

What's New in iTunes Connect

Session 306

Dave Van Tassell

Engineering Manager - iTunes Store, iTunes Connect

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

What's New in iTunes Connect

We're listening

What's New in iTunes Connect

We're listening

- Score and Leaderboard Management

What's New in iTunes Connect

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- Score and Leaderboard Management
- App Transfer

What's New in iTunes Connect

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- Score and Leaderboard Management
- App Transfer
- Enhanced Command Line Automation

What's New in iTunes Connect

We're listening

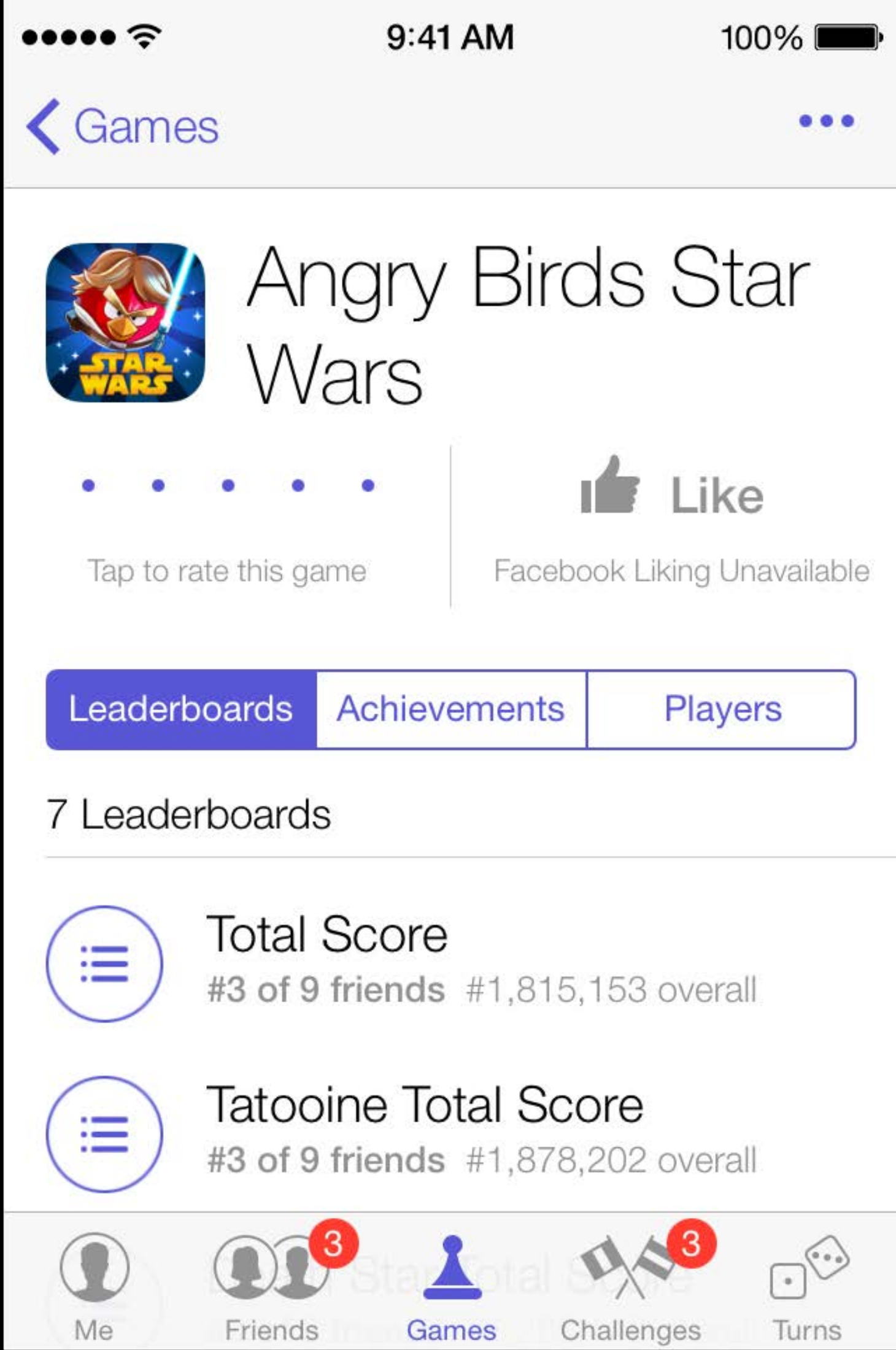
- Score and Leaderboard Management
- App Transfer
- Enhanced Command Line Automation
- App Review Do's and Don'ts

