What's New in iTunes Connect

Session 302

Daniel Miao, Engineering Manager

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What’s New

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

App Review

Ratings, Reviews, and Responses

Ratings, Reviews, and Responses

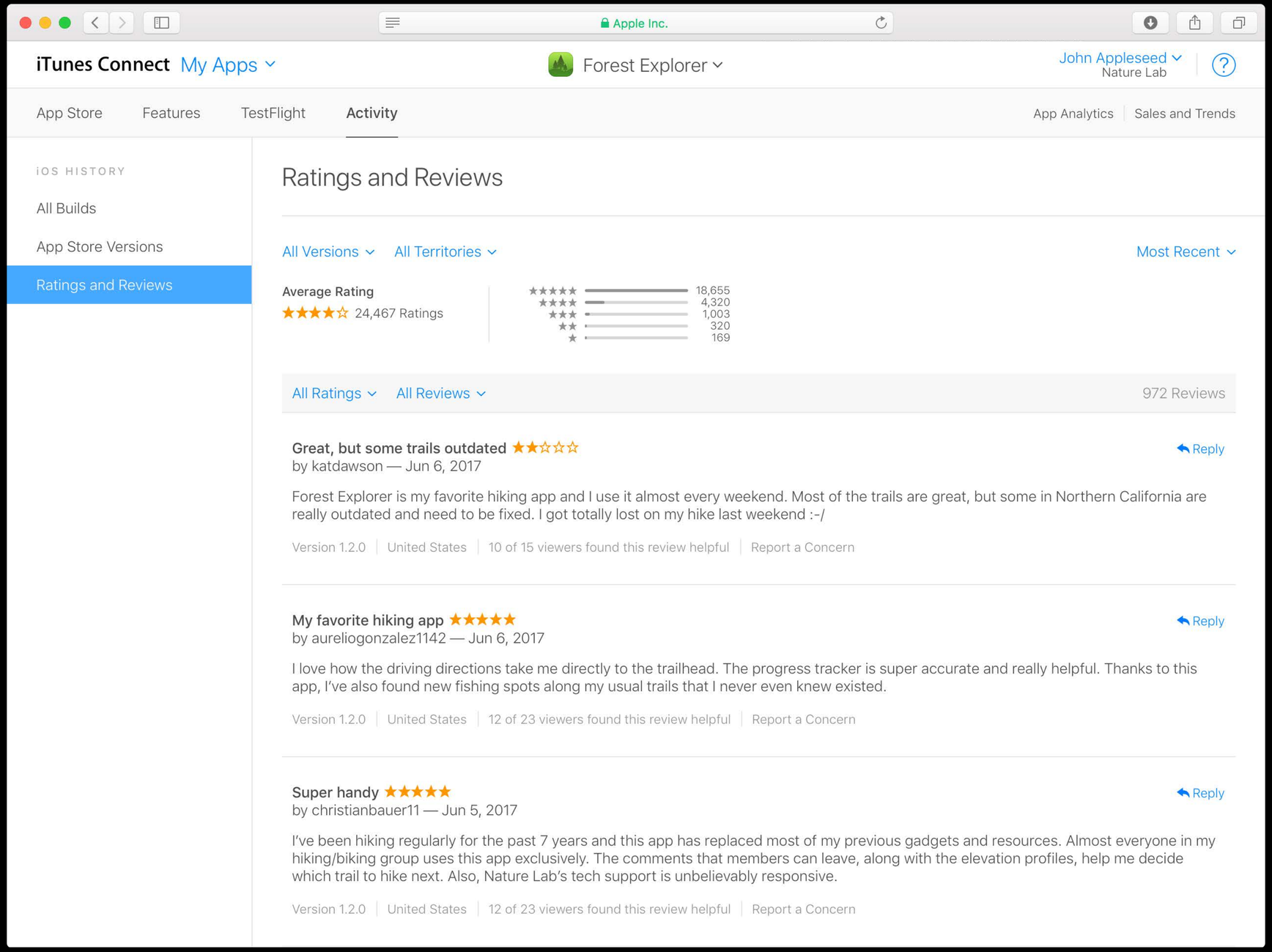
Scenarios

Ratings, Reviews, and Responses

Scenarios

Ratings, Reviews, and Responses

Scenarios


Apple Inc.
iTunes Connect
My Apps
Forest Explorer
John Appleseed
Nature Lab
App Store
Features
TestFlight
Activity
App Analytics
Sales and Trends
iOS HISTORY
All Builds
App Store Versions
Ratings and Reviews
Ratings and Reviews
All Versions
All Territories
Most Recent
Average Rating
24,467 Ratings
18,655
4,320
1,003
320
169
All Ratings
All Reviews
972 Reviews
Great, but some trails outdated
by katdawson — Jun 6, 2017
Reply
Forest Explorer is my favorite hiking app and I use it almost every weekend. Most of the trails are great, but some in Northern California are really outdated and need to be fixed. I got totally lost on my hike last weekend :-/
Version 1.2.0 | United States | 10 of 15 viewers found this review helpful | Report a Concern
My favorite hiking app
by aureliogonzalez1142 — Jun 6, 2017
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I love how the driving directions take me directly to the trailhead. The progress tracker is super accurate and really helpful. Thanks to this app, I've also found new fishing spots along my usual trails that I never even knew existed.
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Super handy
by christianbauer11 — Jun 5, 2017
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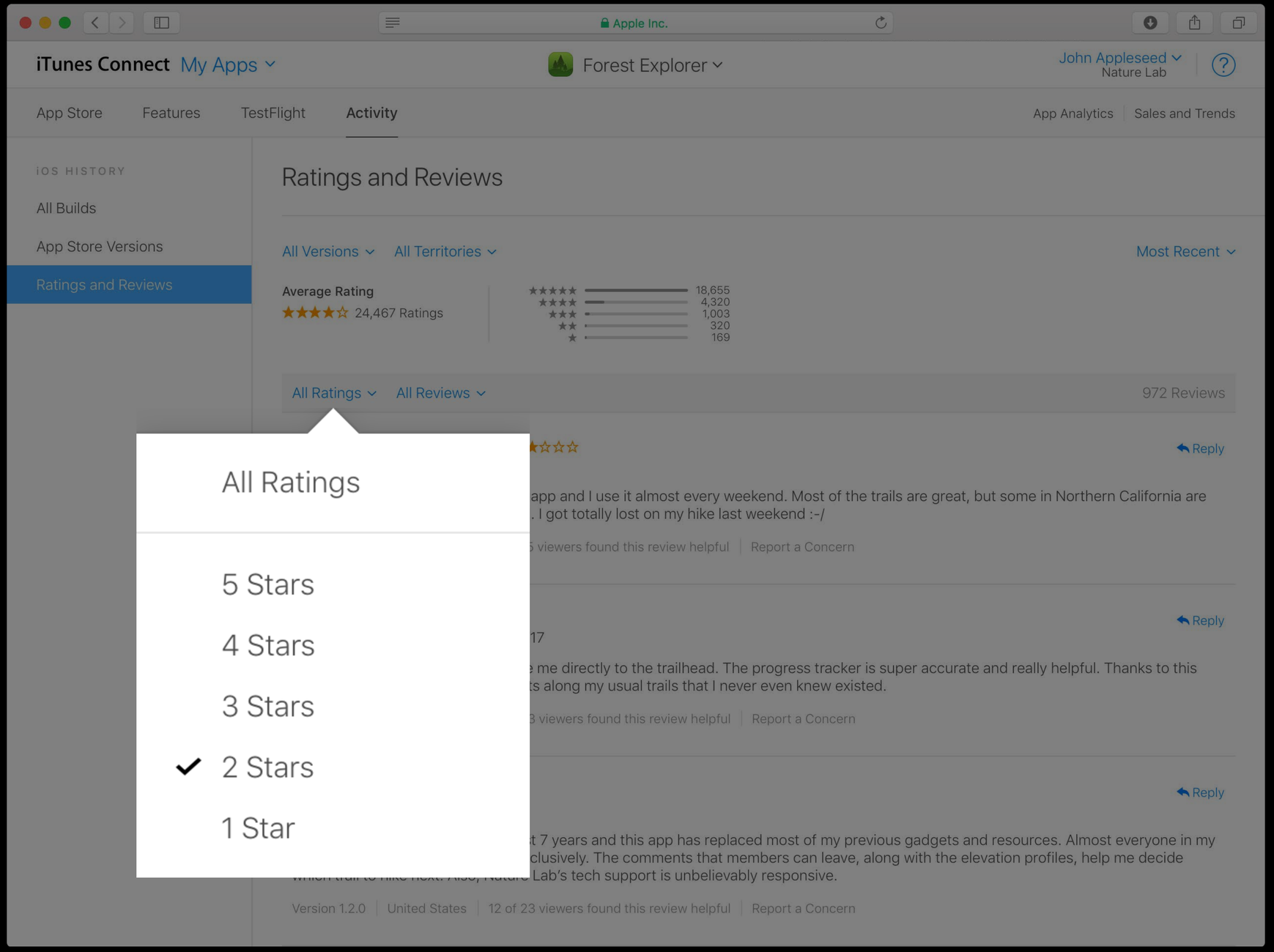
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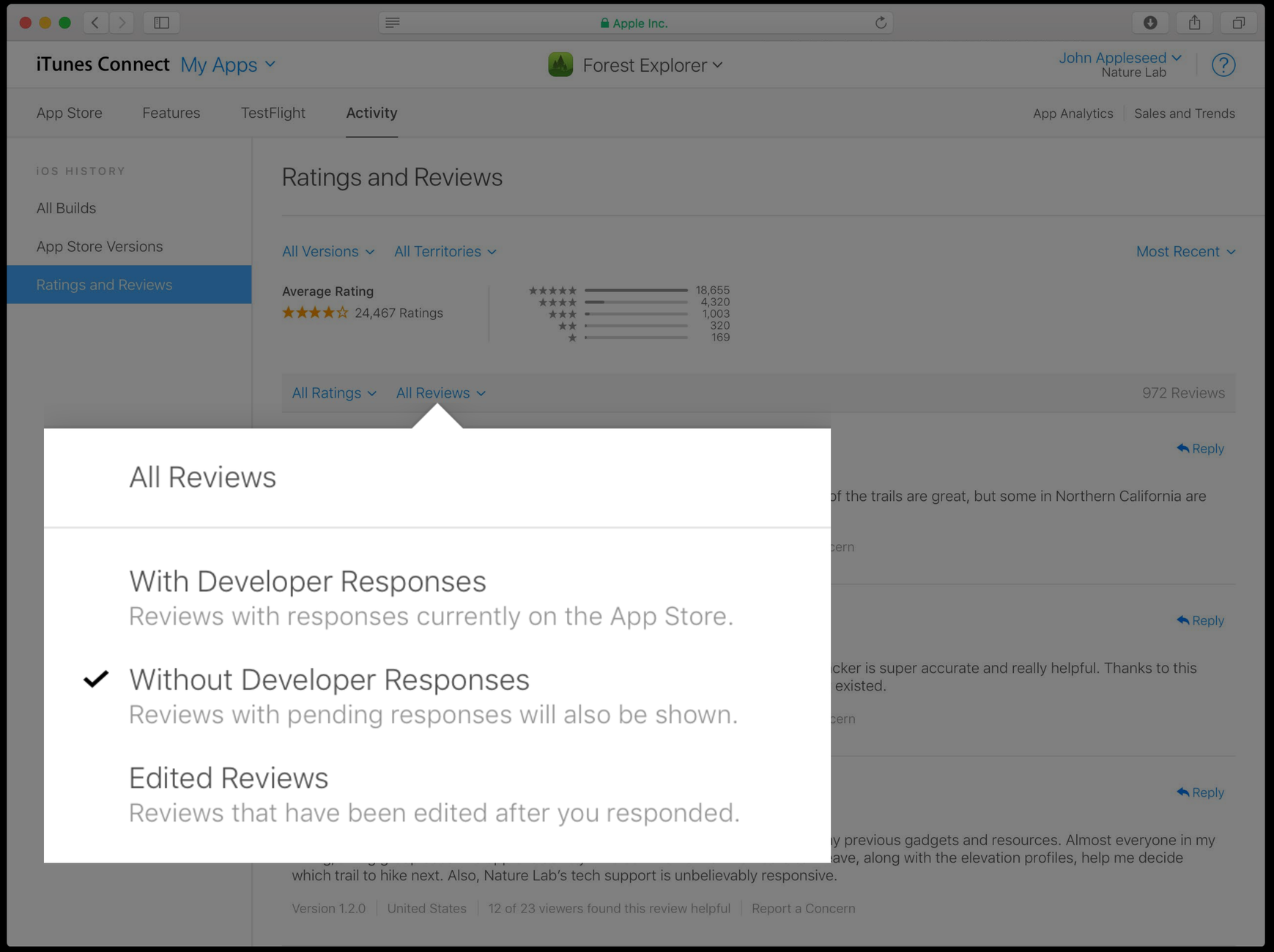
All Ratings
5 Stars
4 Stars
3 Stars
2 Stars
1 Star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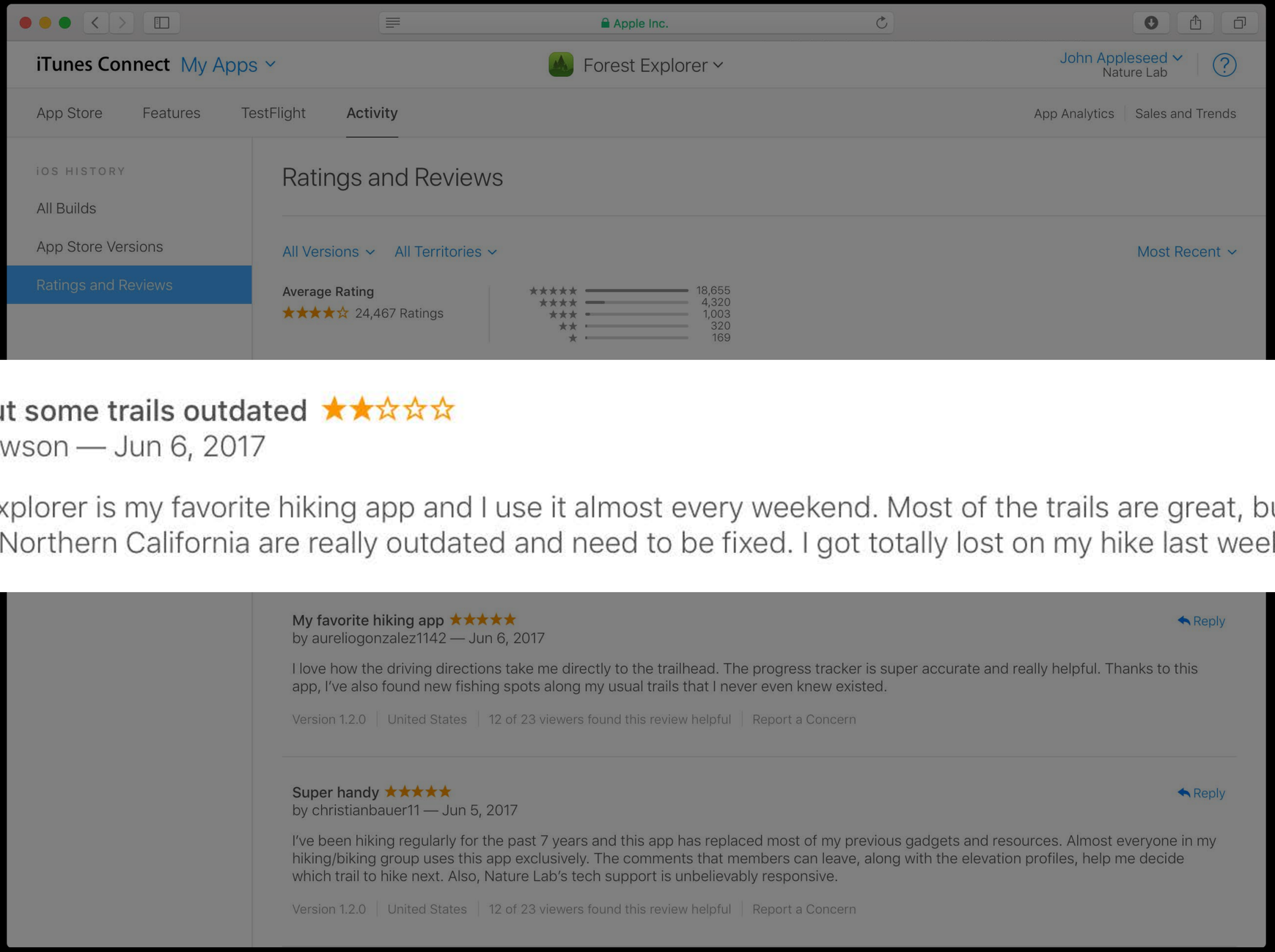
All Reviews
With Developer Responses
Reviews with responses currently on the App Store.
Without Developer Responses
Reviews with pending responses will also be shown.
Edited Reviews
Reviews that have been edited after you responded.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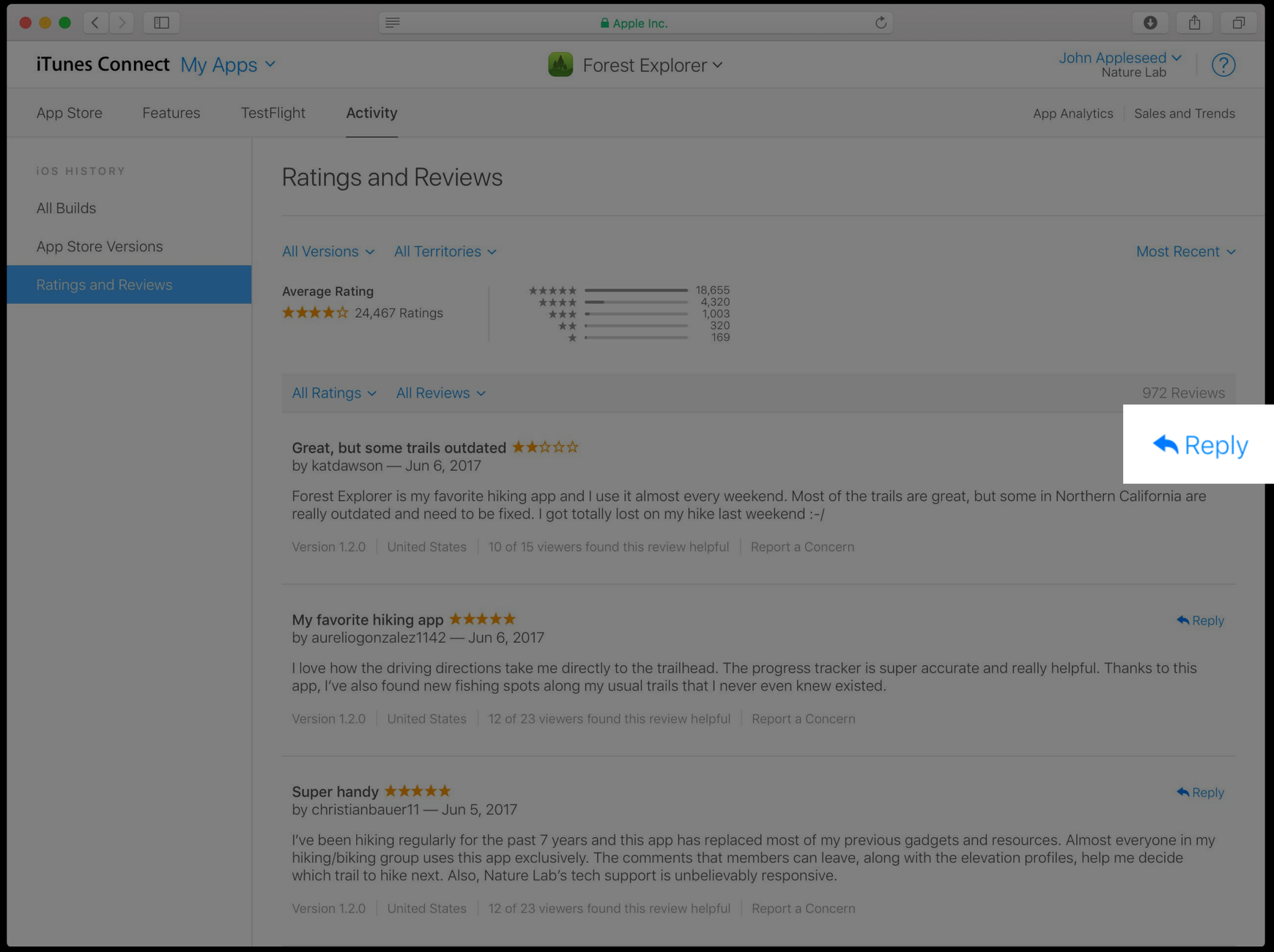
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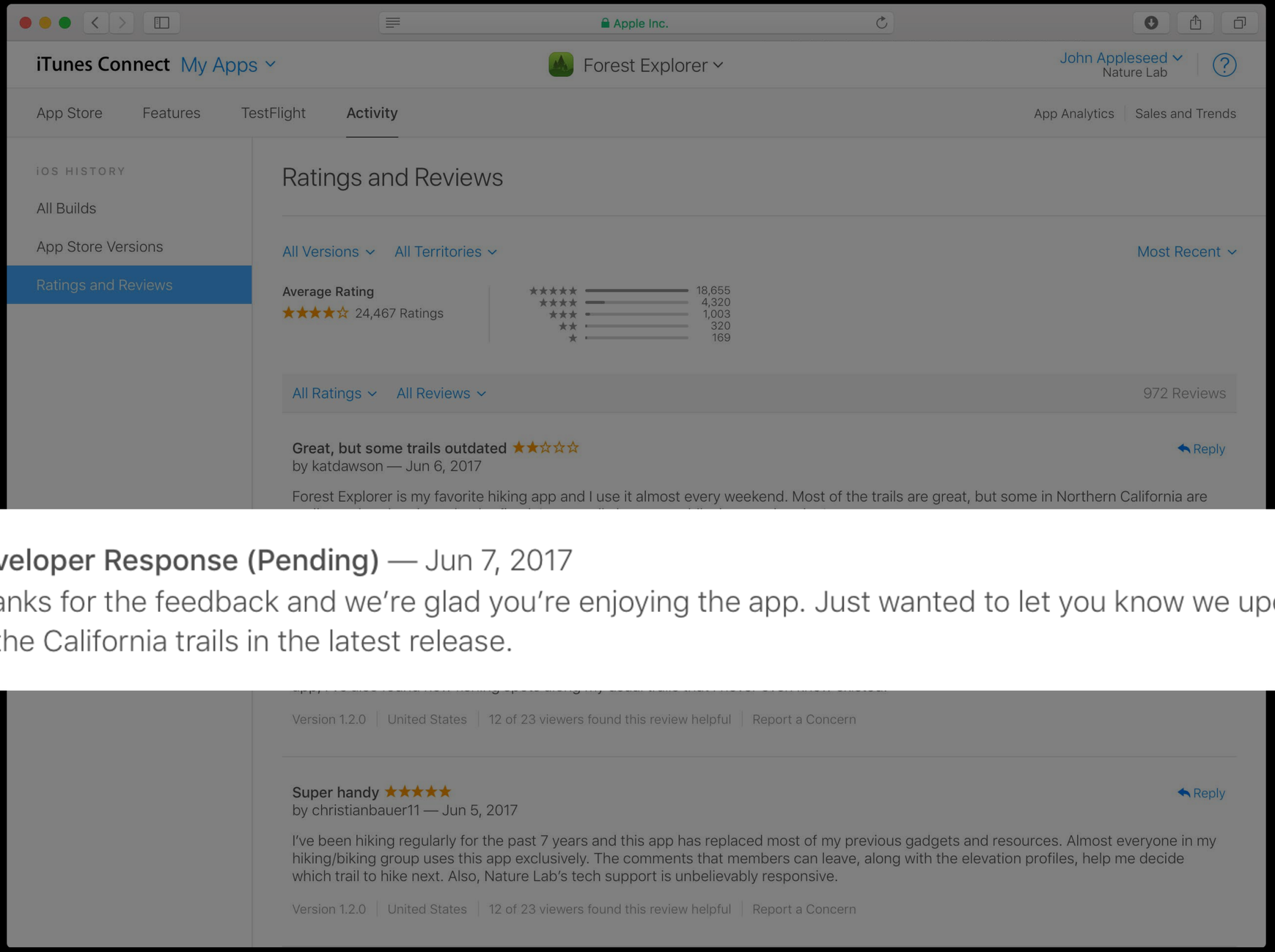
5898

Cancel **Submit**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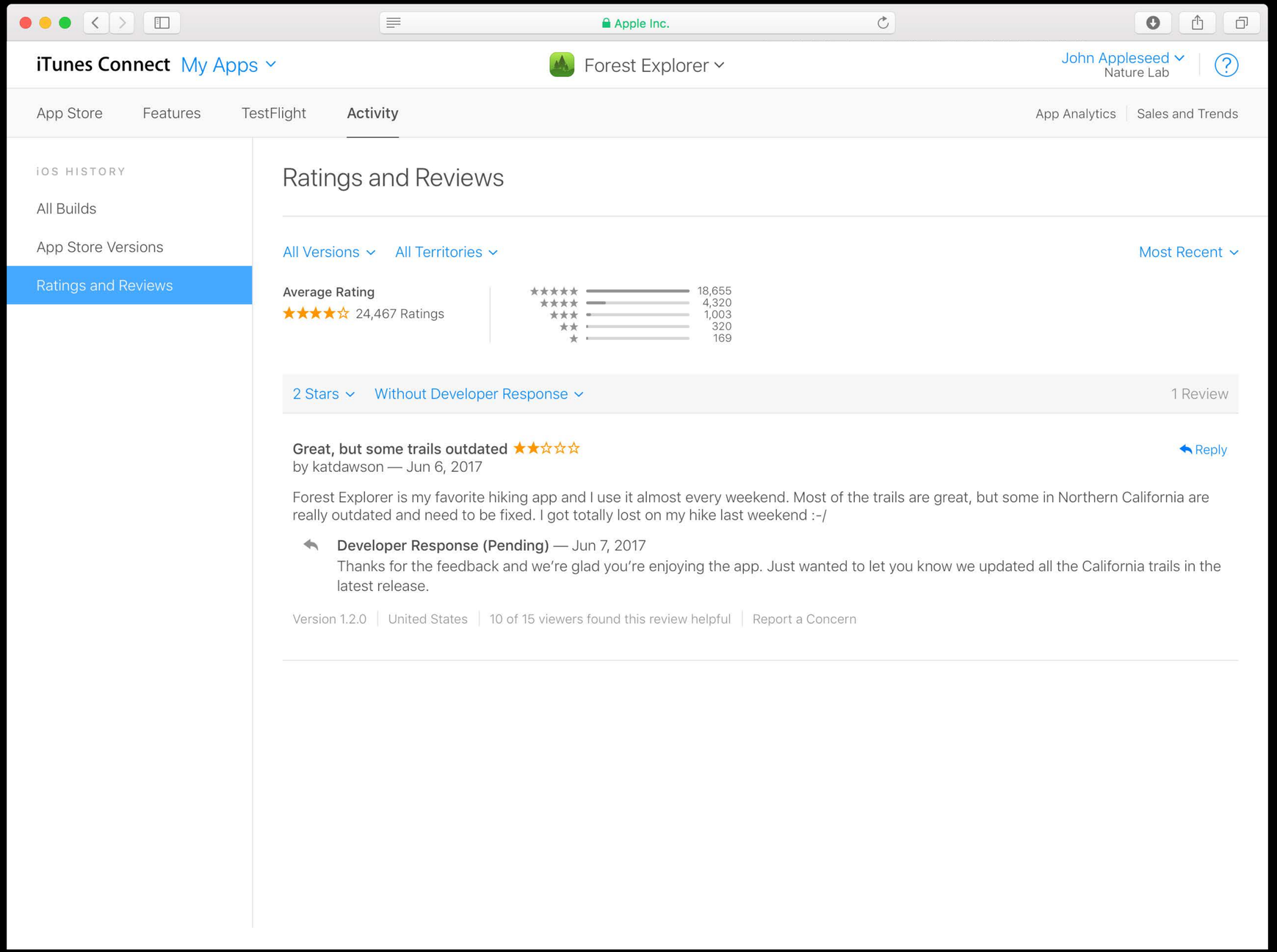
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Ratings, Reviews, and Responses

Notifications

Customer

- Push and email notification
- Developer response submitted or updated

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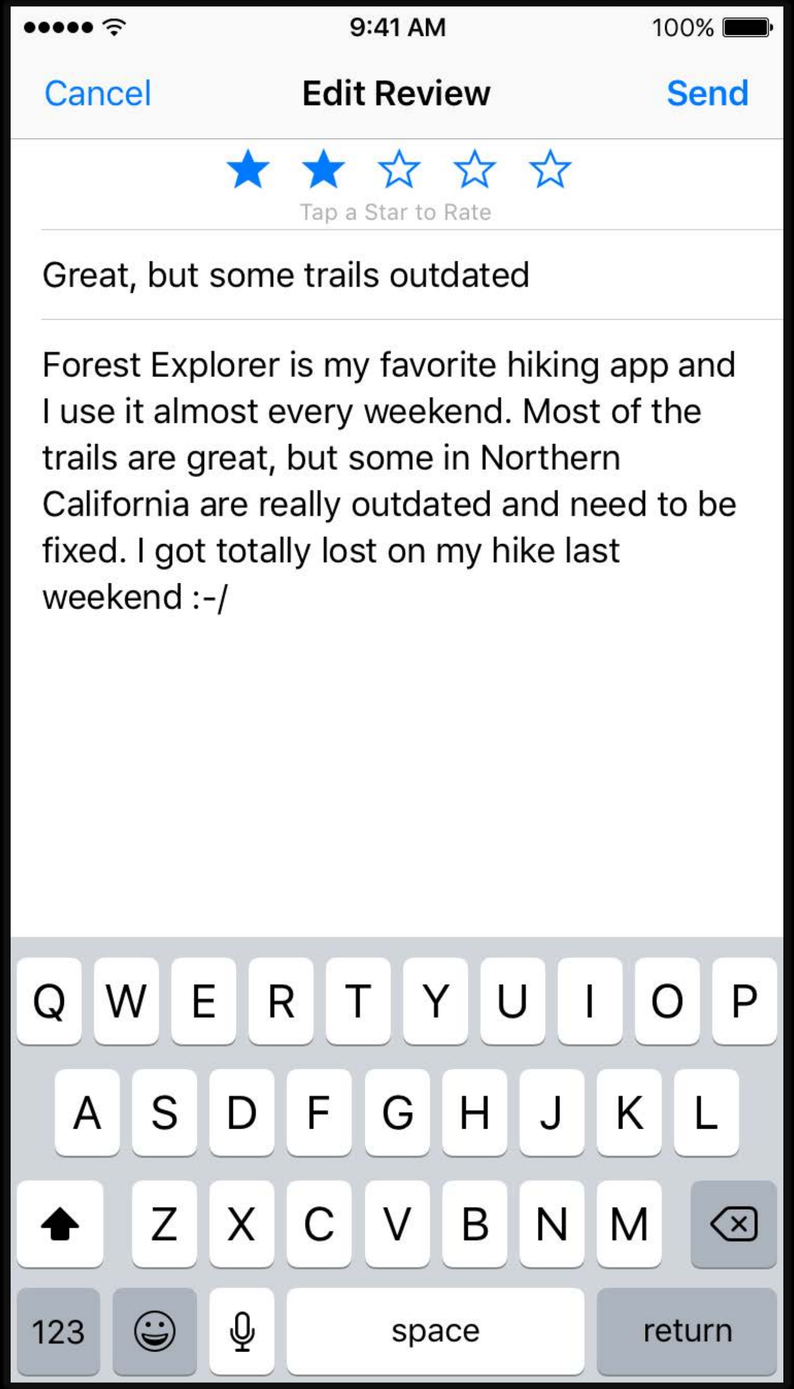
9:41 AM
100%
Cancel
Edit Review
Send
Tap a Star to Rate
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Q W E R T Y U I O P
A S D F G H J K L
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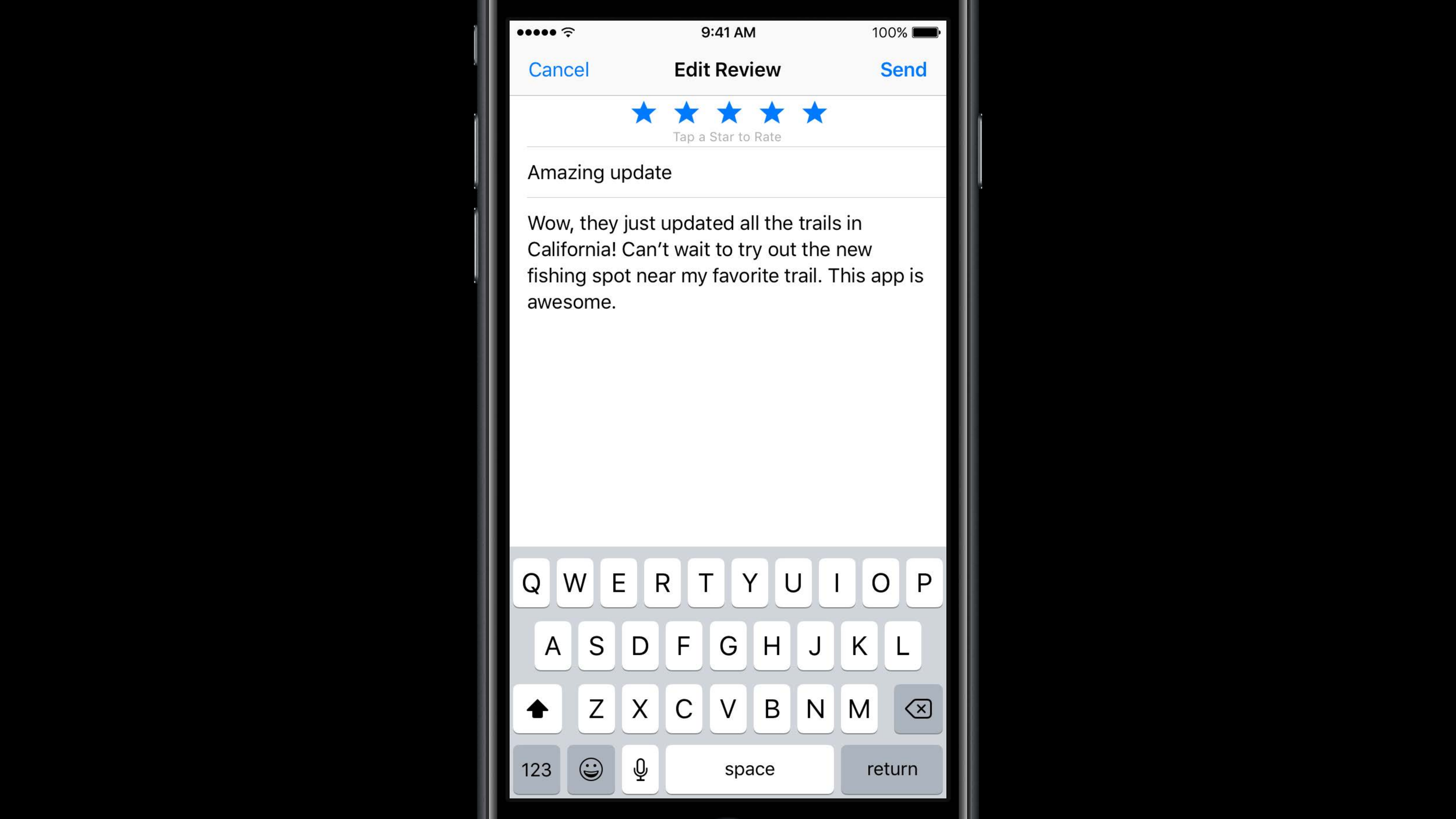
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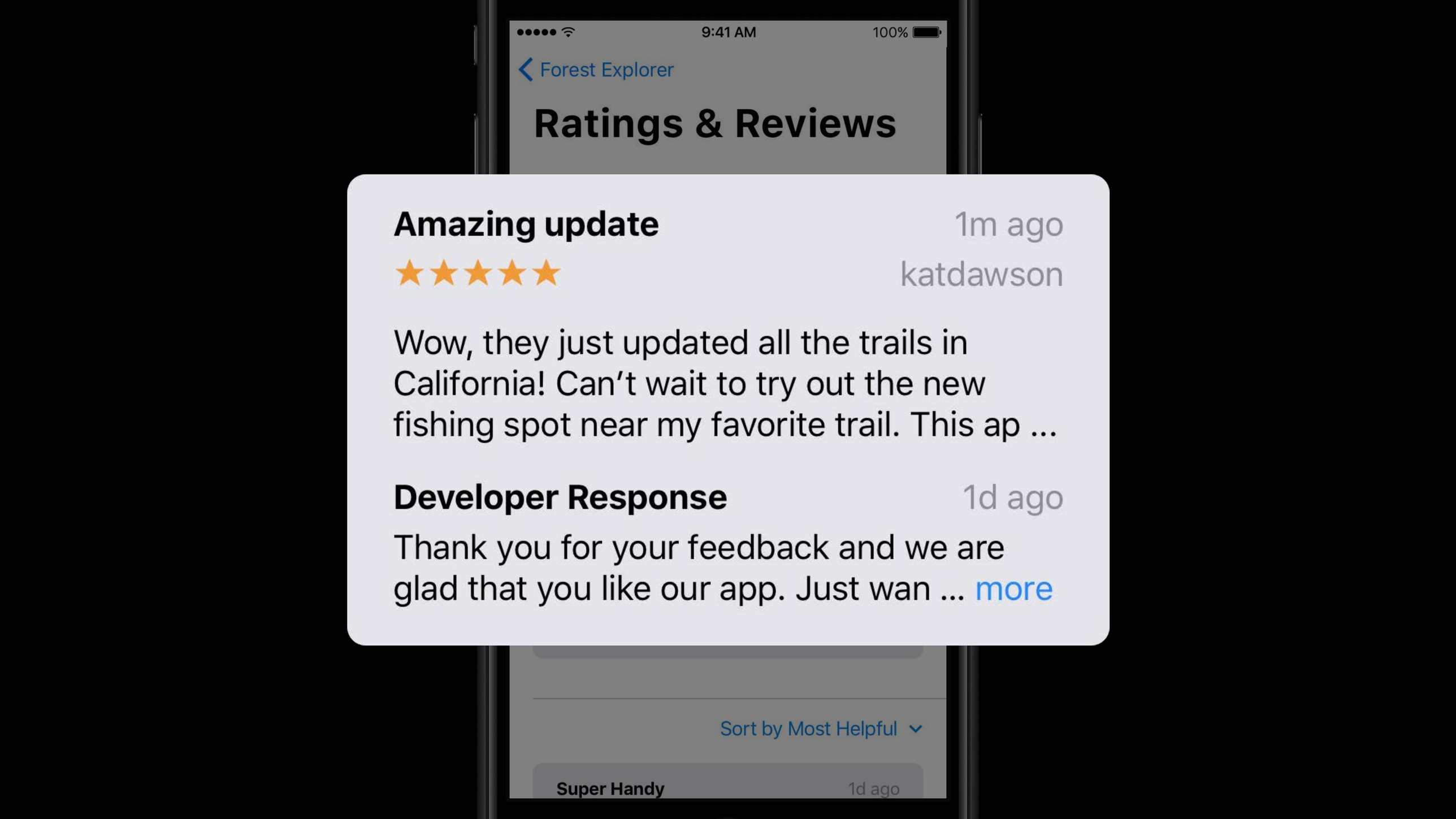
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Forest Explorer
Ratings & Reviews
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1m ago
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Developer Response
1d ago
Thank you for your feedback and we are glad that you like our app. Just wan ... more
Sort by Most Helpful
Super Handy
1d ago

Average increase of 1.5 stars per review

Ratings, Reviews, and Responses

Best practices

Ratings, Reviews, and Responses

Best practices

Be responsive

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Stay on topic

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Leverage “What’s New” text

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TestFlight Enhancements

Tommy McGlynn, Software Engineer

TestFlight Enhancements

Features

Multiple Build Distribution

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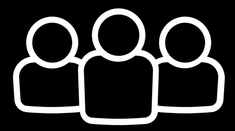
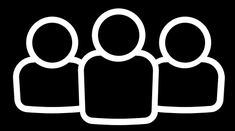


Testing Groups

TestFlight Enhancements

Features

Multiple Build Distribution



Testing Groups

Internal Auto Distribution

TestFlight Enhancements

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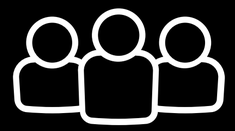

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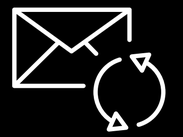

