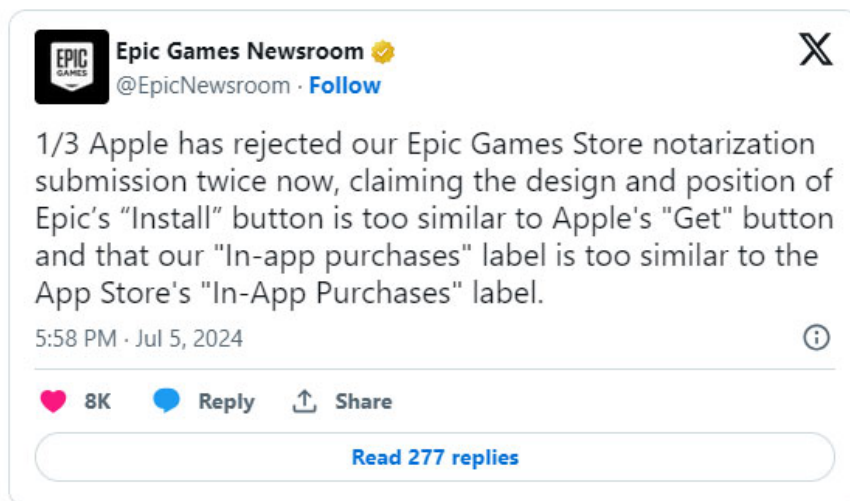


# Apple 'greenlight' the Epic Games Marketplace application in Europe

Epic claims it uses the same naming and design conventions used by popular app stores across various platforms.

The big controversy between Epic Games and Apple is the best kept secret. Simply put, Epic Games believes that iPhone and iPad users should have access to alternative payment channels, so it launched its payment option. However, Apple removed Fortnite from the App Store, leading to a lengthy battle.

According to the Epic Games Newsroom X account, Apple initially rejected the Epic Games Store Marketplace application. According to this account, Apple claims the design and placement of the Install button on the marketplace is very similar to the Get button and in-app purchase label of the App Store.



Epic claims it uses the same naming and design conventions used by popular app stores across various platforms. The company also confirmed that the app uses the standard conventions used for buttons in iOS.

However, Apple later approved the Epic Games Marketplace app, on the condition that Epic Games fix its buttons and layout. According to Epic CEO Tim Sweeney's X post, Apple told reporters that the change is temporary. Apple also expects Epic Games to change the buttons, which Sweeney claims will make the store *'less standard and harder to use'*.



It seems like Apple is trying to figure out the problem with this launch. Under the provisions of the EU Digital Markets Act (DMA), Epic Games can freely publish its marketplace and Fortnite apps on iOS and iPad.

The company also announced the return of Fortnite to iOS and iPad a few months ago. However, given the current situation, Fortnite makers may have a headache if Apple decides to stop launching Fortnite for any reason. Now, Tim Sweeney says they will fight these claims and change it forever.

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