

Publishing on the App Store

Paul Marcos

iPhone Applications Software Engineering

What we'll talk about

What we'll talk about

- Publishing apps to the App Store

What we'll talk about

- Publishing apps to the App Store
- Best practices for making your app successful

What we'll talk about

- Publishing apps to the App Store
- Best practices for making your app successful
- What we won't talk about
 - App store submission policies
 - Anything related to 3.0



App Store

Maybe you've heard of it?

Maybe you've heard of it?

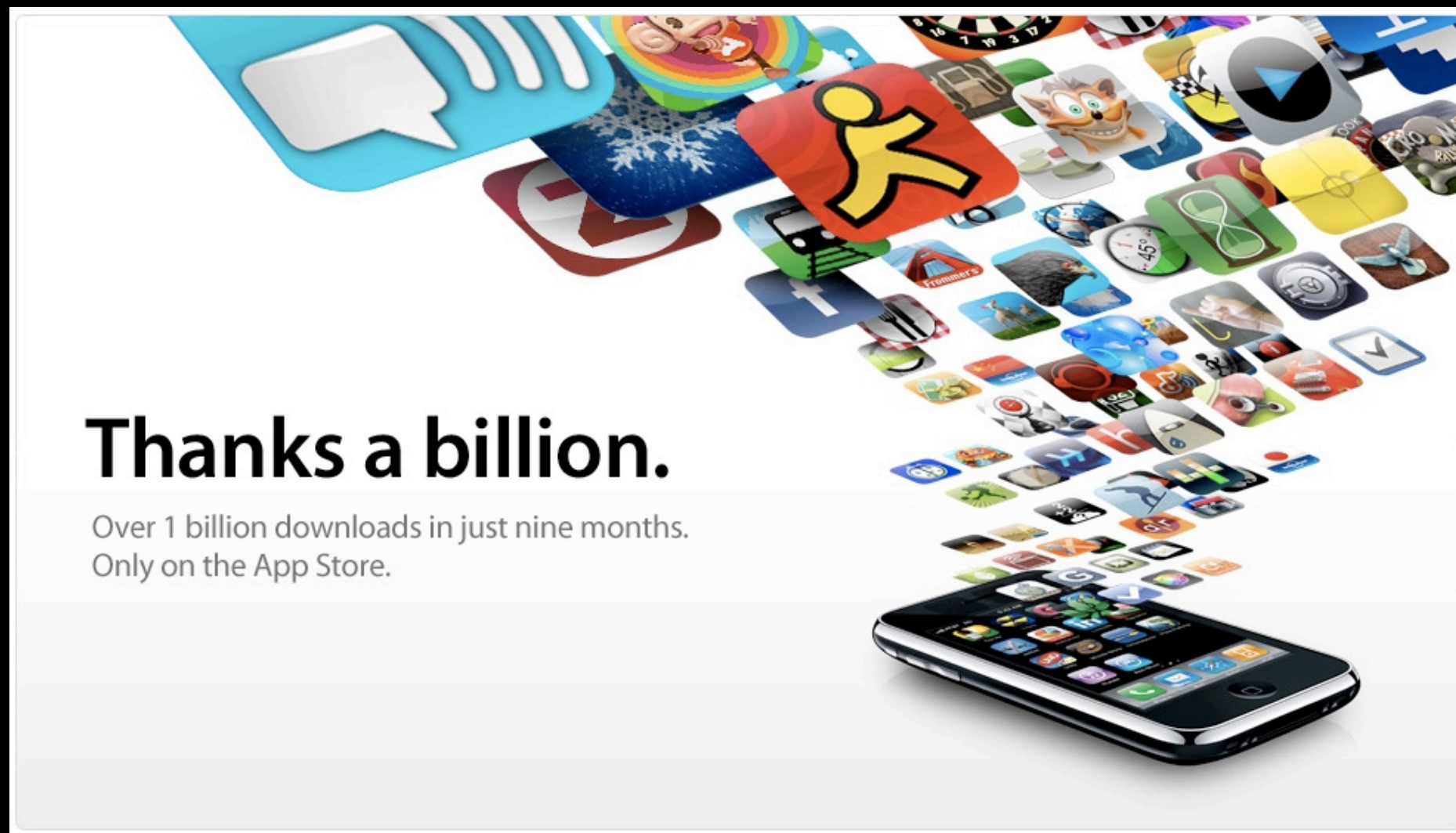
- More than 35,000 apps

Maybe you've heard of it?

- More than 35,000 apps
- In 77 countries

Maybe you've heard of it?

- More than 35,000 apps
- In 77 countries



Introducing the App Store

Introducing the App Store

- Apple takes care of the infrastructure
 - Hosting
 - Global distribution
 - Worldwide payment processing
 - Seamless downloads, installation, and software updates
 - Reach iPhone, iPod touch, and iTunes users

Introducing the App Store

- Apple takes care of the infrastructure
 - Hosting
 - Global distribution
 - Worldwide payment processing
 - Seamless downloads, installation, and software updates
 - Reach iPhone, iPod touch, and iTunes users
- You focus on creating great apps
 - No credit card, hosting, or marketing fees
 - 70% of revenues go to developer
 - No charge for free apps

Publishing Your App

Set up account

Add new app

Enter app details

Upload content

Specify availability

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Introducing iTunes

Your online portal to the App Store

Set Up Account

Requirements

- Apply to the paid iPhone Developer Program
- Log in to the iPhone Developer Program Portal

Set Up Account

Enter via iPhone Developer Program Portal

Apple Developer Connection

Dev Centers ☒ ADC on iTunes Support

iPhone Developer Program

Welcome, Paul Marcos [Edit Profile](#) [Log out](#)

Program Portal: Stanford CS193P Class [Exit Program Portal](#)

- Home
- Team
- Certificates
- Devices
- App IDs
- Provisioning
- Distribution**

Prepare App **App Store** Ad Hoc

Distribution

Distribute Application

```
graph LR; A[Configure Profile] --> B[Download & Install]; B --> C[Build & Distribute]; C --> D[Upload]; C --> E[Share]; D --> F[App Store]; E --> G[Ad Hoc]
```

The diagram illustrates the distribution workflow. It begins with 'Configure Profile', which involves a 'Distribution Certificate' (ID#), a 'Device ID (Ad Hoc only)', and an 'App ID'. This leads to 'Download & Install', which requires a 'Provisioning Profile' (PROV). The next step is 'Build & Distribute', which involves 'CodeSign'. Finally, the application is 'Uploaded' and 'Shared' to either the 'App Store' or 'Ad Hoc' distribution methods.

The distribution area of the iPhone Developer Program Portal is where you will prepare and learn how to submit your iPhone and/or iPod touch application for delivery via in-house or Ad Hoc distribution. **Only Team Agents are authorized to prepare and submit applications for distribution.**

Set Up Account

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- Home
- Team
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- Devices
- App IDs
- Provisioning
- Distribution**

Prepare App **App Store** Ad Hoc

Distribution


Distribute Application

The diagram illustrates the distribution workflow: **Configure Profile** (ID#, Certificate, Device ID (Ad Hoc only), App ID) → **Download & Install** (PROV Provisioning Profile) → **Build & Distribute** (CodeSign) → **Upload** / **Share** to **App Store** or **Ad Hoc**.

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Set Up Account

iTunes Connect home screen

StoreMaciPod + iTunesiPhoneDownloadsSupport


iTunes Connect

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iTunes Connect provides tools to help manage your content in the iTunes Store.


NEW Starting with February 2009, monthly financial reports are being delivered in a new format. For information about the changes and how to read the new reports, click [here](#). For information about financial reports in general, see the new [iTunes Finance Reports Guide](#).

**Sales/Trend Reports**


Preview or download your daily and weekly reports here.

