Introducing Expanded Subscriptions in iTunes Connect

Session 301

Daniel Miao Engineering Manager, iTunes Connect

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What is an In-App Purchase?

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Digital content or service bought within app

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App offering before purchasing add-ons

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Digital content or service bought within app

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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

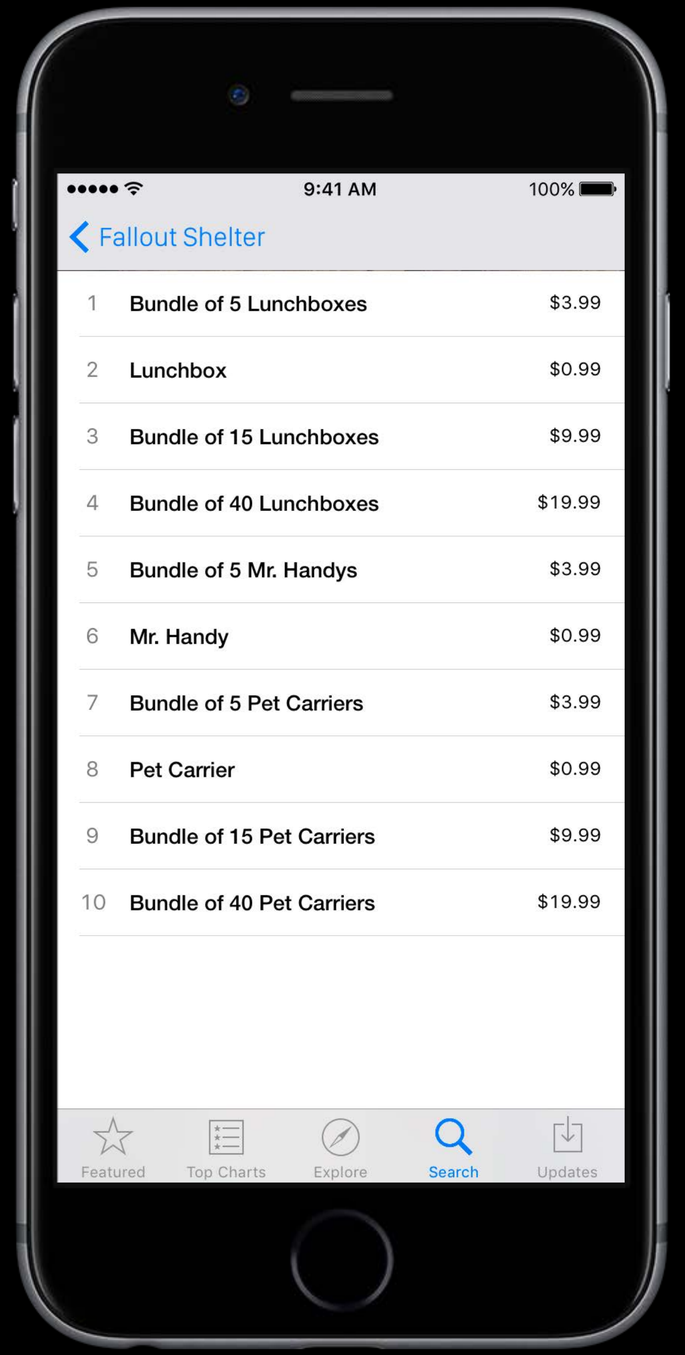
~~Free subscriptions~~ (Fall 2016)

