

(English version)

**Question for written answer E-002956/26
to the Commission
Pascal Arimont (PPE)
(15 July 2026)**

Subject: Apple App Store geoblocking within the European Union

On 12 November 2024, the Commission and the Consumer Protection Cooperation (CPC) Network released a statement communicating that Apple had been requested to put an end to allegedly prohibited geoblocking practices by Apple Media Services, including the App Store ⁽¹⁾. One of the concerns was that consumers cannot download apps from the app stores of other EU/EEA Member States because their Apple account is linked to a specific country. As a result, EU citizens living in or receiving services from another Member State may not be able to install certain apps.

1. What is the current state of play of the proceedings initiated against Apple in November 2024? What measures or undertakings have come about so far?
2. Is the Commission aware of any national enforcement measures in connection with this procedure? If so, in which Member States and with what results?
3. Does the Commission agree that linking App Store access to the country in which an Apple account is registered could undermine the digital single market if it means consumers within the EU cannot access apps for services in the Member State where they live or are staying?

Submitted: 15.7.2026

**Answer given by Mr McGrath on behalf of the European Commission
(14 September 2026)**

The coordinated action the Honourable Member is referring to, concerning several potentially prohibited geo-blocking practices detected on certain Apple Media Services, and announced by the Consumer Protection Cooperation (CPC) Network in November 2024 ⁽¹⁾, is still in progress.

The Commission, which is coordinating the action of the CPC Network, is not in a position at this stage to disclose any details relating to the state of play of the investigation, as the proceedings are still ongoing. CPC authorities may decide to disclose information at a later stage.

The Commission is not aware of any national enforcement measures that have been taken in connection with this procedure.

As announced in November 2024, the Commission can confirm that access limitation to applications for services in other EU/European Economic Area countries than where an account is registered is one of the practices potentially prohibited by the Geo-blocking Regulation ⁽²⁾.

Only national authorities of the CPC Network, however, have the power to assess whether the actual practices of an individual company like Apple Media Services comply with the requirements of the Geo-blocking Regulation.

¹ https://ec.europa.eu/commission/presscorner/detail/de/ip_24_5727.

⁽¹⁾ https://ec.europa.eu/commission/presscorner/api/files/document/print/en/ip_24_5727/IP_24_5727_EN.pdf.

⁽²⁾ Regulation (EU) 2018/302 of the European Parliament and of the Council of 28 February 2018 on addressing unjustified geo-blocking and other forms of discrimination based on customers' nationality, place of residence or place of establishment within the internal market and amending Regulations (EC) No 2006/2004 and (EU) 2017/2394 and Directive 2009/22/EC.