Game Center

Score management

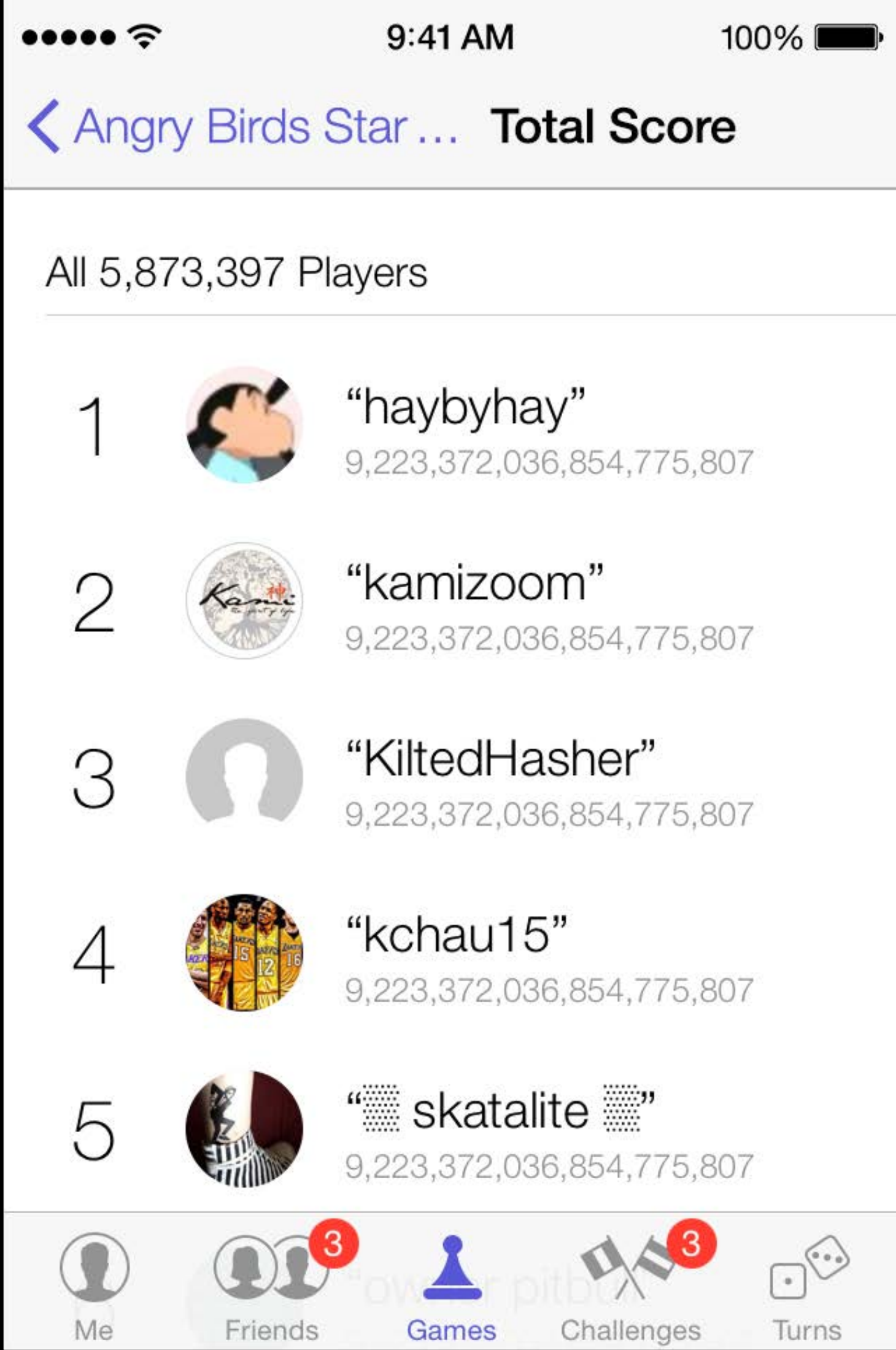
Game Center

High scores



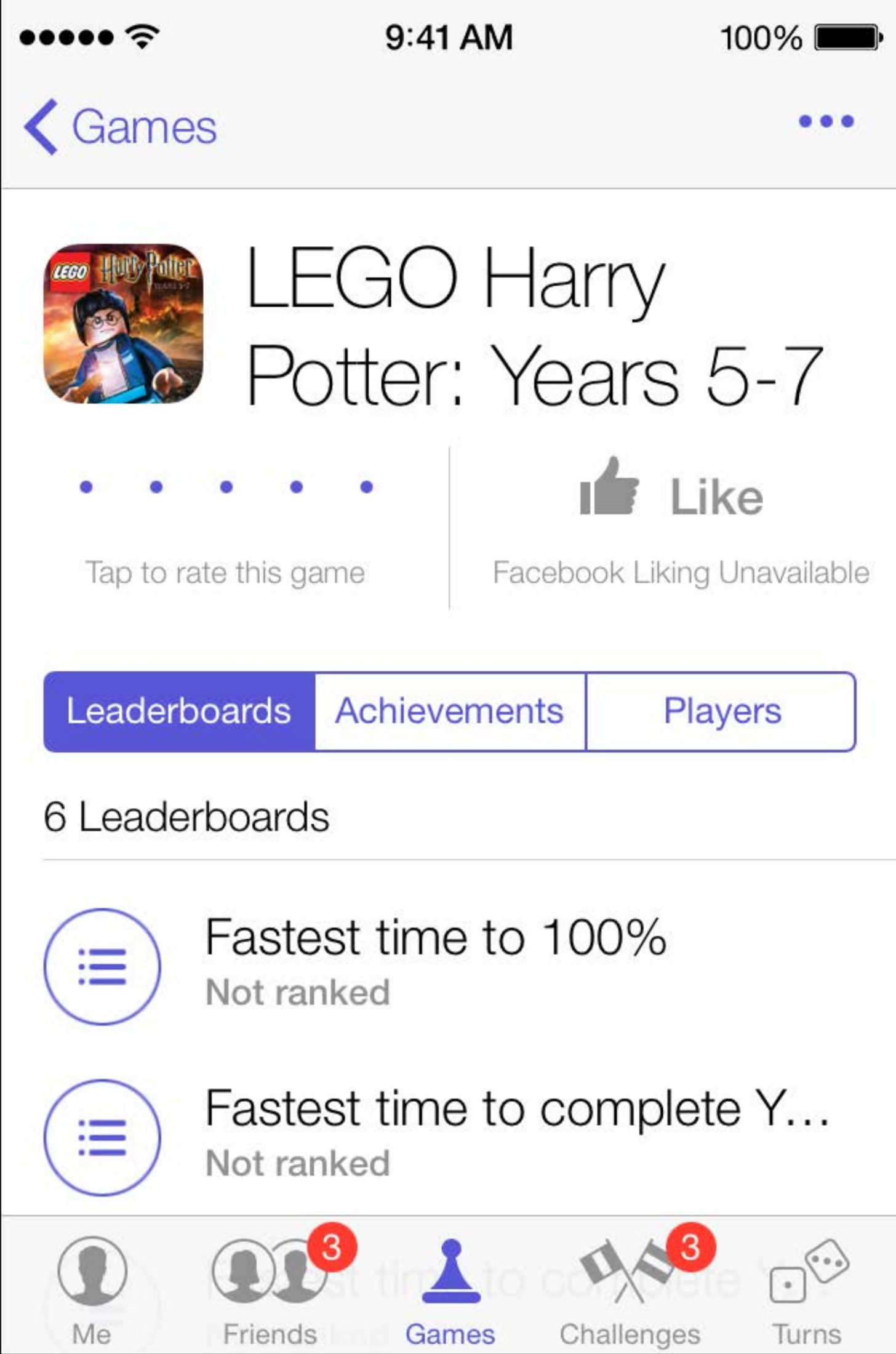
Game Center

High scores



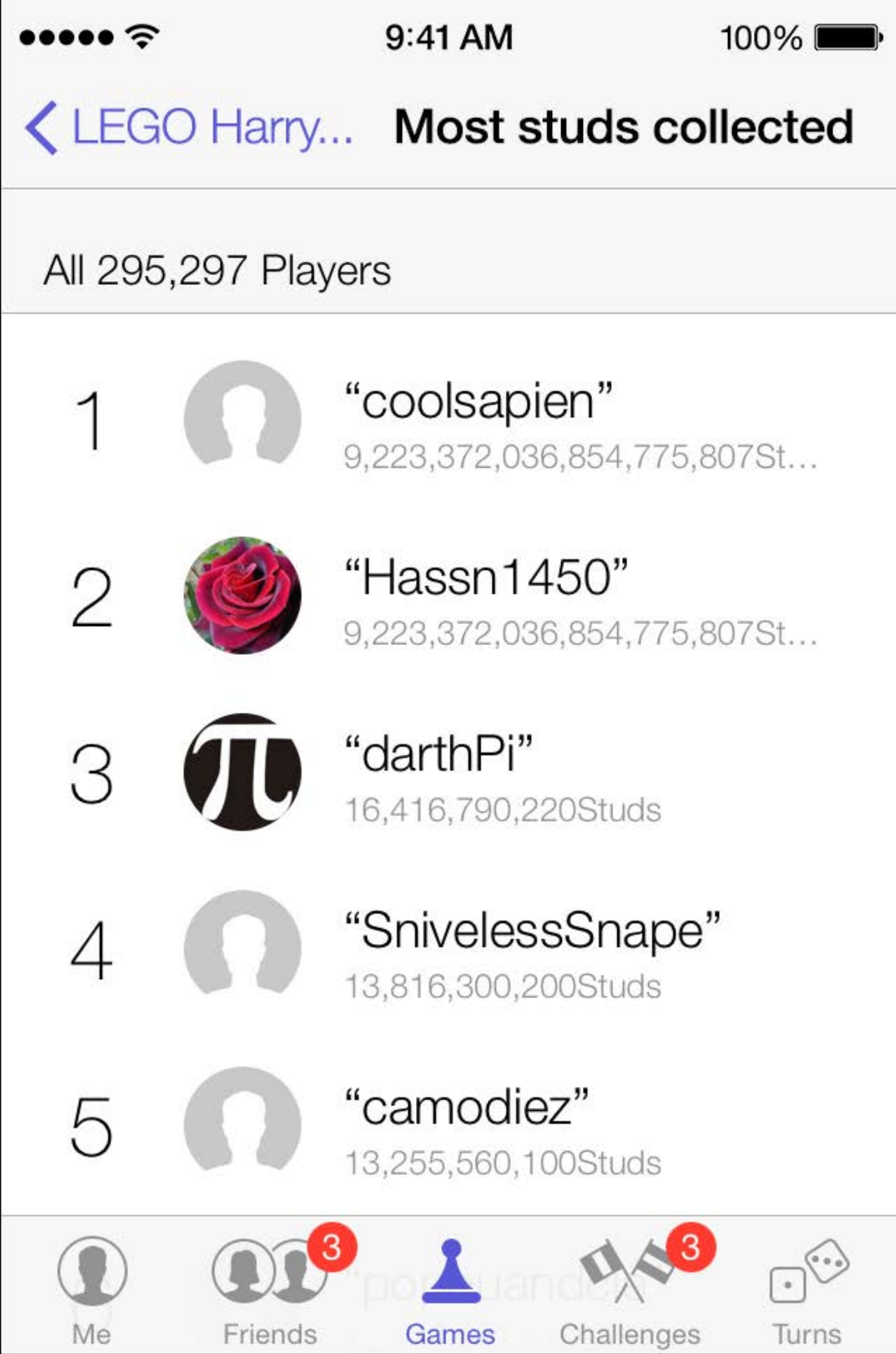
Game Center

High scores



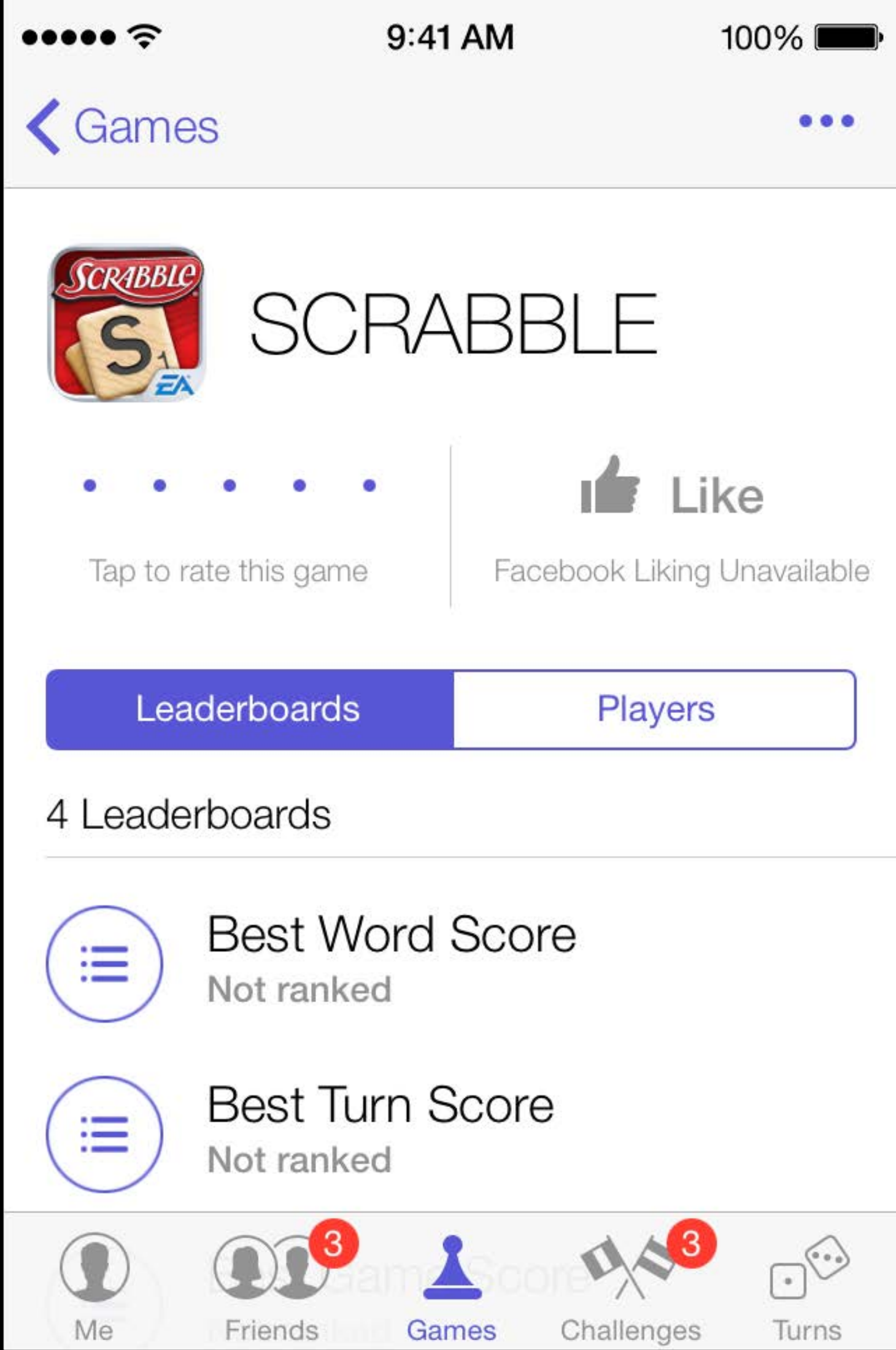
Game Center

High scores



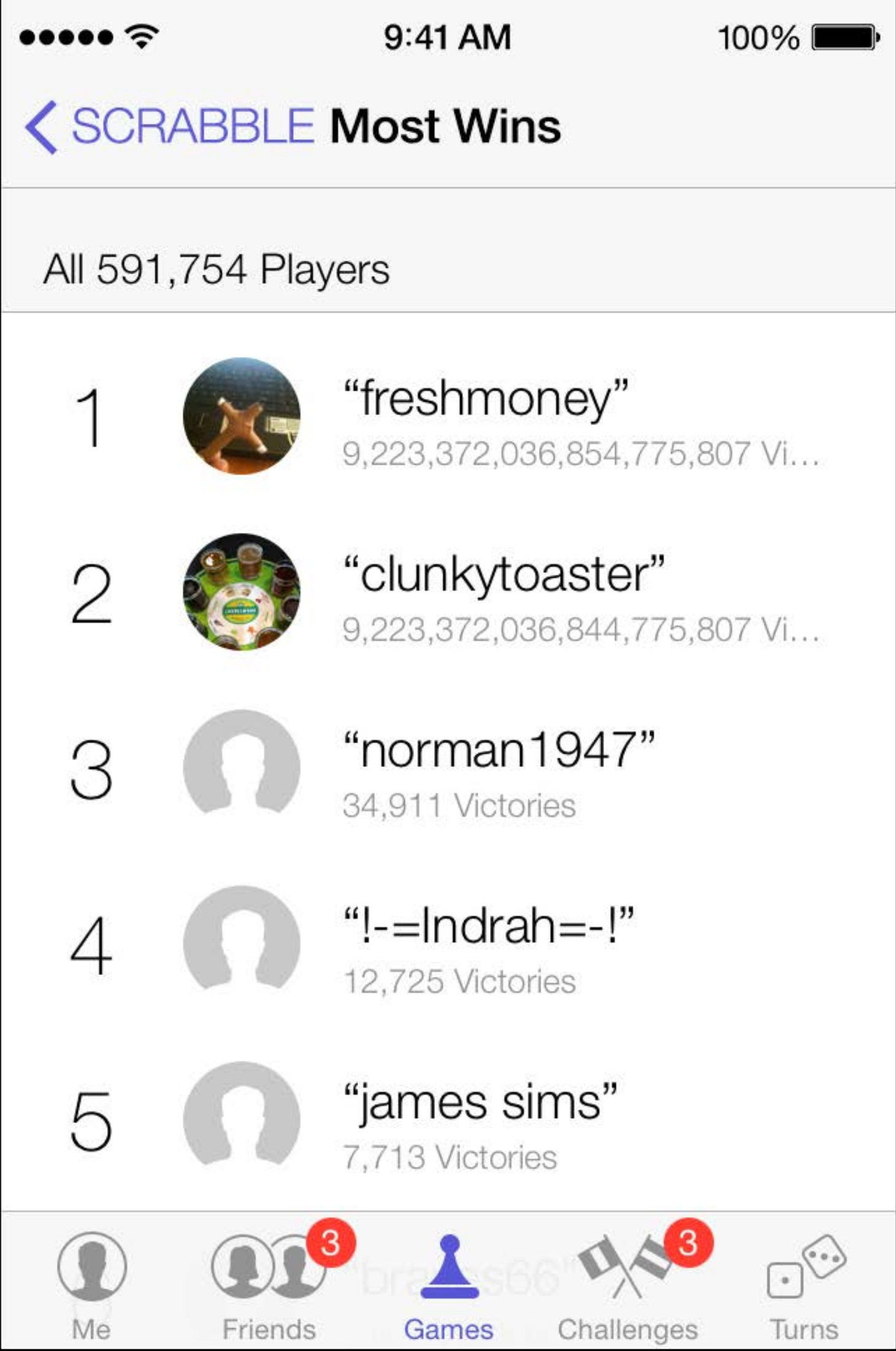
Game Center

High scores



Game Center

High scores



Game Center

High scores

What do all these scores have in common?

9,223,372,036,854,775,807

9 quintillion, 223 quadrillion, 372 trillion, 36 billion, 854 million, 775 thousand, 807

Game Center—Score Management

High scores

Game Center—Score Management

Un-earned scores

Game Center—Score Management

Un-earned scores

- Prevention

Game Center—Score Management

Un-earned scores

- Prevention
 - Score range in iTunes Connect

Game Center—Score Management

Un-earned scores

- Prevention
 - Score range in iTunes Connect
 - Score signing

Game Center—Score Management

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- Prevention
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 - Game Center sessions

Game Center—Score Management

Un-earned scores

- Prevention
 - Score range in iTunes Connect
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- Fix existing scores

Game Center—Score Management

Un-earned scores

- Prevention
 - Score range in iTunes Connect
 - Score signing
 - Game Center sessions
- Fix existing scores
 - Leaderboard score management

Game Center—Score Management

What is it?

Game Center—Score Management

What is it?

- Lookup top 100 scores per leaderboard

Game Center—Score Management

What is it?

- Lookup top 100 scores per leaderboard
- Delete an invalid score

Game Center—Score Management

What is it?

- Lookup top 100 scores per leaderboard
- Delete an invalid score
- Block a user and all their invalid scores

Game Center—Score Management

Deleting a score

Game Center—Score Management

Deleting a score

- Removes score from leaderboard

Game Center—Score Management

Deleting a score

- Removes score from leaderboard
- User may re-play and 'earn' a real score

Game Center—Score Management

Deleting a score

- Removes score from leaderboard
- User may re-play and 'earn' a real score
- No other leaderboards affected

Game Center—Score Management

Blocking a user

Game Center—Score Management

Blocking a user

- Removes score from all leaderboards on your app

Game Center—Score Management

Blocking a user

- Removes score from all leaderboards on your app
- User is blocked from posting new scores for all leaderboards on your app

Game Center—Score Management

Blocking a user

- Removes score from all leaderboards on your app
- User is blocked from posting new scores for all leaderboards on your app
- Grouped apps
 - Scores removed from all leaderboards in the group
 - User is blocked from posting new scores for all leaderboards in the group

Game Center—Score Management

Leaderboard score management

Game Center—Score Management

Leaderboard score management

- Delete un-earned scores

Game Center—Score Management

Leaderboard score management

- Delete un-earned scores
- Block cheaters

Game Center—Score Management

Leaderboard score management

- Delete un-earned scores
- Block cheaters
- Great customer service

Game Center—Score Management

Leaderboard score management

- Delete un-earned scores
- Block cheaters
- Great customer service
- Available later this year

Game Center—Score Management

Leaderboard score management

Game Center—Score Management

Leaderboard score management

**With great power
comes great responsibility.**

Game Center

Leaderboard management

Game Center—Leaderboard Sets

Overview

Game Center—Leaderboard Sets

Overview

- Collects similar leaderboards together
 - Common name
 - Shared icon
 - Better leaderboard navigation

Game Center—Leaderboard Sets

Overview

- Collects similar leaderboards together
 - Common name
 - Shared icon
 - Better leaderboard navigation
- Display name localization
 - Customized leaderboard names per set

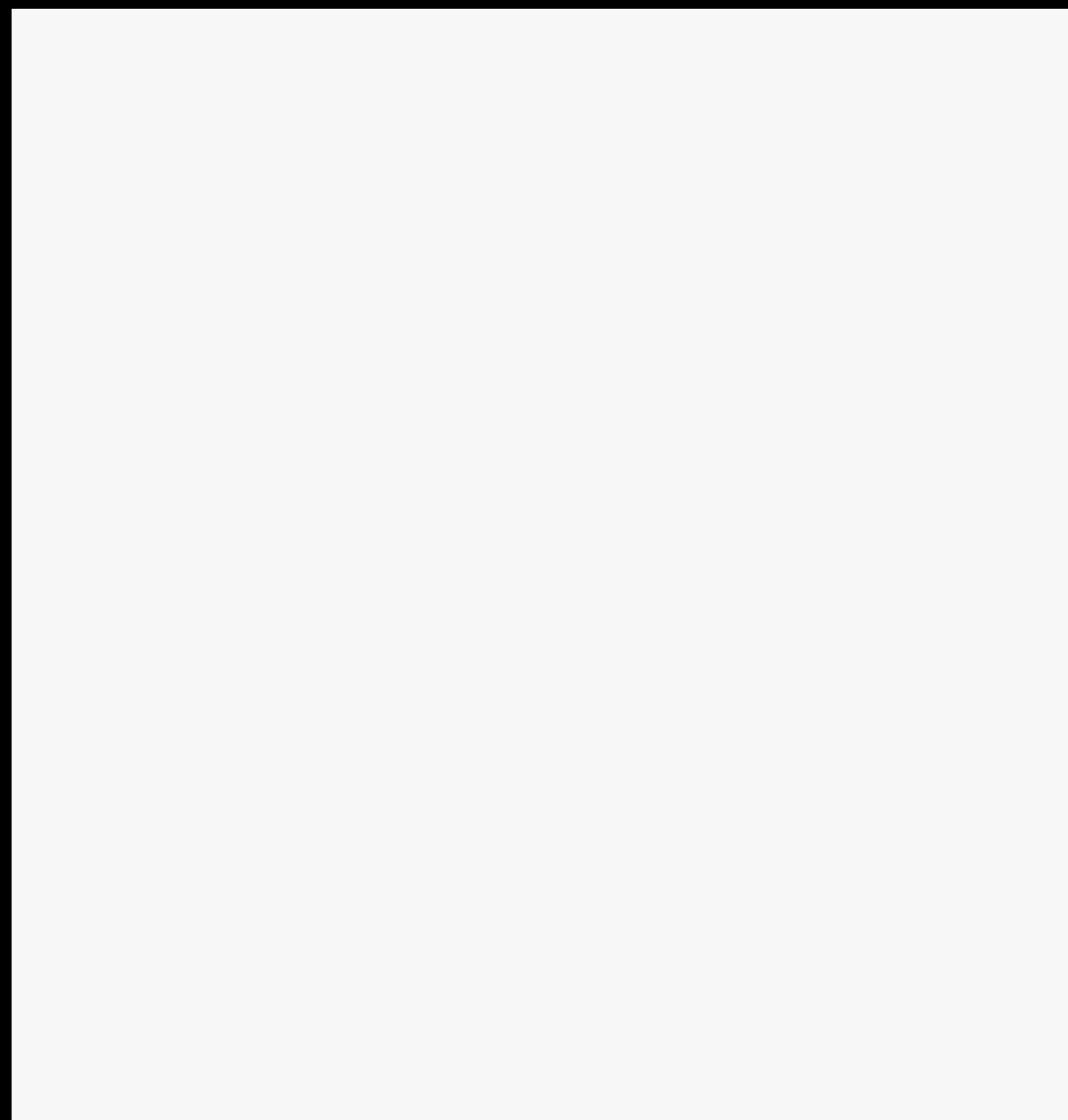
Game Center—Leaderboard Sets

Overview

- Collects similar leaderboards together
 - Common name
 - Shared icon
 - Better leaderboard navigation
- Display name localization
 - Customized leaderboard names per set
- More possible leaderboards
 - 500 leaderboards per app

