

iTunes Connect

Development to distribution

Session 304

Paul Turner Senior Engineering Operations Manager, iTunes Digital Supply Chain



Resources



Resources



TestFlight



Resources



TestFlight



App Store



Resources



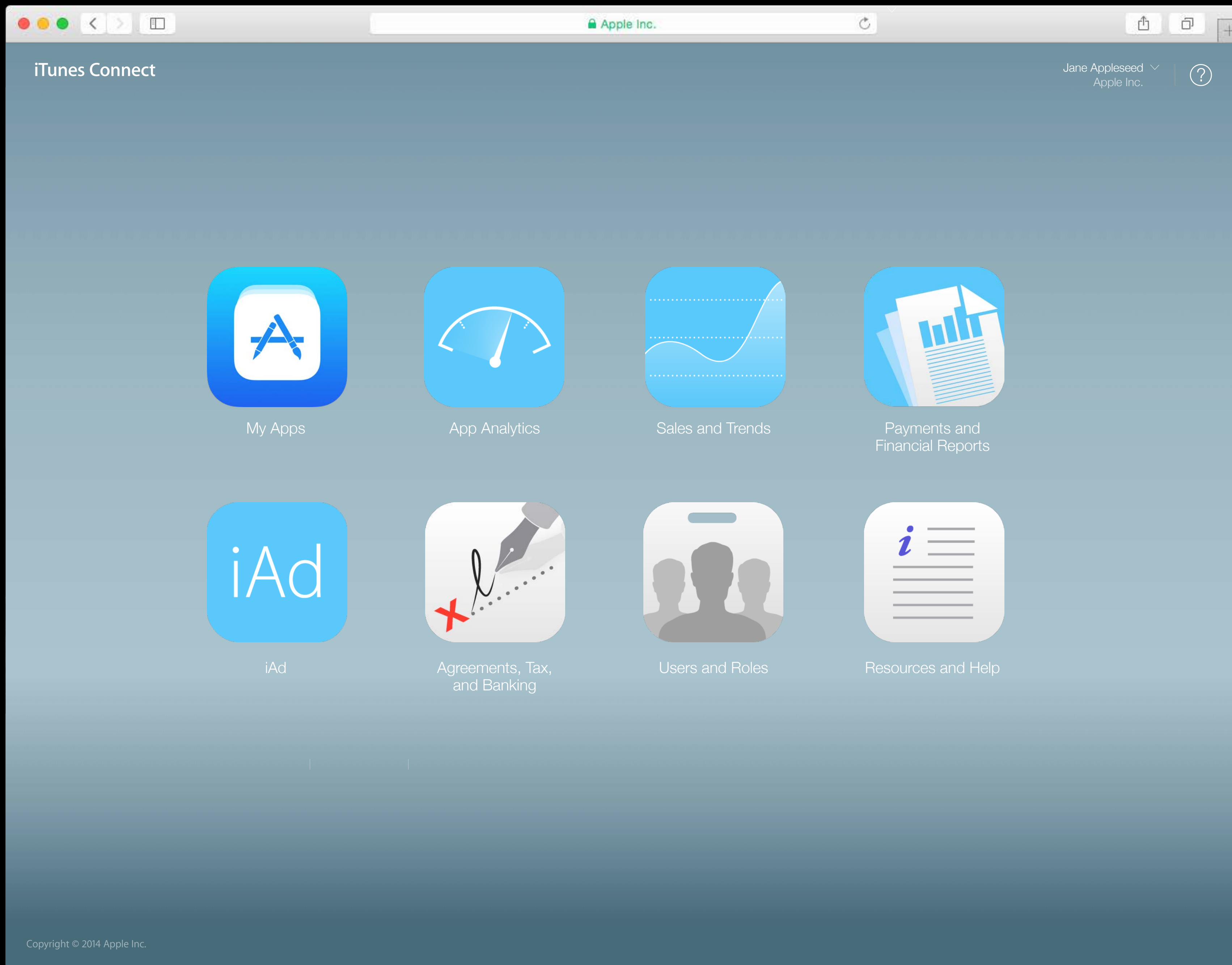
TestFlight

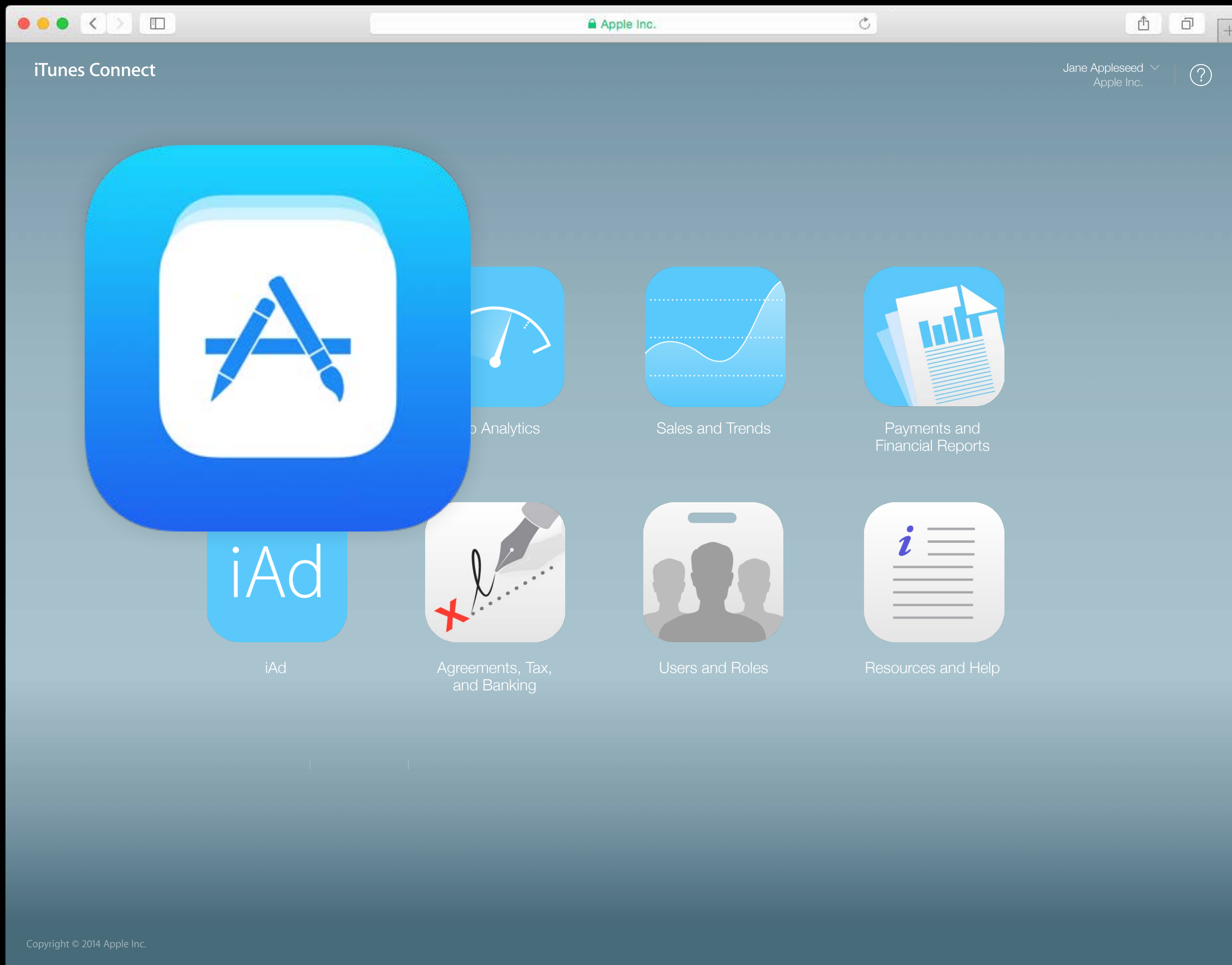


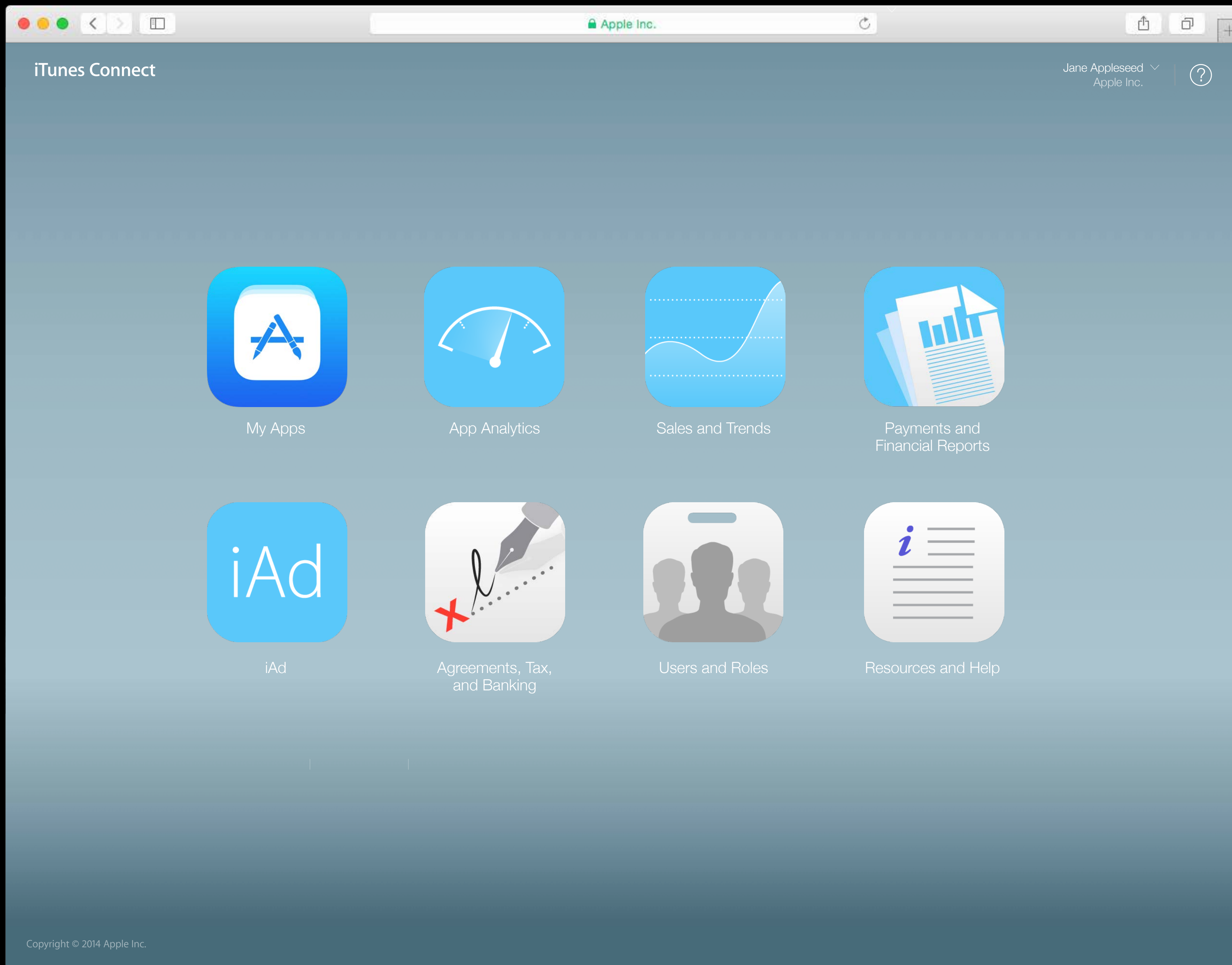
App Store

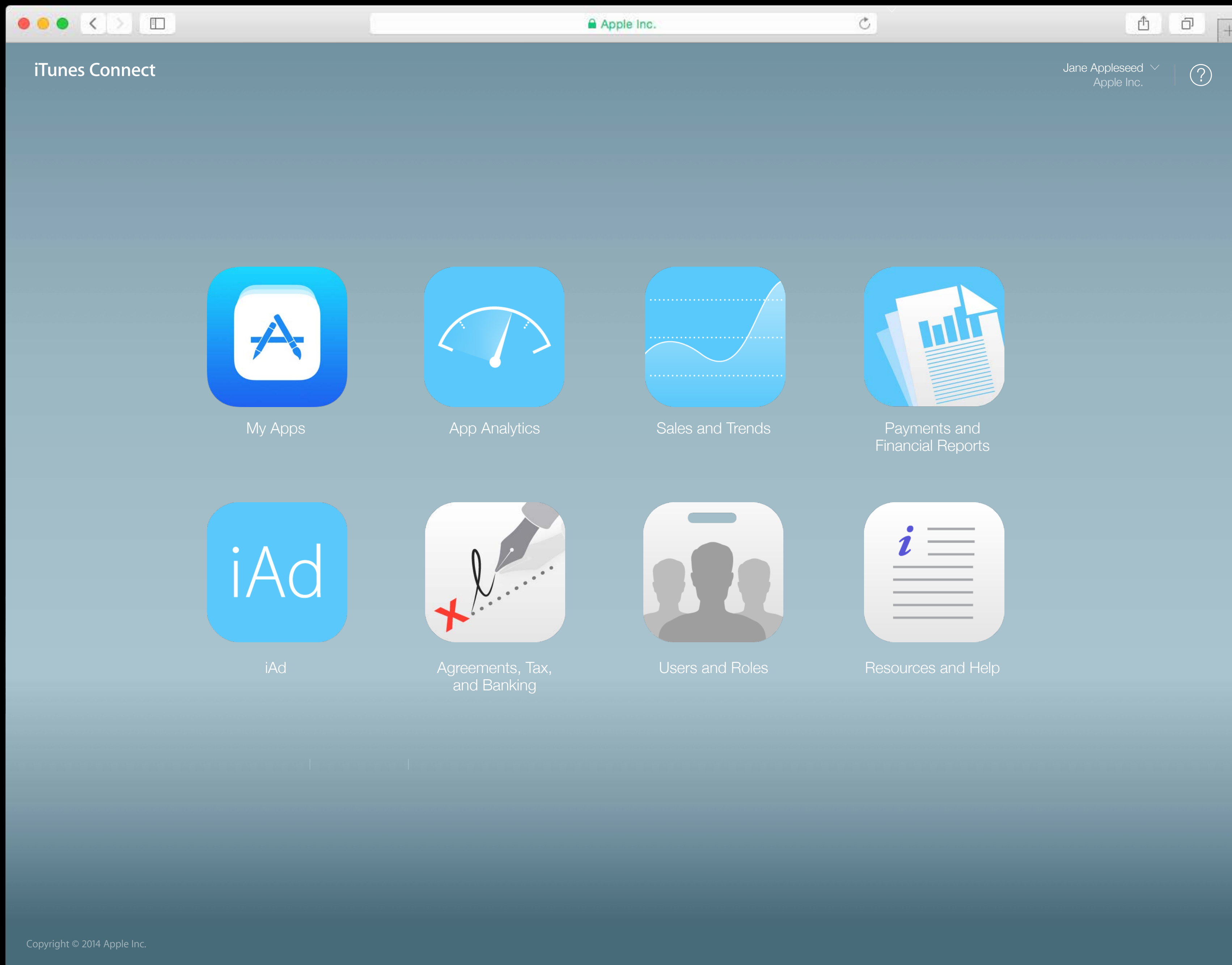


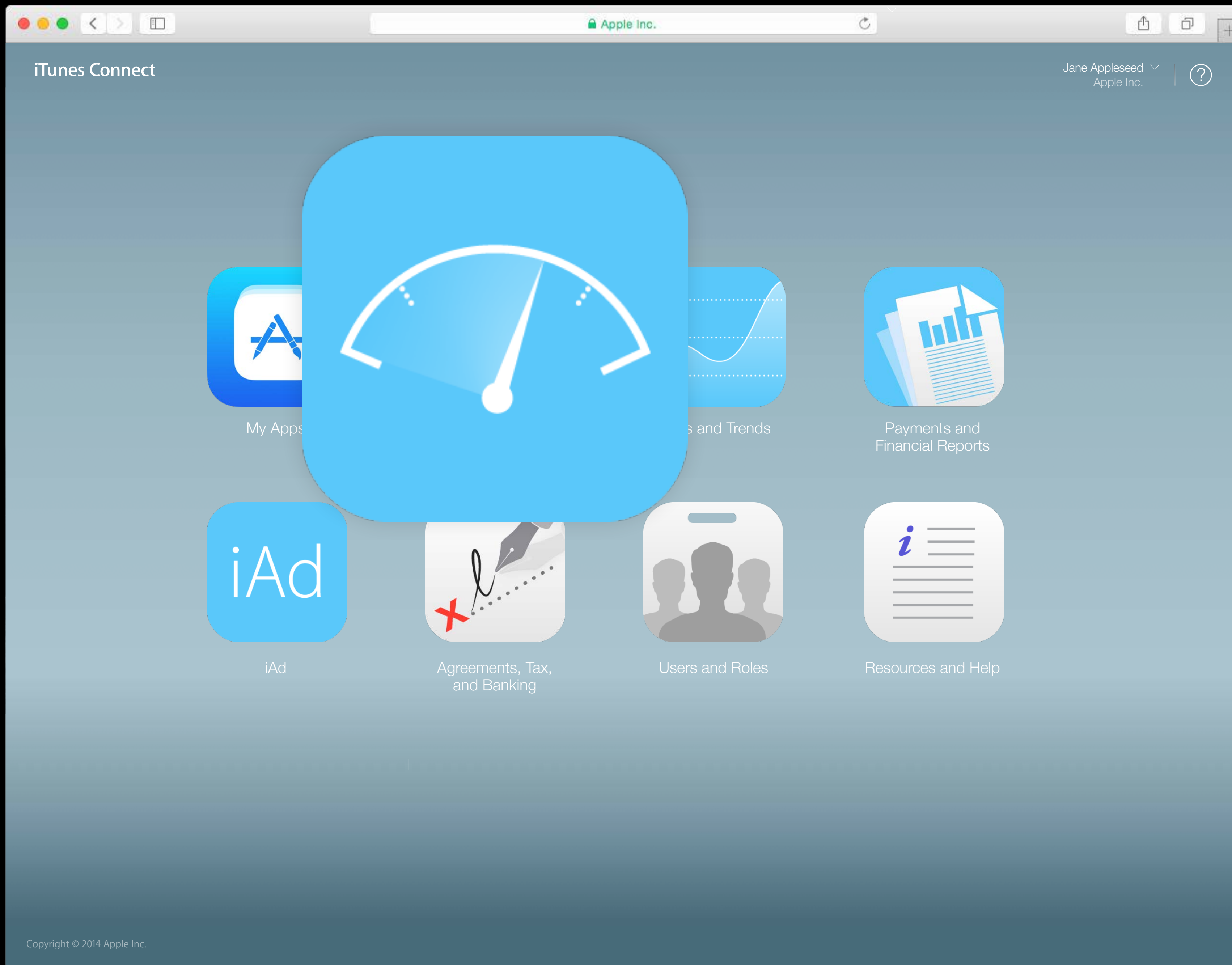
Transporter

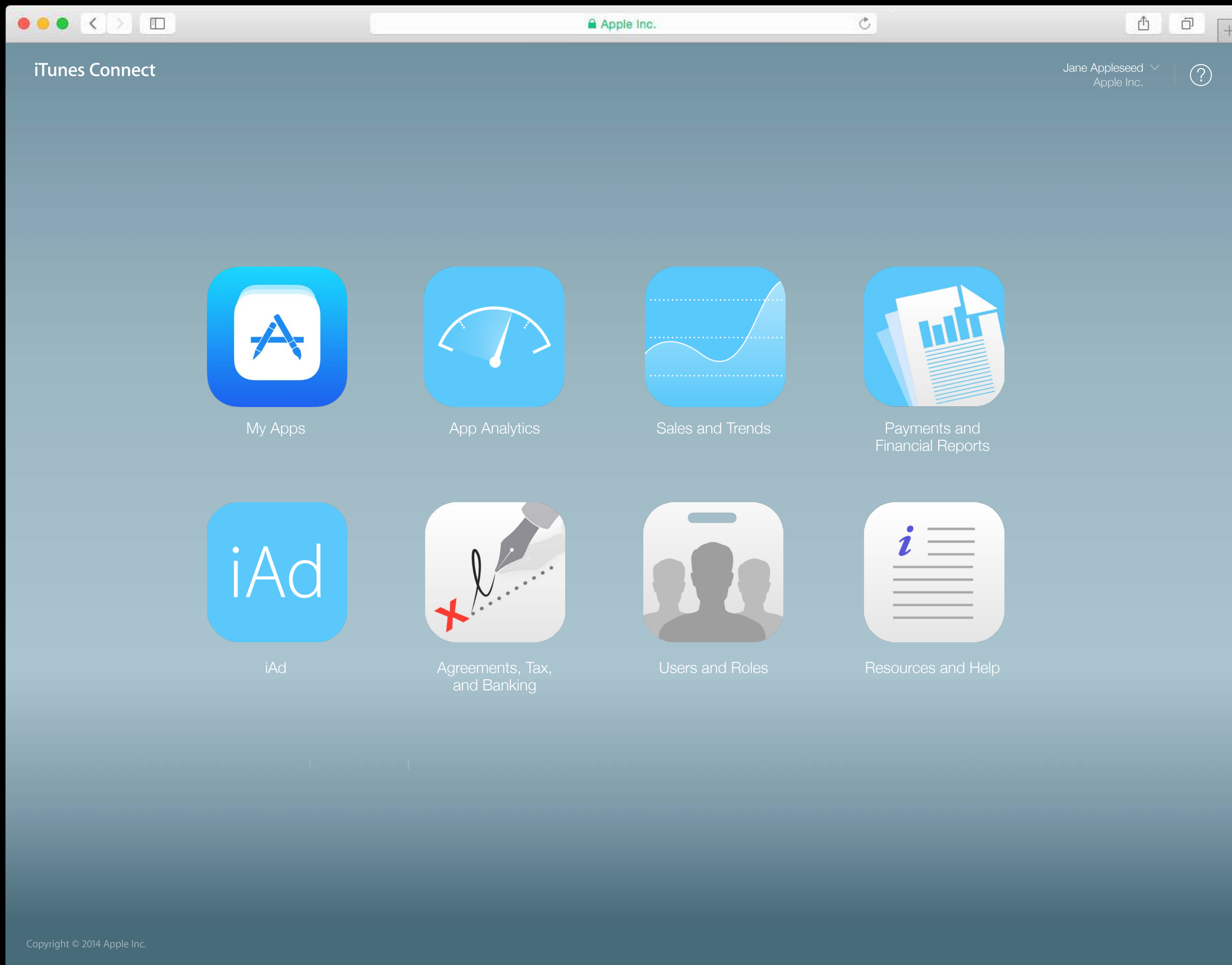












iTunes Connect

Jane Appleseed ▾
Apple Inc.



