Subject: Re: A Medium story for you: "10 Things Google Play Does Better than the App Store"

From: Ricardo Cortes <█████████████>

Received(Date): Thu, 19 Mar 2015 11:53:48 +0800

Cc: Jeff Robbin <████████████████, Payam Mirrashidi ████████, Steve Gedikian ████████████████, Pedraum Pardehpoosh <████████████████>, Bill Bachman ████████████, Alex Rofman <████████████████>, Tanya Washburn ████████████, Steve McGuigan ████████████, Oliver Schusser ████████████████, Julian Murphy ████████████, Tracy Pirnack ████████████, Matt Railo ████████████, Tyler Strand ████████, Eric Gray ████████, Ron Okamoto ████████, Phillip Shoemaker ████████████

To: Matt Fischer <████████████>

Date: Thu, 19 Mar 2015 11:53:48 +0800

Thanks Matt. Great article. Few comments:

* Short description would be pretty easy to add in iTC, DJ and App Review tools

* I like the idea of a download counter on each app details page

* Installing directly from the web - not sure we'd want this; has this been vetted in the past?

* 8 screenshots instead of 5 - sounds great but multiply that by the number of devices and the developers have an even bigger headache

* App Previews are 30 seconds, true; but we could have a secondary video for App Trailers which could be longer

* Changing metadata/screenshots at any time: we've been there and slowly locked just about everything down except app description

* Highlighting a review on the app page: not sure that is rocket science but seems straight forward

* Staged rollouts: I've heard this asked several times from developers myself. I'd be curious if more developers are asking for this one.

* Developers issuing refunds directly to customers - any idea if this has been a prevalent ask from developers?

* Our App Analytics: coming soon

<table>
<tr><td rowspan="6">◁ DEFENDANT ▷</td><td colspan="2" align="center">United States District Court
Northern District of California</td></tr>
<tr><td>Case No.</td><td>**4:20-cv-05640-YGR**</td></tr>
<tr><td>Case Title</td><td>*Epic Games, Inc. v. Apple, Inc.*</td></tr>
<tr><td>Exhibit No.</td><td>**DX-3390**</td></tr>
<tr><td>Date Entered</td><td></td></tr>
<tr><td colspan="2" align="center">Susan Y. Soong, Clerk
By: _____, Deputy Clerk</td></tr>
</table>

APL-APPSTORE_09416561

On Mar 14, 2015, at 2:33 PM, Matt Fischer ◄ ███████████████ ► wrote:

Here's a thoughtful list of "10 Things Google Play Does Better than the App Store" from one of our developers. There are many good ideas in here (including several we've discussed).

Best,

Matt

Begin forwarded message:

> **From:** Philip Schiller ███████████████
> **Date:** March 13, 2015 at 5:46:20 PM PDT
> **To:** Matt Fischer ███████████████ , Phillip Shoemaker ███████████████ ,
> Ron Okamoto ███████████████ >
> **Cc:** Eddy Cue ███████████████ >
> **Subject: Fwd: A Medium story for you: "10 Things Google Play Does Better than the App Store"**
>
> FYI
>
> Begin forwarded message:
>
> **From:** Tim Cook ███████████████ >
> **Subject: A Medium story for you: "10 Things Google Play Does Better than the App Store"**
> **Date:** March 13, 2015 at 3:31:59 PM PDT
> **To:** Eddy Cue ███████████████ >, Phil Schiller ◄ ███████████████ >
>
> "10 Things Google Play Does Better than the App Store" by Carlos Ribas
> https://medium.com/p/fefd1844cd7
>
> Sent from my iPhone