

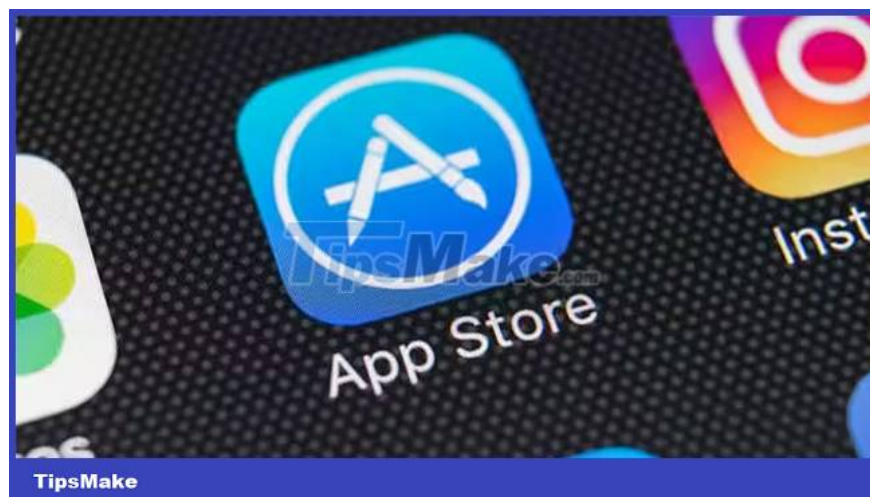
# More than 30 large and small technology companies wrote a letter criticizing Apple

Apple announced plans to comply with the European Union's Digital Markets Act (DMA) in March.

This move immediately created a huge wave of protest in the technology world, when a series of large and small companies simultaneously spoke out saying that Apple was being too selfish and causing significant harm to the interests of Apple. industry partners.

Specifically, Apple is currently charging an annual fee of up to 30% from developers to distribute applications through the App Store and is required to use its own payment processing system. This goes against the DMA's regulations that European users must have the right to switch between competing services on iOS. In other words, Apple must allow users to access third-party application stores and install applications from different sources (sideload) on iPhone and iPad. On the developer side, Apple will also have to allow third-party developers the ability to interconnect with the company's own services, promote their services outside of the App Store and use third-party payment systems.

After a long period of debate, Apple finally agreed to change its platform management policy towards DMA compliance. Apple announced it would allow third-party app stores on the iPhone, and give developers the option to opt out of the in-app payment system. However, the company will apply a "core technology fee" of 0.50 euros for each download or update, if the app has more than one million downloads. This fee will be applied immediately. Apple also charges developers an additional 3% fee for using third-party payment tools. These are the controversial factors.



Spotify, Epic Games and more than 30 other companies and organizations operating in the technology sector have simultaneously sent letters expressing concern that Apple's proposed App Store policy changes are inconsistent with competition law. new EU competition and is a manifestation of the Cupertino company's imposition on third-party partners.

Spotify posted the content of the letter on its news site. The list of companies and organizations that signed the letter also includes Epic Games, Proton, Deezer, etc. These companies stated to the European Commission that Apple's announcement earlier this year allowing app downloads apps on their iOS devices, along with third-party app stores, in Europe do not in fact meet the requirements of the DMA, that changes to Apple's new iOS rules in Europe comes with additional conditions, including forcing app companies to pay a Core Technology Fee (CTF).

The companies signing the letter call on EU officials to take action against Apple before the DMA application period begins on March 7 "to protect developers and benefit consumers." use".

Meta and Microsoft are also starting 'lobbying' campaigns in the hope that the EU will reject Apple's plan. Microsoft's Xbox president, Sarah Bond, called Apple's policies 'a step in the wrong direction'. Meta CEO Mark Zuckerberg recently claimed that Apple's new set of rules "conflicts with the intent of the EU regulation", and is 'filled with contradictions and annoyances'.

Most opponents argue that if Apple's rule passes, developers will still choose to stay in the old App Store and the DMA will effectively fail completely without making any difference. .

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