Game Center—Leaderboard Sets

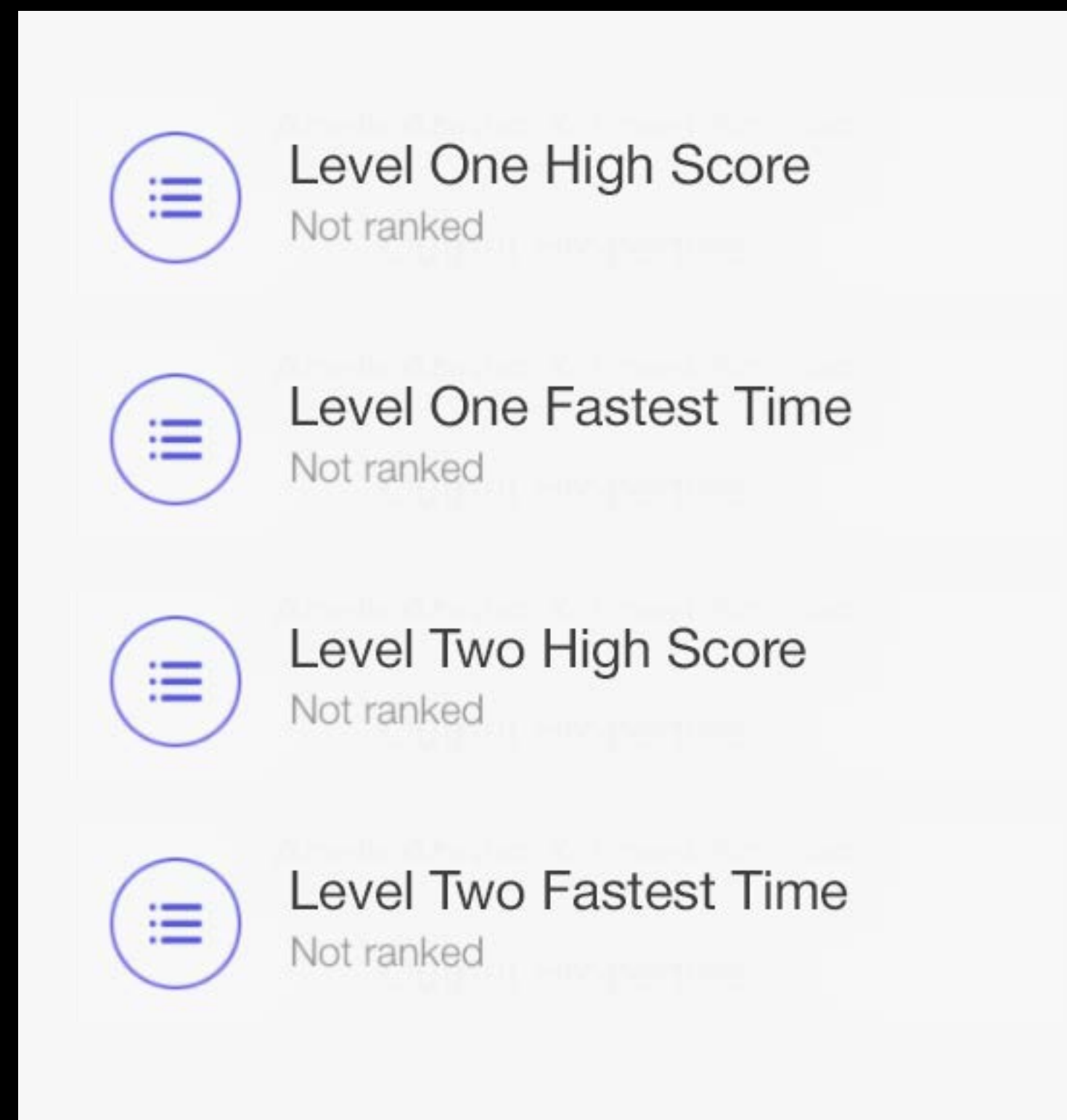
Leaderboards today



Touch Fighter II

Game Center—Leaderboard Sets

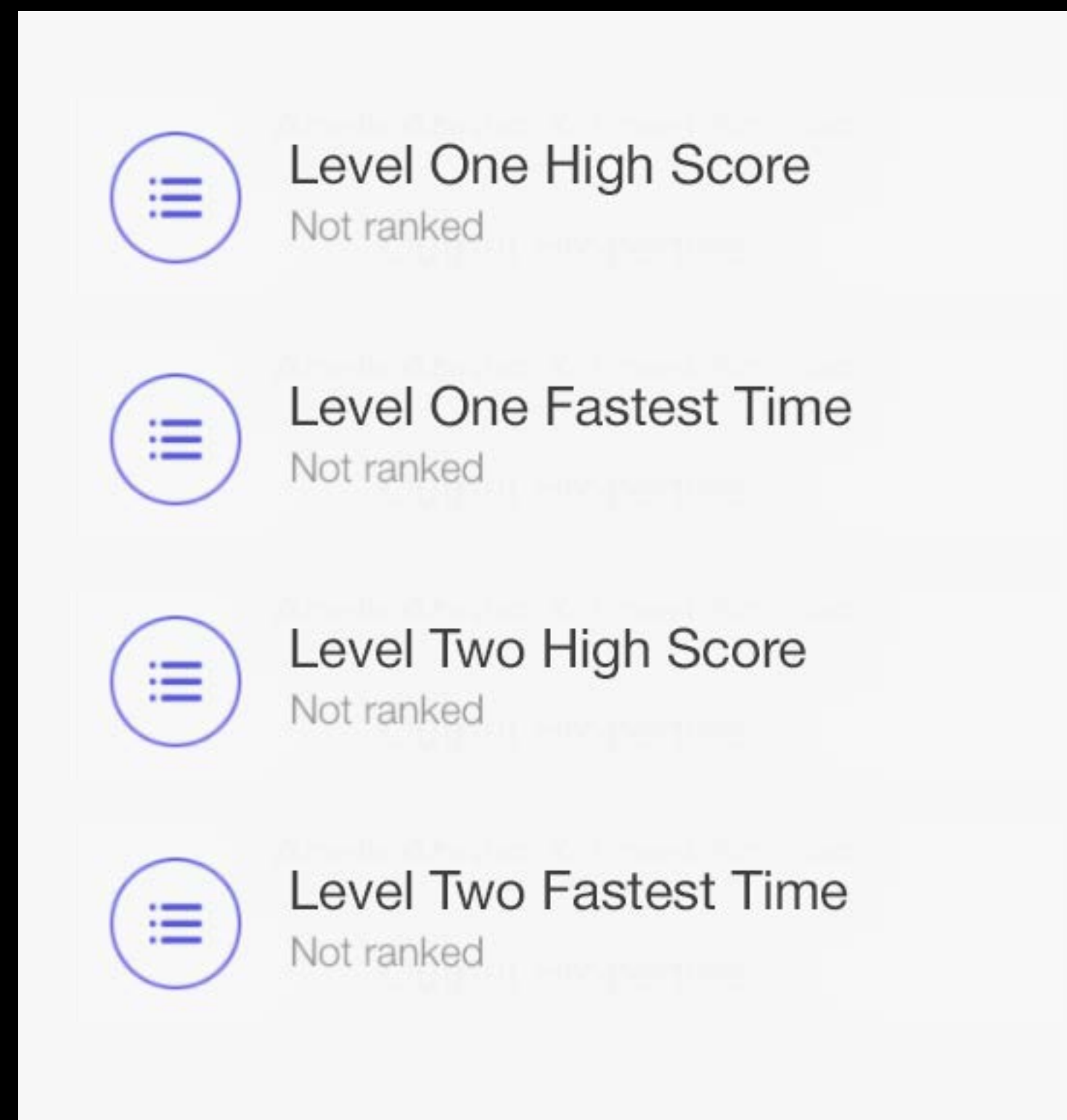
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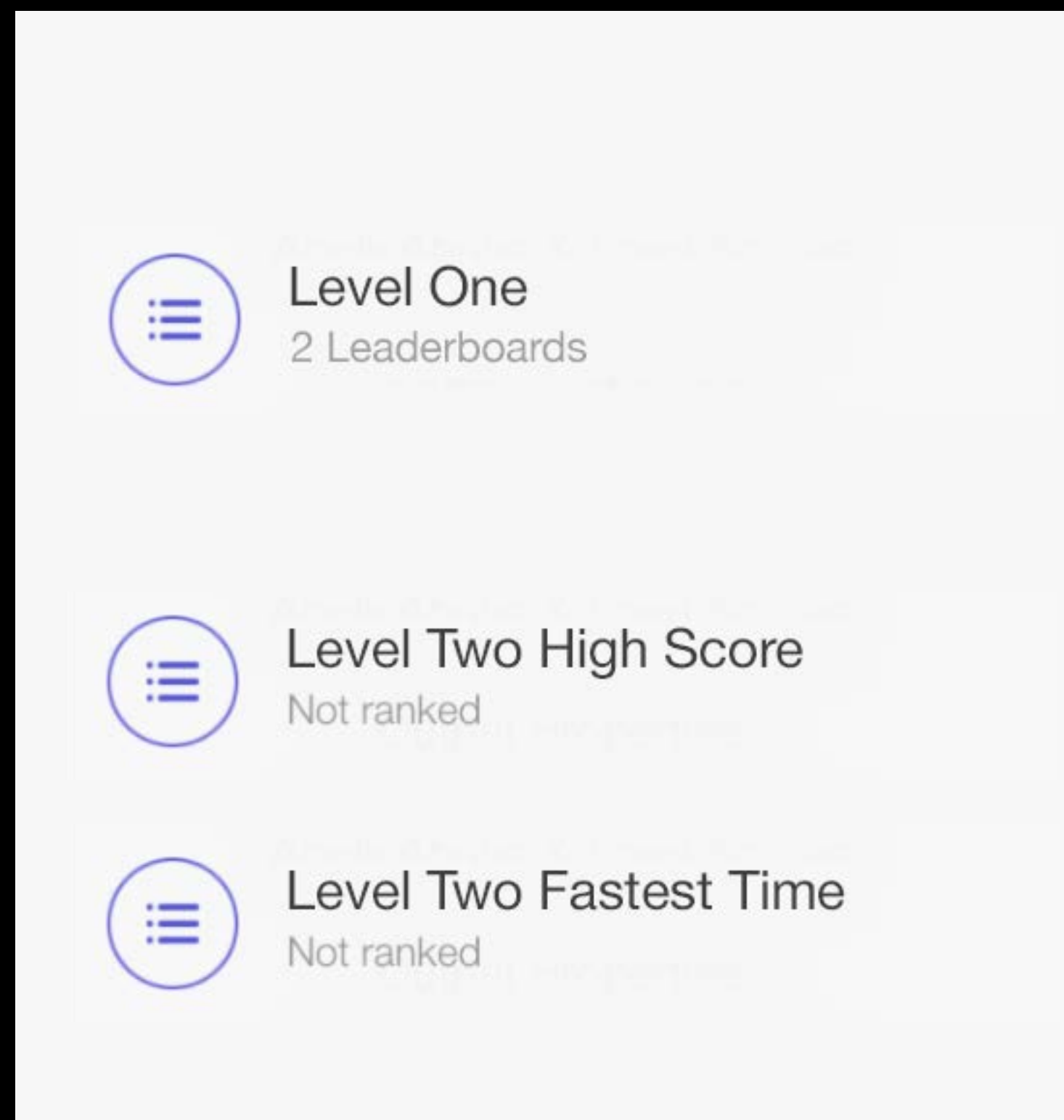
Leaderboards with sets



Touch Fighter II

Game Center—Leaderboard Sets

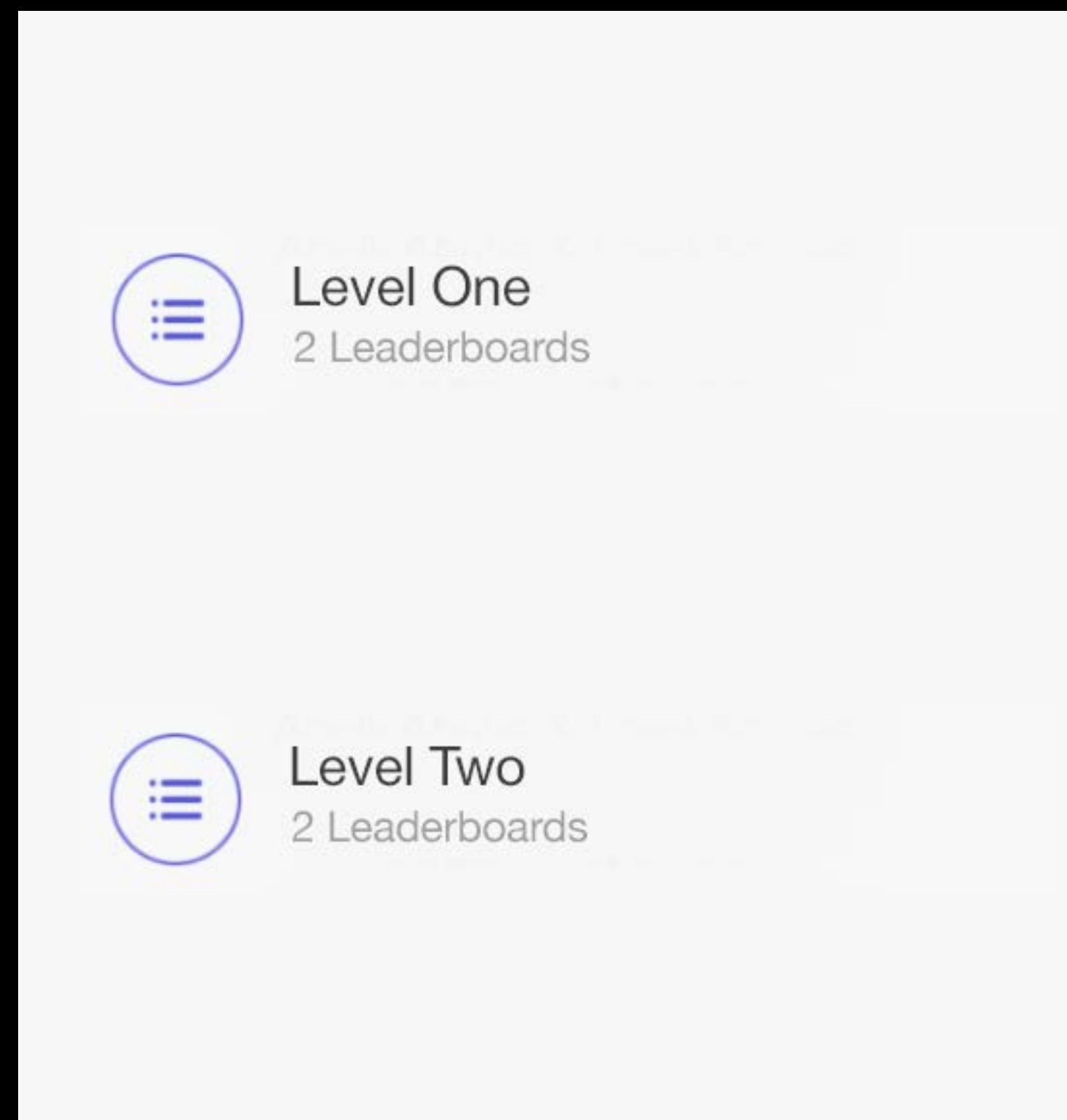
Leaderboards with sets



Touch Fighter II

Game Center—Leaderboard Sets

Leaderboards with sets



Touch Fighter II

Game Center—Leaderboard Sets

Display name localization

Game Center—Leaderboard Sets

Display name localization

Level 1 High Score

Level 1 Fastest Time

Level 2 High Score

Level 2 Fastest Time

Game Center—Leaderboard Sets

Display name localization

	Level One Set
Level 1 High Score	High Score
Level 1 Fastest Time	Fastest Time
Level 2 High Score	n/a
Level 2 Fastest Time	n/a

Game Center—Leaderboard Sets

Display name localization

	Level One Set	Level Two Set
Level 1 High Score	High Score	n/a
Level 1 Fastest Time	Fastest Time	n/a
Level 2 High Score	n/a	High Score
Level 2 Fastest Time	n/a	Fastest Time

Game Center—Leaderboard Sets

Display name localization

	Level One Set	Level Two Set	High Score Set
Level 1 High Score	High Score	n/a	Level One
Level 1 Fastest Time	Fastest Time	n/a	n/a
Level 2 High Score	n/a	High Score	Level Two
Level 2 Fastest Time	n/a	Fastest Time	n/a

Game Center—Leaderboard Sets

Features and rules



Game Center—Leaderboard Sets

Features and rules

- Increased limit of 500 leaderboards per game



Game Center—Leaderboard Sets

Features and rules

- Increased limit of 500 leaderboards per game
- Leaderboards can be in more than one set at a time



Game Center—Leaderboard Sets

Features and rules



- Increased limit of 500 leaderboards per game
- Leaderboards can be in more than one set at a time
- Using leaderboard sets requires all leaderboards to be in a set

Game Center—Leaderboard Sets

Features and rules



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- Available for both grouped and non-grouped games

Game Center—Leaderboard Sets

Features and rules



- Increased limit of 500 leaderboards per game
- Leaderboards can be in more than one set at a time
- Using leaderboard sets requires all leaderboards to be in a set
- Available for both grouped and non-grouped games
- Add localization in iTunes Connect

Game Center—Leaderboard Sets

Features and rules



- Increased limit of 500 leaderboards per game
- Leaderboards can be in more than one set at a time
- Using leaderboard sets requires all leaderboards to be in a set
- Available for both grouped and non-grouped games
- Add localization in iTunes Connect
- Available in sandbox mode now

Demo

Daniel Miao

Software Engineer - iTunes Store, iTunes Connect


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- App Transfer
- Enhanced Command Line Automation
- App Review Do's and Don'ts

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App Transfer

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App Transfer

Rights and Pricing

Manage In-App Purchases

Manage Game Center

Set Up iAd Network

App Transfer

Rights and Pricing

Manage In-App Purchases

Manage Game Center

Set Up iAd Network

App Transfer

Rights and Pricing

Transfer App

Manage In-App Purchases

Manage Game Center

Set Up iAd Network

App Transfer

Overview

App Transfer

Overview

- Changes ownership from one developer to another

App Transfer

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- Changes ownership from one developer to another
- Transparent for your user, customer reviews and ratings live on

App Transfer

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- Changes ownership from one developer to another
- Transparent for your user, customer reviews and ratings live on
- Minimal changes in the App Store
 - Developer name
 - Support, marketing and privacy policy URLs

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 - Developer name
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- Game Center
 - Removes cross-app compatibility
 - Un-grouped from existing group

App Transfer

Overview

- Changes ownership from one developer to another
- Transparent for your user, customer reviews and ratings live on
- Minimal changes in the App Store
 - Developer name
 - Support, marketing and privacy policy URLs
- Game Center
 - Removes cross-app compatibility
 - Un-grouped from existing group
- App ID
 - Bundle ID search string preceded by the Team ID transfers with app

App Transfer

Flow

Current
Owner



App Transfer Flow

Current
Owner



Log into
iTunes Connect

App Transfer Flow

Current
Owner



Log into
iTunes Connect



Enter new owner
information

App Transfer Flow

Current
Owner



Log into
iTunes Connect



Enter new owner
information



Sign
contract

App Transfer Flow

Current
Owner



Log into
iTunes Connect



Enter new owner
information



Sign
contract



Pending App
Transfer

New
Owner



Receives email

App Transfer Flow

**Current
Owner**



Log into
iTunes Connect



Enter new owner
information



Sign
contract



Pending App
Transfer

**New
Owner**



Receives email



Log into
iTunes Connect

App Transfer Flow

**Current
Owner**



Log into
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Enter new owner
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Sign
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Pending App
Transfer

**New
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Receives email



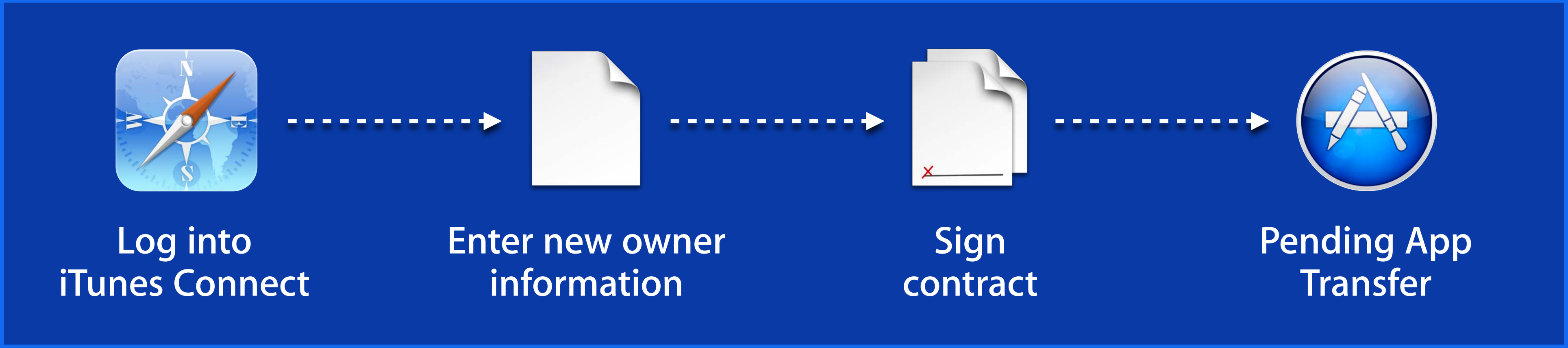
Log into
iTunes Connect



Enter required
metadata

App Transfer Flow

Current Owner

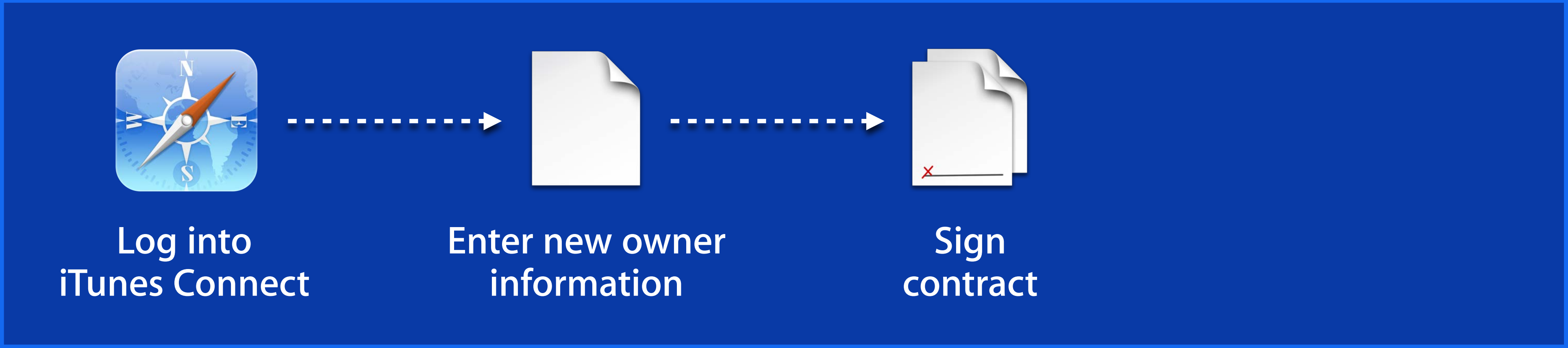


New Owner



App Transfer Flow

Current
Owner



New
Owner



App Transfer

Rules

Current Owner

App Transfer

Rules

Current Owner

- Contracts
 - Up to date on your contracts

App Transfer

Rules

Current Owner

- Contracts
 - Up to date on your contracts
- One approved app version
 - No pending app review

App Transfer

Rules

Current Owner

- Contracts
 - Up to date on your contracts
- One approved app version
 - No pending app review
- In-app purchases
 - No pending in-app purchases reviews

App Transfer

Current owner checklist

Current Owner

App Transfer

Current owner checklist

Current Owner

- New owner information
 - Apple ID of the recipient's team agent
 - Recipient's Team ID—unique id from Member Center

App Transfer

Current Owner

Current owner checklist

- New owner information
 - Apple ID of the recipient's team agent
 - Recipient's Team ID—unique id from Member Center
- App history
 - Your app will not be available for you in iTunes Connect after transfer

App Transfer

Current Owner

Current owner checklist

- New owner information
 - Apple ID of the recipient's team agent
 - Recipient's Team ID—unique id from Member Center
- App history
 - Your app will not be available for you in iTunes Connect after transfer
- Source code and binary
 - Make arrangements to transfer separately from iTunes Connect

App Transfer

App Transfer has begun

Current Owner

App Transfer

App Transfer has begun

- App is now under metadata lockdown
 - App pricing is editable
 - In-app purchase pricing is editable
 - Everything else is locked

Current Owner

App Transfer

Current Owner

App Transfer has begun

- App is now under metadata lockdown
 - App pricing is editable
 - In-app purchase pricing is editable
 - Everything else is locked
- 60 days to complete transfer
 - Either developer may cancel pending transfer

App Transfer

New owner checklist

New Owner

App Transfer

New owner checklist

- New app metadata
 - Updates for the App Store

New Owner

App Transfer

New owner checklist

- New app metadata
 - Updates for the App Store
- App review information
 - New contact information for your app

New Owner

App Transfer

New owner checklist

- New app metadata
 - Updates for the App Store
- App review information
 - New contact information for your app
- Export compliance documentation (if required)

New Owner

App Transfer

Processing App Transfer

App Transfer

Processing App Transfer

- App Transfer has begun

App Transfer

Processing App Transfer

- App Transfer has begun
- Pricing is locked

App Transfer

Processing App Transfer

- App Transfer has begun
- Pricing is locked
- Cannot be cancelled

App Transfer

Processing App Transfer

- App Transfer has begun
- Pricing is locked
- Cannot be cancelled
- App moves from current owner to new owner

App Transfer

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- App Transfer has begun
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New Owner

App Transfer

After transfer, next steps

New Owner

App Transfer

New Owner

After transfer, next steps

- Apple Push Notification service
 - Need to provision your newly transferred App ID for APNs

App Transfer

New Owner

After transfer, next steps


- Apple Push Notification service
 - Need to provision your newly transferred App ID for APNs
- Keychain storage
 - Discuss with previous owner how keychain storage was used
 - Your next version update you won't be able to access that data



App Transfer is Available Today!



