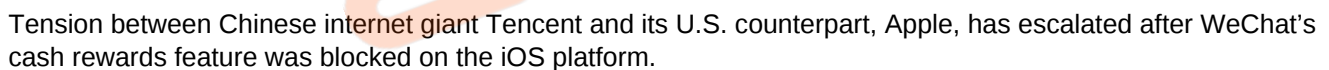


导读:近日苹果在其iOS平台禁止了微信的打赏功能，有分析人士认为这可能是因为苹果想要在中国和腾讯竞争移动支付服务。



The feature, which allows users to send tips of up to 256 RMB to their favorite official accounts, was disabled on iOS on April 19, apparently because it violated Apple's regulations. It is currently still functional on other platforms, including Android.

According to Apple's regulations, updated in 2016, users must utilize the in-app purchase function if they wish to unlock new features within apps. Apps are not allowed to include buttons, external links or other calls to action that direct customers to purchasing mechanisms other than in-app purchase, for which Apple splits revenue 70/30 with developers.

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In an announcement released by Tencent on April 19, the company said the adjustment was made after extensive negotiations with Apple. For the time being, Tencent suggested that its users bypass the regulation by transferring tip money through individual transfer channels, a move that was later prohibited by Apple.

2019年4月19日，腾讯公司发布声明称，在经历了与苹果公司的多次谈判后，腾讯公司决定调整其微信红包功能。对于目前的情况，腾讯公司建议其用户通过个人转账渠道绕过监管，将红包金额转入个人账户，这一举动随后被苹果公司禁止。

"From WeChat's perspective, its cash rewards feature is meant to encourage official accounts to create original content. Apple, on the other hand, sees the practice as a pay-for-view service," an analyst told Thepaper.cn, adding that the rewards should not be considered a purchase.

从微信的角度来看，其现金奖励功能旨在鼓励官方账号创建原创内容。苹果公司则将此行为视为付费观看服务，一位分析师告诉Thepaper.cn，并补充说，奖励不应被视为购买。

Some analysts believe that by banning WeChat's rewards feature, Apple hopes to compete with Tencent in the area of payment services. Tencent's WeChat Wallet is widely used in China, while Apple Pay is not popular with Chinese consumers.

一些分析师认为，通过禁止微信的奖励功能，苹果公司希望在与腾讯公司的支付服务领域展开竞争。腾讯公司的微信支付钱包在中国广泛使用，而苹果公司的Apple Pay在中国并不受欢迎。

