



## Impacts of Regulatory Actions on Payment Technology

24 February 2021 By: Krista Tedder

Over the past 10 years, the United States has seen a shift in how consumer and business protections coexist with a greater emphasis on regulating the financial services ecosystem under the guise of fair play. The encroachment of technology companies into traditional banking functions, data collection, and usage capabilities signals a call for change.

Financial service providers will be a driving force in how the payment landscape changes. A focus on having fair and equitable services for financial institutions, merchants, networks, and consumers will create a lot of conversation and, ultimately, revenue challenges for different market participants. The movement to reshape financial services has already started, and in 2021 the proposed regulatory changes will forge new market dynamics and shifts in payment strategies.

### **Key questions discussed in this report:**

- What revenue implications do financial services providers need to understand with the upcoming regulatory action?
- What are the implications of the large technology companies being regulated?

**Companies Mentioned:** Amazon, Apple, Citibank, EMVco, Google, Mastercard, PayPal, Plaid, Samsung, Square, Venmo, Visa

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