**Contracts, Tax, & Banking Information**


Request Contracts and manage your contact, banking and tax information.

**Financial Reports**


View and download your monthly financial reports.

**Manage Users**


Set access permissions and email settings for users of your iTunes Connect account.

**Manage Your Applications**

Add, view, and manage your applications in the iTunes Store.

**Request Promotional Codes**

Get codes that will give you free downloads of your applications.

**Contact Us**

Having a problem uploading your application? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

Friday, April 24, 2009

11

Publishing Your App

Set up account

Add new app

Enter app details

Upload content

Specify availability

Publishing Your App

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Specify availability


Add a New App

Enter iTunes Connect and click “Manage Your Content”

 Store Mac **iPod + iTunes** iPhone Downloads Support

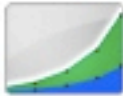
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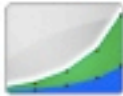
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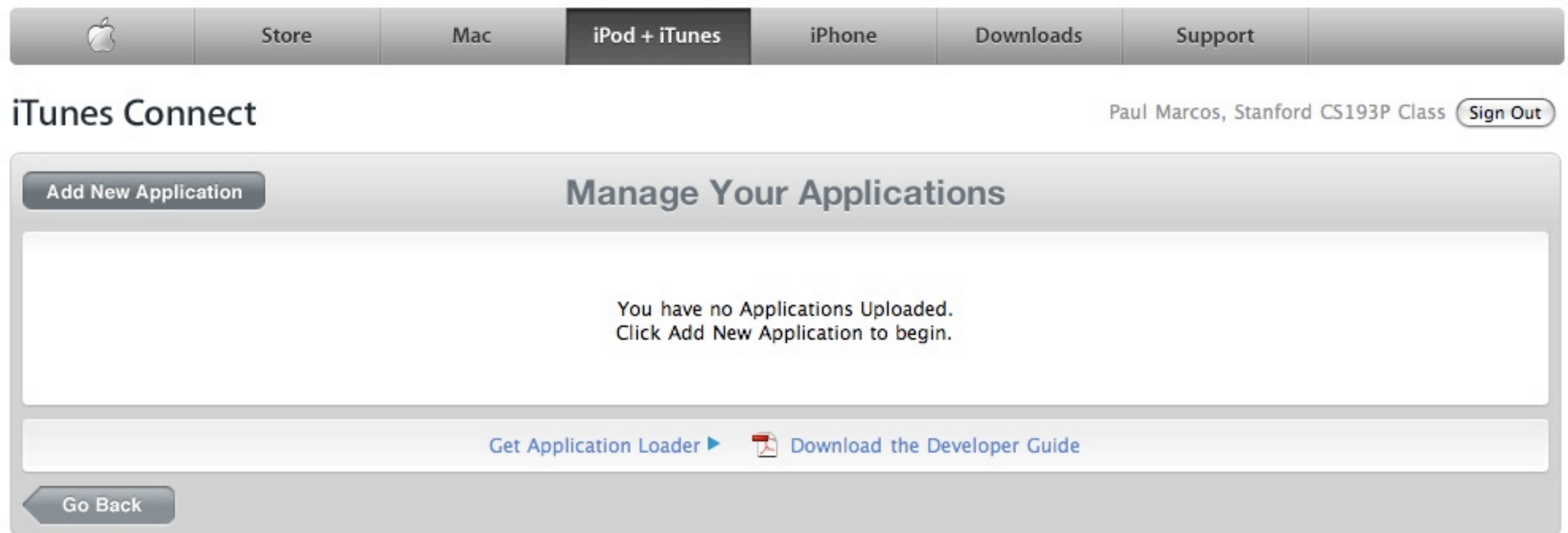
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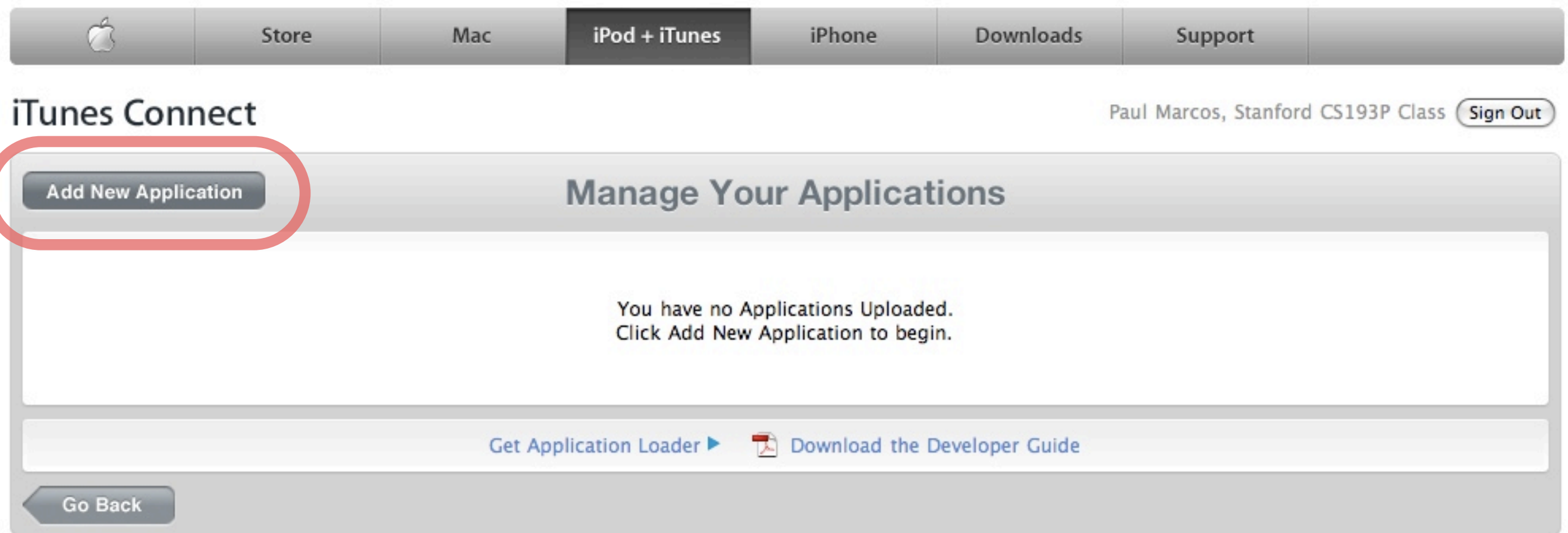
Add a New App

Select “Add New Application”



Add a New App

Select “Add New Application”



Add a New App

Confirm primary language and company name

- Only prompted the first time you add an app
- You cannot change these later!

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Specify availability

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Export Compliance

- Apps are subject to United States export laws and regulations
 - Does your product contain encryption?
 - Is encryption used for authentication purposes only?
 - Is encryption used for protection of data or information security purposes?