Consumable

Purchase once per use

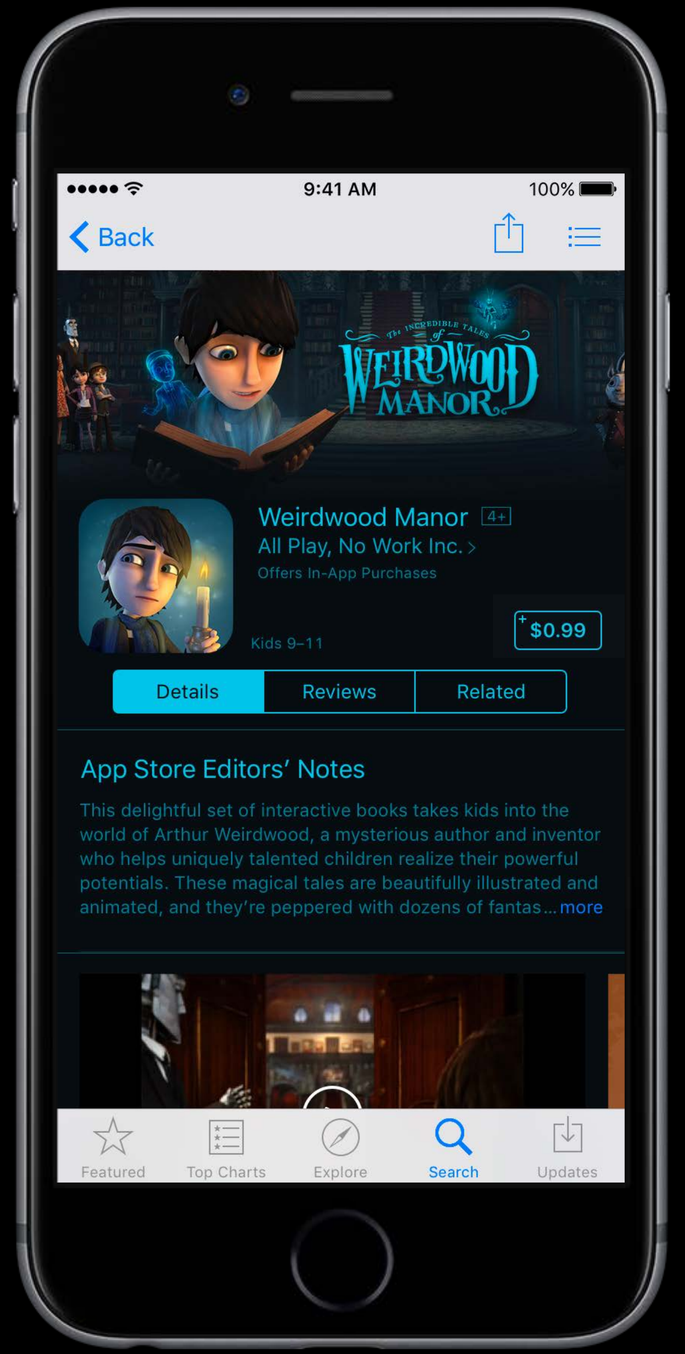
Consumable

Purchase once per use



Non-Consumable

Purchase once and use indefinitely



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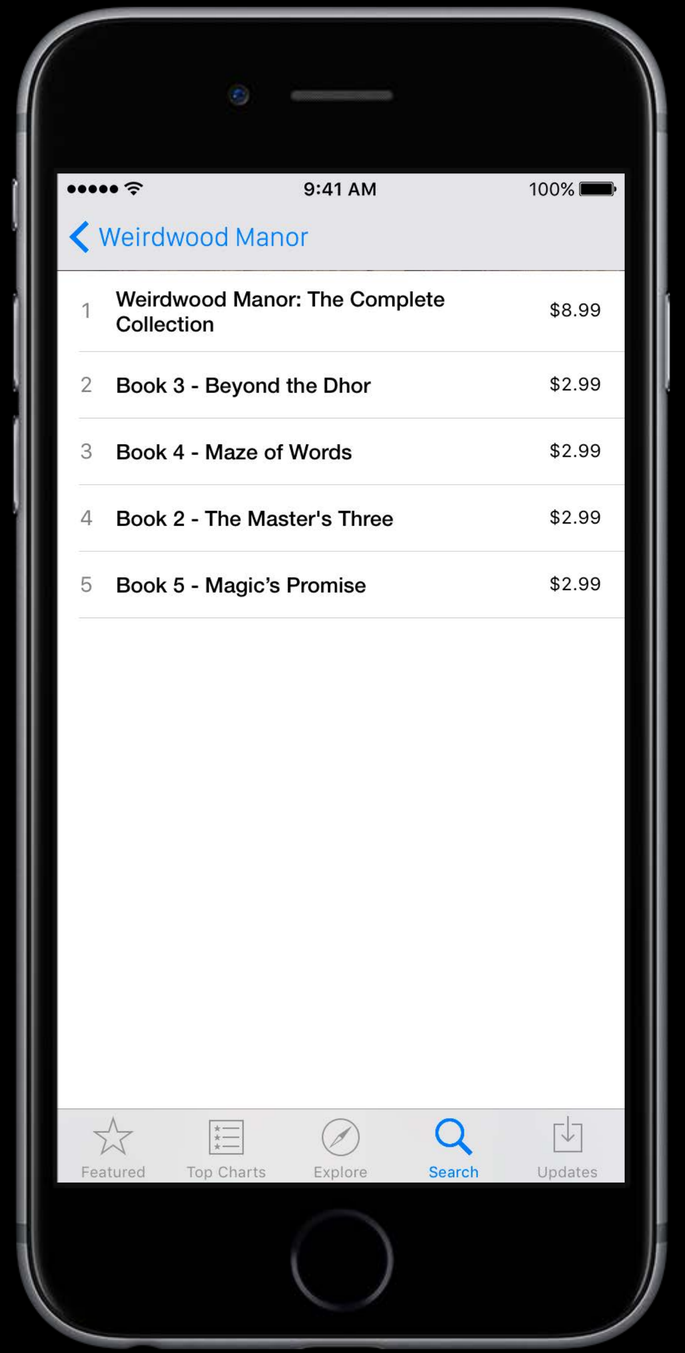
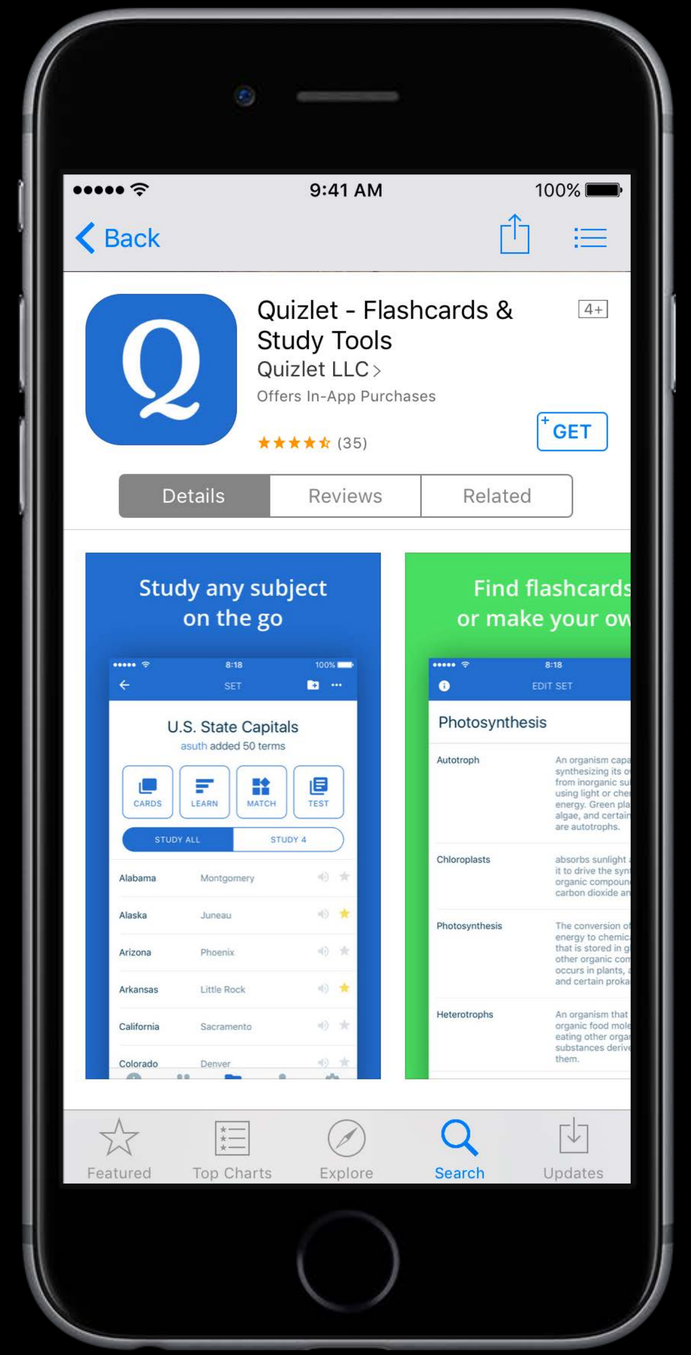


Non-Renewable Subscription

Purchased and available for a limited time



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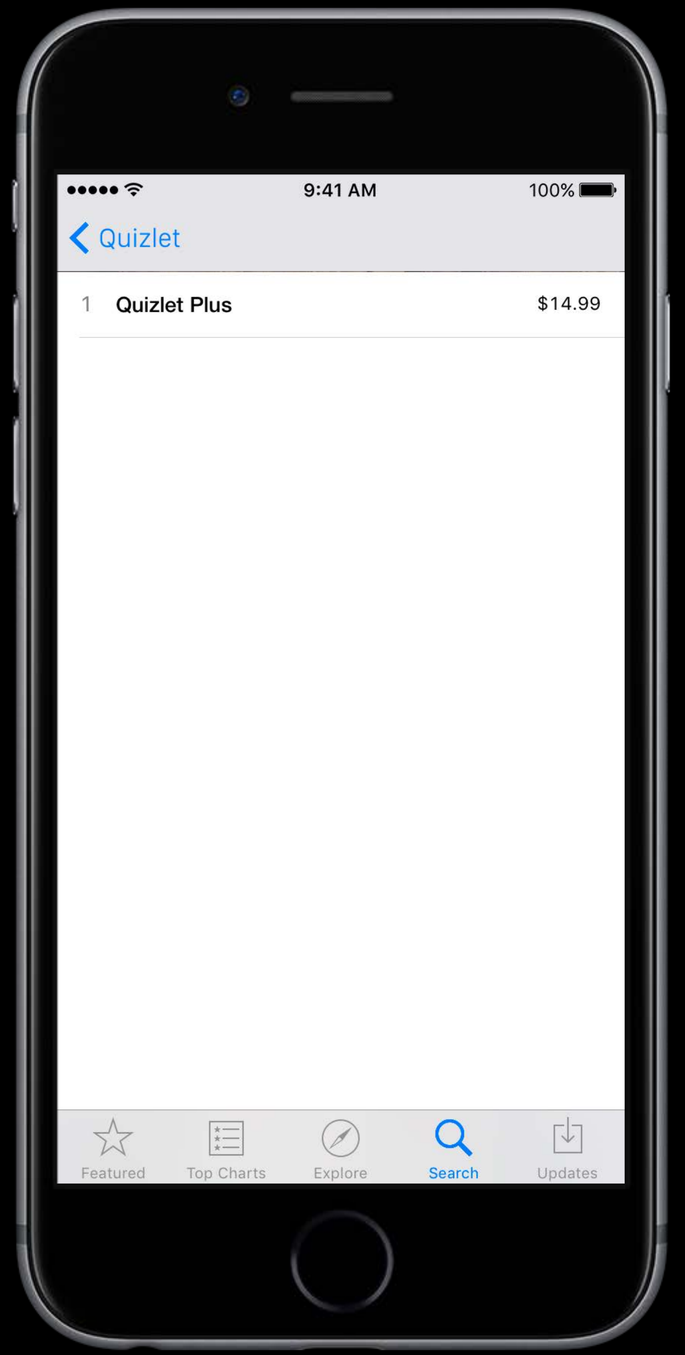
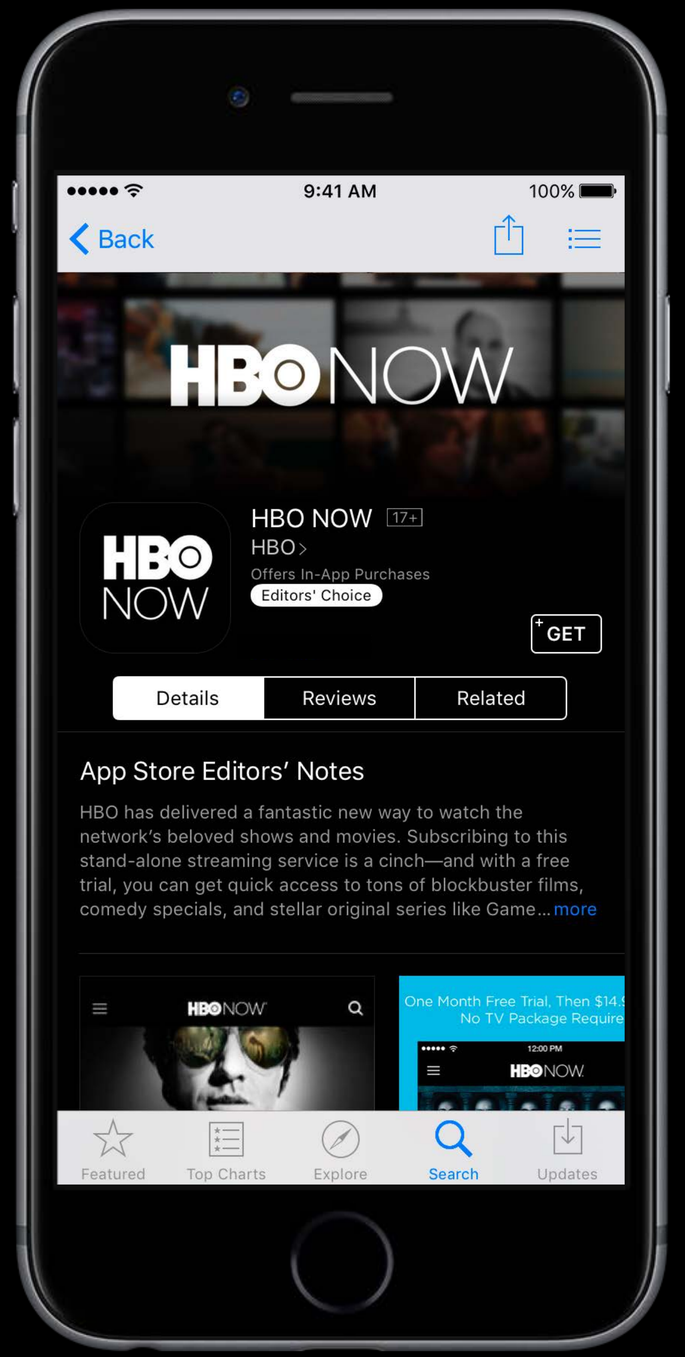


