iTunes Connect

Development to distribution

Session 304

Paul Turner Senior Engineering Operations Manager, iTunes Digital Supply Chain

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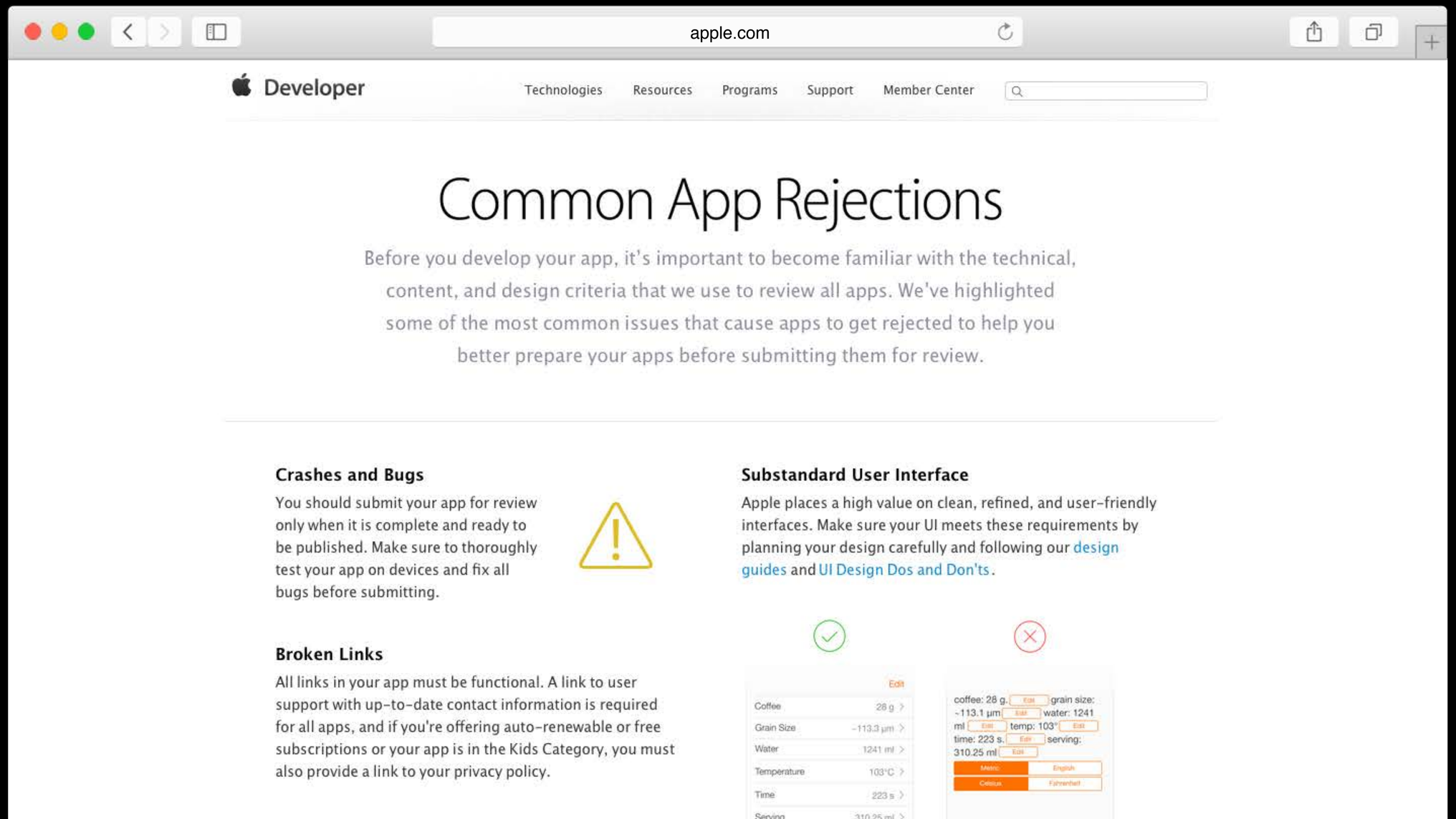

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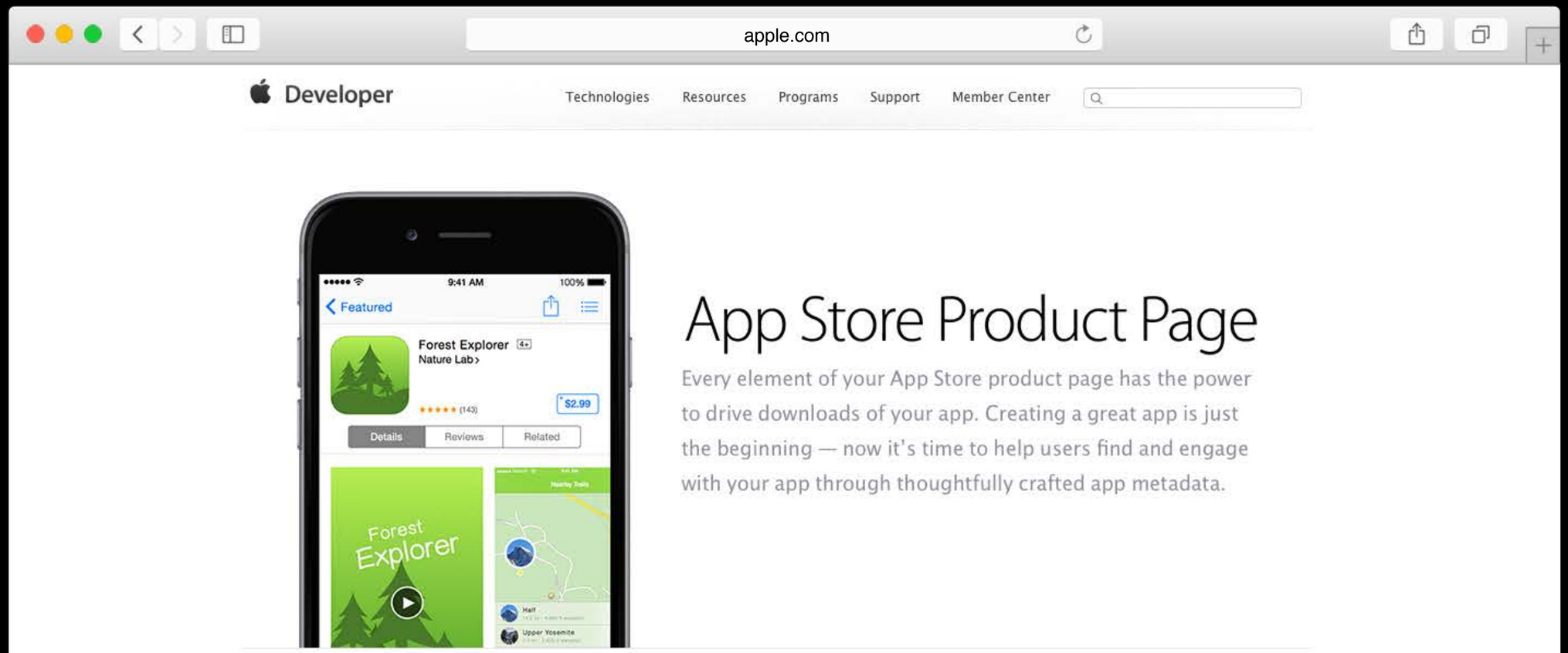

App Name

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

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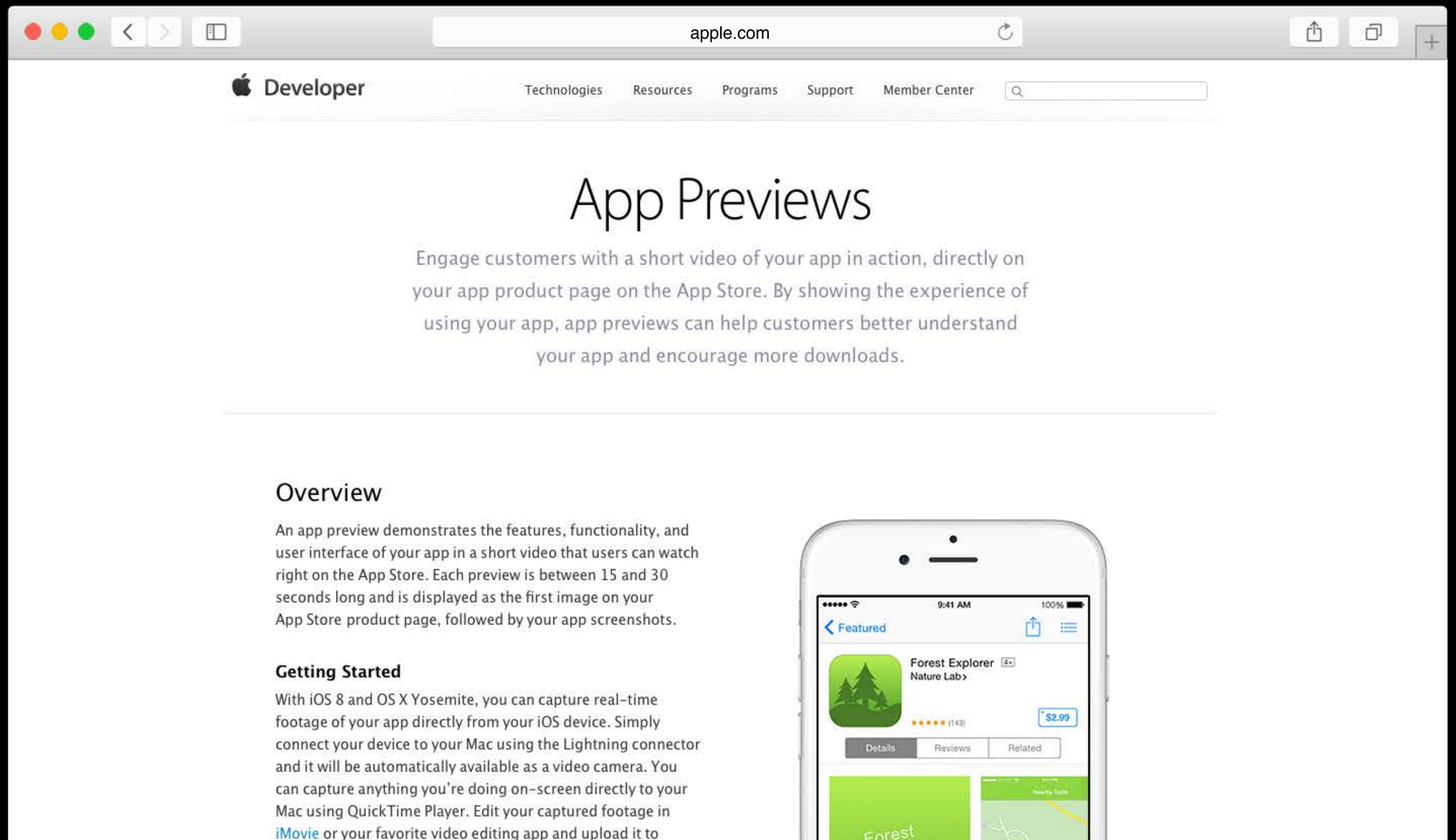

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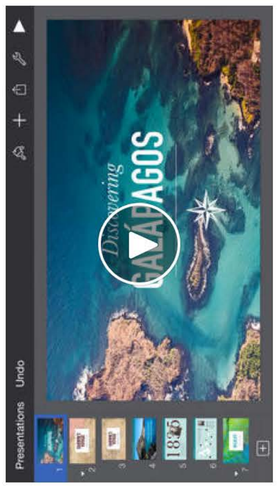

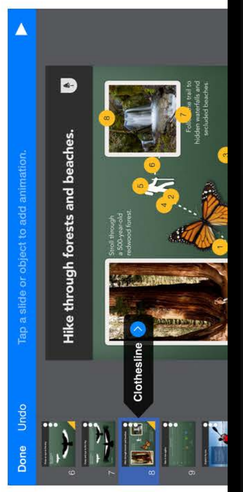

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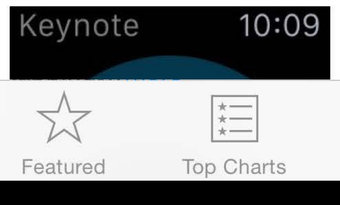

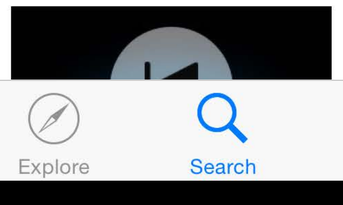

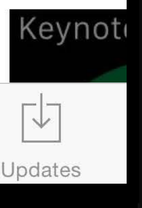

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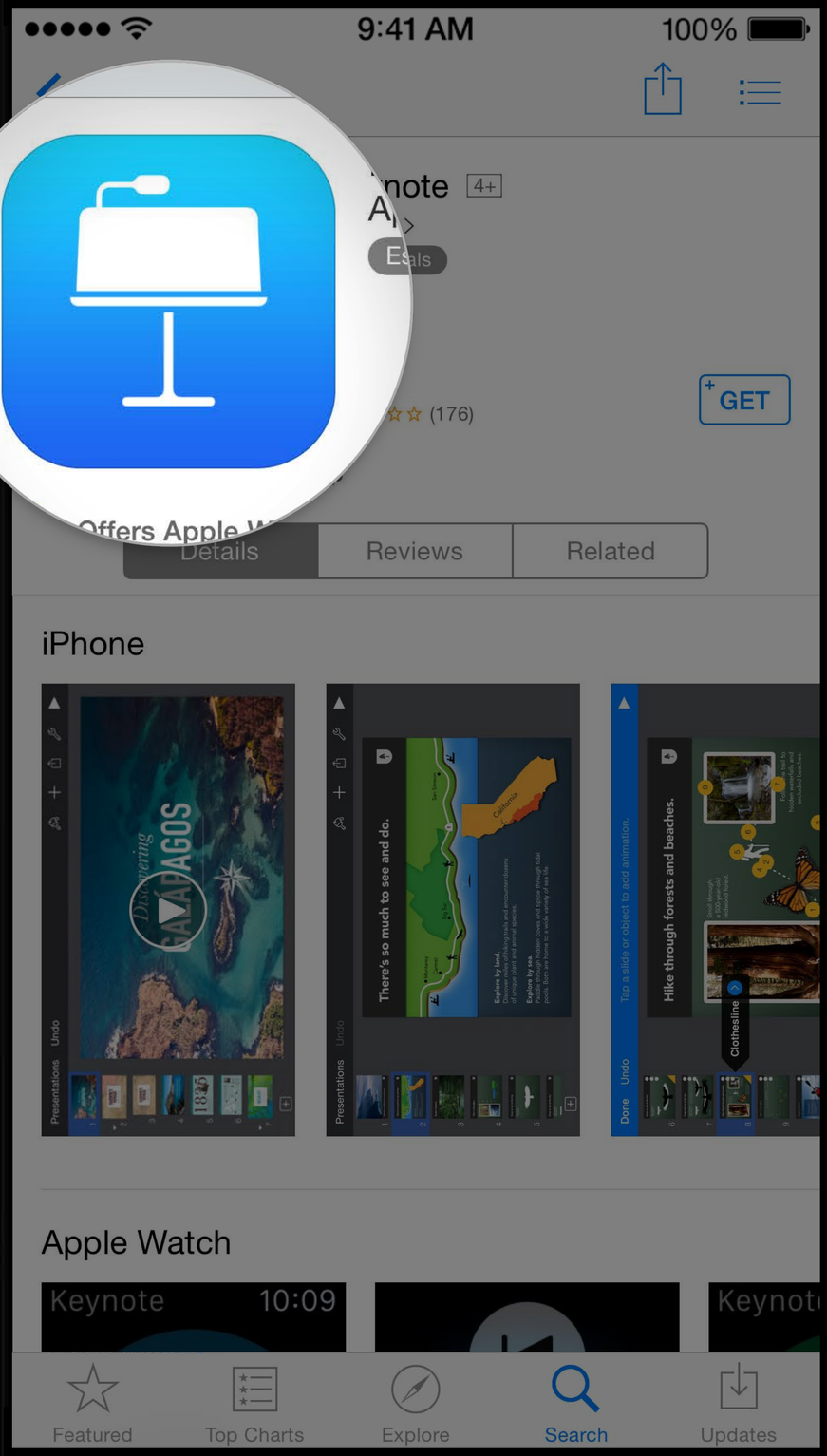

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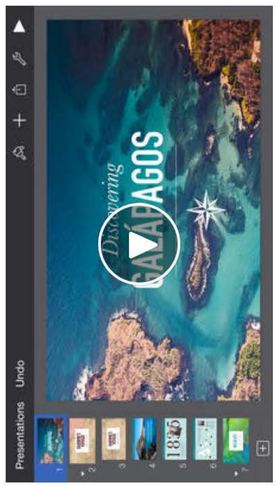

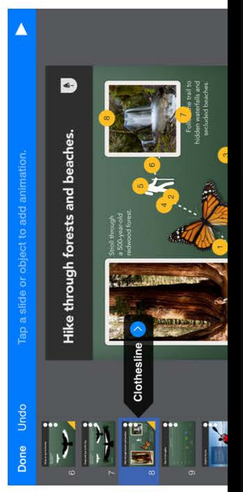

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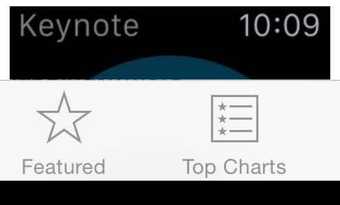

