**Case Study: Epic Games vs Apple/Google**

First to effectively discuss the conflicts of interest prevalent in this lawsuit between Epic Games and Apple/Google we must understand what a conflict of interest is.

A conflict of interest is a situation in which a given party with multiple interests (financial or otherwise) makes a decision that promotes one interest whilst going against another. Given this involves an interest being disadvantaged we can imagine the party may suffer ethical or even legal ramifications due to oppressing the stakeholders of this interest.

Ethical ramifications may involve financially affecting the stakeholders of this interest, and/or negatively affecting the given party’s reputation. Legal ramifications involve the party/stakeholder(s) getting sued due to a conflict of interest that breaks the law or a formal agreement, and thus resulting in a significant financial loss to the party/stakeholder(s).

To fully understand how a given party may be affected by a conflict of interest we must first identify this party’s stakeholders. A stakeholder is identified to be anyone who has a stake in the given party.

**Stakeholders for a business (and their main interests)**

* Internal
  + Directors and managers – salary, share options, job satisfaction, status
  + Employees – salary, job security, job satisfaction, motivation
* Connected
  + Shareholders – profit growth, share price growth, dividends
  + Customers (Users) – reliable quality, value for money, product availability, customer service
  + Suppliers (Distributors) – long term contracts, prompt payment, growth of purchasing
  + Banks and other lenders – interest and principal to be repaid, maintain credit rating
  + Advisers -
  + Consultants
  + Competitors
* External
  + Government – operate legally, tax receipts, jobs
  + Community – environment, local jobs, local impact
  + Media

Now that we have a good understanding of what a conflict of interest entails and who it can affect, I will now breakdown the actions made by each of the parties in these lawsuits that led to or prevented conflict of interests.

**Conflicts of Interest**

**Epic Games**

* Forming a bad relationship with its distributors
  + Breaching their developer agreement
  + Nineteen Eighty-Fortnite (ethical conflict of interest with Apple)  
    Epic Games produced an advert mocking Apple bringing this dispute into the public domain evidently looking to get support from the people. This parodied Apple’s 1984 advert of taking down the IBM monopoly thus inferring Apple as being a monopoly.  
      
    This action is unprofessional and a conflict of interest as Epic Games is forming a bad relationship with Apple (its distributor) who allows Epic to distribute software on their operating systems.
* Prioritising its own monetary interests over its users   
  Due to Epic’s breach of Apple’s developer agreement Apple terminated Epic’s developer account and removed Fortnite from Apple’s app store. This implies Apple users will not be able to access Fortnite or any other of Epic’s games on macOS or iOS.  
    
  This breach in agreement was unprofessional as Epic proritised their monetary interests over that of their users being able to access their game. Although, we can imagine Epic wanted to make a statement they did not have to do this by breaching a legal agreement.

Fortnite had over 100 million registered users on Apple devices producing around $1.2 billion in global app store spending as of August 2020.

**Legal**

* s

**Apple**

**Ethical**

* S

**Legal**

* D

**Google**

**Ethical**

* S

**Legal**

* D

**How the professionals could have detected and prevented these conflicts**

**What I think the outcome of the lawsuit should be given all these conflicts**