

Hitt Rebuttal Expert Report – Exhibit 42: Monetization and portability of top apps in the App Store, FY 2019

DEFENDANT	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title Epic Games, Inc. v. Apple, Inc.
	Exhibit No. DX-4798
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Offer digital content for purchase^[1]

For apps offering purchased digital content

App Category ^[2]	In iOS app	Outside of iOS app ^[3]	Through web browser ^[4]	Contain in-app advertising ^[5]	Content purchased outside of iOS app accessible in iOS app ^[4]	Content purchased through web browser accessible in iOS app ^[5]
All Apps						
Top 25 by revenue	92%	100%	68%	52%	91%	60%
Top 25 by downloads	60%	80%	52%	64%	62%	48%
Game Apps						
Top 25 by revenue	96%	96%	48%	48%	84%	32%
Top 25 by downloads	92%	92%	8%	84%	28%	8%

Source: See my exhibit backup for a full list of sources

Notes:

[1] Includes both subscription and non-subscription digital content.

[2] App categories are determined from the Apple Transaction Data. Only original initial downloads are included for rankings by download. Revenue is total revenue from in-app purchases and initial downloads. Apple's FY begins in October, meaning Q4 starts in July and ends in September. For example, Q1 FY 2019 begins in October 2018.

[3] Includes the ability to purchase digital content on an Android device; a mobile, desktop, or laptop web browser; a downloadable desktop or laptop app, or any PlayStation, Xbox, or Nintendo device.

[4] This includes both desktop or laptop web browsers and mobile web browsers.

[5] An app is considered to contain in-app advertising if evidence of advertisements within iOS or Android was specifically found. For example, some apps are listed as containing ads in Google Play but the same could not specifically be confirmed for iOS. However, it is reasonable to consider apps with advertising in Android to also contain advertising in iOS.