



App Publishing with iTunes Connect

Review and what's new

Max Müller

Director, iTunes Store, Content Engineering

Publishing Your App on iTunes Connect

What we'll cover

- Review general app setup highlighting what's new
- Introduce setup for new iOS 4 features
 - Game Center
 - iAd
- Review app management highlighting what's new
- Highlight common pitfalls along the way

Today's Agenda

Setting Up Your App

Game Center Introduction and Setup

iAd Introduction and Setup

Managing Your Apps

Today's Agenda

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iAd Introduction and Setup

Managing Your Apps

App Setup

Review of the basics

Accounts and Contracts

Metadata

In-App Purchases

Pricing

Assets

App Setup

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Contracts

Registration

- iPhone Developer Program enrollment required
- Register distribution profile in iPhone Developer Provisioning Portal
- Open iTunes Connect: <https://itunesconnect.apple.com>

iTunes Connect



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

Create and manage both iTunes Connect and In App Purchase Test User accounts.



Manage Your Applications

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



Manage Your In App Purchases

Create and manage In App Purchases for paid applications.



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



FAQs Review our answers to common inquiries.

Contracts

- Banking, contact, and tax information required
 - Offering a paid app
 - Using In-App purchases
 - Implementing iAd
- Choose company or individual wisely
 - May be hard to change later
- Complete contracts right away
 - Process can be time consuming

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iTunes Connect

Add New Application

Manage Your Applications

You have no Applications Uploaded.
Click Add New Application to begin.

Get Application Loader ▶

 Download the Developer Guide

Go Back

Metadata

Top-level data

- Enter your company name
- Choose primary App Store language
- Company name and default language cannot be changed

Metadata

Export compliance

- Answer questions regarding encryption in your app
- Using iPhone OS security frameworks only?
 - CCATS is not required
 - HTTPS is part of iPhone OS frameworks



U.S. Department of Commerce
Commercial Encryption Export Controls
<http://www.bis.doc.gov/ecnryption/guidance.html>

Metadata

Required fields

- Application name
 - No trademarked names unless you own them
 - Refrain from putting “beta” or “trial” in the application name
 - Must match the binary name
 - Intend to submit a binary with a reserved name

Metadata

Required fields

- Application name
- Application description
 - At least one sentence
 - No profanity
 - Applicable to all versions
 - Must match the functionality in the application

Metadata

Required fields

- Application name
- Application description
- Primary category
- Copyright
- Version number
 - Can't be modified until next update
 - Keep in sync with `CFBundleShortVersion`

Metadata

Required fields

- Application name
- Application description
- Primary category
- Copyright
- Version number
- SKU
- Keywords
 - Should be relevant to your app
 - No trademarks unless you own them

Metadata

Optional fields

- Secondary category
- Application URL
- Demo notes
 - Instructions needed to launch app only
 - No general questions or miscellaneous notes

Metadata

Optional fields

- Secondary category
- Application URL
- Demo notes
- Custom EULA

Metadata

App advisories

Overview Ratings Game Center Upload Localization Pricing Summary

For each content description, choose the level of frequency that best describes your application. [Application Rating Details](#) ▶

Applications must not contain any obscene, pornographic, offensive or defamatory content or materials of any kind (text, graphics, images, photographs, etc.), or other content or materials that in Apple's reasonable judgment may be found objectionable.

Apple Content Descriptions	None	Infrequent/Mild	Frequent/Intense
Cartoon or Fantasy Violence	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual Content or Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profanity or Crude Humor	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol, Tobacco, or Drug Use or References	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mature/Suggestive Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simulated Gambling	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror/Fear Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prolonged Graphic or Sadistic Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphic Sexual Content and Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



Metadata

App advisories



Settings > General > Restrictions > Apps

App Setup

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Pricing

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Provisioning Portal

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App IDs

[New App ID](#)

App IDs are an integral part of the iPhone Development and Provisioning Process that allows an application to communicate with the Apple Push Notification service and/or an external hardware accessory. In addition, an App ID can also be used to share keychain data (such as passwords) between a suite of applications.

