

May 27, 2025

The Honorable Andrew N. Ferguson  
Chairman  
Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, District of Columbia 20580

***Re: Comments of ACT | The App Association in response to the Federal Trade Commission Request for Information on Anticompetitive Regulations***

Dear Chairman Ferguson:

ACT | The App Association appreciates the opportunity to respond to the Federal Trade Commission (FTC) Request for Information on anticompetitive regulations.<sup>1</sup>

The App Association is a policy trade association representing the small business technology developer community. Our members are entrepreneurs, innovators, and independent developers located across the United States that compete across consumer and enterprise markets. We work with and for our members to promote a policy environment that rewards and inspires innovation while providing resources that help them raise capital, create jobs, and continue to build incredible technology.

The value of the ecosystem the App Association represents—which we call the app economy—is valued at approximately \$1.8 trillion and is responsible for 6.1 million American jobs.<sup>2</sup> App Association members are key drivers of a broader U.S. digital economy that, on its own, is the world's eighth largest economy. Yet our members' ability to grow and create American jobs faces significant challenges, exacerbated in some cases by either inaction or ill-advised policies during the previous Administration, that now represent great opportunities for the Trump-Vance Administration.

Since its founding, the App Association has been, and remains, committed to American small business growth and job creation. Today, the app economy is an incredible means of innovation, creativity, and empowerment that must be supported through domestic policies. In the attached spreadsheet, we elaborate on these opportunities and make targeted recommendations on how the Trump-Vance Administration can positively impact the economic prosperity of ordinary Americans across the country.

---

<sup>1</sup> [https://www.ftc.gov/system/files/ftc\\_gov/pdf/P859900AnticompetitiveRegulationsRFI.pdf](https://www.ftc.gov/system/files/ftc_gov/pdf/P859900AnticompetitiveRegulationsRFI.pdf).

<sup>2</sup> ACT | The App Association, State of the App Economy (2022), <https://actonline.org/wpcontent/uploads/APP-Economy-Report-FINAL.pdf>.

Thank you for your consideration of these matters and your continued efforts to remove regulatory barriers and bolster the success of American small businesses.

Sincerely,

A handwritten signature in black ink that reads "Morgan Reed". The signature is written in a cursive, flowing style.

Morgan Reed  
President

**ACT | The App Association**  
1401 K St NW (Ste 501)  
Washington, DC 20005