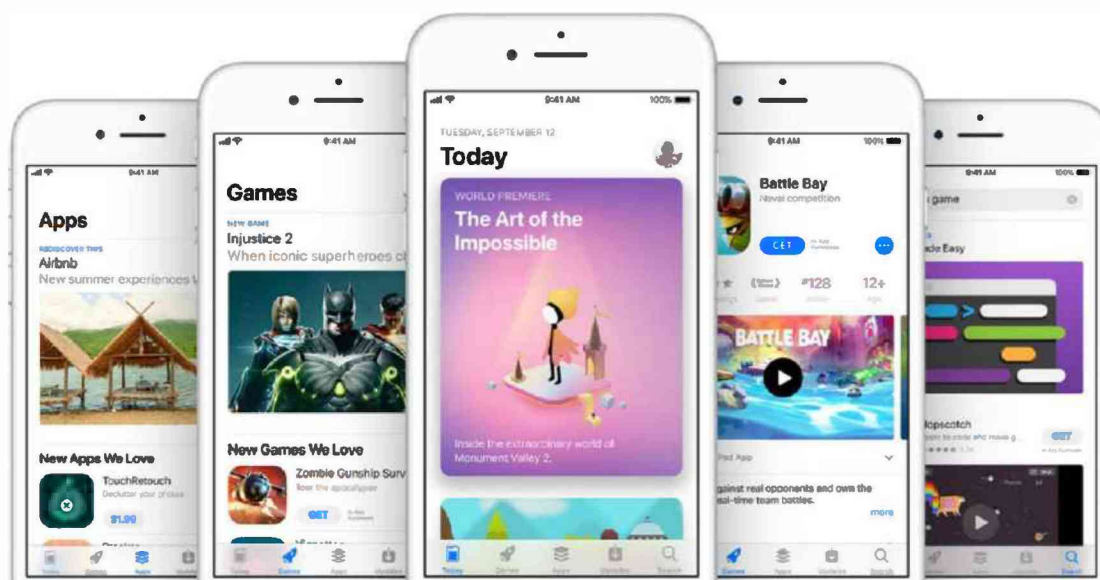# App Store

 apple.com/ie/ios/app-store/principles-practices/

We created the App Store with two goals in mind: that it be a safe and trusted place for customers to discover and download apps, and a great business opportunity for all developers.

We take responsibility for ensuring that apps are held to a high standard of privacy, security and content because nothing is more important than maintaining the trust of our users.

Today, the App Store is more vibrant and innovative than ever, offering equal opportunities to developers to deliver their apps and services across iPhone, iPad, Mac, Apple TV and Apple Watch. We're proud of the store we've built and the way we've built it.

It's our store. And we take responsibility for it.

We believe that what's on our store says a lot about who we are. We strongly support all points of view being represented on the App Store. But we also take steps to make sure apps are respectful to users with differing opinions, and reject apps for any content or behaviour that we believe is over the line — especially when it puts children at risk. For example, we strictly prohibit any app that features pornographic material, discriminatory references, torture and abuse, or anything else in exceptionally poor taste.

We created the App Store Review Guidelines to provide clear guidance to developers on building the best apps for our customers. The five pillars of the guidelines — Safety, Performance, Business, Design and Legal — require that apps offered on the App Store are safe, provide a good user experience, adhere to our rules on user privacy, secure devices from malware and threats, and use approved business models.

Learn more about the App Store Review Guidelines

We review every app and every update.

When you download an app, it should work as promised. We carefully review each app and require developers to follow strict guidelines on privacy, design and business models.

As part of our rigorous app review process, we use a combination of automated systems and hundreds of human experts. This team represents 81 languages across three time zones. We work hard to maintain the integrity of the App Store. In fact, since 2016, we have removed over 1.4 million apps from the App Store because they have not been updated or don't work on our most current operating systems. This helps de-clutter the search for new apps and makes it easier for users to find quality apps.

Weekly app reviews.

100K

reviewed

Most are reviewed within 24 hours of the developer's submission.

60%

approved

Developers can choose to have their apps available immediately after approval.

40%

rejected

The most common reason for rejection is minor bugs, followed by privacy concerns.

All developers have the opportunity to have a rejection reviewed by the App Review Board. And the App Review team makes about 1,000 calls a week to developers to help them diagnose and resolve any issues that led to rejection — so they can get their app onto the App Store.

We give developers a platform. And flexibility.

DX-3055.002

Today, developers have lots of choices for distributing their apps — from other app stores to smart TVs to gaming consoles. Not to mention the open Internet, which Apple supports with Safari, and our customers regularly use with web apps like Instagram and Netflix.

We work hard to make it easy and compelling for developers to develop apps for the 1 billion App Store customers around the world. We now have 20 million developers in our Apple Developer Programme, with thousands of them delivering groundbreaking new services, new experiences and even entirely new business categories.

The App Store has also helped millions of people with great ideas easily learn how to code, create and distribute them in 155 countries.

Since the launch of the App Store, an entire industry has been built around app design and development, generating over 1,500,000 US jobs and over 1,570,000 jobs across Europe.

We're proud that, to date, developers have earned more than $120 billion worldwide from selling digital goods and services in apps distributed by the App Store.

84 per cent of apps are free and developers pay nothing to Apple.

Like any fair marketplace, developers decide what they want to charge from a set of price tiers. We only collect a commission from developers when a digital good or service is delivered through an app. Here are some of the ways developers commonly make money on the App Store.

Free

These are apps that users pay nothing to download or use. The developer chooses to make them free or has some other business model not generated from app revenue. Apple receives no commission from supporting, hosting and distributing these apps.

