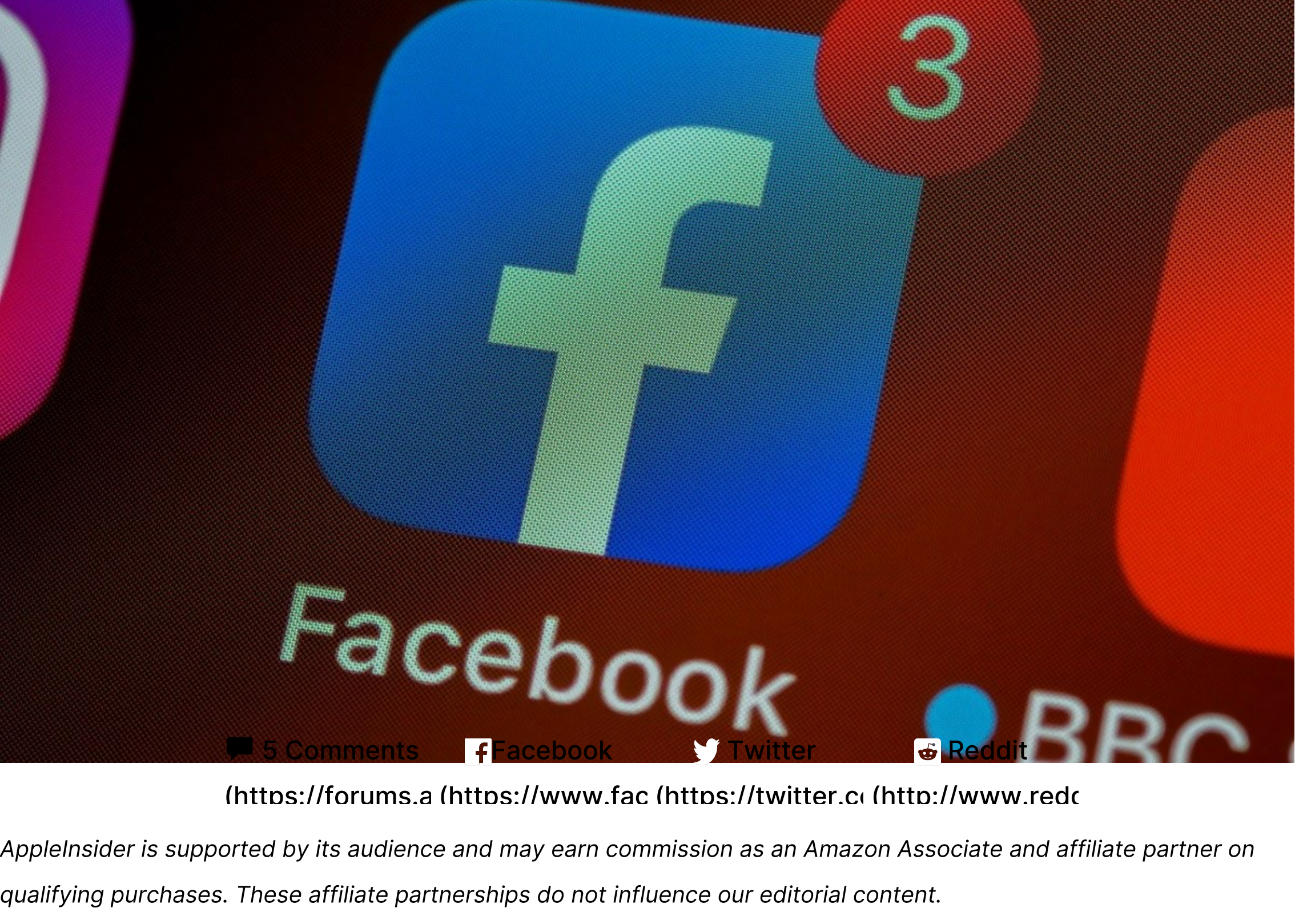


Apple, Facebook discussed revenue-sharing before privacy battles

Mike Peterson (https://appleinsider.com/editor/Mike+Peterson) | Aug 12, 2022



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Before Apple's privacy feud with Facebook, the two companies reportedly discussed "revenue-sharing agreements" such as an ad-free, subscription-based version of the social media platform.

