



Shape the future
with confidence

Creating more customer confidence in AI

Perspective for technology,
media and telecommunication
providers



The better the question. The better the answer.
The better the world works.

Consumer demand is high but trust is low

To realise the benefits of artificial intelligence (AI), leaders must build confidence and agency, not just focus on technology.

Consumer sentiment towards AI highlights a confidence gap:¹ Despite 70% of the UK population engaging with AI in their daily life, only 38% believe its benefits outweigh the potential negatives.

Public sentiment towards AI remains cautious, with the UK scoring only 54 out of 100 in the Index – one of the lowest scores globally. AI's integration into professional settings also requires attention: only 44% of UK consumers use AI in their professional roles, compared with 67% globally.

Despite this, AI is gaining traction in key TMT applications: 22% use AI for personalised content and 21% leverage AI for smart device management. Comfort levels with AI-based product and service recommendations is even higher (34%).

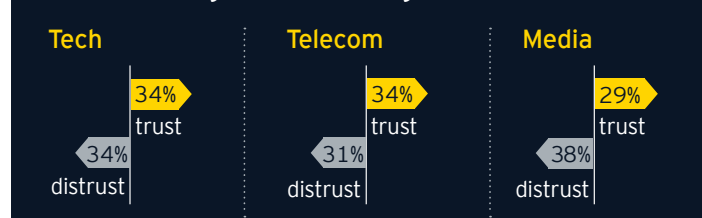
AI is gaining traction in TMT applications:



Tackling the trust deficit in Technology, Media and Telecommunications (TMT)

The AI confidence gap also leads to scepticism that TMT organisations will manage AI with their best interests in mind. Consumers tend to voice trust and distrust equally, with media and entertainment companies more exposed to concerns.

Trust in UK organisations' AI governance is mixed:



Receptivity to AI use cases can travel higher, but only if TMT providers address the concerns that inform the trust deficit, including factors such as privacy, security, reliability and accountability.

1. EY AI Sentiment Index Study, EY, 2025

Responsible AI strategies are under pressure

While there is strong consumer interest in AI, trust remains a significant barrier, underscored by the cautious attitudes and low confidence scores seen across the UK. This lack of trust aligns with the concerns voiced by TMT leaders regarding privacy, security, reliability and accountability. To gain a competitive edge, leaders must embed responsible AI across the business and align with what really matters to consumers.

Our global Responsible AI pulse² collects C-suite views on responsible AI adoption. This year's global findings show that technology, media and telecommunications leaders recognise the importance of meeting consumer needs - 67% say their AI approach is aligned to customer expectations.

However, UK executives cite the following as key concerns:



Generating AI outputs that are unreliable, inconsistent or inaccurate



Suffering security breaches in our AI system



Failing to protect the privacy of AI data

Furthermore, C-suite leaders may overestimate how aligned they are with their customers, since consumers are twice as likely to voice anxieties relating to privacy, security and accountability.

Time to tackle the barriers to responsible AI

TMT executives in the UK face significant hurdles in scaling AI responsibly, with resource limitations, insufficient risk strategies and regulatory uncertainty all contributing to a cautious and constrained approach to AI adoption.

- **Resource constraints:** 50% of UK executives cite resource constraints highlights a significant barrier to scaling AI initiatives within the sector.
- **Immature technology risk strategies:** Over half (51%) of UK executives feel their technology risk strategies are inadequate for managing emerging AI risks.
- **Regulatory complexity:** 47% of UK executives believe complexity and uncertainty around AI regulations limit their ability to adopt and scale AI.

Bridging the gap between consumer expectations and executive perceptions is crucial. Only by embedding responsible AI practices that directly address these concerns can organisations build the confidence needed to fully realise AI's transformative potential in the sector.



2. "EY Responsible AI Pulse survey", EY, 2025

Building a licence to lead in AI

Responsible AI can give TMT organisations a competitive edge as they prepare to scale their AI capabilities internally while also aligning with customer needs. It needs to be part of the entire AI development and innovation process, from early ideation to deployment, with even greater focus on the voice of the customer as a critical feedback loop.

Organisations in the TMT sector must:

- Build AI systems with transparency, ethics and user control.
- Bridge the adoption gap and address the trust deficit by educating users and demonstrating value.
- Align AI innovation with the requirements from government and regulations, and to the needs and concerns of your customers and employees.

How we can help TMT organisations with Responsible AI

We help organisations to navigate AI with confidence by:

- **Managing emerging risks by building confidence in AI:** Leverage robust frameworks and governance that instill confidence and empower [responsible transformation](#).
- **Identifying a route to quantifiable value:** Using a data-driven approach our Value Accelerator helps TMT organisations map where AI investment should be made by pinpointing where the highest-impact opportunities across the value chain exist.
- **Overcoming resource constraints by augmenting people potential:** Create a future where seamless people-AI collaboration achieves extraordinary outcomes.

Agentic AI

With EY.ai you get a partner that understands your business and industry, brings together a holistic ecosystem and can seamlessly connect AI capabilities to help you drive AI-enabled business transformations.

Find out more at: [EY.ai](#)



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All in to shape the future with confidence.

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