

**From:** Matt Fischer [REDACTED]  
**To:** Tanya Washburn [REDACTED]  
**CC:**  
**BCC:**  
**Subject:** Fwd: Competitor Apps in VoiceOver Collection  
**Attachments:**  
**Sent:** 06/07/2016 11:08:40 PM 0000 (GMT)

Begin forwarded message:

**From:** Sarah Herrlinger [REDACTED]  
**Subject:** Fwd: Competitor Apps in VoiceOver Collection  
**Date:** May 31, 2016 at 8:19:43 PM PDT  
**To:** Matt Fischer [REDACTED]

Hey Matt,

Hoping we might be able to think about the Popular Apps that work with VoiceOver collection through a slightly different lens than most. Per the note below, sounds like there is a question of including Google and Amazon. We struggle to get developers to make their apps accessible and the ones most likely to do it are the big ones. It benefits us to show all the little developers that the big companies are already doing it as standard practice. And in EDU and Enterprise, it's not a bad story to show others that the collaborative tools they are using are accessible to all. Google, in particular, has done a significant amount of work to make their apps accessible on our platform and we really don't want to have a situation where someone is saying that they did more than anyone else and we still wouldn't feature them. (Lastly, we need the numbers. We need this collection to be robust and until more of the small ones start doing it, we need to look like we've got great "popular" apps so we have less of a bull's eye on us from the advocacy groups who question why more apps aren't forced to do it.) So if we can consider those that have really gone out of their way just for this collection, I'd be very grateful.

Thanks,

Sarah

On May 31, 2016, at 4:00 PM, Elizabeth Lee [REDACTED] wrote:

Hi Andrea,

Just spoke with Tanya about featuring Google and Amazon apps in the VoiceOver collection and she asked us to exclude them from the lineup. Although they may be our best and the brightest apps, Matt feels extremely strong about not featuring our competitors on the App Store, so Tanya asked us to apply the same filters for this collection. I'm sorry I didn't check on this earlier.

Please let me know if you have any questions.

Thanks,  
Elizabeth

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