

# iOS Apps Reviewed Summary

<b>PLAINTIFF</b>
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
<b>Ex.No. PX-0300</b>
Date Entered _____
By _____

iPhone	Approved	New	5,577
		Update	29,101
	Rejected	New	9,952
		Update	7,480
iPad	Approved	New	9,816
		Update	27,158
	Rejected	New	11,601
		Update	6,572
Total			107,257

Total Apps On Store with Watch OS	13,260
Total Apps On Store Using In App Purchase (iOS)	213,931
Total Apps with Hosted IAP (iOS)	2,171
Net Rejections	646,584

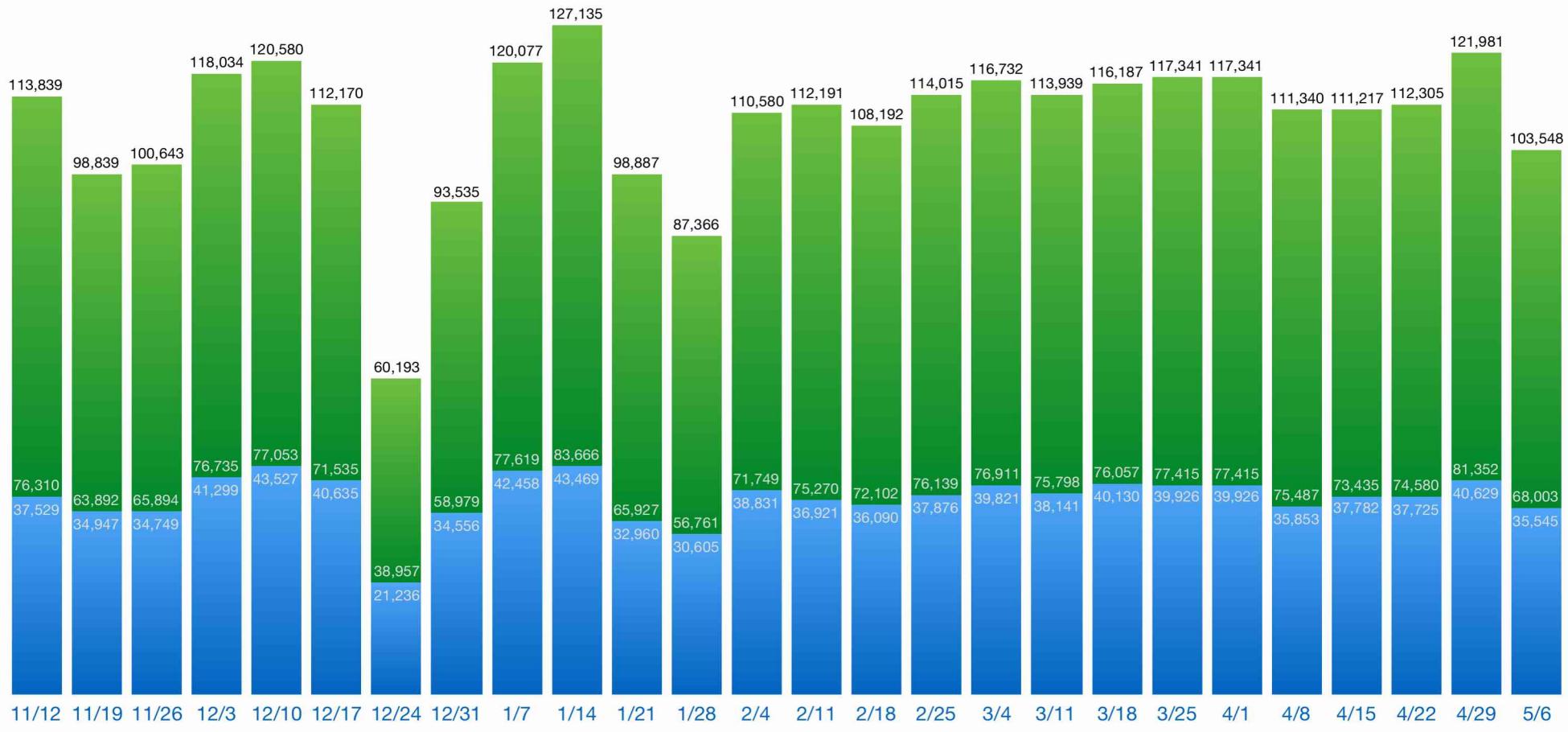
5/10/2017 9:00 PM PDT

**Exhibit  
PX 300**

PX-0300.1  
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# iOS Apps Submissions