Auto-Renewable Subscription

Automatically renews at regular intervals



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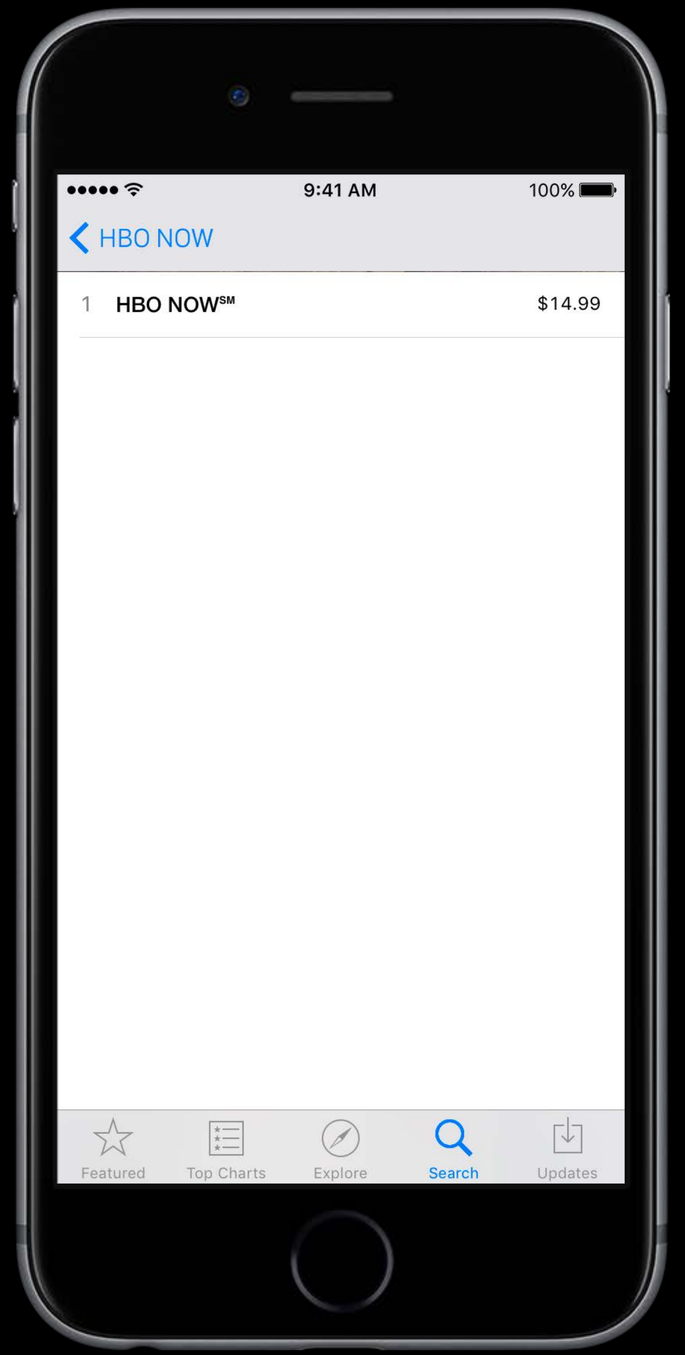

Auto-Renewable Subscriptions

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

Subscription Management

App Icon

App Name

Subscription Group Name

In-App Purchase Name

Duration

Subscription Management

App Icon

App Name

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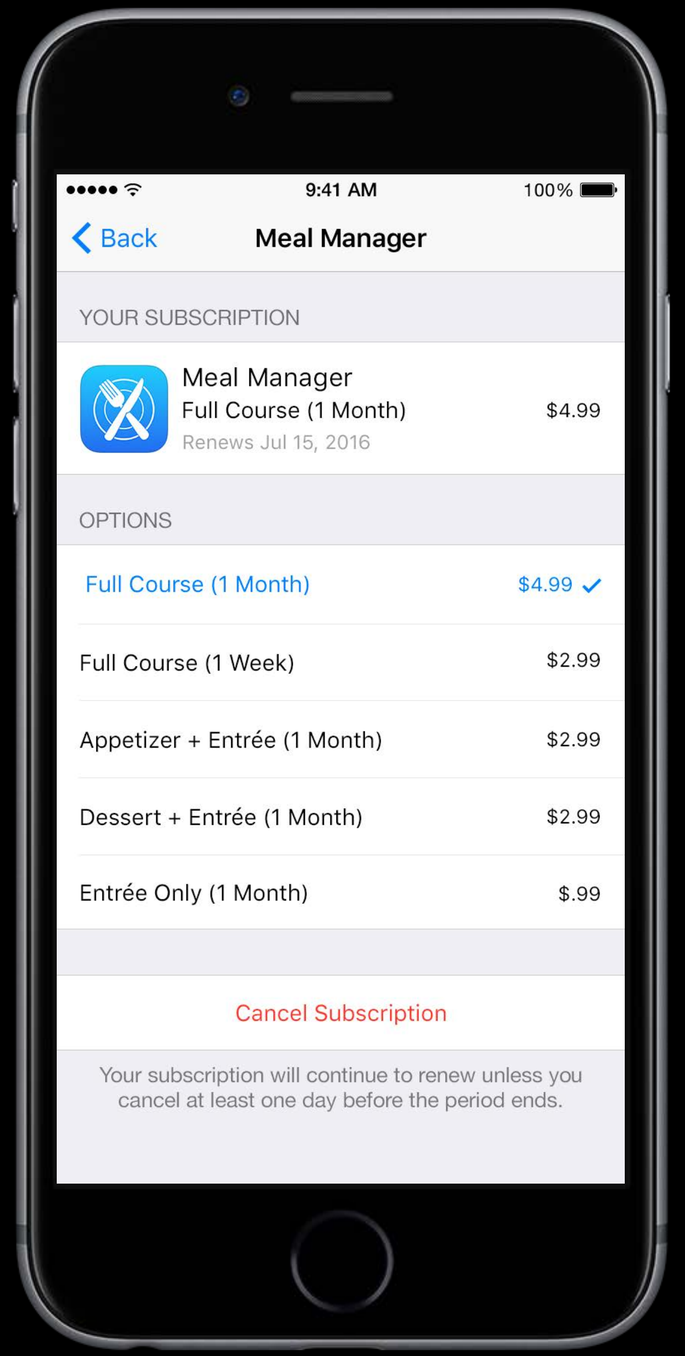
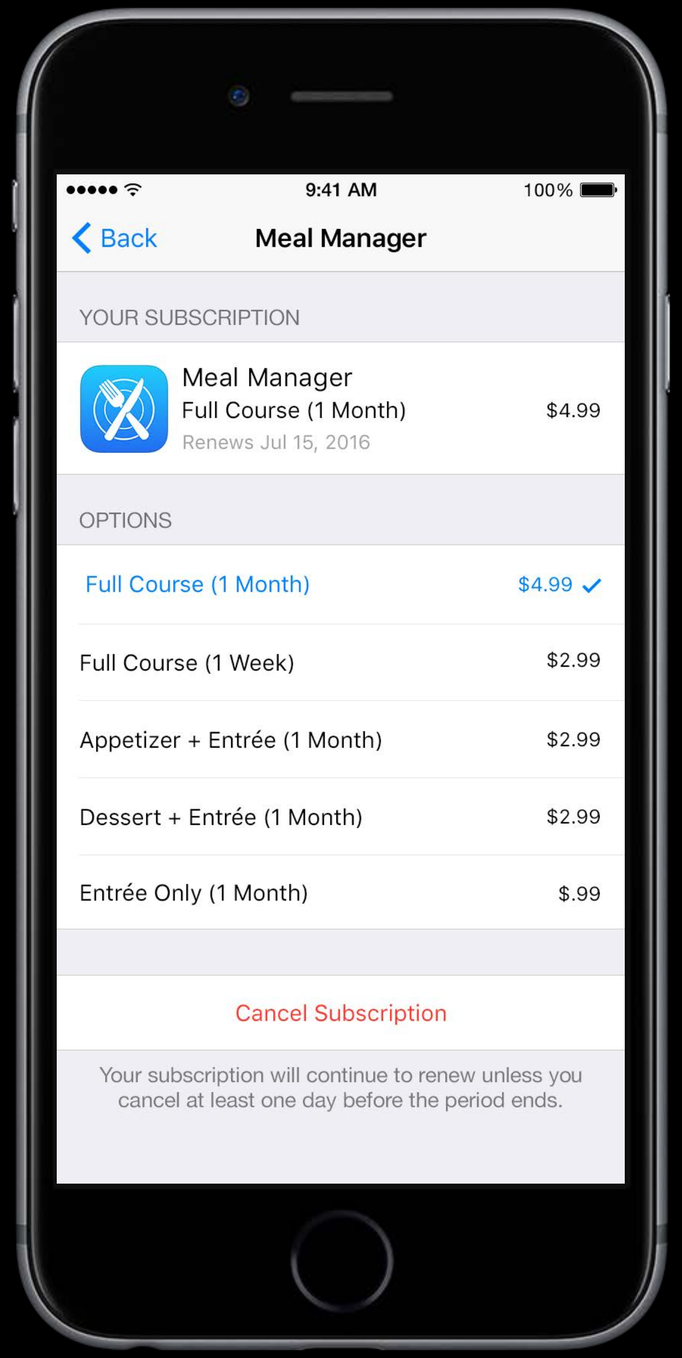
Subscription Management



