

Meeting with Apple concerning the Digital Markets Act

15 February 2024

Topic

In the context of the enforcement of the Digital Markets Act (beginning of March 2024), Apple has begun to make changes to their ecosystem in order to comply. However these changes have been widely condemned as an act of “malicious compliance”, raising costs for developers, discouraging the use of alternate app stores, and breaking Progressive-Web-Apps (PWA) (websites that can be installed as apps), all while continuing to demand a chunk of app developer profits, and gatekeeping which apps can be published for iOS, even when those apps aren't on its store.

The approach has been described as “extortion”, “a horror show”, a “complete & total farce”, and a “middle-finger to the DMA”.

Worst offences

- **The “Core Technology Fee”**: a fee for developers of €0.50 per download, every year, in perpetuity, to Apple, even when apps are free, even when they are not on the app store.
- **Forcing Developers to choose one payment system**: they can either use Apple Pay or an alternative system, but never both.
- **Forcing devs to chose between two bad models**: either they remain locked in to apple's existing app-development model or they switch to a newer, worse model.
- **Killing PWAs**: by forcing users to pick a browser to open them in with no option to remember the decision and removing proper PWA support in safari

Approach

Apple's approach is astoundingly malicious, and they clearly have no intention of complying with the DMA. I would suggest an aggressive approach to the meeting, potentially even floating the topic of fines (up to 10% of global turnover).

Questions

- How can you possibly justify charging developers €0.50 per install over one million installs, in particular when they aren't even hosting their apps on your app store? Also considering that it already costs 90 USD annually for an individual account on the App Store.
- Do you expect lawmakers to believe that this is a genuine attempt to comply with the Digital Markets Act?
- Why have you prohibited developers from offering both apple pay and a third-party payment provider in their applications?
- Why has Apple suddenly dramatically worsened the User Experience for users of Progressive Web Apps?
 - Why is there no "Remember" button when choosing the browser to open PWAs in?
 - Why does Safari no longer have a PWA mode?
- How can you justify still charging a Commission even when apps don't use your payment systems?

Further Reading

[Apple's proposed changes reject the goals of the DMA - Spotify](#)

[Apple Kill Progressive Web Apps in the EU - The Verge](#)

[Apple's DMA compliance trap - Proton](#)

[Apple's answer to EU's gatekeeper rules is new 'core tech' fee for apps | TechCrunch](#)

[Spotify calls Apple's DMA compliance plan 'extortion' and a 'complete and total farce' | TechCrunch](#)

[Looks like Apple just outsmarted the EU | by Enrique Dans](#)

[Mozilla says Apple's new browser rules are 'as painful as possible' for Firefox - The Verge](#)

Extra links for blog post

<https://www.apple.com/newsroom/2024/01/apple-announces-changes-to-ios-safari-and-the-app-store-in-the-european-union/>

<https://www.theverge.com/2024/2/13/23990679/apple-imessage-european-union-digital-markets-act-core-platform-service>

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