

Platform Specific IAP Transaction Fees

When developing an app it can sometimes be desirable to add in-app purchases (IAP) to create profit for the developer. The structure for each platform (iOS, Android, WinPhone) varies slightly but all stores will take a set percentage of the profit due to aiding in the transaction and hosting the app on the platform specific store.

Android – Google Play Store

The Google play store is one of the most prevalent android app stores available. The cost of releasing apps on this platform is relatively low and can be seen in. The cost of creating and registering a developer's account for the Google Play Store is equivalent to 25 USD. This price is once off and allows the developer to release as many apps on the Play store as they wish [1]. If IAP purchases are enabled then Google will claim 30% of the total cost for every IAP registered [2]. The price of an IAP can be any value that the developer desires [3].

iOS – Apple App Store

The native app store for apple devices that run iOS is the Apple App Store. Apple operates slightly different when compared to the android store. To register and maintain a developer's account for the apple app store it costs 99 USD yearly [4]. This allows any number of apps to be published or even none. Apple then takes a fee of 30% for IAP, thus leaving the developer with only 70% [5]. Developers for Apple need to also comply with Apples custom pricing tiers [6].

WinPhone – Windows Store

Windows Store, the official WinPhone marketplace, provides 2 different forms of developer account. The first is an individual developer's account, costing 19 USD once off. The second form being a company developer account, costing 99 USD once off and includes more app capabilities. This is done through the Windows Dev Center [7]. The fee the Microsoft takes of IAPs is 30% like all the other stores¹.

The above information is summarised in Table 1 below.

Table 1: Platform Specific Prices and fees

Platform	Android	iOS	WinPhone
Store	Google Play Store	Apple App Store	Windows Store
Developer Account Fee	25 USD once off	99 USD/year	Individual: 19 USD Company: 99 USD
IAP Transaction Fee	30% of IAP cost ²	30% of IAP cost	30% of IAP cost

Note, all information provided in this document is targeted at solely digital IAPs. This excludes the fee taken for paid apps or online store app transactions such as Amazon, EBay and others.

¹ Prior to January 1st 2015 Microsoft reduces the 30% fee to 20% after the first 25 000 USD was recorded by the app but this has since been removed.

² This amount is given to the distribution partner and required for operating fees.

References

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