U.S. Department of Commerce

Commercial Encryption Export Controls

<http://www.bis.doc.gov/encryption/guidance.htm>

Enter App Details

- Application name
- Application description
- Categories
- Copyright and version information
- Application and support URLs
- Support email
- End-user license agreement
- SKU number

Supported Devices

- iPhone
- iPhone and iPod touch

Game Advisories

	None	Infrequent / Mild	Frequent / Intense
Cartoon or Fantasy Violence			
Realistic Violence			
Sexual Content or Nudity			
Profanity or Crude Humor			
Alcohol, Tobacco, or Drug Use or References			
Mature/Suggestive Themes			
Gambling or Simulated Gambling			
Horror/Fear Themes			
Prolonged Graphic or Sadistic Realistic Violence			
Graphic Sexual Content and Nudity			

App Store Game Ratings

App Store Game Ratings

4+

9+

12+

17+

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Prepare Your Binary for Upload

57 x 57 application icon

- Icon is required
- Rounded corners and shine automatically added
- App Store will honor `UIPrerenderedIcon` key

Prepare Your Binary for Upload

App ID

- Create App ID and Distribution Provisioning Profile
- App ID and Bundle Identifier are used to identify software updates

Prepare Your Binary for Upload

Build for release

- In Xcode
 - Set Active SDK to “Device”
 - Set Active Configuration to “Release”
 - Set Code Signing Identity
 - Set Code Signing Provisioning Profile
- In Finder
 - Compress .app as .zip archive

Upload 512 x 512 icon

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format

Upload Screen Shots

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format
- Primary screen shot and up to four additional screen shots
- Remove the status bar

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Specify Availability

Specify Availability

- Availability date
 - Earliest date at which your app can be published

Specify Availability

- Availability date
 - Earliest date at which your app can be published
- Distribution
 - Worldwide distribution is assumed
 - Optionally select specific stores
 - 22 individual stores
 - Rest of world

Publishing Your App

Set up account

Add new app

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Upload content

Specify availability

Publishing Your

App

Set up account

Add new app

Enter app details

Upload content

Specify availability

Publishing Your **Free**

App

Set up account

Add new app

Enter app details

Upload content

Specify availability

Publishing Your

Set up account

Add new app

Enter app details

Upload content

Specify availability

Publishing YouTube Commercial

Set up account

Add new app

Enter app details

Upload content

Specify availability

Publishing Your Commercial

Set up account

**Set payment
info**

Add new app

Enter app details

Upload content

Specify availability

Publishing Your Commercial

Set up account

**Set payment
info**

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Publishing Your Commercial

Set up account

Set payment
info

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Set Payment Information

- One-time process
- Sign Paid Applications contract
 - Electronically signed by administrator
- Provide the following
 - Contact information
 - Bank account to receive payments
 - Tax information

Set Payment Information

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- Sign Paid Applications contract
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U.S. developers


Complete W-9 form

**Non-U.S.
developers**

Print, sign, and return W-8BEN form
by post


Set Payment Information

Enter iTunes Connect and click “Contracts”

StoreMaciPod + iTunesiPhoneDownloadsSupport

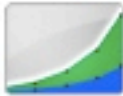
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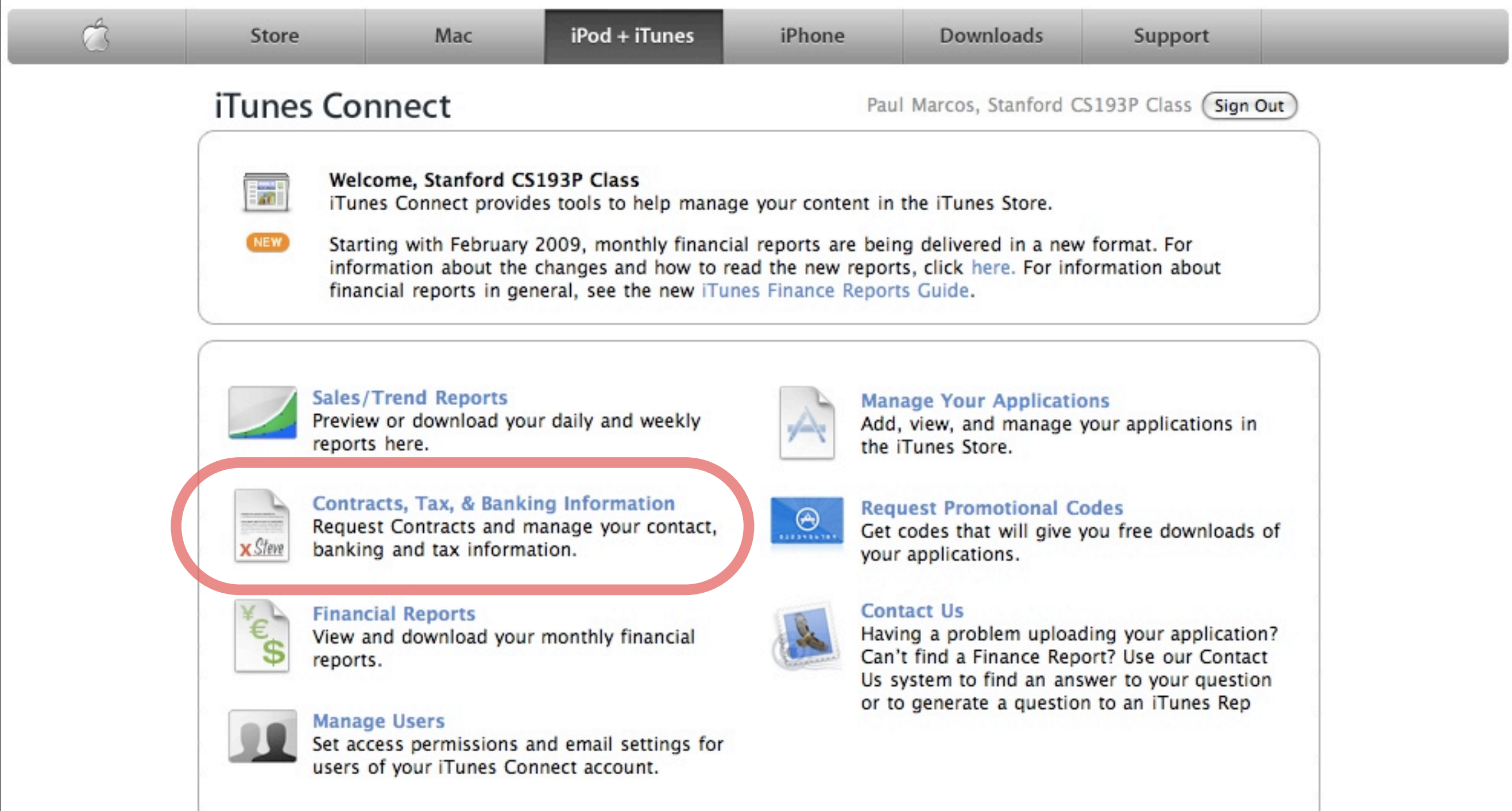
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Friday, April 24, 2009

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Set Payment Information

Enter iTunes Connect and click “Contracts”



The screenshot shows the iTunes Connect website. At the top is a navigation bar with links: Store, Mac, iPod + iTunes (selected), iPhone, Downloads, Support, and a search bar. Below the navigation bar, the page title is "iTunes Connect" and the user is logged in as "Paul Marcos, Stanford CS193P Class" with a "Sign Out" button. The main content area is divided into two sections. The top section is a welcome message for the Stanford CS193P Class, mentioning that monthly financial reports are being delivered in a new format starting in February 2009. The bottom section is a grid of links to various tools and reports. The link "Contracts, Tax, & Banking Information" is highlighted with a red oval. Other links include "Sales/Trend Reports", "Manage Your Applications", "Request Promotional Codes", "Financial Reports", and "Manage Users".

iTunes Connect Paul Marcos, Stanford CS193P Class [Sign Out](#)

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Sign Paid Applications Contract



iTunes Connect Manage Your Contracts

Paul Marcos, Stanford CS193P Class [Sign Out](#)

Request New Contracts

If you wish to make your applications available for sale on iTunes, you must agree to the Paid Applications agreement, presented below. Note: You can distribute your free applications without this agreement. Only individuals with the Legal role can request contracts.

Request Contract	Contract Region	Contract Type	Legal Entity Name	Legal Entity Address
<input type="checkbox"/>	All (See Contract)	Paid Applications	Stanford CS193P Class	1 Infinite Loop Cupertino, CA, 95014 United States

Cancel

Submit

Your Contracts In Process

View the status of your contracts and manage your contract, bank and tax information. Once setup is complete and the contract effective date has been reached, these contracts will go live and are moved to the 'Your Contracts In Effect' section below.

