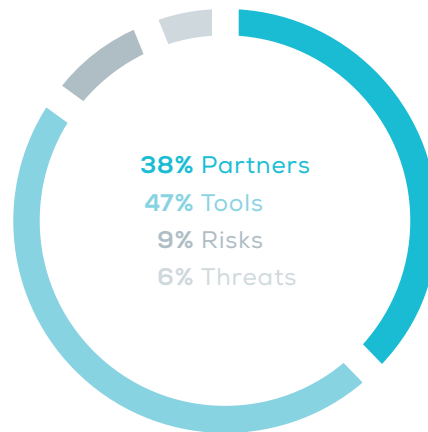




WHAT DO DEVELOPERS WANT FROM PLATFORMS?

We asked over 100 developers for their views on platforms. Here are six key findings.

DEVELOPERS LIKE PLATFORMS

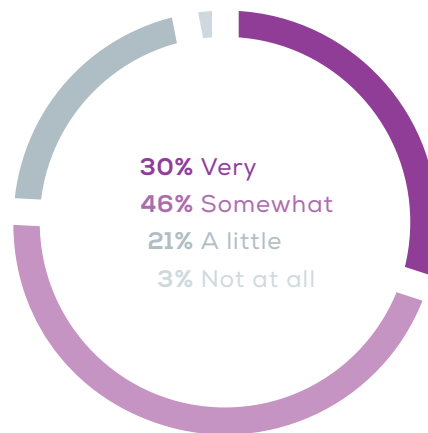


85% of developers

view platforms as either partners who are crucial to their success (38%) or effective tools that enable growth (47%).

This shows that developers enter into relationships with platforms willingly and have positive experiences with them.

PLATFORMS ARE RESPONSIVE

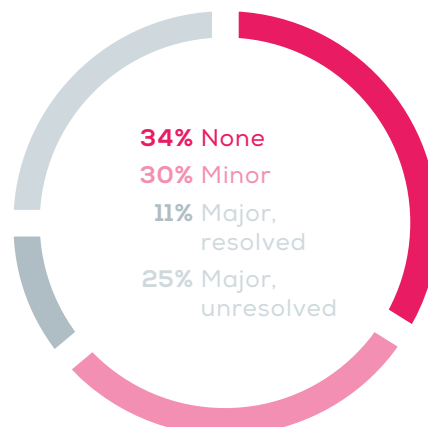


Over 75%

say that platforms are very or somewhat responsive, including 30% who consider platforms to be "very responsive".

Platforms are responsive to businesses because the stable ecosystem means it's in their interest to be.

PLATFORMS CREATE FEW CHALLENGES OR DELAYS



64% of European developers and publishers

have faced no or only minor delays due to platforms.

36% of developers say they've faced larger issues. The unresolved ones (25%) were issues that platforms can't fix on their own (e.g. access to the Chinese market).

MORE COMMUNICATION WOULD BE WELCOME



There is a need for better communication between platforms and developers, for example, when it comes to reporting bugs or fixing API compatibility issues.

Clearer and better explained guidelines would also help mitigate other issues, for example, the app store review process.

PLATFORMS SHOULD NOT BE REGULATED

Industry response

81%

19%

Government regulation

81% of developers and publishers believe that the relationship between them and platforms is best handled within the industry, rather than through government intervention. Competition and choice mean that developers will use platforms that they work with best.

Flexible rules are preferred to overly prescriptive legislation.

HELP START-UPS COMPETE



Start-ups work best when rules are flexible. At the moment, there are thresholds that exempt small companies from EU legislation. This just means that small companies stay small. They can't compete with well-established platforms that can attract business users with a higher level of service.

App developers don't want exemptions, but flexible rules that are easy to comply with.

CONCLUSIONS



Platforms are popular with developers. They are responsive to developers' needs and they help them to grow.



EU institutions should be responsive to developers, too. Developers do not want heavy-handed legislation. They prefer to report their issues to platforms through co-regulatory measures.



Help start-ups to grow by removing exemptions from EU legislation for small companies and making sure flexible rules apply. This will help small companies to compete with larger players.