

The Benefits of the DMU for Tech Businesses

If your business operates in the digital world, the UK's forthcoming Digital Markets Unit (DMU) regime will benefit you, whether you sell products or services online, advertise online, develop apps, or otherwise reach your customers online.

The legislation to implement the new regime will be going through Parliament during 2023 and is expected to be enforced in Autumn.

The regime will seek to open the ecosystems of tech giants such as Apple, Google, Amazon, and Meta so that UK tech businesses can compete with them on a level playing field. The goal is increased innovation and competition for businesses and consumers alike.

The rules are still to be finalized – and the regulator is open to good ideas from challenger tech businesses – but the following examples outline what is expected:

- Apple and Google will be forced to allow developers and users to bypass their app stores and therefore also their high commission rates and restrictive policies and will prohibit many of those restrictive policies on their app stores.
 - Users will be able to choose alternative app stores and/or payment systems, which would likely take a lower commission and offer developers more freedom and flexibility.
 - Users will be able to download apps directly from the internet.
 - Cloud gaming services can be fully introduced.
 - Developers will be able to communicate freely with their users and offer them more competitive offers.
 - The app review process will be more objective and transparent.
 - Apple and Google will be prohibited from using developers' data when competing with them.
 - Developers will have full access to their customer data.
- Legislation would restrict the ability of Apple and Google to pre-install their own products on devices, or set them as the default option, so that browser developers, news publishers, game developers, search engines and many others can all have a fair shot at thriving.

The new rules will also open areas such as e-commerce platforms, search and display advertising, and social media.