Contract Number	Contract Region	Contract Type	Contact Info	Bank Info	Tax Info	Contracts Download	Contact Info	Bank Info	Tax Info	Setup in Process	Setup Complete
MS573812	World	Free Applications	N/A	N/A	N/A						

Done

- For all developers residing in Canada or registered for Canadian GST/HST, you **MUST** click [here](#)
- For all developers residing in Australia or registered for Australian GST, you **MUST** click [here](#)

Publishing Your Commercial

Set up account

Set payment
info

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Publishing Your Commercial

Set up account

Set payment
info

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Set Pricing

- Select price tier from menu
- Pricing in alternate currencies is automatically populated

Set Pricing

Customer price and your proceeds for tier 10

	Customer	Your
US	US\$9.99	US\$7.00
Mexico	Mex\$100	
Canada	Can\$9.99	Can\$7.00
UK	£5.99	£3.65
Euro Zone	€7.99	€4.86
Norway	NKr55	
Sweden	SKr75	
Denmark	DKr59	
Switzerland	SwF11	
Australia	\$A12.99	\$A8.27
New Zealand	\$NZ13.99	
Japan	¥1200	¥840

Publishing Your Commercial

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Publishing Your

Set up account

**Set payment
info**

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Publishing Your App Worldwide

Set up account

**Set payment
info**

Add new app

Enter app details

Upload content

Specify availability

Set pricing

Publishing Your App Worldwide

Set up account

**Set payment
info**

Add new app

Enter app details

**Add
languages**

Upload content

Specify availability

Set pricing

Publishing Your App Worldwide

Set up account

Set payment
info

Add new app

Enter app details

Add
languages

Upload content

Specify availability

Set pricing

Add Languages

Supported languages

- English
- Dutch
- French
- German
- Italian
- Spanish
- Japanese

Add Languages

Provide localized information for the App Store

- Application name
- Application description
- Application and support URLs
- Support email
- Screen shots
- App must be a single binary supporting multiple languages

Done!

Publishing on the App Store

Best Practices

Use iTunes to Your Advantage

- Ease of purchase on devices or computer
- Many media types competing for your customers' eyeballs
- Present and promote for a great experience
 - Discoverable
 - Compelling
 - Informative

Discoverable

- Application name
- Categories





Application Name

Your name is how users will search for your



Application Name

Your name is how users will search for your app

Touch Fighter V2

Application Name

Your name is how users will search for your app

Touch Fighter~~X~~V2

Application Name

Your name is how users will search for your app

~~Touch Fighter V2~~

iPhone Touch Fighter

Application Name

Your name is how users will search for your app

~~Touch Fighter V2~~

~~iPhone Touch Fighter~~

Application Name

Your name is how users will search for your app

~~Touch Fighter V2~~

~~iPhone Touch Fighter~~

Touch Fighter Extreme Action

Application Name

Your name is how users will search for your app

~~Touch Fighter V2~~

~~iPhone Touch Fighter~~

~~Touch Fighter Extreme Action~~

Application Name

Your name is how users will search for your app

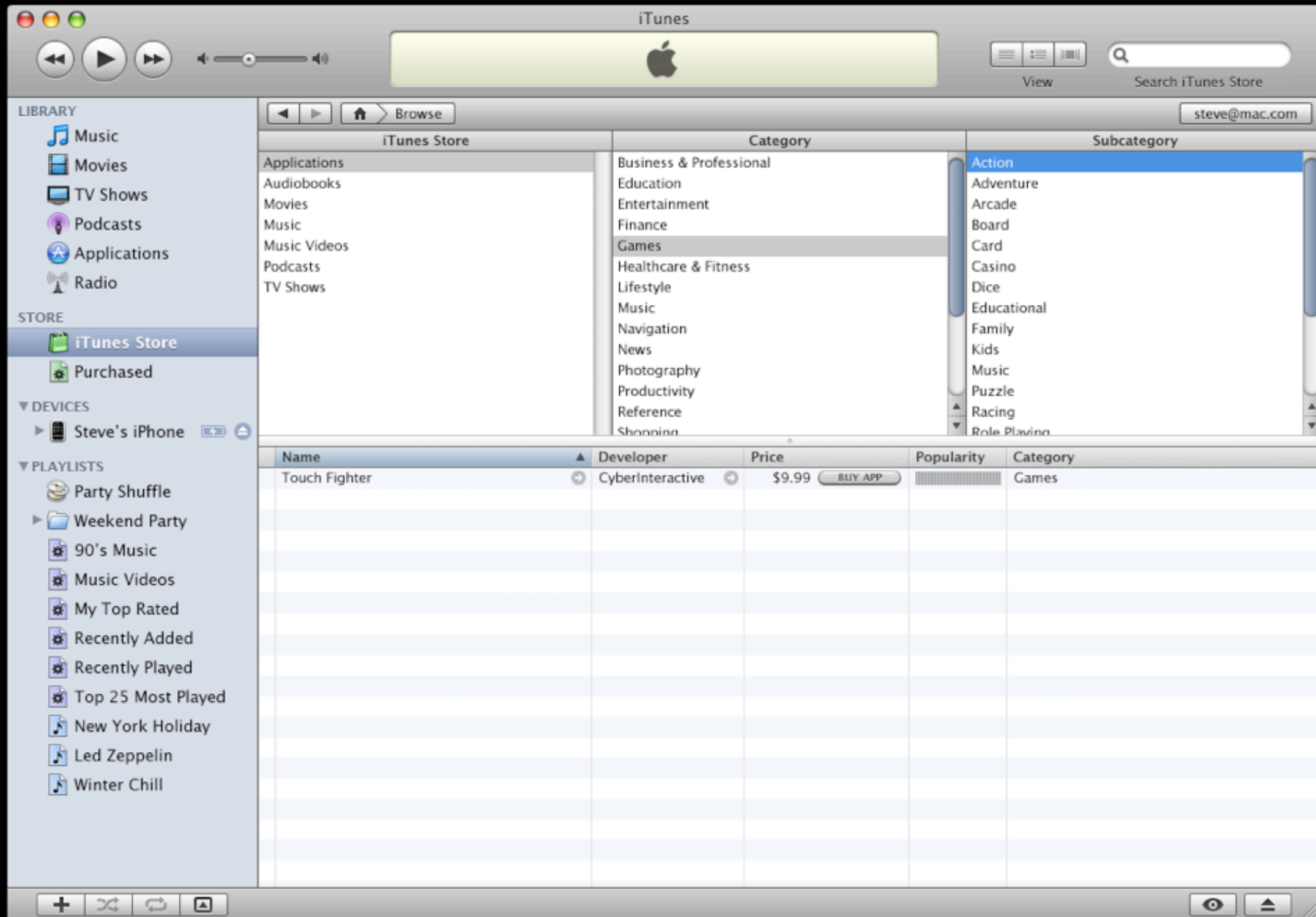
~~Touch Fighter V2~~

~~iPhone Touch Fighter~~

~~Touch Fighter Extreme Action~~

Touch Fighter

Categories are how users will browse for



Categories

Categories are how users will browse for your app

- Choose a primary and secondary category
- Choose up to two subcategories for games

Compelling

- Icon
- Screen shots

Icon

Users expect gorgeous icons



Icon

Users expect gorgeous icons

- Follow Apple Human Interface Guidelines
- Don't scale up images from smaller artwork
- Legible
- Appropriate
- Consider cultural sensibilities—use universal imagery
- Don't be afraid to consult a professional graphic designer
 - Developer Connection—Interface Design Assistance
<http://developer.apple.com/business/aida.html>

Icon

Rounded corners and shine are added



Your icon



Rounded



Shine

Screen Shots

Show your product in the best light



Screen Shots

Show your product in the best light



Screen Shots

Show your product in the best light

- Legible
- Appropriate
- Consider cultural sensibilities and restrictions
- Don't forget to localize screen shots
 - Set iPhone language before taking screen shot
Settings » General » International » Language