My Apps



App Analytics



Sales and Trends



Payments and
Financial Reports



iAd



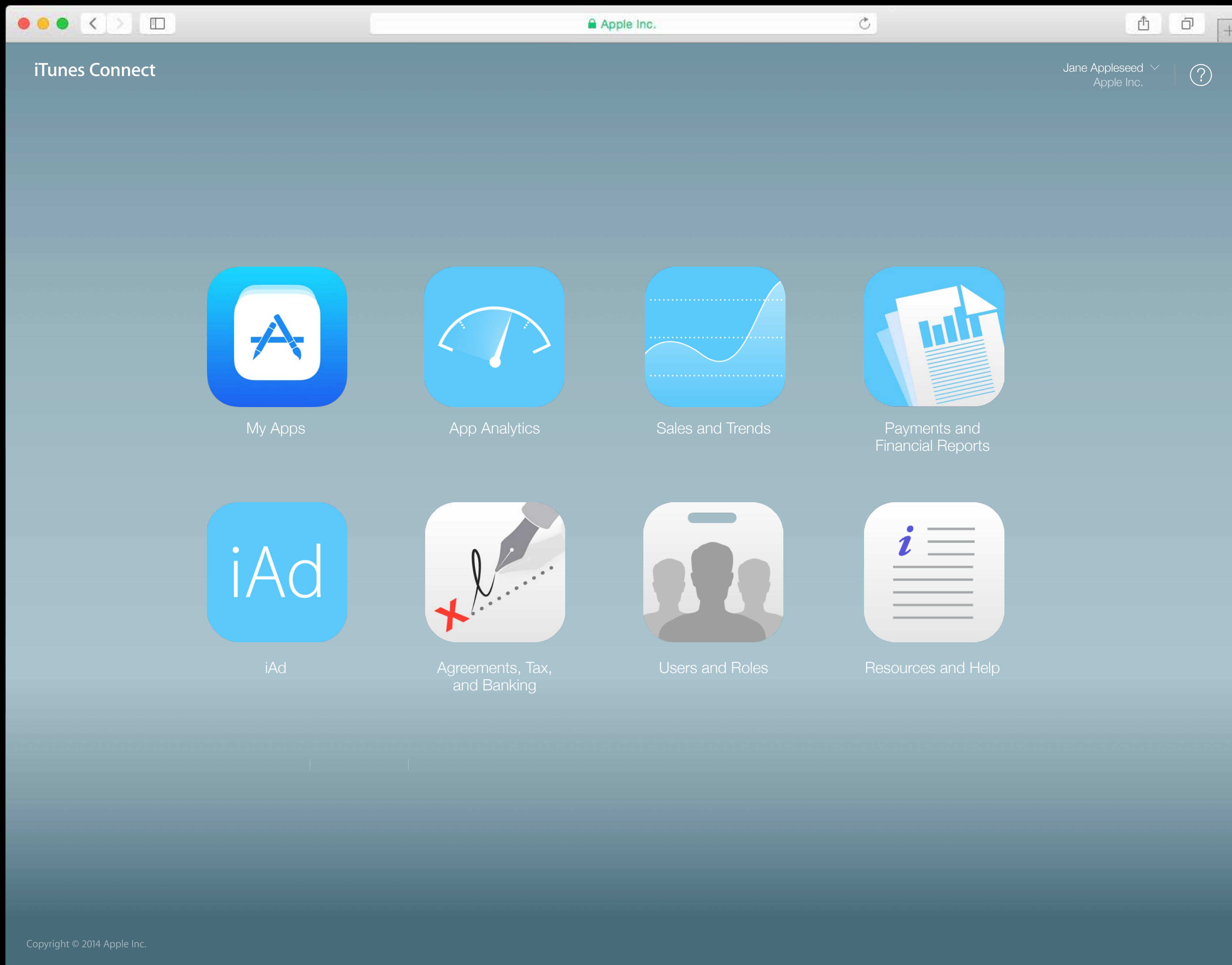
Agreements, Tax,
and Banking



Users and Roles



Resources and Help



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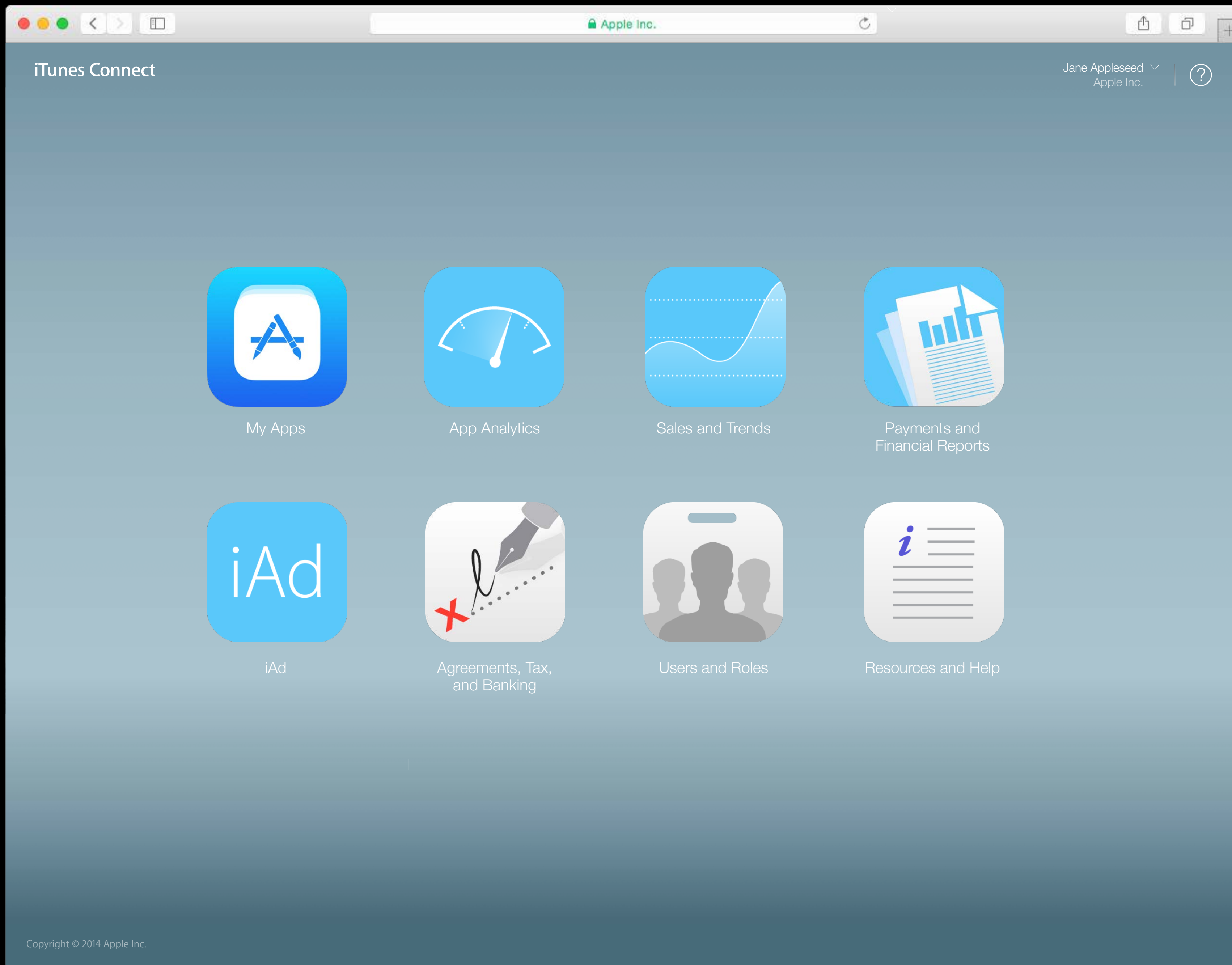


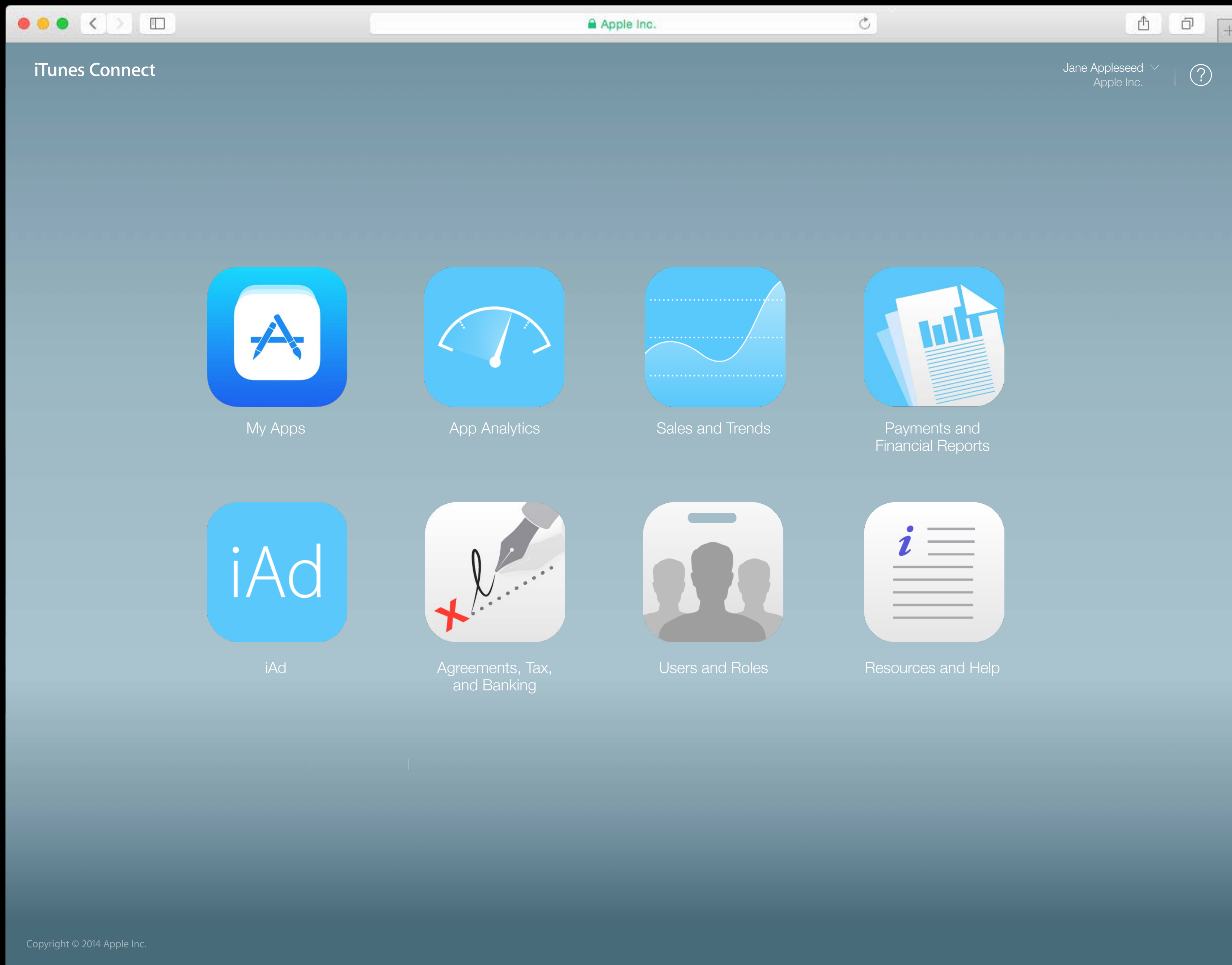
Users and Roles



Resources and Help







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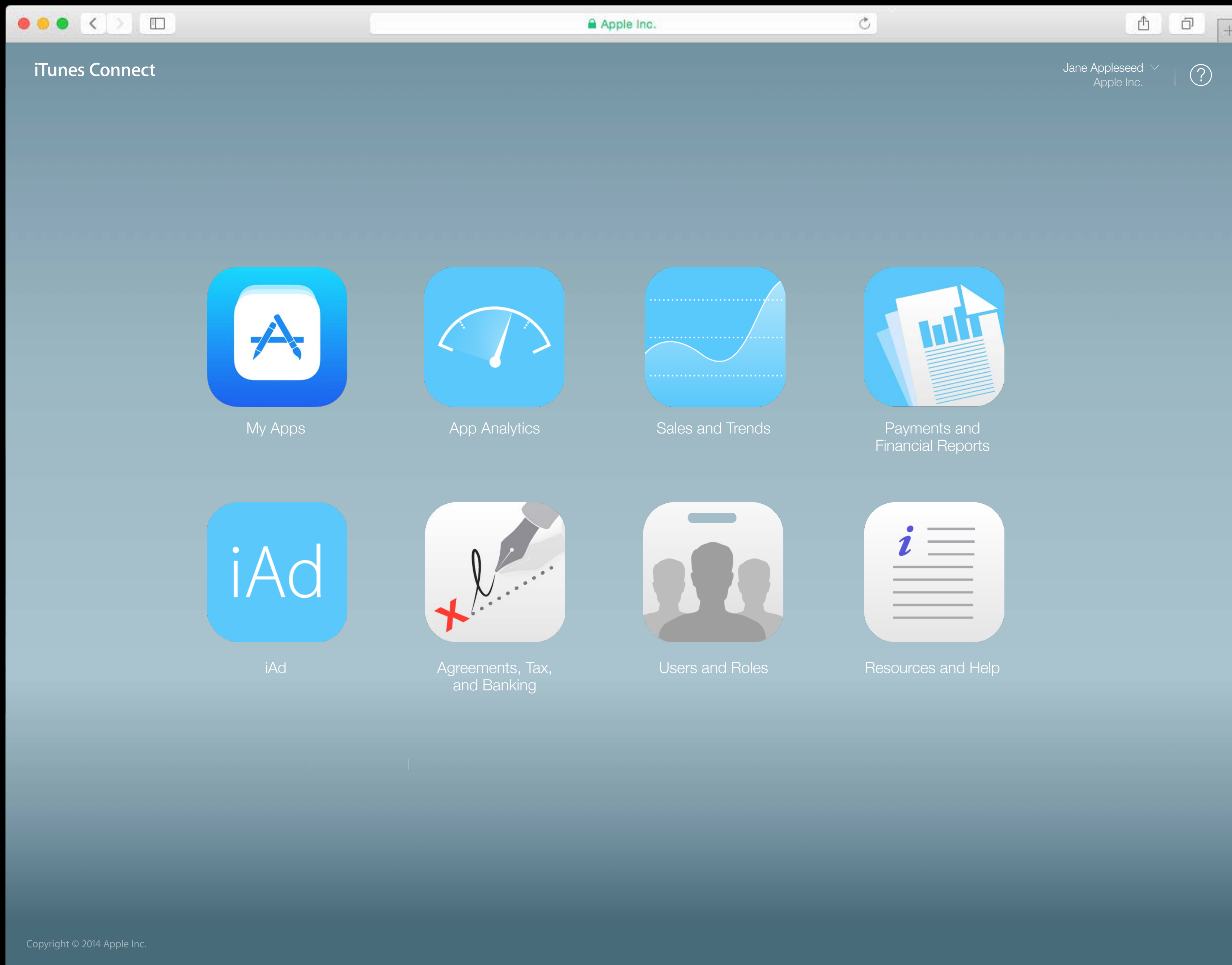


Users and Roles



Resources and Help







Help? or Help!



Resources and Help



Resources and Help

Developer Guide



Resources and Help

Developer Guide

Videos

- Agreements, Tax, and Banking
- App Previews
- TestFlight
- App Transfer



Resources and Help

Developer Guide

Videos

- Agreements, Tax, and Banking
- App Previews
- TestFlight
- App Transfer

User Guides



Resources and Help

Developer Guide

Videos

- Agreements, Tax, and Banking
- App Previews
- TestFlight
- App Transfer

User Guides

FAQs





Developer Forums



Developer Forums

Self Help



Developer Forums

Self Help

Community Learning



Developer Forums

Self Help

Community Learning

Questions/Support



Developer Forums

Self Help

Community Learning

Questions/Support

[https://developer.apple.com/forums/
community/ios/distribution/itc](https://developer.apple.com/forums/community/ios/distribution/itc)





iTunes Connect Technical Support



iTunes Connect Technical Support

Contact Us



iTunes Connect Technical Support

Contact Us

Wide Range of Topics



iTunes Connect Technical Support

Contact Us

Wide Range of Topics

1 (800)... Now available!!



iTunes Connect Technical Support



iTunes Connect Technical Support

Monday to Friday 7AM–5PM (PT)

- 1 (800) 633-2152—U.S. and Canada
- 1 (408) 974-5897—Everywhere Else



Technical Support and Bug Filing



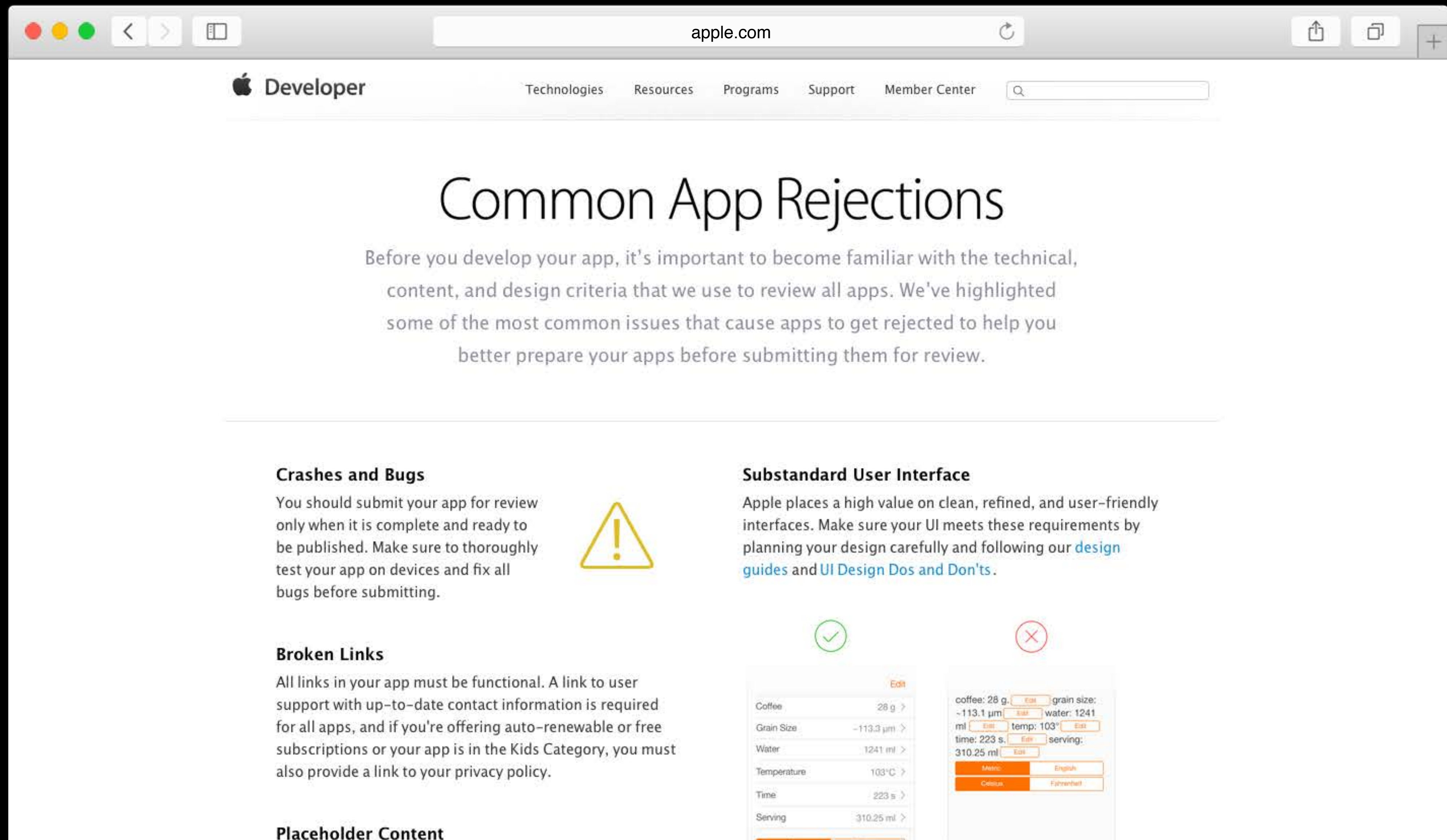
<https://developer.apple.com/support/technical/>



<https://developer.apple.com/bug-reporting/>

App Review Tips

<https://developer.apple.com/app-store/review/rejections>



The screenshot shows the Apple Developer website's 'Common App Rejections' page. The browser window has a title bar with standard macOS window controls and a search bar. The page header includes the 'Developer' logo and navigation links for Technologies, Resources, Programs, Support, and Member Center. The main heading is 'Common App Rejections', followed by an introductory paragraph. Below this, there are three sections: 'Crashes and Bugs' with a warning icon, 'Substandard User Interface' with a red 'X' icon, and 'Broken Links' with a green checkmark icon. The 'Crashes and Bugs' section explains that apps should be submitted only when complete and ready for publication, and that bugs should be fixed before submission. The 'Substandard User Interface' section states that Apple values clean, refined, and user-friendly interfaces, and provides links to design guides and UI Design Dos and Don'ts. The 'Broken Links' section requires that all links in the app be functional, including links to user support, contact information, and privacy policy. The bottom of the page shows a comparison of two app interfaces: one with a green checkmark indicating it meets standards, and another with a red 'X' indicating it does not due to substandard UI elements like inconsistent fonts and colors.

apple.com


Developer Technologies Resources Programs Support Member Center

Common App Rejections

Before you develop your app, it's important to become familiar with the technical, content, and design criteria that we use to review all apps. We've highlighted some of the most common issues that cause apps to get rejected to help you better prepare your apps before submitting them for review.



Crashes and Bugs

You should submit your app for review only when it is complete and ready to be published. Make sure to thoroughly test your app on devices and fix all bugs before submitting.



Substandard User Interface

Apple places a high value on clean, refined, and user-friendly interfaces. Make sure your UI meets these requirements by planning your design carefully and following our [design guides](#) and [UI Design Dos and Don'ts](#).