What's New in iTunes Connect

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- Score and Leaderboard Management 
- App Transfer
- Enhanced Command Line Automation
- App Review Do's and Don'ts

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Command Line Automation with Transporter

Nik Uglov

Engineering Manager - iTunes Store, Content Import

Command Line Automation with Transporter

- Transporter
- App metadata XML feed
 - Version-level localization
 - Rights and pricing
 - In-app purchases
 - Game Center
- Catalog reports

Manual Entry in iTunes Connect

- Individual fields to fill in
 - Seven fields
- Multiple screenshots to upload
 - Up to 5 per supported device
- Multiple localizations
 - Up to 28 languages
- Multiple apps to maintain

The screenshot shows the 'Edit English' form for an app named 'TouchFighter II'. The form contains the following fields:

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

Below the text fields are sections for screenshots:

- 3.5-Inch Retina Display Screenshots:** One screenshot is shown with a 'Choose File' button.
- 4-Inch Retina Display Screenshots:** A 'Choose File' button is present.
- iPad Screenshots:** A 'Choose File' button is present.

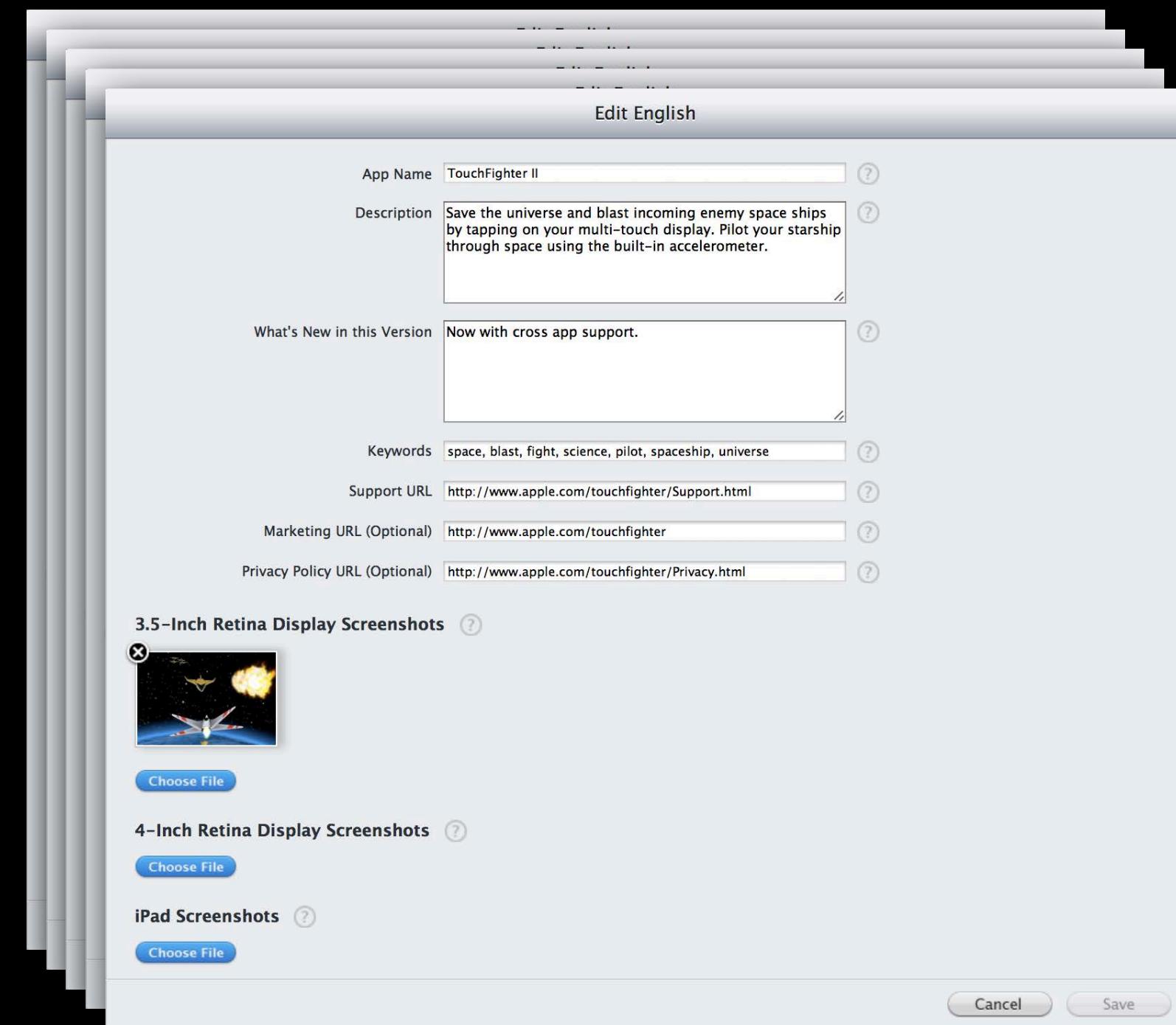
At the bottom right, there are 'Cancel' and 'Save' buttons.

Manual Entry in iTunes Connect

- GUI is fine for a few items
 - Tedious and error prone at scale
 - Not suitable for bulk management
 - No automation
-
- You've asked us to address this

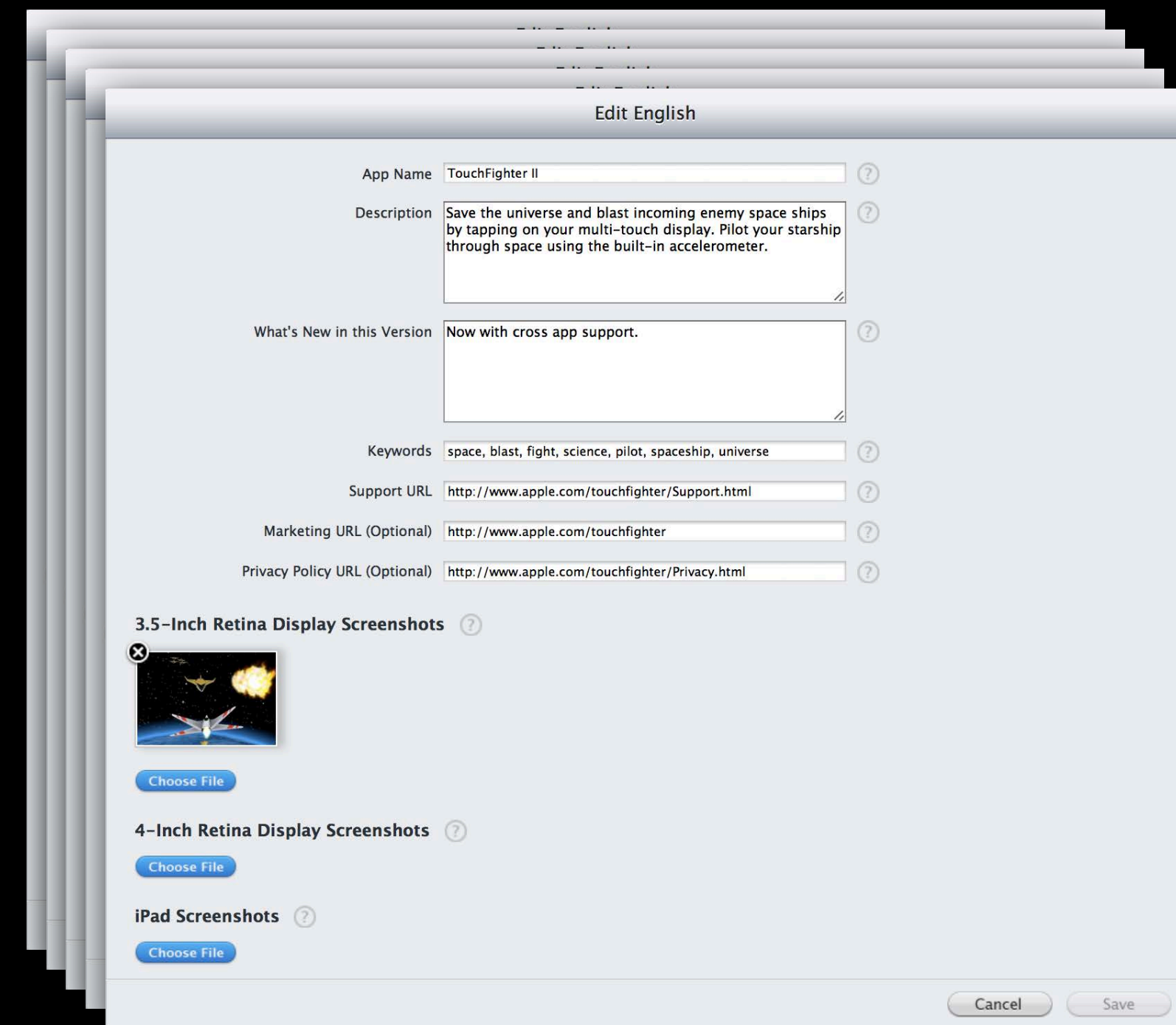
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XML Feed

Existing

- In-app purchases

```
<in_app_purchases> ... </in_app_purchases>
```

- Game Center Leaderboards

```
<leaderboards> ... </leaderboards>
```

- Game Center Achievements

```
<achievements> ... </achievements>
```



XML Feed

New



- Version - level localization

```
<versions> ... </versions>
```

- Pricing and availability

```
<products> ... </products>
```

- In-app purchases - hosted content support

```
<in_app_purchases>  
  ...  
  <has_hosted_content> ... </has_hosted_content>  
  <software_assets> ... </software_assets>  
</in_app_purchases>
```

Features of XML Feed Support

Features of XML Feed Support

- Transporter - command-line tool

Features of XML Feed Support

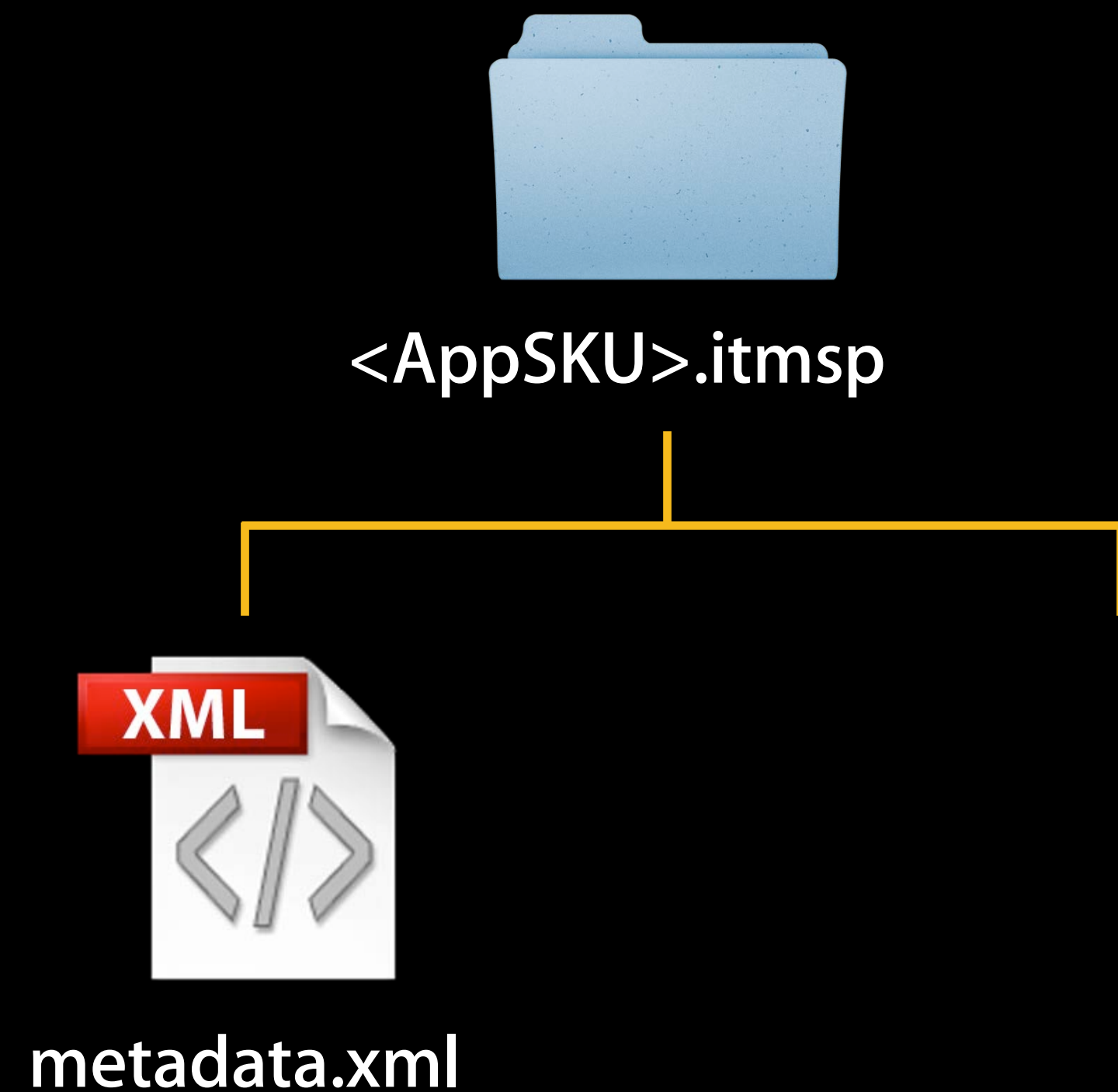
- Transporter - command-line tool
- Look up current metadata
 - Downloaded as <AppSKU>.itmsp



<AppSKU>.itmsp

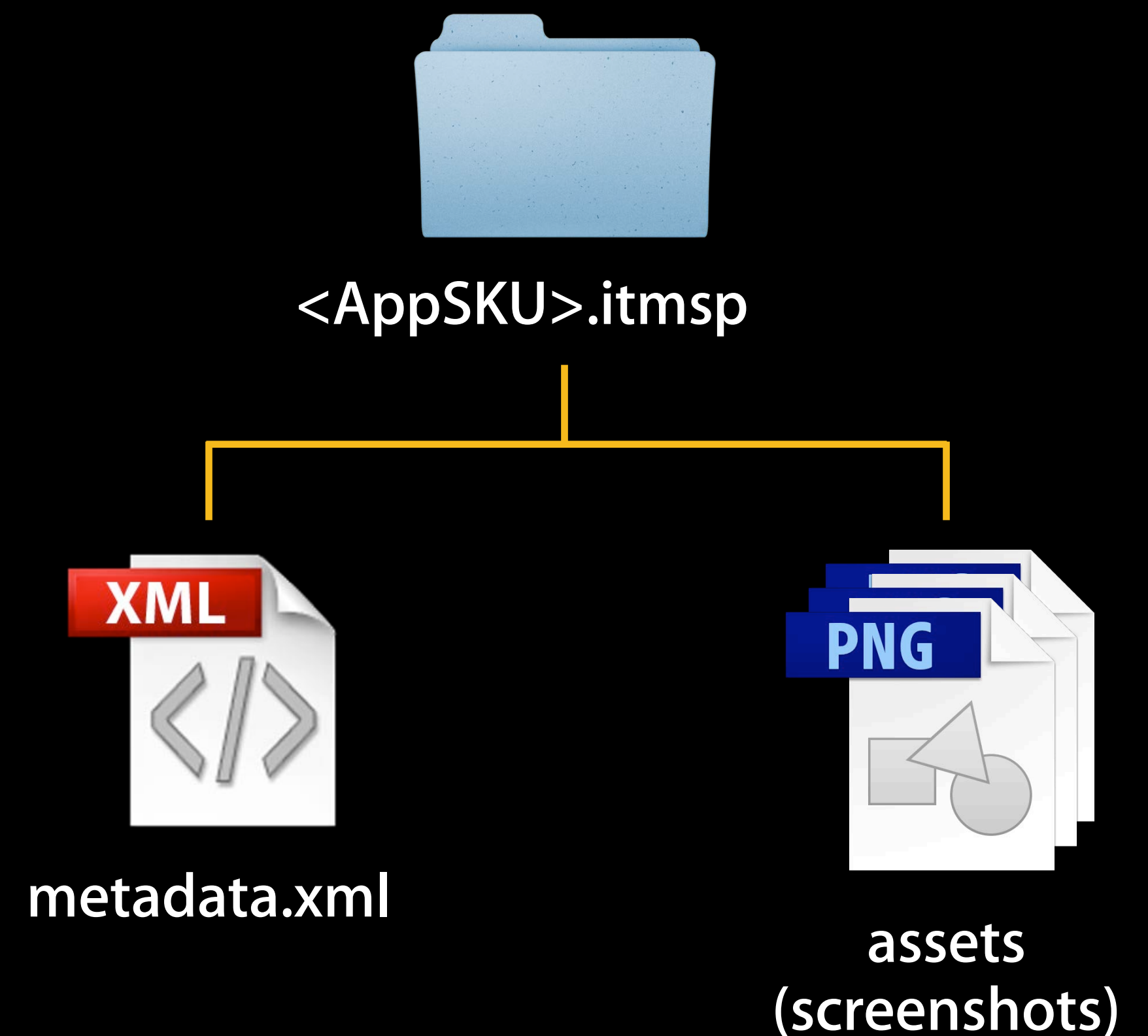
Features of XML Feed Support

- Transporter - command-line tool
- Look up current metadata
 - Downloaded as `<AppSKU>.itmsp`
- Edit looked-up XML



