



App Store Connect Help

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Get Started in App Store Connect

App Store Connect workflow

You use App Store Connect to submit apps to the App Store, manage your apps, distribute beta versions of your apps using TestFlight, accept legal agreements, enter tax and banking information, view trends and financial reports, and more. The [App Store Connect API](#) is also available for you to automate your workflow.

Initially, only the Account Holder (the person who joins the Apple Developer Program) can [sign in to App Store Connect](#).

The Account Holder can invite additional users in the Users and Access section.

Step 1: Accept agreements, and enter tax and banking information

If you want to sell your apps or offer in-app purchases, visit the Agreements, Tax, and Banking section to sign the Paid Applications agreement. Then enter [banking](#) and [tax information](#).

Step 2: Add users and assign roles

To delegate responsibilities to others, visit the Users and Access section and [add users](#) by entering their names and email addresses. They can then perform tasks based on the roles you assign them. For details, see [User accounts and roles overview](#).

Step 3: Add your app and upload a build

In the My Apps section, [create an app record](#) so your app's information, such as name, description, and keywords, is ready for the App Store. You don't need to finish creating your app in Xcode before entering its information in App Store Connect. However, you must create an app record before you can upload a build of your app. You can [upload multiple builds](#) (see [Upload tools](#)), and then view the builds and [variants](#) in App Store Connect.

Step 4: Test and submit your app

Distribute your app for testing using [TestFlight](#), which supports apps for iOS, iPadOS, tvOS, and watchOS. You can [add internal testers](#) and [invite external testers](#) who will use TestFlight app to install your app on their devices. When your app is ready for the App Store, [choose the build you want to submit](#) and [send it to App Store Review](#). You can continue improving your app by [creating new versions](#) periodically.

Step 5: Monitor your apps status, usage, and sales

You can [monitor the status of your app](#) as it goes through App Store Review. Once it's live on the App Store, you can gain insights on its performance through App Analytics, [Sales and Trends](#), and Payments and Financial Reports. As users start posting reviews on the App Store, [you can respond](#). The App Store Connect app for iOS also lets you view some of this information and perform other tasks.

Sign in to App Store Connect

Sign in with the Apple ID associated with your membership in the Apple Developer Program or the email address with which you were invited to App Store Connect.

1. Go to [App Store Connect](#), then sign in with your Apple ID.
2. Click any section on the home page to access its features.

The screenshot shows the App Store Connect home page. At the top right, there is a user profile for "Anne Johnson" and a company name "Example Company 1". Below the header, there are seven main sections arranged in two rows of four:

- My Apps**: Represented by an icon of an iPhone with an "A" logo.
- App Analytics**: Represented by an icon of a bar chart.
- Sales and Trends**: Represented by an icon of a line graph.
- Payments and Financial Reports**: Represented by an icon of a document with a checkmark.

- Users and Access**: Represented by an icon of a lock.
- Agreements, Tax, and Banking**: Represented by an icon of a signature over a dotted line.
- Resources and Help**: Represented by an icon of a question mark inside a circle.

At the bottom left is the Apple logo, and at the bottom right are links for "Copyright © 2018 Apple Inc. All rights reserved.", "Terms of Service", "Privacy Policy", and "Contact Us".

Home page overview

The home page provides access to all sections of App Store Connect. Within each section, you have access only to the functionality that's related to your user role.

Tip: You can return to the App Store Connect home page at any time by clicking App Store Connect at the top of any page.

| Section | Description |
|---|--|
|  | <p><i>My Apps:</i> Add apps to your account, edit app information, create new versions, and submit your app for review. Configure features and services, such as Game Center, in-app purchase, and TestFlight.</p> |
|  | <p><i>App Analytics:</i> View analytics that track user app acquisition, usage, and monetization. For details, see About App Analytics.</p> |
|  | <p><i>Sales and Trends:</i> View reports that show sales and trends over time. For details, see About Sales and Trends.</p> |
|  | <p><i>Payments and Financial Reports:</i> View and download your monthly financial reports and payments information, including earnings, amount owed, and last payment. For details, see Getting Paid.</p> |
|  | <p><i>Users and Access:</i> Add users, delete users, and create sandbox testers. Change user roles and change user notifications.</p> |
|  | <p><i>Agreements, Tax, and Banking:</i> Sign agreements and download a copy of an agreement. Enter tax information and set up electronic banking information to receive earnings payments from Apple.</p> |
| | <p><i>Resources and Help:</i> Get App Store Connect documentation and resources on the Apple Developer website.</p> |



App Store Connect for iPhone and iPad

App Store Connect for iPhone and iPad gives you the flexibility to use your iPhone or iPad to manage apps you've developed for the App Store. View app statuses, manage TestFlight beta testing, and monitor app performance and sales — all from your device. You can even receive notifications about key events, like when a user posts a review, so you can quickly respond. [App Store Connect for iPhone and iPad](#) is available on the App Store.

Newly added users in App Store Connect may have to wait up to 24 hours to access App Store Connect for iPhone and iPad.

Add, edit, and delete users

User accounts and roles overview

You can manage users, [add Sandbox testers](#), and [manage API keys](#) in the Users and Access section of App Store Connect.

User roles determine access to sections of App Store Connect and the Apple Developer website, as well as privileges for performing tasks. In most cases, a role can be assigned to more than one user and a user can have more than one role. The person who enrolls in the Apple Developer Program is the [Account Holder](#), which is the only user that can sign legal agreements, renew membership, submit Safari Extensions, or create developer ID certificates. There can only be one Account Holder.

Individuals enrolled in the Apple Developer Program can give additional users access to their content in App Store Connect, however, these users will only receive access to App Store Connect and are not considered part of the team in the Apple Developer Program. They will not receive access to other membership resources or benefits.

Organizations enrolled in the Apple Developer Program can add an unlimited number of members to their organization's team. All users receive access to App Store Connect and all other membership resources and membership benefits.

Note: Two-step verification or two-factor authentication is required for all users to sign in to App Store Connect. Visit the Security section of your [Apple ID account](#) or the Apple ID section of [Settings on your iPhone, iPad, or iPod touch](#) to enable two-step verification or two-factor authentication for the Apple ID associated with your account.

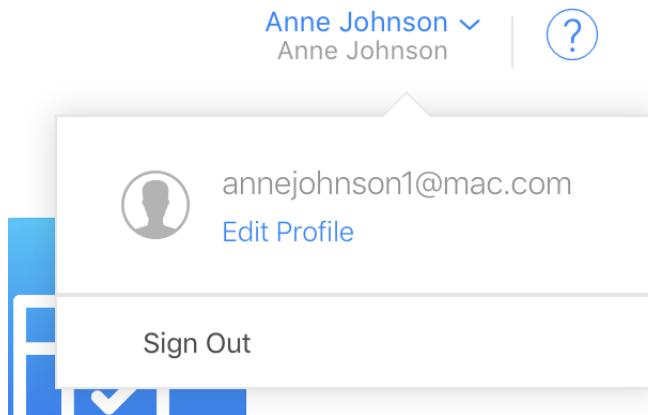
For instructions on transferring the Account Holder role, see [Account Holder Role Transfer](#).

View and edit your profile

You can view and edit your App Store Connect profile. If your Apple ID is associated with more than one account, you can switch between accounts.

View your profile

- Click your user name in the top-right corner of any App Store Connect page, then select Edit Profile.



Set your preferred currency

Your preferred currency is the default currency that displays in App Store Connect when you select pricing for your app or in-app purchase. It's for App Store Connect display purposes only, and is not the [currency](#) that displays for customers on the App Store, or the [currency you are paid in](#).

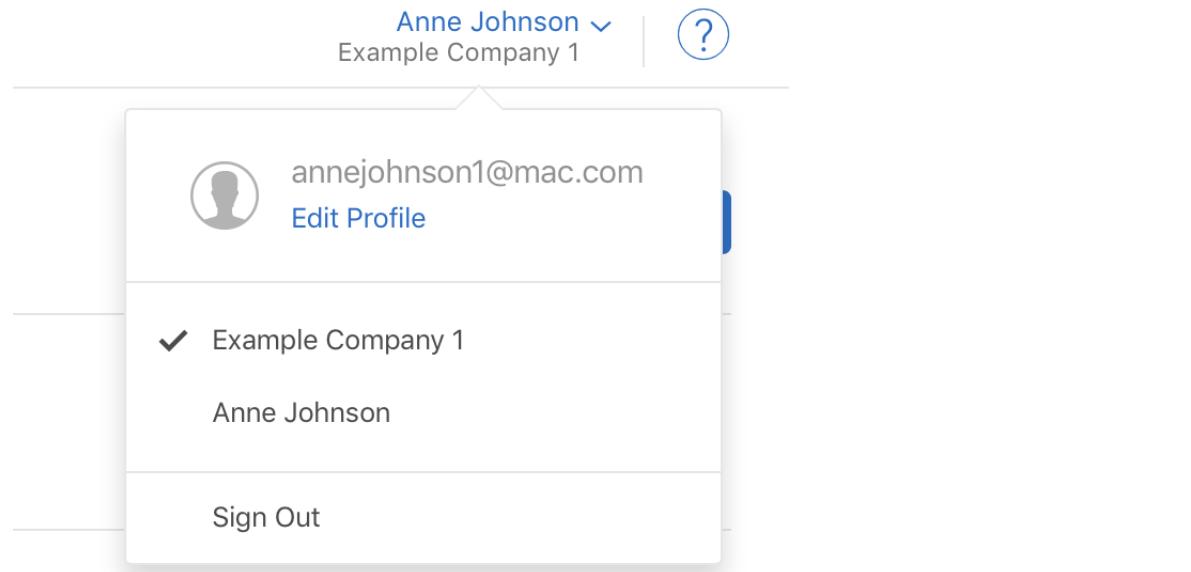
- Click your user name in the top-right corner of any App Store Connect page, then select Edit Profile.
- Choose your preferred currency from the Preferred Currency menu, then click Save.

A screenshot of the App Store Connect user profile edit page for "Maria Ruiz". The page includes sections for "Apple ID" (mruiz2@mac.com), "Role" (Admin), "Permissions", "Apps" (All Apps), "Additional Resources" (checkboxes for Access to Reports, Certificates, Identifiers & Profiles, Cloud Managed Distribution Certificate, and Create Apps), and "Preferred Currency" (a dropdown menu listing United States (US Dollar), Afghanistan (US Dollar) [selected], Albania (US Dollar), Algeria (US Dollar), Angola (US Dollar), Anguilla (US Dollar), and Antigua and Barbuda (US Dollar)). A "Save" button is located at the top right.

Switch to another user account

If your Apple ID is associated with more than one App Store Connect or iTunes Connect account, you can switch between accounts.

- In the top-right corner, click your name, then select a different account.



Set email notifications

You can customize the account-related [notifications](#) you receive.

1. Click your user name in the top-right corner of any App Store Connect page, then select Edit Profile.
2. Under Notifications, from the drop-down menu for each notification type, select the regions you want to receive notifications for. Choose World to include all regions. There are also certain notification types that do not offer the ability to select certain regions. You can receive these for all regions by selecting the corresponding checkbox.

Note: If you don't wish to receive a notification, remove all selected regions by clicking the Delete icon (x) next to the regions, or deselect the checkbox.

The screenshot shows the 'Edit Profile' section of the App Store Connect interface. At the top, there's a placeholder profile picture, the name 'Maria Ruiz', and a 'Save' button. Below this, under 'Apple ID', it shows 'mruiz2@mac.com' with a 'Manage' link. A horizontal line separates this from the team information. Under 'Disney Electronic Content, Inc.', it lists 'Roles' as 'Developer, Customer Support, Sales' with a 'Permissions' link. To the right, there's a 'Preferred Currency' dropdown set to 'United States (US Dollar)'. Another horizontal line follows. Under 'Additional Resources', there are two checked items: 'Access to Reports' and 'Access to Certificates, Identifiers & Profiles', with a 'Learn More' link. A second horizontal line is present. The next section, 'Notifications', includes three items: 'App Analytics Weekly Email Summary' (checkbox), 'Developer Response' (checkbox), and 'App Status Reports' (checkbox). The 'App Status Reports' section also includes a 'Regions' dropdown containing 'Australia', 'Brazil', 'China mainland', and 'Europe', with a delete icon and a 'x' button.

3. To remove a region from a notification type, click the Delete icon next to the region.

4. In the upper-right corner, click Save.

Leave a team

You can remove yourself from a team at any time. However, if you are the Account Holder, you have legal responsibility for the membership and can't leave the team until you [transfer the Account Holder role](#) to someone else.

1. In the top-right corner of any App Store Connect page, click your name, then select Edit Profile. Make sure you are viewing the account associated with the team you want to leave. If not, switch to the correct account.
2. At the bottom of the page, click Leave Team, then confirm in the dialog.

The screenshot shows the 'Notifications' section of the App Store Connect user profile for 'Maria Ruiz'. It includes fields for 'Financial Reports', 'Payments', 'App Analytics Weekly Email Summary', 'Developer Response', 'Tax Invoices', and 'App Status Reports'. Each field has a description and a dropdown menu labeled 'No Countries or Regions'. At the bottom left, there is a red link 'Leave Team' with a blue arrow pointing to it.

Add and edit users

You can add and edit users in Users and Access.

If you're enrolled in the Apple Developer Program as an individual, you can give users access to your content in App Store Connect. All users receive access only to App Store Connect and are not considered part of your team in the Apple Developer Program. They will not receive access to other membership resources or benefits.

If your organization is enrolled in the Apple Developer Program, you can add members to your team. All users receive access to App Store Connect and all other membership resources and benefits.

For instructions on transferring the Account Holder role, see [Account Holder Role Transfer](#).

Add a user

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From Users and Access, under People, click the Add icon (+).

The screenshot shows the 'Users and Access' section of the App Store Connect interface. On the left, a sidebar lists roles: All, Account Holder, Admin, Finance, App Manager, Developer, and Marketing. The 'All' role is selected. In the main area, there's a header with tabs: People (which is selected), Keys, and Shared Secret. Below the header, a message says 'Click to add a new user.' A blue plus sign button is located above the user table. The user table has columns: APPLE ID, NAME, ROLE, and APPS. One row is shown: applejohnson@mac.com, Anne Johnson, Admin, Account Holder, All Apps. At the top right of the main area are search, filter, and edit buttons.

2. Provide the required information:

- Enter the user's first name, last name, and valid email address. Any email address may be used to activate the account, not necessarily one that's associated with an Apple ID.
- Assign [user roles](#) to determine the sections the user can access and tasks they can perform.
- Determine if the user should be granted access only to specific apps. Note that user roles apply to the user in general and are not app-specific.
- If applicable, determine if the user should have access to additional permissions such as Access to Reports, Certificates, Identifiers & Profiles on the Apple Developer website, or Create Apps. Note that certain permissions will make all app information visible to the user and therefore, they cannot have their app access limited.

3. Click Invite.

The new user receives an email with a link to activate the account.

If the account was created with an existing Apple ID, the user is asked to sign in to App Store Connect.

If the account was created with an email address not already associated with an Apple ID, the user can create an Apple ID during account activation.

Users manage their own Apple ID names and passwords on the [Apple ID](#) page.

Change user role

Required role: Account Holder or Admin. See [Role permissions](#).

1. In Users and Access, the list of users with access to your App Store Connect content appears under People.
2. Click the Apple ID for the user you want to edit.
3. Select one or more roles for the user or edit their app access.

The screenshot shows the 'Users and Access' section of the App Store Connect interface. On the left, a sidebar lists users under 'People'. In the main area, a user named 'Maria Ruiz' is selected. The right side of the screen contains configuration fields:

- Select role.**: A dropdown menu where 'Developer' is currently selected.
- Save changes.**: A blue 'Save' button located at the bottom right of the configuration area.

Below the configuration area, there are sections for 'Additional Resources' and 'Permissions'.

Additional Resources includes checkboxes for:

- Access to Reports
- Access to Certificates, Identifiers & Profiles. [Learn More](#)
- Access to Cloud Managed Distribution Certificate
- Access to Cloud Managed Developer ID Certificate
- Create Apps

Permissions is divided into two sections:

- App Privileges** (under 'Account Holder'):
 - View App Analytics
 - View Sales and Trends (Sales Only)
 - View Crash and Energy Reports in Xcode Organizer (Read Only)
- Developer Privileges**:
 - Purchase and submit Technical Support Incidents
 - Download beta software
 - Eligible for other membership benefits

4. In the upper-right corner, click Save.

Delete a single user

Required role: Account Holder or Admin. See [Role permissions](#).

1. In Users and Access, the list of users with access to your App Store Connect content appears under People.
2. Click the Apple ID for the user you want to delete.
3. Click Delete User, then click Delete in the dialog that appears.

Users and Access [People](#) [Keys](#) [Shared Secret](#)

[All Users](#)

Maria Ruiz

[Save](#)

Additional Resources

- Access to Reports
- Access to Certificates, Identifiers & Profiles. [Learn More](#)
- Access to Cloud Managed Distribution Certificate
- Access to Cloud Managed Developer ID Certificate
- Create Apps

Permissions

| | |
|--|---|
| App Privileges | Developer Privileges |
| <ul style="list-style-type: none"> • View App Analytics • View Sales and Trends (Sales Only) • View Crash and Energy Reports in Xcode Organizer (Read Only) | <ul style="list-style-type: none"> • Purchase and submit Technical Support Incidents • Download beta software • Eligible for other membership benefits |

Apps

Ocean Journal Sunset Seeker

Notifications

App Analytics Weekly Email Summary Receive a weekly email.

[Delete User](#) 

Delete multiple users

Required role: Account Holder or Admin. See [Role permissions](#).

1. From Users and Access, under People, click Edit in the upper-right corner.
2. Select the checkbox for each user you want to delete, then click Delete.

Users and Access [People](#) [Keys](#) [Shared Secret](#)

Users

| All | Selected (2) | <input type="button" value="Cancel"/> | <input type="button" value="Edit App Access"/> | <input type="button" value="Delete"/> |
|------------------|--|---------------------------------------|--|---------------------------------------|
| Account Holder | APPLE ID NAME ROLE APPS | | | |
| Admin | <input type="checkbox"/> annejohnson1@mac.com Anne Johnson Admin, Account Holder All Apps | | | |
| Finance | <input type="checkbox"/> mruiz2@mac.com Maria Ruiz Sales   | | | |
| App Manager | | | | |
| Developer | | | | |
| Marketing | | | | |
| Sales | <input checked="" type="checkbox"/> meichen3@mac.com Mei Chen Developer, Access to Reports All Apps | | | |
| Customer Support | <input checked="" type="checkbox"/> gkumar@mac.com Gita Kumar App Manager, Customer Support All Apps | | | |
| Sandbox | <input type="checkbox"/> tclark3@mac.com Tom Clark Developer All Apps | | | |
| Testers | | | | |

3. In the dialog that appears, click Delete.

4. Click Done.

Change user app access

You can limit which apps users with the App Manager, Customer Support, Developer, Marketing, or Sales (without Access to Reports) roles have access to. If you don't change their app access, they can access all apps by default.

Note: Users that are part of an organization's team in the Apple Developer Program and have access to Certificates, Identifiers & Profiles see all app information there, as app access cannot be limited in Certificates, Identifiers & Profiles.

Required role: Account Holder, Admin, or App Manager. See [Role Permissions](#).

Change access for a single user

1. From Users and Access, under People, click the Apple ID for the user you want to edit.
2. In the Apps section, choose an option from the pop-up menu:
 - *All Apps*: Gives the user access to all apps.
 - *Add an app*: Choose an app, or multiple apps, you want the user to have access to.

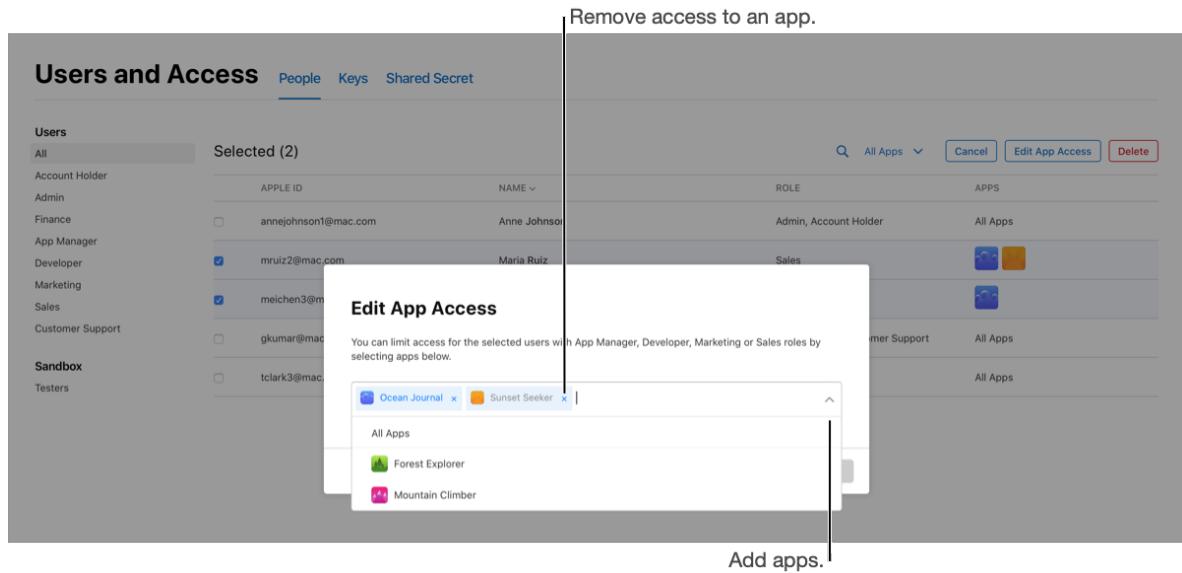
The screenshot shows the 'Users and Access' interface. At the top, there's a navigation bar with 'People' selected. Below it, a user profile for 'Maria Ruiz' is shown, including her Apple ID (mruiz2@mac.com). The 'Roles' section lists several checkboxes: Admin (unchecked), App Manager (unchecked), Finance (unchecked), Customer Support (unchecked), Sales (checked), Marketing (unchecked), and Developer (unchecked). Under 'Additional Resources', there are checkboxes for Access to Reports, Certificates, Identifiers & Profiles (with a 'Learn More' link), Cloud Managed Distribution Certificate, Cloud Managed Developer ID Certificate, and Create Apps. The 'Permissions' section is divided into 'App Privileges' (View App Analytics, View Sales and Trends (Sales Only), View Crash and Energy Reports in Xcode Organizer (Read Only)) and 'Developer Privileges' (Purchase and submit Technical Support Incidents, Download beta software, Eligible for other membership benefits). The 'Apps' section shows a list of apps: 'Ocean Journal' and 'Sunset Seeker'. A 'Save changes' button is at the top right, and a 'Choose apps.' button is next to the app list.

3. To remove an app, click the Delete icon (x) next to the app name.

Removing all individual apps from the list gives the user access to all apps by default.
4. In the upper-right corner, click Save.

Edit access for multiple users

- From Users and Access, under People, click Edit in the upper-right corner.
- Select the checkbox for each user you want to edit, then click Edit App Access.
- In the dialog, choose an option from the pop-up menu:
 - All Apps*: Gives the users access to all apps.
 - Add an app*: Gives the users access to certain apps.



- To remove an app, click the Delete icon (x) next to the app name.
- Click Save.
- Click Done.

Create a sandbox tester account

If your app offers in-app purchases or Apple Pay, you can test your app in the sandbox environment by creating Sandbox Apple IDs in App Store Connect and using them to sign in to a development signed version of your app.

For each sandbox tester, collect the following information:

- First name
- Last name

- Email address (Use an email address that has never been used as an Apple ID or used to purchase iTunes or App Store content. Consider creating a dedicated email address for each sandbox tester.)
- Password
- Secret question and answer
- Date of birth
- App Store territory

To learn more about testing Apple Pay apps, go to [Apple Pay Sandbox Testing](#).

Required role: Account Holder, Admin, App Manager, or Developer. See [Role permissions](#).

Add a sandbox tester account

1. From Users and Access, click Testers under Sandbox.

The screenshot shows the 'Users and Access' interface. On the left, there's a sidebar with categories like 'All', 'Account Holder', 'Admin', 'Finance', 'App Manager', 'Developer', 'Marketing', 'Sales', and 'Customer Support'. Below these, under 'Sandbox', the 'Testers' option is highlighted and has a blue arrow pointing to it. The main area shows a table with two rows of tester information. The columns are: SANDBOX APPLE ID, NAME, APP STORE COUNTRY OR REGION, INTERRUPTED PURCHASES, and APPLE PAY. The first row has 'billjames2@mac.com' as the ID, 'Bill James' as the name, 'United States' as the region, and a checkmark in the interrupted purchases column. The second row has 'mruiz2@mac.com' as the ID, 'Maria Ruiz' as the name, 'United States' as the region, and a checkmark in the interrupted purchases column. There are also search and edit buttons at the top right of the table.

| SANDBOX APPLE ID | NAME * | APP STORE COUNTRY OR REGION | INTERRUPTED PURCHASES ? | APPLE PAY |
|--------------------|------------|-----------------------------|-------------------------|-----------|
| billjames2@mac.com | Bill James | United States | ✓ | |
| mruiz2@mac.com | Maria Ruiz | United States | ✓ | |

2. Click the Add icon (+).
3. Enter the tester information, then click Invite.

Account information cannot be edited once a Sandbox Apple ID is created.

Delete a sandbox tester

1. From Users and Access, under Sandbox, click Testers.
2. Click Edit.
3. Select the checkbox for each user you want to delete, click Delete Testers, then click Delete Testers in the dialog that appears.

If you delete a sandbox tester, the associated Sandbox Apple ID can no longer be used as an App Store Connect user, to test in sandbox, or to make purchases on the iTunes Store or App Store.

Generate an API key

If your access to the [App Store Connect API](#) is approved, you can generate an API key to configure, authenticate, and use App Store Connect services.

For details on managing and securing your keys, see [Creating API Keys for App Store Connect API](#).

Required role: Account Holder or Admin. See [Role permissions](#).

Generate an API key

1. From Users and Access, click on Keys. The page opens with App Store Connect API selected.
2. Click Generate API Key.
If you already have an Active API key generated, you will click the Add (+) icon to add more.
3. Enter a name for the key. The name is used for your reference only and is not part of the key itself.
4. Under Access, select the [role permissions](#) to determine what the API can be used for. API keys are applied across all apps so it is not possible to limit app access for an API key.
5. Click Generate.

Once you generate an API key, you won't be able to edit its name or access level. If you need to make changes, revoke the API key and generate a new one.

Download an API key

API keys are private and can only be downloaded once. After downloading the key, store it in a safe place. Remember to revoke a key immediately if it becomes lost or compromised.

1. From Users and Access, click Keys. The page opens with App Store Connect API selected.

2. Navigate to an API key under the Active section, then click Download API Key for the key you want to download.
 3. In the dialog, click Download.
-

Revoke an API Key

If you no longer want to use an API key to authenticate into App Store Connect services, you can revoke the key.

1. From Users and Access, click on Keys. The page opens with App Store Connect API selected.
2. In the upper-right corner, click Edit.
3. Select the API Keys you want to revoke.
4. In the upper-right corner, click Revoke Key, then click Revoke in the dialog.

An API key cannot be reinstated once it has been revoked. You will see any revoked keys from the past 30 days under the Revoked section of the App Store Connect API page.

Generate keys for in-app purchases

Generating an in-app purchase key allows Apple to authenticate and validate client-to-server or server-to-server requests related to in-app purchases, including App Store server APIs and promotional offers for auto-renewable subscriptions. In-app purchase keys are created for your account, and can be applied to multiple apps, individual apps, or individual in-app purchase products. You can have a maximum of 10 active subscriptions keys at a time. Keys don't expire but can be modified once created.

Required role: Account Holder or Admin. See [Role permissions](#).

Generate an in-app purchase key

1. From [Users and Access](#), click on Keys and select In-App Purchase.
2. Click Generate In-App Purchase Key.

If you already have an Active In-App Purchase key generated, you will click the Add (+) icon to add more.

3. Enter a name for the key. The name is used for your reference only and is not part of the key itself.
4. Click Generate.

Once you generate an in-app purchase key, you won't be able to edit its name. If you need to make changes, revoke the key and generate a new one.

Download an in-app purchase key

In-app purchase keys are private and can only be downloaded once. After downloading the key, store it in a safe place. Remember to revoke a key immediately if it becomes lost or compromised and ensure that offers using this key are updated.

1. From [Users and Access](#), click on Keys and select In-App Purchase.
 2. Navigate to a key under the Active section, then click Download Key for the key you want to download. Keep in mind that keys can be downloaded only once.
 3. In the dialog, click Download.
-

Revoke an in-app purchase key

If you no longer want to use an in-app purchase key to validate your offers, you can revoke the key.

1. From [Users and Access](#), click on Keys and select In-App Purchase.
2. In the upper-right corner, click Edit.
3. Select the keys you want to revoke.
4. In the upper-right corner, click Revoke Key, then click Revoke in the dialog. You won't be able to reinstate a key after it's been revoked.

If you revoke a key, be sure to update the offers using that key since customers won't be able to redeem offers associated with it. You will see any revoked keys from the past 30 days under the Revoked section.

Manage apps and versions

Add a new app

Before you can upload a build of your app to App Store Connect, you must first create an app record in your App Store Connect account.

If you would like to offer an app with multiple platforms together as a single purchase for customers, create it as a single record in App Store Connect. All platforms will share the same bundle ID, but information [specific to each platform](#) is added separately.

Note: You can't add an app to your account until the Account Holder user signs the latest agreement in the Agreements, Tax, and Banking section.

Required role: Account Holder, App Manager, or Admin. See [Role permissions](#).

-
1. From My Apps, click the Add button (+) in the top-left corner.

The My Apps page is blank until you create your first app record.

2. From the pop-up menu, select New App.
3. In the New App dialog, select one or more platform(s) and enter the app information.

Note: Watch-only apps are considered part of the iOS platform in App Store Connect.

See [Creating Independent watchOS Apps](#) to learn more about how to create these apps.

New App

iOS macOS tvOS

Name ?

Forest Explorer

15

Primary Language ?

Choose



Bundle ID ?

Choose



Register a new bundle ID in [Certificates, Identifiers & Profiles](#).

SKU ?

User Access ?

Limited Access Full Access

[Cancel](#)

[Create](#)

-
4. Under User Access, choose Limited Access or Full Access. If you choose Limited Access, select the users that you would like to be able to access this app.

Users with the Account Holder, Admin, Finance, and Access to Reports roles cannot have their app access limited, so they will see all apps.

5. Click Create, and look for messages that indicate missing information.
-

After you create an App Store Connect record for an app, the app appears in My Apps, and the [app status](#) is Prepare for Submission. You can select the app on this page to [view and edit app information](#).

Can I deliver my app information using XML?

Yes, Apple offers a command-line tool, Transporter, for submitting metadata, in-app purchases, or screenshots and app previews to the App Store. You can also request Catalog Reports. If you already have Xcode or Transporter for macOS the Transporter command-line is included. See the [App Metadata Specification](#) and the [Transporter User Guide](#) for more information.

How do I offer an app that runs on multiple platforms as a single purchase?

You can [add a platform to an app](#) to create a universal purchase.

Set your developer name on the App Store

Your developer name appears under your app's name on your app's App Store product page. By default, your legal name is used. If you enrolled in the Apple Developer Program as an organization, you may set a different developer name if it's a registered trade name, DBA, or fictitious business name. For example, if your legal name is "Apps Company LLC", your trade name may simply be "Apps Company", which can be used on the App Store.

If you're enrolled as an individual, this option is not available to you and the developer name is the same as your legal name.

You can set your developer name only when adding an app to your account the first time. It cannot be edited or updated later, so it is important to add it correctly.

1. From My Apps, click the Add button (+).

The My Apps page is blank until you create your first app.

2. From the pop-up window, enter your developer name into the Company Name field.
 3. Fill in the other required details and click Create.
-

Once your app is approved for the App Store, you will see it display under your app name on your product page.

Enter app information

View and edit app information

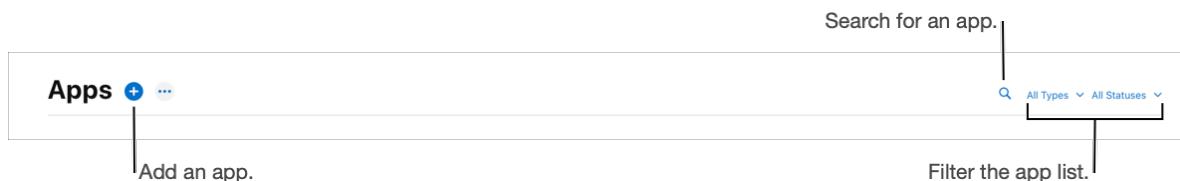
After you [add an app to your account](#), you can view and edit the [app information](#) and [platform version information](#) in the My Apps section.

Before you enter app information, review the [required, localizable, and editable properties](#). Some information is required before you [upload a build](#) or [submit your app for review](#). You can edit some properties anytime and other properties only when the [app status is editable](#). In addition, you can [localize App Store information](#) that appears on the App Store.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.

Tip: If you have several apps, you can use the toolbar controls to find an app.



2. In the sidebar, select the app version under the platform you wish to edit.

You can localize the information that appears under Version Information. The information under General App Information is shared across localizations. To learn more about a property, click the question mark next to the field, or go to [Platform version information](#).

3. To update information that is shared across platforms, select App Information under General from the sidebar. To learn more about a property, click the question mark next to the field, or go to [App information](#).
4. Click Save.

I updated my app information. Why isn't it displaying in some app store territories?

When you update your app's metadata, it can take up to 24 hours to appear in the App Store.

How is my app searchable on the App Store?

Your app is searchable by app name, app subtitle, keywords, and your company name. Learn more about [discovery on the App Store](#).

Set app age rating

An age rating is a required [app information](#) property used by the parental controls on the App Store. App Store Connect provides a list of content descriptions and you identify how frequently each content type appears in your app. Your selections are converted into an App Store age rating, as well as additional region-specific age ratings.

Some regions have more specific rating guidelines than others. When you describe your app's content, App Store Connect notes these details and the region-specific age rating to help you understand the impact of including certain types of content in your app.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Set app age rating

- From My Apps, select your app. The page opens with the App Store tab selected.
- In the sidebar, click App Information.
- On the right, below Age Rating, click Set Age Rating Across All Platforms.

The screenshot shows the 'App Information' section of the App Store Connect interface. On the left, there's a sidebar with tabs for iOS App, macOS App, and tvOS App. Under 'General', 'App Information' is selected. In the main area, there's a 'Secondary (optional)' dropdown menu. At the bottom, there's a large button labeled 'Set Age Rating Across All Platforms'.

- Select level of frequency for each content description, and click Next.
- Select whether or not your app contains unrestricted web access or instances of gambling, and click Next.

The screenshot shows a modal dialog titled 'Age Rating (2 of 3)'. It asks if the app contains unrestricted web access and instances of gambling, with two sets of radio button options. At the bottom are 'Back', 'Cancel', and 'Next' buttons.

- View your age rating result and click Done.

To edit age ratings, click App Information in the sidebar, then click Edit next to the age rating.

If your app's age rating is 12+ or lower but you believe its content may not be suitable for users under 17, you can manually select Restrict to 17+ under Advanced. Your app's age rating will display as 17+ on the App Store, but the content descriptions will still reflect

your selections in App Store Connect.

If your app's age rating is 4+ or 9+ and you want your app to display in the Kids category on the App Store, select Made for Kids under Advanced and specify the age range appropriate for your app. You cannot change this selection once your app is approved by App Review. The app and all subsequent updates will need to follow the [Kids category guidelines](#).

View region-specific ratings

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click App Information.
3. On the right, below Age Rating, click Rating in Other Countries/Regions.

The screenshot shows the 'App Information' page for an iOS app named 'Forest Explorer'. The sidebar on the left lists categories like General, Pricing and Availability, App Privacy, Ratings and Reviews, Version History, In-App Purchases, Manage, and App Store Promotions. The 'General' category is currently selected. On the right, there are sections for 'General Information' (including fields for Bundle ID, SKU, Apple ID, Primary Language, Category, and Secondary (optional)), 'Content Rights' (which states the app has the necessary rights for third-party content), 'Age Rating' (with options for 4+, 9+, and 17+), and 'License Agreement' (linking to Apple's Standard License Agreement). A 'Save' button is located at the top right of the main content area.

A dialog appears showing the age ratings in other regions, which are displayed alongside Apple's age rating on your app's product page.

Provide a custom license agreement

Apple provides a standard EULA (End-User License Agreement) that applies in all territories. If you don't provide a custom license agreement, the standard Apple EULA is applied to your app and the license agreement link won't be shown on your App Store product page.

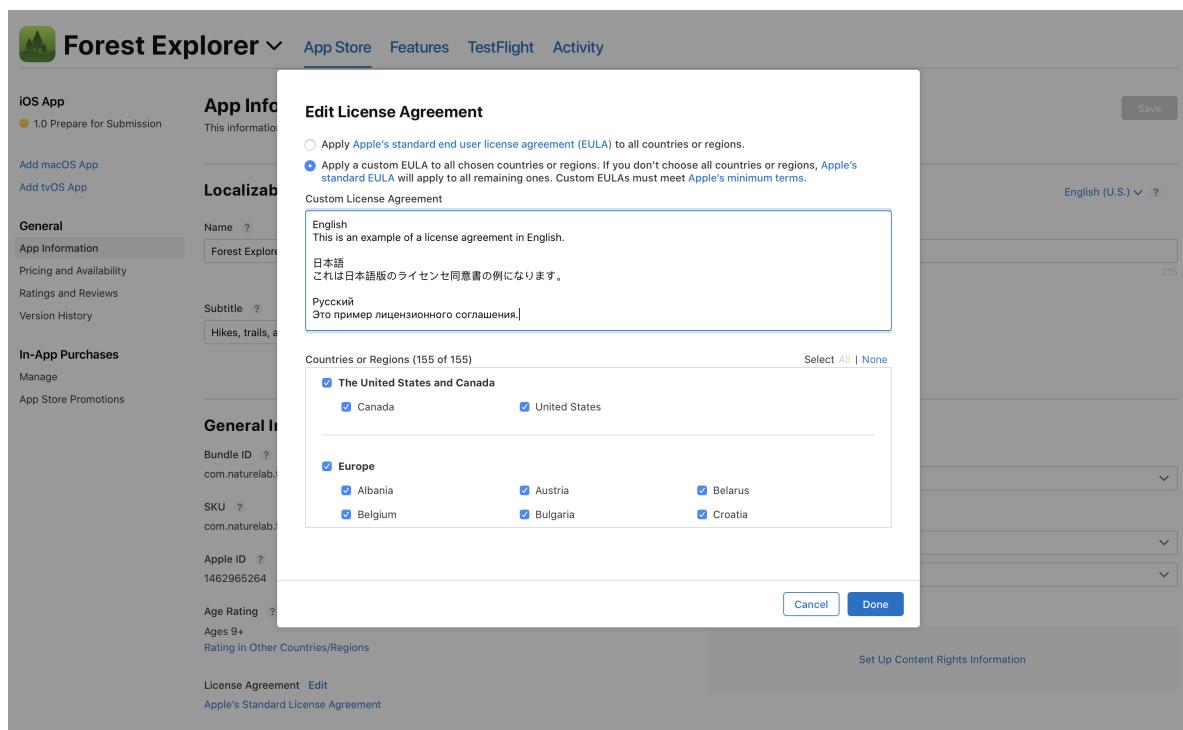
For information about creating a EULA, go to [Instructions for Minimum Terms of Developer's End-User License Agreement](#). For the text of the standard agreement, go to [Licensed Application End User License Agreement](#).

Edit the license agreement

- From My Apps, select your app. The page opens with the App Store tab selected.
- In the sidebar click App Information under General.
- On the left, in the General Information section, click Edit next to License Agreement.
- In the dialog that appears, select "Apply a custom EULA to all chosen countries or regions."
- In the Custom License Agreement field, enter your custom end-user license agreement as a plain text document.

All HTML tags are stripped and escaped, and only line break characters are accepted.

Tip: To add localized text or specify a country or region for your license agreement, [add each language](#) and enter the translated text after the previous one, so that your license agreement includes multiple languages.



- In the Countries or Regions section, select each country or region where you want to apply your custom license agreement.
- Click Done.
- In the upper-right corner, click Save.

Localize App Store information

After you [add an app to your account](#), you can add languages and enter localized metadata on your App Information page. For a list of supported languages, see [App Store localizations](#). For the properties you can localize, see [Required, localizable, and editable properties](#).

For example, if the primary language you select for your app in App Store Connect is English and it's the only language you provide, your app metadata in all [App Store territories](#) appears in English. If you localize your app metadata in French, users whose language setting is French will see the French localization. Users in territories where the App Store supports French but not English also see the French localization. Users can search for your app using localized keywords in all territories where the App Store supports French. If there's no localization available that matches the language setting, the next most relevant localization is used. In other App Store territories, users see your metadata in the primary language (English in this example).

Adding languages to your App Information page in App Store Connect is related to your app metadata, and is not the same as adding languages to your app in Xcode when you localize your binary. To learn about localizing your app binary, read [Internationalization and Localization Guide](#).

Important: You can manage languages only when the [app status is editable](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

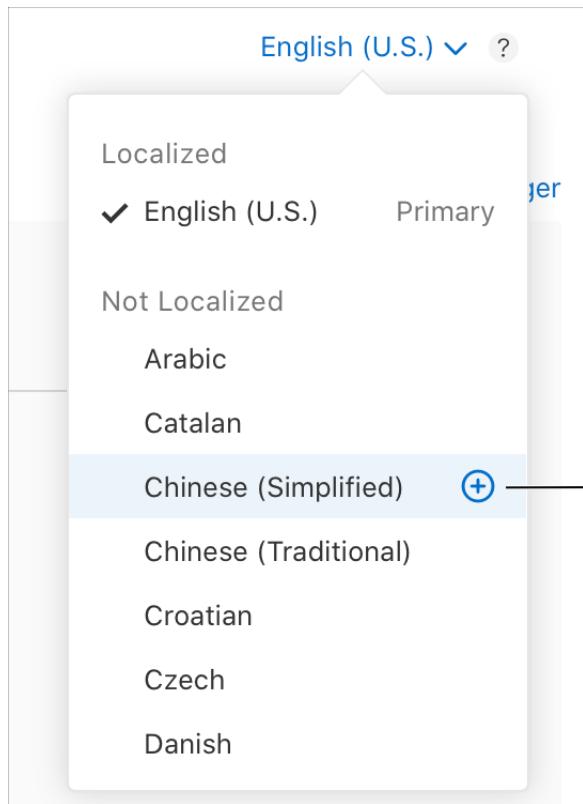
Add a language

When you add a language to your app, screenshots and the properties for the new language default to those for the primary language, except for the description and keywords. When you add a localization from the [platform version section](#), it will automatically be added to the shared metadata under [App information](#) and to other platforms.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the upper-right corner, click the primary language to display the language pop-up menu.

The screenshot shows the 'Forest Explorer' app page in App Store Connect. The top navigation bar includes 'Forest Explorer', 'App Store', 'Features', 'TestFlight', and 'Activity'. Below the navigation is a section for 'iOS App 1.0' with tabs for 'General', 'In-App Purchases', and 'Add macOS App'. A 'Version Information' section displays icons for iPhone 6.5" Display, iPhone 5.5" Display, iPad Pro (3rd Gen), and iPad Pro (2nd Gen). On the right, there's a 'Choose a language.' dropdown menu open, showing 'English (U.S.)' as the primary language. Other options listed include Arabic, Catalan, Chinese (Simplified), Chinese (Traditional), Croatian, Czech, and Danish. A note says 'Localized' next to English (U.S.). Below the dropdown, there are sections for 'Promotional Text' and 'Keywords'.

- Below Not Localized, hover over the language (and locale) you want to add, then click the Add button (+) that appears.



- Enter the localized metadata—such as descriptions and keywords—for the platform, then click Save.

For property descriptions, see [Platform version information](#).

- To enter information that is shared across platforms, click App Information under General

6. In the upper-right corner, click the primary language to display the language pop-up menu.
7. Hover over the language (and locale) you want to add, then click the Add button (+) that appears.
8. Enter the app name and privacy policy URL for the language or locale, then in the upper-right corner, click Save.

For property descriptions, see [App information](#).

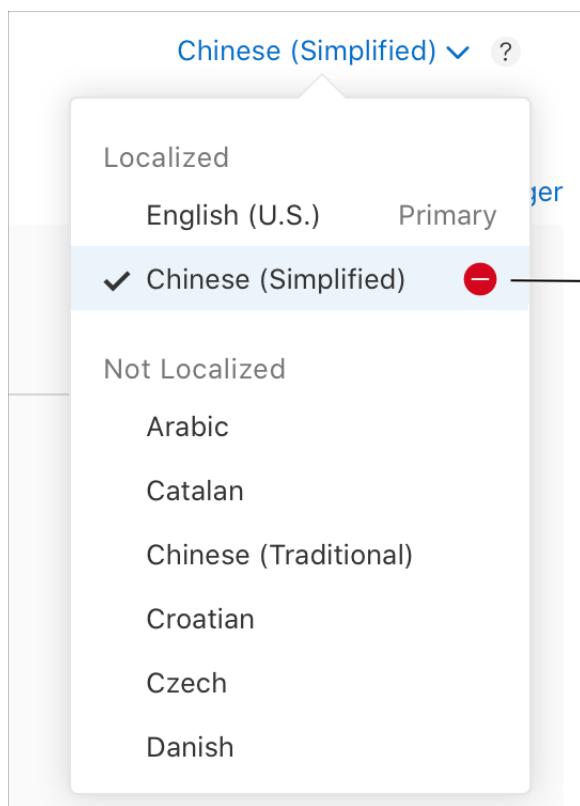
Edit localizations

1. From My Apps, select your app. The page opens with the App Store tab selected.
 2. In the upper-right corner, choose the language from the pop-up menu.
 3. Edit the localized information, then in the upper-right corner, click Save.
-

Delete a language

When you delete a language, the App Store territories that display app information in that language revert to showing the information you entered for the primary language.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the upper-right corner, click the primary language to display the language pop-up menu.
3. In the Localized section, hover over the language you want to delete and click the Delete button (-).



Change the primary language

You can change the primary language for an app. In order for a language to be selectable as a primary language:

- You must already have [added the language](#) to a previous version.
- The new language must be approved by App Review. If the language has not been approved, submit a version with this localized metadata to be approved. Then, select it as your primary language on a subsequent update.
- You must already have uploaded screenshots for that language that were approved by App Review. If the screenshots for that localization are being derived from another localization's screenshots, you must first manually add screenshots for that language and submit a version with these screenshots to be approved. Then, select it as your primary language on a subsequent update. See [Add screenshots and previews for other device sizes and localizations](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. Click App Information under General in the sidebar.
3. From the Primary Language pop-up menu, choose the new primary language.

The screenshot shows the 'App Information' section of the App Store Connect interface for an iOS app named 'Forest Explorer'. The 'General' tab is selected in the sidebar. The main form contains the following data:

| Field | Value |
|--------------------|---|
| Name | Forest Explorer |
| Privacy Policy URL | http://forestexplorer.com/privacy-simple |
| Subtitle | Hikes, trails, and maps |
| Primary Language | English (U.S.) |
| Category | Primary |
| Content Rights | Secondary (optional) |

A note at the bottom right of the form area says 'Choose the primary language.'

4. In the upper-right corner, click Save.

Add watchOS app information

You can use watchOS 6 SDK to create apps for Apple Watch. These can be either iOS apps with a watchOS app or watch-only apps.

To prepare watchOS apps for distribution on the App Store, simply add an iOS app to App Store Connect, then add additional information specific to your app.

Make sure your description includes the app's functionality on Apple Watch. You also need to provide screenshots for Apple Watch and an App Store icon. Your screenshots and icon will be reviewed by App Review after you submit your new app version.

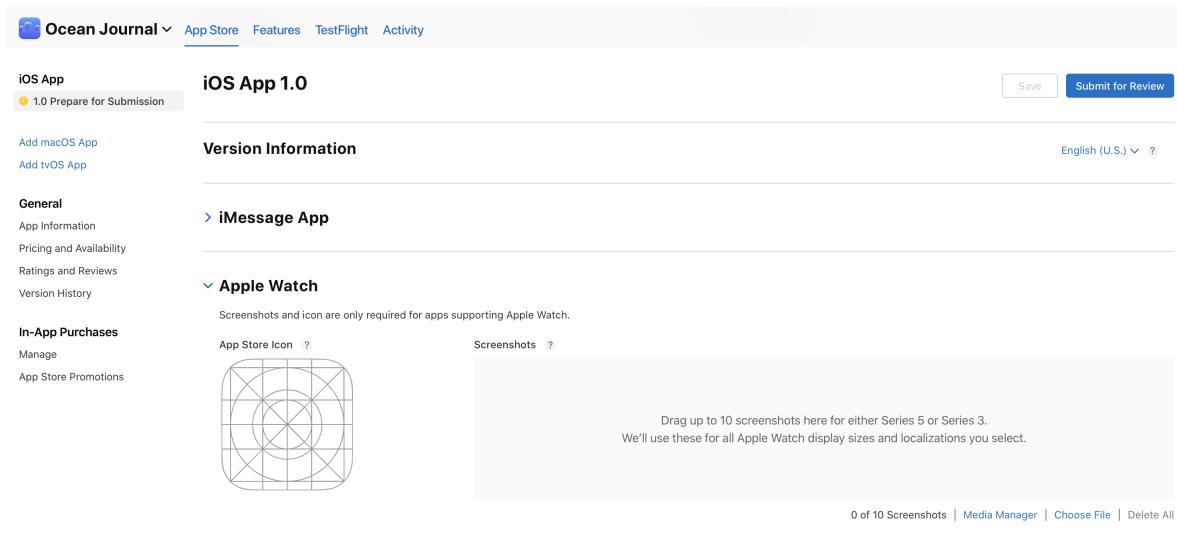
For details on how to prepare watchOS metadata, go to [Preparing Your watchOS App for Submission](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Add watchOS app information

1. From My Apps, click the Add button (+) in the top-left corner.
2. From the pop-up menu, choose New App.
3. In the New App dialog, check the box next to iOS and enter the app information.
4. Click Create.
5. Scroll down to the Apple Watch section and if necessary, click the disclosure triangle to reveal the icon and screenshot well.
6. Drag either Apple Watch Series 3 or Apple Watch Series 4 or Series 5 screenshots to the well.

See [Screenshot specifications](#). Follow the [Human Interface Guidelines](#) when creating your App Store icon.



7. In the upper-right corner, click Save.

Note: iOS screenshots are also required for apps with an iOS component, but not required for watch-only apps.

Note: See [add an App Store icon](#) for details on uploading your App Store icon.

Add iMessage app information

You can use the Messages framework to create sticker packs or iMessage apps that will be available on the App Store for iMessage. These can be standalone apps or app extensions within a containing iOS app. For more information, see [iMessage Apps](#).

If your app is an iMessage app, sticker pack, or an extension of one of the two, you [add your app to App Store Connect](#), and then add additional information specific to your iMessage app or sticker pack. Keep in mind that you must also [submit an App Store icon](#) in addition to the iMessage app icon.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Add iMessage screenshots

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the version under the platform you wish to edit.
3. Scroll down to the iMessage App section and if necessary, click the disclosure triangle to reveal the well.
4. Drag the screenshots to the well.

The screenshot shows the 'iOS App' submission page for the 'Sunset Seeker' app. The sidebar on the left lists sections like General, In-App Purchases, and App Store Promotions. The main content area is titled 'iOS App 1.0' and shows the status '1.0 Prepare for Submission'. A 'Version Information' section includes a 'General' tab and an expanded 'iMessage App' tab. Under 'iMessage App', it says 'Screenshots are only required for apps using the Messages framework.' Below this are four placeholder icons for screenshots: 'iPhone 6.5" Display', 'iPhone 5.5" Display', 'iPad Pro (3rd Gen) 12.9" Display', and 'iPad Pro (2nd Gen) 12.9" Display'. A large text input field below these is labeled 'Drag up to 10 screenshots here. We'll use these for all iPhone display sizes and localizations you select.' At the bottom of the screenshot, there are links for '0 of 10 Screenshots | Choose File | Delete All'.

Change iMessage app type

If you want to change the type of iMessage app you offer, you may need to create and submit it as a new app. Currently, sticker packs or iMessage apps can be offered as either:

- **Standalone apps:** the app is only accessible within iMessage
- **Extensions to an iOS app:** there is a containing iOS app with additional functionality outside of iMessage

You may rebuild your standalone iMessage app as a standalone sticker pack and vice versa, or rebuild your iMessage extension as a sticker pack extension and vice versa, and [submit it as a version update](#) to the same app record in App Store Connect. To rebuild your app from a standalone app to an extension of an iOS app or vice versa, you will need to [create it as a new app](#).

Manage app privacy

You are required to explain your data handling practices in App Store Connect to let users know what data may be collected through your app and how it may be used. Additionally, you are required to provide a privacy policy URL for your iOS app platform and privacy policy text for your tvOS app platform. Providing a privacy choices URL is optional.

Your responses to the app privacy questions will be used to help inform customers about your app's data practices. Based on your submitted responses, your App Store product page will be updated to include information about the app's data collection and usage.

Responses are provided at the app level and should represent your app's data practices across all platforms. If the app collects more data on one platform than another, answer in the most comprehensive and inclusive way. You'll need to provide information about your app's privacy practices, as well as the practices of third-party partners whose code you integrate into your app.

Note: You're responsible for keeping your responses accurate and up to date. If your practices change, update your responses in App Store Connect.

For more information on privacy and data, see [User Privacy and Data Use](#).

For more information on responding to app privacy questions, see [App privacy details on the App Store](#).

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Answering app privacy questions

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select App Privacy.
3. On the right, click Get Started.

The screenshot shows the 'App Privacy' section of the App Store Connect interface for the 'Forest Explorer' app. On the left, there's a sidebar with options like 'iOS App', 'Add macOS App', 'General', 'In-App Purchases', etc. The 'App Privacy' tab is selected. The main content area has tabs for 'Privacy Policy' and 'Edit'. It shows a 'Privacy Policy URL' set to 'http://foresexplorer.org/privacy-simple'. There's a note about the App Store being a safe place and a link to 'Get Started'. A 'Get Started' button is visible at the bottom.

- In the dialog that appears, indicate whether you or your third-party partners collect data from your app.
- If the answer is no, select *No, we do not collect data from this app* and click Save.

You will not need to answer any further questions.

- If the answer is yes, select *Yes, we collect data from this app* and click Next.

The screenshot shows a 'Data Collection' dialog box overlaid on the App Store Connect interface. The dialog title is 'Data Collection'. It contains a note about helping users understand privacy practices and a list of questions. One question asks if data is collected from the app, with two options: 'Yes, we collect data from this app' (selected) and 'No, we do not collect data from this app'. At the bottom are 'Cancel' and 'Next' buttons.

- Select all of the data you or your third-party partners collect from this app and click Save.

Data Collection

Next, select all of the data that you or your third-party partners collect from this app. If your app is currently available on the App Store, make sure your responses reflect the data collected only from that app version.

Data types that meet all of the following criteria are optional to disclose:

- The data is not used for tracking purposes (meaning the data is not linked with other third-party data about the user or device for advertising or advertising measurement, or shared with a data broker). For more detail, see [App privacy details on the App Store](#).
- The data is not used for Third-Party Advertising, your Advertising or Marketing purposes, or for Other Purposes, as those terms are defined in [App privacy details on the App Store](#).
- Collection of the data occurs only in infrequent cases that are not part of your app's primary functionality, and which are optional for the user.
- As part of the interface in your app where the user provides the data to be collected, such data must be transparent to the user at the time of collection, the user's name or account name must be prominently displayed in the submission form alongside the other data elements being submitted, and the user must affirmatively choose each time to provide the data for collection.

If the data type collected by your app meets some, but not all, of the above criteria, it must be disclosed in your privacy section.

Contact Info

Name
Including first or last name

Email Address

[Back](#) [Cancel](#) [Save](#)

English (U.S.) (Optional) ?

our app can influence culture and change lives, so that's why

ation will appear on your app's product page, where users can

App Store Connect > Apps > Forest Explorer

If your app is currently available on the App Store, make sure your responses reflect the data collected only from that app version.

8. The different data types will appear below the Data Types section.
9. Click into each data type and answer the questions that follow. Do this for every data type you selected.
10. Click Save when finished.

If at any point you want to update your data types, click Edit next to Data Types.

Product Page Preview

[See Details](#)

Data Used to Track You

The following data may be used to track you across apps and websites owned by other companies:

- Health & Fitness
- Contact Info

Data Linked to You

The following data may be collected and linked to your identity:

- Health & Fitness

Data Not Linked to You

The following data may be collected but is not linked to your identity:

- Contact Info

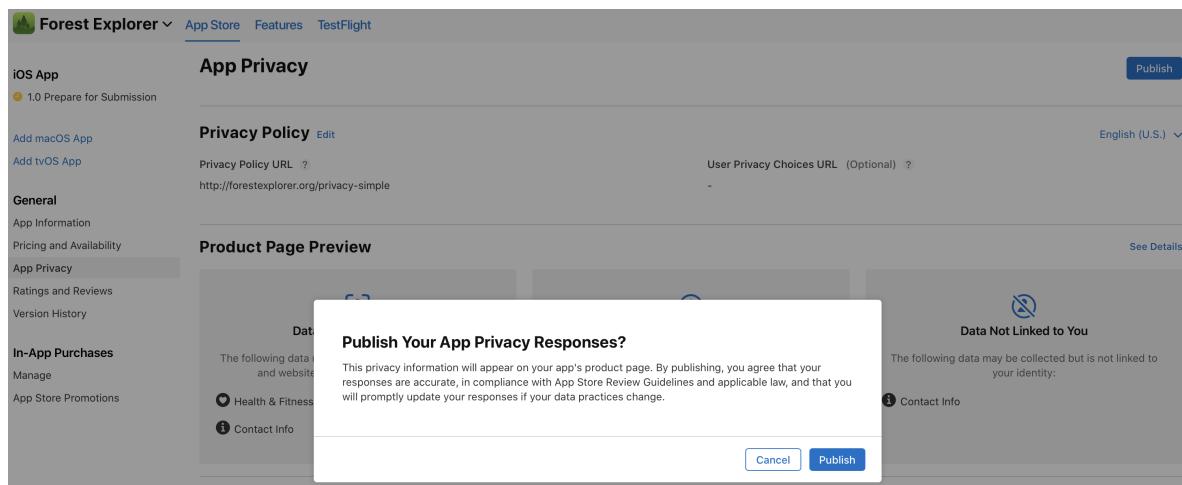
Data Types [Edit](#)

• 3 data types collected from this app: Name, Email Address, Fitness

11. After you have finished answering the questions for each data type, you will see your summarized responses under each data type section.

You can preview how this information about your app's data collection and usage will look on the App Store, below the Product Page Preview section. To view product page preview details, click See Details.

12. In the upper-right corner of the page, click Publish.
13. In the dialog that appears, confirm that you agree that your responses are accurate, in compliance with App Store Review Guidelines and applicable law, and that you will promptly update your responses if your data practices change, and click Publish.



If your app is not yet live on the App Store, these responses will be published once your app goes live. If your app is live, clicking Publish will publish your responses to your app's product page.

Adding and removing data types

Updates to data types will be published after you click Publish. If you select new data types, you'll need to finish setting them up by responding to the questions in each data type section before publishing.

Required role: Account Holder, Admin or App Manager. See [Role permissions](#).

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select App Privacy.
3. To update your data types, click Edit next to Data Types.
4. Update your selections for all of the data you or your third-party partners collect from this app.

If your app is currently available on the App Store, make sure your responses reflect the data collected only from that app version.

- If you removed an existing data type, click Publish. Your responses to this data type will be removed from your app's product page.
- If you added a new data type, click Continue and complete setup for the newly added data type by clicking into the new data type and responding to questions that follow. Once you have completed responding to the questions, click Publish. Your responses to the newly added data type will appear on your app's product page after publishing.
- If you added a new data type and removed an existing data type, click Publish and Continue. Your responses to the removed data type will be removed from your app's product page. You will need to complete setup for the newly added data type by clicking into the new data type and responding to questions that follow. Once you have completed responding to the questions, click Publish. Your responses to the newly added data type will reflect on your app's product page after publishing.

Updating app privacy responses

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select App Privacy.
3. To edit existing responses, on the right, click on the data type you would like to update your responses for.
4. Update your responses and click Publish. Your updated responses will be published on your app's product page after you click Publish.

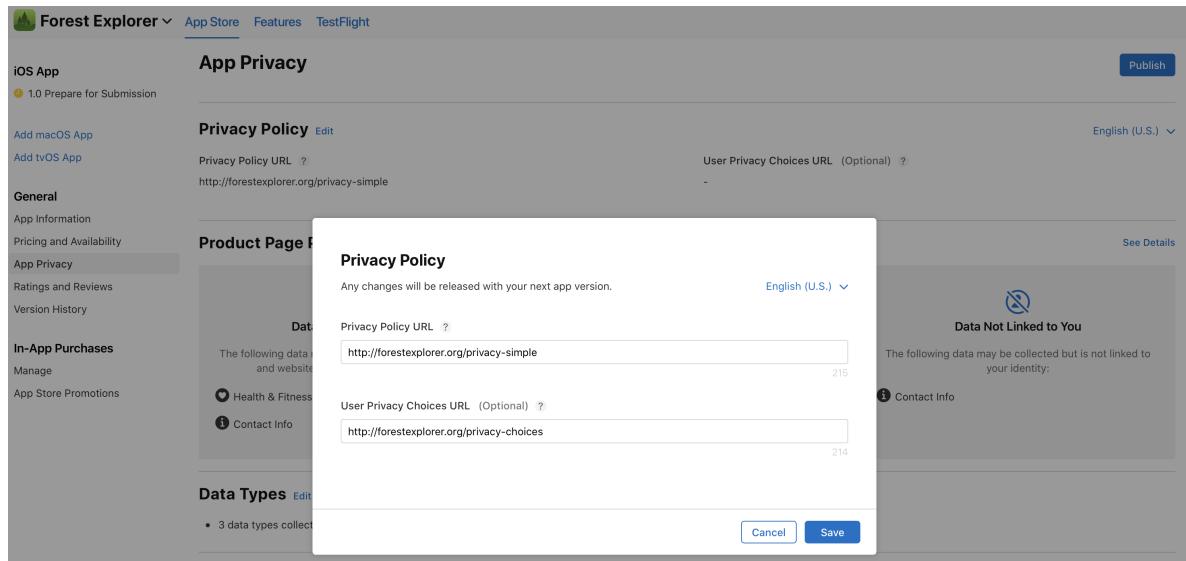
You can preview how this information about your app's data collection and usage will look on the App Store, below the Product Page Preview section. To view product page preview details, click See Details.

Entering privacy policy information

You can enter privacy policy and privacy user choices URLs for your iOS app and macOS app platform, and privacy policy text for your tvOS app platform in App Store Connect. A privacy policy is required for all apps and a user privacy choices URL is optional. The URLs for your iOS app and macOS app platform and the text for your tvOS app platform can be updated if your app is in an editable [app status](#). See [Required, localizable, and editable properties](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select App Privacy.
3. Next to Privacy Policy, click Edit.
4. Enter in the privacy policy URL and optionally, the user privacy choices URL. If your app has a tvOS platform, enter the text of your privacy policy in the Apple TV Privacy Policy field.



Note: You can localize the privacy policy URLs and text in all of the languages your app is available in.

5. Click Save.

Any changes to the URLs will be released with your next app version.

Add export compliance information

Export compliance overview

Apps uploaded to App Store Connect are uploaded to an Apple server in the United States. When you submit your app with the intention of distributing your app on the App Store or to external testers through TestFlight outside of the U.S. or Canada, it is considered a U.S. export and is subject to U.S. export laws (regardless of where your legal entity is based).

If your app uses, accesses, contains, implements, or incorporates encryption, this is considered an export of encryption software, and is therefore subject to U.S. export and other country or region import compliance requirements.

Use of encryption includes, but is not limited to:

- Making calls over secure channels (i.e. HTTPS, SSL, and so on).
- Using standard encryption algorithms.
- Using crypto functionality from other sources such as iOS or macOS.
- Using proprietary or non-standard encryption algorithms. The U.S. Government defines "non-standard cryptography" as any implementation of "cryptography" involving the incorporation or use of proprietary or unpublished cryptographic functionality, including encryption algorithms or protocols that have not been adopted or approved by a duly recognized international standards body (e.g., IEEE, IETF, ISO, ITU, ETSI, 3GPP, TIA, and GSMA) and have not otherwise been published.

There are also several exemptions available in U.S. export regulations that release apps from compliance obligations if the app is using low level encryption or using encryption for specific purposes. It is your responsibility to read the [Export Administration Regulation](#) to determine if your app's use of encryption is exempted from the compliance requirements. All liabilities associated with misinterpretation of the export regulations or claiming exemption inaccurately are your responsibility. To learn more about encryption export controls, visit the U.S. Department of Commerce [Bureau of Industry and Security \(BIS\)](#) website and search for encryption policy. The Government of France also controls the import and export of encryption apps distributed in France. The main items of control for France are Secure Storage, Secure Communications and Security Anti-Virus applications. Exemptions include Banking and Medical applications. For more information about these French controls, visit the [The Agence nationale de la sécurité des systèmes d'information \(ANSSI\)](#) website.

When you submit a new version of your app, you will be required to answer questions in App Store Connect about your app's use of encryption. Take the steps below before submitting your app to App Review to ensure that you are submitting the right documentation and to bypass these questions if your app does not use encryption.

Step 1: Determine your Export Compliance requirements.

App Store Connect provides a simple way for you to [determine your export compliance requirements](#) by presenting you with a set of questions about your app and where you plan to make it available. Keep in mind that these questions are not the same questions that are required prior to submitting an app.

Step 2: Upload your documentation.

If you are required to, use App Store Connect to [submit your export compliance documentation](#).

Step 3: Update your Xcode settings for your build.

Once you've determined that you aren't required to submit export compliance documentation or have uploaded required documentation and received your key from Apple, you can [update your Xcode settings](#) so that you don't need to answer encryption questions with each app submission.

Determine your export compliance requirements

App Store Connect provides a set of questions to help you determine if export compliance documentation is required from you, and which forms are needed.

See [Export compliance documentation for encryption](#) to understand what documentation you may need to provide.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

-
1. From My Apps, select your app. The page opens with the App Store tab selected.
 2. Click the Features tab, and in the sidebar, click Encryption.
 3. To access the questions, click the Add button (+) and answer the questions in the dialogs that display.
-

Note: If you have not entered a description for your app's primary language, you will need to do that on the platform version page before you can view the questions. See [View and edit app information](#).

If export compliance documentation is required, upload your file using the dialog and take the additional steps.

If no documentation is required, [update your Xcode settings](#) to let us know that your app doesn't use encryption or is exempt from providing documentation.

Upload export compliance documentation

If you are required to upload export compliance documentation, you can use the App Store Connect Encryption section to do so before you submit a build to App Review or TestFlight App Review. Before you provide this documentation, populate certain app information—app description, territories where you intend to distribute your app, and price—in order to avoid delays in approving your documents. Without this information, Apple can't determine whether the export compliance documents are sufficient.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. Click the Services tab, and in the sidebar, click Encryption.
3. Click the Add button (+) and answer the questions in the dialogs that display.

Note: If you have not entered a description for your app's primary language, you will need to do that on the platform version page before you can view the questions. See [View and edit app information](#).

4. When presented, click Attach to upload your document.
 5. Click Save.
-

Apple evaluates export compliance reviews on a case-by-case basis. If complete information is provided, Apple expects to be able to review and clear apps in approximately two business days. Once your documentation is approved, Apple will provide you with a key value to [enter in Xcode](#).

If you have specific questions about Apple's export process, [contact us](#).

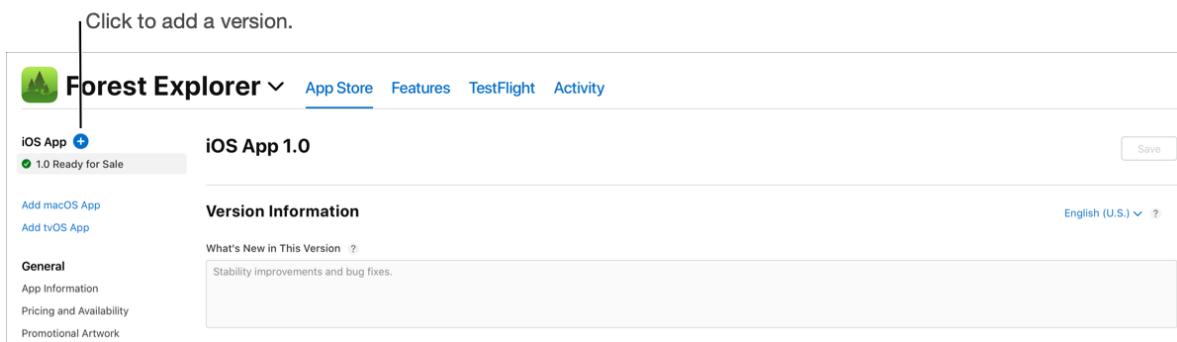
Create a new version

When you're ready to distribute a new version of your app, you create a version using the same app record you created for the original version. The new version will be available free to customers who purchased a previous version. You can only create a new version if the current version status is Ready for Sale or Developer Removed from Sale.

Keep in mind that it's not possible to revert to a previous version on the App Store if you have an issue with your app. You must create and submit a new version.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the Add button (+) next to the desired platform.
3. In the New Version dialog, enter an incremental App Store version number, and click Create.



4. Review and enter metadata about the new version.

When you create a new version, the metadata from the current version is transferred to the new version automatically.

For a description of the version properties, go to [Platform version information](#). For the required and localizable properties, refer to [Required, localizable, and editable properties](#).

5. In the upper-right corner, click Save.
6. [Upload your new build](#) to App Store Connect.

In Xcode, increment the build string before you upload your build to App Store Connect, as described in [Set the version number](#) and [build string](#).

7. When you are ready to submit your build, [add it to your latest App Store version](#), then [submit your app](#) to app review.
-

Add a platform

You can add platforms to an app to create a universal purchase. For example, add the macOS and tvOS version of your app to an existing iOS app to distribute the iOS, macOS, and tvOS apps together.

Similar to creating a new version, the macOS app and tvOS app uses the same Apple ID (an app identifier), SKU, and bundle ID as the iOS app.

When adding macOS and tvOS platforms to an existing iOS app, you must upload the macOS and tvOS builds from a separate Xcode target. In the Xcode project set the bundle IDs to match the iOS app's bundle ID. However, the macOS app and tvOS app may have different version numbers and build strings than the iOS.

Note: A watchOS app with an iOS companion app is already included in the same Xcode project as the iOS app, so you don't need to add it to a universal purchase. Learn how to [add watchOS app information](#).

Watch-only apps cannot be part of universal purchase.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click either Add iOS App, Add tvOS App, or Add macOS App for the platform you wish to add.

A version for the platform appears selected in the sidebar with the version number 1.0. You can change the version number in the Version section under General App Information.

The screenshot shows the 'Forest Explorer' app's 'iOS App 1.0' page. In the sidebar, under 'General', there is a link 'Add macOS App'. A large blue arrow points to this link. The main content area is titled 'Version Information' and includes sections for 'App Preview and Screenshots' and 'In-App Purchases'. There are tabs for 'iPhone 6.5" Display', 'iPhone 5.5" Display', 'iPad Pro (3rd Gen) 12.9" Display', and 'iPad Pro (2nd Gen) 12.9" Display'. A note says 'Drag up to 3 app previews and 10 screenshots here. We'll use these for all iPhone display sizes and localizations you select.' At the bottom, it says '0 of 3 App Previews | 0 of 10 Screenshots | Choose File | Delete All'.

3. Review and enter metadata about the new platform version.

When you add a platform, metadata from the existing platform version is transferred to the new platform version, except for the promotional text, description, and screenshots.

For a description of the version properties, go to [Platform version information](#). For the required and localizable properties, refer to [Required, localizable, and editable properties](#).

You can delete a platform if a build has never been uploaded for the platform you wish to delete. Additionally, at least one existing platform version needs to be in an editable app status. See [App and submission statuses](#). If the criteria is met, hover over the platform you wish to delete and click the delete button (–) that appears to the right of the platform.

Transfer an app

App transfer overview

You transfer an app when you've sold the app to another developer or you want to move it to another App Store Connect account or organization.

You can transfer the ownership of an app to another developer without removing the app from the App Store. The app retains its reviews and ratings during and after the transfer, and users continue to have access to future updates. Additionally, when an app is transferred, it maintains its Bundle ID — it's not possible to update the Bundle ID after a build has been uploaded for the app.

Step 1: Verify that the app can be transferred

The app must meet specific criteria to be transferable. For example, at least one version of the app must have been released to the App Store. For more criteria, go to [App transfer criteria](#).

Step 2: Back up all app information

Because an app is removed from your account after an app transfer, you should back up all information about the app before you transfer it.

Step 3: Initiate the app transfer

The Account Holder user in your organization initiates the app transfer. Go to [Initiate an app transfer](#).

Step 4: Accept the app transfer

The Account Holder in the recipient organization accepts the app transfer. Go to [Accept an app transfer](#).

Apps that offer auto-renewable subscriptions

Apps that offer auto renewable subscriptions must use an app-specific shared secret.

■ **Initiate an app transfer**

Before initiating a transfer for an app that offers auto-renewable subscriptions, [generate an app-specific shared secret](#). Then, share the code with the user of the developer account you are transferring the app to. After sharing the code, [initiate the app transfer](#).

