

# Introducing Expanded Subscriptions in iTunes Connect

Session 301

Daniel Miao Engineering Manager, iTunes Connect

# What is an In-App Purchase?



# What is an In-App Purchase?

Digital content or service bought within app



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Digital content or service bought within app

App offering before purchasing add-ons



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App offering before purchasing add-ons

Subscription services



# In-App Purchase Types

Consumable

Non-consumable

Non-renewable subscriptions

Auto-renewable subscriptions

Free subscriptions

# In-App Purchase Types

Consumable

Non-consumable

Non-renewable subscriptions

Auto-renewable subscriptions

~~Free subscriptions~~ (Fall 2016)

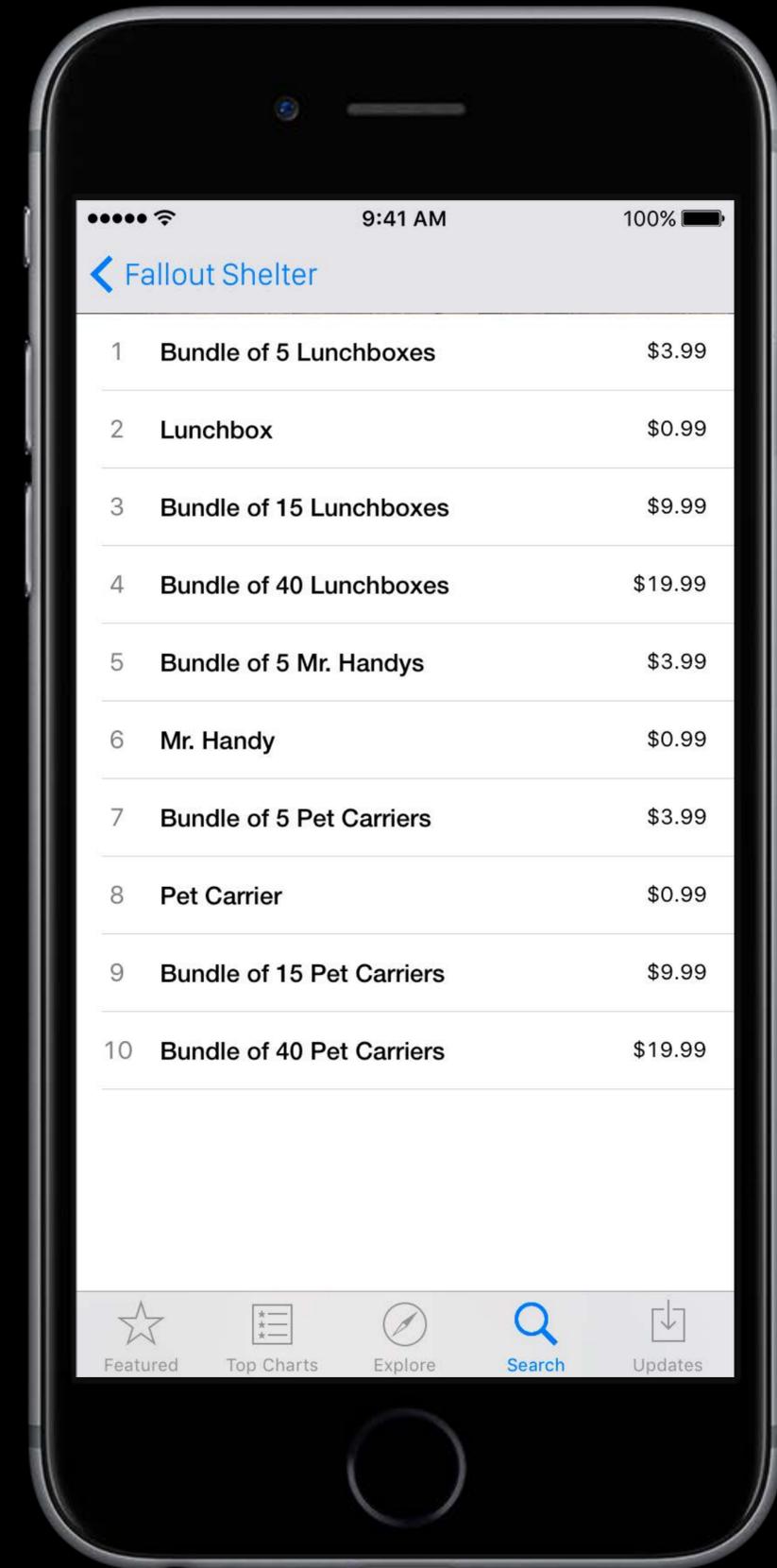
Consumable

Purchase once per use



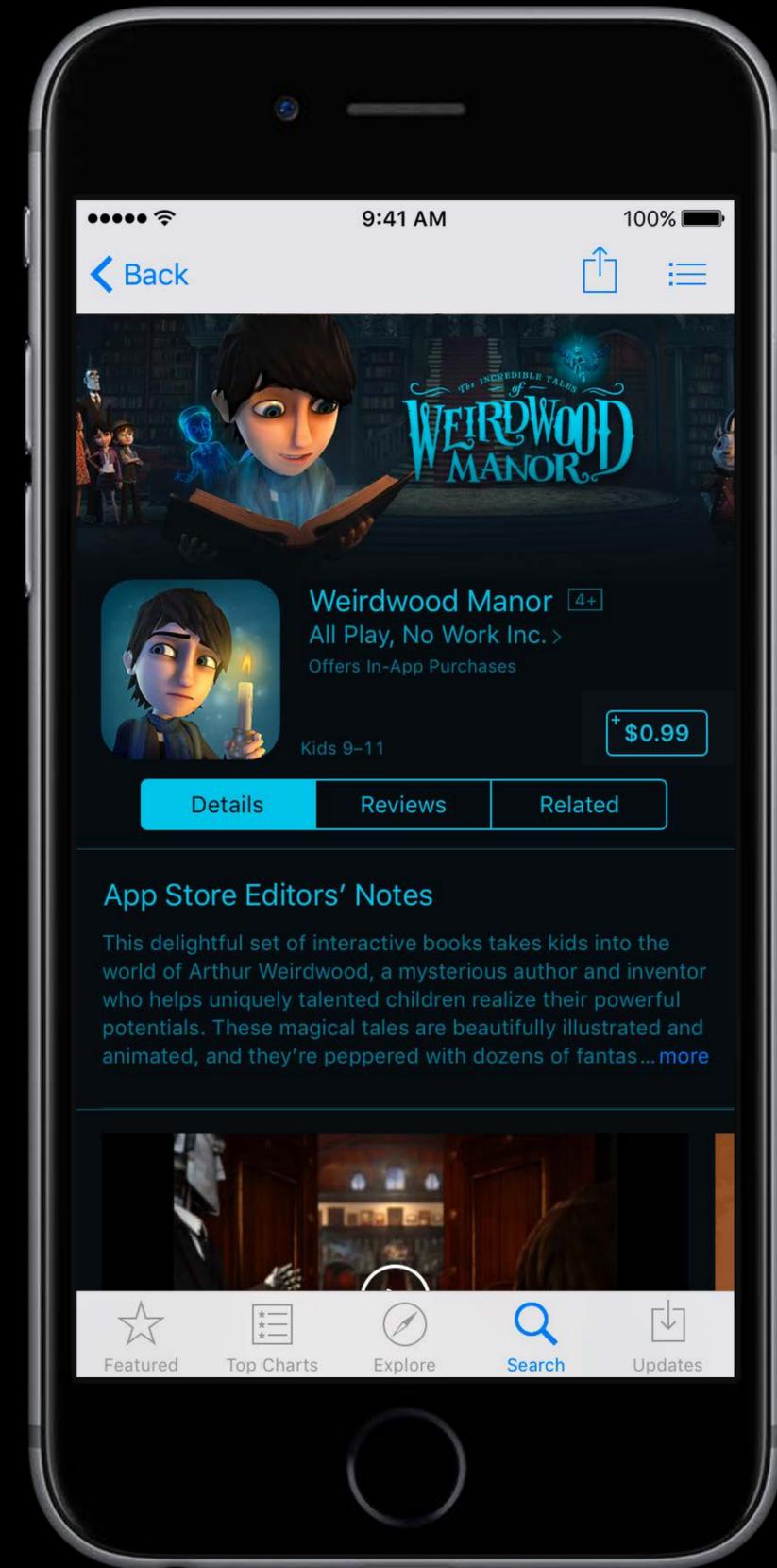
Consumable

Purchase once per use



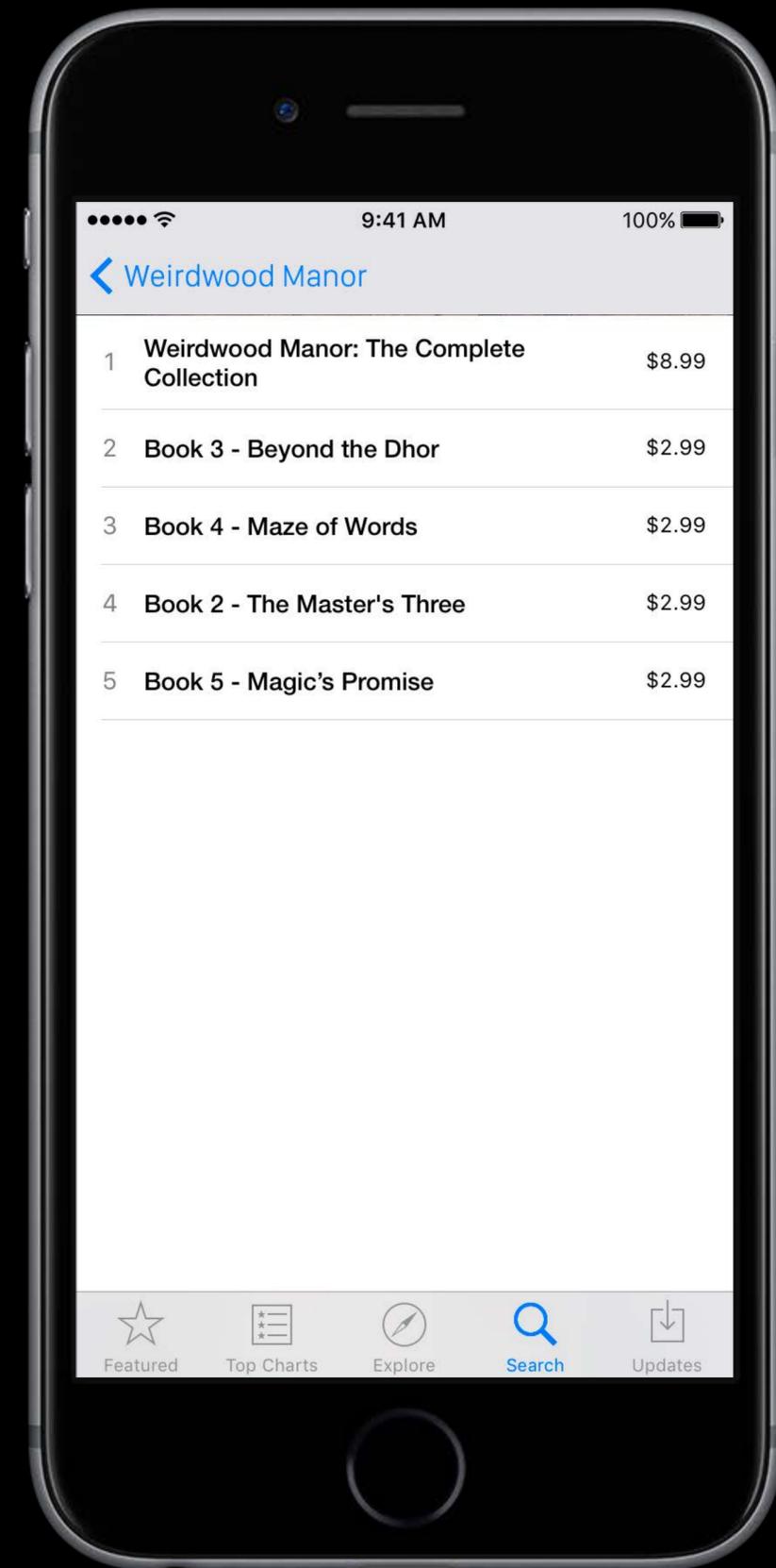
Non-Consumable

Purchase once and use indefinitely

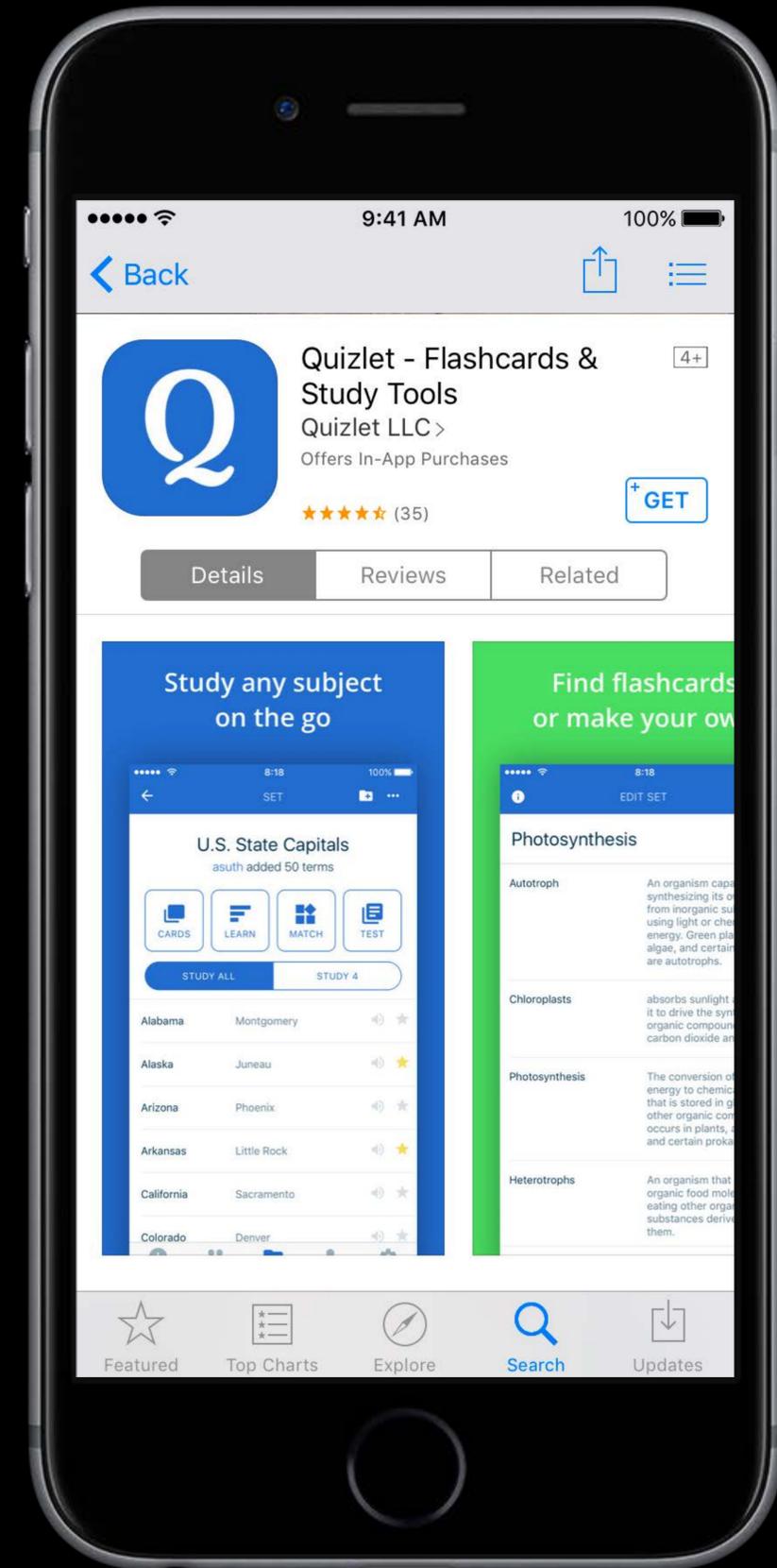


Non-Consumable

