

**PLAINTIFF**  
U.S. District Court - NDCAL  
**4:20-cv-05640-YGR-TSH**  
Epic Games, Inc. v. Apple Inc.  
**Ex. No. PX-2185**  
Date Entered \_\_\_\_\_  
By \_\_\_\_\_

**Subject:** Updated deck  
**From:** "Alex Rofman" [REDACTED]  
**Received(Date):** Thu, 11 Nov 2010 18:37:36 +0000  
**To:** "Matt Fischer" [REDACTED], "Erika Mobley"  
[REDACTED], "Pedraum Pardelpoosh"  
[REDACTED], "Tanya Washburn" [REDACTED]  
**Attachment:** October\_2010\_App\_Store\_Team\_Update.key  
**Date:** Thu, 11 Nov 2010 18:37:36 +0000

---

Here's the updated deck with the changes we discussed yesterday, along with slides from Tanya added.

Thanks,  
Alex

---

---

PX-2185.1



# App Store Business Update

October 2010

PX-2185.2

**CONFIDENTIAL**

Apple Need-to-Know Confidential 2

PX-2185.3

## **Agenda**

**Business Overview**

**Editorial Update**

**Business Management Initiatives**

**Product Management Update**

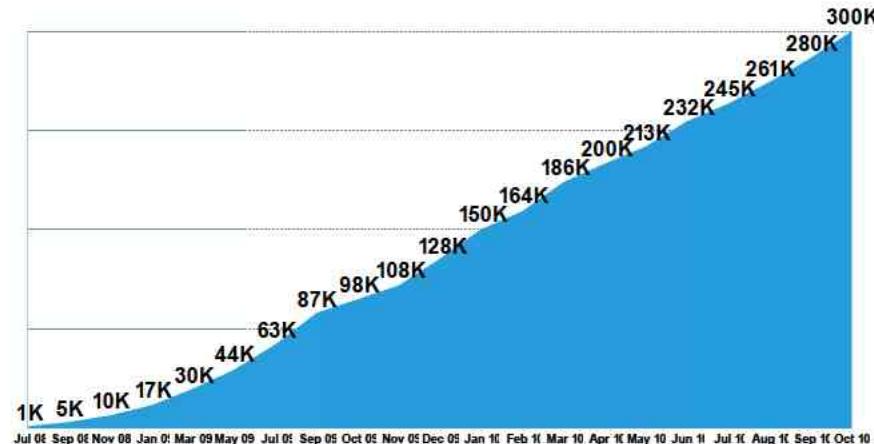
Apple Need-to-Know Confidential 3

PX-2185.4

# App Store Business Update

PX-2185.5

## Total App Count

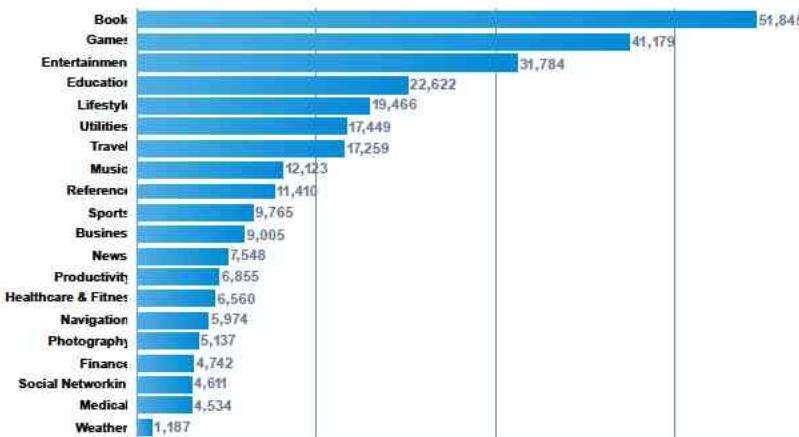


\*Source: iTunes Database through October 31, 2010.

Apple Need-to-Know Confidential 5

PX-2185.6

## App Count by Category

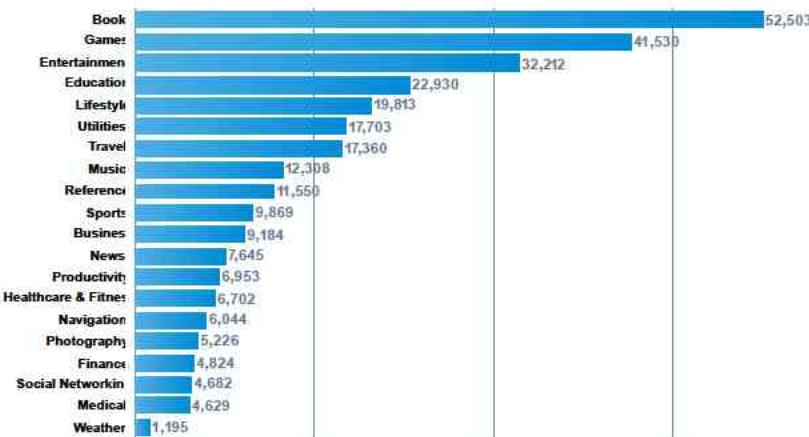


\*Source: iTunes Database through October 23, 2010.

Apple Need-to-Know Confidential X

PX-2185.7

## App Count by Category



\*Source: iTunes Database through October 31, 2010.

Apple Need-to-Know Confidential 6

PX-2185.8



Actual: \$2,108,174,191

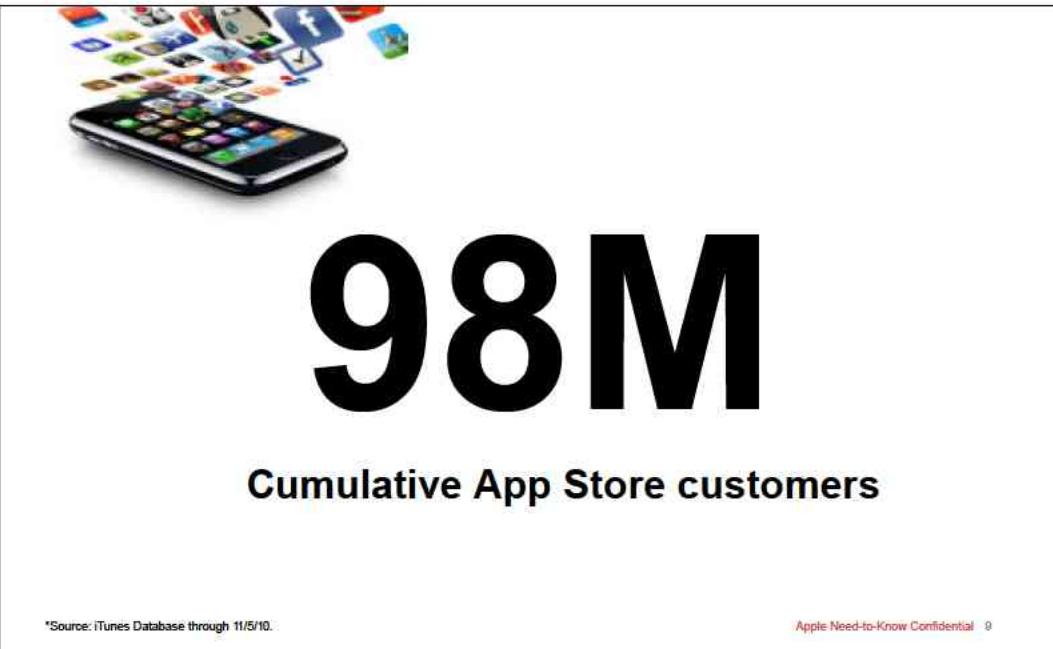
PX-2185.9



Outside chance we cross 10B in December; if not, we will do so in January 2011.

Actual: 7,805,987,645

PX-2185.10



--Up 5M from September. We will cross 100MM cumulative App Store customers in November 2010.

