

# Affiliate Tools for App Developers

Session 301

Mark Miller

iTunes Store Engineering

Overview

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Updates and New Features

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Tools and Services

# Overview

# Understanding the Affiliate Program

Who's involved?

# Understanding the Affiliate Program

Who's involved?

Customer



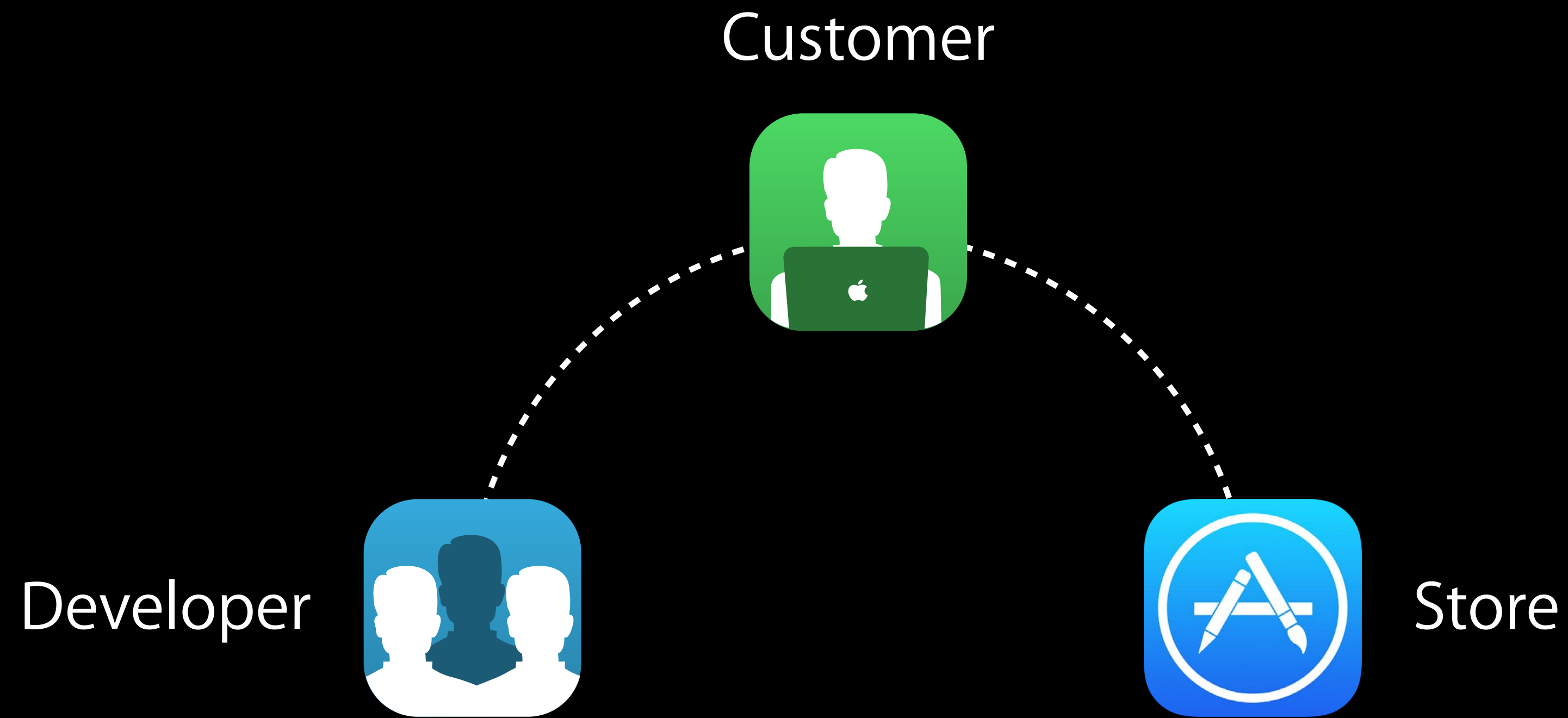
Developer



Store

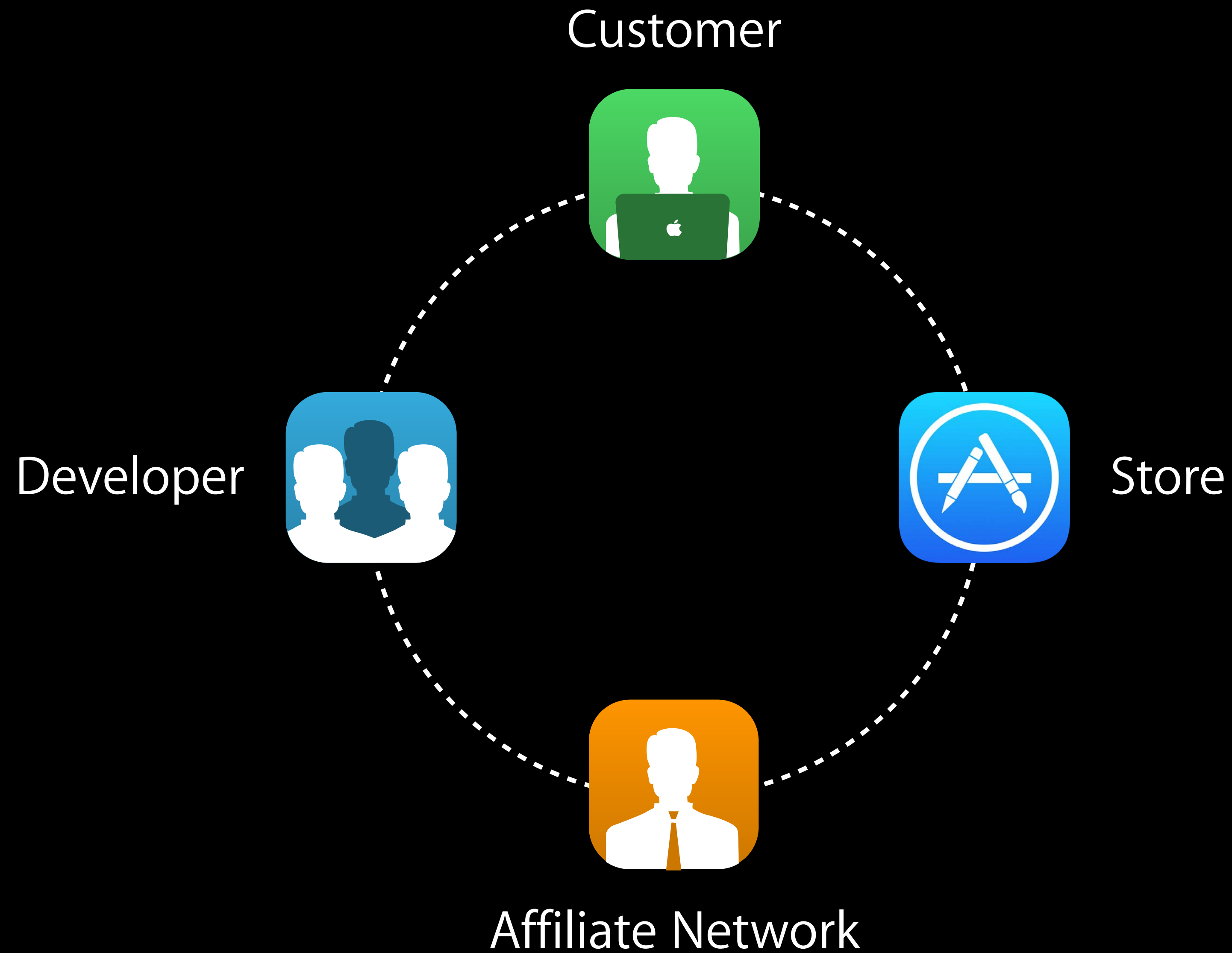
# Understanding the Affiliate Program

Who's involved?



# Understanding the Affiliate Program

Who's involved?



# Understanding the Affiliate Program

What's it for?



# Understanding the Affiliate Program

What's it for?



To drive customers to your  
apps and other content

# Understanding the Affiliate Program

What's it for?



To point to similar or complementary content



To drive customers to your apps and other content

# Understanding the Affiliate Program

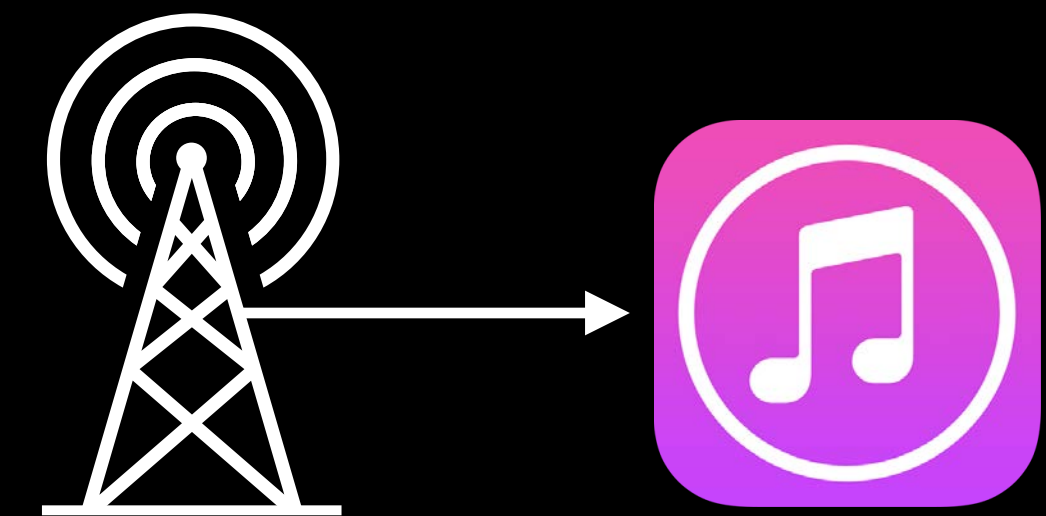
What's it for?



To point to similar or complementary content



To drive customers to your apps and other content



To connect your users with content they want

# Understanding the Affiliate Program

It's all about links

# Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links



# Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales



# Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales

Track the effectiveness of your marketing



# Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales

Track the effectiveness of your marketing

Works on your website and in your apps





# Understanding the Affiliate Program

How it works



# Understanding the Affiliate Program

How it works

Link data is copied to a cookie



# Understanding the Affiliate Program

## How it works

Link data is copied to a cookie

Cookie lives for 24 hours



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On purchase, data is recorded on server



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Affiliates earn 7% commission on all sales



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“Last one wins”



# Understanding the Affiliate Program

## How it works

Link data is copied to a cookie

Cookie lives for 24 hours

On purchase, data is recorded on server

Affiliates earn 7% commission on all sales

“Last one wins”

Seamless experience for your users



News



CUT  
the  
ROPE 2



Get it now!



CRIME  
MENTS

Play

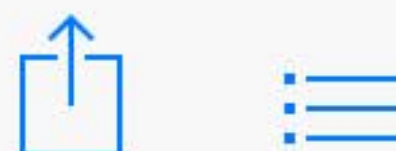
Album

Options

Follow us! →







# Cut the Rope 2 4+

ZeptoLab UK Limited >

Offers In-App Purchases

★★★★★ (4,652)

**+\$2.99**

Details

Reviews

Related

## App Store Editors' Notes

ZeptoLab's highly anticipated sequel is an absolute blast, filled with endless charm and brilliantly designed physics-based puzzles. Use all-new allies and abilities to feed the adorable Om Nom candy while navigating each stage's unique layout a ... [more](#)



Featured



Top Charts



Near Me



Search



Updates

What's New?

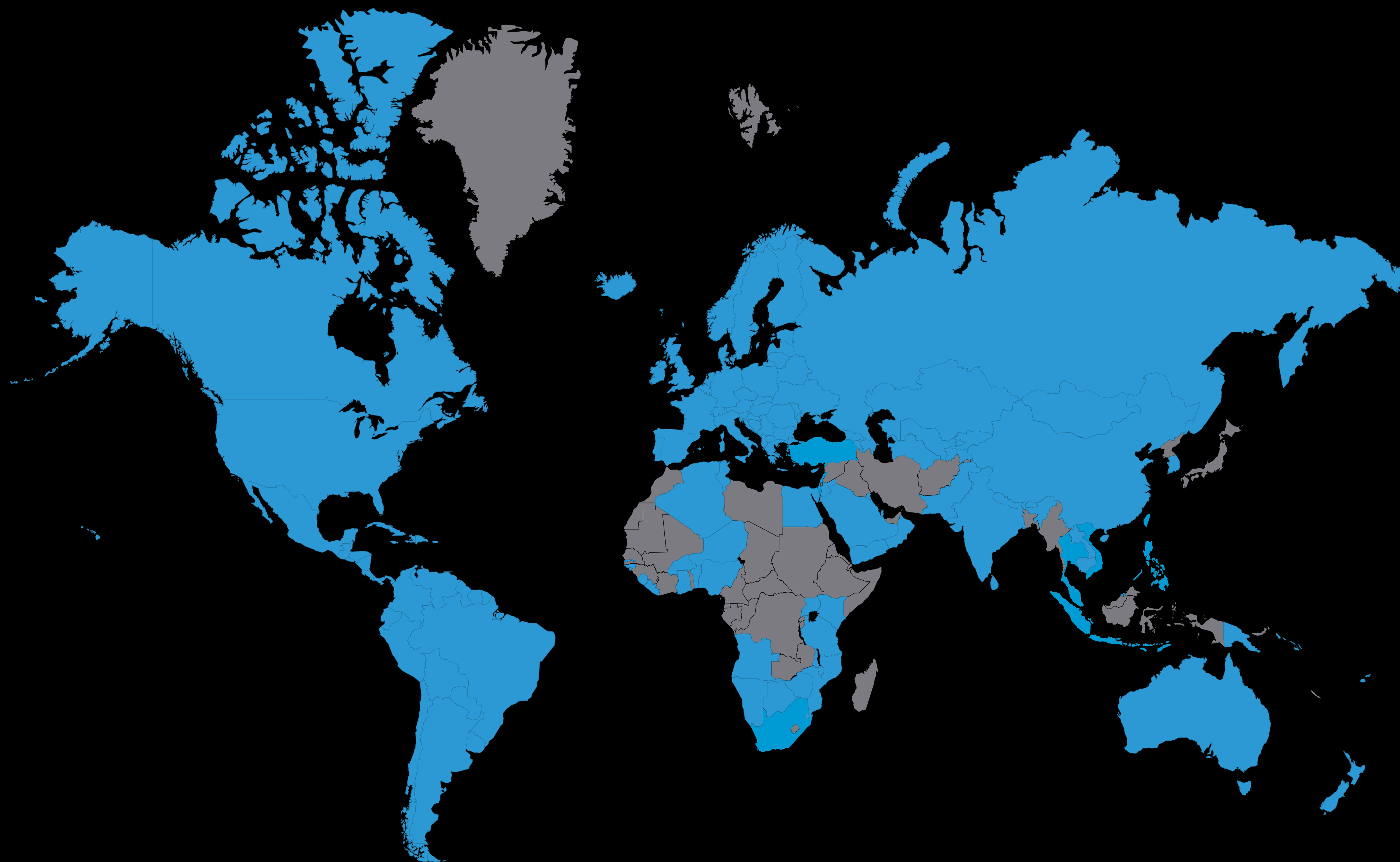
# Massive Territory Expansion



# Massive Territory Expansion



# Massive Territory Expansion





One Network Worldwide





Working with iTunes

Sell Your Content Enhance Your Content Market with iTunes Link to iTunes

# The Affiliate Program.

It pays to participate.



