

# What's New in iTunes Connect for App Developers

Session 305

**Ricardo Cortes**

Senior Engineering Manager - iTunes Store, Provider Services

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

# Overview

# Overview



# Overview

- Welcome to WWDC 2012!



# Overview

- Welcome to WWDC 2012!
- 5th year in a row for this presentation



# Overview

- Welcome to WWDC 2012!
- 5th year in a row for this presentation
- Introduce new features for app distribution with
  - iTunes Connect Mobile
  - iTunes Connect
  - Application Loader



# What You Will Learn

What we will cover

# What You Will Learn

## What we will cover

- What's new with
  - Contracts
  - General iTunes Connect workflow changes
  - iTunes Connect Mobile



# What You Will Learn

## What we will cover

- What's new with
  - Contracts
  - General iTunes Connect workflow changes
  - iTunes Connect Mobile
- Tools support for iOS 6 and Mountain Lion features
  - Routing Apps
  - Game Center

# What You Will Learn

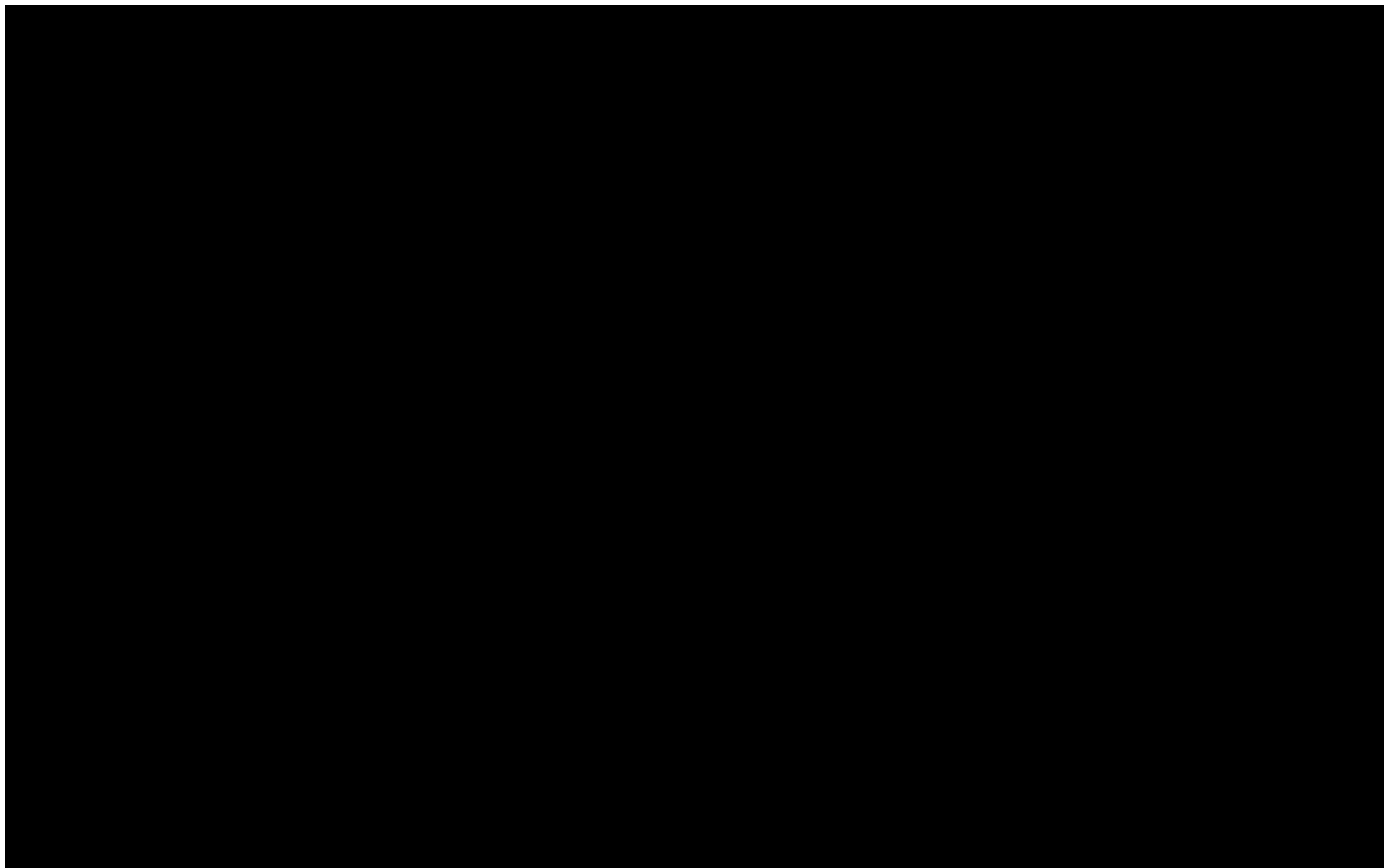
## What we will cover

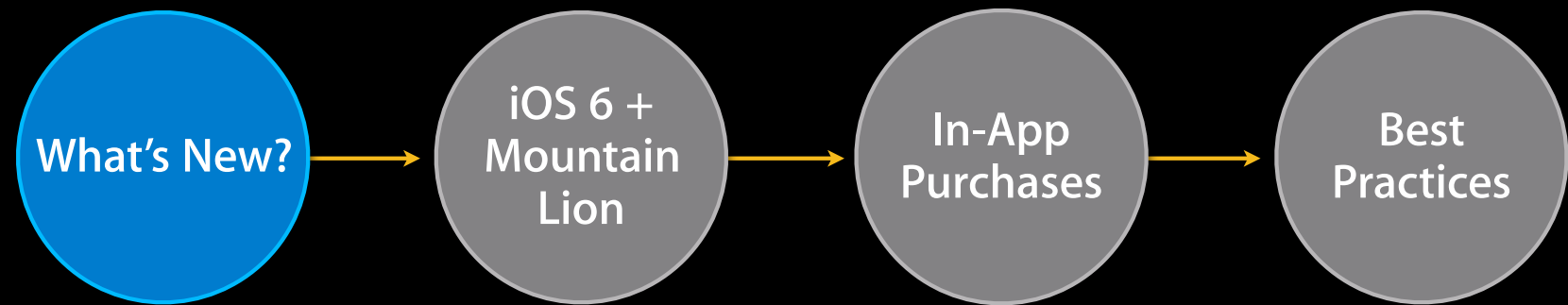
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  - Game Center
- In-App Purchase changes

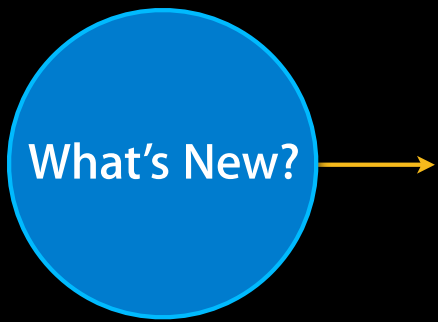
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## What we will cover

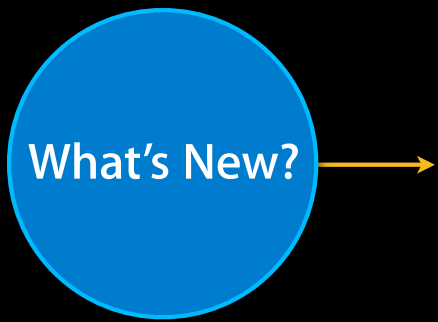
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  - General iTunes Connect workflow changes
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  - Routing Apps
  - Game Center
- In-App Purchase changes
- Best Practices and Common Pitfalls







What's New?



What's New?

What's New?



Contracts

iTC Changes

iTC Mobile



# What's New—Contracts

Agreement changes

# What's New—Contracts

## Agreement changes

iOS

OS X

Paid

New App Store Territories

IAP Hosted Content

New Custom B2B Tiers  
New Custom B2B Territories

New App Store Territories

IAP Hosted Content

PLA

Routing Apps

IAP Hosted Content

# What's New—Contracts

New Custom B2B Territories



# What's New—Contracts

## New Custom B2B Territories



- 9 new territories in addition to US
  - Canada, UK, France, Germany, Italy, Spain, Australia, New Zealand, and Japan

# What's New—Contracts

New App Store Territories



# What's New—Contracts

## New App Store Territories



- 32 new territories
  - Albania, Benin, Bhutan, Burkina-Faso, Cambodia, Cape Verde, Chad, Republic of Congo, Fiji, Gambia, Guinea-Bissau, Kyrgyzstan, Laos, Liberia, Malawi, Mauritania, Federal States of Micronesia, Mongolia, Mozambique, Namibia, Nepal, Palau, Papua New Guinea, Sao Tome e Principe, Seychelles, Sierra Leone, Solomon Islands, Swaziland, Tajikistan, Turkmenistan, Ukraine, Zimbabwe

# What's New—Contracts

All App Store Territories

# What's New—Contracts

## All App Store Territories

Chile      Albania      Brunei Darussalam      Antigua

China      Canada      Belgium      Burkina Faso      Croatia

Benin      Austria      Angola      Cape Verde      Brazil

Bermuda      Belize      Argentina      Cambodia      Bulgaria      Costa Rica

Anguilla      Chad      Barbados      British Virgin Islands      Belarus

Armenia      Bolivia      Bahamas      Colombia      Bhutan

Botswana      Australia      The Democratic Republic Of The Congo

Barbuda      Bahrain      Cayman Islands      Algeria      Azerbaijan



# What's New—Contracts

All App Store Territories

# What's New—Contracts

## All App Store Territories

Cyprus Finland Germany El Salvador Honduras Ghana  
Czech Republic Fiji Egypt Greece Malaysia Iceland  
Denmark Dominica Ecuador Mali Latvia  
Estonia Gambia Dominican Republic Hungary India  
France Guyana Guatemala Lebanon Indonesia  
Guinea-Bissau Hong Kong Grenada Madagascar  
Luxembourg Kyrgyzstan Lao People's Democratic Republic

# What's New—Contracts

All App Store Territories

# What's New—Contracts

## All App Store Territories

Mozambique

Oman

Norway

Lithuania

Japan

Mexico

Mauritius

Paraguay

Papua New Guinea

Netherlands

Republic Of Moldova

Ireland

Namibia

Nepal

Kuwait

Israel

Liberia

Mongolia

Nigeria

Kenya

Mauritania

New Zealand

Italy

Montserrat

Republic of Korea

Jordan

Macau

Jamaica

Panama

Kazakhstan

Malta

Nigeria

Nicaragua

Palau

The Former Yugoslav Republic of Macedonia

# What's New—Contracts

All App Store Territories

# What's New—Contracts

## All App Store Territories

Saint Lucia      Philippines      Poland      Russia      Saudi Arabia

Pakistan      Qatar      Romania      Portugal      Singapore

Saint Kitts and Nevis      Slovenia      Sao Tome and Principe

Senegal      Saint Vincent and the Grenadines

Sierra Leone      Slovakia      Seychelles

Solomon Islands      South Africa      Peru

# What's New—Contracts

All App Store Territories

# What's New—Contracts

## All App Store Territories

Suriname      Uganda      Taiwan      Tunisia      Trinidad and Tobago

Spain      Sri Lanka      Swaziland      United Kingdom

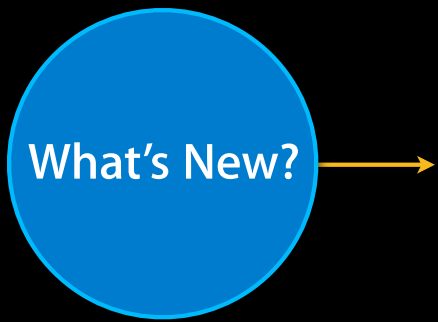
Switzerland      Sweden      United Arab Emirates      United States

Tanzania      Yemen      Tajikistan      Zimbabwe      Uzbekistan

Turkmenistan      Ukraine      Vietnam      Uruguay      Venezuela

United Republic of Thailand      Turkey      Turks and Caicos Islands





What's New?



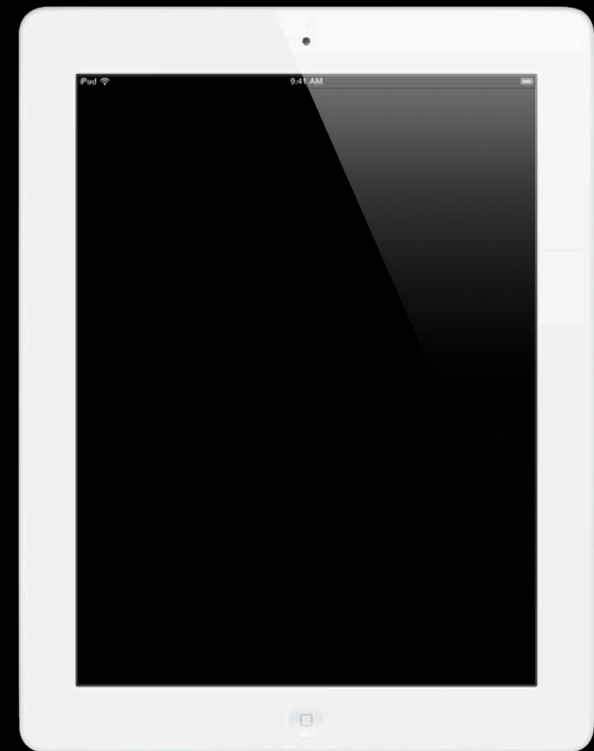
Contracts

iTC Changes

iTC Mobile

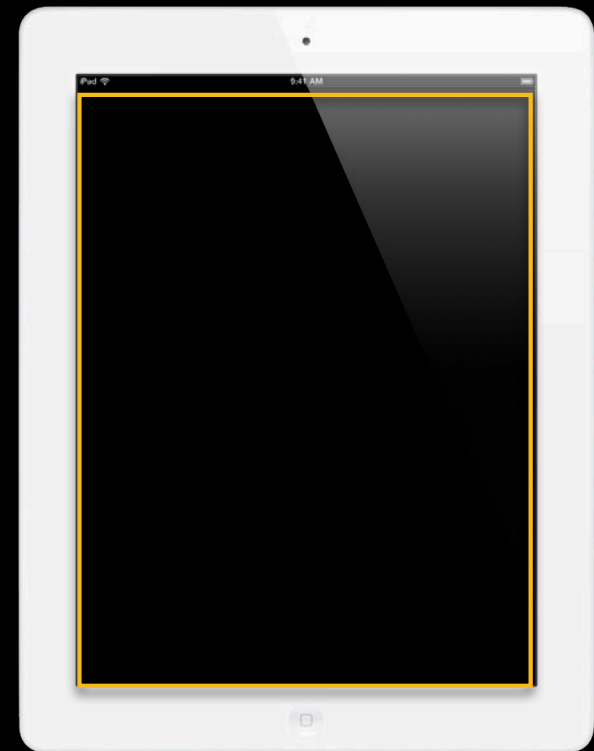
# What's New—iTC Workflow Changes

Screenshot changes



# What's New—iTC Workflow Changes

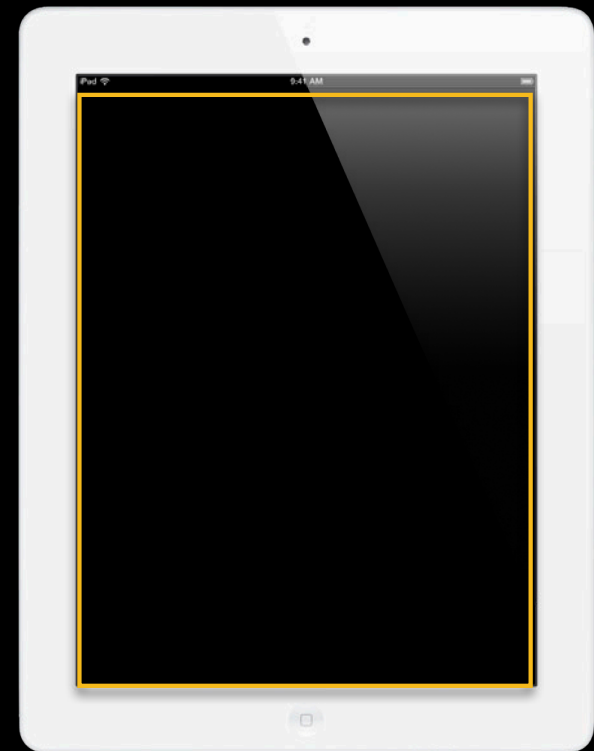
Screenshot changes



# What's New—iTC Workflow Changes

## Screenshot changes

- iPad: The new iPad now has a Retina display
  - Retina screenshots for iPad are optional in iTC
- iPhone: Retina display screenshots are now required
- Additional details in Missing Screenshot app state