Subscription Management

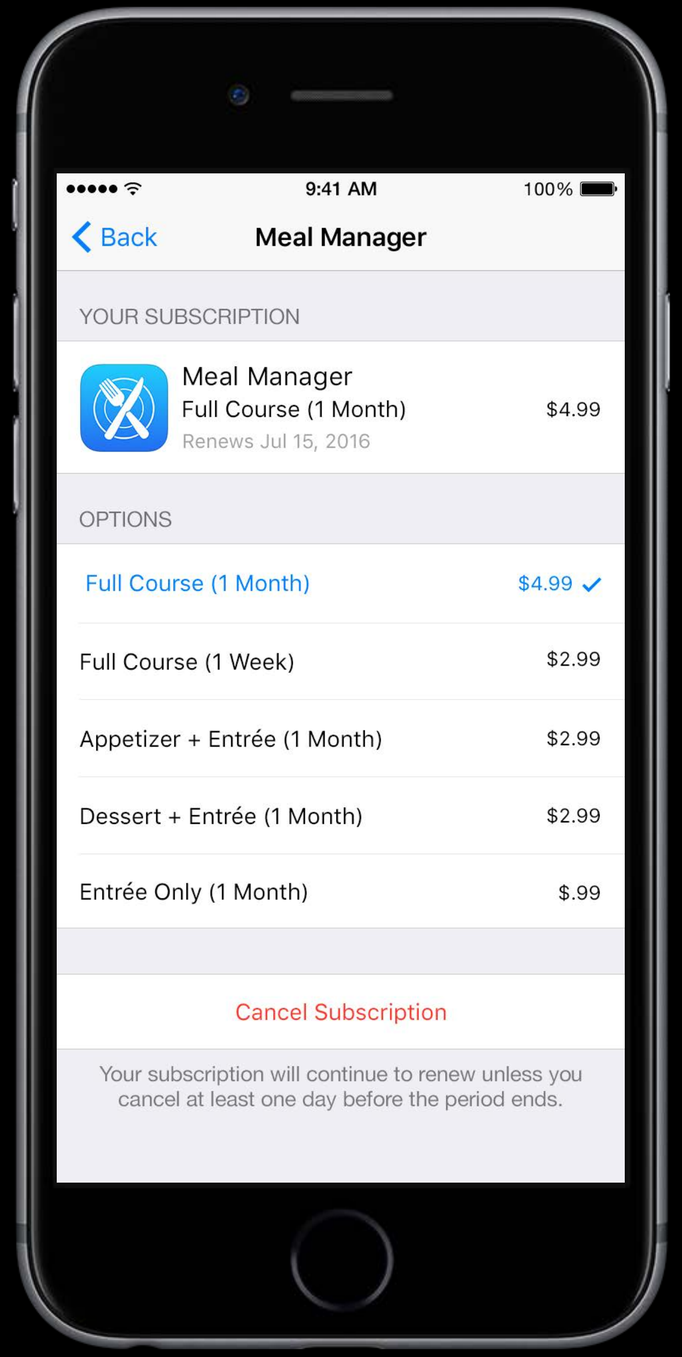
One active subscription per group



Subscription Management

One active subscription per group

Switching within group will not affect proceeds

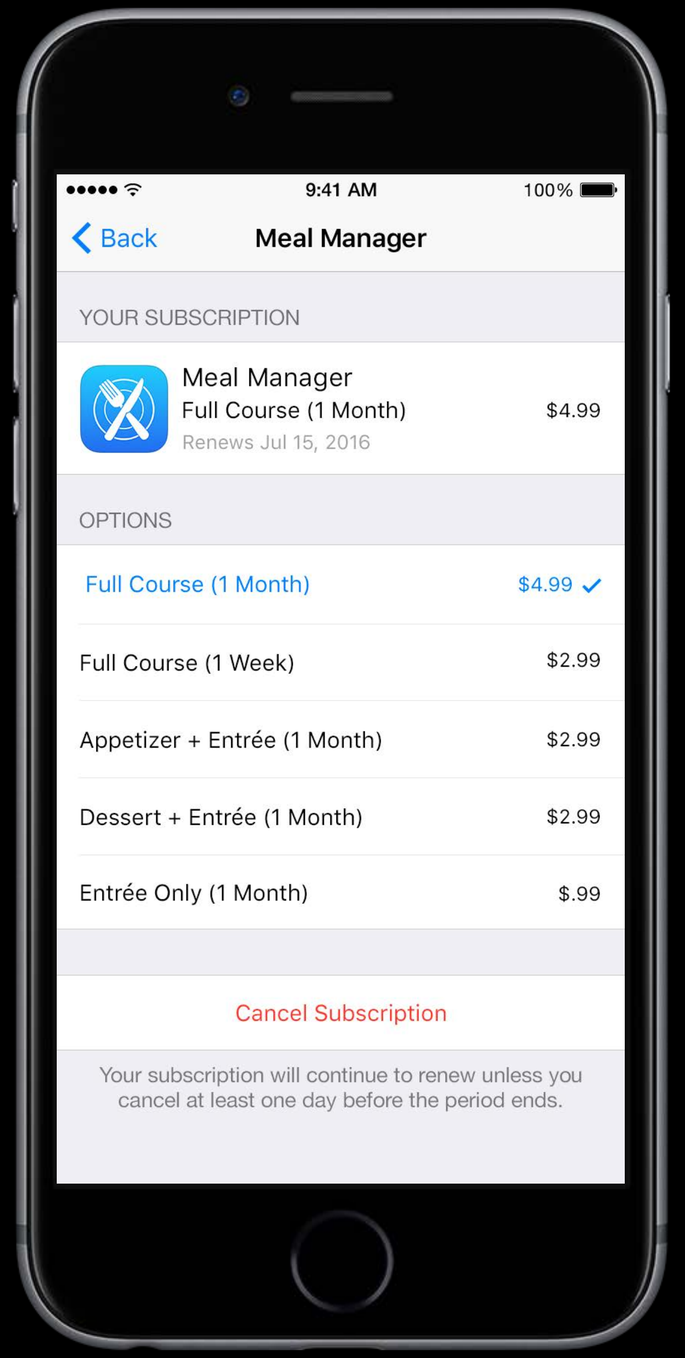


Subscription Management

One active subscription per group

Switching within group will not affect proceeds

Upgrades go into effect immediately



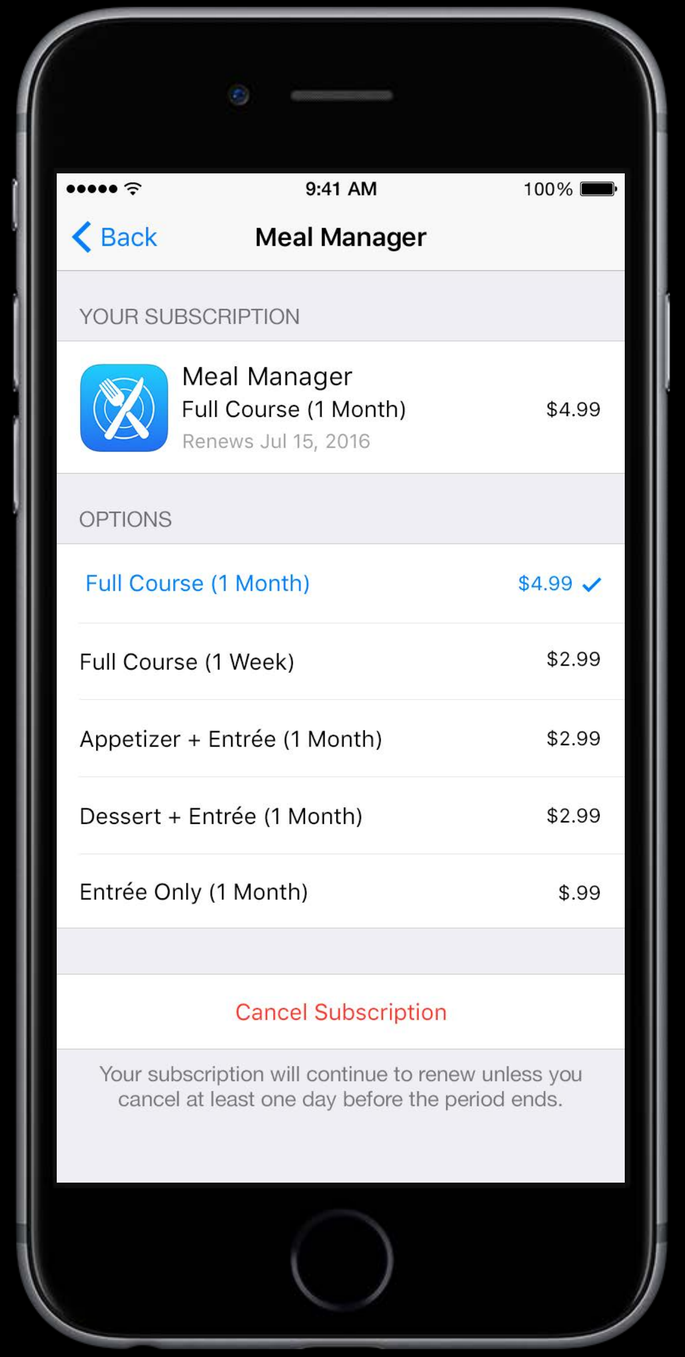
Subscription Management

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

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Territory Pricing

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Sweden (SEK)	20,00 kr
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Territory Pricing

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Territory Pricing

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Bulgaria (EUR)	€1,99
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China (CNY)	¥12.00
Hong Kong (HKD)	$15.00
India (INR)	Rs120
Ireland (EUR)	€1,99

