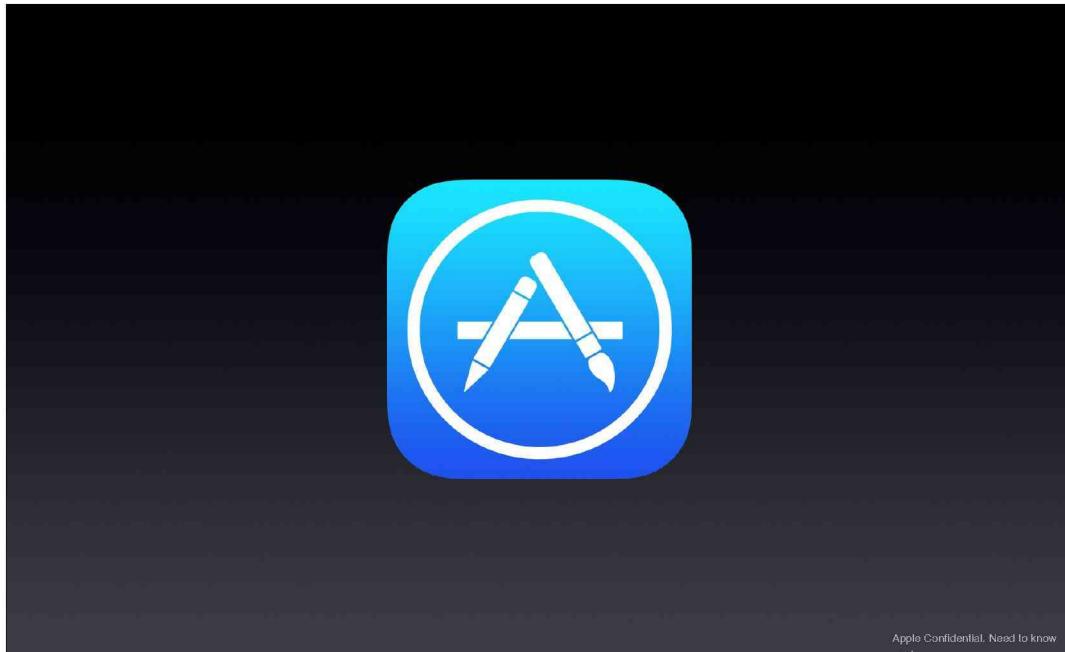
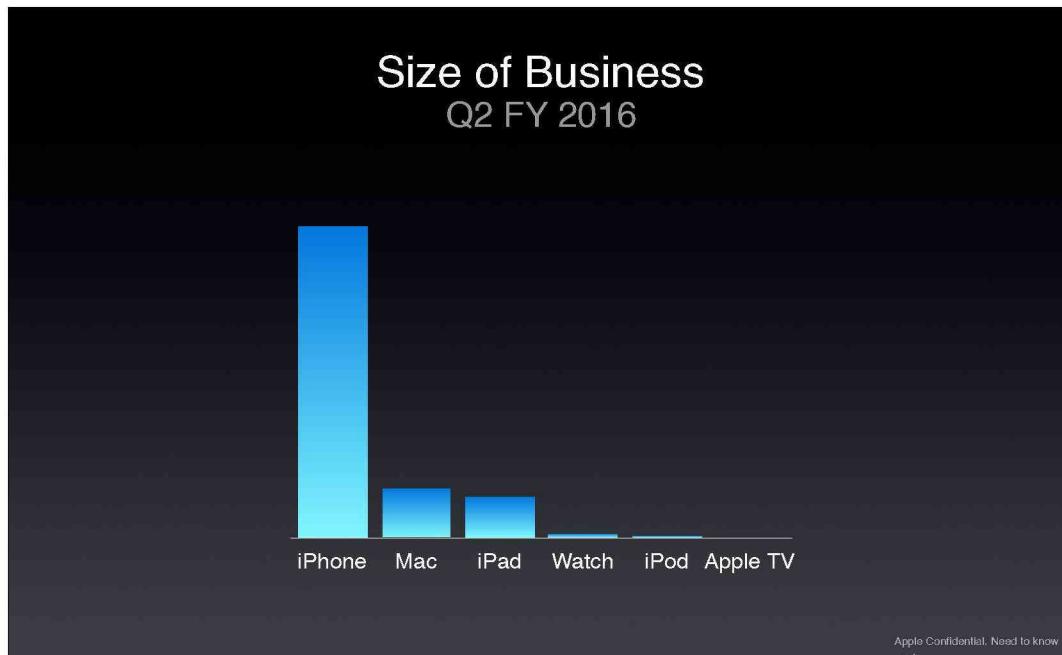


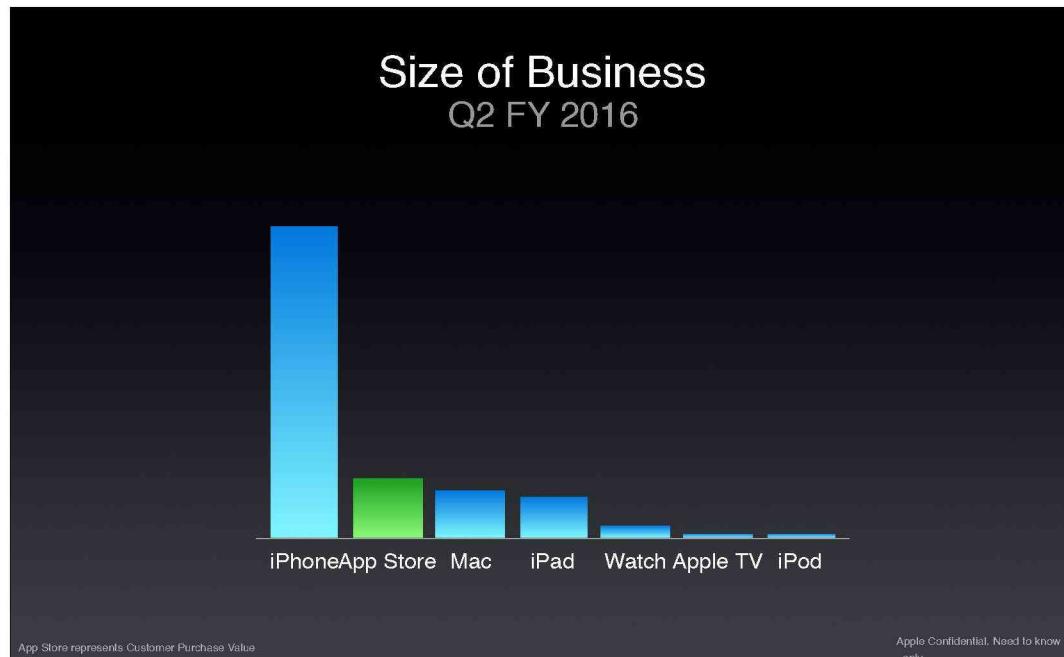
Apple Confidential. Need to know

△ DEFENDANT △	United States District Court Northern District of California
Case No. <u>4:20-cv-05640-YGR</u>	
Case Title <u>Epic Games, Inc. v. Apple, Inc.</u>	
Exhibit No. <u>DX-4526</u>	
Date Entered _____	
By: _____, Deputy Clerk	

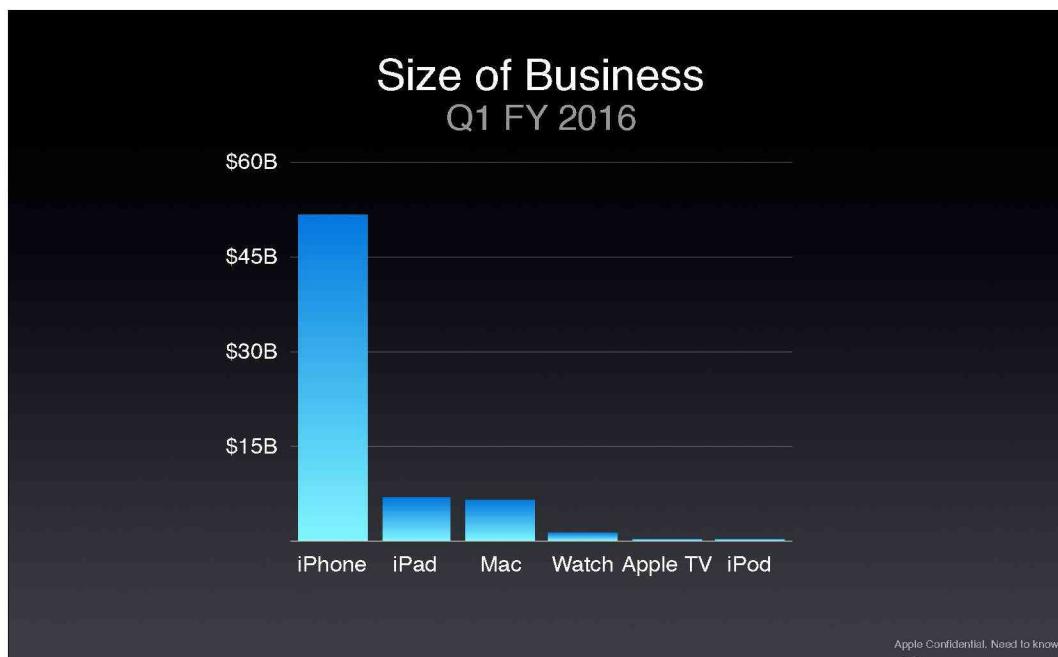


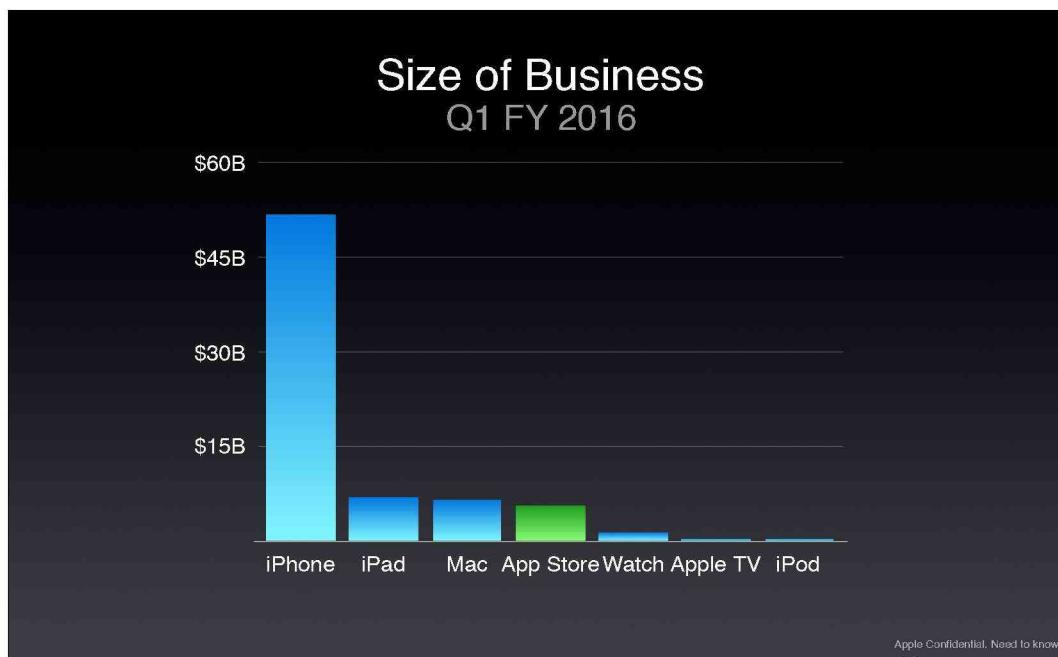
Apple Confidential. Need to know  
about

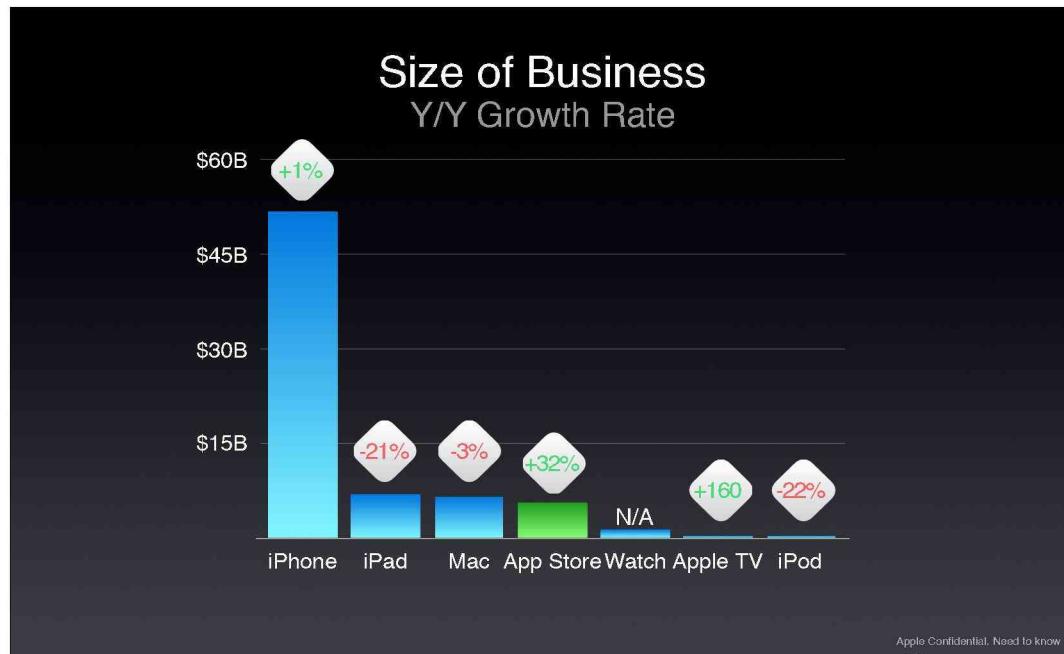


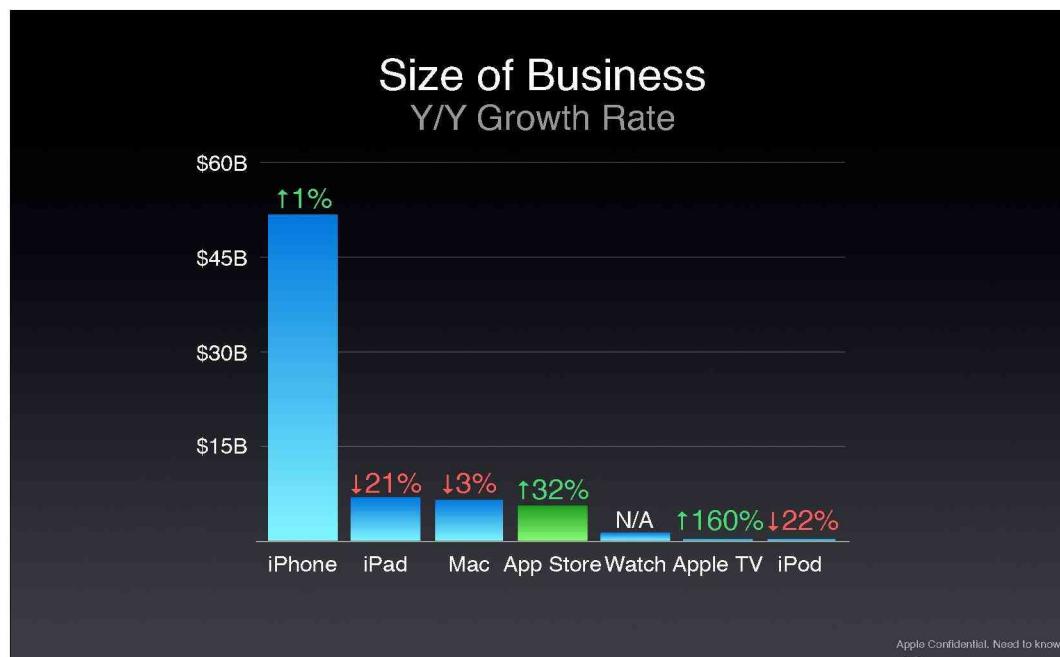


App Store billings were higher than iPad Revenue in FQ3'15 and FQ4'15; however, this is the first time that they are #2 exceeding Mac.









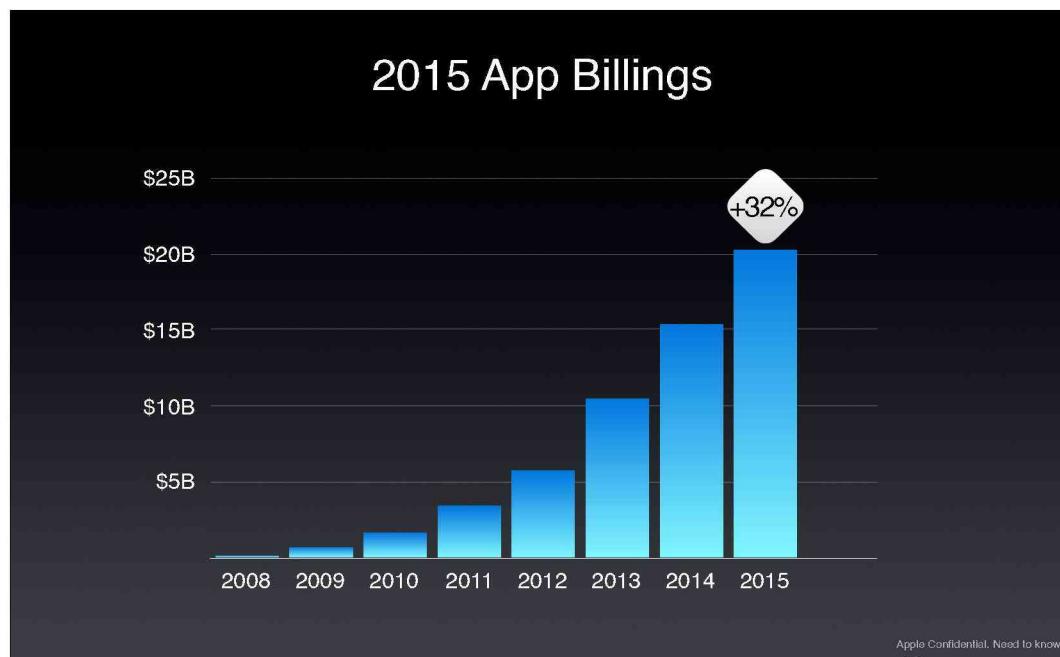


THANKS PHIL. It's always a privilege for Ron and me to give you all an update on the App Store, so let's dive right in...

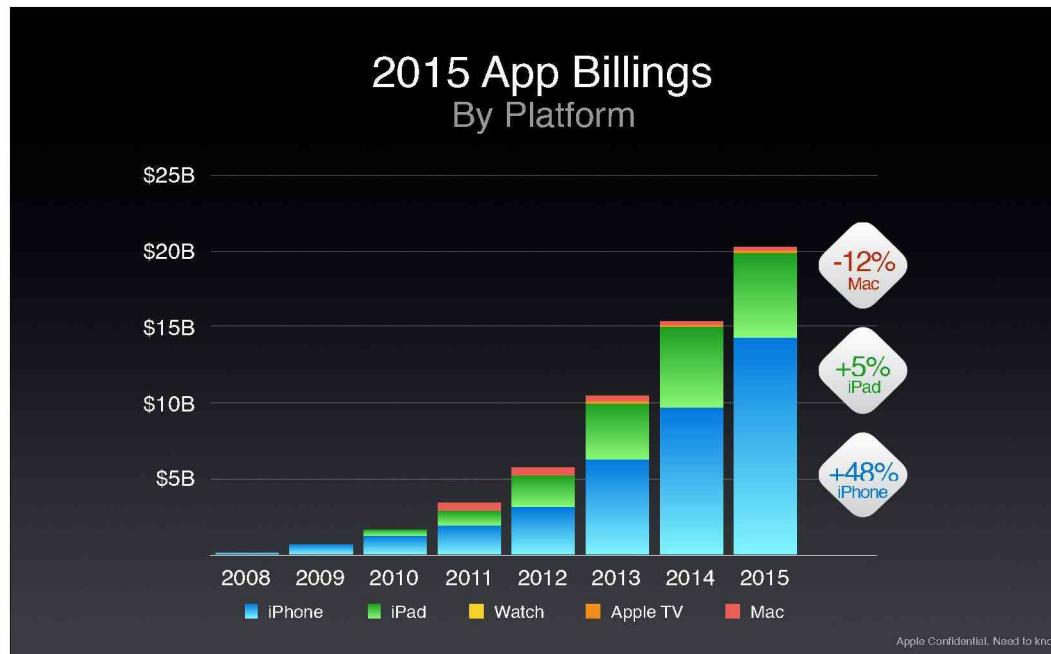


Apple Confidential. Need to know  
only

We have now paid our developers OVER \$44B...and later this summer, we'll be crossing a HUGE MILESTONE – \$50B!



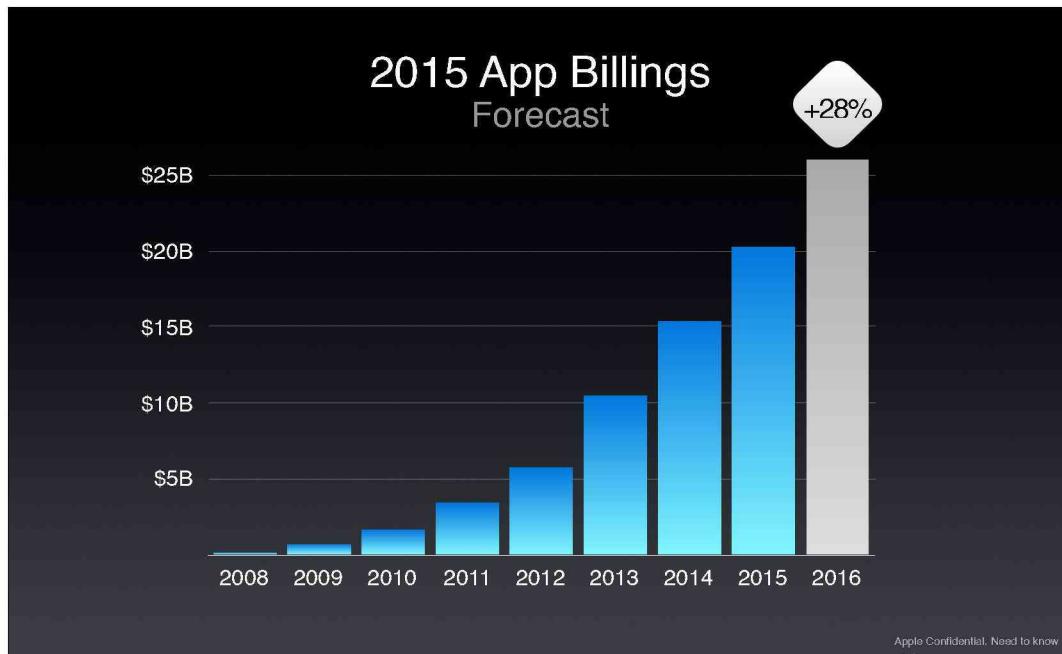
Looking at 2015, the App Store had another RECORD year, generating \$20.3B, up 32% Y/Y.



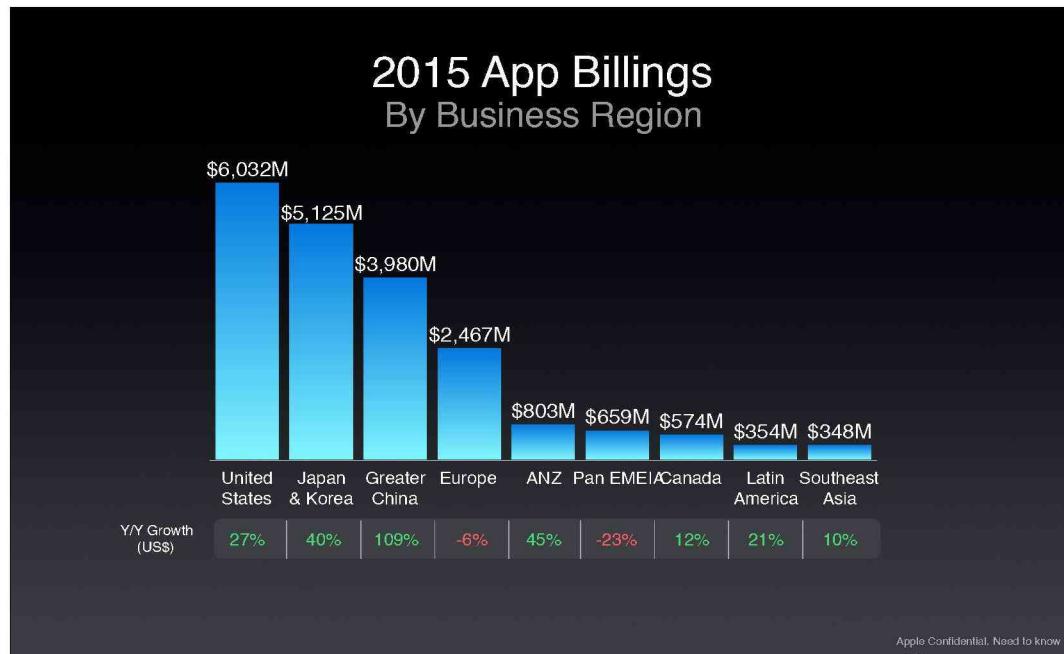
BY PLATFORM, the majority of billings came from iPHONE: up 48% Y/Y, now responsible for 70% of global App Store billings in 2015, up from 63% share in 2014

iPAD is up 5% Y/Y, and the second biggest contributor with 27% of global billings

iPhone: \$14.3B, iPad: \$5.6B, Mac: \$239M, ATV: \$179M, Watch: \$1M

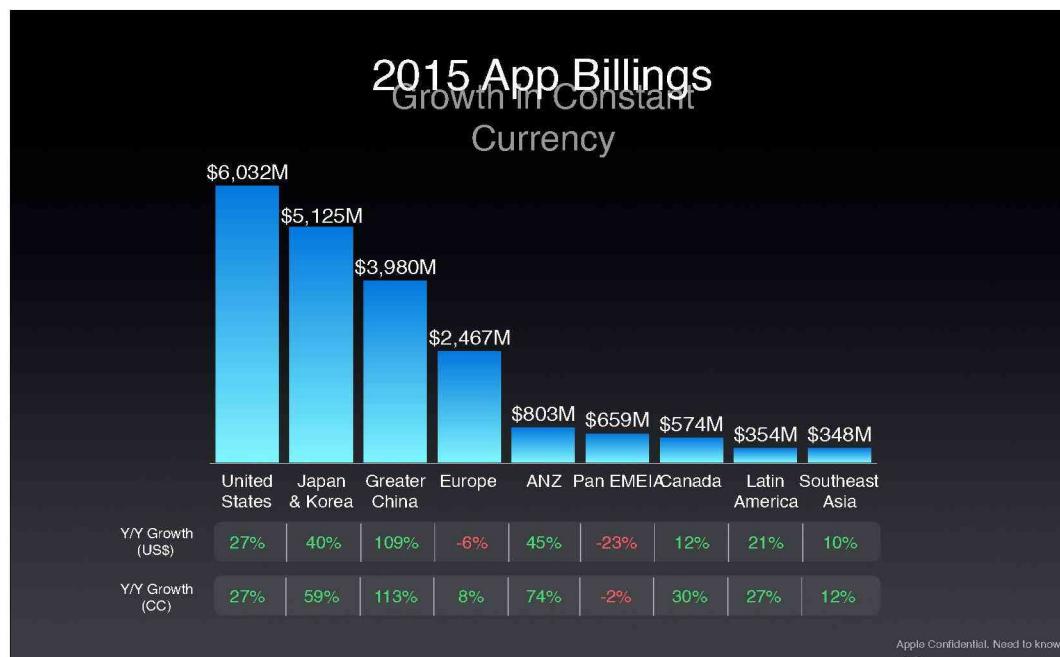


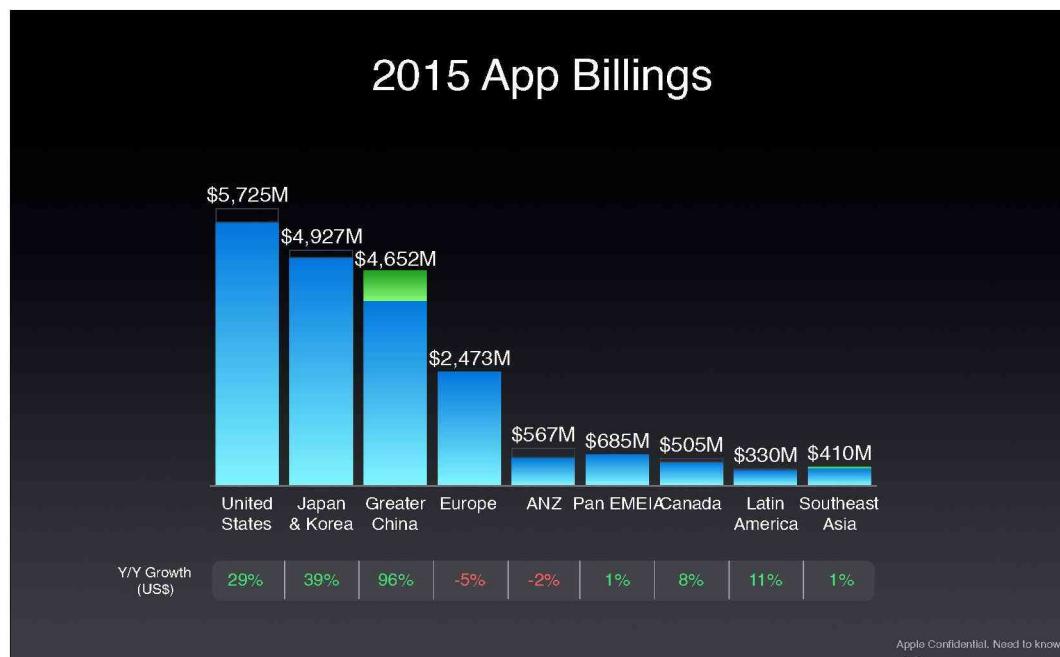
FORECASTING THE REMAINDER OF CALENDAR 2016, we anticipate generating \$26B in billings, up 28% Y/Y



HERE'S A BREAKDOWN BY REGION...