■ **Accept an app transfer**

Before you [accept an app transfer](#) for an app that offers auto-renewable subscriptions, obtain the app-specific shared secret from the initiator, so that you can update your servers to use the code to verify auto-renewable subscriptions. Once the app transfer is complete, [generate an app-specific shared secret](#) so that users outside of your organization no longer have access to it.

Keychain sharing apps

- Keychain sharing continues to work only until the app is updated. Therefore, the keychain needs to be rebuilt when submitting an update. If the keychain group is defined in the Xcode project, it must be replaced with a keychain group created by the recipient (that includes the recipient's Team ID) for the app to continue using keychain sharing. After users update their app, it will not find an authentication token in the keychain and will ask for a one-time re-login.

Push notifications apps

- Associated client SSL certificates for push notifications aren't transferred. If the app uses Apple Push Notifications service (APNs), the recipient needs to create a client SSL certificate using the recipient's developer account to reenable it.

Game apps

- Apps that are part of a cross-app Multiplayer Compatibility Matrix are no longer compatible with or appear in the other app's matrix.

Apps that are part of a Game Center group are removed from the group during the transfer. After the transfer, all leaderboards and achievements revert back to their original status. Leaderboards that were originally a group leaderboard retain the grp. prefix in their identifier.

Leaderboards that were originally single leaderboards but were merged into a group lose the grp. prefix. They also revert back to the original leaderboard IDs they had before the merge. Make sure you update the app build with the new leaderboard IDs so that scores are posted correctly.

App bundles

- When you transfer an app that is part of an app bundle, you can no longer view your app bundle's history. It is important to make a record of your app bundle information before you transfer the app.

Apple Pay apps

- If you transfer an app that uses Apple Pay, the merchant ID is not transferred along with the app. Transactions continue to be successful as long as the original certificates are valid. However, when you submit an update, a new merchant ID must be created on the recipient's account.

Apps using Sign in with Apple

As part of preparing your data for the recipient team, you will need to [generate a transfer identifier](#) for all users in your database prior to initiating a transfer. You can generate the transfer identifier for your users at any time via a REST service endpoint provided by Apple.

Additionally:

- If you have grouped your apps for Sign in with Apple, you will need to ungroup related apps before initiating a transfer. To learn how to do this see [Group Apps for Sign in with Apple](#).
- The Services ID associated with an app that has configured Sign in with Apple will also be transferred. If you do not want the Service ID to be transferred, you can [remove its association](#) to your app before you initiate the transfer.

Apps created with Mac Catalyst

In order to transfer apps created with [Mac Catalyst](#) that are not [offering universal purchase](#), both the iPad app (primary app ID) and the Mac app (Mac Catalyst app ID) need to be transferred.

You will need to initiate the transfer for your iPad app first, and then the associated Mac app after. It is important to transfer the Mac app (Mac Catalyst app ID) to the recipient as well, as they will not be able to create a new Mac app based off of the iPad app (primary app ID).

Apps Using Wallet

If your app distributes Wallet passes that require ongoing updates from your app or web service, the passes will eventually need to be reissued using a new identifier after transfer is complete so they can be signed with certificates issued from your Apple Developer account. To minimize user confusion and avoid interruption, we recommend providing a message in your app to let users know that their previously issued pass will become inactive and to download a new pass from your app or web service.

See [Getting Started with Apple Wallet](#) for details on distributing, updating, and accepting passes.

See the [Alerts](#) section of the Human Interface Guidelines for best practices on setting alerts.

What happens during and after an app transfer

After an app is transferred, its associated App ID is also transferred to the recipient's developer account. If the transferor's App ID was a wildcard App ID, it's converted to an explicit App ID that exactly matches the app's bundle ID.

The transferor is responsible for exchanging the actual code set and build assets directly with the recipient. Be sure to inform the recipient about any capabilities or App Store configuration added to the app, such as keychain sharing, Game Center, or push notifications, so these are maintained in future updates.

Keep in mind that regardless of app ownership status, new or additional promo codes do not become available after an app has been transferred. Only 100 promo codes can be generated per app version, and are valid for four weeks from the day they are generated.

Data for Sales and Trends and Payments and Financial Reports

If you transfer your app, you will continue to have access to information for payments and sales that occurred prior to the transfer. You will not be able to access information for sales after the transfer has been completed. The recipient of the transferred app will only receive payment and sales information for transactions that occurred after the transfer.

Data for App Analytics

When you transfer an app from your account to someone else, you will no longer have access to the app's data in App Analytics. You can find the historical data of the app in [Sales and Trends](#). If someone transfers an app to you, you'll see all analytics data starting April 1, 2015, or since the app was first made available on the App Store, whichever occurred later.

App transfer criteria

The app must meet the following criteria to be transferable:

- Both the transferor and recipient accounts can't be in a pending or changing state, and the latest version of their paid and free agreements in the Agreements, Tax, and Banking section must be accepted.
- No version of the app can use an iCloud entitlement.
- The App must have had at least one version that has been released to the App Store.
- The app should have one of the following [app statuses](#):

-  Ready for Sale
-  Prepare for Submission
-  Ready for Review
-  Developer Removed from Sale
-  Invalid Binary
-  Developer Rejected
-  Rejected

In-app purchase products can have one of the following statuses:

-  Approved
-  Ready to Submit
-  Developer Removed from Sale
-  Rejected

- In-app purchase product IDs on the app can't be the same as product IDs on any apps in the recipient's account.
- TestFlight beta testing should be turned off for all beta versions of the app. You must remove all builds and testers from the app you want transferred and clear each information field below Test Information.
- All Xcode Cloud related data from the app you want transferred must be removed. Remove all Xcode Cloud data from Settings under the Xcode Cloud tab in App Store Connect.
- Sandboxed Mac apps that share the Application Group Container Directory with other Mac apps cannot be transferred.

Initiate an app transfer

Before you begin, you need the Apple ID for the Account Holder in the receiving organization and to meet the criteria for an app transfer. Go to [App transfer criteria](#).

Note: Because an app is removed from your account after an app transfer, you should back up all information about the app for your records. It's a good idea to keep a record of your app's metadata and pricing, note dates the app was available on the App Store, and save sales and download information.

Required role: Account Holder. See [Role permissions](#).

1. From My Apps, select your app.
2. Click App Information under General in the sidebar and scroll to the Additional Information section.
3. Click Transfer App.
4. If all criteria have been met, click Continue. Otherwise, click Cancel and resolve the issues.

See [App transfer criteria](#) for details on how to resolve common issues.

5. Enter the Apple ID for the recipient's Account Holder and Team ID for the account, and click Continue.
6. Read the terms, select "I have read and agree to the agreement presented above," and click Request Transfer.
7. Click Done to return to the App Information page.

After you initiate the transfer, the app stays in its previous status, with the Pending App Transfer status added, until the recipient accepts it or the transfer expires after 60 days.

While the app is in the Pending App Transfer state, you (the transferor) can't edit the app metadata, rights, pricing, and in-app purchases. Any open App Review communications are closed. If the app is part of a Game Center group, the recipient can't make changes to the group.

The transferor and the recipient can cancel an app transfer in [Agreements, Tax, and Banking](#) while it is still in the Waiting for Recipient state. To cancel the transfer, the transferor must click Cancel Transfer next to the app in the App Transfers section of the Agreements tab.

Accept an app transfer

You must accept the transfer within 60 days of its initiation.

Required role: Account Holder. See [Role permissions](#).

-
1. Sign in to App Store Connect.

A notice indicates that an app is ready to be transferred.

2. Go to Agreements, Tax, and Banking. You will see an app transfer alert in the Agreements section.
 3. Under App Transfers on the right, click Review.
 4. Enter the new metadata.
 - Support URL
 - Marketing URL (required if the app previously had a marketing URL)
 - Privacy policy URL (required if the app previously had a privacy policy URL)
 - CCATS (a new CCATS form is required for apps that use [export compliance](#))
 - App Review contact information
 - App Store contact information
 5. In the User Access section, indicate whether you want to give all users on your App Store Connect team access to the app or limit access to just Admin and Finance roles. Once the transfer is complete, you can limit access to specific people.
 6. In the App Privacy section, if the previous owner already disclosed what data the app collects and how it may be used, you will have the option to either keep existing responses to privacy questions or clear responses and answer the privacy questions yourself. You can view the existing privacy details by clicking View Existing Details. If the previous owner of the app did not disclose what data the app collects and how it may be used, or if you choose to clear the existing responses and answer the questions yourself, you'll need to complete the [App Privacy section](#) in App Store Connect prior to submitting a new app version.
 7. Read the terms, select "I have read and agree to the agreement presented above," and click Accept.
-

It can take up to two business days for the app transfer to complete, during which the [app status](#) is Processing App Transfer.

While the app is in this state, the transferor can't edit the app metadata, rights, pricing, and in-app purchases. Any open App Review communications are closed. If the app is part of a Game Center group, you can't make changes to the group.

The transferor and the recipient can cancel an app transfer in [Agreements, Tax, and Banking](#) while it is still in the Waiting for Recipient state. The recipient can cancel the transfer by clicking Review next to the app in the App Transfers section and clicking Decline on the App Transfer page.

When the transfer is complete, you own it. The app no longer appears in the transferor's App Store Connect account.

Remove an app

To remove an app from your main view in My Apps, it must be first [removed from the App Store](#) and any associated [in-app purchases must be removed from sale](#).

Additionally, you can only remove apps if all versions of that app are in one of the following states:

-  Prepare for Submission
-  Invalid Binary
-  Developer Rejected
-  Rejected
-  Metadata Rejected
-  Developer Removed from Sale
-  Removed from Sale

Apps can't be removed if they are in an app bundle, currently available on the App Store, associated with in-app purchases available for sale, or if they're being actively transferred to another account.

If the app is part of an app bundle and hasn't been approved yet, it must be removed from the bundle before it can be removed from your main view in My Apps. App bundles cannot be removed.

WARNING: If you remove an app, you will lose ownership of the app name. Removed apps can only be restored if the name is not currently in use by another developer account. In addition, the SKU can't be reused in the same organization and if you've uploaded a build, your bundle ID can't be reused.

Required role: Account Holder, Admin. See [Role permissions](#).

Remove an app

1. From My Apps, select the app you want to remove. The page opens with the App Store tab selected.
2. Click App Information under General in the sidebar.
3. Scroll to the Additional Information section, then click Remove App. If you don't see Remove App, make sure you are an Account Holder or Admin and that your app is in a state which allows removal.
4. In the dialog that appears, click Remove.

Restore an app

1. From My Apps, click the arrow next to All Statuses in the upper right-hand corner.
2. From the drop-down menu, choose Removed Apps.
3. Select the app you want to restore.
4. Click App Information under General in the sidebar.
5. Scroll to the Additional Information section and click Restore App.
6. In the dialog that appears, choose Limited Access or Full Access. If you select Full Access, all users will have access to the app. Users with the Admin, Finance, and Access to Reports roles will always have access to all apps. Then click Restore.

If the app name is no longer available, the app cannot be restored. If you believe an app is preventing you from using your trademark as an app name on the App Store, you can [submit a claim](#).

Edit an app's user access

You can limit app access to specific people within your App Store Connect account if they have the App Manager, Customer Support, Developer, Marketing, or Sales (without Access to Reports) roles.

Required role: Account Holder or Admin. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. Click App Information under General in the sidebar, then scroll to the Additional Information section and click Edit User Access.

3. Choose Limited Access or Full Access. If you select Full Access, all users will have access to the app. Users with the Admin, Finance, and Access to Reports roles will always have access to all apps.
 4. Select the users that should have access to the app, then click Save.
-

Add app icon, app previews, and screenshots

App Store icon, app preview, and screenshots overview

You provide an App Store icon, three app previews, and 10 screenshots of your app for your App Store product page.

App Store Icon

You must provide an App Store icon, which is used to represent your app in different sections of the App Store. Follow the [Human Interface Guidelines](#) when creating your App Store icon. For details, go to [Add an App Store icon](#).

Screenshots and App Previews

You use *screenshots* and *app previews* to visually communicate your app's user experience through images or a short video captured from your app that will display on your App Store product page. You must upload at least one screenshot of your app, and uploading an app preview is optional. For marketing guidelines, go to [Making the most of your product page on the App Store](#) or [Show More with App Previews](#).

There are two ways to upload your screenshots and app previews to the App Store. You can upload them on the platform section of your app's page in App Store Connect, or you can use a Transporter XML feed to deliver screenshots in batches, as described in [App Metadata Specification](#) and [Transporter User Guide](#).

For screenshot specifications, go to [Screenshot specifications](#) or [App preview specifications](#).

App Preview Requirements

You can upload app previews for macOS, iOS, and tvOS apps. To create and upload an app preview, you must have:

- A Mac running macOS 10.10 or later, with Safari 8 or later
- A video editor such as iMovie or Final Cut Pro X
- A device running iOS 8 or later for the 5.5-Inch Display for iPhone and 12.9-Inch Display for iPad or an Apple TV

When you upload your app previews, keep this in mind:

- App previews appear on the App Store before screenshots on Mac, iPhone, iPad, and Apple TV.

- You [set the app preview poster frame](#), which is the image that displays to customers on the App Store.
- After you upload your app previews, they may take up to 24 hours to be processed.
- App previews are not available on the App Store for iMessage.
- For iOS apps, you can upload app previews in Landscape or Portrait mode. When the customer plays the video, the app preview rotates to the native orientation. For macOS and tvOS apps, you can only provide app previews in landscape.

To create an app preview, go to [Creating Videos for App Previews](#).

Add an App Store icon

You must provide an App Store icon, which is used to represent your app in different sections of the App Store. Follow the [Human Interface Guidelines](#) when creating your App Store icon.

To change your App Store icon after you published your app on the App Store, you must [create](#) and [upload a new version](#) and [Submit for review](#).

Required role: Account Holder, Admin, App Manager, or Developer. See [Role permissions](#).

Add an App Store icon in Xcode

1. To add your App Store icon to an asset catalog located in the Xcode project, go to [Add an App Store icon](#) in Xcode Help.
 2. After you add icons in Xcode, [upload the build to App Store Connect](#).
-

Upload app previews and screenshots

Upload up to three app previews and up to ten screenshots. If your app is the same across multiple device sizes and localizations, simply provide the highest-resolution screenshots required.

For iPhone, screenshots for 6.5-inch iPhone Xs Max and 5.5-inch devices (iPhone 6s Plus, iPhone 7 Plus, iPhone 8 Plus) are required. These screenshots will scale down for smaller device sizes.

For iPad, screenshots for 12.9-inch iPad Pro (2nd generation) and 12.9-inch iPad Pro (3rd generation) are required. These screenshots will scale down for smaller device sizes.

If your app doesn't look or behave identically in all languages and on all supported devices, you can [add screenshots or app previews for other device sizes and localizations](#).

Whether you choose to use higher-resolution assets to cascade down to smaller device sizes, or use an individual set of assets for every device size, you must use the same option for both your app previews and screenshots per localization.

If your app uses the Messages framework or WatchKit, additional screenshots are required. For macOS and tvOS apps, a separate set of screenshots is required.

You can rearrange the screenshots and app previews when you edit the app record, but app previews will always appear before the screenshots.

Screenshots and app previews can be uploaded only when the [app status is editable](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under the platform you wish to select.
3. Drag your screenshots and app preview in to the appropriate well.

The screenshot shows the 'Version Information' section of the App Store Connect interface for an iOS app. On the left, there's a sidebar with options like 'General', 'In-App Purchases', and 'App Store Promotions'. The main area shows four placeholder icons for screenshots and app previews: iPhone 6.5" Display, iPhone 5.5" Display, iPad Pro (3rd Gen) 12.9" Display, and iPad Pro (2nd Gen) 12.9" Display. Below these are three actual screenshots of a forest application. At the bottom, there are links for 'View All Sizes in Media Manager', '1 of 3 App Previews', '3 of 10 Screenshots', 'Choose File', and 'Delete All'.

Optionally, click [View All Sizes in Media Manager](#) to view the high-resolution screenshots scaled for the other device sizes.

If you don't want to use the scaled screenshots or app previews, you can [add screenshots for other device sizes](#) using Media Manager.

After you [submit your app for review](#) and your app is approved, you need to [create a new version](#) to update screenshots.

Add screenshots and previews for other device sizes and localizations

If you don't want to use scaled versions of your high-resolution screenshots or app previews for the other device sizes, you can add custom screenshots for the other device sizes and localizations using Media Manager.

Screenshots and app previews can be uploaded only when the [app status is editable](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under the platform you wish to select.
3. In the App Preview and Screenshots section, click View All Sizes in Media Manager.
4. In the upper-right corner, choose the language from the pop-up menu.

The screenshot shows the 'Media Manager' interface for an iOS app. At the top, there's a navigation bar with tabs for 'App Store', 'Features', 'TestFlight', and 'Activity'. Below that is a breadcrumb trail: '< iOS App 1.0'. The main area is titled 'Media Manager' and has tabs for 'iOS App', 'iMessage App', and 'Apple Watch'. On the right, there's a language selector set to 'English (U.S.)' and a help icon. The interface is divided into sections for different device sizes. The first section, 'iPhone', contains two rows of screenshots. The top row is for a '6.5" Display' and shows three iPhone X-like devices with a map-based app interface. The bottom row is for a '5.8-Inch Display' and also shows three devices with similar maps. Each row has a small 'Edit' button at the bottom right. Below the rows, there are links for '1 of 3 App Previews', '3 of 10 Screenshots', 'Choose File', and 'Delete All'. A note at the bottom says 'Click Edit to upload custom screenshots for each device size.'

5. Click Edit for the device size where you wish to upload custom screenshots.

6. Drag the screenshots or app previews to the appropriate device size well.
-

Remove an app preview or screenshots

Screenshots and app previews can be removed only when the [app status is editable](#).

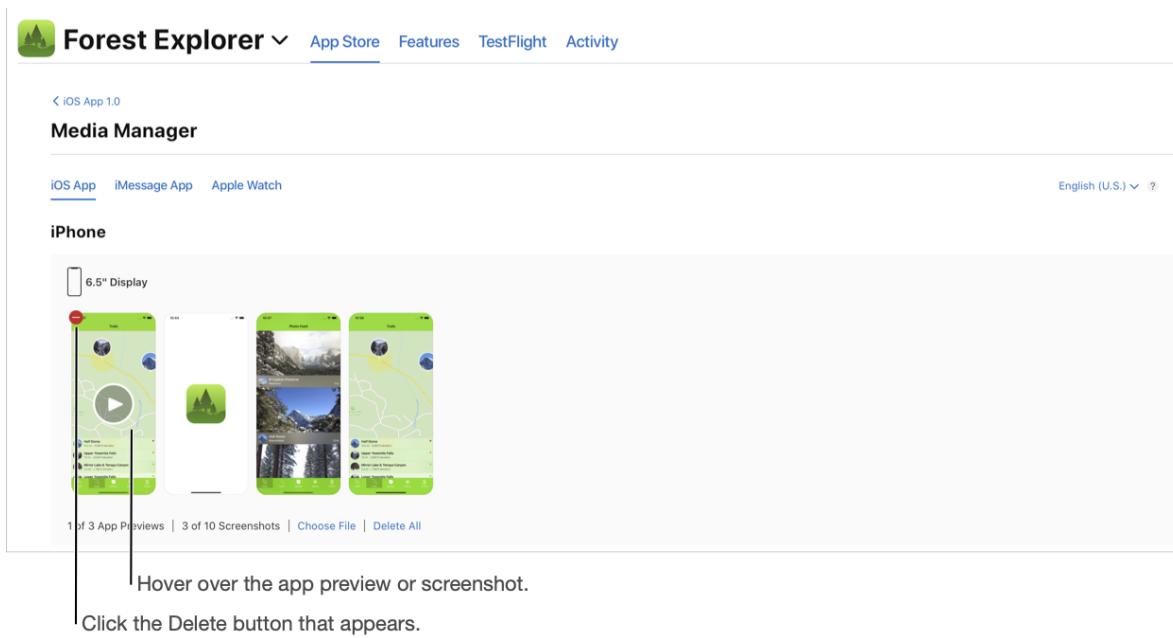
Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under the platform you wish to select.
3. In the App Preview and Screenshots section, click [View All Sizes](#) in Media Manager.
4. Scroll to the device size where you want to delete the app preview or screenshots.

If you want to remove it for a specific localization, in the upper-right corner, choose the language from the pop-up menu.

5. Hover over the screenshot or app preview that you want to delete, and click on the Delete button (-).

Keep in mind that if a screenshot or app preview is used for other device sizes or localizations, it will be deleted in all places.

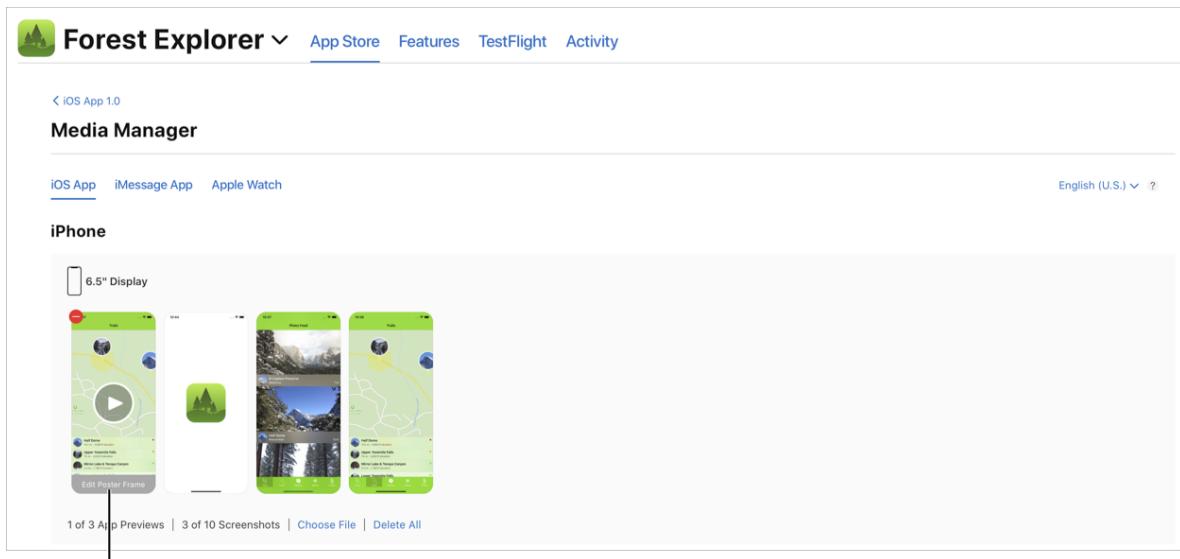


Set an app preview poster frame

An app preview poster frame can be edited only when the [app status is editable](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

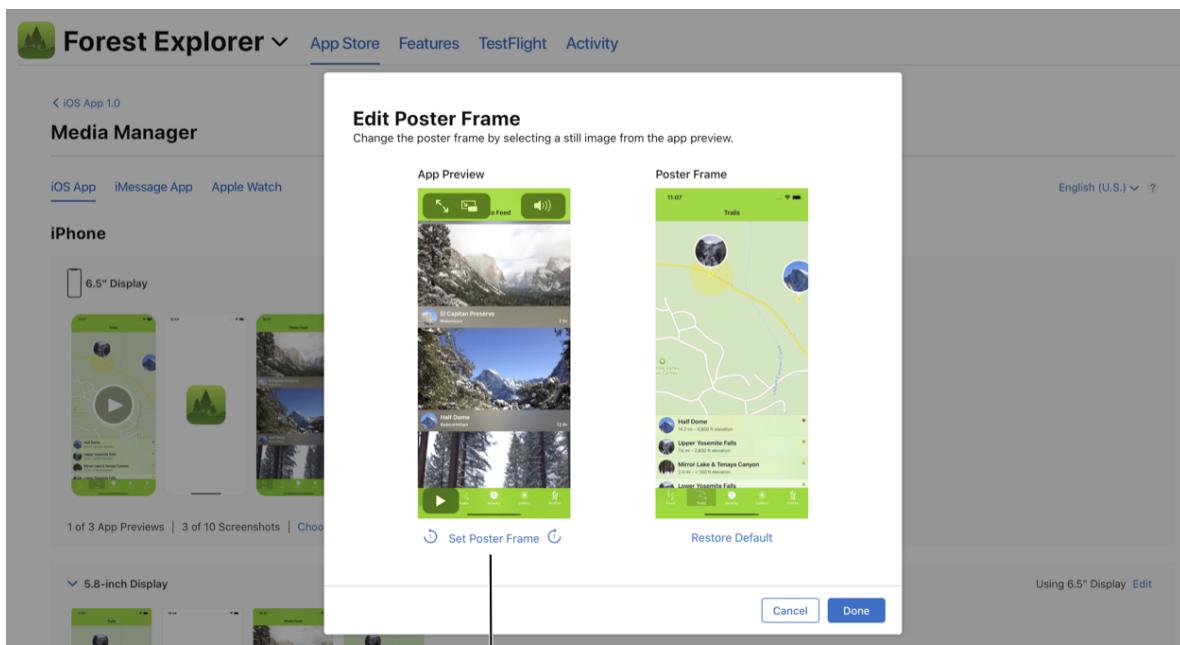
1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under the platform you wish to select.
3. In the App Preview and Screenshots section, click View All Sizes in Media Manager.
4. Scroll to the device size where you want to edit the app preview.
5. Hover over the app preview and click Edit Poster Frame.



Hover over the app preview and click Edit Poster Frame.

6. Select the new poster frame or restore the default frame.

Use the playback controls to navigate to the frame of the video you want to use for your poster frame.



Find the desired frame and then click Set Poster Frame.

7. To select the currently displayed frame of the video as your poster frame, click Set Poster Frame.
8. To save the poster frame, click Done.

Manage builds

Uploading builds overview

After you [add an app to your account](#), you can upload a build with one of several upload tools (see [Upload tools](#)). You can upload more builds as your app changes, [distribute a build for testing](#), or [submit your app for review](#).

The first time you upload a build, a beta version of the app is created in your account. However, the build needs to be processed in Apple's system before it appears in App Store Connect. You'll receive an email when this process is complete.

Each time you upload a build, the bundle ID and version number (located in the app bundle) are used to associate the build with the app and version record in App Store Connect. The build string is used to uniquely identify the build throughout the system.

You can also create and upload your build with Xcode Cloud, which lets you adopt continuous integration and delivery (CI/CD), a standard practice that helps you monitor and improve software quality over time while ensuring that your app or framework is always in a releasable state. For details, see [Xcode Cloud documentation](#).

View builds and build metadata

You can view all the builds you upload for an app and metadata for each build, including the size of variants created by the App Store. Some builds may not appear after the app is released on the App Store.

Required role: Account Holder, Admin, App Manager, or Developer. See [Role permissions](#).

View build metadata

- From My Apps, select your app.
- Click the TestFlight tab to view all builds.
- In the sidebar, select the platform you want to view build metadata for.

Note: Builds are organized by version number. View the builds you uploaded for each version by clicking the Versions tab and then the disclosure triangle next to the version number. To view build groups, click the Build Groups tab.

- To view the build metadata, click the app icon or build string that appears in the Build column.

| BUILD | STATUS | INVITES | INSTALLS | 7 DAYS | CRASHES | FEEDBACK |
|-------|---------------------------------------|---------|----------|--------|---------|----------|
| 03 | Approved Expires in 57 days | 18 | 2 | 25 | 1 | - |
| 02 | Testing Expires in 54 days | 56 | 7 | 1 | 1 | - |
| 01 | Ready to Submit Expires in 52 days | 18 | 2 | - | 1 | - |

- From the build page, click the Build Metadata tab.

The Build Metadata page shows the [file sizes of a build](#), the build type, whether the build contains an iMessage extension, and other build information.

| GENERAL INFORMATION | TEST INFORMATION | MESSAGE APP |
|--|-------------------------|---|
| App Name: Forest Explorer | Binary State: Validated | Bundle Short Version String: 1.0 |
| Upload Date: Oct 11, 2021 at 8:26 AM | Build SDK: 19A339 | Bundle Version String: 02 |
| Original File Name: ForestExplorer.ipa | Build Platform: 19A339 | Bundle ID: com.naturelab.forestexplorer |
| Compressed File Size: 1.77 MB App Store File Sizes | On Demand Resources: No | Includes Symbols: Yes Download dSYM |
| App Uses Non-Exempt Encryption: No | SiriKit: No | Watch-Only App: No |
| Includes iMessage App: No | Includes Stickers: No | App Icon Hidden: No |

View the file sizes of a build

After you upload a build to App Store Connect, it goes through a process called app thinning, which creates variants of your app for different devices and operating system versions. You can view the size of the variants—the amount of space the app takes on the customer's device—directly in App Store Connect.

Note: When your app is approved for the App Store, it is encrypted with DRM and recompressed. The added encryption and DRM affects the ability to compress your binary, and as a result you may see a larger App Store file size for your binary than the binary you uploaded in App Store Connect. The exact final size for your app cannot be determined in advance to the accuracy of a single byte.

1. From My Apps, select your app.
2. Click the TestFlight tab to view all builds.
3. In the sidebar, select the platform you want to view builds for.
4. On the right, in the Build column, click the app icon or build string for the build you want to view.
5. From the build page, click the Build Metadata tab.
6. Below General Information, click App Store File Sizes.

The screenshot shows the 'Build Metadata' tab for a build named '1.0 (02)'. The 'General Information' section includes fields for App Name ('Forest Explorer'), Original File Name ('ForestExplorer.ipa'), Compressed File Size ('5457 KB'), and App Uses Non-Exempt Encryption ('No'). The 'iMessage App' section indicates 'Includes iMessage App' with a 'No' checkbox. A modal window titled 'Estimated App Store file sizes for Build 1.0 (02)' displays a table of variant sizes. The table has columns for Device Type, Download Size, and Install Size. The variants listed are Universal, iPhone X, iPhone 8 Plus, iPhone 7 Plus, iPhone 8, iPhone 7, iPhone SE (1st generation), iPhone 6S, iPhone 6S Plus, iPhone 8, iPhone 7, and iPad Pro (12.9-inch). The download sizes range from 2746 KB to 5457 KB, and the install sizes range from 9731 KB to 11192 KB.

| DEVICE TYPE | DOWNLOAD SIZE | INSTALL SIZE |
|----------------------------|---------------|--------------|
| Universal | 5457 KB | 11192 KB |
| iPhone X | 2879 KB | 9866 KB |
| iPhone 8 Plus | 2879 KB | 9866 KB |
| iPhone 7 Plus | 2879 KB | 9866 KB |
| iPhone 8 | 2746 KB | 9731 KB |
| iPhone 7 Plus | 2879 KB | 9866 KB |
| iPhone X | 2879 KB | 9866 KB |
| iPhone SE (1st generation) | 2746 KB | 9731 KB |
| iPhone 7 | 2746 KB | 9731 KB |
| iPhone 8 Plus | 2879 KB | 9866 KB |
| iPhone 6S | 2746 KB | 9731 KB |
| iPhone 6S Plus | 2879 KB | 9866 KB |
| iPhone 8 | 2746 KB | 9731 KB |
| iPhone 7 | 2746 KB | 9731 KB |
| iPad Pro (12.9-inch) | 2795 KB | 9780 KB |

A table appears showing the different variant sizes.

- The *device type* is the target device for the variant. *Universal* refers to the variant that runs on all supported operating systems and target devices that are delivered to customers running iOS 8 and earlier, apps purchased in volume through Apple

School Manager and Apple Business Manager or through [Mobile Device Management \(MDM\)](#), or apps [downloaded using iTunes 12.6](#) or earlier.

- The *install size* is the amount of disk space the app consumes on the customer's device. The install size also appears on your app's product page in the Information section.
- The *download size* is the compressed size of the app that is downloaded over the air, using cellular bandwidth or Wi-Fi.

If any of the device variant sizes exceed the 200 MB over-the-air download limit, a yellow warning appears next to the build string in the Builds table and next to the variant size in the App Store File Sizes table. Click the warning icon to read the full warning. Apple will also send you an email with this information.

View the device requirements for a build

The App Store uses your build settings to calculate the minimum version of the operating system required for your app to run. You can verify a build's device requirements on the Build Metadata page.

| Minimum iOS Version | Minimum macOS Version | LS Minimum System Version |
|---------------------|-----------------------|---------------------------|
| 14.0 | 12.0 | 12.0 |

| Supported Architectures | Device Protocols | Device Family |
|-------------------------|------------------|---------------|
| arm64 | — | iPhone, iPad |

| Required Capabilities |
|-----------------------|
| arm64 |

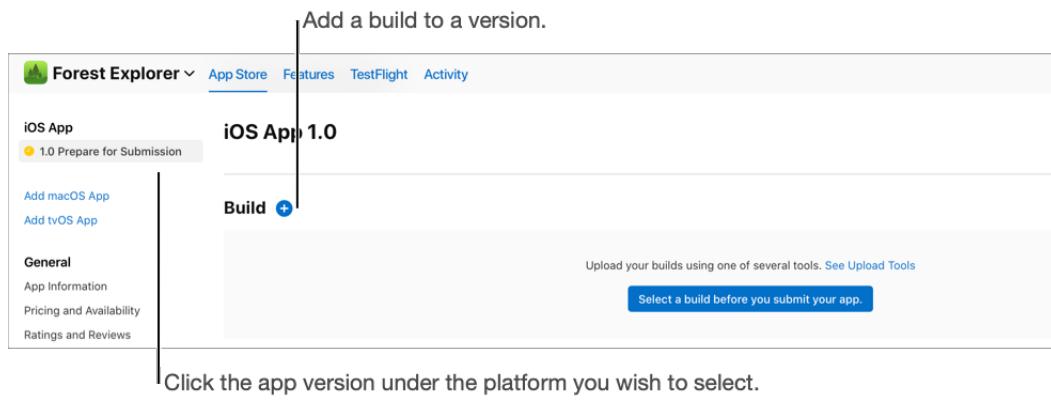
- The *Minimum iOS Version* is the [MinimumOSVersion](#) provided in your build.
- The *Minimum macOS Version* is the minimum version of macOS required for your app to run, as determined by the App Store.

The App Store automatically calculates the minimum macOS version using the [LSMinimumSystemVersion](#) provided in your build, if applicable, and the closest related macOS for the [MinimumOSVersion](#) provided in your build. If you've selected a minimum macOS version in [Pricing and Availability](#) and the value is higher than the LSMinimumSystemVersion or the closest related macOS for the MinimumOSVersion, this version will be shown instead.

- The *LS Minimum System Version* is the optional [LSMinimumSystemVersion](#) provided in your build.

Choose the build before you submit to review

Before you submit an app to App Review, you choose which build (from all the builds you uploaded for a version) that you want to submit. You can associate only one build with an App Store version. However, you can change the build as often as you want until you submit the version to App Review.



Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Add a build to a version

- From My Apps, select your app. The page opens with the App Store tab selected.
- In the sidebar, click the app version under the platform you wish to select.
- On the right, scroll down to the Build section, then click the Add button (+) next to Build.

The Add button appears if you've uploaded builds and have not selected a build yet. If you see a build, [remove the build](#) first.

- In the Add Build dialog, select the build you want to submit.

The screenshot shows the 'Build' section of the App Store Connect interface for an iOS app. On the left, there's a sidebar with options like 'General', 'In-App Purchases', and 'Build'. The main area shows a list of builds for version 1.0. A modal window titled 'Add Build' is open, listing four previous builds: 2.3.1 (8) uploaded on Mar 24, 2020 at 4:28 PM; 2.3.1 (7) uploaded on Dec 5, 2019 at 2:00 PM; 2.3.1 (6) uploaded on Oct 7, 2019 at 2:36 PM; and 2.3.1 (5) uploaded on Oct 7, 2019 at 2:15 PM. At the bottom of the modal are 'Cancel' and 'Done' buttons.

If an earlier version of your app has the status Ready for Sale in the App Store, then the builds list includes only builds you have uploaded since that version became available. For details on which builds are available, go to [View builds and build metadata](#).

5. Click Done.

In the Build section, the app icon, build string, and upload date and time appears.

The screenshot shows the 'Build' section of the App Store Connect interface. It displays a single build entry for version 2.3.1 (8). The build is represented by an icon of a green forest, followed by the build string '2.3.1 (8)' and the upload date 'Mar 24, 2020 at 4:28 PM'. Below the build string, the labels 'Build string' and 'Version number' are shown with lines pointing to the corresponding parts of the text. The entire row is labeled 'BUILD' on the left and 'UPLOAD DATE' on the right.

6. In the upper-right corner of the page, click Save.

Note: If you have selected a build that shows Missing Compliance Information, you will need to answer the Export Compliance Information questions before you can submit for review. Click on Missing Compliance next to the build and answer the questions or follow the steps in [Upload export compliance documentation](#).

Remove a build from a version

Removing a build from an App Store version doesn't remove the build from your account.

1. From My Apps, select your app. The page opens with the App Store tab selected.

2. In the sidebar, click the app version under the platform you wish to select.
3. On the right, scroll down to the Build section.
4. Hover over the build and click the Delete button (–) that appears to the right of the upload date.

| BUILD | UPLOAD DATE | |
|---|-------------------------|---|
|  2.3.1 (8) | Mar 24, 2020 at 4:28 PM |  |

Remove build from the version.

5. In the upper-right corner, click Save.
-

Test a beta version

TestFlight beta testing overview (iOS, macOS, tvOS, watchOS)

TestFlight beta testing lets you distribute beta builds of your app to testers and collect feedback. You can enable TestFlight beta testing for up to 100 apps at one time in your App Store Connect account. [Learn more.](#)

Make improvements to your app and continue distributing builds until all issues are resolved before you [submit your app to the App Store](#).

Note: Your macOS apps must be built with Xcode 13 or later to use [TestFlight for Mac](#).

If your app includes an App Clip, you can also have your testers test the App Clip experience, see [Test an App Clip experience](#). Testers who are invited to test your app will be able to test both the beta app and the App Clip. Only the app or the App Clip can be installed on a device at one time, but testers may choose to switch between the two at any time.

Step 1: Enter your test information

[Enter test information](#) about your app, such as a description and feedback email. You will need this if you plan to distribute your build to external testers (persons outside your team).

Step 2: Upload your build

[Upload your build to the App Store](#). Read Cryptography and U.S. Export Compliance to determine if you need to [provide export compliance documentation](#) for your app. After builds are uploaded, they are available for testing for 90 days.

Step 3: Invite internal and external testers

You can [create groups](#) for internal and external testers, then assign specific builds to them. After you've added builds to a group, you can add [external testers](#) (up to 10,000 people) and [internal testers](#) (up to 100 App Store Connect users with access to your content) to test your app. If you invite external testers, the build needs to be approved by TestFlight App Review before testing can begin.

Step 4: Testers download TestFlight and accept your invitations

Testers install the free TestFlight app on their devices. Then they use their invitation email or a public link to accept invitations, install your app, send feedback, and get updates. Testers download and install thinned variants of your app.

Step 5: View tester and build information

Track your tester engagement and your app's performance by [viewing build status and metrics](#) in App Store Connect—such as numbers of sessions and crashes. You can also resend email invitations to testers who have not yet accepted their invitation.

Step 6: Collect feedback from testers

Testers running TestFlight for iOS, version 2.3 or later and iOS 13 or iPadOS 13 or later, can send feedback through the TestFlight app or directly from your beta app by taking a screenshot. This is also available in TestFlight for Mac. You can view this [tester feedback](#) in the Feedback section in App Store Connect. Testers running tvOS or earlier versions of iOS can send feedback to the email address you specified in step 1.

Step 7: Stop testing

When you are done testing, you can optionally [expire a build](#) to stop testing it, and then go to [Overview of publishing an app](#) for the process of submitting your app to the App Store. If you don't expire your build and submit it to the App Store, testers that have received an invite to test will still be able to test your build even after it goes live on the App Store. Your build will become unavailable in TestFlight after 90 days.

Do I need to get approval to start testing beta builds?

To make your beta builds available to members of your App Store Connect team, your app doesn't need review by TestFlight App Review. To make your beta builds available to external users, your beta build may require review. When you add the first build of your app to a group, the build gets sent to TestFlight App Review to make sure it follows the [App Store Review Guidelines](#). A review is only required for the first build of a version and subsequent builds may not need a full review. Testing can begin once a build is approved.

Enter test information for external testing

If you distribute your app to external testers, you need to enter additional TestFlight test information about your app for TestFlight App Review. You can enter this information when you [add your app to your account](#) or before you [invite external testers](#).

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under General Information, click Test Information.
4. On the right, choose a language option and enter required test information.

The information you enter for your beta app can be different from the information you enter later when submitting your app to the App Store.

- In the Beta App Description text field, enter a description of your beta version.
- In the Feedback Email field, enter the email address that testers can use to contact you through the TestFlight app. This is also the reply-to address in email invitations to testers.

For descriptions of the TestFlight App Review Information properties, go to [App Review information](#).

You can update this information anytime and testers will see the updates in the TestFlight app.

Test an App Clip experience

With App Clips, you can take a small part of your app and make it discoverable and quick to launch at the moment it's needed. If your app contains an App Clip, you can add up to three invocation URLs to launch different experiences. Testers running TestFlight for iOS, version 2.7 or later, and iOS 14 beta or later can test and provide feedback on all available App Clip experiences. Testing of other invocation methods is not currently supported.

See [Testing Your App Clip's Launch experience](#) for more information on invocation URLs for testing.

To view tester feedback for your App Clip experiences, see [View tester feedback](#).

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Add an App Clip invocation

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Builds, click the iOS platform.

4. On the right, in the Builds column, click the app icon or build string for the build that has the App Clip you would like to test. The page opens with the Test Information tab selected.
5. Under App Clip Invocations, click App Clip Invocation.

Test Details
Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

App Clip Invocations
Add a title and a URL for each app clip invocation.

To start collecting invocation feedback about your app clip experience, add a title and a URL. This app clip will be available to all groups that have access to this build.

Add App Clip Invocation

6. In the dialog that appears, enter the title and URL for your App Clip invocation.

Test Details
Let your testers know what you would like them to test in this build. This information will be available to testers in all groups who have access to this build.

Add App Clip Invocation
You must include a title and a URL for your app clip invocations.

Title: Reserve
URL: https://camp.forestexplorer.org/reserve/413

Cancel Add

Note: You can localize the App Clip title for each URL based on the localizations you have added for your build in TestFlight, but the URL will be the same across localizations.

7. Click Add.
8. In the upper-right corner of the page, click Save.

Note: An App Clip experience can be launched and tested in TestFlight as long as an App Clip is added to the build, but if you want to provide defined experiences, you can add up to three invocation URLs.

Delete an App Clip invocation

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Builds, click the iOS platform.
4. On the right, in the Build column, click the app icon or build string for the build that has the App Clip invocation you would like to delete. The page opens with Test Information tab selected.
5. Under App Clip Invocations, hover over the App Clip invocation and click the delete button (–) that appears to the right of the URL.

The screenshot shows the 'TestFlight' tab selected in the top navigation bar. Below it, the 'iOS Builds' section displays 3 (1) builds. A specific build is selected, showing its details. In the 'App Clip Invocations' section, there is one entry with the title 'Reserve' and the URL 'https://camp.forestexplorer.org/reserve/413'. To the right of this entry is a red minus sign (-) button, which is used to delete the invocation. The page includes standard UI elements like 'Expire Build' and 'Save' buttons, and a language dropdown set to 'English (U.S.)'.

6. In the dialog that appears, click Delete.

The screenshot shows the same TestFlight page as before, but with a modal dialog box centered over the 'App Clip Invocations' section. The dialog asks 'Are you sure you want to delete this app clip?' and provides a note that 'Everyone that has access to this build will be affected.' At the bottom of the dialog are 'Cancel' and 'Delete' buttons. The background of the page is dimmed to indicate the dialog is active.

7. In the upper-right corner of the page, click Save.

Manage testers

Add internal testers

Create a group and add up to 100 internal testers (App Store Connect users with access to your content) to test your app using TestFlight beta testing. You can choose to automatically distribute builds to internal groups or add them manually. Builds created by Xcode Cloud always need to be manually added to groups in App Store Connect.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

Create a group

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, click the Add button (+) next to Internal Testing.
4. In the dialog that appears, enter the name for a new internal group, then click Create. You can change the name later, if needed.

Select the “Enable automatic distribution” checkbox to allow Xcode to automatically deliver builds to everyone in the group. If automatic distribution is not enabled, all builds must be manually added to the group. Builds created by Xcode Cloud always need to be manually added to groups in App Store Connect.

Add internal testers to a group

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, click the Add button (+) next to Internal Testing.
4. Next to Testers, click the Add button (+).

Users that are eligible to be internal testers appear in a dialog.

Note: If a user you want to add doesn't appear, [change their user role](#).

5. Select the checkbox next to each user you want to invite, then click Add.

If you have builds available for testing, the users you select will receive an email inviting them to test the app. They'll be directed to accept the invitation using the TestFlight app on their device or via a redemption code. Internal testers can download and test all builds for 90 days.

Add builds to a group

1. From My Apps, select your app.
 2. Click the TestFlight tab.
 3. In the sidebar, click the group you want to add a build to.
 4. On the right, click the Add button (+) next to Builds.
 5. Select the build you want to add to the group, then click Next.
 6. Enter the What to Test information and optionally enter localized versions of test information in the fields under each language-specific section.
- Note:* This information will be available to testers in all groups that have access to the build.
7. Click Add.

If you have builds available for testing, the users you selected will receive an email inviting them to test the app. The users will be directed to accept the invitation using the TestFlight app on their device or via a redemption code. Internal testers will be able to download and test all builds for 90 days.

Invite external testers

You can invite external testers (persons outside your team) to test your app using TestFlight beta testing once you've uploaded at least one build. To make your build available for external testing, create a group, add builds, and then invite testers using their email address or by sharing a public invitation link.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Create a group

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, click the Add button (+) next to External Testing to add a new group.
4. In the dialog that appears, enter a group name, then click Create.

Later, you can change the name of the group if needed.

Add builds to a group

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under External Testing, select the group you want to add builds to.
4. On the right, click the Add button (+) next to Builds.
5. In the build dialog, select the platform and version from the pop-up menus.
6. From the table, select a build, then click Next.

Although you can add only one build at a time, you can add additional builds later.

Note: Enter test information such as Feedback Email and Contact Information if these details have not yet been provided in the Test information dialog.

7. In the What to Test dialog, enter what you want testers to focus on.
8. Optionally, enter localized versions of testing information in the text fields under each language-specific section.
9. Optionally, select "Automatically notify testers."

If you leave this checkbox deselected, you will have to manually distribute the build to testers after it's approved by TestFlight App Review later.

10. Depending on the status of the build, click either Submit Review or Start Testing.

You can only have one build of each version in review at a time. Once that build is approved, you can submit additional builds.

After you submit your build to TestFlight App Review, Apple reviews the build and the accompanying metadata. The first build you submit requires a full review, but later builds for the same version may not.

If Apple approves your build for TestFlight beta testing, users on the App Store Connect account with the Admin role will receive an email notifying them of the approval.

If Apple rejects your build or metadata, the external status will be Rejected and you can click status to see rejection details.

Note: Submitting a build to TestFlight App Review doesn't submit it to App Review for sale in the App Store.

Invite external testers

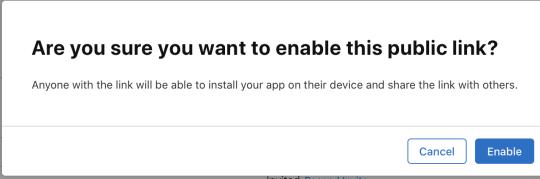
Once you have builds available to test, and you've added them to a group, you can invite testers.

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Testers & Groups, select a group.

You can invite testers using a public link, email, or both.

To invite testers using a public link:

1. Click Enable Public Link, and confirm in the dialog that appears.



The screenshot shows the 'Tropical Forest Explorers' group settings in the TestFlight section of App Store Connect. On the left, the sidebar shows 'Builds' (iOS), 'Feedback' (Crashes, Screenshots), 'Testers & Groups' (All Testers (7), App Store Connect Users, External Testers, Tropical Forest Explorers selected), 'App Information' (Test Information, About TestFlight Data), and 'Build (1)' (2.3.1 (8)). The main area shows 'Tester Management' with a 'Public Link' button. A modal dialog box is open, asking 'Are you sure you want to enable this public link?'. It explains that anyone with the link will be able to install the app. The 'Enable' button is highlighted. Below the dialog, the tester list shows three testers: mruiz2@mac.com (Maria Ruiz, invited on Apr 20, 2020), annejohnson1@mac.com (Anne Johnson, invited on Apr 20, 2020), and billjames2@mac.com (Bill James, invited on Apr 20, 2020). At the bottom, there are 'CRASHES' and 'FEEDBACK' sections.

2. Under Tester Count, click Set Limit to limit the number of testers that can join this testing group using the public link. Enter a number between 1 and 10,000.

Tropical Forest Explorers Edit Name

You can add anyone to this group, and they can test builds using the [TestFlight app](#). Builds may need approval from Beta App Review.

Tester Management

Public Link ?
<https://testflight.apple.com/join/QXTE8A73> [Disable Link](#) | [Copy Link](#)

Tester Count ?
0 [Set limit](#)

Tester Feedback ?
[Disable](#)

Testers (3) +

| INVITATION TYPE |
|----------------------|
| mruiz2@mac.com |
| annejohnson1@mac.com |
| billjames2@mac.com |

Build (1) +

| BUILD | STATUS | PLATFORM | 7 DAYS | CRASHES |
|-----------|--|----------|--------|---------|
| 2.3.1 (8) | Testing Expires in 64 days | iOS | | |

3. Copy the link, and share it using social media, messages, email, or other channel.

Keep in mind that anyone can share this link, so testers may be able to join your testing group even if you don't invite them directly. If a tester joins your group using a public link, their name and email will not be displayed in the Testers section in App Store Connect (it will display as anonymous), but you will be able to see their installation date, sessions, and crashes. You can disable the public link at any time.

To invite testers using their email address:

1. Click the Add button (+) next to Testers.

Tropical Forest Explorers Edit Name

You can add anyone to this group, and they can test builds using the [TestFlight app](#). Builds may need approval from Beta App Review.

Tester Management

Public Link ?
<https://testflight.apple.com/join/QXTE8A73> [Disable Link](#) | [Copy Link](#)

Tester Count ?
0 [Set limit](#)

Tester Feedback ?
[Disable](#)

Testers (3) +

| INVITATION | NAME | STATUS | SESSIONS | CRASHES | FEEDBACK |
|----------------------|--------------|---|----------|---------|----------|
| mruiz2@mac.com | Maria Ruiz | Invited Resend Invite Apr 20, 2020 | | | |
| annejohnson1@mac.com | Anne Johnson | Invited Resend Invite Apr 20, 2020 | | | |
| billjames2@mac.com | Bill James | Invited Resend Invite Apr 20, 2020 | | | |

2. In the pop-up menu that appears, choose an option. You can add new testers using their emails address, existing testers you've previously added, or import testers from a CSV file.

3. Testers you invite will get an invitation email to start testing. If a tester accepts an email invitation, their name, email address, installation date, sessions, and crashes, will display in the Testers section in App Store Connect.

Notify external testers after your build is approved

If you didn't select "Automatically notify testers" when you added your build to your group, you must manually notify testers when your build is approved.

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Builds, click the platform for your app (iOS or tvOS).
4. Choose a version, then under Status, click Notify Testers for the build row.

The [build status](#) changes to Testing. The external testers will receive a notification directing them to accept the invitation using the TestFlight app on their device.

Remove a build from a group

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Testers &Groups, select a group.
4. On the right, under Builds, hover over the build you want to remove.
5. Click the delete button.
6. In the dialog that appears, confirm you want to remove the build from the group and click Remove.

If you want to remove a build from testing for all your testers, go to [Stop testing a build](#).

How do I appeal if my beta build was rejected?

To appeal your beta build being rejected, contact [TestFlight App Review](#).

View tester information

If you use TestFlight beta testing, you can view information about testers and measure tester engagement.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under General Information, click All Testers.
4. In the Status column, view the status of testers. If a user was invited with an invitation email, their name and email address will display. If a user was invited with a public link, they will display as anonymous.

The possible statuses are:

| Status | Description |
|-----------|--|
| Invited | The invite was sent to the tester. |
| Accepted | The tester accepted the invite. (You can resend email invites to testers who have not yet accepted.) |
| Installed | The tester downloaded the build. |
| Deleted | The tester has been deleted. |

5. In the Sessions column, view the number of times the app has been in the foreground for at least two seconds.

If the app is in the background and is later used again, that counts as another session.

6. In the Crashes column, view the number of crashes for each build.

To [view crash reports](#) for TestFlight builds in the Crashes organizer in Xcode, click Open in Xcode 13 next to each piece of crash feedback on the Crash Feedback page on the TestFlight tab.

You can also download a CSV by clicking on the download button from the top right of the page, which includes your tester's first name, last name, and email address. Data points such as Status, Sessions, and Crashes are not included.

Additionally, testers invited with a public link are not included in the CSV since their first name, last name, and email address is anonymized.

Remove or delete testers

Remove testers from a group

Internal Testers

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Internal Testing, select a group.
4. On the right, above the table of testers, click Edit.
5. Select the testers you want to remove, then click Remove.
6. In the dialog that appears, click Remove.

Removed testers no longer have access to builds in the TestFlight app.

External Testers

1. From My Apps, select your app.
 2. Click the TestFlight tab.
 3. In the sidebar, under External Testing, select a group.
- Note:* If you have testers that were added by both email and public link, first select the invitation type you would like to remove testers from.
4. On the right, above the table of testers, click Edit.
 5. Select the testers you want to remove, then click Remove.
 6. In the dialog that appears, choose to remove testers from the group.
 7. Click Remove from Group.

Delete testers from TestFlight

Testers deleted from TestFlight no longer have access to your app in TestFlight.

1. From My Apps, select your app.

2. Click the TestFlight tab.
3. In the sidebar, under General Information, click All Testers.
4. On the right, above the table of testers, click Edit.
5. Select the testers you want to delete, then click Delete.
6. In the dialog that appears, select “Delete this tester from this app” and click Delete.

Note: If a tester has a build installed, they will have access to the build until it expires.

You can view all deleted testers by using the Deleted Testers filter from the All Testers menu above the table of testers.

Manage beta builds

Add testers to builds

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Add a group to a build

You'll need to [create a group](#) before adding it to a build. All testers in the group will have access to the build.

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Builds, click the platform.
4. On the right, select a build by clicking the app icon or build string for the build from either the Versions or Build Groups tab.
5. Next to Groups, click the add button (+).
6. Select the group you want to add to the build, then click Add.

You will not be able to select a group to which the build was already added.

You can also quickly add a tester group to a build directly in the Versions or Build Groups tab. In the Groups column next to the build, click the add button (+), then select a group from the list of eligible groups.

Add individuals to a build

You can add individual internal or external testers to a build.

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Builds, click the platform.
4. On the right, select a build by clicking the app icon or build string for the build from either the Versions or Build Groups tab.
5. Next to Individual Testers, click the Add button (+) and choose an option from the pop-up menu.

You can add new testers, existing testers, or import testers from a CSV file.

6. Enter the required information for a tester, then click either Add or Invite.
-

Remove tester groups or individuals from a build

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Builds, click the platform.
4. On the right, select a build by clicking the app icon or build string for the build from either the Versions or Build Groups tab.
5. Under either Groups or Individual Testers, hold the pointer over the group or individual tester you want to remove, then click the Delete button (-) that appears to the right of the table.
6. In the dialog that appears, click Remove.

All eligible builds are automatically available to users in the App Store Connect Users group. See [Remove testers from a group](#) to remove a user from this group.

You can also quickly remove a tester group from a build directly from the builds table. Click the Add button (+) under the Groups column next to the build to see the drop down list of groups. Click on the group you'd like to remove. In the dialog that appears, click Remove.

Test iPhone and iPad Apps on Apple Silicon Macs

Using [TestFlight](#), you can test [iPhone and iPad apps on Apple Silicon Macs](#). This is set at the group level and will apply to all builds within the tester group.

To enable testing for a tester group:

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, select the group you want to enable for testing.
4. Under Test iPhone and iPad Apps on Apple Silicon Macs, click Enable.

Minimum macOS version compatibility is set in the [Apple Silicon Mac Availability section](#) in Pricing and Availability or the `LSMinimumSystemVersion` key in your build if you have opted out of making your app available on the Mac App Store.

View build status and metrics

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, under Builds, click the platform.
4. In the table on the right, view the [build status](#) and metrics for versions and build groups.

In the Status column, view the status of a build and in the Groups column, view the tester groups that are testing the build. In the other columns, view the number of invited testers, number of installations on devices, and the total number of sessions in the last seven days across all testers. In the Crashes column, view the number of times the build crashed on tester devices. In the Feedback column, for iOS builds, view the number of feedback submissions you received from your testers.

TestFlight testers automatically share crash logs with developers. To [view crash reports](#) directly in Xcode for apps distributed using TestFlight, click Open in Xcode 13 next to each piece of crash feedback on the Crash Feedback page on the TestFlight tab.

View tester feedback

Feedback submitted by testers running TestFlight 2.3 or later on iOS 13 or iPadOS 13 or later appears in App Store Connect. This includes screenshots, comments related to crashes, and general comments.

App Clip experience feedback can be submitted by testers running iOS 14 or iPadOS 14 or later.

Testers running TestFlight 2.2.1 or earlier on iOS 12.4 or earlier can send feedback to the email address you specify in the Feedback Email field in Test Information.

Note: If a tester was invited with an invitation email, their email address displays in the detailed feedback view. If a tester was invited with a public link, they display as anonymous, unless they entered their email address when submitting feedback. The email address only displays for that particular piece of feedback. See [Beta tester feedback](#) to learn more about the additional information that is available in the detailed feedback view.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

View feedback

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Feedback, click Screenshots.
4. View screenshots and comments submitted by testers.

You can filter your view by app platforms, OS versions, devices, app versions, build groups, or builds.

5. Click on the feedback to view the full screenshot and what testers had to say about their experience. Tester, app, and device information is also available in the detailed feedback view. See [Beta tester feedback](#) to learn more.
 6. In the upper-right corner, click the download icon to download the feedback as a .zip file. This file will include the screenshot and the comments associated with the screenshot.
-

View crash feedback

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Feedback, click Crashes.
4. In the table on the right, view when the feedback was submitted and other crash details.

You can filter your view by app platforms, OS versions, devices, app versions, build groups, or builds.

5. Click on the feedback to read what testers had to say about their experience. Tester, app, and device information is also available in the detailed feedback view. See [Beta tester feedback](#) to learn more.

Note: Click Open in Xcode 13 next to the feedback to view crash reports in Xcode.

6. In the top-right corner, click the download icon to download the feedback as a .zip file. This file will include the crash report and comments associated with the crash.

Note: Crash reports are available for download for 120 days.

Delete feedback

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Feedback, click Crashes or Screenshots.
4. Then, click on the feedback you want to delete.
5. From the detailed feedback view, click Delete.
6. In the dialog that appears, click Delete Feedback.

You can also delete the tester that submitted the feedback by clicking Delete Tester & Feedback. The tester will be removed from TestFlight. Removed testers may be re-invited to test your app.

Disable Feedback

You can disable the ability for tester groups to take a screenshot and submit feedback from your beta app and provide additional details about a crash. If you decide you want to receive feedback directly from your beta app and feedback related to a crash again, you can re-enable it. All testers will still be able to send email feedback from the TestFlight app.

1. From My Apps, select your app.
 2. Click the TestFlight tab.
 3. In the sidebar, below Testers & Groups, select a tester group.
 4. Under Tester Feedback, click Disable.
 5. In the dialog that appears, select Disable.
 6. To enable feedback, click Enable below Tester Feedback. In the dialog that appears, select Enable.
-

Why is one of my testers unable to submit feedback through my beta app even though they are part of a group that feedback is enabled for?

If a tester is a part of multiple groups, and one of the groups has feedback disabled, they will only be able to submit email feedback from the TestFlight app.

Provide export compliance for beta builds

If you don't complete the [export compliance](#), the status of the beta build is Missing Compliance. You can answer the required export compliance questions in the TestFlight section.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Builds, click the platform.
4. In the table on the right, in the Build column, click the app icon or build string for the build that is missing compliance information.

The screenshot shows the TestFlight interface for an iOS build. The sidebar on the left includes sections for Builds (selected), Feedback, Crashers, Screenshots, Testers & Groups (with a plus sign), and App Information. Under App Information, there are links for Test Information and About TestFlight Data. The main content area is titled "iOS Builds" and shows a table for "Version 1.0". The table has columns for BUILD, STATUS, INVITES, INSTALLS, 7 DAYS, CRASHES, and FEEDBACK. A row for build "1.1.2" is shown with a yellow warning icon next to the status, which is listed as "Missing Compliance". There is also a "Manage" link next to the status.

Alternatively, you can click Manage and answer the required questions.

5. Click Provide Export Compliance Information, and answer the required questions.

The screenshot shows the TestFlight interface for build "1.0 (1.1.2)". The top navigation bar includes links for App Store, Features, TestFlight (selected), and Activity. Below the navigation, there are buttons for "Provide Export Compliance Information" (blue), "Expire Build" (red), and "Save" (grey). The main content area is titled "Test Details". It contains fields for "What to Test" (with a note about what testers should test) and "Status" (which is "Missing Compliance"). There is also a "Upload Date" field showing "Apr 17, 2020 at 5:44 PM". On the right side, there is a dropdown menu set to "English (U.S.)".

Stop testing a build

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app.
2. Click the TestFlight tab.
3. In the sidebar, below Builds, click the platform.
4. In the table on the right, in the Build column, click the app icon or build string for the build that is missing compliance information.
5. Click Expire Build.

The screenshot shows the 'TestFlight' section of the App Store Connect interface. At the top, there's a navigation bar with 'Forest Explorer' (represented by a tree icon), 'App Store', 'Features', 'TestFlight' (which is underlined, indicating it's the active tab), and 'Activity'. Below the navigation, there's a breadcrumb trail 'iOS Builds' and a section header '2.3.1 (8)'. A large blue arrow points downwards towards the 'Expire Build' button. The 'Test Details' section contains fields for 'What to Test' (with a note about tester visibility), 'Status' (set to 'Testing'), and 'Upload Date' (Mar 25, 2020 at 4:55 PM). A text area for notes contains the text 'Improvements to the menu bar, updated font, minor improvements to design and usability.' At the bottom right of the screenshot, there's a 'Save' button and a language selector 'English (U.S.) ▾'.

Internal testers and external testers will no longer be able to install this build.

Publish on the App Store

Overview of publishing an app

This is the general workflow for publishing an app to the App Store.

Step 1: Choose your build

Each app can have multiple versions, and each version can have multiple builds. To publish your app on the App Store, [choose which build to submit to review](#).

Step 2: Set pricing and availability

You must [set a price](#) and [set a tax category](#) for your app. Although your app is available in all [App Store countries and regions](#) by default, you can [select specific regions for your app](#) instead. You also have the option to [publish your app as a pre-order](#).

Step 3: Submit your app for review

You [submit your app for review](#) to start the App Review process and to make your app available on the App Store. Before you submit an app, [enter all the required metadata](#) and choose if you want to [release your app manually](#) or automatically, or if you want to [release your app in phases](#).

Step 5: Request promo codes

After your app is approved, you can [request promo codes](#) to distribute to users before you make your app available on the App Store. You can distribute the promo codes by email or other means, and the user enters the promo code when purchasing the app.

Step 4: View your app status and resolve review issues

After you submit the app, the app status changes to Waiting for Review. If there are any issues with your app, [read and reply to App Review communications](#). After your app is approved, it can take up to 24 hours to go live on the App Store.

Set pricing and availability

Set a price for your app

Before you submit your app for review, you must set a price for your app, which will be used for all App Store territories. If you don't have a Paid Applications agreement, you can only choose a free price.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.

On the right, the Price Schedule appears showing the price.

3. In the Price column, choose a price tier from the pop-up menu.

Forest Explorer ▾ App Store Features TestFlight Activity

iOS App 1.0 Prepare for Submission

Add macOS App Add tvOS App

General App Information Pricing and Availability Ratings and Reviews Version History

In-App Purchases Manage App Store Promotions

Pricing and Availability

Price Schedule +

| PRICE | START DATE | END DATE |
|---------------------|--------------|-------------|
| Choose | Apr 20, 2020 | No End Date |
| USD 0.00 (Free) | | |
| USD 0.99 (Tier 1) | | |
| USD 1.99 (Tier 2) | | |
| USD 2.99 (Tier 3) | | |
| USD 3.99 (Tier 4) | | |
| USD 4.99 (Tier 5) | | |
| USD 5.99 (Tier 6) | | |
| USD 6.99 (Tier 7) | | |
| USD 7.99 (Tier 8) | | |
| USD 8.99 (Tier 9) | | |
| USD 9.99 (Tier 10) | | |
| USD 10.99 (Tier 11) | | |

All Prices and Currencies

Choose a price tier.

4. In the upper-right corner, click Save.

What currency is used for a given App Store territory?

You can refer to Exhibit C of your Paid Applications agreement to see the currency used by a specific App Store territory.

Publish your app as a pre-order

Before releasing your app on the App Store for the first time, you can choose to offer it as a pre-order. Customers can see your product page and order your app before it's released for download. Once your app is released, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download.

Free or paid apps on all Apple platforms are eligible to use this feature. In-app purchases cannot be set up for pre-order, but you can [set up your in-app purchases](#), including promotional metadata, in App Store Connect prior to and during the pre-order period so that everything is ready once your app is released for download. [Promoted in-app purchases](#) will not display on your App Store product page until your app is released for download.

To make your app available for pre-order, select the appropriate setting and submit your app, build, and metadata to App Review. After your app is approved, you can publish it as a pre-order on the App Store. Your pre-order will be available in all [territories where your app is available](#).

While your app is available for pre-order, you can update your app by [creating](#) and [submitting a new version](#). The new version must be approved before it can be published as a pre-order on the App Store, so be sure to follow the [App Review Guidelines](#). If you submit a version update during the pre-order period, customers will receive the latest version published to the App Store once your app is released for download.

You may also adjust the price of your app during the pre-order period, but keep in mind that if you change pricing, customers will be charged the price that is lower — the price they accepted for pre-order or the price on the day of release.

The app will automatically download to the device on which a customer made the pre-order, and will download to all of a customer's other devices if the customer has [turned on automatic downloads](#).

Keep in mind that app bundles cannot be made available for pre-order and cannot include apps that are available for pre-order. Apps that are offered for pre-order will not be made available in new app bundles.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Publish your app as a pre-order

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.

You'll see the Pre-Orders section if your app has never been published on the App Store.

Pricing and Availability

Price Schedule +

PRICE ? START DATE ? END DATE ?

USD 0.00 (Free) Other Currencies Apr 21, 2020 No End Date

Pre-Orders

Pre-orders allow customers to order your app before its release date. Once your app is released for download, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download. Any app that hasn't been published to the App Store can be made available for pre-order. [Learn More](#)

Make available for pre-order

- Select Make available for pre-order, choose a date to release your app for download, then click Save in the upper-right corner.

The release date must be at least two days in the future, but no more than 180 days in the future.

Making your app available for pre-order removes other Version Release options from the platform version information page.

Pricing and Availability

Price Schedule +

PRICE ? START DATE ? END DATE ?

USD 0.99 (Tier 1) Other Currencies May 4, 2020 No End Date

Pre-Orders

Pre-orders allow customers to order your app before its release date. Once your app is released for download, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download. Any app that hasn't been published to the App Store can be made available for pre-order. [Learn More](#)

Make available for pre-order

Your app must be manually released as a pre-order after it's approved by App Review.

Release Date ? May 28, 2020

- Submit for review.
- Once your app is approved and you're ready to make it available for pre-order, return to Pricing and Availability. Confirm the date your app will be released for download, and click Release as Pre-Order in the upper-right corner.

You may edit the release date during the pre-order period, but it must be within 180 days from when the app was first available for pre-order on the App Store.

Pricing and Availability

Price Schedule

PRICE ? START DATE ? END DATE ?

USD 0.99 (Tier 1) Other Currencies May 26, 2020 No End Date

Pre-Orders

Pre-orders allow customers to order your app before its release date. Once your app is released for download, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download. Any app that hasn't been published to the App Store can be made available for pre-order. [Learn More](#)

Make available for pre-order

Your app must be manually released as a pre-order after it's approved by App Review.

Release Date ? Jun 06, 2020

Release your app to customers immediately

While your app is available for pre-order, you have the option to release your app to customers immediately.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. In the upper-right corner, click Release App Now.
4. In the dialog that appears, select Release.

Pricing and Availability

Price Schedule

PRICE ? START DATE ? END DATE ?

USD 0.00 (Free) Other Currencies Jul 15, 2020 No End Date

Pre-Orders

Pre-orders allow customers to order your app before its release date. Once your app is released for download, customers will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download. Any app that hasn't been published to the App Store can be made available for pre-order. [Learn More](#)

To remove your app from the App Store, select "Remove from Sale" in Availability below.

Release Date ? Jul 15, 2020

Your app will be released to the App Store. Customers who pre-ordered your app will be notified and your app will automatically download to their device. For paid apps, customers will be charged before download.

Remove your pre-order offer from the App Store

- To remove your pre-order offer from the App Store, select Remove from Sale in the Pricing and Availability section, then click Save. For more information, see [remove an app from the App Store](#).
 - If you remove your pre-order offer from the App Store, customers who already pre-ordered your app will not receive the app and will not be charged unless you make it available for pre-order again before the release date. Additionally, once the release date passes, you will no longer be able to re-publish your app as a pre-order.
-

Schedule price changes

If you have a Paid Applications agreement, you can schedule price changes for your app over time. You can schedule pricing changes that have a definite start and end date, as well as permanent pricing changes that have no end. For example, you can set a promotional price for a month then return to the regular price.

For apps that offer in-app purchases, you can also schedule pricing changes for the in-app purchases. For more information, see [Set in-app purchase pricing](#) or [Manage pricing for auto-renewable subscriptions](#).

To schedule price changes, you must have an app that has been submitted for review. You can schedule one or more price changes.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.

On the right, the Price Schedule appears showing the price, start date, and end date for each price change.

3. Click the Add button (+) next to Price Schedule.
4. In the dialog that appears, choose a price tier from the Price pop-up menu.
5. Then select a Start Date and End Date.

The start date can't be more than a year from the current date. The default start date is the current date, and the default end date is No End Date (meaning the price remains the same indefinitely).

The screenshot shows the 'Pricing and Availability' section of the App Store Connect interface. A modal window titled 'Plan a Price Change' is displayed, prompting the user to set a new price of USD 2.99 (Tier 3) starting on April 22nd, 2020, and ending on 'No End Date'. The sidebar on the left includes tabs for General, In-App Purchases, and Pricing and Availability.

6. Click Done, then in the upper-right corner, click Save.

Select regions for your app

You can select the [regions](#) where you want your app to be available on the App Store. By default, all countries or regions are selected, but you can deselect regions where you don't want your app for sale. Your app will appear on the App Store in the updated or changed countries or regions within 24 hours.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.

2. In the sidebar, click Pricing and Availability.

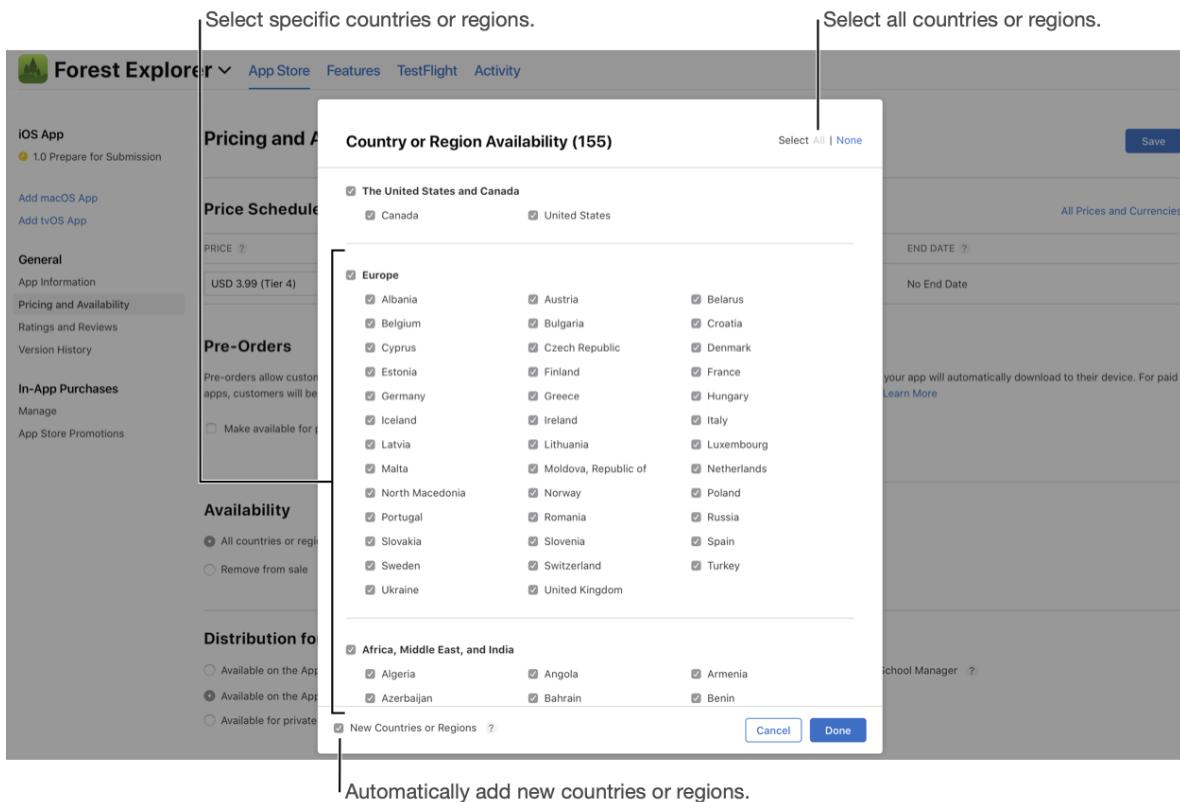
You must [set a price for your app](#) before you can edit countries or regions.