An App ID is the combination of a unique ten character string called the "Bundle Seed ID" and a traditional CF Bundle ID (or Bundle Identifier). The Bundle Seed ID portion of your App ID can be utilized to share keychain access between multiple applications you build with a single App ID. In addition, it can be incorporated into any external hardware accessories you wish to pair your iPhone OS application with. Registration of your App ID is required to utilize the Apple Push Notification service (APNs) and to register an application to incorporate In App Purchases.

The Bundle Identifier portion of an App ID can be substituted with a wild-card character (asterisk '*') so that a single App ID may be used to build and install multiple applications. If the wild-card character is not used, the Bundle Identifier portion of your App ID must be input as your CF Bundle ID in Xcode to allow the application to install on your device. The Bundle Seed ID portion of your App ID does not need to be input into Xcode. Wild-card App IDs cannot be used with the Apple Push Notification service or for In App Purchase.



Game Center Test

SK4DLH8KCM.com.ricardocortes.gamecentertest

Enable for Apple Push Notification service

Push SSL Certificate

Status

Expiration Date

Action



Development Push SSL Certificate



Configurable

Configure



Production Push SSL Certificate



Configurable

Configure



Enable In App Purchase



Enabled



Enable Game Center



Enabled

In-App Purchases

Required fields

- Bundle identifier
 - Auto-populated from iPhone Provisioning Portal

In-App Purchases

Required fields

- Bundle identifier
- Reference name
- Product identifier
- Type
 - Consumable, non-consumable, or subscription
 - **Subscription items must be available across a user's devices**

In-App Purchases

Required fields

- Bundle identifier
- Reference name
- Product identifier
- Type
- Display name
- Description
- Screenshot

In-App Purchases

Best practices

- Test your In-App purchases in sandbox
 - Create sandbox test users in iTunes Connect
 - Each storefront must use a different test account
 - Use StoreKit API's to determine what to offer
- Submission with binary is less error prone
 - Ensures binary is complete with support for In-App purchases
 - Faster turnaround time

App Setup

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Accounts Contracts

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In-App Purchases

Pricing

Assets

Pricing

Required fields

- Availability date
- Price tier
- Clearance in 90 territories



Pricing

Example price tier 10

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

Pricing

Date-based pricing

- Available for apps and In-App purchases
- Price tier may be set for specific time periods
- Allows for setting up sales in advance
- Applicable fields include
 - Price tier
 - Price tier effective date
 - Price tier end date

Cancel Save Changes

Edit Application

Overview Ratings Game Center Upload Localization Pricing Summary

Select the availability date and price tier for your application.

Availability Date : 05/May 9 2010

Price Tier : Select Tier

Price Tier Effective Date : Select Select Select

Price Tier End Date : Select Select Select

Price Tier Schedule		
Price Tier	Effective Date	End Date
Tier 1	Existing	06/01/2010
Free	06/01/2010	07/01/2010
Tier 1	07/01/2010	None

Pricing

Best practices

- Pricing is global across all versions
- In-App purchase availability logic
 - Tied to app availability
 - Removed from sale if app is removed from sale

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Assets

App Binary Icon

- 57x57 for iPhone/iPod touch apps
 - 114x114 high DPI for iPhone 4
- 72x72 for iPad-only apps
- Must provide both 57x57 and 72x72 for universal apps
- Rounded corners and shine automatically added
- App Store will honor **UIPrerenderedIcon** key
- Avoid adding “Free” or pricing information



Assets

Device capabilities

- `UIRequiredDeviceCapabilities` key
- Prevents purchase on or sync to devices without required capabilities

Example Capabilities

Telephony	Microphone
SMS	Location-services
Still-camera	GPS
Video-camera	Opengles-1
Auto-focus-camera	Opengles-2
Wifi	Gyroscope
Accelerometer	Front-facing-camera
Magnetometer	Camera-flash

Assets

512 x 512 store icon

- 72 points per inch
- RGB only
 - No layers
 - No transparency
- PNG, JPEG or TIFF format
- Image should match 57x57 or 72x72 app binary icon

Assets

Screenshots

- iPhone/iPod touch
 - Up to five screenshots
 - 320x480 or 640x960 for high DPI
- iPad-only and universal apps have five additional screenshots
- Ensure screenshots are age appropriate
 - 4+ app implies 4+ rated screenshots
- Remove the status bar