## By Week through May 6, 2017



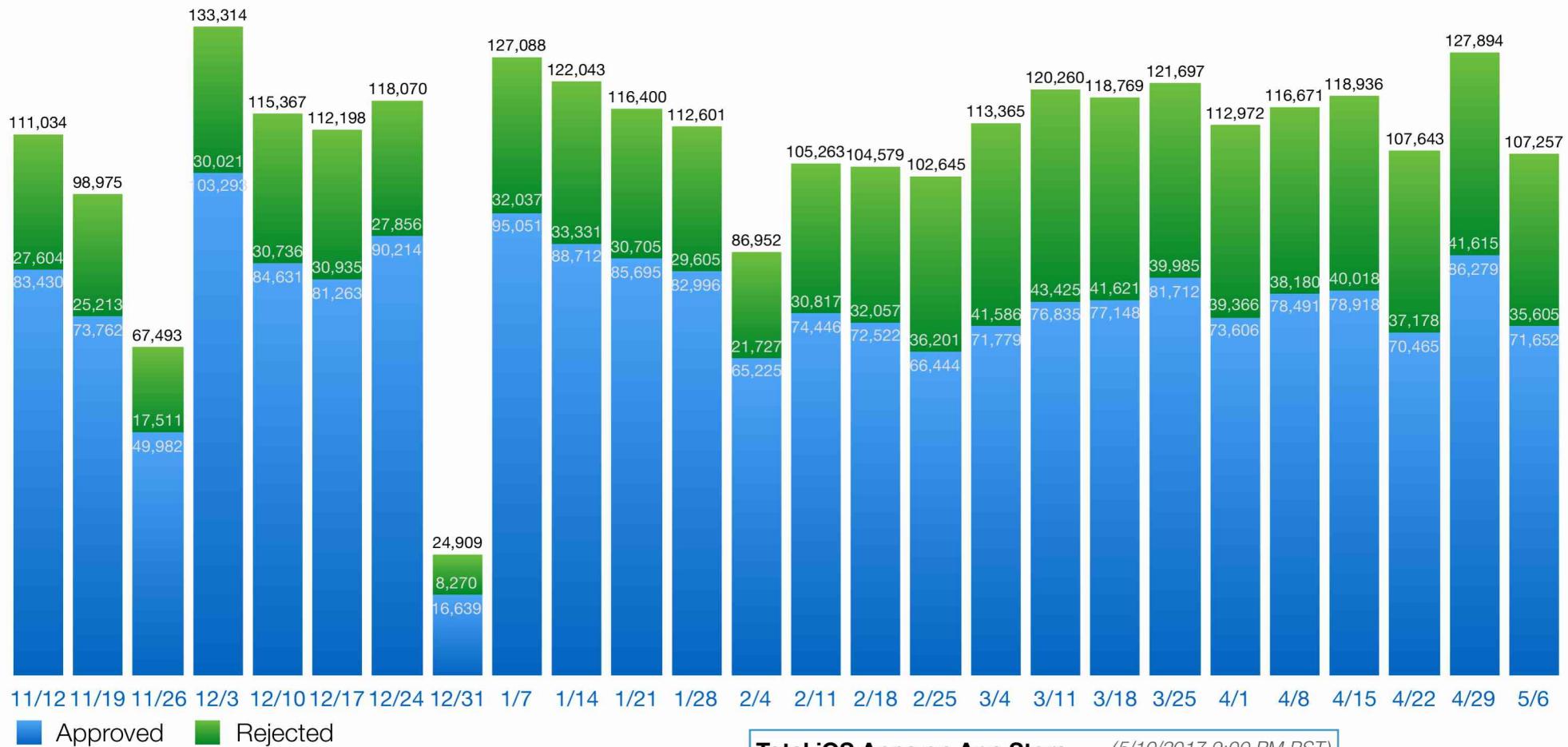
■ New ■ Updates

	New	Update	Total
iPhone	15,162	35,651	50,813
iPad	458	1,544	2,002
Universal	19,925	30,808	50,733
Total	35,545	68,003	103,548

- Incoming volumes **adjusted to account for developer rejections**.
- This week's Developer Rejected Rate = **8.3%**

# iOS Apps Processed

## By Week through May 6, 2017



Approved      Rejected

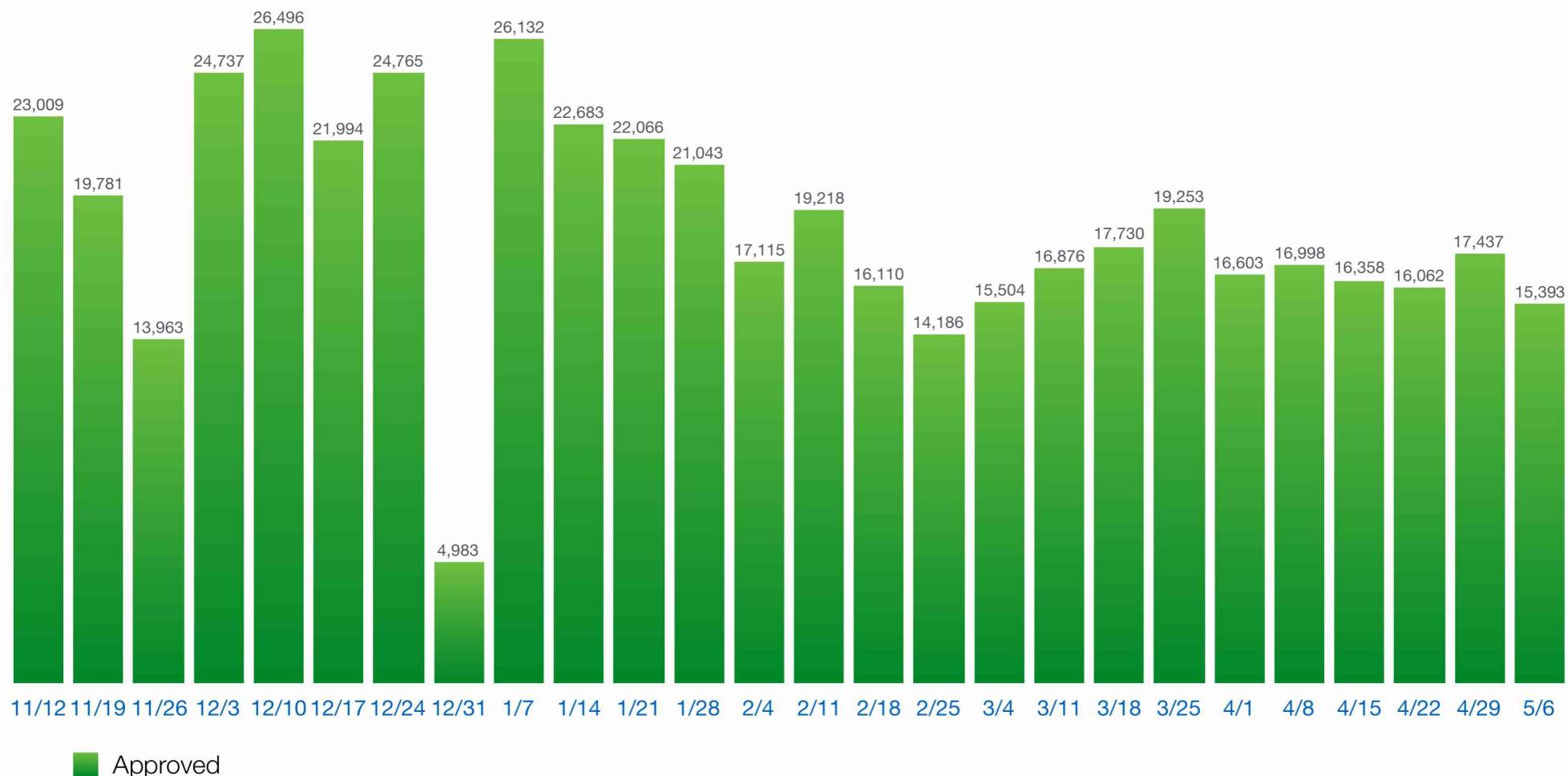
Last week Reviewer OT: 2,942.98 hours

Total iOS Apps on App Store (5/10/2017 9:00 PM PST)	
iPhone	551,075
iPad	63,456
Universal	813,077
Total	1,427,608

PX-0300.3  
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# New iOS Apps Approved to Store

