

#WWDC18

What's New in App Store Connect

Session 301

Daniel Miao, Engineering Manager
Tommy McGlynn, Software Engineer
Alex Miyamura, Engineering Manager

9:41



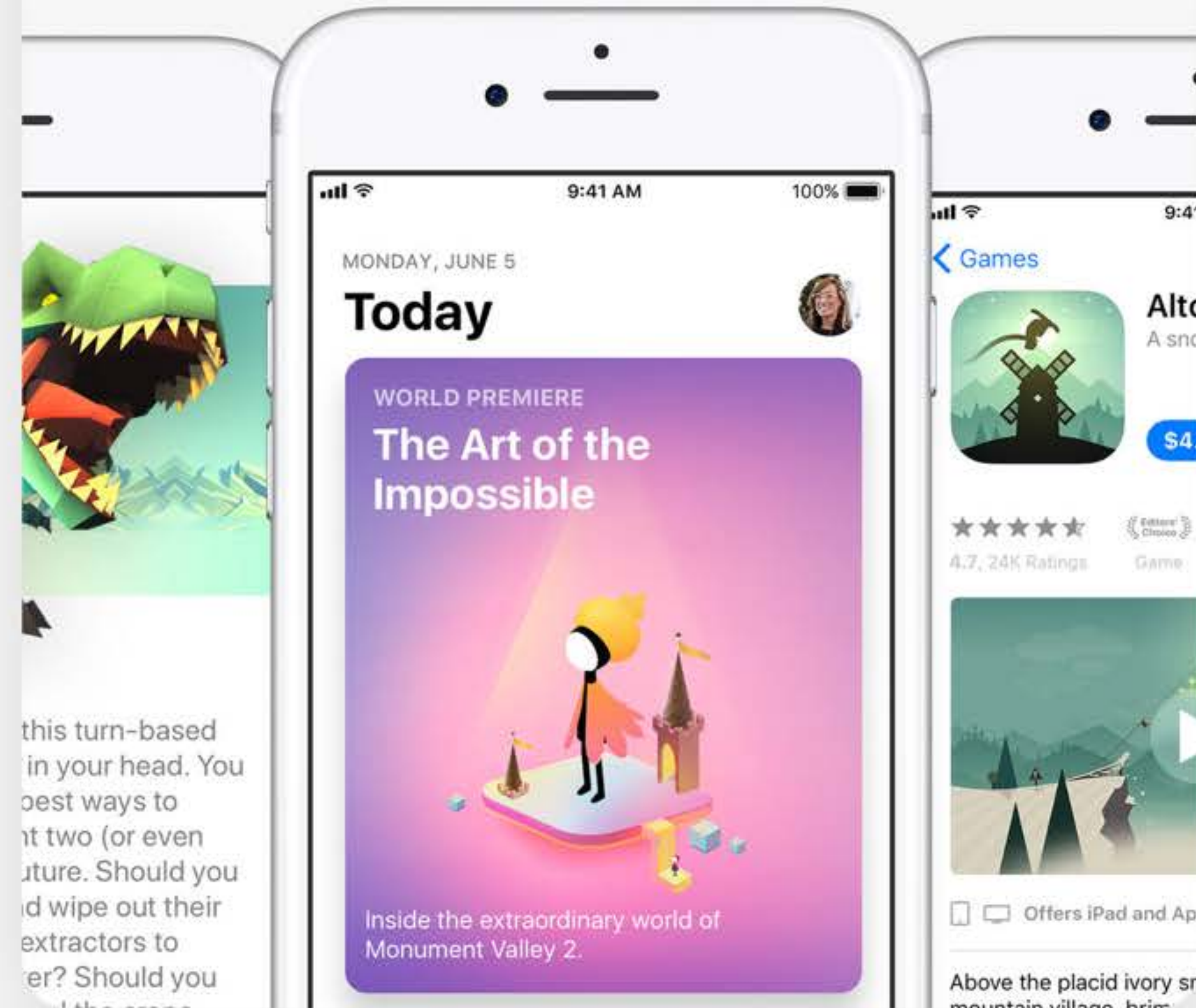
WEDNESDAY, JUNE 6

Today



FROM THE EDITORS

Welcome to the All-New App Store!



WHAT WE'RE PLAYING

Games That'll Make You Laugh





Search

Discover

Create

Work

Play

Develop

Categories

Updates **2**

BEHIND THE SCENES Put a Spin on It

How the developer of *djay Pro 2* masterfully blends music and tech. [Read More](#)



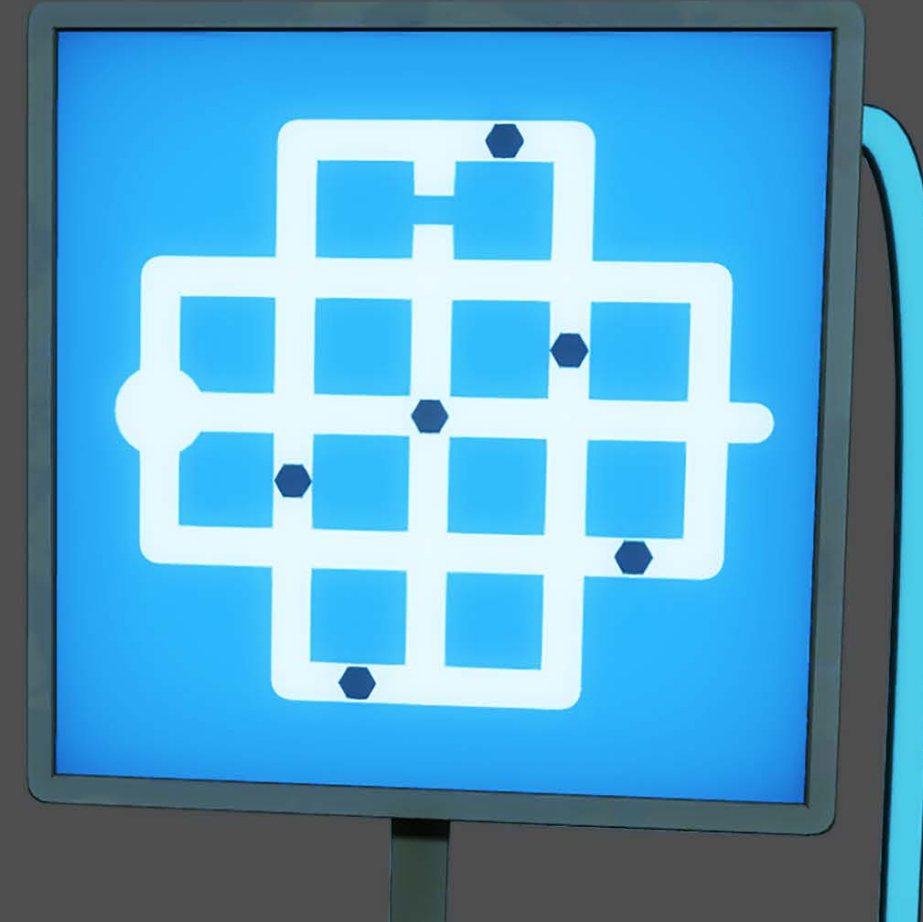
LIFE HACK Master the Menu Bar

How to keep your favorite apps top of screen at all times. [Read More](#)




EDITORS' CHOICE 4 Reasons You'll Love The Witness


This gorgeous puzzler sets a new bar for the genre. [Read More](#)





Top Paid

[See All](#)

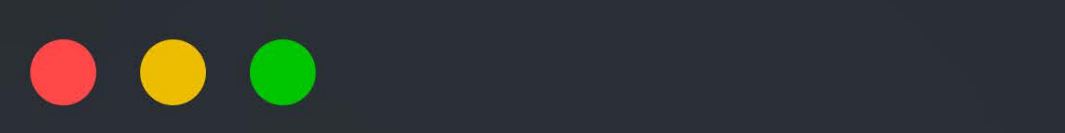
 **Monica Velasquez**
\$29.97 Credit

 **Magnet**
Organize your workspace **\$0.99**

 **The Sims™ 2**
Your faves in one place **\$29.99**

 **MainStage 3**
The ultimate live rig **\$29.99**

MacBook Pro



Search

Discover

Create

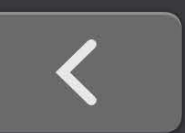
Work

Play

Develop

Categories

Updates **2**



Firewatch

A mystery set in the Wyoming wilderness
[Panic, Inc.](#)

\$19.99



4.0 ★★★★★
133 Ratings

Editors' Choice
Games

#27
Games

17+
Ages



Firewatch is a single-player first-person mystery set in the Wyoming wilderness. The year is 1989. You are a man named Henry who has retreated from his messy life to work as a fire lookout in the Wyoming wilderness. Perched high atop a mountain, it's your job to look for smoke and keep the wilderness safe. An especially hot, dry summer has everyone on edge. Your supervisor Delilah is available to you at all times. [more](#)

PANIC, INC.
[Website](#)
[Support](#)

What's New

- Added Japanese language subtitles
- Fixed a black screen/graphic corruption issue on specific Mac models running macOS 10.13 (High Sierra)
- Improved overall performance and threading

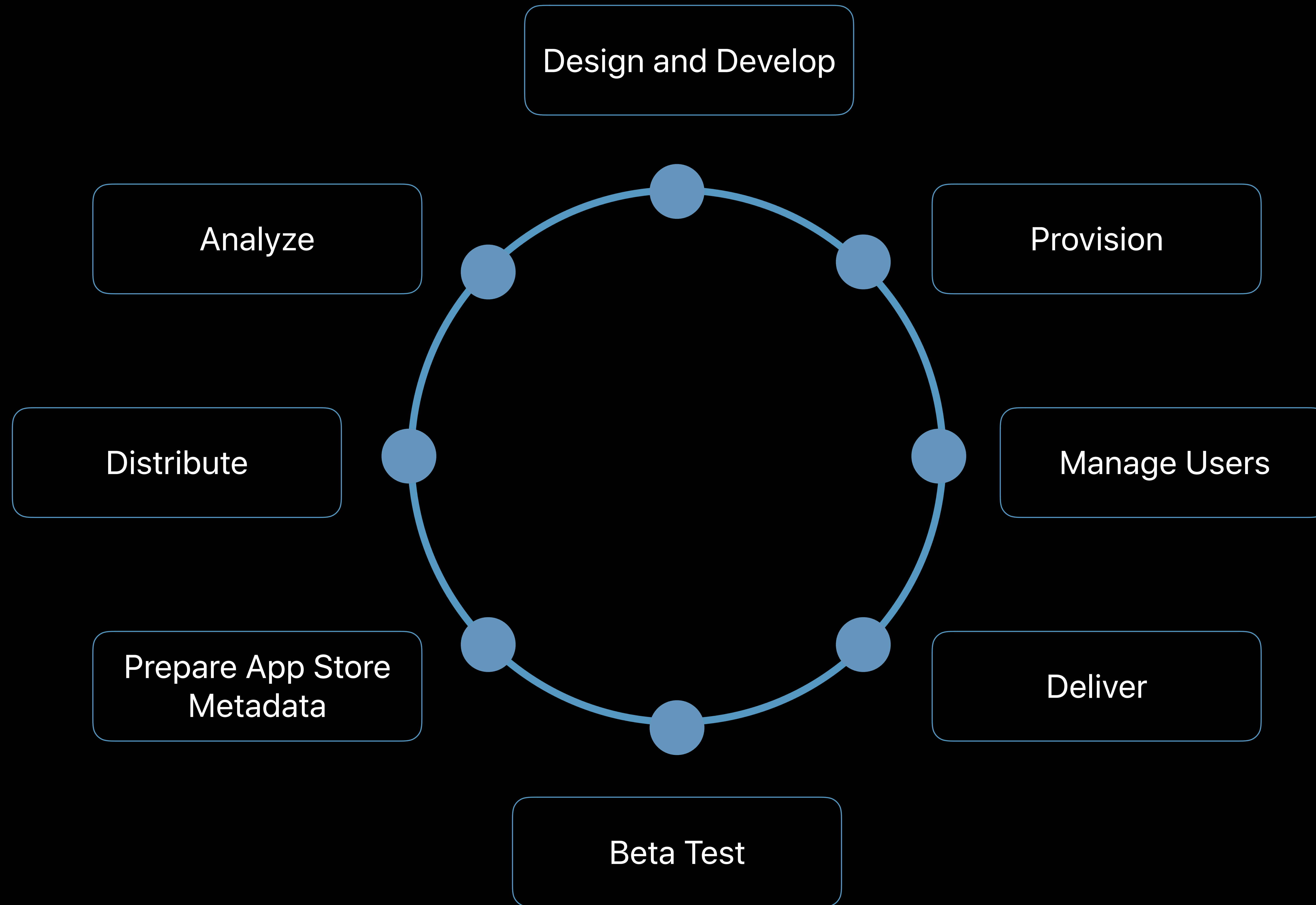
[Version History](#)

1mo ago
Version 1.0.9

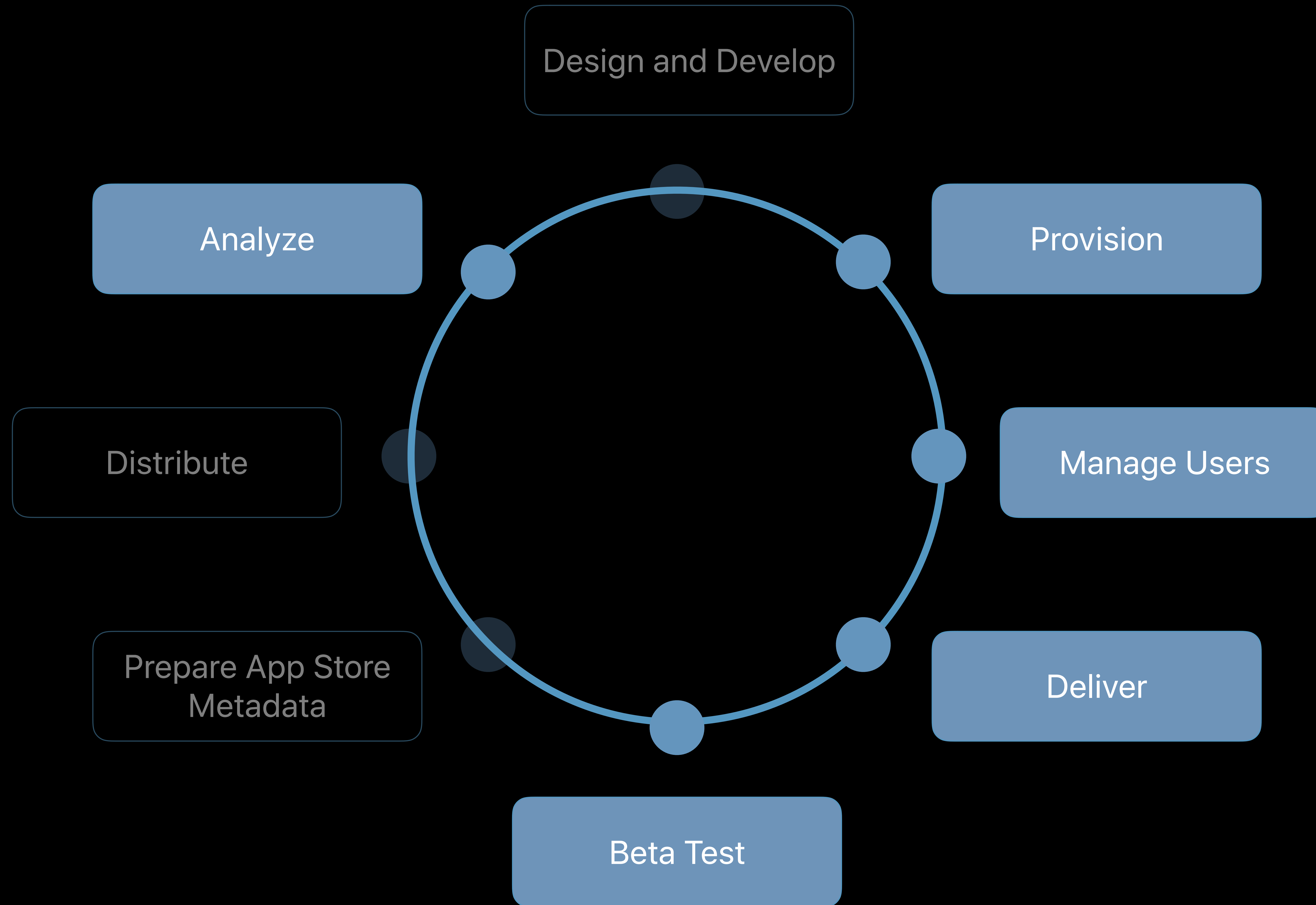


Monica Velasquez
\$29.97 Credit

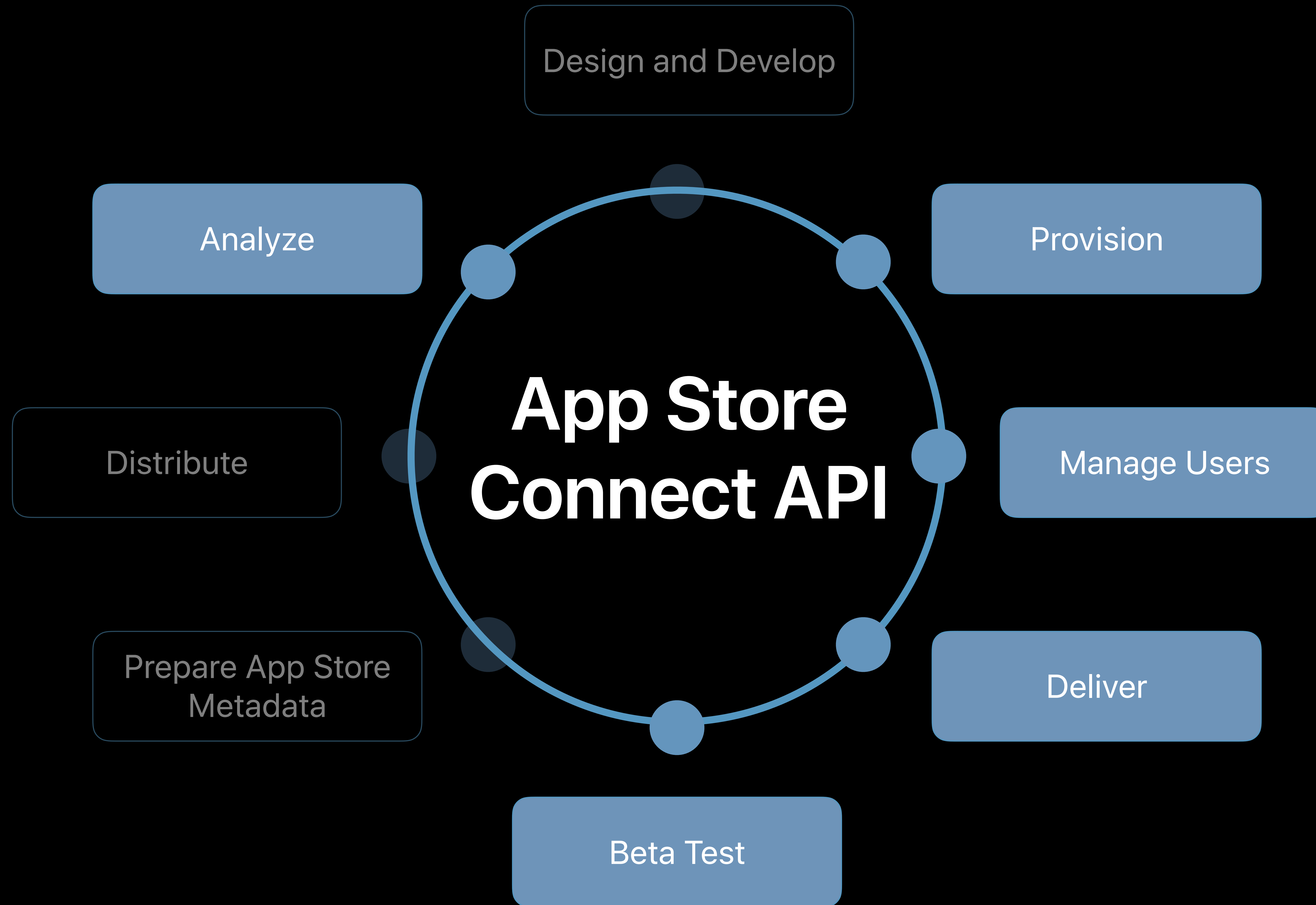
App Lifecycle



App Lifecycle



App Lifecycle



App Store Connect API

Overview



NEW

RESTful

App Store Connect API

Overview



NEW

RESTful

JSON Web Token (JWT)

App Store Connect API

Overview



NEW

RESTful

JSON Web Token (JWT)

Strict convention

App Store Connect API

Overview



NEW

RESTful

JSON Web Token (JWT)