PX-2185.11



PX-2185.12



72.6M active App Store customers August through October, 2010

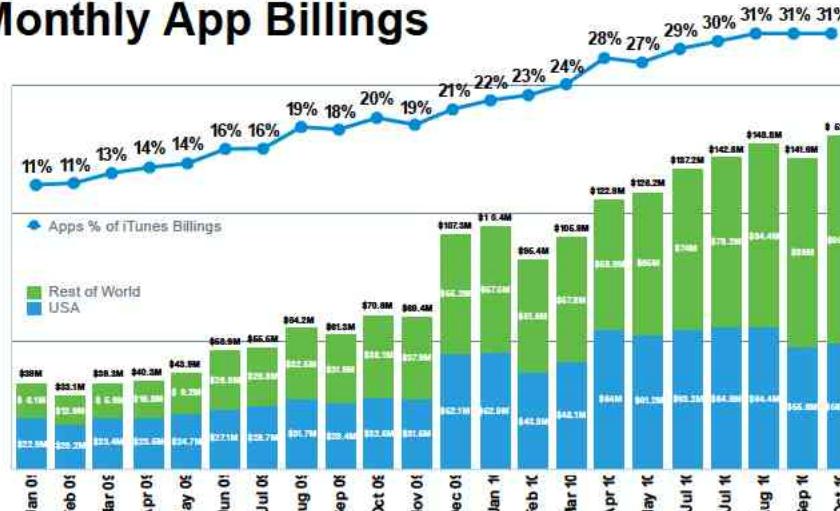
PX-2185.13



--Up 1 from last month

PX-2185.14

## Monthly App Billings



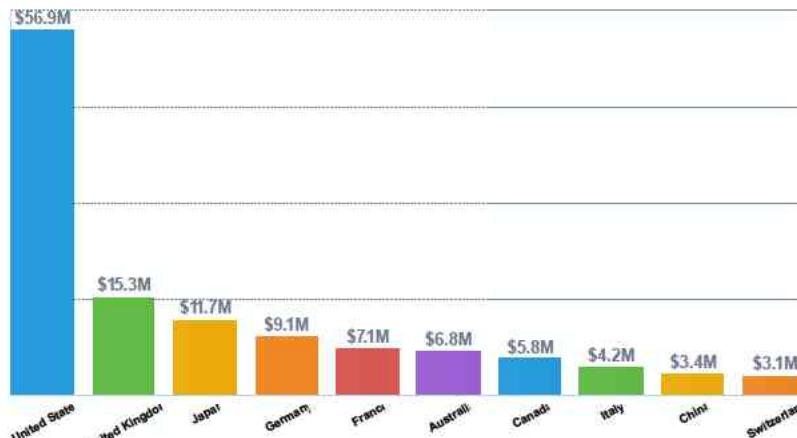
\*Source: iTunes Database.

Apple Need-to-Know Confidential 13

- October 2010 was another record month--our 7th of the year
- 7% month over month growth; every storefront up
- UK, DE and Pan were best performers, with 11% month over month growth
- US up 2.4%
- Including China in World Store: 12% month over month growth
- Including Korea in NG: 19% month over month growth

PX-2185.15

## Billings in 10 Biggest Markets - October 2010



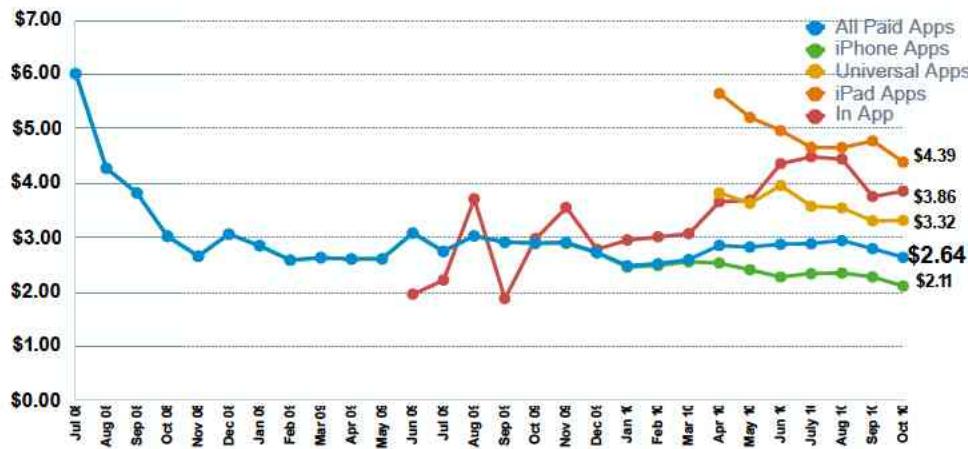
\*Source: iTunes Database. Includes all content types.

Apple Need-to-Know Confidential | 14

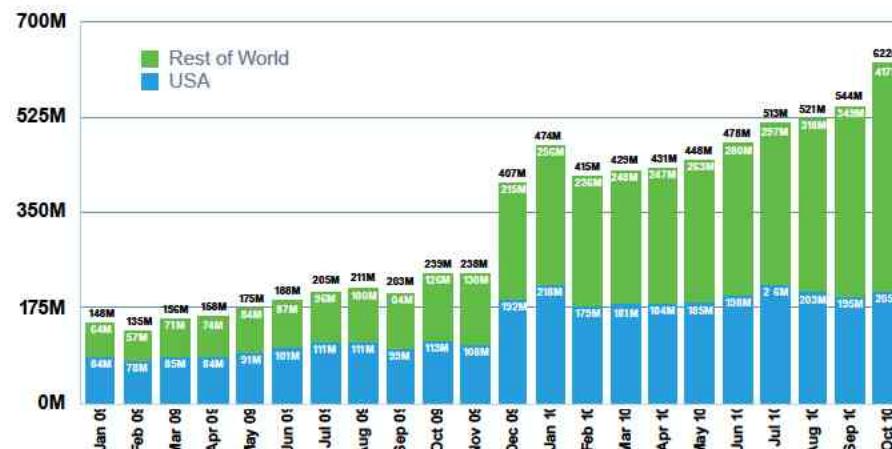
No changes to Top 10 compared to September 2010.  
Korea at #14 with \$1.7M Billings.

PX-2185.16

## Average Price of All Paid Apps Sold (Global)



## Monthly App Units



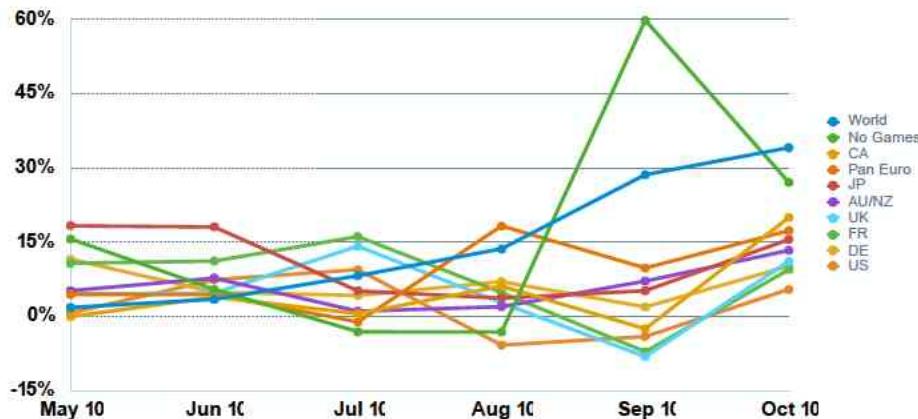
\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

Apple Need-to-Know Confidential 10

14% month over month growth  
 6th record month of the year, and 5th record month in a row  
 Every store grew month over month  
 Best performers were UK (11%), CA (20%), AU (13%), JP (15%), Pan (17%)  
 Including China in World Store: 34% month over month growth  
 Including Korea in NG: 27% month over month growth

PX-2185.18

## Monthly Growth Rates (Units)



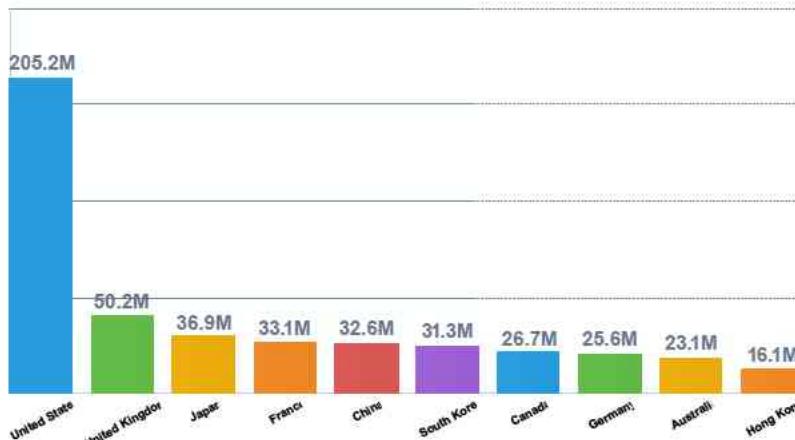
\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

Apple Need-to-Know Confidential | 17

Korea included in NG and China included in World for purposes of this slide.