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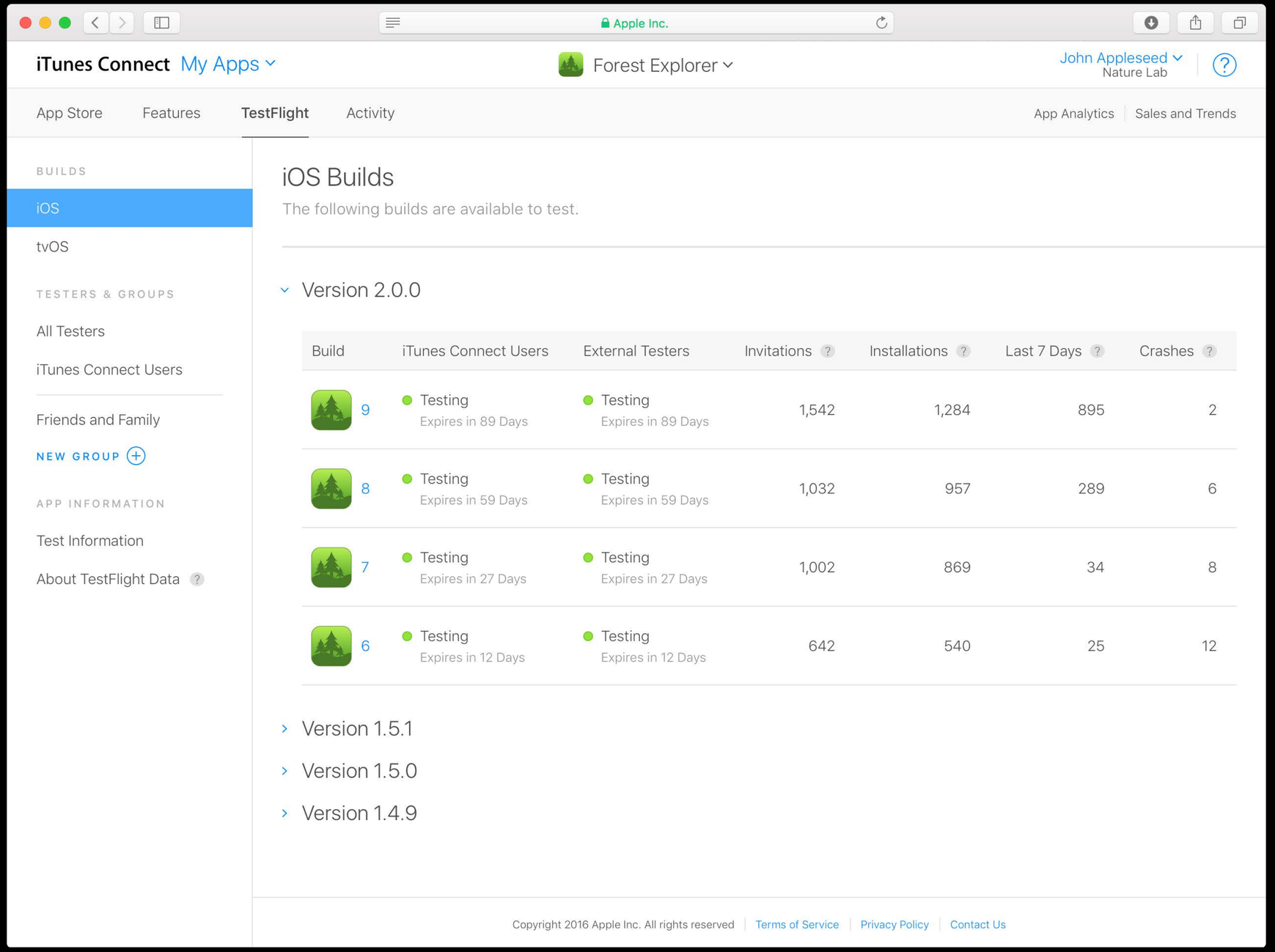
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Friends and Family
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Test Information
About TestFlight Data
iOS Builds
The following builds are available to test.
Version 2.0.0
Build
iTunes Connect Users
External Testers
Invitations
Installations
Last 7 Days
Crashes
9
Testing
Expires in 89 Days
Testing
Expires in 89 Days
1,542
1,284
895
2
8
Testing
Expires in 59 Days
Testing
Expires in 59 Days
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Testing
Expires in 27 Days
1,002
869
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8
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Testing
Expires in 12 Days
Testing
Expires in 12 Days
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Version 1.5.1
Version 1.5.0
Version 1.4.9
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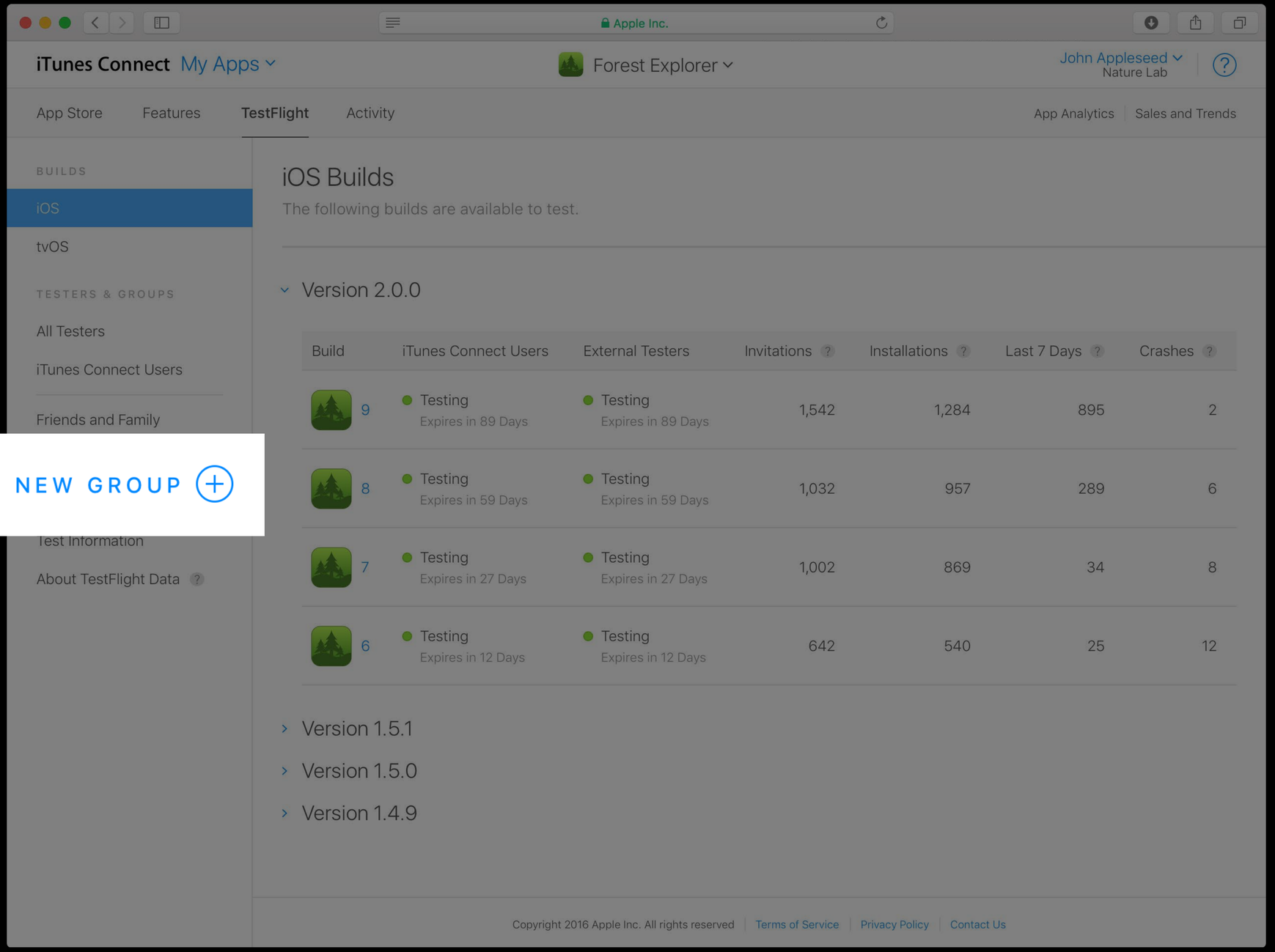
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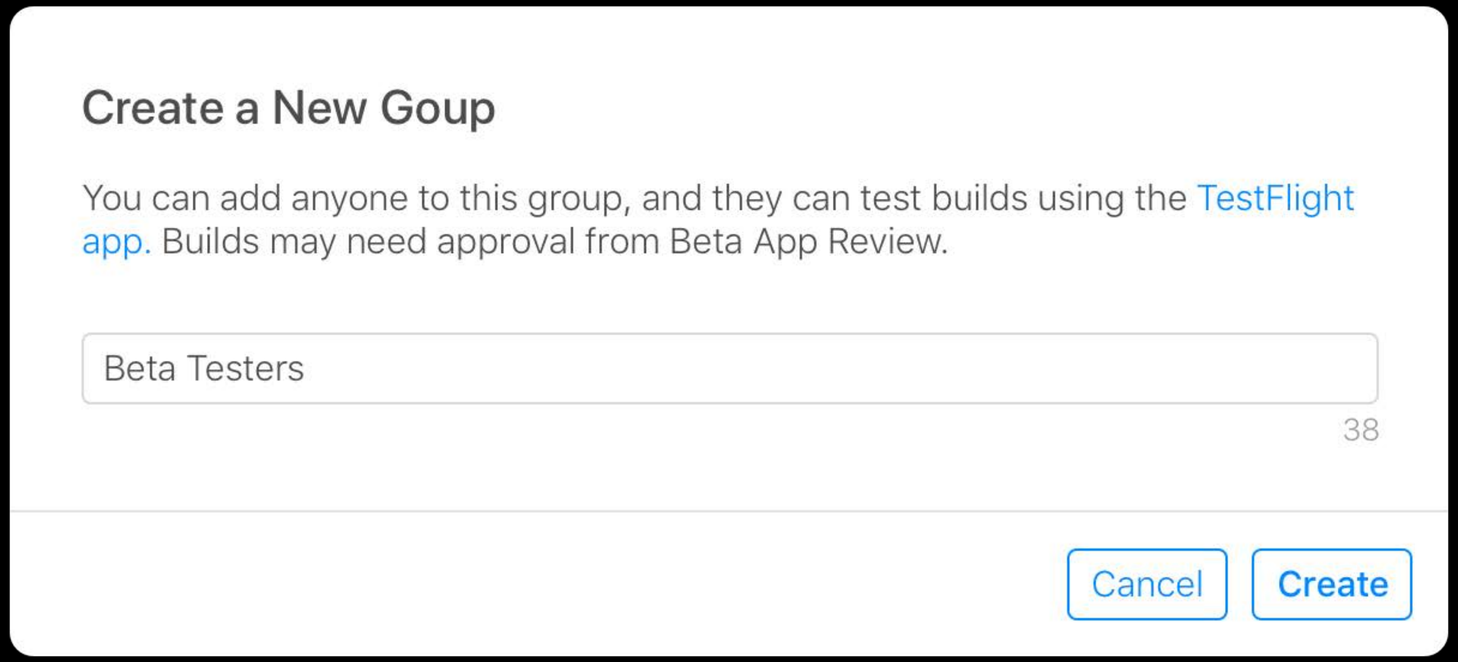
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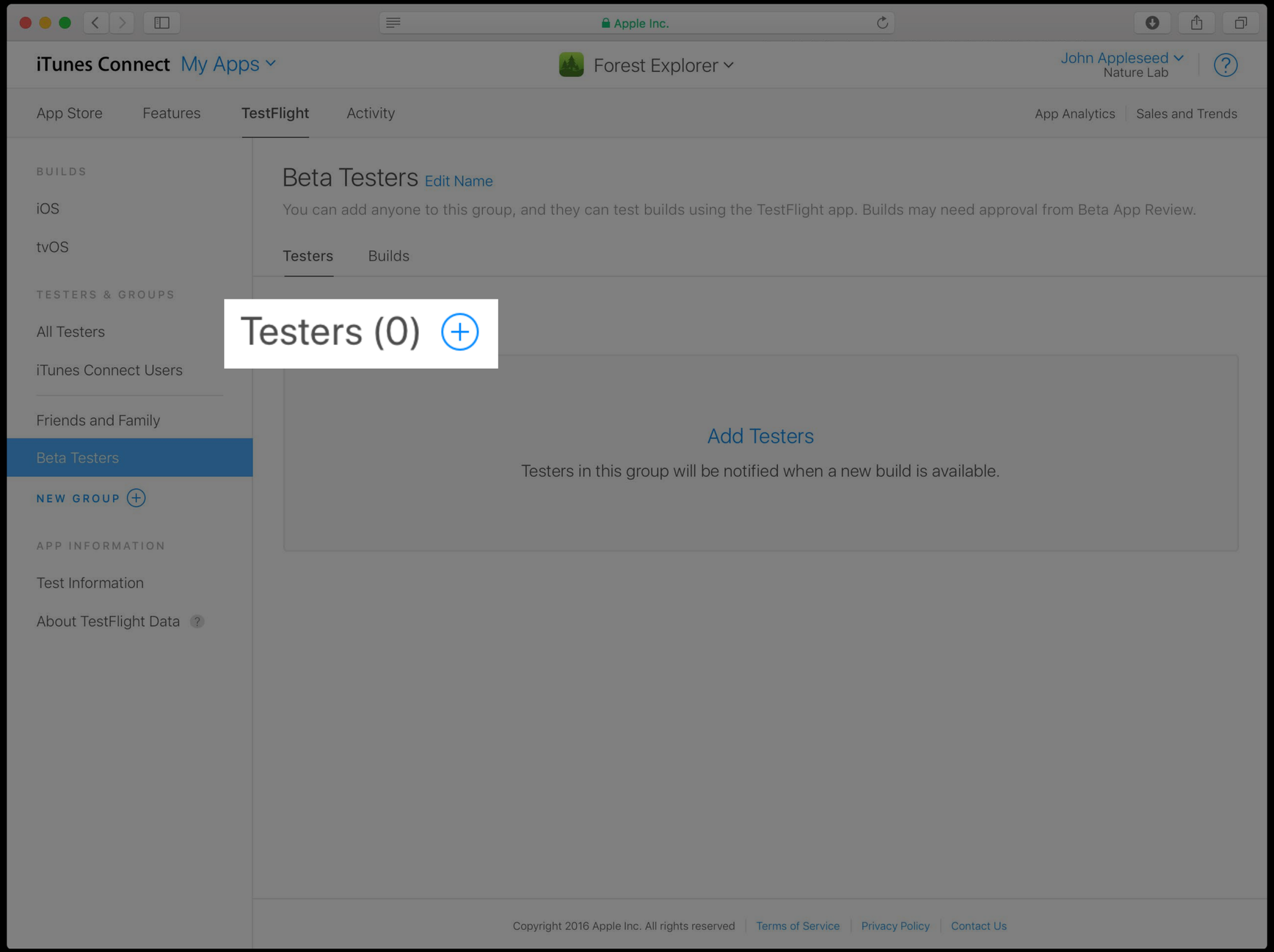
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.
Beta Testers
38
Cancel
Create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NEW GROUP
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Test Information
About TestFlight Data
Beta Testers Edit Name
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.
Testers
Builds
Testers (0)
Add Testers
Testers in this group will be notified when a new build is available.
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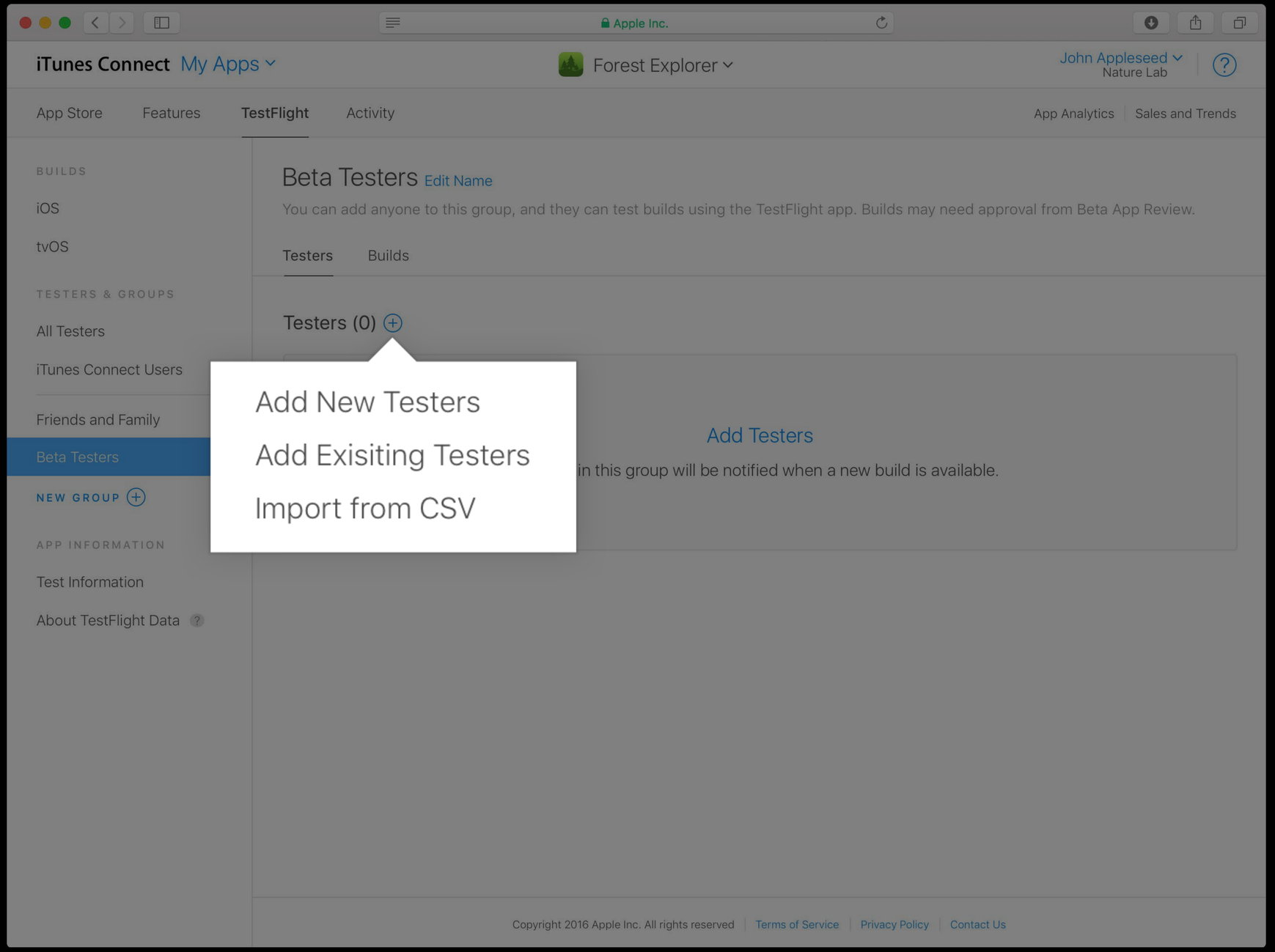
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Testers
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Testers (0)
Add New Testers
Add Exisiting Testers
Import from CSV
Add Testers
in this group will be notified when a new build is available.
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Add New Testers to the Group "Beta Testers"

We'll invite these testers to test the builds you add to this group.

Testers 0 of 2,000 Available

	Email	First Name	Last Name
1			
2			

Cancel **Add**

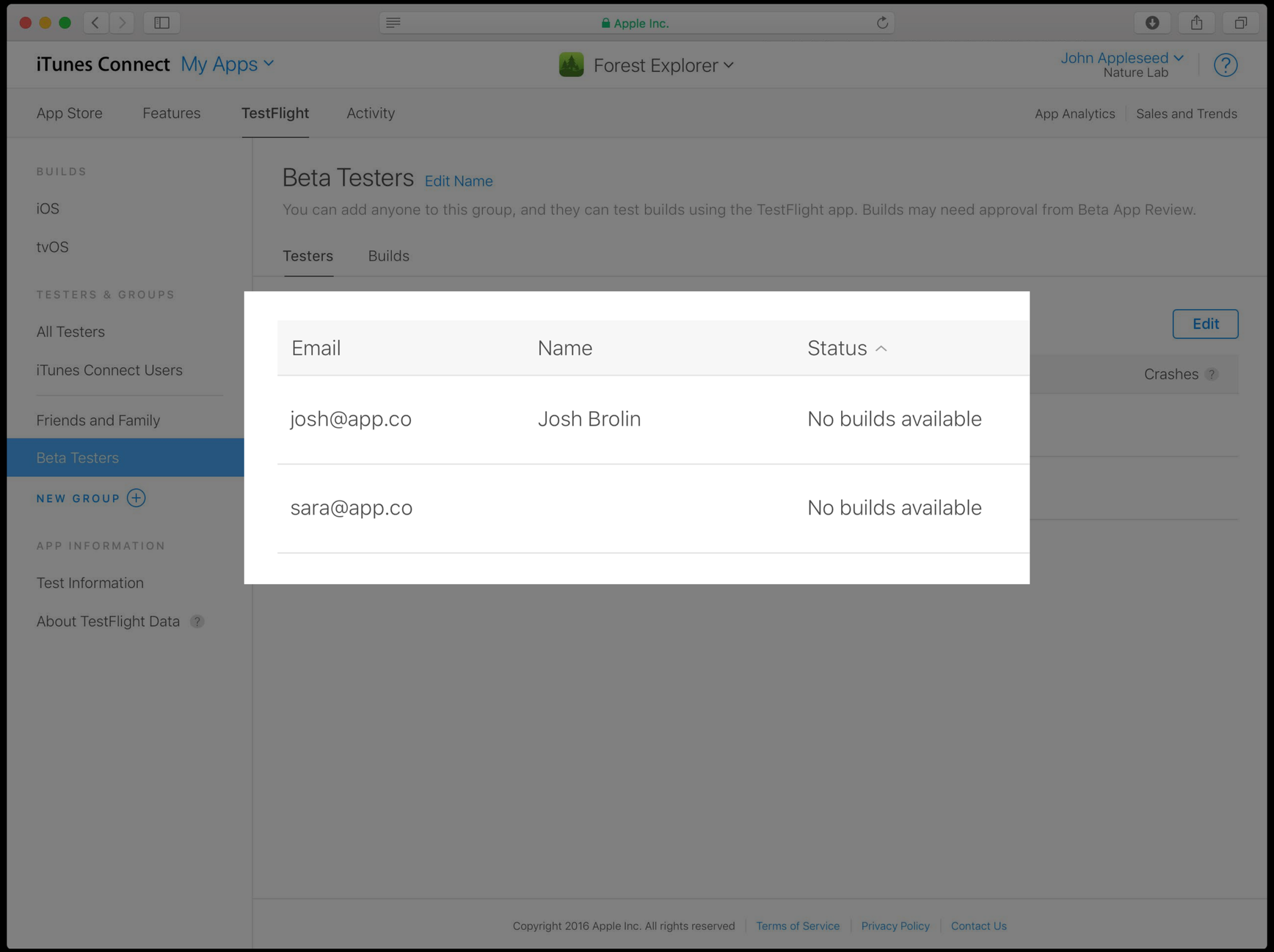
Add New Testers to the Group "Beta Testers"

We'll invite these testers to test the builds you add to this group.

Testers 2 of 2,000 Available

	Email	First Name	Last Name
1	josh@app.co	Josh	Brolin
2	sara@app.co		
3			

Cancel **Add**


Apple Inc.
iTunes Connect My Apps
Forest Explorer
John Appleseed
Nature Lab
App Store
Features
TestFlight
Activity
App Analytics
Sales and Trends
BUILDS
iOS
tvOS
TESTERS & GROUPS
All Testers
iTunes Connect Users
Friends and Family
Beta Testers
NEW GROUP
APP INFORMATION
Test Information
About TestFlight Data
Beta Testers
Edit Name
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.
Testers
Builds
Edit
Crashes
Email
Name
Status
josh@app.co
Josh Brolin
No builds available
sara@app.co
No builds available
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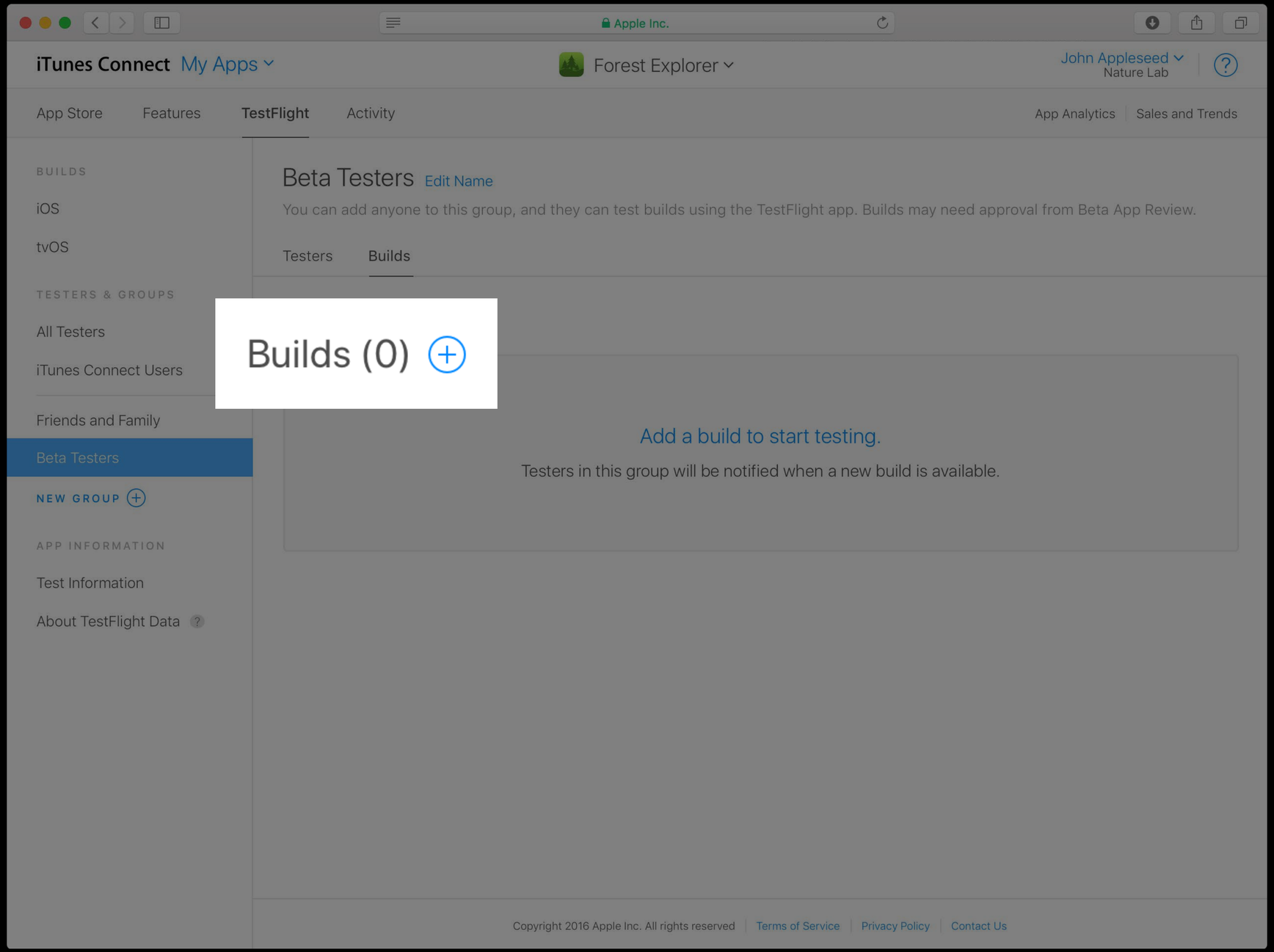
Privacy Policy
Contact Us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About TestFlight Data
Beta Testers
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Testers
Builds
Builds (0)
Add a build to start testing.
Testers in this group will be notified when a new build is available.
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Select a Build to Test

Select a build, and we'll invite the group "Beta Testers" to start testing. Before your build can be tested, it may have to be approved by Beta App Review.

iOS | 1.5.3

Build		Upload Date
2	Ready to Submit Expires in 89 Days	April 27, 2017 07:29 AM (GMT)
1	Ready to Submit Expires in 86 Days	April 26, 2017 06:00 PM (GMT)

Cancel | Next

Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

English (U.S.)

3600

Back

Cancel

Submit for Review

Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

English (U.S.)

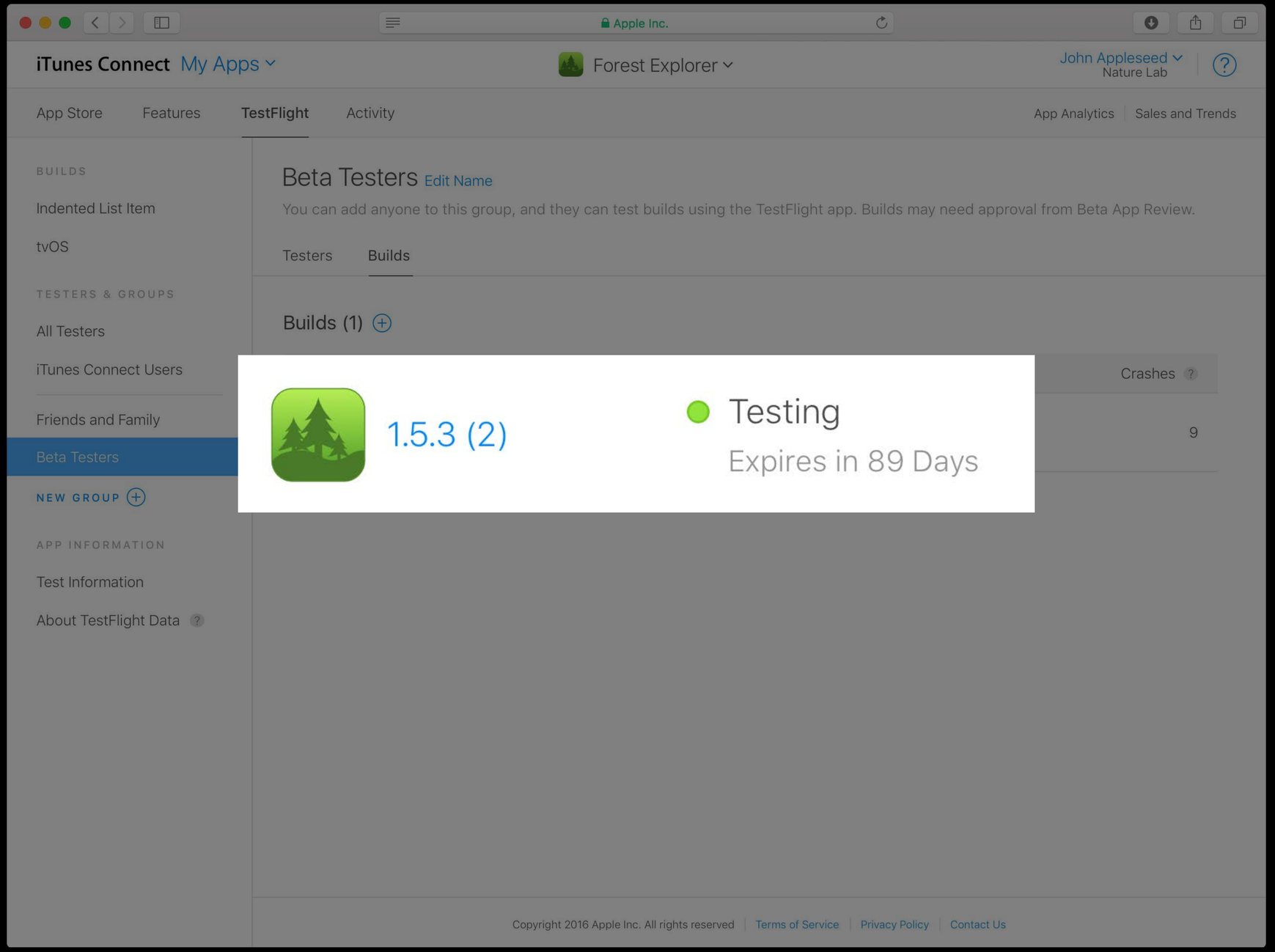
We've added a new share feature. Give it a try and let us know what you think?

3521

Back

Cancel

Submit for Review


Apple Inc.
iTunes Connect My Apps
Forest Explorer
John Appleseed
Nature Lab
App Store
Features
TestFlight
Activity
App Analytics
Sales and Trends
BUILDS
Indented List Item
tvOS
TESTERS & GROUPS
All Testers
iTunes Connect Users
Friends and Family
Beta Testers
NEW GROUP
APP INFORMATION
Test Information
About TestFlight Data
Beta Testers
Edit Name
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.
Testers
Builds
Builds (1)
Crashes
9
1.5.3 (2)
Testing
Expires in 89 Days
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9:41 AM 100%

Inbox

From: TestFlight Hide

To: Josh Brolin

Nature Lab has invited you to test “Forest Explorer.”

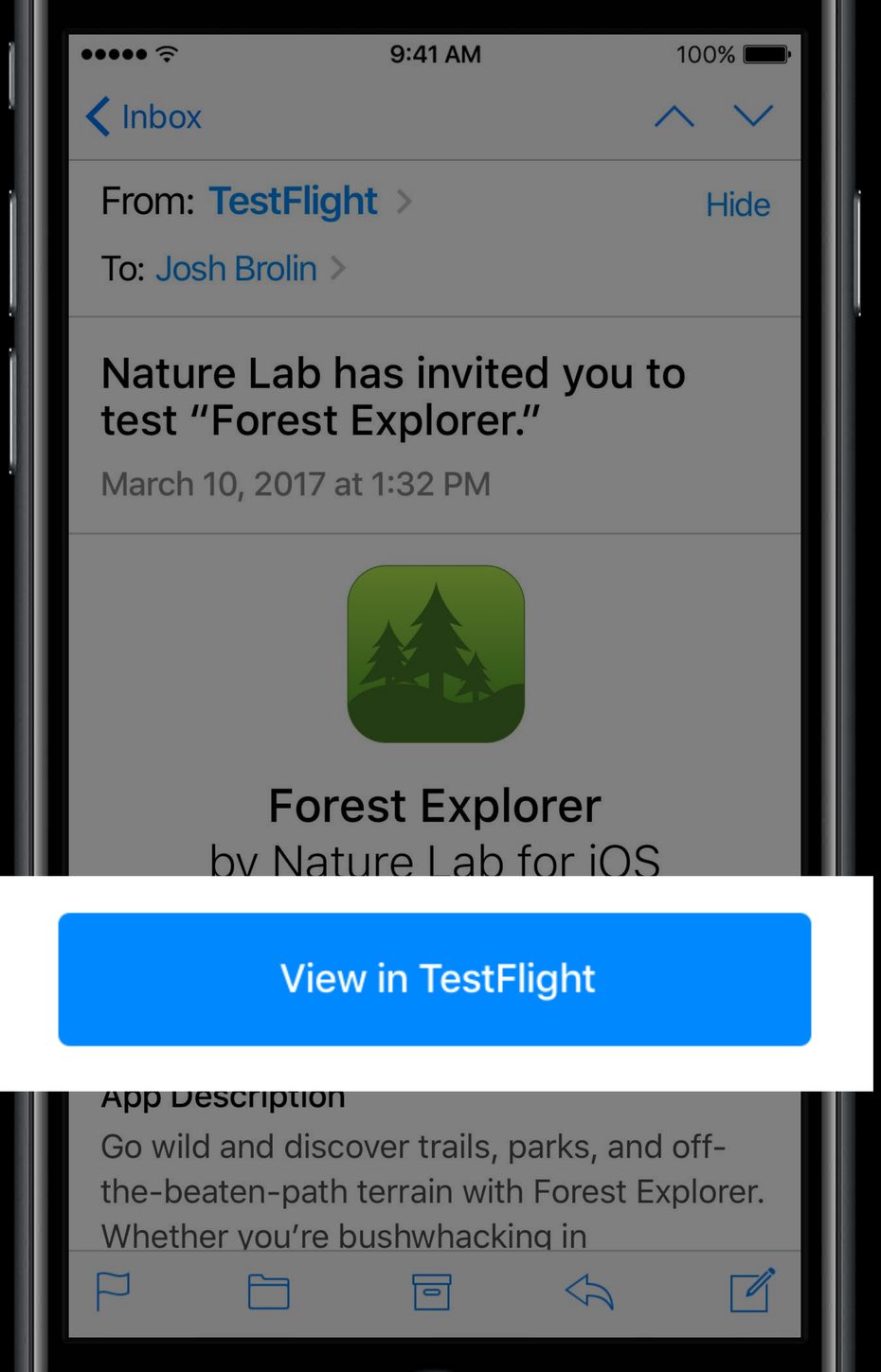
March 10, 2017 at 1:32 PM

Forest Explorer
by Nature Lab for iOS

View in TestFlight

App Description

Go wild and discover trails, parks, and off-the-beaten-path terrain with Forest Explorer. Whether you’re bushwhacking in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100%
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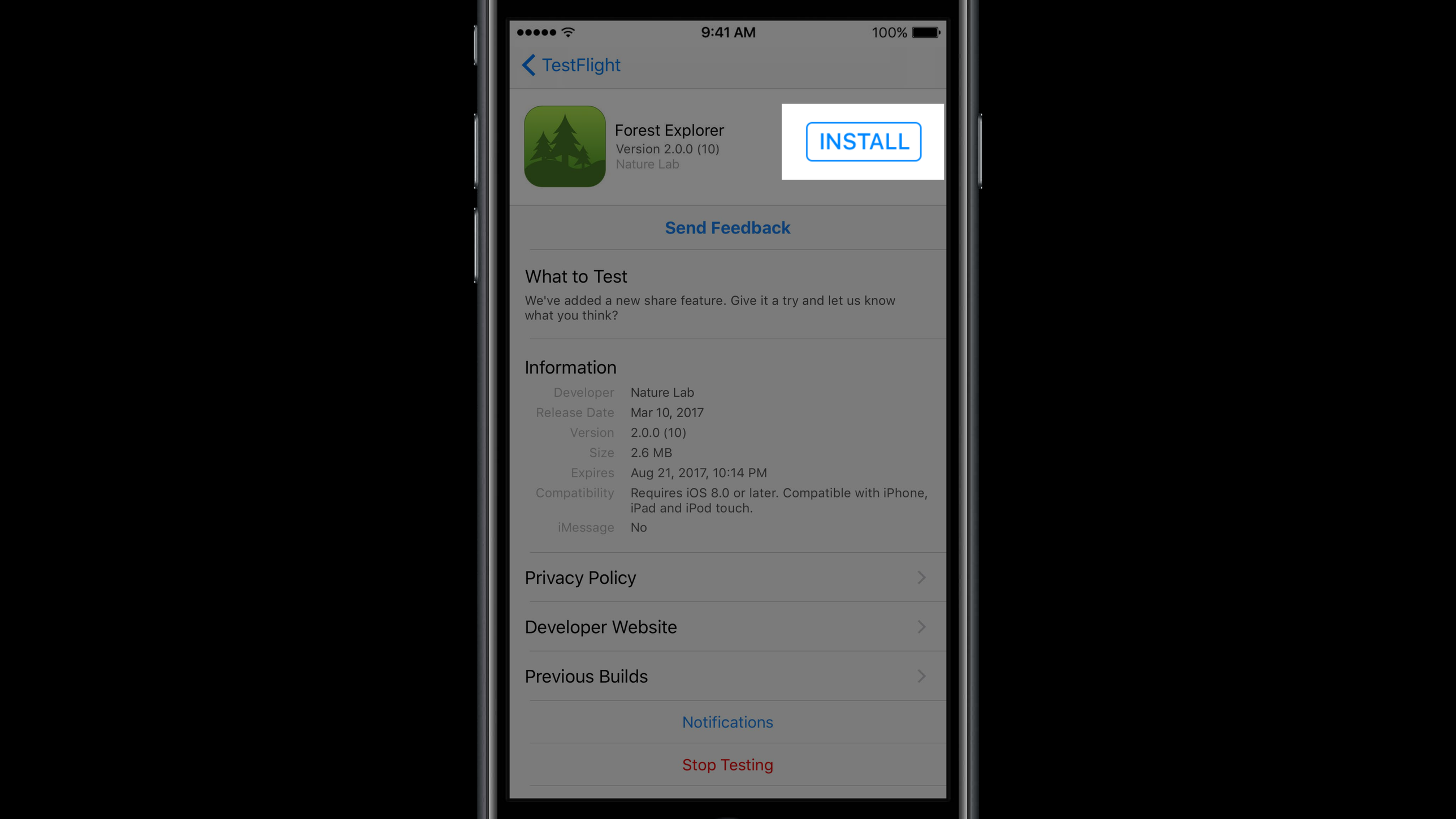
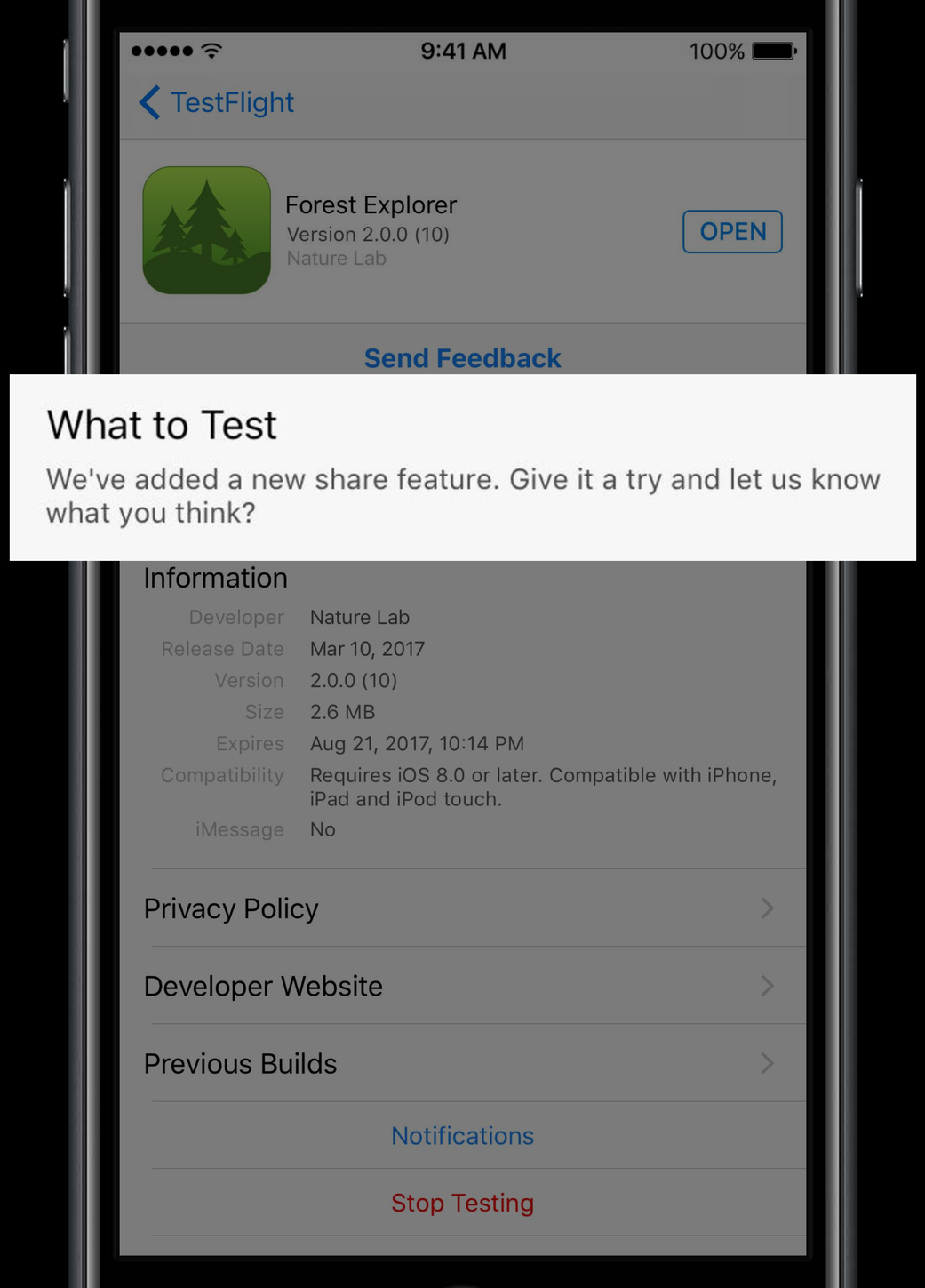

9:41 AM
100%
TestFlight
Forest Explorer
Version 2.0.0 (10)
Nature Lab
INSTALL
Send Feedback
What to Test
We've added a new share feature. Give it a try and let us know what you think?
Information
Developer Nature Lab
Release Date Mar 10, 2017
Version 2.0.0 (10)
Size 2.6 MB
Expires Aug 21, 2017, 10:14 PM
Compatibility Requires iOS 8.0 or later. Compatible with iPhone, iPad and iPod touch.
iMessage No
Privacy Policy
Developer Website
Previous Builds
Notifications
Stop Testing


9:41 AM
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TestFlight
Forest Explorer
Version 2.0.0 (10)
Nature Lab
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Nature Lab
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Aug 21, 2017, 10:14 PM
Compatibility
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iMessage
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Privacy Policy
Developer Website
Previous Builds
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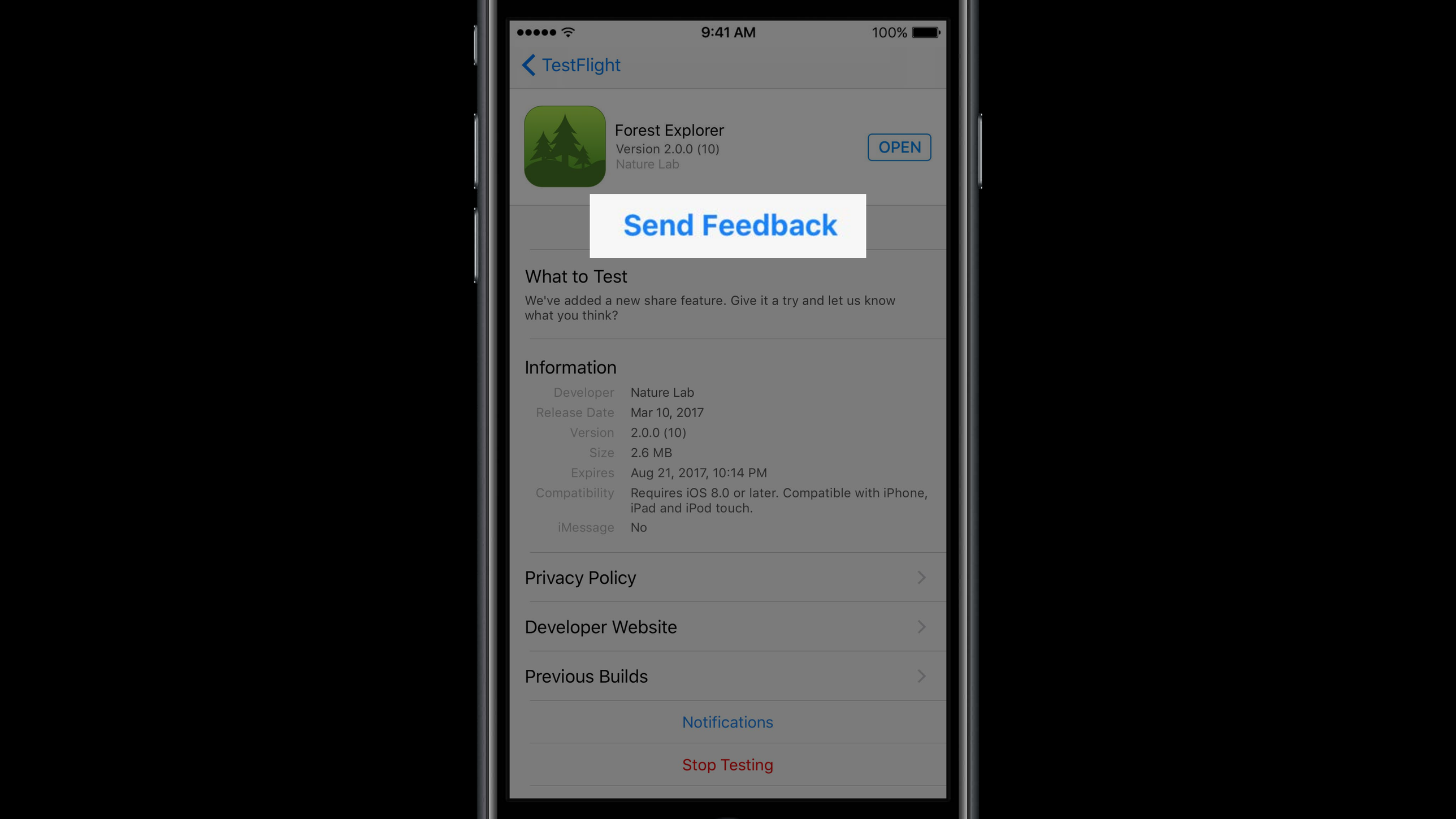
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iMessage No
Privacy Policy
Developer Website
Previous Builds
Notifications
Stop Testing

Select a Build to Test

Select a build, and we'll invite the group "Beta Testers" to start testing. Before your build can be tested, it may have to be approved by Beta App Review.

iOS | 1.5.3

Build		Upload Date
3	Ready to Submit Expires in 86 Days	May 10, 2017 01:58 AM (GMT)
2	Testing Expires in 45 Days	April 27, 2017 07:29 AM (GMT)
1	Testing Expires in 42 Days	April 26, 2017 06:00 PM (GMT)

Cancel Next

Testing Information

Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

English (U.S.)

We've heard your feedback about the share screen crash and it's now been fixed. Please verify.

