**Initial agreement:**

The developer agreement for both the iOS and Android app stores allow Apple and Google to take a 30% tax for all in-app purchases. These in-app purchases are defined by apps which sell digital goods in contrast to digital marketplaces which vend physical goods/services (ie. Uber, Airbnb). This therefore encapsulates Epic’s very popular game Fortnite which uses an in-game currency called VBucks for buying character skins. This agreement includes a clause which prevents developers from including different payment methods to bypass the tax on these in-game purchases.

**Breach of agreement:**

Epic introduced a new direct-payment system in its extremely popular game Fortnite. This direct-payment system offered a cheaper price for the same in-game goods thus directly infringing upon these developer agreements.

**What led Epic to this breach of agreement:**

**Behaviour of parties after breach:**

Apple and Google both responded by taking Fortnite off their respective app stores for breaking its rules.

Epic responded with a civil lawsuit against Apple and Google accusing monopolistic practices and anti-competitive actions in these markets, harming device makers, app developers, app distributors, payment processors, and consumers.

Along with this lawsuit Epic parodied Apple’s 1984 advert which accused IBM as being a monopoly, this obviously inferring Apple as being hypocritical due to its monopolistic practices.

Lawsuit counts for each party and how the professionals were driven to add these counts

How the outcomes of the lawsuit may affect each party/stakeholder

Changes already happened after the initial lawsuit