## By Week through May 6, 2017

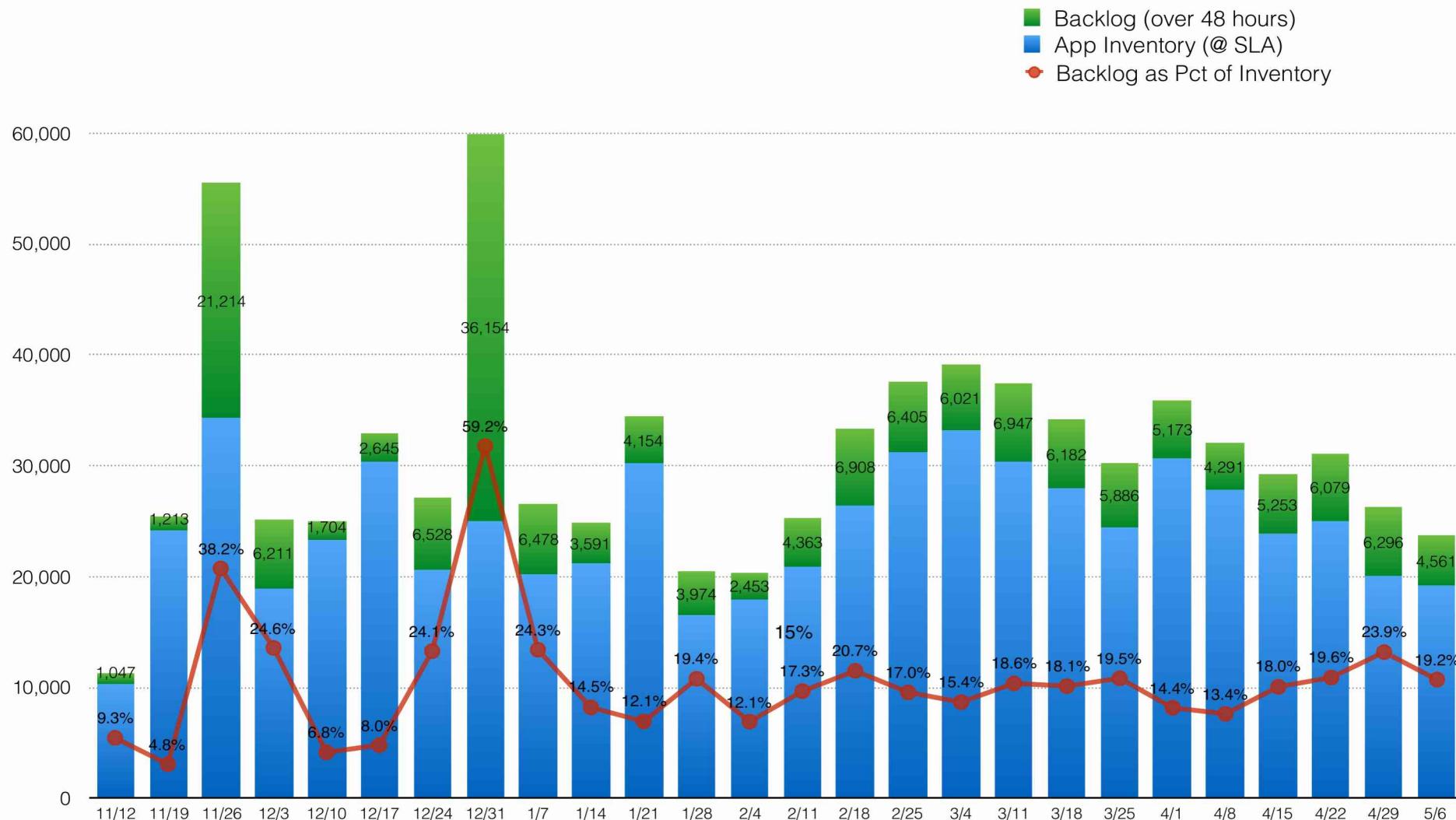


■ Approved

PX-0300.4  
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# iOS Weekly Inventory

## By Week through May 6, 2017

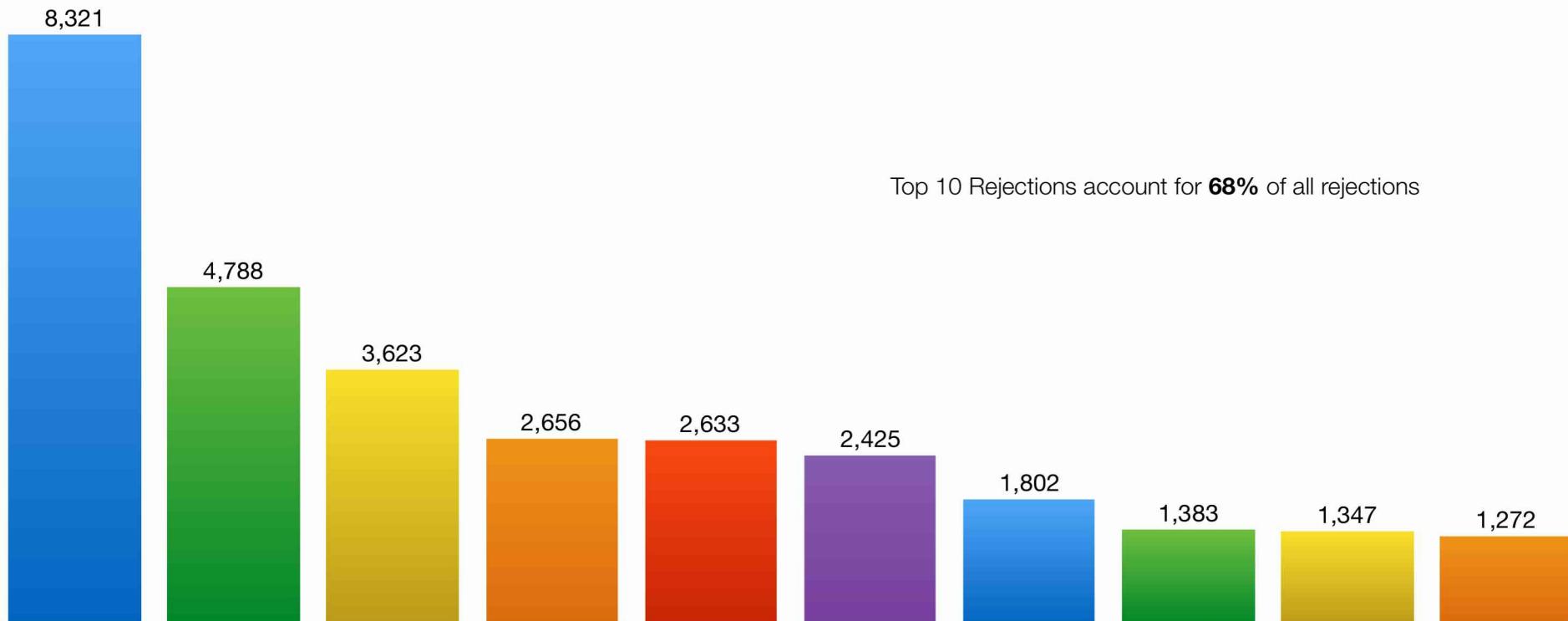


\* Total Inventory at the end of the week (EOD Saturday)

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# iOS Top 10 Rejected

## By Week through May 6, 2017



- 2.1.0 - Performance: App Completeness
- 2.1.0 - Performance: Info Needed
- 4.3.0 - Design: Spam
- 2.3.7 - Performance: App name and keywords
- Before You Submit - PLA
- 2.3.3 - Performance: Relevant screenshots
- 4.2.2 - Design: Marketing materials and content aggregators
- 3.1.1 - Business: In-App Purchase
- 4.1.0 - Design: Copycats
- 2.3.8 - Performance: Age-appropriate metadata

# iOS App Processing SLAs

(Calendar Days)

## By Week through May 6, 2017

	4/30 Sunday	5/1 Monday	5/2 Tuesday	5/3 Wednesday	5/4 Thursday	5/5 Friday	5/6 Saturday	Average
24 Hour	1 Day	23.3%	24.9%	86.1%	86.5%	76.4%	68.2%	23.1% <b>61.9%</b>
48 Hour	2 Day	27.0%	41.4%	91.0%	95.9%	94.6%	93.6%	83.2% <b>78.8%</b>