3506

Back

Cancel

Submit for Review

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Forest Explorer

John Appleseed
Nature Lab

App Store | Features | TestFlight | Activity | App Analytics | Sales and Trends

BUILDS

iOS

tvOS

TESTERS & GROUPS

All Testers

iTunes Connect Users

Friends and Family

Beta Testers

NEW GROUP

APP INFORMATION

Test Information

About TestFlight Data

Beta Testers Edit Name

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers | Builds

Builds (2)

Build	Platform	Last 7 Days	Crashes
1.5.3 (2) Testing Expires in 89 Days		1,253	0
Expires in 89 Days		146	9

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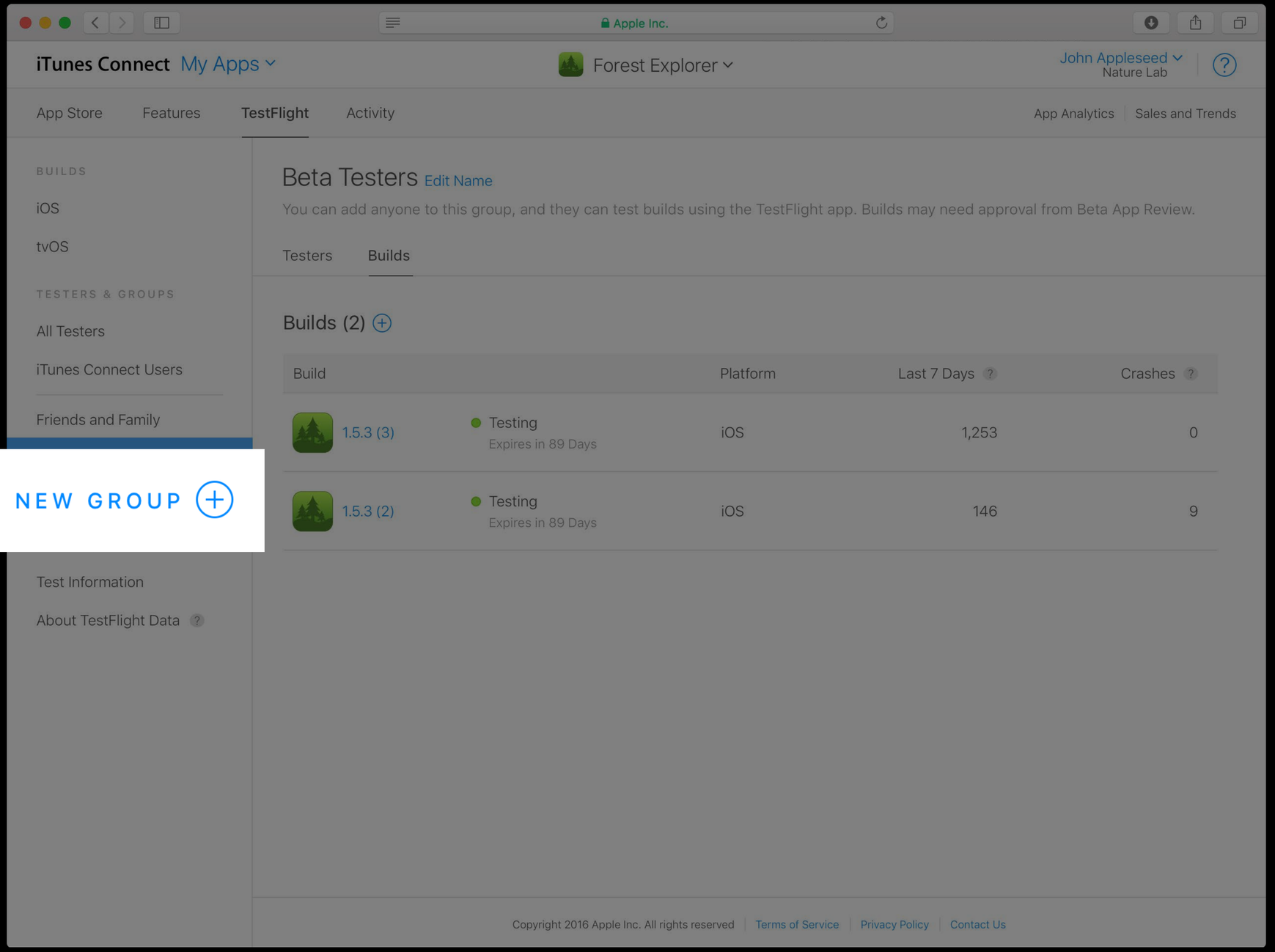
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Forest Explorer
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BUILDS
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All Testers
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Beta Testers
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Testers
Builds
Builds (2)
Build
Platform
Last 7 Days
Crashes
1.5.3 (3)
Testing
Expires in 89 Days
iOS
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1.5.3 (2)
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Expires in 89 Days
iOS
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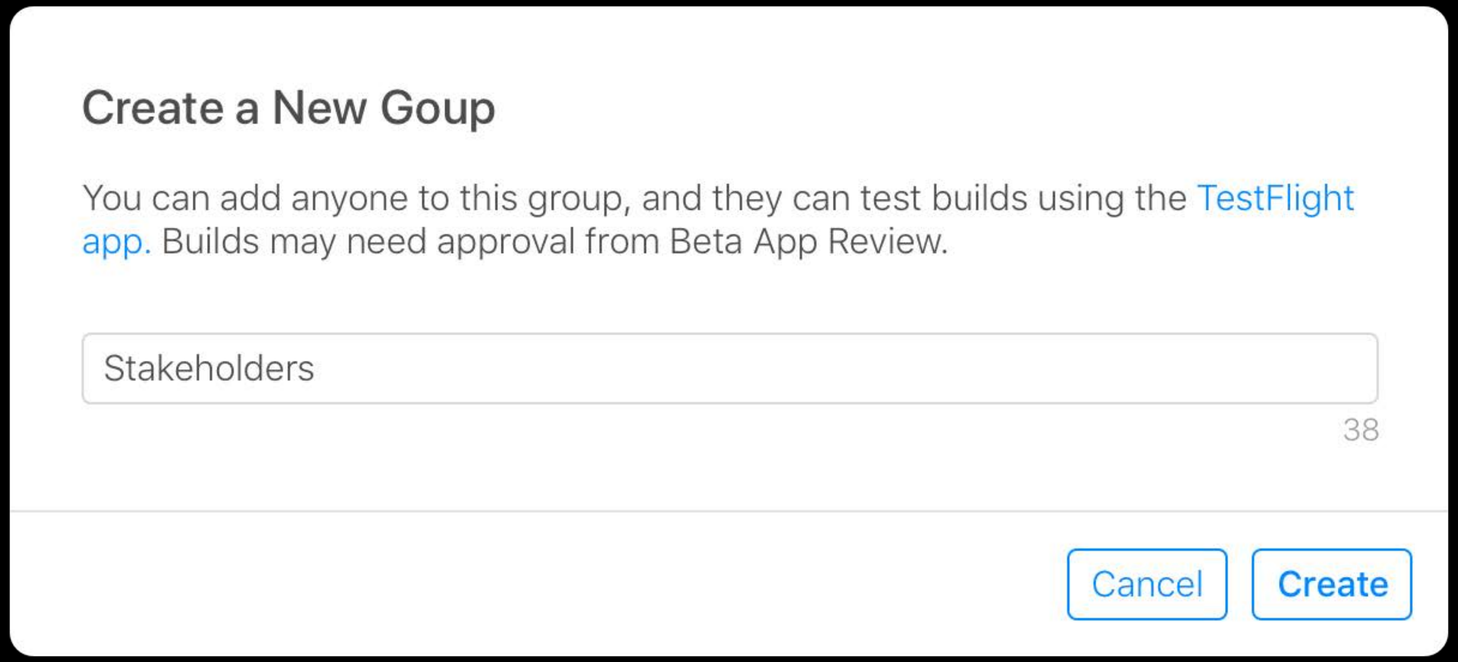
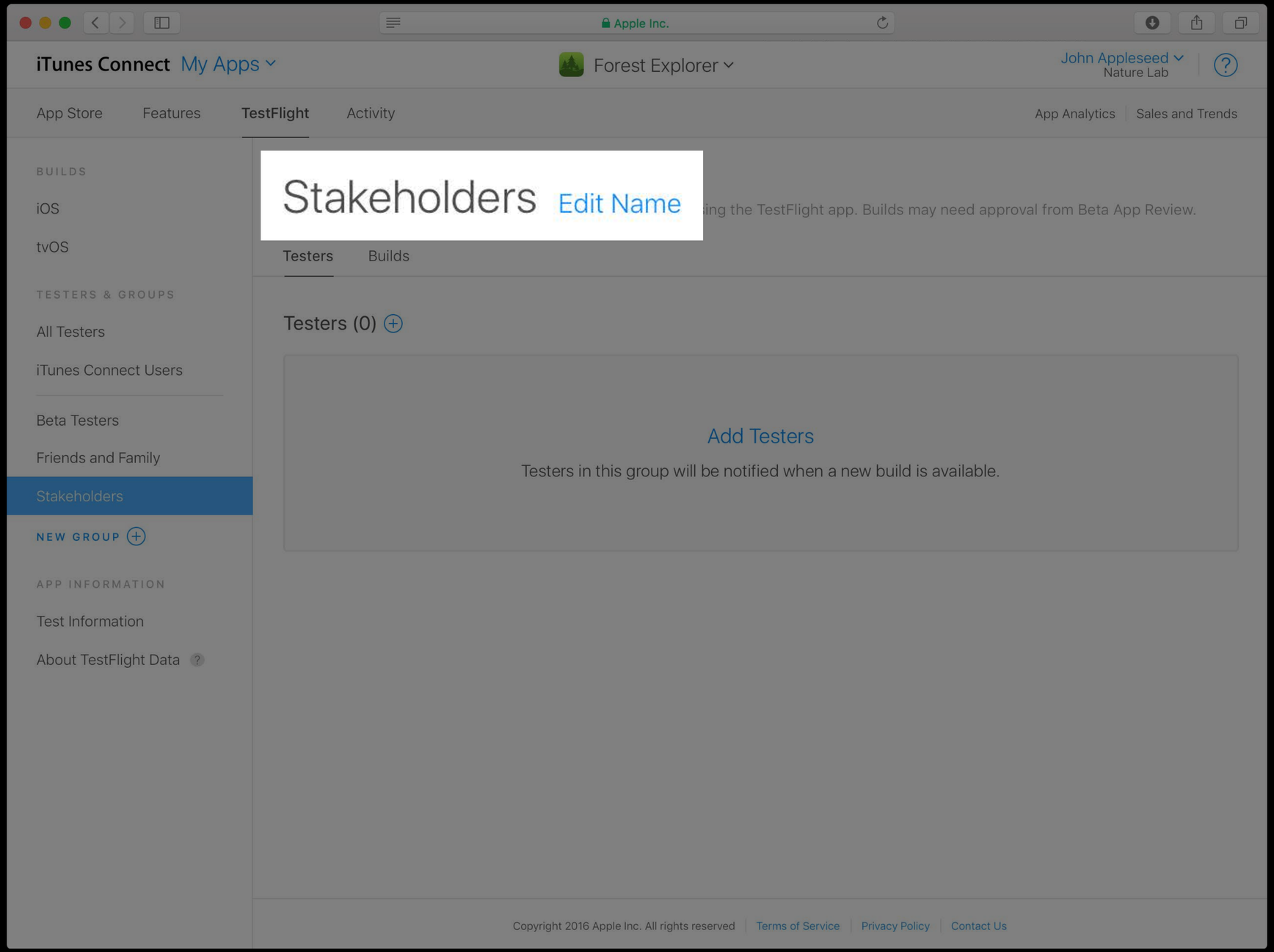

Create a New Goup
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.
Stakeholders
38
Cancel
Create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Forest Explorer
John Appleseed
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Friends and Family
Stakeholders
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Edit Name
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Testers
Builds
Testers (0)
Add Testers
Testers in this group will be notified when a new build is available.
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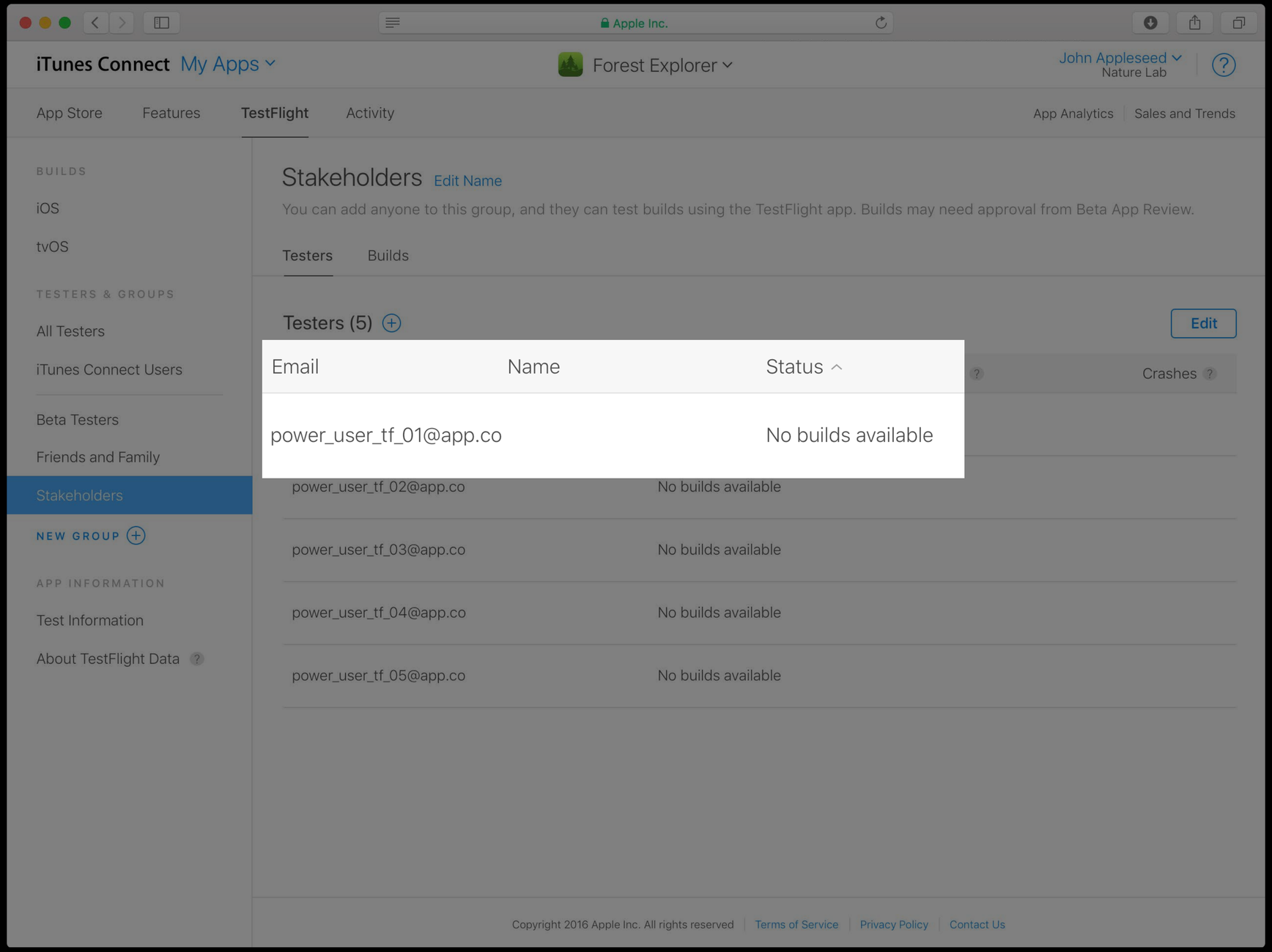
Apple Inc.
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Forest Explorer
John Appleseed
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Beta Testers
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Stakeholders
NEW GROUP
APP INFORMATION
Test Information
About TestFlight Data
Stakeholders
Edit Name
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Testers
Builds
Testers (5)
Edit
Email
Name
Status
Crashes
power_user_tf_01@app.co
No builds available
power_user_tf_02@app.co
No builds available
power_user_tf_03@app.co
No builds available
power_user_tf_04@app.co
No builds available
power_user_tf_05@app.co
No builds available
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BUILDS

iOS

tvOS

TESTERS & GROUPS

All Testers

iTunes Connect Users

Beta Testers

Friends and Family

Stakeholders

NEW GROUP

APP INFORMATION

Test Information

About TestFlight Data

Stakeholders Edit Name

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers | Builds

Builds (1)

1.5.3 (3)

Testing
Expires in 89 Days

st 7 Days | Crashes

4 | 0

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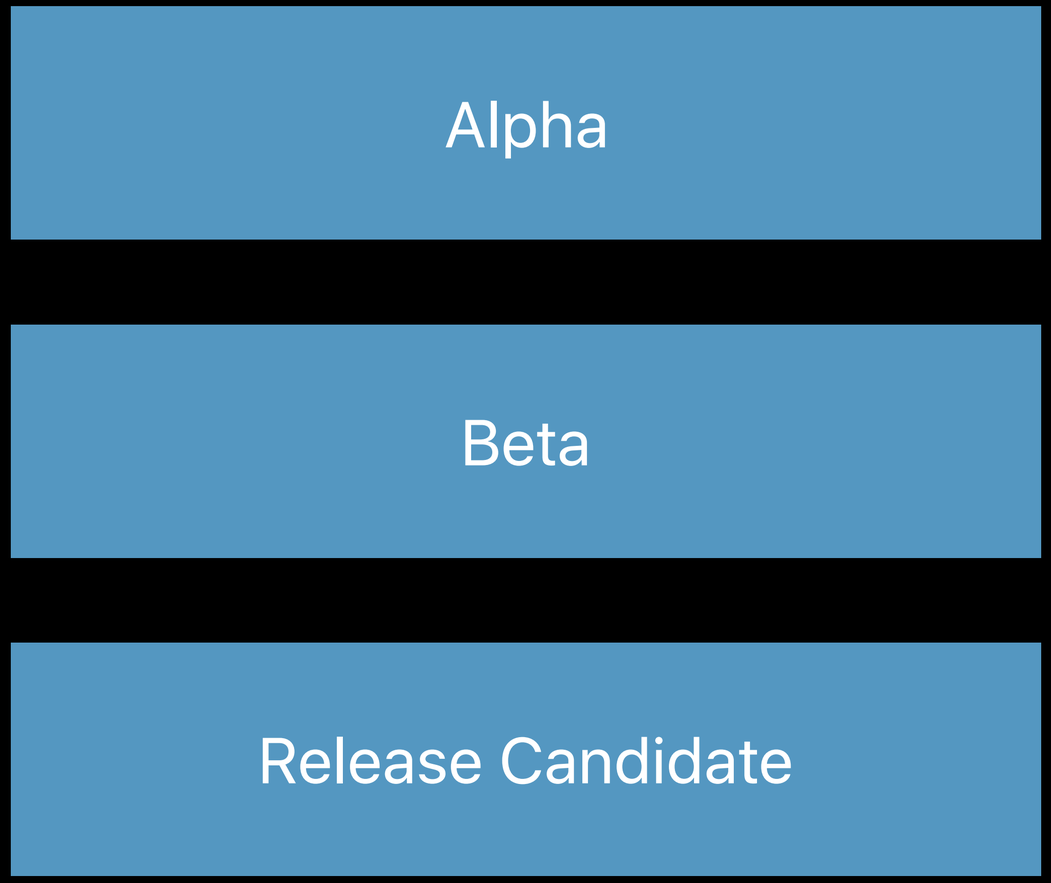
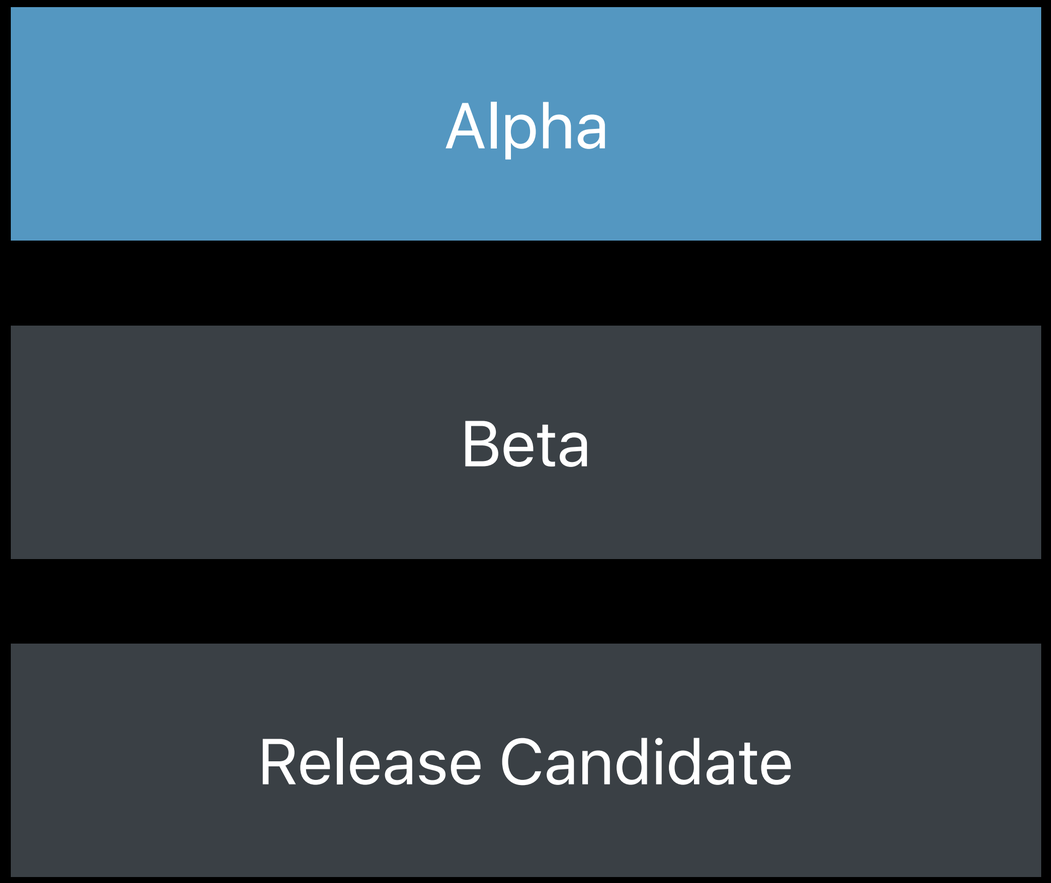
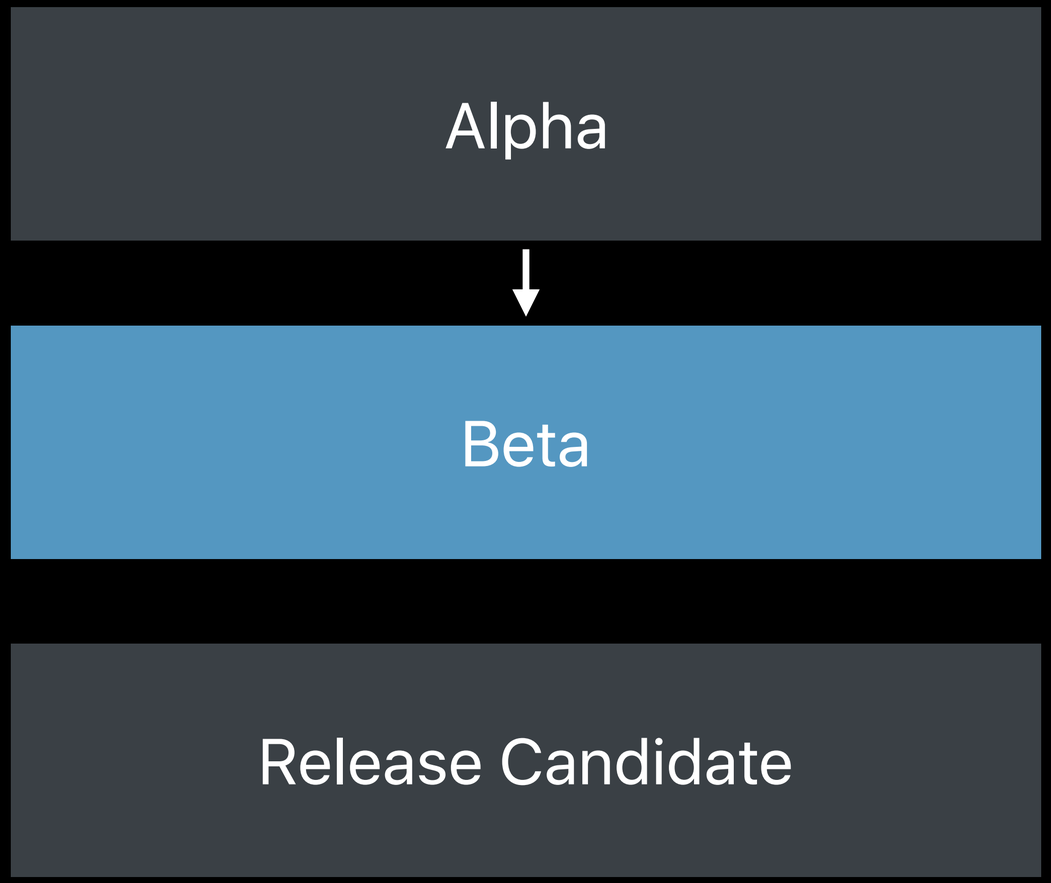
Groups for Development Cycle



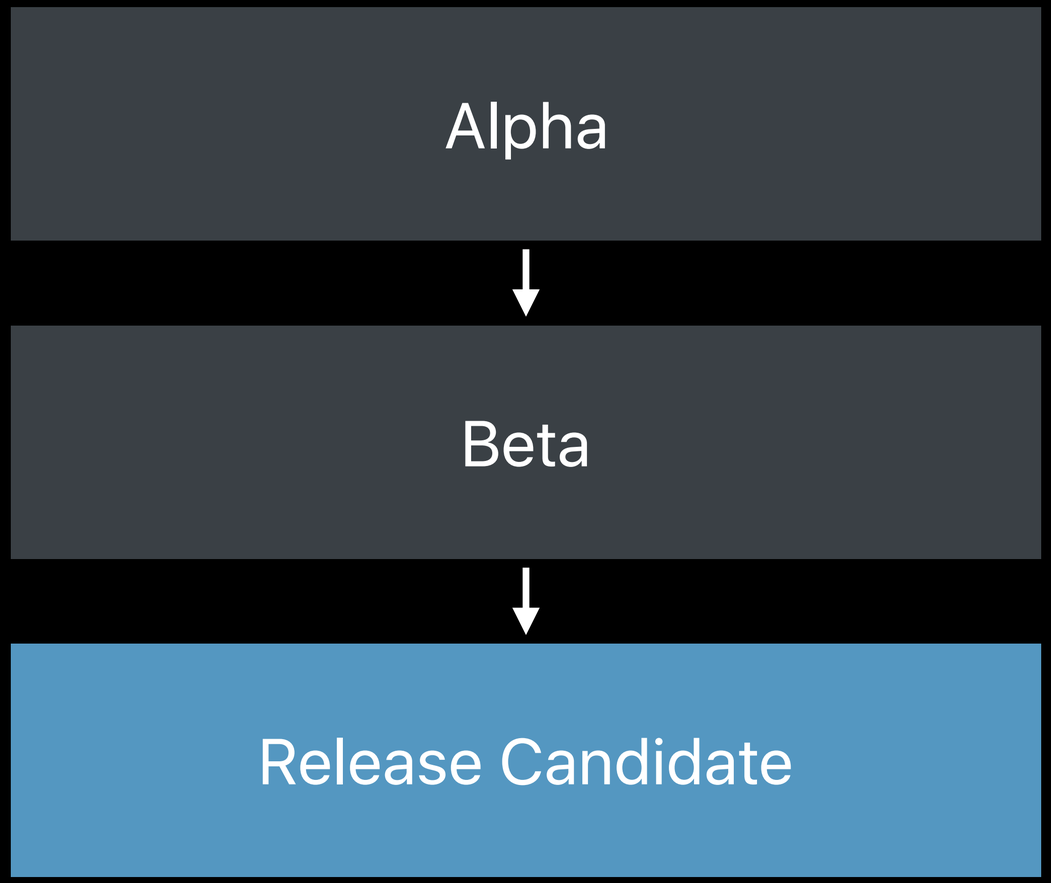
Groups for Development Cycle



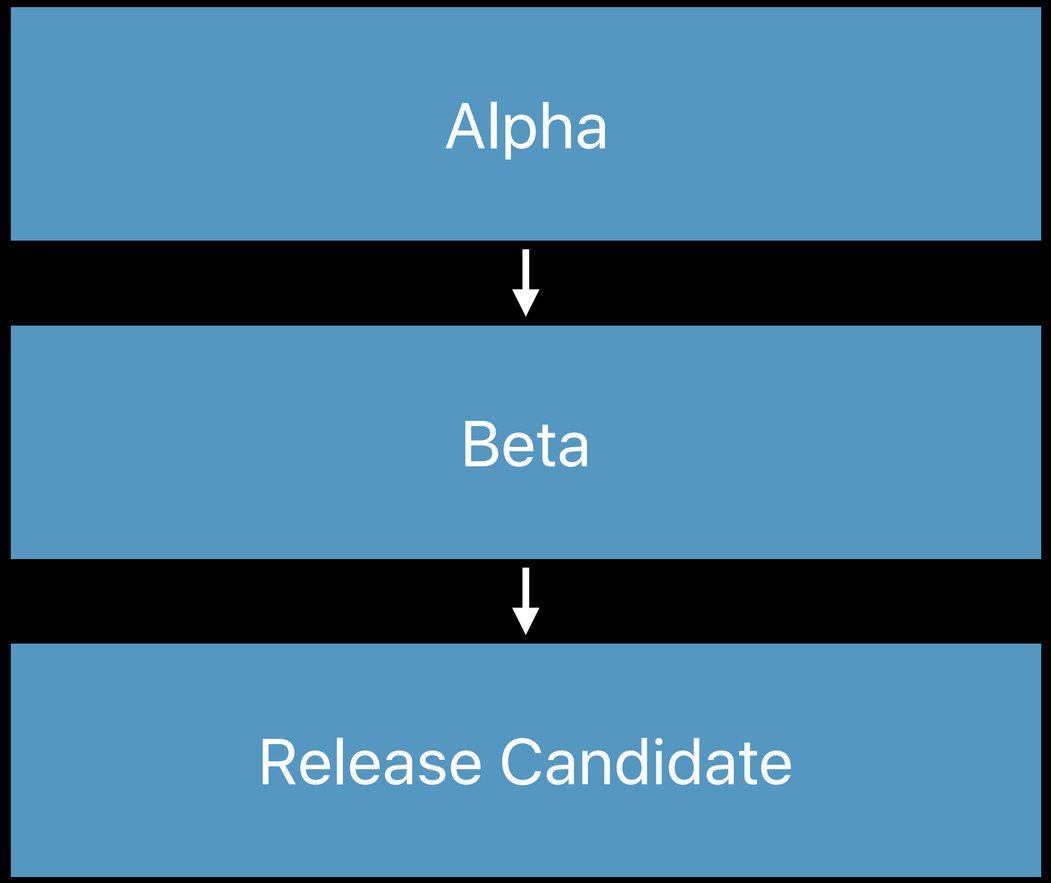
Groups for Development Cycle



Groups for Development Cycle



Multiple Lines of Development



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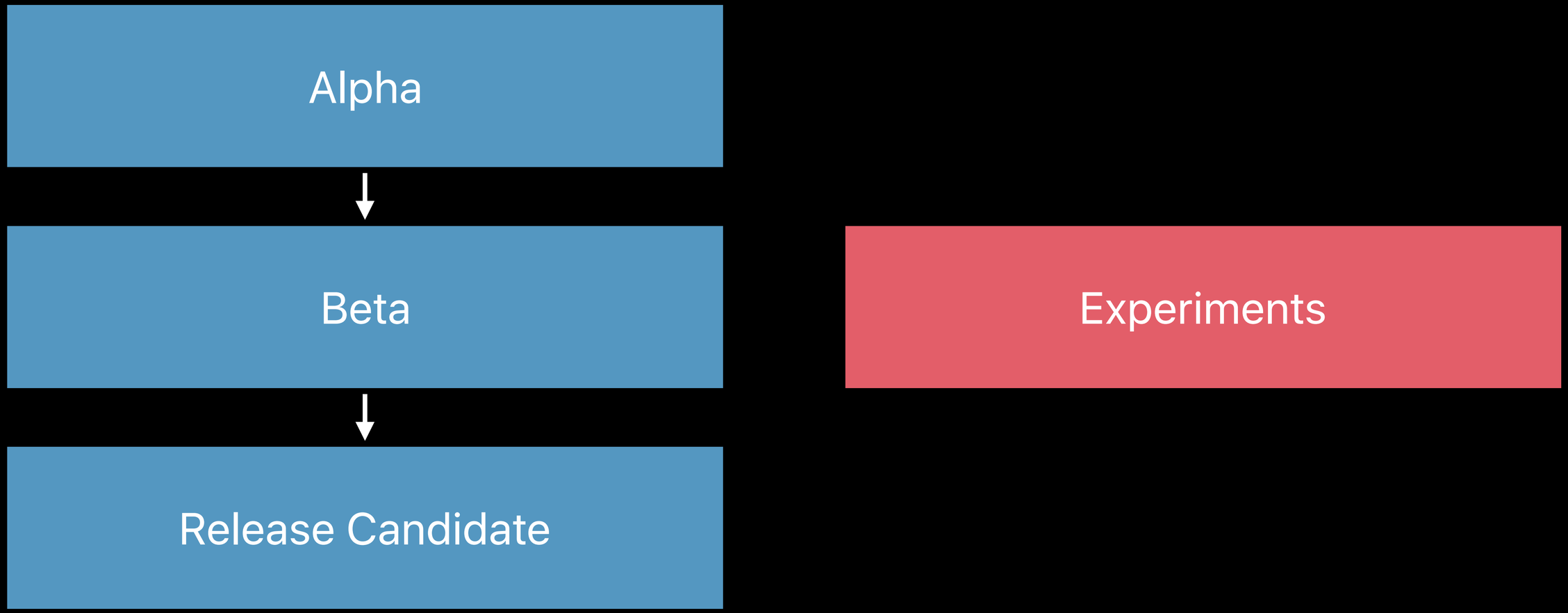

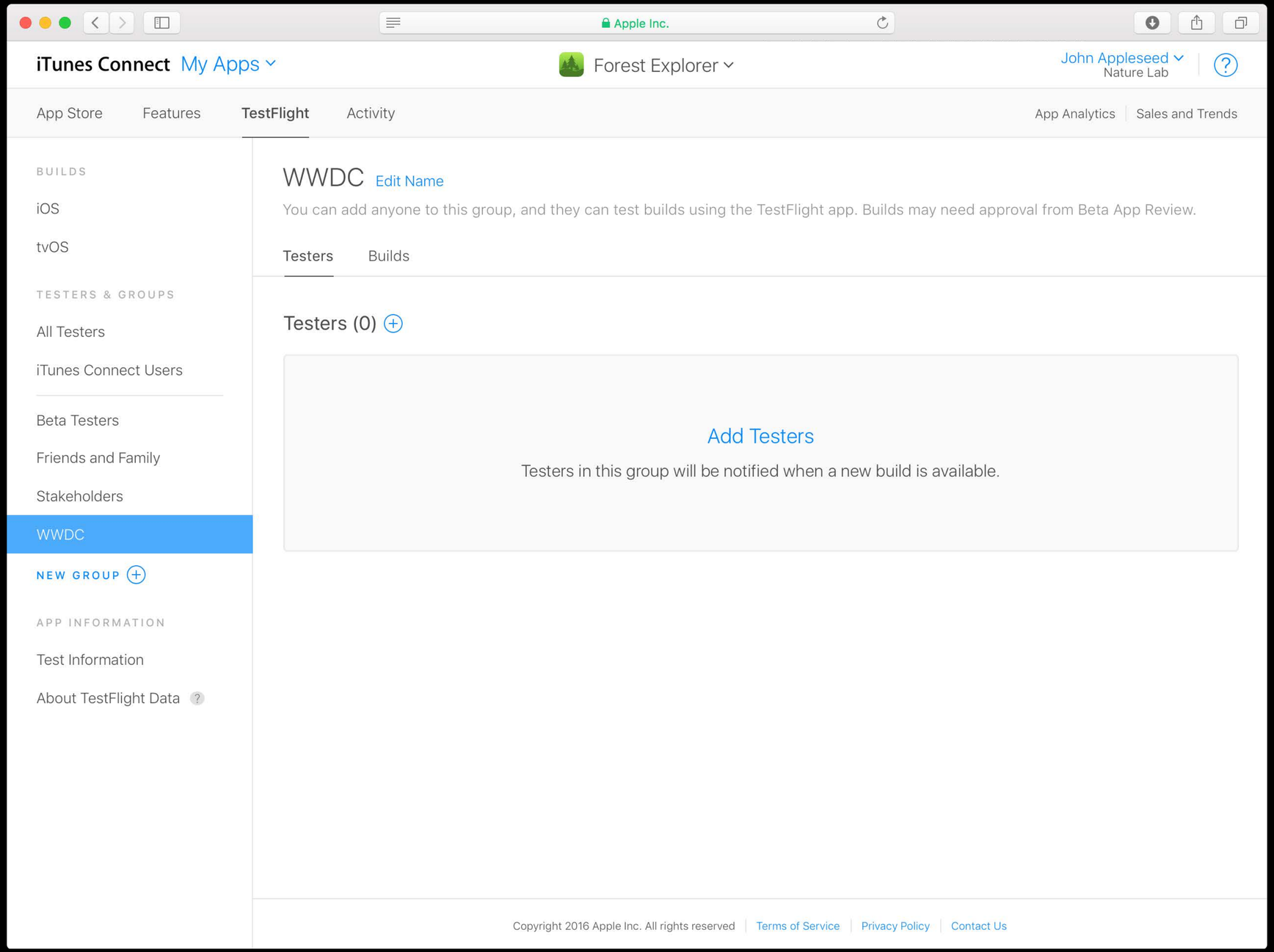
Apple Inc.
iTunes Connect
My Apps
Forest Explorer
John Appleseed
Nature Lab
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TestFlight
Activity
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Sales and Trends
BUILDS
iOS
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All Testers
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Friends and Family
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WWDC
NEW GROUP
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Test Information
About TestFlight Data
WWDC
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Testers
Builds
Testers (0)
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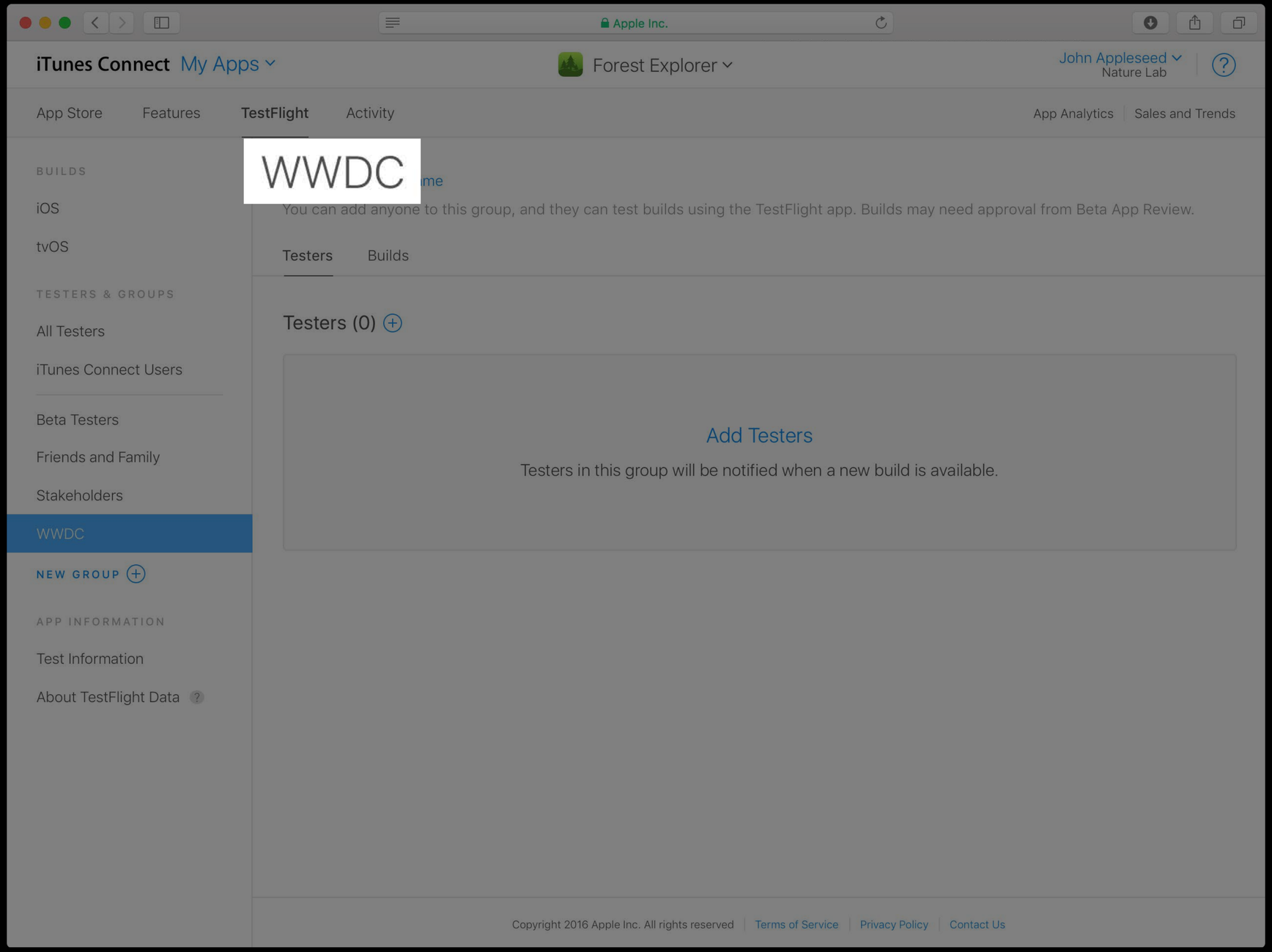
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My Apps
Forest Explorer
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Nature Lab
App Store
Features
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App Analytics
Sales and Trends
WWDC
BUILDS
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TESTERS & GROUPS
All Testers
iTunes Connect Users
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APP INFORMATION
Test Information
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me
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Testers
Builds
Testers (0)
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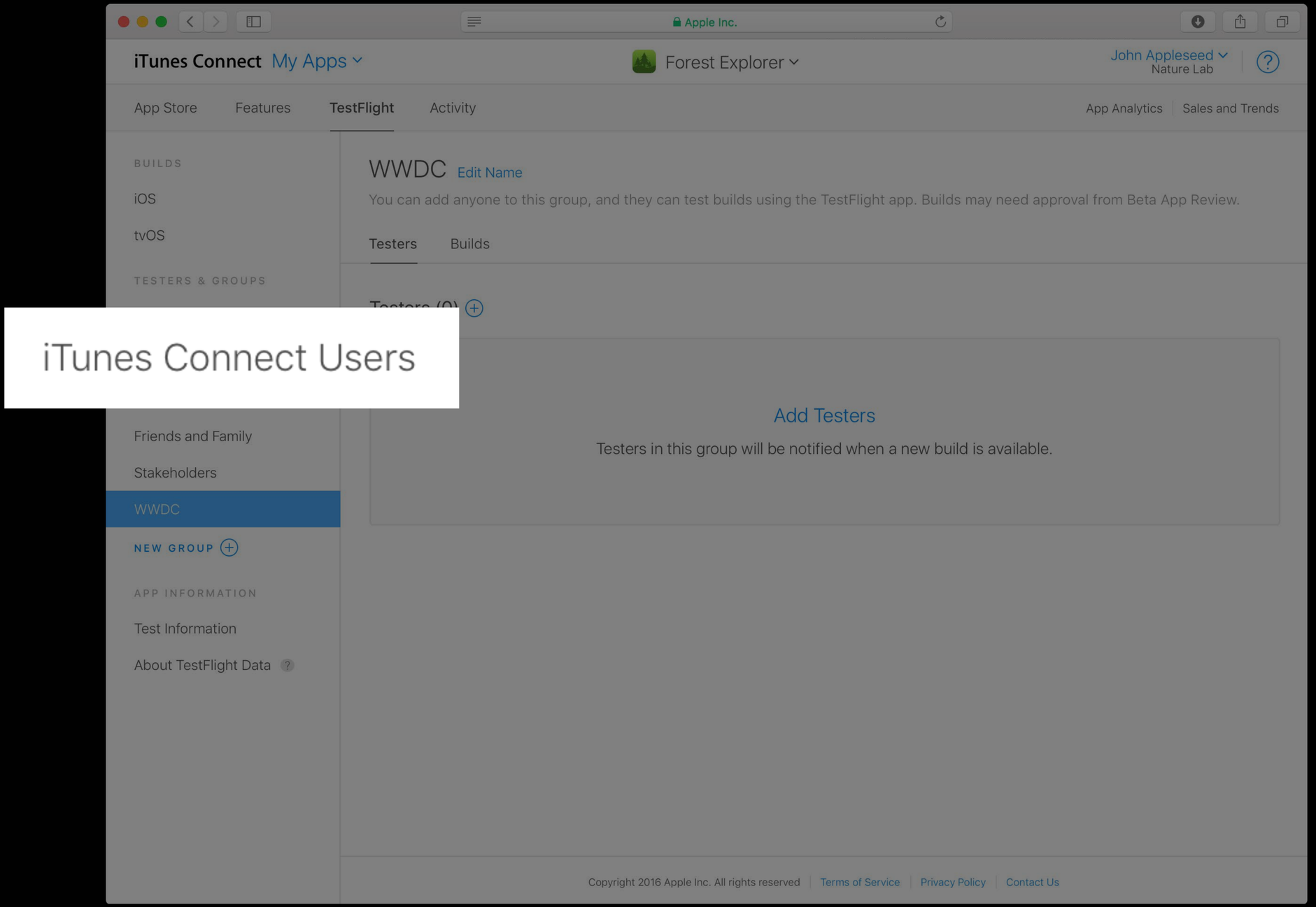
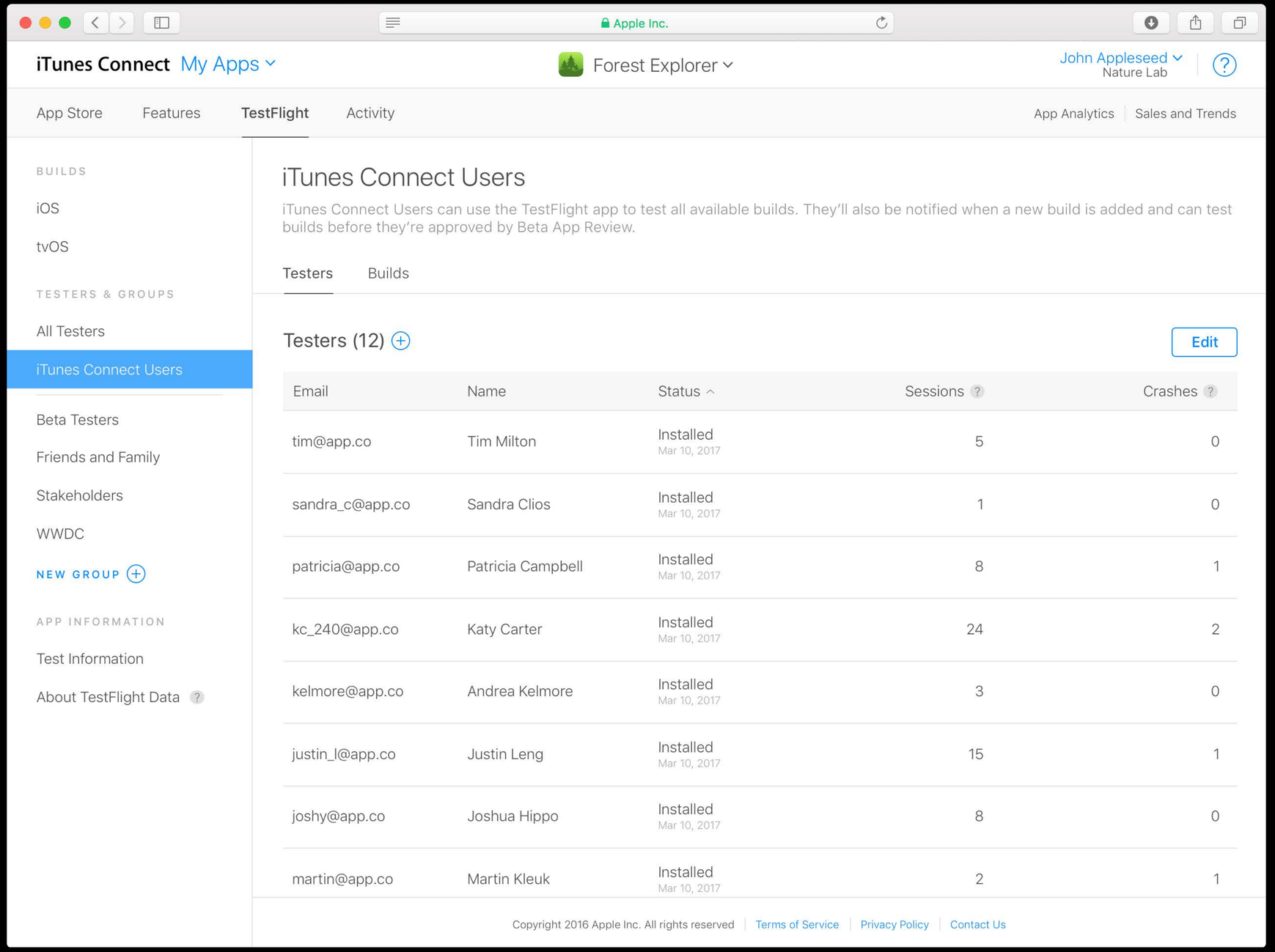


iTunes Connect Users


Apple Inc.
iTunes Connect My Apps
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BUILDS
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Friends and Family
Stakeholders
WWDC
NEW GROUP
APP INFORMATION
Test Information
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iTunes Connect Users
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Testers
Builds
Testers (12)
Edit
Email
Name
Status
Sessions
Crashes
tim@app.co
Tim Milton
Installed
Mar 10, 2017
5
0
sandra_c@app.co
Sandra Clios
Installed
Mar 10, 2017
1
0
patricia@app.co
Patricia Campbell
Installed
Mar 10, 2017
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1
kc_240@app.co
Katy Carter
Installed
Mar 10, 2017
24
2
kelmore@app.co
Andrea Kelmore
Installed
Mar 10, 2017
3
0
justin_l@app.co
Justin Leng
Installed
Mar 10, 2017
15
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joshy@app.co
Joshua Hippo
Installed
Mar 10, 2017
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Martin Kleuk
Installed
Mar 10, 2017
2
1
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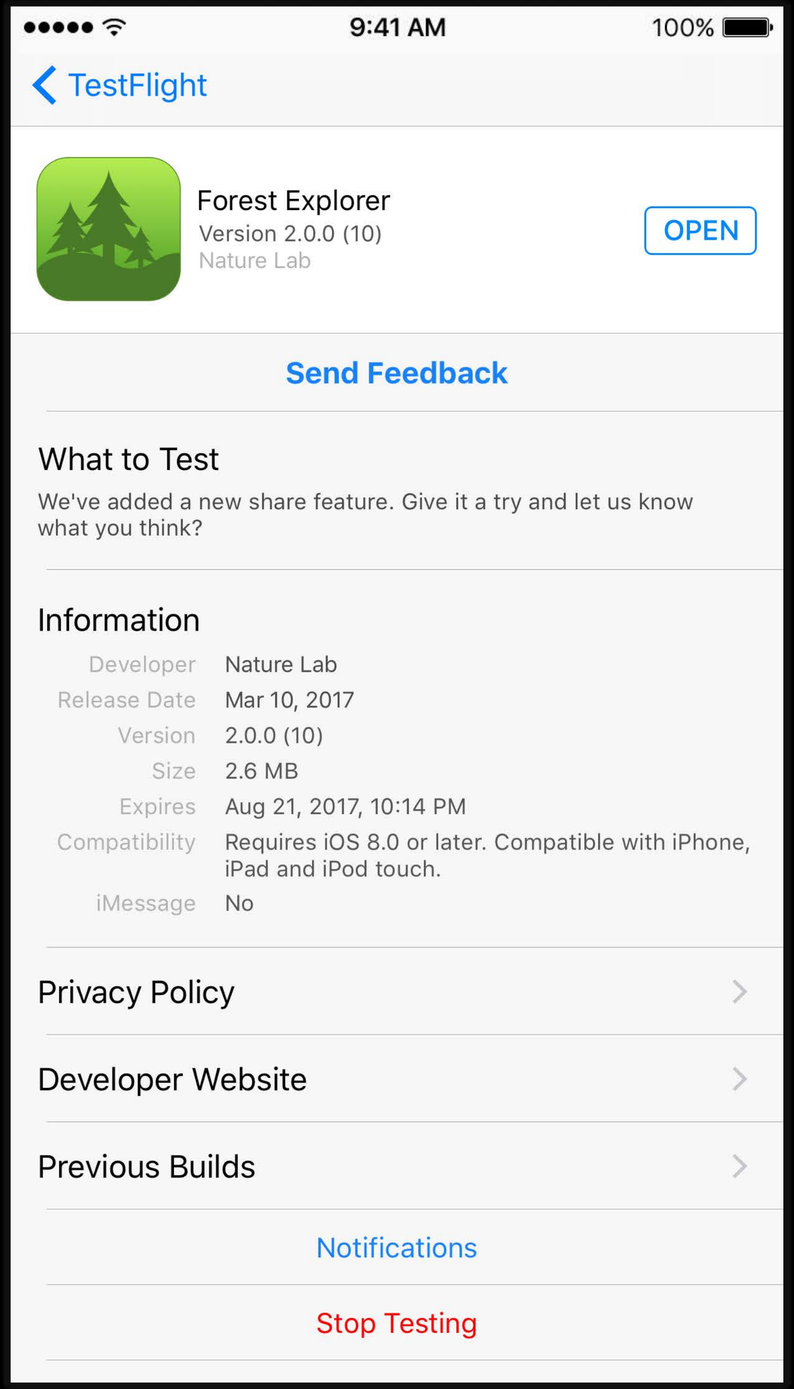
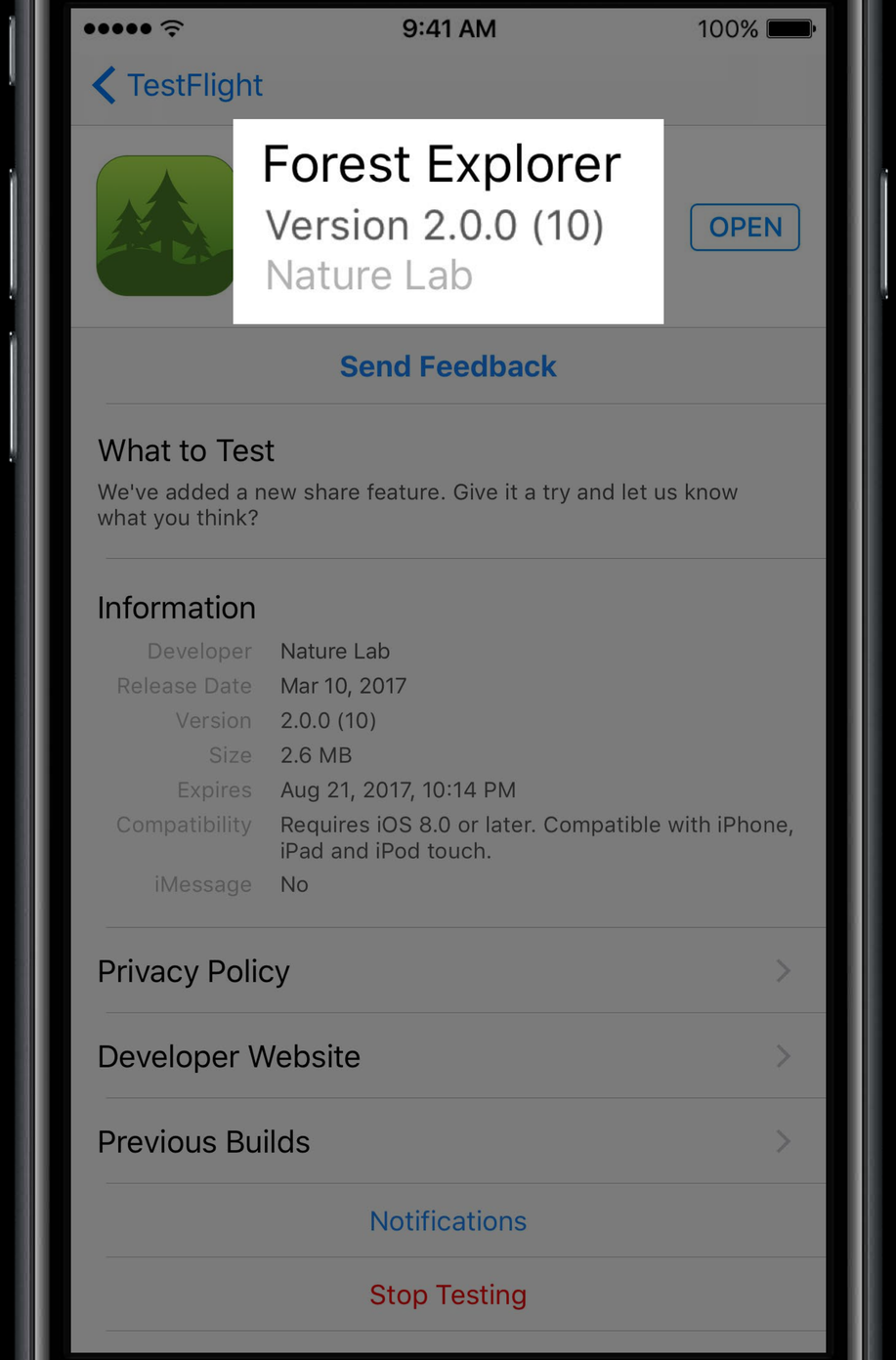

