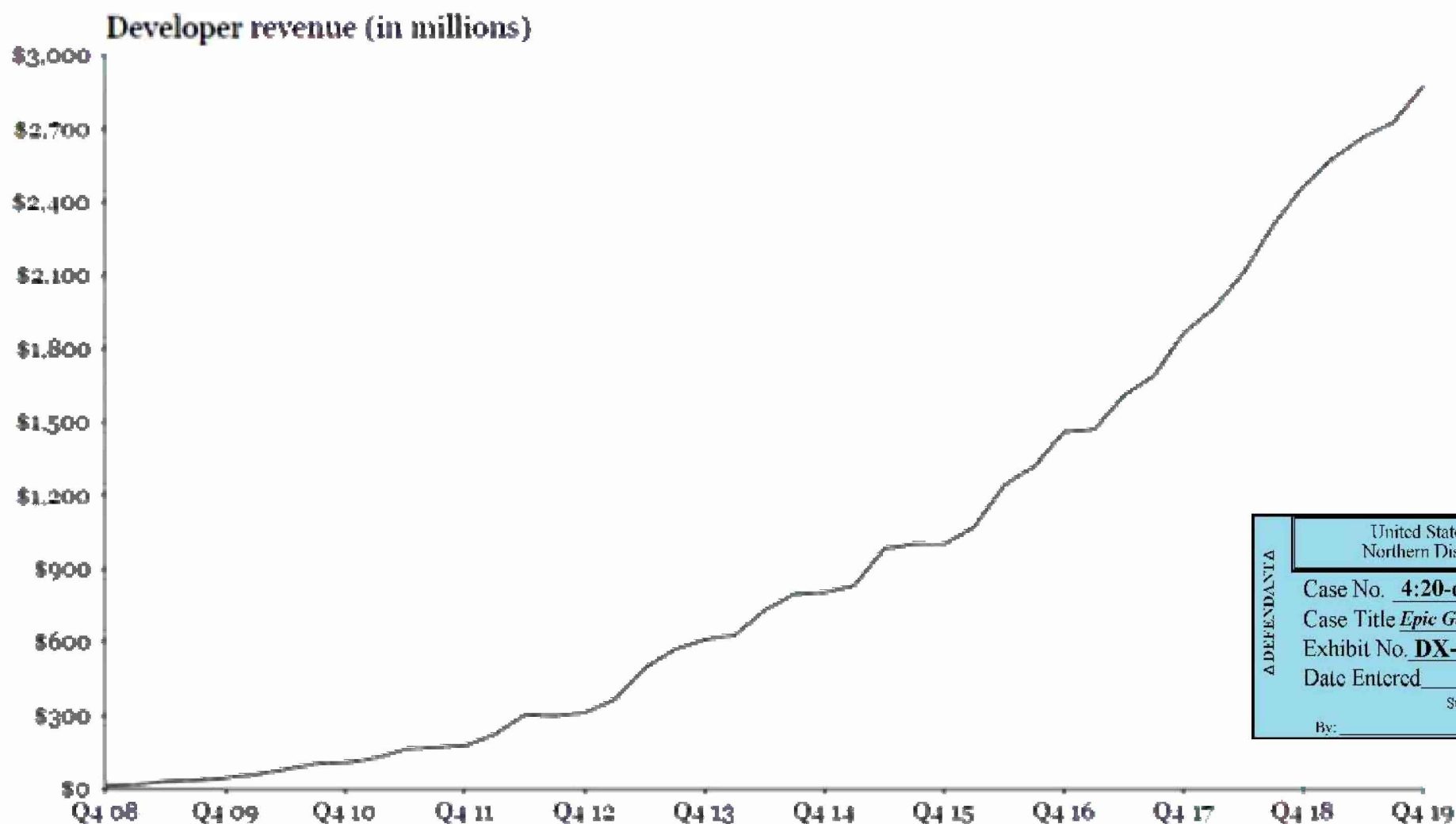


## Hitt Rebuttal Expert Report – Exhibit 57: Developer revenue from App Store initial downloads and in-app purchases (July 10, 2008– September 30, 2019)



AFFIDAVIT	United States District Court Northern District of California
	Case No. <b>4:20-cv-05640-YGR</b>
	Case Title <b><i>Epic Games, Inc. v. Apple, Inc.</i></b>
	Exhibit No. <b>DX-4813</b>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Source: Apple transaction data

Note: In the year following the App Store's launch (July 10, 2008), the transaction revenue for developers totaled \$0.11 billion. In FY2019, the transaction revenue for developers totaled \$10.85 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. Revenue is developer revenue from in-app purchases and initial downloads. See Appendix E for details regarding Apple transaction data processing.