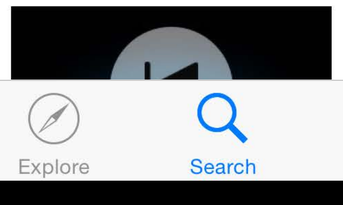

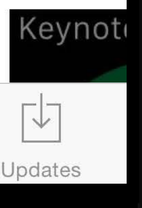

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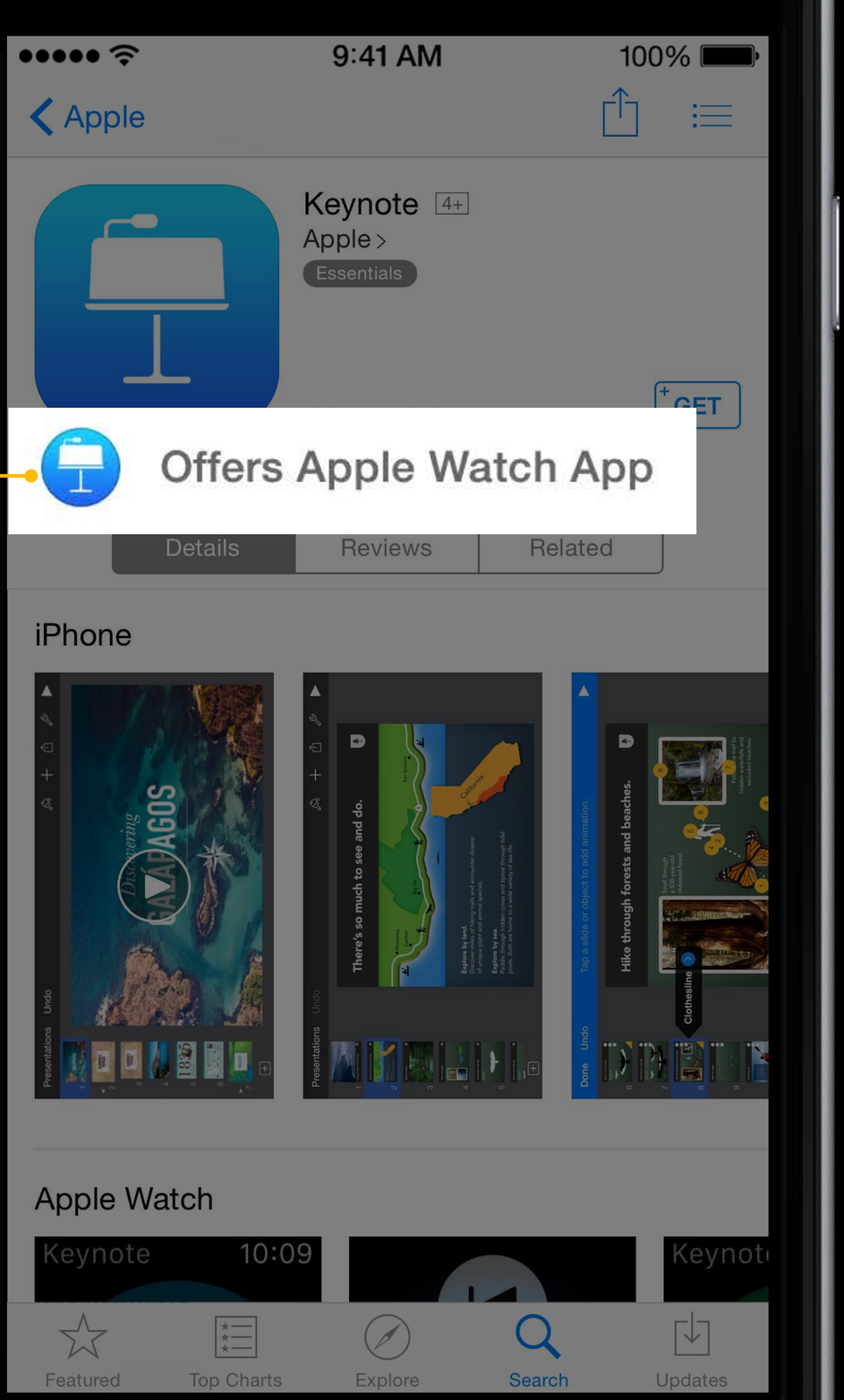

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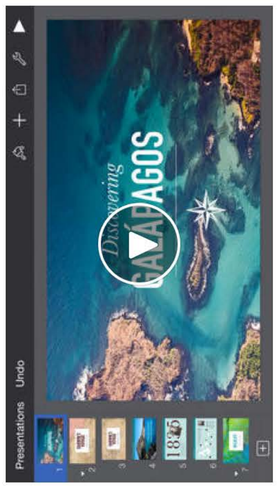

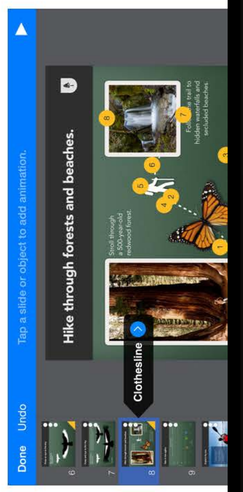

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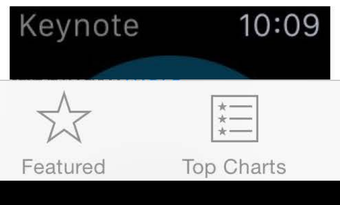

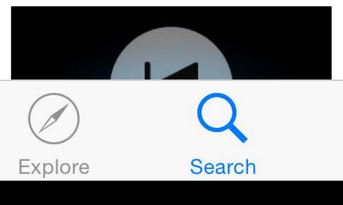

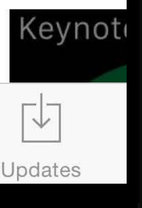

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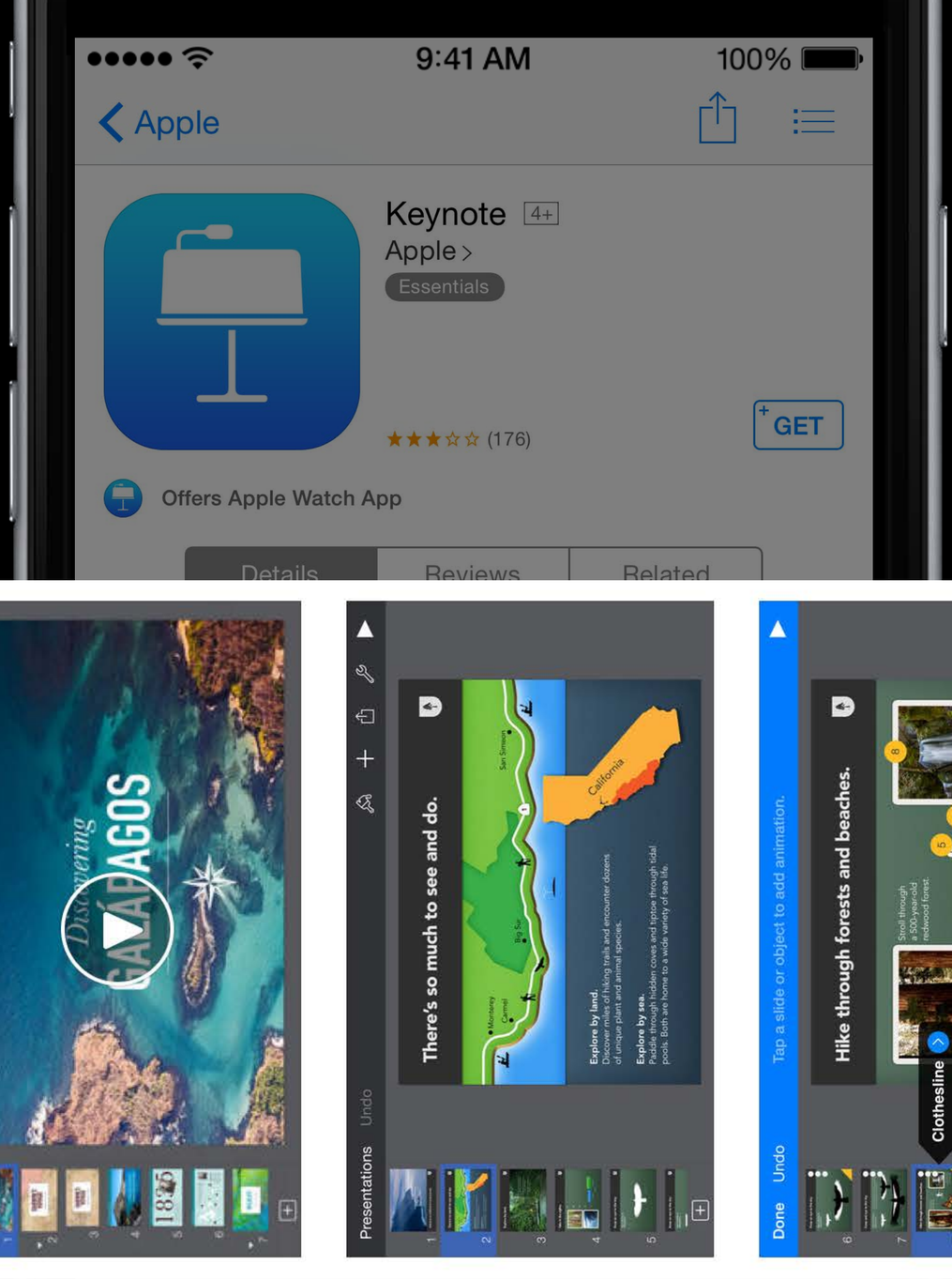

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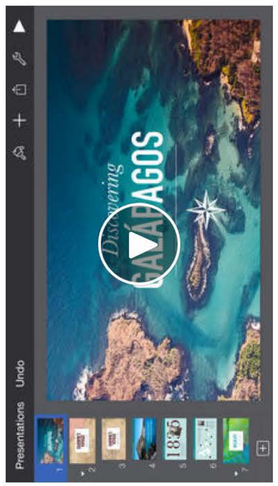

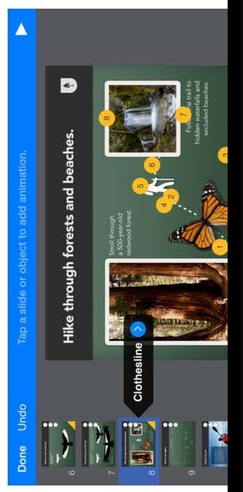

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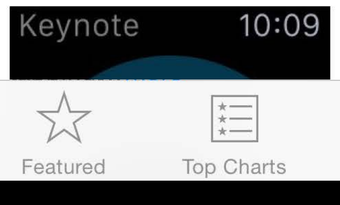

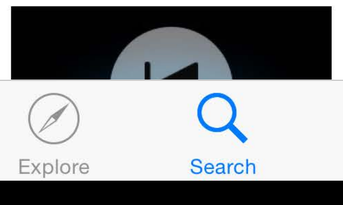

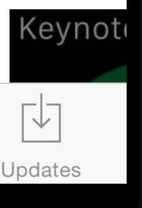

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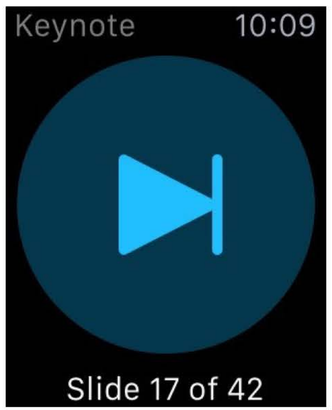

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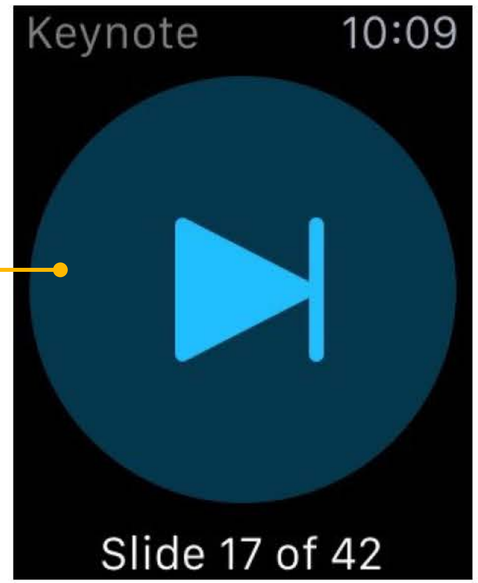

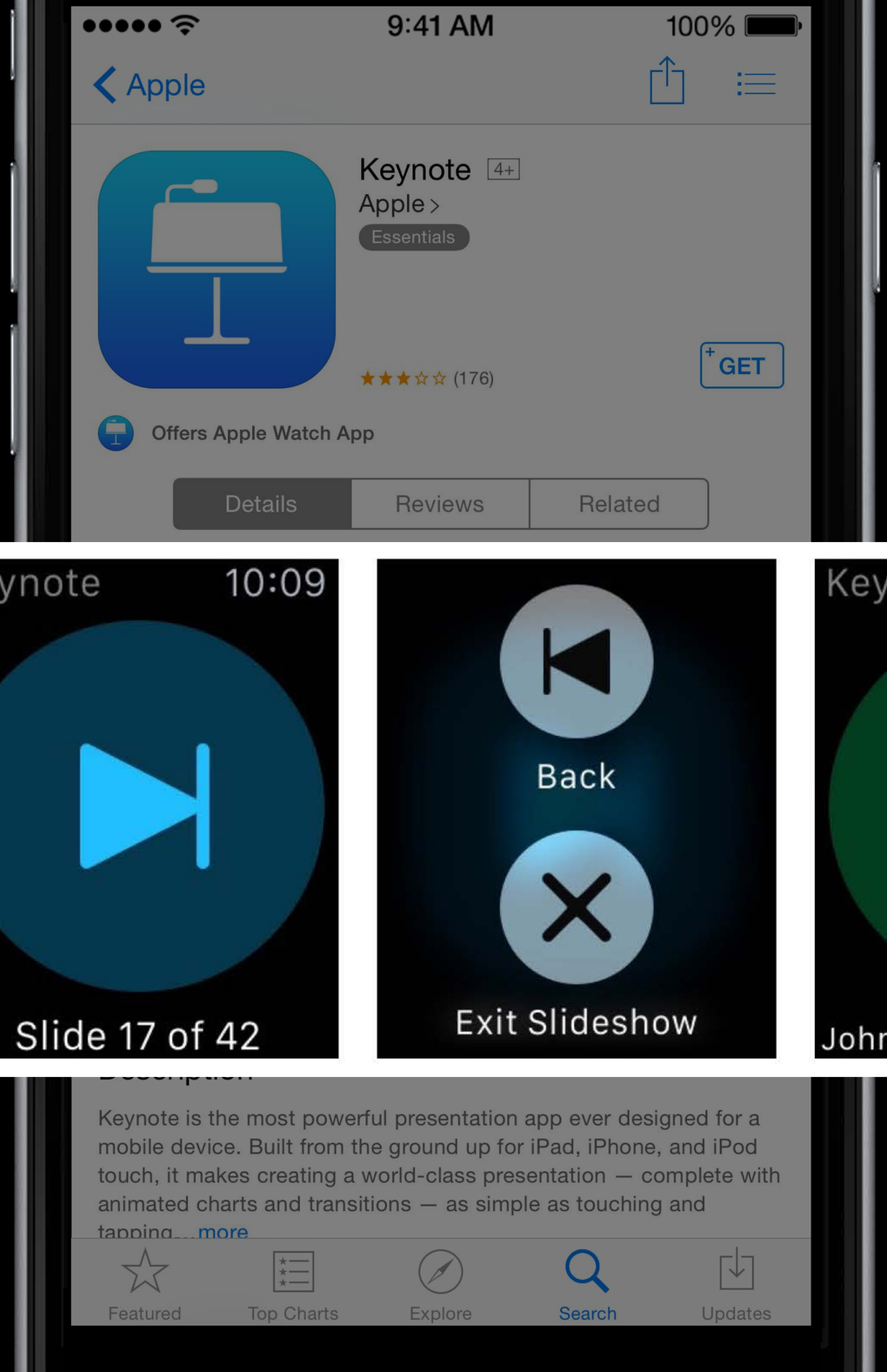

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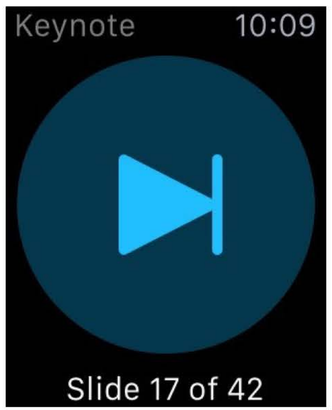

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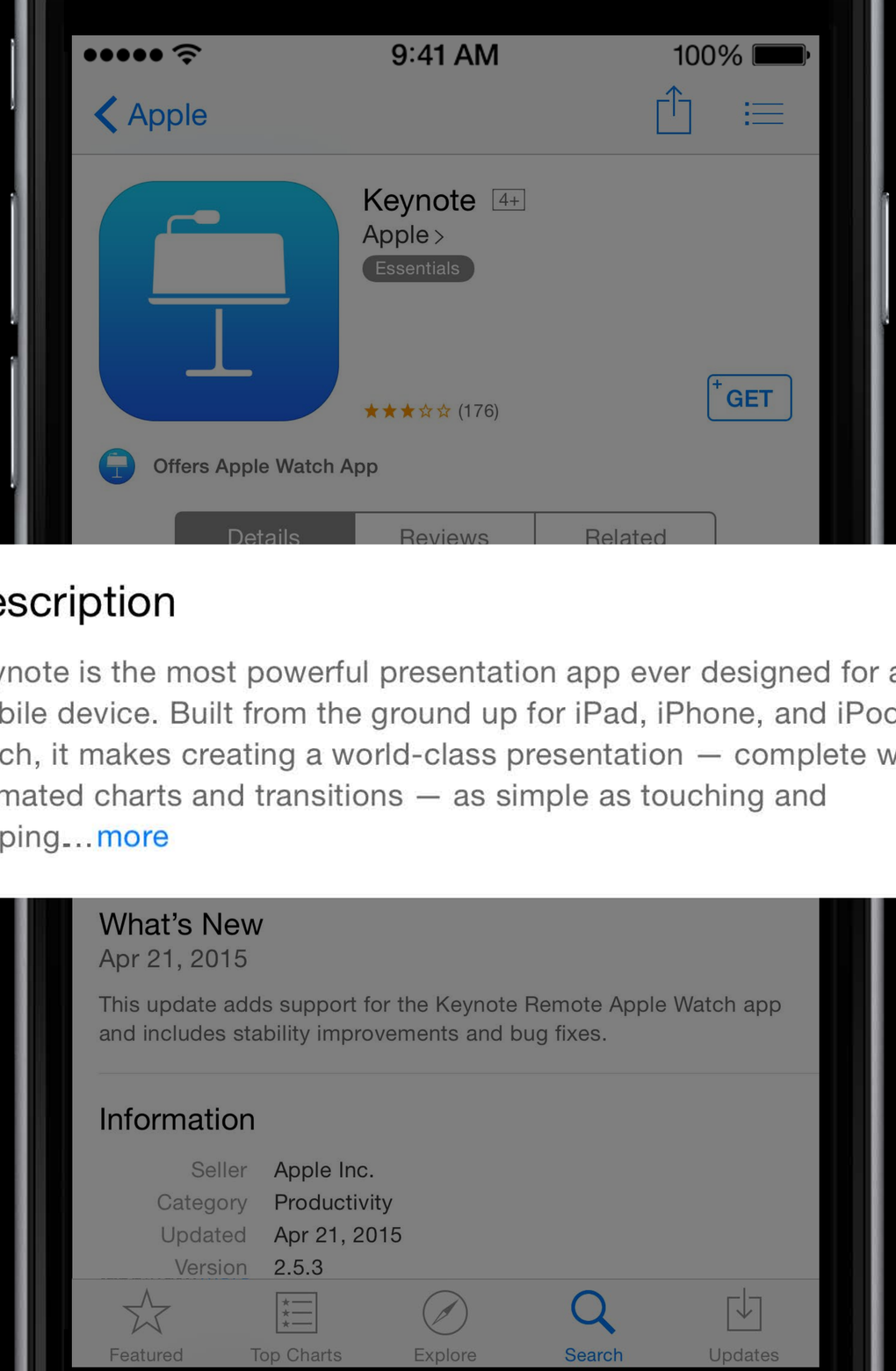