9:41 AM
100%
TestFlight
Forest Explorer
Version 2.0.0 (10)
Nature Lab
OPEN
Send Feedback
What to Test
We've added a new share feature. Give it a try and let us know what you think?
Information
Developer Nature Lab
Release Date Mar 10, 2017
Version 2.0.0 (10)
Size 2.6 MB
Expires Aug 21, 2017, 10:14 PM
Compatibility Requires iOS 8.0 or later. Compatible with iPhone, iPad and iPod touch.
iMessage No
Privacy Policy
Developer Website
Previous Builds
Notifications
Stop Testing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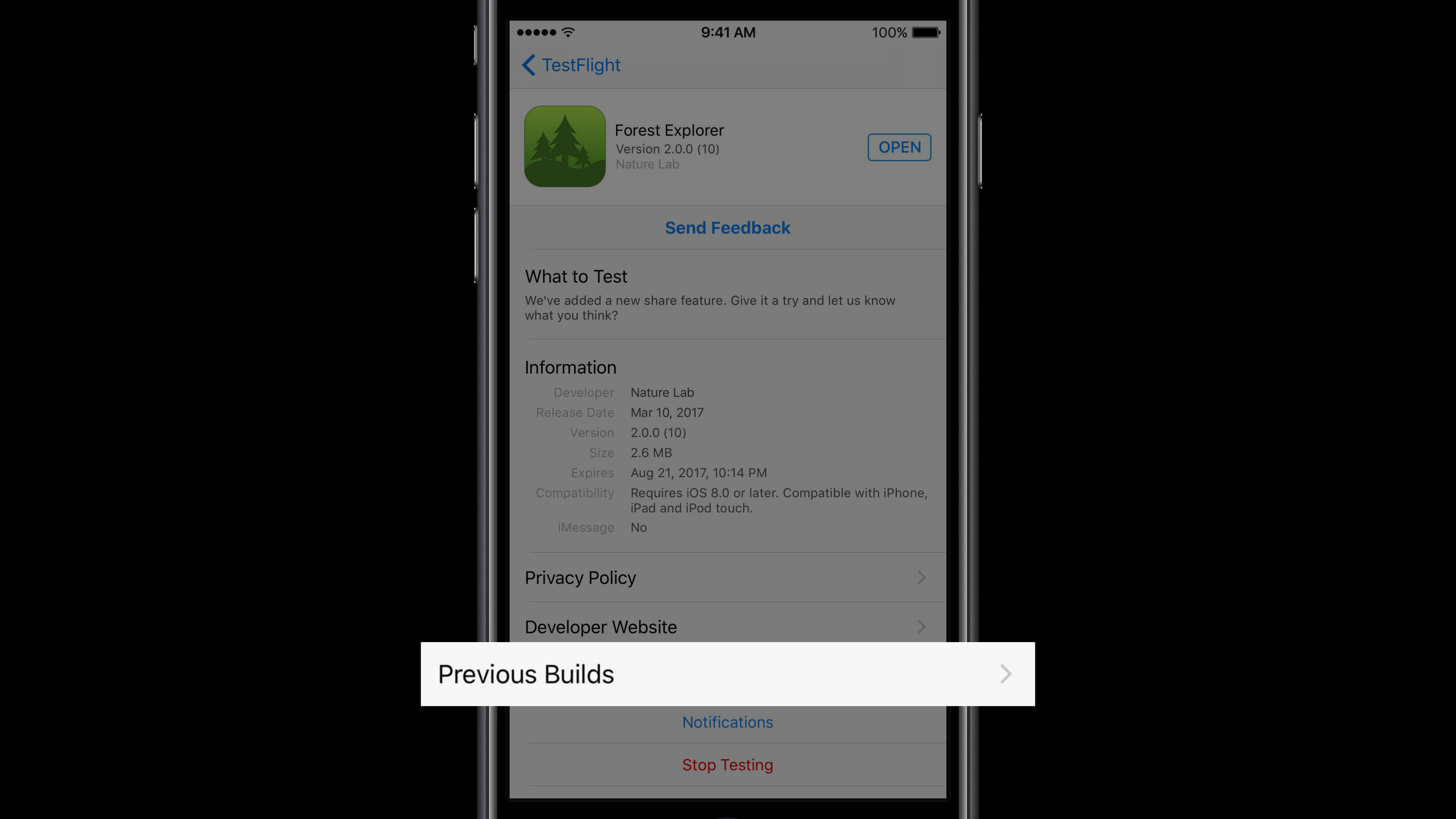
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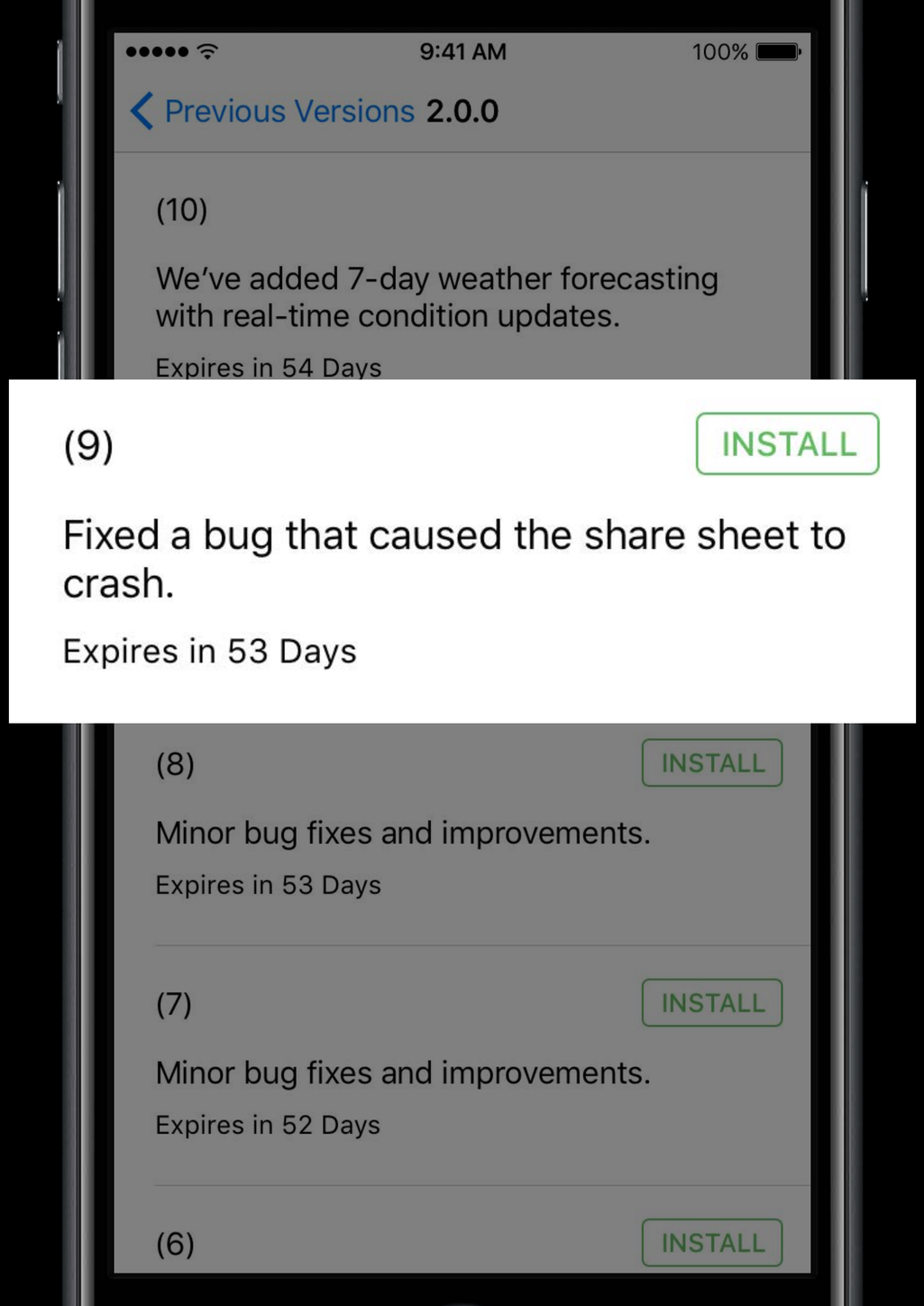
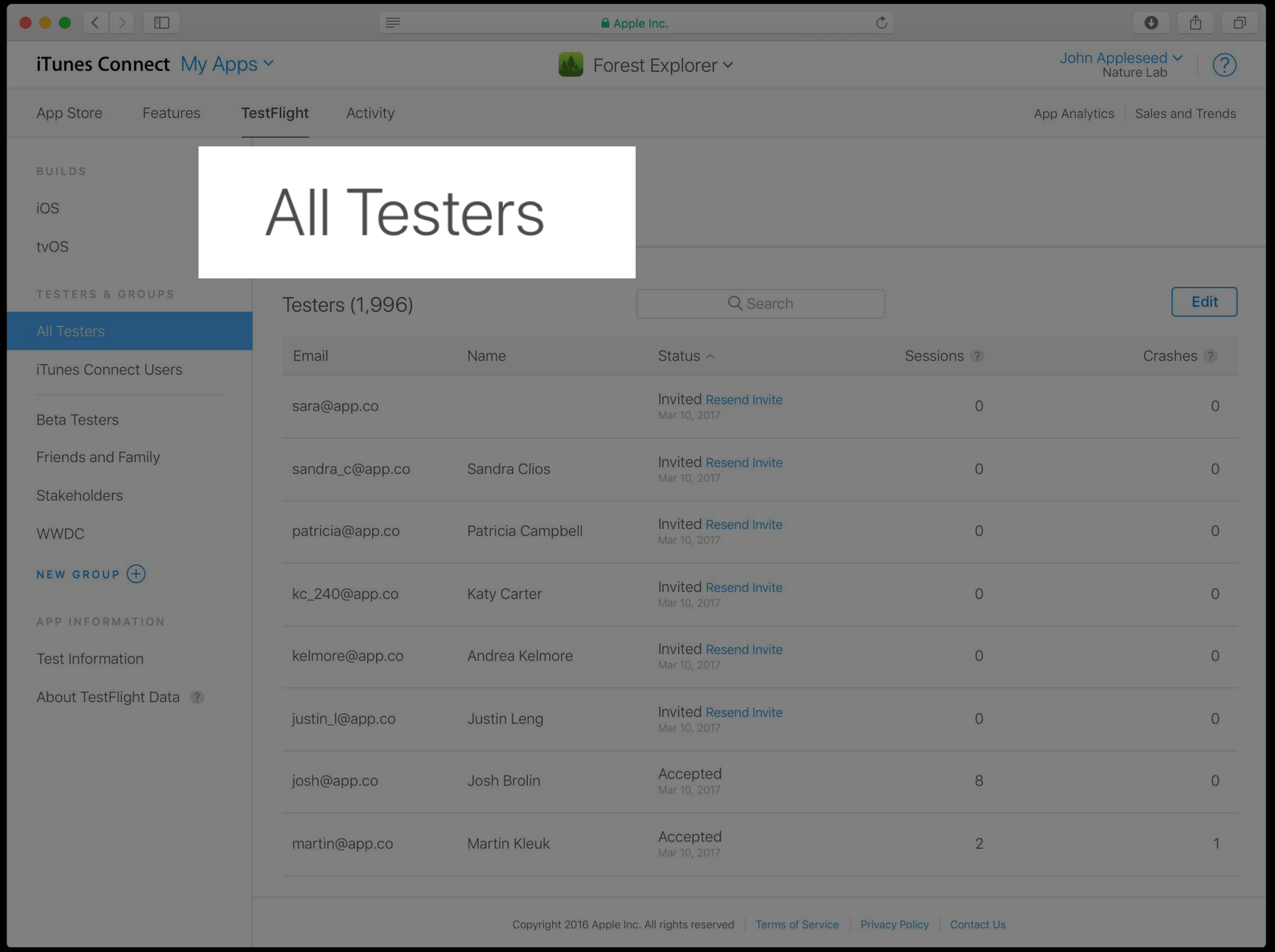
Notifications
Stop Testing


9:41 AM
100%
Previous Versions 2.0.0
(10)
We've added 7-day weather forecasting with real-time condition updates.
Expires in 54 Days
(9)
INSTALL
Fixed a bug that caused the share sheet to crash.
Expires in 53 Days
(8)
INSTALL
Minor bug fixes and improvements.
Expires in 53 Days
(7)
INSTALL
Minor bug fixes and improvements.
Expires in 52 Days
(6)
INSTALL


Apple Inc.
iTunes Connect My Apps
Forest Explorer
John Appleseed
Nature Lab
App Store
Features
TestFlight
Activity
App Analytics
Sales and Trends
BUILDS
iOS
tvOS
TESTERS & GROUPS
All Testers
iTunes Connect Users
Beta Testers
Friends and Family
Stakeholders
WWDC
NEW GROUP
APP INFORMATION
Test Information
About TestFlight Data
All Testers
Testers (1,996)
Search
Edit
Email
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Sessions
Crashes
sara@app.co
Invited Resend Invite
Mar 10, 2017
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sandra_c@app.co
Sandra Clios
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Patricia Campbell
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Katy Carter
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Andrea Kelmore
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Justin Leng
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Josh Brolin
Accepted
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Martin Kleuk
Accepted
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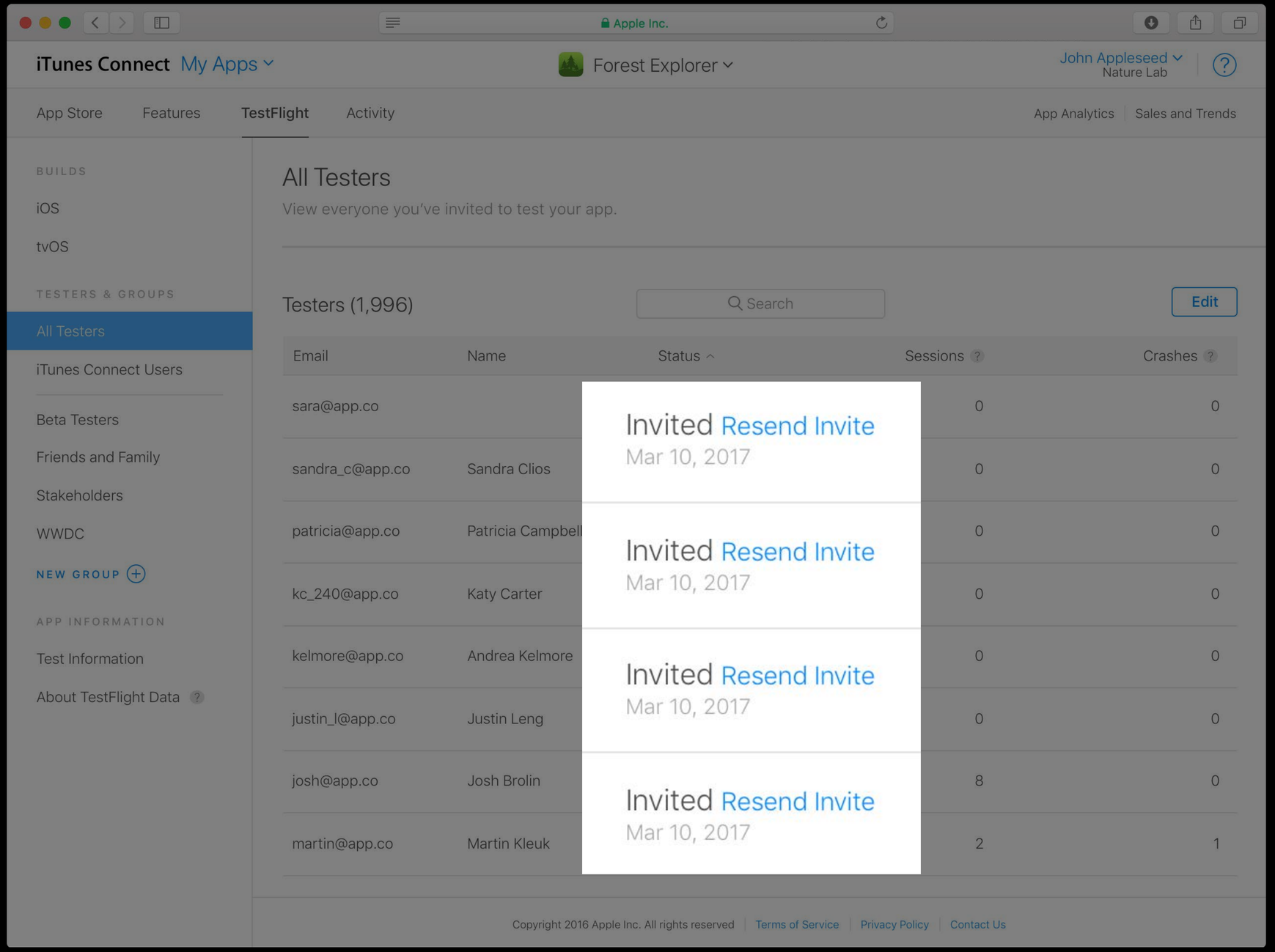
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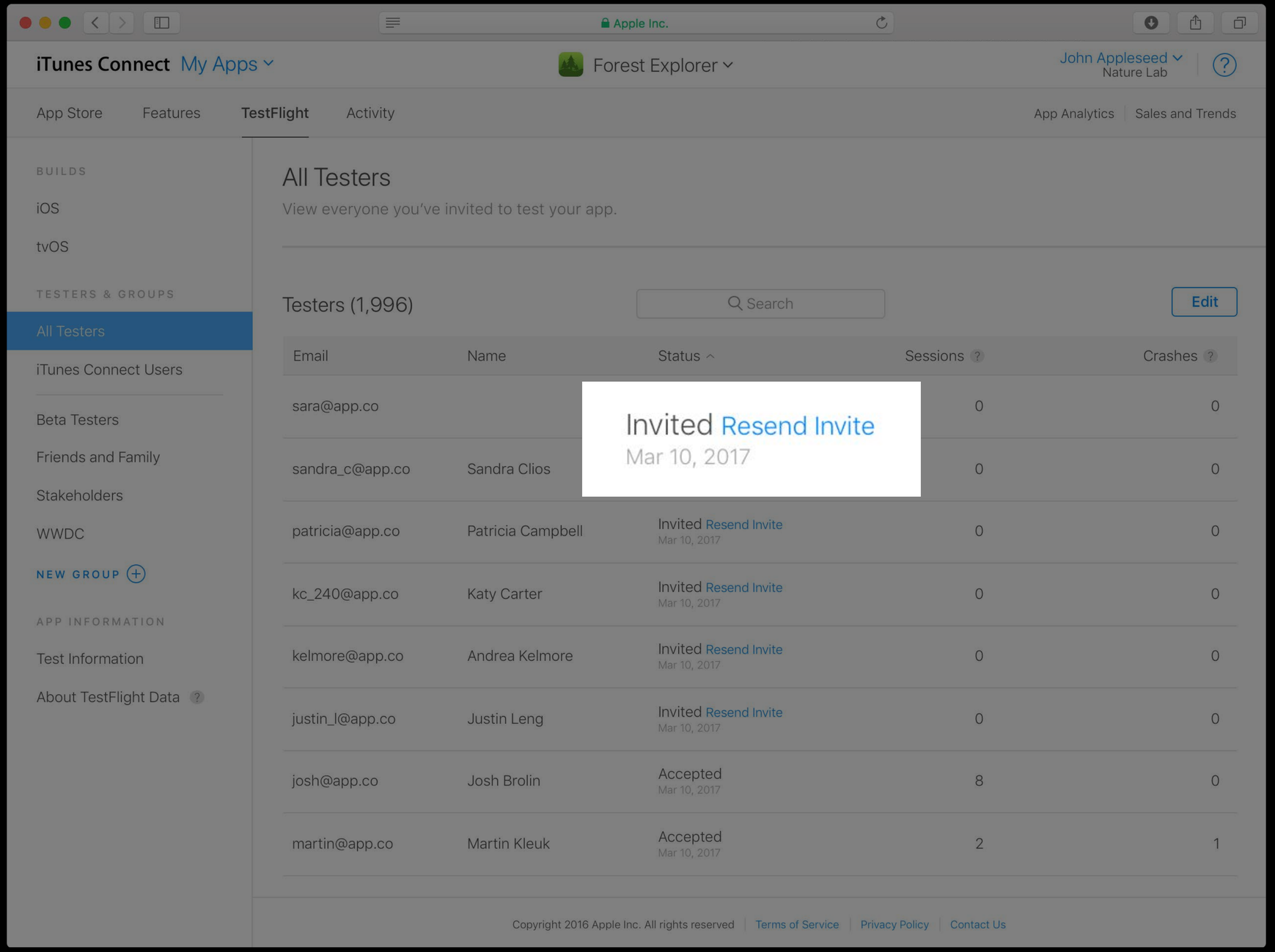
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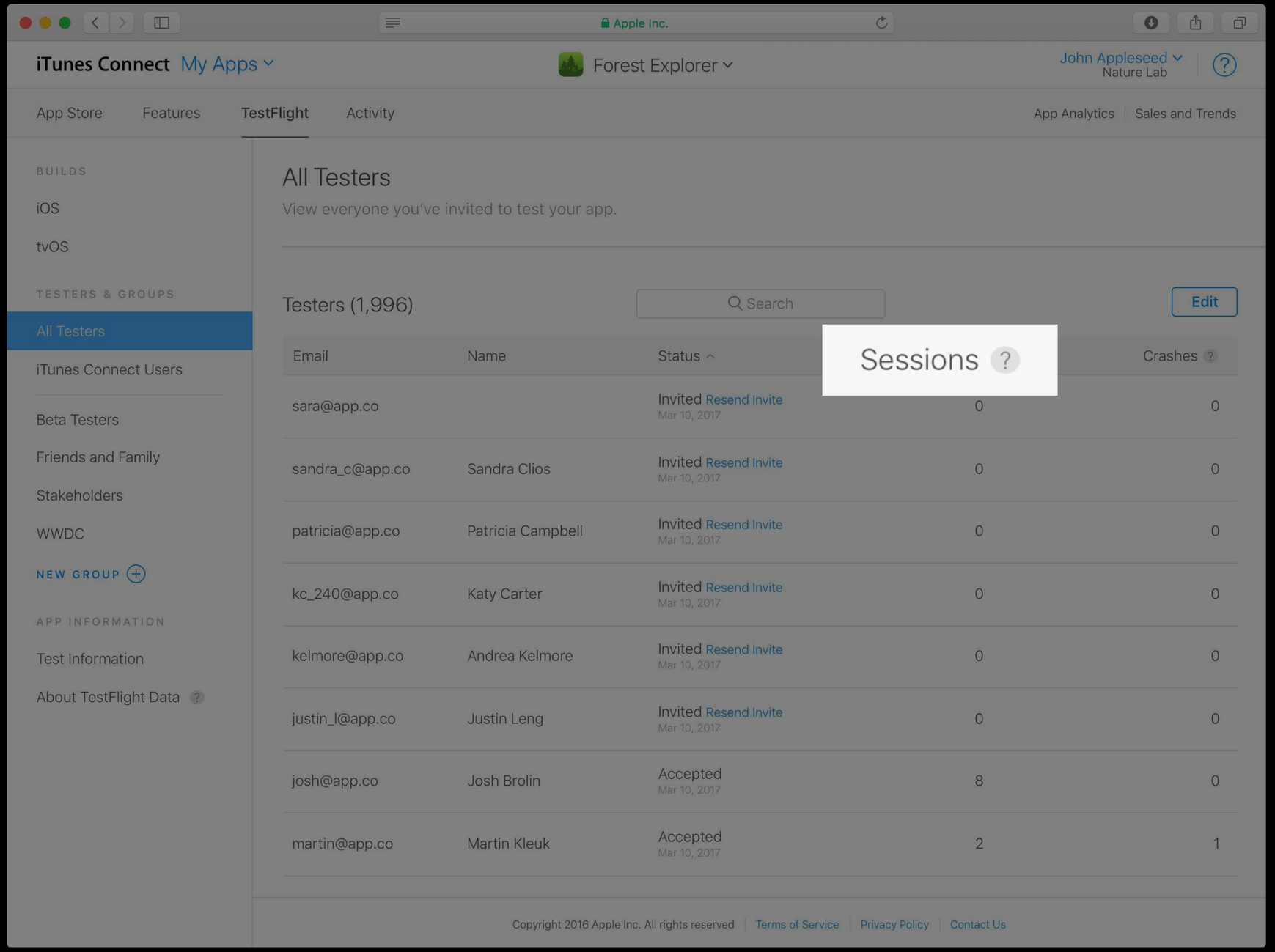
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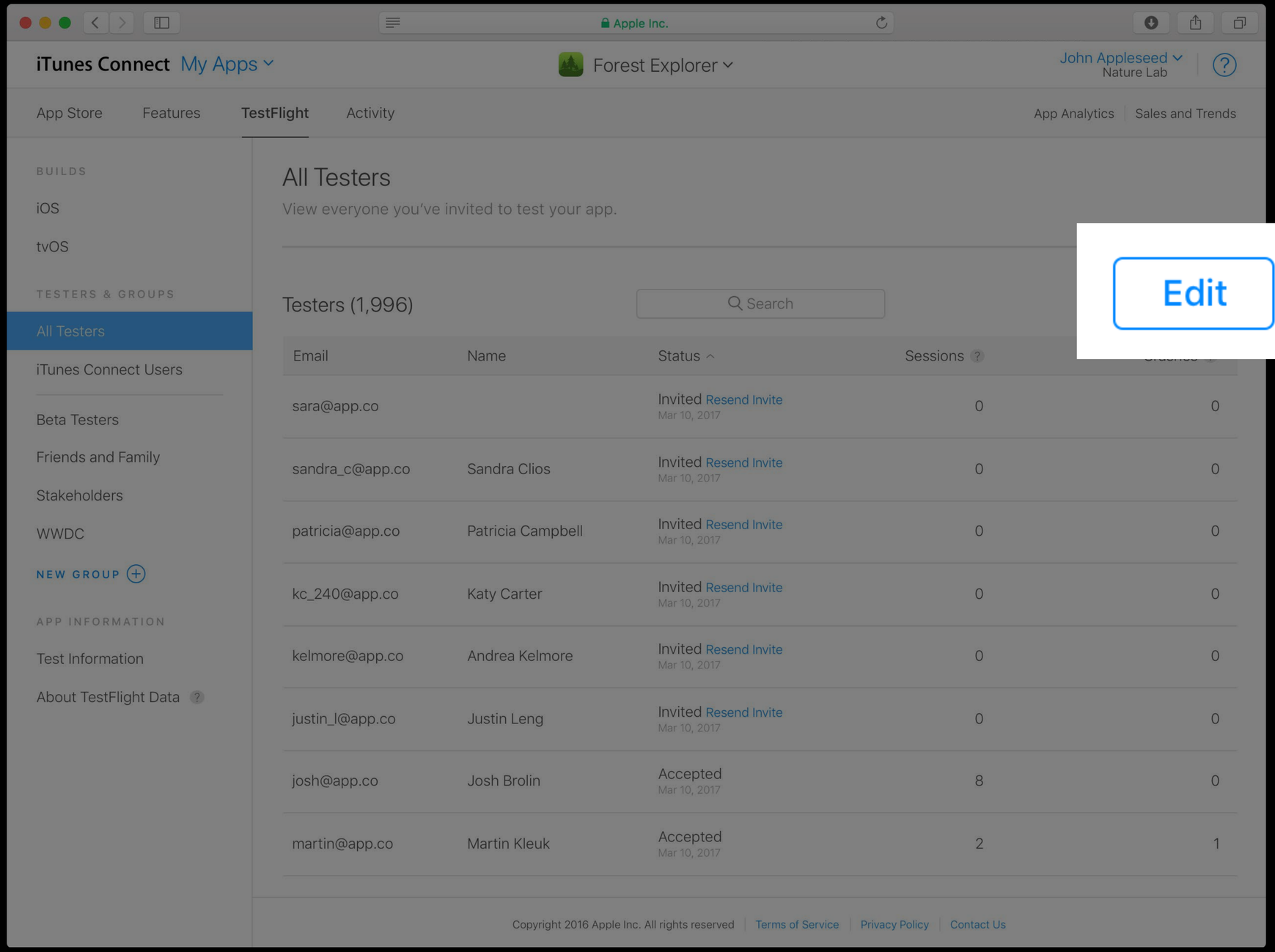
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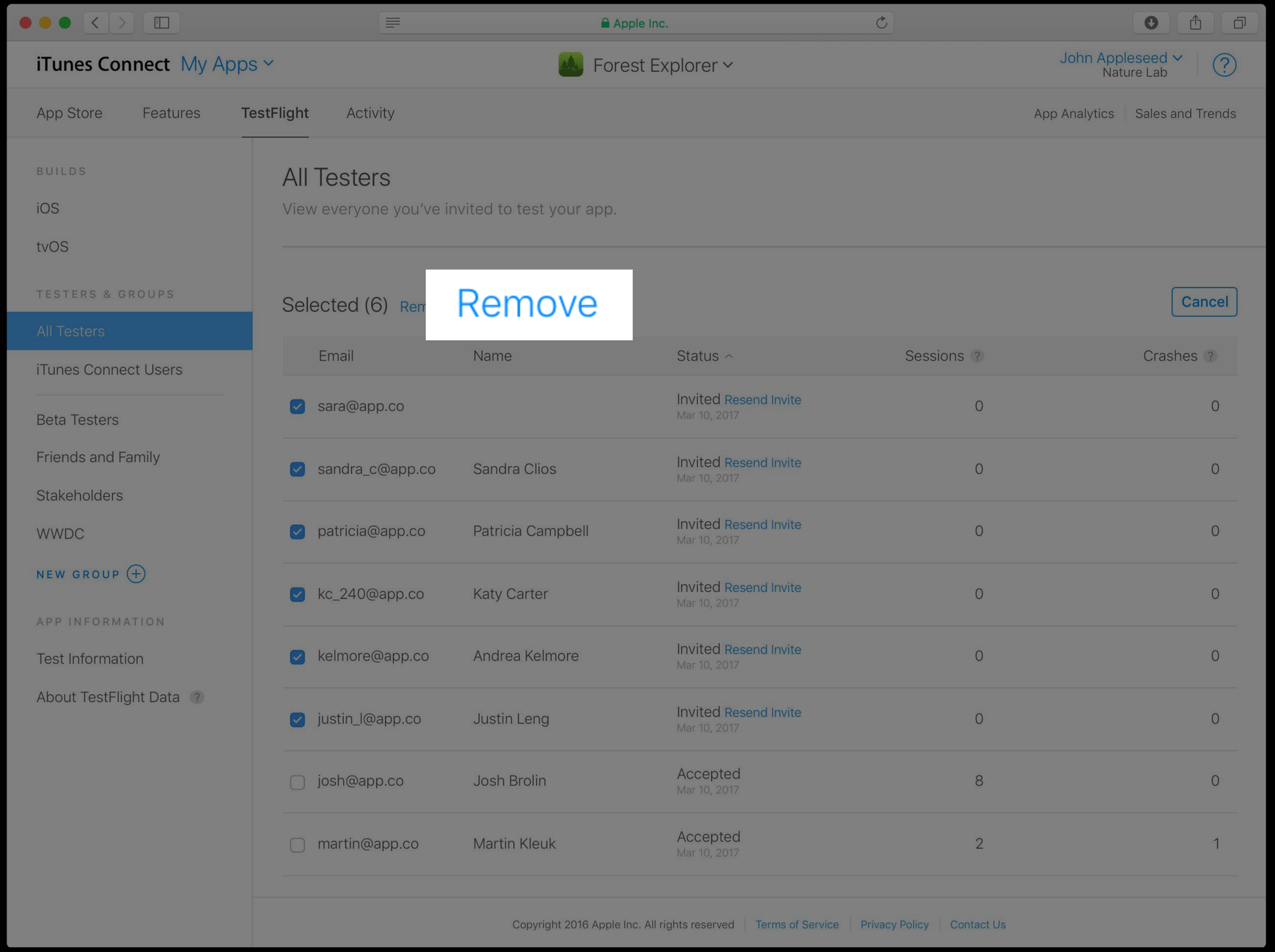
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Selected (6)
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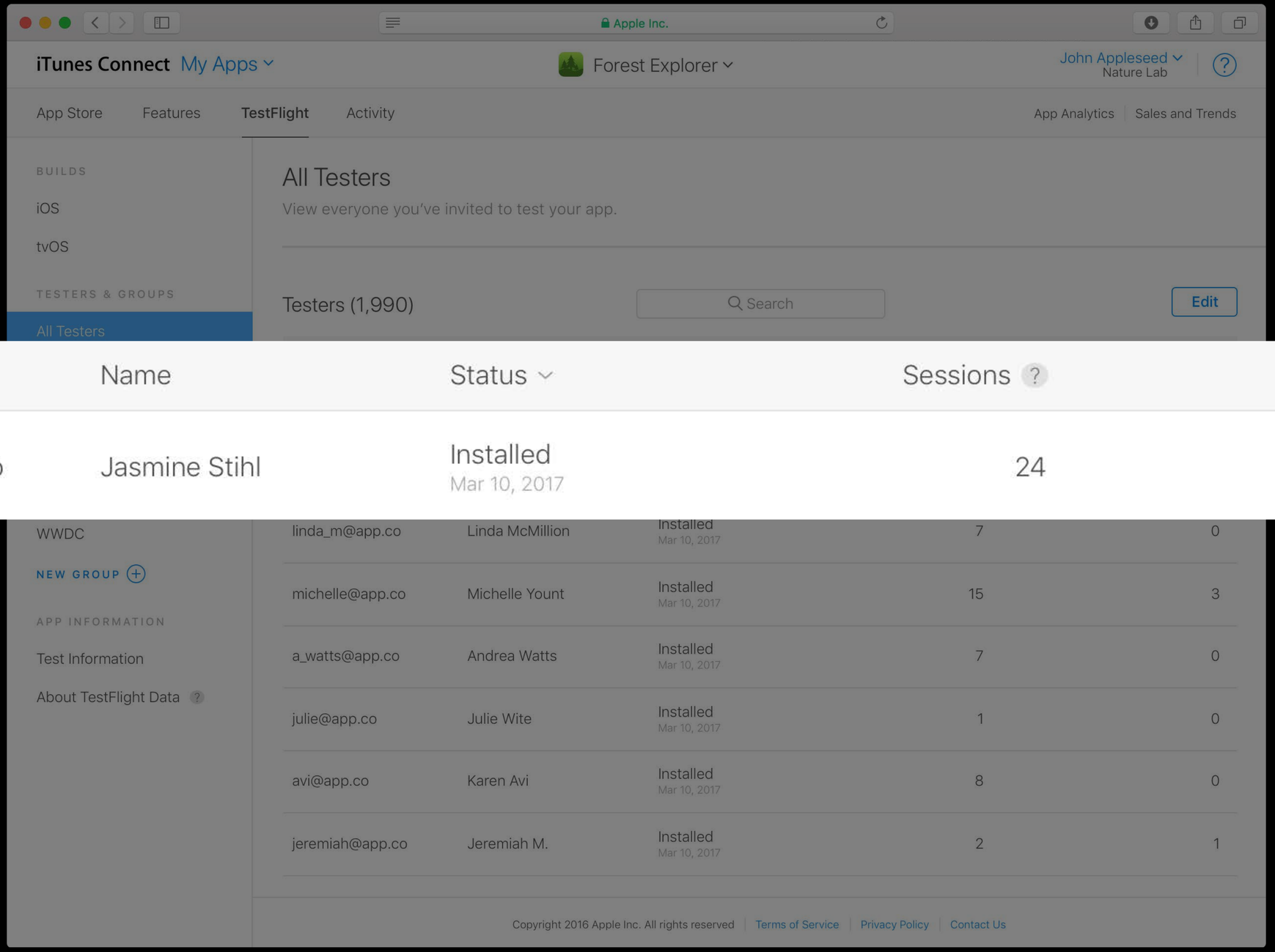
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Testers (1,990)
Search
Edit
Email
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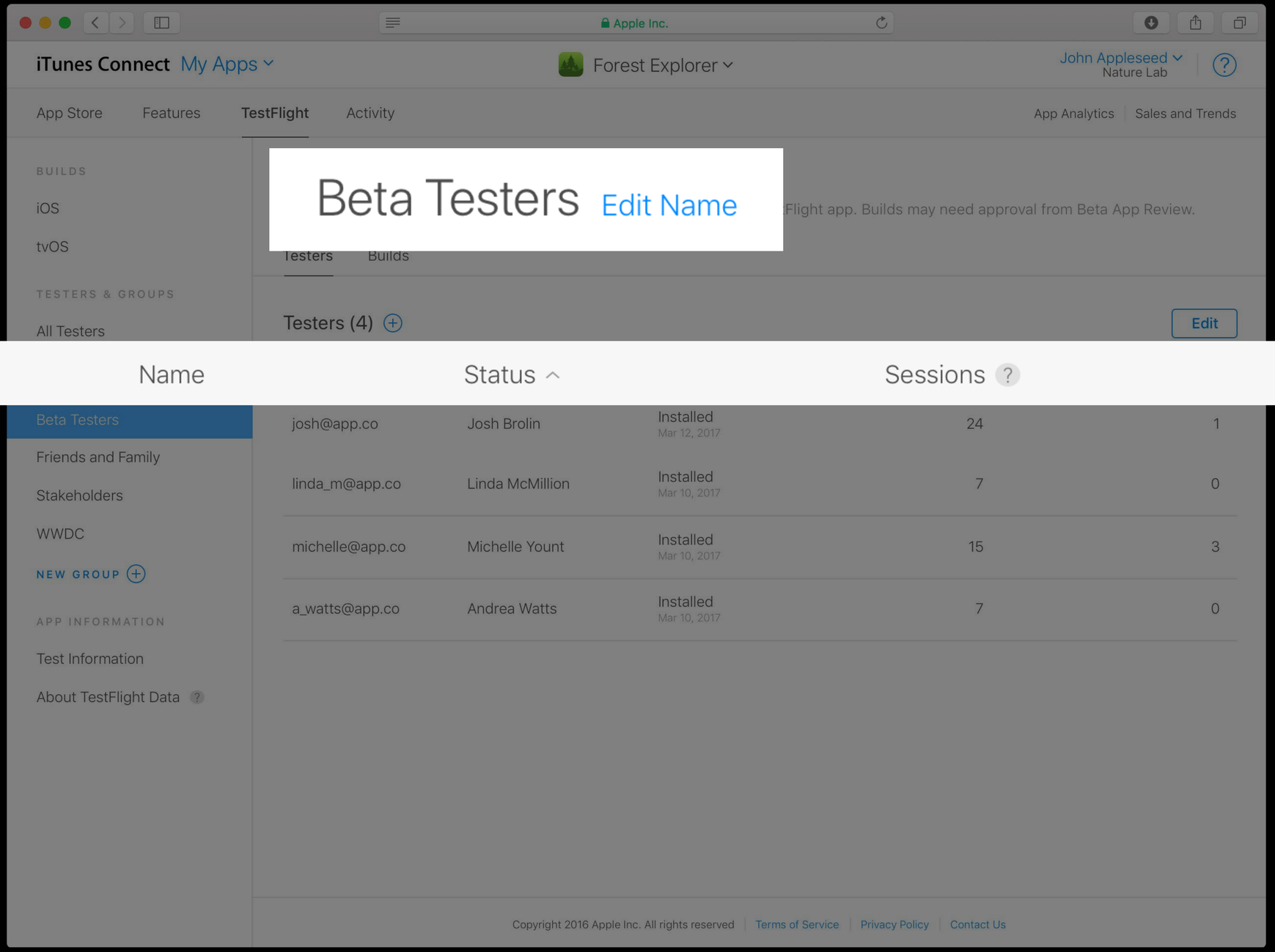
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Andrea Watts
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Build Expiration

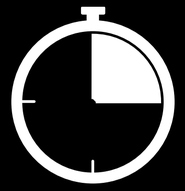
90 Days

Builds Expire 90 Days
After Upload

Build Expiration

90 Days

Builds Expire 90 Days
After Upload

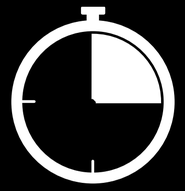


You Can Manually
Expire Builds

Build Expiration

90 Days

Builds Expire 90 Days
After Upload



You Can Manually
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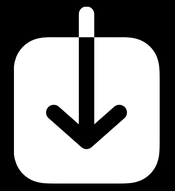