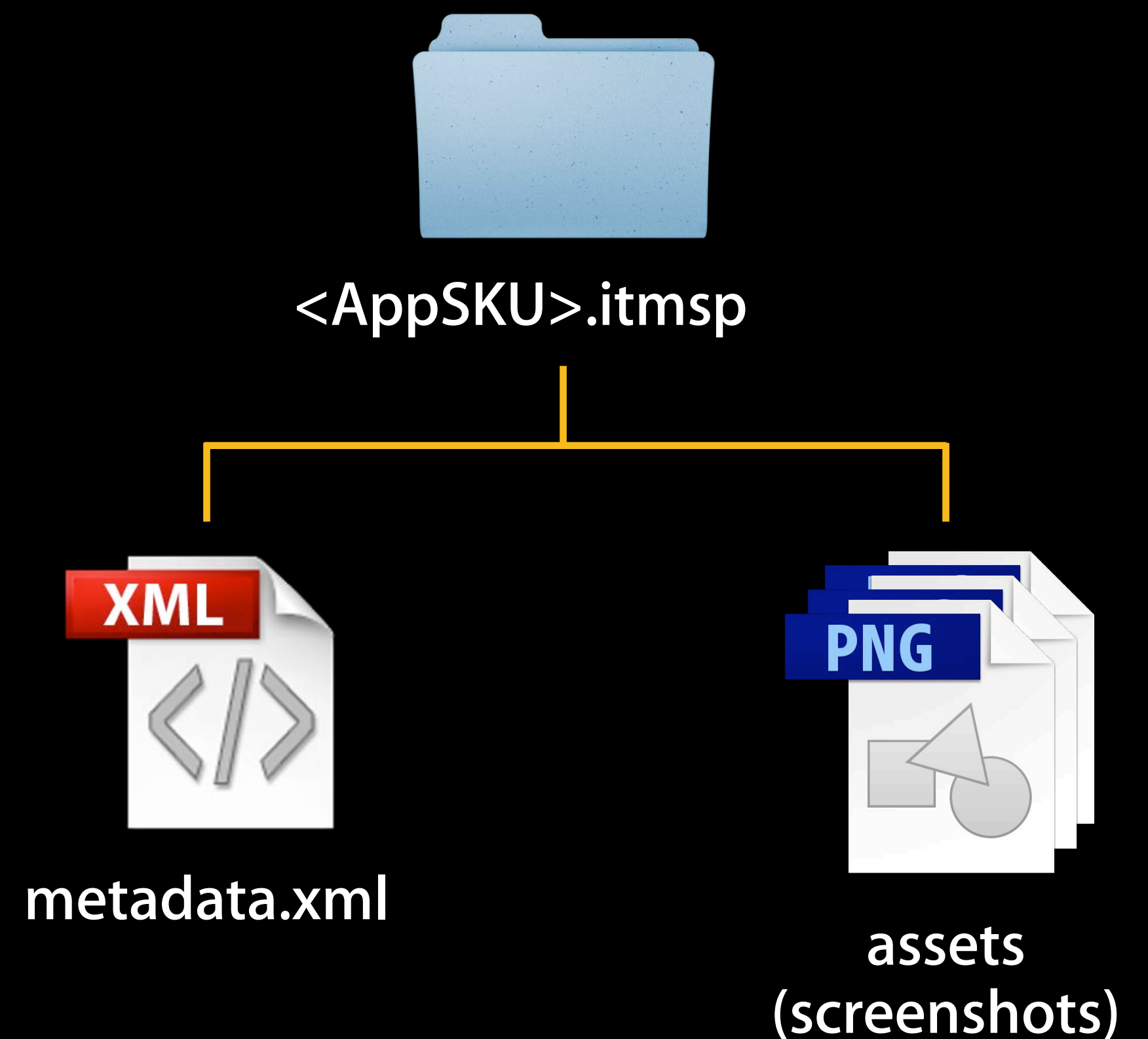
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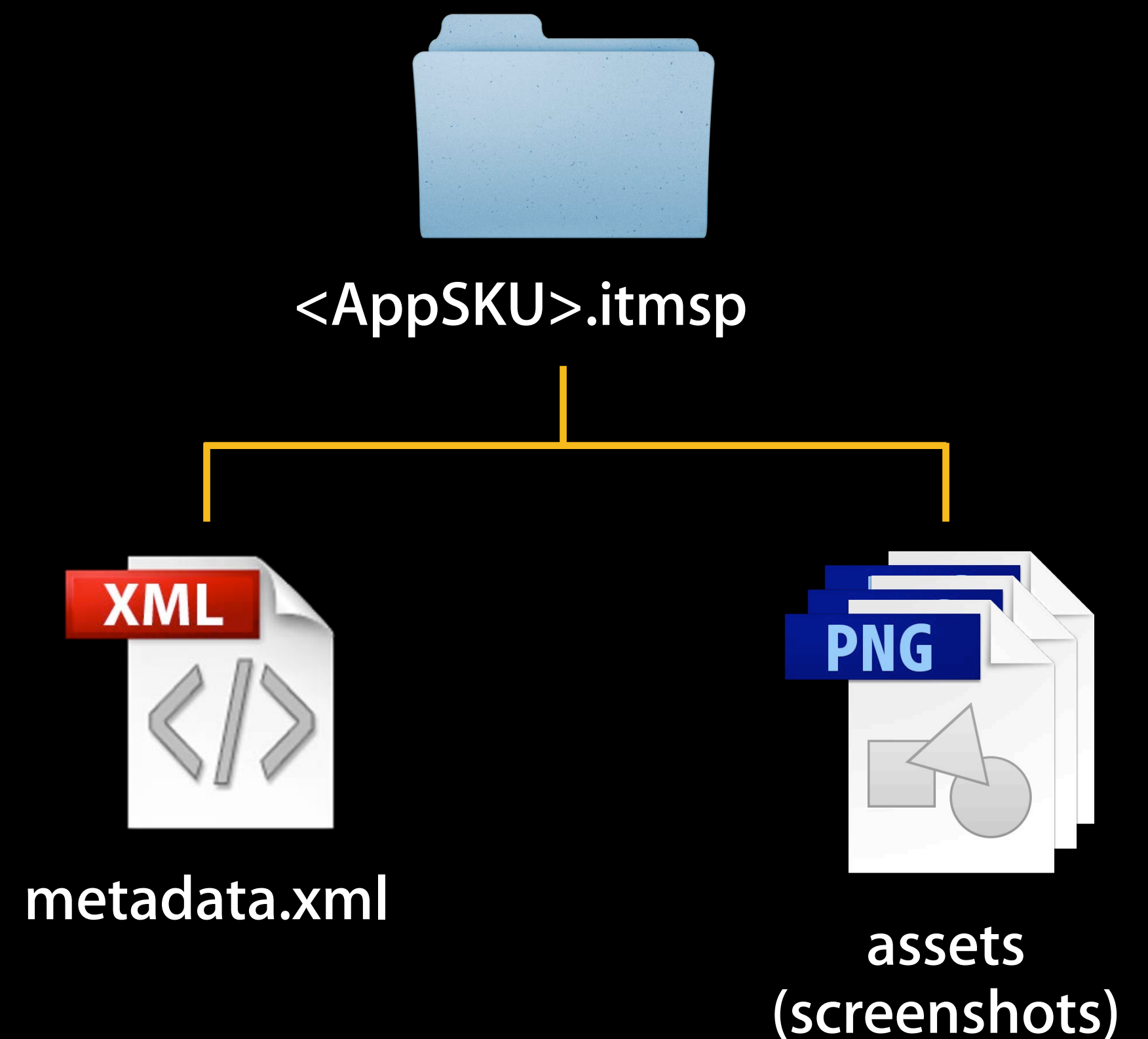
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- Validate



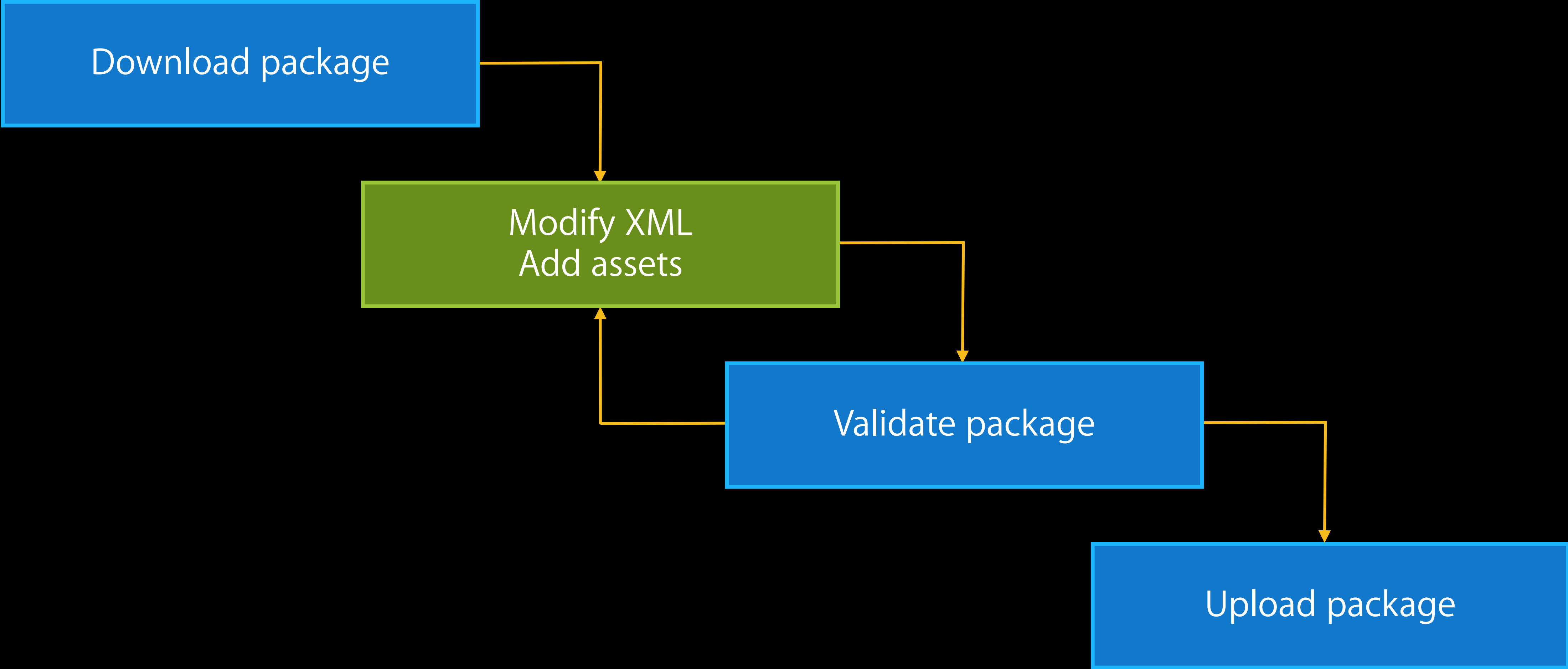
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- Edit looked-up XML
- Add assets (screenshots, etc)
- Validate
- Upload



Features of XML Feed Support

Lifecycle



Features of XML Feed Support

Metadata lookup

- Syntax

```
$ iTMSTransporter  
  -m lookupMetadata  
  -u <username>  
  -vendor_id <AppSKU>  
  -destination <folder>
```

- Download app metadata as XML
- Save locally to <AppSKU>.itmsp folder
- Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

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iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Validate

- Syntax

```
$ iTMSTransporter  
  -m verify  
  -u <username>  
  -f <folder>/<AppSKU>.itmsp
```

- Validate package
- Same requirements as iTunes Connect
- Example error

```
ERROR ITMS-4062: "No software found with  
vendor_id 'bogus'"
```

iTunes Connect



<folder>/<AppSKU>.itmsp

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iTunes Connect



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```

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Validate

- Syntax

```
$ iTMSTransporter  
  -m verify  
  -u <username>  
  -f <folder>/<AppSKU>.itmsp
```

- Validate package
- Same requirements as iTunes Connect
- Example error

```
ERROR ITMS-4062: "No software found with  
vendor_id 'bogus'"
```

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter  
-m upload  
-u <username>  
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing

- metadata (xml)
- assets (screenshots, etc.)

- Validated synchronously

- Errors reported - upload blocked

- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter  
-m upload  
-u <username>  
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing

- metadata (xml)
- assets (screenshots, etc.)

- Validated synchronously

- Errors reported - upload blocked

- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter
```

```
-m upload
```

```
-u <username>
```

```
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing

- metadata (xml)

- assets (screenshots, etc.)

- Validated synchronously

- Errors reported - upload blocked

- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter  
-m upload  
-u <username>  
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing

- metadata (xml)
- assets (screenshots, etc.)

- Validated synchronously

- Errors reported - upload blocked

- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter  
-m upload  
-u <username>  
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing
 - metadata (xml)
 - assets (screenshots, etc.)
- Validated synchronously
- Errors reported - upload blocked
- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Upload

- Syntax

```
$ iTMSTransporter  
-m upload  
-u <username>  
-f <folder>/<AppSKU>.itmsp
```

- Upload package containing

- metadata (xml)
- assets (screenshots, etc.)

- Validated synchronously

- Errors reported - upload blocked

- Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Other details

Features of XML Feed Support

Other details

- App and version must already exist
 - Create app in iTunes Connect
 - Create version in iTunes Connect

Features of XML Feed Support

Other details

- App and version must already exist
 - Create app in iTunes Connect
 - Create version in iTunes Connect
- State transitions are managed in iTunes Connect

Features of XML Feed Support

Other details

- App and version must already exist
 - Create app in iTunes Connect
 - Create version in iTunes Connect
- State transitions are managed in iTunes Connect
- App binary uploads go through
 - Xcode
 - Application Loader

Features of XML Feed Support

Other details

- App and version must already exist
 - Create app in iTunes Connect
 - Create version in iTunes Connect
- State transitions are managed in iTunes Connect
- App binary uploads go through
 - Xcode
 - Application Loader
- Available for
 - iOS apps
 - Mac apps

Features of XML Feed Support

Other details

- Documentation on “Manage Your Apps” screen
 - App Metadata Specification
 - Transporter User Guide

Developer Guides

[English](#)

[Japanese](#)

[Chinese \(Simplified\)](#)

[App Store Design Specification](#)

Deliver Your Apps

[Download Application Loader](#)

[Application Loader User Guide](#)

[App Metadata Specification](#)

[Transporter User Guide](#)

Video Tutorials

[Adding an App](#)

[Delivering Your Binary](#)

Manage Your Apps

[Game Center Groups](#)



[iCloud Manage Display Sets](#)

[In-App Purchases Shared Secret](#)

Command Line Automation with Transporter

- Transporter
- App metadata XML feed
 - Version-level localization
 - Rights and pricing
 - In-app purchases
 - Game Center
- Catalog reports

Command Line Automation with Transporter

- Transporter 
- App metadata XML feed 
 - Version-level localization
 - Rights and pricing
 - In-app purchases
 - Game Center
- Catalog reports

What It Looks Like

XML schema

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02013</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <versions> ... </versions>
      <products> ... </products>
      <in_app_purchases> ... </in_app_purchases>
      <game_center>
        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
    </software_metadata>
  </software>
</package>
```


What It Looks Like

XML schema

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02013</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <versions> ... </versions>
      <products> ... </products>
      <in_app_purchases> ... </in_app_purchases>
      <game_center>
        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
    </software_metadata>
  </software>
</package>
```

Required

What It Looks Like

XML schema

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02013</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <versions> ... </versions>
      <products> ... </products>
      <in_app_purchases> ... </in_app_purchases>
      <game_center>
        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
    </software_metadata>
  </software>
</package>
```

What It Looks Like

XML schema

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02013</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <versions> ... </versions>
      <products> ... </products>
      <in_app_purchases> ... </in_app_purchases>
      <game_center>
        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
    </software_metadata>
  </software>
</package>
```

Optional elements:
- supply if making changes
- can be omitted if no changes

What It Looks Like

XML schema

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02013</team_id>
  <software>
    <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
    <software_metadata>
      <versions> ... </versions>
      <products> ... </products>
      <in_app_purchases> ... </in_app_purchases>
      <game_center>
        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
    </software_metadata>
  </software>
</package>
```

What It Looks Like

Identifying your account and app

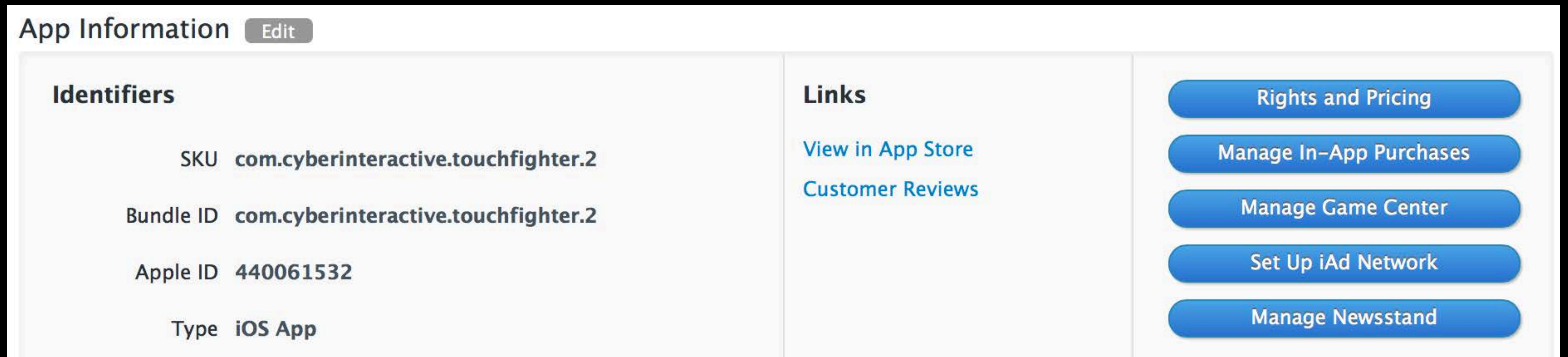
App Information [Edit](#)

Identifiers	Links	
SKU com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID 440061532		Manage Game Center
Type iOS App		Set Up iAd Network
		Manage Newsstand