The affiliate program provides a unique way for your website or app to link to millions of songs and thousands of apps — as well as books, movies, TV shows and more while earning commissions on qualifying sales. Apply now to join the program and earn commissions when you link to music, apps, books and more on iTunes, App Store, iBooks and the Mac App Store.

Apply Now >

# Link Structure

# Link Structure

<https://itunes.apple.com/us/app/imovie/id377298193?mt=8>

# Link Structure

[http://click.linksynergy.com/fs-bin/stat?id=xyAYVwL3SCo&offerid=146261&type=3&subid=0&tmpid=1826&RD\\_PARM1=https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fmovie%252Fid377298193%253Fmt%253D8%2526partnerId%253D30](http://click.linksynergy.com/fs-bin/stat?id=xyAYVwL3SCo&offerid=146261&type=3&subid=0&tmpid=1826&RD_PARM1=https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fmovie%252Fid377298193%253Fmt%253D8%2526partnerId%253D30)

<http://clkuk.tradedoubler.com/click?p=24369&a=2293845&url=https%3A%2F%2Fitunes.apple.com%2Fno%2Fapp%2Fvvs-kalkulator%2Fid602391404%3Fmt%3D8%26uo%3D4%26partnerId%3D2003>

# Link Structure

[http://click.linksynergy.com/fs-bin/stat?id=xyAYVwL3SCo&offerid=146751&type=3&subid=0&mpid=1826&RD\\_PARM1=https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fmovie%252Fid377298193%253Fmt%253D8%2526partnerid%253D30](http://click.linksynergy.com/fs-bin/stat?id=xyAYVwL3SCo&offerid=146751&type=3&subid=0&mpid=1826&RD_PARM1=https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fmovie%252Fid377298193%253Fmt%253D8%2526partnerid%253D30)

<http://clkuk.tradedoubler.com/click?p=24369&a=2293875&url=https%3A%2F%2Fitunes.apple.com%2Fno%2Fapp%2Fvvs-kalkulator%2Fid602391404%3Fmt%3D8%26uo%3D4%26partnerid%3D2003>

# Link Structure

<https://itunes.apple.com/us/app/imovie/id377298193?mt=8>

# Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8  
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)

# Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8  
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)



# Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8  
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)

# Common Mistake

Invalid query strings

# Common Mistake

Invalid query strings



[http://itunes.apple.com/us/podcast/apple-keynotes/  
id275834665&at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&at=10ltL&ct=my-campaign)

# Common Mistake

## Invalid query strings



[http://itunes.apple.com/us/podcast/apple-keynotes/  
id275834665&at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&at=10ltL&ct=my-campaign)



[http://itunes.apple.com/us/podcast/apple-keynotes/  
id275834665?at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?at=10ltL&ct=my-campaign)

# Common Mistake

## Invalid query strings



[http://itunes.apple.com/us/podcast/apple-keynotes/  
id275834665&at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&at=10ltL&ct=my-campaign)



[http://itunes.apple.com/us/podcast/apple-keynotes/  
id275834665?at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?at=10ltL&ct=my-campaign)



[http://itunes.apple.com/us/app/remote/id284417350?mt=8?  
at=10ltL&ct=my-campaign](http://itunes.apple.com/us/app/remote/id284417350?mt=8?at=10ltL&ct=my-campaign)

# Common Mistake

## Invalid query strings



<http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&at=10ltL&ct=my-campaign>



<http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?at=10ltL&ct=my-campaign>



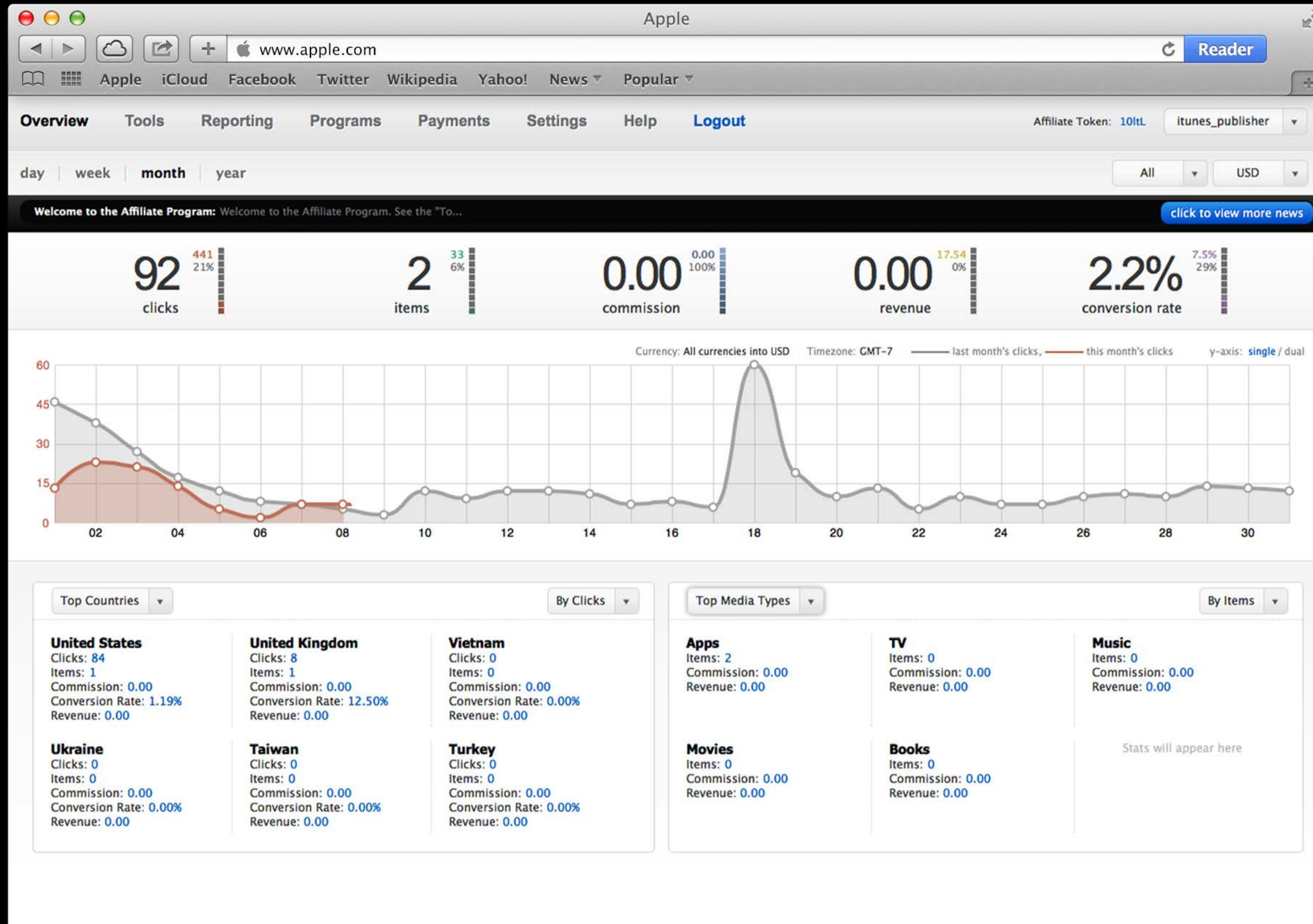
<http://itunes.apple.com/us/app/remote/id284417350?mt=8?at=10ltL&ct=my-campaign>



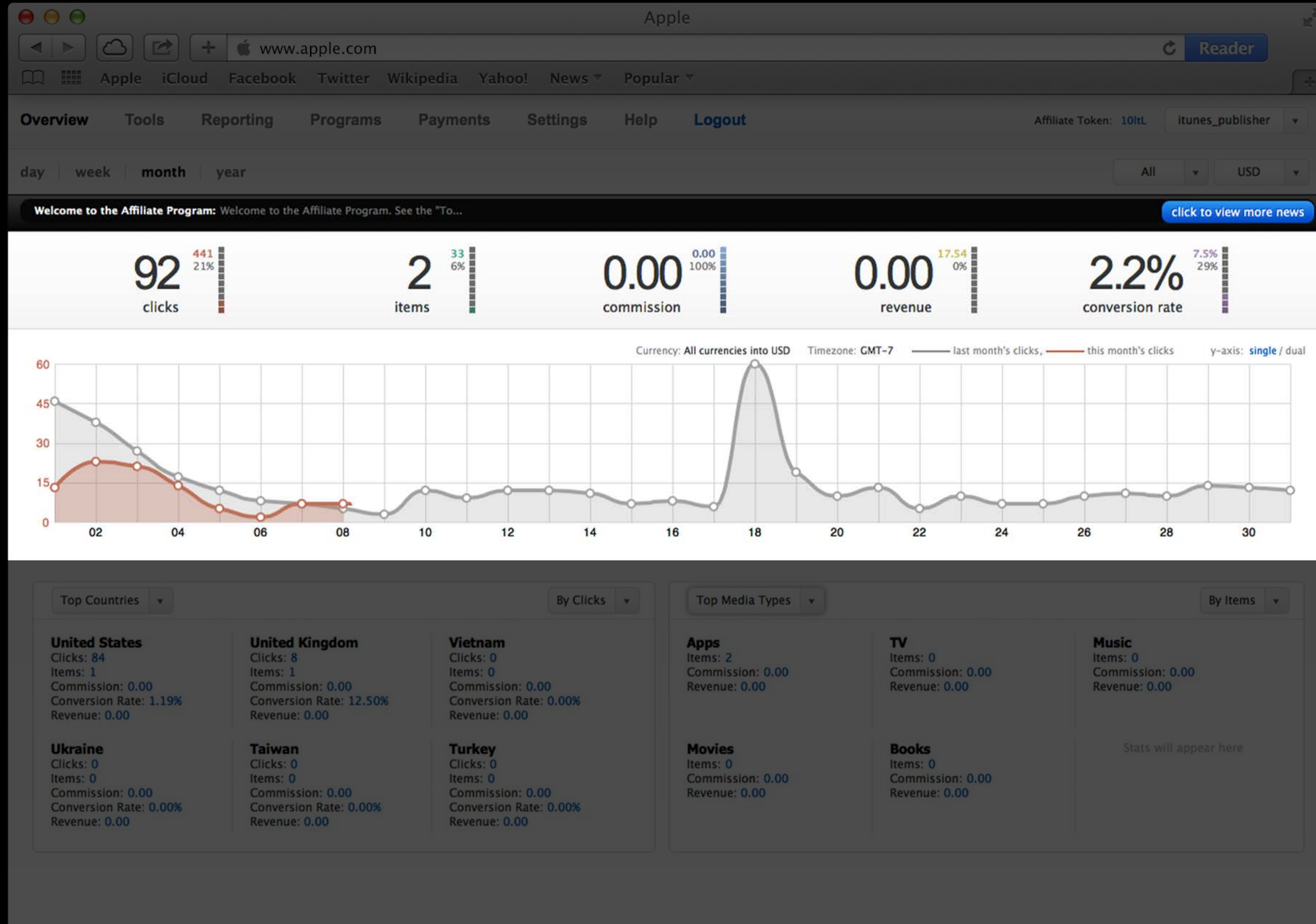
<http://itunes.apple.com/us/app/remote/id284417350?mt=8&at=10ltL&ct=my-campaign>

