iTunes Connect Developer Guide 7.2

2011-10-17

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Every effort has been made to ensure that the information in this document is accurate. Apple is not responsible for typographical errors.

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Contents

Introduction 8

Organization of this Document 8

About This Release 9

What's New in iTunes Connect Developer Guide version 7.2? 9

Before You Begin 10

Asset Specifications 10

App Binary and Small App Icons 10

Large App Icon 11

Screenshots for iPhone/iPod touch and iPad apps 13

Screenshots for Mac OS X apps 14

Signing Your Contract 15

Translating Your Metadata (optional) 15

Supplying Export Compliance Authorization 15

Preparing Additional Artwork (optional) 15

Setting Defaults Page 16

Overview of iTunes Connect 18

Logging into iTunes Connect 19

iTunes Connect Home Page 20

iTunes Connect Mobile App 20

Contact Us 21

Viewing Sales and Trend Information 23

Contracts, Tax, and Banking 26

Requesting a Contract 26

Extending a Contract 27
Providing Banking Information 27
Editing Banking Information 29
Providing Your Tax Information 29
Viewing Payments and Financial Reports 31
Managing Users 32
Setting Up an iTunes Connect User 32
Viewing and Editing Users 36
Adding New Apps 38
Preparing App for Binary Upload 38
App Information Entry 39
Set Territory Rights, Pricing and Availability 42
Scheduling Price Tier Changes in Advance 45
Supplying Version Information 46
App Summary Page Actions 62
Localizing Metadata, Keywords, and Screenshots 62
Adding a New Localization 63
Viewing Your Localizations 65
Deleting Your Localizations 66
Reviewing Your Version Summary 67
App Name Expiry 67
Ready to Upload Your Binary 68
Authorizing for Export and Indicating Legal Issues 69
Version Release Control 72
Application Loader Instructional Page 73
Using Application Loader 75
Managing Your Applications 79

Searching Your Apps 79
Checking the Status of an App 81
Viewing Rejection Details in the Resolution Center 85
Viewing Status History 87
Viewing Binary Details 88
Viewing Crash Reports 89
Fetching New Crash Reports 89
Viewing Customer Reviews 89
Rejecting Your Binary 90
Removing an App From Sale 90
Putting an App Back On Sale 91
Deleting an App 91

Editing and Updating App Information 93

Editing Version Information 93
Version Information Edit 94
Metadata Edit 96
Uploads Edit 97
EULA Edit 100
Manage Localizations 101
Editing App Information 104
Rights and Pricing 104
Manage In-App Purchases 108
Newsstand 109
Enabling Newsstand 109
Manage Newsstand 110
Atom Feed 113
Game Center 113
Manage Game Center 114
Editing Game Center Settings 123
Leaderboard and Achievement Status 131

iAd Network 132
Set Up iAd Network 132
iCloud Display Sets 135
Creating iCloud Display Sets 135
Manage Display Sets 137
Updating Your App Version 137
Requesting Promo Codes 141
Managing Your In-App Purchases 143
About In-App Purchase 143
Testing Your In-App Purchase 143
Creating a Test User 144
Using the Test Account for In-App Purchase Testing 145
Registering an In-App Purchase 146
Starting From the App Summary Page 147
Entering In-App Purchase Information 148
Creating Subscriptions 152
Testing Your In-App Purchases 164
Submitting Your In-App Purchase for Review by Apple 165
Tracking Your In-App Purchase Status 168
In-App Purchase Statuses 169
Editing Your In-App Purchases 170
Editing In-App Purchase Details 170
Deleting In-App Purchases 172
Best Practices 173
Use the App Store to Your Advantage 173
Discoverability 173
Compelling Artwork 176
Informative 179
Think Global 180

App Size Tips (For iOS Apps Only) 180
Additional Promotion Info 181
Promotional Artwork 181
Managing Your Applications 183
Appendix A: App Information Table 184
Appendix B: Game Center Info Table 187
Appendix C: Device Compatibility Matrix 188
Appendix D: App Store Territories 190
Appendix E: Revision History 191

Introduction

This document contains everything you need to get started with iTunes Connect: it outlines the app setup and delivery process and provides a step-by-step guide on how to use iTunes Connect to manage your iOS and Mac OS X apps on the App Store.

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale via the App Store. In iTunes Connect you will be able to check the status of your contracts, manage iTunes Connect and test users, obtain sales and finance reports, view app crash logs, request promotional codes, set up iAd Network and Game Center preferences, as well as add or manage app metadata, binaries, and In-App Purchases.

Organization of this Document

This guide is organized as follows:

- Before You Begin describes decisions you need to make and what you need to do before you begin.
- Overview of iTunes Connect provides an overview of the iTunes Connect modules and describes how to log in.
- Viewing Sales and Trend Information describes how to view and download daily and weekly App Store sales data reports for your apps.
- Contracts, Tax, and Banking describes how to request and enter into paid application agreements, provide required financial and tax information, and track the status of your iTunes agreements.
- Viewing Payments and Financial Reports describes how Admin and Finance users can download monthly financial reports.
- Managing Users explains the types of users you can set up and describes how to set up iTunes Connect users.
- Adding New Apps describes how to enter app metadata, set pricing and territories, add languages, and prepare your app for binary upload to the App Store.
- Using Application Loader describes how to upload your binary once your app is Waiting for Upload.
- Managing Your Applications describes how to check the status, reject your binary, remove an app from sale, view crash logs, delete an app from iTunes Connect, among other things.
- Editing and Updating App Information describes how to make changes to your app and create a version update.
- Requesting Promotional Codes describes how to request promotional codes that you can use for promotional purposes to provide interested parties with a free copy of your app.
- Managing Your In-App Purchases describes how to embed a store directly within your app so you can sell additional content.
- Manage Game Center describes how to enable your app for Game Center testing and how to set up your Leaderboard and Achievements.
- Using the iAd Network describes the iAd Network, which you can use to easily incorporate iAd ads into your apps. You can also monitor performance and track revenue.
- Best Practices describes guidelines to get the most out of the App Store and increase the success of your app.

About This Release

Date/Version	Changes Made
10-17-2011 — Version 7.2	Support for Free Subscriptions. Updates to Device Compatibility Matrix.

For a complete revision history, see Appendix D: Revision History.

What's New in iTunes Connect Developer Guide version 7.2?

- Support for Free Subscriptions. Free Subscriptions are a way for developers to put free subscription content in Newsstand. Once a user signs up for a free subscription, it will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps.
- Updates to Device Compatibility Matrix to include iPhone 4S.

Before You Begin

This chapter covers decisions you need to make and what you need to do before you begin.

Asset Specifications

To submit your app through iTunes Connect and get it posted on the App Store successfully, make sure you have the following:

- app binary
  - iOS binaries: Includes 57px and an optional 114px hi-res icon for iPhone and iPod touch or a 50px and 72px icon for iPad
  - Mac OS X binaries: Includes at least a 512x512px and 128x128px icon
- large 512px icon for use on the desktop App Store (for iOS apps only)
- screenshot(s)
- contract information
- export compliance information
- app metadata

Optional items to prepare include:

- additional screenshots
- localized metadata for the sale of your app in other countries
- promotional graphics

Each of these requirements is described below.

App Binary and Small App Icons

Keep the file size as small as possible, both for ease of upload through iTunes Connect, and for the end-user's purchase experience. The binary must be a zipped file, and pass a code sign check upon upload in iTunes Connect.

iPhone and iPod touch: If you are uploading an app to run on iPhone and iPod touch, the binary must include an icon that is 57x57 pixels, which will be displayed on the home screen and the App Store when viewed from the iPod touch and iPhone. You can also optionally include a hi-res icon that is 114x114 pixels to take advantage of the Retina display on iPhone 4.

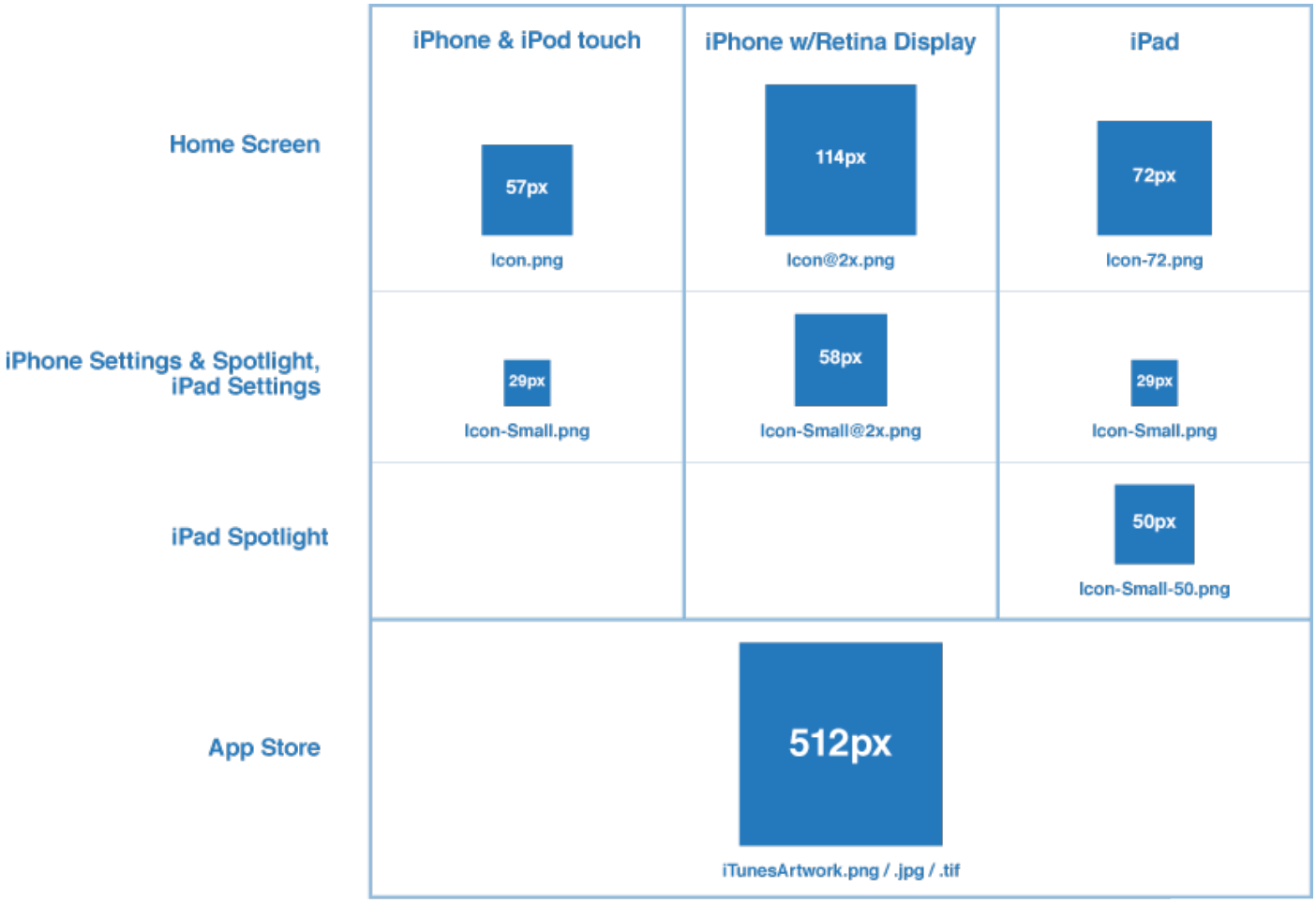
iPad: If you are uploading an app to run on iPad, the binary must include two icons: one that is 50x50 pixels and one that is 72x72 pixels, which will be displayed on the iPad home screen and the App Store when viewed on the iPad.

Mac OS X: If you are uploading a Mac OS X app, the binary must include a 512x512 pixel and 128x128 pixel icon

Large App Icon

The large icon requirements apply to both iPhone/iPod touch apps as well as iPad. The large icon for Mac OS X apps will be included in the binary, while the large icon for iOS apps will be provided separately. This large icon will be displayed for your app on the desktop App Store and, if necessary, will be used to feature your app on the App Store.

To be considered for a feature on the App Store, you must provide attractive, original icons. All icons for iOS apps, small and large, must meet the following requirements respectively:



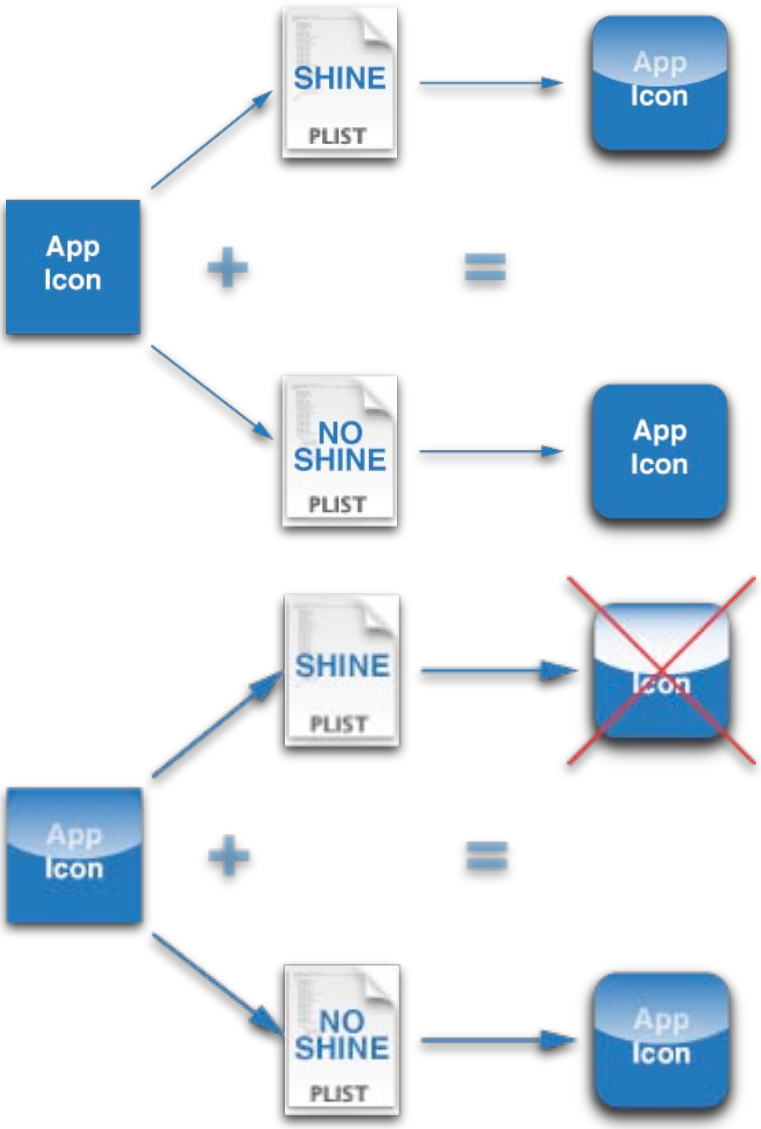
72ppi, RGB, flattened, no transparency
24bit PNG image file format for all images smaller than 512px
High quality JPEG, TIFF or 24bit PNG image file format for 512px image

Do not scale-up smaller artwork, as this could appear pixelated and blurry. ZIP-compressed TIFF images are not supported and will cause issues with your app's display on the App Store.

We will respect the shine parameter (`UIPrerenderedIcon` key) within your submitted binary for the device home screen, the App Store, as well as the App Store on the device. Be sure to correctly specify the desired shine to get the intended final results.

Note: The shine parameter will not be respected for Mac OS X app icons.

Here's an example of what should be submitted, and the final icons:

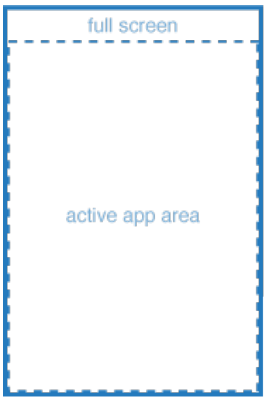


Screenshots for iPhone/iPod touch and iPad apps

The first screenshot you upload in iTunes Connect will be used as the main screenshot visible on your app product page on the desktop App Store, and the device App Store when viewed on the iPhone, iPod touch and/or iPad. For best results, do not include the iPhone or iPad status bar in your screenshots, and follow these requirements:

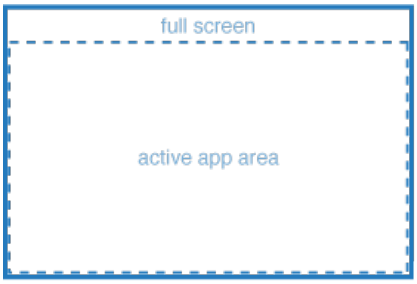
iPhone and iPod touch:

Portrait Mode — will display on both the desktop App Store and the device App Store as uploaded in portrait mode. ZIP-compressed TIFF images are not supported and will cause issues with your app's display on the App Store. Hi-res portrait screenshots are also accepted to take advantage of the Retina display on iPhone 4. Those dimensions are 640x920 Minimum and 640x960 Maximum.



320x460px Minimum
320x480px Maximum
640x920px Minimum (iPhone w/Retina Display)
640x960px Maximum (iPhone w/Retina Display)
72ppi, RGB, flattened, no transparency
High quality JPEG, TIFF or PNG image file format
Please do not include the iPhone status bar

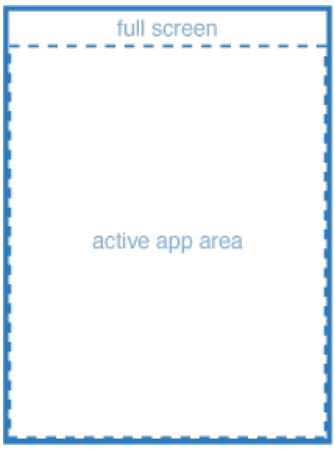
Landscape Mode — will only display on the desktop App Store as uploaded in landscape mode. To view a landscape mode screenshot on the device App Store, users will have to rotate their iPhone to view landscape. Hi-res landscape screenshots are also accepted to take advantage of the Retina display on iPhone 4. Those dimensions are 960x600 Minimum and 960x640 Maximum.



480x300px Minimum
480x320px Maximum
960x600px Minimum (iPhone w/Retina Display)
960x640px Maximum (iPhone w/Retina Display)
72ppi, RGB, flattened, no transparency
High quality JPEG, TIFF or PNG image file format
Please do not include the iPhone status bar

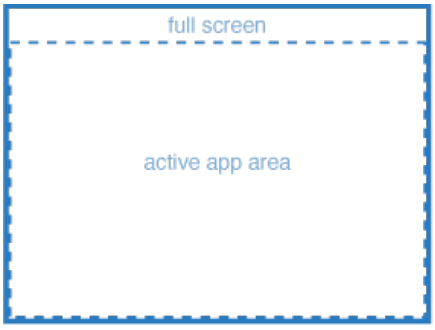
iPad

Portrait Mode — will display on both the desktop App Store and the device App Store as uploaded in portrait mode. ZIP-compressed TIFF images are not supported and will cause issues with your app's display on the App Store.



768x1004px Minimum
768x1024px Maximum
72ppi, RGB, flattened, no transparency
High quality JPEG, TIFF or PNG image file format
Please do not include the iPad status bar

Landscape Mode — will only display on the desktop App Store as uploaded in landscape mode. To view a landscape mode screenshot on the device App Store, users will have to rotate their iPad to view landscape.



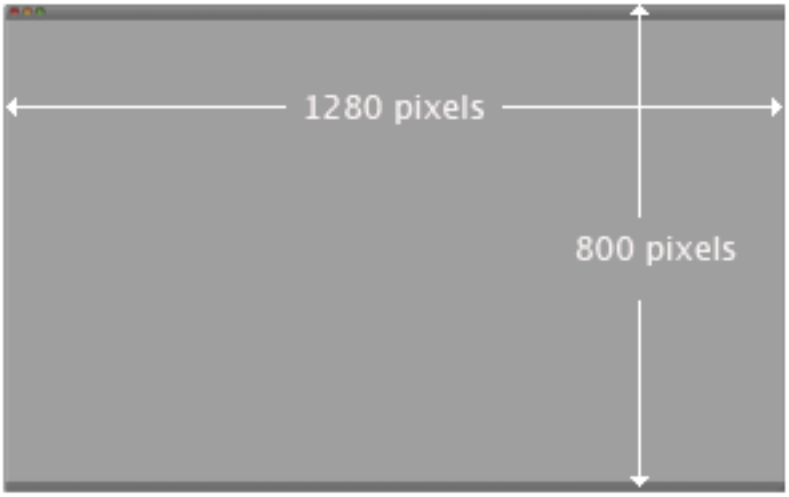
1024x748px Minimum
1024x768px Maximum
72ppi, RGB, flattened, no transparency
High quality JPEG, TIFF or PNG image file format
Please do not include the iPad status bar

Additional Screenshots (optional)

Up to four additional optional screenshots can be displayed along with the first screenshot on the app product page. These may be resized within the store to fit the space provided. For best results, follow the same requirements as above.

Screenshots for Mac OS X apps

The first screenshot you upload in iTunes Connect will be used as the main screenshot visible on your app product page on the desktop Mac App Store. Screenshots should have a 16:10 aspect ratio, be 1280x800 or 1440x900 and must be a high quality .jpeg, .jpg, .tif, .tiff, or .png file in the RGB color space. ZIP-compressed TIFF files are not acceptable. For best results, follow these requirements:



Signing Your Contract

If you plan on selling your app, you need to have your paid commercial agreement in place so that it can be posted to the App Store. Your app will not be posted to the App Store until your commercial agreement is signed. If your app is free, you've already entered into the freeware distribution agreement by being accepted into the Apple Developer Program, however, there is still a contract setup that free app contracts will need to go through before your app will go live in the App Store. If you wish to host iAd ads within your iOS apps using iOS 4, you will need to have your iAd Network agreement in place. See Contracts, Tax, & Banking Information for details.

Translating Your Metadata (optional)

If you're planning on marketing your app to regions outside the U.S., you should have your metadata translated. You can enter additional translations into iTunes Connect and have them appear in various corresponding storefronts. You should have this ready when you log in to iTunes Connect to add your app. The Localizing Metadata, Keywords and Screenshots section lists the type of information you'll need to translate.

Supplying Export Compliance Authorization

Export laws require that products containing encryption be properly authorized for export. You will be asked a series of questions regarding app encryption once you indicate you are ready to submit your binary and anytime you update the binary after that. Based on the answers to these questions, you may need to provide a PDF copy of the commodity classification ruling (CCATS) confirming classification of the app.

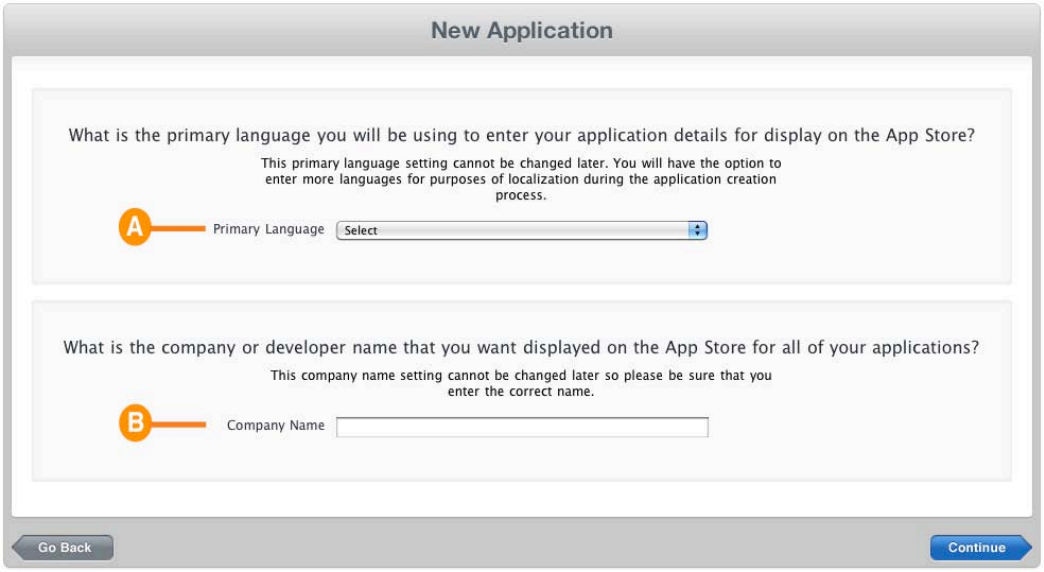
Preparing Additional Artwork (optional)

Although you won't be submitting additional artwork in iTunes Connect, it's a good idea to have high-quality layered artwork with a title treatment for your app on hand. If your app is chosen by iTunes to be featured, you will be contacted by Worldwide Developer Relations, and asked for additional artwork to feature your app on the App Store. This quality artwork and title treatment could then be used by our design team to create small posters to feature your app more prominently on the App Store. See Promotional Artwork in the Best Practices chapter.

Setting Defaults Page

The first time you choose to add a new app in iTunes Connect, you will be presented with the Settings Defaults page. This page allows you to set your defaults for each new app you add to your developer account for distribution on the App Store.

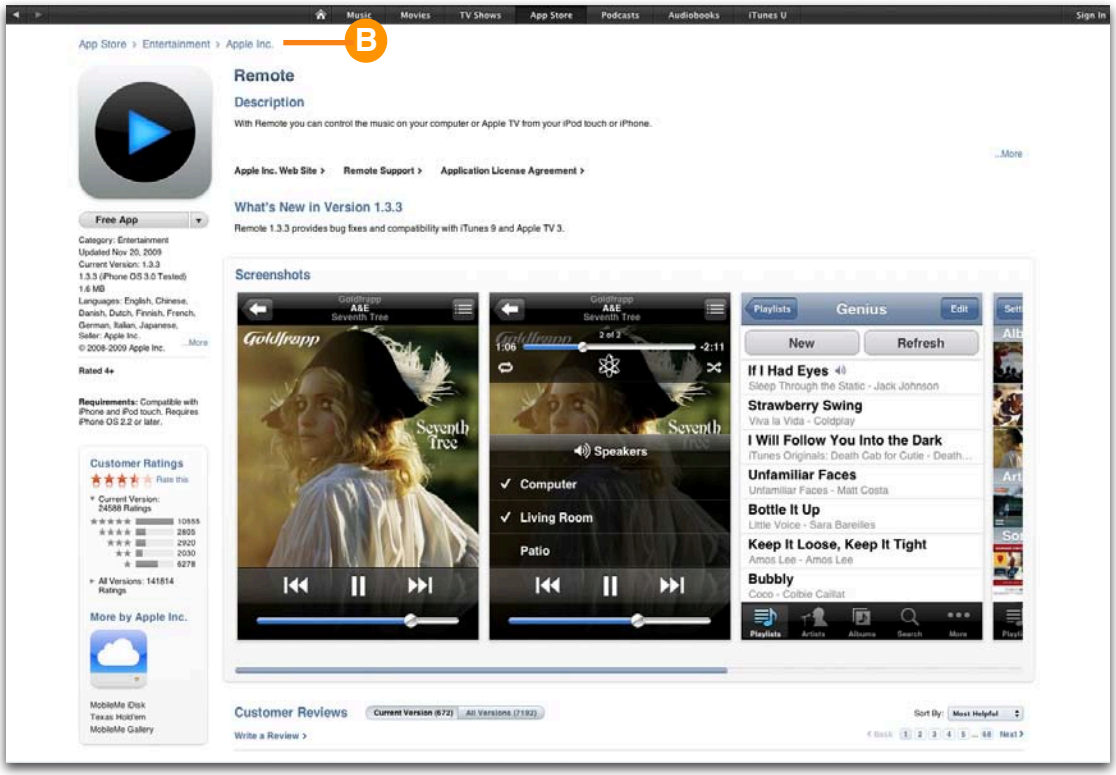
IMPORTANT: Your primary language and company name cannot be edited once submitted on this page. The settings will apply to all apps added to your account. Be sure these settings are correct before continuing. Do not include Apple trademarks.



A) **Primary Language** – the language in which you will be uploading your metadata. For example, if you select French from the drop down, we expect that you will be uploading your metadata and assets in French. Subsequently, your metadata and assets entered in French will display in all App Stores worldwide unless you specify individual localizations. Your primary language applies to all apps delivered under your developer account.

IMPORTANT: The primary language you select here will not display in the App Store under Languages. The information that displays on the App Store is set in your binary.

B) **Company Name** – the company name that will be displayed on the App Store. For example, "Cyberinteractive" seen above in iTunes Connect, refers directly to the name that will appear in the upper left hand corner of your product page in the App Store. Your company name is a key piece of organizational metadata for your apps on the App Store because when customers click on this name, they will be led to a page that contains all currently live apps sent through your developer account.


Music
Movies
TV Shows
App Store
Podcasts
Audiobooks
iTunes U
Sign In
App Store › Entertainment › Apple Inc.
B
Remote
Description
With Remote you can control the music on your computer or Apple TV from your iPod touch or iPhone.
...More
Apple Inc. Web Site ›
Remote Support ›
Application License Agreement ›
What's New in Version 1.3.3
Remote 1.3.3 provides bug fixes and compatibility with iTunes 9 and Apple TV 3.
Free App
Category: Entertainment
Updated Nov 20, 2009
Current Version: 1.3.3
1.3.3 (iPhone OS 3.0 Tested)
1.6 MB
Languages: English, Chinese, Danish, Dutch, Finnish, French, German, Italian, Japanese,
Seller: Apple Inc.
© 2008-2009 Apple Inc.
...More
Rated 4+
Requirements: Compatible with iPhone and iPod touch. Requires iPhone OS 2.2 or later.
Customer Ratings
Rate this
Current Version: 24588 Ratings
10555
2805
2920
2030
6278
All Versions: 141814 Ratings
More by Apple Inc.
MobileMe iDisk
Texas Hold'em
MobileMe Gallery
Screenshots
Goldfrapp
A&E
Seventh Tree
Speakers
Computer
Living Room
Patio
Playlists
Genius
Edit
New
Refresh
If I Had Eyes
Sleep Through the Static - Jack Johnson
Strawberry Swing
Viva la Vida - Coldplay
I Will Follow You Into the Dark
iTunes Originals: Death Cab for Cutie - Death...
Unfamiliar Faces
Unfamiliar Faces - Matt Costa
Bottle It Up
Little Voice - Sara Bareilles
Keep It Loose, Keep It Tight
Amos Lee - Amos Lee
Bubbly
Coco - Colbie Caillat
Customer Reviews
Current Version (672)
All Versions (7192)
Sort By: Most Helpful
Write a Review ›

Overview of iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale via the App Store. In iTunes Connect you will be able to check the status of your contracts, manage iTunes Connect and test users, obtain sales and finance reports, view app crash logs, request promotional codes, set up iAd Network and Game Center preferences, as well as add or manage app metadata, binaries, and In-App Purchases.

iTunes Connect is divided into modules you use to access reports, set up users, and manage your apps. It also includes a module for contacting the correct Apple representative.

What you can do in iTunes Connect depends on your user role. For example, Admin users can do more than other types of users.

Depending on the roles and access permissions assigned to you, the icons displayed may vary.

Module	Description
	View reports that show sales and trends over time. See the App Store Sales and Trend Reports Guide to learn more about reading your sales and trend reports.
	Accept the terms of the App Store Paid Applications or iAd Network Contract. Download a PDF copy of your contract.
	View and download your monthly financial reports and payments. See the Financial Reports Guide to learn how to view your available monthly Financial Report earnings, amount owed and last payment.
	Add and delete your iTunes Connect users or test users, and change a user's role.
	Add, view, and manage your apps in the App Store.
	Create and manage In-App Purchases for your apps..

Module	Description
	View ad performance and manage the ads that appear in your apps. **Note:** This module appears only if you have agreed to the iAd Network contract and if you have enabled at least one app for iAd rich media ads.
	Request codes that can be given to customers to download your app for free on the App Store.
	Get answers to your questions and submit a Contact Us form to the proper Apple representative.

iTunes Connect is also available as a mobile app, which you can download from the iTunes Connect Home page. See iTunes Connect Mobile App.

Logging into iTunes Connect

Before you can use iTunes Connect, you must have a user account. When you enrolled in the Apple Developer Program, you created an Apple ID and password. This account is set up as your company's Apple Developer Program Team Agent and has been given initial access to iTunes Connect. This account has full privileges. You use this account to log in, and you can later create other users (see Setting Up an iTunes Connect User).

To log in:

1. Locate the link to iTunes Connect on the Member Center tab within the iOS or Mac Dev Center or go to the following URL:

   https://itunesconnect.apple.com

2. Enter your Apple ID and your password and click **Sign In**.

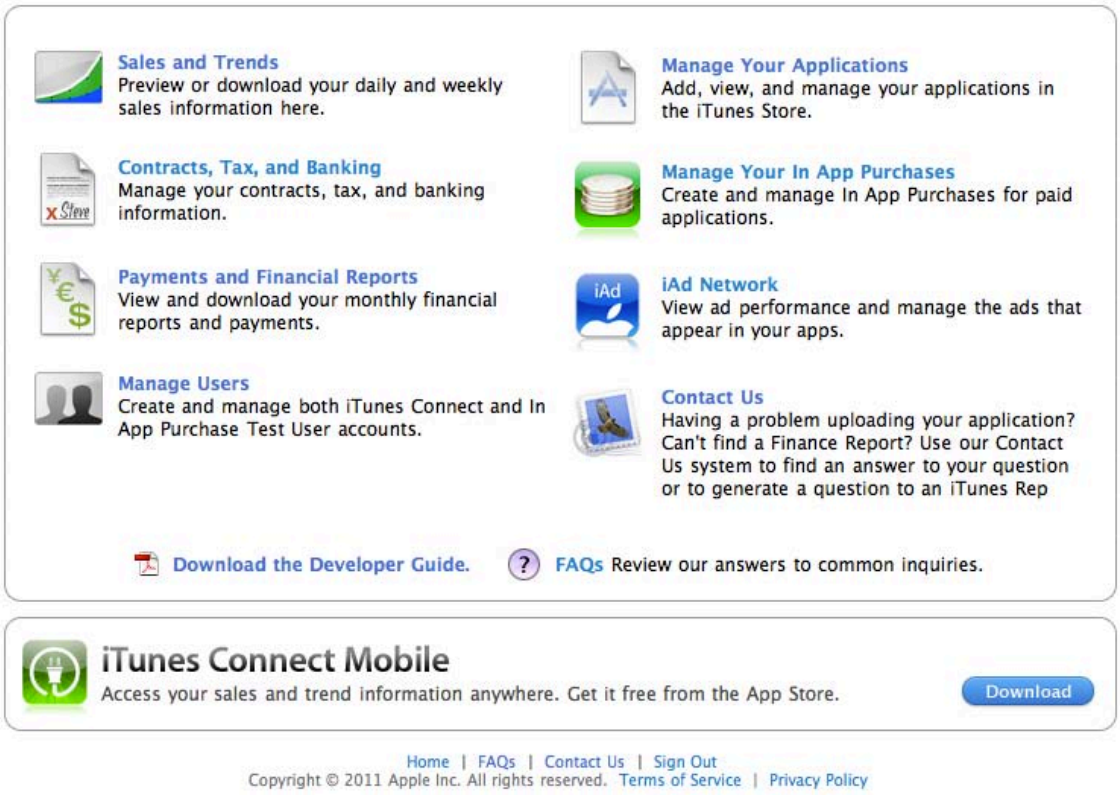
To change your password if it is lost or forgotten:

1. Enter your email address as the Apple ID and click **Forgot Password...** This guides you through a process to reset your password.

Once you have logged in, you'll be routed to the iTunes Connect Home page. See the next section.

iTunes Connect Home Page

The iTunes Connect Home page allows you to manage contracts, reports, user accounts, and apps.



Tip: You can return to the iTunes Connect Home page at any time by clicking **Home** at the bottom of each page:

Each module is covered in detail in the following chapters.

iTunes Connect Mobile App

The iTunes Connect Mobile app (referred to as iTC Mobile) is an extension of iTunes Connect that presents you sales and trend information on your apps. The underlying unit data is the same information that continues to be available to you in the Sales and Trends module in iTunes Connect.

You can view your aggregated unit sales information by product line (e.g. paid apps, free apps, in-app purchasing), market (e.g. US, France) and individual product. The information is displayed in graphs and text over selectable periods of time.

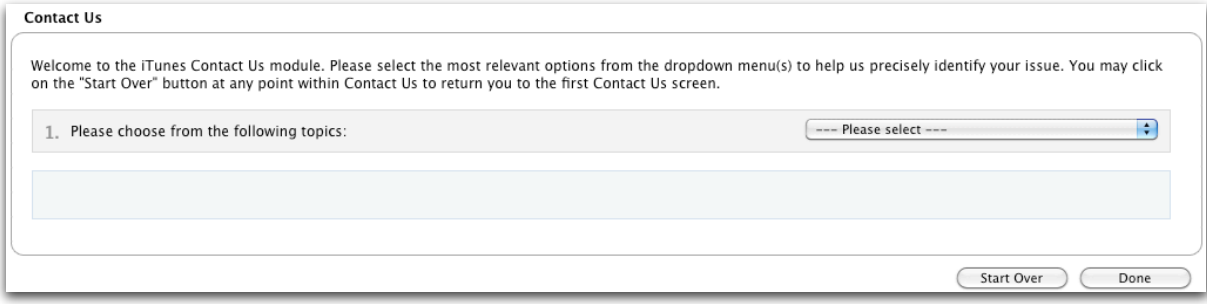
The app helps you manage your business and make informed decisions using information provided on your mobile device.

iTunes Connect Mobile can be downloaded from the iTunes Connect Home page. The download link will take you to iTunes Connect Mobile on the App Store your download however, iTC Mobile cannot be searched for directly in the App Store. Only Admin, Finance and Sales users can access iTunes Connect Mobile.

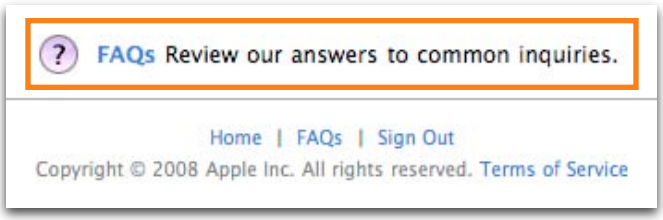
For instructions on how to use the iTC Mobile app, see the iTunes Connect Mobile User Guide.

Contact Us

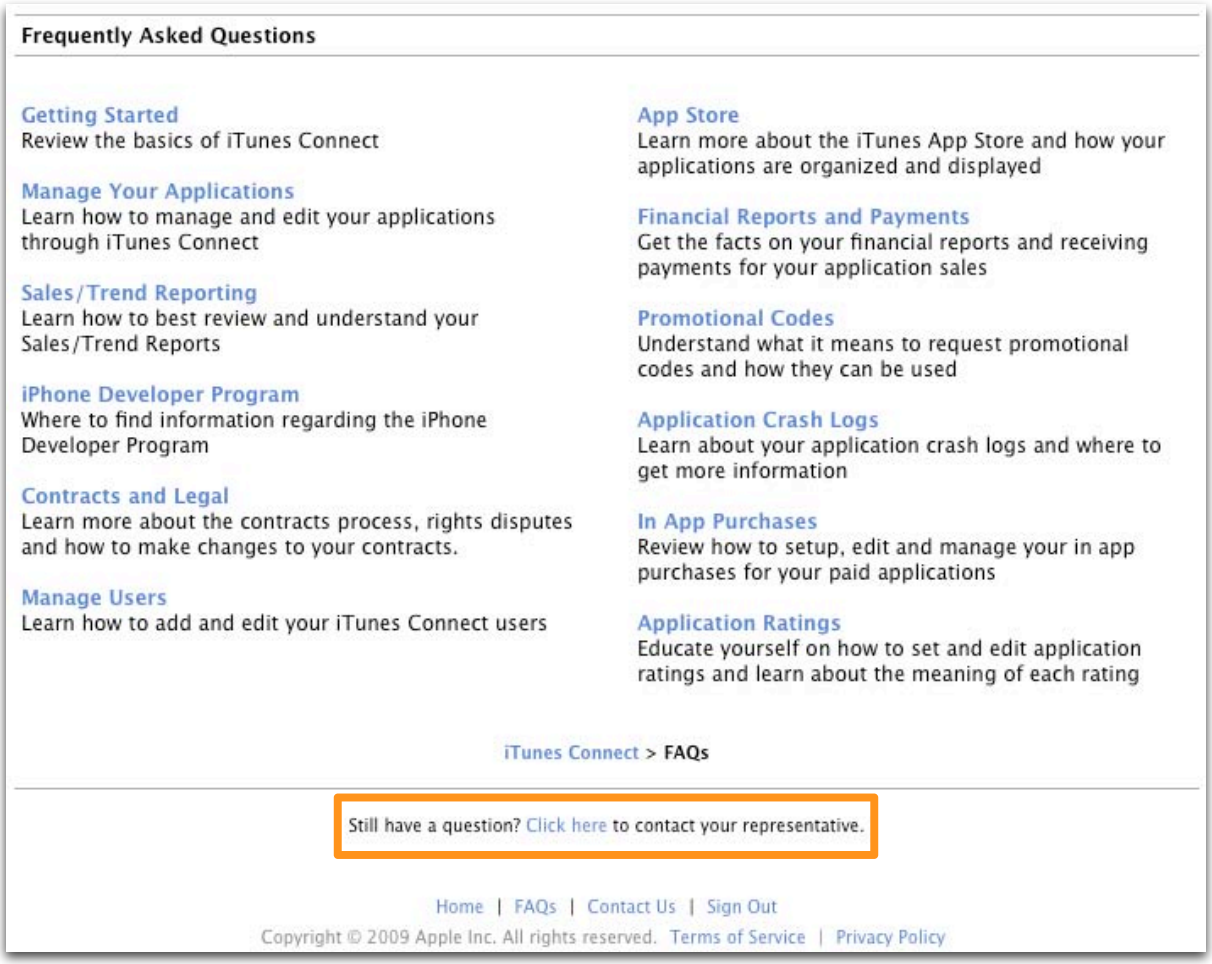
Contact Us is a series of drop-down menus and options that help you precisely identify any issues. You will be directed to FAQs related to your question and Contact Us forms that will be sent to the appropriate Apple representative.

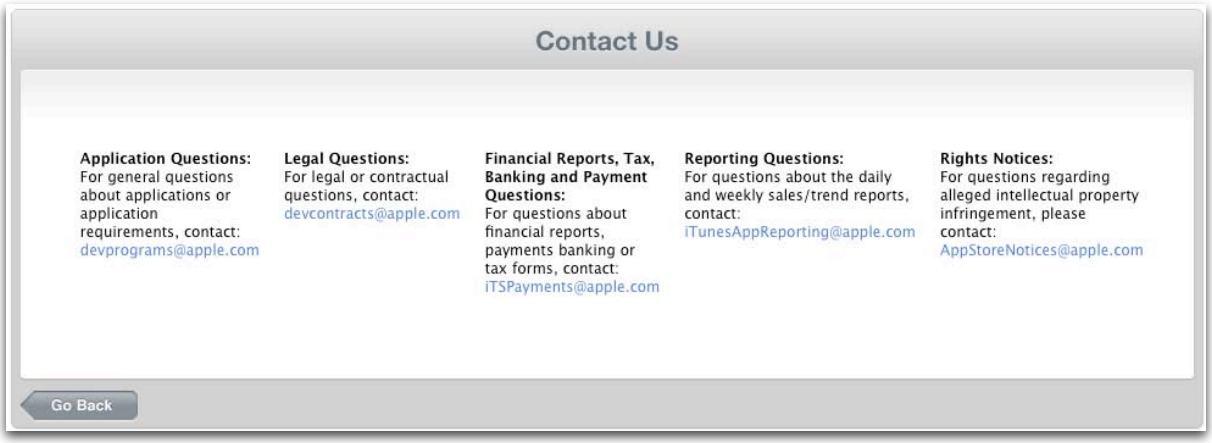


You can get to the basic FAQs page by clicking the link on the iTunes Connect Home page.



If you have a question that is not addressed in the FAQs or Contact Us sections, you will find a link at the bottom of the FAQs page with the email address for your Worldwide Developer Customer Support and iTunes representatives.





Viewing Sales and Trend Information

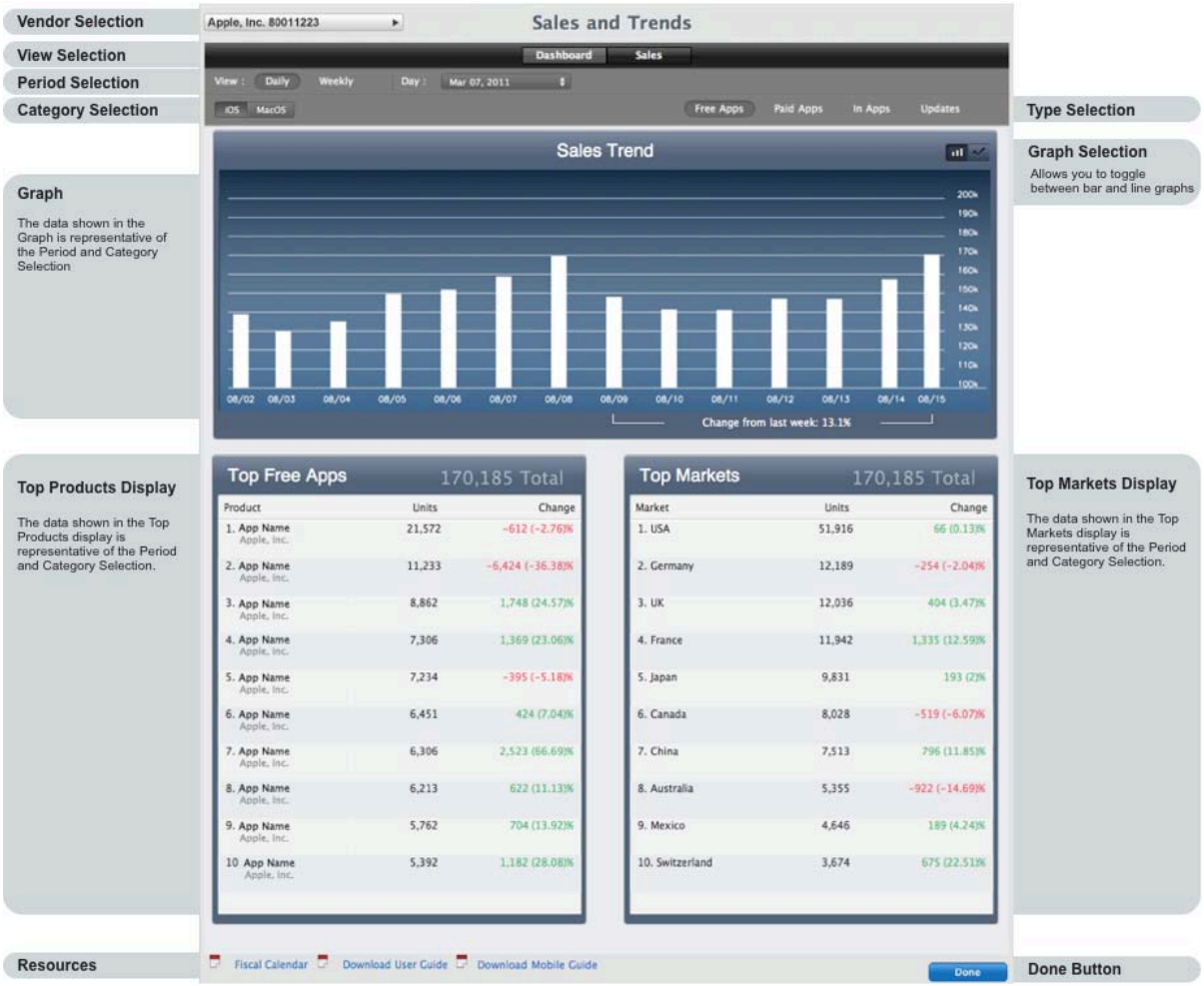
From iTunes Connect, you can download daily and weekly App Store sales data reports for your apps. iTunes Connect allows you to access your data in graph, preview, or report form.

For a detailed overview of reporting, download the *iTunes Connect Sales and Trends Guide* by clicking on the **User Guide** link from within the Sales and Trend module:

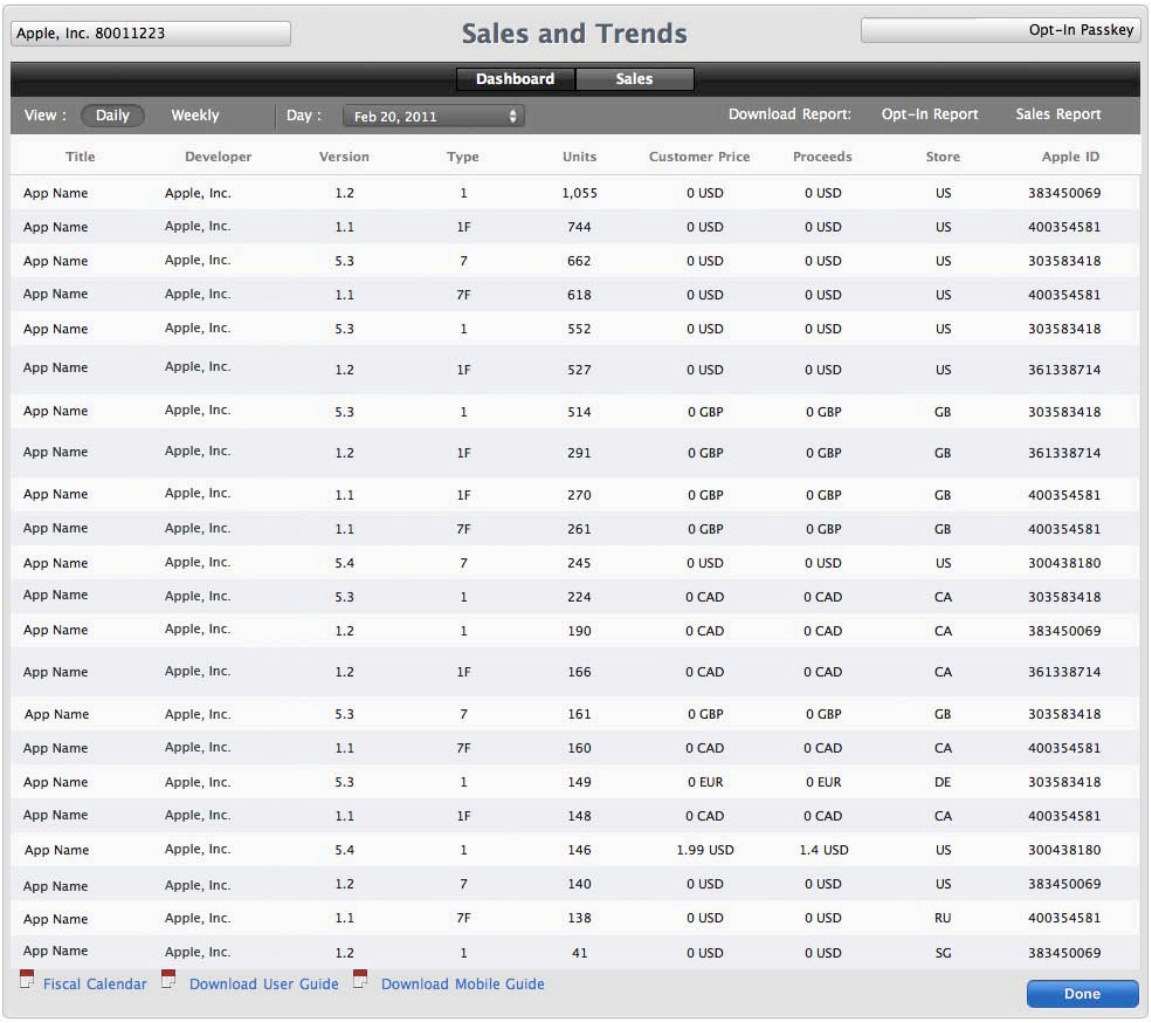
To generate your sales and trends reports:

1. Click the Sales and Trends icon on the iTunes Connect Home page.

2. The dashboard will display the most recent daily data available.



3. The Sales view lets you preview up to 50 transactions, summarized and sorted by the number of units. In this view you can also download daily and weekly reports for additional processing. If your apps have auto-renewable subscriptions, you can download contact information for customers who have elected to "opt-in" to personal information sharing.



Title	Developer	Version	Type	Units	Customer Price	Proceeds	Store	Apple ID
App Name	Apple, Inc.	1.2	1	1,055	0 USD	0 USD	US	383450069
App Name	Apple, Inc.	1.1	1F	744	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	7	662	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.1	7F	618	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	1	552	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.2	1F	527	0 USD	0 USD	US	361338714
App Name	Apple, Inc.	5.3	1	514	0 GBP	0 GBP	GB	303583418
App Name	Apple, Inc.	1.2	1F	291	0 GBP	0 GBP	GB	361338714
App Name	Apple, Inc.	1.1	1F	270	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	1.1	7F	261	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	5.4	7	245	0 USD	0 USD	US	300438180
App Name	Apple, Inc.	5.3	1	224	0 CAD	0 CAD	CA	303583418
App Name	Apple, Inc.	1.2	1	190	0 CAD	0 CAD	CA	383450069
App Name	Apple, Inc.	1.2	1F	166	0 CAD	0 CAD	CA	361338714
App Name	Apple, Inc.	5.3	7	161	0 GBP	0 GBP	GB	303583418
App Name	Apple, Inc.	1.1	7F	160	0 CAD	0 CAD	CA	400354581
App Name	Apple, Inc.	5.3	1	149	0 EUR	0 EUR	DE	303583418
App Name	Apple, Inc.	1.1	1F	148	0 CAD	0 CAD	CA	400354581
App Name	Apple, Inc.	5.4	1	146	1.99 USD	1.4 USD	US	300438180
App Name	Apple, Inc.	1.2	7	140	0 USD	0 USD	US	383450069
App Name	Apple, Inc.	1.1	7F	138	0 USD	0 USD	RU	400354581
App Name	Apple, Inc.	1.2	1	41	0 USD	0 USD	SG	383450069

IMPORTANT: iTunes will not store or regenerate the data after the periods above expire; you will need to download and store this data on a regular basis.

4. To download a report (as a tab delimited zipped text file), select a period and then click Download.

   If you are using Mac OS X, the report will be downloaded and opened automatically. If you are using a Windows OS, you will need to download an application (for example, WinZip) to decompress the .gz file prior to use.

Note: These reports are Sales and Trends reports and should not be used as substitutes for monthly financial reports (which are available in the Financial Reports module). Moreover, since daily and weekly reports are snapshots of App Store live data, they will not directly reconcile with financial reports.

To gain access to Sales and Trends reports, a user must be defined as an Admin or Finance user. For instructions on how to define user roles, see Managing Users, below.

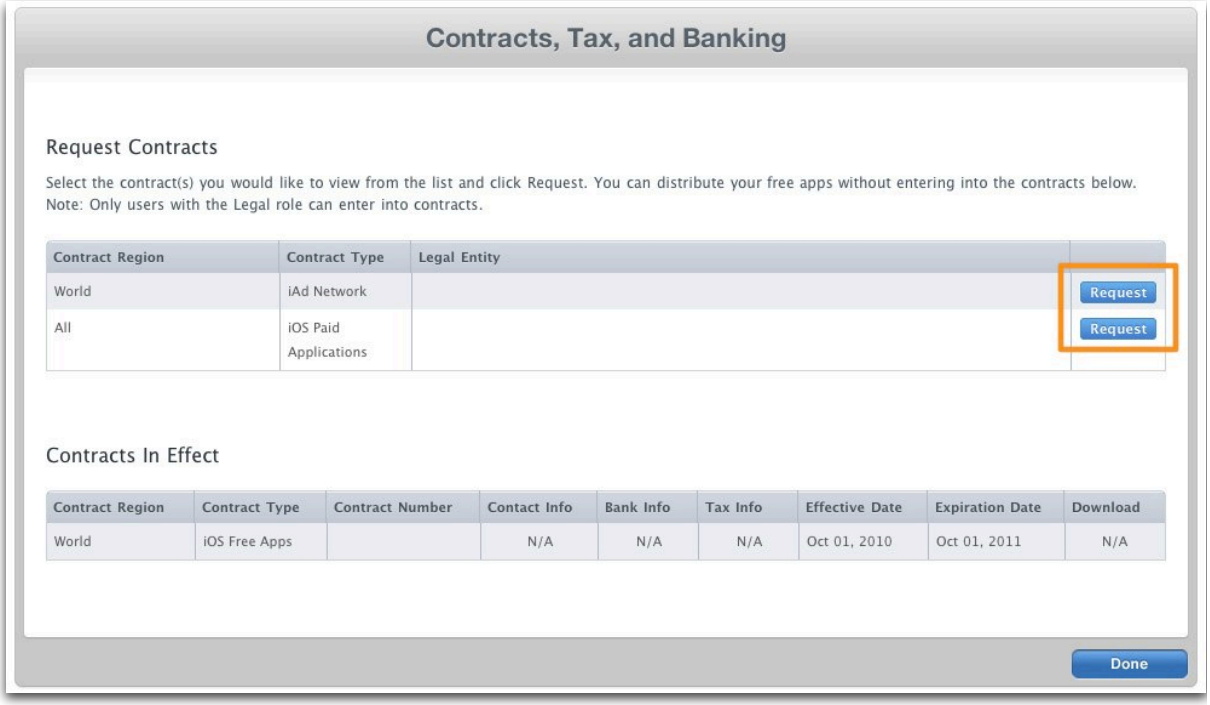
Contracts, Tax, and Banking

Use the Contracts module to request and enter into paid application agreements, provide required financial information relating to iTunes developer payments and tax withholdings, and track the status of your iTunes agreements.