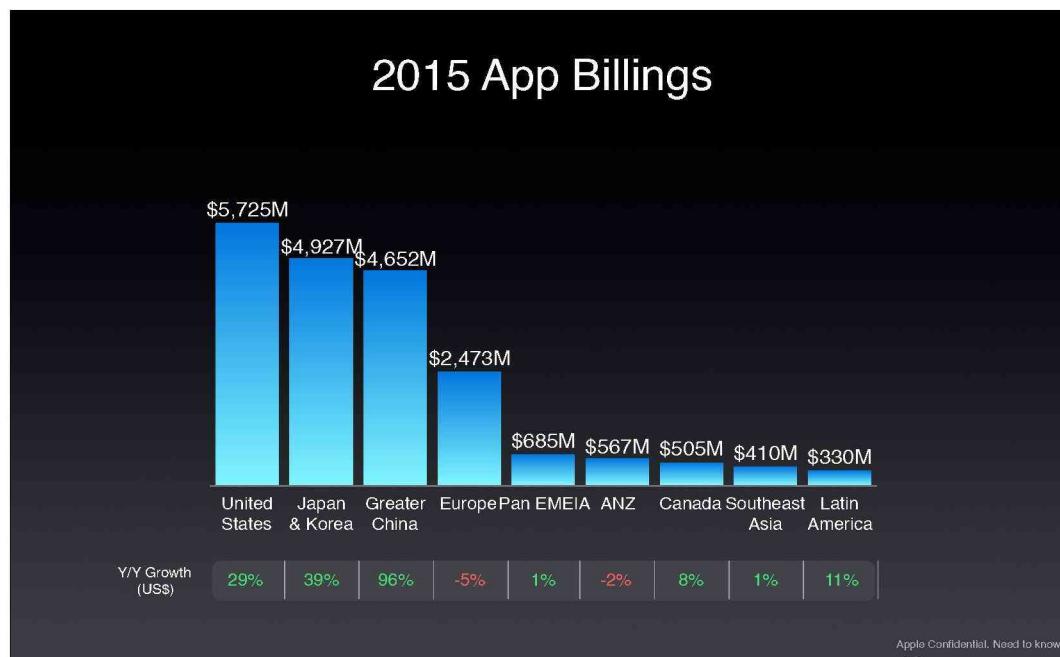
STRONG GROWTH in the U.S., Japan and Korea, and especially in CHINA, which doubled Y/Y





HERE'S A BREAKDOWN BY REGION...

STRONG GROWTH in the U.S., Japan and Korea, and especially in CHINA, which nearly doubled Y/Y



HERE'S A BREAKDOWN BY REGION...

STRONG GROWTH in the U.S., Japan and Korea, and especially in CHINA, which nearly doubled Y/Y



HERE WERE OUR TOP COUNTRIES THE LAST TIME WE GOT TOGETHER...

US: \$4.7B, Japan: \$3.5B, China: \$1.56B, UK: \$825M, Canada: \$511M, Australia: \$508M, Russia: \$419M, Germany: \$385M, France: \$372M, Taiwan: \$203M



AND HERE'S HOW IT LOOKED IN 2015...

RUSSIA fell out of the top 10, and KOREA entered at #9

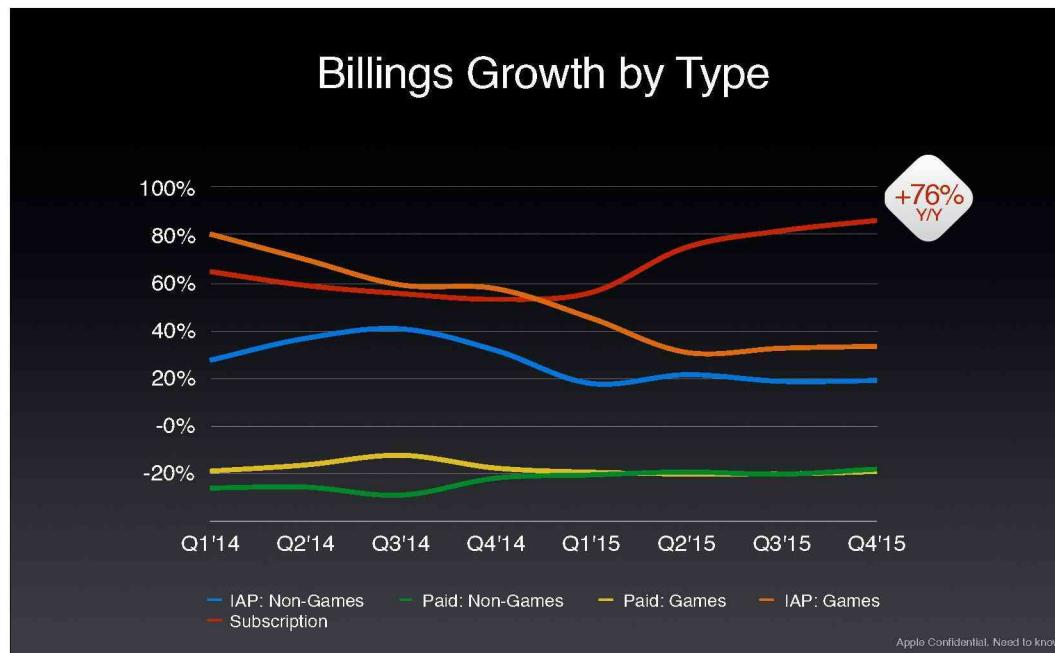


THESE WERE OUR TOP GROSSING APPS LAST YEAR...

This is how much money they generated, and the average spend per paying user in the year...

Note Clash of Clans nearly generated ONE BILLION last year, while #5 Game of War saw their average paying customer spending nearly \$1000.

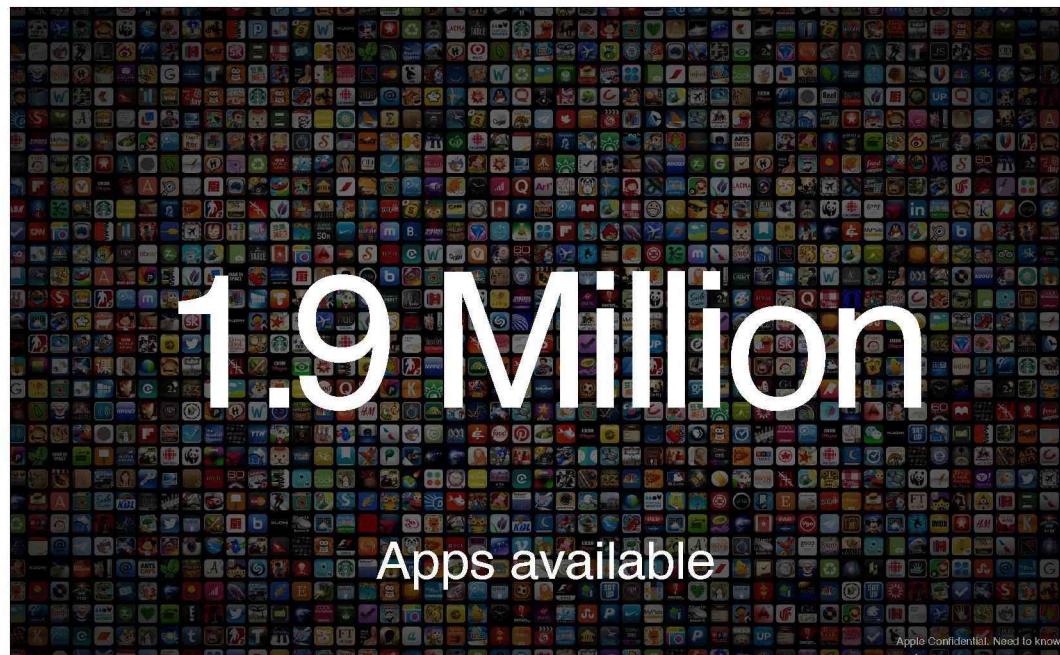
ALL OF THESE EXCEPT FOR SPOTIFY are freemium, or free-to-play, games



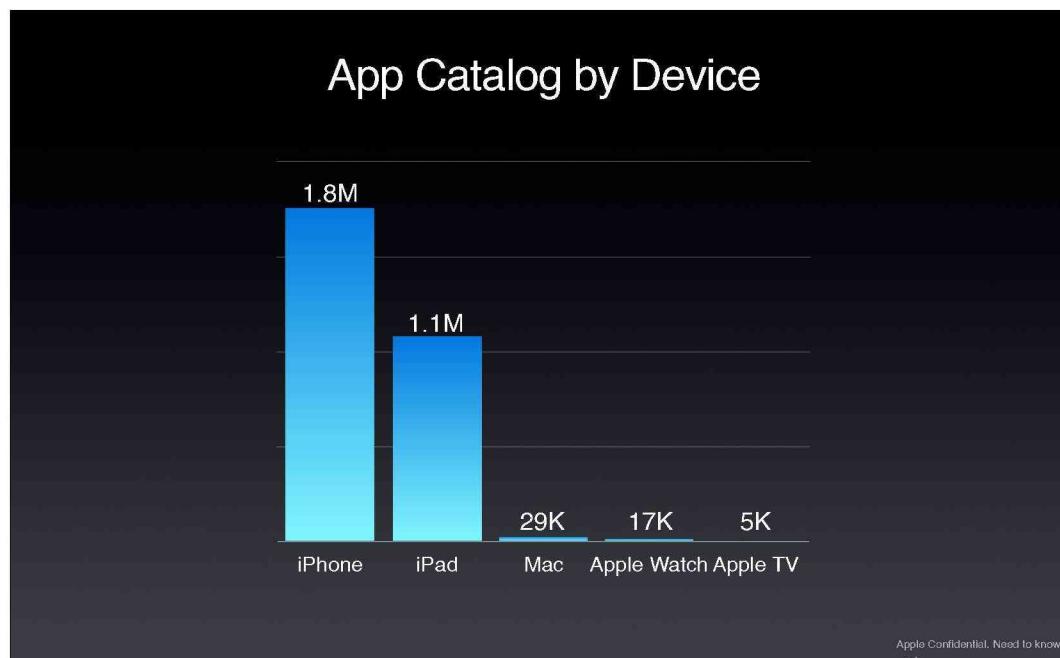
HERE'S A LOOK AT Y/Y GROWTH BY BUSINESS MODEL TYPE

PAID app market continues to struggle, down 20% for the past several quarters

FASTEST GROWING BUSINESS MODEL is SUBSCRIPTIONS – 76% Y/Y

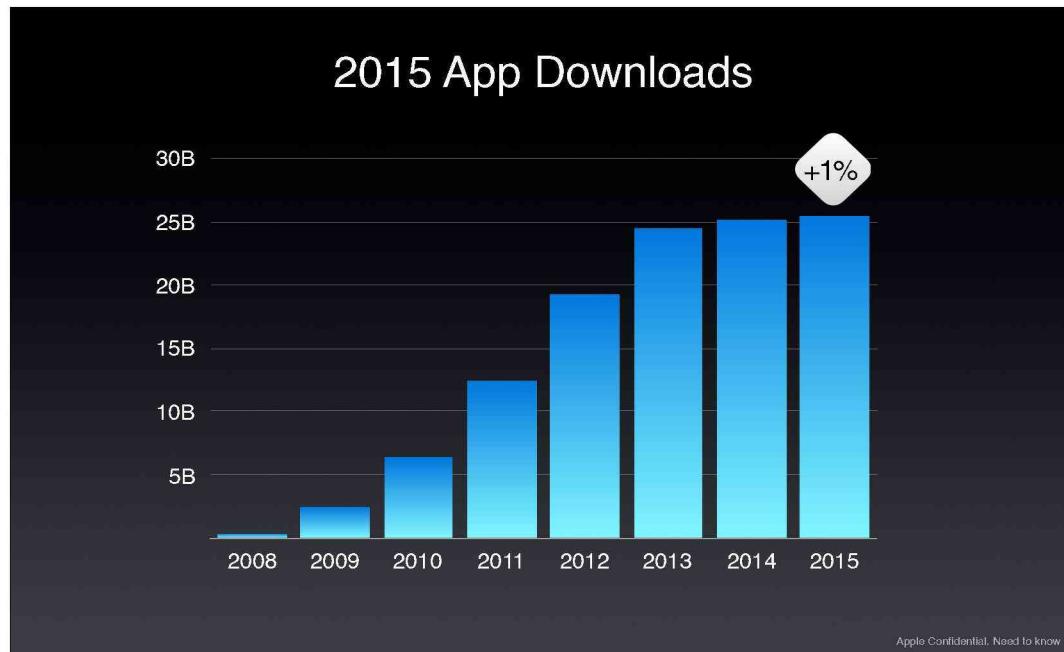


APP STORE now has 1.9M APPS AVAILABLE, and we will be crossing 2M by WWDC

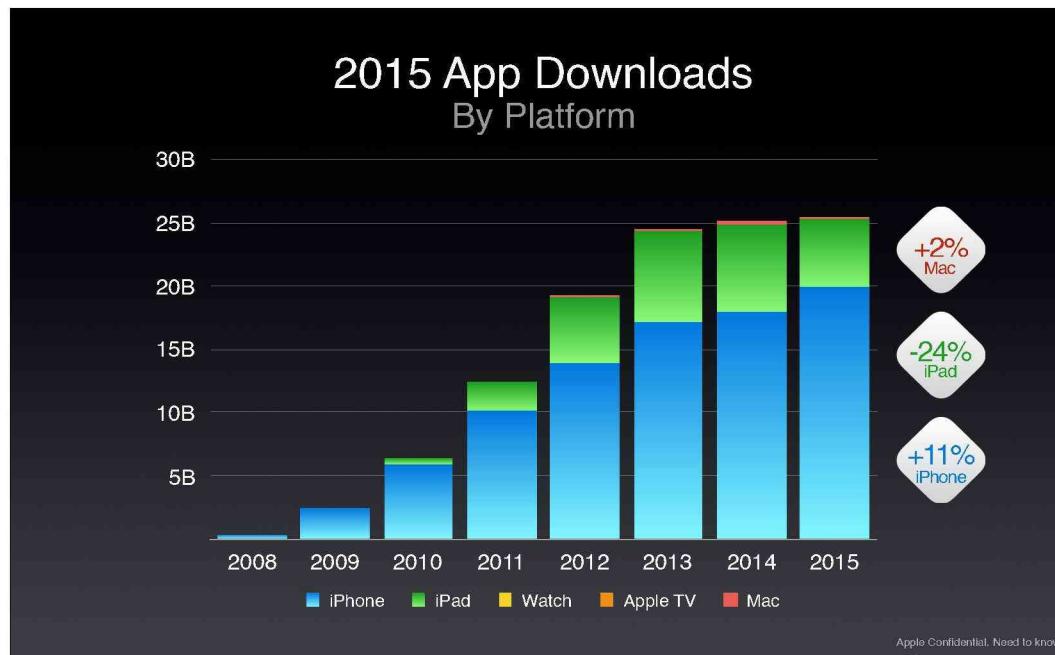


HERE'S A BREAKDOWN BY DEVICE...

We announced at our event two weeks ago that we now have OVER 1M iPAD apps, as well as over 5K apps for APPLE TV



WE HAD ANOTHER RECORD YEAR FOR DOWNLOADS, at 25.3B for 2015, but only up 1% Y/Y  
CHINA is our biggest download market, 7.5B downloads growing at 24% Y/Y.  
US was #2 with 6.7B downloads -3% Y/Y  
EUROPE was #3 with 4.2B downloads with -11% Y/Y



DOWNLOADS BY PLATFORM, you see that iPHONE grew 11%, represented 78% of downloads WW

iPAD was down at -24% Y/Y, BUT REMEMBER, iPAD BILLINGS went up 5%. So what we saw in 2015 was that iPad customers spent more TIME and MONEY in apps they already owned

App Store Downloads by Platform

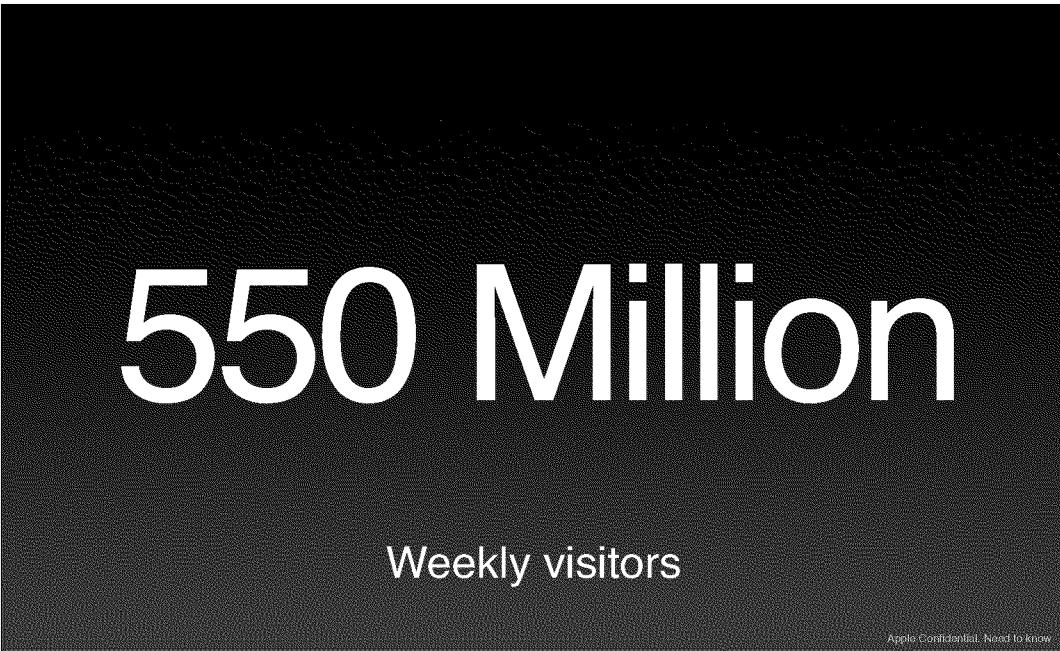
iPhone: 20B, iPad: 5.3B, Mac: 267M, ATV:11M, Watch: 8M



THESE WERE THE MOST DOWNLOADED APPS LAST YEAR...  
THE TOP 8 ARE FROM 3 COMPANIES – FACEBOOK, GOOGLE AND TENCENT IN CHINA



We had over 650M customers transact on the App Store LAST YEAR...



And an incredible 550M of them visit the App Store EVERY WEEK

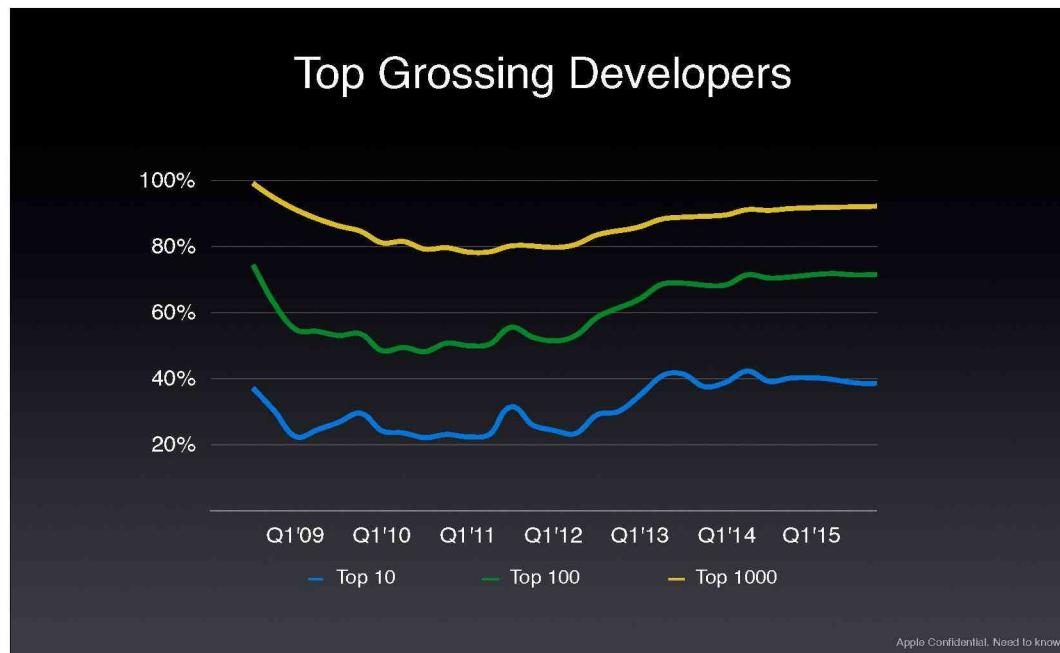
Top Grossing Developers					
		Developer	Developer Country	2015 Billings (US\$)	LTD Billings (US\$)
1	↑3	Tencent	China	\$1.39B	\$2.70B
2	↓1	Supercell	Finland	\$1.38B	\$4.26B
3	↓1	King	United Kingdom	\$968M	\$3.25B
4	NEW	NetEase	China	\$870M	\$1.22B
5	↑3	mixi	Japan	\$795M	\$1.33B
6	↓3	GungHo	Japan	\$710M	\$2.54B
7	↓1	Machine Zone	United States	\$603M	\$1.29B
8	↓3	LINE	Japan	\$494M	\$1.25B
9	↓2	Electronic Arts	United States	\$404M	\$1.76B
10	—	COLOPL	Japan	\$332M	\$778M

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only

HERE'S A LOOK AT OUR TOP DEVELOPERS LAST YEAR...

NOTICE THE GEOGRAPHIC DIVERSITY – 4 FROM JAPAN, 2 FROM CHINA, 2 FROM EUROPE, AND 2 FROM THE U.S.

Just a few years ago, these were ALL U.S. DEVELOPERS



THESE TOP 10 are very important for us...

