

# Managing Subscriptions with In-App Purchase

Session 308

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iTunes Store

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iTunes Store

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







# Today's Agenda

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- Autorenewable Subscriptions

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- Non-autorenewing Subscriptions

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- Autorenewable Subscriptions
- Non-autorenewing Subscriptions
- iTunes Connect Setup

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- Autorenewable Subscriptions
- Non-autorenewing Subscriptions
- iTunes Connect Setup
- Pricing and Best Practices

# Subscriptions 101

Autorenewables and Non-autorenewing

**David Neumann**

iTunes Store Engineering

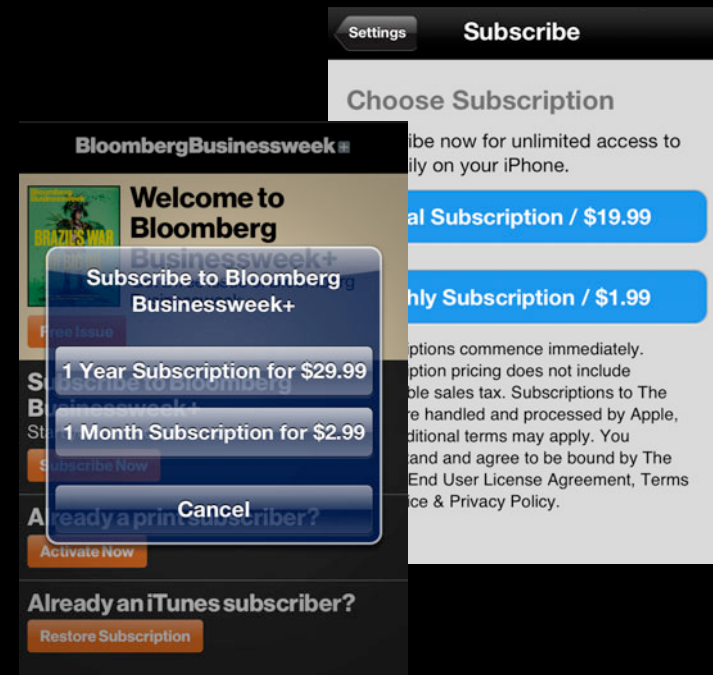


# What Will Be Covered

- Intro to Autorenewing Subscriptions
- Working with Receipts
- Sandbox Considerations
- Using non-autorenewing Subscriptions

# Application Examples

- Stream daily original content
- On demand “all you can eat” media access
- Magazine subscriptions



# Intro to Autorenewables

# Overview



# Overview



- iOS Apps only

# Overview



- iOS Apps only
- Restorable



# Overview



- iOS Apps only
- Restorable
- Durations from 7 days to 1 year

# Overview



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# Overview



- iOS Apps only
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- Durations from 7 days to 1 year
- Management external to the app
- Emails
- Marketing opt-in

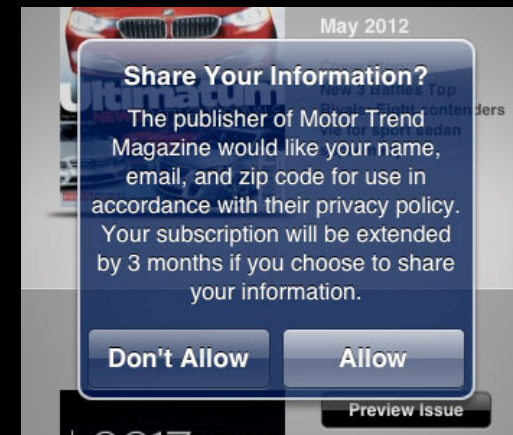
# Overview



- iOS Apps only
- Restorable
- Durations from 7 days to 1 year
- Management external to the app
- Emails
- Marketing opt-in
- Free trials

# Marketing Opt-in

- About personal data sharing
- Not allowed for all Apps
- Optional bonus time incentive





# Free Trials



- Only allowed for Newsstand apps
- Period configured in iTunes Connect
- AutoRenew **enabled** by default
- Trial period exactly like any other purchased period
  - You get a receipt
  - Restorable



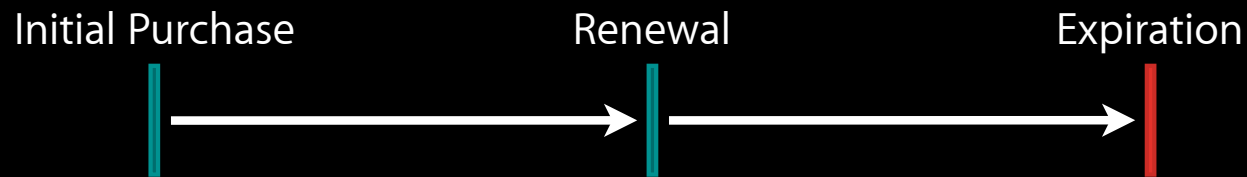
# Renewal Lifecycle

Pay up front



# Renewal Lifecycle

## Automatic Renewal



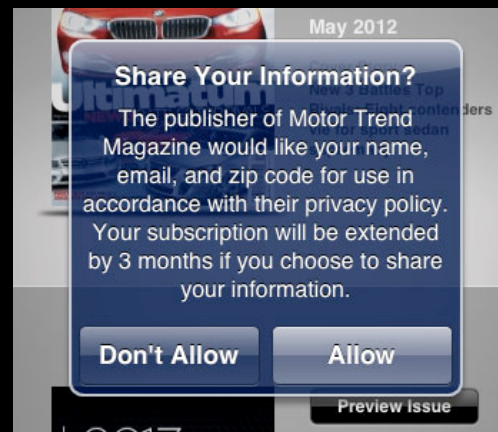
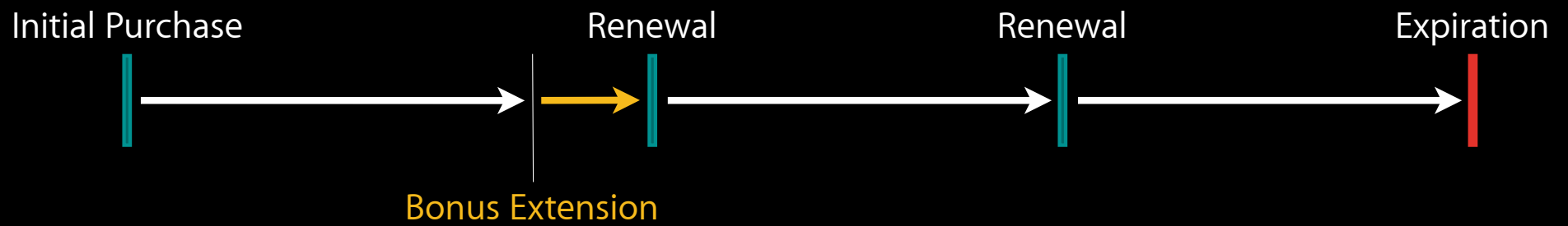
# Renewal Lifecycle

## Typical Timeline



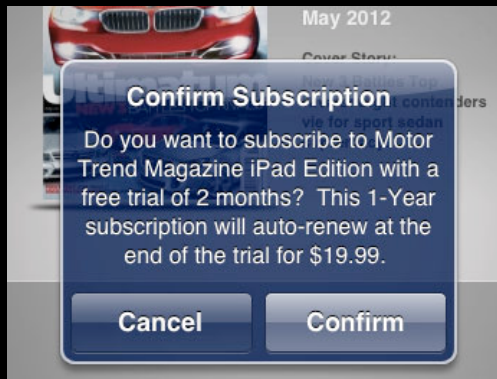
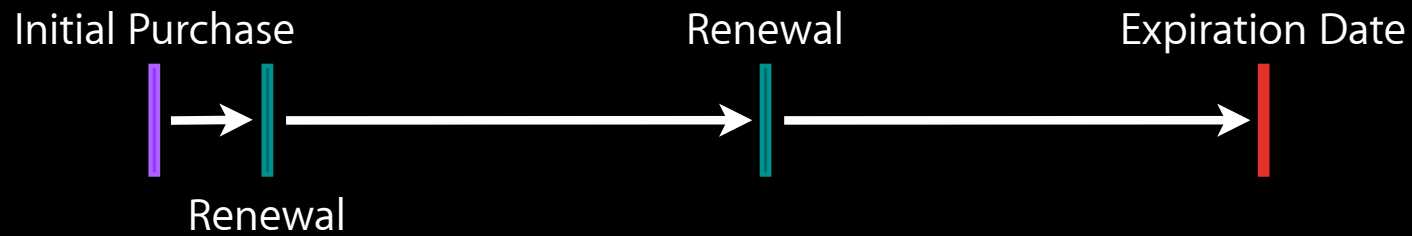
# Renewal Lifecycle

## Timeline with Opt-in Bonus



# Renewal Lifecycle

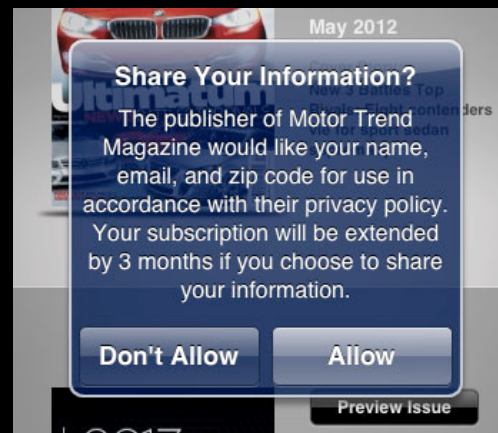
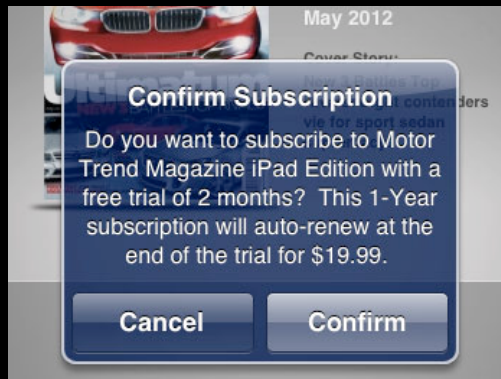
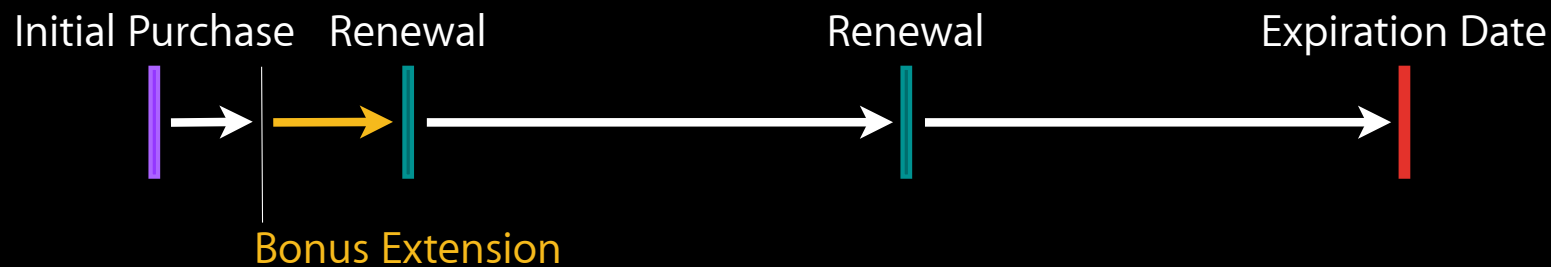
## Timeline with Free Trial





# Renewal Lifecycle

## Timeline with Free Trial and Opt-in Bonus



# Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



Welcome



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



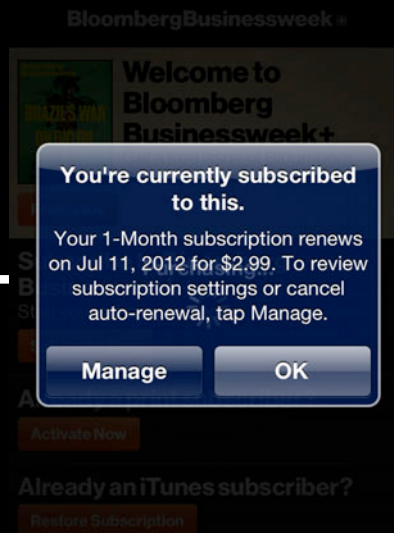
Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration





# Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



Renewal  
Reminder

# Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



Price Increases



# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



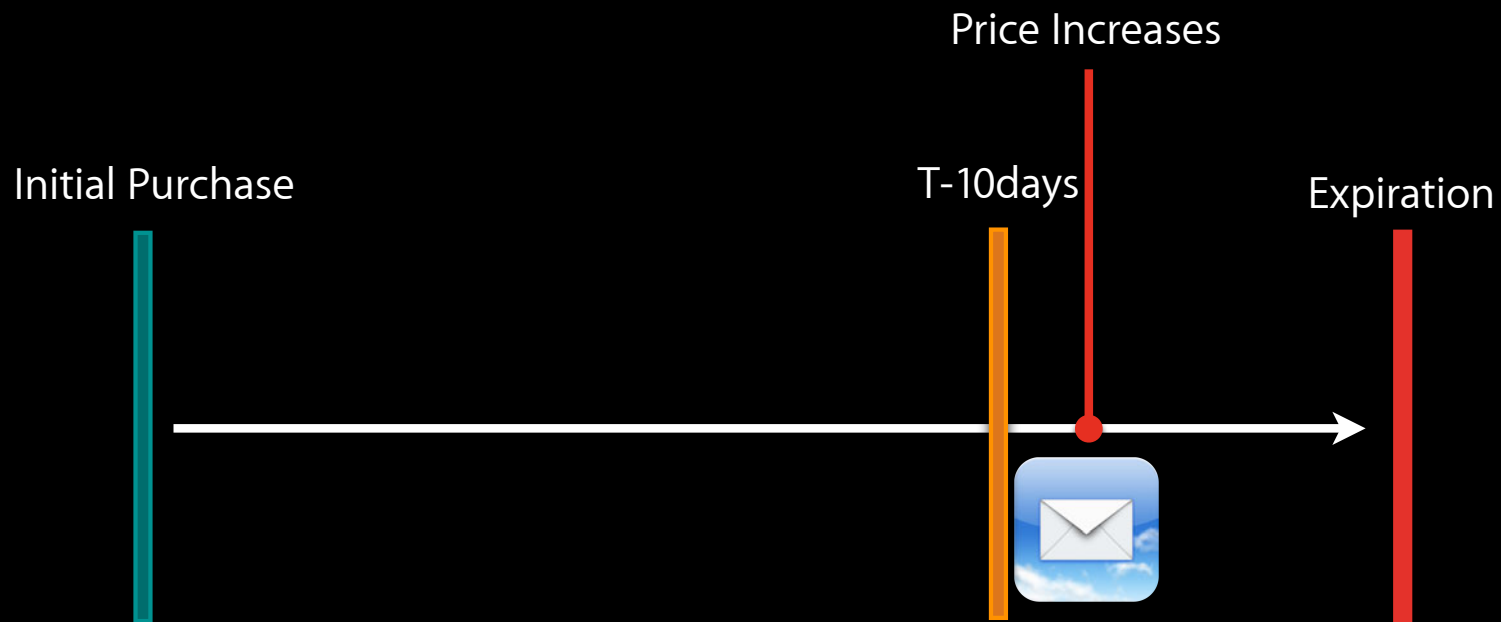
# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

Zoom into a period





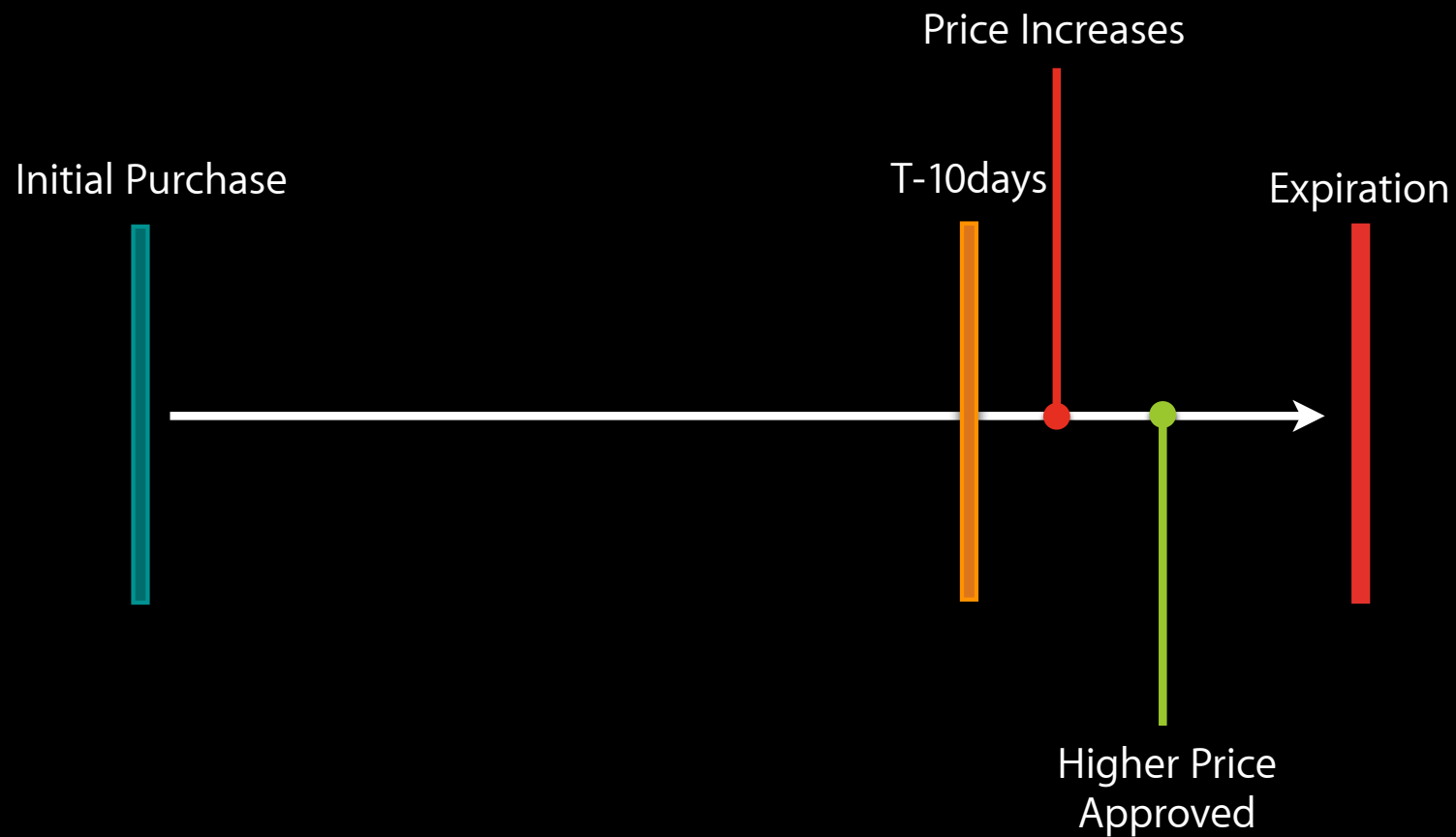
# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



Payment Issue  
Detected

# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



Expiration



Payment Issue  
Detected

# Renewal Lifecycle

Zoom into a period

Initial Purchase



T-10days



T-24hrs

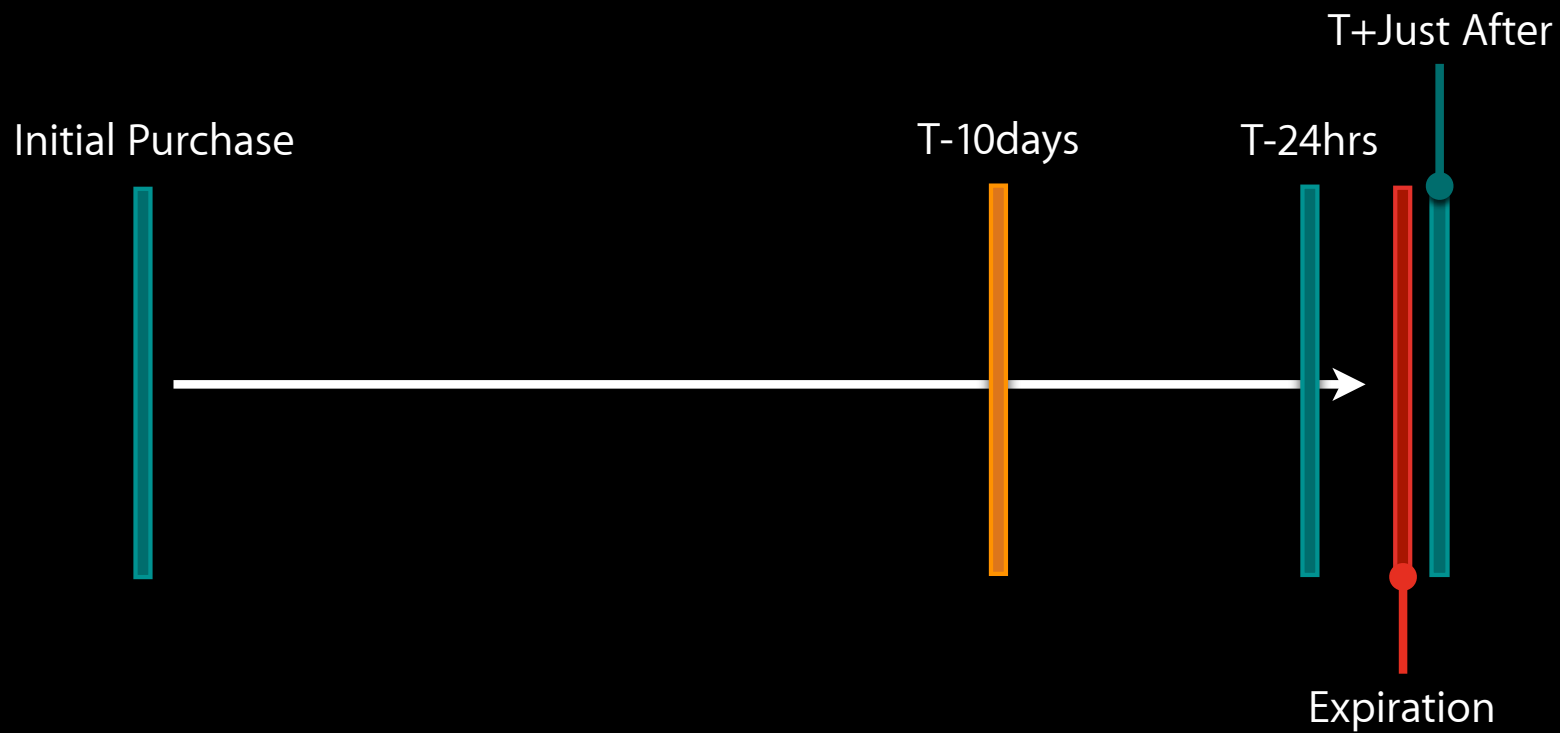


Expiration



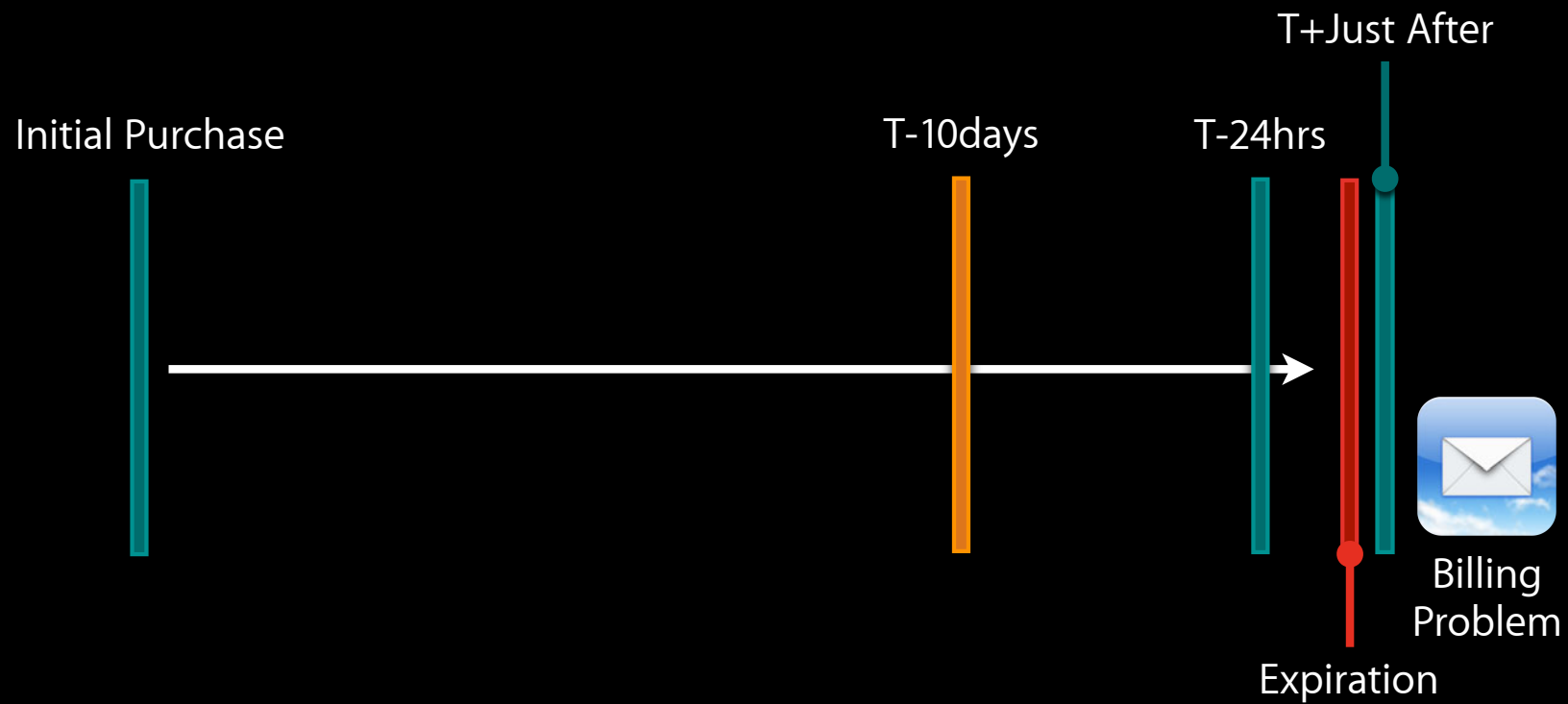
# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