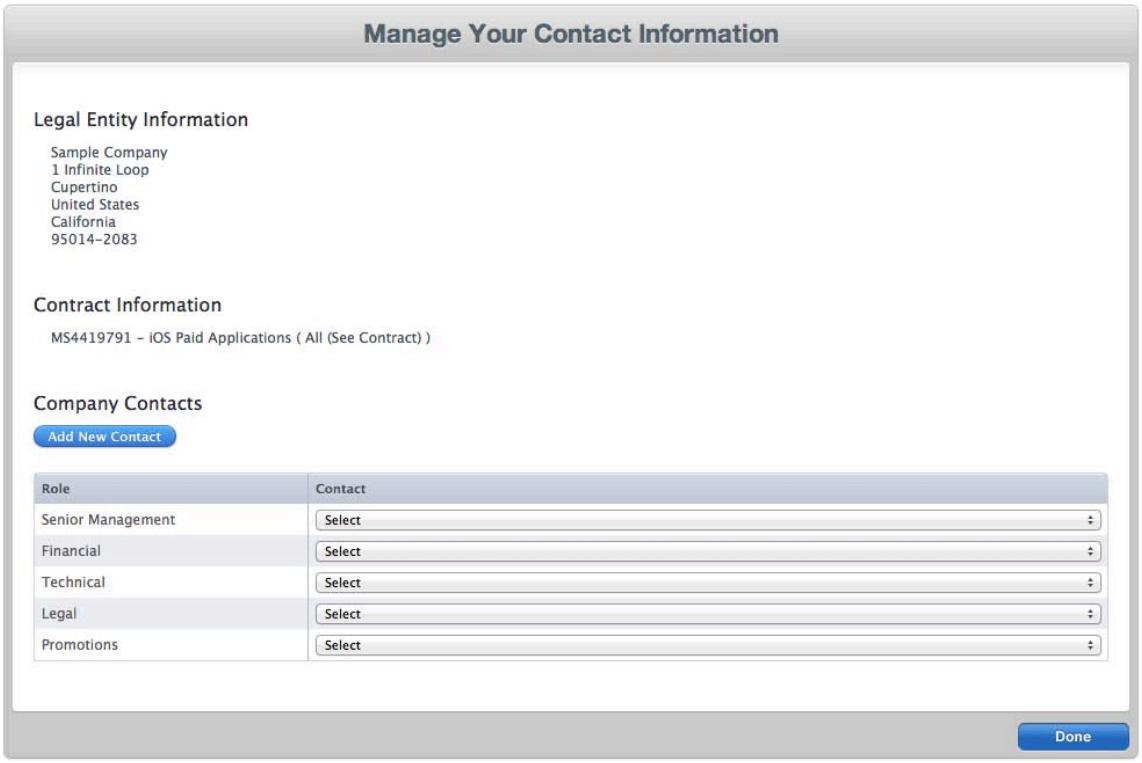
If you wish to distribute your Mac OS X apps to the Mac App Store, you will need to enroll in the Mac Developer Program here: http://developer.apple.com/devcenter/mac. Once you are registered, you will be able to distribute Free Mac OS apps. If you wish to request a Paid Mac OS X Apps contract, you can do so in iTunes Connect once you are a registered Mac Developer.

Requesting a Contract

A list of available new contracts can be found at the top of the screen, in the Request New Contracts section. To generate and enter into a new contract, a Legal user must select **Request** next to the desired contract.



Before a new contract is generated, iTunes Connect validates your Legal Entity Information. Your Legal Entity Name, provided while signing up on the iOS Developer Provisioning Portal, is the name displayed on the App Store as the "Seller."

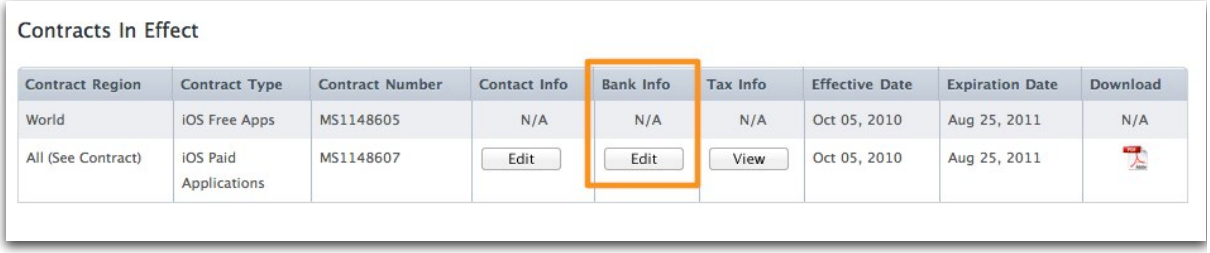


Extending a Contract

Extending your contracts must be initiated through the Apple Developer Provisioning Portal and will automatically be applied to your contract reflected on iTunes Connect. Once you notice that your contract expiration date is approaching, it is recommended to click through the contract renewal in the Apple Provisioning Portal to avoid apps being removed from the App Store.

Providing Banking Information

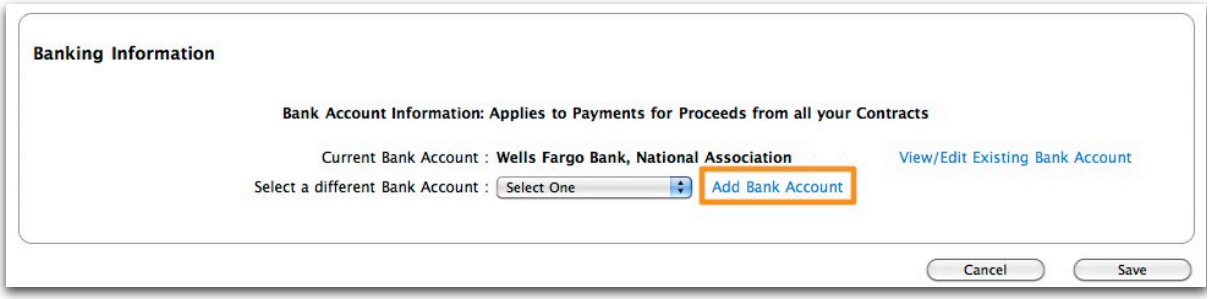
Finance and Admin users can enter banking information for receiving developer share payments. You must provide banking and tax information before your contract goes in effect allowing your apps to be sold.



To set up a new bank account:

1. On the Your Contracts in Process page, click **View/Edit** in the Bank Info column.

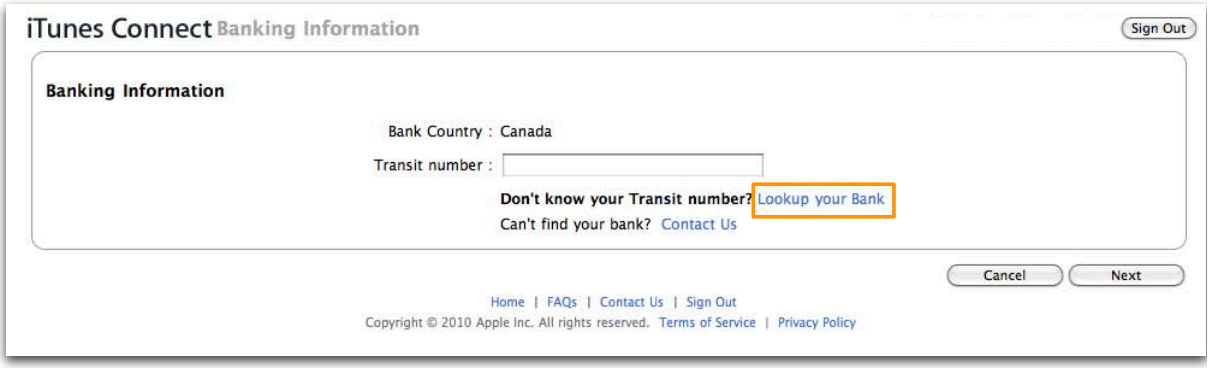
2. Click the **Add Bank Account** link to add a new bank account.



3. Choose from the available countries to indicate where their bank is located.

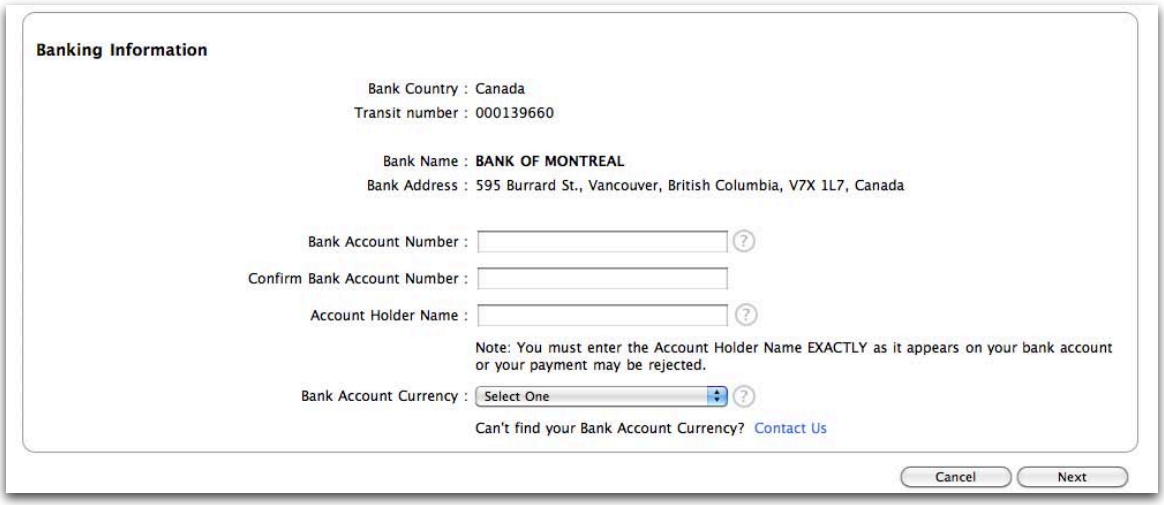
4. Enter either your bank's local clearing code or SWIFT code, depending on your bank's location. Alternatively, if your bank is located outside the United States, you can choose to lookup your bank. For banks based in the United States, you must enter your bank's routing code, typically found on your bank statements and/or checks.

   Or, click Lookup your Bank and you can search by bank name, city, postal code, or any combination of the three.

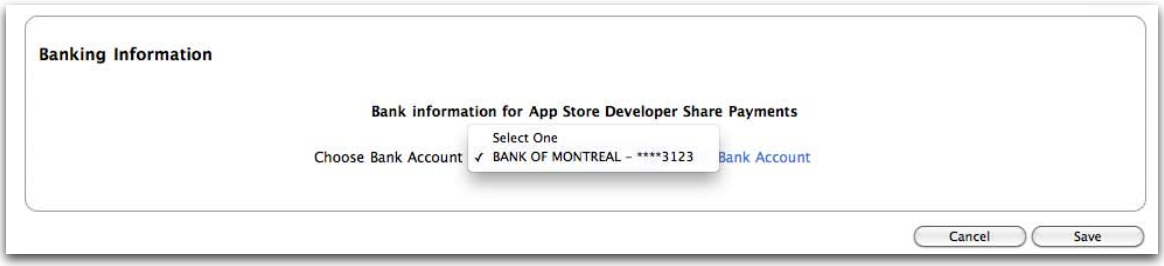


5. Once the bank has been found and selected, confirm the bank before continuing.

6. Provide your Bank Account Number, IBAN (depending on your bank's location), Account Holder Name, Bank Account Currency, and bank account type (also depending on your bank's location).

7. 

After you have entered all of your banking information and certified that the information is correct, your bank account will be created and included in the drop down menu.

8. 

Choose your bank and click **Save**.

Editing Banking Information

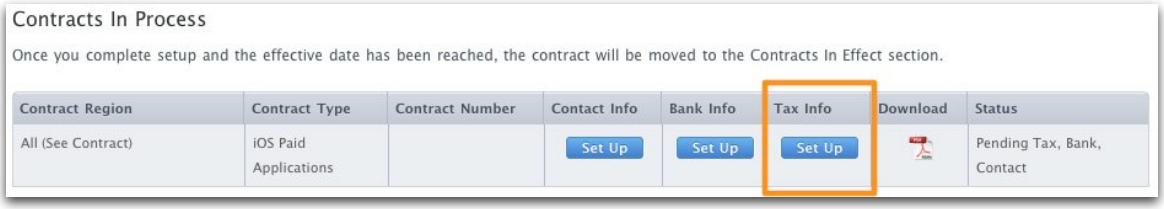
After your banking information has been processed, Admin and Finance users can add another bank account or make edits to the existing bank account information at any time, except during system maintenance downtimes. Note that banking updates made while payments are in process will only affect subsequent period's payments.

Providing Your Tax Information

Finance and Admin users can enter tax information.

To provide tax information:

1. In the Tax Info column for the contract, click **Set Up**.



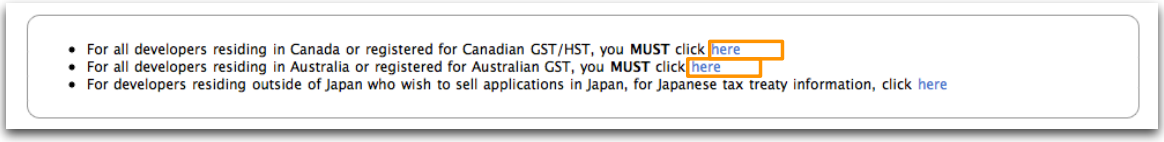
You must provide banking and tax information before your contract goes in effect allowing your apps to be sold.

2. Depending on where your legal entity address is based, you may be required to complete tax forms/certifications for your contract to go in effect.

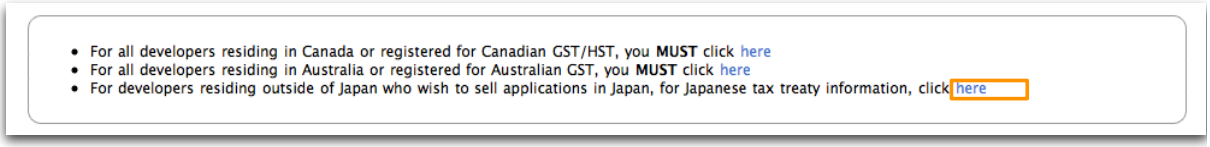
- If you are based in the United States, you will be prompted to complete a W-9.
- If you are based outside of the United States you will complete a series of questions to direct you to the correct tax form/certification.

The form/certification presented must be completed for your contract to go in effect.

3. If you are based in Canada or Australia, you must provide additional information and/or forms.



4. Japanese Tax Forms are optional if you are based outside of Japan (not required if you are based in Japan). Until these forms are completed, the hardcopies sent to Apple and approved by the Japanese government, your royalty payments will be subject to a standard 20% tax withholding rate, as opposed to a potentially reduced tax treaty rate.



Viewing Payments and Financial Reports

Financial reports are provided once a month and are based on Apple's fiscal calendar. For information on the fiscal calendar or on the financial reports, click the Fiscal Calendar or *Financial Reports Guide* links on the bottom of the page that appears after you click the Payments and Financial Report icon.

To generate your financial reports:

1. Click the Payments and Financial Reports icon on the iTunes Connect Home page.

Upon selecting the Payments and Financial Reports module for the first time you will be directed to the Payments and Financial Reports dashboard. From the dashboard view, you can quickly obtain information including last payment, amount owed, latest monthly earnings, unit sales and payment trends.

2. To download your financial reports designated as "App Sales", click the Earnings tab. You will see a list of your reports by month and by region. Click the link for the report you want to download. You can then import the file to a data warehouse or spreadsheet and analyze or manipulate your data as necessary. For financial reports designated as "Ad Revenue", iTunes will display the proceeds for that month. To view specific details over the amounts earned, click "View Details." This link will direct you to the iAd Network module.

For more detail, read the Financial Reports Guide available from the Payments and Financial Reports module in iTunes Connect.

Managing Users

The Manage Users module in iTunes Connect allows you to set up two types of users:

- iTunes Connect users have access to your content on iTunes Connect and you assign roles to control what the user can access
- Test Users have access to your In-App Purchase sandbox environment and other test environments where applicable

Using the Manage Users module, Admin or Technical users can set up test user accounts for use with a registered test device launched from Xcode. To learn more about setting up test users accurately, see Creating a Test User in the In-App Purchase chapter of this guide.

To add, delete, or modify a user, you must have Admin rights.

Setting Up an iTunes Connect User

Create one iTunes Connect user account for each person who needs to have access to iTunes Connect.

You can control which members of your organization have access to the various iTunes Connect modules by assigning roles:

Role	Description
Admin	Gives the user access to all iTunes Connect modules. Admin users have the ability to create, delete or modify existing iTunes Connect users and Test Users. The initial iTunes Connect user (Team Agent), is granted both the Admin and Legal roles by default.
Legal	Only available to the initial iTunes Connect user (Team Agent) and cannot be edited in iTunes Connect. This role allows the individual to enter into agreements with iTunes via iTunes Connect and to request promotional codes. To change your Team Agent, you must visit the iOS Provisioning Portal.
Finance	Gives the user access to Financial Reports, Contracts, Tax and Banking Information, iAd Network, and Sales/Trend Reports modules. This user will also be able to view the Manage Users module and view other user profiles, but will only be able to edit their own personal user information.
Technical	Gives the user access to Manage Your Applications, Manage Users, and iAd Network modules. As with the Finance user role, Technical users have limited access to the Manage Users module. They have the ability to view other users' profiles, but will only be able to edit their own personal user information. Technical users can create In-App Purchase Test Users.

Role	Description
Sales	Access to the Sales/Trend Reports module as well as the following iTunes Connect modules: Manage Users, iAd Network and Contact Us. Sales users can only edit their account personal information (first name, last name, Apple ID, email address) and notification selections. This role should be assigned to those in your organization who should have access to daily and weekly reporting, marketing and ad campaigns, but should not have access to provide/view your organization's financial information.

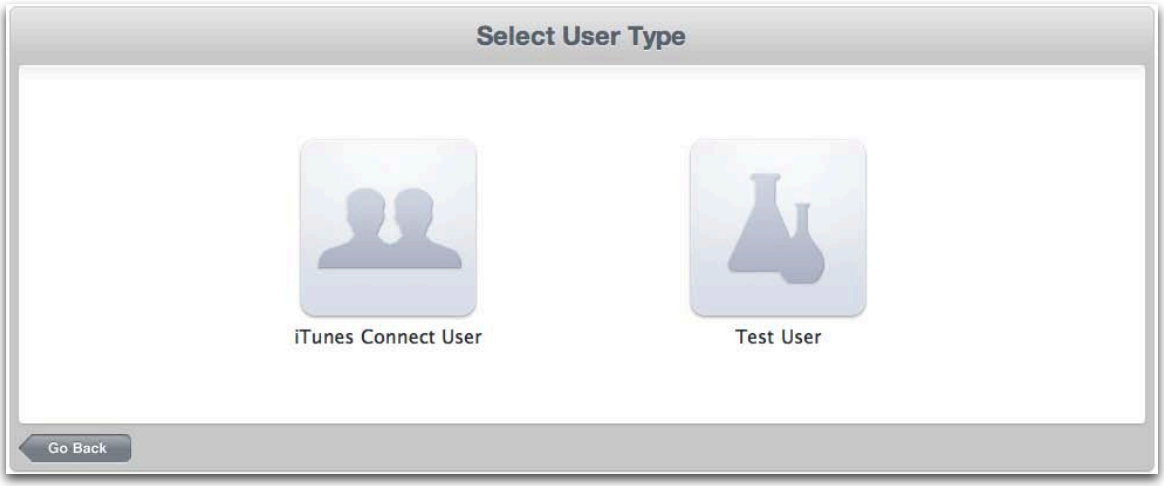
For each iTunes Connect user, you can define the notifications that user will receive regarding the iTunes Connect account.

There is no method for creating custom roles or limiting user access to specific modules or apps. The roles described above are the only options for controlling what the user can access in iTunes Connect.

To add a new iTunes Connect user:

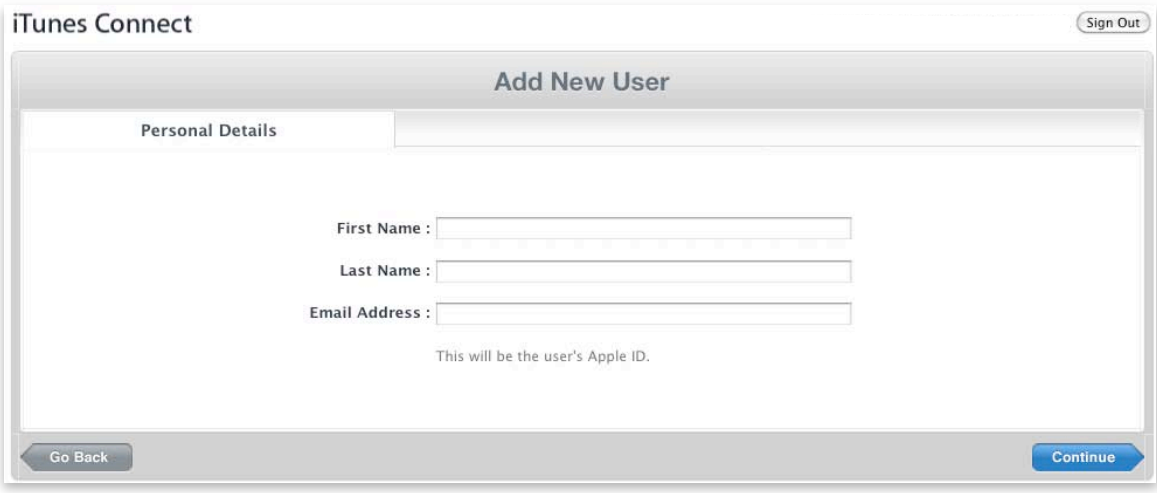
1. Log into iTunes Connect.
2. On the Home page, click **Manage Users**.

3. On the Select User Type page, click **iTunes Connect User**.



4. To add a new user, click

.
5. Enter the individual's information: First Name, Last Name, and Email Address.

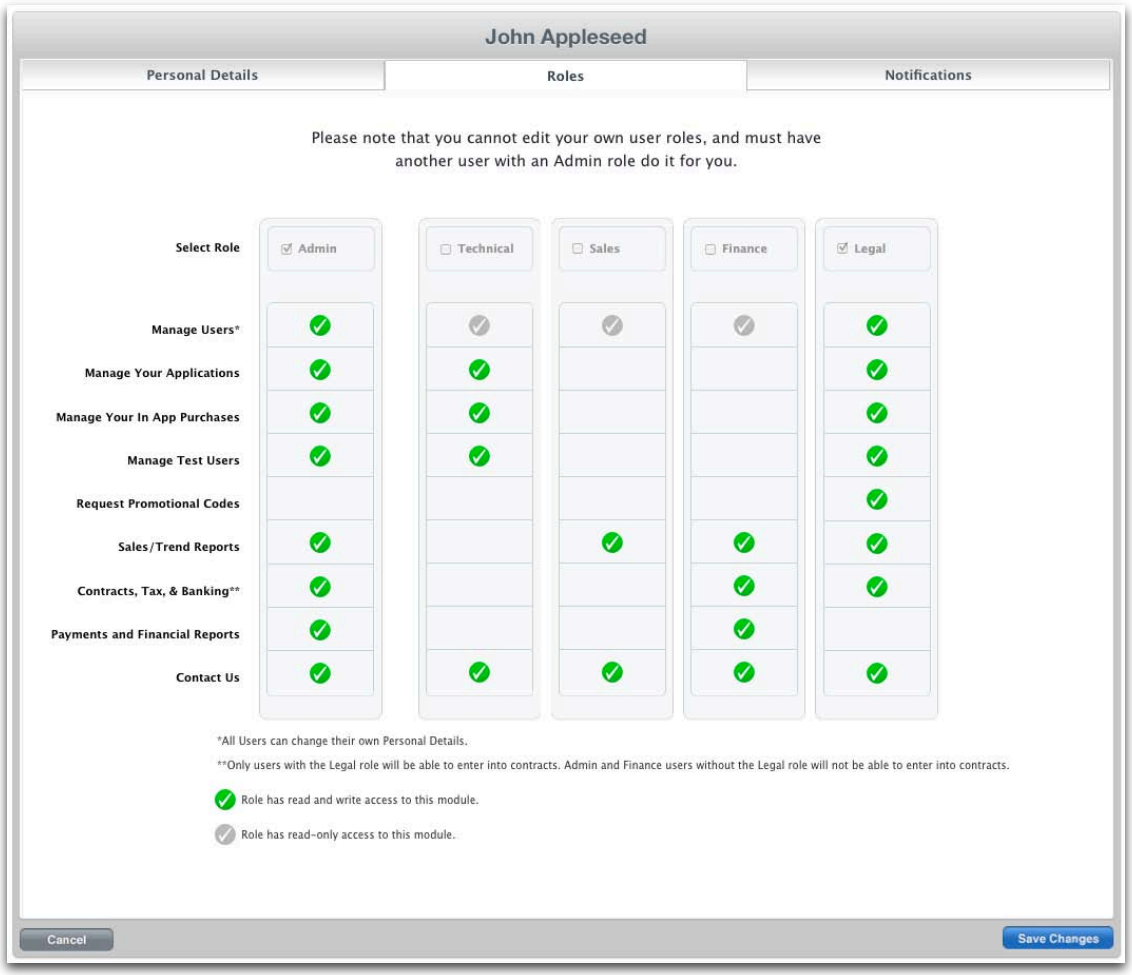


The email address will be the user's Apple ID. The email address must be valid to activate the account; the user will receive an email as a confirmation.

6. Click **Continue**.

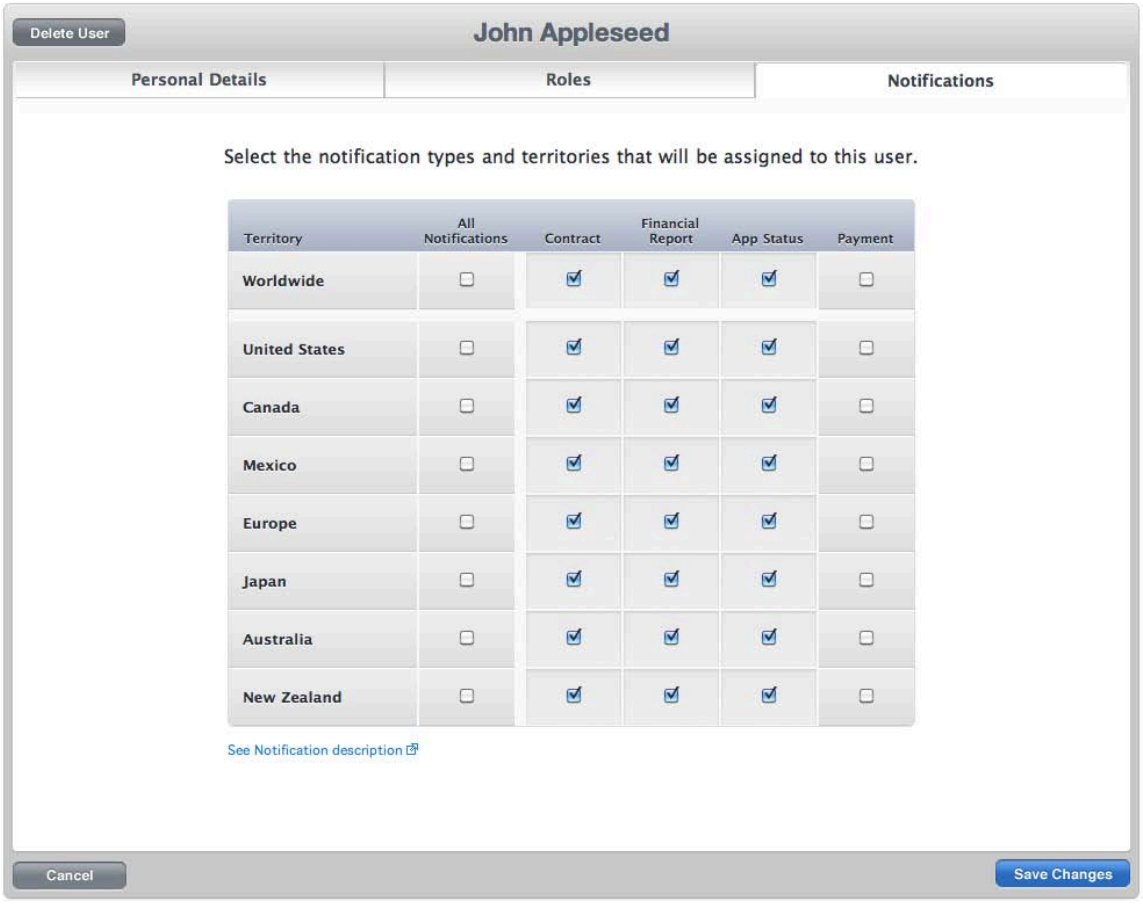
7. On the Roles tab, select the checkbox to assign the role to this user.

   Only the initial iTunes Connect user (Team Agent) will have access to legal permissions.



8. Click **Continue**.

9. On the Notifications tab, select the notification types by territory assigned to this user. (See below for descriptions of the notification types).



Notification Type	Description
Contract	Provides email alerts with contract status updates. For example, contract expiration warnings or if iTunes needs more information from you to complete your contract setup.
Financial Report	Provides email alerts when finance reports are available for download on iTunes Connect.
Status Update	Provides email alerts when your app changes state.
Payment	Provides email alerts when a payment to your bank is returned.

10. To apply selections and finish creating the user, click **Save Changes**.

After you have created the new user, that user will receive an email providing a link to iTunes Connect, as well as their username. The new user *must* click through this link to activate their account. Clicking the link will prompt the new user to enter their password, as well as create a security question and answer.

Once the information is submitted, the new user can log in and access iTunes Connect.

Viewing and Editing Users

In addition to adding new users, Admin users can view, modify, or delete existing iTunes Connect users, and edit user rights and notifications. Admin users can also delete test users (see Creating a Test User).

Please note that Admin users will not be able to edit the iTunes Connect roles for the Admin & Legal user.

To view/edit an iTunes Connect user:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Users**.

3. On the Select User Type page, click **iTunes Connect User**.

4. On the Manage Users page, click for the user you want to edit.

5. Make changes as needed:

   - To delete the user, click . If an individual leaves your company, it is recommended for security purposes that you delete their iTunes Connect access immediately so that they can no longer access your app information. Confirm that you want to delete this iTunes Connect account.

   - To change the user's role, click the Roles tab and select the new role.
   - To change the user's notifications, click the Notifications tab and select the new notifications and territories.

6. Click **Save Changes**.

Adding New Apps

You use the Manage Your Applications module in iTunes Connect to add a new iOS or Mac OS X app. When adding a new app, you:

- enter supporting metadata, including ratings
- set your pricing and territories
- add languages
- upload a large icon (for iOS apps only) and screenshots
- prepare your app for binary upload; see Using Application Loader for more information on delivering your binary.

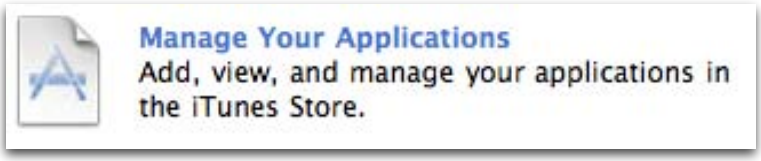
This chapter covers how to add a new app. Once you submit your app, you can make changes and update the binary for the app, among other things. See Managing Your Applications and Appendix A: App Information Table for more information on editing your app information once your app is uploaded.

Preparing App for Binary Upload

To make an app available for purchase in the App Store, you must first enter information about it, include pricing and localization thus fully preparing your app for binary upload. You will then use Application Loader to submit your binary to Apple.

To add an app:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Your Applications**.



The first time you enter the Manage your Applications page in iTunes Connect, you will see a blank page. Once you've uploaded your first binary, you will see your app(s) listed here.

3. On the Manage Your Application page, click

.
4. If you have contracts in effect for both iOS and Mac OS X apps, you will be asked to select your app type:

If you have only signed a contract for one app type, you will not see this page.

5. The following sections break down the steps involved in adding an app.

App Information Entry

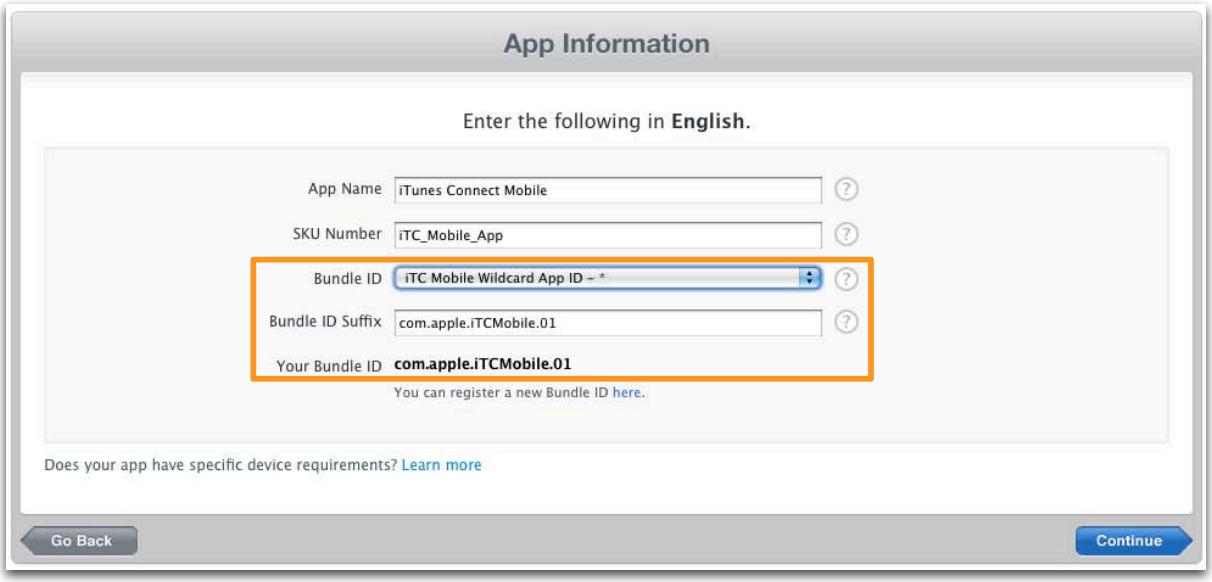
The Application Information page is where you will supply all of your initial app level information (in your primary language) for the new app you are creating. All fields have a Help button to the right if you need any assistance as you're filling out the page.

If your iOS app requires a specific device capability (i.e. telephony, GPS, accelerometer, etc.) to function properly, you will need to be sure to code this into the info.plist of your binary utilizing the `UIRequiredDeviceCapabilities` key. Refer to the Build-Time Configuration Details section of the iOS Application Programming Guide to learn more. At runtime, iOS cannot launch your application unless the declared capabilities are present on the device. Further, the App Store requires this information so that it can generate a list of requirements for user devices and prevent users from downloading applications that they cannot run. It is not necessary to specify required device capabilities for Mac OS X apps.

IMPORTANT: All device requirement changes must be made when you submit an update to your binary. You are permitted to expand your device requirements only. Submitting an update to your binary to restrict your device requirements is not permitted. You are unable to restrict device requirements due to the fact that this action will inhibit customers who have previously downloaded your application to run new updates.

If you choose a Bundle ID with a wildcard in it, you will need to enter a Bundle ID Suffix for this app to make your Bundle ID explicit. You are required to have an explicit Bundle ID for distribution on the App Store. Your explicit Bundle ID must be entered as your Bundle Identifier in your Xcode project Info.plist file.

IMPORTANT: Bundle IDs are app-type specific (either iOS or Mac OS X). The same Bundle ID cannot be used for both iOS and Mac OS X apps.



The following table gives a brief description for each metadata field. Required fields are asterisked. The letter in the Key column refers to the illustration above that demonstrates the view in iTunes Connect.

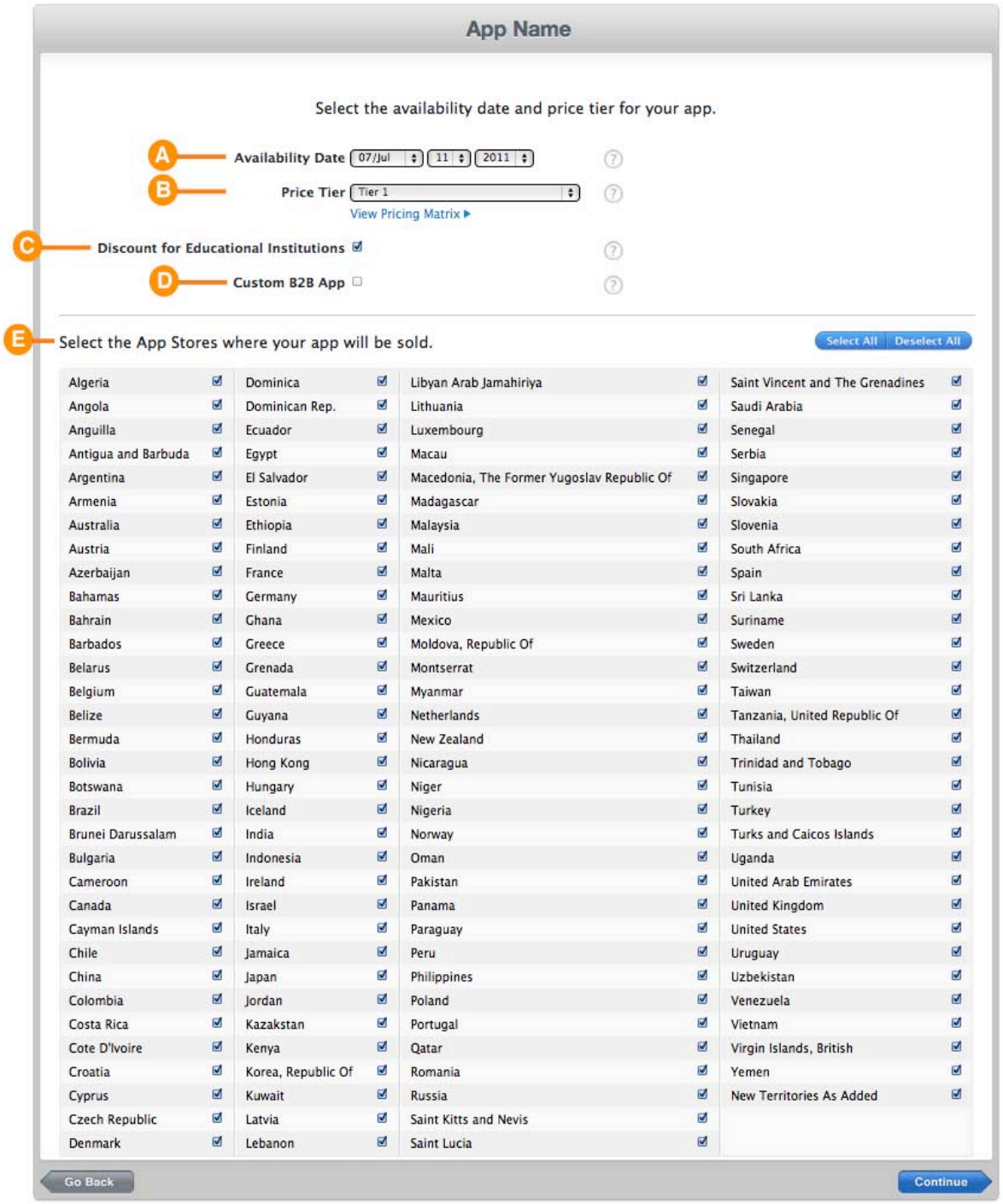
Key	Field	Description
A	App Name*	The name of the app using no more than 255 characters and no less than 2 characters. Keep the following in mind when choosing the name: ▪ Choose a name that is distinct and appropriate. ▪ For best results on the application product pages on the desktop App Store, use no more than 70 characters. For the device App Store, use no more than 35 characters. ▪ Do not use an app name that is substantially similar to an existing app name by adding or removing spaces, exclamation points or other characters. ▪ Make sure that your app name does not violate the trademark or other rights of a third party. If you enter an app name that is trademarked or already in use on the App Store, we may be forced to remove your app from the App Store. If you include compatibility language in your app name, for example. "[app name] for iPad," this compatibility language is not considered the app name for purposes of restrictions on duplicative names or intellectual property rights. In other words, if someone else has the "xxxx" on the App Store, you may not submit "xxxx for iPad" as an application name. See http://www.apple.com/legal/trademark/guidelinesfor3rdparties.html to make sure your compatibility language uses Apple marks correctly. ▪ Do not include a description of your app in the app name. Use the Application Description field. ▪ Once you create your app and assign your app name, you will have 120 days to delivery a binary or your app will be deleted from iTunes Connect so your name is freed up for use by the developer community. Per section 3.2 of the iOS Developer Program License Agreement, to which you agreed, squatting on an app name to prevent legitimate third party use is prohibited. For more information regarding email alerts you will receive to remind you of this policy, see the App Name Expiry section. **Note**: Once submitted, your application name can be changed only when your app is in an Editable State.
B	SKU	▪ The unique UTF-8 alphanumeric identifier for the app. Keep the following points in mind: ▪ The SKU is any alphanumeric sequence of letters and numbers you'd like to use to be uniquely identified in our system. You are free to create any string of UTF-8 letters and numbers, as long as it is unique to your developer account. ▪ Your SKU Number is *not* editable after submitting your metadata. ▪ This SKU is internal only and is not seen by customers at any time.
C	Bundle Identifier	An identifier used by iOS and Mac OS X to recognize any future updates to your app. Your Bundle ID must be registered with Apple and unique to your app. Bundle IDs are app-type specific (either iOS or Mac OS X). The same Bundle ID cannot be used for both iOS and Mac OS X apps. **Note**: An app's Bundle Identifier is only editable if you have not yet submitted a binary for review and your app is not using Game Center or iAd

IMPORTANT: Review the terms of your Apple Developer Program License Agreement and remember that per its terms that you have represented that you own or control all content contained in your app, which includes all the metadata entered here.

Set Territory Rights, Pricing and Availability

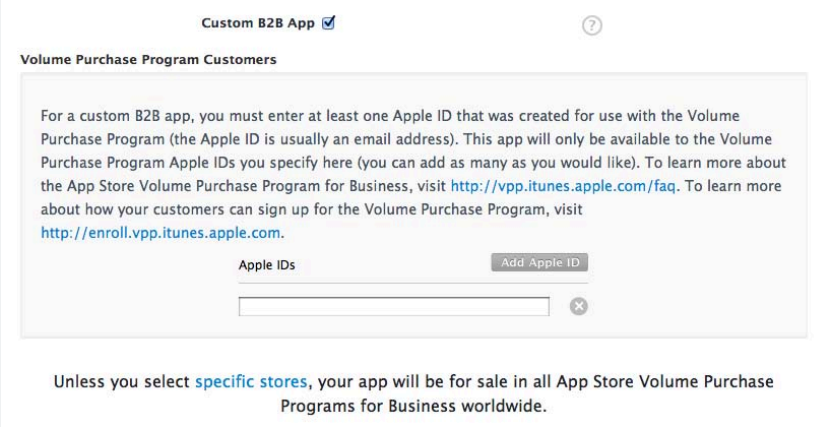
The Rights and Pricing page is where you:

- set Customer Price/Your Proceeds
- schedule price tier changes for the future by setting a Price Tier Effective Date and a Price Tier End Date
- set the date that you want your app to go live on the App Store
- select the territories in which you would like to make your app available
- indicate if you want your app to be eligible for Education Discount Pricing (for iOS apps only)


App Name
Select the availability date and price tier for your app.
A
Availability Date
07/Jul
11
2011
B
Price Tier
Tier 1
View Pricing Matrix
C
Discount for Educational Institutions
D
Custom B2B App
E
Select the App Stores where your app will be sold.
Select All
Deselect All
Algeria
Angola
Anguilla
Antigua and Barbuda
Argentina
Armenia
Australia
Austria
Azerbaijan
Bahamas
Bahrain
Barbados
Belarus
Belgium
Belize
Bermuda
Bolivia
Botswana
Brazil
Brunei Darussalam
Bulgaria
Cameroon
Canada
Cayman Islands
Chile
China
Colombia
Costa Rica
Cote D'Ivoire
Croatia
Cyprus
Czech Republic
Denmark
Dominica
Dominican Rep.
Ecuador
Egypt
El Salvador
Estonia
Ethiopia
Finland
France
Germany
Ghana
Greece
Grenada
Guatemala
Guyana
Honduras
Hong Kong
Hungary
Iceland
India
Indonesia
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakstan
Kenya
Korea, Republic Of
Kuwait
Latvia
Lebanon
Libyan Arab Jamahiriya
Lithuania
Luxembourg
Macau
Macedonia, The Former Yugoslav Republic Of
Madagascar
Malaysia
Mali
Malta
Mauritius
Mexico
Moldova, Republic Of
Montserrat
Myanmar
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Norway
Oman
Pakistan
Panama
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Russia
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and The Grenadines
Saudi Arabia
Senegal
Serbia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sri Lanka
Suriname
Sweden
Switzerland
Taiwan
Tanzania, United Republic Of
Thailand
Trinidad and Tobago
Tunisia
Turkey
Turks and Caicos Islands
Uganda
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Venezuela
Vietnam
Virgin Islands, British
Yemen
New Territories As Added
Go Back
Continue

The following table gives a brief description for each Rights and Pricing entry. The letter in the Key column refers to the illustration above the table that demonstrates where the fields show in iTunes Connect.

Key	Field	Description
A	Availability Date	The date when your app will be available for purchase on the App Store. If your application has not been approved by Apple prior to this date, your app 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. If you create a new version of your app, you may use the Version Release Control feature in order to control the date your new version is released to the App Store.
B	Price Tier	The level of Customer Price and Your Proceeds (which is net of any taxes where applicable). A Pricing Matrix is available to you to assist with your pricing decision. The Pricing Matrix link shows the tiers in more detail or you can click on the tier name in your Price Tier Schedule to see the resulting proceeds. ▪ If your app is free, choose **Free** from the Price Tier menu. ▪ If you are charging for your application, you must have a paid commercial agreement in place to sell in a particular tier. If you do not have a paid commercial agreement for the tier you select, you will get a warning.
C	Discount for Educational Institutions	Check this box if you want this app to be offered at a discount to educational institutions when they purchase multiple copies at once. The details of the discount are found in the latest Paid Application Agreement, which you must sign before this app will be available to education customers. This discount cannot be applied to Mac OS X apps. If you are adding a Mac OS X app, you will not see this option displayed.

Key	Field	Description
D	Custom B2B App	Check this box if you want this app to be a custom B2B app that is not available in the general App Store. An app that is set up as a custom B2B app will only be available to the Volume Purchase Program customers that you specify in iTunes Connect, and it will only be available in the applicable territories (for example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business). Custom B2B apps will not be available to educational institutions or general App Store customers. To learn more about the App Store Volume Purchase Program for Business, visit http://vpp.itunes.apple.com/faq. To learn more about how your customers can sign up for the Volume Purchase Program, visit http://enroll.vpp.itunes.apple.com. For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program. The app will only be available to the VPP Apple IDs you specify. You can add as many Apple IDs as you would like. 
E	App Store Worldwide	By default, the app will be available in all countries the App Store currently supports, unless you specifically select individual countries/stores. You can choose individual countries by selecting each box. Select the New Territories As Added checkbox if you would like to have your app automatically go live as you sign a new Paid App contract for future App Store territory expansions.

Scheduling Price Tier Changes in Advance

If you have a Paid Applications contract in effect, iTunes Connect allows you to schedule price tier changes for your apps* over time. This is useful for sales and other temporary pricing changes that have a definite beginning and end date, as well as permanent pricing changes that have no end. For example, you could offer a promotional price for a month, and then return to the regular price.

To schedule price tier changes, you must have already submitted the app; the options for price scheduling appear only when you are editing an already submitted app. You can set a Price Tier Effective Date (the date

that the new tier will take effect on the App Store), and a Price Tier End Date (the date that the tier will no longer be in effect and will return to the previously set price tier).

You can set up as many price tier changes as you want in advance and your app will change prices on your effective dates, but no interval can begin more than a year in the future. Your Price Tier Schedule will show at all times on the Rights and Pricing page for your app so that you can track when your price changes will occur.

Below is an example of a Price Tier Schedule:

Price Tier Schedule

Price Tier	Effective Date	End Date
Tier 1	Existing	04/01/2010
Free	04/01/2010	05/01/2010
Tier 1	05/01/2010	05/15/2010
Tier 2	05/15/2010	None

In the above example, the app is priced today at Tier 1 and the price will drop to Free at the beginning of the day on April 1, 2010. The price will then go back up to Tier 1 at the beginning of the day on May 1, 2010 and will raise again to Tier 2 at the beginning of the day on May 15, 2010 and will remain at Tier 2 forever unless you make further price tier scheduled changes.

By default, the Start Date for pricing is "Existing" (which means the price currently in effect) and the End Date is "None" (which means the price will remain the same forever). To change the pricing, you can add intervals.

Effective and End Date terms:

Existing — When your effective price tier date shows Existing, this means that the tier is currently in effect. It is the already in existence therefore no set date is indicated for it be begin pricing at that tier.

None — When your end price tier date shows None, this means that your price tier will not end on a certain date but will remain in effect until you make a change.

Now — When you set your price tier effective date to be Now, this means that the date that your price change will take effect will be today.

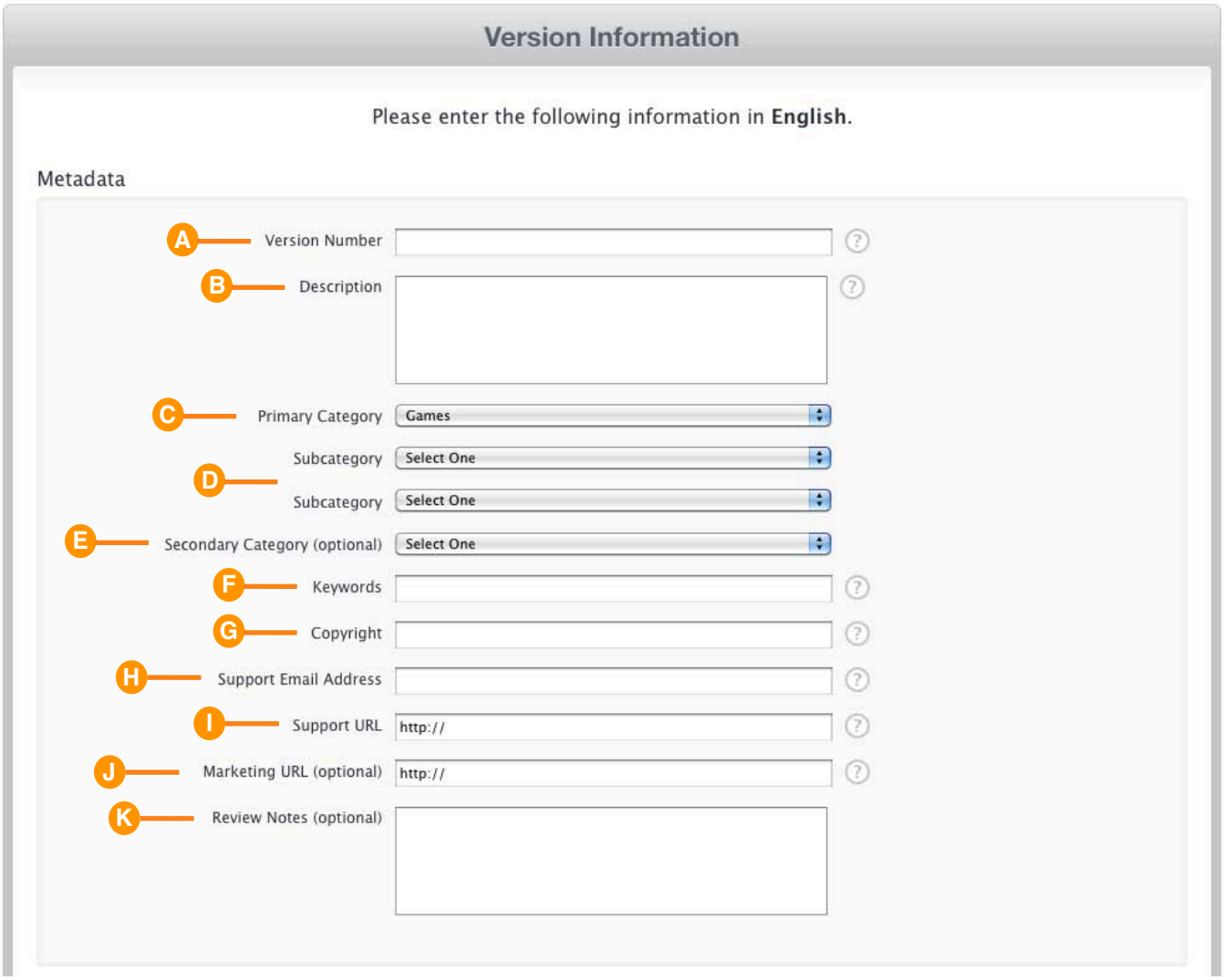
*You can also set pricing changes to your In-App Purchases the same way you can for your apps. You can do this while editing your In-App Purchases. For more information on editing In-App Purchases, see the Editing In-App Purchase Details section of this guide.

Supplying Version Information

The Version Information page is where you will supply all the metadata (in your primary language) associated with this specific version of your app. This information will appear to the user on your app product page on

the device (for iOS apps only) and desktop App Store (for both iOS and Mac OS X apps). Mac OS X apps will only display on the Mac App Store. All fields have a Help button to the right if you need any assistance as you're filling out the page.

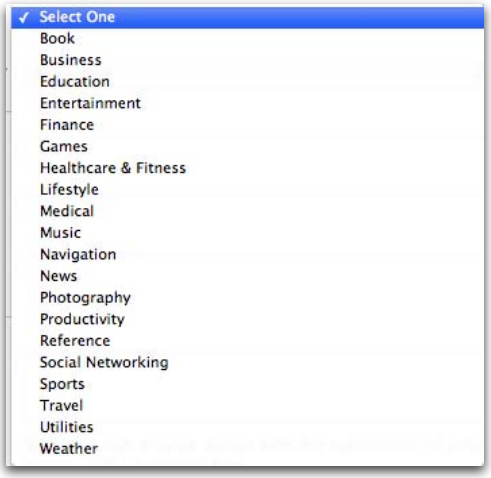
Metadata

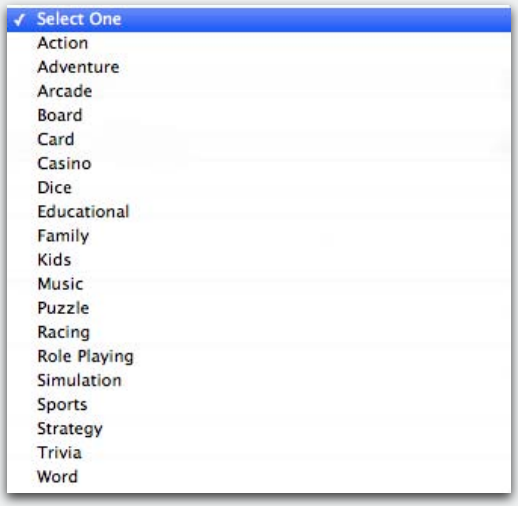


The following table gives a brief description for each version metadata field. Required fields are asterisked. The letter in the Key column refers to the illustration above.

Key	Field	Description
A	Version Number*	The unique version number of the app. Keep the following in mind: ▪ Use typical software versioning conventions (for example, "1.0 or 1.0.1 or 1.1"). ▪ Do not include words such as "build", "version" or "beta" in your version number. This will appear next to your application icon on the app product page.

Key	Field	Description
B	Description*	A detailed description of the app version itself, no longer than 4000 characters and no less than 10 characters. Keep the following in mind when writing the description: ▪ Use fewer than 580 characters so customers can view your entire description without clicking the "...More" button on the App Store. ▪ HTML isn't allowed; descriptions must be in plain text and only line breaks will be respected. ▪ This is the description that customers read to help them make their purchase decision and is therefore a key piece of marketing text. For more information on writing an effective app description, see the Best Practices section of this document. ▪ Apple does not check spelling or grammar, so check your entry carefully. Turn on check spelling in Safari to catch spelling errors. ▪ Don't use this section to conduct other communication to your customers and don't include keywords; a separate keywords field is provided and is detailed below. IMPORTANT: This field should only be used to describe the actual features and functionality of your application. Be truthful and accurate.

Key	Field	Description
C, E	Primary* and Secondary Category	A list of categories that describe the app you are adding. ▪ The Primary category is the one that best describes your application, and is the category under which your application will be listed. ▪ The Secondary category will also provide an additional search term which may help users find your application. The Secondary category is not required, however it is recommended since it will be used as a fall-back if the first is not available. **Note:** The secondary category for Newsstand enabled apps will be automatically set to Newsstand and will not be editable in any state. ▪ You cannot choose the same category for both your Primary and Secondary categories. ▪ Your application will not be listed on the category page for the application's Secondary category on the App Store. The Secondary category is for use with the App Store Browse function only. Available Primary and Secondary Categories are as follows:  **Note:** For Mac OS X apps, you will be unable to select Book or Navigation as a category. There are also additional categories exclusive to Mac OS X apps: Developer Tools, Graphics & Design and Video. For Mac OS X apps, you must define a category in the info.plist of your app binary using the `LSApplicationCategoryType` key. The list of categories you can choose to define in your info.plist is the same as what is available for Mac OS X apps in iTunes Connect. Your primary category selected in iTunes Connect should match the category defined in your binary's plist.