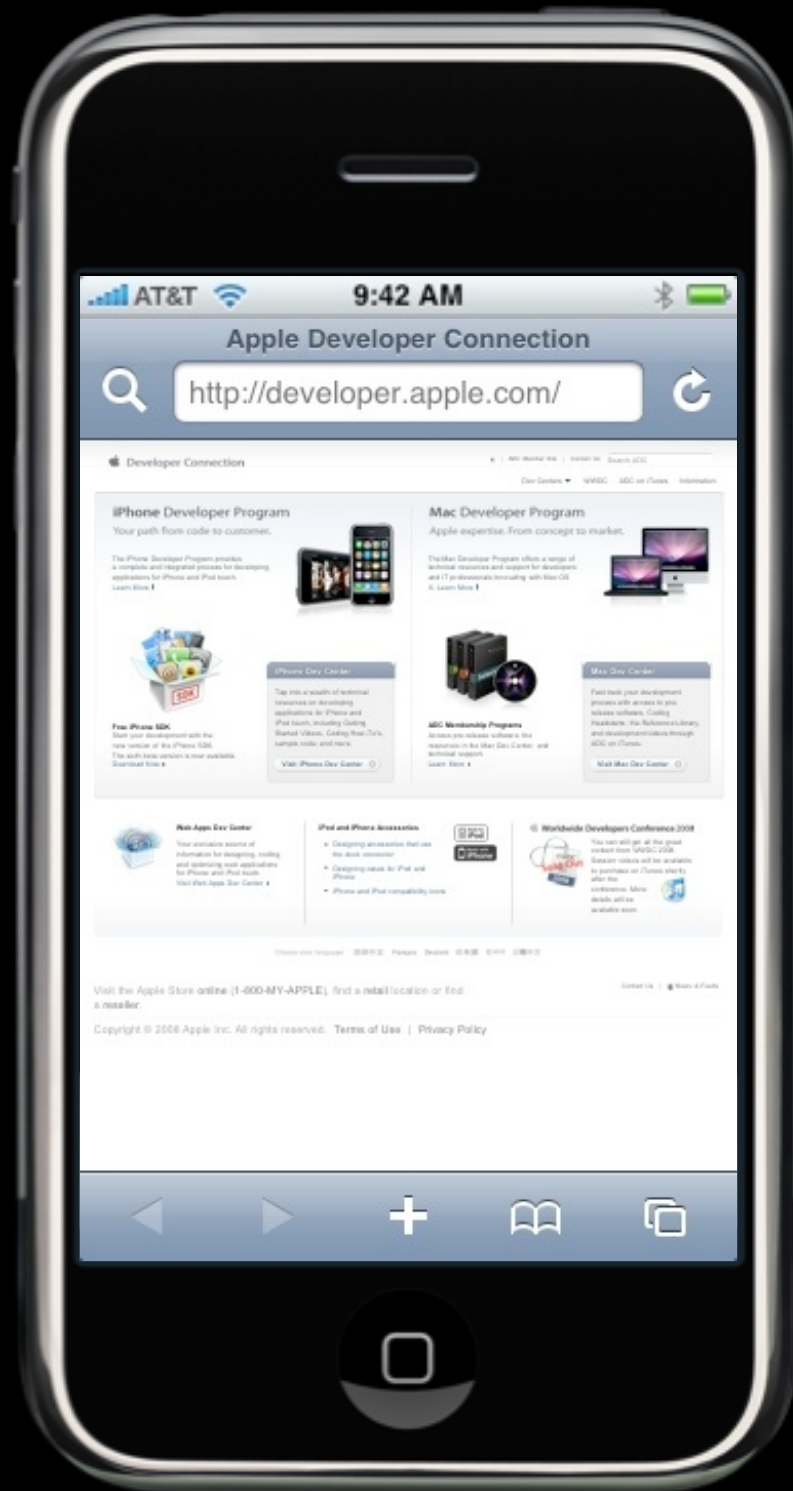
Screen Shots

- Take screen shots on the target device (not the simulator)
 - Hold down the Power button and press the Home button
 - Screen shot is saved to Camera Roll
- Always remove status bar from Full Screen shots