Territory Pricing

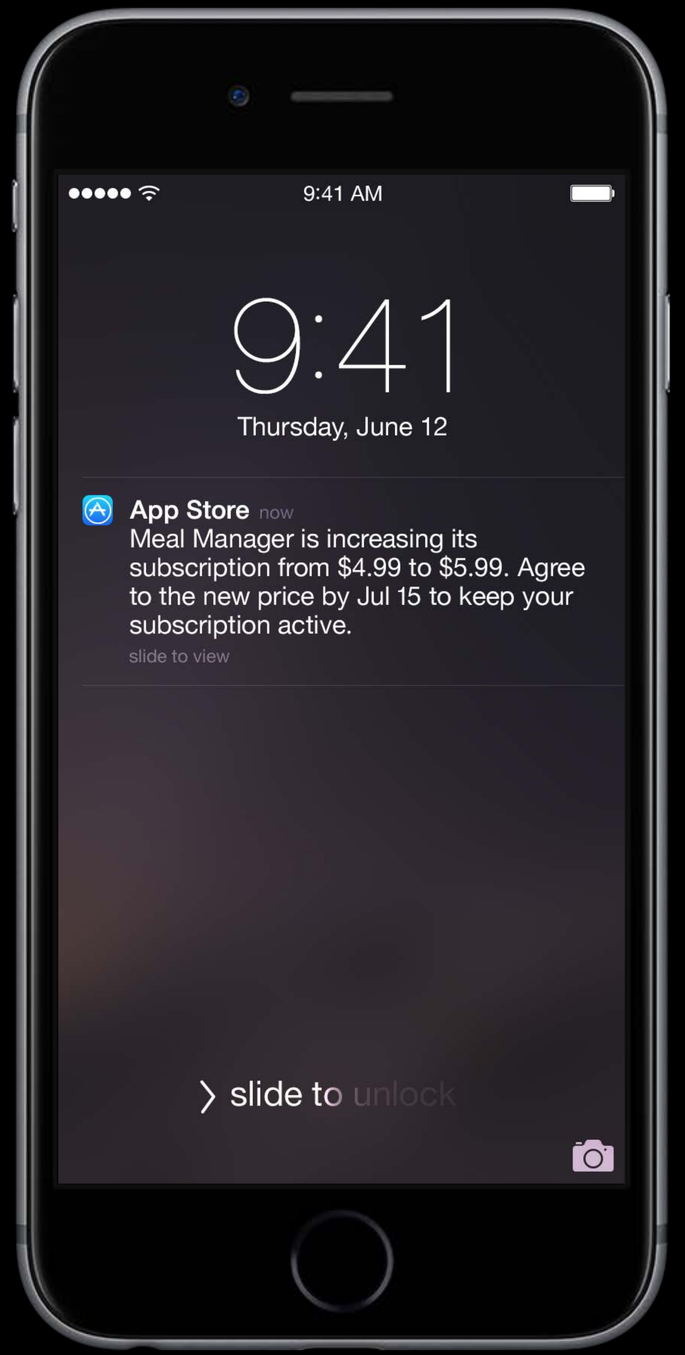
NEW

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

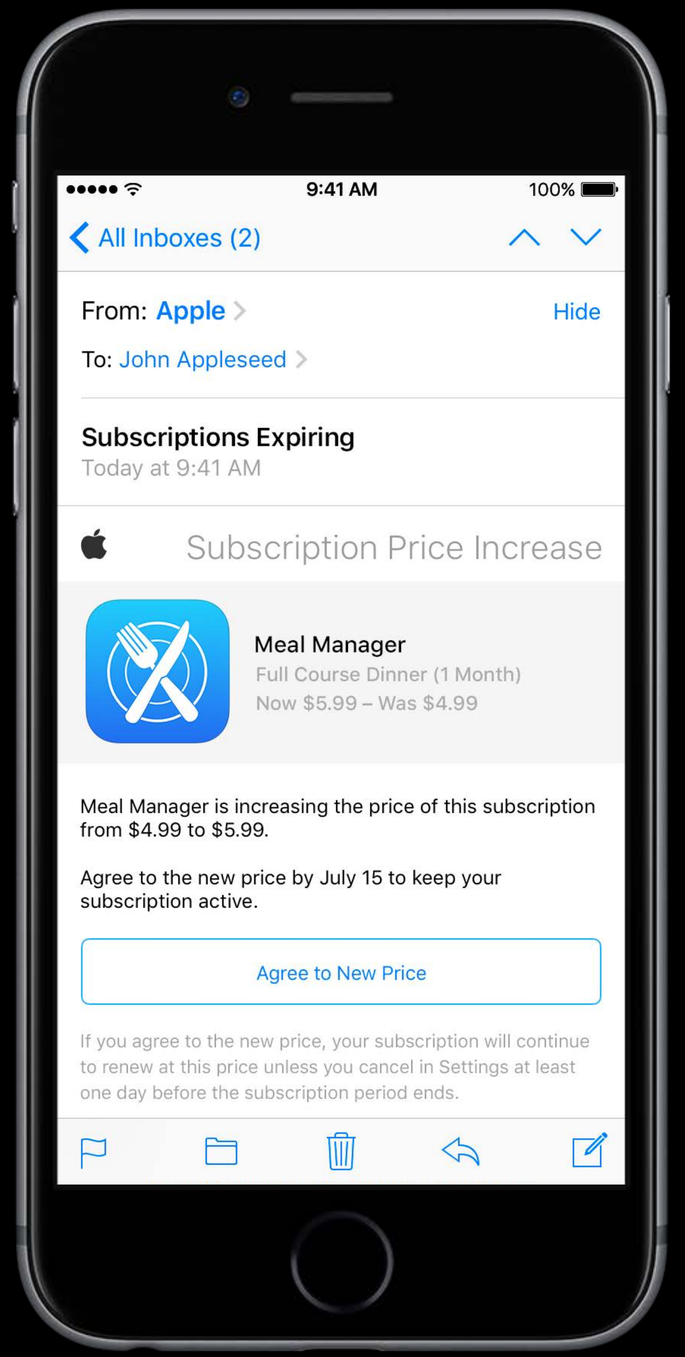
Push notifications



Customer Retention

Push notifications

Enhanced emails

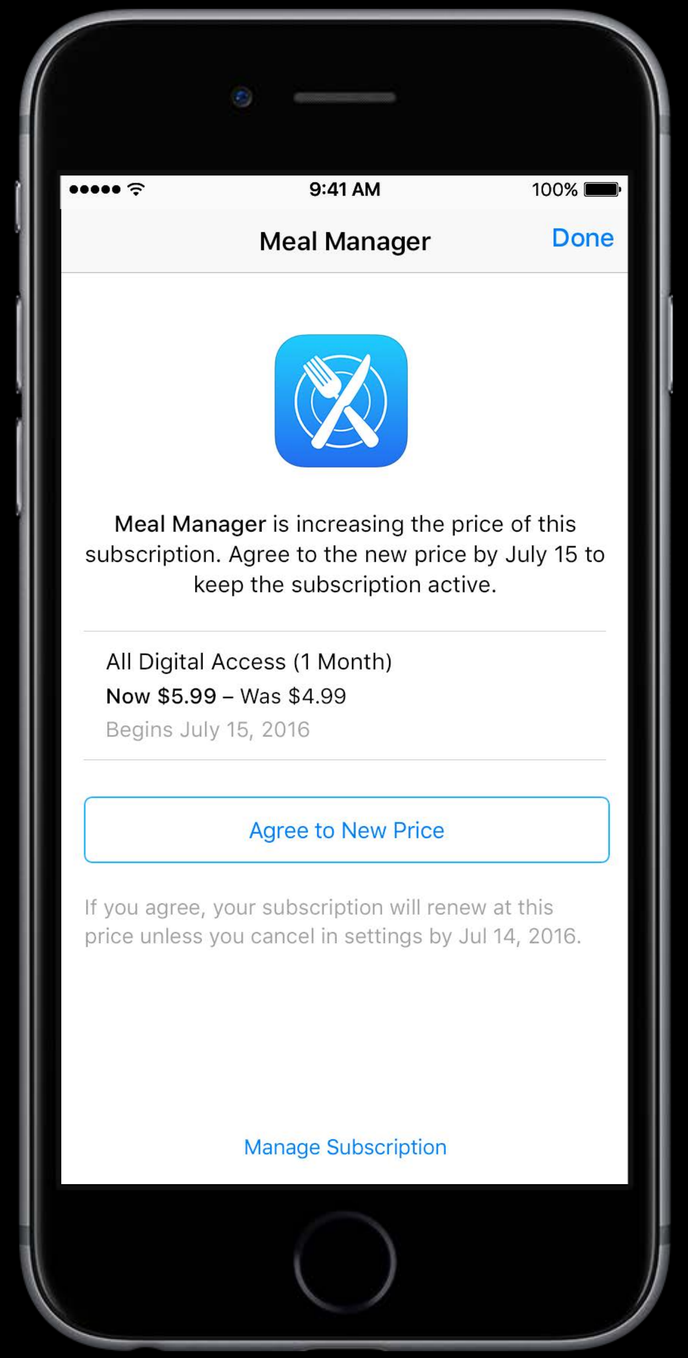


Customer Retention

Push notifications

Enhanced emails

Simple agreement



