

Cc: Phillip Shoemaker <[REDACTED]> Henri Lamiroux  
<[REDACTED]> "C.K. Haun" <[REDACTED]> Ron Okamoto  
<[REDACTED]> Matt Fischer <[REDACTED]> Greg  
Joswiak <[REDACTED]> Emily Blumsack <[REDACTED]> Scott  
Forstall <[REDACTED]>

From: Philip Schiller <[REDACTED]>

Subject: Re: ERB: Meeting Notes, 8/12/11

Received(Date): Tue, 16 Aug 2011 08:04:37 -0700

To: Eddy Cue <[REDACTED]> Kevin Saul <[REDACTED]>

Date: Tue, 16 Aug 2011 08:04:37 -0700

Privileged and Confidential

Based on my experience, I believe an account has always been required.

Sent from my iPhone

On Aug 16, 2011, at 7:40 AM, Eddy Cue <[REDACTED]> wrote:

On Pandora, I assume for free users an account is not required but optional, right?

Sent from my iPad

On Aug 15, 2011, at 9:26 PM, Phillip Shoemaker <[REDACTED]> wrote:

**Privileged and Confidential**

**ERB Meeting Notes**

August 12, 2011

**Attendees:** Joz, Phil, Henri, Ron, Emily, Matt, CK, Phillip

**General**

\* Should we consider shutting down app submissions by China Unicom? They have 121 apps currently in the store, and submit more every week.

\* Carrier billing, from a non-carrier, for the purchase of physical goods: may be OK, but bring all to ERB.

\* Pandora is adding IAP, but want to know if they can create an account for their free users. ERB stated that it was fine.

\* BT4 & iOS5 has new hardware that is non-MFI support. Should App Review ask for the hardware, or should we allow into the store without our reviewing the integration? Answer was to allow it into the store without reviewing the integration, for now. If we hear of quality issues, we should start reviewing it.

\* We do not want apps that are alternate stores for Web Apps

**Exhibit**  
**PX 0111**

PX-0111.1

APL-APPSTORE\_09425339

**Carrier Apps**

**App Name:** The Web Store - Discover the top fun and useful...

**Developer:** Orange

**Ruling:** Rejected

**Comments:** We do not want apps that replace our store with web apps.

**App Name:** Orange Film To Go

**Developer:** Orange UK

**Ruling:** Approved

**Comments:**

**App Name:** Optus Call Buddy

**Developer:** Optus Mobile

**Ruling:** Approved

**Comments:**

**App Name:** PPS

**Developer:** KT Powertel

**Ruling:** Rejected

**Comments:** Too close to fleet management. Need to get a Google Maps license.

**App Name:** Travel & Surf

**Developer:** Magyar Telekom Ltd

**Ruling:** Approved

**Comments:**

**App Name:** Tbizpoint for iPad

**Developer:** SK Telecom

**Ruling:** Approved

**Comments:**

**App Name:** Crazy Cow.

**Developer:** KTH

**Ruling:** Approved

**Comments:**

**App Name:** Allstar Sports

**Developer:** KTH

**Ruling:** Approved

**Comments:**

**App Name:** olleh CCTV Traffic

**Developer:** KT Corporation

**Ruling:** Approved

**Comments:**

**App Name:** olleh my Wallet

**Developer:** KT Corporation

**Ruling:** Approved

**Comments:**

**App Name:** NextGenTel Secure Storage

**Developer:** TeliaSonera

**Ruling:** Approved

**Comments:**

**App Name:** Telia Secure Storage HD

Developer: TeliaSonera

Ruling: Approved

Comments:

App Name: Telenor Utland

Developer: Telenor

Ruling: Approved

Comments:

App Name: DAGOSPIA

Developer: 3

Ruling: Approved

Comments:

App Name: Turkish Hotels

Developer: Vodafone Telekomunikasyon A.Ş.

Ruling: Approved

Comments:

App Name: Wo Friend

Developer: Unicom Broadband Online

Ruling: Approved

Comments:

#### Noteable

App Name: Google Shopper

Developer: Google

Ruling: Approved

Comments:

App Name: Disco Messenger

Developer: Disco

Ruling: Approved

Comments:

App Name: Photovine

Developer: Photovine

Ruling: Approved

Comments:

App Name: Kindle

Developer: AMZN Mobile LLC

Ruling: Approved

Comments:

#### Apps

App Name: 1 million FREE Books – Read Kobo eBooks!

Developer: Kobo Inc.

Ruling: Rejected

Comments: Clearly a store, even has pricing. This should be an 11.13 rejection, as this is a reader that is driving the purchase of books. This is a store.

App Name: Golden Goose

Developer: Golden Goose

Ruling: Approved

Comments: Before we approved, get a screenshot of the language for making the subscription.

App Name: Mr.X's night life around the world Macau Version

Developer: Production Dream

Ruling: Rejected

Comments: 18.1

App Name: Jumping Toilet

Developer: Yazhi

Ruling: Rejected

Comments: 16.1

App Name: CRAP ATTACK

Developer: creamy games

Ruling: Rejected

Comments: 16.1

App Name: Zeus

Developer: [Magazinecloner.com](http://Magazinecloner.com) US LLC

Ruling: Approved

Comments:

App Name: DermoCloud

Developer: DocNet Ltd.

Ruling: Legal Investigation

Comments: Look into the use of IAP for purchasing the diagnoses.

App Name: Carma

Developer: CustomEgo

Ruling: Hold

Comments: Put onto next week's deck. Scott to weigh in on use of gamecenter.

App Name: LoverTracker

Developer: [Netmego.com](http://Netmego.com)

Ruling: Approved

Comments:

App Name: Contest of Talent HTC Vietnam

Developer: HTech

Ruling: Rejected

Comments: Competing platform reference: 3.1

App Name: The Holy Bobble

Developer: Derrik Watts

Ruling: Approved

Comments:

App Name: Good Vibrations - Loyalty Card

Developer: Awesome Game

Ruling: Approved

Comments:

App Name: Earth Bookstore

Developer: NTT Solmare

Ruling: Approved

Comments:

App Name: movline

Developer: NTT Communications Corporation



Ruling: Approved

Comments:

App Name: Mobile Phone Office

Developer: CHINA MOBILE GROUP JIANGSU CO.,LTD

Ruling: Approved

Comments:

App Name: WLAN Easy Login

Developer: China Mobile AnHui Province Limited Corp.

Ruling: Approved

Comments:

App Name: PCCW mobile Smart TIPs

Developer: PCCW

Ruling: Rejected

Comments: 8.3 rejection: too much like our springboard.

App Name: H2O Wireless Bit

Developer: Locus Telecommunications, Inc.

Ruling: Approved

Comments:

App Name: Dictators Demolition LITE

Developer: Demolition Development

Ruling: Rejected

Comments: 15.3 rejection

App Name: FreeAppKing

Developer: CyberAgent, Inc.

Ruling: Rejected

Comments: 3.10 rejection

App Name: BMRControl

Developer: James Prete

Ruling: Approved

Comments:

**Note:** Color key: Cayenne = Rejected, Black = Approved, Aqua = Hold/Investigation, Plum = Legal Hold