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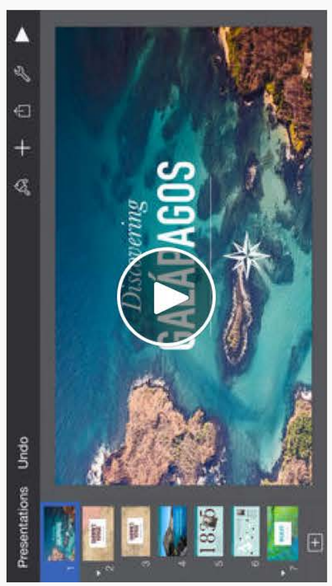

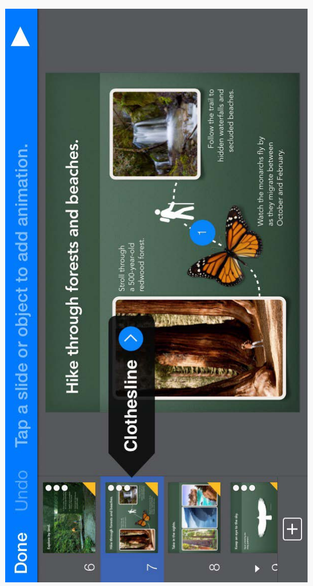

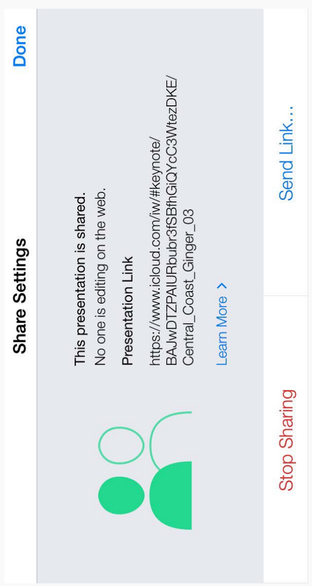

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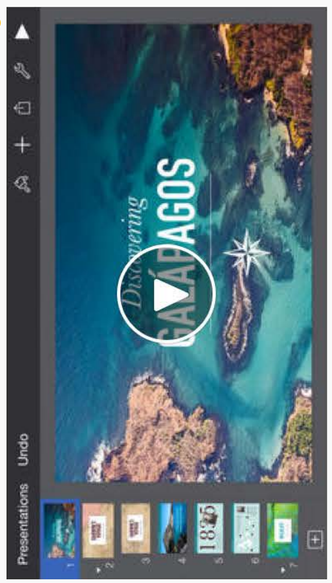
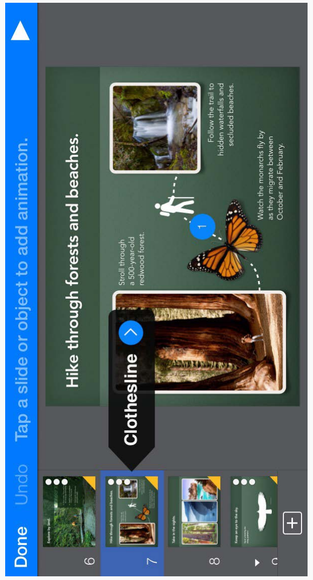
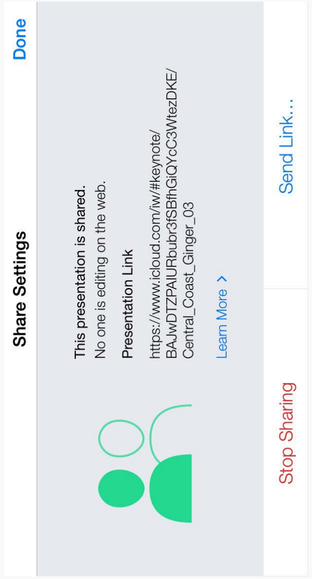
3.5-Inch | 4-Inch | 4.7-Inch | 5.5-Inch | iPad







1/1 App Video Preview and 3/5 Screenshots | Choose File | Delete All

Description

Keywords

Screens for up to five devices plus Apple Watch

Localize up to 28 languages

Apple Inc.

iTunes Connect My Apps

John Appleseed
Apple Inc.

My Apps

Analytics | Sales and Trends

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

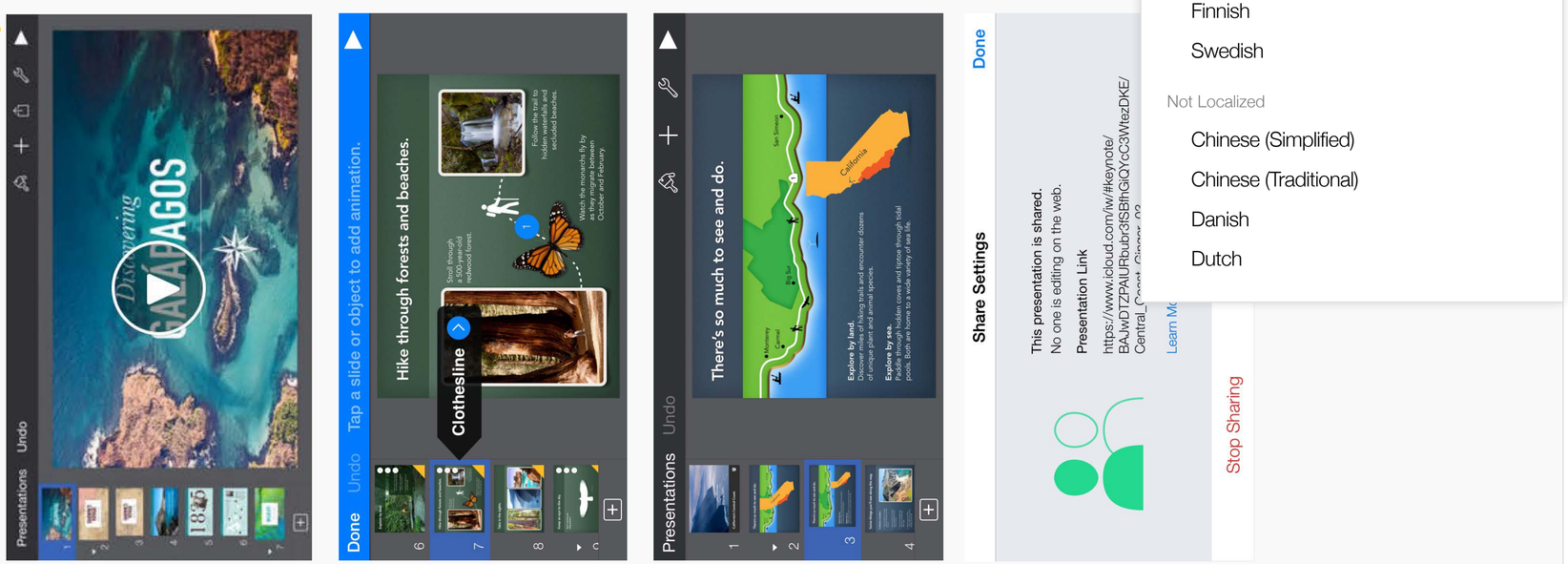
English (U.S.)

App Video Preview and Screenshots

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

Localized
- ✓ English (U.S.) — Primary
- Finnish
- Swedish

Not Localized
- Chinese (Simplified)
- Chinese (Traditional)
- Danish
- Dutch



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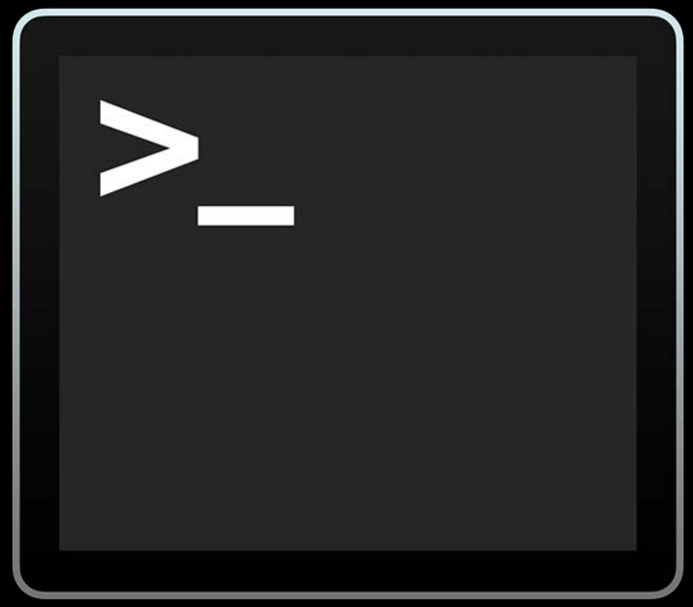


Transporter

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

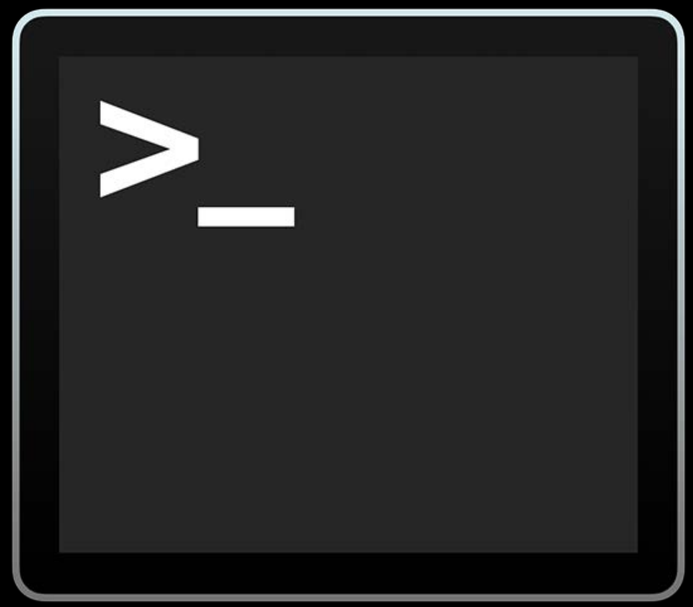
- Localized
- Screenshots

Achievements and leaderboards

- Localized
- Images

Command Line Automation

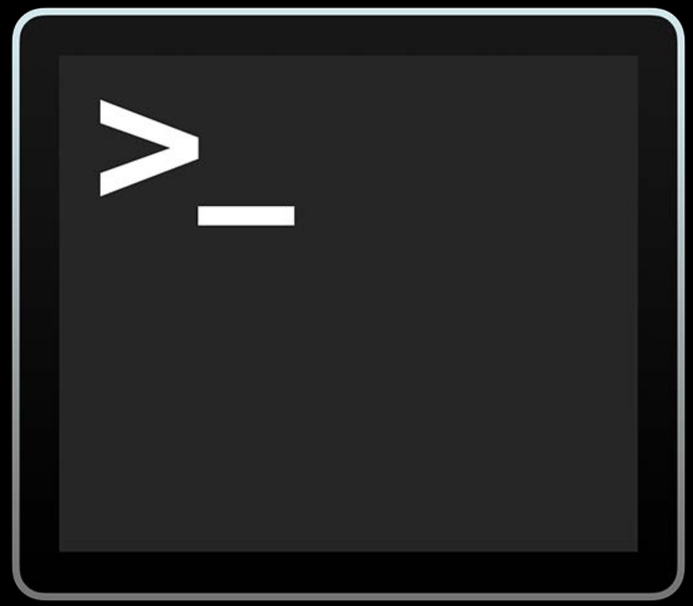
Overview



Command Line Automation

Overview

Transporter



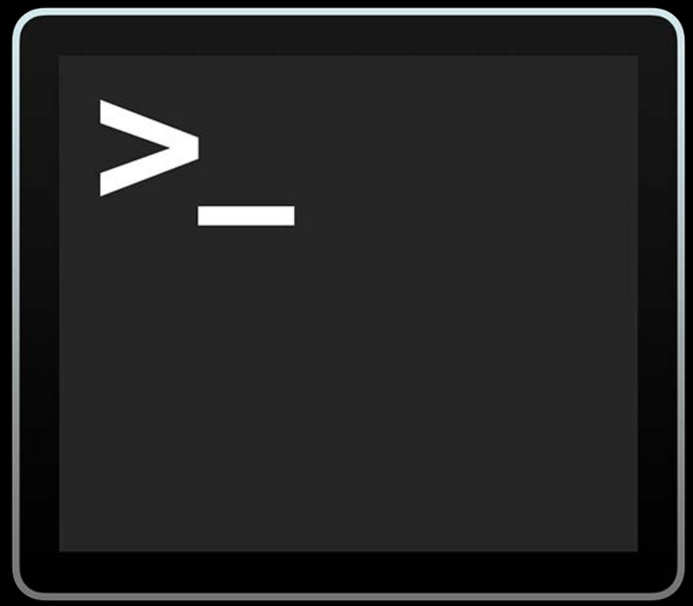
Command Line Automation

Overview

Transporter

App metadata XML feed

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



Command Line Automation

Overview

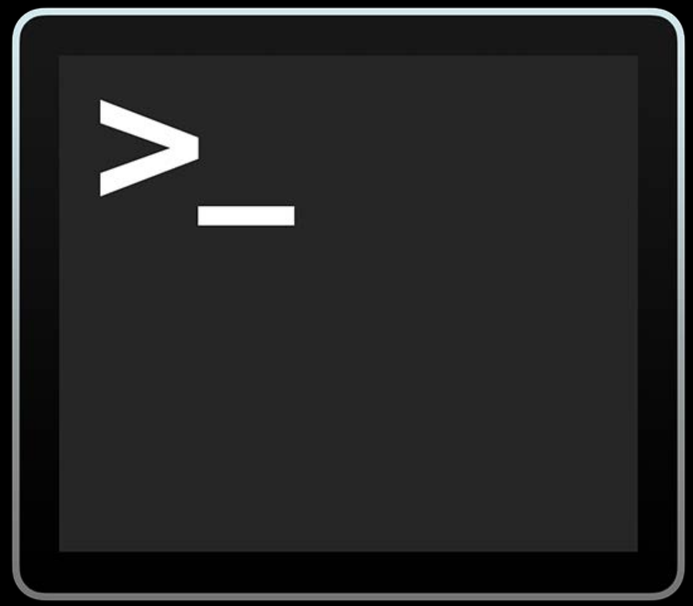
Transporter

App metadata XML feed

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

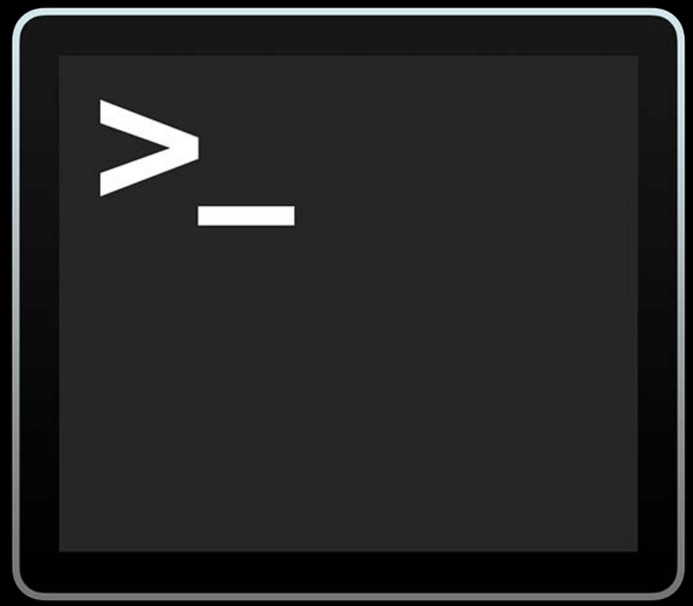
Stable, proven functionality

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



Features of XML Feed Support

Basic rules

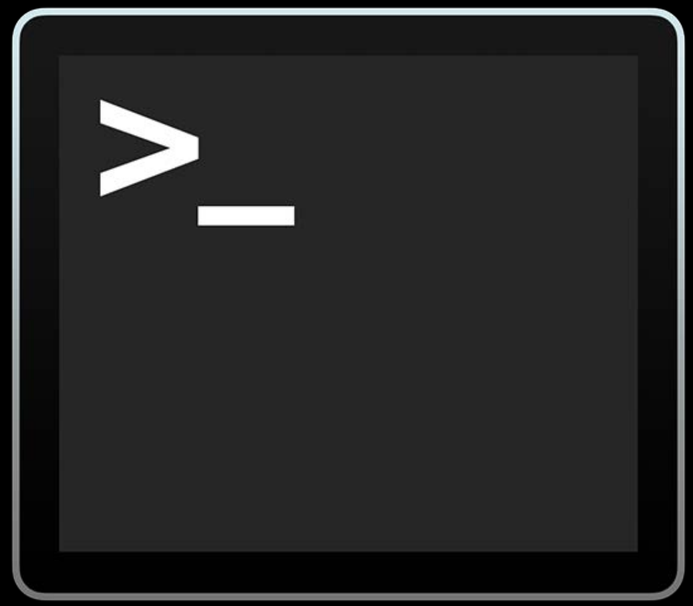


Features of XML Feed Support

Basic rules

App and version must already exist

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



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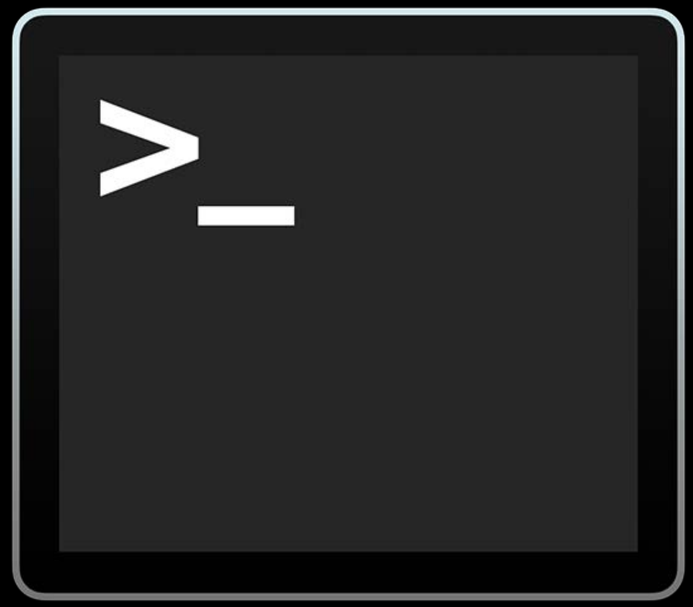

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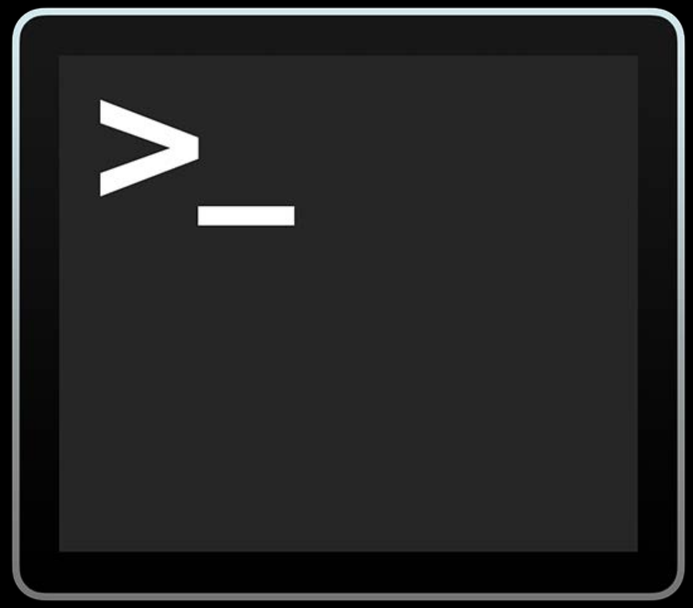
State transitions are managed in iTunes Connect