Updated: 5/10/2017

1 Day SLA  
30 Day Trend



2 Day SLA  
30 Day Trend

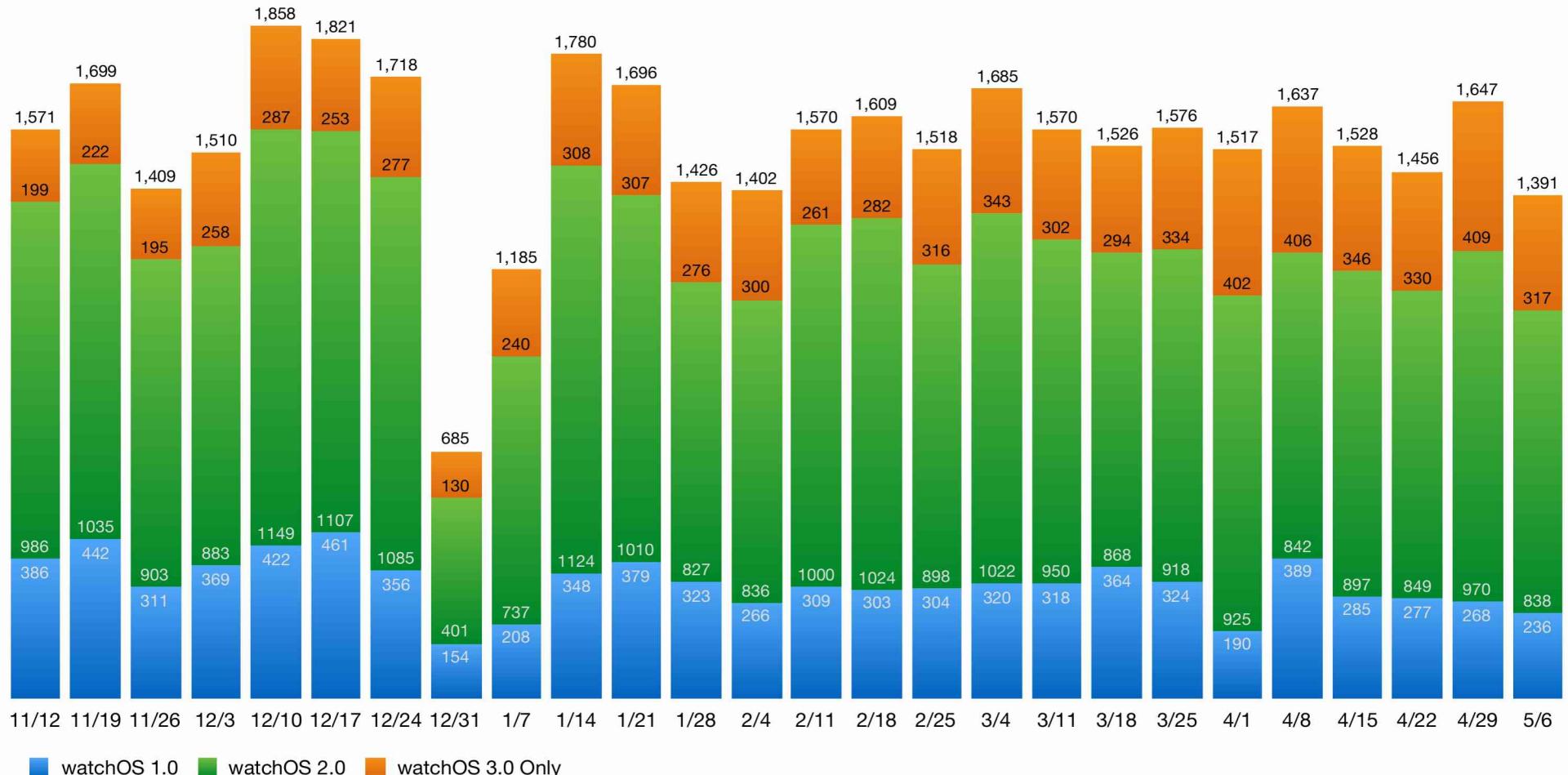


\* SLA is shown in calendar days (hours) from app submission (Waiting for Review) to final state (Approved, Rejected, Metadata Rejected).

\* Calculation: [ #apps processed within set hours for the selected day. / total apps processed for the selected day. ]

# Apple Watch Submissions

## By Week through May 6, 2017



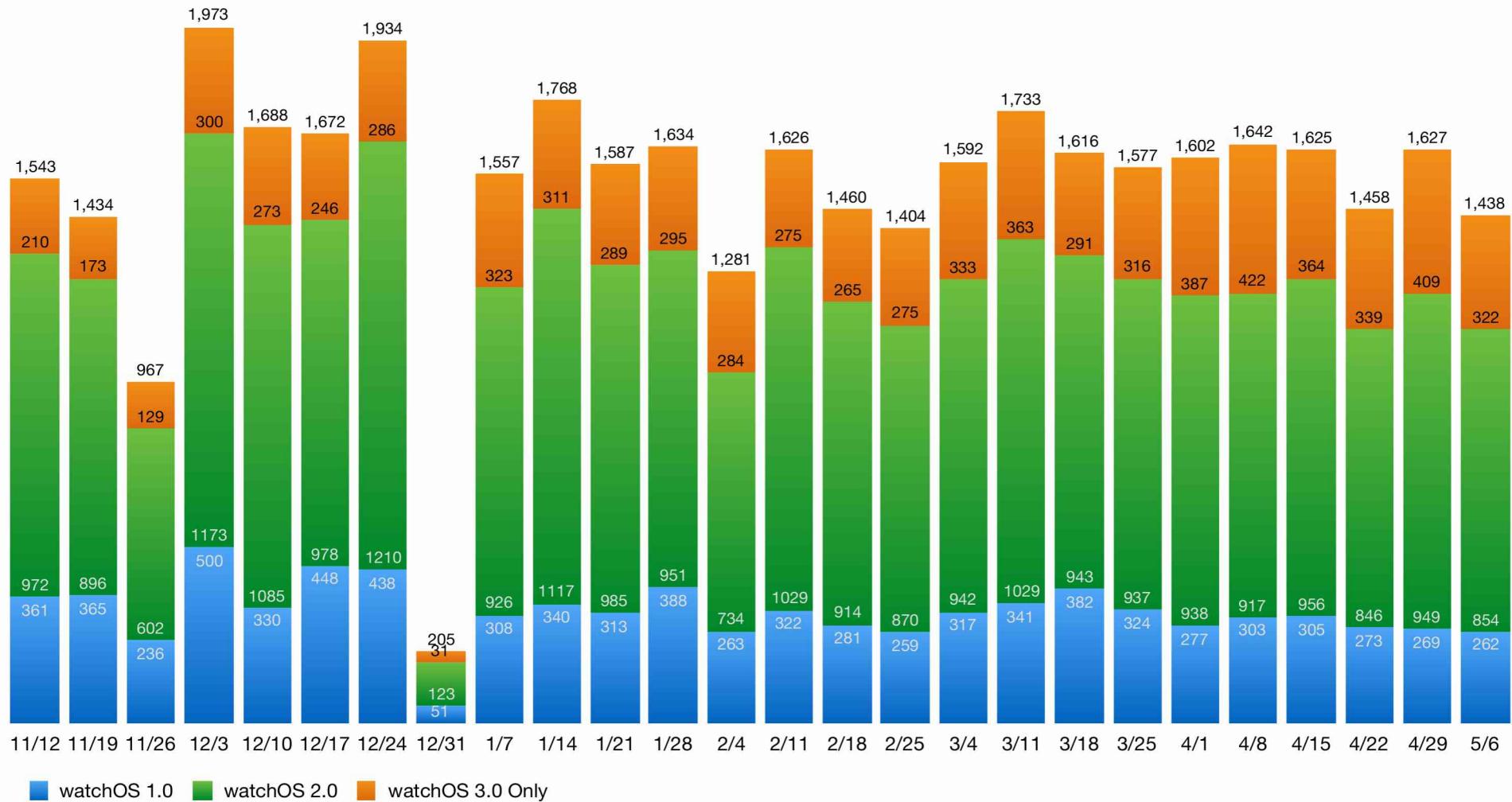
■ watchOS 1.0 ■ watchOS 2.0 ■ watchOS 3.0 Only

- Incoming volumes **adjusted to account for developer rejections**.