The talks between Apple and Facebook reportedly occurred between 2016 and 2018, according to a new report (https://www.wsj.com/articles/inside-the-apple-vs-facebook-privacy-fight-11660317376) from *The Wall Street Journal*. The report claims that Apple was in talks about various deals that would give it "a slice of Facebook's revenue."

According to one source, Apple approached Facebook and said it wanted to "build businesses together." One of those ideas included a subscription-based version of Facebook that was ad-free — and would allow Apple to collect a 15% to 30% cut of revenue.

Facebook, which eventually rebranded itself as Meta (https://appleinsider.com/articles/21/10/28/facebook-changes-the-one-thing-it-doesnt-have-to-is-now-called-meta) after a series of controversies, decided against a subscription model.

When approached by *The Wall Street Journal*, an Apple spokesperson said that the iPhone (https://appleinsider.com/inside/iphone) maker routinely meets with developers to "make suggestions, address concerns, and help them continue to grow their businesses."

Additionally, the spokesperson said that there wasn't any connection between partnership talks with Facebook and Apple's eventual release of privacy features like App Tracking Transparency (ATT).


ATT is a feature that allows users to control whether apps can track them across other apps and services. The feature has dealt a blow (https://appleinsider.com/articles/21/04/29/facebook-details-impact-of-app-tracking-transparency-to-advertisers) to Facebook's ad revenue, which led the social media juggernaut to launch an all-out campaign against Apple (https://appleinsider.com/articles/21/02/03/facebook-s-anti-apple-campaign-uses-misleading-figures-marketers-claim) and ATT.

In total, Facebook says it will take up to a \$10 billion revenue hit (https://appleinsider.com/articles/22/02/03/facebook-rebuilding-ad-platform-due-to-app-tracking-transparency-data-laws) in 2022 because of ATT.


Although Apple has its own nascent-but-growing advertising business (https://appleinsider.com/articles/22/06/15/apple-ad-business-could-reach-6b-by-2025-with-41b-from-search-ads), the company has also denied that its privacy features were meant to boost its own first-party offerings (https://appleinsider.com/articles/22/04/26/apple-counters-claims-that-privacy-features-were-meant-to-boost-its-ad-business).

Comments (5)


 (https://forums.appleinsider.com/profile/designr)designr (https://forums.appleinsider.com/profile/designr) said about 2 hours ago
Interesting. Very interesting.

 (https://forums.appleinsider.com/profile/tht)tht (https://forums.appleinsider.com/profile/tht) said about 2 hours ago


designr (https://forums.appleinsider.com/profile/212767/designr) said:
Interesting. Very interesting.
If what happened was Apple proposed to Facebook to develop an iOS app that has an ad-free subscription tier, it's a nothing burger.
That's standard retail store or App Store practice. For a while, Apple was pushing everyone to develop a subscription tier. Apple proposed to Amazon that if they get someone to subscribe to Amazon Prime through the iOS app, Apple gets a cut of the subscription. Just replace Amazon Prime with Netflix, Spotify, Disney+, any service that has a subscription, Apple wants a cut if the customer subscribes through the iOS app. Some big fish went for it in the beginning, but they gradually just got people to subscribe through their own websites or other vehicles, like ATT and HBO Max.
Facebook with a paid ad-free tier? That idea did make the rounds a while back. Facebook didn't test the waters.

 (https://forums.appleinsider.com/profile/ericthehalfbee)ericthehalfbee (https://forums.appleinsider.com/profile/ericthehalfbee) said about 1 hour ago
What a joke of a hit piece by the WSJ.

Companies are always discussing different scenarios. The only thing that counts in the end is what the company did, not the dozen or more scenarios they talked about.

 (https://forums.appleinsider.com/profile/ihatescreennames)ihatescreennames (https://forums.appleinsider.com/profile/ihatescreennames) said about 1 hour ago

AppleInsider said:
In total, Facebook says it will take up to a \$10 billion revenue hit (https://appleinsider.com/articles/22/02/03/facebook-rebuilding-ad-platform-due-to-app-tracking-transparency-data-laws) in 2022 because of ATT.
Is it really because of ATT, though?
https://pxlrv.com/blog/ad-tech-revenue-statements-app-tracking-transparency/(https://pxlrv.com/blog/ad-tech-revenue-statements-app-tracking-transparency/)
It seems pretty reasonable there are other factors at play in FB's revenue hit. FB blaming ATT just helps them frame Apple as the bad guy to add a little more negative press.

