**Innovation and the Market**

**Environmental Scanning Form #1**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Title | Epic vs. Apple: US court rules Apple must allow third-party payment systems | **Author** | Graham Smith | | | | |
| **Brief source** | Rock Paper Shotgun | **Date** | 11 Sep, 2021 | | | | |
| **STEEP**  Scientific, Technological, Environmental, Economic,  Political | Economic, Political | **Keywords** | apple, apple-vs-epic-games, epic games, epic games store, fortnite, legal | | | | |
| **Full Citation** | <https://www.rockpapershotgun.com/epic-vs-apple-us-court-rules-apple-must-allow-third-party-payment-systems> | | | | | | |
|  |  | | | | | | |
| **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?  What is the novelty of the topic (event/trend/cycle/plan/information/issue)? | | | Impact *(0-5)* | 5 | Novelty *(0-5)* | 4 |
| **Scanner** | Jake O’Connor | | | **Date Submitted** | 09/11/2021 | | |