



What European Union Consumers Can Expect From App Developers Starting on March 7th

Starting March 7th, thanks to the Digital Markets Act (DMA), it will be a new day for consumers in the European Union, and developers and creators everywhere.

For years, Apple has tightened its grip on how apps like Spotify can communicate with our own customers—whether it's informing you about prices, lower-cost subscriptions, promotions, or deals within the app. Apple imposed these rules because we decided to stop using their in-app payment system after they introduced a 30% fee that we had to pass onto consumers through higher costs.

In 2022, the European Union took decisive action to put a stop to Apple's illegal behavior when it [passed the DMA](#), ushering in a more vibrant and competitive internet ecosystem. Thanks to this important law that protects consumers and developers, you will soon start to see:

- ✓ More apps offering seamless in-app payment systems
- ✓ More choice amongst payment systems
- ✓ Prices for many digital goods, including app subscriptions, lowered by 30% (the tax Apple used to charge developers)
- ✓ Direct communications about promotions, deals, savings, and in-app upgrades
- ✓ Simple, straightforward product experiences, including the ability to buy things within the app and not have to go to an external browser
- ✓ Even more innovations and product enhancements

And all of this can now come without the burden of a mandatory ~30% tax imposed by Apple, which is prohibited under the DMA.

In the countdown to this law going into effect, we've been hard at work to build the best-in-class product experience that our users expect and have long deserved. We know other app developers are doing the same and are excited that the DMA means consumers will save time and money, and no longer have to accept frustrating dead ends because of Apple's illegal rules.

Lawmakers in other markets like Japan and South Korea are poised to take action too. The US Congress still needs to pass similar legislation that would allow Spotify users to get access to even more audio content and save money, all while helping artists and creators make more. Over in the UK, consumers there could start to see a difference soon, thanks to the Digital Markets Competition and Consumers (DMCC) Bill.

This is just the start. Visit [TimeToPlayFair.com](#) to learn more.