Manual Expiration Does Not
Affect Builds Already Installed

Tester Limits

2,000

External Testers

Tester Limits

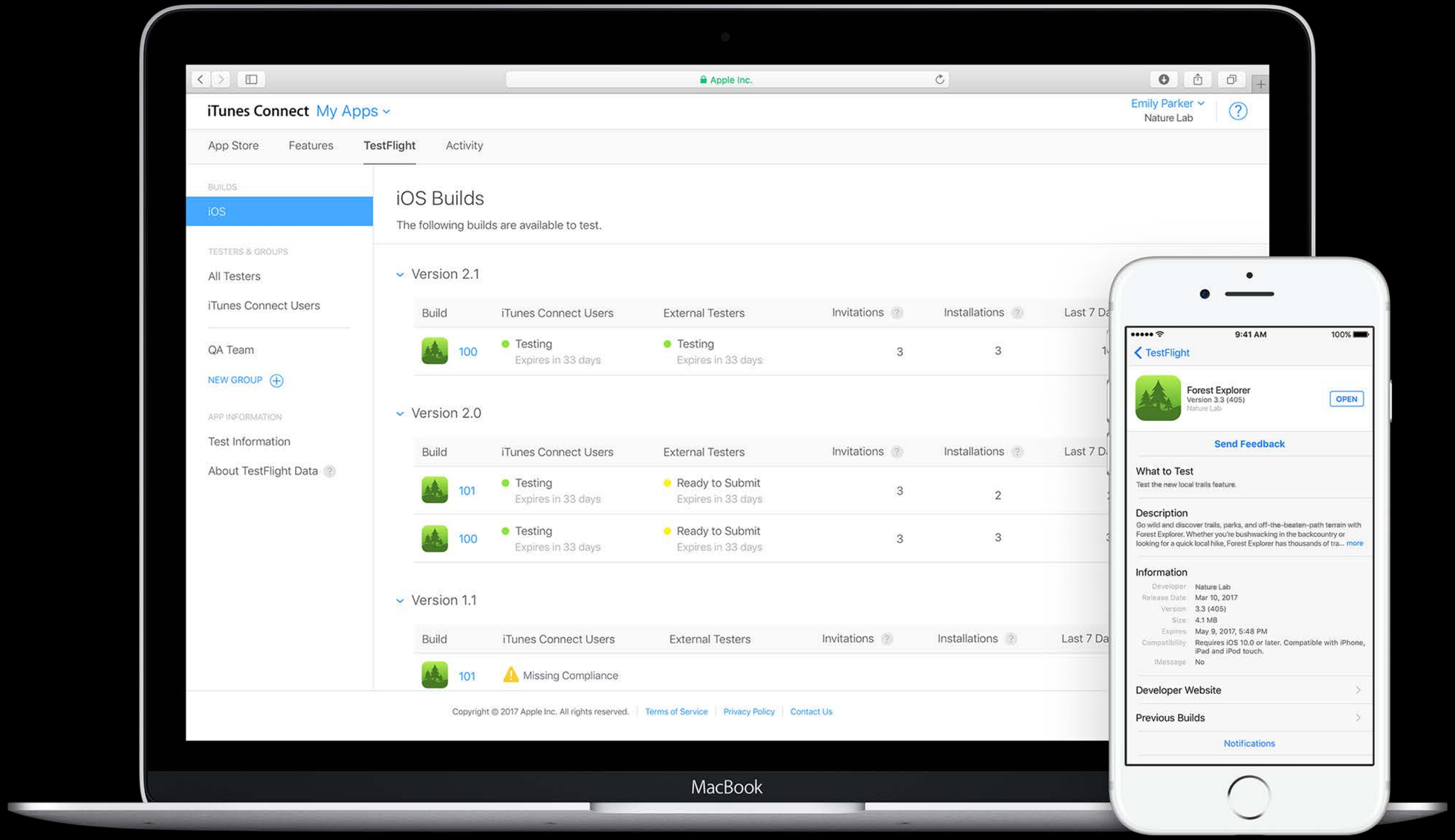
2,000

External Testers

Tester Limits

10,000

External Testers Coming Later This Year!