```
...  
<team_id>WWDCDEM02013</team_id>  
<software>  
  <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>  
  <software_metadata>  
    ...  
  </software_metadata>  
</software>  
...
```

What It Looks Like

Identifying your account and app



The screenshot shows the 'App Information' page in the Apple Developer portal. It features an 'Edit' button and is divided into three main sections: Identifiers, Links, and a column of management buttons. The 'Identifiers' section lists the SKU, Bundle ID, Apple ID, and Type. The 'Links' section provides links to the App Store and Customer Reviews. The management buttons include Rights and Pricing, Manage In-App Purchases, Manage Game Center, Set Up iAd Network, and Manage Newsstand.

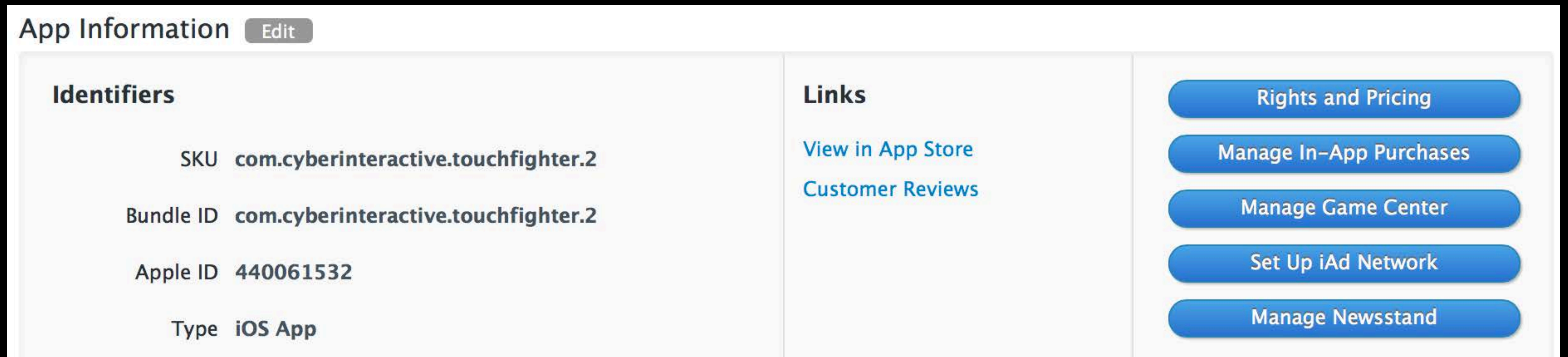
Identifiers	Links	Management Buttons
SKU: com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID: com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID: 440061532		Manage Game Center
Type: iOS App		Set Up iAd Network
		Manage Newsstand

...
`<team_id>WWDCDEM02013</team_id>` — Provided by Apple when you established your team account

```
<software>
  <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
  <software_metadata>
    ...
  </software_metadata>
</software>
...
```

What It Looks Like

Identifying your account and app



The screenshot shows the 'App Information' page in the Apple Developer portal. It features an 'Edit' button and is divided into three main sections: Identifiers, Links, and a vertical stack of management buttons.

Identifiers	Links	Management Buttons
SKU: com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID: com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID: 440061532		Manage Game Center
Type: iOS App		Set Up iAd Network
		Manage Newsstand

```
...  
<team_id>WWDCDEM02013</team_id>  
<software>  
  <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>  
  <software_metadata>  
    ...  
  </software_metadata>  
</software>  
...
```

What It Looks Like

Identifying your account and app

App Information [Edit](#)



Identifiers	Links	
SKU com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID 440061532		Manage Game Center
Type iOS App		Set Up iAd Network
		Manage Newsstand

```
...  
<team_id>WWDCDEM02013</team_id>  
<software>  
  <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>  
  <software_metadata>  
    ...  
  </software_metadata>  
</software>  
...
```


What It Looks Like

Identifying app version

Versions

<p>Current Version</p>  <p>Version 1.5</p> <p>Status 🚫 Developer Removed From Sale</p> <p>Date Created May 29, 2012</p> <p>View Details</p>	<p>New Version</p>  <p>Version 2.0</p> <p>Status 🟡 Prepare for Upload</p> <p>Date Created Jun 5, 2012</p> <p>View Details</p>
---	---


```
...  
<software_metadata>  
  <versions>  
    <version string="1.5"> ... </version>  
    <version string="2.0"> ... </version>  
  </versions>  
</software_metadata>  
...
```

What It Looks Like

Identifying app version

Versions

Current Version




Version **1.5**

Status ● **Developer Removed From Sale**

Date Created **May 29, 2012**

[View Details](#)

New Version



Version **2.0**

Status ● **Prepare for Upload**

Date Created **Jun 5, 2012**

[View Details](#)


```
...  
<software_metadata>  
  <versions>  
    <version string="1.5"> ... </version>  
    <version string="2.0"> ... </version>  
  </versions>  
</software_metadata>  
...
```

What It Looks Like

Identifying app version

Versions

Current Version




Version **1.5**

Status ● **Developer Removed From Sale**

Date Created **May 29, 2012**

[View Details](#)

New Version



Version **2.0**

Status ● **Prepare for Upload**

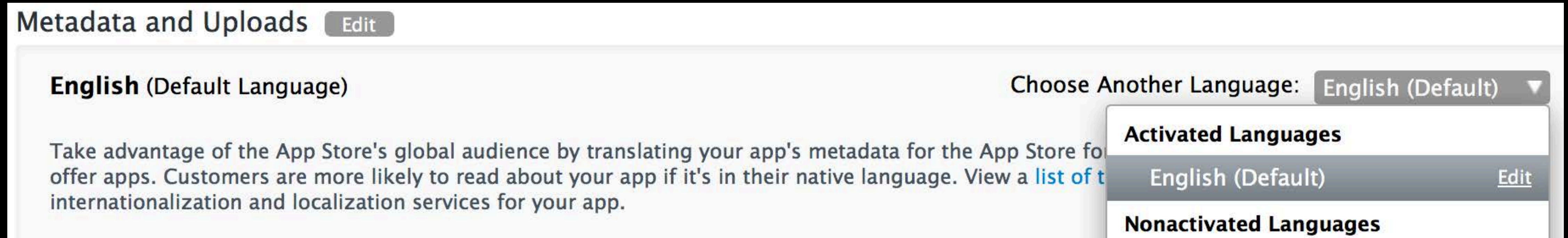
Date Created **Jun 5, 2012**

[View Details](#)

```
...  
<software_metadata>  
  <versions>  
    <version string="1.5"> ... </version>  
    <version string="2.0"> ... </version>  
  </versions>  
</software_metadata>  
...
```

What It Looks Like

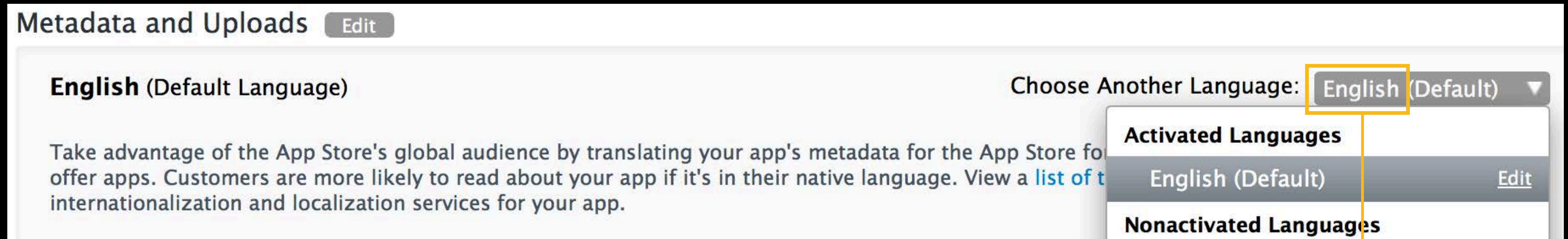
Identifying locale



```
...  
<version string="2.0">  
  <locales>  
    <locale name="en-US">  
      ...  
    </locale>  
    <locale name="ru-RU">  
      ...  
    </locale>  
  </locales>  
</version>  
...
```

What It Looks Like

Identifying locale



```
...  
<version string="2.0">  
  <locales>  
    <locale name="en-US">  
      ...  
    </locale>  
    <locale name="ru-RU">  
      ...  
    </locale>  
  </locales>  
</version>  
...
```

What It Looks Like

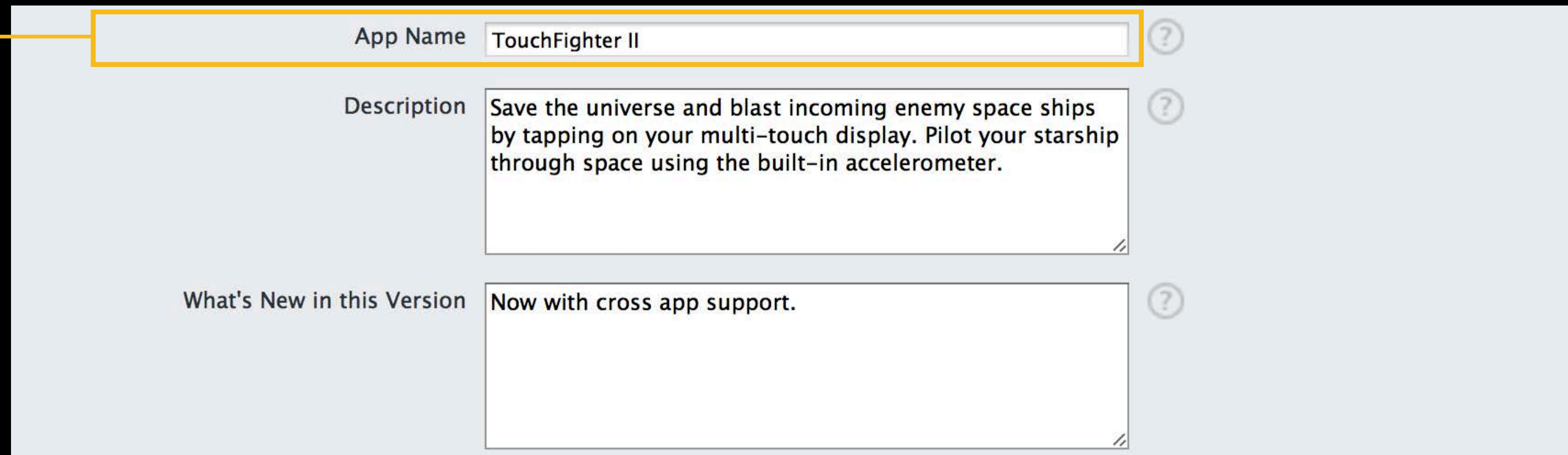
Localization data—title, description, what's new

App Name	<input type="text" value="TouchFighter II"/>	?
Description	<input type="text" value="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	<input type="text" value="Now with cross app support."/>	?

```
...  
<locale name="en-US">  
  <title>TouchFighter II</title>  
  <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.</description>  
  <version_whats_new>Now with cross app support.</version_whats_new>  
  ...  
</locale>  
...
```

What It Looks Like

Localization data—title, description, what's new



The screenshot shows a configuration interface for an application. It has three main sections, each with a text input field and a help icon (a question mark in a circle) to its right:

- App Name:** The input field contains the text "TouchFighter II".
- Description:** The input field contains the text "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:** The input field contains the text "Now with cross app support."

A yellow line on the left side of the image connects the "App Name" field to the corresponding XML code block below.

```
...  
<locale name="en-US">
```

```
  <title>TouchFighter II</title>
```

```
  <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.</description>
```

```
  <version_whats_new>Now with cross app support.</version_whats_new>
```

```
  ...  
</locale>
```

```
...
```

What It Looks Like

Localization data—title, description, what's new

The screenshot shows a configuration interface for an app. It has three main sections, each with a text input field and a help icon (a question mark in a circle) to its right:

- App Name:** The input field contains "TouchFighter II".
- Description:** The input field contains "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." This section is highlighted with a yellow border.
- What's New in this Version:** The input field contains "Now with cross app support."

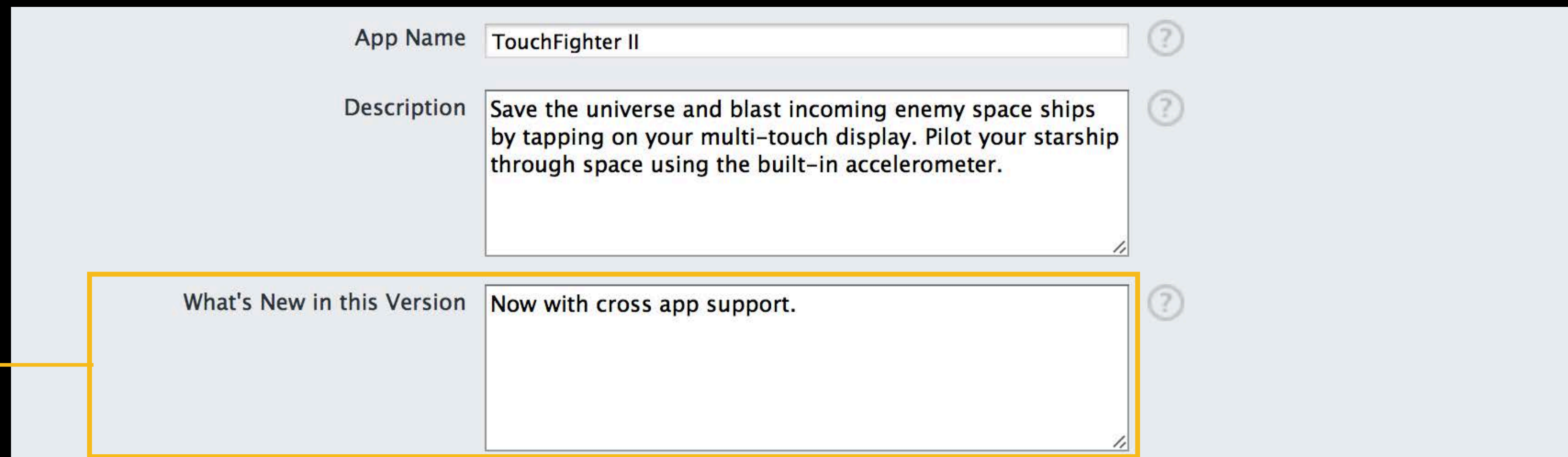
```
...  
<locale name="en-US">  
  <title>TouchFighter II</title>  
  <description>Save the universe and blast incoming enemy space ships by  
    tapping on your multi-touch display. Pilot your starship through  
    space using the built-in accelerometer.</description>  
  <version_whats_new>Now with cross app support.</version_whats_new>
```

```
  ...  
</locale>
```

```
...
```


What It Looks Like

Localization data—title, description, what's new



The screenshot shows a form with three input fields, each with a help icon (question mark) to its right. The first field is 'App Name' with the value 'TouchFighter II'. The second field is 'Description' with the text '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.' The third field is 'What's New in this Version' with the text 'Now with cross app support.' A yellow box highlights the 'What's New in this Version' field and its corresponding XML code block below.