PX-2185.19

## Units in 10 Biggest Markets - October 2010



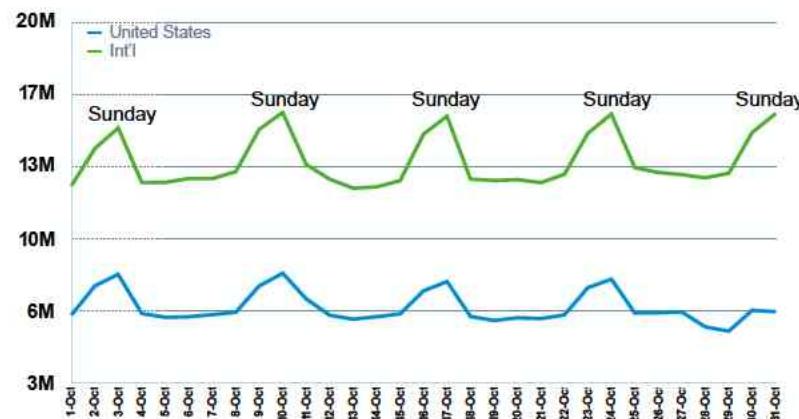
\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

Apple Need-to-Know Confidential 18

China moves to Top 5  
Germany falls to #8

PX-2185.20

## App Downloads by Day - October 2010

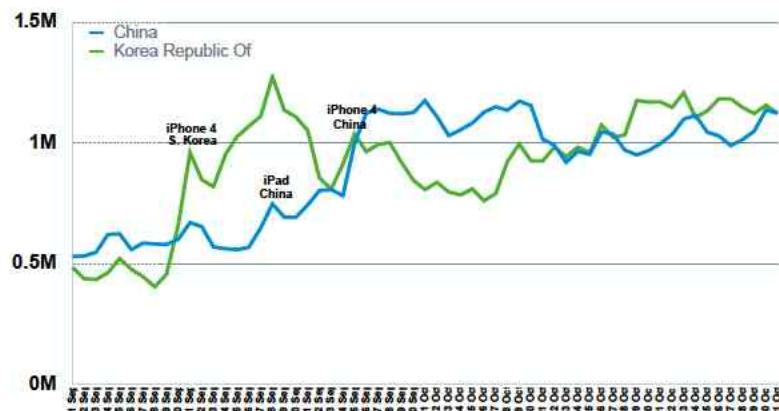


\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

Apple Need-to-Know Confidential | 19

PX-2185.21

## China & South Korea Downloads by Day - September & October 2011



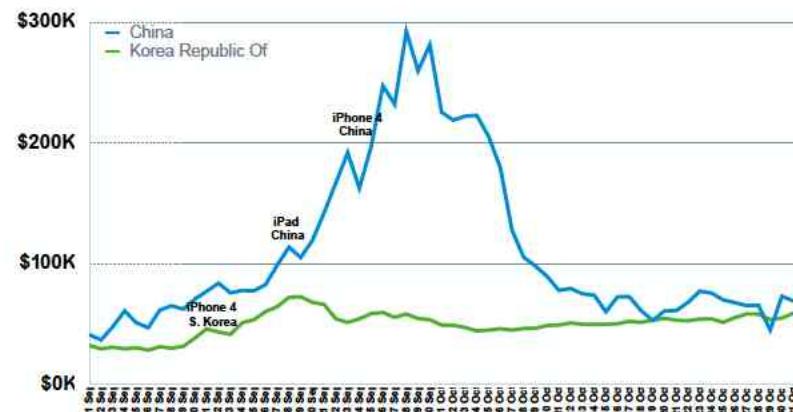
\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

Apple Need-to-Know Confidential 20

24/30 days throughout the month saw week over week growth

PX-2185.22

## China & South Korea Billings by Day - September & October 2010



\*Source: iTunes Database. Includes iPad, Universal and iPhone apps. Does not include In App.

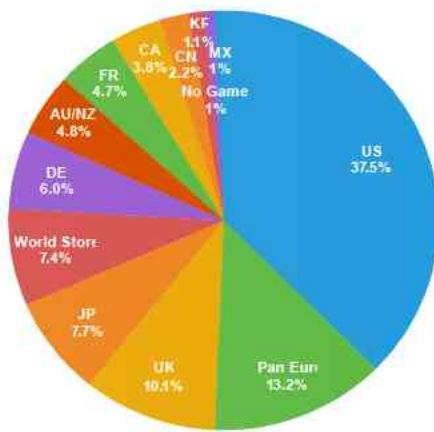
Apple Need-to-Know Confidential | X

24/30 days throughout the month saw week over week growth

PX-2185.23

## Storefront Market Share - October 2010

Billings



Total Units

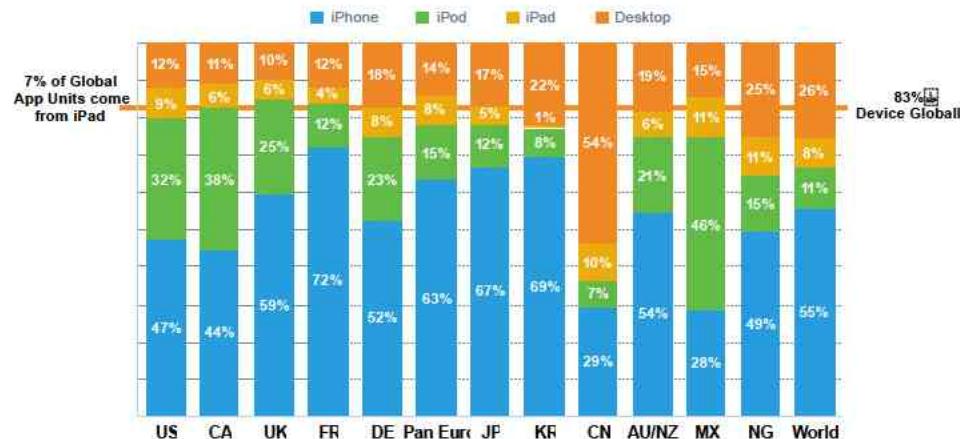


\*Source: iTunes Database. Billings includes all content types. Units includes iPad, Universal and iPhone apps.

Apple Need-to-Know Confidential | 21

PX-2185.24

## Device v. Desktop (App Units) - October 2010

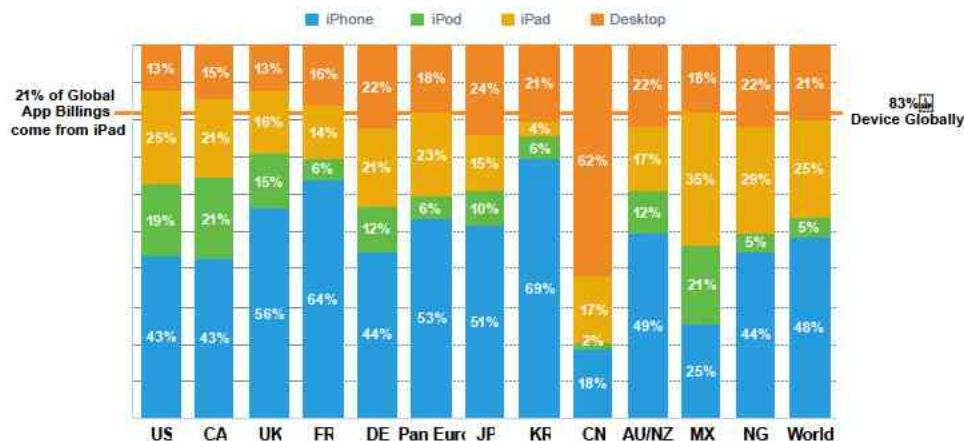


\*Source: iTunes Database. Includes iPad, Universal and iPhone apps.