Key	Field	Description
D	Subcategory	A list of subcategories by which you can further organize games. Subcategories are only available if you select Games from the list of Primary categories. You can select up to two different subcategories to help more accurately define your game. Subcategories are not required. Available subcategories for games are as follows: 
F	Keywords*	One or more keywords that describe your app. Keywords are used to help customers search the App Store effectively. Your application will be searchable by application name, company name, and keywords. ▪ Keywords must be related to your application content and cannot contain offensive or trademarked terms. ▪ You may not use other app names or company names as keywords. ▪ Once submitted, keywords can only be changed by updating your binary or when your application status is Rejected or Developer Rejected. Choose keywords carefully. ▪ Keywords can be single words or phrases and the text field is limited to 100 characters but must be more than 2 characters. Separate multiple keywords with commas for best results. **IMPORTANT:** If you enter a keyword that is trademarked or references another app's name or company name, your app may be removed from the App Store.
G	Copyright*	The name of the person or entity that owns the exclusive rights to the app you are adding. For example, "2008 Acme Inc." Do not include a copyright symbol. We will include it for you so it appears correctly on the App Store.
H	Contact Email Address*	An email address where Apple can contact you if there are problems with your app. This will not be seen by the customer.

Key	Field	Description
I	Support URL*	The support website you plan to provide for users that have questions regarding the app. This is required, and will appear on the app product page on the App Store. Your Support URL must lead to actual contact information for support so that your customers can contact you regarding app issues, general feedback, or feature enhancement requests.
J	App URL	The website for users to get more information about the app. This field is not required but is highly recommended for a good customer experience. If provided, this will appear on the app product page on the App Store.
K	Review Notes	Use this field to give demo account information with full access to Apple for purposes of reviewing your app. If your app requires specific settings, user registrations, or account information prior to submission to the App Store, be sure to include that information in this field. If your app delivers streaming video over the cellular network, a test stream URL must be entered in this field. For Mac OS X apps, if you are requesting entitlements for application sandboxing, you must explain how your app will use this functionality. This is a text field visible only to the App Review team, so the information entered in this field will not appear on the App Store. You can also include general instructions or other relevant information about your app that you think would be useful for the review process.

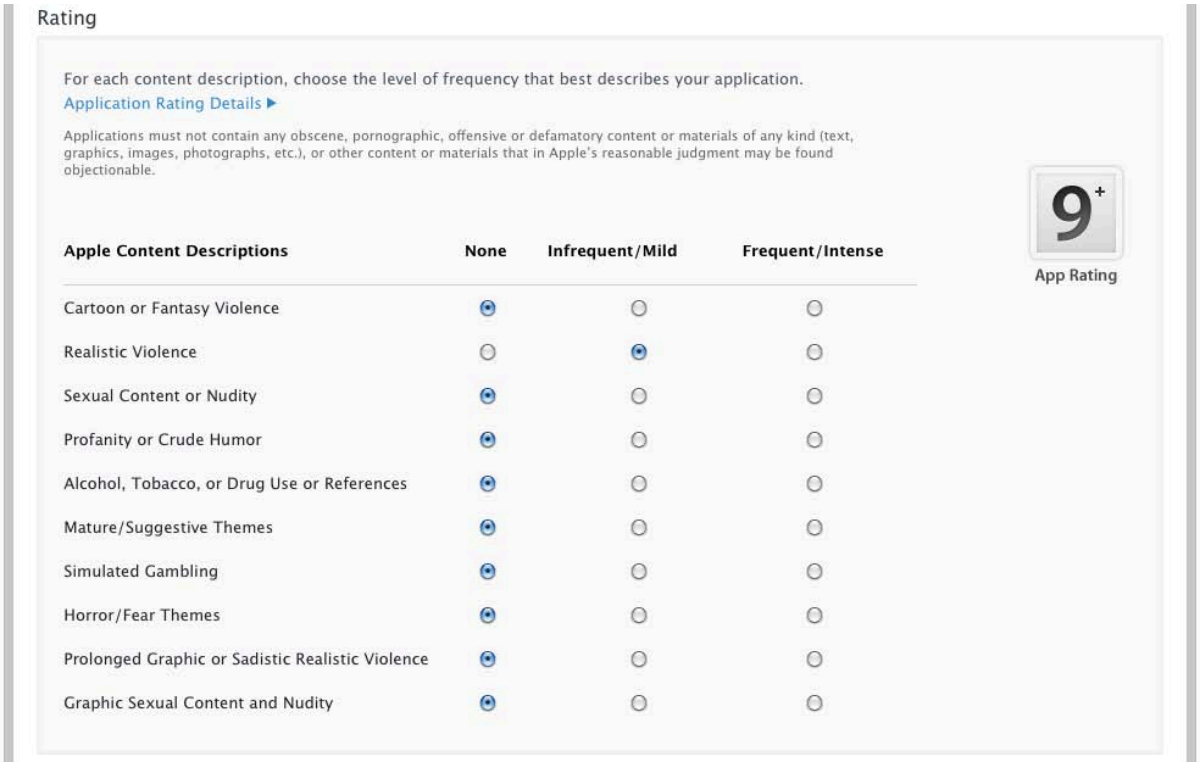
Rating

This is where you set the rating for your app for the purpose of parental controls on the App Store. All apps are required to have a rating.

IMPORTANT: Apps must not contain any obscene, pornographic, offensive or defamatory content or materials of any kind (text, graphics, images, photographs, etc.), or other content or materials that in Apple's reasonable judgement may be found objectionable.

To set app rating:

For each description, choose the level of frequency that best describes your app.



As you mark each selection, the App Rating displays on the right. See the charts below for an explanation of the App Ratings available.

App Rating Definitions

The following charts provide definitions of each Apple App Rating along with their ESRB and Pegi rating equivalents.

Ratings

4+	Applications in this category contain no objectionable material
9+	Applications in this category may contain mild or infrequent occurrences of cartoon, fantasy or realistic violence, and infrequent or mild mature, suggestive, or horror-themed content which may not be suitable for children under the age of 9.
12+	Applications in this category may also contain infrequent mild language, frequent or intense cartoon, fantasy or realistic violence, and mild or infrequent mature or suggestive themes, and simulated gambling which may not be suitable for children under the age of 12.
17+	Applications in this category may also contain frequent and intense offensive language; frequent and intense cartoon, fantasy or realistic violence; and frequent and intense mature, horror, and suggestive themes; plus sexual content, nudity, alcohol, tobacco, and drugs which may not be suitable for children under the age of 17.

For your reference, here is a chart showing the equivalent ESRB and Pegi ratings.

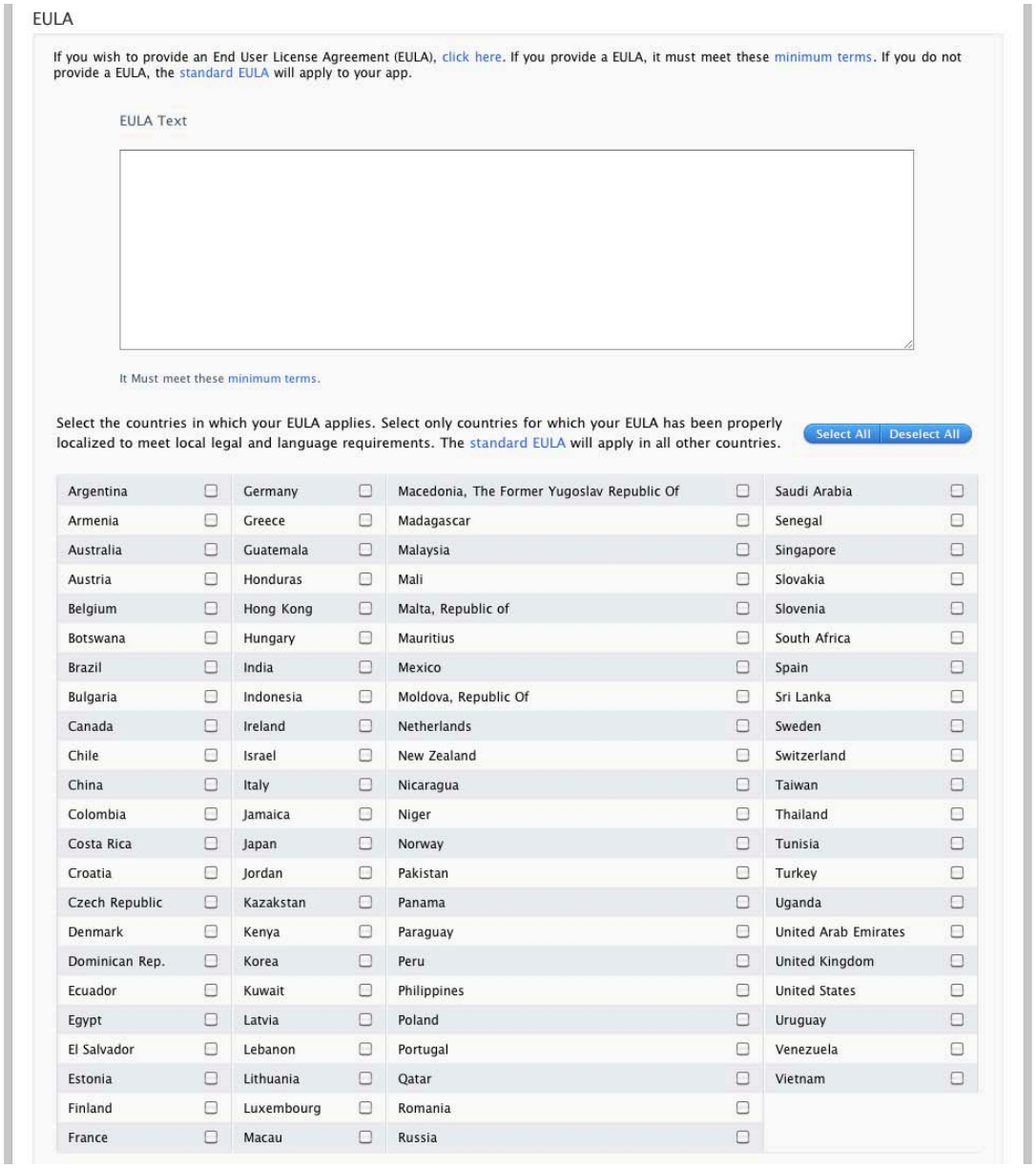
ESRB and Pegi equivalents

Rating	ESRB	PEGI
4+	EC	3+
None	E	7+
9+	E10+	None
12+	T	12+
17+	Mature	16+
No Rating This content will not be sold via iTunes	Adults Only	18+

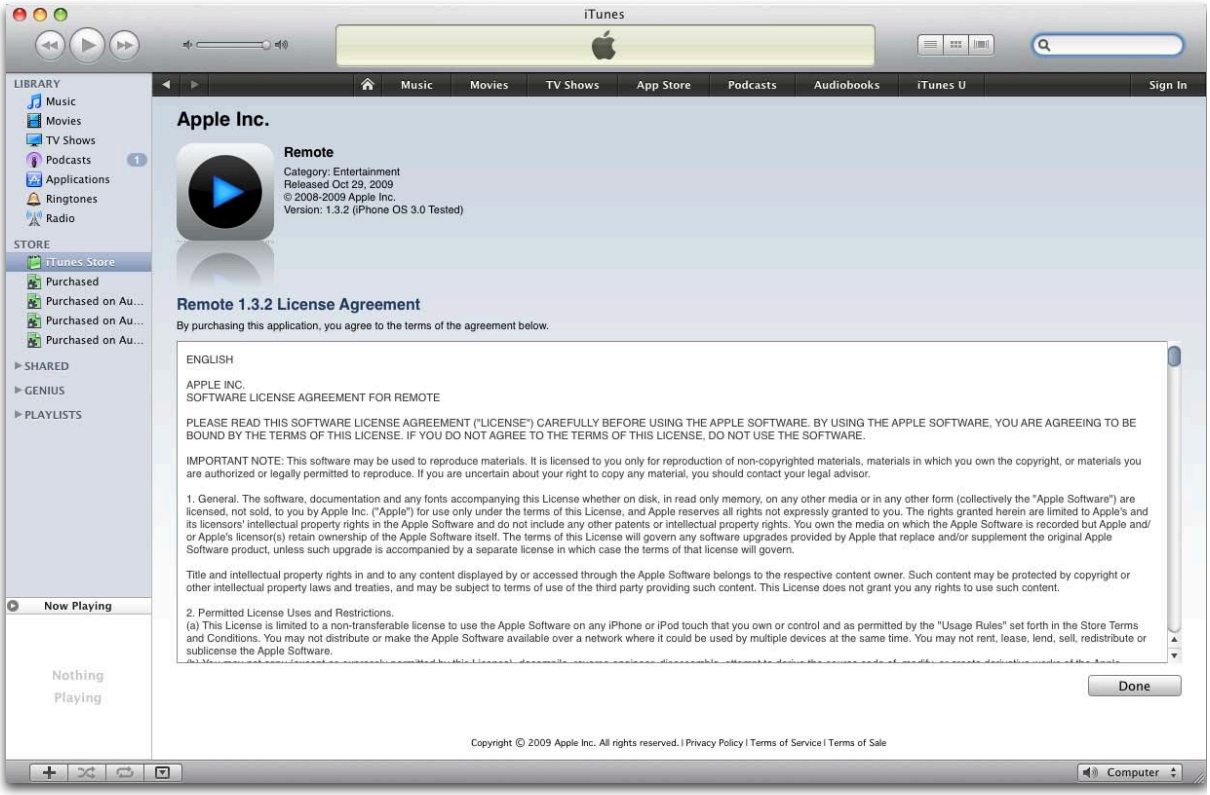
EULA

If you wish to provide an End User License Agreement (EULA) for your app, beyond the standard EULA that Apple provides, you can enter your agreement in plain text. This information is not required, however, if you provide a EULA it must meet certain minimum requirements indicated in your agreement. All HTML tags will be stripped and escaped, and we will only respect line breaks.

When you provide a EULA, select the countries in which your EULA applies. Select countries for which your EULA has been properly localized to meet local legal and language requirements. If you do not provide a EULA, the standard EULA will apply to your app, and the EULA link will not be shown on the app page on the App Store.



Here's an example of what the End User License Agreement will look like on the App Store if provided.



Uploads

The Before You Begin chapter listed the required and optional assets, along with the asset specifications. Before uploading your images, refer to the Asset Specifications section to prepare your assets for upload if you have not already done so.

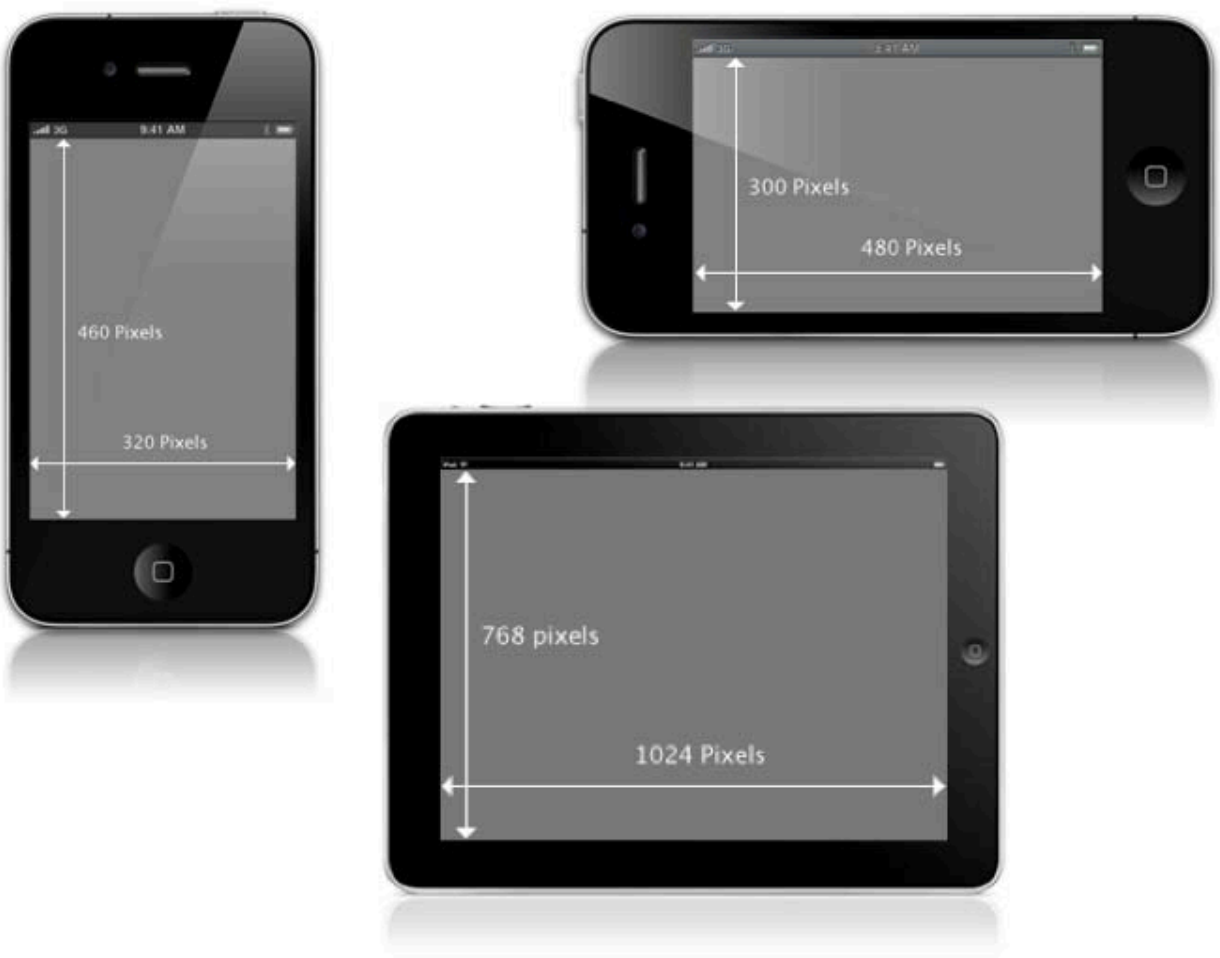
The Uploads section of the Version Information page is where you will upload all of your assets – your large app icon for iOS apps, your first screenshot for iPhone/iPod touch, iPad or Mac OS X, and any additional screenshots.

If you are adding an iOS app, the Uploads section will display the following options:

All assets, except for the additional screenshots, are required based on the device families set in your app binary. The following table gives a brief description for each field in the Uploads section for iOS apps. Required fields are asterisked. The letter in the Key column refers to the illustration above.

Key	Field	Description
L	Large Icon*	The large app icon will be displayed for your app on the desktop App Store and if needed, will be used to feature your app on the App Store. To be featured prominently on the App Store, we recommend you provide an attractive, original icon that meets the following requirements for both iPhone/iPod touch and iPad apps: ▪ 512px square (do not scale-up smaller artwork, as this could appear pixelated and blurry) ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG,TIFF, or PNG image file format. ZIP-compressed TIFF files are not acceptable. If you want to preview image files before submitting them, click the filename to view them in a separate window. **Note:** The small (57x57 for iPhone/iPod touch, 50x50 and 72x72 for the iPad) icon that you include inside the binary will be used on the iPhone, iPod touch or iPad home screen when installed, and on the device App Store when viewed from the iPhone, iPod touch or iPad respectively.

Key	Field	Description
M	iPhone and iPod touch Screenshots*	The first screenshot that you upload will be the first screenshot visible on your app product page on the App Store and the device App Store when viewed from the iPhone and iPod touch. Up to four additional optional screenshots can be uploaded. All subsequent screenshots will appear in the numbered order on the App Store as uploaded in iTunes Connect. Screenshots can be reordered once they have been uploaded. For best results, do not include the iPhone status bar in your screenshots, and follow these requirements: ▪ 320x460 portrait (without status bar) minimum ▪ 320x480 portrait (full screen) maximum ▪ 640x920 hi-res portrait (without status bar) minimum ▪ 640x960 hi-res portrait (full screen) maximum ▪ 480x300 landscape (without status bar) minimum ▪ 480x320 landscape (full screen) maximum ▪ 920x600 hi-res landscape (without status bar) minimum ▪ 920x640 hi-res landscape (full screen) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.
N	iPad Screenshots (* required if app runs on iPad)	If your binary indicates that your app will run on iPad, you are required to upload at least one iPad screenshot. Your iPad screenshots will appear on the App Store on the iPad only. Up to four additional optional screenshots can be displayed along with this first screenshot on the app product page on the iPad App Store. For best results, do not include the iPad status bar in your screenshots and follow these requirements: ▪ 1004x768 landscape (full screen) minimum ▪ 1024x768 landscape (without status bar) maximum ▪ 748x1024 portrait (full screen) minimum ▪ 768x1024 portrait (without status bar) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.



If you are adding a Mac OS X app, the Uploads section will display the following option:

Note: You will not be asked to provide a large icon when adding your Mac OS X app because it will be uploaded later as part of the binary.

Key	Field	Description
O	Desktop Screenshot*	The first screenshot that you upload will be the first screenshot visible on your app product page on the Mac App Store. Up to four additional optional screenshots can be uploaded. All subsequent screenshots will appear in the numbered order on the App Store as uploaded in iTunes Connect. For best results, follow these requirements: ▪ 16:10 aspect ratio ▪ 1280x800 pixels minimum ▪ 72ppi, RGB, flattened, no transparency ▪ Must be a high quality .jpeg, .jpg, .tif, .tiff, or .png file in the RGB color space. ZIP-compressed TIFF files are not acceptable.

To upload your images:

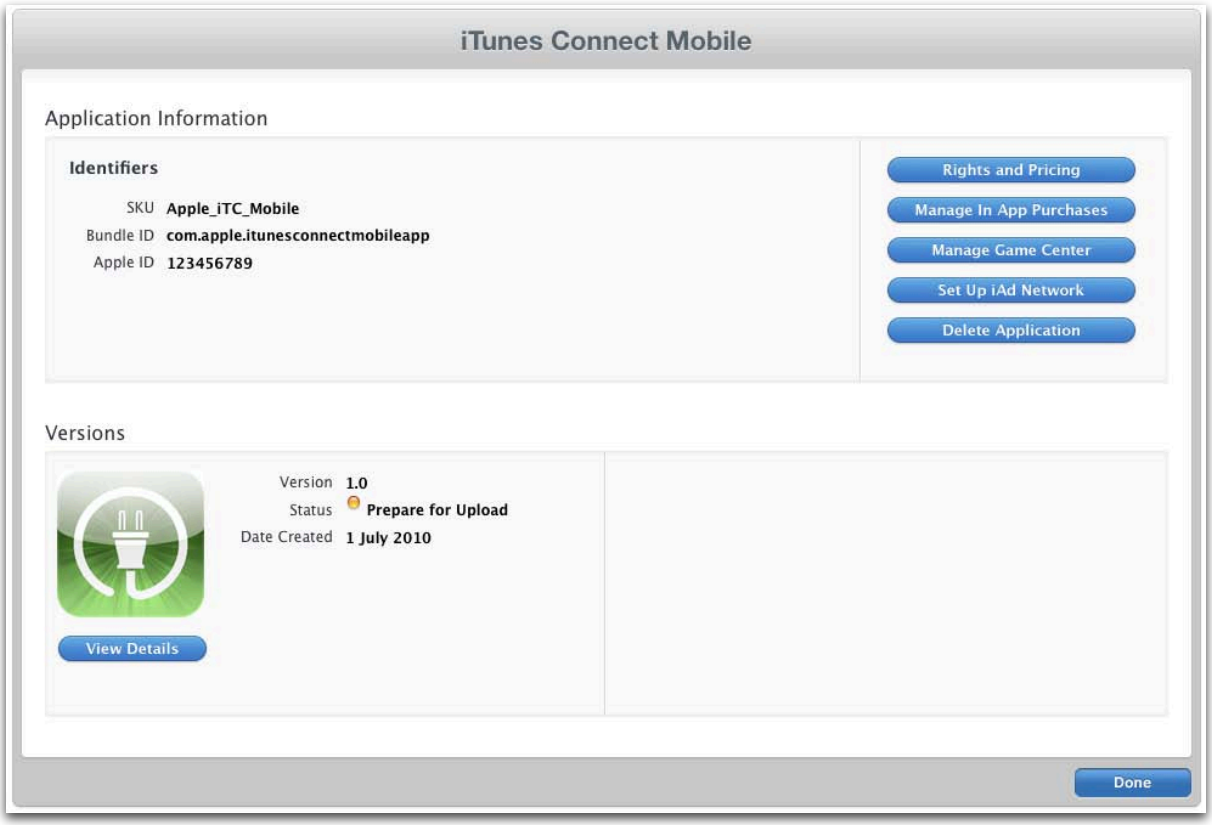
1. In the Uploads section, click **Choose File** for the asset you want to upload.
2. Locate the file and click **Choose**.
3. Then, click **Upload File**.

   If the file does not match the requirements, a message appears at the top of the page.
4. To preview image files before submitting them, click the image to view them in a pop-up window.

Once you have completed all information on the Version Details page, click

. You will then be taken to your App Summary Page to view your created app in it's first state, Prepare for Upload.

	Prepare For Upload



Below is an example of an app product page on the App Store with all associated metadata and images as entered above when you set up your app:

The seller name that is displayed for your app in the App Store is associated with the legal entity name of your organization as contracted with Apple. In order to request a change or update to your seller name, you must contact Apple Developer Support in the iOS or Mac Provisioning Portal.

App Summary Page Actions

Your App Summary Page will display all available app level actions where you can set up additional information for your app and edit current information. These actions will apply to all versions of your app since they are considered app level.

Each available action will be detailed in the Editing App Information section later in this guide. To understand more about app level information versus version level information, see Appendix A: App Information Table.

Note: Not all of these actions will be available for Mac OS X apps. You are unable to Manage Game Center, or Set Up iAd Network for Mac OS X apps.

Localizing Metadata, Keywords, and Screenshots

The Manage Localization section is where you can choose additional languages in which you would like to enter your app metadata, keywords for that region, and screenshots for both the iPhone/iPod touch and iPad. This is in addition to the English (or other default language you set on your defaults page) metadata you've already supplied during your initial app creation.

For example, if you choose to upload new metadata, keywords, and screenshots in French, the text and images will appear in all French-speaking stores you selected on the Rights and Pricing page. Your app will also be searchable in all French-speaking stores by localized keywords you enter.

The languages currently permitted for localization are:

English Spanish German UK English

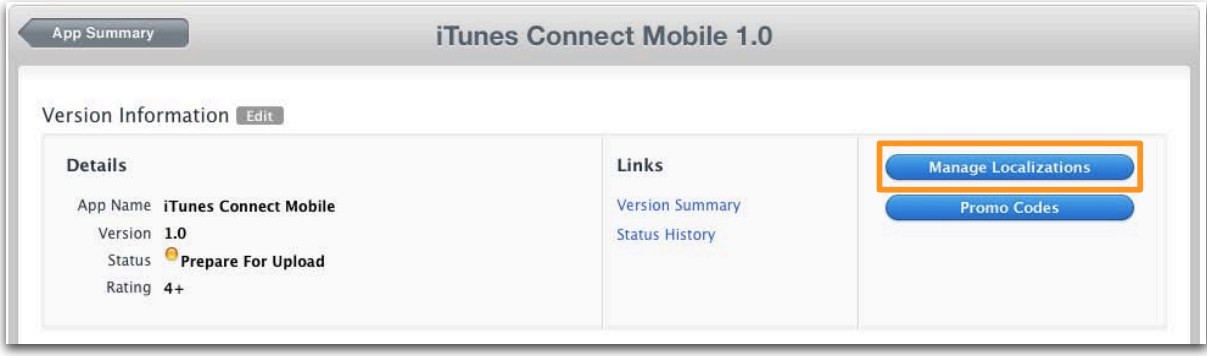
Canadian English	Australian English	Dutch	Italian
French Canadian	French	Japanese	Simplified Chinese
Brazilian Portuguese	Mexican Spanish	Russian	Swedish
	Portuguese	Korean	

Adding a New Localization

IMPORTANT: You will only be permitted to add a new localization when your app is in an Editable state. To see a list of Editable states, refer to Appendix A: App Information Table.

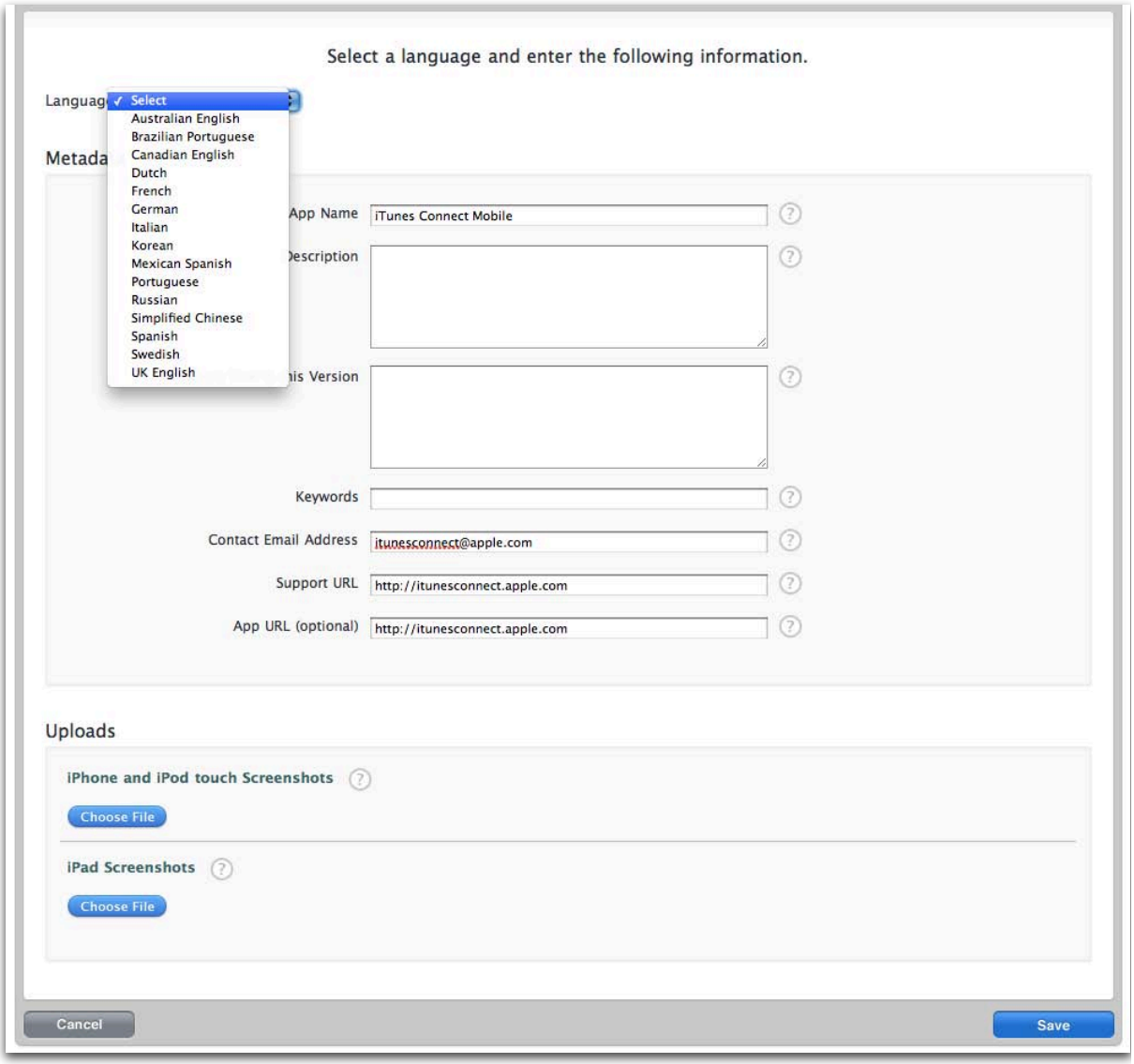
To add a localization to your app:

1. On the Version Details page (access by clicking View Details for a specific version), click **Manage Localizations.**



2. Click **Add New Language.**

3. Choose the language localization that you wish to add from the drop down menu:



4. Enter the localized metadata for the language indicated.

   All information, except the App Description, and Keywords, will be prepopulated from your native app, including the screenshots already uploaded. All of the same metadata fields that are required during the initial app creation, are also required if you choose to add other languages. If you do not upload new screenshots, the previous English (or default language) versions will be used.

5. To provide new screenshots for your localized territory, click **Choose File**, locate the files, and click **Upload**.

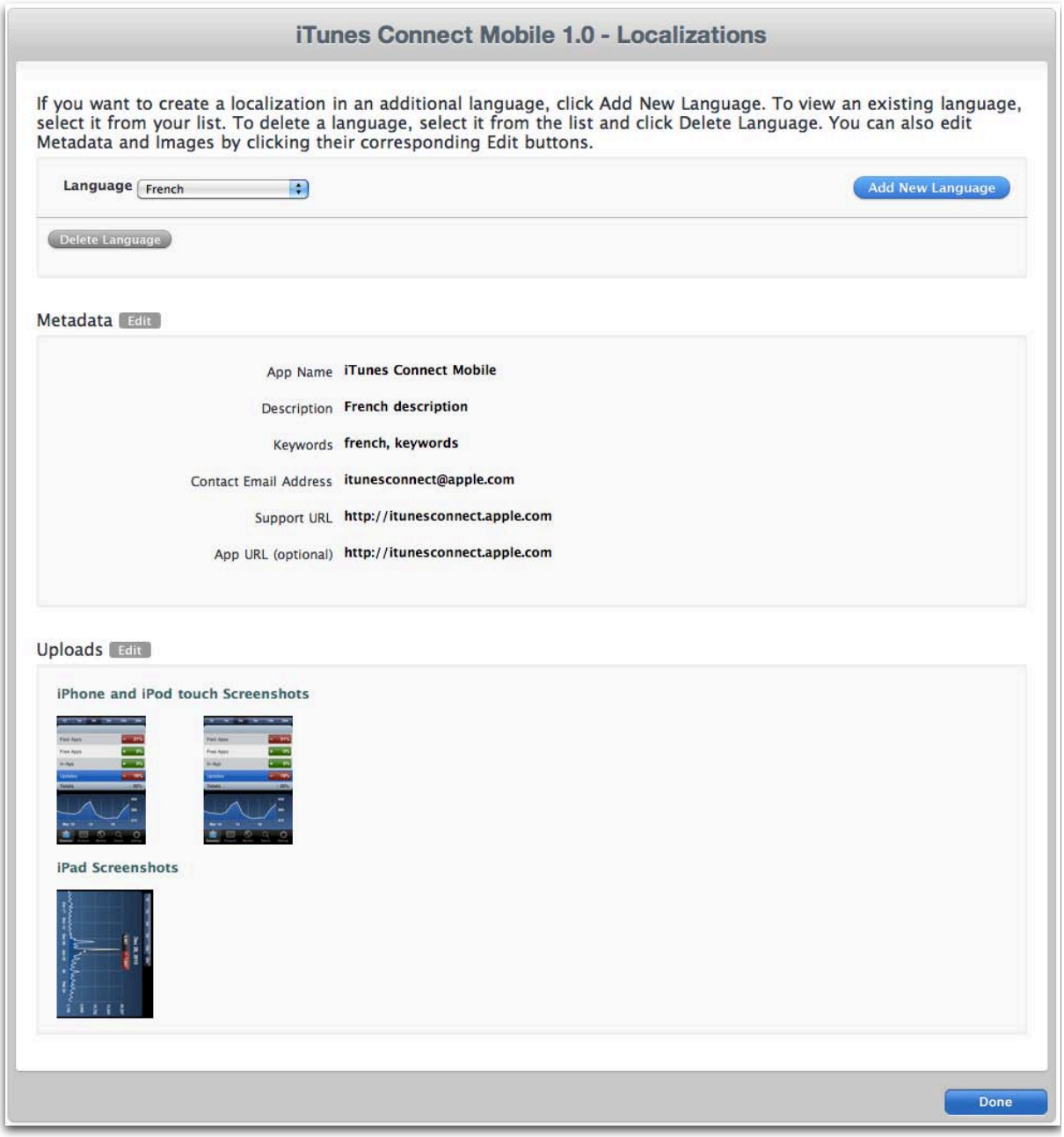
> **IMPORTANT:** If your binary is set to run on iPad, you must provide iPad screenshots for all localizations that you set up or your app will go into a Missing Screenshot state.

6. Click **Save Changes**.

If you need to edit localizations that you have already added, you can do so within the same **Manage Localizations** section in your Version Details page. For more details on editing localizations, see the Manage Localizations section later in this document.

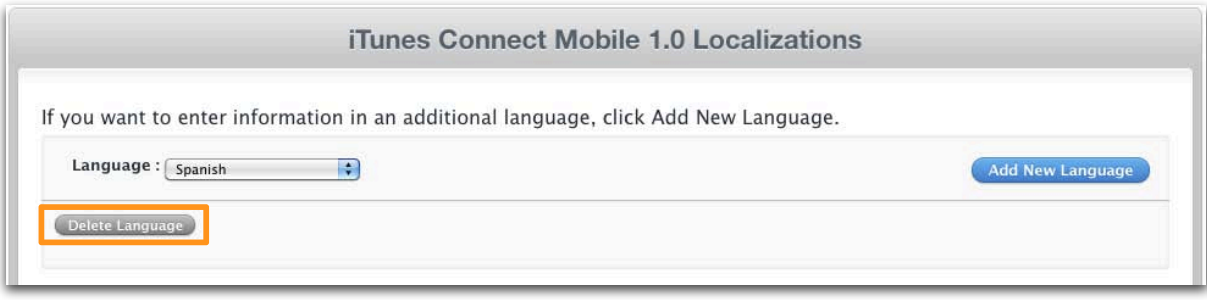
Viewing Your Localizations

Each new language added will be listed in the Manage Localizations section in a drop down menu called Language. To view the metadata and images entered for a specific localization, choose that language in the drop down menu and the information will appear on that page:



Deleting Your Localizations

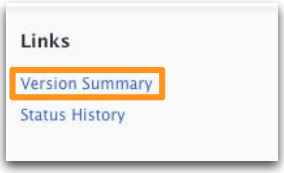
If you've added a localization to your app, but no longer want to manage it, you can delete it from your version at any time by choosing the language you want to delete and clicking **Delete Language.**



IMPORTANT: When a localization is deleted, that version's metadata will revert to the entered info for the default language version (referred to as the native version) of your app.

Reviewing Your Version Summary

The Version Summary page is a read-only summary of all the metadata and assets you are about to submit to the App Store. Review the information carefully prior to submitting. You can go back and edit your metadata after it has been submitted, but not all metadata attributes can be changed. See Appendix A: App Information Table to learn which attributes are editable and when.



If you have added other languages, you can review each set of metadata by changing your Mac or iOS device language to the desired language and selecting the storefront for each language. Only storefronts where you chose to make your app available (on the Rights and Pricing page) will be listed in the drop down.

If you would like to view the final size of your application after it has been encrypted for DRM purposes and re-compressed, you may do so by viewing the Version Summary page.

App Name Expiry

Once you have created your app, and it is in the state Prepare For Upload or Waiting For Upload, you will have 120 days (4 months) from your creation date in iTunes Connect, to deliver a binary to Apple. If you do not deliver a binary before the 120-day deadline, your app will be deleted from iTunes Connect. As a result of this deletion, your app name will be able to be used by another developer and you cannot reuse the app name, SKU or Bundle ID. See the Deleting an App section of this guide to learn more about the ramifications of App Delete.

All Admin and Technical iTunes Connect users for your account will receive the following email warnings to remind you of apps that are approaching their App Name Expiration date:

90 Day Warning — You will receive an email once you have had an app created for 90 days but have not yet delivered a binary, reminding you that you have 30 more days to deliver your binary or your app will be deleted from iTunes Connect. You will be given an exact date of your deadline in this email.

113 Day Warning — You will receive an email once you have had an app created for 113 days but have not yet delivered a binary, reminding you that you have 7 more days to deliver your binary or your app will be deleted from iTunes Connect. You will be given an exact date of your deadline in this email.

120 Day Deletion Confirmation — You will receive an email confirming that your app has been deleted from iTunes Connect, if you have not delivered a binary before your 120-day deadline.

NOTE: Per section 3.2 of the iOS Developer Program License Agreement, to which you agreed, squatting on an app name to prevent legitimate third party use is prohibited.

Ready to Upload Your Binary

Once you have completed the app upload preparation steps outlined above, you will need to answer some more questions dependent upon the nature of your binary.

To begin the Ready to Upload Binary flow:

1. From your Version Details page, click on the **Ready to Upload Binary** button

2. In order to be ready to deliver your binary through Application Loader, you will need to answer questions about **Export Compliance** and also indicate if you are updating your app due to a legal issue**.** See the Authorizing for Export and Indicating Legal Issues section below for more details about this step.

3. Once you complete Export Compliance, if your version is an update to an existing app, you will continue to the Version Release Control page. If your version is a new app, you will be led straight to the Application Loader Instructional Page to learn how to deliver your app through Application Loader.

Once you complete **Export Compliance,** indicate any legal issue and your **Version Release Control** settings, if applicable, your app status will change to Waiting For Upload which indicates to the Application Loader software that your app is ready to receive a binary delivery.

IMPORTANT: **Binary uploads are no longer being accepted through the iTunes Connect interface.** You must use Application Loader to deliver your binary to Apple. Application Loader offers a significantly improved experience over uploading through iTunes Connect, including fast uploading, a more stable connection, and early validation warnings. Application Loader requires Mac OS X 10.5.3 or later.

If you are using iOS SDK 3.2 or later, you already have Application Loader stored on your computer in your Utilities folder:

/Developer/Applications/Utilities/Application Loader.app

You also have the option of delivering from Xcode, which also happens to utilize the same Application Loader technology. See the Using Application Loader section to learn more about how to deliver your binary.

Authorizing for Export and Indicating Legal Issues

Export laws require that products containing encryption be properly authorized for export. You will be asked a series of questions regarding app encryption once you are ready to upload your first binary for your app, and anytime you add a new version to submit a binary update. Based on the answers to these questions, you may need to provide a copy of the commodity classification ruling (CCATS) confirming classification of the app.

When updating your app, this page will also ask if you are updating the app because of a legal issue. If this is true, select Yes.

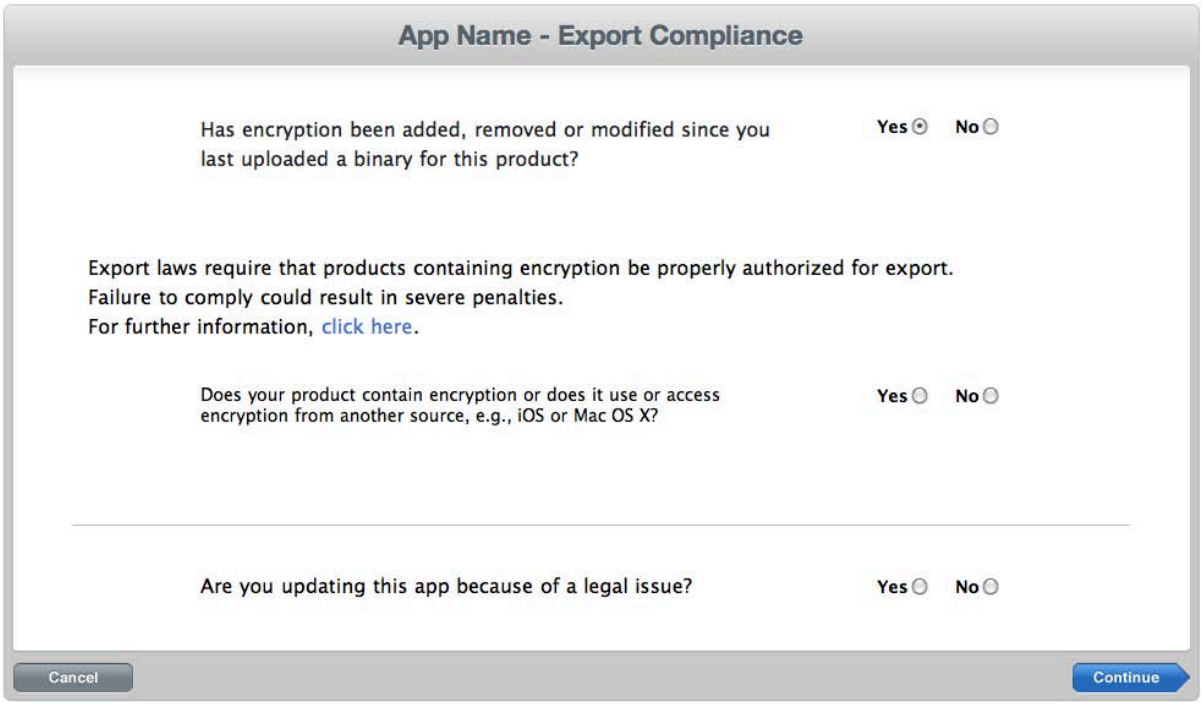
To set export compliance:

1. On the Export Compliance page, select Yes or No, depending on if your app contains encryption.

   If you do not know, or need more guidance on encryption, click where indicated for further information.

   If you are updating the app because of a legal issue, select Yes. If not, select No.

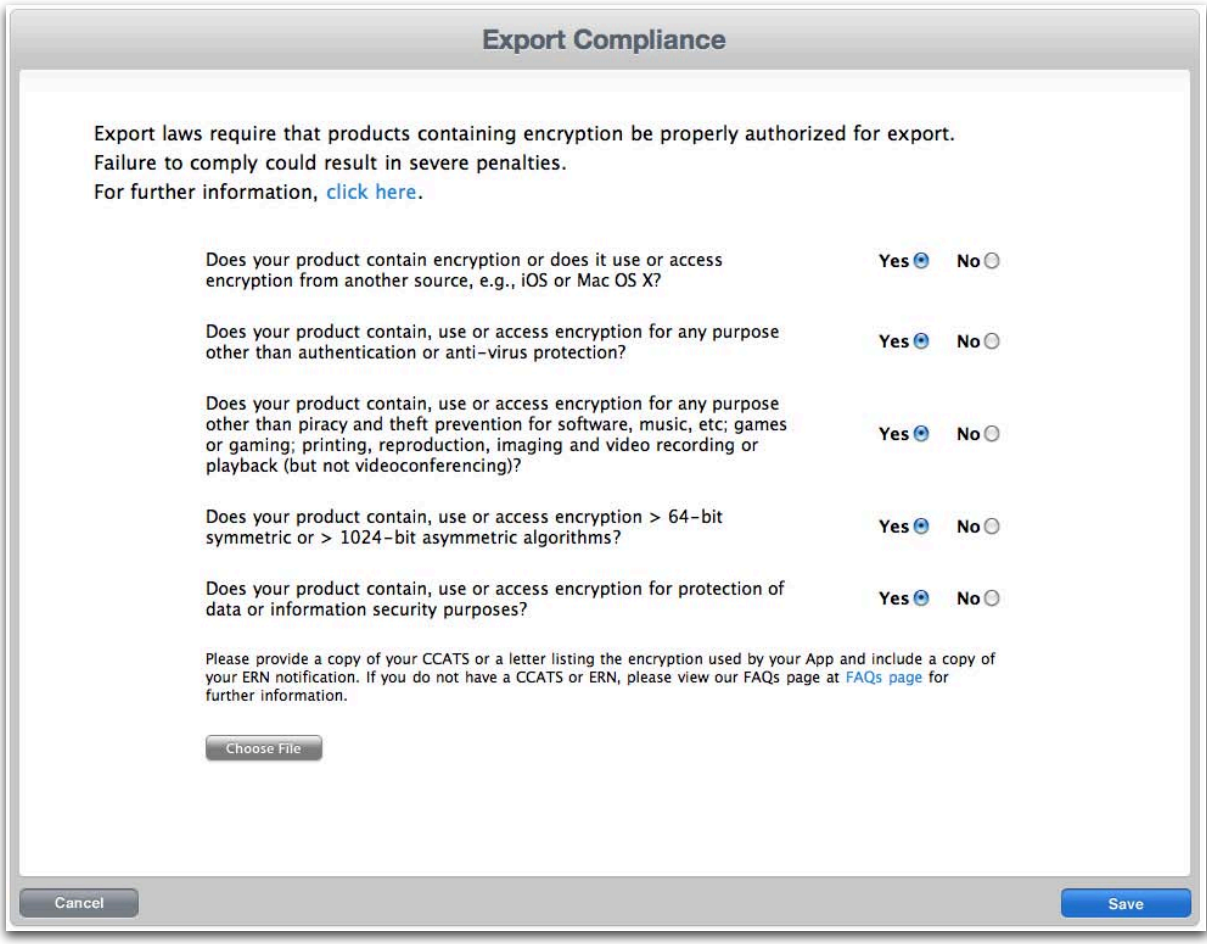
IMPORTANT: If your app has a legal issue, you must indicate it in iTunes Connect.



2. Click **Save**.

3. If you selected **No** to all questions, and this is the first version of your app, clicking **Save** will take you to the Application Loader Instructional Page to learn how to deliver your binary with Application Loader. If this is an update to your app, you will continue on to the Version Release Control page next. If you selected **Yes** to the export compliance questions, answer the export compliance questions that appear.

   New questions appear depending on the previous answer.



4. Depending on your answers, you may be asked to provide a copy of your CCATS. Click **Choose File**, locate the file (.pdf format), and click **Upload File**.

   Be sure to submit only a CCAT form in this step.

5. After uploading your CCATS document successfully, you'll see a green check mark.

6. If you select Yes to the legal issue question, you will be asked to indicate which versions of your app have a legal issue.

7. Click **Save** to go on to Version Release Control page if this is an app update. If this is the first version of your app, **Save** will take you to the Application Loader Instructional Page.

IMPORTANT: Your app status will not be Ready for Sale on the App Store until Export Compliance has reviewed and approved your CCATS.

Version Release Control

You can now determine when your app updates go live on the App Store. With the Version Release Control, you can control when a 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.

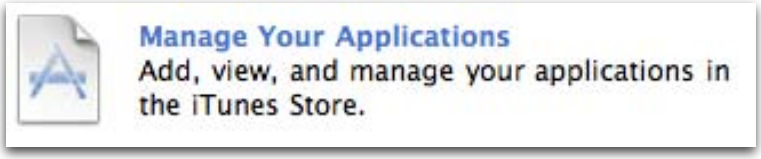
If you choose to automatically release your app update, it will go live as soon as it is approved by Apple (pending your set availability date).

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.

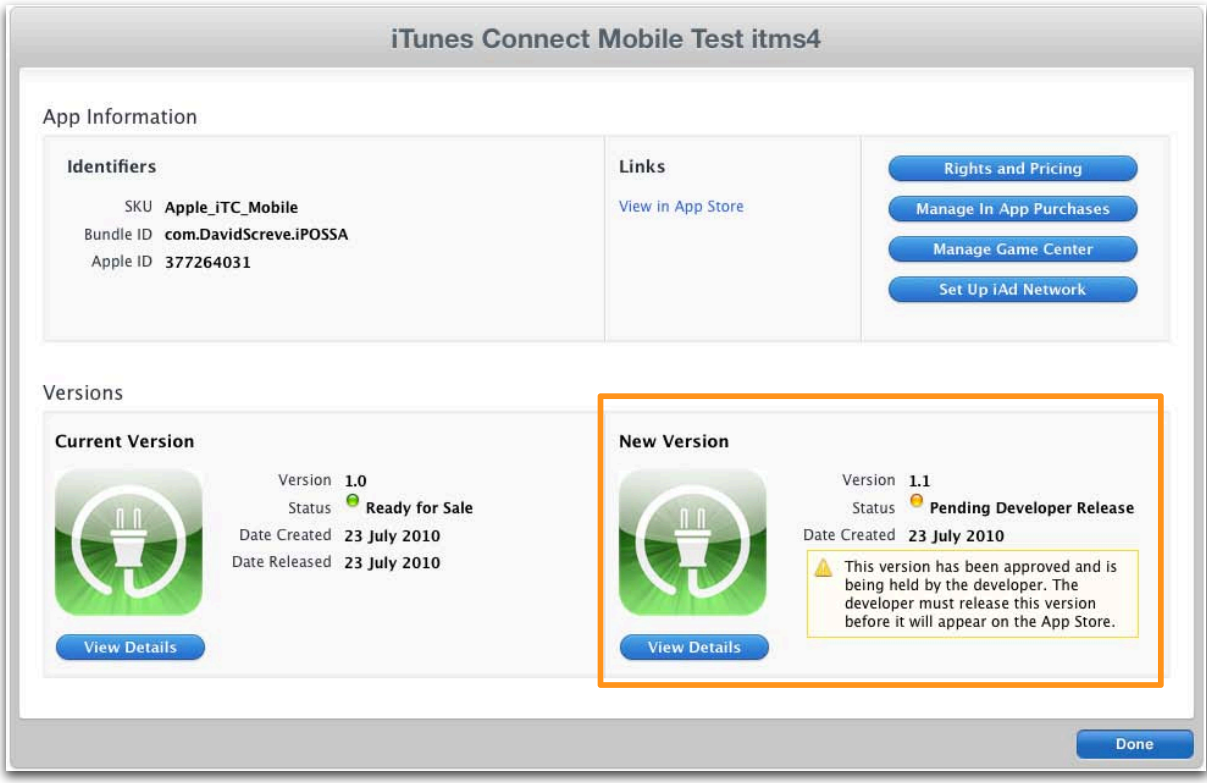
When you're ready for your app update to go live on the App Store, you will be responsible for releasing your app version to the App Store.

To release your version to the App Store while it is Pending Developer Release:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Your Applications**.



3. Locate your app and click on your large icon to view your **App Summary** page
4. You will see that there is an action indicator for your new version where you set the Version Release Control indicating that the version is held for developer release.



5. Click **View Details** for that version.
6. Click **Release This Version** button.

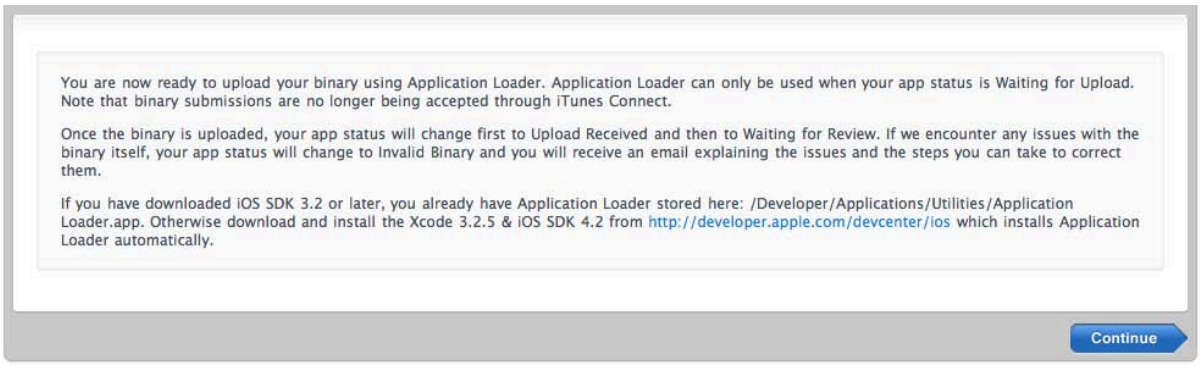
Your app version will then be live on the App Store pending usual processing times.

NOTE: You can only use the Version Release Control on app updates. It is not available for the first version of your app since you already have the ability to control when your first version goes live, using the Availability Date setting within Rights and Pricing. If you decide that you do not want to ever release a **Pending Developer Release** version, you can reject your binary to submit a new one. You are not permitted to skip over an entire version.

If you have an app sitting in the Pending Developer Release state for longer than 30 days, you will receive an email reminder from Apple.

Application Loader Instructional Page

All binaries are required to be delivered using Application Loader. You will be given clear instructions regarding the appropriate delivery mechanisms to ensure you understand before your app status will change to Waiting For Upload. Waiting For Upload indicates that your app is ready to receive its binary through Application Loader.



Clicking **Continue** will change your app status to **Waiting For Upload.**

	Waiting For Upload

Using Application Loader

Application Loader is a small Cocoa app that you will use to deliver your binary to Apple. Application Loader requires a minimum OS version of Mac OS X 10.5.3. The latest version of Application Loader, version 1.3, is integrated with Xcode so you can deliver your binary directly from Xcode. For more information on this delivery mechanism, please review the iOS Development Guide.

You also already have Application Loader downloaded to your Utilities folder if have downloaded iOS SDK 3.2 or later.

/Developer/Applications/Utilities/Application Loader.app

IMPORTANT: **Binary uploads are no longer being accepted through the iTunes Connect interface.** You must use Application Loader to deliver your binary to Apple. Application Loader offers a significantly improved experience over uploading through iTunes Connect, including fast uploading, a more stable connection, and early validation warnings.

To upload your binary with Application Loader:

1. After completing the Ready to Upload Binary steps above, your app will be in the **Waiting for Upload** state in iTunes Connect.

2. You would have been directed to the Application Loader Instructional Page. This page includes information on where to download Application Loader to submit your binary. If you have downloaded iOS SDK 3.2 or later, you do not need to download Application Loader here, since you already have the software in your Utilities folder.
3. If you need to download, follow the link to Apple Developer to download and install the latest version of Xcode and iOS SDK.

IMPORTANT: Mac OS X 10.5.3 is required.

To launch Application Loader:

1. After Application Loader has been installed, launch the app by double-clicking the icon.

   The Application Loader Welcome Screen appears upon launch. You will only see this screen the first time you use Application Loader.

2. Click Next to proceed to the login screen.

3. Enter your Apple ID and password. This is the same user ID and password you use to log in to iTunes Connect.

   Once you click Next, we'll verify that your ID matches with the information stored in our database. If so, you'll proceed to the confirmation screen below, and won't have to log in again. Application Loader will remember your Apple ID and password for subsequent uploads. If you need to change your login at a later time, you can do so by going to the **Window** menu item and selecting **Run Setup Wizard.**

4. Click Next, and Application Loader will search for all apps which are ready to be added to the App Store. Your app must be in the iTunes Connect state of **Waiting for Upload** in order to show as an available app for upload in Application Loader.