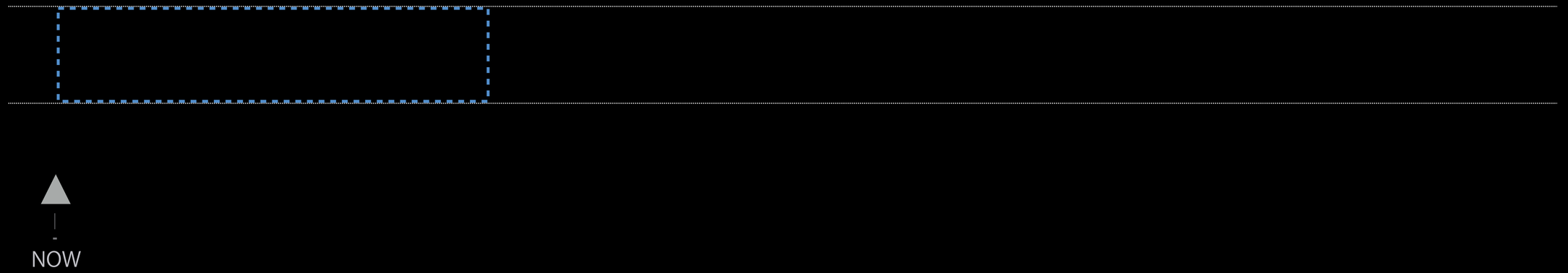
NEW

Preserve Price

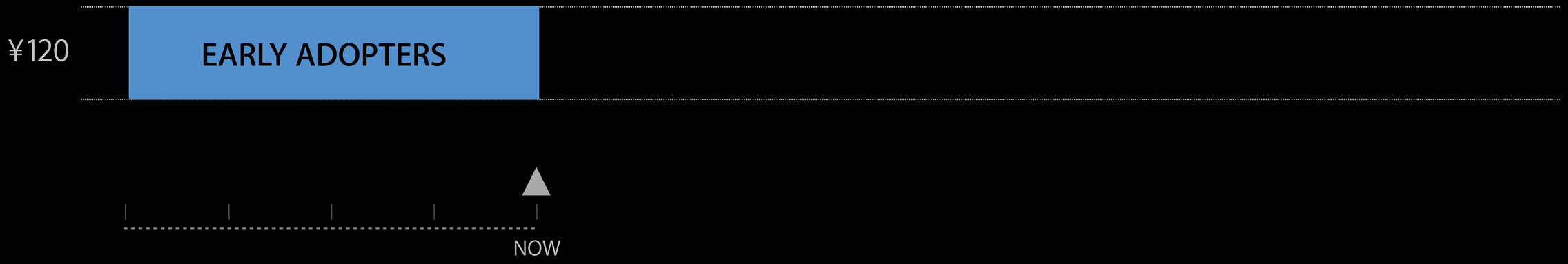
Preserve Price

¥120

Preserve Price



Preserve Price



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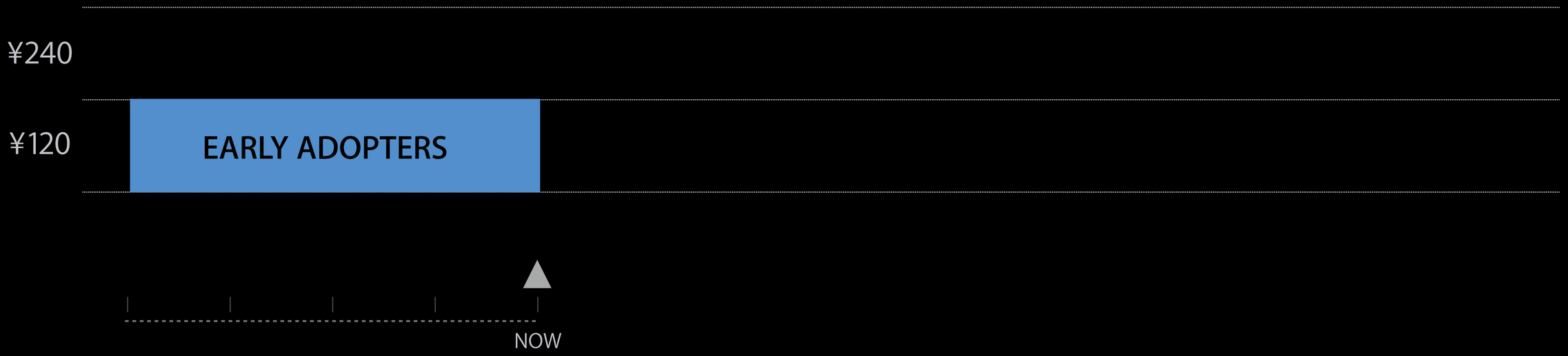

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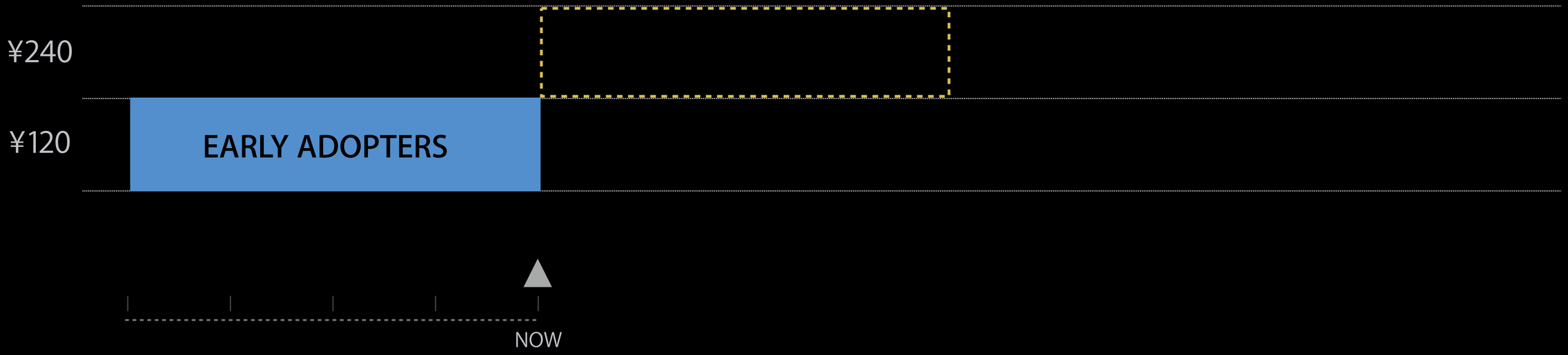