# Global Dashboard

NEW

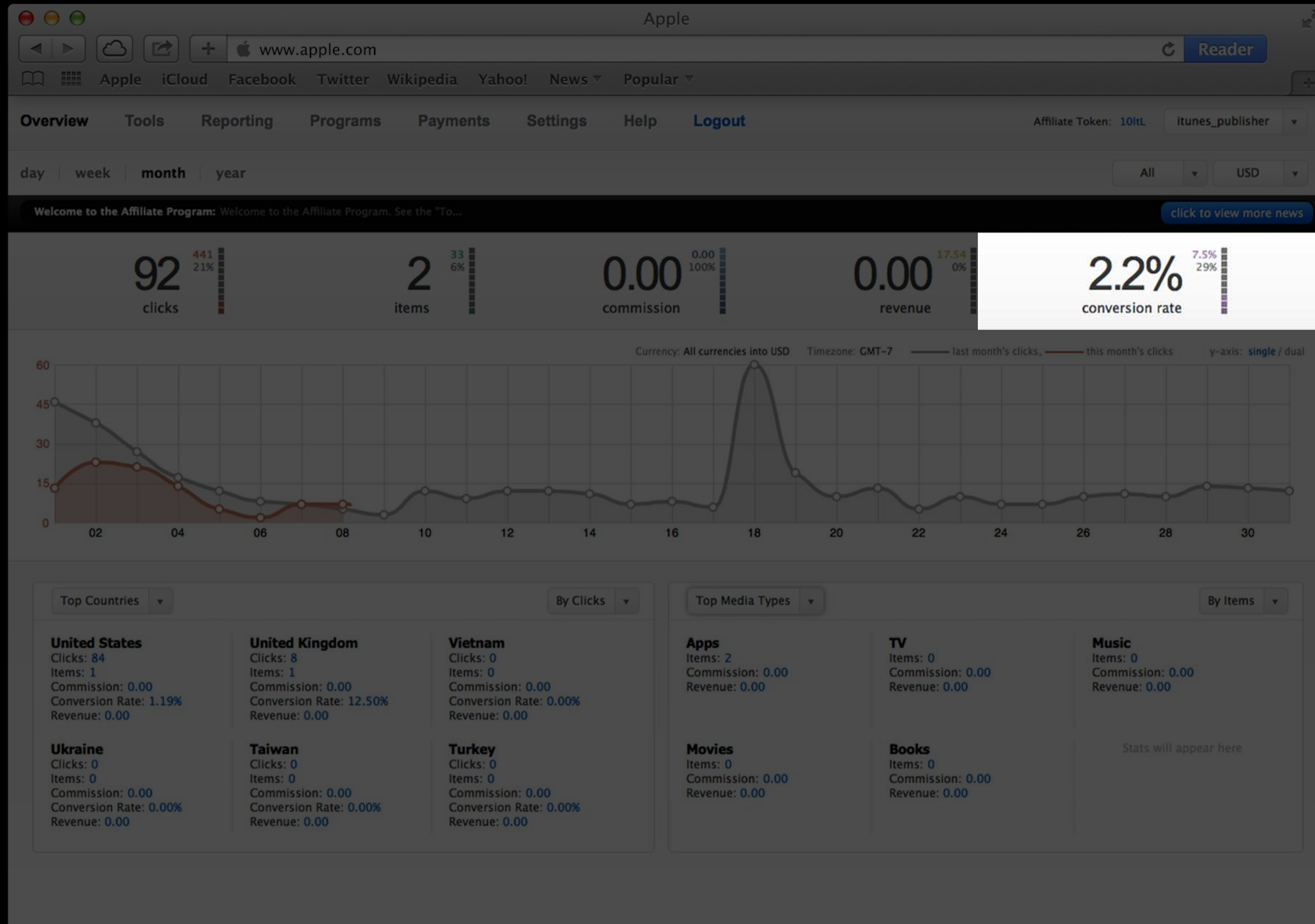


# Global Dashboard

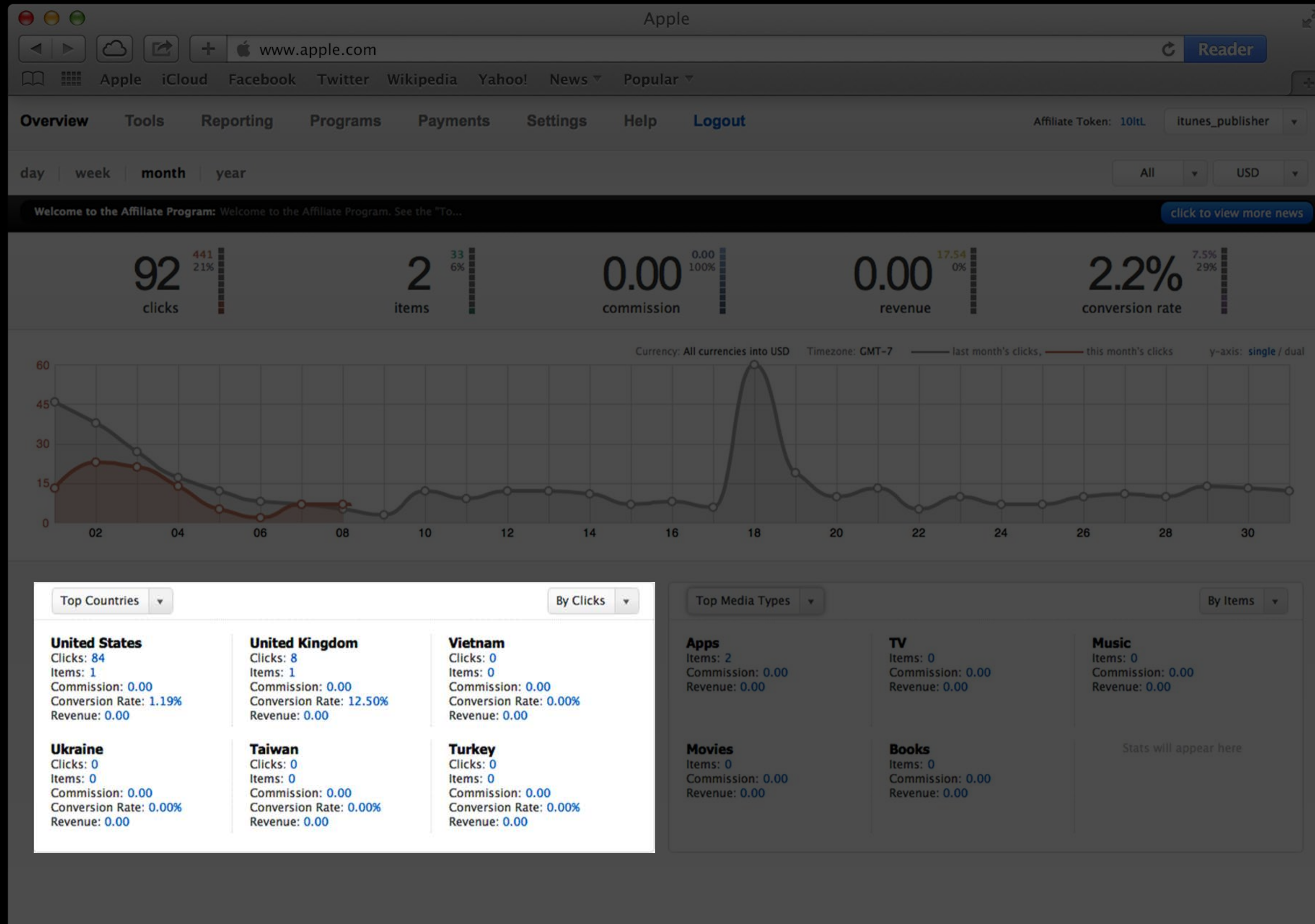




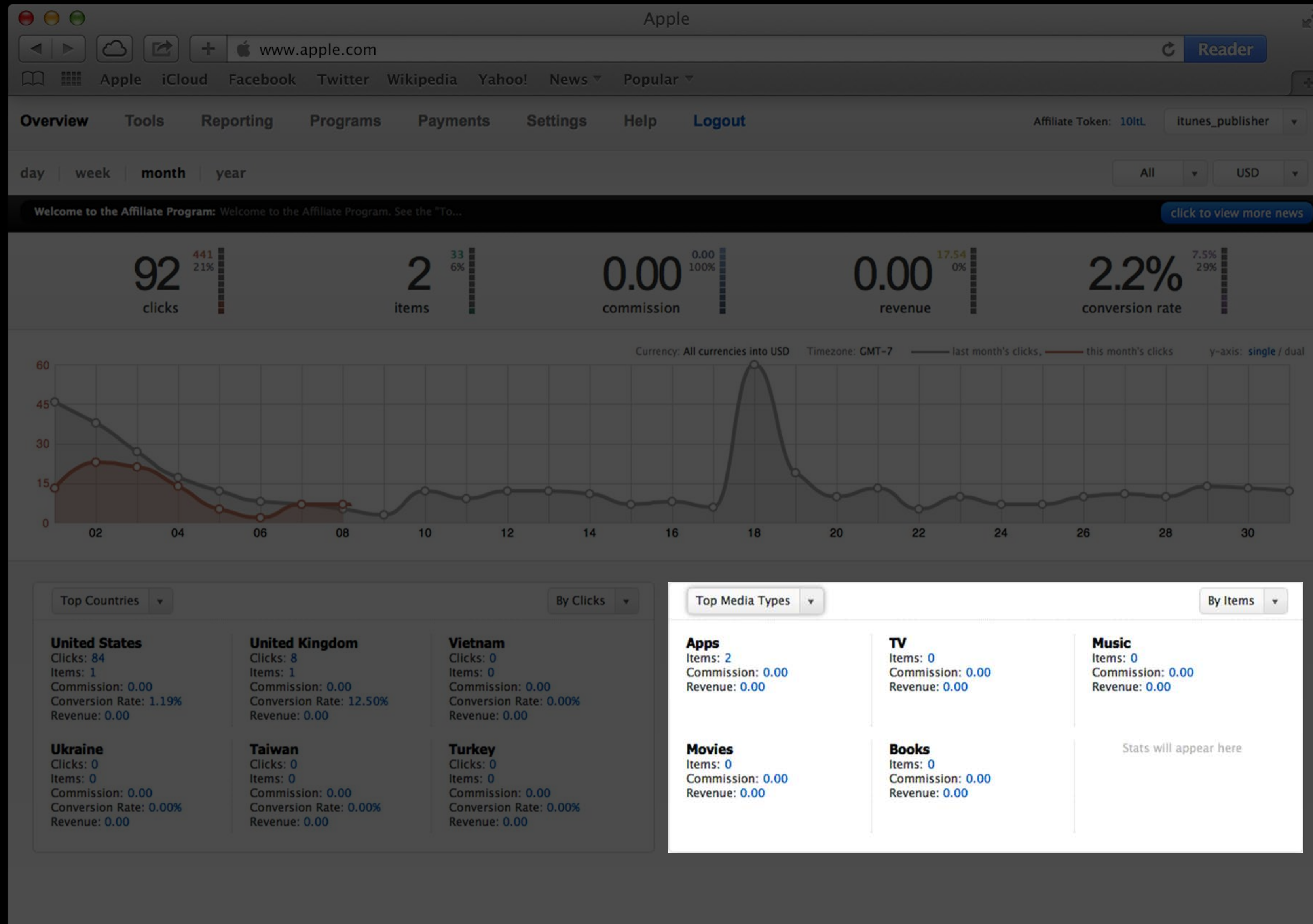
# Global Dashboard



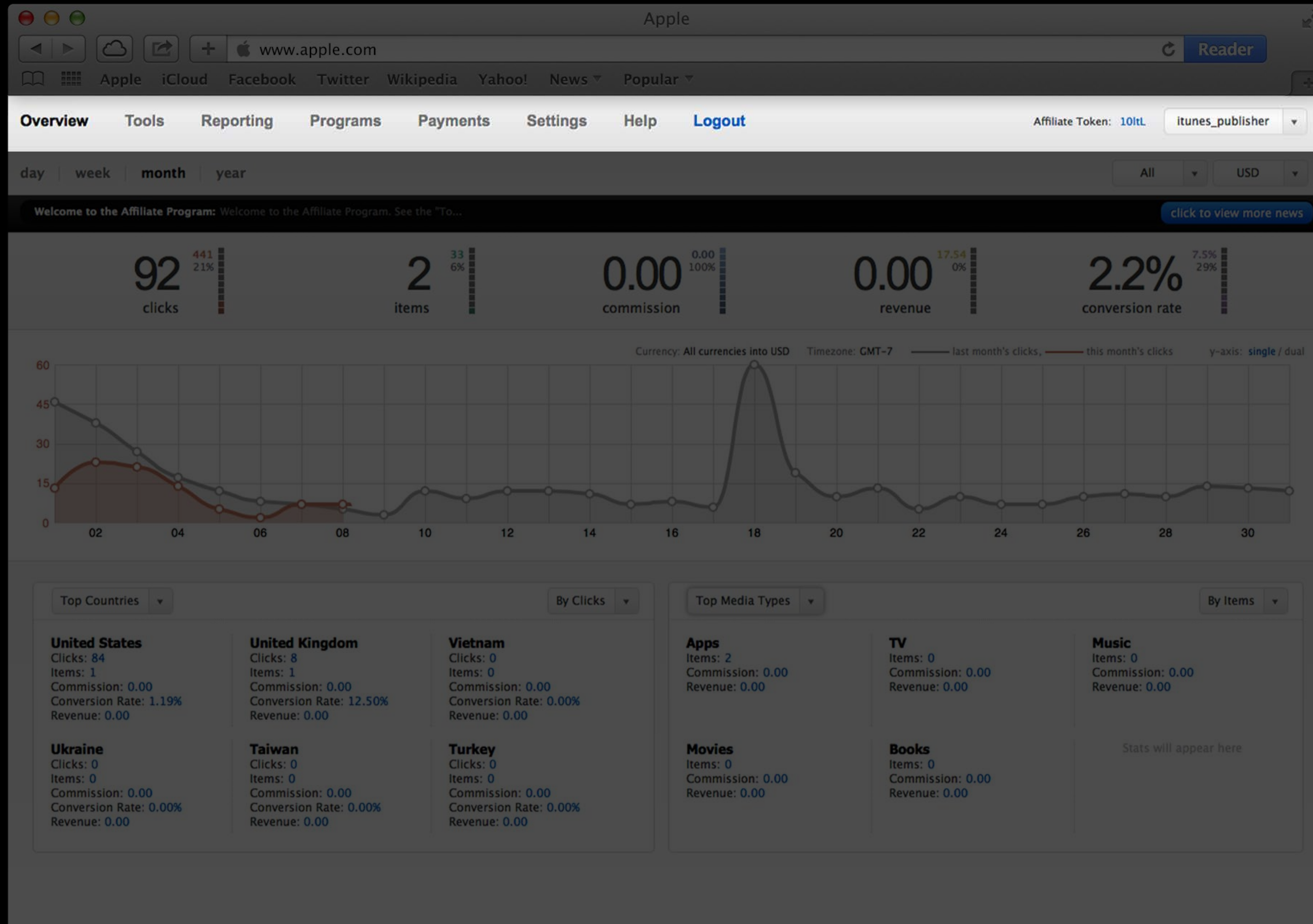
# Global Dashboard



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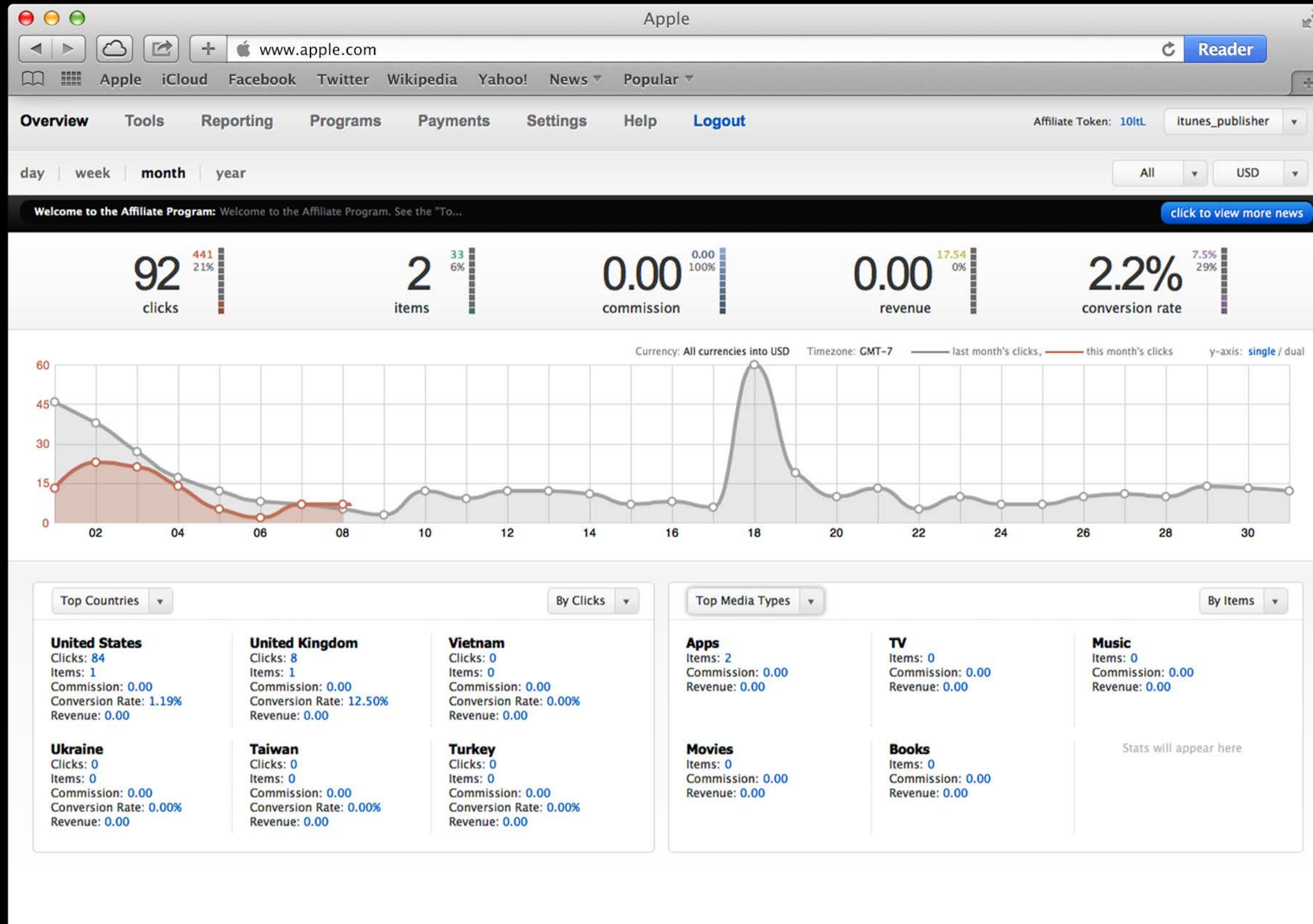


# Global Dashboard



# Global Dashboard

NEW



# Tools and Services

# Tools and Services

Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists

# Tools and Services

Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists



# Link Maker

The screenshot shows a web browser window titled "iTunes Link Maker" with the URL "linkmaker.itunes.apple.com/us/". The browser's address bar includes a "Reader" button. Below the browser, the page header features the "iTunes" logo and navigation links for "Link Maker", "Auto Link Maker", "Widget Builder", "Banner Builder", and "RSS Generator".

The main content area is titled "Link Maker" and contains the following text:

Create links for the iTunes Store, the App Store, the iBooks Store, and the Mac App Store.

With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBooks Store, and the Mac App Store, and then place those links on your website or within your app.

To the right of this text are four icons: a purple music note icon, a blue 'A' icon, an orange book icon, and a blue 'A' icon with a pencil.

Below the text is a search form titled "Link Maker" with the following fields:

Search	Country	Media Type	Genre/Category	
<input type="text"/>	USA	Music	All	<input type="button" value="Search"/>

At the bottom of the page, there is a disclaimer:

The Link Maker tool is provided by Apple as an accommodation only. Apple assumes no responsibility for your use of any links, and makes no representation regarding their accuracy or performance. Nothing shall be construed as permission or a grant by Apple in relation to the use of any artist, track or album name, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to de-activate links at its sole discretion.

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With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBooks Store, and the Mac App Store, and then place those links on your website or within your app.

To the right of this text are four icons: a purple music note icon, a blue App Store icon, an orange iBooks icon, and a blue Mac App Store icon.

Below the text and icons is a search form titled "Link Maker" with the following fields:

Search	Country	Media Type	Genre/Category	
<input type="text" value="Ed Sheeran"/>	<input type="text" value="USA"/>	<input type="text" value="Music"/>	<input type="text" value="All"/>	<input type="button" value="Search"/>

At the bottom of the page, there is a disclaimer:

The Link Maker tool is provided by Apple as an accommodation only. Apple assumes no responsibility for your use of any links, and makes no representation regarding their accuracy or performance. Nothing shall be construed as permission or a grant by Apple in relation to the use of any artist, track or album name, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to de-activate links at its sole discretion.

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# Link Maker

iTunes Link Maker

linkmaker.itunes.apple.com/us/ Reader

Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular











## Link Maker

Search: Ed Sheeran Country: USA Media Type: Music Genre/Category: All Search

### Artists

**Ed Sheeran**  
[Store Link](#)  
[iTunes Radio Link](#)

### Albums 1-25 See More >

Name	Artist	Genre	Released	
 + (Deluxe Version)	Ed Sheeran		09/09/11	<a href="#">Album Link</a>
 x (Deluxe Edition)	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 +	Ed Sheeran		09/09/11	<a href="#">Album Link</a>
 x	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 iTunes Festival: London 2012 - EP	Ed Sheeran		09/03/12	<a href="#">Album Link</a>
 iTunes Festival: London 2011 - EP	Ed Sheeran		07/11/11	<a href="#">Album Link</a>
 The Slumdon Bridge - EP	Ed Sheeran & Yelawolf		09/09/11	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>
 Everything Has Changed (Remix) [feat. E...]	Taylor Swift		07/23/13	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>

# Link Maker

iTunes Link Maker

linkmaker.itunes.apple.com/us/ Reader

Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular











## Link Maker

Search: Ed Sheeran Country: USA Media Type: Music Genre/Category: All Search

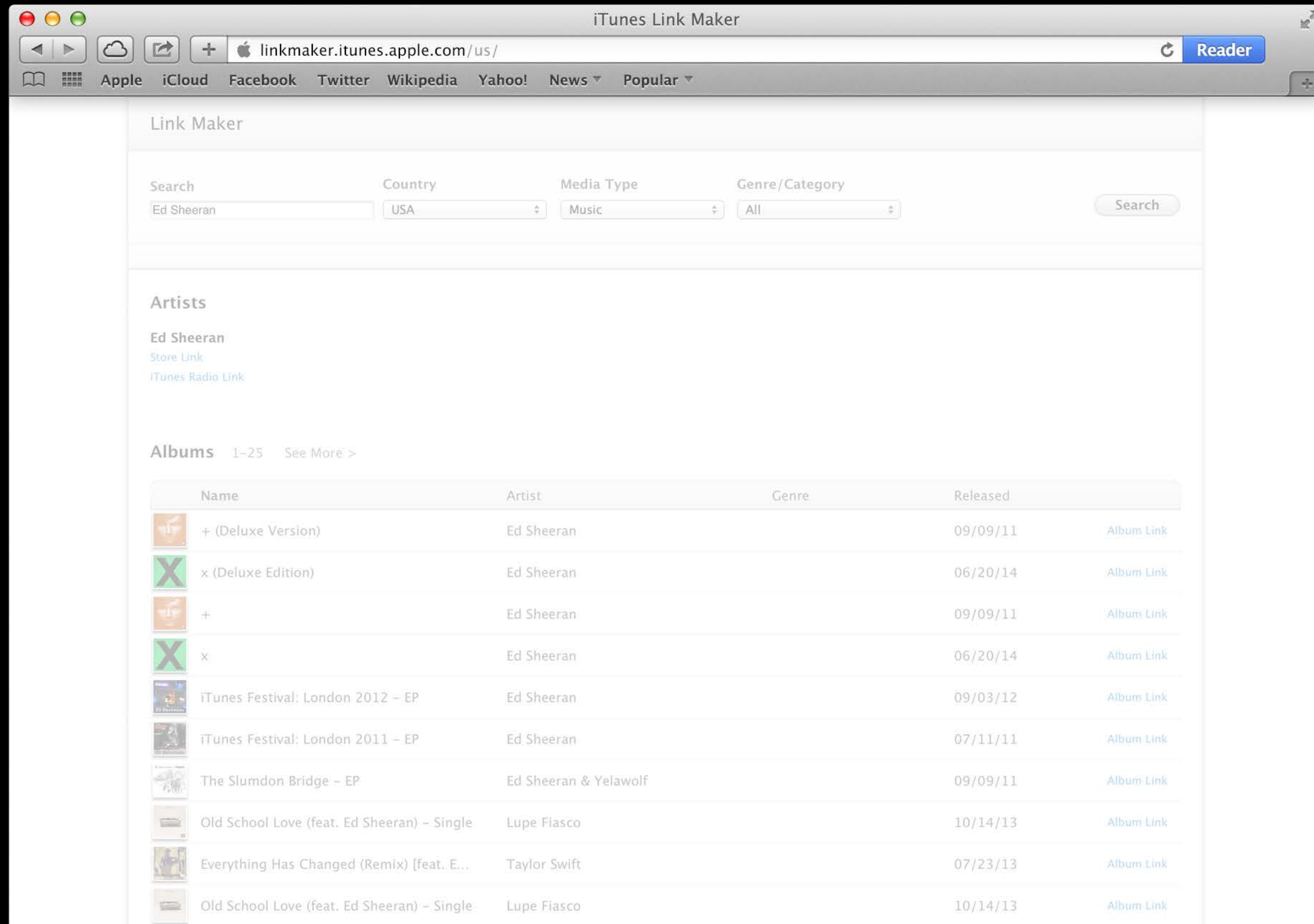
### Artists

**Ed Sheeran**  
[Store Link](#)  
[iTunes Radio Link](#)

### Albums 1-25 See More >

Name	Artist	Genre	Released	
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 x (Deluxe Edition)	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 +	Ed Sheeran		09/09/11	<a href="#">Album Link</a>
 x	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 iTunes Festival: London 2012 - EP	Ed Sheeran		09/03/12	<a href="#">Album Link</a>
 iTunes Festival: London 2011 - EP	Ed Sheeran		07/11/11	<a href="#">Album Link</a>
 The Slumdon Bridge - EP	Ed Sheeran & Yelawolf		09/09/11	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>
 Everything Has Changed (Remix) [feat. E...]	Taylor Swift		07/23/13	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>

# Link Maker













The screenshot shows a web browser window titled "iTunes Link Maker" with the URL "linkmaker.itunes.apple.com/us/". The search bar contains "Ed Sheeran", and the filters are set to "USA", "Music", and "All". The results are categorized into "Artists" and "Albums".

**Artists**

**Ed Sheeran**  
[Store Link](#)  
[iTunes Radio Link](#)

**Albums** 1-25 [See More >](#)

Name	Artist	Genre	Released	
 + (Deluxe Version)	Ed Sheeran		09/09/11	<a href="#">Album Link</a>
 x (Deluxe Edition)	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 +	Ed Sheeran		09/09/11	<a href="#">Album Link</a>
 x	Ed Sheeran		06/20/14	<a href="#">Album Link</a>
 iTunes Festival: London 2012 - EP	Ed Sheeran		09/03/12	<a href="#">Album Link</a>
 iTunes Festival: London 2011 - EP	Ed Sheeran		07/11/11	<a href="#">Album Link</a>
 The Slumdon Bridge - EP	Ed Sheeran & Yelawolf		09/09/11	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>
 Everything Has Changed (Remix) [feat. E...]	Taylor Swift		07/23/13	<a href="#">Album Link</a>
 Old School Love (feat. Ed Sheeran) - Single	Lupe Fiasco		10/14/13	<a href="#">Album Link</a>

# Link Maker

The screenshot shows the iTunes Link Maker interface. A modal window is open, displaying the following information:

**Linking to Album:**  
x (Deluxe Edition) – Ed Sheeran

**Direct Link**  
<https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4>

**HTML With Link:**  Small button  Large button  Text Only

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store" style="display:inline-block;overflow:hidden;background:url(https://linkmaker.itunes.apple.com/htmlResources/assets//images/web/linkmaker/badge_itunes-sm.png) no-repeat;width:45px;height:15px;@media only screen{background-image:url(https://linkmaker.itunes.apple.com/htmlResources/assets//images/web/linkmaker/badge_itunes-sm.svg);}"></a>
```

**HTML Link Test:**

The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page.

# Link Maker

The screenshot shows the iTunes Link Maker web application in a browser window. The browser's address bar displays `linkmaker.itunes.apple.com/us/`. The page title is "iTunes Link Maker". The browser's navigation bar includes links for Apple, iCloud, Facebook, Twitter, Wikipedia, Yahoo!, News, and Popular. A "Reader" button is visible in the top right corner of the browser window.

The main content area of the application is titled "Link Maker". It features a search bar with "Ed Sheeran" entered. Below the search bar, there are sections for "Artists" and "Albums". The "Artists" section lists "Ed Sheeran" with options for "Store Link" and "iTunes Radio Link". The "Albums" section shows a list of albums, with "x (Deluxe Edition) - Ed Sheeran" selected.

A modal dialog box is open, titled "Linking to Album: x (Deluxe Edition) - Ed Sheeran". It provides a "Direct Link" to the album: `https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4`. Below the direct link, there are radio buttons for "HTML With Link" options: "Small button", "Large button" (which is selected), and "Text Only".

The "HTML With Link" section displays the following HTML code:

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store" style="display:inline-block;overflow:hidden;background:url(https://linkmaker.itunes.apple.com/htmlResources/assets/en_us//images/web/linkmaker/badge_itunes-lrg.png) no-repeat;width:110px;height:40px;@media only screen{background-image:url(https://linkmaker.itunes.apple.com/htmlResources/assets/en_us//images/web/linkmaker/badge_itunes-lrg.svg);}"></a>
```

Below the HTML code, there is an "HTML Link Test:" section showing a preview of the "Download on iTunes" button. The button features the Apple logo and the text "Download on iTunes".