5. Choose your app and click Next. A window confirming some of your metadata information will appear.

6. Click **Choose** to locate the app in the Finder.

   Clicking the ellipsis button in the upper right allows you to select another file to replace the current file prior to submitting.

7. Click **Send** to begin uploading your app.

   Clicking Abort stops the transfer, but keeps the window open if you'd like to choose another file to upload. Clicking Cancel stops the transfer, and closes the window.

   Once the app has been uploaded successfully, you will see the Thank You screen.

8. Click **Done** to close the window.

   You can go back to the **Manage your Applications** page in iTunes Connect to view the status of your app which will now be in one of the following statuses depending on the success of your binary upload processing into the iTunes Connect database. Missing Screenshot is only applicable to iOS apps.

	Upload Received
	Invalid Binary
	Waiting For Review
	Missing Screenshot

   For a complete definition of iTunes Connect states, refer to the Checking the Status of an App section.

Managing Your Applications

Once you've submitted your app, you will be taken back to the Manage Your Applications page. You can also get to this page at any time from the Home page.

This chapter covers the things you can do to manage your app:

- searching your apps
- checking status
- viewing status history
- viewing rejection details in the Resolution Center
- viewing binary details
- viewing crash logs
- rejecting your binary
- removing an app from sale
- putting an app back on sale
- deleting an app

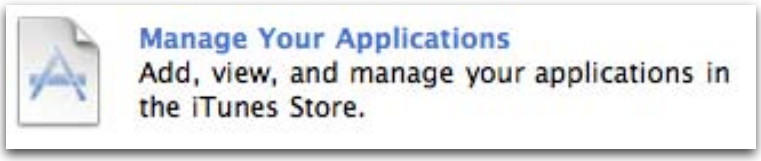
Searching Your Apps

In iTunes Connect, you can view and edit apps that you have delivered to the App Store. The iTunes Connect Search feature lets you find content by name, Apple ID, App Type or status.

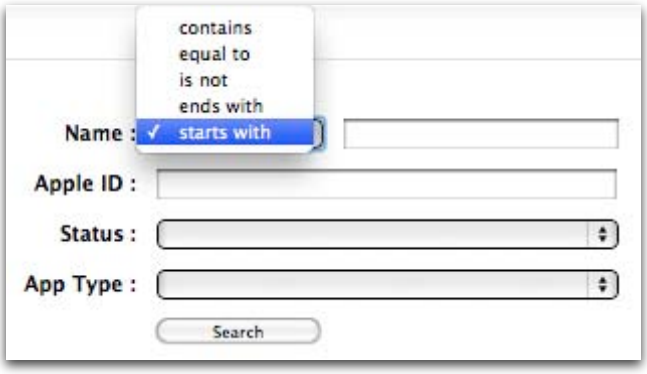
Your Manage Your Applications page shows you apps you have recently viewed, edited, or added. If your app has one version Ready for Sale and a new version created, you will see both version' names in the Recent Activity section and search results. If the app you want to work on isn't displayed in the Recent Activity rows, you can use the Search feature to find the app.

To search your apps:

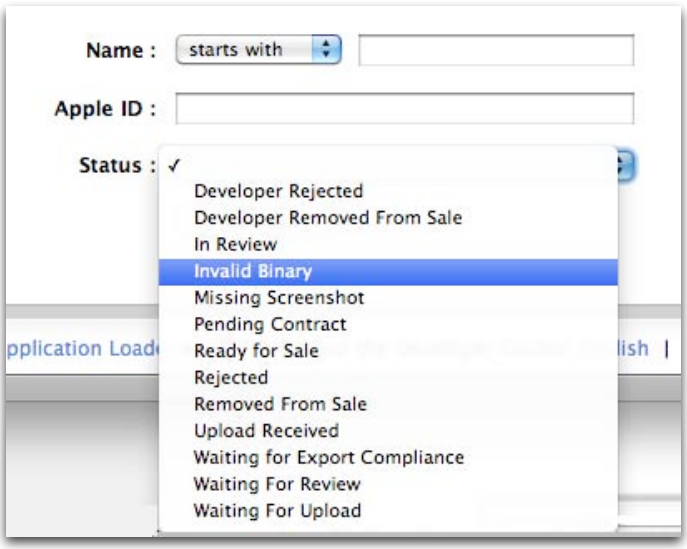
1. Log into iTunes Connect.
2. On the Home page, click **Manage Your Applications**.



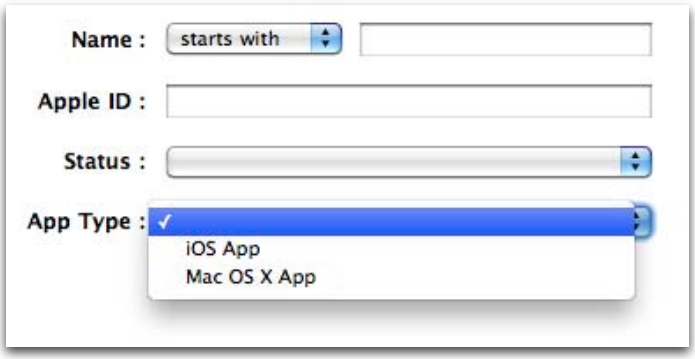
3. In the Search portion of the Manage Your Applications page, choose which criteria you want to search:
   - **By Name:** Choose the search criteria and enter the name or portion of the name:



- **By Apple ID**: Enter the Apple ID of the app
- **By Status**: Choose the status:



4. **By App Type (if enabled for both iOS and Mac OS X apps):** Select either iOS App or Mac OS X App



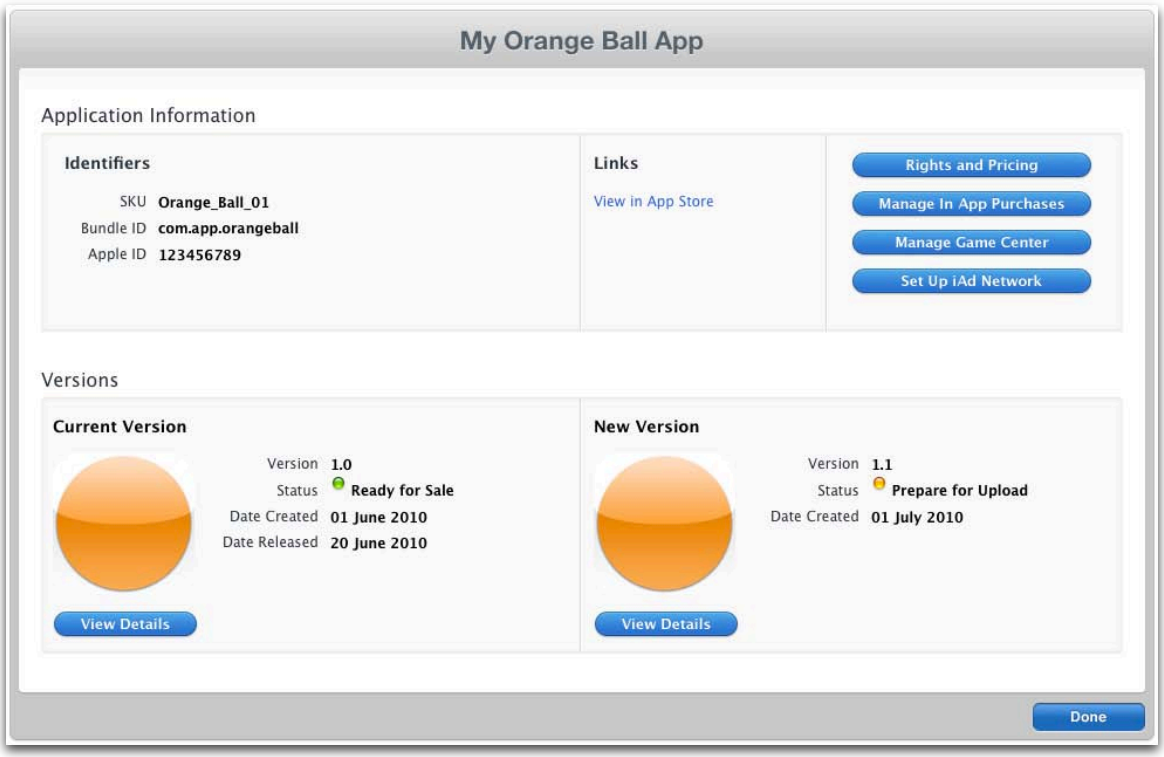
5. Click **Search**.
6. In the Search Results, click the name of the app to view the app's information.

Checking the Status of an App

After searching for your app, clicking the name of the app displays the App Summary Page. The App Summary page includes:

- your app name
- SKU
- Bundle ID
- Apple ID
- App Type
- both app versions (Current Version and New Version if applicable)
- version number
- status (see the table below for a description of the statuses)
- date created by you in iTunes Connect
- date released to the App Store (if at least one version is Ready For Sale)
- link to View in App Store
- Resolution Center link (if the current/new version has been rejected)
- App Summary Page Action buttons

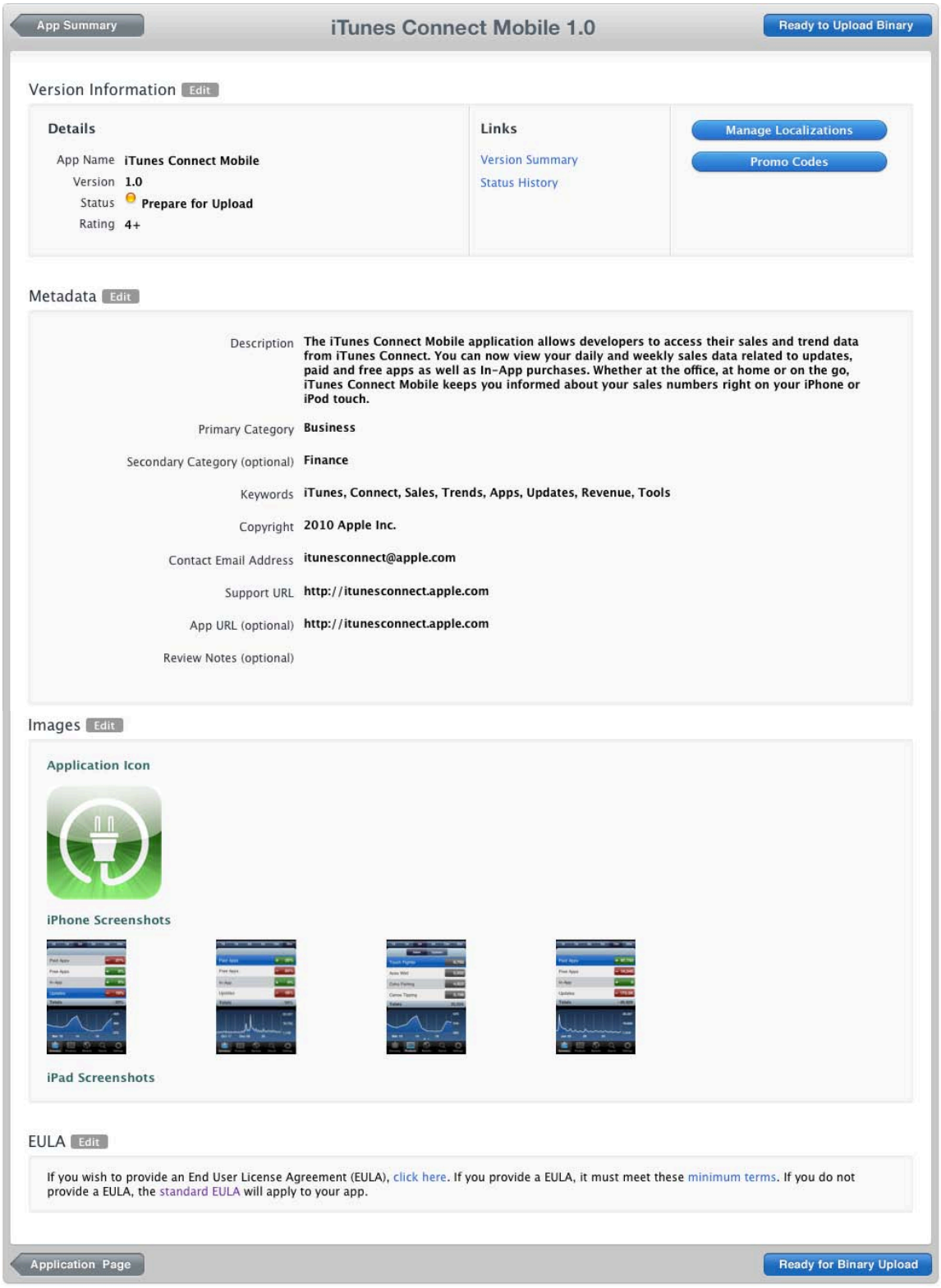
This is an example of the App Summary Page:



Clicking on View Details for a specific app version will take you to the Version Details Page. The Version Details Page includes:

- links to Crash Reports, Binary Details, Customer Reviews (for iOS apps only) and Status History (each of these is described in more detail later in this chapter)
- Resolution Center link (if the current/new version has been rejected)
- Manage Localizations button
- Promo Codes button. See the Requesting Promo Codes section to learn about promotional codes)

This is an example of the Version Details Page:



There are seventeen status indicators that can appear for your app after submitting an app. If you need to see

a description of any status in iTunes Connect, simply hover your mouse over the status to see a definition. For clarification on which states are considered Editable states, see Appendix A: App Information Table.

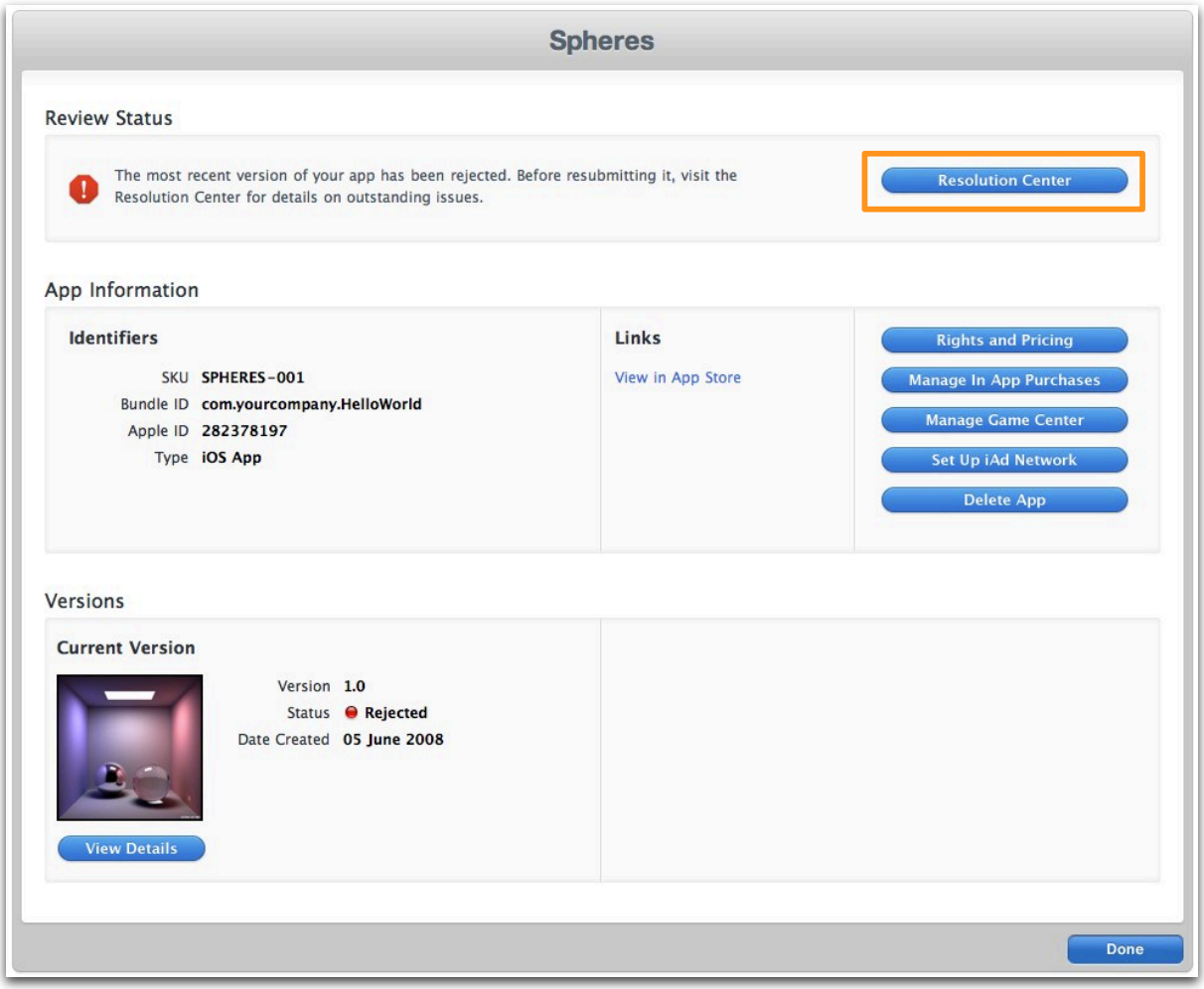
Status	Status Name	Description
	Prepare For Upload	Appears as the first status for your app. This status means that you should enter or edit metadata, screenshots, pricing, In-App Purchases, Game Center, iAd network settings, etc., to prepare your app for upload to the App Store.
	Waiting For Upload	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	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 ▪ edit certain app information
	In Review	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	Appears when your app has been reviewed and is Ready for Sale but your contracts are not yet In Effect. You can check the progress of your contracts in the Contracts, Tax & Banking module. See Contracts, Tax & Banking Information.
	Waiting For Export Compliance	Appears when your CCATS is in review with Export Compliance.
	Upload Received	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	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	Appears when your binary is being processed and will be Ready For Sale within 24 hours.
	Pending Apple Release	Appears when your app version will be held by Apple until the corresponding Apple iOS or OS version is released to the public.

Status	Status Name	Description
	Ready For Sale	Appears once the binary has been approved, and the app is posted to the App Store. When your application is in this state, you have the option to remove it from the store by going to the Rights and Pricing page and removing all App Store territories. See Removing an Application From Sale.
	Rejected	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	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	Appears when your app has been removed from the App Store.
	Developer Rejected	Appears when you've rejected the binary from the review process. Developer-rejecting your app removes your app from the review queue. The app review process will start over from the beginning once you resubmit your binary.
	Developer Removed From Sale	Appears when you've removed the app from the App Store. See Removing an Application From Sale and Putting an App Back on Sale.
	Invalid Binary	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.
	Missing Screenshot	Available for iOS apps only. Appears when your app is missing a required screenshot for iPhone and iPod touch or iPad for your default language app or for your added localizations. At least one screenshot is required for both iPhone and iPod touch and for iPad if you are submitting a universal app.

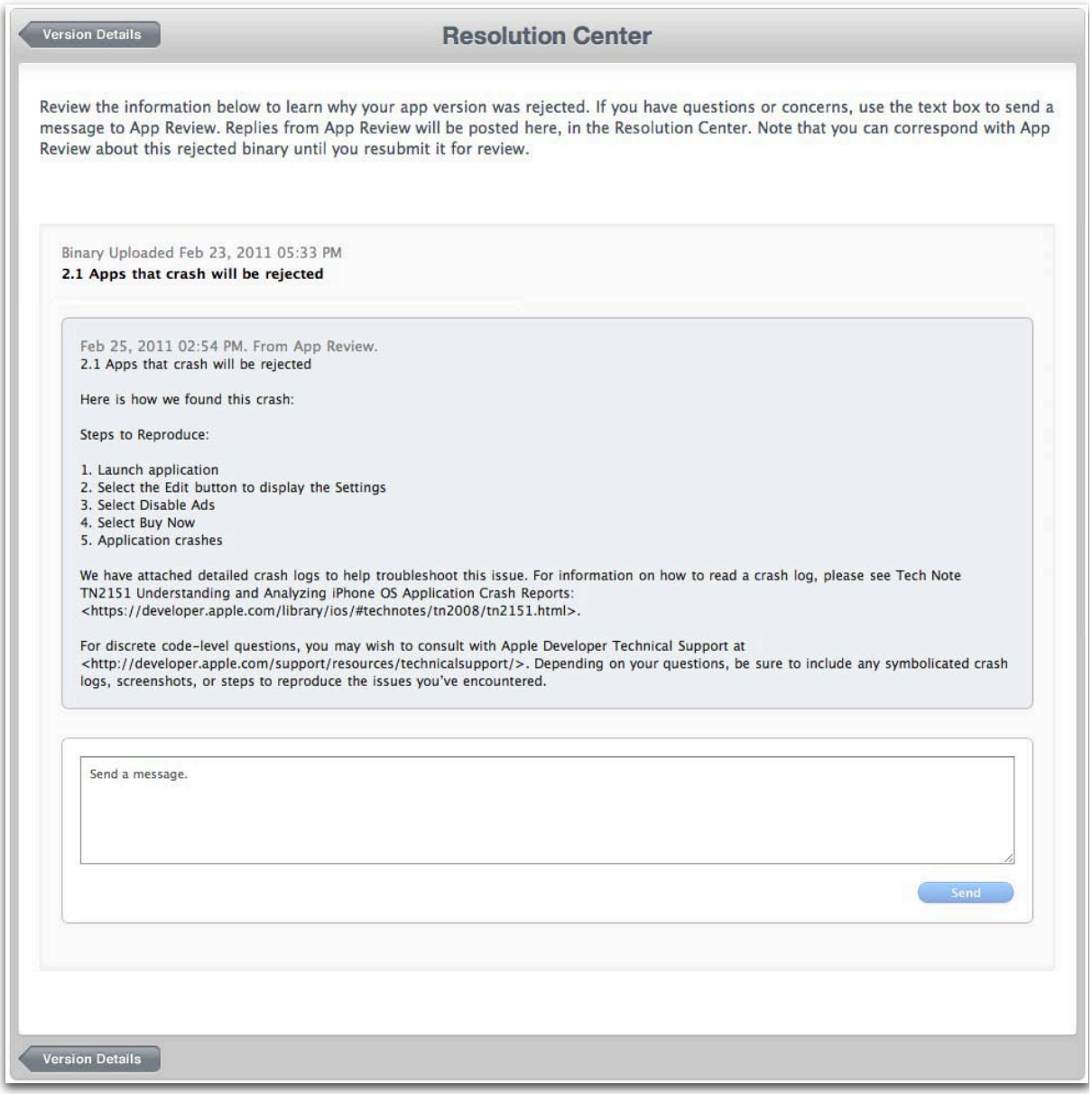
Viewing Rejection Details in the Resolution Center

If your app does not pass review and is rejected, you will receive a communication from App Review in the Resolution Center regarding the reason for the rejection. The Resolution Center can be accessed from both the App Summary page and the Version Details page.

If your app has been rejected, you will see a link to the Resolution Center displayed at the top of the page.



Click on Resolution Center to view details regarding your app rejection. The Resolution Center displays information about your app rejection from App Review, with the ability to write back asking for clarification if necessary. 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.



You can correspond with App Review about your rejected binary until you resubmit it for review. You can also send attachments, such as screenshots, back to App Review. Once you resubmit your binary for review, you will be unable to communicate further with App Review via the Resolution Center.

If your app has been Metadata Rejected, you can resolve the metadata issues that have been identified by the App Review team without having to re-compile and re-submit a new binary for review. Simply edit the metadata in iTunes Connect and your existing binary will be re-used for the review process.

Viewing Status History

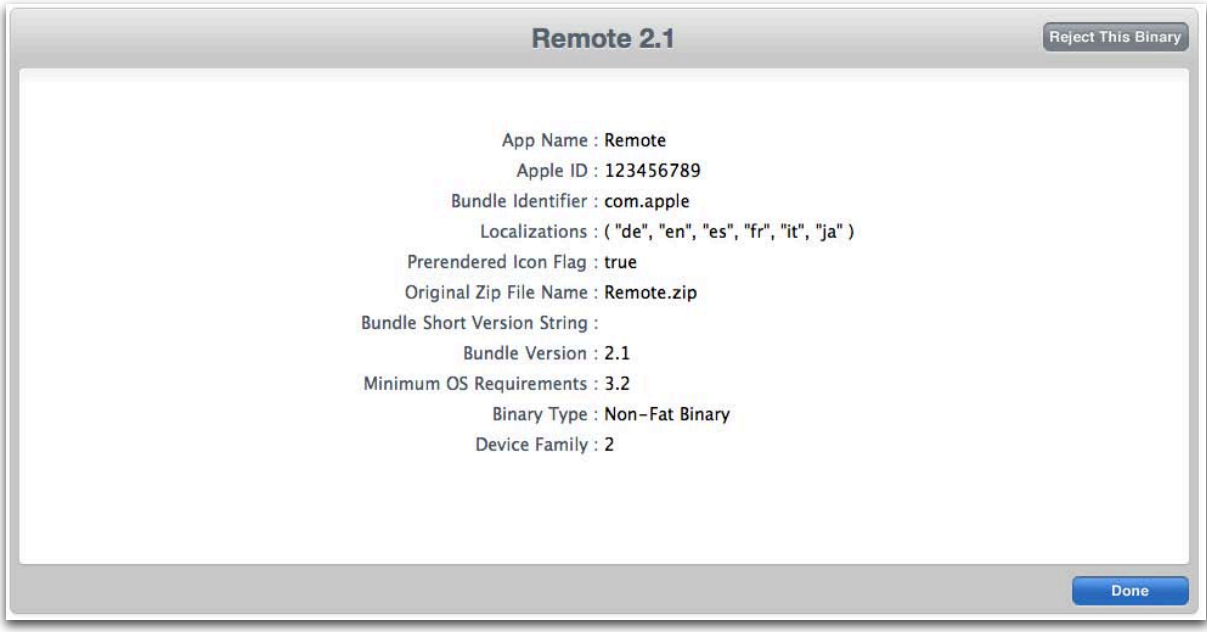
The Status History link on the Version Details page lists all state changes for your app, a time and date stamp for the change, as well as whether the change was initiated by Apple or by one of your iTunes Connect users. This will help you track your app throughout the review process and can assist you with diagnosing availability issues. For example, if you notice that your app is in status Developer Removed from Sale and you know that

you didn't remove it from sale, you can check your status history to see which iTunes Connect user removed the app.

Viewing Binary Details

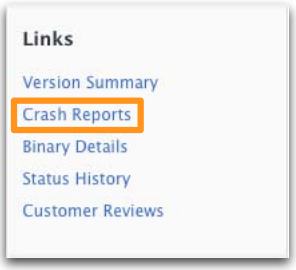
On the Version Details page, you will find a link to your Binary Details page. Clicking the **Binary Details** link takes you the Binary Details page.

This Binary Details page contains detailed binary information and identifiers that are extremely valuable when communicating with Apple support teams about your app. The Binary Details page is also where you can reject the binary you have submitted. The Apple ID of your app should always be referenced when seeking technical support with Apple to help speed up response time and assist with troubleshooting efforts. Note that the Binary Details shown will vary based on app type (iOS or Mac OS X app).



Viewing Crash Reports

Application Crash Reports are available in iTunes Connect for you to view the most frequent crashes that your customers are encountering for your iOS or Mac OS apps. You can find crash logs specific to a version of your app by clicking on the **Crash Reports** link from your Version Details page in iTunes Connect.



If you do not see this button or link, it is because crash logs are not available for this app at that given time. This could be because your app has not been on the App Store for a long enough period of time to generate crash logs or because Apple has not received any crash information from your customers.

Fetching New Crash Reports

You can request crash logs on demand by clicking Refresh Now to retrieve any new available logs. You will also be able to see the last requested date of your crash reports and whether the logs are current or not:

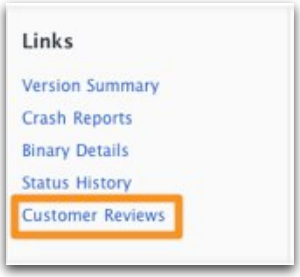
The reports will show the crash logs for the most recently approved version of each app and you will be able to view reports broken down by iOS or Mac OS version.

The crash report page has a tab for each OS release that has an available report. Reports will always be available for the most recent shipping iOS or Mac OS release. From time to time, at Apple's discretion, developer seed builds from unreleased versions of iOS or Mac OS may also be shown.

IMPORTANT: Once crash reports are updated, the previous report will no longer be visible. If you are interested in keeping the report details, please make sure you have a copy saved.

Viewing Customer Reviews

Customer Reviews are also available in iTunes Connect for you to view the most recent feedback from your users for your iOS apps. You can find customer reviews specific to a version of your app by clicking on the **Customer Reviews** link from your Version Details page in iTunes Connect.

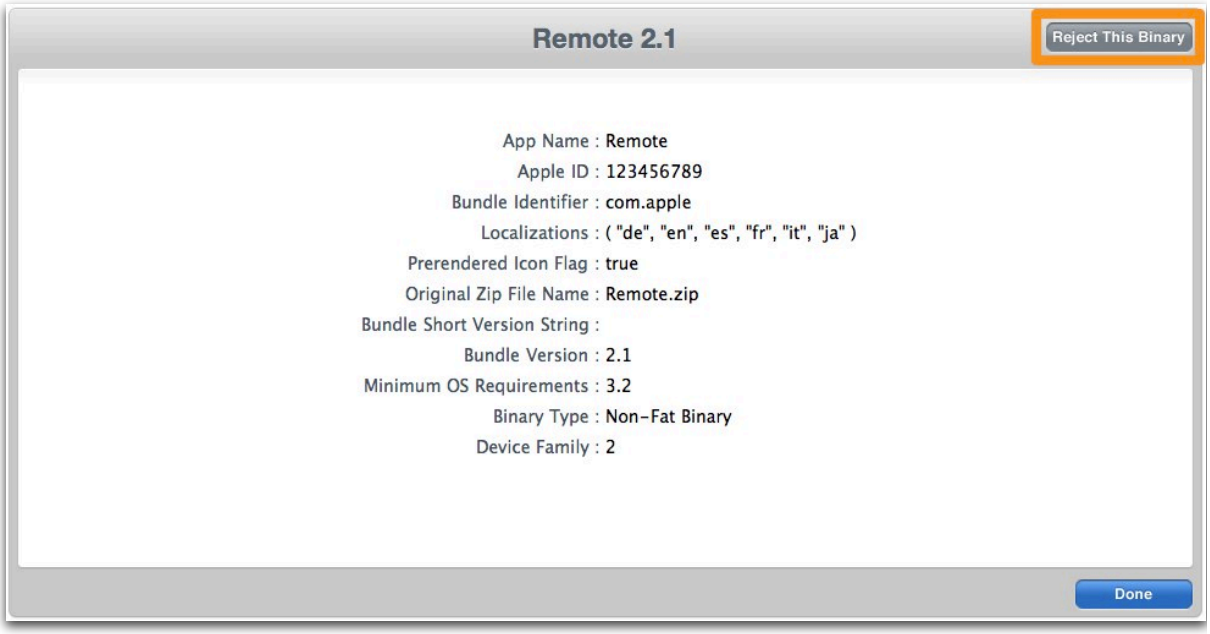


If you do not see this link, customer reviews are not available for this version of your app. This could be because this version of your app does not have any customer reviews or because it is not yet available on iTunes.

Note: Customer reviews are not available for Mac OS X apps at this time.

Rejecting Your Binary

When the status of your app is Missing Screenshot (iOS only), Waiting for Export Compliance, Waiting For Review, In Review, Pending Developer Release or Pending Apple Release you can reject the binary you have submitted by clicking Reject Binary from the Binary Details page. This removes your binary from the review queue, and you can then submit another update through Application Loader once you move your app back to the Waiting For Upload state in iTunes Connect. If you reject your binary, the status of your app will change to Developer Rejected. When you resubmit your binary, the review process starts over from the beginning.



Removing an App From Sale

IMPORTANT: Your app's availability date ultimately determines if your app is live on the App Store or not. If your availability date is set to a date in the future, even if your app is Ready for Sale, it will not be live in the App Store until your availability date approaches.

Since Rights and Pricing settings are app level settings, when you choose to remove all App Store territory settings for an app, you will be removing the entire app from the App Store and not just a specific version.

To remove your app from sale on the App Store:

1. Click on the

button from your App Summary Page.
2. Click on the link to view **specific stores**.
3. Click on

to uncheck all App Store territories.
4. Click on the

button.

After removing all assigned territory checkboxes from your app in the Rights and Pricing section,, the status changes to Developer Removed from Sale and your app will not be seen on the App Store within 24 hours.

Putting an App Back On Sale

In order to sell an app that you had previously removed from sale, you must put it back on sale within the Rights and Pricing section.

To put your app back on sale:

1. Click on the

button from your App Summary Page.
2. Click on the

button to check all App Store territories worldwide or select individual territories where you want to sell your app.
3. Click

button.

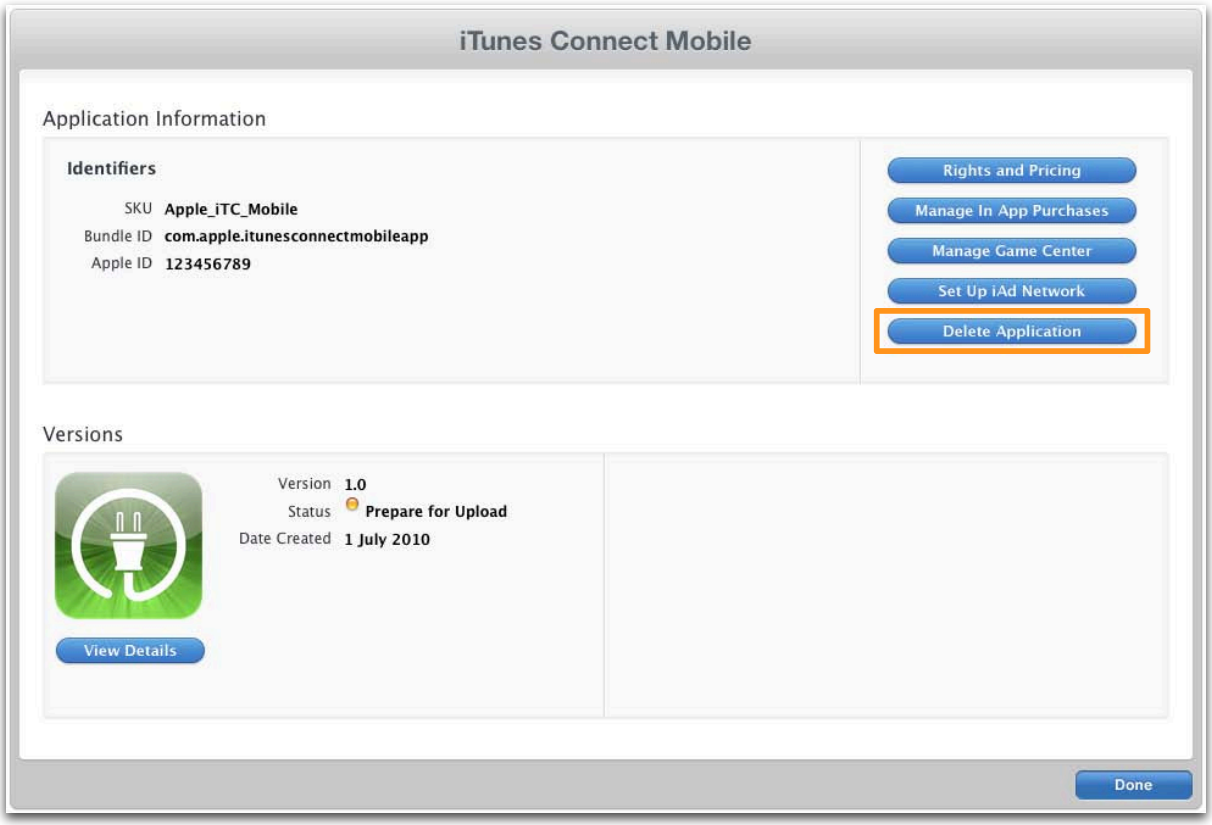
After indicating your App Store territories to put your app back on sale, your status will no longer be Developer Removed from Sale and your app will reappear in the App Store within 24 hours as long as your app status is Ready for Sale.

Deleting an App

If you have created an app in iTunes Connect that you no longer need to see or manage, you can delete it from your iTunes Connect view.

IMPORTANT: Deleting your app will not allow you to reuse your SKU or App Name in the same account again and you will not be able to restore your app once deleted. If you have uploaded a binary or set up this app for the iAd Network, your Bundle ID will not be reusable either.

If you are selling your app to another developer for their own distribution and need to remove it from your iTunes Connect account, we recommend that you use App Delete so the App Name will be freed up for their use.



You cannot delete an app that is Ready For Sale. You would need to remove your own app from sale before you can click the Delete button.

You are able to delete your app when it is in one of the following states:

- Prepare for Upload
- Waiting for Upload
- Invalid Binary
- Developer Rejected
- Rejected
- Metadata Rejected
- Developer Removed from Sale
- Removed from Sale

Editing and Updating App Information

Once your app has gone through the review process, the status changes to Ready for Sale and the app is available for sale on the App Store. Once it is for sale, and in some cases, before it is Ready for Sale, you can make changes to your app by:

- editing version level information, including version metadata, ratings, large icon, screenshots and localizations
- editing app level information, including rights and pricing, Game Center and iAd Network settings, and In-App Purchases
- creating a new version of your app to submit a binary update (if your version is Ready for Sale)

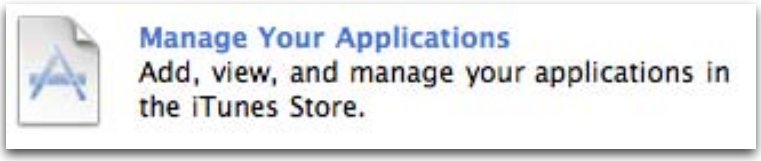
Editing Version Information

Editing your version's information means you will be editing a specific version's metadata, the ratings the large icon, the screenshots, and/or the localizations, all associated with that version of your app.

Note: Changes you make to Unlocked version information go live immediately (expect 24 hours for a full refresh of the change on the App Store), so make sure you proofread carefully. To understand which version info is Unlocked, see Appendix A: App Information Table.

To edit version information:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Your Applications**.



3. Locate the app you want to edit and click on the large icon or app name.
4. Click **View Details** for the version of your app.

5. You are now looking at the Version Details Page. You will see an **Edit** button next to the Version Information, Metadata, Uploads and EULA sections allowing you to edit the respective section's information.

Keep the following points in mind when editing your version information:

- Your metadata is not a vehicle for communication to your customers. Do not use this space to speak directly to your customers. It is meant to describe your app's features, and in the event of updates, your Release Notes.
- Do not edit information while you have multiple browser tabs of iTunes Connect open. This could cause your app information to be applied to a different app than intended.

Version Information Edit

Clicking on the **Edit** button next to **Version Information** will allow you to edit basic version details.

IMPORTANT: You will only be permitted to edit Locked version information when your app is in an Editable state. Clicking on Edit will allow you to see which version information can be edited depending on your app's state. If none of your version information is editable, no Edit button will be present for that section. To understand which version info is Locked, which is Unlocked, and to see a list of Editable states, see Appendix A: App Information Table.

Below is a list of the fields in the Version Details section and whether they are locked or unlocked fields. For a complete description of a field, see Supplying App Metadata. Required fields are asterisked. If you attempt to

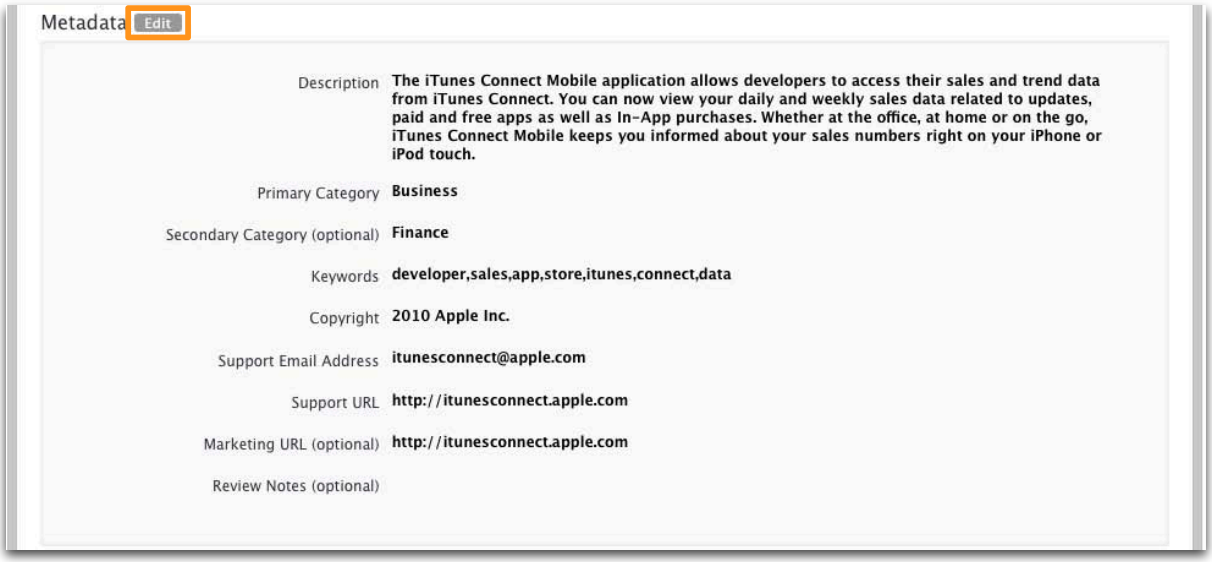
Save Changes without entering information for the required fields, you will be given an error and prompted to add information to the respective fields before you can save.

Key	Field	Description	Edit-ability
A	App Name*	The name of your app as it will appear on the App Store.	Locked
B	Version Number*	The version number of the app you are adding. Numbering should follow typical software versioning conventions (for example, 1.0 or 1.0.1 or 1.1).	Locked
C	Rating*	For each content description, choose the level of frequency that best describes your app. For a description of app ratings, see App Rating Definitions.	Locked

Click **Save** once you have made your desired changes. Click **Cancel** to exit without saving.

Metadata Edit

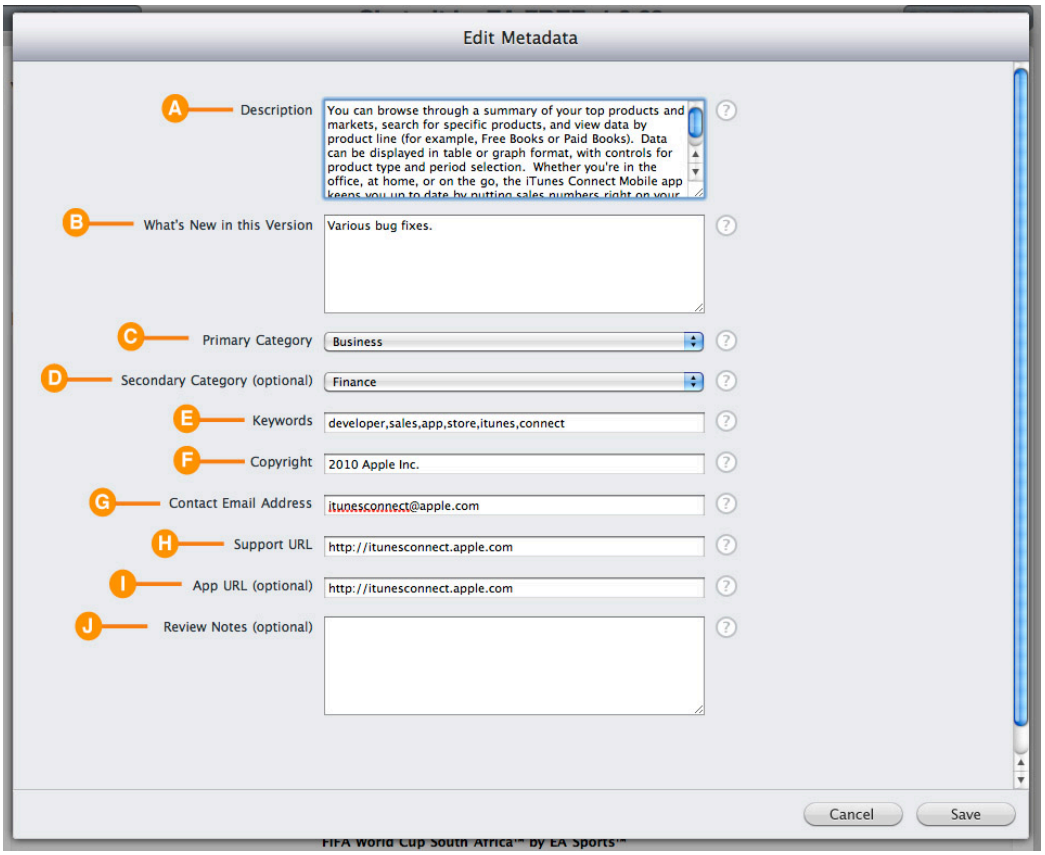
Clicking on the **Edit** button next to **Metadata** will allow you to edit metadata for your version.



Below is a list of the fields in the Metadata section and whether they are locked or unlocked fields. For a complete description of a field, see Supplying App Metadata. Required fields are asterisked.

Key	Field	Description	Edit-ability
A	Description*	A detailed description of the app version itself,	Unlocked
B	What's New in this Version	Release notes detailing what's new in this version of your app. For example, you might want to list new features, UI improvements, or bug fixes.	Unlocked
C	Primary Category*	The one category that best describes your app.	Locked
D	Secondary Category	A second category that describes your app that will be used for App Store browse.	Locked
E	Keywords*	One or more keywords that describe your app. Keywords are used to help customers search the App Store effectively. Your app will be searchable by app name, company name, and keywords.	Locked
F	Copyright*	The name of the person or entity that owns the exclusive rights to the app you are adding.	Unlocked
G	Contact Email Address*	An email address where Apple can contact you if there are problems with your app.	Unlocked
H	Support URL*	The support website you plan to provide for users that have questions regarding the app.	Unlocked
I	App URL	The website for users to get more information about the app.	Unlocked
J	Review Notes	Use this field to give demo account information with full access to Apple for purposes of reviewing your app.	Locked

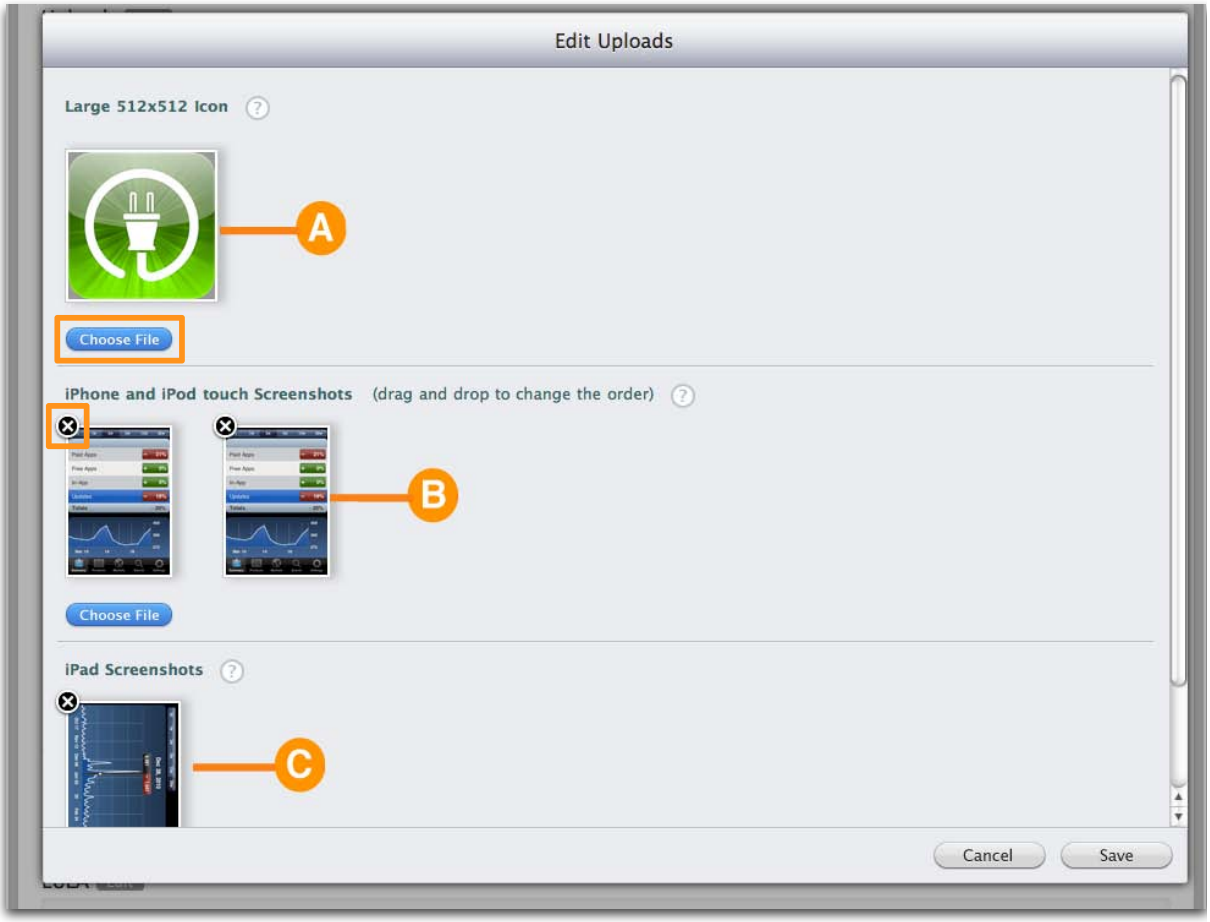
Click **Save** once you have made your desired changes. Click **Cancel** to exit without saving.



Uploads Edit

Clicking on the **Edit** button next to **Uploads** will allow you to edit the large app icon and your screenshots for your version. For Mac OS X apps, you will only be able to edit the screenshots, as the large icon is uploaded as part of the binary.

Click the **X** to delete a screenshot. Click **Choose File** to upload a new large app icon (for iOS apps only) or to replace screenshots.



If you are editing uploads for a Mac OS X, you will only be able to upload or replace screenshots:

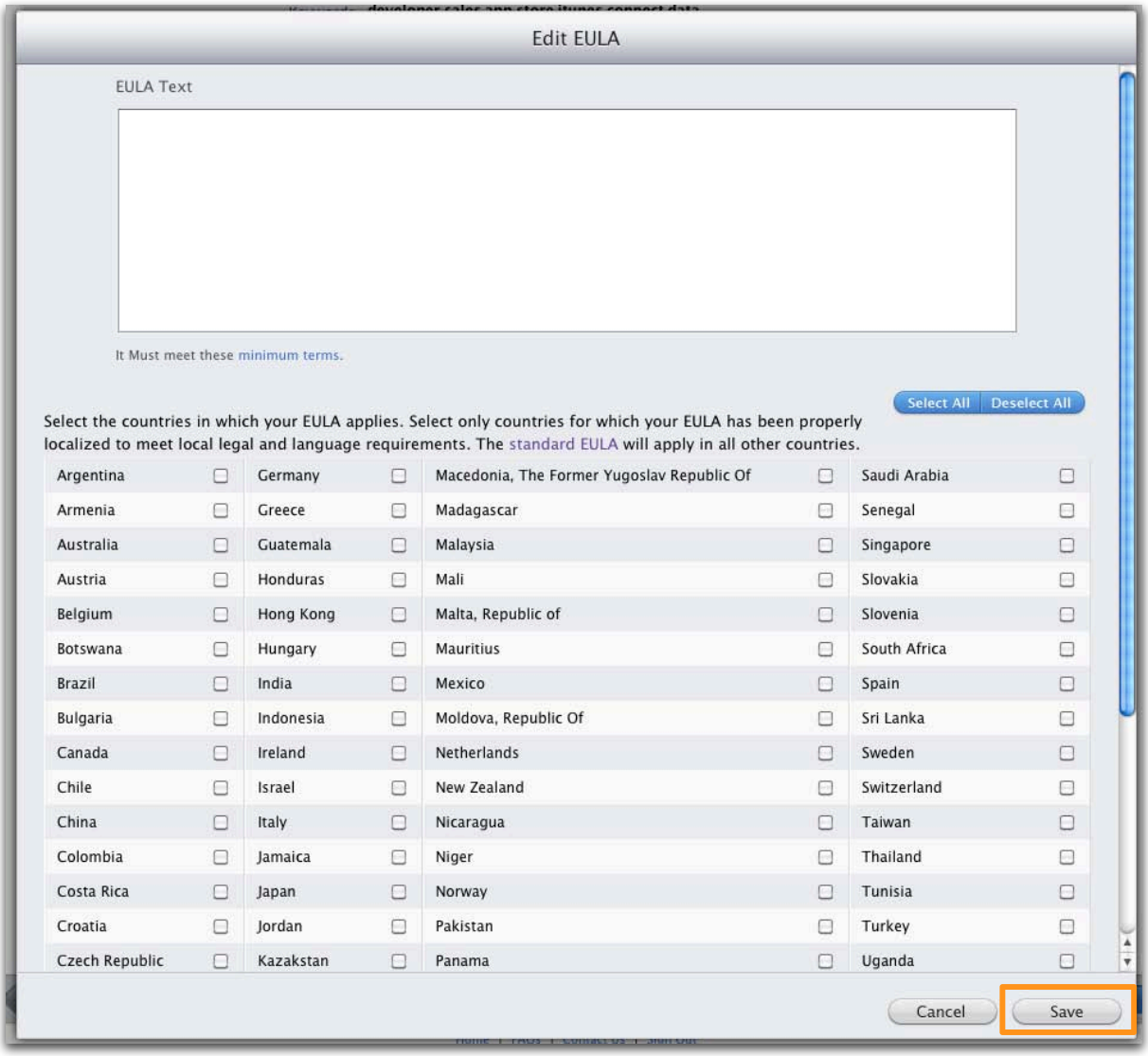
Below is a list of the fields in the Uploads section and whether they are locked or unlocked fields. For a complete description of a field, see Supplying App Metadata. Required fields are asterisked.

Key	Field	Description	Edit-ability
A	Large Icon*	▪ 512px square (do not scale-up smaller artwork, as this could appear pixelated and blurry) ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG,TIFF, or PNG image file format. ZIP-compressed TIFF files are not acceptable.	Locked
B	iPhone and iPod touch Screenshots*	▪ 320x460 portrait (without status bar) minimum ▪ 320x480 portrait (full screen) maximum ▪ 640x920 hi-res portrait (without status bar) minimum ▪ 640x960 hi-res portrait (full screen) maximum ▪ 480x300 landscape (without status bar) minimum ▪ 480x320 landscape (full screen) maximum ▪ 920x600 hi-res landscape (without status bar) minimum ▪ 920x640 hi-res landscape (full screen) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.	Unlocked
C	iPad Screenshots (* required if app runs on iPad)	▪ 1004x768 landscape (full screen) minimum ▪ 1024x768 landscape (without status bar) maximum ▪ 748x1024 portrait (full screen) minimum ▪ 768x1024 portrait (without status bar) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.	Unlocked
D	Mac OS X App Screenshots* (required for Mac OS X apps)	▪ 16:10 aspect ratio ▪ 1280x800 or 1440x900 ▪ 72ppi, RGB, flattened, no transparency ▪ Must be a high quality .jpeg, .jpg, .tif, .tiff, or .png file in the RGB color space. ZIP-compressed TIFF files are not acceptable.	Unlocked

Click **Save** once you have made your desired changes. Click **Cancel** to exit without saving.

EULA Edit

Clicking on the **Edit** button next to **EULA** will allow you to edit your End User License Agreement for your version if you would like to provide your own EULA.



Click **Save** once you have made your desired changes. Click **Cancel** to exit without saving.