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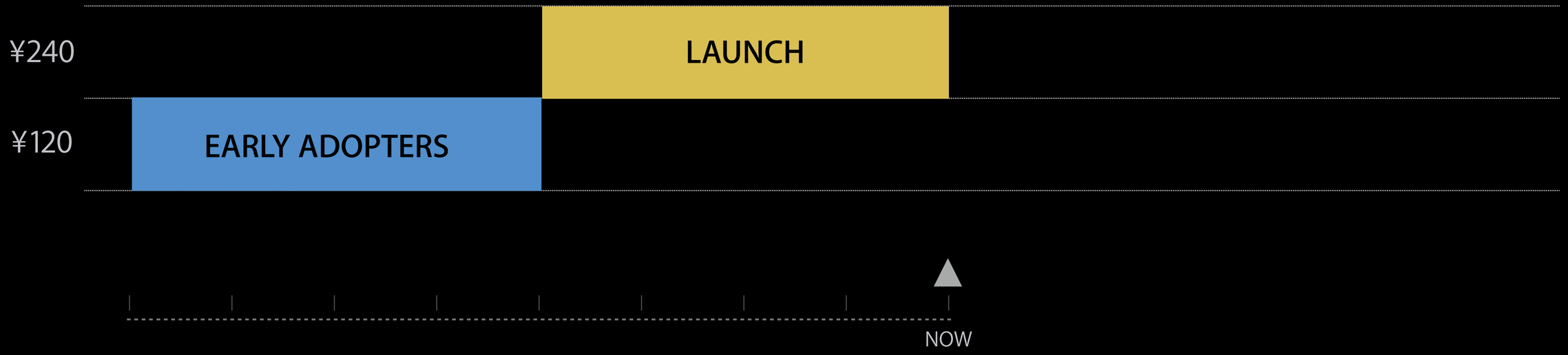

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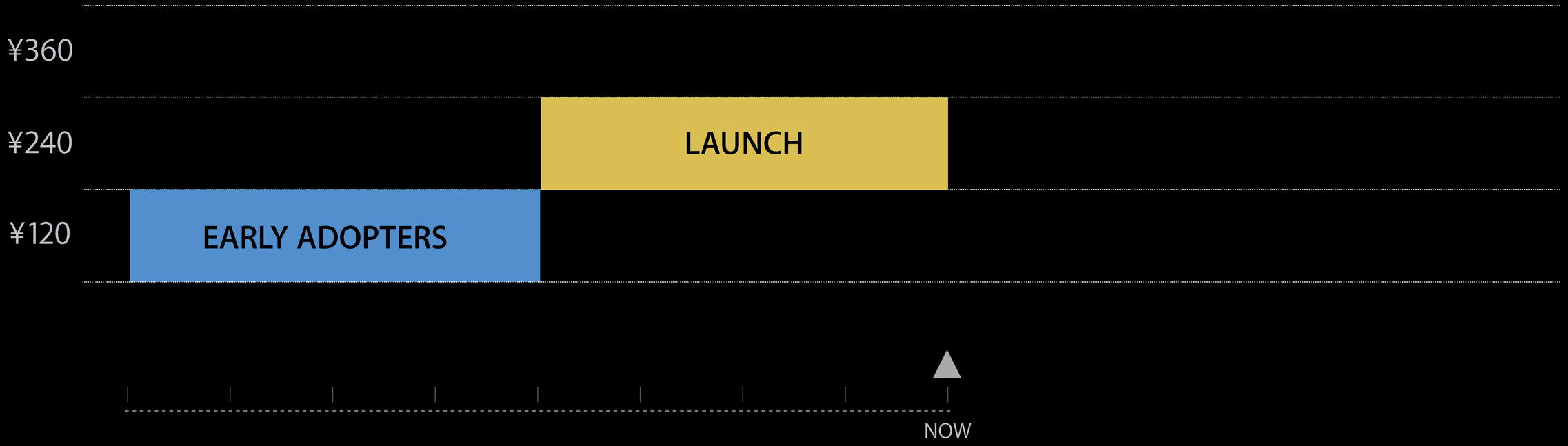

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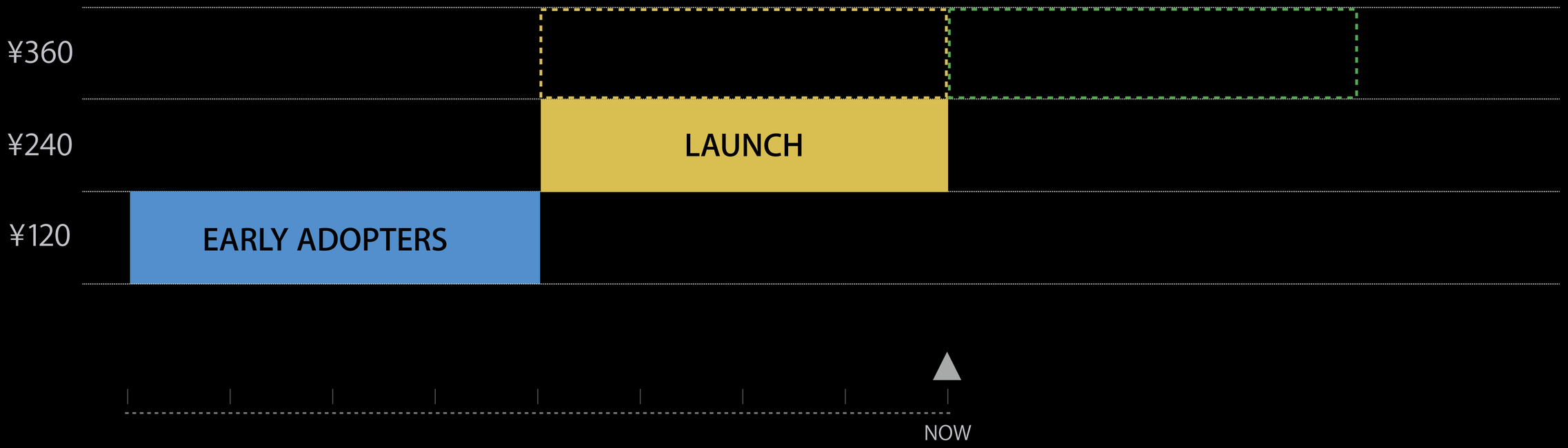

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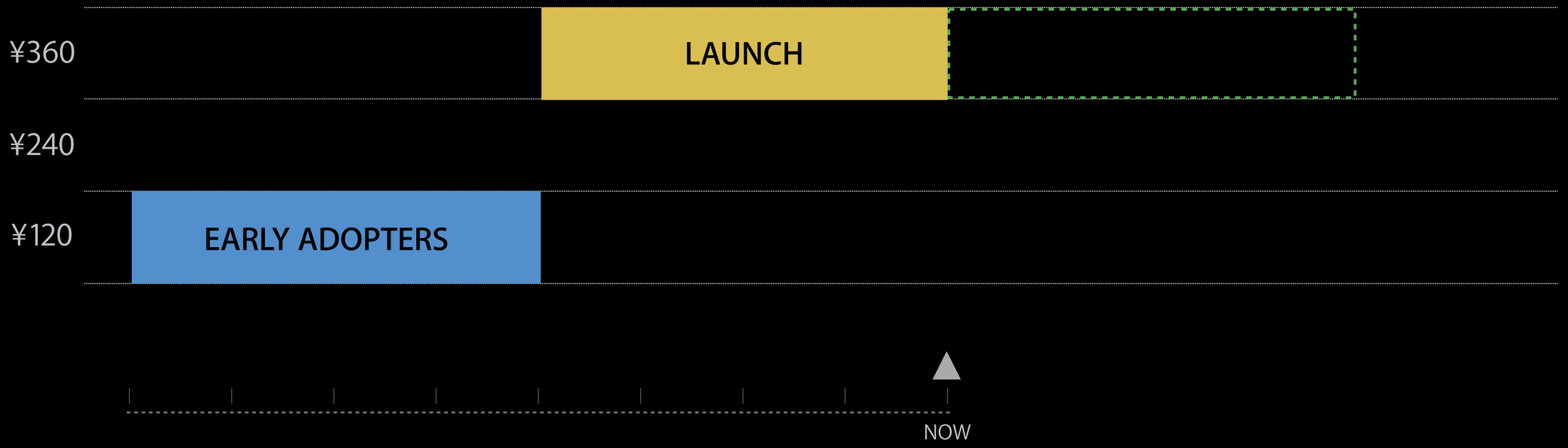