Apple Need-to-Know Confidential 22

PX-2185.25

## Device v. Desktop (Billings) - October 2010

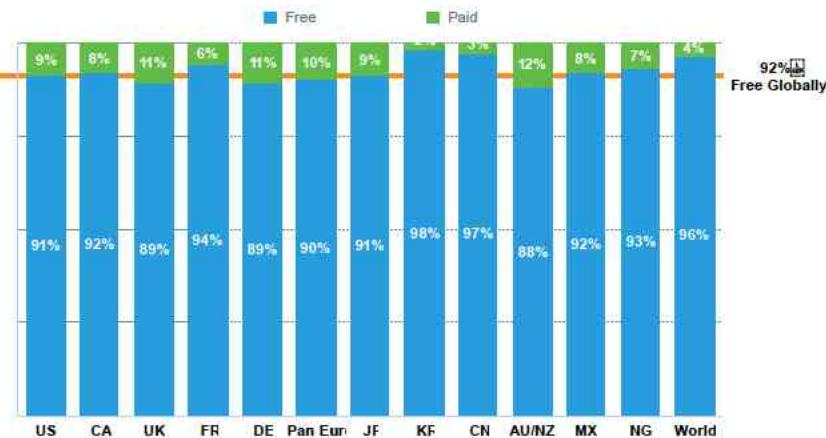


\*Source: iTunes Database. Includes all content types.

Apple Need-to-Know Confidential 23

PX-2185.26

## Free vs. Paid (Units) - October 2010



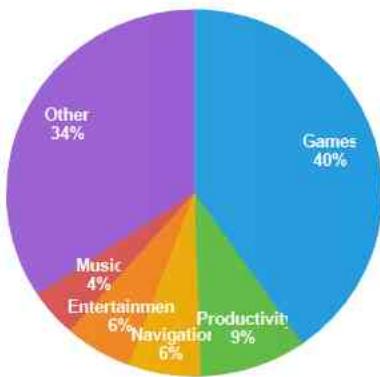
\*Source: iTunes Database. Includes iPad, Universal and iPhone apps.

Apple Need-to-Know Confidential 24

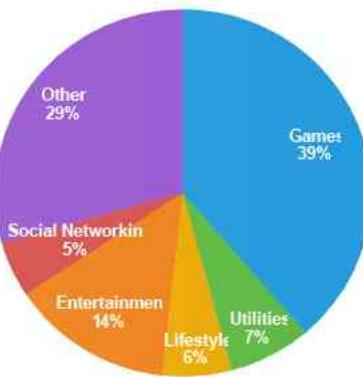
PX-2185.27

## Top Categories - October 2010

Billings



Total Units

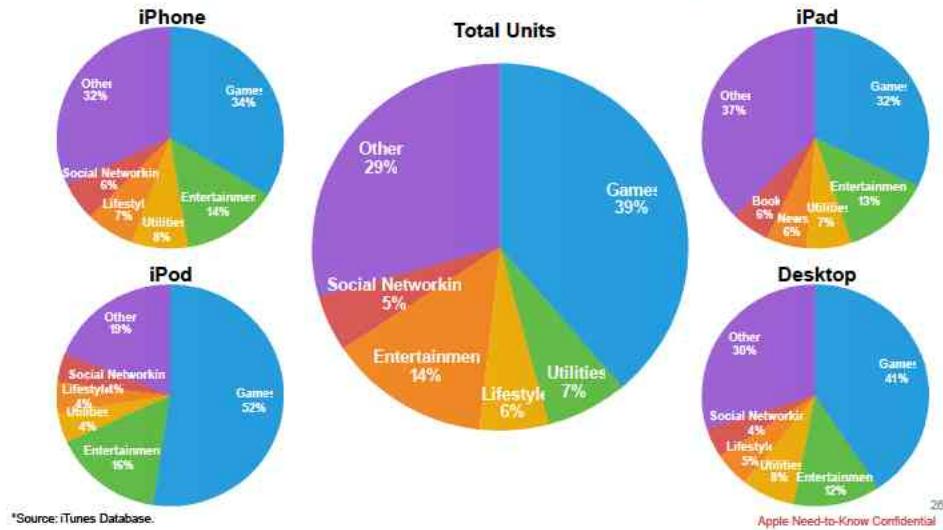


\*Source: iTunes Database. Includes iPad, Universal and iPhone apps.

Apple Need-to-Know Confidential 25

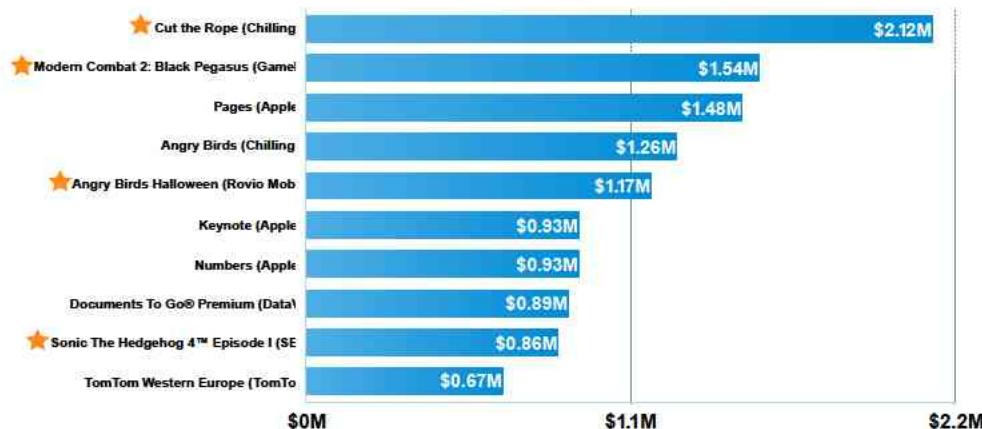
PX-2185.28

## Top Categories by Platform (Units) - October 2010



PX-2185.29

## Top Paid Apps (Billings) - October 2010

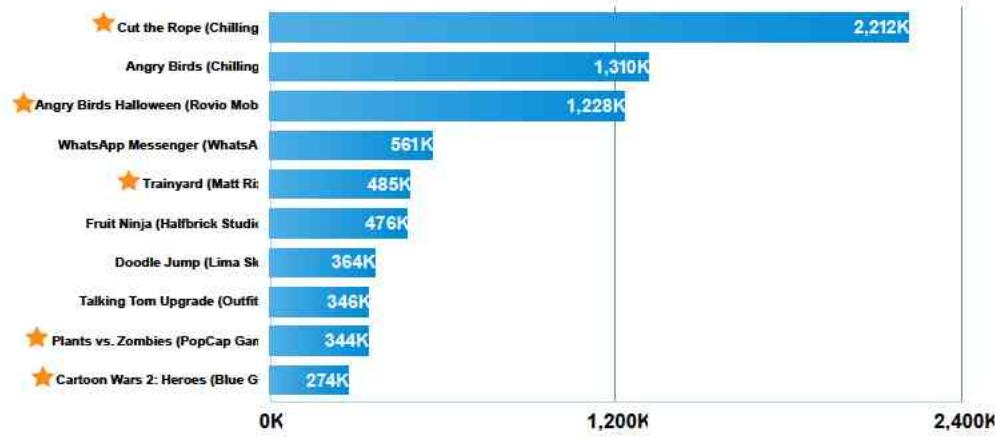


★ Indicates an app new to the Top 10 list for October.  
\*Source: iTunes Database. Includes all content types.

Apple Need-to-Know Confidential 27

PX-2185.30

## Top Paid Apps (Units) - October 2010

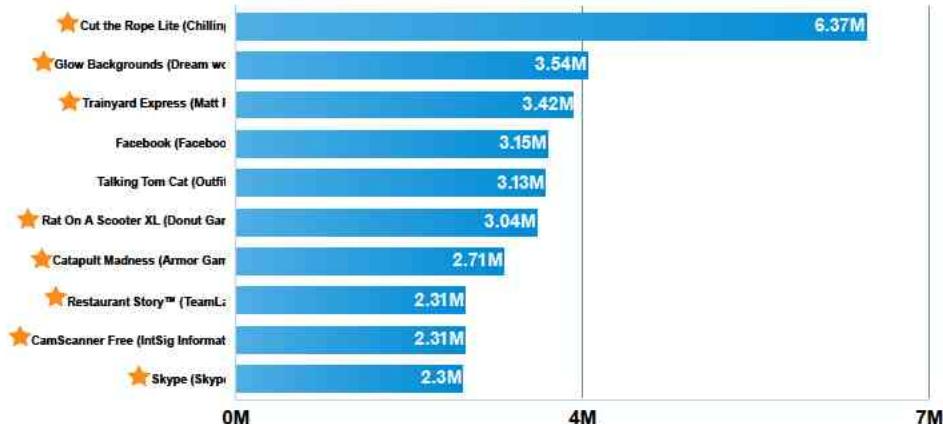


★ Indicates an app new to the Top 10 list for October.  
\*Source: iTunes Database. Includes all content types.