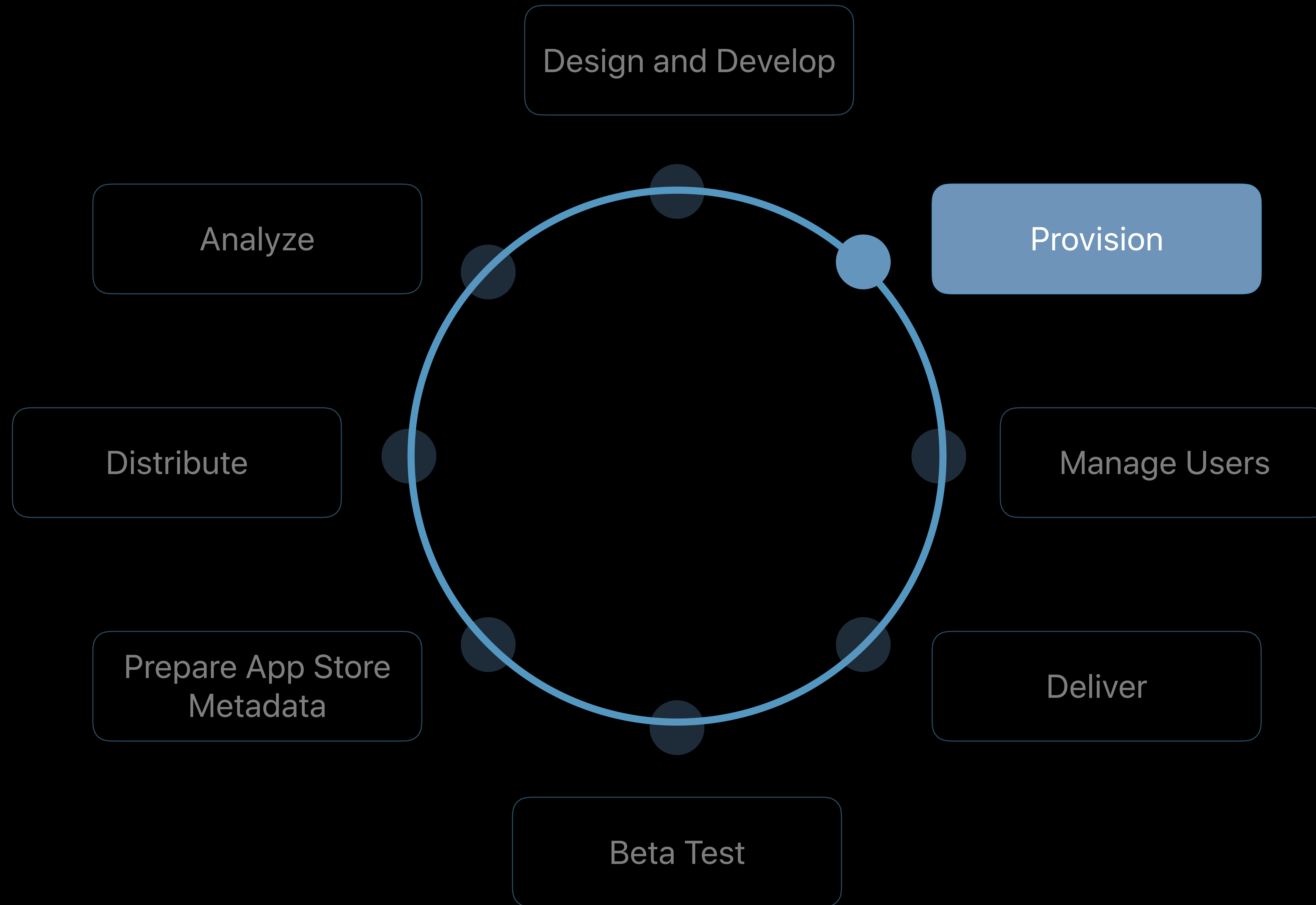
Strict convention

Extensive documentation

NEW

Available this summer

App Lifecycle



Provisioning

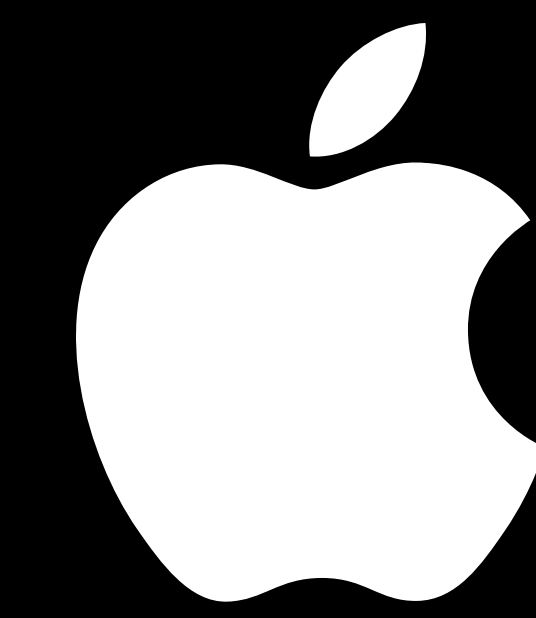
App Store Connect API

NEW

Generate provisioning profiles

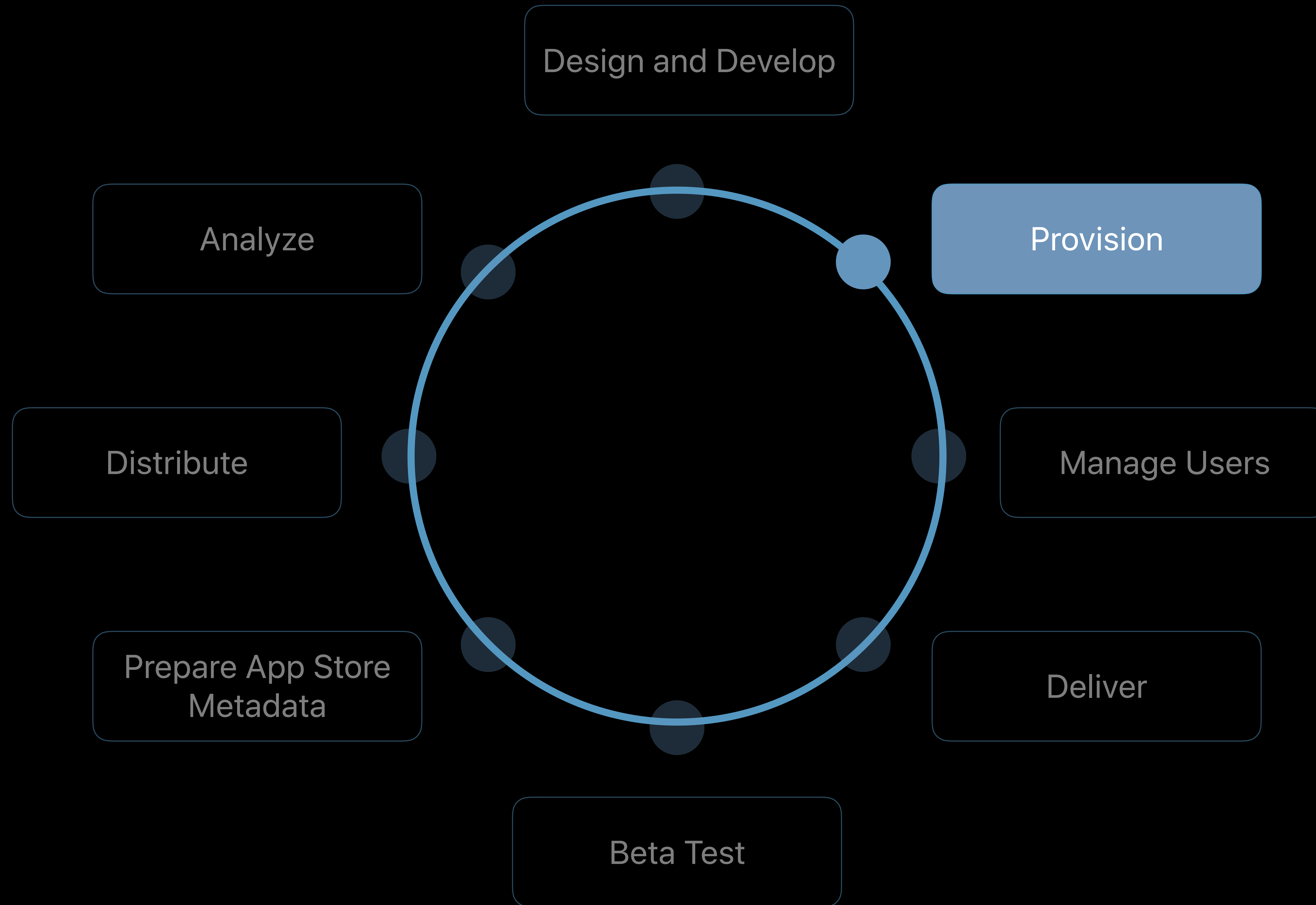
Create and revoke signing certificates

Manage devices and bundle IDs

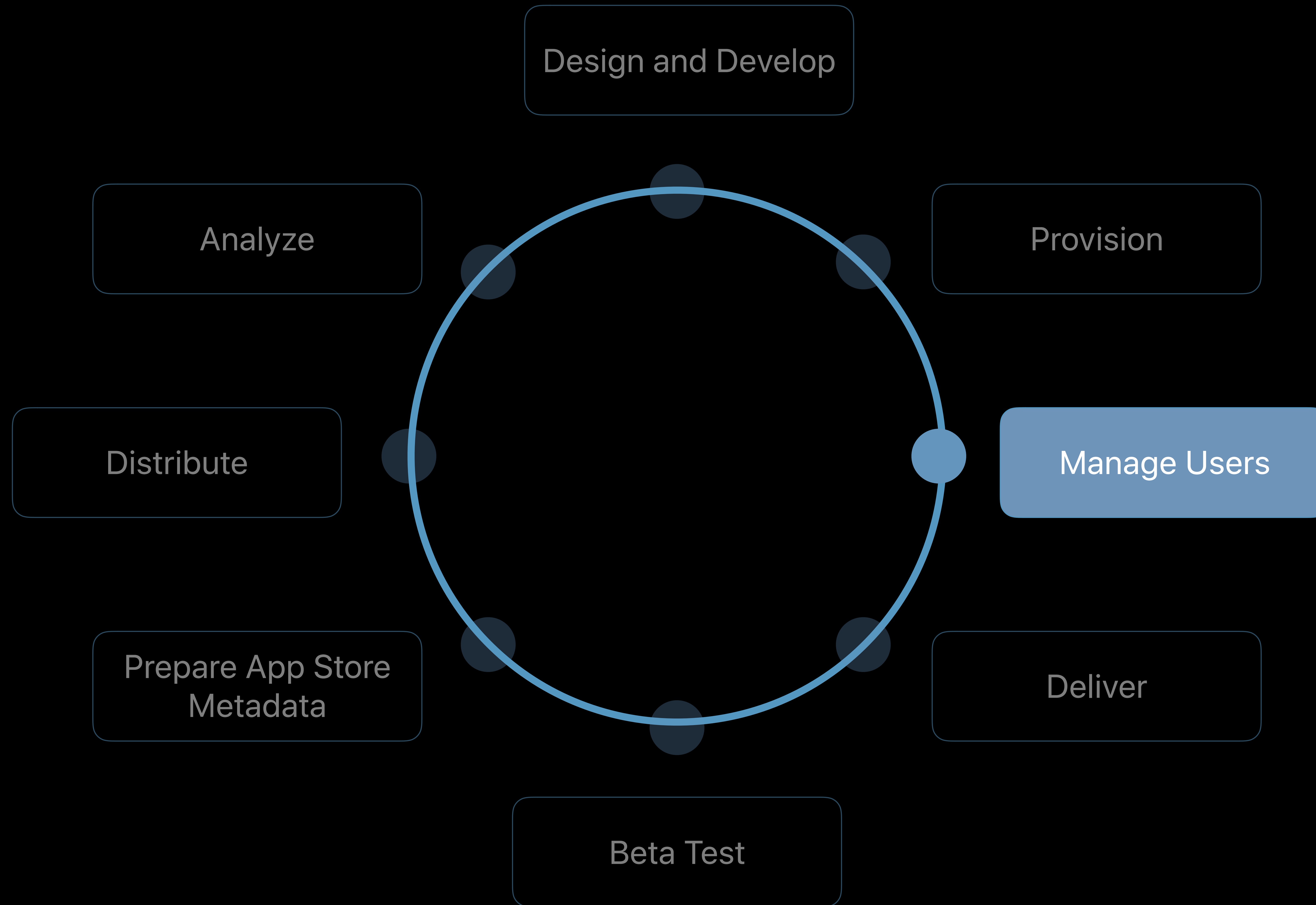


Developer

App Lifecycle



App Lifecycle



Manage Users

App Store Connect API



NEW

Invite new users

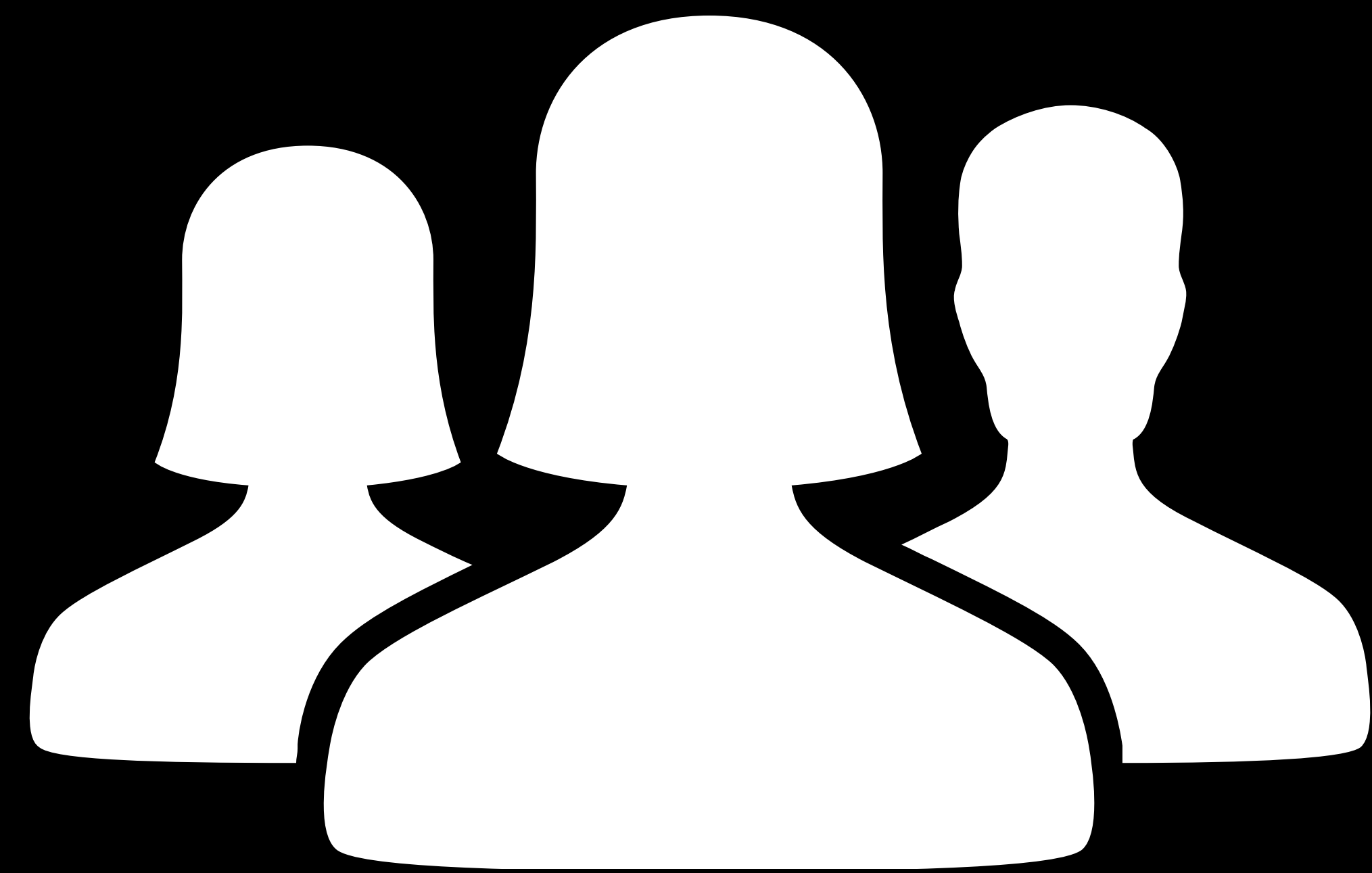
Modify app access

Manage user roles

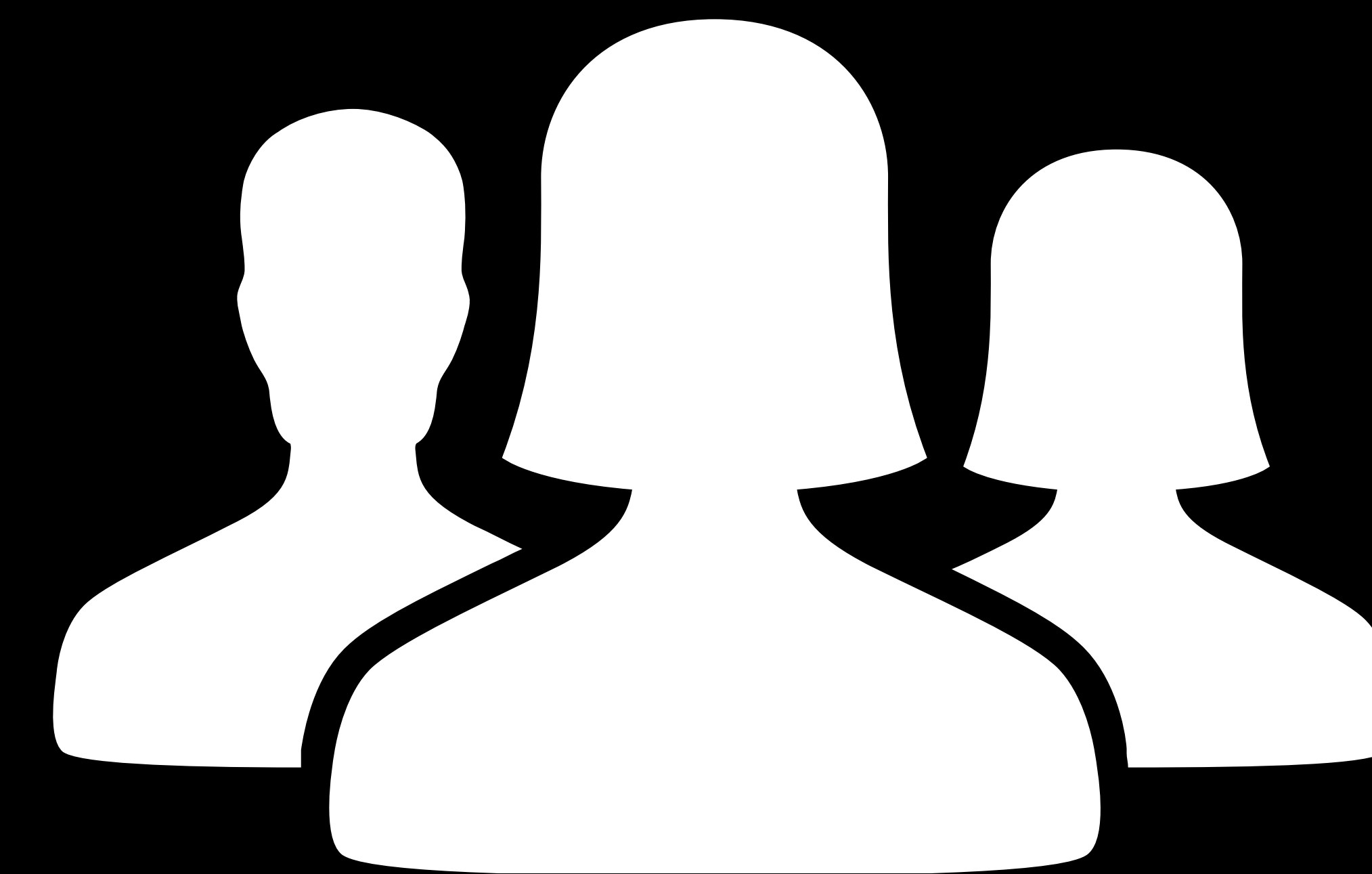
Update user profiles

Manage Users

Today



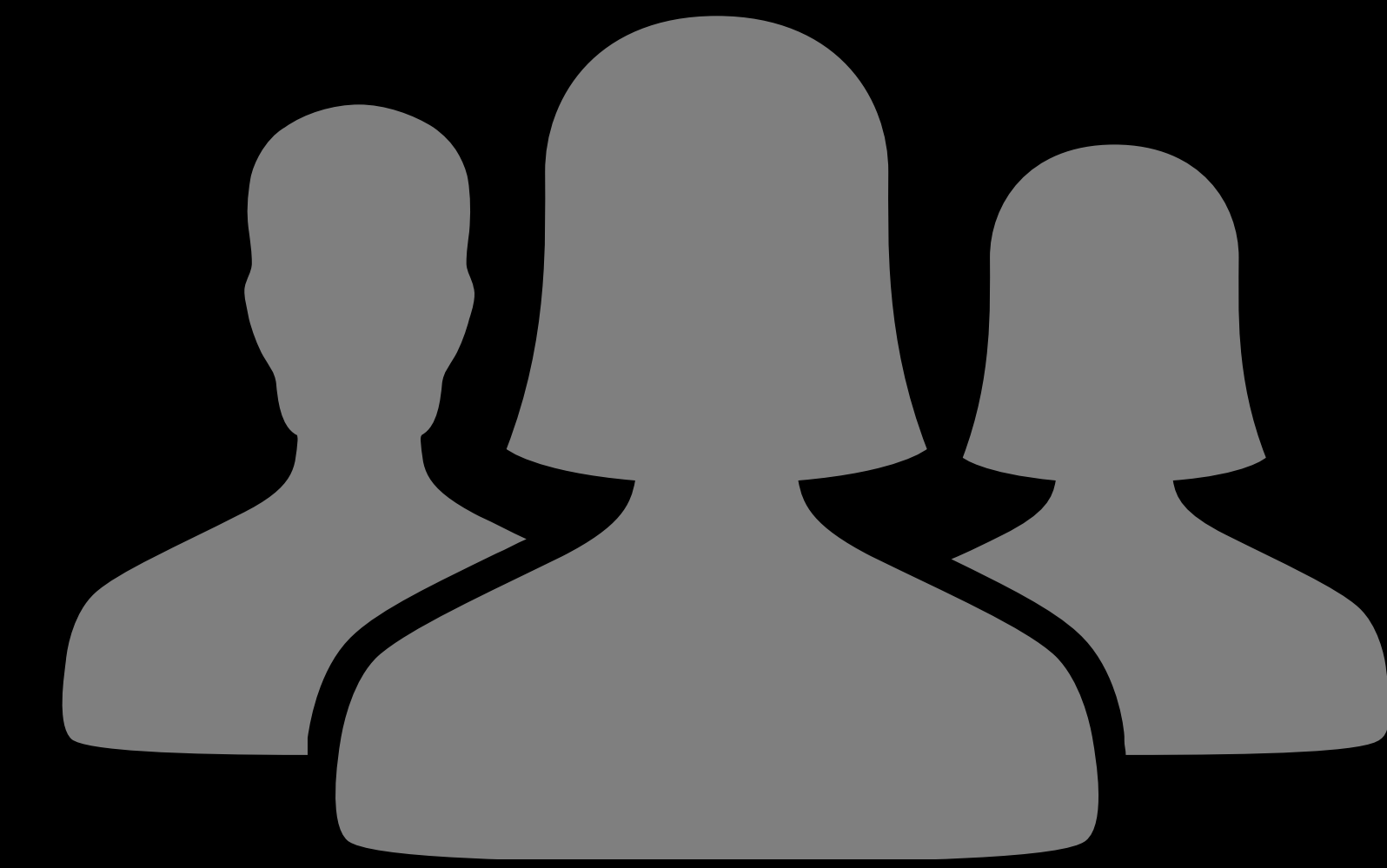
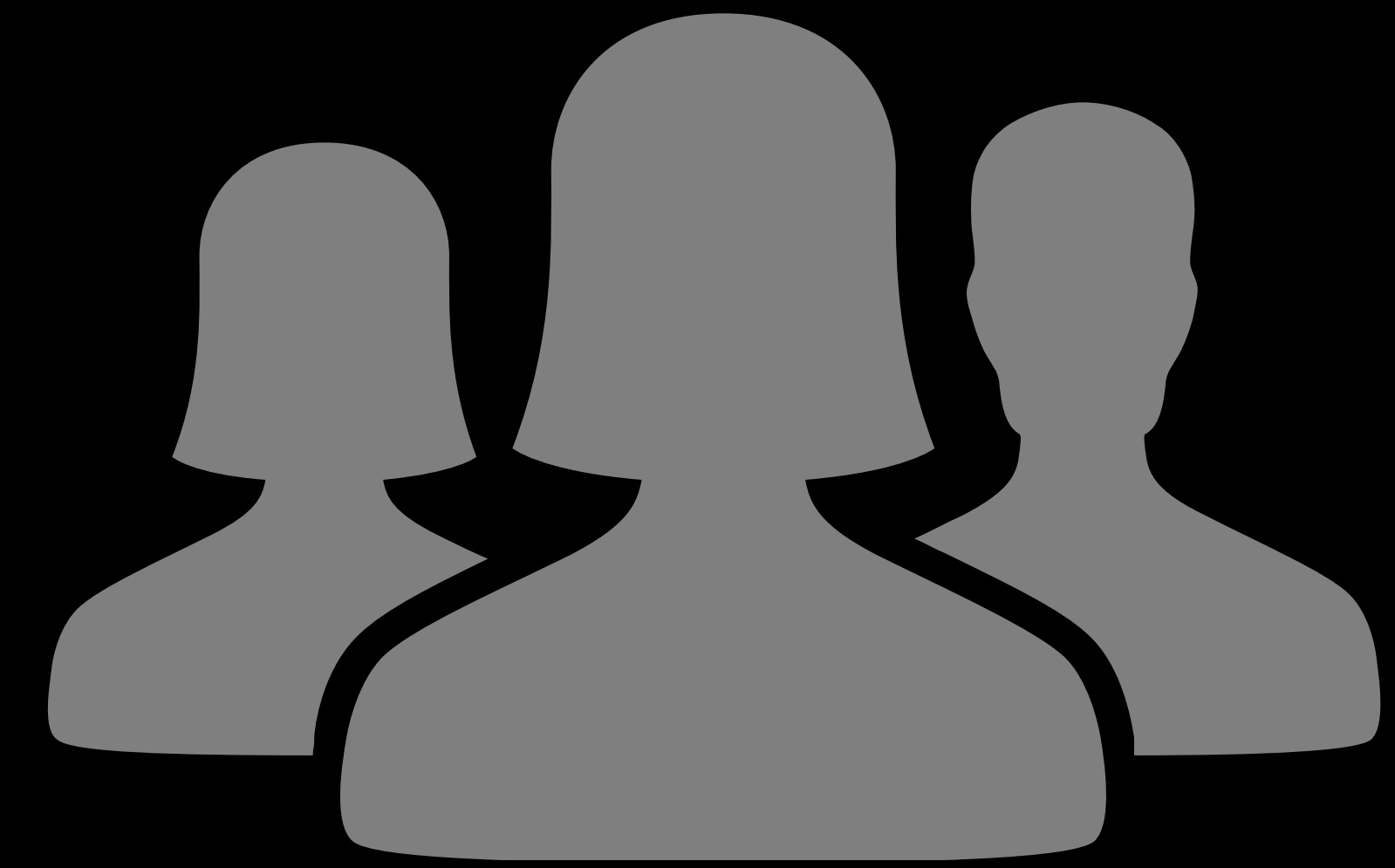
App Store Connect



 Developer

Manage Users

Unified

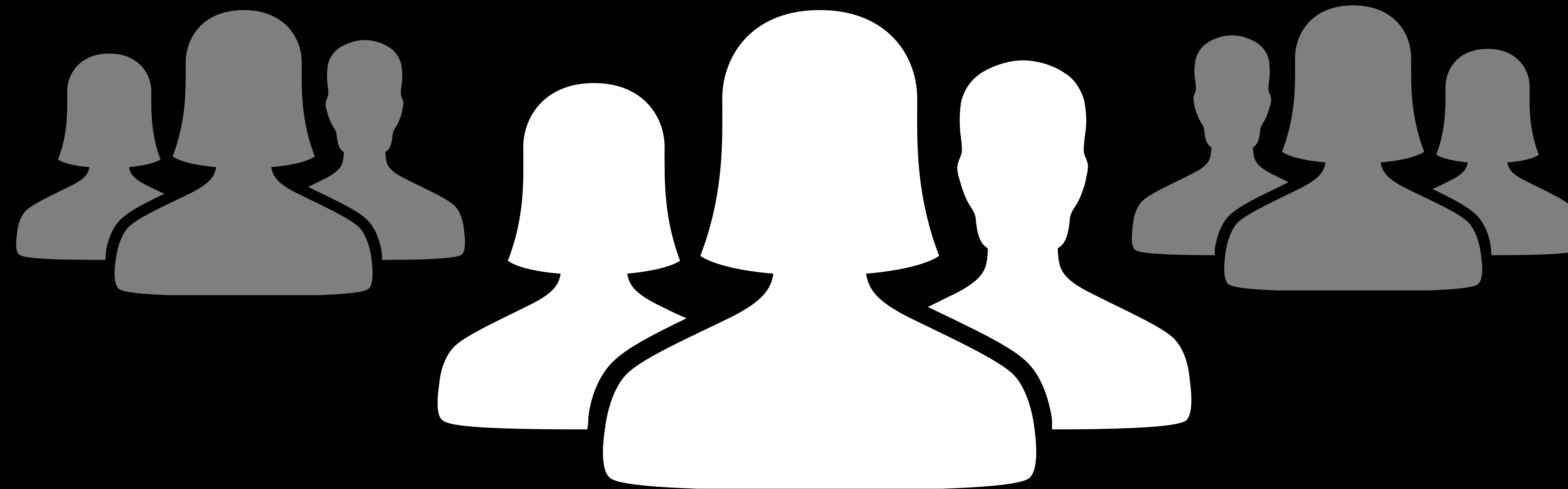


App Store Connect

Manage Users

Unified

NEW



App Store Connect

One set of roles

One Apple ID

App Store Connect

Ailish Kimber Nature Lab

Later this summer, some App Store Connect roles will change. Development teams for organizations will be unified, with one team and one set of roles across the Apple Developer website and App Store Connect. In addition, all users with the Technical role will instead be assigned the Developer and Marketing roles, with access to reports. [Learn About Upcoming Role Updates](#)

My Apps

App Analytics

Sales and Trends

Payments and Financial Reports

Users and Roles

Agreements, Tax, and Banking

Resources & Help



App Store Connect Ailish Kimber Nature Lab ?