# What's New—iTC Workflow Changes

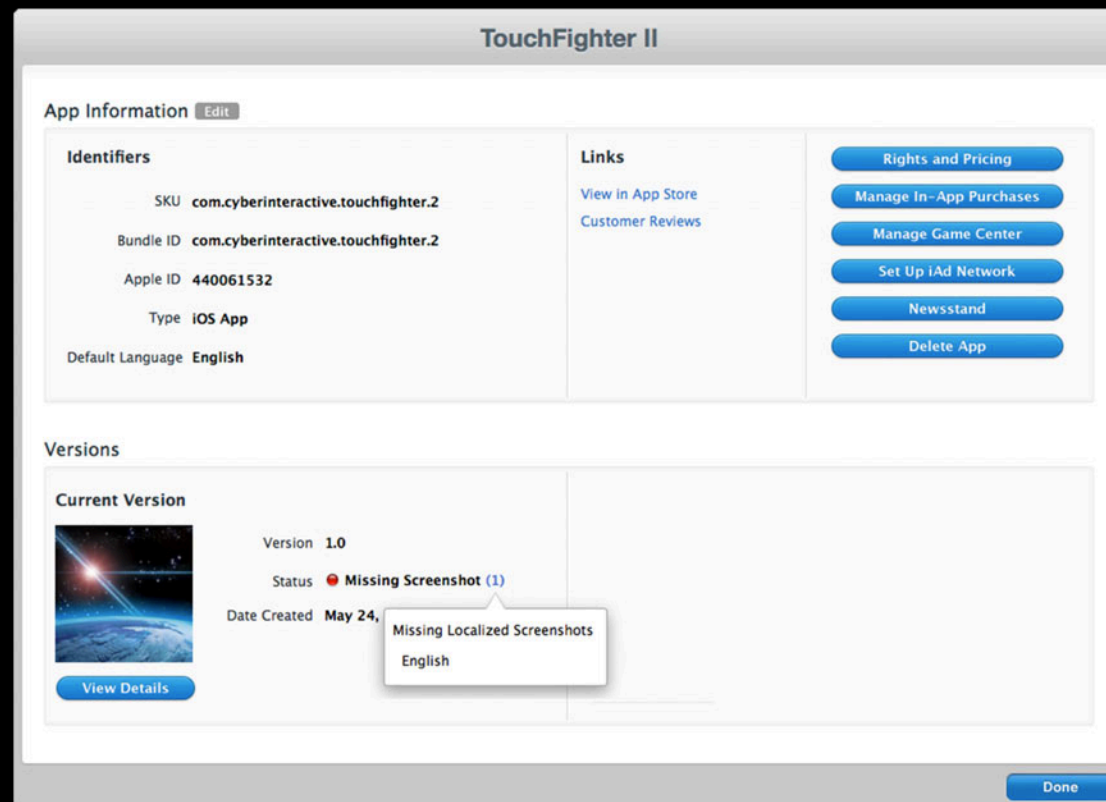
## Screenshot changes

### Without Location Bar

	Portrait	Landscape
iPad, iPad 2	768×1004	1024×748
The new iPad	1496×2048	2008×1536
iPhone 4, iPhone 4S	600×960	920×640

# What's New—iTTC Workflow Changes

## Screenshot changes



# What's New—iTTC Workflow Changes

## Screenshot changes

The screenshot displays the iTunes Connect interface for the app "TouchFighter II". The interface is divided into two main sections: "App Information" and "Versions".

**App Information** (Edit)

Identifiers	Links
SKU: com.cyberinteractive.touchfighter.2	<a href="#">View in App Store</a>
Bundle ID: com.cyberinteractive.touchfighter.2	<a href="#">Customer Reviews</a>
Apple ID: 440061532	
Type: iOS App	
Default Language: English	

On the right side of the "App Information" section, there are several blue buttons: "Rights and Pricing", "Manage In-App Purchases", "Manage Game Center", "Set Up iAd Network", "Newsstand", and "Delete App".

**Versions**

**Current Version**

Version: 1.0  
Status: ● Missing Screenshot (1)  
Date Created: May 24, 2011

A yellow box highlights the "Missing Screenshot (1)" status. A tooltip points to this status, displaying the text: "Missing Localized Screenshots English".

At the bottom right of the interface, there is a "Done" button.



# What's New—iTC Workflow Changes

## Large App Icon Changes

Type	Size Change	Delivery
iOS	From 512×512 to 1024×1024	From 512×512 to 1024×1024
OS X	From 512×512 to 1024×1024	.ICNS File in App Bundle
Newsstand (iOS) Issue and Default Cover Art	Long edge minimum from 512 to 1024	Supplied in iTunes Connect or Atom Feed

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# What's New—iTC Workflow Changes

Privacy URL

# What's New—iTC Workflow Changes

## Privacy URL

- Now available to all iOS and OS X apps

# What's New—iTC Workflow Changes

## Privacy URL

- Now available to all iOS and OS X apps
- Optional unless you are using
  - Auto-renewables
  - Free subscriptions

# What's New—iTunes Workflow Changes

## Privacy link

Metadata and Uploads [Edit](#)

**English** (Default Language) Choose Another Language: [English \(Default\)](#) ▼

Take advantage of the App Store's global audience by translating your app's metadata for the App Store for each of the countries in which you offer apps. Customers are more likely to read about your app if it's in their native language. View a [list of third party vendors](#) who can provide internationalization and localization services for your app.

---

App Name **TouchFighter II**

Description **Save the universe and blast incoming enemy space ships by tapping on your multi-touch display. Pilot your starship through space using the built-in accelerometer.**

What's New in this Version **Now with cross app support.**

Keywords **space, blast, fight, science, pilot, spaceship, universe**

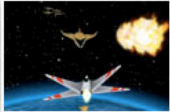
Support Email Address **touch\_fighter\_support@apple.com**

Support URL **<http://www.apple.com/touchfighter>**

Marketing URL (Optional) **<http://www.apple.com/touchfighter>**

Privacy Policy URL (Optional) **<http://www.apple.com/touchfighter/Privacy.html>**

**iPhone and iPod touch Screenshots**





# What's New—iTTC Workflow Changes

## Privacy link

Metadata and Uploads [Edit](#)

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Take advantage of the App Store's global audience by translating your app's metadata for the App Store for each of the countries in which you offer apps. Customers are more likely to read about your app if it's in their native language. View a [list of third party vendors](#) who can provide internationalization and localization services for your app.

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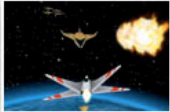
Support Email Address **touch\_fighter\_support@apple.com**

Support URL **<http://www.apple.com/touchfighter>**

Marketing URL (Optional) **<http://www.apple.com/touchfighter>**

Privacy Policy URL (Optional) **<http://www.apple.com/touchfighter/Privacy.html>**

**iPhone and iPod touch Screenshots**



# What's New—iTC Workflow Changes

## Language changes

### New App Store Languages

Danish	Finnish
Norwegian	Traditional Chinese
Turkish	Indonesian
Malay	Thai
Vietnamese	Greek

# What's New—iTC Workflow Changes

## Language changes

### New App Store Languages

Danish	Finnish
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Vietnamese	Greek



# What's New—iTC Workflow Changes

## Language changes

- Added ability to change default language per app

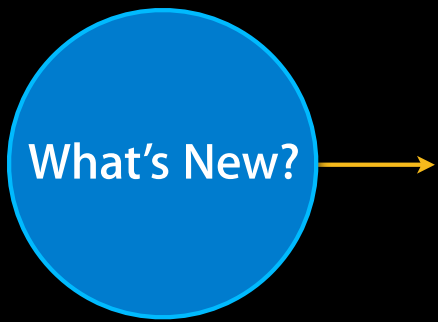


# What's New—iTC Workflow Changes

## Language changes

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What's New?



Contracts

iTC Changes

iTC Mobile

# What's New—iTC Workflow Changes

2.0



# What's New—iTC Workflow Changes

2.0



# What's New—iTC Workflow Changes

## 2.0

- Detailed app inspection view for all your apps
  - Swipe each push notification to drop directly into the detailed app view



# What's New—iTC Workflow Changes

## 2.0

- Detailed app inspection view for all your apps
  - Swipe each push notification to drop directly into the detailed app view
- Customer reviews and favorites



# What's New—iTC Workflow Changes

## 2.0

- Detailed app inspection view for all your apps
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- Customer reviews and favorites
- Version sign off and rejection



# What's New—iTC Workflow Changes

## 2.0

- Detailed app inspection view for all your apps
  - Swipe each push notification to drop directly into the detailed app view
- Customer reviews and favorites
- Version sign off and rejection
- Re-worked Sales/Trends view



# What's New—iTC Workflow Changes

## 2.0

- Detailed app inspection view for all your apps
  - Swipe each push notification to drop directly into the detailed app view
- Customer reviews and favorites
- Version sign off and rejection
- Re-worked Sales/Trends view
- Granular user role access (same as iTC web)



*Demo*

iTunes Connect Mobile 2.0

**Jason Fosback**

Engineering Manager - iTunes Store, Content Delivery

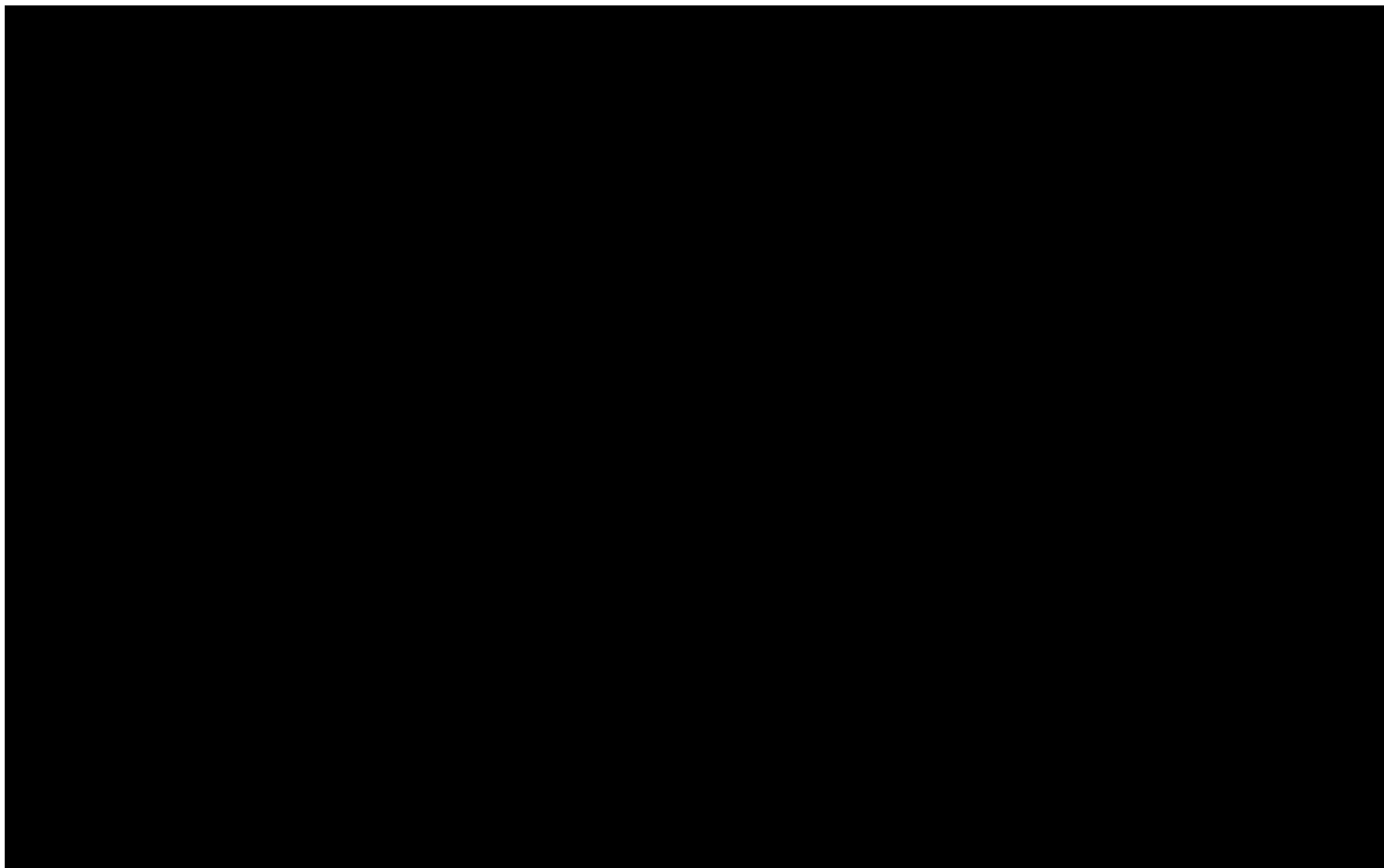
# What's New?