Apple Need-to-Know Confidential 28

PX-2185.31

## Top Free Apps - October 2010



★ Indicates an app new to the Top 10 list for October.

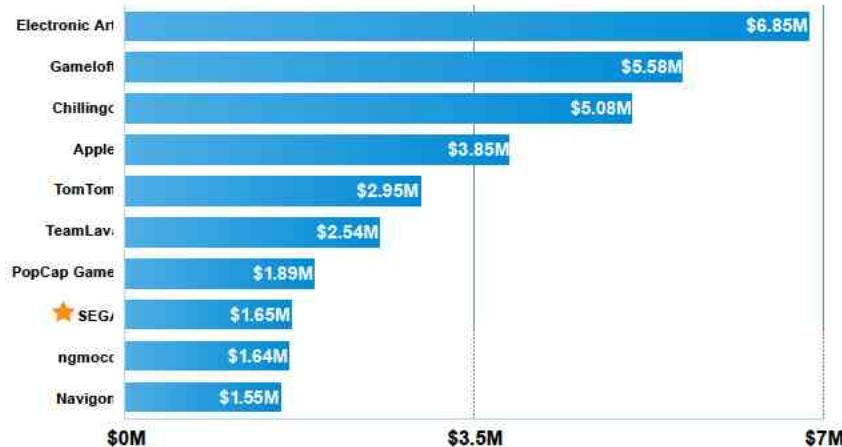
\*Source: iTunes Database. Includes iPhone, iPad and Universal apps.

Apple Need-to-Know Confidential 28

iBooks really #8 with 2.689M downloads

PX-2185.32

## Top Vendors (Billings) - October 2010

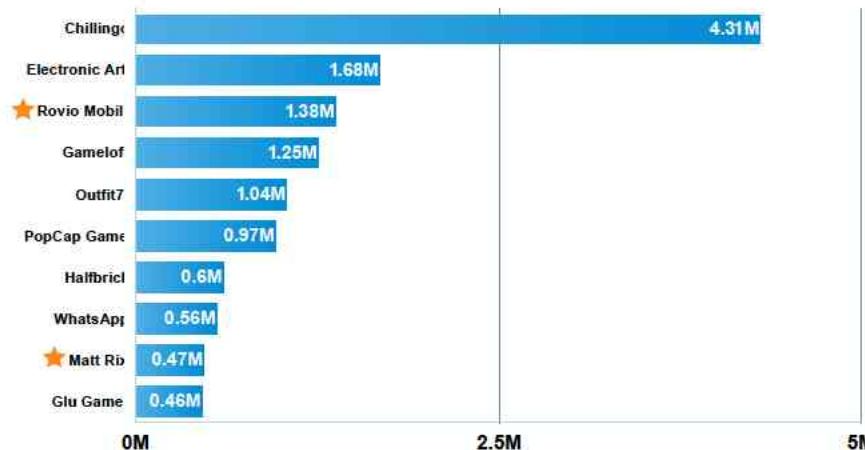


\* Indicates a vendor new to the Top 10 list for October.  
\*Source: iTunes Database. Includes In App Billings.

Apple Need-to-Know Confidential 30

PX-2185.33

## Top Vendors (Paid Units) - October 2010

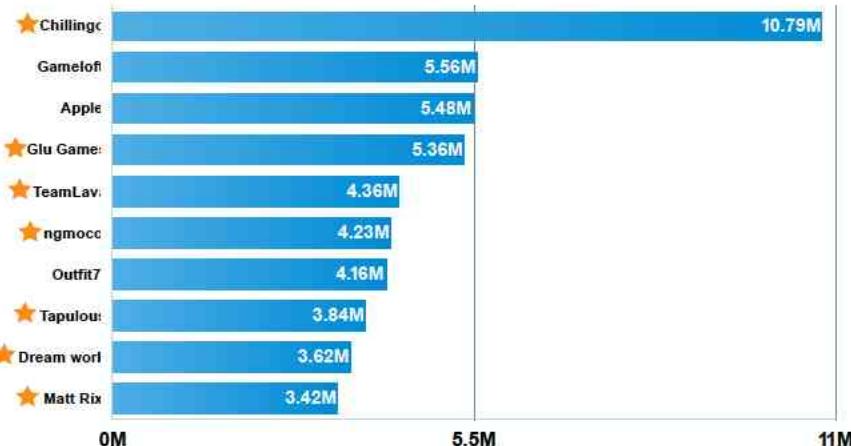


★ Indicates a vendor new to the Top 10 list for October.  
\*Source: iTunes Database. Includes In App.

Apple Need-to-Know Confidential 21

PX-2185.34

## Top Free App Vendors - October 2010



★ Indicates a vendor new to the Top 10 list for October.  
\*Source: iTunes Database.

Apple Need-to-Know Confidential 32

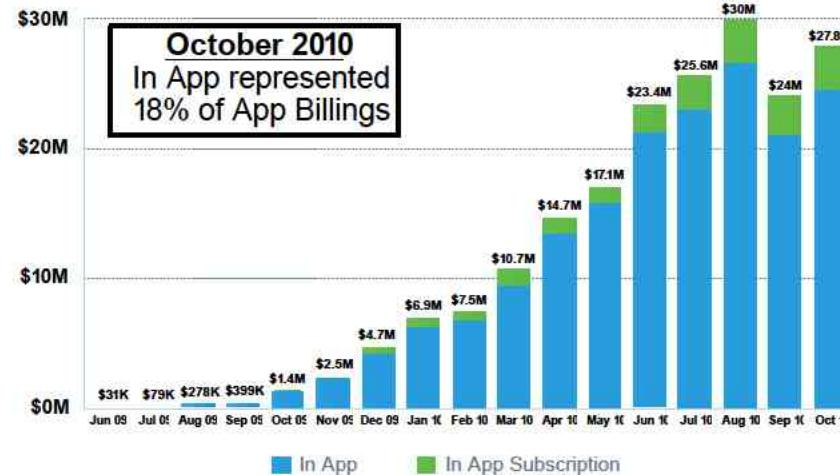
PX-2185.35



In App

PX-2185.36

## In App Billings

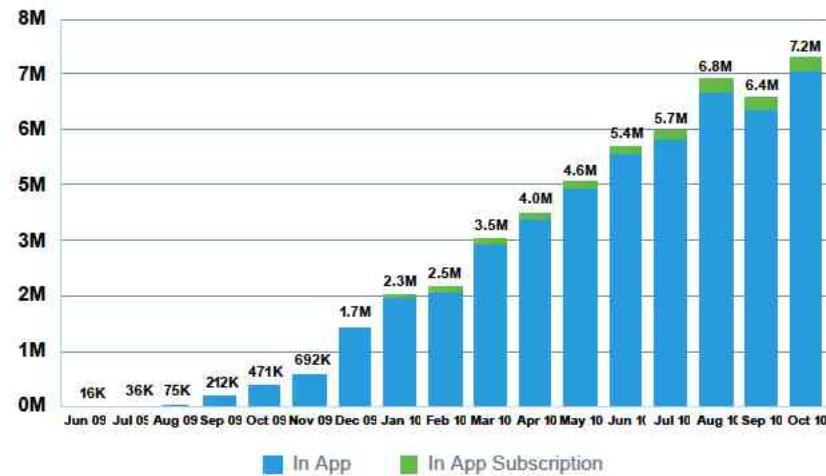


\*Source: iTunes Database.

