From: ████████████████████████

Sent: 20 July 2022 23:11

To: BrowsersAndCloud

Subject: Consultation response

I have helped organisations build digital services for over 15 years and I believe Apple's behaviour around the development of the Safari web browser and their policy to block use of other browsers engines on the devices they sell stifles innovation, lowers productivity and

Their approach limits improvements across the web. As a web developer, there is little point in creating a service using a browser API that isn't available in Safari and therefore on Apple iOS devices. It is stifling the whole industry and holding up improvements to the web.

It is funny how the browser advancements they deprioritise are always the ones that expose capability that is more mobile in nature - for example, the battery API or the network API. Yet these capabilities are available if building a native app. It forces our hand. Do we develop sometime multiple times using the specific capabilities of each platform - a productivity hole - or do we play it safe, discount the 'advanced' features and make something that works across the board - an innovation gap?

One only has to look at the market share of Safari on desktops. It is minuscule compared with Chrome and then barely beats Firefox despite its colossal advantage of coming pre-installed on all Macs. This shows that, when given a choice, consumers opt for an alternative because they know Safari is an inferior product.
If competition was open and these numbers were replicated across iOS devices you could be confident Apple would have to respond and improve Safari to win back the market share.

I hope any remedies you regulate clearly cover both the default browser used on devices and the 'web viewer' (or whatever they subsequently call the part of a native app that serves web content). If either of those parts could be switched out for an alternative browser engine then Apple are sure to respond by bringing Safari inline with the market leaders. They have the resources. It is a choice why they haven't.

One of my main gripes about all this is how Apple's choices are limiting vital and necessary innovation in the environmental and inclusive tech spaces. Giving us developers and business creators access to capabilities, such as those mentioned earlier (battery API, network API, etc), would allow us to try to play our part in tackling some of the biggest issues we as a society face.
Things like the battery API could allow us to build websites and services that respond to the battery status of the device - maybe offering less intensive versions when a user is running low or not connected to the mains.
Or we could use the network API to offer different services to people on 3G connections vs 5G connections - the reasons for being on 3G might be socioeconomic or it could be because the service is for people in a rural area. However, exploring these spaces and the potential opportunities isn't a viable option at present.

I'd like my response to remain in confidence.

Thanks,

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