Key 10 Regulatory Challenges: 2025 Midyear

The remainder of 2025 will likely bring agency priorities for Al, cybersecurity, data privacy, tariffs and antitrust with policy changes that are generally expected to favor national security over consumer protections. These changes are expected to have differing impacts depending on sector/services (for example between social media and other "Big Tech", such as hyperscalers).

Key Regulatory Signals



Regulatory Pullback

Focus on deregulation, but nuanced across agencies (e.g., FCC,FTC).



National Security Focus

Regulations centered on maintaining national security, including cybersecurity and control of tech products.



Investigation & Enforcement

Increased enforcement actions and investigations into Administration (e.g., content moderation, anti-trust).



Data Privacy

Expanded regulatory divergence (global, federal, states) in areas such as AI, and data handling.

Technology, Media and Telecommunications companies should expect regulatory focus and change across:



Regulatory Divergence



Trusted Al & Systems



Cybersecurity & Information Protection



Financial Crime



Fraud & Scams



Fairness & Protection



Financial & Operational Resilience



Parties & Providers



Governance & Controls



Markets & Competition



Key 10 Regulatory Challenges: 2025 Midyear

Executive Orders: 10:1 Deregulation; Accountability for All Agencies; DOGE Deregulatory Initiative; Repeal of Regulation Beyond Authority.

e.g., Agency implementation of Eos.

Withdrawal of Proposals: Recission of regulatory proposals from the previous administration.

e.g., FCC withdrawals of infrastructure builds and bulk billing ban proposals.

New Reviews/Direction: Review/rescind policies, directives, regulations, orders 'not consistent' with new Administration priorities.

e.g., RFI Al/180-day plan, revise NIST, ease notification duplication.

Expanded Use of Tariffs/Sanctions:

Continued/expanded use of broad/targeted tariffs, and as primary/secondary sanctions.

Cybersecurity Streamline: Focus on strengthening critical cybersecurity infrastructure (supplying actionable data).

Investments, including connected products and defense tech.

Tariff Changes: Can introduce significant market uncertainty and changes to parties/providers.

e.g., Tariffs on Chinese tech to protect IP rights, secondary sanction on IP technology/ metal intermediaries.

e.g., Refocus of CISA, look to streamline duplicative notification requirements.

e.g., Funding in reauthorization/budget.

e.g., Supplier shifts, workforce/capacity location changes.

Regulatory Pullback



What's coming...



National Security Focus



Data Privacy

Investigation & Enforcement



'Free Speech': Investigative perceived suppression of 'free speech'/censorship in line with Administration

priorities.

"Evidence of Effects"/Direct Harm: Adopting a new focus on the practical impact of anti-competitive practices and evidence of consumers harmed.

Differing Sector Impacts: Varying focus/impact based on sector/ company/services (e.g., social media versus 'BigTech', hyperscalers, etc.).

e.g., Scrutinizing government funding, content moderation platform practices, public statements and disclosures.

e.g., FTC inclusion of anticompetition effects in enforcement actions, focus on direct consumer harm evidence (versus disparate impact)

e.g., FTC anti-trust guidance/enforcement, final COPPA.

Divergence: Between federal/global/state expectations.

Children's Privacy: Rules on parental consent, data collection for child users online.

Foreign Restrictions: transactions around foreignconnected hardware and software collecting data on U.S. consumers.

e.g., State Al bills with data and privacy components.

e.g., Continued Congressional attention, COPPA, state actions.

e.g., Bulk sensitive data handling, foreign-based data access/handling.



Signals

Signals



Key 10 Regulatory Challenges: 2025 Midyear

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"Growing regulatory divergence and fragmentation add another layer of complexity to establishing a clear path from strategy and operations to effective risk and compliance. Will a deregulatory policy really equate to deregulation?" 66

"Technology, media, and telecommunications companies will be paying particular attention to regulatory changes concerning AI, cybersecurity, and data privacy. By treating uncertainty and risk as fundamental inputs into business strategy, TMT companies can position themselves to adapt quickly and seize opportunities, paving the way for growth and success."

Mark Gibson, Partner

TMT Global Leader

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"Tech, media, and telecommunication companies are dealing with an increasingly complex regulatory environment. Social media companies are facing more pressure on content moderation and anti-competitive behavior, while hyperscalers and Big Tech are dealing with national security concerns, including cybersecurity and the handling of sensitive data. Everyone is dealing with the unknowns of tariffs and sanctions. To survive, companies will need the ability to react quickly when needed, while keeping an eye on longer-term business goals."

Michael Isensee, Partner Technology Leader

Amy Matsuo, Principal & Leader KPMG Regulatory Insights



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Michael Isensee
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Consulting Technology Risk Leader



Ten Key Regul

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