At the bottom of the modal dialog, there is a paragraph of explanatory text: "The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page."

The background of the application shows a list of albums, including "Everything Has Changed (Remix) [feat. E... Taylor Swift" and "Old School Love (feat. Ed Sheeran) - Single Lupe Fiasco".

# Link Maker

The screenshot shows the iTunes Link Maker interface. A modal dialog is open, displaying the following information:

**Linking to Album:**  
x (Deluxe Edition) – Ed Sheeran

**Direct Link**  
<https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4>

**HTML With Link:**  Small button  Large button  Text Only

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store">x (Deluxe Edition) – Ed Sheeran</a>
```

**HTML Link Test:** [x \(Deluxe Edition\) – Ed Sheeran](https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4)

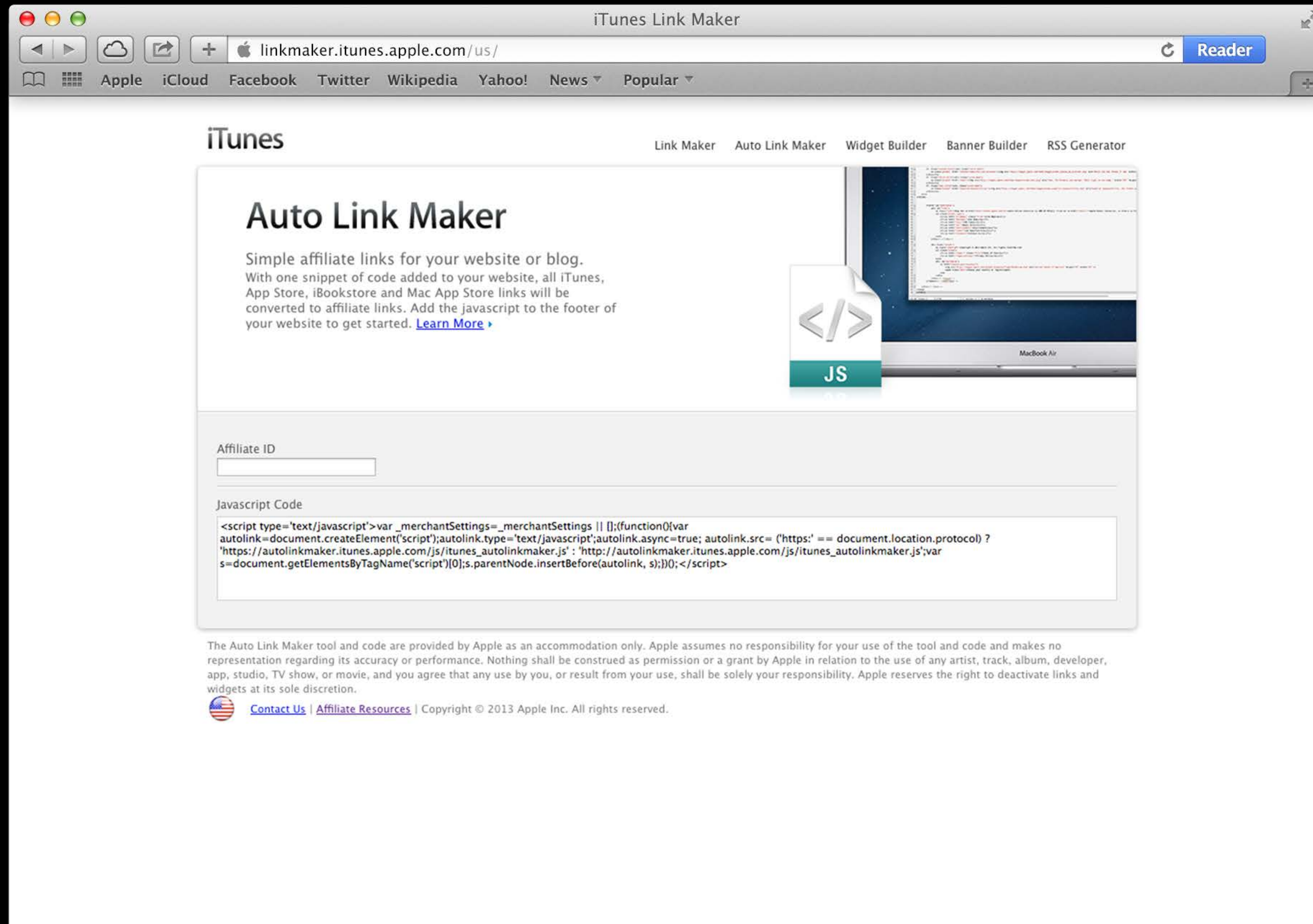
The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page.

The background shows the iTunes Link Maker search results for Ed Sheeran, with the album 'x (Deluxe Edition)' selected. The interface includes a search bar, a sidebar with 'Artists' and 'Albums' sections, and a main content area displaying search results with album covers and titles.



# Auto Link Maker

NEW



The screenshot shows a web browser window titled "iTunes Link Maker" with the URL "linkmaker.itunes.apple.com/us/". The browser's address bar includes a "Reader" button. The page features a navigation menu with links for "Link Maker", "Auto Link Maker", "Widget Builder", "Banner Builder", and "RSS Generator". The main content area is titled "Auto Link Maker" and includes a sub-header "Simple affiliate links for your website or blog." followed by a paragraph explaining the tool's functionality and a "Learn More" link. Below this is a form with an "Affiliate ID" input field and a "Javascript Code" text area containing a JavaScript snippet. At the bottom, there is a disclaimer and a footer with a US flag icon, "Contact Us", "Affiliate Resources", and "Copyright © 2013 Apple Inc. All rights reserved."

iTunes

Link Maker Auto Link Maker Widget Builder Banner Builder RSS Generator

## Auto Link Maker


Simple affiliate links for your website or blog. With one snippet of code added to your website, all iTunes, App Store, iBookstore and Mac App Store links will be converted to affiliate links. Add the javascript to the footer of your website to get started. [Learn More](#)

Affiliate ID

Javascript Code

```
<script type='text/javascript'>var _merchantSettings=_merchantSettings || [];(function(){var autolink=document.createElement('script');autolink.type='text/javascript';autolink.async=true; autolink.src= ('https:' == document.location.protocol) ? 'https://autolinkmaker.itunes.apple.com/js/itunes_autolinkmaker.js' : 'http://autolinkmaker.itunes.apple.com/js/itunes_autolinkmaker.js';var s=document.getElementsByTagName('script')[0];s.parentNode.insertBefore(autolink, s);})();</script>
```

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# Tools and Services

Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

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# Search and Lookup API

iTunes search and metadata lookup on the web

# Search and Lookup API

iTunes search and metadata lookup on the web

Two main actions available:

- Search—Find content by terms
- Lookup—Fetch content metadata via IDs

Responses in JSON format

# Search API Query Params

# Search API Query Params

Required: "term"

# Search API Query Params

Required: "term"

Many modifiers available



# Search API Query Params

Required: "term"

Many modifiers available

- "language"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
  - Even more specific—"entity"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
  - Even more specific—"entity"
- "attribute"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
  - Even more specific—"entity"
- "attribute"
- "limit"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
  - Even more specific—"entity"
- "attribute"
- "limit"
- "callback"

# Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
  - Even more specific—"entity"
- "attribute"
- "limit"
- "callback"

Results are JSON dictionaries sorted by relevancy

# Lookup API Query Params



# Lookup API Query Params

Required: "id"

# Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

# Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"

# Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"

# Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"
- "entity"

# Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"
- "entity"
- Results are JSON dictionaries

# Sample Response

# Sample Response

```
{
  "artistId": 284417353,
  "artistName": "Apple",
  "artistViewUrl": "...",
  "artworkUrl512": "...",
  "averageUserRating": 3.5,
  "averageUserRatingForCurrentVersion": 4.0,
  "bundleId": "com.apple.iMovie",
  "contentAdvisoryRating": "4+",
  "currency": "USD",
  "description": "iMovie puts ...",
  "features": [ ... ],
  "fileSizeBytes": "634892799",
  "formattedPrice": "$4.99",
  "genreIds": [ "6008", "6012" ],
  "genres": [ ... ],
  "isGameCenterEnabled": false,
  "kind": "software",
  "languageCodesISO2A": [ ... ],
  "price": 4.99,
  "releaseDate": "2010-06-24T07:00:00Z",
  "releaseNotes": "All-new, streamlined...",
  "screenshotUrls": [ ... ],
  "sellerName": "Apple Inc.",
  "sellerUrl": "...",
  "supportedDevices": [ ... ],
  "trackContentRating": "4+",
  "trackId": 377298193,
  "trackName": "iMovie",
  "trackViewUrl": "...",
  "userRatingCount": 17242,
  "userRatingCountForCurrentVersion": 2414,
  "version": "2.0",
  "wrapperType": "software"
}
```



Example

# Example

<https://itunes.apple.com/us/search?term=The+A+Team>

# Example

<https://itunes.apple.com/us/search?term=The+A+Team>

# Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

# Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

<https://itunes.apple.com/us/search?term=The+A+Team&attribute=songTerm>

<https://itunes.apple.com/us/search?term=The+A+Team&entity=song>

# Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

<https://itunes.apple.com/us/search?term=The+A+Team&attribute=songTerm>

<https://itunes.apple.com/us/search?term=The+A+Team&entity=song>



# Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1&media=music>

# Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1&media=music>

```
{ "artistName": "Ed Sheeran",  
  "collectionId": 448213992,  
  "collectionName": "+ (Deluxe Version)",  
  "kind": "song",  
  "trackId": 448213995,  
  "trackName": "The a Team",  
  "trackPrice": 1.29,  
  ... }
```



Example

# Example

<https://itunes.apple.com/gb/lookup?id=448213992>

# Example

<https://itunes.apple.com/gb/lookup?id=448213992>

# Example

<https://itunes.apple.com/gb/lookup?id=448213992&entity=song>

# Example

<https://itunes.apple.com/gb/lookup?id=448213992&entity=song>

