App Store Resource Center

Ensure your app is ready | What to expect during review | App status | Availability date

Ensure your app is ready for the approval process

Read the Mac App Store Review Guidelines
Before you submit your app for approval, ensure that it follows the technical, design, and content specifications detailed in the Mac App Store Review Guidelines and Human Interface Guidelines. Apps that do not follow these guidelines will be returned for modification before they can be posted to the Mac App Store.
Read the Guidelines   View additional app review resources

Back to top

What to expect during the review of your app

Every app submitted to the App Store is reviewed in order to ensure it is reliable, performs as expected, and is free of explicit and offensive material. All aspects of your app must comply with the criteria outlined in the Mac App Store Review Guidelines and should conform to the Mac OS X Human Interface Guidelines.

After your app has been reviewed and approved, it will be set to the Ready for Sale state (or Pending Contract if your contracts are not yet in effect).

If an issue is discovered during the review of your app, you will be notified via email. You will find details regarding your app rejection in the Resolution Center, which can be accessed from both the App Summary page and the Version Details page in iTunes Connect.

From the Resolution Center, you will be able to see any specific App Review Guidelines that caused your app to be rejected, in addition to any further information provided by App Review. In addition, you can use the Resolution Center to ask App Review for clarification on your app rejection and continue to correspond about your rejected binary until you resubmit it for review, including any attachments such as screenshots. Once you resubmit your binary for review, you will be unable to communicate further with App Review via the Resolution Center.

If you feel your app was incorrectly rejected, you may submit an appeal to the App Review Board. Should you need code-level assistance in making modifications to your app, you can contact Apple Developer Technical Support. Visit the Support Center for details about requesting technical support.

Back to top

Check the status of your app in iTunes Connect

Once you've reviewed and submitted your app, you will be taken back to the Manage Your Applications page. Here you'll find the application name, version, date submitted, Apple ID, as well as the status of your application. There are 16 colored status indicators that can appear on the Manage Your Applications page after submitting an app. Log in to iTunes Connect

Prepare for Upload (Yellow)
Appears as the first status for your app. This status means that you should enter or edit metadata, screenshots, pricing, In-App Purchases, Game Center, iAd network settings, etc., to prepare your app for upload to the App Store.

Waiting for Upload (Yellow)
Appears when you've completed entering your metadata and indicated you are ready to submit your binary, however, you have not finished uploading your binary through Application Loader. Your app must be Waiting For Upload for you to be able to deliver your binary through Application Loader.

Waiting for Review (Yellow)
Appears after you submit a new app or update and prior to the app being reviewed by Apple. This status means that your app has been added to the app review queue, but has not yet started the review process. It takes time to review binaries and this state does not indicate that your app is currently being reviewed.

While your app is Waiting For Review, you can reject your binary to remove it from the Apple review queue and edit certain app information.

In Review (Yellow)
Appears when Apple is currently reviewing your app prior to the app being rejected or approved. Note that it takes time to review binaries. We appreciate your patience and ask that you allow sufficient time for the processing of your app.

Pending Contract (Yellow)
Appears when your application has been reviewed and is Ready for Sale but your contracts are not yet in effect. You may check the progress of your contracts in iTunes Connect by clicking on the Contracts, Tax & Banking information module.

Waiting For Export Compliance (Yellow)
Appears when your CCATS is in review with Export Compliance.

Upload Received (Yellow)
Appears when your binary has been received through Application Loader, but has not yet completed processing into the iTunes Connect system. If your app has been in the Upload Received state for more than 24 hours, you should contact iTunes Connect Support through the iTunes Connect Contact Us module.

Pending Developer Release (Yellow)
Appears when your app version has been approved by Apple and you have chosen to set your Version Release Control. Release it to the App Store when you are ready. To release your app to the App Store, click Release This Version button on the app's Version Details page within Manage Your Applications.

Processing for App Store (Yellow)
Appears when your binary is being processed and will be Ready For Sale within 24 hours.

Pending Apple Release (Yellow)
Appears when your app version will be held by Apple until the corresponding Apple iOS or OS version is released to the public.

Ready for Sale (Green)
Appears once your application been approved and posted to the App Store. When your application is in this status, you have the option to remove it from the store by going to the Rights and Pricing page and removing all App Store territories.

Rejected (Red)
Appears when the binary has not passed review. You will receive a communication from App Review in the Resolution Center regarding the reason for the rejection.

Metadata Rejected (Red)
Appears when specific metadata items aside from your binary have not passed review. To resolve the issue, you can simply edit the metadata in iTunes Connect and your existing binary will be re-used for the review process. You will receive a communication from App Review in the Resolution Center regarding the reason for the metadata rejection.

Removed from Sale (Red)
Appears when your app has been removed from the App Store.

Developer Rejected (Red)
Appears when you've rejected the binary from the review process. Existing versions of your application on the App Store will not be affected by self-rejecting binaries in review.

Important: When you self-reject your binary, you lose your place in the review queue. Your binary will be placed at the end of the queue when you resubmit.

Developer Removed from Sale (Red)
Appears when you've removed your application from the App Store.

Invalid Binary (Red)
Appears when your binary has been received through Application Loader but did not meet all requirements for upload. You will receive an email detailing the issue with your binary and how to resolve. Go into iTunes Connect and click Ready to Upload Binary again to set your app back to the Waiting For Upload state in order to resend through Application Loader with resolved binary.

Status Update notification email

You can opt-in to receive email notifications alerting you to a change in the status of your applications. Visit the Manage Users section of iTunes Connect, click Edit Profile, select the Notifications tab and click the Status Update box(es).

App Status History

You can view a log with the status history of your app within iTunes Connect. Once a change has been made to your app, a link titled "Status History" will appear with your app details in the Manage Your Applications section. Click the link to view a history of the status changes your app has gone through. You will also be able to see which user on your iTunes Connect account made the change, if the change was initiated by Apple, and the date and time the change was made.

Back to top

Determine the availability date of your app

You can set the date your application will be available for purchase on the App Store when you submit your binary. If your application has not been approved by Apple prior to this date, your application will go live as soon as it has been approved. This is a global date, and applies to all territories selected. If you change this date, it will apply to all versions of your application, not just the version where you are making the change. In addition, if you set this date in the future for the release of an update that is in review, you will remove any existing versions of this app from the App Store.

With the Version Release Control, you can control when an updated version of your app goes live, rather than have the version go live as soon as it is approved by App Review. You will be presented with the Version Release Control option as part of your Ready to Upload Binary questions. If you choose to use the Version Release Control, your app status will change to Pending Developer Release once it is approved by App Review, indicating that you can release it to the App Store whenever you are ready. When you're ready for your app update to go live on the App Store, you can do so by clicking Release This Version from the new app version's details page in iTunes Connect.

Prepare for App Submission   App Review Resources