

EU curbs Apple App Store fees

The EU's new *Digital Markets Act (DMA)* forces Apple to reduce its commission on app revenue, and allows the use of alternative app marketplaces and payment methods



EXAMPLE: App generating **\$10,000** of net monthly income, either given away for free with in-app purchases, or sold with or without in-app purchases* (iOS/iPadOS 17.4 upwards)

 Company **not** member of **App Store Small Business Program**

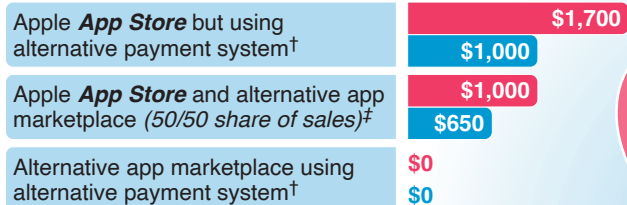
 Company **is** member of **App Store Small Business Program**

APPLE'S MONTHLY APP STORE FEES



APPLE'S MONTHLY FEES

(when apps do not use Apple App Store system)



*First 1 million installs free per year. [†]No longer under Apple's control.

[‡]Using alternative payment system. Sources: Reuters, MacRumors, Apple

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