3. Under Availability, click Edit.

The screenshot shows the 'Pricing and Availability' section of the App Store Connect interface. A blue arrow points to the 'Edit' link under the 'Availability' section, which contains two radio button options: 'All countries or regions selected' and 'Remove from sale'.

4. In the dialog that appears, select the countries or regions you want to make your app available in.

- *Select all countries or regions:* Select All.
- *Select specific countries or regions:* Select the checkbox next to the countries or regions you want to include and deselect the checkbox next to the countries or regions you want to exclude.
- *Add new App Store countries or regions automatically:* In the upper-left corner, select the New Countries or Regions checkbox.



5. Click Done at the bottom of the dialog, then click Save in the upper-right corner.

Set a tax category

Apple's tax calculation service uses multiple inputs to calculate tax on customer transactions in the territories where we administer tax, including your tax category selection in App Store Connect, app metadata, legal entity status, tax registration status, customer attributes, and other requirements in accordance with the local laws and regulations. Set the category that best describes each app at the app level, which will apply to all in-app purchases. You can also individually manage each in-app purchase — see [Set tax category for in-app purchases](#). Changes to your app's tax category will affect future transactions.

If you choose not to make any changes, your apps and in-app purchases will be assigned the App Store software category. You can make adjustments to these settings at any time as the characterization of your app or in-app purchases change or as tax legislation changes. Make sure that the tax category settings you choose accurately represent your app's offerings. Selecting categories or attributes that are not appropriate for your app or in-app purchases violates your obligations under the Apple Developer Program License Agreement, the Paid Agreements, and local tax laws.

Your tax category selections may result in changes to your proceeds, as proceeds are calculated based on the price of your app or in-app purchase, minus any applicable taxes. To view your estimated proceeds at each price tier, click All Prices and Currencies from Pricing and Availability.

Note: It may take up to an hour for changes to be reflected.

Compare categories to see which best describes your app. For guidance on setting the appropriate tax category, consult your tax advisor.

| Category | Description |
|--------------------|--|
| App Store software | If the primary purpose of your app is not described by any of the categories below, keep your tax category set to App Store software. |
| Artwork | Apps that sell digital artwork, including original or manipulated graphics, fonts, and images. If your app provides tools to create or edit artwork, keep your tax category set to "App Store software." If your app sells photographic images, select the "Photography" category. |
| Audiobooks | Apps that allow users to listen to audio versions of books. If your app contains episodic series of audio content, select the "Music and other audio" category. |
| Books | Apps that sell electronic versions of printed books, or digital-only content that is published once, under a single title. For content published regularly, consider the "Magazines and other periodicals" category, or the "News publications" category. |
| Cloud media player | Apps that stream audio or visual content through the cloud. |
| Cloud storage | Apps that store data in remote servers that can be accessed through the cloud. |
| Dating | |

| | |
|---------------------------------|---|
| | Apps that facilitate forming new interpersonal relationships by means of text, voice, photo, or video sharing. |
| Fitness and health | Apps that provide on-demand or live streaming of fitness classes. For other apps focused on healthy living, select the "App Store software" category. |
| Games | Apps that provide single or multiplayer interactive activities for entertainment purposes. |
| Greeting cards | Apps that create and send electronic versions of a decorative card to express good wishes for an occasion. |
| Magazines and other periodicals | Apps that deliver content using an issue-based strategy or are producing interactive versions of a printed periodical. If your app contains news content, consider the selecting the "News publications" category. |
| Music and other audio | Apps that are for listening to audio content, including music, podcasts, meditations, radio, and ringtones. |
| News publications | Apps that provide information about current events with regular content updates. May be a digital-first, or interactive version of a printed newspaper. If your app focuses on content about one sector, consider the "Magazines and other periodicals" category. |
| Photography | Apps that sell photos or assist in capturing, editing, managing, or sharing photos. |
| Software training material | Apps that deliver trainings on specific off-the-shelf software. |
| Video | Apps that stream video content. May be accessed through a subscription, pay-per-view, or purchase for permanent consumption. |

The first full month after you have configured your settings, you can view the [Transaction Tax Report - coming soon](#) in Payments and Financial Reports, which shows transaction taxes (sales tax, use tax, value-added tax, goods and services tax, and other similar taxes) applied to your sales.

Required role: Admin or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. Next to Tax Category, click Edit.
4. In the dialog that appears, select the tax category that best describes your app.

Depending on your selection, you may be asked to describe your app further by selecting a subcategory and/or attributes.
5. Click Done.

Manage availability of iPhone and iPad Apps on Apple Silicon Macs

iPhone and iPad apps will be made available on the Mac App Store to users running macOS 11 or later on Apple silicon Macs, unless you edit your apps' availability. These apps will run natively and use the same frameworks, resources, and runtime environment as they do on iOS and iPadOS.

If your iOS app offers [universal purchase](#) and has an existing macOS platform, the option to offer the iOS app on the Mac App Store will not be available. Additionally, if your iOS app is available on the Mac App Store by using this option and you later add a macOS app by adding the macOS platform in App Store Connect, releasing it to the store will replace the iOS app on the Mac App Store. All existing users for the iOS app will be updated to the macOS app.

You can opt in and out from having your iPhone and iPad apps available on the Mac App Store for users running macOS 11 or later on Apple silicon Macs at any point. This is set at the app level and will apply to all versions of your app.

Apple automatically chooses the minimum macOS version required for compatibility, but you can select a different version when editing availability on an individual app basis. If an [LSMinimumSystemVersion](#) is set in your app, this selection will override it.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Edit availability on an individual app basis

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.

On the right, the iPhone and iPad Apps on Apple Silicon Mac section appears.

3. Under Apple Silicon Mac Availability, deselect "Make this app available" to opt out of offering your app on the Mac App Store. Select the checkbox if you want the app to be available on the Mac App Store.

You can change the minimum macOS version required for compatibility in the drop-down menu. This selection also applies to tester groups [enabled for testing iPhone and iPad apps on Apple Silicon Macs](#) with TestFlight.

4. In the upper-right corner, click Save.

Edit availability for multiple apps at a time

1. From My Apps, select iPhone and iPad App on Apple Silicon Mac Availability from the ellipsis menu (...) in the top left.
2. In the dialog that appears, deselect the iPhone and iPad apps you do not want to make available on the Mac App Store.
3. Click Done.

To opt out of offering any of your iPhone and iPad apps on the Mac App Store for users running macOS 11 or later on Apple silicon Macs, click Don't Make Available.

Verify your app's compatibility with Apple silicon Macs

If your iPhone and iPad apps are compatible with Apple silicon Macs and function as intended, you can verify them in App Store Connect to let users know they'll receive a great experience on macOS. After your app has been verified, this option will no longer be available in App Store Connect.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. On the right, the iPhone and iPad Apps on Apple Silicon Mac section appears.
4. Under Compatibility with Apple Silicon Mac, click Verify.
5. In the dialog that appears, click Verify.

Note: At the bottom of the Compatibility with Apple Silicon Mac section, it's indicated whether your current and upcoming app versions launch on Apple silicon Macs.

Set your app's distribution methods

There are two options for setting your app's distribution methods in App Store Connect:

Public: Your app will be publicly available on the App Store in the [territories you selected](#) and available to anyone for volume purchase through Apple Business Manager or Apple School Manager.

If you're offering an unlisted app, choose this option before requesting the direct link to your app. If it's approved, the distribution method will change to Unlisted App. If it's not approved, you can keep the distribution method as Public or change it to Private before submitting your app.

Private: Your app will be available only to specific businesses and organizations you specify in App Store Connect through Apple Business Manager or Apple School Manager.

Note: Once your app is approved, the distribution method cannot be changed. To switch from private to public, or vice versa, you'll need to create a new app record and resubmit your binary.

Required role: Admin or App Manager. See [Role permissions](#).

Make your app available publicly on the App Store and for volume purchase.

All apps listed on the App Store are automatically available for volume purchase for the same price in Apple Business Manager and Apple School Manager, which is where businesses and educational institutions download apps for volume distribution.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. Under App Distribution Methods, select Public.
4. If you'd like to offer educational institutions a discount, check the box next to "Offer a reduced price on Apple School Manager for volume purchases." Your app will be available for 50% of its listed price for educational institutions purchasing quantities of 20 or more.
5. In the upper-right corner, click Save.

Once your app is approved, it will be available on the App Store in the [territories you selected](#), and in the Apps and Books section of Apple Business Manager or Apple School Manager.

Make an app available only to specific businesses or organizations

If you don't want individual users to be able to download your app from the App Store, you can restrict the availability of your app to only specific business or organizations. This includes the ability to distribute proprietary apps for internal use within your organization.

You can specify one or more organizations that can see and download the app in Apple Business Manager or Apple School Manager. They can then distribute it through Mobile Device Management or redemption codes.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. Under App Distribution Methods, select Private.
4. Under Type, choose either Organization ID or Apple ID, and enter the required information. Enter the Organization ID to make the app visible in the organization's Apple Business Manager or Apple School Manager account. For businesses still using the legacy Volume Purchase Program, you can assign an app to their volume purchasing Apple ID.

Distribution for Business and Education

- Available on the App Store, for volume purchasing on Apple Business Manager, and for volume purchasing at a reduced price on Apple School Manager ?
- Available on the App Store and for volume purchasing on Apple Business Manager and Apple School Manager
- Available for private distribution to specific organizations on Apple Business Manager or Apple School Manager ?

Provide at least one Organization ID. For organizations still using the legacy Volume Purchase Program, enter their volume purchasing Apple ID. [Learn More](#)

| Type | ID | Organization Name |
|---|----------|-------------------|
| <input checked="" type="checkbox"/> Organization ID Apple ID | Required | Required |

5. In the top right, click Save.

Make your app available only through a direct link

Apps that aren't suited for public distribution can be made discoverable as unlisted on the App Store with a direct link that anyone can use. Unlisted apps don't appear in any App Store categories, recommendations, charts, search results, or other listings. The direct link can also be used in Apple Business Manager and Apple School Manager.

1. From My Apps, select your app.
2. In the sidebar, click Pricing and Availability.
3. Under App Distribution methods, make sure your app's availability is set to Public. If your app was already approved for private download on Apple Business Manager or Apple School Manager, you'll need to create a new app record in App Store Connect, upload your binary, and set the distribution method to Public before completing the next step.

4. [Submit a request](#) to receive an unlisted link. If your request is approved, your app's distribution method will change to Unlisted App in the Pricing and Availability section of the app information page. Future versions of your app will remain unlisted.
 5. Submit your app for review, if you haven't already.
-

I currently have an app that is available privately in Apple Business Manager and I'd like to make it available publicly on the App Store, can I change my app's distribution method?

No. To change your app's distribution method from public to private, or vice versa, please create a new app and submit it for review.

Where can users download my app in volume?

Downloading apps in volume requires either an Apple School Manager or Apple Business Manager account. Apple Business Manager and Apple School Manager are available in many [countries and regions](#).

Set version release options

Select a version release option

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version you want to set a release option for.
3. In the Version Release section, select a release option:
 - *Release the app yourself:* Select “Manually release this version.” (Later, [manually release the version](#).)
 - *Automatically release the app after approval:* Select “Automatically release this version.”
 - *Automatically release the app but no earlier than a specified date:* Select “Automatically release this version after App Review, no earlier than” and below this option, enter a date and time.
4. In the upper-right corner of the page, click Save.

Manually release a version

If you choose to manually release a version when you [submit your app for review](#), you can release the version after it's approved and the status changes to Pending Developer Release. If you have an app in the Pending Developer Release state for longer than 30 days, you'll receive an email reminder from Apple.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, select the app version that is Pending Developer Release.
3. In the upper-right corner, click Release This Version.

The screenshot shows the 'Forest Explorer' app page in App Store Connect. At the top, there's a navigation bar with 'App Store', 'Features', 'TestFlight', and 'Activity'. Below that, under 'iOS App', there are two versions listed: '3.0 Pending Developer Release...' (yellow circle) and '2.2 Ready for Sale' (green circle). On the right side, there are 'Save' and 'Release This Version' buttons. A large blue arrow points downwards towards the 'Release This Version' button. Below the version list, there's a note: 'You can only edit some information while your version is pending developer release. To edit all information, cancel this release.' At the bottom, there are links for 'Add macOS App' and 'Add tvOS App', and a 'Version Information' section with a language dropdown set to 'English (U.S.)'.

After manually releasing your app version, allow up to 24 hours for the app to appear on the App Store. Alternatively, if you want to cancel the release, click Cancel This Release in the message that appears on the version page.

Release a version update in phases

When you release a version update of your app, you can choose to release your apps in stages. This option is available if you are submitting a version update and your app has one of the following [app statuses](#).

- ⌚ Prepare for Submission
- ⌚ Waiting for Review
- ⌚ In Review
- ⌚ Waiting for Export Compliance
- ⌚ Pending Developer Release
- ☒ Developer Rejected
- ☒ Rejected
- ☒ Metadata Rejected

If you choose this option, your version update will be released over a 7-day period to a percentage of your users (selected at random by their Apple ID) on macOS or iOS with automatic updates turned on. Users are not notified that they are in a phased release of your app.

| Day of Phased Release | Percentage of Users |
|-----------------------|---------------------|
| 1 | 1% |
| 2 | 2% |
| 3 | 5% |
| 4 | 10% |
| 5 | 20% |
| 6 | 50% |
| 7 | 100% |

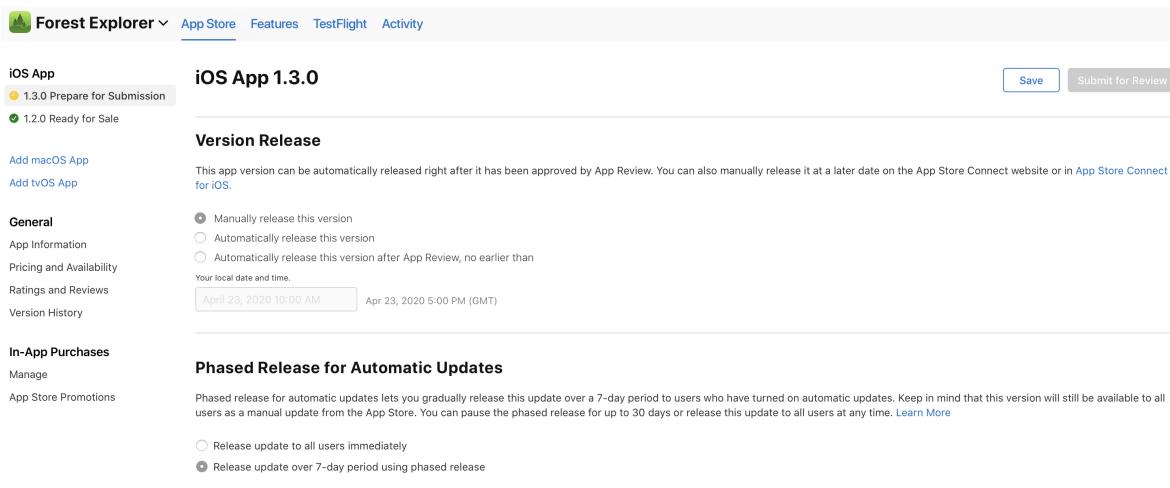
Keep in mind that all users who have downloaded your app will still be able to update your app manually from the App Store at any time.

While your app is in phased release, you can choose to pause the release for a total of 30 days, regardless of the number of pauses. If you remove your app from sale, your current phased release will stop and will not be available for that version again.

Required role: Account Holder, Admin, App Manager, Developer or Marketing. See [Role permissions](#).

Release a version update in phases

- From My Apps, select your app. The page opens with the App Store tab selected.
- In the sidebar, click the app version you want to submit.
- On the right, scroll down to the Phased Release for Automatic Updates section, select Release update over a 7-day period using phased release.



The screenshot shows the 'iOS App 1.3.0' page in App Store Connect. The sidebar on the left lists 'iOS App' (with '1.3.0 Prepare for Submission' highlighted), 'Add macOS App', 'Add tvOS App', 'General' (with 'App Information', 'Pricing and Availability', 'Ratings and Reviews', and 'Version History'), 'In-App Purchases' (with 'Manage' and 'App Store Promotions'), and 'Features', 'TestFlight', and 'Activity' tabs at the top.

The main content area shows the 'iOS App 1.3.0' title and a 'Save' button. Below it is the 'Version Release' section, which includes a note about automatic release after review or manual release later. It shows the current date and time as April 23, 2020 10:00 AM and the end date as April 23, 2020 5:00 PM (GMT). The 'Manually release this version' option is selected.

Below this is the 'Phased Release for Automatic Updates' section, which explains that users will gradually receive the update over a 7-day period if automatic updates are turned on. It shows two options: 'Release update to all users immediately' (unchecked) and 'Release update over 7-day period using phased release' (checked).

- Click save.

When you [submit your app for review](#) and it's approved, the app status will be Ready for Sale, and will be appended with "Phased Release" next to the status when viewing your app's version page.

When the update completes, all users with the Admin or App Manager (who have access to this app) roles will be notified when the phased release is complete.

Pause and resume a phased release

If you find an issue with your version update, you can pause your phased release at any time, for up to 30 days total.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the Ready for Sale app version.
3. In the Phased Release for Automatic Updates section, select Pause Phased Release or Use Phased Release to resume the update.
4. Click Save.

You can pause your release for a total of 30 days. For example, if you pause your release for 10 days, and then resume, you will have 20 days left to pause the release a second time. If you resume a release that was previously paused, your phased release will pick up on the day it was left off when it was paused.

Release a version update to all users

If you opted to release your app in phases, you can choose to release your app to all users at any time once your app has the Ready for Sale status. When you select this option, all users whose devices have automatic updates turned on will get the latest app version supported on the user's device.

1. From My Apps, select your app. The page opens with the App Store tab selected.
 2. In the sidebar, click the app version that you've submitted.
 3. In the top right of the page, click Release to All Users.
-

Submit to App Review

Submit for review

Submitting your app to App Review starts the review process for releasing your app available on the App Store.

Before you can submit an app, you'll need to provide required metadata and [choose the build for the version](#).

Builds for each platform can be submitted separately and the status of one platform's build doesn't affect the others.

The App Review section in the sidebar is where you manage your submissions and messages with App Review. There are four content types you might see in this section:

- App Store Submission: App versions and/or in-app events that you've submitted to App Review and any related messages from App Review. You can have one In Progress submission at a time per platform. In-app event submissions are associated with the iOS platform.
- Beta Build: Beta builds that you've submitted to App Review that weren't accepted and any related messages from App Review.
- App Review Message: Other messages from App Review that aren't related to a submission.
- Submission Message: Messages from App Review related to a submission that was sent before the updated submission experience was enabled.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Submit an app

1. From My Apps, select your app.
2. In the sidebar, click the app version you want to submit.
3. On the right, scroll down to the Build section and verify that you [set the build for the version](#) to the correct build.
4. In the upper-right, click Add for Review. The app status changes to Ready for Review.

You can continue adding items, such as in-app events, to the submission.

Note: All items submitted together must be marked as Accepted before the submission can be approved.

The screenshot shows the 'Confirm Submission' screen in App Store Connect. At the top, there's a navigation bar with 'Forest Explorer' and links to 'App Store', 'Services', 'TestFlight', and 'Xcode Cloud'. Below that is a breadcrumb trail with 'App Review' and a back arrow. The main area is titled 'Confirm Submission' with a note 'Ready for Review'. A message says 'You can add multiple items for review. Only one submission can be submitted to App Review at a time.' Below this, a section titled 'Items Ready for Review (1)' lists 'App Store Version' with an icon of a green forest, labeled 'iOS App 1.0 1.0 (100)'. At the bottom, there are buttons for 'Add In-App Event' and 'Remove All Items', along with a large blue 'Submit to App Review' button.

5. Click Submit to App Review.

After you submit, the app status changes to Waiting for Review. When the review process starts, the app status changes to In Review. For information about tasks you can do in these states, see [App and submission statuses](#).

Remove a submission from review

You can remove an app from the review and release process if the app is in one of the following states:

- ⏳ Waiting for Export Compliance
- ⏳ Waiting for Review
- ⏳ In Review

- Pending Developer Release
- Pending Apple Release

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Remove an app from the review and release process

1. From My Apps, select your app.
2. In the sidebar, click the app version that you want to remove a build for.
3. In the message that appears at the top, click “remove this version from review.”

iOS App

1.0 In Review

Add macOS App

Add tvOS App

General

App Information

Pricing and Availability

App Privacy

Ratings and Reviews

Version History

Version Information

English (U.S.)

View All Sizes in Media Manager

iPhone 6.5" Display

iPhone 5.5" Display

iPad Pro (3rd Gen) 12.9" Display

iPad Pro (2nd Gen) 12.9" Display

4. In the dialog that appears, click Remove.

The app is removed from the queue and the [app status](#) changes to Developer Rejected. If you resubmit the review process will start over.

Cancel a submission

1. From My Apps, select your app.
2. In the sidebar, click App Review.
3. Under In Progress, click View next to the submission.
4. At the bottom of the page, click Cancel Submission.

Oct 14, 2021 at 3:28 PM

Waiting for Review

Your submission has been submitted to App Review.

Date Submitted: Oct 14, 2021 at 3:28 PM

Submitted By: Anne Johnson

Submission ID: 99999999-9999-4a70-80ff-0efc7f6c23e6

Items Submitted (1)

App Store Version: iOS App 1.0 (1.0.0)

CANCEL SUBMISSION

5. Click Confirm.

The submission will be canceled and any items that were marked as Accepted will need to be resubmitted. If the submission included an app version, the app status will change to Developer Rejected. If you resubmit, the review process will start over.

Resolve app rejection issues

Reply to App Review messages

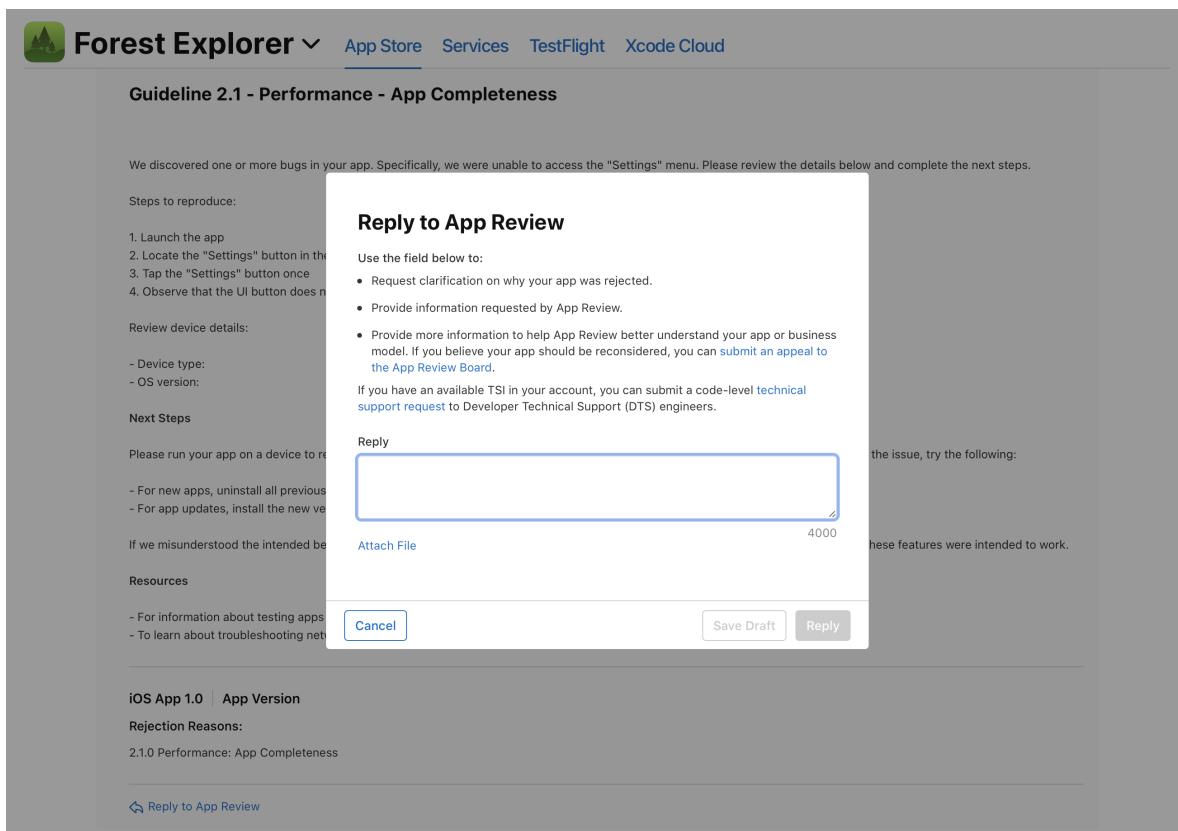
If App Review or TestFlight App Review rejects your app, you can communicate with Apple and resolve issues in the App Review section.

You'll receive a message that contains information about the rejection, including how the app or item is out of compliance with the [App Store Review Guidelines](#). You can correspond with Apple, and include attachments, such as screenshots and supporting documents, until you resubmit to App Review. If your app was rejected for a metadata issue, you can resubmit the same build after resolving the issue.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Reply to messages on the App Review page

- From My Apps, select your app.
- At the top of the page, click the link that indicates that there are unresolved issues.
- From the In Progress section, click Resolve next to the submission you want to view.
- To reply, click Reply to App Review.
- Enter text in the Reply field.



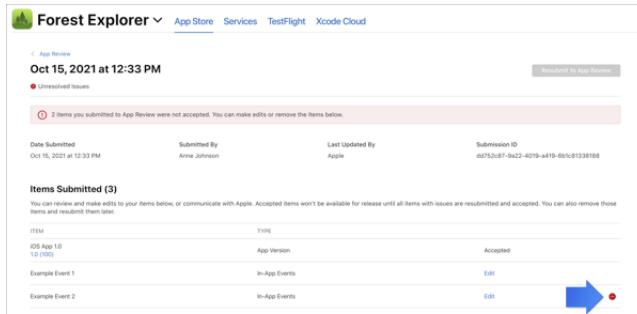
- To include a file, click Attach File and, in the dialog that appears, choose a file.
- Click Reply.

Manage a submission with unresolved issues

If you're using the updated submission experience and any of the items in your submission are rejected, the submission status will change to Unresolved Issues. A submission isn't considered approved until all items have been accepted by App Review. Items that were rejected can be either edited and resubmitted, or removed from the submission to continue with the accepted items. When a submission has a status of Unresolved Issues, more items can't be added to it.

Remove rejected items

1. From My Apps, click View App Review Issues & Messages.
2. From the In Progress section, click Resolve next to the submission.
3. Hold the pointer over the item you want to remove, then click the Delete button (-).



Once all rejected items are removed, the submission will move to the Completed section of the App Review page and will be ready to be released.

Edit and resubmit rejected items

- From My Apps, click View App Review Issues & Messages.
- From the In Progress section, click Resolve next to the submission.
- Click Edit next to the item you want to edit.

The screenshot shows the 'Edit and Resubmit' page for a submission made on Oct 15, 2021 at 12:33 PM. The submission ID is 0d752c87-9e22-4019-a119-4b1c81338188. There are 2 unresolved issues. The 'Items Submitted' table lists three items: 'iOS App 1.0 (000)', 'Example Event 1', and 'Example Event 2'. A blue arrow points to the 'Edit' button for 'Example Event 1'.

| ITEM | TYPE | Accepted |
|-------------------|---------------|-------------|
| iOS App 1.0 (000) | App Version | Accepted |
| Example Event 1 | In-App Events | Edit |
| Example Event 2 | In-App Events | Edit |

- Make the necessary changes, then click Add for Review.

Items in a submission can be edited only once before resubmission. If you no longer want to submit the item, you can remove it. Please note that removed items can't be added back to the same submission.

- Once you edit or remove all rejected items, click Resubmit to App Review from the submission details page.

The screenshot shows the 'Edit and Resubmit' page for the same submission. The 'Items Submitted' table now shows 'Example Event 1' as 'Ready for Review' and 'Example Event 2' as 'Removed'. A blue arrow points to the 'Resubmit to App Review' button.

| ITEM | TYPE | Accepted |
|-------------------|---------------|------------------|
| iOS App 1.0 (000) | App Version | Accepted |
| Example Event 1 | In-App Events | Ready for Review |
| Example Event 2 | In-App Events | Removed |

View app status history

You can view the app status history for a version of your app. Each row in the history table includes an [app status](#), the time the app status changed, and the originator of the change. Use this information to track your app through the App Review process.

To receive [user notifications](#) when the app status changes, go to [Add and edit users](#).

Required role: Account Holder, Admin, or App Manager, Marketing. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Version History.

In the table, click the disclosure triangle next to the version you want to view app status history for. The **app status** appears in the Activity column, the user who originated the change appears in the User column, and the date of the change appears in the Date column.

The screenshot shows the 'Forest Explorer' app page in App Store Connect. The sidebar on the left has 'General' selected under 'Version History'. The main content area shows the 'iOS App Store Versions' table. The table has columns for Activity, User, and Date. There are four rows in the table:

| Activity | User | Date |
|--------------------------|----------------------|-------------------------|
| ● Prepare for Submission | billjames2@mac.com | Dec 12, 2019 at 3:29 PM |
| ● Waiting for Review | annejohnson1@mac.com | Dec 12, 2019 at 3:36 PM |
| ● In Review | Apple | Dec 12, 2019 at 3:38 PM |

Below the table, it says 'Ready for Sale'.

Maintain your app

Overview of maintaining an app

After you publish your app on the App Store, you perform a number of tasks to respond to customer feedback and to maintain your app throughout its lifetime. You can perform these tasks in any order.

Monitor customer reviews, sales, and analytics

You can read and [respond to customer reviews](#) in the App Store tab. To better understand how your app is doing, you can [view sales and trends](#) and [view app analytics](#), such as crashes, sessions, and active users.

Download catalog reports

If you have several apps in your account, [generate catalog reports](#) that detail the information and settings for all your organization's apps, including in-app purchase, and metadata for Game Center leaderboards and achievements.

Create a new version

When you're ready to distribute a new build of your app, you [create a new version](#) using the same app record as your previous version. You can update the metadata for the new app version and add a description of the new features. The new version is available for free to customers who purchased a previous version.

Change pricing and availability

You can [change the price](#), [schedule price changes](#), and [change the territories](#) for your app at any time. Scheduling price changes is useful for promotions that have a start and end date.

Remove an app

If you no longer want your app to be available to customers, you can [remove it from the App Store](#), which removes all versions of the app.

Remove an app from the App Store

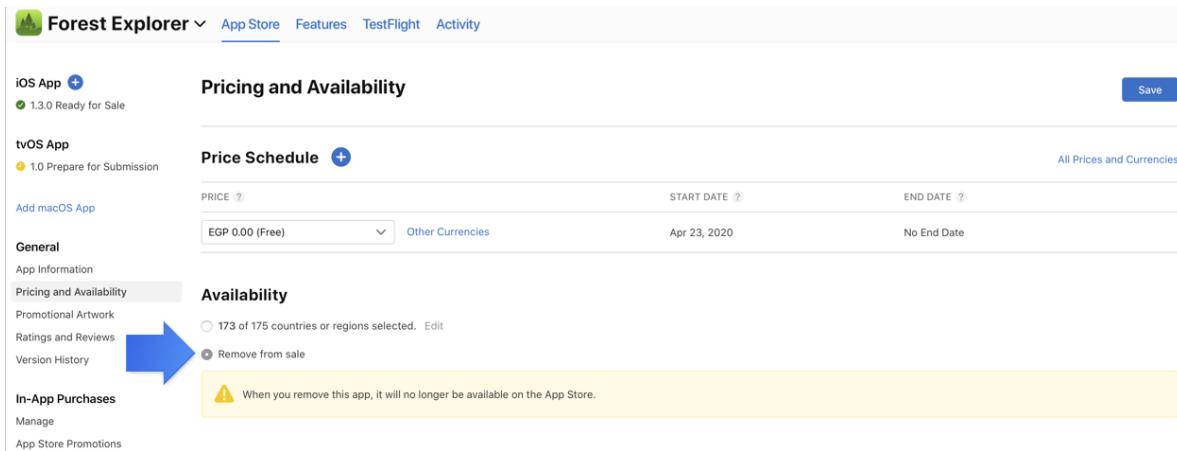
If you no longer want your app to be available to customers, you can remove it from the App Store, which removes all versions of the app. Users with previous versions of the app can't update the app, but they can still download the latest available version or restore the app to a new device, as long as you have an active contract.

In order to remove an app from the App Store, the app needs to have one version whose status is Ready for Sale.

Note: Removing an app from the App Store doesn't automatically remove its associated in-app purchases. Customers can still download in-app purchases unless you explicitly [remove them from sale](#).

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. On the right, below Availability, select Remove from sale.



4. In the upper-right corner, click Save.

The [app status](#) changes to Developer Removed from Sale, and within 24 hours your app won't be available on the App Store.

Restore an app to the App Store

If you [remove an app from the App Store](#) then create a new version of it, the [app status](#) remains Developer Removed from Sale, even after the version is approved by App Review. To release the new version, you must restore it to the App Store first.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. Below Availability, select All countries or regions selected (which restores the app to every App Store).

Click Edit if you want to [select specific countries or regions](#).

Make an app available on the App Store.

Pricing and Availability

Price Schedule

| PRICE | START DATE | END DATE |
|-----------------|--------------|-------------|
| EGP 0.00 (Free) | Apr 23, 2020 | No End Date |

Availability

173 of 175 countries or regions selected. [Edit](#)

Remove from sale

Optional, select all countries and regions.

4. In the upper-right corner, click Save.

The app status changes to Ready for Sale. Your app reappears in the store within 24 hours.

Monitor customer reviews

Ratings and reviews overview

Ratings and reviews on the App Store

Customers can rate your app on a scale from 1 to 5 stars. They can also write a review for your iOS and macOS apps, but not your tvOS apps. When a customer edits their rating or review, the most recent change will display on your App Store product page. If a customer submits a new rating or review, the existing customer review is replaced.

Your product page displays a single summary rating for your app for each country or region of the App Store, as well as individual customer ratings and reviews. iOS apps that use the [WatchKit](#) or [Messages](#) frameworks share the same rating across the App Store for iPhone, iPad, Apple Watch, and iMessage.

View ratings and reviews

You can view all customer ratings and reviews from the App Store directly in App Store Connect. You can [view the summary rating](#) for specific countries or regions. The country or region for a rating is the App Store country or region where the customer originally purchased the app. You can also [view individual reviews](#) of your app.

Respond to customer reviews

For iOS, macOS, and watchOS apps, you can [respond to customer reviews](#). When you respond to a customer review, the customer is notified of your response and has the option to update their review. If you edit your response multiple times within a short period of time (for example, to correct a typo), customers will only be notified once that you've edited your response. If a customer that you respond to changes their review, all App Store Connect users with the Admin or Customer Support role that have access to the app receive a notification (if they [set their user notifications](#) accordingly).

Your response will remain publicly visible regardless of edits made by the customer to their own review, unless you [edit a response](#) or [delete a response](#). You can edit your response at any time and only one response per review will display on your App Store product page.

All ratings, reviews, and responses are publicly viewable on your App Store product page, and therefore, your responses should be appropriate for a public audience. If you believe a review is offensive or inappropriate, [report a concern](#).

Reset app rating

You can [reset your app's rating](#) when you release a new version. Your product page will display a message stating that the app's summary rating was recently reset. This message will be displayed until enough customers have rated the new version and a new summary rating appears.

View ratings and reviews

You can view the summary rating of your app or individual customer reviews. If necessary, you can [report a concern](#) about a review.

Note: Customers can rate and review for your iOS and macOS apps, but can only rate your tvOS apps.

Required role: Account Holder, Admin, App Manager, Customer Support, Developer, Marketing. See [Role permissions](#).

The screenshot shows the 'Ratings and Reviews' section of the Forest Explorer app's page in App Store Connect. On the left, there's a sidebar with links for iOS App, tvOS App, General, In-App Purchases, and Ratings and Reviews (which is selected and highlighted in grey). The main content area displays the summary rating: 4.7 stars out of 5, based on 312,810 ratings. Below this, a specific review is shown from a user named 'username_example1' dated April 22, 2020. The review reads: 'More levels please ★★★★☆'. The user also mentions they have managed to get 4 stars on all of the levels and unlock all of the items. Another review from 'username_example2' dated April 14, 2020, says: 'Best platform for iOS ★★★★★'. Both reviews have a 'Reply' link next to them. At the bottom of the page, there are links for 'All Versions', 'All Ratings', and 'All Reviews'.

Why does my app's rating appear to have been re-set?

On iOS 11 and later, individual ratings inform your app's summary rating, which is displayed on your product page and in search results. This summary rating is based on the ratings of the version of your app that was available as of September 19, 2017, as well as ratings of later versions. This summary rating is specific to each territory on the App Store and you can reset it when you release a new version of your app. However, we recommend using this feature sparingly; while resetting the summary rating can ensure that it reflects the most current version of your app — useful if an update addresses users' previous concerns — having few ratings may discourage potential users from downloading your app. In addition, keep in mind that resetting your summary rating does not reset your app's written reviews. Past reviews will continue to display on your product page.

Why am I seeing a different rating for my app on devices running different versions of iOS?

Customers running iOS 10 or earlier will see your app's rating based on all ratings of your app. Customers running iOS 11 or later will see a summary rating based on all ratings after Sept 19, 2017.

View summary ratings

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Ratings and Reviews.

Users with only the Customer Support role will be taken directly to Ratings and Reviews after selecting an app

3. From the drop-down menu on the right side, select the platform you wish to view ratings and reviews for. For tvOS apps, you will only see ratings.
4. To view the summary rating for a specific country or region, choose the country or region from the menu above the summary rating.

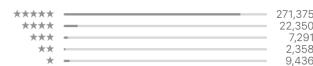
iOS App Ratings and Reviews

iOS App 

United States 

Most Recent 

4.7
out of 5



312,810 Ratings

View individual reviews

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Ratings and Reviews.

Users with only the Customer Support role will be taken directly to Ratings and Reviews after selecting an app.

3. From the drop-down menu on the right side, select the platform you wish to view ratings and reviews for. For tvOS apps, you will only see ratings.
4. To filter the list, use the pop-up menus.
 - *View reviews for a specific app version:* Choose the version from the All Versions menu.
 - *View reviews with a specific rating:* Choose the rating from the All Ratings menu.
 - *View reviews that have been edited or responded to:* Choose the option from the All Reviews menu.

The screenshot shows the Ratings and Reviews page for the app 'Forest Explorer'. At the top, there are three dropdown menus: 'All Versions' (set to 'All Versions'), 'All Ratings' (set to 'All Ratings'), and 'All Reviews' (set to 'All Reviews'). To the right of these is the total count '2,830 Reviews'. Below the filters, there are two review entries. Each entry includes the review text, the user's name ('username_example1' and 'username_example2'), the date ('Apr 22, 2020' and 'Apr 14, 2020'), and a 'Reply' link. The first review is a 4-star rating with the text: 'Forest Explorer is one of my favorite apps on the market right now. I have managed to get 4 stars on all of the levels and unlock all of the items. Although it is a fantastic app, I am hoping that you can please add more levels in an update to continue our gaming experience. Thank you.' The second review is a 5-star rating with the text: 'I couldn't stop using this. The challenges were really fun and got super hard. I only wish there were more!'. Both reviews mention Version 2.6.0 from United States and include a 'Report a Concern' link.

Report a concern

If there is an issue with a customer review, you can report your concern to Apple. The customer who wrote the review will not be notified if you report a concern.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Ratings and Reviews.

Users with only the Customer Support role will be taken directly to Ratings and Reviews after selecting an app.

3. From the drop-down menu on the right side, select the platform you wish to view ratings and reviews for. For tvOS apps, you will only see ratings.
4. Find the review and click Report a Concern

5. In the dialog that appears, choose a concern from the pop-up menu, enter a description of your concern, and click Submit.

Best platform for iOS ★★★★
by username_example2 – Apr 14, 2020

I couldn't stop using this. The challenges were really fun and got super hard. I only wish there were more!

Version 2.6.0 | United States | [Report a Concern](#)

Respond to customer reviews (iOS, macOS, watchOS)

You can respond publicly to customer reviews but only one response per review appears on your App Store product page. You can [reply to a review](#), [edit your response](#), and [delete your response](#).

Responses may take up to 24 hours to appear on the App Store. Until then, they will show as pending in App Store Connect. All edited responses will have a notation that it has been edited. Responses are only visible in the App Store app running on iOS 10.3 and later, and macOS 10.6.6 and later.

Required role: Account Holder, Admin or Customer Support. See [Role permissions](#).

Reply to a review

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Ratings and Reviews.
3. From the drop-down menu on the right side, select the platform (iOS or macOS) with the review you wish to reply to.
4. Find the review and click Reply next to the review.
5. In the dialog that appears, enter a reply in the text field and click Submit.

The screenshot shows the 'Forest Explorer' app page in App Store Connect. The sidebar on the left has sections for iOS App, tvOS App, and macOS App, with 'General' selected. Under General, there are links for App Information, Pricing and Availability, Ratings and Reviews (which is highlighted), Version History, In-App Purchases, Manage, and App Store Promotions. The main content area shows 'iOS App Ratings and Reviews' for the United States. A modal window titled 'Reply to Review' is open, showing a reply from a user named 'username_example1' dated April 22, 2020. The reply text is: 'More levels please. ★★★★☆'. Below the modal, another review from 'username_example2' is visible with the text: 'Best platform for iOS ★★★★☆'.

Edit a response

If you respond to customer reviews, you can edit and delete your responses.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Ratings and Reviews.
3. From the drop-down menu on the right side, select the platform (iOS or macOS) with the review you wish to edit the response for.
4. Find the review and click Edit Response next to the review.

You don't need to be the person who wrote the response to edit it.

5. In the dialog that appears, edit the response and click Save.

Delete a response

1. From My Apps, select your app. The page opens with the App Store tab selected.
 2. In the sidebar, click Ratings and Reviews.
 3. From the drop-down menu on the right side, select the platform (iOS or macOS) with the review you wish to delete the response for.
 4. Find the review and click Edit Response
 5. In the dialog that appears, click Delete Response.
-

Reset app summary rating (iOS, tvOS, macOS)

You can reset your app's summary rating when you release a new version. Your product page will display a message stating that the app's summary rating was recently reset. This message will be displayed until enough customers have rated the new version and a new summary rating appears.

Ratings may only be reset globally - you cannot reset by individual country or region. Keep in mind that when you reset your summary rating, it will not apply to customer reviews, which will continue to display on the App Store.

For universal apps, the reset only applies to the [platform version](#) that you reset your rating for. You cannot reset the rating of your app bundles.

Important: If you choose to reset your app's summary rating, once the new version is released you will not be able to restore the previous rating.

To see when your app's summary rating was last reset, see [View ratings and reviews](#).

Required role: Admin or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version you want to submit.
3. In the Reset Summary Rating section, select Reset rating when this version is released.
4. Click save.

After you [submit your app for review](#), your app's summary rating will reset on the App Store when the version is released.

The screenshot shows the 'iOS App' section of the App Store Connect interface. On the left, there's a sidebar with links like 'General', 'Pricing and Availability', 'Ratings and Reviews', 'Version History', 'In-App Purchases', 'Manage', and 'App Store Promotions'. The main area is titled 'iOS App 1.6' and contains sections for 'Phased Release for Automatic Updates' and 'Reset iOS Summary Rating'. The 'Reset iOS Summary Rating' section includes a note about resetting the summary rating for all countries or regions when releasing the version. It features two radio button options: 'Keep existing rating' (unchecked) and 'Reset rating when this version is released' (checked). At the top right, there are 'Save' and 'Submit for Review' buttons.

Generate catalog reports

You can generate catalog reports that detail the information and settings for your organization's catalog of apps, including in-app purchases, and metadata for Game Center leaderboards and achievements.

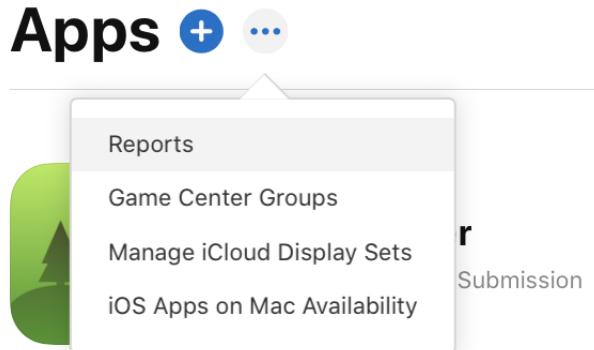
First you [request catalog reports](#) of different types, and after you receive an email that the reports are ready, you can then [download the catalog reports](#).

Each type of catalog report can be generated once per 24-hour period. If one or more of the reports requested has already been requested in the current 24-hour period, a message indicates that the report or reports won't be generated again.

Required role: Account Holder or Admin. See [Role permissions](#).

Request catalog reports

- From My Apps, select Reports from the Ellipsis menu (...) at the top-left.



- In the dialog that appears, click Request Report.

Reports

Reports that have already been generated will be available to download for 30 days. To submit a request for a new report, click Request Report.

Download Available Report

All reports are formatted as tab-delimited .txt files.

Report List

| Date Requested | Requested By | Report Type | Status |
|--|--------------|-------------|--------|
| 0 Report(s) Show 10 items/page (max 200) | | | |

If a report's status is Failed, contact us for assistance.

- Select the type of reports you want, and click Submit.

Request Report

Requested reports are available for 30 days. You can submit a request for a given report once every 24 hours. Reports are available as tab-delimited .txt files. To change your email address, go to [Users and Roles](#) module.

Games

Game Center Achievement Metadata
 Game Center Leaderboard Metadata

Apps

Apps
 In-App Purchases

Submit

Download a catalog report

1. From My Apps, select Reports from the the Ellipsis menu (...) at the top-left.
2. In the row of the report you want to view, click Available for download.

The screenshot shows the 'Reports' section of the App Store Connect interface. At the top, it says 'Reports' and provides instructions: 'Reports that have already been generated will be available to download for 30 days. To submit a request for a new report, click Request Report.' Below this is a 'Download Available Report' button and a note that all reports are in tab-delimited .txt files. A 'Request Report' button is also present. A table titled '2 Report(s)' lists two entries. The columns are 'Date Requested', 'Requested By', 'Report Type', and 'Status'. The first entry is 'Dec 22, 2021 18:24' by 'annejohnson1@mac.com' for 'In-App Purchases' with status 'Available for download'. The second entry is 'Dec 22, 2021 18:24' by 'annejohnson1@mac.com' for 'Apps' with status 'Available for download'. A blue arrow points to the 'Status' column in the table.

| 2 Report(s) | | Show 10 items/page (max 200) | |
|--------------------|----------------------|------------------------------|------------------------|
| Date Requested | Requested By | Report Type | Status |
| Dec 22, 2021 18:24 | annejohnson1@mac.com | In-App Purchases | Available for download |
| Dec 22, 2021 18:24 | annejohnson1@mac.com | Apps | Available for download |

If a report's status is Failed, contact us for assistance.

3. Open the downloaded file using your preferred spreadsheet application.

The format of a report is a tab-delimited .txt file.

Make a previous version unavailable for download

If a legal or usability issue occurs with a previous version of your app, you can prevent that version from being available for download by customers.

If the status of the version is Ready for Sale and the version has a legal or usability issue, you must submit an update for the app and indicate the issue with the previous version when submitting the new version. If you are unable to submit an update, you must [remove the app from the App Store](#).

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click Pricing and Availability.
3. At the bottom of the page, under the Last-Compatible Version Settings, select the available version.

The screenshot shows the 'Pricing and Availability' section of the App Store Connect interface. On the left, a sidebar lists sections: General, App Information, Pricing and Availability (which is selected and highlighted in grey), Ratings and Reviews, Version History, In-App Purchases, Manage, and App Store Promotions. The main content area has tabs for 'Pricing and Availability' and 'Distribution for Business and Education'. Under 'Pricing and Availability', there are fields for PRICE (set to USD 0.00 (Free)), START DATE (set to Apr 23, 2020), and END DATE (set to No End Date). Below these are sections for 'Availability' (radio button selected for 'All countries or regions selected') and 'Distribution for Business and Education' (radio button selected for 'Available on the App Store and for volume purchasing on Apple Business Manager and Apple School Manager'). A collapsed section titled 'Last-Compatible Version Settings' is also visible.

4. In the dialog that appears, uncheck any version that should not be available, and click Done.

This screenshot shows a modal dialog titled 'Edit your last-compatible version for iOS apps.' It contains a message about allowing users with incompatible devices to continue using the app via a last-compatible version. Below this, a table lists available versions with their creation dates. The 'VERSION' column shows checkboxes next to each version number; the first few versions (2.6.0, 2.5.0, 2.4.0) have checkboxes checked, while later versions (2.3.0, 2.2.1, etc.) have them unchecked. The 'DATE CREATED' column shows dates from 2018 to 2019. At the bottom right of the dialog are 'Cancel' and 'Done' buttons.

| VERSION | DATE CREATED |
|---------|--------------|
| 2.6.0 | Dec 09 2019 |
| 2.5.0 | Sep 10 2019 |
| 2.4.0 | Jun 20 2019 |
| 2.3.0 | May 03 2019 |
| 2.2.1 | Mar 18 2019 |
| 2.2.0 | Jan 14 2019 |
| 2.1.5 | Nov 12 2018 |
| 2.1.4 | Nov 02 2018 |
| 2.1.3 | Sep 27 2018 |
| 2.1.2 | Sep 13 2018 |
| 2.1.1 | Aug 02 2018 |
| 2.1.0 | Jul 10 2018 |

5. In the upper-right corner, click Save.

If the legal or usability issue is resolved, follow the same steps to enable the app version.

Measure app performance

Analytics and reporting overview

App Store Connect provides the following analytics and reporting to measure the performance of your app and view final payments made to you.

App Analytics

App Analytics provides data on user engagement and marketing campaigns with metrics such as App Store Impressions, Product Page Views, Sales, Sessions, Deletions, and more. Usage data is available for devices running macOS 10.14.1, iOS 8, and tvOS 9, or later, and data is displayed only when a certain number of data points are available.

For more information, see [About App Analytics](#).

Sales and Trends

Sales and Trends provides next-day sales and unit data so that you can measure the performance of your free or paid apps, as well as any associated in-app purchases. Transactions reported in Sales and Trends are based on the date the customer purchased the app or in-app purchase.

For more information, see the [About Sales and Trends](#).

Payments and Financial Reports

Payments and Financial Reports provides information on final payments made to you based on settled transactions and finalized proceeds using the Apple [fiscal calendar](#). Financial reports only include paid transactions where we are able to collect payment from the customer (see Schedule 2 of your Developer Agreement). You can opt-in to email alerts that notify you when financial reports are available for download in App Store Connect.

For more information, see [Getting Paid](#).

Automating Reports

You can automate downloads of your sales and financial reports with our command-line tool, [Reporter](#), or with the [App Store Connect API](#).

Differences in reporting

You may see differences between Sales and Trends reports and Payments and Financial Reports due to the following reasons:

- **Processing status.** Transactions may take time to process and close. Transactions initiated in a particular month and shown in Sales and Trends may not be reflected in Financial Reports until the customer's payment is processed and collected and an invoice is issued, which may be in the following fiscal month. Further, transactions where we are never able to collect payment will not be shown in financial reports.
- **Exchange rate.** Sales and Trends estimates the USD amount of sales and proceeds based on a rolling average of the previous month's exchange rates. All downloadable reports show amounts in the local currencies transacted by customers. Final payments in Payments and Financial Reports are based on the exchange rate used to convert each report currency to the currency of your bank account. For more information about this exchange rate, see [Getting Paid](#).

You may see also differences in sales reporting between App Analytics and Sales and Trends for the following reasons:

- App Analytics data is based on Coordinated Universal Time (UTC). By default, Sales and Trends data is shown in Coordinated Universal Time (UTC), but users can change the time zone to Pacific Standard Time (PST).
- App Analytics does not include Restores (where a user restores an app to their device from a backup) in the Re-downloads metric. Sales and Trends does included Restores in its Redownload count.
- App Analytics excludes sales metrics (in-app purchases, sales, paying users, proceeds) from TestFlight builds whereas Sales and Trends does not exclude these.
- App Analytics does not include Sales or Re-downloads on WatchOS.
- In-app purchase transactions (such as auto-renewable subscription renewals) from Removed from Sale apps are not included in App Analytics but are visible in Sales and Trends.
- Certain transactions may not be reported on the same dates in App Analytics and Sales and Trends due to some processing time differences between the two systems.

App Analytics

About App Analytics

App Analytics lets you measure user engagement, marketing campaigns, and monetization for your apps. You can use App Analytics to:

- See which sources are driving the most traffic to your app's product page.
- Calculate the conversion of users who view your app's product page to total downloads of your app (conversion rate).
- See which territories have the most engaged users (sessions, proceeds per paying user).
- Evaluate the success of your online marketing campaigns.
- See which App Clips are successful at driving first-time app downloads.
- See how many users have pre-ordered your app.

App Analytics only displays App Store and Usage data from devices running iOS 8, macOS 10.14.1, or tvOS 9, or later. To protect user privacy, we only show data in App Analytics after a certain number of data points are available. Mac usage data is available from devices running macOS 10.15.1 or later.

Required role: Account Holder, Admin, Finance, or Sales. See [Role Permissions](#).

View app metrics

App metrics are divided into three categories: App Store, Sales, and Usage.

App Store

Find out how many times your app was viewed on the App Store, and how many times users have visited your app's product page.

Sales

View the total number of pre-orders, first time app downloads, in-app purchases, and their associated sales, and view the number of your app's unique paying users.

Usage

Track a variety of user engagement metrics, such as installations, sessions, crashes, and active devices. Usage metrics are only available from users who have agreed to share their diagnostics and usage information with app developers. [Learn more](#).

Required role: Account Holder, Admin, Finance, or Sales. See [Role Permissions](#).

View metrics

1. From App Analytics, select your app. The Overview page provides a summary of key app metrics.
2. From the menu bar, click Metrics.
3. The Metrics page opens with Product Page Views displayed by default. The graph shows daily totals for the metric for the past 30 days. Hover over the graph to view data for a specific day.
4. To change the metric displayed, click the metric selector in the top left corner and choose from the complete list of app metrics.

Compare metrics

App Analytics allows you to display two metrics at a time as a ratio, which can help you calculate key performance indicators, such as conversion rate or sales per paying user.

1. From App Analytics, select your app.
2. From the menu bar, click Metrics.
3. The metric selector displays Product Page Views by default. Click the metric selector to display a list of available metrics.
4. In the Sales menu, click App Units.
5. On the right hand side, click the (...) button.
6. From the App Store menu, choose a comparable metric.
7. To view the inverse of the ratio displayed, click the double arrow icon in the top right corner.

Add filters and dimensions

App Analytics metrics can be filtered by a number of dimensions, such as device type, territory, and source type.

1. From App Analytics, select your app. The Overview page provides a summary of key app metrics.
 2. From the menu bar, click Metrics. The Metrics page displays Product Page Views by default.
 3. Next to the metric selector, click By Date, and choose a dimension. [See a complete list of dimensions.](#)
 4. You can add additional filters by clicking Add Filter. For example, add Product Page Views by Device, by Territory.
-

Create saved views

Saved Views allow you to apply filters and dimensions to your desired metrics in App Store Connect, then easily view the same data again.

1. From App Analytics, select your app.
 2. From the menu bar, click Metrics.
 3. Select your desired metrics, filters, or comparable metrics.
 4. On the right side, click Saved Views.
 5. In the Saved Views pop-up menu, click Save Current View.
 6. Enter a reference name and click Save. Return to the view at any time by clicking Saved Views.
-

View opt-in rate

App Analytics only collects usage data from users who have agreed to share their diagnostics and usage information with app developers. Your opt-in rate can tell you what percentage of your app's users have agreed to share this information with you. Opt-in data includes installations, sessions, active devices, active last 30 days, crashes, and deletions.

1. From App Analytics, select your app.
 2. On the overview page, navigate to a usage metric widget, such as Crashes.
 3. In the Crashes widget, click Opt-In Only. The pop-up menu displays your opt-in rate for the last 24 hours.
 4. To view your opt-in rate for a longer period, click Opt-In Rate History. Each day on the chart shows the average opt-in rate of all the users who installed your app in the last 90 days.
-

View App Clip metrics

App Analytics helps you analyze the performance of your App Clips.

When your App Clip card displays, it's counted as an App Clip Card View. If the user launches the App Clip by tapping the action button on the App Clip card, the App Clip installs on the user's device and is counted as an App Clip Installation. It remains on the device until there are 30 consecutive days of inactivity. If the user returns to your App Clip for at least one second, an App Clip Session is counted. If the user clicks a link in your App Clip to download your app from the App Store, the resulting App Unit is attributed to your App Clip as the source, as well as any additional App Clip Sessions or Crashes.

App Clip metrics are only available from users who have agreed to share their diagnostics and usage information with app developers.

Required role: Account Holder, Admin, Finance, or Sales. See [Role Permissions](#).

View App Clip metrics

1. From App Analytics, select the app associated with your App Clip. The Overview page provides a summary of key app metrics.
 2. From the menu bar, click Metrics.
 3. The Metrics page opens with your app's Product Page Views displayed by default. To change the metric to an App Clip metric, click the metric selector in the top left corner.
 4. From the pop-up menu, choose an App Clip metric to view.
 5. Choose a dimension and add any desired filters. Use the date picker to select a date range.
-

View in-app event metrics

App analytics help you understand how in-app events contribute to your app's acquisition, user engagement, and monetization. With App Analytics, you can understand key performance metrics such as how many users are discovering your in-app events on the App Store, how successful your in-app events were at getting users to download your app, as well as how engaged users remain with your app over time.

When a user discovers your in-app event on the App Store, an Event Impression is counted. If they already have your app installed, clicking on a link to your app from the event will count as an App Open. Users can also choose to be reminded just before your

event starts. App Analytics counts how many times users tap on those notifications bringing them to your in-app event.

To view in-app event metrics:

1. From App Analytics, select the app associated with your in-app event.
 2. Click the Acquisition tab.
 3. In the top menu bar, click In-App Events.
 4. Click on an event name in the list to display an overview page of key metrics about your in-app event. You'll see an overview of your event's performance, including how many times your event was viewed, the total number of app downloads from your event, retention, and more.
 5. View in-app event metrics.
-

View acquisition sources

App Analytics lets you view data based on where users discover your app or App Clip, so you can determine which sources are most successful at helping you acquire users.

When a user taps a link from an app, website, or App Clip card that brings them to your App Store product page, the immediate product page view is attributed to the referring app, website, or App Clip. If the user then taps to download the app for the first time, the resulting First Time Download is attributed to the referring app, website, or App Clip.

All sales and usage data for the app or App Clip are attributed to the source recorded when a user tapped to download your app or launch your App Clip for the first time. This includes data from redownloads, downloads to multiple devices sharing the same Apple ID, subscription renewals, and Family Sharing downloads.

Required role: Account Holder, Admin, Finance, or Sales. See [Role permissions](#).

View app metrics by acquisition source

Viewing your app metrics by source can help you determine which source types are most successful at driving sales and usage.

Source traffic for apps is divided into the following categories:

| Source | Definition |
|-------------------------|--|
| App Store Search | Users viewed your app or downloaded it from Search on the App Store. Includes Search Ads in App Store search. |
| App Store Browse | Users viewed your app or tapped to download it while browsing the App Store (for example, in the Today, Games, or Apps sections). |
| App Referrer | Users tapped a link in an app that brought them to your App Store product page. Includes apps using the StoreKit API to load your product page. Includes Apple apps, such as Messages, except Safari. |
| Web Referrer | Users tapped a link from a website that brought them to your App Store product page. If a chain of redirects in Safari leads to your App Store product page, the referring website will be the last URL in the chain. <i>Note:</i> For iOS apps, taps from websites in non-Safari web browsers, such as Chrome, are attributed as that web browser app in App Referrers. For macOS apps, taps from non-Safari web browsers are attributed to Web Referrers. |
| App Clip | Users tapped a link in your App Clip that brought them to your App Store product page. If the user then downloaded your app, the resulting Download is attributed to your App Clip as the source. |
| Institutional Purchases | Users downloaded your app from Apple Business Manager or Apple School Manager. |
| Unavailable | Sales and usage data display sources as unavailable if users downloaded your app before App Analytics started tracking source attribution on April 15, 2017. As users download your app for the first time, you will see more complete sources data. If a user downloads your app using an App Store gift card or promotional code, the source type will also show as unavailable. |

1. From App Analytics, select your app.
2. In the menu bar, click Sources.
3. The Sources page displays all source data for Product Page Views by default. Use the metric picker on the right side to select a metric. Data is displayed.

View App Clip metrics by invocation source

Viewing your App Clip metrics by invocation source can help you determine which sources are most successful at driving app downloads and engaging users.

App Clip metrics, including App Clip Card Views, App Clip Installations, App Clip Sessions, and App Clip Crashes, are attributed to the source that first displayed the App Clip card to the user. App Clip metrics are only available from users who have agreed to share their diagnostics and usage information with app developers.

Default App Clip experience invocations include Messages and Web Referrer sources. To learn more about configuring additional invocation methods, see [Configuring Your App Clip's Launch Experience](#).

The following invocation sources are available in App Analytics:

| Source | Definition |
|----------------|---|
| Siri | Siri suggested your App Clip in response to a user, they tapped the suggestion, and your App Clip card was displayed. |
| NFC Tags | A user held their iPhone near an NFC tag that you placed at a specific location and your App Clip card was displayed. |
| Maps | A user tapped on a place card in Apple Maps, followed the link to your App Clip, and your App Clip card was displayed. |
| Messages | Your App Clip card was displayed after a user tapped a link they received through the Messages app. |
| QR Code | A user scanned a QR code with their device and your App Clip card was displayed. |
| App Clip Code | A user scanned an App Clip Code with their device and your App Clip card was displayed. |
| Location Based | Your App Clip card was displayed due to the user's location settings. |
| App Referrer | Your App Clip card was displayed after a user tapped on a link in another app, such as the Notes app or Facebook. Safari, Maps, and Messages are not included in app referrers. |
| Web Referrer | A user tapped on an invocation URL or Smart App Banner in Safari which invoked the App Clip Card. A detailed breakdown of web referrers is not available. |

1. From App Analytics, select your app. The Overview page provides a summary of key app metrics.
2. From the menu bar, click Metrics.
3. The Metrics page opens with Product Page Views displayed by default.

4. To change the metric displayed, click the metric selector in the top left corner and choose from the complete list of App Clip metrics. Note that these will only display if your app has a corresponding App Clip.
-

Manage campaigns

App Analytics allows you to generate campaign links for use in marketing materials. When a user clicks an ad with your campaign link, they are redirected to your app's product page on the App Store. When you generate a campaign link, you also receive a campaign token and a provider token to use in other campaigns.

Required role: Account Holder, Admin, Finance, or Sales. See [Role permissions](#).

Create a campaign link

1. From App Analytics, select your app.
2. In the menu bar, click Sources.
3. In the drop-down menu on the left, choose Campaigns.
4. Click the (+) button next to Campaigns.
5. In the pop-up menu under App, select your app from the list.
6. In the Campaign field, enter a campaign name. Your campaign name will be your campaign token. You can use up to 40 alphanumeric characters, spaces, and the following punctuation marks and characters:

[] / \ - ~ + = < > : ; , . _ ' " * & \$ % # @ ? ! | { } ()

A space can't be used as the first or last character in the campaign token.

7. Copy the campaign link to use in your marketing materials.

Example: `https://apps.apple.com/app/apple-store/id123456789?pt=123456&ct=test1234&mt=8`

Use your campaign and provider tokens

When you generate a campaign link, you also receive a campaign token (identified by the `ct=` parameter) and a provider token (identified with the `pt=` parameter) that you can place in your other campaigns.

Smart App Banners

If you promote your app with [Smart App Banners](#) in Safari, you can add your campaign token and provider token when [implementing a Smart App Banner on your website](#).

StoreKit

To track advertising and campaigns in apps that use the [StoreKit framework](#) to load your [product page](#), add your campaign token and provider token using [SKStoreProductParameterCampaignToken](#) and [SKStoreProductParameterProviderToken](#).

App Store for iMessage

For targeted campaigns for the App Store for iMessage, add the `&app=messages` parameter to your campaign link to ensure that the user is directed to your app's product page on the App Store for iMessage. iMessage and sticker pack extensions share a product page with the associated iOS app.

Example: <https://apps.apple.com/us/app/apple-store/id439104108?pt=8668&ct=test123&mt=8&app=messages>

View campaign performance

Campaigns only display in App Analytics after more than a day has passed since campaign launch and at least five First Time Downloads are attributed to the campaign. Your campaign must also include your provider token and a campaign token.

If a user downloads your app for the first time within 24 hours of using your campaign link or campaign token, you will see this counted as a First Time Download. If a user clicks more than one campaign link during a certain period, only the most recent campaign link is credited for sales that happen after it's used.

1. From App Analytics, select your app. The Overview page provides a summary of key metrics about your app.
2. Click Sources.
3. In the drop-down menu on the left, choose Campaigns.
4. From the date picker in the top-right, choose a date range. You can view a predefined period (for example, Last 7 Days) or enter a custom range. By default the date picker will display the last 30 days.
5. In the upper-right corner, choose an App Purchase Date.

Tip: To export the data in the list, click the download icon in the upper-right corner of your screen. Keep in mind that this list includes only a limited number of your top referrers. Data will be exported in CSV file format.

Measure app retention

App Analytics Retention measures the usage of your app over time.

1. From App Analytics, select your app.
2. Click Retention.
3. In the upper-right corner, choose a start date.

The table displayed shows the percentage of devices on which your app was used in the days after the first installation.

For example, if your app was first downloaded by customers on 100 devices on May 1, and seven days later on May 8, 20 devices are still active with at least one session, the retention rate on May 8 is 20% (or 20 active devices out of 100).

View product page optimization results

Product page optimization helps you evaluate which version of your product page is most effective at getting users to download your app. These tests use a range of modern and rigorous Bayesian techniques and require minimal overhead to launch a test, transparently communicate changing results as they arrive, and identify the best version as quickly as possible. This methodology is designed by Apple specifically for App Store product page data, so you can evaluate results every day with the confidence that you're receiving the most accurate and up-to-date information.

Once a test gathers enough impressions for 90% confidence, a treatment may be marked as Performing Better or Performing Worse, compared to your chosen baseline. (This baseline is the original product page by default, and can be changed to a treatment at any time.) The main measure of performance for each product page version is the conversion rate — the percentage of users that downloaded your app after seeing the product page. If the amount of data required to reach a high confidence level is more than you'll likely receive based on your test's traffic partway through the test, we'll let you know that your test may be inconclusive.

Your test results will indicate an estimated conversion rate for each variant, an estimated lift in conversion between variants, and Apple's level of confidence in the results. To calculate this, Apple takes into account a range of prior information about the performance of your app's product page. This helps ensure that there's enough data to report on a difference between your variants.

View test results

Product page optimization helps you evaluate which version of your product page is most effective at getting users to download your app.

1. From App Analytics, select your app.
2. Click the Acquisition tab.
3. In the top menu bar, click Product Pages.
4. Click a test's name in the Product Page Optimization list. Only the most recent and currently running tests are shown.

You'll see an overview of your test's performance, including an estimate of which treatment is performing best. By default, your original product page is the baseline. If your test has multiple treatments, you can change the baseline to one of those treatments. Use the Improvement switch to display results by Improvement or Conversion Rate. Use the menu to view different test results.

Once a test gathers enough impressions to have at least 90% confidence in the results, a treatment may be marked as either Performing Better or Performing Worse compared to your chosen baseline. By default, the baseline is your original product page, and can be changed to any of your treatments at any time.

The methodology used in product page optimization is described in [Interpreting Adaptive Optimization](#).

[View terms and definitions.](#)

Sales and Trends

About Sales and Trends

[Sales and Trends](#) provides next-day sales and unit data so that you can measure the performance of your free or paid iOS, tvOS and macOS apps, as well as any associated in-app purchases. Data in Sales and Trends is recorded when a customer initiates a transaction on the App Store. Sales data for iMessage apps and sticker packs is included in the data for the containing iOS app.

- On the overview page, view top apps or in-app purchases and their contribution to your overall business.
- If you offer auto-renewable subscriptions, view subscriptions data on the summary, retention, state, and event pages to gain quick insight into the performance of your subscriptions business.
- View units, proceeds, sales and pre-orders with options to filter data by selected time period, app, subscription, and territory.
- You can also download and view reports in order to further analyze the performance of your app or subscriptions.

Note: If you transfer your app, you will continue to have access to information for sales that occurred prior to the transfer. You will not be able to see data for sales that occur after the transfer has completed.

View Units, Proceeds, Sales, and Pre-Orders

Sales and Trends estimates the USD amount of sales and proceeds based on a rolling average of the previous month's exchange rates.

By default, data is shown in Coordinated Universal Time (UTC). To match the time zone used by downloaded reports, select Pacific Standard Time (PST). A day includes transactions that happened from 12:00 AM to 11:59 PM for the selected timezone.

Units

By default, units displays app units, in-app purchases, and app bundles. You can apply filters to view the number of updates, re-downloads, and app units originated from pre-orders.

App and Bundle Units

The number of first-time purchases of your app or bundle. An app unit or bundle unit is counted when a customer taps the 'Buy' or 'Get' button for the first-time. App updates, downloads from the same Apple ID onto other devices, and re-downloads to the same device are not counted. Family Sharing downloads are included for free apps, but not for paid apps.

In-App Purchases

The number of in-app purchases, including consumables, non-consumables, auto-renewable subscriptions, and non-renewable subscriptions. In-app purchases restored by users are not counted. For more information, see [in-app purchase types](#).

Sales

The total amount billed to customers for purchasing apps, app bundles, and in-app purchases. Sales are inclusive of any applicable taxes we collect and remit per Schedule 2 of the Paid Applications agreement. Sales for iMessage apps and sticker packs is included in the data for the containing iOS app.

Proceeds

The amount you receive on sales of your apps and in-app purchases. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement. Proceeds in Sales and Trends are not final. To view final proceeds based on closed transactions, view [Getting Paid](#).

For paid subscriptions that have been active for less than one year, you receive 70% of the subscription price, minus applicable taxes, or the Rate Before One Year. After a subscriber accumulates one year of paid service, you receive 85% of the subscription price, minus applicable taxes, or the Rate After One Year.

Pre-Orders

Before releasing your app on the App Store for the first time, you can choose to offer it as a pre-order. Making your app available for pre-order allows customers to order it before its release date and automatically download it once it's available. Upon fulfillment to the customer, a pre-order will be reflected as an app unit. If a pre-order is a paid app unit, then the associated sales from the pre-order will also appear upon fulfillment.

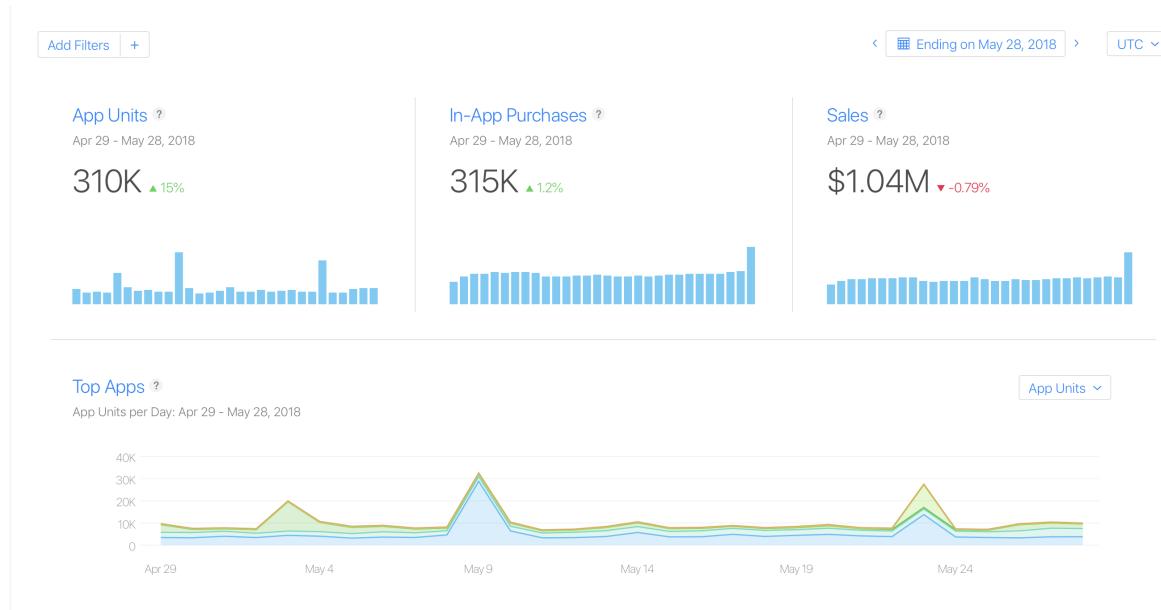
Required role: Admin, Finance, or Sales. See [Role Permissions](#).

