Subject:	Re: Gaming on a Mac
From:	"Philip Schiller" █████████████
Received(Date):	Thu, 24 Dec 2015 16:58:21 +0000
To:	"Tim Cook" ████████████
Cc:	"Craig Federighi" █████████████, "Eddy Cue" ███████████ ,"Ron Okamoto" ████████
Date:	Thu, 24 Dec 2015 16:58:21 +0000

It is a tough question. The Mac App Store matters for distribution of Apple software and 3rd parties that can't create their own download store. Other than that what should it be? I think trying to make it the same as the iOS store (the best place for all software from all developers) can't work, big developed have too many other choices to get around our fees, rules, and review process. We might do better to consider the Mac App Store as something more focused to become interesting (examples mentioned below).

GAMES

We and the major game developers have tried high-end gaming on the Mac, like the one this user is referring to, but have failed to generate any sizable business in that genre.

The top PC game titles have all had previous versions of hot game titles on the Mac and in the App Store - Command and Conquer. Call of Duty. Tomb Raider. BioShock. Assassins Creed. Right there are five of the top ten PC games of 2015.

The last was BioShock from Aspyr Media. This past spring made their latest new title available (Bio Shock Infinite $29.99) on the Mac and in the App Store. It gets very good store reviews but doesn't even chart in the top 200 best paid games on the store.

The Sims is the one top 10 PC gaming title that does pretty well on Mac, and that isn't new it always has. We could have a section on the Mac App Store just for The Sims (and similar titles) and at least that could be built into something focused and pretty interesting.

PRODUCTIVITY

On the native productivity app front it starts and ends with Microsoft and Adobe. Neither is on the store because they don't have to be. They can be on the Mac and distribute to users without sharing the revenue with us, following our rules on app engineering and business models, or go through any app review process.

The Business and Productivity sections of the store seem to do well for free things developers need to get out (example Microsoft One Drive) and for useful utilities you can't find elsewhere (One Password being the best example). That seems a good use of the App Store as well. You know to go to microsoft.com for Office, but where do you go for that interesting file translator, photo filter, WiFi scanner, etc. While there are a few apps most users have, there is a very long tail of things we can't work without but are hard to find.

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DEVELOPERS

This is an area where I think the Mac App Store could really grow and excel. We know all the developers, we know the tools they use. We could invest more in being the go-to place for all your development needs. It isn't a giant market, and there might not be a ton of revenue in it, but it should be growing and worth investing it for the Mac platform.

I could see focusing on a strong developer category (there already is one) and making it better known as the place for all developers to go to for everything they need and even things they didn't know they need.

I'm sure there are other good ideas for the Mac App Store to focus on, I just thing mainstream productivity and games is the most difficult of all categories.

On Dec 24, 2015, at 6:39 AM, Tim Cook ████████████ wrote:

I think the lack of gaming (along with the lack of native productivity apps) are the main reason the Mac App Store is dormant.

Tim

Sent from my iPad Pro

Begin forwarded message:

From: [Confidential]
Date: December 24, 2015 at 1:21:09 AM CST
To: ██████████

Subject: Gaming on a Mac

Dear Tim Cook,

   Hello. My name is [Confidential] I've own a MacBook Pro 13" 2015 since early September and own an iPhone 6 and iPod Touch 3G. Coming from Windows since I was a baby, I am mostly pleased with OS X and almost never want to use my desktop anymore. The only thing that's stopping me from confidently leaving Windows is gaming. I love playing games. I want to make games. Gaming on OS X is difficult. It's not OS X that's at fault though. I know that. There just aren't enough games available on Mac as there are on PC, and sometimes, the ones that ARE available are poorly optimized and don't run as well as their Windows counterparts. Even the Steam client is laggy on OS X. Now. I know that Metal was released a while back, and Vulkan is on the horizon, and I know that none of this is Apple's or OS X's fault. Here's what I want. I want to see more gaming on OS X. I want to be able to confidently drop Windows and play all my games on my Mac. Why am I emailing you? This may seem very far-fetched, but, I want you and Apple as a company to make PC gaming marketable on OS X. Push developers to bring great games to OS X that also run great. Even if it just means using

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Vulkan, or even OpenGL. Imagine it. You could start a line of Macs built for gamers, which would make you more money.

Yours truly,

Confidential

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