Apple Need-to-Know Confidential 34

PX-2185.37

## In App Units

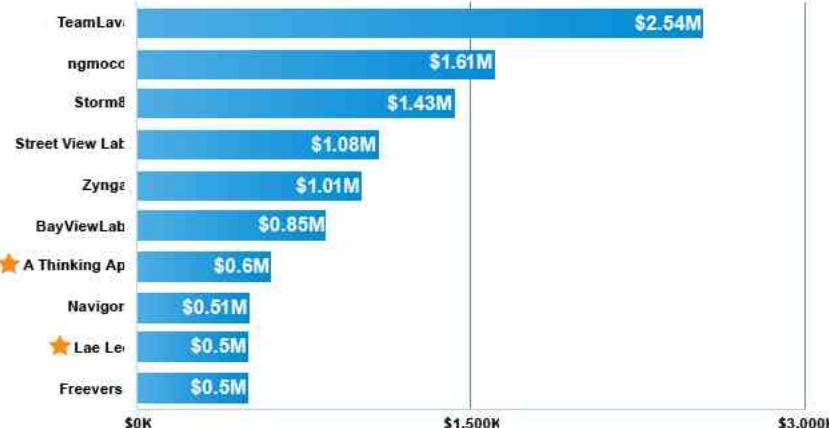


\*Source: iTunes Database. October 2010 In App units are estimated.

Apple Need-to-Know Confidential 35

PX-2185.38

## Top In App Vendors (Billings) - October 2011

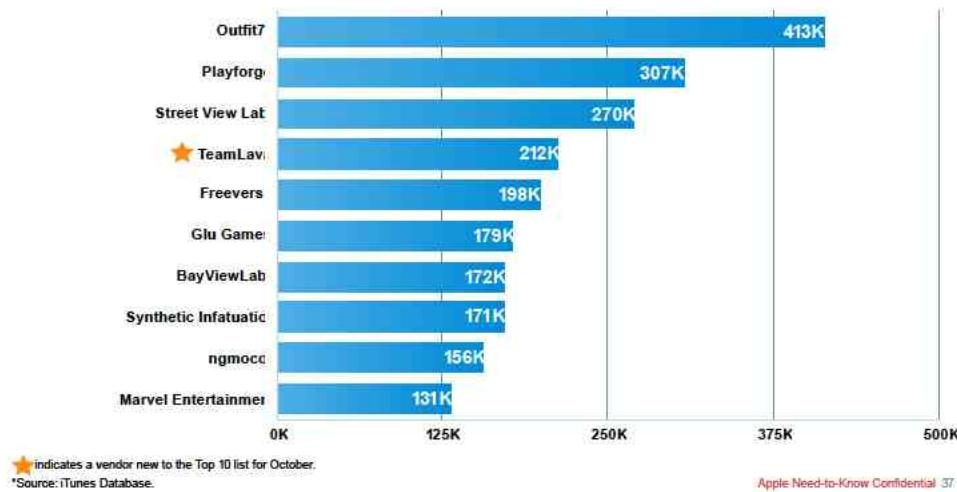


★ Indicates a vendor new to the Top 10 list for October.  
\*Source: iTunes Database.

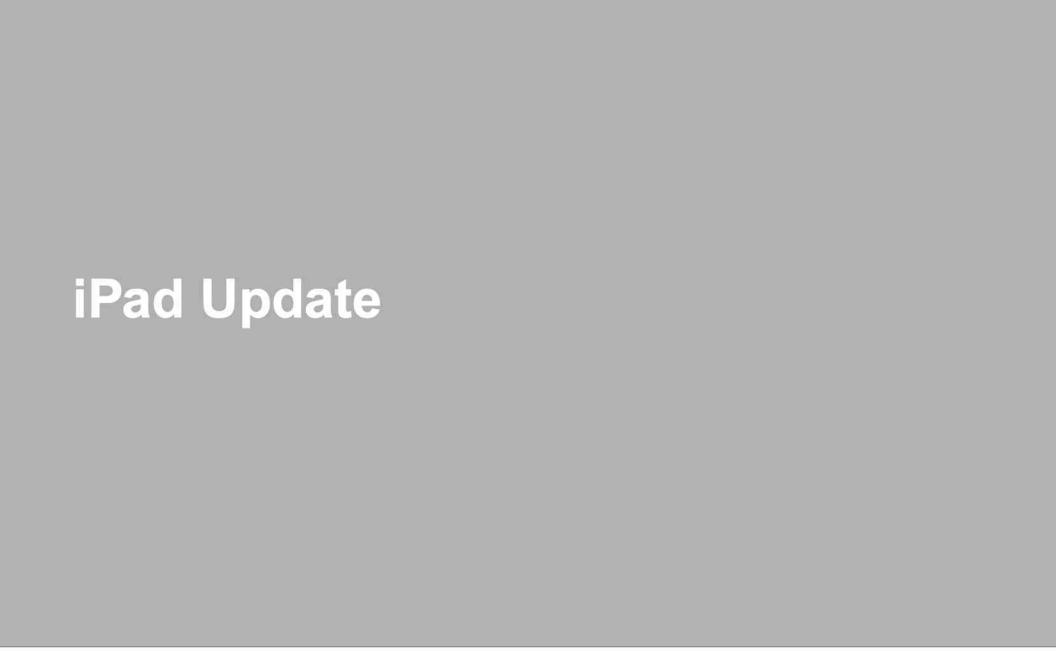
Apple Need-to-Know Confidential 36

PX-2185.39

## Top In App Vendors (Units) - October 2010



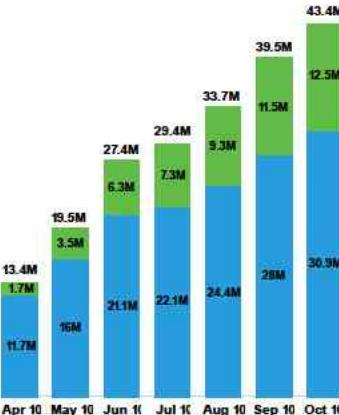
PX-2185.40



iPad Update

PX-2185.41

## Monthly iPad Billings and Units

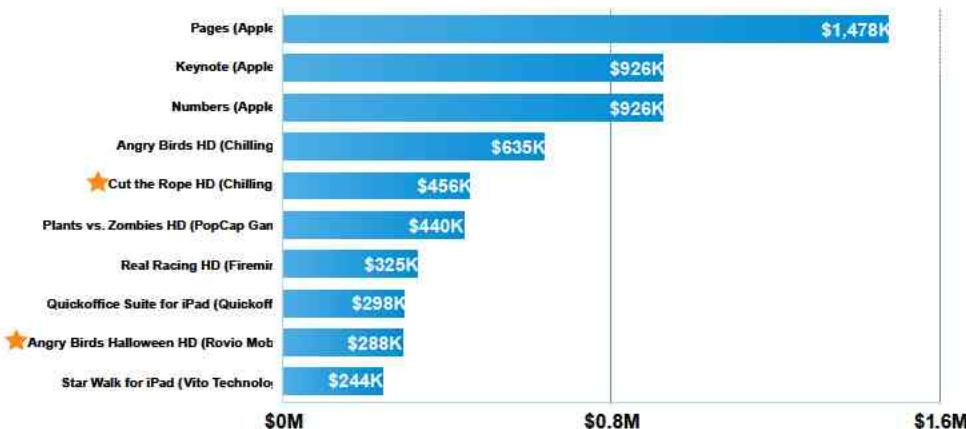
**Billings****Units**

\*Source: iTunes Database.

Apple Need-to-Know Confidential 39

PX-2185.42

## Top Paid iPad Apps (Billings) - October 2010

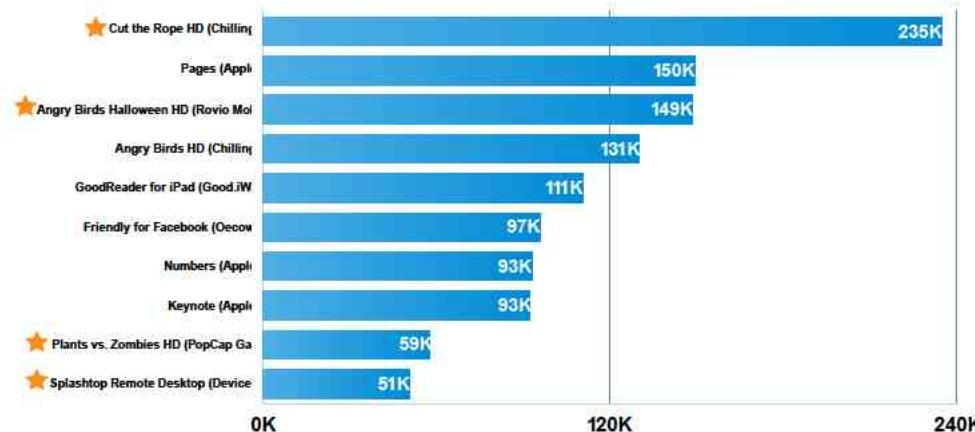


★ Indicates an app new to the Top 10 list for October.  
\*Source: iTunes Database.

