

I am writing again to share our perspective on the latest developments regarding [Google Play Store fee structures](#) and steering policies, particularly in response to the following question:

"The app store service fees paid for steered transactions, and the extent to which these reflect a fair and reasonable charge for the services provided."

We believe the proposed 10% fee for recurring in-app purchases, such as subscriptions, is broadly fair and reasonable. At that level, developers can build stronger direct-to-consumer relationships while benefiting from a materially lower overall cost structure. Also, from an operational perspective, as a mobile game developer, we would strongly prefer a single, clear, and globally consistent framework provided by platform operators themselves and supported by relevant regulatory authorities. Implementing different steering solutions across multiple jurisdictions introduces unnecessary operational complexity, increases compliance costs, and creates additional development overhead. Such fragmentation would be undesirable provided that platform fees are set at a genuinely fair and reasonable level.

Yours faithfully,
Matchingham Games