

We welcome the CMA's continued engagement with developers' concerns regarding Apple's and Google's mobile ecosystems in its announcements of 10 February 2026, including the related call for evidence.

As we have previously indicated to the CMA, although improved transparency in app rankings would be helpful from our perspective, these - and the other issues addressed by the proposed commitments announced on 10 February - are not the main (or even especially significant) factors hindering innovation or causing anticompetitive effects in mobile ecosystems in the UK.

We reiterate our view that, by far and away, the most impactful areas of potential intervention remain Apple's and Google's steering fees and policies, on which we provided detailed information in our response to the CMA's questions dated 29 August 2025. We believe that effective formal CMA intervention on these fees and rules could lead to immediate and substantial benefits for consumers and developers alike, by increasing choice and reducing fees for developers and their users, unlocking dynamism and growth up and down the digital sector.

We therefore very much welcome the CMA's statement of 10 February that the CMA plans to continue engaging with stakeholders on steering, and that the CMA will provide an update on this in the first half of 2026. We are ready to support the CMA through this process. We strongly urge the CMA to focus on this core impediment to competition and innovation in mobile ecosystems