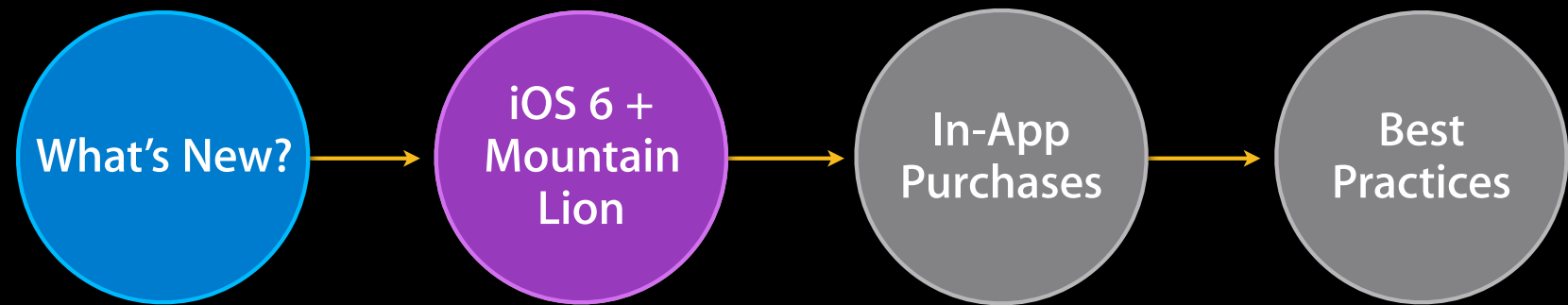
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A purple circle with a thin white border, containing the text "iOS 6 + Mountain Lion" in white. The circle is positioned on the left side of a solid black rectangular background.

iOS 6 +  
Mountain  
Lion

iOS 6 +  
Mountain  
Lion



Routing  
Apps

Game Center

# iOS 6/10.8 Tools Support

## Routing Apps



# iOS 6/10.8 Tools Support

## Routing Apps

- New with iOS 6
  - Enables app integration with Maps app



# iOS 6/10.8 Tools Support

## Routing Apps



- New with iOS 6
  - Enables app integration with Maps app
- Allows third party apps to offer routing options to Maps app

# iOS 6/10.8 Tools Support

## Routing Apps



- New with iOS 6
  - Enables app integration with Maps app
- Allows third party apps to offer routing options to Maps app
- Apps with coverage in local area will be preferred



# iOS 6/10.8 Tools Support

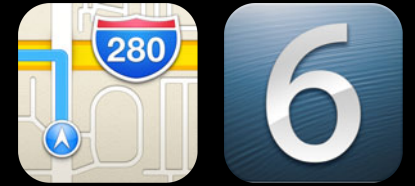
## Routing Apps



- New with iOS 6
  - Enables app integration with Maps app
- Allows third party apps to offer routing options to Maps app
- Apps with coverage in local area will be preferred
- Option to purchase additional routing apps from App Store

# iOS 6/10.8 Tools Support

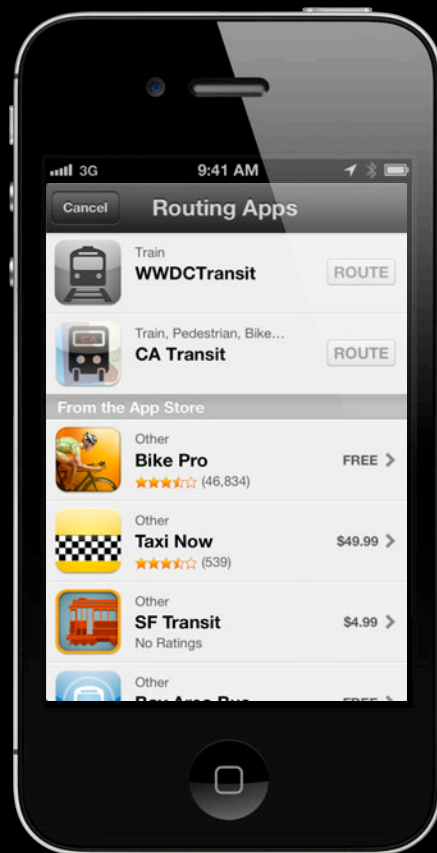
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- New with iOS 6
  - Enables app integration with Maps app
- Allows third party apps to offer routing options to Maps app
- Apps with coverage in local area will be preferred
- Option to purchase additional routing apps from App Store
- GeoJSON file uploaded in iTunes Connect
  - <http://geojson.org>

# iOS 6/10.8 Tools Support

## Routing Apps



# iOS 6/10.8 Tools Support

## Routing Apps



# iOS 6/10.8 Tools Support

## Routing Apps





iOS 6 +  
Mountain  
Lion

iOS 6 +  
Mountain  
Lion



Routing  
Apps

Game Center

# iOS 6/10.8 Tools Support

Game Center





# iOS 6/10.8 Tools Support

## Game Center



- New for OS X
  - Game Kit introduced in Mountain Lion
  - Introduces cross-platform play between iOS and OS X

# iOS 6/10.8 Tools Support

## Game Center



# iOS 6/10.8 Tools Support

## Game Center



# iOS 6/10.8 Tools Support

## Game Center

- Implementation choices



# iOS 6/10.8 Tools Support

## Game Center

- Implementation choices
  - Stand-alone OS X support or iOS support



# iOS 6/10.8 Tools Support

## Game Center



- Implementation choices
  - Stand-alone OS X support or iOS support
  - Cross-app or cross-platform invites and match making

# iOS 6/10.8 Tools Support

## Game Center



- Implementation choices
  - Stand-alone OS X support or iOS support
  - Cross-app or cross-platform invites and match making
  - Cross-app or cross-platform Game Center data sharing
    - Leaderboards
    - Achievements

# iOS 6/10.8 Tools Support

## Game Center—Stand-alone support





# iOS 6/10.8 Tools Support

## Game Center—Stand-alone support

- Implement Game Kit for iOS or OS X



# iOS 6/10.8 Tools Support

## Game Center—Stand-alone support



- Implement Game Kit for iOS or OS X
- Game Center support without cross-app dependencies
  - Leverage compatibility across your app's versions

# iOS 6/10.8 Tools Support

## Game Center—Stand-alone support



- Implement Game Kit for iOS or OS X
- Game Center support without cross-app dependencies
  - Leverage compatibility across your app's versions
- Option to add cross-app support later

# iOS 6/10.8 Tools Support

## Game Center—Cross-app



# iOS 6/10.8 Tools Support

## Game Center—Cross-app

- Allow match-making and invites with multiplayer compatibility



# iOS 6/10.8 Tools Support

## Game Center—Cross-app



- Allow match-making and invites with multiplayer compatibility
- Compatibility support in iTunes Connect updated to allow
  - iOS to iOS
  - iOS to OS X
  - OS X to OS X

# iOS 6/10.8 Tools Support

Game Center—Cross-app compatibility example



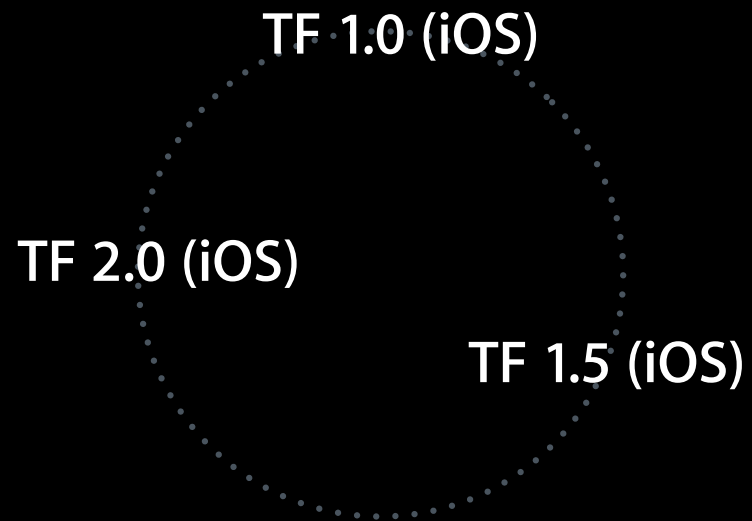
Touch Fighter 2.0  
(iOS)

# iOS 6/10.8 Tools Support

Game Center—Cross-app compatibility example



Touch Fighter 2.0  
(iOS)





# iOS 6/10.8 Tools Support

Game Center—Cross-app compatibility example



Touch Fighter 2.0  
(iOS)



Touch Fighter 1.0  
(OS X)

# iOS 6/10.8 Tools Support

Game Center—Cross-app compatibility example



Touch Fighter 2.0  
(iOS)



Touch Fighter 1.0  
(OS X)

# iOS 6/10.8 Tools Support

Game Center—Cross-app compatibility example



Touch Fighter 2.0  
(iOS)



Touch Fighter 1.0  
(OS X)

# iOS 6/10.8 Tools Support

## Game Center—Cross-app compatibility example

Touch Fighter 2.0 (iOS)

Touch Fighter 1.0 (OS X)

1.0

1.5


2.0

# iOS 6/10.8 Tools Support

## Game Center—Cross-app compatibility example

Touch Fighter 2.0 (iOS)

Touch Fighter 1.0 (OS X)



1.0	
1.5	
2.0	

# iOS 6/10.8 Tools Support

## Game Center—Cross-app compatibility example

Touch Fighter 2.0 (iOS)

Touch Fighter 1.0 (OS X)




1.0	
1.5	
2.0	

# iOS 6/10.8 Tools Support

## Game Center—Cross-app compatibility example

Touch Fighter 2.0 (iOS)

Touch Fighter 1.0 (OS X)

1.0	
1.5	
2.0	

# iOS 6/10.8 Tools Support

## Game Center—Cross-app





# iOS 6/10.8 Tools Support

## Game Center—Cross-app



# iOS 6/10.8 Tools Support Game Center—Cross-app



# iOS 6/10.8 Tools Support Game Center—Cross-app



# iOS 6/10.8 Tools Support

## Game Center—Cross-app



# iOS 6/10.8 Tools Support

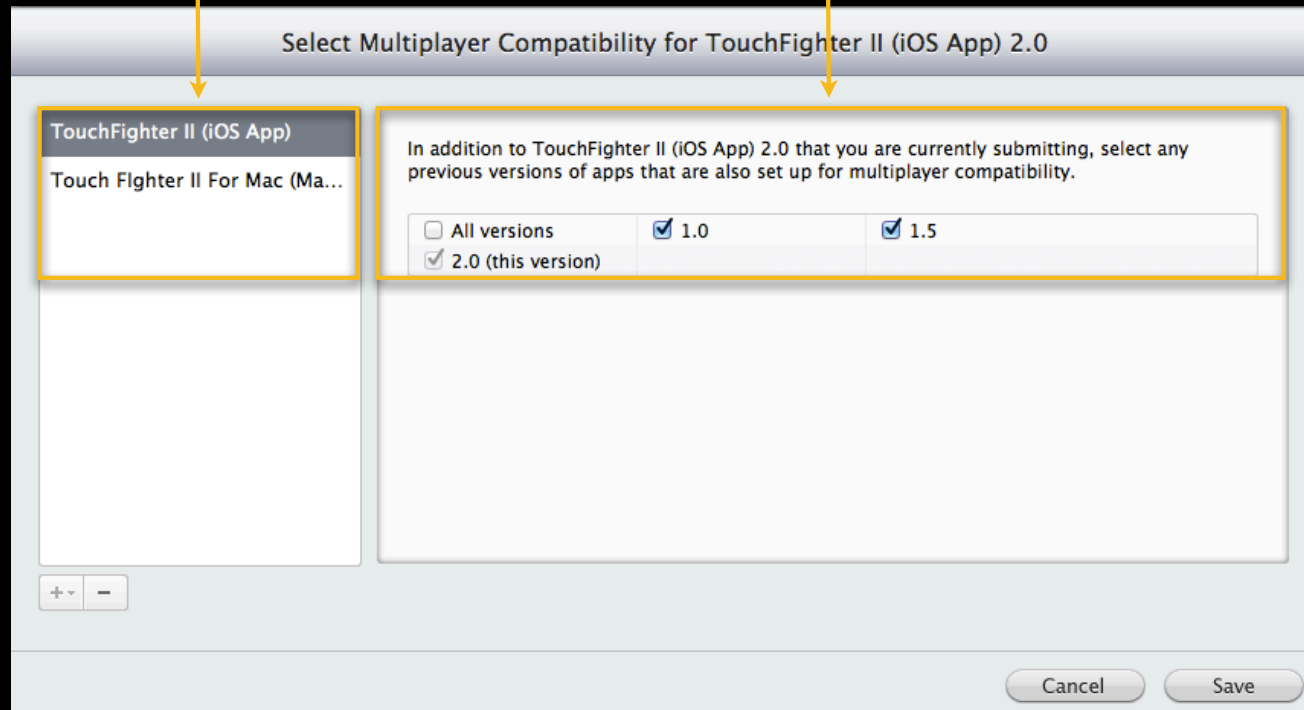
## Game Center—Cross-app



# iOS 6/10.8 Tools Support Game Center—Cross-app

Sandbox  
Compatibility

Production  
Compatibility



# iOS 6/10.8 Tools Support

## Game Center—Data sharing



# iOS 6/10.8 Tools Support

## Game Center—Data sharing



- Introducing Game Center grouping in iTunes Connect



# iOS 6/10.8 Tools Support

## Game Center—Data sharing



- Introducing Game Center grouping in iTunes Connect
- Allows grouped leaderboards and achievements

# iOS 6/10.8 Tools Support

## Game Center—Data sharing



- Introducing Game Center grouping in iTunes Connect
- Allows grouped leaderboards and achievements
- Scores posted to pre-grouped leaderboards roll up automatically
  - Enables backwards compatibility

# iOS 6/10.8 Tools Support

## Game Center—Data sharing

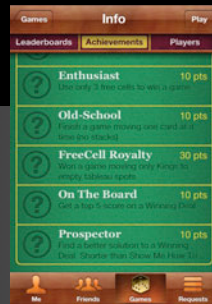


- Introducing Game Center grouping in iTunes Connect
- Allows grouped leaderboards and achievements
- Scores posted to pre-grouped leaderboards roll up automatically
  - Enables backwards compatibility
- End result: Unified view with Game Center on iOS and OS X or across any app variation

