

The Competition and Markets Authority (CMA) will investigate how Apple and Google's operating systems, app stores, and browsers affect competitors' opportunities. These actions were made possible by new digital market rules that came into effect this month. According to them, regulators can require companies to ease user access to apps and content outside of Apple and Google's ecosystems.

Almost all mobile devices sold in the UK run on iOS or Android, giving Apple and Google significant influence over technology development and content provision, the CMA said. If companies continue to violate the rules, they face severe fines and measures to enhance competition.