

The App Fair Project applauds the approach the CMA is taking into their investigations into the mobile ecosystems. There are many complex issues around the implementation of rules and guidelines for opening up access, but ultimately the goal should be around facilitating competition in what is currently an iPhone and Android duopoly for mobile software. Opening up the marketplace, while at the same time retaining the security guarantees provided to the users of the devices, is a delicate balance. But the unilateral dictation of terms – and fees – that is currently exercised by these companies globally over the thriving software marketplace is long overdue to close examination.

We at the App Fair Project believe that the only solution that enables true competition is the complete disintermediation of control over the app distribution process, especially in the case of the Apple iPhone. This means that there must be no prohibition of direct app installation (i.e., sideloading), and no app review process (sometimes called "notarization") before an alternative app marketplace can distribute applications to their users.

The App Fair Project, a nonprofit app marketplace for iOS and Android