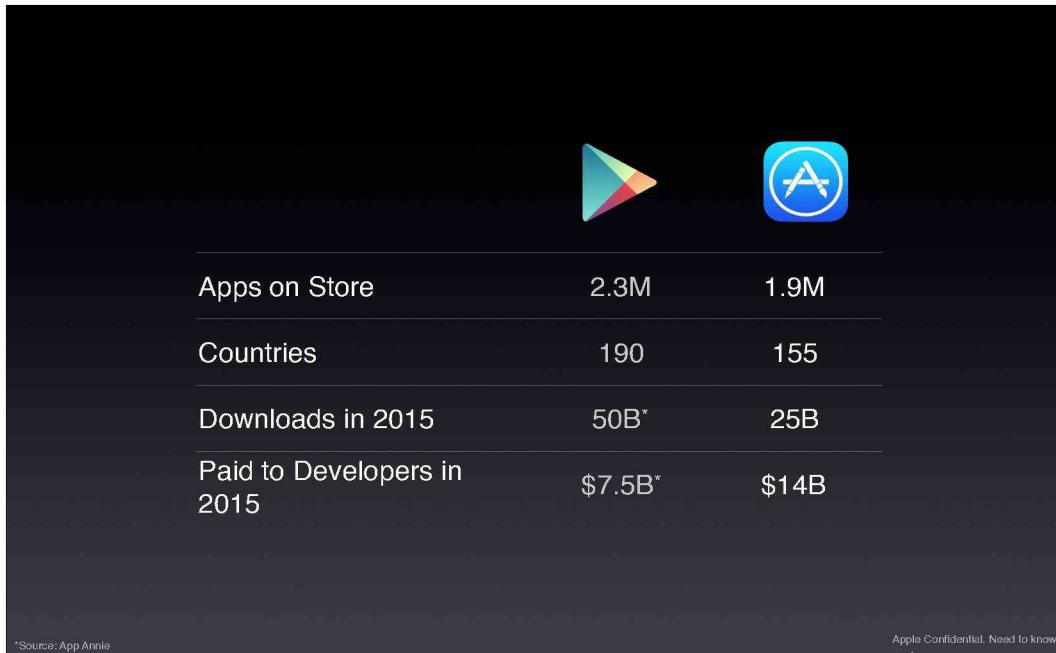
THEY GENERATE 40% of our global App Store business

The top 100 generate over 70%

And the top 1000 generate over 90%



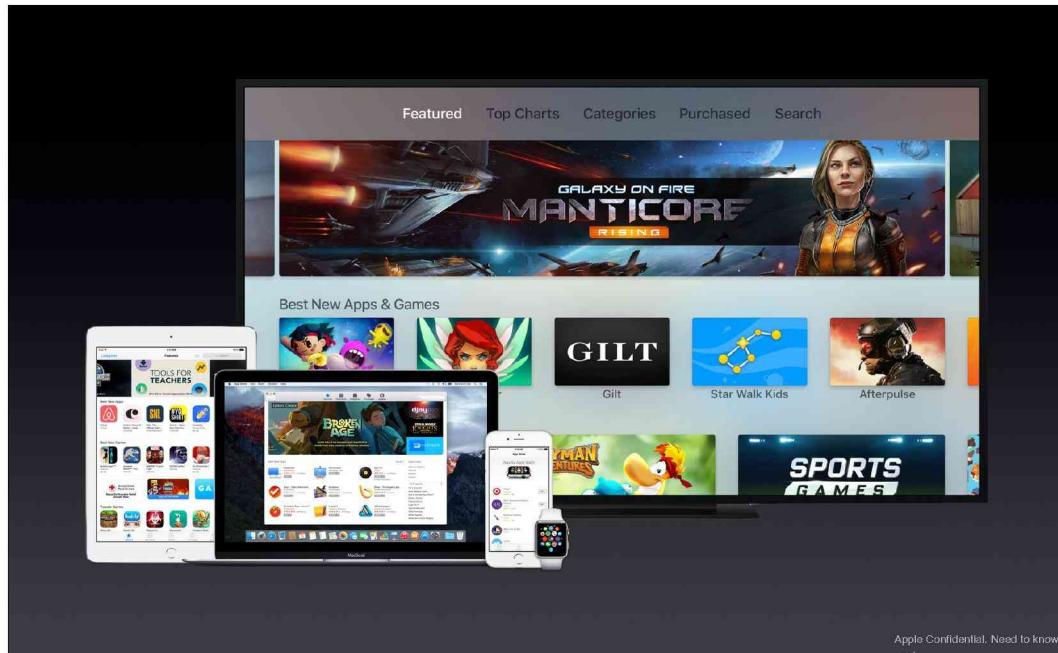
I wanted to spend a minute talking about COMPETITION for the APP STORE. In years past, we've talked about GOOGLE, MICROSOFT, AMAZON, SAMSUNG, but now we really have ONLY ONE TRUE COMPETITOR, and that's GOOGLE, and their store, GOOGLE PLAY...



AS YOU CAN SEE, they have MORE APPS than we do, but they allow a lot more types of apps than we do  
MORE COUNTRIES, but those additional 35 really wouldn't move the needle  
THEY HAD DOUBLE the app downloads, but...

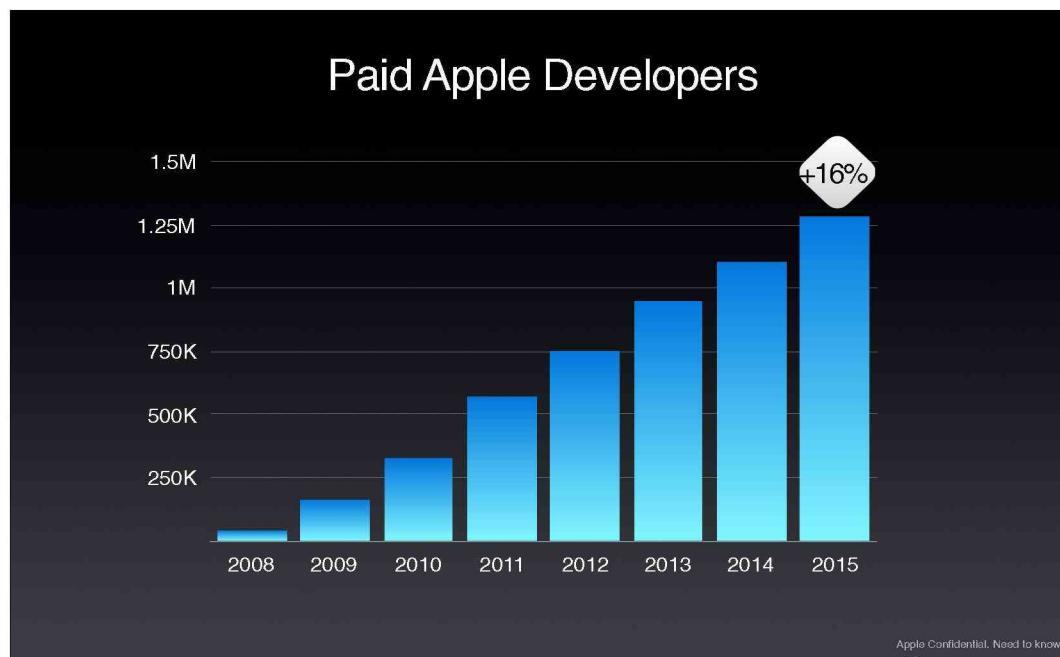
OUR CUSTOMERS SPENT NEARLY 2X more than theirs, and THAT'S what developers care about the most. Here's Ron for an update on our developers...





In 2015, we threw a lot at developers highlighted by two brand new platforms and App Stores. To simplify adoption of these new platforms, we unified our membership offerings for iOS, OS X, and Safari development into one Unified Apple Developer Program that supported all platforms including watchOS and tvOS.

Additionally, we made a change to allow anyone to develop apps for free with the membership fee only being required to distribute apps. <click>



Despite these changes to our membership model, we still witnessed a healthy growth in developer memberships driven by interest in tvOS development in the Fall.



Globally, emerging markets saw strong growth in memberships with the # of developers in China continuing to grow at a rapid pace. India, Turkey and Taiwan followed in that trend. Last year, Brazil and Russia were two of the top growing though they fell out of the top 5.



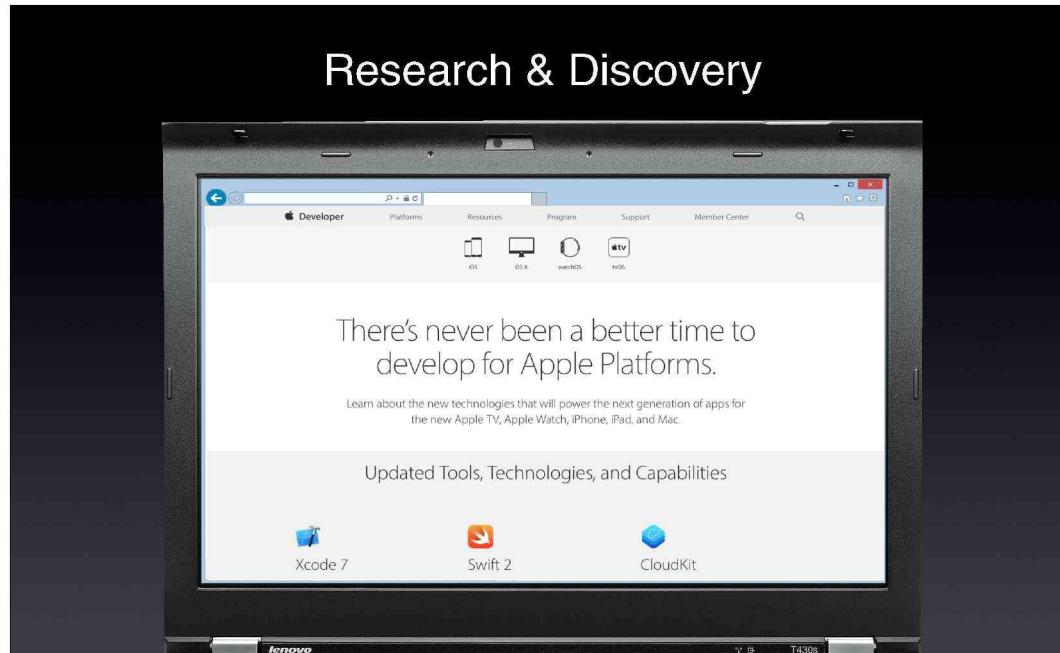
# A day in the life of a developer

Apple Confidential. Need to know.

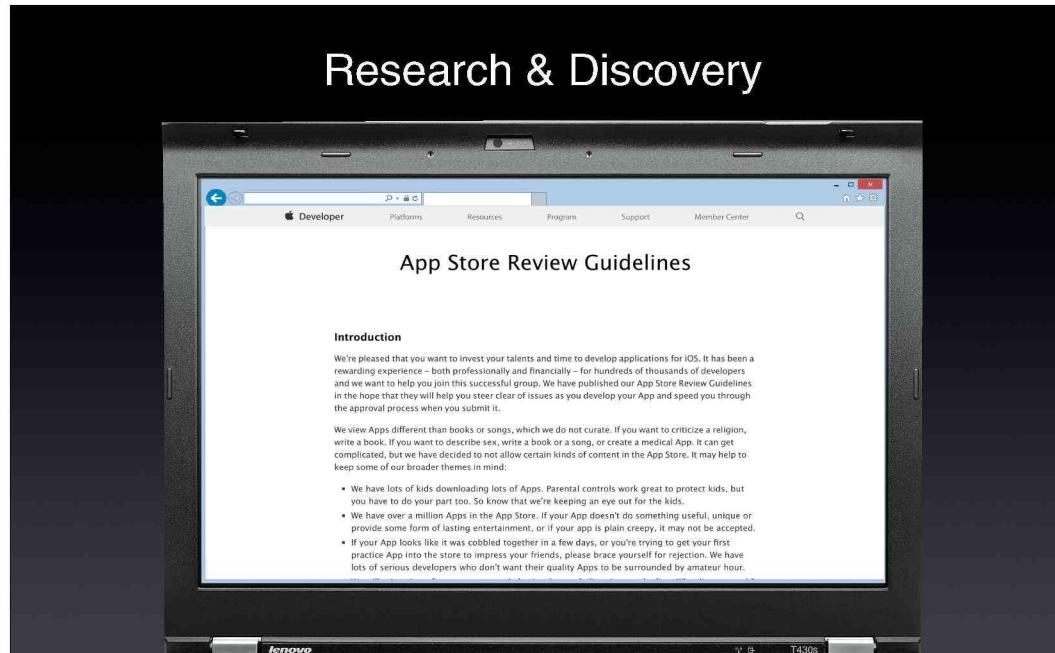
While we all enjoy the output from our developer community with the great apps we use everyday, I wanted to give everyone a glimpse at what our developers experience to create these apps.



When someone gets inspired to create an app, they'll likely go through a research phase where they can learn about the technologies and requirements to get their app dreams realized.



[developer.apple.com](http://developer.apple.com) provides all the documentation and details an aspiring developer needs to get started on our platform. What most developers discover first is that Xcode is the required tool for development on Apple platforms. The Xcode IDE is at the center of the Apple development experience and to use Xcode they need to <click>

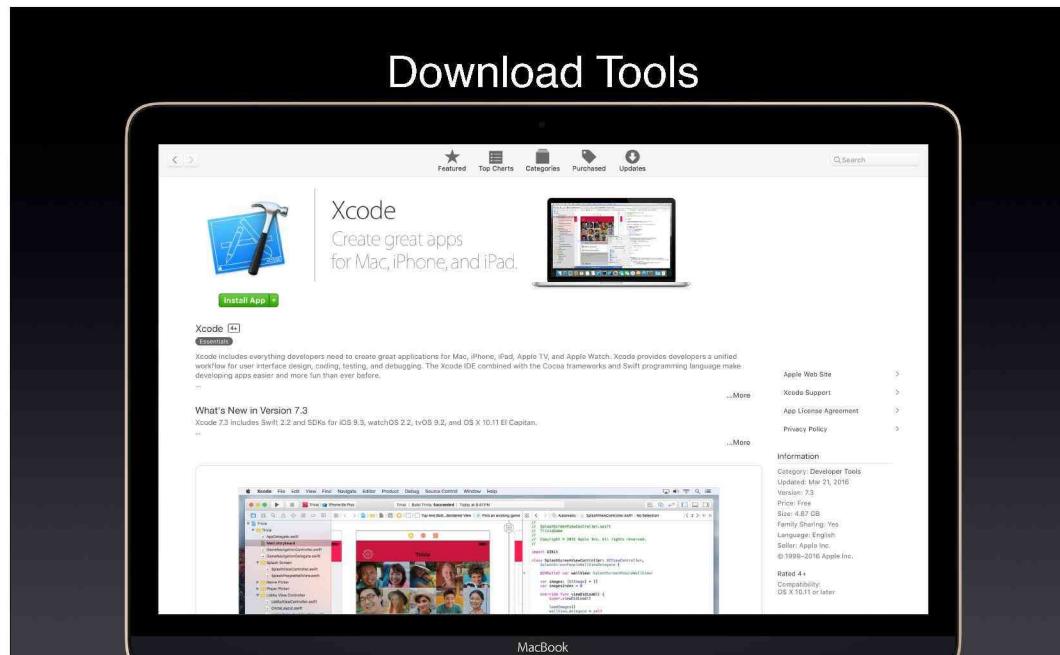


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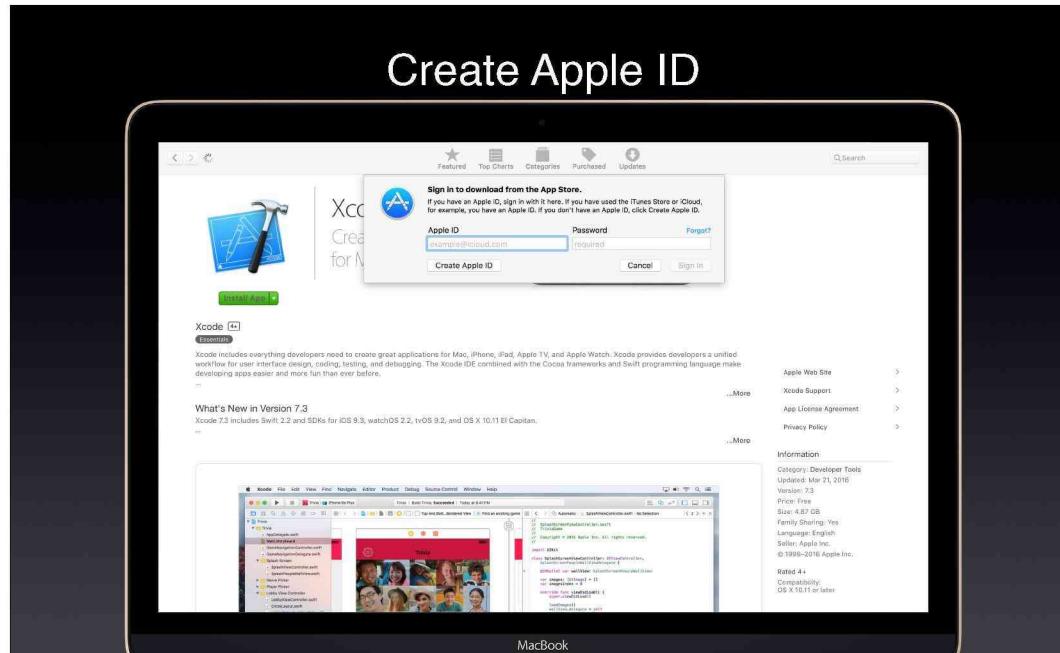


Get a Mac

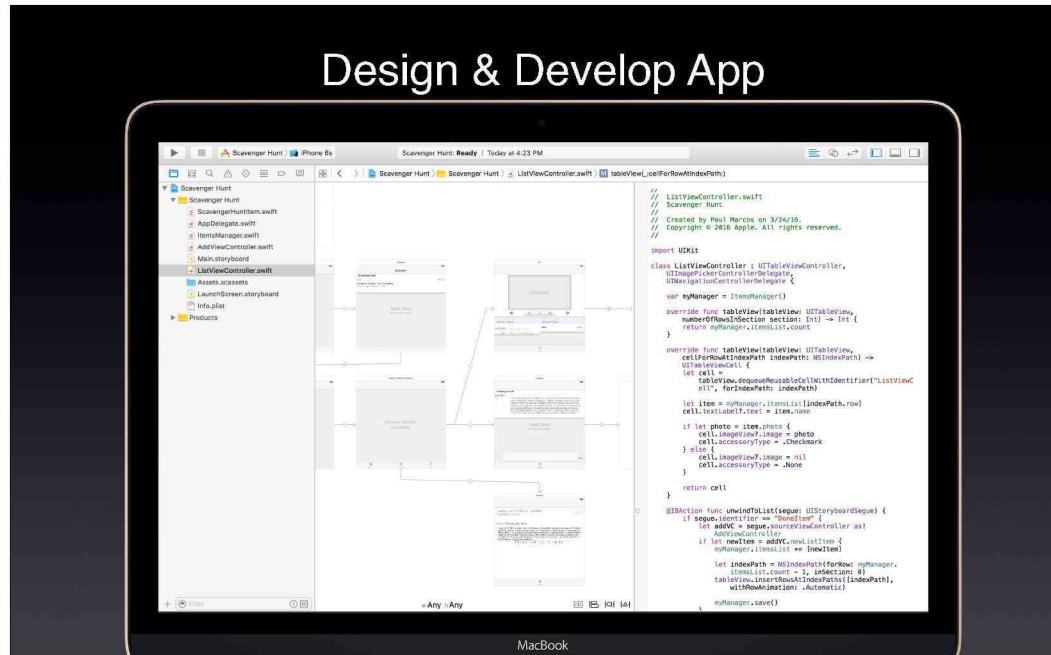
...Get a Mac.



Once they've got their Mac, they can visit the Mac App Store to download Xcode for free.

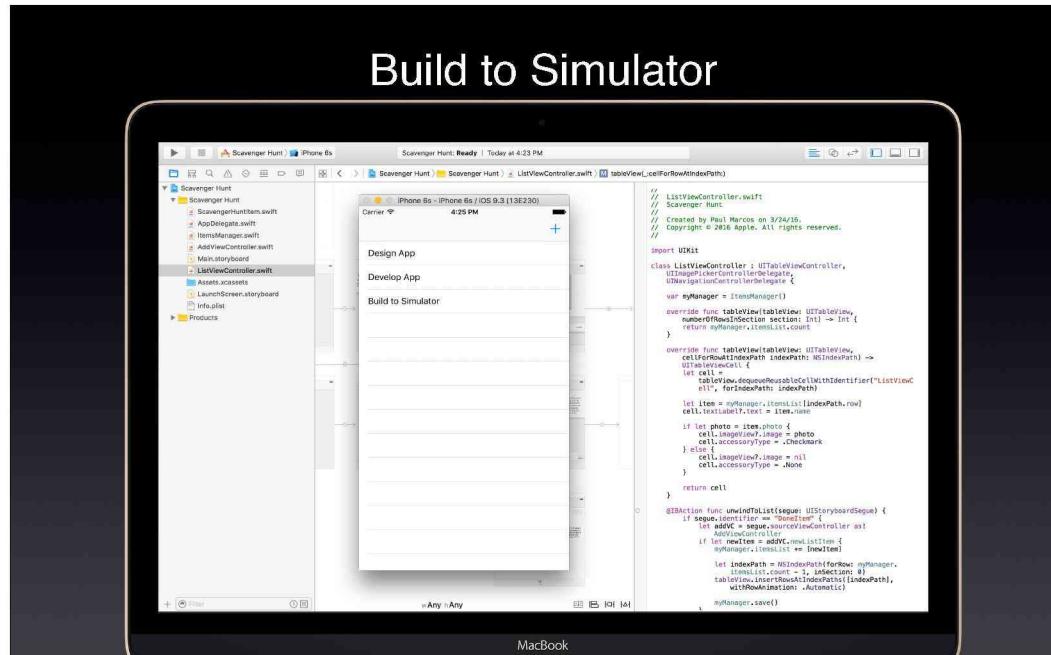


and if they haven't done so already, they'll create their Apple ID needed to download the software.



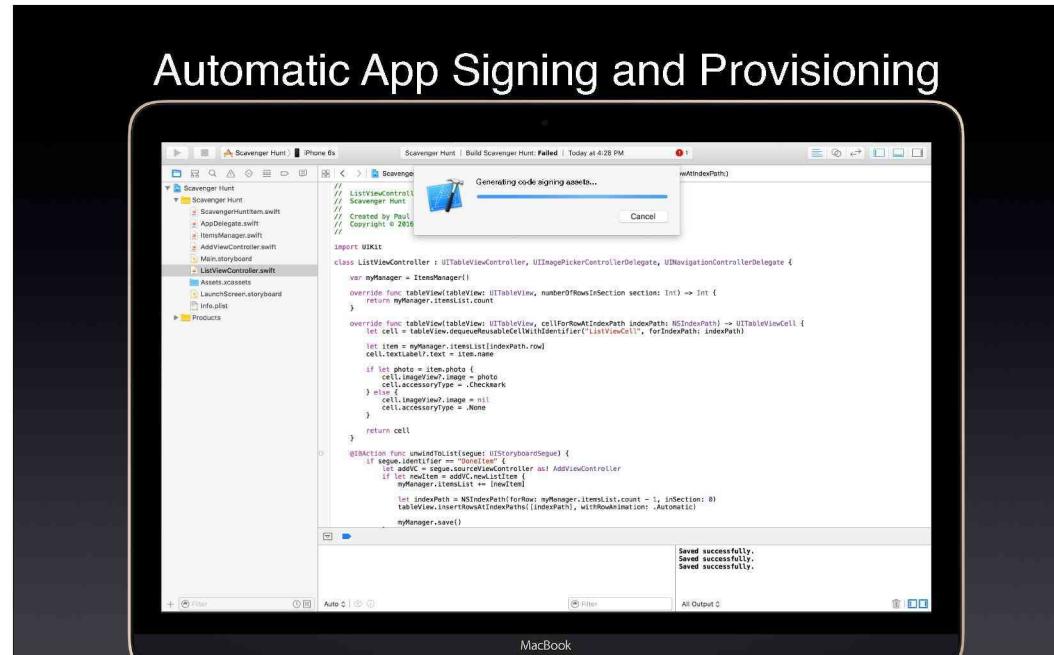
With Xcode installed, developers can start laying out their application. Storyboards allow a developer to graphically lay out a user's path through their app. Along with the graphic design tools of their choice, developers can experiment and finalize the design of their app.

And of course, most folks will spend of the majority of their time actually coding their application within the Xcode IDE with all of it's great capabilities for source code editing and debugging.



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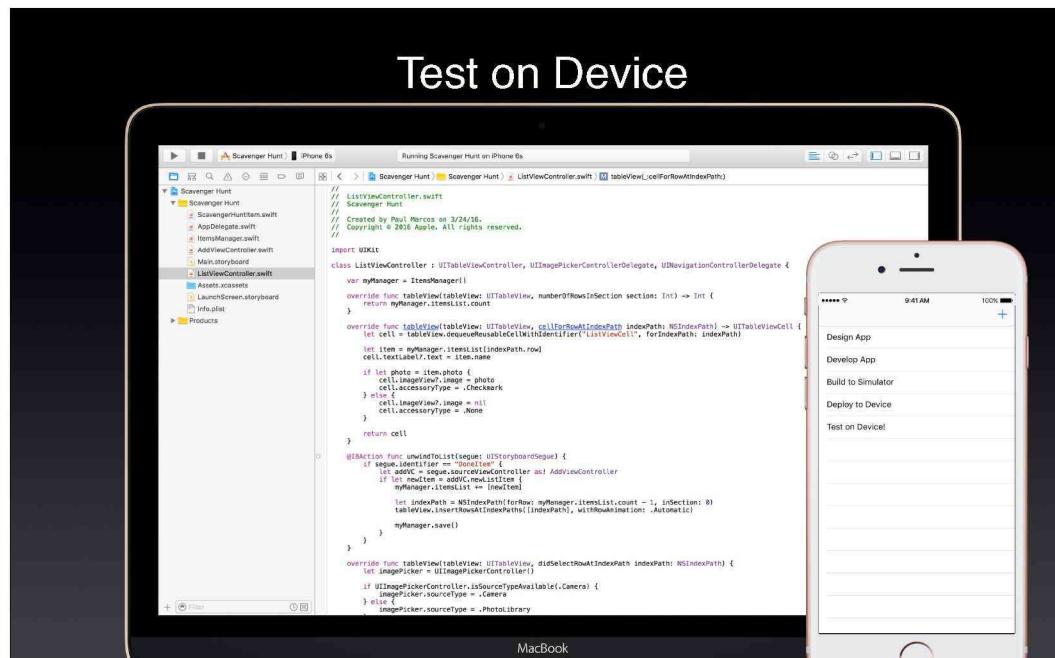
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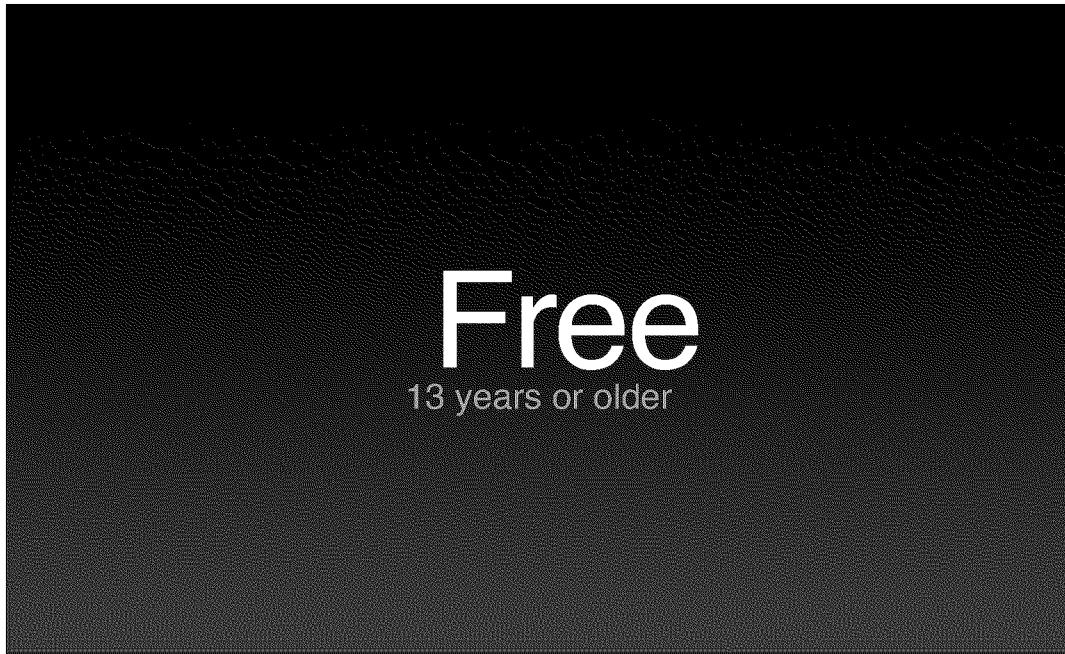
Once the application is ready for some on device testing, developers can sign in with their Apple ID to create a free Apple Developer account.