App binary uploads go through

- Xcode
- Application Loader



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App binary uploads go through

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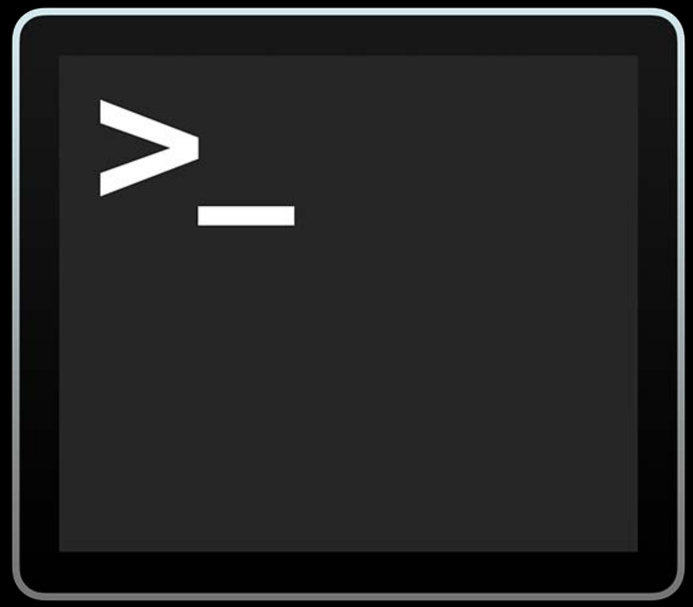
Available for

- 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

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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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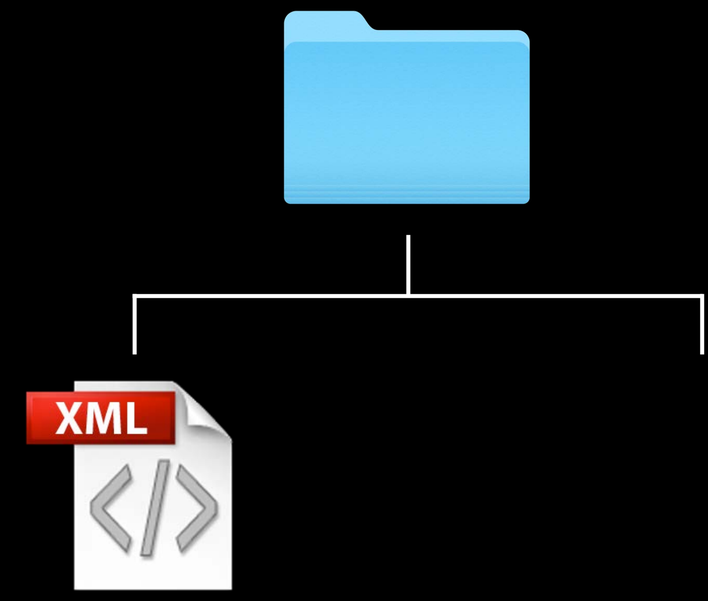
Edit looked-up XML



Features of XML Feed Support

Two-way communication

Transporter—command-line tool

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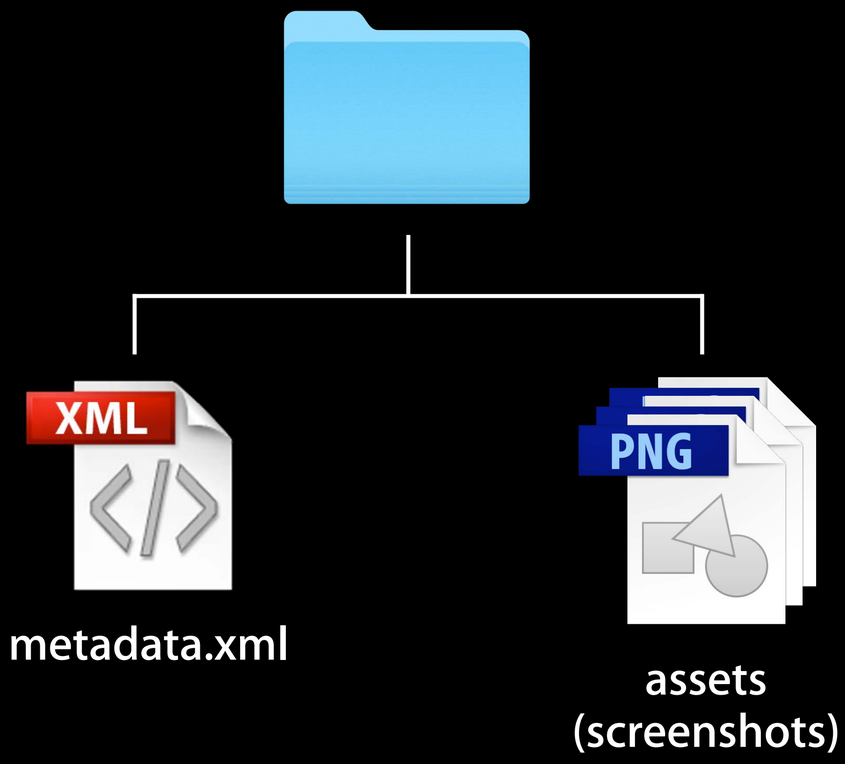
Add assets (screenshots, etc.)



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Two-way communication

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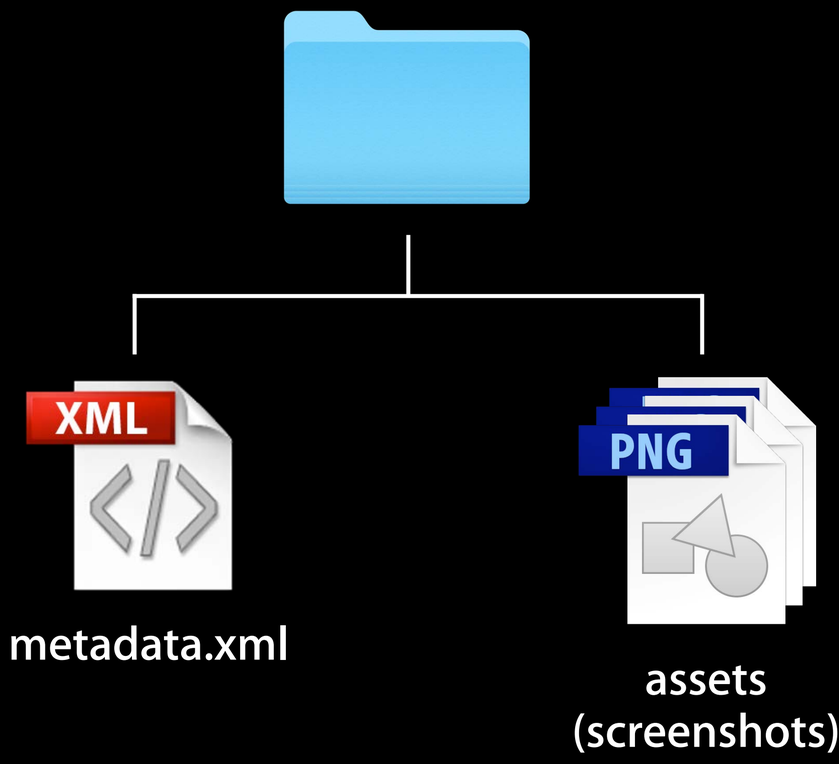

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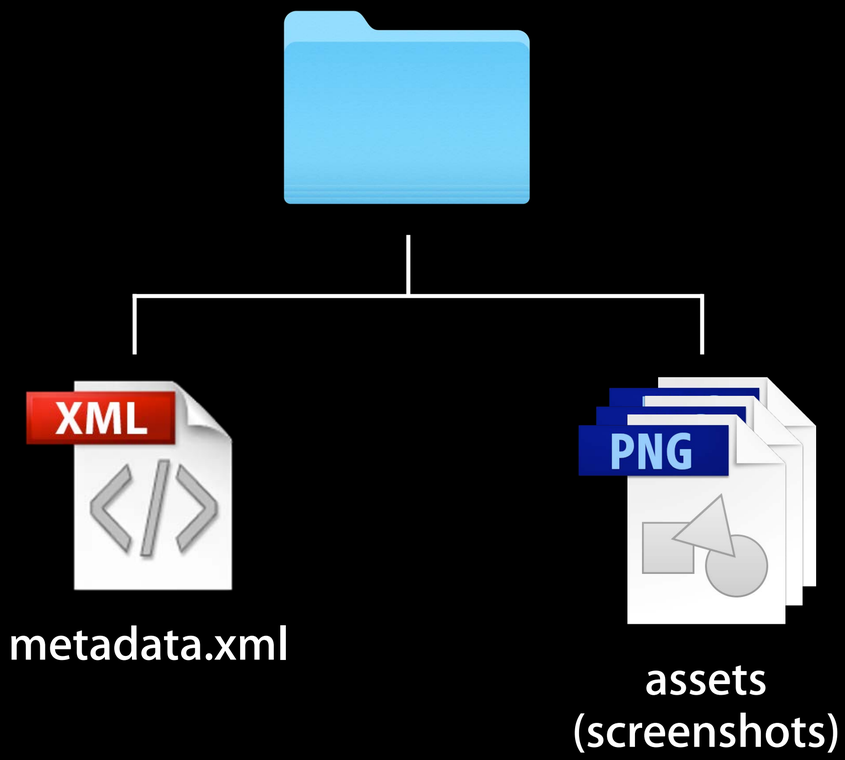
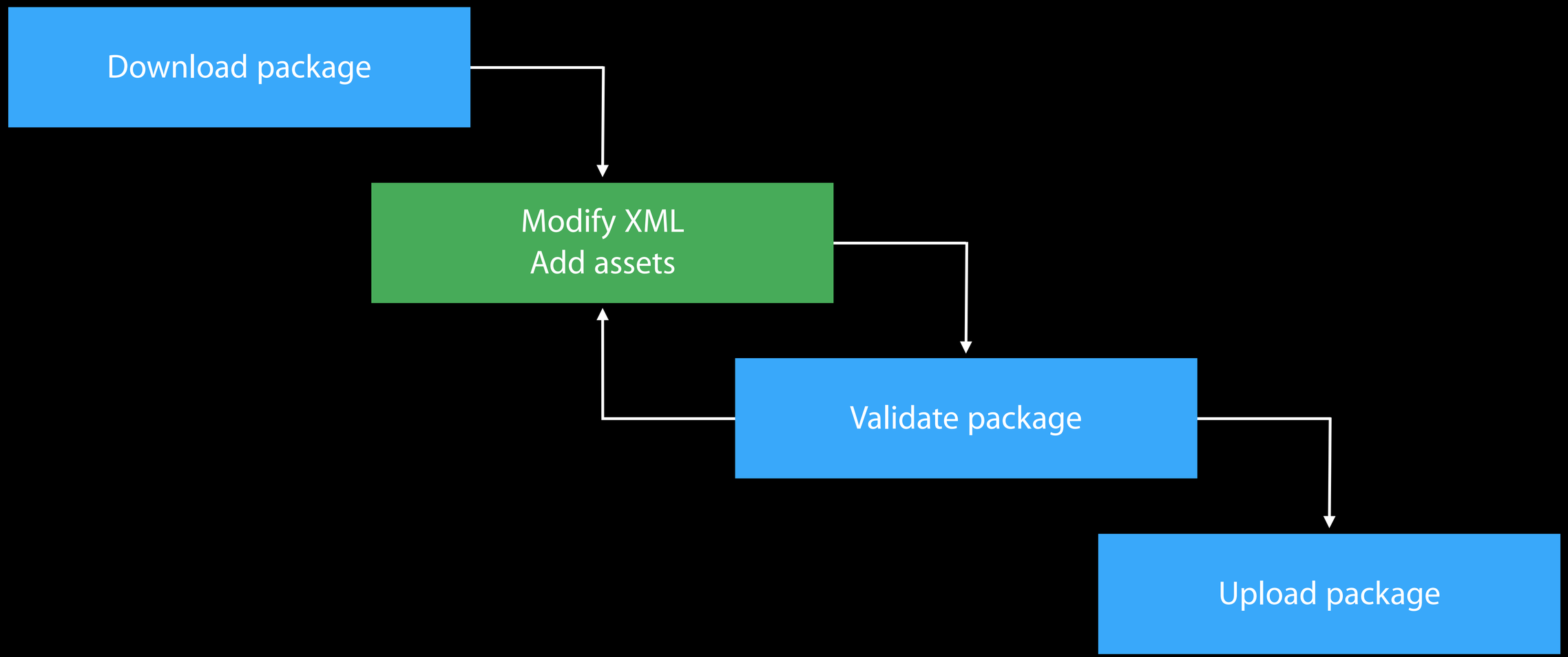
Upload



Features of XML Feed Support

Lifecycle



Features of XML Feed Support

Metadata lookup

Syntax

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  -destination <folder>
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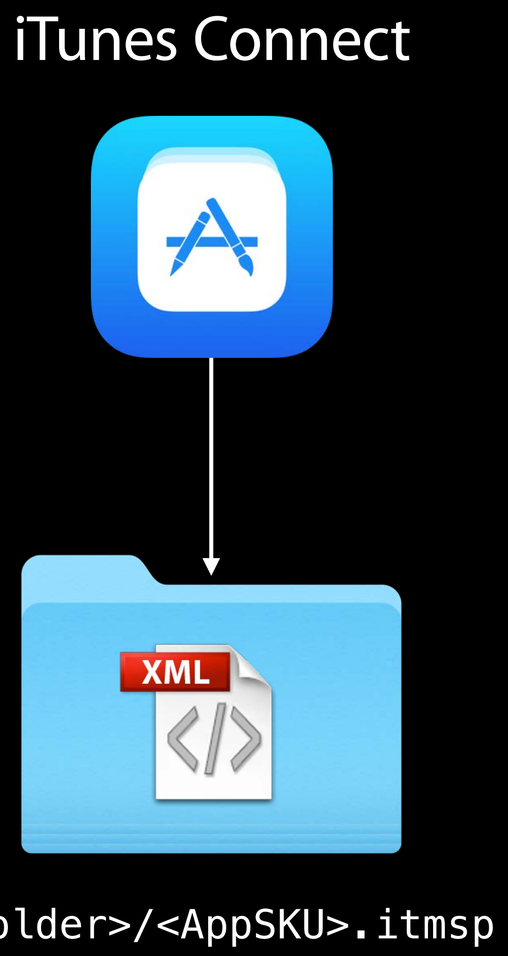
Download app metadata as XML

Save locally to <AppSKU>.itmsp folder

Use to bootstrap automation



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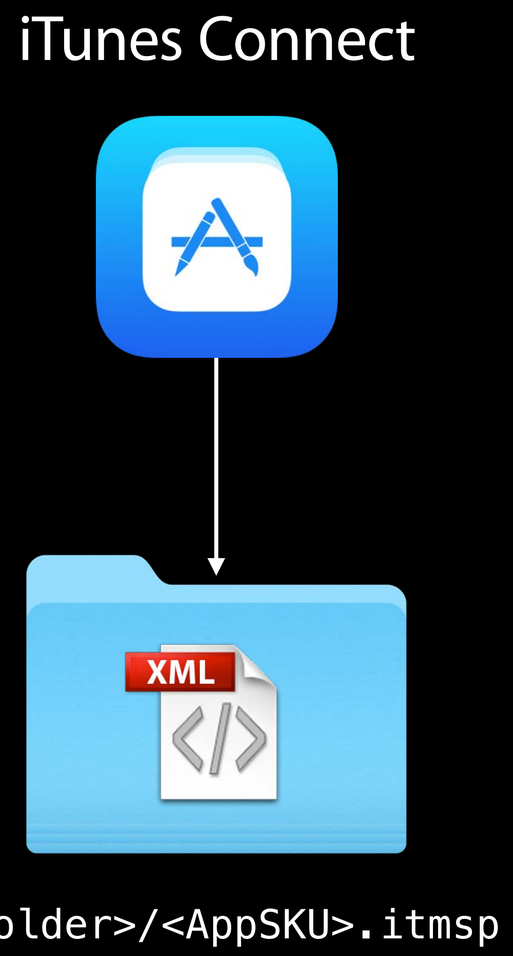

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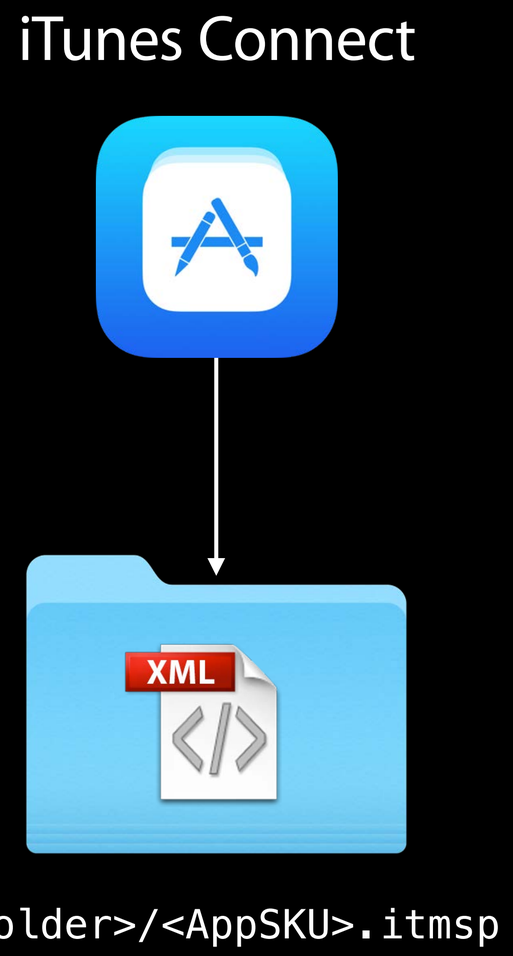

