

**Innovation and the Market  
Environmental Scanning Form #1**

<b>Title</b>	Epic vs. Apple: US court rules Apple must allow third-party payment systems	<b>Author</b>	Graham Smith
<b>Brief source</b>	Rock Paper Shotgun	<b>Date</b>	11 Sep, 2021
<b>STEEP</b> Scientific, Technological, Environmental, Economic, Political	Economic, Political	<b>Keywords</b>	apple, apple-vs-epic-games, epic games, epic games store, fortnite, legal
<b>Full Citation</b>	<a href="https://www.rockpapershotgun.com/epic-vs-apple-us-court-rules-apple-must-allow-third-party-payment-systems">https://www.rockpapershotgun.com/epic-vs-apple-us-court-rules-apple-must-allow-third-party-payment-systems</a>		

Type General overview of topic	Actual event	New trend	New cycle	New plan	Potential event	New information	New issue	
Brief description of the item	A US court just ruled that Apple must allow third-party payment systems for apps distributed through the Apple App Store, and cannot ban apps from the App Store solely for using third-party payment systems.							
How could the future be different as a result?	If this ruling is upheld more apps and games on iOS will be able to implement their own third-party payment systems in order to avoid paying Apple 30% of all their in-app purchase profits. Developers will be able to pull in more profit from the same revenue streams.							
What are the potential implications for SPG?	As a game developer, Sad Pumpkin Games will be able to generate more profits out of the same revenue streams for iOS apps. It will also simplify the implementation of in-app purchases across platforms, since there will be one less unique store interface which needs to be implemented, reducing overall development and maintenance costs.							
Impact and Novelty	What is its impact on your innovation or the field in which your innovation is located?				Impact (0-5)	5	Novelty (0-5)	4
	What is the novelty of the topic (event/trend/cycle/plan/information/issue)?							
Scanner	Jake O'Connor				Date Submitted	09/11/2021		