

WP4 - Glossary of Terms

Term	Definition
Android WebView	The system webview on Android, based on the Blink browser engine. This is pre-installed on Android devices and it is the default option for app developers looking to implement in-app browsing using a webview on Android.
App-Bound Domains (ABD)	Apple's App-Bound Domains is an opt-in feature for native app developers using WKWebView that limits how much visibility the app has over user activity in an in-app browser. Apple claims ABD may protect users from 'intrusive' tracking methods.
Application programming interface (API)	A way for two or more computer programs to communicate with each other. A software interface, offering a service to other pieces of software. Often a written specification describes how to implement the connection exposed by the API. In this way, one set of software is said to <i>expose</i> its API to another.
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.
Apple	Apple Inc. and its group companies including Apple (UK) Limited and Apple Europe Limited.
Blink	Google's browser engine.
Browser (also referred to as 'dedicated 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.
Browser engine provider	Entities who provide browser engines. The Three main browser engine providers are Apple, Google and Mozilla.
Browser vendors	Entities who provide browsers.
Bundled engine IAB	An implementation of in-app browsing where an app developer builds upon its own custom (or forked) browser engine to create an IAB for the display of web content.
Choice architecture	The environment in which users make decisions. This is impacted by how choices are presented to the user and influences their final decision.
Chromium	Refers to open-source software initially developed by Google, which gives developers key components and architecture that can be used to create and customise distinct web browsers.
Custom browser engine IAB	A bundled engine IAB (see above).
Custom Tabs	A feature of in-app browsing on Android that can call on external dedicated browsers to display webpages within a native app.
Default browser	The browser launched by the operating system when a user clicks on a web link.
Default home screen	The primary navigation screen on a mobile device that shows immediately upon device start or when the user unlocks the device.
Embedded Browser Engine Entitlement	This is an entitlement offered by Apple as part of its DMA compliance proposals. The entitlement allows non-browser apps to implement an in-app browsing SDK based on an alternative browser engine to WebKit.
Exploits	Security Bugs and Issues which are known to have been exploited.
Fork	Another version/copy of an open-source browser engine that has separated from the main branch of code. Typically, this is done by a browser vendor when they want

	unrestricted ability to make changes to the code and therefore maintain their own customised version built on top of the open-source browser engine. More generally, any repository of code (such as browser engine code, but also beyond this) can be 'forked'.
Friction in the user journey	The number and/or complexity of the steps involved in the user journey.
Gecko	Mozilla's browser engine.
GeckoView	GeckoView wraps Mozilla's Gecko engine in a reusable Android library and can be used by apps that wish to display web content. It serves a similar purpose to Android WebView.
Google	Alphabet Inc and all the subsidiaries and businesses within the Alphabet group.
IAB	An in-app browser (see definition below).
In-app browser	The function by which users access web pages in apps which are not a dedicated browser.
In-app browsing (IAB) choice menu	A menu which allows users to switch from in-app browsing to their default dedicated browser or other installed browsers. This feature is available across different IAB implementations on Android and iOS.
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. Generally does not include internal emails.
iOS	Refers both to iOS and iPadOS.
iOS devices	Refers to all mobile devices which use iOS and iPadOS.
JavaScript	The main dynamic client-side programming language of the web that most browser engines support. Examples of

	markup languages that may be used in conjunction with JavaScript include HTML and CSS.
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 mobile OS	The pre-installed system software powering mobile devices which may be periodically updated.
Mozilla	The Mozilla Foundation and its subsidiaries.
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.
Non-browser app	A native app that is not a dedicated browser.
Original equipment manufacturers or OEMs	Manufacturers (of mobile devices).
Open-source code	Code that is designed to be publicly accessible and not proprietary. Can be taken/forked by any company to build their own version, or companies can build off the main branch.
Open Web Advocacy (OWA)	A group of software engineers working for different companies who have come together to assist regulators and policy makers with understanding the industry and any issues within it.
Pre-installed app	An application that comes together with a given mobile device.

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.
Prompts and push notifications to switch or change default browser	Screens encountered by users (for example, on launching a Browser app) that request the user to perform an action (eg to change the default browser setting).
Remote tab in-app browser	A remote tab implementation of in-app browsing (ie a 'remote tab IAB') is where an app calls upon a dedicated external browser to display web content within the original app, without redirecting the user to the dedicated browser app.
RFI	Request for information.
Safari	The web browser developed by Apple, which is the default browser on iOS devices.
Sandbox	<p>A testing environment that isolates untested code changes from the production environment exposed to users.</p> <p>In the context of browsers, a sandbox serves as security feature which keeps applications in different processes. This means that a malicious website would need to exploit the browser and escape the sandbox to access data from other applications.</p>
Software Development Kit (SDK)	A collection of software development tools in one installable package.
Search app	Refers to mobile applications whose primary purpose is to provide a search engine for gathering and reporting information available online.
Security bugs and issues	Software vulnerabilities within your browser engine which could be exploited.
SFSafariViewController	An integrated in-app browser on iOS that uses Safari.
System webview	The webview that is pre-installed on a mobile operating system.
UK	United Kingdom.

URL bar	A user interface element in web browsers that displays the Unique Resource Locator (URL) of a website. It allows users to navigate to different web pages by entering a different URL.
User interface (UI)	The point of user-to-browser interaction in a mobile device. The UI is responsible for user-facing functionality such as synchronisation, remembering passwords and payment details, as well as the general appearance of features such as tabs and menus. The UI sits on top of the browser engine.
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.
Web content	Text, visual or audio components of a webpage or website.
Web developer	A person or group who develops content that will be displayed on the World Wide Web.
WebKit	Apple's browser engine.
WebKit restriction	Apple's restriction on alternative Browser Engine's on iOS.
Web compatibility	The extent to which consumers can visit any webpage/use any web application from any operating system and any browser.
Webpage	A document for the World Wide Web that is identified by a unique Uniform Resource Locator (URL).
Webview	A 'packaged' browser engine whereby developers who build on top of the webview to display web content cannot access the core rendering engine. The developer only has access to certain APIs that sit on top of this engine.
Webview IAB	An embedded in-app browser that displays web content within a native app.
WebShare API	A way to share web content under the capabilities of the device operating system. This can enable web developers

	and app developers to integrate share functionality within their websites or apps.
WKWebView	The system webview on iOS, based on the WebKit browser engine. This is pre-installed on iOS devices and it is the option for app developers looking to implement in-app browsing using a webview on Android.