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**Sent on:** Tuesday, February 1, 2022 11:20:22 AM  
**To:** Mobile Ecosystems <MobileEcosystems@cma.gov.uk>  
**Subject:** iOS Browser Monopoly

Hi,

I'd just like to add my voice to those arguing that the refusal of Apple to allow alternative, more spec-compliant browsers in iOS is monopolistic and has meaningful economic consequences.

I imagine much of the reason (under the umbrella of control) is to avoid fully supporting important PWA features like persistent caching and push notifications, which would allow web apps to reasonably compete with native apps originating from a portal over which Apple has full control (including a significant share of app revenue). However, from a business perspective this makes life enormously expensive for small companies who would like to reach customers on their mobile devices, but cannot do so in a way which compares adequately with their competitors without developing a native iOS app - an expensive and time-consuming process.