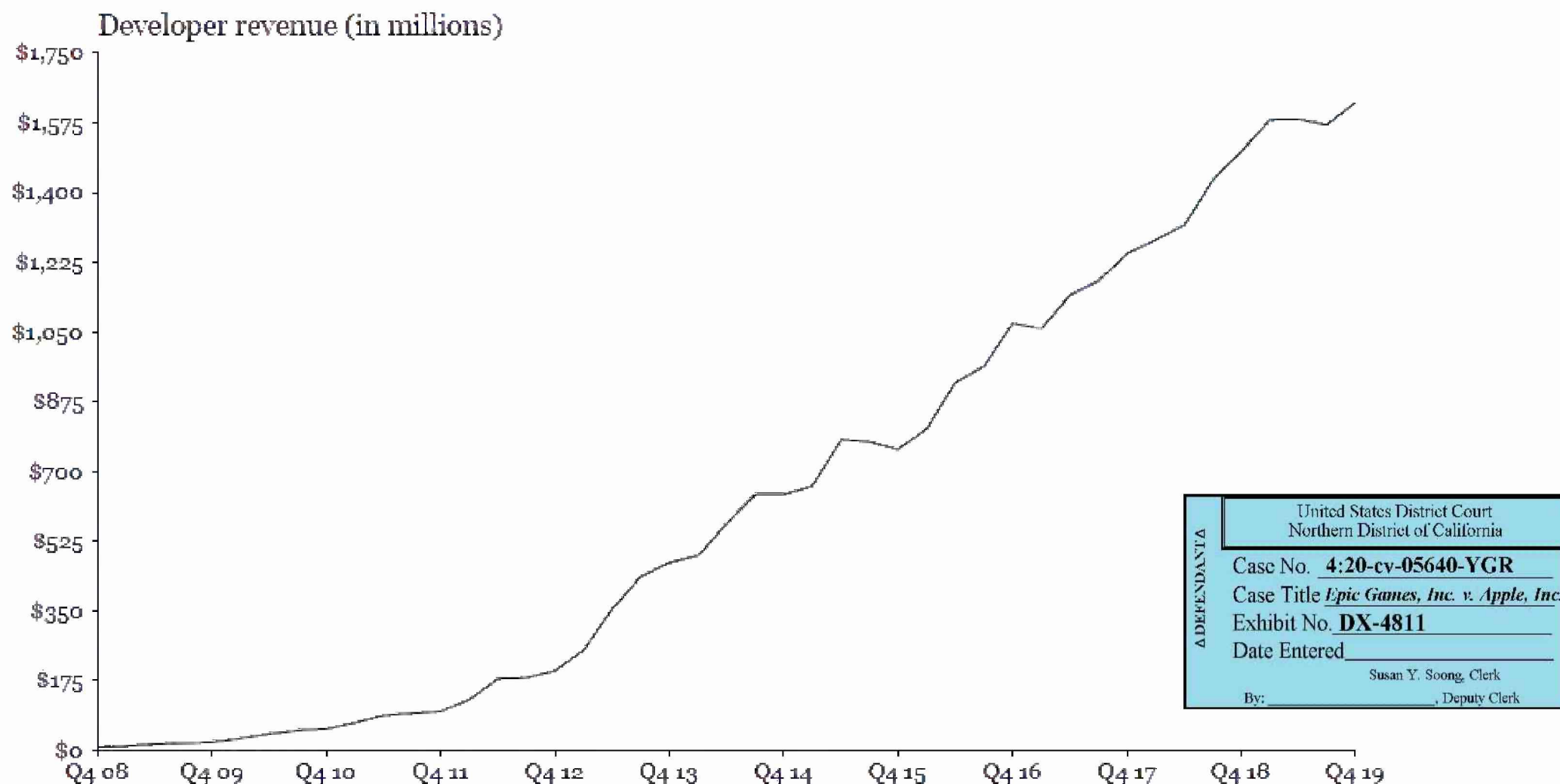


Hitt Rebuttal Expert Report – Exhibit 55: Developer revenue from App Store initial game downloads and in-app purchases (July 10, 2008–September 30, 2019)



Source: Apple transaction data

Note: In the year following the App Store's launch (July 10, 2008), the game transaction revenue for developers totaled \$0.06 billion. In FY2019, the game transaction revenue for developers totaled \$6.36 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. Only apps and in-app purchases categorized as games are included. Transactions where Apple is the developer are excluded. Revenue is developer revenue from inapp purchases and initial downloads. See Appendix E for details regarding Apple transaction data processing.