View top apps or in-app purchases

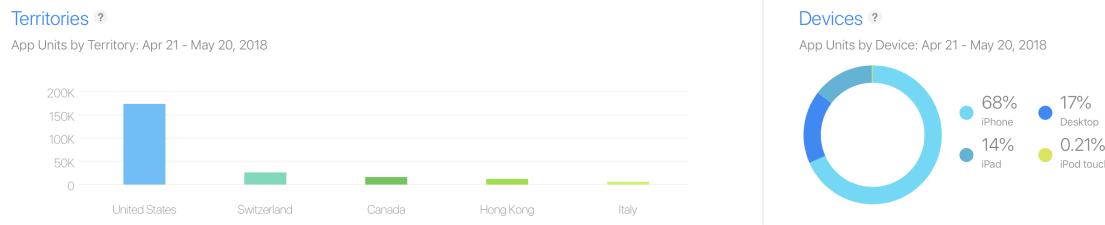
1. From the App Store Connect homepage, click Sales and Trends.

Users will be taken to an overview of their top apps and in-app purchases.

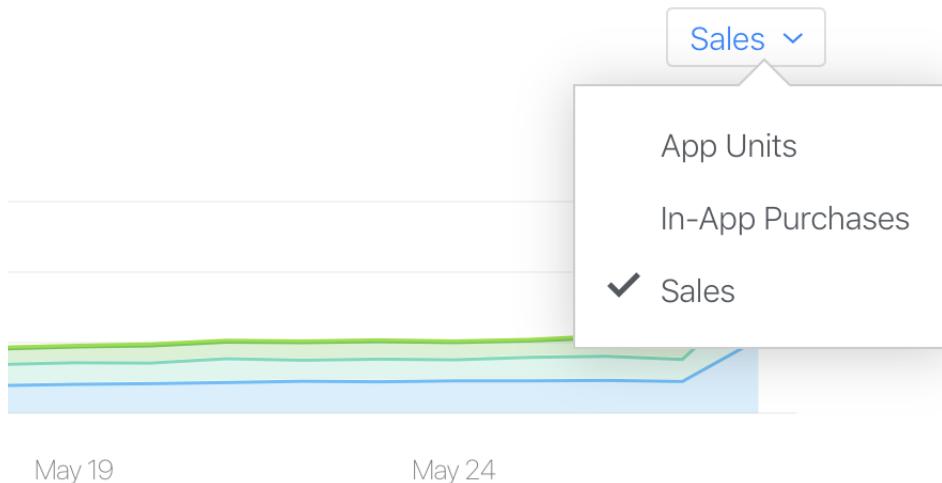
2. In the upper-right corner, choose a date range.
3. Use the drop down menu to select app units, sales, or in-app purchases.



4. Use the graphs at the bottom to view data by device type and territory.



5. To see what apps and in-app purchases have the most sales, select sales from the drop down menu.



View units, proceeds, sales, and pre-orders

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, click Units, Proceeds, Sales, or Pre-Orders.

By default, units displays app units, in-app purchases, and app bundles. Updates and redownloads are excluded, but can be added using a filter.

3. In the upper-right corner, click the pop-up menu and choose a time zone.
4. In the upper-right corner, choose a date range.

You can view a predefined period (for example, Last 7 Days) or enter a custom range.

You can also choose a period using the date slider below the main graph.

5. Click Add Filters, and choose a dimension.

You can create saved views based on the selected dimensions.

6. Click a row in the table below the graph to add the corresponding value to your filters.

For example, if you filter by territory and click the Europe row, the graph and table will display data for territories in Europe.

Create saved views

You can save your current chosen date range, group, and filter selections. You can later choose your saved views from the Sales page menu.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, click Units, Proceeds, Sales, or Pre-Orders.
3. Click Add Filters, and choose a dimension.
4. On the left side, select the + next to Saved Views.
5. Give the saved view a name and click Save.
6. Return to your saved view at any time by choosing it from the Saved section on the left side.

View refunds

Your daily Unit totals include any processed refunds. However, you can see your total number of refunds in Sales and Trends by using Filters.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. In the upper-right corner, choose a date range.

3. In the upper-left corner, click Add Filters and choose Transaction Type.
 4. Under Transaction Type, choose Refunds. Refunds are shown as negative unit values on the right-hand side. Percentage Range shows the change in Refund totals from the previous period for each app or in-app purchase.
-

View hourly sales data

You can view data for your apps and in-app purchases for the last 24 hours. Data is displayed for a rolling period of the previous 24 hour period, and is generally available within two hours.

To view your last 24 hours of sales data:

1. From the App Store Connect [homepage](#), click Sales and Trends.
 2. On the left side, click Units, Proceeds, Sales, or Pre-Orders.
 3. In the upper-right corner, click the date picker and select Last 24 Hours.
 4. Filter by Content to see data for a specific app or in app purchase, or by Territory to view where your app's performance is highest.
-

Why do I see sales for in-app purchases in territories in which my app is not available?

While apps are only available for sale in the territories you specify, in-app purchases are available in all territories. This allows customers to continue using apps they own, for example, after they move to a different country or region. Customers can only make in-app purchases if they already own that app.

Why am I seeing more updates than the total downloaded units in Sales and Trends?

Your total downloaded units are based on unique users. Updates are counted on every device on which they are installed, even when the device shares the same Apple ID. If you release frequent updates of your app, you may see significantly more updates than total downloads.

View Subscriptions Data

On the Subscription Summary Retention, Event, and State pages, you can see sales and activity for your auto-renewable subscriptions.

Time Zone: Data is shown in Pacific Time (PT). A day includes transactions that happened from 12:00 a.m. to 11:59 p.m. PT.

Required role: Admin, Finance, or Sales. See [Role Permissions](#).

View subscription data for a selected period

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, choose Subscriptions Summary.
3. In the upper-right corner, choose a date.

Data in the graphs will change based on the chosen end date. For example, if you select an end date of April 26th, you will see the number of Active Subscriptions on April 26th, as well as a graph showing daily Active Subscriptions for the 30 days prior to April 26th.

4. Click Add Filters, and choose a dimension.

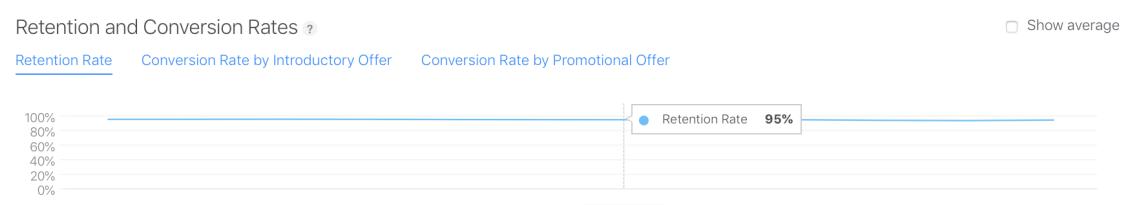
You can filter by dimensions such as app, subscription, or territory.

5. Navigate to the graph that you want to view.

View retention and conversion rates

You can view monthly retention and introductory price conversion rates for the twelve months preceding a selected end date. By default, you will see the rate across all of your subscription offerings (for example, 1-month and 1-year subscriptions), unless you filter by a particular subscription.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, select Subscription Summary.
3. Scroll down to Retention and Conversion Rates.



Selecting Retention Rate will show the number of subscriptions that renewed during a specific period, divided by the number of subscriptions that were up for renewal during the same period. Upgrades, downgrades, and crossgrades do not count as a subscription renewal.

Selecting Conversion Rate by Introductory Offer and Conversion Rate by Promotional Offer will show the percentage of subscriptions that converted to the standard price at the end of the introductory or promotional period.

View active subscriptions by proceeds rate

For paid subscriptions that have been active for less than one year, you receive 70% of the subscription price, minus applicable taxes, or the Rate Before One Year. After a subscriber accumulates one year of paid service, you receive 85% of the subscription price, minus applicable taxes, or the Rate After One Year.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, choose Subscriptions Summary.
3. Scroll down to Active Subscriptions by Proceeds Rate.
4. Hover over the graph to view the data by month.

Only subscriptions active on the last day of each month are counted.



View subscription events

You can view subscription events in Sales and Trends, including the number of times subscribers activate, change, and cancel their subscriptions. To view your subscription events:

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side under Subscriptions, choose Events.
3. From the right side, click the date picker to choose a date range. The graph will update to show data for the selected period.
4. Click Add Filters, and choose a dimension.

Subscription events are grouped into the following event types:

- **Activations:** the number of times your customers started a subscription for the first time. Includes standard price subscriptions and introductory offers.
- **Cancellations:** the number of canceled subscriptions. Cancellations can occur when a subscriber turns off auto-renew, or when the App Store is unable to successfully bill a customer in billing retry for a renewal. In the case of a subscriber turning off auto-renew, the event is counted when the subscription expires at the end of the period. In the case of subscriptions in billing retry, the event is counted at the last billing attempt.

- **Conversions to Standard Price:** the number of introductory or subscription offers that have renewed to a standard price subscription.
- **Reactivations:** the number of previously canceled subscriptions that have re-reactivated to a subscription in the same group, including upgrades, downgrades, and crossgrades.
- **Refunds:** the number of subscriptions refunded to customers. Includes full and partial refunds.
- **Renewals:** the number of subscriptions that have renewed. Includes upgrades, downgrades, and cross grades, as well as introductory or subscription offer renewals.
- **Renewals from Billing Retry:** the number of subscriptions that have successfully renewed out of the billing retry state. Does not include subscriptions that renewed during a 6 or 16 day Billing Grace Period window.
- **Enter Billing Retry:** the number of subscriptions that have not renewed due to a billing issue. When a subscription expires due to a billing issue, Apple will attempt to renew the subscription and collect payment for up to 60 days. Includes subscriptions that previously entered a 6 or 16 day Billing Grace Period but did not renew.
- **Enter Billing Grace Period:** the number of subscriptions that have not renewed due to a billing issue, and have entered a 6 or 16 day Billing Grace Period window.
- **Renewals from Billing Grace Period:** the number of subscriptions that successfully renewed from a 6 or 16 day Billing Grace Period window.

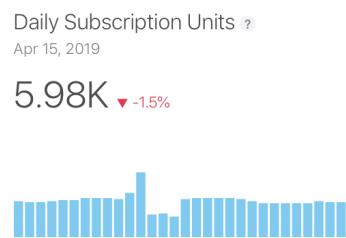
For a complete list of subscription events by type, see [Subscription Events](#).

View active subscription data

Active paid subscriptions are the total number of auto-renewable subscriptions that are currently active, including paid subscriptions with introductory pricing, paid subscription offers, excluding free trials and marketing opt-ins. A subscription is active during the period for which the customer has paid.

You can also view your daily subscription units, which are the total number of subscription purchases, renewals, and reactivations (minus refunds) and the associated sales from those transactions. Free trials are not included.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side under Subscriptions, choose Summary.
3. Your active subscriptions data will display at the top of the page.



Compare retention by start month

Subscription Start Month allows you to compare retention of subscriptions started in specific months.

1. From the App Store Connect [homepage](#), click Sales and Trends.
2. On the left side, choose Subscription Retention.
3. Scroll down to Retention Trends.
4. From the right side, click Subscription Start Month to choose a month. The graph will update to show retention rate over consecutive renewal periods. By default, all subscription durations are included.
5. Click Add Filters, and choose a dimension.

You can filter by dimensions such as duration.

How can I determine which prices my subscribers are paying?

The [Subscription report](#) includes the number of active subscriptions and corresponding customer prices.

Download and View Reports

You can download [Sales and Trends reports](#) directly from App Store Connect. You can also automate downloading of reports using the App Store Connect API or [Reporter](#).

The following reports are available for download in Sales and Trends:

- [Summary Sales Report](#). Aggregated sales and download data for your apps and In-App Purchases.
- [Sales Events Report](#). The dates of significant sales events for your apps and in-app purchases across various territories and devices.

- [Subscription Report](#). Total number of Active Subscriptions, Subscriptions with Introductory Prices, and Marketing Opt-Ins for your auto-renewable subscriptions.
- [Subscription Event Report](#). Aggregated data about subscriber activity, including upgrades, renewals, and introductory price conversions.
- [Subscriber Report](#). Transaction-level data about subscriber activity using randomly generated Subscriber IDs.
- [Magazine & Newspapers Report](#). Transaction-level data for Magazines & Newspapers apps using randomly generated Customer IDs.
- [Pre-Order Report](#). Aggregated data for your apps made available for pre-order, including the number of units ordered and canceled by customers.

Time zone: Reports are based on Pacific Time (PT). A day includes transactions that happened from 12:00 a.m. to 11:59 p.m. PT.

Download & View Reports

You can also automate downloading of your Sales and Trends and Payments and Financial Reports with the command line tool, [Reporter](#), or with the [App Store Connect API](#).

1. From the App Store Connect [homepage](#), click Sales and Trends.
 2. On the left side, choose Download Data Reports.
 3. Scroll to the Report that you want to download.
 4. Choose a vendor and date or report period.
 5. Click Download.
 6. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
On macOS, double-click on the compressed GZIP (.gz) file to unzip it.
 7. Open the extracted tab-delimited text (.txt) file in a spreadsheet application.
On macOS, control-click the tab-delimited text (.txt) file to open a shortcut menu and select Open With. Or right-click to open a shortcut menu on Windows.
-

Why don't my Sales and Trends reports match up with reports from Payments and Financial Reports?

Sales and Trends provides next-day data so that you can see the performance of your app and in-app purchases, while Payments and Financial Reports provides final proceeds. To learn more about differences in reporting, see [Analytics and Reporting Overview](#).

Why do some transactions show zero proceeds, even though my app isn't free?

Your reports include app updates. Updates are always free and these transactions will show Product Type Identifier 7. App sales will show Product Type Identifier 1 and can either be free or paid.

Why am I seeing refunds for an amount that is less than the customer price?

Customers that paid for subscriptions may get a pro-rated or partial refund to factor in the content they've already received.

Manage agreements, tax, and banking

Agreements, Tax, and Banking overview

The [Apple Developer Program License Agreement](#) allows you to distribute free apps on the App Store as part of the Apple Developer Program. Before you can sell apps or offer in-app purchases, the Account Holder must [sign the Paid Applications Agreement](#), an addition to the Apple Developer Program License Agreement.

To receive payments from Apple, you will also need to [enter banking information](#) and [submit tax forms](#). App Store Connect will verify the information you provide.

If you're enrolled as an individual, your legal name displays as the Seller on your App Store product page. Alternatively, organizations may set a registered trade name to display as the Seller. For example, if your legal entity name is "Apps Company LLC", your trade name may simply be "Apps." You can set this trade name in the Company Name field only when [adding an app to your account](#) for the first time.

You must have the Account Holder, Admin or Finance role in order to view the Agreements, Tax and Banking. However, only the Account Holder can sign agreements.

Sign and update agreements

To sell your apps or offer in-app purchases, the Account Holder user must sign the Paid Applications Agreement.

Required role: Account Holder. See [Role permissions](#).

Sign a paid agreement

- From the [home page](#), click Agreements, Tax, and Banking.



- In the Agreements section, find the Paid Applications Agreement, then click View Terms and Agree to accept the terms.
- Verify your legal entity information is correct in the dialog, then click Add. Enter the same information that you provided when you enrolled in the [Apple Developer Program](#).
- Read and accept the terms, then click Agree. You can also download a copy of the agreement.

Important: Once this contract is requested, you can't undo this action.

Renew an expiring Paid Applications Agreement

If you renew your membership after it expires, you'll need to agree to the Paid Applications Agreement again. This agreement must be active in order for you to submit or update paid apps and in-app purchases

- From the home page, click Agreements, Tax, and Banking.
- In the Agreements section, find the Paid Applications Agreement, then click Renew Agreement.

Accept the latest agreement

When a new version of the Paid Applications Agreement is available for you to sign, an alert appears in App Store Connect. You will not be able to create a new app or in-app purchase unless until you have agreed to the most recent version of the Paid Applications Agreement.

- From the home page, click Agreements, Tax, and Banking.
- In the Agreements section, find the Paid Applications Agreement on the right, then click View and agree to the terms.
- In the dialog, read and accept the terms, then click Submit.

Update your legal entity information or address

Legal entity information is provided when enrolling in the Apple Developer Program and is tied to contracts associated with your membership.

To update the legal entity name and address that appear in Agreements, Tax, and Banking, [contact us](#).

Keep in mind that:

- You may need to provide business documentation to support your request.
- Once changes are approved, it can take up to two weeks for the updates to appear in App Store Connect.

Make sure to also provide any updated tax or banking information. Some updates may generate a new Paid Applications Agreement, which will be ready for you to accept once the update has finished processing. Your new legal entity name will also appear on the App Store.

View agreements status

You can view all your agreements and their status and enter any missing information. You can also view expiration dates and download PDFs of your agreements.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

View the status of an agreement

- From the [home page](#), click Agreements, Tax, and Banking.



- In the Agreements section, find the agreement you want to view. The status appears on the corresponding row.

| Status | Description |
|-----------------------------------|---|
| New | The agreement has not been signed. |
| Pending User Information | You've signed an agreement, but it's not in effect because you haven't finished providing required information. |
| Processing | You've provided all information and we're reviewing your agreement. |
| Active | The agreement is in effect. |
| Active (Pending User Information) | The agreement is in effect, but you haven't finished providing required information. |
| Active (New Agreement Available) | A new version of the existing active agreement is available for you to sign. |
| Pending (New Legal Entity) | You've made changes to your legal entity and new banking and/or tax forms are required. |
| Pending (New Agreement Available) | A new version of the existing pending agreement is available for you to sign. |
| Inactive | The agreement has expired. |

Download a copy of an agreement

You can download a copy of your agreements at any time in App Store Connect.

- From the homepage, click Agreements, Tax, and Banking.
- In the Agreements section, find the agreement you want to download, then click View Terms.
- Click Download Agreement Terms.

Enter banking information

To receive payments from Apple, you need to submit electronic [banking information](#). Note that in order to add banking information, you will first need to [sign a Paid Applications Agreement](#).

The information you provide should apply to your own bank only (not for an intermediary or correspondent bank), and should include a routing number that is unique to your bank account.

You may also be required to provide additional documentation to receive payments in certain territories. If an Apple banking partner needs more documentation than what you provided, they'll reach out to you directly. If you'd like us to verify the request from the Apple banking partner before you send them the requested documents, [contact us](#). Note that Apple may also request additional information or documentation.

You must submit all required tax forms needed for your paid contract in order for us to process banking information.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

Add banking information

- From the [home page](#), click Agreements, Tax, and Banking.



- On the Agreements tab, find the Paid Apps row and click Set up Tax and Banking.
- Under Bank Accounts, click Add Bank Account.
- Fill in the required fields and select the checkbox next to "I have read and agree to the statement above."
 - Make sure to enter the name exactly as it appears on your bank account or your payment may be rejected.
 - Click "Don't know your ABA Routing Number?" to search by your bank's name, city, or postal code to find and select your bank. Not all branch locations are published in App Store Connect. Select a branch using the routing number for your bank account if you do not see your branch location listed.
 - In the Bank Account Number field, enter the bank account number of the legal entity or individual enrolled in the Apple Developer Program.
 - In the Account Holder Name field, enter the bank account holder's name.
 - In the IBAN field, enter your IBAN (International Bank Account Number) if applicable. An IBAN is used for payments to bank accounts in Europe and certain other regions.
 - In the Bank Account Currency pop-up menu, choose the primary currency of the bank account to ensure successful payments.
- Click Save.
 - If you're an Admin or Finance user adding banking information, the Account Holder will need to approve the information in App Store Connect before it's processed.
- Once your banking information is complete, it appears on the Banking tab. Depending on where your bank is located, there may be additional required fields.

Edit existing bank information

You may update your banking information at any time, unless the information you submitted is currently processing. Keep in mind that if you change your banking information, we may have already begun processing your payment for the fiscal month, so it may not be sent to your new bank account until a future payment.

1. From the home page, click Agreements, Tax, and Banking.
 2. From the top navigation, click Banking.
 3. Click the name of the bank account you want to edit.
 4. Make your edits, then select the checkbox next to "I have read and agree to the statement above."
 5. Click Save.
-

Change bank accounts

If you would like to receive payments from Apple to a different bank account than the one you are currently using, you can change your primary bank account at any time in App Store Connect. Keep in mind that if you change your bank account, we may have already started processing your payment for the fiscal month, so it may not be sent to your new bank account until a future payment.

1. From the [home page](#), click Agreements, Tax, and Banking.
2. On the Agreements tab, click "Paid Apps".
3. Scroll down to the Bank Accounts section.
4. Next to your primary bank account, click Edit.
5. From the pop-up menu, choose Replace with New Account. If you would like to change your primary bank account to a previously used account, choose Replace with Existing Account.
 - If you are an Admin or Finance user choosing Replace with New Account, the Account Holder will need to approve the new banking information in App Store Connect before the change is processed.

Approve a pending banking change

If you are the Account Holder for a team with multiple App Store Connect users, you will need to approve the following banking information changes before they're processed:

- Adding a new bank account
- Replacing a bank account
- Editing an IBAN

When an Admin or Finance user initiates a change, the Account Holder receives an email asking them to review the updated information in App Store Connect.

1. From the [home page](#), click Agreements, Tax, and Banking.
2. On the Agreements tab in the Paid Apps row, click Approve Bank Changes. You'll be shown the proposed change.
3. Click Approve to authorize the change or click Reject to deny the change.

After the Account Holder approves the change, it will be processed within 24 hours. If they reject the change, your bank account details will not be updated.

| Property to Edit | How to Update |
|--|--|
| Account Holder Name | Follow the steps in Edit existing bank information . |
| Address | |
| Account Holder Type | |
| Bank Account Type | |
| Bank Account Currency | |
| IBAN ¹ (if applicable), or other territory-specific information such as tax IDs or vendor contact information | |
| Bank Territory | Follow the steps in Change bank accounts . |
| Bank Code | |
| Bank Account Number | |
| Select another bank account that is already set up | On the Paid Applications Agreement page, next to the current Bank Account, select Replace with Existing Account. |

¹If you are an Admin or Finance user updating the IBAN, the Account Holder will need to approve the change in App Store Connect before it's processed.

Can I receive payments to multiple banks?

No. You may only receive payments at one bank.

Why am I getting a "Please enter valid bank account number" error message?

If your bank account number has leading zeros, make sure you've included all leading zeros when entering your banking information. Your bank account number and your IBAN are two separate numbers. Make sure you haven't entered your IBAN in the bank account number field.

Submit tax forms

Tax forms overview

In order to submit tax forms, you first need to sign the [Paid Applications Agreement](#). You'll then see the required tax forms, many of which can be submitted electronically.

Note: You can submit changes to your tax information by emailing vendortax@apple.com. We process all changes that we receive, and will notify you if there is a question or concern. Please note that App Store Connect won't show changes to tax forms sent to Apple. You'll continue to see the tax information that you originally provided online.

| Form | Required |
|---------------------|--|
| U.S. Tax Forms | Required for all developers. Go to Provide U.S. tax information . |
| Australia Tax Forms | Required for developers based in Australia or registered for Australian GST. Go to Provide Australia tax information . |
| Canada Tax Forms | Required for developers based in Canada or registered for Canadian GST/HST. Go to Provide Canada tax information . |
| Brazil Tax Forms | Required for developers based in Brazil. Optional for developers based outside of Brazil. Go to Provide Brazil tax information . |
| Taiwan Tax Forms | Required for developers based in Taiwan, or who file taxes in Taiwan. Go to Provide Taiwan tax information . |
| Korea Tax Forms | Required for developers based in Korea. Go to Provide Korea tax information . |
| Singapore Tax Forms | Required for developers based in Singapore. Go to Provide Singapore tax information . |
| Mexico Tax Forms | Required for developers based in Mexico or developers tax registered in Mexico. Go to Provide Mexico tax information . |

Provide U.S. tax information

To meet the requirements of the Paid Applications agreement, all developers must complete a U.S. tax form.

Depending on where your legal entity address is based, you will be required to complete a U.S. tax form and any applicable certification for your agreement to go into effect. If you are based in the United States, you are prompted to complete a W-9 form. If you are based outside the United States, the W-8BEN, W-8BEN-E, or W-8ECI may be required,

but you will be prompted to complete a series of questions to direct you to the most appropriate tax form and any applicable certification. If your tax form is not available to you in App Store Connect, [contact us](#).

The U.S tax form section will display a field for a tax identification number. For an individual, this is either a Social Security Number (SSN) or an Individual Taxpayer Identification Number (ITIN). For a business entity, the taxpayer identification number is the Employer Identification Number (EIN). For more information about tax identification numbers, see the [Internal Revenue Service website](#).

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

Add U.S. tax information

1. From the [homepage](#), click Agreements, Tax, and Banking.



2. In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
3. Under Tax Forms, click Complete U.S. Tax Forms and follow the instructions.

The form or certification presented must be completed for your Paid Applications Agreement to go in effect.

Tip: Use the downloadable instructions and tip sheets near the top of the page to help you provide the right information for your W9, W-8BEN, or W-8BEN-E.

4. Verify that the information you entered is correct and complete, and then click Submit.
Note: After you click Submit, you won't be able to make changes to this form.

View and update U.S. tax information

To make updates to your tax information, you must download, complete, and sign your applicable tax form from the Internal Revenue Service website, and send it to Apple by email or mail.

1. From the [homepage](#), click Agreements, Tax, and Banking.



2. From the top menu bar, click the Tax tab.
3. In the U.S. Tax Forms section, click View to see your relevant tax form. Depending on your circumstances, this may be a W-9, W-8BEN, or another form.

4. Find your applicable form from the [Internal Revenue Service website](#).
5. Download, complete, and sign your tax form with your updated information.
6. Include a cover letter with the Apple ID that you use to sign in to App Store Connect, and mail or email the the form to Apple.

| Email | Mailing Address |
|---------------------|---|
| vendortax@apple.com | Apple Inc. MS: 580-GL 12545 Riata Vista Circle Austin, TX 78727 USA |

Keep in mind that you will continue to see the information you originally provided in App Store Connect even after we have your updated information on file. We will notify you if there is a question or concern with an updated form.

1099 Tax Forms

U.S. based individuals or entities that meet the following requirements for each [Apple legal entities](#) sold in will be issued Form 1099-K:

- Had at least \$20,000 in unadjusted gross sales (the total amount of your sales, unadjusted for Apple's commissions, fees, refunds, and other adjustments).
- More than 200 transactions in a calendar year.

If you meet these requirements, your form will be mailed by January 31 of the following year.

Keep in mind Apple will not send a U.S. 1099-MISC tax form. Sales on the App Store are between you and the customer. You are the seller of copyrighted works, and we make payments to you for products or goods, which are specifically exempt from reporting on Form 1099-MISC. This is true even though the payments may be reportable on Form 1099-K and may be taxable income to you.

Provide Australia tax information

If you are based in Australia or registered for Australian GST, you are required to complete Australian tax information. Although you may not be required to register for goods and services tax (GST) with the Australian government, Apple requires that Australia-based developers have a GST registration to sell apps.

To meet Apple's tax requirements, you'll need an electronic copy of your GST registration and evidence of your Australian Business Number (ABN). The evidence can be screenshots or PDF files of the ABN registration. Collect the current details with enough information to associate this ABN with the legal entity name you've given Apple and the historical details to show that the developer is registered for the GST.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

1. From the [homepage](#), click Agreements, Tax, and Banking.



2. In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
3. Under Tax Forms, click Complete Australian Tax Forms.
4. Upload the file or files with ABN and GST registration evidence.
5. Enter your ABN.
6. Verify that the information you entered is correct and complete, and then click Submit.
7. Click Done.

Once you submit this page, you won't be able to make any changes in App Store Connect. [Contact us](#) for any corrections or additional tax forms.

Provide Canada tax information

If you're based in Canada, you're required to submit your Canadian GST/HST number (and QST number if based in Quebec). In accordance with Canadian law, your remittances for sales on the App Store in Canada will be reduced by the applicable Canadian GST/HST and QST on Apple's commission, for which you may be able to get a tax credit. Apple will issue you a tax on commission invoice on a monthly basis, available in App Store Connect.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

Submit Canadian tax information

- From the [homepage](#), click Agreements, Tax, and Banking.



- In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
- Under Tax Forms, click Complete Canada Tax Forms. If you've previously submitted tax information to Apple, click Update Information.
- Complete the required information based on your region.
- Verify that the information you entered is correct, then click Submit.

Your certification will complete Part 4 of the Quebec Form FP-2506-V, or part D of GST/HST Form 506. Apple will complete Part 5 or Part E respectively, and make the form available for you to download for your records.

Download tax on commission invoice

- From the [homepage](#), click Payments and Financial Reports.
- On the top right, click Create Reports.
- Select Tax Statements from the menu.
- Select the fiscal month for the reports you want to download.
- Select the locations you want to include in your reports. By default, this is set to All Countries or Regions.
- Select the checkbox next to the reports you want to download.
- Click Create Reports. A status bar shows progress as the reports are created.
- When the reports are ready, a download link appears. Click Download Reports.
- Unzip the compressed GZIP (.gz) file by opening it or using a utility.

Submit tax information if you're registered in Canada, but based elsewhere

If you are based outside of Canada, but registered in Canada, send either of the following forms to Apple:

- GST506
- Quebec Form FP 2506-V

Note that email is the preferred method.

| Email | Mailing Address |
|---------------------|---|
| vendortax@apple.com | iTunes K.K. c/o Apple Inc. MS: 580-GL 12545 Riata Vista Circle Austin, TX 78727-6524 USA |

Provide Brazil tax information

Brazilian tax information is required if you are based in Brazil. You must provide either a CNPJ, a 14-digit number issued to companies or organizations, or a CPF, an 11-digit number issued to individuals. If you are based outside of Brazil and have a CPF or CNPJ, this field is optional.

If you are based outside of Brazil or the United States you also have the option to provide a local tax ID, a tax processing number issued to you by the tax authority in your country or region of residence. If you are based in the United States, you won't need to provide your U.S tax ID again, because you've already provided this information in the U.S Tax forms section.

If you are based outside of Brazil and your country or region of residence has a tax treaty agreement with Brazil, you may also upload your tax residency certificate. If you don't provide a certificate, your sales in Brazil may be subject to the applicable withholding tax at the standard rate. If your region is blacklisted under the Brazilian legislation, no reduced rate of withholding is available. Contact your tax authority if you have questions regarding how to obtain a tax residency certificate.

Your withholding tax rate won't be reduced until your tax residency certificate is received and reviewed for applicable treaty benefits between Brazil and your country or region of residence. You can start selling content in Brazil (assuming you've submitted all required banking and tax information), but payments will be subject to the applicable withholding tax at the standard rate until your residency certificate is reviewed and tax rate benefits are confirmed.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

Submit Brazilian tax information

- From the [homepage](#), click Agreements, Tax, and Banking.



- In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
- Under Tax Forms, click Complete Brazilian Tax Forms.
- Enter your Brazil Tax ID, Local ID, or upload your Tax Residency Certificate.
- Ensure that all information is correct, and click Submit. Once you submit this page, you won't be able to make any changes in App Store Connect. [Contact us](#) for any corrections or additional tax forms.

Download tax withholding certificate

If you sell content on the App Store in Brazil, an annual withholding tax certificate can be downloaded in App Store Connect. If there are multiple vendor numbers associated with your account, you will receive a withholding certificate for each vendor number.

To download your Brazil tax withholding certificate:

- From the [homepage](#), click Agreements, Tax, and Banking.



- Click the Tax tab.
- Scroll down to the Tax Statements section.
- Next to your desired document, click the download button.

Download monthly tax withholding information

To download your monthly tax withholding information:

- From the [homepage](#), click Payments and Financial Reports.
- In the top right corner, click Create Reports.
- Select Tax Statements from the menu.
- Select the fiscal month for the report you would like to download.
- Select Brazil from the list of countries or regions.
- Select the checkbox next to the report or reports you would like to download.

7. Click Create Reports. A status bar will display showing progress of your reports being created.
 8. When reports are ready, a download link will be provided. Click Download Reports.
 9. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
-

Provide Taiwan tax information

Taiwan tax forms are required if you are based in Taiwan or you have a Taiwan Tax Identification Number (TIN). If you do not file taxes in Taiwan, Taiwanese tax forms are not required. Apple collects and remits taxes to the appropriate tax authorities in Taiwan, consistent with Schedule 2 of the Paid Applications Agreement. The amount of tax collected will differ depending on whether or not you have provided a TIN in App Store Connect. Your TIN is necessary to ensure we are calculating your proceeds correctly.

1. From the [homepage](#), click Agreements, Tax, and Banking.
2. In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
3. Under Tax Forms, click Complete Taiwan Tax Forms. Under Taiwan Tax ID, choose either Company ID or Citizen ID, depending on whether you file taxes as an individual or an organization.
4. Enter the required information and hit Save.

Once you submit this page, you won't be able to make any changes in App Store Connect. [Contact us](#) for any corrections or additional tax forms.

Provide Korea tax information

Apple requires developers based in the Republic of Korea with an in-effect Paid Apps Agreement to have a Korean Business Registration Number (BRN) or a Registration Number with Korean National Tax Service (Korean Tax ID). Failure to provide this may result in a delay of payment on your earnings.

A standard BRN is generally used for organizations in the Republic of Korea, and a Registration Number with NTS may be used for non-profit organizations. Consult with your tax advisor for information on the registration type appropriate for your business or organization.

You can also provide trade representative contact information to display on the Korean App Store in compliance with Korean e-commerce regulations. If you are based in the Republic of Korea, the contact information includes your e-commerce and business registration numbers.

| Field | Description |
|--|---|
| Trade Representative | Someone within your company or organization who has the authority to represent the organization, such as the CEO, Representative Director, or other responsible officer. |
| Trade Representative Contact Information | If provided, this contact information is displayed in the App Store in the Republic of Korea. |
| E-Commerce Registration Number | A registration number issued by the government of the Republic of Korea for companies doing business on the Internet. This property appears only for organizations based in the Republic of Korea. |
| Registration Number with Korean National Tax Service (NTS) | A registration number issued by the district tax authority in the Republic of Korea to non-profit organizations there. This property appears only for organizations based in the Republic of Korea. |

Enter your Korean tax information

1. From the [homepage](#), click Agreements, Tax, and Banking.
2. In the Agreements section, find the Paid Apps row, then click Set up Tax and Banking.
3. Under Tax Forms, click Complete Republic of Korea tax forms.
4. Enter your Korean tax information.
5. Click Submit.

Edit your Korean tax information

If your tax information expires or changes, you can edit it at any time in App Store Connect.

1. From the App Store Connect [homepage](#), click Agreements, Tax, and Banking.
2. In the Agreements section next to Paid Apps, click Set up Tax and Banking.
3. Under the Tax Forms section, click Republic of Korea Tax Information.
4. Review or edit your information.
5. Click Submit.

Provide Singapore tax information

Developers based in Singapore are required to either provide a Singapore GST Registration number in App Store Connect, or indicate a non-registered status for Singapore GST.

If you do not provide a Singapore GST Registration Number or indicate non-registered status, Apple's commissions earned in relation to your sales on apps and in-app purchases on the App Store in Singapore will be considered taxable under the Singapore GST Act. Completing Singapore tax forms in App Store Connect are required to ensure your proceeds are calculated correctly.

Note: Singapore GST registration number is different from a Singapore Tax ID. For more information about Singapore GST registration, consult your tax advisor or visit the [IRAS website](#).

Enter your Singapore registration number

1. From the App Store Connect [homepage](#), click Agreements, Tax, and Banking.
2. In the Agreements section next to Paid Apps, click Set up Tax and Banking.
3. Under the Tax Forms section, click "Complete Singapore Tax Forms".
4. In the pop up window, indicate whether you have a Singapore GST Registration Number. If you select "Yes." you will be prompted to enter your number.
5. Click Submit.

Update your Singapore tax registration status

You can update your Singapore tax registration status at any time in App Store Connect. Your status will be reflected in the same month's earnings if the update is made before the end of the fiscal month, otherwise your status will be updated for the following month's earnings.

Note: Apple's fiscal month may not align exactly with the calendar month.

1. From the App Store Connect [homepage](#), click Agreements, Tax, and Banking.
2. Under the Tax Forms section, click "Singapore Tax Forms".
3. Update your Singapore GST Registration status.
4. Click Submit.

View GST adjustments on your account

App Store Connect shows the value of GST adjustments applied to your account, along with any other adjustments that apply in the territories where you sell your app. The adjustment will be displayed in the territory currency. This report is available beginning with your February 2020 earnings.

1. Log into App Store Connect .
 2. Click on Payments and Financial Reports.
 3. In the top-right corner, click Create Reports.
 4. From the date picker, choose a month.
 5. From the drop-down menu, select "Singapore GST on Commission."
 6. Click Create Reports.
 7. When the reports are ready, click Download Reports.
-

Tax documents for Irish entities

Apple Distribution International Limited has exporter status under Irish VAT law and is entitled to purchase from entities based in Ireland with no charge of Irish VAT. The current Apple Distribution International Limited authorization from the Revenue Commissioners in this regard is available to you:

- [Form VAT 56B](#) for 2015 and later
- Pre-2015 [Form VAT 56B](#)

Provide Mexico tax information

All sales on the App Store in Mexico are subject to a value-added tax (VAT).

Apple will collect and remit the VAT directly to the tax authority in Mexico if you're one of the developers listed below. No action is required on your part.

- Individuals based in Mexico or outside of Mexico who are not tax registered
- Companies based outside of Mexico that are not tax registered

Apple will collect and remit the VAT to you if you're one of the developers listed below. You'll then need to remit the VAT in the appropriate manner to the tax authority in Mexico and submit your Clave en el RFC and Cédula de Identificación Fiscal in App Store

Connect. Tax-registered individuals also need to submit their Clave Única de Registro de Población.

- Tax-registered individuals based in Mexico or outside of Mexico
- Tax-registered companies based outside of Mexico
- All companies based in Mexico

If you're based in Mexico, a withholding income tax and VAT on Apple's commission may also apply, as described below. Where applicable, a VAT invoice on Apple's commission and withholding income tax statement will be issued on a monthly basis.

- **Companies:** You're required to submit your Clave en el RFC and Cédula de Identificación Fiscal. Your earnings are reduced based on the VAT on Apple's commission, for which you may be able to receive an input tax credit.
- **Tax-registered individuals:** You're required to submit your Clave en el RFC, Clave Única de Registro de Población, and Cédula de Identificación Fiscal. Your earnings will be reduced by the VAT on Apple's commission, for which you may be able to receive an input tax credit, and withholding income tax on your total monthly worldwide sales before VAT.
- **Non-tax-registered individuals:** Your earnings will be reduced by the VAT on Apple's commission, for which you may be able to receive an input tax credit, and withholding income tax on your total monthly worldwide sales before VAT.

Enter your Mexican tax information

1. From the [homepage](#), click Agreements, Tax, and Banking.
 2. In the Agreements section next to Paid Apps, click Set up Tax and Banking.
 3. Under the Tax Forms section, click Complete Mexico tax forms.
 4. Complete the tax registration form.
 5. Click Submit.
-

Edit your Mexican tax information

1. From the [homepage](#), click Agreements, Tax, and Banking.
 2. In the Agreements section next to Paid Apps, click Set up Tax and Banking.
 3. Under the Tax Forms section, click Mexico Tax Information.
 4. Review or edit your information.
 5. Click Submit.
-

Download tax withholding information

Monthly tax certificates and invoices for your sales on the App Store in Mexico, including Mexico VAT on Commission Invoice, Mexico Withholding IT Certificate, and Mexico Withholding VAT Certificate, are available for download in Payments and Financial Reports.

To download your monthly tax withholding information:

1. From the [homepage](#), click Payments and Financial Reports.
 2. In the top right corner, click Create Reports.
 3. Select Tax Statements from the menu.
 4. Select the fiscal month for the report you would like to download.
 5. Select which territories you would like to include in your report. By default, this is set to All Countries or Regions.
 6. Select the checkbox next to the report or reports you would like to download.
 7. Click Create Reports. A status bar will display showing progress of your reports being created.
 8. When reports are ready, a download link will be provided. Click Download Reports.
 9. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
-

Manage invoices

Developers may have different invoicing requirements in accordance with local laws and statutes. Consult with your own legal and tax advisors with respect to any invoice requirements you are subject to.

Invoicing for Irish developers

Apple requires hard copy invoices from Ireland VAT-registered developers who sell in Europe through Apple Distribution International Limited.

- All invoices for GBP and EUR sales must be stated at 0% VAT.
- When sending your hard copy, make sure that the billing address stated on the invoice is Ireland and that the invoice is sent to Ireland.

| Send invoices to: | Billing address |
|--|--|
| App Store Invoicing | Apple Distribution International Limited |
| Apple Operations Europe | Hollyhill Industrial Estate |
| Apple Distribution International Limited | Hollyhill |
| Hollyhill Industrial Estate | Cork, Ireland |
| Hollyhill | TVA/VAT No.: IE9700053D |
| Cork, Ireland | |

Recipient-created tax invoices

Developers registered in Australia for AU GST who have provided an ABN have the option to download recipient-created tax invoices for earnings on the App Store in Australia. Download of these invoices is not required in order to receive payment.

1. From the App Store Connect homepage, click Agreements, Tax, and Banking.
2. From the menu bar, click Invoices.
3. In the invoices section, locate the invoice you wish to download.
4. On the right-hand side, click Download.

Tax on Commission invoices

Tax on Commission invoices are available in relation to commissions paid by Japan-based or Canada-based developers to their local country storefront. You will only receive a Tax on Commission invoice if you have sales on your local country's storefront.

Download of this invoice is not required to receive payment.

To download your Tax on Commission invoice, if applicable:

1. From the [App Store Connect homepage](#), click Payments and Financial Reports.
2. In the top right corner, click Create Reports.
3. Select Tax Statements from the menu.

4. Select the fiscal month for the report you would like to download.
 5. Select which territories you would like to include in your report. By default, this is set to All Countries or Regions.
 6. Select the checkbox next to the report or reports you would like to download.
 7. Click Create Reports. A status bar will display showing progress of your reports being created.
 8. When reports are ready, a download link will be provided. Click Download Reports.
 9. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
-

Getting Paid

Getting paid overview

In order to receive payment from Apple for proceeds for your app or in-app purchase, you must meet the following requirements:

- Have a [Paid Applications Agreement](#) in effect. See [Sign and update agreements](#).
- Provide banking information in App Store Connect. Payments are sent to the primary bank account on file at the time a payment is processed. Payments to multiple or split bank accounts are not supported. See [Enter banking information](#).
- Exceed the minimum monthly [payment threshold](#) for each country or region in which you sell content.
- Complete any monthly invoicing requirements you are subject to based on your country or region. See [Manage invoices](#).

If you meet those requirements, payments are made to the bank account and the [currency you provided](#) within 45 days of the last day of the fiscal month in which the transaction was completed.

All payments are made by Electronic Funds Transfer. Note that when available, payments are sent as a low-value transfer as opposed to a high-value wire transfer. Apple's bank will consolidate proceeds for each currency in which you have sales on the App Store, resulting in a single payment to your bank each fiscal month. Payments may be subject to bank fees and transaction costs charged by your bank or intermediate financial institutions, reducing the amount when deposited in your bank account.

Use the Payments and Financial Reports section of App Store Connect to [view your payments](#) owed, amounts paid to you, exchange rates applied, and more. You can also [download financial reports](#), which are made available for the previous fiscal month's earnings by the end of the current fiscal month.

Financial reports show payments made to you based on closed transactions and finalized proceeds using the [Apple fiscal calendar](#). Reports only include paid transactions where we are able to collect payment from the customer (see Schedule 2 of your Developer Agreement).

What is the exchange rate applied to my payments?

Our bank converts payment amounts into the currency of your bank account. The exchange rate is established by our bank and, due to Apple's volume, is generally a more favorable rate than used by your local bank. The rates are typically the spot rate on the date of payment and no more than three business days prior to the date the proceeds are received into your account.

Why am I not receiving financial report notifications?

If financial reports are available for your account and you have not been receiving the related email notifications, confirm that your user profile is set up to [receive financial report notifications](#). If these items are set up correctly, check your email client and/or spam filter to make sure the email address do-not-reply@apple.com is not being blocked.

View payments and proceeds

Payments and Financial Reports displays a summary of your proceeds for the current fiscal month, and information on sales of your apps and in-app purchases.

Proceeds are the amount you will receive on sales of your apps and in-app purchases. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement.

You can also view detailed information for each territory, such as the number of units sold, the amount earned in that territory's currencies, taxes and adjustments, the exchange rate applied to the payment, and the total proceeds owed to you displayed in the currency of your bank account.

At the top of the page, you will see either your total estimated proceeds, or the amount paid for that period. The value displayed depends on the fiscal month selected, and whether payment for that month has been transferred to your bank.

Important: Keep in mind that the amount paid displayed in App Store Connect represents the amount we've sent to your bank, but the amount you receive in your bank statement may vary depending on bank fees and transaction costs deducted by your bank or intermediate financial institutions. For more information see [Analytics and Reporting Overview](#).

App Store Connect Payments and Financial Reports

Anne Johnson Example Company 1

| 3,236,342.62 USD | | 231,525 | March 8, 2018 | | |
|----------------------------|------------|------------------|-----------------------|------------------|---------------|
| EXAMPLE BANK 1 - ****52329 | | Total Units Sold | Paid | | |
| Updated March 7, 2018 | | | | | |
| Region or Type | Units Sold | Earned | Taxes and Adjustments | Total Owed | Exchange Rate |
| United Arab Emirates (AED) | 103 | 5,449.58 | 0.00 | 5,449.58 (AED) | 0.27157 |
| Australia (AUD) | 1,919 | 42,345.76 | 0.00 | 42,345.76 (AUD) | 0.77298 |
| Bulgaria (BGN) | 9 | 143.44 | 0.00 | 143.44 (BGN) | 0.62722 |
| Brazil (BRL) | 320 | 17,748.01 | 0.00 | 17,748.01 (BRL) | 0.31281 |
| Canada (CAD) | 5,683 | 118,397.67 | 0.00 | 118,397.67 (CAD) | 0.77311 |

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

View a previous month's proceeds

- From the [homepage](#), click Payments and Financial Reports.
- In the center, click the month.
- From the pop-up menu, use the arrows to select a month.

| 3,236,342.62 USD | | 231,525 | March 8, 2018 | | |
|----------------------------|------------|------------------|-----------------------|------------------|---------------|
| EXAMPLE BANK 1 - ****52329 | | Total Units Sold | Paid | | |
| Updated March 7, 2018 | | | | | |
| Region or Type | Units Sold | Earned | Taxes and Adjustments | Total Owed | Exchange Rate |
| United Arab Emirates (AED) | 103 | 5,449.58 | 0.00 | 5,449.58 (AED) | 0.27157 |
| Australia (AUD) | 1,919 | 42,345.76 | 0.00 | 42,345.76 (AUD) | 0.77298 |
| Bulgaria (BGN) | 9 | 143.44 | 0.00 | 143.44 (BGN) | 0.62722 |
| Brazil (BRL) | 320 | 17,748.01 | 0.00 | 17,748.01 (BRL) | 0.31281 |
| Canada (CAD) | 5,683 | 118,397.67 | 0.00 | 118,397.67 (CAD) | 0.77311 |

View your vendor number

You can view your Vendor Number at any time in App Store Connect. Vendor Numbers are needed for downloading reports using the App Store Connect API.

1. From the [homepage](#), click Payments and Financial Reports.
2. Your Vendor Number appears in the top left hand corner under your Legal Entity Name.

App Store Connect Payments and Financial Reports

The screenshot shows the 'Payments and Financial Reports' section of App Store Connect. At the top, it displays 'Example Company 1' and 'Vendor # 1234567'. Below this, a summary box shows '525 Total Units Sold'. The date 'January, 2018' is selected in the date picker. A large green button on the right says 'Create Reports'. To the right of the date, it says 'March 8, 2018' and 'Paid'. The main content area is a table titled 'Proceeds' with columns for Region or Type, Units Sold, Earned, Taxes and Adjustments, Total Owed, Exchange Rate, and Proceeds. The table lists six regions with their respective details and total proceeds.

| Region or Type | Units Sold | Earned | Taxes and Adjustments | Total Owed | Exchange Rate | Proceeds |
|----------------------------|------------|------------|-----------------------|------------------|---------------|---------------|
| United Arab Emirates (AED) | 103 | 5,449.58 | 0.00 | 5,449.58 (AED) | 0.27157 | 1,486.66 USD |
| Australia (AUD) | 1,919 | 42,345.76 | 0.00 | 42,345.76 (AUD) | 0.77298 | 36,701.51 USD |
| Bulgaria (BGN) | 9 | 143.44 | 0.00 | 143.44 (BGN) | 0.62722 | 96.24 USD |
| Brazil (BRL) | 320 | 17,748.01 | 0.00 | 17,748.01 (BRL) | 0.31281 | 5,564.93 USD |
| Canada (CAD) | 5,683 | 118,397.67 | 0.00 | 118,397.67 (CAD) | 0.77311 | 91,534.42 USD |
| Switzerland (CHF) | 772 | 15,510.85 | 0.00 | 15,510.85 (CHF) | 1.06401 | 16,503.70 USD |

View proceeds from a different legal entity name or vendor number

The drop-down menu at the top left lists Legal Entity Names and associated Vendor Numbers or revenue streams that have been reported to or paid.

If you see multiple Vendor Numbers in the drop-down menu, it indicates that more than one legal entity or revenue stream has been associated with your App Store Connect account. There may be a few reasons why you are seeing multiple Vendor Numbers:

- You changed your Legal Entity Name. If you updated your Legal Entity Name, the new Legal Entity Name will be assigned a new and unique Vendor Number that is different than the Vendor Number assigned to your old Legal Entity Name. Both Vendor Numbers will be listed so you can view reports for the two legal entities.
- You publish content on Apple News+ or Apple Arcade. If you recently linked your Apple News channel or added Apple Arcade apps to your App Store Connect account and set up tax and banking information, a new and unique Vendor Number will be assigned to those agreements.

To view proceeds from a different legal entity name or vendor number:

1. From the [homepage](#), click Payments and Financial Reports.
2. From the top left, click the arrow next to your vendor name.

3. Choose from the pop-up menu to view reports for other legal entities. When selecting a Vendor Number from the drop-down menu, the page will update to reflect the financial activity of such entity.

App Store Connect Payments and Financial Reports Anne Johnson Example Company 1 ?

Example Company 1
Vendor # 1234567
,525
Total Units Sold

January, 2018 Create Reports

March 8, 2018 Paid

Updated March 7, 2018

| Region or Type | Units Sold | Earned | Taxes and Adjustments | Total Owed | Exchange Rate | Proceeds |
|----------------------------|------------|------------|-----------------------|------------------|---------------|---------------|
| United Arab Emirates (AED) | 103 | 5,449.58 | 0.00 | 5,449.58 (AED) | 0.27157 | 1,486.66 USD |
| Australia (AUD) | 1,919 | 42,345.76 | 0.00 | 42,345.76 (AUD) | 0.77298 | 36,701.51 USD |
| Bulgaria (BGN) | 9 | 143.44 | 0.00 | 143.44 (BGN) | 0.62722 | 96.24 USD |
| Brazil (BRL) | 320 | 17,748.01 | 0.00 | 17,748.01 (BRL) | 0.31281 | 5,564.93 USD |
| Canada (CAD) | 5,683 | 118,397.67 | 0.00 | 118,397.67 (CAD) | 0.77311 | 91,534.42 USD |
| Switzerland (CHF) | 772 | 15,510.85 | 0.00 | 15,510.85 (CHF) | 1.06401 | 16,503.70 USD |

Resolve a returned payment error

If your bank returns a payment to us, we'll show you an alert where your proceeds are displayed and on the App Store Connect homepage, including the reason the payment was returned, and the bank reference number. You can also [opt-in to get email notifications](#) for returned payments.

If you see this error you may need to:

- [Update your banking information](#) in Agreements, Tax, and Banking.
- If it appears that your bank account information is correct or the return reason doesn't indicate what changes are required, try reaching out to your bank using the reference number provided. Once the return is found, your bank should be able to identify the action needed to allow you to be paid.

Once you make all necessary updates, the system will automatically reattempt payment during the next monthly payment processing period. The Payment Returned alert will display until the issue is resolved and we're able to successfully make a payment to you.

Download financial reports

Financial reports show your monthly proceeds, as well as final unit sales by territory and order type. They are automatically generated once a month, based on Apple's [fiscal calendar](#), and are only generated if there are purchases or refunds during that fiscal period.

Reports can be manually downloaded from App Store Connect. You can also automate downloading using the [App Store Connect API](#).

There are four types of reports available.

All Countries or Regions (Detailed)

This detailed financial report covers all locations in which you have sales on the App Store and includes the transaction and settlement dates for purchases. It's available once all respective individual currency reports are available, starting with your March 2020 report.

All Countries or Regions (Single File)

This consolidated financial report covers all locations in which you have sales on the App Store, and is based on processed and settled transactions during the Apple fiscal month. It's available once all respective individual currency reports are available, starting with your March 2020 report.

All Countries or Regions (Multiple Files)

Separate financial reports cover each location in which you have sales on the App Store and are based on processed and settled transactions during the Apple fiscal month. If you change the location where your products are available for sale, the number of reports you receive may increase or decrease accordingly. You may also see the number of reports increase, as we introduce new currencies to customers on the App Store.

Transaction Tax Report (Single File) - coming soon

This summary report covers the sales tax, use tax, value-added tax, goods and services tax, and other similar taxes applied on your transactions in the territories where Apple administers tax. The report is summarized at a tax rate and jurisdiction level, and is available the first full month after you have configured your tax category settings.

Required role: Account Holder, Admin, or Finance. See [Role permissions](#).

Download and view Financial reports from App Store Connect

1. From the homepage, click [Payments and Financial Reports](#).
2. In the top-right corner, click Create Reports.
3. Select the fiscal month for the report you would like to download.
4. Select which locations you would like to include in your report. By default, this is set to All Countries or Regions (Multiple Files).

Note: When All Territories is selected, an App Store Connect user can only download the reports for which they have access.

5. Click Create Reports. A status bar will display showing progress of your reports being created.
6. When reports are ready, a download link will be provided. Click Download Reports.
7. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
8. Open the extracted tab-delimited text (.txt) file in a spreadsheet application.

Download and view Transaction Tax Report from App Store Connect - coming soon

The monthly Transaction Tax Report shows the sales tax, use tax, value-added tax, goods and services tax, and other similar taxes that Apple applied to your transactions in each territory. Apple's tax calculation service uses multiple inputs to calculate tax on customer transactions in the territories where we administer tax, including your tax category selection in App Store Connect, app metadata, legal entity status, tax registration status, customer attributes, and other requirements in accordance with the local laws and regulations.

Note: To review input taxes, adjustments, or withholding taxes for a region, please see the "Taxes and Adjustments" field in your Payments and Financial Reports. These taxes are not summarized in the [Transaction Tax Report](#).

1. From the homepage, click [Payments and Financial Reports](#).
2. In the top right corner, click Create Reports.
3. From the date picker, choose a month.
4. From the menu, select Transaction Tax Report.
5. Click Create Reports.
6. When the reports are ready, click Download Reports.

See report details in [Transaction Tax Report - coming soon](#).

Download and view reports for Windows users

If you are using Microsoft Windows, you may need to take additional steps to open your financial reports.

1. From the homepage, click [Payments and Financial Reports](#).
 2. In the top-right corner, click Create Reports.
 3. Select the fiscal month for the report you would like to download.
 4. Click Create Reports. A status bar will display showing progress of your reports being created.
 5. When the reports are ready, click Download Reports.
 6. Unzip the compressed GZIP (.gz) file by opening it or using a utility.
 7. Once extracted, you will have a tab delimited text file (xxx.txt). If your system does not know how to open it, you will see a dialog with a list of applications to choose from. Select WinZip or a WinZip-equivalent application to extract the file.
 8. Launch Microsoft Excel.
 9. From the File menu in Excel, choose Open and the file name. The Import Wizard will start.
 10. In the Original data type box, select Delimited and click Next.
 11. In the Delimiters box, select Tab and click Next.
 12. Select the columns titled UPC, ISRC, and Vendor Identifier by holding the shift key and clicking the top of each column. Once selected, in the top-right Column Data Format box, choose Text. The label above those three columns will change from General to Text.
 13. Click Finish.
 14. Once the file has opened, save it as an Excel Workbook.
-

Configure App Store features

Sell app bundles

Create and submit an app bundle

App bundles make it easy for you to group up to 10 of your apps together in a single download. Apps in a bundle must be either all paid or all free. A paid app bundle can only include paid apps and must be offered at a reduced price. Each app in a free app bundle must be free and offer an auto-renewable subscription that allows the user to subscribe to and access content or services in all apps of the bundle. Customers buy the bundle with a single tap and the individual apps appear on their device. Customers who previously purchased one or more apps in an app bundle can use the Complete My Bundle feature and will see the bundle price adjusted to account for those previous purchases.

The screenshot shows the 'Apps' section of the App Store Connect dashboard. It displays five app bundles, each with its icon, name, and status:

- Forest Explorer**: iOS 1.0 Prepare for Submission
- Ocean Journal**: iOS 1.0 Prepare for Submission
- Mountain Climber**: iOS 1.0 Prepare for Submission
- Sunset Seeker**: iOS 1.0 Prepare for Submission
- Outdoor Box**: Ready for Sale

All apps in a bundle must support the same platform as the first app you add to the bundle, called the *primary app*.

If the primary app supports more than one platform, you can add an app that supports all of the same platforms (or more) and/or an app that supports only one of the platforms. However, if you add an app that supports only one of the shared platforms, all apps added after that must include that platform. Additionally, apps that support tvOS only cannot be part of a bundle.

For business guidance, see [App Bundles](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

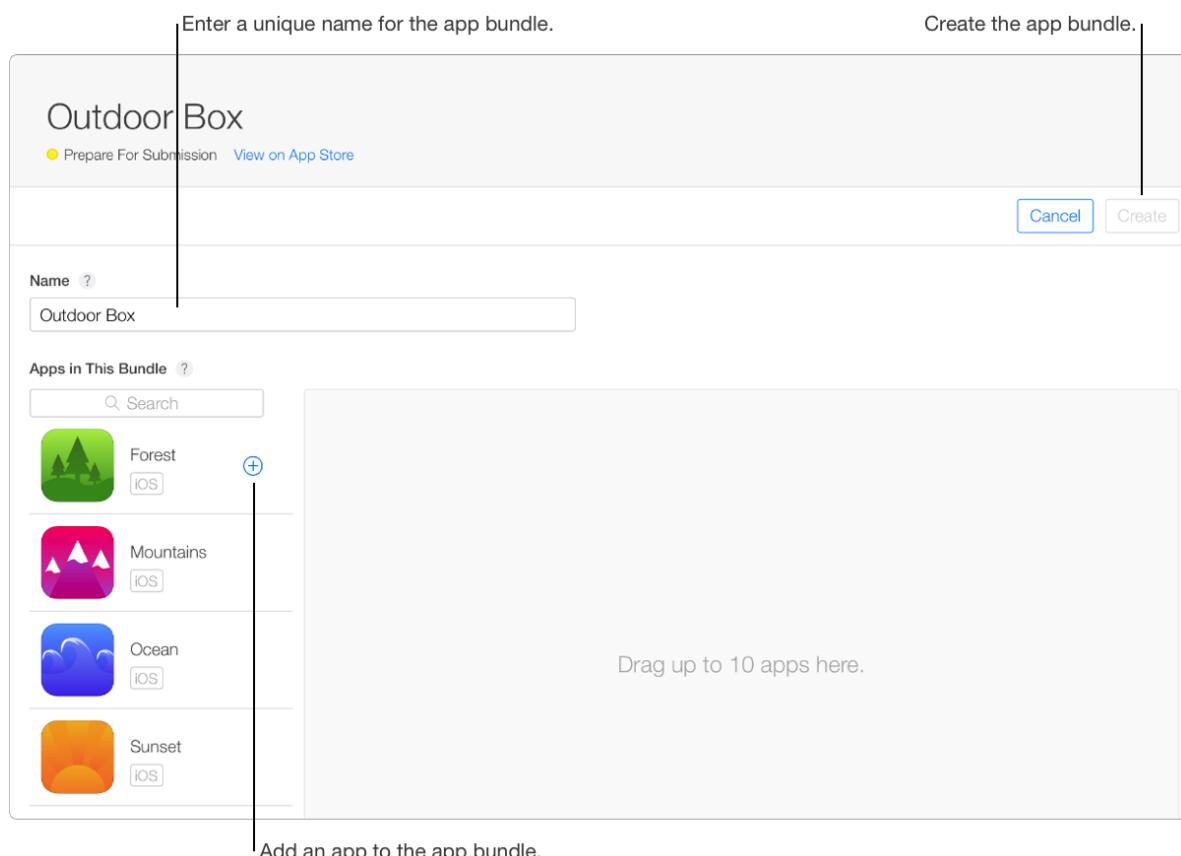
Create an app bundle

1. In My Apps, click the Add button (+) next to Apps and select "New App Bundle."



2. In the Name field, enter a unique name for the app bundle.
3. Under Apps in This Bundle, click the Add button (+) next to the apps you want to add to the bundle.

An app can be added to a bundle if it's in the Ready for Sale, Removed from Sale, or Developer Removed for Sale state. The first app you select to be part of the bundle is called the *primary app*. Some [app bundle information](#) is determined based on the primary app in the bundle.



4. In the upper-right corner, click Create.

Later, the app bundle will appear on your My Apps page.

5. Under Bundle Information, enter the required [app bundle information](#) and click Save.

Change the order of the apps | Add screenshots

< My Apps

Outdoor Box

Ready for Sale | View on App Store

Save

Apps in This Bundle | Arrange

Forrest Ocean Sunset Mountain

Bundle Information

Localized

English Primary

Not Localized

Brazilian Portuguese
Canadian French
Danish
Finnish
French
German
Indonesian
Italian
Japanese
Korean
Mexican Spanish
Norwegian
Portuguese
Russian
Simplified Chinese
Spanish
Swedish
Thai
Traditional Chinese
Turkish

App Preview and Screenshots

3.5" Display | 4" Display | 5.8" Display | 4.7" Display | 6.5" Display | 5.5" Display | 9.7" Display | 10.5" Display | 12.9" Display | 11" Display | 12.9" Display



Name [?](#)

Description [?](#)

Marketing URL [?](#)

http://example.com

Optional

Privacy Policy URL [?](#)

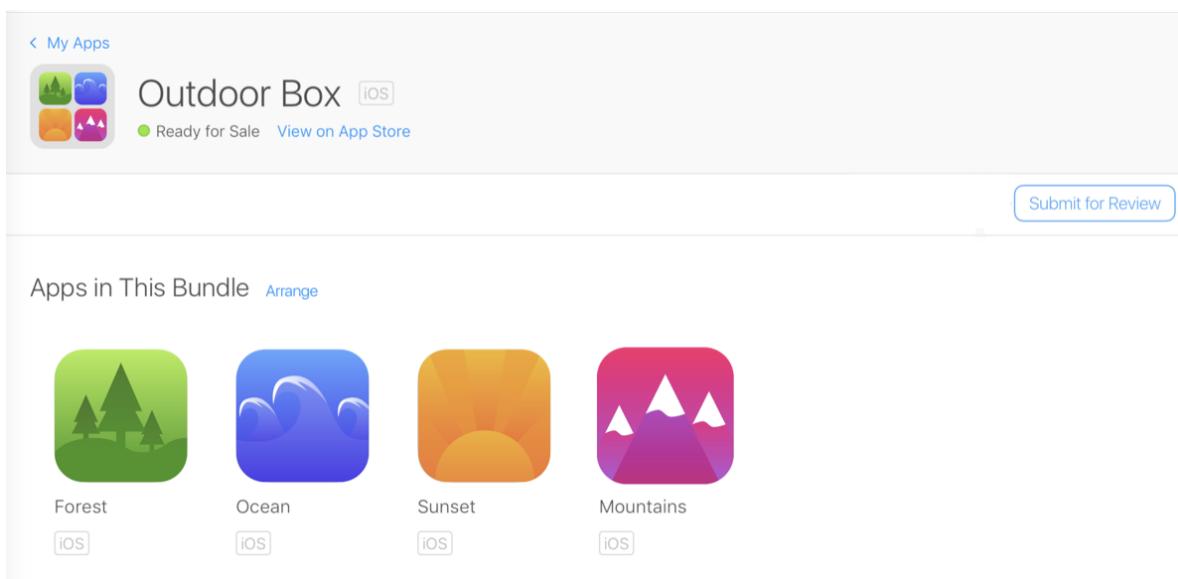
http://tocaboca.com/privacy/

1840

Enter an app bundle name and description

Submit an app bundle for review

1. In My Apps, select your app bundle from the list.
2. In the upper-right corner, click Submit for Review. The app bundle status changes to Waiting for Review and when the review process starts, the app status changes to In Review. After the app bundle is approved, you can't add or remove apps from the bundle.



The app bundle status changes to Waiting for Review and when the review process starts, the app status changes to In Review. After the app bundle is approved, you can't add or remove apps from the bundle.

Remove an app bundle from review

1. From My Apps, select the app bundle.
2. In the upper-right corner, click Remove from Review. The app bundle will be removed from Apple's review queue and the [app status](#) will change to Developer Rejected.

The app bundle will be removed from Apple's review queue and the [app status](#) will change to Developer Rejected.

Edit app bundle information

You can edit which apps belong to your app bundle only until the app bundle is approved. If your app bundle has been submitted to App Review, [remove the app bundle from review](#) to make changes.

If you make changes to an app bundle that has already been approved by App Review, some edits may need additional review. You can make the following changes without needing additional review:

- Rearrange the apps in the bundle
- Edit the bundle description and marketing URL
- Change the primary language of the bundle
- Change pricing and availability
- Use an automatically generated app bundle icon

These edits will require the app bundle to be reviewed again:

- Add localizations
- Changes to an existing app bundle name or a custom app bundle icon

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Edit app bundle information

1. From My Apps, select your app bundle.
 2. Under App Information, edit the name, description, or marketing URL.
 3. To add, delete, or reorder the apps in the bundle, click the Edit button next to Apps in This Bundle.

Adding, deleting and rearranging the apps in the bundle will update the derived information once those changes have been saved.
 4. Under Availability and Price, change the price or edit clearances.
 5. In the upper-right corner, click Save.
-

Add custom app bundle icon

You can create a custom icon for your bundle in place of the icon generated automatically. If your app bundle currently has an automatically generated icon, you can submit a custom icon at any time, but it will need to go through App Review before it will be displayed on the App Store.

1. From My Apps, select your app bundle.
2. Select your app bundle from the list.
3. Scroll down to the General Information section.
4. Drag the icon to the well, and in the upper right corner, click Save.

The specifications for a custom app bundle icon are the same as for an App Store icon. Follow the [Human Interface Guidelines](#) when creating your app icons.

Remove custom app bundle icon

You can choose to delete your custom icon at any time and your bundle will revert back to the automatically generated icon.

1. From My Apps, select your app bundle.
2. Scroll down to the General Information section.
3. Hover over the icon that you want to delete, and click on the Delete button (-).

To change a property of derived metadata, [edit the app information](#) for the primary app. The app bundle metadata will be updated automatically when you make changes to the app's information. Alternatively, choose a different primary app for the app bundle.

Set availability for an app bundle

After you have submitted an app bundle for App Review and it has been approved, it will automatically become available for sale when all of the apps it contains are available and all other requirements are met.

In order to be available, app bundles must meet the following requirements:

- Apps in the bundle must be either all paid or all free. A paid app bundle can only include paid apps and must be offered at a reduced price. Each app in a free app bundle must be free and offer at least one auto-renewable subscription.
- Paid app bundles must be sold at a reduced price, which is a price tier less than the sum total of the individual app prices in the bundle.
- A paid app bundle's price must not be lower than the highest app price in the bundle. If an app in the bundle goes to a price that is higher than the price of the bundle, the bundle will automatically be removed from the store.
- There are no bundle-specific territory settings. An app bundle will be live only where all member apps have common territories.
- Only ten bundles can be marked as cleared for sale at any time per developer account. If you have ten bundles marked cleared for sale, you can create additional bundles, but you can't check Cleared for Sale for an additional bundle unless you first uncheck it from another bundle.
- A single app can be in no more than three cleared-for-sale bundles at one time.

View an app bundle's availability

While an app bundle can have the status Ready for Sale, it might not be available on the App Store. You can check its availability from the app bundle page.

1. From My Apps, select your app bundle.

If the app bundle is not available, a warning message appears at the top of the page. The message states the reasons that the app bundle is not available, such as incompatible pricing.

The screenshot shows the 'My Apps' section of the App Store Connect dashboard. An app bundle named 'Outdoor Box' (iOS) is selected. A red circular badge indicates 'Developer Removed From Sale'. Below the badge is a link to 'View on App Store'. At the bottom of the page, a yellow warning bar contains a yellow exclamation mark icon and the text: 'To make this bundle available on the App Store, you must choose a compatible price.'

2. Under Availability and Price, view the reason your app bundle might not be available in a specific territory.

For example, this section might show that the number of territories is 0.

The screenshot shows the 'Availability and Price' section of the app bundle configuration. It includes fields for 'Cleared for Sale' (checked), 'Territories' (0 of 155), 'Price' (set to 'Tier 6'), and 'SKU' (set to 'Example_SKU_1').

3. To see the territory details, click the number of territories in the upper-right corner.

The reason the app bundle isn't available in a territory appears in the Reason column.

| Available in 1 of 155 Territories | | |
|--|---------------|--|
| Territory | Status | Reason |
| Albania, Algeria, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Botswana, Brazil, Brunei Darussalam, Bulgaria, Burkina Faso, Cambodia, Cape Verde, Cayman Islands, Chad, Chile, China, Colombia, Congo, Republic of, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Fiji, Finland, France, Gambia, Germany, Ghana, Greece, Grenada, Guatemala, Guinea-Bissau, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Korea, Republic Of, Kuwait, Kyrgyzstan, Lao People's Democratic Republic, Latvia, Lebanon, Liberia, Lithuania, Luxembourg, Macau, Macedonia, The Former Yugoslav Republic Of, Madagascar, Malawi, Malaysia, Mali, Malta, Mauritania, Mauritius, Mexico, Micronesia, Federated States of, Moldova, Republic Of, Mongolia, Montserrat, Mozambique, Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Norway, Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saint Lucia, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Solomon Islands, South Africa, Spain, Sri Lanka, St. Kitts and Nevis, St. Vincent and The Grenadines, Suriname, Swaziland, Sweden, Switzerland, São Tomé and Príncipe, Taiwan, Tajikistan, Tanzania, United Republic Of, Thailand, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Turks and Caicos, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Virgin Islands, British, Yemen, Zimbabwe | Not Available | To make this bundle available on the App Store, you must choose a compatible price tier. |
| Canada | Available | |

[Close](#)

Remove an app bundle from sale

After an app bundle is approved, it can't be deleted, but it can be removed from the App Store.

1. From My Apps, select your app bundle.
2. In the Availability and Price section, uncheck Cleared for Sale.

Use promo codes

Promo codes overview

Promo codes provide potential customers or reviewers with a free copy of your iOS, macOS, or tvOS app or in-app purchases or subscriptions within the app. Promo codes can be redeemed through any App Store territory where your app is available and are valid for four weeks from the day they're generated. Each promo code generated for an app can be used one time to download the app.

You can distribute the promo codes by any means. If an app or in-app purchase is purchased using a promo code, the purchase will be indicated in your Sales and Trends reports.

Promo codes for apps

When a customer downloads an app using a promo code, the app behaves just as it would if it had been purchased. For example, the customer has the opportunity to update to new versions of the app. However, customers aren't able to rate or review an app that was downloaded using a promo code. Promo codes for tvOS or multi-platform apps must be redeemed through an iOS device. After the code has been redeemed, the tvOS app will appear in the customer's purchase history on the App Store for Apple TV.

Promo codes for in-app purchases

When customers redeem in-app purchase promo codes, the app will automatically download if the app is free and not currently installed on their device. If the app is paid, customers will need to download the app in order to redeem the in-app purchase. If a customer uses a promo code to subscribe to an auto-renewable subscription, the subscription will not automatically renew after the duration is complete. Promo codes can even be redeemed before your app is available on the App Store. You can provide up to 100 promo codes for each in-app purchase product, with a limit of 1,000 total codes for all in-app purchases for an app every six months (resetting on January 1 and July 1). These codes are for non-commercial use and expire 28 days after they were requested.

Manage promo codes

You can request up to 100 promo codes for every version of each platform of your app, or for your in-app purchases.

To request promo codes for an app version, the version's status must be Ready for Sale, Pre-Order Ready for Sale, or Pending Developer Release for iOS and macOS apps, or Ready for Sale or Pre-Order Ready for Sale for tvOS apps. For in-app purchases, the in-app purchase state must be Approved or it won't appear as an option.

 **Forrest Explorer** ▾ App Store Features Activity

General Game Center Encryption Promo Codes

Promo Codes

Generate History Generate Code

To create promo codes, enter the number of codes you want to create for each item and click Generate Code.

App Promo Codes

| Version | Platform | Number |
|------------------|----------|-----------------------|
| Forrest Explorer | macOS | 100 codes remaining 0 |

In-App Purchase Promo Codes

| Reference Name | Type | Number |
|--------------------------|-----------------------------|-----------------------|
| Forrest Explorer Weekly | Auto-renewable subscription | 100 codes remaining 0 |
| Forrest Explorer Monthly | Auto-renewable subscription | 100 codes remaining 0 |

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Request promo codes

1. From My Apps, select your app.
2. Click the Services tab.
3. In the sidebar under General, click Promo Codes. The Promo Code page opens with Generate selected.
4. Under App Promo Codes, enter the number of version promo codes and under In-App Purchase Promo Codes, enter the number of in-app purchase promo codes you want to generate.
5. In the upper-right corner, click Generate Code.
6. Read and agree to the contract terms for Apple to distribute free versions of your app or in-app purchase, and click Generate Code.
7. Copy the codes in the dialog, or to download a .txt file containing the codes, click text file.