Upcoming Role Updates

Later this summer, some App Store Connect roles will change. Development teams for organizations will be unified, with one team and one set of roles across the Apple Developer website and App Store Connect. Users and roles will be managed exclusively in App Store Connect. In addition, all users with the Technical role will instead be assigned the Developer and Marketer roles, with access to reports.

View the user details below to learn how permissions will change and what you may need to do before the update.

For full descriptions of all updated roles and more information on team unification, [visit the support page](#).

NAME	APPLE ID	APPLE DEVELOPER	APP STORE CONNECT	UPCOMING ROLE UPDATE
Paul Cashman	paulcash1@icloud.com	Member	Admin	Admin Permissions will change when this role is automatically assigned: no access to Certificates, Identifiers & Profiles.
Allen Buchinski	abuchinski@icloud.com	Admin	Developer	Developer Permissions will change when this role is automatically assigned: reduced access to Certificates, Identifiers, and Profiles.
Carissa Carje	carissacarje@icloud.com	–	Developer	Developer Permissions will change when this role is automatically assigned: access allowed to membership benefits on the Apple Developer website.
Karl Alden Bohn	karlbohn1@icloud.com	Admin	–	Developer Permissions will change when this role is automatically assigned: access allowed to App Store Connect and access reduced to Certificates, Identifiers & Profiles.
John Appleseed	jappleseed@icloud.com	Admin	Technical	Developer, Marketer, Reports Permissions will change when this role is automatically assigned: modified access to App Store Connect and reduced access to Certificates, Identifiers & Profiles.



App Store Connect Ailish Kimber Nature Lab ?

Upcoming Role Updates

Later this summer, some App Store Connect roles will change. Development teams for organizations will be unified, with one team and one set of roles across the Apple Developer website and App Store Connect. Users and roles will be managed exclusively in App Store Connect. In addition, all users with the Technical role will instead be assigned the Developer and Marketing roles, with access to reports.

View the user details below to learn how permissions will change and what you may need to do before the update.

For full descriptions of all updated roles and more information on team unification, [visit the support page](#).

NAME	APPLE ID	APPLE DEVELOPER	APP STORE CONNECT	UPCOMING ROLE UPDATE
Paul Cashman	paulcash1@icloud.com	Member	Admin	Admin Permissions will change when this role is automatically assigned: no access to Certificates, Identifiers & Profiles.
Allen Buchinski	abuchinski@icloud.com	Admin	Developer	Developer Permissions will change when this role is automatically assigned: reduced access to Certificates, Identifiers, and Profiles.
Carissa Carje	carissacarje@icloud.com	-	Developer	Developer Permissions will change when this role is automatically assigned: access allowed to membership benefits on the Apple Developer website.
Karl Alden Bohn	karlbohn1@icloud.com	Admin	-	Developer Permissions will change when this role is automatically assigned: access allowed to App Store Connect and access reduced to Certificates, Identifiers & Profiles.
John Appleseed	jappleseed@icloud.com	Admin	Technical	Developer, Marketer, Reports Permissions will change when this role is automatically assigned: modified access to App Store Connect and reduced access to Certificates, Identifiers & Profiles.



App Store Connect

Ailish Kimber Nature Lab

Upcoming Role Updates

Later this summer, some App Store Connect roles will be updated. Users and roles will be managed through the Apple Developer website and App Store Connect. Users and roles will be managed through the Apple Developer website and App Store Connect. Users and roles will be managed through the Apple Developer website and App Store Connect.

View the user details below to learn how to manage roles.

For full descriptions of all updated roles and their permissions, see the [App Store Connect Roles](#) page.

NAME	APPLE ID	Current Roles	Upcoming Role Update
Paul Cashman	paulcash1@icloud.com	Apple Developer Website Role Admin	App Store Connect Role Developer
Allen Buchinski	abuchinski@icloud.com	Apple Developer Website Role Admin	App Store Connect Role Developer
Carissa Carje	carissacarje@icloud.com	Apple Developer Website Role Admin	App Store Connect Role Developer
Karl Alden Bohn	karlbohn1@icloud.com	Apple Developer Website Role Admin	App Store Connect Role Developer
John Appleseed	jappleseed@icloud.com	Apple Developer Website Role Admin	App Store Connect Role Developer

Allen Buchinski

Apple ID	Last Login
abuchinski@icloud.com	Monday, Sep 23, 2011

Current Roles

Apple Developer Website Role	App Store Connect Role
Admin	Developer

Upcoming Role Update

Developer

Permissions will change when this role is automatically assigned: reduced access to Certificates, Identifiers, and Profiles.

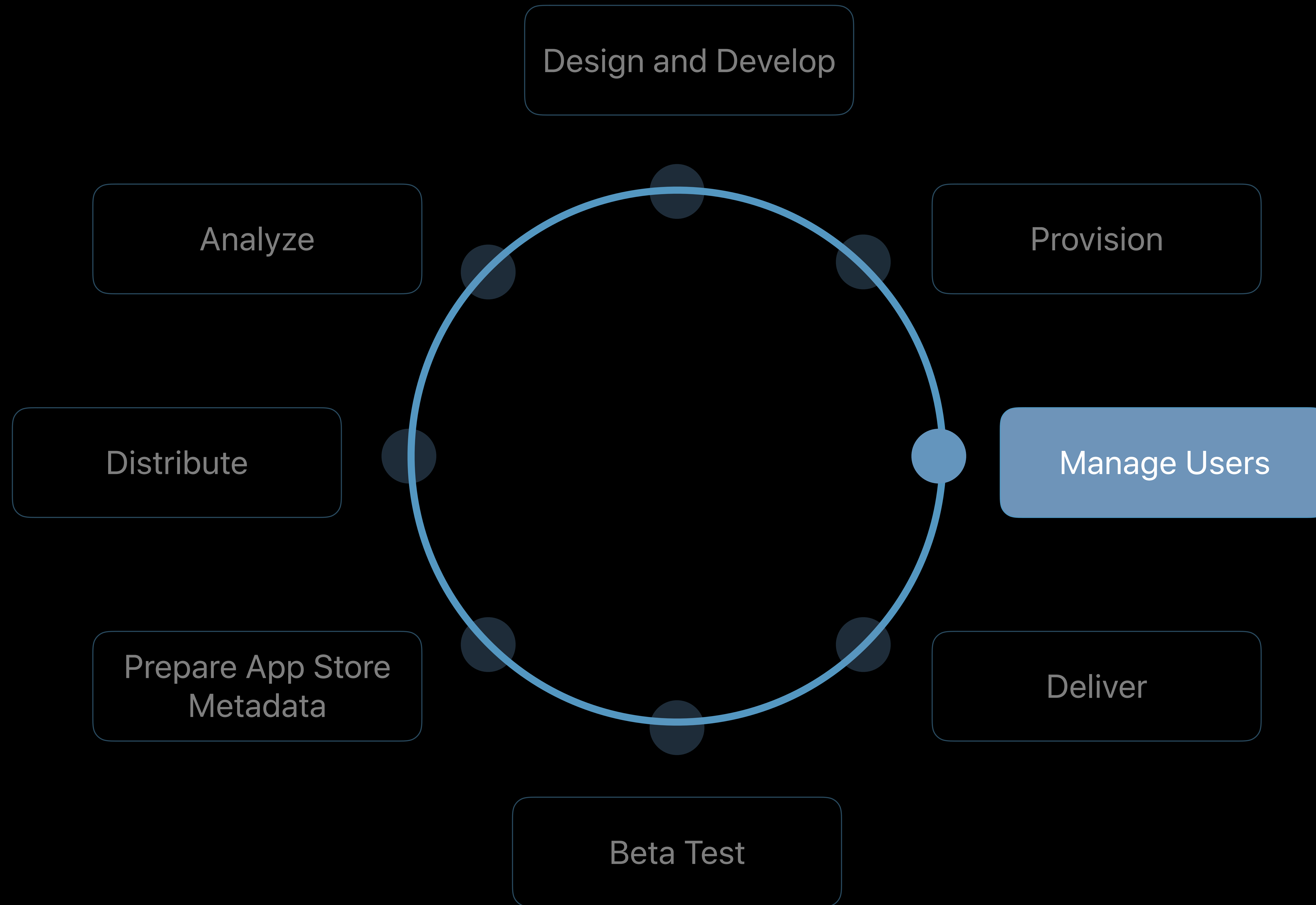
- No longer able to create distribution and service certificates
- No longer able to approve certificate signing requests
- No longer able to delete App IDs
- To continue managing certificates and App IDs, this user's role must be changed to App Manager or Admin in App Store Connect. Legal users and Admins in App Store Connect can [make this change](#).

[View Permissions for Upcoming Role Update](#)

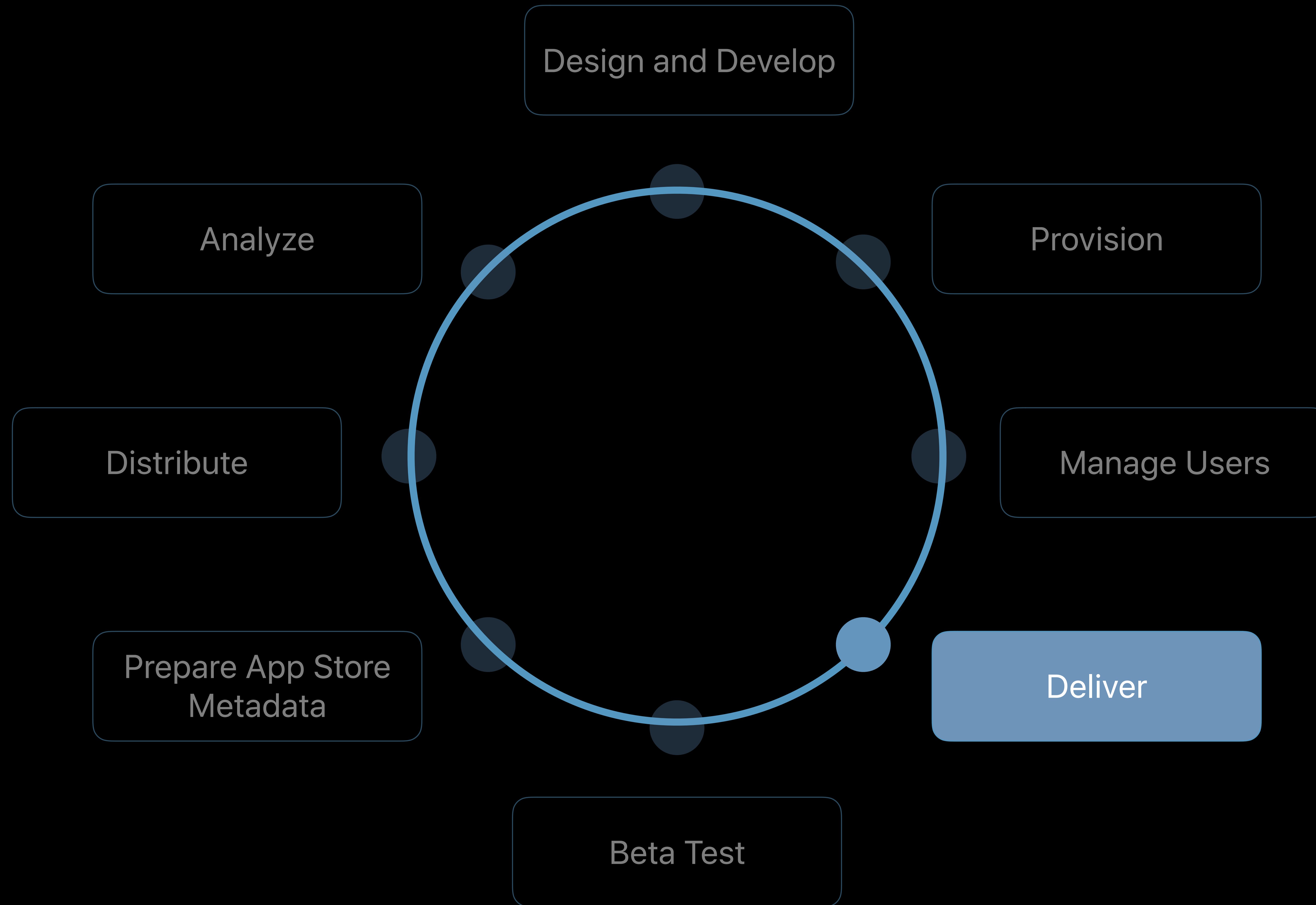
Done



App Lifecycle



App Lifecycle



App Delivery



macOS

App Delivery

NEW



macOS



Linux

App Delivery

NEW

Transporter

App Delivery

NEW

Transporter

Validation before delivery

App Delivery

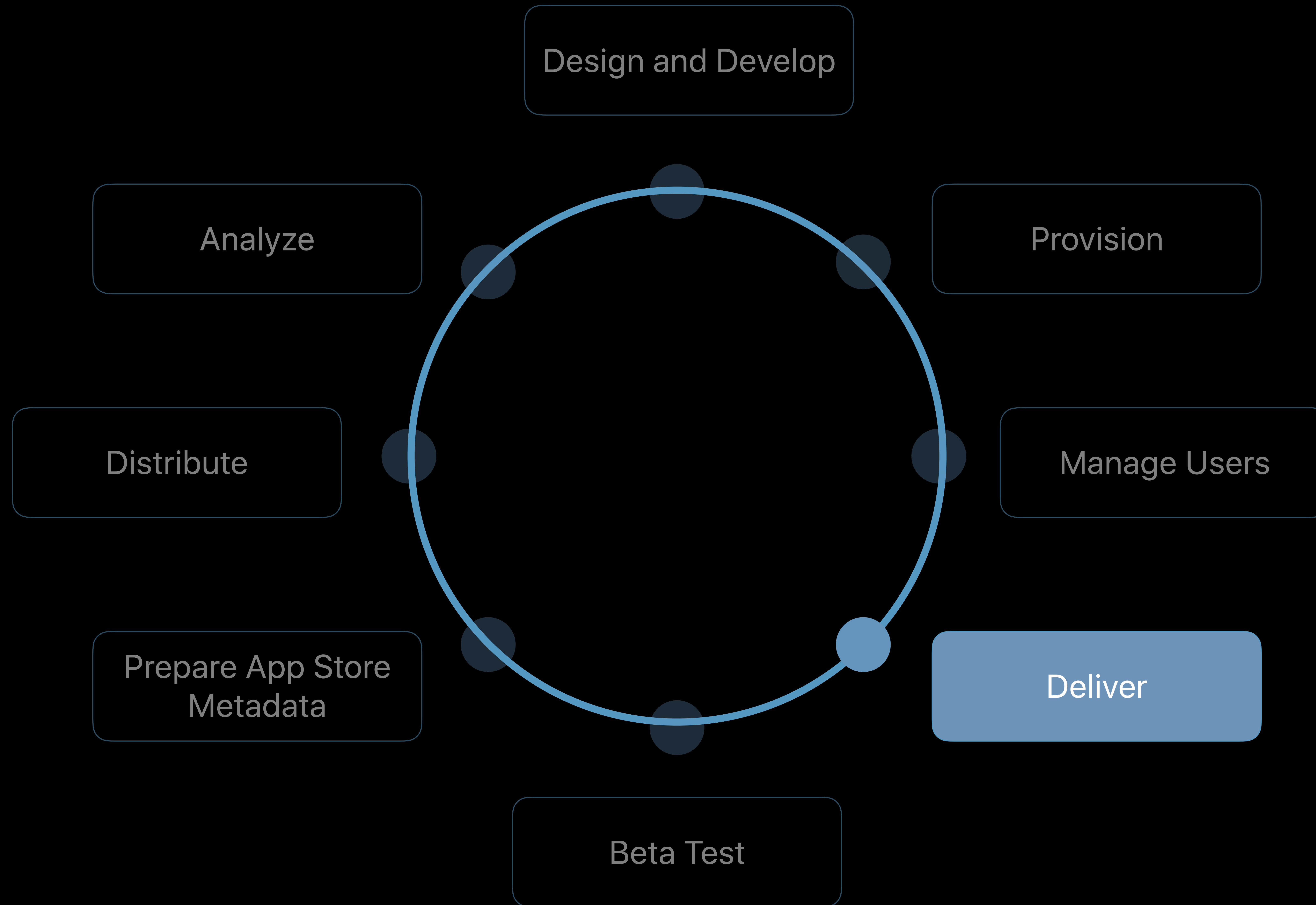
NEW

Transporter

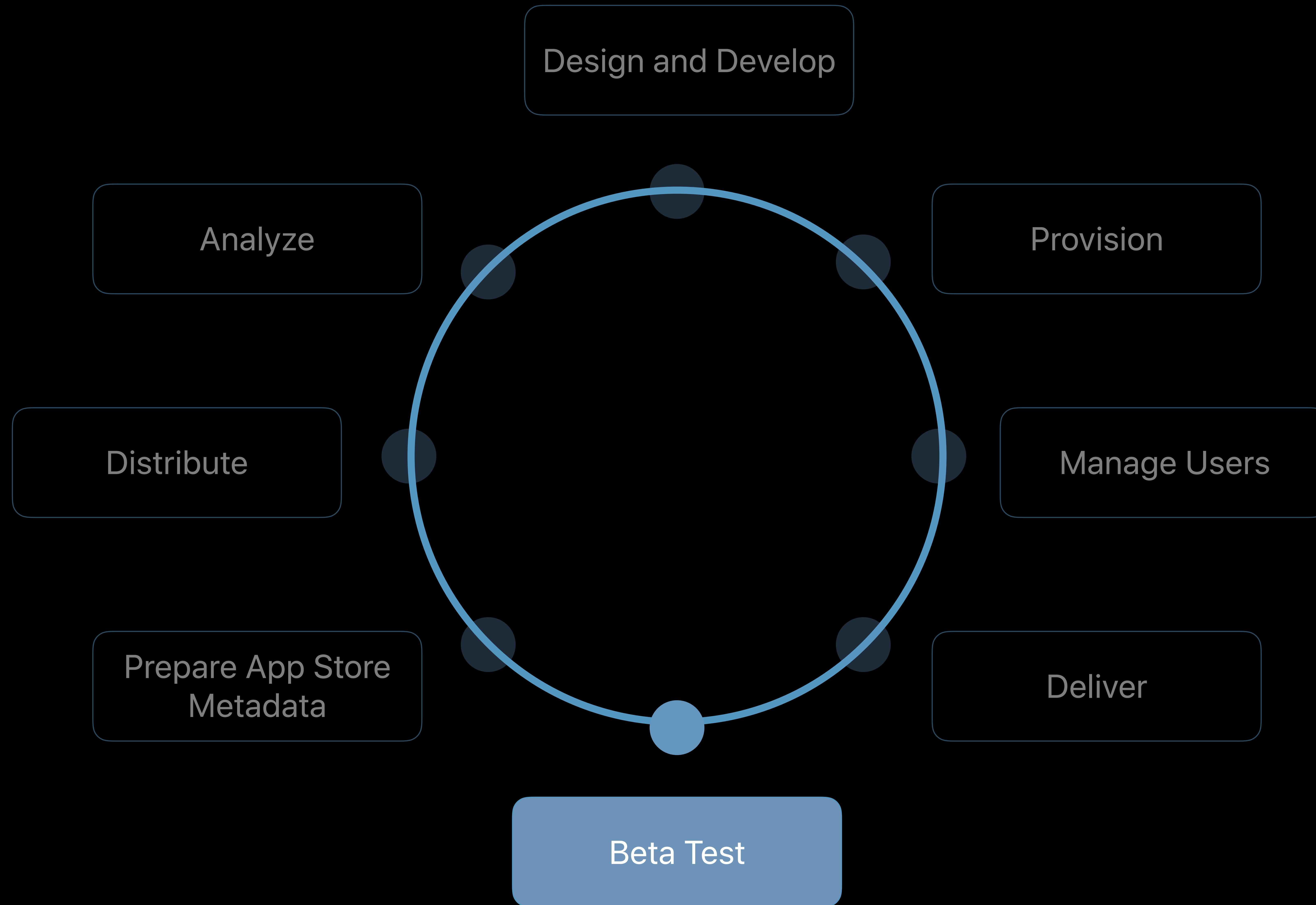
Validation before delivery

API token authentication

App Lifecycle



App Lifecycle



NEW

TestFlight Update

Tommy McGlynn, Software Engineer

tester@email.com

9:41



< Inbox



From: [TestFlight](#) >

To: [John Appleseed](#) >

Hide



"Forest Explorer 8.6.1 (244)" for iOS is now available to test

June 6, 2018 at 9:41 AM

Found in Apple Inbox



Forest Explorer 8.6.1 (244)
for iOS is ready to test

To test this app, open [TestFlight](#) on your iOS device using iOS 8.0 or later and install the update.

In order to use TestFlight, you agree that crash data as well



9:41



< Apps



Forest Explorer

Version 8.6.1 (244)

Expires in 90 Days

INSTALL

What to Test

Explorers, this is our biggest update ever!
We've added 7-day weather forecasting with real-time condition updates.

 [Send Feedback](#)

 [Beta Program Website](#)

Information

App Details >

Notifications

Mobile, Email >

Show App on Apple Watch



Previous Builds >

Stop Testing

TestFlight Public Link

TestFlight Public Link

NEW

Unique URL

TestFlight Public Link



NEW

Unique URL

Represents an invitation to your beta app

TestFlight Public Link



NEW

Unique URL

Represents an invitation to your beta app

Can be shared anywhere

TestFlight Public Link



NEW

Unique URL

Represents an invitation to your beta app

Can be shared anywhere

Anyone can use the link to become a tester

9:41



Ailish

How's the new on-boarding experience?

Do you want to check it out?

Yeah!!!



Join the Forest Explorer beta
testflight.apple.com



iMessage



9:41



< Apps



Forest Explorer

Version 8.6.1 (244)

Expires in 90 Days

ACCEPT

What to Test

Explorers, this is our biggest update ever! We've added 7-day weather forecasting with real-time condition updates.

 [Send Feedback](#)

 [Beta Program Website](#)

Terms of Service

In order to use Forest Explorer, you agree that crash data as well as statistics about how you use Forest Explorer will be provided to Nature L [more](#)

Information

App Details >

Privacy Policy >

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App Store Connect My Apps

App Store Features TestFlight Activity App Analytics

BUILDS

IOS

tvOS

TESTERS & GROUPS

All Testers (5,432)

App Store Connect Users

Beta Testers

Friends and Family

Stakeholders

APP INFORMATION





Test Information

About TestFlight Data

iOS Builds

The following builds are available to test.