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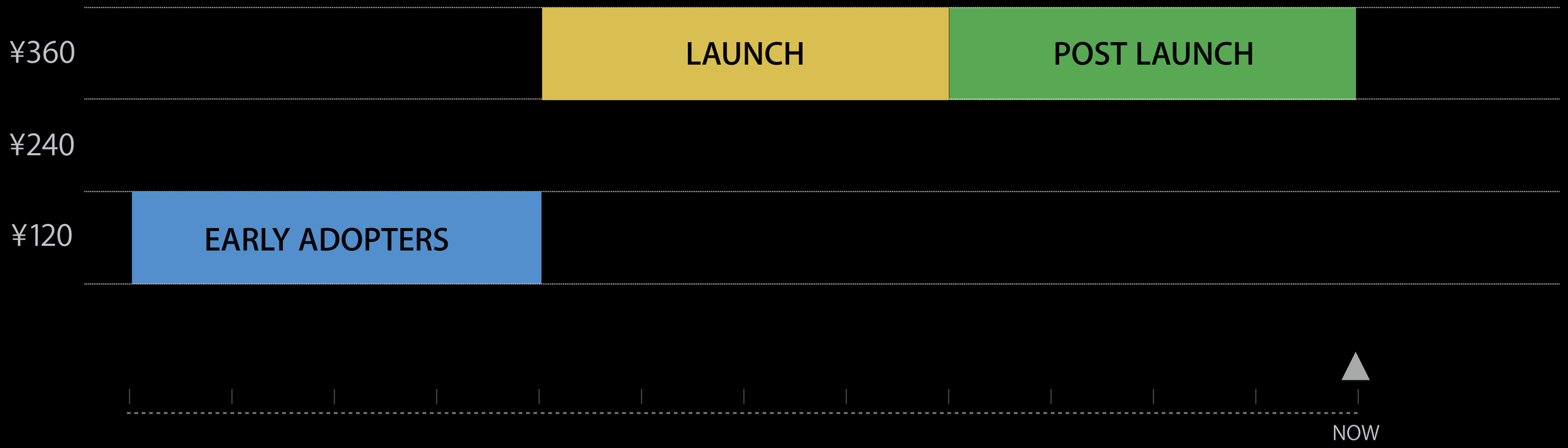

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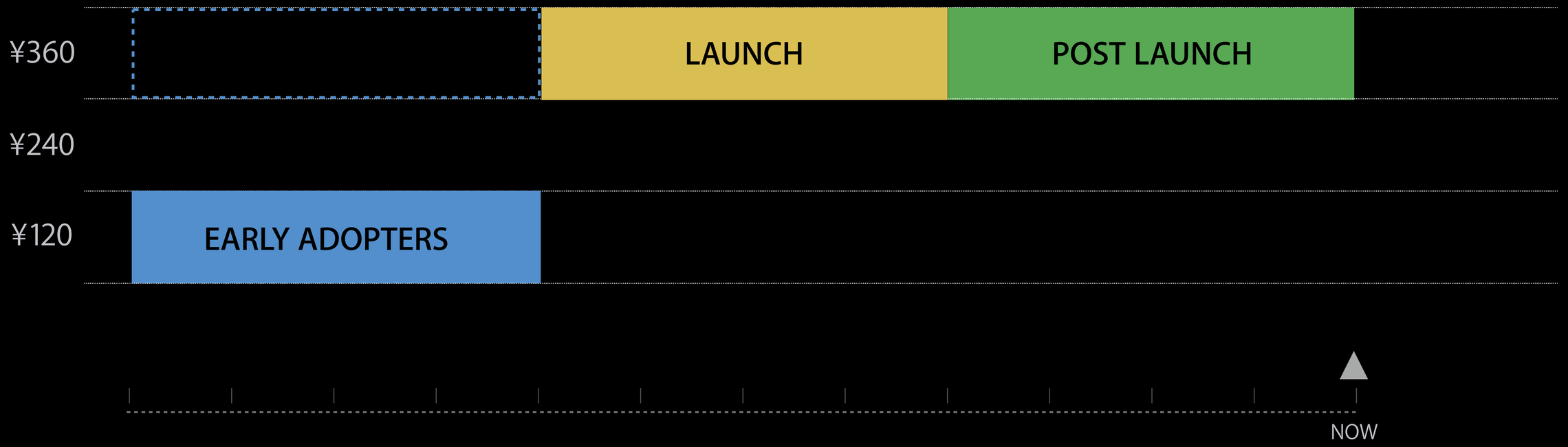

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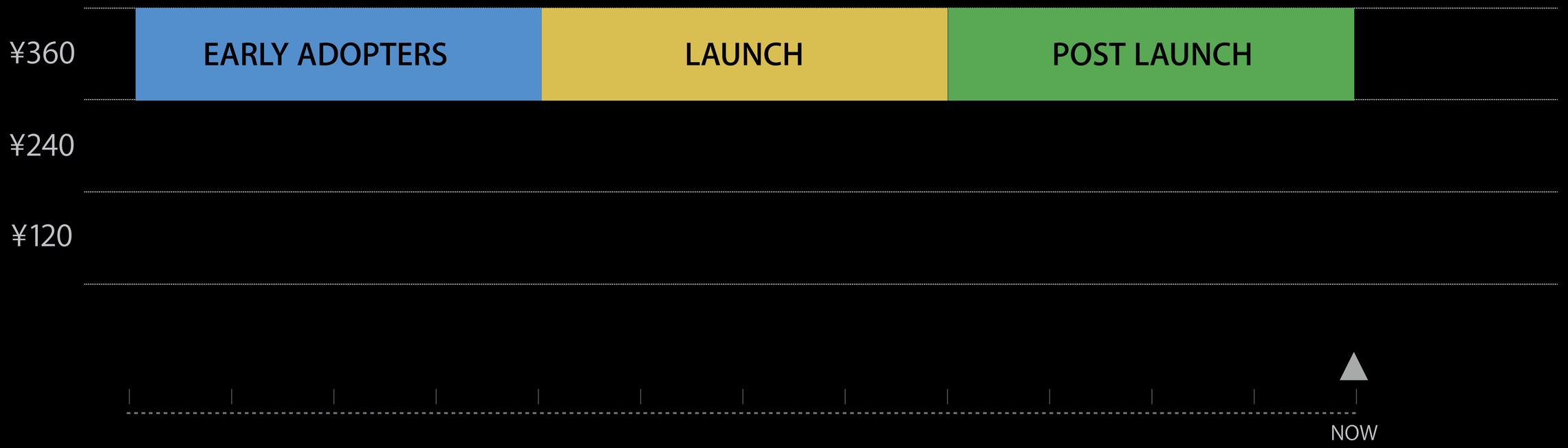

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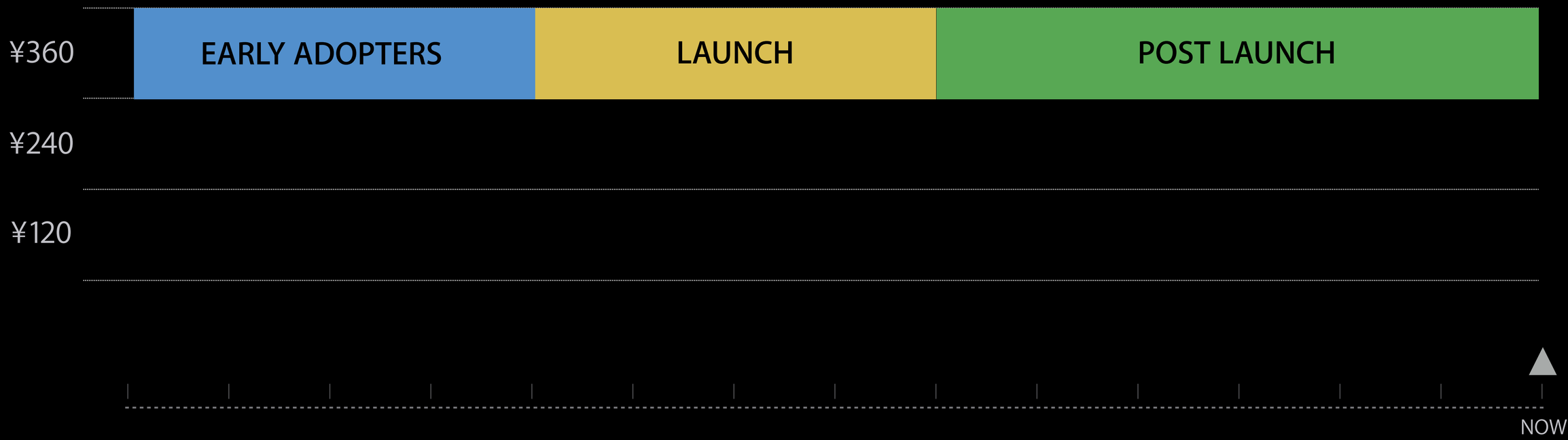

Demo

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

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Increased proceeds

Expanded categories

Upgrades and downgrades

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Improved consent

Summary

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Preserve prices

More Information

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

Related Sessions

Using Store Kit for In-App Purchases with Swift 3	Mission	Tuesday 11:00am
What's New in iTunes Connect	Presidio	Friday 1:40pm

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

WWDC16