https://developer.apple.com/testflight

TestFlight

Summary

TestFlight

Summary

Multiple build distribution

TestFlight

Summary

Multiple build distribution

Tester groups

TestFlight

Summary

Multiple build distribution

Tester groups

More external testers

What's New

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

App Review

What’s New

NEW

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

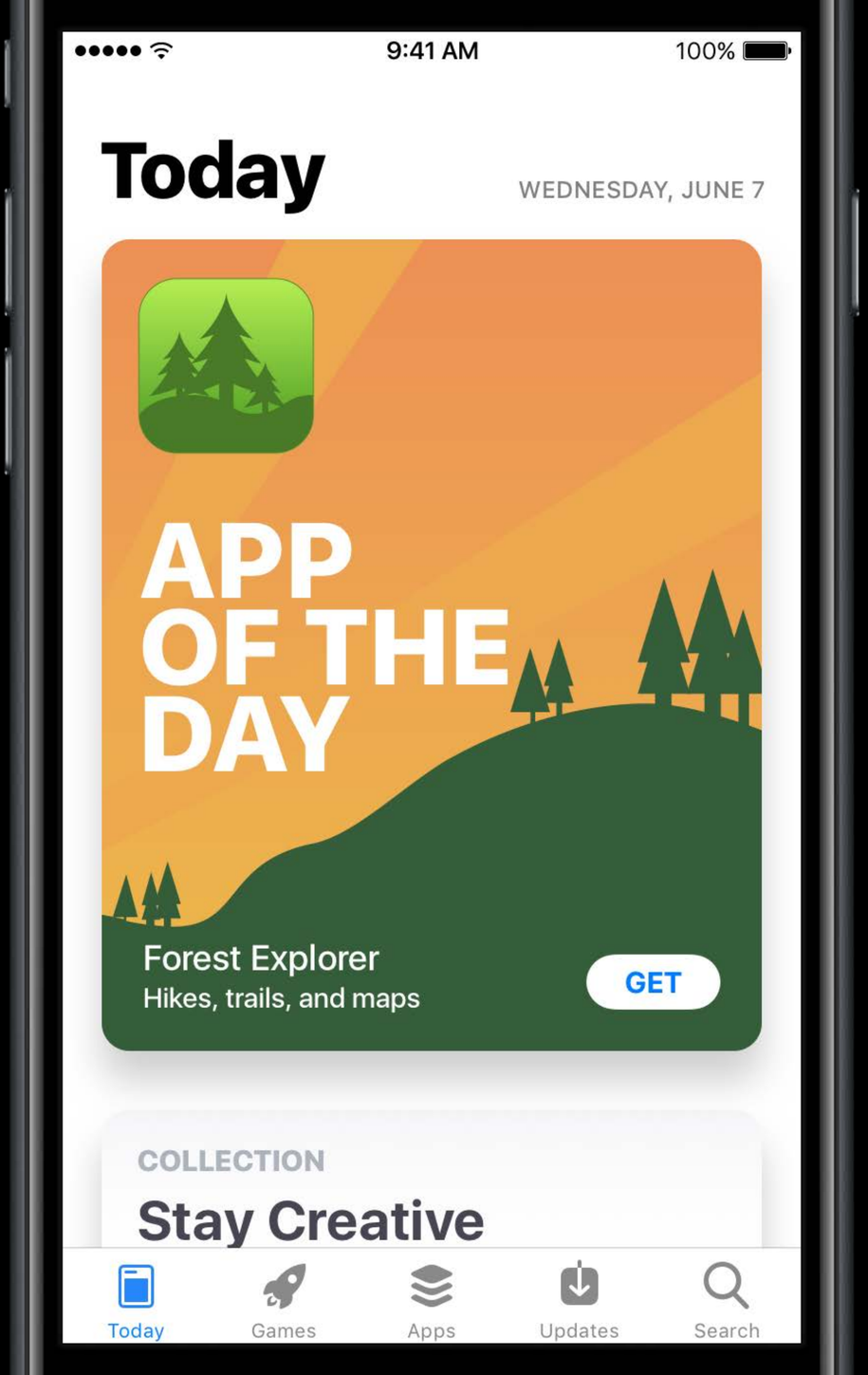
Promoting in-app purchases

Phased release

App Review

The New App Store

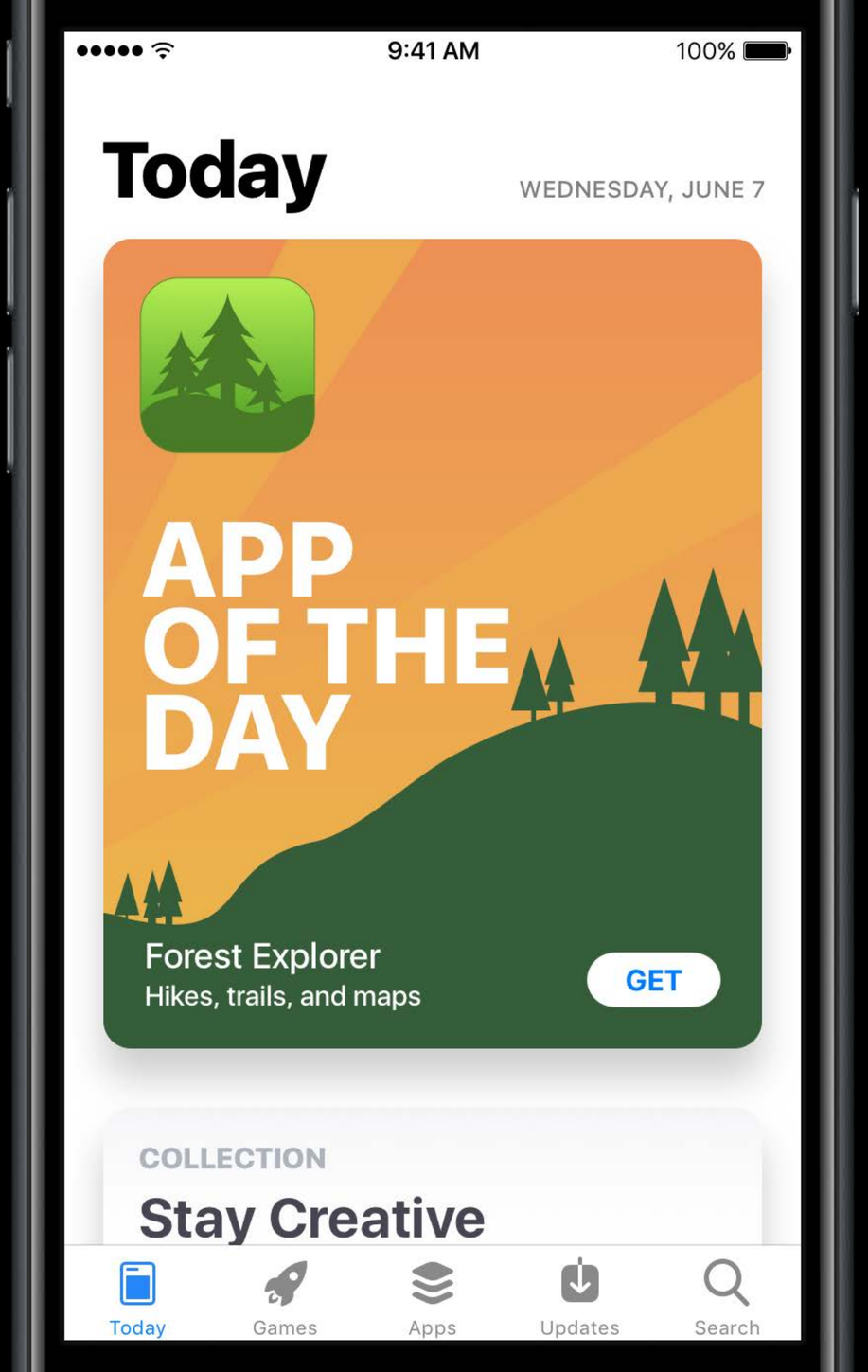
Today



The New App Store

Today

Daily destination

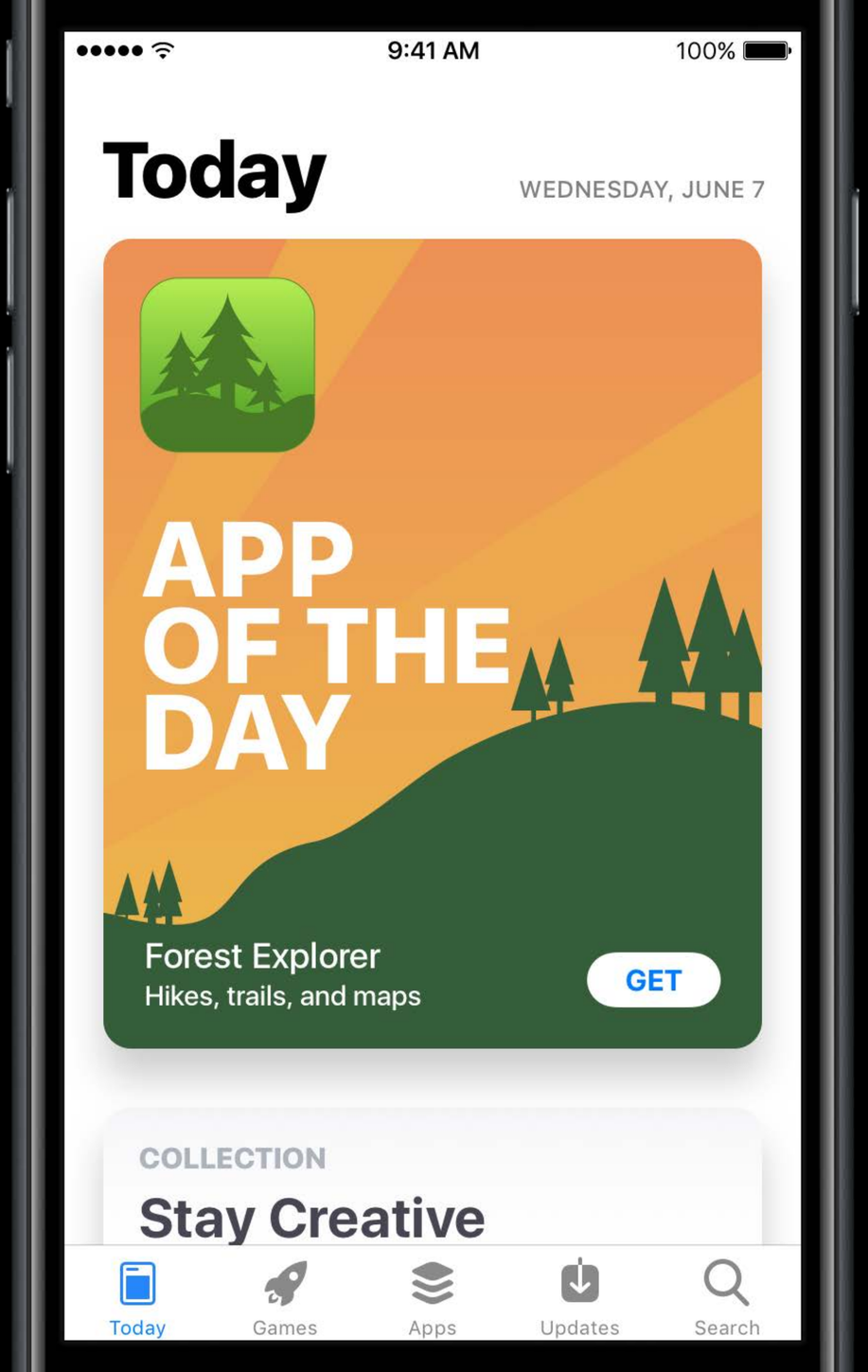


The New App Store

Today

Daily destination

Editorial curation



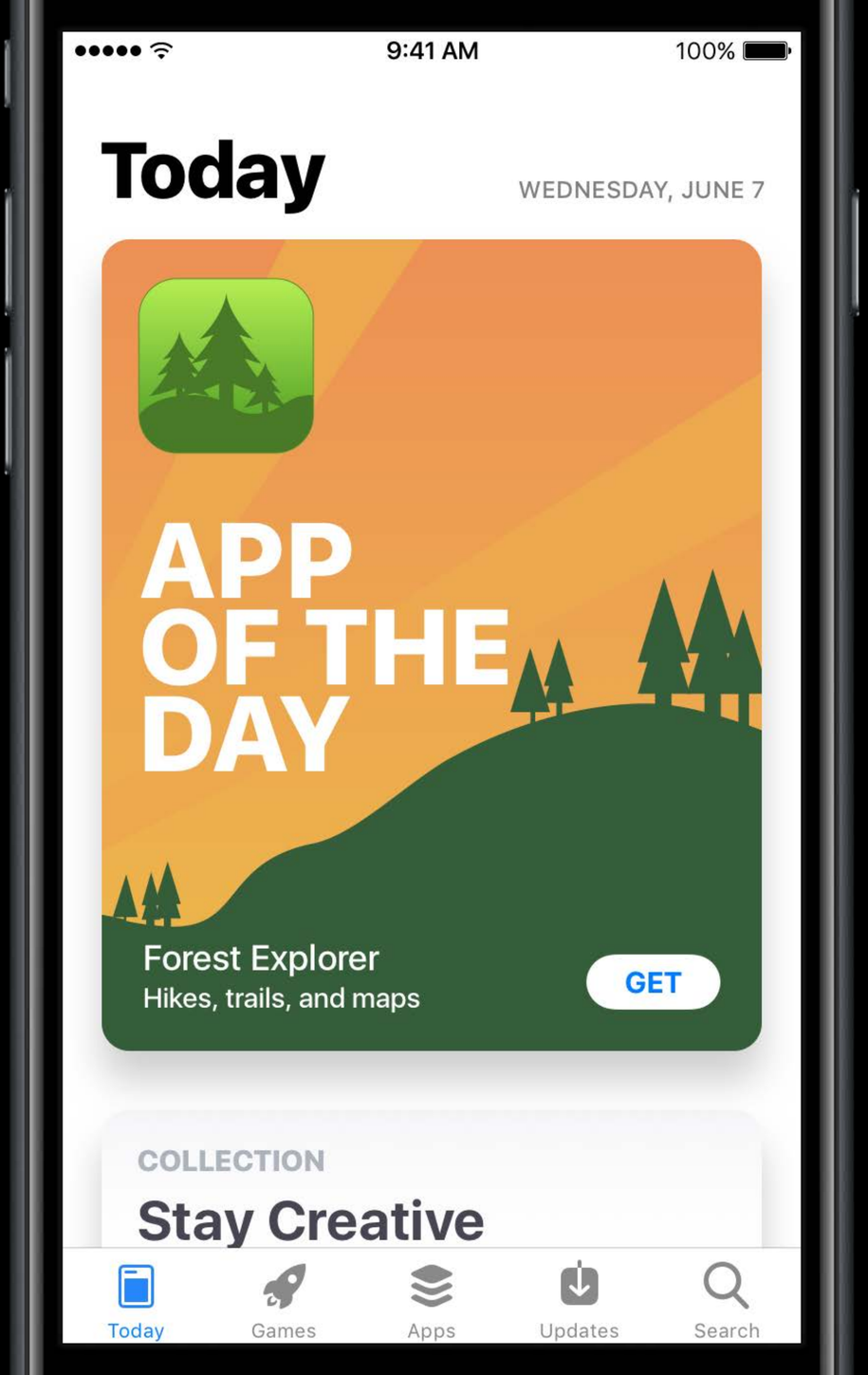
The New App Store

Today

Daily destination

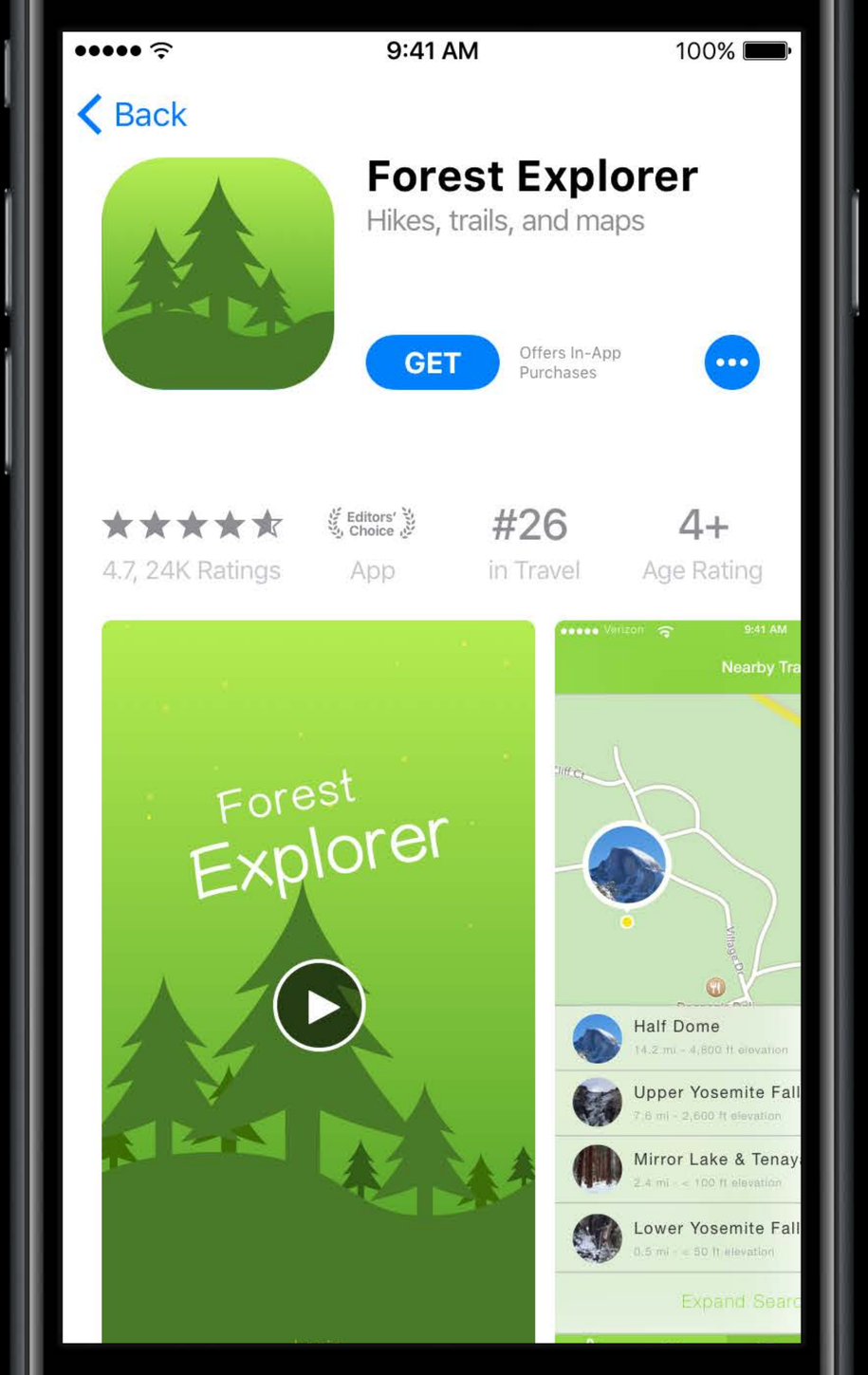
Editorial curation

Stories



The New App Store

Product page



The New App Store

App icon

The New App Store

App icon

Asset catalog

The New App Store

App icon

Asset catalog

Wide gamut

The New App Store

App icon

Asset catalog

Wide gamut

Color management

The New App Store

App icon

Asset catalog

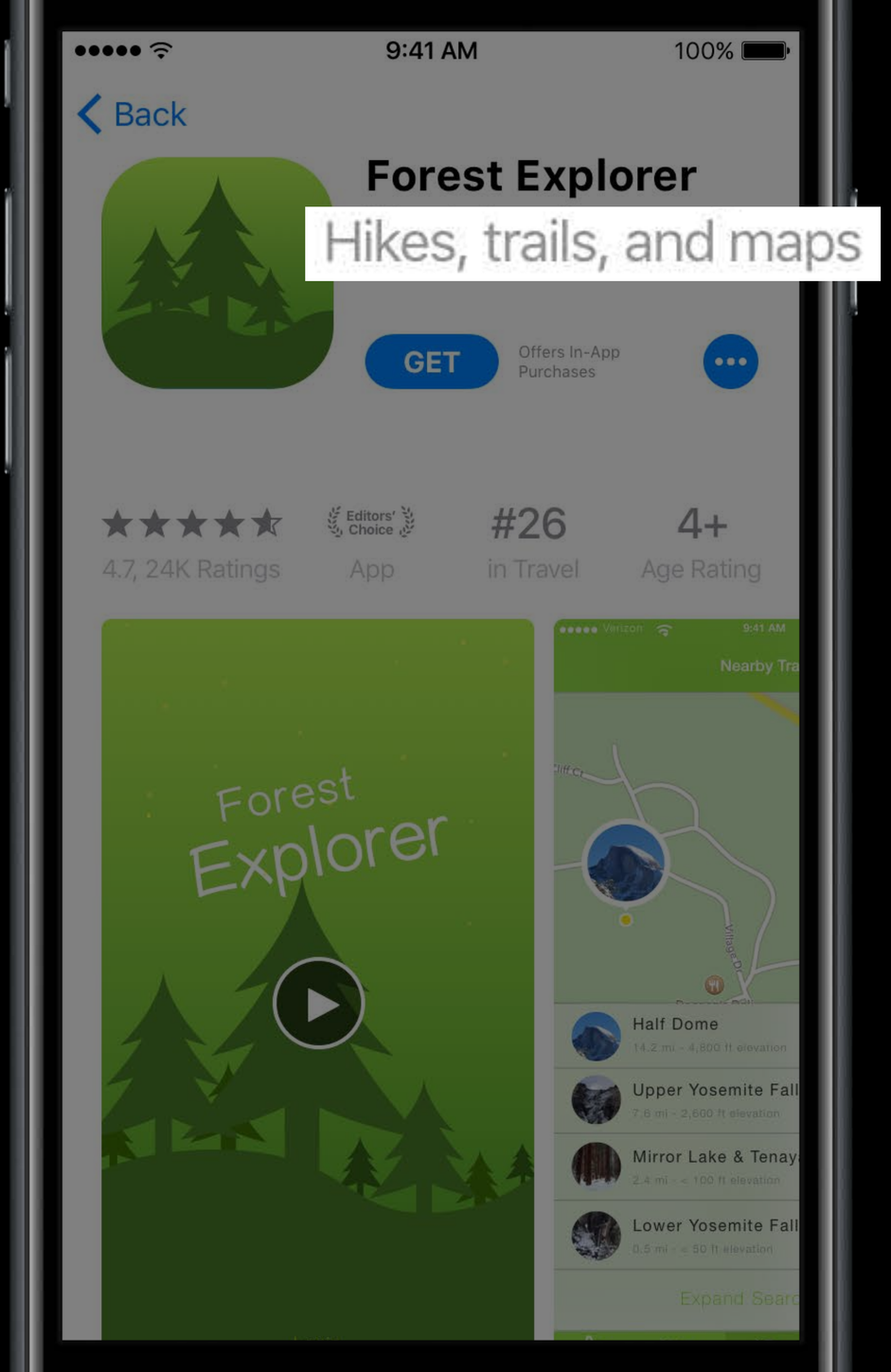
Wide gamut

Color management

App thinning

The New App Store

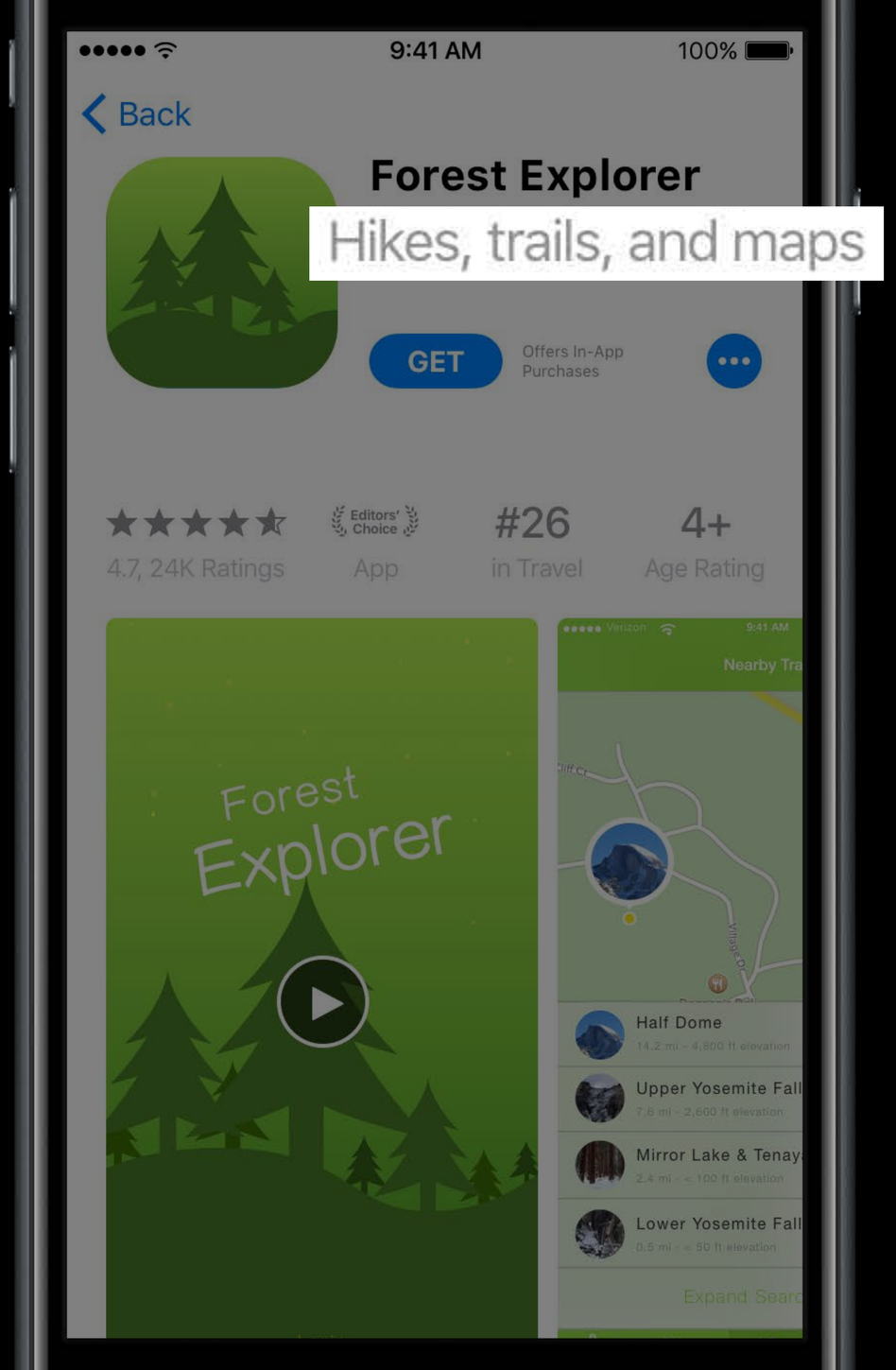
App subtitle



The New App Store

App subtitle

Brief summary

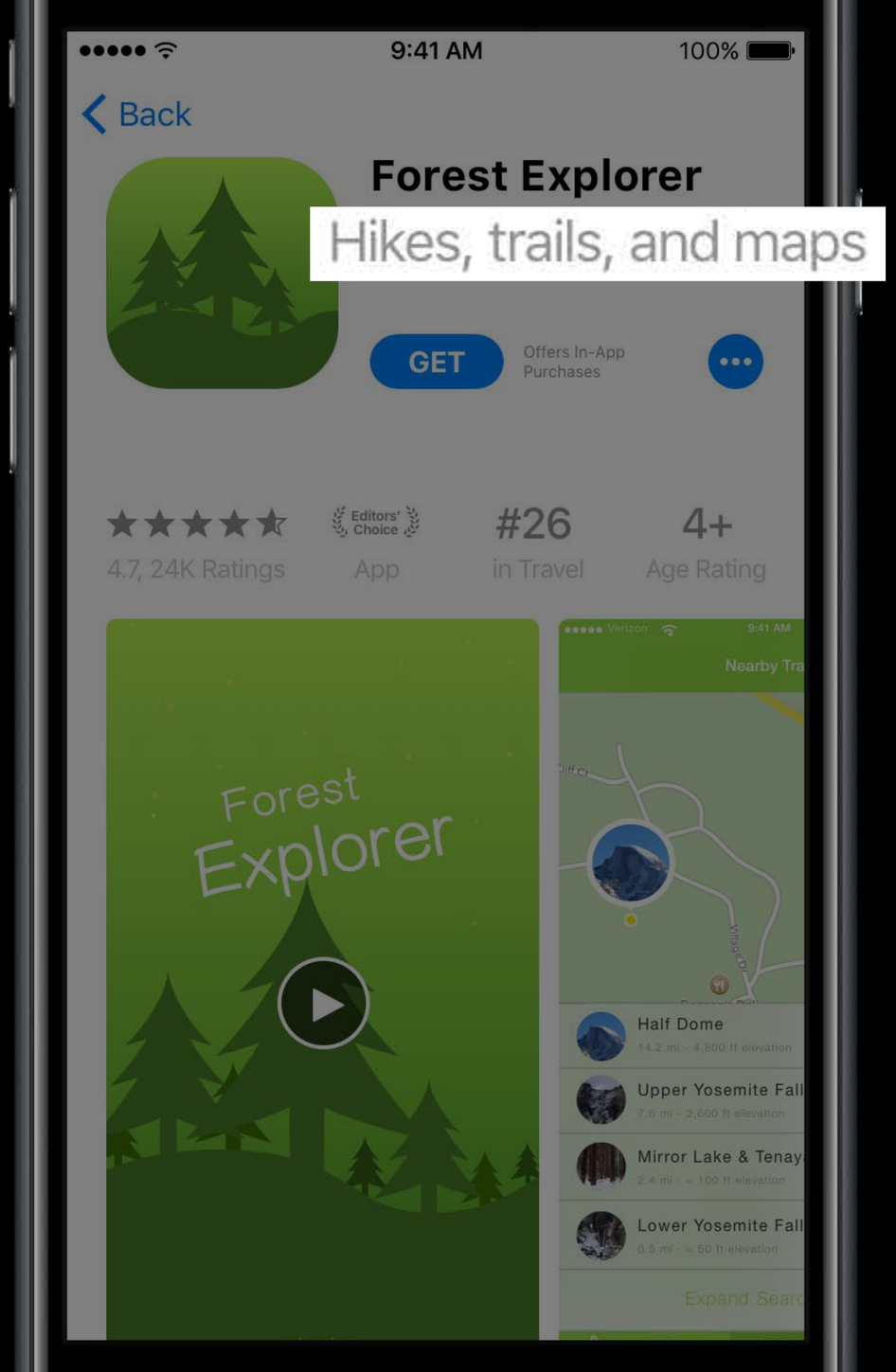


The New App Store

App subtitle

Brief summary

Up to 30 characters



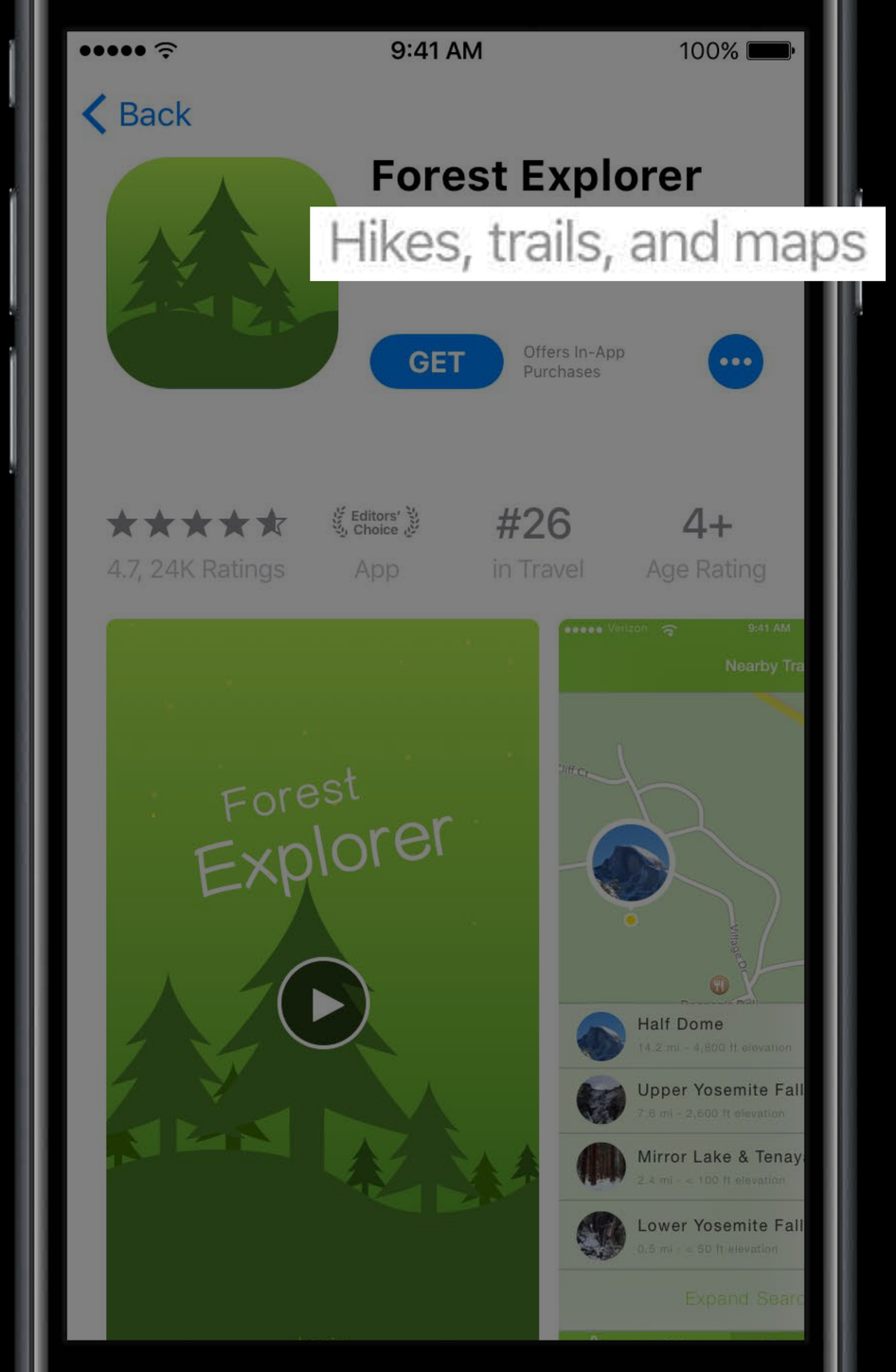
The New App Store

App subtitle

Brief summary

Up to 30 characters

Complements app name



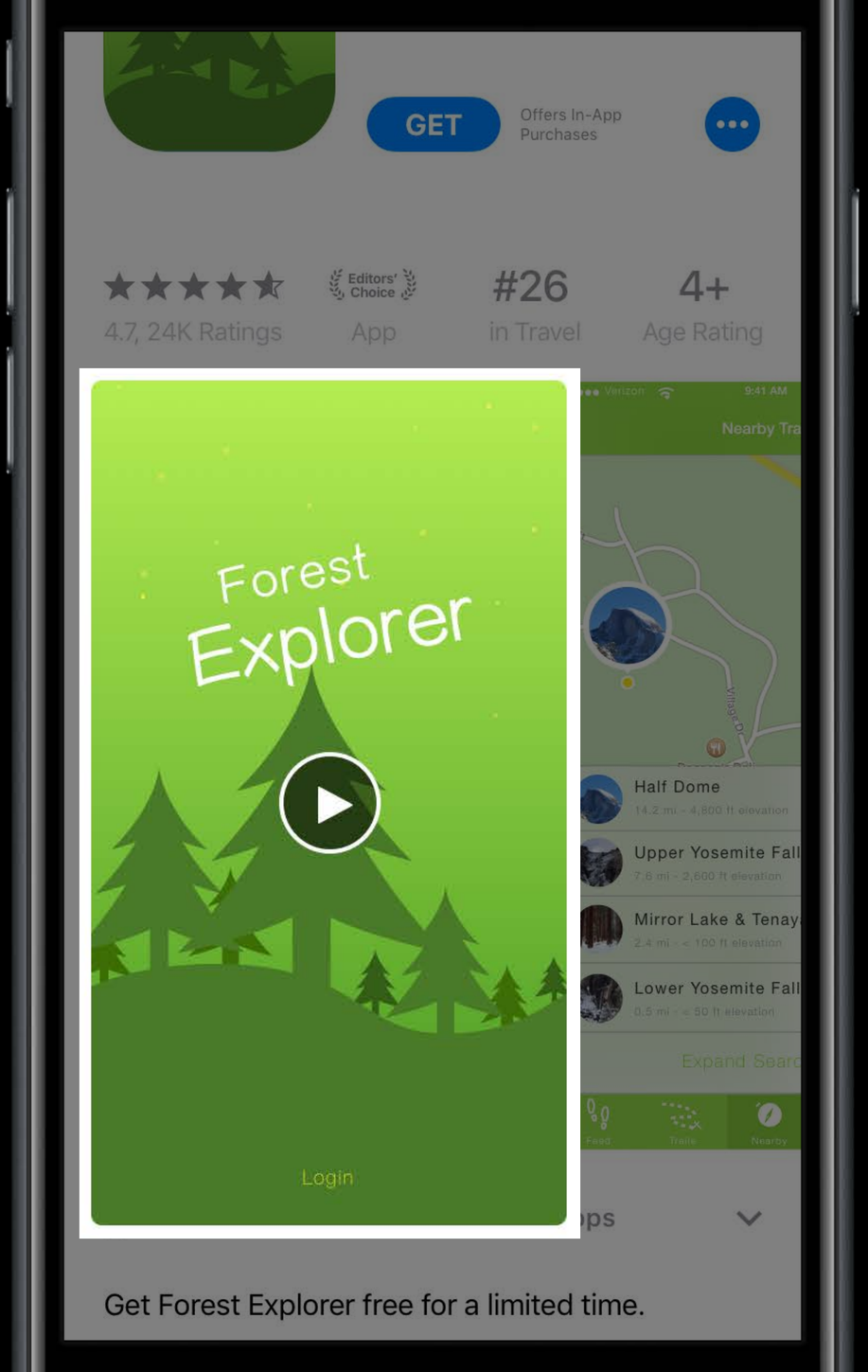
Forest Explorer—Hikes, trails, and maps

Forest Explorer

Hikes, trails, and maps

The New App Store

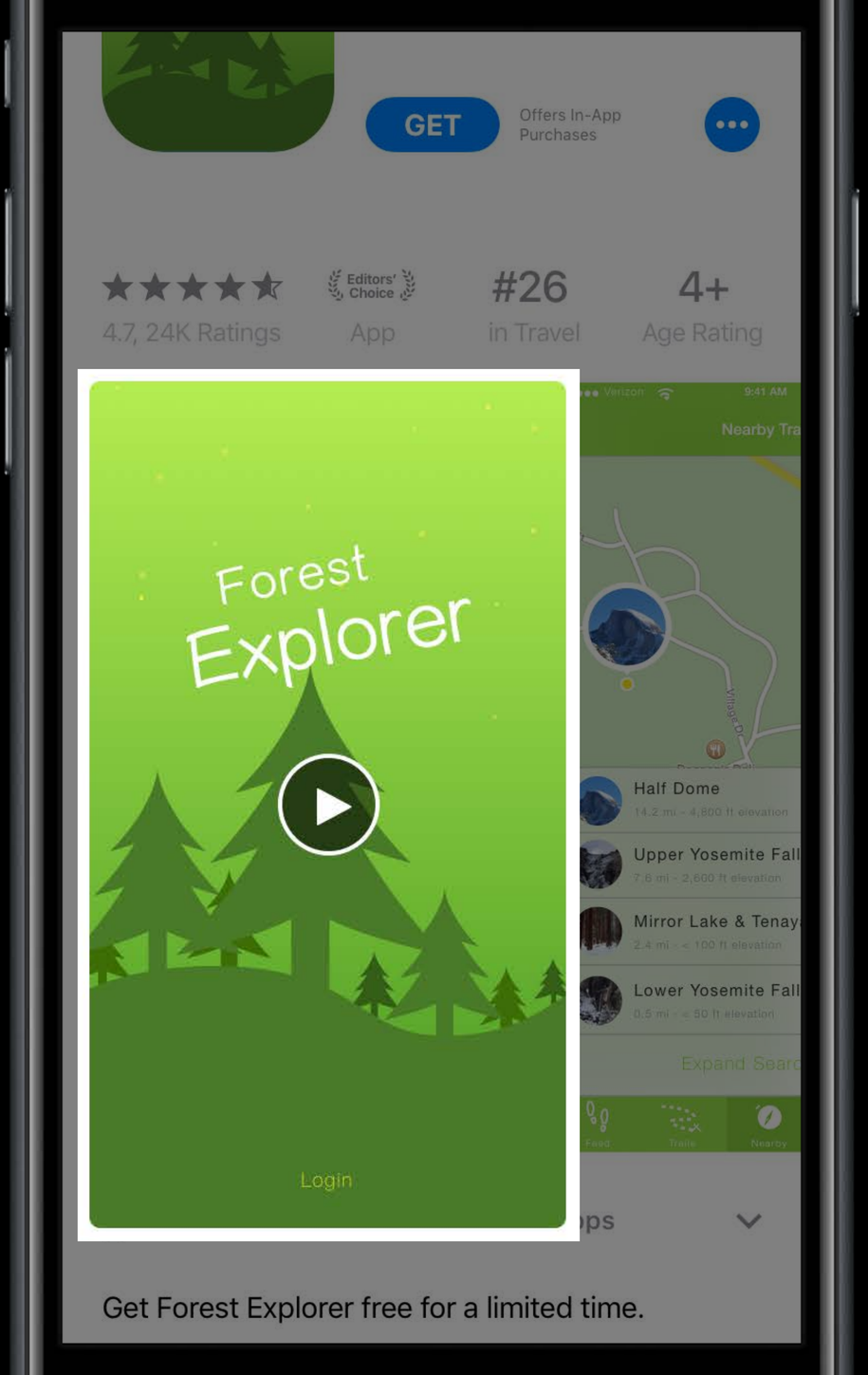
App previews



The New App Store

App previews

Up to three app previews

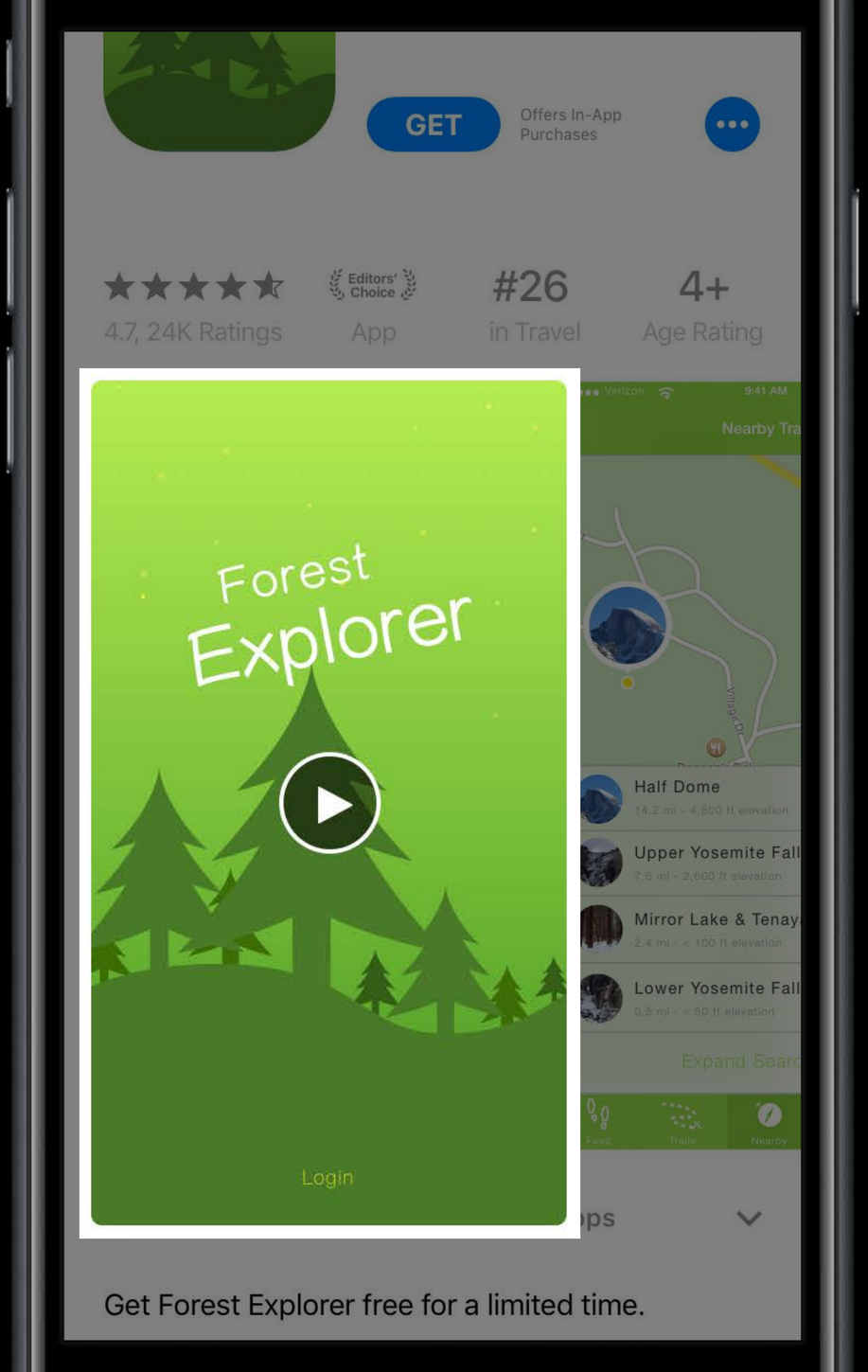


The New App Store

App previews

Up to three app previews

Per language



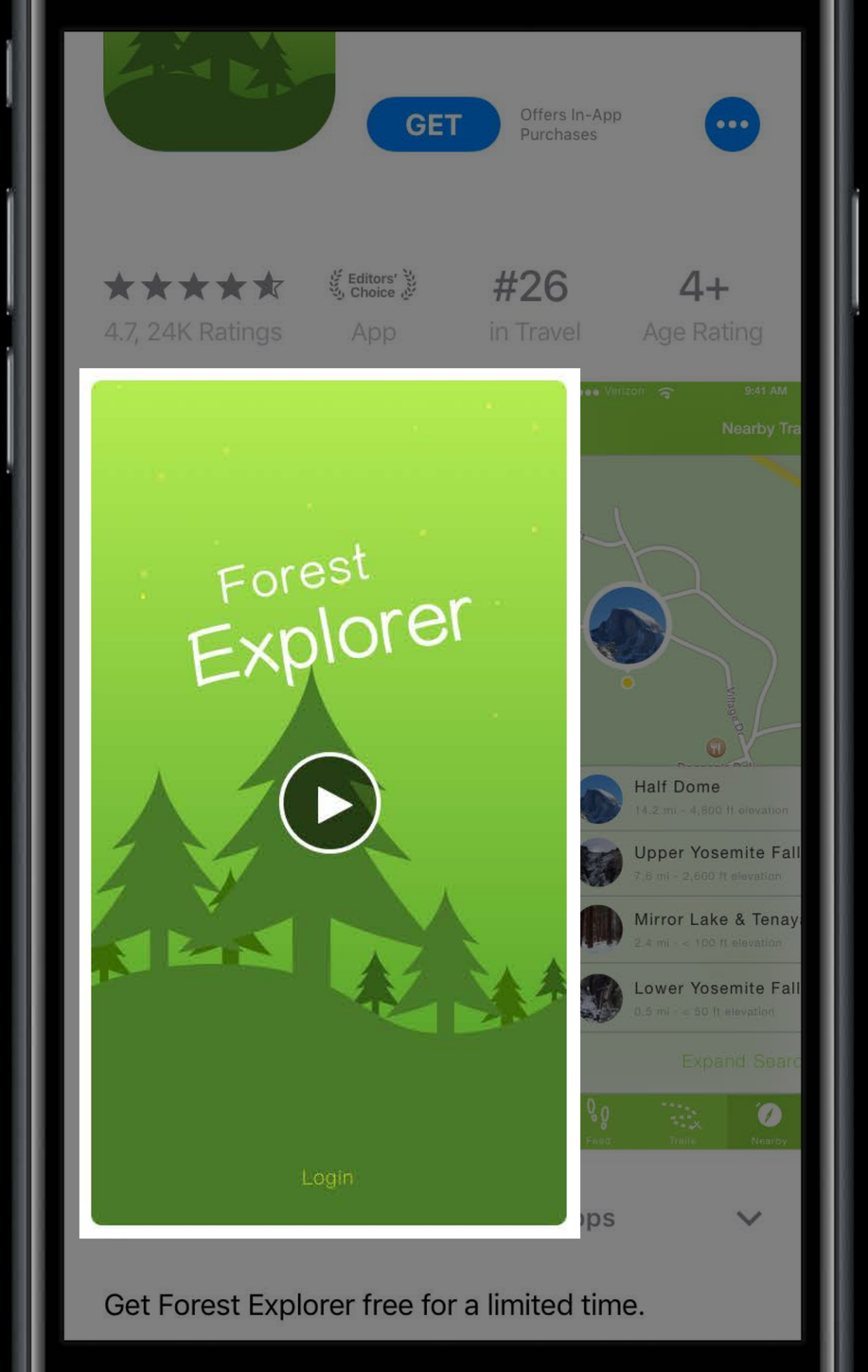
The New App Store

App previews

Up to three app previews

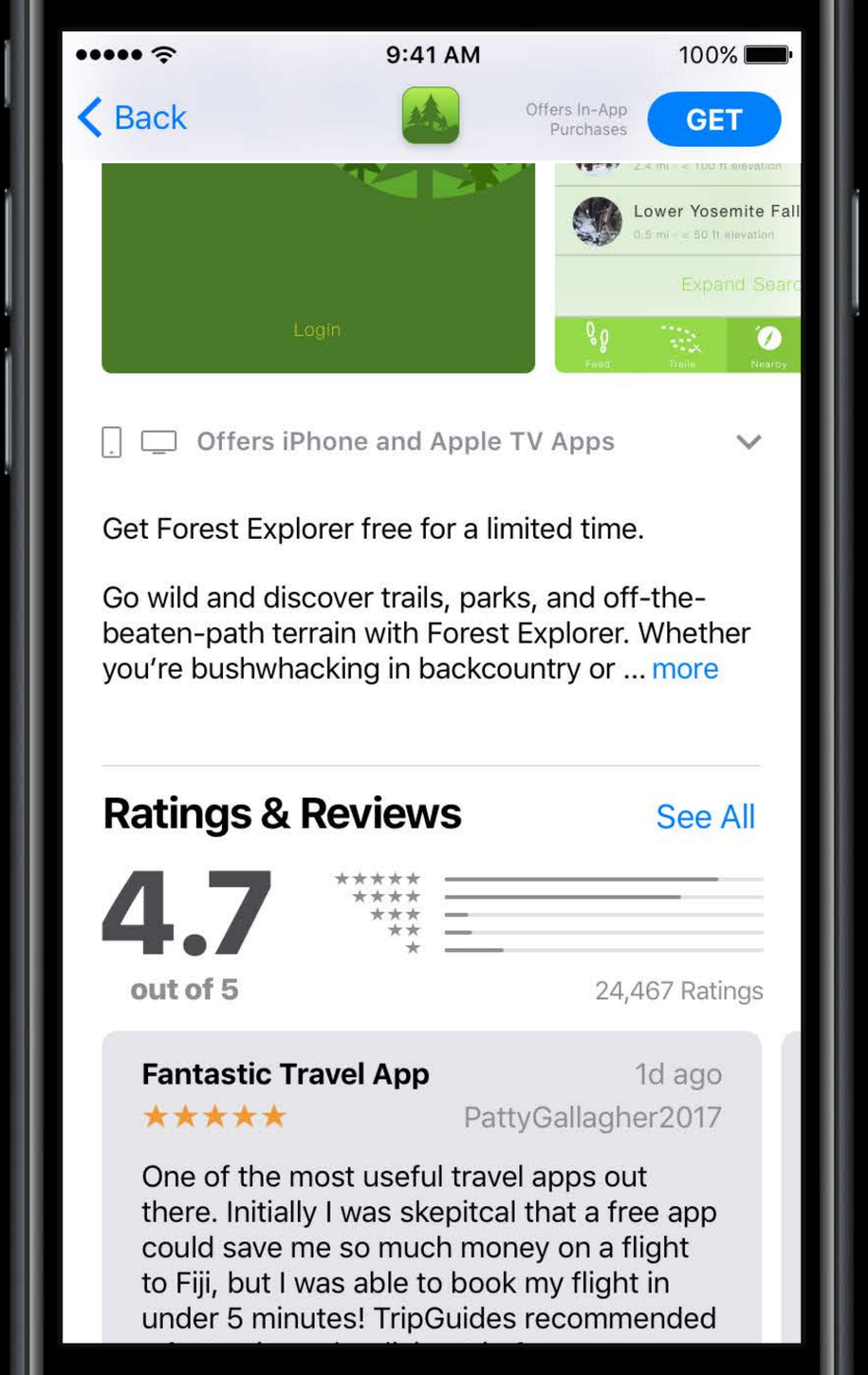
Per language

Autoplay



The New App Store

Promotional text



The New App Store

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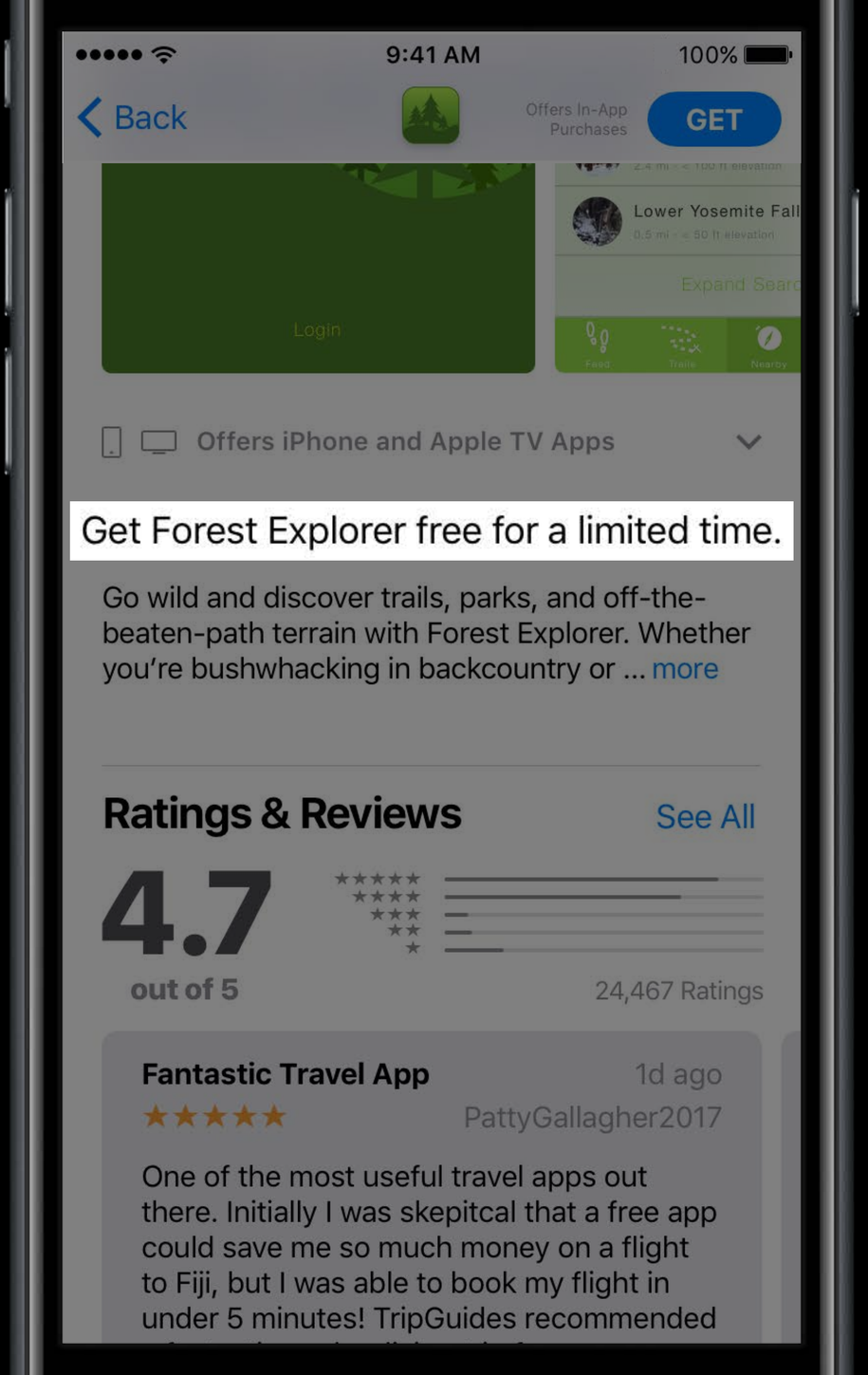
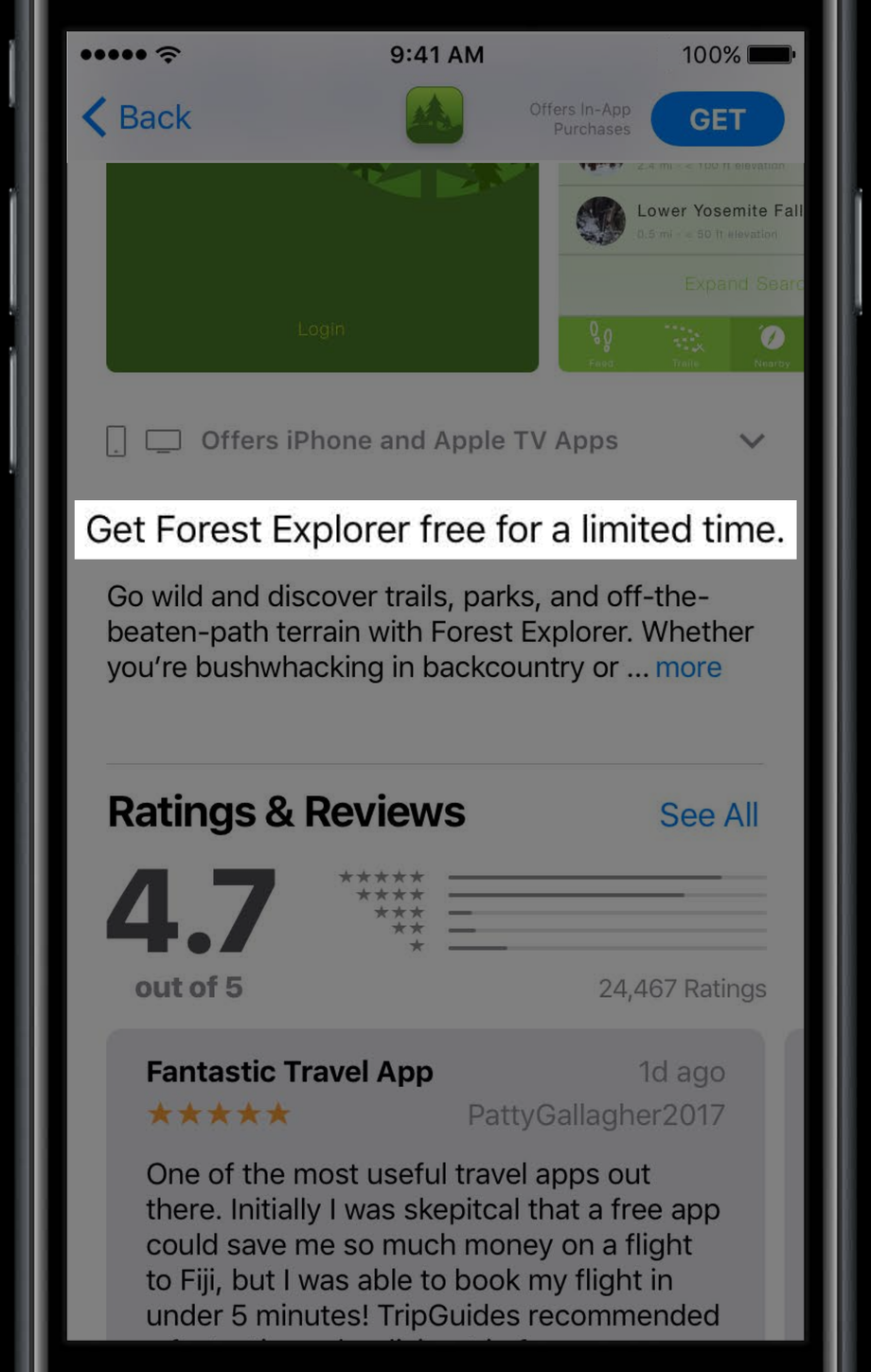