Purchase once and use indefinitely



Non-Renewable Subscription  
Purchased and available for a limited time

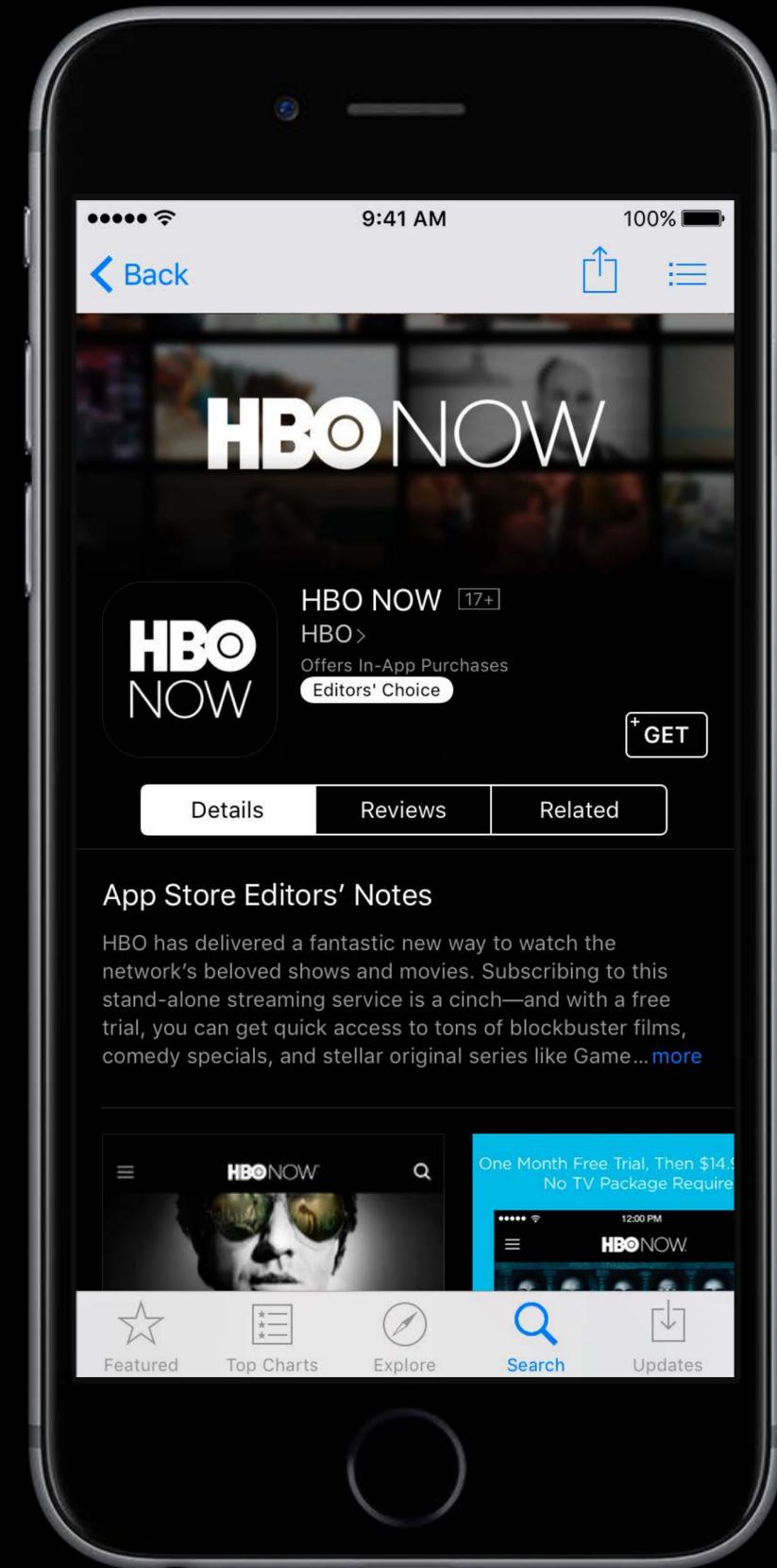


Non-Renewable Subscription  
Purchased and available for a limited time



# Auto-Renewable Subscription

Automatically renews at regular intervals



# Auto-Renewable Subscription

Automatically renews at regular intervals



# Auto-Renewable Subscriptions

All Subscribers

70%

Proceeds

70%

Proceeds  
Less Than One Year

85%

Proceeds  
One Year or More

Subscriptions Today

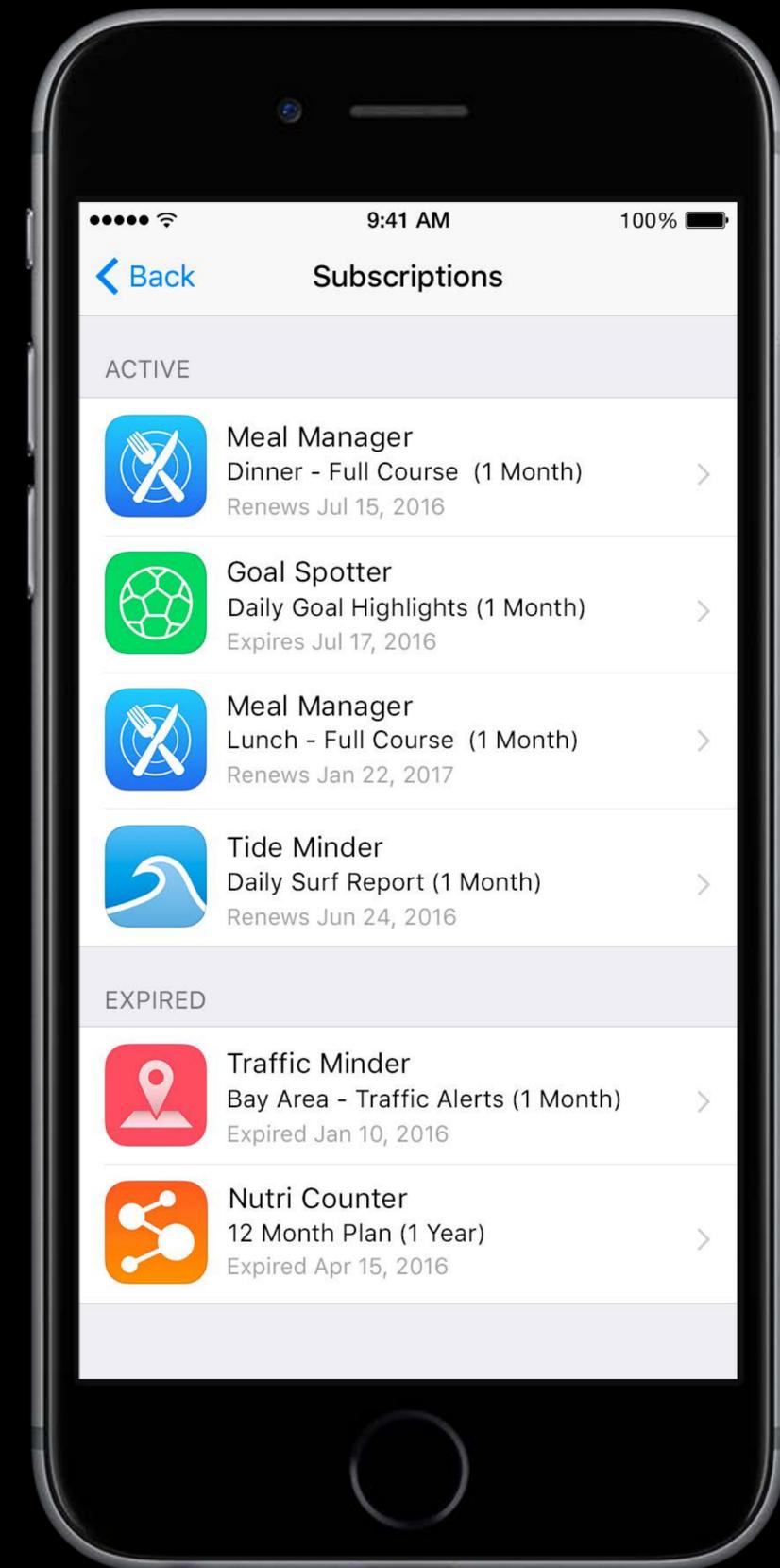
Limited Categories

Subscriptions Fall 2016

All Categories

# Subscription Management

# Subscription Management



# Subscription Management

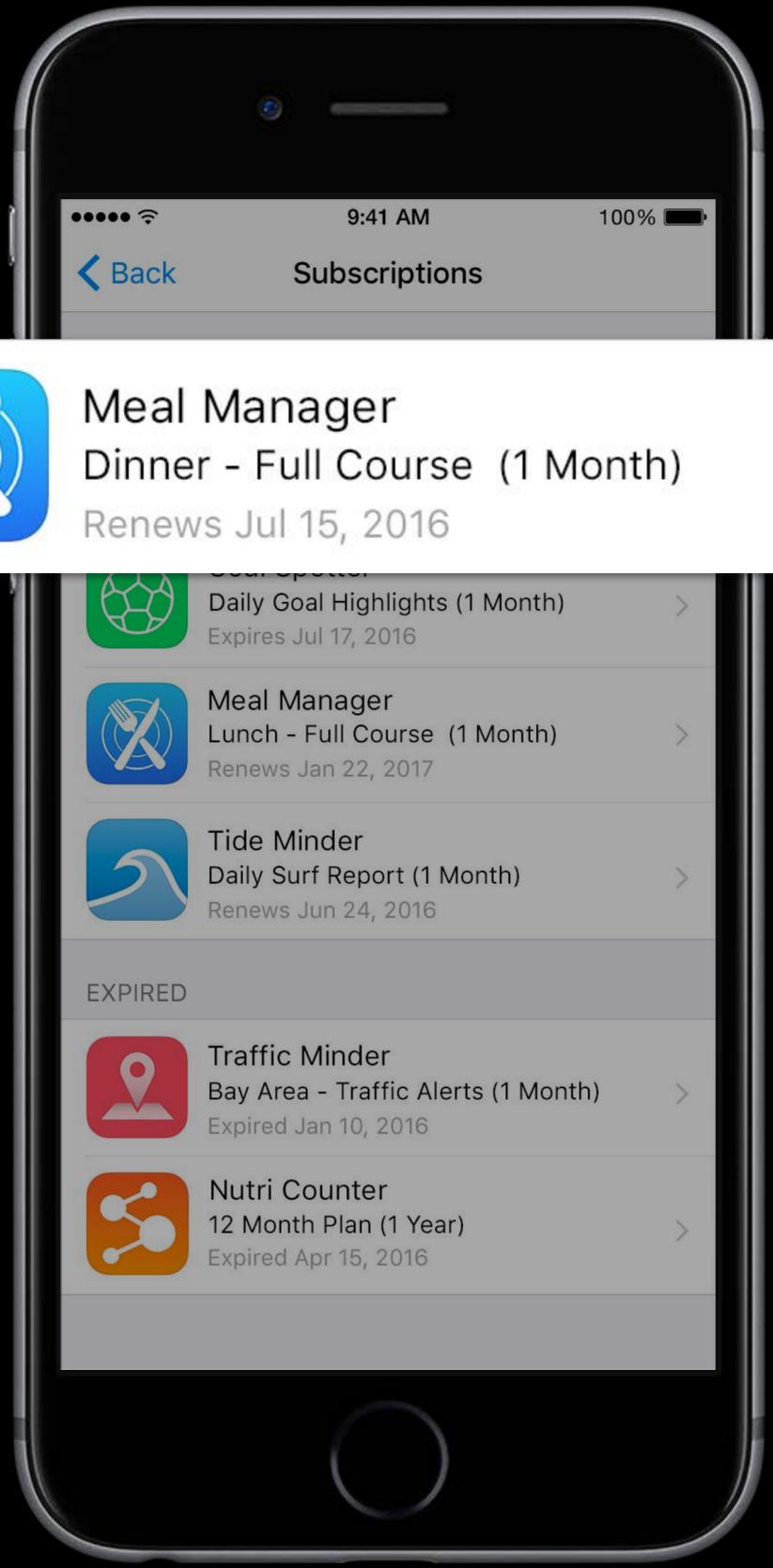
App Icon

App Name

Subscription Group Name

In-App Purchase Name

Duration



The image shows an iPhone screen displaying the 'Subscriptions' page. At the top, there is a 'Back' button and the title 'Subscriptions'. The status bar at the top shows the time as 9:41 AM and 100% battery. A callout box highlights the first subscription: 'Meal