Assets

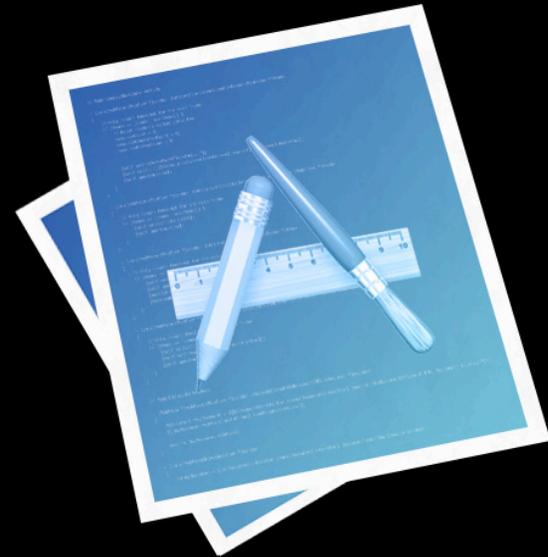
Pre-upload checks

- Cell bandwidth
- iPod touch functionality
- Test thoroughly
- Binary icon mismatch

Assets

Binary upload

- Submit via iTunes Connect
- Submit via ApplicationLoader
 - Optimized for UDP delivery
 - Faster than iTunes Connect
 - Recommended for all binaries
- Now accepting iOS 4 binaries!



Demo

Jason Fosback

Engineering Manager, iTunes Store, Content Delivery

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Managing Your Apps

Game Center and iAd

Ricardo Cortes

Engineering Manager, iTunes Store, Provider Services

Today's Agenda

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Game Center

Introduction

- New for iOS 4
- Provides social game network features
 - Invitations
 - Matchmaking
 - Leaderboards
 - Achievements

Game Center

iTunes Connect setup and configuration

Registration

Metadata

Sandbox

Game Center

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Provisioning Portal

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[New App ID](#)

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Game Center Test

SK4DLH8KCM.com.ricardocortes.gamecentertest

Push SSL Certificate	Status	Expiration Date	Action
 Development Push SSL Certificate	 Configurable		Configure
 Production Push SSL Certificate	 Configurable		Configure
<input checked="" type="checkbox"/> Enable In App Purchase			 Enabled
<input checked="" type="checkbox"/> Enable Game Center			 Enabled

Edit Application

Overview

Ratings

Game Center

Upload

Localization

Pricing

Summary

Game Center

In order for your app to be viewed in Game Center, you must have used GameKit to include the capability in your binary. Then you must enable Game Center for your app by clicking below.

Enable

Done

Edit Application

Overview

Ratings

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Summary

Game Center

Game Center has been enabled for your app. Click below if you want to disable it.

Disable

You must select the registered Bundle ID for this app in order to enable it for Game Center. [Learn more about Bundle IDs here](#), or if you don't see the Bundle ID you're looking for, register a new one [here](#).

Select This App's Bundle ID:

Game Center

iTunes Connect setup and configuration

Registration

Metadata

Sandbox

Metadata

Leaderboard properties

- Leaderboard Identifier
 - Reverse domain notation recommended

`com.mycompany.mygame.myLeaderboard`

Metadata

Leaderboard properties

- Leaderboard Identifier
- Language
- Sort order
 - Ascending or descending

Metadata

Leaderboard properties

- Leaderboard Identifier
- Language
- Sort order
- Score format
 - Integer: 250
 - Float: 250.12
 - Money: \$250.12
 - 17 additional options

Metadata

Leaderboard properties

- Leaderboard Identifier
- Language
- Sort order
- Score format
- Score format suffix—optional
 - “Gold Coins”
 - “Monedas de Oro”



Store

Mac

iPod + iTunes

iPhone

Downloads

Support

iTunes Connect

Edit Application

Leaderboard Details

A leaderboard is the place for your users to view the top scores by all Game Center players of your app. Once a leaderboard has gone live for this version of your app, it cannot be removed.