Version 1.5.2

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	540	439	1
 8	● Testing Expires in 59 Days	● Testing Expires in 59 Days	1,542	540	439	1
 7	● Testing Expires in 27 Days	● Testing Expires in 27 Days	1,542	540	439	1
 6	● Testing Expires in 12 Days	● Testing Expires in 12 Days	1,542	540	439	1

Version 1.5.1

Version 1.5.0

Version 1.4.9

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BUILDS

IOS

tvOS

TESTERS & GROUPS

All Testers (5,432)

App Store Connect Users

Beta Testers

Friends and Family

Stakeholders

NEW GROUP +

APP INFORMATION

Test Information

About TestFlight Data ?

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7	● Testing Expires in 27 Days	● Testing Expires in 27 Days	1,542	540	439	1
6	● Testing Expires in 12 Days	● Testing Expires in 12 Days	1,542	540	439	1

> Version 1.5.1

> Version 1.5.0

> Version 1.4.9

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iOS

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TESTERS & GROUPS

All Testers (5,432)

App Store Connect Users

Beta Testers

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NEW GROUP (+)

APP INFORMATION

Test Information

About TestFlight Data (?)

iOS Builds

The following builds are available to test.

Version 1.5.0

Build	Testing	Testing	Last 7 Days	Crashes
9	Testing	Testing	439	1
8	Testing	Testing	439	1
7	Testing Expires in 27 Days	Testing Expires in 27 Days	1,542	540
6	Testing Expires in 12 Days	Testing Expires in 12 Days	1,542	540

46

Cancel OK

Create a New Group

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

> Version 1.5.1

> Version 1.5.0

> Version 1.4.9

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All Testers (5,432) App Store Connect Users Beta Testers Friends and Family Stakeholders WWDC

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Test Information About TestFlight Data ?

WWDC Edit

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

Public Link ?

No builds available

Testers (0) +

Add Testers

Testers in this group will be notified when a new build is available.

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Testers Builds

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About TestFlight Data ?

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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.

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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TESTERS & GROUPS

All Testers (5,432)

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Test Information



About TestFlight Data ?

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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
<input checked="" type="radio"/>  2 Ready to Submit <small>Expires in 90 Days</small>	June 6, 2018 07:29 AM (GMT)
<input type="radio"/>  1 Ready to Submit <small>Expires in 85 Days</small>	June 1, 2018 09:41 AM (GMT)

Cancel OK

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iOS tvOS

TESTERS & GROUPS

All Testers (5,432)
App Store Connect Users
Beta Testers
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APP INFORMATION


Test Information
About TestFlight Data

WWDC [Edit](#)

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)

Build	Platform	Last 7 Days	Crashes
 1.5.3 (2)	iOS	0	0

● Testing
Expires in 90 Days

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TESTERS & GROUPS

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APP INFORMATION

Test Information
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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.

Testers Builds

Public Link ?

[Enable Public Link](#)

You can enable a public link so anyone with the link can join this group and test your app.

Testers (0) +

[Add Testers](#)

Testers in this group will be notified when a new build is available.

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iOS tvOS

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Testers (0) (+)

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APP INFORMATION

Test Information
About TestFlight Data ?

WWDC [Edit](#)

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Testers Builds

Public Link ?

<https://testflight.apple.com/join/ABC123XY> [Disable Link](#) | [Copy Link](#)

Tester Count ?
0 [Set limit](#)

Testers (0) +

Add Testers

Testers in this group will be notified when a new build is available.

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About TestFlight Data ?

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Testers Builds

Public Link ?

<https://testflight.apple.com/join/ABC123XY> [Disable Link](#) | [Copy Link](#)

Tester Count ?
4,409 [Set limit](#)

Testers (4,409) + [Download](#) [Edit](#)

Invitation Type	Name	Status ^	Sessions ?	Crashes ?
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	8	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	1	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	7	2
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0

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WWDC Edit

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

Public Link ?

<https://testflight.apple.com/join/ABC123XY> Disable Link | Copy Link

Tester Count ?
4,409 Set limit

Testers (4,409) + Search Edit

Invitation Type	Name	Status ^	Sessions ?	Crashes ?
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	8	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	1	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	7	2
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0

App Store Connect My Apps Forest Explorer Ailish Kimber Nature Lab

App Store Features **TestFlight** Activity App Analytics

BUILDS

iOS

tvOS

TESTERS & GROUPS

All Testers (5,432)

App Store Connect Users

Beta Testers

Friends and Family

Stakeholders

WWDC

NEW GROUP +

APP INFORMATION

Test Information

About TestFlight Data ?

WWDC [Edit](#)

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

Public Link ?

<https://testflight.apple.com/join/ABC123> [Disable Link](#) | [Copy Link](#)

Tester Count ?

4,409 [Set limit](#)

Testers (4,409) + [Edit](#)

Invitation Type	Name	Status ^	Sessions ?	Crashes ?
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	8	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	1	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	7	2
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	1
Public link	Anonymous	Installed 1.5.3 (2) Jun 6, 2018	3	0

9:41



Redeem



Apps



Forest Explorer

Version 8.6.1 (244)
Expires in 84 Days

OPEN



Mountain Climber

Version 2.4.1 (43)
Expires in 45 Days

OPEN

Pre



Mountain Climber

This beta isn't accepting any
new testers.

OK



Sunset Seeker


Tester Removed

9:41



apple.com

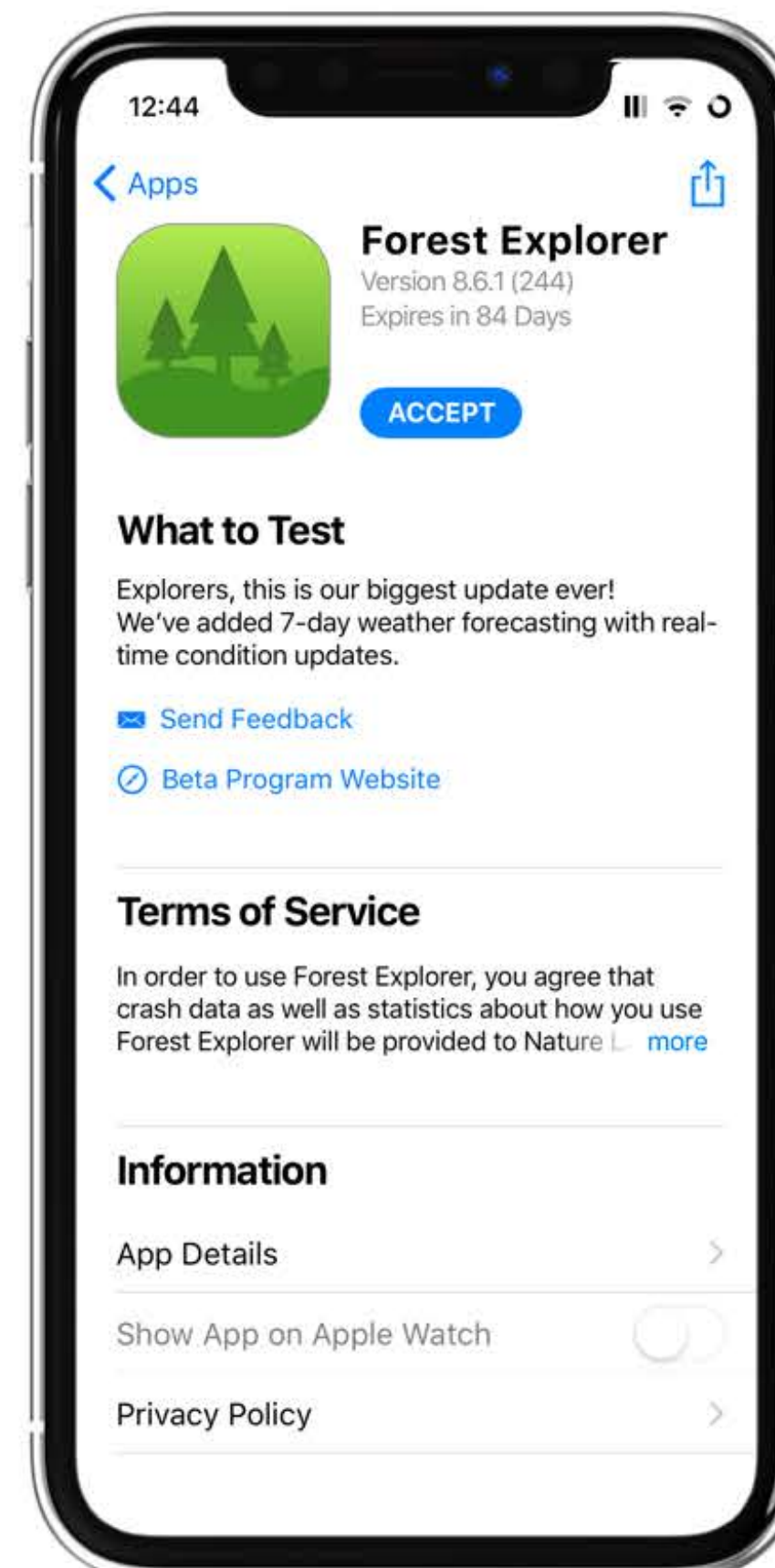


×  **TestFlight**
Apple
★★★★☆
GET — On the App Store [View](#)



To join the Mountain Climber beta, install TestFlight on an iPhone or iPad.