```
...  
<locale name="en-US">  
  <title>TouchFighter II</title>  
  <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.</description>  
  <version_whats_new>Now with cross app support.</version_whats_new>  
  ...  
</locale>  
...
```

What It Looks Like

Localization data—keywords

Keywords

```
...  
<locale name="en-US">  
  ...  
  <keywords>  
    <keyword>space</keyword>  
    <keyword>blast</keyword>  
    <keyword>fight</keyword>  
    <keyword>science</keyword>  
    <keyword>pilot</keyword>  
    <keyword>spaceship</keyword>  
    <keyword>universe</keyword>  
  </keywords>  
  ...  
</locale>  
...
```

What It Looks Like

Localization data—keywords

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

...
<locale name="en-US">

```
...  
<keywords>  
  <keyword>space</keyword>  
  <keyword>blast</keyword>  
  <keyword>fight</keyword>  
  <keyword>science</keyword>  
  <keyword>pilot</keyword>  
  <keyword>spaceship</keyword>  
  <keyword>universe</keyword>  
</keywords>
```

...
</locale>

...

What It Looks Like

Localization data—URLs

Support URL	<input type="text" value="http://www.apple.com/touchfighter/Support.html"/>
Marketing URL (Optional)	<input type="text" value="http://www.apple.com/touchfighter"/>
Privacy Policy URL (Optional)	<input type="text" value="http://www.apple.com/touchfighter/Privacy.html"/>

```
...  
<locale name="en-US">  
  ...  
  <support_url>http://www.apple.com/touchfighter/Support.html</support_url>  
  <software_url>http://www.apple.com/touchfighter</software_url>  
  <privacy_url>http://www.apple.com/touchfighter/Privacy.html</privacy_url>  
  ...  
</locale>  
...
```

What It Looks Like

Localization data—URLs

Support URL	<input type="text" value="http://www.apple.com/touchfighter/Support.html"/>
Marketing URL (Optional)	<input type="text" value="http://www.apple.com/touchfighter"/>
Privacy Policy URL (Optional)	<input type="text" value="http://www.apple.com/touchfighter/Privacy.html"/>

```
...  
<locale name="en-US">
```

```
...
```

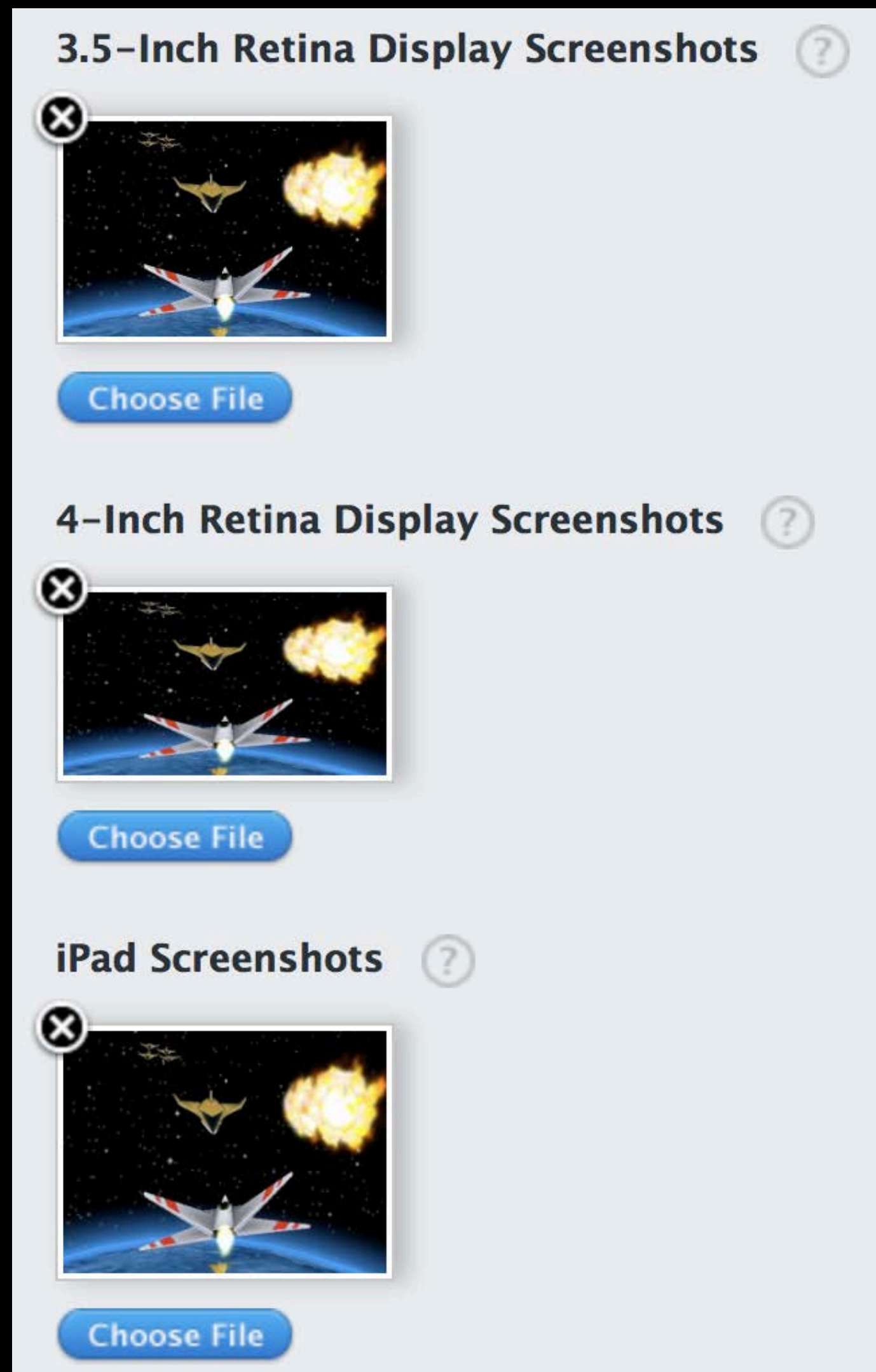
```
<support_url>http://www.apple.com/touchfighter/Support.html</support_url>  
<software_url>http://www.apple.com/touchfighter</software_url>  
<privacy_url>http://www.apple.com/touchfighter/Privacy.html</privacy_url>
```

```
...  
</locale>
```

```
...
```

What It Looks Like

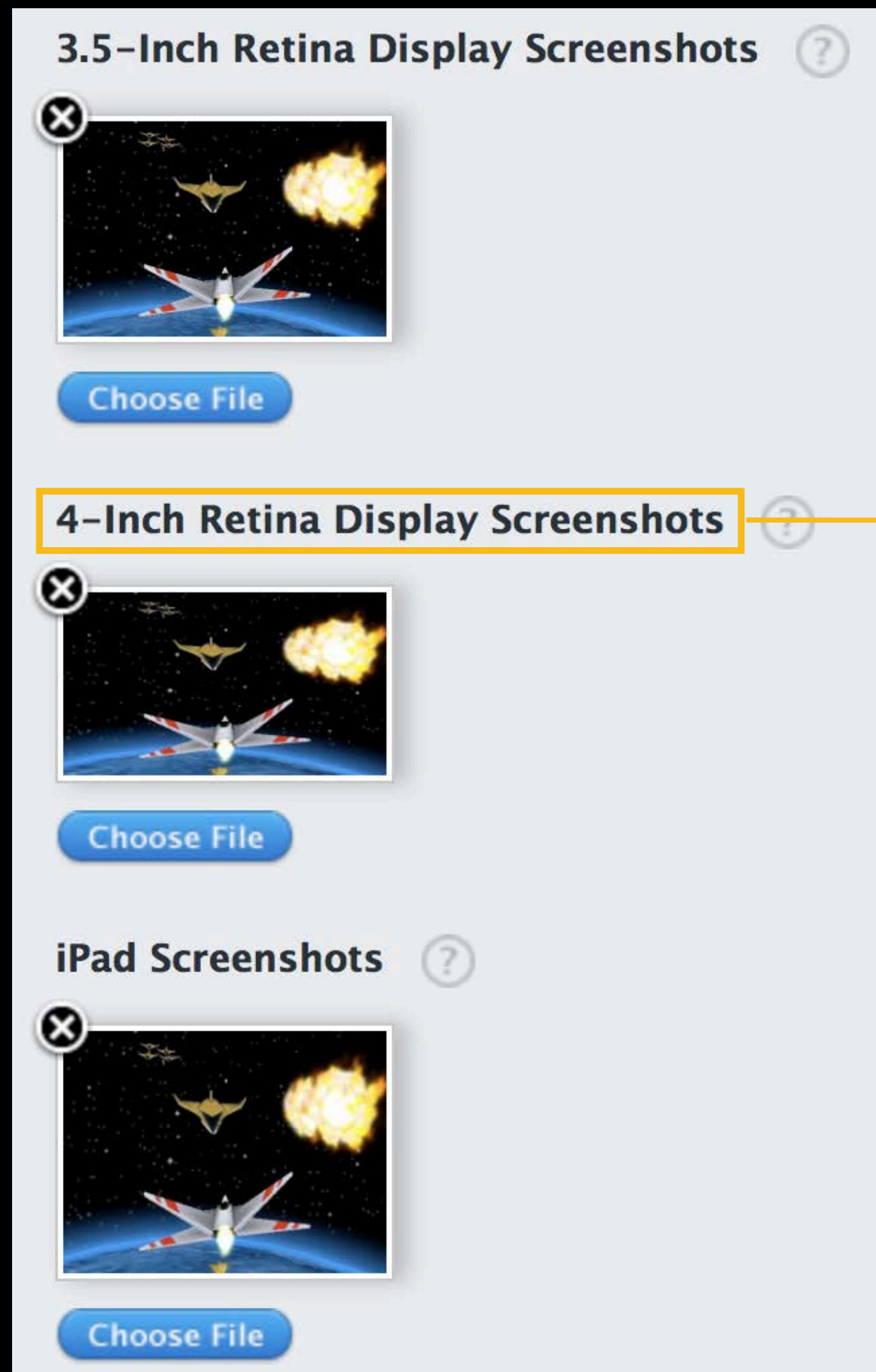
Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```

What It Looks Like

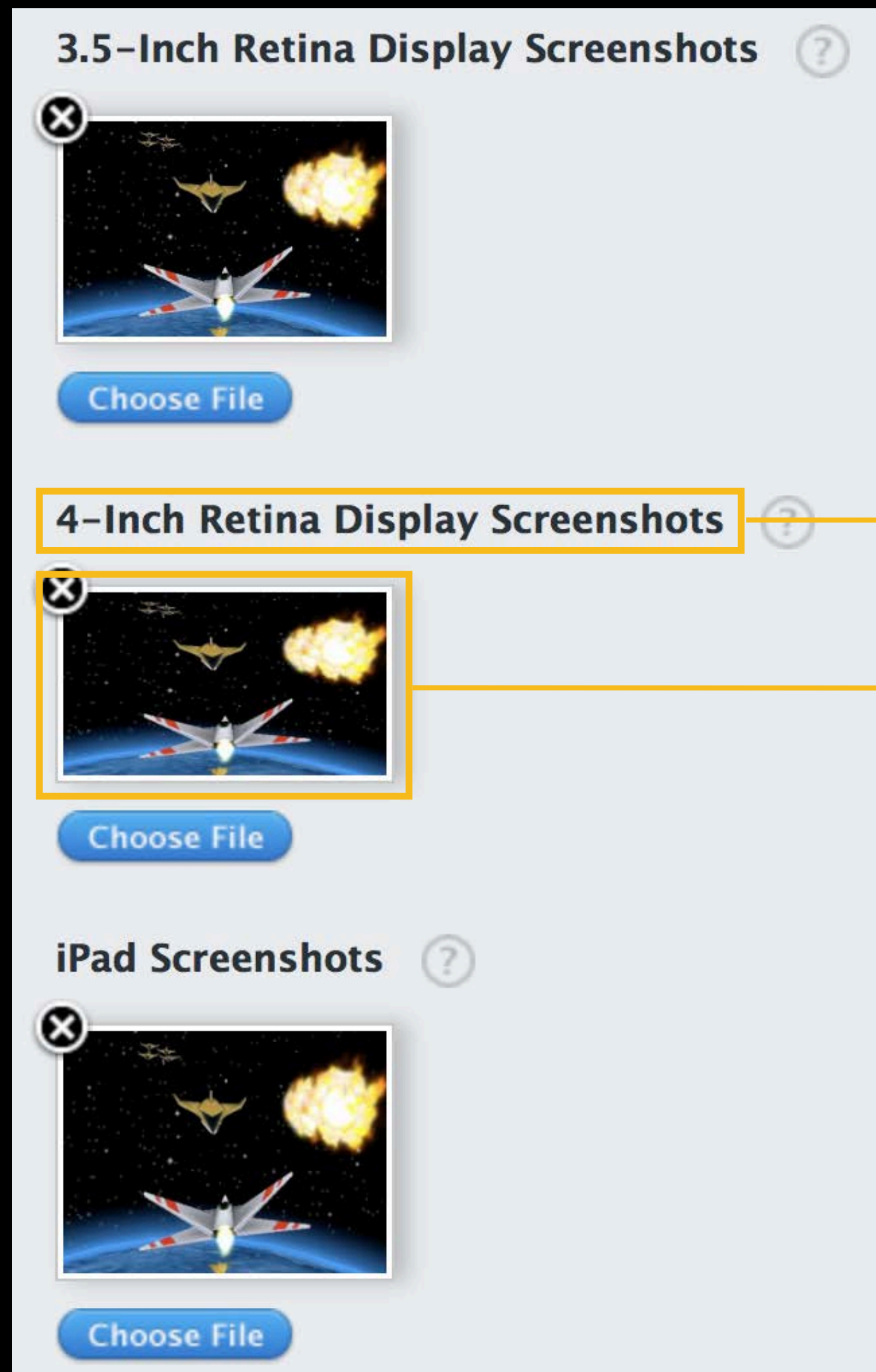
Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```

What It Looks Like

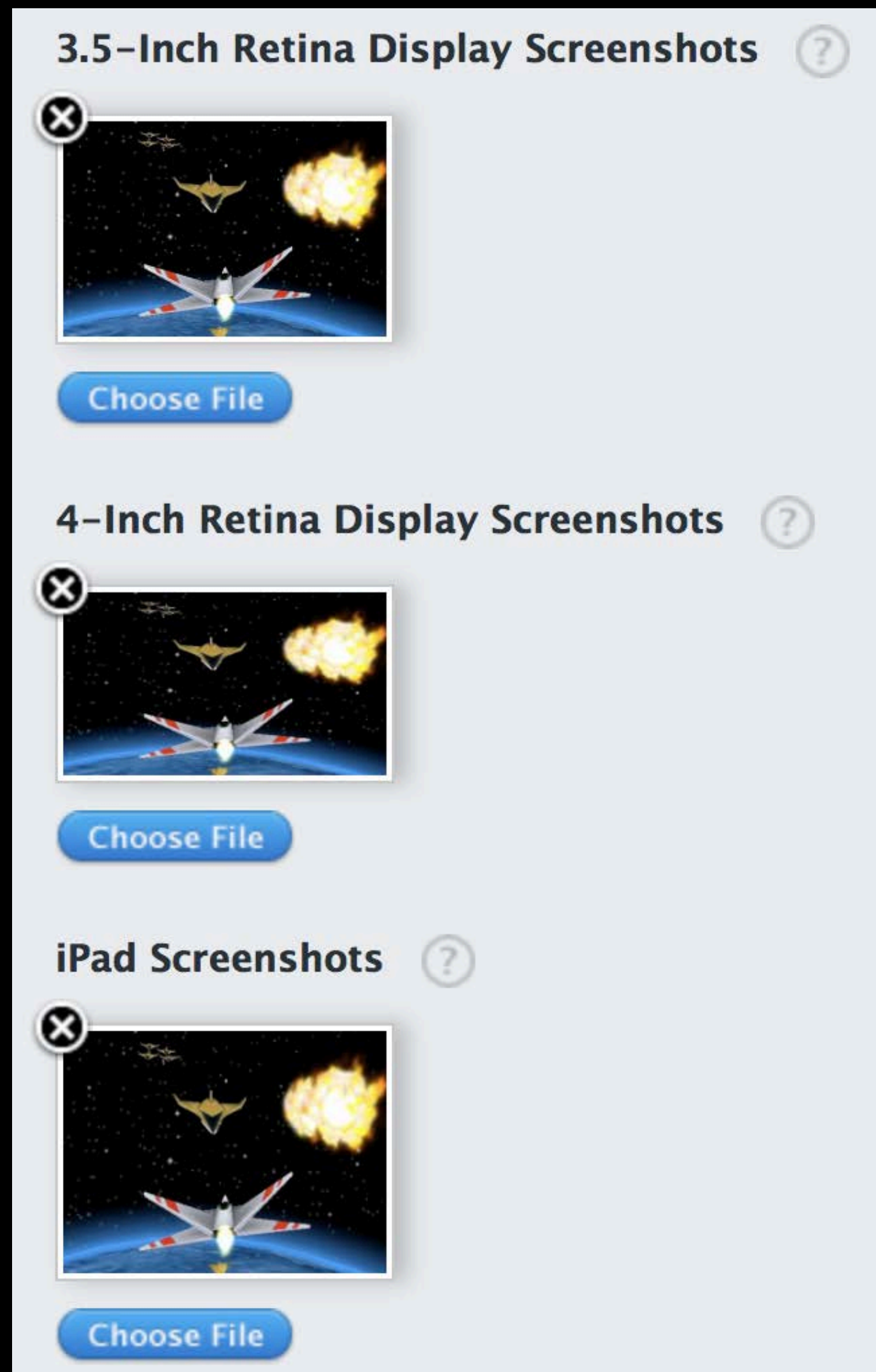
Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```


What It Looks Like

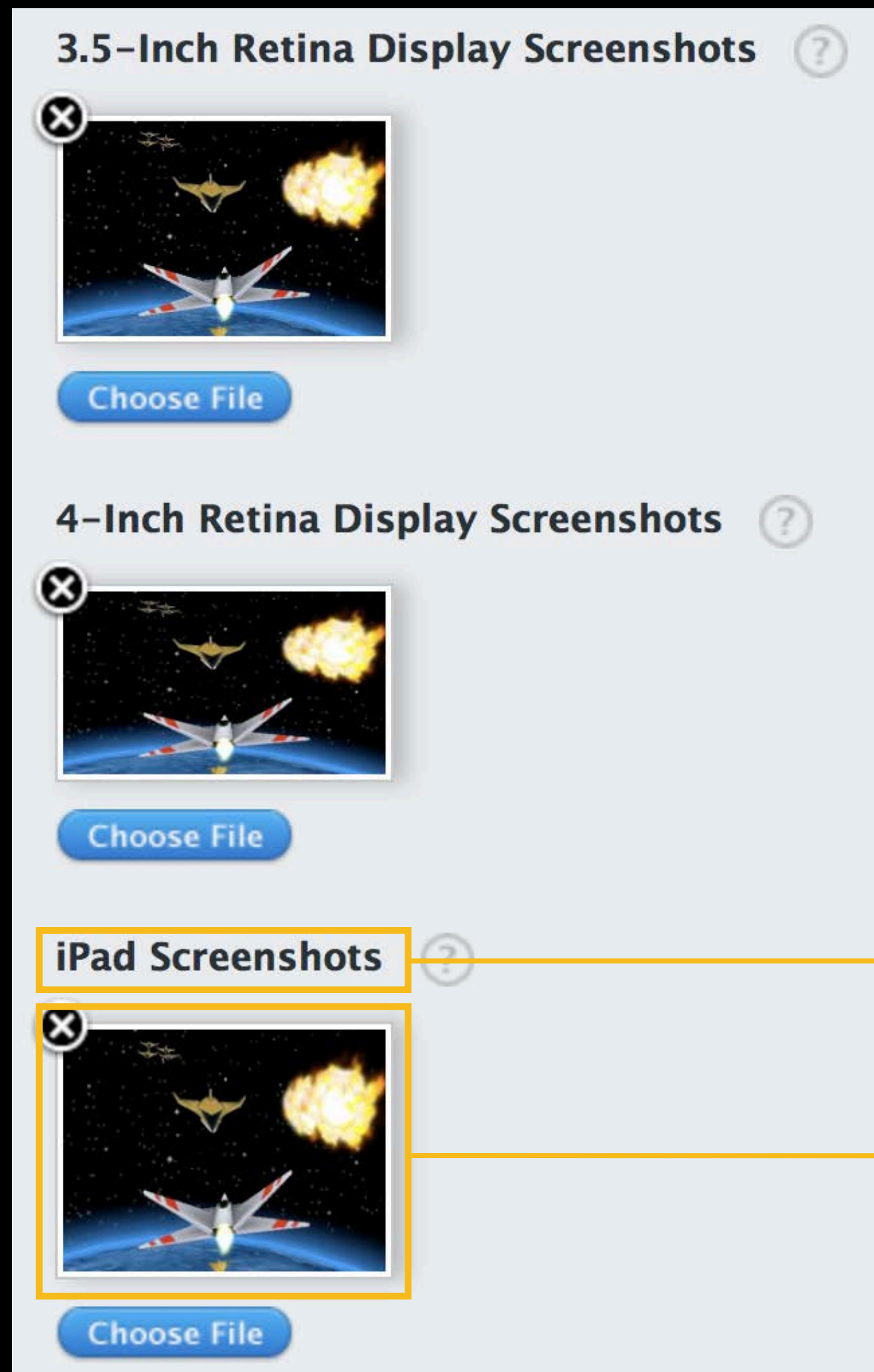
Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```

What It Looks Like

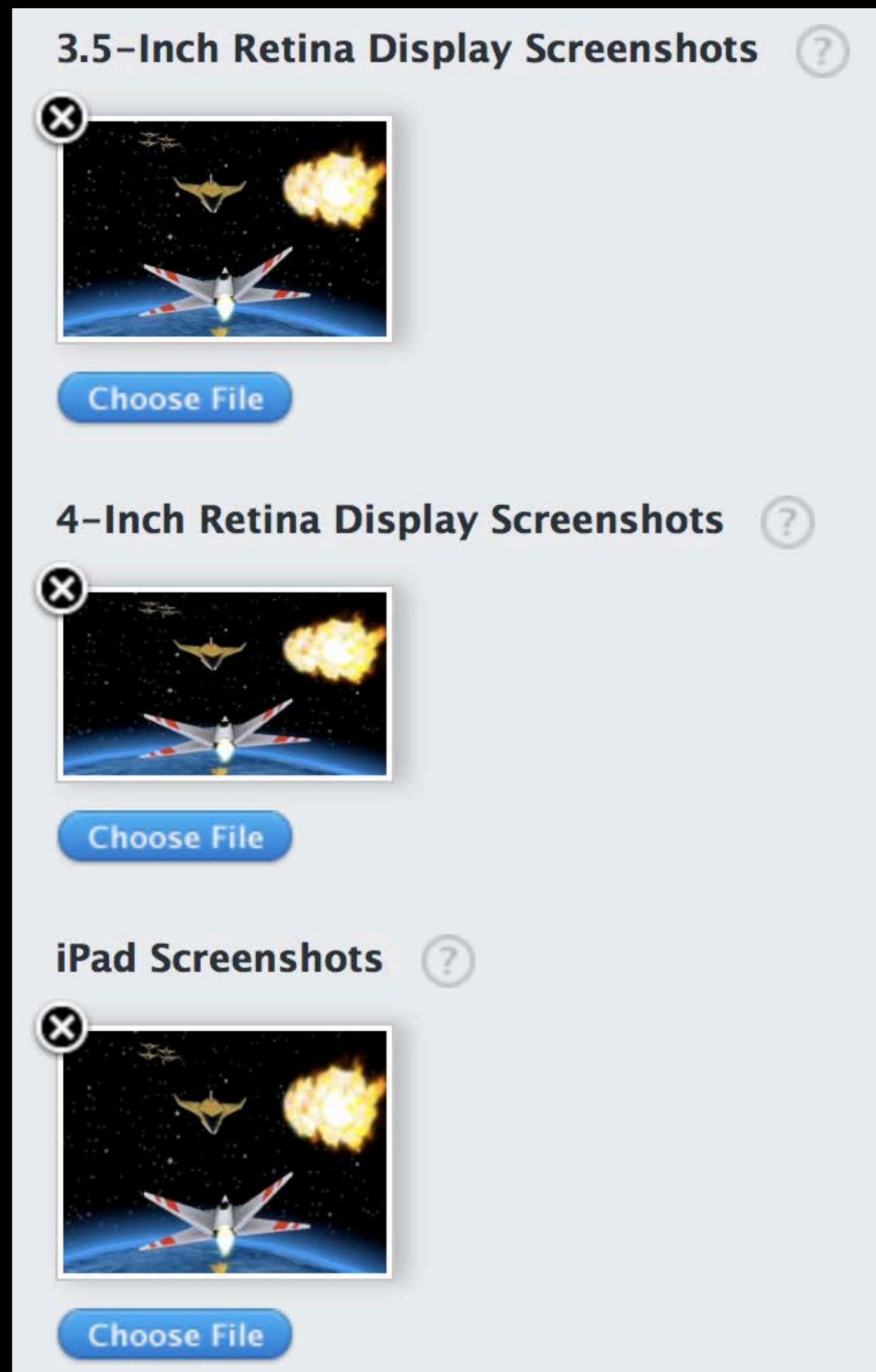
Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```

What It Looks Like

Localization data—screenshots



