

Apple and Microsoft could reboot rivalry in AR and VR segments

Article

The news: Microsoft CEO Satya Nadella launched [Windows 11](#) last week and fired a shot across Apple's bow, [per](#) The Wall Street Journal. "The world needs a more open platform—one that allows apps to become platforms in their own right," Nadella said during Microsoft's virtual event. Apple's tight controls over its App Store ostensibly feature more privacy and

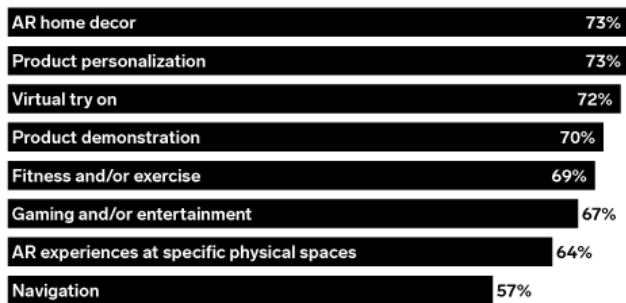
security, but developers like **Facebook** and **Epic Games** claim the company monopolizes access to iPhone users.

Why it's worth watching: Apple and Microsoft are two of the world's **most valuable** companies with very different approaches to curating app stores. Apple, which **takes** 15–30% commission from developers, runs a notoriously tight App Store. Microsoft, which has no **mobile** app store, **announced** it would let all **nongaming developers** keep all their Windows app store revenues.

The bigger picture: **Apple** and **Microsoft** see a future in AR and VR hardware and experiences and need developers to create content for future headsets. Each company's app store approach today could influence where platform developers gravitate toward in the XR future.

How Likely Are Smartphone AR Users Worldwide to Make a Purchase via Select Branded AR Content Experiences?

% of respondents, Feb 2021



Note: n=1,245 ages 13-49 in France, Saudi Arabia, the UK, and the US who have used each type of branded AR content shown while shopping
Source: Snap Inc. and Publicis Media, "How Branded AR Influences Purchasing" conducted by Alter Agents, May 25, 2021

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