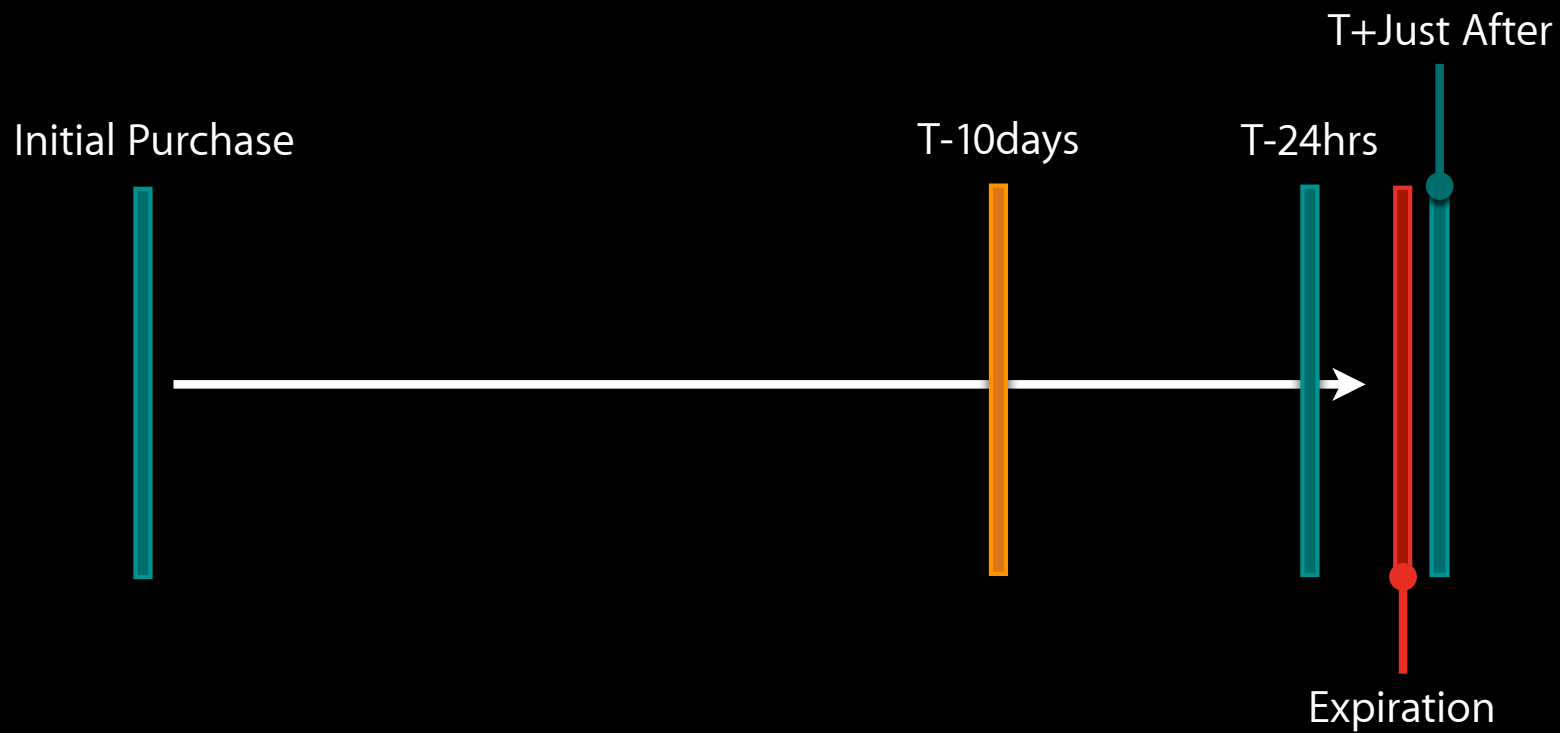
Zoom into a period





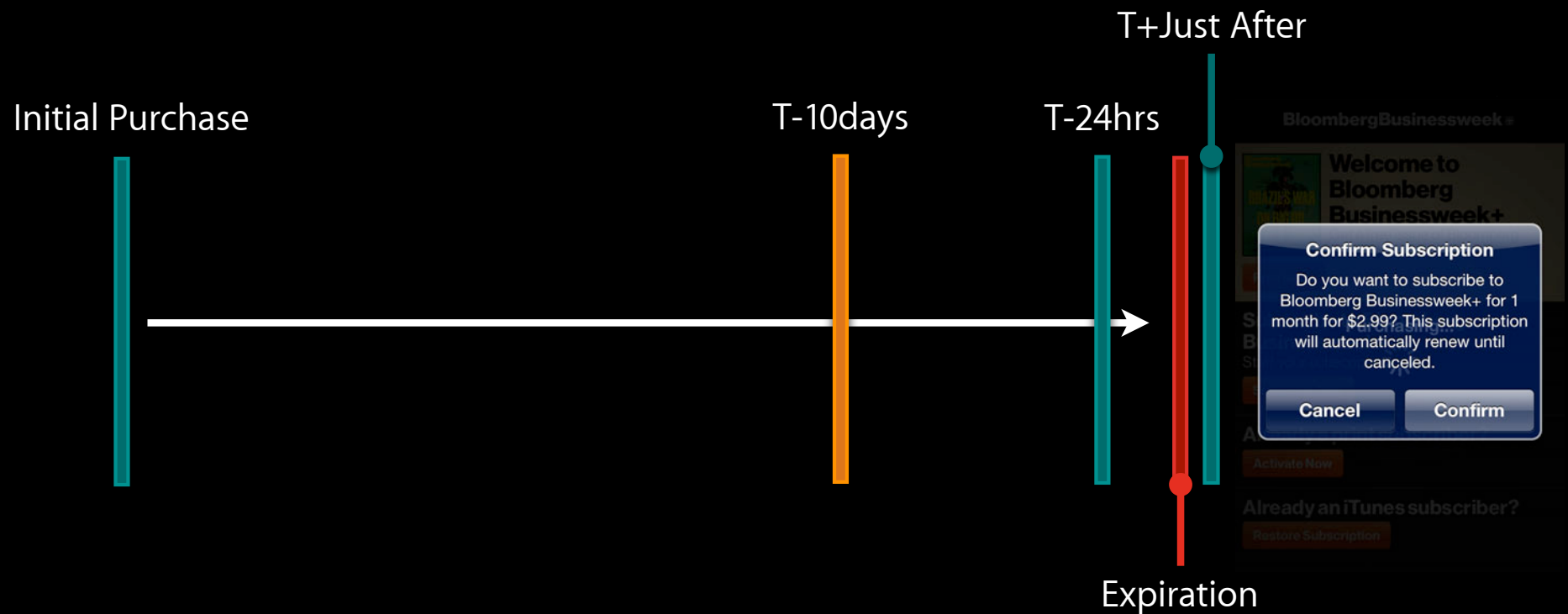
# Renewal Lifecycle

Zoom into a period



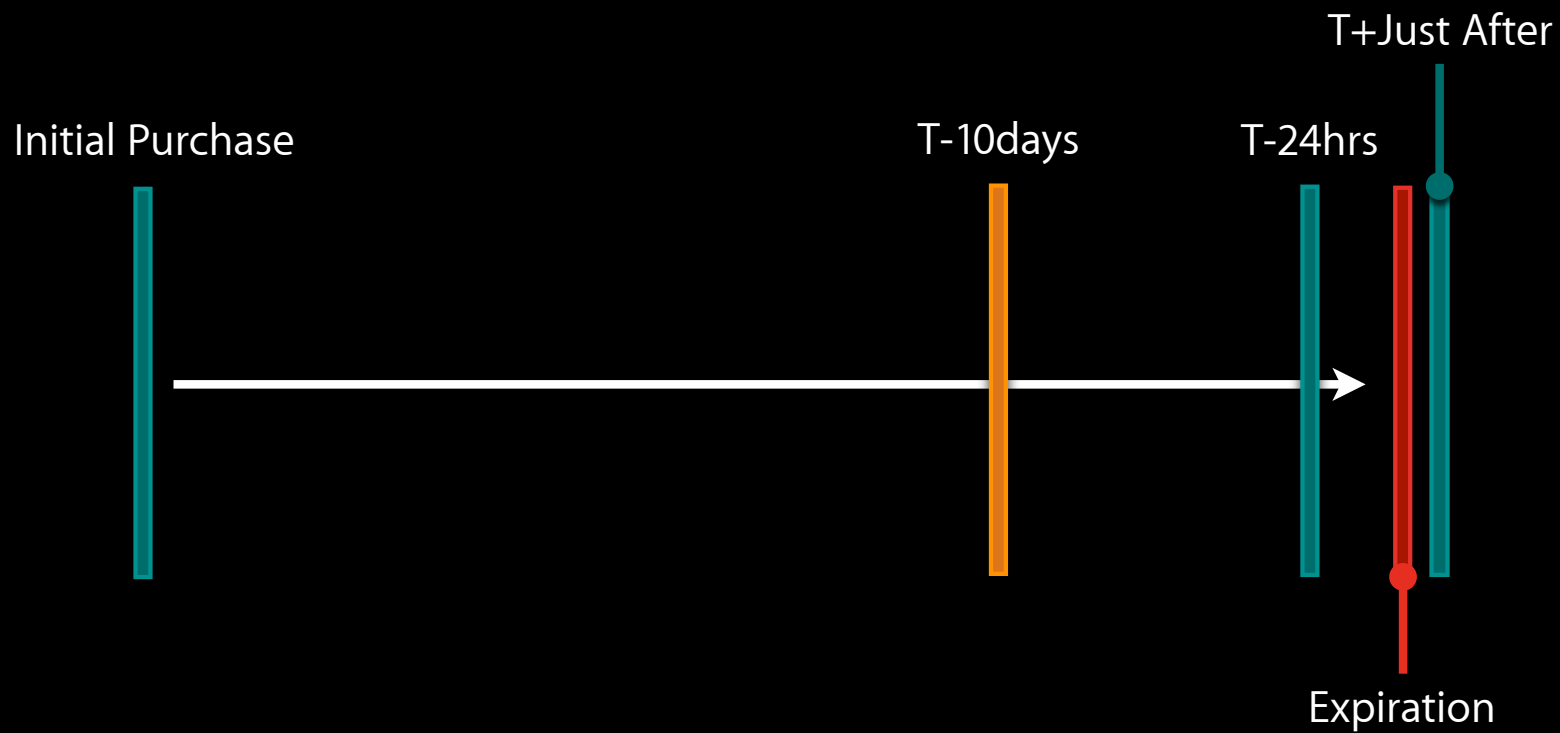
# Renewal Lifecycle

Zoom into a period



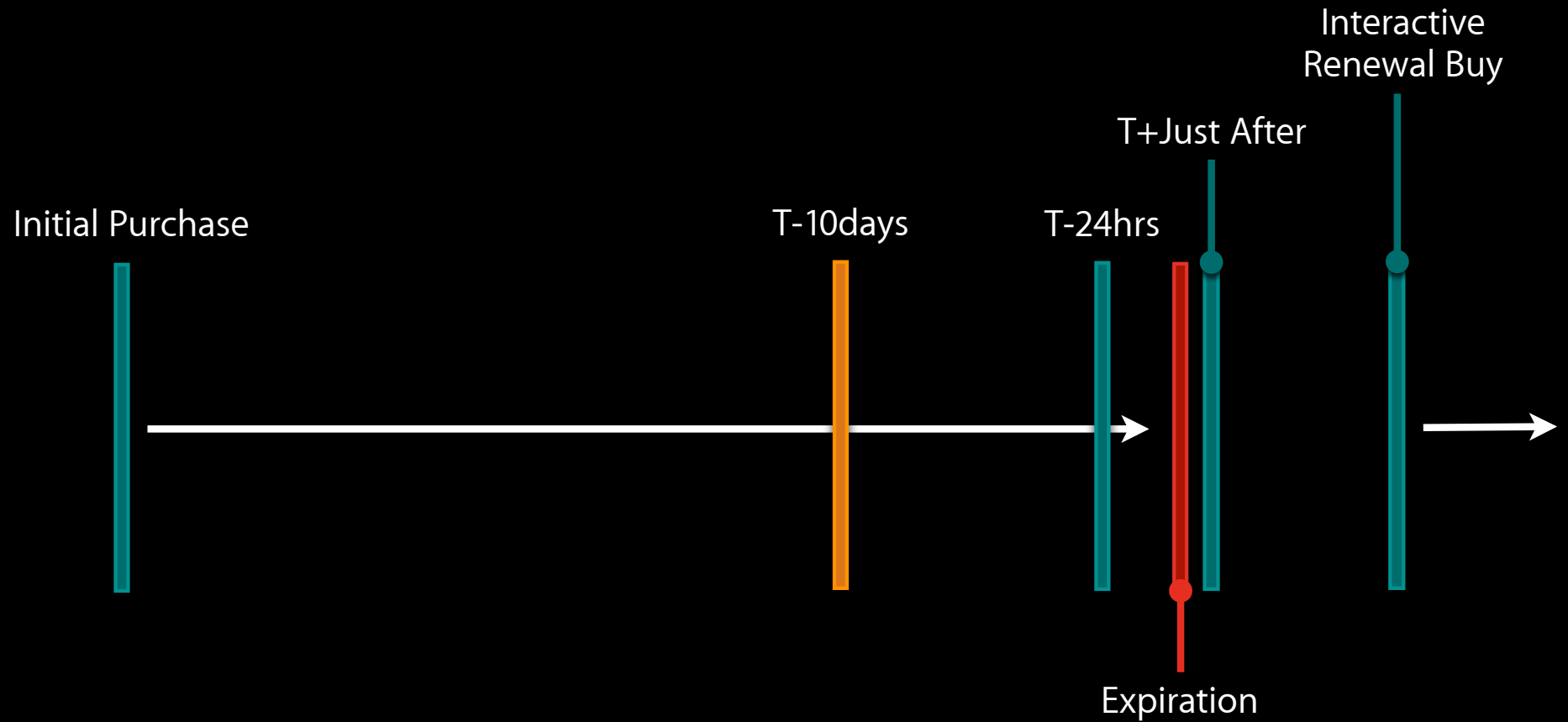
# Renewal Lifecycle

Zoom into a period



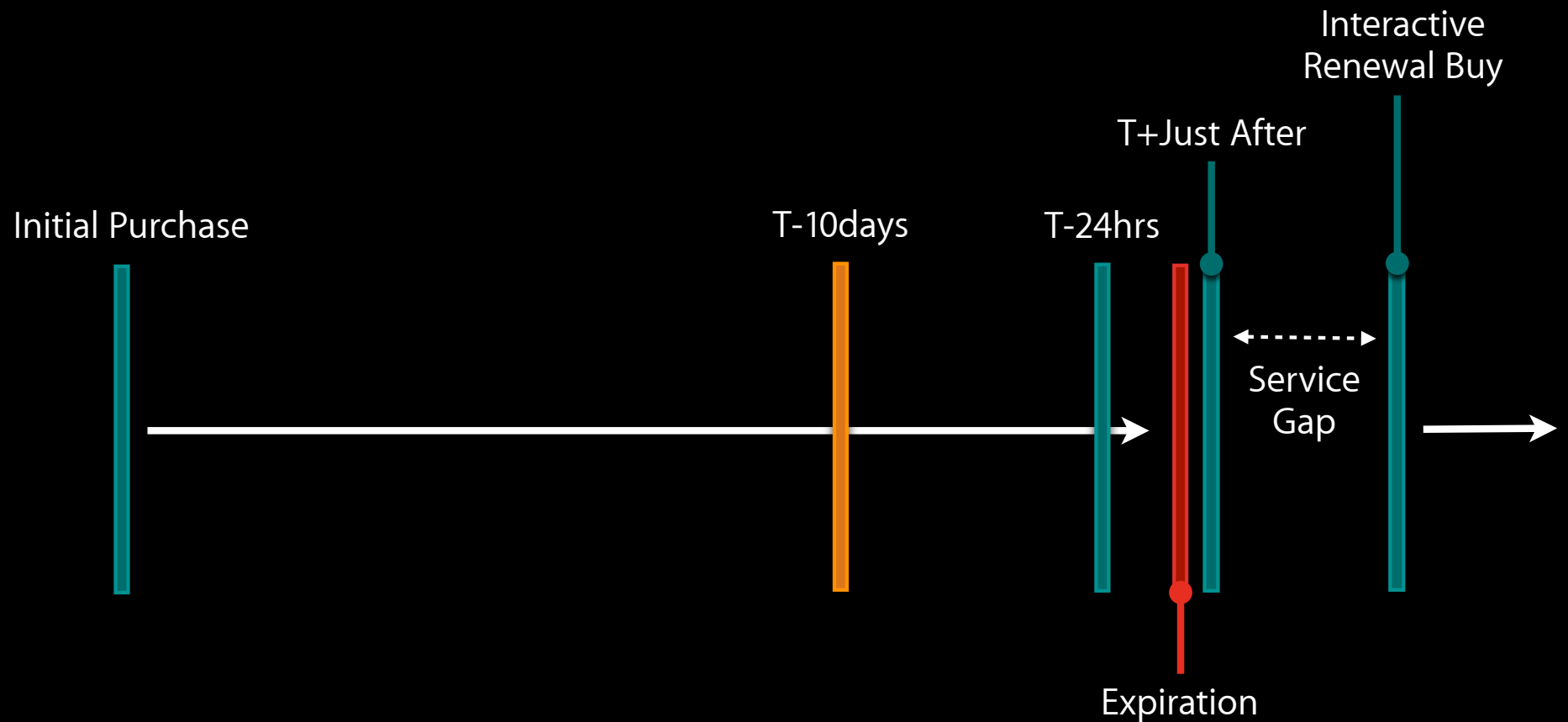
# Renewal Lifecycle

Zoom into a period



# Renewal Lifecycle

Zoom into a period



# Working with Receipts

# What's in a Receipt?

## Unique field for AutoRenewing

```
{  
  "original-purchase-date":"2012-02-14 21:06:28 Etc\GMT"  
  "purchase-date":"2012-02-14 21:21:26 Etc\GMT",  
  "expires-date-formatted":"2012-02-14 21:26:26 Etc\GMT",  
  "expires-date":"1329254786000",  
  "quantity":"1",  
  "bvrs":"1.0",  
  "item-id":"774979675",  
  "original-transaction-id":"1000000026852552",  
  "transaction-id":"1000000026854199",  
  "version-external-identifier":"9362012",  
  "bid":"com.corp.AcmeApp",  
  "product-id":"com.corp.AcmeApp.Monthly",  
}
```

# What's in a Receipt?

## Important for AutoRenewing

```
{  
  "original-purchase-date":"2012-02-14 21:06:28 Etc\GMT"  
  "purchase-date":"2012-02-14 21:21:26 Etc\GMT",  
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  "version-external-identifier":"9362012",  
  "bid":"com.corp.AcmeApp",  
  "product-id":"com.corp.AcmeApp.Monthly",  
}
```



# What's in a Receipt?

## Important for Autorenewing

- `expires-date` tells you when the receipt did or will go inactive
  - Your hint to reveal buy buttons again
- `expires-date` less `purchase-date` = Active Period
  - Important for computing what content user entitled to
- `original-transaction-id` a de facto customer ID
  - Same value across all renewals and all restores
  - Unique to the user's subscription

# What's in a Receipt?

## Line item ID, Cancellation Date



```
{  
  "original-purchase-date":"2012-02-14 21:06:28 Etc\GMT"  
  "purchase-date":"2012-02-14 21:21:26 Etc\GMT",  
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  "transaction-id":"1000000026854199",  
  "version-external-identifier":"9362012",  
  "bid":"com.corp.AcmeApp",  
  "product-id":"com.corp.AcmeApp.Monthly",  
  "web-order-line-item-id":"1000000013112974",  
  "cancellation-date":"2012-02-15 21:26:26 Etc\GMT",  
}
```

# What's in a Receipt?

## Line item ID, Cancellation Date



`cancellation-date` tells you when the purchase was refunded

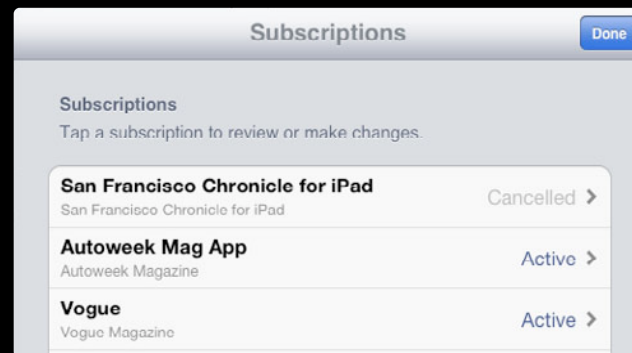
- How a active looking subscription could appear inactive
- Might want to cease restoring content associated with the cancelled receipts

`web-order-line-item-id` is a unique ID for each purchase event

- Better alternative to "`purchase-date`"
- Doesn't change with restoration like "`transaction-id`"
- Makes server side development a little bit easier

# Note on Cancellation

- Users can only choose whether to renew or not
- Only iTunes Customer Support can perform true cancellation
  - Cancellation date appears in receipt
  - verifyReceipt returns **inactive** immediately



# What's in a Receipt?

Timestamp additions: PST and ms



```
{  
  ...  
  "version-external-identifier":"9362012",  
  "bid":"com.corp.AcmeApp",  
  "product-id":"com.corp.AcmeApp.Monthly",  
  "web-order-line-item-id":"1000000013112974",  
  "cancellation-date":"2012-02-15 21:26:26 Etc\GMT",  
  "cancellation-date-ms":"1329257777000",  
  "cancellation-date-pst":"2012-02-15 13:26:26 America\Los_Angeles",  
  "original-purchase-date-ms":"1329253588000",  
  "original-purchase-date-pst":"2012-02-14 13:06:28 America\  
Los_Angeles",  
  "purchase-date-ms":"1329254486000",  
  "purchase-date-pst":"2012-02-14 13:21:26 America\Los_Angeles",  
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}
```

# What's in a Receipt?

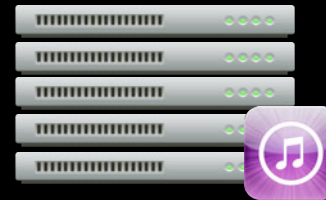
## Timestamp additions: PST and ms



- For developer convenience
  - ms format more machine friendly
  - PST format more human friendly
- Why PST?
  - iTunes Store uses PST for Calendar based renewal scheduling
  - Example
    - You order a monthly subscription at **2:00am on April 1<sup>st</sup>** in NYC
    - That's **11:00pm on March 31<sup>st</sup>** in California
    - Dialogs, Emails, and Screens will refer to renewal on the **31<sup>st</sup>** not the **1<sup>st</sup>**.

# Initial Purchase

## Discrete content example



# Initial Purchase

## Discrete content example





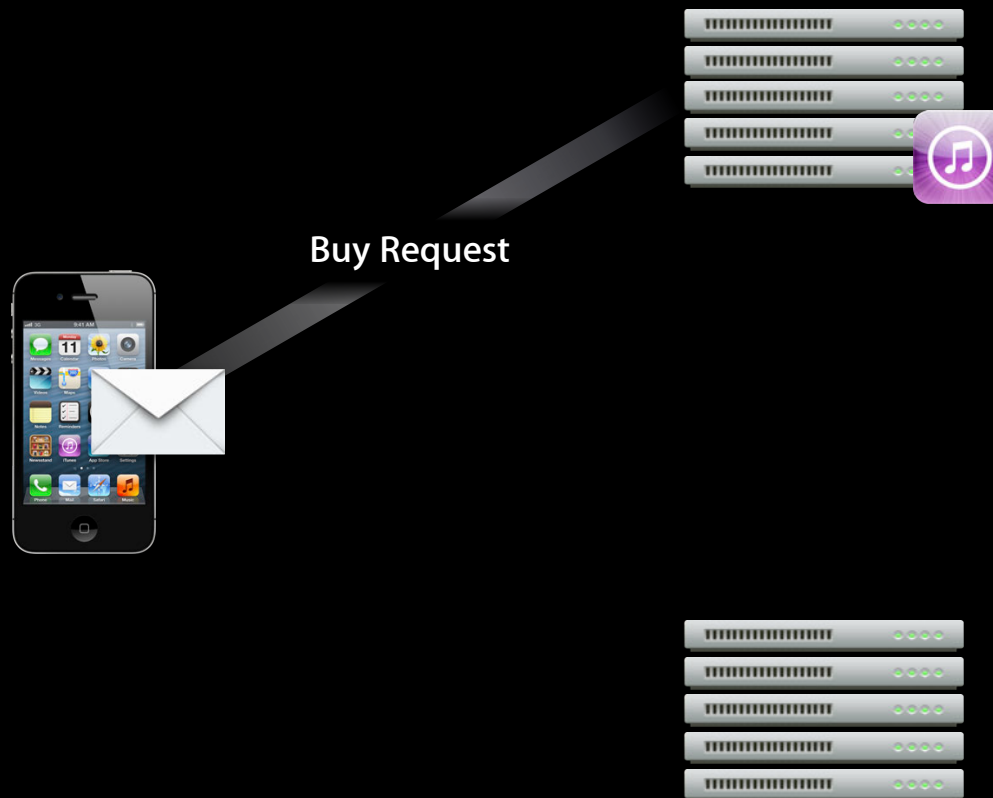
# Initial Purchase

## Discrete content example



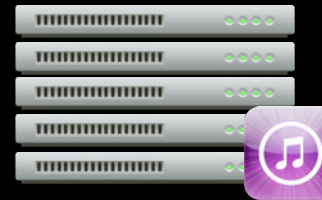
# Initial Purchase

## Discrete content example



# Initial Purchase

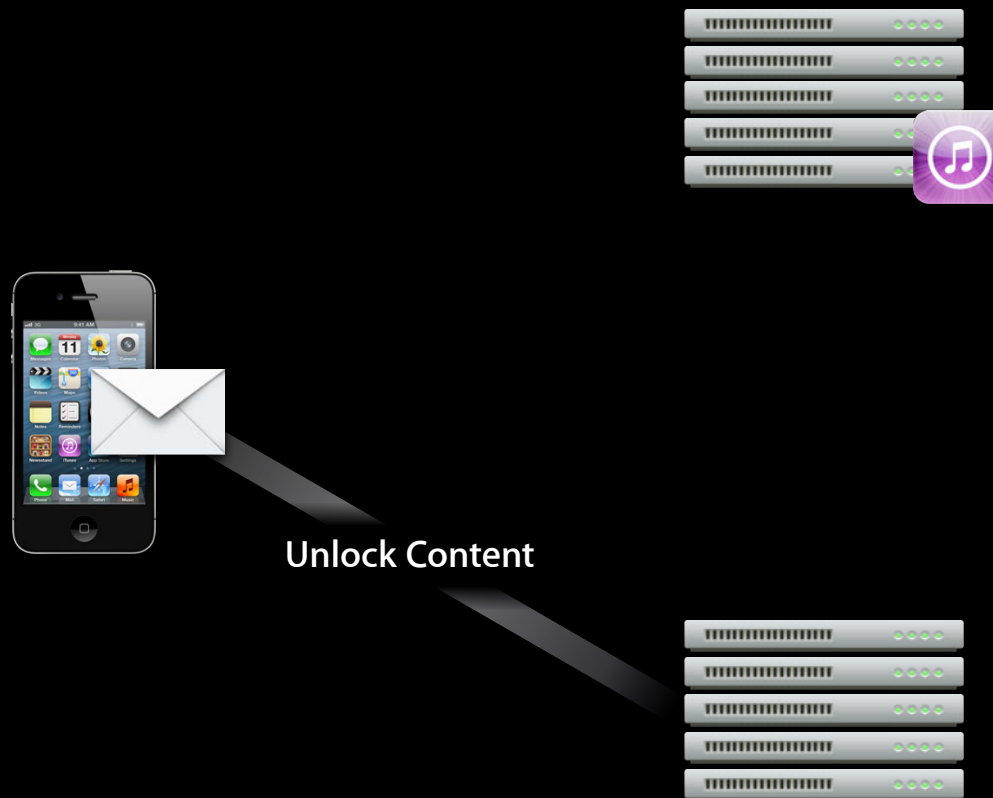
## Discrete content example



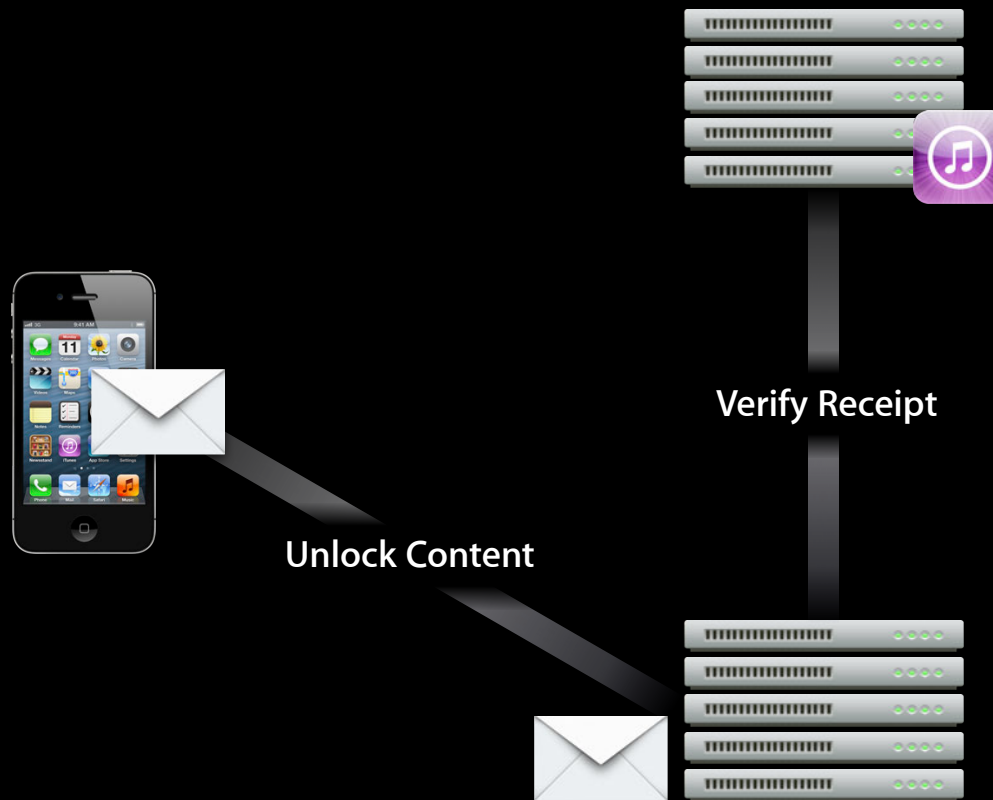
# Initial Purchase



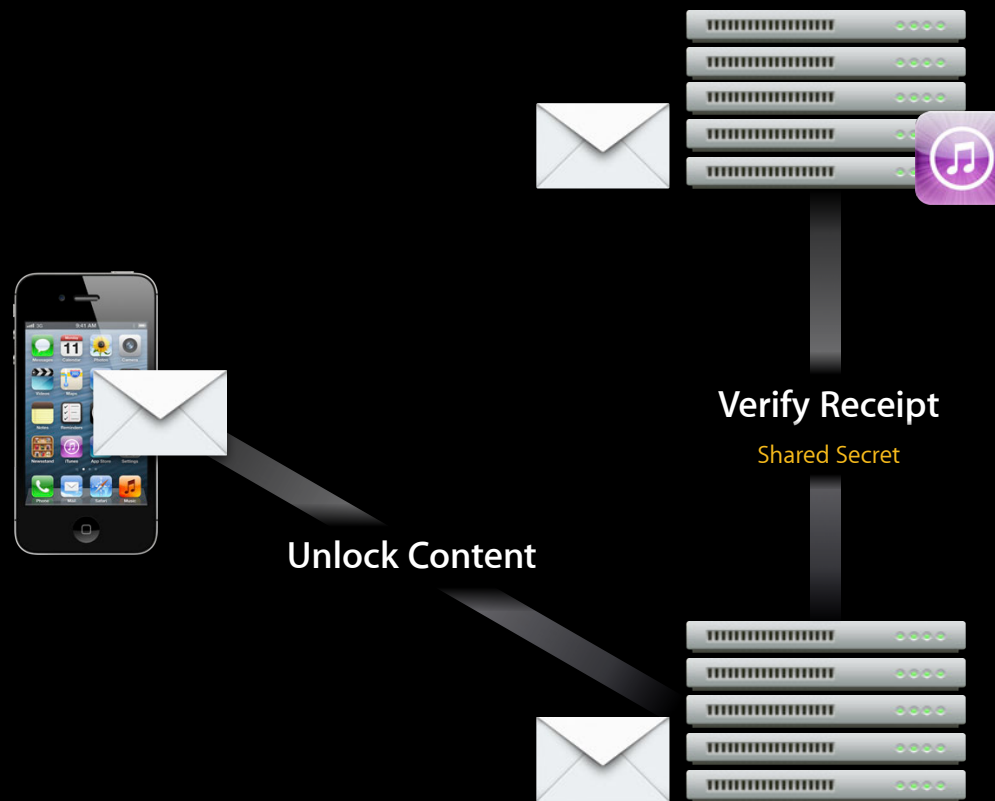
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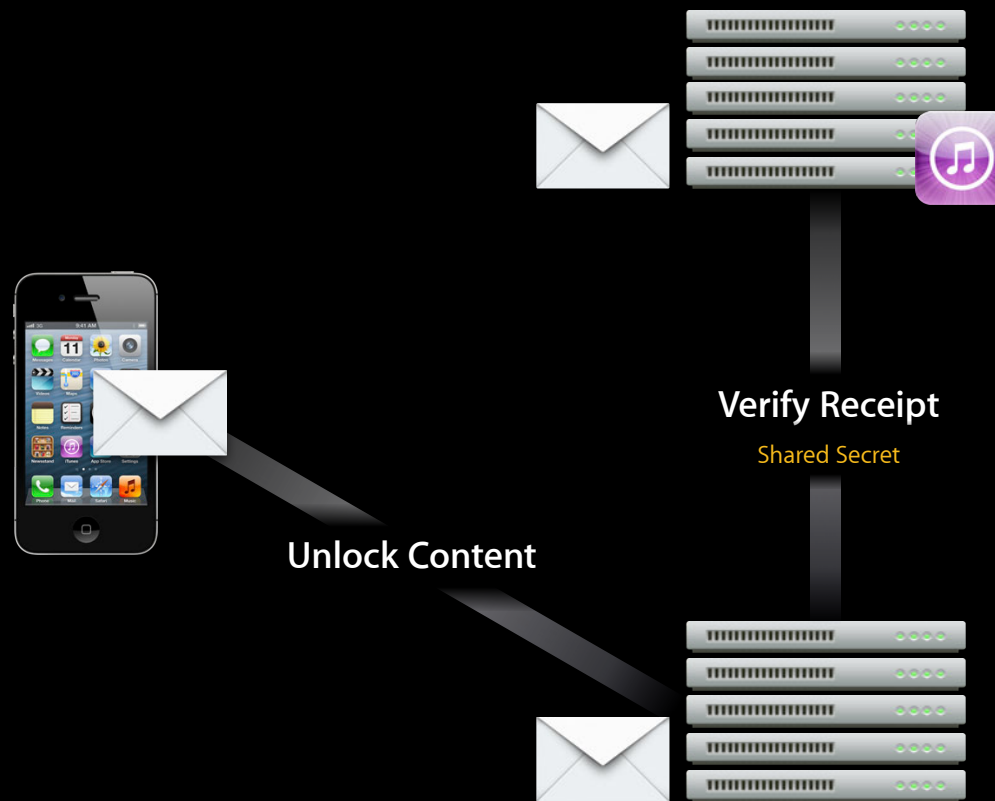
# Initial Purchase



# Initial Purchase

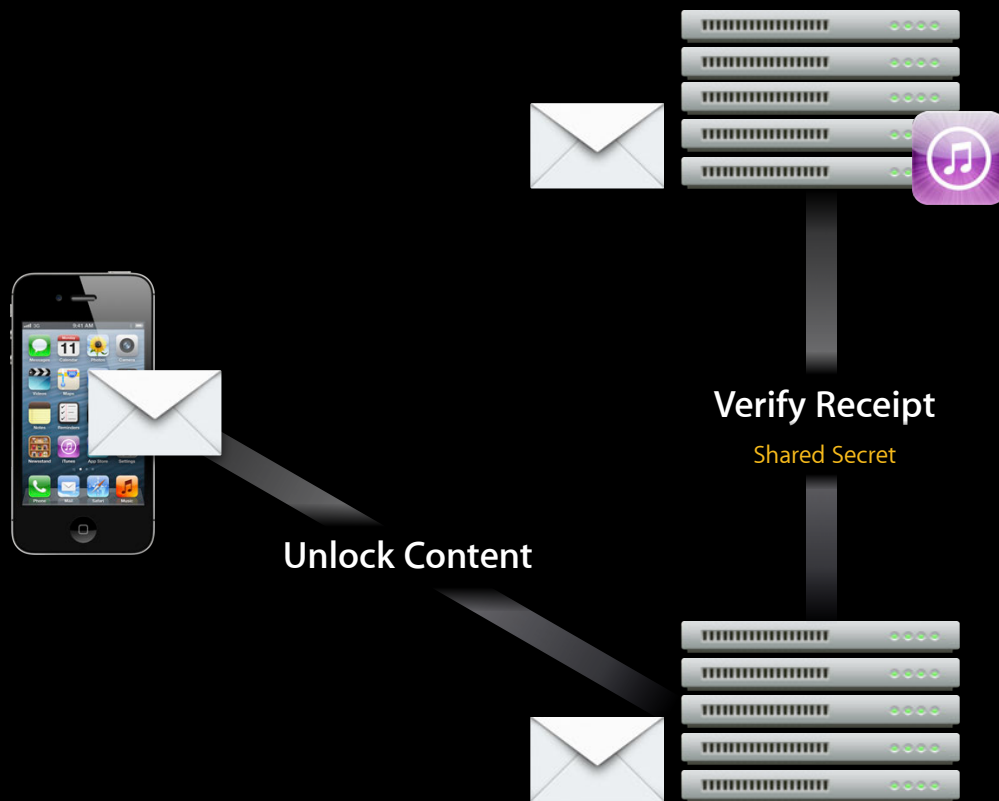


# Initial Purchase





# Initial Purchase



Status	Code
0	Active
21000	Bad JSON
21002	Malformed
21003	Auth Error
21004	Auth Failed
21005	Service Unavailable
21006	Inactive
21007	Sandbox receipt in Prod
21008	Prod receipt in Sandbox

# Why Call verifyReceipt?

## Immediately after initial purchase

- Assures you receipt associated with **real** purchase
- Tells you properties on receipt passed

Status	Code
<b>0</b>	<b>Active</b>
21000	Bad JSON
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21003	Auth Error
21004	Auth Failed
21005	Service Unavailable
<b>21006</b>	<b>Inactive</b>
21007	Sandbox receipt in Prod
21008	Prod receipt in Sandbox

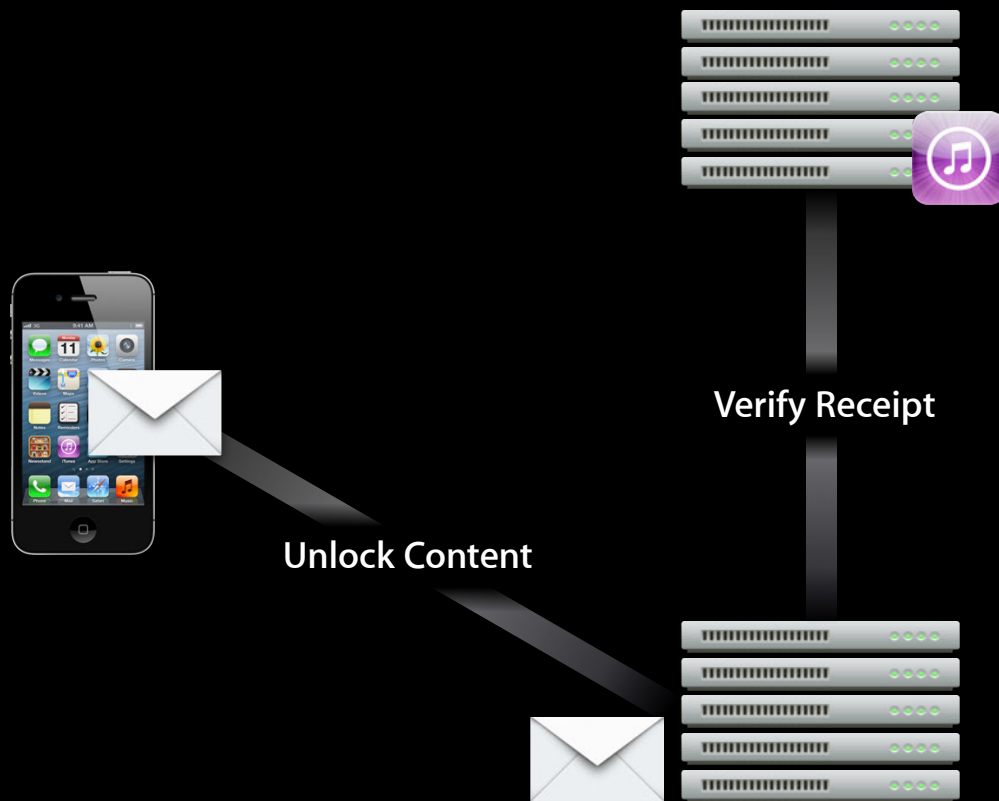
# Why Call verifyReceipt?