Portrait	320 x 460	320 x 480
Landscape	480 x 300	480 x 320

Screen Shots for Portrait

Remove status bar if present



Screen Shots for Portrait

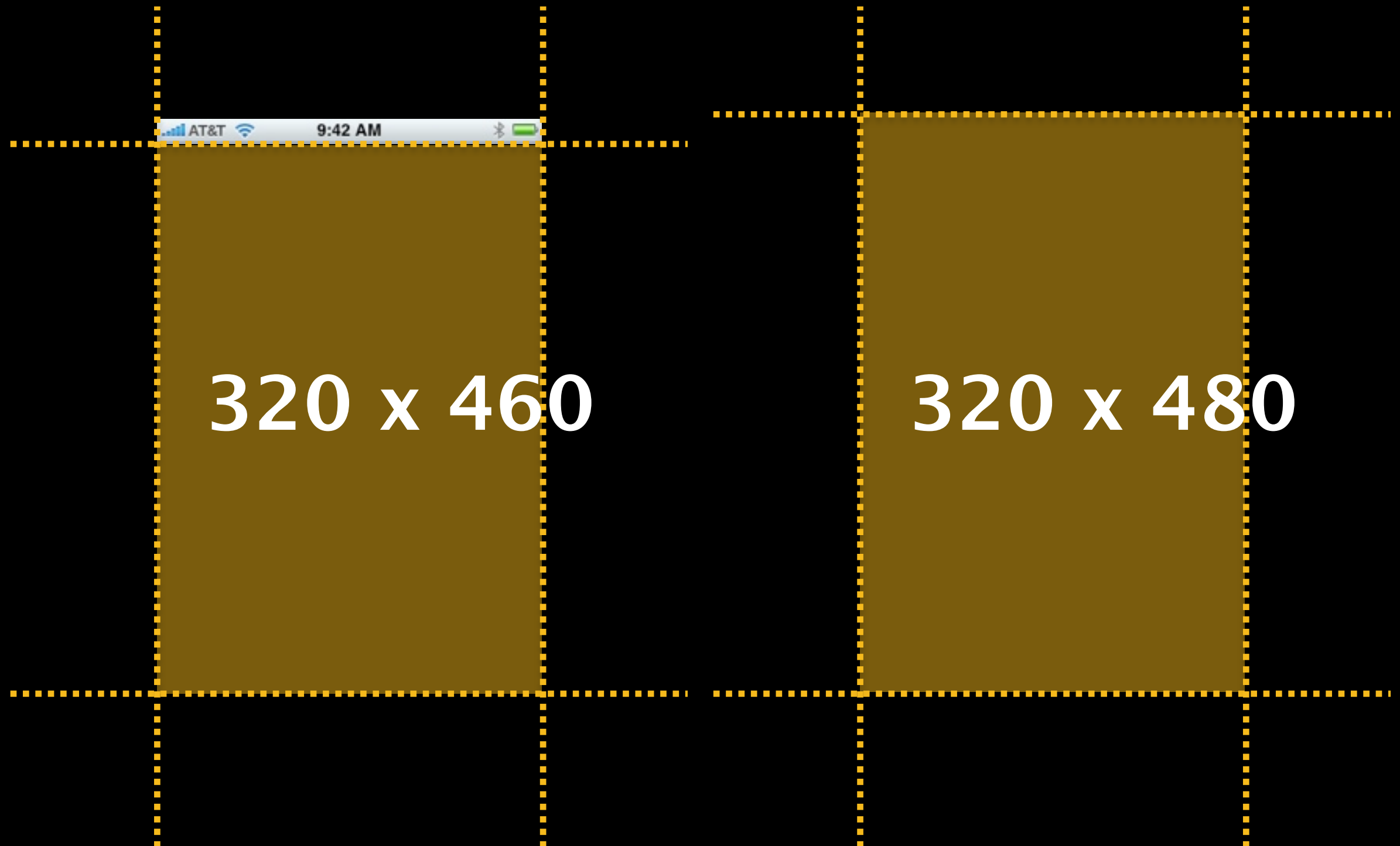
Remove status bar if present



320 x 460

Screen Shots for Portrait

Remove status bar if present



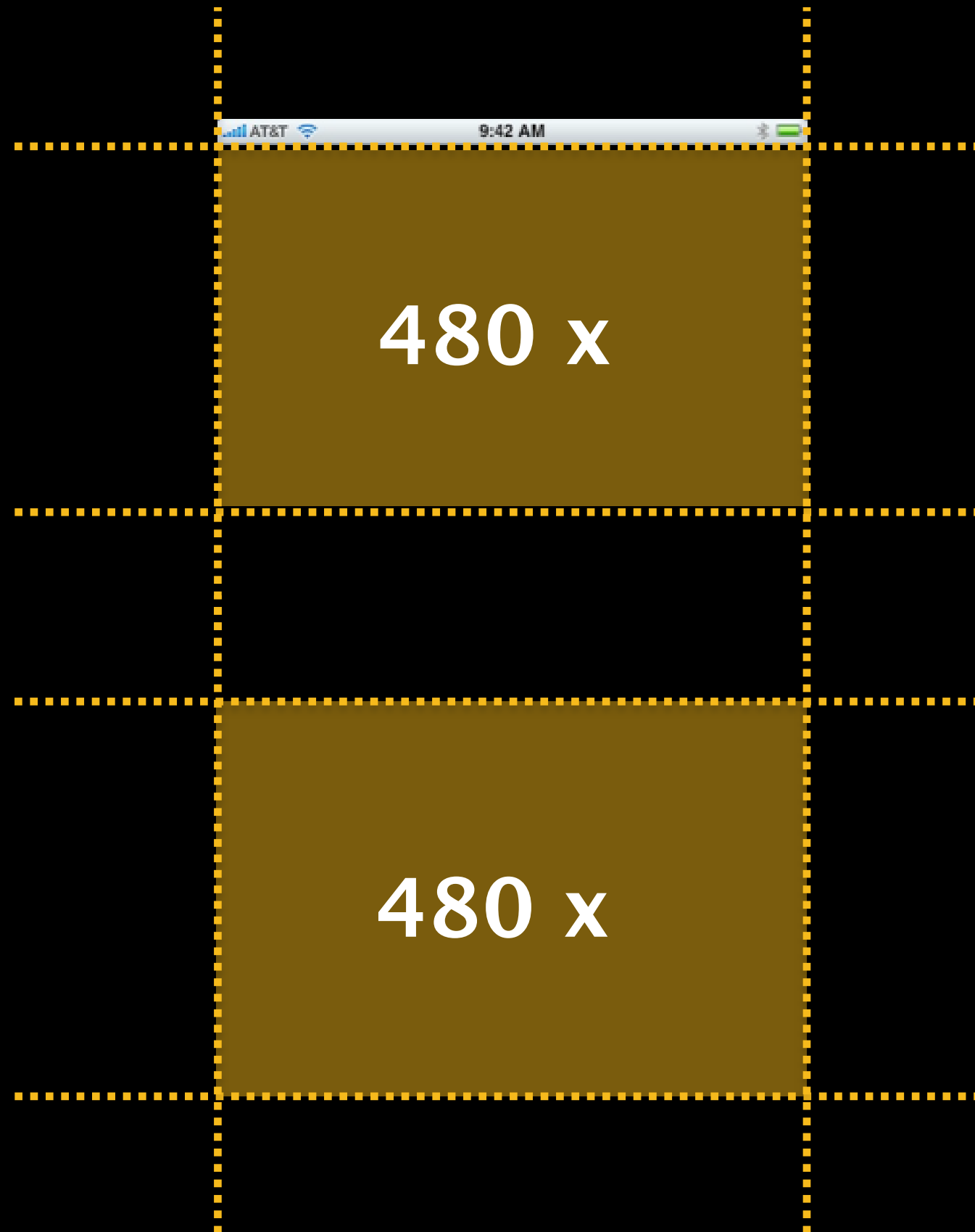
Screen Shots for Landscape



Screen Shots for Landscape



Screen Shots for Landscape



Informative

- Application description
- Copyright holder
- Version number
- URLs
- End-user license agreement

Application Description

Be aware of screen sizes



Application Description

Be aware of screen sizes



Application Description

Use line breaks and bullets to enhance



Application Description

Use line breaks and bullets to enhance



Copyright, Version, and SKU

- Copyright

“© 2009 Acme Inc.”

- Version number

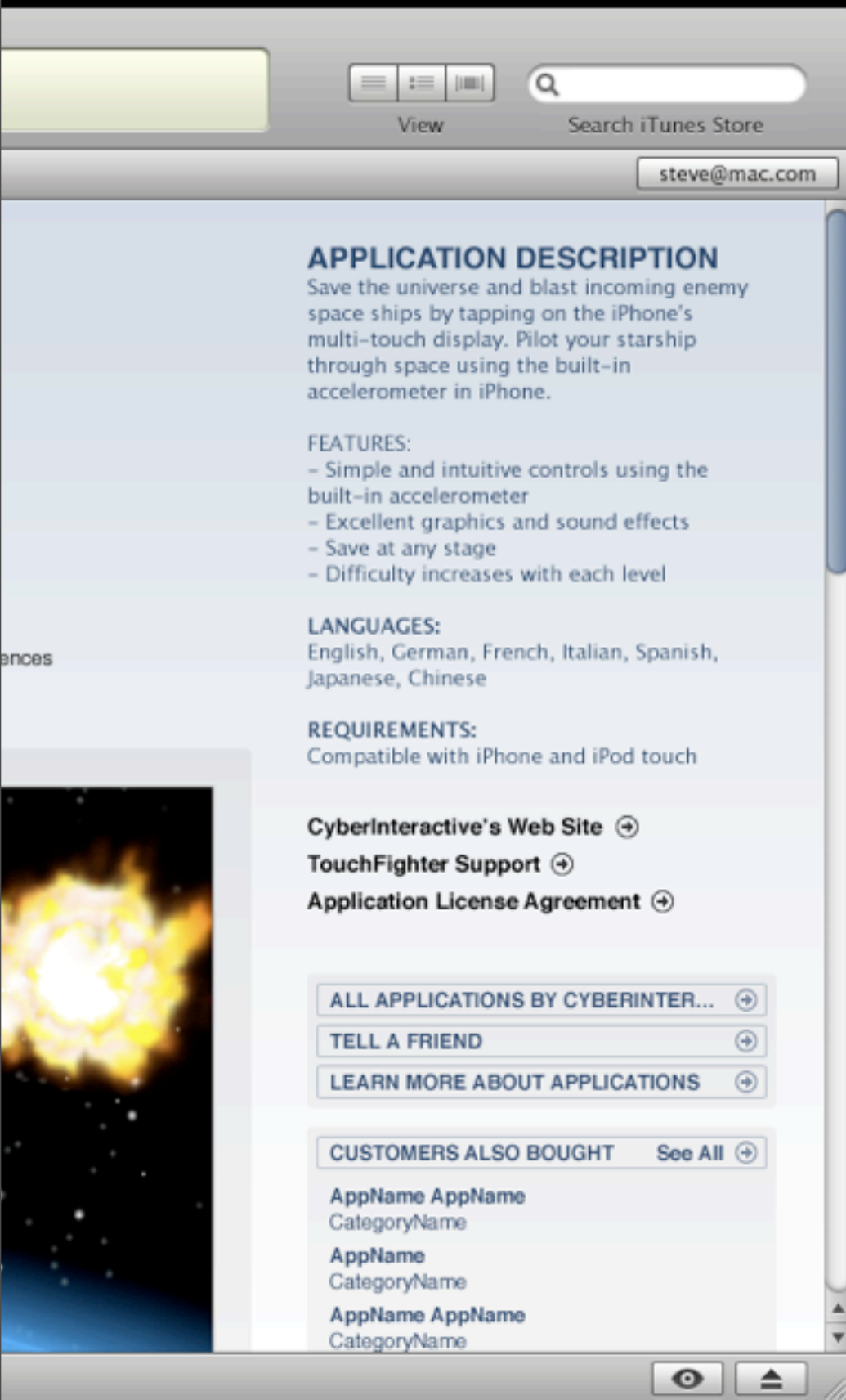
“1.0”