# Game Center Data Sharing: Today



iPad Achievement  
touchfighter.perfectscore

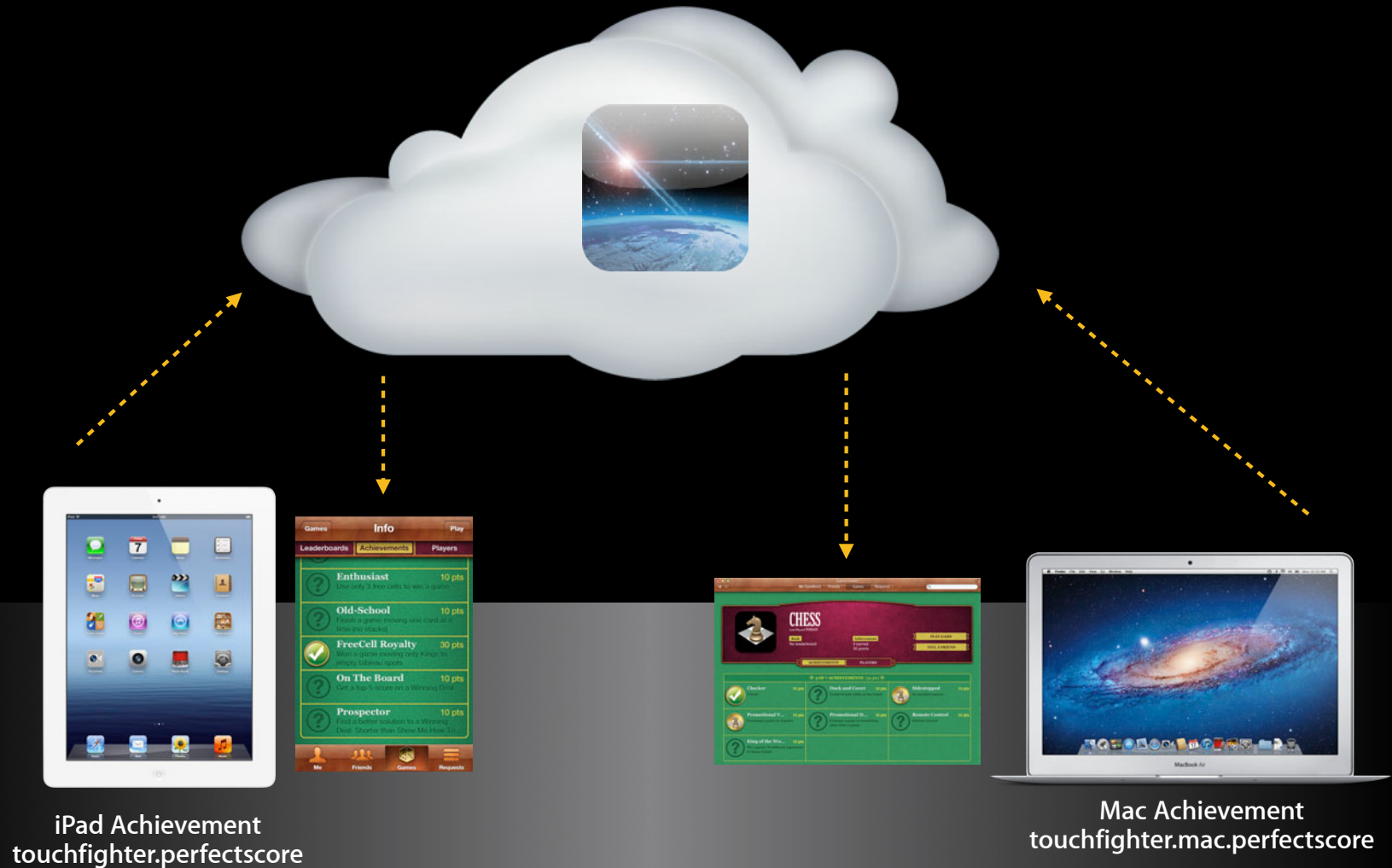


# Game Center Data Sharing: Today

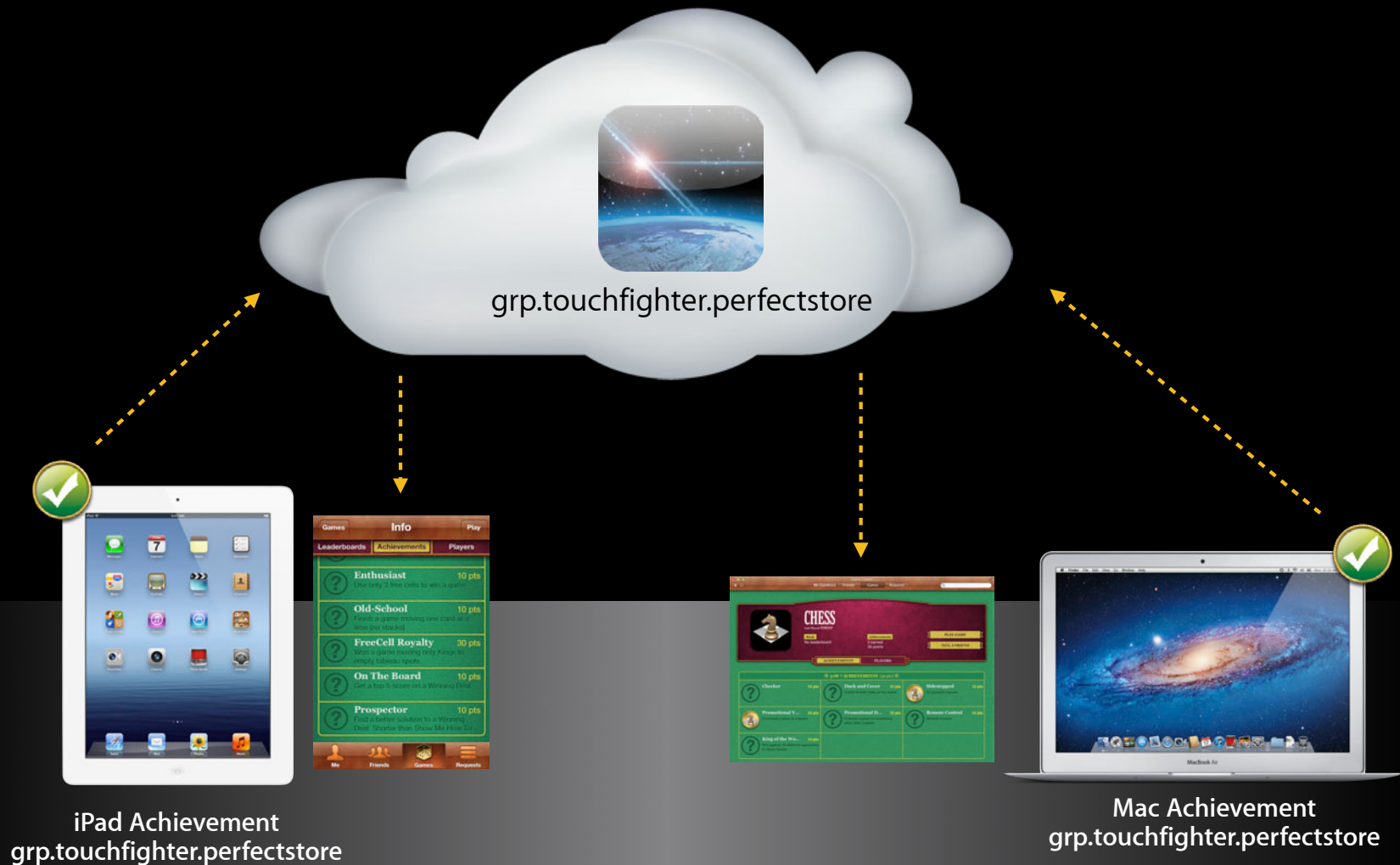


iPad Achievement  
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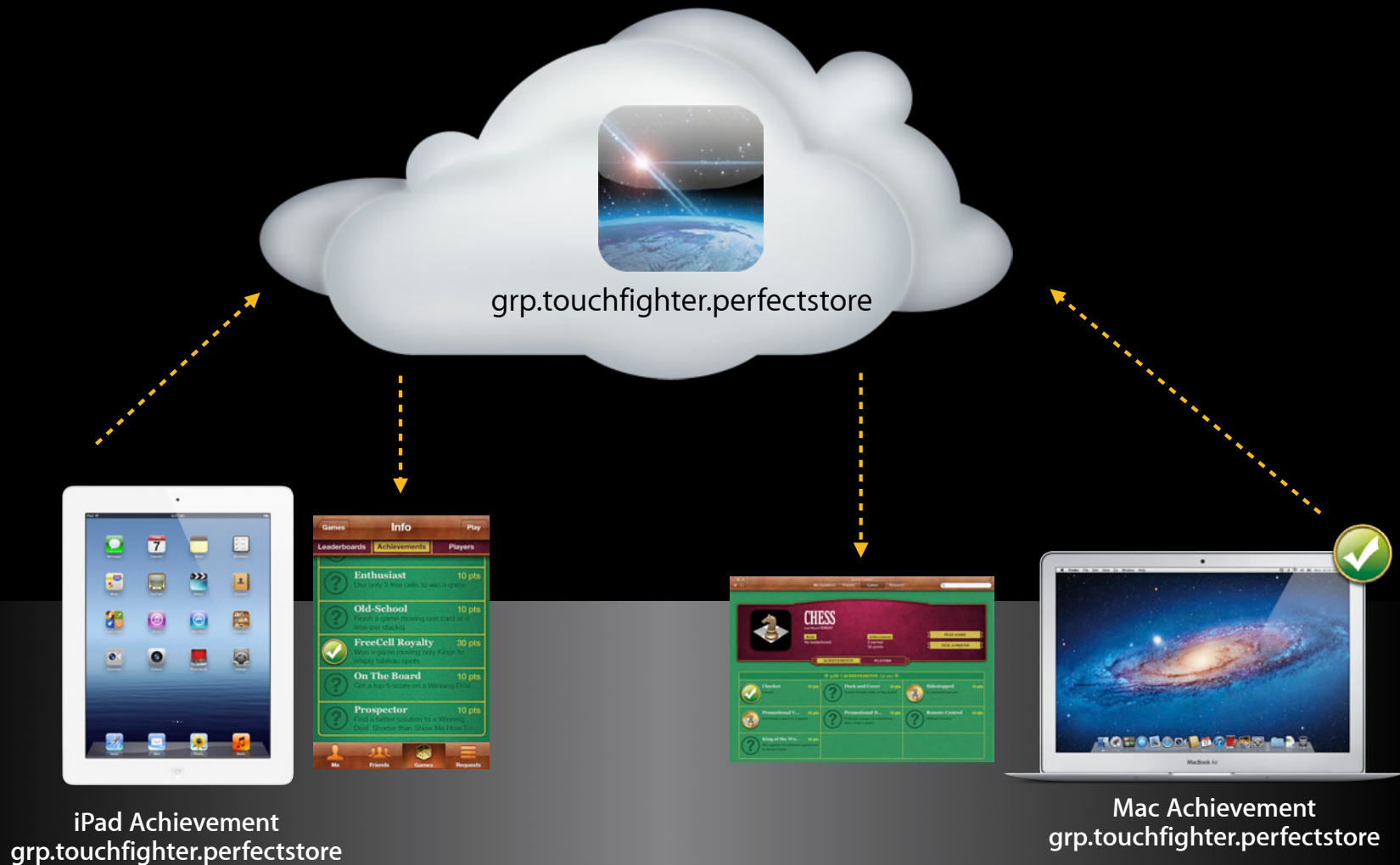
# Game Center Data Sharing: Today



# Game Center—Grouped Data Sharing

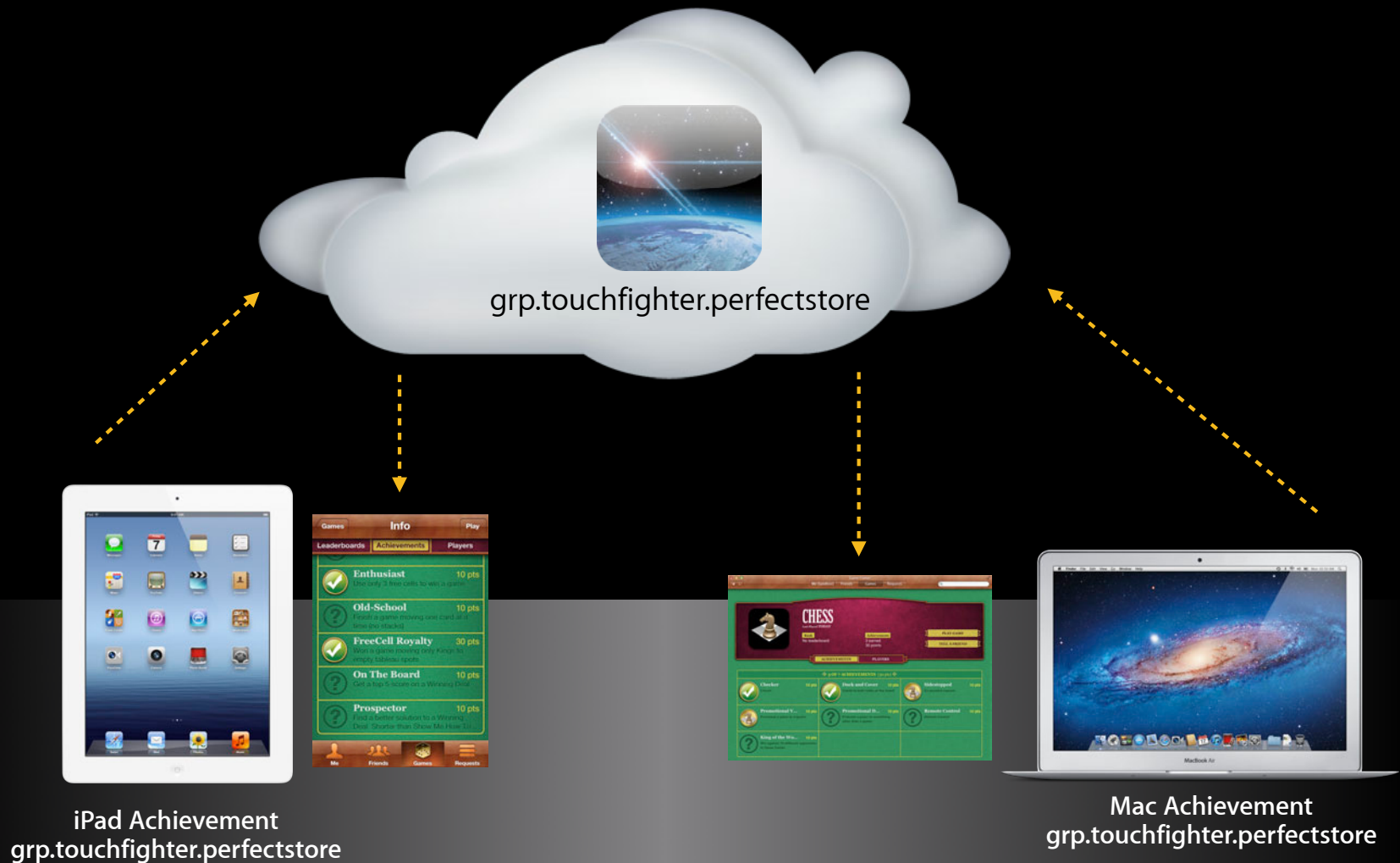


# Game Center—Grouped Data Sharing





# Game Center—Grouped Data Sharing



# iOS 6/10.8 Tools Support

Game Center—Data-sharing grouping examples

# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

App(s)	Single Game Leaderboards	Grouped Leaderboards
Touch Fighter 2.0 (iOS)	touchfighter.leaderboard	grp.touchfighter.leaderboard
Touch Fighter 1.0 (OS X)	touchfighter.mac.leaderboard	
Touch Fighter 2.0 (iOS)	touchfighter.level1	grp.touchfighter.level1
Touch Fighter 1.0 (OS X)	touchfighter.mac.level1	
Touch Fighter 2.0 (iOS)	touchfighter.level2	grp.touchfighter.level2

# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

App(s)	Single Game Leaderboards	Grouped Leaderboards
Touch Fighter 2.0 (iOS)	touchfighter.leaderboard	grp.touchfighter.leaderboard
Touch Fighter 1.0 (OS X)	touchfighter.mac.leaderboard	
Touch Fighter 2.0 (iOS)	touchfighter.level1	grp.touchfighter.level1
Touch Fighter 1.0 (OS X)	touchfighter.mac.level1	
Touch Fighter 2.0 (iOS)	touchfighter.level2	grp.touchfighter.level2

# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

App(s)	Single Game Leaderboards	Grouped Leaderboards
Touch Fighter 2.0 (iOS)	touchfighter.leaderboard	grp.touchfighter.leaderboard
Touch Fighter 1.0 (OS X)	touchfighter.mac.leaderboard	
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# iOS 6/10.8 Tools Support

Game Center—Data-sharing grouping examples

# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

App(s)	Single Game Achievements	Grouped Achievements
Touch Fighter 2.0 (iOS)	touchfighter.perfectscore	grp.touchfighter.perfectscore
Touch Fighter 1.0 (OS X)	touchfighter.mac.perfectscore	
Touch Fighter 2.0 (iOS)	touchfighter.100wins	grp.touchfighter.100wins

# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

App(s)	Single Game Achievements	Grouped Achievements
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# iOS 6/10.8 Tools Support

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# iOS 6/10.8 Tools Support

## Game Center—Data-sharing grouping examples

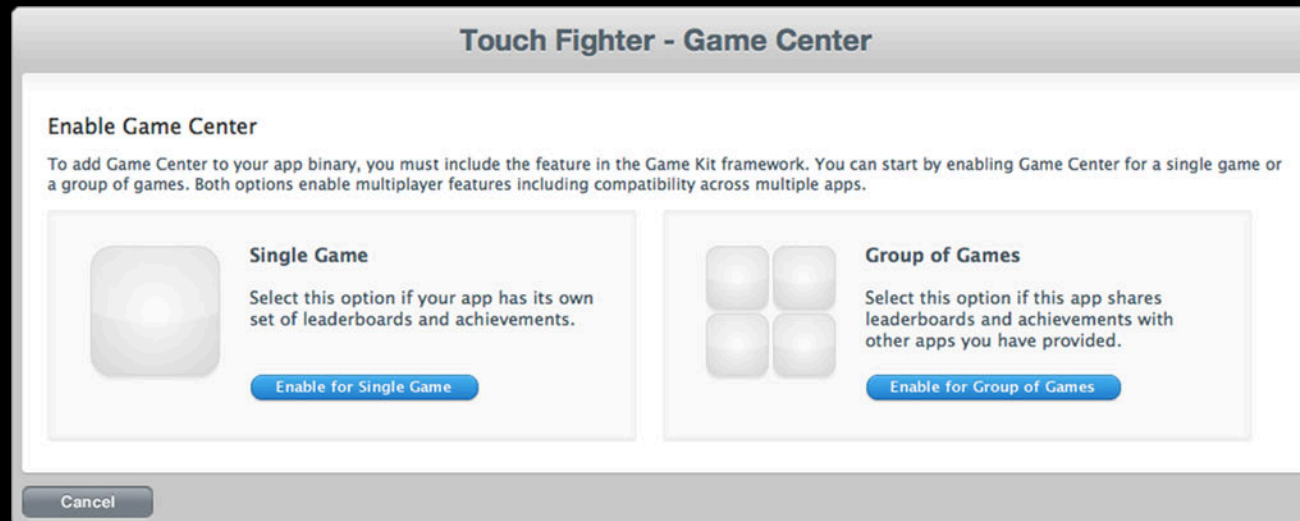
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# iOS 6/10.8 Tools Support