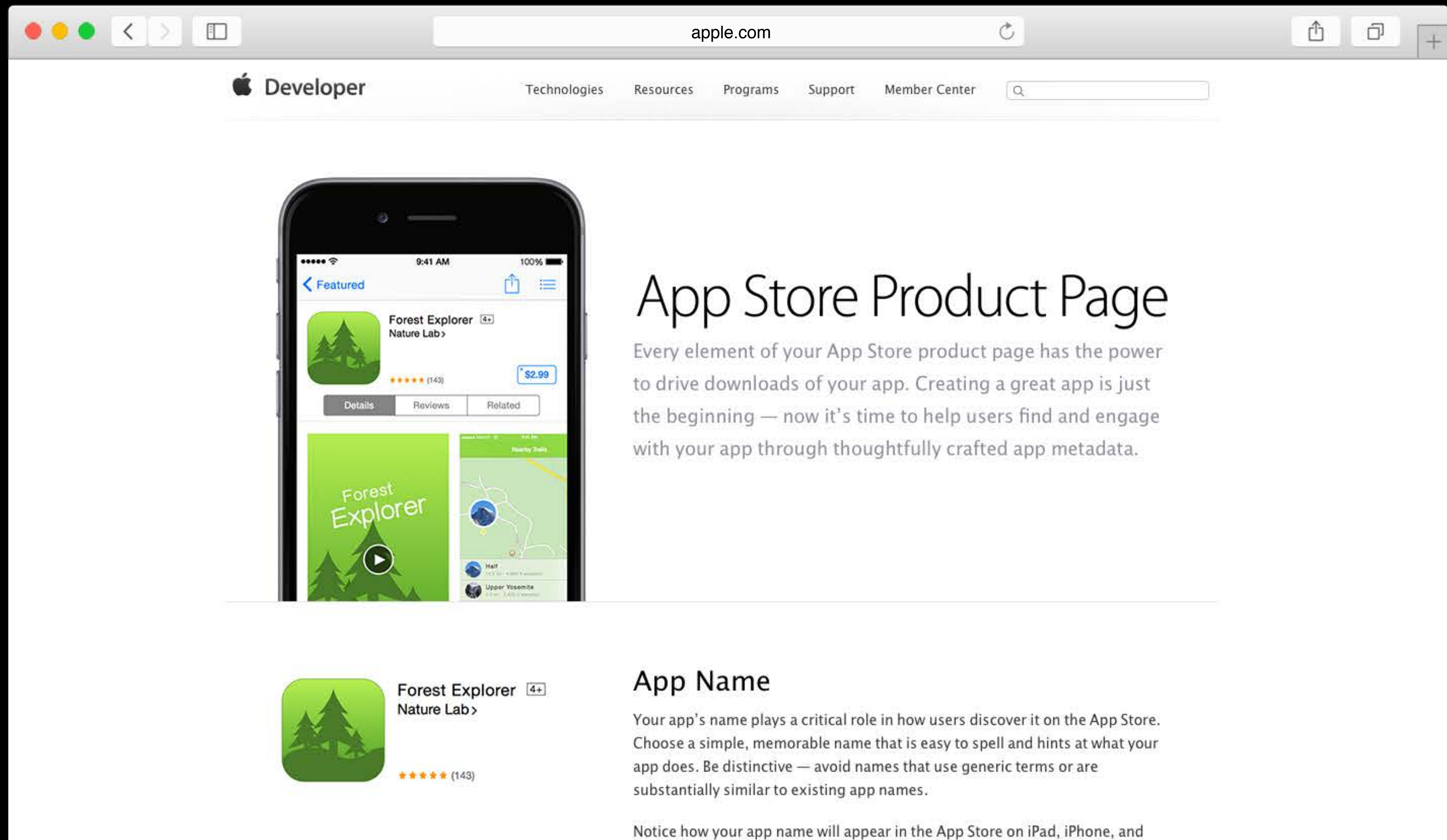
Broken Links

All links in your app must be functional. A link to user support with up-to-date contact information is required for all apps, and if you're offering auto-renewable or free subscriptions or your app is in the Kids Category, you must also provide a link to your privacy policy.

Placeholder Content

Marketing Tips

<https://developer.apple.com/app-store/product-page>



The screenshot shows the Apple Developer website's App Store Product Page for the 'Forest Explorer' app. The page is viewed in a browser window with the address bar showing 'apple.com'. The top navigation bar includes links for 'Technologies', 'Resources', 'Programs', 'Support', and 'Member Center', along with a search bar. The main content area features a large image of an iPhone displaying the app's interface, which includes a map and a list of nearby trails. To the right of the iPhone image, the title 'App Store Product Page' is displayed in a large, bold font, followed by a paragraph of text: 'Every element of your App Store product page has the power to drive downloads of your app. Creating a great app is just the beginning — now it's time to help users find and engage with your app through thoughtfully crafted app metadata.'

Below the main image, the app's icon is shown, followed by the app name 'Forest Explorer' and the developer 'Nature Lab'. The app has a 4+ age rating and a 4.5-star rating based on 143 reviews. The price is listed as \$2.99. Below the app icon and name, there are tabs for 'Details', 'Reviews', and 'Related'.

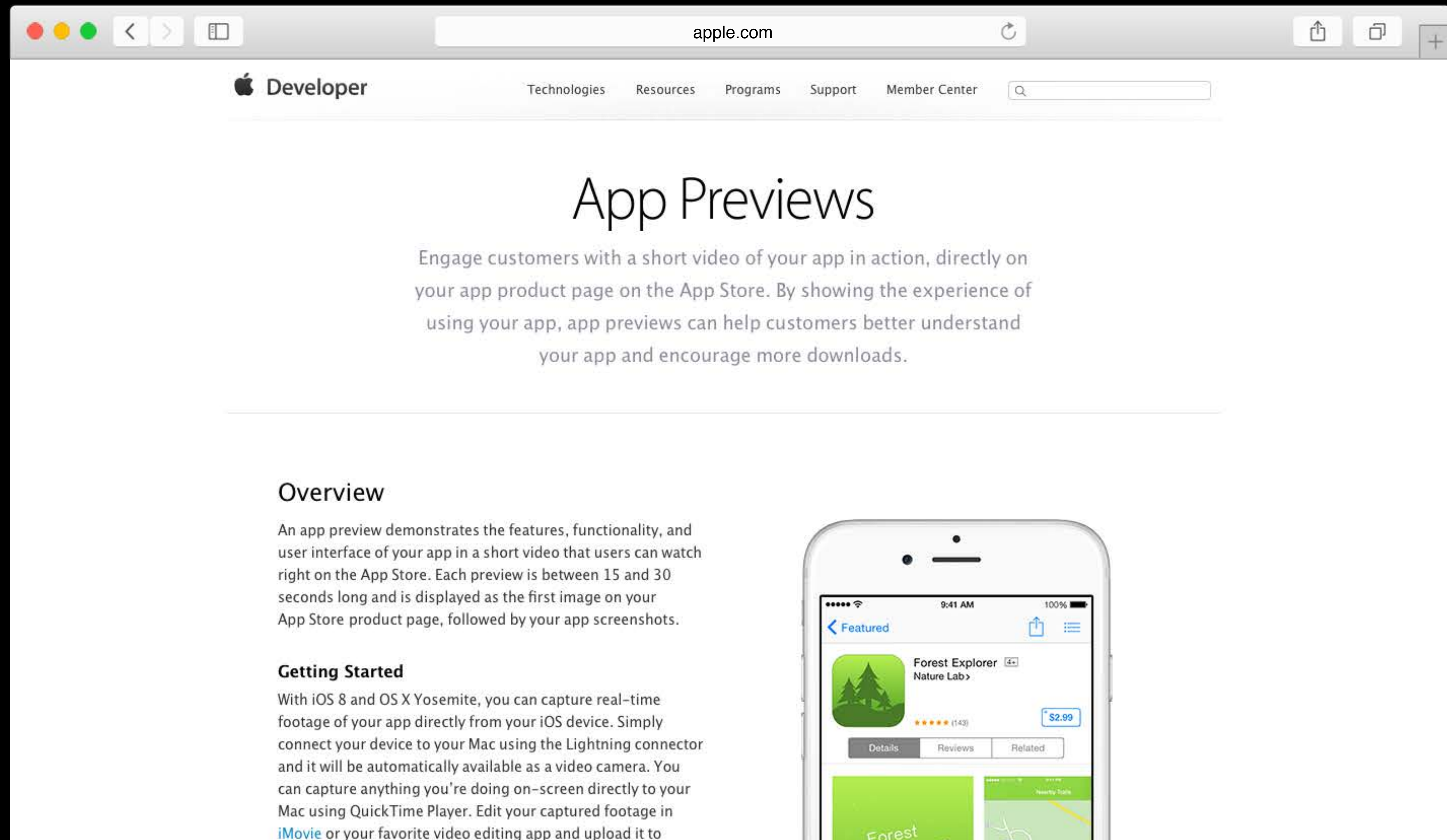
App Name

Your app's name plays a critical role in how users discover it on the App Store. Choose a simple, memorable name that is easy to spell and hints at what your app does. Be distinctive — avoid names that use generic terms or are substantially similar to existing app names.

Notice how your app name will appear in the App Store on iPad, iPhone, and

App Preview Tips

<https://developer.apple.com/app-store/app-previews>





TestFlight

Demo

TestFlight

Alex Miyamura

Engineer, iTunes Digital Supply Chain Engineering



+
GET

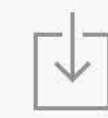


Details

Reviews

Related

Keynot



Featured

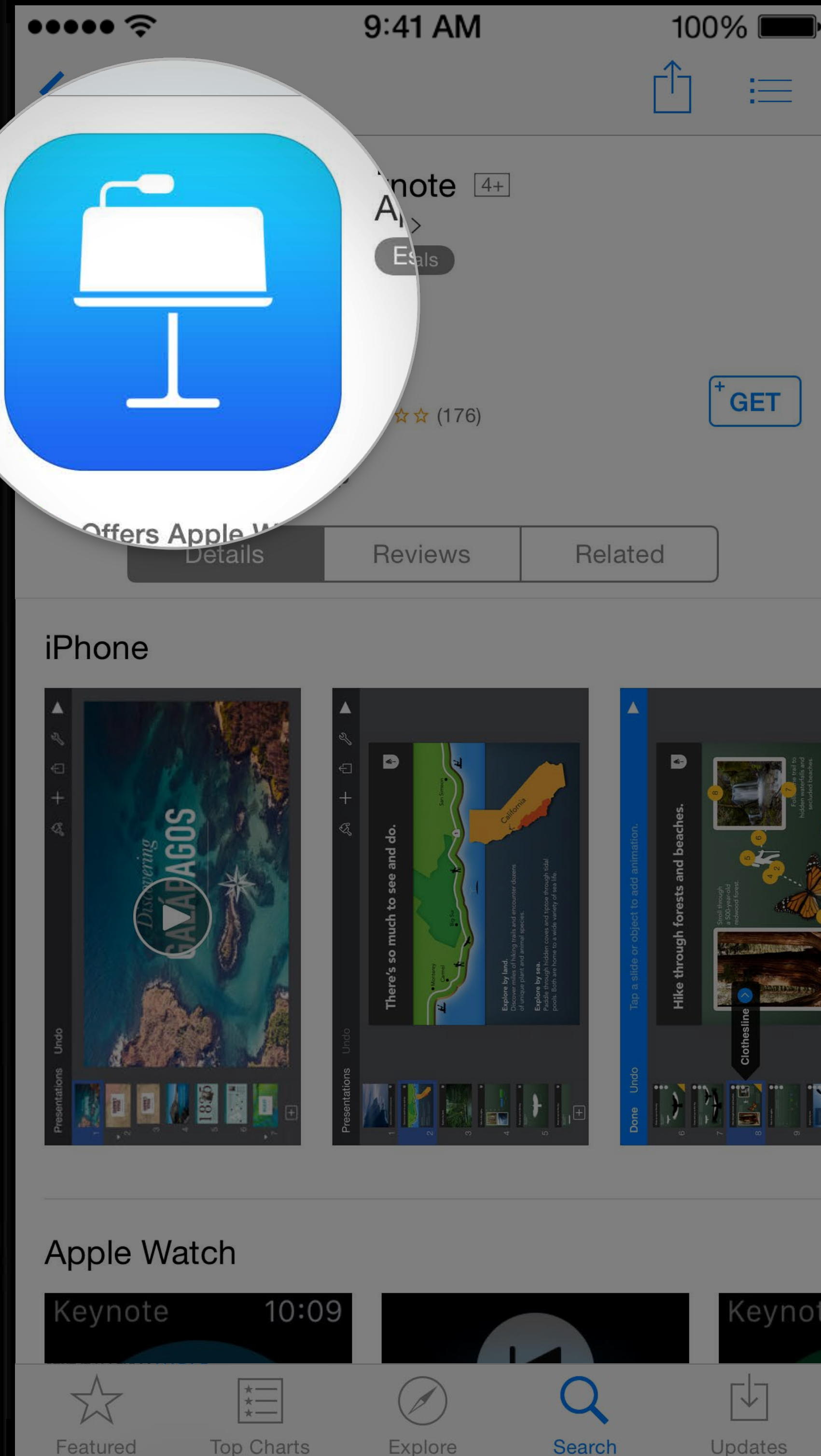
Top Charts

Explore

Search

Updates

App Store Icon





+ GET

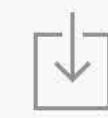


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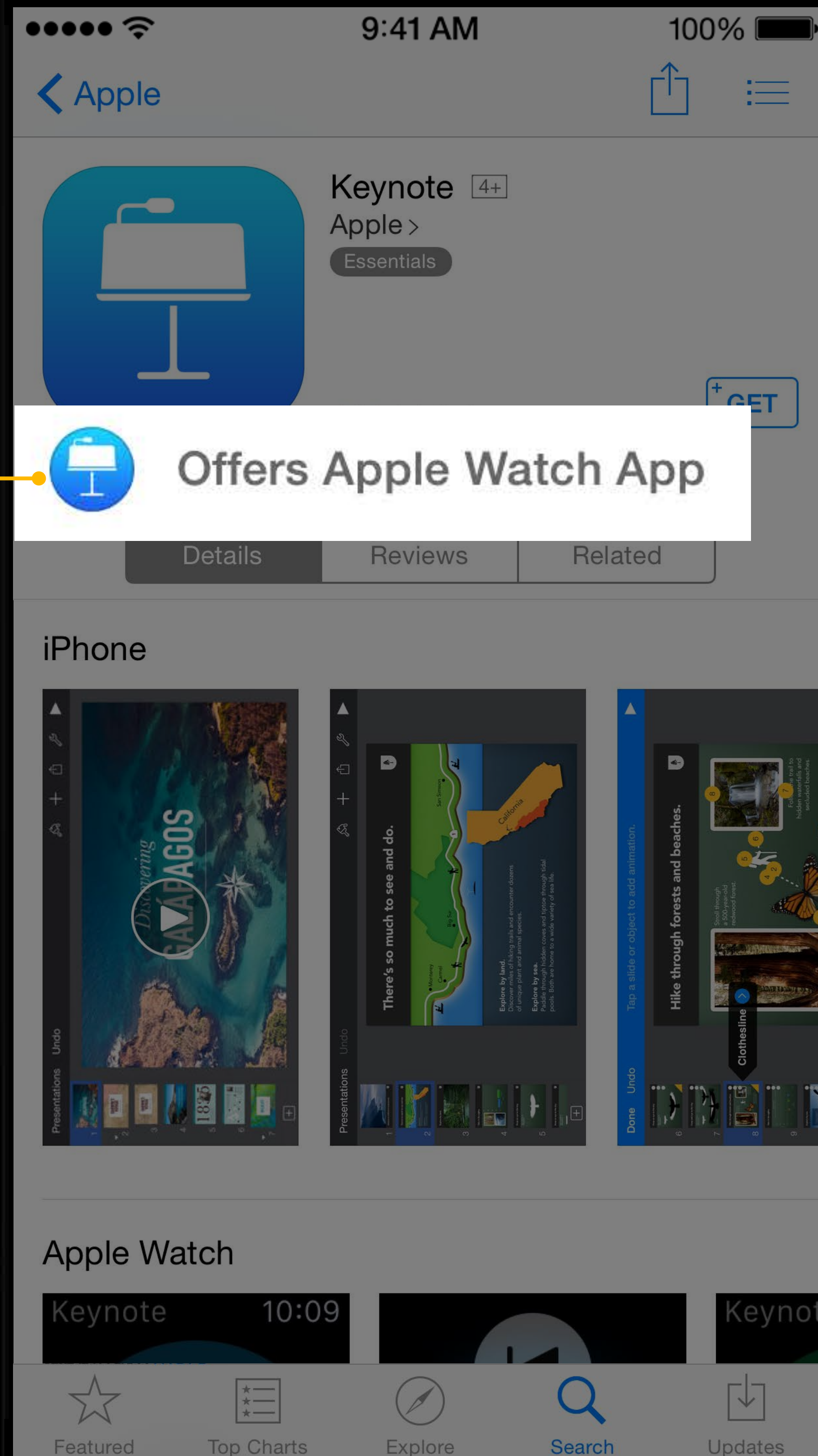
Top Charts

Explore

Search

Updates

Apple Watch Icon



9:41 AM

100%

< Apple

Keynote

4+

Apple >

Essentials

★ ★ ★ ★ ☆ (176)

+ GET

Offers Apple Watch App

Details

Reviews

Related

iPhone

Presentations

Undo

Discovering GALAPAGOS

There's so much to see and do.

Explore by land.

Discover the island's rich history and scenic views.

Explore by sea.

Discover the island's rich history and scenic views.

Hike through forests and beaches.

Discover the island's rich history and scenic views.

Apple Watch

Keynote 10:09

Keynote

★

Featured

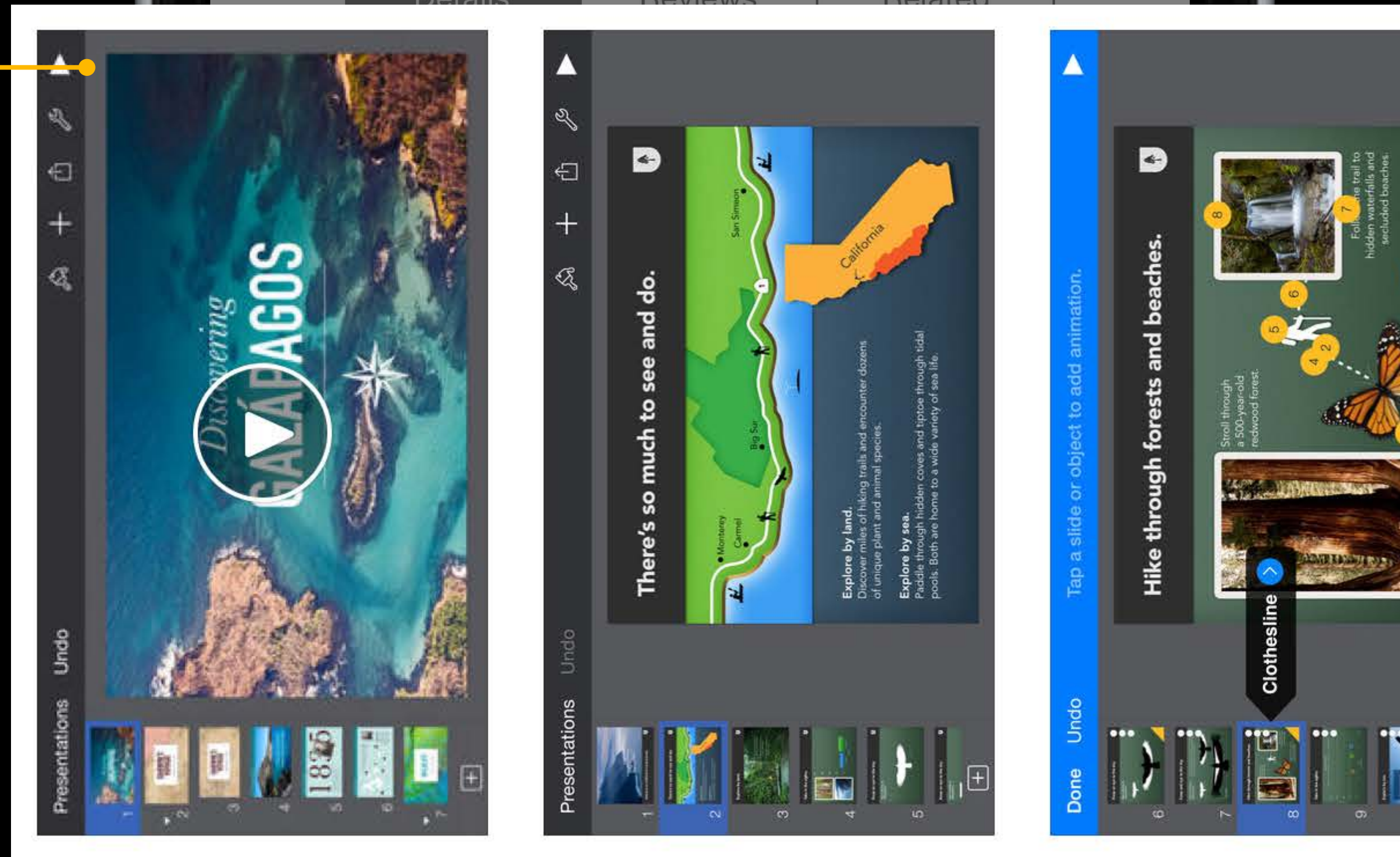
Top Charts

Explore

Search

Updates

App Preview and Screenshots





+ GET



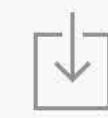
Details

Reviews

Related

The screenshot shows a presentation application interface. At the bottom is a navigation bar with a blue header containing the text "Done", "Undo", and "Redo". Below this header are five slide thumbnails, each with a number: 6 (a black cat), 7 (a black cat), 8 (a black cat), 9 (a black cat), and 10 (a black cat). The main area displays slide 8, titled "Hike through forests and beaches." with a small icon of a person hiking. A large black arrow labeled "Clothesline" points to the right, partially obscuring the slide content. The slide itself features a background image of a forest path and a butterfly. Text on the slide includes "Since through a 100-year-old woods forest" and "For you are too hidden waterfall and under forest". There are also several yellow circular markers with numbers (1, 2, 3, 4, 5, 6, 7, 8, 9, 10) and a small icon of a person hiking.