The screenshot shows the 'Promo Codes' section of the 'Forrest Explorer' app's settings in App Store Connect. The 'History' tab is active. A modal dialog is open, titled '34 Promo Codes for macOS 1.1.1'. It contains a list of 34 promo codes. At the bottom right of the modal is a 'Done' button.

8. Click Done.

View history of promo codes

- On the Promo Code page for your app, click History.

The history table shows the date each set of codes was generated in App Store Connect. Use this date to determine the expiration date of your codes.

Offer in-app events

In-app events overview

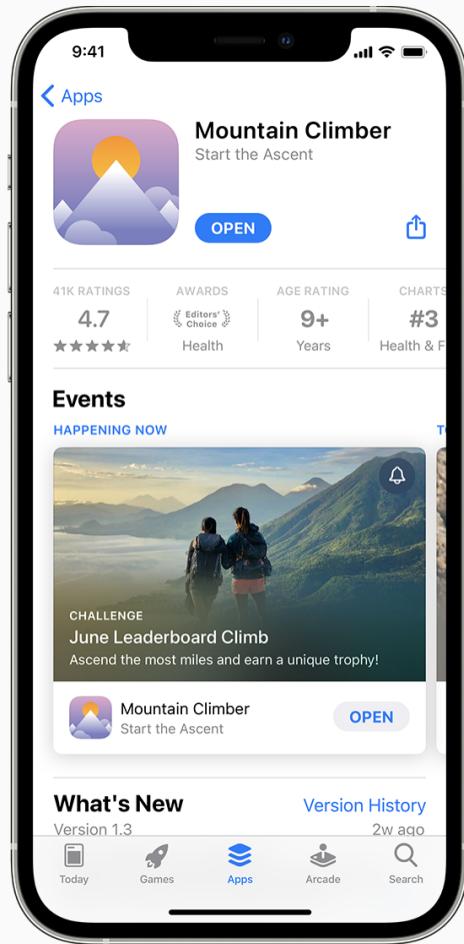
In-app events are timely events within apps and games — such as game competitions, movie premieres, live-streamed experiences, and more. Customers can discover your in-app events right on the App Store on iOS and iPadOS, giving you an entirely new way to showcase your events and expand their reach.

On iOS 15 and iPadOS 15 and later, in-app events appear across the App Store as event cards that include images or video, the event name, and a short description. Customers can tap to open an event details page, which provides a more immersive experience with a longer event description and notes if an in-app purchase or subscription is required to participate. Customers can opt in on the event card and event details page to receive a notification from the App Store when your event starts.

Customers who don't have your app or game can download it directly from your in-app event card or event details page. Once downloaded, they can tap Open to be seamlessly directed to the appropriate area within your app or game.

In-app events appear:

- On your product page, which displays all of your currently published events.
- In search results. When users search for an app, the event card appears along with your app for users who have downloaded your app, while screenshots show for those who haven't downloaded your app. Users can also search for in-app events directly. When users search for an event, the event card appears along with your app.
- In editorially curated selections and personalized recommendations on the Today, Games, and Apps tabs.



Event Card on Product Page



Event Details

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Create an in-app event

You can have up to 10 approved in-app events per app in App Store Connect. A total of five per app can be published at a time, regardless of region.

To ensure you're creating a high-quality event, see [In-App Events](#).

1. From the left sidebar under Features, click In-App Events.
2. Click Create In-App Event.
3. Choose a reference name. This name identifies your event in App Store Connect and is not visible on the App Store. Each name must be unique and can be up to 64 characters long.

-
4. Click Create.
-

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Manage your events

Edit event details

You can edit the details of your in-app event before submitting to review. If the event is approved, you can edit the region availability and priority, as well as the start time, end time, and publish date (if they are in the future).

1. From the left sidebar under Features, click In-App Events.
2. Select your event from the list.
3. Edit your event details and click Save.

Note: If your event is Waiting for Review or In Review you will need to remove it from review in order to edit any details except for Country or Region Availability.

Archive an event

Once an event ends, you can archive it in all locations, or only in specific locations. Users will no longer be able to access the event details page through the Event Deep Link. You can access your archived events at any time in the Archived section of your events list.

1. From the left sidebar under Features, click In-App Events.
 2. Scroll down to Past Events.
 3. Select your event from the list.
 4. Scroll to the bottom of the page.
 5. Click Archive Event.
-

Delete an event

Events can be deleted when they're in Drafts, Archived, or Approved states. Deleting an event will remove it from your list of events and you won't be able to access it again.

1. From the left sidebar under Features, click In-App Events.

2. Scroll down to Past Events.
 3. Select your event from the list.
 4. Scroll to the bottom of the page.
 5. Click Delete Event.
-

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Configure event details

Once you've created an in-app event and chosen a reference name, you'll need to enter details and upload media used for the event card and event details page. You can also add localizations to your event.

Enter event information

1. From the left sidebar under Features, click In-App Events.
 2. Select your event from the list.
 3. Enter an event name to appear on the App Store. It can be up to 30 characters.
 4. Enter a short description to appear on your event card in places like the Today tab and Search. It can be up to 50 characters.
 5. Enter a long description to appear on your event details page, which users will see when they tap your event card. It can be up to 120 characters.
 6. Upload media for your event card and event details page. Make sure all media follows the in-app event media specifications.
 7. Choose a badge that best fits the type of event you're offering to display above the title on the event card and event details page.
 8. Add localizations for your event by choosing the primary language to display the language pop-up menu. Learn about [localizing App Store information](#).
-

Select country or region availability

Country or region availability controls where your event appears. The default selection will be all storefronts, but please note that your event's availability will be determined by your app's availability. You can select the date and time your event first becomes discoverable to users, as well as the date and time the event starts and ends.

1. From the left sidebar under Features, click In-App Events.
 2. Select your event from the list.
 3. Scroll down to the Country or Region Availability section.
 4. Select a start and end date and time. You can choose any date in the future for the start time. The end date can be a maximum of 31 days from the start date. Events must be at least 15 minutes long.
 5. Select a publish start date and time. The publish date is when your event will become discoverable on the App Store and can be a maximum of 14 days in advance.
-

Customize event start dates and times

The Customize Dates and Times option allows you to select different start times in one or more countries or regions. If you choose to start your event on different days in different locations, all of your event start dates must be within 48 hours of each other.

1. From the left sidebar under Features, click In-App Events.
 2. Select your event from the list.
 3. In the Country or Region Availability section, click Customize Dates and Times.
 4. Select the locations you want to edit, and click Next.
 5. Enter the start date and time. Use the Time Zone toggle on the top right to choose a time zone.
 6. Click Done.
 7. To customize more regions, click the Add button (+) next to Customize Dates and Times.
 8. Select the locations you want to edit, and click Next.
 9. Enter the start date and time.
 10. Click Done.
-

Add additional information

1. Provide an event deep link. This link takes users who tap Open on the in-app event card or details page to the event content within your app. This can be a universal link (recommended for security) or custom URL. Avoid using URL shorteners and other services that add unnecessary redirects. Test the deep link to make sure it directs to the proper destination within your app — for example, you can paste your URL into the Notes app and tap it. [Learn about configuring universal links](#).
2. Select the general purpose of your event to help make sure your event reaches the most relevant users on the App Store.
3. Select the priority for your event. Events appear chronologically on the product page based on start time, with the soonest start time displaying first. Any events you select as high priority will appear ahead of normal priority events.
4. Indicate if an in-app purchase is required to participate in the event, as this information is shown on your event details page. For subscription apps, you only need to indicate that an in-app purchase is required when there's an additional cost for the event specifically — for example, a pay-per-view event in a subscription app that requires an in-app purchase in addition to the standard subscription.
5. Choose your event's primary language. This will be the default language that users see if your event isn't localized for their device's language.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Submit an event for review

Before you can publish your in-app event on the App Store, you'll need to submit your event details and event page media for review. Make sure all the required event details are complete before submitting for review. Submitting an in-app event for review doesn't require a new binary submission. Events that are submitted on their own will be associated with the Ready for Sale version of the app. Events that are submitted with an app update will be associated with the updated version of the app.

Submit an event for review

1. From My Apps, select your app from the list.
2. In the left sidebar, click In-App Events.
3. Select your event from the list.
4. On the top right, click Add for Review.

Once your event is approved, it will be published automatically on the publish date you selected.

View the status of an event

1. From My Apps, select your app from the list.
 2. In the left sidebar, click In-App Events. You'll see a list of your events organized by status.
-

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Optimize your app's product page

Product page optimization overview

You can optimize your iOS and iPadOS app's product page by comparing different app icons, screenshots, and app previews to see which resonate most with customers. Test up to three different treatments against your original product page to see which gets the best results. Each treatment will be randomly shown to a percentage of eligible users that you set, and can be localized in as many languages as your app supports. View results in App Analytics and make the top-performing assets the ones all customers will see.

The methodology for determining the treatment that's best at driving app engagement is based on the estimated lift in conversion rate, as well as algorithms that provide confidence in the reliability of the test results. For details on analytics, visit [View product page optimization results](#).

Note: Your app's status must be Ready for Sale in order for its product page to be tested. If you submit a new app version while a test is running, the test will automatically stop. Product page optimization tests are not available for custom product pages or for product pages on the App Store for Apple Watch or iMessage.

Treatments are shown to users on the App Store on iOS 15 and iPadOS 15, or later.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Create a test

Product page optimization tests are configured in App Store Connect. For information about how to design tests, visit [Enhancing Your Product Page](#).

-
1. In the left sidebar under Features, click Product Page Optimization.
 2. If you haven't created a test before, click Create Test. Otherwise, click the add button (+) next to Product Page Optimization.

Mountain Climber ▾

- [App Store](#)
- [Services](#)
- [TestFlight](#)
- [Xcode Cloud](#)

iOS App

- 3.2 Prepare for Submission
- 3.1 Ready for Sale

[Add macOS App](#)

[Add tvOS App](#)

General

- [App Information](#)
- [Pricing and Availability](#)
- [Privacy](#)
- [Ratings and Reviews](#)
- [Version History](#)
- [App Review](#)

Features

- [In-App Purchases](#)
- [Subscriptions](#)
- [App Store Promotions](#)
- [Custom Product Pages](#)
- [In-App Events](#)
- [Product Page Optimization](#)

Product Page Optimization

Product page optimization allows you to run tests to find the best performing product page for your app. Each test can include up to 3 treatments and can be localized in the languages you select. Treatments are shown randomly to eligible users, and statistical analysis is available in App Analytics. [Learn More](#)

[Create Test](#)

Create Product Page Test

Test up to 3 different product page treatments against your original App Store product page.

Reference Name: Fall 2021 A/B Test

Number of Treatments: Choose ▾

- 1
- 2
- 3

Traffic Proportion: -

Localizations: 10 languages selected [Edit](#)

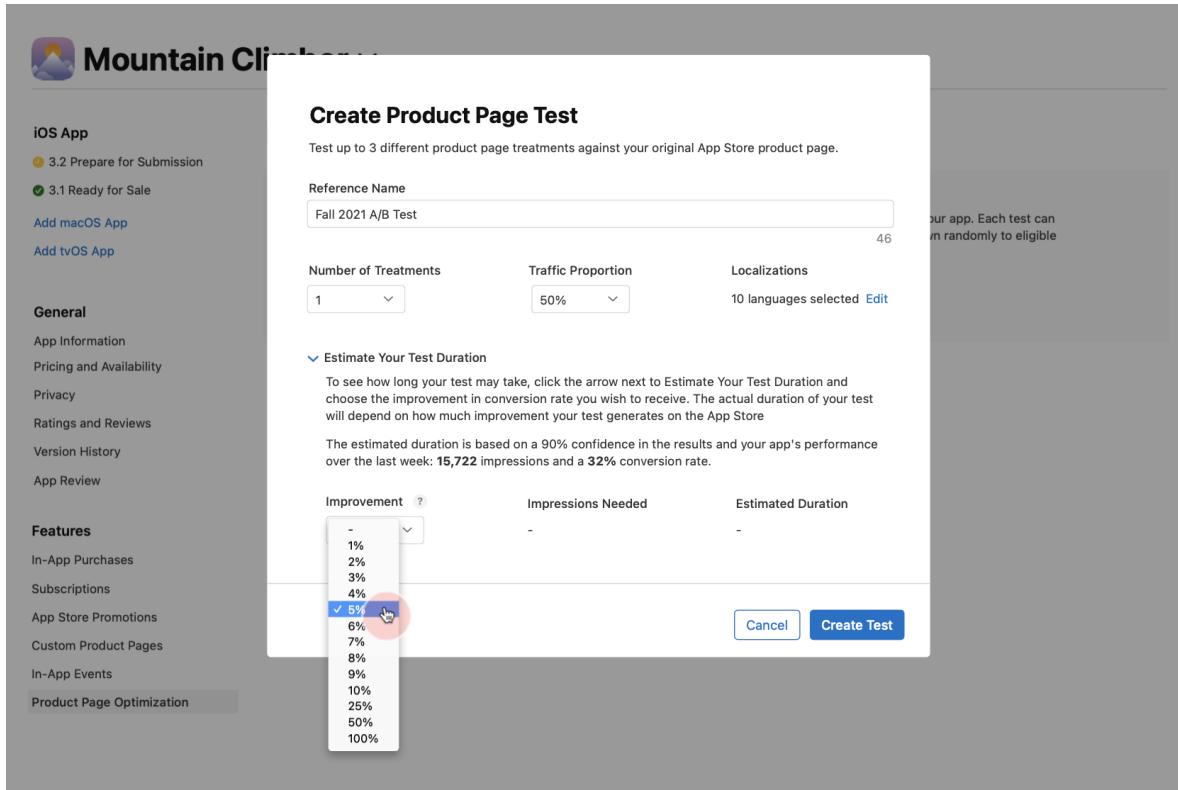
To see how long your test may take, click the arrow next to Estimate Your Test Duration and choose the improvement in conversion rate you wish to receive. The actual duration of your test will depend on how much improvement your test generates on the App Store.

[Cancel](#) [Create Test](#)

5. Choose a traffic proportion. This is the percentage of users that will be randomly shown a test treatment instead of your original product page. For example, if a test has three treatments and you choose a 30% traffic proportion, each treatment will be shown to 10% of the total traffic.
6. Select the localizations you want to include in your test. By default, all localizations that your app supports are selected. Users who see a localization that you've excluded from your test will not be included in the test.

The screenshot shows the 'Create Product Page Test' screen in App Store Connect. On the left, there's a sidebar with sections for iOS App (3.2 Prepare for Submission, 3.1 Ready for Sale), General (App Information, Pricing and Availability, Privacy, Ratings and Reviews, Version History, App Review), and Features (In-App Purchases, Subscriptions, App Store Promotions, Custom Product Pages, In-App Events, Product Page Optimization). The main area is titled 'Create Product Page Test' and says 'Test up to 3 different product page treatments against your original App Store product page.' It has fields for 'Reference Name' (Fall 2021 A/B Test) and 'Number of Treatments' (1). Below these are 'Traffic Proportion' (50%) and 'Localizations' (10 languages selected). A tooltip for 'Localizations' indicates that each test can be shown randomly to eligible users. A 'Done' button is visible at the bottom right of the localization dropdown.

7. To see how long it might take to reach your goal, click the arrow next to Estimate Your Test Duration and choose your desired improvement in conversion rate. We use your app's existing performance data, such as daily impressions and new downloads, to generate this estimate. The estimated duration and impressions needed will appear. This estimate is provided as a guide and won't impact the test. A test runs for 90 days or until you manually stop it within that time. Please note that it may not be possible to reach your desired improvement in conversion rate within 90 days.



8. Click Create Test.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Configure test treatments

By default, test treatments are copies of your app's original product page. You can edit the app icon, screenshots, and previews of each treatment. If you choose not to edit one of these items, the metadata from your original product page will display for that item.

Before testing, all of the metadata in your test treatments must be approved. You can submit this metadata without submitting a new version of your app. However, any app icons you want to use must be included in the app binary for the version of your app currently on the App Store, and that app must use an SDK that supports alternate icons in asset catalogs.

If you're simply changing the order of screenshots or previews that are already on the App Store, or only modifying the app icon, your metadata is already approved and you don't need to resubmit.

[Mountain Climber](#) ▾ [App Store](#) [Services](#) [TestFlight](#)

[Product Page Optimization](#)

Fall 2021 A/B Test

The app icon, app previews, and screenshots from your original product page have been applied to each treatment. After you make your desired changes, click Start Test to begin the test.

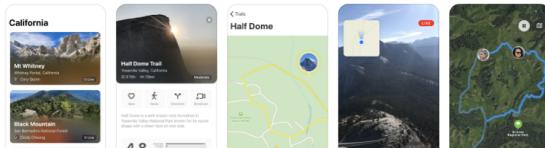
iPhone 6.5" Display iPhone 5.5" Display iPad Pro (3rd Gen) 12.9" Display iPad Pro (2nd Gen) 12.9" Display App Icon

English (U.S.) ▾

Treatment A [Edit Name](#) [View All Sizes in Media Manager](#)

1 of 3 App Previews | 5 of 10 Screenshots | [Choose File](#) | [Delete All](#)

Original Product Page



Note: Product page optimization tests are not available for [custom product pages](#) or for product pages on the App Store for Apple Watch or iMessage.

1. From My Apps, select your app.
2. In the left sidebar under Features, click Product Page Optimization.
3. The default treatment names are Treatment A, Treatment B, and Treatment C. Treatment names are only visible to you in App Store Connect and help you identify treatments in App Analytics. Next to the treatment name you want to edit, click Edit Name.

Treatment names are only visible to you in App Store Connect and help you identify treatments in App Analytics. Next to the treatment name you want to edit, click Edit Name.
4. Enter a treatment name, then click OK.
5. Click the App Icon tab, which displays if your app binary includes more than one icon. Any app icons you want to use must be included in the app binary for the version currently on the App Store, and that app must use an SDK that supports alternate icons in asset catalogs. Icons must also be sized to 1024x1024 pixels.
6. Scroll to the treatment you want to change and, under the icon, click Change.
7. Choose an icon from the menu that appears. This menu shows all app icons included in your app's binary. If an app is downloaded from a product page with a test treatment, the test treatment app icon displays throughout the download process and

on the user's device.

The screenshot shows the 'Mountain Climber' app's product page in App Store Connect. At the top, there's a navigation bar with icons for Home, App Store, Services, TestFlight, and Xcode Cloud. Below that is a 'Product Page Optimization' section titled 'Fall 2021 A/B Test'. It says, 'The app icon, app previews, and screenshots from your original product page have been applied to each treatment. After you make your desired changes, click Start Test to begin the test.' A 'Start Test' button is visible. Below this are five device tabs: iPhone 6.5" Display, iPhone 5.5" Display, iPad Pro (3rd Gen) 12.9" Display, iPad Pro (2nd Gen) 12.9" Display, and App Icon. The 'App Icon' tab is selected. To the right, there's a language dropdown set to 'English (U.S.)'. Under 'Treatment A', there's a placeholder image with a 'Change' button. Below it is the 'Original Product Page' image, which features a sun, clouds, and mountains. At the bottom of the screen are two buttons: 'Edit Details of Product Page Test' and 'Delete Product Page Test'.

8. Click the device tabs and add screenshots and previews. If you choose not to edit screenshots or previews for a certain device size, the treatment will use the ones on your original product page for that device size. For details on specifications, visit [Screenshot specifications](#) and [App preview specifications](#).

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

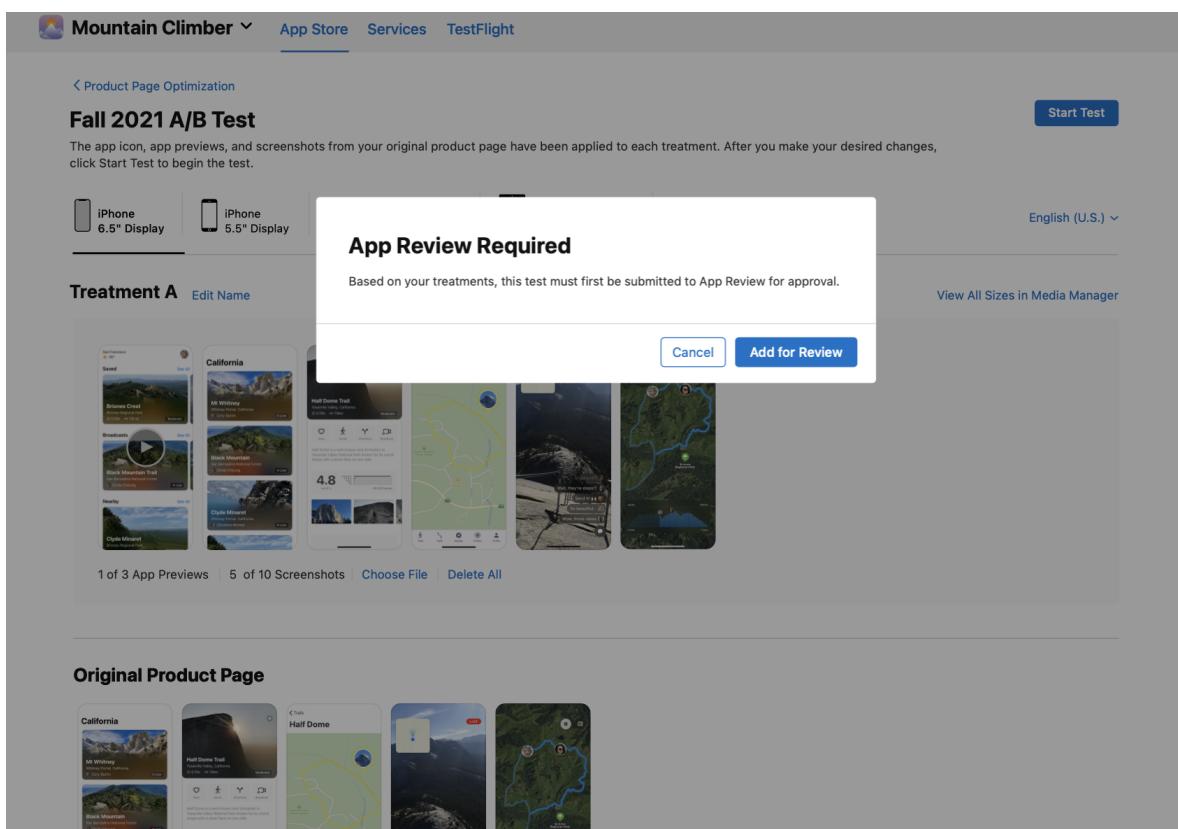
Run a test

All metadata used in a test must first be approved by App Review. If you try to start a test before the metadata is approved, the metadata will be added to a submission for you to send for review. If you already have a submission for that platform in review, you'll need wait until the first submission is complete before you can send the test metadata for review.

Note: Submitting a new app version for review automatically stops any tests that are in progress.

Start a test

1. From My Apps, select your app.
2. In the left sidebar under Features, click Product Page Optimization.
3. Click the name of the test you want to start.
4. On the top right, click Start Test. The test status automatically updates to Running and shows how long the test has been live. If you click Start Test before submitting your metadata for review, the test status will change once the metadata is accepted by App Review.
5. Your test will run for 90 days or until you manually stop it within that time. Test results appear in App Analytics. For details, visit [View product page optimization results](#).



Manually stop a test

1. From My Apps, select your app.
2. In the left sidebar under Features, click Product Page Optimization.
3. Click the name of the test you want to stop.
4. On the top right, click Stop Test. Once you stop a test, it cannot be restarted. You'll need to create a new test with the same treatments and run it again.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Apply a test treatment to your product page

You can apply any of the treatments to your original product page on the App Store, as well as to versions in the Ready for Sale or Prepare for Submission states, at any time. You can apply one treatment per test, and the action cannot be undone. Please note that only the app previews and screenshots from the treatment will be applied. To apply the app icon, you'll need to set it as the default icon in your next app version.

For details on analytics, visit [View product page optimization results](#).

If you apply a treatment while a test is still running, the test will automatically stop.

1. From My Apps, select your app.
 2. In the left sidebar under Features, click Product Page Optimization.
 3. Click the name of the test.
 4. Scroll to the treatment you want to use.
 5. Click Apply Treatment to Original Product Page.
 6. Select the app versions you want to apply the treatment to.
-

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

App Clip experiences

Set up an App Clip experience

An App Clip is a small part of your app that's discoverable at the moment it's needed and lets people quickly start and finish a task from your app. Users running iOS 14 or later can quickly access App Clips without needing to download the full app. [Learn about App Clips](#).

To configure how your App Clip is discovered and launched, you create App Clip experiences, each of which includes metadata for the App Clip card, an invocation URL, and invocation methods. You can create many App Clip experiences to support situations when different tasks from your app might be helpful.

A default App Clip experience is required, and can be invoked through Safari and links people share in Messages. Once you create a default App Clip experience, you can create advanced App Clip experiences, which can also be invoked by App Clip Codes that encode a URL and incorporate NFC tags, QR codes, and place cards in Maps. [Learn about configuration options](#).

When you're ready to submit your app for review, you can optionally provide up to three URLs that are representative of experiences your App Clip provides, allowing App Review to understand the features and functionality. Add these URLs in the App Clips URLs section in App Review Information toward the bottom of the Version Information page.

You'll need to first upload a build that has an App Clip to be able to edit the App Clip section in App Store Connect.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Set up a default App Clip experience

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version for which you want to add an App Clip experience.
3. On the right, below App Clip, enter the required metadata (a header image, subtitle, and a call to action). This metadata appears on the App Clip card when the experience is invoked from Safari or Messages.

Learn more about the [required, localizable, and editable properties](#).

4. In the upper right, click Save.
-

Set up an advanced App Clip experience

Set up an advanced App Clip experience without place association

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version for which you want to add an App Clip experience.
3. Under Advanced App Clip Experiences, click Edit Advanced Experiences. A new page opens with general information on what to provide.

The screenshot shows the 'New App Clip Experience' setup page in App Store Connect. At the top, there's a back arrow labeled 'iOS App 2.0'. Below it, the title 'New App Clip Experience' and subtitle 'Forest Explorer' are displayed, along with a progress bar labeled 'Progress'. The main section is titled 'Get Started' with the sub-section '① Complete the app clip experience'. A list of steps includes: 'Specify your app clip experience URL', 'Customize your app clip card', and 'Provide additional experience details'. Below this, another step '② Publish your app clip experience' is shown. On the left, there are icons for 'Safari', 'Maps', 'NFC Tag', 'QR Code', and 'Location'. A blue 'Next' button is located at the bottom right.

4. Click Next.

5. In the App Clip experience URL field, enter the invocation URL for your App Clip experience.

The App Clip Bundle ID will be prepopulated.

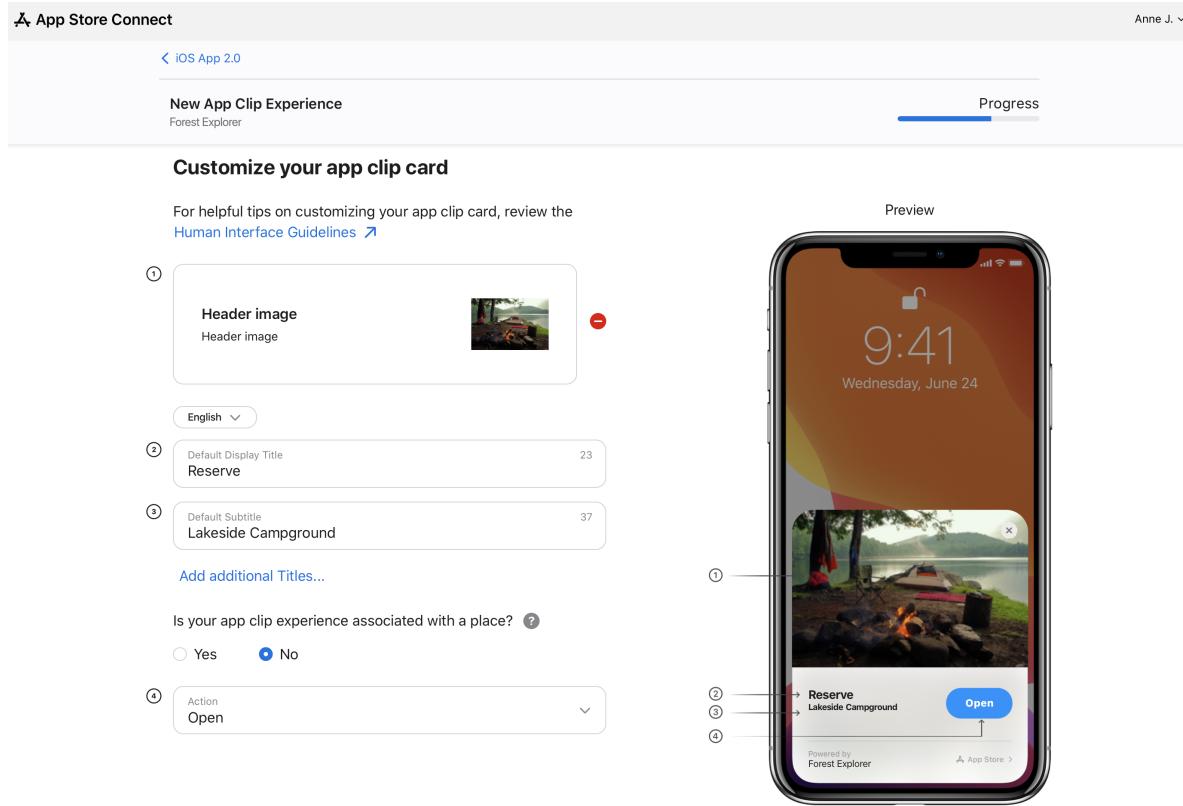
6. Click Next.

7. Enter the information for the App Clip card. To add a Default Display Title and Default Subtitle in additional languages, click Add Additional Titles.

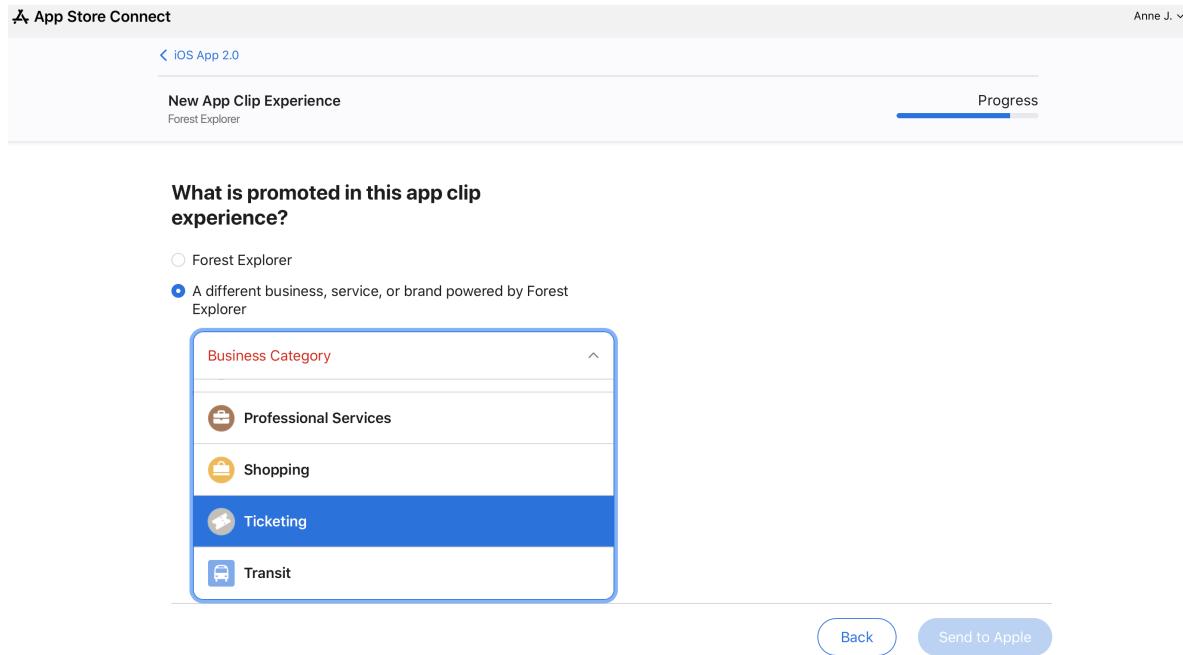
8. Specify that your App Clip experience is not associated with a place.

See tooltips next to each field for more details.

9. Select a call to action, then click Next.



10. Answer the question about what this App Clip experience promotes. Specify whether it promotes your app's business, service, or brand or if it's created on behalf of other businesses, services, or brands that appear within your app.



[Learn about creating App Clips for other businesses.](#)

11. Click Send to Apple.

Once you've completed setting up an experience, you'll see the App Clip Experiences page, which shows all the experiences you've configured, along with their statuses.

Set up an advanced App Clip experience with place association

A place association is an optional component that connects the App Clip to a physical location, and is needed for the experience to be invoked in Maps. Place association doesn't guarantee inclusion in Apple Maps and may not be available in all regions.

If an App Clip is part of the location's official app, it will be approved for that location. If it's not part of the official app, either the business owner must claim the location through [Places on Maps](#) and approve the App Clip to display, or the creator of the App Clip must be authorized as a partner on the business' website.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version for which you want to add an App Clip experience.
3. Under Advanced App Clip Experiences, click Edit Advanced Experiences. A new page opens with general information on what to provide.

The screenshot shows the 'New App Clip Experience' setup screen in App Store Connect. At the top, there's a breadcrumb trail: 'iOS App 2.0 > New App Clip Experience'. The main title is 'New App Clip Experience' under 'Forest Explorer'. On the right, there's a 'Progress' bar. Below the title, a section titled 'Get Started' explains what an app clip experience is and provides a 'Learn more...' link. It lists five invocation options with icons: Safari (compass), Maps (fork and knife), NFC Tag (chip), QR Code (QR code), and Location (location pin). A callout box labeled '① Complete the app clip experience' contains a bulleted list: 'Specify your app clip experience URL', 'Customize your app clip card', and 'Provide additional experience details'. Below this, another callout box labeled '② Publish your app clip experience' is partially visible. At the bottom right is a blue 'Next' button.

4. Click Next.
5. In the App Clip experience URL field, enter the invocation URL.
The App Clip Bundle ID will be prepopulated.
6. Click Next.

7. Enter the information for the App Clip card. To add a Default Display Title and Default Subtitle in additional languages, click Add Additional Titles.
8. Specify that your App Clip experience is associated with a place.

See tooltips next to each field for more details.

9. Select a Maps action that best fits the experience and click Next. This determines the action that appears on the place card in Maps.

The screenshot shows the 'New App Clip Experience' setup screen in App Store Connect. On the left, there's a 'Customize your app clip card' section with fields for Header image, Default Display Title (labeled 'Reserve'), and Default Subtitle (labeled 'Lakeside Campground'). There are also buttons for 'Add additional Titles...' and 'Is your app clip experience associated with a place?'. The 'Yes' option is selected. On the right, there's a 'Preview' section showing a smartphone displaying the App Clip card. The card features a header image of a campsite, the title 'Reserve', the subtitle 'Lakeside Campground', and a blue 'Open' button. Arrows numbered 1 through 4 point to specific parts of the card: 1 points to the header image, 2 points to the title, 3 points to the subtitle, and 4 points to the 'Open' button. The phone's status bar shows the time as 9:41 and the date as Wednesday, June 24.

10. Choose a place to associate with this App Clip experience.
11. Answer the question about the relationship between your app and the place associated with this App Clip experience.
12. Answer the question about what this App Clip experience promotes. Specify whether it promotes your app's business, service, or brand, or if it's created on behalf of other businesses, services, or brands that appear within your app.

[Learn about creating App Clips for other businesses.](#)

The screenshot shows the 'New App Clip Experience' setup page in App Store Connect. At the top, it says 'Choose a place to associate with this app clip experience'. Below that, there's a card for 'Pfeiffer Big Sur State Park' in Big Sur, CA. A red minus sign icon is in the top right corner of the card. Underneath, there are two questions with radio button options:

- What is your relationship with this place?
 - I am the owner.
 - I am authorized by the owner.
 - I am not the owner or authorized by the owner.
- What is promoted in this app clip experience?
 - Forest Explorer
 - A different business, service, or brand powered by Forest Explorer

At the bottom right are 'Back' and 'Send to Apple' buttons.

13. If your App Clip experience promotes another business, service, or brand, select a category.

14. Click Send to Apple.

Once you've completed setting up an experience, you'll see all the experiences you've configured along with their statuses on the App Clip experiences page.

Note: To confirm that your App Clip experience appears in Maps, open Maps and search for places associated with the experience.

Generate App Clip codes

Advanced App Clips can be discovered and launched through App Clip Codes. You can generate these codes in multiple colors and incorporate NFC tags, allowing people to launch your App Clips by tapping their iPhone on the code or scanning it with the camera. Generate App Clip Codes in App Store Connect or with the App Clip Code generator command line tool.

[Learn about proper placement and messaging for App Clip Codes.](#)

Generate App Clip Codes for a single App Clip experience

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.

2. In the sidebar, select the iOS app version with the App Clip experience for which you want to generate an App Clip Code.

3. Under Advanced App Clip Experiences, click Edit Advanced Experiences.

4. You'll see a list of your active App Clip experiences. Click Get App Clip Codes and select one experience for which you want to generate an App Clip Code.

Note: You won't be able to select App Clip experiences that are incompatible with App Clip Codes.

5. Click Continue.

6. Click Get Started on the Create an App Clip Code page to generate the codes.

The screenshot shows the 'Create an App Clip Code' page. At the top, there's a navigation bar with 'App Store Connect' and a user profile for 'Anne Johnson'. Below the navigation, there's a breadcrumb trail: '< Advanced App Clip Experiences'. The main title is 'Create an App Clip Code'. To the right, there's a 'Progress' bar. The central content features a large 'App Clip' logo with concentric circles and the text 'App Clip'. To the right of the logo, the text reads: 'App Clip Codes are the best way for users to discover your App Clip'. Below this, a paragraph explains that they are visually beautiful and distinct, and links to 'Learn more about App Clip Codes'. There's also a note about using existing NFC tags and a 'Don't show this to me again' checkbox. A prominent blue 'Get Started' button is at the bottom.

7. If you want to upload URL parameters to append an invocation URL, select Yes and upload a CSV file that includes your invocation URLs for App Clip Codes, then click Next. If you do not want to upload URL parameters to append to your App Clip experience URL, select No and click Next.

Create an App Clip Code

Generate multiple codes

Create a series of unique App Clip Codes for a single App Clip experience by uploading each URL you'd like encoded into an App Clip Code. This is recommended if you're creating location or object specific App Clip Codes and want to know which code is being used by users to trigger your App Clip. For best practices on structuring your App Clip URLs review documentation on [Creating App Clip Codes](#).

Would you like to create multiple App Clip Codes for your App Clip experience?

No Yes

Your App Clip Experience
 Reserve
<https://camp.forestexplorer.org/reserve/413>

Next

[Learn how to identify URLs for your App Clip to support.](#)

[Learn best practices for encoding a URL in an App Clip Code.](#)

8. Select a color pattern for the code or select custom foreground and background colors to generate a code consistent with your brand, then click Next.

Create an App Clip Code

Select a color pattern

You can select one of our default App Clip Code colors or select custom foreground and background colors to generate an App Clip Code that's consistent with your brand. For best practices on color selection, see the [Human Interface Guidelines](#).

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| Black / White | Grey / White | Red / White | Orange / White | White / Green |
|  |  |  |  | |
| Teal / White | Blue / White | Indigo / White | Purple / White | |

Background
#FFFFFF

Foreground
#33AA22

PREVIEW ONLY



https://camp.forestexplorer.org/reserve/413

Back **Next**

[Learn best practices for color selection.](#)

9. To embed an NFC tag in the code, select NFC and click Next. If you're not embedding an NFC tag, select Scan Only and click Next.

Create an App Clip Code

NFC
Recommended if your App Clip Code will be within reach and affixed to an NFC tag containing the same experience URL. For the best user experience consider using a Type 5 NFC Tag that is at least 35mm in Diameter (or equivalent) for your App Clip Codes.




Scan Only
Recommended if your code is displayed digitally or in an area that is physically inaccessible. Examples include: on posters or out-of-home advertising, on signage that's behind a counter or out of reach in a storefront, or in digital materials - such as email or social media images.




<https://camp.forestexplorer.org/reserve/413>

Progress

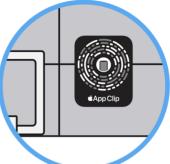
[Back](#) [Next](#)

10. Based on the placement of your App Clip Code, select the appropriate design ("Use App Clip logo" or "Without App Clip logo") and click Next.

Create an App Clip Code

Based on your intended placement of your App Clip Code, select which design is appropriate:

Use App Clip logo

Without App Clip logo




<https://camp.forestexplorer.org/reserve/413>

Progress

[Back](#) [Next](#)

11. Click Download App Clip Codes to download SVG files.

The screenshot shows the 'Create an App Clip Code' page in the App Store Connect interface. At the top, there's a header with the App Store Connect logo and a progress bar labeled 'Progress'. Below the header, a message says 'Your App Clip Codes are ready'. A blue button labeled 'Download App Clip Codes' is visible. To the right, a circular graphic labeled 'PREVIEW ONLY' contains a green camera icon at its center, surrounded by concentric circles. Below the preview is a URL: 'https://camp.foresexplorer.org/reserve/413'. At the bottom right are 'Back' and 'Done' buttons.

[Learn about printing App Clip Codes.](#)

Generate App Clip Codes for multiple App Clip experiences

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version with the App Clip experience for which you want to generate App Clip Codes.
3. Under Advanced App Clip Experiences, click Edit Advanced Experiences.
4. You'll see a list of your active App Clip experiences. Click Get App Clip Codes and select multiple experiences for which you want to generate codes.

Note: You won't be able to select App Clip experiences that are incompatible with App Clip Codes.

5. Click Continue.
6. Click Get Started on the Create an App Clip Code page to generate App Clip Codes.

Create an App Clip Code

App Clip Codes are the best way for users to discover your App Clip

They are visually beautiful and distinct, so when a user sees one, they'll know there's an App Clip waiting for them. Each App Clip Code encodes a URL into its design and can incorporate an NFC tag, allowing users to launch an App Clip by holding their iPhone near the App Clip Code or by scanning it through the camera on their iOS and iPadOS devices.

[Learn more about App Clip Codes](#)

If you would like to use existing NFC tags for an App Clip Code, [contact us](#).

Don't show this to me again

Get Started

7. With No preselected, click Next.
8. Select a color pattern for the codes or select custom foreground and background colors to generate codes that are consistent with your brand, then click Next.

Select a color pattern

You can select one of our default App Clip Code colors or select custom foreground and background colors to generate an App Clip Code that's consistent with your brand. For best practices on color selection, see the [Human Interface Guidelines](#).

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |

Background
#FFFFFF

Foreground
#33AA22

PREVIEW ONLY

App Clip

[View selected App Clip experiences \(2\)](#)

Back **Next**

[Learn best practices for color selection.](#)

Note: You can view your selected App Clip experiences by clicking "View selected App Clip experiences" under the preview icon.

9. To embed an NFC tag in the code, select NFC and click Next. If you're not embedding an NFC tag, select Scan Only and click Next.

Create an App Clip Code

NFC
Recommended if your App Clip Code will be within reach and affixed to an NFC tag containing the same experience URL. For the best user experience consider using a Type 5 NFC Tag that is at least 35mm in diameter (or equivalent) for your App Clip Codes.




Scan Only
Recommended if your code is displayed digitally or in an area that is physically inaccessible. Examples include: on posters or out-of-home advertising, on signage that's behind a counter or out of reach in a storefront, or in digital materials - such as email or social media images.




[View selected App Clip experiences \(2\)](#)

[Back](#) [Next](#)

10. Based on the placement of your App Clip Code, select the appropriate design ("Use App Clip logo" or "Without App Clip logo") and click Next.

11. Click Download App Clip Codes to download SVG files.

Create an App Clip Code

Your App Clip Codes are ready

[Download App Clip Codes](#)

To learn more about proper placement and messaging for App Clip Codes, review the [App Clip Code Marketing Guidelines](#).

Printing your App Clip Codes?

Use [RR Donnelly](#) to print your App Clip Codes or use your own printer. For more information on printing, see the [Human Interface Guidelines](#).

PREVIEW ONLY



[View selected App Clip experiences \(2\)](#)

[Back](#) [Done](#)

For more information on printing the codes, see [Printing App Clip Codes](#).

Deactivate an advanced App Clip experience

You can deactivate or reactivate experiences as needed.

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version with the App Clip experience you want to deactivate.
3. Under Advanced App Clip Experiences, click Edit Advanced Experiences.
4. You'll see a list of your active App Clip experiences. Click the experience you want to deactivate.
5. Scroll to the bottom of the App Clip experience details page and click Deactivate App Clip Experience.

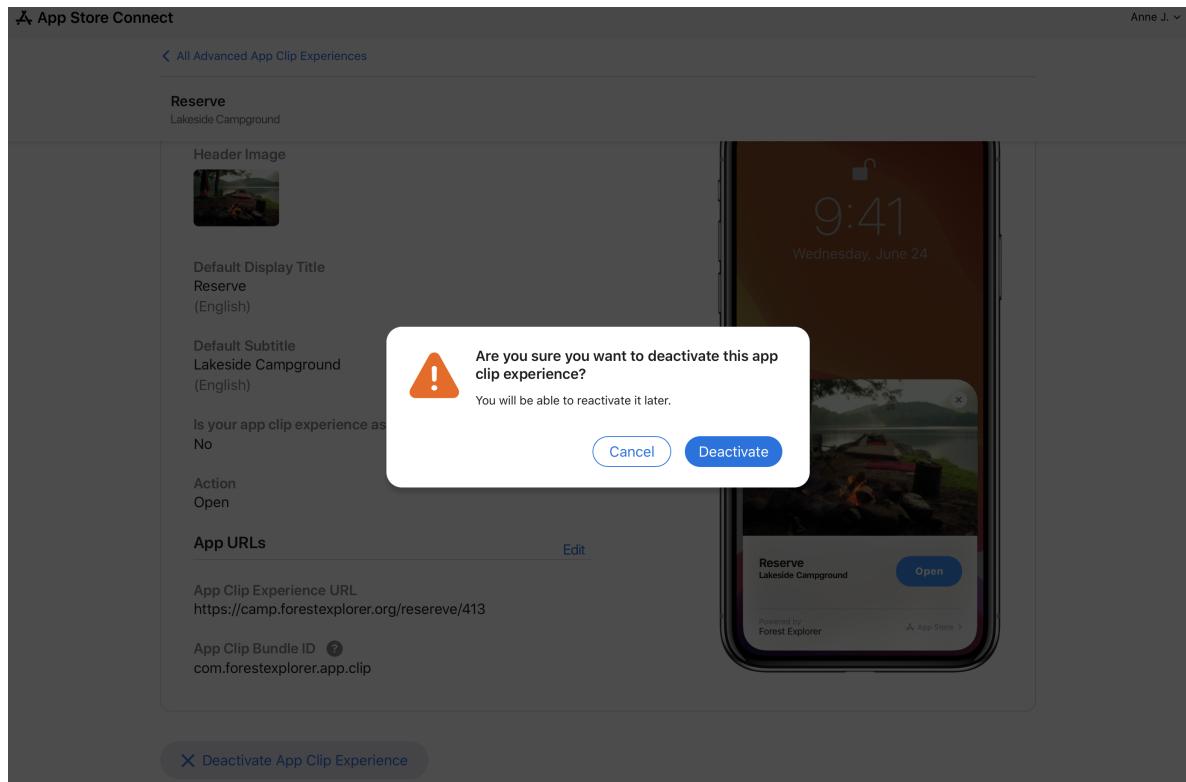
The screenshot shows the 'Edit Advanced Experiences' screen for an App Clip experience named 'Reserve Lakeside Campground'. The left panel contains configuration options:

- Header Image:** A thumbnail of a campsite at a lake.
- Default Display Title:** Reserve (English)
- Default Subtitle:** Lakeside Campground (English)
- Is your app clip experience associated with a place?** No
- Action:** Open
- App URLs:** An 'Edit' button is shown.
- App Clip Experience URL:** <https://camp.forestexplorer.org/reservere/413>
- App Clip Bundle ID:** com.forestexplorer.app.clip

To the right, a smartphone displays the App Clip interface with the same title and subtitle, along with a 'Reserve Lakeside Campground' button and an 'Open' button. At the bottom of the screen is a 'Powered by Forest Explorer' footer.

X Deactivate App Clip Experience

6. In the confirmation dialog that appears, click Deactivate.



View domain URL status

You can check the validation status of your App Clip in App Store Connect. The cache status is automatically available to view, but to validate the status of your domains in real time, you can load the debug status.

1. From My Apps, select the app you want to view. The page opens with the App Store tab selected.
2. In the sidebar, select the iOS app version with the App Clip you want the domain status for.
3. In the build section, view the cache status under the Domain Status column.

Build

| BUILD | VERSION | HAS APP CLIP | DOMAIN STATUS |
|---|---------|--------------|--|
|  2.0 | 2.0 | YES | ✖ 3 invalid domains View Status Aug 6, 2020 at 3:45 PM |

4. To view the debug status, click View Status under the Domain Status column.
5. In the dialog, click Load Debug Status to view the debug status.

[Learn about supporting associated domains.](#)

Configure custom product pages

You can create multiple versions of your app's product page to highlight features or specific content, each with a different set of screenshots, previews, and promotional text. Custom pages are fully localizable, and shareable through a unique URL. People will see your app's default product page on the App Store, unless they follow a custom product page link. You can have up to 35 custom product pages published on the App Store at a time, per app.

You'll also be able to view metrics (including impressions, downloads, and conversion rate) for each page in App Analytics.

Custom product pages can be viewed on the App Store on iOS 15 and iPadOS 15, or later.

Create a custom product page

1. From My Apps, select your app. The page opens with the App Store tab selected.

2. In the left sidebar under Features, click Custom Product Pages.
3. Click Create Custom Product Page.

The screenshot shows the 'Custom Product Pages' section of the App Store Connect interface. At the top, there's a navigation bar with the app icon, the app name 'Mountain Climber', and links for 'App Store', 'Services', 'TestFlight', and 'Xcode Cloud'. Below the navigation is a sidebar with sections for 'General' (App Information, Pricing and Availability, Privacy, Ratings and Reviews, Version History, App Review) and 'Features' (In-App Purchases, Subscriptions, App Store Promotions, **Custom Product Pages**, In-App Events, Product Page Optimization). The main content area is titled 'Custom Product Pages (0 of 35)' with a blue '+' button. It contains a brief description: 'Create custom product pages using different app previews, screenshots, or promotional text. Custom pages can be used to help promote specific campaigns through direct URL links, build unique search ads, and more.' A 'Create Custom Product Page' button is at the bottom right of this area.

4. Enter a reference name to help you identify the page in App Analytics.
5. Choose whether to start with a blank page or make changes to an existing product page. If you choose to start from an existing page, you can choose a version that's in the Ready for Sale state or the Prepare for Submission state.

The screenshot shows the 'Create Custom Product Page' dialog box. It has a title 'Create Custom Product Page' and a 'Reference Name' field containing 'Livestream'. Below it is a 'Copy Existing Custom Product Page' dropdown menu with three options: 'Blank Page', '**3.1 Ready for Sale**' (which is selected and highlighted in blue), and '3.2 Prepare for Submission'. At the bottom of the dialog are 'Cancel' and 'Create' buttons.

6. Click Create. Your custom product page's unique URL is automatically generated and displays on this page.
7. Modify or add additional screenshots, app previews, or promotional text as desired.

The screenshot shows the 'Custom Product Page' for the 'Mountain Climber' app. At the top, there are tabs for 'App Store', 'Services', 'TestFlight', and 'Xcode Cloud'. Below the tabs, a banner says 'Ready to Submit' with 'Save' and 'Add for Review' buttons. The main area has sections for 'Reference Name' (Livestream), 'URL' (https://apps.apple.com/us/developer/NatureLab/id746910...), and 'English (U.S.)'. There are sections for 'App Previews and Screenshots' showing optional iPhone 6.5" and iPad Pro 12.9" displays, and a preview of the app's interface with maps and trail information. A promotional text field contains the placeholder 'Go wild and discover trails, parks, and off-the-beaten-path terrain with Mountain Climber.' Buttons at the bottom include 'Choose File' and 'Delete All'.

Submit a custom product page for review

Custom product pages must be submitted for review.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the left sidebar under Features, click Custom Product Pages.
3. Click the page you want to submit for review.
4. On the top right, click Add for Review.
5. The submission confirmation screen shows the app version that will be associated with the custom product page, and the items that will be reviewed. You may choose to add other items to the submission.
6. Click Submit to App Review.

[◀ App Review](#)

Confirm Submission

Ready for Review

[Submit to App Review](#)

 You can add multiple items for review. Only one submission can be submitted to App Review at a time, and all items will be reviewed typically within 24 hours. [Learn More](#)

App Version Used for Review

The app version below will be used when reviewing your submitted items. [Learn More](#)



iOS App 3.1

Ready for Sale

Items Ready for Review (1)

Custom Product Pages



Livestream

Go wild and discover trails, parks, and off-the-beaten-path terrain with Mountain Climber.

A custom product page's screenshots, previews, and promotional text can't be modified while it's in review. Withdrawing the submission makes the page editable, so you can make changes and resubmit.

Edit a custom product page

An approved custom product page can be edited and submitted for review without affecting its unique URL. Changes are published automatically upon approval by App Review.

- From My Apps, select your app. The page opens with the App Store tab selected.
- In the left sidebar under Features, click Custom Product Pages.
- Click the page you want to edit.
- Make your edits.
- The submission confirmation screen shows the app version that will be associated with the custom product page, and the items that will be reviewed. You may choose to add other items to the submission.
- Click Submit to App Review.

Delete a custom product page

You can have up to 35 custom product pages published on the App Store at a time, per app. You can delete and create pages at any time. If someone taps a URL to a deleted custom product page, they'll be redirected automatically to your default product page.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the left sidebar under Features, click Custom Product Pages.
3. Click the page you want to delete.
4. Scroll to the bottom and click Delete This Product Page.

Disable a custom product page URL

Each custom product page has a unique URL that's generated when you create the page. The URL can't be changed or reused for a different page, and it remains consistent for all future versions of the page. You may want to disable a URL if you'd like to make the page publicly unavailable, but keep the custom page record in App Store Connect — for example, if you need to pause a marketing campaign. If someone taps a URL to a disabled custom product page, they'll be redirected automatically to your default product page.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the left sidebar under Features, click Custom Product Pages.
3. Click the page you want to disable.
4. Next to the URL, click Disable Link.

Manage iCloud display sets

To use an iCloud display set, you need to configure the display set in App Store Connect, identify the apps that use it, and reference the display set in each app's Information property list (`Info.plist`) in the Xcode project.

For each iCloud display set, you'll need to provide the following:

| Property | Description |
|------------------|--|
| Reference Name | An internal name. It must be at least two characters and can be up to 255 bytes. It's displayed in App Store Connect only. |
| Display Set ID | A unique identifier used to associate your app with the display set. Use the same ID in your app's Information property file, NSUbiquitousContainerName key. This string must be a uniform type identifier (UTI) and can contain only alphanumeric characters, hyphens, and periods. The string should also be in reverse-DNS format and can't end in .test. |
| Display Set Name | The label that users see when they configure iCloud settings for your apps. Localize this label for each of the languages your apps support. |

Create a new display set.

| Reference Name | Display Set ID | Attached Apps |
|----------------------|-------------------------------|---------------|
| Example Apps Storage | com.example.exampleappstorage | None |

Click to edit this display set.

Delete this display set.

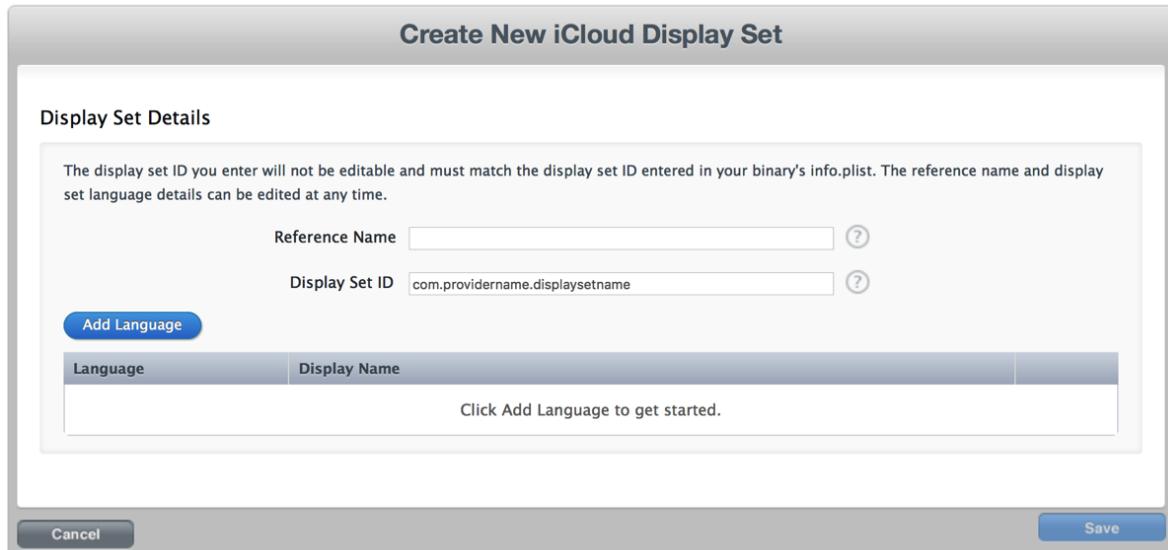
Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Create an iCloud display set

1. Log into App Store Connect. Select My Apps.
2. From the Ellipsis pop-up menu next to Apps, choose Manage iCloud Display Sets.

Any existing display sets are listed in the Manage Your iCloud Display Sets dialog that appears.

3. In the upper-left corner, click Create New.
4. Enter a reference name and display set ID.



5. Click Add Language, then in the Add Language dialog, choose a primary language for your apps from the Language menu.
6. In the Display Name field, enter the display set label that users see when they configure iCloud settings for your apps.

The display name must be at least two characters and can be up to 75 bytes.
7. Click Save in the dialog.
8. To add more languages that your apps support, repeat steps 5 through 7.
9. Click Save in the bottom-right corner of the Create New iCloud Display Set page.

Edit an iCloud display set

1. Log into App Store Connect. Select My Apps.
2. From the Ellipsis menu next to Apps, choose Manage iCloud Display Sets.

The Manage Your iCloud Display Sets page appears listing your display sets.
3. Click the row for the display set you want to edit.
4. Do any of the following:
 - *Change the reference name:* Click Edit next to the name and enter a new name.
 - *Add a language:* Click Add Language. Follow the same steps in [Create an iCloud display set](#) to add more languages.
 - *Delete a language:* In the row for the language, click Delete.
 - *Edit a language:* In the language table, click the display name of the language.

Below the detail area, you can view the attached apps but you can't edit them (attached apps are configured in the Xcode project).

5. Click Done.

Delete an iCloud display set

You can delete only iCloud display sets that have no attached apps.

1. Log into App Store Connect. Select My Apps.
 2. From the Ellipsis pop-up menu next to Apps, choose Manage iCloud Display Sets.
 3. In the row for the display set, click Delete.
-

Upload a geographic coverage file for a routing app (iOS, watchOS)

If you submit a routing app to App Review, Apple doesn't start the approval process until you upload a geographic coverage file. You can upload the geographic coverage file when you first create the app record or later after you upload a build.

For the complete steps to configure a *routing app*, an app that provides point-to-point directions for other apps, go to [Configure a routing app \(iOS, watchOS\)](#) in Xcode Help.

Note: To create a geographic coverage file, read “Specifying the Geographic Coverage File Contents” in [Location and Maps Programming Guide](#).

1. From My Apps, select your app.
2. In the sidebar, click the version of your app that you want to edit.
3. Scroll to the General App Information section.
4. Click the Choose File button under Routing App Coverage File.

The screenshot shows the 'General App Information' section of the App Store Connect interface. At the top, there's a navigation bar with tabs for 'Forest Explorer', 'App Store', 'Features', 'TestFlight', and 'Activity'. Below that, it says 'iOS App 1.0' with a status '1.0 Prepare for Submission'. On the right are 'Save' and 'Submit for Review' buttons. The main area has sections for 'Build' (listing a build of 2.3.1 from March 24, 2020), 'Included Assets' (showing the app icon), and 'General' (with links to 'App Information', 'Pricing and Availability', 'Ratings and Reviews', and 'Version History'). Under 'In-App Purchases', there are 'Manage' and 'App Store Promotions' links. The 'General App Information' section at the bottom includes fields for 'App Store Icon' (with a preview of a green forest icon) and 'Copyright' (empty field). It also includes a 'Routing App Coverage File' section with a 'Choose File (Optional)' button.

Offer in-app purchases

Workflow for configuring in-app purchases

An in-app purchase allows customers to buy content, features, or services from within your app by accessing the App Store and securely processing payments from the user. To use in-app purchases and the [StoreKit framework](#), you must have the latest Apple Developer Program License Agreement and Paid Applications agreement.

Each developer account can create up to 10,000 in-app purchase products across all the apps in the account. You can use the same in-app purchases for all supported platforms (iOS, macOS, tvOS) of your app if they are part of the same app record in App Store Connect. There are four in-app purchase types: consumables, non-consumables, auto-renewable subscriptions, and non-renewing subscriptions.

Every product must be added to the app they are associated with in App Store Connect.

For more information, see [In-App Purchase](#).

1. Sign a Paid Applications Agreement

To offer in-app purchases, you must sign a Paid Applications agreement in App Store Connect. For details on how to do this, read [Agreements, Tax, and Banking Overview](#).

2. Configure in-app purchases in App Store Connect

Next, configure your in-app purchase products in App Store Connect for your app. Every in-app purchase product must be associated with a specific app. An in-app purchase product associated with one app is not available for use by other apps. If you've created a [single app record in App Store Connect for your iOS and tvOS binaries](#), in-app purchases can be shared across these app binaries.

You'll also have the option to add metadata such as a display name and description, and choose your in-app purchase pricing. As you develop your app, you can add and remove in-app purchase products and refine or reconfigure your existing ones. See [Add an in-app purchase](#) to use App Store Connect to add your in-app purchase, or [App Metadata Specifications](#) to use XML.

3. Enable in-app purchase in Xcode

Enable your app for in-app purchase capability in Xcode, as described in [Add a Capability](#) in the Xcode Help. Make sure that the bundle identifier and product identifiers for your app in Xcode match the identifiers for your app in your developer account and for the in-app purchases you configured in App Store Connect.

Note: For a watchOS app with an iOS app, the capability only needs to be added to the iOS app.

4. Design and create your in-app purchase

Read the [In-App Purchase Programming Guide](#) for detailed information about implementing in-app purchase for your apps.

5. Test in-app purchases

Apple provides a testing environment, called Sandbox, which allows you to test your in-app purchases without incurring charges. The sandbox environment uses special test user accounts rather than your regular App Store Connect accounts to test in-app purchases. See [Create a Sandbox Tester Account](#).

Then, test each part of your code to verify that you've implemented it correctly by using your app to make in-app purchases. For details on testing your in-app purchases, see [Suggested Testing Steps](#).

You can further test your app and its in-app purchases using [TestFlight Beta Testing](#).

6. Publish your app and in-app purchase on the App Store

When you are done testing your in-app purchases, you'll be able to submit for review. Check its in-app purchase status to make sure you aren't missing information and ensure that you've selected your in-app purchase pricing. Products are reviewed when you submit your app as part of the app review process.

Configure in-app purchases

Create an in-app purchase

To offer in-app purchases inside your app, you must add in-app purchase information to your app in App Store Connect.

To create auto-renewable subscription in-app purchases, see [Create an auto-renewable subscription](#).

Required role: You must have the Account Holder, Admin, App Manager, Developer, or Marketing role to add and edit in-app purchases. See [Role permissions](#).

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. To add an in-app purchase, go to In-App Purchases and click the Add button (+).

The screenshot shows the 'In-App Purchases' section of the App Store Connect interface for the 'Forest Explorer' app. The sidebar on the left lists 'General' (App Information, Pricing and Availability, Ratings and Reviews, Version History), 'In-App Purchases' (Manage, App Store Promotions), and 'In-App Purchases' (selected). The main content area has a heading 'In-App Purchases' with a note: 'Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. [Learn More](#)'. Below this is a message: 'Once your binary has been uploaded and your first in-app purchase has been submitted for review, additional in-app purchases can be submitted using the table below.' A table header 'In-App Purchases (0) [+](#)' is shown, with a note 'Click + to add an in-app purchase.' and a link 'App-Specific Shared Secret'.

4. Select Consumable, Non-Consumable, or Non-Renewing Subscriptions and click Create. For auto-renewable subscriptions, see [Create an auto-renewable subscription](#).
5. Add the reference name, product ID, and a localized display name.
6. Click Save, or Submit for Review.

You can enter all your metadata when you create your in-app purchases, or enter your in-app purchase information later.

View and edit in-app purchase information

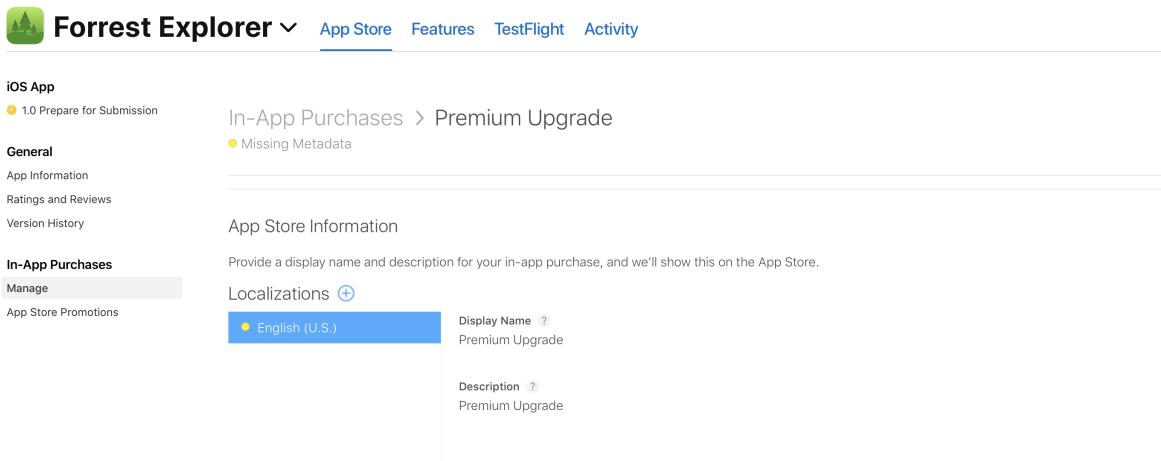
All in-app purchase metadata can be edited, except the Product ID and in-app purchase type. If your in-app purchase has never been submitted to Apple for review, you can make changes to your metadata. If your in-app purchase has already been submitted, some changes require approval by App Review.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

Add and remove localizations

You can add and remove localizations at any time, and information in additional languages are reviewed individually. After an in-app purchase is submitted, changes to localized text or new language support have their own status separate from the overall status of the in-app purchase product.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.



The screenshot shows the 'Forrest Explorer' interface for managing an in-app purchase. The left sidebar lists sections: 'iOS App' (with a yellow progress dot for '1.0 Prepare for Submission'), 'General' (with links for 'App Information', 'Ratings and Reviews', and 'Version History'), 'In-App Purchases' (selected, with a sub-section 'Manage' highlighted), and 'App Store Promotions'. The main content area shows the 'In-App Purchases > Premium Upgrade' page. It indicates a 'Missing Metadata' error. Below this, there's an 'App Store Information' section with a note about providing a display name and description. A 'Localizations' section contains a single entry for 'English (U.S.)'. The right side of the interface shows the 'Display Name' (set to 'Premium Upgrade') and 'Description' (also set to 'Premium Upgrade').

4. Next to Localizations, click the Add button (+).
5. To delete a locale, hover over the language listed under Localizations, then click the delete button.
6. Click Save.

Add or remove a promotional image (iOS)

Add a [promotional image](#) to make your in-app purchase available to [promote on the App Store](#) for devices running iOS 11 or later. You can submit up to 20 in-app purchases with a promotional image for review at a time.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to modify.
4. Scroll down to the App Store Promotion (Optional) section.
5. To add an image, click Choose File and upload your promotional image. To delete your image, hover over it and click the delete icon.
6. Click Save.

The screenshot shows the 'In-App Purchases' section of the App Store Connect interface for the 'Forrest Explorer' app. The 'Premium Upgrade' item is selected. In the 'App Store Promotion (Optional)' section, there is a 'Choose File' button for uploading a promotional image. A 'Save' button is located at the top right of the page.

When you're ready, submit your in-app purchase for review. Your promotional image must be approved by App Review to appear on your App Store product page. If you're also using [offer codes](#) for auto-renewable subscriptions, your promotional image will display when users redeem their codes.

Add App Review information

Add Review Notes and an image to help Apple review your in-app purchase. This information is for Apple's review only and is not displayed on the App Store. You can change this information before the product is submitted, or if your in-app purchase is rejected.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.
4. Scroll down to the Review Information section.

The screenshot shows the 'Forrest Explorer' interface in App Store Connect. The top navigation bar includes 'App Store', 'Features', 'TestFlight', and 'Activity'. The left sidebar has sections for 'iOS App', 'tvOS App', 'Add macOS App', 'General' (with sub-options like 'App Information', 'Pricing and Availability', 'Ratings and Reviews', 'Version History'), and 'In-App Purchases' (with 'Manage' selected). The main content area displays 'In-App Purchases > Premium Upgrade' with a 'Missing Metadata' warning. It features a 'Screenshot' placeholder and a large 'Review Notes' area with a 4000px width limit indicated. A 'Save' button is located in the top right corner.

5. Click Choose File to upload your image.
6. Add information under Review Notes, then click Save

Host non-consumables with Apple

You can have Apple host non-consumable in-app purchase products when you first create the products in App Store Connect, or convert content that you are currently hosting on your own servers to be hosted by Apple.

Apple provides a reliable and familiar experience for users and handles distributing products to their devices and restoring products. When you host content with Apple, Apple stores your app's content using the same infrastructure that supports other large-scale operations. Additionally, Apple automatically downloads Apple-hosted content in the background even if your app isn't running.

To host content with Apple, see [upload in-app purchase content](#) in Xcode Help.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.
4. Scroll down to the Content Hosting section.
5. Select Turn on Content Hosting or Turn off Content Hosting, then click Save.

The screenshot shows the 'Forrest Explorer' app page in App Store Connect. The left sidebar has 'macOS App' selected. The main content area is titled 'In-App Purchases > Forrest add-on'. It shows the status as 'Approved'. There are sections for 'Content Hosting' and 'Localizations'. Under 'Localizations', 'English (U.S.)' is selected. The 'Manage' tab under 'In-App Purchases' is highlighted.

Test in-app purchases

You can test your app and in-app purchases without creating financial transactions by using sandbox, a test environment that uses the infrastructure of the App Store but doesn't process actual payments. Instead, it returns transactions as if payments were processed successfully. Sandbox testers can be added in App Store Connect, as described in [Create a sandbox tester account](#).

You can manage the following settings for your testers:

App Store Country or Region

You can change the account region for a tester to any of the 175 different regions for the App Store. This allows you to continue testing on different storefronts using the same Sandbox Apple ID, without having to create new testers.

You will need to sign in again with your Sandbox Apple ID on your device to complete this change.

Subscription Renewal Rate

You can choose a subscription renewal rate for each tester to speed up or slow down how often subscriptions renew. Subscriptions are automatically canceled after 12 renewals.

By default, a one month renewal lasts 5 minutes. If you wish to speed up the renewal period, you can choose 3 minutes. If you wish to slow down the renewal period, you can choose 15 minutes, 30 minutes, or an hour.

The columns in the chart below represent each of the accelerated renewal rates you can select for a tester in App Store Connect. The corresponding test durations are listed underneath the accelerated rates for each product duration.

| Actual Duration | Monthly renewal every 3 minutes | Monthly renewal every 5 minutes (default) | Monthly renewal every 15 minutes | Monthly renewal every 30 minutes | Monthly renewal every hour |
|-----------------|---------------------------------|---|----------------------------------|----------------------------------|----------------------------|
| 1 week | 3 minutes | 3 minutes | 5 minutes | 10 minutes | 15 minutes |
| 1 month | 3 minutes | 5 minutes | 15 minutes | 30 minutes | 1 hour |
| 2 months | 6 minutes | 10 minutes | 30 minutes | 1 hour | 2 hours |
| 3 months | 9 minutes | 15 minutes | 45 minutes | 1 hour 30 minutes | 3 hours |
| 6 months | 18 minutes | 30 minutes | 1 hour 30 minutes | 3 hours | 6 hours |
| 1 year | 36 minutes | 1 hour | 3 hours | 6 hours | 12 hours |

Interrupted Purchases

You can test interrupted purchase scenarios on a device running iOS 14 or later by enabling interrupted purchases in App Store Connect for a specific tester Sandbox Apple ID. If this option is selected, on-device purchase attempts by that Sandbox Apple ID will be interrupted in the sandbox environment and continue to be interrupted until the option is deselected or the tester agrees to terms and conditions on their iOS device. This allows you to test your app's handling of an interruption to ensure a seamless customer experience.

In general, an interrupted purchase is experienced anytime a customer needs to address an issue with their Apple ID. Some example scenarios include:

- The user needs to agree to updated terms and conditions.
- The user needs to update an expired payment method.