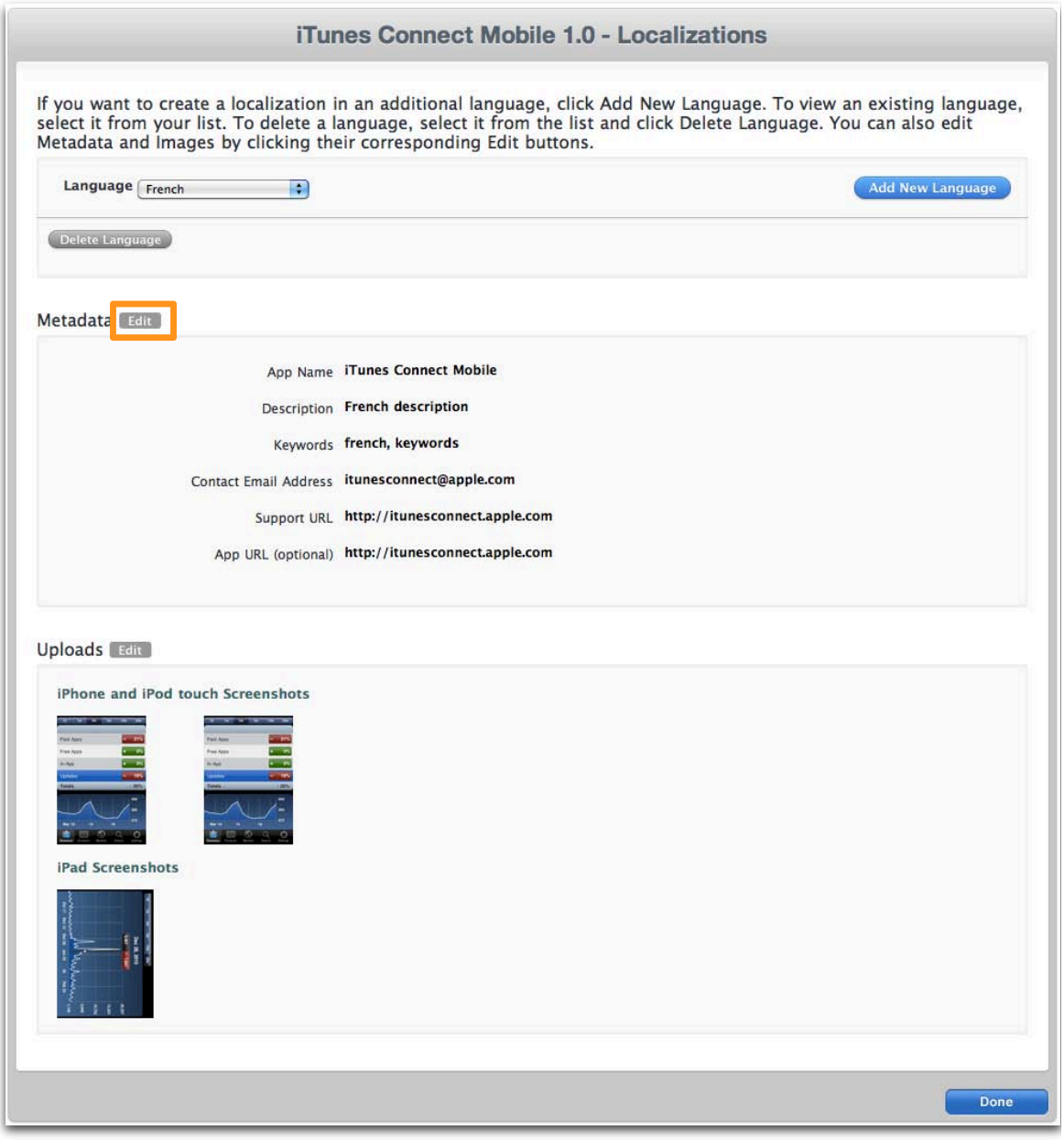
Manage Localizations

The Localization page will have all the languages you provided during the initial upload to the App Store. Your default language will not be included in your localization options.

To edit the existing languages:

1. Choose the language you want to edit from the menu, then click **Edit**.

   The metadata for that storefront will be prepopulated.



IMPORTANT: You will only be permitted to edit Locked localization information when your app is in an Editable state. Clicking on Edit will allow you to see which version information can be edited depending on your app's state. If none of your version information is editable, no Edit button will be present for that section.

To understand which localization info is Locked, which is Unlocked, and to see a list of Editable states, see Appendix A: App Information Table.

Below is a list of the localizable fields and whether they are locked or unlocked. For a complete description of a field, see Supplying App Metadata. Required fields are asterisked.

Field	Description	Edit-ability
App Name*	The name of your app as it will appear on the App Store.	Locked
Description*	A detailed description of the app version itself.	Unlocked
Keywords*	One or more keywords that describe your app. Keywords are used to help customers search the App Store effectively. Your app will be searchable by application name, company name, and keywords.	Locked
Contact Email Address*	An email address where Apple can contact you if there are problems with your app.	Unlocked
Support URL*	The support website you plan to provide for users that have questions regarding the app.	Unlocked
App URL	The website for users to get more information about the app.	Unlocked
What's New in This Version? (* required if version is an update)	Release notes detailing what's new in this version of your app. For example, you might want to list new features, UI improvements, or bug fixes.	Unlocked
iPhone and iPod touch Screenshots*	▪ 320x460 portrait (without status bar) minimum ▪ 320x480 portrait (full screen) maximum ▪ 640x920 hi-res portrait (without status bar) minimum ▪ 640x960 hi-res portrait (full screen) maximum ▪ 480x300 landscape (without status bar) minimum ▪ 480x320 landscape (full screen) maximum ▪ 920x600 hi-res landscape (without status bar) minimum ▪ 920x640 hi-res landscape (full screen) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.	Unlocked
iPad Screenshots (* required if app runs on iPad)	▪ 1004x768 landscape (full screen) minimum ▪ 1024x768 landscape (without status bar) maximum ▪ 748x1024 portrait (full screen) minimum ▪ 768x1024 portrait (without status bar) maximum ▪ 72ppi, RGB, flattened, no transparency ▪ High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.	Unlocked

Field	Description	Edit-ability
Mac OS X App Screenshots*	▪ 16:10 aspect ratio ▪ 1280x800 pixels minimum ▪ 72ppi, RGB, flattened, no transparency ▪ Must be a high quality .jpeg, .jpg, .tif, .tiff, or .png file in the RGB color space. ZIP-compressed TIFF files are not acceptable.	Unlocked

2. To save changes, click **Save Changes** prior to adding or removing languages.
3. To add another language, click **Add Language**. You can also refer to the Adding a New Localization section.
4. To delete a language, click **Delete Language.** You can also refer to the Deleting Your Localizations section.

   The information for the subsequent localization will be saved when you click **Save Changes**. Once you're finished editing, the updated metadata will be posted to the corresponding territory's App Store.

Editing App Information

Editing your app's information means you will be editing information that is associated with all versions of your app thus not tied to a specific version. App level information includes:

- editing territory rights, available date of your app, pricing and scheduling price tier changes in advance in the **Rights and Pricing** section
- editing In-App Purchase metadata and creating new In-App Purchases for your app in the **Manage In-App Purchases** section (for iOS apps only)
- editing Leaderboard and Achievement metadata for Game Center apps in the **Manage Game Center** section (for iOS apps only)
- editing your app's eligibility for participation in the iAd Network in the **Set Up iAd Network** section (for iOS apps only)

Note: Changes you make to app level information go live immediately (expect 24 hours for a full refresh of the change on the App Store), so make sure you enter information carefully. To understand more about app level information, see Appendix A: App Information Table.

Instructions for editing each piece of app information are detailed below.

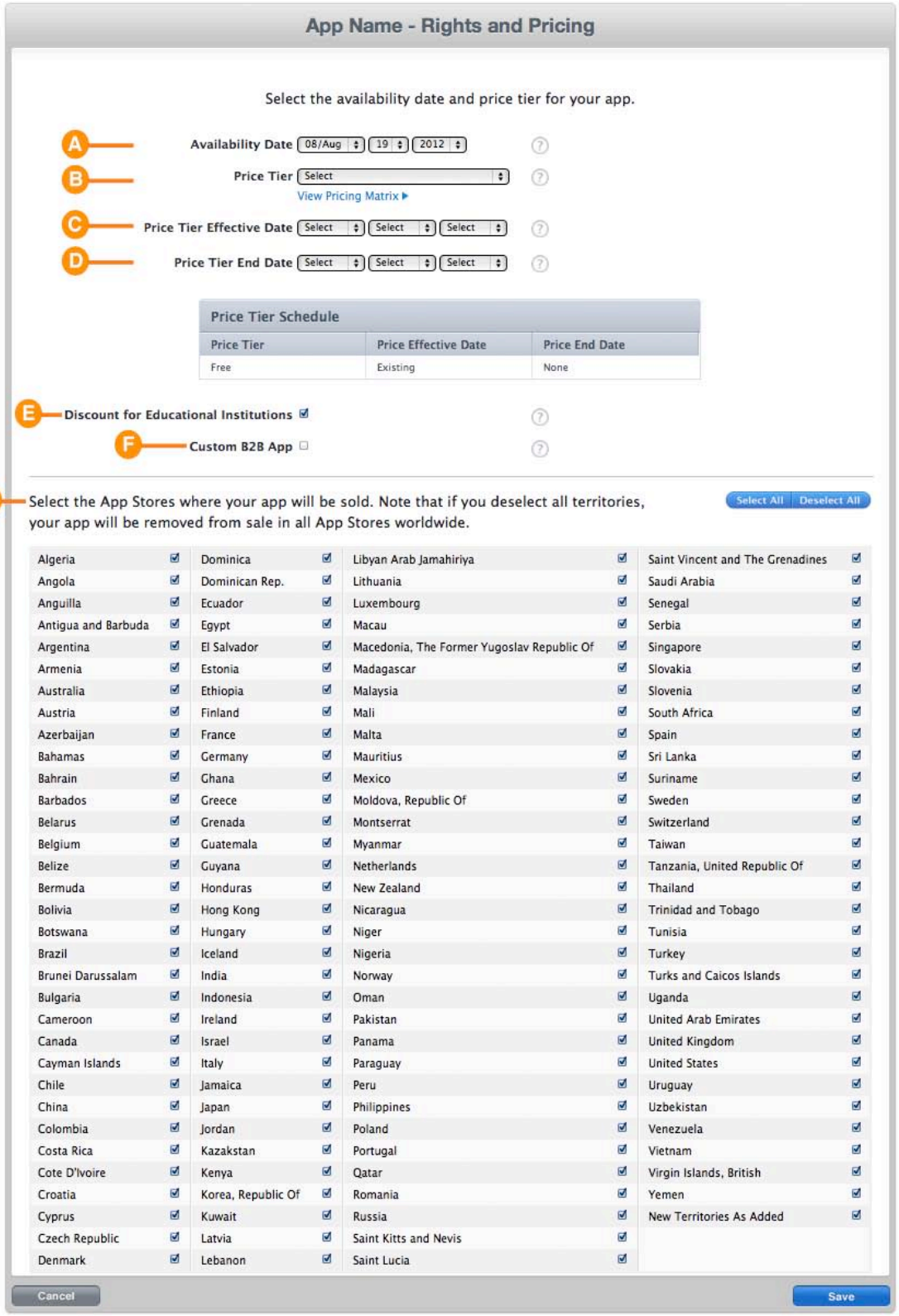
Rights and Pricing

Clicking on the

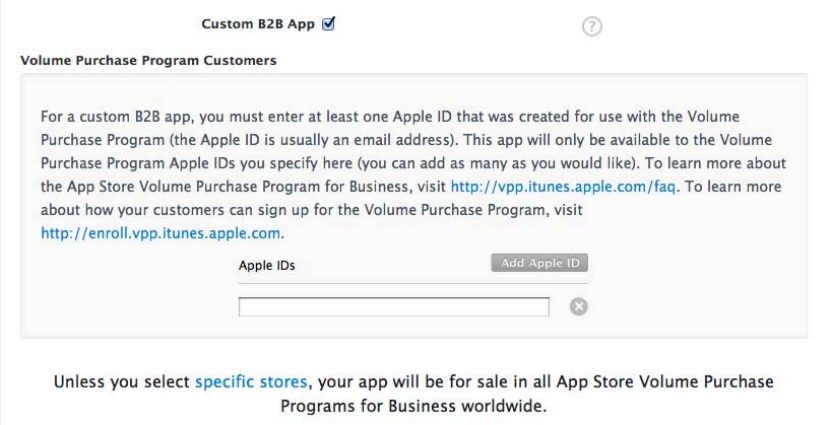
button allows you to edit the available date, territory rights, pricing, education discount eligibility and schedule price tier changes for your app. You can also designate that your app is a custom B2B app within Rights and Pricing if it is the first version of your app and it is in an editable state.

The Rights and Pricing section will have your previously chosen availability and price tiers prepopulated and will display your Price Tier Schedule.

Below is a list of the editable fields in the Rights and Pricing section. For a complete description of a field, see Set Territory Rights, Pricing and Availability.



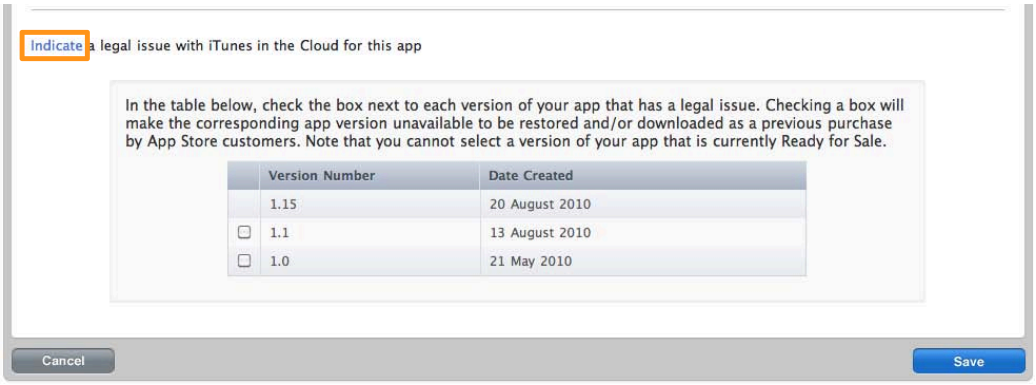
Key	Field	Description
A	Availability Date	The date when your app will be available for purchase on the App Store.
B	Price Tier	The level of Customer Price and Your Proceeds (which is net of any taxes where applicable).
C	Price Tier Effective Date	When scheduling price tier changes, the date that the new tier will take effect on the App Store. For more details on scheduling price tier changes, refer to the Scheduling Price Tier Changes in Advance section of this guide.
D	Price Tier End Date	When scheduling price tier changes, the date that the tier will no longer be in effect and will return to the previously set price tier. For more details on scheduling price tier changes, refer to the Scheduling Price Tier Changes in Advance section of this guide.
E	Discount for Educational Institutions	Check this box if you want this app to be offered at a discount to educational institutions when they purchase multiple copies at once. The details of the discount are found in the latest Paid Application Agreement, which you must sign before this app will be available to education customers. The discount for educational institutions option is not available for Mac OS X apps.

Key	Field	Description
F	Custom B2B App	Check this box if you want this app to be a custom B2B app that is not available in the general App Store. This option will only be available if you are editing the first version of your app and it is still in an editable state. An app that is set up as a custom B2B app will only be available to the Volume Purchase Program customers that you specify in iTunes Connect, and it will only be available in the applicable territories (for example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business). Custom B2B apps will not be available to educational institutions or general App Store customers. To learn more about the App Store Volume Purchase Program for Business, visit http://vpp.itunes.apple.com/faq. To learn more about how your customers can sign up for the Volume Purchase Program, visit http://enroll.vpp.itunes.apple.com. For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program. The app will only be available to the VPP Apple IDs you specify. You can add as many Apple IDs as you would like. 
G	Territories	Click Select All if you want to sell your app worldwide. Click Deselect All if you want to remove your app from all App Store territories worldwide. Select individual territories where you want to sell your app.

IMPORTANT: If you move your app's availability date to the future, your app will be removed from the App Store until the new date approaches.

If you make changes to the list of territories in which your app is currently available, your app will be removed from or added to the corresponding storefronts after a standard 24 hour refresh of your app on the App Store.

You can also indicate a legal issue with your app, including previous versions, from the footer of the Rights and Pricing page. If you need to indicate a legal issue with your app, check the box next to each version of your app that has a legal issue. You are unable to select the version of your app that is Ready for Sale. If the version of your app that is Ready for Sale has a legal issue, you must submit an update for the app and indicate the legal issue during submission.



IMPORTANT: If your app has a legal issue, you must indicate it in iTunes Connect.

Once you're finished editing your rights and pricing, click **Save**.

Manage In-App Purchases

Clicking on the

button allows you to create new and edit current In-App Purchases for your app. You can also access this section from your iTunes Connect Home page.

For all of the details on how to set up In-App Purchases, edit In-App Purchase information and how to submit your In-App Purchases to Apple, see the Managing Your In-App Purchases section.

Newsstand

iOS 5 organizes magazine and newspaper app subscriptions in Newsstand: a folder that lets customers access their favorite publications quickly and easily. You can enable your app for Newsstand in iTunes Connect in addition to setting up and editing issues, and providing default cover art.

Newsstand can be enabled for new and existing apps in iTunes Connect. Once a version of your app that is enabled for Newsstand is approved and ready for sale, the app will always be a Newsstand app and Newsstand can not be disabled.

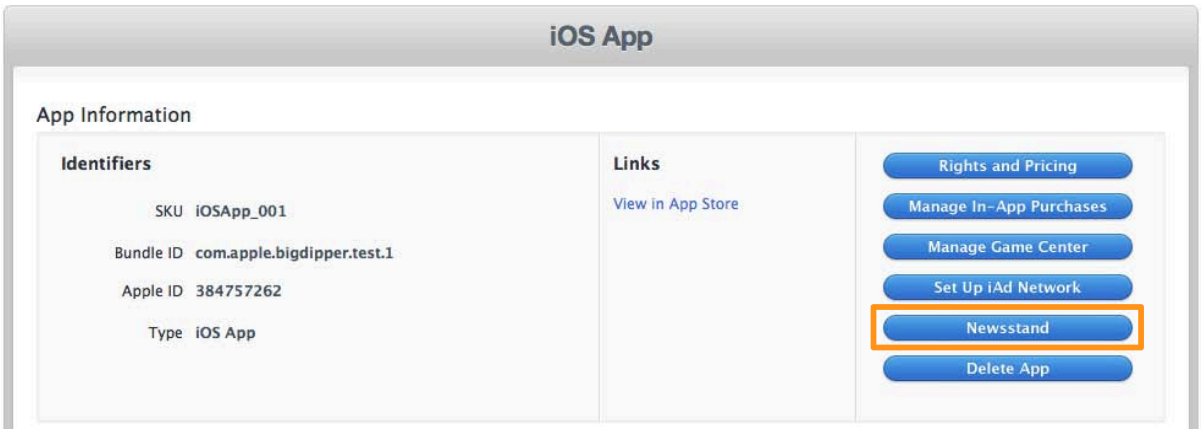
The Newsstand metadata you set up in iTunes Connect is only displayed on the App Store. The app itself is still responsible for delivering content to users. For information on using the Newsstand framework, refer to the NewsstandKit documentation located on the iOS Developer Library.

To submit a Newsstand app, your app must be enabled for Newsstand, offer at least one auto-renewable In-App Purchase subscription, and the Info.plist of the associated binary must include UINewsstandApp=true. In addition, UINewsstandIcon must be included in the CFBundleIcons key.

Note: Newsstand is not available for Mac OS X apps.

Enabling Newsstand

You can enable your app for Newsstand from the app summary page for an app by clicking **Newsstand**.

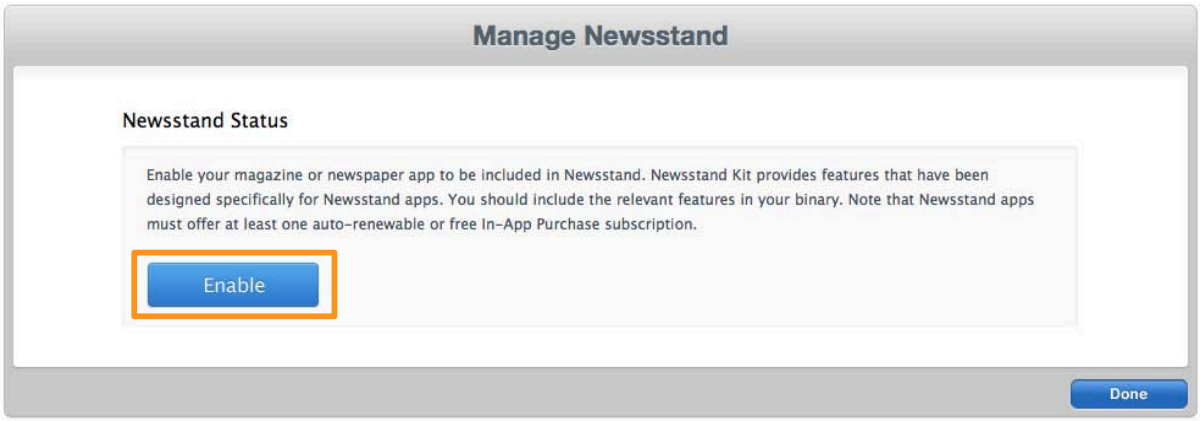


In order for the **Newsstand** button to appear on the app summary page, your app must be in a pre-binary upload state:

- Prepare for Upload
- Rejected
- Developer Reject
- Invalid Binary
- Waiting for Upload

The **Newsstand** button will not appear on the app summary page for existing apps until a new version is created and in a pre-binary upload state.

When you click **Newsstand** from the app summary page, you will be taken to the Manage Newsstand page. To enable your app for Newsstand, click **Enable**.



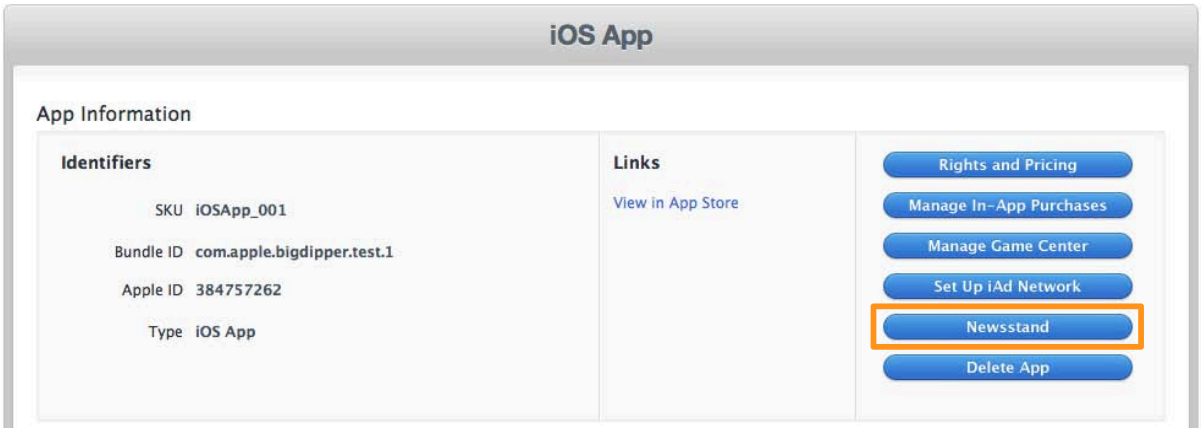
A lightbox will be displayed where you must provide default cover art for your app. If there are no issues available for your app on a given date, the default cover art will be used to represent your app on the App Store. The cover art must be a .png file, at least 72 DPI, a minimum of 512 pixels on the long edge, and it must have an aspect ratio between 1:2 and 2:1. Also, the artwork must be flat with no rounded corners. See the Newsstand Icons section of the Custom Icon and Image Creation Guidelines for more information.

To complete enabling your app for Newsstand, click **Save**.

Note: The secondary category for all Newsstand apps is automatically set to Newsstand. This can't be changed.

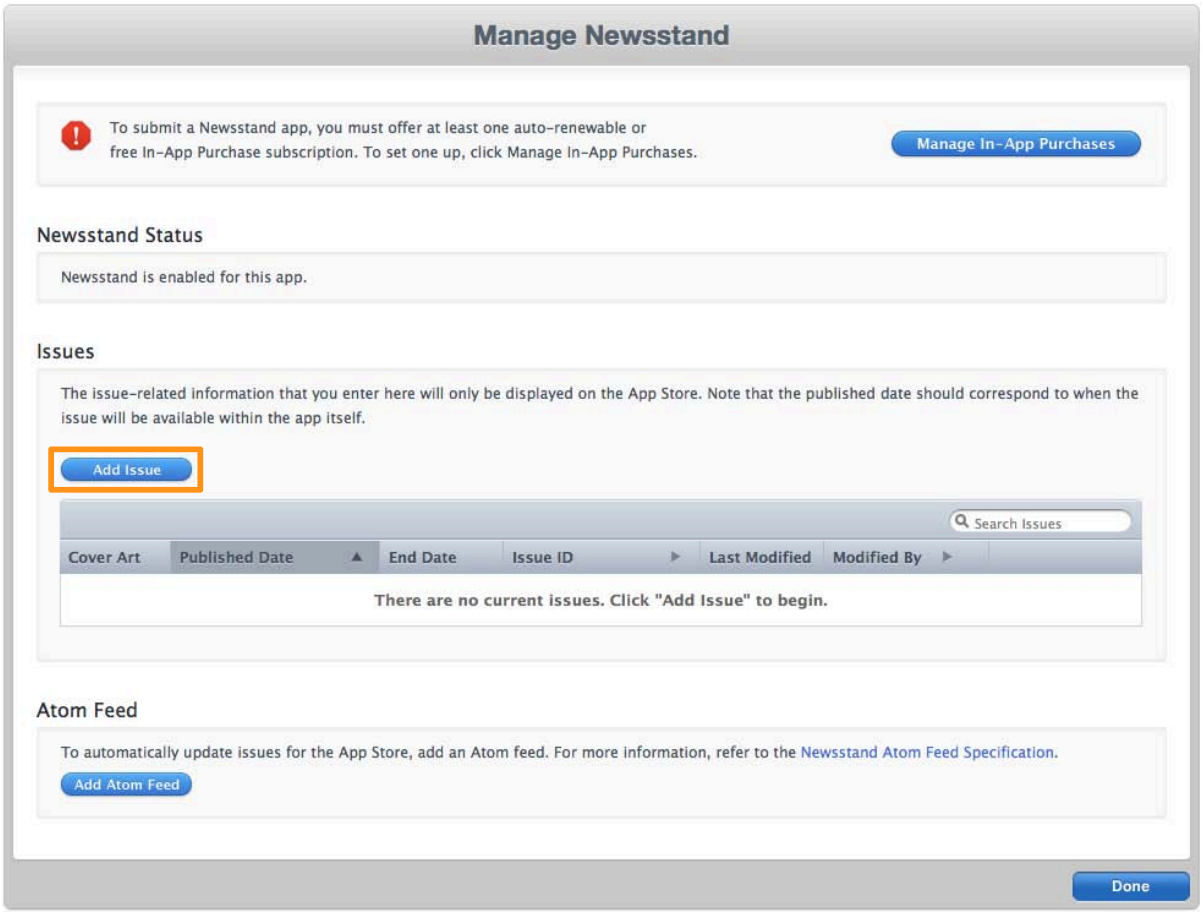
Manage Newsstand

Once you have enabled your app for Newsstand, you can manage Newsstand from the app summary page for your app by clicking **Newsstand**.



The Manage Newsstand page allows you to set up and edit issues for your app. Issues provide a means to communicate information to customers about the content of your app's most current issue. The issue-related information that you enter will only be displayed on the App Store. Note that the published date should correspond to when the issue will be available within the app itself.

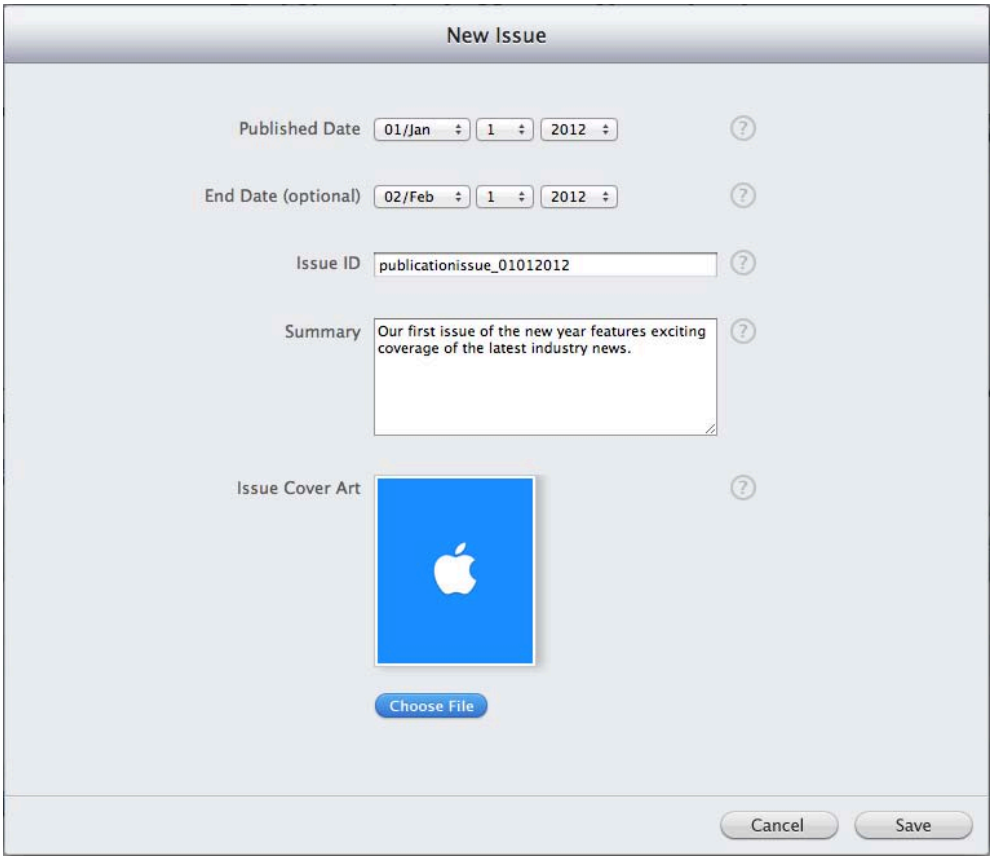
To add an issue, **click Add Issue**.



The following information should be provided for each issue you add:

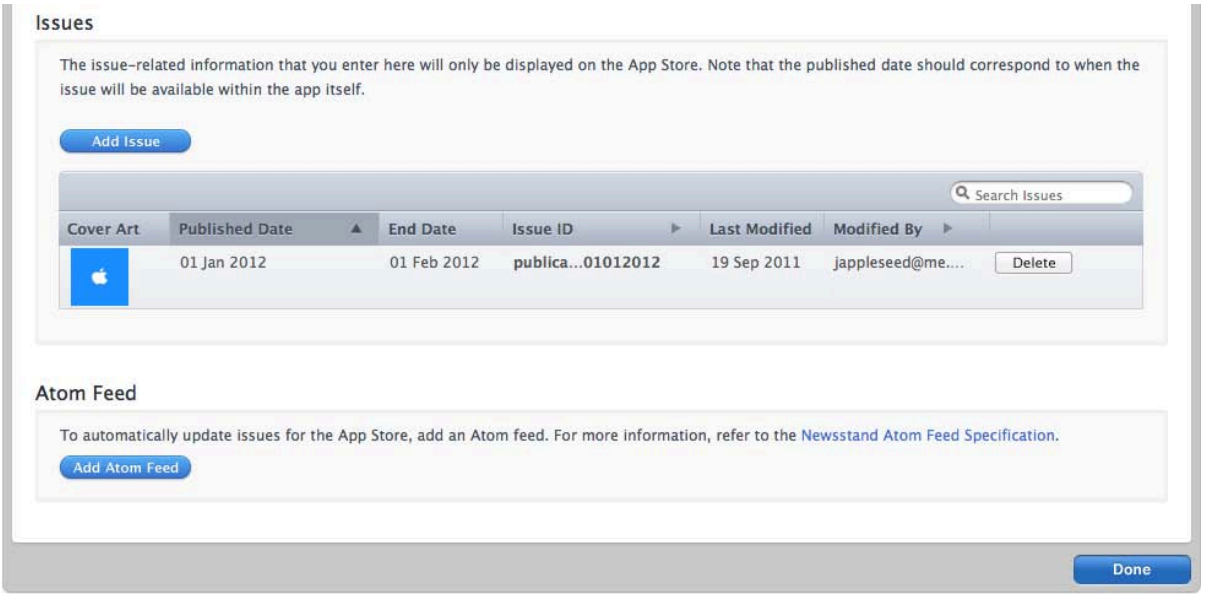
- **Published Date**—The date this issue will be available on the App Store (it will be displayed at the beginning of the day).

- **End Date (optional)**—The date this issue will be removed from the App Store (it will be removed at the beginning of the day). For example, a special one-day issue would not be added and removed on the same date. Rather, it would be removed at the beginning of the next day.
- **Issue ID**—This is an internal identifier that will not be visible on the App Store.
- **Summary**—This is the summary of the issue that will be seen by customers on the App Store. The summary cannot be longer than 2000 bytes.
- **Issue Cover Art**—The cover art that will be displayed on the App Store while this issue is current. The cover art must be a .png file, at least 72 DPI, a minimum of 512 pixels on the long edge, and it must have an aspect ratio between 1:2 and 2:1. Also, the artwork must be flat with no rounded corners. Please note that if you do not add Issue Cover Art, your Newsstand Default Cover art will be displayed on the App Store for that version.



Once you have provided all of the necessary information for an issue, click **Save**.

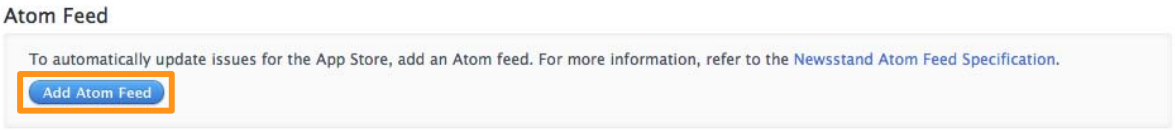
You may now add another issue by clicking **Add Issue**, or if you are finished adding issues, click **Done**.



Note that if you need to delete or modify issues, this can be done from the Issues table.

Atom Feed

If you wish to automate the management of issues, you can provide an Atom feed URL to automatically update issues for the App Store. To do so, click **Add Atom Feed** from the Manage Newsstand page.



Provide the Atom feed URL, User Name and Password if necessary, and click **Save**.

iTunes Connect will automatically validate the Atom feed URL.

The feed at the URL provided will be processed once a day and any new information will be imported automatically.

If iTunes Connect experiences issues with your Atom feed at any time, an email notification will be sent to Admin and Technical users for your developer account.

For more information, refer to the Newsstand Atom Feed Specification.

Game Center

Game Center is Apple's social gaming network that was implemented in iOS 4.1. All of your metadata for Game Center functionality is set up and managed in iTunes Connect, allowing you to test your Game Center features before submitting to Apple for review.

Note: Game Center is not available for Mac OS X apps.

About Game Kit

The Game Kit framework includes a beta implementation of a centralized service called Game Center. This service provides game developers with a standard way to implement the following features:

- **Aliases**: allow users to create their own online persona. Users log in to Game Center and interact with other players anonymously through their alias. Players can set status messages as well as mark specific people as their friends.
- **Leaderboard**: allow your app to post scores to Game Center and retrieve them later. You can also create combined leaderboards that take the players from the single leaderboards you select and then ranks them all together.
- **Achievements:** allow a player to earn these by reaching a milestone, or performing an action, defined by you and programmed into your app.
- **Matchmaking**: allows players to connect with other players with Game Center accounts.

Manage Game Center

Clicking on the

button on your App Summary Page allows you to enable your app for Game Center testing, and set up your Leaderboard and Achievement data. You need to use Game Kit to include the proper capabilities in your binary, and then enable your app for Game Center in this section to begin the testing and ultimately complete the submission process.

To have your app participate in Game Center, you must:

- have the latest Program License Agreement signed
- have used Game Kit to include the "gamekit" capability within the `UIRequiredDeviceCapabilities` array in your binary
- enable your app in the Manage Game Center section of iTunes Connect to be included in Game Center
- enable your version for Game Center on your Version Details page when you are submitting your version's binary and it's associated Game Center metadata for review

Setting Up Game Center

IMPORTANT: Binaries with iOS beta versions are not accepted through Application Loader. You are required to thoroughly test your app on Game Center servers in the sandbox environment.

Once you have confirmed that your app is functioning properly in Game Center, you will need to enable your specific version for Game Center, then submit your version for review along with any relevant Leaderboards and Achievements you have set up.

To enable your app for Game Center testing:

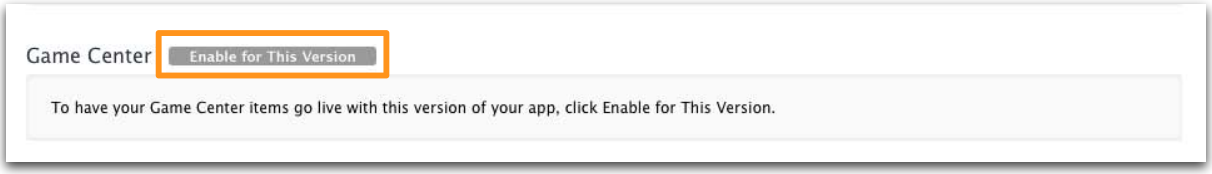
1. On the Manage Game Center page, click **Enable**.

The Enable button toggles between Enable and Disable. To disable your app for Game Center testing, click Disable. Once you disable, you will no longer see your app in the Game Center sandbox. You are only permitted to disable up until a version of your app goes live with Game Center.

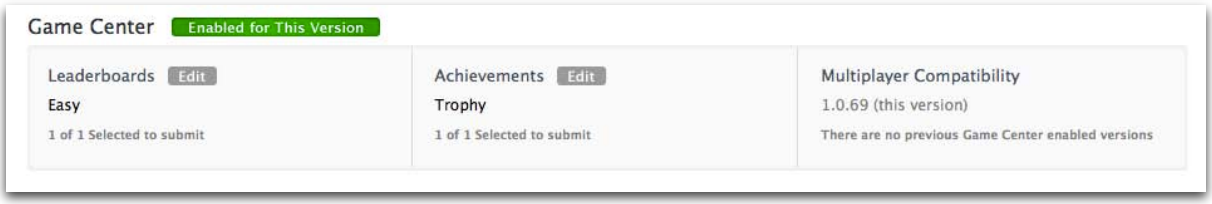
Enabling Game Center for testing unlocks the Game Center interface to allow you to set up your Leaderboard and Achievements.

To enable your app version for Game Center at time of binary submission:

1. On the Version Details page, click **Enable for This Version** in the Game Center section. Once clicked, the button will turn green indicating that your version is Enabled.



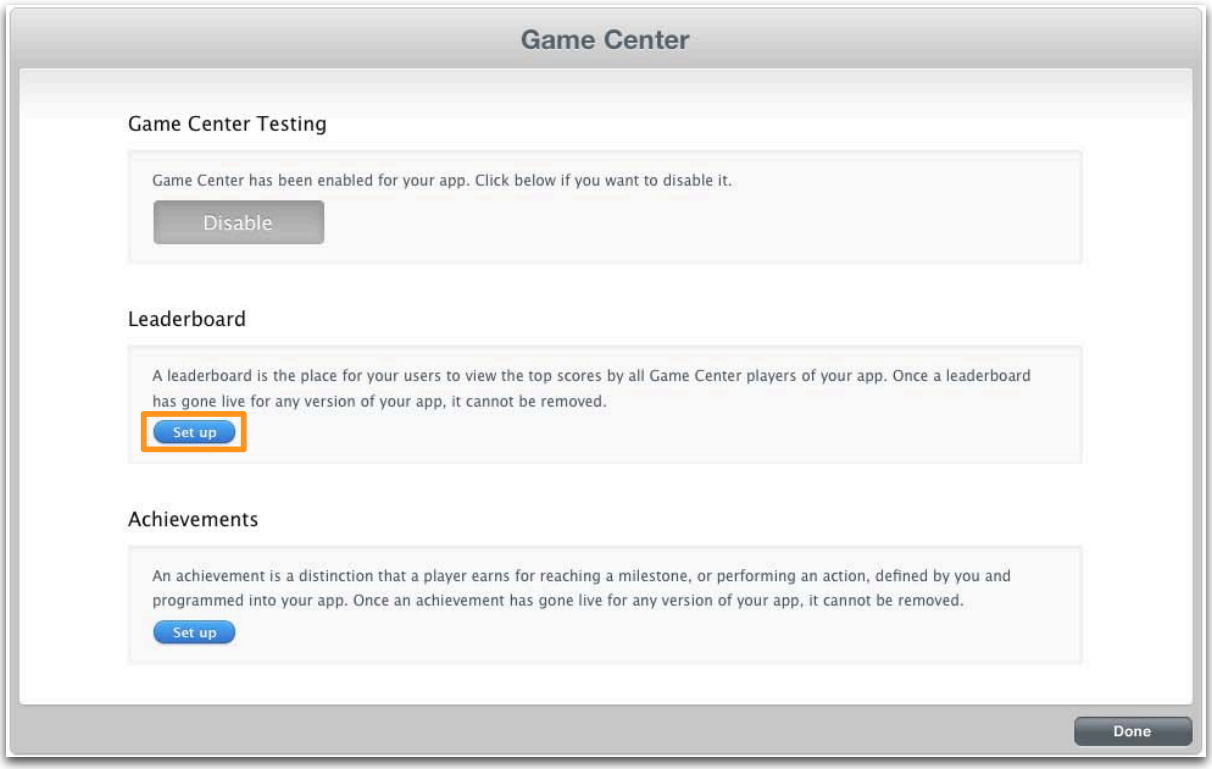
2. If you want to submit certain Leaderboards and Achievement elements with this version, you will select them on this page by clicking **Edit**. All metadata will be selected to send by default and this information will carry forward from your previous app version.



In the example above, my Leaderboard category called **Easy** and my Achievement called **Trophy** will be sent for review with this version, version 1.0.

To set up a Leaderboard:

1. Set up your Leaderboard preferences by clicking **Set up** in the Leaderboard section within Manage Game Center.

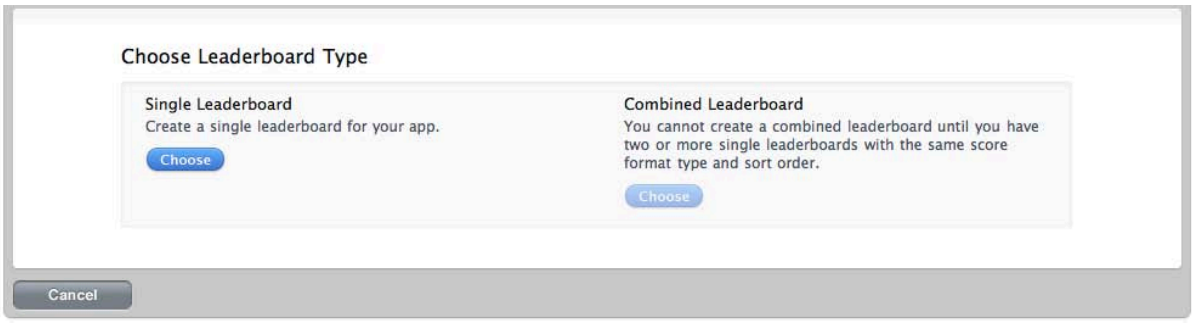


A Single Leaderboard allows your customers to compare their high scores for your app with other players in Game Center. Up to 25 Leaderboards can be set up per app. A Combined Leaderboard takes the players from the single leaderboards you select and then ranks them all together. Leaderboard setup is optional and you can return to the Game Center page at any time to set up a Leaderboard.

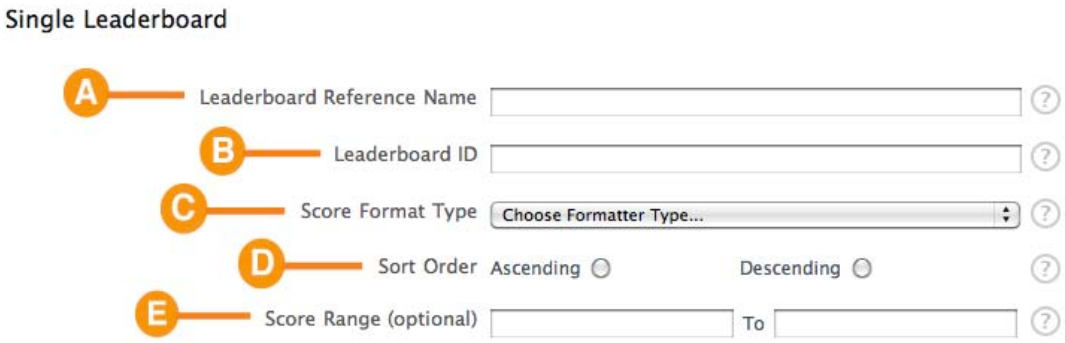
IMPORTANT: You are only permitted to delete your Leaderboard if it has not been submitted or gone live on the App Store so be sure that you will be able to continue to manage your Leaderboard in the future if you decide to submit your Game Center binary.

2. From the Leaderboard page, select **Add Leaderboard**.

3. Choose whether you want to create a **Single Leaderboard** or **Combined Leaderboard**.



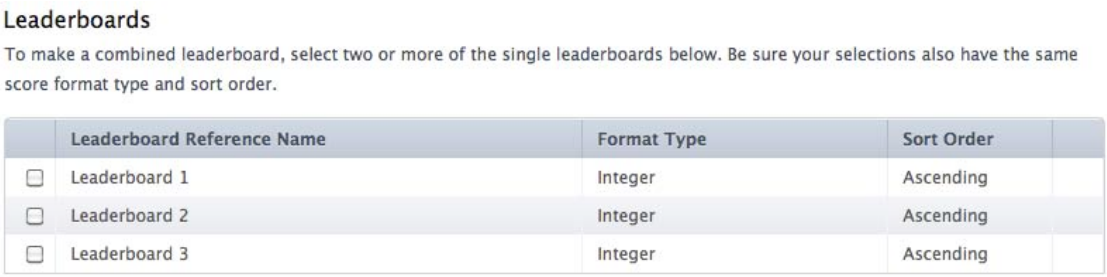
4. **For Single Leaderboards**: Add your Leaderboard settings including your Leaderboard Reference Name and Leaderboard ID. In the Leaderboard settings section, choose your Sort Order and your Score Format Type. There are help links for each entry throughout Leaderboard setup to assist you along the way.



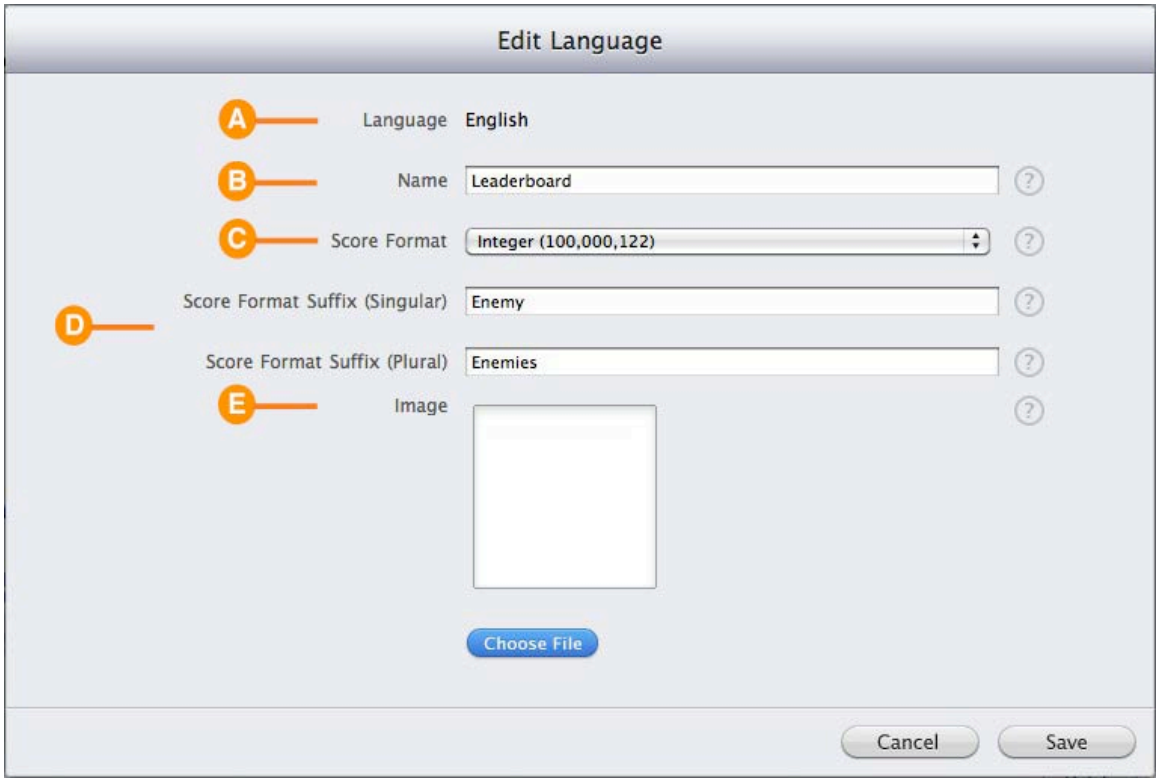
- A — **Leaderboard Reference Name:** An internal name that you must provide for each category. This is the name that you will use if you search for your leaderboard in iTunes Connect.
- B — **Leaderboard ID:** A chosen alphanumeric identifier for your Leaderboard. This ID is limited to 100 characters. **Your Leaderboard ID is a permanent setting therefore cannot be edited at a later date.**
- C — **Score Format Type**: Choose the type of format in which you want scores for this app to be expressed in your Leaderboard (i.e. integer, elapsed time, money, etc.)
- D — **Sort Order**: Choose between Ascending or Descending for the display of your Leaderboard scores. Choose Ascending if you want lowest scores displayed first. Choose Descending if you want highest scores displayed first.
- E — **Score Range (optional):** Define the score range using 64-bit signed integers. The values must be between the long min (-2^63) and long max (2^63 - 1). Any scores outside of this range will be deleted. Score range values are optional, but if they are added then both values must be set and they must not be equal. When first adding a score range, or when changing it in the future to a smaller range that will restrict data, all data outside of the range will be lost and can't be recovered.

For Combined Leaderboards: Add your Leaderboard settings including your Leaderboard Reference Name and Leaderboard ID. When adding a Combined Leaderboard, you won't be able to specify Score Format Type and Sort Order since this information is taken from the Single Leaderboards you select. Then, select two or more of the single leaderboards displayed in the list, making sure your selections also have the same score format type and sort order.

IMPORTANT: Combined Leaderboards are referenced as Aggregate Leaderboards in the Game Kit Programming Guide.



5. Add your Leaderboard Localization including Language, Name, Score Format, optional singular and plural Score Format Suffixes, and leaderboard image by clicking **Add Language**. Once complete, click **Save**.



- A — **Language**: This is the language in which your Leaderboard will appear.

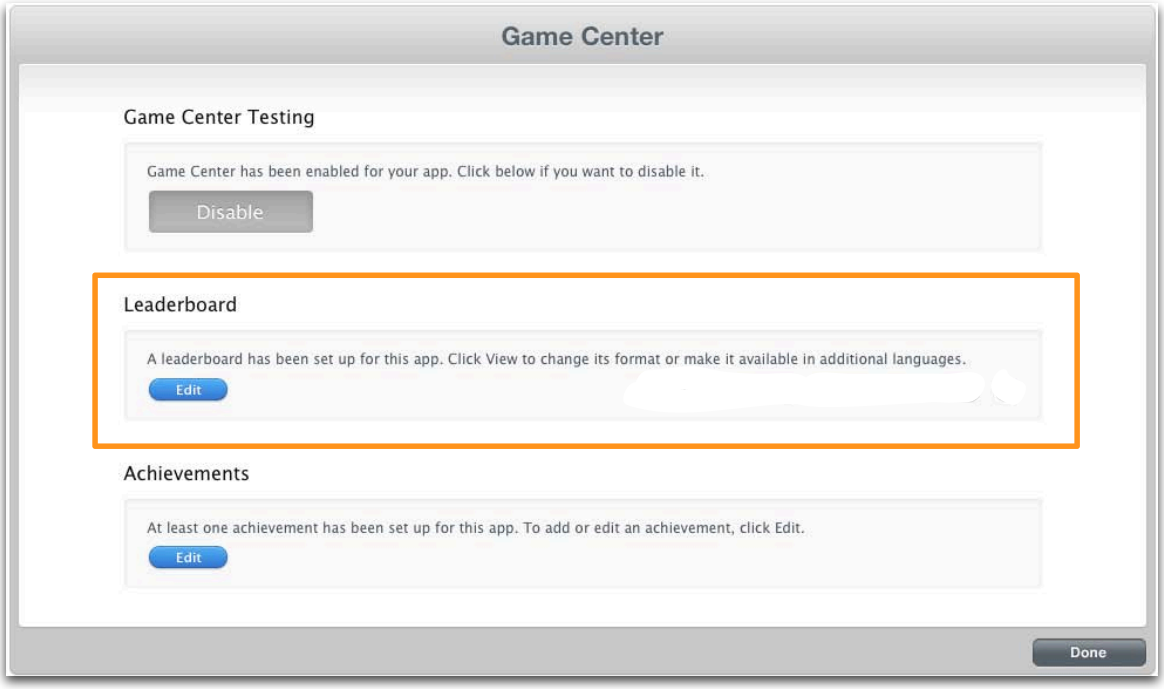
The languages currently permitted for localization are:

- B — **Name:** Enter the Reference Name of your Leaderboard in the language you have selected.

- C — **Score Format**: This will determine how your scores are displayed on your Leaderboard for the specified language. For example, if your app is scored with money, you may want to specify different types of money based on the language you select. This drop-down will be populated based on your Score Format Type chosen in step 2 above.
- D — **Score Format Suffix**: This will be added to the end of scores displayed on your Leaderboard. Use these fields to specify a singular and plural suffix. This is optional, and is useful for clarifying the type of score your app uses. Examples include "points", "coins", or "hits".
- E — **Image**: The leaderboard image must be a .jpeg, .jpg, .tif, .tiff, or .png file that is 512x512 pixels, at least 72 DPI, and in the RGB color space. This will be displayed on devices.

Your newly added language now displays on your Leaderboard main page.

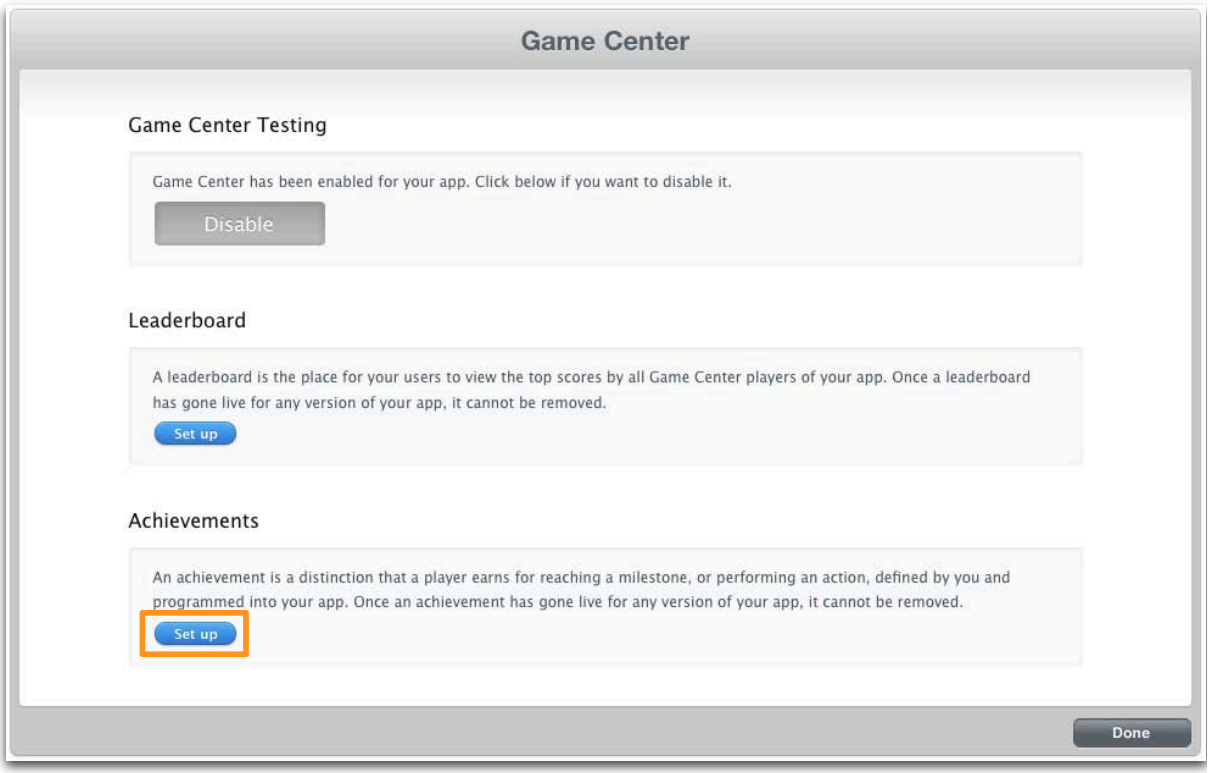
6. Add additional languages, if needed, or click **Save** to return to the Game Center Page.
7. On the Game Center Page, you can see that you have set up your Leaderboard.



To learn how to edit a current Leaderboard, see Editing the Leaderboard.

To set up your Achievements:

1. Set up your Achievements by clicking **Set up** in the Achievements section within Manage Game Center.



Achievements are distinctions that a player earns for reaching a milestone, or performing an action, defined by you and programmed into your app. Setup of Achievements is optional and you can create up to 100 unique Achievements.

IMPORTANT: Once an achievement has gone live for any version of your app, it cannot be deleted.

2. In the Achievement section, choose your Hidden preference, Achievement Reference Name, Achievement ID, and Point Value. There are help links for each entry throughout Achievement setup to assist you along the way.

- A — **Hidden Preference:** Achievements marked as Hidden will remain hidden on Game Center until a player has achieved them.
- B — **Achievement Reference Name:** An internal name that you must provide for each achievement. This is the name you will use if you search for the achievement within iTunes Connect.
- C — **Achievement ID:** A chosen alphanumeric identifier for your Achievement. This ID is limited to 100 characters. **Your Achievement ID is a permanent setting therefore cannot be edited at a later date.**

- D — **Point Value:** The points that your achievement is worth. There is a maximum of 100 points per achievement and a maximum of 1000 points total for all achievements. You will see your remaining points below this field.

3. Add your Achievement Localization(s) including Language, Title, Pre-earned Description, Earned Description, and Image by clicking **Add Language.** Once complete, click **Save.**

- A — **Language:** This is the language in which you would like this Achievement to appear.

