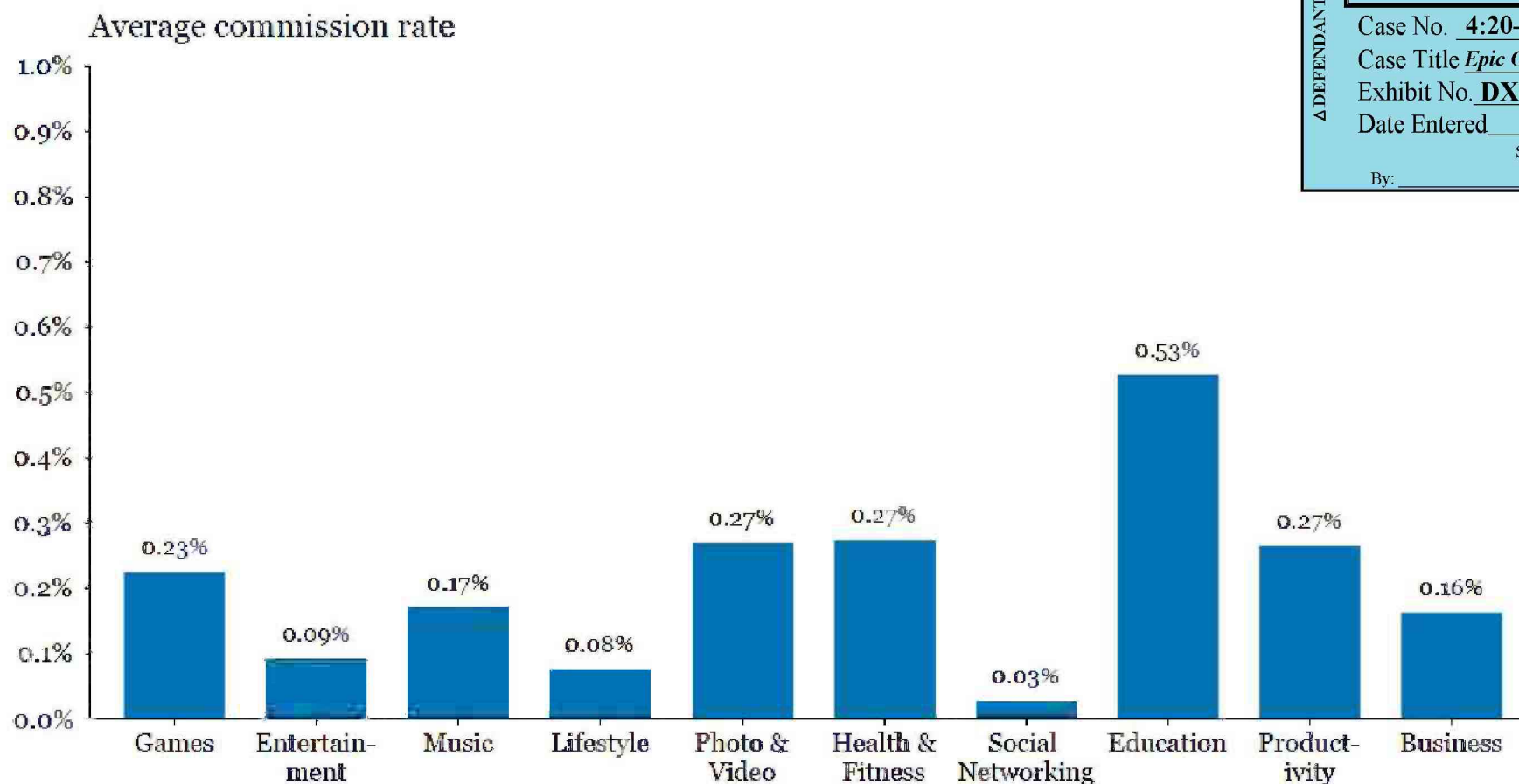


Hitt Rebuttal Expert Report – Exhibit 31: Average initial download commission rate by genre, October 1, 2018 – September 30, 2019



DEFENDANT	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-4787
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Source: Apple transaction data

Note: Commission rate is calculated for each transaction, and a simple average is calculated across transactions. Commission rate is set to 0% for all transactions with no overall revenue. Only original transactions from initial downloads are included. Transactions where Apple is the developer are excluded. The ten genres with the most App Store spending in FY2019 are shown. These genres make up 95% of FY2019 revenue on the App Store. See Appendix E for details regarding Apple transaction data processing.