Manager' with a blue icon of a fork and knife. The callout text reads: 'Meal Manager', 'Dinner - Full Course (1 Month)', and 'Renews Jul 15, 2016'. Below the callout, other subscriptions are visible, including 'Daily Goal Highlights (1 Month)', 'Meal Manager Lunch - Full Course (1 Month)', 'Tide Minder Daily Surf Report (1 Month)', and an 'EXPIRED' section with 'Traffic Minder Bay Area - Traffic Alerts (1 Month)' and 'Nutri Counter 12 Month Plan (1 Year)'.



Meal Manager

Dinner - Full Course (1 Month)

Renews Jul 15, 2016



Daily Goal Highlights (1 Month)  
Expires Jul 17, 2016



Meal Manager  
Lunch - Full Course (1 Month)  
Renews Jan 22, 2017



Tide Minder  
Daily Surf Report (1 Month)  
Renews Jun 24, 2016

EXPIRED



Traffic Minder  
Bay Area - Traffic Alerts (1 Month)  
Expired Jan 10, 2016



Nutri Counter  
12 Month Plan (1 Year)  
Expired Apr 15, 2016

# Subscription Management

App Icon

App Name

Subscription Group Name

In-App Purchase Name

Duration



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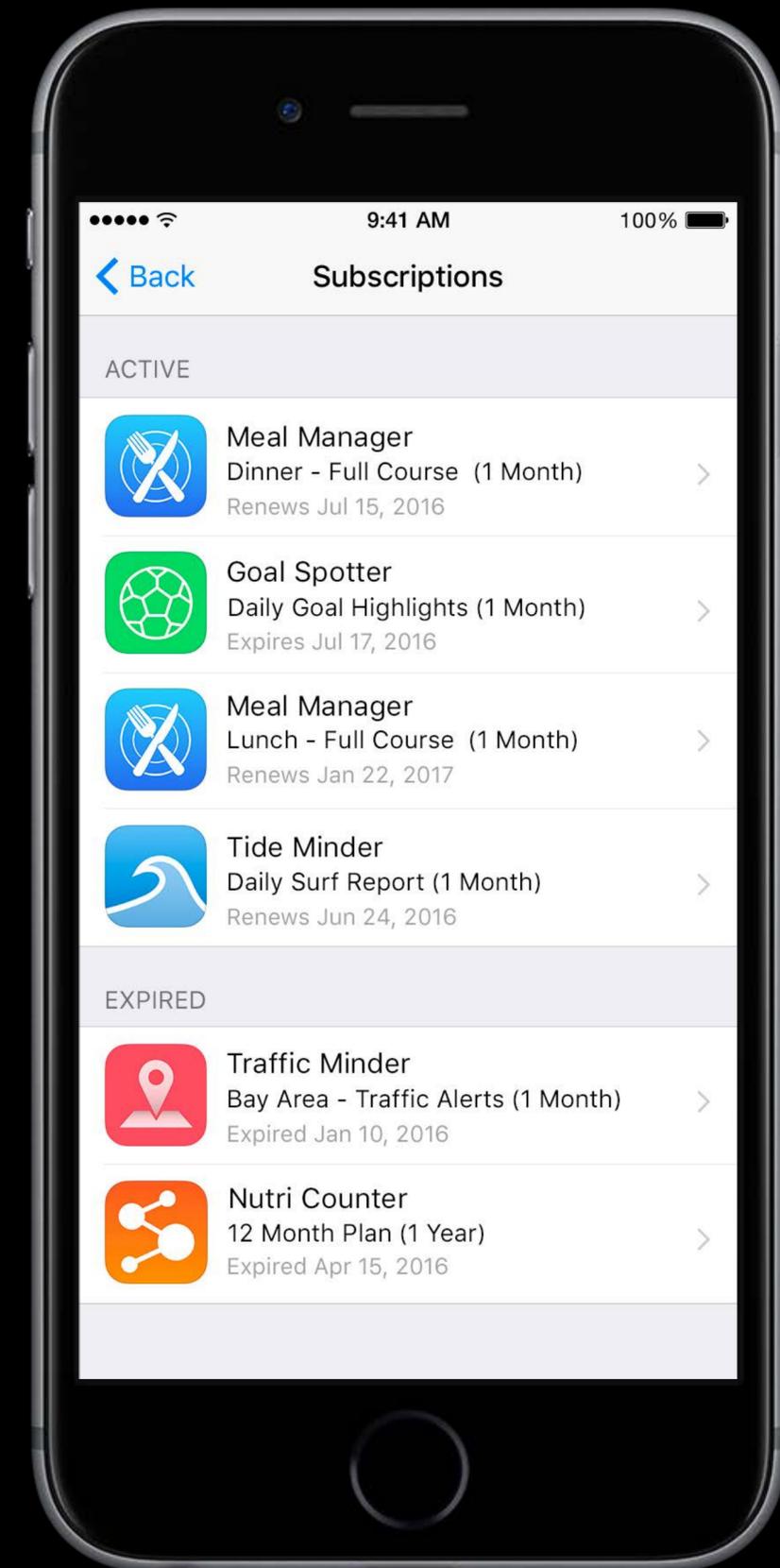
App Icon