The languages currently permitted for localization are:

English
Spanish
German
UK English
Portuguese
Korean
Dutch
Italian
Brazilian Portuguese
French
Japanese
Simplified Chinese
Swedish
Russian

- B — **Title:** The localized title of this achievement as you would like it to appear in Game Center.
- C — **Pre-earned Description:** The description of your achievement as it will appear to a Game Center user before they have earned it.
- D — **Earned Description:** The description of your achievement as it will appear to a Game Center user after they have earned it.
- E — **Image:** An image to reflect your achievement. Image must be a .jpeg, .jpg, .tif, .tiff, or .png file that is 512x512 pixels, at least 72 DPI, and in the RGB color space. RGBa is also supported.

Your newly added language now displays on the page for that achievement.

4. Add additional Achievement Localizations if needed or click **Save Changes** to return to the Achievements list.

5. On the Achievements list page, you can see all of your created achievements where you can search, manage and delete achievements as well as see whether your achievement is currently live or not.

6. Click **Add New Achievement** if you wish to add another achievement or click **Go Back** to go back to the Game Center main page.

To learn how to edit and delete current Achievements, see Editing Achievements.

Editing Game Center Settings

If your app has been setup with Game Center, you can choose to:

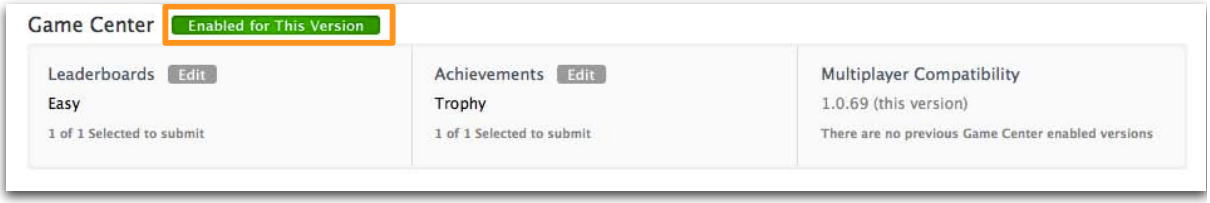
- disable or enable a specific app version for Game Center
- edit your current Leaderboard settings and Achievements
- set up a new Leaderboard on the Game Center Page if you have not yet set one up for your app
- add new Leaderboards and Achievements

Disabling Game Center

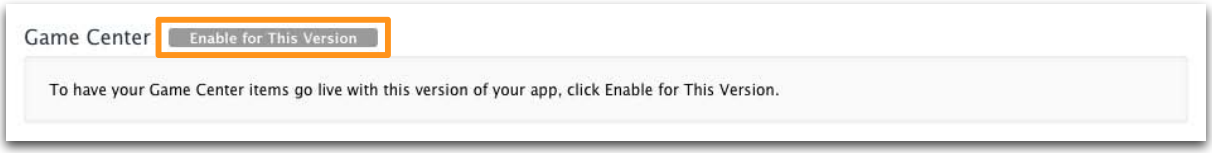
Once a version of your app that has been enabled for Game Center goes live, you will not be able to disable Game Center at the app level. There will be no button present on the Manage Game Center page. However, you can disable your app for Game Center by disabling a specific version for Game Center if you no longer want that version to participate in Game Center play. The way this switch will work when Game Center apps are live on the App Store, is that once you disable a version of your app, that version will no longer be a part of the Game Center network. This will affect your Multiplayer Compatibility setting shown on your Version Details page.

To disable a version of your app for Game Center:

1. Locate the app version you want to disable and click **View Details** for that version from the App Summary Page.
2. In the Game Center section, you will see a button showing that your version if currently enabled for Game Center, called **Enabled for This Version.** Click this button to Disable the version for Game Center.



3. Once you click this button, it will turn gray and say **Enable for This Version** to indicate that you can click the button to reenable if you choose.

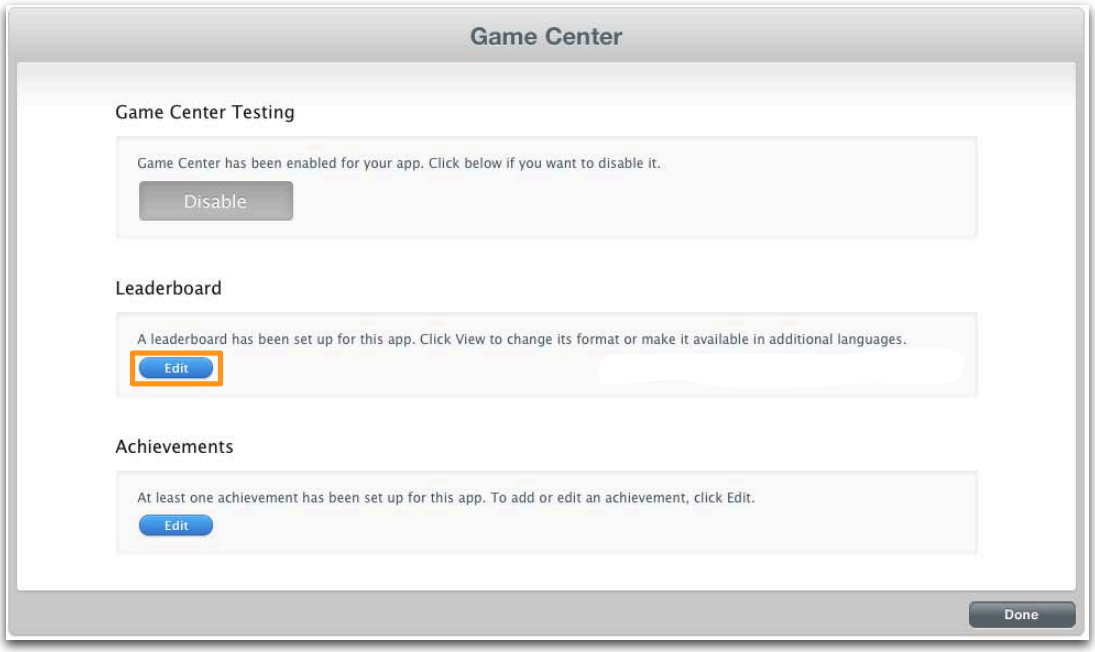


Editing the Leaderboard

You can edit all elements of your Leaderboard before you submit your version for review. Once your version is In Review, you will be locked out from editing and once your version has been approved, you will be limited as to which Leaderboard elements can be edited.

To edit your Leaderboard:

1. On the Game Center page, click **Edit** in the Leaderboard section.



As long as you have not yet submitted a binary for this app that is Game Center enabled, you will be able to do the following:

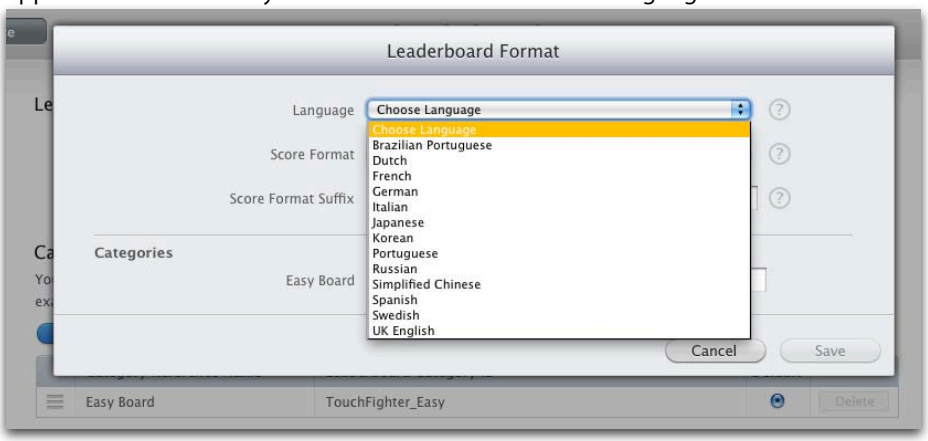
- change your Sort Order
- change your Score Format Type
- add a new Leaderboard
- edit your default Leaderboard
- add a new language for your Score Format
- reorder current language details or Leaderboards
- edit a current language detail
- delete a current language detail.

IMPORTANT: Once you submit your Game Center-enabled binary, you will be limited as to what you can edit for Leaderboards and Achievements. To learn more about which Game Center elements are editable and when, please review Appendix B: Game Center Info Table.

2. Select the Leaderboard you wish to edit from the list.
3. To change your Sort Order, Score Format Type, Score Range or Leaderboard Localization for a specific Leaderboard, enter the preferred settings and click **Save**.
4. To add a new Leaderboard, click **Add Leaderboard.**
5. Choose your Leaderboard Reference Name, Leaderboard ID, Sort Order, Score Format, optional Score Range and enter the localized name of your leaderboard for the languages that you have already set up.
6. Click **Save** to complete the addition of that leaderboard.

Your newly added Leaderboard will now appear in your Leaderboards list.

7. To add a new language detail for a Leaderboard Localization, click **Add Language**. All available languages appear in the menu for you to choose. You will not see languages that have been already set up.



8. Choose your Score Format and enter your Score Format Suffixes in that language you choose. The Score Format Suffixes are optional. You will also need to enter your Leaderboard name in that language for localization purposes.

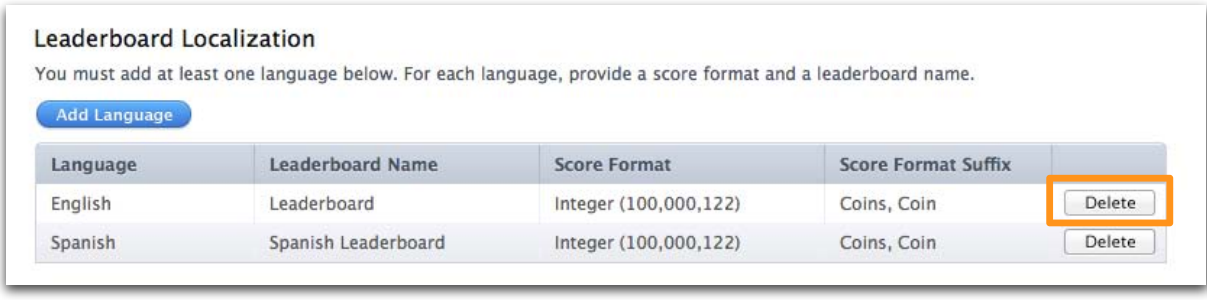
9. Click **Save** to complete the addition of that language detail.

Your newly added language will now appear in your Leaderboard Localization list.

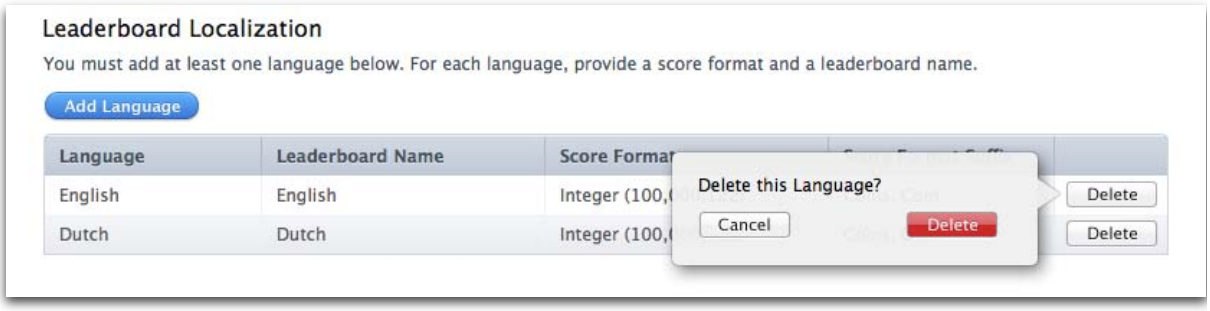
10. To edit a current language detail, click anywhere on the row for that language.

    - When you click, the Leaderboard Format details will pop up for you to make changes. You can edit the Score Format and Score Format Suffix for that language.
    - Click **Save** to complete the edit for that language. You will see the changes reflected in your Leaderboard Localization list.

11. To delete a current language detail, click **Delete** for that language's row.



12. You will be prompted to confirm your deletion. Click **Delete** if you are sure you want to delete that language detail or click **Cancel** if you want to keep the language detail.



You must always have one language present. As a result, you can only delete languages until there is just one language left. You can always add a language back once deleted.

13. To reorder your Leaderboards, simply drag and drop.
14. To reset your default Leaderboard, click on the appropriate button.
15. When you have completed all desired edits on the Leaderboard Page, click **Save** to apply the changes to your Leaderboard.

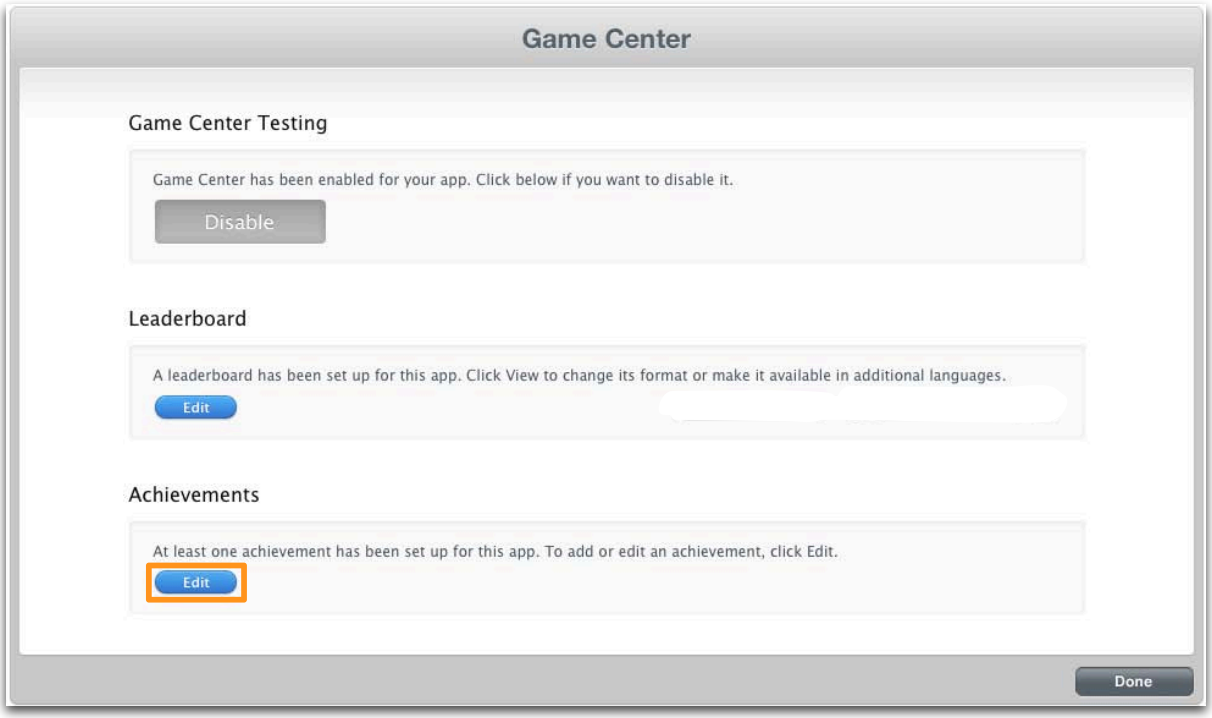
NOTE: If you have added a new Leaderboard, it will automatically be sent for review with the next version of your binary. If you do not want to send that Leaderboard for review, you will need to indicate this on your **Version Details** page in the Game Center section.

Editing Achievements

You can edit Achievements at any time but once an Achievement has gone live, it cannot be deleted. Once your version is In Review, you will be locked out from editing and once your version has been approved, you will be limited as to which elements can be edited for your Achievements.

To edit your Achievements:

1. On the Game Center page, click Edit in the Achievements section.

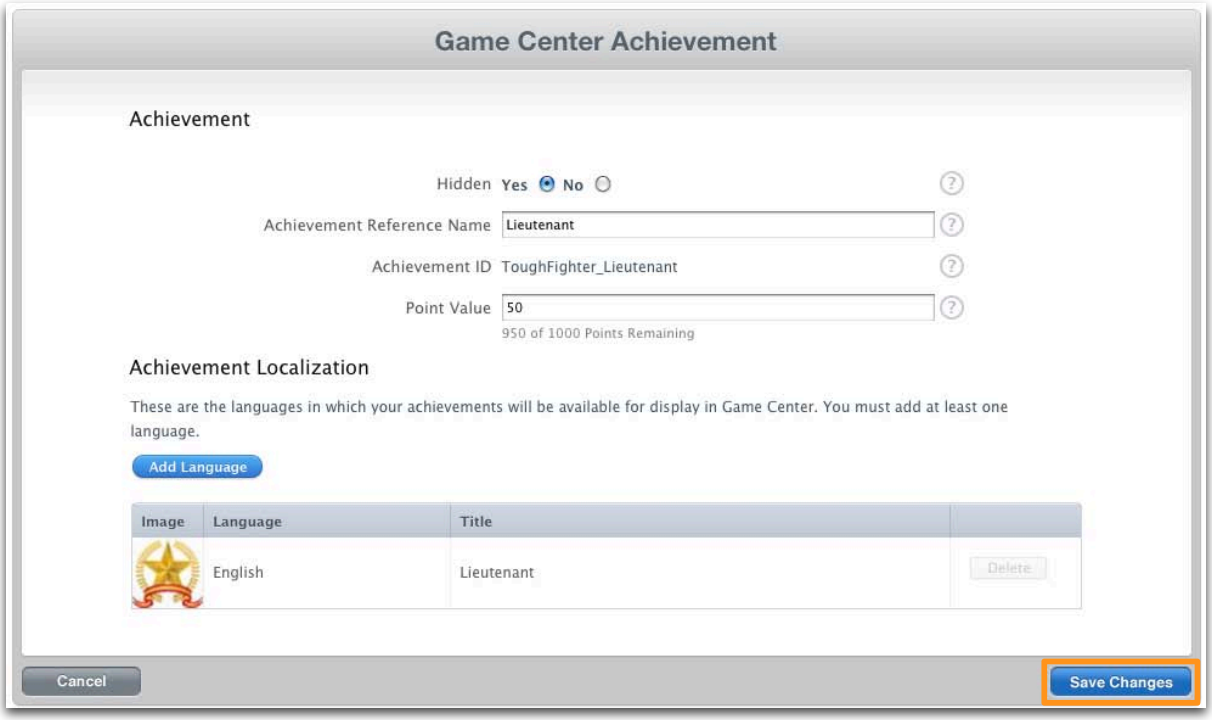


As long as you have not yet submitted a binary for this app that is Game Center enabled, you will be able to perform the following with your Achievements:

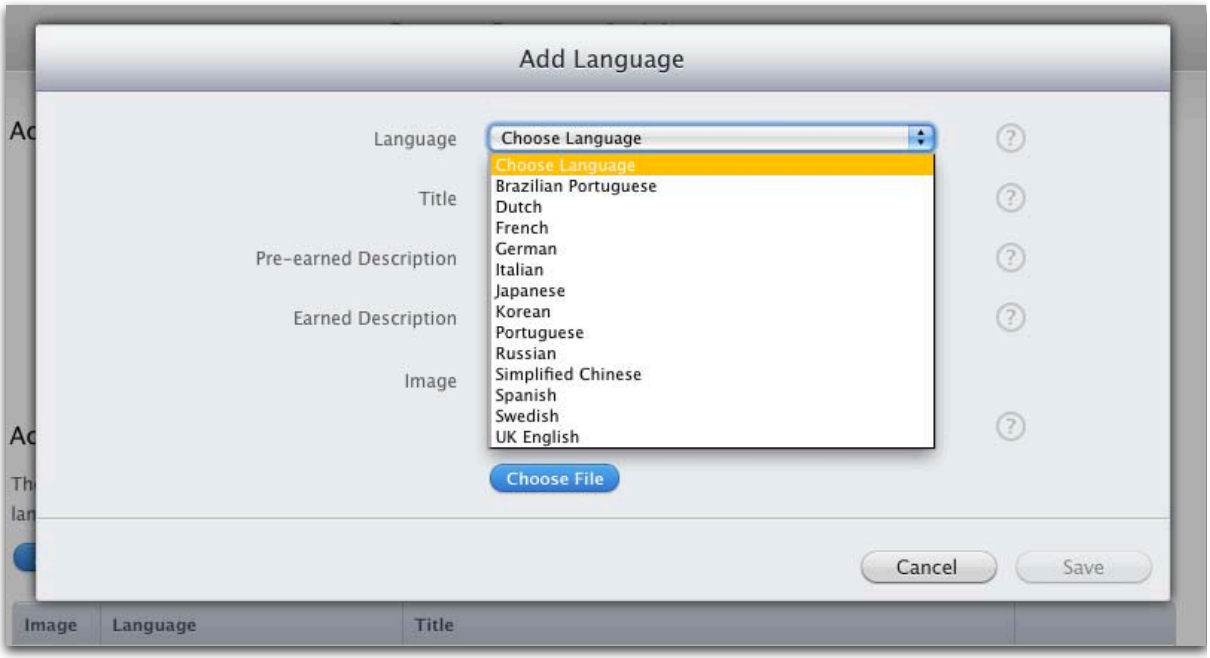
- change Hidden Preference
- change Achievement Reference Name
- change Point Value
- add a new Achievement language
- edit a current language detail
- delete a current language detail

IMPORTANT: Once you submit your Game Center-enabled binary, you will be limited as to what you can edit for a Leaderboard Category and Achievements. To learn more about which Game Center elements are editable and when, please review Appendix B: Game Center Info Table.

2. To change your Hidden Preference, Achievement Reference Name and Point Value, click on a specific achievement, enter desired changes then click **Save Changes.**

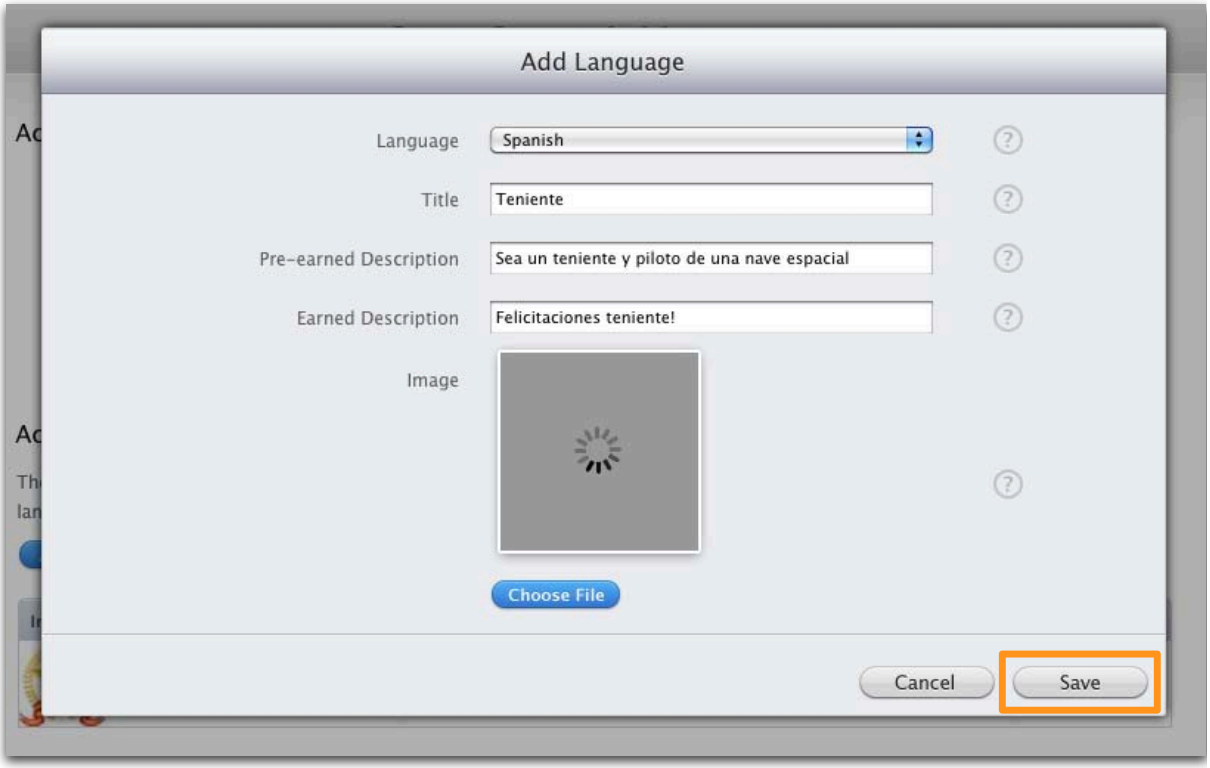


3. To add a new language detail for your Achievement, click **Add Language.** All available languages appear in the menu for you to choose. You will not see languages that have already been set up.



4. Choose your Title, Pre-earned Description, Earned Description and upload a new Image for that language.

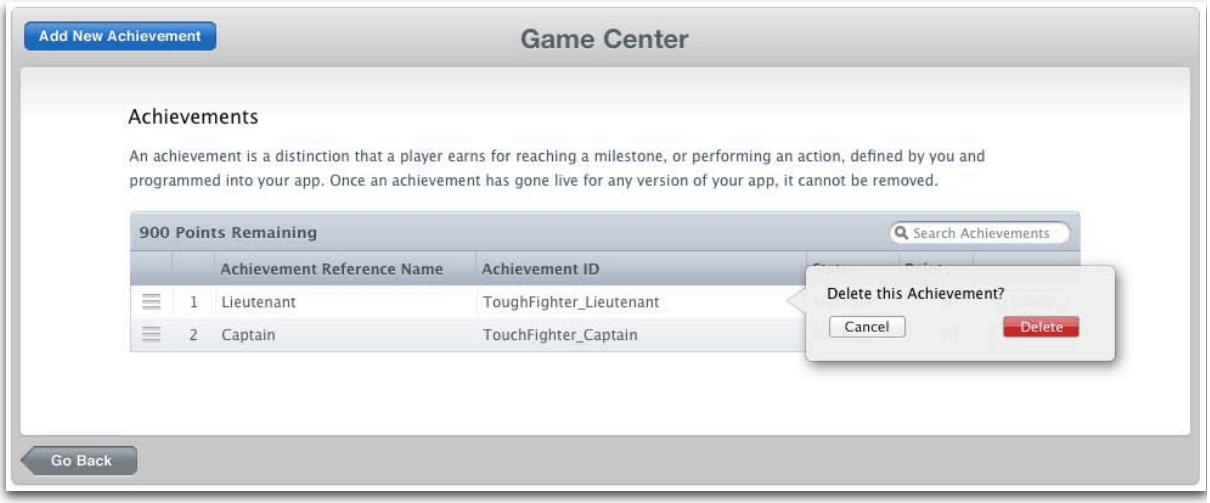
5. Click **Save** to complete the addition of that language detail.



Your newly added language will now appear in your Achievement Localizations list.

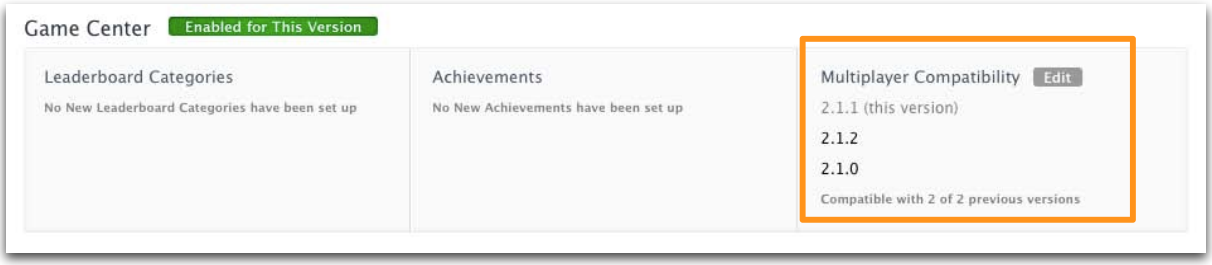
6. To edit a current language detail, click anywhere on the row for that language, make desired changes and click **Save.**
7. To delete a current language detail, click **Delete** for that language's row.
8. You will be prompted to confirm your deletion. Click **Delete** if you are sure you want that to delete that language detail or click **Cancel** if you want to keep the language detail.
9. To reorder your Achievements, simply drag and drop.
10. When you have completed all desired edits for your Achievement, click **Save Changes** to go back to your Achievement list page.
11. If you want to reorder your Achievements in their display list, simply drag and drop.
12. To delete a specific Achievement, click **Delete** for that Achievement's row.

13. You will be prompted to confirm your deletion. Click **Delete** if you are sure you want that to delete that Achievement or click **Cancel** if you want to keep the Achievement.



Multiplayer Compatibility

Your **Version Details** page will display your Game Center-enabled version's Multiplayer Compatibility settings. This is important information so you can see which versions of your app can be played with each other by your customers in Game Center.



In the example above, you can see the Game Center section of the Version Details page for my app version 2.1.1. What this section means is that if I have a customer playing version 2.1.1 of my app in Game Center, they will also be able to play customers using versions 2.1.0 and 2.1.2.

If you click **Edit,** you can change your Multiplayer Compatibility version settings to indicate that you want this version compatible with only other specific versions.

Leaderboard and Achievement Status

You can view the status of your Game Center elements in the Manage Game Center section for your app. The following are the available statuses for your Leaderboards and Achievements along with their definitions:

- **Live** — The Achievement or Leaderboard has been submitted and approved with a version of your app
- **In Review** — The version of your app tied to your Achievement or Leaderboard is currently being review so the corresponding Achievement or Leaderboard is also In Review and cannot be edited

NOTE: If your Achievement or Leaderboards are not live, you will see a Delete button next to that item to indicate that the item can be deleted.

Here is an example of a view showing you the status of your Achievement(s). In this example, both Achievements "Trophy" and "Badge" have not yet been submitted so they show a **Delete** button:

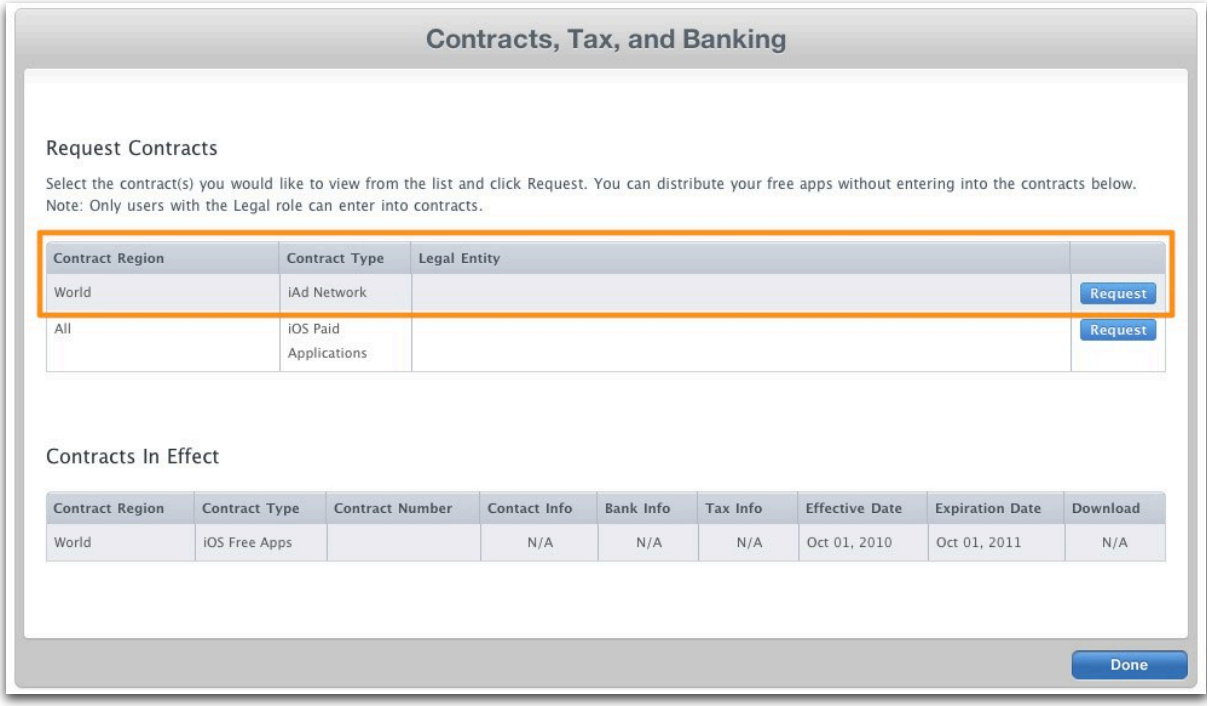
iAd Network

The iAd Network provides an automated and intuitive environment for you to easily incorporate iAd ads into your apps. You have the opportunity to earn revenue through ads in your app. You can also monitor performance and track revenue within the iAd Network module on your iTunes Connect Home page.

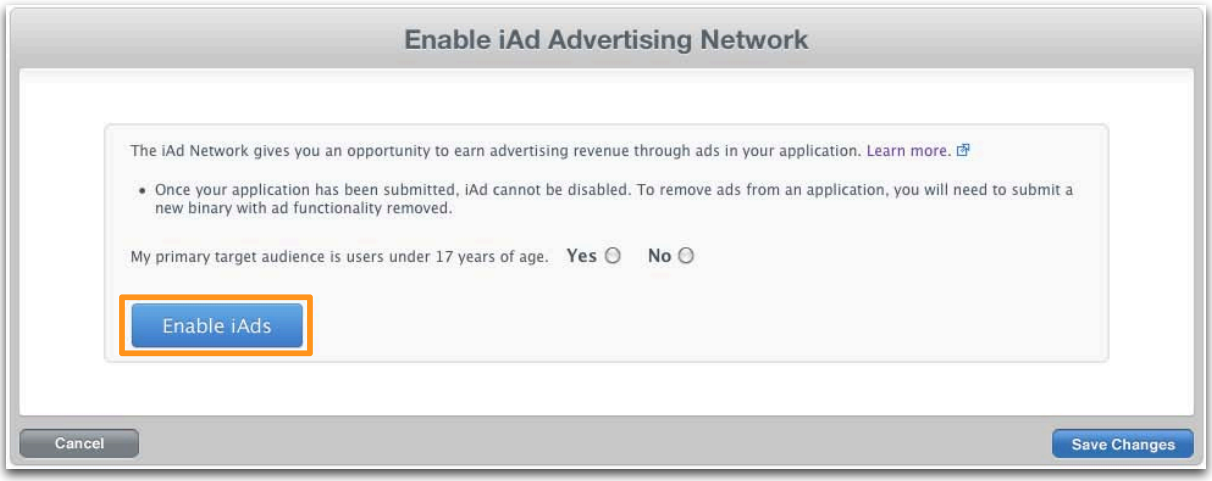
Note: The iAd Network is not available for Mac OS X apps.

Set Up iAd Network

Clicking on the Set Up iAd Network button allows you to enable your app for iAd ads and will only appear for your apps if you have agreed to the iAd Network contract in the Contracts, Tax and Banking module in iTunes Connect.

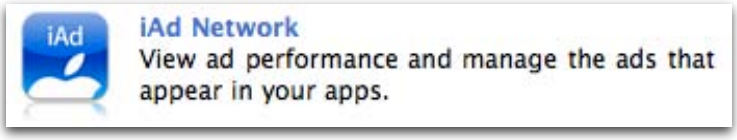


Click on the **Set Up iAd Network** button then click **Enable iAds** to enable your app for iAd ads. You will also need to indicate whether your primary target audience is users under 17 years of age. Once your app has been submitted, iAd cannot be disabled. To remove ads from an app, you will need to submit a new binary with ad functionality removed.



Once you have enabled at least one app for iAd ads, you will then see the iAd Network module on your iTunes Connect Home page. This module allows you to set your iAd preferences and track performance.

Important: You must enable your app for iAd ads before submitting the app for review.

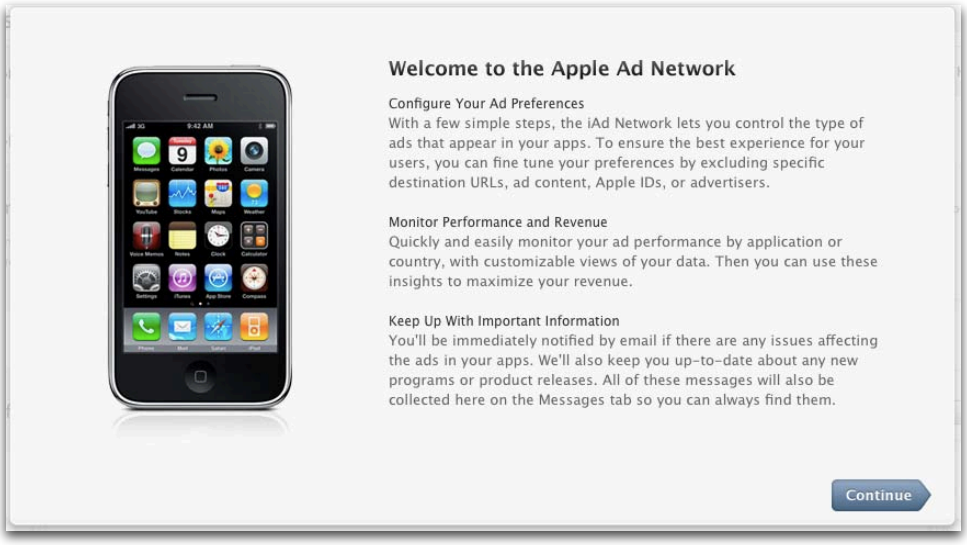


The **Set Up iAd Network** button will also change to **iAd Network Settings** to indicate that you have already completed initial set up and can now edit your settings

To edit your iAd Network Settings for your app:

1. To remove ads from an application, you will need to resubmit your application with the iAd Network functionality removed.
2. Click Yes to indicate that your primary target audience is users under 17 years of age. You will not be able to change this setting once you have indicated Yes.

Within the iAd Network, you can set up your iAd preferences to help determine which type of ads are served to your app.



For more detailed information on iAd Network, click the **FAQs** link (located at the bottom of every page in iTunes Connect) and click **iAd Network**.

For more detailed information on navigating the iAd Network module to monitor your revenue and performance, contact the iAd Network Support Team by visiting the Contact Us section of iTunes Connect and accessing the following routing:

iAd Network > General iAd Network Questions > General iAd Network Inquiry

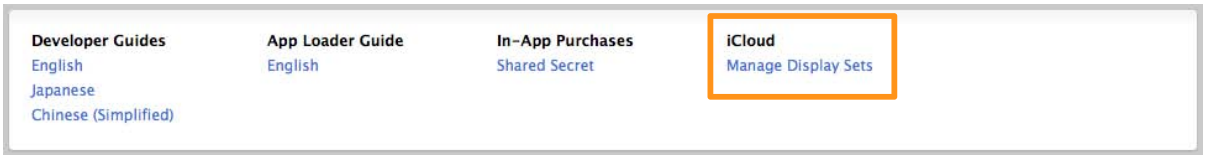
iCloud Display Sets

Coming this fall, your apps can use iCloud storage to store related documents and data. The documents and data are stored in folders called display sets. Multiple apps may reference and store their data in one display set. In order to set up an app for mobile storage, you will first need to set up a display set in iTunes Connect.

Important: You can begin setting iCloud Display Sets up in iTunes Connect now to prepare for your iCloud-enabled fall submissions. However, iCloud Display Sets require iOS 5 or Mac OS X Lion (10.7.2) and won't be available to customers until iCloud is available this fall.

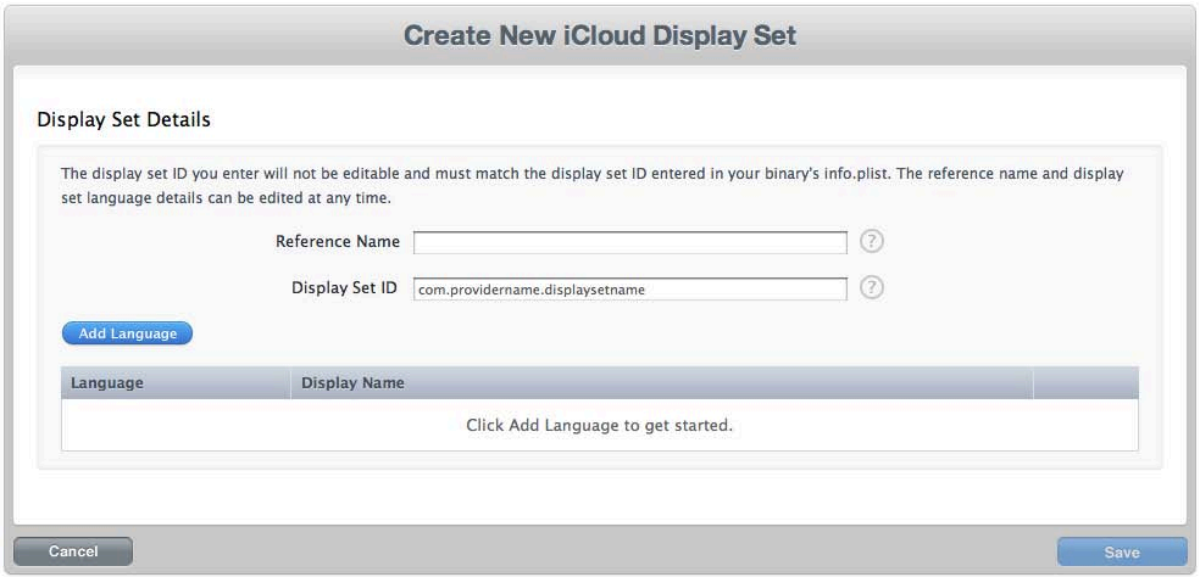
Creating iCloud Display Sets

To create a new display set, access the Manage Display Sets page from the Manage Your Applications module. The Manage Display Sets page is located in the footer of the page under the iCloud section. Click **Manage Display Sets**.



If you have not created a display set yet, the Manage Display Sets page will tell you how to create one. To create a new display set, click **Create New**.

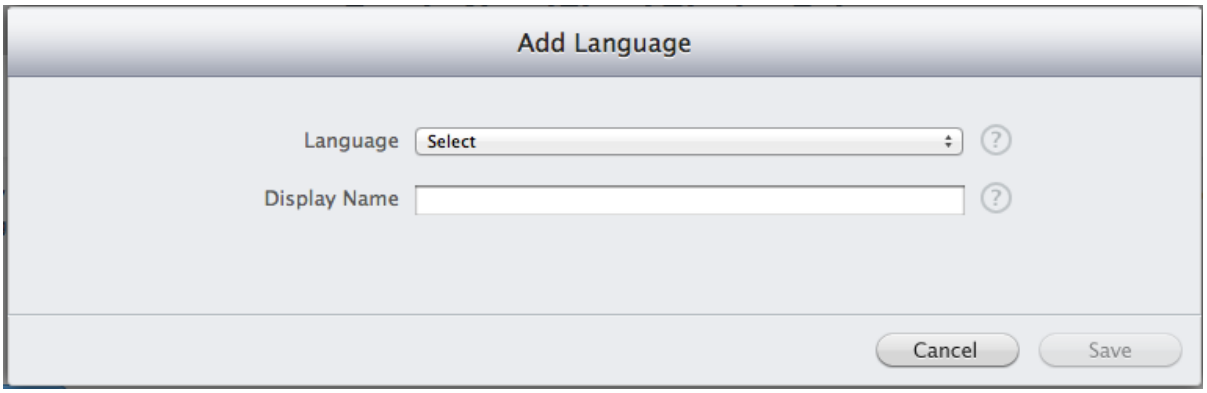
You must enter a reference name and display set ID for each display set.



The **reference name** is an internal name that will be displayed in iTunes Connect only and will not be seen by customers. The reference name cannot be longer than 255 bytes.

The **display set ID** is unique identifier that will be used to attach your app to a display set. The display set ID you enter here must match the NSUbiquitousDisplaySet you specify in your binary's info.plist for all apps you wish to attach to this display set. This string must be a uniform type identifier (UTI, and can only contain alphanumeric characters, hyphens, and periods. The string should also be in reverse-DNS format. It cannot end in ".test".)

Once you have set up the reference name and display set ID, you can set up localizations for the display set by clicking **Add Language**.

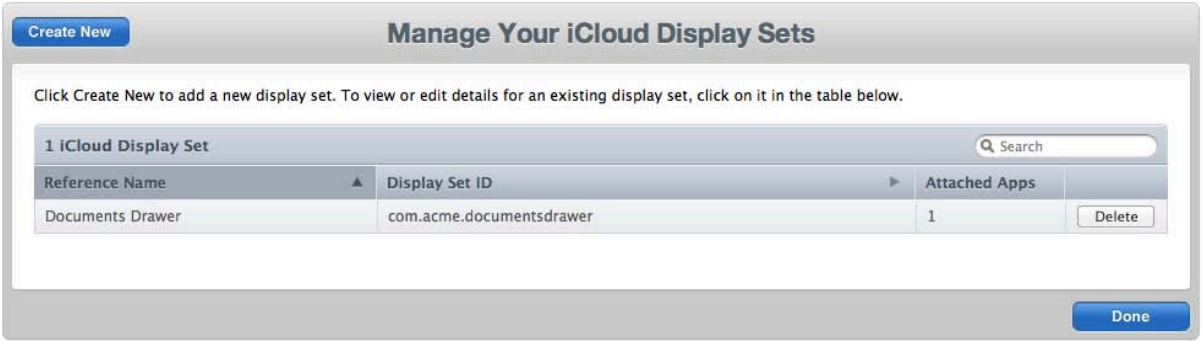


To add a localization, select the language in which the display name will be shown from the Language drop-down and enter the name for the display set as it will be seen by customers in the **Display Name** field. Display Name cannot be longer than 75 bytes. To add the localization, click **Save**.

To finish creating the display set, click **Save** again.

Manage Display Sets

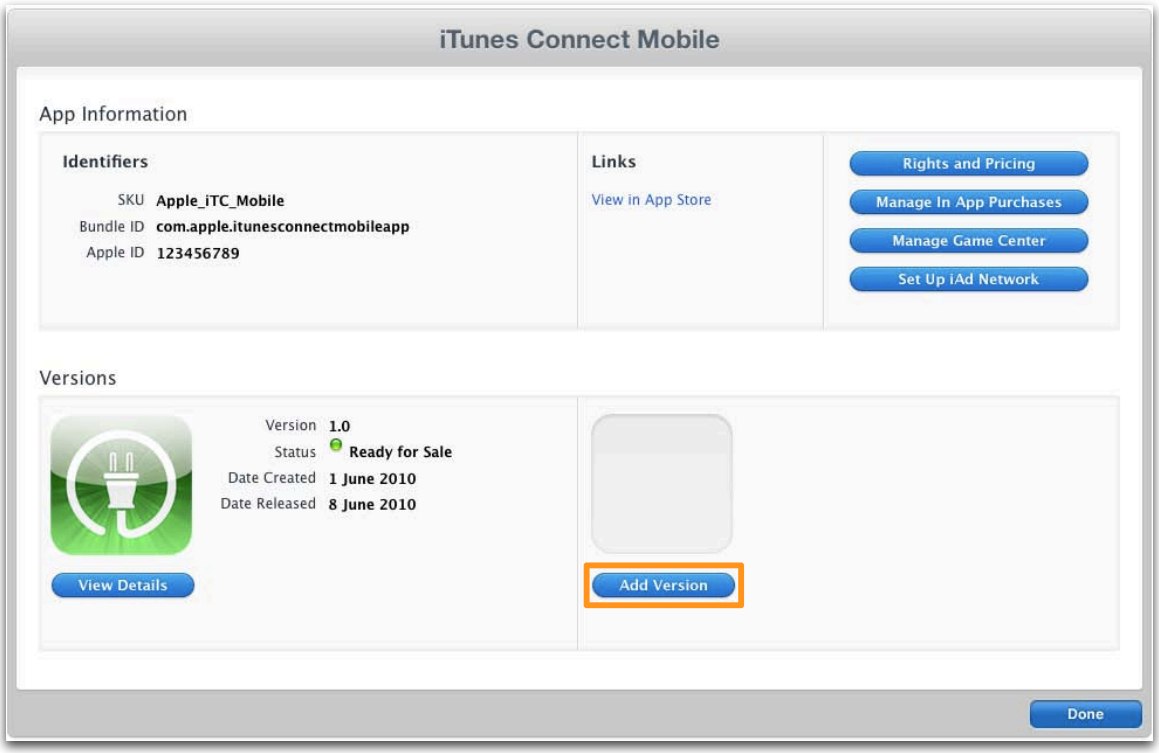
Once you have created one or more display sets, they will be listed in a table from the Manage Display Sets page. The table will list each display set, the reference name, display set ID, and the number of apps attached to it. You will have the option of deleting a display set if it has no apps attached to it. To view a display set's details or edit it, click on it in the list.



Updating Your App Version

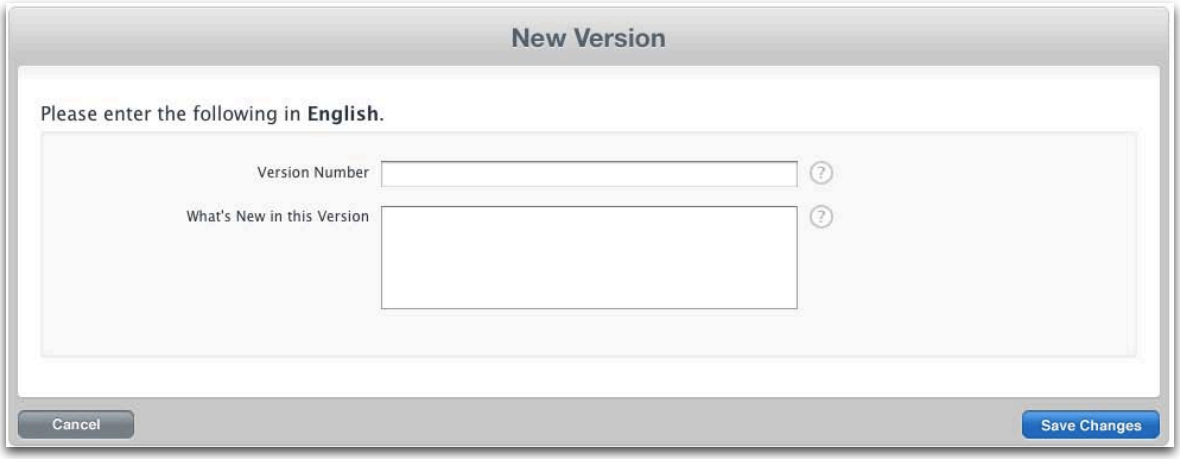
Once your first version is approved and available on the App Store, you can add another minor version directly from the Manage Your Applications page, by clicking **Add Version** on your App Summary page. Updates are considered minor versions of your binary (for example, 1.1). The new binary will go through the normal review process and all version level metadata entered for that version will go live once your version is live.

Updates keep the same Apple ID and Bundle ID, which means they will be associated with your first version and will be free to your customers.



To get started adding an updated version of your app:

1. Click **Add Version**.
2. Enter your Version Number and What's New in this Version (release notes) to detail to your customers what is different about this version of your app from its previous version.



3. Click **Save Changes.**
4. You will be led to your new version details page to show you the information you just entered and your version status as Prepare For Upload. All of the information that you had entered for your previous version will be carried over but you can make changes to this information on this page since your app is in the Editable state Prepare For Upload.

	Prepare For Upload

For more information on how to edit your version, review the Editing Version Information section. To understand Editable states, see Appendix A: App Information Table.

Ready to Upload Binary Update

Once you are ready to submit your binary for your version update, you will go through the very similar steps that you completed went through when submitting the first version of your binary.

When you are ready to upload your binary update:

1. Click **Ready to Upload Binary** from your version details page.

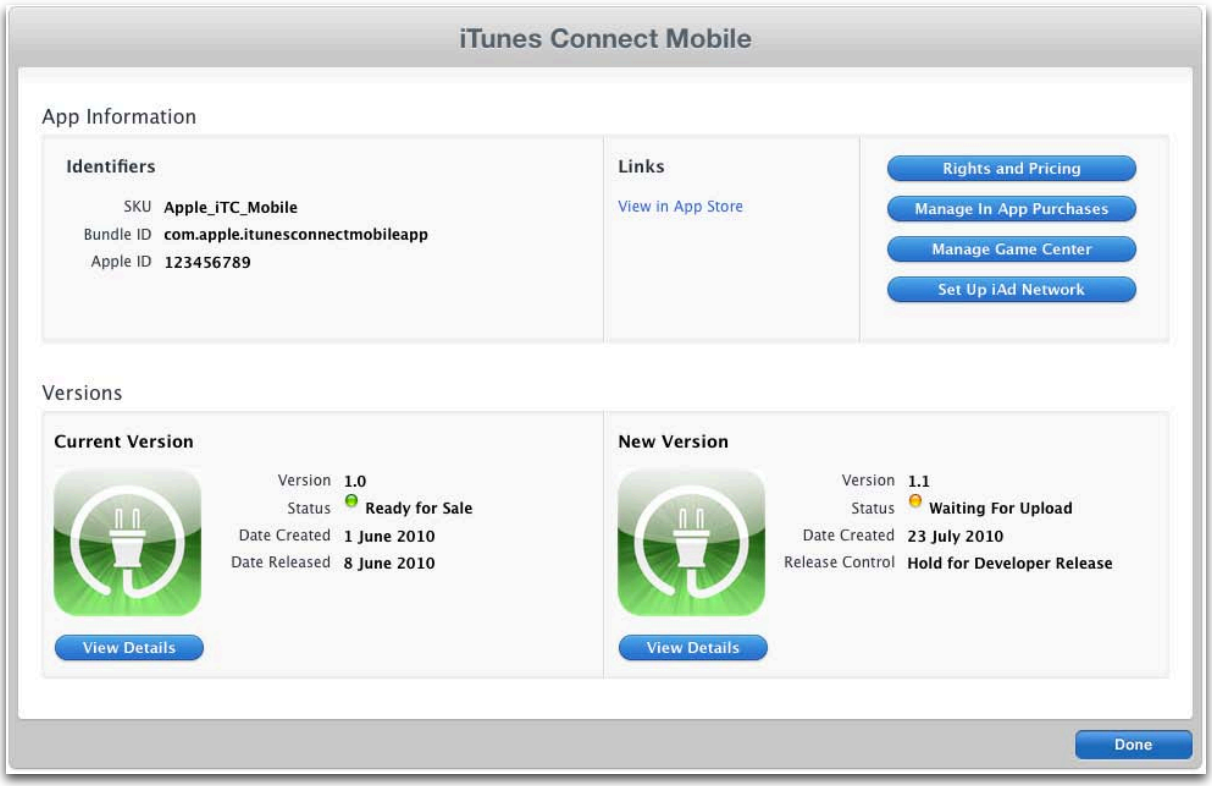
2. Answer Yes or No to the question that asks you if encryption has been added, removed or modified since your last binary upload.

- If you answer Yes, you will be led to a second Export Compliance page where you will need to answer specific questions about your encryption. Depending on your answers here, you need to to provide a copy of the commodity classification ruling (CCATS) confirming classification of the app. See Authorizing For Export for more detail.
- If you answer No, click **Continue**, and you will be taken to the Version Release Control page to indicate your Version Release preference. See Version Release Control for more detail on how this works.

3. Click **Save Changes** once you have chosen your Version Release Control preference.
4. You will be lead to the Application Loader Instructional page to explain how to use Application Loader to deliver your binary update.
5. Clicking **Continue** will take you back to your Version Details page where you will see your status has changed to Waiting For Upload.

	Waiting For Upload

Once your binary has been uploaded, your new version's status will be Waiting For Review and the current version's status will be Ready For Sale. Keep in mind that the latest Ready for Sale version of any one app is displayed at any given time so it is possible to see a maximum of two versions displayed; your Ready For Sale version and your New Version.



Requesting Promo Codes

You can request promotional codes to use for promotional purposes to provide interested parties with a free copy of your iOS or Mac OS X app. You can access promotional codes from your specific app within Manage Your Applications.

You are allotted 50 promotional codes per update of your app. Your update must be Ready For Sale in order for you to request codes.

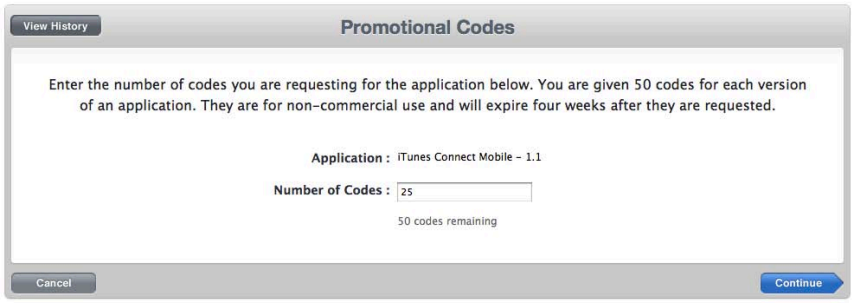
It is not possible for App Store customers to rate or review an app if it is downloaded using an iTunes Connect promotional code. Customers can review an app by purchasing it on a different iTunes account using something other than an iTunes Connect promotional code, such as a Gift Card, Gift Certificate, or other payment option.

Note: Only the iTunes Connect user with the Legal role can access the Request Promotional Codes module.

To request promotional codes:

1. Access the promotional codes from the Version Details page of an app.
2. Enter the number of promotional codes that you want to receive.

   The number you enter must be less than or equal to the listed amount of codes remaining for that app update. If your app has not been approved for release onto the App Store, you will be unable to request codes for it.



3. Click **Continue**.

You can view a history of your requested codes by clicking View History from your Promotional Codes page. The history shows you the exact time and date stamp for each set of codes generated in the iTunes Connect Promotional Codes module. This should help you determine what the date of expiration would be for your codes.

Note: Promotional codes are redeemable through any App Store around the world and are good for four weeks from the day they are generated or until your contract with Apple expires, whichever is first.