Keynot



Featured

Top Charts

Explore

Search

Updates

9:41 AM

100%

< Apple

Keynote

4+

Apple >

Essentials

★ ★ ★ ★ ☆

(176)

+

GET

Offers Apple Watch App

Details

Reviews

Related

Apple Watch

Keynote

10:09

Slide 17 of 42

Back

Exit Slideshow

Keynote

Johnny A

Description

Keynote is the most powerful presentation app ever designed for a mobile device. Built from the ground up for iPad, iPhone, and iPod touch, it makes creating a world-class presentation — complete with animated charts and transitions — as simple as touching and tapping...[more](#)

Featured

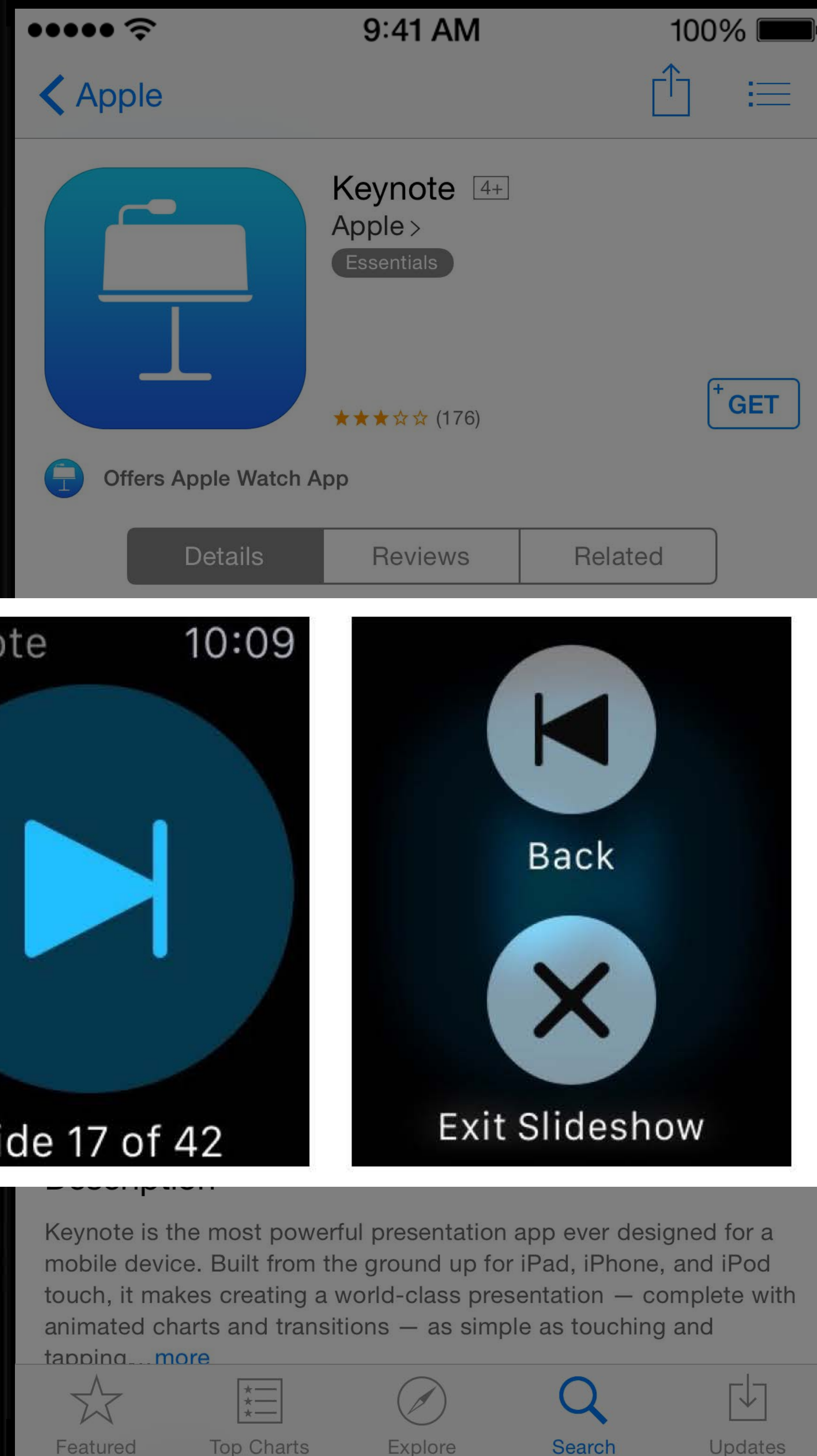
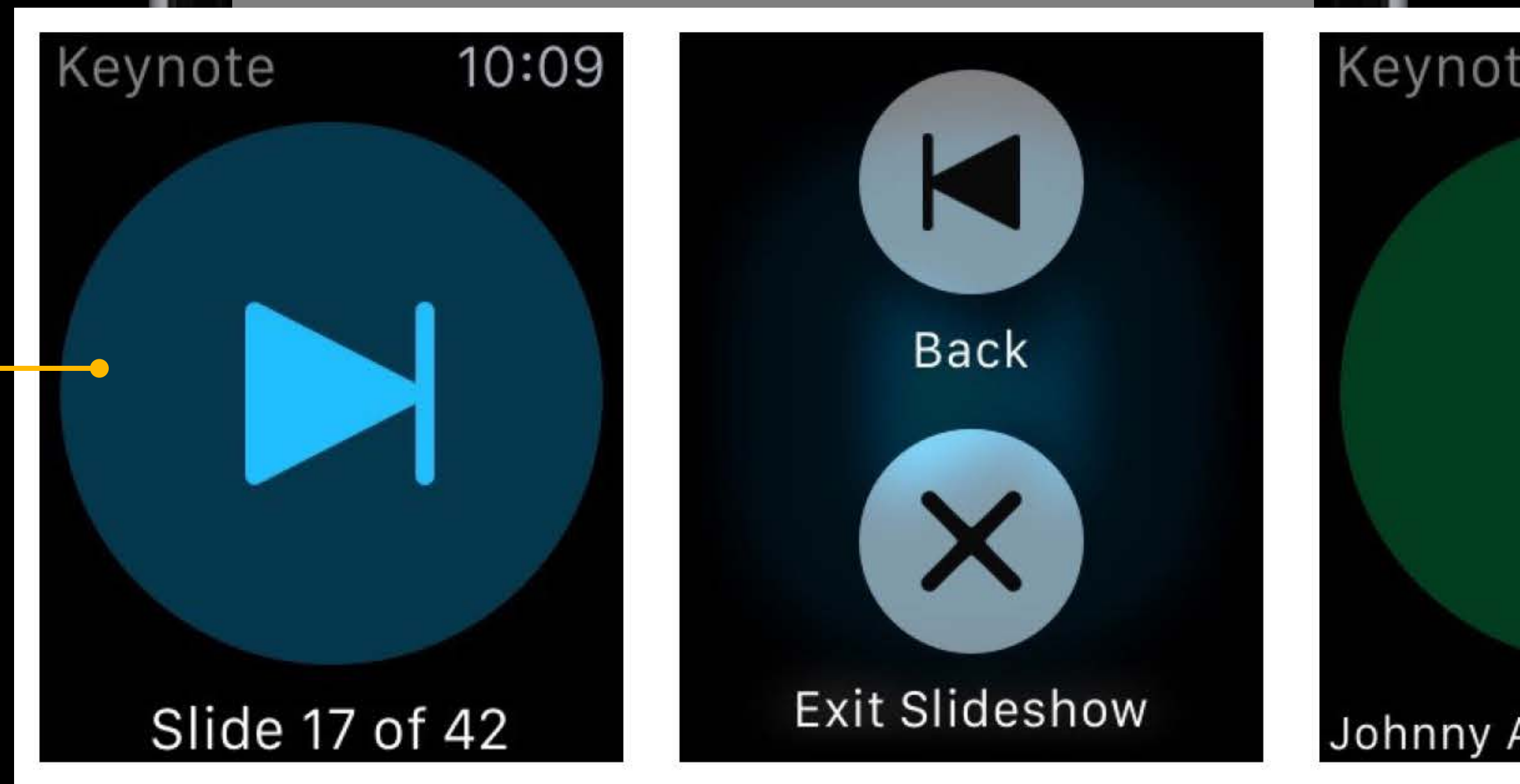
Top Charts

Explore

Search

Updates

Apple Watch
Screenshots



9:41 AM

100%

< Apple

Keynote

4+

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★★★★☆

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What's New

Apr 21, 2015

This update adds support for the Keynote Remote Apple Watch app and includes stability improvements and bug fixes.

Information

Seller

Category

Updated

Version

Apple Inc.

Productivity

Apr 21, 2015

2.5.3

★

★ ★ ★

📍

🔍

⬇

Featured

Top Charts

Explore

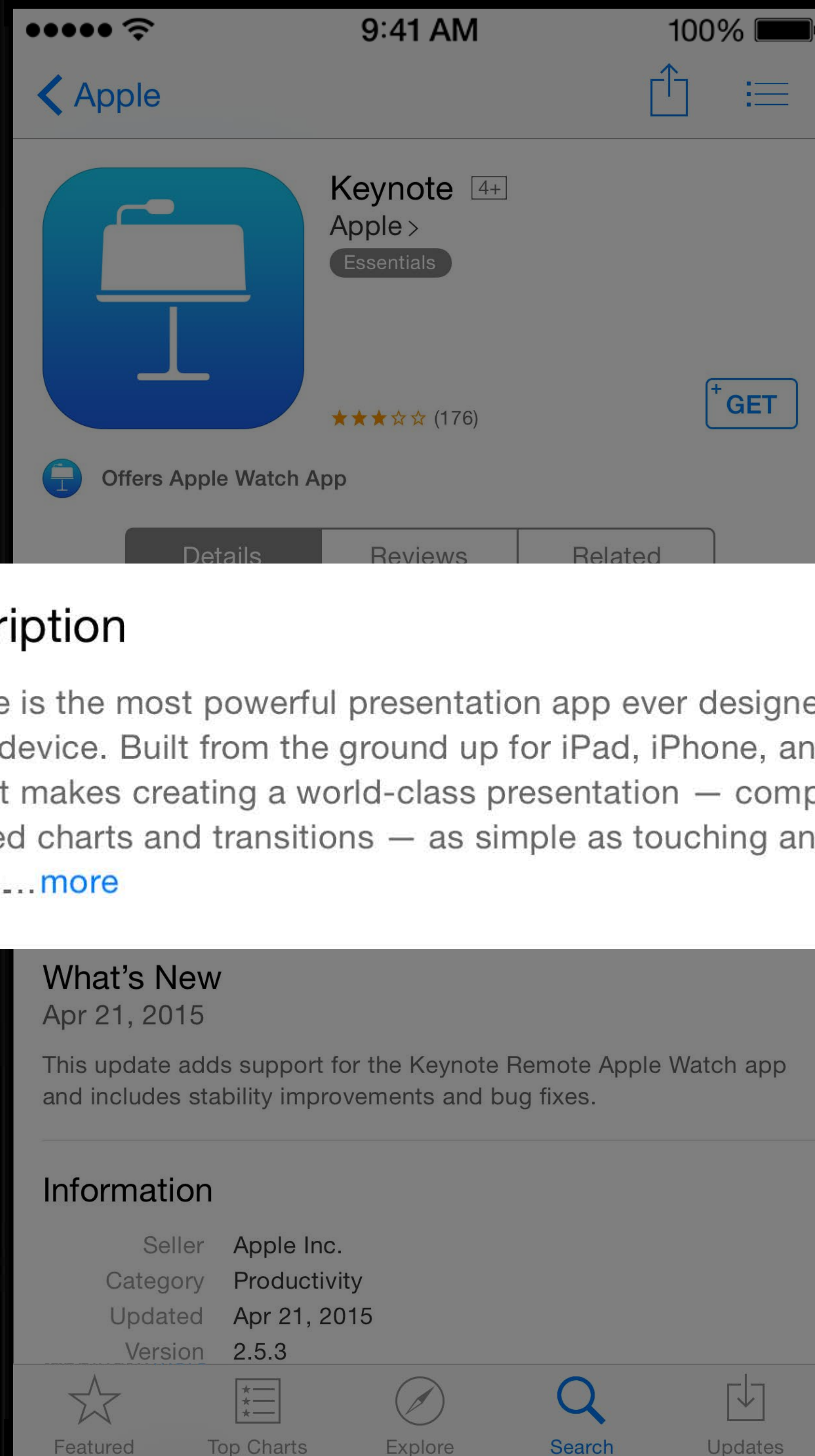
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★

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Top Charts

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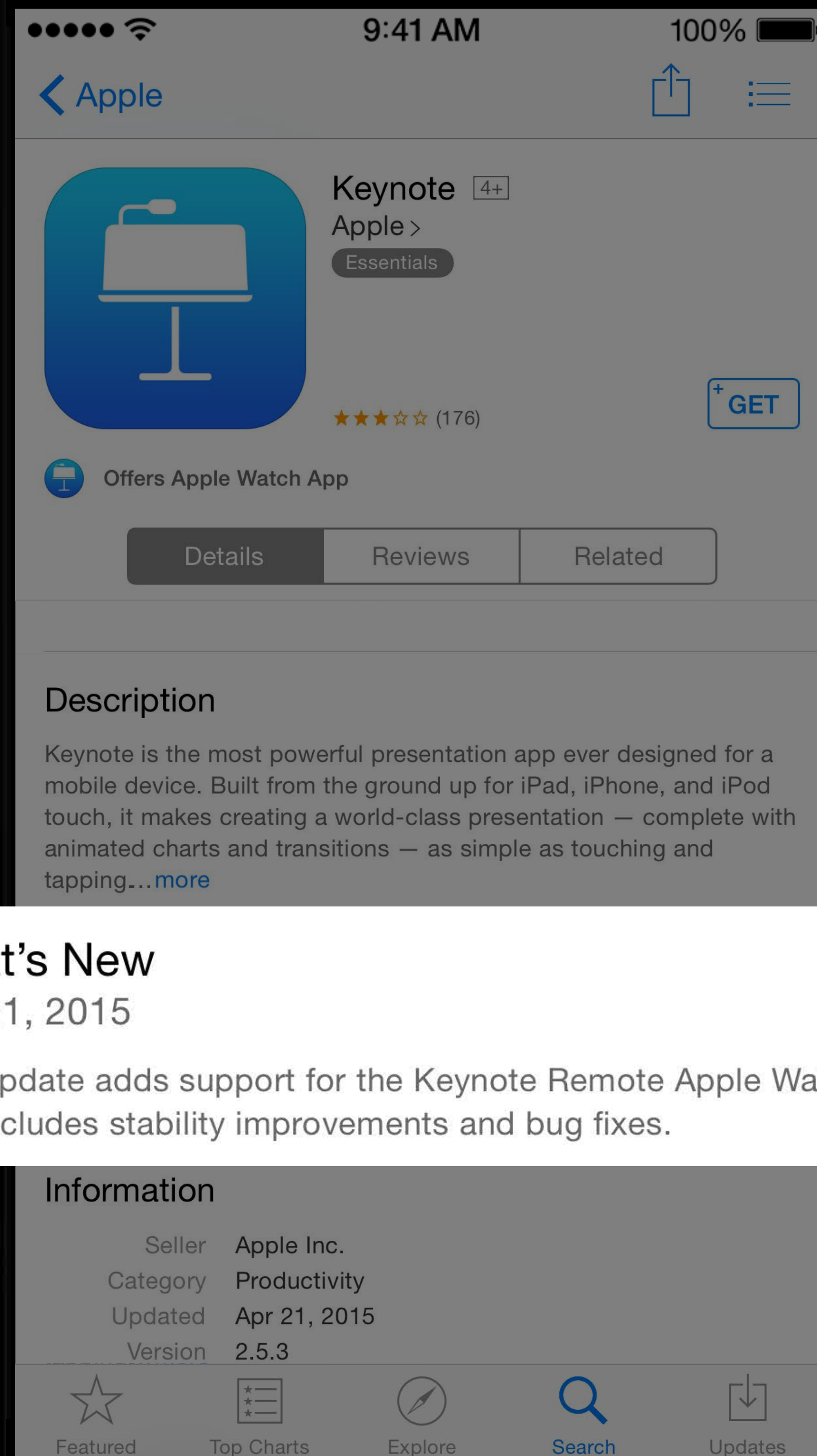
Explore

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Updates



Release Notes

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Apple Inc.

John Appleseed Apple Inc.

Analytics Sales and Trends

My Apps

Keynote iOS

2.5.3 Ready for Sale 2.5.4 Prepare for Submission

Versions Prerelease Pricing In-App Purchases Game Center Newsstand Reviews More

2.5.3 2.5.4

Save Submit for Review

Localizable Information

English (U.S.)

App Video Preview and Screenshots

3.5-Inch 4-Inch 4.7-Inch 5.5-Inch iPad

Discovering GALÁPAGOS

Presentations Undo

1 2 3 4 5 6 7 8 9 10 11 12

Done Undo Tap a slide or object to add animation.

Hike through forests and beaches.

Clothesline

Follow the trail to hidden waterfalls and secluded beaches.

Watch the monarchs fly as they migrate between October and February.

6 7 8 9 10 11 12

There's so much to see and do.

Presentations Undo

1 2 3 4

Share Settings

This presentation is shared. No one is editing on the web.

Presentation Link

https://www.icloud.com/iw/#keynote/BAJwDTZPAIUbuBr3fSBthGQYcC3WtezDKE/Central_Coast_Ginger_03

Learn More

Done

Send Link...

Stop Sharing

1/1 App Video Preview and 3/5 Screenshots

Choose File Delete All

Description

Keywords

Screens for up to five devices plus Apple Watch

Apple Inc.

John Appleseed Apple Inc.

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Learn More

Stop Sharing

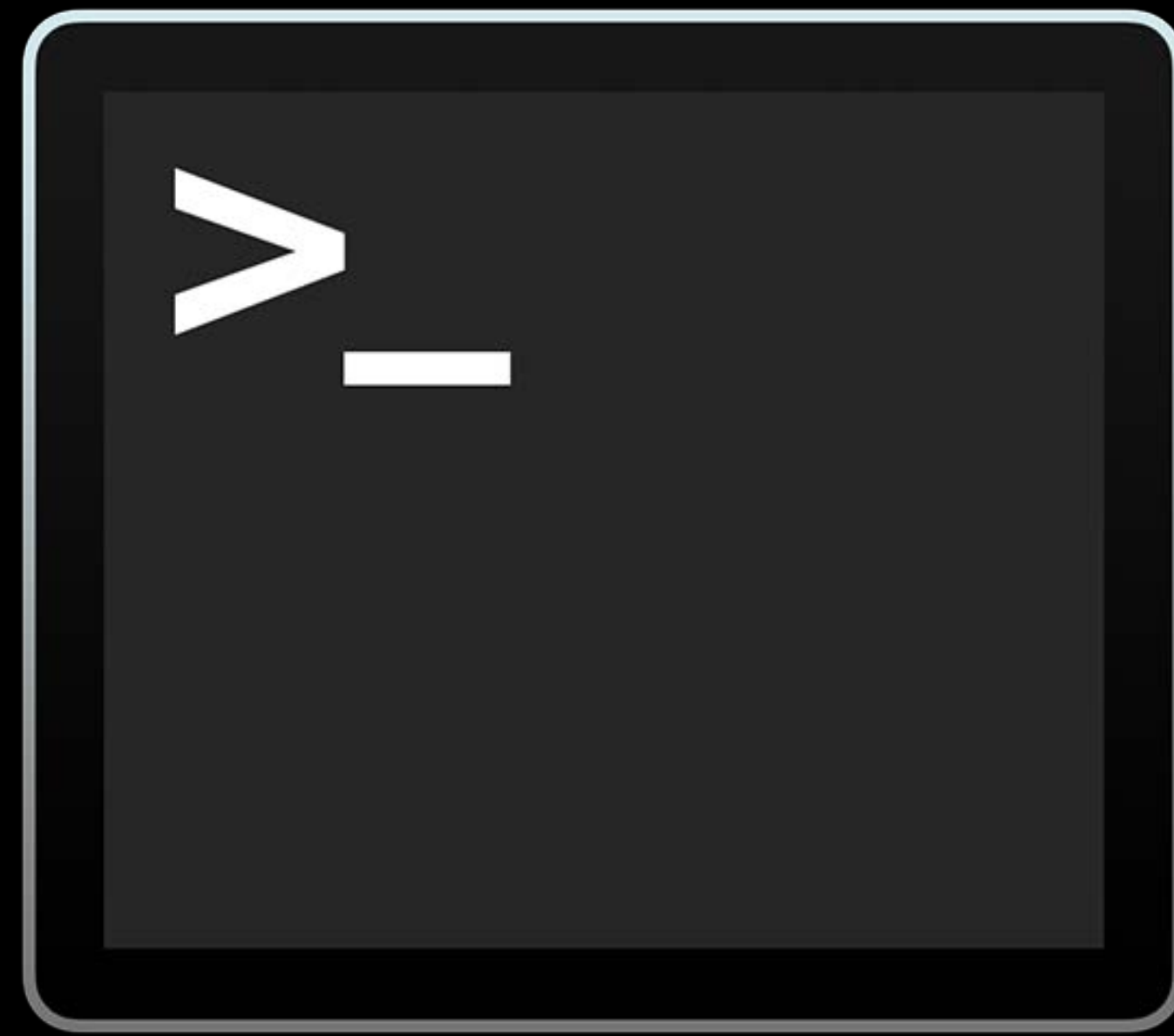
1/1 App Video Preview and 3/5 Screenshots

Choose File Delete All

Description

Keywords

Localize up to 28 languages



Transporter

Command Line Automation with Transporter and XML

Nik Uglov

Engineering Manager, iTunes Store, Content Import

My Apps

Metadata



My Apps

Metadata

Twenty-eight languages

Five localized screenshots per supported device

Rights and pricing

Hundreds of in-app purchases

- Localized
- Screenshots

Achievements and leaderboards

- Localized
- Images



Command Line Automation

Overview



Command Line Automation

Overview

Transporter



Command Line Automation

Overview

Transporter

App metadata XML feed

- Version-level localization
- Rights and pricing
- In-app purchases
- Game Center



Command Line Automation

Overview

Transporter

App metadata XML feed

- Version-level localization
- Rights and pricing
- In-app purchases
- Game Center

Stable, proven functionality

- Used every day by developers like you
- Great for automation
- Integrate with your systems



Features of XML Feed Support

Basic rules



Features of XML Feed Support

Basic rules

App and version must already exist

- Create app in iTunes Connect
- Create version in iTunes Connect



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State transitions are managed in iTunes Connect



Features of XML Feed Support

Basic rules

App and version must already exist

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State transitions are managed in iTunes Connect

App binary uploads go through

- Xcode
- Application Loader



Features of XML Feed Support

Basic rules

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App binary uploads go through

