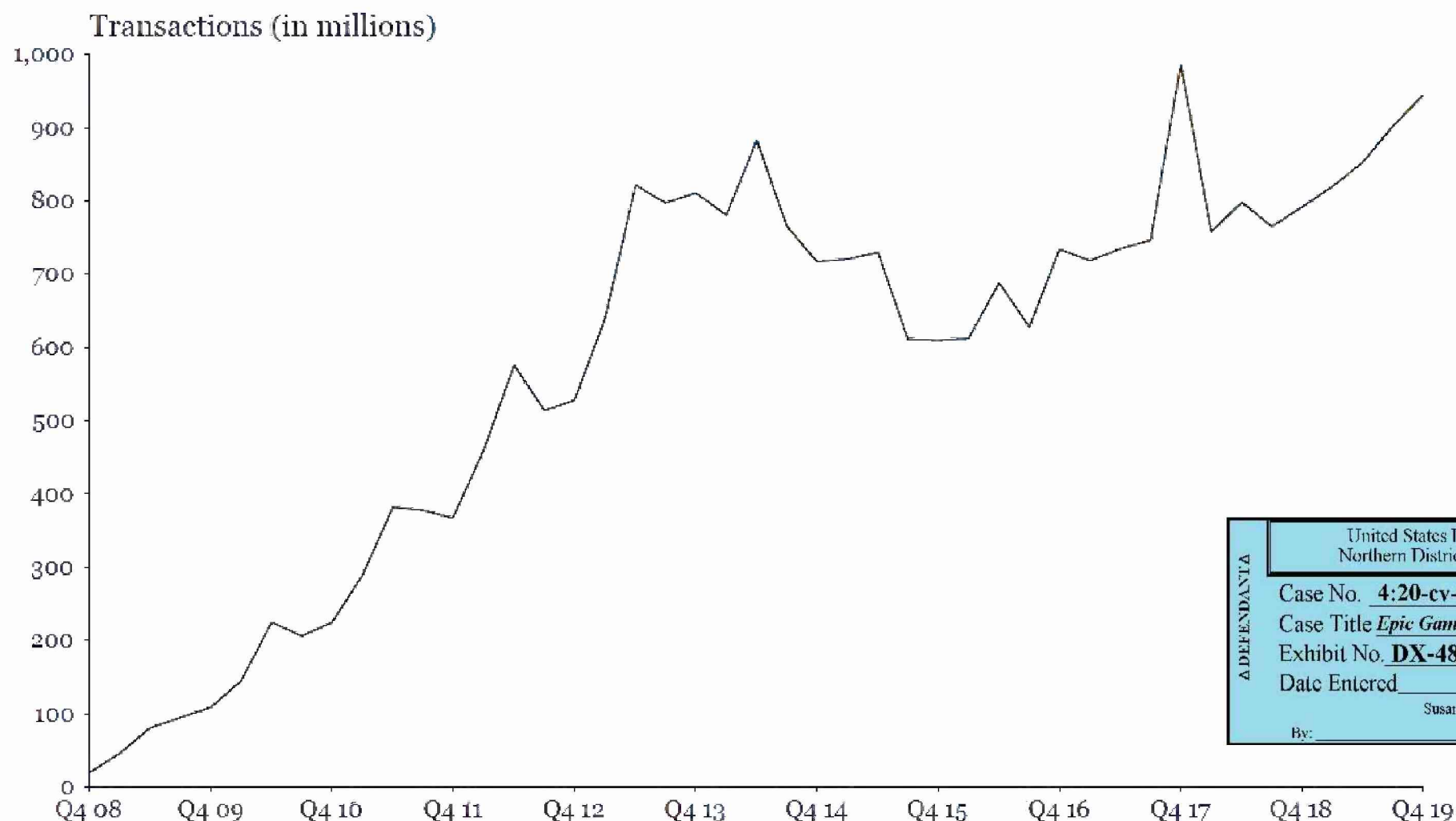


Hitt Rebuttal Expert Report – Exhibit 54: App Store initial game downloads and in-app purchases (July 10, 2008–September 30, 2019)



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-4810
	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 number of game transactions totaled 0.25 billion. In FY2019, the number of game transactions totaled 3.52 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. Only original transactions from in-app purchases and initial downloads are included. See Appendix E for details regarding Apple transaction data processing.