 (https://forums.appleinsider.com/profile/JP234)JP234 (https://forums.appleinsider.com/profile/JP234) said about 46 minutes ago
Talk about the worst idea in Apple's history!

Read More on the forums... (https://forums.appleinsider.com/discussion/228495#first-reply)



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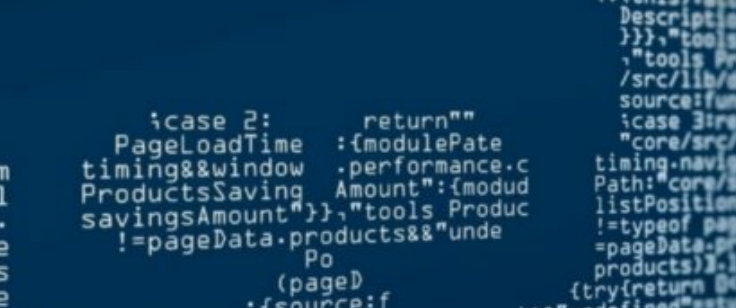


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Apple shares first look at 'Lessons in Chemistry' (https://appleinsider.com/articles/22/08/12/apple-shares-first-look-at-lessons-in-chemistry)

The upcoming Apple TV+ series "Lessons in Chemistry" is set to hit the streaming platform in 2023.

By Amber Neely (https://appleinsider.com/editor/Amber+Neely) | 10 minutes ago

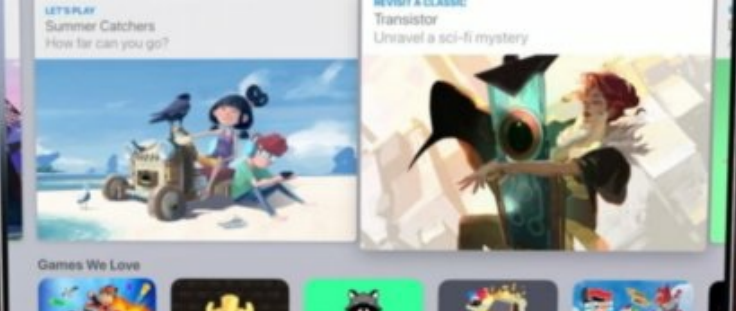


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Zoom installer flaw can give attackers root access to your Mac (https://appleinsider.com/articles/22/08/12/apple-discovers-zoom-flaw-that-could-give-attackers-root-on-your-mac)

A security researcher has discovered a flaw in Zoom on macOS that could allow attackers to gain root access and control the entire operating system — and the issue has yet to be fully fixed.

By Mike Peterson (https://appleinsider.com/editor/Mike+Peterson) | 15 minutes ago



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TV versus Monitor: The pros and cons of using each with your Mac (https://appleinsider.com/articles/22/08/12/apple-tv-vs-monitors---the-pros-and-cons-of-each)

Televisions and computer monitors are relatively similar in how they function and what they do, but they're not really interchangeable products. This is why monitors and TVs should be used for different purposes.

By Malcolm Owen (https://appleinsider.com/editor/Malcolm+Owen) | 1 hour ago

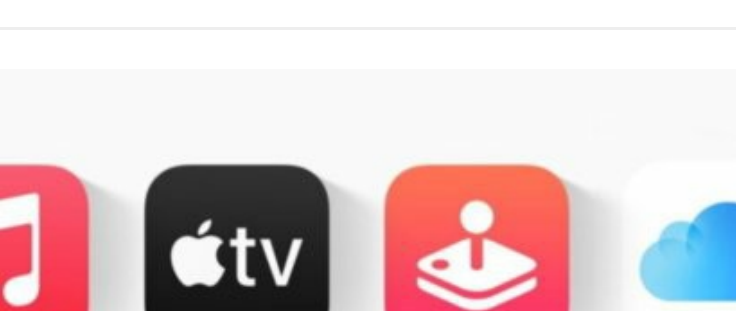


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Before Apple's privacy feud with Facebook, the two companies reportedly discussed "revenue-sharing agreements" such as an ad-free, subscription-based version of the social media platform.