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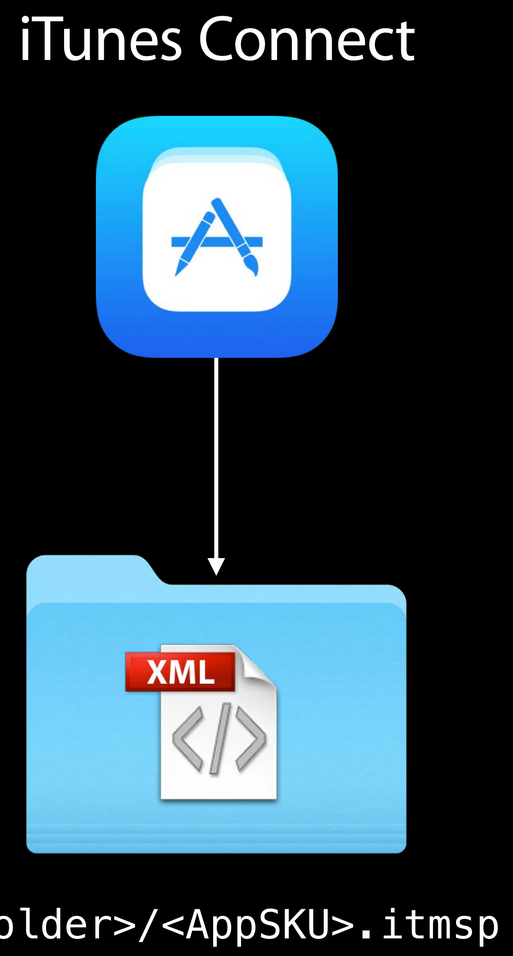

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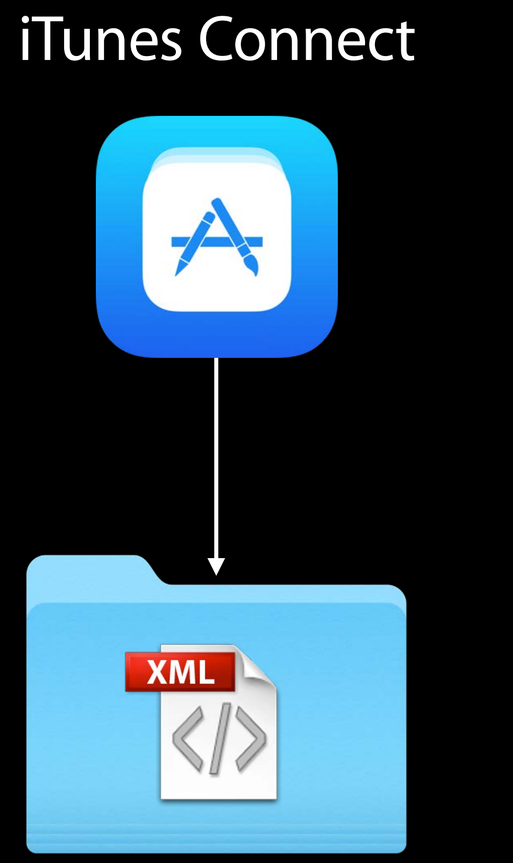

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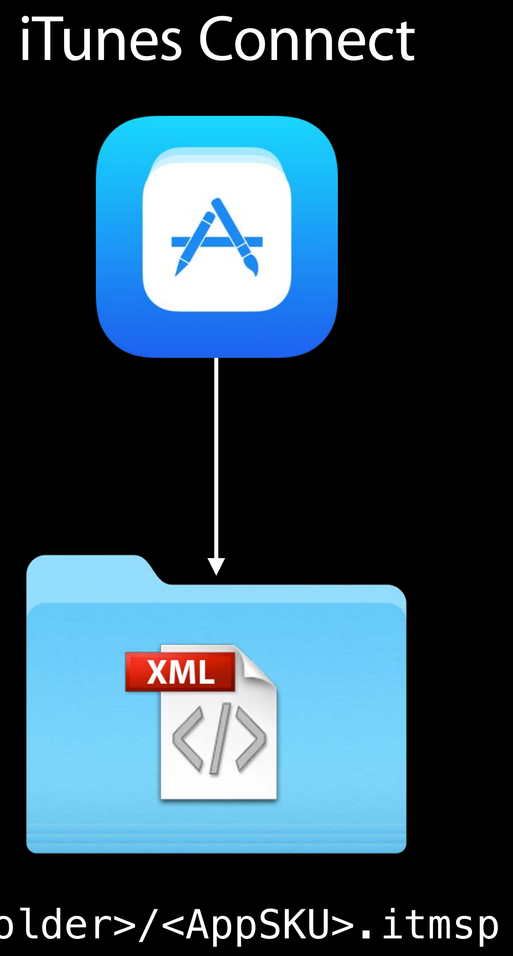

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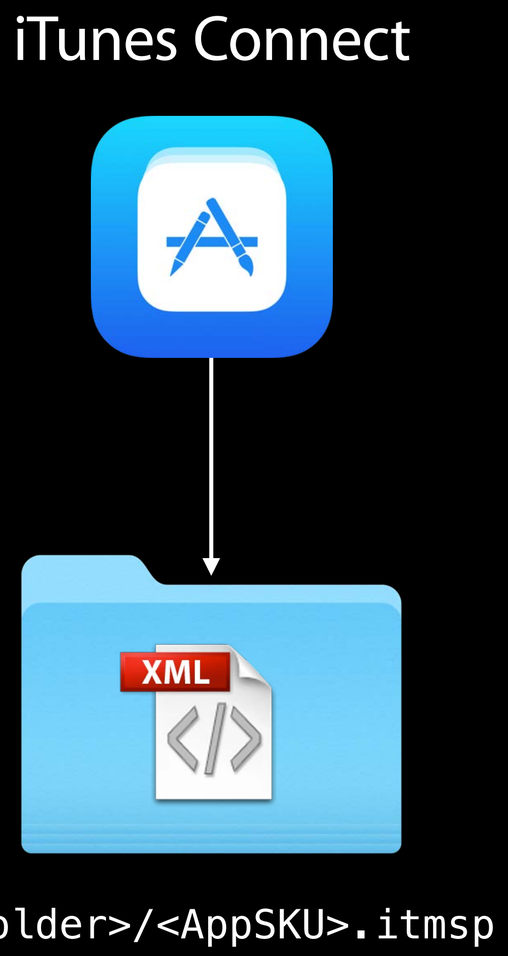

Features of XML Feed Support

Validate

Syntax

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```

Validate package

Same requirements as iTunes Connect

Example error

```
ERROR ITMS-4062: "No software found
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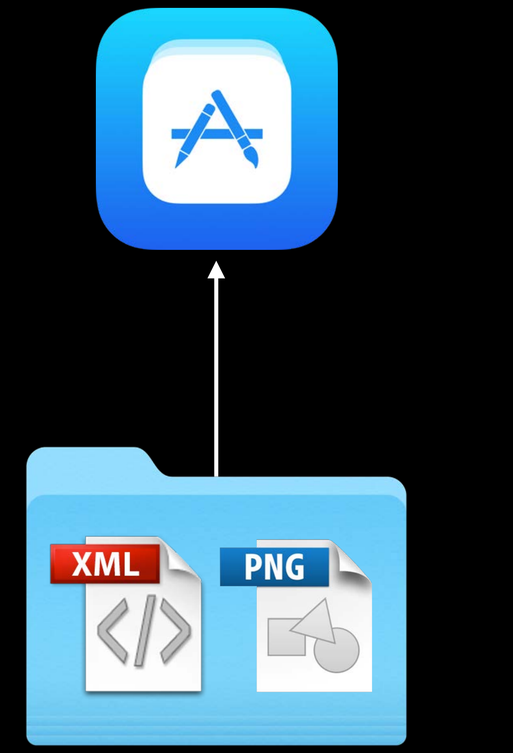
```



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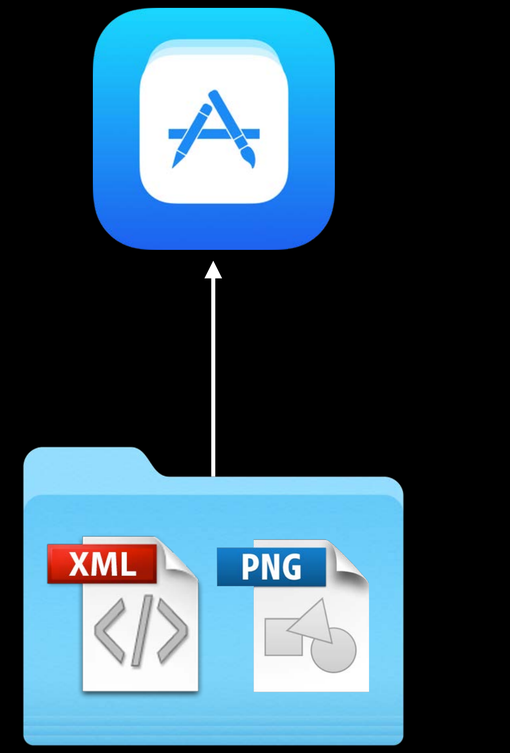

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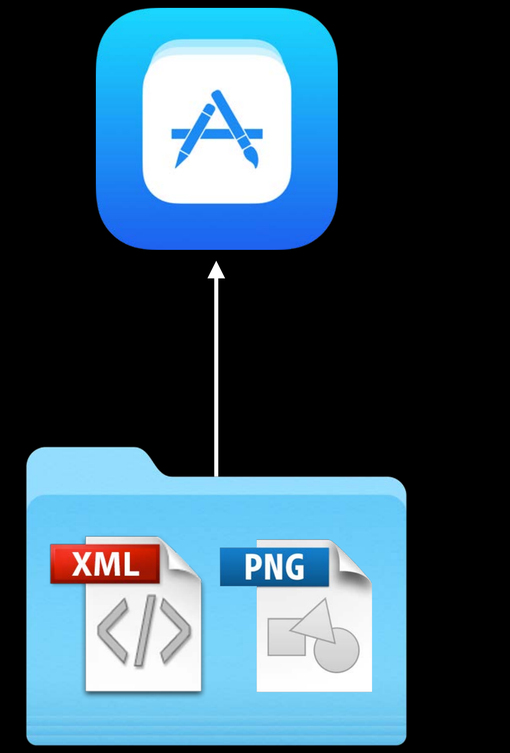

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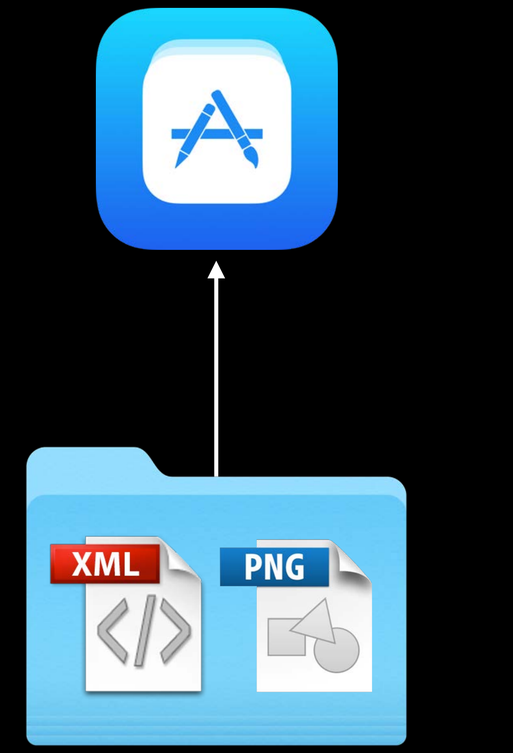

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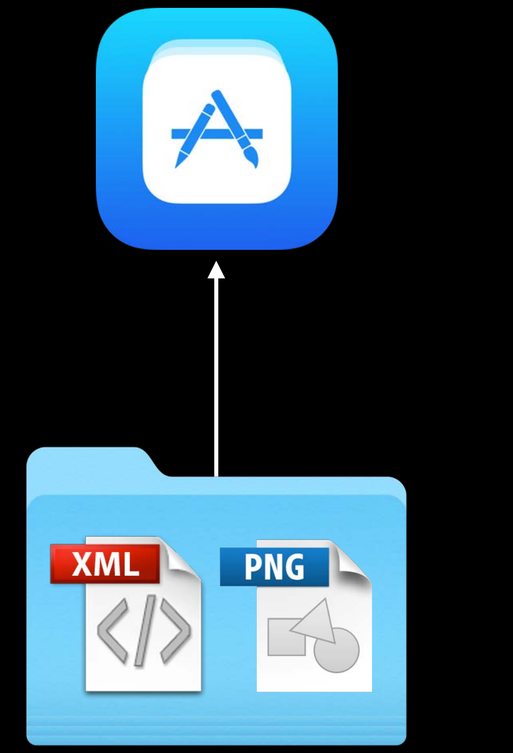

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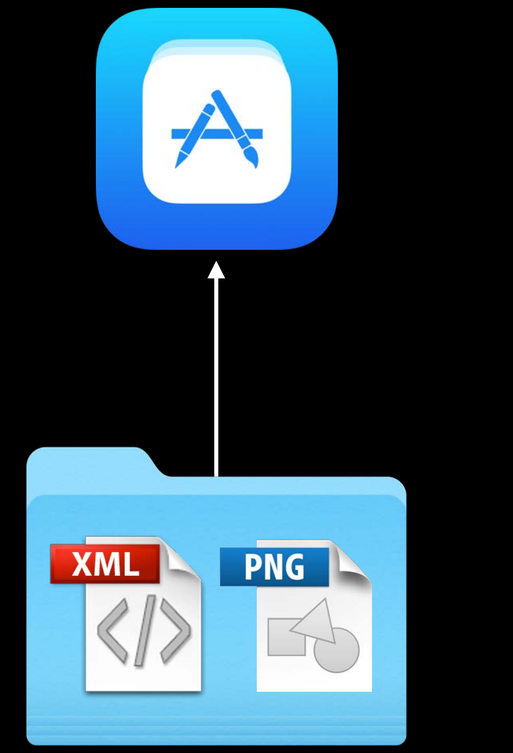


Features of XML Feed Support

Upload

Syntax

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

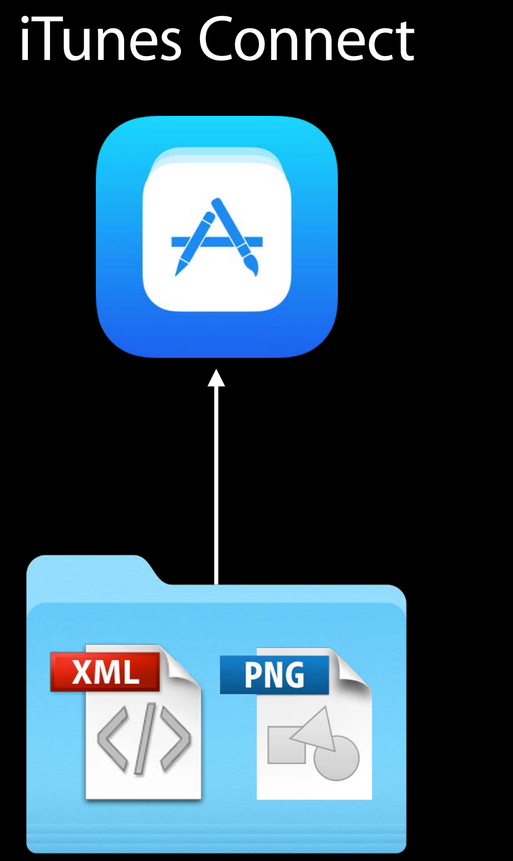
Upload package containing

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

Validated synchronously

Errors reported—upload blocked

Contents processed asynchronously



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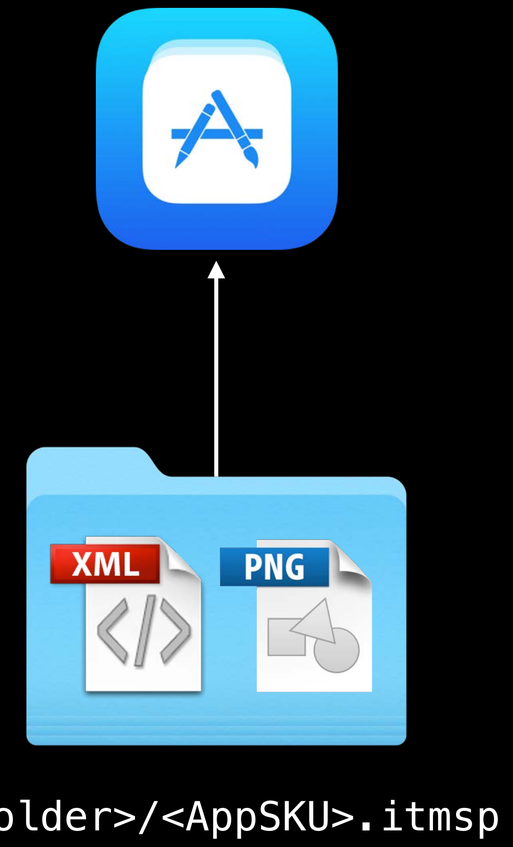

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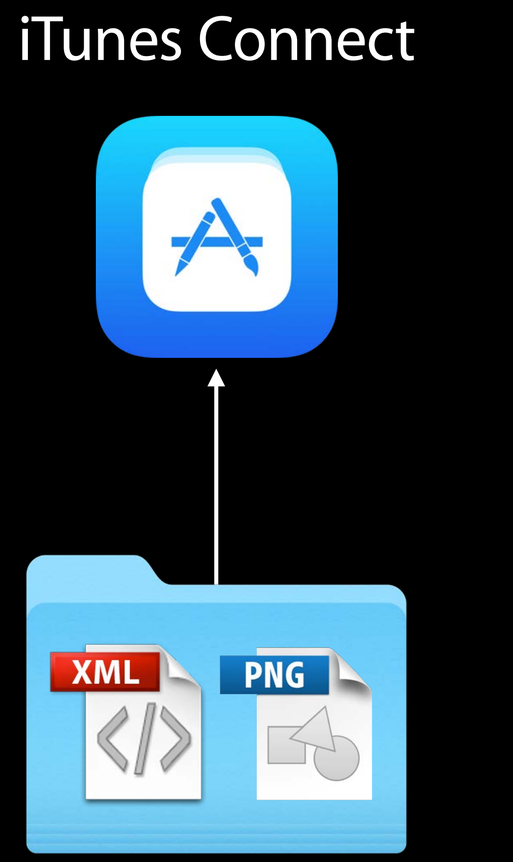

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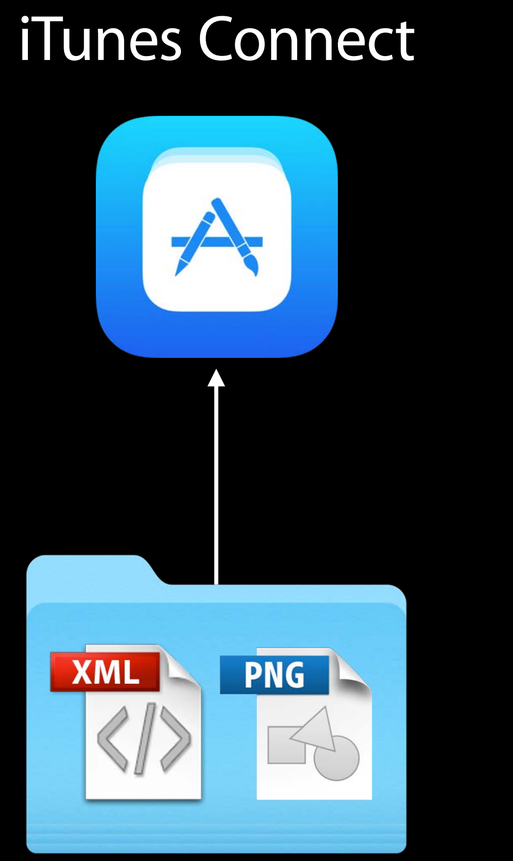

