

[REDACTED]

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**From:** Paul Neave [REDACTED]  
**Sent:** 07 February 2022 10:53  
**To:** Mobile Ecosystems  
**Subject:** Feedback on UK Mobile ecosystems market study

Hello,

I'd like to respond to the UK Mobile Ecosystems Market Study. I am a UK web and app developer, and have been developing web apps and native apps for over 20 years.

In my experience of developing for the web on Apple's platforms, Safari is often not as feature-rich as its competitors, and in some cases, is severely lacking core features of the modern web, or has severe bugs or flaws which can be a danger to users if not fixed. Users may download other web browsers from the App Store, but these are merely skins atop of Safari's rendering engine, WebKit. This means Google Chrome, Microsoft Edge or Mozilla Firefox on iOS are merely Safari in disguise. On Android and Windows, and even on the Mac, users have the true choice of switching browsers (and to another rendering engine). There is no such choice on iOS. Users are stuck with a poor experience of the web. For these reasons, I would prefer if Apple would permit the installation of other web browsers with their own rendering engines (such as Google Chrome with Blink, or Firefox with Gecko) to allow for true market competition, and true choice for users.

Regarding mobile app payments, it is currently not possible to link to an external website from within a native app. Currently Apple forbids developers from even explaining to users how to sign up for an app if payments are not accepted through the App Store system. Netflix is the most obvious example of this. Open a new installation of the Netflix app, and the first thing you will see is a message telling user that they need a subscription to use the app. But Netflix are not allow to tell users how to subscribe. Users have to figure it out on their own - they have to open Safari and browse to the Netflix website and sign up, then return to the app and sign in. A simple link on this page would solve this issue - but Apple do not allow this, which I feel is absurd. This is not a problem on Android, Windows or Mac. This is blatant monopolistic and stifling behaviour, and I think developers should be allowed to link to a website in their app where they can accept payments.

Thank you,

Paul Neave  
Neave Interactive Limited