- This week's Developer Rejected Rate = 13.7%

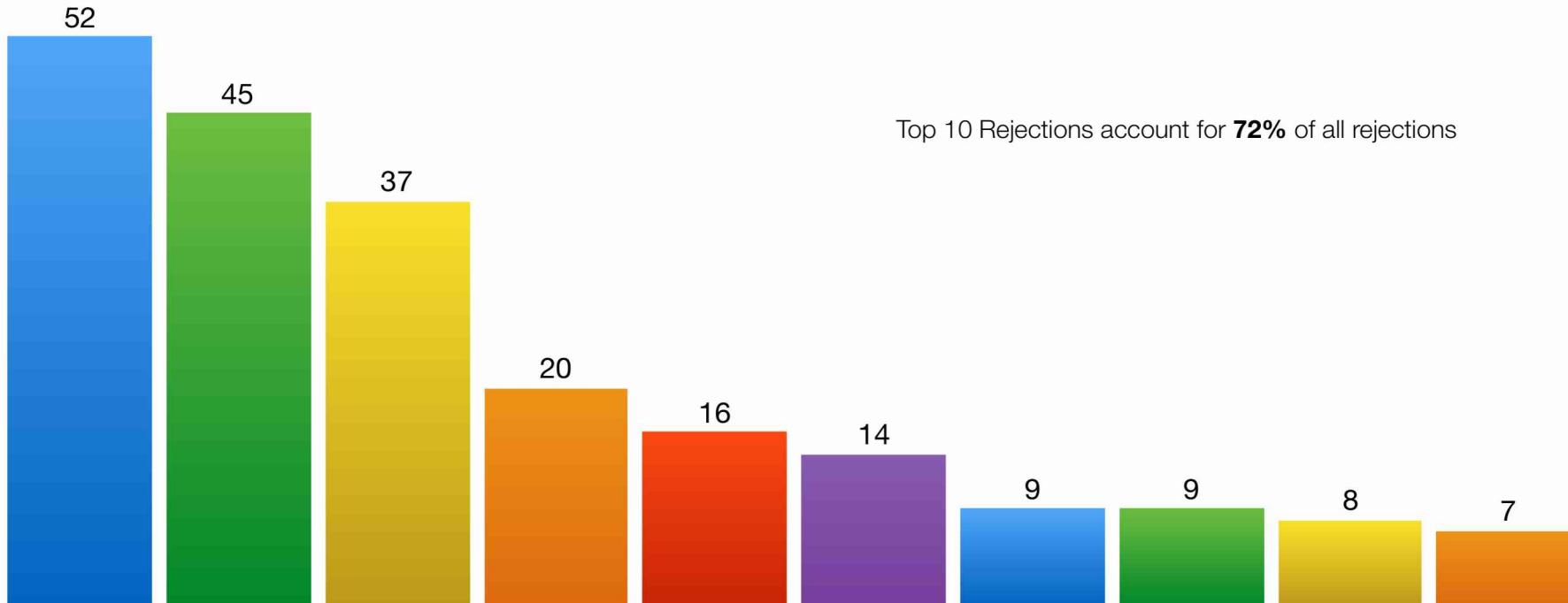
# Apple Watch Processed

## By Week through May 6, 2017



# Apple Watch Top 10 Rejected

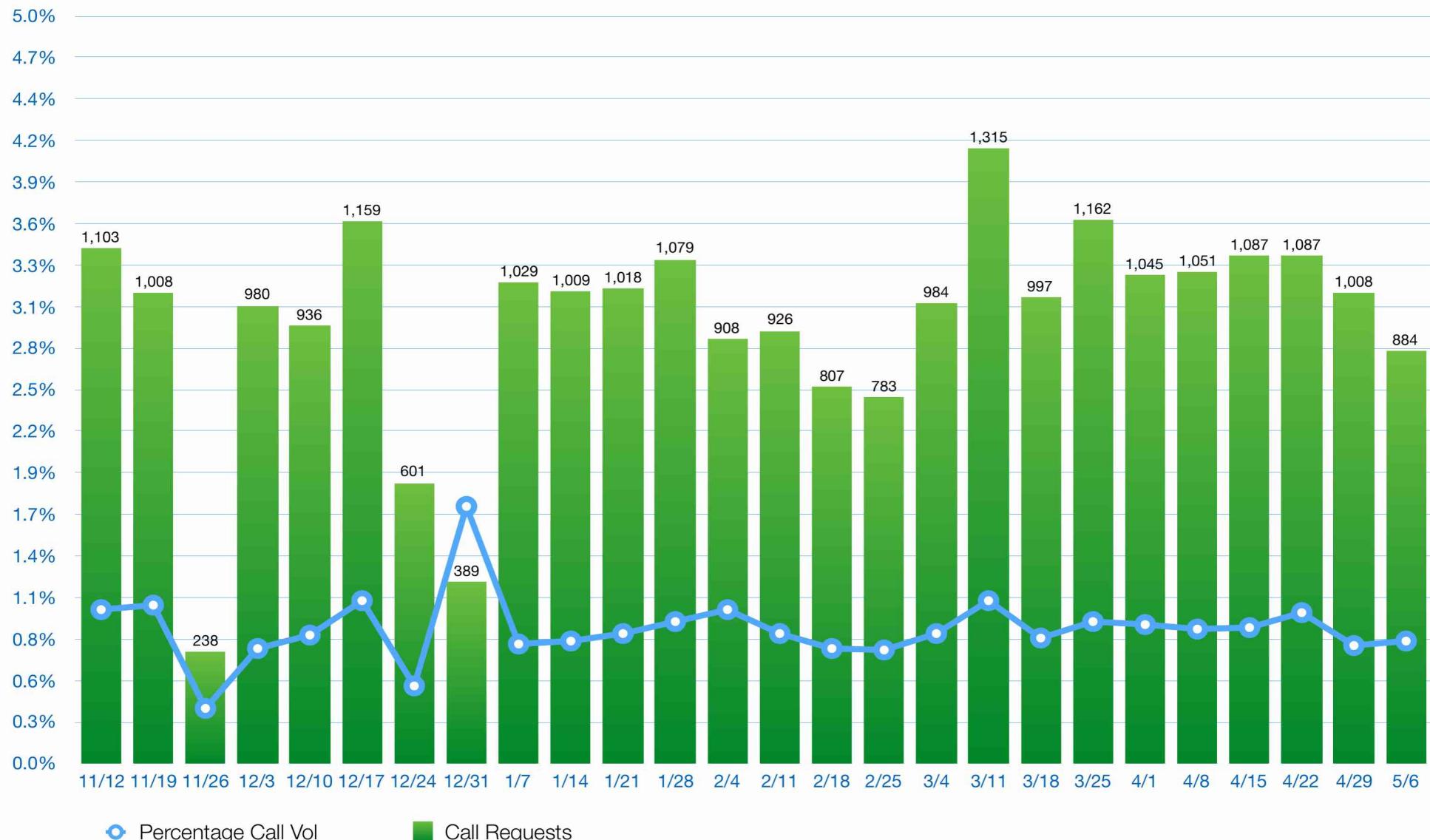
## By Week through May 6, 2017



- 2.1.0 - Performance: App Completeness
- 2.3.7 - Performance: App name and keywords
- 2.1.0 - Performance: Info Needed
- 3.1.2 - Business: Subscriptions
- 4.0.0 - Design: General
- 2.3.8 - Performance: Age-appropriate metadata
- 2.5.2 - Performance: Apps should be self-contained
- 4.2.2 - Design: Marketing materials and content aggregators
- 3.1.1 - Business: In-App Purchase