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- Application Loader

Available for

- iOS apps
- Mac apps



Features of XML Feed Support

Two-way communication

Features of XML Feed Support

Two-way communication

Transporter—command-line tool

Features of XML Feed Support

Two-way communication

Transporter—command-line tool

Look up current metadata

- Downloaded as <AppSKU>.itmsp



Features of XML Feed Support

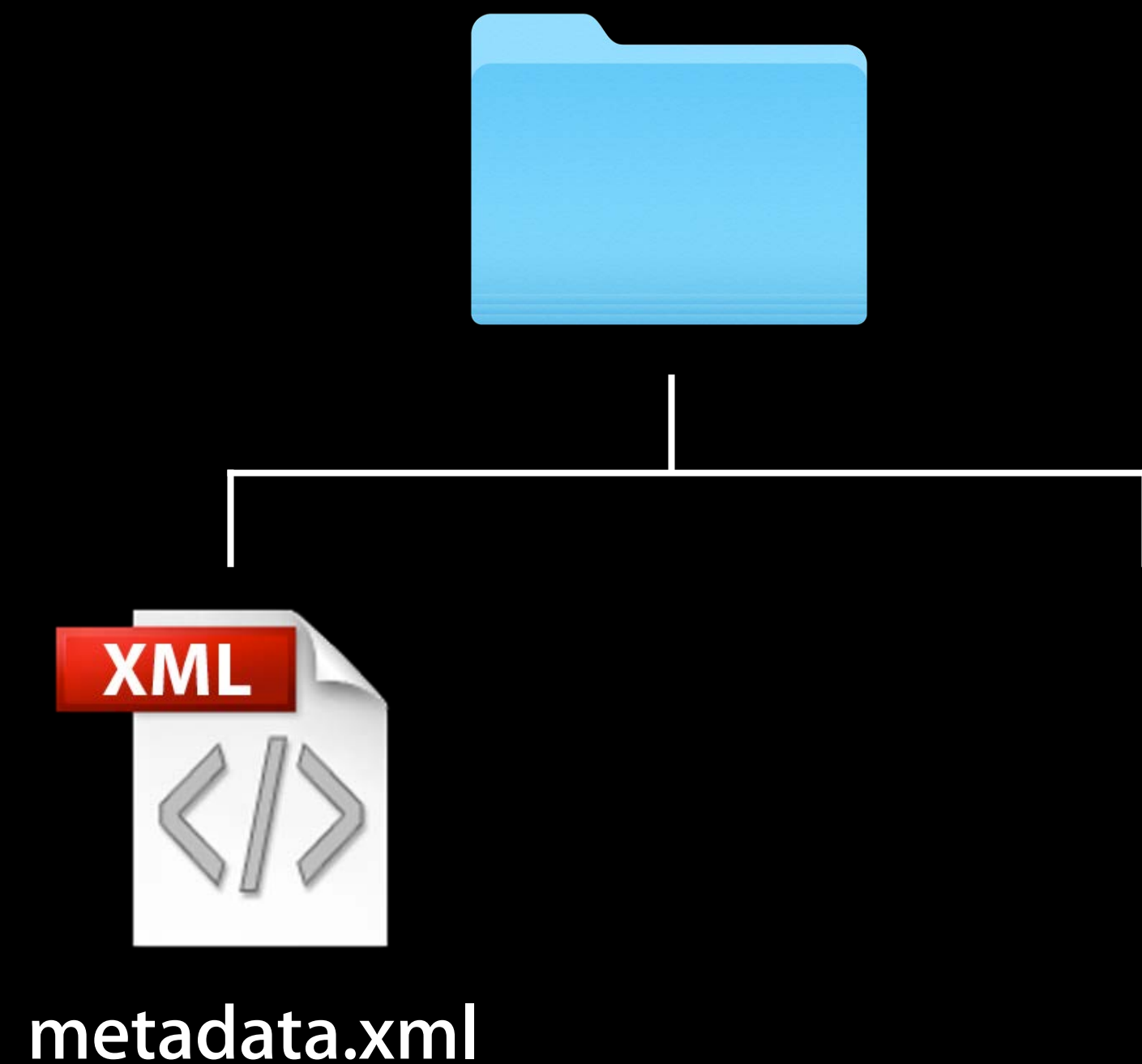
Two-way communication

Transporter—command-line tool

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Edit looked-up XML



Features of XML Feed Support

Two-way communication

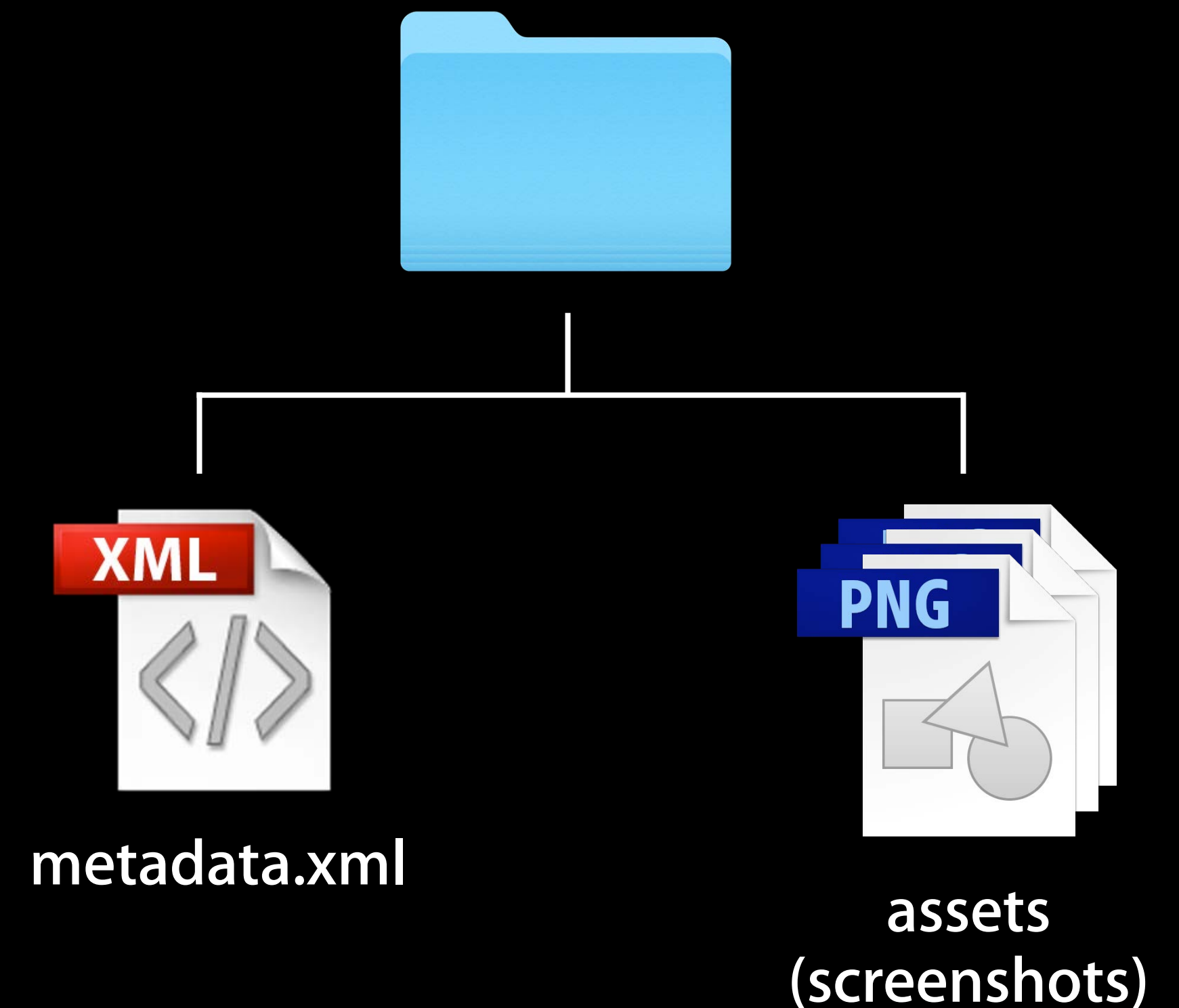
Transporter—command-line tool

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Edit looked-up XML

Add assets (screenshots, etc.)



Features of XML Feed Support

Two-way communication

Transporter—command-line tool

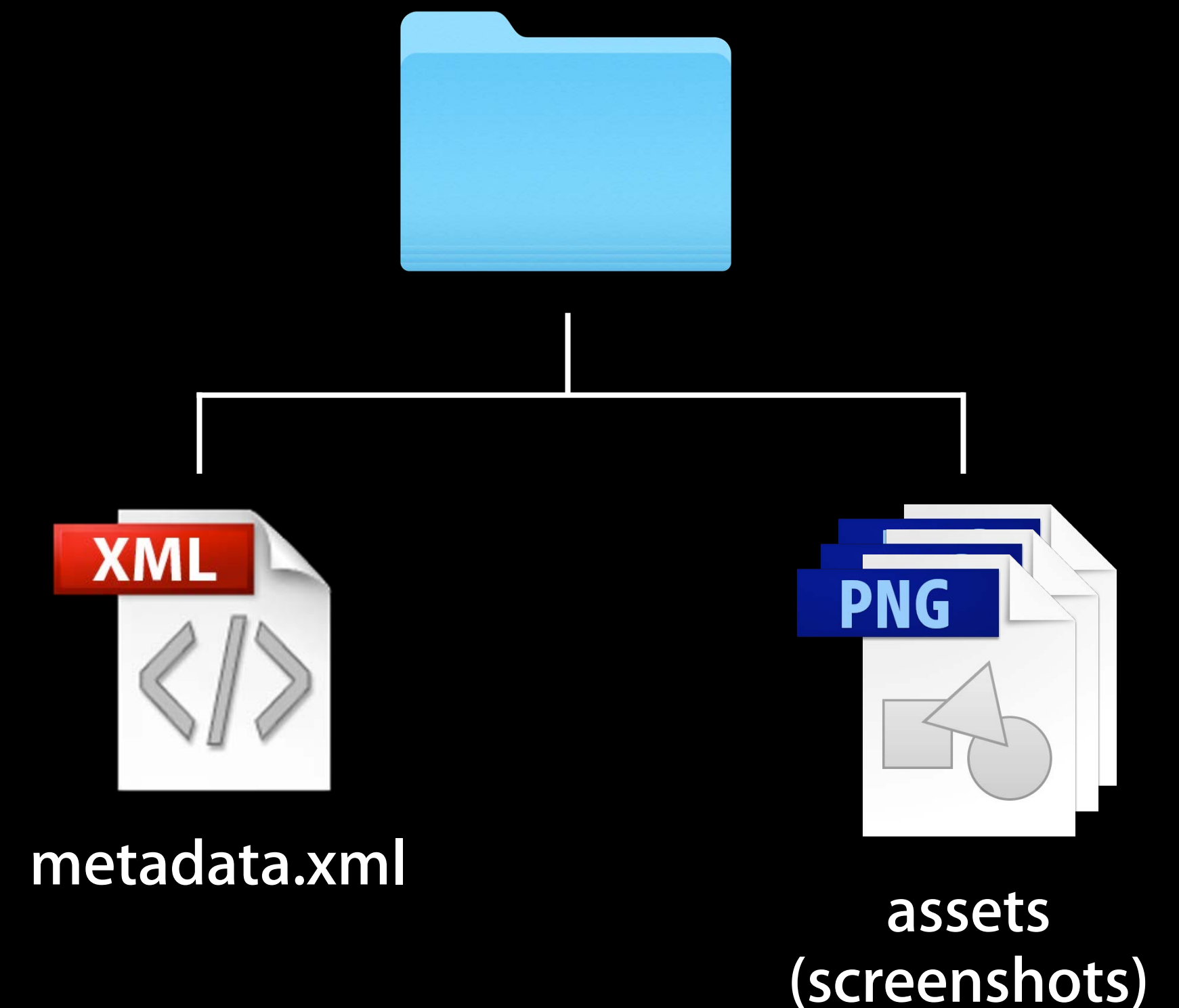
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Validate



Features of XML Feed Support

Two-way communication

Transporter—command-line tool

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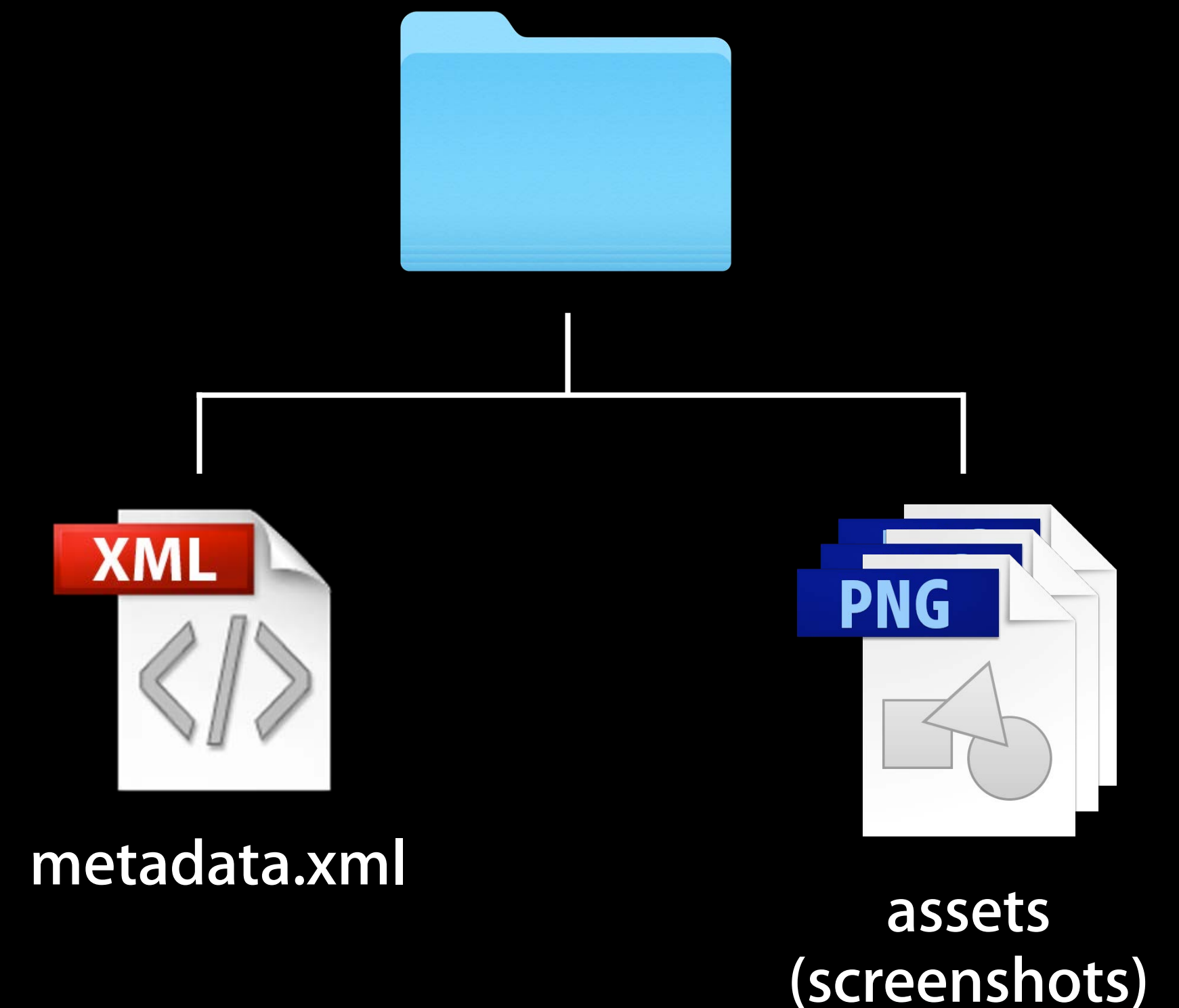
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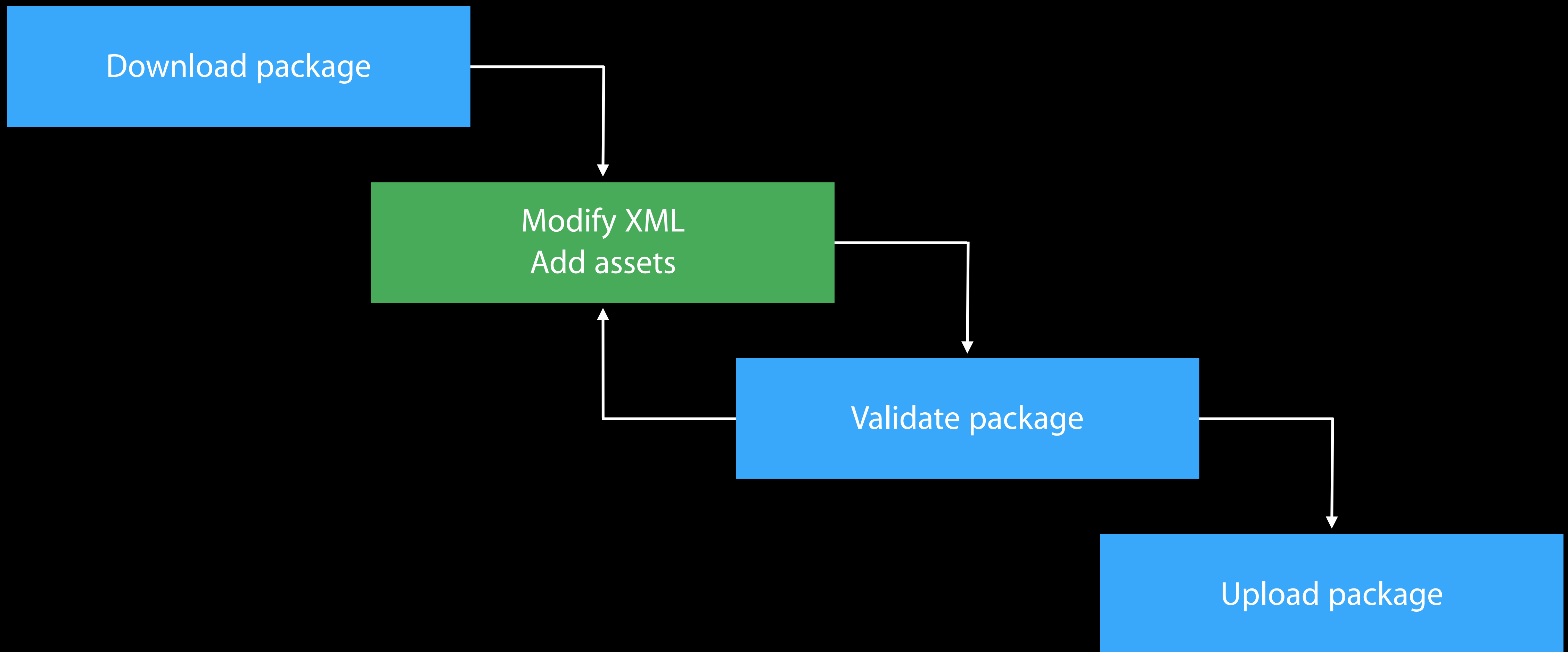
Validate

Upload



Features of XML Feed Support

Lifecycle



Features of XML Feed Support

Metadata lookup

Syntax

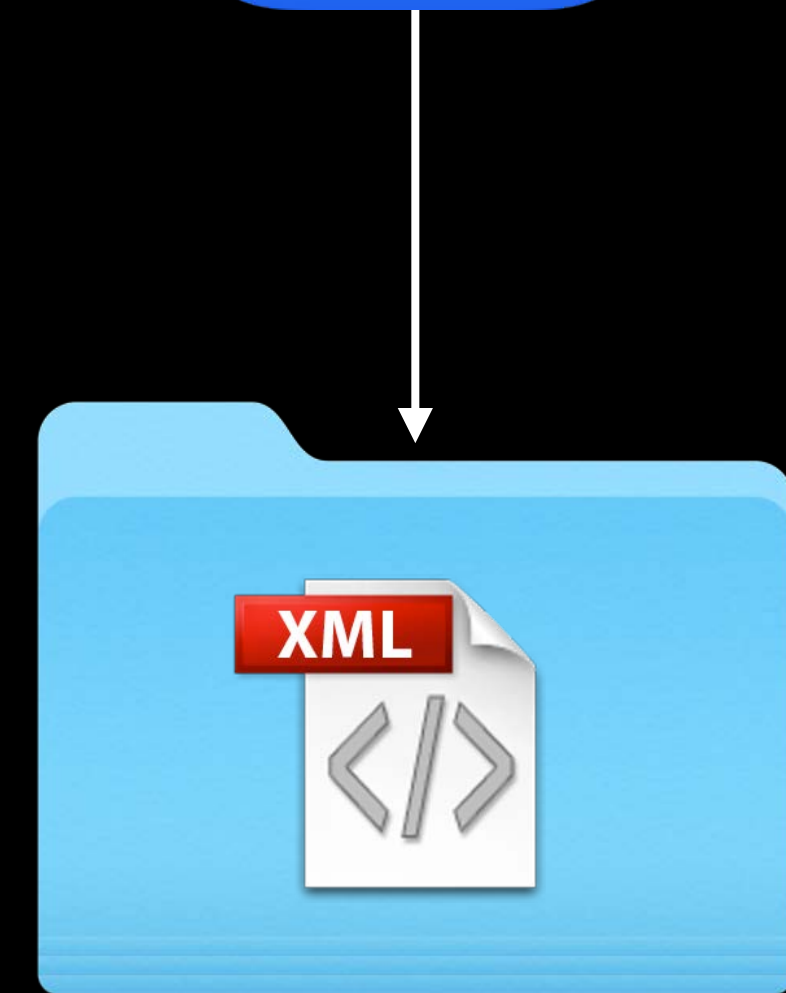
```
$ iTMSTransporter  
  -m lookupMetadata  
  -u <username>  
  -vendor_id <AppSKU>  
  -destination <folder>
```

Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Metadata lookup

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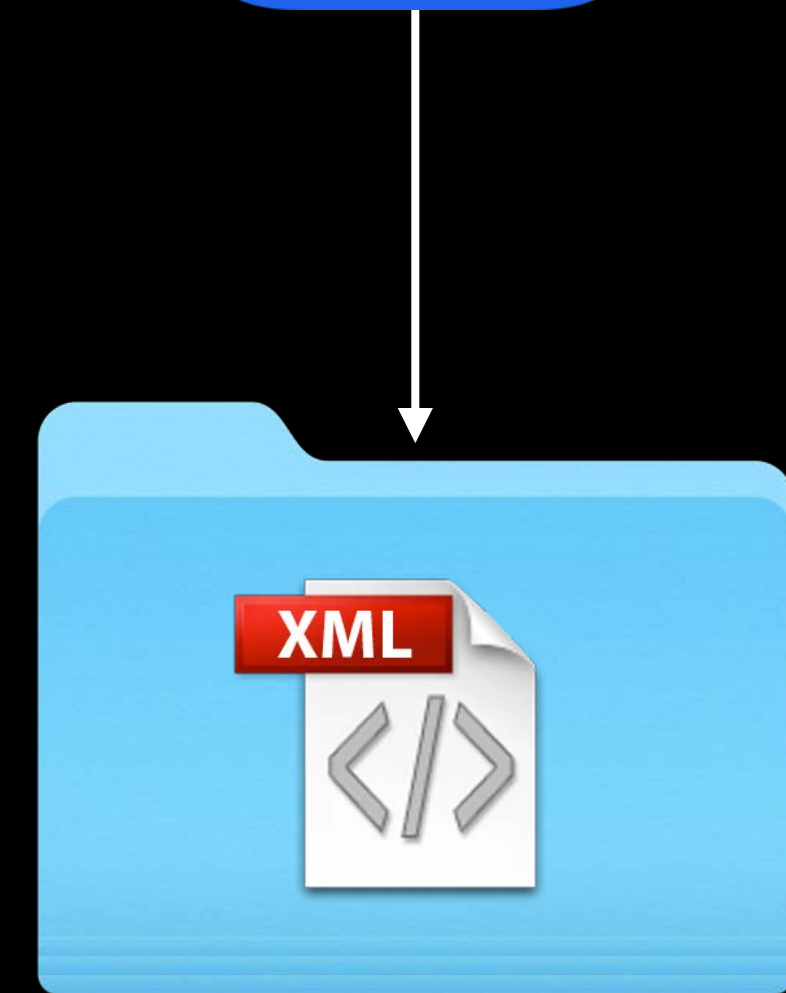
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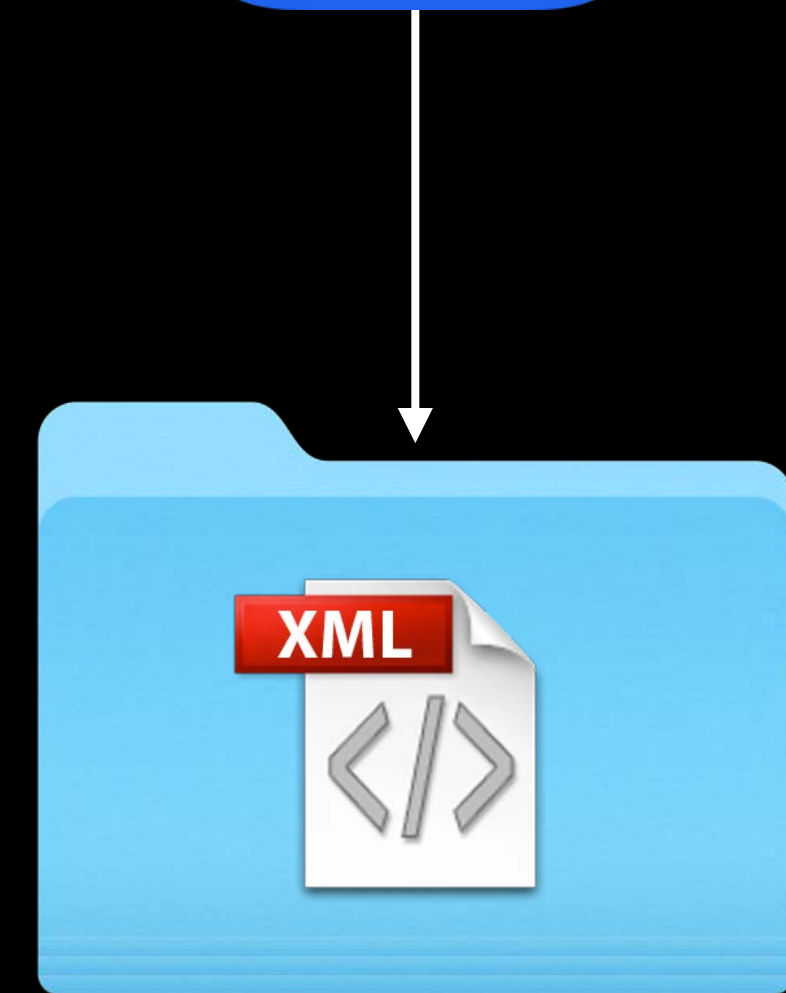
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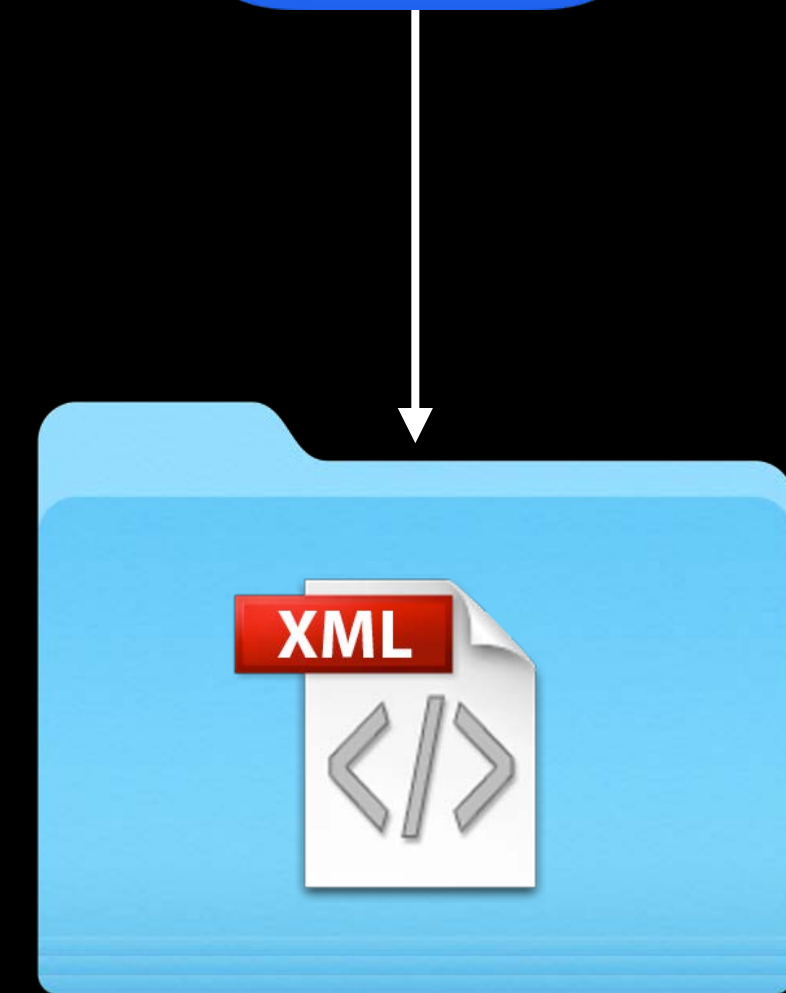
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```

Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Metadata lookup

Syntax

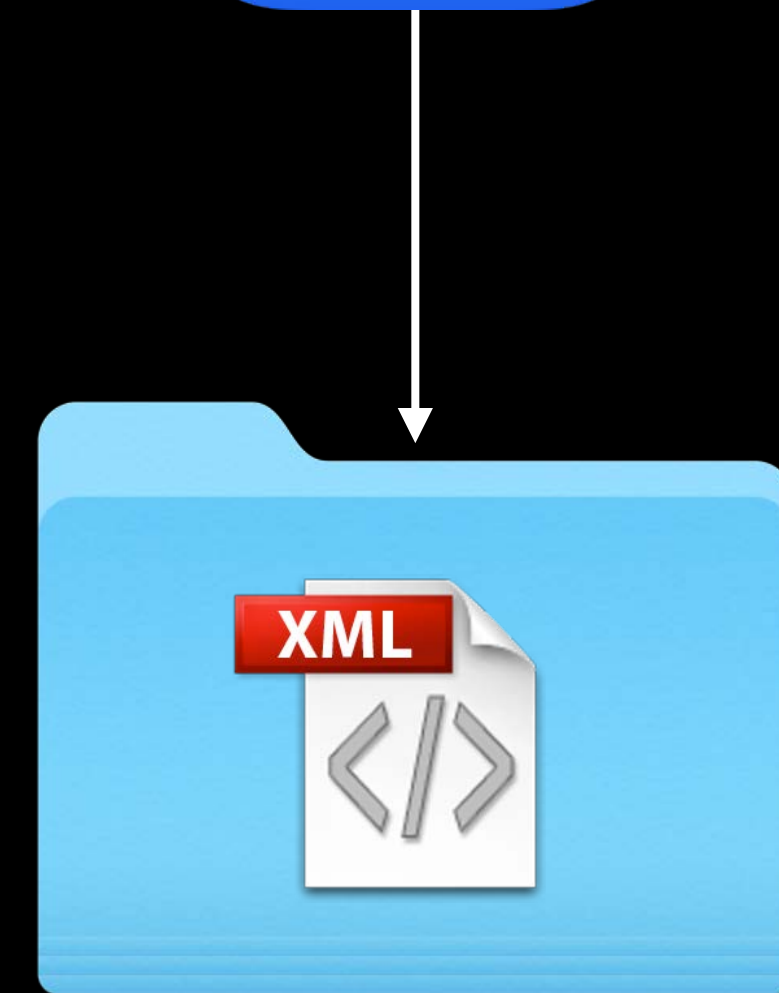
```
$ iTMSTransporter  
  -m lookupMetadata  
  -u <username>  
  -vendor_id <AppSKU>  
  -destination <folder>
```

Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Metadata lookup

Syntax

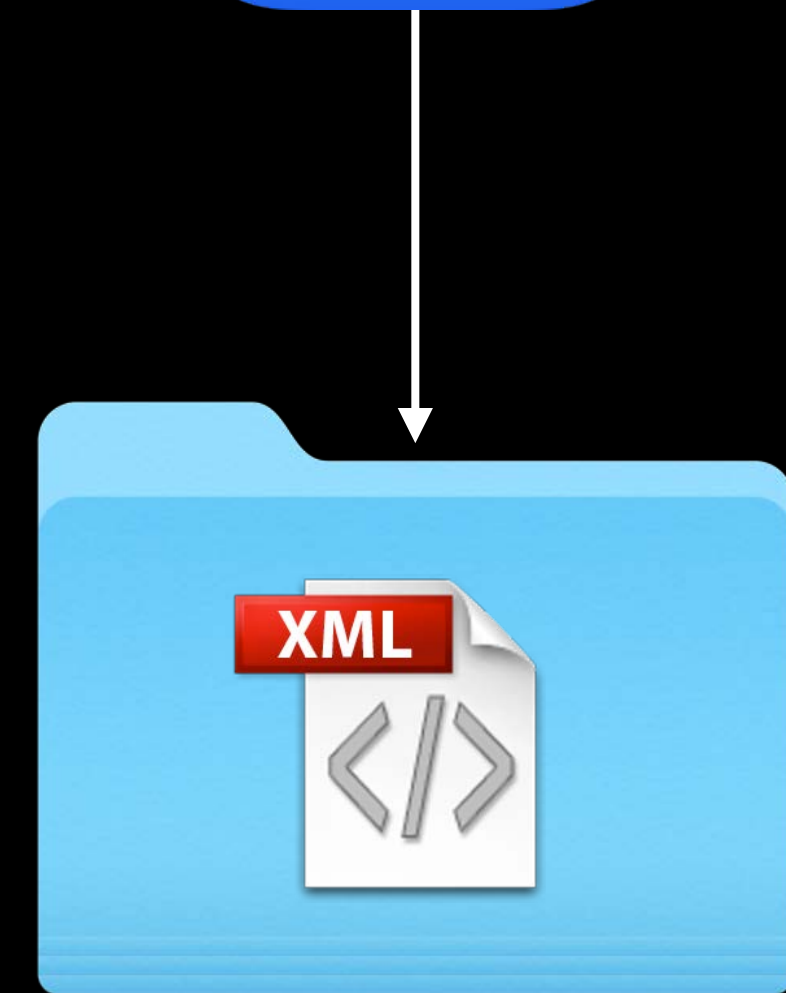
```
$ iTMSTransporter  
  -m lookupMetadata  
  -u <username>  
  -vendor_id <AppSKU>  
  -destination <folder>
```

Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Metadata lookup

Syntax

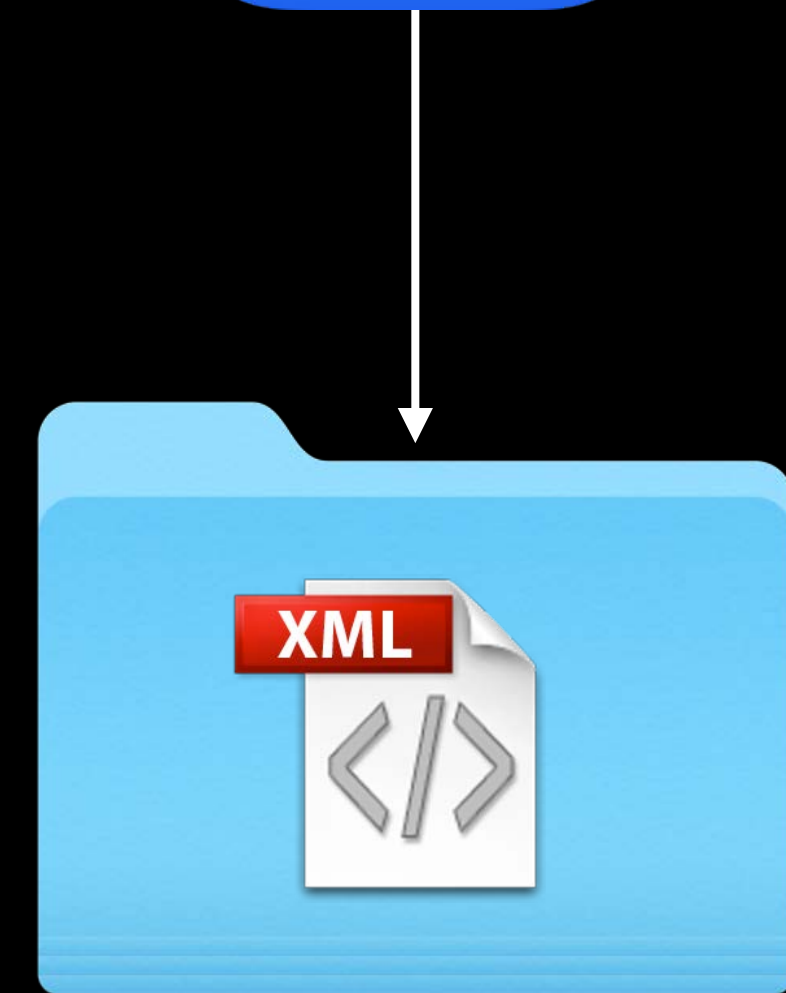
```
$ iTMSTransporter  
  -m lookupMetadata  
  -u <username>  
  -vendor_id <AppSKU>  
  -destination <folder>
```

Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Validate

Syntax

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

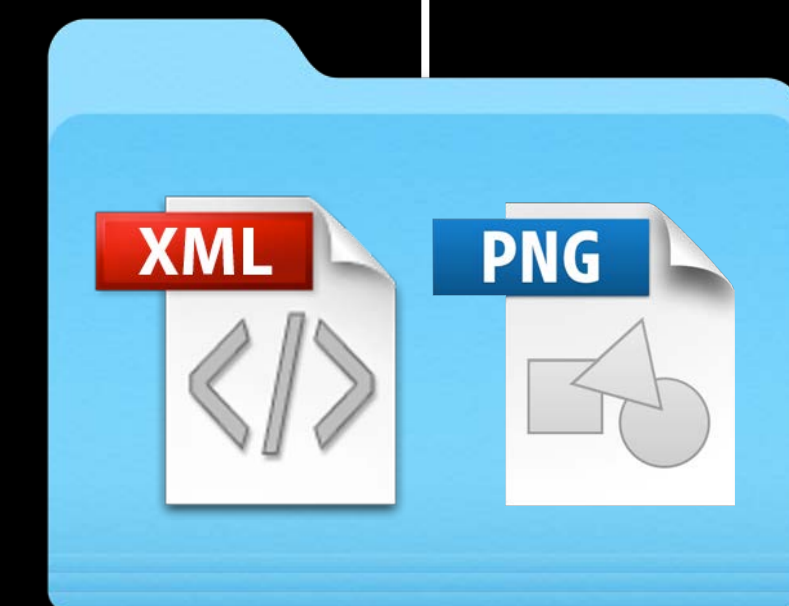
Validate package

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

Validate

Syntax

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

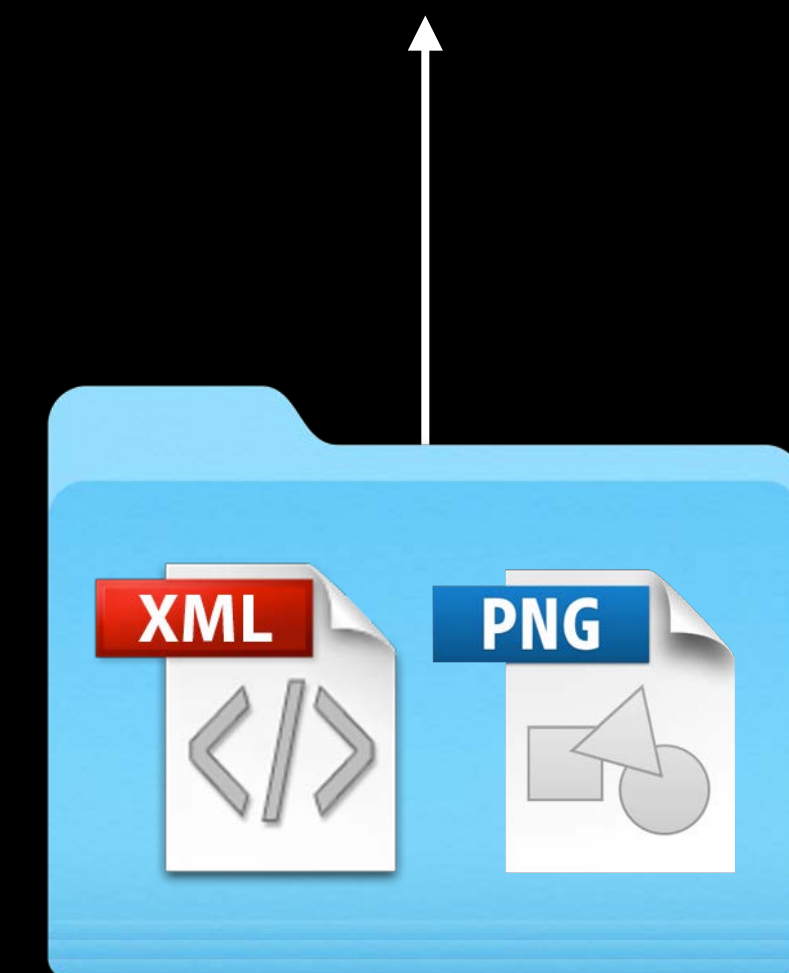
Validate package

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

Validate

Syntax

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

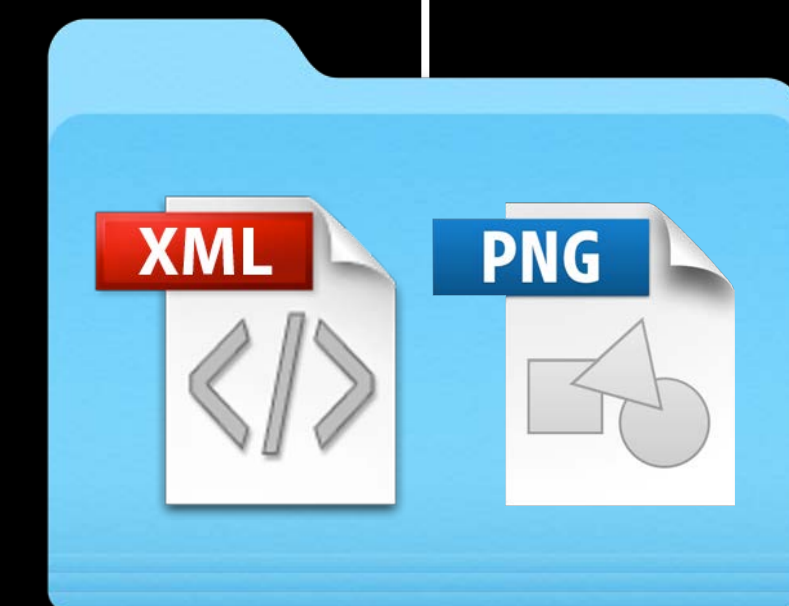
Validate package

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

Validate

Syntax

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

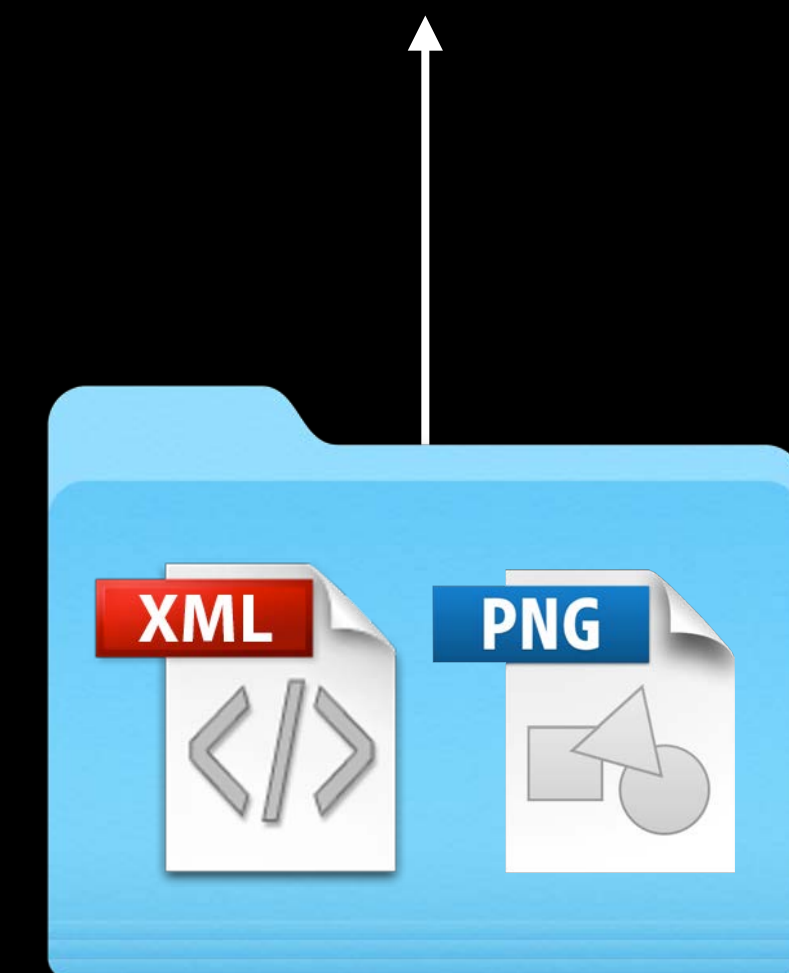
Validate package

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

Validate

Syntax

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

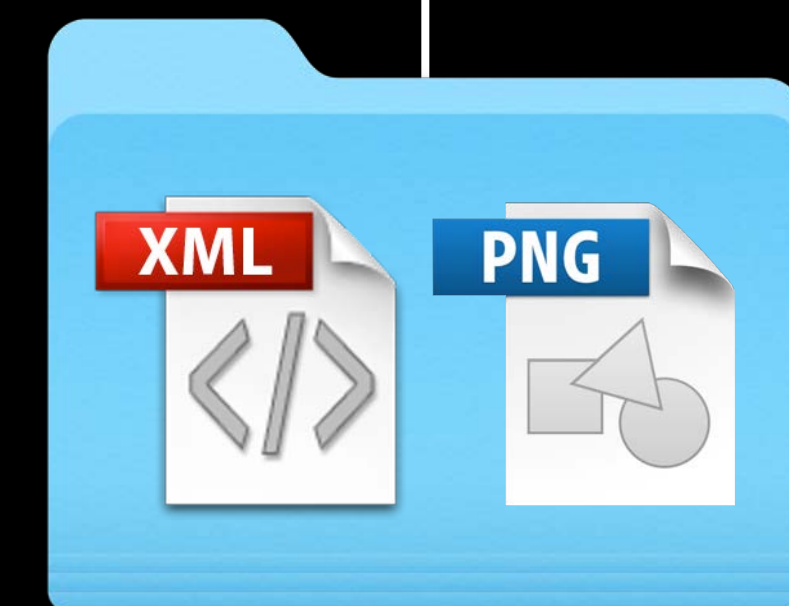
Validate package

Same requirements as iTunes Connect

Example error

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

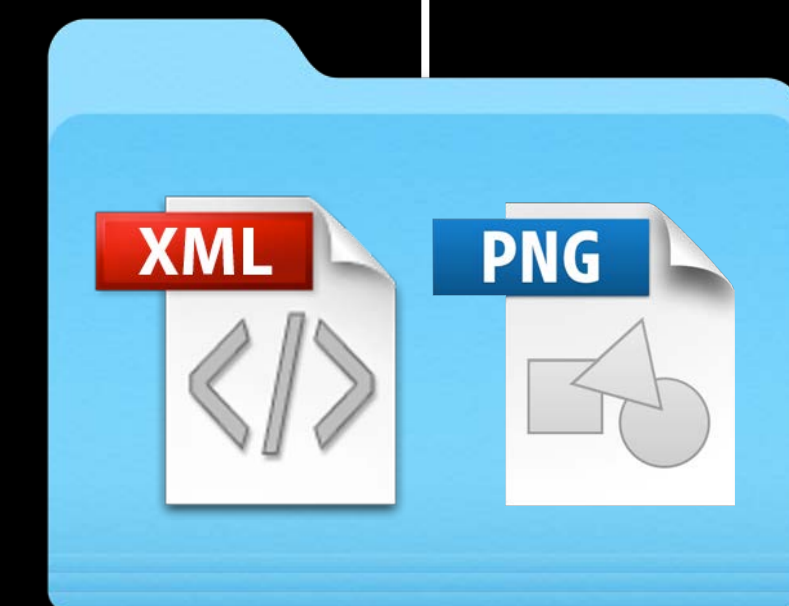
Validate package

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

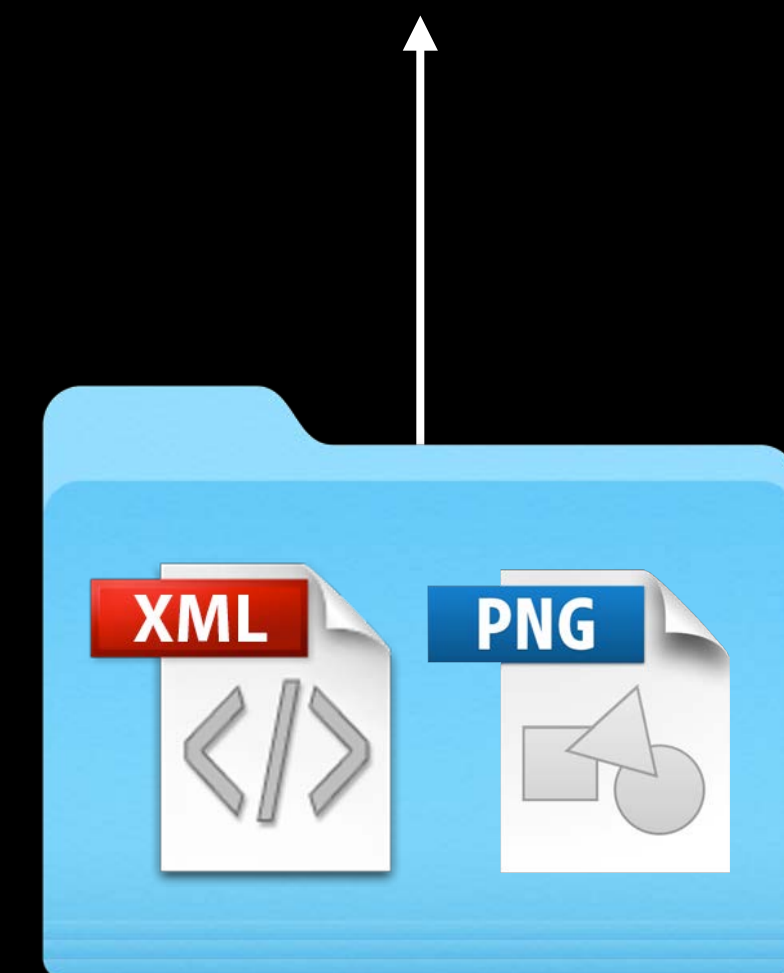
- Metadata (xml)
- Assets (screenshots, etc.)