## In the days after initial purchase

- Assures you receipt associated with real purchase
- Tells you properties on receipt passed
- Tells you if subscription is **active/inactive**
  - Learn about **renewal** on expired receipt
  - Learn about **cancellation** on unexpired receipt
- If active, you get the **latest receipt**
- You always get info on **last good receipt**

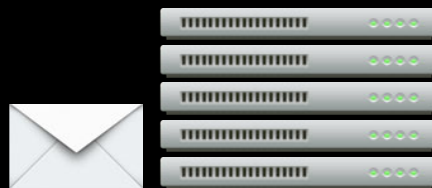
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# Initial Purchase Continued



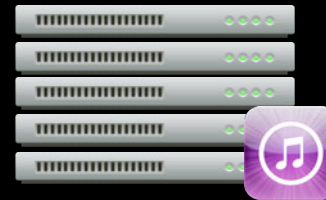
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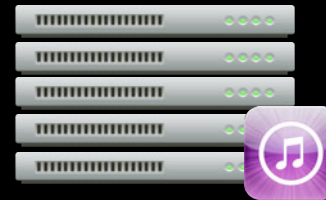


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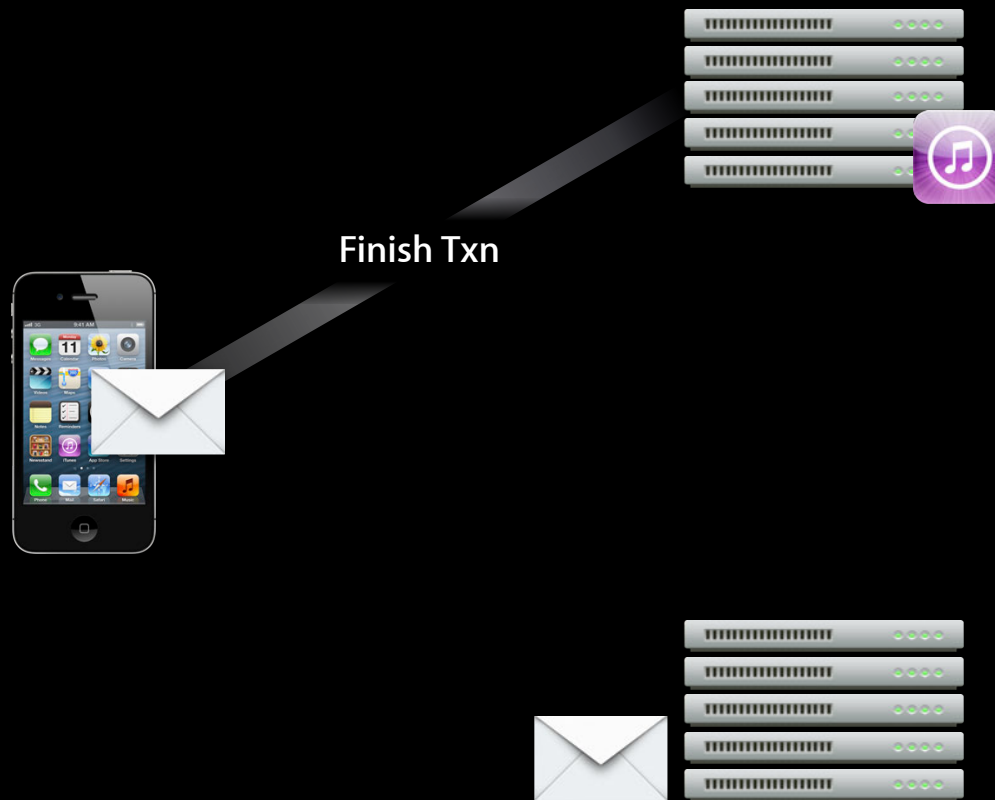
# Initial Purchase Continued



# Initial Purchase Continued

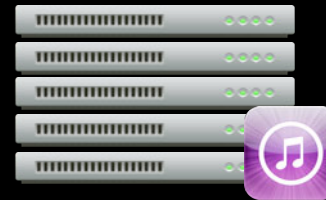


# Initial Purchase Continued





# Initial Purchase Continued

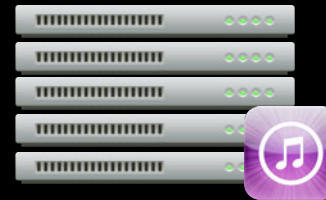


# Initial Purchase Continued



Get Content

Might use queue  
Might pass receipt again

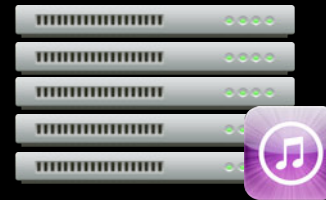


# Initial Purchase Continued



Get Content

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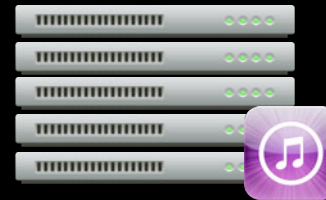


# Initial Purchase Continued



Get Content

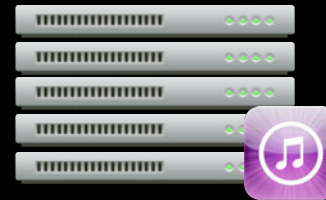
Might use queue  
Might pass receipt again



Paid  
Verified  
Acknowledged  
Delivered



# Initial Purchase Continued



Paid  
Verified  
Acknowledged  
Delivered



Renewal

# Renewal



# Renewal





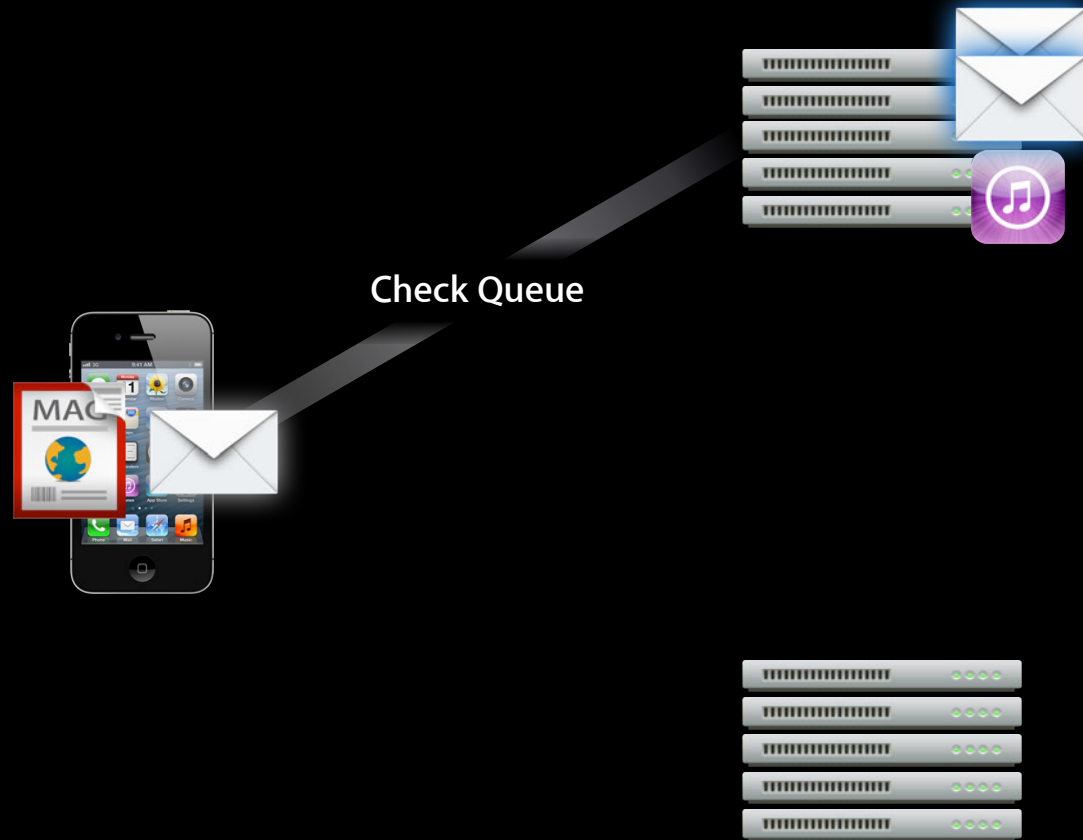
# Renewal



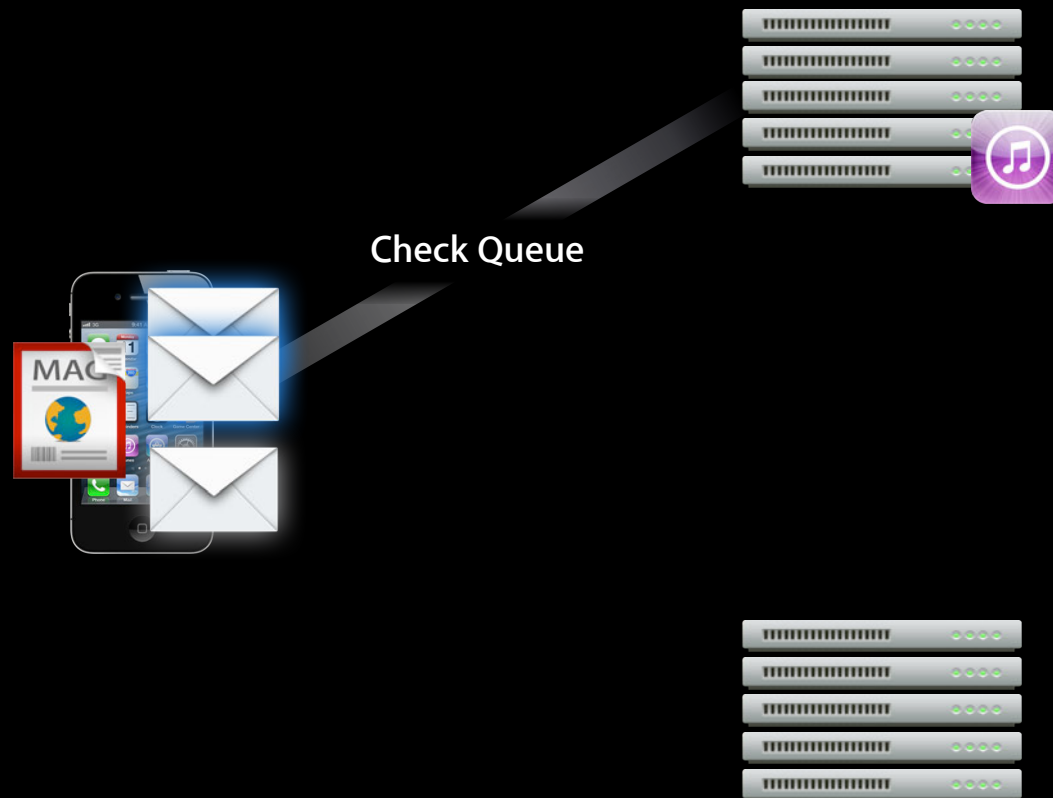
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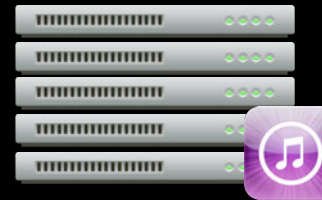
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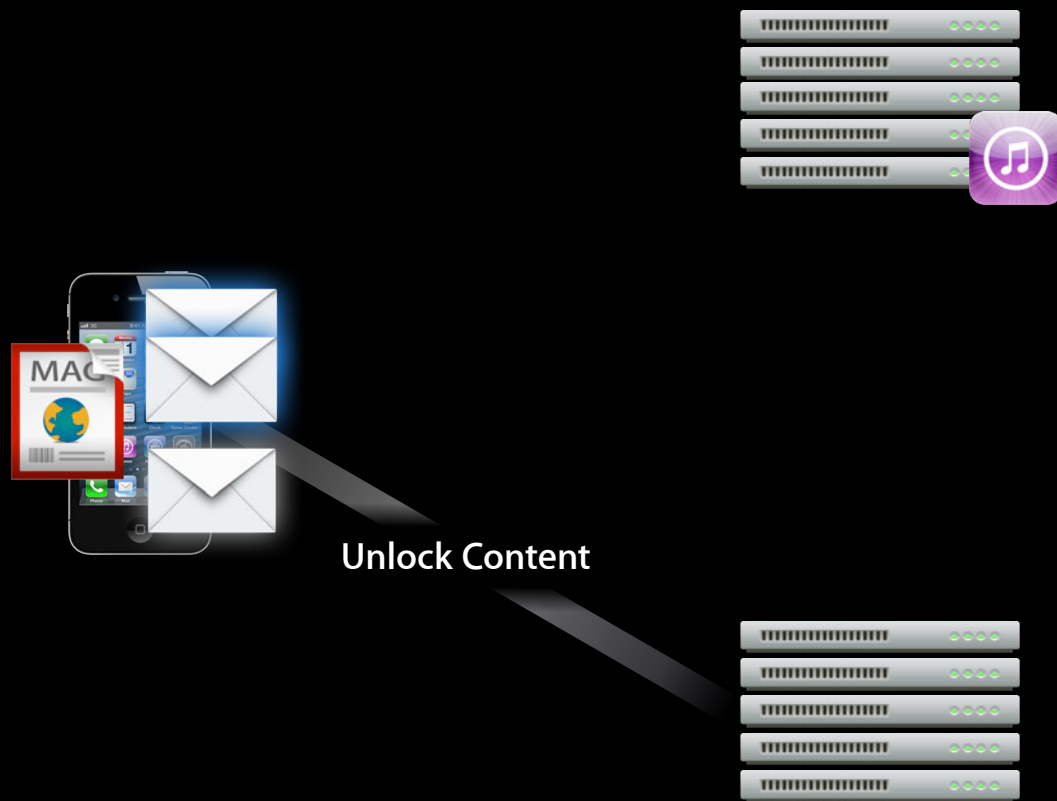
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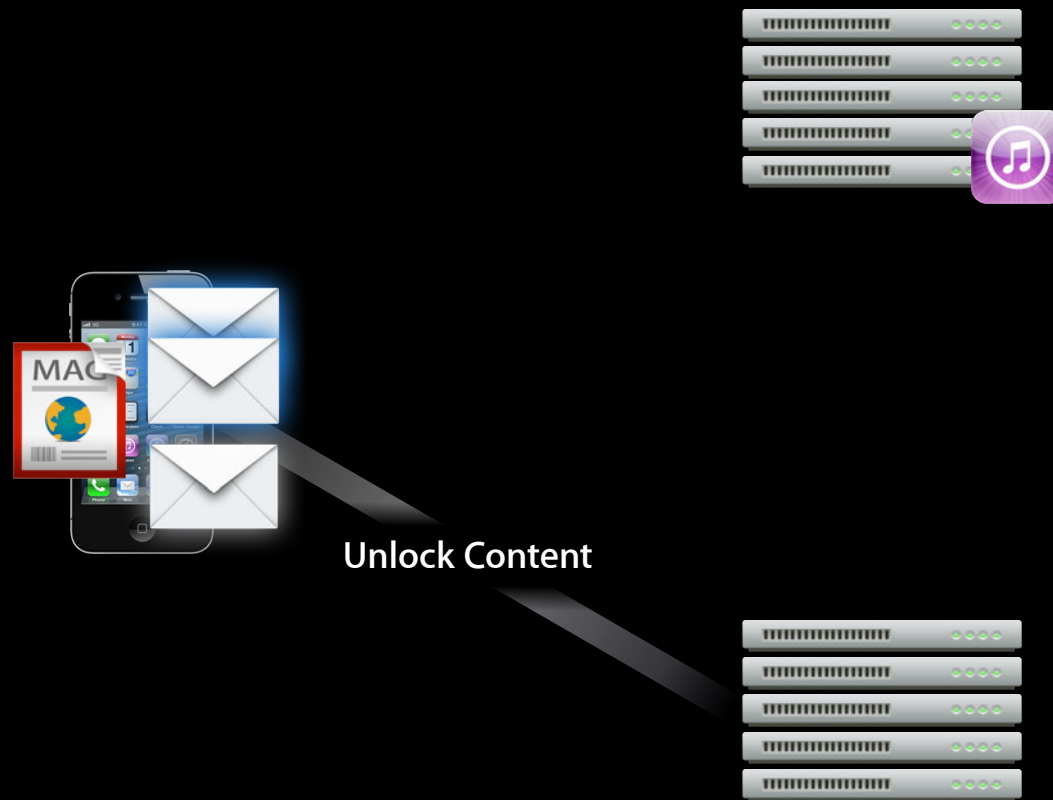
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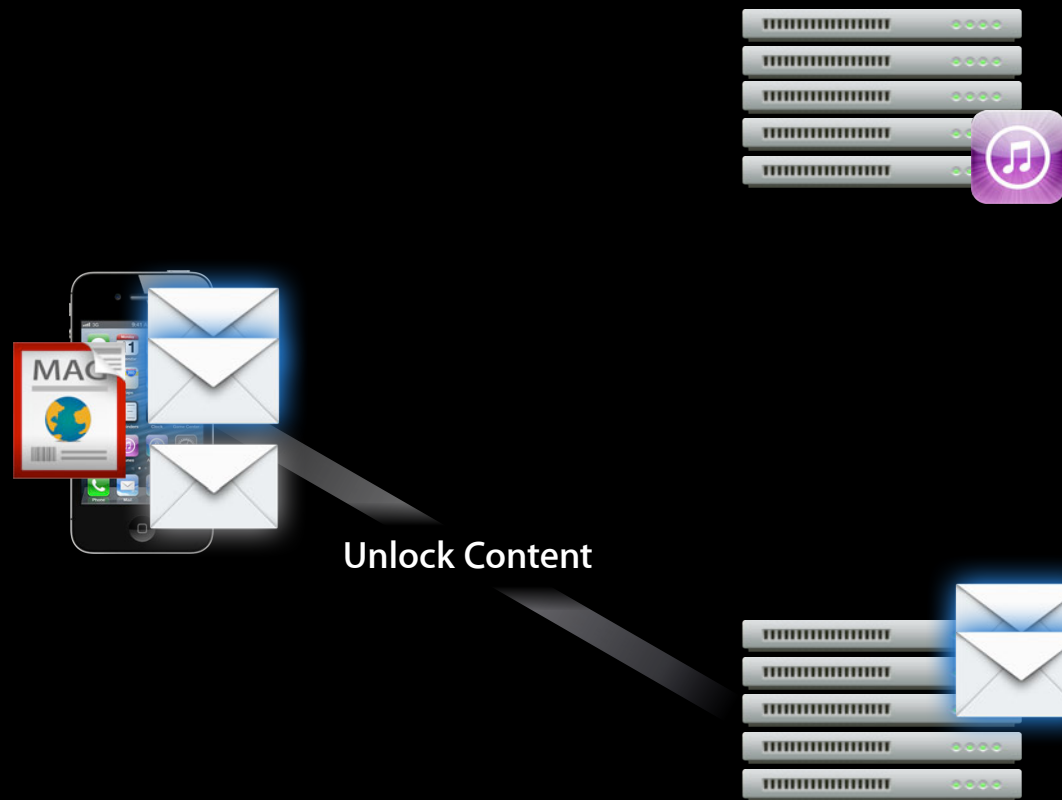
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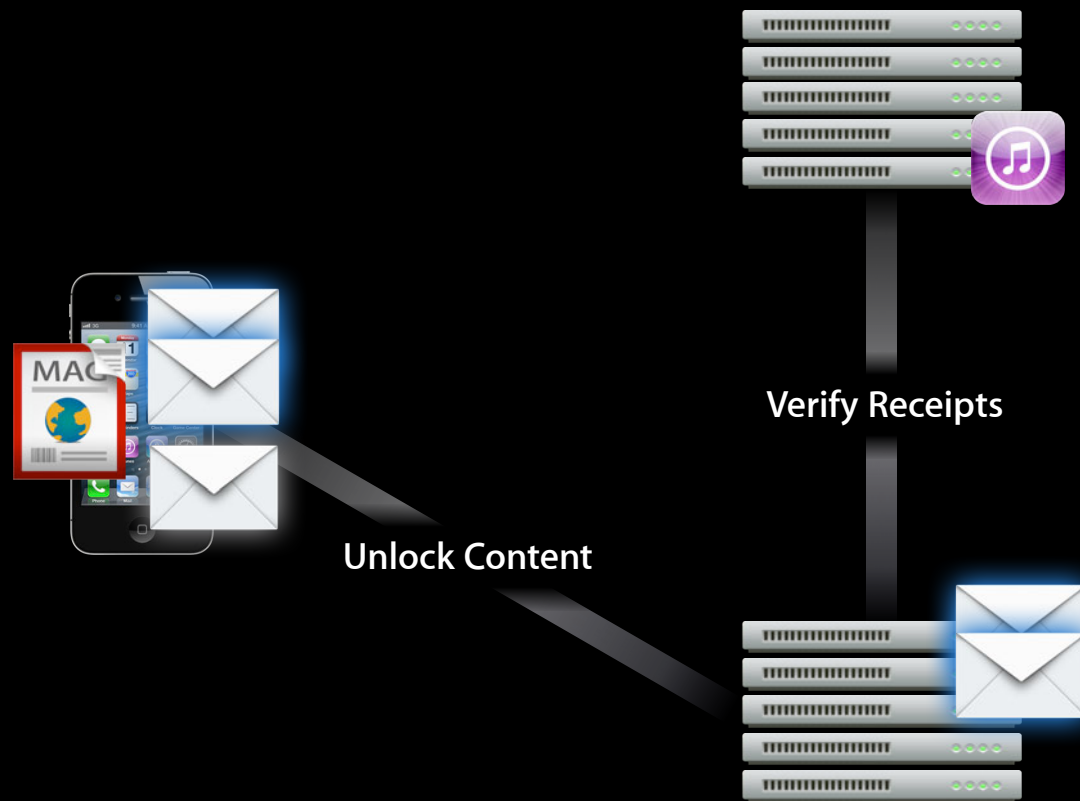


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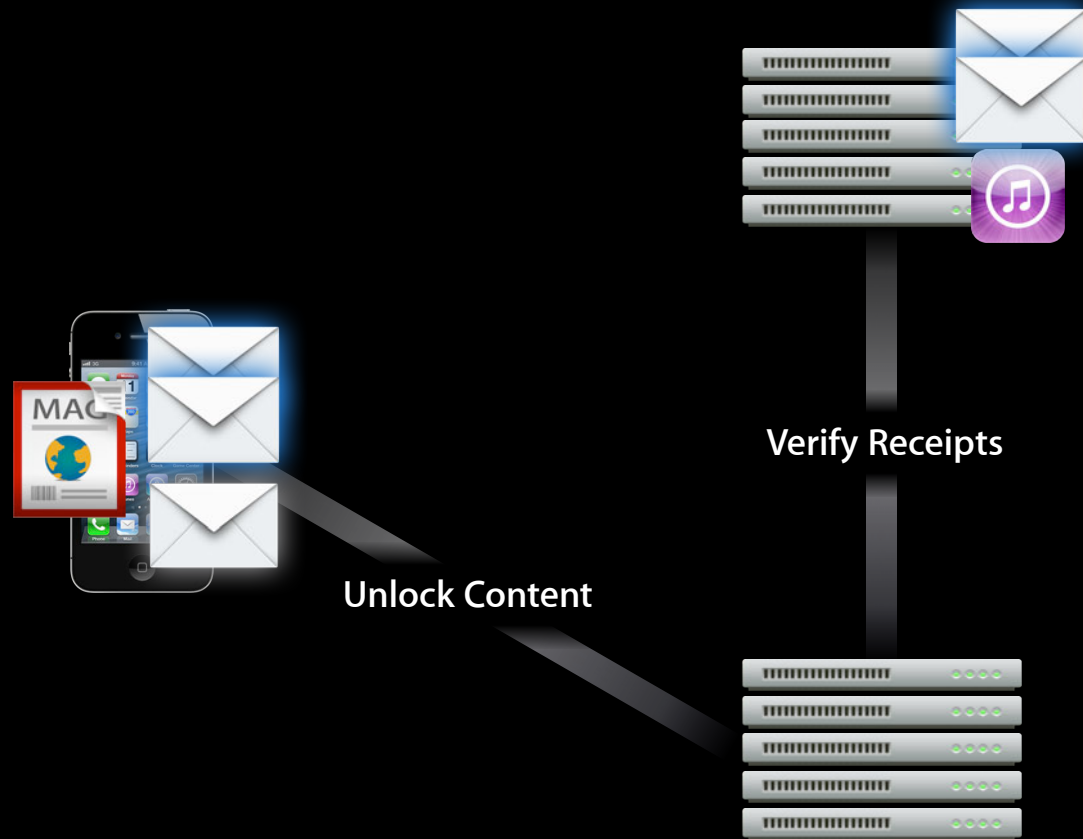




# Renewal



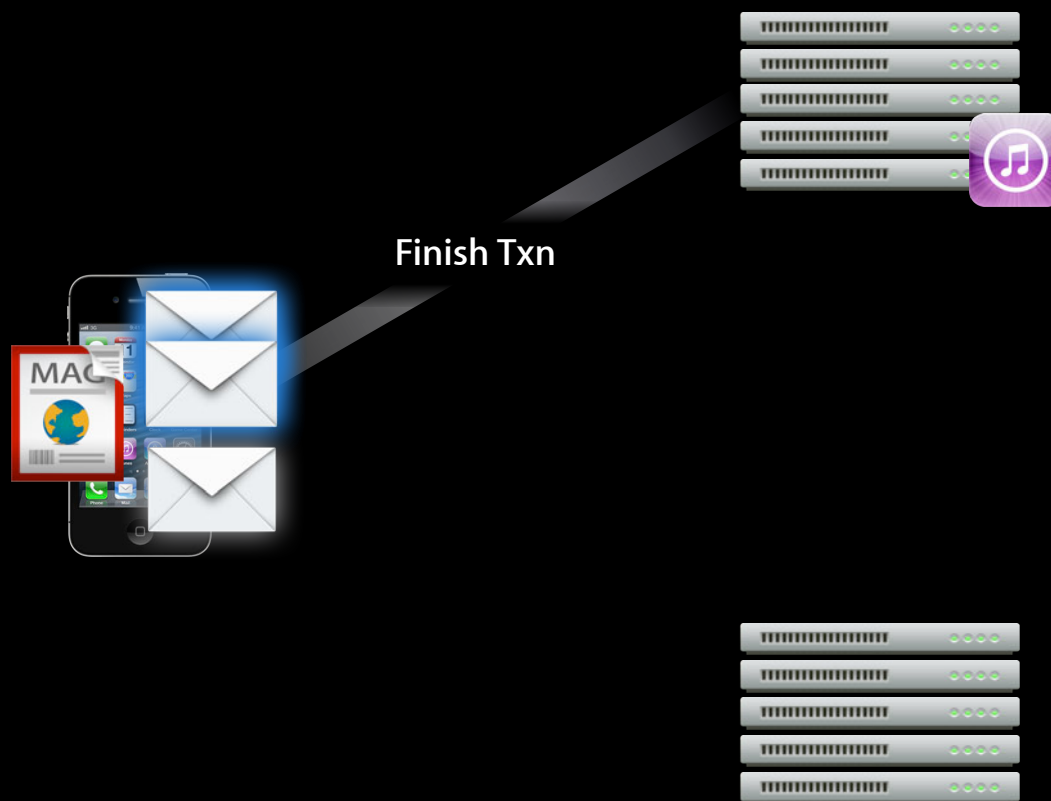
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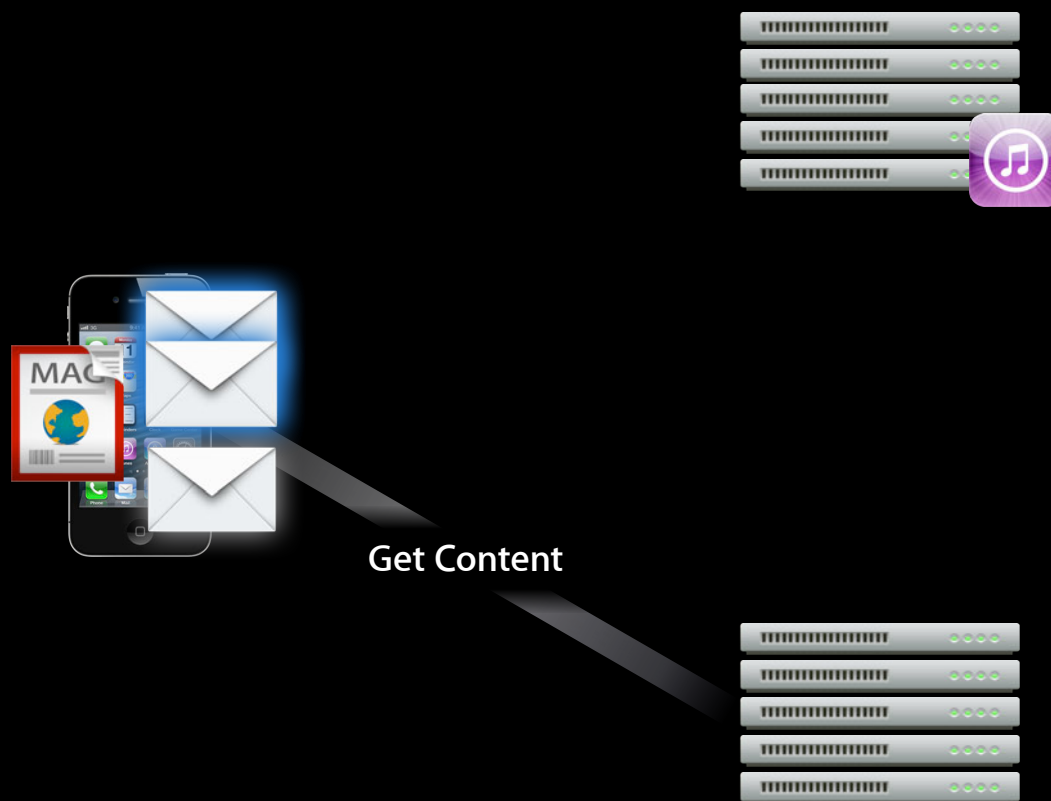
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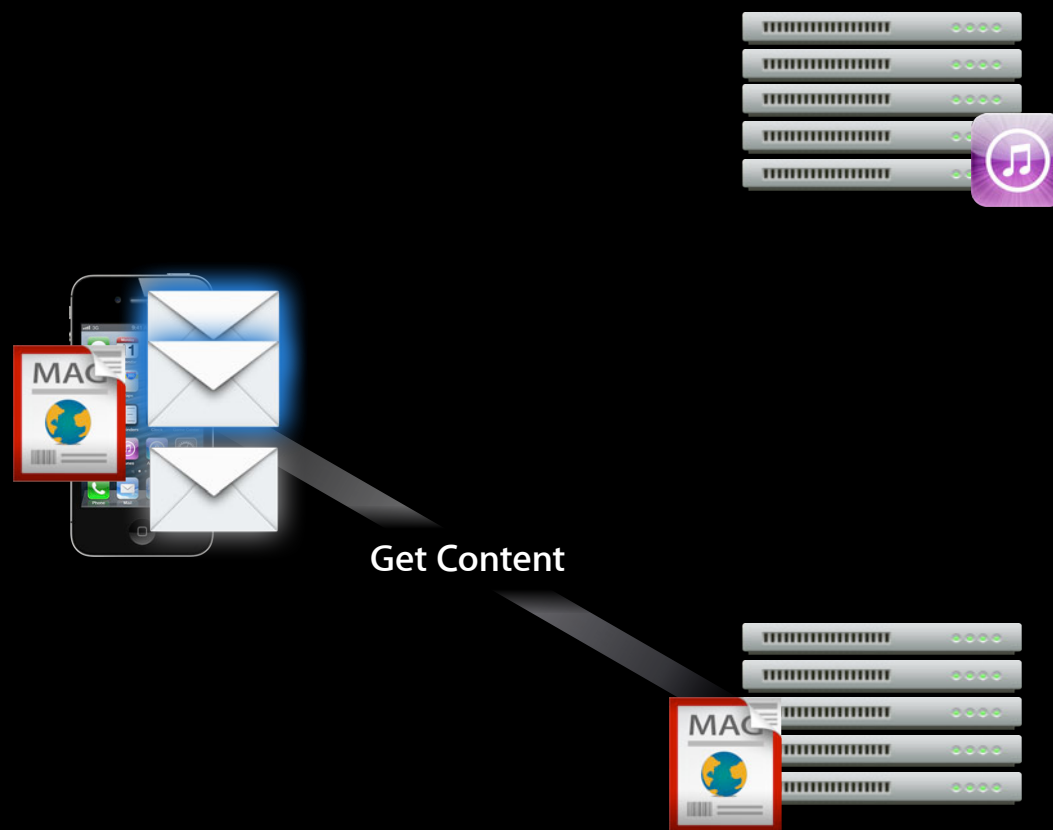
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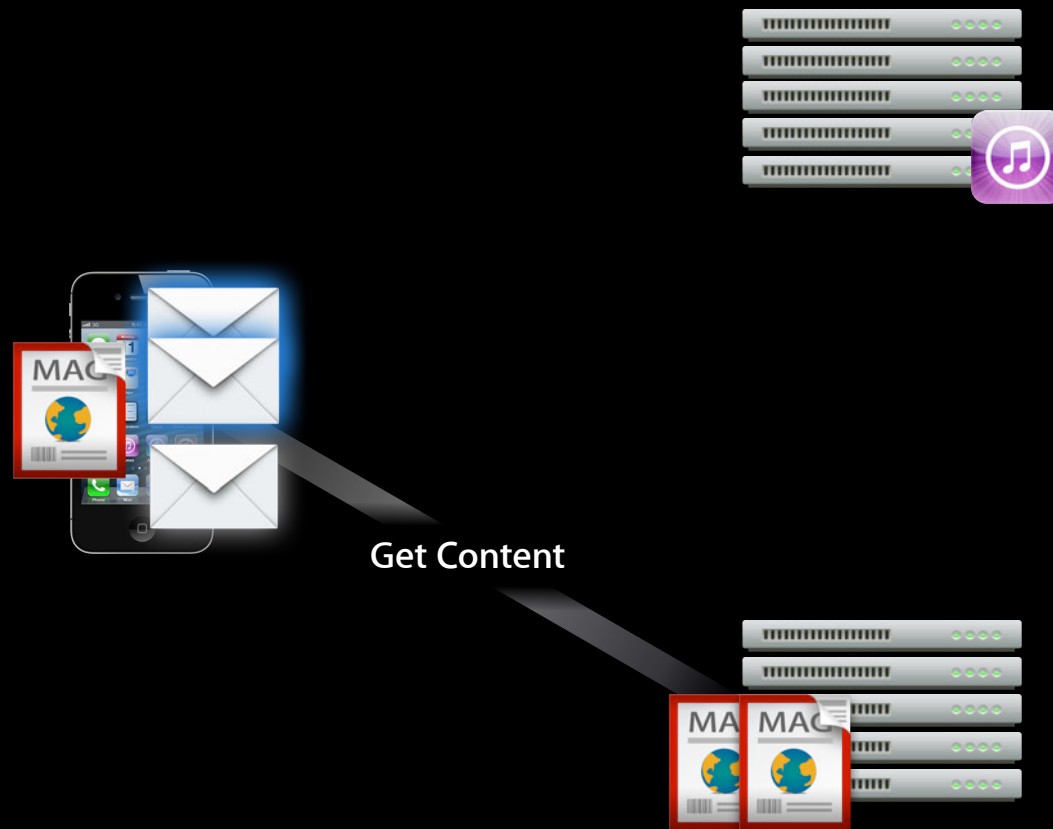
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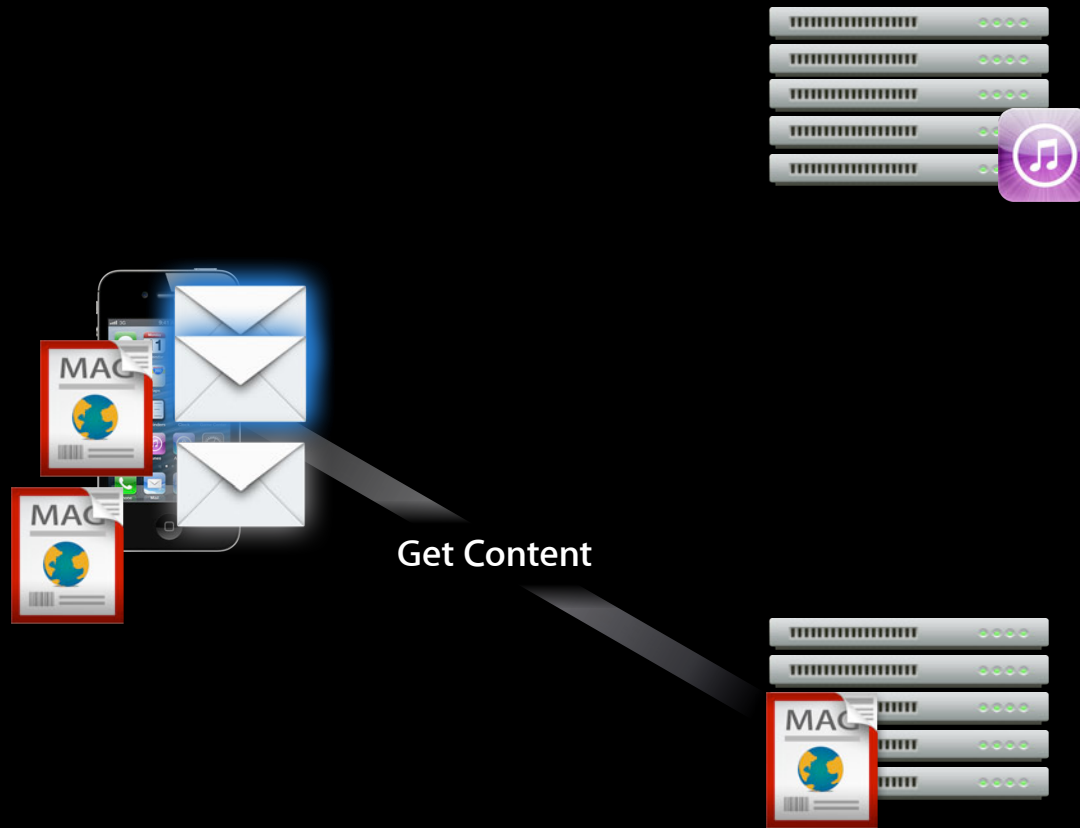