- 2.3.0 - Performance: Accurate Metadata

# Call Requests

## By Week through May 6, 2017



● Percentage Call Vol

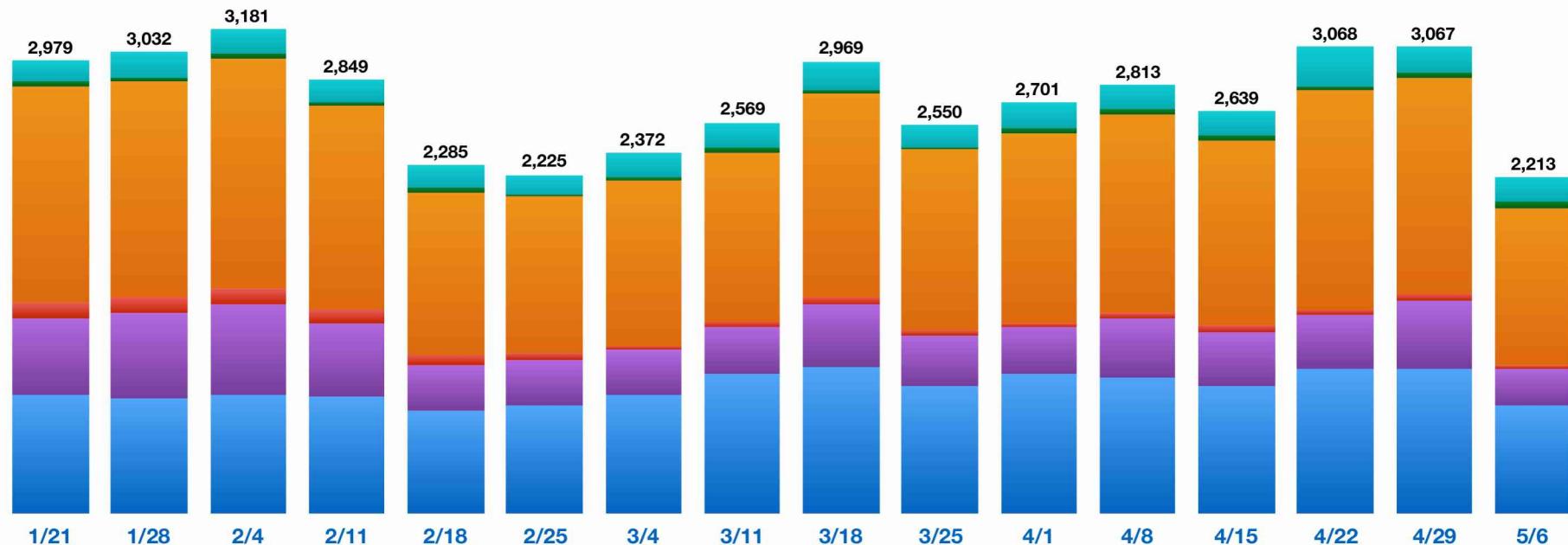
■ Call Requests

PX-0300.11  
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# Communications From Dev Advocates

## By Week through May 6, 2017

Backlog of Tickets Older Than 7 Days: 77  
5/10/2017 4:30 PM PDT



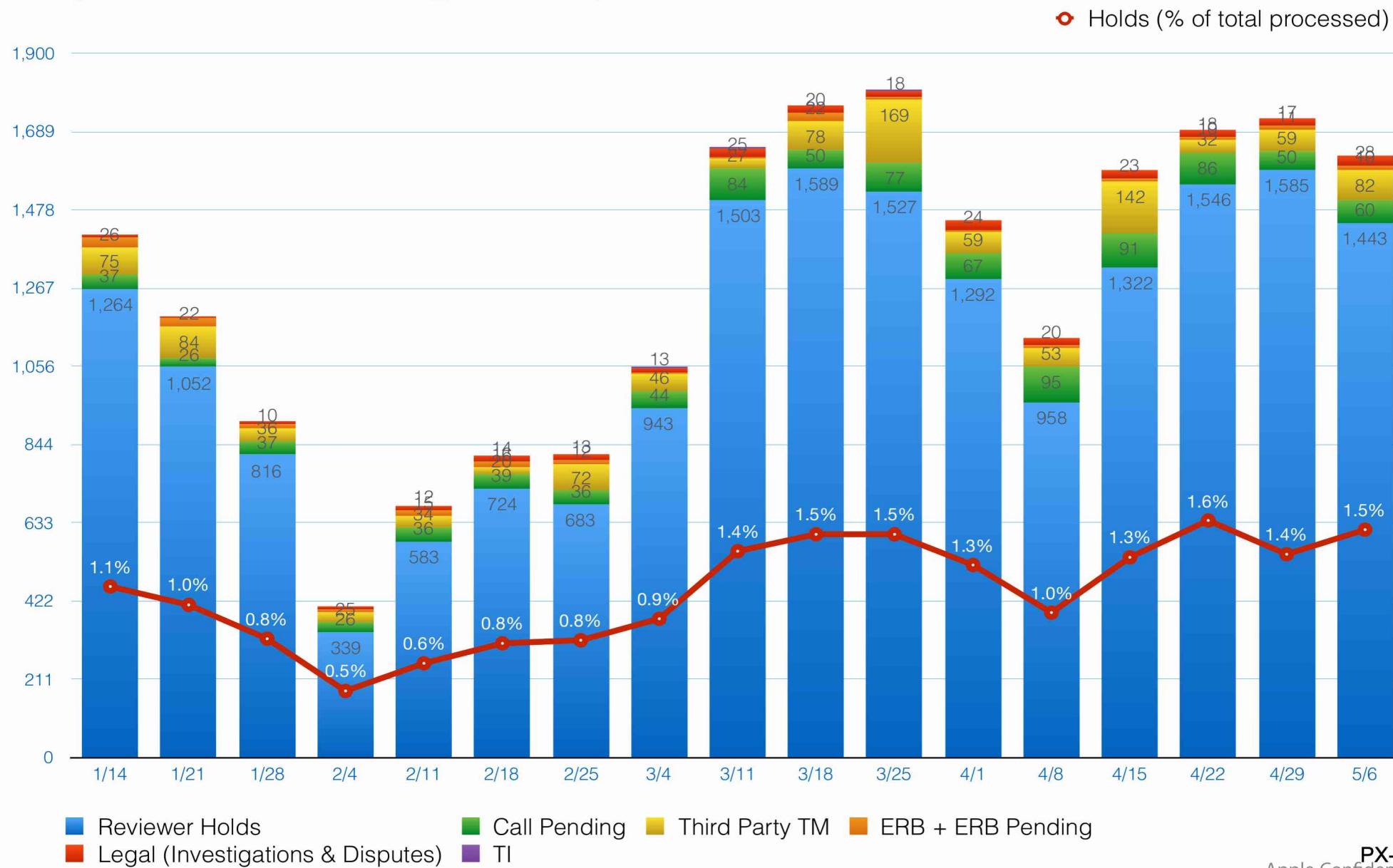
Total processed tickets	991	945	992	949	803	788	873	1,008	1,202	997	1,060	1,032	1,021	1,119	1,086	789
Average comm. attempt per ticket	3.0	3.2	3.2	3.0	2.8	2.8	2.7	2.5	2.5	2.6	2.5	2.7	2.6	2.7	2.8	2.8