Xcode is deeply integrated with the WWDR services and will automatically register a development device, generate a codesigning certificate and a provisioning profile all of which are needed to sign and install an app on their device.

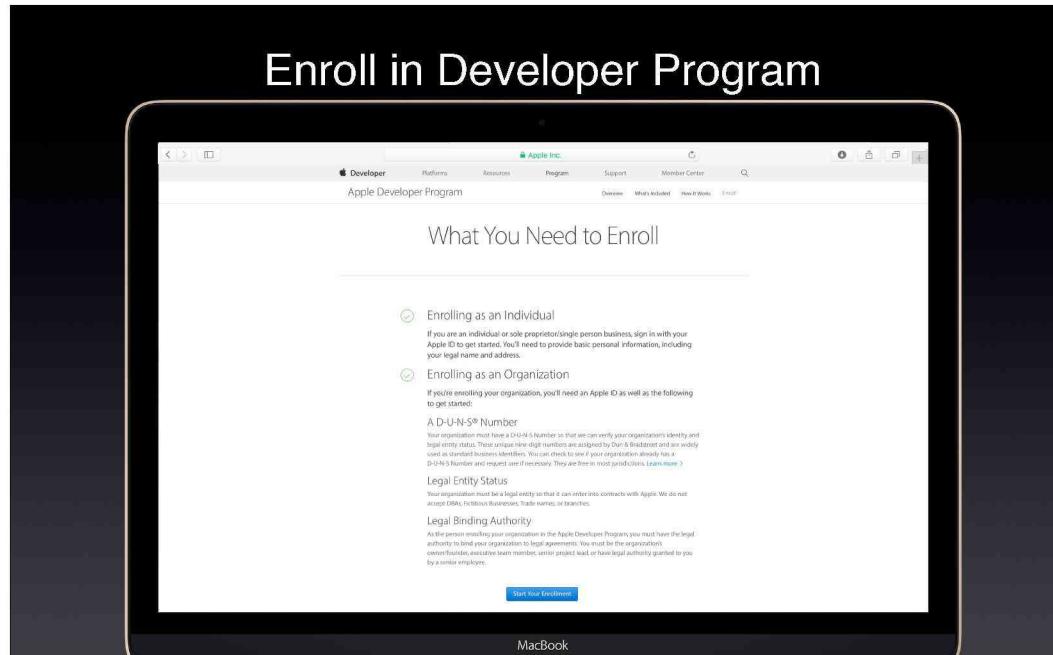
For those who remember, this single step alone used to be almost 40 separate steps.



With the app installed, developers can really get a feel for the response, design, and user experience of the app.

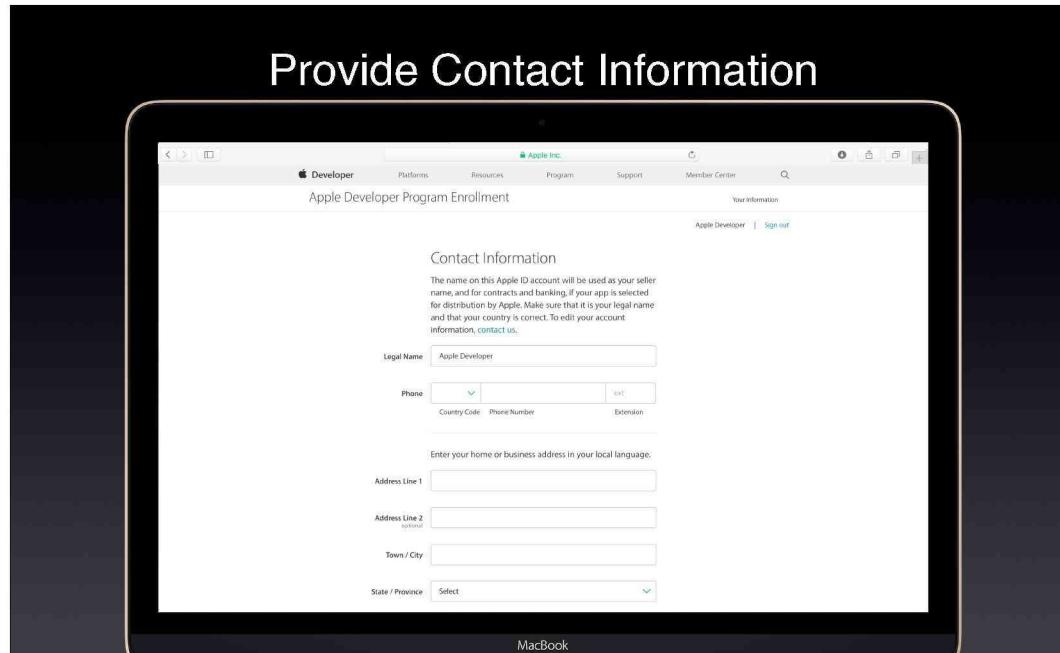


And again, everything we've seen so far is now Free for anyone aged 13 years and older.

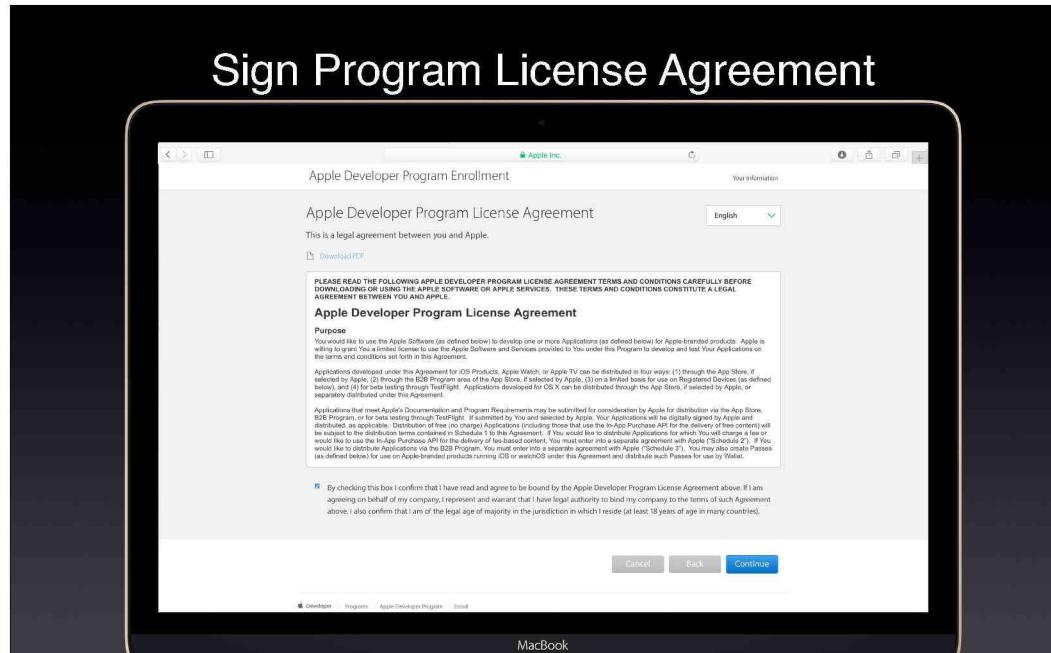


At this point, if a developer wants to distribute their application, they need to enroll in the Apple Developer Program. As I mentioned earlier, this single program supports distribution for iOS, Mac, Apple Watch, and Apple TV apps.

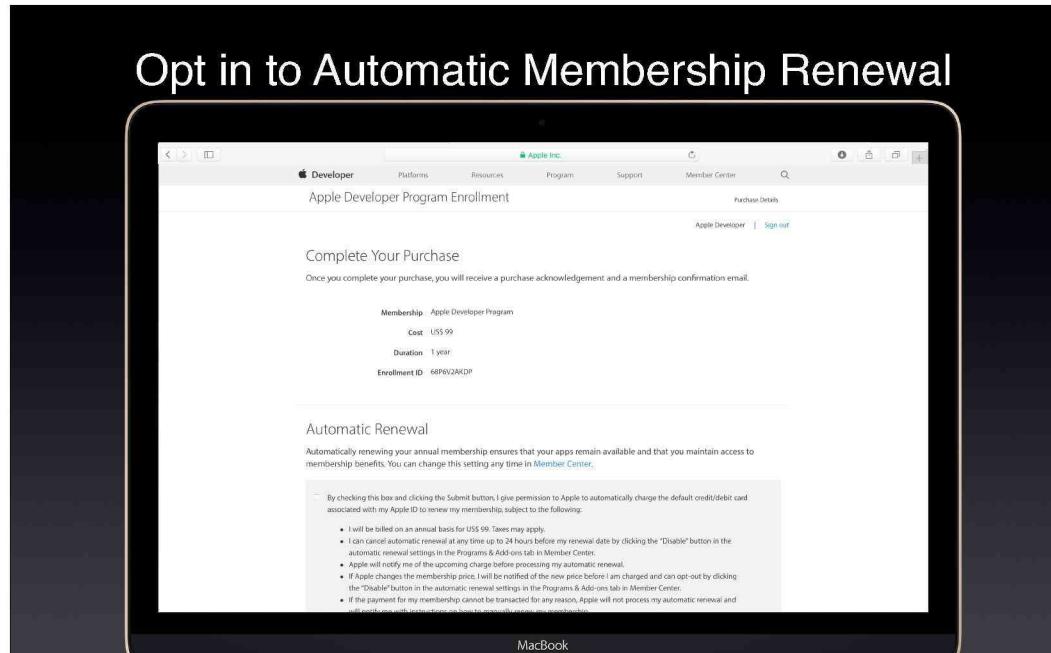
Developers can enroll in the program either as an Individual, meaning they will sell their apps under their own name. Or they can enroll as a company which allows them to collaborate with their fellow employees and distribute their apps under their Organization name.



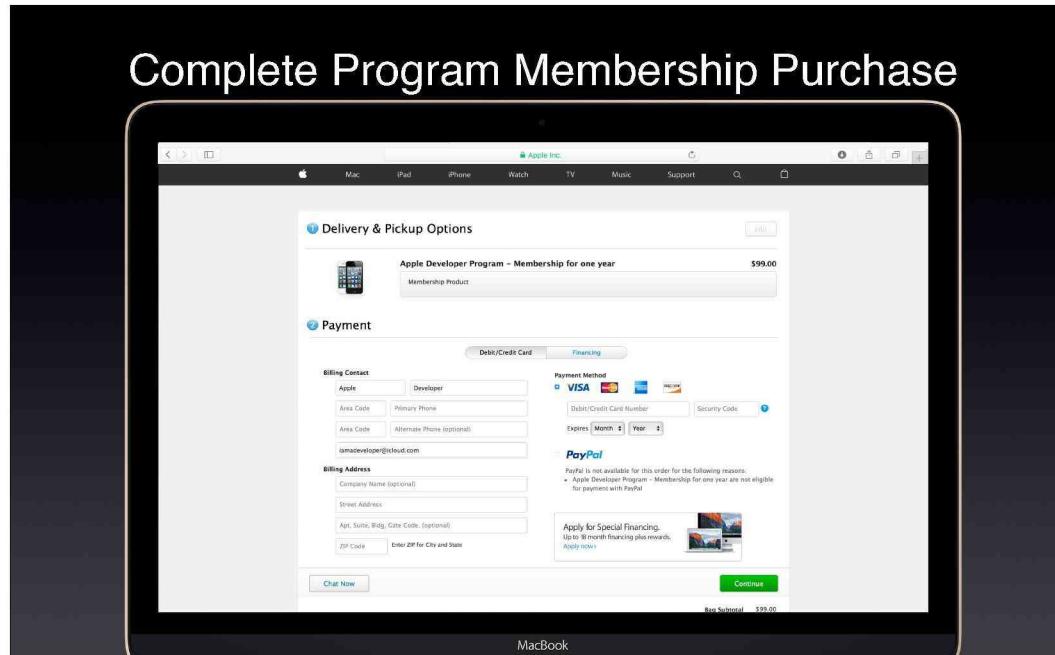
Enrolling developers need to provide their contact information for identity verification and if they're enrolling as a company, they also provide the Dun and Bradstreet number for their organization as an additional screening step. For those companies without a DUNS number, WWDR provides a service to obtain one at no cost.



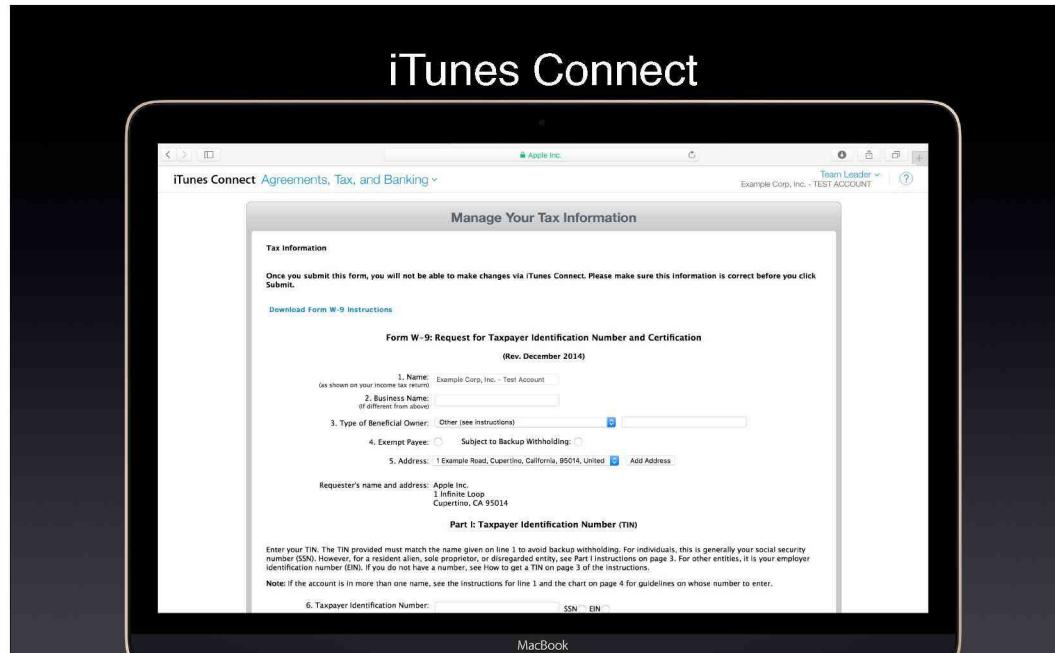
Once the identity verification is complete, developers can view and accept the Program License Agreement.



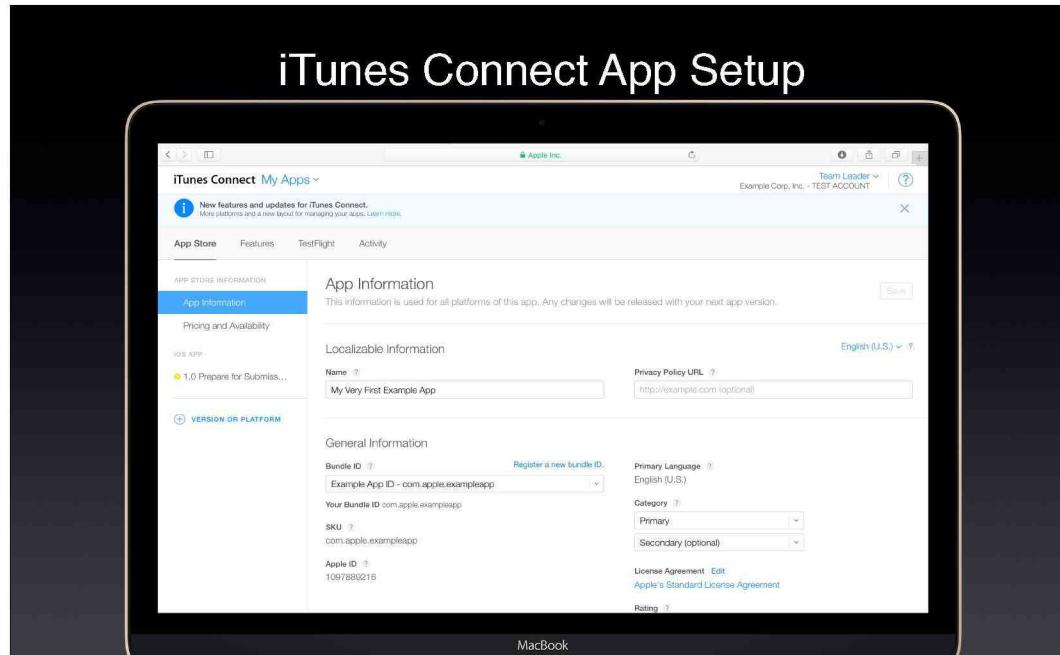
Last year, we introduced the option to automatically renew your yearly \$99 membership. Within 9 months, 34% of our paid membership has opted in to this service.



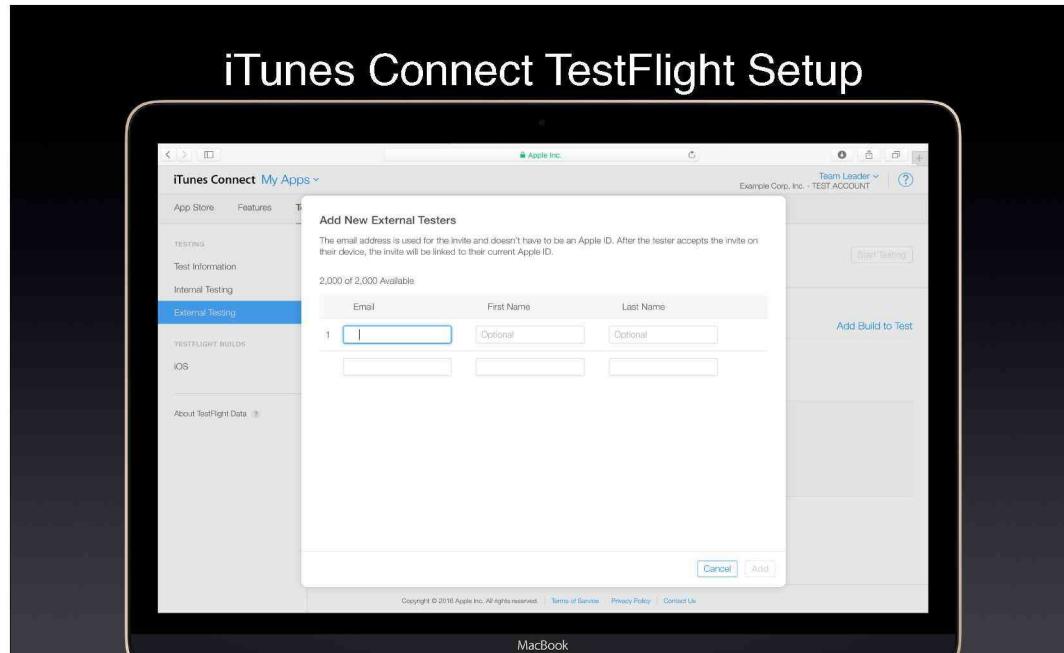
The actual membership purchase is conducted via integration with the Apple Online Store. Once the purchase is complete, developers have immediate access to the resources needed to distribute their apps.



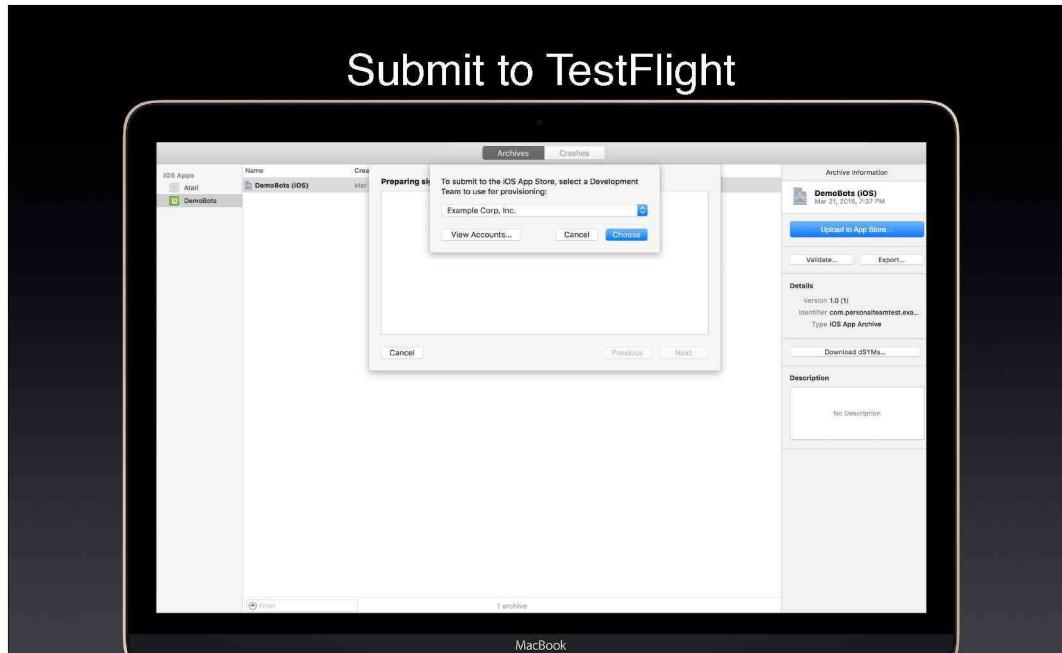
One of those resources is the iTunes Connect application. iTunes Connect provides all the tools needed to distribute apps, manage finances, and monitor app trends and analytics. The first thing a developer can do is set up their banking and tax information if they plan to charge for their app.



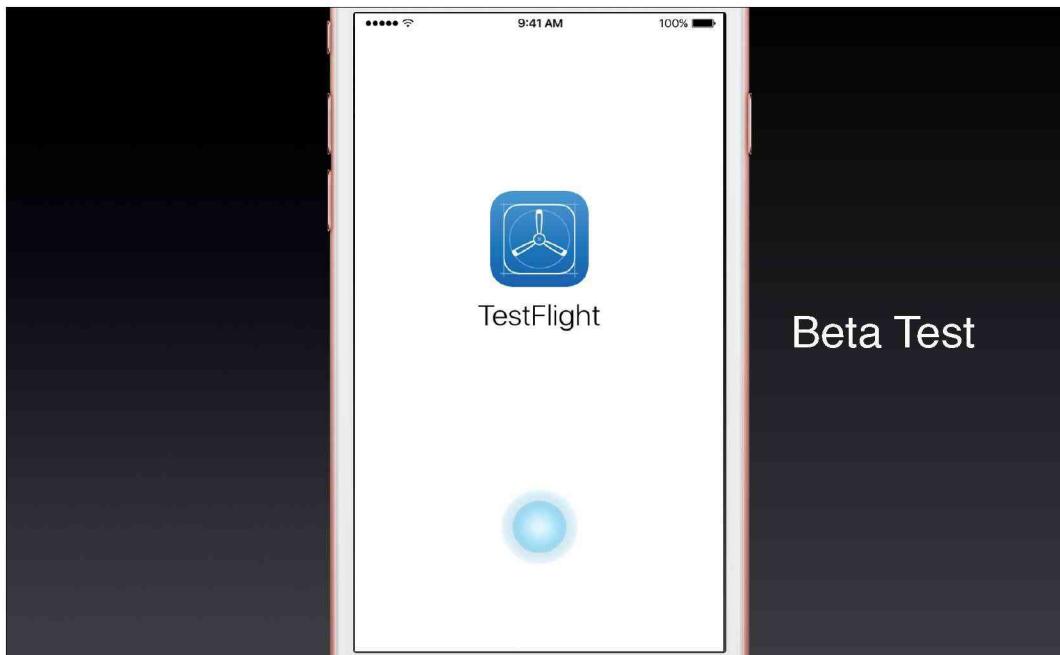
Developers need to setup each of their apps which includes proving app metadata and pricing and availability information.



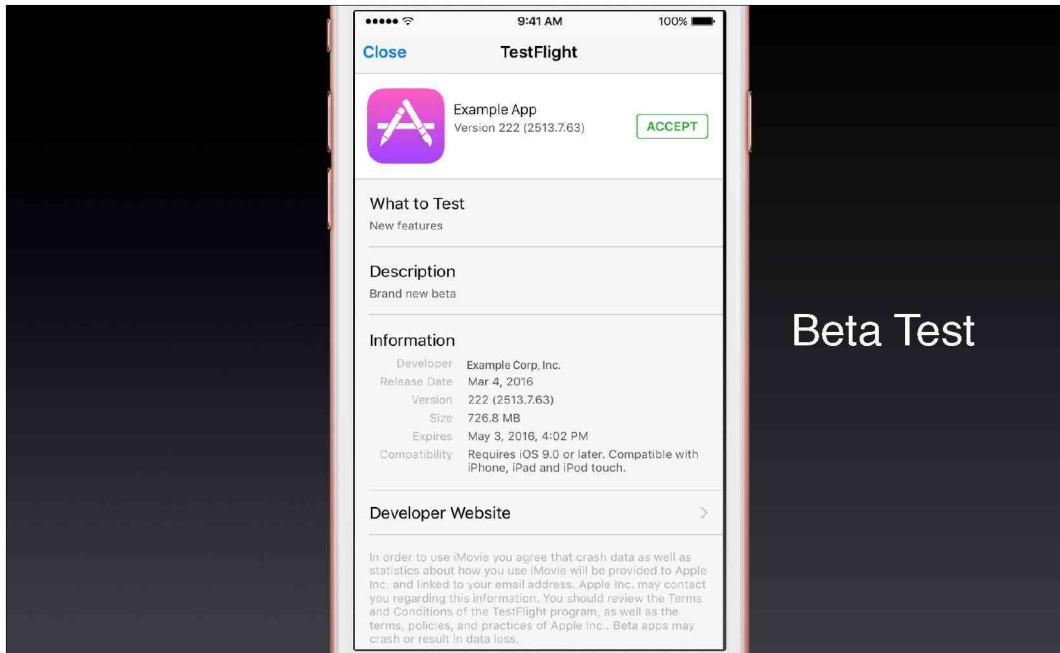
Once an app has been setup, devs can immediately take advantage of TestFlight which is a service that makes it easy for devs to beta test their apps before releasing them on the App Store. You can invite up to 2000 beta testers to collect feedback on your app.

