

Apple must allow third-party developers not only to advertise alternative channels for acquiring their apps or services but also to place buttons, external links, and other calls to action that show users alternative ways to access their apps, not just within the App Store app. The company must allow developers to use other in-app purchasing systems so they can choose between Apple's 30% commission and third-party payment tools. Developers should also be allowed to distribute their apps in places other than the App Store, and much more.

The decision was made because the Brazilian e-commerce company MercadoLibre filed a lawsuit in 2022, claiming that Apple restricts the ways goods can be distributed and purchased.

If Apple does not comply with the regulator's order, the fine will be \$43,000 for each subsequent day