# Renewal

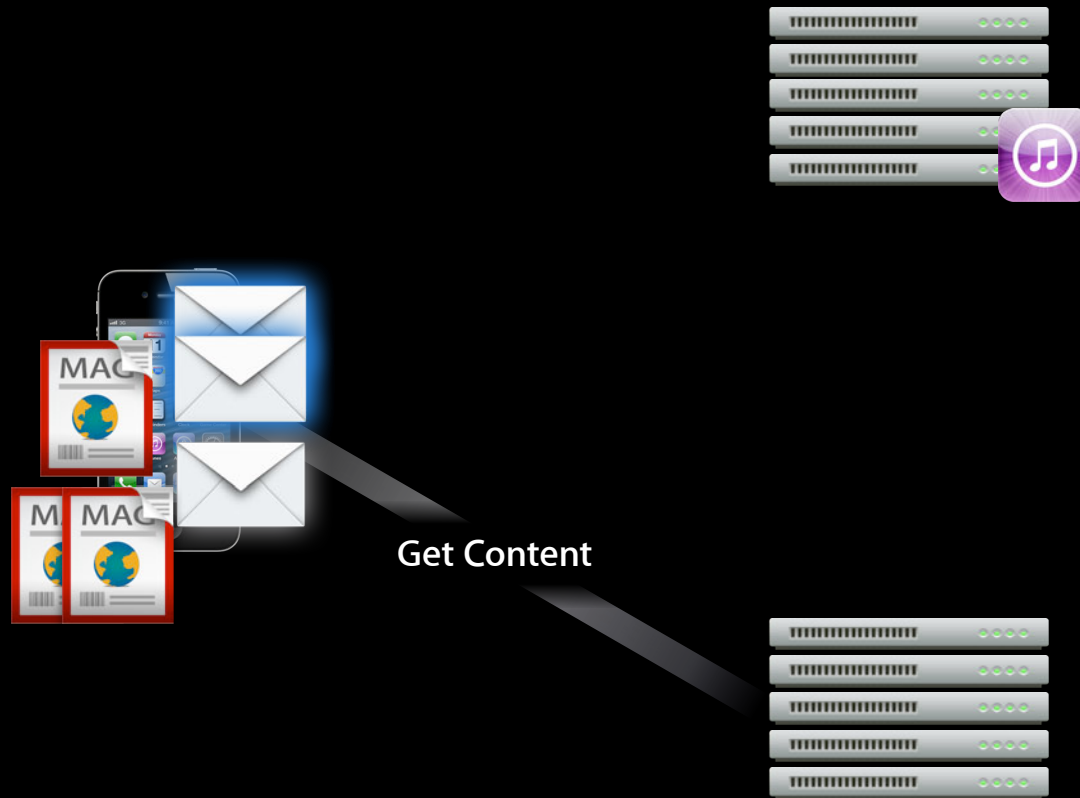




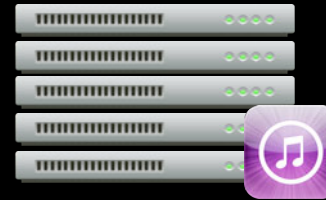
# Renewal



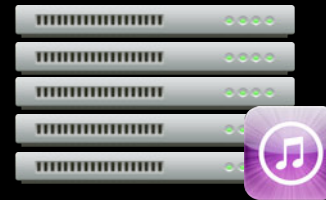
# Renewal



# Renewal



# Renewal

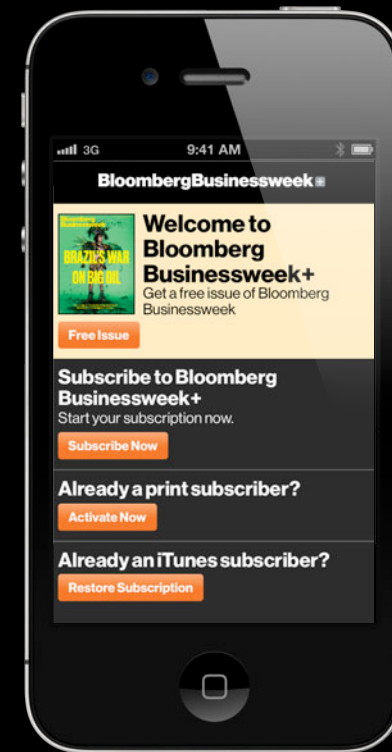


Renewed  
Discovered  
Verified  
Acknowledged  
Delivered



# Restore All

- What is it?
  - Restore All provides receipts for **every purchase event**—not just latest
- Why do it?
  - Device gets wiped, user needs purchases back...
    - To re-enable a service (on-demand video)
    - To restore lost content (magazines)



# Restore All

Multiple devices

# Restore All

## Multiple devices



# Restore All

## Multiple devices





# Restore All

## Multiple devices



# Restore All

## Multiple devices



# Restore All

## Multiple devices



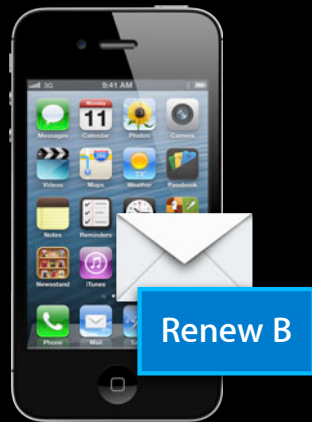
# Restore All

## Multiple devices



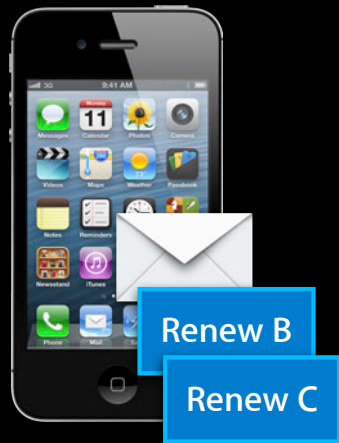
# Restore All

## Multiple devices



# Restore All

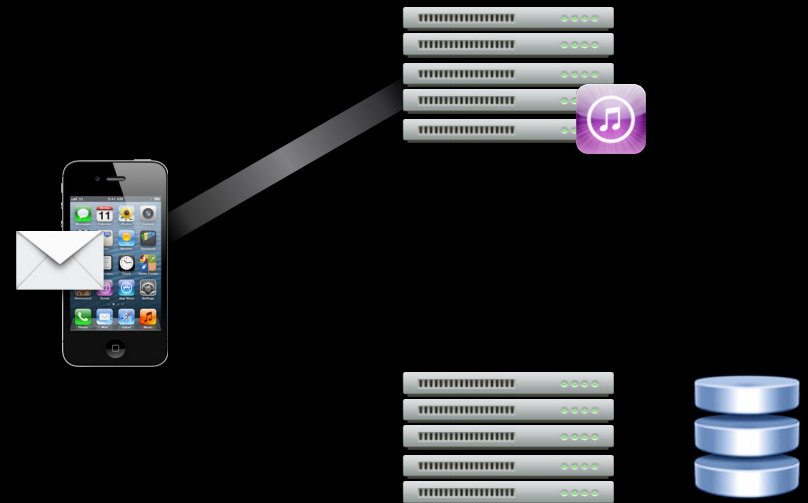
## Multiple devices



# Sandbox Considerations

# What's Available

- In-App purchases





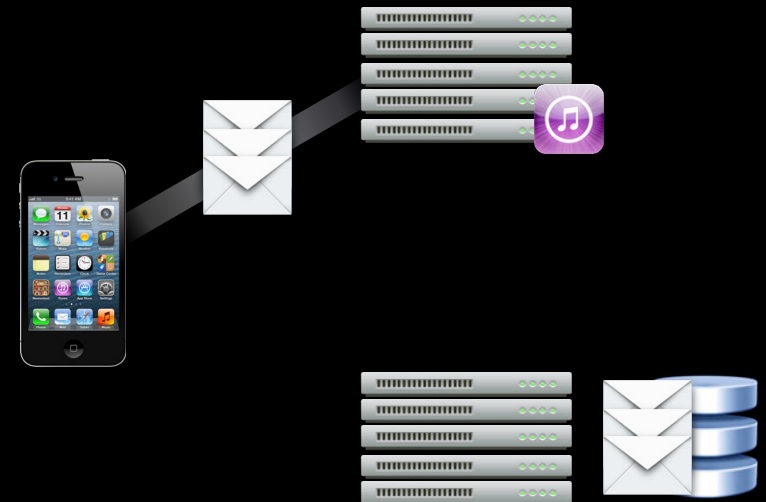
# What's Available

- In-App purchases
- Renewal purchases



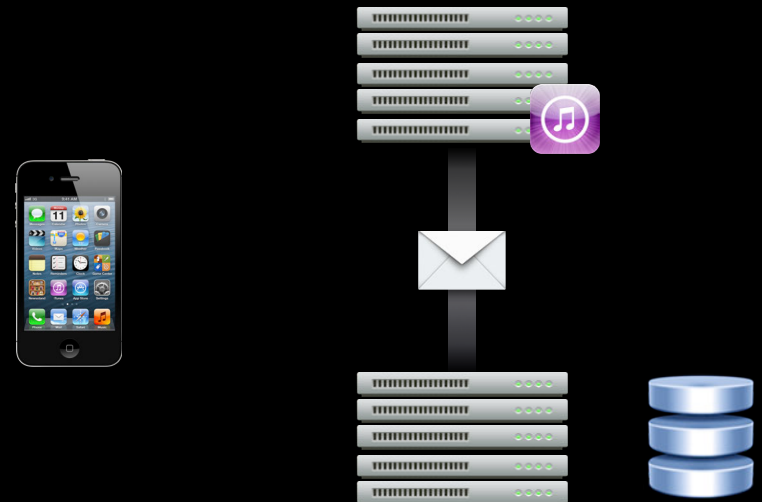
# What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts



# What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts



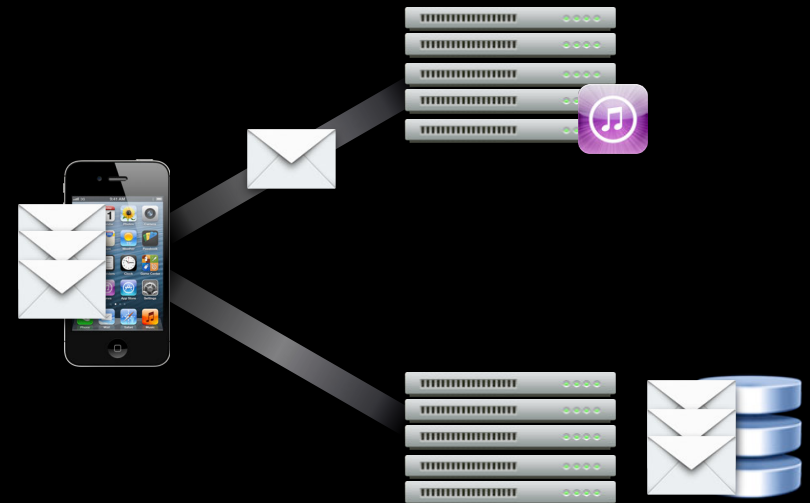
# What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts
- Resuming an expired subscription



# What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts
- Resuming an expired subscription
- Resuming with different duration



# Subscription Timing

Face Value	Actual Duration
7 Days	3 minutes
1 Month	5 minutes
2 Months	10 minutes
3 Months	15 minutes
6 Months	30 minutes
1 Year	60 minutes

Renewals capped at 6 per most recent 8 hours

# What's Not Available

- No management UI
- No emails
- No billing failure
  - Apart from renewal cap feature

# App Review Considerations

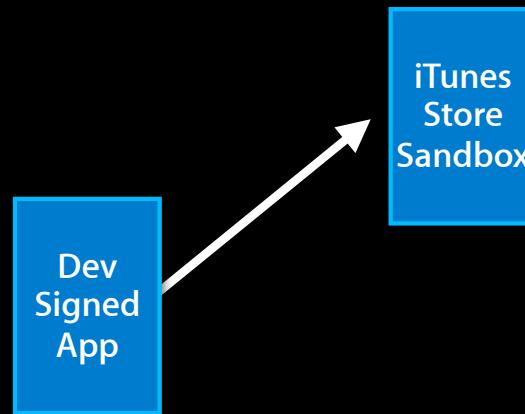
Development

Dev  
Signed  
App



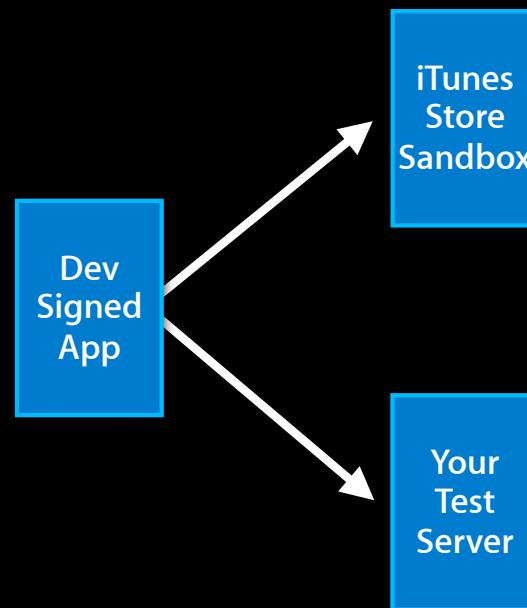
# App Review Considerations

Development



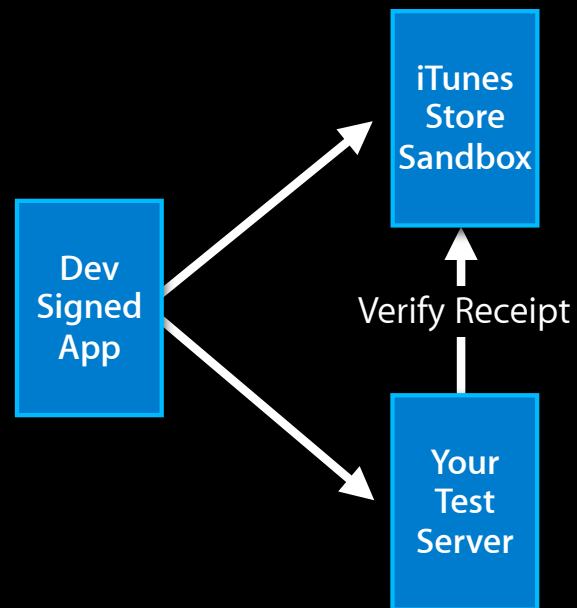
# App Review Considerations

Development



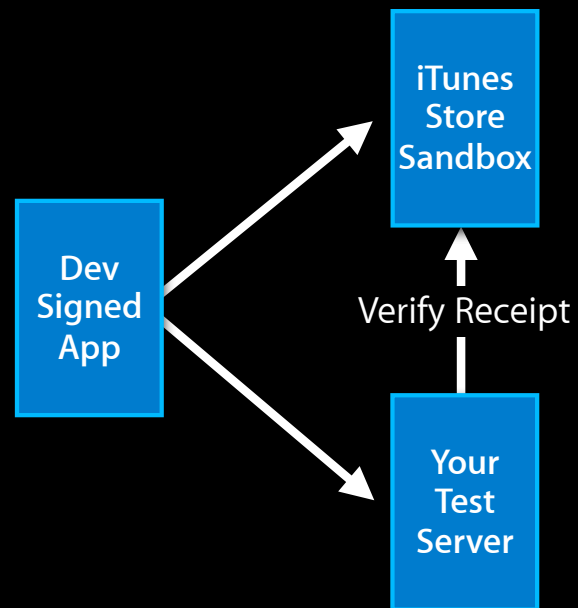
# App Review Considerations

## Development

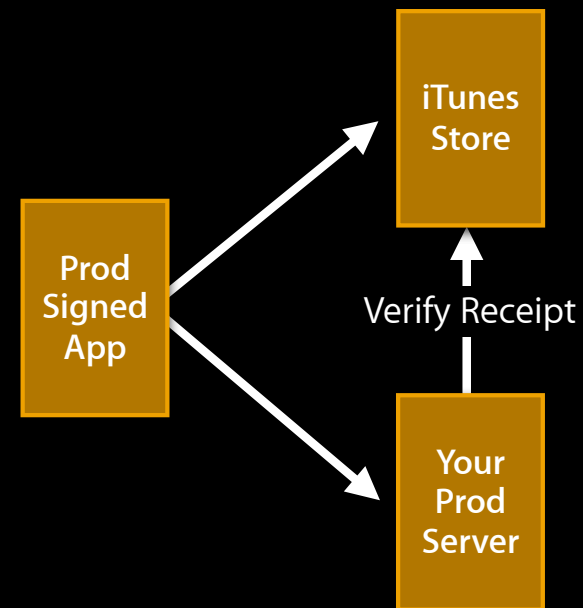


# App Review Considerations

## Development

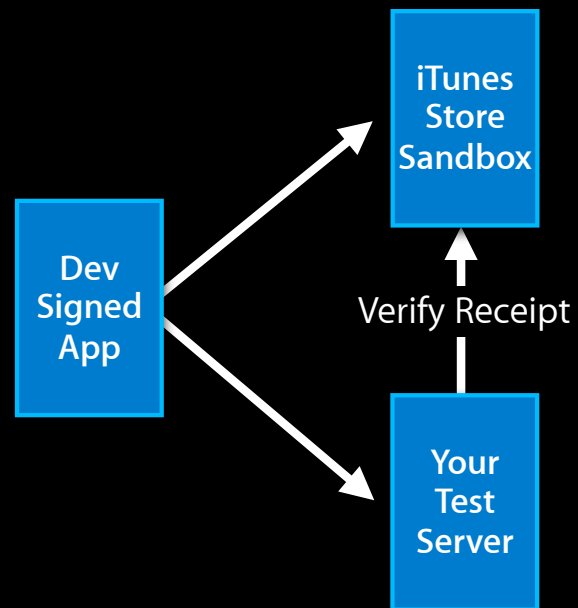


## Production

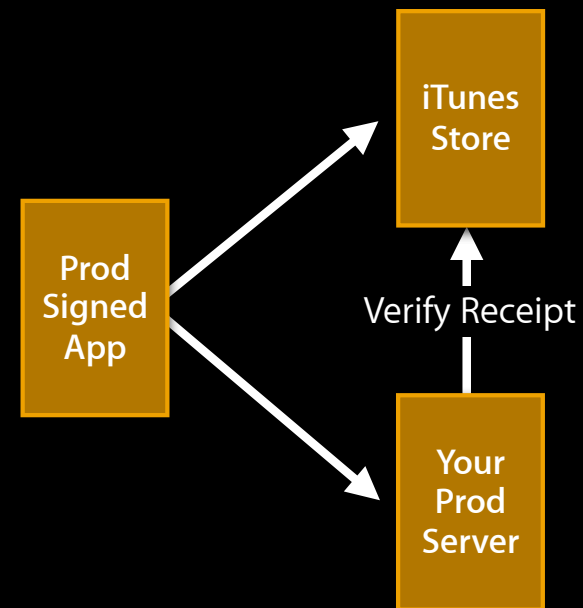


# App Review Considerations

## Development

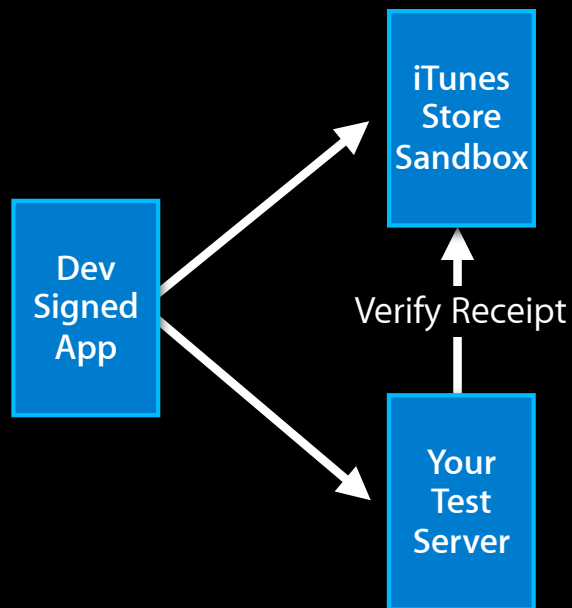


## Production

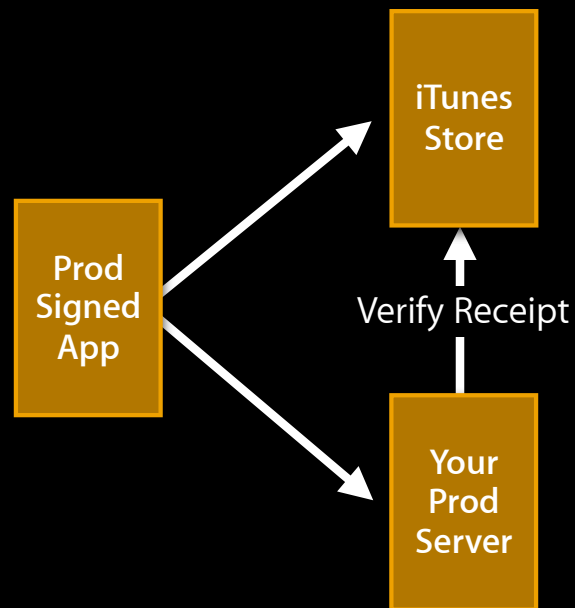


# App Review Considerations

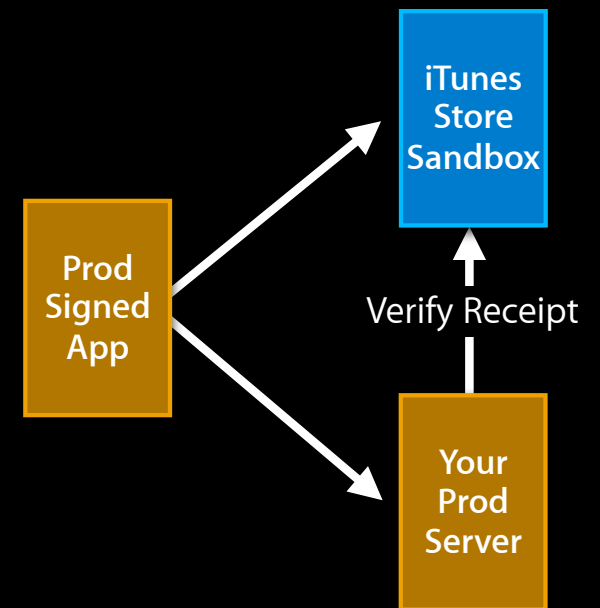
Development



Production

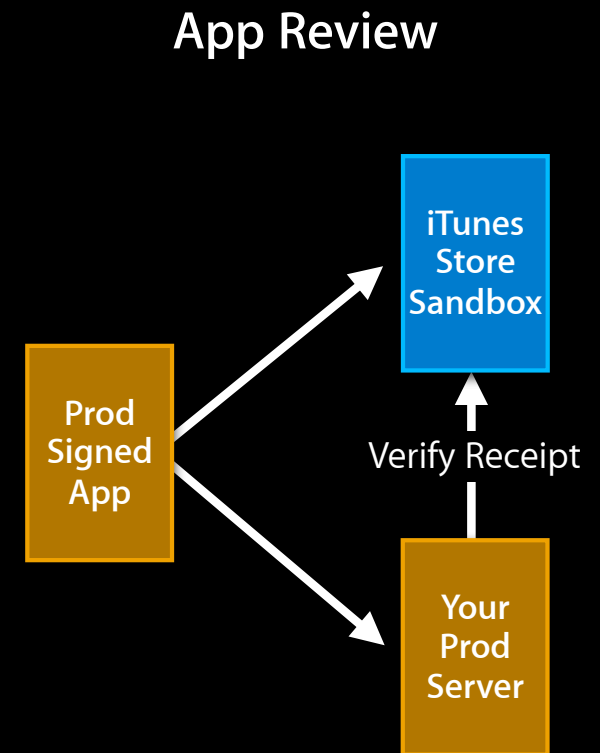


App Review



# App Review Considerations

- Smart Production server
  - Client app passes app version
  - Your server selects Apple Sandbox or Production
- Reactive Production server
  - Your server always tries Apple Production first
  - If your server gets **21007**, try Apple Sandbox



# Using Non-autorenewing Subscriptions



# Overview

- **What** is a non-autorenewing Subscription?
  - Basically a kind of consumable
  - All purchases must happen interactively in the App
- **Why** use non-autorenewing Subscriptions?
  - More control
  - Not all Apps allowed to use Autorenewing In-Apps

# iCloud Strategy

- Save purchased receipts in user's iCloud storage
  - User can access iCloud receipts from any device
  - No extra registration step with iCloud storage
- Your app responsible for testing expiration
  - Stored receipt's product ID **yields** duration
  - Purchased date + duration **yields** expiration date