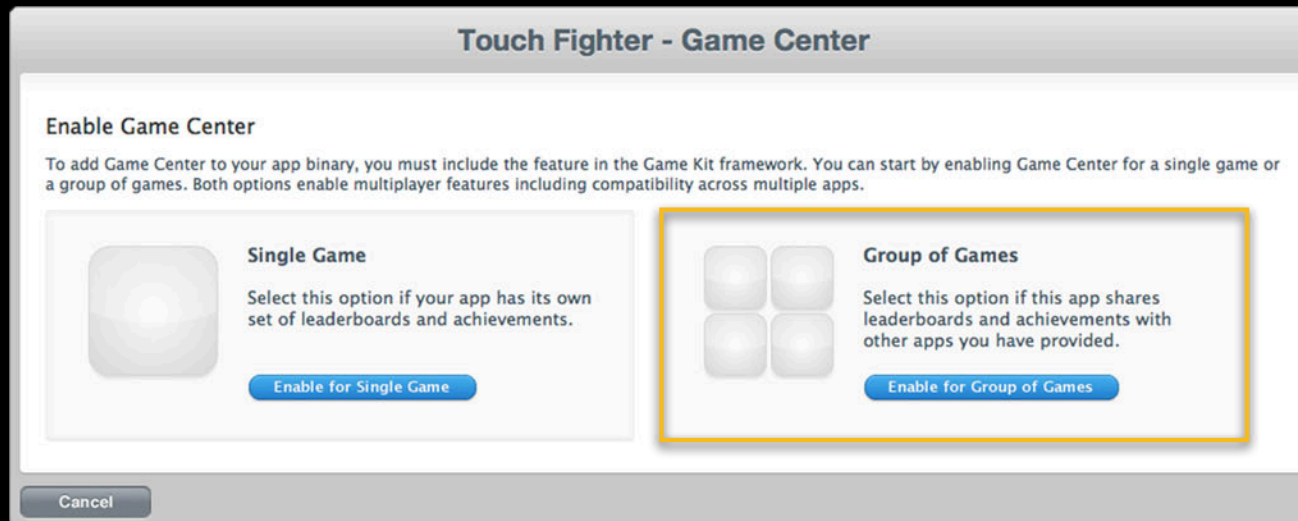
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# iOS 6/10.8 Tools Support Game Center—Data-sharing



# iOS 6/10.8 Tools Support Game Center—Data-sharing





# iOS 6/10.8 Tools Support

## Game Center—Data-sharing



- Grouping UI in iTunes Connect now available
- Disable grouping before submitting bug fixes if grouping logic isn't ready

*Demo*

## Game Center in iTunes Connect

**Dave Van Tassell**

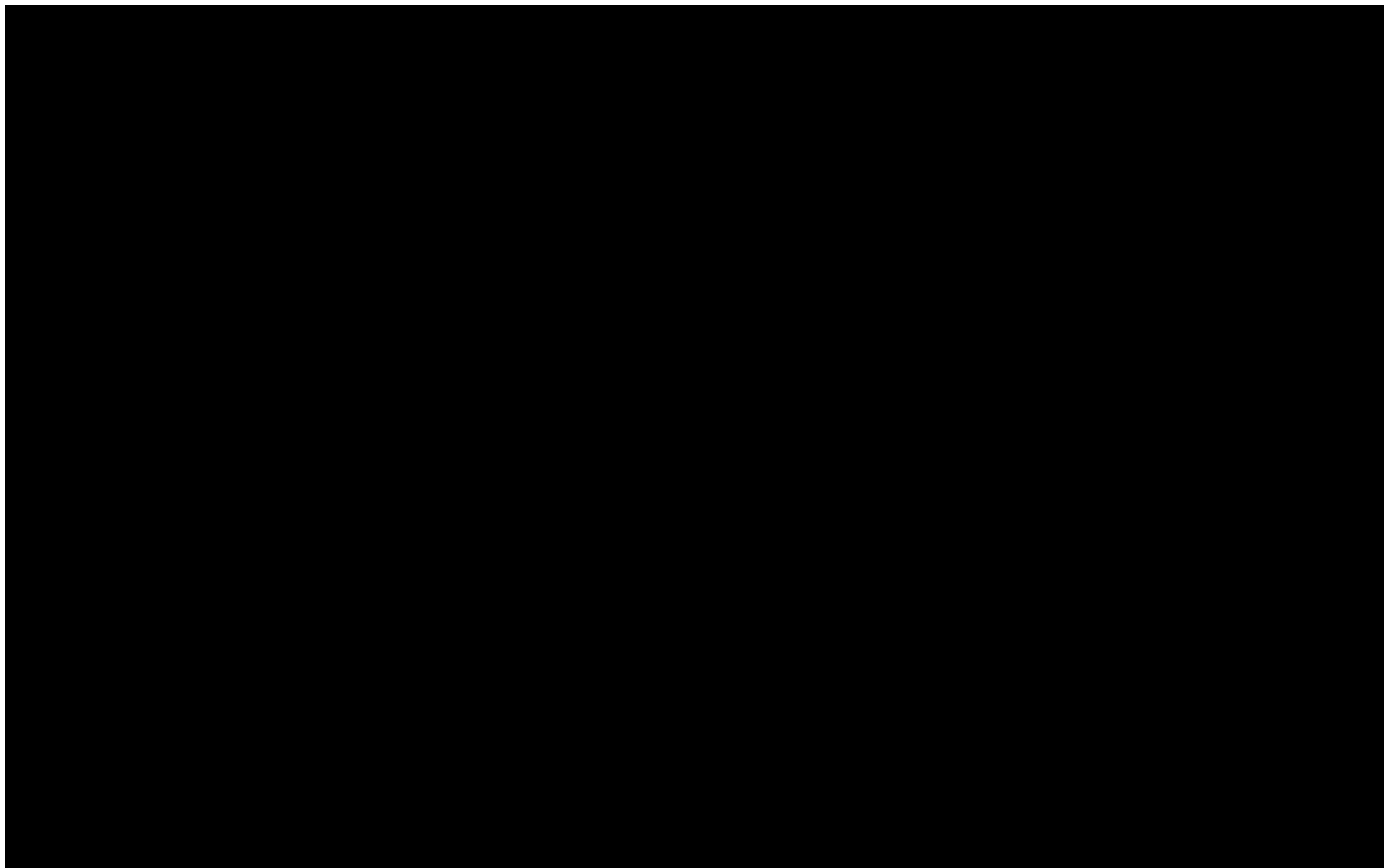
Senior Software Engineer - iTunes Store, iTunes Connect

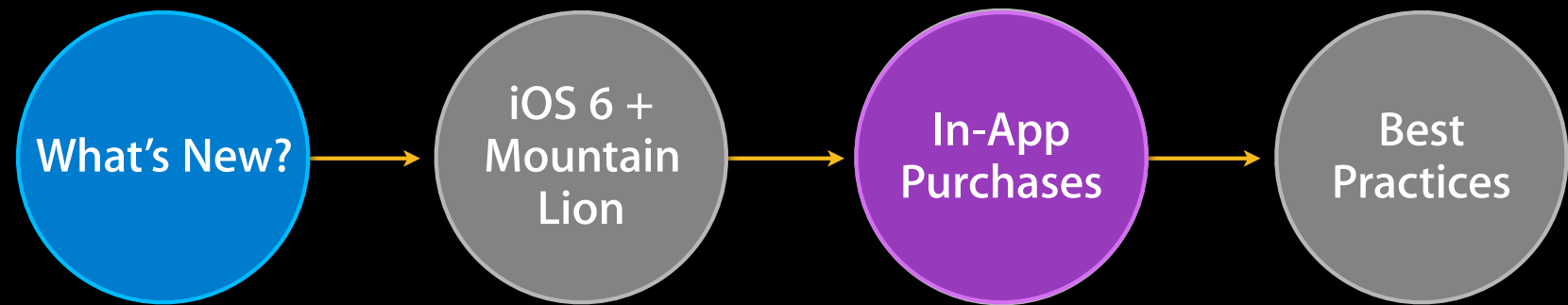
# iOS 6 and Mountain Lion

**Ricardo Cortes**

Senior Engineering Manager - iTunes Store, Provider Services

These are confidential sessions—please refrain from streaming, blogging, or taking pictures







In-App  
Purchases



# In-App Purchases

## IAP Hosted Content





# In-App Purchases

## IAP Hosted Content



# In-App Purchases

## IAP Hosted Content

- New for iOS 6 and Mountain Lion



# In-App Purchases

## IAP Hosted Content

- New for iOS 6 and Mountain Lion
- Optional for new In-App Purchases
  - Non-consumables only



# In-App Purchases

## IAP Hosted Content

- New for iOS 6 and Mountain Lion
- Optional for new In-App Purchases
  - Non-consumables only
- Allows Apple-hosted content to be delivered with IAP purchase
  - Example: Game maps for a new game level



# In-App Purchases

## IAP Hosted Content



# In-App Purchases

## IAP Hosted Content

- Setup in iTunes Connect



# In-App Purchases

## IAP Hosted Content



- Setup in iTunes Connect
- Two additional iTunes Connect states for hosted In-App Purchases
  - Waiting for Upload
  - Processing Upload

# In-App Purchases

## IAP Hosted Content



- Setup in iTunes Connect
- Two additional iTunes Connect states for hosted In-App Purchases
  - Waiting for Upload
  - Processing Upload
- Develop and test hosted content locally in latest Xcode



# In-App Purchases

## IAP Hosted Content



- Setup in iTunes Connect
- Two additional iTunes Connect states for hosted In-App Purchases
  - Waiting for Upload
  - Processing Upload
- Develop and test hosted content locally in latest Xcode
- Prepare hosted content package archive with Xcode

# In-App Purchases

## IAP Hosted Content



- Setup in iTunes Connect
- Two additional iTunes Connect states for hosted In-App Purchases
  - Waiting for Upload
  - Processing Upload
- Develop and test hosted content locally in latest Xcode
- Prepare hosted content package archive with Xcode
- Deliver through Application Loader or Xcode

# In-App Purchases

## IAP Hosted Content

In-App Purchase Details [Edit](#) Status 🟡 Ready to Submit

### Language

Details for this In-App Purchase are shown below. You must provide at least one language at all times.

[Add Language](#)

Language	Display Name	Description
Click Add Language to get started.		

### Hosting Content with Apple

Select if you want Apple to host your In-App Purchase content. If you select yes, you must upload your content to Apple before sending the In-App Purchase for review.

Hosting Content with Apple  Yes  No

# In-App Purchases

## IAP Hosted Content

In-App Purchase Details [Edit](#) Status 🟡 Ready to Submit

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# In-App Purchases

## IAP Hosted Content

In-App Purchase Details [Edit](#) Status  Ready to Submit

---

### Language

Details for this In-App Purchase are shown below. You must provide at least one language at all times.


[Add Language](#)

Language	Display Name	Description	
English	Unlimited Missiles	Pack of unlimited missiles	<a href="#">Delete</a>

---

### Hosting Content with Apple

Details for your delivered package are shown below. You can download your package by clicking on the filename.

 [UnlimitedMissilesContent.pkg](#)  
1.0  
06/01/2012 03:38 PM

---

### Review Notes (Optional)

Additional information about your In-App Purchase that can help us with our review, such as test accounts that can be used (including user names, passwords and so on). Review notes cannot exceed 4000 bytes.

---

### Screenshot for Review

Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 640x920 pixels and at least 72 DPI.

# In-App Purchases

## IAP Hosted Content

In-App Purchase Details [Edit](#) Status ● Ready to Submit

---

**Language**

Details for this In-App Purchase are shown below. You must provide at least one language at all times.


[Add Language](#)

Language	Display Name	Description	
English	Unlimited Missiles	Pack of unlimited missiles	<a href="#">Delete</a>

---

**Hosting Content with Apple**

Details for your delivered package are shown below. You can download your package by clicking on the filename.

 [UnlimitedMissilesContent.pkg](#)  
1.0  
06/01/2012 03:38 PM

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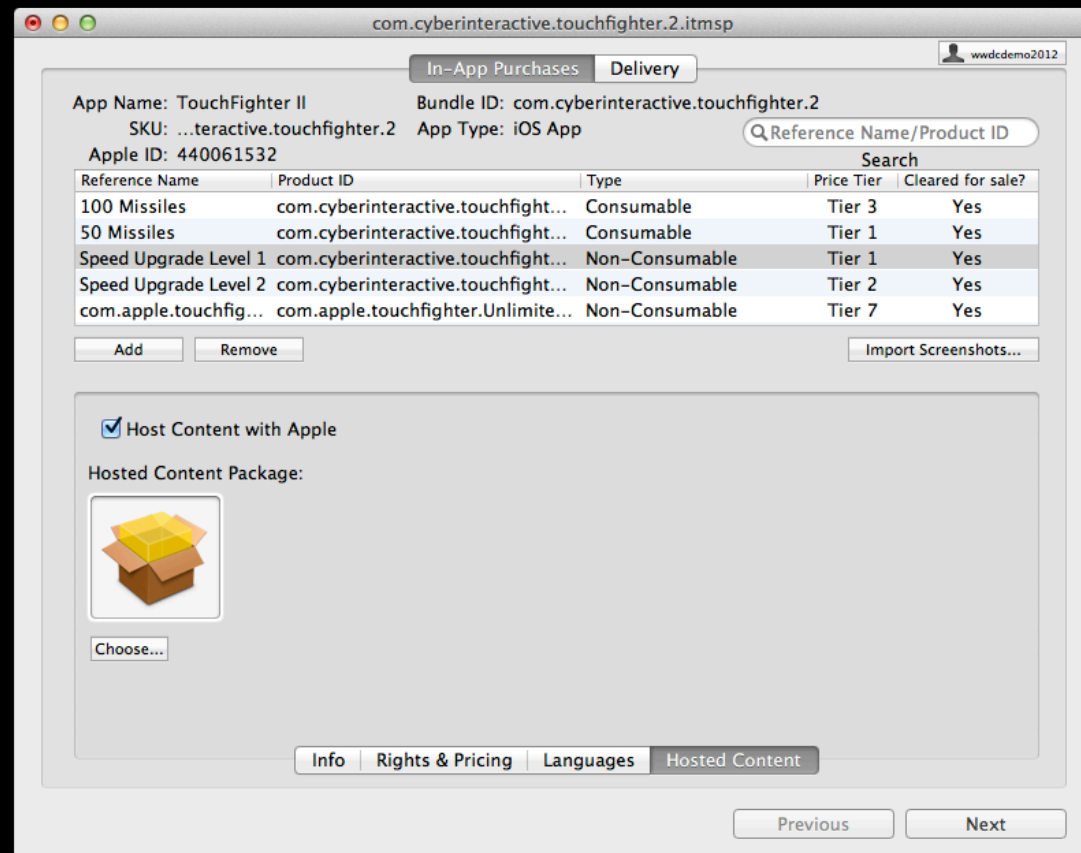
---

