeaways

- EMV adoption in the U.S. is inevitable
- Doing nothing is a risky choice in a high-stakes game
- Financial institutions must plan to upgrade based on input from their processor, software provider and hardware vendors