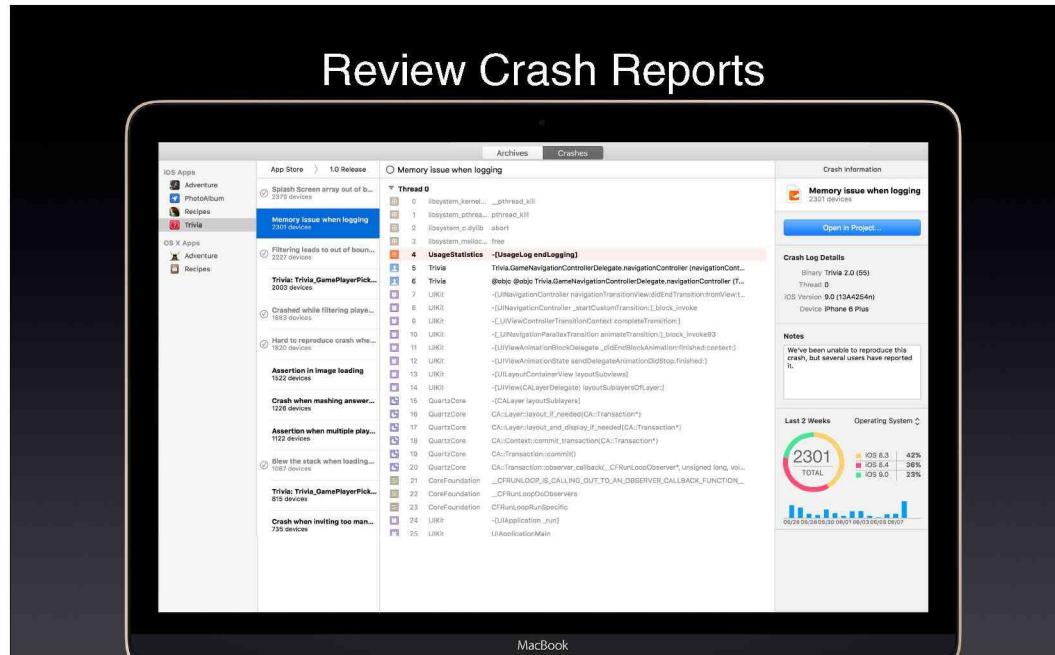


Within the Xcode Organizer, developers can automatically sign their application and submit it to the App Store for TestFlight.

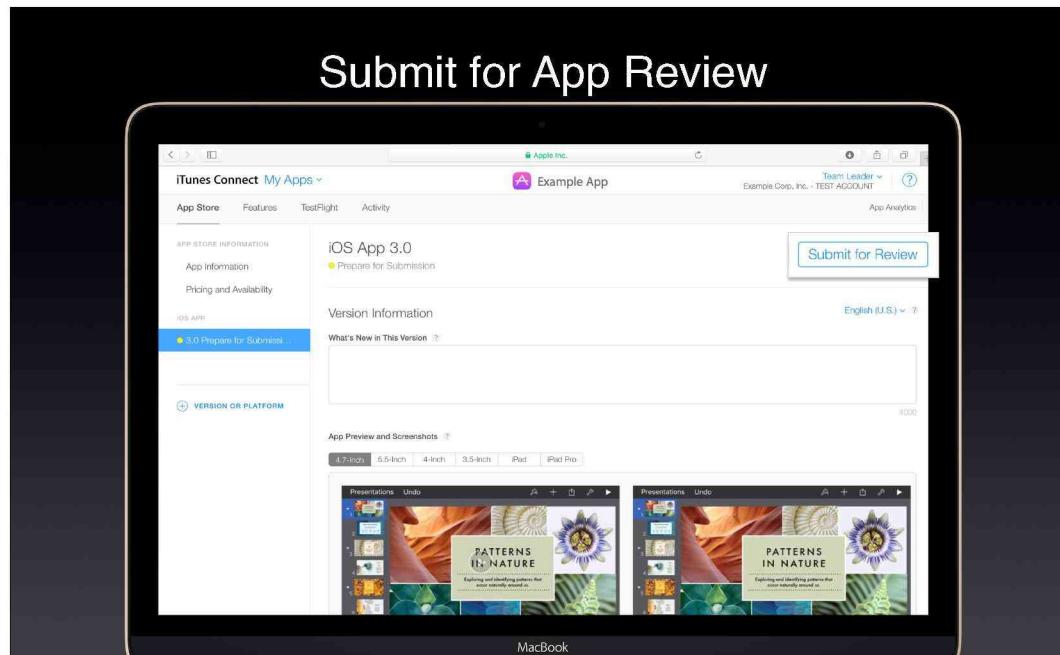


Once the app completes beta App Review (which takes less than one day), their testers will receive an email inviting them to install the beta app.





As testers use the application, crash logs are automatically sent to Apple and provided to the developer within Xcode. The dev can address the prominent issues discovered before <click>



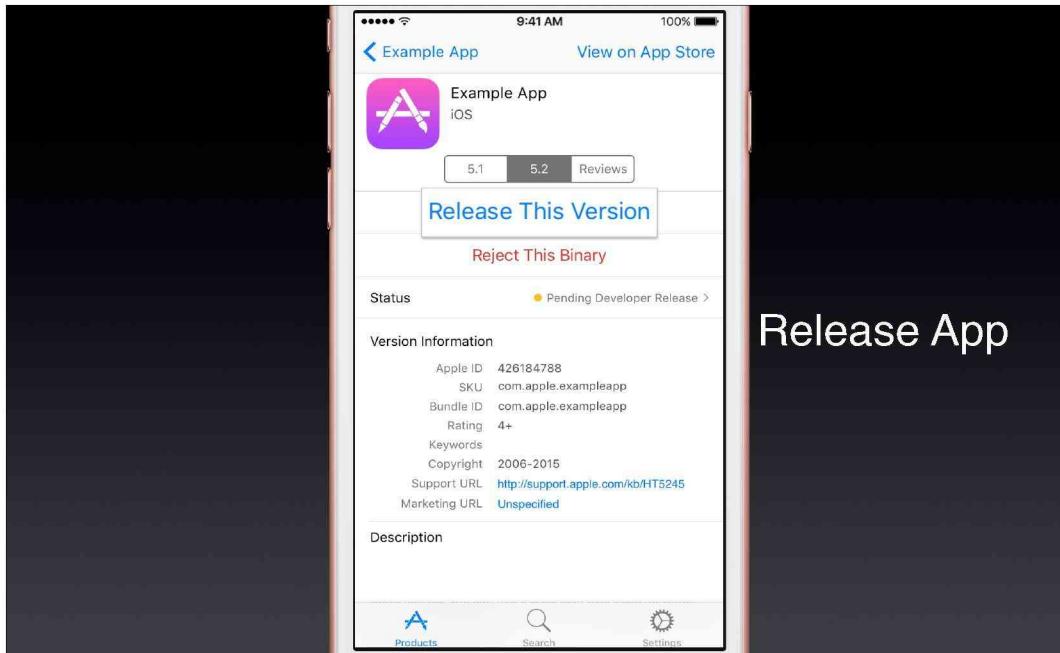
submitting their final candidate to the App Review team.



On average, App Review takes ~7 days to complete and once the App is through review, developers receive a notification that their app is ready to go live.

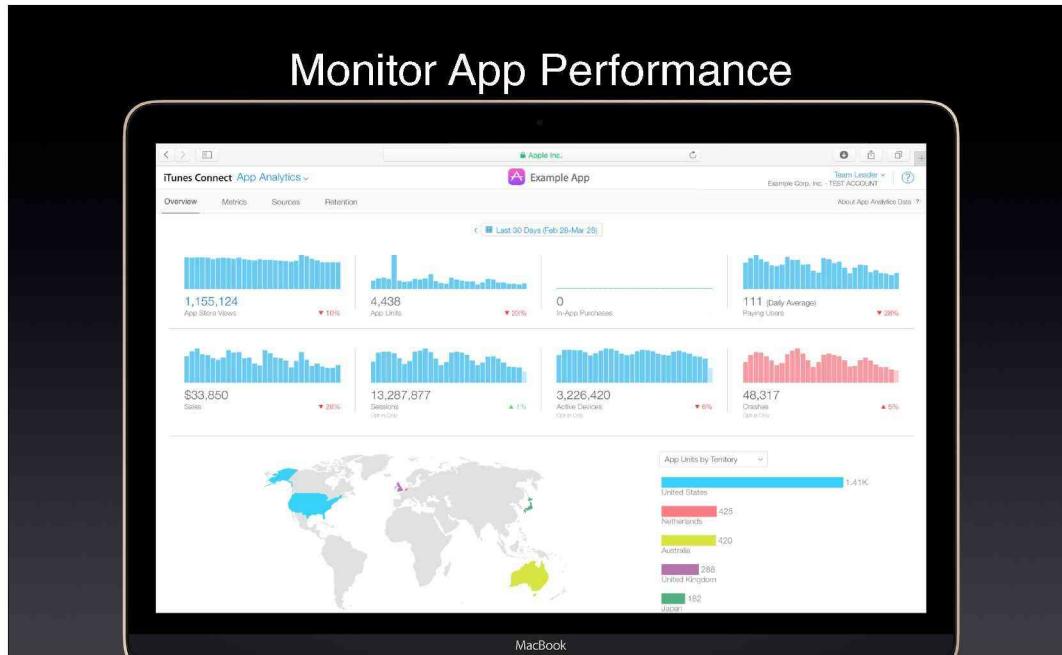






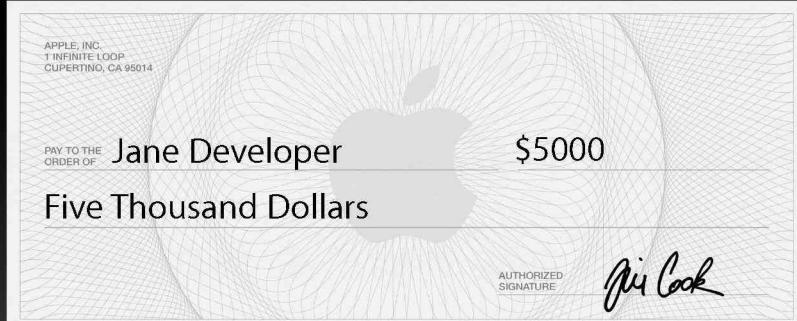
## Release App

Within iTunes Connect, or the iTunes Connect Mobile app, developers can release their app to the world.

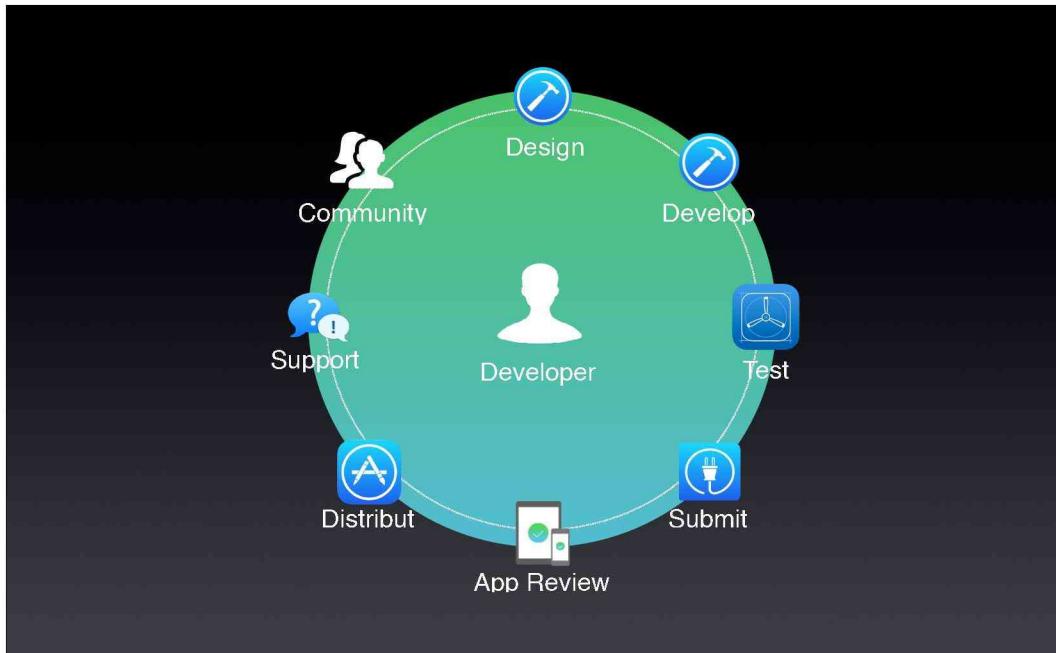


With App Analytics and Sales & Trend reports, devs can monitor their applications as they plan for a future release.

## Receive Monthly Payment



And of course, each month the developer will receive the reward for their hard work.



So as you can see, the path from code to customer spans a wide range of organizations here within Apple and there are opportunities for improving this experience in every aspect.

# Roadmap

Apple Confidential. Need to know

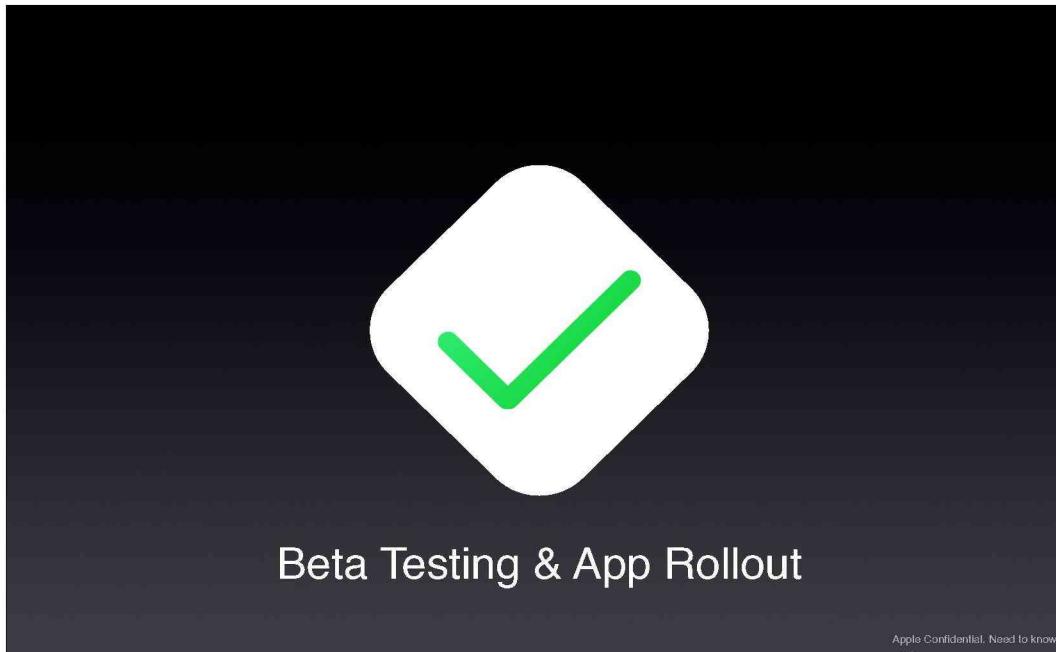




An area that we're heavily focusing on is App Review and getting that 7 day review time down to 48-hours.



To accomplish this, we're introducing a 7-day staffing program, working on a brand new OS X-based app to expedite the processing of app by reviewers, automating as many tasks as possible, and focusing on the uptime of the tools used by our review team. If a tool is down for a single day, thousands of apps pile up.



Nothing slows down review more than having to download, install, and process apps that haven't been tested at all and crash on launch. The better the state of the app coming into review, the faster the review process can be as a whole. And while an app may function perfectly for a reviewer, sometimes apps get released that have critical bugs on older hardware and a developer scrambles to ship an update.

To address these two problems, we're focusing on augmenting features for beta testing with TestFlight, and giving developers more control of how their apps can be rolled out on the store.

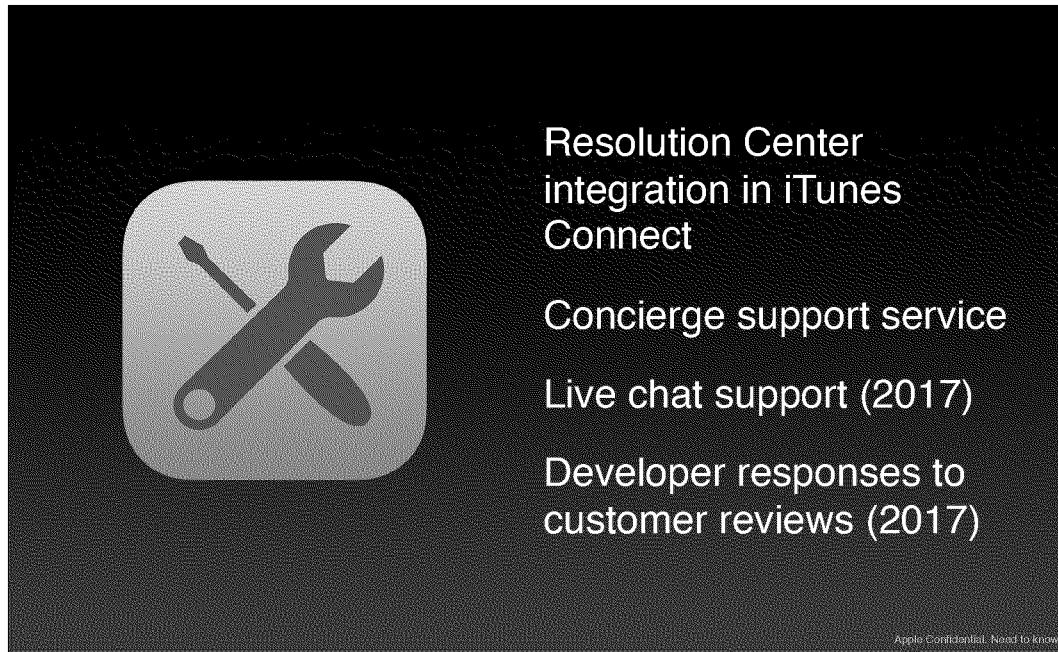


Within TestFlight, we're going to allow developers to simultaneously distribute multiple versions of their beta app so they can get a better idea of how the versions performs. Also, to facilitate tester management, groups are going to be introduced.

With staged rollouts, a developer can slowly rollout a new version of their app onto the App Store instead of it going live to all customers at the same time. This gives them time to react and stop a rollout if a critical bug is discovered. And in that event, we're going to introduce Version Rollback which will allow developers to immediately pull down the latest release of their app and revert to the last reviewed version without having to go back through App Review.



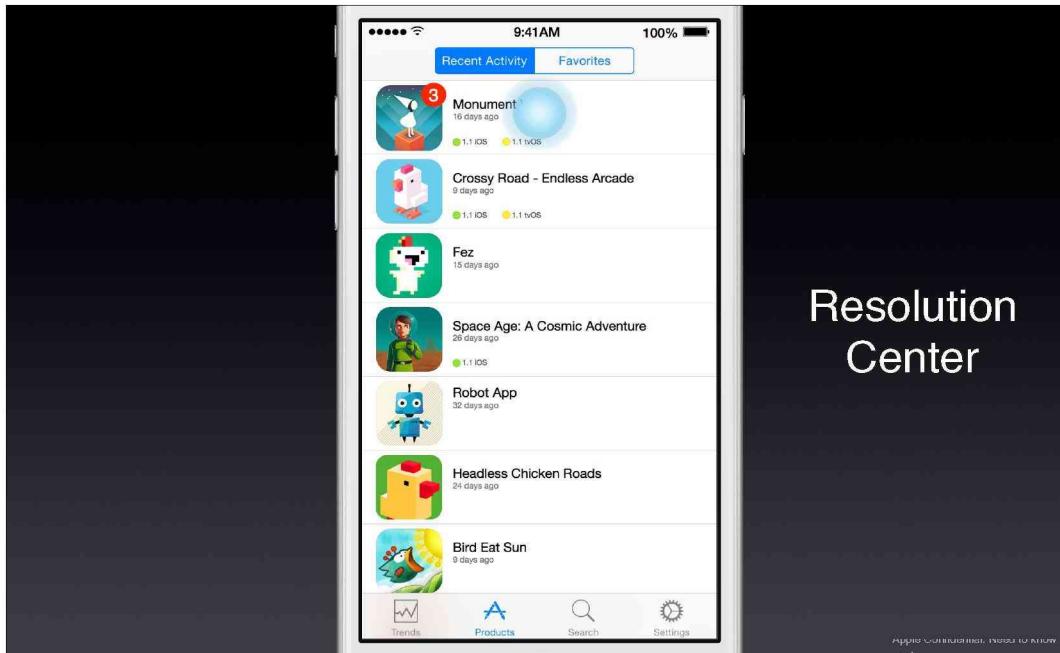
With so many Apple teams affecting the App Store, getting support for a specific issue can be confusing for a developer. So we're planning to revamp our Support efforts to make it simple for devs to get their answers.



Last week, Resolution Center which is a way for App Review to communicate with developers, was integrated into the iTunes Connect Mobile application. Now devs immediately know when App Review needs to get in touch with them.

We're also working on a Concierge-like support revamp which will provide a single point of entry for developer support requests and route them seamlessly to the specific Apple Team that can help them.

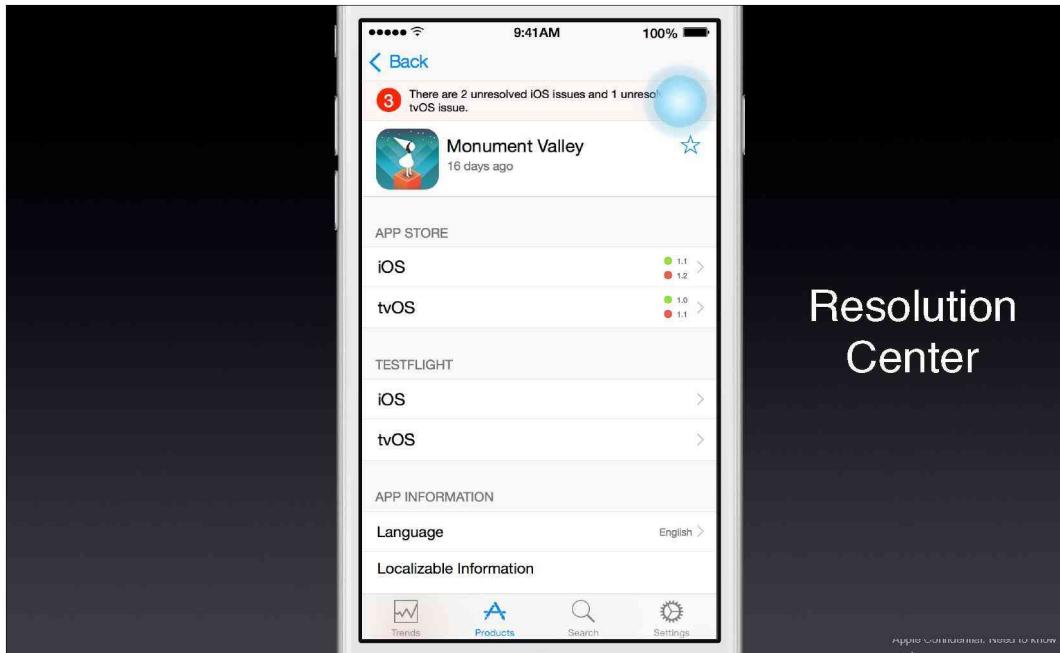
And in 2017, we're planning to introduce live chat support and allow developers to respond directly to customer review on the App Store.



## Resolution Center

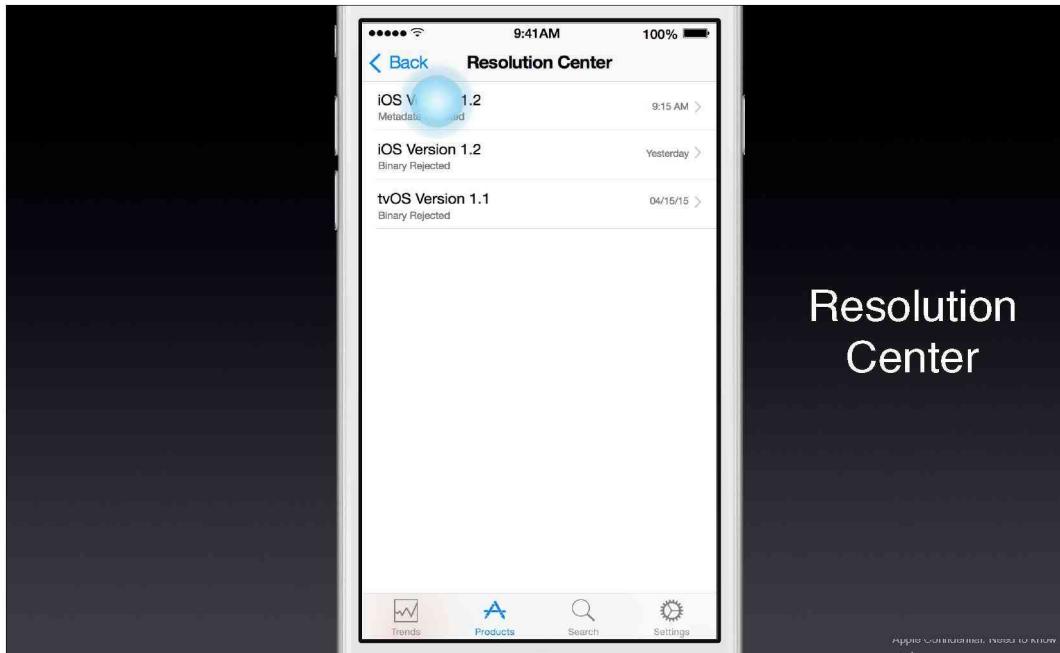
And here's the Resolution Center integration within the iTunes Connect Mobile app which was just launched a week ago on 3/29. Since launch, ~1000 incidents are getting looked at each day.

With Resolution Center, developers can see messages and alerts for each app they're developing.



