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13 Interim Class Counsel for the Plaintiffs in *In re Apple iPhone Antitrust Litigation*,  
 14 No. 4-11-cv-06714-YGR

15 **UNITED STATES DISTRICT COURT**  
 16 **FOR THE NORTHERN DISTRICT OF CALIFORNIA**  
 17 **OAKLAND DIVISION**

18 EPIC GAMES, INC.,

19 Plaintiff,

20 vs.

21 APPLE INC.,

22 Defendant.

23 APPLE INC.,

24 Counterclaimant,

25 vs.

26 EPIC GAMES, INC.,

27 Counter-Defendant.  
 28

Case No. 4:20-cv-05640-YGR

**CONSUMER PLAINTIFFS' AMICUS BRIEF  
 REGARDING TRIAL ELEMENTS, LEGAL  
 FRAMEWORK AND REMEDIES**

JUDGE: Hon. Yvonne Gonzalez Rogers

CTRM: 1 – 4th Floor

1 Pursuant to the Court’s October 21, 2020 Order (ECF No. 132), Plaintiffs in *In re Apple*  
2 *iPhone Antitrust Litigation*, No. 4-11-cv-06714-YGR (the “Consumer Plaintiffs”) hereby submit  
3 this *amicus* brief to respond to certain limited portions of the parties’ Joint Submission  
4 Regarding Trial Elements, Legal Framework and Remedies (ECF No. 276) (the “Joint  
5 Submission”). Consumer Plaintiffs reserve all their rights to address at a later date in *In re Apple*  
6 *iPhone Antitrust Litigation*, No. 4-11-cv-06714-YGR, any issue addressed in the Joint  
7 Submission, whether or not Consumer Plaintiffs address it in this *amicus* brief.

8 **I. Relevant Market—Product Market Definition (Joint Submission, § 4.1)**

9 **a. Analytical Framework (Joint Submission, § 4.1.1)**

10 Consumer Plaintiffs agree with the Undisputed Principles and Epic’s Position on the  
11 Disputed Principles. With regard to Apple’s reference to two-sided transaction platforms,  
12 Consumer Plaintiffs incorporate by reference their discussion of the distinction between two-  
13 sided platforms in general and two-sided *transaction* platforms, *infra.*, a distinction which Apple  
14 blurs.

15 **II. Single-Brand Markets (Joint Submission, § 4.1.2)**

16 Consumer Plaintiffs agree with the parties’ Undisputed Principles. Consumer Plaintiffs  
17 also agree with Epic’s Position on the Disputed Principles, including its distinction of Apple’s  
18 citations. *See* Joint Submission at 13-14.

19 In addition, to the extent Apple includes its discussion of a single-brand market involving  
20 two-sided transaction platforms to imply that Apple’s App Store is a two-sided transaction  
21 platform like the one described in *Ohio v. Am. Express Co.*, 138 S. Ct. 2274 (2018) (“*Am. Ex.*”),  
22 Consumer Plaintiffs dispute that implication. As the Supreme Court explained in *Am. Ex.*, a two-  
23 sided transaction platform is “best understood as supplying only one product – *transactions* –  
24 which is jointly consumed” by the parties on both sides of the platform. *Id.* at 2286 n.8. In  
25 contrast, shortly after deciding *Am. Ex.*, the Supreme Court explained in *Apple v. Pepper*, 139 S.  
26 Ct. 1514, 1518 (2019), that Apple’s App Store is an “electronic store where iPhone owners can  
27 purchase iPhone applications from Apple.” *Id.* The Supreme Court did not identify the App  
28 Store as a two-sided transaction platform because it does not sell a single product that is jointly

1 consumed by parties on both sides of the transaction the way that the ancillary credit card  
2 transactions were in *Am. Ex.* The fact that Apple collects payments from its customers (iOS  
3 device owners who download apps onto their devices) and remits payments to its suppliers (the  
4 app developers) does not make the App Store a two-sided transaction platform any more than a  
5 corner grocery, which does the same thing. *See also Pepper*, 139 S. Ct. at 1519 (Apple App  
6 Store is a monopolistic retailer overcharging consumers); *id.* at 1523 (“If the retailer’s unlawful  
7 monopolistic conduct caused a consumer to pay the retailer a higher-than-competitive price, the  
8 consumer is entitled to sue the retailer under the antitrust laws.”)

9 The nature of the App Store does not change – and it does not become a two-sided  
10 transaction platform – merely because consumers and suppliers have asserted independent claims  
11 against Apple. “Multiple suits are not atypical when the intermediary in a distribution chain is a  
12 bottleneck monopolist or monopsonist (or both) between the manufacturer on the one end and  
13 the consumer on the other end. A retailer who is both a monopolist and a monopsonist may be  
14 liable to different classes of plaintiffs – both to downstream consumers and to upstream suppliers  
15 – when the retailer’s unlawful conduct affects both the downstream and upstream markets.”  
16 *Pepper*, 139 S. Ct. at 1525.