When interrupted purchase is enabled for a sandbox tester, all purchases will be interrupted for that Sandbox Apple ID, preventing the transaction from completing until resolved. In sandbox, the tester will need to agree to terms and conditions in order to complete the purchase. Purchases will continue to be interrupted on the Sandbox Apple ID until you disable the option in App Store Connect or the tester agrees to terms and conditions on their iOS device.

Follow the steps outlined in [Testing In-App Purchases with Sandbox](#) to understand what to test and how to use your device in a testing environment.

Required role: Account Holder, Admin, App Manager, or Developer. See [Role permissions](#).

Editing tester settings

To modify the settings for a sandbox tester:

1. From Users and Access, click Testers under Sandbox in the sidebar.
2. On the right, you can view your Sandbox Apple IDs. Click the Sandbox Apple ID you wish to modify.
3. In the dialog that appears, select the options you want to edit.
4. Click Save.

The screenshot shows the 'Users and Access' section of the App Store Connect dashboard. On the left, there's a sidebar with 'Users' and 'Sandbox' sections. Under 'Sandbox', 'Testers' is selected, which highlights a modal dialog. The dialog is titled 'Sandbox Testers (2)'. It displays information for 'Bill James' (billjames2@mac.com). The 'Edit' button is visible at the top right of the dialog. Below the email, there are fields for 'App Store Country or Region' (set to United States), 'Subscription Renewal Rate' (set to Monthly renewal every 5 minutes), and 'Apple Pay' (set to No). A checkbox labeled 'Interrupt Purchases for This Tester' is checked, with a note explaining that purchases will be interrupted by updated terms and conditions. At the bottom of the dialog are 'Delete Tester', 'Cancel', and 'Save' buttons.

Clearing purchase history

You can clear the purchase history for a tester so that you can continue to use the same sandbox Apple ID for ongoing testing. Clearing purchase history will delete all past auto-renewable subscriptions and non-consumables purchased by the selected testers in the sandbox environment. In-app purchases made by customers on the App Store are not affected.

To clear tester purchase history:

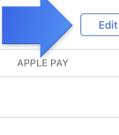
1. From Users and Access, under Sandbox, click Testers.
2. Click Edit.

Users and Access [People](#) [Keys](#) [Shared Secret](#) [Xcode Cloud](#)

Sandbox Testers (2) 

| | SANDBOX APPLE ID | NAME | APP STORE COUNTRY OR REGION | INTERRUPTED PURCHASES  | APPLE PAY |
|--------------------------|--------------------|------------|-----------------------------|---|-----------|
| <input type="checkbox"/> | billjames2@mac.com | Bill James | United States | | |
| <input type="checkbox"/> | mruiz2@mac.com | Maria Ruiz | United States | | |

Sandbox [Testers](#)



3. Select the checkbox for each tester you want to modify and click Clear Purchase History.

Users and Access [People](#) [Keys](#) [Shared Secret](#) [Xcode Cloud](#)

Sandbox Testers (2)

| | SANDBOX APPLE ID | NAME | APP STORE COUNTRY OR REGION | INTERRUPTED PURCHASES  | APPLE PAY |
|-------------------------------------|--------------------|------------|-----------------------------|---|-----------|
| <input checked="" type="checkbox"/> | billjames2@mac.com | Bill James | United States | | |
| <input type="checkbox"/> | mruiz2@mac.com | Maria Ruiz | United States | | |

Sandbox [Testers](#)

Selected (1)

[Cancel](#) [Clear Purchase History](#) [Delete Tester](#)

4. Click Clear Purchase History in the dialog that appears.

Users and Access [People](#) [Keys](#) [Shared Secret](#) [Xcode Cloud](#)

Sandbox Testers (2)

| | SANDBOX APPLE ID | NAME | APP STORE COUNTRY OR REGION | INTERRUPTED PURCHASES  | APPLE PAY |
|-------------------------------------|--------------------|------------|-----------------------------|---|-----------|
| <input checked="" type="checkbox"/> | billjames2@mac.com | Bill James | United States | | |
| <input type="checkbox"/> | mruiz2@mac.com | Maria Ruiz | United States | | |

Selected (1)

[Cancel](#) [Clear Purchase History](#) [Delete Tester](#)

Clear Purchase History?

All past auto-renewable subscriptions and non-consumables purchased by the selected testers in the sandbox environment will be deleted. In-app purchases made by customers on the App Store are not affected. Sandbox Apple IDs with a high number of purchases may take longer to clear.

[Cancel](#) [Clear Purchase History](#)

Sandbox Apple IDs with a high number of purchases may take longer to clear. This action cannot be reversed.

Set in-app purchase pricing

You can change the pricing for an in-app purchase product at any time.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

To add or edit product pricing:

1. From My Apps, select your app.
 2. In the sidebar under In-App Purchases, click Manage.
 3. Click on the in-app purchase you want to view or edit.
 4. Scroll down to the Pricing section.
 5. Choose your price. Click Other Currencies to view the equivalent price tiers across territories. You can plan a price change with an end date by clicking Plan a Price Change and selecting a start and end date.
-

Set availability for in-app purchases

All in-app purchase products are available worldwide — you can't exclude specific countries or regions for availability. This ensures a seamless customer experience for users that have moved between countries or regions. For example, if a customer purchases an app in one country and then moves to another country, the customer can still access in-app purchase products within the app even if the app has never been available in the new country. If you need to restrict product access for a specific reason, you develop a solution from inside the app.

To make your in-app purchase available for purchase inside your app, you must clear it for sale.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Clear an in-app purchase for sale

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.
4. Under Availability, select Cleared for Sale to make your in-app purchase available for sale. To remove your in-app purchase from sale, deselect Cleared for Sale.
5. Click Save.

Keep in mind that even if you clear your in-app purchase for sale, it may not be available for purchase. Monitor the [In-app purchase statuses](#) to understand if action is needed from you, such as completing missing metadata, or if your in-app purchase has been approved by App Review.

Delete an in-app purchase

If you wish to discontinue an in-app purchase, consider your customer impact. Your customers expect to be able to use in-app purchases for a reasonable period of time before they are no longer available.

Taking the following steps prior to removing your in-app purchase from sale can help ensure a smooth user experience:

- Announce your intention to remove your in-app purchases for sale and stop merchandising them within your app at least 31 days prior to removal. This will allow customers to use up any in-app currency they may have purchased. You can leverage your own communication channels such as email, websites, and in-app messaging.
- End any promotions of your in-app purchases to discourage incremental purchases.
- Notify Apple of your intention to remove an in-app purchase from sale. If you're unable to provide sufficient notice to customers you should [contact us](#).

To delete a product after it is available for sale, you must first remove it from sale. You can delete in-app purchase products after they're created, but not if they're In Review.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Navigate to the in-app purchase you want to delete.
4. Place your cursor to the right of the in-app purchase status. A red delete icon appears.

5. Click the Delete button as highlighted in the screenshot below, and then confirm the deletion.

Set availability for in-app purchase

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.
4. Under Availability, select Cleared for Sale to make your in-app purchase available for sale. To remove your in-app purchase from sale, deselect Cleared for Sale.

The screenshot shows the 'In-App Purchases' section of the App Store Connect interface for the 'Forrest Explorer' app. The 'Approved' status is indicated under Availability. The Pricing section shows a price of USD 1.99 (Tier 2) starting on April 23, 2020. The Content Hosting section has a 'Turn on Content Hosting' button.

5. Click Save.

Keep in mind that even if you clear your in-app purchase for sale, it may not be available for purchase. Monitor the [in-app purchase status](#) to understand if action is needed from you, such as completing missing metadata, or if your in-app purchase has been approved by App Review.

Set tax category for in-app purchases

By default, the tax category for in-app purchases is set to the same tax category as the app. To learn how to set the tax category for your app, visit [Set a tax category](#). You can choose to set a different tax category for your in-app purchase if necessary.

Changes to your in-app purchase's tax category only affect future transactions and won't affect the price of your in-app purchase.

Required role: Admin or App Manager. See [Role permissions](#).

To change the tax category for a specific in-app purchase:

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to view or edit.
4. Scroll down to the Tax Category section.
5. Select the Tax Category that best describes your in-app purchase.

Depending on your selection, you may be asked to describe your in-app purchase further by selecting a subcategory and/or attributes.

6. Click Save.

Note: Once you change an in-app purchase's tax category, it will be managed separately from the app's tax category. Future changes to the app's tax category won't change the tax category of the in-app purchase.

To restore the tax category of an in-app purchase to the app default:

1. From My Apps, select your app.
 2. In the sidebar under In-App Purchases, click Manage.
 3. Click the in-app purchase you want to view or edit.
 4. Scroll down to the Tax Category section.
 5. Set the Tax Category to "Match to parent app."
 6. Click Save.
-

Submit an in-app purchase

After you create an in-app purchase or auto-renewable subscription product in App Store Connect, you submit it to Apple for review. If you are submitting your first in-app purchase, you must submit it with a new version of your app.

After an app is available on the store with existing in-app purchases, you can submit additional in-app purchase for that app at any time.

If you are adding a new [in-app purchase type](#) to your app (for example, you usually offer consumables, but want to start offering auto-renewable subscriptions), you must do so with app version update.

To submit an in-app purchase for review, it must have the Ready to Submit in-app purchase status. If not, [complete any missing information](#).

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Submit an in-app purchase with your app

- From My Apps, select your app.
- In the sidebar, under In-App Purchases, click Manage.
- On the right, scroll down to the In-App Purchases section, then click the Add button (+) next to In-App Purchases.

macOS App 1.1.1

In-App Purchases

Select the in-app purchases you want to add to this app version. (Optional)

Select In-App Purchases

General

- Add iOS App
- Add tvOS App
- App Information
- Pricing and Availability
- Promotional Artwork
- Ratings and Reviews
- Version History

In-App Purchases

Game Center

App Review Information

Sign-In Information ? Provide a user name and password so we can sign in to your app. We'll need this to complete your app review.

Sign-in required

Contact Information ?

| | |
|--------------|-----------|
| First name | Last name |
| Phone number | Email |

- In the Add In-App Purchases dialog, select the in-app purchases you want to submit.

macOS App 1.1.1

In-App Purchases

Select in-app purchases for us to review with this app version. The in-app purchases shown below are the only ones in the Ready to Submit state. We only show free subscriptions in the Ready to Submit state here if your app version is in the Magazines & Newspapers category.

Your changes will be saved as soon as you select or deselect an in-app purchase.

| REFERENCE NAME | PRODUCT ID | TYPE |
|--|----------------------|----------------|
| <input checked="" type="checkbox"/> Gold Coins | ForrestExplorerCoins | NON_CONSUMABLE |

App Review Information

Sign-In Information ? Provide a user name and password so we can sign in to your app. We'll need this to complete your app review.

Sign-in required

Notes ? Chinese law requires you to file a report by June 30, 2020 for any paid in-app purchases. Please view the full text.

Attachment ? Choose File (Optional)

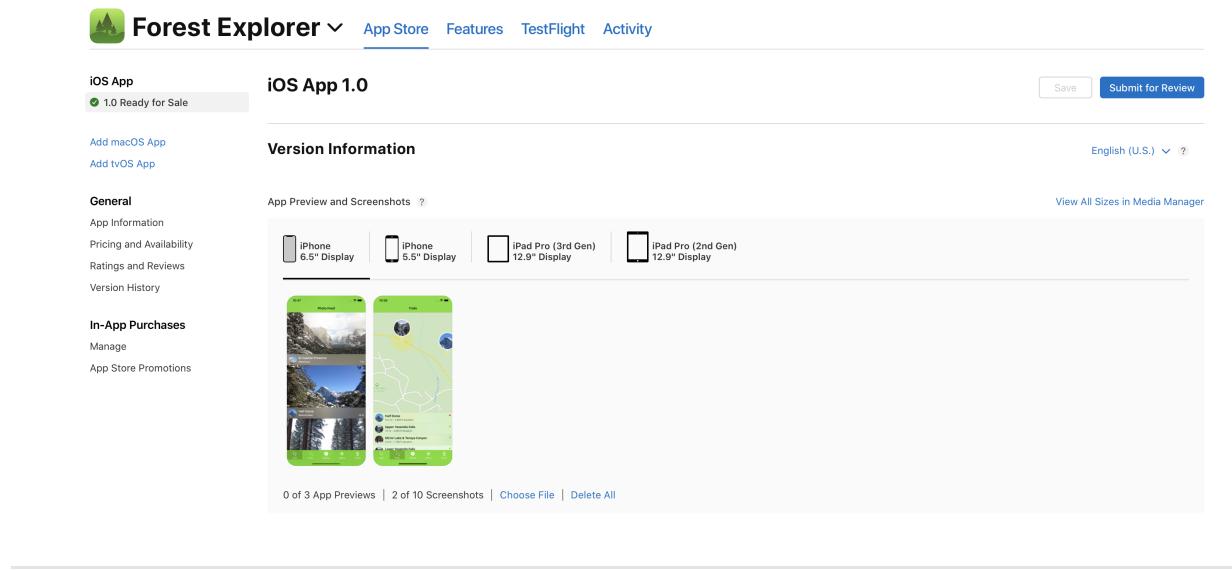
Done

- Click done, then Save

When you are ready, [submit your app for review](#).

Submit an in-app purchase for a live app

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to submit.
4. From the top right corner, click Submit for Review.



The screenshot shows the 'Forest Explorer' app's page in App Store Connect. The top navigation bar includes 'App Store', 'Features', 'TestFlight', and 'Activity'. On the left, there's a sidebar with options like 'General', 'In-App Purchases', and 'App Store Promotions'. The main content area is titled 'iOS App 1.0' and shows '1.0 Ready for Sale'. Below this, the 'Version Information' section is displayed, featuring four screenshots of the app interface. At the bottom of the screen, there are links for '0 of 3 App Previews' and '2 of 10 Screenshots', along with 'Choose File' and 'Delete All' buttons.

Add an in-app purchase to promote (iOS)

You can promote in-app purchases and auto-renewable subscriptions on your App Store product page if you've [added a promotional image](#) and your app is an iOS app. In the App Store Promotions section, you can add and re-order your promoted in-app purchases. You can have an unlimited number of in-app purchases in this list, but can promote up to 20 at a time to display on your App Store product page in all territories for devices running iOS 11 or later. See [Promoting Your In-App Purchases](#) for more information.

To display on your App Store product page, your app will need to support the delegate method in [SKPaymentTransactionObserver](#), and all in-app purchases and metadata must be approved by App Review.

Note that promoting in-app purchases is not currently available on the App Store for iMessage.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

Add or remove in-app purchases for promotion

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click App Store Promotions.
3. Navigate to the in-app purchases you want to promote, then select the checkbox next to the reference name.
4. Click Save.

The screenshot shows the 'Forrest Explorer' interface for managing an iOS app. The top navigation bar includes links for App Store, Features, TestFlight, and Activity. The left sidebar has sections for iOS App (1.0 Prepare for Submission), tvOS App (1.0 Prepare for Submission), General (App Information, Pricing and Availability, Ratings and Reviews, Version History), In-App Purchases (Manage, App Store Promotions, Subscription Groups), and a general note about preparing for submission. The main content area is titled 'App Store Promotions' with a 'Save' button. It contains a note about promoting up to 20 in-app purchases. Below this is a table titled 'In-App Purchases (1 of 20 Promoted)' with columns for Promote, Order, Reference Name, In-App Purchase, and Promotional Metadata. A single row is shown: 'Premium Upgrade' is promoted (checked), ordered 1, has 'Missing Metadata', and is in 'Prepare for Submission' status. An 'All' dropdown menu is visible at the top right of the table.

You can add or remove in-app purchases for promotion at any time. Keep in mind that if an app is not ready for sale or the in-app purchase is pending approval, it may not be available on your App Store product page even when it is available for App Store Promotion. Allow up to 24 hours for changes to reflect on your App Store product page.

Change the order of your promoted in-app purchases

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click App Store Promotions.
3. Navigate to the in-app purchase you want to modify, then use the reorder control on the right-hand side to drag your in-app purchase to increase or decrease its ranking for your App Store Product page.
4. Click Save.

 **Forrest Explorer** ▾ App Store Features TestFlight Activity

iOS App
1.0 Prepare for Submission

tvOS App
1.0 Prepare for Submission

[Add macOS App](#)

General
[App Information](#)
[Pricing and Availability](#)
[Ratings and Reviews](#)
[Version History](#)

In-App Purchases
[Manage](#)
[App Store Promotions](#) (selected)
[Subscription Groups](#)

App Store Promotions

You can promote up to 20 in-app purchases, and they'll appear on your app's product page and can be shown in search results or be featured by our editorial team. Users can tap an in-app purchase to open your app, where they can buy it. Make sure your app supports the [SKPaymentTransactionObserver](#) method to process this transaction. [Learn More](#)

In-App Purchases (0 of 20 Promoted)
Arrange the in-app purchases in the order you want them to be displayed on your app's product page. [All](#)

| Promote | ? | Order | Reference Name | In-App Purchase | Promotional Metadata | ? |
|-------------------------------------|---|-------|------------------|--|------------------------|---|
| <input type="checkbox"/> | | | Standard Upgrade | ● Missing Metadata | Prepare for Submission |  |
| <input checked="" type="checkbox"/> | | | Basic Upgrade | ● Missing Metadata | Prepare for Submission |  |
| <input type="checkbox"/> | | | Premium Upgrade | ● Missing Metadata | Prepare for Submission |  |

Allow up to 24 hours for changes to reflect on your App Store product page.

Promote in-app purchases to relevant customers only

If your app supports the [SKProductStorePromotionController API](#), you can surface content that's more relevant to some customers browsing your promoted in-app purchases by changing the visibility and order in which products appear for a device. You must configure this setting on your in-app purchase page in App Store Connect in addition to supporting the API. By default, your promoted in-app purchase will show to all devices, even those who don't have the app installed.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the in-app purchase you want to modify.
4. Scroll down to the App Store Promotion (Optional) section.
5. Configure the "Show to all App Store users, even those who don't have the app installed" checkbox setting. Note that a customer needs to have opened your app on their device at least once to see your order and visibility settings inside your app.
 - If you want to display your promoted in-app purchase to all user devices, but hide for only specific conditions, the checkbox "Show to all App Store users, even those who don't have the app installed" should be selected.

Example: You can display subscription options to all devices for promotion on your App Store product page, but hide a specific option for existing subscribers.

- If you want to prevent your promoted in-app purchase from displaying to all user devices, except those who meet specific conditions, the checkbox "Show to all App Store users, even those who don't have the app installed" should be deselected. If you deselect the checkbox, but haven't implemented the API, your in-app purchase will not be visible on the App Store.

Example: If the in-app purchase being promoted is Level 2 in a game, you may hide Level 2 to all devices by default. As the player progresses, use the `SKProductStorePromotionController` API to make Level 2 available once the player has completed Level 1.

6. Click Save.

The screenshot shows the 'In-App Purchases' section of the App Store Connect interface for an 'iOS App'. On the left, there's a sidebar with links for iOS App, tvOS App, macOS App, General, In-App Purchases, and Subscription Groups. The main content area is titled 'In-App Purchases > Standard Upgrade'. It displays a note about 'Missing Metadata' and a large placeholder image for a promotional image. Below the image, there's a checkbox labeled 'Show to all App Store users, even those who don't have your app installed' and a 'Save' button.

Enter a URL for App Store server notifications

App Store Server Notifications provide information about key events related to your in-app purchases, such as changes to a subscription's status or the refund of an in-app purchase. In order to receive these notifications from the App Store, you must provide a URL in App Store Connect that links to your server. You can enter URLs for both production and sandbox endpoints.

If you haven't yet configured your server to receive App Store Server Notifications, see [Enabling App Store Server Notifications](#). Refer to [App Store Server Notifications](#) for documentation on the notifications and their meanings.

Required role: Account Holder, Admin, App Manager, or Marketing. See [Role permissions](#).

Enter a production URL for App Store Server notifications

1. From My Apps, select your app.
2. In the sidebar under General, click App Information.
3. Scroll down to General Information, then go to URL for App Store Server Notifications.
4. Under Production Server URL, click Set Up URL.
5. Enter the URL that you've determined for App Store Server Notifications.

The screenshot shows the 'App Information' section of the App Store Connect interface for the 'Ocean Journal' app. The 'General' tab is selected. On the left, there's a sidebar with links for iOS App, tvOS App, macOS App, General, In-App Purchases, and Additional Information. The 'General' link is highlighted. The main area has tabs for App Store, Features, TestFlight, and Activity. The 'App Information' tab is active. It contains sections for Localizable Information (with English (U.S.) selected) and General Information. In the General Information section, the 'URL for App Store Server Notifications' field is filled with 'https://example.com'. Other fields like Primary Language (English (U.S.)), Category (Travel), and Secondary (optional) are also present. At the bottom, there's a note about Content Rights.

6. Choose either Version 1 or Version 2 notifications. For information on versions, see [App Store Server Notifications Changelog](#).
7. Click Save.

Enter a URL for testing App Store Server notifications in a Sandbox environment

1. From My Apps, select your app.
 2. In the sidebar under General, click App Information.
 3. Scroll down to General Information, then go to App Store Server Notifications.
 4. Under Sandbox Server URL, click Set Up URL.
 5. Enter the URL that you've determined for App Store Server Notifications.
 6. Choose either Version 1 or Version 2 notifications. For information on versions, see [App Store Server Notifications Changelog](#).
 7. Click Save.
-

Edit your URL for App Store Server notifications

1. From My Apps, select your app.
 2. In the sidebar under General, click App Information.
 3. Scroll down to General Information, then go to App Store Server Notifications.
 4. Next to the URL you wish to edit, click Edit.
 5. Enter the desired URL and click Save.
-

Turn on Family Sharing for in-app purchases

Apps that offer auto-renewable subscriptions and non-consumable in-app purchases can enable Family Sharing, which will allow users to share their purchase with up to five additional family members. You can choose which of your in-app purchases to allow Family Sharing for in App Store Connect. To ensure family members have access to your in-app purchase content, you'll need to use [App Store Server Notifications](#).

Whether or not a user's purchases are automatically shared with their family members depends on the type of in-app purchase, the user's sharing preferences, and if the purchase was made before or after Family Sharing was turned on in App Store Connect. Users have the option of turning off Family Sharing in their subscription settings at any time.

| | Auto-renewable subscriptions | Non-consumable in-app purchases |
|----------------|--|--|
| New Users | Family Sharing is enabled by default depending on the preference set by the purchaser in Manage Subscriptions. | Family Sharing is enabled by default if the following conditions are met: <ul style="list-style-type: none">- user has purchase sharing enabled.- the user's family members are sharing payment.- the app is not hidden from the user's purchase history. |
| Existing Users | Users must opt-in to Family Sharing from within their manage subscriptions page. | You can unlock access to the in-app purchase using receipt validation or App Store server notifications if the following conditions are met: <ul style="list-style-type: none">- user has purchase sharing enabled.- the user's family members are sharing payment.- the app is not hidden from the user's purchase history. |

Required role: Account Holder, App Manager.

Turn on Family Sharing

Please note that once you turn on Family Sharing for an in-app purchases in App Store Connect, you cannot turn it off.

1. From My Apps, select your app.
 2. In the sidebar under In-App Purchases, click Manage.
 3. Select your in-app purchase from the list.
 4. Scroll down to the Family Sharing section.
 5. Click Turn On.
-

Configure auto-renewable subscriptions

Overview of auto-renewable subscription group setup

Setting up auto-renewable subscriptions differs from setting up other in-app purchase types. Each auto-renewable subscription product will need to be created as part of a subscription group and assigned a level. How you set up your subscription group or groups will determine how customers can subscribe to your content or services, how they move between subscriptions, when they are billed, and your proceeds rate. For guidance on the subscription business model, see [Offering Subscriptions](#).

Depending on how many subscription products you offer, their level of service, and their duration, you can either place each product into a single subscription group or across multiple subscription groups. Once you've determined the appropriate setup for your business with the guidance below, see [Create an auto-renewable subscription](#) to understand how to create subscription products, groups, and service levels.

Required role: [Account Holder](#), [Admin](#), [App Manager](#), [Developer](#), or [Marketing](#). See [Role permissions](#).

Single subscription product set up

If you only offer one subscription product in your app, such as a single streaming plan, you will only need to create one subscription group. Your subscription will be assigned to the group you create and will default to a single level. The sample below shows what your setup may look like. The example app, Mountain Climber, offers a single 1 week subscription plan for customers to access its content.

| Level | Group: Mountain Climber Subscription | Duration |
|---------|--------------------------------------|----------|
| Level 1 | Mountain Climber Subscription | 1 Week |

The screenshot shows the 'In-App Purchases' section of the App Store Connect interface for the 'Mountain Climber' app. On the left, there's a sidebar with links for iOS App, macOS App, General, and In-App Purchases (which is currently selected). The main content area has a heading 'In-App Purchases'. A callout box provides instructions: 'Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit.' Below this, a table lists one in-app purchase: 'Mountain Climber' (Auto-renewable subscription). A note indicates a 'Missing Metadata' issue.

Multiple subscription product setup in a single group

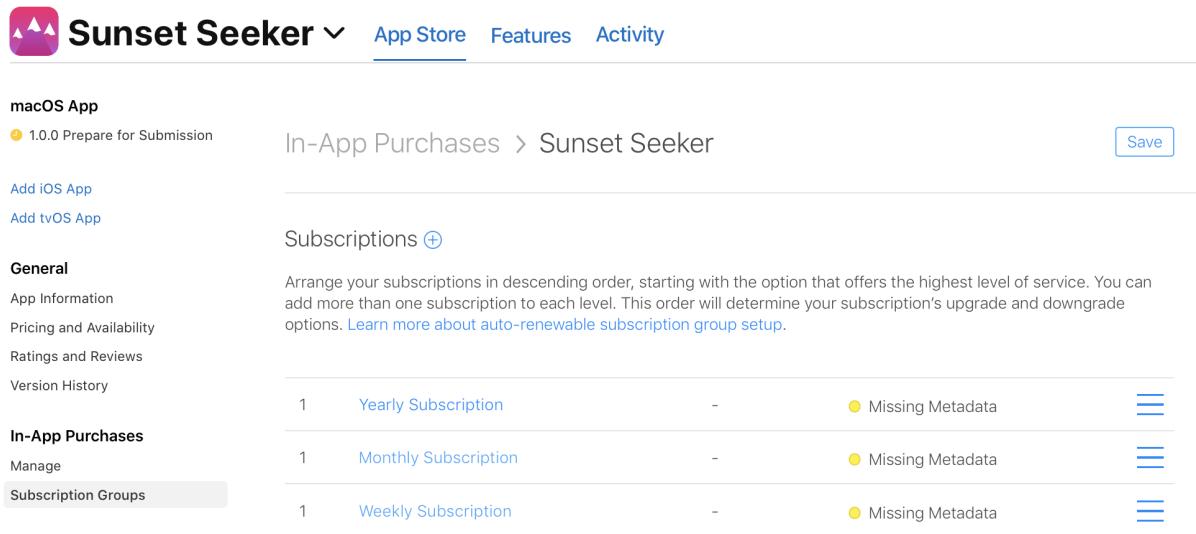
If you offer more than one subscription product in your app, consider creating a single subscription group, and assigning all of your subscription products to that group if:

- Your business model intends for customers to be subscribed to only one subscription at a time, with a single recurring billing cycle.
- Your business model offers different service levels (such as bronze, silver, or gold) and intends for customers to be able to move between subscription levels seamlessly.
- Your subscription products give customers access to similar content or services, but at varying durations (such as weekly or monthly).

Identical services at different durations

The sample setup below, Sunset Seeker, is an app that offers the same service across its subscription products, but with different durations so that customers can choose how frequently they want to be billed. All three subscription products have been assigned to a single subscription group, "Sunset Seeker Subscription." Because the service is the same for each subscription product, each one is also set at the same level, level 1 (regardless of duration).

| Level | Group: Sunset Seeker Subscription | Duration |
|---------|-----------------------------------|----------|
| Level 1 | Yearly Subscription | 1 Year |
| Level 1 | Monthly Subscription | 1 Month |
| Level 1 | Weekly Subscription | 1 Week |



The screenshot shows the 'Sunset Seeker' app page in App Store Connect. The top navigation bar includes 'macOS App', '1.0.0 Prepare for Submission', 'App Store', 'Features', and 'Activity'. A sidebar on the left lists 'General' (App Information, Pricing and Availability, Ratings and Reviews, Version History), 'In-App Purchases' (Manage, Subscription Groups), and a 'Save' button. The main content area is titled 'In-App Purchases > Sunset Seeker' and shows 'Subscriptions'. It displays three subscription products: 'Yearly Subscription', 'Monthly Subscription', and 'Weekly Subscription', each marked with a yellow circle and 'Missing Metadata'. A note says: 'Arrange your subscriptions in descending order, starting with the option that offers the highest level of service. You can add more than one subscription to each level. This order will determine your subscription's upgrade and downgrade options. Learn more about auto-renewable subscription group setup.'

Based on the sample setup above, the following are true:

- A customer can only be subscribed to one of these subscription products at a time.
- If a customer is currently subscribed to "Yearly Subscription" and wants to change to a monthly duration, they can crossgrade from "Yearly Subscription" to "Monthly Subscription." The change will take effect on their next renewal date.
- Moving between subscription products in the same subscription group does not affect the 1 year of paid service a customer must accumulate for you to receive an 85% proceeds rate.

Similar offerings with different service levels

The sample setup below, Forest Explorer, is an app that offers three subscription products with access to different service levels. All three subscription products have been assigned to a single subscription group, "Forest Explorer Subscriptions." The "Premium" offering is set at the highest level, 1, because it offers the most content, while the "Basic" offering is set at the lowest level, 3, because it offers the least amount of content.

| Level | Group: Forest Explorer Subscriptions | Duration |
|---------|--------------------------------------|----------|
| Level 1 | Premium | 1 Month |
| Level 2 | Standard | 1 Month |
| Level 3 | Basic | 1 Month |

The screenshot shows the 'Forrest Explorer' app page in App Store Connect. The left sidebar has sections for 'macOS App', 'General' (with links to 'App Information', 'Pricing and Availability', 'Ratings and Reviews', and 'Version History'), and 'In-App Purchases' (with links to 'Manage' and 'Subscription Groups'). The main content area is titled 'In-App Purchases > Forrest Explorer Subscriptions'. It shows three subscription levels: 'Premium' (level 1), 'Standard' (level 2), and 'Basic' (level 3). Each level has a note 'Missing Metadata'. A 'Save' button is at the top right. Below the levels is a 'Subscription Group Reference Name' input field containing 'Forrest Explorer Subscriptions'.

Based on the sample setup above, the following are true:

- A customer can only be subscribed to one of these subscription products at a time.
- If a customer is subscribed to "Standard," they can upgrade to "Premium" because it's set at a higher level. When this happens, the customer's prorated amount from "Standard" is refunded and they are charged the price for "Premium." This goes into effect immediately and the customer's renewal date is changed to the date of the upgrade.
- If a customer is subscribed to "Standard," they can downgrade to "Basic." The customer will be able to complete their existing subscription to "Standard" for the remaining time of their subscription, and the downgrade will go into effect on their next renewal date, which is when they will be charged the new price.
- Moving between subscription products in the same subscription group does not affect the 1 year of paid service a customer must accumulate for you to receive an 85% proceeds rate.

Subscription product setup across multiple groups

If you offer more than one subscription product in your app and your business model intends for customers to be able to subscribe to more than one subscription product at the same time within the same app, and be billed separately, consider creating more than one subscription group containing different subscription products.

The sample setup below, Ocean Journal, is an app that offers several subscription products across two services — one for surfing and one for snorkeling. Two subscription groups have been created: "Ocean Journal for Surfers" and "Ocean Journal for Hawaiian Islands Snorkeling."

The sample setup also shows how each subscription within a group was assigned a level. The subscriptions that offer the highest level of service or content, "All Oceans Access" and "All Hawaiian Island Snorkeling Access" were assigned the highest level, 1, followed by subscriptions that offer less content. The subscription that offers the least amount of content is assigned the lowest level, 3. More than one subscription can be assigned the same level if the content-s- or services are the same. In the example below, "Indian Ocean - Monthly" and "Indian Ocean - Weekly" offer the same service, so both are assigned at the same level, 3. The duration is not relevant in determining the level assigned.

| Level | Group: Ocean Journal for Surfers | Duration |
|---------|-----------------------------------|----------|
| Level 1 | All Oceans Access - Monthly | 1 Month |
| Level 1 | All Oceans Access - Weekly | 1 Week |
| Level 2 | Indian + Pacific Oceans - Monthly | 1 Month |
| Level 2 | Indian + Pacific Oceans - Weekly | 1 Week |
| Level 3 | Indian Ocean - Monthly | 1 Month |
| Level 3 | Indian Ocean - Weekly | 1 Week |

The screenshot shows the 'Ocean Journal' app page in App Store Connect. The left sidebar includes links for iOS App, tvOS App, Add macOS App, General (App Information, Pricing and Availability, Ratings and Reviews, Version History), In-App Purchases (Manage, App Store Promotions, Subscription Groups), and a 'Save' button. The main content area displays the 'In-App Purchases > Ocean Journal' section. It lists six items in three groups:

- Group 1 (Level 1):** All Oceans Access - Monthly (1 item)
- Group 2 (Level 2):** Indian + Pacific Oceans - Monthly (1 item) and Indian + Pacific Oceans - Weekly (1 item)
- Group 3 (Level 3):** Indian Ocean - Monthly (1 item) and Indian Ocean - Weekly (1 item)

Each item row includes a 'Missing Metadata' status indicator and a three-dot edit icon. At the bottom, there is a field for 'Subscription Group Reference Name' containing 'Ocean Journal'.

| Level | Group: Ocean Journal for Hawaiian Islands Snorkeling | Duration |
|---------|--|----------|
| Level 1 | All Hawaiian Island Snorkeling Access - Monthly | 1 Month |
| Level 1 | All Hawaiian Island Snorkeling Access - Weekly | 1 Week |
| Level 2 | Maui + Oahu Snorkeling - Monthly | 1 Month |
| Level 2 | Maui + Oahu Snorkeling - Weekly | 1 Week |
| Level 3 | Maui Snorkeling - Monthly | 1 Month |
| Level 3 | Maui Snorkeling - Weekly | 1 Week |

 Ocean Journal ▾ [App Store](#) [Features](#) [TestFlight](#) [Activity](#)

iOS App
🟡 1.0 Prepare for Submission

tvOS App
🟡 1.0 Prepare for Submission

[Add macOS App](#)

General
[App Information](#)
[Pricing and Availability](#)
[Ratings and Reviews](#)
[Version History](#)

In-App Purchases
[Manage](#)
[App Store Promotions](#)
[Subscription Groups](#) Subscription Groups

In-App Purchases > Ocean Journal for Hawaiian Islands Snorkeling [Save](#)

Subscriptions [⊕](#)

Arrange your subscriptions in descending order, starting with the option that offers the highest level of service. You can add more than one subscription to each level. This order will determine your subscription's upgrade and downgrade options. [Learn more about auto-renewable subscription group setup.](#)

| | | | | |
|---|---|---|--------------------|-------------------|
| 1 | All Hawaiian Island Snorkeling Access - Monthly | - | 🟡 Missing Metadata | ☰ |
| 1 | All Hawaiian Island Snorkeling Access - Weekly | - | 🟡 Missing Metadata | ☰ |
| 2 | Maui + Oahu Snorkeling - Monthly | - | 🟡 Missing Metadata | ☰ |
| 2 | Maui + Oahu Snorkeling - Weekly | - | 🟡 Missing Metadata | ☰ |
| 3 | Maui Snorkeling - Monthly | - | 🟡 Missing Metadata | ☰ |
| 3 | Maui Snorkeling - Weekly | - | 🟡 Missing Metadata | ☰ |

Subscription Group Reference Name [?](#)
Ocean Journal for Hawaiian Islands Snorkeling

Based on the sample setup above, the following are true:

- A customer can be subscribed to both the "All Oceans Access" subscription within the "Ocean Journal for Surfers" group and the "All Hawaii Islands Snorkeling Access" subscription within the "Ocean Journal for Hawaiian Islands Snorkeling" group at the same time and be billed separately because these subscriptions belong to different subscription groups.
- A customer cannot be subscribed to both "Maui Snorkeling" and "Maui + Oahu Snorkeling" subscriptions at the same time because they belong to the same subscription group.

- If a customer is subscribed to "Indian + Pacific Oceans", they can upgrade to "All Oceans Access" because they belong to the same subscription group. When this happens, the customer's prorated amount from "Indian + Pacific Oceans" is refunded and they are charged the price for "All Oceans Access". This goes into effect immediately and changes the customer's renewal date to the date of the upgrade.
- If a customer is subscribed to "Indian + Pacific Oceans", they can downgrade to "Indian Oceans" because they belong to the same subscription group. The customer will be able to complete their existing subscription to "Indian + Pacific Oceans" for the remaining time of their subscription, but the downgrade will go into effect on their next renewal date, which is when they will be charged the new price.
- If a customer is subscribed to "Maui Snorkeling - Weekly", but prefer to be charged on a monthly basis, they can crossgrade to "Maui Snorkeling - Monthly" because they belong to the same subscription group. The crossgrade will go into effect at the customers next renewal date.
- Moving between subscription products in the same subscription group does not affect the 1 year of paid service a customer must accumulate for you to receive an 85% proceeds rate.

How does my subscription setup affect my proceeds rate?

During a subscriber's first year of paid service, your proceeds rate is 70%. After a subscriber accumulates one year of paid service to a subscription product within the same subscription group, your proceeds rate increases to 85%. Upgrades, downgrades, and crossgrades within a group do not interrupt days of paid service. The ability to earn 85% started in June 2016 for subscription renewals occurring after that date.

What happens to my proceeds rate when a subscription expires?

When an auto-renewable subscription expires, the days of paid service stop accumulating towards the one year of paid service needed for an 85% proceeds rate. If the user resubscribes or the subscription is recovered within 60 days, the days of paid service will resume from the recovery date. If the user does not resubscribe or the subscription is not recovered within 60 days, the days of paid service reset and the proceeds rate will be 70%.

When a subscription expires due to a billing issue, Apple will attempt to renew the subscription and collect payment. If you have enabled Billing Grace Period for your app's subscriptions in App Store Connect, there won't be any interruption to the subscriber's days of paid service or to your revenue if Apple is able to recover the subscription within the Billing Grace Period (either 6 or 16 days depending on the subscription duration).

Learn more about [Billing Grace Period for auto-renewable subscriptions](#).

Create an auto-renewable subscription

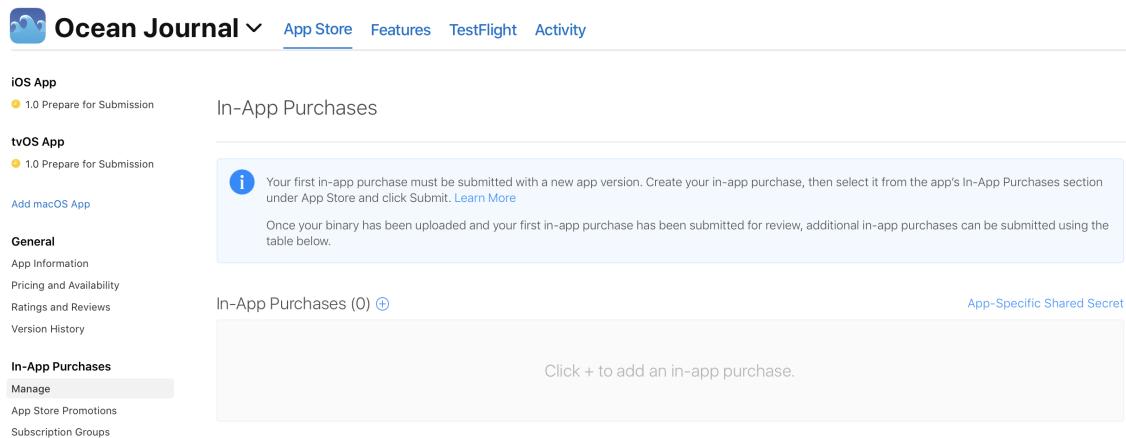
To offer auto-renewable subscriptions within your app, you must first create auto-renewable subscription products in App Store Connect. When you create your first subscription product, the App Store Connect flow will guide you to create your first subscription group. When you create additional subscription products, you'll be able to add these products to the subscriptions groups you've already created, or create a new group. Before creating subscriptions, ensure that you understand the right subscription setup for your business model. See [Overview of auto-renewable subscription group setup](#).

To learn more about the subscription business model for your app, read [Offering Subscriptions](#).

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

Create a subscription product

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Scroll to the In-App Purchases section and click the Add button (+).



The screenshot shows the 'In-App Purchases' section of the Ocean Journal app's management page. On the left, there's a sidebar with links for iOS App, tvOS App, General, and In-App Purchases (which is currently selected). The main area has tabs for App Store, Features, TestFlight, and Activity. Below the tabs, there's a status message for iOS App: '1.0 Prepare for Submission'. The 'In-App Purchases' section contains a note: 'Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. [Learn More](#)'. It also says 'Once your binary has been uploaded and your first in-app purchase has been submitted for review, additional in-app purchases can be submitted using the table below.' At the bottom of the section, there's a button 'Click + to add an in-app purchase.'

4. Select auto-renewable subscription, then click create.

Note: If you'd like your subscription to be accessible from more than one app, create an equivalent subscription product for each app. For more information, see [Offering Subscription Products Across Multiple Apps](#).

5. Add your in-app purchase reference name and product ID, then click Next.

Ocean Journal ▾ App Store Features TestFlight Activity

iOS App 1.0 Prepare for Submission

tvOS App 1.0 Prepare for Submission

Add macOS App

General

- App Information
- Pricing and Availability
- Ratings and Reviews
- Version History

In-App Purchases Manage

- App Store Promotions
- Subscription Groups

In-App Purchases (0) +

Create Auto-Renewable Subscription

Reference Name ? Ocean Journal Basic Weekly

Product ID ? ocean_journal_basic_weekly

Cancel Next

Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. [Learn More](#)

Once your binary has been uploaded and your first in-app purchase has been submitted for review, additional in-app purchases can be submitted using the table below.

- If this is the first auto-renewable subscription product you are creating, you'll need to also create a subscription group (you'll be able to add details to it later), by selecting Choose New Subscription Group. If you've already created subscription products and groups before, add your subscription product to an existing group or create a new subscription group. Then click Create.

Important: How you set up your subscription group or groups will determine how customers can subscribe to your content or services, how they move between subscriptions, when they are billed, and your proceeds. See [[Overview of setting up auto-renewable subscriptions](#)] and ensure that you understand the right subscription setup for your business model. Keep in mind that a subscription cannot belong to more than one group and cannot switch groups after it's been created.

Add to Subscription Group

A subscription group allows users to select different content offerings. Users can only subscribe to one subscription within a group at a time, but can change subscriptions within the group as often as they like. Users will see all the renewal options that the group offers in their account settings on the App Store.

If you want to give users the ability to buy multiple subscriptions that are billed separately, you can put them in different groups. [Learn More](#)

Create New Subscription Group

Subscription Group Reference Name ?

Ocean Journal

51

Back Cancel Create

The Subscription Group page will open.

7. Once you've created your subscription product, you'll be taken to its information page to add more details. Under Subscription Duration, choose a duration from the pop-up menu.
8. Under Subscription Prices, [set a price for your auto-renewable subscription](#).
9. Under Localizations, click on the Add button (+) to add a language for your localized display name.
10. Enter your localized information.

Ocean Journal

In-App Purchases > Ocean Journal Basic Weekly

Missing Metadata

Save

Localizations +

Subscription Display Name: Ocean Journal Basic Weekly

Description:

11. Under App Store Promotion, optionally add an promotional image. Learn more about [Promoting In-App Purchases](#).
12. Under Review Information, provide any additional information that may help the App Review team review your in-app purchase.
13. Click Save.

Add subscription group information and levels

After you've created a subscription product, you can access the subscription group page where you can add group information and determine the subscription levels for your subscription products, which will determine the upgrades, downgrades, and crossgrades available to customers within a subscription group.

1. From My Apps, select your app.
2. In the sidebar, under In-App Purchases, click Subscription Groups.
3. Click the Subscription Group you wish to edit.
4. To set subscription levels, click the reordering control on the right side of a subscription row and drag it to a new position to change its level.

Note: You are not required to differentiate your subscriptions into levels. You can choose to offer a single auto-renewable subscription product, or you can choose to offer multiple subscription products and assign them all to the same level within the group. See [Overview of auto-renewable subscription group setup](#) and ensure that you understand the right level setup for your business model.

The screenshot shows the 'Ocean Journal' app's In-App Purchases settings. On the left, a sidebar lists categories: iOS App, tvOS App, Add macOS App, General (selected), In-App Purchases (selected), and Subscription Groups (highlighted with a grey background). The main content area shows a table of subscription groups:

| Index | Subscription Group Name | Options | Status |
|-------|---------------------------------|---------|------------------|
| 1 | Ocean Journal All Access Yearly | - | Missing Metadata |
| 2 | Ocean Journal Premium Monthly | - | Missing Metadata |
| 2 | Ocean Journal Premium Yearly | - | Missing Metadata |
| 3 | Ocean Journal Basic Monthly | - | Missing Metadata |
| 3 | Ocean Journal Basic Weekly | - | Missing Metadata |

Below the table, there is a field labeled 'Subscription Group Reference Name' with the value 'Ocean Journal' entered.

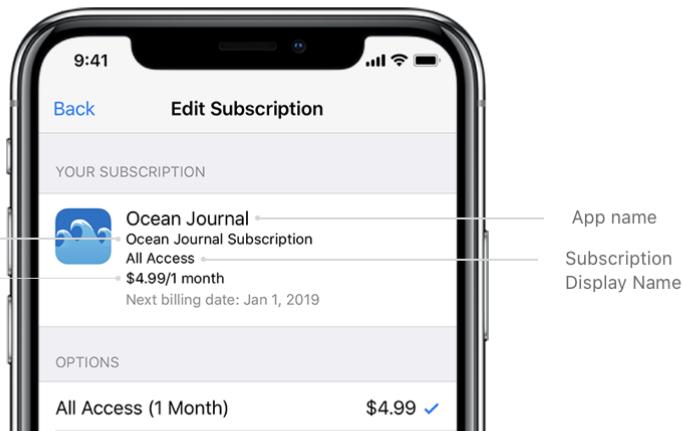
5. Under Localizations, click on the Add button (+) to add a language for your localized subscription group name.
6. Enter your localized Subscription Group Display Name.
7. Click Save.

Can I create free subscriptions?

No, you won't be able to create free subscriptions. You may still offer free trials for paid subscriptions.

What information do users see when they manage their subscriptions in account settings on the App Store?

Users see the below information when they manage their subscriptions in account settings:



Manage pricing for auto-renewable subscriptions

Managing pricing for your auto-renewable subscriptions differs from managing pricing for your other in-app purchase types.

Auto-renewable subscriptions can be priced by territory unlike the other product types, which can only be sold at a single, equivalent price worldwide. You have access to 200 price points in each currency, and you can set up [introductory](#) and [promotional offers](#).

After you have set a starting price for your auto-renewable subscription, you can schedule one future price change at a time, per territory. If you schedule a second price change when you already have a change scheduled, the planned price change will be overwritten by the most recent change.

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

Set a starting price for your auto-renewable subscription

- From My Apps, select your app.
- In the sidebar under In-App Purchases, click Manage.
- Click on an auto-renewable subscription, then go to the Subscription Prices section.
- Click on the Add button (+), then choose a currency and a price (the currency will default to the [preferred currency that was set](#)), then click Next.

The screenshot shows the 'Subscription Prices' section for the 'Ocean Journal' app. It includes fields for Availability (Cleared for Sale checked), Product ID (Indian_Pacific_MN), Subscription Duration (1 Month), Group Reference Name (Ocean Journal for Surfers), and a 'Subscription Prices' button with a plus sign. Below this, there's a note about setting up a starting subscription price with a 'Learn More' link. A 'All Prices and Currencies' link is also present.

- Apple automatically calculates the prices for all territories based on your chosen price point, but you have the option to set a different price for specific territories. Select territory prices here, then click Create.

The screenshot shows the 'Country or Region Prices' configuration screen for the 'Ocean Journal' app. It displays a table of price settings for various countries and regions. The table has two columns: 'Countries or Regions (156)' and 'Price'. The prices listed are \$99.99 for Belarus (USD), 108,99 € for Belgium (EUR), \$99.99 for Belize (USD), \$99.99 for Benin (USD), \$99.99 for Bermuda (USD), \$99.99 for Bhutan (USD), \$99.99 for Bolivia (USD), \$99.99 for Botswana (USD), and R\$ 339,90 for Brazil (BRL). A 'Save' button is visible in the top right corner.

Decrease the price of an auto-renewable subscription

If you decrease the price of your auto-renewable subscription, existing subscriptions will automatically renew at the lower price. You don't have the option to preserve the higher price for existing subscribers.

- From My Apps, select your app.

2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click the Add button (+).
4. Click Plan Subscription Price Change, then select the territories where you want to edit pricing.

Ocean Journal > [App Store](#) [Features](#) [TestFlight](#) [Activity](#)

iOS App
1.0 Prepare for Submission

tvOS App
1.0 Prepare for Submission

[Add macOS App](#)

General
[App Information](#)
[Pricing and Availability](#)
[Ratings and Reviews](#)
[Version History](#)

In-App Purchases
[Manage](#) [App Store Promotions](#) [Subscription Groups](#)

In-App Purchases > Ocean Journal

Reference Name: Ocean Journal **Apple ID**: [Ocean Journal](#)

Product ID: [Comics](#) **Group Reference Name**: [Comics](#)

Availability: Cleared for Sale **Subscription Duration**: 6 Months

Subscription Prices [+](#) [All Prices and Currencies](#)

Below is a summary of your changes.
[Current Pricing for North America](#) [View all Subscription Prices](#)

Plan Subscription Price Change
Create Introductory Offer
Create Promotional Offer

[Save](#)

5. Choose a start date, a currency, and a price, then click Next.

Start Date and Price

Start Date
Choose the date you want your price change to begin. Anyone in the selected countries or regions who subscribes on or after this date will pay the new price.

Start Date: May 14, 2020

Price
Choose a price, and we'll automatically calculate the prices for all 175 countries or regions based on the most recent foreign exchange rates. You can edit prices for individual countries or regions in the next step.

Currency: USD - US Dollar **Price**: \$4.99

[Back](#) [Cancel](#) [Next](#)

6. Apple automatically calculates the prices for all territories based on your chosen price point, but you have the option to set a different price for specific territories. Select territory prices here, then click Next.

Subscription Price

You can edit the option

All Countries or Region

Price Change ?

> Sep 3, 2016

> Starting Price

Countries or Regions for Price Change

 All Countries or Regions

Europe

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Albania | <input checked="" type="checkbox"/> Austria | <input checked="" type="checkbox"/> Belarus |
| <input checked="" type="checkbox"/> Belgium | <input checked="" type="checkbox"/> Bosnia and Herzegovina | <input checked="" type="checkbox"/> Bulgaria |
| <input checked="" type="checkbox"/> Croatia | <input checked="" type="checkbox"/> Cyprus | <input checked="" type="checkbox"/> Czech Republic |
| <input checked="" type="checkbox"/> Denmark | <input checked="" type="checkbox"/> Estonia | <input checked="" type="checkbox"/> Finland |
| <input checked="" type="checkbox"/> France | <input checked="" type="checkbox"/> Germany | <input checked="" type="checkbox"/> Greece |
| <input checked="" type="checkbox"/> Hungary | <input checked="" type="checkbox"/> Iceland | <input checked="" type="checkbox"/> Ireland |
| <input checked="" type="checkbox"/> Italy | <input checked="" type="checkbox"/> Kosovo | <input checked="" type="checkbox"/> Latvia |
| <input checked="" type="checkbox"/> Lithuania | <input checked="" type="checkbox"/> Luxembourg | <input checked="" type="checkbox"/> Malta |
| <input checked="" type="checkbox"/> Moldova, Republic of | <input checked="" type="checkbox"/> Montenegro | <input checked="" type="checkbox"/> Netherlands |
| <input checked="" type="checkbox"/> North Macedonia | <input checked="" type="checkbox"/> Norway | <input checked="" type="checkbox"/> Poland |
| <input checked="" type="checkbox"/> Portugal | <input checked="" type="checkbox"/> Romania | <input checked="" type="checkbox"/> Russia |
| <input checked="" type="checkbox"/> Serbia | <input checked="" type="checkbox"/> Slovakia | <input checked="" type="checkbox"/> Slovenia |

Prices and Currencies

7. Confirm that you want to decrease your auto-renewable subscription price in the dialog.

You can schedule one future price change at a time, per territory. If you try to make additional changes when you already have a change scheduled, the planned price change will be overwritten by the most recent change.

After a price decrease goes into effect, you won't be able to undo it.

Increase the price of an auto-renewable subscription

If you choose to increase the price of your auto-renewable subscription, you have the option to preserve prices for existing subscribers.

If you increase the price of a subscription without preserving prices, all existing subscribers must consent to the new price before their next renewal date. If they do not consent to the new price or take no action, their subscription expires at the end of their current billing cycle.

After your price increase goes into effect, Apple will automatically inform existing subscribers through email and push notifications, and attempt to obtain consent to the higher price. The timing of these notifications depends on the length of the subscription, and there is a minimum required notice. If a price increase occurs within the minimum required notice period, subscribers will renew at their existing price for one more billing period, and will be notified before the end of their next billing period.

| Subscription duration | First email notification | Minimum required notice |
|---|-------------------------------|-------------------------------|
| 2 month, 3 month, and 6 month, and annual subscriptions | 60 days prior to renewal date | 30 days prior to renewal date |
| Monthly subscriptions | 29 days prior to renewal date | 27 days prior to renewal date |
| Weekly subscriptions | 7 days prior to renewal date | 7 days prior to renewal date |

After the first email notification, Apple will continue to notify subscribers of a price increase and attempt to obtain consent until their subscription expires. On iOS 13.4 or later, Apple will also periodically attempt to obtain consent via messaging within your app. For information on using StoreKit to manage these notifications, [see handling subscriptions billing](#).

Subscribers paying introductory or promotional prices, including free trials and free offers, will renew to the price that was displayed when they bought your subscription for one additional billing period, and will need to consent prior to their next renewal date.

1. From My Apps, select your app.
2. In the sidebar below In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click the Add button (+).
4. Click Plan Subscription Price Change, then select the territories where you want to edit pricing.
5. Choose a start date, currency, and a price, then click Next.
6. Apple automatically calculates the prices for all territories based on your chosen price point, but you have the option to set a different price for specific territories. Select territory prices here, then click Next.
7. Choose an option for your existing subscribers, you may:
 - **A:** Keep the current price for existing subscribers. Anyone who subscribed before the start date of this price change won't be affected.
 - **B:** Apply the price change to existing subscribers. Existing subscribers will need to consent on their next billing cycle in order to renew at the higher price. Subscribers who do not consent or take no action will automatically expire.

After a price change goes into effect, you won't be able to undo it. You can plan a new price change to lower it, but previous subscribers that chose not to renew your subscription will need to resubscribe.

Increase pricing for subscribers with preserved prices

If you initially decide to preserve prices for existing subscribers during a price increase, you have the option to raise their prices later, to bring all your customers in a territory to the same price point.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section.
4. Click on View all Subscription Pricing and go to the price change where you want to remove the preserved price. In the example below, subscribers in Albania have preserved pricing. You can see that the starting price was \$0.99 and was increased to \$2.99 for new subscribers on August 30, 2016 in Albania only. In this example, the goal is to bring all customers in Albania up to \$2.99. Click on Starting Price.

Subscription Prices

[Plan a Price Change](#)

| Date | Territories |
|--|---------------------------|
| Current subscription prices are shown below. You can edit the options for a subscription price by clicking the date of the price change. | |
| Price Change <small>?</small> | Territories |
| ▼ Aug 30, 2016 | 1 |
| \$2.99 | Albania (USD) |
| ▼ Starting Price | 155 |
| \$0.99 | Albania (USD) |
| \$0.99 | Algeria (USD) |
| \$0.99 | Angola (USD) |
| \$0.99 | Anguilla (USD) |
| \$0.99 | Antigua and Barbuda (USD) |
| \$0.99 | Argentina (USD) |
| \$0.99 | Armenia (USD) |
| \$0.99 | Australia (AUD) |

5. Click Show Price Change Options.

Starting Subscription Price

Show Price Change Options

| Territories (155) | Price | Year 1 Proceeds | Year 2 Proceeds |
|---------------------------|--------|-----------------|-----------------|
| Albania (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Algeria (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Angola (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Anguilla (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Antigua and Barbuda (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Argentina (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Armenia (USD) | \$0.99 | \$0.70 (USD) | \$0.84 (USD) |
| Australia (AUD) | \$0.99 | \$0.63 (AUD) | \$0.77 (AUD) |
| Austria (EUR) | 0,99 € | 0,58 € (EUR) | 0,70 € (EUR) |

Done

\$0.99 Antigua and Barbuda (USD)

6. Choose the new price option, then click Next.

Approved

Price Change Options - Starting Price

If you change the price, subscribers will be charged the new amount when their subscriptions automatically renew. They'll have to agree to the new price before they're charged. If they don't agree, their subscriptions won't renew. After you save, you can't undo this. [Learn More](#)

| Territories (1) | Price | <input checked="" type="checkbox"/> Change Price |
|-----------------|--------|--|
| Albania (USD) | \$0.99 | <input checked="" type="checkbox"/> \$2.99 |

\$0.99 subscribers will pay \$2.99

Cancel **Next**

7. Confirm that you want to increase the price for the selected territories, then click Done and save your changes.

In this example, you can see that Albania now only has one price listed, which is the current price of \$2.99.

Subscription Prices

Plan a Price Change

| Date | Territories |
|-----------------|---------------------------|
| Price Change ? | |
| ▼ Current Price | 155 |
| \$2.99 | Albania (USD) |
| \$0.99 | Algeria (USD) |
| \$0.99 | Angola (USD) |
| \$0.99 | Anguilla (USD) |
| \$0.99 | Antigua and Barbuda (USD) |
| \$0.99 | Argentina (USD) |
| \$0.99 | Armenia (USD) |
| \$0.99 | Australia (AUD) |
| 0,99 € | Austria (EUR) |
| \$0.99 | Azerbaijan (USD) |
| \$0.99 | Bahamas (USD) |

View your planned price changes

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. View your planned price changes.

If you click on the date, the price that you set or have planned appears below. Likewise, if you've previously kept existing subscribers at the starting price they paid for your subscription, you'll see the date of the starting price setting and the price paid by those customers.

Indian Ocean Monthly > Subscription Pricing

Subscription Prices Introductory Prices

Subscription Prices +

You can edit the options for a subscription price by clicking the date of the price change. Learn more about [subscription pricing](#).

All Territories ▼ By Date ▼

Upcoming Prices

| Nov 1, 2017 | Territories | Price Change |
|-------------|----------------------|---|
| £14.99 | United Kingdom (GBP) | (Price change will apply to existing subscribers) |
| \$19.99 | United States (USD) | (Price change will apply to existing subscribers) |

Price Change ?

| Current Price | Territories |
|---------------|---------------------------|
| \$10.79 | Albania (USD) |
| \$8.99 | Algeria (USD) |
| \$8.99 | Angola (USD) |
| \$8.99 | Anguilla (USD) |
| \$8.99 | Antigua and Barbuda (USD) |
| \$8.99 | Argentina (USD) |
| \$8.99 | Armenia (USD) |
| \$12.99 | Australia (AUD) |

How will changes to foreign exchange rates and tax adjustments affect auto-renewable subscription pricing?

Apple will not make price adjustments on your auto-renewable subscription products. Retail price changes initiated by Apple due to tax changes and significant foreign exchange rate movements will exclude auto-renewable subscriptions. For any value-added tax (VAT) rate changes, your proceeds and Apple's commission will be calculated after the deduction of VAT, which means that your proceeds will change. You can choose to pass any changes caused by taxation or foreign exchange onto your subscribers by adjusting the price for your subscription. Keep in mind that all price increases require customer consent.

Set an introductory offer for an auto-renewable subscription

You can set up introductory offers for your apps that contain auto-renewable subscriptions in App Store Connect. An introductory offer is a limited-time discounted price or free trial for the initial period of a subscription.

When you set up an introductory offer in App Store Connect, it will automatically appear on your app's product page on the App Store for users that are eligible. You can also display introductory offers within your app. When displaying offers in your app, ensure you are only showing offers to customers who can redeem them by determining eligibility with receipt validation. To learn more, visit [Implementing Introductory Offers in Your App](#).

There are three types of introductory offers: free trial, pay up front, and pay as you go. You can choose the length of the introductory offer based on the standard subscription duration. The below table shows possible introductory offer durations.

| Standard Subscription Duration | Pay As You Go | Pay Up Front | Free Trial |
|--------------------------------|------------------------------|-------------------------------|--|
| 1 Week | 1 to 12 Weeks | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |
| 1 Month | 1 to 12 Months | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |
| 2 Months | 2, 4, 6, 8, 10, or 12 Months | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |
| 3 Months | 3, 6, 9, or 12 Months | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |
| 6 Months | 6 or 12 Months | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |
| 1 Year | 1 Year | 1, 2, 3, or 6 Months. 1 Year. | 3 Days. 1 or 2 Weeks. 1, 2, 3, or 6 Months. 1 Year. |

You can create an introductory offer for each subscription product in App Store Connect, but please note that customers are only eligible to redeem one introductory offer per subscription group.

Required role: Account Holder, Admin, App Manager, Developer or Marketing. See [Role permissions](#).

Create an introductory offer

Introductory offers can be set up and managed for each subscription in App Store Connect.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click on the Add button (+).
4. Select Create Introductory Offers.

The screenshot shows the 'In-App Purchases' page for the 'Ocean Journal Weekly' subscription. The 'Subscription Prices' section is open, displaying a summary of current pricing. Below the summary, there are two buttons: 'Create Introductory Offer' and 'Create Promotional Offer'. The 'Create Introductory Offer' button is highlighted with a blue box.

5. Select the territories where you want to offer a discounted price, and click Next. You can have one current and one future introductory offer per territory.

The screenshot shows the 'Ocean Journal' app's subscription pricing configuration. The main navigation bar includes 'App Store', 'Features', 'TestFlight', and 'Activity'. On the left, there are sections for 'General' (App Information, Pricing and Availability, Ratings and Reviews, Version History), 'In-App Purchases' (Manage, App Store Promotions, Subscription Groups), and 'iOS App' (1.0 Prepare for Submission, Add macOS App, Add tvOS App). The central area displays 'Subscription Prices', 'Introductory Offers' (selected), and 'Promotional Offers'. A modal window titled 'Countries or Regions for Introductory Offer' lists countries and regions with checkboxes. The 'Europe' section is expanded, showing a grid of countries. At the bottom of the modal are 'Cancel' and 'Next' buttons.

6. Choose a start and an end date. You may select No End Date if you want the introductory offer to be available indefinitely. Then, click Next. If you create new offers that have overlapping dates, the latest action will overwrite existing introductory offers.
7. Choose either **Pay as you go, Pay up front, or Free**, then choose the appropriate duration, currency, and price. Click Next.
8. Apple automatically calculates the prices for all territories based on your chosen price point, but you have the option to set a different price for specific territories. Select territory prices here, then click Done.

Ocean Journal Weekly > Subscription Pricing

Introductory Offer Prices

We automatically calculate prices for all 175 countries or regions based on \$24.49 (USD) every 3 months for the first 6 months. You can choose a different price for individual countries or regions.

All Countries or Regions ▾

| Countries or Regions (175) | Subscription Price ? | Introductory Price ? |
|----------------------------|----------------------|----------------------|
| Afghanistan (USD) | \$0.99 | \$24.49 ▾ |
| Albania (USD) | \$1.19 | \$29.39 ▾ |
| Algeria (USD) | \$0.99 | \$24.49 ▾ |
| Angola (USD) | \$0.99 | \$24.49 ▾ |
| Anguilla (USD) | \$0.99 | \$24.49 ▾ |
| Antigua and Barbuda (USD) | \$0.99 | \$24.49 ▾ |
| Argentina (USD) | \$0.99 | \$24.49 ▾ |
| Armenia (USD) | \$0.99 | \$24.49 ▾ |
| Australia (AUD) ⚠ | \$1.49 | \$39.99 ▾ |

Back Cancel Done

Edit an introductory offer

Once you create an introductory price or free trial, only the End Date of the in effect introductory offer can be edited once it's available to customers. For future scheduled introductory offers, the start and end date can be edited. To edit the duration or price, you must create a new introductory offer.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. Navigate to the Introductory Offers tab, where you'll find all your offers listed by Date and Territory.
5. Click on the Date or Territory you want to edit, select a new Start/End Date, then click Update.

Ocean Journal Weekly > Subscription Pricing

Save

Subscription Prices **Introductory Offers**

Introductory Offers

You can edit the details of an introductory offer.

The United States and Canada By Date

Current Introductory Offers

> Ends May 28, 2020

Edit Introductory Offer End Date

You can choose a new end date for your introductory offer or end it right now.

End Date ?

May 28, 2020

Countries or Regions (1)

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
| 27 | 28 | 29 | 30 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

No End Date

Argentina \$24.49

Armenia \$24.49

Australia \$39.99

Austria 26,99 €

End Cancel Update

All Prices and Currencies

Delete an introductory offer

- From My Apps, select your app.
- In the sidebar under In-App Purchases, click Manage.
- Click on the auto-renewable subscription you wish to delete, then go to the Subscription Prices section and click View all Subscription Pricing.
- Navigate to the Introductory Offers tab, where you'll find all your offers listed by Date and Territory.
- Click on the Date or Territory you want to delete.

The screenshot shows the 'Edit Introductory Offer End Date' dialog. It includes a table with columns for 'Countries or Regions' and 'Introductory Price'. The table lists several countries with their respective prices. At the bottom are 'End', 'Cancel', and 'Update' buttons, with 'Save' located at the top right of the dialog.

| Countries or Regions (175) | Introductory Price |
|----------------------------|--------------------|
| Afghanistan | \$24.49 |
| Albania | \$29.39 |
| Algeria | \$24.49 |
| Angola | \$24.49 |
| Anguilla | \$24.49 |
| Antigua and Barbuda | \$24.49 |

- Confirm your changes in the dialogue.

The screenshot shows a confirmation dialog asking if the user is sure they want to delete the introductory offer. It states that active offers will remain active for existing subscribers. At the bottom are 'Cancel' and 'Delete' buttons, with 'Save' located at the top right of the dialog.

Are you sure you want to delete this introductory offer?
Introductory offers that are currently active will remain active for existing subscribers.

What is the difference between introductory offer limits in App Store Connect and customer eligibility limits around introductory offers?

App Store Connect allows you to set an introductory offer for each subscription product in App Store Connect. You can have multiple offers in each subscription group. New and returning customers are only eligible to use one introductory offer per subscription group. For example, if a customer uses a free trial and then upgrades to a subscription product in the same group that also has a free trial, they are not eligible to use the second offer.

Set up promotional offers for auto-renewable subscriptions

Apps with auto-renewable subscriptions can provide a discounted price for a specific duration for existing and previously subscribed customers on iOS, macOS, and tvOS. You can use these offers to help win back subscribers who have canceled their subscriptions or promote an upgrade to a higher-ranked subscription at a special price. Customers can accept the offer even if they've already completed an introductory offer.

To get started, [Generate keys for in-app purchases](#), create a promotional offer on your app's in-app purchase page for each product, and choose a duration and offer type ([pay as you go](#), [pay up front](#), [free](#)). You can have up to 10 active offers per subscription.

Once you've created offers in App Store Connect, use Xcode 10.2 to implement the [StoreKit APIs](#) to allow these offers to be accepted by the customer. Customers running iOS 12.2, macOS 10.14.4, and tvOS 12.2 can accept these offers.

For business guidance, see [Auto-renewable Subscriptions](#).

Required role: Account Holder, Admin, App Manager, Developer or Marketing. See [Role permissions](#).

Set up a promotional offer

Subscription offers can be set up and managed for each subscription in-app purchase product in App Store Connect.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click on the Add button (+).
4. Select Create Promotional Offer.

In-App Purchases > Ocean Journal Weekly

Missing Metadata

Reference Name: Ocean Journal Weekly

Apple ID:

Product ID:

Group Reference Name: Ocean Journal

Availability: Cleared for Sale

Subscription Duration: 3 Months

Subscription Prices

All Prices and Currencies

Create Introductory Offer

Create Promotional Offer

View all Subscription Pricing

5. Enter an internal reference name and an offer code.

Ocean Journal Weekly > Subscription Pricing

Subscription Prices | Introductory Offers | **Promotional Offers**

Create a Promotional Offer

Reference names and identifiers can be used only once, even if the promotional offer is deleted.

Promotional Offer Reference Name: Spring 2029 discount

Promotional Offer Identifier: SPRING_2019

Cancel | Next

6. Choose either Pay as you go, Pay up front, or Free, then choose the appropriate duration, currency, and price. Click Next.

The screenshot shows the 'Ocean Journal Weekly' app's subscription pricing configuration. The 'Introductory Offers' tab is active. A note says: 'Set up an introductory offer for new subscribers. They will automatically be charged the full subscription price when the introductory offer is over unless they cancel their subscription.' Options for 'Type of Introductory Offer' include 'Pay as you go' (selected), 'Pay up front', and 'Free'. The 'Duration' is set to 'Pay as you go for 1 month(s)'. Under 'Price', it says 'Choose a price, and we'll automatically calculate the prices for all 175 countries or regions based on the most recent foreign exchange rates. You can edit prices for individual countries or regions in the next step.' Currency is set to 'USD - US Dollar' and price is 'Choose'. At the bottom are 'Back', 'Cancel', and 'Next' buttons.

7. Apple automatically calculates the prices for all territories based on your chosen price point, but you have the option to set a different price for specific territories. Select territory prices here, then click Done.

Edit a promotional offer

Once you create a promotional offer, only the price can be edited. To edit the duration, type, or offer code, you must create a new offer.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. Navigate to the Promotional Offers tab, where you'll find all your promotional prices listed.
5. Click on the offer you'd like to edit.
6. Choose a new price from the drop-down, and click Recalculate to view the updated price in each territory.

Ocean Journal Worldwide Subscription Prices

Subscription Prices Intraday

Promotional Offers

You can edit the price of a promotional offer.

All Countries or Regions ▼

Promotional Offer (1)

➤ Spring 2029 discount Promotional Prices

You can choose to update the price for individual countries or regions, or you can automatically recalculate the prices for all countries or regions based on the most recent foreign exchange rates.

Currency ? USD - US Dollar Choose Recalculate

All Countries or Regions ▼

| Countries or Regions (175) | Subscription Price ? | Promotional Price ? |
|--|----------------------|-------------------------|
| Anguilla (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |
| Antigua and Barbuda (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |
| Argentina (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |
| Armenia (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |
| Australia (AUD) <small>⚠</small> | \$1.49 | \$4.99 <small>▼</small> |
| Austria (EUR) <small>⚠</small> | 0,99 € | 3,49 € <small>▼</small> |
| Azerbaijan (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |
| Bahamas (USD) <small>⚠</small> | \$0.99 | \$2.99 <small>▼</small> |

All Prices and Currencies

Delete Offer Cancel Save

The screenshot shows the 'Promotional Offers' section for the 'Ocean Journal' app. It displays a table of 175 countries with their current subscription and promotional prices. The currency is set to USD - US Dollar. The promotional price for most countries is \$2.99, except for Argentina, Armenia, Australia, Austria, and Bahamas which have higher promotional prices. The table includes columns for 'Countries or Regions', 'Subscription Price', and 'Promotional Price'. Buttons for 'Delete Offer', 'Cancel', and 'Save' are at the bottom right. A sidebar on the left lists 'Subscription Prices' and 'Promotional Offers'.

7. Click Save.

Delete a promotional offer

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. Click on the offer you'd like to delete, then click Delete Offer.

The screenshot shows the 'Promotional Offers' section of the App Store Connect interface for the 'Ocean Journal' app. It displays a table of promotional prices for 175 countries or regions. The columns include 'Countries or Regions', 'Subscription Price', and 'Promotional Price'. The 'Promotional Price' column contains dropdown menus where prices like '\$0.99' and '\$2.99' are listed. At the bottom left of the table area, there is a red-bordered 'Delete Offer' button. On the right side of the table, there are 'Cancel' and 'Save' buttons. The top right corner of the main content area has a blue 'Save' button. The sidebar on the left lists 'Subscription Prices', 'Promotional Offers', and 'Promotional Offer (1) > Spring 2029 discount'.

5. Confirm your changes in the dialogue.

Set up offer codes

Offer codes provide a free or discounted price for auto-renewable subscriptions for a specific duration. Codes can be configured as either one-time use codes, or as custom codes intended to be redeemed by multiple users. You can create codes for a maximum of 150,000 redemptions per app, per quarter.

There are two types of offer codes:

- One-time use codes: Unique, alphanumeric offer codes. Redeemable on the App Store, through a direct URL, or within your app on iOS 14.2 and iPadOS 14.2, or later.

- Custom codes: Custom offer codes that can be redeemed by multiple users (such as SPRING2021). Redeemable through a direct URL or within your app on iOS 14.1 or iPadOS 14 or later.

Customer eligibility is determined by you in App Store Connect and can include new, active, and expired users. Consider your offer's eligibility requirements before creating and distributing offer codes. For more information on the different subscription offer types available in App Store Connect, as well as information on choosing the best offer type for your promotion or campaign, see [Providing Subscription Offers](#).

For business guidance, see [Auto-renewable Subscriptions](#).