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# Subscription Management

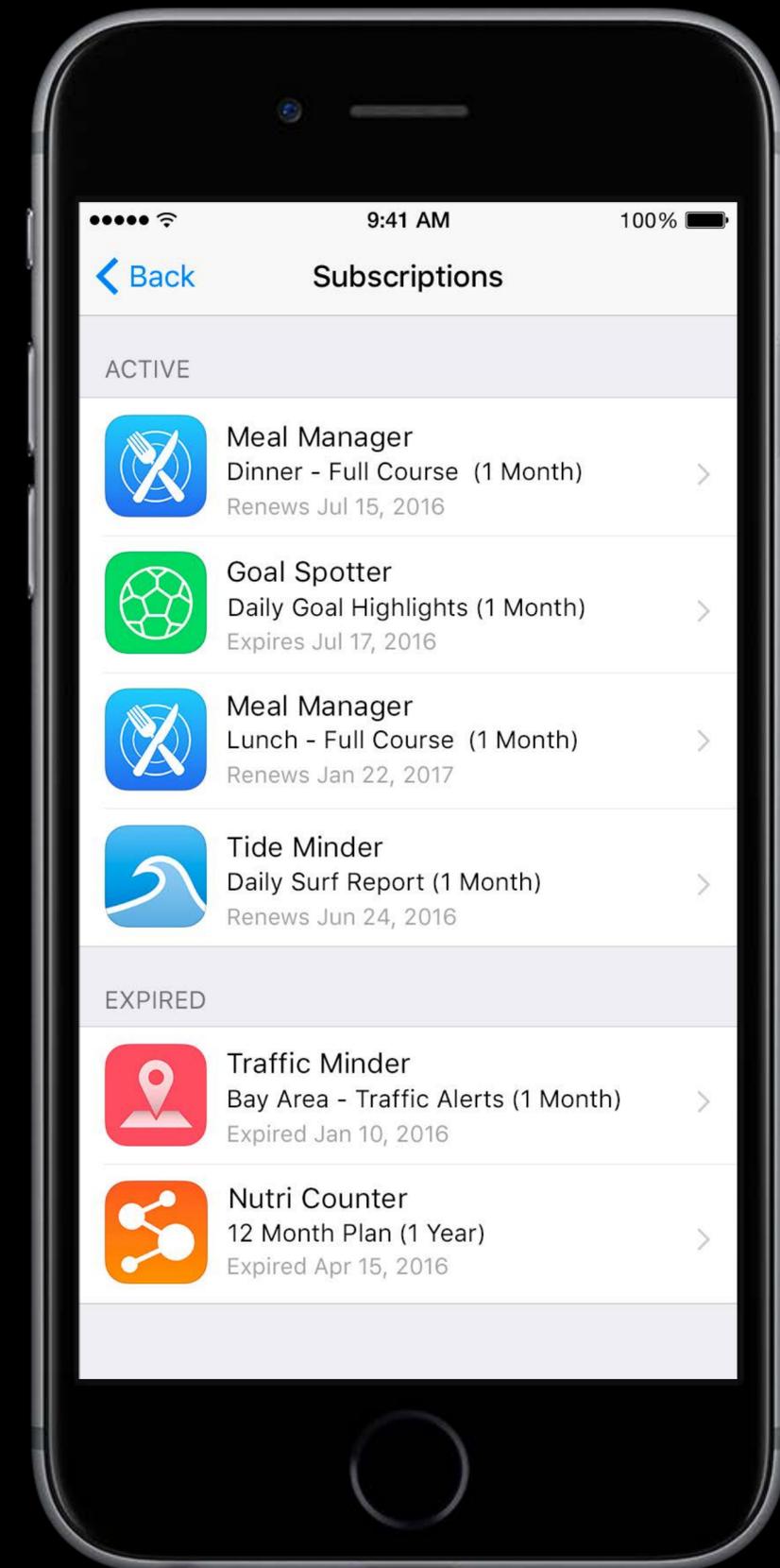
App Icon

App Name

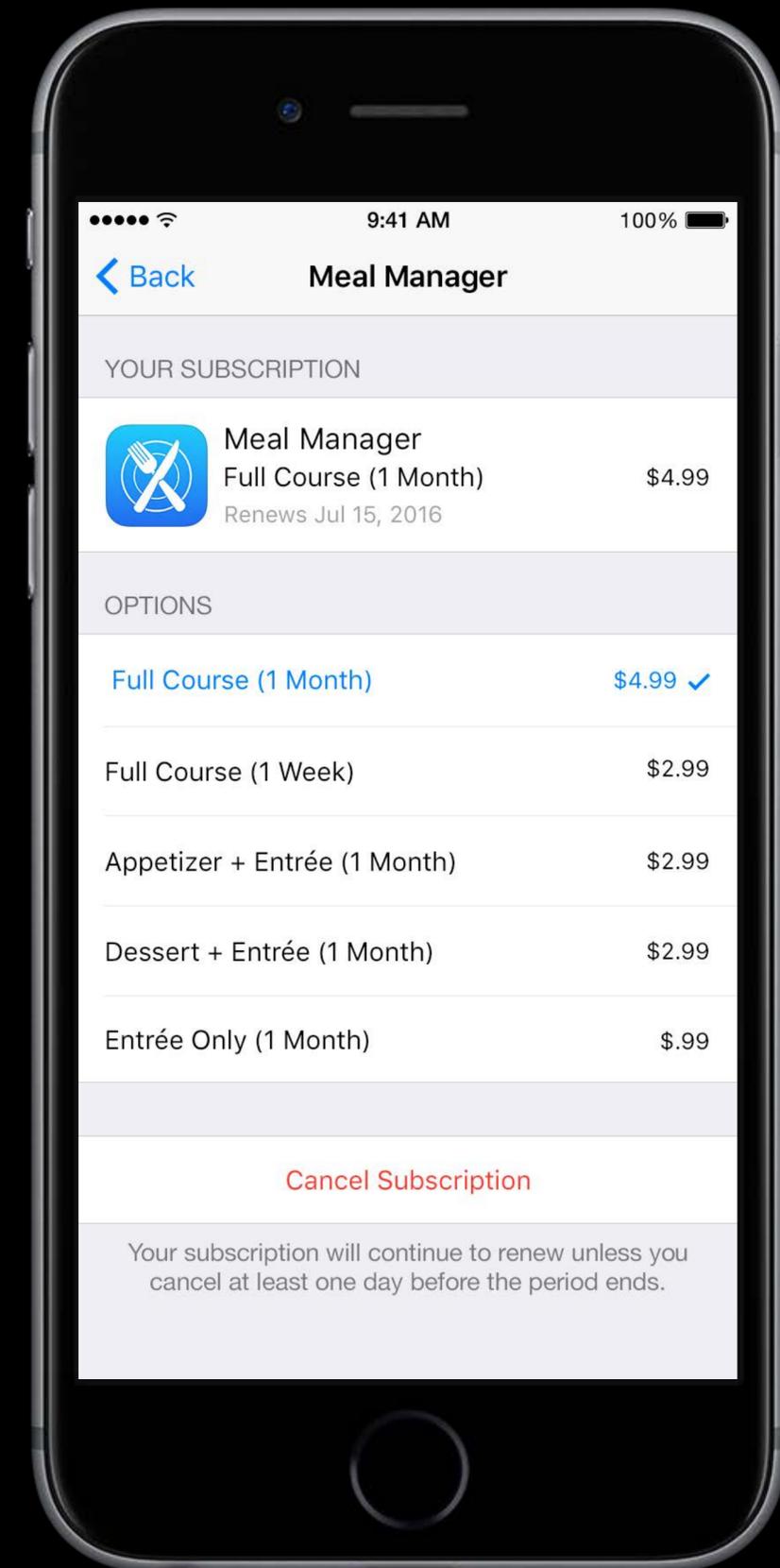
Subscription Group Name

In-App Purchase Name

Duration

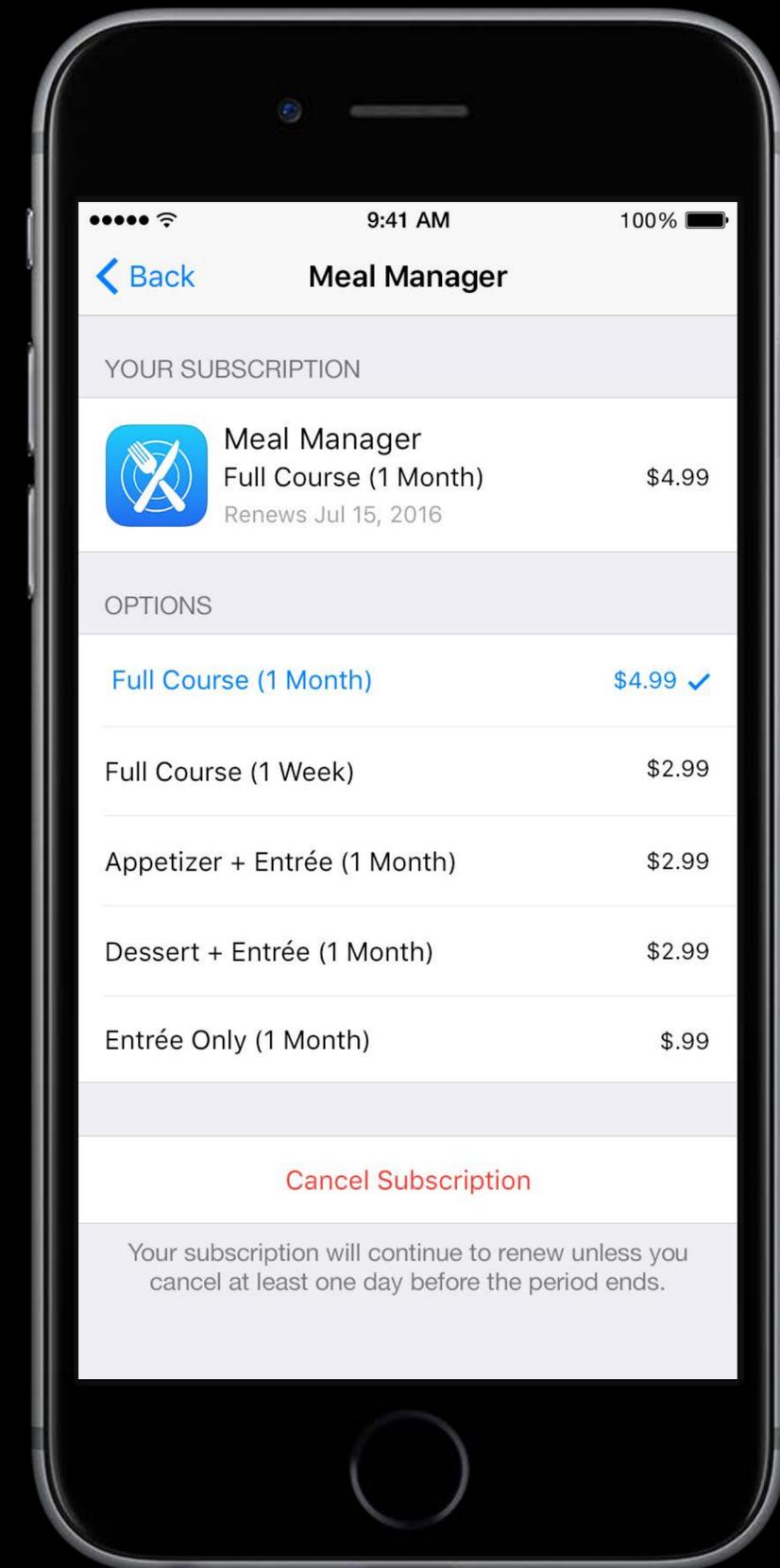


# Subscription Management



# Subscription Management

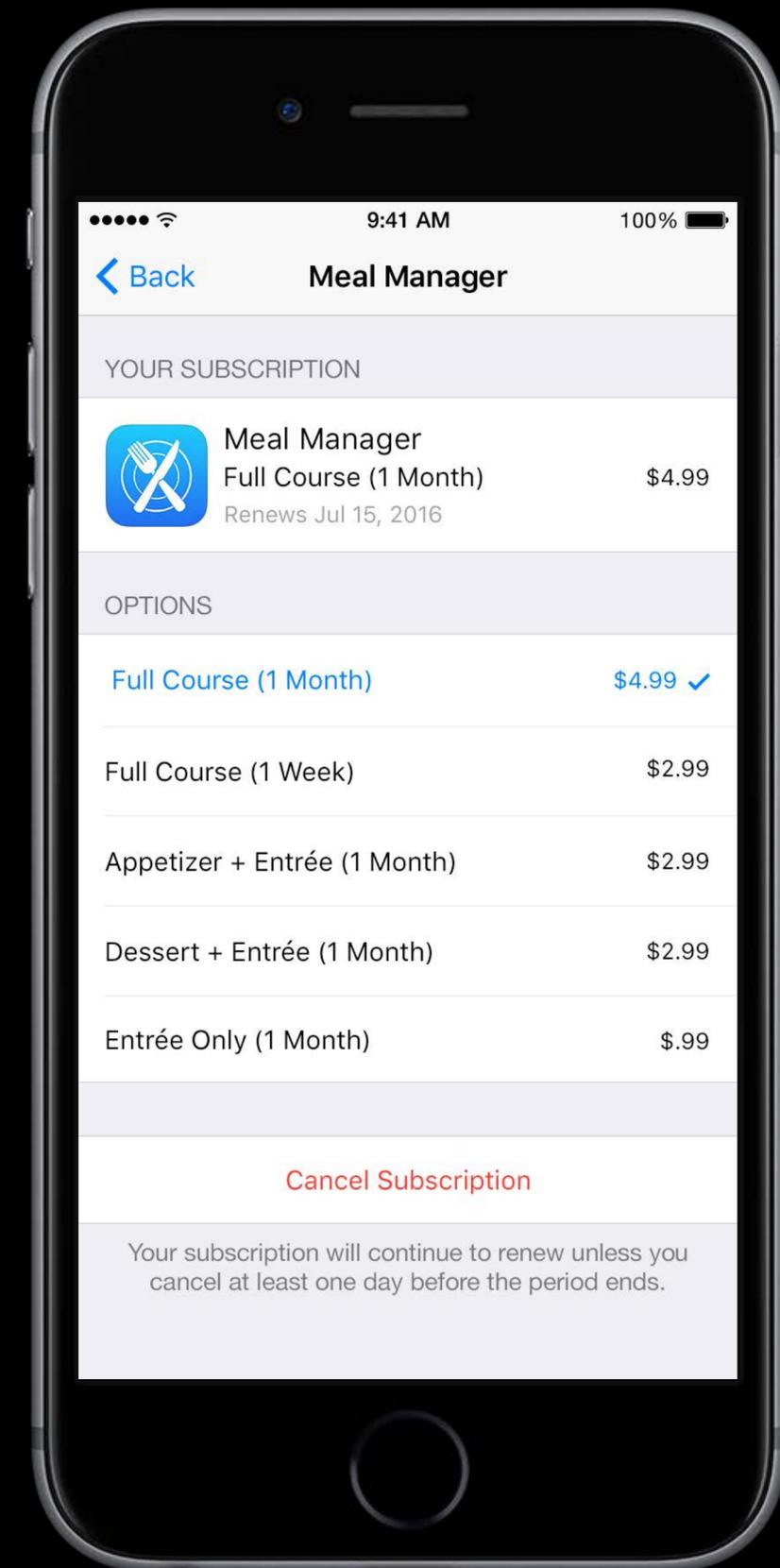
One active subscription per group



# Subscription Management

One active subscription per group

Switching within group will not affect proceeds

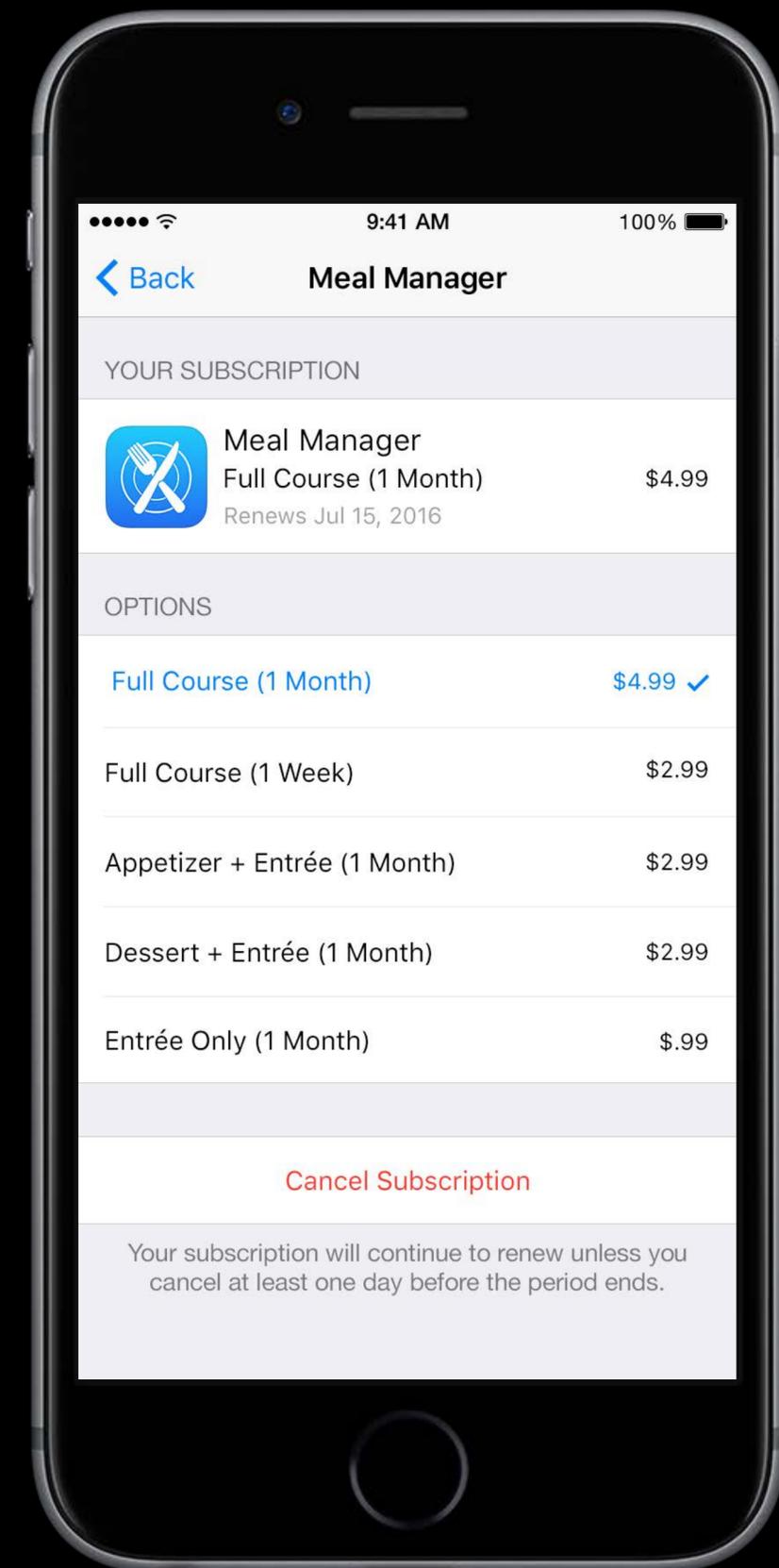


# Subscription Management

One active subscription per group