Leaderboard ID : com.apple.touchfighter.leaderboard



Sorting : Ascending Descending



Leaderboard Format

[Add New Language](#)

Language	Score Format	Score Format Suffix	
English	Integer (214,000,529)	Gold Coins	Delete
Spanish	Integer (214,000,529)	Monedas de Oro	Delete

Metadata

Achievement properties

- Achievement Identifier
- Language
- Pre-earned description
- Post-earned description
- Points
- Artwork (512x512 PNG, TIFF or JPEG)



Metadata

Compatibility properties

- Allows different versions to be compatible within the same app
- Controls which customers can invite each other within Game Center
 - Leveraged in matchmaking and invitations

Game Center

iTunes Connect setup and configuration

Registration

Metadata

Sandbox

Sandbox

Game Center test environment

- iOS 4 required
- Development builds use sandbox
- App Store deployed apps use production
- Test to ensure localizations
 - Scores should reflect current locale
 - Score formatter suffixes should reflect current locale
- On-device testing is required

Game Center

iTunes Connect setup and configuration

Registration

Metadata

Sandbox

Game Center

Feature availability

- Available today
 - Leaderboard support
 - Sandbox testing
- Later this year
 - Achievements
 - Compatibility
 - Multiple leaderboards
 - Binary submission

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iAd Platform

Introduction

- New for iOS 4
- Mobile advertising platform
- Support for rich media ads
- Easy to implement with the iAd framework
- Join the iAd Network to run ads and receive revenue

iAd Network

iTunes Connect setup and configuration

Contracts

Enable

Monitor

iAd Network

iTunes Connect setup and configuration

Contracts

Enable

Monitor

Contracts

iAd Network Contract

- iAd specific agreement support
- Co-terminus with Program License Agreement and paid contract
- Signing is required for non-test ads

iTunes Connect Manage Your Contracts

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	Cyberinteractive, Inc. Infinite Loop Cupertino 95014-2083 California US

Cancel

Submit

Your Contracts In Effect

Contract Number	Contract Region	Contract Type	Contract Download	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Contract in Effect
MS1122334	World	Free Applications	N/A	N/A	N/A	N/A	January 01, 2010	January 01, 2011	✓
MS1122335	World	iAd Network		Edit	View/Edit	View	April 29, 2010	January 01, 2011	✓

iAd Network

iTunes Connect setup and configuration

Contracts

Enable

Monitor

Enable iAd Advertising Network

Enable Advertising for This Application

The iAd Network gives you an opportunity to earn advertising revenue through ads in your application.
Learn more. [↗](#)

- Once your application has been submitted, iAd cannot be disabled. To remove ads from an application, you will need to submit a new binary with ad functionality removed.

My primary target audience is users under 17 years of age. Yes No

Enable iAds

Cancel

Continue



Store

Mac

iPod + iTunes

iPhone

Downloads

Support

iTunes Connect

Mobile Advertising

Enable iAds for this application

iAd is a break

- Once enabl

Enab

Application Bundle ID

You must select the registered Bundle ID for this app in order to enable it for iAds. Learn more about Bundle IDs here, or if you don't see the Bundle ID you're looking for, register a new one [here](#).

Select This App's Bundle ID:

Cancel

Continue

Go Back

Continue



Store

Mac

iPod + iTunes

iPhone

Downloads

Support

iTunes Connect

Mobile Advertising

Enable iAds for this application

iAd is a breakthrough mobile advertising platform from Apple. [Learn more](#) 

- Once enabled, advertising cannot be disabled for this application.

Disable

Go Back

Continue

iAd Network

iTunes Connect setup and configuration

Contracts

Enable

Monitor

Monitor

Steps

- Click Manage iAd Network module in iTunes Connect
- View revenue, ad impressions, click-thru rates, etc.
- Specify exclusions

iTunes Connect



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- My Apps
- Messages
- Help

My Apps

Summary

 [Download Report](#)

From this page you can check ad revenue, key metrics, and ad performance by app or country. Ad revenue is determined by volume of ad requests (impressions), the perce [...More](#)

Revenue Last 7 Days	Revenue Today	eCPM Average Last 7 Days	eCPM Average Today
\$121.50	\$14.30	\$59.10	\$7.92

