



From: Herve Sibert ([REDACTED])
To: Eric Friedman ([REDACTED])
CC:
BCC:
Subject: Re: edited
Attachments:
Sent: 02/02/2018 07:28:37 PM 0000 (GMT)

Allow me to express doubts about this "lot of work"... It's almost one year since we uncovered the I4 app hidden behind a calculator with loads of downloads, and if they've made any progress then it's just not visible.

<https://techcrunch.com/2018/02/02/a-traveling-frog-exposes-the-fake-app-problem-in-apples-chinese-app-store/>

Just like in October, AppReview fails to review properly, and we just tamper with search results (which could be dangerous from a legal perspective) to try to correct.

> On Jan 30, 2018, at 7:03 PM, Eric Friedman wrote:

>

> Jeremy is supposed to link up with Trystan. I talked to him and they had done a lot of work on that, but we need to engage in a more "formal" way.

>

>> On Jan 30, 2018, at 9:56 AM, Herve Sibert wrote:

>>

>> Hey Eric, did we ever get an update from AppReview on improvements on the review process?

>>

>>> On Oct 11, 2017, at 12:39 AM, Eric Friedman wrote:

>>>

>>> I took that thread off line and asked the same question. He said he will include us in a similar review with Ivan K and Nate Lawson and I of course plan to have you represent. ;)

>>>

>>> As much as those guys want to help, their paycheck depends on getting apps in the door and keeping developers happy. They are more like the pretty lady who greets you with a lei at the Hawaiian airport than the drug sniffing dog who, well, never mind. ;)

>>>

>>>> On Oct 10, 2017, at 3:34 PM, Herve Sibert wrote:

>>>>

>>>> Perfect! Of course I like the edits.

>>>>

>>>> Talking about BS ;) I'm not really happy with Trystan's/AppReview feedback. The way is open for more and more Chinese apps using the same hiding techniques. Any idea on how we can force them a bit? Not only informing iTunes Moderation - even though that's a needed thing so that it rings a bell when Irina and other folks see this kind of stuff high in rankings. Improving the review and preventing these apps from getting on the store would be much preferred...

>>>>

>>>>

>>>>> On Oct 11, 2017, at 12:23 AM, Eric Friedman wrote:

>>>>>

>>>>> Minor edits/additions. If you like them, go for it. If you don't, go for it. ;)

>>>>>

>>>>>

>>>>>

>>>>>

>>>>>

>>>>>

>>>>>

>>>>>



>