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

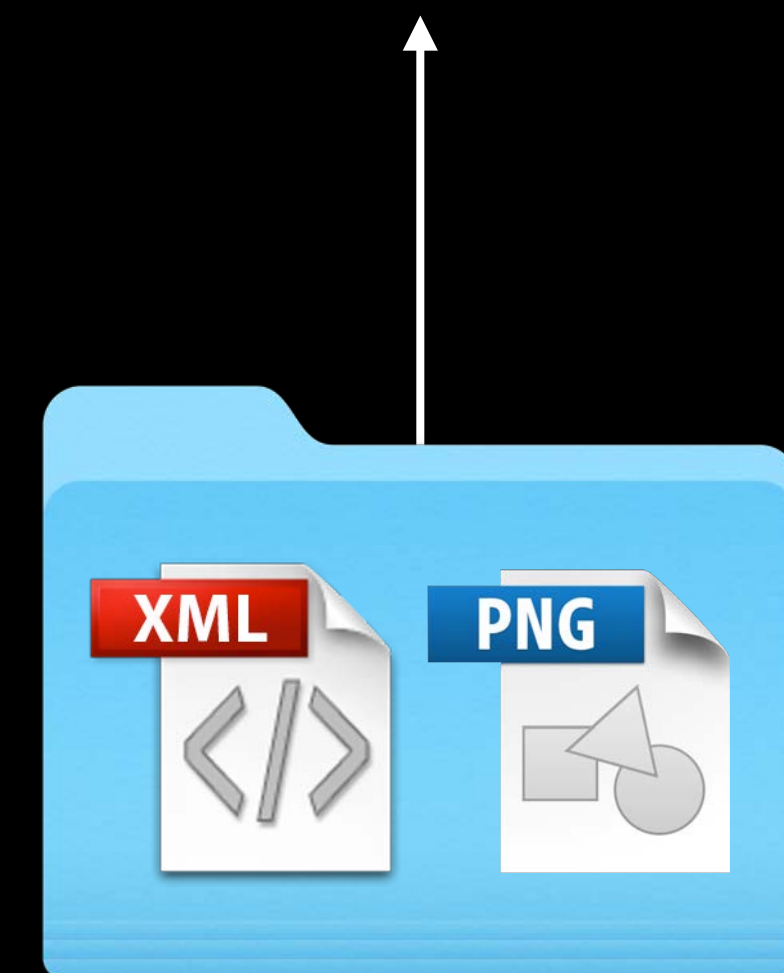
- Metadata (xml)
- Assets (screenshots, etc.)

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

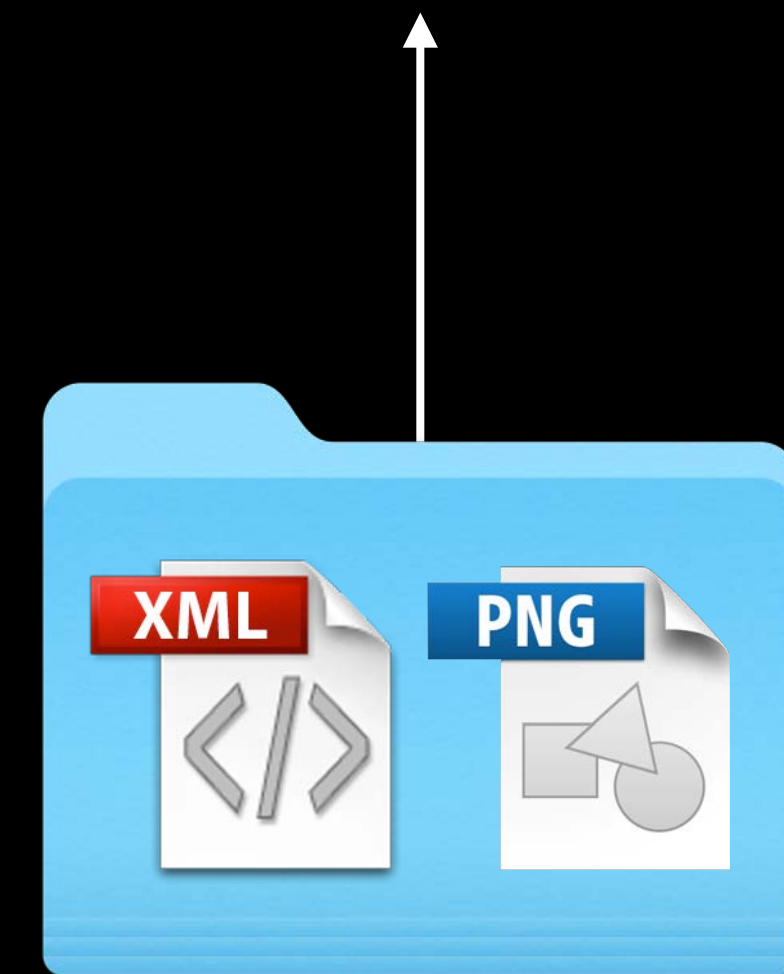
- Metadata (xml)
- Assets (screenshots, etc.)

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

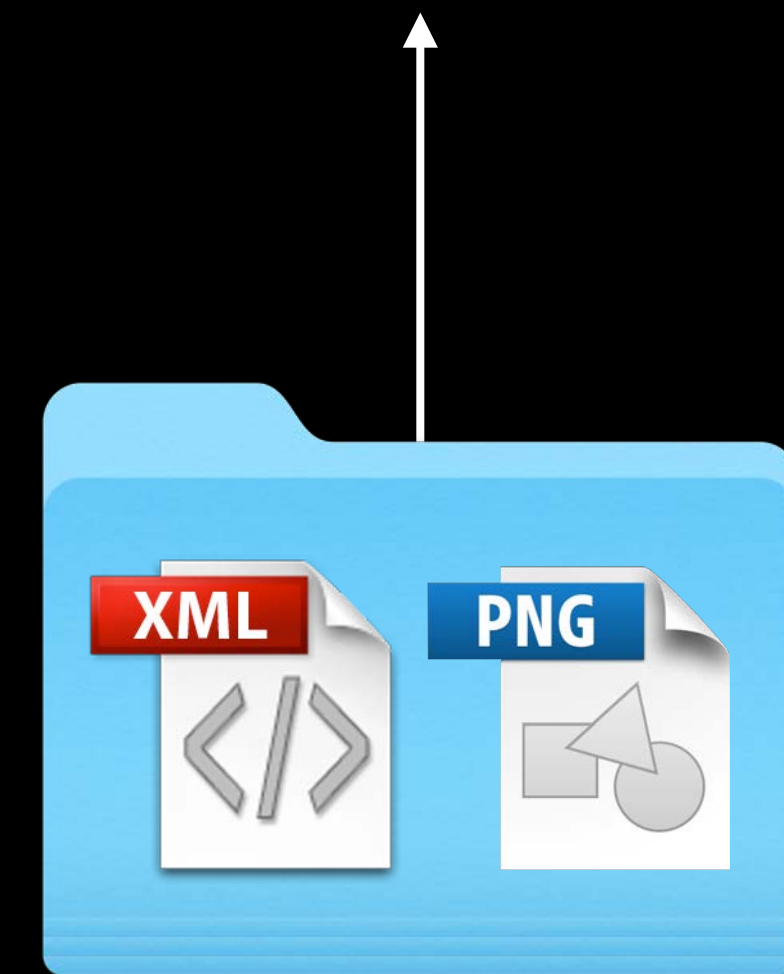
- Metadata (xml)
- Assets (screenshots, etc.)

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

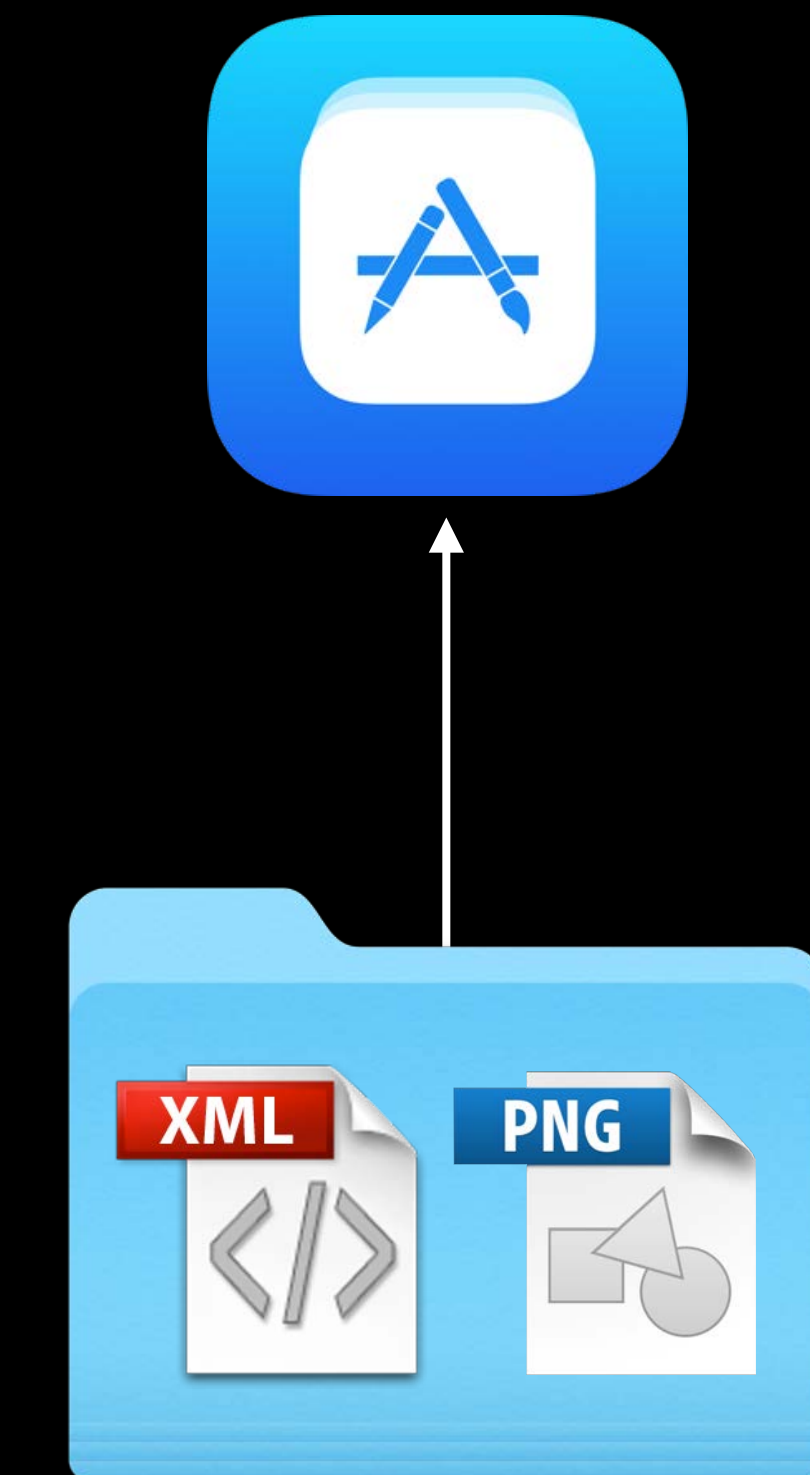
- Metadata (xml)
- Assets (screenshots, etc.)

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

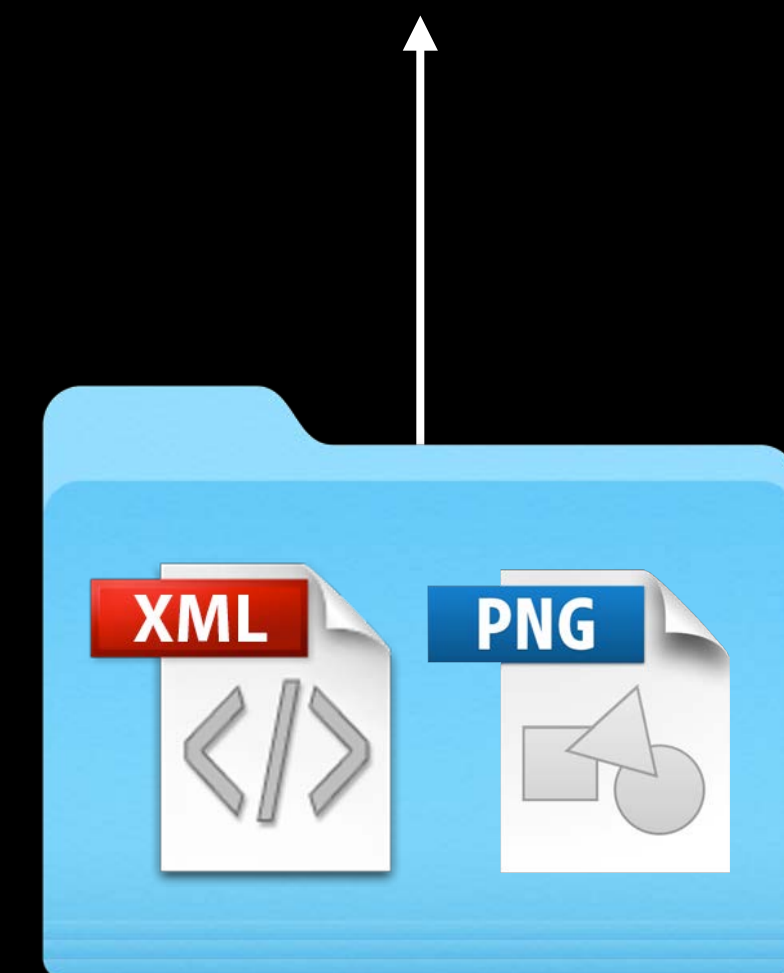
- Metadata (xml)
- Assets (screenshots, etc.)

Validated synchronously

Errors reported—upload blocked

Contents processed asynchronously

iTunes Connect



<folder>/<AppSKU>.itmsp

Features of XML Feed Support

Other details

Documentation on “Resources and Help” screen

- App Metadata Specification
- Transporter User Guide

App Preparation and Delivery



[Application Loader 3.1](#)

Apple's tool to upload your app or In-App Purchase metadata to iTunes Connect.



[Application Loader User Guide](#) English ▾

How to prepare your app for the App Store using Application Loader.



[Transporter User Guide](#) English ▾

How to use Transporter to submit App Store packages to the App Store.



[App Metadata Specification](#)

How to deliver app localizations, product information, In-App Purchases, and Game Center metadata for your existing apps.

[App Previews](#)

To learn how to create a great app preview, watch the [Creating Great App Previews](#) presentation. You can find all technical specifications in the [Creating App Previews guide for Final Cut Pro X](#) and the [iTunes Connect Developer Guide](#).



[Newsstand Atom Feed Specification](#)

How to use the Newsstand Atom Feed XML format to manage Newsstand issue metadata.

What It Looks Like

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02015</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

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02015</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

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02015</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

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02015</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

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
  <team_id>WWDCDEM02015</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 accounts and app

About This App

Primary Language ?

English

Bundle ID ?

com.cyberinteractive.touchfighter.2

Apple ID ?

440061532

SKU ?

com.cyberinteractive.touchfighter.2

```
...  
<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 accounts and app

About This App

Primary Language ?

English

Bundle ID ?

com.cyberinteractive.touchfighter.2

Apple ID ?

440061532

SKU ?

com.cyberinteractive.touchfighter.2

Provided by Apple when you established your team account

```
...  
<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 accounts and app

About This App

Primary Language ?

English

Bundle ID ?

com.cyberinteractive.touchfighter.2

Apple ID ?

440061532

SKU ?