Example apps

- Google Translate

- LEGO® Life

- Bitmoji

- Wikipedia

Free with advertising

These apps are free for users to download and the developer generates revenue from advertisements in the apps. Apple receives no commission from supporting, hosting and distributing these apps.

Example apps

Free with in-app purchase

These apps are free for users to download, and users can pay for additional digital features and content in the app with Apple's In-App Purchase system. Developers earn 70% of sales from in-app purchases and Apple collects a 30% commission.

Example apps

- Candy Crush Saga

- Clash of Clans

- Skype

- Twitch

Free with physical goods and services

These apps are free for users to download and the developer generates revenue from the sale of physical goods and services, such as purchasing clothing, having food delivered or ordering a ride from a transport service. Apple receives no commission from supporting, hosting and distributing these apps, or from transactions for physical goods and services in the app.

Example apps

- Airbnb

- Amazon

- Deliveroo

- Trainline

Free with subscription

These apps are free to download and users can purchase auto-renewing subscriptions inside the app. If developers choose to sell digital subscriptions inside the app, they use Apple's In-App Subscription system. In that case, developers earn 70% of subscription sales for the first subscription year and Apple collects a 30% commission. After the first year, the developer earns 85% for all successive years that the user remains a subscriber and Apple collects a 15% commission.

Example apps

- Bumble

DX-3055.004

- Calm

- Lifesum

- 1Password

Paid

These are apps that customers pay up front to download from the store — and include free updates. Developers earn 70% of sales from paid apps and Apple collects a 30% commission.

Example apps

- CARROT Weather

- Facetune

- Donut County

- Monument Valley 2

Reader

These are apps where users exclusively purchase or subscribe to content outside the app but enjoy access to that content inside the app on their Apple devices. Examples include books, music and video apps. In these cases, developers receive all the revenue they generate from bringing the customer to their app. Apple receives no commission from supporting, hosting and distributing these apps.

Example apps

- Amazon Kindle

- Audible

- Netflix

- Spotify

Cross-platform

These are apps that offer digital goods and services for sale within an app and also allow users to make those purchases on other platforms. In both cases, users can consume those goods and services in the app on Apple devices. Apple only earns a commission on the purchases made directly in the app on the Apple device. Apple receives no commission from the purchases made on other platforms and then used within the app.

Example apps

- Dropbox

- Fortnite

- Microsoft Word

- Minecraft

We invest in our developers' success.

The Apple Developer Programme provides businesses with a robust set of tools, compilers, languages, APIs and SDKs — so everyone has an opportunity to create innovative apps.

Developers also receive free marketing opportunities through our store design, including the new Today editorial feature, personal recommendations, search tools, top lists and social marketing. All this helps to support the millions of successful apps on the App Store.

Apple has created programmes that help not only current developers but anyone who wants to learn to code and ultimately become a developer. Our App Accelerator has helped thousands of developers build great app experiences across our platforms; the Apple Developer Academy helps students become the iOS developers of the future; the Apple Entrepreneur Camp was created for organisations founded and led by women, and helps them deliver cutting-edge apps; our WWDC Scholarships encourage the next generation of app developers, and talented STEM students, to pursue their education around coding; and we designed Everyone Can Code, which enables anyone to learn, write and teach code.

A store that welcomes competition.

We believe competition makes everything better and results in the best apps for our customers.

We also care about quality over quantity and trust over transactions. That's why, even though other stores have more users and more app downloads, the App Store earns more money for developers. Our users trust Apple — and that trust is critical to how we operate a fair, competitive store for developer app distribution.

Here's a look at a variety of categories we're competing in, and who we're competing with, on our App Store.

Competing apps on the App Store.

Calendar

Apple

Competing apps on the App Store

DX-3055.006

Calendar

- Calendars by Readdle

- Google Calendar

- Fantastical 2

- Microsoft Outlook

Camera

Apple

Competing apps on the App Store

Camera

- Camera+ 2

- Enlight Quickshot

- Moment

- Snapchat

Cloud Storage

Apple

Competing apps on the App Store

iCloud

- Box

- Dropbox

- Google Drive

- Microsoft OneDrive

Mail

Apple

Competing apps on the App Store

Mail

DX-3055.007

- Gmail

- Microsoft Outlook

- Airmail

- Yahoo Mail

Maps

Apple

Competing apps on the App Store

Maps

- Citymapper

- Google Maps

- Moovit

- Waze

Messaging

Apple

Competing apps on the App Store

Messages

- WhatsApp

- LINE

- Snapchat

- Viber Messenger

Music

Apple

Competing apps on the App Store

Apple Music

- Amazon Music

DX-3055.008

- Deezer

- TIDAL

- YouTube Music

Notes

Apple

Competing apps on the App Store

Notes

- Bear

- Evernote

- Notability

- Notebook

Podcasts

Apple

Competing apps on the App Store

Podcasts

- Pocket Casts

- Anchor

- Overcast

- Castro Podcast Player

TV

Apple

Competing apps on the App Store

Apple TV

- Amazon Prime Video

- YouTube

DX-3055.009

- Snapchat

- Netflix

Video Chat

Apple

Competing apps on the App Store

FaceTime

- Hangouts

- Viber Messenger

- Skype

- WhatsApp

Web Browsing

Apple

Competing apps on the App Store

Safari

- Opera Touch

- Firefox

- Google Chrome

- Microsoft Edge

We're always learning, and trying to make the App Store experience better for customers and developers by offering the best apps. And this commitment has never wavered.

Make great apps for the App Store.

Are you a developer? Grow your business with resources designed to help you create incredible apps and reach more users.

Learn about developing apps for the App Store

DX-3055.010