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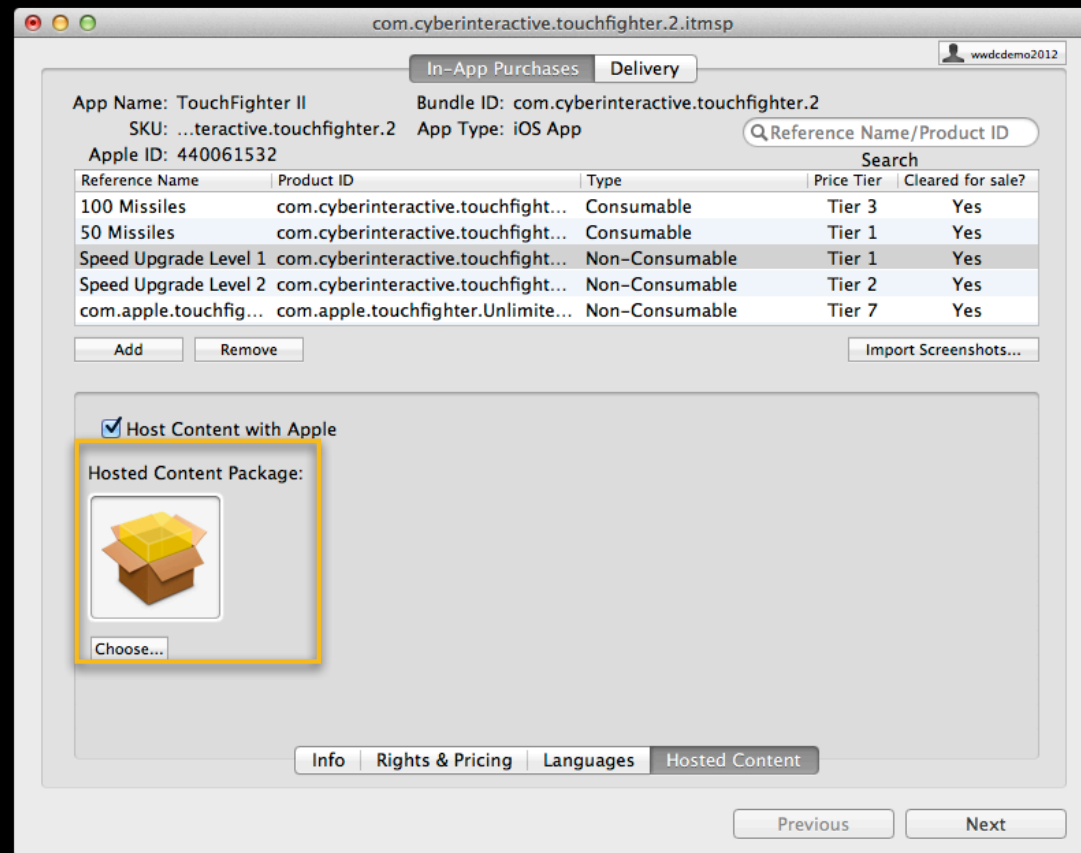
# In-App Purchases

## IAP Hosted Content



# In-App Purchases

## IAP Hosted Content







In-App  
Purchases



# In-App Purchases

Newsstand

# In-App Purchases

## Newsstand

- Newsstand only features

# In-App Purchases

## Newsstand

- Newsstand only features
  - Free Subscriptions
    - Introduced last fall
    - Allows free publications with no auto-renew period

# In-App Purchases

## Newsstand

- Newsstand only features
  - Free Subscriptions
    - Introduced last fall
    - Allows free publications with no auto-renew period
  - Subcategory support
    - Improved marketing and discoverability of Newsstand publications

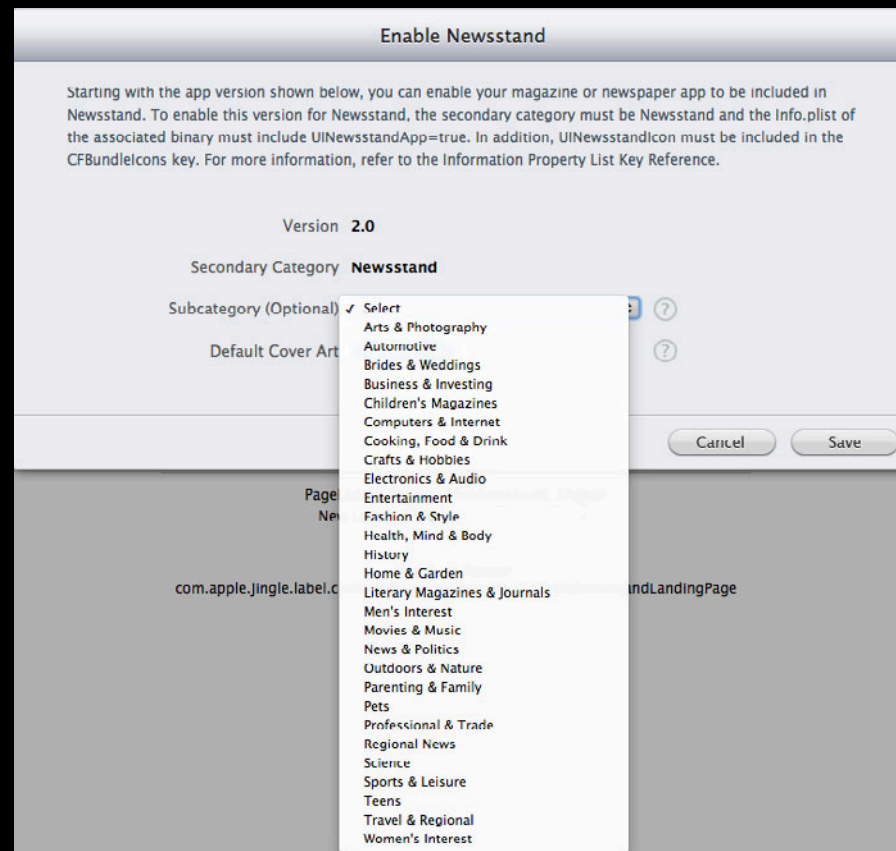
# In-App Purchases

## Newsstand

- Newsstand only features
  - Free Subscriptions
    - Introduced last fall
    - Allows free publications with no auto-renew period
  - Subcategory support
    - Improved marketing and discoverability of Newsstand publications
  - Free Trial support
    - Enables trying before buying
    - Customer will begin billing period following free trial

# In-App Purchases

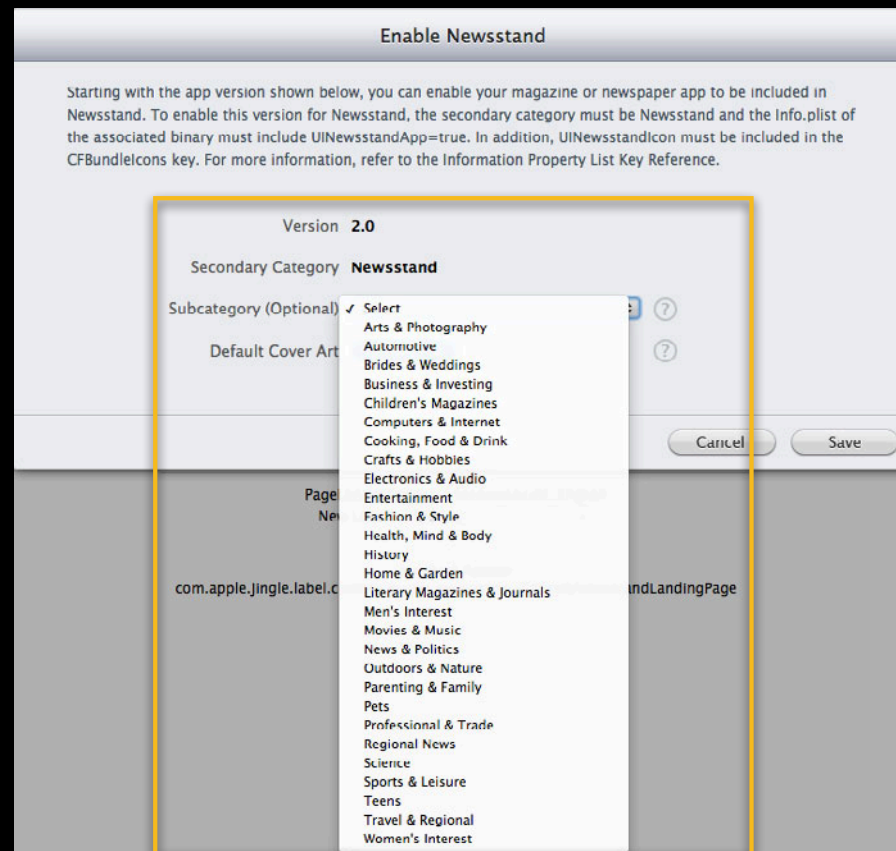
## Newsstand—Subcategories





# In-App Purchases

## Newsstand—Subcategories



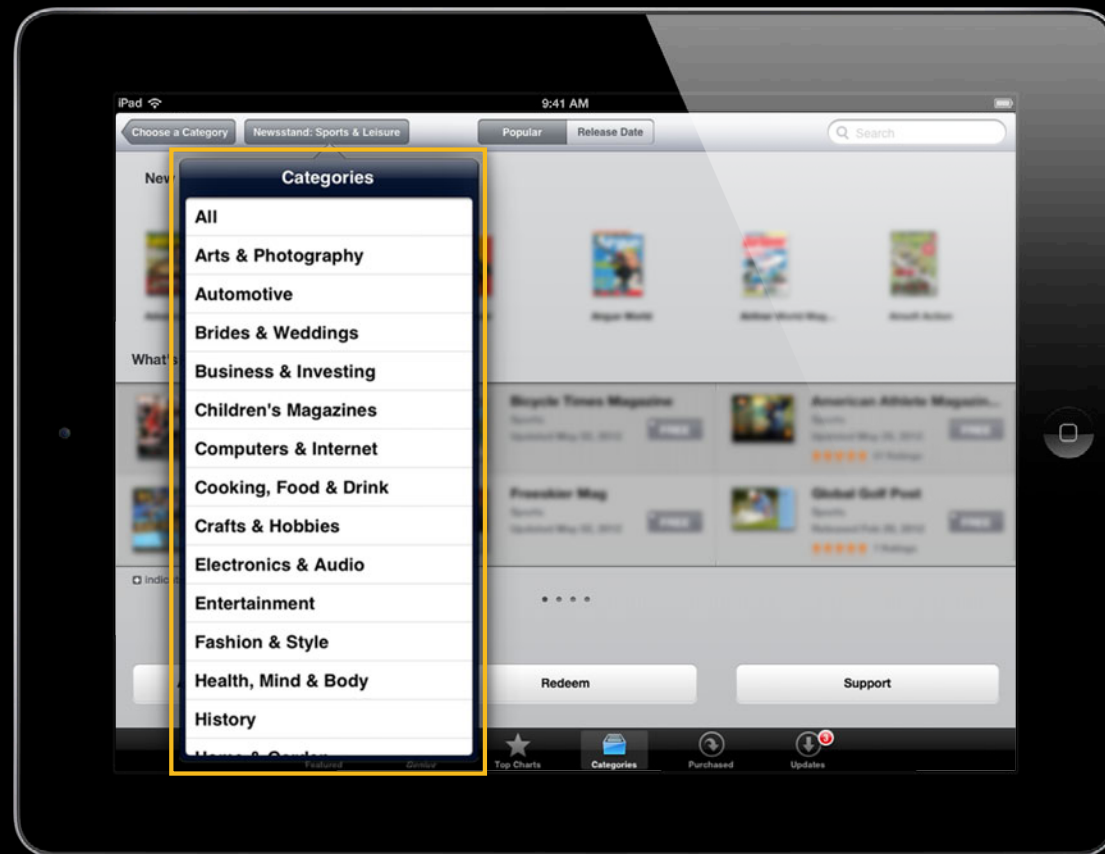
# In-App Purchases

## Newsstand—Subcategories



# In-App Purchases

## Newsstand—Subcategories



# In-App Purchases

## Newsstand—Subcategories

**Add Duration and Pricing**

Duration  ?

Product ID

Offer a marketing opt-in incentive? Yes  No  ?

Offer a free trial? Yes  No  ?

Cleared for Sale Yes  No

Price Tier  ?  
[View Pricing Matrix](#)

Price Tier 1		
App Store	Customer Price	Your Proceeds
U.S.*	US\$0.99	US\$0.70
Mexico	\$12.00	\$8.40
Canada	CA\$0.99	CA\$0.70
U.K.	£0.69	£0.42
European Union*	0,79 €	0,48 €
Sweden	7,00kr	4,26kr

? **If you offer a free trial, it will begin when a customer subscribes. They will be automatically charged when the free trial is over, unless they have turned off automatic renewal.**

# In-App Purchases

## Newsstand—Subcategories

Add Duration and Pricing

Duration  ?

Product ID  ?

Offer a marketing opt-in incentive? Yes  No  ?

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Cleared for Sale Yes  No

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European Union*	0,79 €	0,48 €
Sweden	7,00kr	4,26kr

Cancel Save

If you offer a free trial, it will begin when a customer subscribes. They will be automatically charged when the free trial is over, unless they have turned off automatic renewal.



