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## Digital Turbine Joins The Coalition for a Competitive Mobile Experience

*Bringing deep mobile ecosystem expertise, Digital Turbine strengthens the Coalition's mission to create a fair and open app economy*

AUSTIN, Texas, Aug. 4, 2025 /PRNewswire/ -- Digital Turbine, the leading platform powering premium mobile experiences through innovative technology, today announced its membership in The Coalition for a Competitive Mobile Experience (CCME). Digital Turbine joins founding members Garmin, Match Group, Meta, and Spotify to help advance the Coalition's mission of fostering a more open and competitive mobile app marketplace.

With over a decade of technical expertise in app distribution and deep partnerships across the mobile ecosystem, Digital Turbine brings a unique perspective to the Coalition. Its proprietary Ignite platform is integrated on more than 1 billion Android devices worldwide, powers millions of app installs, and provides DT with a unique lens into the challenges and opportunities facing app developers. With over 82,000 apps leveraging DT's platform to grow their businesses, DT represents the voices of app developers of all sizes and categories in shaping the future of the app ecosystem.

As a member of the Coalition, DT will help address the very issues the group seeks to change, like limited distribution options and high platform fees that restrict competition. DT's platform gives developers more control over how their apps reach users and supports greater consumer choice through alternative and direct-to-device distribution.

"The CCME is excited to welcome Digital Turbine to our coalition of companies who have come together to push for reform that puts people in the driver's seat of what apps they and their families use and how they use them," said Brandon Kressin, Executive Director of the Coalition for a Competitive Mobile Experience. "DT's deep relationships across carriers, OEMs, and app developers will help us build scalable, meaningful solutions that put power back where it belongs: in the hands of those who create the apps we all use daily. At the end of the day, this is about protecting consumers from monopolies. Our coalition is looking forward to partnering with DT to champion consumers' rights in the digital economy."

Digital Turbine joins the CCME as global regulatory scrutiny intensifies around app store practices and platform power. By contributing a technical perspective and expertise in app monetization, user acquisition, and distribution, DT aims to accelerate progress on both regulatory and industry-led initiatives to expand competition and innovation.

"We're honored to join a group that's not just talking about change, but actively shaping the future of the app economy," said Bill Stone, CEO of Digital Turbine. "Our technology and innovation have always centered on creating a level playing field - giving developers, device

partners, and consumers the control they deserve over how apps are being discovered, used, and grown into successful businesses. Partnering with the CCME allows us to help drive lasting change that supports innovation, choice, and fairness across the mobile ecosystem."

### **About The Coalition for a Competitive Mobile Experience**

The Coalition for a Competitive Mobile Experience (CCME) is a diverse group of companies seeking to improve consumers' experiences with their devices by making the space more open and competitive.

### **About Digital Turbine**

Digital Turbine (NASDAQ: APPS) is the driving force behind superior mobile experiences for consumers and results for the world's leading mobile operators, advertisers and publishers. Our platform uniquely simplifies our partners' ability to drive end-to-end recognition, acquisition and monetization - connecting them to more consumers, in more ways, on more devices. Digital Turbine is headquartered in North America, with offices around the world.

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