



THE MERCHANT OPPORTUNITY

3DS2 & BEYOND

MAHMOUD EL-AZZEH
HEAD OF PRODUCT – PAYMENTS @ DAZN

WELCOME TO DAZN

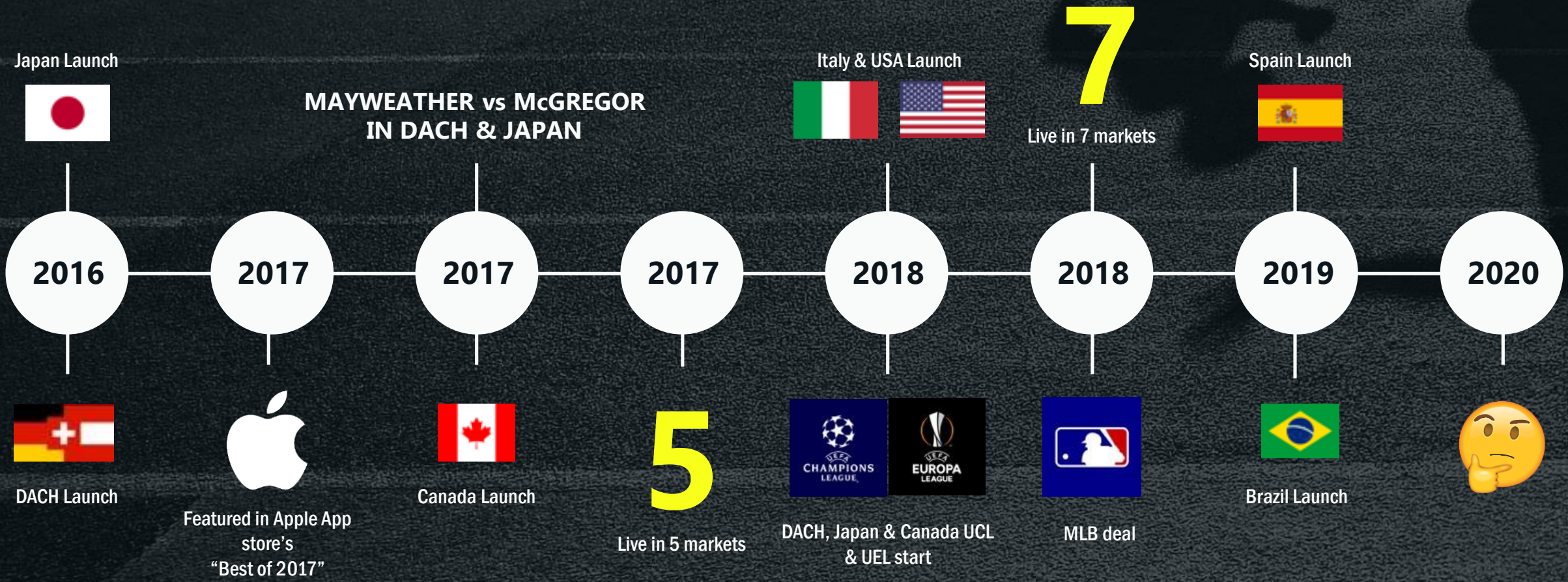
DAZN is redefining the linear world of sports entertainment through the creation of the world's first, pure OTT, sports broadcast platform

LETS ***CHANGE***
THE GAME

DAZN

KEY MILESTONES

LAUNCHED IN 7 MARKETS IN 2 YEARS – DEBUTED IN BRAZIL & SPAIN IN 2019



+ A DEDICATED TEAM OF EXPERTS EQUIPPED TO BUILD BRANDS & CEMENT LEGACIES:
MARKETING, PARTNERSHIPS AND PUBLIC RELATIONS

MARKET LEADING RIGHTS IN ALL TERRITORIES



PARTNERSHIPS

- WTA (Global)
- CONMEBOL (Global)
- FIBA (Global)
- EHF (Global)
- NFL (Multi-Territory)
- matchroom boxing (Global)





HOW PAYMENTS WORKS AT DAZN



Subscriptions



Direct



In-App Purchases



Partner Billing

PSD2 AND YOU

E-Commerce

Subscriptions

In-App Purchases

Card Scheme Rules



WHERE DID IT GO WRONG?