- SKU number

- Use UPC code if available
- Unique to your application, regardless of version number
- Cannot be changed once entered
- Appears in financial reports

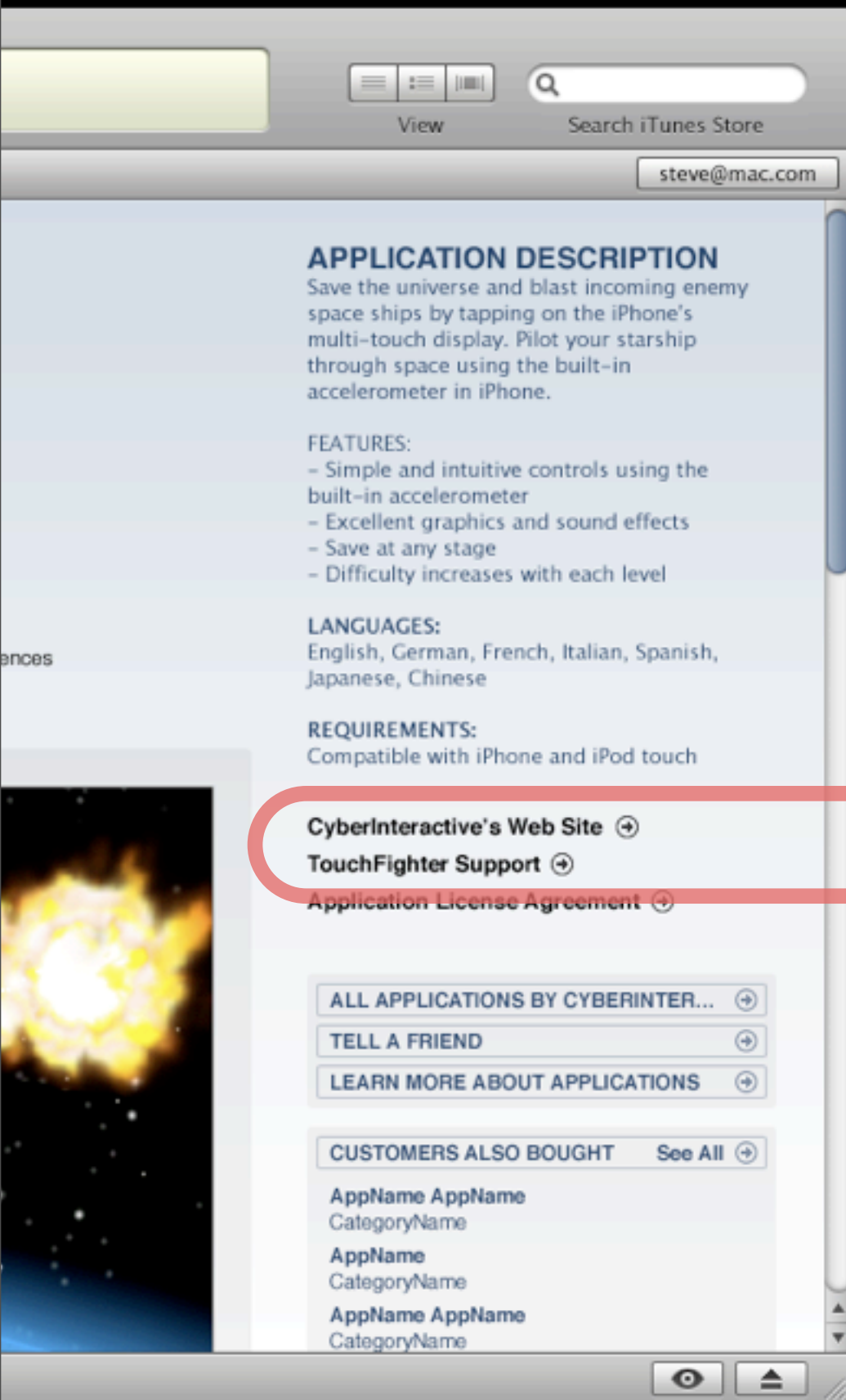
URLs and Email

- Customer visible
 - Application URL
 - Support URL
- For Apple use
 - Support email used when problems reported via Purchase History