# Initial Purchase

## Service example



# Initial Purchase

## Service example

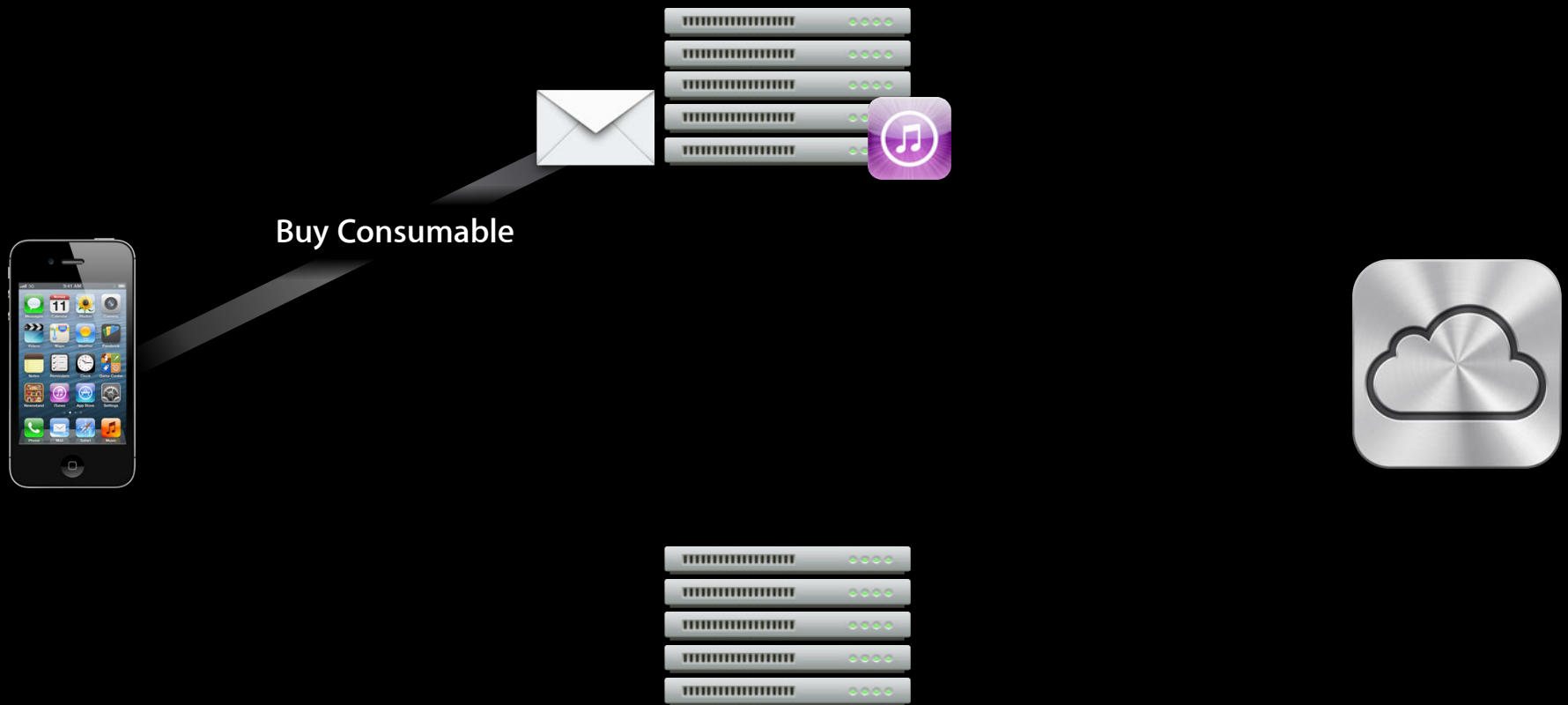


Buy Consumable



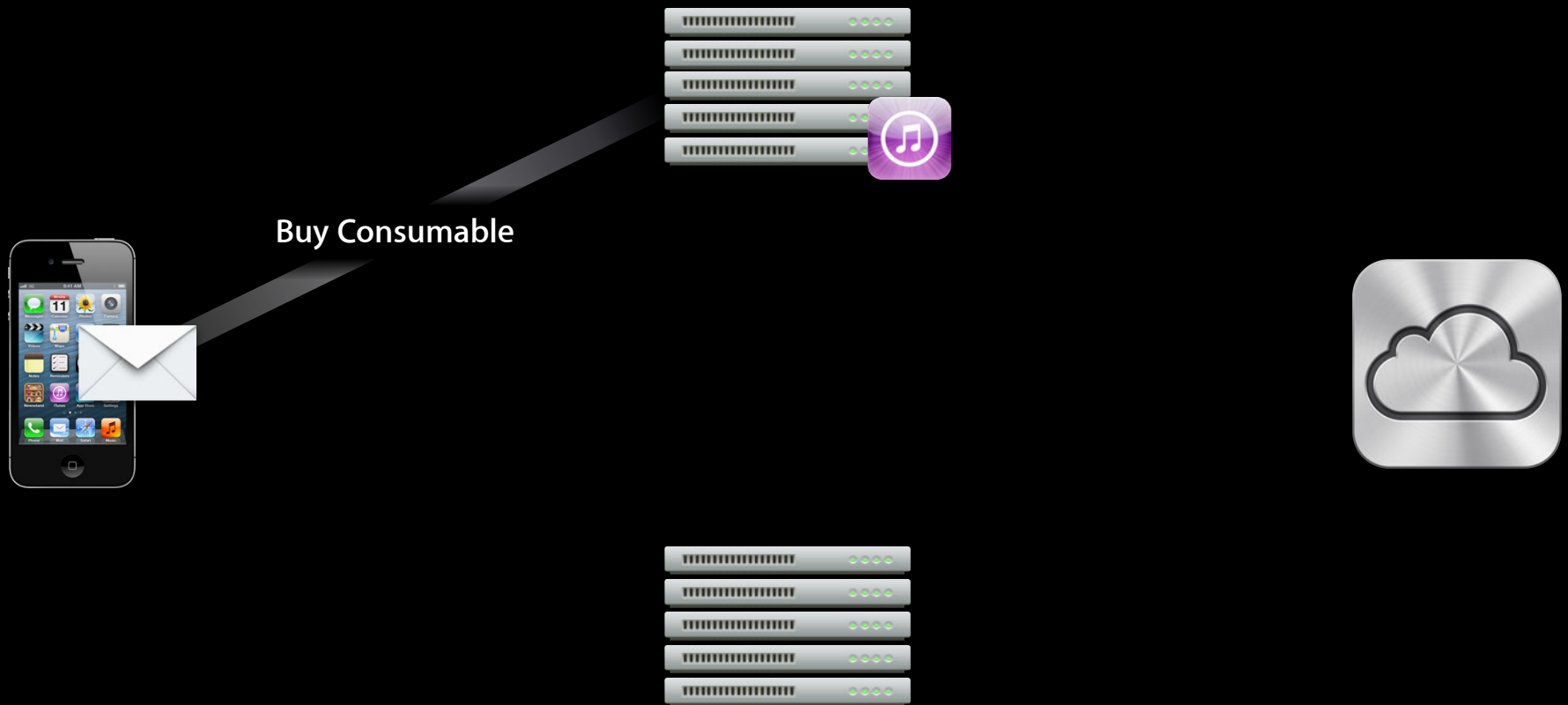
# Initial Purchase

## Service example



# Initial Purchase

## Service example



# Initial Purchase

## Service example



# Initial Purchase

## Service example



Store Receipt





# Initial Purchase

## Service example



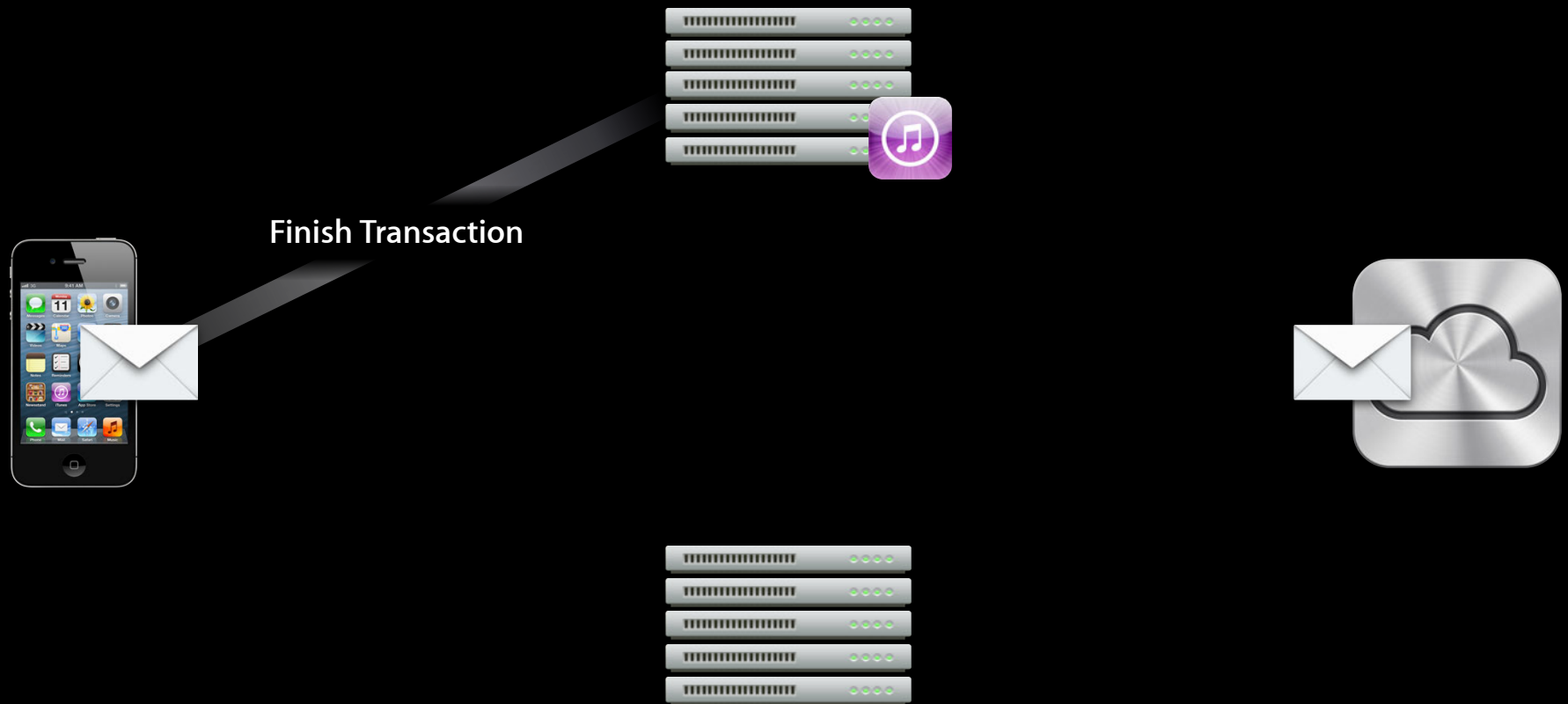
# Initial Purchase

## Service example



# Initial Purchase

## Service example



# Initial Purchase

## Service example



# Initial Purchase

## Service example

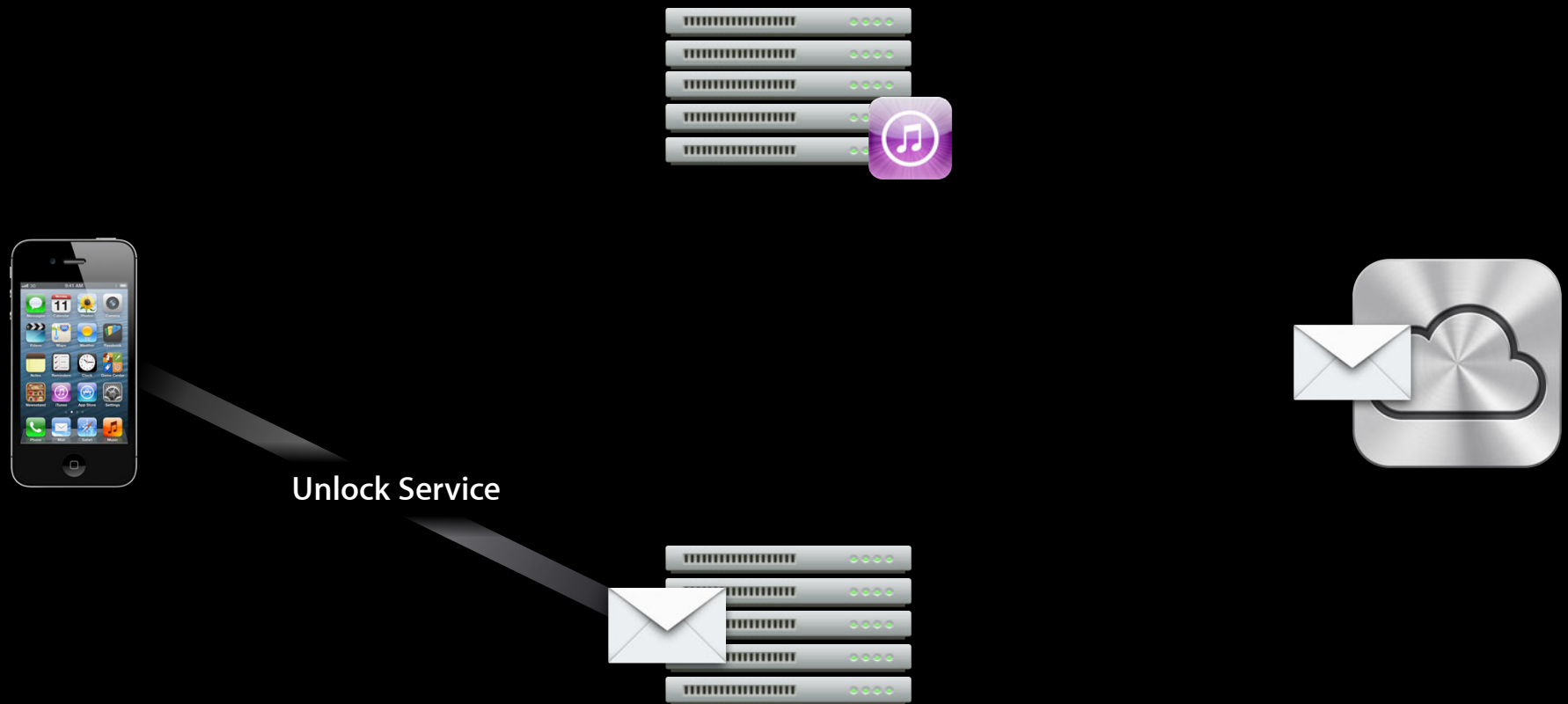


Unlock Service



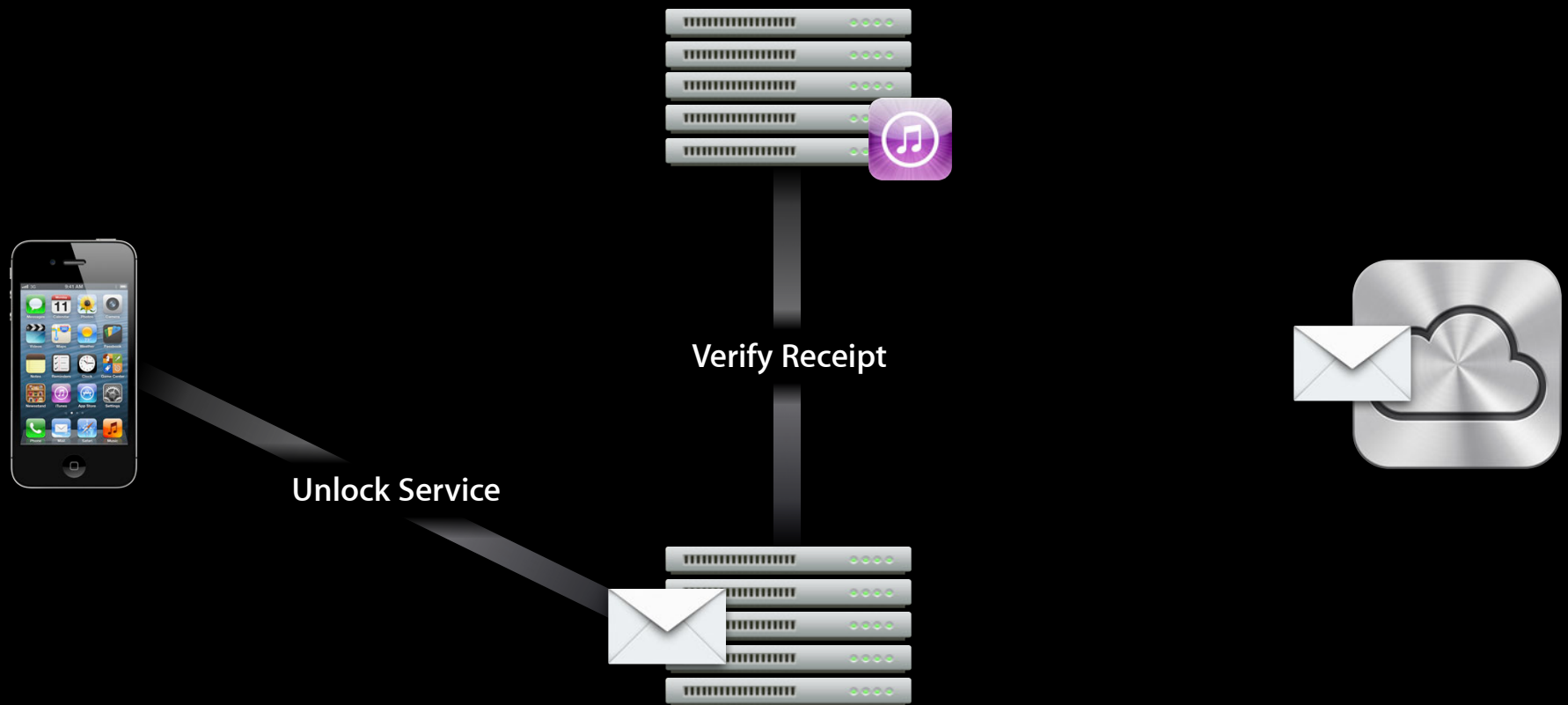
# Initial Purchase

## Service example



# Initial Purchase

## Service example



# Initial Purchase

## Service example





# Initial Purchase

## Service example



Paid  
Persisted  
Acknowledged  
Service Enabled



# Manual Renewal

# Manual Renewal



# Manual Renewal



# Manual Renewal



Get Receipts



# Manual Renewal



Get Receipts



# Manual Renewal



Check for  
Expiry

Get Receipts

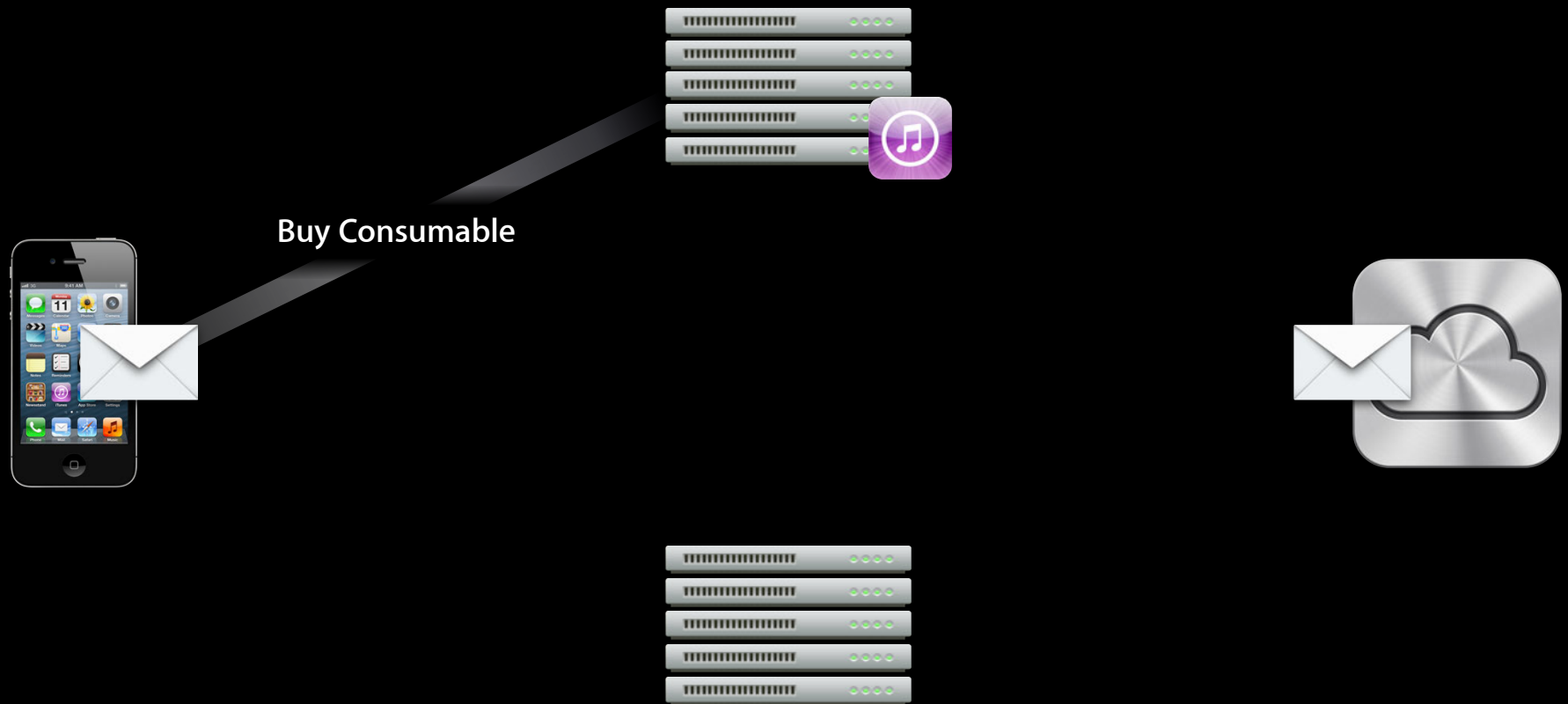


# Manual Renewal

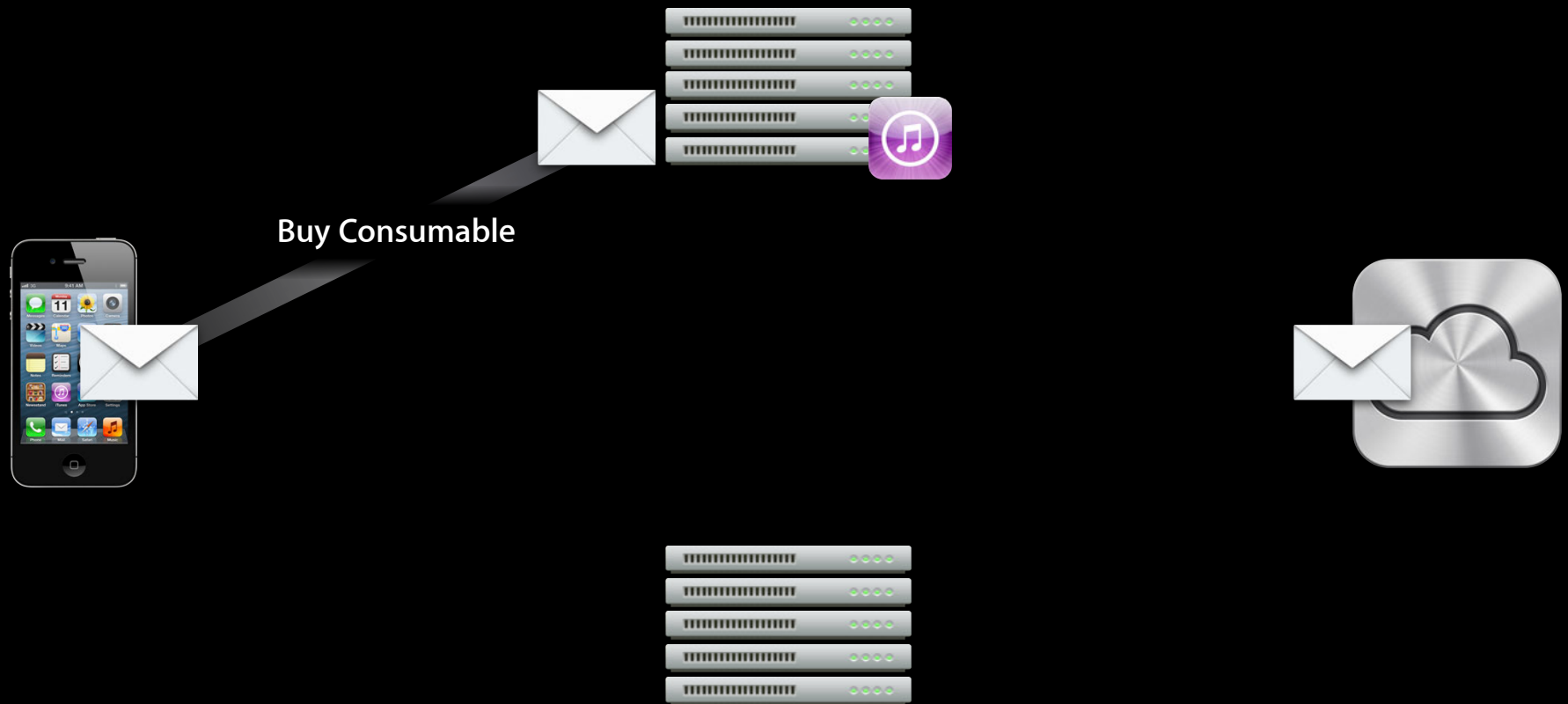




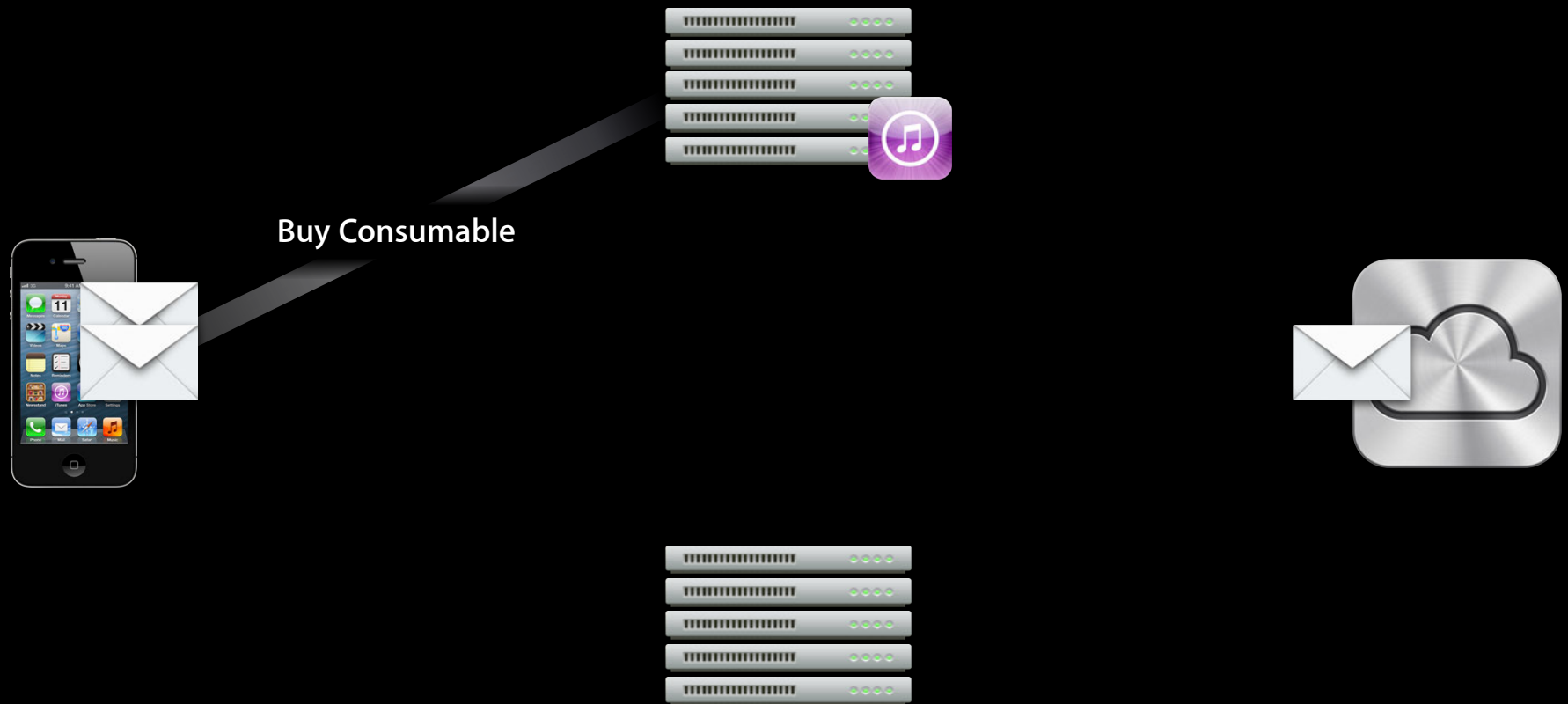
# Manual Renewal



# Manual Renewal



# Manual Renewal



# Manual Renewal



# Manual Renewal



Store Receipt



# Manual Renewal



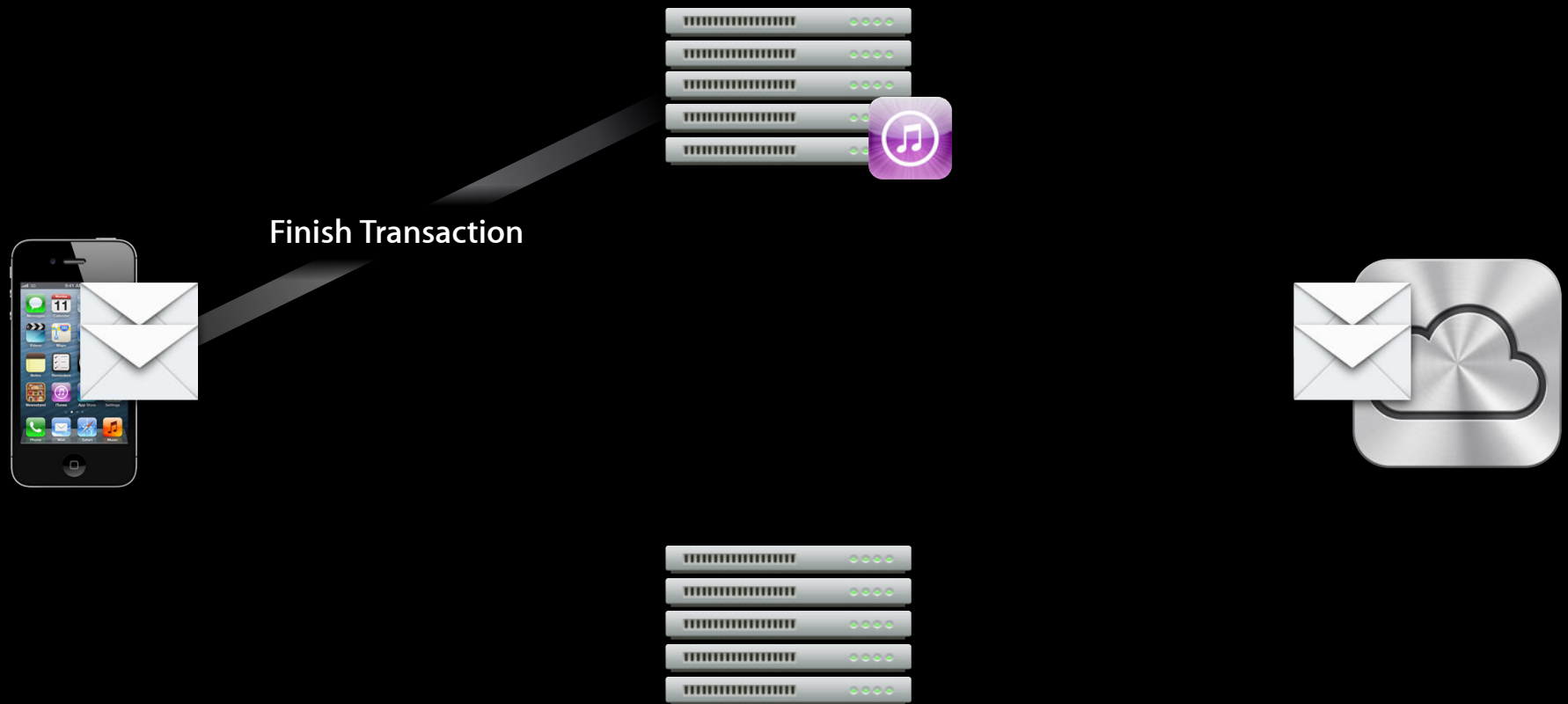
Store Receipt



# Manual Renewal



# Manual Renewal





# Manual Renewal



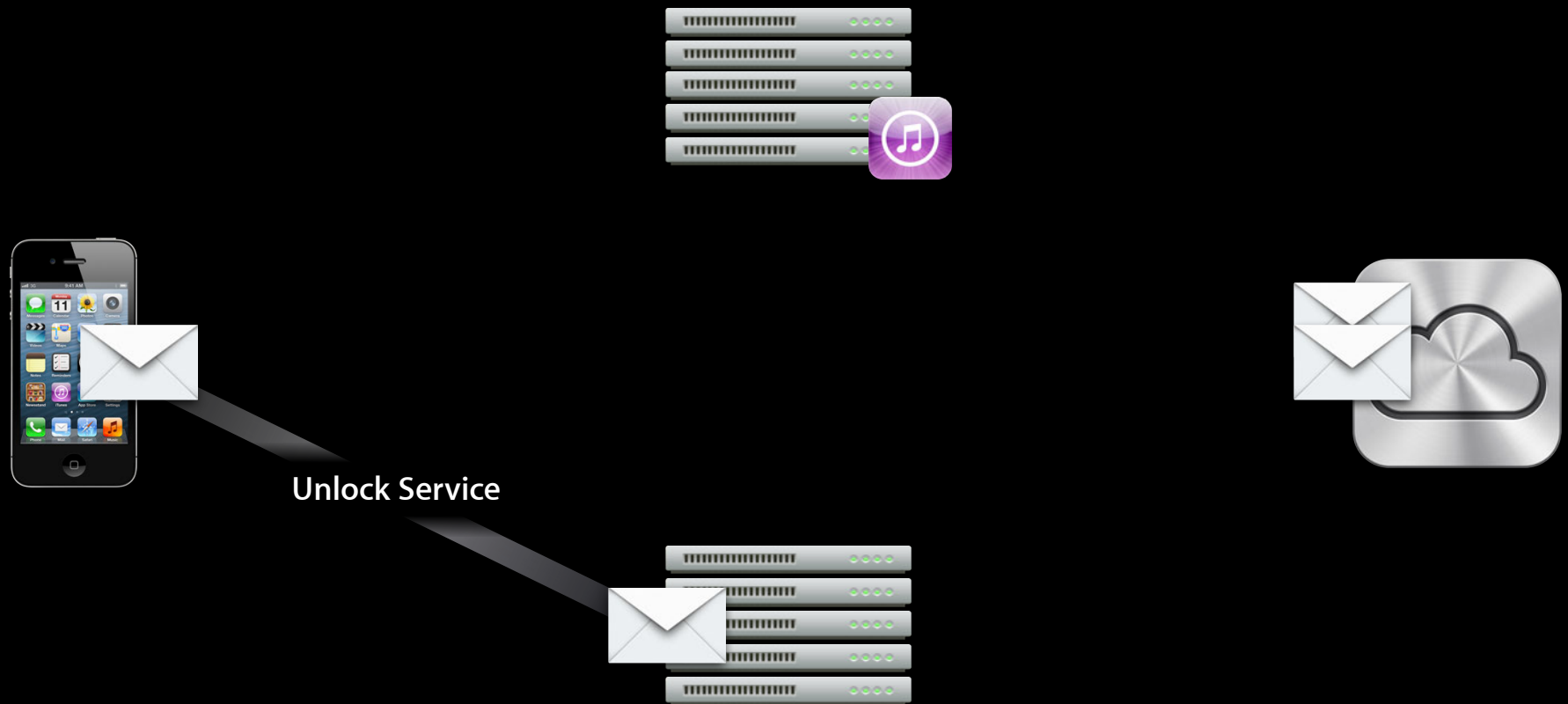
# Manual Renewal



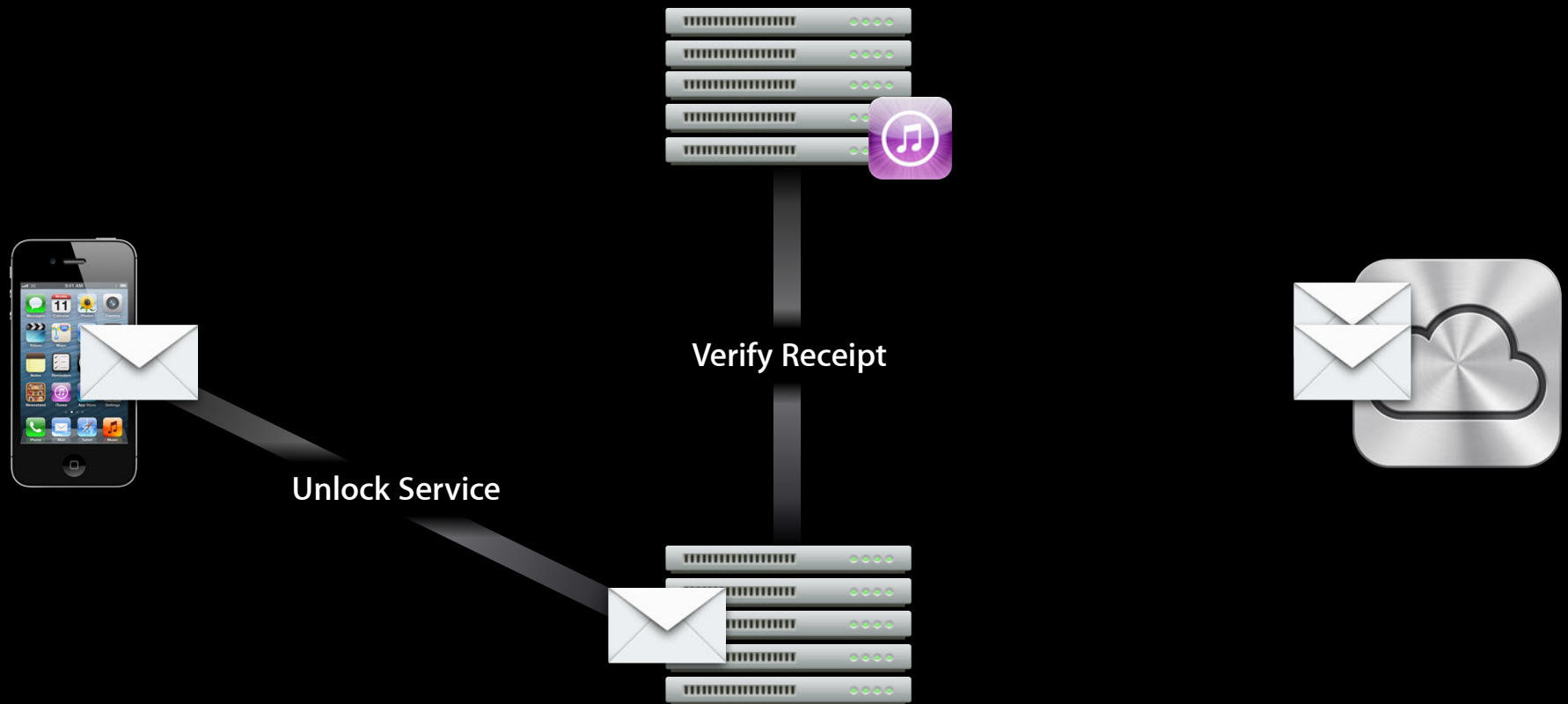
Unlock Service



# Manual Renewal



# Manual Renewal



# Manual Renewal



# Manual Renewal



Status Queried  
Paid  
Persisted  
Acknowledged  
Service Extended



**Restore**

# Restore





# Restore



# Restore



Get Receipts



# Restore



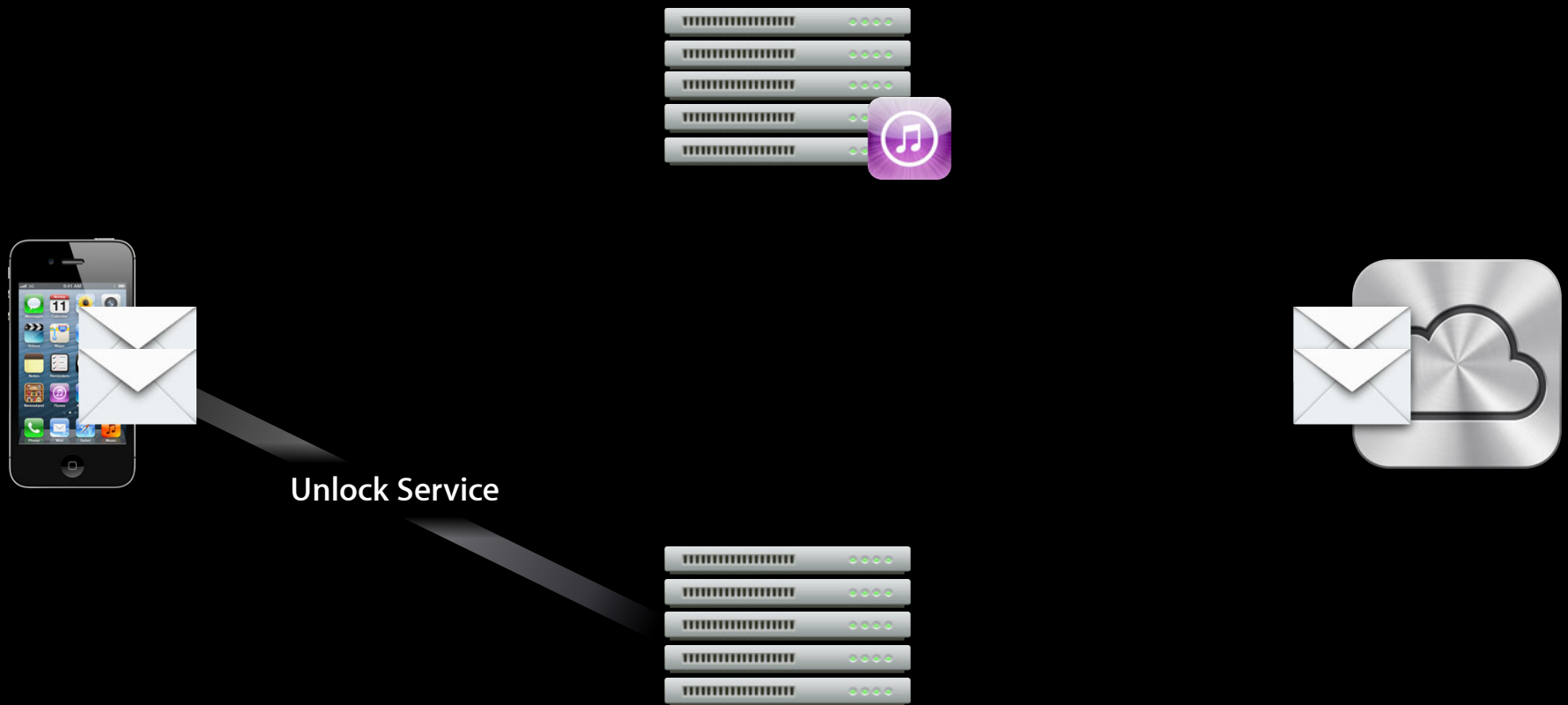
Get Receipts



# Restore



# Restore



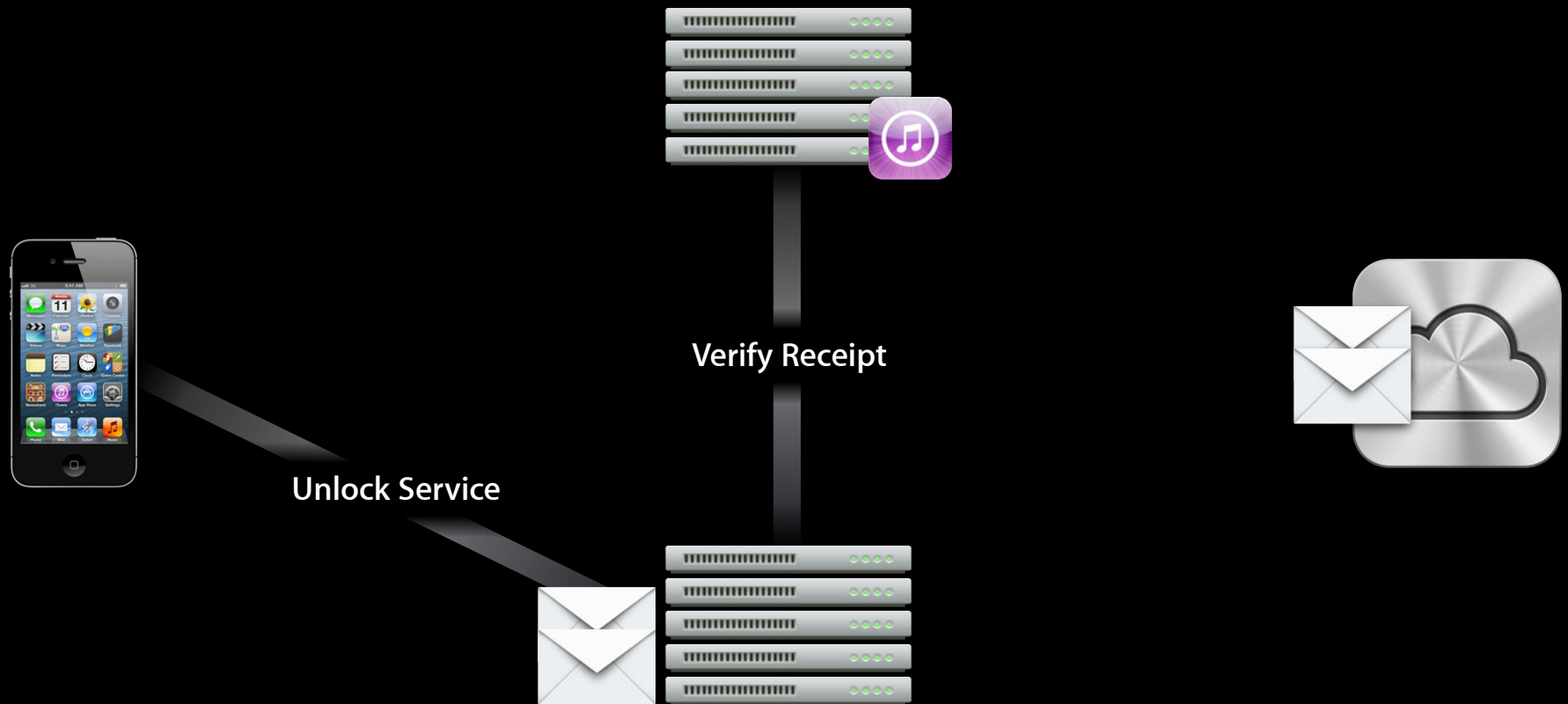
# Restore



Unlock Service



# Restore



# Restore





# Restore



Status Queried  
Verified  