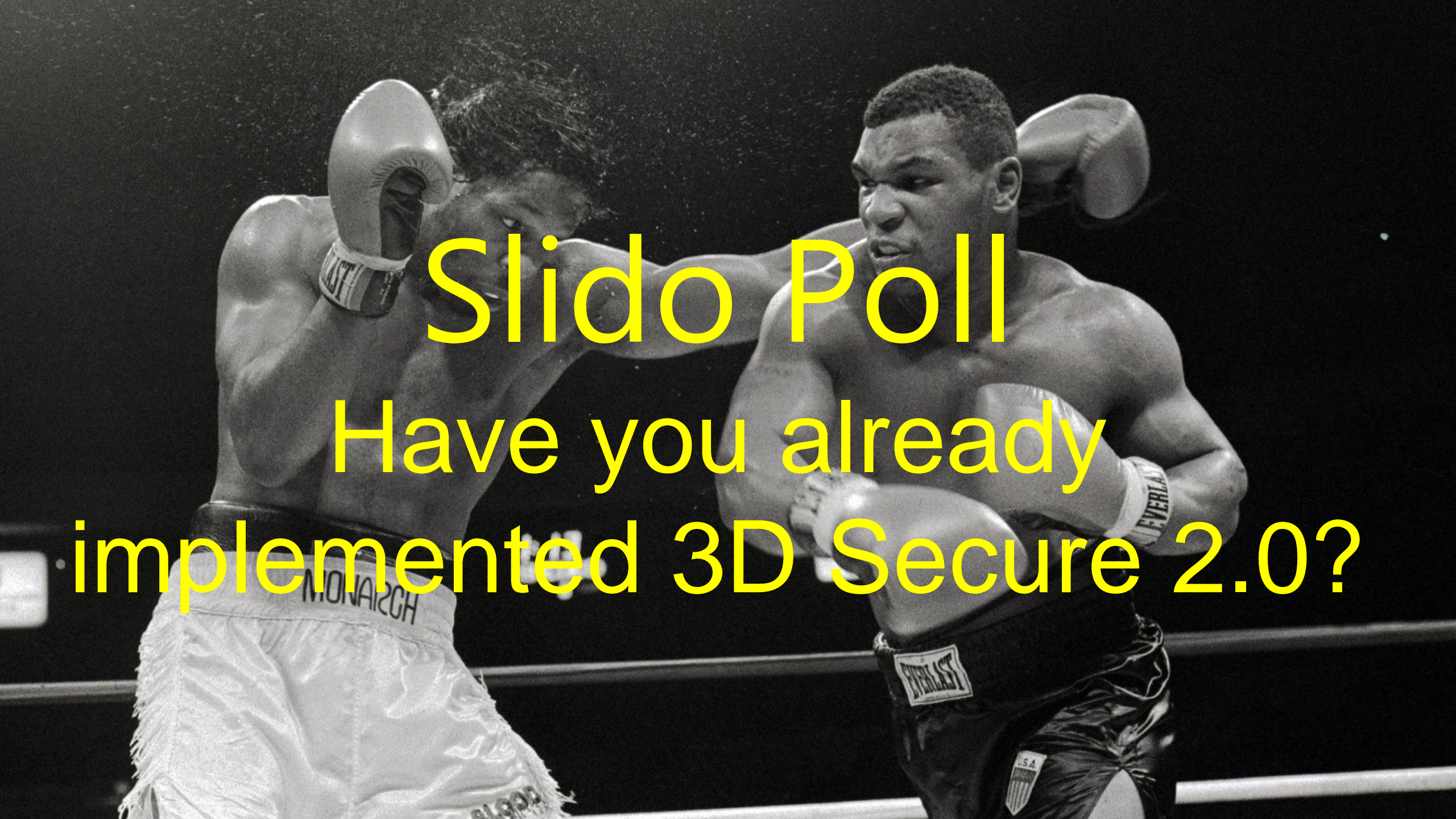
SMS OTP Fiasco

Lack of adoption

Timing and notice

Vote time!





Slido Poll

Have you already implemented 3D Secure 2.0?

NOW WHAT?





TEST & PIVOT

IMPLEMENT

3DS1 Fallback

Smart Address Look-Up

2nd Screen Sign Up

Brexit doesn't count



TEST

Friction = More Auth?

Exemplary Exemptions

Country > Bank > Timing

Xmas, Xmas, Xmas



PIVOT

Wallets

Online Direct
Debit/Banking

Omnichannel

...PayPal



OTHER SILVER LININGS

Going Global

Fraud

Power of Preference

Opportunities



A photograph of two female UFC fighters shaking hands in the octagon. The fighter on the left is seen from the back, wearing a black UFC singlet with a tattoo on her left shoulder. The fighter on the right is facing forward, wearing a black and green UFC singlet and green shorts with a black waistband. Both are wearing blue and black UFC gloves. The background is a blurred octagon cage with blue lights.

QUESTIONS?

THANK YOU