If a customer is claiming to receive an error in the App Store when attempting to download your application, asking you for a refund for the purchase of your app, or is experiencing any issue with their account with billing or purchasing, you will need to direct them to iTunes Store Customer Support.

This will allow the user to directly resolve their specific App Store account issue and obtain a refund if necessary. If it is determined by iTunes Store Customer Support that the issue lies with your application and not with the App Store or the customer's account, you will be contacted by Apple to resolve.

Managing Your In-App Purchases

The Manage In-App Purchases button on the app summary page is visible if:

- you are an Admin or Technical user
- and, your Team Agent has clicked through the latest iOS Developer Program License Agreement or Mac Developer Program License Agreement in the Developer Portal

About In-App Purchase

In-App Purchase allows you to embed a store directly within your app. You implement In-App Purchase in your app using the Store Kit framework. Store Kit connects to the App Store on your app's behalf to securely process payments from the user. Store Kit prompts the user to authorize the payment, then notifies your app so that it can provide items the user purchased. You can use this in-app payment functionality to collect payment for enhanced functionality or additional content usable by your app.

For example, you could use In-App Purchase to implement any of the following scenarios:

- A basic version of your app with additional premium features.
- A book reader app that allows the user to purchase and download new books.
- A game that offers new environments (levels) to explore.
- An online game that allows the player to purchase virtual property.
- Access to a turn-by-turn map service.
- A subscription to a digital magazine or newsletter.

To offer In-App Purchases in your apps, you will need to have the latest Paid Applications contract in effect with Apple and your Team Agent will need to click through the latest Program License Agreement in the iOS Developer Provisioning Portal.

Before being sent to Apple for review, all In-App Purchases must be registered through iTunes Connect, as well as tested in a sandbox environment to ensure functionality. In-App Purchase functionality requires iOS 3.0 or higher for iOS apps and Mac OS 10.7 or higher for Mac OS apps.

For complete guidelines and instructions on In-App Purchase, see the App Store Quick Reference: Getting Started with In-App Purchase on iOS and the In-App Purchase Programming Guide.

Testing Your In-App Purchase

During development, you should test your app to ensure that purchases are working correctly. Apple provides a sandbox environment to allow you to test your app without creating financial transactions. The sandbox environment uses the infrastructure of the App Store, but it does not process actual payments. It returns transactions as if payments were processed successfully. For more information, see the In-App Purchase Programming Guide.

The sandbox environment uses special iTunes Connect accounts that are limited to In-App Purchase testing. You cannot use your normal iTunes Connect account to test your store in the sandbox.

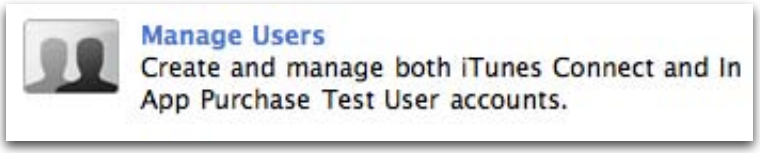
Creating a Test User

To test your app, create one or more special test accounts in iTunes Connect. You should make at least one test account for each region that your app is localized for. Test user accounts must be new, unique Apple accounts; you cannot reuse existing Apple accounts.

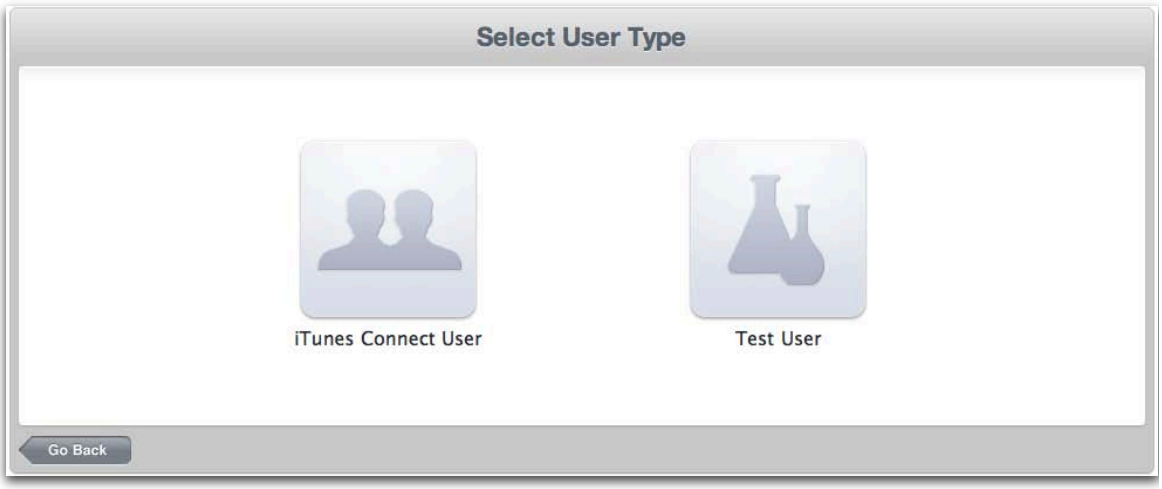
Only Admin and Technical users are authorized to create test users in iTunes Connect. Test users do not have access to iTunes Connect, but will be able to test In-App Purchases in a development environment on a registered test device.

To create a new In-App Purchase test user:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Users**.

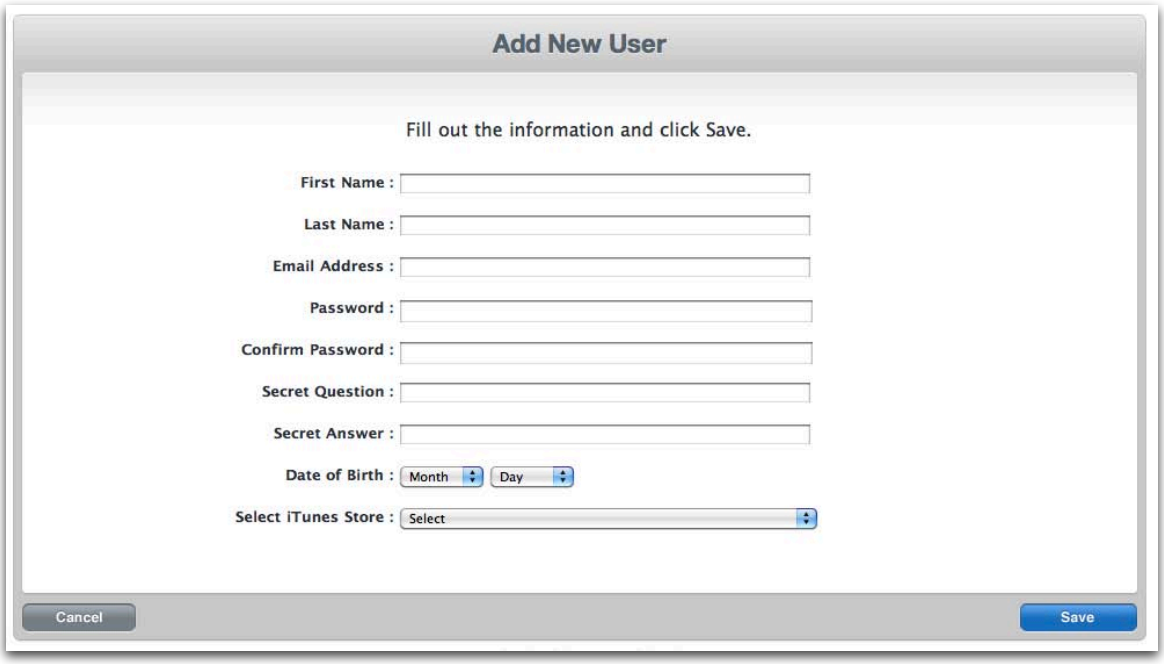


3. On the Select User Type page, click **Test User**.



4. To add a new user, click

.
5. Enter all the information for that user.



Each test user can be tied to only one iTunes Store territory. Be sure to create the test account with an email address that is not associated with any other Apple account.

6. Click **Save**.

IMPORTANT: If you mistakenly use your new test user account credentials to log into a production environment on your test device instead of your test environment, your account credentials will become invalid and cannot be used as a test account again.

Using the Test Account for In-App Purchase Testing

Here is an overview on how to correctly set up your test user for testing In-App Purchase:

1. Set up a test user account within the Manage Users module of iTunes Connect as detailed above. Be sure to create the test account with an email address that is not associated with any other Apple account. You'll enter this test user ID (email) and password during your testing when prompted by the Store Kit framework to confirm a purchase.
2. Be sure to clear any account information stored on your test device by clicking the Sign Out button in the Store settings in the Settings app. This prevents a non-test account from automatically being used when testing.

IMPORTANT: Do not enter your test account information in the Store settings panel. Doing so may invalidate your test account.

3. To test your In-App Purchase functionality against the In-App Purchase sandbox, connect your device to your development workstation. Then choose your device as the Active SDK — the Store Kit APIs are not available when testing in the iPhone simulator.

4. When your app requests a payment via the Store Kit API, you are prompted to confirm the purchase, and then prompted again with a Sign In panel. Select **Use Existing Account**, and then enter your In-App Purchase test account username and password to complete the purchase test. No financial transaction takes place, but a complete transaction is generating that includes a receipt. Since there is no credit card information entered for a test account, your test purchases are not actually generating a financial transaction.

Registering an In-App Purchase

You can create In-App Purchases on Free and Paid iOS and Mac OS apps. Every product you want to offer in your store must first be registered with the App Store through iTunes Connect. When you register a product, you provide a name, description, and pricing for your product, as well as other metadata used by the App Store and your app.

You identify the product using a unique string called a product identifier. When your app uses Store Kit to communicate with the App Store, it uses product identifiers to retrieve the configuration data you provided for the product. Later, when a customer wants to purchase a product, your app identifies the product to be purchased using its product identifier.

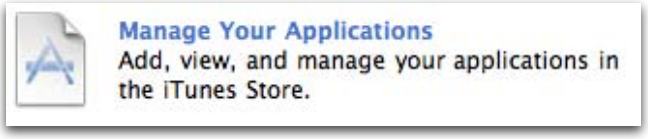
You can create, edit, and delete In-App Purchases, as well as submit them to Apple for review.

You can create up to 3000 separate product IDs assigned to your In-App Purchases per app in iTunes Connect. This number refers to the number of In-App Purchases, not the number of purchase transactions.

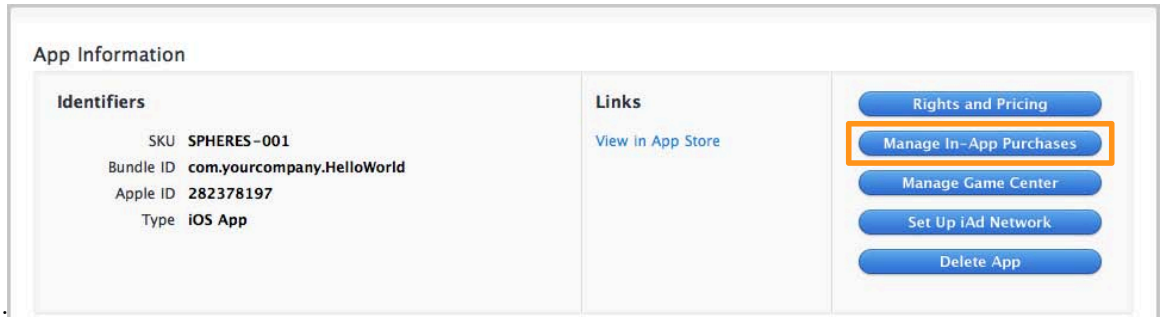
You can start creating an In-App Purchase from the App Summary page.

To create and register an In-App Purchase:

1. Log into iTunes Connect.
2. On the Home page, click **Manage Your Applications**.



3. Locate the app you want to create an In-App Purchase for.
4. On the App Summary page, click **Manage In-App Purchases.**



5. Click

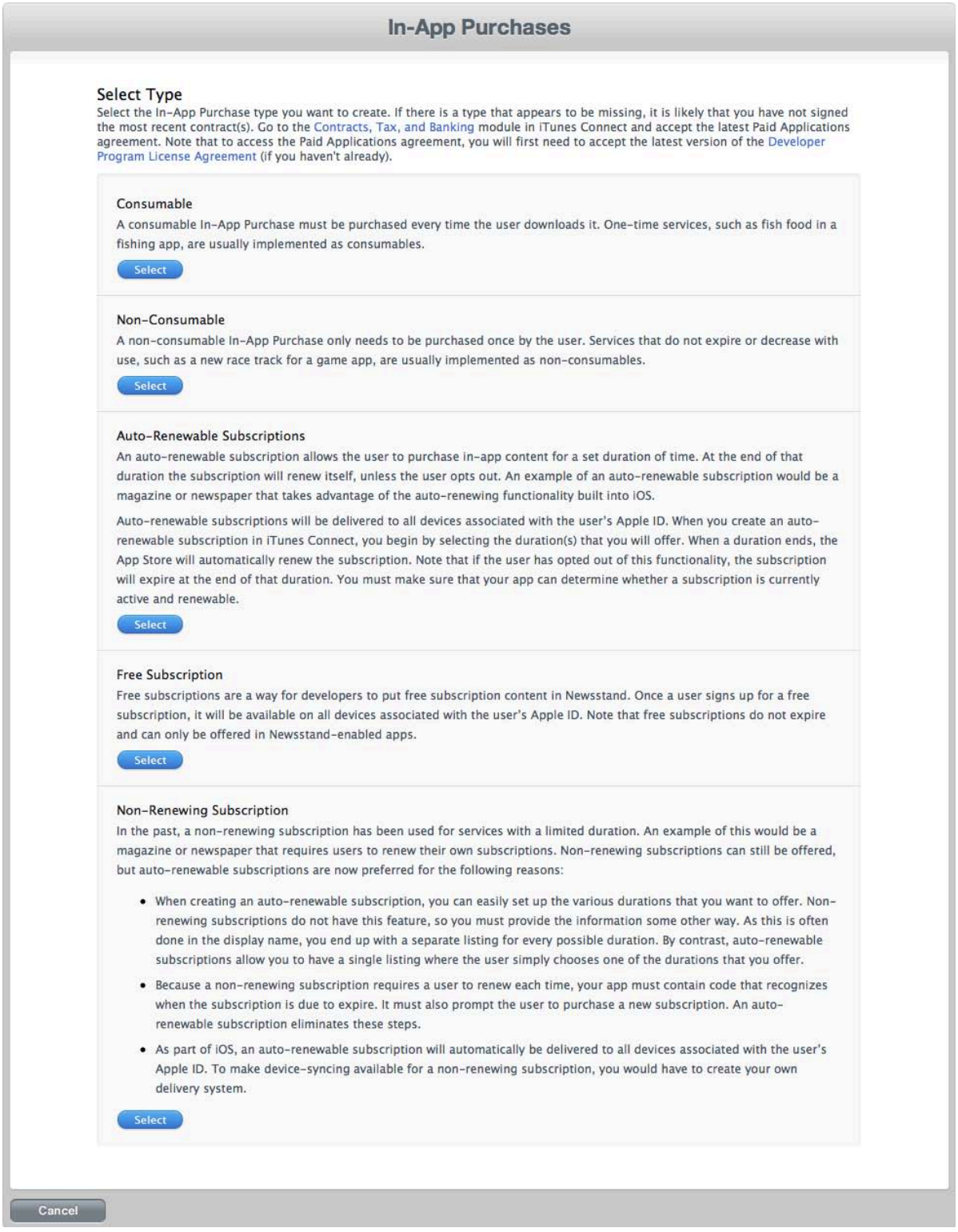
.
6. Follow instructions detailed here to enter information for the In-App Purchase.

If you do not see the Manage In-App Purchases button, it could be one of these reasons:

- You are not an Admin or Technical user for your iTunes Connect account.
- You do not have the latest Paid Applications contract in effect.
- Your Team Agent has not clicked through the latest iOS Developer Program License Agreement.

If you have fulfilled all of these requirements yet still do not see the button, you can contact iTunes Connect Support for more details by using the Contact Us module on the home page.

After you click Create New, you can begin setting up your In-App Purchase. First, you must select the type of In-App Purchase you want to create.



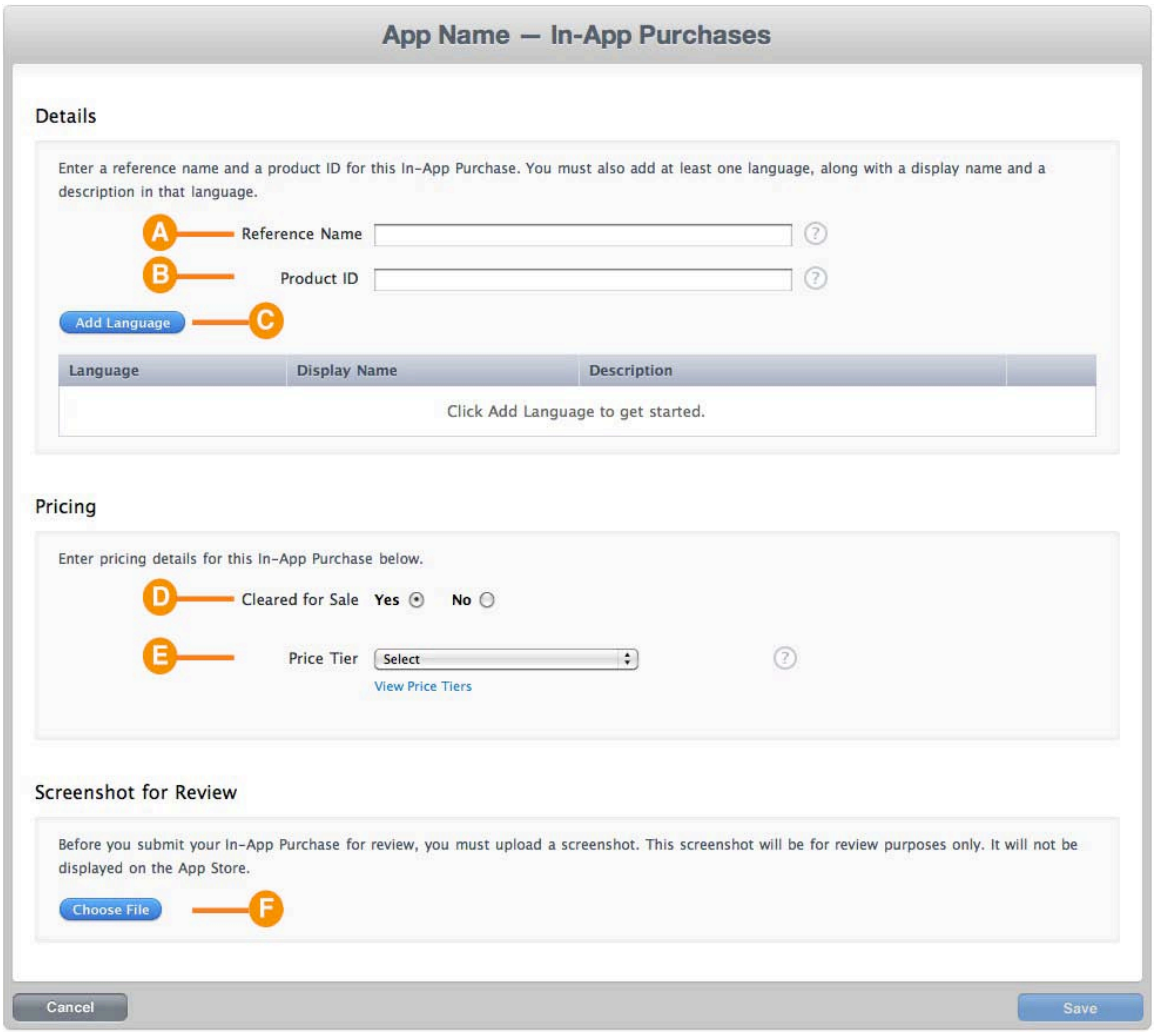
This describes the product type of your In-App Purchase from the viewpoint of the App Store. The In-App Purchase type cannot be changed once your In-App Purchase has been created. There are four In-App Purchase types available for use:

- **Consumable** products must be purchased each time the user needs that item. One-time services, such as fish food in a fishing app, are usually implemented as consumables.
- **Non-consumable** products only needs to be purchased once by the user. Services that do not expire or decrease with use, such as a new race track for a game app, are usually implemented as non-consumables.
- **Auto-Renewable Subscription** products allow the user to purchase in-app content for a set duration of time. At the end of that duration the subscription will renew itself, unless the user opts out. An example of an auto-renewable subscription would be a magazine or newspaper that takes advantage of the auto-renewing functionality built into iOS.

  Auto-renewable subscriptions will be delivered to all devices associated with the user's Apple ID. When you create an auto-renewable subscription in iTunes Connect, you begin by selecting the duration(s) that you will offer. When a duration ends, the App Store will automatically renew the subscription. Note that if the user has opted out of this functionality, the subscription will expire at the end of that duration. You must make sure that your app can determine whether a subscription is currently active and renewable.
- **Free Subscriptions** are a way for developers to put free subscription content in Newsstand. Once a user signs up for a free subscription, it will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps.
- **Non-Renewing Subscriptions** have been used in the past for services with a limited duration. An example of this would be a magazine or newspaper that requires users to renew their own subscriptions. Non-renewing subscriptions can still be offered, but auto-renewable subscriptions are now preferred for the following reasons:
  - When creating an auto-renewable subscription, you can easily set up the various durations that you want to offer. Non-renewing subscriptions do not have this feature, so you must provide the information some other way. As this is often done in the display name, you end up with a separate listing for every possible duration. By contrast, auto-renewable subscriptions allow you to have a single listing where the user simply chooses one of the durations that you offer.
  - Because a non-renewing subscription requires a user to renew each time, your app must contain code that recognizes when the subscription is due to expire. It must also prompt the user to purchase a new subscription. An auto-renewable subscription eliminates these steps.
  - As part of iOS, an auto-renewable subscription will automatically be delivered to all devices associated with the user's Apple ID. To make device-syncing available for a non-renewing subscription, you would have to create your own delivery system.

Important: Auto-Renewable Subscriptions, Free Subscriptions and Non-Renewing Subscriptions are not available for Mac OS apps.

After you have selected what type of In-App Purchase you want to create, you will be able to enter information for the product. The following is the overview page where you will supply all information for your In-App Purchase before saving your changes. The following information applies to Consumable, Non-consumable and Non-Renewing Subscription In-App Purchases. For information on setting up Auto-Renewable Subscriptions, see the Creating Subscriptions section.



Key	Field	Description
A	Reference Name	The reference name will be displayed in iTunes Connect and in sales and trends reports. It will not be displayed on the App Store. The reference name cannot be longer than 255 bytes. The reference name is editable at any time and must be unique within the app.

Key	Field	Description
B	Product ID	A unique identifier that will be used for reporting. It can be composed of letters and numbers. The unique UTF-8 alphanumerical identifier for the In-App Purchase. The Product ID is any alphanumeric sequence of letters and numbers you'd like to use to be uniquely identified in our system (i.e: `com.company.app_name.productid`). You are free to make up any string of UTF-8 letters and numbers, as long as it is unique and is under 255 characters. This is not editable after submitting your In-App Purchase and once a Product ID is used for one In-App Purchase, it can never be used again.
C	Add Language	Select the language for which you need to enter a displayed name and description of your In-App Purchase. Your displayed name must be at least 2 characters but no more than 255 characters. Your description must be at least 10 characters but no more than 255 characters. You must have at least one language added for your In-App Purchase and you can add more than one by selecting others you need in the drop-down. This displayed name and description is exactly how your In-App Purchase will display on your customer's device based on their default language settings. You cannot add a localization for the language that is already set as your default language. **Note:** Display description is the description of the In-App Purchase that will be used by App Review during the review process. This description could also be seen by customers if you indicate it in your code. For auto-renewable subscriptions, do not include a duration in the description.
D	Cleared for Sale	Indicates whether your In-App Purchase is cleared for sale or not. If this box is unchecked, your In-App Purchase will not be available for purchase from within the app.
E	Price Tier	Set the price tier at which you want to sell your In-App Purchase. All pricing that is available to you is present in the drop-down menu. In-App Purchases cannot be free. If you wish to schedule a price change to occur at a future date automatically, you can do so when you edit your created In-App Purchase.
F	Screenshot	For review purposes only. Your In-App Purchase screenshot will not display on the App Store or on the device store. Once you have tested your In-App Purchase and are ready to sign off, upload a screenshot of your In-App Purchase in this section. The screenshot should be a clear picture of your In-App Purchase in action and must be 320 x 480, 480 x 320, 320 x 460, or 480 x 300 pixels.

Once you have entered the above information (aside from your screenshot which should only be uploaded if you are ready to approve your In-App Purchase), click **Save**.

Your In-App Purchase is now setup in iTunes Connect and can be located in the Manage In-App Purchases page for the app.

Creating Subscriptions

Before you can create Auto-Renewable Subscriptions, you must first generate a shared secret. A shared secret is a unique code that you should use when you make the call to our servers for your In-App Purchase receipts. Without a shared secret, you will not be able to test auto-renewable subscriptions in the sandbox mode, nor will you be able to make them available in the App Store.

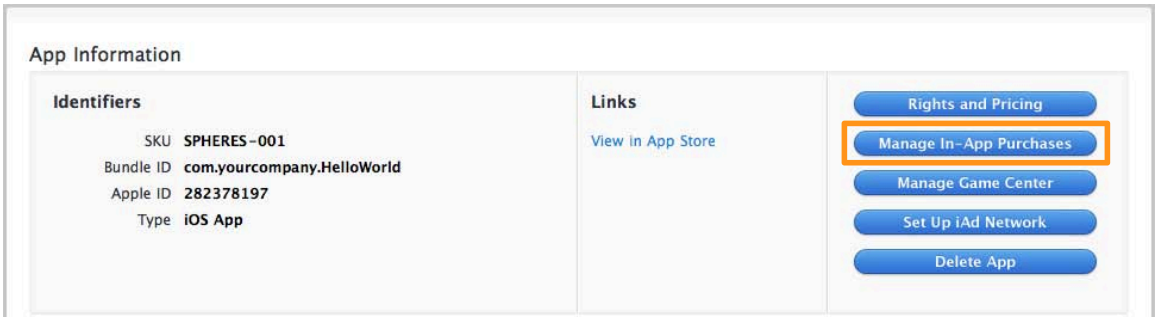
For complete guidelines and instructions on auto-renewable subscriptions, see the In-App Purchase Programming Guide.

Generating a Shared Secret

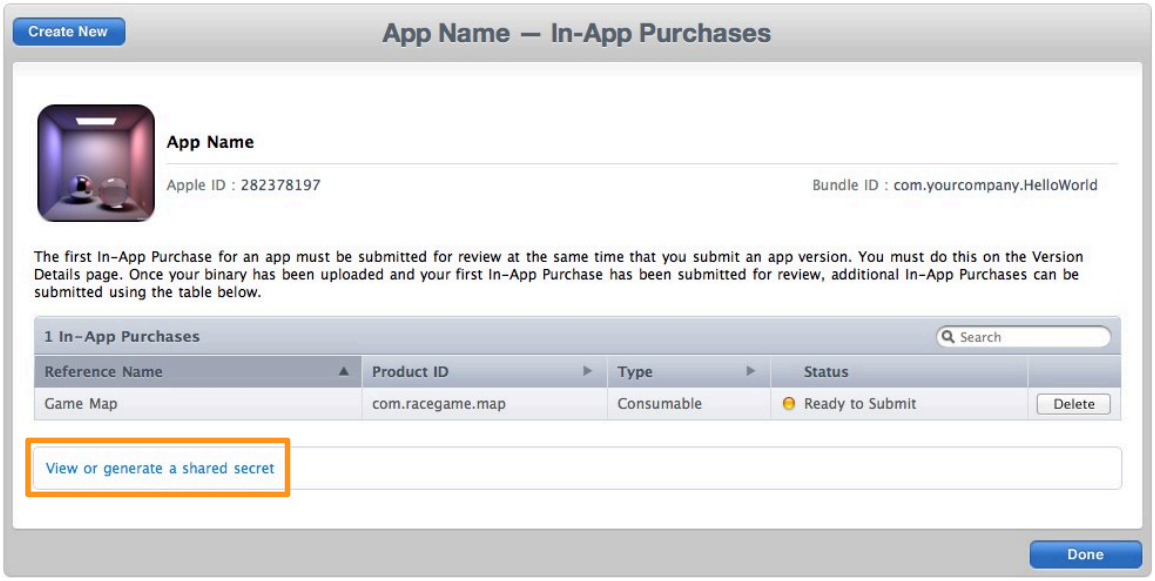
You can generate a shared secret from the Manage In-App Purchases page for an app.

1. Click the Manage Your Applications icon.

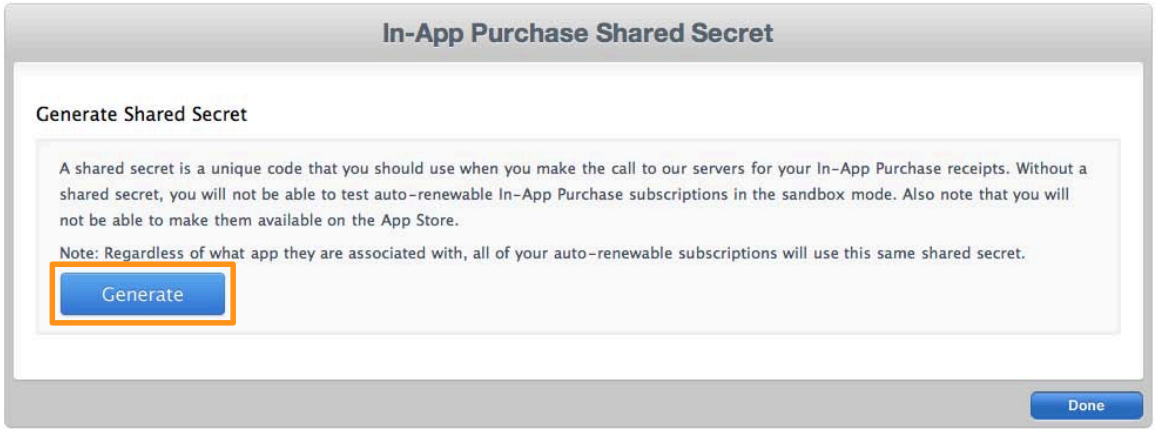
2. Locate an app you want to edit.
3. On the App Summary page, click **Manage In-App Purchases**.



4. On the Manage In-App Purchases page, click **View or generate a shared secret**.



5. From the In-App Purchase Shared Secret page, click **Generate** to generate the shared secret.

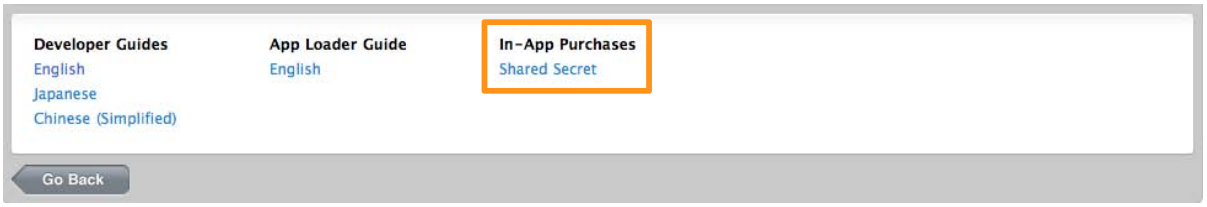


6. The shared secret that is generated will be displayed. The shared secret is a string of 32 randomly generated alphanumeric characters.

7. The new shared secret that has been generated can now be used when you make the call to our servers for your In-App Purchase receipts.

8. You can generate a new shared secret by clicking **Generate New**. However, if you generate a new shared secret, the old shared secret will be lost and will no longer work.

You can also access the Shared Secret page using the link in the footer of the Manage Your Applications module if you have at least one auto-renewable In-App Purchase subscription set up for any app.


Developer Guides
English
Japanese
Chinese (Simplified)
App Loader Guide
English
In-App Purchases
Shared Secret
Go Back

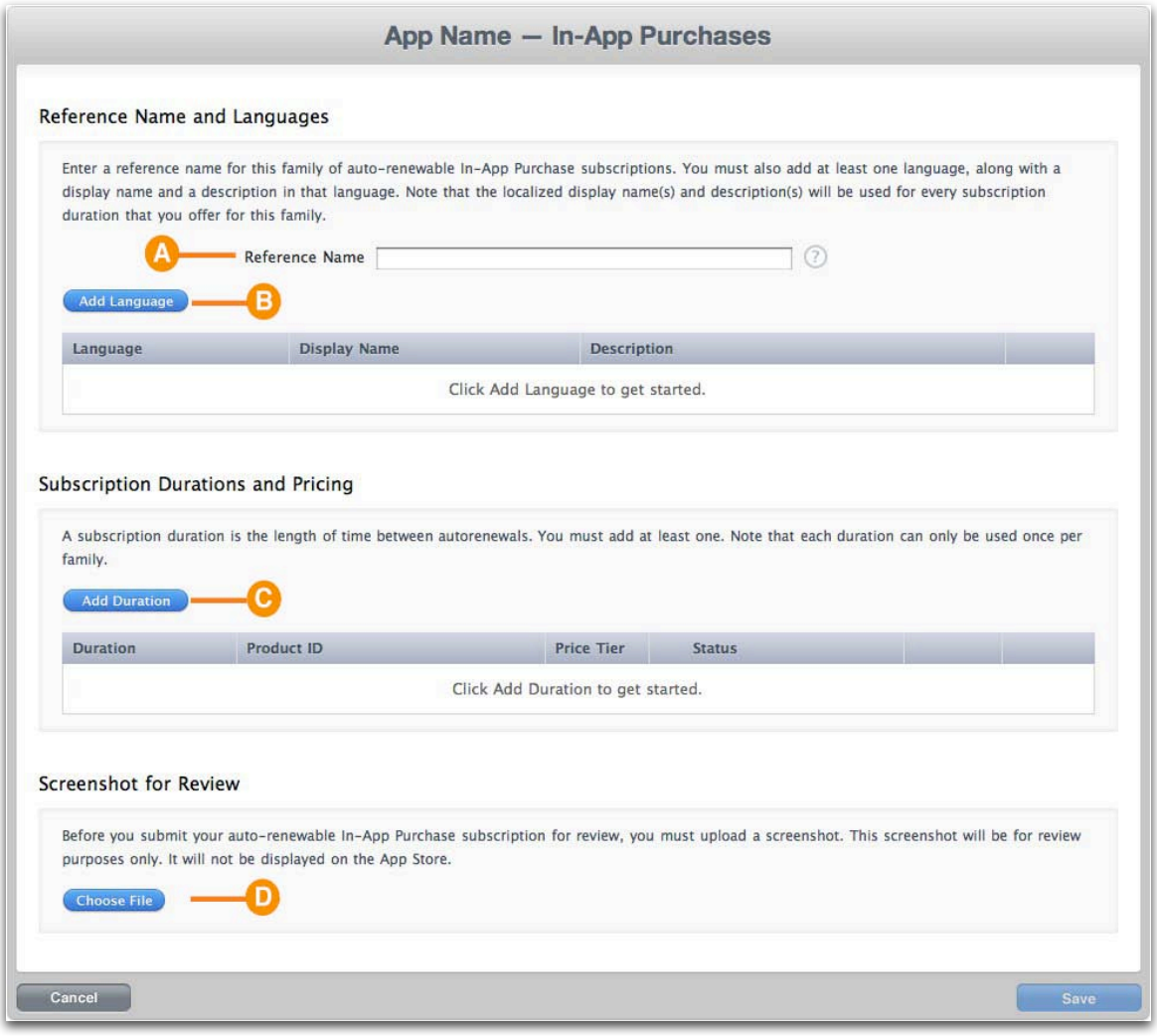
Entering In-App Purchase Information

You can start creating an In-App Purchase from the App Summary page.

1. Once you have chosen to create a new In-App Purchase for your app, you will be asked to select the type of In-App Purchase you would like to create. Choose **Auto-Renewable Subscriptions** or **Free Subscription**.

2. Now you will be able to enter the Reference Name, localizations, durations and pricing for the Auto-Renewable Subscription on the overview page.

Note: If you are creating a Free Subscription, you will not see the Subscription Durations and Pricing section since there is no need to set up durations for a Free Subscription. Instead you will see a Pricing and Availability Section with a simple option to mark the In-App Purchase as Cleared for Sale.



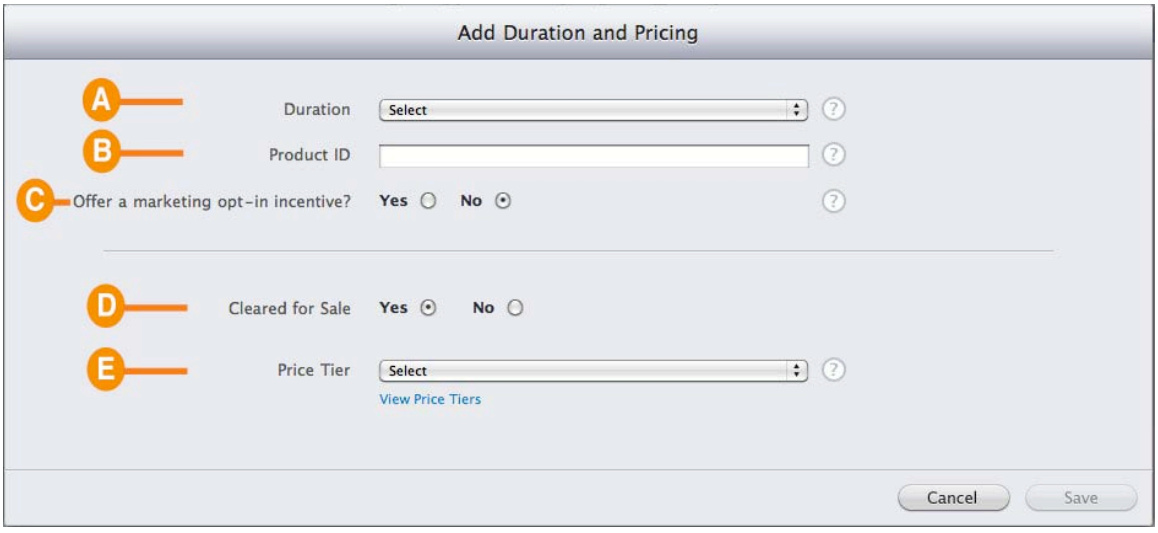
- A — **Reference Name:** This is the reference name for the family of auto-renewable In-App Purchase subscriptions. Items in the same family should be the same kind of in app content, but should represent different durations. The reference name cannot be longer than 255 bytes. The reference name is editable at any time and must be unique within the app.

Important: To sell the same in app content for multiple durations, all In-App Purchases for that content must be created within the same family of auto-renewable In-App Purchase subscriptions. For example, to offer both a 6-month and a 1-year subscription duration for a newspaper, both must be created as durations within the same family of auto-renewable In-App Purchase subscriptions. Do not use multiple, separate Auto-Renewable Subscriptions for the same in app content.

- B — **Add Language:** You must have at least one language added for your In-App Purchase and you can add more than one by selecting others you need. This should be a general name and description of the in app content. The displayed name and description will be the same for all durations within the same Auto-Renewable Subscription. Do not reference subscription durations in the displayed name or description. The displayed name will be displayed on the App Store.

  The Publication Name field should contain the title of your magazine, newspaper, journal, or similar content. Publication Name is required and must be at least 2 characters and no more than 30 characters. This value will be displayed in the "Share Your Information?" opt-in dialog presented to customers when they purchase the In-App Purchase. This value must be unique and can't be reused across multiple apps.
- C — **Add Duration**: A subscription duration is the length of time between auto-renewals. You must add at least one. Note that each duration can only be used once per family. For reporting purposes, the duration Reference Name will be auto-populated based on the Family Reference Name and Duration selected in the following format: "Family Reference Name - Duration". Note that you can not add durations for Free Subscriptions — instead you will see an option to mark the In-App Purchase as Cleared for Sale.
- D — **Screenshot for Review:** Before you submit your auto-renewable In-App Purchase subscription for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store.

3. Once you have entered the Reference Name and at least one language, click **Add Duration** to set up your durations.



- A — **Duration:** A duration is the length of time between auto-renewals. Note that each duration can only be used once per family. You can choose a duration of 7 days, 1 month, 2 months, 3 months, 6 months, or 1 year.
- B — **Product ID:** A unique identifier that will be used for reporting. It can be composed of letters and numbers.
- C — **Offer a marketing opt-in incentive:** As an incentive, you can offer customers a free subscription extension when they opt in to share their contact information with you for marketing purposes. If you

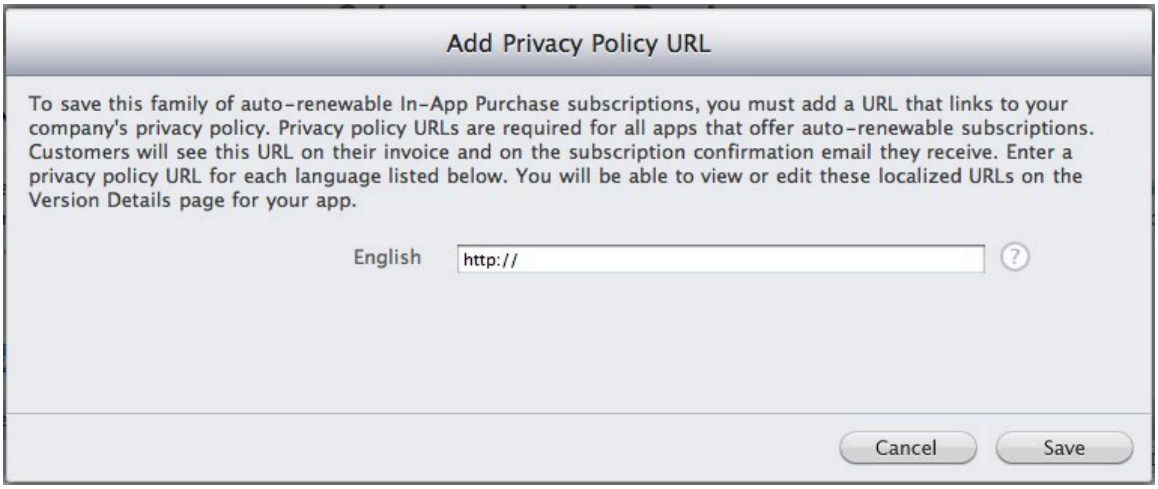
select Yes, a drop down will be displayed that will allow you to select the incentive duration. The customer's opted-in information will be made available in the Sales and Trends module of iTunes Connect. Note that Free Subscriptions can't offer a marketing opt-in incentive (since the subscription is already free), but customers will still be asked if they want to opt-in to share their information.

- D — **Cleared for Sale:** Indicates whether this duration is cleared for sale or not. If this box is unchecked, your duration will not be available for purchase from within the app.
- E — **Price Tier:** Set the price tier at which you want to sell this duration. All pricing that is available to you is present in the drop-down menu.

4. Once you have set up all of your durations, you can save your Auto-Renewable Subscription or upload a screenshot. The screenshot should be a clear picture of your In-App Purchase in the app and must be 320 x 480, 480 x 320, 320 x 460, or 480 x 300 pixels.

5. Click **Save**.

6. You will be prompted to provide a URL that links to your company's privacy policy. This is required when subscriptions are associated with an app. This Privacy Policy URL is only displayed to the customer in the subscription confirmation email and iTunes receipts emails. The customer is not presented with the privacy policy URL in the dialogue on the device asking if they want to provide personal information for the Marketing Opt-in Incentive.



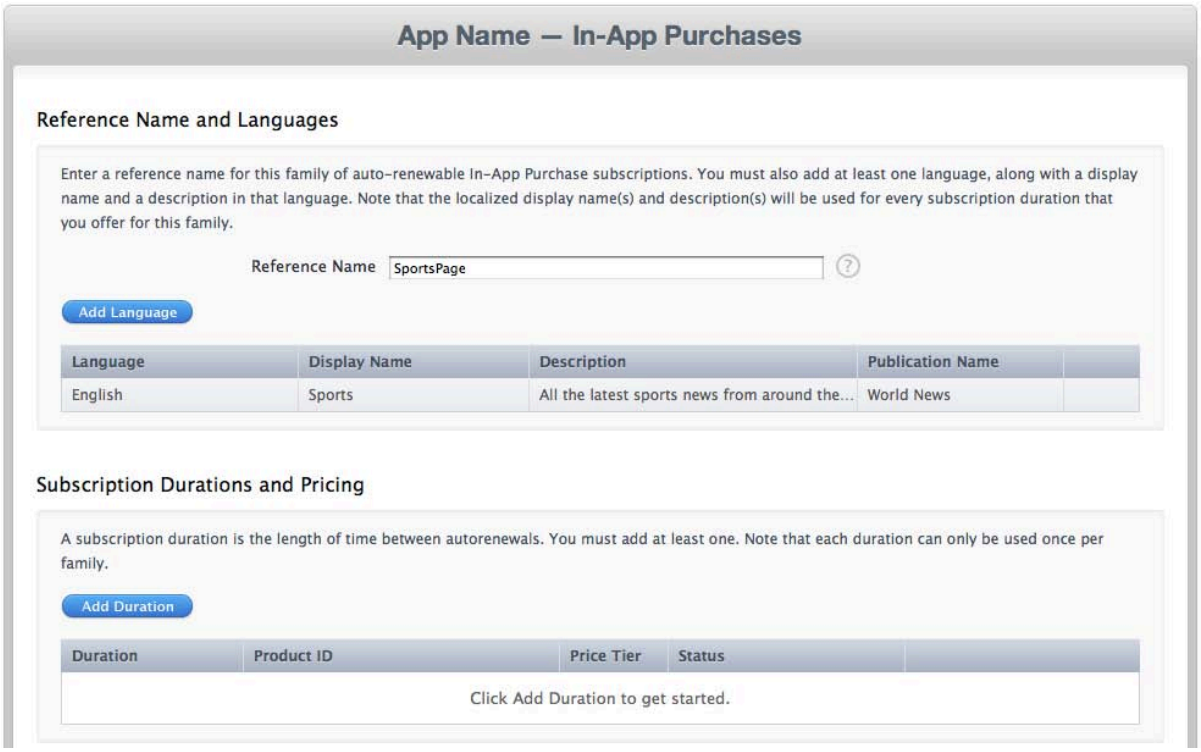
7. Your In-App Purchase is now setup in iTunes Connect and can be located on the Manage In-App Purchases page for the app..

Examples

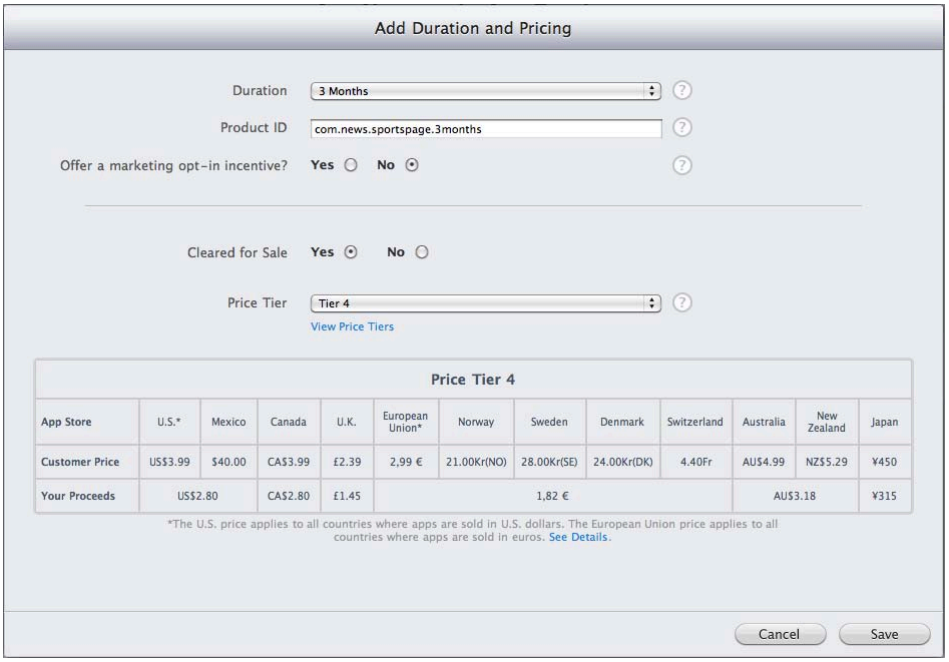
Initial Subscription

The following example illustrates how to set up Auto-Renewable Subscriptions and how they will appear to customers when they subscribe. In this example, we will create a subscription for the Sports section of a newspaper that is available for a multiple durations.

First, set up the In-App Purchase in iTunes Connect. Enter the Auto-Renewable Subscription reference name, "SportsPage". Set up at least one language for the family of auto-renewable In-App Purchase subscriptions. Below, the English display name is "Sports", the description is "All the latest sports news from around the world.", and the Publication Name is "World News".

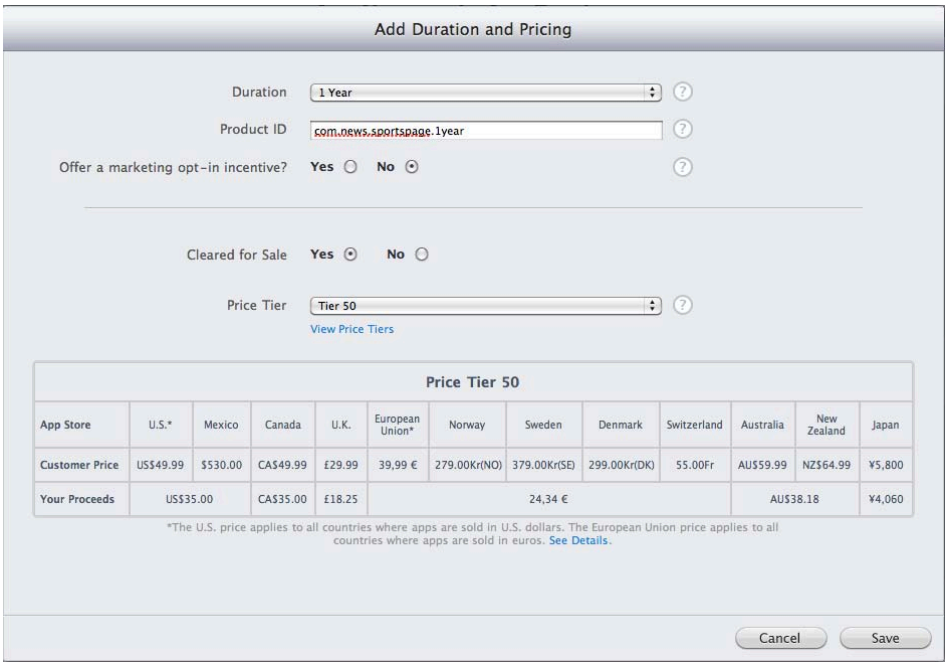


Now, set up the first duration for the family of auto-renewable In-App Purchase subscriptions by clicking **Add Duration**. Add a duration for 3 months, enter the product ID, and choose the price tier. Click **Save.**



The new duration will now be displayed in the list of durations and pricing.

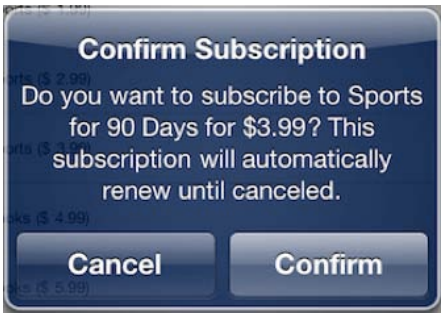
Click **Add Duration** again to add a second duration. Here, we selected a duration of 1 year and priced the duration at tier 50. Click **Save**.



Upload a screenshot for the In-App Purchase and click **Save.** After you have approved your In-App Purchases and they are available in your app, the customer will have the option to purchase the auto-renewable subscription.

The customer will be presented with a buy confirmation dialog when purchasing an auto-renewable In-App Purchase. They will then have to sign into their account, if they are not already logged in. The personal data sharing dialog will then be presented. Clicking Don't Allow on the last dialog will not prevent the customer from purchasing the add-on.

The buy confirmation will include the auto-renewable In-App Purchase subscription's display name as well as the duration:

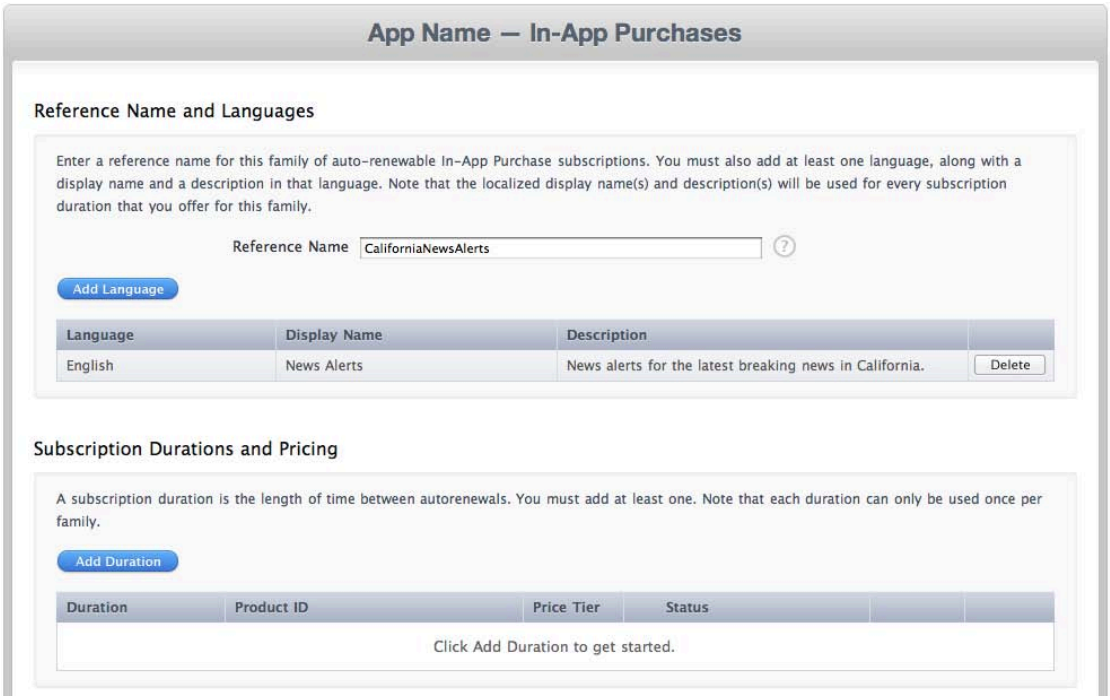


Personal data sharing dialog:

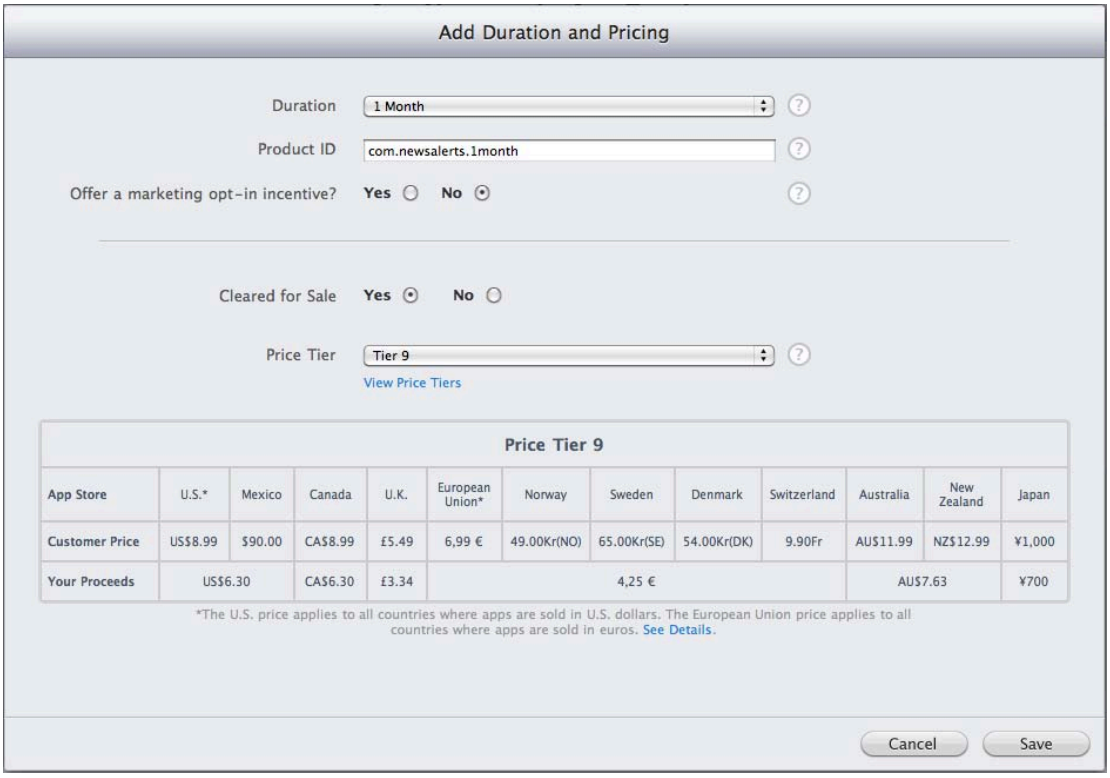
Manage Subscriptions

The following example illustrates how to set up auto-renewable In-App Purchases and how they will appear to customers when they manage subscriptions. In this example, we will create a subscription for News Alerts in an app that is available for multiple durations.

First, set up the In-App Purchase in iTunes Connect. Enter the In-App Purchase reference name and set up at least one language. Below, the English display name is "News Alerts" and the description is "News alerts for the latest breaking news in California."