Switching within group will not affect proceeds

Upgrades go into effect immediately



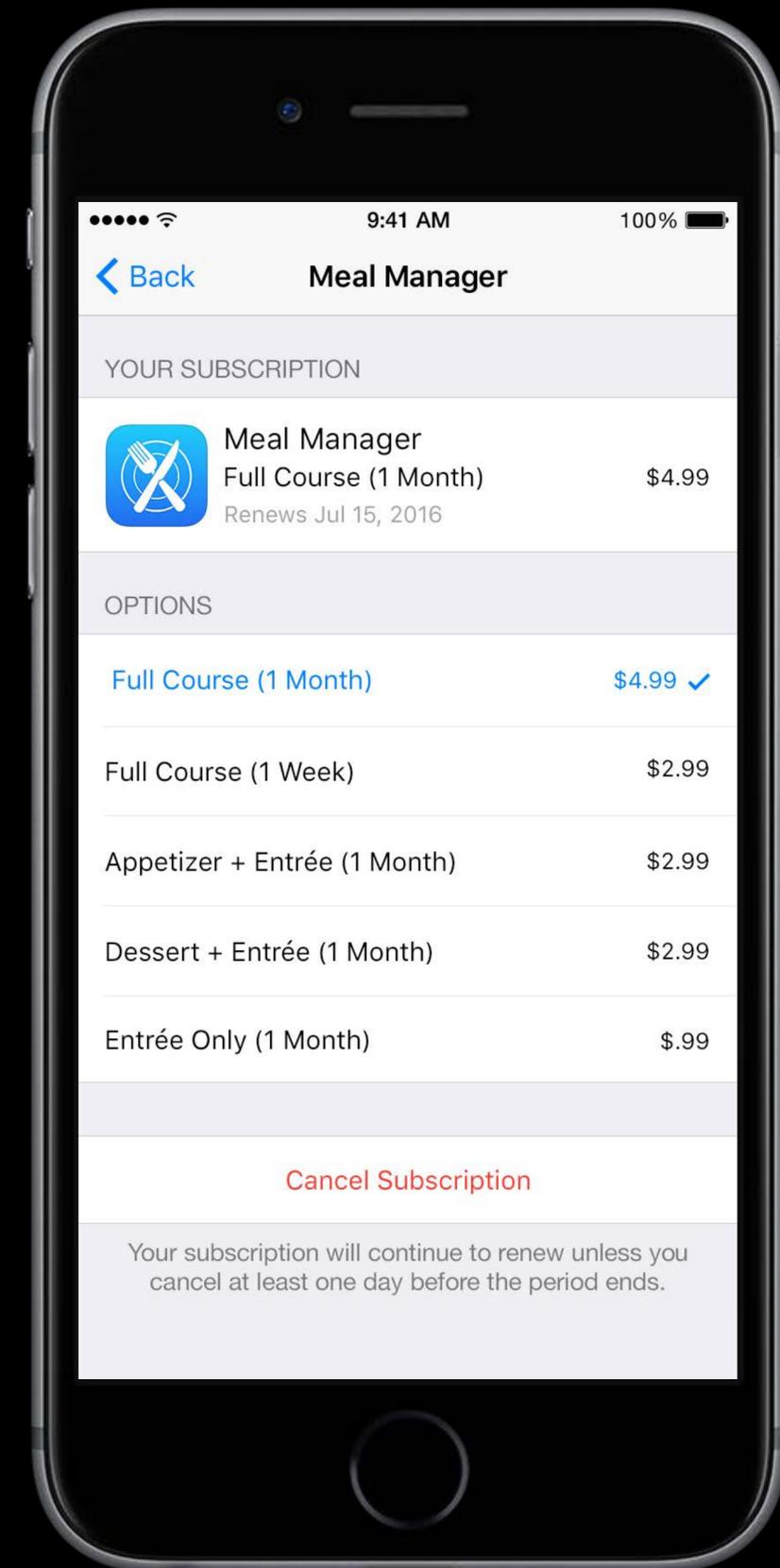
# Subscription Management

One active subscription per group

Switching within group will not affect proceeds

Upgrades go into effect immediately

Downgrades go into effect on renewal date



# Subscription Groups

# Subscription Groups Today

Subscription level

Duration

Subscription Service

1 week

1 month

1 year

# Subscription Groups Fall 2016

NEW

	Subscription level	Duration	
1	Platinum Service	1 month	1 year
2	Gold Service	1 month	1 year
3	Silver Service	1 month	1 year