Testing Apps with TestFlight



TestFlight

App Store Connect API

TestFlight

App Store Connect API

Create groups

TestFlight

App Store Connect API

Create groups

Assign builds to groups

TestFlight

App Store Connect API

Create groups

Assign builds to groups

Manage public links

TestFlight

App Store Connect API

Create groups

Assign builds to groups

Manage public links

Add and remove testers

TestFlight

App Store Connect API

Create groups

Assign builds to groups

Manage public links

Add and remove testers

Update test information

TestFlight

App Store Connect API

Create groups

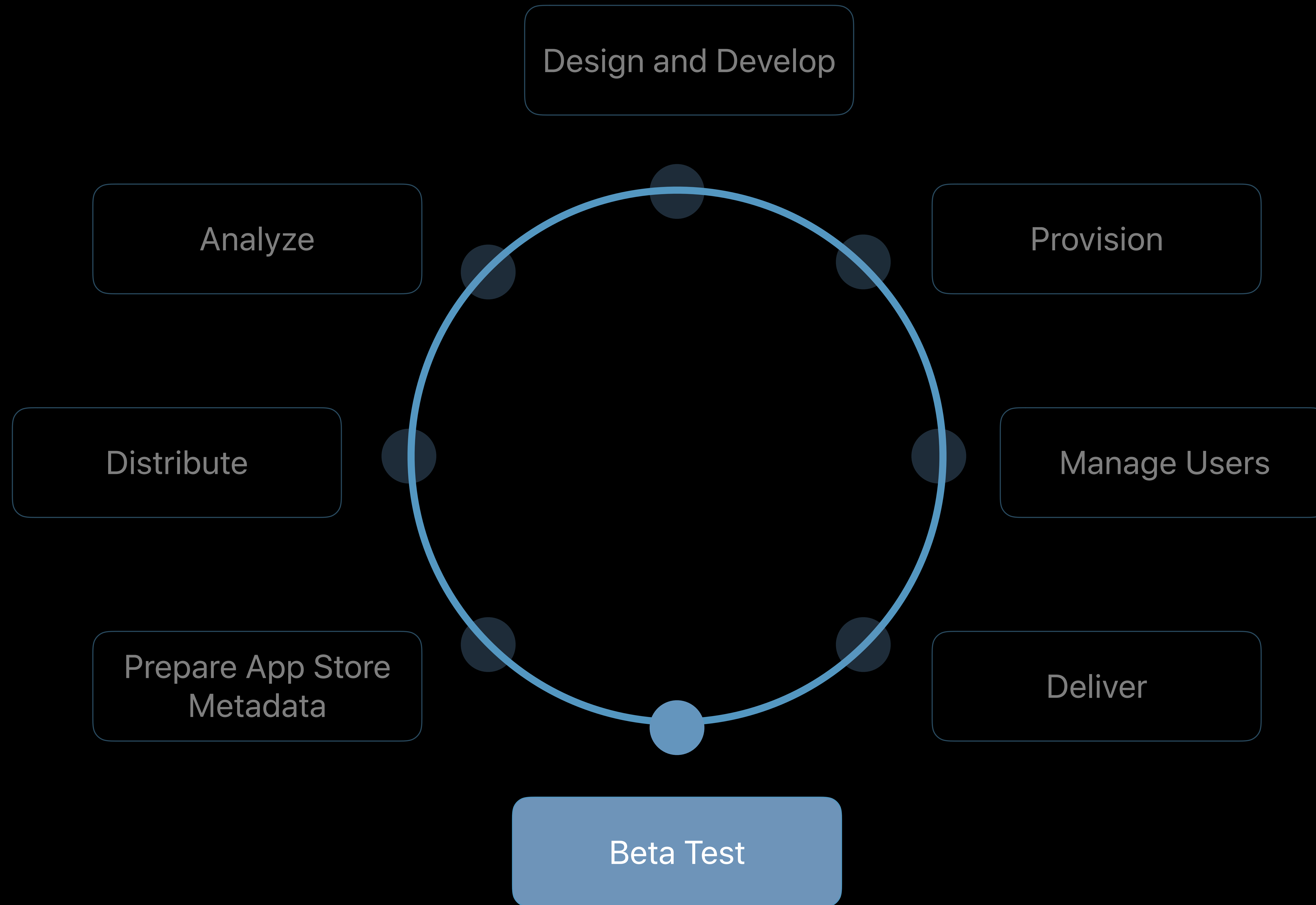
Assign builds to groups

Manage public links

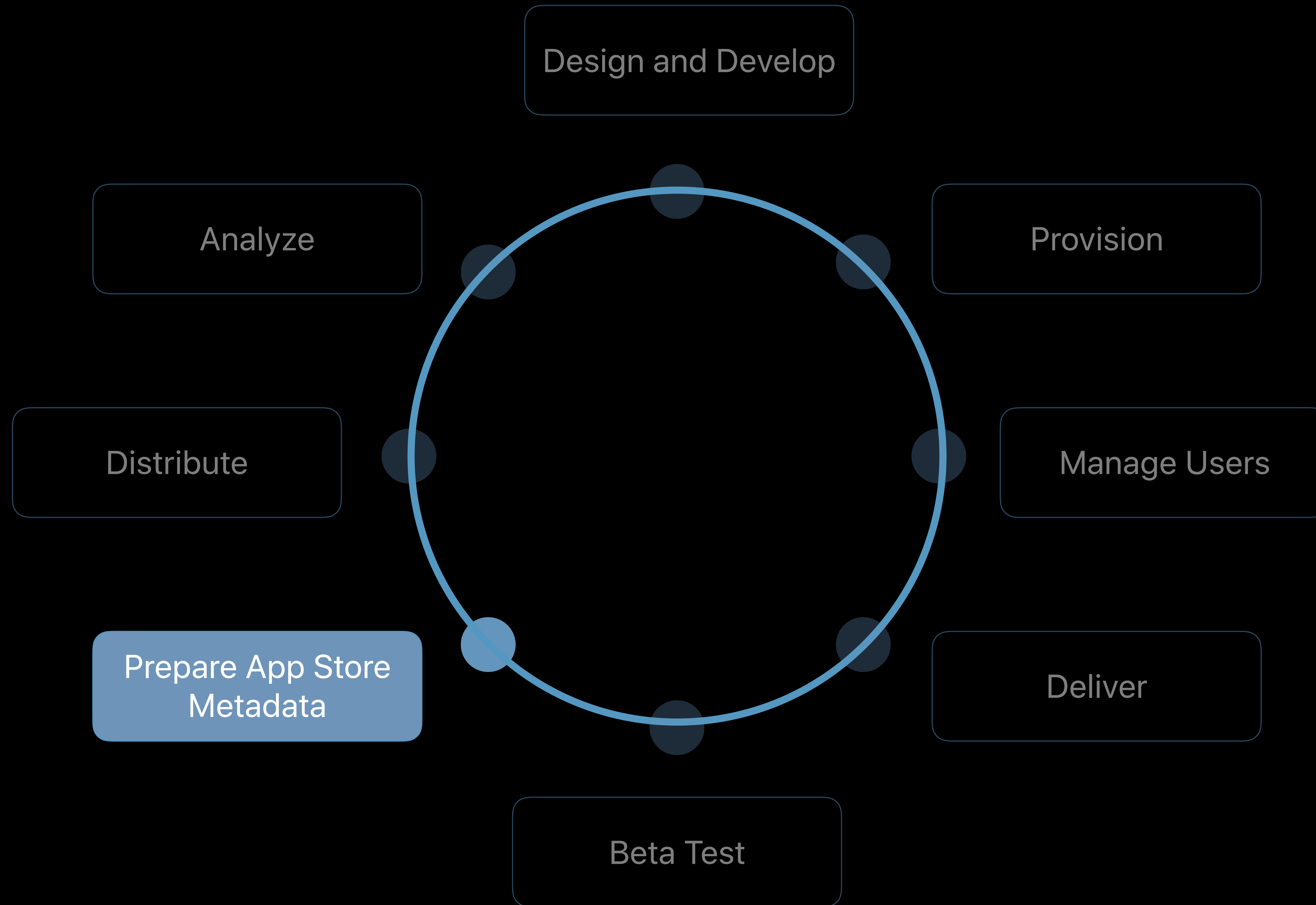
Add and remove testers

Update test information

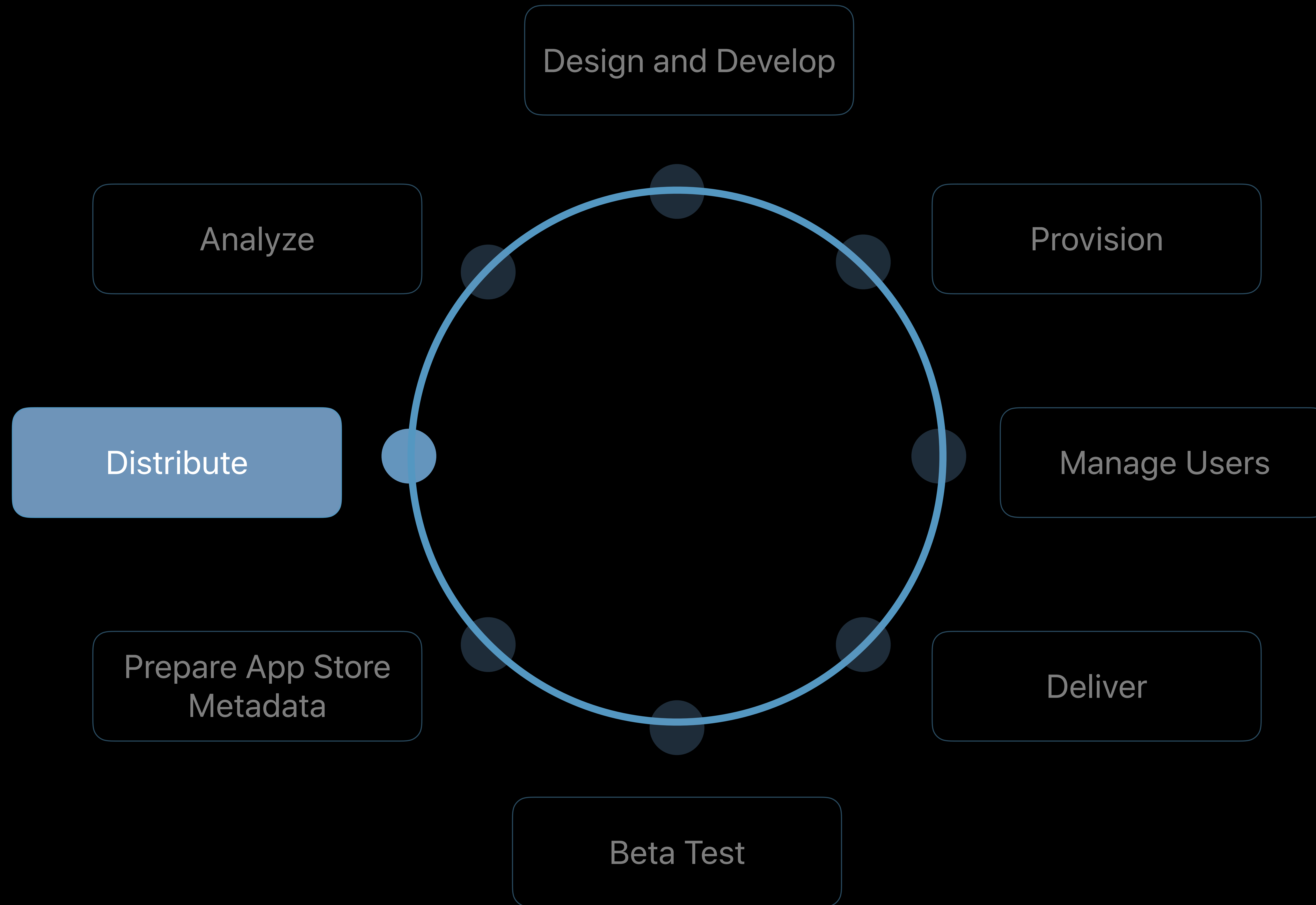
App Lifecycle



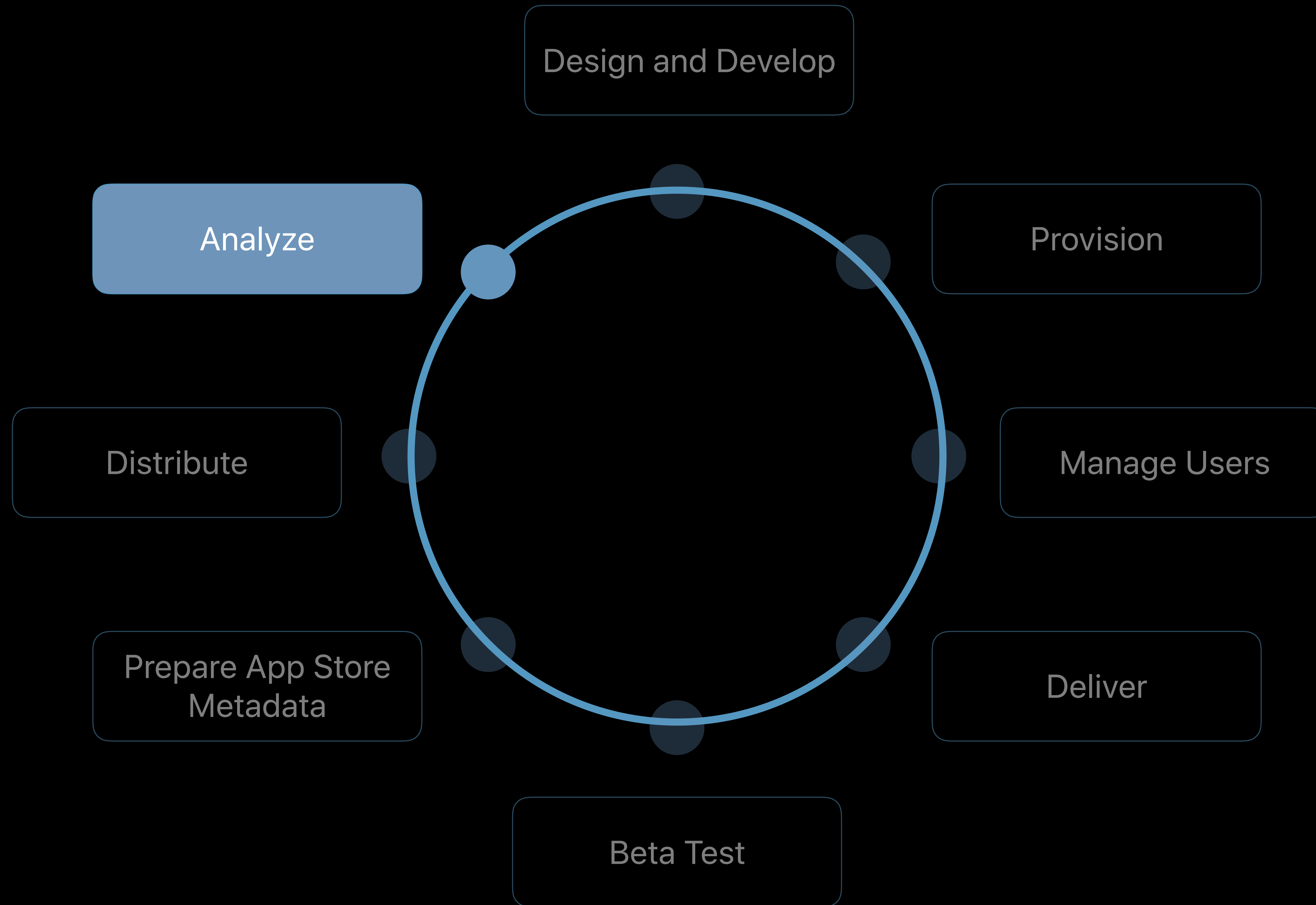
App Lifecycle

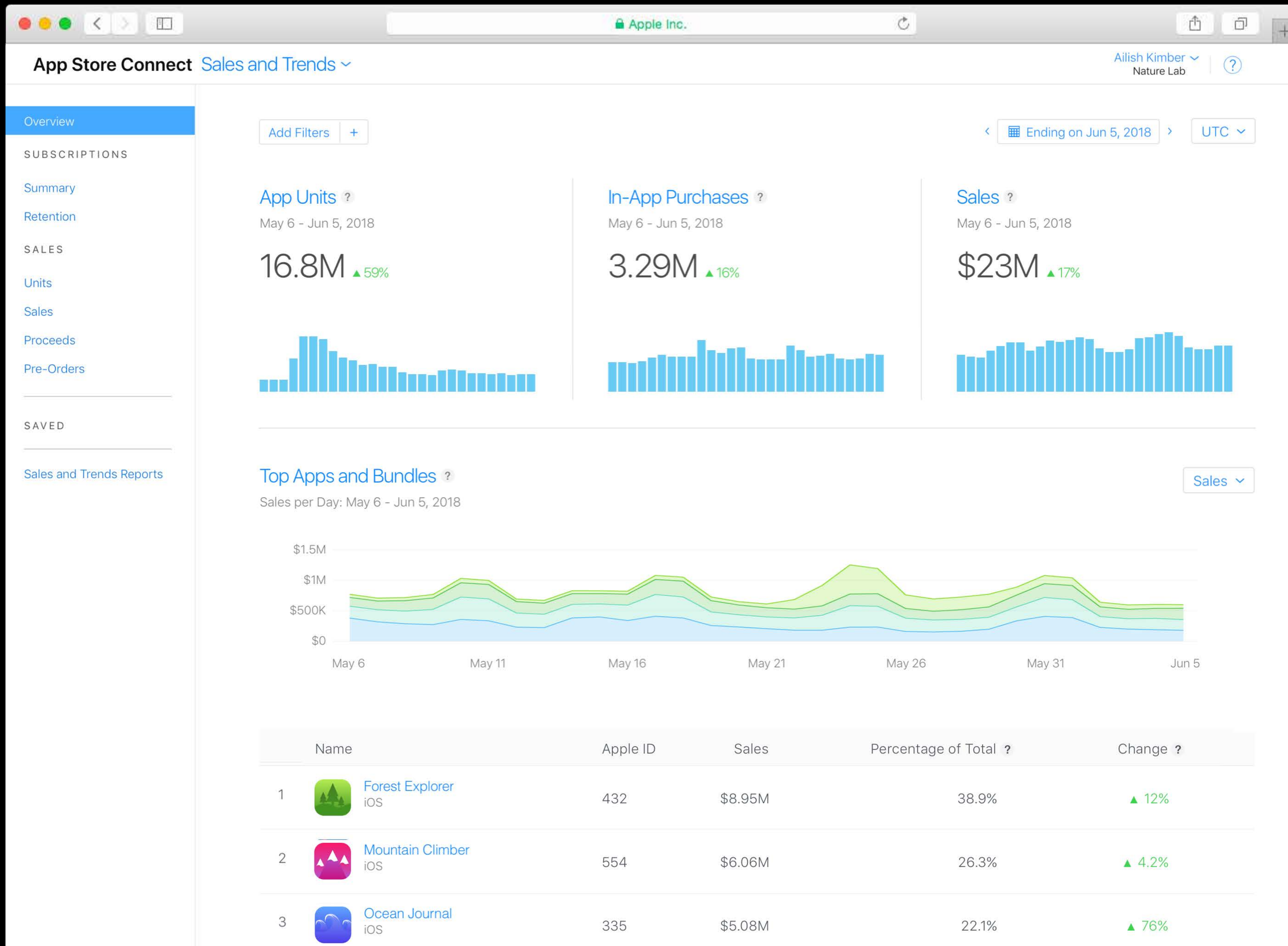


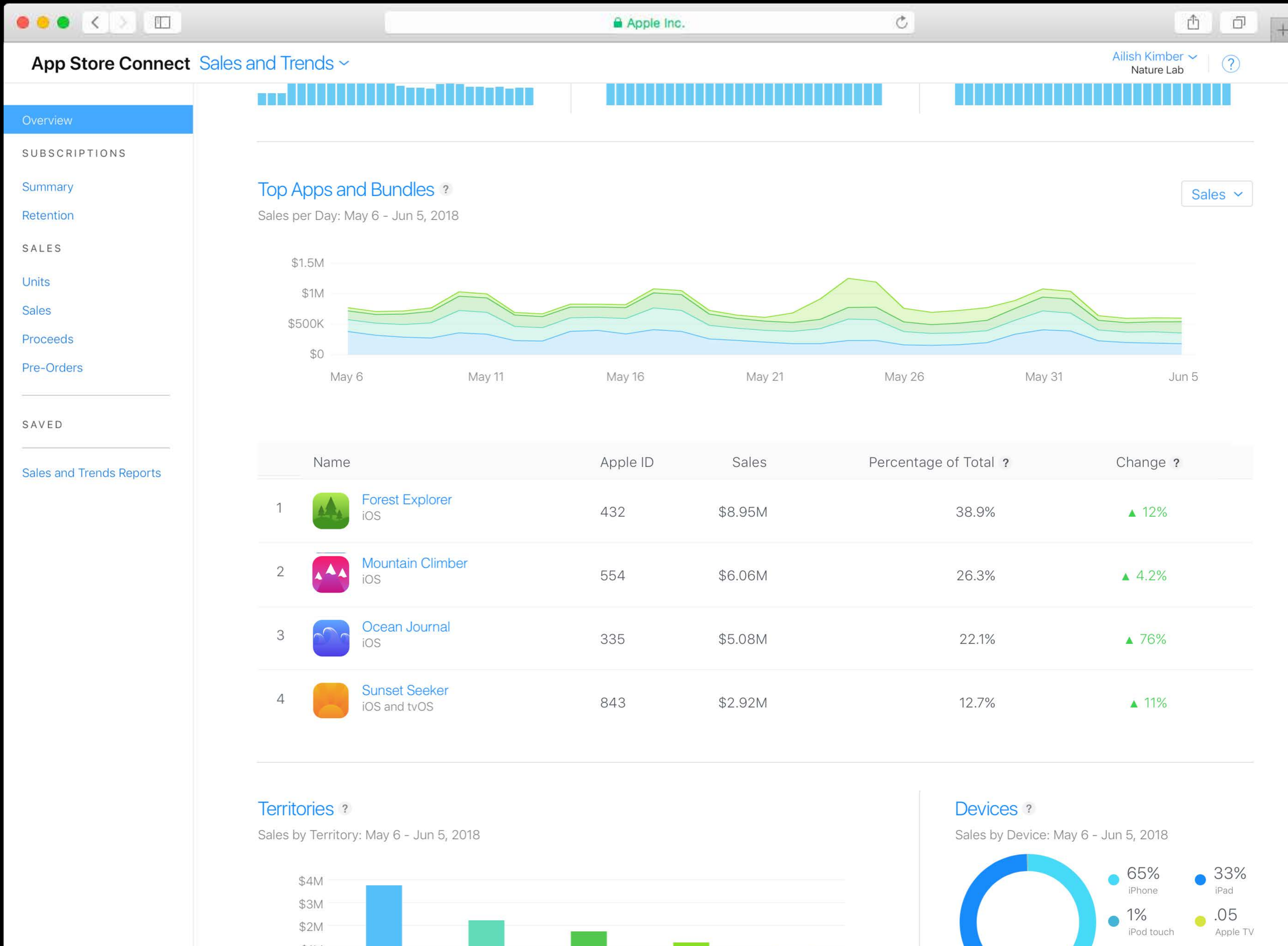
App Lifecycle



App Lifecycle









Apple Inc.

App Store Connect Sales and Trends Ailish Kimber Nature Lab

Overview

SUBSCRIPTIONS

Summary

Retention

SALES

Units

Sales

Proceeds

Pre-Orders

SAVED

Sales and Trends Reports

	Name	Apple ID	Sales	Percentage of Total ?	Change ?
1	Forest Explorer iOS	432	\$8.95M	38.9%	▲ 12%
2	Mountain Climber iOS	554	\$6.06M	26.3%	▲ 4.2%
3	Ocean Journal iOS	335	\$5.08M	22.1%	▲ 76%
4	Sunset Seeker iOS and tvOS	843	\$2.92M	12.7%	▲ 11%

Territories ?
Sales by Territory: May 6 - Jun 5, 2018

Territory	Sales
United Kingdom	\$3.8M
Germany	\$2.2M
France	\$1.8M
Russia	\$1.2M
Norway	\$0.8M

Devices ?
Sales by Device: May 6 - Jun 5, 2018

Device	Percentage
iPhone	65%
iPad	33%
iPod touch	1%
Apple TV	.05
Desktop	.05%

Take a Tour

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Reporting

App Store Connect API



NEW

Reporting

App Store Connect API



NEW

Download financial reports

Reporting

App Store Connect API



NEW

Download financial reports

Download sales reports

NEW

App Store Connect for iOS

Alex Miyamura, Engineering Manager

9:41



Welcome to
App Store Connect

Manage your apps, view sales and trends, and respond to reviews.