The screenshot shows the App Store Connect dashboard for the 'Ocean Journal' app. The sidebar on the left lists various sections: iOS App (status: 1.2 Ready for Sale), tvOS App (status: 1.2 Ready for Submission), General (App Information, Pricing and Availability, App Privacy, Ratings and Reviews, Version History), In-App Purchases (Manage, App Store Promotions, Subscription Groups), and a highlighted In-App Purchases section. The main content area displays the 'Ocean Journal Monthly > Subscription Pricing' page. It shows a summary: 146,500 codes available between Oct 1, 2020, and Dec 31, 2020. There are two tabs: 'Subscription Prices' (selected) and 'Offer Codes'. Under 'Offer Codes', there are two sections: 'Subscription Offers (10)' and 'Inactive Offers (1)'. The 'Subscription Offers (10)' section lists ten offers with columns for name, location, duration, and actions (Create Codes, Deactivate). The 'Inactive Offers (1)' section lists one offer with similar columns. A 'Save' button is located at the top right of the main content area.

Required role: Account Holder, Admin, App Manager, Developer or Marketing. See [Role permissions](#).

Set up offers for codes

Both types of codes (one-time use and custom codes) must be associated with an offer in App Store Connect. You can have up to 10 active offers at a time.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Select your auto-renewable subscription from the list.
4. In the Subscription Prices section, click the (+) icon.

5. From the drop-down menu, click [Create Offer Codes](#).
6. Enter a reference name for your offer. You'll use this reference name to manage the offer in App Store Connect and to identify sales associated with offers in Sales and Trends reports, and in [App Store Receipts](#).
7. Click Next.
8. Select the customer eligibility for your offer. You can choose any combination of new, existing, or expired users.
 - **New:** Users who have never subscribed to any subscription product within the group.
 - **Existing:** Users who are currently subscribed to a product within the group.
 - **Expired:** Users who were previously subscribed to a product within the group, but whose subscription has expired.
9. If your subscription has an introductory offer, determine whether users redeeming your codes should be eligible to redeem both a code and the introductory offer by choosing from the following options:
 - **Yes.** New users will redeem your app's introductory offer first, then automatically renew to the offer they redeemed with your code.
 - **No.** New users will redeem the offer code first, then automatically renew to the standard subscription price without using the introductory offer. If the customer cancels at any point and then resubscribes, they'll still be eligible to redeem an introductory offer.
10. Click Next.
11. Choose the appropriate territories for your offer. Click Next.
12. Choose either [Pay as you go](#), [Pay up front](#), or [Free](#), then choose the appropriate duration, currency, and price.
Apple automatically calculates the prices for all territories based on your chosen price point, but you also have the option to set a different price for specific territories
13. Click Next.
14. If needed, select territory prices.
15. Click [Create](#).

Note: Once you've created an offer, you won't be able to edit it. If changes to customer eligibility are needed, create a new offer.

Create one-time use codes

In order for users to redeem codes, your app must be in the Ready for Sale state.

1. From My Apps, select your app.
 2. In the sidebar under In-App Purchases, click Manage.
 3. Click on the subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
 4. In the menu bar, click Offer Codes.
 5. Next to One-Time Use Codes, click the (+) mark.
 6. In the pop-up window, select the number of codes you wish to create. You must select a minimum of 500 and a maximum of 25,000. If you need more than 25,000 codes, you can create multiple batches of codes on the same offer.
 7. Choose an expiration date. The expiration date determines how long the codes are valid. One-time use codes can be valid for a maximum of six months. Codes will expire at 12:00 AM, PST on the chosen expiration date.
 8. Click Create.
-

Download one-time use codes

Once your one-time use codes are created, you'll need to download them from App Store Connect so you can share them with your users.

1. From My Apps, select your app.
 2. In the sidebar under In-App Purchases, click Manage.
 3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
 4. In the menu bar, click Offer Codes.
 5. Locate your offer in the list and click the reference name.
 6. Locate the codes you wish to download and click Download.
 7. Open the extracted text (.txt) file in a spreadsheet application.
-

Create custom codes

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. In the menu bar, click Offer Codes.
5. Select your offer from the list.
6. Next to Custom Codes, click the (+) mark.
7. Enter your custom code. Custom codes may be up to 64 characters and may not include special characters. Once you've chosen your custom code, you won't be able to edit it. Custom codes can't be used for other offer campaigns or subscriptions for this app. To create a custom code that is already being used by a different offer for the same app, you must first deactivate the code.
8. Choose a redemption limit. The redemption limit is the total number of customers that can redeem this custom code. You can choose a limit of up to 25,000 redemptions at a time. If you need more, use the same custom code multiple times on the same offer.
9. Optionally, choose an expiration date. This determines how long the codes will be valid. One-time use codes can be valid for a maximum of six months and will expire at 12:00 AM PST on the chosen expiration date. To create codes with no expiration date, choose No Expiration Date from the date picker. Expiration dates may not be edited.

Distribute offer codes

You are responsible for distributing offer codes to your users. You can utilize your own channels, such as email or offline marketing campaigns.

- **Give codes to users directly:** Codes can be shared through on or offline channels. For example, print the codes on a card and hand out the cards at an event. Users can redeem one-time use codes by entering them in the "Redeem Gift Card or Code" page in their App Store account settings, or Custom Codes within your app if you've implemented the presentcoderedemptionsheet API. See [Offer Codes](#).
- **Create a unique redemption URL:** Codes can be used to create redemption URLs which you can share directly with users. When the user taps on the URL, they'll be taken to a page where they can redeem your code. Customers who do not yet have your app installed will first be prompted to download the app before redeeming the code.

To create these URLs for one-time use codes, copy the example link from your offer details page, then add and each code to the end of the URL. One-time use codes URLs are also included in the downloadable text file.

To create a URL for custom codes, copy the example link from your offer details page, then add the custom code to the end of the URL.

The screenshot shows the App Store Connect dashboard for the 'Ocean Journal' app. The top navigation bar includes links for App Store Connect, Apps, Analytics, Trends, Reports, Users and Access, and Agreements. Below the navigation is a sub-navigation bar for the Ocean Journal app, with links for App Store, Features, TestFlight, and Activity. The main content area is titled 'Subscription Pricing > December 2020 Event'. On the left, there are sections for 'iOS App' (status: 1.3 Prepare for Submission, 1.2 Ready for Sale), 'tvOS App' (status: 1.2 Prepare for Submission, 1.1 Ready for Sale), and 'Add macOS App'. A sidebar on the left lists 'General' (App Information, Pricing and Availability, App Privacy, Ratings and Reviews, Version History) and 'In-App Purchases' (Manage, App Store Promotions, Subscription Groups). The 'Manage' option under In-App Purchases is currently selected. The main content area displays 'Offer Type' (Free for the first 2 weeks), 'Prices and Countries/Regions' (175 Countries or Regions), and 'Codes Created' (1,500 Codes). It also shows 'Customer Eligibility' (New Subscribers) and 'Introductory Offers' (Yes, customers can redeem both an introductory offer and this code). An 'Offer Code URL' section provides a link: <https://apps.apple.com/redeem?id=1139967712&code=CODE> | [Copy Link](#). Below this is a table titled 'Offer Codes (1,500)' with columns for Codes, Date Created, Created By, and Expiration Date. Three rows of data are shown, each with 'Deactivate' and 'Download' buttons:

| Codes | Date Created | Created By | Expiration Date | Deactivate | Download |
|-------|--------------|--------------|-----------------|----------------------------|--------------------------|
| 500 | Oct 19, 2020 | Anne Johnson | Dec 31, 2020 | Deactivate | Download |
| 500 | Oct 19, 2020 | Anne Johnson | Dec 31, 2020 | Deactivate | Download |
| 500 | Oct 19, 2020 | Anne Johnson | Dec 31, 2020 | Deactivate | Download |

Deactivate offer codes

You can deactivate codes at any time in App Store Connect. Users will no longer be able to redeem them, and will be shown an error message stating the offer is no longer available.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. In the menu bar, click Offer Codes.
5. Click the reference name of the offer.
6. Locate the codes you wish to deactivate and click Deactivate. The codes will expire immediately. Subscribers who have already redeemed the codes won't be affected. Unredeemed codes will also expire and will not be reapplied to the 150,000 quarterly limit.

Deactivate offers

You can have up to 10 active offers per subscription SKU at a time in App Store Connect. If you wish to deactivate an offer, please note that the offer cannot be reactivated later. All codes associated with the offer will be invalidated. Subscribers who have already redeemed codes for the offer will not be affected.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on an auto-renewable subscription, then go to the Subscription Prices section and click View all Subscription Pricing.
4. In the menu bar, click Offer Codes.
5. Click the reference name of the offer.
6. In the upper right hand corner, click Deactivate.

You can view your deactivated offers anytime, as well as download expired codes associated with deactivated offers.

Enable Billing Grace Period for auto-renewable subscriptions

Billing Grace Period allows you to let subscribers whose auto-renewal failed due to a payment issue continue accessing your app's paid content for a period of time while Apple continues to attempt to collect payment. There won't be any interruption to the subscriber's days of paid service or to your revenue if Apple is able to recover the subscription within the grace period of your subscription product. Without enabling Billing Grace Period, the subscriber's days of paid service are paused until Apple is able to collect payment.

The length of the grace period depends on the subscription duration.

| Subscription Duration | Billing Grace Period Duration |
|-----------------------|-------------------------------|
| 1 week | 6 days |
| 1 month | 16 days |
| 2 months | 16 days |
| 3 months | 16 days |
| 6 months | 16 days |
| 1 year | 16 days |

To get started, turn on Billing Grace Period for your app's subscriptions in App Store Connect. Please note that before you turn on Billing Grace Period in App Store Connect, you'll need to update your entitlement logic to ensure you are providing service to customers within the grace period. [Learn more](#).

Required role: Admin or App Manager. See [Role permissions](#).

Turn on billing grace period

You can turn on Billing Grace Period for each app in App Store Connect, but not for individual subscription products within an app.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.

| Reference Name | Type | Status |
|---------------------------------|-----------------------------|---|
| Ocean Journal All Access Yearly | Auto-Renewable Subscription | ocean_journal_all_access_yearly ● Missing Metadata |
| Ocean Journal Basic Monthly | Auto-Renewable Subscription | ocean_journal_basic_monthly ● Missing Metadata |
| Ocean Journal Basic Weekly | Auto-Renewable Subscription | ocean_journal_basic_weekly ● Missing Metadata |
| Ocean Journal Premium Monthly | Auto-Renewable Subscription | ocean_journal_premium_monthly ● Missing Metadata |
| Ocean Journal Premium Yearly | Auto-Renewable Subscription | ocean_journal_premium_yearly ● Missing Metadata |

3. In the Billing Grace Period section, click Turn On.

You'll still need to use receipt validation to ensure you are providing service to customers within the grace period.

4. In the pop-up window, click Confirm.

Turn off billing grace period

You can turn off Billing Grace Period for each app in App Store Connect.

1. From My Apps, select your app.

2. In the sidebar under In-App Purchases, click Manage.

In-App Purchases

Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. [Learn More](#)

Once your binary has been uploaded, you can submit in-app purchases using the table below.

Billing Grace Period

A billing grace period lets subscribers retain access to the subscription during this grace period, you can turn off the grace period.

Turn Off Billing Grace Period?

By confirming, future subscribers whose subscriptions expire due to a billing issue will lose access to your app's paid content, and you may experience interruption to your revenue. This will not affect existing subscribers already in a grace period.

In-App Purchases (5) +

| Reference Name | Type | Product ID | Status |
|---------------------------------|-----------------------------|---------------------------------|------------------|
| Ocean Journal All Access Yearly | Auto-Renewable Subscription | ocean_journal_all_access_yearly | Missing Metadata |

3. In the Billing Grace Period section, click Turn Off.

Future subscribers whose renewal fails due to a billing issue will not accumulate days of paid service until Apple is able to collect payment and renew the subscription. Subscribers already in Billing Grace Period will not be affected.

4. Click Confirm.

Generate a shared secret

To increase the security between your server and Apple's servers when validating an auto-renewable subscription, include a shared secret with your request to verify receipts.

A shared secret is a 32 character hexadecimal string generated in App Store Connect. You may generate a primary shared secret, which is single code for all of your apps, or an app-specific shared secret for individual apps. You may also use a primary shared secret for some of your apps, and an app-specific shared secret for others.

For information about incorporating a shared secret into your app's receipt handling, see [Validating Receipts with the App Store](#).

Required role: Account Holder or Admin. See [Role permissions](#).

View or generate a shared secret for all your apps (primary shared secret)

To view or generate a shared secret:

1. From Users and Access, click Shared Secret.

2. Click Generate.
3. Copy the code and use it for your transactions receipt for all of your apps with auto-renewable subscriptions.

When you generate a new shared secret, all apps in your organization that use a shared secret should use the new value to verify auto-renewable subscriptions.

View or generate a shared secret for an individual app (app-specific shared secret)

You can access the app-specific shared secret from inside the In-App Purchases page for an app. You may want to use an app-specific shared secret if you want to keep this code private for this app, or if you are planning to transfer this app to another developer account.

Note: Once an app uses an app-specific shared secret, it can no longer use the primary shared secret. App-specific shared secrets cannot be deleted, only regenerated.

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click App-Specific Shared Secret to view the shared secret for the app.

The screenshot shows the 'In-App Purchases' section of the Ocean Journal app's page in App Store Connect. The sidebar on the left lists various app submission steps and sections like General, In-App Purchases, and Subscriptions. The 'In-App Purchases' section is currently selected. The main content area displays a table of five auto-renewable subscriptions, each with a status of 'Missing Metadata'. A note in the center says: 'Your first in-app purchase must be submitted with a new app version. Create your in-app purchase, then select it from the app's In-App Purchases section under App Store and click Submit. Learn More'.

| Reference Name | Type | Product ID | Status |
|---------------------------------|-----------------------------|---------------------------------|------------------|
| Ocean Journal All Access Yearly | Auto-Renewable Subscription | ocean_journal_all_access_yearly | Missing Metadata |
| Ocean Journal Basic Monthly | Auto-Renewable Subscription | ocean_journal_basic_monthly | Missing Metadata |
| Ocean Journal Basic Weekly | Auto-Renewable Subscription | ocean_journal_basic_weekly | Missing Metadata |
| Ocean Journal Premium Monthly | Auto-Renewable Subscription | ocean_journal_premium_monthly | Missing Metadata |
| Ocean Journal Premium Yearly | Auto-Renewable Subscription | ocean_journal_premium_yearly | Missing Metadata |

4. To generate a shared secret, click Generate App-Specific Shared Secret or Regenerate from the dialog.
5. Copy the code and use it for your transactions receipt for this app.

When you regenerate an app-specific shared secret, use the new value to verify your auto-renewable subscriptions for this app.

Set availability for an auto-renewable subscription

All in-app purchase products, including subscriptions, are available worldwide — you can't exclude specific territories for availability. If you need to restrict product access for a specific reason, you develop a solution from inside the app.

Set availability for a subscription

Required role: Account Holder, Admin, or App Manager. See [Role permissions](#).

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the subscription.
4. Under Availability, select Cleared for Sale to make your subscription available for sale.
5. Click Save.

Keep in mind that even if you clear your subscription for sale, it may not be available for purchase. Monitor the [in-app purchase status](#) to understand if action is needed from you.

Remove an auto-renewable subscription from sale

Required Role: Account Holder. See [Role permissions](#).

If you wish to discontinue an auto-renewable subscription, consider your customer impact. Your customers expect your content to be available throughout their subscription and you're also required by your agreement to provide the full amount of content to eligible subscribers through the duration of the paid subscription period.

Taking the following steps prior to removing your auto-renewable subscription from sale can help ensure a smooth user experience:

- Before discontinuing an auto-renewable subscription, remove it from sale. This prevents new users from subscribing and existing users from renewing. We recommend timing the removal of your subscription to be equivalent to your subscription duration. For example, with a one-month subscription you should remove it from sale at least 31 days prior to the date your last content will be issued or available. This allows users to receive the full duration of content before you stop

providing it and they will no longer renew or be charged on their renewal date. Consider allowing your subscription to run as long as possible, in order to let users unsubscribe organically.

- If you are unable to remove your subscription with the appropriate amount of lead time to provide the full amount of content through the duration of a user's subscription period, you should [contact us](#).
- Provide your existing subscribers with advanced notice of the discontinuation of your subscription service. This can be done through channels such as email, website, and in-app messaging. We recommend at least 31 days advanced notice.
- End any on or offline promotions of your subscription to discourage incremental purchases.
- After removing the auto-renewable subscription from sale, determine whether your app still functions without the subscription. If not, remove your app from the App Store.

To remove your subscription from sale:

1. From My Apps, select your app.
2. In the sidebar under In-App Purchases, click Manage.
3. Click on the subscription.
4. Under Availability, deselect Cleared for Sale to remove your subscription from sale. Confirm in the dialogue by clicking Removing from Sale.
5. Click Save.

Apps in the Magazines and Newspaper category need at least one active auto-renewable subscription to be listed on the App Store. If your app is in the Magazines and Newspapers category and you wish to discontinue the only auto-renewable subscription in your app, you must switch to a different category and submit a new binary to App Store Connect. After that, you'll be able to remove the auto-renewable subscription from your app.

If you are unable to remove your subscription with the appropriate amount of lead time to provide the full amount of content through the duration of a customer's subscription period, you should [contact us](#).

Configure Game Center

Game Center overview

Game Center is an Apple service that provides social gaming functionality to games. Game Center allows users to track their scores on a leaderboard, view achievement progress, invite friends to play a game, and start a multiplayer game with friends or through auto-match.

Adding support for certain Game Center features, like leaderboards and achievements, requires you to provide additional assets and metadata. Some examples include achievement images and descriptions, as well as leaderboard artwork. You provide and manage all of these within your App Store Connect account.

After you've implemented Game Center features into your game, you're ready to enter metadata in App Store Connect. When developing a game, you may wish to develop, design, configure, and test Game Center components as you develop the app, rather than implement each step completely before proceeding to the next.

Required role: Account Holder, Admin, App Manager, Developer, or Marketing. See [Role permissions](#).

1. Enable Game Center in Xcode

In Xcode, create your project, enter an app name and bundle ID, then enable Game Center which adds the GameKit framework to your project. For more information, see [Adding Capabilities to Your App](#).

2. Configure Game Center Components

In App Store Connect, [add an app to your account](#) that matches the bundle ID in Xcode, then configure Game Center components such as leaderboards, achievements, challenges, groups, and multiplayer compatibility.

3. Incorporate Game Center into Your Game

In Xcode, incorporate Game Center by adding code to your app and configuring the components used by the service. While these components are configured separately from your app bundle, they should be intimately tied to the code in your game to ensure Game Center's specific design and development requirements are met. For development and design information, see [GameKit](#) and [Human Interface Guidelines](#).

4. Test Your Game

Test your Game Center components to ensure they work individually and together. Apple allows all prerelease development to occur in exactly the same server environment as released games. This brings advantages like allowing testers to play with the full player base, not just other testers.

5. Distribute Your Game

Add Game Center components to an app version. This step ensures that your Game Center components are included in the desired platform version of your App Store submission. Complete this step before submitting your app for review.

Configure Game Center components

Configure leaderboards

Leaderboards allow players to compare their scores against other players in the same game. When you configure leaderboards in App Store Connect, you specify details such as the scores to collect and how to order them. For each language you want a leaderboard to display in, you specify the leaderboard name, score format, and score unit. You can also include a localized image to illustrate the score in the leaderboard.

There are two types of leaderboards that can be created:

- **Classic leaderboards:** A leaderboard where score data will never reset unless the leaderboard is deleted.
- **Recurring leaderboards:** A leaderboard where score data will continually be reset based on set preferences.

You can create up to 500 leaderboards per app.

For development information, see Leaderboards in [GameKit](#).

Create a classic leaderboard

1. From My Apps, select the app you wish to enable for Game Center.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. Click the add button (+) in the Leaderboards section.
4. Select Choose next to Classic Leaderboard.
5. Input your leaderboard metadata. For more information, see [Leaderboard properties](#).
 - Leaderboard Reference Name
 - Leaderboard ID
 - Score Format
 - Score Submission Type
 - Sort Order
 - Score Range (Optional)

6. Under Leaderboard Localization, add one or more languages by clicking Add Language.
7. Enter the required information:
 - In the dialog that appears, choose a language from the Language menu.
 - In the Name field, enter a localized reference name for the leaderboard. For example, if you choose Finnish from the Language menu, enter the Finnish name for the leaderboard in the Name field.
 - Choose a localized score format from the Score Format menu, then enter the singular and plural version of your score format suffix. If Score Format Suffix Plural doesn't appear, it's not needed for the selected language. Additionally, if you want a space to appear between the score and the suffix, you can enter a space followed by the suffix text.
 - Optionally, you can click Choose File to add a localized image for your leaderboard.
 - Click Save. To add additional language support for your leaderboards, repeat the above steps for each language.

The screenshot shows the 'Add Language' dialog and the 'Leaderboard Localization' page. The 'Add Language' dialog has fields for Language (English), Name (Goblin Caves), Score Format (Integer (100,000,122)), Score Format Suffix (Cave), and Score Format Suffix (Plural) (Caves). The 'Leaderboard Localization' page shows a table with 0 Localizations and a button to 'Click Add Language to get started.' Both dialogs have 'Save' and 'Cancel' buttons.

Plural score unit in this language - such as "points" or "laps."

Score unit in this language - such as "point" or "lap."

How the score is formatted.

Name of the leaderboard in this language.

Classic Leaderboards

Add Language

Language English

Name Goblin Caves

Score Format Integer (100,000,122)

Score Format Suffix Cave

Score Format Suffix (Plural) Caves

Image (optional) Choose File

Save Cancel

Leaderboard Localization

You must add at least one language below. For each language, provide a score format and a leaderboard name.

Add Language

0 Localizations

| Image | Language | Leaderboard Name | Score Format |
|------------------------------------|----------|------------------|--------------|
| Click Add Language to get started. | | | |

Cancel Save

8. Click Save.

Create a recurring leaderboard

Recurring leaderboards add flexibility to your leaderboard configuration by allowing you to reset your leaderboards' scores. The ability to reset your leaderboards creates a more competitive gaming experience, as it allows players to set a new top score for each leaderboard recurrence.

Leaderboards have a minimum recurrence of five minutes, a maximum recurrence of 30 days, and are not allowed to overlap.

1. From My Apps , select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. Click the add button (+) in the Leaderboards section.
4. Select Choose next to Recurring Leaderboard.

5. Input your leaderboard metadata. For more information, see [Leaderboard properties](#).

- Leaderboard Reference Name
- Leaderboard ID
- Score Format Type
- Score Submission Type
- Sort Order
- Score Range (Optional)
- Start Date and Time: The date and time when scores will begin posting to this leaderboard. The date and time are based on Coordinated Universal Time (UTC).
- Duration: The length of time scores on this leaderboard will be posted.
- Restarts Every: The frequency at which this leaderboard will be created.

Recurring Leaderboard

The screenshot shows the 'Recurring Leaderboard' configuration dialog. It includes fields for Leaderboard Reference Name (Troll Bridge), Leaderboard ID (TrollBridge1), Score Format Type (Integer), Score Submission Type (Best Score selected), Sort Order (High to Low selected), Score Range (Optional) (-9223372036854775000 to 9223372036854775000), Start Date and Time (06/15/2020, 12:00 PM), Duration (1 Day(s)), and Restarts Every (1 Day(s)).

| | | | | |
|----------------------------|---|------------------------|-----|-----|
| Leaderboard Reference Name | Troll Bridge | (?) | | |
| Leaderboard ID | TrollBridge1 | (?) | | |
| Score Format Type | Integer | (?) | | |
| Score Submission Type | <input checked="" type="radio"/> Best Score <input type="radio"/> Most Recent Score | (?) | | |
| Sort Order | <input type="radio"/> Low to High <input checked="" type="radio"/> High to Low | (?) | | |
| Score Range (Optional) | -9223372036854775000 | To 9223372036854775000 | | |
| Start Date and Time | 06/15/2020 | 12:00 | PM | (?) |
| Duration | 1 | Day(s) | (?) | |
| Restarts Every | 1 | Day(s) | (?) | |

6. Under Leaderboard Localization, add one or more languages by clicking Add Language.

7. Enter the required information:

- In the dialog that appears, choose a language from the Language menu.
- In the Name field, enter a localized display name for the leaderboard. For example, if you choose Finnish from the Language menu, enter the Finnish name for the leaderboard in the Name field.

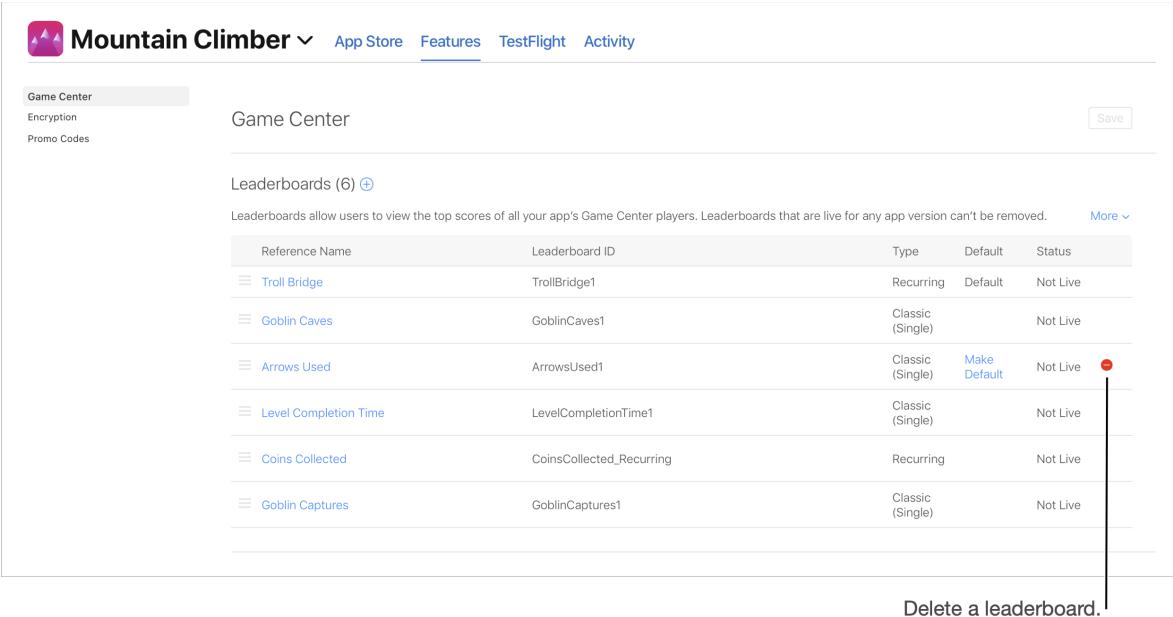
- Choose a localized score format from the Score Format menu, then enter the singular and plural version of your score format suffix. If Score Format Suffix Plural doesn't appear, it's not needed for the selected language. Additionally, if you want a space to appear between the score and the suffix, you can enter a space followed by the suffix text.
- Optionally, you can click Choose File to add a localized image for your leaderboard.
- Click Save. To add additional language support for your leaderboards, repeat the above steps for each language.

8. Click Save.

Delete a leaderboard

The status of a leaderboard is displayed in the Status column of the Leaderboards table. The possible status values are described in Leaderboard Statuses. A Delete button appears in this column when a leaderboard is eligible for deletion. After a leaderboard is available in Game Center, it can't be deleted.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. From the Leaderboard section, hover over the leaderboard you want to delete, then click the delete button.



The screenshot shows the 'Game Center' section of the 'Leaderboards' table. The table has columns for Reference Name, Leaderboard ID, Type, Default, and Status. The 'Arrows Used' row is highlighted with a red circle on its delete button. The 'Status' column for this row shows 'Not Live' with a red dot.

| Reference Name | Leaderboard ID | Type | Default | Status |
|-----------------------|--------------------------|------------------|--------------|----------|
| Troll Bridge | TrollBridge1 | Recurring | Default | Not Live |
| Goblin Caves | GoblinCaves1 | Classic (Single) | | Not Live |
| Arrows Used | ArrowsUsed1 | Classic (Single) | Make Default | Not Live |
| Level Completion Time | LevelCompletionTime1 | Classic (Single) | | Not Live |
| Coins Collected | CoinsCollected_Recurring | Recurring | | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic (Single) | | Not Live |

4. Confirm the deletion, then click Save.

Configure leaderboard sets

Leaderboard sets organize several leaderboards into a single unit. For example, in a game that includes many levels, you could define a leaderboard set to organize the leaderboards for each level. A single app can have 100 leaderboard sets, and a set can have a maximum of 100 leaderboards.

You must have at least one leaderboard for your app before you can create a leaderboard set. After you add leaderboard sets to your app, all future leaderboards that you configure for the app must be included in a leaderboard set.

The process to start using leaderboard sets to organize your app's leaderboards includes these steps:

- Create the first leaderboard set.
- Create additional leaderboard sets.
- Add new leaderboards directly into leaderboard sets.

When you create the first leaderboard set, App Store Connect ensures that all existing leaderboards for the app are included in at least one leaderboard set.

Click [View Leaderboards in Leaderboard Sets](#) to see how your leaderboard sets are organized. The page that appears lists leaderboards by Reference Name and Leaderboard ID, and also includes checkmarks to specify which sets your leaderboards belong to.

Merge leaderboards into sets

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. In the Leaderboards section from the More menu, select Move All Leaderboards into Leaderboard Sets.

| Reference Name | Leaderboard ID | Type | Status |
|-------------------------|--------------------|--------------------|----------|
| Goblin Caves | GoblinCaves1 | Classic (Single) | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic (Single) | Not Live |
| Arrows Used | ArrowsUsed1 | Classic (Combined) | Not Live |
| Fastest Goblin Captures | FastGoblinCapture1 | Classic (Single) | Not Live |
| Level Completion Time | LvlCompletionTime1 | Classic (Attached) | Not Live |
| Coins Collected | CoinsCollected2 | | |

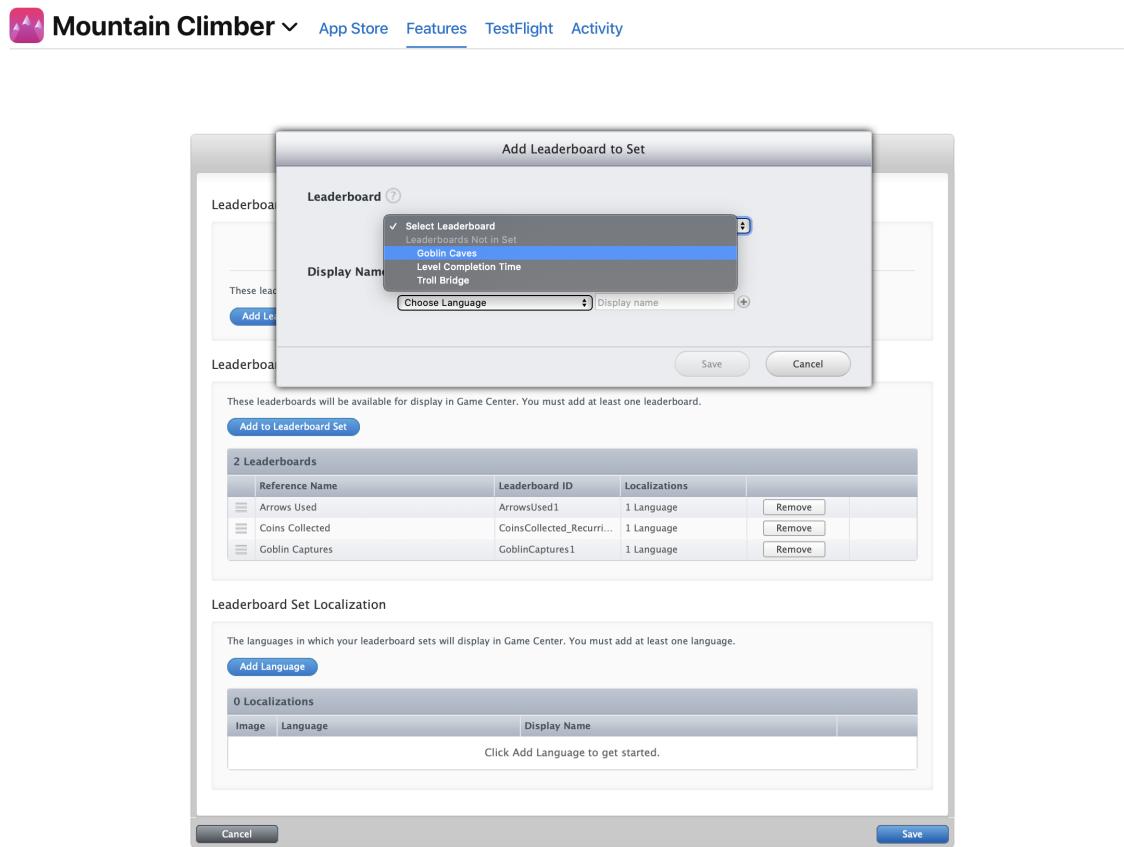
4. Enter the leaderboard set reference name and leaderboard set ID, then click Continue.
5. Click Add to Leaderboard Set to select which leaderboards you would like to include in the set.
6. Under Leaderboard Set Localization, add one or more languages, then click Save.

You can add new leaderboard sets to your app to further customize how your leaderboards are displayed. Each set provides you with the ability to specify how a leaderboard is displayed within the set. You can put the same leaderboard into more than one set and configure a different display name for the leaderboard within each set.

Add a new leaderboard set

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. In the Leaderboard Sets section, click the add button (+).
4. Enter the leaderboard set reference name and leaderboard set ID, then click Continue.
5. Under Leaderboards in This Set, click Add to Leaderboard Set. You must add at least one leaderboard to the set.
6. Select a leaderboard, add a Display name in desired languages, then click Save.

To add additional leaderboards to the set, repeat steps 5 and 6.



7. Click Add Language under Leaderboard Set Localization to add one or more languages to your leaderboard set. You must add at least one language.
8. Enter the required information:
 - In the dialog that appears, choose a language from the Language menu.
 - In the Display Name field, enter a localized display name for this leaderboard set as you would like it to appear in Game Center.
 - Optionally, you can click Choose File to add a localized image for your leaderboard.
 - Click Save. To add additional language support for your leaderboards, repeat the above steps for each language.
9. Click Save.

Add a new leaderboard to a set

1. From My Apps , select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.

3. In the Leaderboard section, click the add button (+).
4. Choose which leaderboard type you would like to add to your set, then complete the leaderboard configuration using the steps in [Configure leaderboards](#).
5. Under Leaderboard Sets, click Add to a Leaderboard Set.

Note: To complete your leaderboard creation, it must be added to an existing leaderboard set.

6. Choose the leaderboard set to contain your leaderboard, add one or more languages, and click Save.

The screenshot shows the 'Add Leaderboard to Leaderboard Set' dialog and the 'Leaderboard Localization' section of the App Store Connect interface.

Add Leaderboard to Leaderboard Set Dialog:

- Leaderboard Set:** A dropdown menu showing "Adventure Level".
- Display Name Localization:** A table with columns "Choose Language" and "Display name".
- Buttons:** "Save" and "Cancel".

Leaderboard Localization Section:

- Text:** "You must add at least one language below. For each language, provide a score format and a leaderboard name."
- Buttons:** "Add Language" and "Click Add Language to get started."
- Table:** A table with columns "Image", "Language", "Leaderboard Name", and "Score Format". It currently shows "0 Localizations".

7. Add a language in the Leaderboard Localization section by clicking Add Language.
8. Enter the required information:
 - In the dialog that appears, choose a language from the Language menu.
 - In the Name field, enter a localized reference name for the leaderboard.
 - Choose a localized score format from the Score Format menu, then enter the singular and plural version of your score format suffix. If Score Format Suffix Plural doesn't appear, it's not needed for the selected language. Additionally, if you want a space to appear between the score and the suffix, you can enter a space followed by the suffix text.

- Optionally, you can click Choose File to add a localized image for your leaderboard.
- Click Save. To add additional language support for your leaderboards, repeat the steps above for each language.

9. Click Save.

Delete leaderboard sets

Before deleting a leaderboard set, you must ensure that all leaderboards within the set have been added to another set. Only after the leaderboards have been added to a new set can you delete an existing set.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. From the Leaderboard Sets section, hover over the leaderboard you want to delete, then click the Delete button as highlighted in the screenshot below:

The screenshot shows the 'Leaderboard Sets' section of the App Store Connect interface. At the top right, there is a button labeled 'Delete a leaderboard set.' Below it, a table lists two sets:

| Reference Name | Leaderboard Set ID | Number of Leaderboards | Status |
|--------------------|--------------------|------------------------|----------|
| Level 1 Scores | Lvl1Scores | 5 | Not Live |
| Bonus Level Scores | BonusLvlScores1 | 3 | Not Live |

A red circle highlights the delete icon (a small red circle with a white minus sign) next to the 'Level 1 Scores' entry.

4. Click Save.

If your app contains 100 or fewer leaderboards, you can click Remove All Leaderboards from Leaderboard Sets and all of your current leaderboard sets are deleted. To locate this option, navigate to the Leaderboards section and select the More menu.

Game Center

Game Center

Leaderboard Sets (1) [+](#)

A leaderboard set organizes how your leaderboards are presented in Game Center.

[View Leaderboards in Leaderboard Sets](#)

| Reference Name | Leaderboard Set ID | Number of Leaderboards | Status |
|-----------------|--------------------|------------------------|----------|
| Adventure Level | AdventureLvl1 | 6 | Not Live |

Leaderboards (6) [+](#)

Leaderboards allow users to view the top scores of all your app's Game Center players. Leaderboards that are live for any app version can't be removed.

More [▼](#)

| Reference Name | Leaderboard ID | Type | Status |
|-----------------------|--------------------------|------------------|----------|
| Troll Bridge | TrollBridge1 | Classic (Single) | Not Live |
| Goblin Caves | GoblinCaves1 | Classic (Single) | Not Live |
| Arrows Used | ArrowsUsed1 | Classic (Single) | Not Live |
| Level Completion Time | LevelCompletionTime1 | Classic (Single) | Not Live |
| Coins Collected | CoinsCollected_Recurring | Recurring | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic (Single) | Not Live |

Note: This option doesn't appear for apps with more than 100 leaderboards. You must remove any excess leaderboards before you can use the Remove All Leaderboards from Leaderboard Sets button.

Configure achievements

An achievement is a distinction that a player earns for reaching a milestone or performing an action defined by you and programmed into your app. When you configure achievements in App Store Connect, you specify details about the achievement, such as the points earned, whether the achievement is hidden from players before they reach the goal, and whether players can earn the achievement more than once. For each language or region you want the achievement to display in, you specify the achievement Title, Pre-earned Description, and Earned Description to keep users engaged during gameplay. You also specify an image to represent the achievement. You can create up to 100 achievements per app.

For development information, see Achievements in [GameKit](#).

Add an achievement

- From My Apps, select your app.
- In the toolbar, click Services. The page opens with the Game Center tab selected.
- Click the add button (+) under the Achievements section.

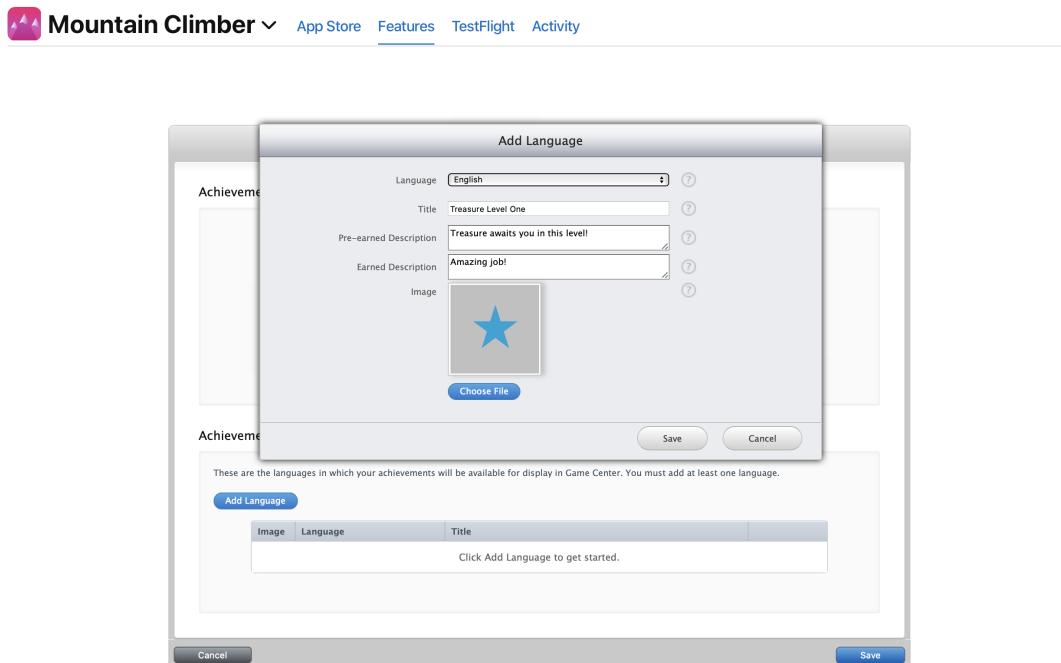
4. Input your achievement metadata. For more information, see [Achievement properties](#).

- Achievement Reference Name
- Achievement ID
- Point Value
- Hidden: Select Yes if you want the achievement to be hidden until the user earns it; otherwise, select No.
- Achievable More Than Once: Select Yes if the user can earn the achievement multiple times; otherwise, select No.

5. Add one or more language in the Achievement Localization section by clicking Add Language.

6. Enter your [Achievement language properties](#):

- In the dialog that appears, choose a language from the Language menu.
- Title: Enter a localized name for the achievement.
- Pre-earned Description: Enter a localized description of the achievement.
- Earned Description: Enter a localized description of the achievement.
- Add a localized image by selecting Choose File.
- Click Save. To add additional language support for your achievements, repeat the above steps for each language.



7. Click Save.

Delete an achievement

The status of an achievement is displayed in the far-right column of the Achievements table. The possible status values are described in Achievement Statuses. A Delete button appears in this column when an achievement is eligible for deletion. After an achievement is available to players for any version of your app, it can't be deleted and the point value can't be changed.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. From the Achievements section, hover over the achievement you want to delete, then click the delete button.

| Delete an achievement. | | | | |
|------------------------------------|----------------|--------|----------|--|
| Achievements (3) + | | | | |
| Reference Name | Achievement ID | Points | Status | |
| Treasure Level One | TreasureLvl1 | 3 | Not Live | |
| Magic Leaf | MagicLeaf1 | 5 | Not Live | |
| Treasure Level Two | TreasureLvl2 | 5 | Not Live | |

4. Click Save.

Arrange leaderboards and achievements

Leaderboards and achievements are presented to players in the order they appear in App Store Connect. You can change the order of the leaderboards and achievements on the app's Game Center page.

Arrange leaderboards

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. To arrange your leaderboards, click the reordering control on the left side of the Leaderboards row and drag it to a new position.

The screenshot shows the 'Game Center' section of the 'Mountain Climber' app's Game Center settings. At the top, there are tabs for 'App Store', 'Features', 'TestFlight', and 'Activity'. Below the tabs, there are sections for 'Leaderboards' and 'Achievements'. The 'Leaderboards' section contains three entries: 'Troll Bridge', 'Coins Collected', and 'Goblin Captures'. The 'Achievements' section contains three entries: 'Magic Leaf', 'Treasure Level One', and 'Treasure Level Two'. A large vertical bar on the left side of the table allows for reordering by dragging. A 'Save' button is located at the top right of the table area. A note at the bottom of the page says 'Click and drag to arrange your leaderboards.'

4. Click Save.

Set a default leaderboard

A default leaderboard is the first leaderboard presented to a user when using a Game Center-enabled app. The first leaderboard created for an app is automatically set as the default leaderboard; however, you can set any classic, recurring, or combined leaderboard as the default.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. Locate the Default column in the Leaderboards section, then hover over the leaderboard you would like to set as default.

4. Click Make Default.

Leaderboards (6) [⊕](#)

Leaderboards allow users to view the top scores of all your app's Game Center players. Leaderboards that are live for any app version can't be removed. [More ▾](#)

| Reference Name | Leaderboard ID | Type | Default | Status |
|-------------------------|--------------------|--------------------|------------------------------|--|
| Goblin Caves | GoblinCaves1 | Classic (Attached) | Default | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic (Single) | | Not Live |
| Arrows Used | ArrowsUsed1 | Classic (Single) | | Not Live |
| Fastest Goblin Captures | FastGoblinCapture1 | Classic (Combined) | | Not Live |
| Level Completion Time | LvlCompletionTime1 | Classic (Single) | Make Default | Not Live  |
| Coins Collected | CoinsCollected2 | Classic (Attached) | | Not Live |

[Click to set as default.](#)

5. Click Save.

Arrange achievements

- From My Apps, select your app.
- In the toolbar, click Services. The page opens with the Game Center tab selected.
- In the Achievements section, find the achievement you want to reorder.
- To arrange your achievements, click the reordering control on the left side of the Achievements row and drag it to a new position.

 Mountain Climber [▼](#) App Store Features TestFlight Activity

Game Center

[Save](#)

Leaderboards (3) [⊕](#)

Leaderboards allow users to view the top scores of all your app's Game Center players. Leaderboards that are live for any app version can't be removed. [More ▾](#)

| Reference Name | Leaderboard ID | Type | Default | Status |
|-----------------|--------------------------|-----------|---------|----------|
| Troll Bridge | TrollBridge1 | Recurring | Default | Not Live |
| Coins Collected | CoinsCollected_Recurring | Recurring | | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic | | Not Live |

Achievements (3) [⊕](#)

An achievement is a distinction that a player earns for reaching a milestone, or performing an action, defined by you and programmed into your app. After an achievement has gone live for any version of your app, it can't be removed.

| Reference Name | Achievement ID | Points | Status |
|--------------------|----------------|--------|----------|
| Magic Leaf | MagicLeaf1 | 5 | Not Live |
| Treasure Level One | TreasureLvl1 | 4 | Not Live |
| Treasure Level Two | TreasureLvl2 | 10 | Not Live |

[Click and drag to arrange your achievements.](#)

5. Click Save.

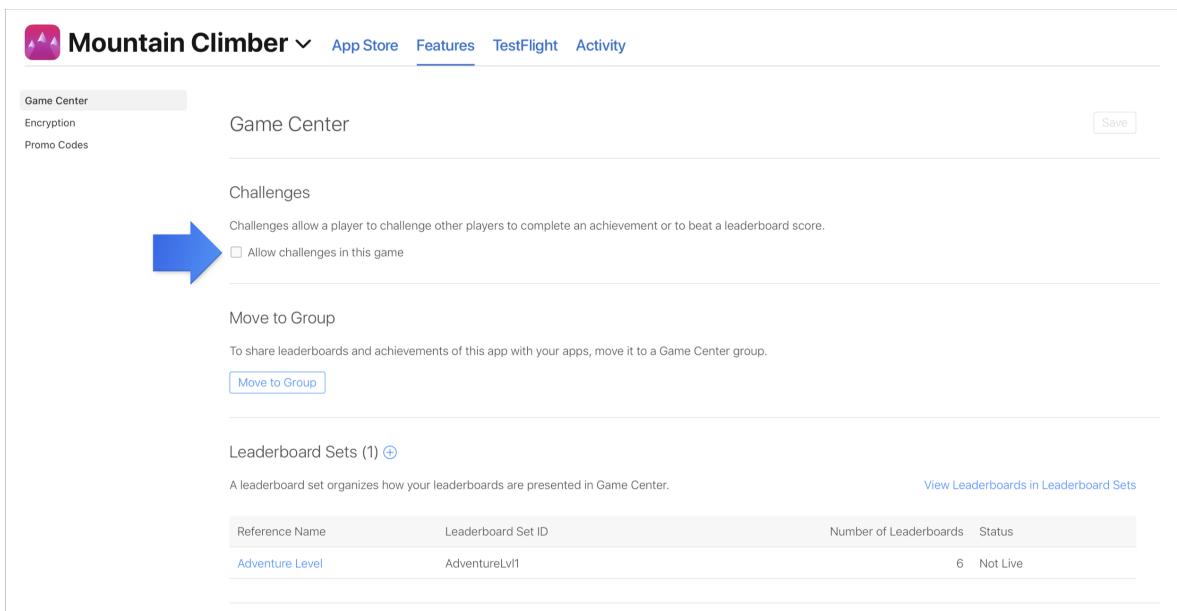
Enable challenges

Achievements and leaderboards allow players to measure and track their individual game progress; however, some players find it more satisfying to beat a friend's score and test their progress against each other. Game Center embraces this idea in the form of challenges. Using challenges, players in Game Center can challenge each other to beat earned scores or achievements. Game Center supports two kinds of challenges:

- A score challenge is issued based on a leaderboard score previously earned by the challenger. The challenge is completed when the challenged player earns a better score. When the challenged player beats a score challenge, Game Center automatically issues a new score challenge to the original challenger. Score challenges continue to pass back and forth between the two players as they work to beat each other's scores.
- An achievement challenge is issued from an achievement that the challenger has already completed. The challenge is completed when the challenged player completes the achievement.

For development information, see Challenges in [GameKit](#).

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. In the Challenges section, click the checkbox to "Allow challenges in this game."



The screenshot shows the 'Game Center' settings for the 'Mountain Climber' app. At the top, there are tabs for 'App Store', 'Features', 'TestFlight', and 'Activity'. On the left, there are links for 'Game Center', 'Encryption', and 'Promo Codes'. The main area is titled 'Game Center' and contains sections for 'Challenges', 'Move to Group', and 'Leaderboard Sets'. The 'Challenges' section includes a description and a checkbox labeled 'Allow challenges in this game'. A large blue arrow points to this checkbox. Below it is a 'Move to Group' section with a 'Move to Group' button. The 'Leaderboard Sets' section shows one set named 'Adventure Level' with a status of 'Not Live'.

4. Click Save.

Create Game Center groups

Game Center groups overview

In the context of Game Center, a group is two or more apps that share leaderboards and achievements. The purpose of adding an app to a Game Center group is to share data, specifically to share leaderboards and achievements. When you add an app with existing Game Center assets to a group, you decide which of the app's leaderboards and achievements are retained as part of the group. App Store Connect guides you through this process by presenting only compatible assets and options at each step.

You can define leaderboards and achievements for a group in two ways:

- Define leaderboards and achievements for an individual app; then, when you move the app to a group, you specify how the app leaderboards and achievements are merged with the group leaderboards and achievements.
- Add an app to a group that already has leaderboards and achievements defined. The app uses the existing group leaderboards and achievements. Like apps, groups can organize leaderboards into sets. If a group uses leaderboard sets, apps you add to the group either already use leaderboard sets or can't have any leaderboards defined.

While an app can only belong to one group, there's no restriction on the type of apps that can belong to a group. For example, you can create a group containing iOS and macOS apps that share the same leaderboards and achievements. There's no limit to the number of groups per account or to the number of apps that can belong to a group.

When you're ready to release a version of an app that's part of a group, you determine which of the group leaderboards and achievements go live with the app. In addition, you set the app's multiplayer compatibility options to include the other apps from the group. See [Distribute a Game Center app](#).

Create a group

A group can't exist without containing at least one app, so you create a group by selecting an app and starting the group from the app.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. In the Move to Group section, select Move to Group.

4. Enter your group reference name and click Create Group in the Move to a New Group section.

- If your app does not have existing leaderboards or achievements, this is the final step for creating your Game Center group.
- If your app has existing leaderboards and achievements, their IDs are listed with a "grp." prefix. You can keep the ID the same, or create a new ID in the New ID field.

| Reference Name | ID | New ID |
|-----------------------|--------------------------|--|
| Level Completion Time | LevelCompletionTime1 | grp.LevelCompletionTime1 Group ids must begin with grp. |
| Coins Collected | CoinsCollected_Recurring | grp.CoinsCollected_Recurring Group ids must begin with grp. |
| Goblin Caves | GoblinCaves1 | grp.GoblinCaves1 Group ids must begin with grp. |
| Arrows Used | ArrowsUsed1 | grp.ArrowsUsed1 Group ids must begin with grp. |
| Troll Bridge | TrollBridge1 | grp.TrollBridge1 Group ids must begin with grp. |
| Goblin Captures | GoblinCaptures1 | grp.GoblinCaptures1 Group ids must begin with grp. |

| Reference Name | ID | Points | New ID |
|--------------------|--------------|--------|--|
| Treasure Level Two | TreasureLvl2 | 10 | grp.TreasureLvl2 Group ids must begin with grp. |
| Magic Leaf | MagicLeaf1 | 5 | grp.MagicLeaf1 Group ids must begin with grp. |
| Treasure Level One | TreasureLvl1 | 4 | grp.TreasureLvl1 Group ids must begin with grp. |

5. Click Continue.

6. Select the "All changes are accurate" checkbox to confirm your changes, then click Save.

Add an app to a group

After you create a group, you can add other apps to the group. The purpose of adding an app is to share leaderboard and achievement data. When you add an app with existing Game Center assets to a group, you decide which of the app's leaderboards and achievements are retained as part of the group.

If an app has existing leaderboards and achievements, you must decide whether to add or merge the app's components with those in the group. Added leaderboards and achievements are defined in the group as they were in the app prior to being grouped. Merging your leaderboards and achievements will replace the version in the app with the one you choose from the group. App Store Connect simplifies this process by presenting only compatible assets and available options at each step. The options that App Store Connect presents to you are dependent on your app and group data. You won't see options for types of assets (for example, leaderboard sets) that the app doesn't have.

Important: If the group uses leaderboard sets, the app you add to the group must use leaderboard sets. See [Configure leaderboard sets](#). Additionally, apps can only belong to one Game Center group. If you wish to add your app to a new group, it must be removed from any existing groups.

Guidelines for Moving Leaderboards

The choices available when merging leaderboards depend on the type of leaderboard, its property values, and your previous selections. The guidelines for merging leaderboards are:

- Leaderboards can only merge with a compatible leaderboard. Leaderboards are compatible if the values of the score format type and sort order properties are the same.
- Leaderboards must be moved in the order App Store Connect presents them.
- A combined leaderboard can only merge with a combined leaderboard. If a compatible combined leaderboard isn't available, it must be added to the group instead of merged.
- An attached leaderboard can merge with an attached leaderboard only if their combined (parent) leaderboards are also being merged with each other.
- An attached leaderboard can merge with a classic leaderboard. The classic leaderboard is attached to the corresponding group combined leaderboard.
- A classic leaderboard can merge with a classic leaderboard.
- A classic leaderboard can merge with an attached leaderboard.

After merging two leaderboards, all of the group's leaderboard property values remain the same with the exception of these properties:

- **Score Range:** If the app's score range is larger than the group's score range, the group's score range expands to include the app's score range. For example, if the range of the app's leaderboard is 1–500 and the range of the group's leaderboard is 1–250, the range of the group's leaderboard is set to 1–500.

- **Languages:** When merging a leaderboard that has more languages than a group, the additional leaderboard languages will be automatically applied to the merged leaderboard. For example, if a grouped leaderboard supports English and the leaderboard being merged supports English and French, the French language will be copied over to the merged leaderboard.

Guidelines for Moving Achievements

There are no restrictions for adding achievements to a group; however, the following remain true:

- The maximum number of points for each achievement is 100.
- The total maximum number of points for a single app's achievements is 1000.
- There are no restrictions on the total points for all group achievements.

After the merge, all of the group's achievement property values remain the same with the exception of the languages, which follow this rule:

- When merging an achievement that has more languages than a group, the additional achievement languages will be automatically applied to the merged achievement. For example, if a grouped achievement supports English and the achievement being merged supports English and French, the French language will be copied over to the merged achievement.

Add an app to a group

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. In the Move to Group section, select Move to Group.
4. Under Move to an Existing Group, select the Game Center group that you'd like to merge with your app.
5. Review the IDs for your leaderboards and achievements that are being moved to the group. You must choose to add or merge your existing leaderboards and achievements.

Note: Your existing leaderboard and achievement IDs are listed with a "grp." prefix. Leaderboards and achievements that are not merged can keep same ID or be assigned a new one; however, the "grp." prefix must be included when merging to a group.

- **Add** an app's leaderboard to the leaderboards already defined for the group. The leaderboard appears in the group just as it did for the app.

- **Merge** an app's leaderboard with an existing leaderboard in the group. If the app's leaderboard ranks the same information as one of the group leaderboards, you can choose to use the group's leaderboard for the app.

Mountain Climber - Move to Adventure Group

1 Move Single Leaderboards

To merge a compatible single leaderboard with group leaderboards, select the leaderboards from the list. You can also add a new leaderboard by entering a new leaderboard ID.

3 Single Leaderboards

| Reference Name | ID | Merge with Existing / Add as New |
|-----------------|--------------------------|--|
| Coins Collected | CoinsCollected_Recurring | grp.CoinsCollected_Recurring Group IDs must begin with grp. |
| Troll Bridge | TrollBridge1 | grp.TrollBridge1 Group IDs must begin with grp. |
| Goblin Captures | GoblinCaptures1 | <input checked="" type="radio"/> Merge <input type="radio"/> Add ✓ Leaderboard Groups Wind.Bottle1 (grp.Wind.bottle.1) |

2 Move Achievements

To merge achievements with group achievements, select achievements from the list. You can also add a new achievement by entering a new achievement ID.

3 Achievements

| Reference Name | ID | Points | Merge with Existing / Add as New |
|--------------------|--------------|--------|--|
| Treasure Level Two | TreasureLvl2 | 10 | grp.TreasureLvl2 Group IDs must begin with grp. |
| Magic Leaf | MagicLeaf1 | 5 | grp.MagicLeaf1 Group IDs must begin with grp. |
| Treasure Level One | TreasureLvl1 | 4 | grp.TreasureLvl1 Group IDs must begin with grp. |

Cancel **Continue**

6. Click Continue.
7. Select the "All changes are accurate" checkbox to confirm your changes, then click Save.

Edit a group

After you create and add apps to a group, you can edit the group's properties from the [Game Center groups](#) page. You follow the same steps to create and manage group leaderboards, leaderboard sets, combined leaderboards, and achievements as you would for a non-grouped app.

1. From My Apps, navigate to the ellipsis menu (...) at the top left of the page.
2. Click Game Center Groups.
3. After the Game Center Groups page opens, select the group you want to edit in the Manage Existing Groups section.

For more information, see [Group properties](#).

Remove an app from a group

An app can only be removed from a group when a previous version of the app hasn't been published to the App Store with a group leaderboard or achievement attached.

Convert an app from a group to single game

1. From My Apps, navigate to the ellipsis menu (...) at the top left of the page.
2. Click Game Center Groups.
3. In the "Apps in this Group" section, find the app you want to convert from a group game to a single game.
 - If the app is the only app listed in the group, click Delete Group in the upper-left corner.

The screenshot shows the 'Game Center Groups' section of the App Store Connect interface. At the top, there is a card for a group named 'Quests'. On the far left of this card is a 'Delete Group' button, which has a large blue arrow pointing towards it. The card contains sections for 'Reference Name' (set to 'edit') and 'Group Reference Name' (set to 'Quests'). Below this is a section titled 'Apps in this Group' with a note about managing apps. It lists one app, 'Mountain Climber', with its details: 'App Name' (Mountain Climber), 'Apple ID' (1462966152), and a 'Delete' button. At the bottom of the card is a section titled 'Group Leaderboards' with a 'Leaderboards' heading and a note about live leaderboards. It includes buttons for 'Add Leaderboard', 'Move All Leaderboards into Leaderboard Sets', and 'Delete Test Data'.

- If your app is one of multiple apps listed under "Apps in this Group," navigate to the right-hand side of the row associated with the app you want to remove from the group, then click Delete. Be sure to remove any multiplayer compatibility settings defined for the app version.

Adventure

Reference Name [edit](#)

Group Reference Name Adventure

Apps in this Group

All apps attached to this group are listed below. To add a new app to the group, go to the App Summary page and click Manage Game Center. You can remove apps from a group if the new app version has not been approved.

| 2 Games | | Search | | |
|---------|------------------|------------|---------------------|------------------------|
| | App Name | Apple ID | Default Leaderboard | |
| | Mountain Climber | 1462966152 | | Delete |
| | Sunset Seeker 2 | 1462966568 | | Delete |

Group Leaderboards

Leaderboards

Leaderboards allow users to view the top scores of all Game Center players of your app. Leaderboards that are live for any app version cannot be removed.

[Add Leaderboard](#) [Move All Leaderboards into Leaderboard Sets](#) [?](#) [Delete Test Data](#) [?](#)

| 5 Leaderboards | | | | Search |
|----------------|-----------------|--------------------------------|-----------|--------|
| | Reference Name | Leaderboard ID | Type | |
| | Wind Bottles | grp.Wind.bottle.1 | Classic | |
| | Nice | grp.Nice123 | Classic | |
| | Coins Collected | grp.CoinsCollected_Recurring11 | Recurring | |
| | Troll Bridge | grp.TrollBridge11 | Recurring | |
| | Goblin Captures | grp.GoblinCaptures21 | Classic | |

Test a Game Center app

Test a Game Center app overview

Apple allows all prerelease development and testing to occur in exactly the same server environment as released games. This allows you to test how your app interacts with Game Center and brings several advantages including:

- Simplifying the testing of version updates by allowing testers to play with the full player base, not just other testers
- Removing implementation differences between the sandbox and production environments

By design, the achievements and high scores of a particular Game Center user are visible to that user's friends. This includes achievement and leaderboard scores that have not been formally released as part of a particular game version. Similarly, any game a Game Center player has played is visible to all of that player's friends, even if that game has not yet been released.

If this data needs to be kept private as part of your release strategy, consider creating separate accounts for prerelease testing and carefully manage which Game Center users are allowed to become friends with those accounts.

Testing a Game Center-enabled app involves the following steps:

1. [Configure Game Center](#).
2. Add leaderboards or achievements to the app version that you'd like to test. For information on adding leaderboards and achievements, see [Enable your app version for Game Center](#).
3. Identify additional apps that you want to play with the app you're testing, as described in [Add multiplayer compatibility](#).
4. Test your Game Center components to ensure they work individually and together. For testing information, see [Beta Testing Made Simple with TestFlight](#).
5. Once you've finished testing, [Remove leaderboard test data](#).

Remove leaderboard test data

After testing your leaderboards, you should remove the leaderboard test data before submitting the app for review.

1. From My Apps, select your app.
2. In the toolbar, click Services. The page opens with the Game Center tab selected.
3. Click the More menu to the right of the Leaderboards section.
4. Click Delete Test Data.

Mountain Climber ▾ App Store Features TestFlight Activity

Game Center

Encryption
Promo Codes

Game Center

Save

Leaderboards (3) +

Leaderboards allow users to view the top scores of all your app's Game Center players. Leaderboards that are live for any app version can't be removed. More ▾

| Reference Name | Leaderboard ID | Recurring | Not Live |
|-----------------|--------------------------|-----------|----------|
| Troll Bridge | TrollBridge1 | | |
| Coins Collected | CoinsCollected_Recurring | Recurring | Not Live |
| Goblin Captures | GoblinCaptures1 | Classic | Not Live |

Move All Leaderboards into Leaderboard Sets

Delete Test Data

Achievements (3) +

An achievement is a distinction that a player earns for reaching a milestone, or performing an action, defined by you and programmed into your app. After an achievement has gone live for any version of your app, it can't be removed.

| Reference Name | Achievement ID | Points | Status |
|--------------------|----------------|--------|----------|
| Magic Leaf | MagicLeaf1 | 5 | Not Live |
| Treasure Level One | TreasureLvl1 | 4 | Not Live |
| Treasure Level Two | TreasureLvl2 | 10 | Not Live |

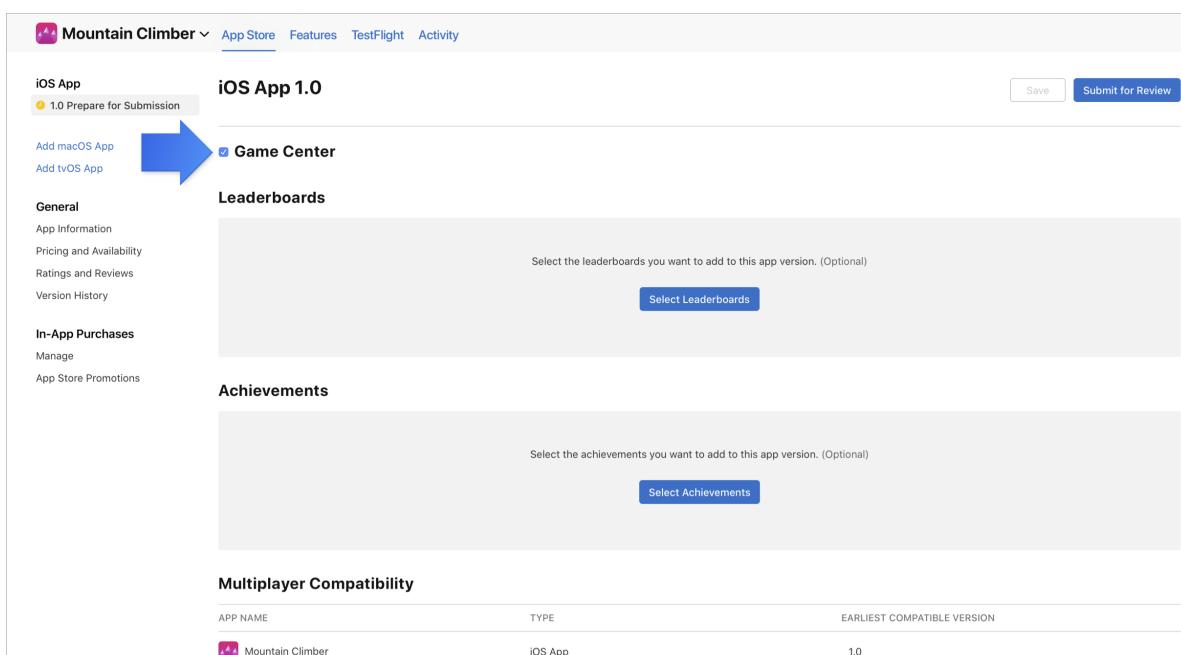
Distribute a Game Center app

Enable your app version for Game Center

Once you've configured your Game Center components, enable Game Center in your app version before you [submit your app for review](#). In the app's Game Center section on the platform version page, you can enable Game Center functionality and select the components you want to apply to your app version:

- Leaderboards to support in this app version
- Achievements to support in this app version
- Multiplayer compatibility: Select which apps and versions that you want your app to be compatible with

1. From My Apps, select your app.
2. In the sidebar, click the app version under the platform you wish to select, then go to the Game Center section of the app.
3. In the Game Center section, select the checkbox.



4. Once Game Center is enabled, you can add leaderboards, achievements, and multiplayer compatibility to the app version.

Add a leaderboard to your app version

Leaderboards can be added to your app version once configured. For information, see [Configure leaderboards](#).

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under your desired platform, then navigate to the Game Center section.
3. Click Select Leaderboards in the Leaderboards section, then choose the leaderboard(s) that you want to include in your app version.

The screenshot shows the 'Add Leaderboards' modal window overlaid on the App Store Connect interface. The modal has a title 'Add Leaderboards' and a note: 'Select the leaderboards you want to submit with this app version. Leaderboards that have been moved into a group must be submitted and cannot be deselected.' It includes an info icon and a message: 'Your changes will be saved as soon as you select or deselect a leaderboard.' A table lists three leaderboards:

| REFERENCE NAME | LEADERBOARD ID | TYPE |
|-----------------|--------------------------|-----------|
| Troll Bridge | TrollBridge1 | RECURRING |
| Coins Collected | CoinsCollected_Recurring | RECURRING |
| Goblin Captures | GoblinCaptures1 | CLASSIC |

At the bottom of the modal, it says '2 of 100 Leaderboards Remaining'. There is a 'Done' button at the bottom right. The background of the main interface shows the 'iOS App' section with '1.0 Prepare for Submission' and various configuration tabs like General, Game Center, Leaderboards, and Achievements.

4. Click Done.

Add leaderboard sets to a version

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under your desired platform, then navigate to the Game Center section.
3. Click Select Leaderboard Sets in the Leaderboard Sets section.
4. Choose the leaderboard set(s) that you want to include by clicking the add button (+).
5. Under New leaderboards, select the leaderboards that you want to include in your app version.

The screenshot shows the 'Leaderboard Sets and Leaderboards' modal window open over the main app submission interface. The modal has a title 'Add Leaderboard Sets and Leaderboards' and a note: 'Select the leaderboards and leaderboard sets to submit with this app version. Leaderboards that have been moved into a leaderboard set must be submitted and can't be unselected.' A message at the top right says 'Your changes will be saved as soon as you select or deselect a leaderboard.' The 'Leaderboard Sets' section shows 'Adventures Level (AdventureLevel3)' selected. Under 'NEW LEADERBOARDS', three checkboxes are checked: 'Troll Bridge (TrollBridge1)', 'Goblin Captures (GoblinCaptures1)', and 'Coins Collected (CoinsCollected_Recurring)'. At the bottom of the modal, it says '1 of 100 Leaderboard Sets and 2 of 500 Leaderboards Remaining.' A 'Done' button is at the bottom right. The background shows the 'iOS App' section of the app's submission page, including tabs for App Store, Features, TestFlight, and Activity, and sections for General, In-App Purchases, and Achievements.

6. Click Done.

Add achievements to a version

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under your desired platform, then navigate to the Game Center section.
3. Click Select Achievements in the Achievements section.
4. Choose the achievement(s) that you want to include in your app version.

The screenshot shows the 'Add Achievements' dialog box overlaid on the main app submission page. The dialog box has a title 'Add Achievements' and a note: 'Select the achievements you want to submit with this app version. Achievements that have been moved into a group must be submitted and cannot be deselected.' It contains a table with columns: REFERENCE NAME, ACHIEVEMENT ID, and POINTS. Three achievements are listed: 'Magic Leaf' (MagicLeaf1, 5 points), 'Treasure Level One' (TreasureLvl1, 4 points), and 'Treasure Level Two' (TreasureLvl2, 10 points). A note at the bottom says '2 of 100 Points Remaining'. A 'Done' button is at the bottom right of the dialog.

5. Click Done.

Add multiplayer compatibility

The Multiplayer Compatibility section of App Store Connect allows you to describe which versions of your Game Center-enabled apps can see each other during the matchmaking process. You can define the earliest multiplayer-compatible app version for iOS, macOS, and tvOS, and can even match games with different bundle identifiers against each other.

For more information about matchmaking, see the Player Invitations section of [GameKit](#).

Select the earliest compatible version of an app

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version below your desired platform, then navigate to the Game Center section.
3. Click the add button (+) to the right of Multiplayer Compatibility.
4. In the dialog that appears, select the app(s) that you want your app to be compatible with.

The screenshot shows the 'Multiplayer Compatibility' dialog for an iOS app version. The sidebar on the left lists sections like General, In-App Purchases, and Notes. The main area shows a table with columns: APP NAME, TYPE, and EARLIEST COMPATIBLE VERSION. A row for 'Mountain Climber' is selected, showing it's a 'OS App' with version 1.0. A modal dialog is open over the table, listing other apps: 'Ocean Journal' and 'Sunset Seeker'. The 'Ocean Journal' entry is highlighted. Below the table, there are fields for 'Contact Information' (First name, Last name, Phone number, Email) and a note field.

5. Select the earliest compatible version of your app from the menu. Only Game Center-enabled app versions will be available to select.
6. To add more compatible apps and versions, repeat the above steps for each app.

Note: Before you can test multiplayer compatibility for your app, you'll need to complete the steps above.

Disable Game Center in your app

Once an app version is approved with Game Center enabled, it can no longer be disabled within the version. Instead, you must change your Game Center configuration when submitting an updated app version to the App Store.

1. From My Apps, select your app. The page opens with the App Store tab selected.
2. In the sidebar, click the app version under your desired platform, then navigate to the Game Center section.
3. Deselect the Game Center checkbox to disable Game Center for the version.

Reference

Upload tools

After you create an app record in App Store Connect, you can upload a build using Xcode, Transporter for macOS, or altool. If you use the [App Store Connect API](#), you may wish to upload your binary using the Transporter command-line tool and JSON Web Tokens authentication. You can use the same JWTs you use for the API to upload your binary.

Upload your app binary files with Xcode

Xcode is Apple's integrated development environment (IDE). You use Xcode to build apps for Apple products, including iPad, iPhone, Apple Watch, Apple TV, and Mac. Xcode provides tools to manage your entire development workflow — from creating your app to testing, optimizing, and submitting it to the App Store.

To learn how to upload your app binary using Xcode, go to [Upload an app to App Store Connect](#), or in Xcode, choose Help > Xcode Help and search for "Upload an app."

[Download Xcode](#) on the Mac App Store.

Supported Xcode Versions

App Store Connect supports the following versions of Xcode to upload your app for distribution on the App Store or to testers using TestFlight.

| Target type | Built using Xcode | Uploaded using Xcode |
|-------------------|--------------------|----------------------|
| iOS app | Xcode 12 or later | Xcode 6 or later |
| iOS app extension | | |
| macOS app | Xcode 6 or later | Xcode 6 or later |
| tvOS app | Xcode 7.1 or later | Xcode 7.1 or later |

Upload for all target types is supported for Transporter for macOS and altool.

Upload your app binary files with altool

You can use xcrun (included with Xcode) to invoke altool, a command-line tool that lets you notarize, validate, and upload your app binary files to the App Store. Specify one of the following in Terminal at the command-line:

```
$ xcrun altool --validate-app -f file -t platform -u username [-p password] [--output-format xml]
$ xcrun altool --upload-app -f file -t platform -u username [-p password] [-output-format xml]
```

Note: If you use an automated build system, you can integrate the notarization process into your existing build scripts. The altool and stapler command-line tools (included within Xcode) allow you to upload your software to the Apple notary service, and to staple the resulting ticket to your executable. altool is located at /Applications/Xcode.app/Contents/Developer/usr/bin/altool.