In-App  
Purchases



# IAP Tool/Workflow Changes

Application Loader Support



# IAP Tool/Workflow Changes

## Application Loader Support



# IAP Tool/Workflow Changes

## Application Loader Support

- Enables individual or mass setup of IAP metadata
  - Import via a tab-delimited spreadsheet for fast ingest



# IAP Tool/Workflow Changes

## Application Loader Support

- Enables individual or mass setup of IAP metadata
  - Import via a tab-delimited spreadsheet for fast ingest
- New support for IAP hosted content



# IAP Tool/Workflow Changes

## Status sorting

Type ▶	Apple ID ▶	Status ▶
Consumable	440743678	🟡 Ready to Submit
Consumable	440743598	🟡 Ready to Submit
Non-Consumable	1000028081	🔴 Waiting for Upload
Non-Consumable	440067351	🟡 Ready to Submit
Non-Consumable	440069483	🟢 Approved

# IAP Tool/Workflow Changes

## Status sorting

- New In-App Purchase status sorting in iTunes Connect
- Eases searching issues with specific In-App Purchases
  - Allows quick discovery of problematic In-App Purchase submissions

Type ▶	Apple ID ▶	Status ▶
Consumable	440743678	🟡 Ready to Submit
Consumable	440743598	🟡 Ready to Submit
Non-Consumable	1000028081	🔴 Waiting for Upload
Non-Consumable	440067351	🟡 Ready to Submit
Non-Consumable	440069483	🟢 Approved

# IAP Tool/Workflow Changes

## Catalog Reports

# IAP Tool/Workflow Changes

## Catalog Reports

- New downloadable, tab-delimited reports in iTunes Connect

# IAP Tool/Workflow Changes

## Catalog Reports

- New downloadable, tab-delimited reports in iTunes Connect
- Format is easily ingestible



# IAP Tool/Workflow Changes

## Catalog Reports

- New downloadable, tab-delimited reports in iTunes Connect
- Format is easily ingestible
- Allows for wide glance across all of your In-App Purchases
  - Status of each In-App Purchase is included in the report

# IAP Tool/Workflow Changes

## Catalog Reports

- New downloadable, tab-delimited reports in iTunes Connect
- Format is easily ingestible
- Allows for wide glance across all of your In-App Purchases
  - Status of each In-App Purchase is included in the report
- New Apps Report and IAP Report will be available today in iTunes Connect

# IAP Tool/Workflow Changes

## Catalog Reports

- New downloadable, tab-delimited reports in iTunes Connect
- Format is easily ingestible
- Allows for wide glance across all of your In-App Purchases
  - Status of each In-App Purchase is included in the report
- New Apps Report and IAP Report will be available today in iTunes Connect
- Game Center report for leaderboards and achievements: Coming soon

*Demo*

In-App Purchase tool changes

**Aloke Bhatnagar**

Engineering Manager - iTunes Store, iTunes Connect

# IAP Tool/Workflow Changes

**Ricardo Cortes**

Senior Engineering Manager - iTunes Store, Provider Services

These are confidential sessions—please refrain from streaming, blogging, or taking pictures





**XML Feed Support**

# XML Feed Support

**Dave Makower**

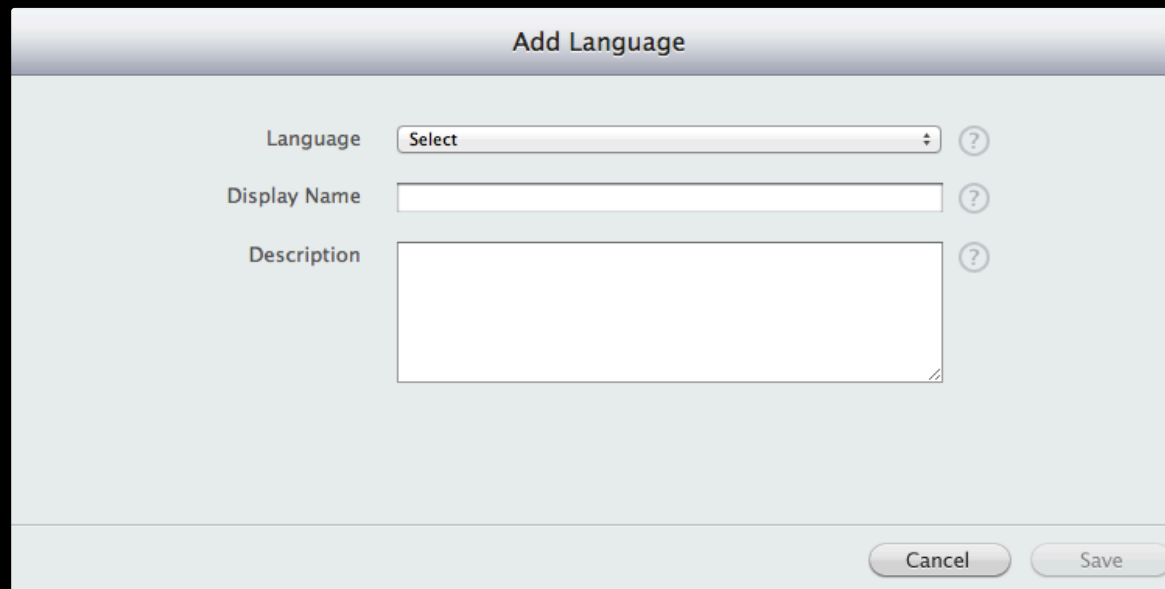
Senior Engineering Manager, iTunes Store, Content Import



# In-App Purchase Data Entry Today

# In-App Purchase Data Entry Today

## Manual data entry in iTunes Connect



The image shows a screenshot of the 'Add Language' dialog box in iTunes Connect. The dialog has a title bar that says 'Add Language'. Inside, there are three input fields, each with a help icon (a question mark in a circle) to its right:

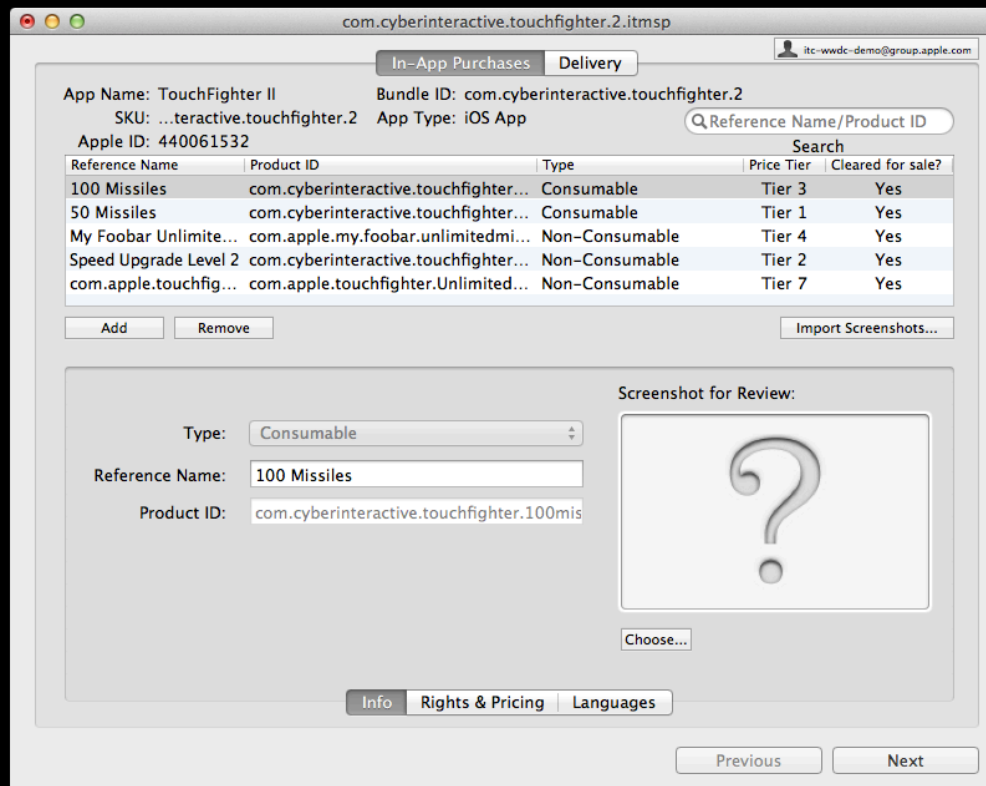
- Language:** A dropdown menu with 'Select' as the current selection.
- Display Name:** A single-line text input field.
- Description:** A multi-line text input field.

At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Save'.

# In-App Purchase Data Entry Today

# In-App Purchase Data Entry Today

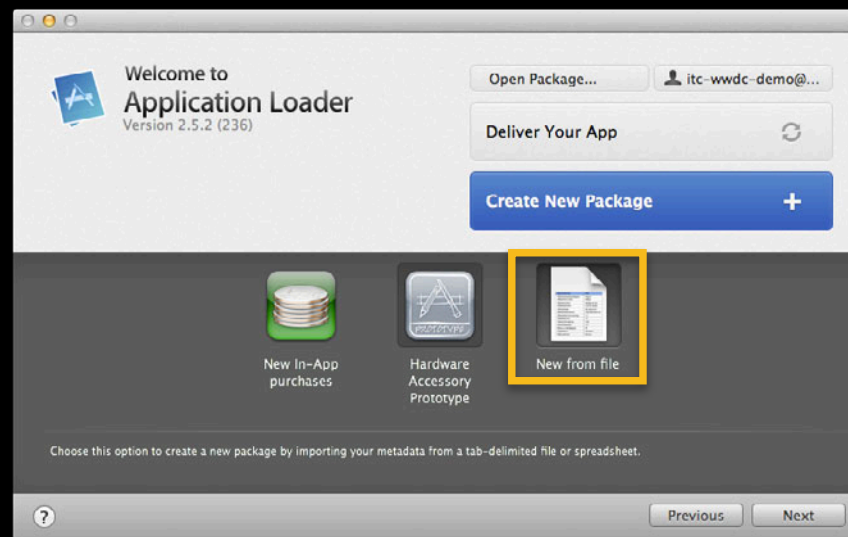
## Manual data entry in Application Loader



# In-App Purchase Data Entry Today

# In-App Purchase Data Entry Today

## “New from File” in Application Loader



# Motivation for XML Feed Support

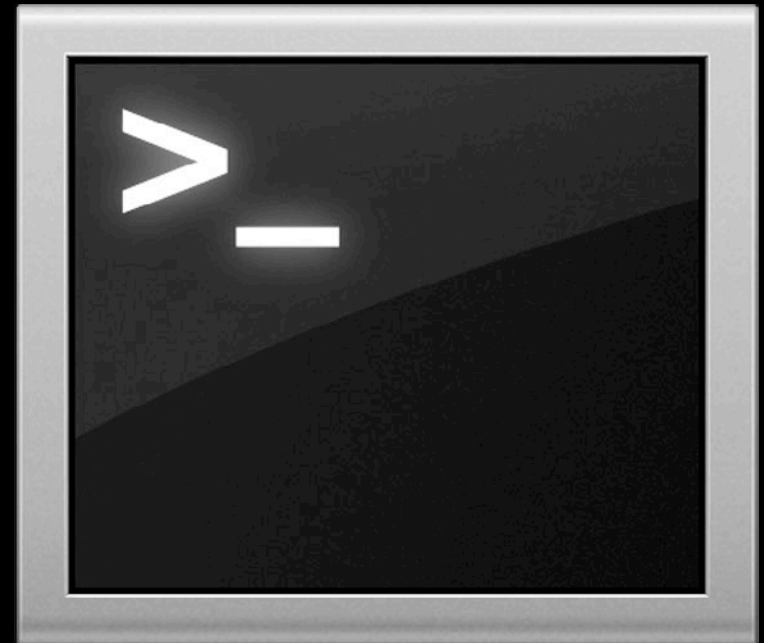
# Motivation for XML Feed Support

- GUI is fine for a few items
  - What if you have 100?... or 1000?
  - XML feed is easier for many



# Motivation for XML Feed Support

- GUI is fine for a few items
  - What if you have 100?... or 1000?
  - XML feed is easier for many
- Command line
  - Facilitates bulk data management
  - Integrates with automated systems



# Features of XML Feed Support

In-App Purchase

# Features of XML Feed Support

## In-App Purchase

- iOS and OS X
- All In-App Purchase types
  - Subject to App Store policies
- Interval pricing
  - For scheduling sale windows



# Features of XML Feed Support

Game Center

# Features of XML Feed Support

## Game Center

- iOS and OS X
- Leaderboards
- Achievements



# Features of XML Feed Support

General

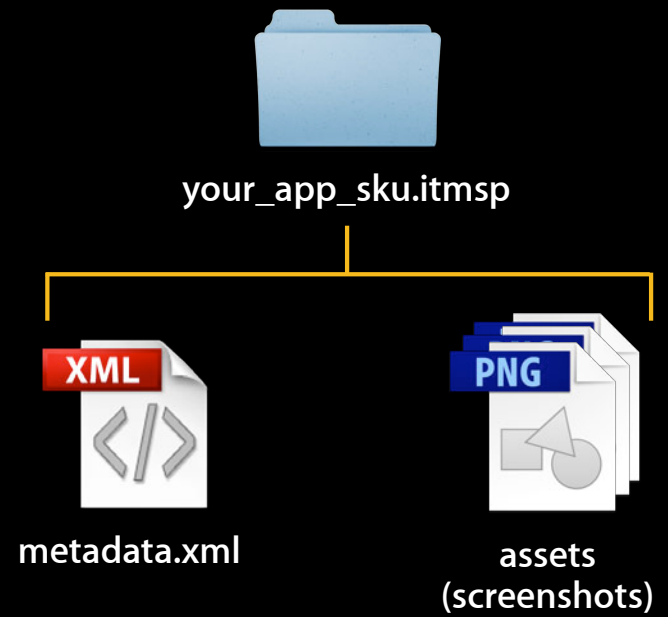
# Features of XML Feed Support

## General

- Localized metadata
- Synchronous validation
- Command-line metadata lookup
- Fully-documented XML spec



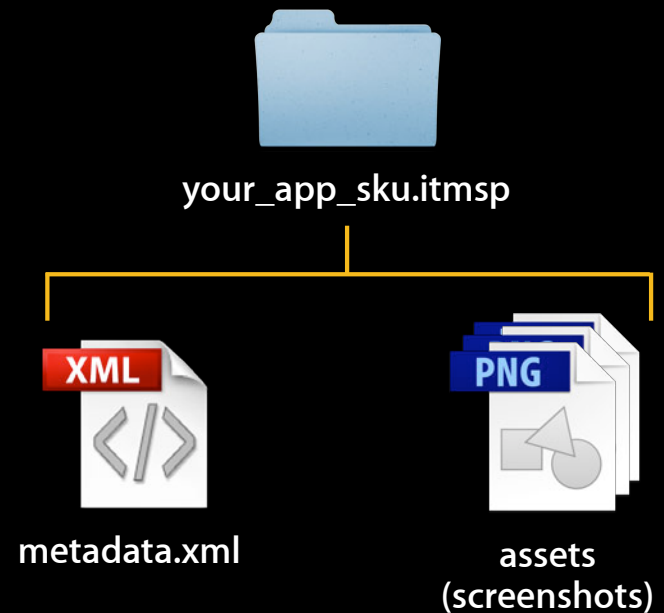
# How It Works





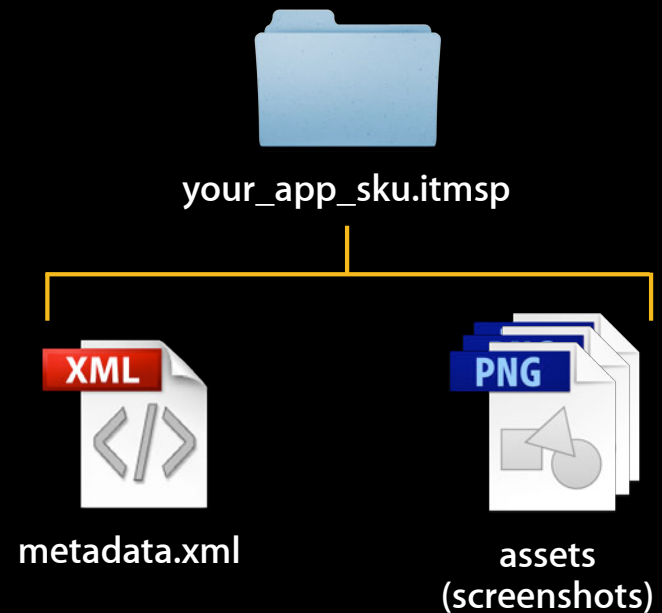
# How It Works

- Create a “package”
  - .itmsp directory
  - metadata.xml
  - assets (e.g., screenshots)



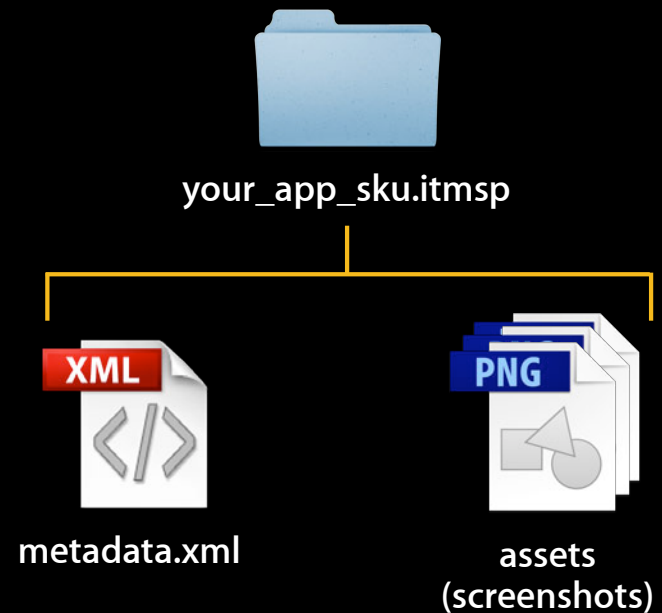
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- Or use command line to look up metadata
  - Package is created
  - Edit looked-up XML



