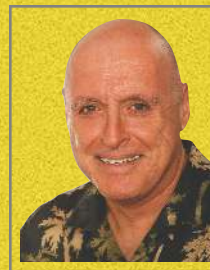


THE EXTRA POINT

BY JERRY ROBERTS



809 Is Apple Standing Up for Freedom?

An announcement by Apple this past week was a huge blow struck for...wait for it... freedom? Is it possible that a tech giant actually did something legit for people, rather than their own wallets? I'm Jerry Roberts and I want to find out just as much as you do. We'll do it together, next on The Extra Point.

Apple's major product events are always big news. The iPhone and Macintosh maker's first virtual event of 2021 may not have been on your calendar, particular if you're an Android and PC user, but maybe it should have been. Let's go over some newsworthy tidbits.

iOS 14.5, Apple's latest version of their mobile operating system, does something that breaks serious new ground. With this update, iOS app developers, everybody outside of Apple Inc. that makes apps for their phones, will no longer be allowed to track their users around different apps and the internet with targeted ads — unless the user expressly grants that permission.

In case you're not aware, most app developers accumulate information on you, and sells that information to whoever will pay for it. This is not the new world order, tracking your every movement type of thing.

The reason here is just about money and profits, and we should be okay about that — right?

Eventually, data companies — hello Facebook and Google — wind up knowing enough about you to serve up ads to you on sites you visit. These ads are tailored to what these data companies think will attract you to making a buy.

Apple has now slammed the door on this practice, calling it App Tracking Transparency. To open the door back up, the phone's user will have to go into preferences and approve

the tracking devices. How many people are going okay Facebook, Google, and others to track them?

Let's run some numbers. About 300 million people in the U.S. have access to a smartphone, that's some 90% of people living in America, and about half of them use an iPhone. When you add tablets to that, the mobile market tips closer to 60% for Apple.

Advertisers now won't be able to get data from those devices which run iOS 14.5. This OS version will work on iPhones to the 6S and even the iPhone SE.

Here's another number, Google makes 80% of their revenue from advertisers. They charge very high per—click prices for ads, based on the fact they can effectively target customers an advertiser is looking to reach. Now, that's out the window.

What is going to happen to the cost of advertising? Will it go down in price? Will it no longer be as effective? Will advertisers be forced to spend much more to achieve similar results as in the past?

You may say to yourself, "I don't buy ads on Google or Facebook, so why does this matter to me? Here's how. App creators who publish on the iOS platform, usually offer free versions of their apps. These versions don't have all the bells and whistles of their paid apps, but they are functional and meant to get people to use their apps, then hopefully upgrade.

These apps are not actually free, they are ad—supported. So, when they stop making money from the Google ad network for their iOS apps, will they still be able to offer apps without charge?

(Con't.)

For Android users, the rest of the market, no worries. Google is likely not going to trouble you with deciding whether or not to block tracking devices.

From a marketing standpoint, will this anti-tracking move give Apple an even bigger share of the market? Will this cause you to change from an Android to Apple phone the next time you decide to upgrade?

From the company that has steadfastly refused to give the government a way to hack into one of their phones, now they add to user privacy with App Tracking Transparency.

Was this designed to advance freedom, or to deliver a painful blow to their competitors — and should we even worry about their motivation?

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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