

Apple is increasingly faced with pressure from the vessels, regulators and developers of Web3 due to strict rules of the App Store and 30% of the commission for digital sales. In the United States, the situation has changed: from May 2025, applications can add links to external sites for the purchase of NFT and other digital assets without the Apple commission. Although this has simplified the life of NFT markets and many crypto services, but not everything is so rosy.

However, outside the United States, restrictions remained stiff:

- **Not** You can not use to unlock functions in the application.
- **Cryptomining** On the iPhone is prohibited.
- **Trade** Only licensed exchanges can crypt.
- **Forbidden** Payments to users in cryptocurrency for actions in the appendix.

The developers are looking for bypass tracks: they offer payment through the site, and then access to the application, or overstate prices inside the App Store, offering cheaper on their site.

Meanwhile, Apple, according to experts, not only protects income, but also builds the foundation for monitoring the “Internet of the future” – especially in the field of augmented reality. A striking example is the Vision Pro headset, which the company positions as a “spatial computer” for games and work. But even there, web3 projects should appear there soon.