Service Enabled



**Downside**

# Downside



# Downside



# Downside



User logs out  
of iCloud



# Downside



User logs out  
of iCloud



# Downside



User logs out  
of iCloud



Get Receipts



# Downside



User logs out  
of iCloud





# Downside



# Downside



Status Queried  
No Receipts  
No Service



# Account Registration Strategy

## Store receipts on your server

- Ask user to register with your server **before** purchase
- **After** purchase but **before** finishing the transaction
  - Persist receipt on your server
  - Associate receipt with the user's account on your server
- Consult **your server** on receipt restoration
- Consult **your server** on for expiration testing

# Review Responsibilities

- You need to associate receipts with the user
  - iCloud or Ask user to register with your server
- You need to persist receipts
  - iCloud storage or Your own server
- You need to implement restore all
  - App requests receipts from storage

# Summary

- Subscription lifecycle
- Using receipts for purchases, renewals, and restores
- Sandbox capabilities and limitations
- Approaches for using Non-autorenewable subscriptions

# Your Customer's Experience

The impact of your iTunes Connect information

**Aubrey Ness**

App Store Operations Manager

# Email Confirmations



# Device UI





# Device UI



# 3 Key Areas



# 3 Key Areas

# 3 Key Areas

- Metadata

# 3 Key Areas

- Metadata
- Pricing

# 3 Key Areas

- Metadata
- Pricing
- Availability

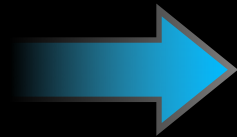
# Metadata

**What is Metadata?**



**In-App  
Purchase  
Display Name**

**In-App  
Purchase  
Display Name**



**Your  
Subscription  
Brand**

## Add Language

Language  ?

Display Name  ?

Description  ?

Publication Name  ?

Cancel

Save

## Add Language

Language

English



Display Name



Description



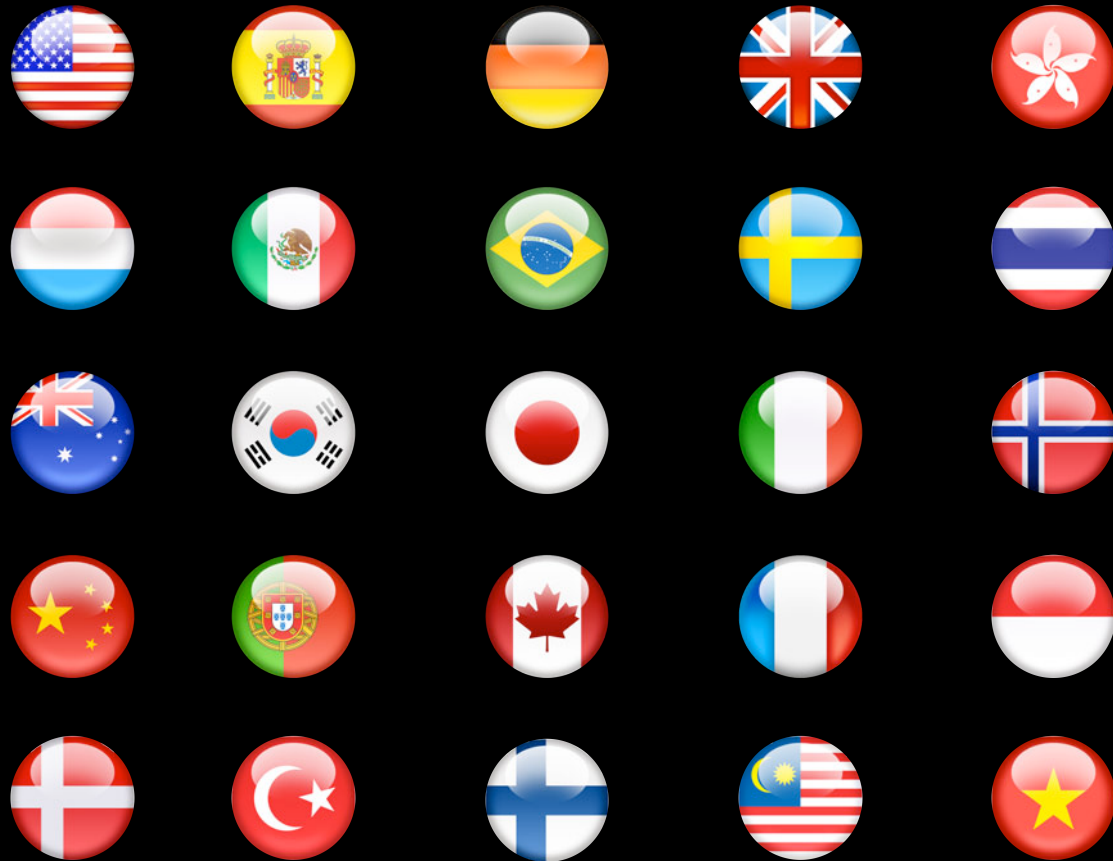
Publication Name



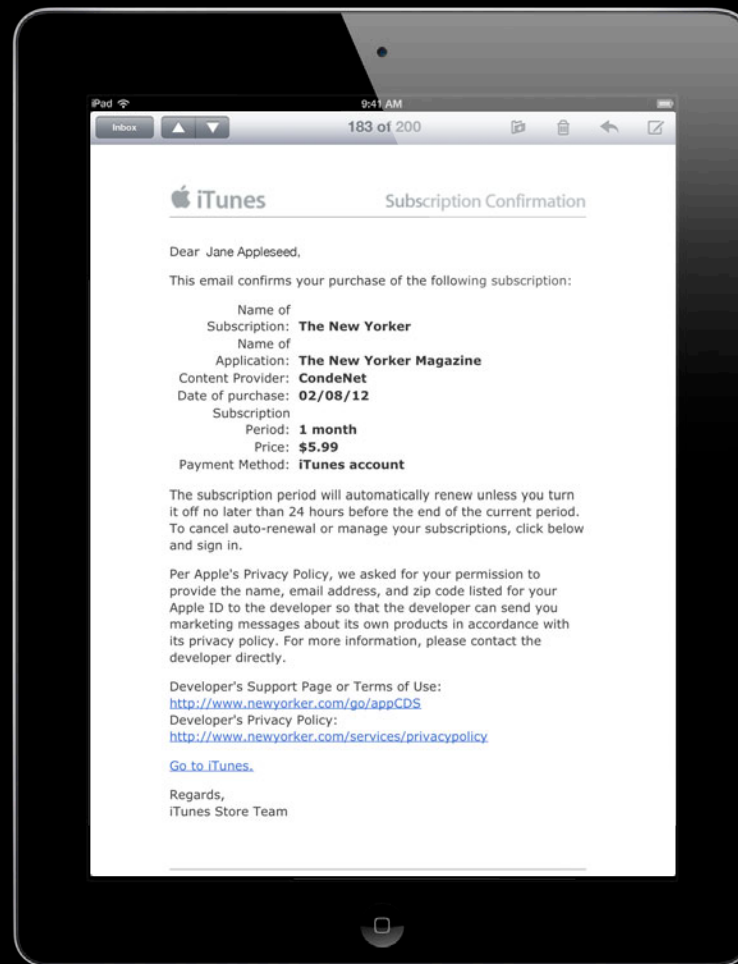
Cancel

Save

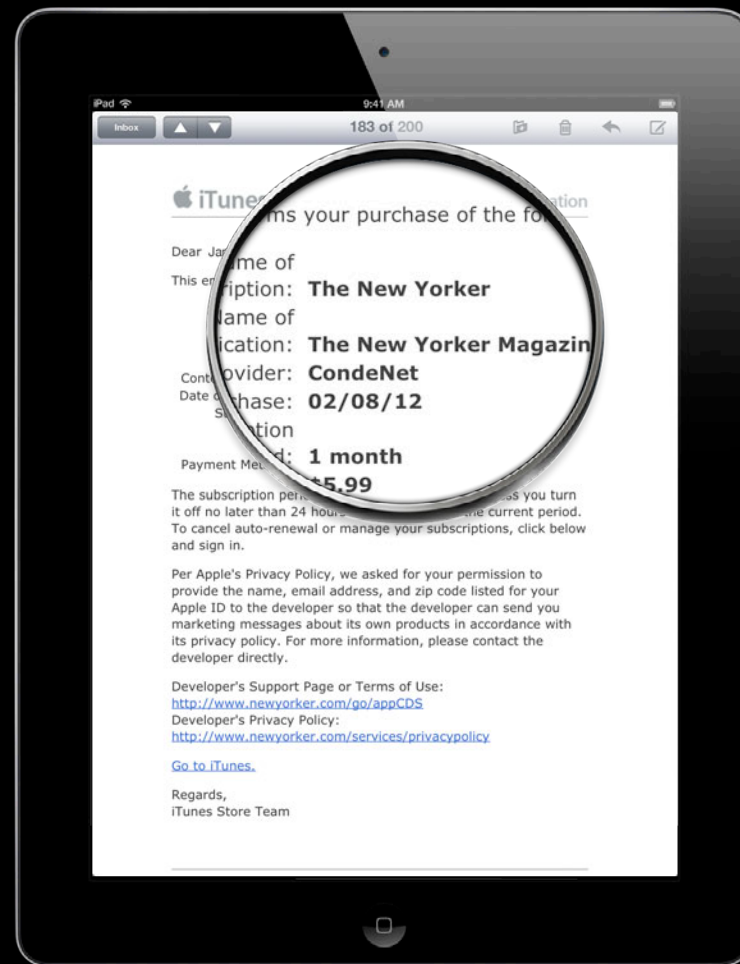
# Global Subscription



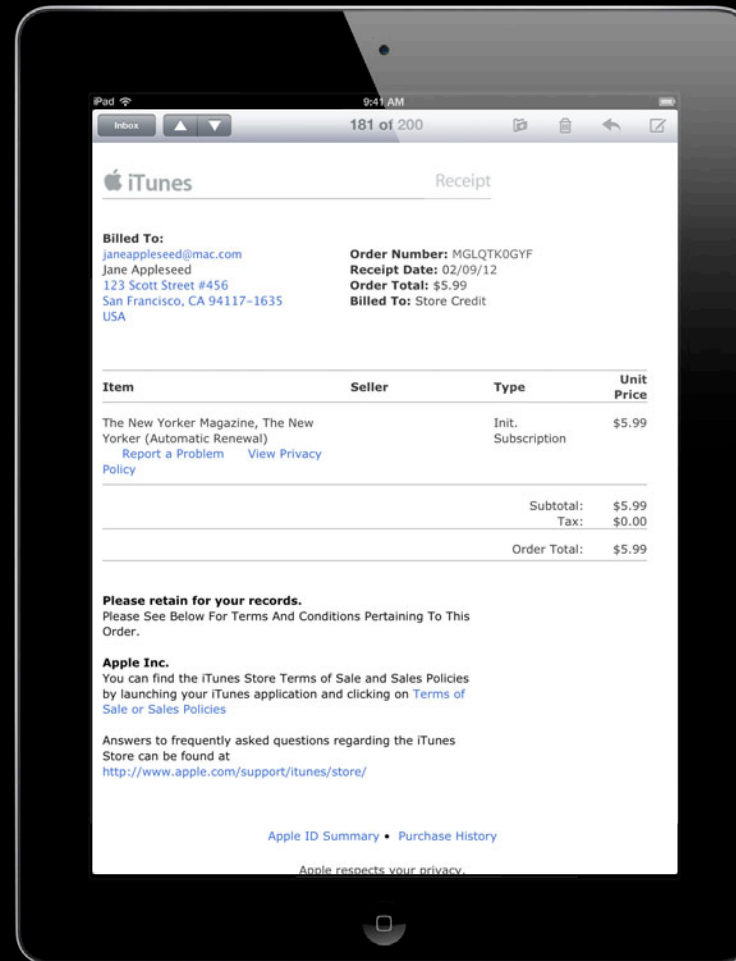
# You've Subscribed to <IAP display name>