By Mike Peterson (https://appleinsider.com/editor/Mike+Peterson) | 3 hours ago



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New Apple ad says that Apple One bundle offers 'the best of Apple' in one place (https://appleinsider.com/articles/22/08/12/new-apple-ad-says-that-apple-one-bundle-offers-the-best-of-apple-in-one-place)

Apple has shared a new ad spot promoting its Apple One bundle, which includes a number of the company's services at a discounted monthly rate.

By Mike Peterson (https://appleinsider.com/editor/Mike+Peterson) | 4 hours ago

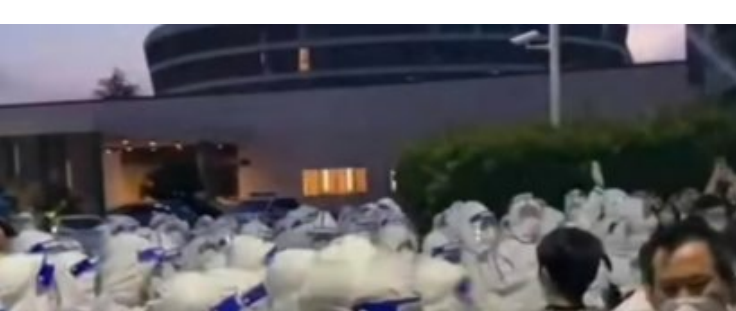


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Deal alert: Apple Watch Series 7 is on sale for \$299 (\$100 off) at Amazon (https://appleinsider.com/articles/22/08/12/deal-alert-apple-watch-series-7-is-on-sale-for-299-100-off-at-amazon)

Apple Watch deals are in effect at Amazon heading into the weekend, with the Series 7 now \$100 off.

By Christine McKee (https://appleinsider.com/editor/Christine+McKee) | 4 hours ago



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MacBook Pro maker Quanta pays rioters to stay at factory (https://appleinsider.com/articles/22/08/12/apple-maker-quanta-pays-rioters-to-stay-at-factory)

Apple MacBook Pro supplier Quanta has said that its profits halved in Q2 2022, following riots at its plants and, reportedly, greatly increased pay to staff.

By William Gallagher (https://appleinsider.com/editor/William+Gallagher) | 6 hours ago

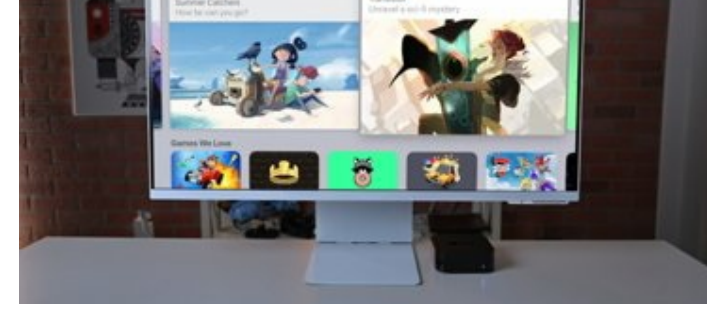


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Rumor roundup: Apple's 10th-generation iPad could see a significant redesign (https://appleinsider.com/articles/22/08/12/rumor-roundup-apples-10th-generation-ipad-could-see-a-significant-redesign)

The 10th-generation iPad may have an all-new design when it launches this fall. Check out our exclusive renders and see what has been rumored so far.

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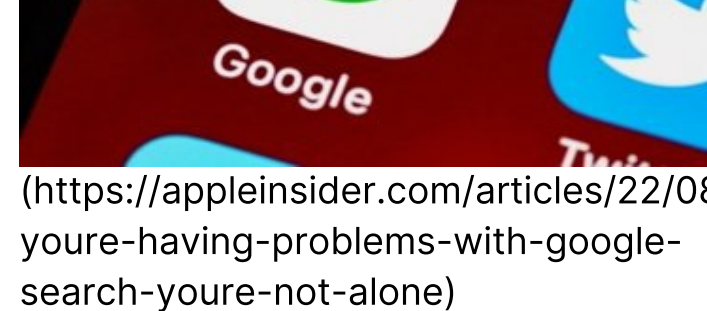


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