9:41



Edit

Trends

AK

1D

7D

2W

5W

13W

26W

May 30 – Jun 5, 2018

Units

▼ 28% 4.58M

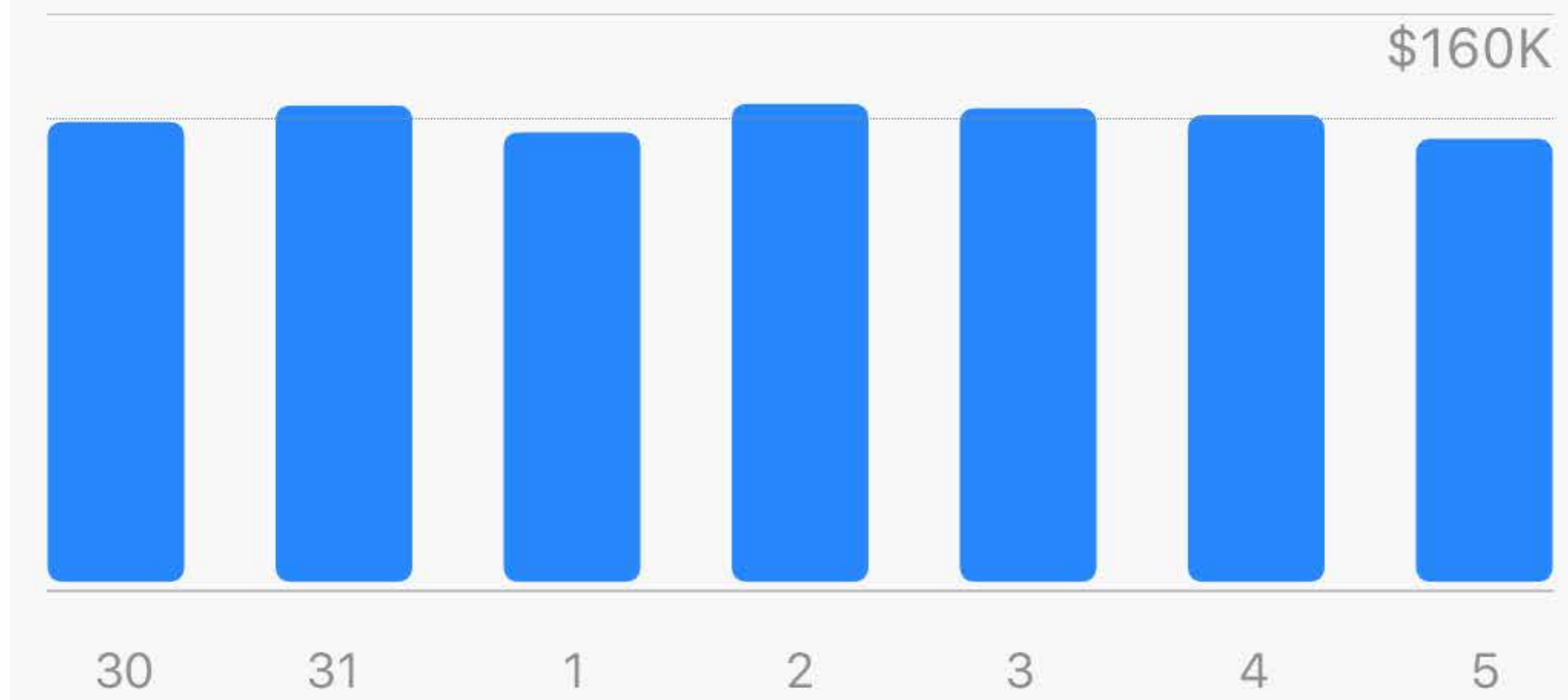
Daily Average: 654K



Proceeds

▼ 0.56% \$916K

Daily Average: \$131K



My Apps



Trends

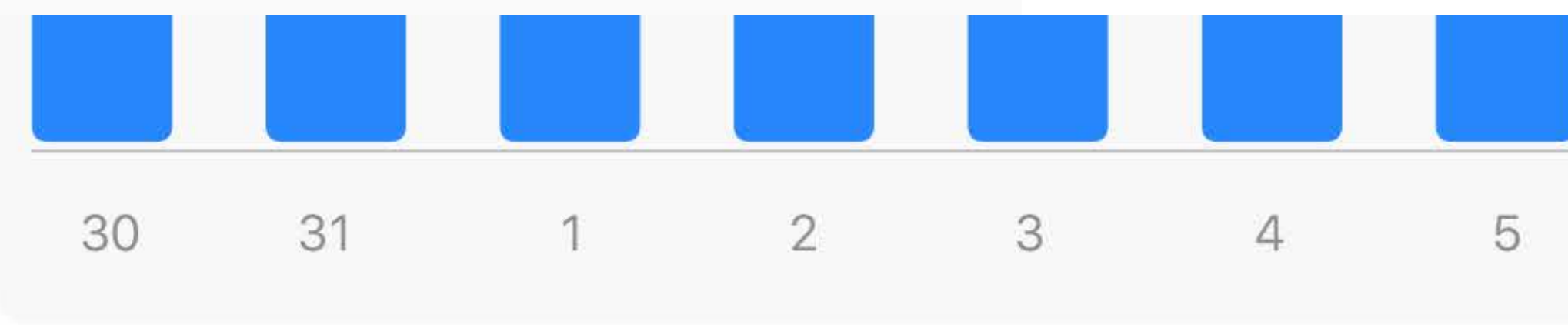
9:41



Trends

Edit

1D 7D 2W 5W 13W 26W

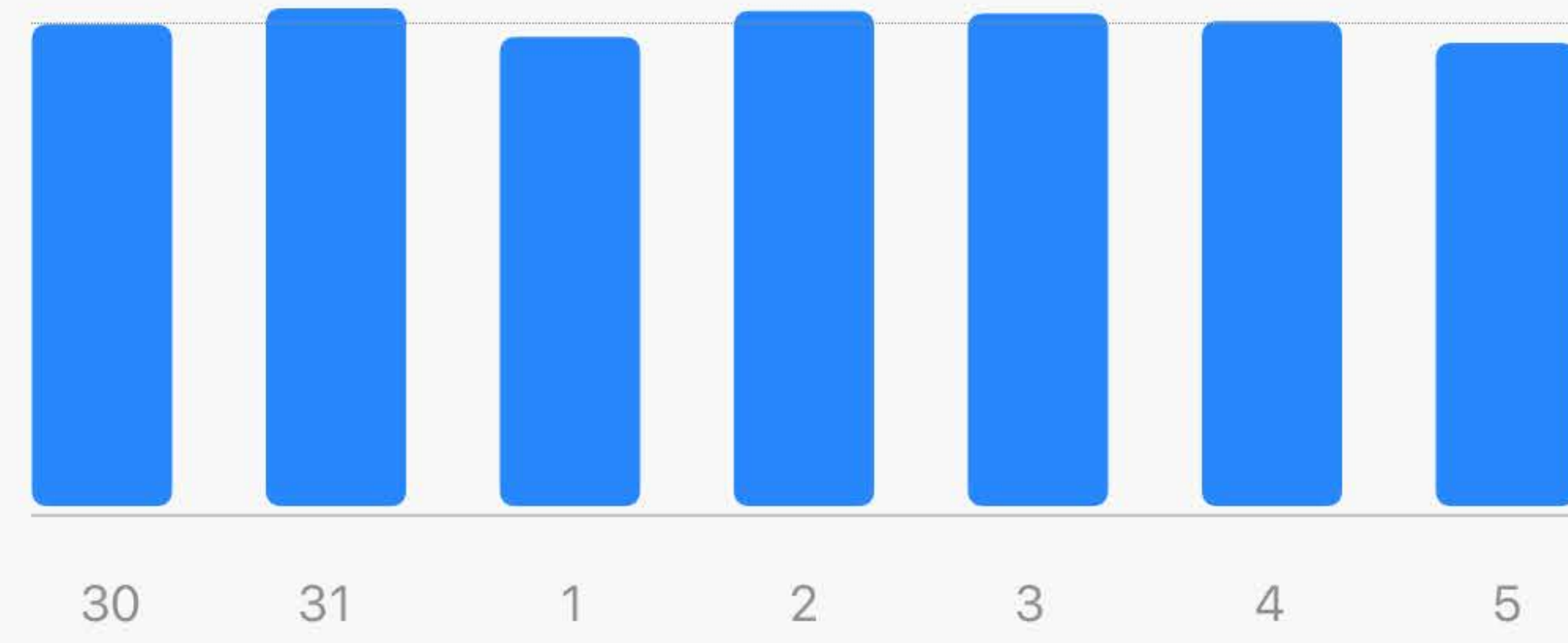


Sales

▼ 0.65% \$1.28M

Daily Average: \$183K

\$220K

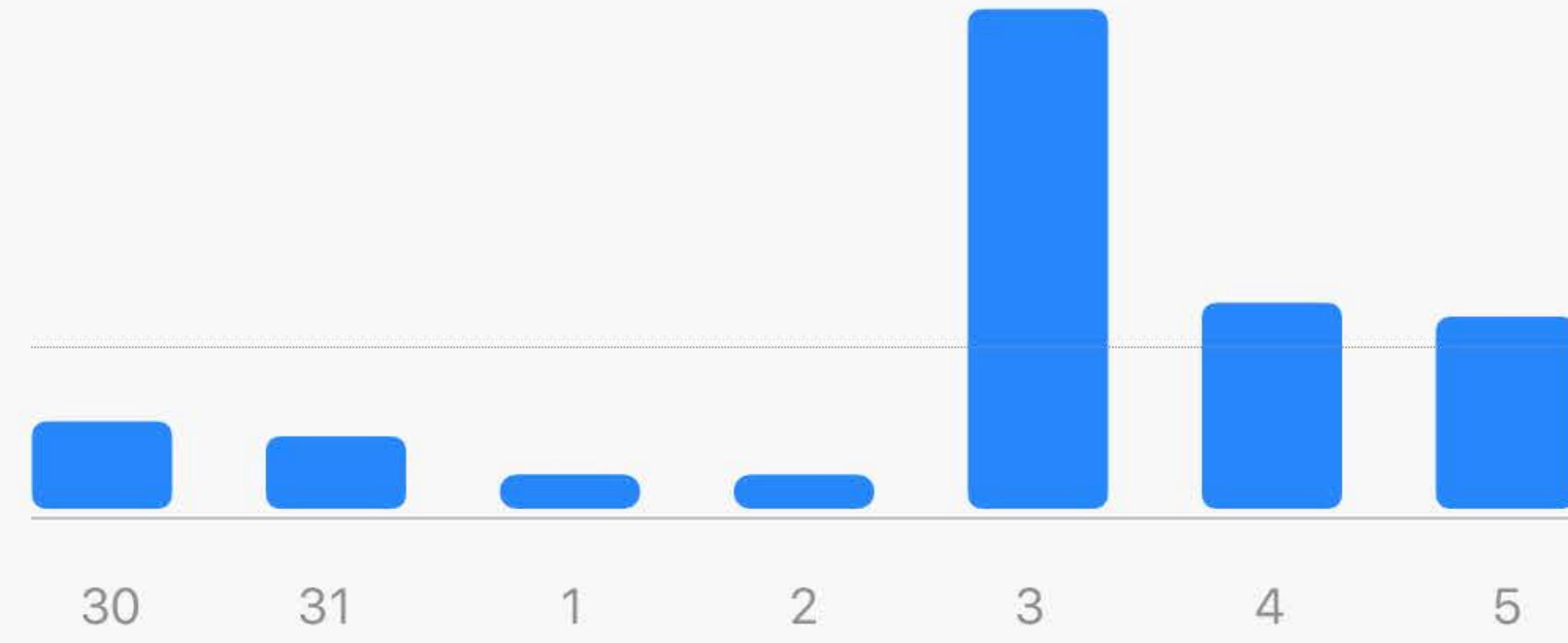


Updates

▲ 74% 159M

Daily Average: 22.8M

82.0M



My Apps



Trends

9:41



Trends

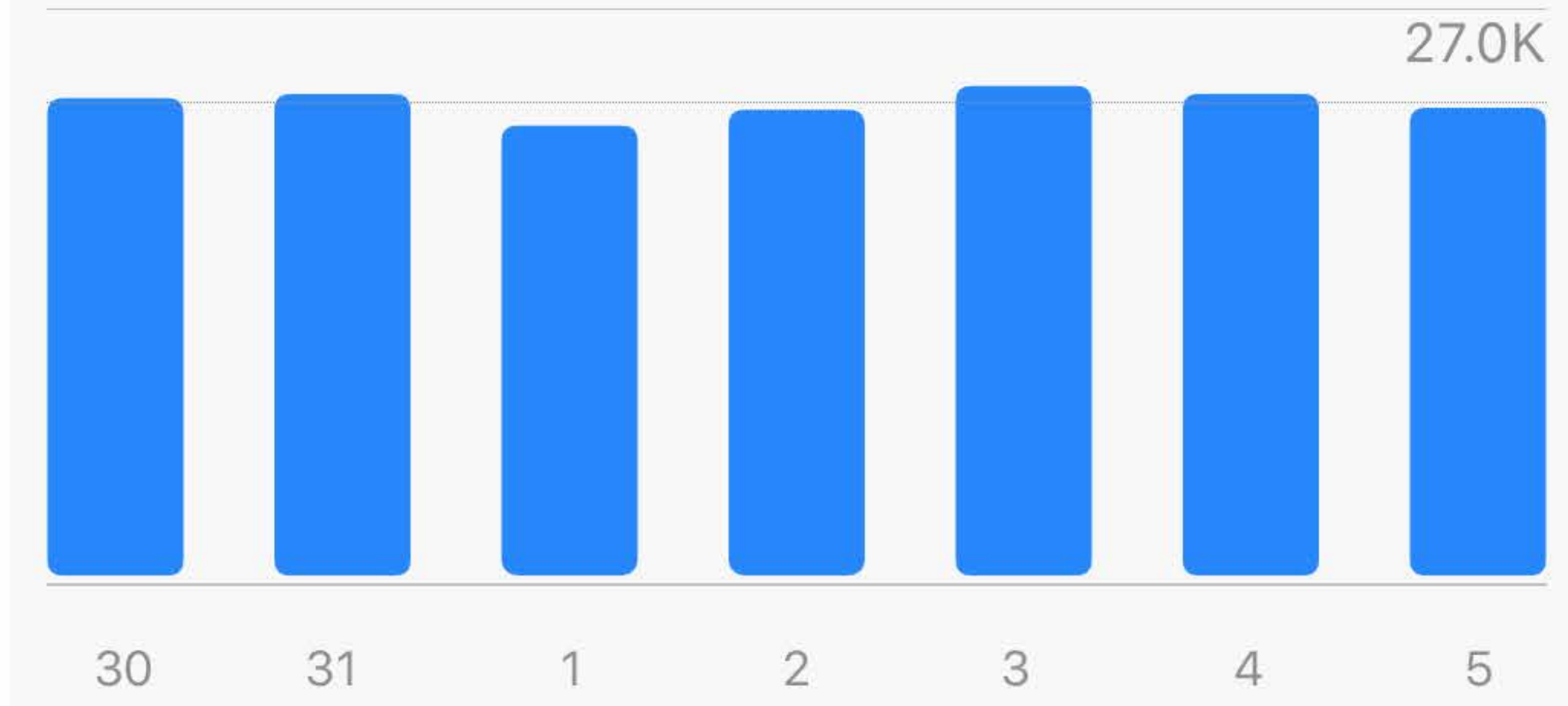
Edit

1D 7D 2W 5W 13W 26W

30 31 1 2 3 4 5

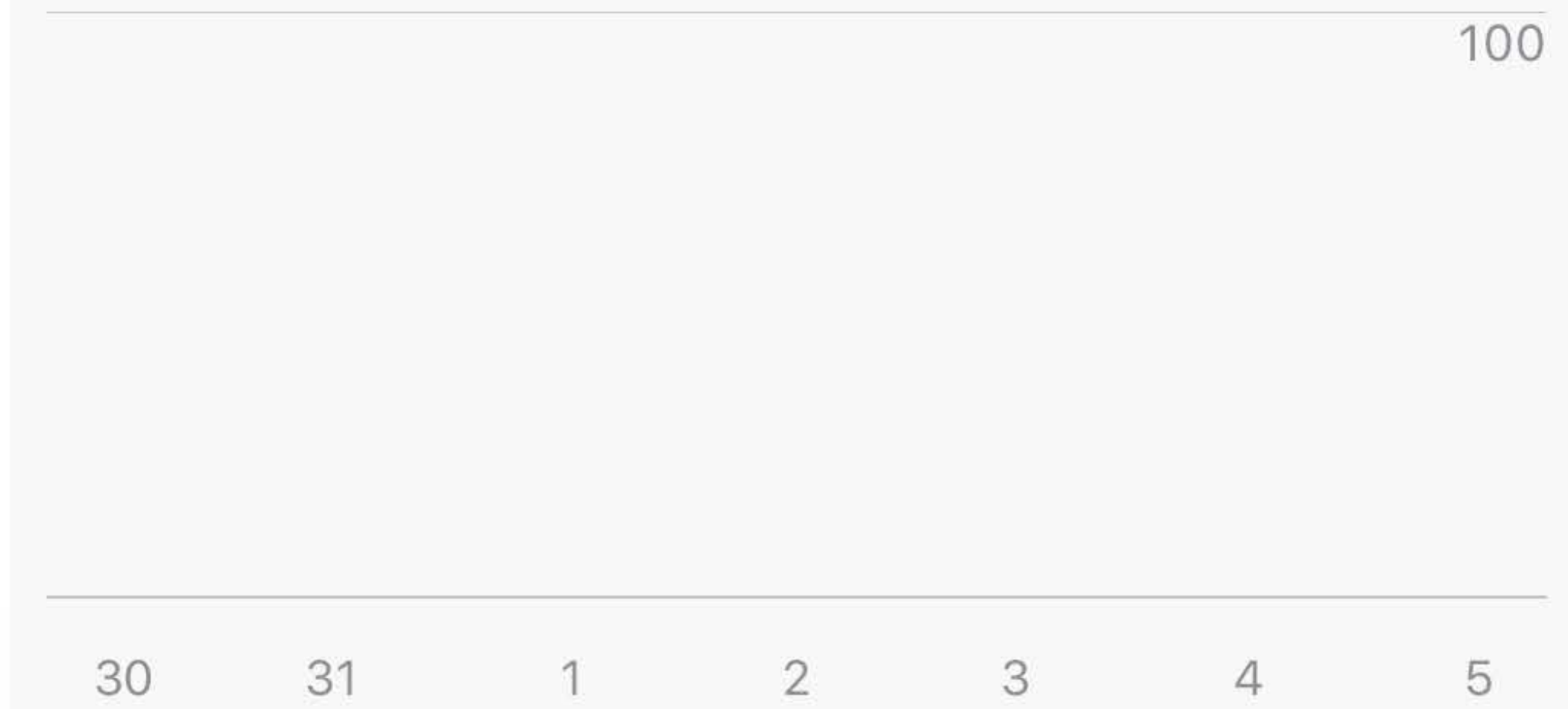
In-App Purchases ▲ 0.92% 158K

Daily Average: 22.6K



App Bundles 0.00% 0

Daily Average: 0



My Apps









Trends

9:41



Trends

Done

- Units 
- Proceeds 
- Sales 
- Updates 
- In-App Purchases 
- App Bundles 



My Apps









Trends

9:41



Trends

Done

- Units 
- Proceeds 
- Sales 
- Updates 
- In-App Purchases 
- App Bundles 



My Apps









Trends

9:41



Trends

Done

- Units 
- Proceeds 
- Sales 
- Updates 
- In-App Purchases 
- App Bundles 



My Apps









Trends

9:41



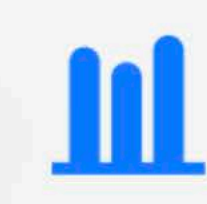
Trends

Done

- Units 
- Proceeds 
- Sales 
- Updates 
- In-App Purchases 
- App Bundles 



My Apps









Trends

9:41



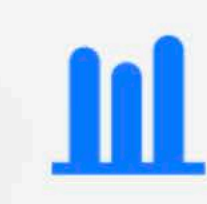
Trends

Done

- Units 
- Proceeds 
- Sales 
- Updates 
- In-App Purchases 
- App Bundles 



My Apps



Trends

9:41



Edit

Trends

AK

1D 7D 2W 5W 13W 26W

May 30 – Jun 5, 2018

Units ▼ 28% 4.58M

Daily Average: 654K



Updates ▲ 74% 159M

Daily Average: 22.8M



My Apps



Trends

9:41



Edit

Trends

AK

1D

7D

2W

5W

13W

26W

June 5, 2018

Units ▲ 6.7% 338K >

Proceeds ▼ 0.38% \$127K >

Sales ▼ 0.57% \$176K >

Updates ▲ 20% 7.94M >

In-App Purchases ▼ 1.5% 21.5K >

App Bundles 0.00% 0 >



My Apps



Trends

9:41



Edit

Trends

AK

1D

7D

2W

5W

13W

26W

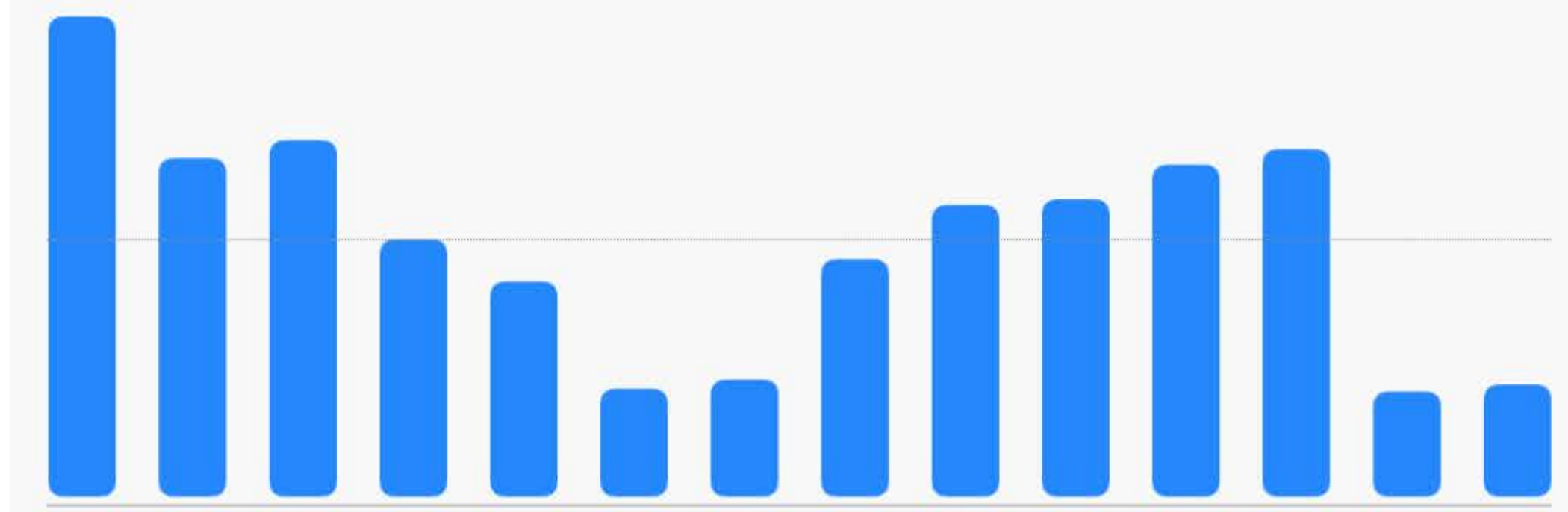
May 29 – June 5, 2018

Units

▲ 0.24% 10.8M

Daily Average: 772K

1.70M



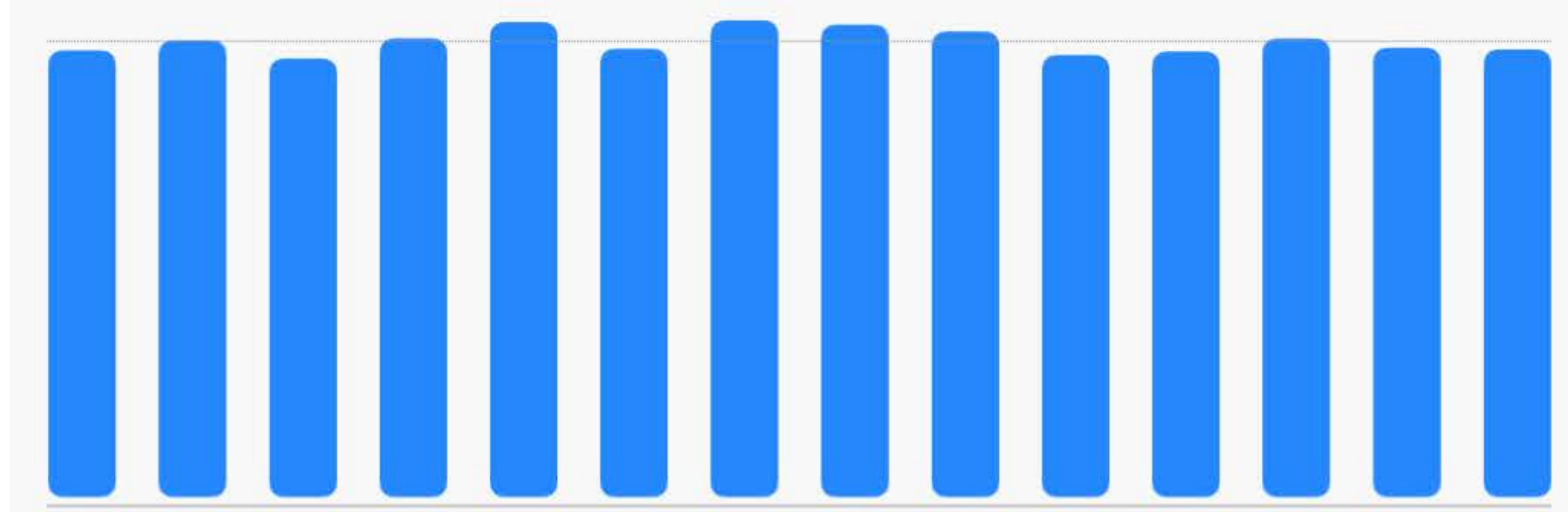
May 22 26 29 Jun 1 5

Proceeds

▼ 5.2% \$1.80M

Daily Average: \$129K

\$160K



May 22 26 29 Jun 1 5



My Apps



Trends

9:41



Edit

Trends

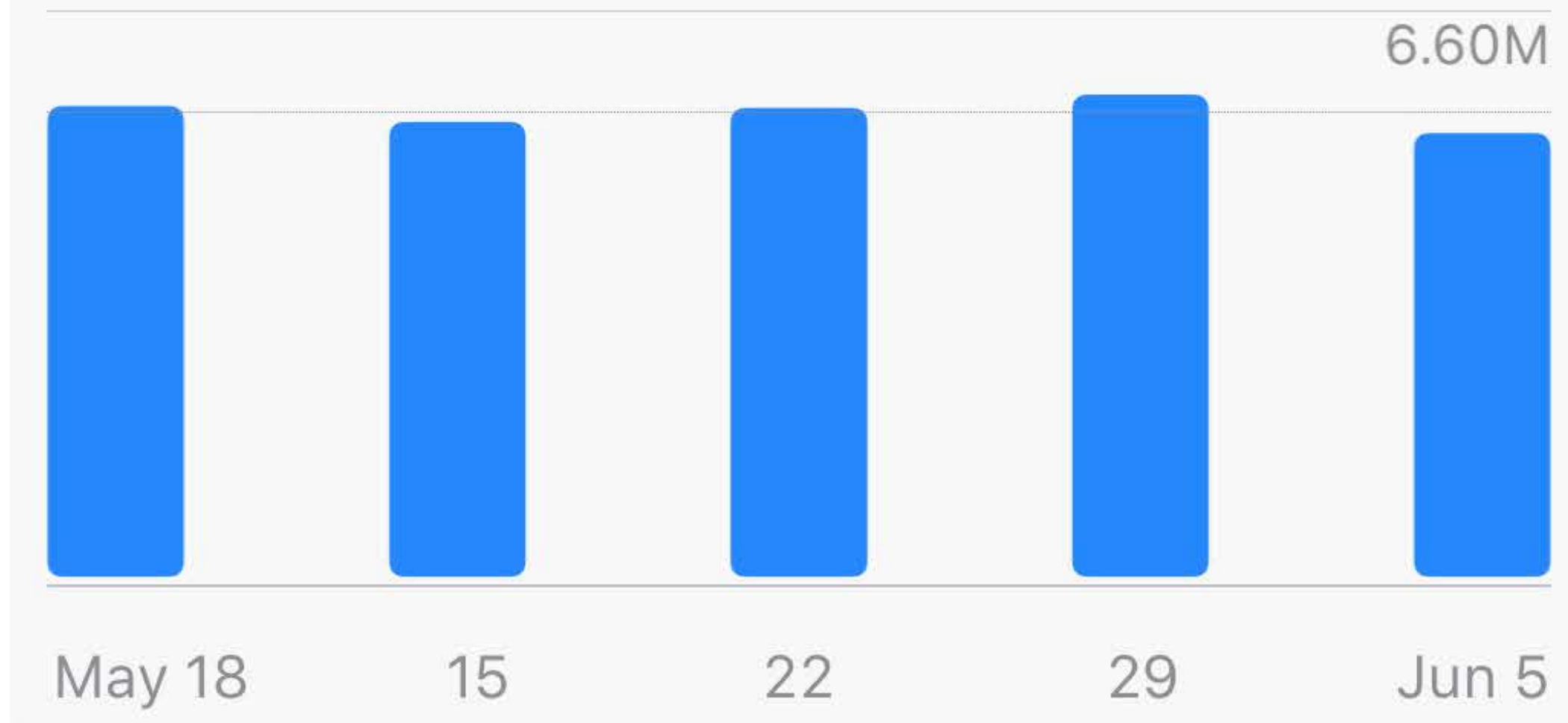
AK

1D 7D 2W **5W** 13W 26W

May 8 – June 5, 2018

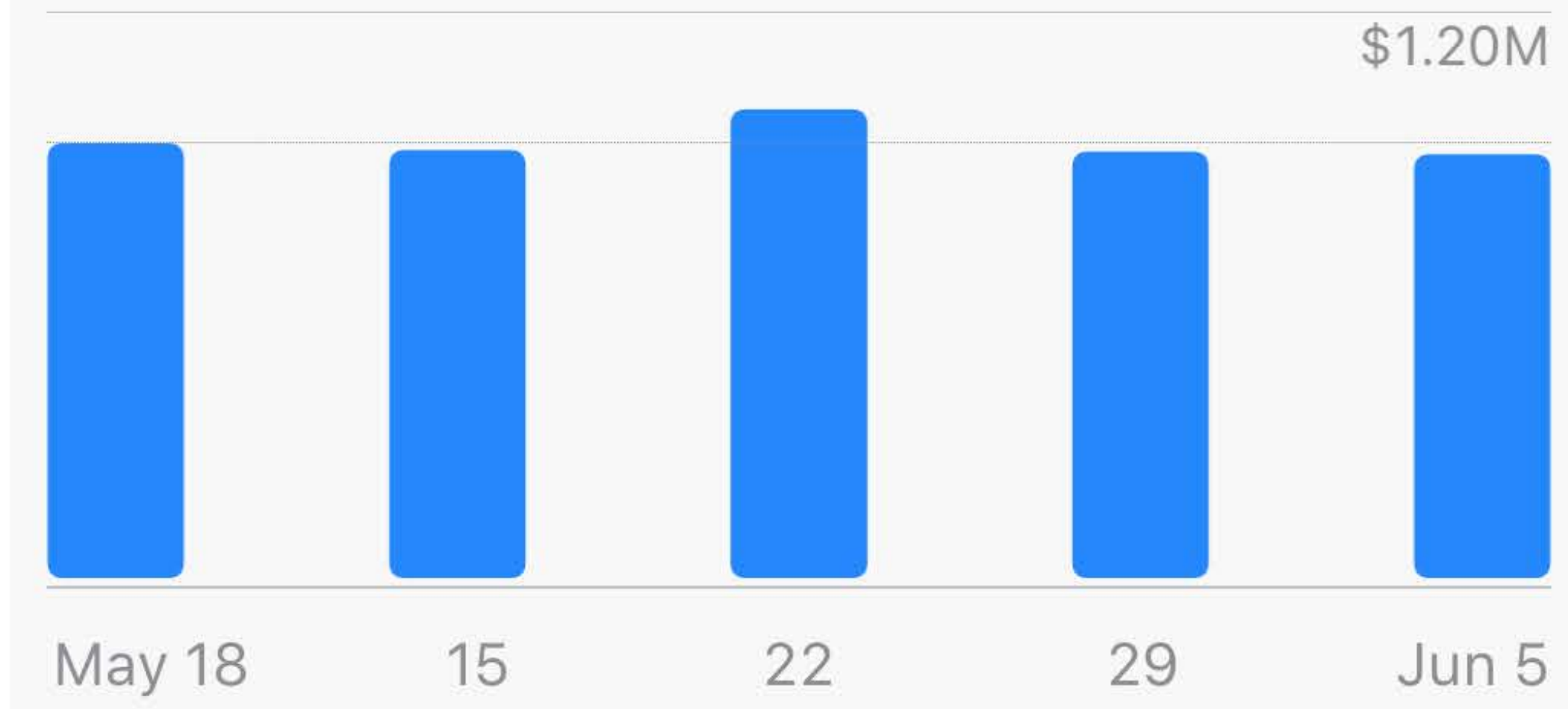
Units ▼ 0.48% 27.1M

Weekly Average: 5.42M



Proceeds ▼ 5.4% \$4.63M

Weekly Average: \$926K



My Apps



Trends

9:41



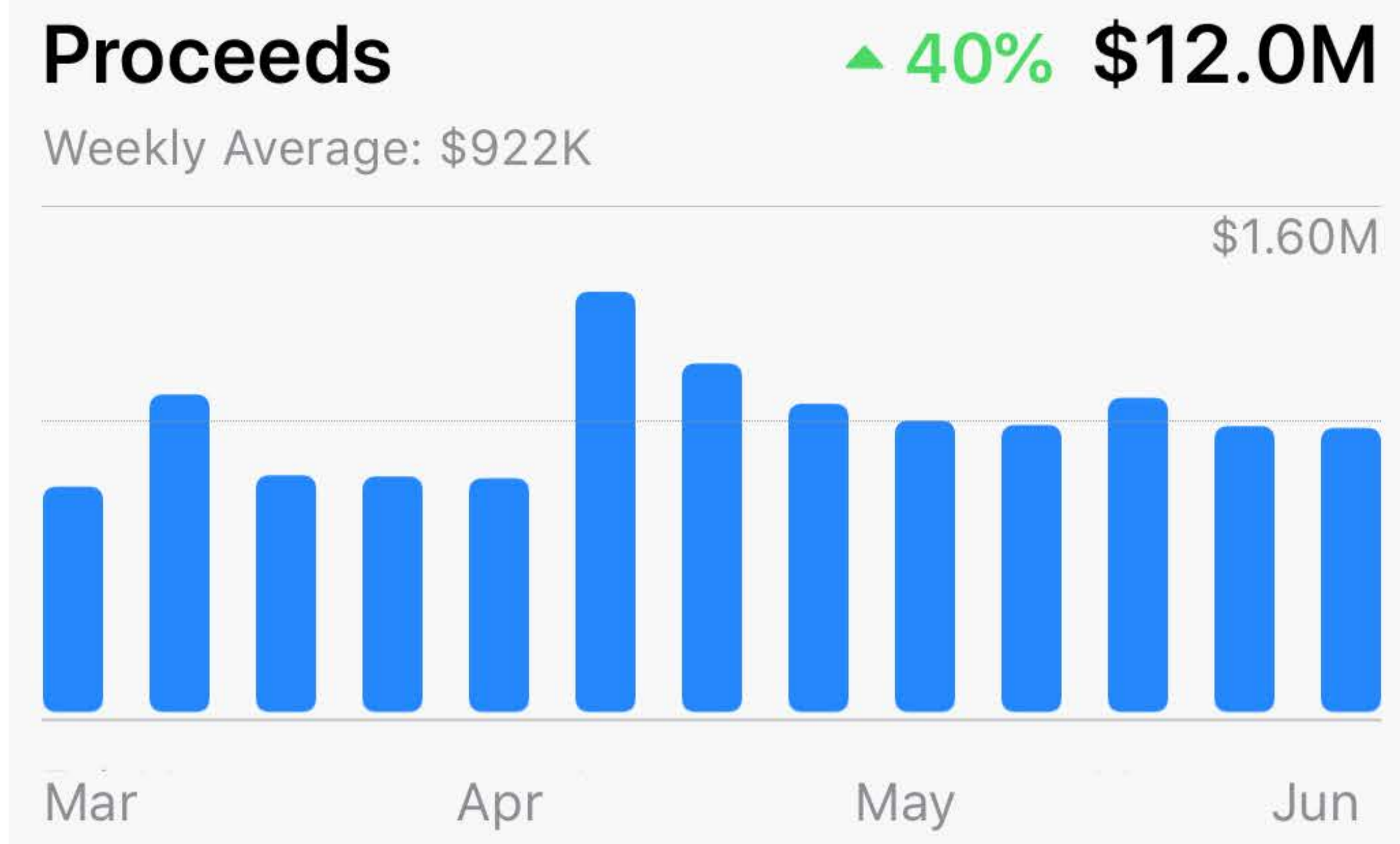
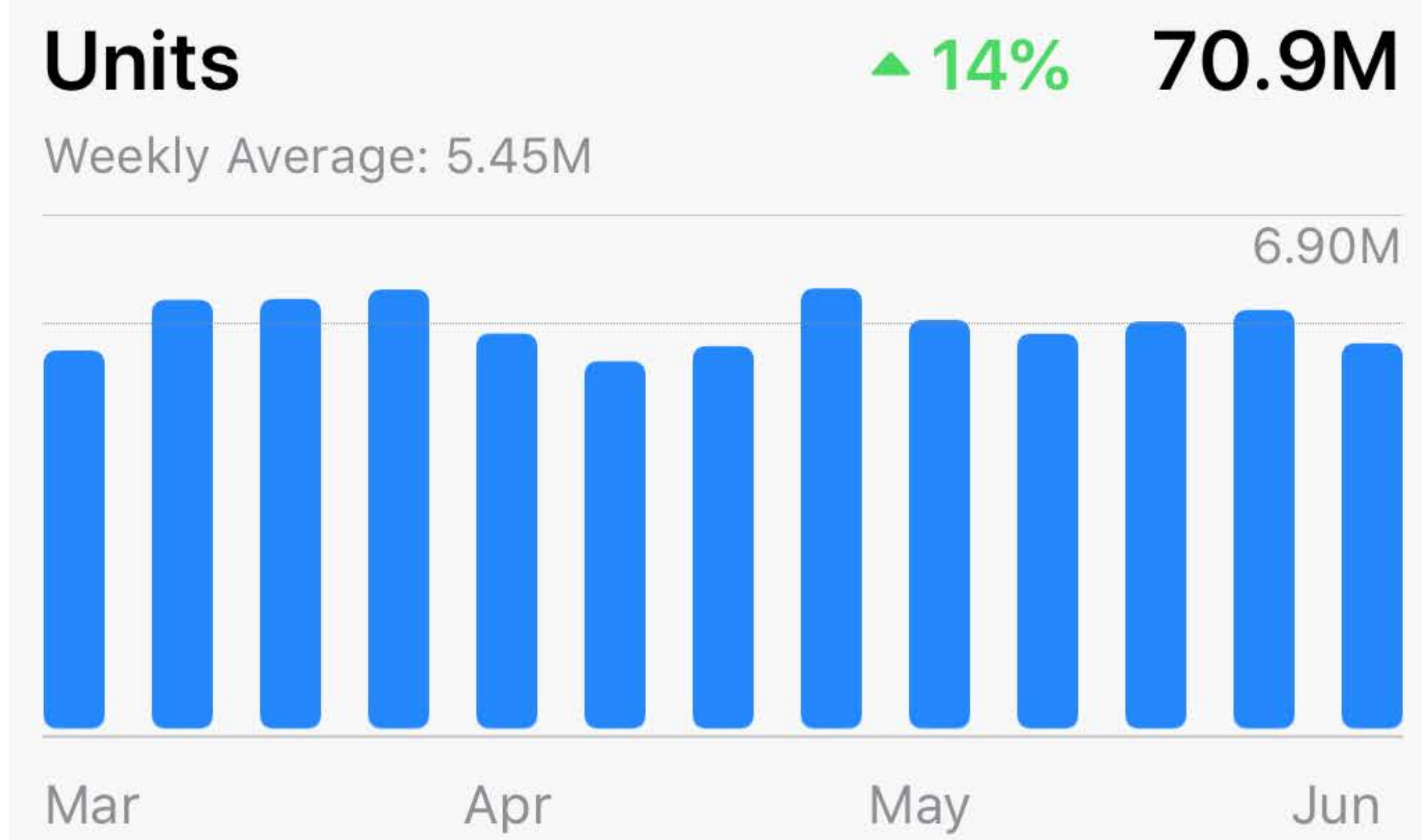
Edit

