

OUT-OF-APP GAME MONETIZATION POLICY GUIDE

Coda's cheatsheet on navigating new rules to maximize revenue. Here's what you need to know about key policy changes around the globe.

FOCUS MARKETS		App Store	Play Store	What publishers should do
United States 	<ul style="list-style-type: none"> ✔ Link-outs ✖ Alternative billing ✖ Alternative app store Fee implications <ul style="list-style-type: none"> ➔ Link-out: 0% (litigation ongoing) 	<ul style="list-style-type: none"> ✔ Link-outs ✔ Alternative billing ✔ Alternative app store Fee implications <ul style="list-style-type: none"> ➔ Link-out (ECL): 0% (scheduled fees published; not enforced) ➔ IAP: Planned restructuring to reduced fee model by June 30, 2026** 	<ul style="list-style-type: none"> ★ Start immediately <p>Capitalize on the current fee-free situation for any variant of Coda Links.</p>	
Japan 	<ul style="list-style-type: none"> ✔ Link-outs ✔ Alternative billing ✔ Alternative app store* Fee implications <ul style="list-style-type: none"> ➔ Link-out: -15% (10% SBP), 7-day attribution <small>*Note: Allowed with Notarization</small>	<ul style="list-style-type: none"> ✔ Link-outs ✔ Alternative billing ✔ Alternative app store Fee implications <ul style="list-style-type: none"> ➔ Link-out: -20% (10% lower tier), 24h attribution ➔ IAP: Planned restructuring to reduced fee model by December 31, 2026** 	<ul style="list-style-type: none"> ★ Start immediately <p>Focus on web link-outs with Coda Links to maximize margins despite the commission structure.</p>	
European Union 	<ul style="list-style-type: none"> ✔ Link-outs ✔ Alternative billing ✔ Alternative app store* Fee implications <ul style="list-style-type: none"> ➔ Link-out: 10-17% commission + 5-13% store fee + 2% acquisition + €0.50 CTC per install <small>*Note: Allowed with Notarization</small>	<ul style="list-style-type: none"> ✔ Link-outs ✔ Alternative billing ✔ Alternative app store Fee implications <ul style="list-style-type: none"> ➔ Link-out (External Offers): 3%-10% tiered service fee per transaction ➔ IAP: Planned restructuring to reduced fee model by June 30, 2026** 	<ul style="list-style-type: none"> ⚡ Assess cost and technical requirements <p>Leverage Coda's out-of-app solutions (such as Coda Webstore) amidst complex link-out requirements.</p>	
Brazil 	<ul style="list-style-type: none"> ✔ Link-outs* ✔ Alternative billing* ✔ Alternative app store* Fee implications <ul style="list-style-type: none"> ➔ Link-out: CADE settlement reached; implementation underway <small>*Note: To be implemented by April 2026</small>	<ul style="list-style-type: none"> ✖ Link-outs ✔ Alternative billing ✔ Alternative app store Fee implications <ul style="list-style-type: none"> ➔ Alt. billing (UCB): -26%/-11% ➔ IAP: Planned restructuring to reduced fee model by September 2027** 	<ul style="list-style-type: none"> ⚡ Monitor upcoming changes <p>Following CADE settlement, Apple must allow external payments, alternative billing, and third-party app stores by April 2026.</p>	



**Note: Google plans to restructure Google Play fees by separating the traditional 30% commission into a 20% service fee for standard in-app purchases and an additional 5% billing fee where Google Play Billing is used (e.g. US and EU). Developers using their own billing systems can avoid the billing fee. The rollout is currently phased, with global availability expected by September 2027.



SCALE YOUR OUT-OF-APP STRATEGY WITH CODA

➔ **Prioritize:** Strategize based on market link-out availability, fees, and regulatory readiness

➔ **Launch:** Implement web-based payment flows and D2C experiences

➔ **Grow:** Expand across markets while managing platform requirements with Coda