# You've Subscribed to <IAP display name>

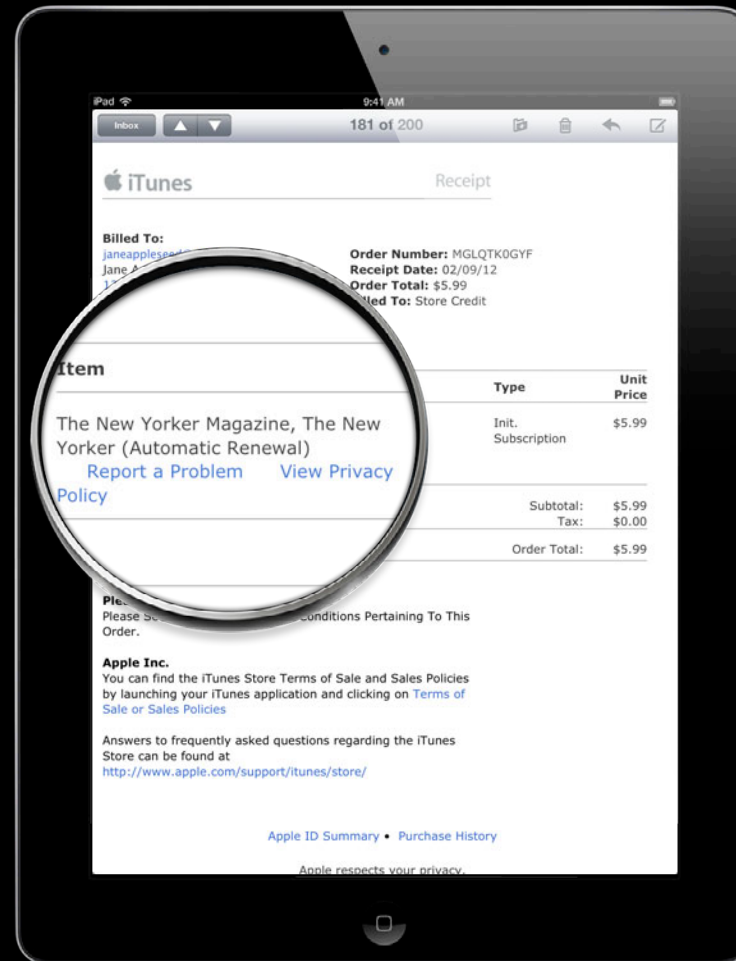


# Your Receipt

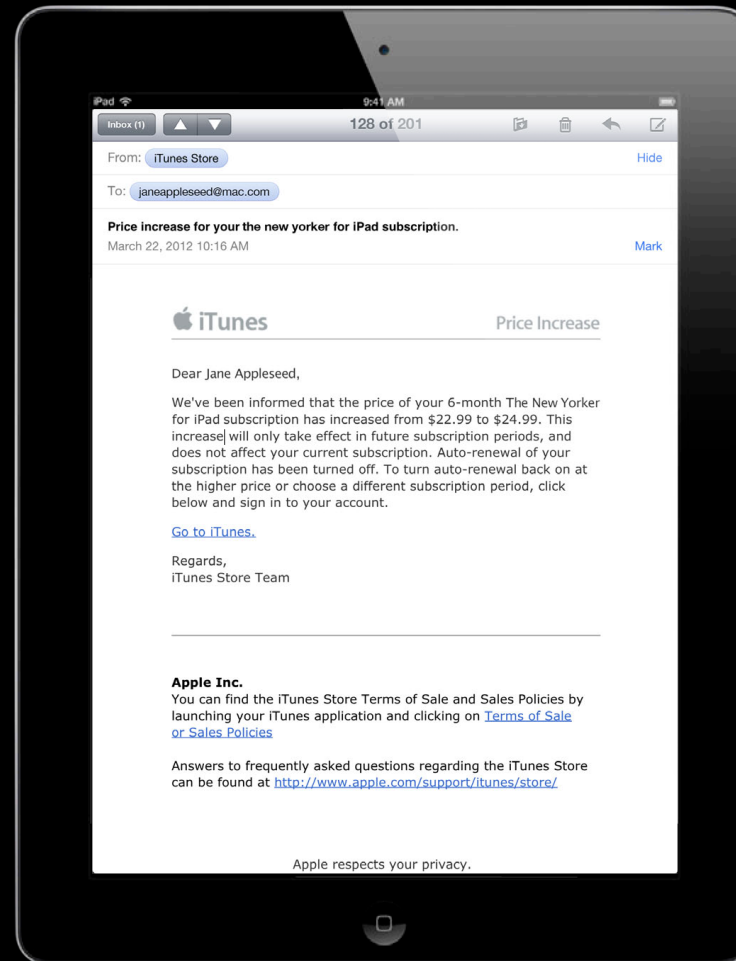




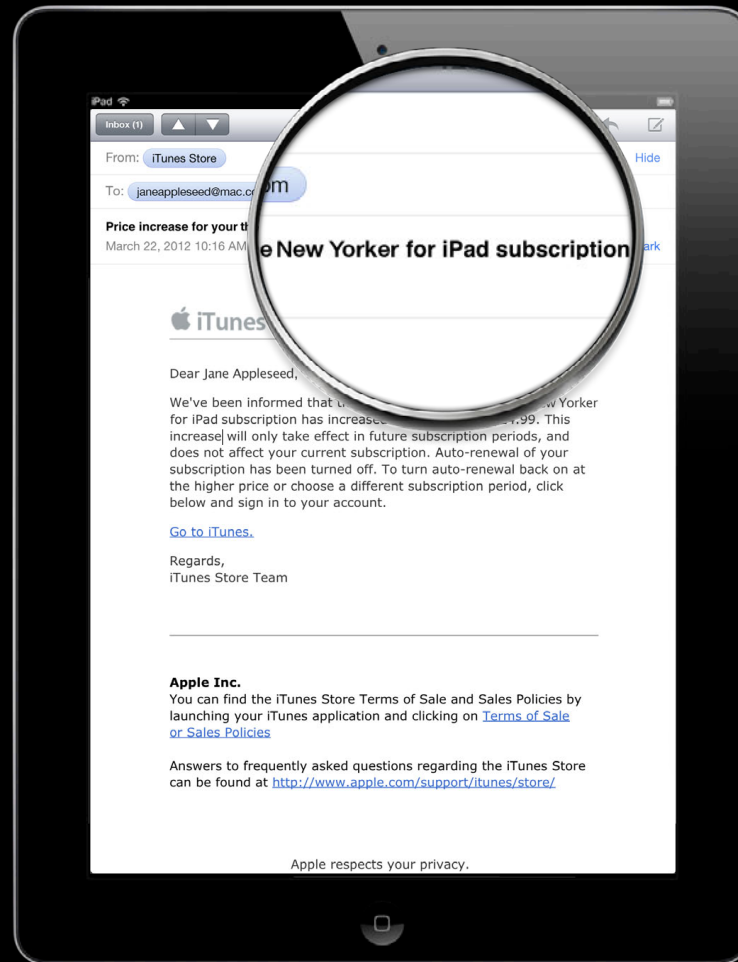
# Your Receipt



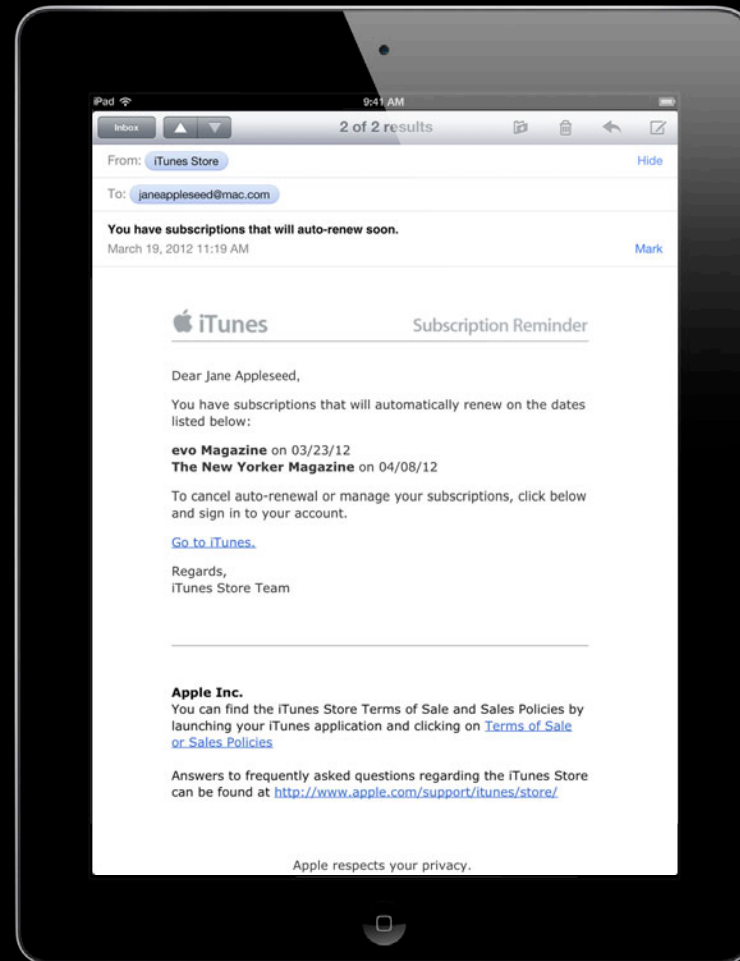
# Price Increase for <IAP display name>



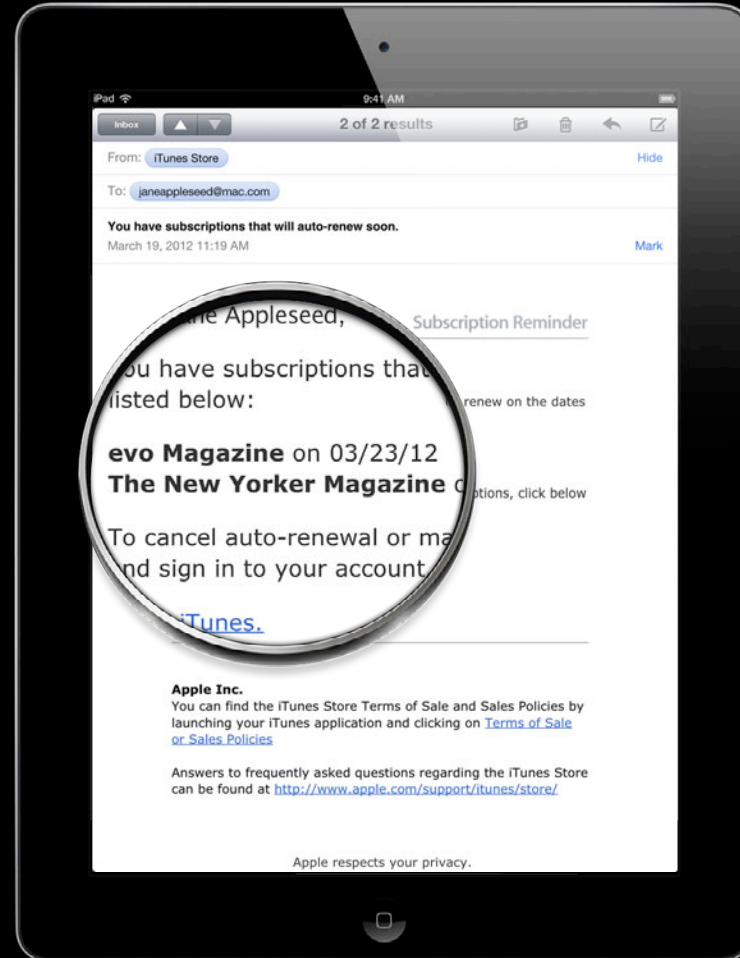
# Price Increase for <IAP display name>



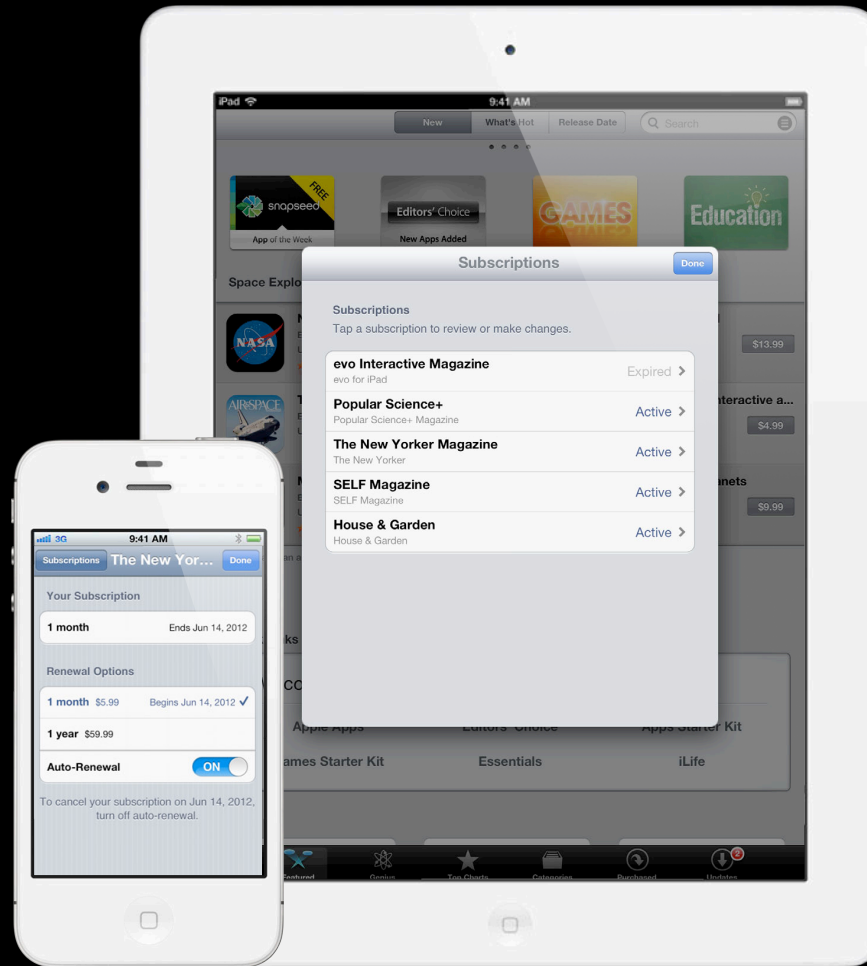
# Will Renew Soon



# Will Renew Soon



# Manage Subscriptions UI



# Manage Subscriptions UI

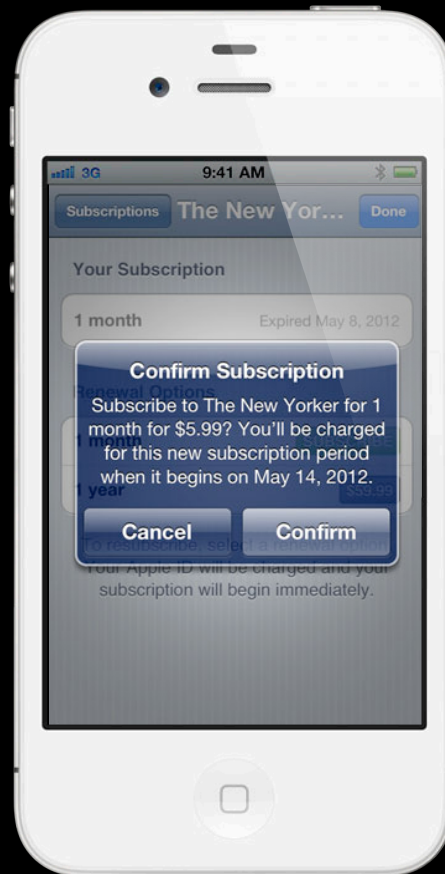


# Manage Subscriptions UI

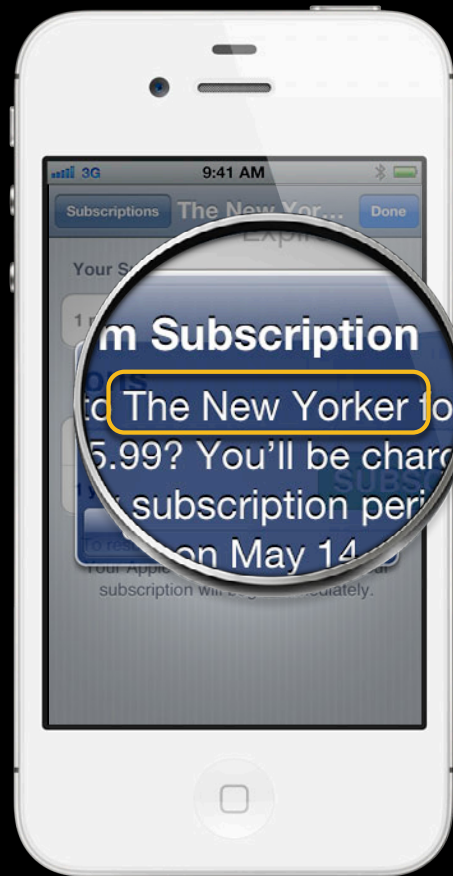




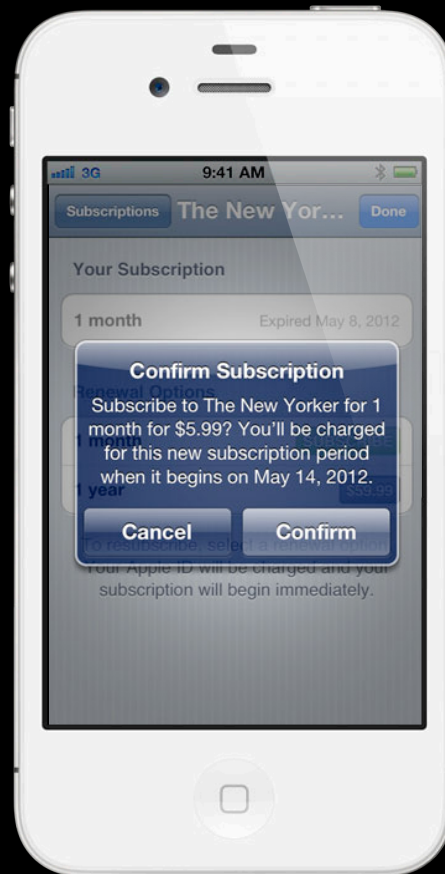
# Subscription Confirmation UI



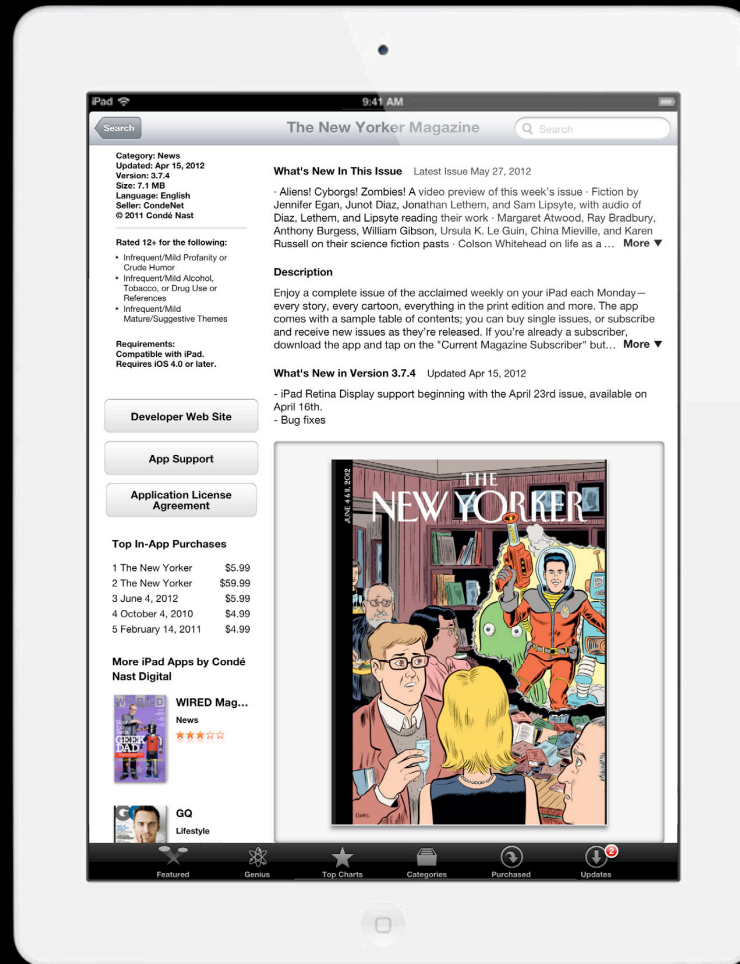
# Subscription Confirmation UI



# Subscription Confirmation UI



# App Store Charts



# App Store Charts



# SKProduct Class in StoreKit

```
@interface SKProduct : NSObject
```

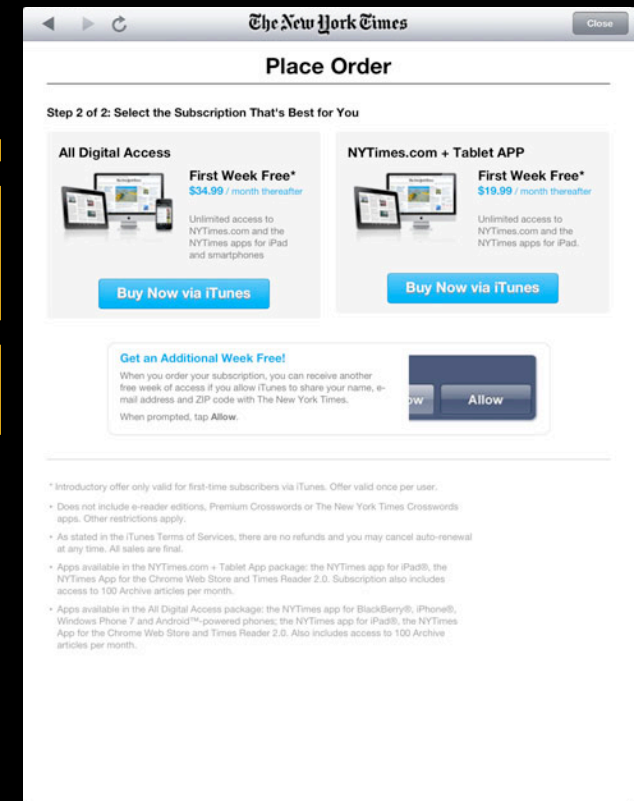
```
@property NSString  
*localizedDescription;  
@property NSString *localizedTitle;  
@property NSString  
*productIdentifier;  
@property NSDecimalNumber *price;  
@property NSLocale *priceLocale;
```

```
@end
```

Title →

Pricing →

Description →



# SKProduct Class in StoreKit

```
@interface SKProduct : NSObject

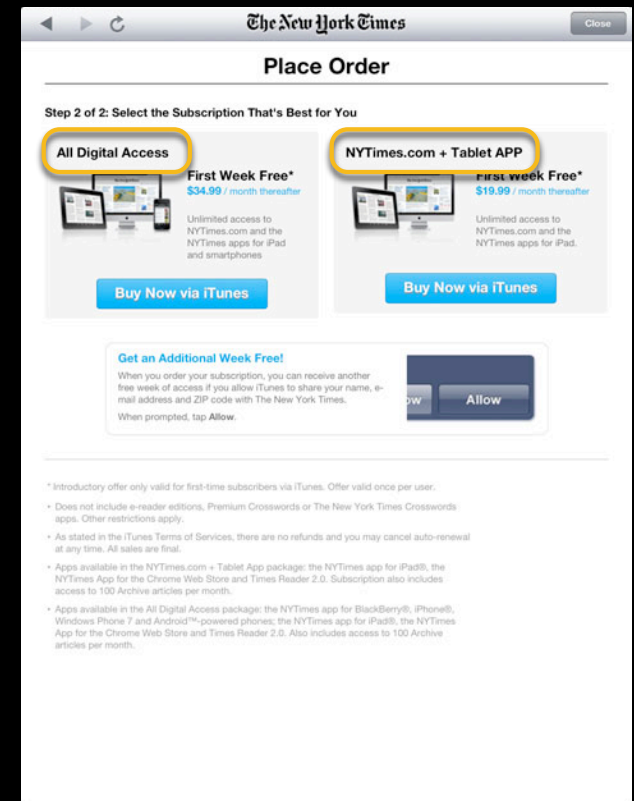
@property NSString
*localizedDescription;
@property NSString *localizedTitle;
@property NSString
*productIdentifier;
@property NSDecimalNumber *price;
@property NSLocale *priceLocale;

@end
```

Title →

Pricing →

Description →



# SKProduct Class in StoreKit

```
@interface SKProduct : NSObject

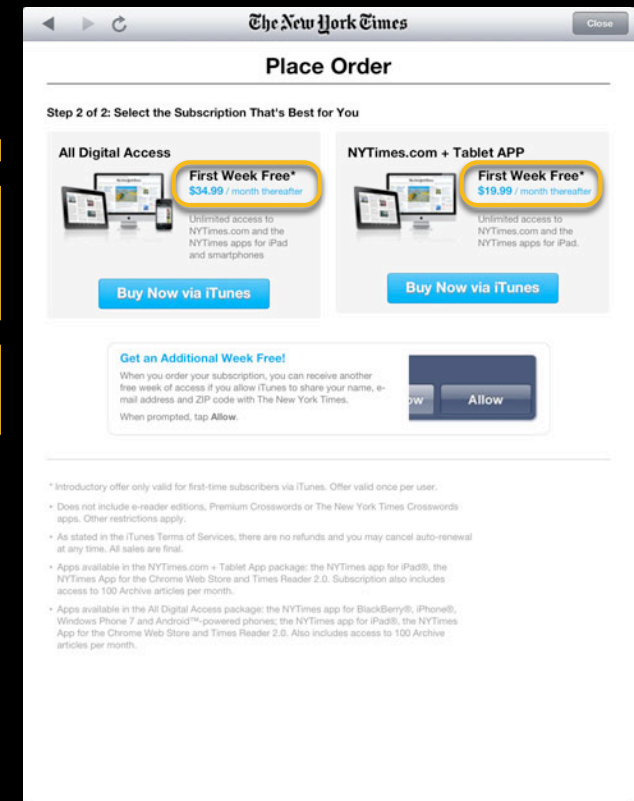
@property NSString
*localizedDescription;
@property NSString *localizedTitle;
@property NSString
*productIdentifier;
@property NSDecimalNumber *price;
@property NSLocale *priceLocale;

@end
```

Title →

Pricing →

Description →





# SKProduct Class in StoreKit

```
@interface SKProduct : NSObject
```

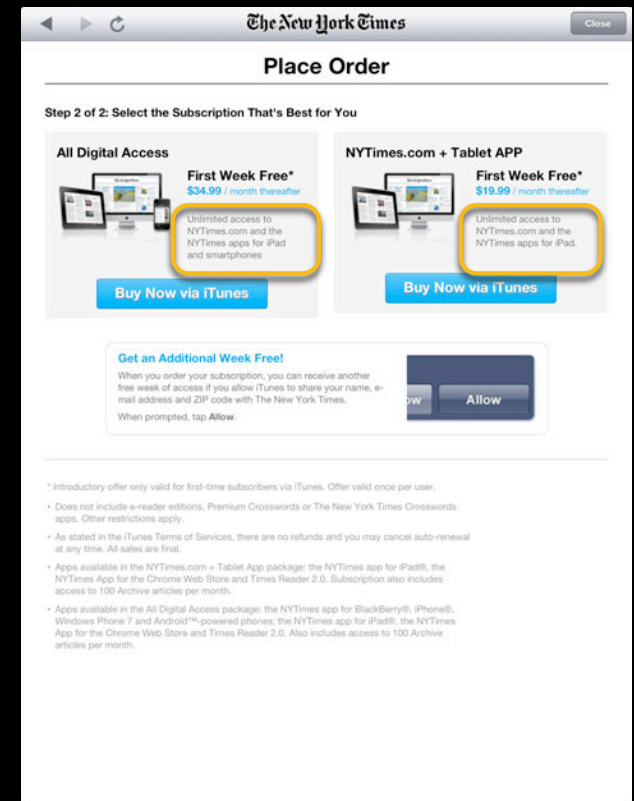
```
@property NSString  
*localizedDescription;  
@property NSString *localizedTitle;  
@property NSString  
*productIdentifier;  
@property NSDecimalNumber *price;  
@property NSLocale *priceLocale;
```

```
@end
```

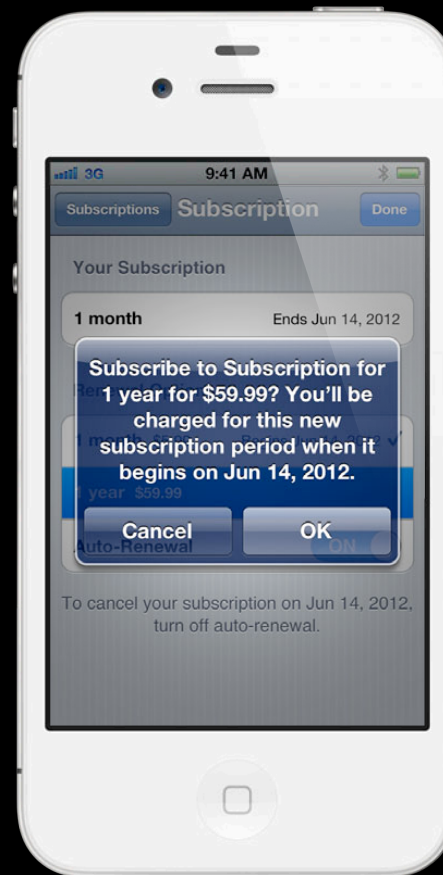
Title →

Pricing →

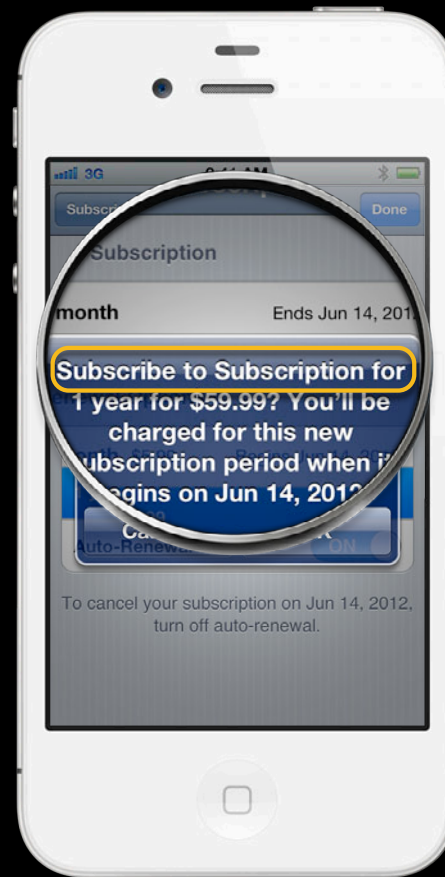
Description →



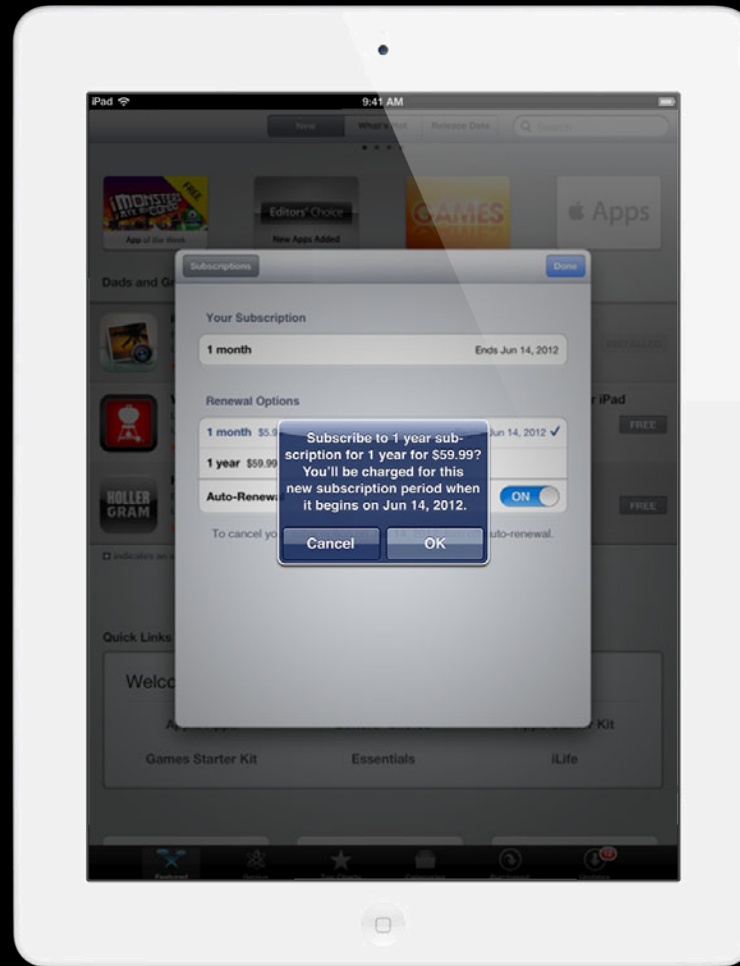
# What Not to Do...



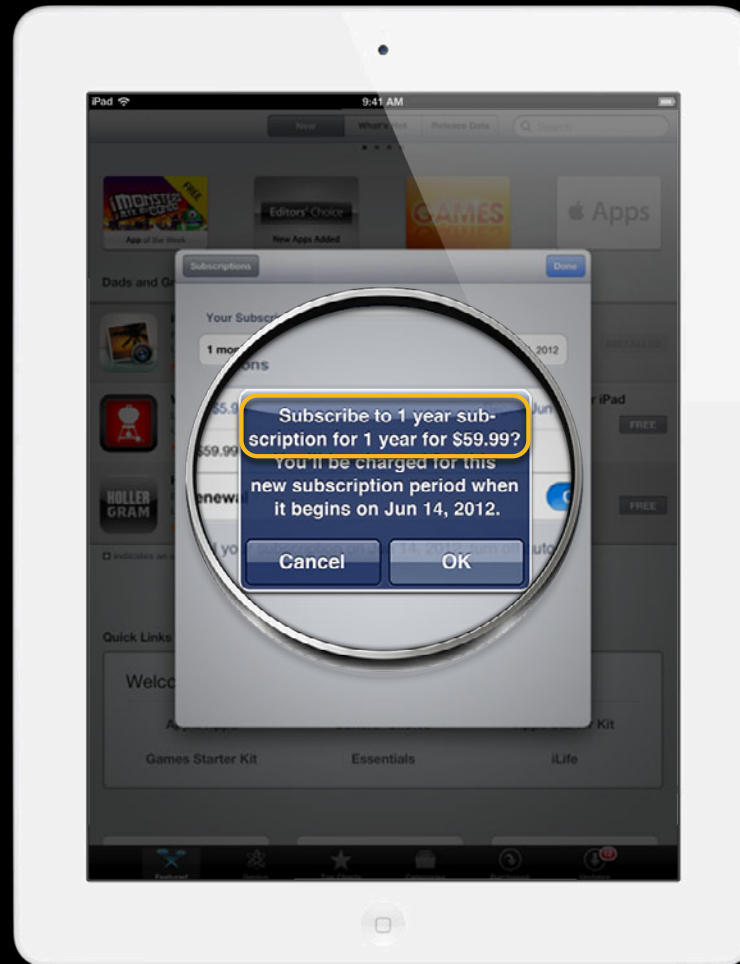
# What Not to Do...



# What Not to Do...

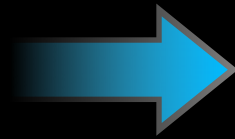


# What Not to Do...



**Publication  
Name**

**Publication  
Name**



**Your  
Brand**



### Add Language

Language  ?

Display Name  ?

Description  ?

Publication Name  ?

Cancel Save





### Add Language

Language  ?

Display Name  ?

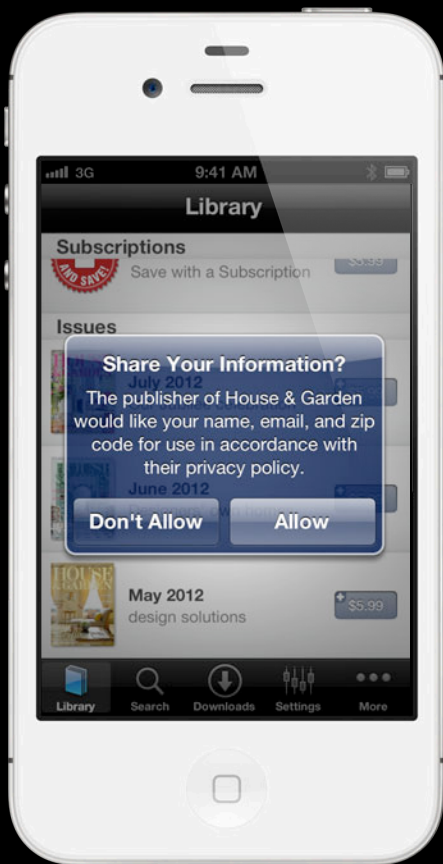
Description  ?

Publication Name  ?

Cancel Save

# Global Brand







Your Information?

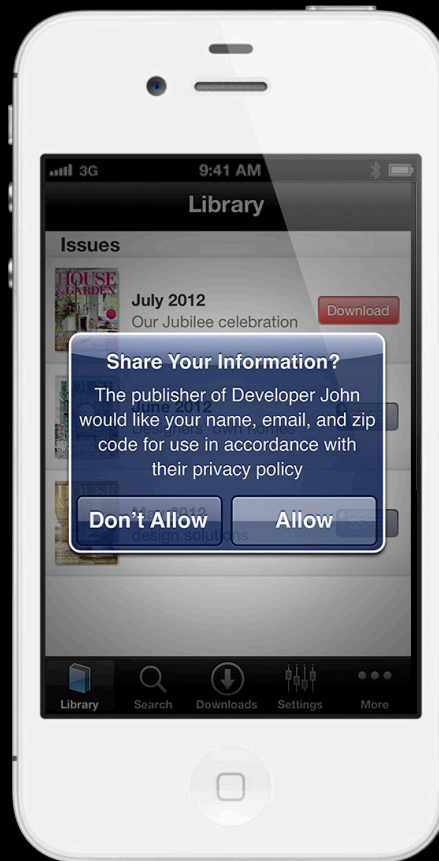
ver of House & Garden

r name, email, and zip

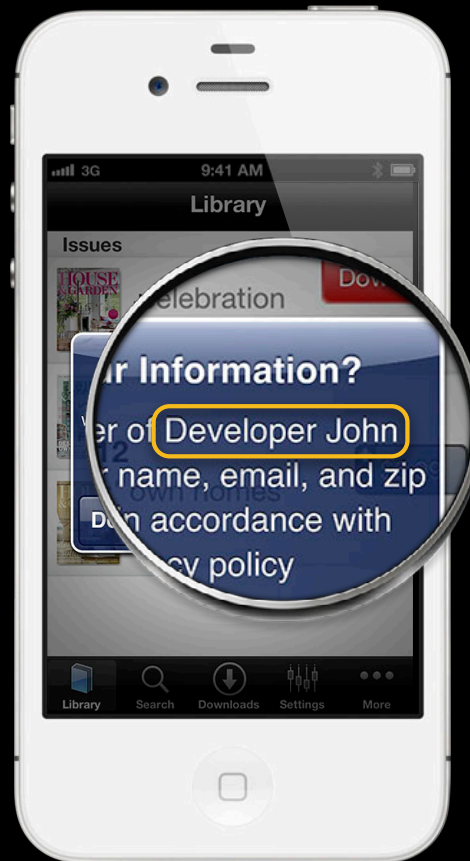
in accordance with

acy policy.

# What Not to Do...



# What Not to Do...



**Privacy Policy URL**  
**Support URL**

## Edit English

App Name **Vogue**

Description



What's New in this Version



Support Email Address



Support URL



Marketing URL (Optional)



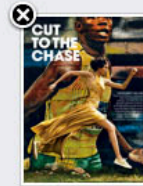
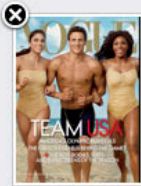
Privacy Policy URL



iPhone and iPod touch Screenshots

Choose File

iPad Screenshots (drag and drop to change the order)



Choose File

Cancel

Save



## Edit English

App Name **Vogue**

Description



What's New in this Version



Support Email Address



Support URL



Marketing URL (Optional)



Privacy Policy URL

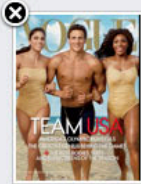
<http://www.condenast.com/services/privacy/>



iPhone and iPod touch Screenshots

Choose File

iPad Screenshots (drag and drop to change the order)



Choose File

Cancel

Save

## Edit English

App Name **Vogue**

Description  ?

What's New in this Version  ?

Support Email Address  ?

Support URL  ?

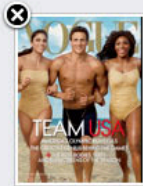
Marketing URL (Optional)  ?

Privacy Policy URL  ?

### iPhone and iPod touch Screenshots ?

[Choose File](#)

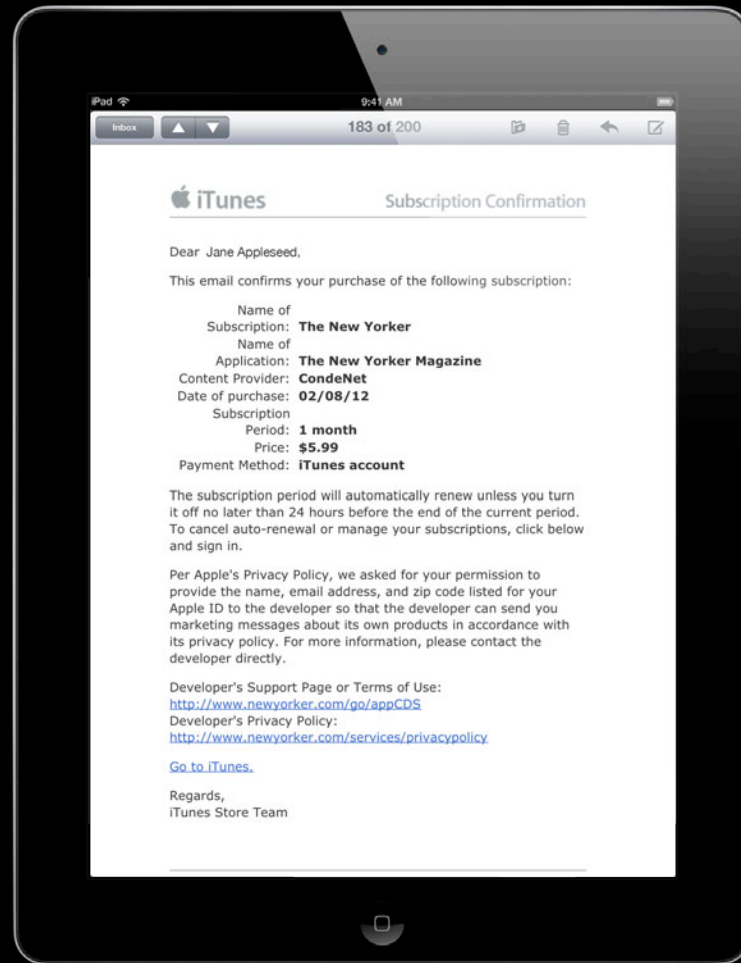
### iPad Screenshots (drag and drop to change the order) ?



[Choose File](#)

Cancel

Save



iPad 9:41 AM  
Inbox 183 of 200

**iTunes** Subscription Confirmation

Dear Jane Appleseed,

This email confirms your purchase of the following subscription:

Name of Subscription: **The New Yorker**  
Name of Application: **The New Yorker Magazine**  
Content Provider: **CondeNet**  
Date of purchase: **02/08/12**  
Subscription  
Period: **1 month**  
Price: **\$5.99**  
Payment Method: **iTunes account**

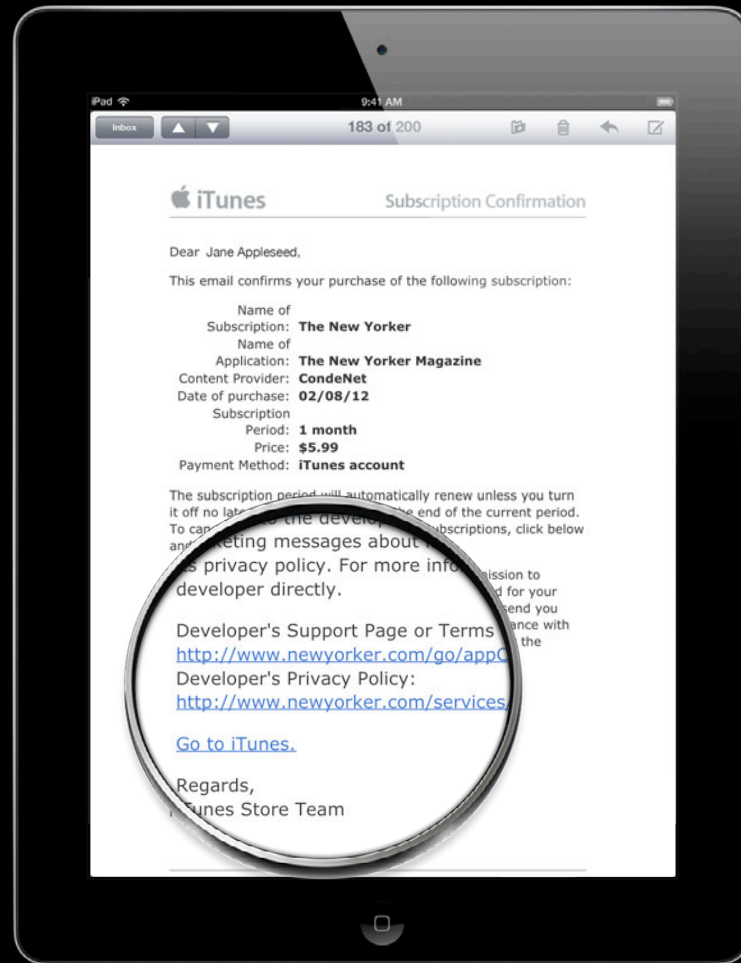
The subscription period will automatically renew unless you turn it off no later than 24 hours before the end of the current period. To cancel auto-renewal or manage your subscriptions, click below and sign in.

