Subject:	Fwd: iOS as an open platform
From:	"Tim Cook" ████████
Received(Date):	Fri, 26 Jun 2015 02:38:16 +0000
To:	"Phil Schiller" ████████, "Eddy Cue" ████████
Date:	Fri, 26 Jun 2015 02:38:16 +0000

Is this the guy that was at one of our rehearsals?

Sent from my iPad

Begin forwarded message:

From: Tim Sweeney ████████

Date: June 25, 2015 at 3:57:36 PM PDT

To: ████████ .

Subject: iOS as an open platform

Hi Tim,

Y'all should think about separating iOS App Store curation from compliance review and app distribution. The App Store has done much good for the industry, but it doesn't seem tenable for Apple to be the sole arbiter of expression and commerce over an app platform approaching a billion users.

Compliance review could be limited to API compatibility, safety, data privacy, and fair disclosure practices. Compliant apps could be signed to allow open distribution via web or by confirmed invocation from another app, with no restrictions on engaging in commerce directly with users.

By separating these processes from the App Store, it becomes infinitely more reasonable for Apple to curate its store according to its values and ensure a seamless Apple-controlled commerce experience within App Store apps.

Compliance review would keep iOS free of malware, while open distribution would combine the best aspects of the App Store with the best aspects of open platforms. It would be extremely positive for Apple to take this approach proactively before the topic is overly complicated by opposing political, regulatory, moral, and competitive forces.

Best Regards,

Tim Sweeney

Epic Games

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