Apple Need-to-Know Confidential 40

PX-2185.43

## Top Paid iPad Apps (Units) - October 2010

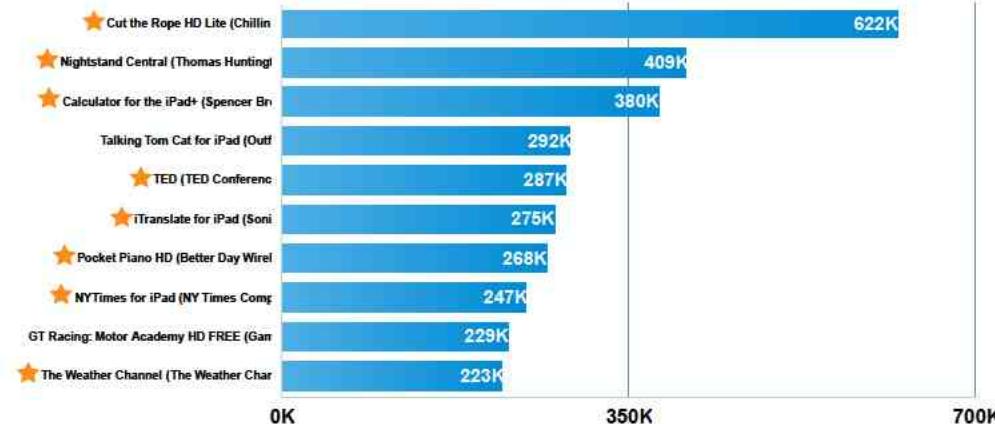


★ Indicates an app new to the Top 10 list for October.  
\*Source: iTunes Database.

Apple Need-to-Know Confidential 41

PX-2185.44

## Top Free iPad Apps - October 2010



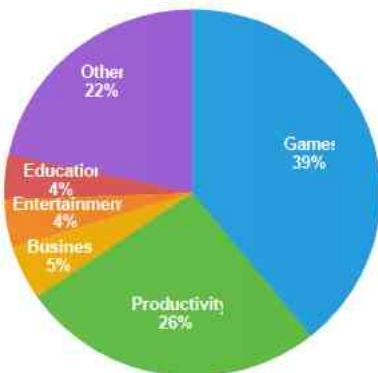
★ Indicates an app new to the Top 10 list for October.  
\*Source: iTunes Database.

Apple Need-to-Know Confidential 42

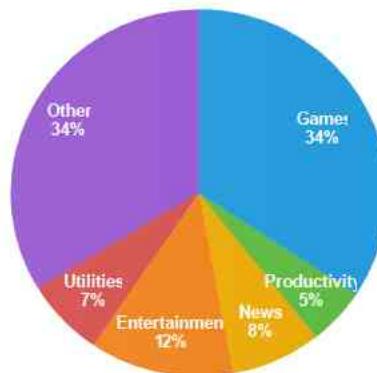
PX-2185.45

## Top Categories iPad Apps - October 2010

Billings



Total Units



\*Source: iTunes Database.

Apple Need-to-Know Confidential 43

PX-2185.46

## App Store Editorial

PX-2185.47

## October

[Theme Rooms](#)

[Games Grouping Page](#)

[Rewind 2010 - Apps](#)

[Mac App Store](#)

Apple Need-to-Know Confidential 45

PX-2185.48

## The World Around You - Augmented Reality Apps

- Launched October 7
- Total US Units: 265K
- Total US Billings: \$35K
- Total WW Units: 371K
- Total WW Billings: \$120K



\*Source: iTunes Database October 2010.

Apple Need-to-Know Confidential | 48

Ex: Yelp, ARDefender, Look-Up  
WW except CN, SK, World

PX-2185.49

## Apps for Golfers

- Launched Oct. 7
- Total US Units:
- Total US Billings:
- Total WW Units:
- Total WW Billings:



\*Source: iTunes Database from 7/1/10 to 7/31/10.

Apple Need-to-Know Confidential 47

On the Course, Strategy and News, Games

Ex: Goldshot GPS Rangefinder, Phil Mickelson Secrets of the Short Game, Let's Golf 2, Tiger Woods  
WW except CN, SK, World

PX-2185.50

## Baseball - Apps That Hit It Out of the Park

- Launched Oct. 7
- Total US Units:
- Total US Billings:
- Total WW Units:
- Total WW Billings:



\*Source: iTunes Database from 7/1/10 to 7/31/10.

Apple Need-to-Know Confidential | 48

The Big Leagues, Going to the Ballpark, Playing the Games, Games

Ex: MLB.com At Bat, Baseball Speed, Baseball Plan with Jason Giambi, Baseball Superstars

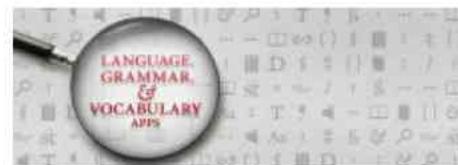
US, CA, MX

iPhone DT & Device

PX-2185.51

## Language, Grammar, and Vocab. Apps

- Launched October 14
- Total US Units: 540K
- Total US Billings: \$582K
- Total WW Units: 820K
- Total WW Billings: \$745K



\*Source: iTunes Database October 2010.

Apple Need-to-Know Confidential | 49

Dictionary & Reference, Vocab and Reading, Grammar, Kids Learning, Play with Words

Ex: American Heritage Dict, GrammarPrep,

US, CA, UK, FR, DE, PAN

iPhone & iPad

PX-2185.52

## Halloween

- Launched October 14
- Total US Units: 1.1M
- Total US Billings: \$1.4M
- Total WW Units: 2.6M
- Total WW Billings: \$3M



\*Source: iTunes Database October 2010.

Apple Need-to-Know Confidential 60

Harrowing Halloween Apps, Picks for Kids, Gruesome Games

Ex: Halloween Sound Boards, iMut8R, Halloween Cards, Carve It Pumpkin, Count Racula Counting  
US, CA, MX, JP, UK

PX-2185.53

## Special Education - Apps for Learning

- Launched October 21
- Total US Units: 321K
- Total US Billings: \$388K
- Total WW Units: 996K
- Total WW Billings: \$653K



\*Source: iTunes Database October 2010.

Apple Need-to-Know Confidential | 51

Sign Language, Communication, Hearing, Accessible Readers

Ex: Sign4Me, Dragon Dictation, SoundAmp,

US, CA, UK, AUS/NZ

iPhone/iPad

PX-2185.54

## Games Grouping Page

- Launched Nov. 8
- Navigate via “Games” squish
- Doubles games real estate
- Sub-genre rooms



iPhone Games page via “Games” squish  
More than doubles games real estate on phone  
US only for now

PX-2185.55

## Rewind 2010 - Apps

- Launch Dec. 6
- Top Trends & Data
- iPhone/iPad Desktop & Devices
- Top Free, Top Paid, Top Grossing Overall & 20 Categories
- App of the Year, Game of the Year



Apple Need-to-Know Confidential | 53

### WW Launch

iPhone AOTY = Hipstamatic; GOTY = Flipboard

iPad AOTY = Plants Vs. Zombies; GOTY = Chaos Rings

Trends: 15 iPhone, 14 iPad

Trends & Data = US, CA, UK, FR, DE, PAN, JP, AUS/NZ

Data Only = World, No Games, MX, China, Korea

2 devices x 20 categories x 3 = 120 lists / territory

PX-2185.56

## Mac App Store

- Target Launch Dec. 7
- US, World, No Games
- 106 featured placements
- ~ 120 apps in DJ
- 30-40 feature worthy
- Developers do not know date



Apple Need-to-Know Confidential | 54

10 showcases, 24 bricks, 72 apps in swooshes = 106 total apps / storefront

PX-2185.57

## App Store Business Initiatives

PX-2185.58

## Angry Birds Halloween

### Rovio

- iPad: Launched October 20
  - WW Units: 150K
  - WW Billings: \$282K
- iPhone: Launched October 20
  - WW Units: 1.2M
  - WW Billings: \$1.2M
- #1 Top Paid iPad app in 24hrs
- #1 Top Paid iPhone app in 24hrs
- Chillingo is the publisher of original Angry Birds (EA acquired Chillingo)



Apple Need-to-Know Confidential 56

\*Source: iTunes Database 10/2010.