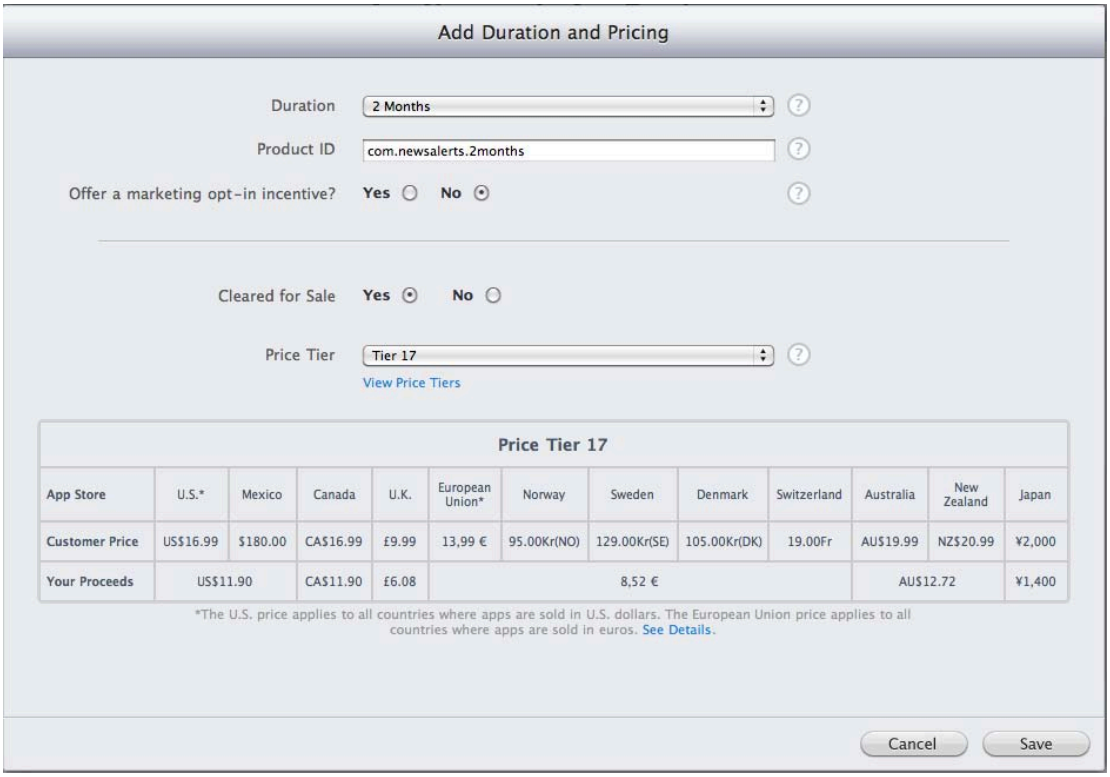


Now, set up the first duration by clicking **Add Duration**. Add a duration for 1 month, enter the product ID, and choose the price tier. Click **Save.**



The new duration will be listed in the Durations and Pricing section.

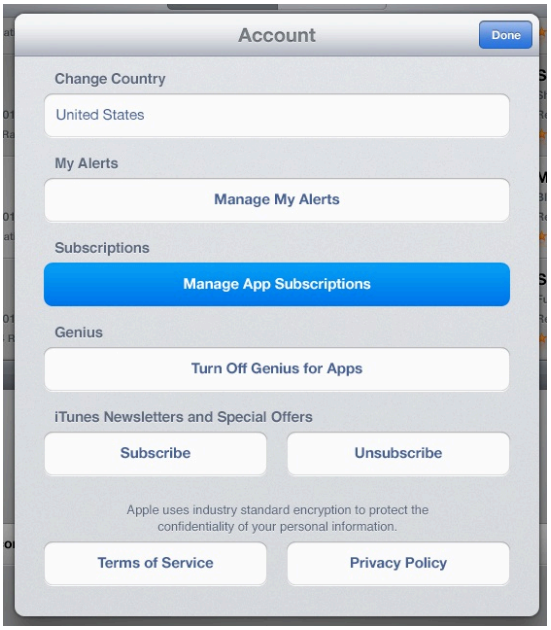
Click **Add Duration** again to add a second duration. Here, we selected a subscription duration of 2 months and priced the In-App Purchase at tier 17.



Continue creating durations within the "CaliforniaNewsAlerts" family of auto-renewable In App Purchase subscriptions.

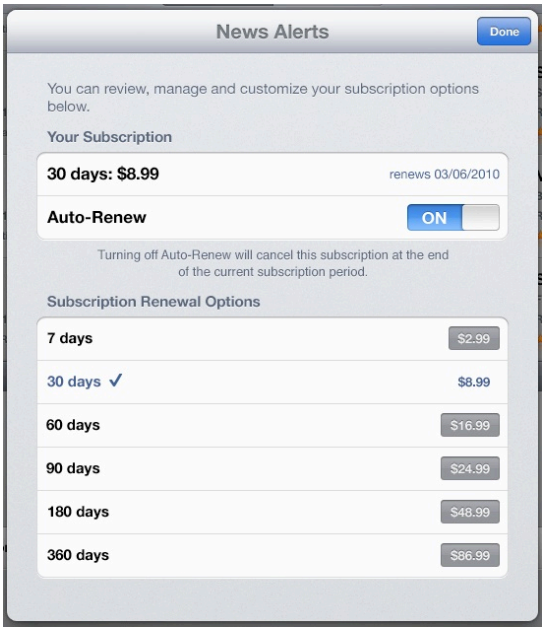
After you have approved your In-App Purchases and they are available in your app, the customer will have the option to purchase the auto-renewable subscription.

After they have purchased the subscription, customers may manage their subscriptions (turn off auto-renew, change duration, etc.) by going to their Account Summary page. There will be a new section called Subscriptions:



Tapping Manage App Subscriptions will take customers to a list of all apps they own that have auto-renewing subscriptions.

Clicking on an app the customer wishes to manage brings up a page with information on the subscription. The page shows when the subscription will renew and for how much, the option to turn off auto-renewal and the other durations available with associated prices.



Important: All six subscriptions, shown in the screenshot above, must be created within the **same family of auto-renewable In-App Purchases** in iTunes Connect to be displayed together in the Manage App Subscriptions view on the device. Creating all subscription durations for the same in app content within the **same family** ensures that they are displayed together and allows an up-sell to other subscription durations from the Manage App Subscriptions view on the device.

Above, the customer is managing their subscription to the News Alerts. You can see all six durations created for the family in iTunes Connect are displayed on this view.

You can link directly to the Manage Subscriptions page in the App Store without having to write your own manage subscriptions page. To do so, link to this URL: https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/manageSubscriptions

Important: For additional guidelines and instructions, see the In-App Purchase Programming Guide.

Testing Your In-App Purchases

You are required to test your In-App Purchases in a sandbox environment before you submit them for review by Apple. You must first sign out of your iTunes Store account from your test device Settings before attempting to use the sandbox environment. **If you mistakenly use your test user account credentials to log into a production environment on your test device instead of your test environment, your account credentials will become invalid and cannot be used as a test account again.** For more details on how to avoid mistakes during test account use, see the Using the Test Account for In-App Purchase Testing section of this guide.

When testing auto-renewable In-App Purchase subscriptions in the sandbox environment, the duration times will be compressed to allow for more streamlined testing. Additionally, a sandbox subscription will only auto-renew a maximum of 6 times. After the subscription has auto-renewed 6 times, it will no longer renew in the sandbox. The compressed duration times are as follows:

Actual Duration	Sandbox Duration
1 week	3 minutes
1 month	5 minutes
2 months	10 minutes
3 months	15 minutes
6 months	30 minutes
1 year	1 hour

Submitting Your In-App Purchase for Review by Apple

You will need to decide whether to submit your newly created In-App Purchase with your next binary upload or to submit the In-App Purchase now for review by Apple.

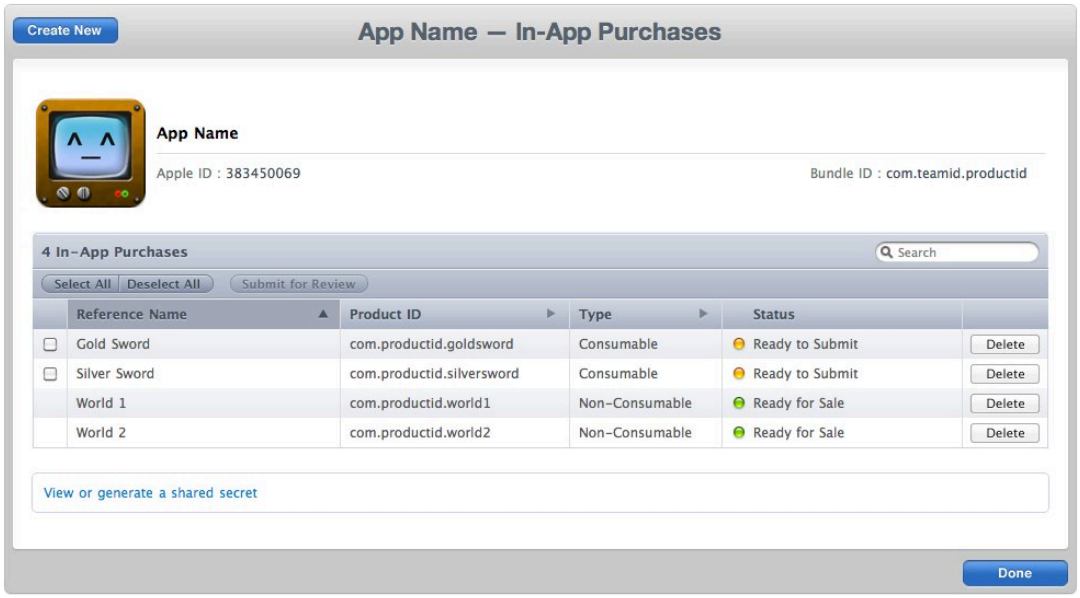
The first In-App Purchase for an app must be submitted for review at the same time that you submit an app version. You must do this on the Version Details page. Once your binary has been uploaded and your first In-App Purchase has been submitted for review, additional In-App Purchases can be submitted using the table on the Manage In-App Purchases view.

To submit your In-App Purchase with your next binary upload, you will need to select it from your Version Details Page once you are ready to submit your binary.

In the above illustration, my In-App Purchases that are eligible to be sent with my binary are called **Bullets, Seeds, Bonus Pack** and **Weapons.** Click **Edit** to choose which In-App Purchases you would like reviewed with this specific version of your app.

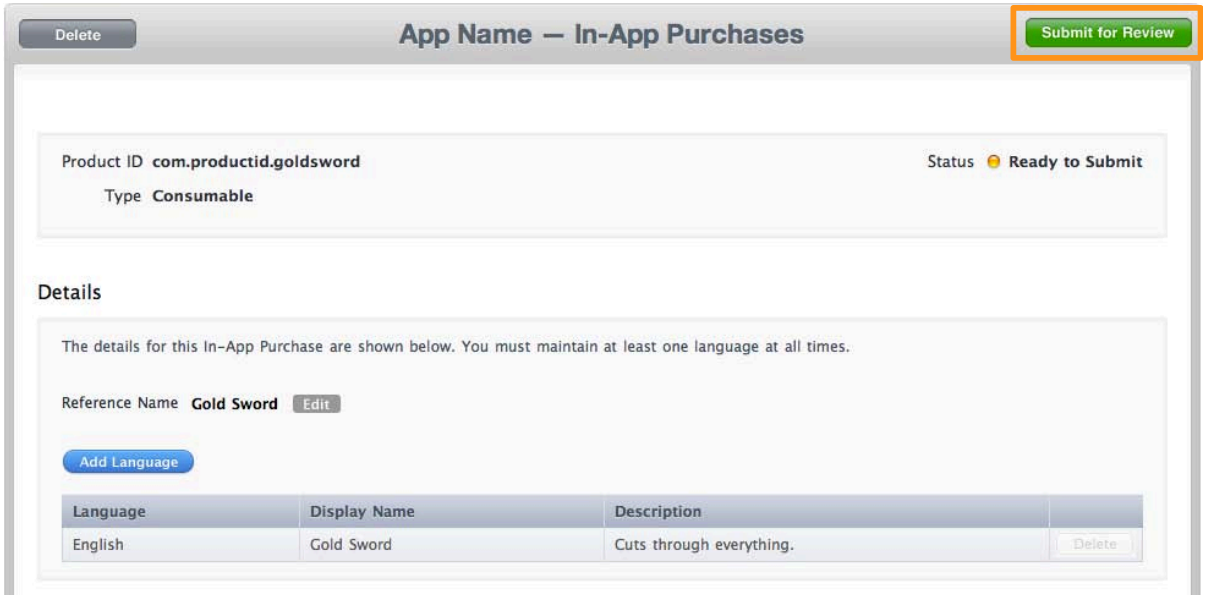
Click **Save** once you have made your selection. Your In-App Purchases will now be sent for review along with this binary.

You can mass submit In-App Purchases from the Manage In-App Purchases page for an app. The table will display all of the In-App Purchases for the app along with their product ID, type, and status.



To mass submit, use the checkboxes to select the In-App Purchases you want to submit. They must have a status of Ready to Submit. After you have checked the boxes for the In-App Purchases, click **Submit for Review**.

You can also submit your In-App Purchase individually from the In-App Purchase page by clicking **Submit for Review**. Your In-App Purchase status will change from Ready to Submit to Waiting For Review and your In-App Purchase will be sent for review immediately.



For auto-renewable subscriptions, you can submit each duration individually from the auto-renewable subscription's family page.

Tracking Your In-App Purchase Status

Once you have officially submitted your In-App Purchase for review by Apple, the status will change to Waiting For Review. You can make edits to the In-App Purchase while it is Waiting For Review because it has not yet been reviewed by Apple. See the Editing In-App Purchase Details section below for further instruction.

The In-App Purchase status will change to In Review once your In-App Purchase is currently being reviewed by Apple. No edits, aside from pricing and availability, can be made to the In-App Purchase once it is In Review. In-App Purchases that are In Review also cannot be deleted during this state. See the In-App Purchases Statuses section to learn more about available statuses.

If you previously chose to submit your In-App Purchase now instead of with a future binary, once Apple has approved your In-App Purchase, the status will show as Ready For Sale as long as the corresponding app is live in the App Store.

If you chose to submit your In-App Purchase along with a binary, once the In-App Purchase is approved by Apple, it will not show as Ready For Sale until the corresponding app has been reviewed and approved by Apple.

If your In-App Purchase is rejected by Apple during the review process, you will be contacted by Apple with more information about your rejection. You may inquire about your rejected In-App Purchase through the Contact Us section of iTunes Connect if you have not already been contacted by Apple. A rejected In-App Purchase cannot be reinstated. It will need to be recreated if necessary.

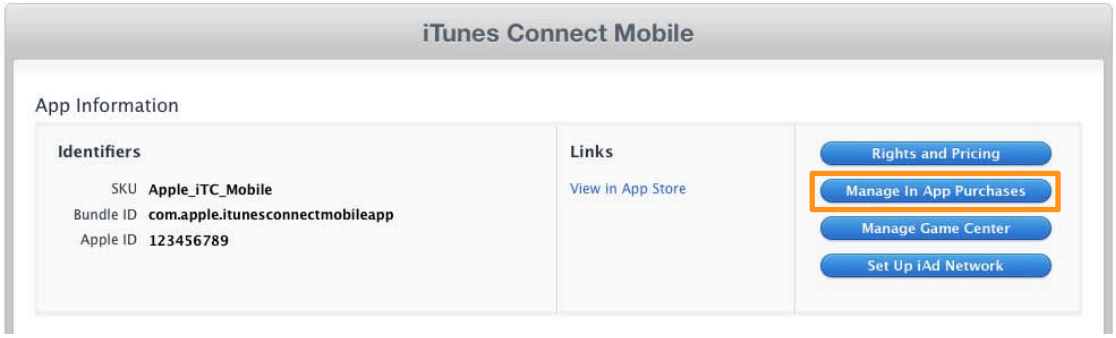
In-App Purchase Statuses

The following are the available states that can be assigned to your In-App Purchase.

Status	Status Name	Description
	Waiting for Screenshot	Your In-App Purchase has been created, but you have not yet uploaded a screenshot.
	Ready to Submit	Your In-App Purchase has been tested in a sandbox environment and you have uploaded a screenshot, but you have not yet sent it to Apple for review.
	Waiting For Review	You have submitted your In-App Purchase to be reviewed by Apple.
	In Review	Your In-App Purchase is currently being reviewed by Apple and no edits can be made.
	Developer Action Needed	In-App Purchase detail changes that you submitted have been rejected. You are required to take action to edit the detail information or cancel the request to change the detail information before this In-App Purchase can be reviewed again.
	Ready for Sale	Apple has approved your In-App Purchase to go live on the App Store with its associated app. The In-App Purchase must be cleared for sale in iTunes Connect to be Ready for Sale.
	Rejected	Apple has rejected your In-App Purchase during the review process. If you have not already been contacted by Apple with more information about your rejection, you may inquire through the Contact Us module of iTunes Connect. A rejected In-App Purchase cannot be reinstated. You must create a new In-App Purchase if you still want for it to be sold.
	Developer Removed from Sale	You have marked your In-App Purchase as not cleared for sale in iTunes Connect.
	Deletion in Progress	You have deleted an In-App Purchase in iTunes Connect and the deletion is still processing. If the In-App Purchase was already approved and on sale before the deletion, it will still be purchasable while in this state.

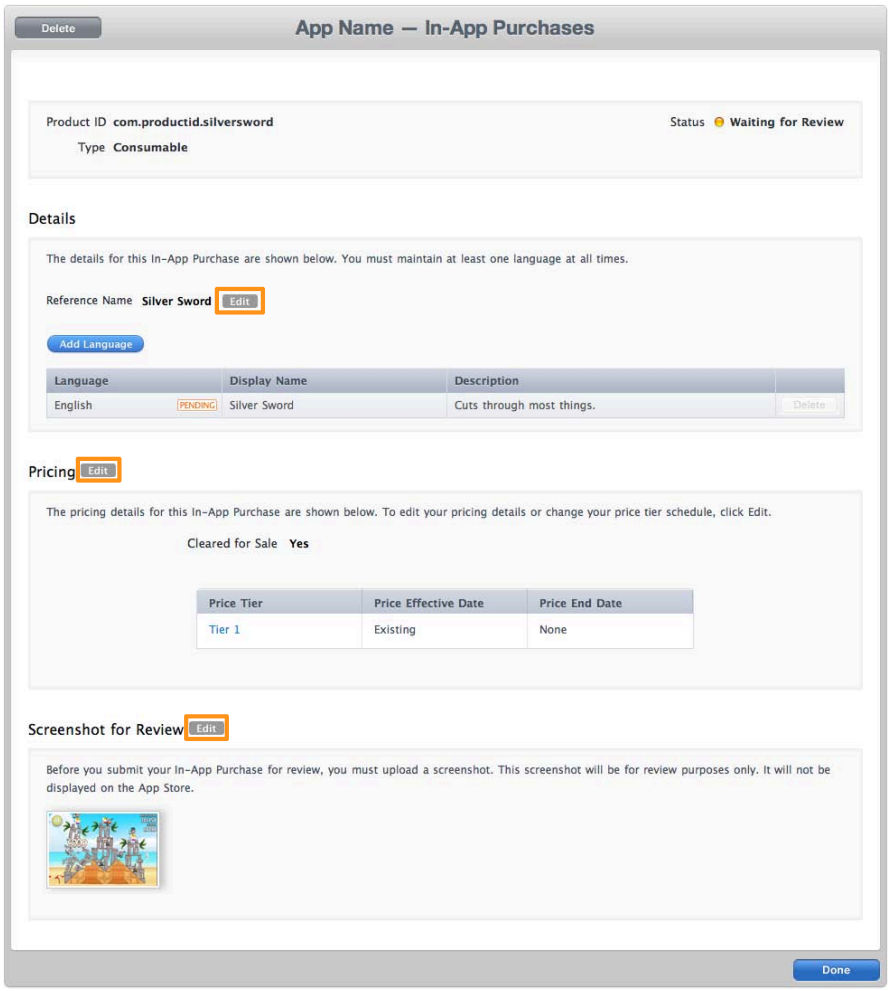
Editing Your In-App Purchases

You can manage your In-App Purchases by locating the app that they are associated with in the Manage Your Applications module and clicking **Manage In-App Purchases** from the App Summary page.



Editing In-App Purchase Details

You can edit the details of your In-App Purchase once you have created it. You can edit the following attributes for your In-App Purchase: reference name, language display name and description, price tier, cleared for sale, and screenshot.



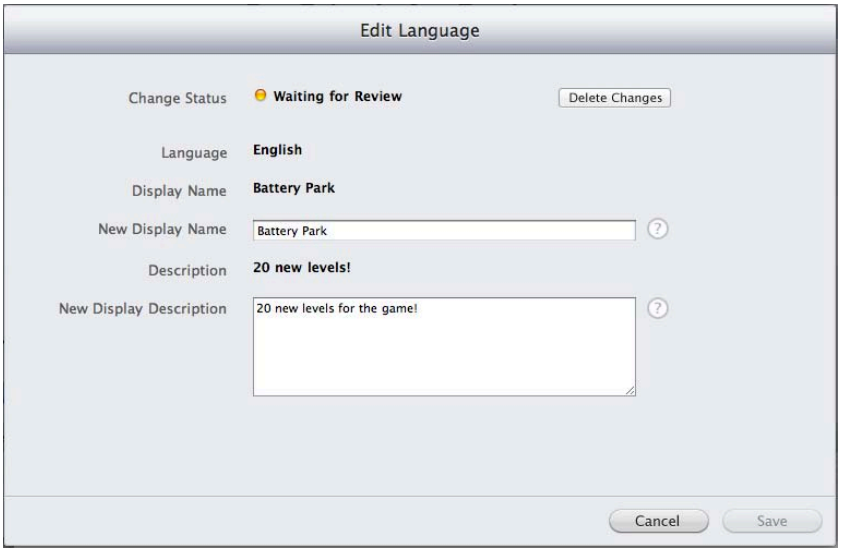
When the status is In Review, you will be locked out from making any changes to the In-App Purchase except for changes to pricing and availability.

Once you have made the desired changes, click **Done**. Note that language settings are independent of one another so you can add and subtract languages as needed and they will be reviewed individually.

If your In-App Purchase has never been submitted to Apple for review: Your changes to the In-App Purchase details will be immediately displayed on iTunes Connect and applied because no review by Apple is necessary at that time.

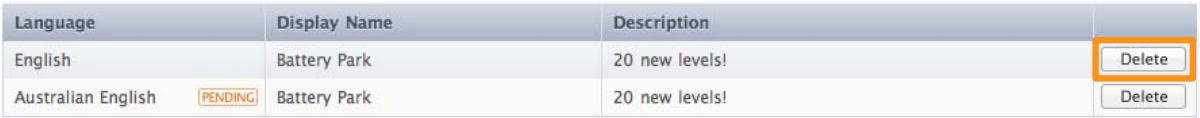
If your In-App Purchase has already been submitted to Apple for review at least one time: Your changes must be reviewed and approved by Apple and the details on the In-App Purchase will remain displayed as they are currently. Once your change is submitted for review, the status of the detail change will be Waiting For Review. Your In-App Purchase status will remain the same.

You will be able to see the current detail and proposed detail for each language detail you change if your In-App Purchase has already been reviewed by Apple at least once. Further changes can be made to the In-App Purchase or you can choose to cancel the change while it is in status Waiting For Review because it has not yet started its review by Apple.



To cancel your change request, click **Delete Changes** for the language section that you wish to cancel. You must always have at least one language detail present on an In-App Purchase.

To delete a language setting altogether, click **Delete** for the specified language that you would like to delete. Once you delete a language setting, you will have to re-add it in order to have language support for that specific localized language.



When Apple begins to review your change, the status of the detail change will be In Review and you cannot make further changes or cancel the change.

If Apple rejects your change request, you have the option to cancel the change or make the proper edits to the details in order to be compliant with Apple guidelines as communicated to you. Your In-App Purchase state will change to Developer Action Needed if there is a detail on the In-App Purchase that requires a change by you.

Deleting In-App Purchases

You can delete an In-App Purchase once it has been created. You cannot delete it once it is In Review.

IMPORTANT: Once you delete an In-App Purchase, it will no longer be searchable on iTunes Connect and it cannot be restored. The product ID for the In-App Purchase can no longer be used for another In-App Purchase once the In-App Purchase is deleted.

Best Practices

Use the App Store to Your Advantage

Follow these guidelines to get the most out of the App Store and increase the success of your app. These guidelines cover discoverability, artwork, information provided, localization, app size, promotional considerations, and managing apps tips.

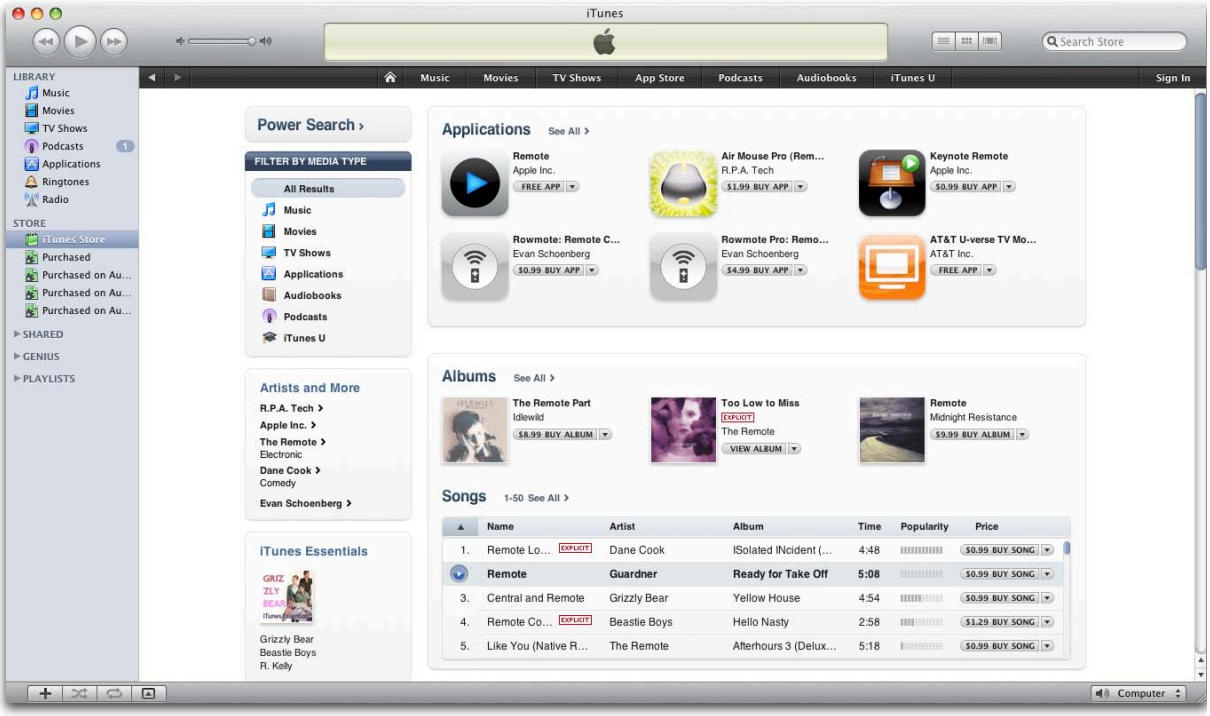
Discoverability

One of the most important factors to a successful app is making sure that customers can find it on the App Store. There are three key pieces to having a discoverable app:

- App Name
- App Keywords
- Categories

App Name

Your app name is how users will search for your app. A name that is simple and easy to remember will yield more successful search results.



For example:

Harder to Remember:

- Touch Fighter V2
- iPhone Touch Fighter
- Touch Fighter Extreme Action

Easier to Remember:

- Touch Fighter

IMPORTANT: Do not use names whose rights you do not own. For example, iPhone Touch Fighter.

App Name and Icon Consistency

It's important when customers look for your iOS app on their devices that they immediately recognize its icon and name, just as they appeared when the user downloaded your app from the store.

- There are various creative ways to design your App Store icon so that it is similar to the icon that will be displayed on a user's device — one technique for instance is to present a close-up of a specific icon section — but whatever approach you take, make sure the small icon retains a very similar look to the large one.
- Similarly, you should create a name for your app that will be consistent with what customers see on the App Store and how it appears on their device. If your app's name in iTunes Connect is, for instance, "Coraline's Creative Cajun Cooking," good choices for short names for devices might be "CreativeCajun," or "CajunCooking" or "Coraline's," which directly evoke the long name, but not "Good Eats," "Louisiana," or "Comfort Food," which do not.
- The golden rule is simply that an end user should instantly associate the name and large icon in the App Store with the name and app icon on their devices.

Note: The above information applies to iOS apps specifically. For more information on preparing your icons for Mac OS X apps, please refer to the Icons section of the Apple Human Interface Guidelines here.

Keywords

Entering thoughtful and strategic keywords that pertain to your app will help your potential customers locate your app easier when searching on the App Store. If you choose unique keywords, your app could have a better chance of being specifically located versus other apps when customers use that keyword in the App Store search field. Assigning extremely common keywords could lessen your chance of being located quickly.

Examples for Touch Fighter:

Overly common keywords; harder to locate your app:

- Game
- App
- Fun

Unique keywords; make your app stand out:

- Flight
- Galaxy
- Starship

Do not use competing app names or inappropriate words for your keywords. All keyword submissions will be reviewed by Apple.

Categories

The Primary Category you assign to your app is another important aspect of discoverability. This is the category under which your app will be listed for users who are browsing. Make sure to carefully choose the category that best describes the main function of your app. All category submissions will be reviewed by Apple.

You may also assign an optional Secondary Category. Apps will not be listed under their Secondary categories, but they will be returned as search results on that Secondary Category. For example, if your app is listed with a Primary Category of Finance and a Secondary category of Business, users will see your app listed when they browse the Finance category and will also get your app as one of the search results if they search for "business."

Compelling Artwork

Another aspect to making your app stand out in the store is to have compelling artwork. Users are immediately drawn to beautiful icons and screenshots that show the capability of the app.

Icons

Users expect gorgeous icons.

Follow these simple guidelines in creating great artwork:

- Follow Apple Human Interface Guidelines.
- Don't scale up images from smaller artwork.
- Make the icon legible (even at small sizes).
- Make the icon appropriate for your app.
- Consider cultural sensitivities and use universal imagery.
- Don't be afraid to consult a professional graphic designer.

Note: For developer design assistance you may consult The Design Process portion of the Apple Human Interface Guidelines.

Also, remember that rounded corners and shine are added automatically. If you are confident in your shine-adding abilities, we will respect the shine parameter (UIPrerenderedIcon key) within your submitted binary for the device home screen, the App Store, as well as the App Store on the device. Be sure to correctly specify the

desired shine to get the intended final results. Note that the shine parameter is not respected for Mac OS X apps.

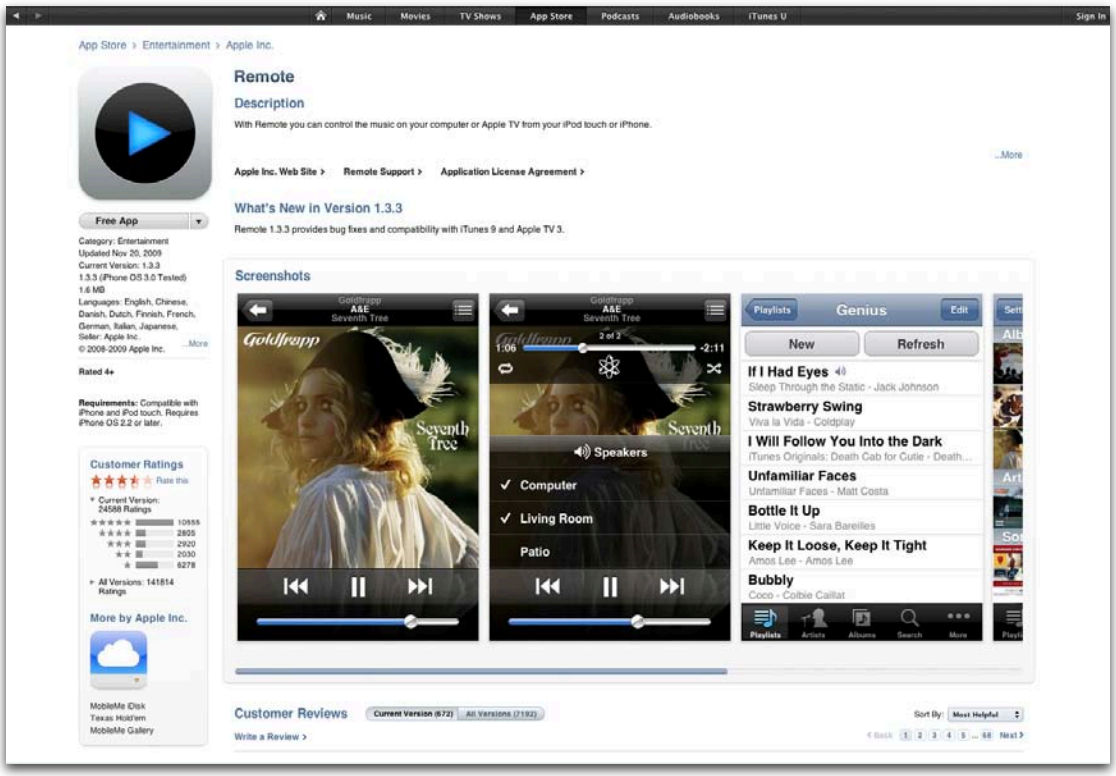
Your Icon:

Automatically Rounded:

Shine Automatically Applied:

Screenshots

Show your product in the best light.



When creating screenshots to be posted to the App Store, follow these general guidelines:

- Make sure the content is legible and appropriate.
- Consider cultural sensibilities and restrictions.
- Take screenshots on the target device (not the simulator). To do this, hold down the Power button and press the Home button. The screenshot is saved to Camera Roll.
- Use Xcode Organizer.
- Always remove the status bar from screenshots.
- Don't forget to localize screenshots. Set iPhone language before taking screenshots by going to Settings » General » International » Language.

Informative

App Description

When writing your app description, be aware of the App Store screen size and what will be visible above the fold.

Also, use line breaks and bullets to enhance legibility.

Copyright Holder — should read "© 2008 Acme Inc." Apple will add in the copyright symbol.

Version Number — use standard versioning practices (for example: "1.0" and "1.1"). Do not include words such as "build" and "version" in your version number.

URLs and Emails — make sure all support and app URLs are live before posting your app to the App Store.

End User License Agreement (EULA) — this must be consistent with the minimum iTunes terms and conditions. If you need the user to explicitly accept, do so from within your app.

Think Global

Remember these localization tips when providing translations for your app:

- Localize the app description professionally or not at all. Do not use online translators or translator widgets. Bad translations, while funny, can do more harm than good.
- Create a single binary containing multiple localizations.
- Be aware of cultural sensitivities.

App Size Tips (For iOS Apps Only)

- Apps can be as large as 2GB, but be aware of download times.
- Make efforts to minimize file size.
- Remember there is a 20MB limit for Over the Air downloads.

Additional Promotion Info

- Apple will contact you if your app is to be featured.
- Have high-quality, high-resolution artwork available.

Promotional Codes

Use promotional codes to further promote your app to the public. Providing potential customers with a code to download your app for free is a great way to promote a specific version of your app.

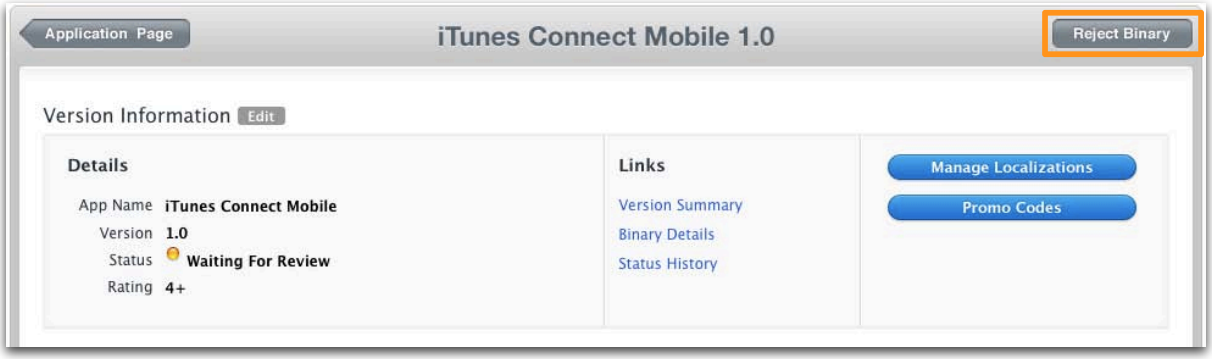
Promotional Artwork

It is good practice to have layered art on-hand in case it is requested for the creation of promotional artwork.

- Title Treatment/logo and background art
  - Title treatment = vector (EPS or .ai) or minimum 600 x 600 TIF, PNG or PSD with transparent background
  - Background = minimum 600 x 600 JPG, TIF or PSD
  - Example artwork:

Example of a fully designed product page with a background image at 900 x 530 layered (PSD) format

- Do not reference specific prices in your app description, release notes, large/small icon or screenshots. Referencing a local currency can mislead customers in other App Store territories and cause confusion.
- Do not place "Sale" banners on large/small icons or screenshots. Also, sale information should not be referenced in app names.
- Do not upload another version of your app while you still have another version in review. If you find a problem with your binary that is Waiting For Review or In Review, you can reject the binary by clicking Reject Binary:



You may then upload a revised version of your binary.

- Do not include the names of other apps in the description for your app or app keywords. Referencing other apps in your app description and keywords can be considered an attempt to fix search results and is not advised.

Appendix A: App Information Table

The following **App Information Table** shows all metadata related to an App and Version and when it can be edited. Each item will either be Locked or Unlocked and will either be associated with the App or a specific Version.

If the item is marked on the **App,** then the item information relates to all app versions. If the item is marked on the **Version,** then the item information will relate to a specific version and may vary between versions.

Item names that appear in blue have the ability to be localized.

Item	Locked	Unlocked	App Level	Version Level
Apple ID	Not Editable Once Submitted		X	
Bundle ID	Not Editable Once Submitted*		X	
SKU	Not Editable Once Submitted		X	
App Type	Not Editable Once Submitted		X	
Categories	X**			X
Copyright		X		X
Description		X		X
EULA		X		X
Keywords	X			X
Large Icon (iOS apps only)	X			X
Newsstand — App Level Enable/Disable (iOS apps only)	Editable***		X	
Newsstand — Default Cover Art (iOS apps only)		X		X
Localization (addition)	X			
Localization (deletion)		X		
App URL		X		X
Name	X			X
Ratings	X			X

Item	Locked	Unlocked	App Level	Version Level
Review Notes	X			X
Rights & Pricing		X	X	
Screenshots		X		X
Contact email address		X		X
Support URL		X		X
Version Number	X			X
Version Release Control	X			X
What's New in This Version?		X		X

* Bundle IDs are only editable if you have not yet submitted a binary for review and your app is not using Game Center or iAd

** The Secondary Category for all subsequent versions of a Newsstand enabled version will be set to Newsstand and will not be editable in any state. This means that once a Newsstand app moves into the Ready for Sale state, that all subsequent versions will also be required to be enabled for Newsstand.

*** You will only be able to disable Newsstand at the app level if there is not a live or in flight version whose secondary category is Newsstand

Editable States

- If the item is marked as **Locked**, it can only be edited in an **Editable State**. If the item is marked as **Unlocked**, it can be edited at any time.
- If the **Edit** button is missing next to the item you wish to edit, this means that the item is not editable because your app version is not in an editable state.

The following is the list of Editable States:

Status	Status Name	Description
	Prepare For Upload	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	Appears when you've completed entering your metadata, however, you have not finished uploading your binary or have chosen to upload your binary at a later time. Your app must be Waiting For Upload for you to be able to deliver your binary through Application Loader.
	Waiting For Review	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.

Status	Status Name	Description
	Waiting For Export Compliance	Appears when your CCATS is in review with Export Compliance.
	Upload Received	Appears when your binary has been received through Application Loader, but has not yet completed processing into the iTunes 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.
	Rejected	Appears when the binary has not passed review.
	Metadata Rejected	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.
	Developer Rejected	Appears when you've rejected the binary from the review process. Developer-rejecting your app removes your app from the review queue. The application review process will start over from the beginning once you resubmit your binary.
	Invalid Binary	Appears when your binary has been received through Application Loader but did not meet all requirements for upload.
	Missing Screenshot	Available for iOS apps only. Appears when your app is missing a required screenshot for iPhone and iPod touch or iPad for your default language app or for your added localizations. At least one screenshot is required for both iPhone and iPod touch and for iPad if you are submitting a universal app.

Appendix B: Game Center Info Table

The following **Game Center Information Table** shows all metadata related to Game Center and when it can be edited based on the state of your corresponding Game Center-enabled binary. An **X** means that the element can be edited. Item names that appear in blue have the ability to be localized.

NOTE: No Game Center metadata can be edited while the status of your Leaderboard or Achievement is In Review. This status corresponds with your Game Center-enabled binary being In Review.

Game Center Section	Item	Prior to Binary Being Approved, Developer Rejected or Rejected	After 1 Binary is Approved
Leaderboard	Leaderboard ID	Not Editable Once Submitted	
Leaderboard	Sort Order	X	
Leaderboard	Score Format Type	X	
Leaderboard	Score Format	X	X
Leaderboard	Score Format Suffix	X	X
Leaderboard	Score Range	X	X
Leaderboard	Leaderboard Reference Name	X	X
Leaderboard	Default Leaderboard Setting	X	X
Achievement	Achievement ID	Not Editable Once Submitted	
Achievement	Achievement Reference Name	X	X
Achievement	Points	X	
Achievement	Hidden	X	X
Achievement	Image	X	X
Achievement	Achievement Title	X	X
Achievement	Pre-earned Description	X	X
Achievement	Earned Description	X	X
Compatibility	Version Compatibility	X	X

Appendix C: Device Compatibility Matrix

The following **Device Compatibility Matrix** shows all iOS devices and their related device capabilities. If your iOS app requires a specific device capability (i.e. telephony, GPS, accelerometer, etc.) to function properly, you will need to be sure to code this into the info.plist of your binary utilizing the `UIRequiredDeviceCapabilities` key. Refer to the Build-Time Configuration Details section of the iOS Application Programming Guide to learn more. At runtime, iOS cannot launch your application unless the declared capabilities are present on the device. Further, the App Store requires this information so that it can generate a list of requirements for user devices and prevent users from downloading applications that they cannot run. It is not necessary to specify required device capabilities for Mac OS X apps.

IMPORTANT: All device requirement changes must be made when you submit an update to your binary. You are permitted to expand your device requirements only. Submitting an update to your binary to restrict your device requirements is not permitted. You are unable to restrict device requirements due to the fact that this action will inhibit customers who have previously downloaded your application to run new updates.

Device Compatibility	iPod touch	iPod touch 2nd gen	iPod touch 3rd gen	iPod touch 4th gen	iPhone	iPhone 3G	iPhone 3GS	iPhone 3GS (China)	iPhone 4	iPhone 4S	iPad Wi-Fi	iPad Wi-Fi + 3G	iPad 2 Wi-Fi	iPad 2 Wi-Fi + 3G
accelerometer	●	●	●	●	●	●	●	●	●	●	●	●	●	●
location-services	●	●	●	●	●	●	●	●	●	●	●	●	●	●
armv6	●	●	●	●	●	●	●	●	●	●	●	●	●	●
opengles-1	●	●	●	●	●	●	●	●	●	●	●	●	●	●
microphone		●	●	●	●	●	●	●	●	●	●	●	●	●
wifi	●	●	●	●	●	●	●		●	●	●	●	●	●
peer-peer		●	●	●		●	●	●	●	●	●	●	●	●
opengles-2*			●	●			●	●	●	●	●	●	●	●

Device Compatibility	iPod touch	iPod touch 2nd gen	iPod touch 3rd gen	iPod touch 4th gen	iPhone	iPhone 3G	iPhone 3GS	iPhone 3GS (China)	iPhone 4	iPhone 4S	iPad Wi-Fi	iPad Wi-Fi + 3G	iPad 2 Wi-Fi	iPad 2 Wi-Fi + 3G
armv7			●	●			●	●	●	●	●	●	●	●
gamekit		●	●	●			●	●	●	●	●	●	●	●
still-camera				●	●	●	●	●	●	●			●	●
telephony					●	●	●	●	●	●				
sms					●	●	●	●	●	●				
gps						●	●	●	●	●		●		●
magnetometer*							●	●	●	●	●	●	●	●
video-camera*				●			●	●	●	●			●	●
auto-focus-camera*							●	●	●	●				
front-facing-camera*				●					●	●			●	●
gyroscope*				●					●	●			●	●
camera-flash*									●	●				
bluetooth-le*										●				

*must be built with a fat binary (armv6 and armv7) or require a minimum iOS version of 4.3 or higher

Appendix D: App Store Territories

The following table lists all of the territories that are available for apps to be sold in and their corresponding country codes.

Country Code	Country Name
AE	United Arab Emirates
AG	Antigua and Barbuda
AI	Anguilla
AM	Armenia
AO	Angola
AR	Argentina
AT	Austria
AU	Australia
AZ	Azerbaijan
BB	Barbados
BE	Belgium
BG	Bulgaria
BH	Bahrain
BM	Bermuda
BN	Brunei
BO	Bolivia
BR	Brazil
BS	Bahamas
BW	Botswana
BY	Belarus
BZ	Belize
CA	Canada
CH	Switzerland
CL	Chile
CN	China
CO	Colombia
CR	Costa Rica
CY	Cyprus
CZ	Czech Republic
DE	Germany
DK	Denmark
DM	Dominica
DO	Dominican Republic
DZ	Algeria
EC	Ecuador
EE	Estonia
EG	Egypt
ES	Spain
FI	Finland
FR	France
GB	United Kingdom

Country Code	Country Name
GD	Grenada
GH	Ghana
GR	Greece
GT	Guatemala
GY	Guyana
HK	Hong Kong
HN	Honduras
HR	Croatia
HU	Hungary
ID	Indonesia
IE	Ireland
IL	Israel
IN	India
IS	Iceland
IT	Italy
JM	Jamaica
JO	Jordan
JP	Japan
KE	Kenya
KN	St. Kitts and Nevis
KR	Republic Of Korea
KW	Kuwait
KY	Cayman Islands
KZ	Kazakstan
LB	Lebanon
LC	St. Lucia
LK	Sri Lanka
LT	Lithuania
LU	Luxembourg
LV	Latvia
MD	Republic Of Moldova
MG	Madagascar
MK	Macedonia
ML	Mali
MO	Macau
MS	Montserrat
MT	Malta
MU	Mauritius
MX	Mexico
MY	Malaysia
NE	Niger

Country Code	Country Name
NG	Nigeria
NI	Nicaragua
NL	Netherlands
NO	Norway
NZ	New Zealand
OM	Oman
PA	Panama
PE	Peru
PH	Philippines
PK	Pakistan
PL	Poland
PT	Portugal
PY	Paraguay
QA	Qatar
RO	Romania
RU	Russia
SA	Saudi Arabia
SE	Sweden
SG	Singapore
SI	Slovenia
SK	Slovakia
SN	Senegal
SR	Suriname
SV	El Salvador
TC	Turks and Caicos
TH	Thailand
TN	Tunisia
TR	Turkey
TT	Trinidad and Tobago
TW	Taiwan
TZ	Tanzania
UG	Uganda
US	United States
UY	Uruguay
UZ	Uzbekistan
VC	St. Vincent and The Grenadines
VE	Venezuela
VG	British Virgin Islands
VN	Vietnam
YE	Yemen
ZA	South Africa

Appendix E: Revision History

Version 7.1 — September 22, 2011

- Support for Newsstand. You can begin preparing your apps for Newsstand by enabling your app for Newsstand and setting up issue metadata in iTunes Connect. See the Newsstand section for more information.

Version 7.0 — August 17, 2011

- New app state: Metadata Rejected. You can now resolve metadata issues that have been identified by the App Review team without having to re-compile and re-submit a new binary for review. If you submit an app to Apple and the App Review team determines that specific items aside from your binary are not compliant with our guidelines, your app state will change from In Review to Metadata Rejected. 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.
- Bundle IDs can now be edited as long as a binary has not been submitted for review and the app is not using Game Center or iAd.
- Support for creating iCloud Display Sets. You can begin setting iCloud Display Sets up in iTunes Connect now to prepare for your iCloud-enabled fall submissions.

Version 6.9 — July 20, 2011

- A checkbox has been added to the Rights and Pricing page to indicate that you want to sell your app as a custom B2B app. An app that is set up as a custom B2B app will only be available to the Volume Purchase Program customers that you specify in iTunes Connect, and it will only be available in the applicable territories (for example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business). Custom B2B apps will not be available to educational institutions or general App Store customers. To learn more about the App Store Volume Purchase Program for Business, visit http://vpp.itunes.apple.com/faq. To learn more about how your customers can sign up for the Volume Purchase Program, visit http://enroll.vpp.itunes.apple.com.
- Added Publication Name field to the Language lightbox when setting up Auto-Renewable Subscription In-App Purchases. This value will be displayed in the "Share Your Information?" opt-in dialog presented to customers when they purchase the subscription.

Version 6.8 — June 6, 2011

- Consumable and Non-consumable In-App Purchases can now be created for Mac OS X Lion apps.
- Images can now be uploaded for Game Center leaderboards which will display in Game Center on devices.
- Attachments can now be sent through the Resolution Center when communicating with App Review regarding a rejection.
- Additions for iCloud. If a prior version of your app has a legal issue, you must indicate this on the Rights and Pricing page for the app or when submitting an update.

Version 6.7 — May 11, 2011

- Improvements to In-App Purchase creation and edit flow. The Manage Your In-App Purchases module is no longer available on the homepage of iTunes Connect. In-App Purchases can now be managed from the app summary page for a specific app within the Manage Your Applications module.
- In-App Purchases can now be submitted en masse from the Manage In-App Purchases page for a specific app.
- Added information on compressed subscription times and auto-renew behavior in the sandbox when testing auto-renewable In-App Purchase subscriptions.
- Clarification regarding privacy URL for auto-renewable In-App Purchase subscriptions.
- Updates to Appendix B: Game Center Info Table and Appendix C: Device Compatibility Matrix to reflect new functionality and devices.
- Customers who purchase an app using an iTunes Connect promo code will no longer be able to review or rate the app.

Version 6.6 — March 2, 2011

- Optional Score Range for Game Center leaderboards added. Score range values are optional, but if they are added then both values must be set and they must not be equal. When first adding a score range, or when changing it in the future to a smaller range that will restrict data, all data outside of the range will be lost and can't be recovered.
- Resolution Center has been added to display rejection reasons from App Review. The Resolution Center can be accessed from both the App Summary page and the Version Details page. If your app has been rejected, you will see a link to the Resolution Center displayed at the top of the page.
- In-App Purchases no longer have to be approved before being submitted to Apple. Two statuses have been added for In-App Purchases: Waiting for Screenshot and Ready to Submit. Pending Developer Approval and Approved By Developer statuses have been removed.

Version 6.5 — February 22, 2011

- Step-by-step guide on setting up auto-renewable In-App Purchases for iOS apps. Auto-renewable In-App Purchases allow the user to purchase in app content for a set period of time, and the purchase is automatically renewed at the end of that period unless the user opts-out.

Version 6.4 — February 3, 2011

- Promo codes can now be generated for Mac OS X apps and redeemed through any Mac App Store internationally
- Crash Reports can now be viewed and downloaded for Mac OS X apps
- Export Compliance section updated to include Mac OS X apps
- Updated sections on Binary Details and Rejecting Your Binary to indicate that the Reject Binary button has moved to the Binary Details page
- Clarification that Combined Leaderboards are referenced as Aggregate Leaderboards in the Game Kit Programming Guide
- Updated the Requesting Promotional Codes section with information regarding where to direct customers who experience errors when downloading an app from the App Store
- Clarification on Wildcard App IDs

- Updates throughout to indicate that the Images section has been renamed to Uploads

Version 6.3 — December 8, 2010

- Promo codes can now be redeemed through any App Store around the world.
- Apps can now be Developer Rejected when in Pending Apple Release state
- Game Center changes including multiple Leaderboards, Combined Leaderboards, and removal of Leaderboard Categories
- Bundle IDs can now be re-used after App Delete if the app does not use iAd and no binary has been delivered

Version 6.2 — November 1, 2010

- Mac OS X app submissions are now accepted through iTC
- New requirements for Mac OS X screenshots
- Bundle IDs are app-type specific and can't be shared between iOS and Mac OS X apps
- New Sales and Trends module
- Updated Payments and Financial Reports module
- Game Center achievement icons can be provided in the RGBa color space
- Device Compatibility Matrix table added to explain capabilities for each device

Version 6.1 — September 16, 2010

- Game Center updates including Game Center-enabled binary deliveries now being accepted, Leaderboard category limit raised to 25, Game Center Information table added to explain which metadata is editable and when, and also instructions added for how to enable your app version for Game Center before binary delivery
- A checkbox has been added to the Rights and Pricing page to indicate that you want your app to participate in the Volume Purchase Plan for educational institutions
- The iPhone Developer Program is now called the iOS Developer Program
- New available state for your app called Pending iOS Release
- A 30 day email reminder will be sent to you for your apps that are in Pending Developer Release, requiring your action to release to the App Store
- Minimum character counts introduced for App Name, Description, Keywords, In-App Purchase name and description as In-App Purchase Display Name
- Screenshots are now an unlocked metadata attribute and can be updated at any time
- Wildcard App IDs require you to enter a Bundle ID Suffix if chosen as your app's Bundle ID upon app creation
- App Name Expiry email alerts introduced to remind you to upload a binary for your created app before the 120 day deadline
- Default language information added for all 90 App Stores to assist with localization decision

Version 6.0 — July 27, 2010

- iTunes Connect and the iTunes Connect Developer Guide have an updated look and feel for easier use
- New Version Release Control allows you to choose when your new app version goes live on the App Store, instead of going live immediately after review.
- Binary deliveries no longer accepted through iTunes Connect interface and must be delivered through Application Loader.
- New states for your app including Prepare for Upload, Pending Developer Release, and Processing for App Store.
- Localizations can now be deleted.
- App Delete introduced to allow you to remove your app from your iTunes Connect view.
- Vast improvements to app creation flow and app edit flow to understand which metadata and images are able to be updated and when.
- New concept of Editable app states and locked and unlocked app information introduced.
- Game Center functionality added to allow for the setup of Achievements and Leaderboard Categories for Game Center testing purposes.
- Version Number can be edited in more states (all Editable states).
- Bundle ID is required up front for initial app creation.
- Select All/De-select All options added to Rights and Pricing page to allow for easier addition and removal of territories.
- Remove From Sale button removed; all territory rights must be managed on the Rights and Pricing page

Version 5.6 — June 14, 2010

- Support for iAd including iAd Network contract request, enabling for iAds and visibility of the iAd Network module on iTunes Connect
- iTunes Connect Mobile iPhone App released
- In-App Purchase limit raised to 3000
- Ability to delete an app from your iTunes Connect view
- Promotional Codes request process enhancements
- High resolution screenshot (960x640, 960x600, 640x960, 640x920) and small icon (114x114) requirements
- Crash log fetching on demand

Version 5.5 — April 12, 2010

- Support for Game Center enabling and Leaderboard set up

Version 5.4 — April 5, 2010

- Support for iPad app delivery, iPad binaries and iPad-specific screenshots has been added
- Interval pricing functionality has been added for apps and In-App Purchases which allows you to schedule pricing changes in advance
- New app statuses, Invalid Binary, Upload Received and Missing Screenshot added.

- Size limit for Over the Air downloads has changed from 10MB to 20MB
- Review tab renamed to be Summary tab
- Sales/Trend Reports module renamed to be Sales and Trends
- Crash logs for crashes on pre-3.0 iPhone OS versions will not be displayed

Version 5.3 — February 2, 2010

- Demo Account instructions clarified further.
- Added definition of "New Territories as Added" checkbox in the Pricing tab.
- App description character count changed to account for new design of App Product pages on the App Store.
- New export compliance question added and subsequent screenshot updated.
- Added references to the iTunes Finance Reports User Guide and the Sales/Trend Reports User Guide available in their respective modules in iTunes Connect.
- Removal of the Device Requirements metadata option. This information should always be set in the UIRequiredDeviceCapabilities key in your info.plist.
- Localization tab updated with improved interface.

Version 5.2 — November 13, 2009

- Demo Account instructions added.
- App Name and icon mismatch explanation added.
- App Status Tracking functionality and new Status Update email notification added.
- New territory layout; all App Store territories allowed to be checked individually.
- ZIP-compressed TIFF images are not supported in iTunes Connect.
- Clarification added to advise against entering an app name that leads to a trademark violation.
- Brazilian Portuguese, Russian, Korean, Swedish, Portuguese and Simplified Chinese localization support added.

Version 5.1 — October 15, 2009

- Free apps are eligible for In-App Purchases.
- Minimum iPhone OS for In-App Purchase reduced from a 3.0 requirement to 2.x.

Version 5.0 — September 1, 2009

- Keywords functionality added.
- App name functionality updated to detail available app name change scenarios.
- Clarification of company name display on App Store.
- Distinguished between portrait mode and landscape mode screenshot settings.
- Several instructional screenshot image updates and app metadata setup flow changes.

- Localization availability update; Mexican Spanish added as a localization option.
- Apple ID has been added to the app summary page.
- In-App Purchase test user setup and usage in a developer sandbox environment; In-App Purchase type clarification.