

**From:** Jeremy Keith [REDACTED]  
**Sent:** 02 February 2022 16:14  
**To:** Mobile Ecosystems  
**Subject:** Response to the interim report on mobile ecosystems market study  
**Attachments:** signature.asc

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

Hello,

This response is regarding competition in the supply of mobile browsers and contains no confidential information.

I read your interim report with great interest.

As a web developer and the co-founder of a digital design agency, I could cite many reasons why Apple's moratorium on rival browser engines is bad for business. But the main reason I am writing to you is as a consumer and a user of Apple's products.

I own two Apple computing devices: a laptop and a phone. On both devices, I can install apps from Apple's App Store. But on my laptop I also have the option to download and install an application from elsewhere. I can't do this on my phone. That would be fine if my needs were met by what's available in the app store. But clause 2.5.6 of Apple's app store policy restricts what is available to me as a consumer.

On my laptop I can download and install Mozilla's Firefox or Google's Chrome browsers. On my phone, I can install something called Firefox and something called Chrome. But under the hood, they are little more than skinned versions of Safari. I'm only aware of this because I'm au fait with the situation. Most of my fellow consumers have no idea that when they install the app called Firefox or the app called Chrome from the app store on their phone, they are being deceived.

It is this deception that bothers me most.

Kind regards,

Jeremy Keith

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Jeremy Keith

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