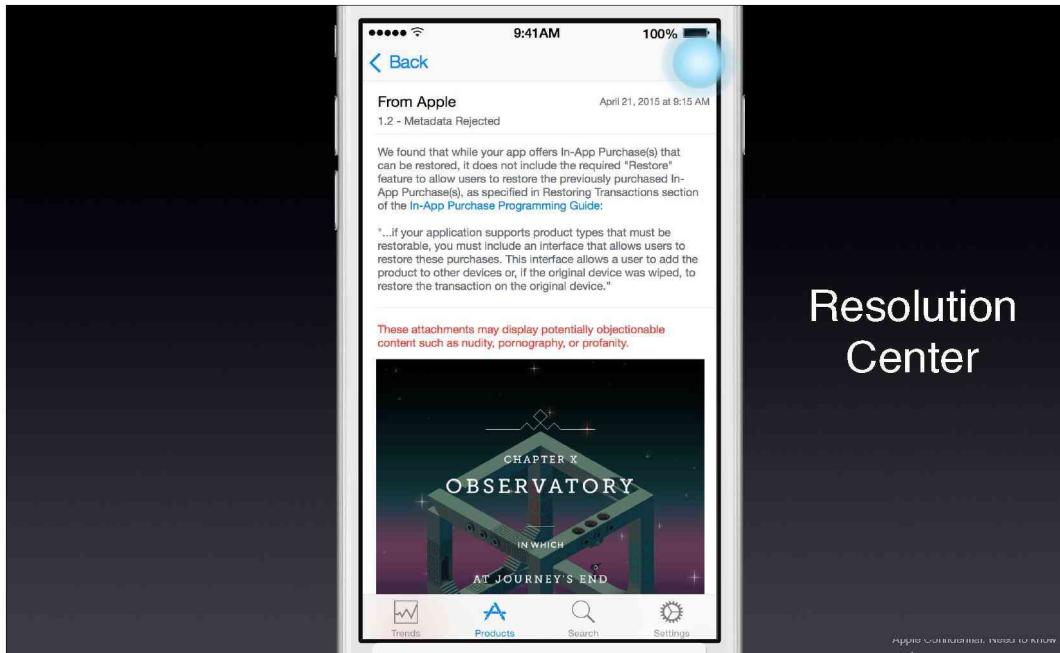
## Resolution Center

Clicking on an app reveals the types of issues for a given app. Diving in another level <click>

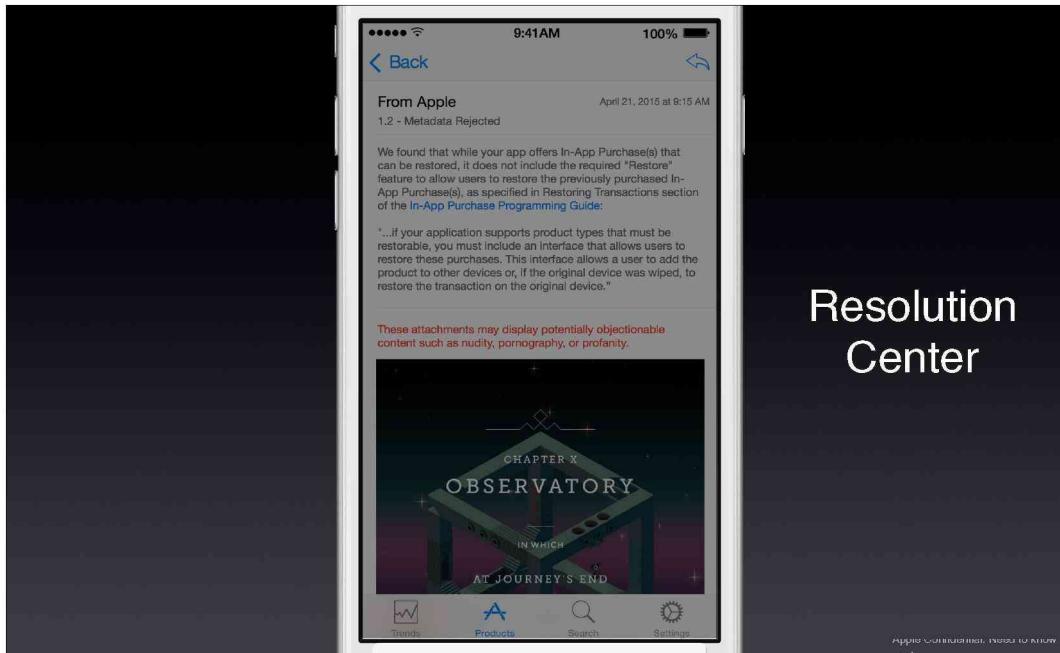


## Resolution Center

reveals the issues by version.



When looking at an incident, developers can immediately reply to the App Review team right there within the app.

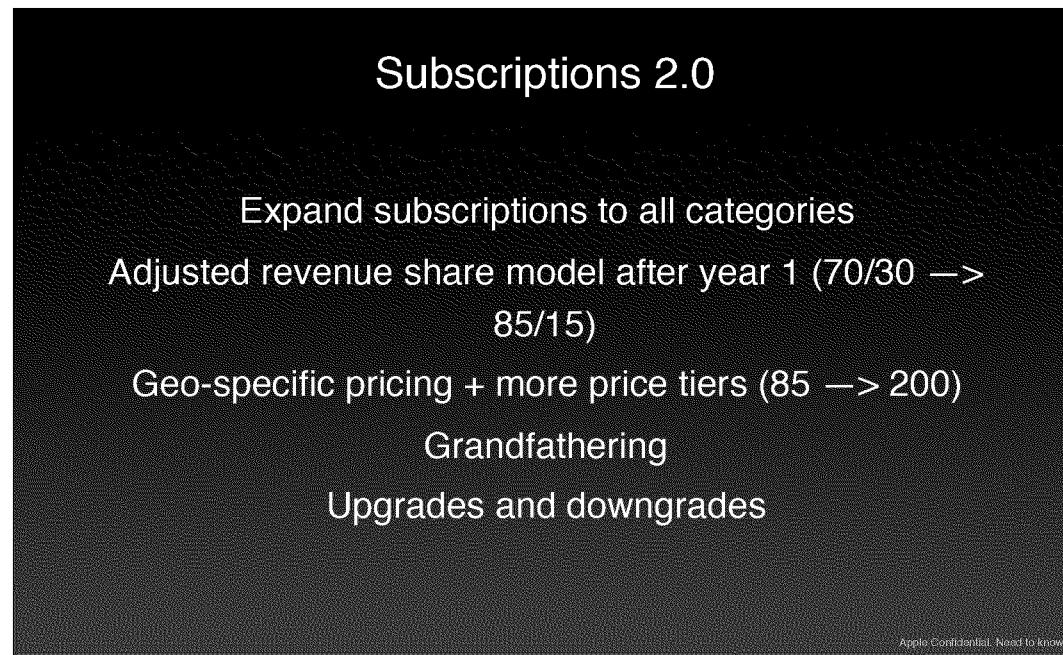


## Resolution Center

Developers have already started embracing this new option and have responded to 200 App Review inquiries already.



All of these things are very important, but at the end of the day, what developers care about most is MAKING MONEY.  
As you may remember, the fastest growing business model on the App Store from a billings perspective is SUBSCRIPTIONS, and at WWDC, we'll be announcing a way for more developers to make money...



...which is opening up subscriptions to all categories!

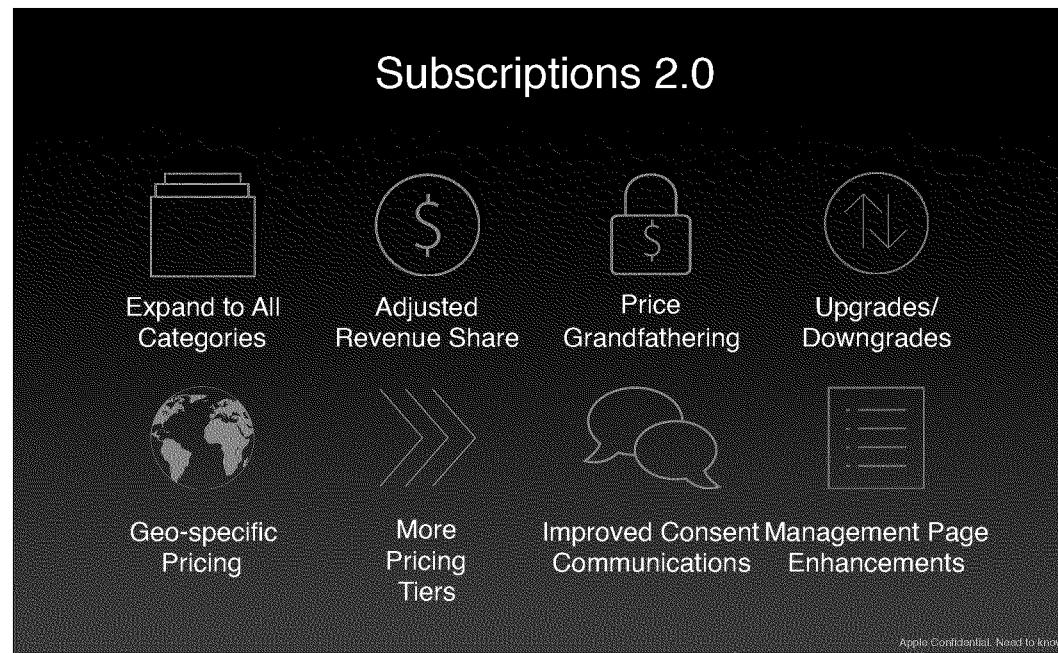
Adjusted revenue share model after year 1 (85/15)

Geo-specific pricing + more price tiers (85 —> 200) Grandfathering

Upgrades and downgrades

Improved price increase consent communications

Subscriptions management page enhancements



Opening up subscriptions to all categories!

Adjusted revenue share model after year 1 (85/15)

Grandfathering

Upgrades and downgrades

Geo-specific pricing + more price tiers (85 → 200)

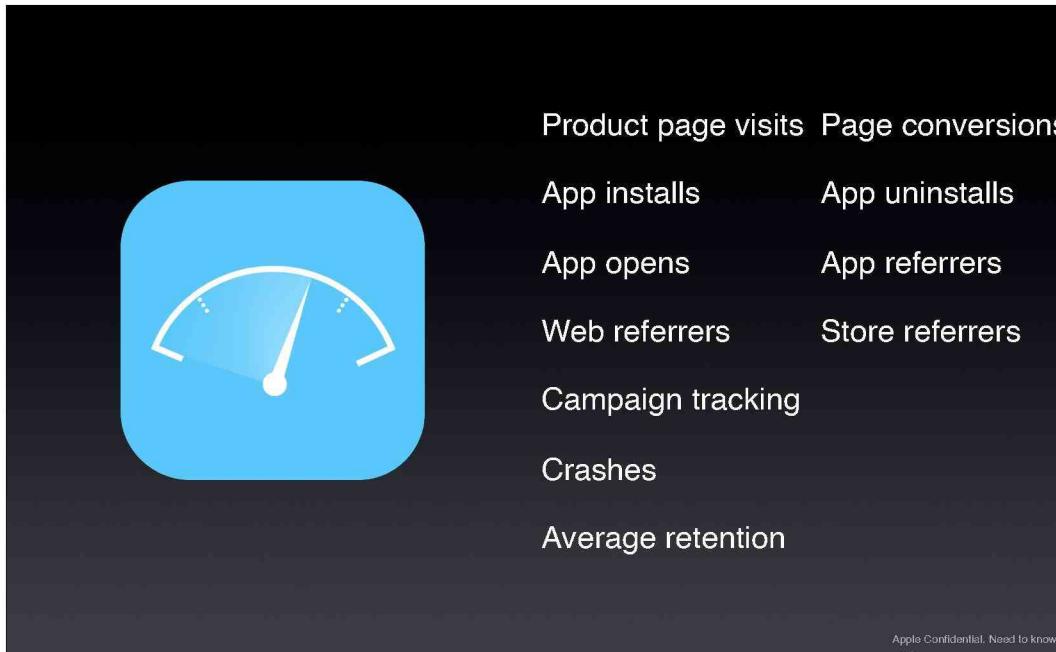
Improved price increase consent communications

Subscriptions management page enhancements



Another way we're helping developers better monetize their apps is through APP ANALYTICS.

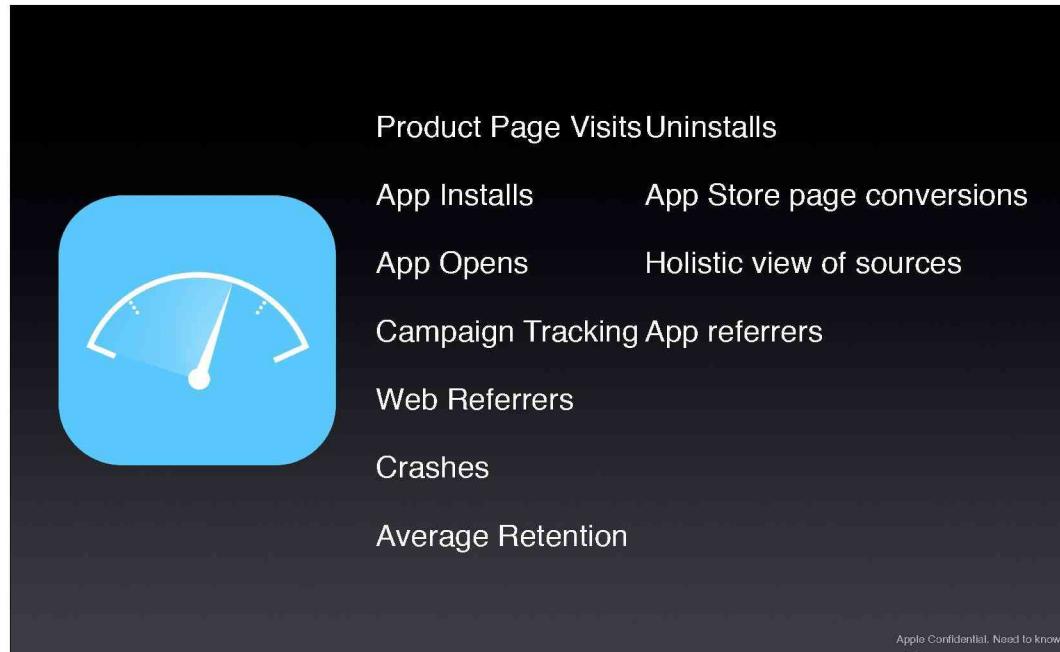
We launched App Analytics last May with these features, and we'll be adding (click) FOUR MORE metrics in Whitetail to give developers more information to help them make smarter decisions, including UNINSTALLS, CONVERSION FROM THEIR APP STORE PRODUCT PAGES,



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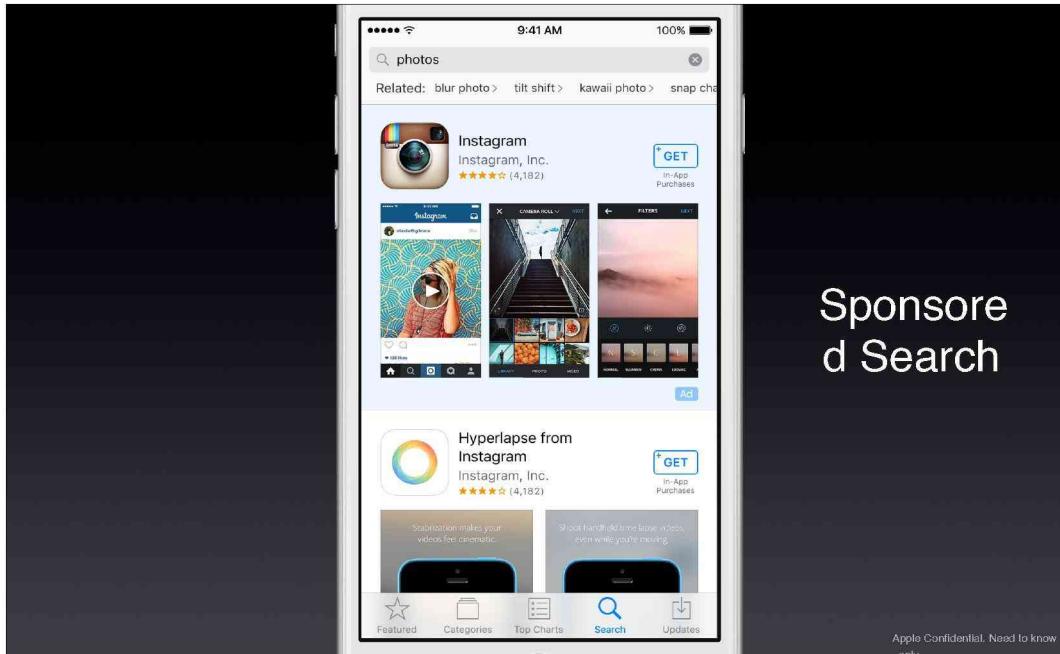


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## UNINSTALLS...

**Holistic view of sources:** App Analytics will allow developers to measure their incoming traffic to the App Store from organic as well as marketing channels. They will be able to breakdown their referrals from internal sources such as Browse, Top Charts, Search Results Pages and external referrals from 3rd party apps and web campaigns..

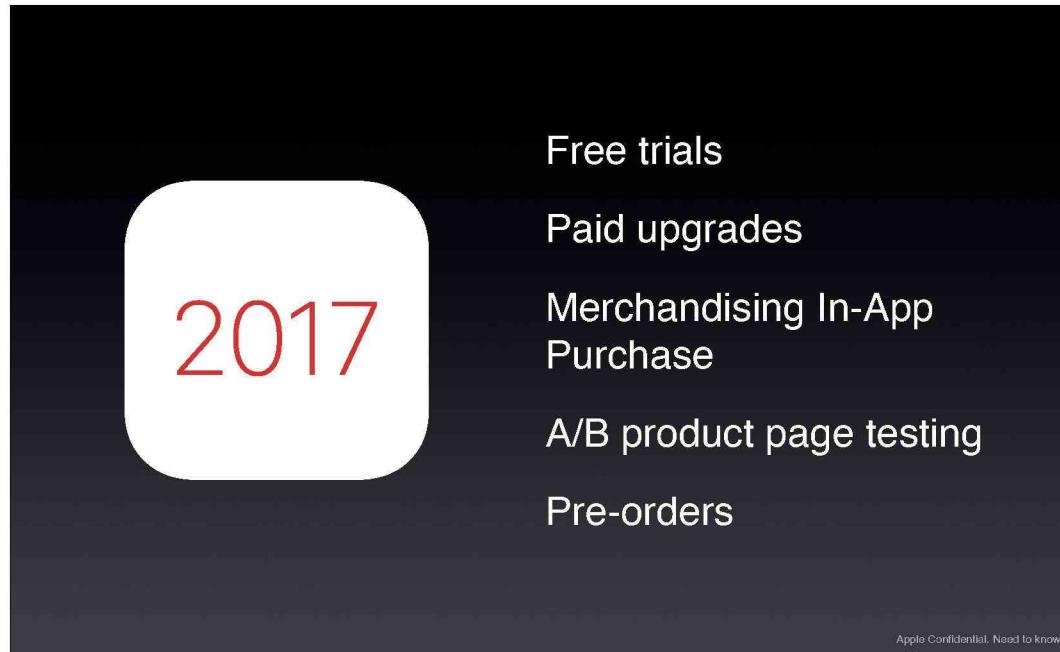


## Sponsored Search

ANOTHER WAY WE'RE GOING TO HELP DEVELOPERS MAKE MONEY AND DRIVE DOWNLOADS IS TO GIVE THEM THE ABILITY TO PROMOTE THEIR APPS VIA SPONSORED SEARCH RESULTS on the store. Search drives over 75% of app downloads.

- 1) ADS PERSONALIZED TO USER – First slot on search result page, Relevant to both the search query and individual, Real-time continuous feedback loop
- 2) OPEN FOR ALL DEVELOPERS – Self-serve interface including APIs for sophisticated developers, Dev will pay only if ad is tapped, Deep reporting to help understand ROI
- 3) CLEAR PRIVACY CONTROLS FOR USERS

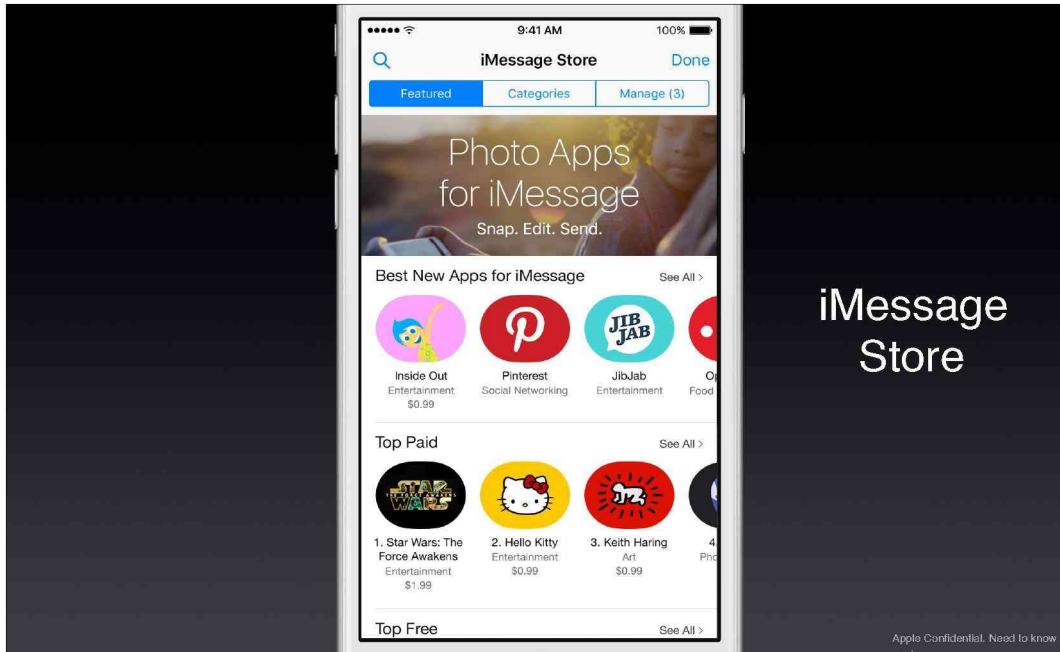
US only for launch, WW in 2017



In 2017, we are targeting several additional features to help developers, including...

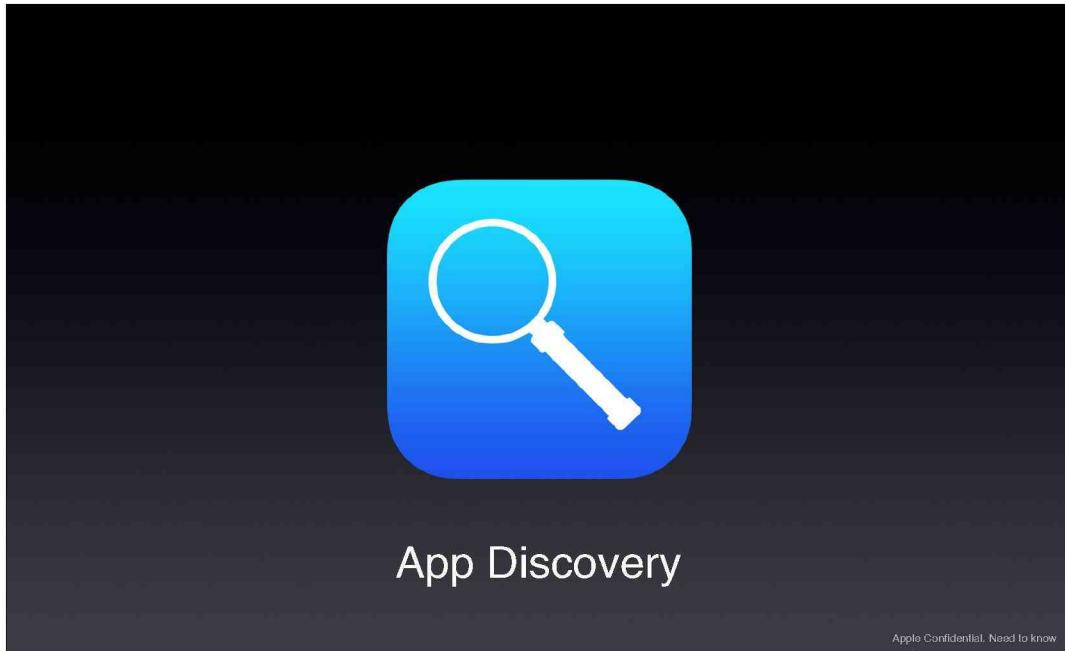


NOW LET'S SHIFT GEARS AND TALK ABOUT WHAT WE'RE DOING TO HELP OUR AMAZING CUSTOMERS...

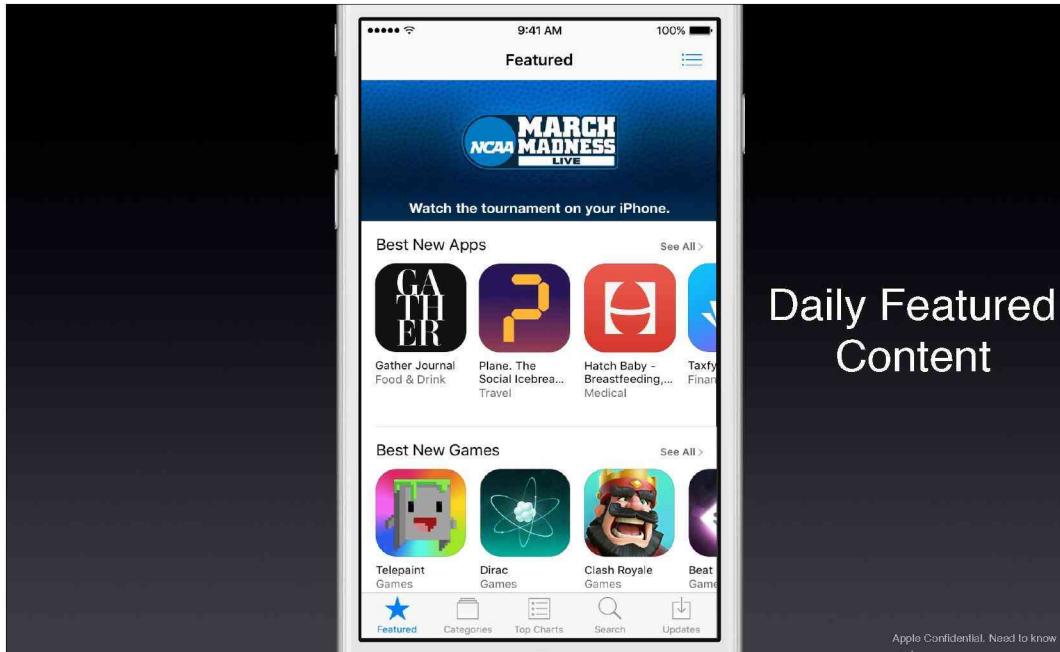


## iMessage Store

As you heard earlier, in iOS 10 we're launching a whole new store for iMessage Apps and the new Expressive Messaging. Like the App Store, the iMessage Store will be editorially curated, with featured content, categories and top charts, and we're excited to see what developers come up with.

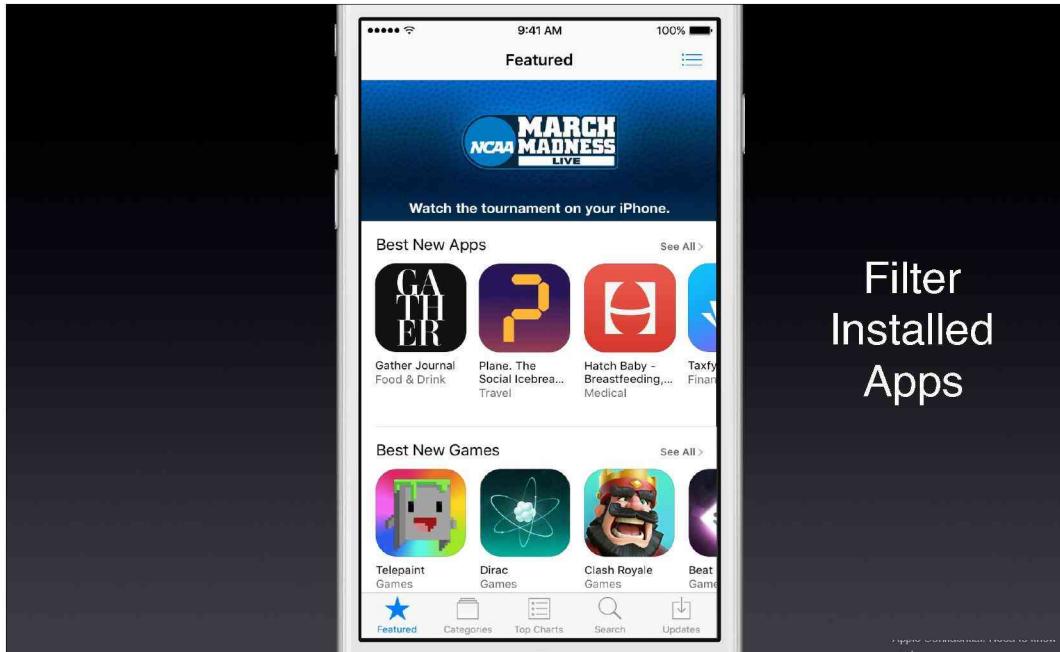


THE #1 THING we hear that CUSTOMERS – AND DEVELOPERS – want is MORE HELP DISCOVERING APPS...



