

# THE DMA TECH EFFECT:

## A FUTURE OF BROKEN FEATURES

The European Union's Digital Markets Act (DMA), presented as a measure to create fair and open digital markets, imposes rigid obligations on seven designated "gatekeeper" technology companies, most of which are leading American innovators. Its interoperability mandates and other restrictions on tech may weaken seamless consumer experiences.



### WHAT COULD BREAK?



#### App Security

##### ✓ Before

Trusted app stores with rigorous security screening

##### ✗ After

More third-party app stores and greater exposure to scams, malware and other unsafe software



Forcibly expanding sideloading and alternative app stores increases security risks and creates new opportunities for fraud and cyberattacks. Not all app marketplaces apply the same security standards consumers expect from authorized app stores.



#### Airpods Integration

##### ✓ Before

Instant pairing, seamless switching, accessibility features at your fingertips

##### ✗ After

Slower connections, reduced functionality and delayed feature rollouts



Consumers could lose access to integrated features including accessibility and translation tools because companies may be forced to redesign products.



#### Google Maps

##### ✓ Before

Smart, built-in navigation integrated across your device

##### ✗ After

More friction accessing the tools consumers already prefer



Platform restrictions could limit how deeply navigation services integrate with operating systems, reducing convenience and seamless functionality.



#### Messaging

##### ✓ Before

Seamless messaging with full-feature experiences

##### ✗ After

Compatibility requirements may lead to broken or inconsistent features



Forced interoperability between messaging services could reduce feature quality, create inconsistent experiences and slow innovation across platforms.

### WHY THIS HAPPENS



**DMA  
REGULATION**



**MANDATORY  
INTEROPERABILITY**



**LESS CONTROL OVER  
INTEGRATED ECOSYSTEMS**



**HARDER OPTIMIZATION +  
REDUCED DIFFERENTIATION**



**WEAKENED SECURITY AND  
WORSE USER EXPERIENCE**



### WHEN CONNECTED ECOSYSTEMS ARE BROKEN APART, NEW RISKS EMERGE. CONVENIENCE AND SECURITY BECOME COLLATERAL DAMAGE.

The Digital Markets Act risks weakening the seamless, secure technology experiences consumers depend on every day. If similar policies spread globally, users could face more friction, fewer features and greater security risks across their digital lives. Congress should take care not to import flawed European tech policy to the US.