Trends

AK

1D 7D 2W 5W **13W** 26W

Mar 27 – June 5, 2018



My Apps



Trends

9:41



Edit

Trends

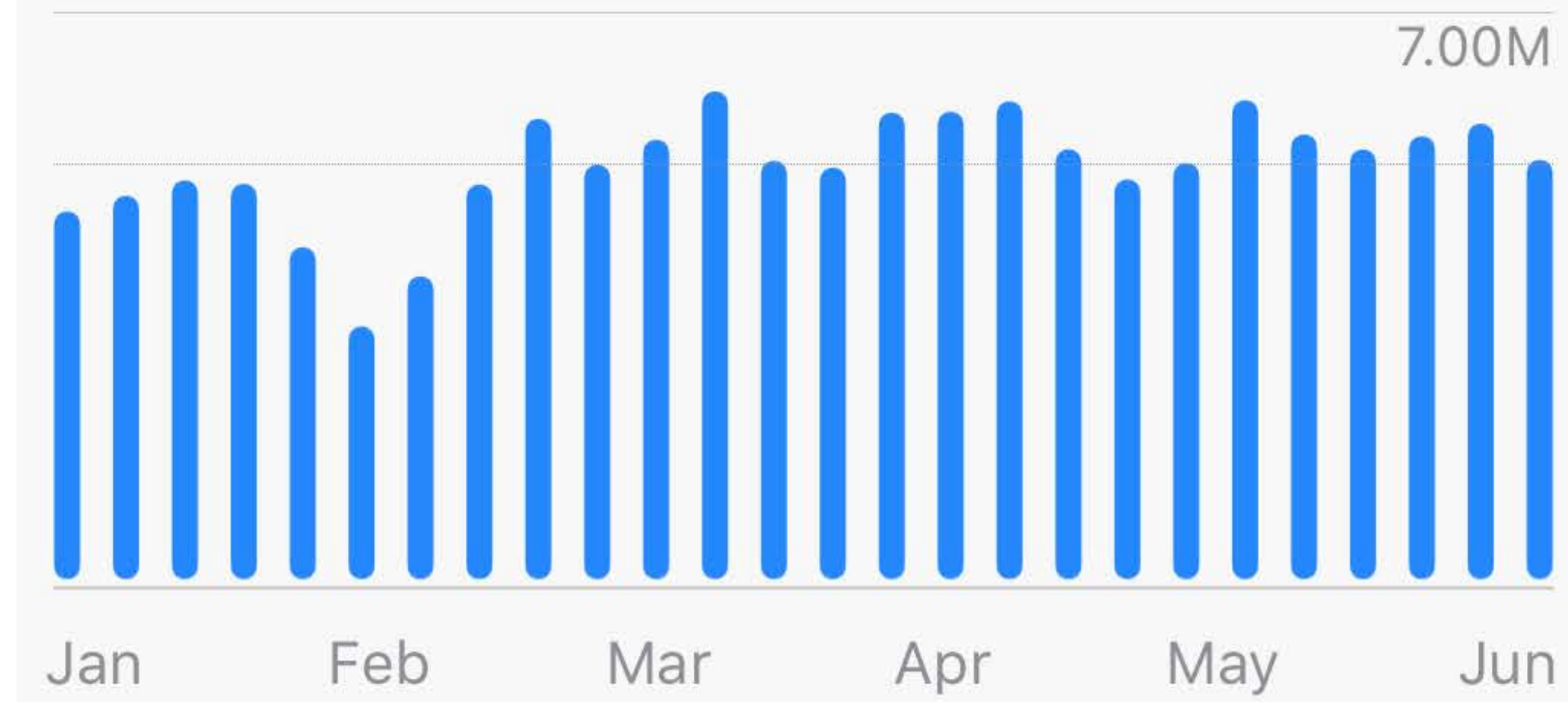
AK

1D 7D 2W 5W 13W **26W**

Jan 2 – June 5, 2018

Units ▲ 15% **133M**

Weekly Average: 5.13M



Proceeds ▲ 46% **\$20.5M**

Weekly Average: \$790K



My Apps



Trends

9:41



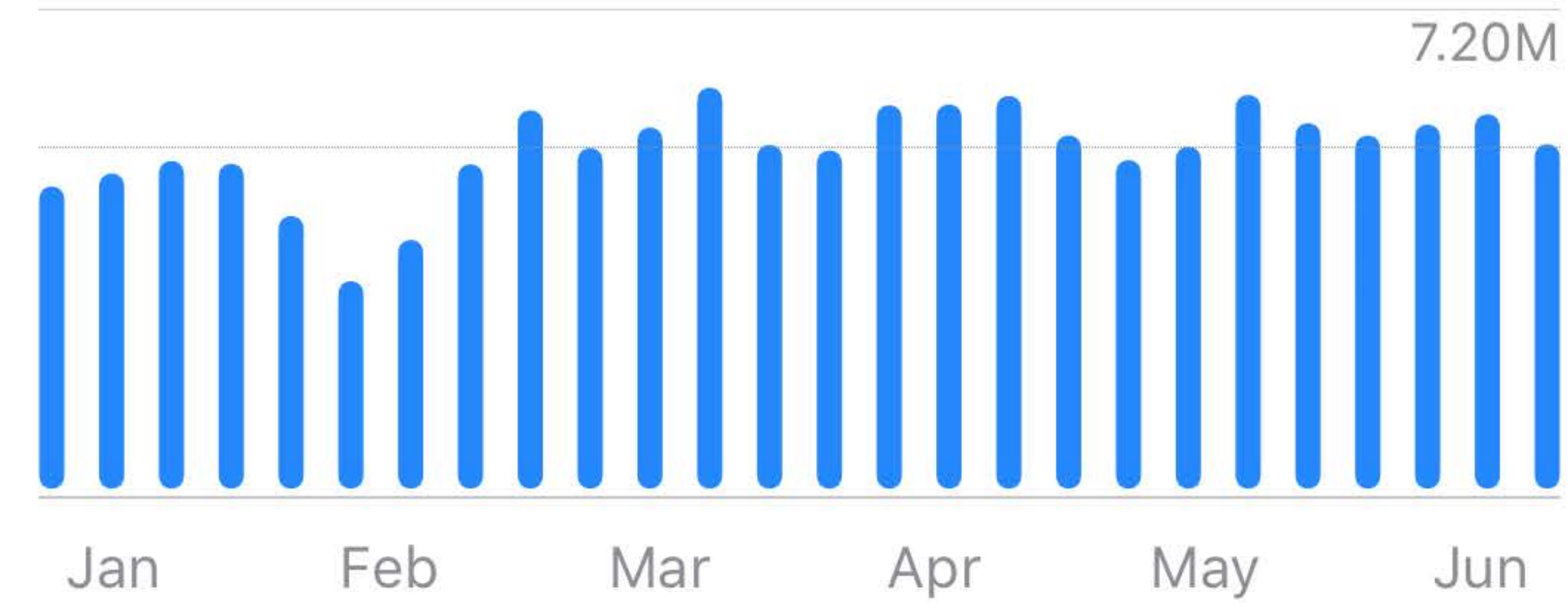
< Trends

Units

1D 7D 2W 5W 13W **26W**

Jan 2 – June 5, 2018 ▲ 15% 133M

Weekly Average: 5.13M



Paid iOS/tvOS ▼ 98% 126 >

Free iOS/tvOS ▲ 14% 125M >

In-App iOS/tvOS ▲ 40% 3.70M >

Paid macOS 0.00% 0

Free macOS ▲ 30% 4.49M >

In-App macOS 0.00% 0



My Apps



Trends

9:41



< Units

Free iOS/tvOS

1D

7D

2W

5W

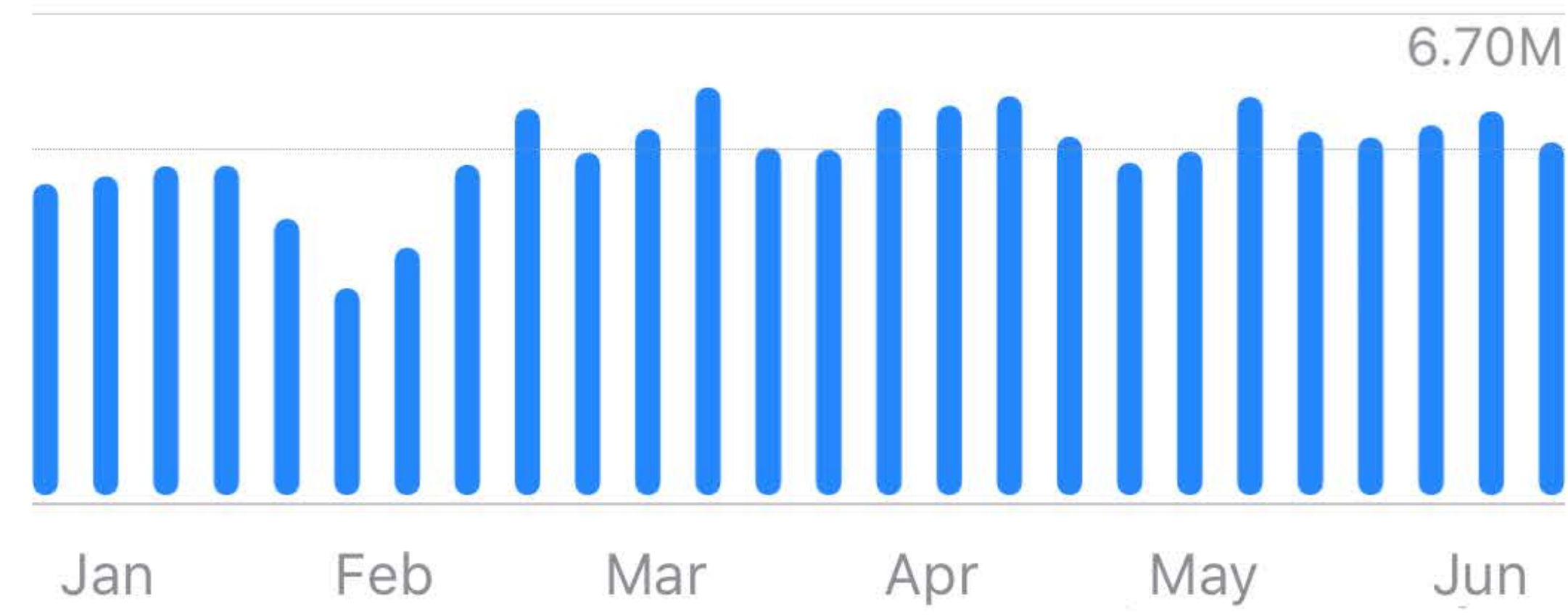
13W

26W

Jan 2 – June 5, 2018

▲ 14% 125M

Weekly Average: 4.81M



Forest Explorer

▲ 8.5% 20.1M >

Mountain Climber

▲ 6.8% 19.2M >

Ocean Journal

▲ 7.5% 14.3M >

Sunset Seeker

▲ 7.9% 11.4M >

Top Territories

[Show More](#)

USA

▲ 2.2% 41.7M >

UK

▲ 28% 10.9M >

China

▲ 6.8% 7.71M >



My Apps



Trends

9:41



< Free iOS/tvOS Territories

Jan 2 – June 5, 2018

USA	▲ 2.2%	41.7M >
UK	▲ 28%	10.9M >
China	▲ 6.8%	7.71M >
Germany	▲ 74%	7.03M >
Japan	▲ 29%	6.50M >
Canada	▲ 42%	5.13M >
Australia	▲ 18%	5.07M >
Sweden	▲ 66%	3.71M >
France	▲ 22%	3.32M >
Denmark	▲ 45%	2.98M >
Netherlands	▲ 20%	2.37M >
Brazil	▲ 8.6%	2.07M >
Mexico	▲ 9.6%	1.96M >
Italy	▲ 38%	1.51M >



My Apps



Trends

9:41



My Apps

AK



Forest Explorer

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Mountain Climber

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Ocean Journal

- iOS 2.3 Prepare for Submission



Sunset Seeker

- iOS 3.1.1 Ready for Sale



My Apps



Trends

9:41



Settings

Done

Apple ID ailish_kimber@me.com >

Account Nature Lab >

Notifications >

Auto Sign-Out

Version 1.0

[Help and Support](#)

9:41



[Settings](#)

Accounts

App Co

TripGuider

Nature Lab

9:41



My Apps

AK



Forest Explorer

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Mountain Climber

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Ocean Journal

- iOS 2.3 Prepare for Submission



Sunset Seeker

- iOS 3.1.1 Ready for Sale



My Apps



Trends

9:41



< My Apps Mountain Climber



iOS Apps



Version 2.0
● Prepare for Submission



Version 1.5.4
● Ready for Sale



tvOS App



Version 1.0
● Ready for Sale



App Store Information

Resolution Center >

App Information >

Ratings & Reviews >

Trends >

Notifications

Mobile None >



My Apps



Trends

9:41



< Mountain Climber Notifications

Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes



iOS Ratings & Reviews



My Apps



Trends

9:41



< Mountain Climber Notifications

Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes



iOS Ratings & Reviews



My Apps



Trends

9:41



< Mountain Climber Notifications

Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes

iOS Ratings & Reviews

★★★★★

★★★★

★★★

★★

★



My Apps



Trends

9:41



< Mountain Climber Notifications

Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes

iOS Ratings & Reviews

★★★★★

★★★★

★★★

★★

★



My Apps



Trends

9:41



< My Apps Mountain Climber



iOS Apps



Version 2.0
● Prepare for Submission



Version 1.5.4
● Ready for Sale



tvOS App



Version 1.0
● Ready for Sale



App Store Information

Resolution Center >

App Information >

Ratings & Reviews >

Trends >

Notifications

Mobile Status, Reviews (1 & 5 Stars) >



My Apps



Trends



9:41

Wednesday, June 6th



APP STORE CONNECT

now

The app status of Forest Explorer (version 2.1 iOS) has changed to Pending Developer Release.



Swipe up to unlock



9:41




[← Back](#)

English



Forest Explorer

Go wild and discover trails.

 iOS 2.1 Pending Developer Release

Go wild and discover trails, parks, and off-the-beaten-path terrain with Forest Explorer. Whether you're bushwhacking in backcountry or [more](#)

 [View on App Store](#)

What's New

Explorers, this is our biggest update ever! We've added 7-day weather forecasting with real-time condition updates.

Version Information

[Show All](#)

Apple ID

76216821

SKU

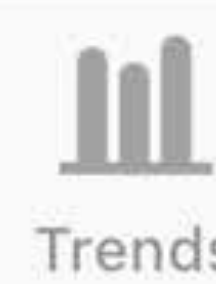
8HZ-000081

Bundle ID

com.nl_bundle.rdc.ios



My Apps



Trends

9:41



< Forest Explorer



English

Version Information

[Show All](#)

Apple ID

76216821

SKU

8HZ-000081

Bundle ID

com.nl_bundle.rdc.ios

Status History

[Show All](#)

● Pending Developer Release

Jun 5, 2018

Apple

● In Review

Jun 4, 2018

Apple

● Waiting In Review

Jun 3, 2018

admin@me.com

[Release This Version](#)

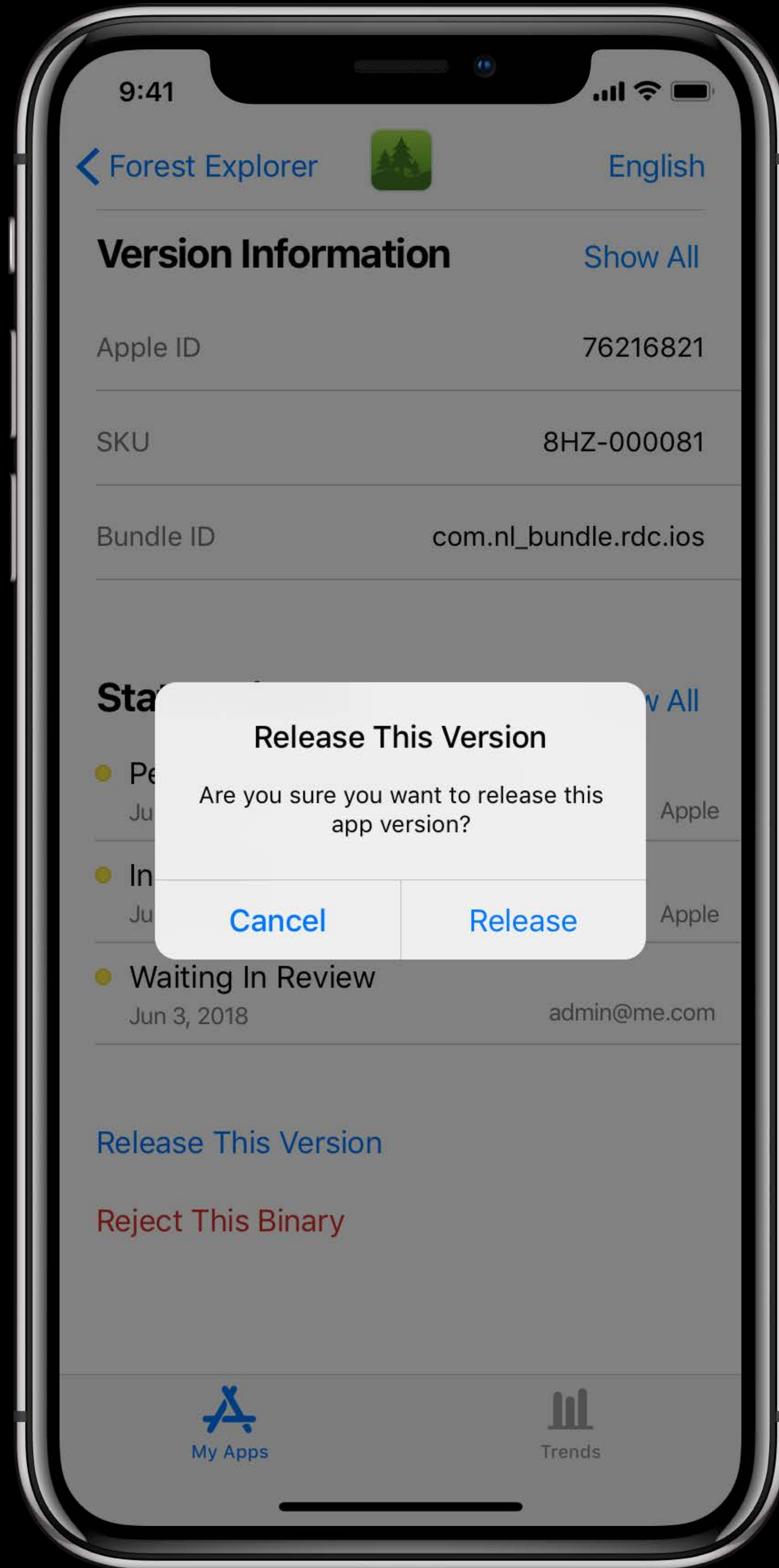
[Reject This Binary](#)



My Apps



Trends



9:41

< Forest Explorer



English

Version Information

Show All

Apple ID

76216821

SKU

8HZ-000081

Bundle ID

com.nl_bundle.rdc.ios

Start

Show All

Release This Version

Are you sure you want to release this app version?

Cancel

Release

● Pending

Jun 3, 2018

Apple

● In Review

Jun 3, 2018

Apple

● Waiting In Review

Jun 3, 2018

admin@me.com

Release This Version

Reject This Binary



My Apps



Trends



9:41

Wednesday, June 6th



APP STORE CONNECT

now

You have a new message from App Review about Mountain Climber.



Swipe up to unlock



9:41



< My Apps Mountain Climber



iOS Apps



Version 2.1

● Rejected



Version 2.0

● Ready for Sale



tvOS App



Version 1.0

● Ready for Sale



App Store Information

Resolution Center



App Information



Ratings & Reviews



Trends



Notifications

Mobile

Status, Reviews (1 & 5 Stars)



My Apps



Trends

9:41



[← Mountain Climber](#) Resolution Center

iOS 2.1

Binary Rejected

Today, 8:15 AM

We noticed that your app's metadata includes the following information, which is not relevant ...

iOS 2.0

Security Alert

Jun 1, 2018

For more information about security, see the Apple Product Security page. You can encrypt...



My Apps



Trends

9:41



[← Resolution Center](#)



From Apple
3. - METADATA

Today, 8:15 AM

3.3 Details

We noticed that your app's metadata includes the following information, which is not relevant to the application content and functionality:

Next Steps

Please revise or remove this content from your app's metadata.

NOTE: Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.



My Apps



Trends

9:41



< Resolution Center



From Apple
3. - METADATA

Today, 8:15 AM

3.3 Details

We noticed that your app's metadata includes the following information, which is not relevant to the application content and functionality:

Next Steps

Please revise or remove this content from your app's metadata.

NOTE: Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.

Reply

Forward

Print

Cancel

9:41



< Resolution Center

Cancel

From Apple
3. - METADATA

Today, 8:15 AM

3.3 Details

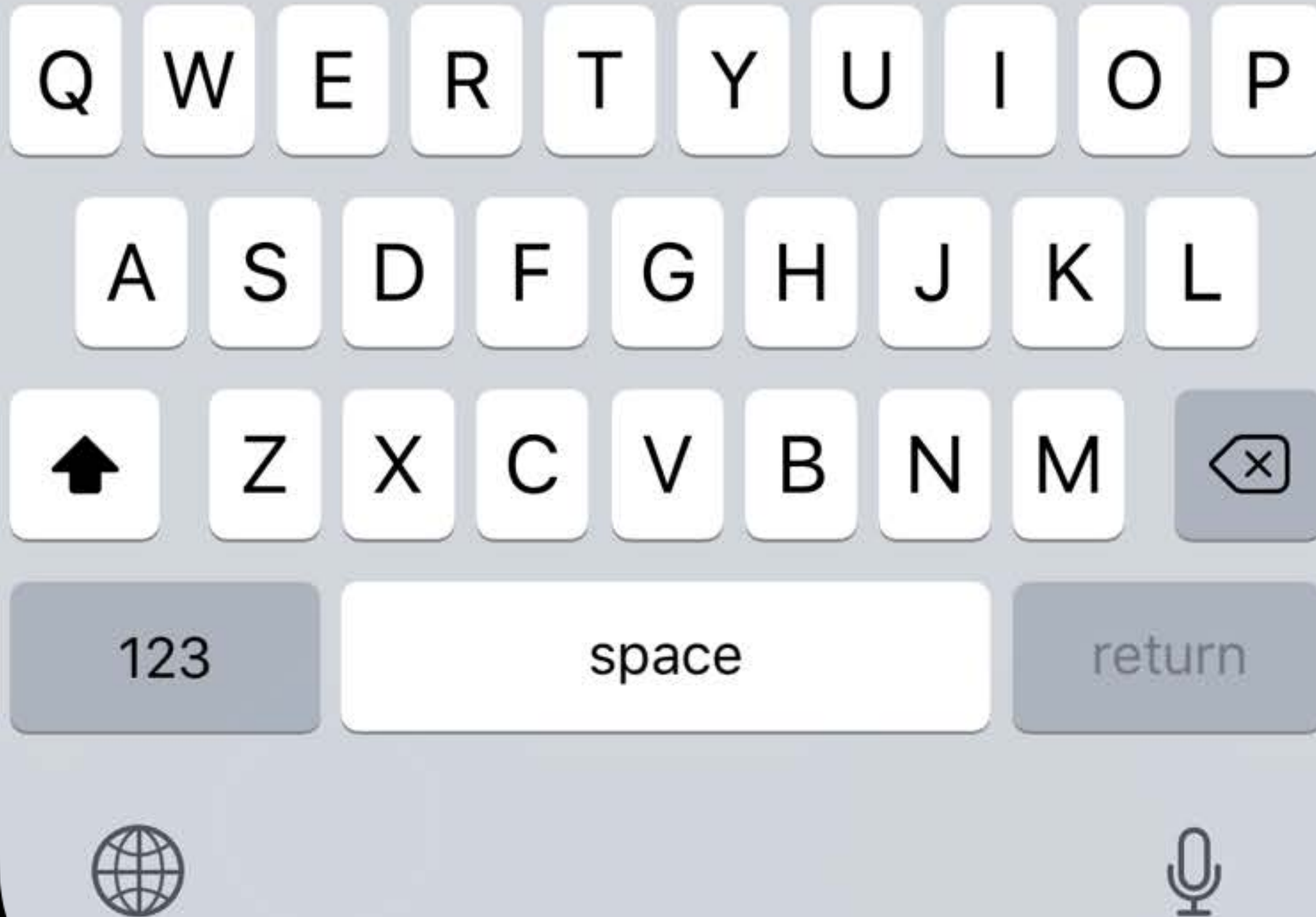
We noticed that your app's metadata includes the following information, which is not relevant to the application content and functionality:

Next Steps

Please revise or remove this content from your app's metadata.