The New App Store

Promotional text

Always editable

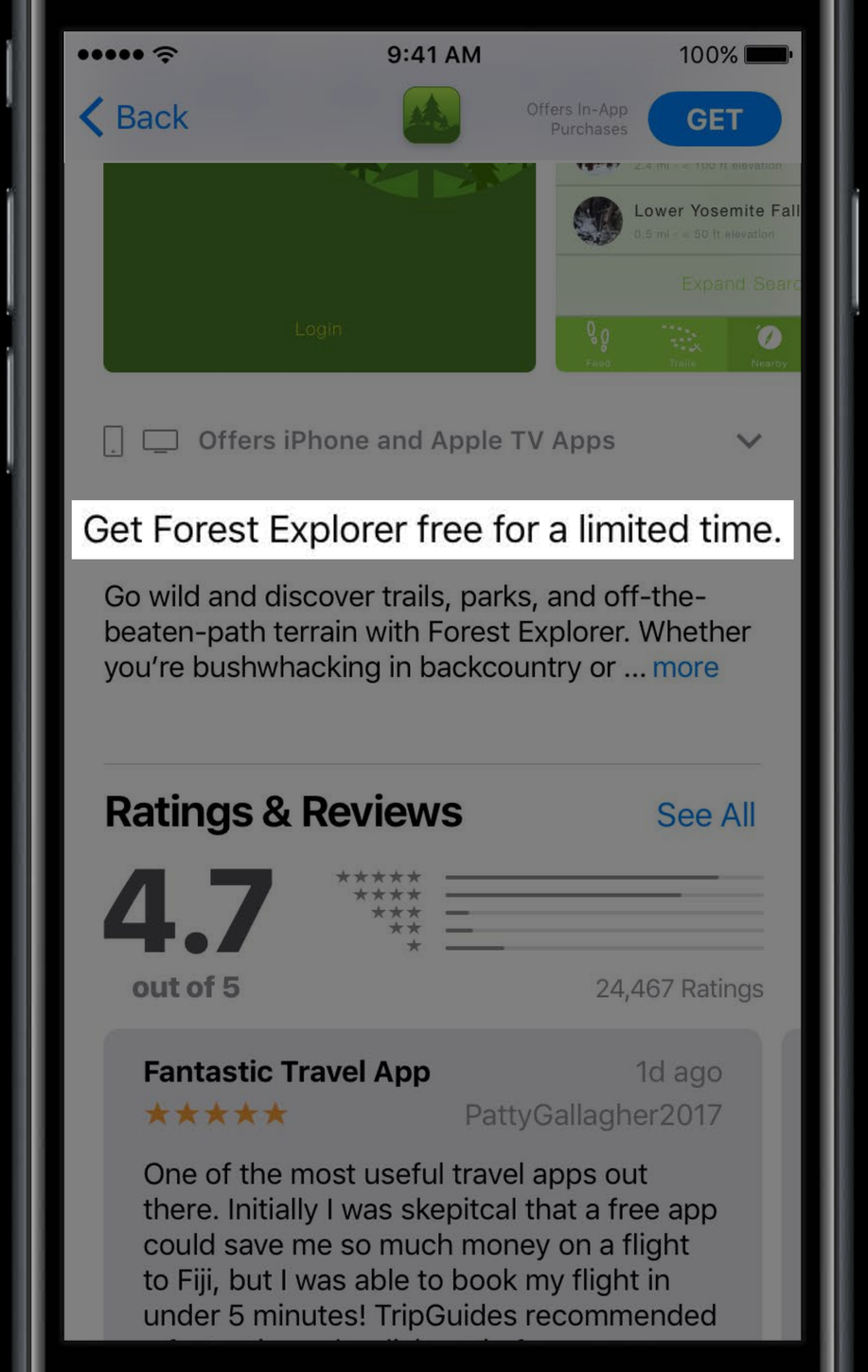


The New App Store

Promotional text

Always editable

Frequently changing information



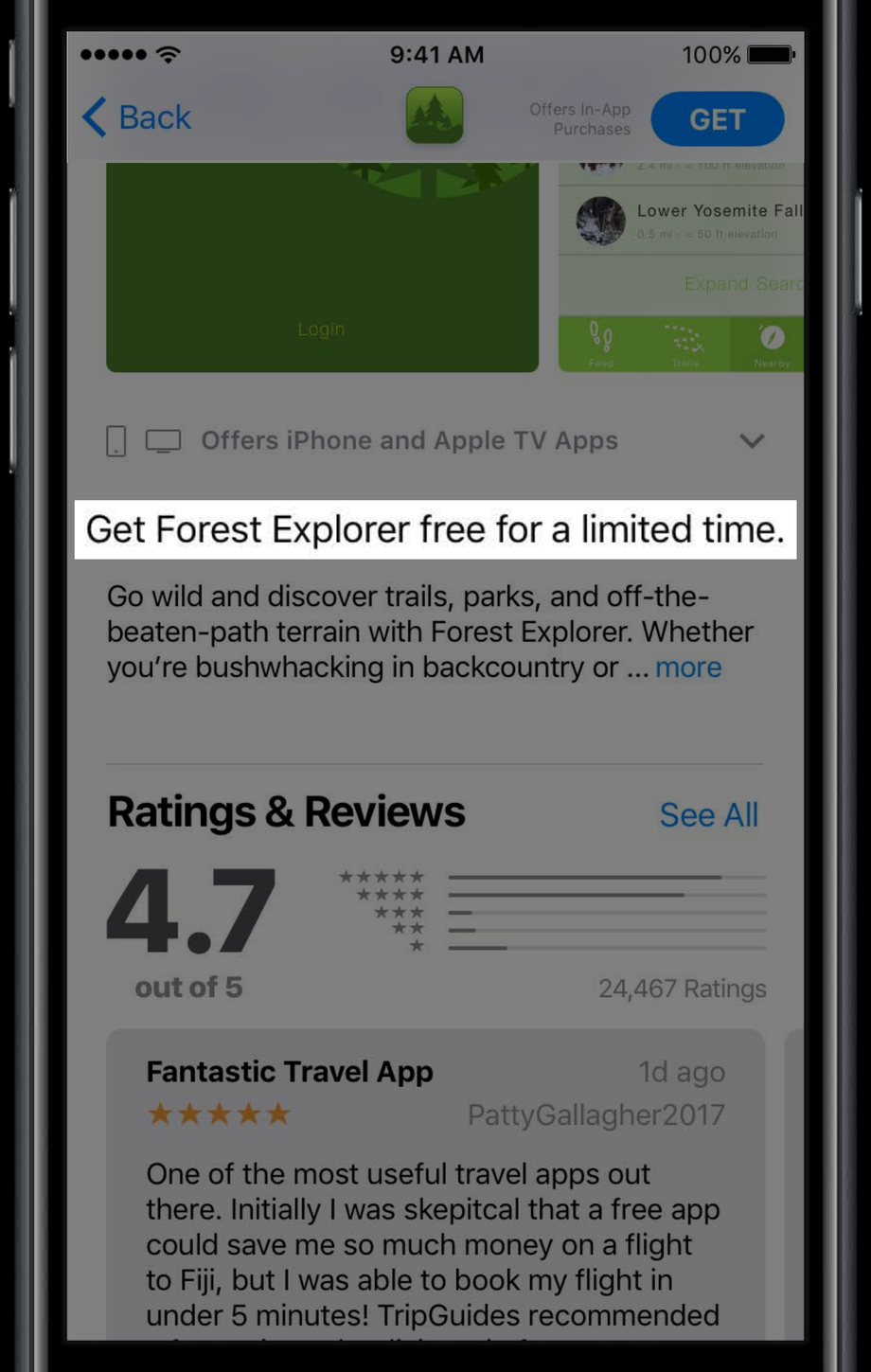
The New App Store

Promotional text

Always editable

Frequently changing information

Locked description



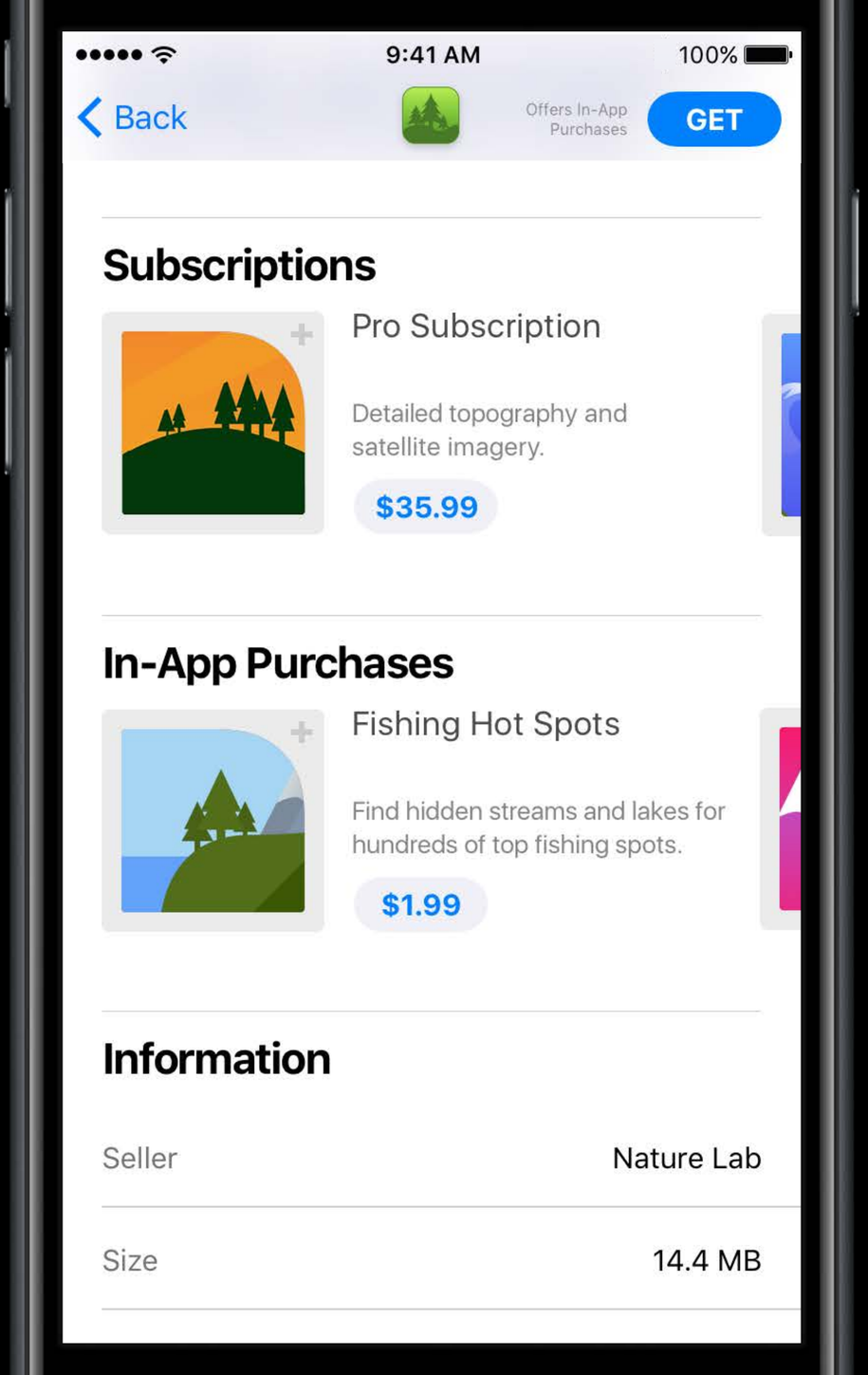
NEW

Promoting In-App Purchases

Will Averill, Software Engineer

Promoting In-App Purchases

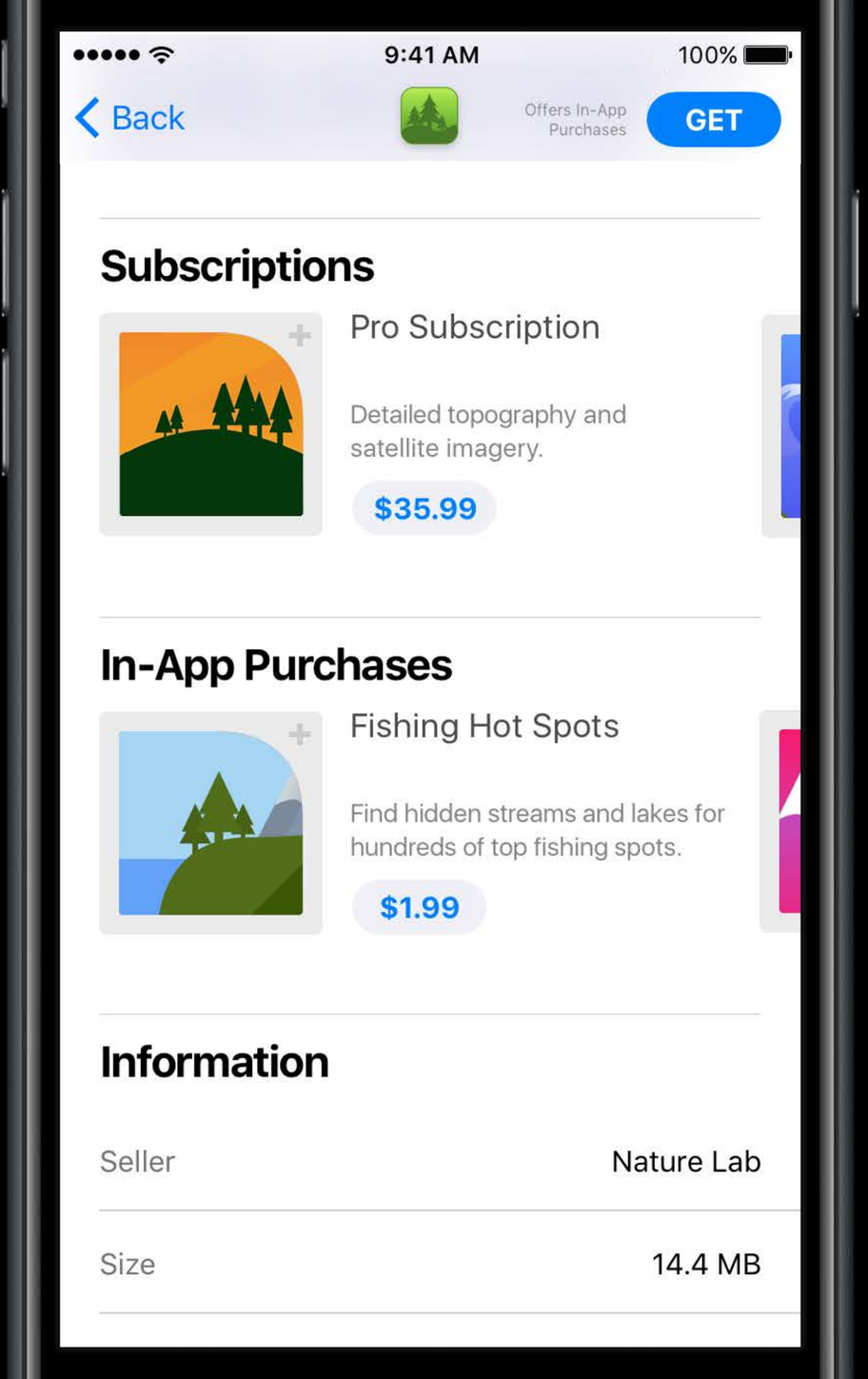
Product page



Promoting In-App Purchases

Product page

Listed by type

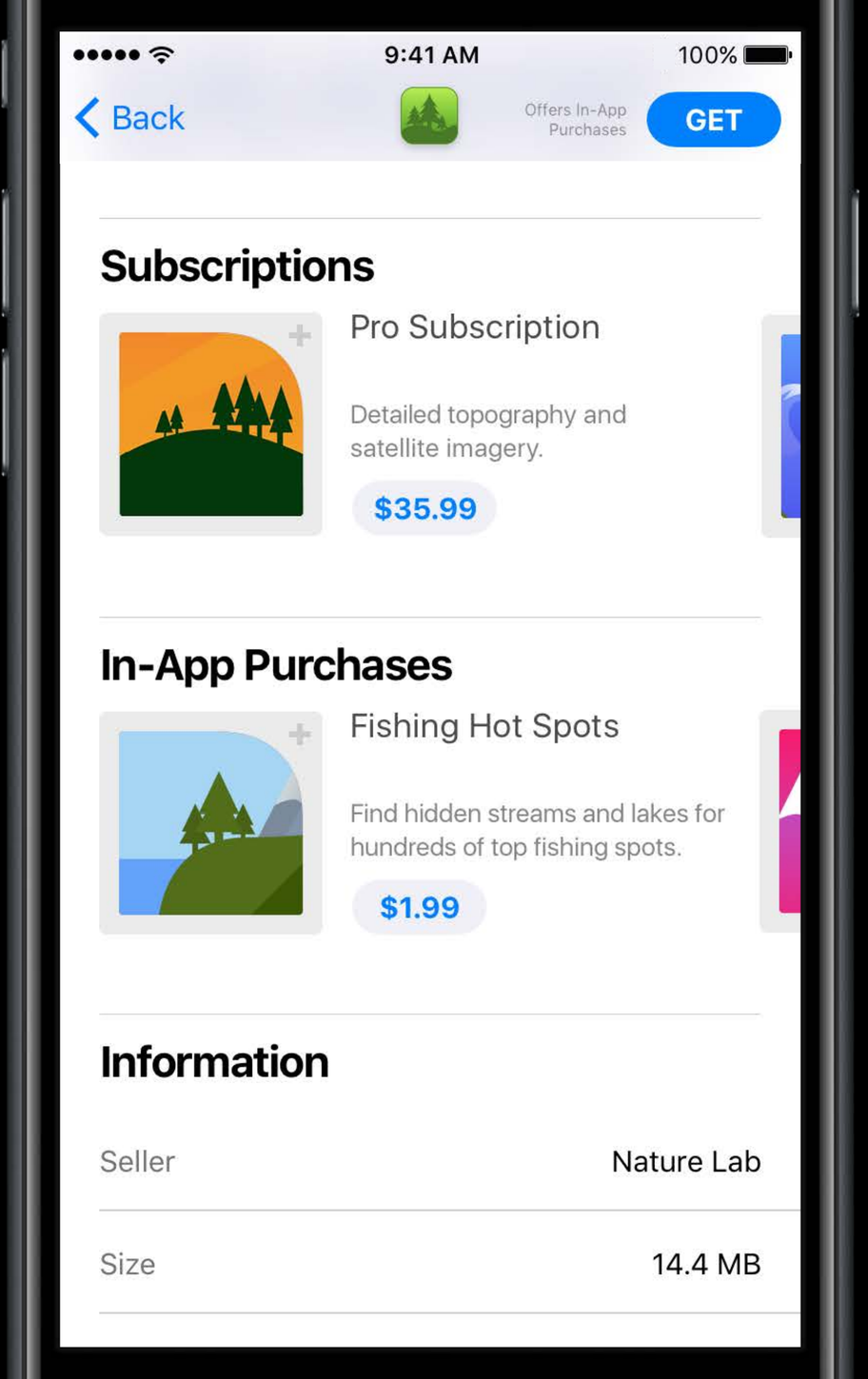


Promoting In-App Purchases

Product page

Listed by type

Limit of 20



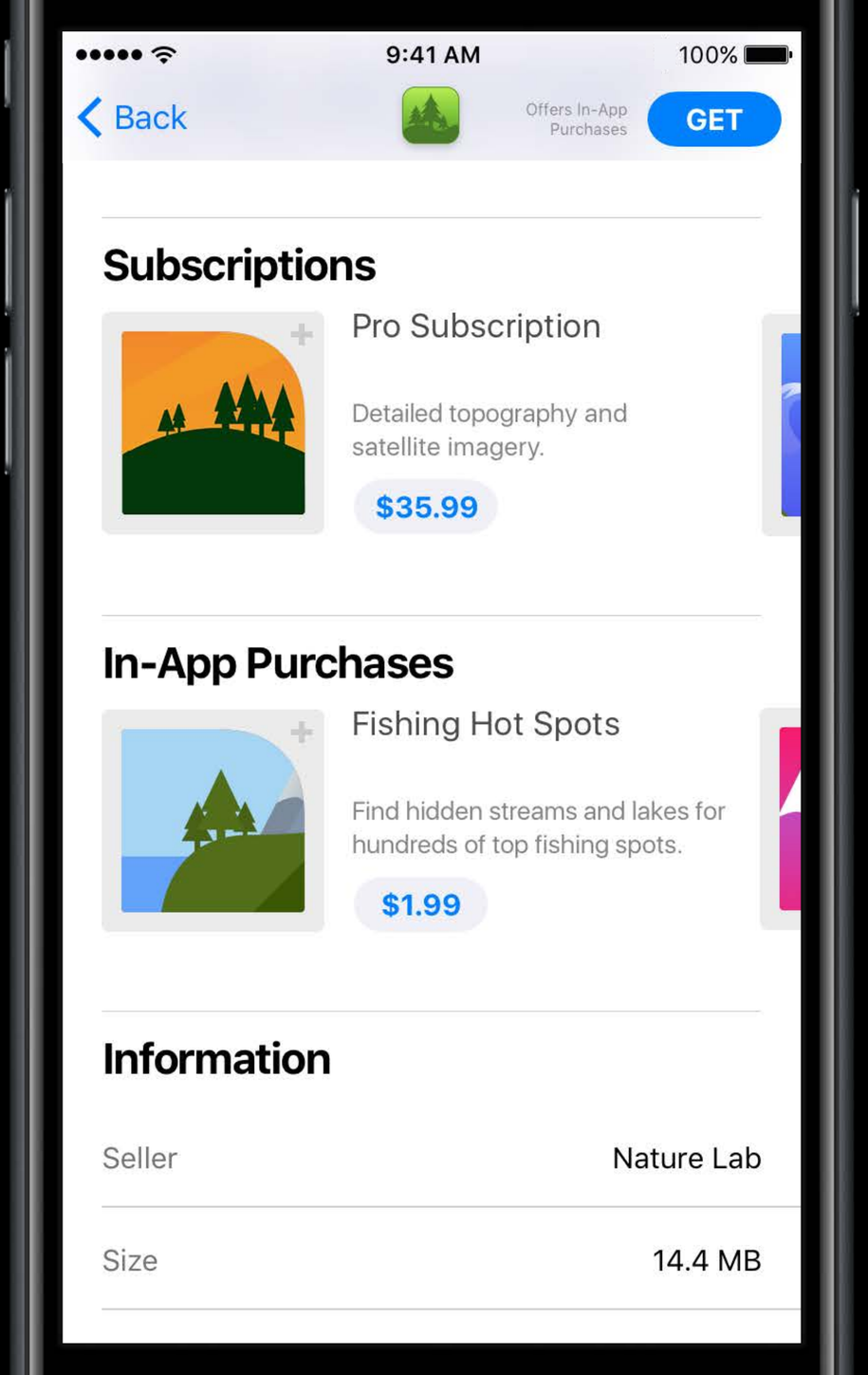
Promoting In-App Purchases

Product page

Listed by type

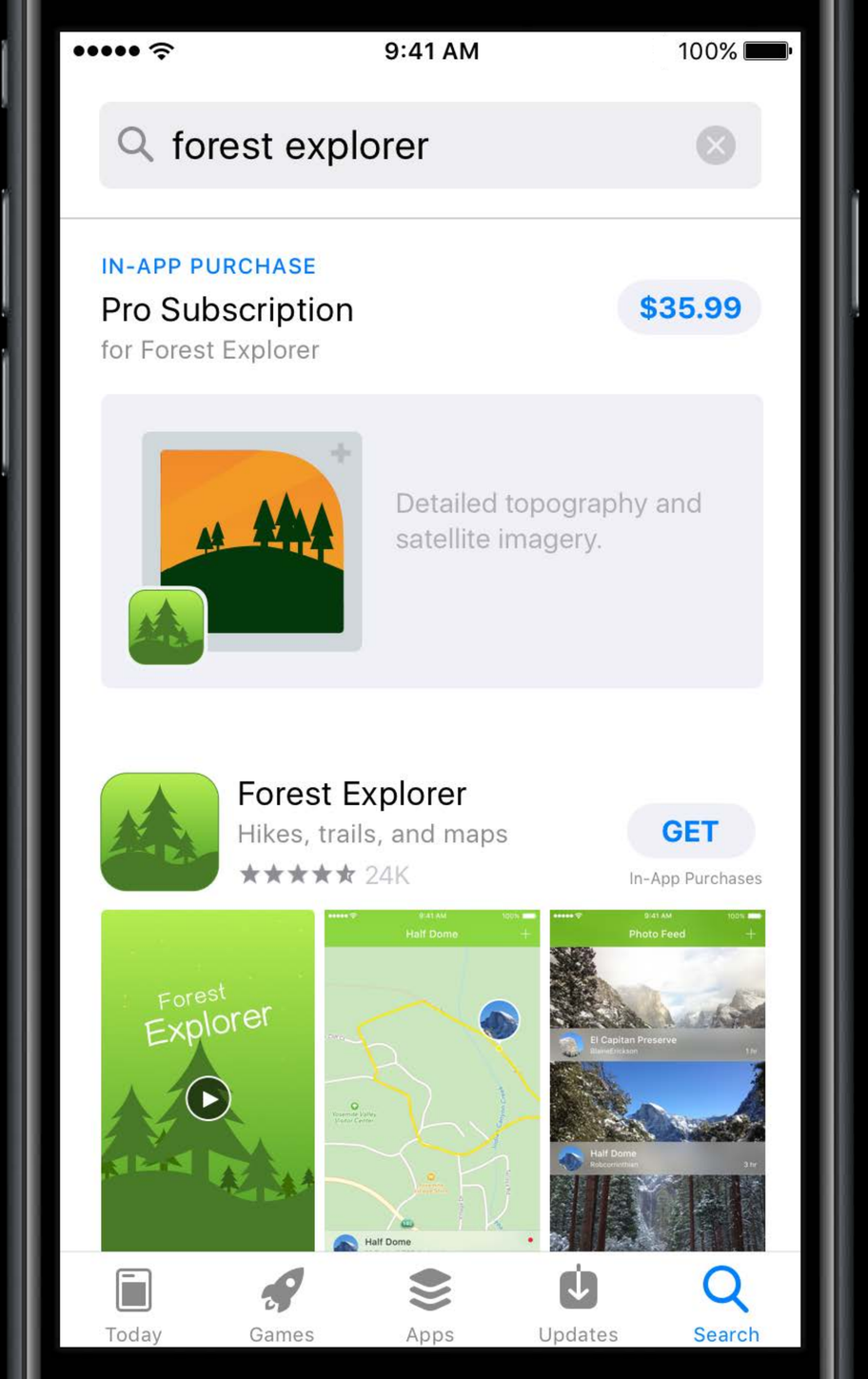
Limit of 20

Control order and visibility



Promoting In-App Purchases

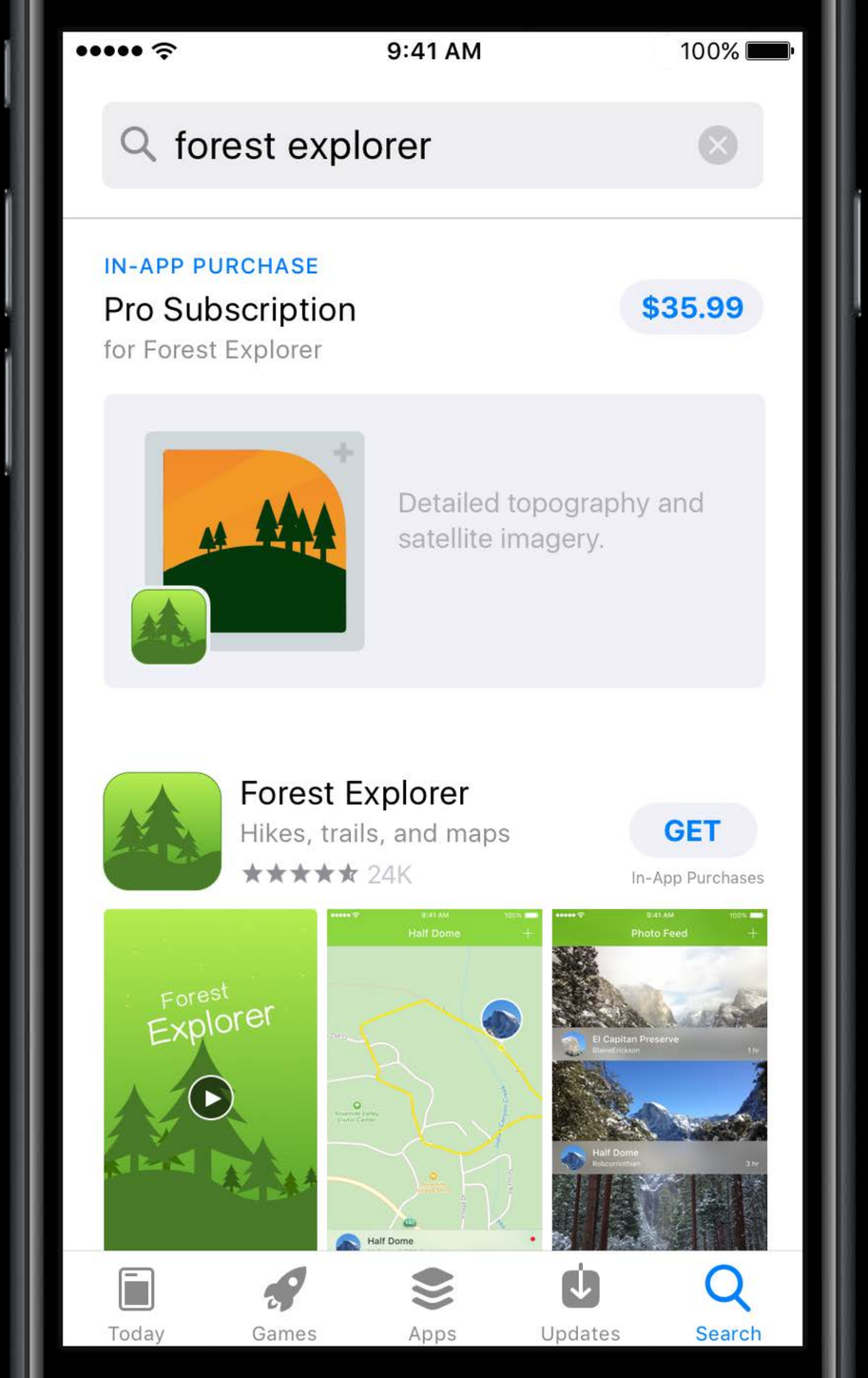
Search



Promoting In-App Purchases

Search

Searchable

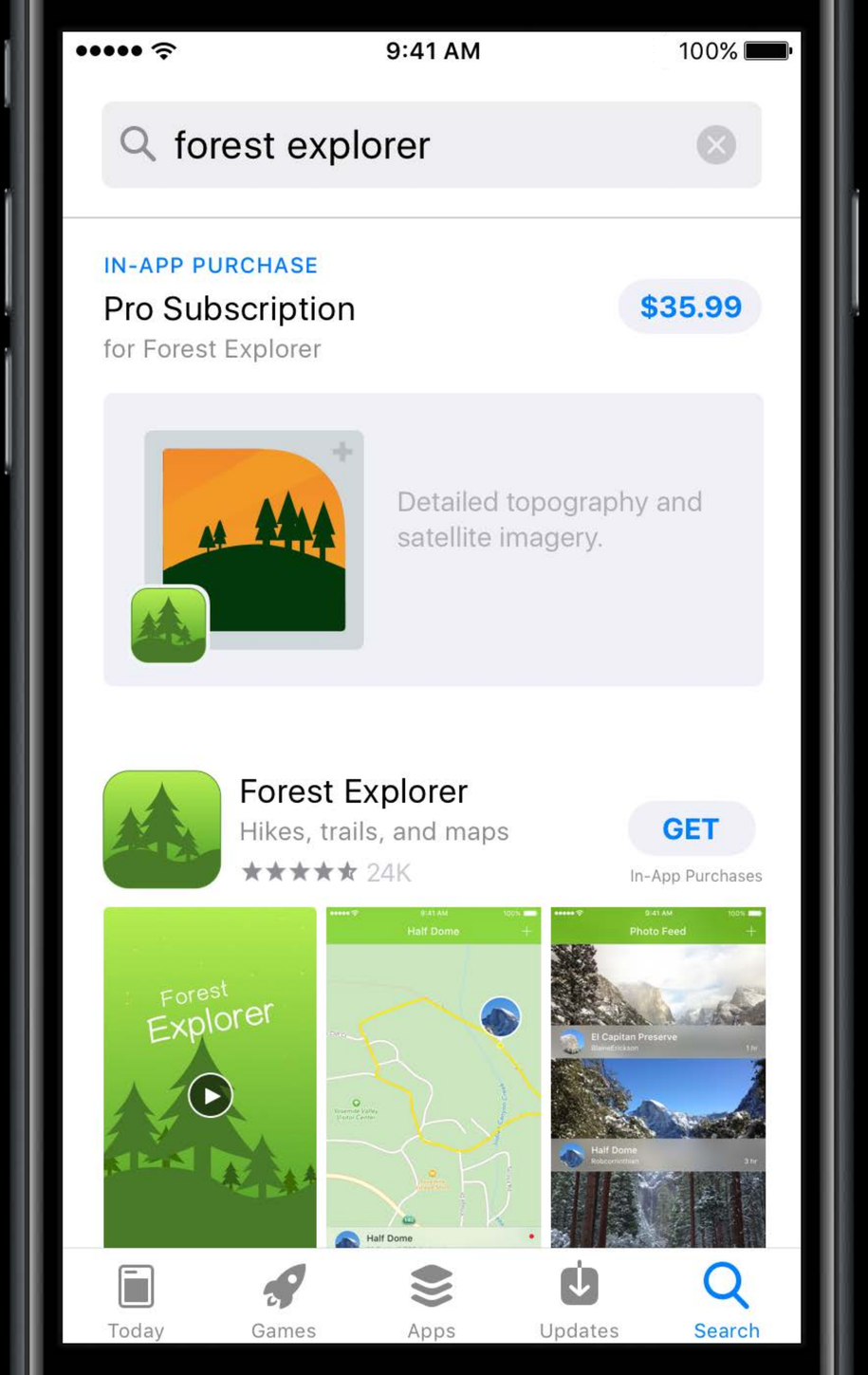


Promoting In-App Purchases

Search

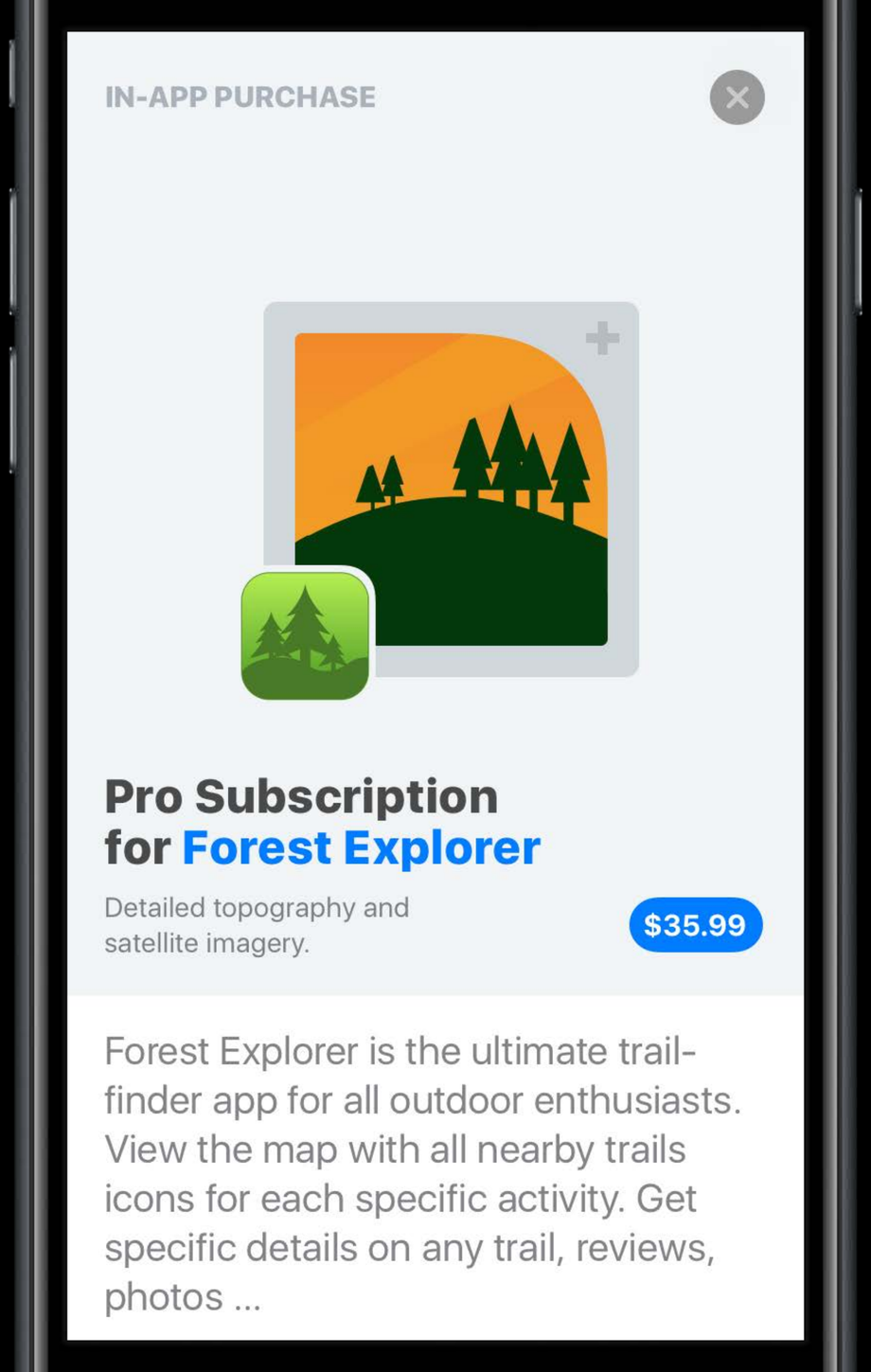
Searchable

Trending section



Promoting In-App Purchases

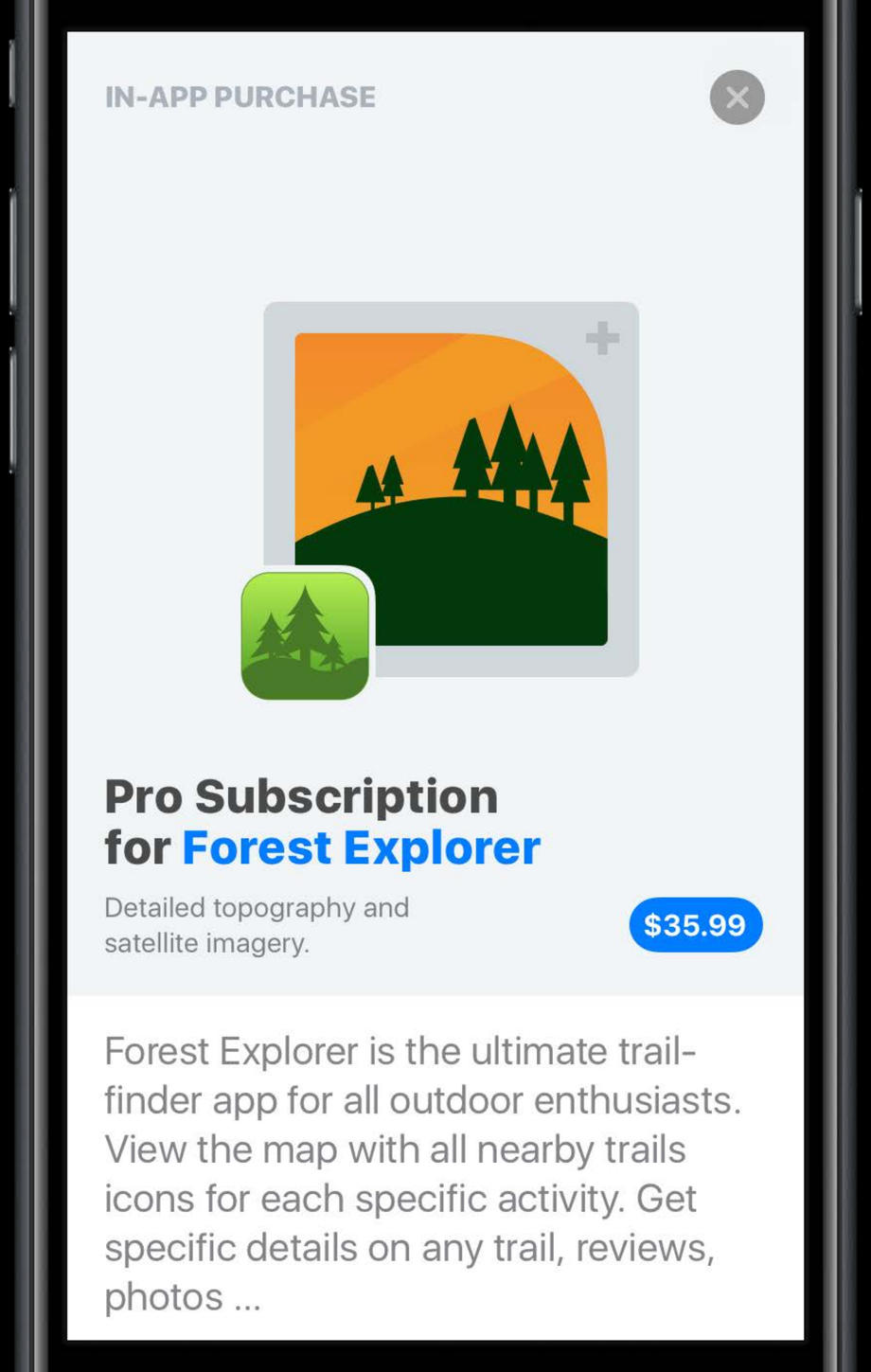
Featured



Promoting In-App Purchases

Featured

Today

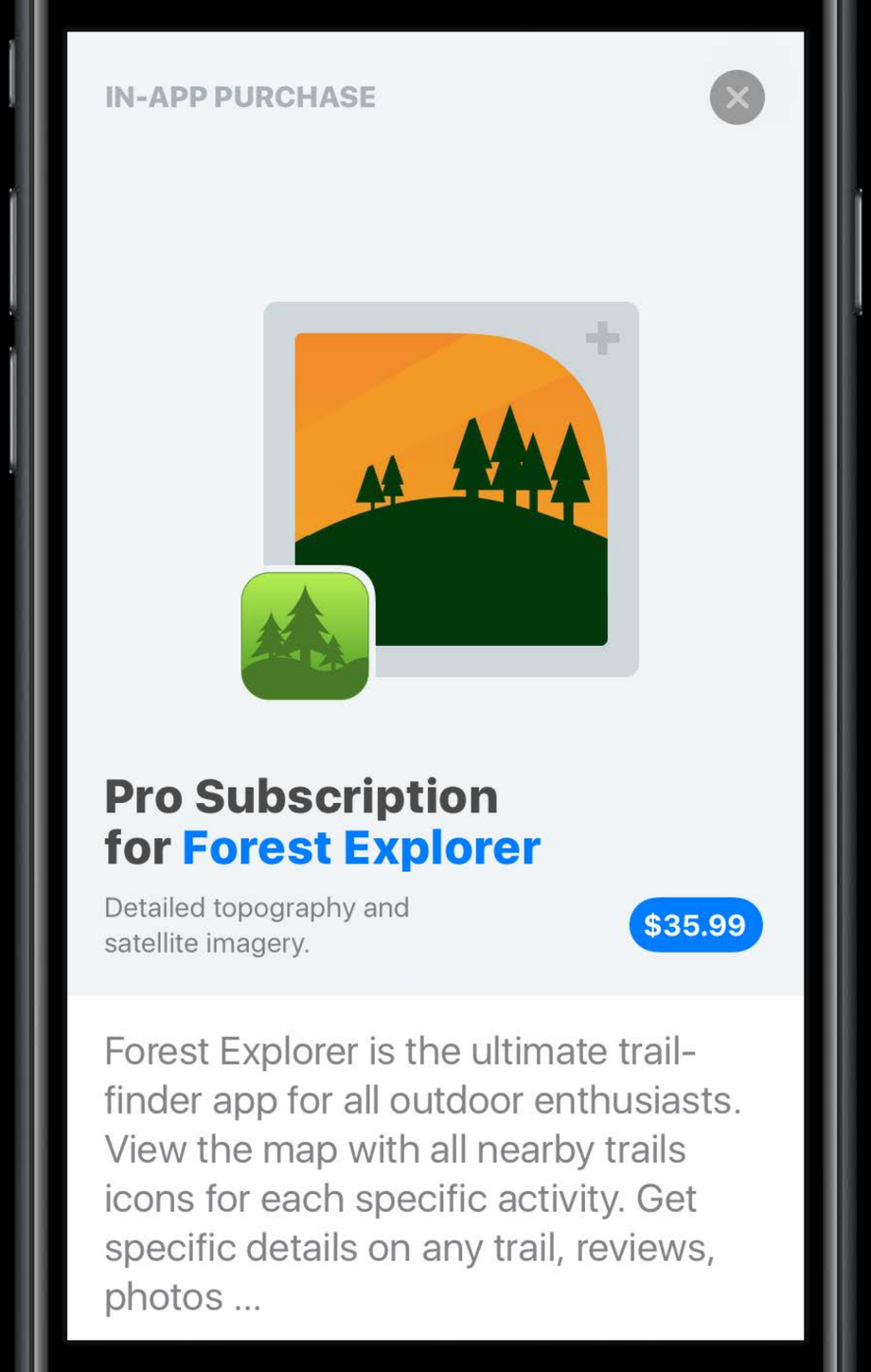


Promoting In-App Purchases

Featured

Today

Apps



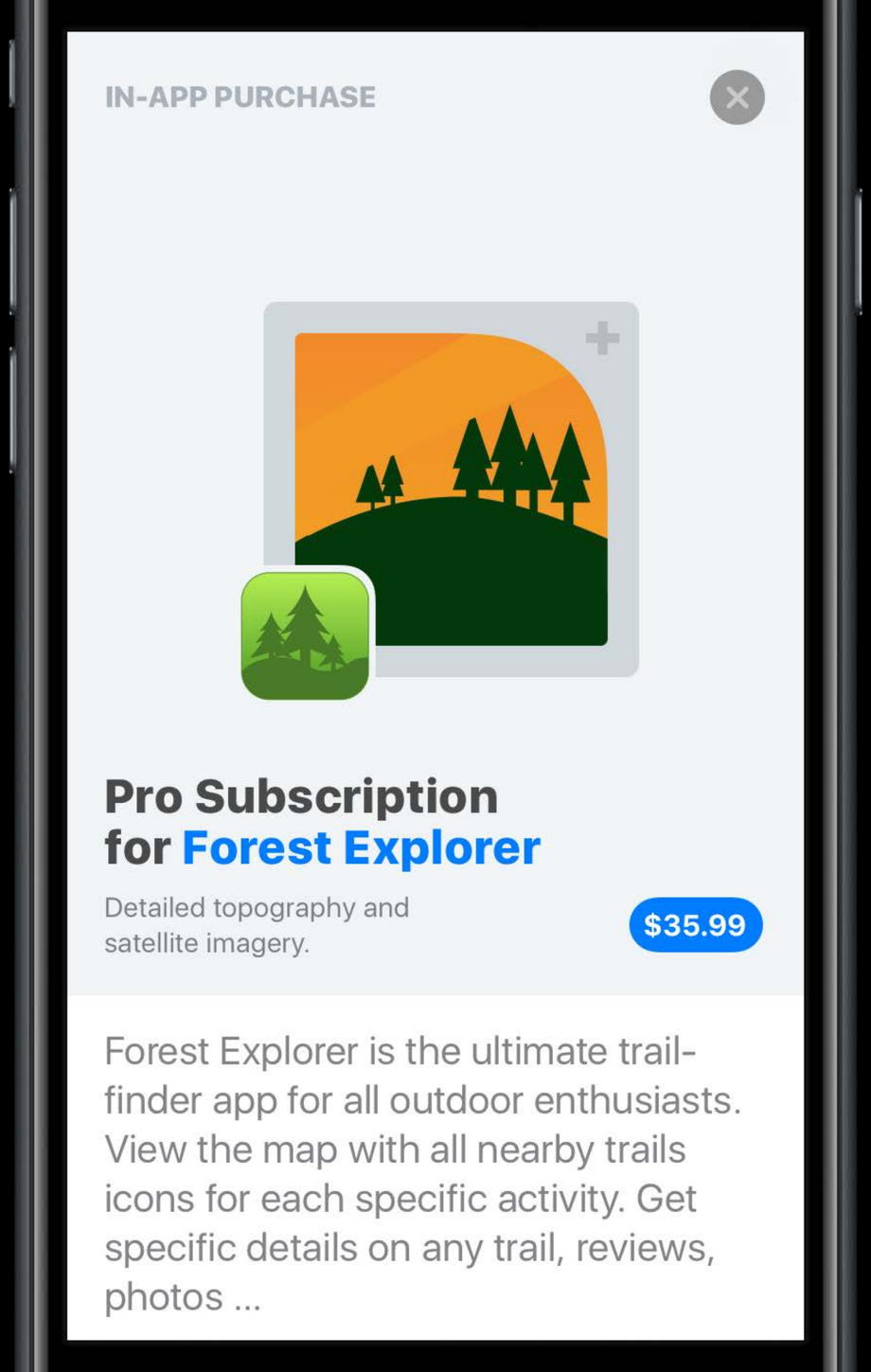
Promoting In-App Purchases

Featured

Today

Apps

Games

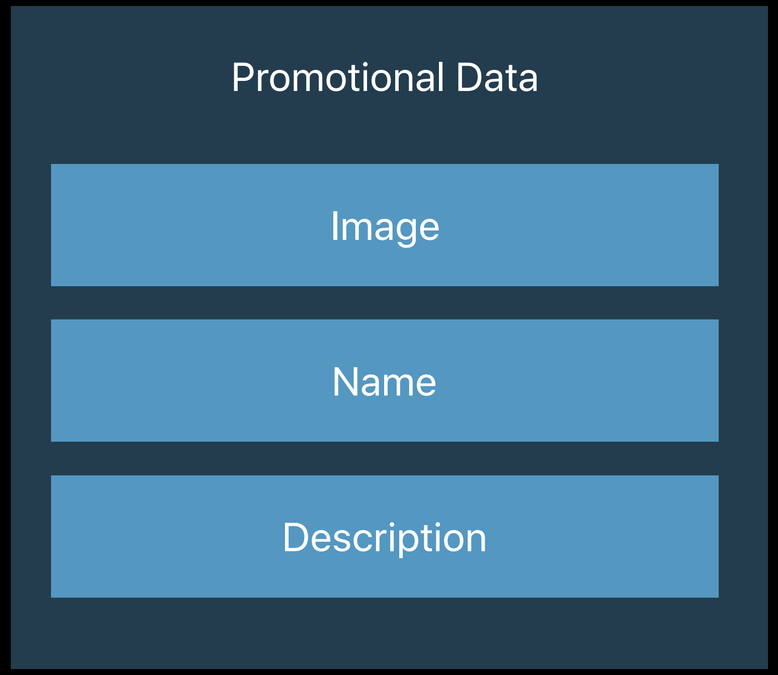


Promoting In-App Purchases

Implementation

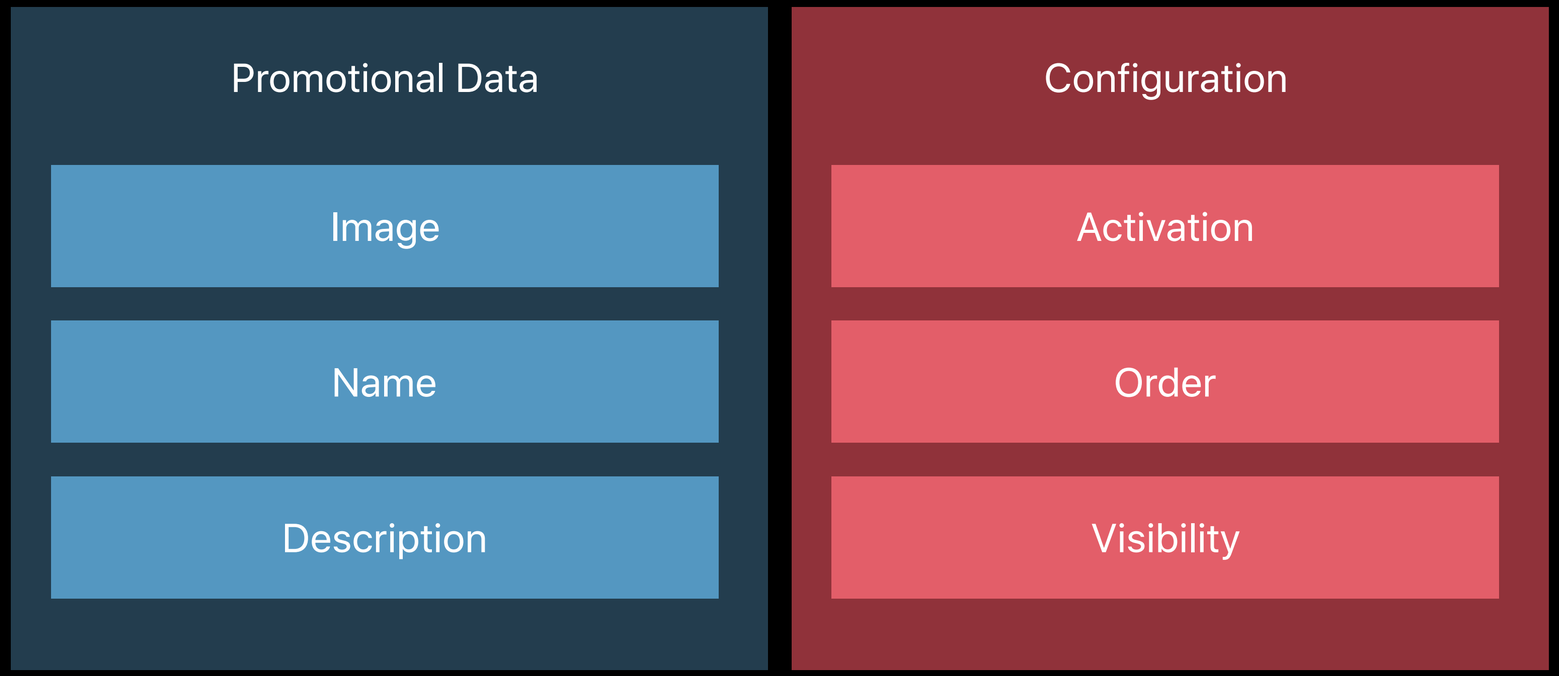
Promoting In-App Purchases

Implementation



Promoting In-App Purchases

Implementation



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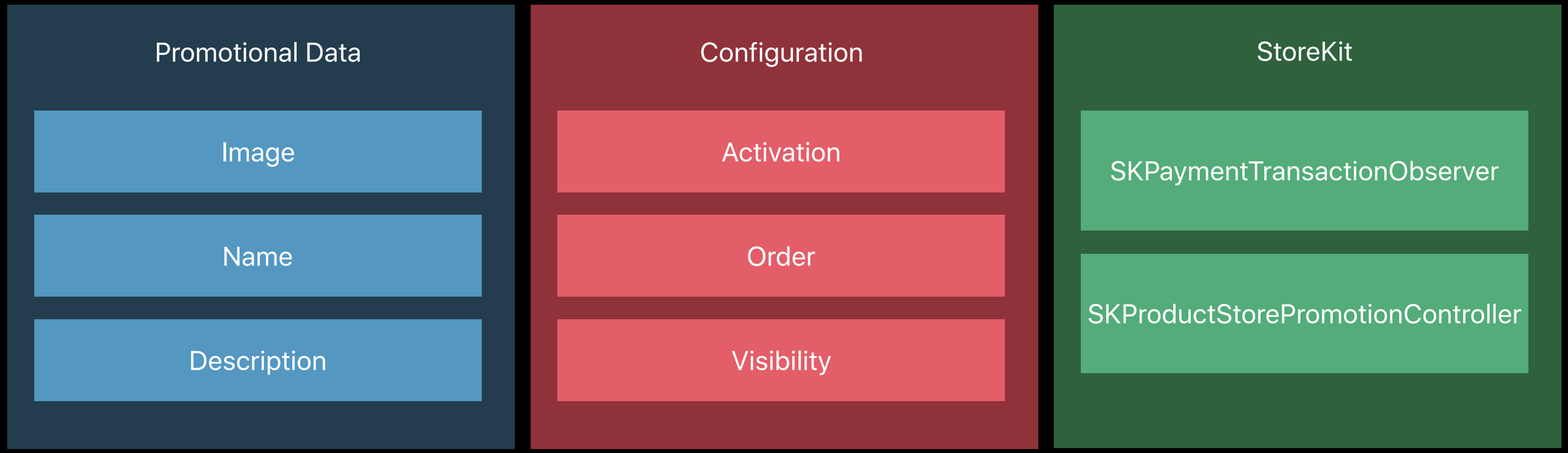

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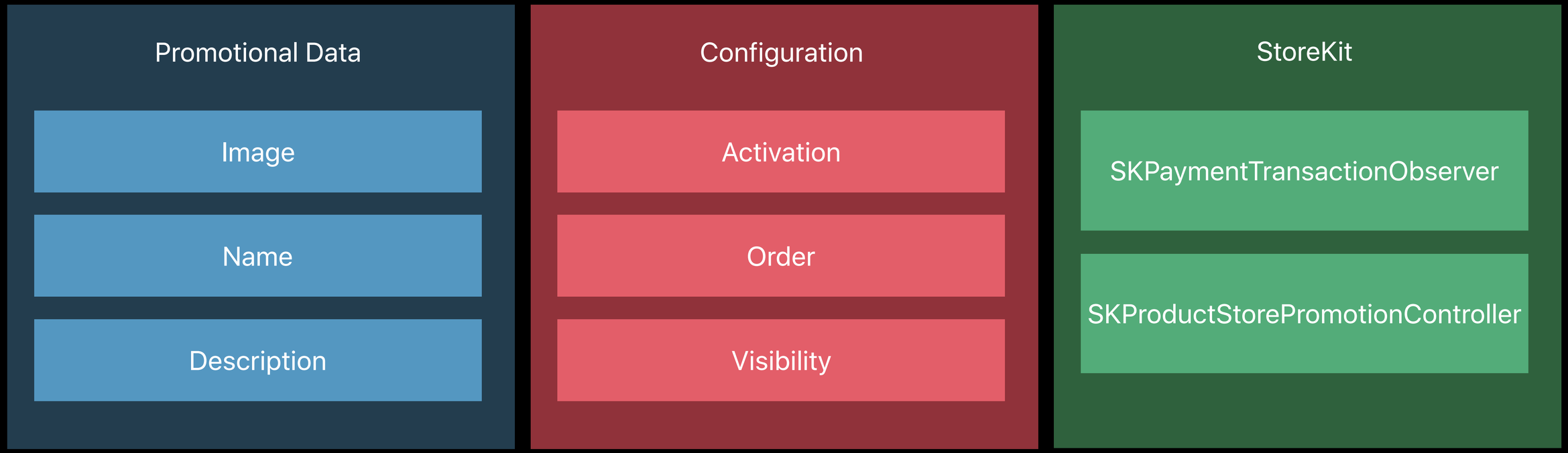
Implementation



What's New in StoreKit — Executive Ballroom — Thursday 11:00AM

Demo

Promoting In-App Purchases

Promoting In-App Purchases

Availability

Promoting In-App Purchases

Availability

All in-app purchase types

Promoting In-App Purchases

Availability

All in-app purchase types

iOS and universal apps

Promoting In-App Purchases

Availability

All in-app purchase types

iOS and universal apps

iOS 11

What’s New

NEW

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

App Review

What’s New

NEW

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

App Review

Phased Release

Features

Phased Release

Features

Immediately available on the App Store

Phased Release

Features

Immediately available on the App Store

Users with automatic updates enabled

Phased Release

Features

Immediately available on the App Store

Users with automatic updates enabled

Seven-day delivery period

Phased Release

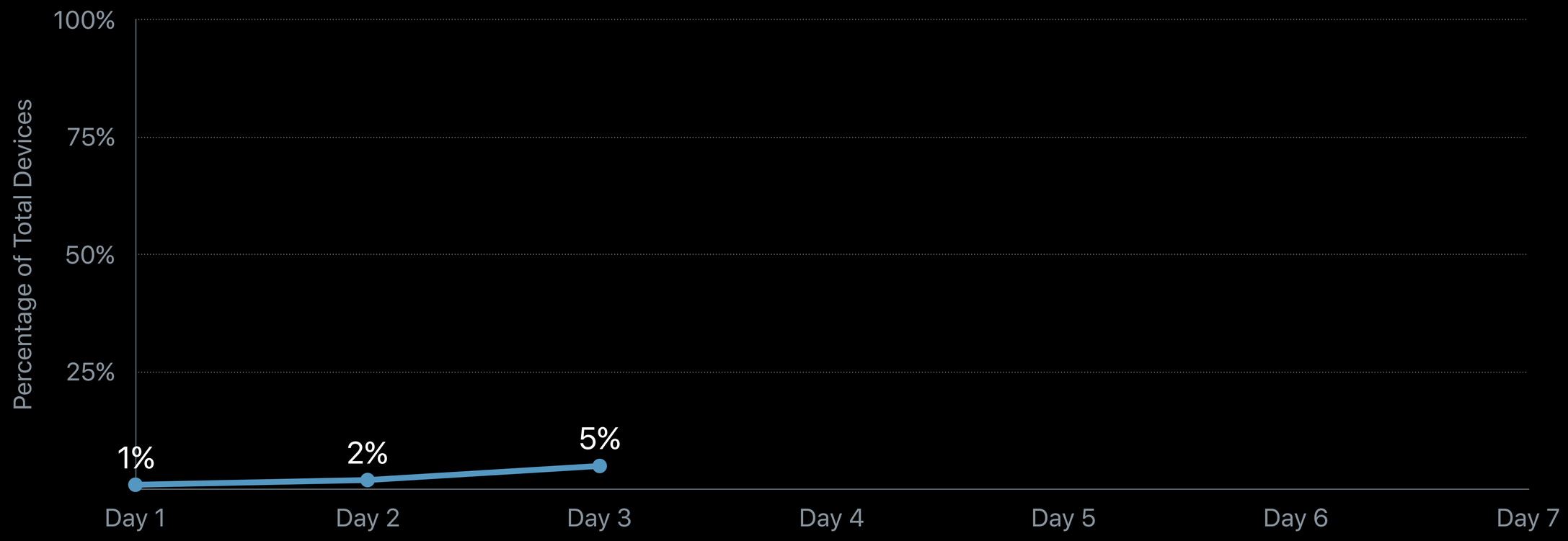
Daily distribution

Phased Release

Daily distribution

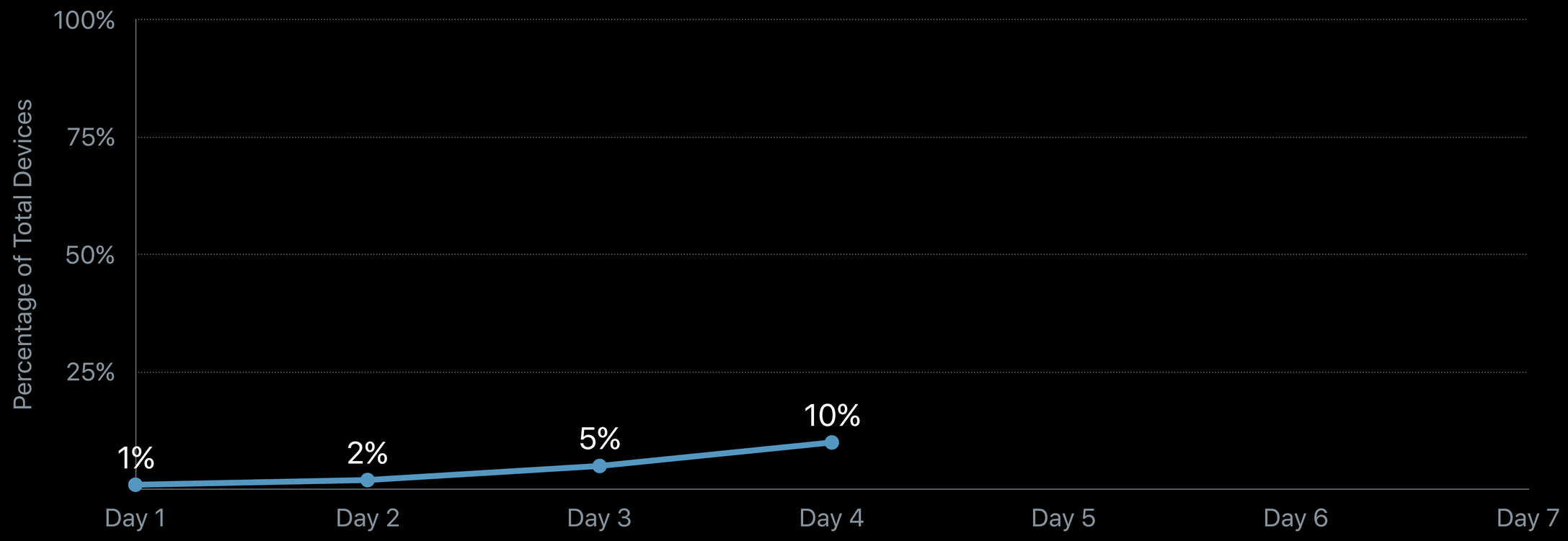
Phased Release

Daily distribution



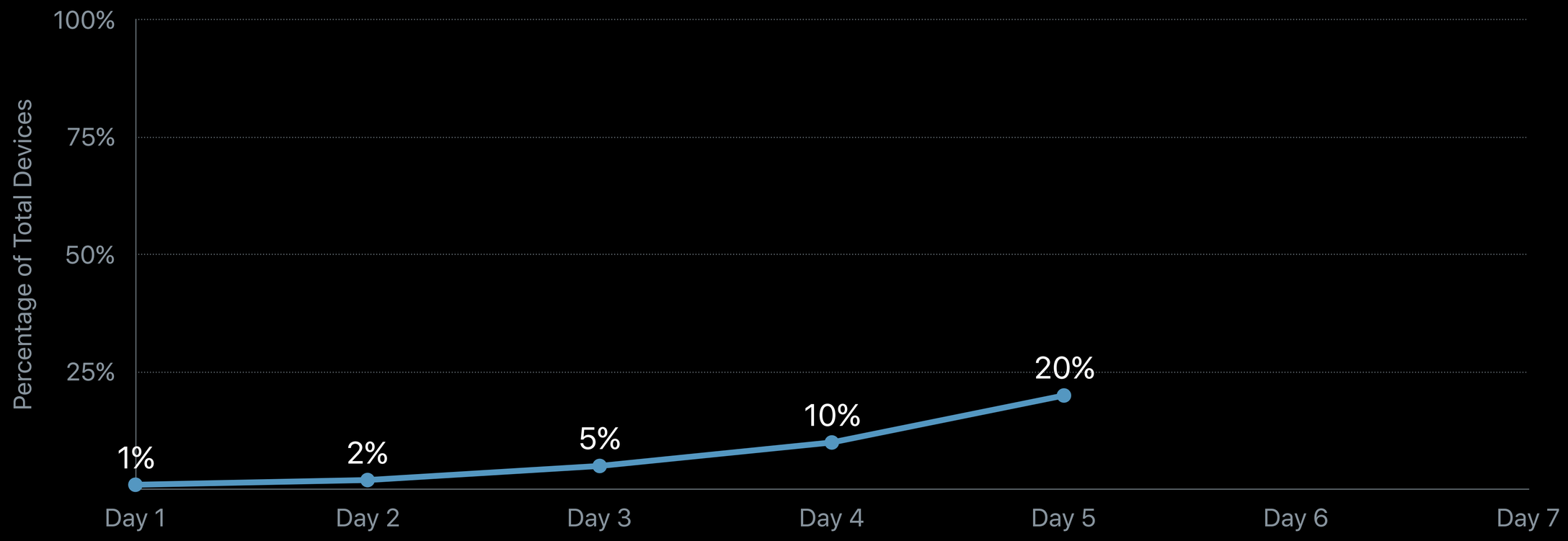
Phased Release

Daily distribution



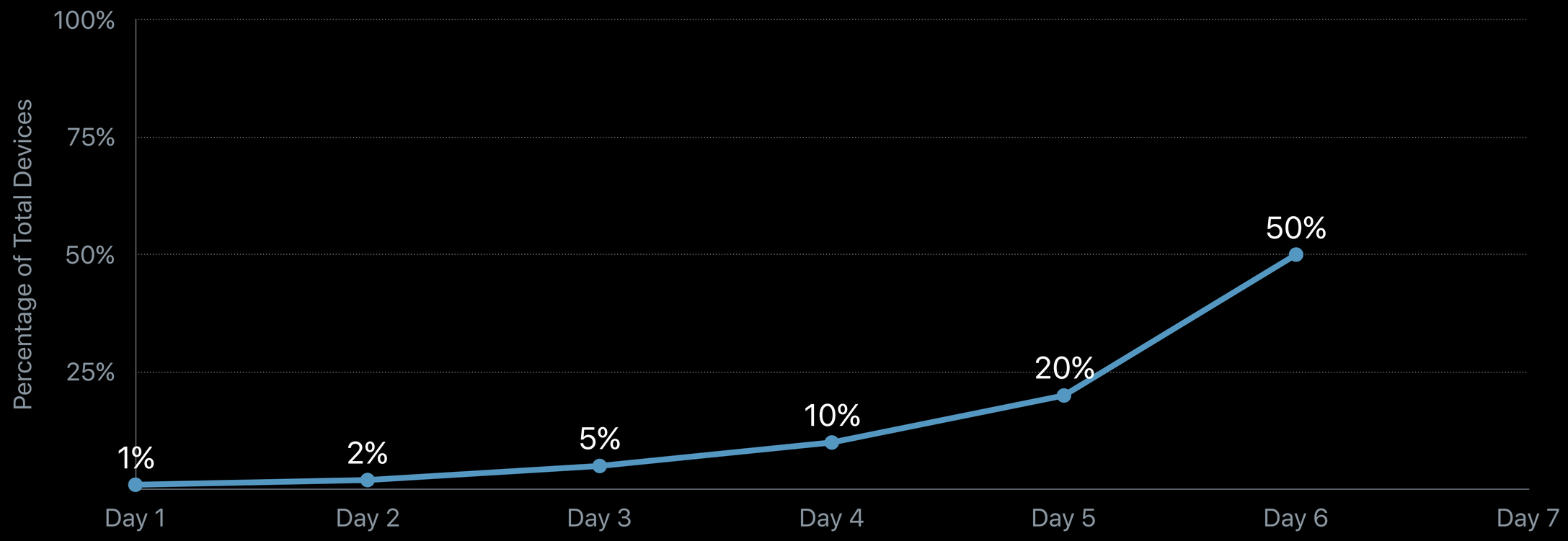
Phased Release

Daily distribution



Phased Release

Daily distribution



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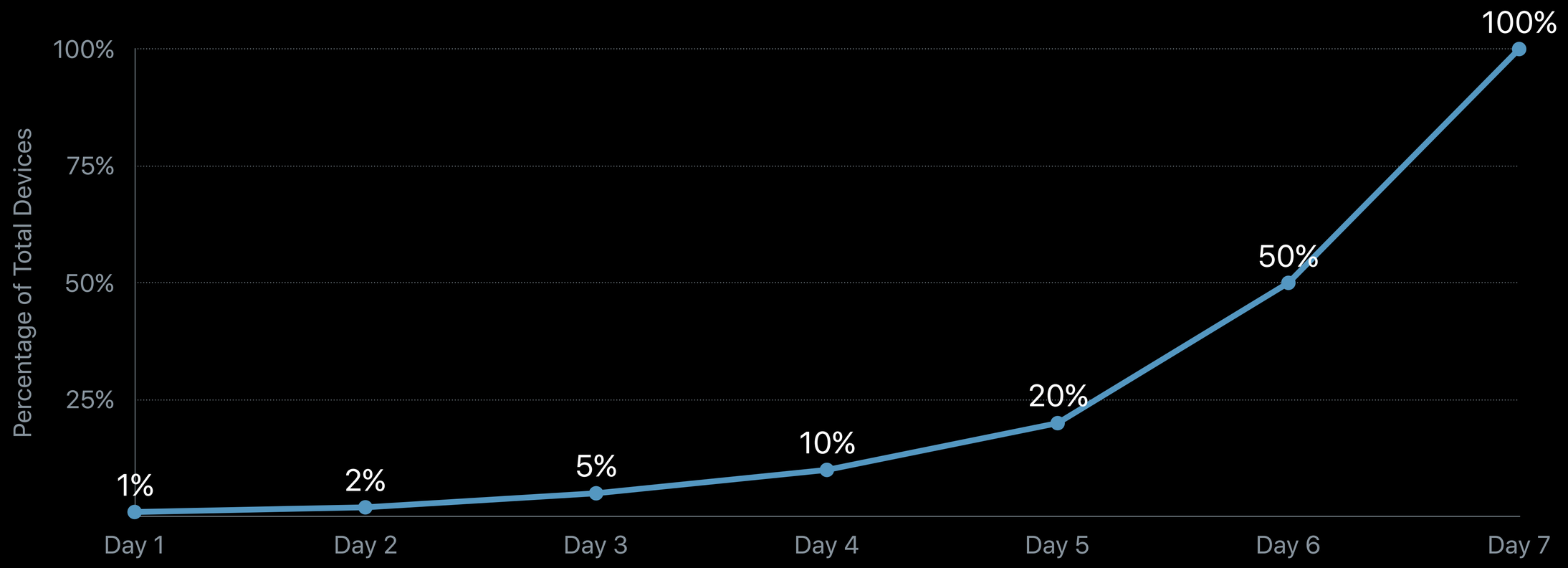
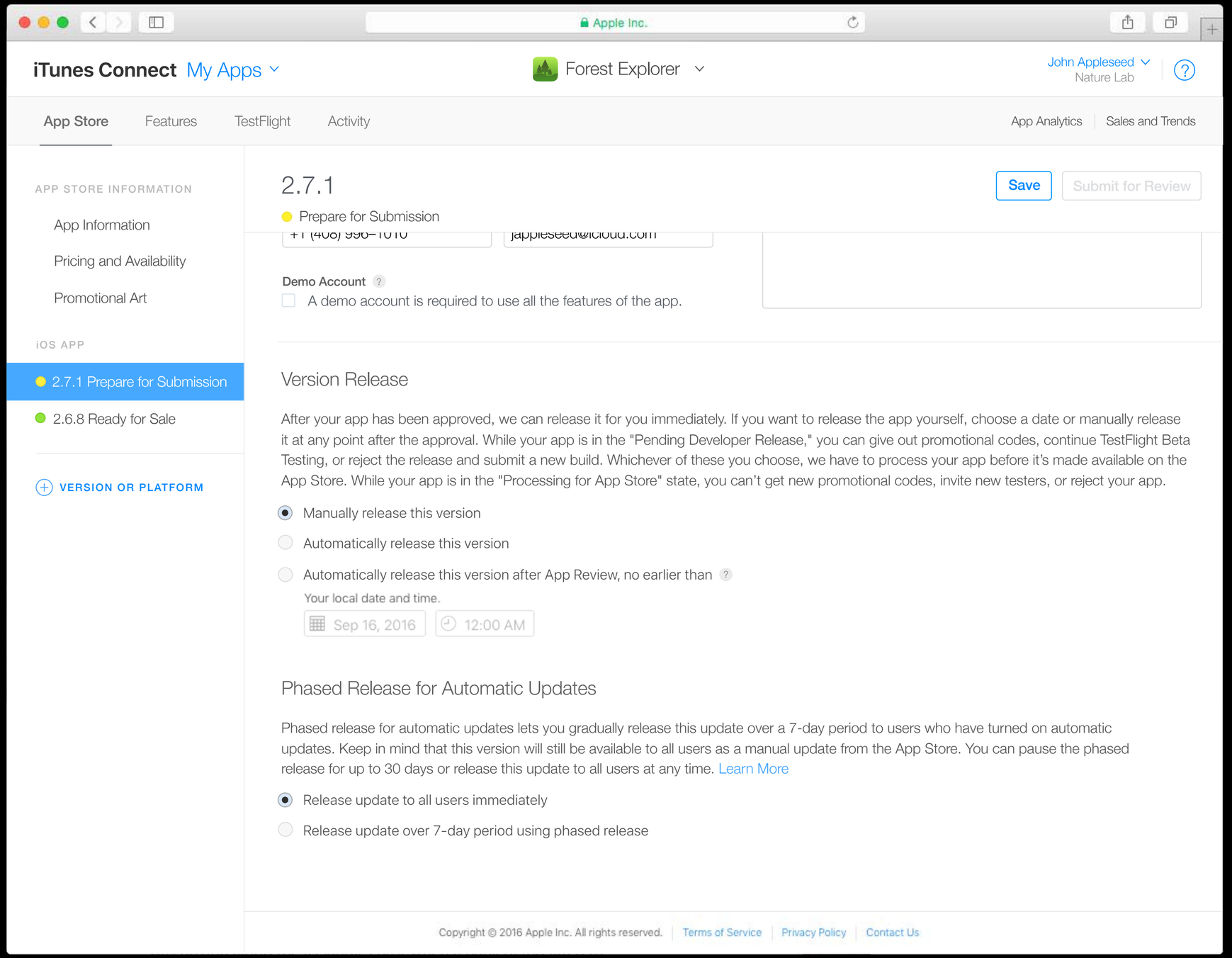
Daily distribution