■ Successful Call ■ No Answer ■ Invalid Phone ■ Sent Email ■ Left Message with Person ■ Left Voicemail

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# Hold Trends

## By Week through May 6, 2017



Reviewer Holds

Legal (Investigations & Disputes)

Call Pending

Third Party TM

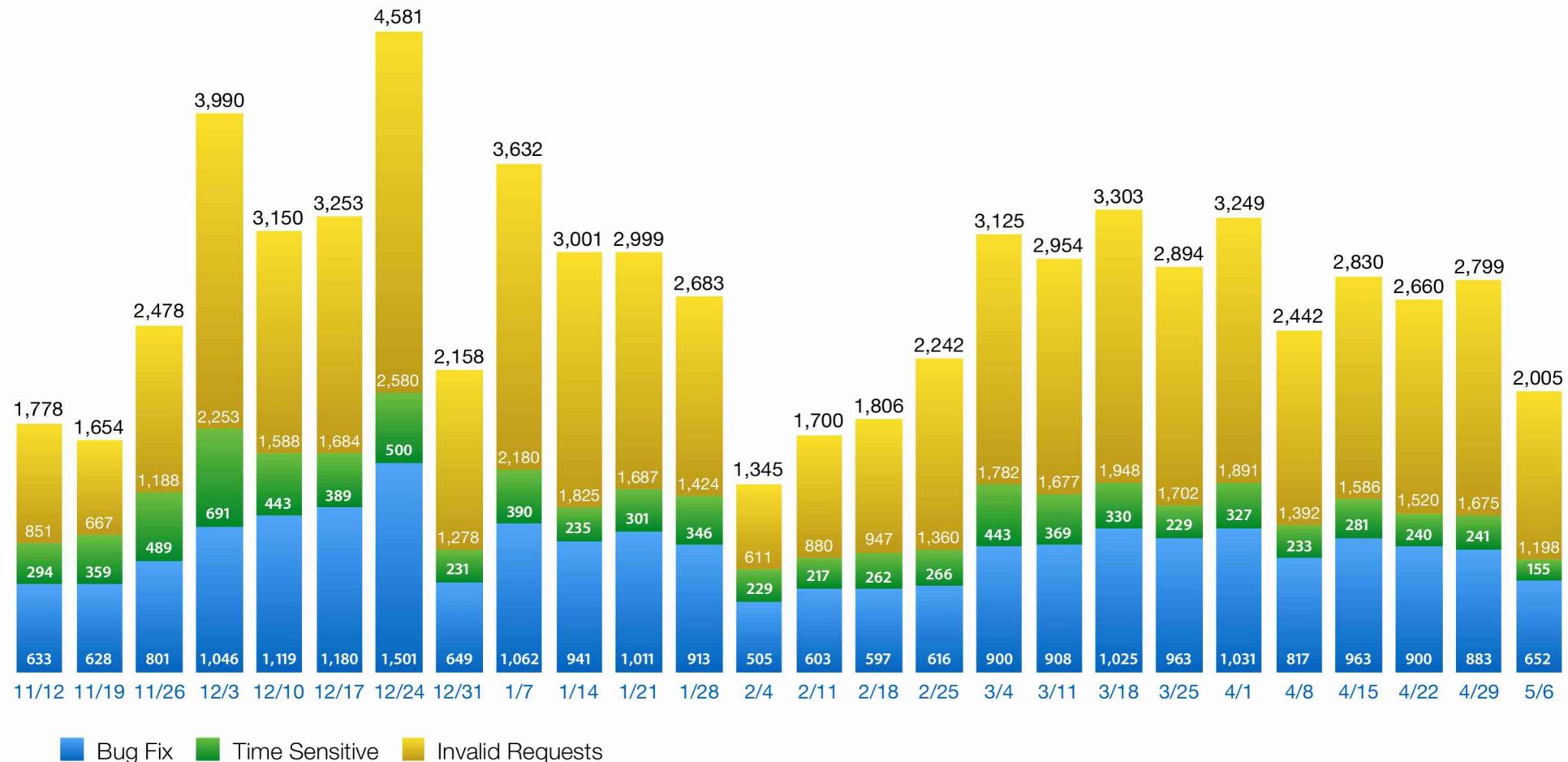
ERB + ERB Pending

TI

PX-0300.13  
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# Developer Expedite Requests

## By Week through May 6, 2017



■ Bug Fix ■ Time Sensitive ■ Invalid Requests

Note: 'Invalid Requests' includes misdirects, holds, duplicate requests, denied requests and apps already processed at time request was evaluated

