

**SB3417 (Feigenholtz-Peters-Stadelman) and HB4599 (Gonzalez): Freedom to Subscribe Directly Act. Grows the Illinois economy** by protecting smartphone app developers from the two California monopolies that take 30% of all revenues from many smartphone apps.

Imagine if the next time you went to buy something online, like a subscription to your local newspaper, your computer interrupted you. A message appeared on the screen. Subscribing to your newspaper online directly isn't allowed. You can only subscribe \*through\* your account with the computer, even though you want to subscribe directly.. And the California-based computer company keeps 30%!

That's how it works for selling digital subscriptions to phone-based apps for journalism, music, games or dating. Google and Apple make 99% of all smartphones so they control how any company in the world can get a phone-based app to people. **They prohibit people from subscribing directly to an app from newspapers, educational reading programs, dating, music or games.** They even prohibit apps from telling their customers about getting lower prices on their websites (not the app). That's wrong.

SB3417 and HB4599 are the Freedom to Subscribe Directly Act. It would allow newspaper companies, educational apps like Epic Reading, business software like Basecamp, dating sites like Match, music and podcasts like Spotify if they are based in Illinois to charge their customers directly.

The smartphone monopolies (Apple and Google) argue that allowing newspapers or dating apps to subscribe directly would hurt the safety of their app stores. But they allow most apps like Uber or McDonalds or Orbitz to charge customers directly on their website - they only prohibit some apps (digital-only like news, education, music, dating or games) from doing so and keeping up to 30% (!).

The big West Coast tech monopolies dominate our economy and with their monopoly power, gouge Illinois businesses and consumers. Just like railroads a century ago: they are the only way to market. And just as a century ago state legislators established Commerce Commissions and consumer protection laws to protect residents from market monopolies, we should do this again for the tech economy.

Illinois should be the best place in the world to grow a business. **This law helps grow our tech industry.**

There is a **growing national bipartisan recognition** that the new tech economy of giant monopolies requires updated state laws. These bills are a clear first step. Similar state bills passed the Arizona House and are filed in Florida (D sponsor), Georgia (R sponsor), Hawaii (D sponsor), Massachusetts (D sponsor), Minnesota (D + R sponsor), New York (D sponsor), North Carolina (R sponsor), North Dakota (R sponsor).

SB2311 is similar to a federal bipartisan bill (S.2710) sponsored by Senators Blumenthal (D-CT), Blackburn (R-TN), Klobuchar (D-MN), Rubio (R-FL), Durbin (D-IL), Booker (D-NJ) and Graham (R-SC).

Supporters of the Freedom to Subscribe Directly Act include the Illinois software company Basecamp and email provider Hey.com, the Illinois Press Association, Consumer Reports, Illinois PIRG, and the Match Group. Please support the bills and empower Illinois companies to subscribe directly with their customers with smartphone apps and avoid the monopoly 30% fee as a reasonable new rule.