# How It Works

- Create a “package”
  - .itmsp directory
  - metadata.xml
  - assets (e.g., screenshots)
- Or use command line to look up metadata
  - Package is created
  - Edit looked-up XML
- Use command line to upload package



# What It Looks Like

In-App Purchase

# What It Looks Like

In-App Purchase



```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="software5.0">
  <team_id>WWDCDEM02011</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <in_app_purchases>
        <in_app_purchase>
          <product_id>com.cyberinteractive.touchfighter.
100missiles</product_id>
          <reference_name>100 Missiles</reference_name>
          <type>consumable</type>
          <products>
            <product>
              <cleared_for_sale>true</cleared_for_sale>
              <intervals>
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      </in_app_purchases>
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  </software>
  <locales>
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<package xmlns="http://apple.com/itunes/importer" version="software5.0">
  <team_id>WWDCDEM02011</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
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        <in_app_purchase>
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100missiles</product_id>
          <reference_name>100 Missiles</reference_name>
          <type>consumable</type>
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</package>
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  <team_id>WWDCDEM02011</team_id>
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```

# What It Looks Like

Game Center

# What It Looks Like

Game Center



```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="software4.9">
  <team_id>A9B8C7D6E5</team_id>
  <software>
    <vendor_id>ACME_WIDGETS_10</vendor_id>
    <software_metadata>
      <game_center>
        <achievements>
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            <reference_name>Lieutenant</reference_name>
            <points>10</points>
            <reusable>true</reusable>
            <locales>
              <locale name="en-US">
                <title>Lieutenant</title>
                <before_earned_description>Be crowned
Lieutenant and command your own starship.</before_earned_description>
                <after_earned_description>Congratulations,
Lieutenant!</after_earned_description>
                <achievement_after_earned_image>
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                  <size>286243</size>
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type="md5">c0f4c46dc16c4153cef37f6c868b7c5c</checksum>
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```
<?xml version="1.0" encoding="UTF-8"?>
<package xmlns="http://apple.com/itunes/importer" version="software4.9">
  <team_id>A9B8C7D6E5</team_id>
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  <reusable>true</reusable>
  <locales>
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Lieutenant and command your own starship.</before_earned_description>
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Lieutenant!</after_earned_description>
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        <size>286243</size>
        <checksum
type="md5">c0f4c46dc16c4153cef37f6c868b7c5c</checksum>
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formatter_type>
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</software>
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**Coming This Fall**

# Coming This Fall

...but we can show you a demo now!

*Demo*

XML Feed Support

**Dave Makower**

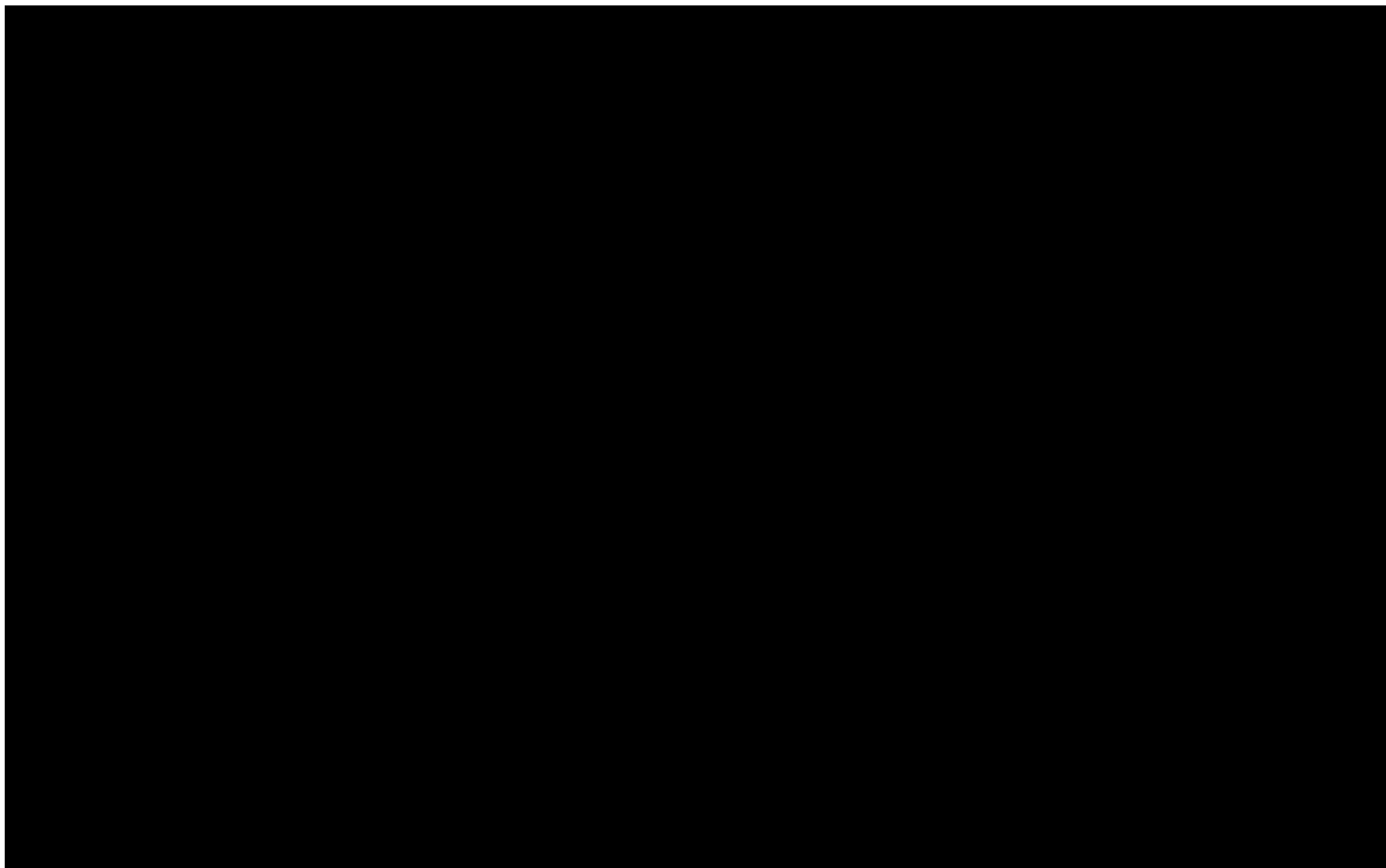
Senior Engineering Manager - iTunes Store, Content Import

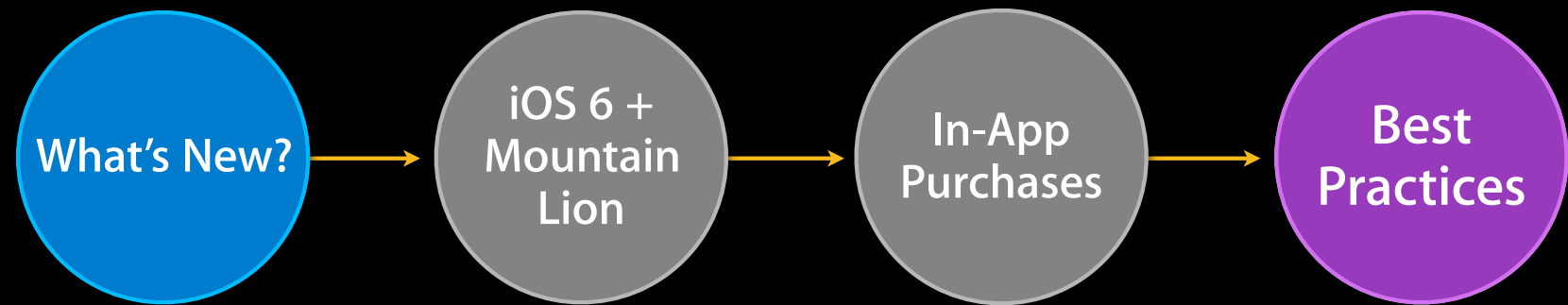
# XML Feed Support

**Ricardo Cortes**

Senior Engineering Manager - iTunes Store, Provider Services

These are confidential sessions—please refrain from streaming, blogging, or taking pictures





# Best Practices

iTC gotchas

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- **Meaningful Descriptions**—Highlight your app's features and summarize hardware requirements; direct users to your support URL for in-depth requirements

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- **Web Content**—Avoid 100% web views

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```
com.apple.developer.ubiquity-container-identifiers : array, TeamID prefix  
com.apple.developer.ubiquity-kvstore-identifier : string, TeamID prefix
```



# Best Practices

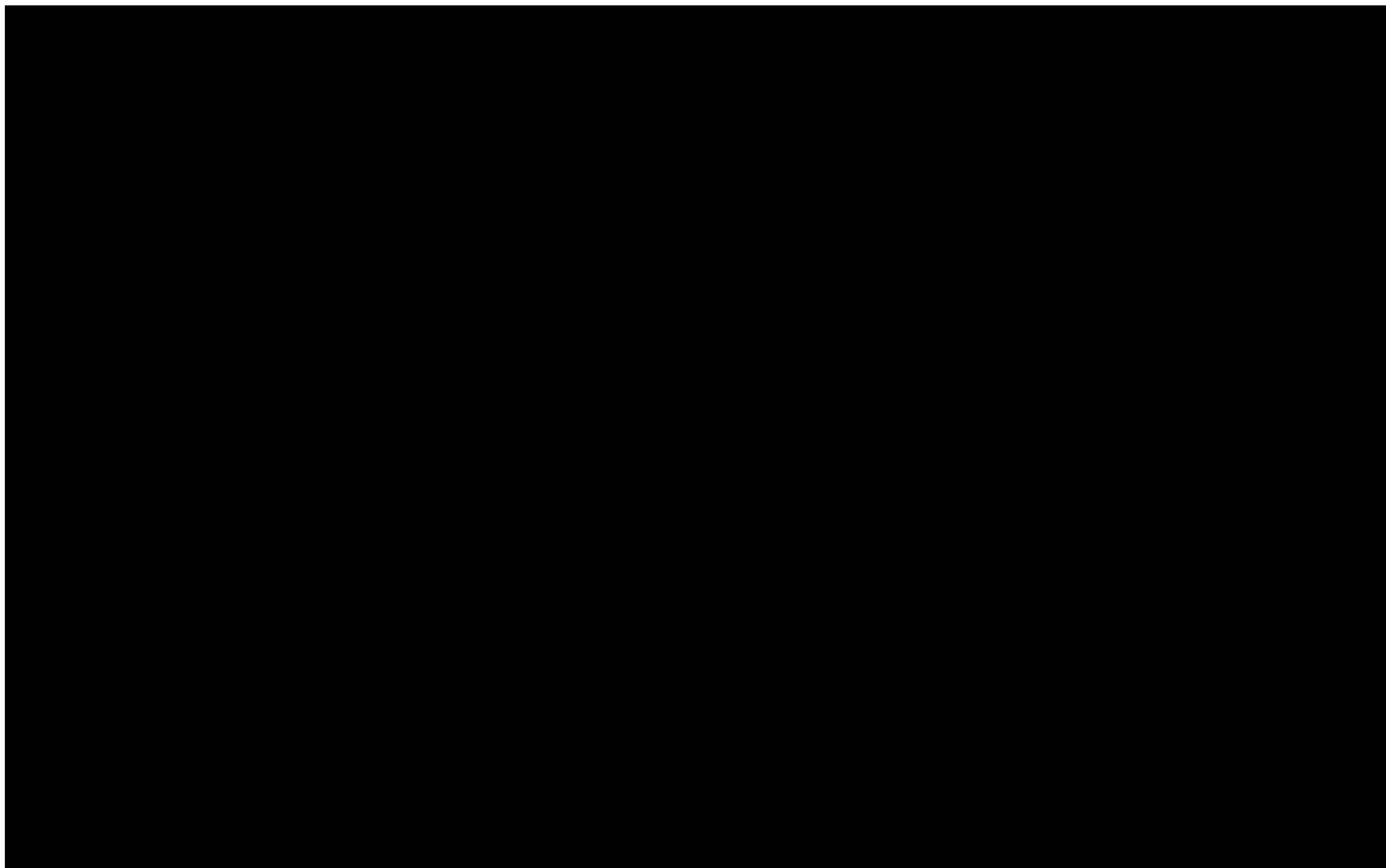
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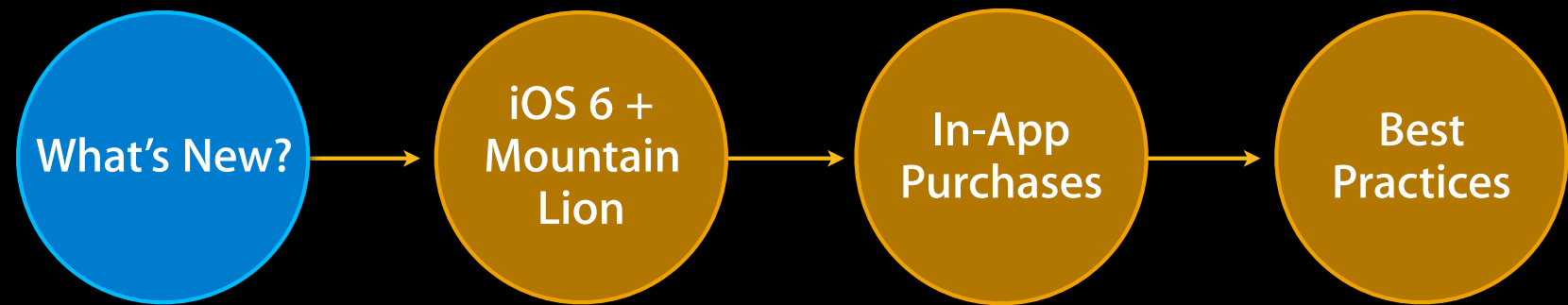
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- **Invalid Signature**—Expired or revoked certificates
- **Malformed Framework (OS X)**—Code signing adheres to strict file structure





# More Information

## Paul Marcos

Application Services Evangelist  
[pmarcos@apple.com](mailto:pmarcos@apple.com)

## Documentation

iTunes Connect Developer User Guide  
[http://itunesconnect.apple.com/docs/iTunesConnect\\_DeveloperGuide.pdf](http://itunesconnect.apple.com/docs/iTunesConnect_DeveloperGuide.pdf)

## Video

Development Videos  
<http://developer.apple.com/videos>

## Apple Developer Forums

<http://devforums.apple.com>

# Related Sessions

Selling Products with Store Kit	Presidio Wednesday 2:00PM
Tools, Services and APIs for iTunes Affiliates	Nob Hill Thursday 11:30AM
Building Great Newsstand Apps	Nob Hill Thursday 2:00PM
Managing Subscriptions with In-App Purchase	Mission Thursday 3:15PM
Building and Distributing Custom B2B	Russian Hill Friday 9:00AM

# Labs

iTunes Connect for App Developers Lab

App Services Lab A  
Thursday 11:30AM

iTunes Affiliate Program Lab

Safari & Web Lab  
Thursday 2:00PM

In-App Purchase Lab

App Services Lab B  
Thursday 4:30PM

Newsstand Lab

App Services Lab A  
Friday 9:00AM

App Store Lab

App Store Lab (Level 3)  
Ongoing

# Summary



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  - IAP Hosted Content and Game Center

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  - iOS 4 and iOS 5 support too!
- Start implementing iOS 6 support
  - IAP Hosted Content sandbox support is now live
  - iOS 6 binaries accepted when iOS 6 ships

 **WWDC2012**