```
{ "collectionName": "+ (Deluxe Version)",  
  "wrapperType": "collection", },  
{ "trackName": "The a Team",  
  "wrapperType": "track", },  
{ "trackName": "Drunk",  
  "wrapperType": "track", },  
{ "trackName": "U.N.I.",  
  "wrapperType": "track", },  
...
```

# Other Tools

## Enterprise Partner Feeds



# Other Tools

## Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content



# Other Tools

## Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis





# Other Tools

## Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables



# Other Tools

## Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables

Aimed at organizations that need to run custom queries against iTunes content



# Other Tools

## Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables

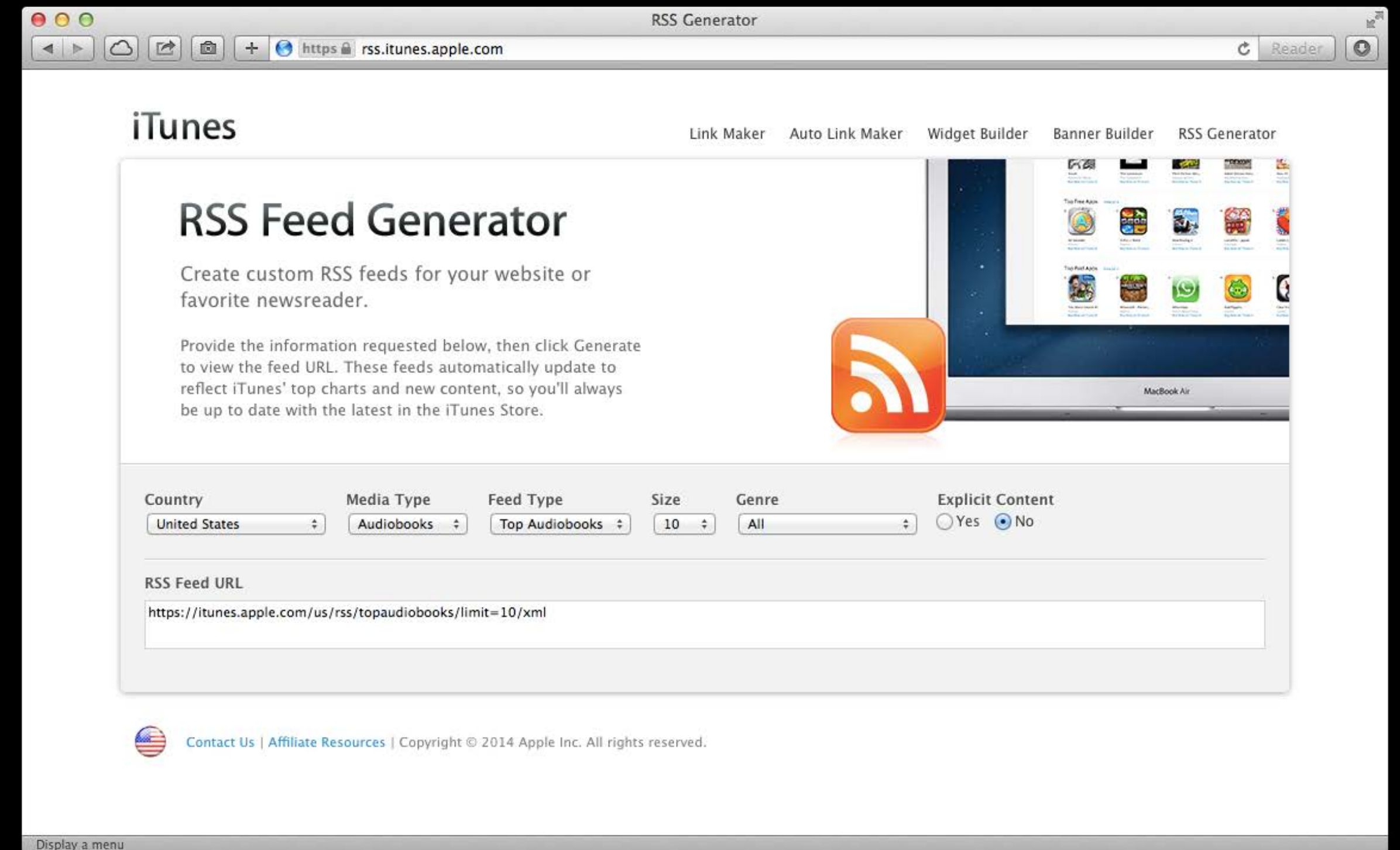
Aimed at organizations that need to run custom queries against iTunes content

Importer script available



# Other Tools

## RSS Feeds

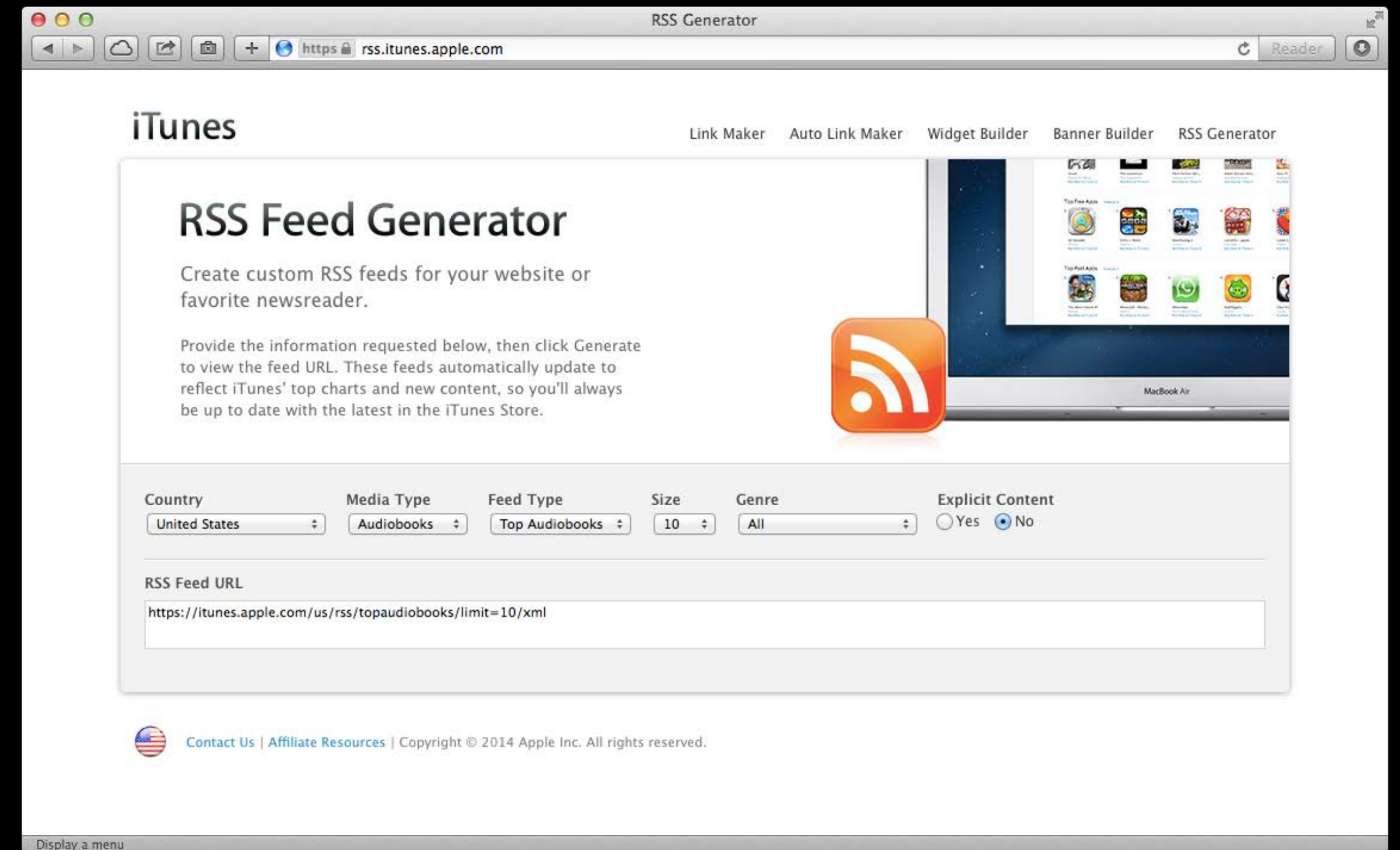


The screenshot shows a web browser window titled "RSS Generator" with the URL "https://rss.itunes.apple.com". The page features the "iTunes" logo and navigation links for "Link Maker", "Auto Link Maker", "Widget Builder", "Banner Builder", and "RSS Generator". The main heading is "RSS Feed Generator", followed by the instruction: "Create custom RSS feeds for your website or favorite newsreader." Below this, a paragraph explains that feeds are automatically updated to reflect iTunes' top charts and new content. To the right is an image of a MacBook Air displaying the iTunes interface, with an orange RSS icon overlaid. The form includes dropdown menus for "Country" (United States), "Media Type" (Audiobooks), "Feed Type" (Top Audiobooks), "Size" (10), and "Genre" (All). The "Explicit Content" section has radio buttons for "Yes" and "No", with "No" selected. The "RSS Feed URL" field contains the text "https://itunes.apple.com/us/rss/topaudiobooks/limit=10/xml". At the bottom, there is a footer with a US flag icon, links for "Contact Us" and "Affiliate Resources", and a copyright notice for 2014 Apple Inc. A "Display a menu" link is visible in the bottom left corner of the browser window.

# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

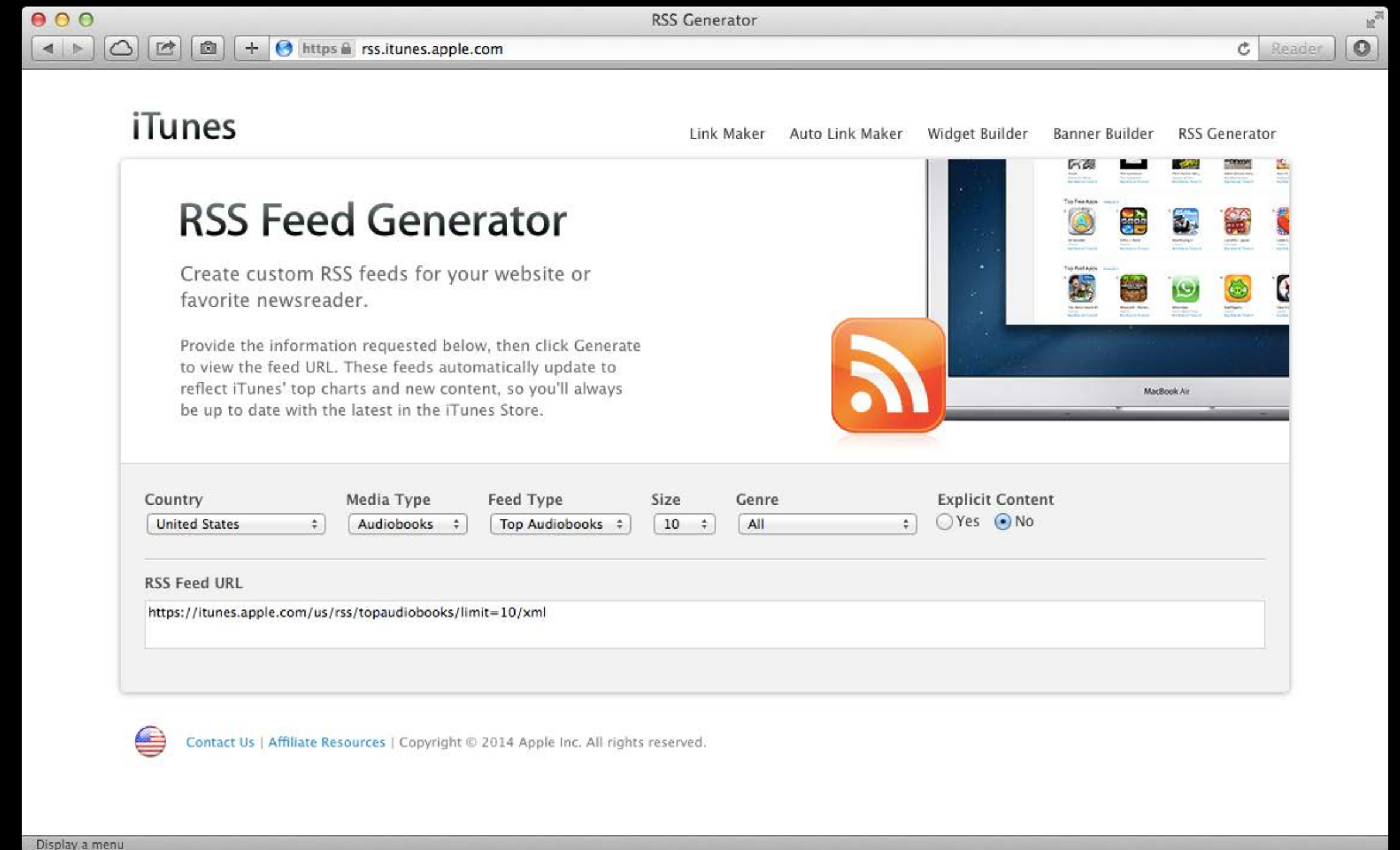


# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:



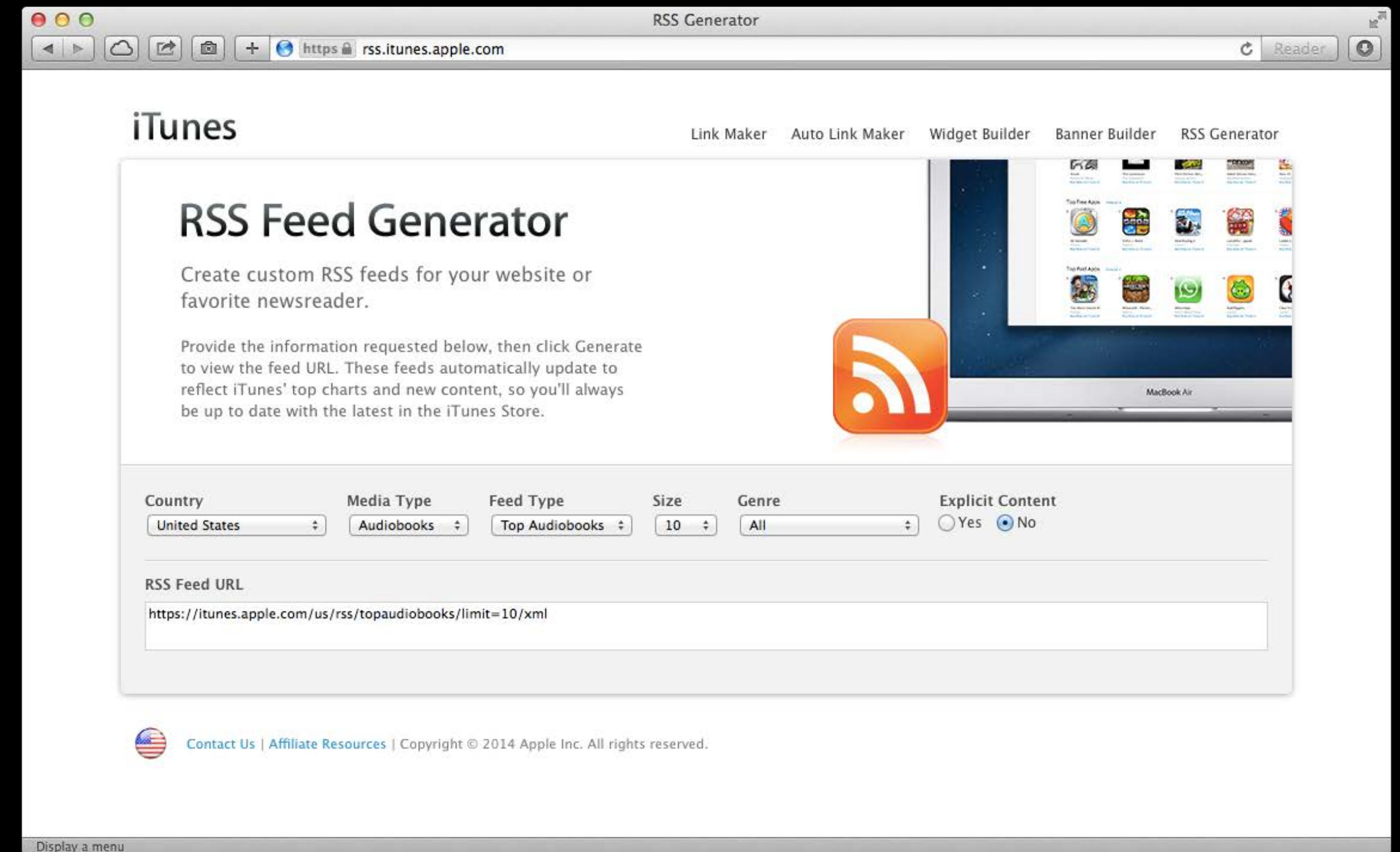
# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular



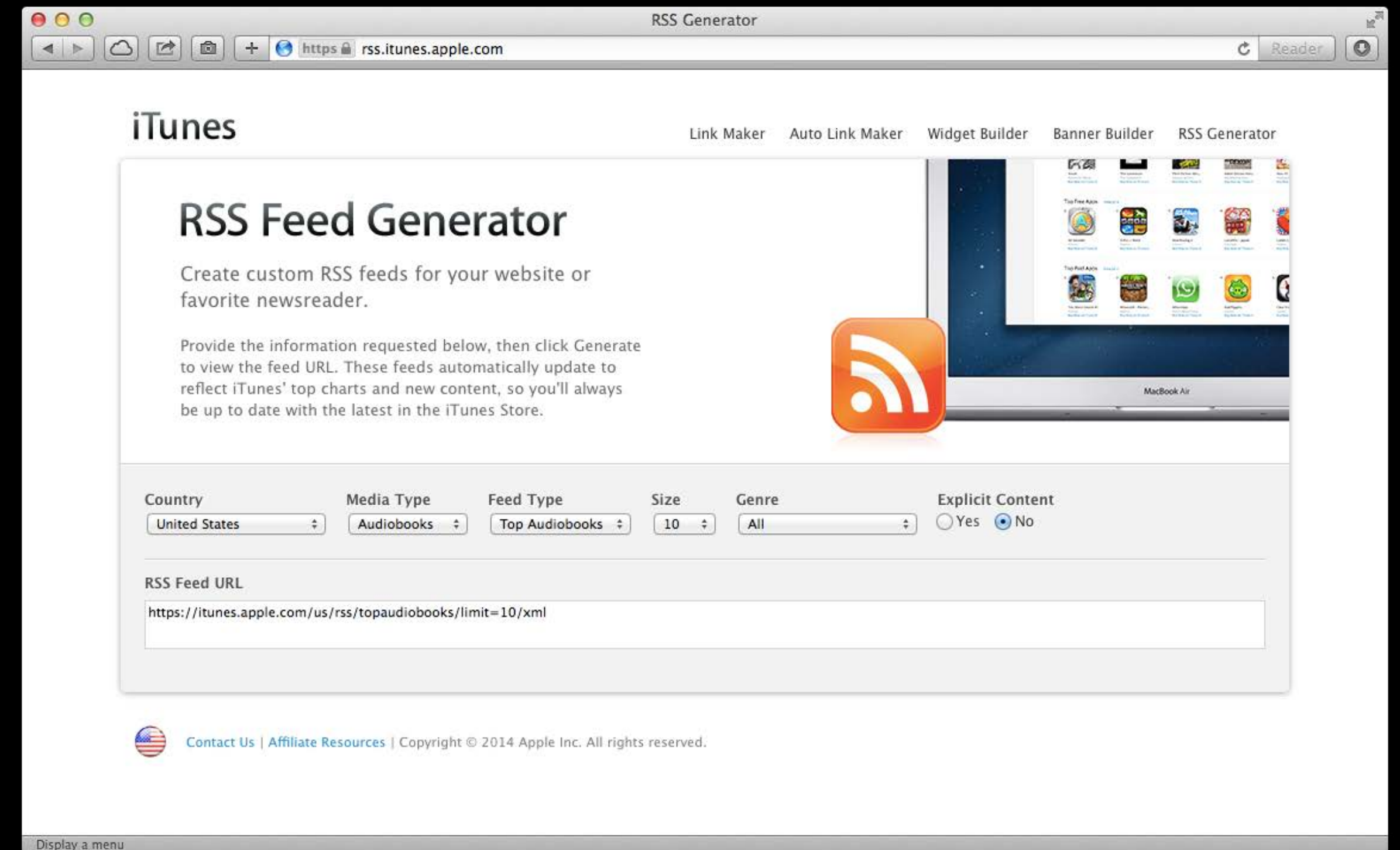
# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added





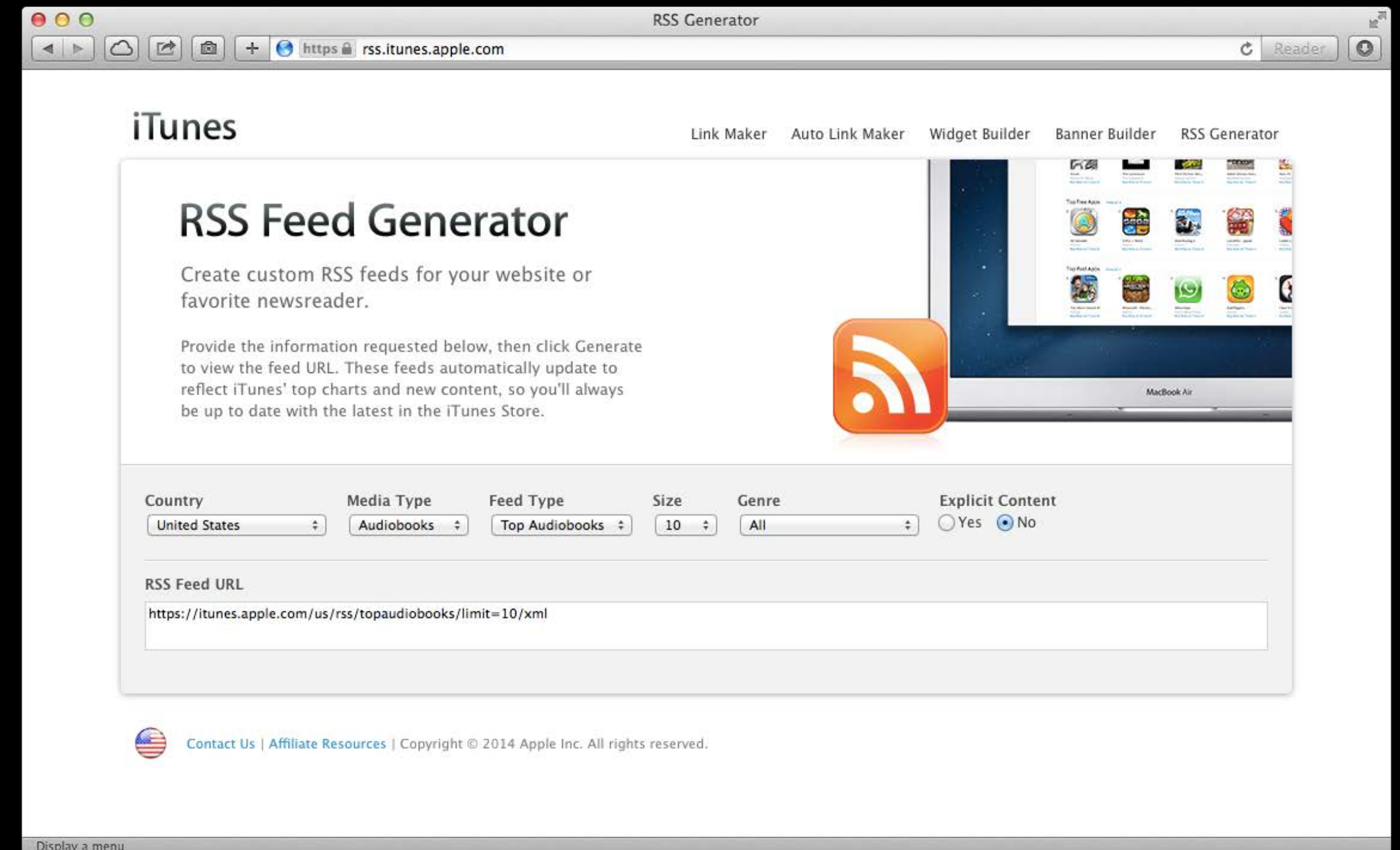
# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content



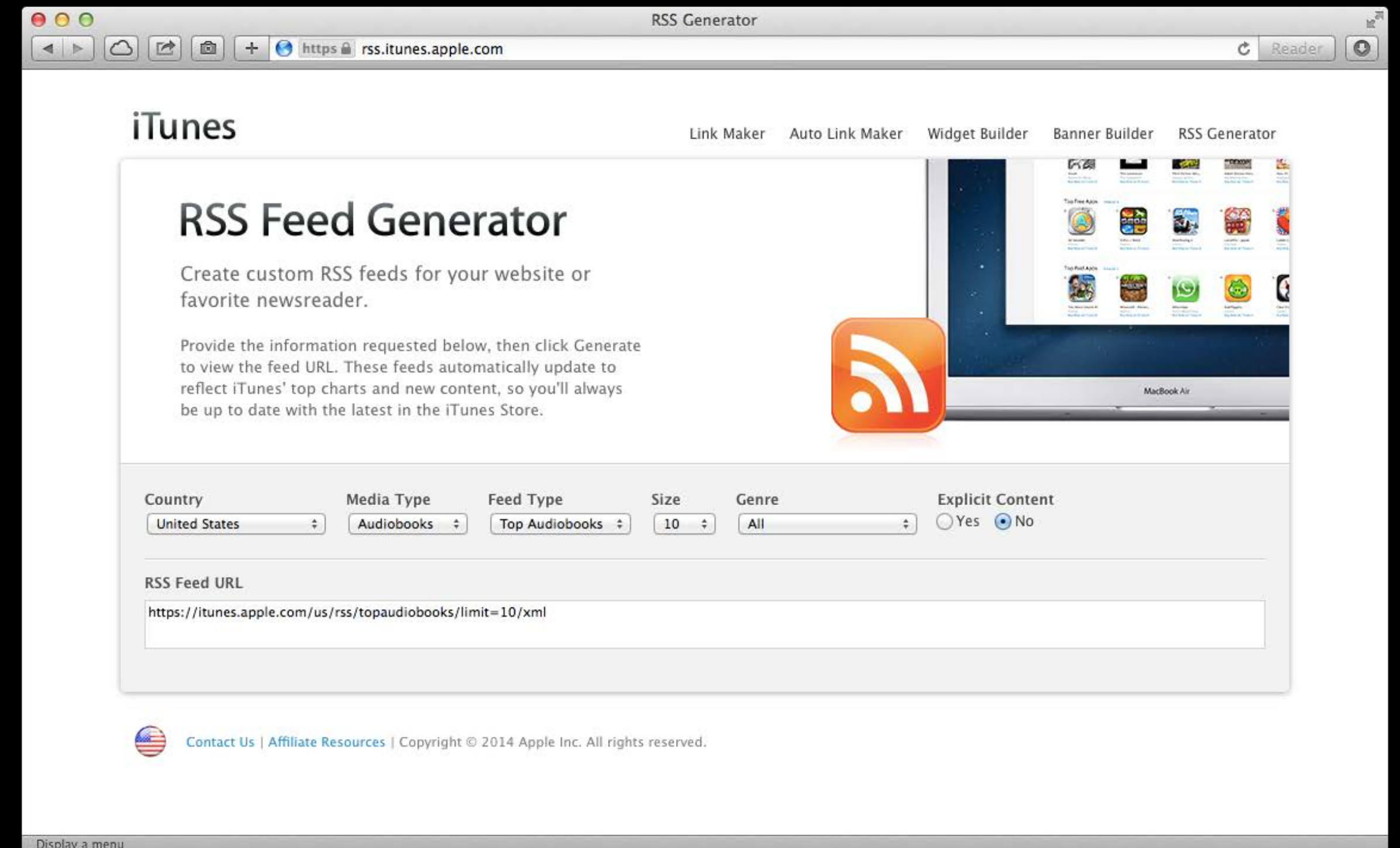
# Other Tools

## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content
- Customer Reviews



# Other Tools

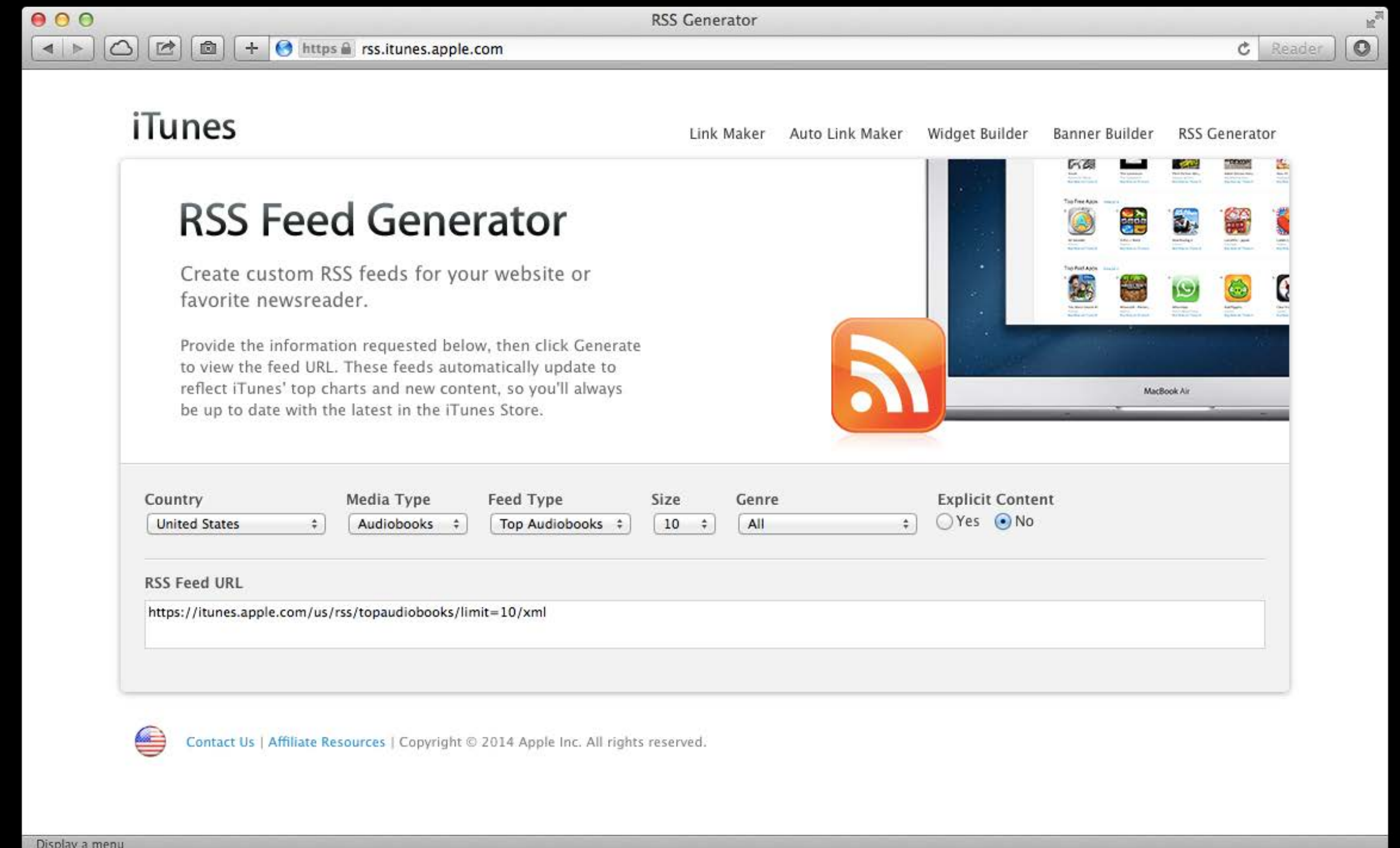
## RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content
- Customer Reviews

Available in Atom and JSON formats



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9:41 AM

100%



cnn.com



Weather

### Latest News

updated 10:37 AM EDT 04.04.14

## Apple's next big announcements coming in June

By Heather Kelly, CNN

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9:41 AM

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cnn.com



CNN App for iPhone  
CNN Interactive Group, Inc.  
★★★★☆  
FREE — On the App Store

[View](#)



[Weather](#)

## Latest News

updated 10:37 AM EDT 04.04.14

# Apple's next big announcements coming in June

By Heather Kelly, CNN

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9:41 AM

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cnn.com



Weather

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updated 10:37 AM EDT 04.04.14

# Apple's next big announcements coming in June

By Heather Kelly, CNN

SHARE THIS



WWDC 14





# Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
  affiliate-data=at=10ltL&ct=smart_banner,
  app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
</body>
</html>
```

# Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
  affiliate-data=at=10ltL&ct=smart_banner,
  app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
</body>
</html>
```

# Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
  affiliate-data=at=10ltL&ct=smart_banner,
  app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
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Tweet



App Store retweeted



**App Store**   
@AppStore

Celebrate your child's intelligence with [#MissionGRok](#) game!  
Available now only [@AppStore](#)  
[bit.ly/1mQTKWa](http://bit.ly/1mQTKWa)

App Store

Mission: G-Rok

4.5/5.0 stars - 22 ratings

**FREE**



"Mission G:Rok is revolutionizing our culture and the future of our kids. It's hard to believe no one has done anything like this yet." – Russell Simmons, Def Jam Co-Founder and...

Reply to App Store

130



Timelines



Notifications



Messages



Me

Cancel

Store



# Mission: G-Rok 4+

DBA Silk City >

Offers In-App Purchases

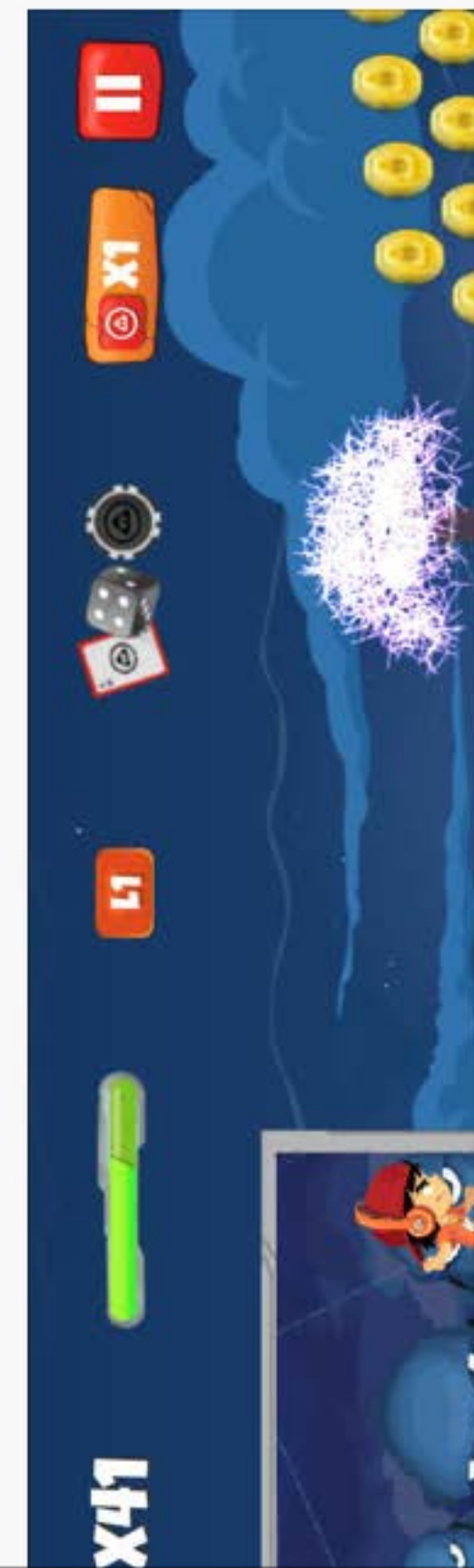
★★★★★ (22)

**FREE**

Details

Reviews

Related





App Store retweeted



**App Store**   
@AppStore

Celebrate your child's intelligence with [#MissionGRok](#) game!  
Available now only [@AppStore](#)  
[bit.ly/1mQTKWa](http://bit.ly/1mQTKWa)

**App Store**

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Reply to App Store

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Messages



Me



# *Demo*

Using the Store Kit Product Sheet

Rick Rubenstein

Store QA Tools and Automation Engineer

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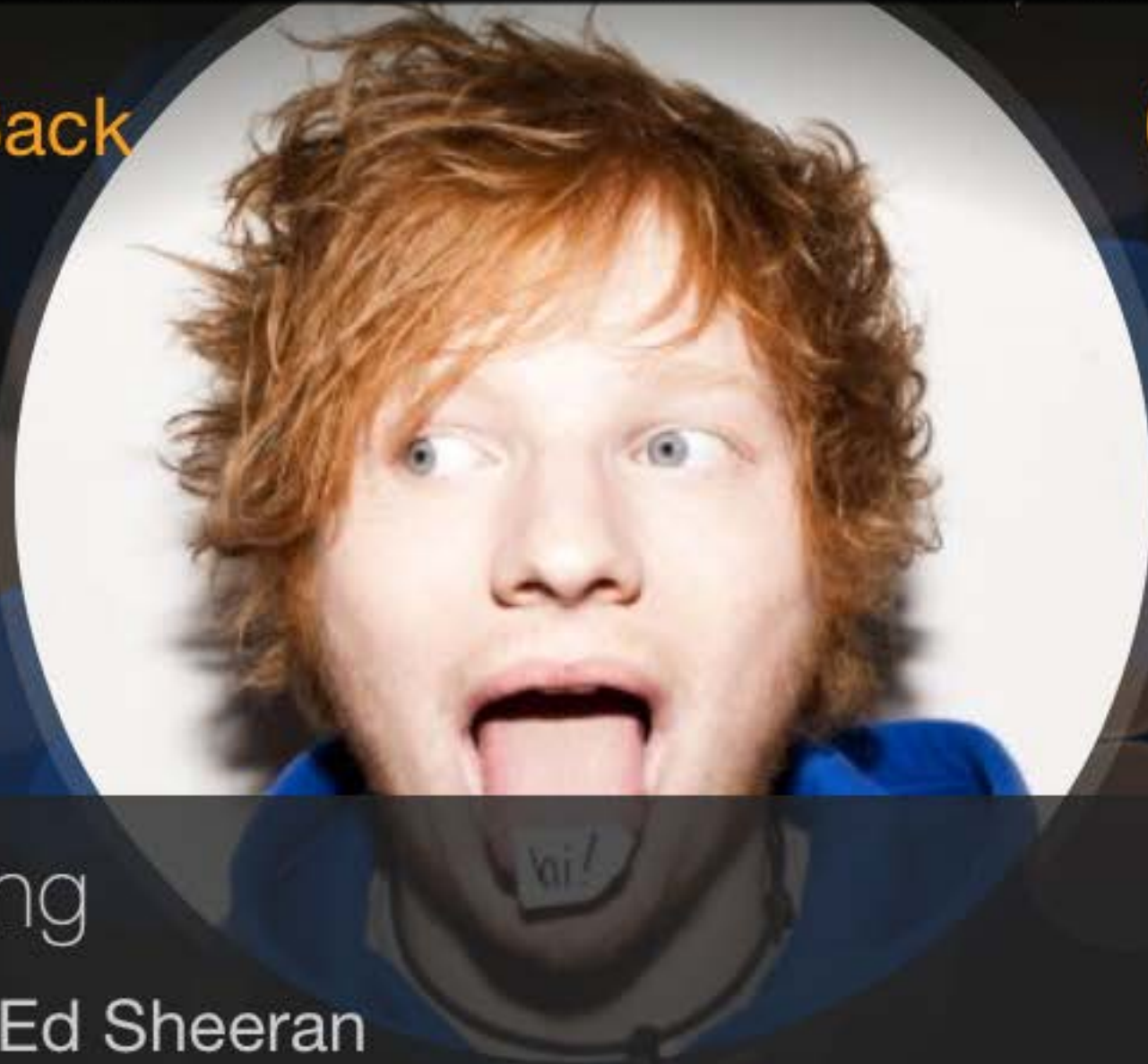
Collection Builder for dynamic playlists



9:41 AM

100%

Back



Sing

by Ed Sheeran

on Sing



LYRICS

It's late in the evening  
Glass on the side now  
I've been sat with you...



Listen on iTunes Radio



Listen free on Spotify



Videos





9:41 AM

100%



Pre-Order  
Album

\$1.29



0:01 | -4:11

# One

Ed Sheeran — x (Deluxe Edition) — Ed Sheeran



# iTunes Radio Links



# iTunes Radio Links



<http://itunes.apple.com/search?term=ed+sheeran&entity=musicArtist>

# iTunes Radio Links

A white rounded square containing the word "NEW" in a colorful, outlined font.

<http://itunes.apple.com/search?term=ed+sheeran&entity=musicArtist>

