**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

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