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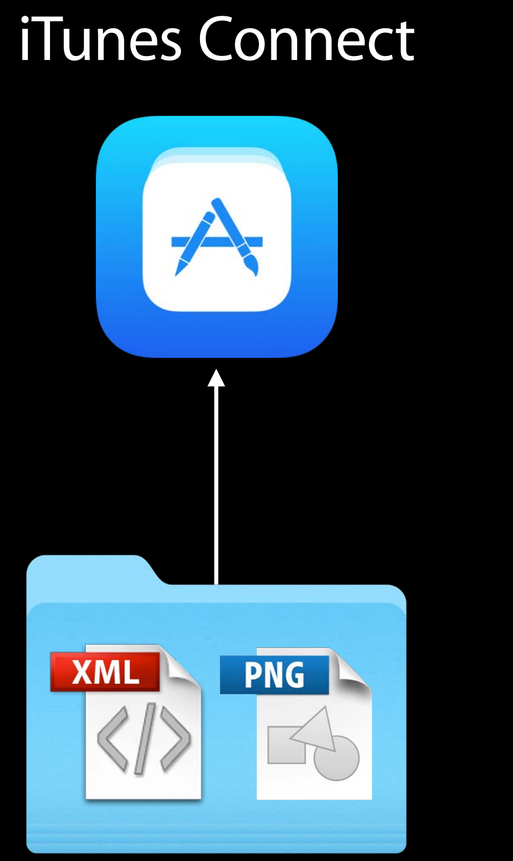

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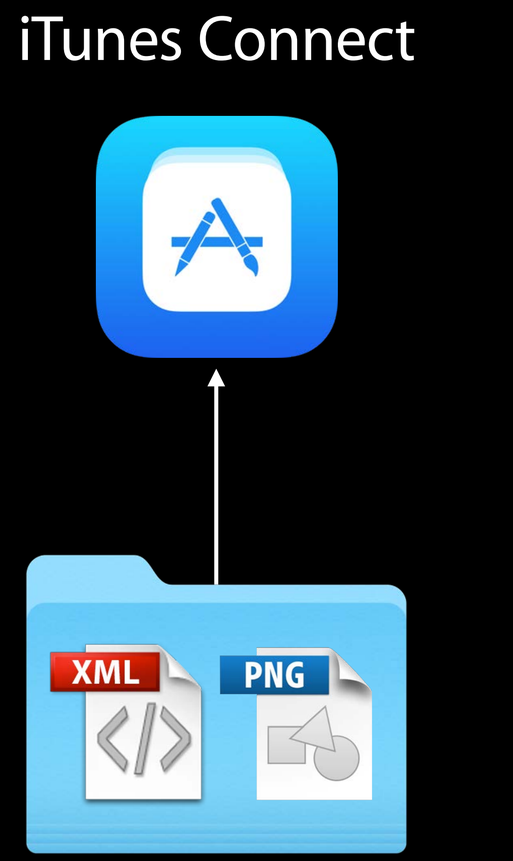
- Metadata (xml)
- Assets (screenshots, etc.)

Validated synchronously

Errors reported—upload blocked

Contents processed asynchronously

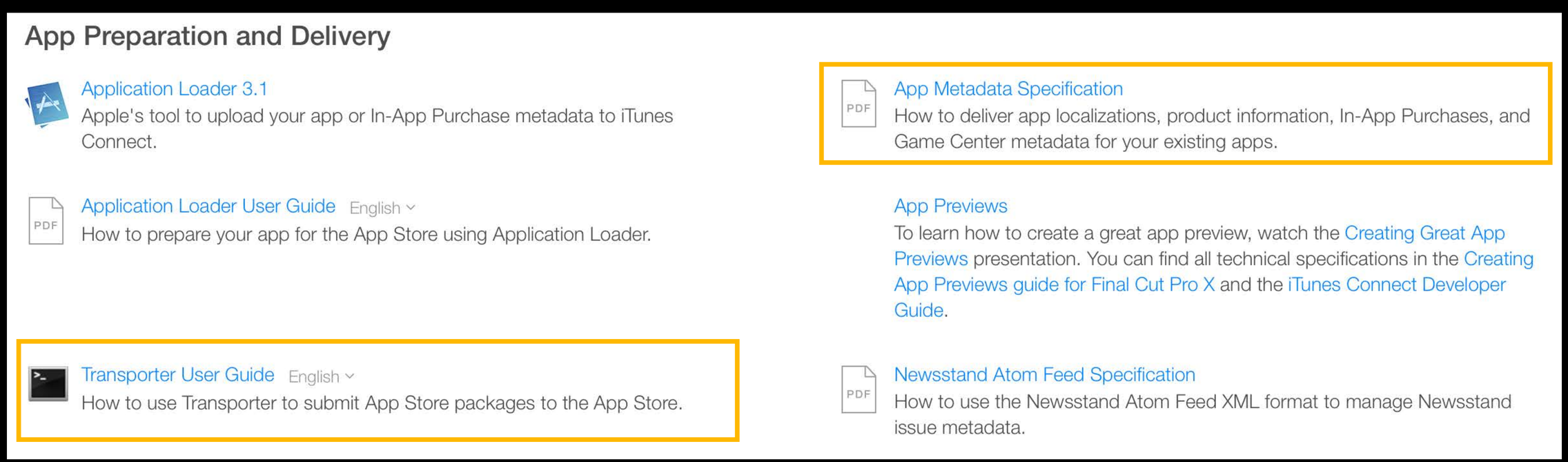


Features of XML Feed Support

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>WWDCDEMO2015</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>WWDCDEMO2015</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>WWDCDEMO2015</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>WWDCDEMO2015</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

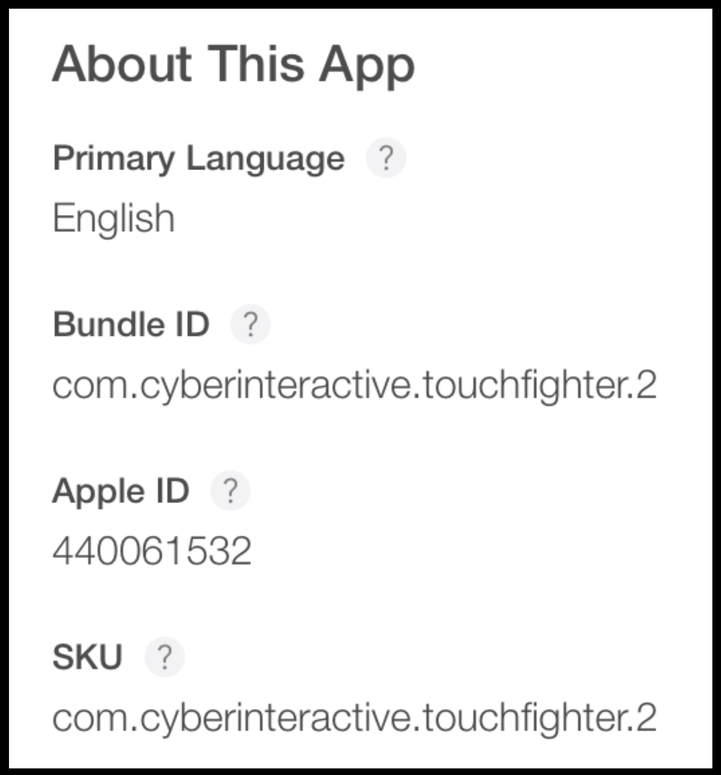
What It Looks Like

Overall XML structure

```
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
    <team_id>WWDCDEMO2015</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

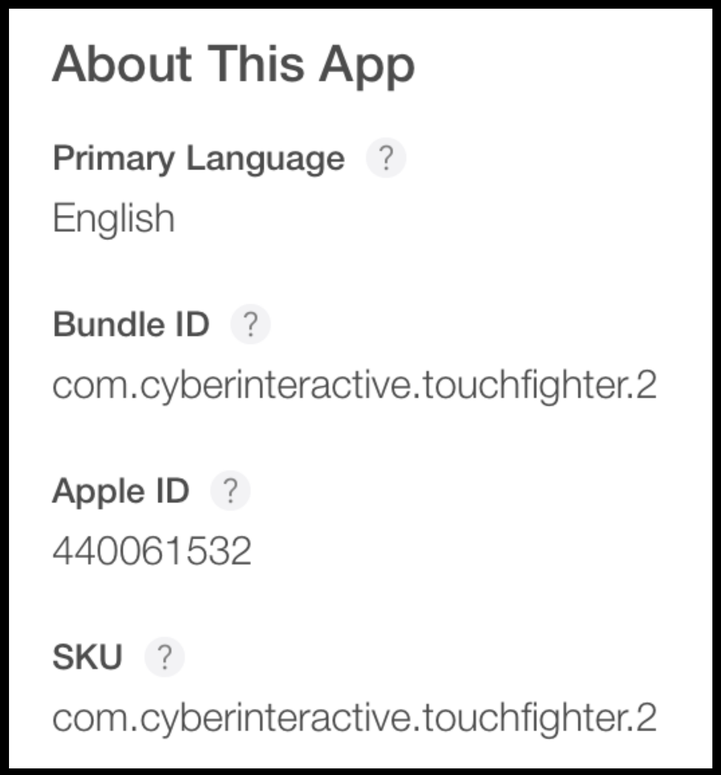
Identifying your accounts and app




```
...
<team_id>WWDCDEMO2013</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

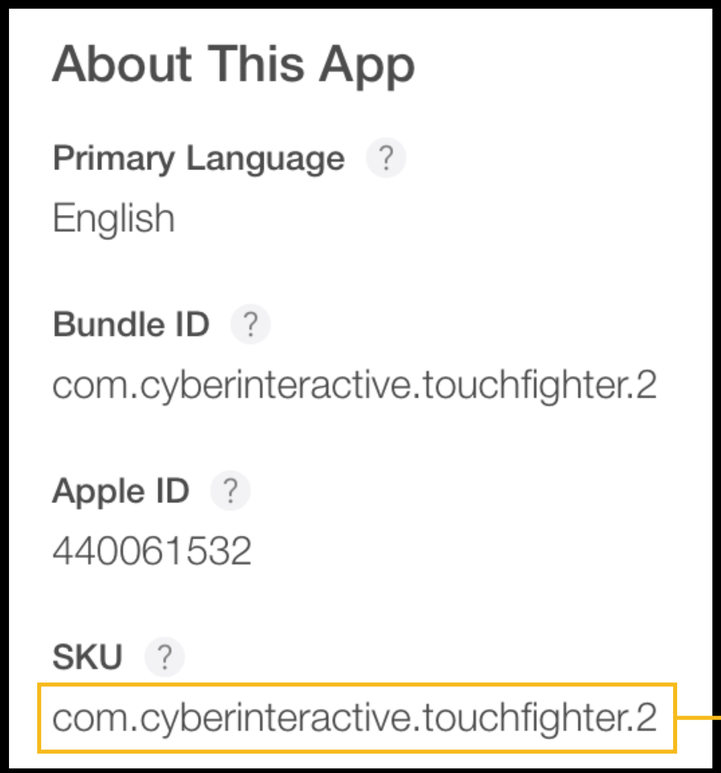


Provided by Apple when you established your team account

```
...
<team_id>WWDCDEMO2013</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

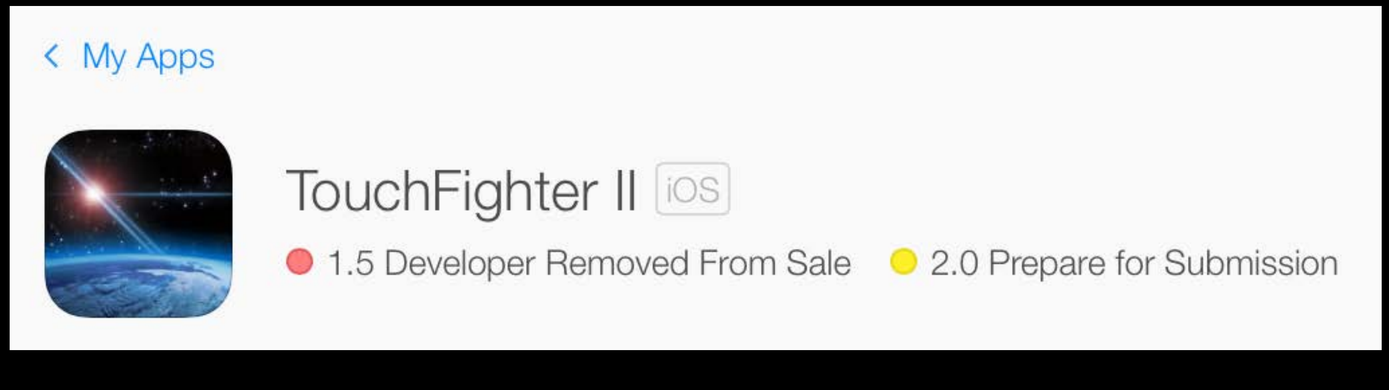


Provided by Apple when you established your team account

```
...
<team_id>WWDCDEMO2013</team_id>
<software>
    <vendor_id>com.cyberinteractive.touchfighter.2
</vendor_id>
    <software_metadata>
        ...
    </software_metadata>
</software>
...
```

What It Looks Like

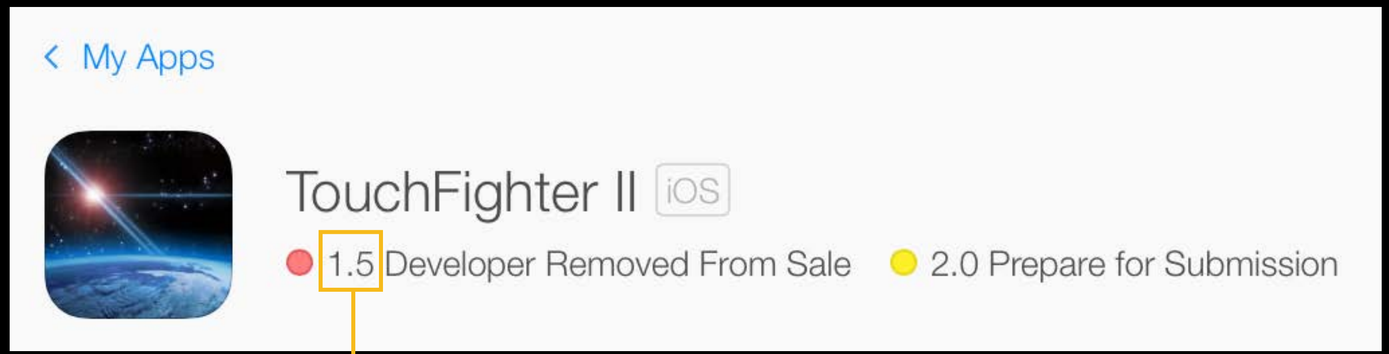
Identifying app version




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

What It Looks Like

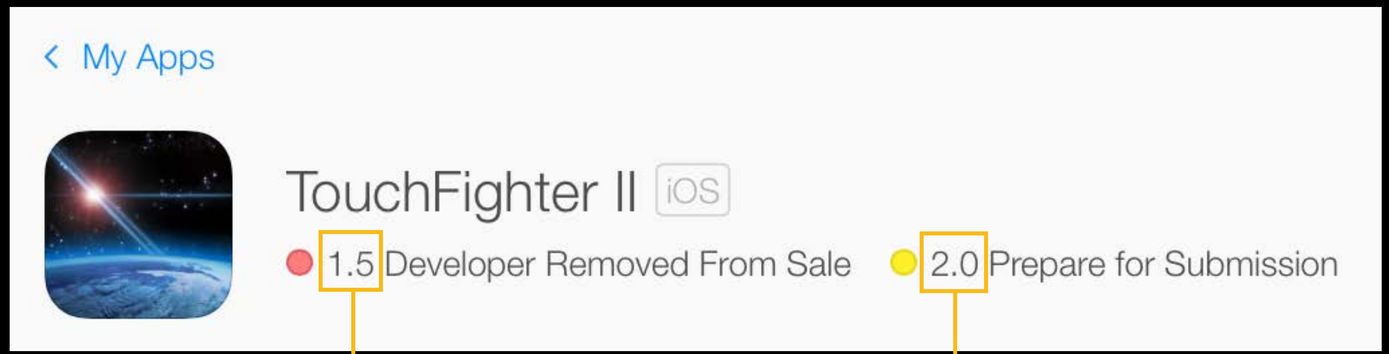
Identifying app version




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

What It Looks Like

Identifying app version

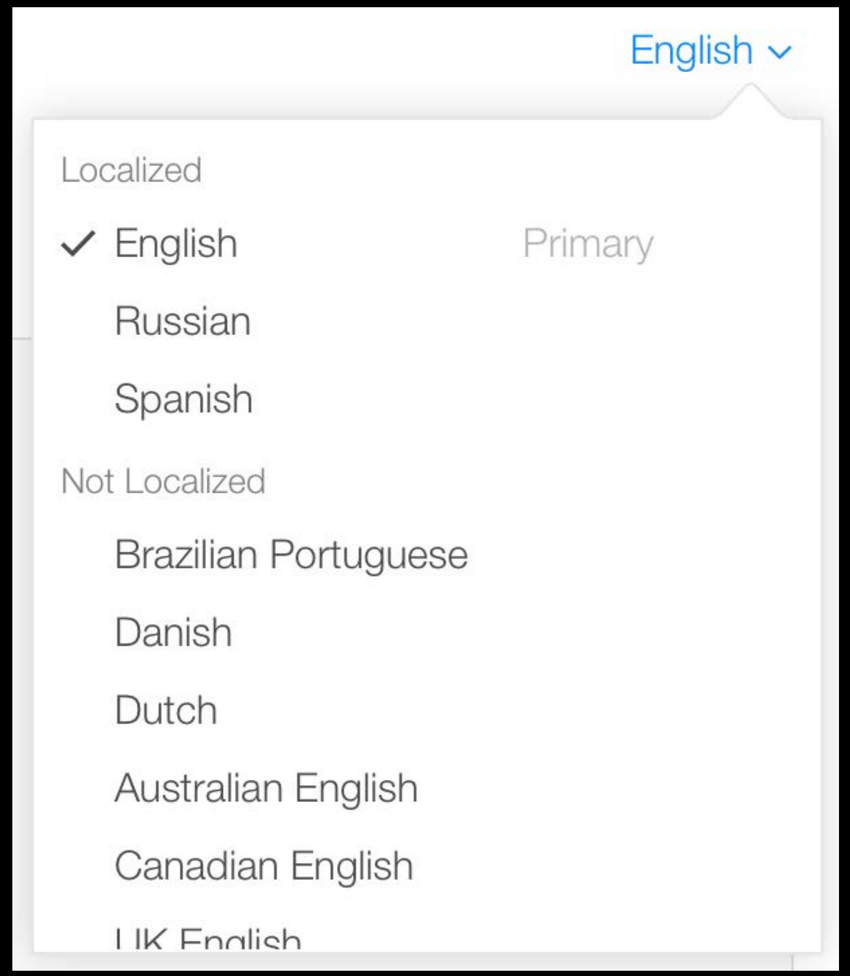