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Pricing and Availability
Promotional Art
iOS APP
2.7.1 Prepare for Submission
2.6.8 Ready for Sale
VERSION OR PLATFORM
2.7.1
Prepare for Submission
Save
Submit for Review
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Manually release this version
Automatically release this version
Automatically release this version after App Review, no earlier than
Your local date and time.
Sep 16, 2016
12:00 AM
Phased Release for Automatic Updates
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Release update to all users immediately
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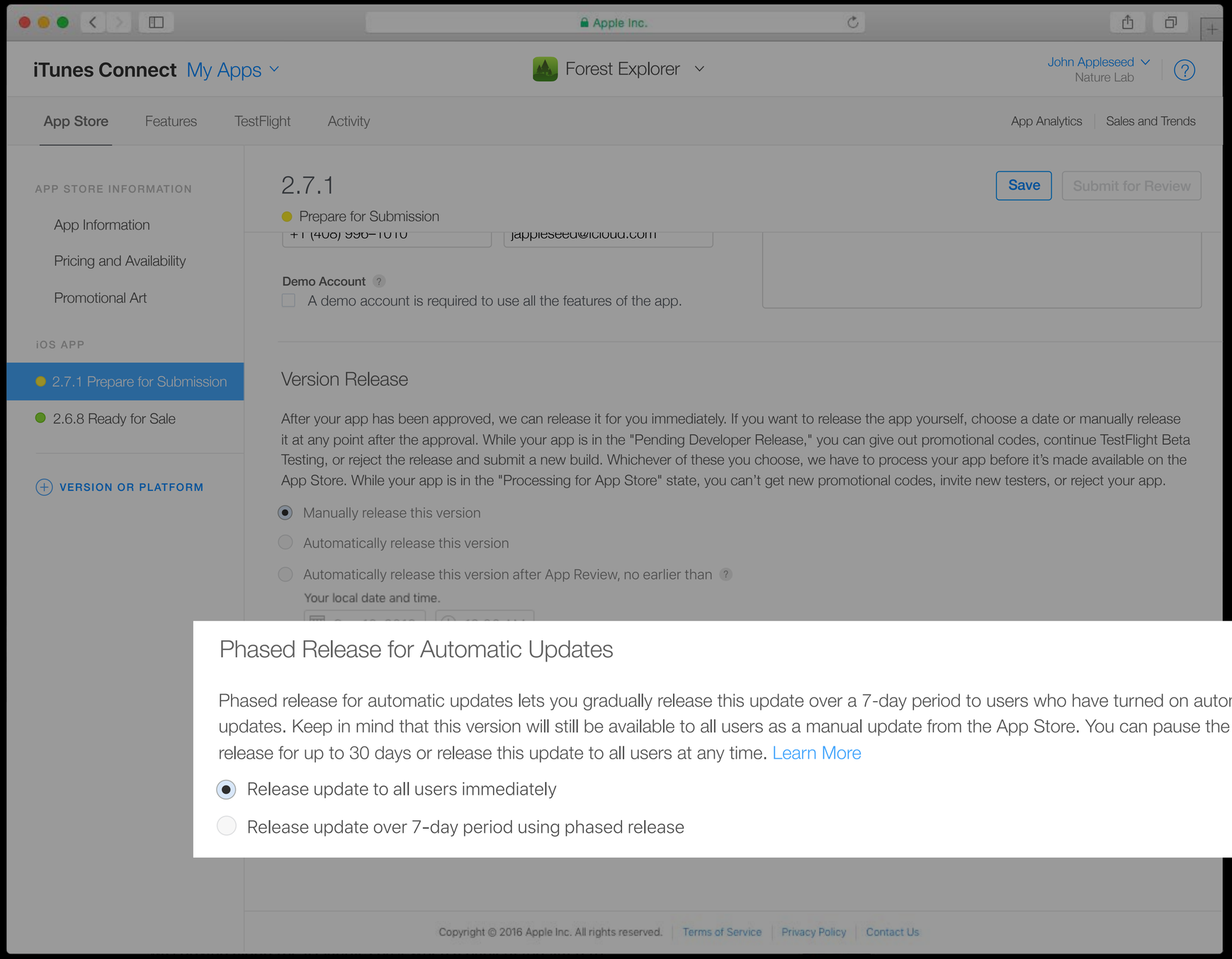
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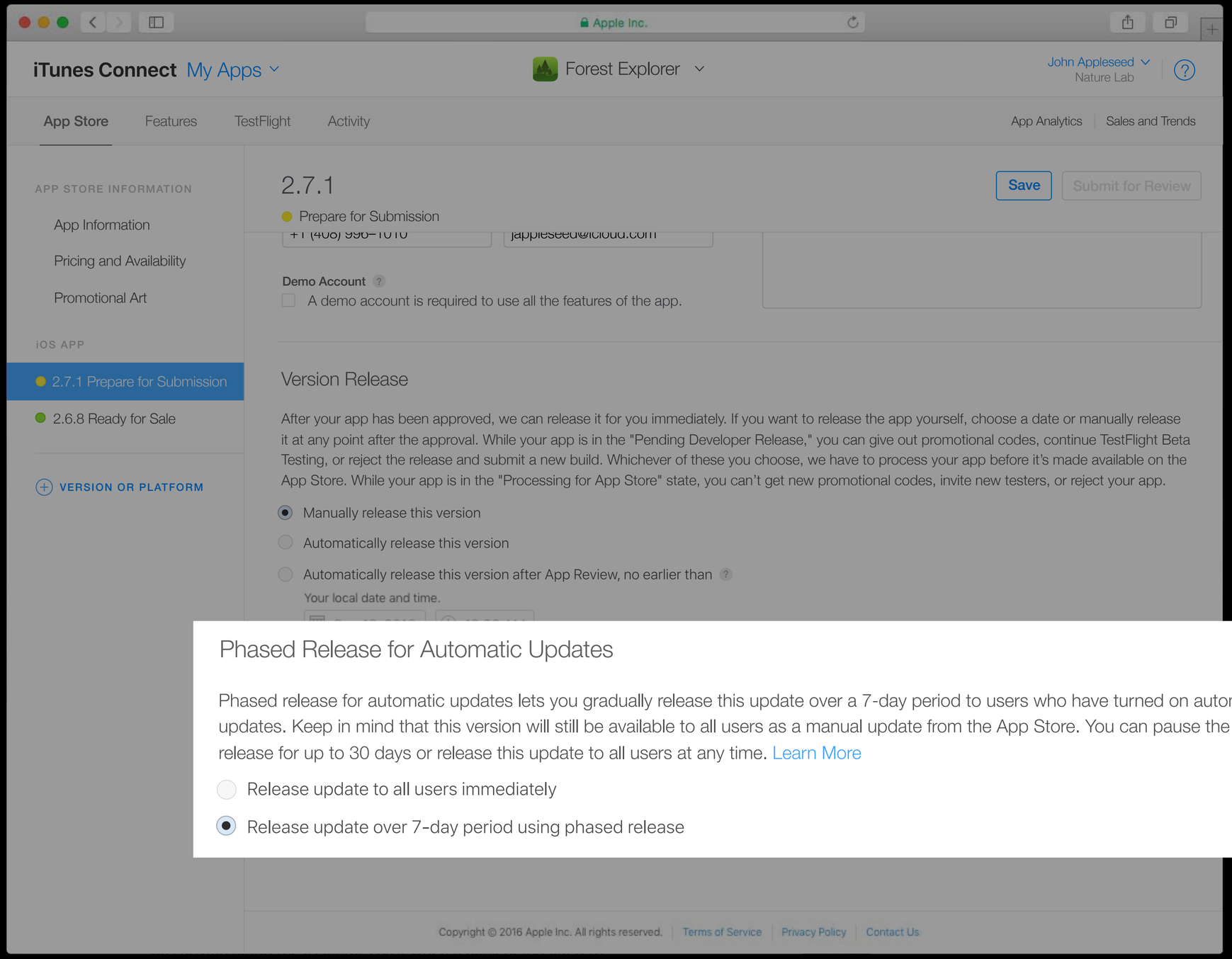
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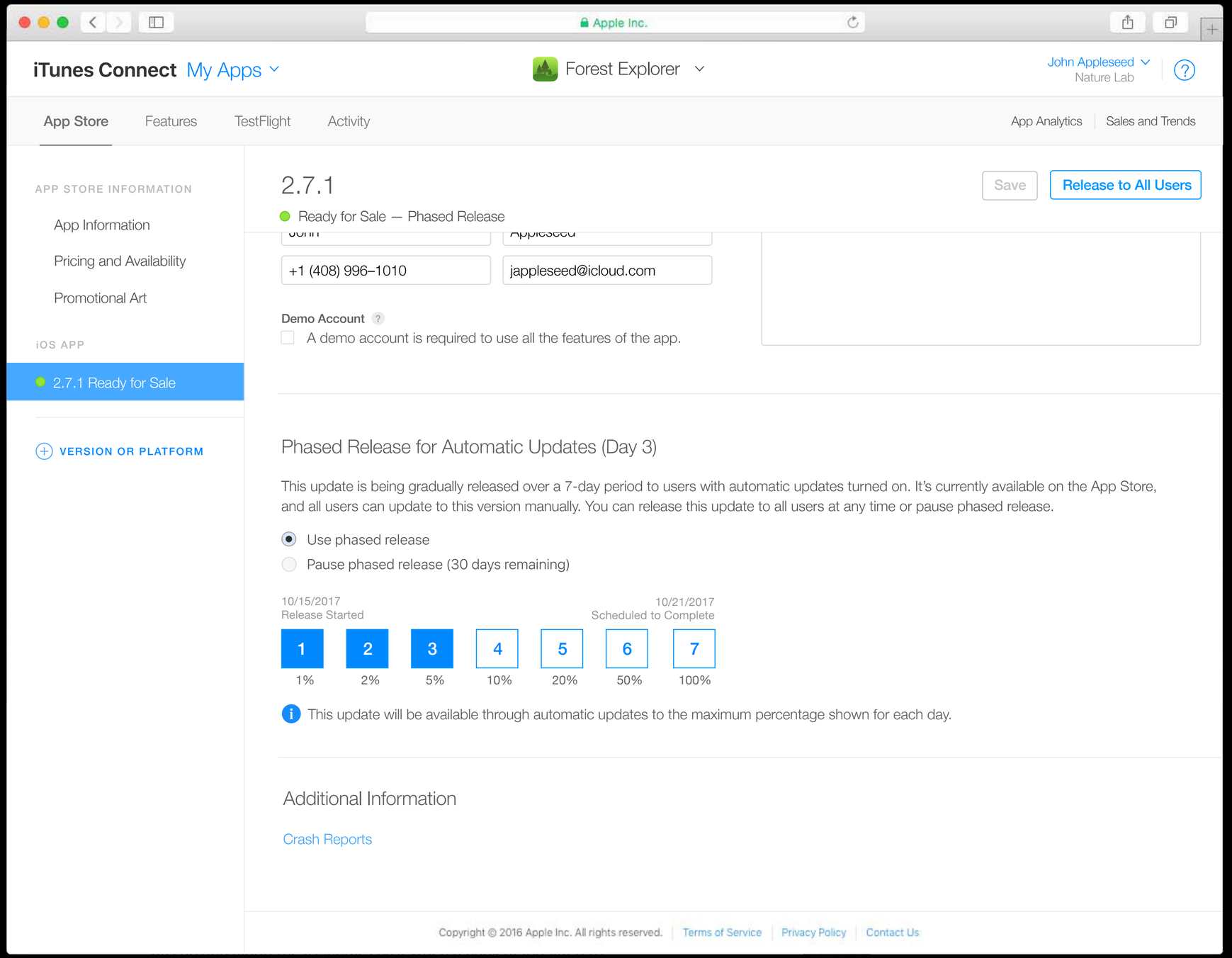
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Use phased release
Pause phased release (30 days remaining)
10/15/2017
Release Started
10/21/2017
Scheduled to Complete
1
2
3
4
5
6
7
1%
2%
5%
10%
20%
50%
100%
This update will be available through automatic updates to the maximum percentage shown for each day.
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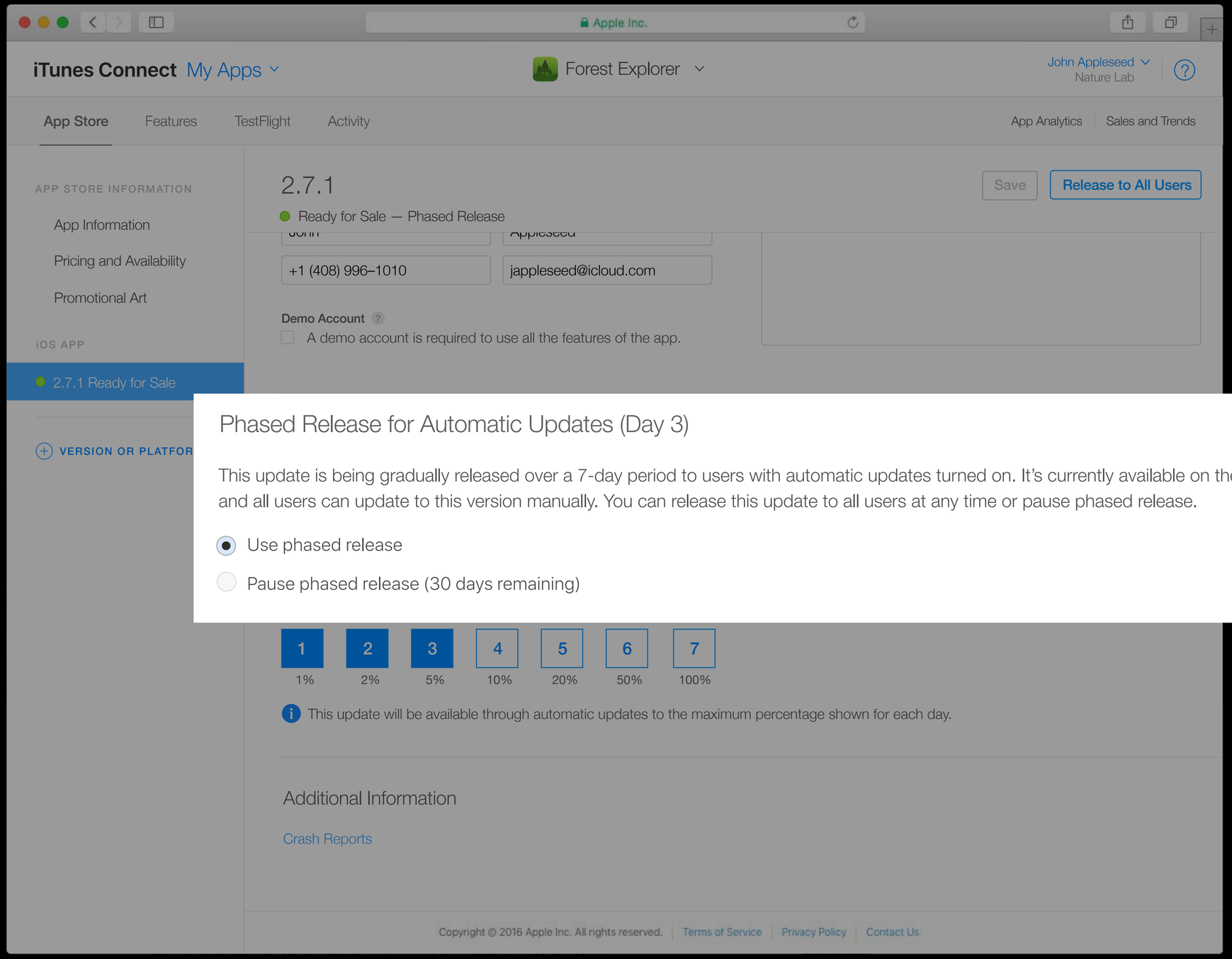
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Pause phased release (30 days remaining)
1 2 3 4 5 6 7
1% 2% 5% 10% 20% 50% 100%
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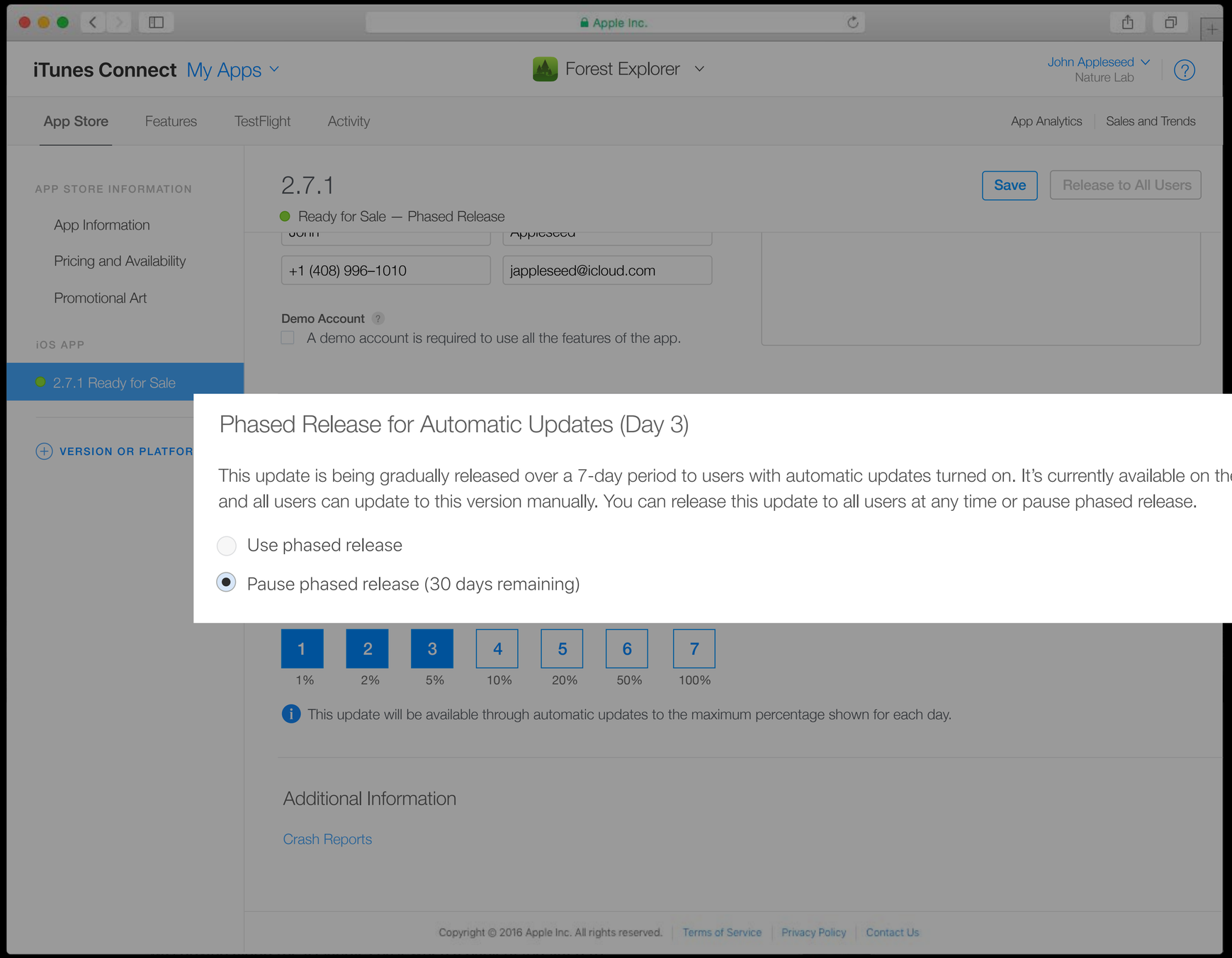
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Pause phased release (30 days remaining)
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1% 2% 5% 10% 20% 50% 100%
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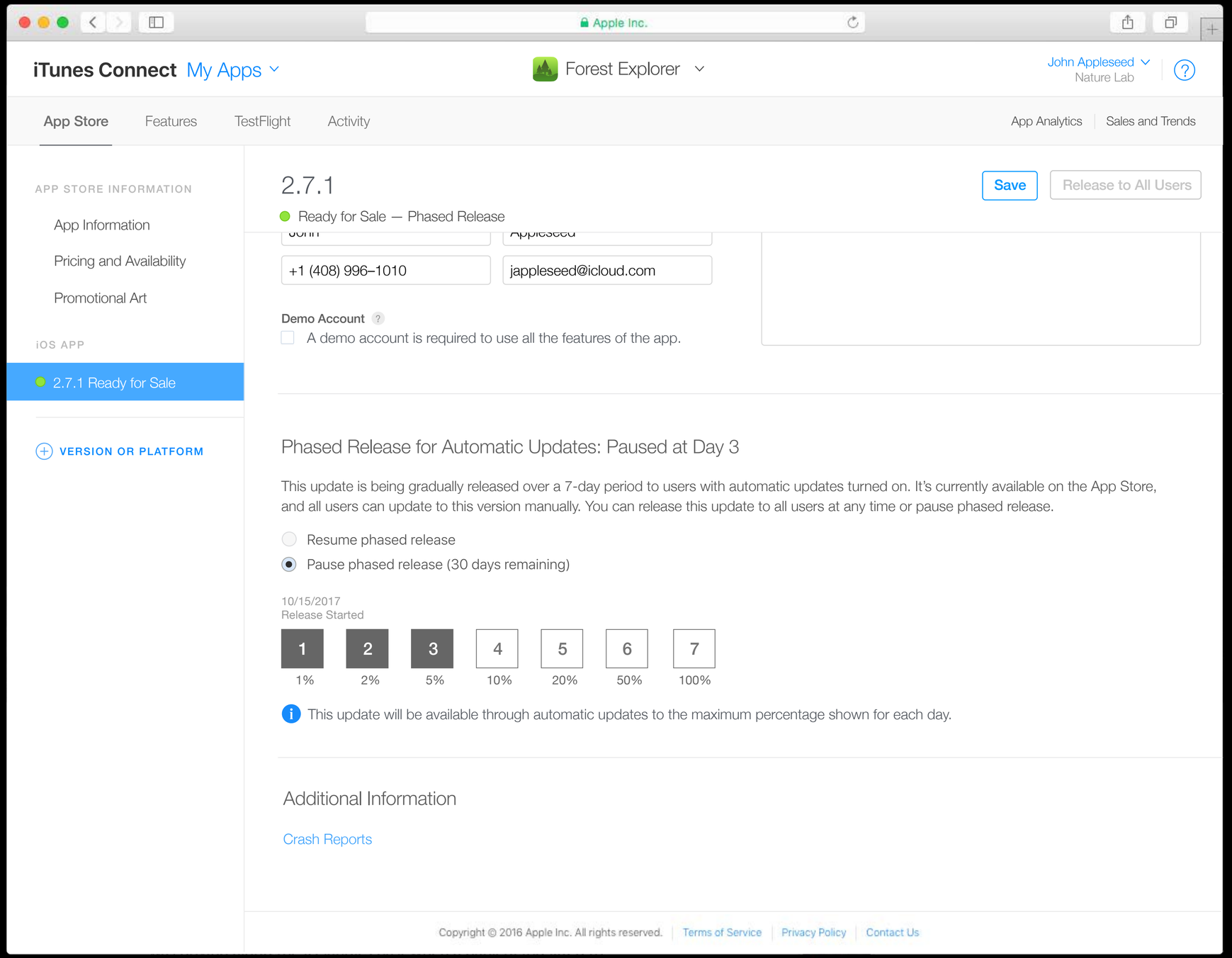
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Phased Release for Automatic Updates: Paused at Day 3
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Resume phased release
Pause phased release (30 days remaining)
10/15/2017
Release Started
1 2 3 4 5 6 7
1% 2% 5% 10% 20% 50% 100%
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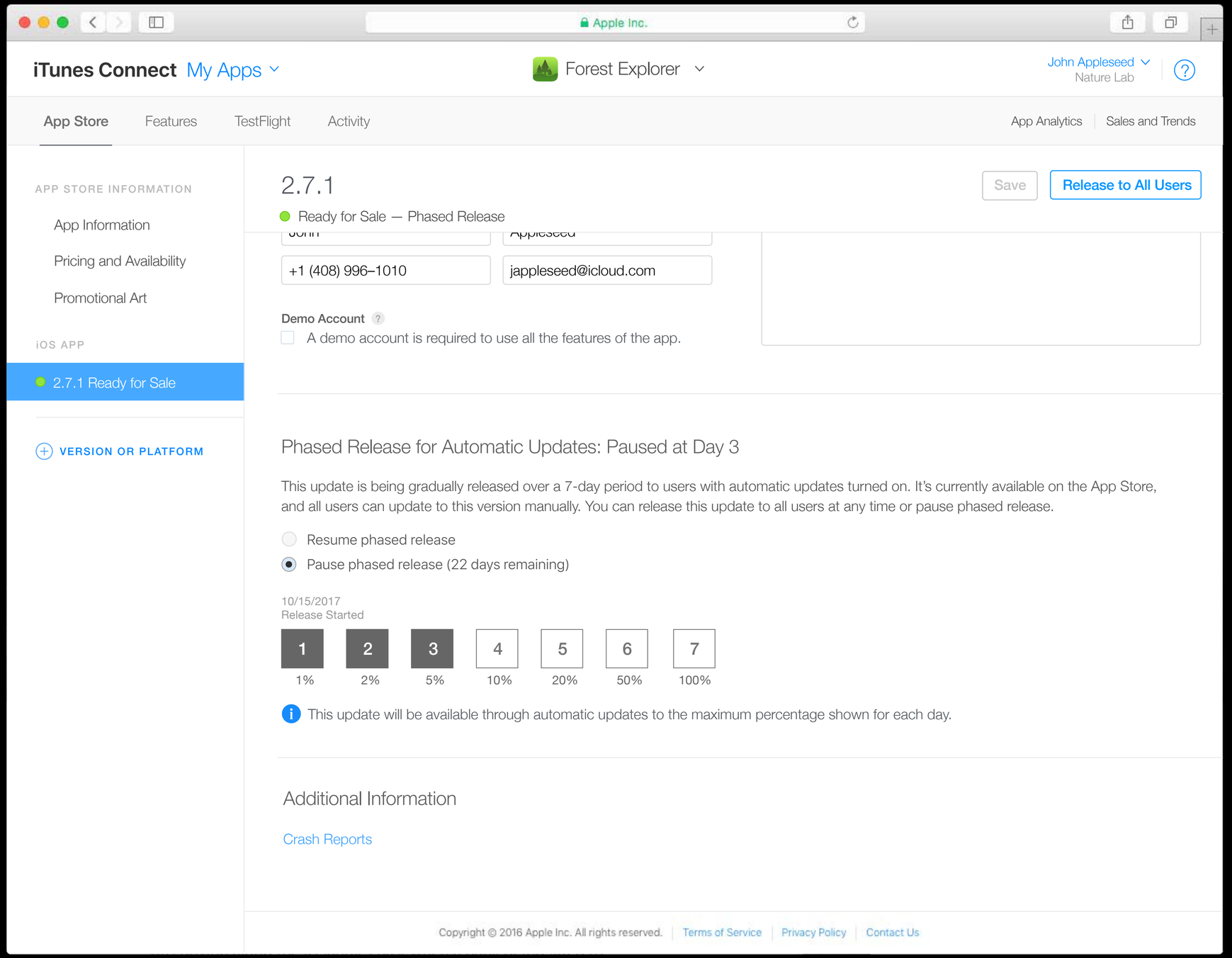
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Resume phased release
Pause phased release (22 days remaining)
10/15/2017
Release Started
1 2 3 4 5 6 7
1% 2% 5% 10% 20% 50% 100%
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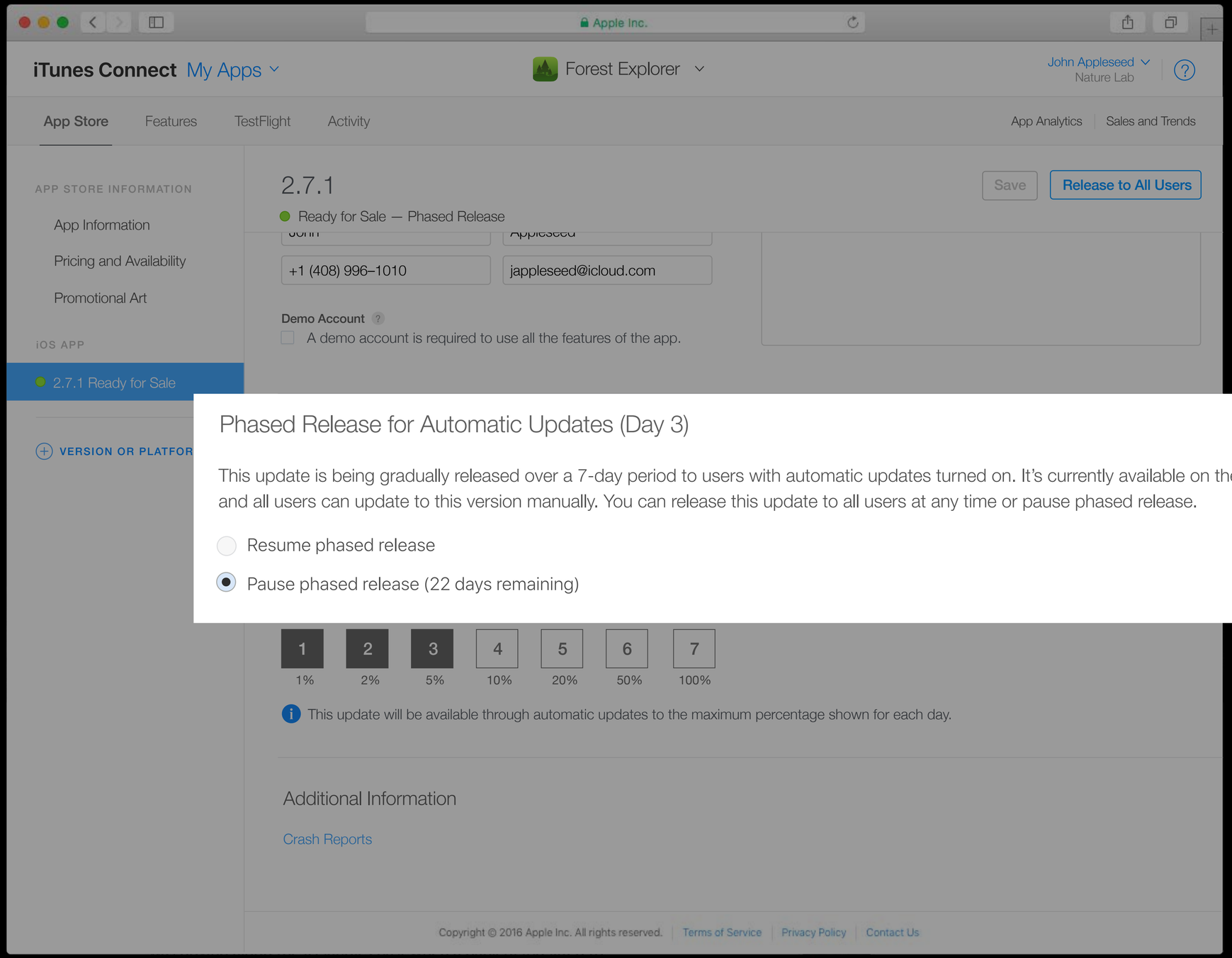
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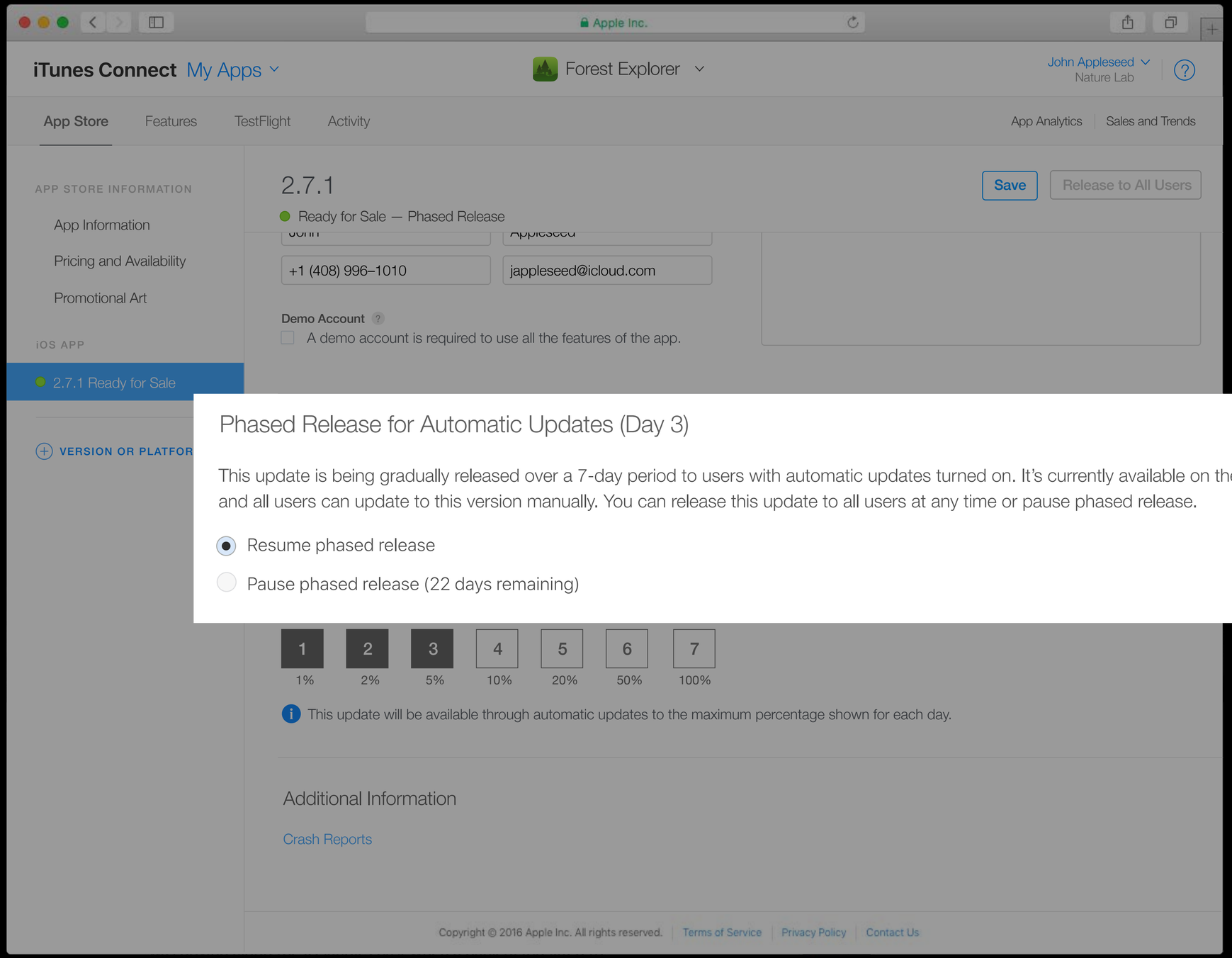
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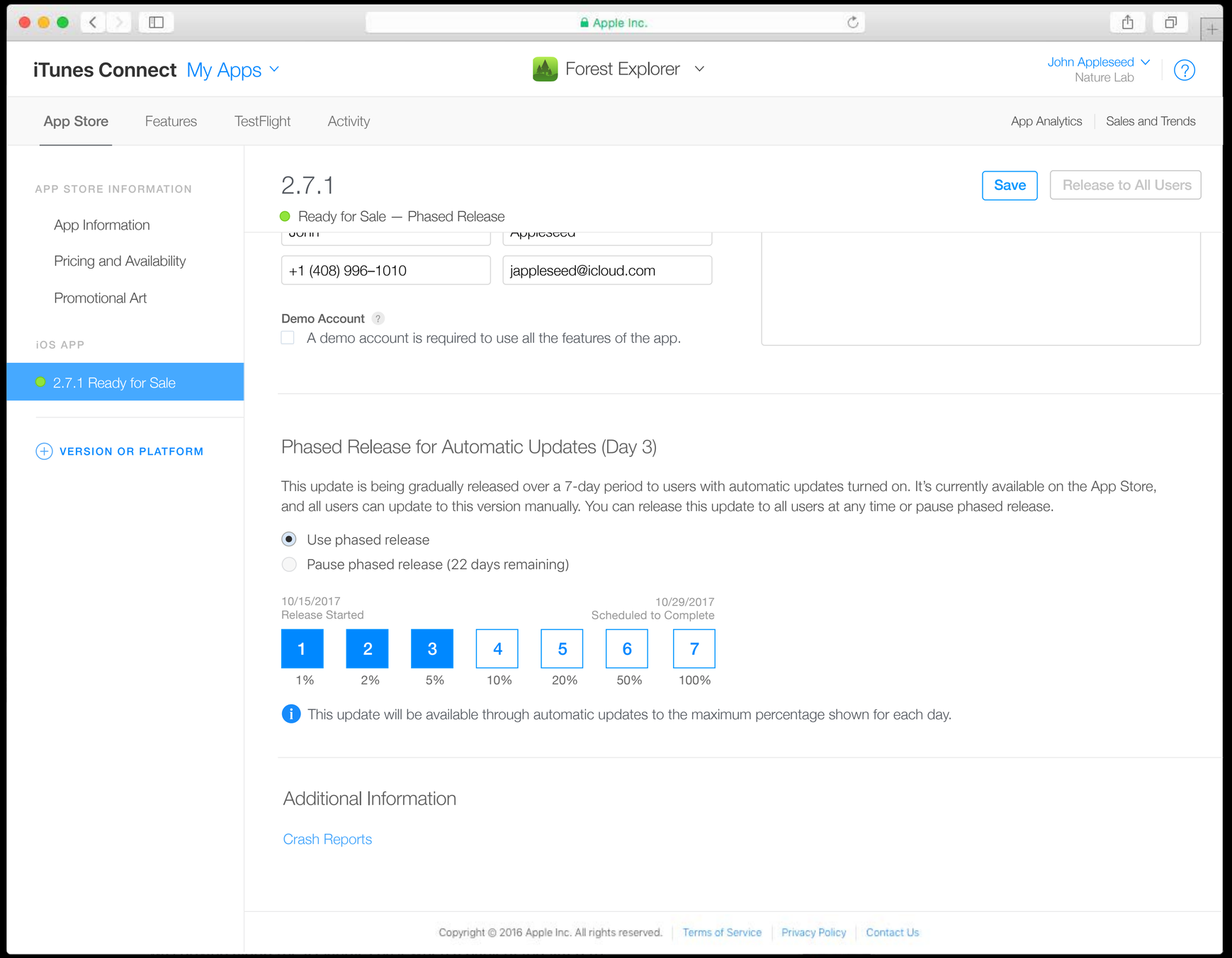
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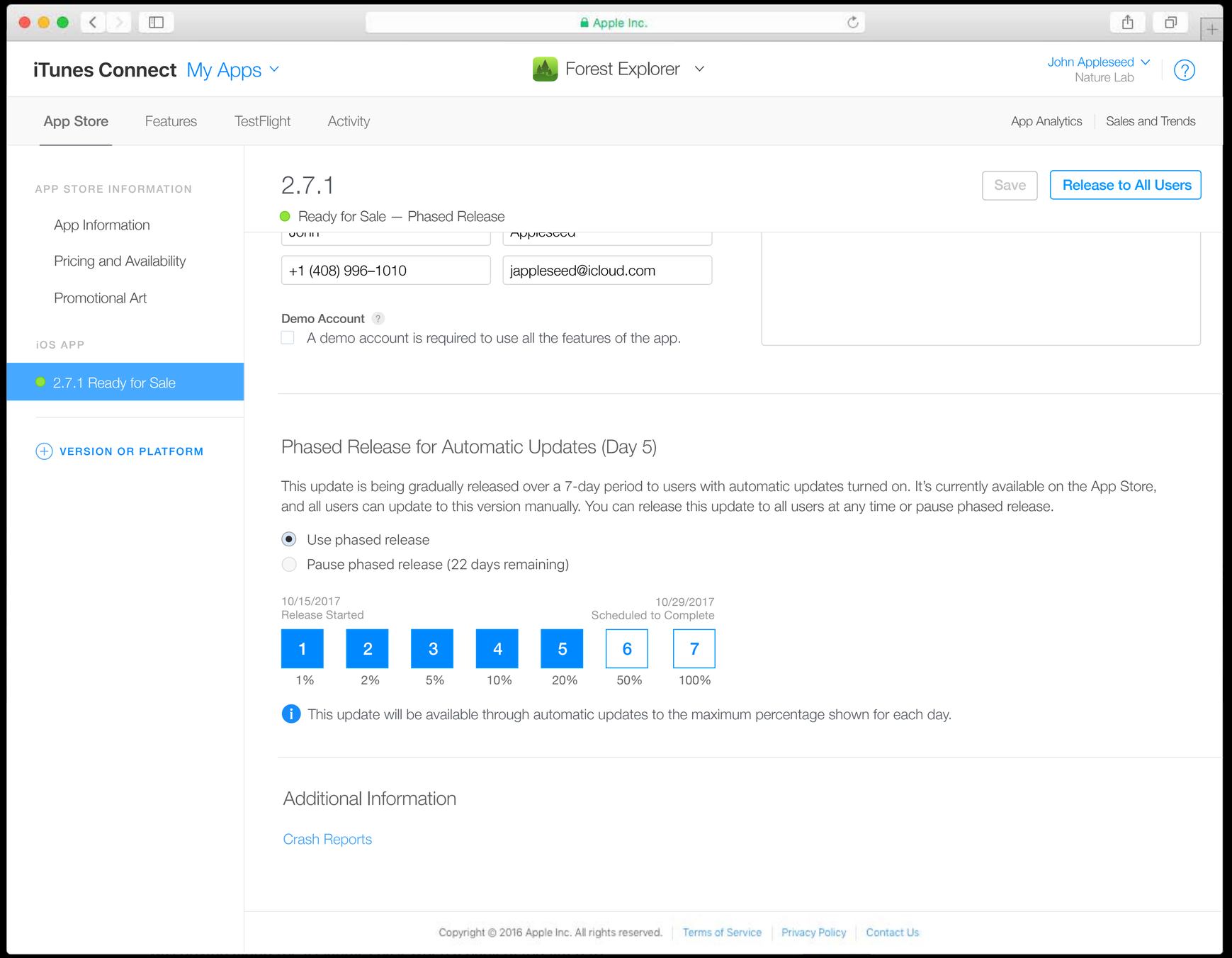
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Release Started
10/29/2017
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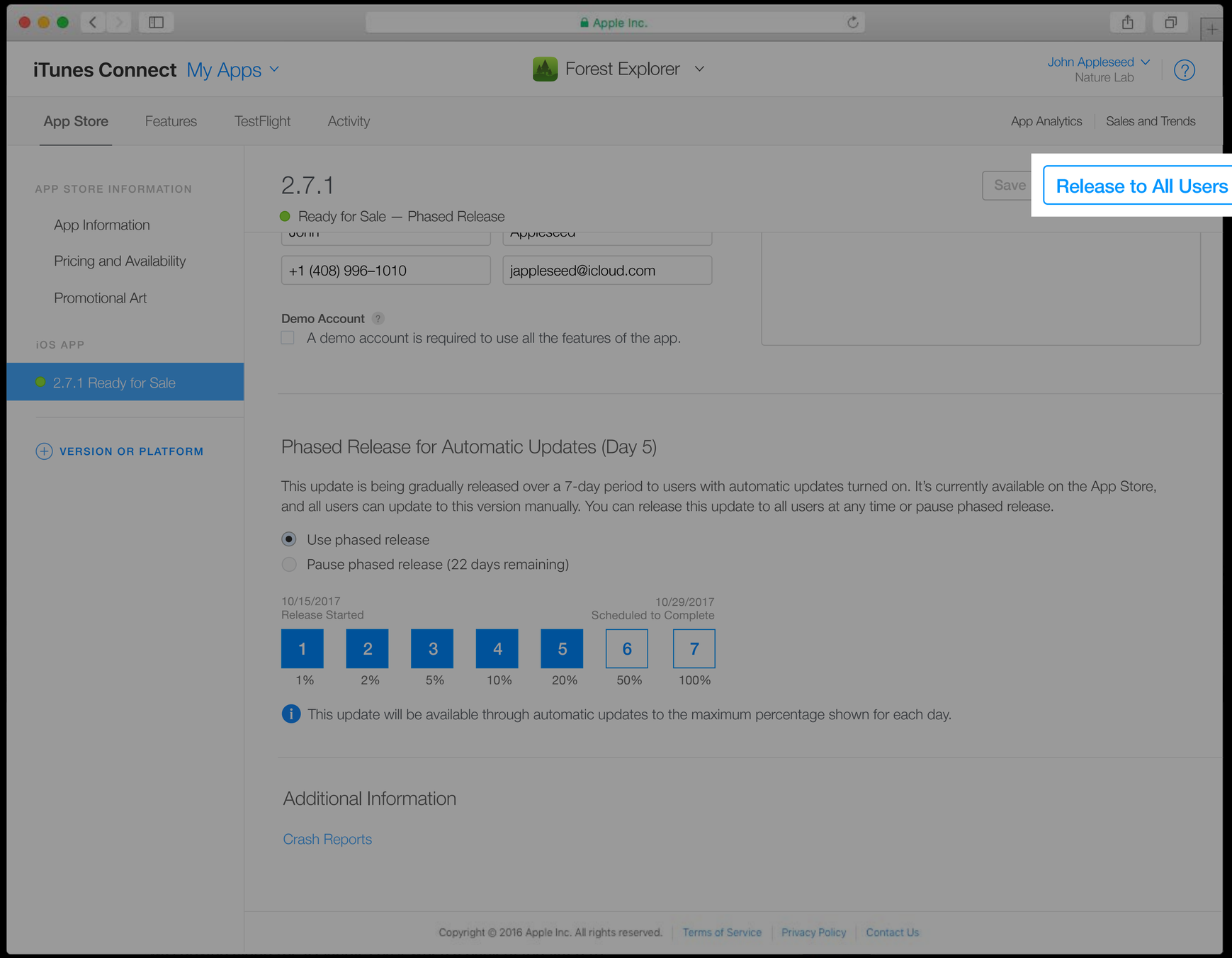
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Pause phased release (22 days remaining)
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10/29/2017
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Phase Release

Availability

Phase Release

Availability

Today

Phase Release

Availability

Today

All iOS versions

What's New

Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

App Review

What's New

Ratings, reviews, and responses

TestFlight enhancements

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Phased release

App Review

App Review

Best practices

App Review

Best practices

Make sure app functions throughout review

App Review

Best practices

Make sure app functions throughout review

Run on an actual device

App Review

Best practices

Make sure app functions throughout review

Run on an actual device

Sign-in information

App Review

Best practices

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Ratings, reviews, and responses

TestFlight enhancements

The new App Store

Promoting in-app purchases

Phased release

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More Information

https://developer.apple.com/wwdc17/302

Related Sessions

What's New in Cocoa Touch		WWDC 2017
Introducing the New App Store		WWDC 2017
What's New in StoreKit	Executive Ballroom	Thursday 11:00AM
Advanced StoreKit	Grand Ballroom A	Thursday 1:50PM

Labs

iTunes Connect by Appointment Lab	App Store Lab B	Thur 9:00AM-6:00PM
App Store and iTunes Connect Lab	Technology Lab H	Thur 12:00PM–1:50PM
StoreKit Lab	Technology Lab E	Thur 3:10PM–6:00PM
iTunes Connect by Appointment Lab	App Store Lab B	Fri 9:00AM-4:00PM
StoreKit Lab	Technology Lab E	Fri 1:50PM–4:00PM

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