## Daily Featured Content

For the past 8 years, we have updated the App Store only ONE TIME PER WEEK, on THURSDAYS. Well, we want to give customers a reason to come back more often, and ideally every day, so we have started UPDATING OUR FEATURED CONTENT ON A DAILY BASIS. We're getting great initial feedback from customers AND developers, and we're already seeing higher download conversion rates from these pages, which was the goal



Filter  
Installed  
Apps

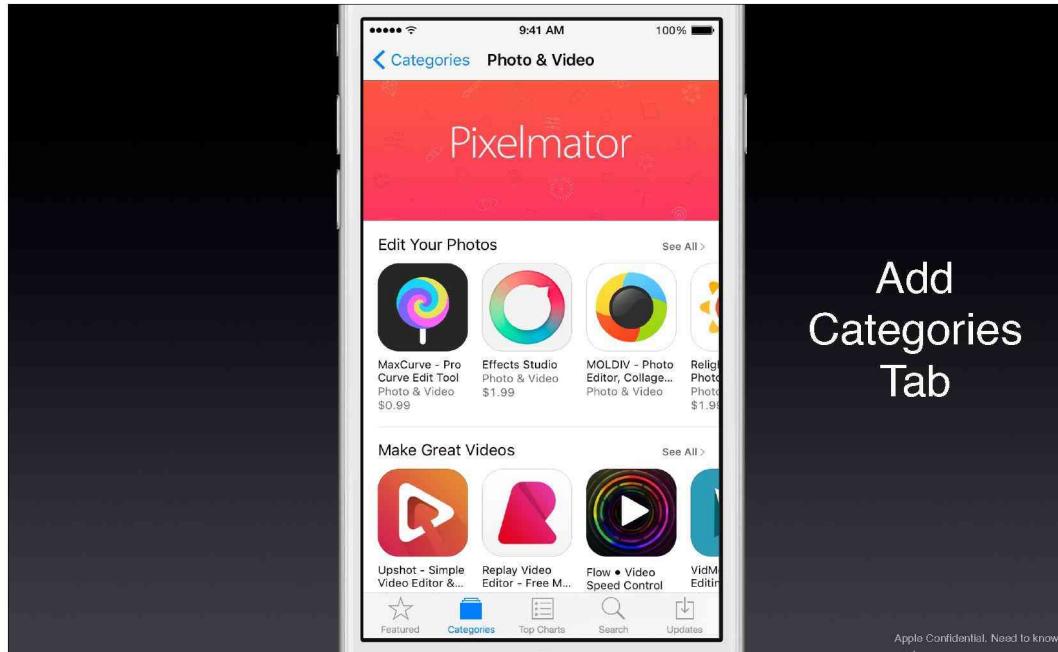
In Whitetail, we're going to start FILTERING OUT APPS THAT YOU HAVE ALREADY INSTALLED (click), which will help our customers discover more new apps, and not see apps they already own...



## Add Categories Tab

In Whitetail, we will also be bringing the CATEGORIES tab back in our main navigation.

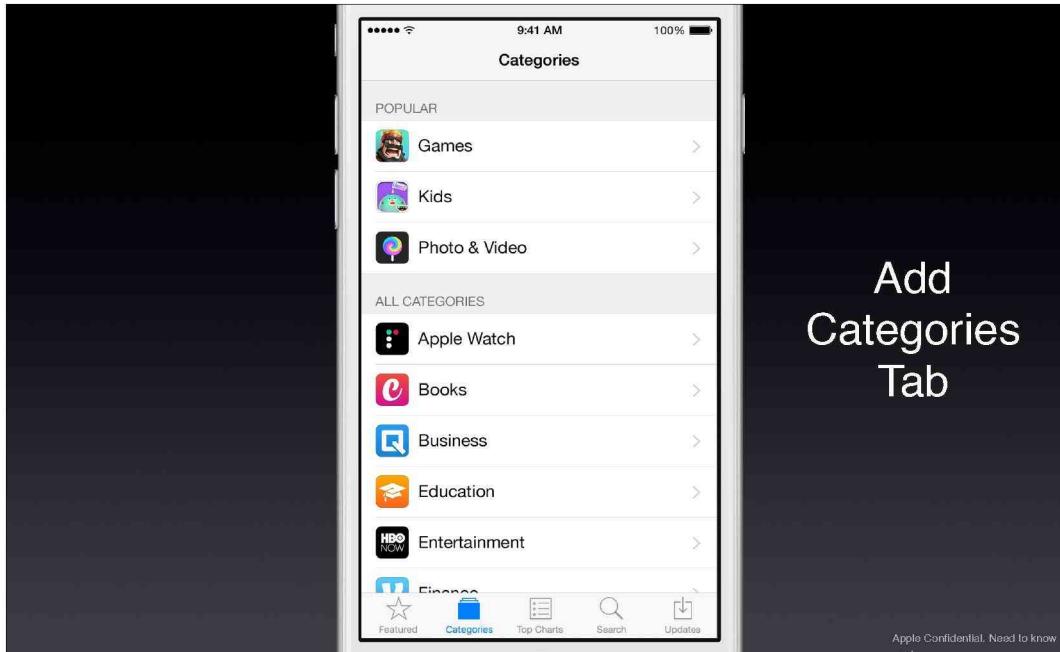
ALL of our CATEGORY PAGES worldwide are EDITORIALLY CURATED, featuring apps and games hand-picked by our editors; we will also add new categories for APPLE WATCH, to help customers find AW-enabled apps, and add a category for iMESSAGE APPS & STICKERS



## Add Categories Tab

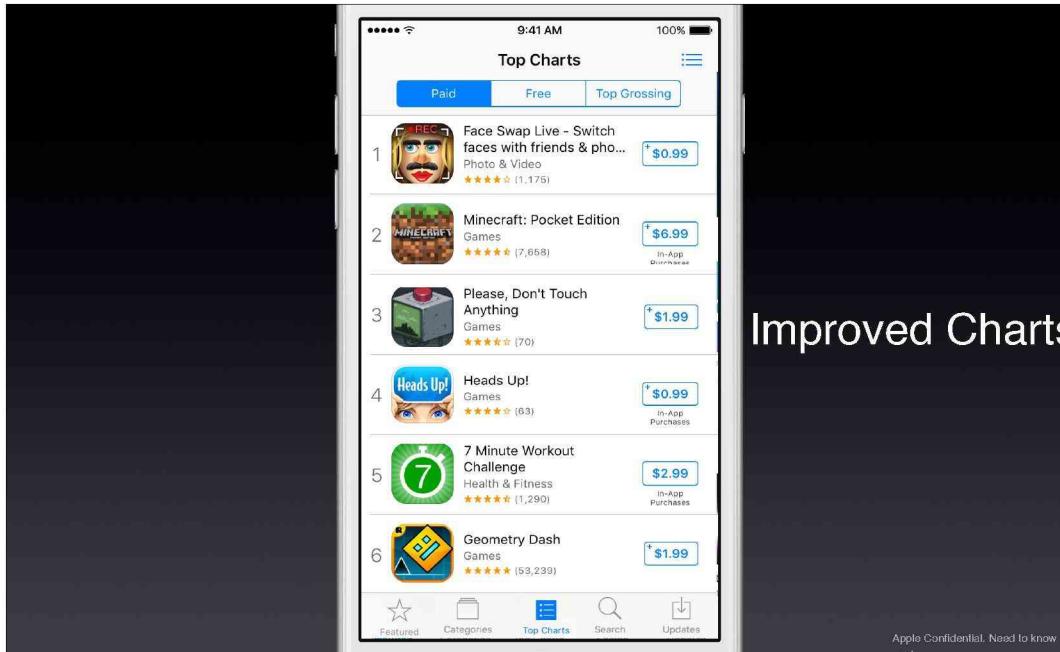
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## Improved Charts

OUR CUSTOMERS LOVE CHARTS, and we're going to be making our charts a lot better and more helpful for our customers, utilizing new signals like AGGREGATED APP USAGE DATA, which will IMPROVE THE QUALITY of our charts, while also reducing FRAUD



## Chinese and Japanese Search Improvements

### MAKING MAJOR SEARCH IMPROVEMENTS FOR BOTH CHINESE AND JAPANESE, INCLUDING...

**Ranking improvements** – Building on previous ranking improvements based on user behavior. The initial work on this had a tremendous impact worldwide, especially CN and JP

**Expansion of query refinements** – misspellings, synonyms, and removal of superfluous words in queries

**Fraud and spam prevention measures** – Identifying spammy words in titles/keywords and cleansing them. Working in conjunction with the metrics and client teams to institute a rigorous authentication mechanism to ensure fraudulent user behavior events are removed

### Hints improvements

Explanation: De-dupe, group similar queries, and remove misspellings from search hints (suggestions).



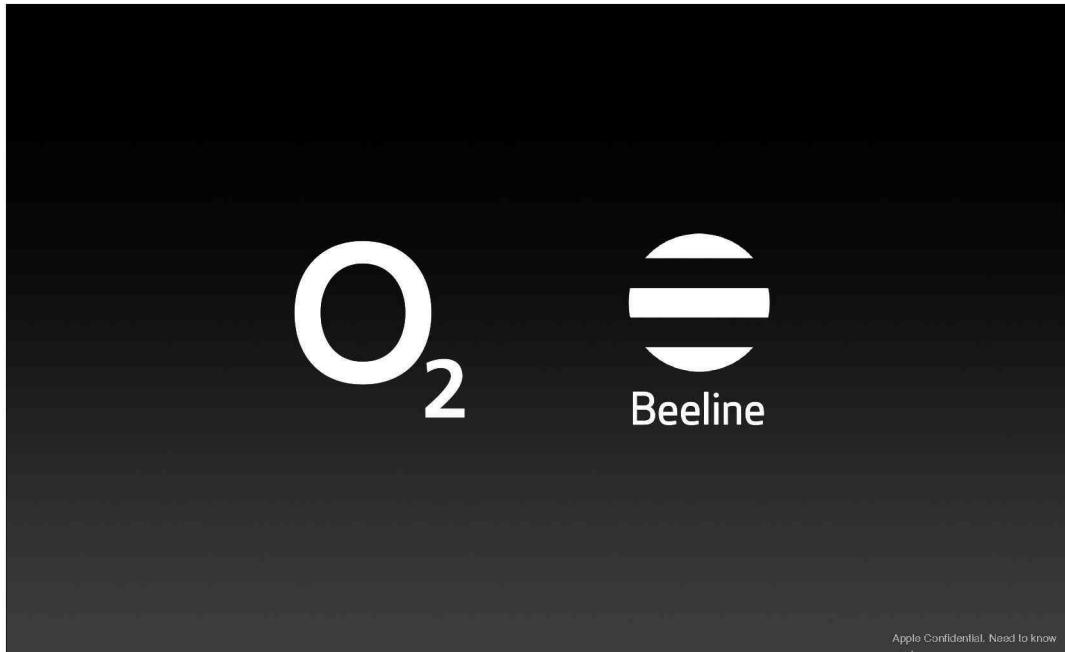
ANOTHER BIG AREA OF FOCUS FOR US THIS YEAR is around PAYMENTS, and specifically offering more payment methods to our customers around the world



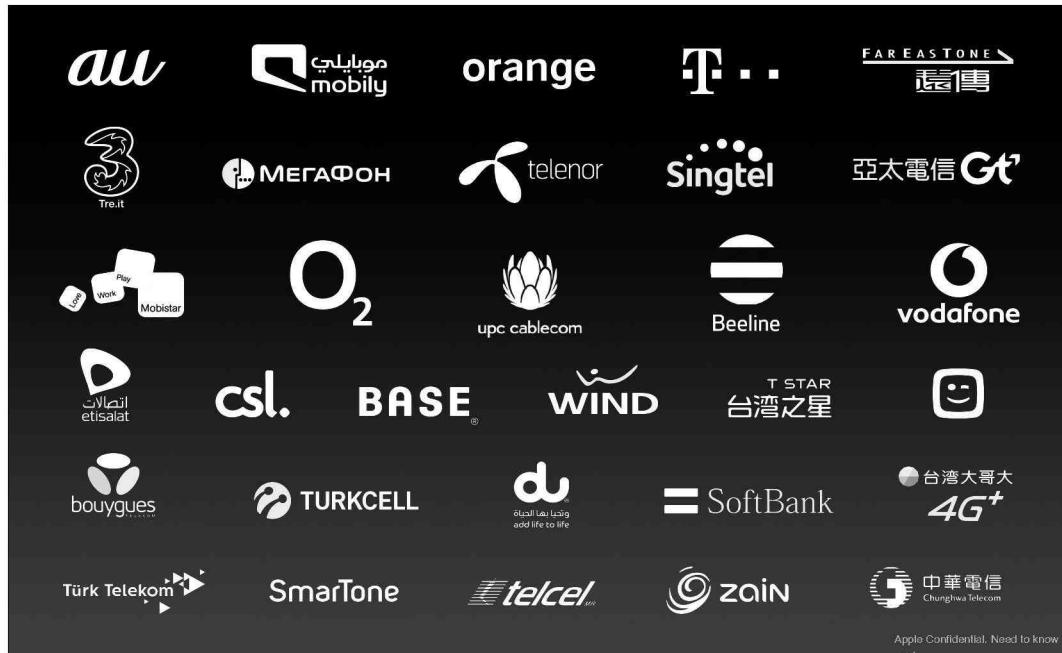
LOOKING AT OUR REGIONS, nearly THREE QUARTERS of our App Store customers in CHINA currently have no ability to pay whatsoever, meaning they DO NOT HAVE A PAYMENT METHOD ON FILE for their App Store or iTunes account



LATER THIS YEAR, WE WILL LAUNCH ALIPAY as a payment partner. Alipay has 300 million users and controls roughly 50% of China's online payment market (Credit Suisse). OVER THE NEXT 5 YEARS, we project that Alipay will bring in an additional 9.9M customers and \$3B in incremental revenue. The CY16 impact is projected to be 1.4M incremental customers and \$140M in billings.



WE ALSO RECENTLY LAUNCHED CARRIER BILLING as a payment method in Germany with O2, and in Russia with Beeline, and the results have been very positive so far.



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The team is targeting an additional 30 carriers for carrier billing later this year, covering 17 total countries – Switzerland, Japan, Taiwan, Hong Kong, United Arab Emirates, Italy, Sweden, Singapore, Russia, Norway, Germany, Spain, Saudi Arabia, Turkey, Mexico, France, Belgium.

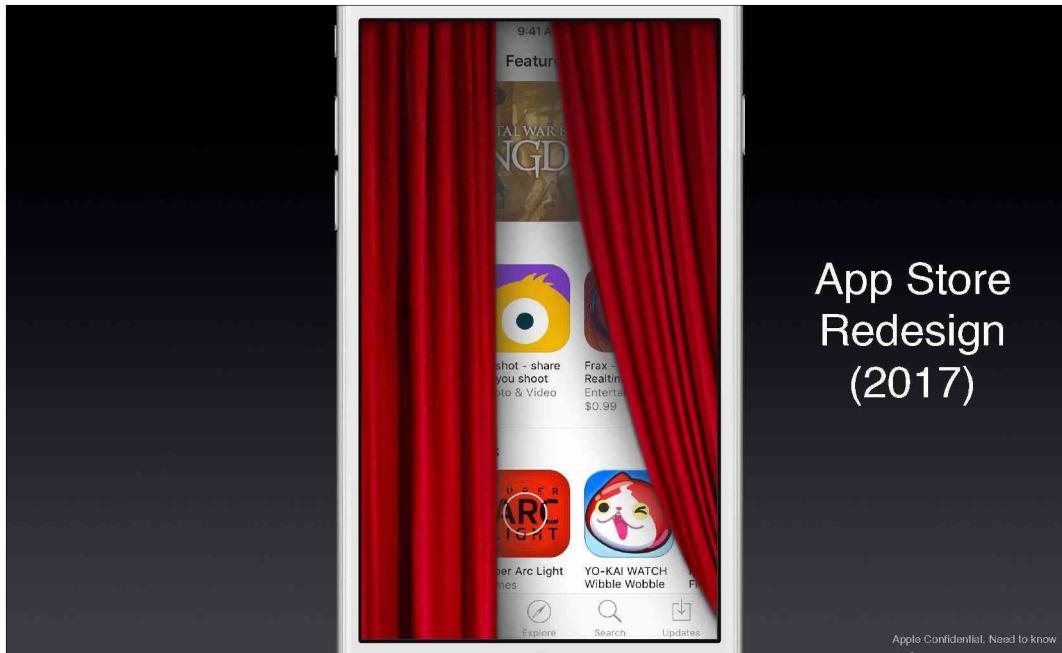




In LOOKING TO 2017, we're MOST EXCITED ABOUT AN AMBITIOUS REDESIGN of the App Store. We're kicking this work off in the next few weeks, and look forward to working closely with Jony, Alan and their teams on this effort, to make the App Store an even better experience for both our customers, and our developers.



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## App Store Redesign (2017)

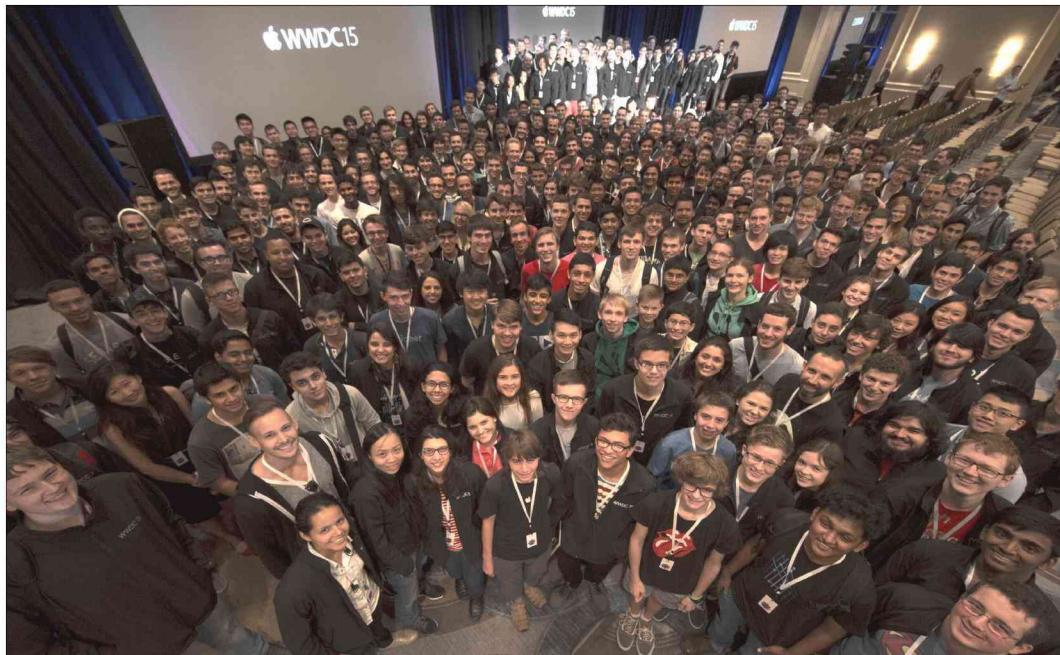
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about

In 2015, we started the process of building a relationship with Science, Technology, Engineering, and Mathematics (STEM) organizations around the country. Our first opportunity to partner closely with them was in support of our WWDC 2015 Student Scholarship Program in order to encourage more diverse applicants.



The results of that first collaboration were promising and we received double the # of WWDC student scholarship applications from 41 different countries. Of the applications received from STEM students, 78% were Female compared with the 13% female representation for all applicants.

- Overall Approx 13% Female, 87% Male – (Guess only based on resume apps submitted)
- Of STEM winners 78% Female, 22% Male

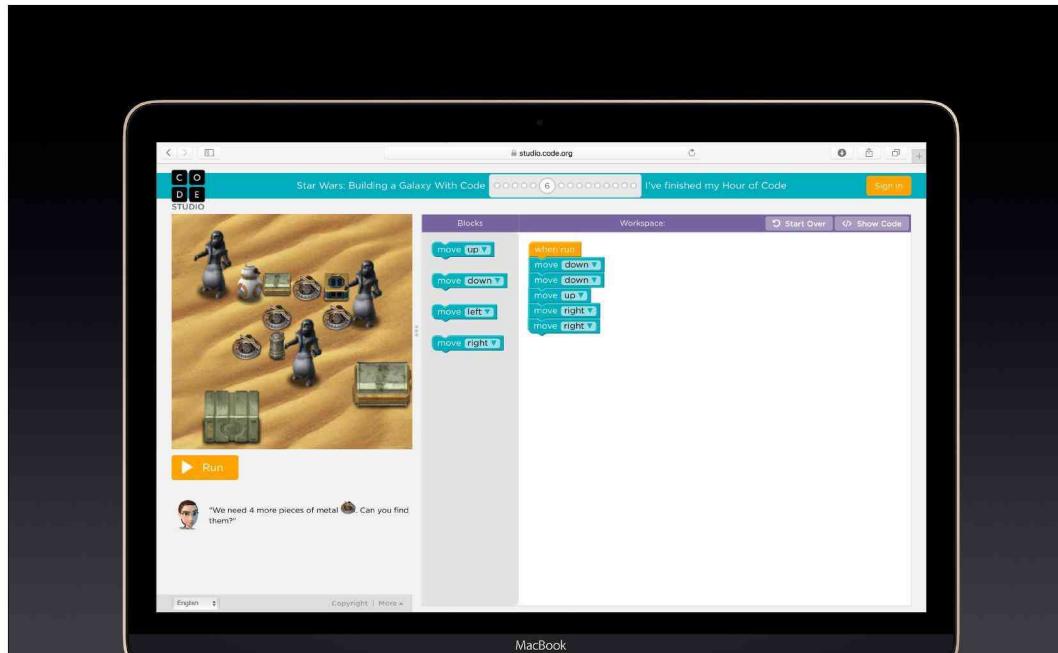


WWDC 2015 also featured Diversity Focussed Get Togethers and Lunchtime Speakers. Here is Debbie Sterling – Founder of GoldieBlox who delivered an inspirational lunchtime session.



## Hour of Code

Last year Apple Retail and WWDR participated in the Hour of Code workshops sponsored by [code.org](http://code.org). Over 14,000 kids participated and events were hosted at every Apple store worldwide. There were over 1600 Hour of Code workshops in Apple Retail stores where students walked through programming tutorials featuring characters from Star Wars, Minecraft, Froze, and more.



In the Star Wars tutorial <click> the student programs BB-8 to walk around an environment and collect parts while avoiding enemies. Usually programming is all text but the introductory tutorials use blocks so students can drag and drop to write the programs and understand the basic concepts of programming.



The Hour of Code workshops occurred in over 1600 Apple Retail Stores.

In partnership with Retail Learning & Entertainment, 32 specific WWDR Hour of Code events also took place, featuring presentations and conversations with Developers who build apps for the youth audience and organizations who represent or support youth coding and diversity.

Developers like TwinsRock Media, (a pair of sisters who were WWDC15 student scholarship winners, Tynker, and Hopscotch all participated in these events and offered experiential components for the attendees, from multiplayer game tournaments to programming robots.

Hadi Partovi, the co-founder of [code.org](#) who puts on Hour of Code even participated in an event in the SoHo store.

\*\*\*BACKUP NOTES\*\*\*

6 featured events

- Hadi Partovi, Code.org, Apple Store, SoHo, New York
- Koji Sugiyama, LoiLo Inc., Apple Store, Ginza, Tokyo
- Grant Hosford, codeSpark, Apple Store, San Francisco
- Andy Sum, Crossy Road, Apple Store, Sydney
- Jacqueline Rossi, J's Flashcards, Apple Store, Brussels
- Danny Yaroslavski, Lightbot, Apple Store, Lincoln Park, Chicago



Here's Saurabh Gupta (co-founder and CEO) of Wonder Workshop along with their Community and Education head June Lin at the WWDR Hour of Code Event in the Boston Apple Store. Wonder Workshop creates the programmable robot toys Dash & Dot. During the event they taught kids how to program their very own robot using visual methods of coding and their educational Wonder app.



This year, we're working with even more STEM organizations to increase awareness and participation in Apple development.

In addition to partnering with new STEM partners <click>



...we recently hit road with 4 Introduction to iOS Development workshops in Cupertino, Washington D.C., Los Angeles, and New York City. We partnered with various STEM organizations for attendees and of the ~200 (196 actual) students we welcomed, 78% were female and 90% represented an underserved minority. Over half (51%) were minors under 18.

Supported by ~20 Apple Staff members, these one-day workshops taught students how to develop an iOS app from start to finish using Swift. No prior experience with Swift or Objective-C was required. The format of the workshops is a mixture of lecture and hands-on training culminating with a fully functioning Scavenger Hunt application which you actually saw earlier in our Day in the Life of a Developer Walkthrough.