\* EA has acquired Chillingo for \$20M; As part of that acquisition, they've acquired the license that Chillingo held to publish Rovio's Angry Birds

\*\* Rovio has not been happy with their publishing relationship with Chillingo so they've decided to publish the Halloween edition of Angry Birds themselves

Angry Birds Total Billings To-Date (incl Halloween):

Angry Birds Total Units To-Date (incl. Halloween):

PX-2185.59

## Reckless Racing

**EA**

- iPhone & iPad Game of the Week (10/21)
- iPad: Launched October 21
  - WW Units: 56K
  - WW Billings: \$272K
- iPhone: Launched October 21
  - WW Units: 70K
  - WW Billings: \$204K



\*Source: iTunes Database 10/2010.

Apple Need-to-Know Confidential 57

Big anticipated titles from EA Mobile for October that was developed by an indie developer; EA only acted as the publisher.

PX-2185.60

## Mario Batali Cooks!

### High Five Labs

- iPhone App of the Week (9/30)
- iPhone: Launched September 15
  - WW Units: 16K
  - WW Billings: \$77K
- #1 Top Grossing iPhone in Lifestyle
- iPad app launching in early December



\*Source: iTunes Database from 9/15/10 through 10/31/10.

Apple Need-to-Know Confidential 58

PX-2185.61

## Flipboard

### Flipboard

- iPad App of the Week (9/30)
- iPad: Launched July 21
  - Cumulative WW Units: 735K
  - WW Units during promo: 64K
- #7 Top Free iPad App overall
- #1 Top Free iPad App in News
- 24% week-over-week growth during promo



\*Source: iTunes Database 9/30/10 through 10/6/10.

Apple Need-to-Know Confidential 59

PX-2185.62

## In The Kitchen

### Food Network

- Launched November 1
  - WW Units: 8K in 4 days
  - WW Billings: \$16K in 4 days
- #1 Top Paid iPad App
- On Air TV Spot



\*Source: iTunes Database from 11/1/2010 to 11/4/2010.

Apple Need-to-Know Confidential 00

PX-2185.63



Apple Need-to-Know Confidential 01

PX-2185.64

# AmpliTube

IK Multimedia

- Launched Version 2 on October 28
- iPhone & iPad App
  - WW Units: 2K in first 8 days
  - WW Billings: \$44K in first 8 days
- Featured in iPad Commercial
- Top Ten Music App for iPhone & iPad



\*Source: iTunes Database from 10/28/2010 to 11/4/2010.

Apple Need-to-Know Confidential 62

PX-2185.65

## The Age, SMG, Brisbane Times & WA Today

### Fairfax Digital

- Launched October 20
  - LTD Units: 9K
  - LTD Billings: \$16K



\*Source: iTunes Database from 10/20/10 to 11/09/10.

Apple Need-to-Know Confidential X

PX-2185.66



## iTunes Live: ARIA Awards Concert Series 2010 Update

PX-2185.67

## iTunes Live: ARIA Awards Concert Series

### Highlights

- App launched October 25, 2010
- Total AU Units: 22K
- Live streaming of ARIA Awards
- First ever iTunes/App Store Australia joint promo

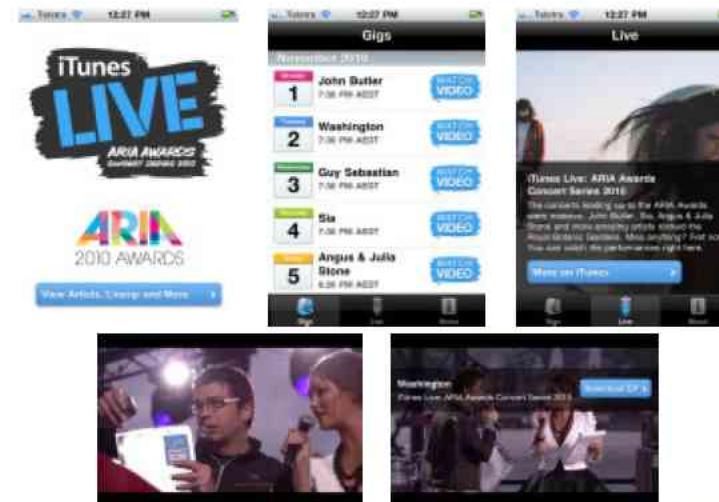


\*Source: iTunes Database from 10/25/10 to 11/09/10.

Apple Need-to-Know Confidential | 83

PX-2185.68

## iTunes Live: ARIA Awards Concert Series :



PX-2185.69

## iTunes Live: ARIA Awards Concert Series



Apple Need-to-Know Confidential X

PX-2185.70



**Extra Slide**

PX-2185.71

# iTunes London Festival 2010 Comparison

## Average Units per Capita per Concert

Country	Total Units	Population (M)	Avg Units per Capita	# of Concerts	Avg Units per Concert	Avg Units per Capita per Concert
Austria	3,345	6.3	529	31	79	9
Denmark	2,234	5.6	406	31	72	15
Finland	478	5.3	90	31	15	3
France	46,527	62.2	754	31	1,514	24
Germany	30,473	82.1	371	31	963	12
Greece	1,739	11.2	156	31	56	5
Ireland	3,678	4.6	636	31	119	27
Luxembourg	168	0.5	336	31	26	56
Netherlands	8,398	16.4	513	31	297	16
Norway	2,583	4.8	538	31	83	17
Portugal	187	10.6	16	31	6	1
Spain	10,708	45.6	235	31	345	8
Sweden	4,105	9.2	452	31	134	15
Switzerland	6,368	7.6	841	31	206	27
Pan EU Total	121,847	273.7	444	32	3,801	14
United Kingdom	364,840	61.4	5,939	31	11,783	192
Australia	20,765	21.431	969	5	4,150	194

\*Source: World Bank

Apple Need-to-Know Confidential X

PX-2185.72

# App Store Product Management

PX-2185.73

## Recent Releases

### Game Center

- Launching on iPad with iOS 4.2
- Game Center icon in Desktop search results
- Better reporting coming with iOS 4.2



Apple Need-to-Know Confidential 65

PX-2185.74

## Recent Releases China & South Korea

- Great x-functional effort
- Critical issues outstanding:
  - Local currency
  - Games in South Korea



Apple Need-to-Know Confidential 68

PX-2185.75

## Upcoming Launches

### Paperboy, 4C+ (Nov. 12)

- New opt-in dialogue
- Side letter sent to select developers
- Awaiting first test app submission

Apple Need-to-Know Confidential 67

PX-2185.76

## Upcoming Launches

### Mac App Store

- Launching December 7
- Single T's & C's
- 124 binaries in system as of 11/10
- Categories defined but submissions being monitored



Apple Need-to-Know Confidential 08

Business  
Developer Tools  
Education  
Entertainment  
Finance  
Graphics & Design  
Games (with subcategories)  
Healthcare & Fitness  
Lifestyle  
Medical  
Music  
News  
Photography  
Productivity  
Reference  
Social Networking  
Sports  
Travel  
Utilities  
Video  
Weather

PX-2185.77

## Upcoming Launches

### Int'l Promo Codes, 4D (Dec. 1)

- Top developer request
- 50 promo codes usable worldwide
- Foundation for int'l custom code program

Apple Need-to-Know Confidential 69

PX-2185.78

## Upcoming Launches

### iPad Purchase History (4E)

- Use cases:
  - Setup of a new device
  - Recover app after deletion
- Consistent with iBooks UI



Apple Need-to-Know Confidential

PX-2185.79

## Showcase vs. CoverFlow Preliminary Results



PX-2185.80



PX-2185.81