```
...
<software_metadata>
    <versions>
        <version string="1.5"> ... </version>
        <version string="2.0"> ... </version>
    </versions>
</software_metadata>
...
```

What It Looks Like

Identifying locale

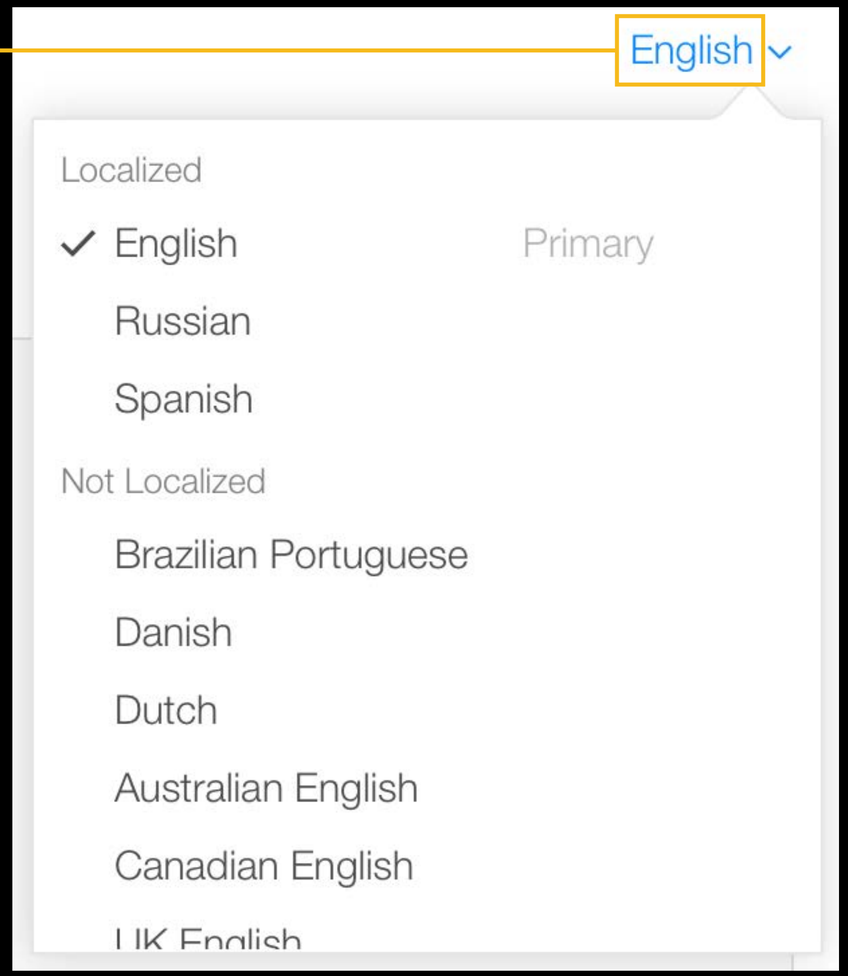
```
...
<version string="2.0">
    <locales>
        <locale name="en-US">
            ...
        </locale>
        <locale name="ru-RU">
            ...
        </locale>
    </locales>
</version>
...
```



What It Looks Like

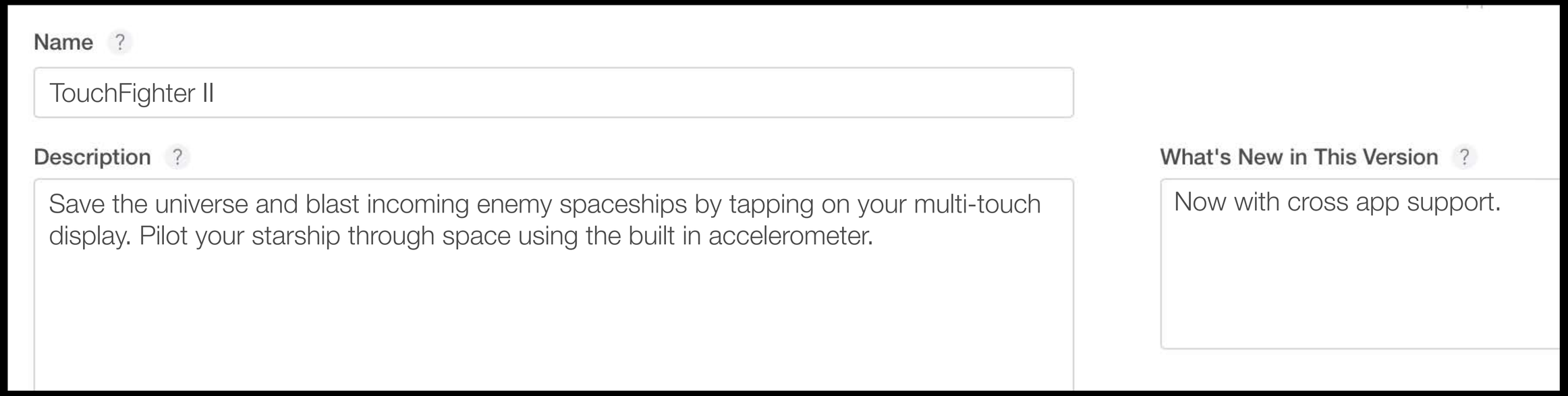
Identifying locale

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



What It Looks Like

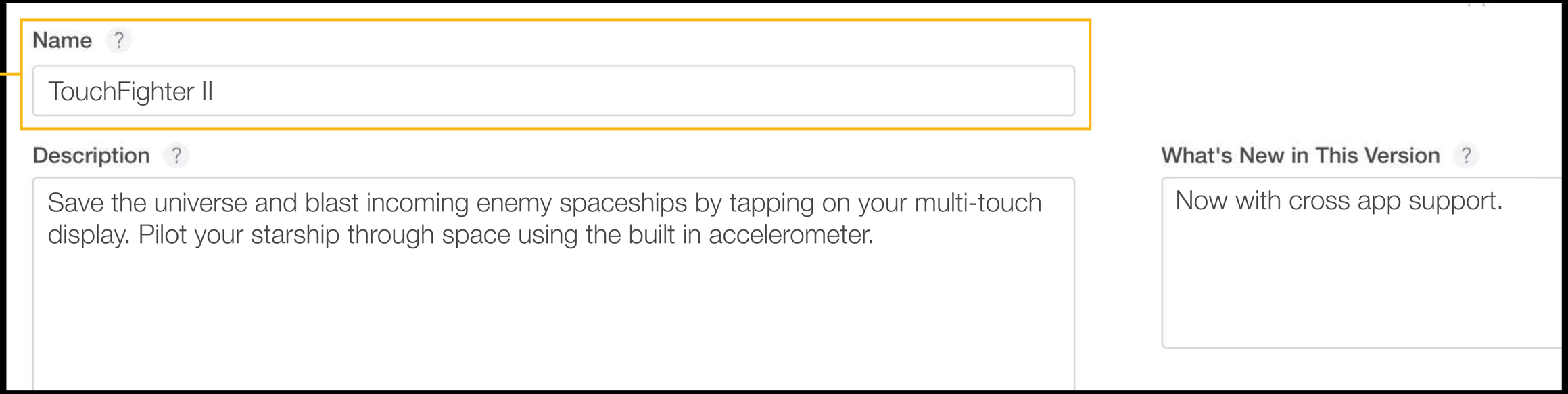
Localization data—title, description, what's new




```
...
<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

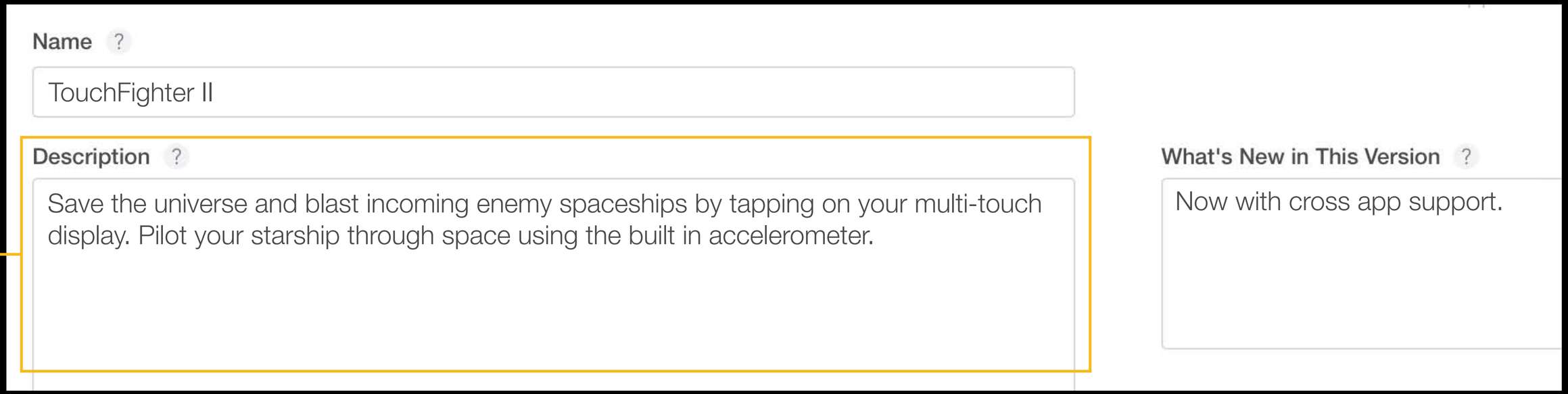
Localization data—title, description, what's new




```
...
<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

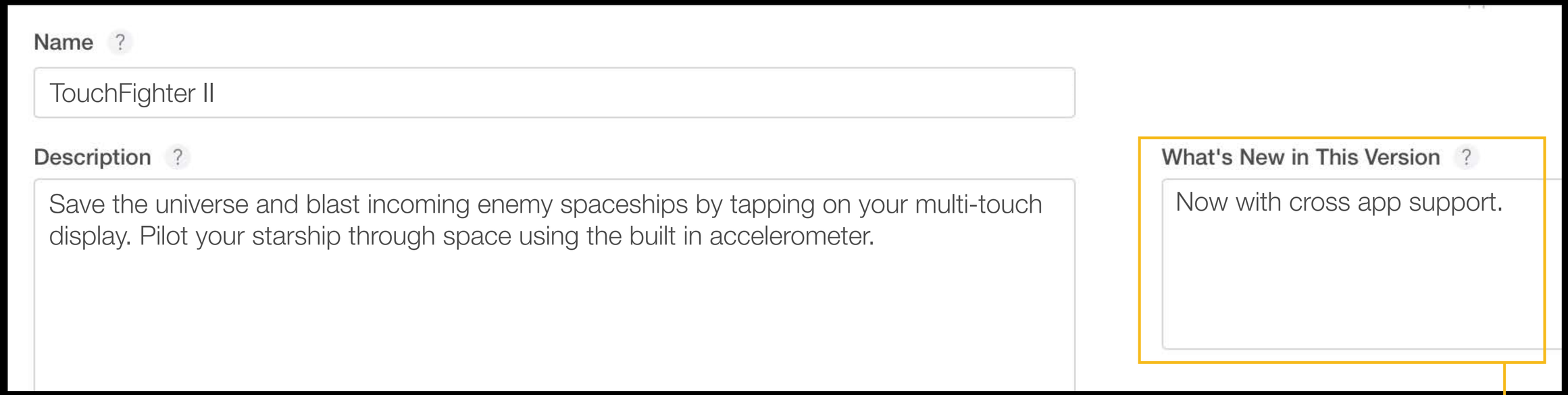
Localization data—title, description, what's new




```
...
<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




```
...
<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>
...
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What It Looks Like

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<locale name="en-US">
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    <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

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

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<locale name="en-US">
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    <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

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<locale name="en-US">
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    <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

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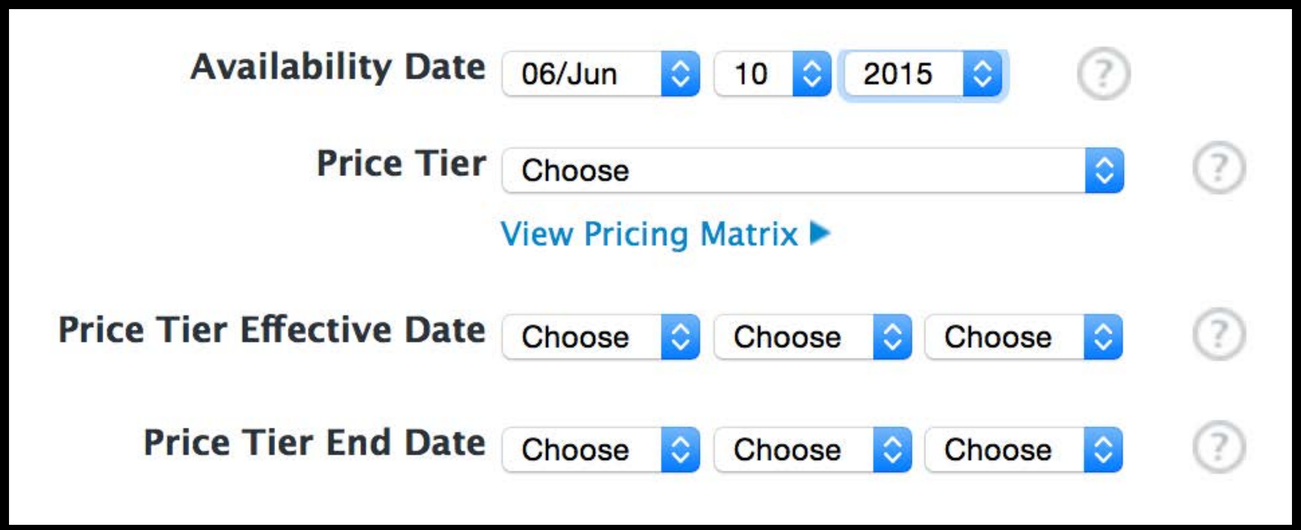
<locale name="en-US">
    ...
    <software_screenshots>
        ...
        <software_screenshot display_target="iOS-5.5-in" position="1">
            <size>88864</size>
            <file_name>touch-fighter-screenshot-iOS-1742.jpg</file_name>
            <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7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

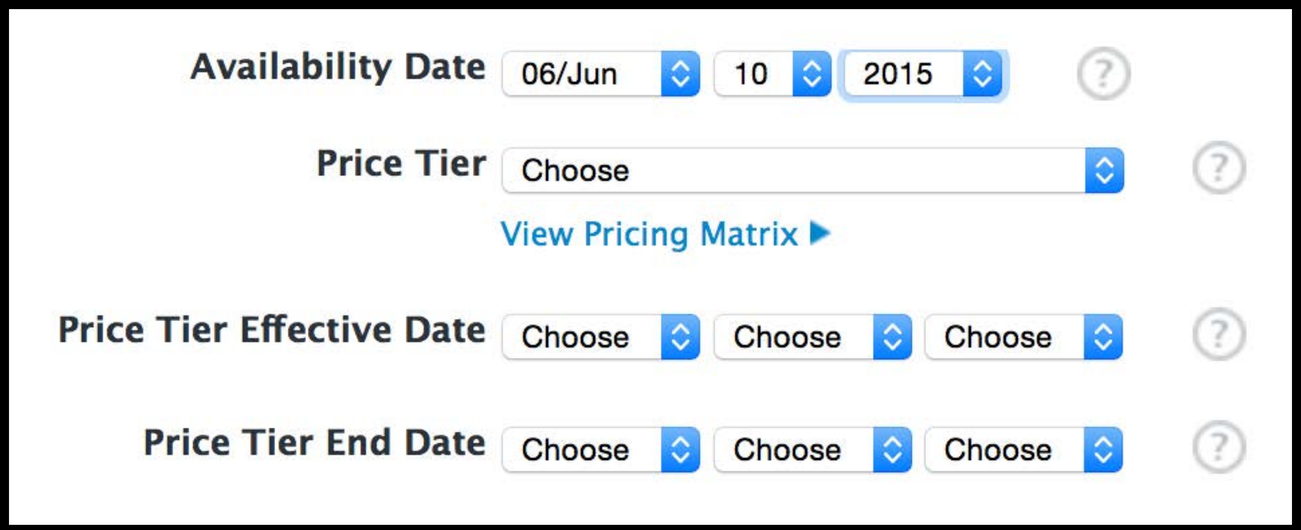
Rights and pricing—settings applicable world-wide



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

What It Looks Like

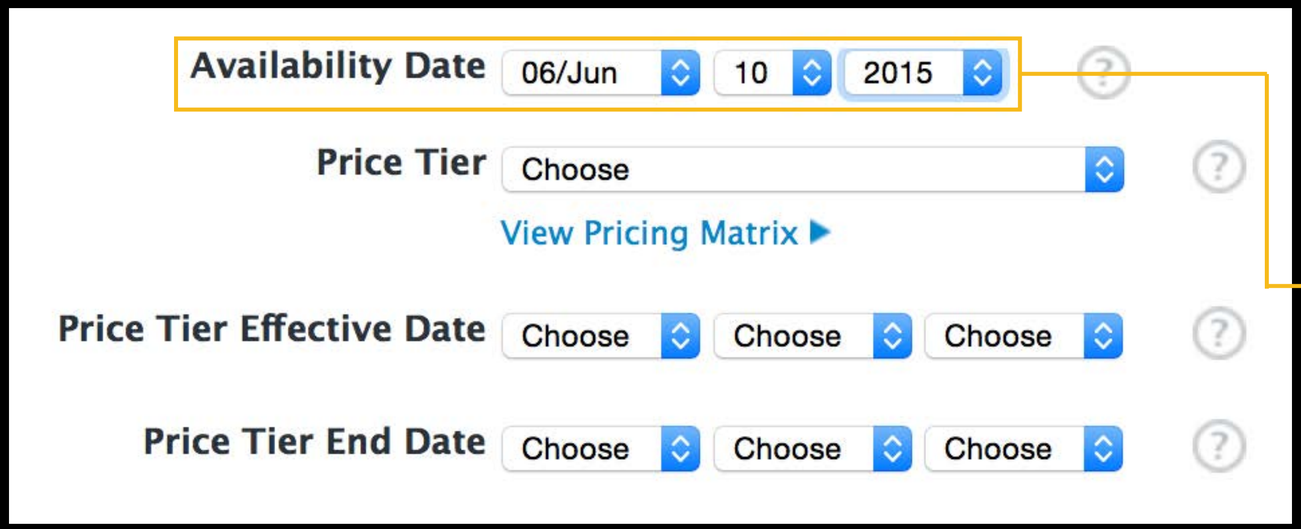
Rights and pricing—settings applicable world-wide



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

What It Looks Like

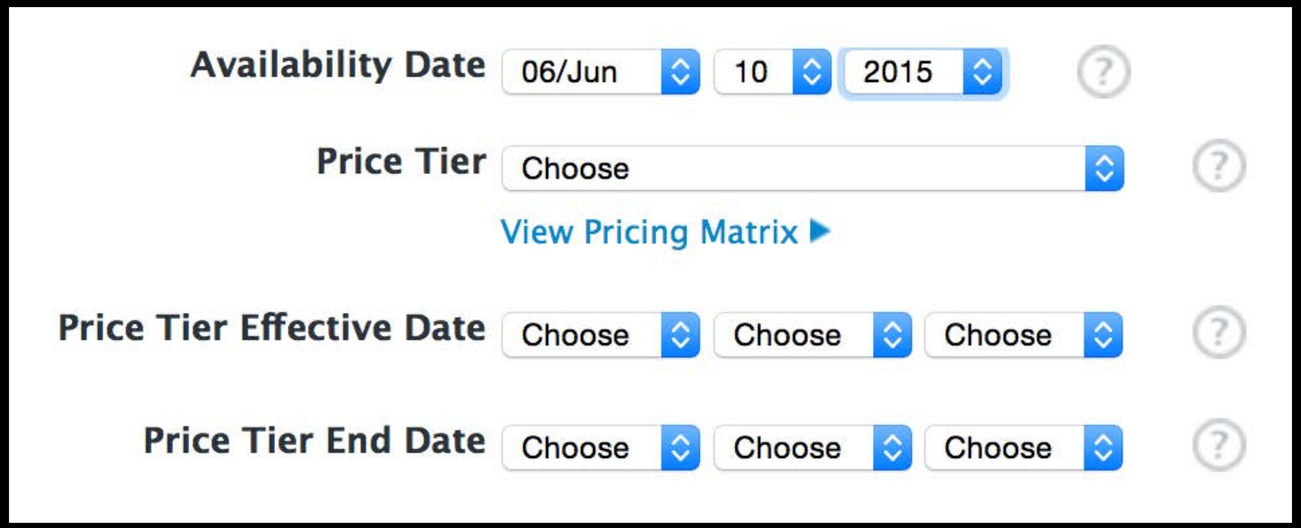
Rights and pricing—settings applicable world-wide



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

What It Looks Like

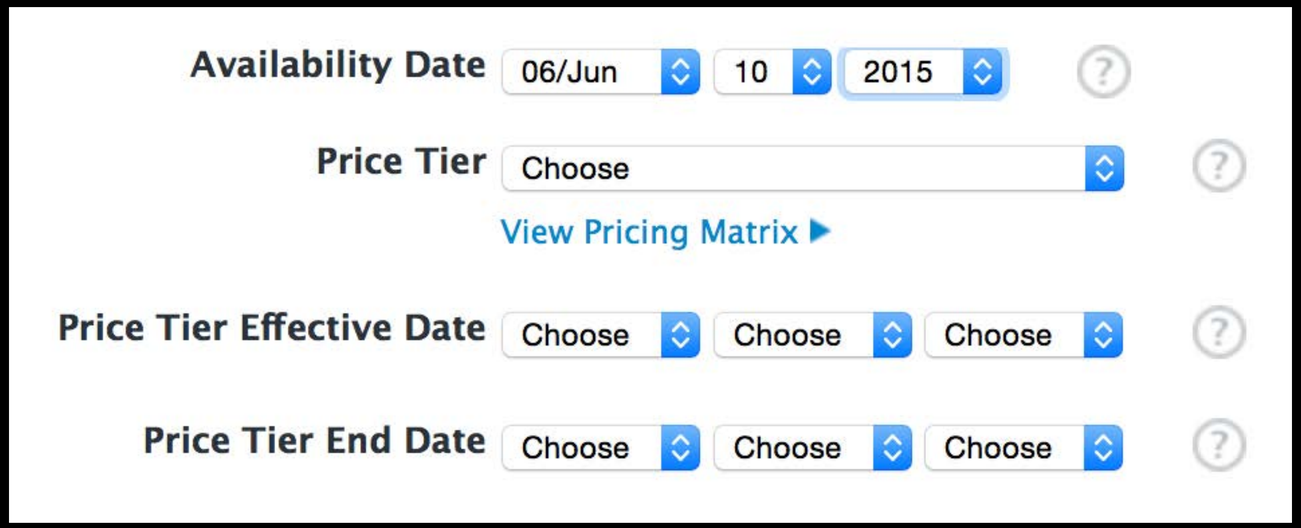
Rights and pricing—settings applicable world-wide



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

What It Looks Like

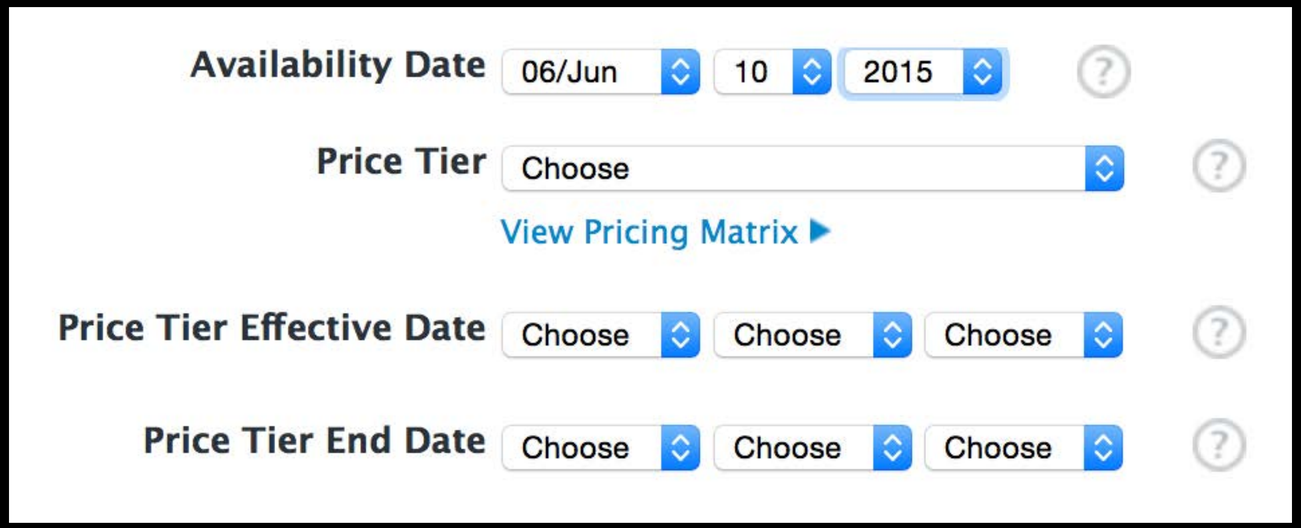
Rights and pricing—settings applicable world-wide