# *Demo*

Jennifer Makower

Engineer, iTunes Connect

NEW

# Territory Pricing

# Territory Pricing

World

Tier 2

# Territory Pricing

World	Tier 2
Australia (AUD)	\$2.99
Austria (EUR)	€1,99
Bulgaria (EUR)	€1,99
Canada (CAD)	\$1.79
China (CNY)	¥12.00
Hong Kong (HKD)	\$15.00
India (INR)	Rs120
Ireland (EUR)	€1,99

# Territory Pricing

NEW

Sweden (SEK)

20,00 kr

# Territory Pricing

NEW

Sweden (SEK)	20,00 kr
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# Territory Pricing

NEW

Sweden (SEK) 20,00 kr

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**Austria (EUR)**

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India (INR)	Rs120
Ireland (EUR)	€1,99

# Territory Pricing

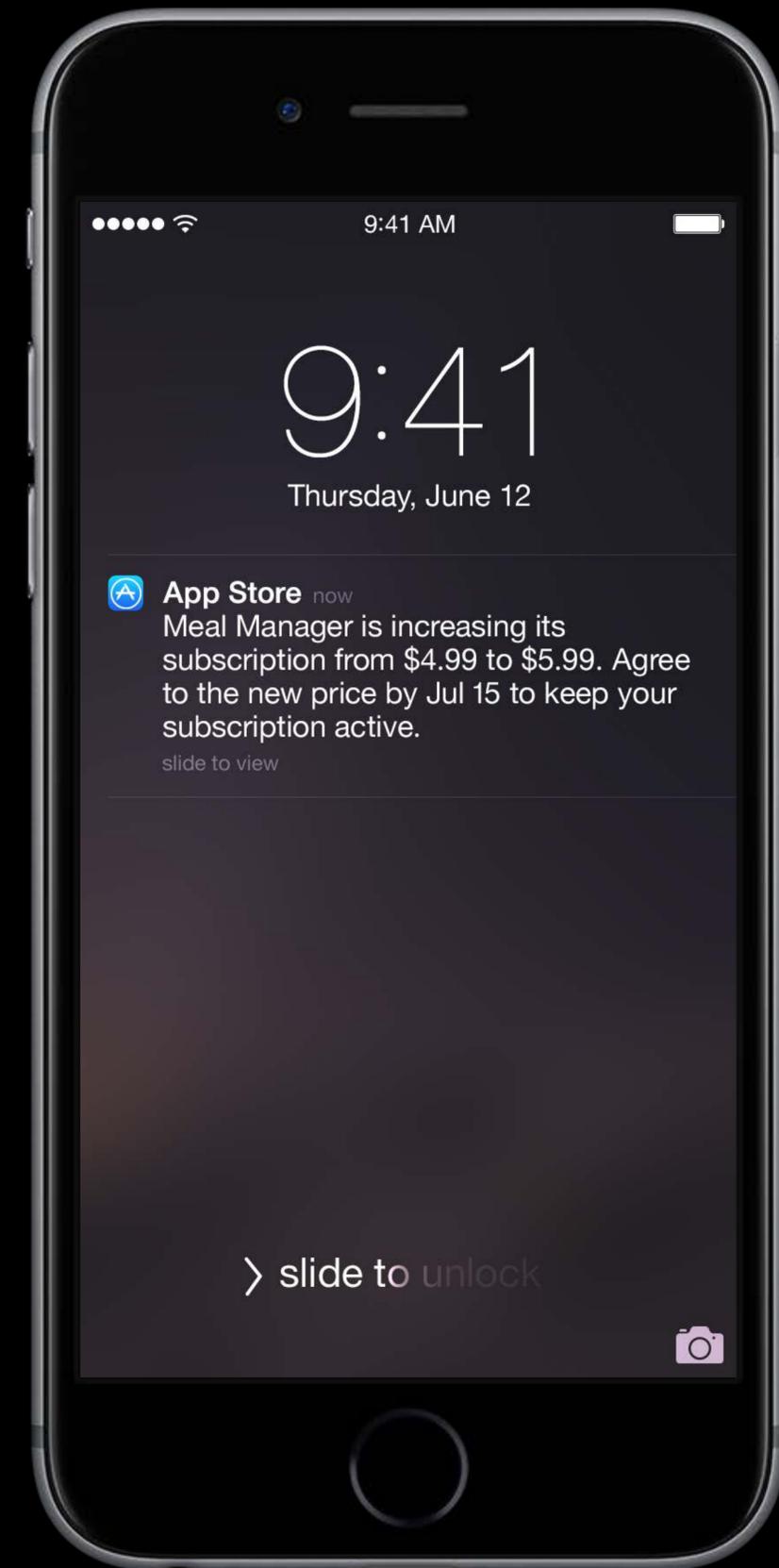
NEW

Sweden (SEK)	20,00 kr
Australia (AUD)	\$5.99
Austria (EUR)	€2,99
Bulgaria (EUR)	€1,99
Canada (CAD)	\$5.25
China (CNY)	¥12.00
Hong Kong (HKD)	\$30.00
India (INR)	Rs120
Ireland (EUR)	€1,99

