



Google Cuts App Store Fee and Embraces Third-Party Stores

Description

Google has announced a significant overhaul of its Play Store policies, eliminating its previous 30 percent fee on transactions. This alteration, which applies to how third-party app stores and alternative billing systems operate on Android, is notable as it comes ahead of final judicial consent from a settlement reached with Epic Games in November 2025.

The primary adjustment involves a reduction in the fees Google will impose on developers. Instead of the former 30 percent cut on in-app purchases, Google plans to decrease this to 20 percent, with some instances dropping to 15 percent for new installations from selected developers. Additionally, the fee for subscriptions will be reduced to 10 percent. For developers using Google's billing system, a five percent fee will now apply in the UK, US, and European Economic Area (EEA), along with a variable market-specific rate elsewhere. The changes also simplify the process for developers seeking to avoid these fees by facilitating access to alternative billing systems.

Google's revised policies will allow developers to present alternative billing options within their apps or redirect users to external websites for purchases. This approach appears more lenient than Apple's 2025 framework, which only permitted in-app links to alternative payment methods. Such flexibility has prompted Epic Games to reintroduce its game Fortnite to the Play Store in the US after a successful return to the App Store.

In a bid to integrate third-party app stores on Android, Google has introduced the "Registered App Stores" programme. This initiative will allow qualifying third-party app stores that meet safety and quality standards to offer a more straightforward installation process. Although participation remains optional, Google's future changes to sideloading may pose challenges for developers opting out of this program.

The revised fee structure will be gradually rolled out, starting in the EEA, UK, and US by June 30, and extending globally by September 30, 2027. Developers wishing to establish their own app stores can expect Google's Registered App Stores programme to launch alongside a new major Android version later this year.

Vocabulary List:

1. **Overhaul** /'oʊ.və.hɔ:l/ (noun): A big change or improvement.
2. **Eliminate** /ɪ'lɪm.ɪ.neɪt/ (verb): To remove or get rid of completely.
3. **Transaction** /træn'zæk.ʃən/ (noun): An exchange of money for something.
4. **Significant** /sɪg'nɪf.ɪ.kənt/ (adjective): Very important or large.
5. **Adjustment** /ə'dʒʌst.mənt/ (noun): A small change to improve something.
6. **Reduction** /rɪ'dʌk.ʃən/ (noun): Making something smaller or less.



Comprehension Questions

Multiple Choice

1. What percentage was Google's previous fee on transactions?
Option: 25 percent
Option: 30 percent
Option: 20 percent
Option: 15 percent
2. To what percentage will Google reduce the fee on in-app purchases?
Option: 25 percent
Option: 20 percent
Option: 15 percent
Option: 10 percent
3. What is the new subscription fee percentage for developers?
Option: 15 percent
Option: 10 percent
Option: 5 percent
Option: 30 percent
4. When is the revised fee structure expected to be rolled out globally?
Option: June 30, 2026
Option: September 30, 2027
Option: November 2025
Option: April 30, 2025
5. What is the name of the program introduced by Google for third-party app stores?
Option: Integrated App Store Program
Option: Alternative Billing Program
Option: Registered App Stores program
Option: Third-Party Store Initiative
6. Which game did Epic Games reintroduce to the Play Store?
Option: PUBG



- Option: Call of Duty
- Option: Fortnite
- Option: Minecraft

True-False

7. Google's new fee on in-app purchases is reduced to 15 percent.
8. Developers will be allowed to present alternative billing options within their apps.
9. The fee for subscriptions will remain at 30 percent.
10. The changes to the Play Store policies will simplify access to alternative billing systems.
11. The Registered App Stores program is mandatory for all third-party app stores.
12. Epic Games successfully returned Fortnite to the App Store.

Gap-Fill

13. Google plans to decrease the in-app purchase fee from 30 percent to _____ percent.
14. The new fee for subscriptions will be _____ percent.
15. The changes to the Play Store will be rolled out globally by _____ 30, 2027.
16. Google's Registered App Stores program aims to improve the installation process for _____ app stores.
17. Epic Games has reintroduced the game _____ to the Play Store in the US.
18. Alternative billing options will be allowed within apps or users can be redirected to _____ websites for purchases.

Answer

Multiple Choice: 1. 30 percent 2. 20 percent 3. 10 percent 4. September 30, 2027 5. Registered App Stores program



6. Fortnite

True-False: 7. False 8. True 9. False 10. True 11. False 12. True

Gap-Fill: 13. 20 14. 10 15. September 16. third-party 17. Fortnite 18. external

Answer

CATEGORY

1. Business - LEVEL6

POST TAG

1. app store
2. C2
3. ESL learning
4. esl news
5. google
6. Level 6
7. third-party

Tags

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Author

aimeeyoung99

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