

From: Bradley Taylor [REDACTED]
Sent: 07 February 2022 09:29
To: Mobile Ecosystems
Subject: Responses to mobile ecosystems market study interim report

Categories: [SharePoint] This message was saved in 'Mobile Ecosystems > Documents > Parties > Individuals and Public > Bradley Taylor'

Hello,

This response is regarding competition in the supply of mobile browsers within the mobile ecosystem. I am submitting this as an individual, and the views below are mine, and may not represent those of my employer. I am happy for the content of this response to be published.

I am a web developer, with almost a decade of experience working with a mixture of SMEs and larger enterprises. Therefore the availability and functionality of mobile browsers has a big impact on the work that I do.

Your *Mobile ecosystems market study interim report* correctly states that to target mobile consumers, organisations can either build an IOS app, Android app, or mobile-friendly website. In my experience even organisations with significant annual turnovers can often not afford to develop all three.

For most organisations I believe a website makes most sense as it serves consumers regardless of their device, but this is only going to be the case for as long as the web can meaningfully compete with native apps. If Apple continues to underfund its mobile Safari operating system, continues to allow Safari [vulnerabilities to go unfixed for months](#), and continues to avoid having feature parity between Safari and native apps, then organisations will start to develop native IOS apps instead, potentially leaving Android and desktop computer users unserved.

There are also issues on Android. Whilst Android users can change their default browser, and this works well (I know as I use a non-default of Firefox), there are cases where this isn't the case. In particular in-app browsers often offer no choice, including within Facebook's mobile app, and within operating system features such as the Chrome search bar which comes pre-installed on Android home screens.

I believe in the web and believe it can and should be allowed to compete with native apps on a fair footing. I look forward to seeing the potential remedies discussed in *Remedy area 3* explored further.

Kind regards,

Bradley

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