Per Apple's Privacy Policy, we asked for your permission to provide the name, email address, and zip code listed for your Apple ID to the developer so that the developer can send you marketing messages about its own products in accordance with its privacy policy. For more information, please contact the developer directly.

Developer's Support Page or Terms of Use:  
<http://www.newyorker.com/go/appCDS>  
Developer's Privacy Policy:  
<http://www.newyorker.com/services/privacypolicy>

[Go to iTunes.](#)

Regards,  
iTunes Store Team



iPad 9:41 AM  
Inbox 183 of 200

**iTunes** Subscription Confirmation

Dear Jane Appleseed,

This email confirms your purchase of the following subscription:

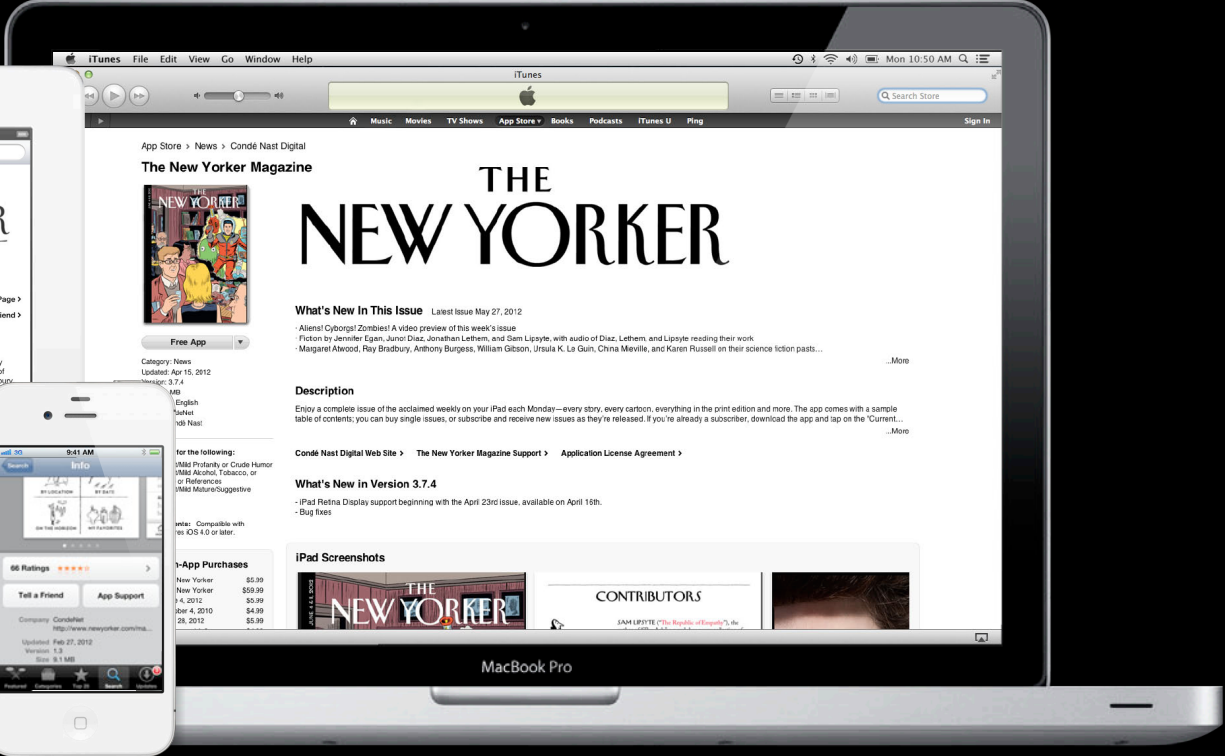
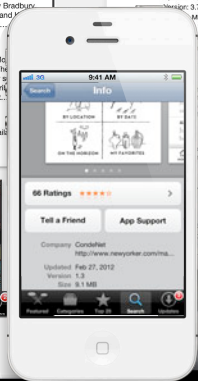
Name of Subscription: **The New Yorker**  
Name of Application: **The New Yorker Magazine**  
Content Provider: **CondeNet**  
Date of purchase: **02/08/12**  
Subscription Period: **1 month**  
Price: **\$5.99**  
Payment Method: **iTunes account**

The subscription period will automatically renew unless you turn it off no later than the end of the current period. To cancel your subscription, click below and opt out of receiving marketing messages about this subscription. For more information, see our privacy policy. For more information, contact the developer directly.

Developer's Support Page or Terms of Service: <http://www.newyorker.com/go/app0>  
Developer's Privacy Policy: <http://www.newyorker.com/services>

[Go to iTunes.](#)

Regards,  
iTunes Store Team





**Ignoring me!! ★★★★★**  
by Applover24 - Version 1.1 - January 24, 2012

[Report a Concern >](#)

The app keeps crashing and when I emailed the developer through their URL, I got no response! Come on! I want to be able to use this app.

Was this review helpful? [Yes](#) | [No](#)

---

**Support URL dead ★★★★★**  
by Mz. Richards - Version 1.1 - February 2, 2012

[Report a Concern >](#)

I had some feedback for the app and wanted to tell the developer about it but when I clicked on their app support, it took me to a dead URL

:-( What a dead end.

Was this review helpful? [Yes](#) | [No](#)

---

**Don't buy this app, you get no help ★★★★★**  
by DJADD - Version 1.1 - March 30, 2012

[Report a Concern >](#)

Developer doesn't even care about updating the app. It's not working how I expected it to when I bought it and when I wanted to tell the developer, they never replied. Pretty bad customer service if you ask me.

Was this review helpful? [Yes](#) | [No](#)

**Product IDs**



### 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](#)

Cancel

Save

### 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](#)

Cancel

Save

# Reading Your Reports

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Provider	Provider Country	SKU	Developer	Title	Version	Product Type	Units	Developer Proceeds	Begin Date	End Date	Customer Cu	Country Cod	Currency of I	Apple Identif	Customer Pri	Promo Code	Parent Identif	Subscription	Period
2	APPLE	US	com.magazine.mycompany.6months		My Magazine		IAY	1	84	5/30/12	5/30/12	MXN	MX	MXN	123456789	120			New	6 Months
3	APPLE	US	com.magazine.mycompany.6months		My Magazine		IAY	-2	7	5/30/12	5/30/12	USD	US	USD	123456789	-9.99			Renewal	6 Months
4	APPLE	US	com.magazine.mycompany.6months		My Magazine		IAY	3	7	5/30/12	5/30/12	USD	US	USD	123456789	9.99			Renewal	6 Months
5	APPLE	US	com.magazine.mycompany.6months		My Magazine		IAY	1	4.25	5/30/12	5/30/12	GBP	GB	GBP	123456789	6.99			Renewal	6 Months
6	APPLE	US	com.magazine.mycompany.6months		My Magazine		IAY	7	7	5/30/12	5/30/12	USD	US	USD	123456789	9.99			New	6 Months
7	APPLE	US	com.magazine.mycompany.1year		Your Magazine		IAY	2	168	5/30/12	5/30/12	MXN	MX	MXN	112233445	240			New	1 Year
8	APPLE	US	com.magazine.mycompany.1year		Your Magazine		IAY	1	42	5/30/12	5/30/12	USD	RU	USD	112233445	59.99			Renewal	1 Year
9	APPLE	US	com.magazine.mycompany.7days		My Magazine		IAY	2	14	5/30/12	5/30/12	CAD	CA	CAD	223344555	19.99			New	1 Year
10	APPLE	US	com.magazine.mycompany.7days		My Magazine		IAY	1	14	5/30/12	5/30/12	USD	BR	USD	223344555	19.99			New	1 Year

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Start Date	End Date	UPC	ISRC/ISBN	Vendor Identifier	Quantity	Partner Share	Partner Share	Sales or Return	Apple Identif	Artist/Show/	Title	Label/Studio Grid	Product Type	ISAN/Other I	Country Of S	Pre-order Fla	Promo Code	Customer Pri	Customer	Currency	
2	4/1/12	5/5/12			com.magazine.mycompany.7days	2	2.8	USD	5	123456789		My Magazine		IA1		BR				3.99	USD	
3	4/1/12	5/5/12			com.magazine.mycompany.1year	3	0.7	USD	5	112233445		Your Magazine		IA1		US				0.99	USD	
4	4/1/12	5/5/12			com.magazine.mycompany.6months	1	14	USD	5	223344556		My Magazine		IAY		PY				19.99	USD	

# Reading Your Reports

	A	B	C	D	E
1	Provider	Provider Country	SKU	Developer	Title
2	APPLE	US	com.magazine.mycompany.6months		My Magazine
3	APPLE	US	com.magazine.mycompany.6months		My Magazine
4	APPLE	US	com.magazine.mycompany.6months		My Magazine
5	APPLE	US	com.magazine.mycompany.6months		My Magazine
6	APPLE	US	com.magazine.mycompany.6months		My Magazine
7	APPLE	US	com.magazine.mycompany.1year		Your Magazine
8	APPLE	US	com.magazine.mycompany.1year		Your Magazine
9	APPLE	US	com.magazine.mycompany.7days		My Magazine
10	APPLE	US	com.magazine.mycompany.7days		My Magazine

C
SKU
com.magazine.mycompany.6months
com.magazine.mycompany.6months
com.magazine.mycompany.6months
com.magazine.mycompany.6months
com.magazine.mycompany.6months
com.magazine.mycompany.1year
com.magazine.mycompany.1year
com.magazine.mycompany.7days
com.magazine.mycompany.7days

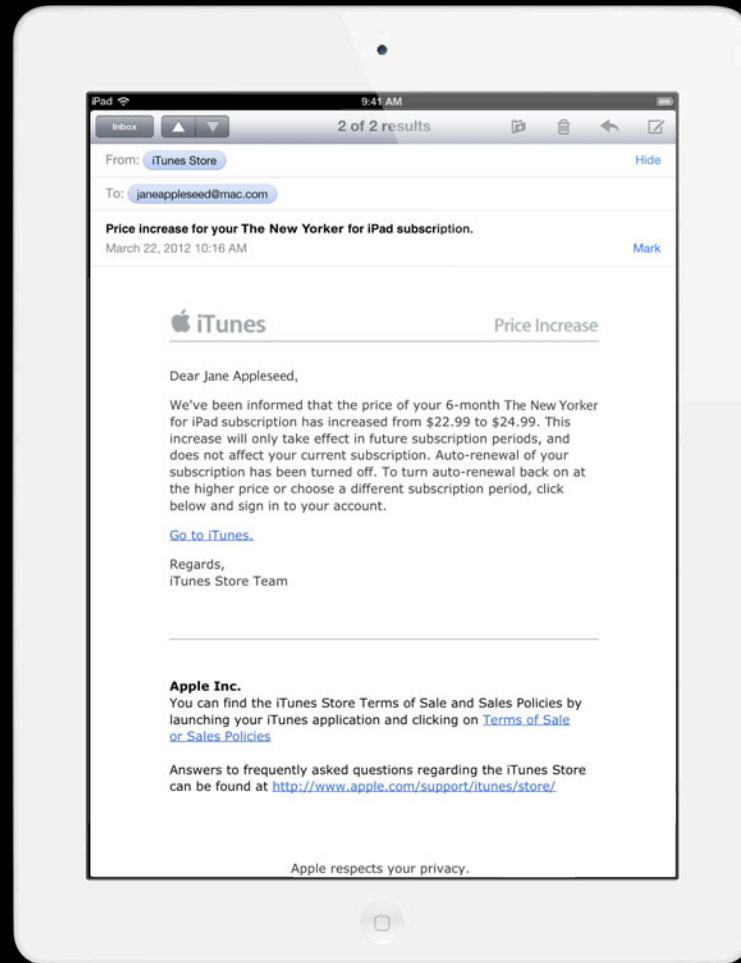
M	N	O	P	Q	R	S	T
Country Cod	Currency of I	Apple Identif	Customer Pri	Promo Code	Parent Identif	Subscription	Period
MX	MXN	123456789	120			New	6 Months
US	USD	123456789	-9.99			Renewal	6 Months
US	USD	123456789	9.99			Renewal	6 Months
GR	GRP	123456789	6.99			Renewal	6 Months
US	USD	123456789	9.99			New	6 Months
MX	MXN	112233445	240			New	1 Year
RU	USD	112233445	59.99			Renewal	1 Year
CA	CAD	22334455	19.99			New	1 Year
BR	USD	22334455	19.99			New	1 Year

	A	B	C	D	E	F	G
1	Start Date	End Date	UPC	ISRC/ISBN	Vendor Identifier	Quantity	Partner Sha
2	4/1/12	5/5/12			com.magazine.mycompany.7days	2	
3	4/1/12	5/5/12			com.magazine.mycompany.1year	3	
4	4/1/12	5/5/12			com.magazine.mycompany.6months	1	

E
Vendor Identifier
com.magazine.mycompany.7days
com.magazine.mycompany.1year
com.magazine.mycompany.6months

O	P	Q	R	S	T	U	V
Product Type	ISAN/Other I	Country Of S	Pre-order Fla	Promo Code	Customer Pri	Customer Currency	
IA1		BR			3.99	USD	
IA1		US			0.99	USD	
IAY		PY			19.99	USD	


# Pricing



Pad 9:41 AM  
Inbox 2 of 2 results

From: iTunes Store [Hide](#)  
To: janeappleseed@mac.com

**Price increase for your The New Yorker for iPad subscription.**  
March 22, 2012 10:16 AM [Mark](#)

 Price Increase

Dear Jane Appleseed,

We've been informed that the price of your 6-month The New Yorker for iPad subscription has increased from \$22.99 to \$24.99. This increase will only take effect in future subscription periods, and does not affect your current subscription. Auto-renewal of your subscription has been turned off. To turn auto-renewal back on at the higher price or choose a different subscription period, click below and sign in to your account.

[Go to iTunes.](#)

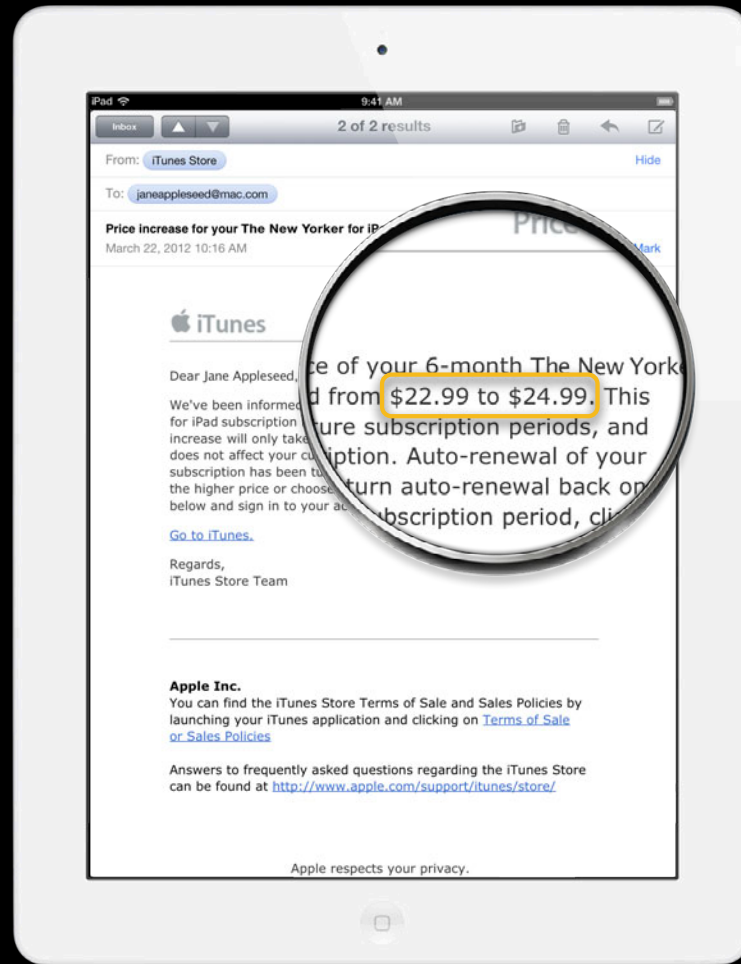
Regards,  
iTunes Store Team

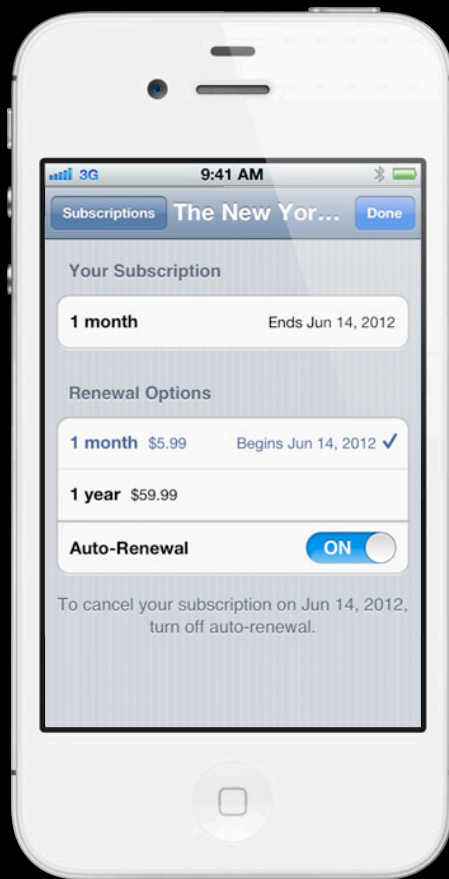
---

**Apple Inc.**  
You can find the iTunes Store Terms of Sale and Sales Policies by launching your iTunes application and clicking on [Terms of Sale](#) or [Sales Policies](#)

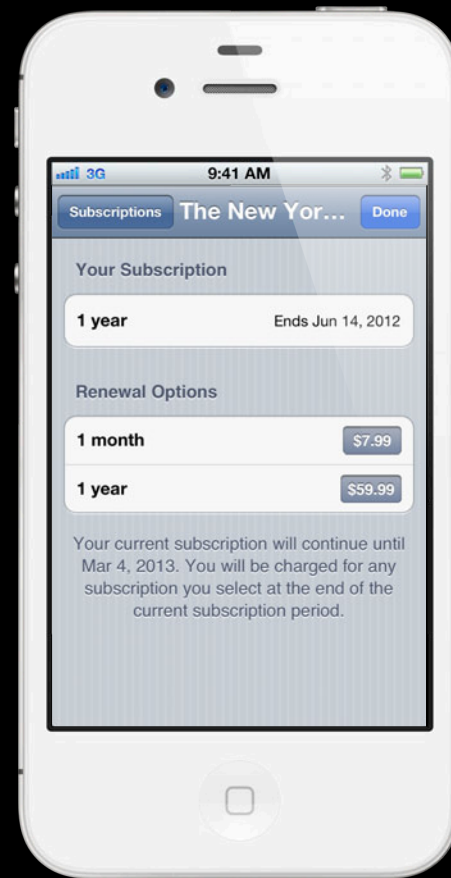
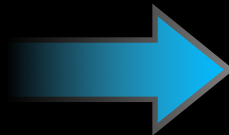
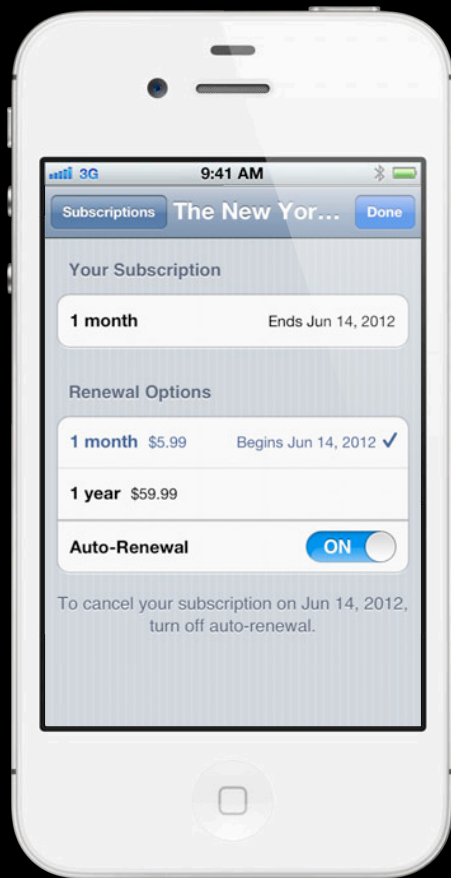
Answers to frequently asked questions regarding the iTunes Store can be found at <http://www.apple.com/support/itunes/store/>

Apple respects your privacy.









# Running a Sale

Edit Pricing and Availability

Cleared for Sale  Yes  No

**Price Schedule**

Price Tier	Price Effective Date	Price End Date
Tier 2	Existing	06/20/2012
Tier 1	06/20/2012	06/30/2012
Tier 2	06/30/2012	None

Price Tier  ?

[View Pricing Matrix](#)

Price Effective Date    ?

Price End Date    ?

**Availability**

**Cleared for Sale**

**What does Cleared  
for Sale do?**

### Edit Pricing and Availability

Reference Name:  ?

Cleared for Sale  Yes  No

#### Price Schedule

Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	None

Price Tier  ?

[View Pricing Matrix](#)

Price Effective Date    ?

Price End Date    ?

### Edit Pricing and Availability

Reference Name:  ?

Cleared for Sale  Yes  No

#### Price Schedule

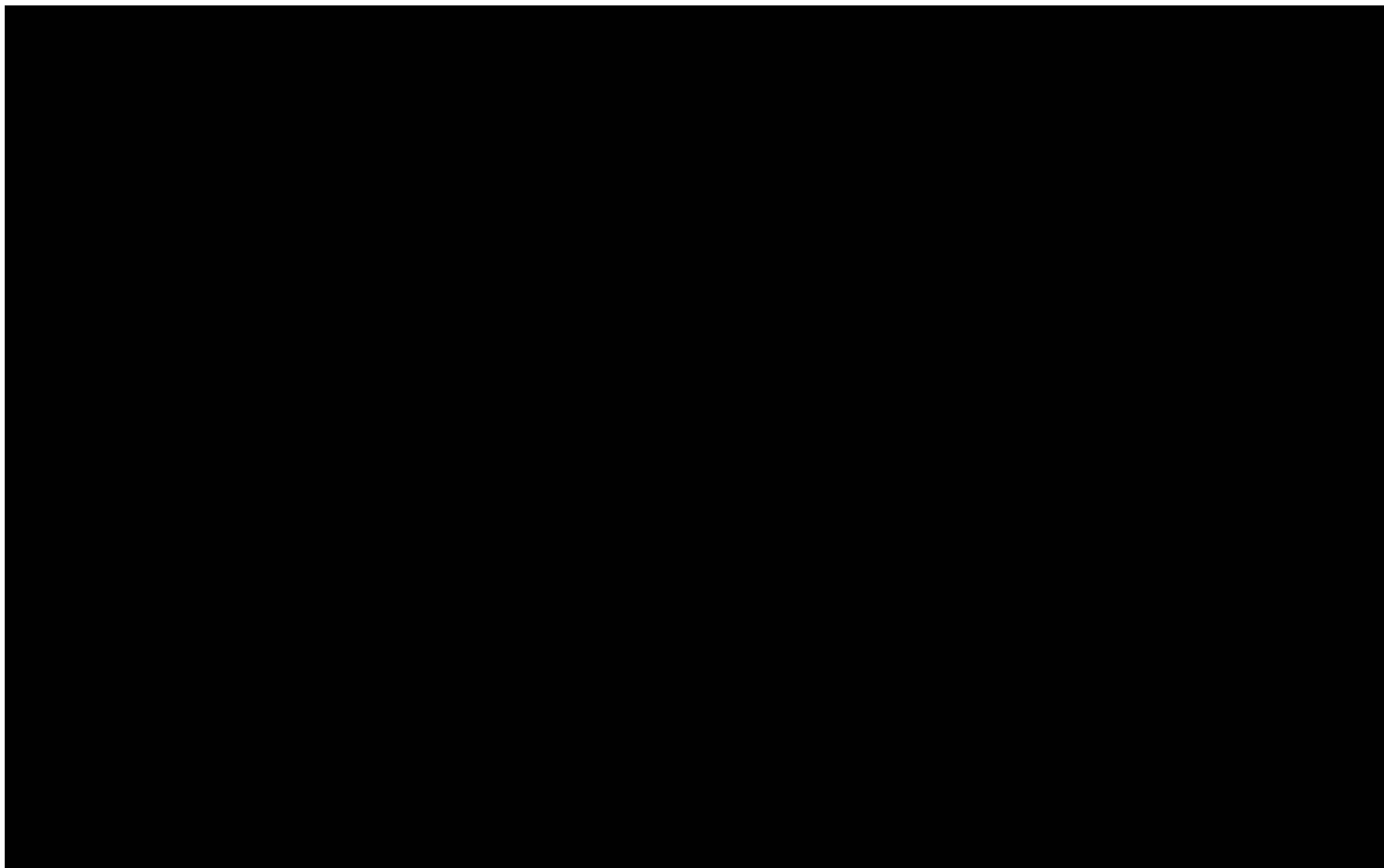
Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	None

Price Tier  ?

[View Pricing Matrix](#)

Price Effective Date    ?

Price End Date    ?





Cleared for Sale

Not Cleared for Sale

---

Cleared for Sale

Not Cleared for Sale

New Purchase



Cleared for Sale

Not Cleared for Sale

New Purchase



Deliver Content



Cleared for Sale

Not Cleared for Sale

New Purchase



Deliver Content











Restore



## Cleared for Sale

## Not Cleared for Sale

New Purchase		
Deliver Content		
Restore		
Auto-renew	 *	

\*If user is opted-in via Manage Subscriptions settings

# Discontinuing a Subscription

## The New Yorker Magazine – In-App Purchases

### In-App Purchase Summary [Edit](#)

Reference Name: **Subscription**

Type: **Auto-Renewable Subscription**

#### Subscription Durations and Pricing

The subscription duration details for this family, including the current price tier(s), are shown below. To view other pricing details, such as the complete price tier schedule, click on a duration in the table. When adding a new duration, note that it can only be used once per family.

[Add Duration](#)

Duration	Product ID	Price Tier	Status	
1 Month	com.condenet.newyorker.sub.1mo	Tier 6	Approved	<a href="#">Delete</a>
3 Months	com.condenet.newyorker.sub.3mo	Tier 12	Developer Removed from Sale	<a href="#">Delete</a>
6 Months	com.condenet.newyorker.sub.6mo	Tier 20	Developer Removed from Sale	<a href="#">Delete</a>
1 Year	com.condenet.newyorker.sub.1year	Tier 52	Approved	<a href="#">Delete</a>

## The New Yorker Magazine – In-App Purchases

### In-App Purchase Summary [Edit](#)

Reference Name: **Subscription**

Type: **Auto-Renewable Subscription**

#### Subscription Durations and Pricing

The subscription duration details for this family, including the current price tier(s), are shown below. To view other pricing details, such as the complete price tier schedule, click on a duration in the table. When adding a new duration, note that it can only be used once per family.

[Add Duration](#)

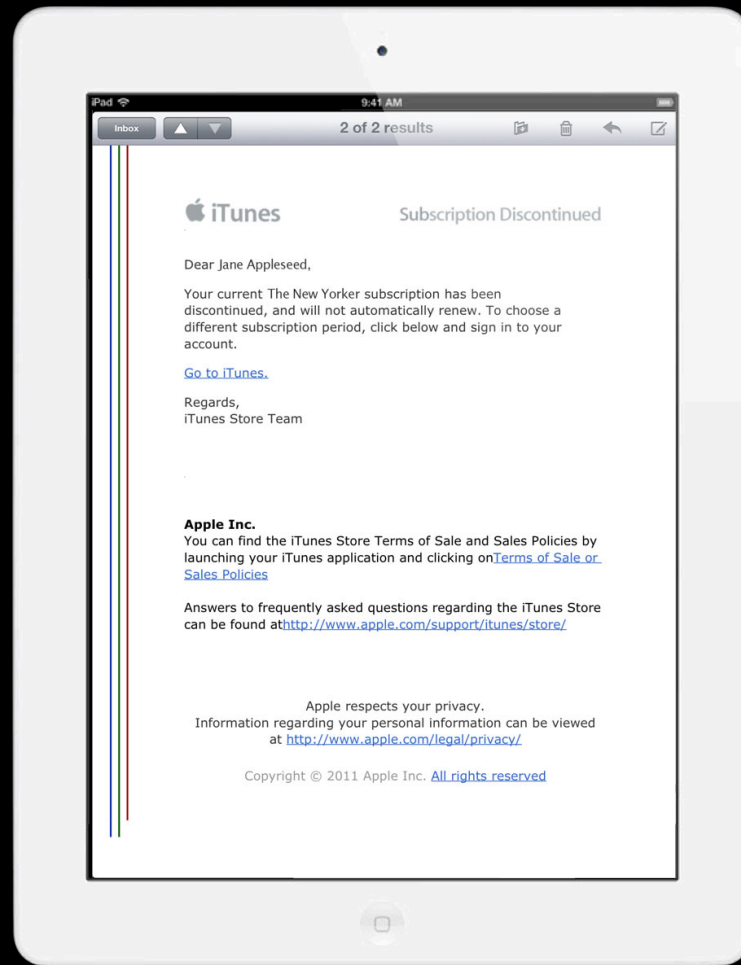
Duration	Product ID	Price Tier	Status	
1 Month	com.condenet.newyorker.sub.1mo	Tier 6		<a href="#">Delete</a>
3 Months	com.condenet.newyorker.sub.3mo	Tier 12		<a href="#">Delete</a>
6 Months	com.condenet.newyorker.sub.6mo	Tier 20		<a href="#">Delete</a>
1 Year	com.condenet.newyorker.sub.1year	Tier 52		<a href="#">Delete</a>

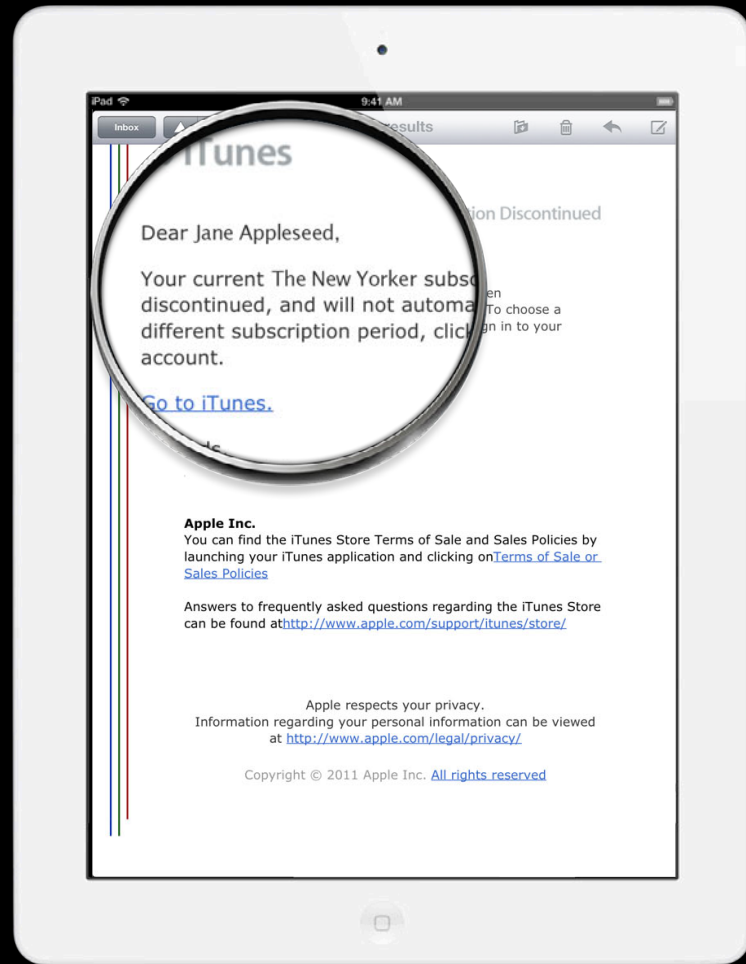
Delete this Duration?

[Cancel](#)

[Delete](#)







Pad 9:41 AM  
Inbox results

**iTunes**

Subscription Discontinued

Dear Jane Appleseed,

Your current The New Yorker subscription discontinued, and will not automatically renew. To choose a different subscription period, click here to go to your account.

[Go to iTunes.](#)

**Apple Inc.**  
You can find the iTunes Store Terms of Sale and Sales Policies by launching your iTunes application and clicking on [Terms of Sale or Sales Policies](#)

Answers to frequently asked questions regarding the iTunes Store can be found at <http://www.apple.com/support/itunes/store/>

Apple respects your privacy.  
Information regarding your personal information can be viewed at <http://www.apple.com/legal/privacy/>

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# Best Practices

**Your Customers**

Long-Term

**Think Global**

# More Information

## Paul Marcos

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

## Documentation

In-App Purchase Programming Guide  
<https://developer.apple.com/library/ios>

## iTunes Connect Developer Guide

[https://itunesconnect.apple.com/docs/iTunesConnect\\_DeveloperGuide.pdf](https://itunesconnect.apple.com/docs/iTunesConnect_DeveloperGuide.pdf)

## Links

Getting Started With In-App Purchase  
<https://developer.apple.com/appstore/in-app-purchase>

## Developer Forums

<https://developer.apple.com/devforums/>

# Related Sessions

Selling Products with Store Kit

Presidio  
Wednesday 2:00PM

Building Great Newsstand Apps

Nob Hill  
Thursday 2:00PM

What's New in iTunes Connect for App Developers

Nob Hill  
Thursday 9:00AM



# Labs

App Store Lab

Level 3 Labs  
Ongoing

In-App Purchase Lab

App Services Lab B  
Thursday 4:30PM

Newsstand Lab

App Services Lab A  
Friday 9:00AM

 **WWDC2012**