

From: Matthew Wilcox [REDACTED]
Sent: 22 June 2022 10:30
To: BrowsersAndCloud
Subject: Apple Browser Ban

To the Competition and Markets Authority,

I'm getting in touch with regard to the Open Web Advocacy and in relation to the Apple "browser ban" that has been in place since the iPhone was released.

I'd just like to add my voice as a web developer for over 15 years, that Apple's insistence that only its own Webkit based browser engine may be used on iOS devices has held back the sorts of projects I have been able to build for customers and clients during that period, and remains today.

Because Apple's browser engine is so lacking in modern and standard features, it has meant that otherwise viable projects have had to either be scaled down and simplified overall - punishing all users regardless of if they use iPhone/iPads - or have had to have special attention paid to get some sort of workable but inferior alternative for users of those devices.

Doing this costs money; because it's additional development, or because research and planning has to be thrown away when it is discovered that industry standard features are not supported on iOS devices. That is bad for business and clients.

Unfortunately, despite iOS being an overall minority system, its users are highly valuable to most businesses and can not be ignored - it throws a bigger punch than its user numbers alone might indicate.

As a web developer, the single most effective improvement I could ask for in my industry is to not have Apple's iOS as a walled garden - where WebKit (the browser engine Apple allows) is so far behind every other engine, and in ways that feel as though this is a deliberate choice to prop up the App Store by making "the web" unviable. Especially where it would be perfectly viable were WebKit implementing the same standard features of other engines.

With thanks for your consideration,

Matt Wilcox