#### \*\*\*\*BACKUP INFO ONLY\*\*\*\*

The scavenger hunt app the students develop contains the following features:

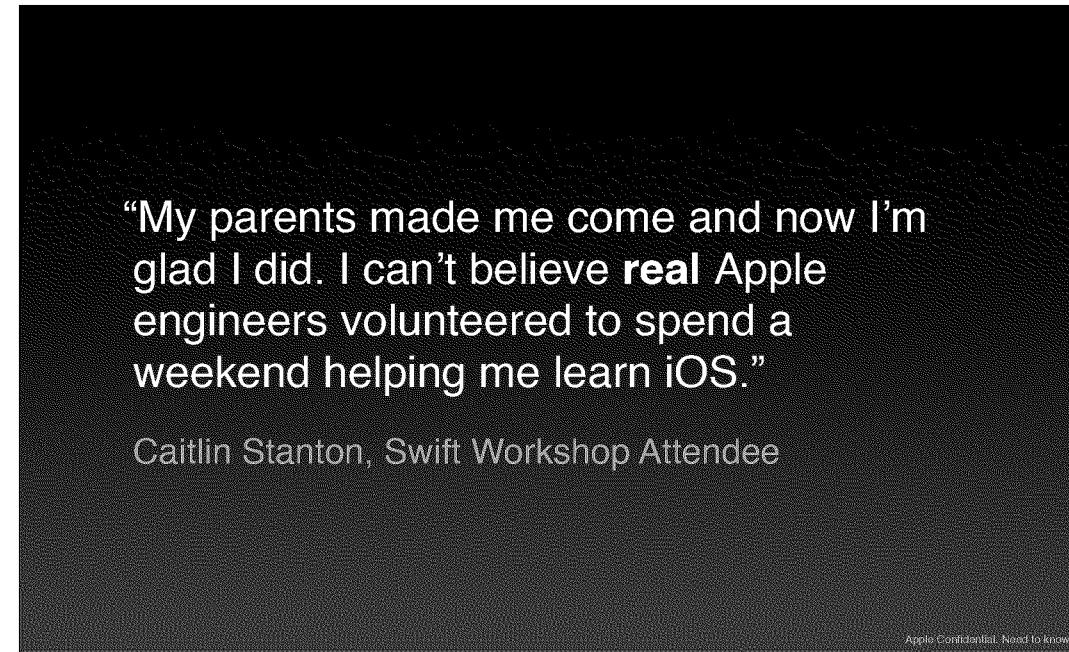
- Display a list of items to find
- Add items to the list
- Take a picture of an item
- Show the picture in a list
- Check off found items

The class was broken into 7 modules:

- 1 Build the Add scene
- 2 Build the List scene
- 3 Set up navigation
- 4 Define the model



Here are few great shots from the various cities. Turnout was great and the students really had a great time. In fact ... <click>



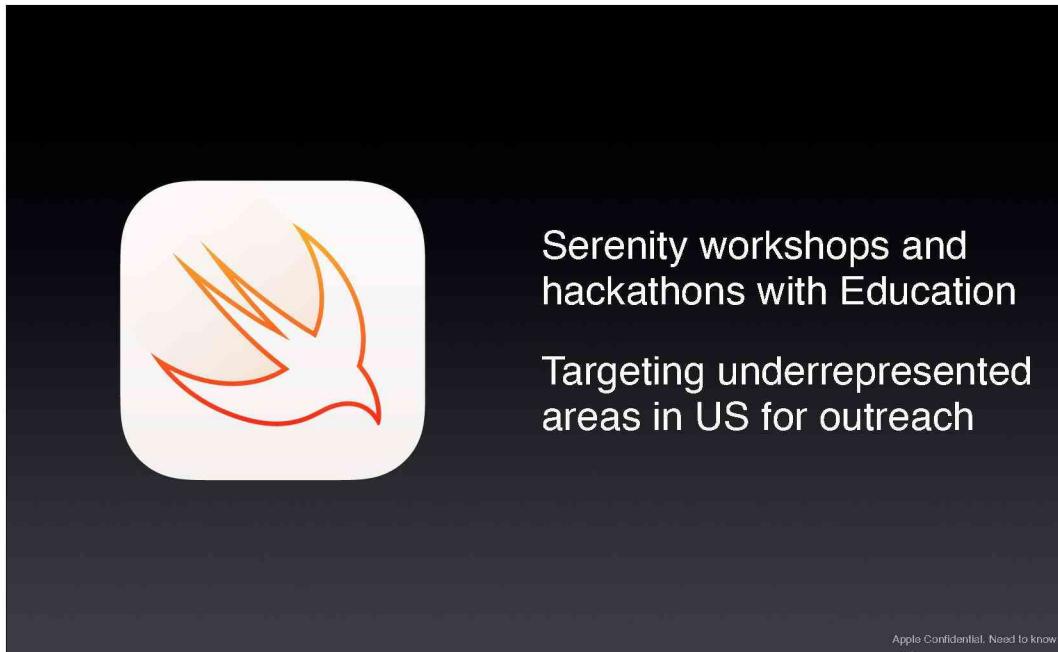
Here's a great quote from Caitlin Stanton, one of the students at our Cupertino Workshop....



“Thank you for bringing the iOS workshop to our area. The girls learned a lot. They said they are still practicing. This is a good sign.”

Barbara Shannon, Technovation Girls

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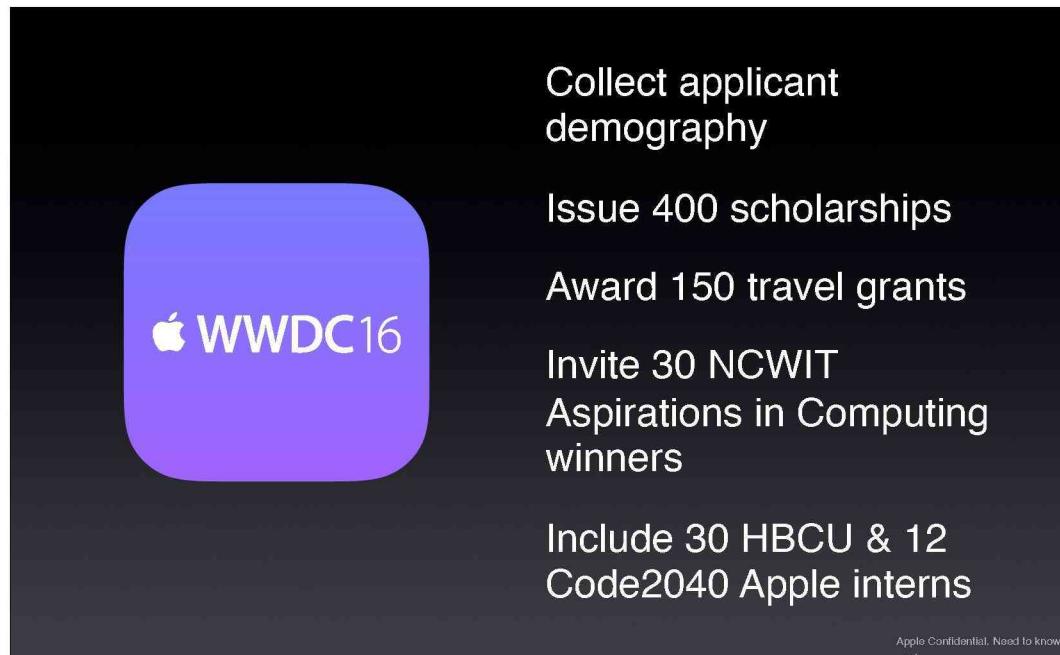


Serenity workshops and  
hackathons with Education

Targeting underrepresented  
areas in US for outreach

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only

We're hoping to continue these workshops through the rest of the year and want to focus on Serenity evangelism and reaching students in underrepresented regions of the United States.



- And for WWDC this year, we're doubling down. We want the community at WWDC to better reflect our wider developer audience, and even better our overall global customer audience. We want to have people building products that will appeal to all consumers.

We're starting close to home by increasing the diversity of our own speakers but we're focusing as well on general attendees and scholarship winners.

For the first time ever, we're going to capture demographic data of anyone who registers for the WWDC ticket selection process.

Our scholarship program will remain at 400 but we're going to over 150 travel assistance grants in partnership with STEM organizations NCWIT and TMCF. (50 paid by Apple, 50 paid by NCWIT, 50 paid by TMCF)

Aspirations in Computing is a talent development pipeline initiative of the National Center for Women & IT (NCWIT) designed to increase women's meaningful participation in computing careers awards and this year they have 30 winners from the Bay Area. We're going to extend a scholarship to each of those young women.

This year, Apple has 30 interns from Historically Black Colleges and Universities and 12 who are from Code2040. While they'll all be working in various departments across the company, we want to extend an invitation to all of these interns to attend the conference, meet other scholarship winners, and learn as much as they can.



We're really proud of how big the App Store has become and its importance for our customers and developers. WE BELIEVE THE APP STORE CAN BE A REAL POWERFUL AND POSITIVE FORCE FOR CHANGE...



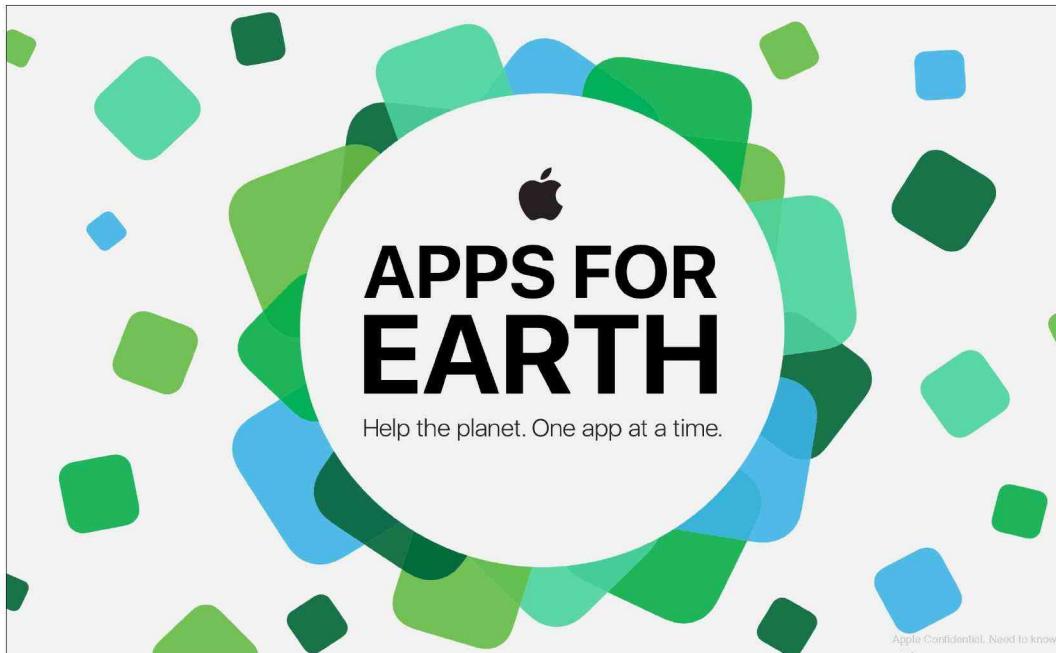
As some of you may remember, in late 2014, we created a worldwide promotion called Apps for (RED), where we worked with 25 developers who created exclusive (RED) content in their apps and games, ultimately raising nearly \$14M for the Global Fund to support their mission of creating an AIDS Free Generation.  
**Coming off the success of Apps for (RED), we wanted to continue our support of Apple's mission to leave the world better than we found it.**



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only

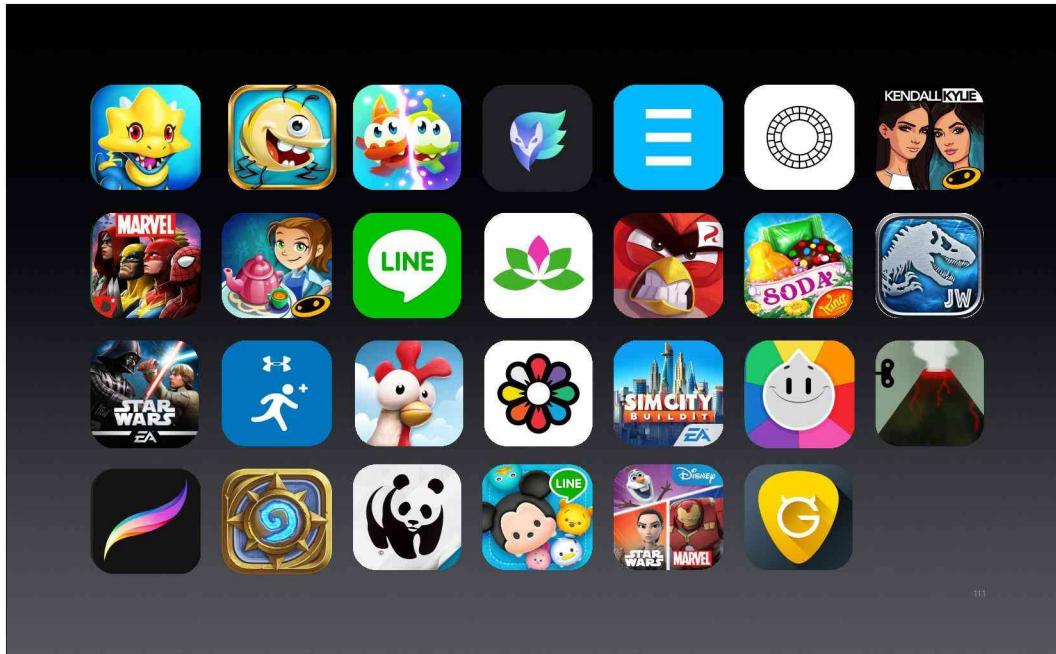


WE ARE VERY INSPIRED by not only the environmental commitment and actions that Apple is engaged in, but also the efforts Lisa is leading to communicate how protecting the environment is a core value for Apple. So we partnered with Lisa and her team to create even more impact.  
This year, as part of Apple's overall Earth Day efforts, we are partnering with the WORLD WILDLIFE FUND to launch a campaign called:



LAUNCHING NEXT THURSDAY, April 15–April 24

Partnered with 24 of our most innovative developers to create exclusive and custom App Store content, only available during the promotion  
100% of the proceeds go to WWF

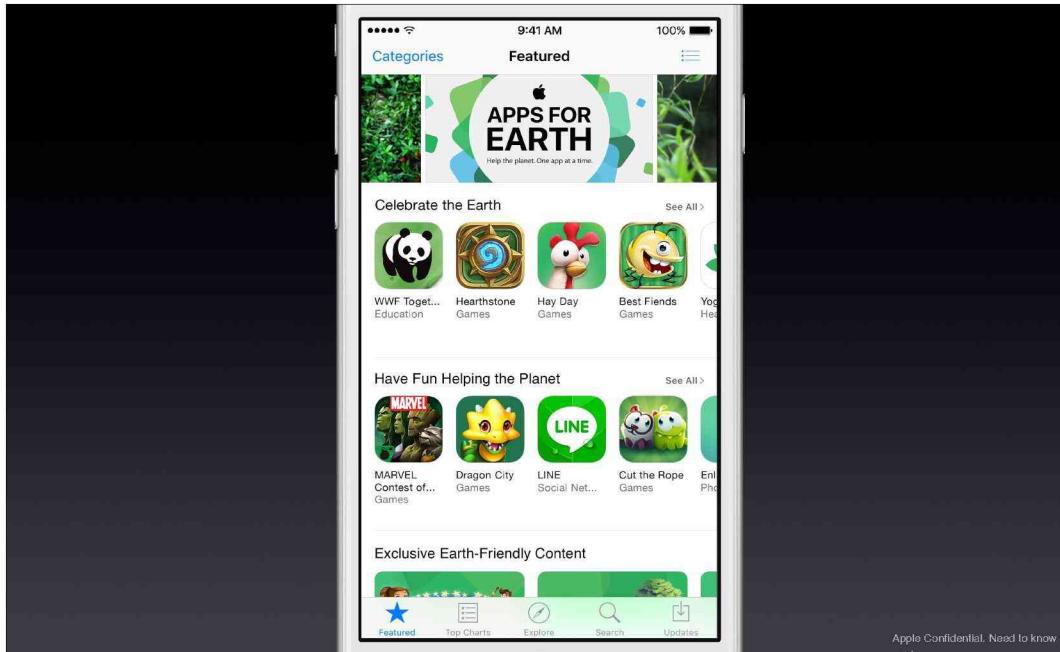


These 27 participating apps and games will make it fun and easy for our customers to do their part to protect the environment. Each app is creating exclusive content celebrating WWF's six areas of conservation focus: FORESTS, OCEANS, FRESH WATER, WILDLIFE, FOOD and CLIMATE

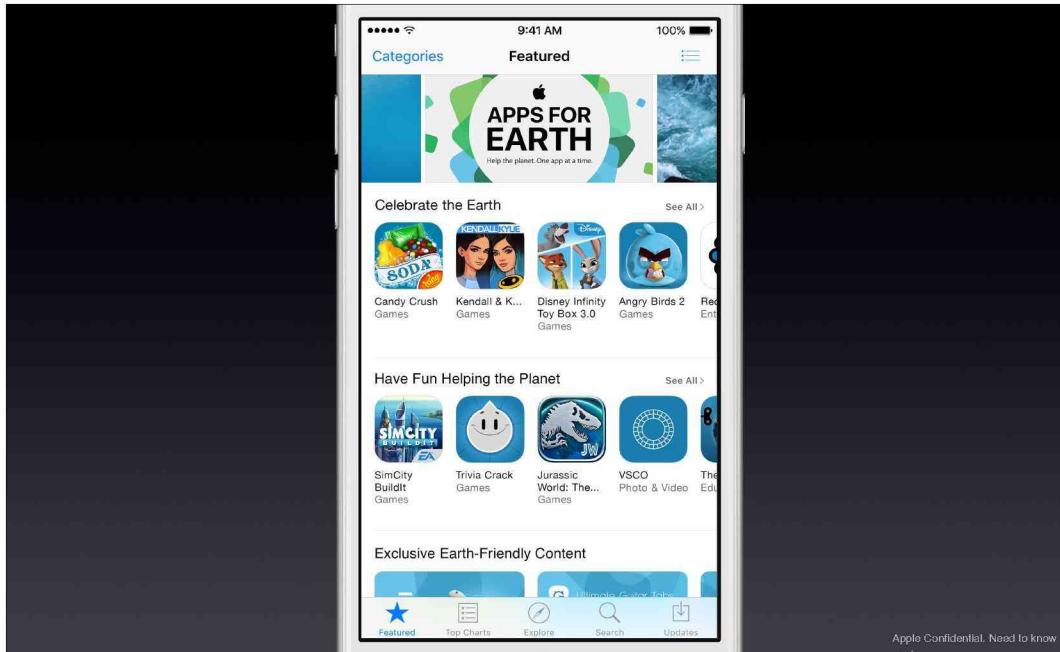
GREEN – forests, wildlife, food

BLUE – oceans, fresh water, climate

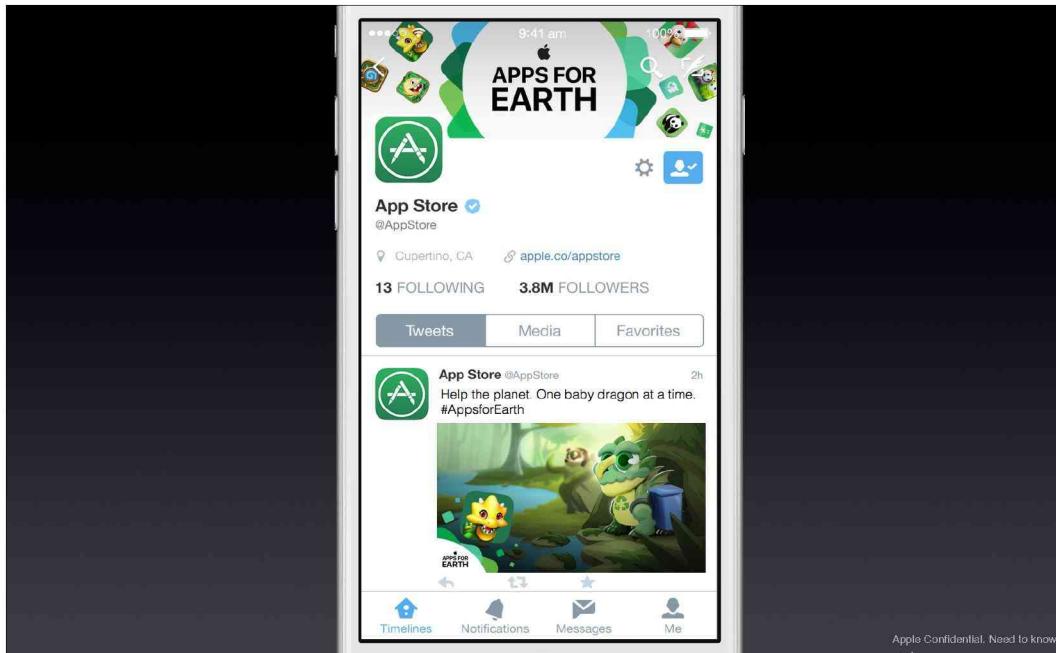
These apps are already VERY POPULAR – downloaded over 600M times and have generated \$2.5B in billings



We will be dramatically changing the face of the store every 48 hours, playing off the overall Green and Blue color strategy...



This is going to be a FUN CAMPAIGN, and something our customers are GOING TO LOVE...  
SO, KEEP AN EYE OUT AND PLEASE HELP SPREAD THE WORD!

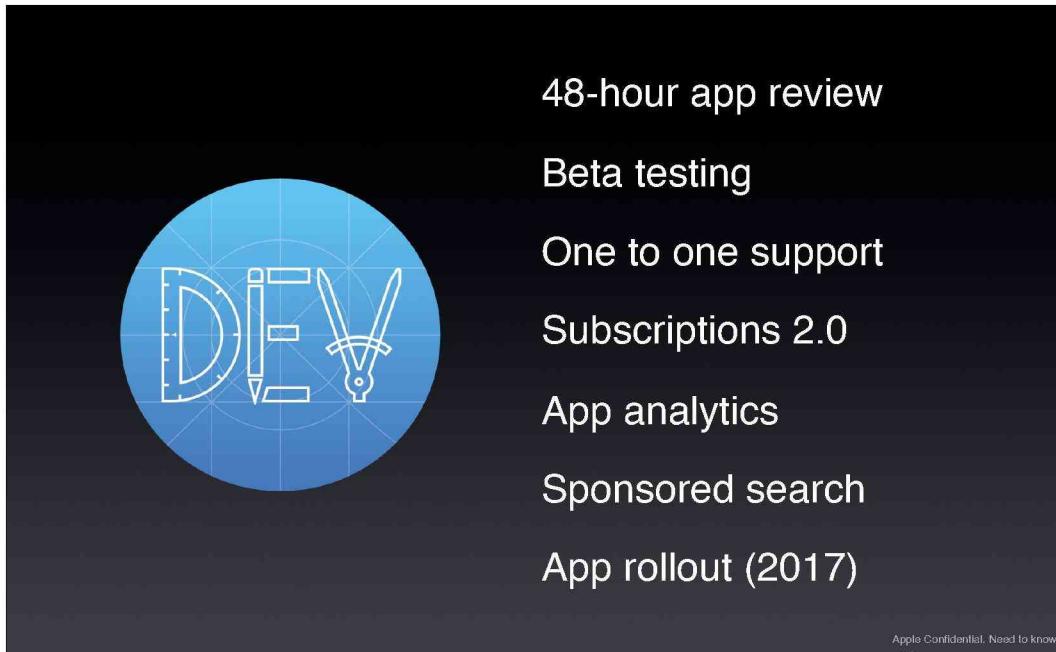


To help inform people of the campaign and get people involved to download the apps, we are rolling out **the largest-ever digital marketing campaign for the App Store. This will be a complete 10-day takeover of our App Store social media channels, which collectively have a total following of 18 million people.** We will also be running a comprehensive direct marketing and advertising campaign that will be fully localized in 13 languages.

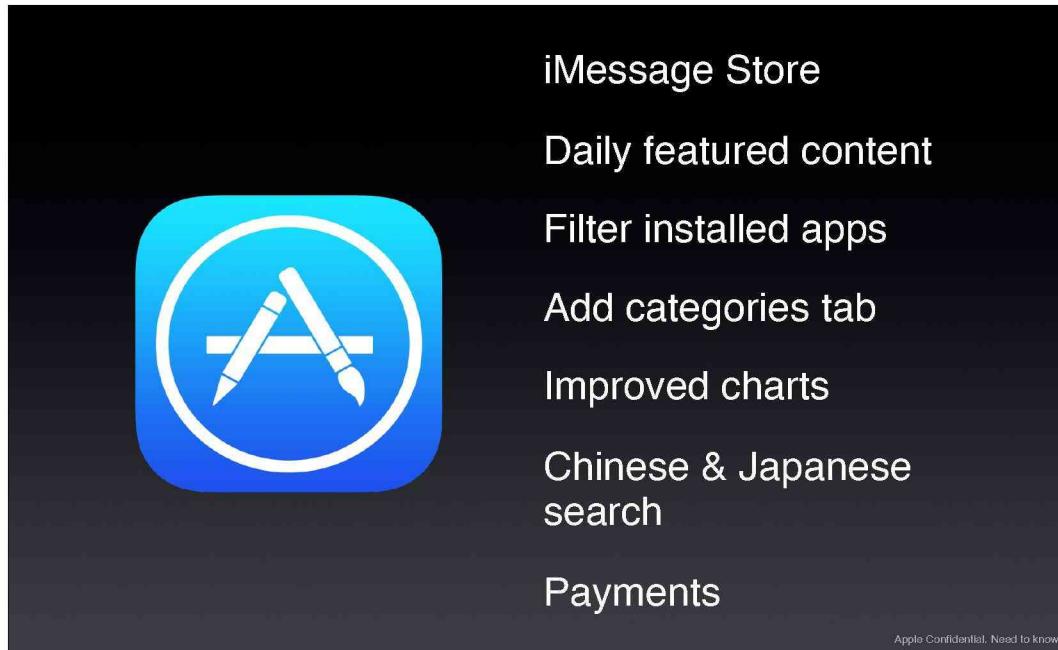
So, KEEP AN EYE OUT AND PLEASE HELP US SPREAD THE WORD!



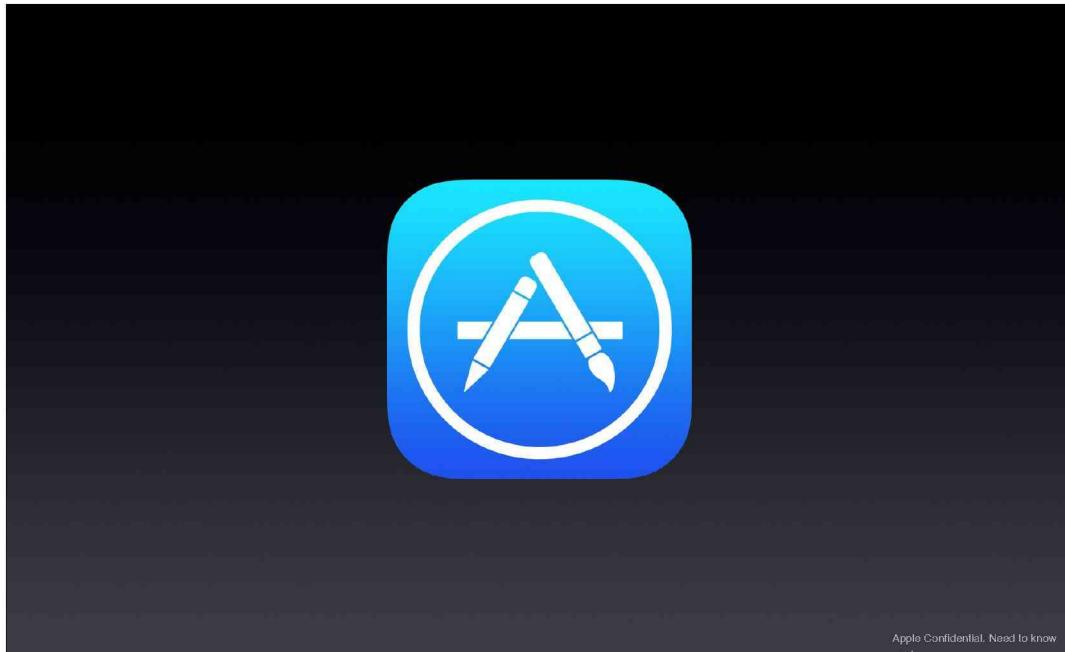
Last but not least, Ron and I wanted to say THANK YOU. The App Store is a very cross-functional business here at Apple, and its success is dependent on strong collaboration across several teams and divisions within the company. So thank you ALL for your support!



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