APP DEVELOPERS **DESERVE A LEVEL PLAYING FIELD**

One company has total control over the iOS ecosystem, including the apps consumers get to use on their devices, and the way those apps operate. After nearly a decade with no oversight, regulation, or fair competition, it's time for Apple to open up the App Store.

The Coalition for App Fairness is an independent nonprofit organization founded by industry-leading companies to advocate for freedom of choice and fair competition across the app ecosystem. Our members want every app developer to have an equal opportunity to innovate and engage with their customers, free from arbitrary, draconian policies that are applied in a capricious manner, unfair transaction fees (also known as an "app tax"), or monopolistic control by platform owners like Apple. The Coalition represents innovators of all kinds — from startups to small developers to indie studios to first-time creators to established, recognized brands.

key issues

THE APP STORE IS RULED BY ANTI-COMPETITIVE POLICIES

Apple uses its complete control of the iOS operating system and the App Store to favor its own apps over the competition. The company limits the features available to equipment manufacturers and app developers, designs restrictive policies that are only applied to competitors and not its own apps, forces developers to sell through the App Store and use its in-app purchasing system, and brazenly steals ideas from competitors.

30% "APP TAX" ON CREATORS AND CONSUMERS

For most purchases made within its App Store or through apps, Apple takes 30% of the purchase price. This unfair "app tax" cuts deeply into consumer purchasing power and developer revenue, and it creates a steep barrier of entry for new developers, hurting their ability to innovate. It is especially unfair when imposed on apps that compete directly with those sold by Apple, driving up their prices and putting them at a distinct competitive disadvantage.

THE APP STORE LIMITS CONSUMER FREEDOM

All 1.4 billion iOS devices around the world are limited to using apps from one source: the App Store. This means one company gets to dictate what apps are acceptable and make all the rules for competition, pricing, and choice. These App Store policies have created a prison that consumers are required to pay for and that developers cannot escape, if they want to reach half the world's smartphone users.

our vision

We believe that every app developer is entitled to fair treatment and that every consumer should have complete control over their own device. Our App Store Principles will ensure a level playing field for platforms like Apple and a consistent standard of conduct across the app ecosystem.

app store principles

1. No developer should be required to use an app store exclusively, or to use ancillary services of the app store owner, including payment systems, or to accept other supplementary obligations in order to have access to the app store.

2. No developer should be blocked from the platform or discriminated against based on a developer's business model, how it delivers content and services, or whether it competes in any way with the app store owner.

3. Every developer should have timely access to the same interoperability interfaces and technical information as the app store owner makes available to its own developers.

4. Every developer should always have access to app stores as long as its app meets fair, objective and nondiscriminatory standards for security, privacy, quality, content, and digital safety.

5. A developer's data should not be used to compete with the developer.

6. Every developer should always have the right to communicate directly with its users through its app for legitimate business purposes.

7. No app store owner or its platform should engage in self-preferencing its own apps or services, or interfere with users' choice of preferences or defaults.

8. No developer should be required to pay unfair, unreasonable or discriminatory fees or revenue shares, nor be required to sell within its app anything it doesn't wish to sell, as a condition to gain access to the app store.

9. No app store owner should prohibit third parties from offering competing app stores on the app store owner's platform, or discourage developers or consumers from using them.

10. All app stores will be transparent about their rules and policies and opportunities for promotion and marketing, apply these consistently and objectively, provide notice of changes, and make available a quick, simple and fair process to resolve disputes.

members

Basecamp · BLIX · Blockchain.com · deezer · EPC European Publishers Council

EPIC GAMES · matchgroup · NEWS MEDIA EUROPE · prepear · ProtonMail

Schibsted · SkyDemon · Spotify · tile · **and dozens more!**

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