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Attorney Client Privilege

PX-0300.15

# Overtime vs Productivity

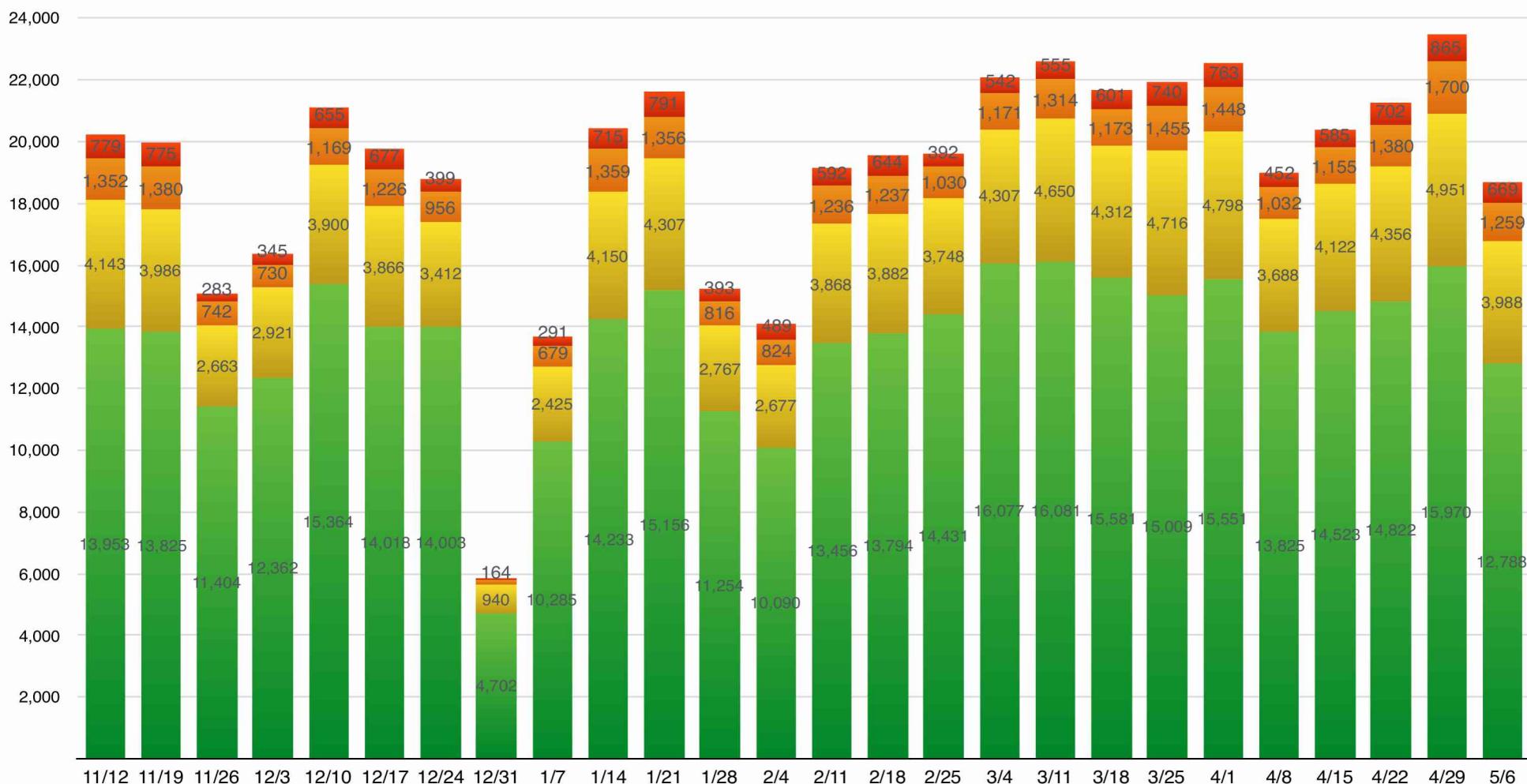
## By Week through May 6, 2017



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# Resubmitted apps

## By Week through May 6, 2017



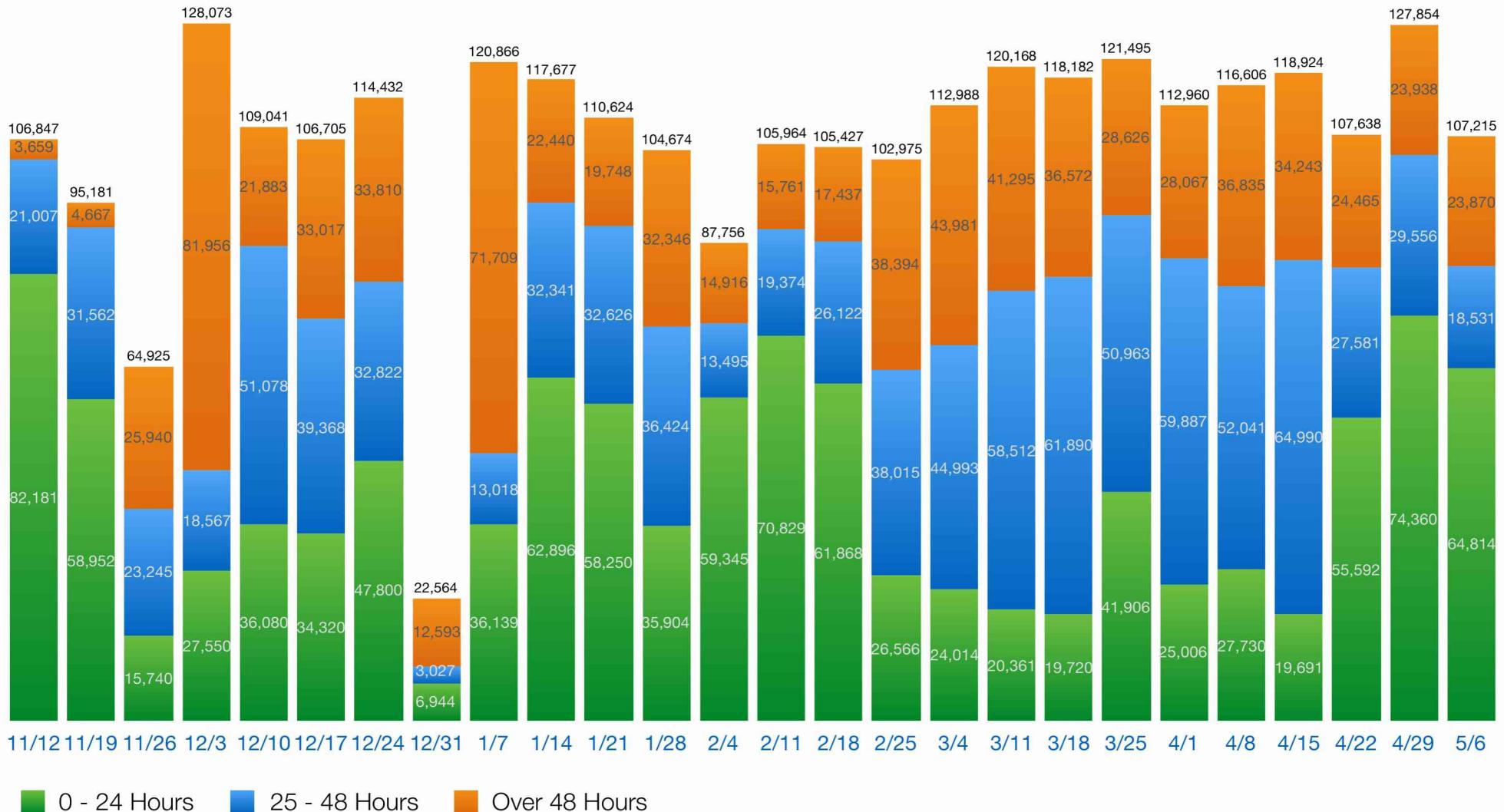
- 5th+ Resubmissions
- 4th Resubmission
- 3rd Resubmission
- 2nd Resubmission

Note: Developer Rejections Excluded

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# iOS Apps Processed by Age

## By Week through May 6, 2017



■ 0 - 24 Hours   ■ 25 - 48 Hours   ■ Over 48 Hours