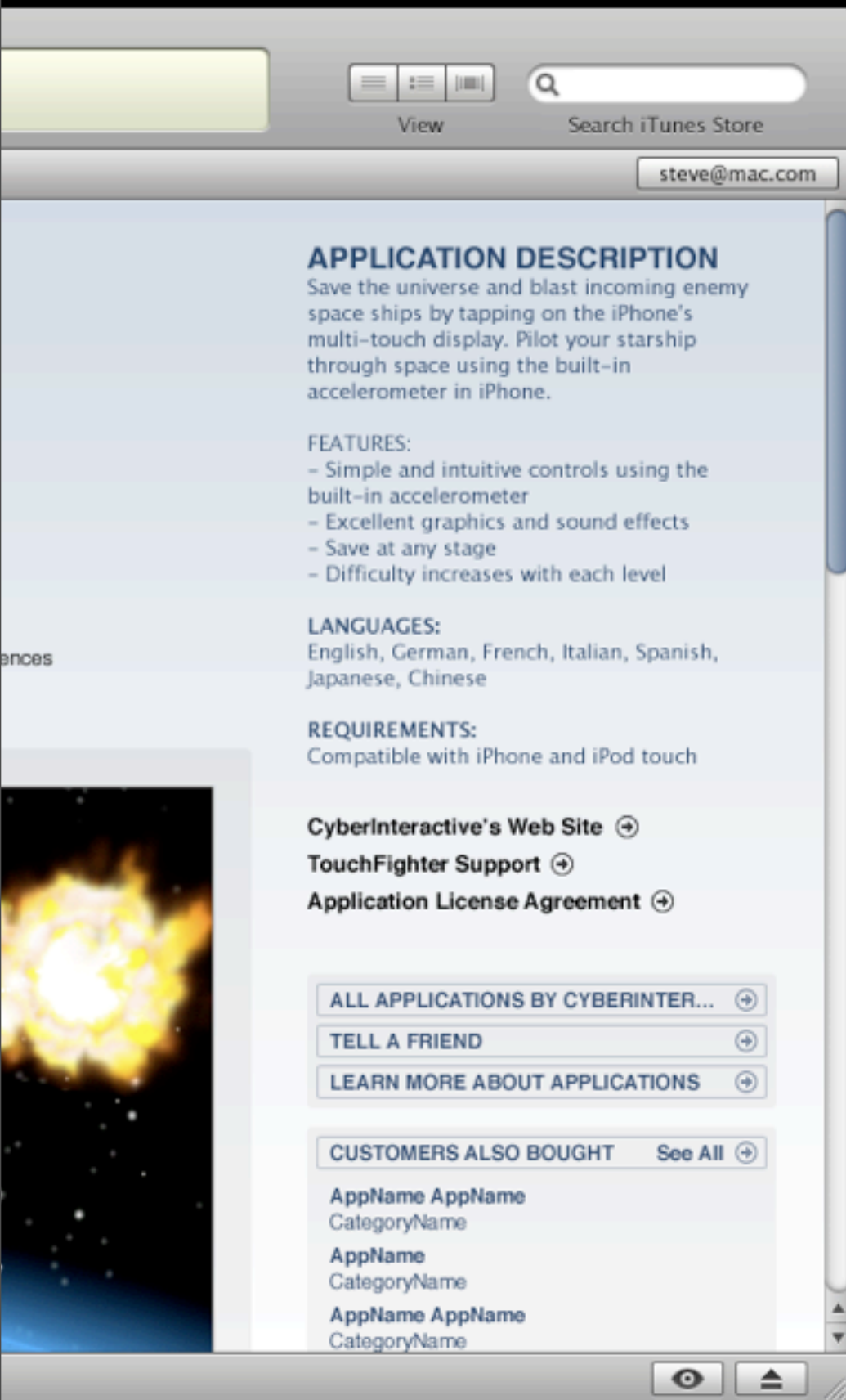
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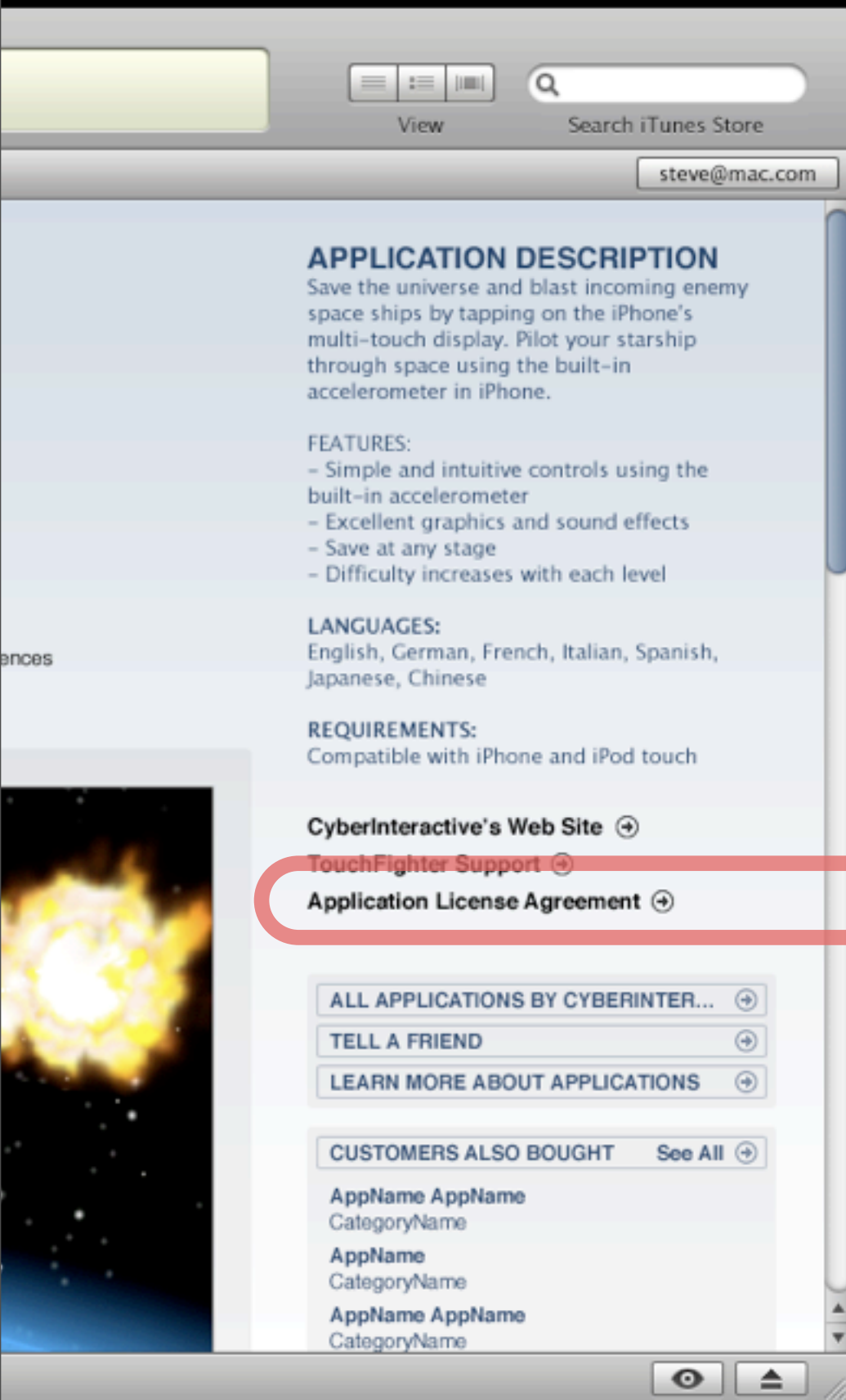
End-User License

- Must be consistent with minimum iTunes terms and conditions
- If you need the user to explicitly accept, do so from within your app



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- If you need the user to explicitly accept, do so from within your app



Think Global

iTunes is in 77 countries



Think Global

iTunes is in 77 countries



Think Global

- Territory vs. language
- Localize the application description professionally or not at all
- Create a single binary containing multiple localizations
- Be aware of cultural sensitivities

Think Global

- Territory vs. language
 - Localize the application description professionally or not at all
 - Create a single binary containing multiple localizations
 - Be aware of cultural sensitivities
- Save the universe and blast incoming enemy space ships by tapping on the iPhone's multi-touch display.

Think Global

- Territory vs. language
- Localize the application description professionally or not at all
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- **Be aware of cultural sensitivities**
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via automatic translator

iPhone'で叩くことによる宇宙および送風入って来る敵の宇宙飛行船を
除けば;sは表示に多触れる。

Think Global

- Territory vs. language
- Localize the application description professionally or not at all
- Create a single binary containing multiple localizations
- **Be aware of cultural sensitivities**
Save the universe and blast incoming enemy space ships by tapping on the iPhone's multi-touch display.



via automatic translator

The universe that is by hitting with an iPhone, as well as the blasting wind.

Think Global

- Territory vs. language
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Save the universe and blast incoming enemy space ships by tapping on the iPhone's multi-touch display.

via automatic translator

The universe that is by hitting with an iPhone, as well as the blowing wind.

Consider App Size

- Apps can be as large as 2GB, but be aware of download times
- Make efforts to minimize size
- 10MB limit for cellular downloads

Additional Promotion

- Apple will contact you if your app is to be featured
- Have high-quality, high-resolution artwork available



Additional Promotion

Splashes, Bricks, and Squishes

- Title treatment/logo
 - Vector (EPS or .ai) or minimum 600 x 600 TIF, PNG, or PSD with transparent background
- Background
 - Minimum 600 x 600 JPG, TIF, or PSD



Additional Promotion

Fully designed product page

- Background 900 x 530 layered (PSD) format



After Submitting Your App

After Submitting Your App

- Be prepared
 - Ensure external URLs and services are live
 - Prepare to receive support email
- You will receive email notification and your app will go live
 - App will not go live before the availability date
- If issues are found Apple will contact you
 - Resubmit app binary using iTunes Connect

Making Changes

- Updates to marketing materials
 - Descriptions
 - Screen shots
 - Support for new languages
 - Pricing
- Updates to your app binary

Summary

- Incredible opportunity
 - Leverage Apple's infrastructure for commercial distribution, installation, and automatic updates
 - Reach iPhone and iPod touch users in 77 countries
- It's easy to manage your presence on the App Store
- Reach tens of millions of iPhone and iPod touch users

Questions?