```
{
  "wrapperType": "artist",
  "artistType": "Artist",
  "artistName": "Ed Sheeran",
  "artistLinkUrl": "...",
  "artistId": 183313439,
  "primaryGenreName": "Singer/Songwriter",
  "primaryGenreId": 10,
  "radioStationUrl": "https://itunes.apple.com/station/idra.183313439"
}
```



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# Summer Songs - The Ed Sheeran Collection

4 Songs

**\$5.16**

Listen to my favorite songs for the summer from Ed Sheeran

All items are available for individual purchase in the iTunes Store.

- |   |                     |      |               |
|---|---------------------|------|---------------|
| 1 | <b>Sing</b>         | 3:55 | <b>\$1.29</b> |
| 2 | <b>The a Team</b>   | 4:18 | <b>\$1.29</b> |
| 3 | <b>Lego House</b>   | 3:05 | <b>\$1.29</b> |
| 4 | <b>Give Me Love</b> | 8:46 | <b>\$1.29</b> |



Music



Movies



TV Shows



Search



More



Summer Songs - The Ed Sheeran Collection

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| 4 | <b>Give Me Love</b> | 8:46 | \$1.29 |



Music



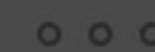
Movies



TV Shows



Search



More



9:41 AM

100%



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| 4 | <b>Give Me Love</b> | 8:46 | \$1.29 |



Music



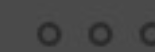
Movies



TV Shows



Search

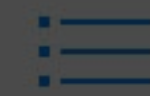


More



9:41 AM

100%



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Music



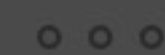
Movies



TV Shows



Search



More

Collection Link

# Collection Link

Need to create a special affiliate account with iTunes first



# Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

# Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

Supports songs, albums, movies, TV shows, & music videos

# Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

Supports songs, albums, movies, TV shows, & music videos

Documentation provided on resource site to get you started

# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

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# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>



# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

# Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

# Collection Builder

NEW

The screenshot shows the iTunes Collection Builder web interface in a browser window. The browser title is "Apple - iTunes - Collection Builder" and the address bar shows "https://collection.itunes.apple.com". The page header includes the "iTunes" logo and a "More Tools" link. The main heading is "Collection Builder" with a sub-heading "Create a custom collection on iTunes" and a description: "Create a mix of songs, TV episodes, movies and music videos on the store. Add a title and description to your collection. [Learn More](#)". To the right is a mobile device mockup showing a collection titled "My favorite new artists" with 5 songs and a price of \$5.25. Below the heading is a form with the following fields: "Title" (containing "Summer Songs - The Ed Sheeran Collection"), "Description" (containing "Listen to my favorite songs for the summer from Ed Sheeran"), "Country" (a dropdown menu set to "United States"), "WDID" (an empty text field), and "Shared Secret" (an empty text field). A blue "Add/Edit Collection" button is positioned below the form. At the bottom of the form is an "HTML-Encoded Output" text area. A disclaimer at the bottom of the page states: "The Collection Builder tool is provided by Apple as an accommodation only. Apple assumes no responsibility for your use of any links and makes no representation regarding their accuracy or performance. Nothing shall be construed as permission or a grant by Apple in relation to the use of any artist, track, album, developer, app, studio, TV show, or movie, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to deactivate links and widgets at its sole discretion." Below the disclaimer are links for "Contact Us" and "Affiliate Resources", and a copyright notice: "Copyright © 2013 Apple Inc. All rights reserved." A "Display a menu" link is located at the bottom left of the browser window.

# Collection Builder

NEW

Apple - iTunes - Collection Builder

https://collection.itunes.apple.com

iTunes

Collection Builder

Create a custom collection. Create a mix of songs, videos on the store, and more. [Learn More](#)

Search for media

a team Album

Title	Artist/Author	
The Latch-Key Kid	A+	+
Hempstead High	A+	+
Hi-Fi Serious	A	+
Monkey Kong	A	+
'A' vs. Monkey Kong	A	+
Black Album	A	+
Tales for the Abyss Regular Veri	A	+
White Album - EP	A	+

Edit Collection Media List

Title	Artist/Author	
+ (Deluxe Version)	Ed Sheeran	-
The Latch-Key Kid	A+	-
'A' vs. Monkey Kong	A	-

Done

Title: Summer Songs - The Ed Sheeran

Description: Listen to my favorite songs

Country: United States

Add/Edit Collection

HTML-Encoded Output

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Display a menu

# Tools and Services

Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists

# Summary

# Summary

One program worldwide—one signup gets you going in 147 countries

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One program worldwide—one signup gets you going in 147 countries

Simplified link structure



# Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

# Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Great new commission structure

# Summary

One program worldwide—one signup gets you going in 147 countries

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Unified dashboard for global view of your marketing

Great new commission structure

Newly supported in program—iTunes Radio and Store Kit Product Sheet

# Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Great new commission structure

Newly supported in program—iTunes Radio and Store Kit Product Sheet

Lots of tools and documentation to help you get started

# More Information

Documentation

Affiliate Resource Site

<https://affiliate.itunes.apple.com>

Support

<https://affiliate.itunes.apple.com/support>

Apple Developer Forums

<https://devforums.apple.com>

# Related Sessions

- 
- Optimizing In-App Purchases Nob Hill Wednesday 3:15PM
- 

# Labs

- 
- Affiliate Program Lab Services Lab A Tuesday 2:00PM
  - StoreKit and Receipts Lab Services Lab A Wednesday 3:15PM
-

 WWDC14