Revenue

Impressions

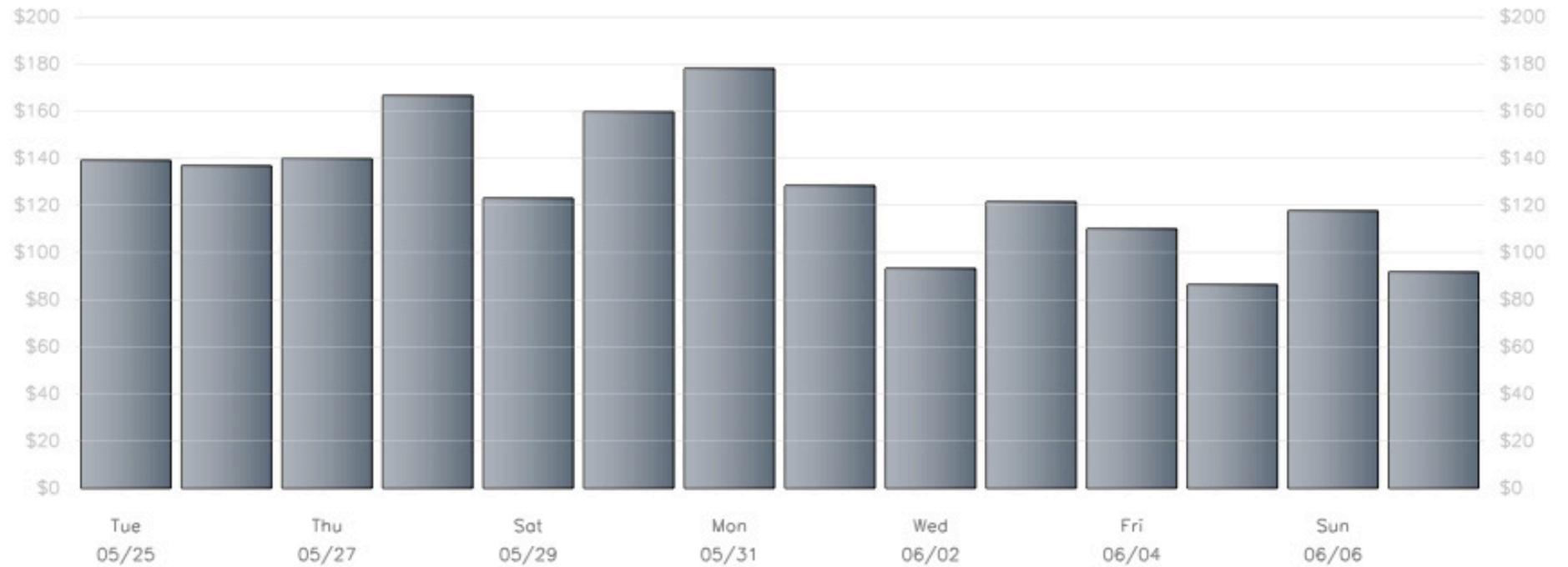
Requests

eCPM

Click-Through Rate (CTR)

Fill Rate

14 Days' Totals



By App By Country

	App	Revenue	eCPM	Requests	Impressions	Fill Rate	CTR	Ad Status	Actions
	Touch Fighter 2.0	\$0.00	\$0.00	0	0	0.00%	0.00%	 Test Ads	View 
	Touch Fighter 1.0	\$121.50	\$59.10	10988	2022	5.00%	0.00%	 Live Ads	View 

Learn more about the iAd Network in the [Glossary](#)



Touch Fighter 1.0

◀ Back to App Overview

App Information ▶

Exclusions

App Information

Review the information below and provide the technical contact for this app.

Touch Fighter 1.0

17+

Supported Languages: English

Categories: Games, Entertainment

Device Compatibility: iPhone, iPod Touch

Minimum OS Requirements: 4.0

Technical Contact:



Cancel

Done

Continue

App Information

Exclusions

Exclusions

To make sure ads from competitors or other unwanted advertisers do not appear in your app, enter specific keywords, URLs, and Apple ID's for iTunes content that you want to exclude, then click Add. For example, if this was an Apple app, we may want to exclude ads in our app from competitors like RIM or Nokia.

A single keyword can be made up of multiple words. Separate multiple entries with a comma. Keywords are checked against the name of the advertiser as well as the attributes of the ad campaign. URLs are checked against the ad's destination URL, as provided by the advertiser.

