

**From:** [REDACTED]  
**Sent on:** Thursday, February 3, 2022 4:06:30 PM  
**To:** Mobile Ecosystems <MobileEcosystems@cma.gov.uk>  
**Subject:**

Hello,

This response is regarding the "Mobile ecosystems market study" and it contains no confidential information.

I am a web developer for 15 years. I'm currently working with Adobe Systems where we are looking at bringing a number of historically desktop-centric experiences into the web, which also means into the mobile web, including onto the iOS platform via the browsers available therein. The reality of doing so is greatly hindered by the lack of competition in the web browser ecosystem in this operating system

due to section 2.5.6 in the Apple App Store rules[1]. The reasons for that are multifold but in short Apple's Webkit browser is not supporting certain features. Due to those missing features, certain functionality like Bluetooth controls is not possible via the web on iOS. On other operating systems that is not an issue as you can tell your users: "If you want to use our app on a Mac, Linux, Windows you need to use the Edge Browser". On iOS this is however not possible. What's worse, while something might work on Edge Browser on another operating system, when a user attempts the same with Edge on iOS they may be barred features that they are otherwise accustomed to having access to in that browsing context.

The result of this practice is that as a web app developer I am not able to serve this market and either need to say this is impossible or requires a native iOS App - which comes with a huge price tag.

For that reason, I would prefer if iOS would allow (or be required to allow) the installation of other browser engines to not be forced into the native application market for features that are possible on the web but not implemented in WebKit.

[1]: <https://developer.apple.com/app-store/review/guidelines/#design>