# Customer Retention

# Customer Retention

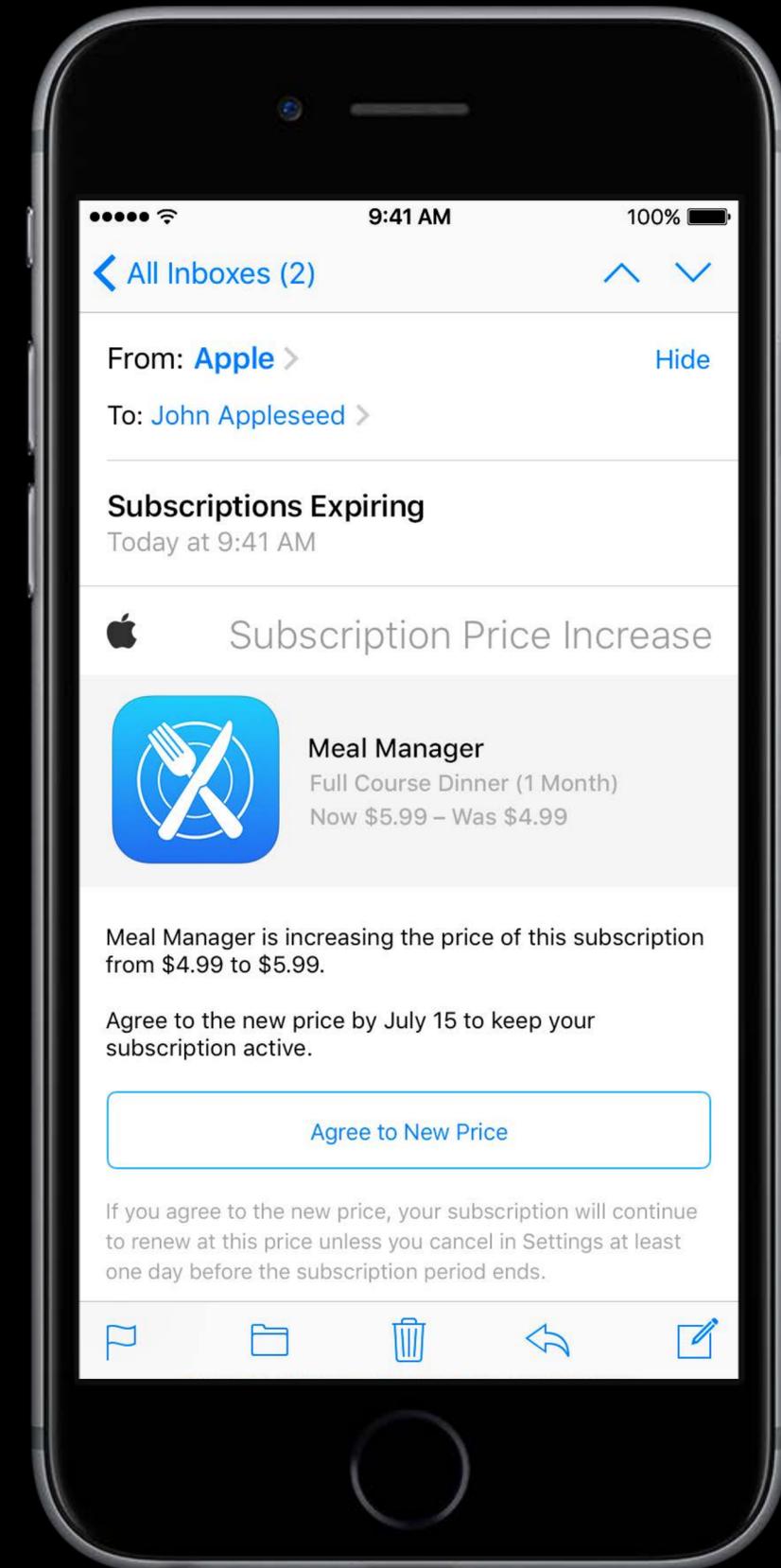
Push notifications



# Customer Retention

Push notifications

Enhanced emails

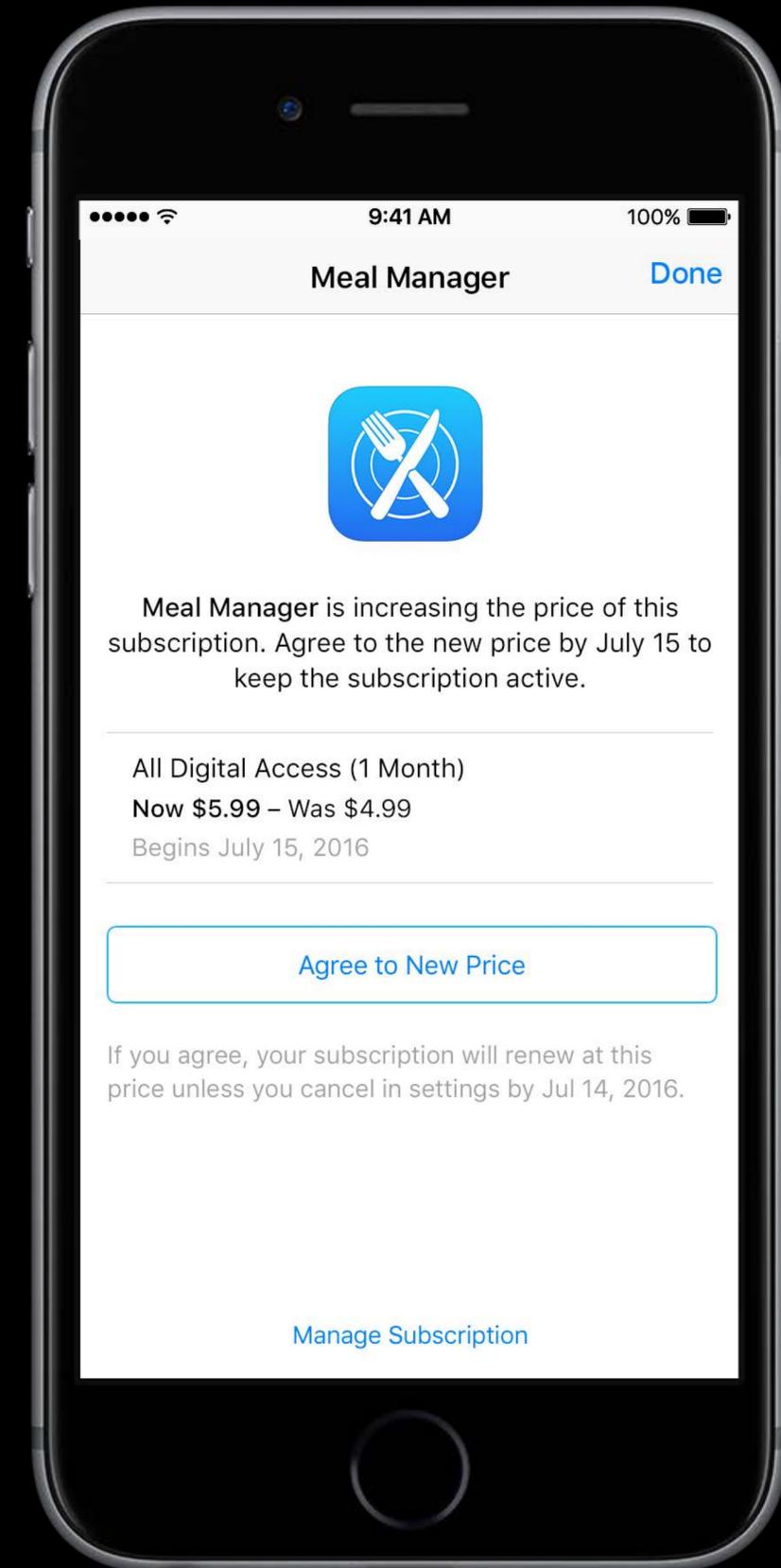


# Customer Retention

Push notifications

Enhanced emails

Simple agreement



NEW

# Preserve Price

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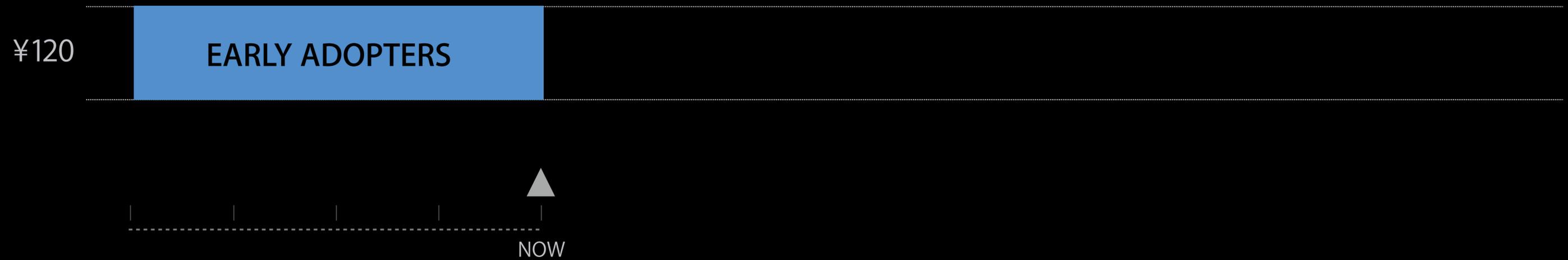
¥120



