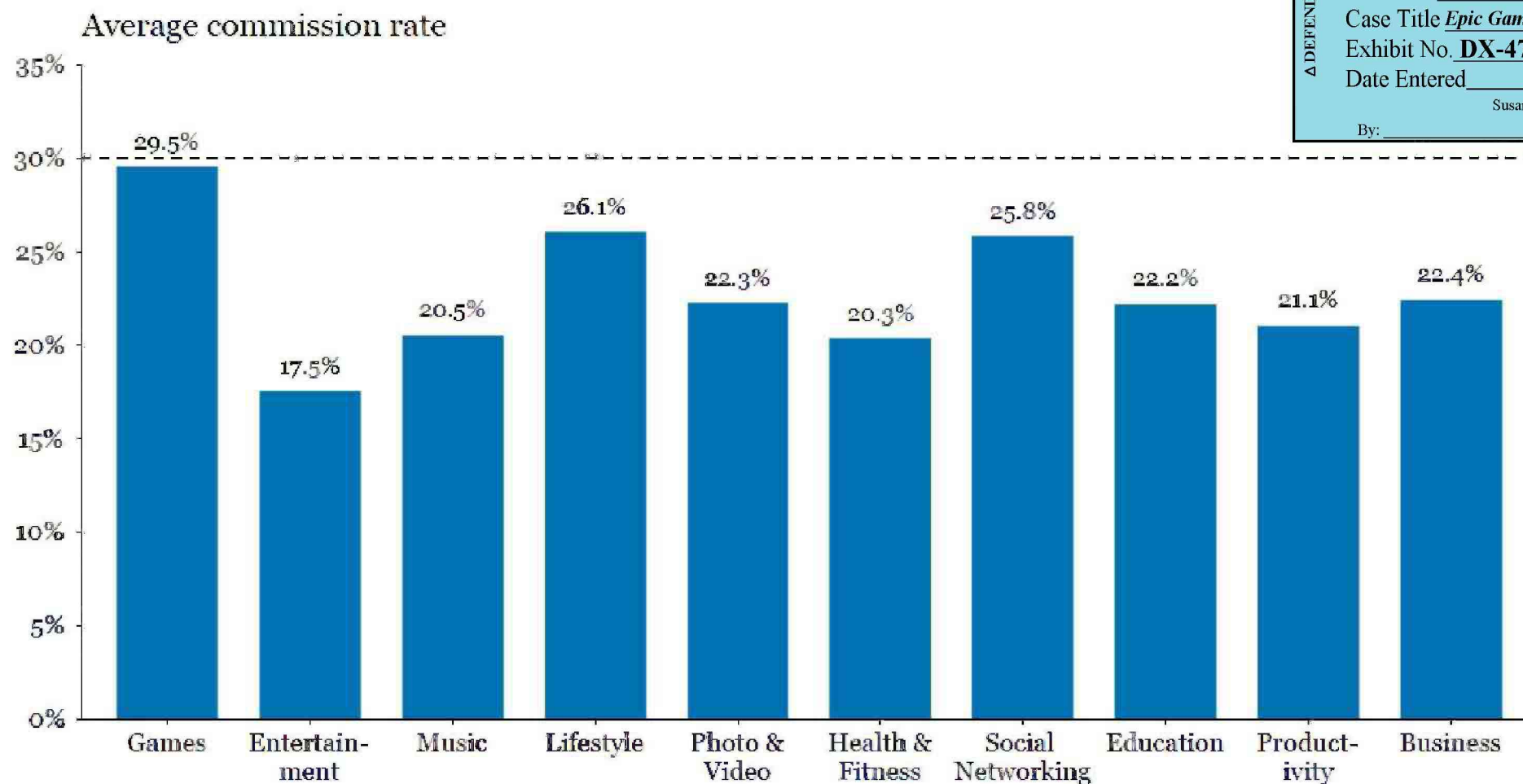


Hitt Rebuttal Expert Report – Exhibit 30: Average in-app purchase commission rate by genre, October 1, 2018 – September 30, 2019



DEFENDANT A	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-4786
	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 in-app purchases 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.