

**Subject:** Re: NEW - App Store and Mac App Store Weekly Dashboard: Week of 5/28/2012  
**From:** "Matt Fischer" <[REDACTED]>  
**To:** "Philip Schiller" <[REDACTED]>  
**Cc:** "Eddy Cue" <[REDACTED]> "Tim Cook" <[REDACTED]> Greg Joswiak <[REDACTED]>  
**Date:** Tue, 05 Jun 2012 17:21:53 +0000

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Hi Phil - thanks for the feedback.

I'll let the App Review team know about the two apps you referenced.

Thanks,

Matt

On Jun 5, 2012, at 10:19 AM, Philip Schiller wrote:

The report is amazing, very informative  
Note you have a scam app, "Pam Reading Booth", on the top charts that should not be on the store.  
And you have "Hide My Fart" that should never have been approved.

On Jun 5, 2012, at 10:13 AM, Matt Fischer <[REDACTED]> wrote:  
Eddy, Tim, Phil and Joz,

We've updated the weekly App Store and Mac App Store dashboard to be more informative and visually appealing. In addition to the data shared in the past version, we've included forecasts on units, billings and customers, through the end of the year. For those interested, at the bottom, we've also included the top free, top paid and top grossing apps from the past week, along with their ranks and w/w movement.

Please take a look and let me know what you think.

Best,  
Matt

## **App Store Global Business Summary--Week of 05/28/2012**

- The App Store generated \$88.1M and had 339.1M downloads last week
- Billings up 3.1% and units up 3.5%

- In Apps billings are over 60% of the App Store billings as of last week
- Apple app billings down 0.7% to \$1.8M; 3rd party app billings up 3.2% to \$86.3M
- Apple app units up 2.1% to 2.4M; 3rd party app units up 3.5% to 336.7M
- iPhone Apps: Billings up 2.2% to \$12M; Units were flat at 161.8M
- Universal Apps: Billings were flat at \$16.1M; Units up 8.3% to 146.1M
- iPad Apps: Billings down 4.8% to \$6.6M; Units up 2.4% to 31.1M
- In Apps: Billings up 5.5% to \$53.4M; Units up 4.4% to 9.2M

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## **Mac App Store Global Business Summary - Week of 05/28/12**

- The Mac App Store generated \$6.7M and had 2.6M downloads last week
- Billings down 18% and units up 1%
- Apple app billings up 4% to \$2.4M; 3rd party app billings down 36% to \$2.9M
- Apple app units up 17% to 0.6M; 3rd party app units down 3% to 2M
- Paid units down 0.7% to 0.8M; Free units up 1.6% to 1.8M

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10.png><PastedGraphic-11.tiff><PastedGraphic-12.tiff><PastedGraphic-13.tiff><PastedGraphic-14.tiff><PastedGraphic-15.tiff><PastedGraphic-16.tiff>