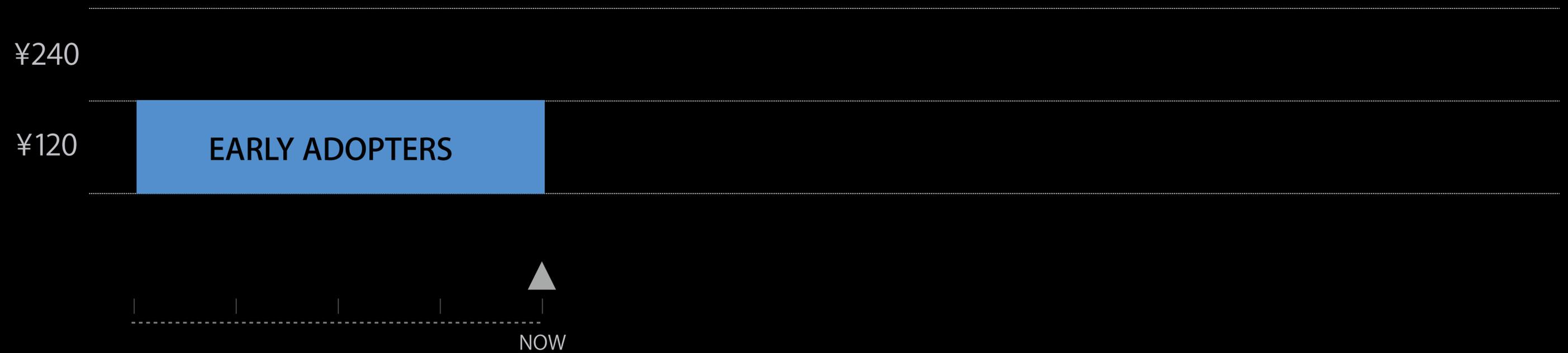
# Preserve Price



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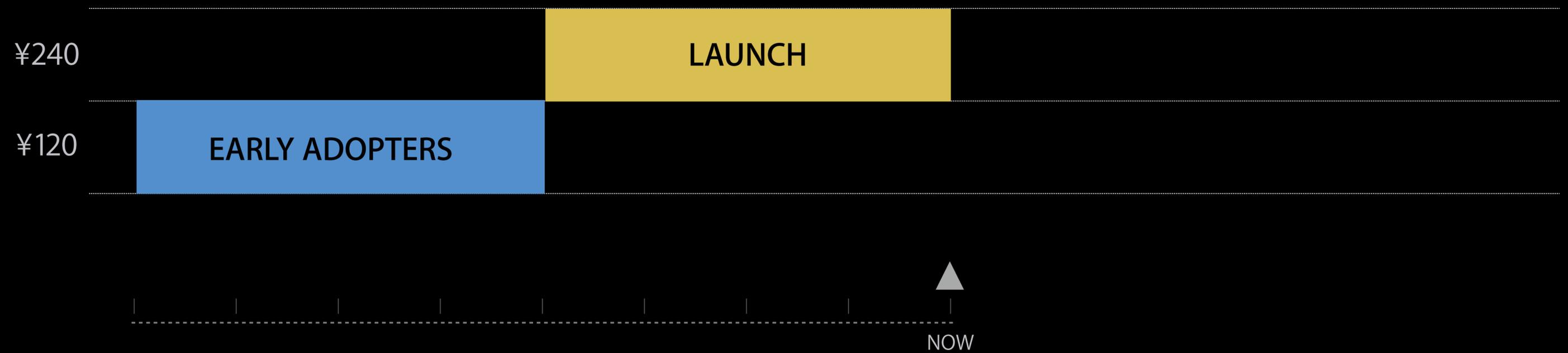
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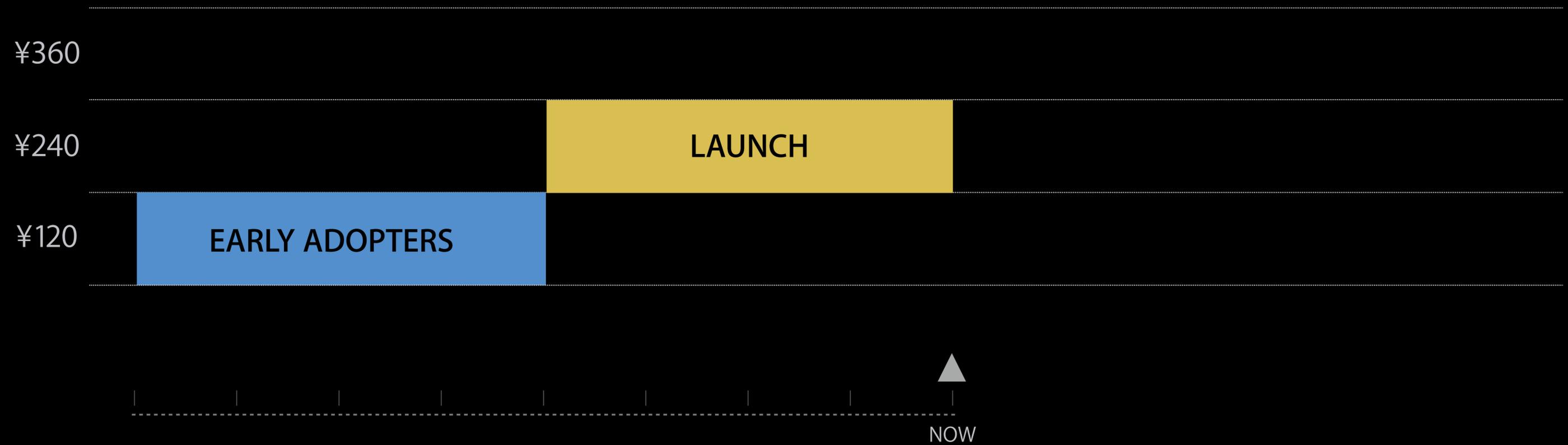
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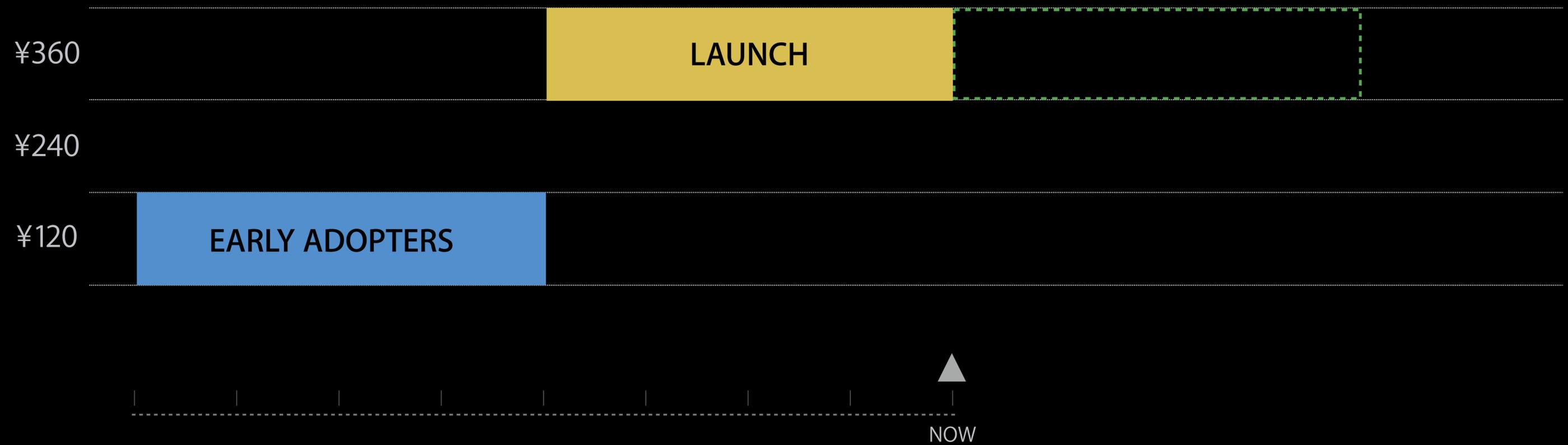
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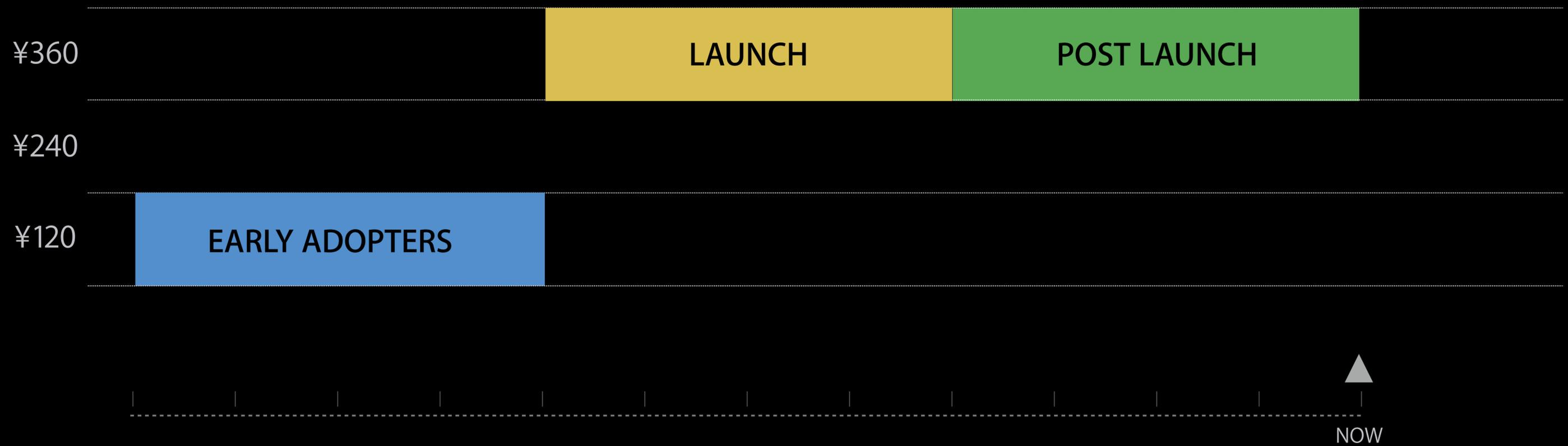
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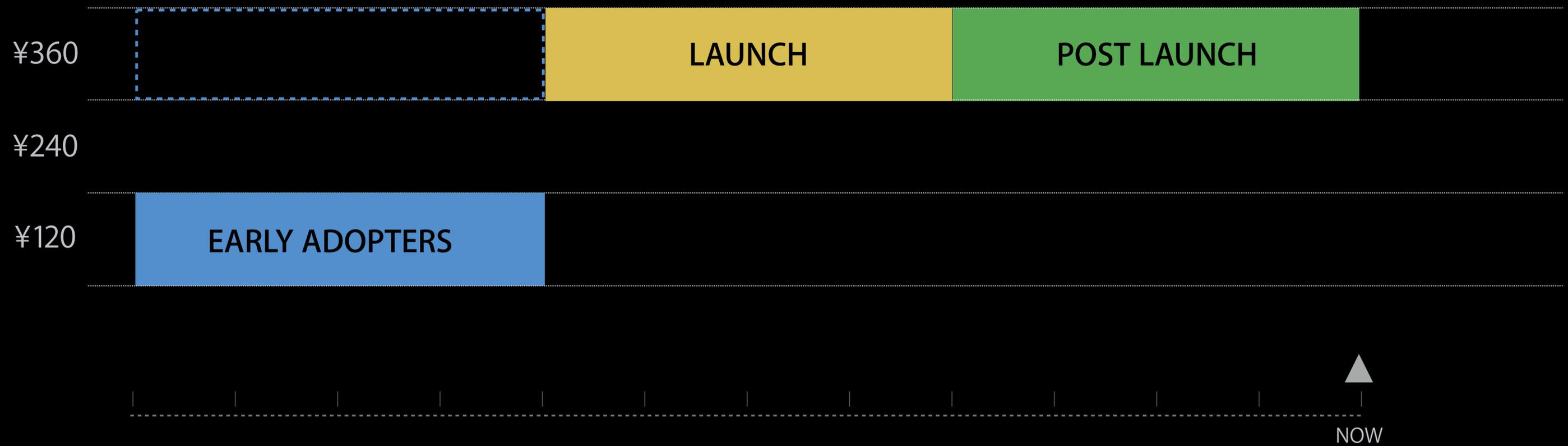
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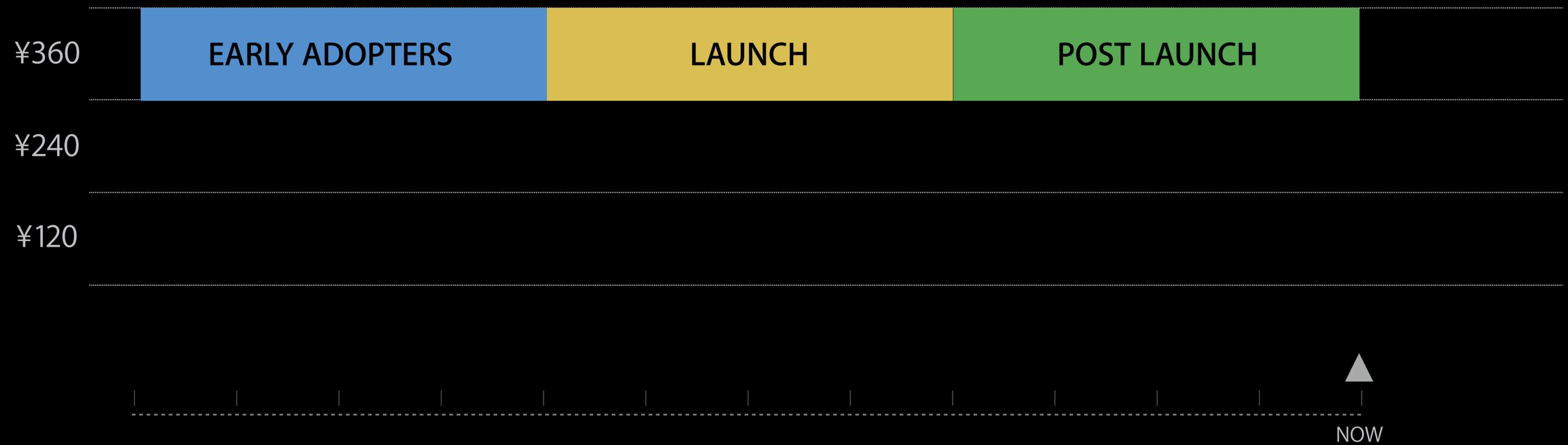
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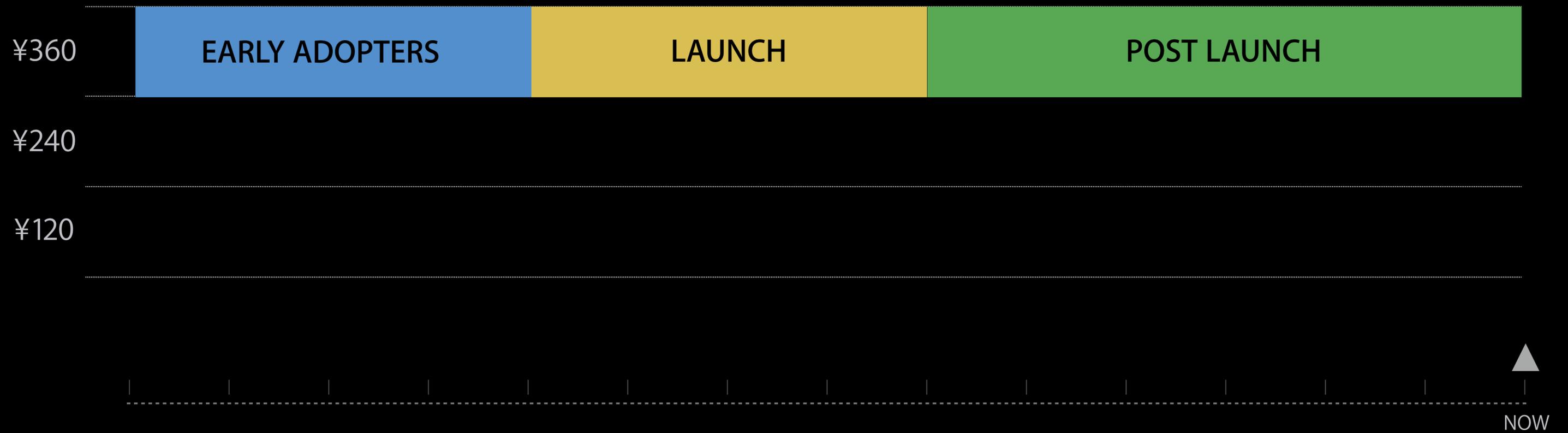
# Preserve Price



# Preserve Price



# Preserve Price



# *Demo*

Jennifer Makower

Engineer, iTunes Connect

# Summary

# Summary

Increased proceeds

# Summary

Increased proceeds

Expanded categories

# Summary

Increased proceeds

Expanded categories

Upgrades and downgrades

# Summary

Increased proceeds

Expanded categories

Upgrades and downgrades

Territory pricing

# Summary

Increased proceeds

Expanded categories

Upgrades and downgrades

Territory pricing

Improved consent

# Summary

Increased proceeds

Expanded categories

Upgrades and downgrades

Territory pricing

Improved consent

Preserve prices

More Information

<https://developer.apple.com/wwdc16/301>

# Related Sessions

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Using Store Kit for In-App Purchases with Swift 3

Mission

Tuesday 11:00am

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What's New in iTunes Connect

Presidio

Friday 1:40pm

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# Labs

In-App Purchase / Subscriptions Lab 1	Frameworks Lab B	Wednesday 9:00AM
In-App Purchase / Subscriptions Lab 2	Graphics, Games, and Media Lab A	Friday 9:00AM
iTunes Connect Lab	Fort Mason	Wednesday 1:00PM
iTunes Connect Lab	Fort Mason	Thursday 3:30PM
iTunes Connect and App Analytics Lab	App Store Lab B	All Week 9:00 AM
Business and Marketing Lab	App Store Lab E	All Week 9:00 AM



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