

WP6 - Glossary of Terms

Term	Definition
AAA games	A loosely defined term used to denote the most popular, costly and/or graphically intense games in the gaming industry. AAA games are generally considered to be those which are typically developed by large development studios and require significant budget and time.
App developers	App providers/owners/publishers, even if strictly speaking some app providers/owners/publishers outsource the coding of their apps to third party developers.
App stores	Marketplaces for users to discover and download native apps on their mobile devices– they provide a platform that connects consumers with apps, and app developers with consumers.
Apple	Apple Inc. and its group companies including Apple (UK) Limited and Apple Europe Limited.
Apple App Store or App Store	Apple’s app store through which native apps can be distributed to iOS devices.
Browser	Applications which enable users of devices to access the world wide web, view web pages and navigate by hyperlink.
Browser engine	The underlying technology which applications (including browsers) on devices use to transform web page source code into content with which users can engage.
Cloud Gaming Services	Consumer-facing services which allow video game content to be streamed over the internet from powerful hardware in a data centre, displayed on a user’s choice of supported device.
Cloud Gaming Service Provider (CGSP)	Providers of Cloud Gaming Services.
Google	Alphabet Inc and all the subsidiaries and businesses within the Alphabet group.

Google Play Store or Play Store	Google’s app store through which apps can be distributed to Android devices.
In-app browser	The function by which users access web pages in apps which are not a dedicated browser.
In-game transactions	Transactions that occur within a game where users can purchase additional content, functionality or features (eg in-game currencies, extra levels or upgraded tools).
Internal documents	Documents held by companies in the course of business, including but not limited to: board papers and presentations; management presentations and analyses; minutes of meetings; internal research or analysis carried out by the company’s staff or external consultants produced for the company.
iOS	Refers both to iOS and iPadOS.
iOS devices	Refers to all mobile devices which use iOS and iPadOS.
MEMS or Market Study	The CMA’s Mobile Ecosystems Market Study.
Mobile devices	Electronic devices that can be held easily in the hand and have been designed with portability in mind. Our definition of ‘mobile device’ includes smartphones and tablets but excludes devices with larger display formats such as personal computers (PCs), both laptop and desktop, and wearable devices such as smart watches. The term in this context also excludes devices such as gaming consoles and e-readers.
Mobile operating system or operating system	The pre-installed system software powering mobile devices which may be periodically updated.
Native app	Applications written to run on a specific operating system and, as such, interact directly with elements of the operating systems in order to provide relevant features and functionality.
Progressive Web App (PWA)	Particular versions of web apps which aim to create an experience even more comparable to a native app compared to a normal web app.

RFI	Request for information.
Safari	The web browser developed by Apple, which is the default browser on iOS devices.
Thin client	A device or software that relies on a central server, for most of its processing power and storage, rather than the local device's hardware. A thin client acts as an interface that allows a user to interact with data and applications running on a central server.
Traditional gaming	A type of gaming where games are downloaded and run on the local user device, such as mobile devices, PCs and consoles. The games that can be played in this way depend on the processing power and storage capacity of the device.
UK	United Kingdom.
Web app	Applications built based on open standards and accessible through a browser on the open web. Differently from native apps, web apps are designed to be agnostic to the operating system in use.
WebKit	Apple's browser engine.