

Press Release

The Alliance Digitale, the Geste, the SRI, et the Udecam welcome the decision of the French Competition Authority, which acknowledges the illegality of Apple ATT

Paris, March 31, 2025. The Competition Authority has fined Apple 150 million euros for abuse of dominant position in the implementation of its App Tracking Transparency (ATT) framework.

This decision follows a complaint filed with the Competition Authority by Alliance Digitale (formerly IAB France and Mobile Marketing Association France), the Syndicat des Régies Internet (SRI), and the Union des Entreprises de Conseil et d'Achat Média (Udecam), later joined by the Groupement des Éditeurs de Services en Ligne (Geste). The complainants primarily accused Apple of unfairly imposing a redundant and non-compliant consent prompt under GDPR and ePrivacy on app publishers, while exempting itself from the same restrictions—thus favoring its closed ecosystem, its own applications, and its advertising services.

This ruling marks a significant victory for the 9,000 companies in the media and online advertising ecosystem represented by the complainants, as well as for the entire mobile ecosystem, whose revenues, business models, and strategies have been severely impacted by ATT.

In its verdict, the French Competition Authority recognizes the illegality of Apple's ATT and the significant harm its deployment has caused across the entire mobile ecosystem, particularly to smaller publishers. The decision also highlights the asymmetrical treatment between Apple and other publishers, which has given Apple a clear competitive advantage since ATT was introduced in May 2021.

The French Competition Authority has chosen not to impose structural remedies on Apple while emphasizing that modifications are necessary. Consequently, if no changes are made in the coming weeks, the illegality remains. The complainants therefore call on Apple to immediately suspend the ATT framework pending the required modifications. Otherwise, they reserve the right to pursue all available legal avenues to put an end to ATT's illegality and its consequences for the entire market.

As a reminder, the complainants had attempted to engage in dialogue with Apple prior to the implementation of ATT, warning about the enhanced protections granted to European citizens under the application of the GDPR and the ePrivacy Directive. They also cautioned Apple about the potential confusion users would face with two distinct consent windows, as well as the risk of self-preference, which has now been confirmed.

The complainant associations remain active and encourage all businesses that have suffered harm due to Apple's ATT to explore legal options for compensation.

About Alliance Digitale

Alliance Digitale, the Association for Digital Marketing and Data, represents all professions and professionals involved in data and marketing, whether in print or digital, in France. Its mission is to promote their development, defend their interests, and actively contribute to national, European, and international discussions. Representing the interests of over 300 companies in the digital marketing sector, Alliance Digitale serves as a key interlocutor for public authorities and regulators, both in France and at the European level. The association also partners with media organizations and other professional associations within the digital ecosystem.

About Geste

GESTE is a French organization that brings together major content and online service publishers, with more than 100 members, including TV and radio broadcasters (both public and private), press publishers, and pure players, representing most major French media groups. Since its founding in 1987, GESTE has analyzed the evolution of publishers' business models, helped stakeholders better understand the challenges of digital transformation, and contributed to the development of favorable economic, legislative, and competitive conditions.

About SRI

The Syndicat des Régies Internet (SRI) is an interprofessional organization that represents the interests of digital advertising sales houses in France. Our members operate in a spirit of "coopetition" and are organized into two groups: the "Sales Houses" group, which consists of digital sales houses affiliated with publishers, and the "Technology Partners" group, which includes companies offering technological solutions for online ad monetization. To assert its influence within the digital advertising value chain and defend the advertising-based economic model, SRI acts on three key fronts: market analysis, improving industry practices, and advocating for collective interests.

About UDECAM

The Union des Entreprises de Conseil et d'Achat Média (UDECAM) is the professional organization representing media agencies in France. UDECAM brings together 95% of French media agencies, including: Anacrouse, CoSpirit Media, Dentsu (Carat, iProspect, DentsuX), Media units of Havas Group (Havas Media, Arena Media, Agence79), GroupM (EssenceMediacom, Wavemaker, Mindshare), IPG Mediabrands (Initiative, UM), Mediaplus, Oconnection, OmnicomMediaGroup (OMD, Remind-PhD, Fuse), Publicis Media (Zenith, Starcom, Spark, Blue 449, Performics & Publicis Connect), Repeat, and Values.

Since its creation in 1996, UDECAM has served as a forum for dialogue and consultation among media agencies and their partners in the media and communication industries. It promotes media and non-media expertise, defends its members' collective interests, and represents media agencies in discussions with public authorities, professional and interprofessional organizations, media owners, advertisers, and thought leaders.