

# Introduction to iTunes Connect

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# Sign up for iPhone dev program

- <http://developer.apple.com/iphone/>
- Free Registration
- Download SDK
- Access documentation

# Apply for iPhone Developer Program

- <http://developer.apple.com/iphone/program/>
- \$99 Standard, \$299 Enterprise
- Install apps to iPhone/iPod Touch
- Submit apps to iTunes Store for free or to sell
- 2 code-level support requests

# Bureaucratic stuff

- Sign contract to sell apps with Apple (paid apps only)
  - Apple gets 30%, you get 70%
- Contact info
- Bank info
- Tax info

# Prepare graphics

- 57x57 png - home screen icon
- 512x512 jpg - large home screen icon for Apple promos
- 320x480 png - app splash screen
  - Call this file Default.png and it will auto-load as splash screen
- 1-5 screenshots jpg

# Application for upload

- App Website URL
- Support Website URL
- Support Email
- Description (in multiple languages)
- Demo account (if web-based)
- Zip app

# App Overview

- Name, Description, Category
- Version Number
- SKU Number (Unique Stock Keeping Unit)
- App/Support URL and Demo Account

# Wait for Apple to approve app

- Average 1 week
- As fast as 48 hours, as long as 2 months
- When approved, set app date to today

# Promo codes

- 50 codes
- Expire in 4 weeks if not redeemed
- Non-commercial use, promo only
- US-only :(

# Sales/Trend Reports

- Types: Monthly free, Weekly, Daily
- Purged regularly! (7 days for Daily, 13 weeks for Weekly)
- Not accurate, only Financial Reports are official

# Financial Reports

- Appear once per month
- One for each sales region:
  - Australia, Canada, Europe, Japan, UK, USA, Rest of World
- if ( sales > US\$250 in sales region ) { you get paid; }

# Alternatives to iTunes Connect

- Desktop-based: AppViz (\$29.95)  
<http://www.ideaswarm.com/>
- Web-based: Heartbeat (\$10-\$180/month)  
<http://www.heartbeatapp.com/>
- Web-based: PinchMedia (free!)  
<http://www.pinchmedia.com/>

Questions?

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