

Hitt Rebuttal Expert Report – Exhibit 56: App Store initial downloads and in-app purchases (July 10, 2008–September 30, 2019)



Source: Apple transaction data

Note: In the year following the App Store's launch (July 10, 2008), the number of transactions totaled 0.60 billion. In FY2019, the number of transactions totaled 9.16 billion. Apple's fiscal year begins in October, meaning Q4 starts in July and ends in September. For example, Q1 FY2008 begins in October 2007. Transactions where Apple is the developer are excluded. Only original transactions from in-app purchases and initial downloads are included. See Appendix E for details regarding Apple transaction data processing.