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

Subject: Apple & web browsers

As a developer, Apple's treatment of the web on iPhones and iPads costs my business extra manhours, and effectively forces me into Apple's pay-to-play ecosystem. My apps could largely exist exclusively on the Web if Apple wasn't putting its thumb on the scale.

Three specific ways Apple's decisions force me into the App Store:

- No push notifications. This alone forces me to publish App Store apps for even simple use cases.
- Wiping all website data after 7 days of inactivity. I've repeatedly heard people say "apps are better than websites" because they feel like they always have to log into websites again. This is a problem created by Apple.
- Recurring web storage bugs (IndexedDB) in Safari. This interferes with providing a quality web experience, and the only recourse is to publish an app in the App Store.

It's widely believed in the web development community that Apple is crippling Safari to prop up the App Store.

I would like Apple to be compelled to open iOS to alternate browser runtimes so that I can reach users just like any other platform, without being forced into the App Store. I would also like Apple to be prohibited from offering a crippled web experience designed to prop up the App Store.