NOTE: Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.

| Send





9:41

Wednesday, June 6th



APP STORE CONNECT

now

Mountain Climber has received a new review
(5 star).



Swipe up to unlock

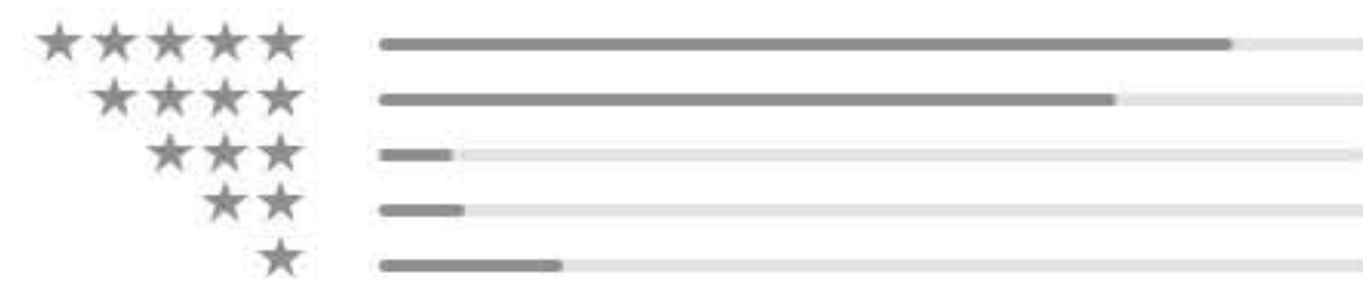


9:41



< Mountain Climber Ratings & Reviews

4.7



out of 5

24,467 Ratings

A trustworthy companion

Today



ZigZag22

Mountain Climber is designed to help hikers and climbers find extensive details about trails in their area, and it does just that. I don't use a lot of the social features that it offers, but I'm sure they're great. It's always been a reliable app, and it's also saved me a few times thanks to the GPS tracking.

The app I've been looking for!

1d ago



YanniOrLaurel

I just got into climbing recently, but have been finding that a lot of the trails around me are too strenuous. Mountain Climber has helped me find trails that are better suited for my experience level

Packed with features

1d ago



@TrueNorth

There's a few of these apps to choose from on the App Store, but IMO, Mountain Climber is the best one. It's easy to navigate, has really useful information



My Apps



Trends

9:41



[← Current Version](#)



A trustworthy companion

Today



ZigZag22

iOS | United States | 12 of 23 helpful

Mountain Climber is designed to help hikers and climbers find extensive details about trails in their area, and it does just that. I don't use a lot of the social features that it offers, but I'm sure they're great. It's always been a reliable app, and it's also saved me a few times thanks to the GPS tracking. 5 stars!

[Reply](#)



My Apps



Trends

9:41



Cancel

Edit Review

Save

A trustworthy companion

Today



ZigZag22

iOS | United States | 12 of 23 helpful

Thanks for the positive feedback, we always love hearing this from our happy users!

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123

space

return



My Apps

AK



Forest Explorer
● iOS 2.0 Prepare for Submission
● tvOS 1.0 Ready for Sale



Mountain Climber
● iOS 2.0 Prepare for Submission
● tvOS 1.0 Ready for Sale



Ocean Journal
● iOS 2.3 Prepare for Submission



Sunset Seeker
● iOS 3.1.1 Ready for Sale

< Forest Explorer

Trends

1D 7D **2W** 5W 13W 26W

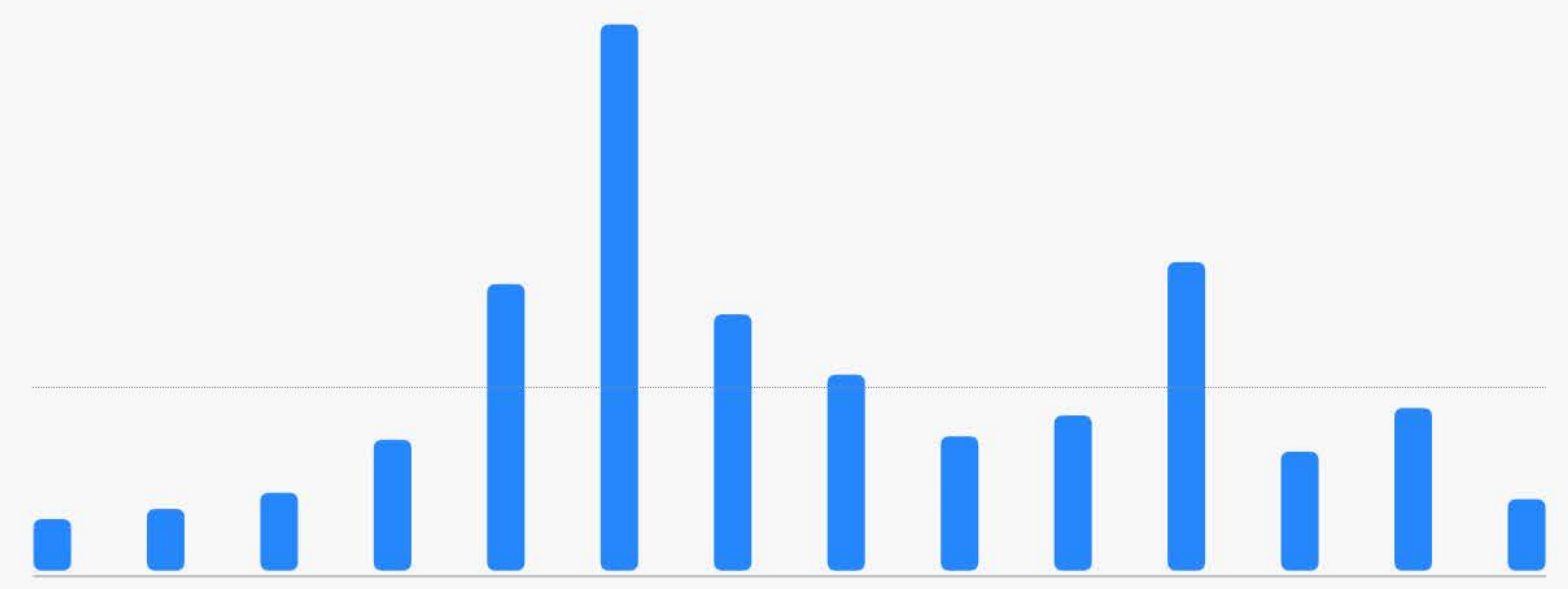
May 29 – June 5, 2018

Units

Daily Average: 32.0K

▲ 20% **448K**

110K

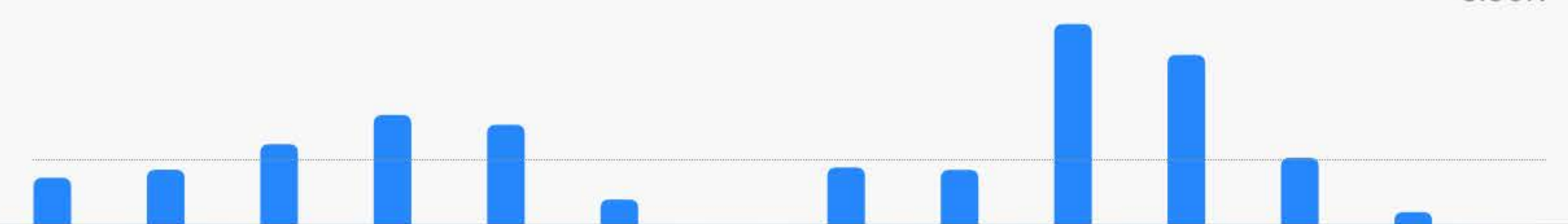


Updates

Daily Average: 3.51K

▼ 22% **49.1K**

5.00K



My Apps

AK



Forest Explorer

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Mountain Climber

- iOS 2.0 Prepare for Submission
- tvOS 1.0 Ready for Sale



Ocean Journal

- iOS 2.3 Prepare for Submission



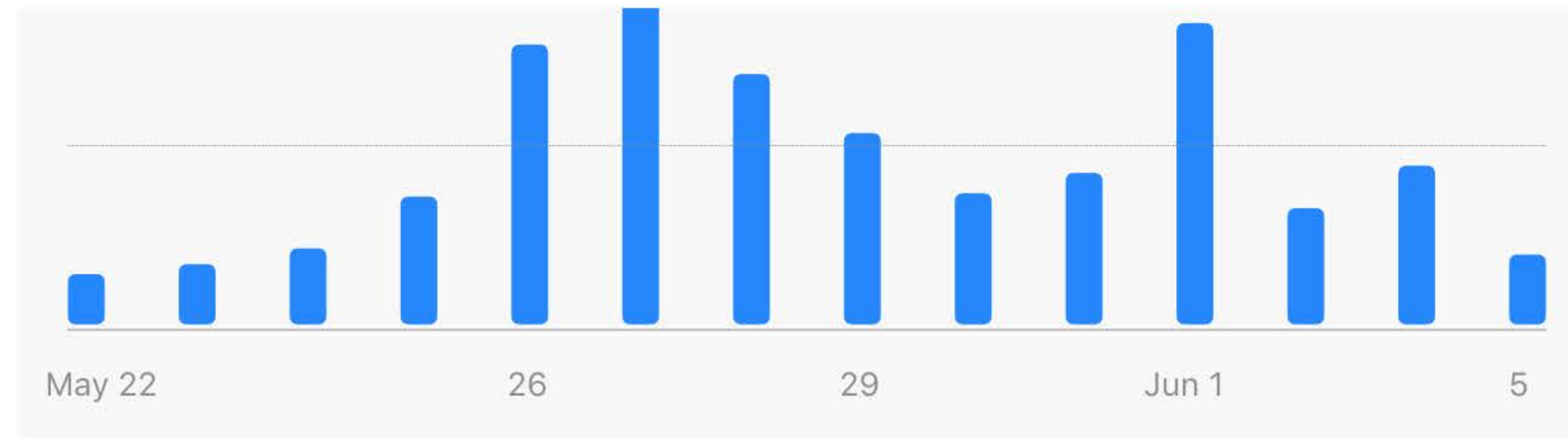
Sunset Seeker

- iOS 3.1.1 Ready for Sale

Forest Explorer

Trends

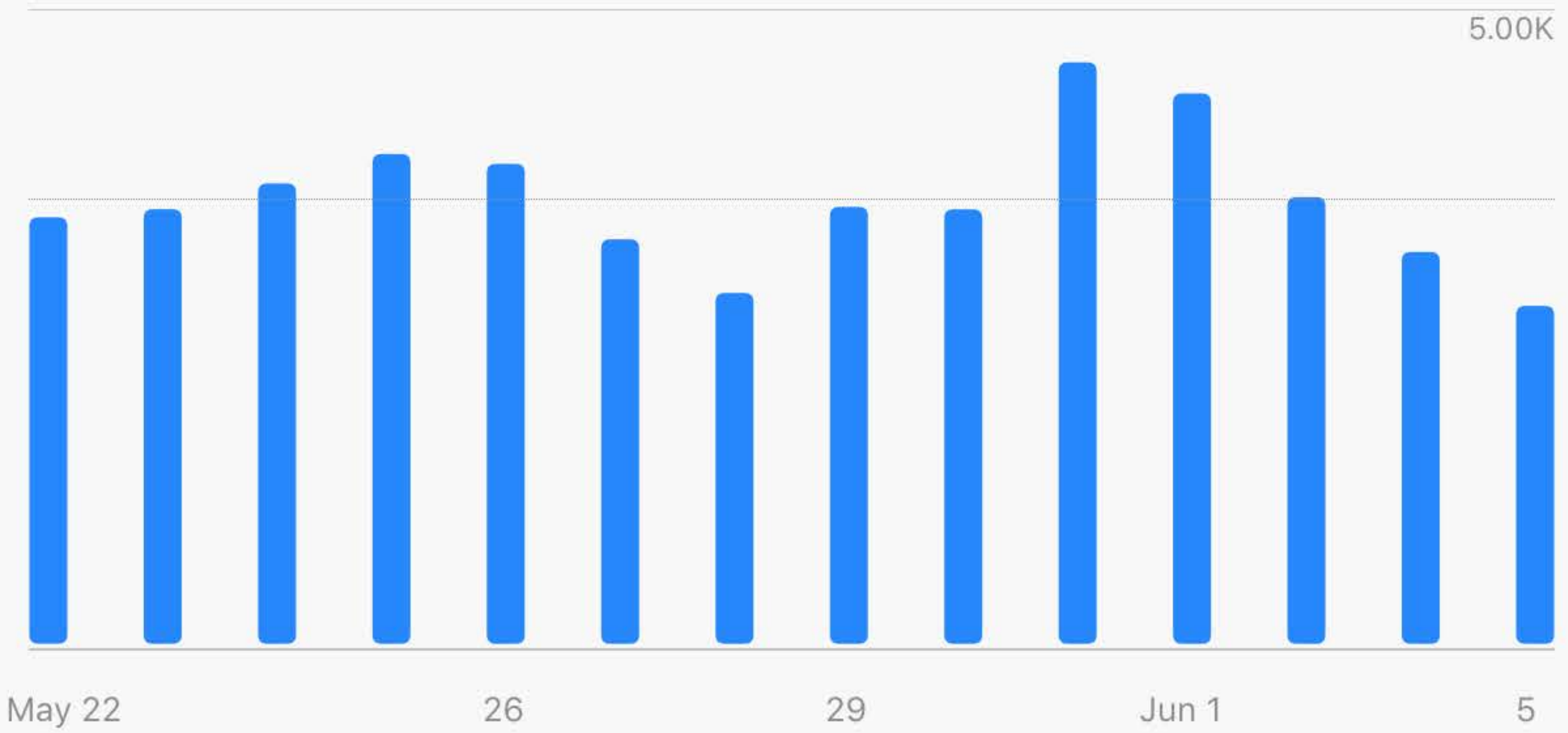
1D 7D 2W 5W 13W 26W



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Sunset Seeker

- iOS 3.1.1 Ready for Sale

Trends

Units

May 29 – June 5, 2018

Days Territories

China	▲ 159%	113K >
USA	▼ 53%	45.5K >
Japan	▲ 9.1%	4.90K >
Hong Kong	▲ 75%	4.21K >
UK	▼ 73%	3.68K >
Germany	▼ 68%	3.07K >
Canada	▼ 73%	1.96K >
Australia	▼ 69%	1.55K >
Italy	▼ 74%	1.54K >
France	▼ 75%	1.38K >
Russia	▼ 82%	1.26K >
Brazil	▼ 86%	1.19K >
Taiwan	▼ 49%	1.18K >



Available now

Free Trials for Paid Apps

NEW

Free Trials for Paid Apps

NEW

Paid App

Free Trials for Paid Apps

NEW

Free App

Free Trial

Pay to Unlock

Free app

Trial with free non-consumable IAP

Unlock with paid non-consumable IAP

Free Trials for Paid Apps

Guidelines

NEW

Free App

Free Trial

Pay to Unlock

Free IAP naming convention: 14-day Trial

Customer communication

- Free trial duration
- Cost to unlock
- Features or content lost when trial ends

New Feature Summary

NEW

New Feature Summary



NEW

App Store Connect API

New Feature Summary



NEW

App Store Connect API

Unified user management

New Feature Summary



NEW

App Store Connect API

Unified user management

App delivery on Linux

New Feature Summary



NEW

App Store Connect API

Unified user management

App delivery on Linux

TestFlight public links

New Feature Summary



NEW

App Store Connect API

Unified user management

App delivery on Linux

TestFlight public links

Sales and Trends overview

New Feature Summary



NEW

App Store Connect API

Unified user management

App delivery on Linux

TestFlight public links

Sales and Trends overview

App Store Connect for iOS

New Feature Summary



NEW

App Store Connect API

Unified user management

App delivery on Linux

TestFlight public links

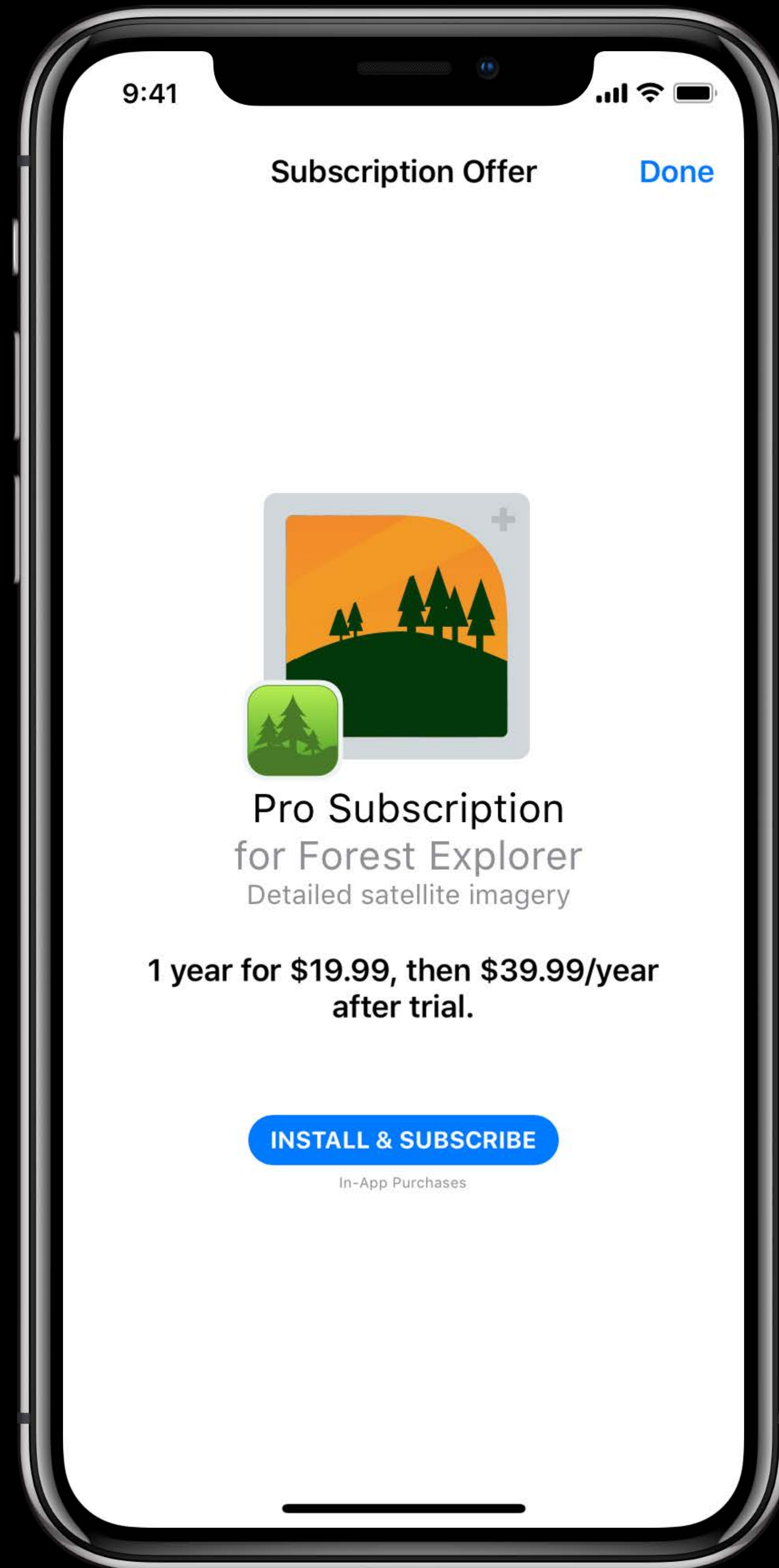
Sales and Trends overview

App Store Connect for iOS

Free trials for paid apps

Introductory Pricing and Pre-Orders

Introductory Pricing



Subscription Introductory Pricing

Free trial



Subscription Introductory Pricing

Pay up front



Subscription Introductory Pricing

Pay as you go

Introductory Price	Introductory Price	Introductory Price	Regular Price	Regular Price
Initial Purchase	1st Renewal	2nd Renewal	3rd Renewal	4th Renewal

Subscription Introductory Pricing

Pay as you go

Introductory Price	Introductory Price	Introductory Price	Regular Price	Regular Price
Initial Purchase	1st Renewal	2nd Renewal	3rd Renewal	4th Renewal

Best Practices and What's New with In-App Purchases

WWDC 2018

Engineering Subscriptions

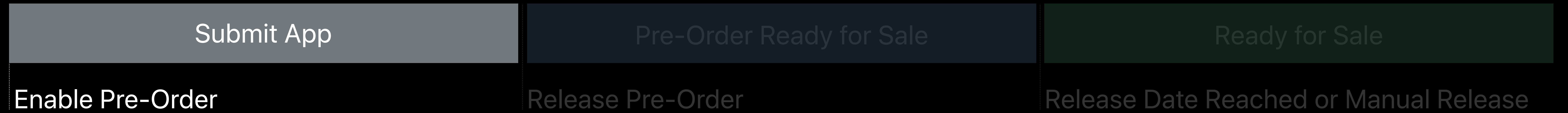
WWDC 2018

Pre-Orders



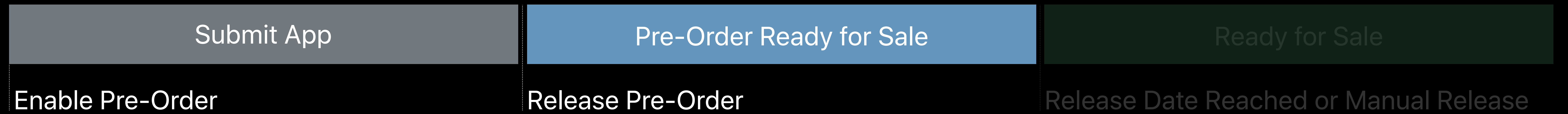
Pre-Orders

Timeline



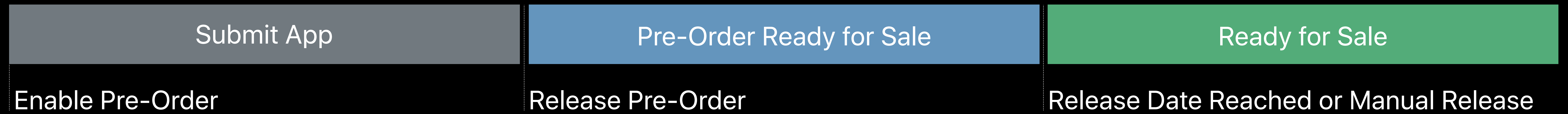
Pre-Orders

Timeline



Pre-Orders

Timeline



App Store Connect My Apps Forest Explorer Ailish Kimber Nature Lab

App Store Features TestFlight Activity App Analytics Sales and Trends

APP STORE INFORMATION

- App Information
- Pricing and Availability**

iOS APP

- 1.0 Pending Developer ...

tvOS APP

- 1.0 Pending Developer ...

+ VERSION OR PLATFORM

Pricing and Availability

[Release Pre-Order](#) [Save](#)

Price Schedule [All Prices and Currencies](#)

Price ?	Start Date ?	End Date ?
USD \$1.99 (Tier 1) Other Currencies	Starting Price	No End Date

[Plan a Price Change](#)

Pre-Orders

Pre-orders allow customers to buy your app in advance. On the release date, customers who pre-ordered your app will be charged for the purchase and notified of its availability. Only the first version of an app can be made available for pre-order. [Learn more.](#)

Make available for pre-order
Your app has been approved by App Review and can now be released as a pre-order to the App Store.

Release Date

Version Information

Available in all territories [Edit](#)

Version Purchase Program

- Available with a volume discount for educational institutions ?
- Available with no discount
- Available privately as a custom B2B app ?

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Pricing and Availability

[Release App Now](#) [Save](#)

i This app was made available as a pre-order on Jun 6, 2018, and is expected to release on Jun 24, 2018.

Price Schedule

[All Prices and Currencies](#)

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App Review Best Practices

App Review Best Practices

Keep contact information current

App Review Best Practices

Keep contact information current

Submit demo account information

App Review Best Practices

Keep contact information current

Submit demo account information

Use App Review notes

App Review Best Practices

Keep contact information current

Submit demo account information

Use App Review notes

Show customer experience in screenshots

App Review Best Practices

Keep contact information current

Submit demo account information

Use App Review notes

Show customer experience in screenshots

Explain permission requests

More Information

<https://developer.apple.com/wwdc18/301>

Automating App Store Connect

Hall 2

Thursday 3:00PM

App Store and App Store Connect Lab

Technology Lab 2

Thursday 3:30PM

App Store and App Store Connect Lab

Technology Lab 3

Friday 1:00PM

 **WWDC18**