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Exclusion policy on the app store [Working title]

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Motivation:

Apple iOS is known for being restrictive in what applications can be run on it, compared to present and past competitors such as Android, Palm, and Windows Mobile. For the most part, users can only install applications through the embedded App Store and Apple can prevent applications from being listed on its store.

This conduct is sometimes accused as being anti-competitive (in conjunction with other conducts) and the new EU regulation 'Digital Markets Act' will force Apple to allow users to install software outside of the App Store (so-called 'side-loading'). On the other hand, Apple defends its closed-wall policy as being necessary to control the quality (including safety) of the platform.

Goal:

The goal of this thesis is first to provide an overview of the rules of Apple App Store and discuss how these change over time and/or how they compare to other comparable platforms. The thesis should then discuss how the pattern that emerges in the findings relate to the existing academic literature on platforms.

References and Related Literature:

Boudreau, K. J., & Hagiu, A. (2009). Platform rules: Multi-sided platforms as regulators. In *Platforms, markets and innovation* (p. 416). Edward Elgar Publishing.

Hagiu, A. (2009). *Quantity vs. Quality and exclusion by two-sided platforms*. Working Paper. https://papers.ssrn.com/abstract=1374960

Huang, P., Lyu, G., & Xu, Y. (2022). Quality regulation on two-sided platforms: Exclusion, subsidization, and first-party applications. *Management Science*, *68*(6), 4415–4434.