(Examples: www.example.com, weapons, 123456)

Keywords to Exclude:

Meteroids

Add

Currently Excluding:

DeepSpace

www.SpaceShipDeluxe.com

Remove

Demo

Aloke Bhatnagar

Engineering Manager, iTunes Store, iTunes Connect

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Finance Reports

Daily Reports

Promo Codes

Crash Reports

Customer Reviews

App Delete

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Once your app is live

Finance Reports

Daily Reports

Promo Codes

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iTunes Connect

Financial Reports – Download Your Financial Reports

Your monthly Financial Reports are listed below.

182 iTunes Financial Reports			Show <input type="text" value="10"/> items/page (max 200) Page <input type="text" value="1"/> of <input type="text" value="19"/>
Date	Region	Download	
Mar 2009	Australia	1111111_2222_AU.txt	
Mar 2009	United Kingdom	1111111_2222_GB.txt	
Mar 2009	Switzerland	1111111_2222_CH.txt	
Mar 2009	United States	1111111_2222_US.txt	
Mar 2009	Rest of World	1111111_2222_WW.txt	
Mar 2009	New Zealand	1111111_2222_NZ.txt	
Mar 2009	Japan	1111111_2222_JP.txt	
Mar 2009	Europe	1111111_2222_EU.txt	
Feb 2009	Rest of World	3333333_4444_WW.txt	
Feb 2009	Switzerland	3333333_4444_CH.txt	

Managing Your Apps

Once your app is live

Finance Reports

Daily Reports

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iTunes Connect

Reporting > Transaction Reports

[User Guide](#)

Report Options

Report Type:

Report Period:

Day:

 If you have [feedback](#) or [questions](#) please let us know.

Managing Your Apps

Once your app is live

Finance Reports

Daily Reports

Promo Codes

Crash Reports

Customer Reviews

App Delete

Promo Codes

- Royalty free download of a paid app
- For non-commercial distribution
- Up to 50 codes per version
- Code expires in four weeks
- iTunes Connect user must have legal role
- Available to users with US iTunes accounts



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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

iTunes Connect

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Promotional Codes

Select an application and enter the number of codes you are requesting. You are given 50 codes for each version of an application. They are for non-commercial use and will expire four weeks after they are requested. These codes can only be used in the U.S. iTunes Store.

Application :

Number of Codes :

48 codes remaining

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Touch Fighter



Version : 1.0

Apple ID : 123456789

Date Submitted : 07 June 2010

Status : ● Ready for Sale

Crash Reports

App Details

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Touch Fighter 1.0

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Touch Fighter 1.0 Crash Reports as of June 07, 2010

Your Crash Logs are older than 1 day. [Refresh Now](#)

iPhone OS 3.2

iPhone OS 3.1.3

iPhone OS 3.1.2

iPhone OS 3.1

iPhone OS 3.0

Crashes and Freezes

These are the most frequent crashes for the current version of your application since it became available in the App Store.

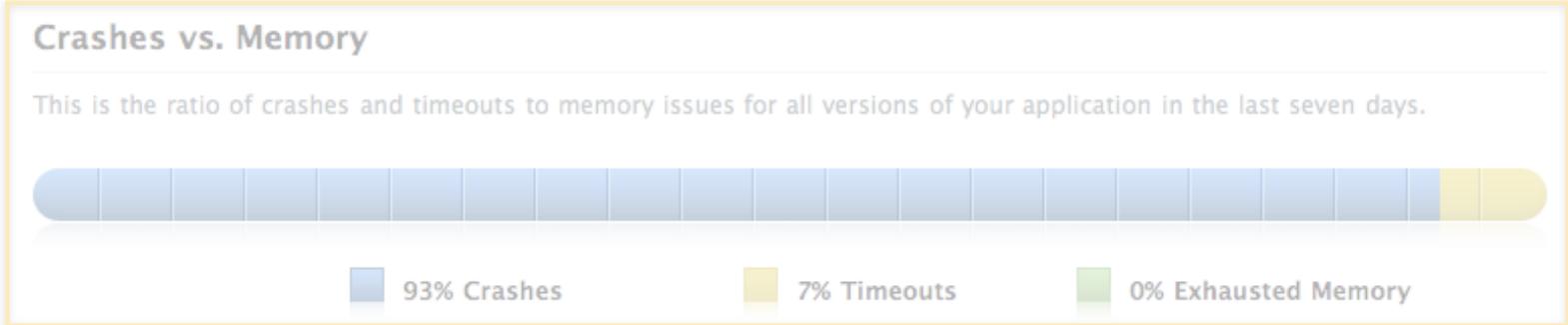
Most Frequent Crashes			
1.	TouchFighter: 0x419d6	31% of submitted crashes	Download Report
2.	TouchFighter: 0x41880	28% of submitted crashes	Download Report
3.	TouchFighter: 0x2bef8	5% of submitted crashes	Download Report
4.	CFNetwork: URLCredentialStorage::_SetCredentialForProtec... + 80	5% of submitted crashes	Download Report
5.	Foundation: __NSFireDelayedPerform + 314	4% of submitted crashes	Download Report
6.	TouchFighter: 0x1e5f2	3% of submitted crashes	Download Report
7.	Foundation: - [NSObject(NSKeyValueObserverRegistration) _removeObserver:forProperty:] + 340	3% of submitted crashes	Download Report
8.	GraphicsServices: GSEventRunModal + 108	2% of submitted crashes	Download Report
9.	MediaPlayer: -[MPVideoViewController _exitPlayerForPlaybackError] + 38	1% of submitted crashes	Download Report
10.	OfficImport: XIParserVisitor::getHeader + 24	1% of submitted crashes	Download Report