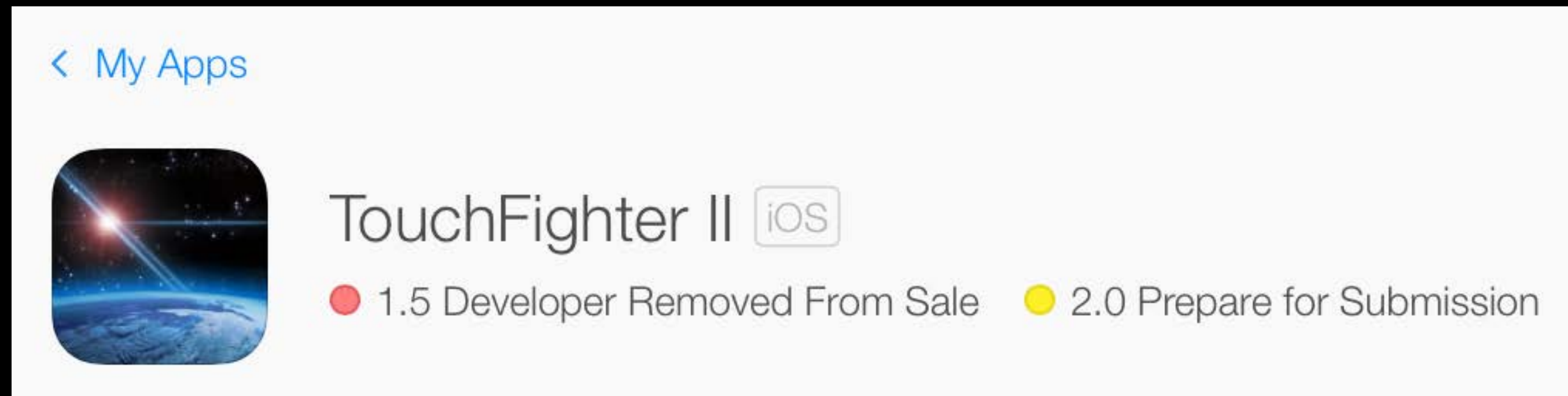
com.cyberinteractive.touchfighter.2

Provided by Apple when you established your team account

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

What It Looks Like

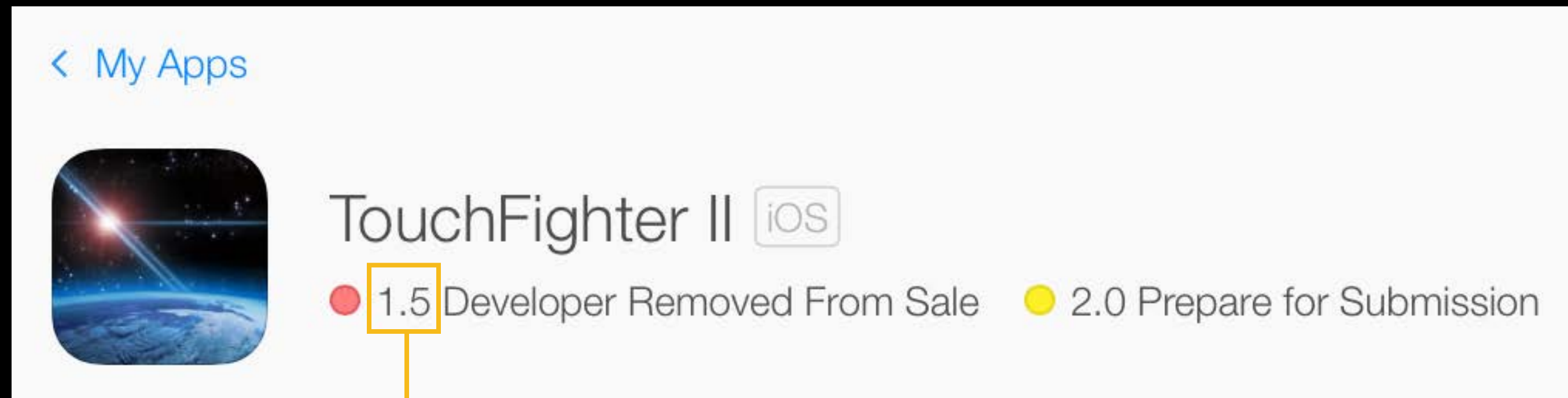
Identifying app version



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

What It Looks Like

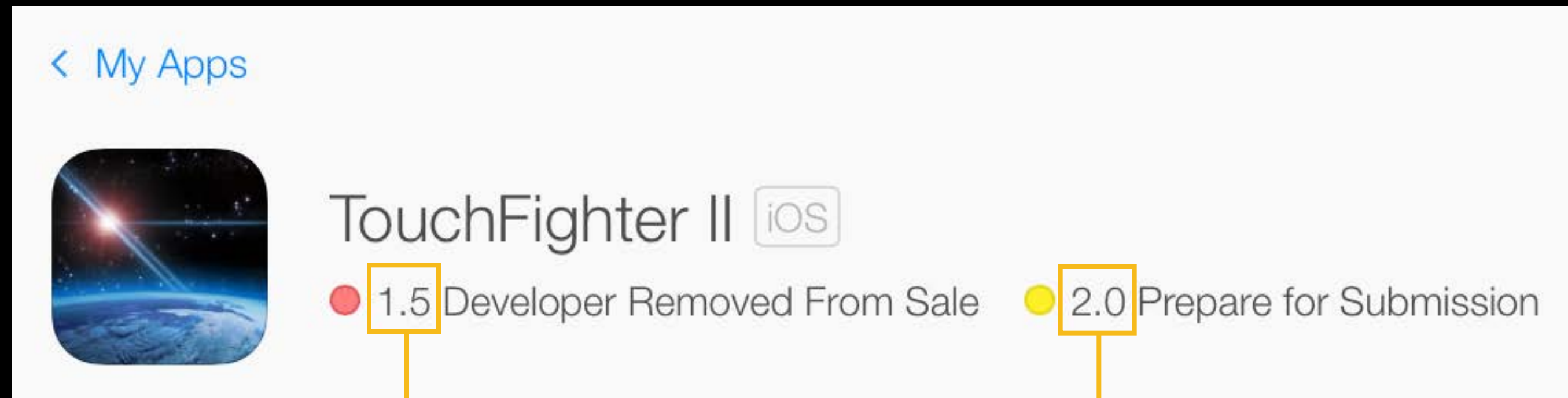
Identifying app version



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

What It Looks Like

Identifying app version

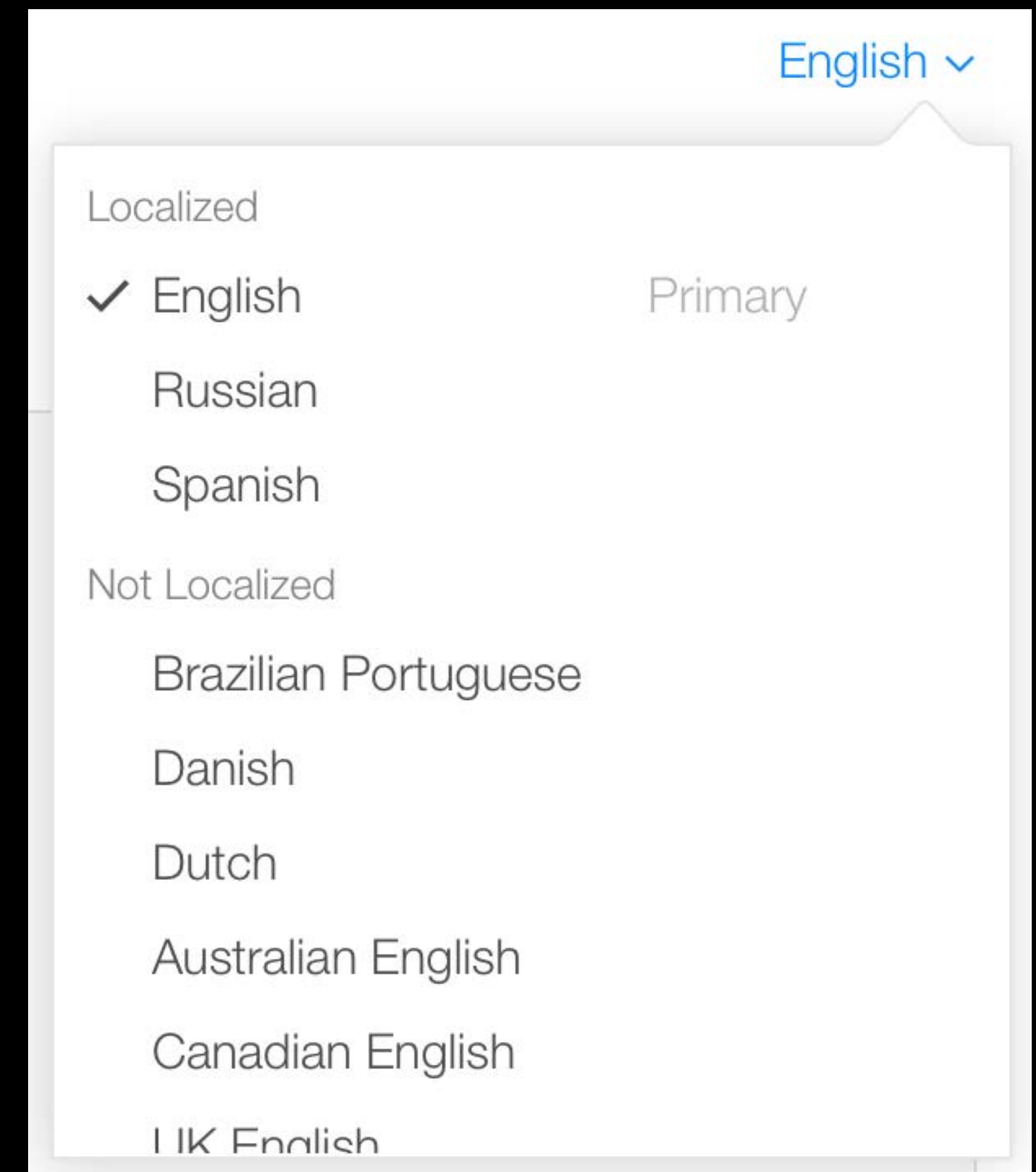


```
...  
<software_metadata>  
  <versions>  
    <version string="1.5"> ... </version>  
    <version string="2.0"> ... </version>  
  </versions>  
</software_metadata>  
...
```


What It Looks Like

Identifying locale

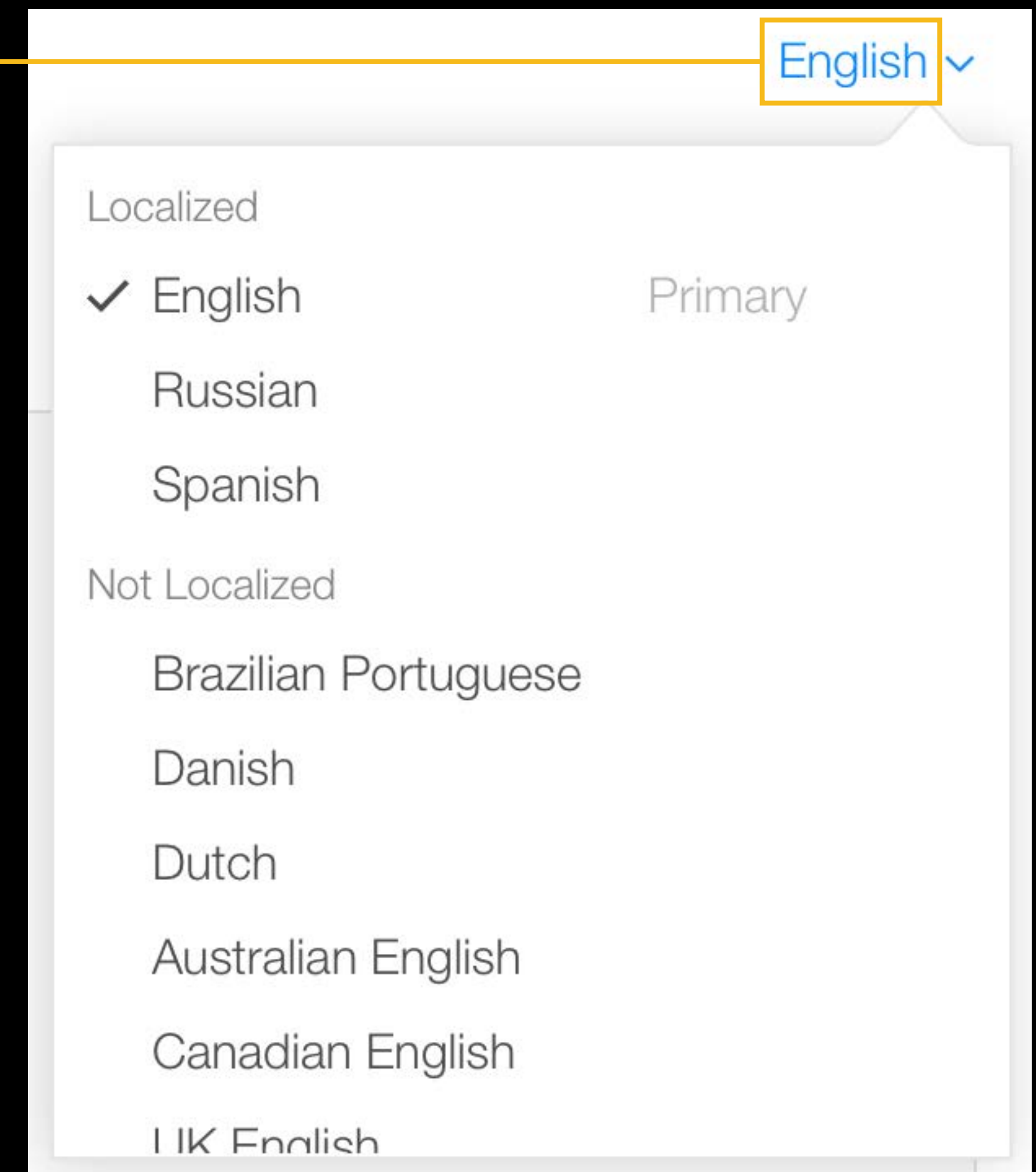
```
...  
<version string="2.0">  
  <locales>  
    <locale name="en-US">  
      ...  
    </locale>  
    <locale name="ru-RU">  
      ...  
    </locale>  
  </locales>  
</version>  
...
```



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

Name ?	
<input type="text" value="TouchFighter II"/>	
Description ?	What's New in This Version ?
<input type="text" value="Save the universe and blast incoming enemy spaceships by tapping on your multi-touch display. Pilot your starship through space using the built in accelerometer."/>	<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

Name ?	
	TouchFighter II
Description ?	
	Save the universe and blast incoming enemy spaceships 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.

```
...
<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

Name ?	
TouchFighter II	
Description ?	What's New in This Version ?
Save the universe and blast incoming enemy spaceships by tapping on your multi-touch display. Pilot your starship through space using the built in accelerometer.	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

Name ?	
	TouchFighter II
Description ?	
	Save the universe and blast incoming enemy spaceships 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.

```
...
<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

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```

Mac
iOS-iPad
iOS-Apple-Watch
iOS-3.5-in
iOS-4-in
iOS-4.7-in

What It Looks Like

```
...
<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
            <size>88864</size>
            <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">  
      <size>88864</size>  
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.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-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.jpg</file_name>
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    </software_screenshot>
    ...
  </software_screenshots>
</locale>
...
```


What It Looks Like

Rights and pricing—settings applicable world-wide

Availability Date 06/Jun 10 2015 ?

Price Tier Choose ?
[View Pricing Matrix](#) ▶

Price Tier Effective Date Choose Choose Choose ?

Price Tier End Date Choose Choose Choose ?

Discount for Educational Institutions ☐ ?

```
...
<products>
  <product>
    <territory>WW</territory>
    <sales_start_date>2015-06-10
      </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>  
    <sales_start_date>2015-06-10  
      </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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...
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  <product>
    <territory>WW</territory>
    <sales_start_date>2015-06-10
    </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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...
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  <product>
    <territory>WW</territory>
    <sales_start_date>2015-06-10
      </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>
    ...
    <intervals>
      <interval>
        <start_date>2015-06-10
        </start_date>
        <end_date>2015-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

What It Looks Like

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```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2015-06-10
        </start_date>
        <end_date>2015-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```


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```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2015-06-10
        </start_date>
        <end_date>2015-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

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```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2015-06-10
        </start_date>
        <end_date>2015-08-31
        </end_date>
        <wholesale_price_tier>3
        </wholesale_price_tier>
      </interval>
    </intervals>
  </product>
  ...
</products>
...
```

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Rights and pricing—settings applicable world-wide

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```
...
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
      <interval>
        <start_date>2015-06-10
        </start_date>
        <end_date>2015-08-31
        </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	05/01/2015	06/10/2015
Tier 1	06/10/2015	06/15/2015
Tier 3	06/15/2015	None

What It Looks Like

Rights and pricing—sales interval

```
...  
<intervals>  
  <interval>  
    <start_date>2015-05-01</start_date>  
    <end_date>2015-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-10</start_date>  
    <end_date>2015-06-15</end_date>  
    <wholesale_price_tier>1</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>  
...
```

What It Looks Like

Rights and pricing—sales interval

...

```
<intervals>
```

```
  <interval>
```

```
    <start_date>2015-05-01</start_date>
```

```
    <end_date>2015-06-10</end_date>
```

```
    <wholesale_price_tier>3</wholesale_price_tier>
```

```
  </interval>
```

```
  <interval>
```

```
    <start_date>2015-06-10</start_date>
```

```
    <end_date>2015-06-15</end_date>
```

```
    <wholesale_price_tier>1</wholesale_price_tier>
```

```
  </interval>
```

```
  <interval>
```

```
    <start_date>2015-06-15</start_date>
```

```
    <wholesale_price_tier>3</wholesale_price_tier>
```

```
  </interval>
```

```
</intervals>
```

...

What It Looks Like

Rights and pricing—sales interval

```
...  
<intervals>  
  <interval>  
    <start_date>2015-05-01</start_date>  
    <end_date>2015-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-10</start_date>  
    <end_date>2015-06-15</end_date>  
    <wholesale_price_tier>1</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-15</start_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
</intervals>  
...
```

What It Looks Like

Rights and pricing—sales interval

```
...  
<intervals>  
  <interval>  
    <start_date>2015-05-01</start_date>  
    <end_date>2015-06-10</end_date>  
    <wholesale_price_tier>3</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-10</start_date>  
    <end_date>2015-06-15</end_date>  
    <wholesale_price_tier>1</wholesale_price_tier>  
  </interval>  
  <interval>  
    <start_date>2015-06-15</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>2015-05-01
    </sales_start_date>
    ...
  </product>
  <product>
    <territory>JP</territory>
    <cleared_for_sale>false
    </cleared_for_sale>
  </product>
</products>
...
```

Inclusion


```
...
<products>
  <product>
    <territory>WW</territory>
    <cleared_for_sale>false
    </cleared_for_sale>
    <sales_start_date>2015-05-01
    </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

```
...  
<products>  
  <product>  
    <territory>WW</territory>  
    <cleared_for_sale>true  
    </cleared_for_sale>  
    <sales_start_date>2015-05-01  
    </sales_start_date>  
    ...  
  </product>  
  <product>  
    <territory>JP</territory>  
    <cleared_for_sale>false  
    </cleared_for_sale>  
  </product>  
</products>  
...
```



Inclusion

```
...  
<products>  
  <product>  
    <territory>WW</territory>  
    <cleared_for_sale>false  
    </cleared_for_sale>  
    <sales_start_date>2015-05-01  
    </sales_start_date>  
    ...  
  </product>  
  <product>  
    <territory>JP</territory>  
    <cleared_for_sale>true  
    </cleared_for_sale>  
  </product>  
</products>  
...
```

What It Looks Like

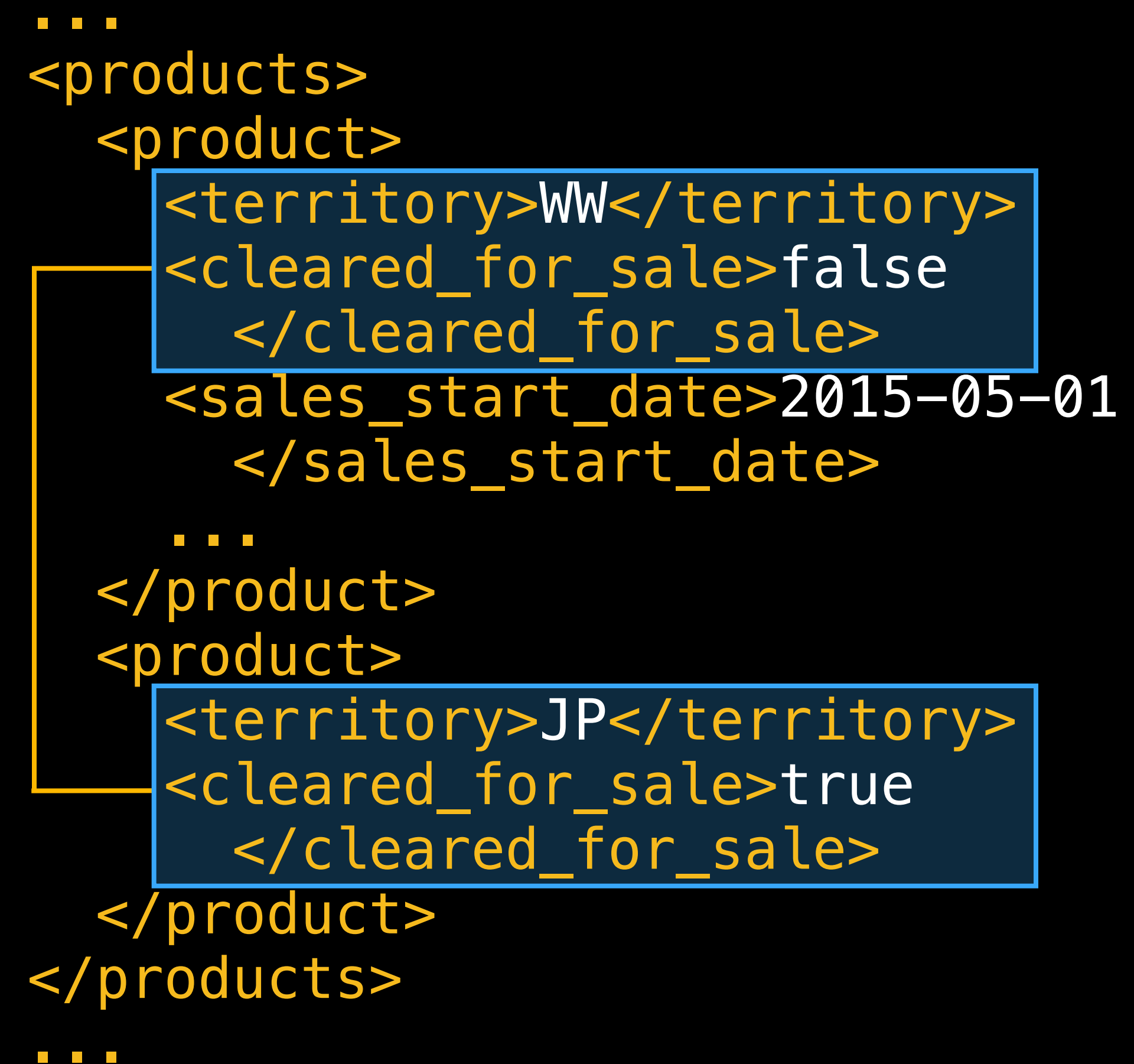
Rights and pricing—territory settings

Exclusion

```
...  
<products>  
  <product>  
    <territory>WW</territory>  
    <cleared_for_sale>true  
    </cleared_for_sale>  
    <sales_start_date>2015-05-01  
    </sales_start_date>  
    ...  
  </product>  
  <product>  
    <territory>JP</territory>  
    <cleared_for_sale>false  
    </cleared_for_sale>  
  </product>  
</products>  
...
```

Inclusion

```
...  
<products>  
  <product>  
    <territory>WW</territory>  
    <cleared_for_sale>false  
    </cleared_for_sale>  
    <sales_start_date>2015-05-01  
    </sales_start_date>  
    ...  
  </product>  
  <product>  
    <territory>JP</territory>  
    <cleared_for_sale>true  
    </cleared_for_sale>  
  </product>  
</products>  
...
```



What It Looks Like

In-app purchases

```
...
<software_metadata>
  ...
  <in_app_purchases>
    <in_app_purchase>
      <product_id>rocket.01</product_id>
      <reference_name>Rocket 1</reference_name>
      <type>consumable</type>
      <locales>
        <locale name="en-US">
          <title>Rocket 1</title>
          <description>...</description>
        </locale>
      </locales>
    </in_app_purchase>
    ...
  </in_app_purchases>
  ...
</software_metadata>
...
```


What It Looks Like

Leaderboards and achievements

```
...
<software_metadata>
  ...
  <game_center>
    <leaderboards>
      <leaderboard position="1">
        <leaderboard_id>L.1</leaderboard_id>
        ...
      </leaderboard>
      ...
    </leaderboards>
    <achievements>
      <achievement position="1">
        <achievement_id>topgun</achievement_id>
        ...
      </achievement>
      ...
    </achievements>
  </game_center>
  ...

```

Command Line Automation

Summary



Command Line Automation

Summary

Available

- Transporter
- App metadata XML feed



Command Line Automation

Summary

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- Transporter
- App metadata XML feed

Great for automation

- Bulk data management
- Integration with your systems



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Download documentation

- App Metadata Specification
- Transporter User Guide



Summary

Summary

Help Resources



Summary

Help Resources

TestFlight



Summary

Help Resources

TestFlight

App Store



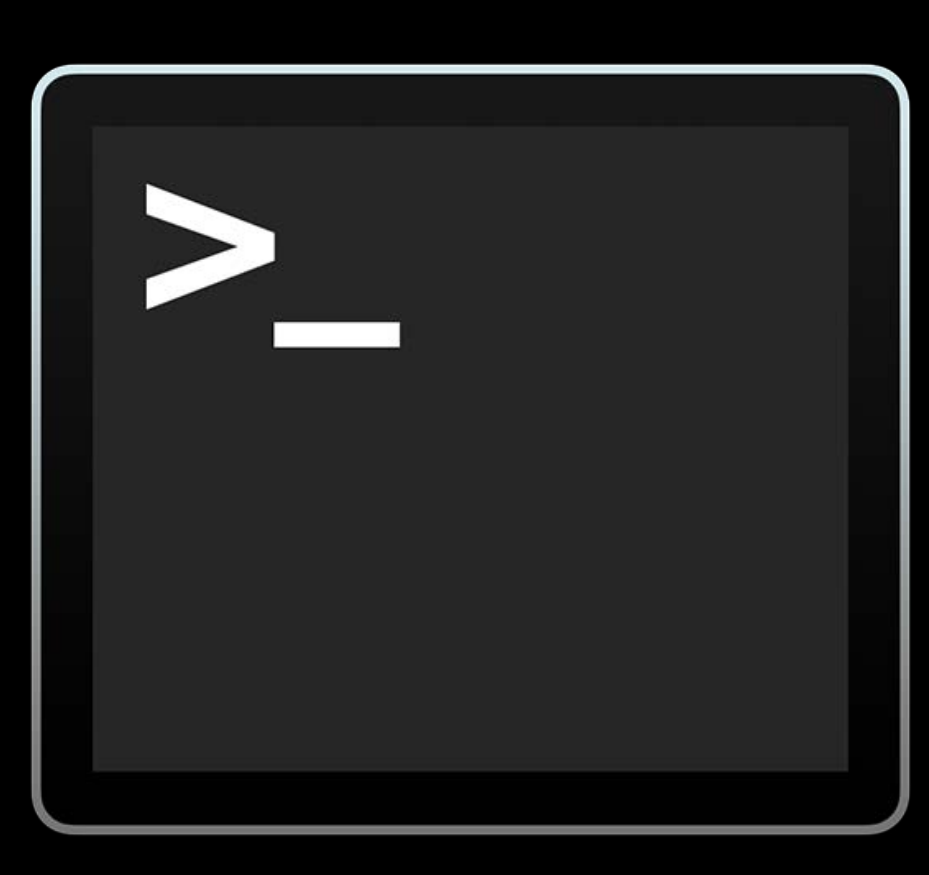
Summary

Help Resources

TestFlight

App Store

Transporter and XML Feed



More Information

Documentation and Videos

iTunes Connect Developer Guide

<http://developer.apple.com/library/ios/iTunesConnectGuide>

Technical Support

Apple Developer Forums

<http://developer.apple.com/forums>

General Inquiries

Mark Malone, App Distribution Technologies Evangelist

mgm@apple.com

Related Sessions

App Thinning in Xcode	Presidio	Wednesday 9:00AM
What's New in iTunes Connect	Presidio	Wednesday 11:00AM
Getting the Most Out of App Analytics	Presidio	Wednesday 1:30PM

Related Labs

iTunes Connect and App Analytics Lab	Frameworks Lab E	Thursday 2:30PM
iTunes Connect Lab	App Store Lab B	Daily 9:00AM
App Store Business Management and Marketing Lab	App Store Lab E	Daily 9:00AM
App Review Lab	App Store Lab D	Daily 9:00AM
Apple Marketing Communications Lab	App Store Lab F	Daily 9:00AM
iAd Technologies Lab	App Store Lab C	Friday 9:00AM

