

From: Ryan G. Dixon [REDACTED]
To: Phillip Shoemaker [REDACTED]
CC: Matt Fischer [REDACTED], Craig Linsen [REDACTED]
BCC:
Subject: Re: Jammit App & In App Purchase
Attachments:
Sent: 04/11/2011 04:05:09 PM 0000 (GMT)

Understood, thank you for the quick feedback as well.

Ryan G. Dixon

☐ **Music & Entertainment Manager, App Store**

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On Apr 11, 2011, at 9:01 AM, Phillip Shoemaker wrote:

This is in violation of our guidelines.

11.2 Apps utilizing a system other than the In App Purchase API (IAP) to purchase content, functionality, or services in an app will be rejected

I understand his concern as to the cost issue here, but I have to say that there's not much we can do here. We don't adjust our guidelines in order to make it easier for some developers to make money. And while we have some outliers in the store right now, I cannot guarantee that we will allow them to continue.

We are still making decisions on this front, but I do believe that we will continue to disallow this model.

On Apr 11, 2011, at 8:41 AM, Ryan G. Dixon wrote:

Hi Phillip

[REDACTED] the Developer of "Jammit" reached out to me recently regarding an App rejection he received a few months ago. It seems the issue was he was not using In App purchase, instead having people buy additional "Songs" from the website (within a webkit view in the App).

The issue for him is the 30% cut using our In App purchase, which would mean he is losing money on every transaction since he is already paying artist and songwriters fees before that even happens. If he was to remove all references of buying additional content outside of the App, and instead just focused the music function while messaging (only outside of the app and without any links from the app) that additional content is available on his website would that meet our guidelines? It appears that is what MLB.com did, so I wanted to ask to see if it would also apply here.

Here is a demo video of the App, and I also attached the current flow of the App in terms of how he submitted it originally - [REDACTED]

Any guidance & feedback would be greatly appreciated, it is a cool App for musicians and I think a great potential title for iOS.

<Jammit_iOS_App_and_dotCom_Originally_Submitted_Store_Model.pptx>

Exhibit
0057

PX-0057.1

APL-APPSTORE_00436981

Ryan G. Dixon

□ Music & Entertainment Manager, App Store

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