

From: [REDACTED]

Sent on: Tuesday, February 1, 2022 9:10:21 AM

To: Mobile Ecosystems <MobileEcosystems@cma.gov.uk>

Subject: Mobile Ecosystems Market Study

To whom it may concern

I am writing in response to the interim report concerning "Mobile ecosystems" as detailed at <https://www.gov.uk/government/publications/mobile-ecosystems-market-study-interim-report/interim-report>. I am writing to respond to your consultation period.

I have been a UK citizen & resident since birth and am a member of faculty at an international research and service organisation. Whilst we do not design mobile applications, many of our users interact with our products on mobile devices. Security and reputation are paramount to our activities. I am making the majority of these comments as an individual with technical knowledge of the domain and a long-term iOS user (over 12 years).

I am supportive of the following recommendations laid out in your report. Namely

1. Making it easier to switch browser, resulting in greater competition between browsers
2. Requiring Apple's operating system to allow third-party browser engines on iOS, or in the alternative to require Apple to allow web app developers greater interoperability with its mobile ecosystem
3. Addressing the ability of Apple and Google to exercise market power by using browser settings to favour other parts of their mobile ecosystems, in particular digital advertising.

I have long been concerned at the platform's inability to support alternative browsers and the impositions and ability for data collection this may bring with it. Whilst Apple may, in part, make claims this is due to security concerns it fails to realise that Apple themselves are fallible. When security leaks are found due diligence must be enacted to reduce and eliminate that issue. Developers are in a poor situation when fundamental building blocks are locked in if those elements are found to be the fault ones.

I encourage the CMA to recommend the above three components in your final report.