```
...
<locale name="en-US">
  ...
  <software_screenshots>
    <software_screenshot
      display_target="iOS-3.5-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-4-in" position="1">
      ...
    </software_screenshot>
    <software_screenshot
      display_target="iOS-iPad" position="1">
      ...
    </software_screenshot>
  </software_screenshots>
</locale>
...
```

What It Looks Like

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-3.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-960x640.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```

What It Looks Like

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-3.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-960x640.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```

What It Looks Like

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-3.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-960x640.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```



What It Looks Like

```
...  
<locale name="en-US">  
  ...  
  <software_screenshots>  
    ...  
    <software_screenshot display_target="iOS-3.5-in" position="1">  
      <size>88864</size>  
      <file_name>touch-fighter-screenshot-960x640.jpg</file_name>  
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>  
    </software_screenshot>  
    ...  
  </software_screenshots>  
</locale>  
...
```




What It Looks Like

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-3.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-960x640.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```


Command Line Automation with Transporter

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What It Looks Like

Rights and pricing

App Information [Edit](#)

Identifiers	Links	
SKU com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID 440061532		Manage Game Center
Type iOS App		Set Up iAd Network
		Manage Newsstand

```
...  
<software_metadata>  
  ...  
  <products>  
    ...  
  </products>  
  ...  
</software_metadata>  
...
```

What It Looks Like

Rights and pricing

App Information [Edit](#)

Identifiers	Links	Rights and Pricing
SKU <code>com.cyberinteractive.touchfighter.2</code>	View in App Store	Manage In-App Purchases
Bundle ID <code>com.cyberinteractive.touchfighter.2</code>	Customer Reviews	Manage Game Center
Apple ID <code>440061532</code>		Set Up iAd Network
Type <code>iOS App</code>		Manage Newsstand

```
...  
<software_metadata>  
  ...  
  <products>  
    ...  
  </products>  
  ...  
</software_metadata>  
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

[View Pricing Matrix ▶](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    <sales_start_date>2013-05-01
      </sales_start_date>
    <cleared_for_sale>true
      </cleared_for_sale>
    <allow_volume_discount>>false
      </allow_volume_discount>
    ...
  </product>
  ...
  <product>
    ...
  </product>
</products>
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

[View Pricing Matrix ▶](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

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...  
<products>  
  <product>  
    <territory>WW</territory>  
    <sales_start_date>2013-05-01  
      </sales_start_date>  
    <cleared_for_sale>>true  
      </cleared_for_sale>  
    <allow_volume_discount>>false  
      </allow_volume_discount>  
    ...  
  </product>  
  ...  
  <product>  
    ...  
  </product>  
</products>  
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

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<products>
  <product>
    <territory>WW</territory>
    <sales_start_date>2013-05-01
    </sales_start_date>
    <cleared_for_sale>>true
    </cleared_for_sale>
    <allow_volume_discount>>false
    </allow_volume_discount>
    ...
  </product>
  ...
  <product>
    ...
  </product>
</products>
...
```

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<products>
  <product>
    <territory>WW</territory>
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    <cleared_for_sale>true
      </cleared_for_sale>
    <allow_volume_discount>>false
      </allow_volume_discount>
    ...
  </product>
  ...
  <product>
    ...
  </product>
</products>
...
```


What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

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Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2013-05-01
        </start_date>
        <end_date>2013-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

[View Pricing Matrix ▶](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2013-05-01
        </start_date>
        <end_date>2013-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier **Select**

[View Pricing Matrix](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2013-05-01
        </start_date>
        <end_date>2013-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

[View Pricing Matrix](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2013-05-01
        </start_date>
        <end_date>2013-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 05/May 1 2013

Price Tier Select

[View Pricing Matrix](#)

Price Tier Effective Date Select Select Select

Price Tier End Date Select Select Select

Discount for Educational Institutions

```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2013-05-01
        </start_date>
        <end_date>2013-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

Rights and pricing—sales interval

Price Tier Schedule		
Price Tier	Price Effective Date	Price End Date
Tier 3	05/01/2013	06/10/2013
Tier 1	06/10/2013	06/15/2013
Tier 3	06/15/2013	None

What It Looks Like

Rights and pricing—sales interval

Price Tier Schedule		
Price Tier	Price Effective Date	Price End Date
Tier 3	05/01/2013	06/10/2013
Tier 1	06/10/2013	06/15/2013
Tier 3	06/15/2013	None

What It Looks Like

Rights and pricing—sales interval

Price Tier Schedule		
Price Tier	Price Effective Date	Price End Date
Tier 3	05/01/2013	06/10/2013
Tier 1	06/10/2013	06/15/2013
Tier 3	06/15/2013	None

What It Looks Like

Rights and pricing—sales interval

```
...  
<intervals>  
  <interval>  
    <start_date>2013-05-01</start_date>  
    <end_date>2013-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
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  <interval>  
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    <end_date>2013-06-15</end_date>  
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  </interval>  
  <interval>  
    <start_date>2013-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>  
...
```

What It Looks Like

Rights and pricing—sales interval

...

```
<intervals>  
  <interval>  
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    <end_date>2013-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2013-06-10</start_date>  
    <end_date>2013-06-15</end_date>  
    <wholesale_price_tier>1</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2013-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>
```

...

What It Looks Like

Rights and pricing—sales interval

```
...  
<intervals>  
  <interval>  
    <start_date>2013-05-01</start_date>  
    <end_date>2013-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
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  <interval>  
    <start_date>2013-06-10</start_date>  
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  </interval>  
  <interval>  
    <start_date>2013-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>  
...
```

What It Looks Like

Rights and pricing—sales interval

```
...  
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  <interval>  
    <start_date>2013-05-01</start_date>  
    <end_date>2013-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2013-06-10</start_date>  
    <end_date>2013-06-15</end_date>  
    <wholesale_price_tier>1</wholesale_price_tier>  
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  <interval>  
    <start_date>2013-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>  
...
```

What It Looks Like

Rights and pricing—territory settings

Exclusion

```
...
<products>
  <product>
    <territory>WW</territory>
    <cleared_for_sale>true
    </cleared_for_sale>
    <sales_start_date>2013-05-01
    </sales_start_date>
    ...
  </product>
  <product>
    <territory>JP</territory>
    <cleared_for_sale>false
    </cleared_for_sale>
  </product>
</products>
...
```

Inclusion

```
...
<products>
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    <territory>WW</territory>
    <cleared_for_sale>false
    </cleared_for_sale>
    <sales_start_date>2013-05-01
    </sales_start_date>
    ...
  </product>
  <product>
    <territory>JP</territory>
    <cleared_for_sale>true
    </cleared_for_sale>
  </product>
</products>
...
```

What It Looks Like

Rights and pricing—territory settings

Exclusion

```
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    <territory>WW</territory>  
    <cleared_for_sale>>true  
    </cleared_for_sale>  
    <sales_start_date>2013-05-01  
    </sales_start_date>  
    ...  
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  <product>  
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    <cleared_for_sale>>false  
    </cleared_for_sale>  
  </product>  
</products>  
...
```

Inclusion

```
...  
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  <product>  
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    </cleared_for_sale>  
    <sales_start_date>2013-05-01  
    </sales_start_date>  
    ...  
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  <product>  
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    </cleared_for_sale>  
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</products>  
...
```

What It Looks Like

Rights and pricing—territory settings




Exclusion

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    <territory>WW</territory>  
    <cleared_for_sale>>true  
    </cleared_for_sale>  
    <sales_start_date>2013-05-01  
    </sales_start_date>  
    ...  
  </product>  
  <product>  
    <territory>JP</territory>  
    <cleared_for_sale>>false  
    </cleared_for_sale>  
  </product>  
</products>  
...
```





Inclusion

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  <product>  
    <territory>WW</territory>  
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    </cleared_for_sale>  
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  <product>  
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    </cleared_for_sale>  
  </product>  
</products>  
...
```

Command Line Automation with Transporter

- Transporter 
- App metadata XML feed 
 - Version-level localization 
 - Rights and pricing
 - In-app purchases
 - Game Center
- Catalog reports

Command Line Automation with Transporter

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What It Looks Like

In-app purchases

App Information [Edit](#)

Identifiers	Links	
SKU com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
Apple ID 440061532		Manage Game Center
Type iOS App		Set Up iAd Network
		Manage Newsstand

```
...  
<software_metadata>  
  ...  
  <in_app_purchases>  
    ...  
  </in_app_purchases>  
  ...  
</software_metadata>  
...
```

What It Looks Like

In-app purchases

App Information [Edit](#)

Identifiers	Links	
SKU com.cyberinteractive.touchfighter.2	View in App Store	Rights and Pricing
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage In-App Purchases
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```
...  
<software_metadata>  
  ...  
  <in_app_purchases>  
    ...  
  </in_app_purchases>  
  ...  
</software_metadata>  
...
```

App Information [Edit](#)

Identifiers

SKU **com.cyberinteractive.touchfighter.2**

Bundle ID **com.cyberinteractive.touchfighter.2**

Apple ID **440061532**

Type **iOS App**

Links

[View in App Store](#)

[Customer Reviews](#)

[Rights and Pricing](#)

[Manage In-App Purchases](#)

[Manage Game Center](#)

[Set Up iAd Network](#)

[Manage Newsstand](#)

```
...
<software_metadata>
  ...
  <game_center>
    <achievements> ... </achievements>
    <leaderboards> ... </leaderboards>
  </game_center>
  ...
</software_metadata>
...
```

App Information [Edit](#)

Identifiers	Links	Rights and Pricing
SKU com.cyberinteractive.touchfighter.2	View in App Store	Manage In-App Purchases
Bundle ID com.cyberinteractive.touchfighter.2	Customer Reviews	Manage Game Center
Apple ID 440061532		Set Up iAd Network
Type iOS App		Manage Newsstand





```
...  
<software_metadata>
```

```
...  
<game_center>  
  <achievements> ... </achievements>  
  <leaderboards> ... </leaderboards>  
</game_center>
```







```
...  
</software_metadata>
```

```
...
```

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Catalog Reports

iTunes Connect

Request Catalog Reports

Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files. To change your email address, go to the [Manage Users](#) module.

Select Reports

Receive a tab-delimited text file of your content and its status in the iTunes Store.

Catalog Reports

- Apps
- In-App Purchases
- Game Center Leaderboard Metadata
- Game Center Achievement Metadata

Request New Reports

Cancel

Catalog Reports

Command-line, with Transporter

- Request reports

```
$ iTMSTransporter -m requestReport -u jappleseed@apple.com -type all -destination Reports/
```

- Downloaded if ready
- Requested if not ready

- Check on request status

```
$ iTMSTransporter -m listReports -u jappleseed@apple.com
```

Catalog Reports

Command-line, with Transporter

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Catalog Reports

Command-line, with Transporter

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Command-line, with Transporter

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```

Catalog Reports

Command-line, with Transporter

- Request reports







```
$ iTMSTransporter -m requestReport -u jappleseed@apple.com -type all -destination Reports/
```

- Downloaded if ready
- Requested if not ready








- Check on request status

```
$ iTMSTransporter -m listReports -u jappleseed@apple.com
```

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Command Line Automation with Transporter

Your turn

Command Line Automation with Transporter

Your turn

- Available today
 - Transporter
 - App metadata XML feed
 - Catalog reports

Command Line Automation with Transporter

Your turn

- Available today
 - Transporter
 - App metadata XML feed
 - Catalog reports

- Download documentation
 - App Metadata Specification
 - Transporter User Guide

Command Line Automation with Transporter

Your turn

Command Line Automation with Transporter

Your turn

- Great for automation
 - Bulk data management
 - Integration with your systems

Command Line Automation with Transporter

Your turn

- Great for automation
 - Bulk data management
 - Integration with your systems
- Exactly how is up to you

Command Line Automation with Transporter

Your turn

- Great for automation
 - Bulk data management
 - Integration with your systems
- Exactly how is up to you
- But we do have a demo!



Demo

Aravind Vijayakirthi

Software Engineer - iTunes Store, Content Import




What's New in iTunes Connect

We're listening

- Score and Leaderboard Management 
- App Transfer 
- Enhanced Command Line Automation
- App Review Do's and Don'ts

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App Review

Do's and don'ts

App Review

Do's and don'ts

- App Store Metadata
 - Demo account with full app access; list required hardware
 - Screenshots must be of your app
 - Description matches your app behavior
 - Have rights for your content and your keywords

App Review




Do's and don'ts

- App Behavior

- Robust feature set, native experience & high quality experience
- Test! test! test! test!—a lot of apps are rejected for crashes or bugs
- Appropriate use of background modes & iCloud storage
- Use In-App Purchases when selling digital content/services
- Privacy; don't ask for user information not relevant to functionality
- iPhone 5 support—include iPhone 5 launch image





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More Information

Paul Marcos

Application Services Evangelist
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Documentation

iTunes Connect Developer Guide
<http://developer.apple.com/library/ios/iTunesConnectGuide>

Apple Developer Forums

<http://devforums.apple.com>

Related Sessions





What's New in Game Center

Mission
Wednesday 3:15PM

iAd Integration and Best Practices

Russian Hill
Thursday 2:00PM

Labs

iTunes Connect Lab	Services Lab B Thursday 11:30AM	
Game Center Lab	Graphics and Games Lab B Thursday 12:45PM	
iTunes Connect Lab	Services Lab B Friday 10:15AM	
App Store Lab	3rd Floor Daily 9:00AM	

Summary



- Available Now
 - Leaderboard Sets (Sandbox only)
 - App Transfer
 - Command Line Automation with Transporter
- Coming later this year
 - Leaderboard Score Management

 WWDC2013