17 Not all two-sided platforms fit the above description of a two-sided *transaction* platform.  
18 For example, grocery stores, shopping malls, and the Apple App Store provide distinct services  
19 to consumers and app developers, and consumers can visit those platforms without a clear  
20 counterparty in mind (*e.g.*, an app) for purchase. Therefore, they do not fit the definition of the  
21 two-sided *transaction* platform discussed in *Am. Ex.*

### 22 **III. Two-Sided Platforms (Joint Submission, § 4.1.4)**

23 Consumer Plaintiffs agree with the Undisputed Principles and with Epic’s Position on the  
24 Disputed Principles.

25 Further, to the extent Apple’s disputed position on two-sided platforms and its citation to  
26 *Am. Ex.*, 138 S. Ct. at 2280, which involved a two-sided *transaction* platform, is meant to imply  
27 that Apple’s App Store is a two-sided *transaction* platform, Consumer Plaintiffs dispute that  
28 implication and incorporate by reference its discussion in Section II, *supra*.

1           Moreover, the “pronounced” indirect networks effects and “interconnected pricing and  
 2 demand” exhibited by the two-sided *transaction* platform at issue in *Am. Ex.* existed because of  
 3 the single, simultaneous transaction. *Id.*, 138 S. Ct. at 2286. Not all two-sided platforms  
 4 experience these effects and pricing and demand interconnection. Further, the platform in *US*  
 5 *Airways, Inc. v. Sabre Holdings Corp.*, 938 F.3d 43 (2d Cir. 2019), cited by Apple, was also a  
 6 two-sided *transaction* platform. *Id.* at 58.

7           **IV. Section 2 of the Sherman Act—Monopolization—Monopoly Power (Joint**  
 8           **Submission, § 7.1)**

9           Consumer Plaintiffs agree with the Undisputed Principles and with Epic’s Position on the  
 10 Disputed Principles. With regard to Apple’s citation to *Am. Ex.*, 138 S. Ct. at 2281 n.1 for the  
 11 proposition that in two-sided platform markets “[i]ndirect network effects [] limit [a] platform’s  
 12 ability to raise overall prices and impose a check on its market power,” Consumer Plaintiffs  
 13 incorporate herein by reference their discussion in Sections II and III, *supra*, of the distinction  
 14 between two-sided platforms in general and the two-sided *transaction* platform at issue in *Am.*  
 15 *Ex.* Not all two-sided platforms experience indirect network effects.

16           **V. Section 2 of the Sherman Act—Monopolization—Willful Maintenance of Monopoly**  
 17           **Power—Anticompetitive Effects (Joint Submission, § 7.2.2)**

18           Consumer Plaintiffs agree with the Undisputed Principles, except for the statement that in  
 19 a two-sided market, courts must take into consideration the effects of the defendant’s conduct on  
 20 both sides of the market, citing *Am. Ex.*, 138 S. Ct. at 2287. As discussed *supra* in Sections II  
 21 through IV, the two-sided platform in *Am. Ex.* was a two-sided *transaction* platform. While that  
 22 statement may be accurate as to two-sided *transaction* platforms, it does not apply to all two-  
 23 sided platforms.

24           Consumer Plaintiffs agree with Epic’s Position. With regard to Apple’s discussion of  
 25 two-sided transaction platforms, Consumer Plaintiffs incorporate by reference their discussion of  
 26 this issue in Sections II through IV, *supra*.

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DATED: February 5, 2021

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Apple2:27029

CERTIFICATE OF SERVICE

I, Alexandra Loutsenhizer, the undersigned, declare:

1. That declarant is and was, at all times herein mentioned a resident of the County of San Diego, over the age of 18 years, and not a party to or interested in the within action; that declarant's business address is 750 B Street, Suite 1820, San Diego, CA 92101.

2. That on February 5, 2021, declarant served the foregoing:

**CONSUMER PLAINTIFFS' *AMICUS* BRIEF REGARDING TRIAL ELEMENTS, LEGAL FRAMEWORK AND REMEDIES**

by electronic mail to the counsel listed on the attached service list.

I declare under penalty of perjury that the foregoing is true and correct. Executed this 5th day of February 2021, at San Diego, California.

  
ALEXANDRA LOUTSENHIZER

27031

IN RE APPLE iPhone ANTITRUST LITIGATION

Case Nos.: 4:20-cv-05640-YGR-TSH; 4:11-cv-06714-YGR-TSH; 4:19-cv-03074-YGR-TSH

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IN RE APPLE iPhone ANTITRUST LITIGATION

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