

# "Epic" battle with Apple and Google

The maker of the phenomenally successful video game, *Fortnite* is suing Apple and Google for what it claims are monopolistic business practices



**EPIC  
GAMES**

■ Direct payment option also added to Fortnite on **Android**, violating **Google Play Store** rules

**Google**

■ **Spotify** sides with Epic Games

■ Google removes Fortnite from Play Store

■ Epic files similar anti-competitive lawsuit against Google

■ **Aug 17:** Epic reveals its **Apple Developer Program** account will be closed on **Aug 28** unless it reinstates in-app payment system

■ Reports indicate Epic is seeking to form "coalition of Apple critics"

■ **Jun 16, 2020:** **Epic Games** CEO **Tim Sweeney** (above) tells reporters, "...**iOS App Store** monopoly protects only Apple profit, not device security."

■ **Jul 28:** He tweets: "...30% store fees...come off the top, before funding any developer costs. As a result, Apple and Google make more profit from most developers' games than the developers themselves. That is terribly unfair and exploitative."



Fortnite  
annual  
earnings  
**\$1bn**

■ Epic releases **Nineteen Eighty-Fortnite** video that parodies Apple's iconic **1984** ad. Whereas Apple's ad portrayed **IBM** as evil Big Brother, Epic aims to show that Apple is now dominant power



**#FreeFortnite**

**FORTNITE**

■ **Aug 13:** Epic begins direct payment option in Fortnite for iPhone and iPad, bypassing Apple's in-app purchase scheme and violating its App Store guidelines