```
...
<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

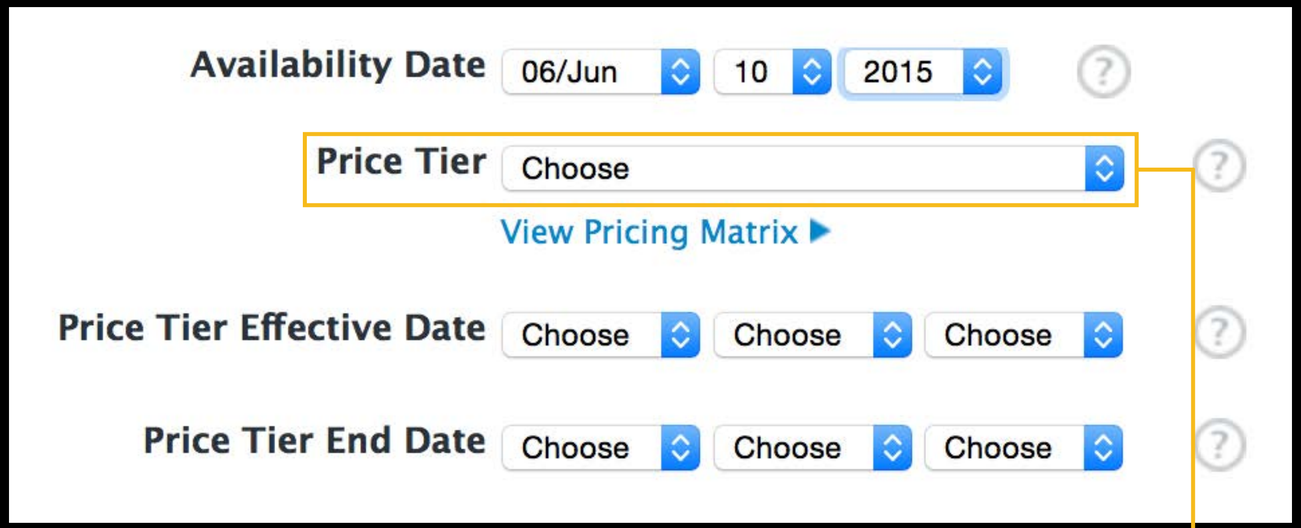
Rights and pricing—settings applicable world-wide



```
...
<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

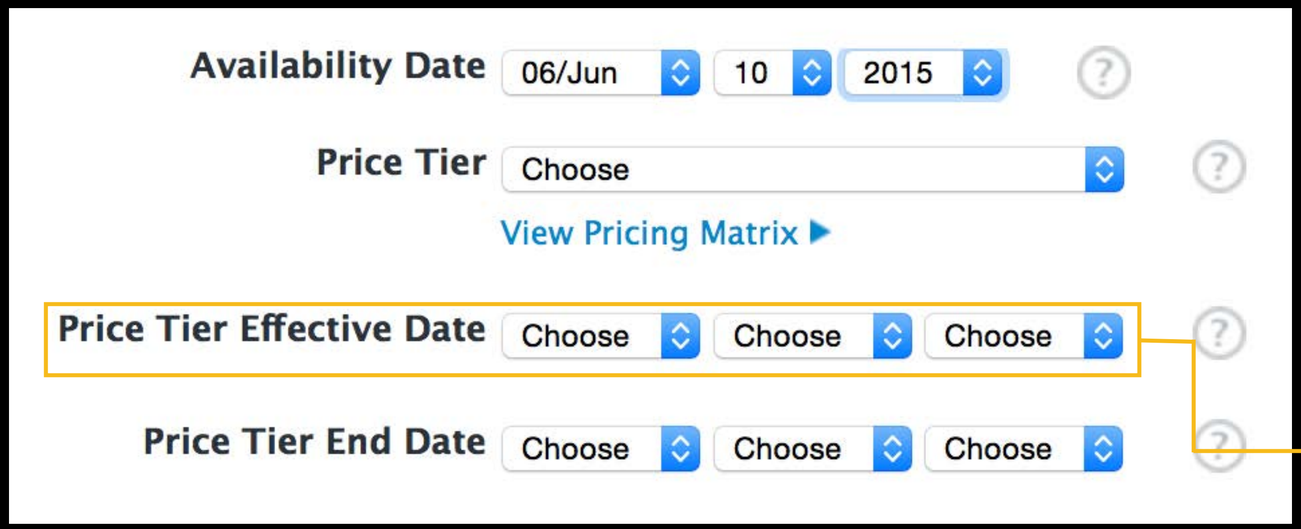
Rights and pricing—settings applicable world-wide



```
...
<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

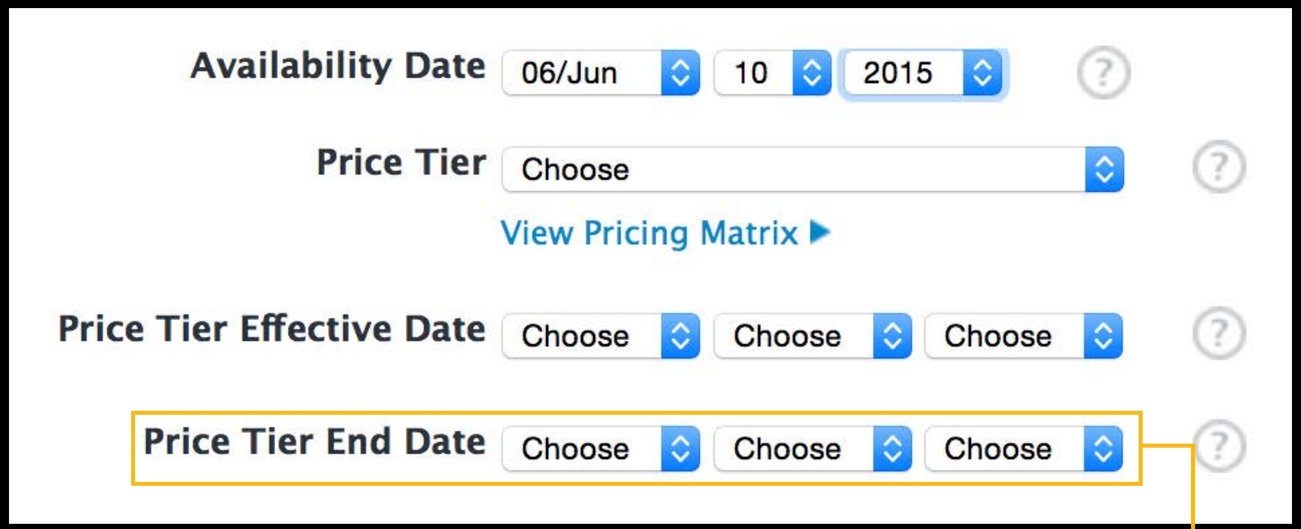
Rights and pricing—settings applicable world-wide



```
...
<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—settings applicable world-wide



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

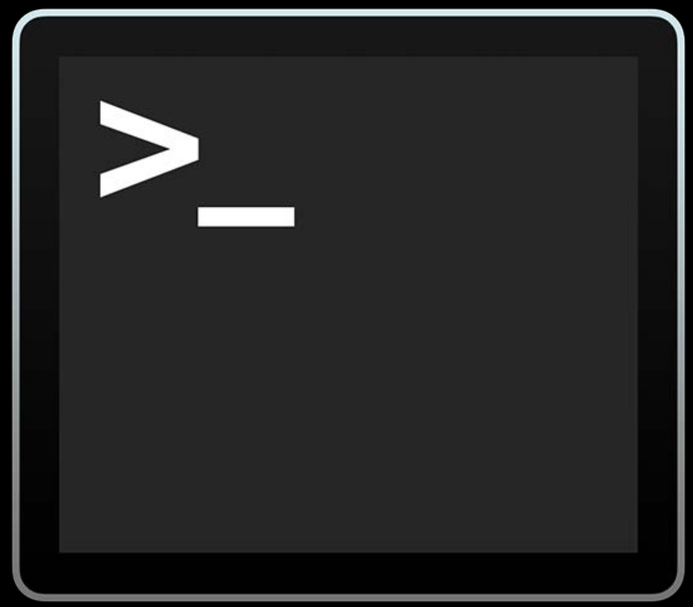
What It Looks Like

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

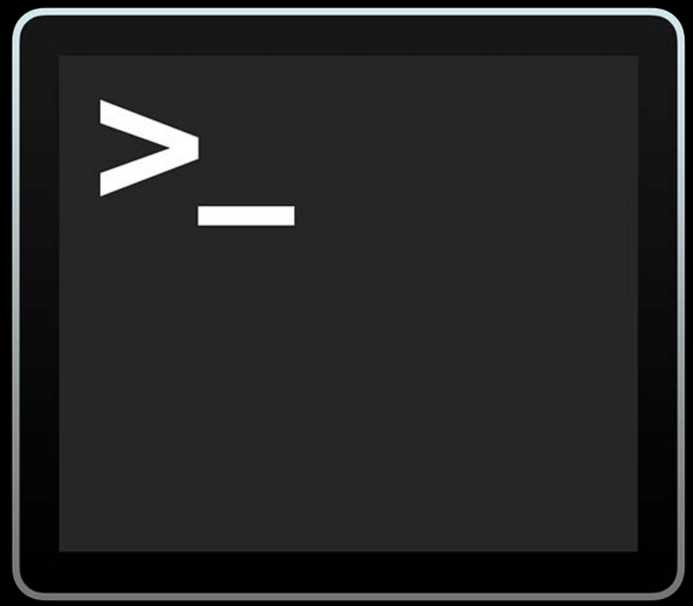


Command Line Automation

Summary

Available

- Transporter
- App metadata XML feed



Command Line Automation

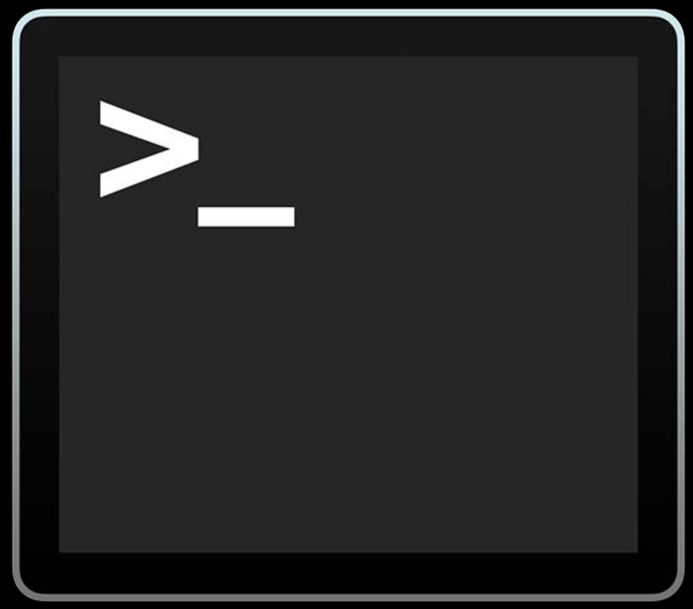
Summary

Available

- Transporter
- App metadata XML feed

Great for automation

- Bulk data management
- Integration with your systems



Command Line Automation

Summary

Available

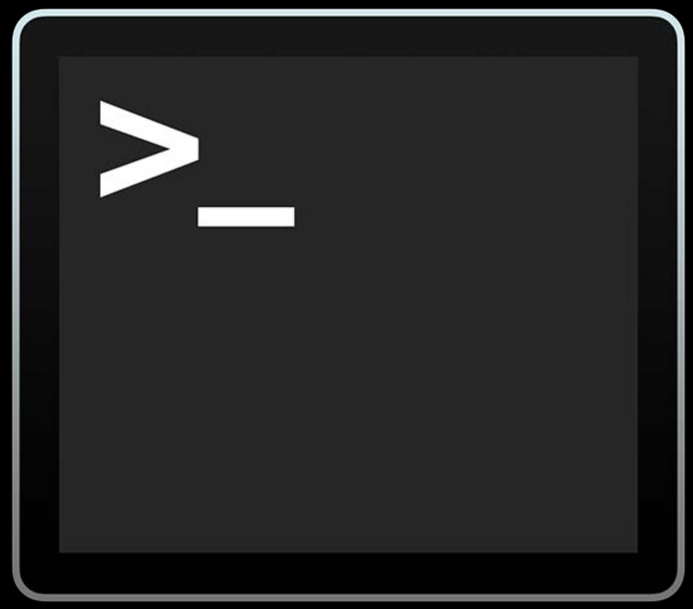
- Transporter
- App metadata XML feed

Great for automation

- Bulk data management
- Integration with your systems

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

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