Timeouts		
Timeout on Launch	67% of submitted timeouts	Download Report
Timeout on Quit	33% of submitted timeouts	Download Report
Force Quit by User	0% of submitted timeouts	No Report Available

Memory

These are the memory issues for all versions of your application in the last seven days.

Resident Private Memory Size	
Average	5.76 MB
Maximum	5.76 MB



For more information about crash reports, see [Technical Note TN2151](#).

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Version : 1.0

Apple ID : 123456789

Date Submitted : 07 June 2010

Status : ● Ready for Sale

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Customer Reviews

Application Name : Touch Fighter

Version : 1.0

Country :

Unbelievable! - ★★★★★

by **Bob_Smith** - Version 1.0 - 07 June 2010

Absolutely amazing game! My 6 year son is addicted to it too. He loves blowing up asteroids. Sick!

Great app - ★★★★

by **judystrong** - Version 1.0 - 07 June 2010

Works really well but can't seem to get past level 245!!!

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Managing Your Apps

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Touch Fighter



Version : 1.0

Apple ID : 28217819709

Date Submitted : 05 June 2008

Status :  Waiting for Upload

[App Details](#)

[Status History](#)

Edit Information

Manage In App Purchases

Promo Codes

Replace Binary

Delete

Done

Touch Fighter



Date



<https://ritms2-itunesconnect.apple.com>

Are you sure you want to delete this application?

Deleting it will permanently remove it from iTunes Connect, along with any associated In App Purchases. The Application Name and SKU will not be reusable, even once the application is deleted.

Cancel

OK

Edit Information

Manage In App Purchases

Promo Codes

Replace Binary

Delete

Done

Managing Your Apps

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Today's Agenda

Setting Up Your App

Game Center Introduction and Setup

iAd Introduction and Setup

Managing Your Apps

But what if you're not near a browser?

iTunes Connect Mobile



iTunes Connect Mobile

Track your apps...on the go

- Highly requested by the developer community
- Daily and weekly sales data
- Charts and graphs
- Available now!

Demo

Ricardo Cortes

Engineering Manager, iTunes Store, Provider Services

Today's Agenda

Setting Up Your App

Game Center Introduction and Setup

iAd Introduction and Setup

Managing Your Apps

iTunes Connect Mobile

More Information

Mark Malone

Integration Technologies Evangelist
mgm@apple.com

Documentation

iTunes Connect Developer Guide
<https://itunesconnect.apple.com>

Paid Applications Contract
<https://itunesconnect.apple.com>

U.S. Department of Commerce (Commercial Encryption Export Controls)
<https://www.bis.doc.gov/encryption/guidance.htm>

Apple Developer Forums

<http://devforums.apple.com>

Related Sessions

Integrating Ads with iAd (Repeat)

Pacific Heights
Friday 9:00AM

Introduction to Game Center (Repeat)

Presidio
Friday 11:30AM

Labs

App Publishing with iTunes Connect

Applications Frameworks B
Thursday 11:30AM

iPhone App Developer Services

Room 3018, Third Floor
T, W, Th, half-day Friday

Q&A



