

## Information release

### Europe urges Apple to end unjustified geo-blocking practices in its multimedia services

**The European Commission and the network of national consumer protection authorities have identified several geo-blocking practices that are potentially prohibited in the EU.**

Madrid, 13 November 2024. Following a coordinated Europe-wide investigation, the Consumer Protection Cooperation (CPC) Network, in cooperation with the European Commission, has issued a formal notice to Apple for unjustified geo-blocking practices (geo-blocking) that may be in breach of EU rules aimed at ensuring open access to the digital single market. The notification comes after the CPC Network identified possible restrictions on several Apple multimedia services such as the App Store, Apple Arcade, Music, iTunes Store, Books and Podcasts that limit consumers' access based on their geographic location within the European Union.

As a result, consumers face discrimination in terms of online access, payment methods and downloads. For this reason, the CPC network has called on Apple to adapt its policies to align with EU rules. This action reinforces the commitment of European authorities to ensure that large technology platforms comply with EU rules that protect consumers.

Apple now has one month to respond to the CPC Network's findings and propose remedies on how to address the identified geo-blocking practices and remove any undue restrictions on access to its multimedia services. While the tech company can still make a proposal for changes, if it does not respond or if its remedies are deemed insufficient, the CPC Network may take enforcement action to ensure Apple's compliance with EU regulations.

#### On unjustified geo-blocking

Unjustified [geo-blocking](#) is a practice consisting of any restriction based on nationality, place of residence or point of connection that a user experiences when purchasing a product or service on the internet. In practice, these restrictions can range from being redirected to a national version of a website, to the rejection of a credit card from another EU country, to not being able to register on a Member State's website if it is performed from another EU country. It should be noted that since [Regulation \(EU\) 2018/302](#) became effective in December 2028, all European consumers (both nationals and consumers from third countries resident in the EU) can purchase a large number of goods and services on the same terms from anywhere within the European Economic Area.

#### About the CPC network

National authorities in each Member State are responsible for the enforcement of EU consumer protection legislation. In order to protect consumers when they shop across national borders, Regulation (EC) 2006/2004 on Consumer Protection Cooperation established the [CPC network](#) of competent public authorities to address these issues in a coordinated manner. To this end, each EU country must designate at least one competent authority to enforce EU law ([List of CPC single liaison offices and competent authorities](#)).

>> Source of information: [European Commission](#)