See the [Using altool guide](#) for more information.

Upload your app binary files with the Transporter app

The Transporter app for macOS is a simple and easy way to upload an app to App Store Connect for distribution on the App Store. In addition to uploading your build, you can upload your metadata packages, view delivery progress (including warnings, errors, and delivery logs), as well as a history of past deliveries.

You can [download the Transporter app](#) on the Mac App Store.

See the [Transporter for macOS Help](#) for more information.

My Apps

App information

App information refers to the set of properties of an app that are shared across the platforms added to an app. You set some of these properties when you [add the app to your account](#), and later, you [edit app information](#) as required or depending on the [app status](#).

For marketing guidelines on specifying this information, read [Making the most of your product page on the App Store](#).

| Property | Description |
|--------------------|---|
| Name | The localized name of your app as it appears on the App Store. The name must be at least two characters and no more than 30 characters. It can be edited until you submit the app to App Review. Later, you can change the name when you create a new version or the status of the app version permits editing this property. |
| Subtitle | A summary of your app that will appear under your app's name on the App Store. This can't be longer than 30 characters. |
| Privacy Policy URL | A URL that links to your company's privacy policy. This is required for all apps. |
| Bundle ID | A unique identifier for your app that is used throughout the system. (A build is uniquely identified by the combination of the bundle ID, version number, and build string.) You can't change this property after you upload a build . Important: The Bundle ID property must match the bundle ID you set in the Xcode project . |
| SKU | A unique ID you give to your app for internal tracking that is not visible to customers. The SKU can contain letters, numbers, hyphens, periods, and underscores but not start with a hyphen, period, or underscore. You can't change the SKU after you add the app to your account . |
| Apple ID | A unique identifier automatically generated for your app when you add the app to your account . You can view this property in the App Information section in App Store Connect. This identifier is also used in the URL for the App Store on desktop computers. You can't edit this property. <i>Note:</i> This identifier is not the same as your Apple ID that you use to sign in to App Store Connect and your developer account. |

| | |
|--|---|
| Content Rights | Apps that contain, show, or access third-party content must have all the necessary rights to that content or be otherwise permitted to use it under the laws of each App Store country or region in which they're available. Learn more about the App Store guidelines. |
| Age Rating | The age rating of your app for the purpose of parental controls on the App Store. Note that the rating is set at the app level in the App Information section and is applied across all platforms. For possible values, go to App ratings. This property is required. |
| Made for Kids | An indication that the app appears in the Kids category on the App Store. This property includes an age range set for the app. Once an app marked as Made for Kids is approved by App Review, this selection cannot be changed and all subsequent updates will need to follow the Kids category guidelines . |
| License Agreement | Apple provides a standard EULA (End-User License Agreement) that applies in all regions. You may provide a custom license agreement that supersedes the Apple EULA for one or more regions. |
| Primary language | The language that is the default for the metadata on the App Store when you don't provide localized metadata for a given territory. You can change the primary language at any time. |
| Category (Primary and Secondary) | <p>The categories that best describe your app.</p> <p>For macOS apps, you also set the app category in Xcode. The primary category you set in App Store Connect should match the category you set in Xcode.</p> <p>Apps that use NewsstandKit must set the app's primary or secondary category to Magazines & Newspapers.</p> <p>For more information, see Choosing a Category.</p> |
| Subcategory | If you select Games as the Primary or Secondary Category, you can also select one or two subcategories to help more accurately define your game. |
| Availability in the Republic of Korea - Rating Classification Number | <p>If your app meets one or more of the following characteristics, a Rating Classification Number from the Game Rating and Administration Committee is required in order to offer it on the App Store in the Republic of Korea to users 19 years of age or older:</p> <ul style="list-style-type: none">• Apps in the Casino subcategory with age rating 17+• Apps in the Games or Entertainment categories with a Frequent/Intense level of frequency in at least one of the following content descriptions:<ul style="list-style-type: none">- Simulated Gambling- Sexual Content or Nudity |

- Alcohol, Tobacco, or Drug Use or Reference
- Realistic Violence

Please note that this field will display if your app is in the Games or Entertainment category with a rating of 17+, but is only required if your app meets the above criteria.

| | |
|--|--|
| Availability in China mainland | <p>Chinese law requires additional documentation for some apps to be available on the App Store in China mainland.</p> <p>Games must secure an approval number and apps with book and magazine content must secure an internet publishing permit from China's National Press and Publication Administration (NPPA). If you offer or plan to offer any of these on the App Store in China mainland, provide the required information along with one or more supporting documents.</p> <p>To help verify your approval number, upload your game's ISBN Issuing Letter or Approval Reply, and a copy of your latest Business License. Additionally, you can include an authorization agreement from the matching operator. To help verify your publishing permit, upload your internet publishing permit or other relevant permit from the NPPA, a publishing permit authorization letter from the authorizing party, a business license, an ICP license, or similar supporting documentation.</p> <p>Learn more about approval numbers from the NPPA.</p> <p>Learn more about internet publishing permits.</p> |
| URL for App Store Server Notifications | If your app offers in-app purchases, you can receive server notifications from the App Store about key events by setting up an optional URL that links to your server. For more information, see Enable App Store Server Notifications . |

Platform version information

Platform version information refers to the set of properties of an app version that are specific to a platform added to an app.

For marketing guidelines on specifying this information, read [App Store Product Page](#).

| Property | Description |
|-------------|---|
| Language | The language you choose to localize your metadata. This property is editable depending on the app status . |
| Screenshots | Screenshots that show what your app looks like on a device. For details, go to Screenshot specifications . This property is required and can be localized. |
| App Preview | |

An *app preview* is an optional short video demonstrating your app. You may add up to three app previews for each localization, per device size. For details, go to [App preview specifications](#).

| | |
|---------------------------|---|
| Promotional Text | <p>Promotional text lets you inform your App Store visitors of any current app features without requiring an updated submission. This text will appear above your description on the App Store for customers with devices running iOS 11 or later. This property can't be longer than 170 characters.</p> |
| Description | <p>A description of the app, detailing the features and functionality. Limited to 4000 characters. The description should be in plain text, with line breaks as needed. HTML format is not supported.</p> <p>This property is required and can be localized.</p> |
| Keywords | <p>One or more keywords (each greater than two characters) describing your app. Separate multiple keywords with commas. You can provide up to 100 bytes of content. Your app is searchable by app name and company name, so you don't duplicate these values in the keyword list. Names of other apps or companies are not allowed.</p> <p>This property is required and can be localized.</p> |
| Support URL | <p>The support website you plan to provide for users who have questions regarding the app. The support URL must lead to actual contact information so that users can reach you regarding app issues, general feedback, and feature enhancement requests. Specify entire URL, including the protocol, as in http://support.example.com.</p> <p>Only customers who purchase the app can see the Support URL on the App Store.</p> <p>This property is required and can be localized.</p> |
| Marketing URL | <p>The website where users get more information about the app. Specify the entire URL, including the protocol.</p> <p>This property can be localized.</p> |
| Version Number | <p>The version number that is provided for your app appears on the App Store.</p> |
| Copyright | <p>The name of the person or entity that owns the exclusive rights to the app, preceded by the year the rights were obtained (for example, 2014 Example, Inc.). The copyright symbol is added automatically.</p> <p>This property is required.</p> |
| Routing App Coverage File | <p>A routing app's geographic coverage file (a file with a .geojson file extension) that specify the geographic regions supported by your app.</p> |

The file can have only one MultiPolygon element. MultiPolygon elements consist of at least one Polygon. Polygons contain at least four coordinate points. The start and end coordinate points for a polygon must be the same. For file specifications, read "Specifying the Geographic Coverage File Contents" in [Location and Maps Programming Guide](#).

| | |
|--------------------------------------|--|
| Version Release Settings | Determines how the app version will be released. The following settings are allowed: <ul style="list-style-type: none">• Manual. When the app status changes to Pending Developer Release after approval and you must manually release the version.• Automatic. The app goes live automatically after it is approved by App Review.• Automatic, no earlier than. If the date has not passed when the app is approved, the app status changes to Pending Developer Release, but is automatically released at the date specified. |
| What's New in this Version | A description of the changes in this version of the app such as new features, UI improvements, or bug fixes. Limited to 4000 characters. This property is not available for the first version of the app but required for all subsequent versions. This property can be localized. |
| Phased Release for Automatic Updates | When you release a version update of your app, you can choose to release your iOS app in stages. If you choose this option, your version update will be released over a 7-day period to a percentage of your users on iOS with automatic updates turned on. For details, go to Release a version update in phases . |
| Reset Summary Rating | You can reset your app's summary rating when you release a new version. For details, go to Reset summary rating . |

App privacy

| Property | Description |
|--------------------------|--|
| Privacy Policy URL | A URL that links to your company's privacy policy. This is required for all apps. |
| User Privacy Choices URL | A publicly accessible URL where users can learn more about their privacy choices for your app and how to manage them. For example, a webpage where users can access their data, request deletion, or make changes. This is optional. |
| Data Types | The types of data that you and/or your third-party partners collect from your app. For more information, see App privacy details on the App Store . |

Age ratings

The age *rating* is a required [app information](#) property used by the parental controls on the App Store. To set the age rating of an app, go to [Set app age rating](#).

Possible values for the rating property are:

| Rating | Definition |
|--------|--|
| 4+ | Apps with this rating contain no objectionable material. |
| 9+ | <p>Apps with this rating may contain instances of the following content that may not be suitable for children under the age of 9:</p> <ul style="list-style-type: none">• Infrequent or mild cartoon or fantasy violence• Infrequent or mild profanity or crude humor• Infrequent or mild mature, suggestive, or horror or fear themed |
| 12+ | <p>Apps with this rating may contain instances of the following content that may not be suitable for children under the age of 12:</p> <ul style="list-style-type: none">• Infrequent or mild medical or treatment-focused content• Infrequent or mild references to alcohol, tobacco, or drug use• Infrequent or mild sexual content or nudity• Frequent or intense contests• Frequent or intense profanity or crude humor• Frequent or intense horror or fear themed content• Frequent or intense cartoon or fantasy violence• Infrequent or mild occurrences of realistic violence• Infrequent or mild simulated gambling |
| 17+ | <p>Apps with this rating may contain instances of the following content that may not be suitable for children under the age of 17:</p> <ul style="list-style-type: none">• Unrestricted web access, such as with an embedded browser• Gambling• Frequent or intense simulated gambling• Frequent or intense mature or suggestive content• Frequent or intense medical or treatment-focused content• Frequent or intense references to alcohol, tobacco, or drug use• Frequent or intense sexual content or nudity• Frequent or intense realistic violence |

The equivalent Entertainment Software Rating Board (ESRB) and Pan European Game Information (PEGI) ratings are:

| Apple rating | ESRB | PEGI |
|---|-------------|------|
| 4+ | EC | 3+ |
| Not applicable | E | 7+ |
| 9+ | E10+ | None |
| 12+ | T | 12+ |
| 17+ | Mature | 16+ |
| No Rating | Adults Only | 18+ |
| This content can't be sold in Apple stores. | | |

Required, localizable, and editable properties

The table below shows which app and version properties that are required for App Store submission, can be localized for a given language or territory, and can be edited at any time without requiring a version update of your app.

App information

| Property | Required | Localized | Editable |
|---|----------|----------------|----------------|
| Name | ✓ | ✓ | |
| Subtitle | | ✓ | |
| Rating | ✓ | | |
| Bundle ID | ✓ | | |
| SKU | ✓ | | |
| Content Rights | ✓ | | ✓ |
| License Agreement | | ✓ ¹ | ✓ |
| Primary Language | ✓ | | ✓ |
| Primary Category | ✓ | | |
| Secondary Category | | | |
| Availability in the Republic of Korea ² | | | ✓ |
| Availability in China mainland ³ | | | ✓ ⁴ |
| URL for App Store Server Notifications ⁵ | | | ✓ |

¹ Localized text may be included in the Custom License Agreement text box.

² Required for developers who enroll as a company and distribute their app for download in South Korea.

³ Required for apps that meet certain criteria to be available on the App Store in China mainland. See [app information](#).

⁴ Can be entered at any time, but will go for review with the next version submission.

⁵ This property is only visible for apps that offer in-app purchases.

Platform version information

| Property | Required | Localized | Editable |
|--------------------------------------|----------------|-----------|----------------|
| Screenshots | ✓ | ✓ | |
| App Preview | | ✓ | |
| Promotional Text | | ✓ | ✓ |
| Description | ✓ | ✓ | |
| Keywords | ✓ | ✓ | |
| Support URL | ✓ | ✓ | |
| Marketing URL | | ✓ | |
| Version Number | ✓ | | |
| Copyright | ✓ | | ✓ |
| Routing App Coverage File | | | ✓ |
| App Review Information | ✓ | | ✓ |
| Version Release Settings | ✓ | | |
| What's New in this Version | ✓ ¹ | ✓ | |
| Phased Release for Automatic Updates | ✓ ¹ | | ✓ ² |
| Reset summary rating | ✓ ¹ | | |

¹ Required for version updates only.

² Version release can be paused at any time within the seven day window, but once a version has been released to all users it cannot be changed.

Default App Clip properties

| Property | Required | Localized | Editable |
|--------------|----------|-----------|----------|
| Header Image | ✓ | ✓ | |
| Subtitle | ✓ | ✓ | |
| Action | ✓ | ✓ | |

Advanced App Clip properties

| Property | Required | Localized | Editable |
|-----------------------|----------|-----------|----------|
| Header Image | ✓ | | ✓ |
| Default Display Title | ✓ | ✓ | ✓ |
| Default Subtitle | ✓ | ✓ | ✓ |
| Action | ✓ | ✓ | ✓ |

App pricing and availability information

| Property | Required | Localized | Editable |
|---|----------|-----------|----------|
| Availability | ✓ | ✓ | ✓ |
| Price | ✓ | | ✓ |
| Pricing Start Date | ✓ | | ✓ |
| Pricing End Date | ✓ | | ✓ |
| Make available for pre-order | | | |
| Pre-Order Release Date | | | |
| Distribution for Business and Education | | | |
| Last-Compatible Version Setting | | | ✓ |
| Tax Category | | | ✓ |

App privacy

| Property | Required | Localized | Editable |
|------------------------|----------|-----------|----------|
| Privacy Policy URL | ✓ | ✓ | |
| Privacy Choices URL | | ✓ | |
| Data Types | ✓ | | ✓ |
| Advertising Identifier | ✓ | | |

In-app purchase information

| Property | Required | Localized | Editable |
|---------------------------------------|----------|-----------|----------|
| Reference Name | ✓ | | ✓ |
| Product ID | ✓ | | |
| Availability | ✓ | | ✓ |
| Price | ✓ | | ✓ |
| Pricing Start Date | ✓ | | ✓ |
| Pricing End Date | ✓ | | ✓ |
| Content Hosing (non-consumables only) | | | ✓ |
| Display Name | ✓ | ✓ | ✓ |
| Description | | ✓ | ✓ |
| App Store Promotional Image | | | ✓ |
| App Review Screenshot | ✓ | | ✓ |
| Review Notes | | | ✓ |

Auto-renewable subscription group information

| Property | Required | Localized | Editable |
|-----------------------------------|----------|-----------|----------|
| Subscription Levels | ✓ | | ✓ |
| Subscription Group Reference Name | ✓ | | ✓ |
| Subscription Group Display Name | ✓ | ✓ | ✓ |
| App Name Display Options | ✓ | ✓ | ✓ |

Auto-renewable subscription information

| Property | Required | Localized | Editable |
|-------------------------------|----------------|-----------|----------|
| Reference Name | ✓ | | ✓ |
| Product ID | ✓ | | |
| Availability | ✓ | | ✓ |
| Subscription Duration | ✓ | | |
| Subscription Price | ✓ | ✓ | ✓ |
| Subscription Price Start Date | ✓ | | ✓ |
| Subscription Price End Date | ✓ | | ✓ |
| Introductory Price | | ✓ | ✓ |
| Introductory Price Start Date | ✓ ¹ | | |
| Introductory Price End Date | ✓ ¹ | | ✓ |
| Type of Introductory Price | ✓ ¹ | | |
| Introductory Price Duration | ✓ ¹ | | |
| Subscription Display Name | ✓ | ✓ | ✓ |
| Description | ✓ | ✓ | ✓ |
| App Store Promotional Image | | | ✓ |
| App Review Screenshot | | | ✓ |
| Review Notes | | | ✓ |

¹ Required if the subscription offers introductory pricing

Game Center leaderboard properties

| Property | Required | Localized | Editable |
|----------------------------------|----------|-----------|----------|
| Leaderboard Reference Name | ✓ | | ✓ |
| Leaderboard ID | ✓ | | |
| Score Format Type | ✓ | | |
| Score Submission Type | ✓ | | |
| Sort Order | ✓ | | |
| Score Range | | | ✓ |
| Start Date and Time ¹ | ✓ | | ✓ |
| Duration ¹ | ✓ | | ✓ |
| Resets Every ¹ | ✓ | | ✓ |

¹ This property is only available for recurring leaderboards.

Game Center leaderboard language properties

| Property | Required | Localized | Editable |
|--------------------------------|----------|-----------|----------|
| Language | ✓ | ✓ | ✓ |
| Name | ✓ | ✓ | ✓ |
| Score Format | ✓ | ✓ | ✓ |
| Score Format Suffix (Singular) | ✓ | ✓ | ✓ |
| Score Format Suffix (Plural) | ✓ | ✓ | ✓ |
| Image | | ✓ | ✓ |

Game Center achievement properties

| Property | Required | Localized | Editable |
|----------------------------|----------|-----------|----------|
| Achievement Reference Name | ✓ | | ✓ |
| Achievement ID | ✓ | | |
| Point Value | ✓ | | |
| Hidden | ✓ | | ✓ |
| Achievable More Than Once | ✓ | | ✓ |

Game Center achievement language properties

| Property | Required | Localized | Editable |
|------------------------|----------|-----------|----------|
| Language | ✓ | ✓ | ✓ |
| Title | ✓ | ✓ | ✓ |
| Pre-earned Description | ✓ | ✓ | ✓ |
| Earned Description | ✓ | ✓ | ✓ |
| Image | ✓ | ✓ | ✓ |

In-App Event properties

| Property | Required | Localized | Editable |
|-----------------------------|----------|-----------|----------|
| Event Name | ✓ | ✓ | |
| Short Description | ✓ | ✓ | |
| Long Description | ✓ | ✓ | |
| Event Card Media | ✓ | ✓ | |
| Event Details Page Media | ✓ | ✓ | |
| Badge | ✓ | | |
| Priority | ✓ | | ✓ |
| Start Date and Time | ✓ | | ✓* |
| End Date and Time | ✓ | | ✓ |
| Publish Start Date and Time | ✓ | | ✓* |

* Start Date and Time and Publish Start Date and Time are only editable for dates in the future, per storefront.

App bundle information

App bundle information refers to the set of properties required to create an app bundle. Some information is specific to the app bundle, some is derived from the first app you add to the app bundle (called the *primary app*), and other information is derived from all of the apps in the bundle.

Bundle specific information

This information is required for the primary language of the app bundle. Additional localizations are optional.

| Property | Description |
|------------------------|--|
| App bundle name | The name of the app bundle as it appears on the App Store. |
| App bundle description | The descriptions of the app bundle as it appears on the App Store. |
| Marketing URL | (Optional). This can be the same URL as you use for the individual apps or a different one. |
| Price | <p>The level that determines both the customer price and your proceeds.</p> <p>The price tiers are broken down to Compatible Price Tiers and Incompatible Price Tiers. Compatible Price Tiers represent the price tiers that have met the minimum and maximum bundle pricing rules listed in App Bundle Availability and Price. Selecting one of these tiers can ensure that your app bundle can be made available on the App Store as long as all other requirements have been met.</p> <p>Note that future price changes and intervals that have been set for your app could affect the list of compatible price tiers.</p> |
| SKU | A unique ID for your bundle. The bundle SKU must be different from that of the SKU of the individual apps. You can use letters, numbers, hyphens, periods, and underscore. The SKU cannot start with a hyphen, period, or underscore. |
| Cleared for Sale | <p>Check Cleared for Sale to make your app bundle available on the App Store. There are no bundle-specific territory settings. An app bundle will be live on the App Store only where all the member apps are available.</p> <p>For example, if some of the apps in the bundle are cleared for sale worldwide but some are live only in specific territories, the bundle will be available only in those territories. You will not be able to select the Cleared for Sale check box if you already have ten app bundles cleared for sale. If you wish to clear a new app bundle for sale, you must first remove the Cleared for Sale check box from a different live bundle.</p> |

Primary App Information

This information is derived from the first app you add to a bundle. You don't need to provide this information separately for the app bundle.

| Property | Description |
|--|--|
| Category | The app bundle category will be derived from the primary app's category. |
| Primary language | <p>The primary localization is the primary language of the first app in the bundle.</p> <p>Upon the initial creation of your app bundle, the bundle's primary language will default to that of the primary app in the bundle. If another app is rearranged into the first position in the list of apps, it will become the primary app, but the primary language won't change.</p> |
| Privacy policy | The privacy policy of your primary app will be used for the app bundle's privacy policy. |
| License Agreement | If your primary app has a custom license agreement, it will be used for the app bundle's privacy policy. |
| Copyright | The app bundle copyright information will be derived from the primary app's category. |
| Trade Representative Contact Information | If your primary app has a trade representative contact information, it will be used for the app bundle's privacy policy. |

Bundle Set Information

This information is derived from the set of apps in the bundle. You don't need to provide this information separately for the app bundle.

| Property | Description |
|-------------------------|--|
| Icon | The bundle icon is generated from the icons for the first four apps in the bundle. You can create a custom icon for your bundle in place of the icon generated automatically. A transparent overlay will be added in the bottom-right corner of your icon to let users know that the icon represents a bundle. |
| Screenshots | <p>App bundles can display a maximum of ten screenshots, with an equal number of screenshots represented for each app. For example, if your app bundle contains five apps and each app has five screenshots, only two screenshots from each app will be displayed for your app bundle.</p> <p>The order of the screenshots is based on the order of the apps in the bundle. The screenshots can be rearranged only as the apps in the bundle are rearranged.</p> |
| App previews | Apps that have an app preview will always display it in place of the first screenshot. |
| Ratings | The rating is determined by the highest rating among the apps in the bundle. For example: if the bundle consists of apps with 12+ rating and 9+ rating, the app bundle will have a rating of 12+. |
| Available localizations | Localizations will be derived from the common localizations across all of the apps. |
| Keywords | The app bundle gets every keyword from every app in the bundle. This is not displayed on the bundle page in App Store Connect. |
| Made for Kids | All the apps in the bundle have to be Made for Kids and have all the same age-band for the app bundle to be listed in the age-band categories on the App Store. |

Availability, pricing, and territory rights

Availability, pricing, and territory rights properties determine where and when an app is available and at what price. You can set these properties when you [add an app to your account](#), or you can [edit the app information](#) later.

| Property | Description |
|------------|--|
| Price | Determines both the customer price and your proceeds. Your proceeds are the price minus Apple's commission and applicable taxes. If you choose a price other than free, you must have a Paid Applications agreement in place before you can sell the app. You can set a price for your app or schedule price changes . |
| Start Date | The date when a new price will take effect on the App Store. |

| | |
|--|---|
| End Date | The date that a price will no longer be in effect and will return to the previously set price. |
| Make available for pre-order | Select this option to publish your app as a pre-order . The Pre-Orders section is only visible if your app has never been published on the App Store. |
| Release Date | If you publish your app as a pre-order , this is the date when your app will end as a pre-order and become available for download on the App Store. This property is visible only when you select Make available for pre-order. |
| Distribution for Education and Business | You may choose to distribute your app outside of the App Store to specific users as a custom app, or to business or educational institutions through Apple Business Manager or Apple School Manager, where your app can be offered at a discount. |
| Available at a reduced price for educational institutions | You can enable a 50% discount for educational institutions that purchase 20 or more copies of your iOS app or Mac app. For more information, see Building Apps for Education . |
| Available for education and business without a reduced price | Your app will be available for Apple Business Manager and Apple School Manager without a reduced price. For more information, see Distributing Custom Apps for Business or Building Apps for Education . |
| Available privately as a custom app (iOS only) | Select this option if you would like to distribute your app as a custom app. This option is only available if your app hasn't been approved yet. |
| Availability | The territories where the app is available to purchase or download. By default, your app is available in all territories the App Store currently supports and is added to new App Store territories. |
| Tax category | The category of the app for tax purposes. If you choose not to make any changes, your app and in-app purchases will be assigned the App Store software category. |
| Last Compatible Version Settings | The versions of an app that are available for existing customers to download from iCloud. You need to exclude app versions from iCloud if the version includes legal or usability issues. |

App and submission statuses

The *app status* indicates where an app is in the review and release process.

- A red status indicator () means that you need to perform an action before the app can be published on the App Store.

- A yellow status indicator (⌚) means that a process, controlled either by you or Apple, is still happening.
- A green status indicator (✓) means that the app is Ready for Sale.

If an app status is indicated as editable below, you can edit app metadata when the app has this status.

| Status | Description | Editable |
|--------------------------|---|----------|
| ⌚ Prepare for Submission | You've created an app record in App Store Connect but are still preparing information for it. | ✓ |
| ⌚ Ready for Review | <p>You've entered all of the required metadata for your app and indicated that you intend to submit it for review, but haven't submitted it yet.</p> <p>You can submit the app by itself or include other items, such as in-app events or custom product pages. You can only send one submission at a time per platform.</p> | ✓ |
| ⌚ Invalid Binary | You've submitted your app to App Review, but the build does not meet the current binary requirements. You must upload a new build, or select one that meets all the current build requirements. | ✓ |
| ⌚ Waiting for Review | <p>You've submitted a new app or updated version. Apple received your submission, but hasn't started review.</p> <p>While you are waiting for review, you can:</p> <ul style="list-style-type: none">• Edit certain app information• Delete app previews• Remove the build from review <p>However, you cannot upload or edit screenshots or app previews.</p> | ✓ |
| ⌚ In Review | App Review is reviewing your app. You can remove the build from review . | |
| ⌚ Accepted | <p>App Review accepted your app version, but one or more items in your submission were rejected.</p> <p>The app can only be published when all items in the submission are accepted. You can edit the rejected items and resubmit, or remove them from the submission to move forward with the currently accepted items.</p> | ✓ |

| | |
|---|---|
|  Pending Agreement | Your app is ready for sale, but your agreements aren't in effect yet. The Account Holder can accept the latest agreements in the Agreements, Tax, and Banking section. |
|  Waiting for Export Compliance | Your CCATS file is in Apple's export compliance review process.  |
|  Pending Developer Release | Your app was approved, but you still need to release it for sale. |
|  Processing for App Store | Your app is being processed and will be ready for sale within 24 hours. |
|  Pending Apple Release | Apple is holding your app version until the corresponding Apple operating system version is released to the public. If you think an app should be released on the existing operating system versions, review the deployment target set in your app build. If you rebuild your app with a different deployment target, reject the build for this version and submit the new version. |
|  Pending App Transfer | An app transfer has been initiated, but not yet accepted by the recipient. The transferor and the recipient can each cancel the transfer. No changes can be made to the app except changes to pricing. |
|  Processing App Transfer | The recipient has accepted the app transfer. The transfer cannot be canceled and no changes can be made to the app until the transfer is complete. |
|  Ready for Sale | Your app is available on the App Store. When the app is in this state you can: <ul style="list-style-type: none">• Create a new version of an app• Remove the app from the App Store |
|  Pre-Order Ready for Sale | Your app is available for pre-order on the App Store. When the app is in this state you can: <ul style="list-style-type: none">• Edit your release date during the pre-order period• Immediately release your app to customers• Create a new version of an app• Remove the app from the App Store |

| | | |
|--|--|---|
| <input checked="" type="checkbox"/> Rejected | App Review didn't accept your app. App Store Connect users with the Admin, App Manager, or Developer role are notified about the issues. To learn more, visit Reply to App Review messages . | ✓ |
| <input checked="" type="checkbox"/> Metadata Rejected | App Review didn't accept your metadata. Read the message from App Review, edit the metadata to resolve the issue, and reply to the message from App Review. | ✓ |
| <input checked="" type="checkbox"/> Removed from Sale | Your app was removed from the App Store. If you have questions, contact App Review . | |
| <input checked="" type="checkbox"/> Developer Rejected | You removed your app from review . When you're ready, resubmit your build or submit a new build. | ✓ |
| <input checked="" type="checkbox"/> Developer Removed from Sale | You removed the app from the App Store . When you're ready, you can restore the app to the App Store . | |

Submission statuses

These statuses are shown for submissions that use the updated submission experience. Once all items within the submission are accepted, the submission is moved from the In Progress section to the Completed section on the App Review page.

| Status | Description |
|--|---|
|  Waiting for Review | <p>Apple received your submission, but hasn't started review.</p> <p>While waiting for review, you can:</p> <ul style="list-style-type: none">• Edit certain information• Delete app previews• Remove items from review <p>However, you cannot:</p> <ul style="list-style-type: none">• Upload or edit screenshots or app previews• Edit in-app event metadata |
|  In Review | <p>App Review is reviewing your submission. You can cancel the submission to remove it from review.</p> |
|  Processing | <p>You removed your submission from review and your action is being processed. When it is done processing the submission will be moved to Completed in the App Review section.</p> |
|  Unresolved Issues | <p>App Review rejected one or more items in the submission. To learn more, visit Manage a submission with unresolved issues.</p> |
|  Rejected | <p>App Review rejected your TestFlight submission. You must submit a new build for review before you can invite external testers.</p> |

Item Statuses

These statuses are shown for items within a submission that uses the updated submission experience. You can see the status of each item on the item's page (for example, the app record or in-app event's page), or when you click View or Resolve next to the submission. Once all items within the submission are accepted, the submission is moved from the In Progress section to the Completed section on the App Review page.

| Status | Description |
|--------------------|---|
| Ready for Review | The item has been added to the submission, but it hasn't been submitted to App Review yet. |
| Waiting for Review | <p>Apple received your submission, but hasn't started review.</p> <p>While waiting for review, you can:</p> <ul style="list-style-type: none">• Edit certain information• Delete app previews• Remove items from review <p>However, you cannot:</p> <ul style="list-style-type: none">• Upload or edit screenshots or app previews• Edit in-app event metadata |
| In Review | App Review is reviewing your submission. You can cancel the submission to remove it from review. |
| Accepted | <p>This status only appears in the updated submission experience. App Review accepted the item, but there are one or more rejected items in the submission. All items in the submission must be accepted before any can be published.</p> <p>You can edit the rejected items and resubmit, or you can remove them from the submission.</p> <p>To learn more, visit Reply to App Review messages.</p> |
| Rejected | <p>App Review didn't accept your item. You can edit the item and resubmit, or you can remove the item from the submission.</p> <p>To learn more, visit Manage a submission with unresolved issues.</p> |

App build statuses

The *build status* tells you immediately whether your build needs attention. The status applies to the build only, not the entire app.

- A red status indicator () means that you need to perform some action.
- A yellow status indicator () means that some process is ongoing, controlled either by you or by Apple.
- A green status indicator () means the build is being tested in TestFlight, or can be submitted for review..

You can [view the builds you upload and their file sizes](#) in the Activity area of your app. You can also [view beta build status and metrics](#) in the TestFlight area of your app.

| Status | Description |
|--------|-------------|
|--------|-------------|

| | | Internal testing | External testing |
|--|---|------------------------------|------------------------------|
|  Processing | Your build is still being processed. You will receive an email notification when your build is ready. If you upload a build and it remains in the Processing state for more than 24 hours, there may be an issue. To resolve the issue, Contact Us . | | |
|  Invalid Binary | Apple received your build, but it didn't meet all the upload requirements. Resolve any issues in the build, and redeliver. See Uploading builds overview . | Not visible in TestFlight | Not visible in TestFlight |
|  Missing Compliance | Your build is missing export compliance documentation. Action is needed. See Provide export compliance for beta builds . | | |
|  Waiting for Export Compliance Review | Documentation for export compliance has been submitted and is in review. No action is needed on your end. | | |
|  In Compliance Review | Documentation for export compliance is in review. No action is needed on your end. | | |
|  Ready to Submit | Your build can be distributed to internal testers, or can be submitted to TestFlight App Review for external testing or to App Review for release on the App Store. | ✓ | |
|  Waiting for Review | Your build has been submitted to TestFlight App Review. It will need to be approved before you can begin external testing. | ✓ | |
|  In Beta Review | Your build is currently being reviewed by TestFlight App Review. It will need to be approved before you can begin external testing. | ✓ | |
|  Rejected | Your build was rejected by TestFlight App Review and can no longer be used in TestFlight. To begin testing, upload a new build. | Not visible in TestFlight | Not visible in TestFlight |
|  Ready to Test | Your build can be tested by external and internal testers, but you haven't added any testers yet. You may have opted to manually | ✓ | ✓ |

notify testers after your build is approved. You can also submit your app to App Review for release on the App Store.

| | | | |
|---|--|---|---|
|  Testing | Your build is being tested by at least one group or tester. Click on the build to see more details about who is testing your build. You can continue testing or submit your app to App Review for release on the App Store. Testers that have received an invite to test will still be able to test your build even after it goes live on the App Store. |  |  |
|---|--|---|---|

App Store countries and regions

You can make your app available in the following App Store countries or regions:

| ISO code | Country or Region |
|----------|------------------------|
| AFG | Afghanistan |
| AE | United Arab Emirates |
| AG | Antigua and Barbuda |
| AI | Anguilla |
| AL | Albania |
| AM | Armenia |
| AO | Angola |
| AR | Argentina |
| AT | Austria |
| AU | Australia |
| AZ | Azerbaijan |
| BB | Barbados |
| BE | Belgium |
| BIH | Bosnia and Herzegovina |
| BF | Burkina Faso |
| BG | Bulgaria |

| | |
|-----|-----------------------------------|
| BH | Bahrain |
| BJ | Benin |
| BM | Bermuda |
| BN | Brunei |
| BO | Bolivia |
| BR | Brazil |
| BS | Bahamas |
| BT | Bhutan |
| BW | Botswana |
| BY | Belarus |
| BZ | Belize |
| CMR | Cameroon |
| CA | Canada |
| CG | Congo, Republic of the |
| CH | Switzerland |
| CIV | Cote d'Ivoire |
| CL | Chile |
| CN | China mainland |
| CO | Colombia |
| COD | Congo, Democratic Republic of the |
| CR | Costa Rica |
| CV | Cape Verde |
| CY | Cyprus |
| CZ | Czech Republic |
| DE | Germany |
| DK | Denmark |
| DM | Dominica |

| | |
|-----|--------------------|
| DO | Dominican Republic |
| DZ | Algeria |
| EC | Ecuador |
| EE | Estonia |
| EG | Egypt |
| ES | Spain |
| FI | Finland |
| FJ | Fiji |
| FM | Micronesia |
| FR | France |
| GAB | Gabon |
| GB | United Kingdom |
| GD | Grenada |
| GEO | Georgia |
| GH | Ghana |
| GM | Gambia |
| GR | Greece |
| GT | Guatemala |
| GW | Guinea-Bissau |
| GY | Guyana |
| HK | Hong Kong |
| HN | Honduras |
| HR | Croatia |
| HU | Hungary |
| ID | Indonesia |
| IE | Ireland |
| IL | Israel |

| | |
|-----|---------------------|
| IN | India |
| IRQ | Iraq |
| IS | Iceland |
| IT | Italy |
| JM | Jamaica |
| JO | Jordan |
| JP | Japan |
| KE | Kenya |
| KG | Kyrgyzstan |
| KH | Cambodia |
| KN | St. Kitts and Nevis |
| KR | Republic of Korea |
| KW | Kuwait |
| KY | Cayman Islands |
| KZ | Kazakhstan |
| LA | Laos |
| LB | Lebanon |
| LBY | Libya |
| LC | St. Lucia |
| LK | Sri Lanka |
| LR | Liberia |
| LT | Lithuania |
| LU | Luxembourg |
| LV | Latvia |
| MAR | Morocco |
| MD | Moldova |
| MDV | Maldives |

| | |
|-----|-----------------|
| MG | Madagascar |
| MK | North Macedonia |
| ML | Mali |
| MMR | Myanmar |
| MN | Mongolia |
| MNE | Montenegro |
| MO | Macau |
| MR | Mauritania |
| MS | Montserrat |
| MT | Malta |
| MU | Mauritius |
| MW | Malawi |
| MX | Mexico |
| MY | Malaysia |
| MZ | Mozambique |
| NA | Namibia |
| NE | Niger |
| NG | Nigeria |
| NI | Nicaragua |
| NL | Netherlands |
| NO | Norway |
| NP | Nepal |
| NRU | Nauru |
| NZ | New Zealand |
| OM | Oman |
| PA | Panama |

| | |
|-----|--------------------------|
| PE | Peru |
| PG | Papua New Guinea |
| PH | Philippines |
| PK | Pakistan |
| PL | Poland |
| PT | Portugal |
| PW | Palau |
| PY | Paraguay |
| QA | Qatar |
| RO | Romania |
| RU | Russia |
| RWA | Rwanda |
| SA | Saudi Arabia |
| SB | Solomon Islands |
| SC | Seychelles |
| SE | Sweden |
| SG | Singapore |
| SI | Slovenia |
| SK | Slovakia |
| SL | Sierra Leone |
| SN | Senegal |
| SR | Suriname |
| SRB | Serbia |
| ST | Sao Tome and Principe |
| SV | El Salvador |
| SZ | Swaziland |
| TC | Turks and Caicos Islands |

| | |
|-----|--------------------------------|
| TD | Chad |
| TH | Thailand |
| TJ | Tajikistan |
| TM | Turkmenistan |
| TN | Tunisia |
| TON | Tonga |
| TR | Turkey |
| TT | Trinidad and Tobago |
| TW | Taiwan |
| TZ | Tanzania |
| UA | Ukraine |
| UG | Uganda |
| US | United States |
| UY | Uruguay |
| UZ | Uzbekistan |
| VC | St. Vincent and the Grenadines |
| VE | Venezuela |
| VG | British Virgin Islands |
| VN | Vietnam |
| VUT | Vanuatu |
| XKS | Kosovo |
| YE | Yemen |
| ZA | South Africa |
| ZMB | Zambia |
| ZW | Zimbabwe |

App Store localizations

You can localize your app's metadata, which appears on the App Store, in the following languages and locales. For how to localize the metadata, go to [Localize App Store information](#).

- Arabic
- Catalan
- Chinese (Simplified)
- Chinese (Traditional)
- Croatian
- Czech
- Danish
- Dutch
- English (Australia)
- English (Canada)
- English (U.K.)
- English (U.S.)
- Finnish
- French
- French (Canada)
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese

- Korean
- Malay
- Norwegian
- Polish
- Portuguese (Brazil)
- Portuguese (Portugal)
- Romanian
- Russian
- Slovak
- Spanish (Mexico)
- Spanish (Spain)
- Swedish
- Thai
- Turkish
- Ukrainian
- Vietnamese

App sandbox information (macOS)

If you use App Sandbox entitlements, Apple needs information on each temporary exception entitlement included in the app. You add a temporary exception entitlement by editing the `.entitlements` property list file in the Xcode project. For more information, see [App Sandbox Design Guide](#).

| Property | Description |
|-------------------|---|
| Entitlement Key | The entitlement key that corresponds to a temporary exception entitlement implemented in the app. |
| Usage Information | <p>Information describing how to assess the entitlement and a description of the values in an array value used by the entitlement. If the entitlement works around a missing App Sandbox feature, file a bug report describing the exception using Feedback Assistant and include the bug ID in the usage information.</p> <p>The description should include:</p> <ul style="list-style-type: none"> • How the entitlement can be assessed • Why the entitlement is needed by the app • What functionality this entitlement enables • If the entitlement uses an array value, provide information on each value in the array • If the entitlement works around a missing App Sandbox feature, the ID of the bug you filed describing the exception |

App Review information

You must provide the following information to App Review. It isn't visible on the App Store.

| Property | Description | Required |
|--|---|--|
| Contact: Name, email, phone number | Information for the contact person in your organization if the App Review team needs additional information. | ✓ |
| Notes | Additional information about your app that can help during the review process. Include information that may be needed to test your app, such as app-specific settings and test registration or account details. If your app delivers streaming video over the cellular network, enter a test stream URL. The Notes field can contain up to 4000 bytes. You can write notes in any language. | |
| Sign-in required: Username and password | Sign-in information for a demo account. If your app uses a single sign-on service, such as Facebook or Twitter, include the demo account login information for it. The demo account is used during the App Review process and must not expire. Details for additional accounts should be included in the Notes field. | ✓ If your app requires a login to use it. |

Maximum build file sizes

For iOS and tvOS apps, verify that your app doesn't exceed the maximum file sizes on the supported operating systems. Your app's total uncompressed size must be less than 4GB. Apple Watch apps must be less than 75MB. In addition, each Mach-O executable file—for example, `app_name.app/app_name`—must not exceed these maximum file sizes.

For how to compute the memory usage, read "[Viewing Virtual Memory Usage](#)" in Memory Usage Performance Guidelines.

| For OS version | Maximum executable file size | Notes |
|-------------------------|------------------------------|---|
| iOS 9.0 and later | 500 MB | For the total of all <code>__TEXT</code> sections in the binary. |
| tvOS 9.0 and later | | |
| iOS 7.X through iOS 8.X | 60 MB | For the <code>__TEXT</code> sections in each architecture slice. ¹ |
| Earlier than iOS 7.0 | 80 MB | For the total of all <code>__TEXT</code> sections in the binary. |

¹ An *architecture slice* is a part of the fat binary layout that targets a specific architecture. For example, a fat binary might include slices for 32-bit and 64-bit architectures.

Export compliance documentation for encryption

Depending on the kind of encryption algorithm your app uses, you may need to [provide documentation](#) in App Store Connect, or to the U.S. Bureau of Industry and Security (BIS) directly.

| Encryption algorithm in use | Required documentation |
|---|--|
| Your app uses ATS or makes a call to HTTPS | No documentation required in App Store Connect. Submit a Self Classification Report to the U.S. Bureau of Industry and Security (BIS) directly. |
| Your app uses encryption limited to that within the Apple operating system | No documentation required in App Store Connect. Submit a Self Classification Report to the U.S. Bureau of Industry and Security (BIS) directly. |
| If your app qualifies for one or more exemptions provided under category 5 part 2 , of the BIS Export Administration Regulation , including but not limited to apps that are: | No documentation required in App Store Connect. |
| <ul style="list-style-type: none">• Specially designed for medical end-use• Limited to intellectual property and copyright protection• Limited to authentication, digital signature, or the decryption of data or files• Specially designed and limited for banking use or "money transactions"; or Limited to "fixed" data compression or coding techniques | Upload your French encryption declaration in App Store Connect. ¹ |
| Your app uses an industry standard algorithm, not provided within the Apple operating system | Upload your: |
| Your app uses proprietary encryption algorithms not accepted by international standard bodies (such as IEEE, IETF, or ITU) | <ul style="list-style-type: none">• U.S. Commodity Classification Automated Tracking System (CCATS)• French encryption declaration in App Store Connect¹ |

¹French encryption declaration form is only required if you are distributing your app on the App Store in France.

Beta tester feedback

The table below shows all of the information that is available in the detailed tester feedback view. You can view this information by clicking into each feedback item. See [View tester feedback](#).

| Data | Description |
|--------------------|---|
| Tester | The name of the tester, if available. |
| Email | The email address of the tester, if available. |
| Group | The name of the tester group, or groups, the tester is added to. |
| App Version | The version and build a tester has installed on their device. |
| App Uptime | The length of time the app was open and running at the time the tester feedback was sent. |
| Device | The model of the tester's device. |
| iOS Version | The version of iOS the tester's device is running. |
| Battery | The tester's battery level at the time the feedback was sent. |
| Carrier | The tester's wireless service provider. |
| Time Zone | The timezone the tester's device is set to. |
| Architecture | The type of Central Processing Unit (CPU) for the tester's device. |
| Connection Type | Whether the tester was connected to WiFi, cellular, or not connected at the time that the feedback was sent and the tester's mobile network type. |
| Paired Apple Watch | If the tester is testing on an Apple Watch app, the Apple Watch model and watchOS version is shared with you. |
| Disk Free | The amount of disk space the tester has available at the time the feedback was sent. |
| Screen Resolution | The screen resolution of the tester's device. |

App previews and screenshots

App preview specifications

You can provide app previews in H.264 and ProRes 422 (HQ only) formats, with the following specifications.

Video Specifications

| | H.264 format | ProRes 422 (HQ only) format |
|-----------------------|--|--|
| Target bit rate | 10-12 Mbps | VBR ~220 Mbps |
| Video characteristics | Progressive, up to High Profile Level 4.0 | Progressive, no external references |
| Max frame rate | 30 frames per second | 30 frames per second |
| Audio | <ul style="list-style-type: none"> • Stereo • Codec: 256kbps AAC • Sample Rate: 44.1kHz or 48kHz • All tracks should be enabled <p>Stereo configuration:</p> <ul style="list-style-type: none"> • 1 track with 2-channel stereo (1st channel L and 2nd channel R) • 2 tracks with 1-channel stereo (1st track L and 2nd track R) | <ul style="list-style-type: none"> • Stereo • Codec: PCM or 256kbps AAC • Bit Depth (for PCM): 16-, 24-, or 32-bit • Sample Rate: 44.1 or 48kHz • All tracks should be enabled <p>Stereo configuration:</p> <ul style="list-style-type: none"> • 1 track with 2-channel stereo (1st channel L and 2nd channel R) • 2 tracks with 1-channel stereo (1st track L and 2nd track R) |
| Supported extensions | .mov, .m4v, .mp4 | .mov |

App Preview Resolutions

You can deliver app previews with the following resolutions.

| Device size or platform | Native resolutions | Accepted resolutions | App Preview source |
|-------------------------|---|---------------------------------|--------------------------|
| | 2688 x 1242 pixels (19.5:9 aspect ratio) | 886 x 1920 pixels (portrait) | Upload 6.5-inch previews |

| | | | |
|--|---|--|--|
| 6.5 inch (iPhone 13 Pro Max, iPhone 12 Pro Max, iPhone 11 Pro Max, iPhone 11, iPhone XS Max, iPhone XR) | | 1920 x 886 pixels (landscape) | |
| 5.8 inch Super Retina Display (iPhone 13 Pro, iPhone 13, iPhone 13 mini, iPhone 12 Pro, iPhone 12, iPhone 12 mini, iPhone 11 Pro, iPhone XS, iPhone X) | 2436 x 1125 pixels (19.5:9 aspect ratio) | 886 x 1920 pixels (portrait) 1920 x 886 pixels (landscape) | Default: scaled 6.5-inch previews Alternative: upload 5.8-inch previews |
| 5.5 inch (iPhone 8 Plus, iPhone 7 Plus, iPhone 6s Plus) | 2208 x 1242 pixels (Rendered Pixels) 1920 x 1080 pixels (Physical Pixels) (16:9 aspect ratio) | 1080 x 1920 pixels (portrait) 1920 x 1080 pixels (landscape) | Upload 5.5-inch previews |
| 4.7 inch (iPhone SE (2nd generation), iPhone 8, iPhone 7, iPhone 6s, iPhone 6) | 1334 x 750 pixels (16:9 aspect ratio) | 750 x 1334 pixels (portrait) 1334 x 750 pixels (landscape) | Default: scaled 5.5-inch previews Alternative: upload 4.7-inch previews |
| 4 inch (iPhone SE (1st generation)) | 1136 x 640 pixels (16:9 aspect ratio) | 1080 x 1920 pixels (portrait) 1920 x 1080 pixels (landscape) | Default: scaled 5.5- or 4.7-inch previews Alternative: upload 4-inch previews |
| 12.9 inch (iPad Pro (4th generation, 3rd generation)) | 2732 x 2048 pixels (4:3 aspect ratio) | 1200 x 1600 pixels (portrait) 1600 x 1200 pixels (landscape) | Upload 12.9-inch iPad Pro (3rd generation) previews |
| 12.9 inch (iPad Pro (2nd generation)) | 2732 x 2048 pixels (4:3 aspect ratio) | 1200 x 1600 pixels (portrait) 1600 x 1200 pixels (landscape) 900 x 1200 pixels (portrait) 1200 x 900 pixels (landscape) | Upload 12.9-inch iPad Pro (2nd generation) previews |
| 11 inch (iPad Pro, iPad Air (4th generation), iPad mini (6th generation)) | 2388 x 1668 pixels (4.3:3 aspect ratio) | 1200 x 1600 pixels (portrait) 1600 x 1200 pixels (landscape) | Default: scaled 12.9-inch iPad Pro (3rd generation) preview |

| | | | |
|--|--|---|--|
| | | | Alternative: upload 11-inch previews |
| 10.5 inch (iPad (9th generation, 8th generation, 7th generation) iPad Pro, iPad Air) | 2224 x 1668 pixels (4:3 aspect ratio) | 1200 x 1600 pixels (portrait) 1600 x 1200 pixels (landscape) | Default: scaled 12.9-inch iPad Pro (2nd generation) previews Alternative: upload 10.5-inch previews |
| 9.7 inch (iPad, iPad mini) | 2048 x 1536 pixels (4:3 aspect ratio) | 900 x 1200 pixels (portrait) 1200 x 900 pixels (landscape) | Default: scaled 12.9-inch iPad Pro (2nd generation) or 10.5-inch previews Alternative: upload 9.7-inch previews |
| Apple TV | 1920 x 1080 pixels (16:9 aspect ratio) | 1920 x 1080 pixels | Upload Apple TV previews |
| Mac | 1920 x 1080 pixels (16:9 aspect ratio) | 1920 x 1080 pixels | Upload Mac previews |

App Preview Requirements

The following are required to create your app preview and upload it to App Store Connect.

| Context | Description |
|--|---|
| Maximum file size | 500MB |
| Minimum length | 15 Seconds |
| Maximum length | 30 Seconds |
| Default poster frame setting | 5 Seconds (See Set an app preview poster frame .) |
| Orientation | Portrait or Landscape (Note: macOS app previews accept landscape only.) |
| OS device capture and play | iOS 8 or later |
| Upload and playback on App Store Connect | Safari 8 and macOS 10.10 or later |

Screenshot specifications

| Device size or platform | Screenshot size | Requirement | Screenshot source |
|-------------------------|-----------------|-------------|-------------------|
|-------------------------|-----------------|-------------|-------------------|

| | | | |
|---|--|--|--|
| 6.5 inch (iPhone 13 Pro Max, iPhone 12 Pro Max, iPhone 11 Pro Max, iPhone 11, iPhone XS Max, iPhone XR) | 1284 x 2778 pixels (portrait) 2778 x 1284 pixels (landscape) 1242 x 2688 pixels (portrait) 2688 x 1242 pixels (landscape) | Required if app runs on iPhone | Upload 6.5-inch screenshots |
| 5.8 inch (iPhone 13 Pro, iPhone 13, iPhone 13 mini, iPhone 12 Pro, iPhone 12, iPhone 12 mini, iPhone 11 Pro, iPhone XS, iPhone X) | 1170 x 2532 pixels (portrait) 2532 x 1170 pixels (landscape) 1125 x 2436 pixels (portrait) 2436 x 1125 pixels (landscape) 1080 x 2340 (portrait) 2340 x 1080 (landscape) | Required if app runs on iPhone and 6.5 inch screenshots are not provided | Default: scaled 6.5-inch screenshots Alternative: upload 5.8-inch screenshots |
| 5.5 inch (iPhone 8 Plus, iPhone 7 Plus, iPhone 6s Plus) | 1242 x 2208 pixels (portrait) 2208 x 1242 pixels (landscape) | Required if app runs on iPhone | Upload 5.5-inch screenshots |
| 4.7 inch (iPhone SE (2nd generation), iPhone 8, iPhone 7, iPhone 6s, iPhone 6) | 750 x 1334 pixels (portrait) 1334 x 750 pixels (landscape) | Required if app runs on iPhone and 5.5-inch screenshots are not provided | Default: scaled 5.5-inch screenshots Alternative: upload 4.7-inch screenshots |
| 4 inch (iPhone SE (1st generation)) | 640 x 1096 pixels (portrait without status bar) 640 x 1136 pixels (portrait with status bar) 1136 x 600 pixels (landscape without status bar) 1136 x 640 pixels (landscape with status bar) | Required if app runs on iPhone and 5.5- or 4.7-inch screenshots are not provided | Default: scaled 5.5- or 4.7-inch screenshots Alternative: upload 4-inch screenshots |
| 3.5 inch (iPhone 4s) | | | |

| | | | |
|---|---|---|--|
| | 640 x 920 pixels (portrait without status bar) | Required if app runs on iPhone and 5.5 inch iPhone screenshots are not provided | Default: scaled 5.5-, 4.7-, or 4-inch screenshots Alternative: upload 3.5-inch screenshots |
| | 640 x 960 pixels (portrait with status bar) | | |
| | 960 x 600 pixels (landscape (without status bar)) | | |
| | 960 x 640 pixels (landscape with status bar) | | |
| 12.9 inch (iPad Pro (4th generation, 3rd generation)) | 2048 x 2732 pixels (portrait) 2732 x 2048 pixels (landscape) | Required if app runs on iPad | Upload 12.9-inch iPad Pro (3rd generation) screenshots |
| 12.9 inch (iPad Pro (2nd generation)) | 2048 x 2732 pixels (portrait) 2732 x 2048 pixels (landscape) | Required if app runs on iPad | Upload 12.9-inch iPad Pro (2nd generation) screenshots |
| 11 inch (iPad Pro, iPad Air (4th generation), iPad mini (6th generation)) | 1488 x 2266 pixels (portrait) 2266 x 1488 pixels (landscape) 1668 x 2388 pixels (portrait) 2388 x 1668 pixels (landscape) 1640 x 2360 pixels (portrait) 2360 x 1640 pixels (landscape) | Required if app runs on iPad and 12.9-inch iPad Pro (2nd generation) screenshots are not provided | Default: scaled 12.9-inch iPad Pro (3rd generation) screenshots Alternative: upload 11-inch screenshots |
| 10.5 inch (iPad (9th generation, 8th generation, 7th generation), iPad Pro, iPad Air) | 1668 x 2224 pixels (portrait) 2224 x 1668 pixels (landscape) | Required if app runs on iPad and 12.9-inch iPad Pro (2nd generation) screenshots are not provided | Default: scaled 12.9-inch iPad Pro (2nd generation) screenshots Alternative: upload 10.5-inch screenshots |
| 9.7 inch (iPad, iPad mini) | 1536 x 2008 pixels (portrait (without status bar)) | Required if app runs on iPad and 12.9-inch iPad Pro (2nd generation) | Default: scaled 12.9-inch iPad Pro (2nd generation) or 10.5-inch screenshots |

| | | | |
|--|--|---|--|
| | 1536 x 2048 pixels (portrait with status bar) | generation) or 10.5-inch screenshots are not provided | Alternative: upload 9.7-inch screenshots |
| | 2048 x 1496 pixels (landscape without status bar) | | |
| | 2048 x 1536 pixels (landscape with status bar) | | |
| | 768 x 1004 pixels (portrait without status bar) | | |
| | 768 x 1024 pixels (portrait with status bar) | | |
| | 1024 x 748 pixels (landscape (without status bar)) | | |
| | 1024 x 768 pixels (landscape with status bar) | | |
| Mac | One of the following, with a 16:10 aspect ratio. 1280 x 800 pixels 1440 x 900 pixels 2560 x 1600 pixels 2880 x 1800 pixels | Required for Mac apps | Upload Mac screenshots in one of the listed sizes |
| Apple TV | 1920 x 1080 pixels 3840 x 2160 pixels | Required for Apple TV apps | Upload Apple TV screenshot in one of the listed sizes |
| Apple Watch (Series 7, Series 6, Series 5, Series 4, Series 3, SE) | 396 x 484 pixels (Series 7) 368 x 448 pixels (Series 6, Series 5, Series 4, and SE) 312 x 390 pixels (Series 3) | Required for Apple Watch apps | Upload Apple Watch screenshot in one of the listed sizes |

Users and Access

Role permissions

The tasks you are able to perform depends on your user role. The Account Holder can access all aspects of App Store Connect and the Apple Developer website, and is the only user that can sign legal agreements, renew membership, remove auto-renewable subscriptions from sale, submit Safari Extensions, or create developer ID certificates.

Members of an organization's team in the Apple Developer Program also have access to membership resources on the Apple Developer website and other membership benefits. Users who have been given access to App Store Connect by an individual enrolled in the Apple Developer Program only have access to App Store Connect.

| Role | Description |
|------------------|---|
| Account Holder | The person who completes program enrollment is assigned the Account Holder role. This user is responsible for entering into legal agreements with Apple. |
| Admin | Serves as a secondary contact for teams and has many of the same responsibilities as the Account Holder. Admins have access to all apps. If the Admin is part of an organization team, they have Certificates, Identifiers & Profiles by default. |
| Finance | Manages financial information, including downloading reports and uploading tax forms. They can view all apps in Payments and Financial Reports, Sales and Trends, and App Analytics. |
| App Manager | Manages all aspects of an app, such as pricing, App Store information, and app development and delivery. |
| Developer | Manages development and delivery of an app. |
| Marketing | Manages marketing materials and promotional artwork. They'll be contacted by Apple if your app is considered for featuring on the App Store. |
| Sales | Analyzes sales, downloads, and other analytics for an app. |
| Customer Support | Analyzes and responds to customer reviews on the App Store. If a user has the Customer Support role only, when they click on an app in My Apps, they'll go straight to the Ratings and Reviews section. |

To see which roles have access to specific functionality within App Store Connect, see [Program Roles](#).

User notifications

Users may receive a *user notification* for events that happen in their App Store Connect account such as an app being approved for sale or an agreement expiring. The types of user notifications are:

| Type | Description | Applicable user roles |
|------------------------------------|---|--|
| App Status Reports | Provides email alerts when an app changes state. | Account Holder, Admin, App Manager, Developer, Marketing |
| App Analytics Weekly Email Summary | Provides an email summarizing App Analytics data for the week for the top apps. | Account Holder, Admin, Sales, Finance |
| Agreements | Provides email alerts with agreement status updates. Examples are agreement expiration warnings or requests for more information from you to complete your agreement setup. | Account Holder |
| Developer Response | Provides email alerts when a customer edits a review you've responded to. | Account Holder, Admin, Customer Support |
| Financial Report | Provides email alerts when finance reports are available for download in App Store Connect. | Account Holder, Admin, Finance |
| Payments | Provides email alerts when a payment to your bank is returned. See Resolve a returned payment error . | Account Holder, Admin, Finance |

Catalog reports

App catalog report

The *app catalog report* includes a row for each version of each app in your account. Each column shows metadata you entered or other properties that appear in the My Apps section.

For full property descriptions, go to [App information](#) and [Platform version information](#).

| Column | Description |
|---------------------------|--|
| APPLE_ID | The Apple ID (an app identifier). |
| APP_NAME | The name of the app. |
| APP_TYPE | The app type or platform: iOS, tvOS, or Mac. |
| PRIMARY_LANGUAGE | The default language for the metadata on the App Store (see App information). |
| SKU | The SKU. |
| VERSION_STRING | The version number. |
| ITC_STATUS | The app status . |
| LATEST_STATUS_CHANGE_DATE | The date the app status last changed. |
| RATING | The app rating . |
| PRIMARY_GENRE | The primary category . |
| SECONDARY_GENRE | The secondary category . |
| COUNT_IN_APP_APPROVED | The number of in-app purchase products that have been approved for sale. |
| BUNDLE_IDENTIFIER | The bundle ID. |
| BUNDLE_VERSION | The build string. |
| BUNDLE_DEVICE_FAMILY | The devices that this app supports that is specified in the build. If the app status is Prepare for Submission, this is empty. |
| MINIMUM_OS_VERSION | The minimum operating system required for this app that is specified in the build. |
| BUNDLE_LOCALIZATIONS | |

| | |
|----------------------------|---|
| | The localizations supported by your app that are derived from the .lproj folders in the build. |
| PRE_RENDERED_ICON | For iOS apps only, indicates whether the app has a prerendered icon. Y, it is enabled; otherwise, it is not. |
| CURRENT_PRICE_TIER | The price of the app. |
| GAME_CENTER_ENABLED | Indicates whether Game Center is enabled. Y if it is enabled. |
| NEWSSTAND_ENABLED | Indicates whether Newsstand is enabled. Y if it is enabled. |
| APPROVED_LEADERBOARD_COUNT | Number of approved Game Center leaderboards. |
| APPROVED_ACHIEVEMENT_COUNT | Number of approved Game Center achievements. |
| LOCALE | Localizations that you added to your app. The languages are separated by vertical bar () symbols. Two-character IETF language tags are used, including the country code if it applies (for example, en-US). |
| List of country codes | The territory availability . The App Store countries and regions where the app is available. Y indicates that the app is available for sale in that territory; otherwise, it is not. The report includes a column with the two-letter code for each possible territory. |

Game Center achievement catalog report

The *Game Center achievement catalog report* contains a row for each of the achievements associated with Game Center apps in your account. Each column shows metadata or a setting for your app in My Apps.

For full descriptions of the properties, go to "Game Center Properties" in [Game Center Configuration Guide for App Store Connect](#).

| Column | Description |
|--------------------|--|
| APP_APPLE_ID | The Apple ID (an app identifier) of the associated app. |
| REFERENCE_NAME | The achievement reference name. |
| APP_NAME | The name of the app. If the achievement is for an app that's in a group, this column lists the names of all apps in the group. |
| ACHIEVEMENT_ID | The achievement ID. |
| Display_Order | The position in which this achievement appears in the list of achievements for the app. |
| POINTS_VALUE | The number of points that the achievement is worth. |
| IS_HIDDEN | Indicates whether the achievement is hidden from the player until the player meets the achievement's requirements. |
| IS_RECYCLABLE | Indicates whether the achievement can be earned multiple times. |
| GROUP | The name of the group that the app belongs to, if any. |
| ACHIEVEMENT_STATUS | The current status of the achievement. |
| LOCALIZATIONS | A comma-separated list of the languages that you added to the achievement. |

Game Center leaderboard catalog report

The *Game Center leaderboard catalog report* contains a row for each of the leaderboards associated with Game Center apps in your account. Each column shows metadata you entered or a setting for your app in My Apps.

For full descriptions of the properties, go to "Game Center Properties" in [Game Center Configuration Guide for App Store Connect](#).

| Column | Description |
|--------------------|--|
| APP_APPLE_ID | The Apple ID (an app identifier) of the associated app. |
| REFERENCE_NAME | The leaderboard reference name. |
| APP_NAME | The name of the app. If the leaderboard is for an app that's in a group, this column lists the names of all apps in the group. |
| LEADERBOARD_ID | The leaderboard ID. |
| SCORE_FORMAT_TYPE | The score format type. |
| Display_Order | The position in which this leaderboard appears in the list of leaderboards for the app. |
| SORT_ORDER | The leaderboard sort order. Scores can display from low to high or high to low. |
| MIN_SCORE_RANGE | The minimum allowable score for the leaderboard. |
| MAX_SCORE_RANGE | The maximum allowable score for the leaderboard. |
| PARENT_LEADERBOARD | If this leaderboard is a child in a combined leaderboard, the leaderboard reference name of the parent leaderboard. |
| LEADERBOARD_STATUS | The current status of the leaderboard. |
| IS_DEFAULT | Indicates that this leaderboard is the first leaderboard that users see in Game Center. |
| GROUP | The name of the group that the app belongs to, if any. |
| LEADERBOARD_TYPE | The leaderboard type. |
| LOCALIZATIONS | A comma-separated list of the languages that you added to the leaderboard. |

In-app purchases catalog report

The *in-app purchases catalog report* contains a row for each of the in-app purchase products associated with apps in your account. Each column shows metadata you entered or a setting for the in-app purchase.

For full descriptions of the properties, see [in-app purchase information](#).

| Column | Description |
|------------------------------------|--|
| Apple_ID | The unique Apple ID for the in-app purchase. |
| REFERENCE_NAME | The reference name. |
| PRODUCT_ID | The Product ID. |
| ADDON_TYPE | The type of in-app purchase product. |
| ADDON_ITC_STATUS | The status of the product in App Store Connect. |
| AUTO_RENEWABLE_DURATION N | The duration for an auto-renewable subscription. |
| FREE_TRIAL_DURATION | The free trial duration set for an auto-renewable subscription. |
| MARKETING_OPTIN_INCENTIVE_DURATION | Indicates whether there's a free subscription extension if users opt in to share their contact information. Y if it is enabled. |
| CLEARED_FOR_SALE | Indicates whether the product is ready for sale. Y indicates the product is available for purchase within the app. |
| APP_NAME | The name of the app. |
| APP_APPLE_ID | The Apple ID (an app identifier) of the associated app. |
| LOCALE | Localizations that you added to your in-app purchase. The languages are separated by vertical bar () symbols. Two-character IETF language tags are used, including the country code if it applies (for example, en-US). |

In-app purchases

In-app purchase types

In-app purchase types refer to the different types of in-app purchase options available.

| Column | Description |
|-----------------------------|---|
| Consumable | A product that is used once, after which it becomes depleted and must be purchased again. Example: fish food in a fishing app. |
| Non-Consumable | A product that is purchased once and does not expire or decrease with use. Example: Race track for a game app. Apple can host your non-consumable products for you. |
| Auto-Renewable Subscription | A product that allows users to purchase dynamic content for a set period. This type of Subscription renews automatically unless cancelled by the user. Example: Monthly subscriptions for an app offering streaming services. |
| Non-Renewing Subscription | A product that allows users to purchase a service with a limited duration. The content of this in-app purchase can be static. This type of Subscription does not renew automatically. Example: One year subscription to a catalog of archived articles. |

In-app purchase information

General Information

The main in-app purchase properties identify the product in App Store Connect and in the app.

| Property | Description |
|----------------|---|
| Apple ID | A unique identifier automatically generated for your in-app purchase when you add the in-app purchase to your account. Note: This identifier is not the same as your Apple ID that you use to sign in to App Store Connect and your developer account. |
| Reference Name | A unique name you give to your in-app purchase for internal tracking that is not visible to customers, but used in App Store Connect and Sales and Trends reports. The reference name can include any characters and can be as long as 64 characters. The reference name can be edited at any time without review. |
| Product ID | |

A unique ID you give to your in-app purchase to identify the product. The product ID can contain letters, numbers, hyphens, periods, and underscores can be as long as 255 characters. You need separate identifiers for in-app purchases in your macOS app and your iOS app.

When your app uses StoreKit to communicate with the App Store, it uses product identifiers to retrieve the configuration data you provided for the in-app purchase. Later, when a user wants to make a purchase, your app identifies the in-app purchase using its product identifier.

The Product ID is not editable after you save the in-app purchase. After you use a Product ID for one product, it can't be used again, even if the product is deleted.

Review Notes

Additional information about the in-app purchase that might help Apple review the submission, such as test user accounts and passwords. Review notes should not exceed 4000 characters.

Promotional Image

A promotional image is required if you want to [promote your in-app purchase](#) on your App Store product page. This image will represent your in-app purchase in all territories where your app is available for devices running iOS 11 or later. If you're also using [offer codes](#) for auto-renewable subscriptions, your promotional image will appear on the App Store page when customers redeem their codes on iOS 14 or later. You can submit up to 20 in-app purchases with a promotional image for review at a time. Your promotional image must meet the following requirements:

- JPG or PNG.
- Dimensions of 1024 x 1024 pixels.
- 72 dpi, RGB, flattened and no rounded corners.

Show to all App Store users, even those who don't have the app installed

An indication that you would like all customers to see your promoted in-app purchases, which is based on the user device information. By default, this is selected. If you deselect the checkbox, but haven't implemented the [SKProductStorePromotionController API](#), your in-app purchase will not be visible on the App Store. See [Promote in-app purchases to relevant customers only](#). Note that a customer needs to have opened your app on their device at least once to see your order and visibility settings inside your app.

App Review Screenshot

A screenshot of the in-app purchase that represents the item being sold. For example, if it's a book, you can submit a screenshot of the book image. Or you can submit a screenshot of the purchase page. This screenshot is used for Apple's review only and is not displayed on the App Store.

Screenshots requirements are outlined below:

- iOS requires at least 640 x 920 pixels.

- tvOS requires 1920 x1080 pixels.
- macOS requires 1280 x 800 pixels.

After you upload an app review image, you can replace it, but you can't remove it. You can't update the screenshot while your in-app purchase is in review.

Localizable information

Add localizable in-app purchases information used in the product display. You must include these properties for at least one language. For a list of languages, see [App Store localizations](#).

Changes to the localized information require review. The existing text displays on the store until the new text is approved. The change has its own status separate from the overall status of the in-app purchase. Before your changes are reviewed, you can revert the change.

| Property | Description |
|--------------|--|
| Display Name | The name of the in-app purchase that is displayed to customers. The display name must be at least two characters and no more than 30 characters. |
| Description | A description of the in-app purchase that potentially displays to users. If you make your in-app purchase available for promotion, this displays under your in-app purchase name on the App Store. The description must be no more than 45 characters. |

Auto-renewable subscription information

| Property | Description |
|---------------------|---|
| Subscription Groups | A set of in-app purchase subscriptions that you can create to provide users with a range of content offerings, service levels, or durations. Subscriptions within a subscription group are mutually exclusive, meaning that users are only able to subscribe to one option within a group at a time. If you want users to be able to purchase more than one subscription at a time, you can put these in-app purchases in different subscription groups. |
| Subscription Levels | You can assign every in-app purchase within a subscription group to a subscription level. Your subscription levels should be listed starting with the one that offers the highest level of service. You can add more than one subscription to each level if the service provided is determined to be equal. Customers can move between subscription levels, with upgrades, downgrades, |

and crossgrades. If a subscriber is paying a preserved price, and then upgrades, downgrades, or crossgrades, they will pay the current price for the subscription, not the preserved price.

Upgrade. When a customer switches from a subscription in a lower level to a subscription in a higher level. The customer's prorated amount from the prior in-app purchase is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the upgrade date.

Downgrade. When a customer switches from a subscription in a higher level to a subscription in a lower level. Customers will be billed the new rate on their next renewal date.

Crossgrade. When a customer switches between subscriptions within the same level. If the in-app purchases are of the same duration, The customer's prorated amount from the prior in-app purchase is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the crossgrade date. If the in-app purchase are of different durations, the crossgrade goes into effect on the customer's next renewal date.

| | |
|-----------------------------------|--|
| Subscription Group Reference Name | An internal name you choose for your subscription group. The subscription group reference name will only appear on App Store Connect and in Sales and Trends reports. It won't appear on the App Store. |
| Subscription Group Display Name | A customer-facing name you choose for your subscription group. This is the subscription group display name as it will appear to users for this localization. |
| App Name Display Options | An option that lets you choose between using your app's name or providing a custom name to display above the Subscription Group Display Name on a customer's Manage Subscriptions page on their device. |
| Duration | <p>The length of time between auto-renewals. Each auto-renewable subscription must have one duration. The duration can be 1 week, 1 month, 2 months, 3 months, 6 months, or 1 year. The duration can't be changed after you submit your in-app purchase for review.</p> <p>Auto-renewable subscriptions renew on the same day as the calendar date of the original purchase, rather than the number of days in a month. If a customer begins a one month free trial on January 7th, the trial ends on February 7th. If a one month duration begins on a date that does not occur in the following month, the trial will end on the last day of the final month, but will revert back to the original date once it's available. For</p> |

example, if a customer subscribes on January 30, the next renewal date will be February 28 (or February 29 in a leap year), and then March 30.

Pricing and availability

Pricing and availability properties describe when the in-app purchase is available and at what price.

| Property | Description |
|------------------|--|
| Cleared for Sale | An indication of whether you want this in-app purchase to be available. In-app purchases are available worldwide and aren't limited by territory. |
| Price | The price you choose for the in-app purchase, which determines both the customer price and your proceeds. Click All Prices and Currencies from Pricing to view the to see price values in each currency. |
| Start Date | The date when the price becomes available. |
| End Date | The date that a price is no longer in effect. The price is the last tier scheduled if this value is No end Date. |

These properties describe pricing and availability options for auto-renewable subscriptions.

| Property | Description |
|---------------------|--|
| Subscription Prices | Pricing for your auto-renewable subscriptions. Auto-renewable subscriptions can be priced by territory, with up to 200 price tier options in each available currency. You have the option to preserve the current price for existing subscribers if you increase the price. Promotional and introductory price points are also available. |
| Introductory Offers | A discounted introductory price you can set for your auto-renewable subscriptions with a specified duration and type (pay as you go, pay up front, free) for new customers. Introductory offers can be used to acquire new customers. Keep in mind that: <ul style="list-style-type: none">• Customers are eligible for one introductory offer per subscription group• You can have one current and one future introductory offer set up per territory• You can manage territory availability and start and end dates in App Store Connect |

- Introductory offers display on your App Store product page if you've [promoted your in-app purchase](#)
 - Introductory offers are available to customers running iOS 10, tvOS 10, and macOS 10.12.6 and later
-

Promotional Offers

A discounted price you can set for your auto-renewable subscriptions for a specific duration and type (pay as you go, pay up front, free) for existing and previously subscribed customers. Offers can be used to help win back subscribers who have canceled their subscriptions or promote an upgrade to a higher-ranked subscription at a special price. Keep in mind that:

- You determine when to present the offers through StoreKit APIs
 - Customers that have completed an introductory offer are still eligible to get a promotional offer
 - You must generate a subscription key in Users and Access to validate your offers
 - You can have up to 10 active offers per subscription
 - Offers don't display on your App Store product page
 - Customers running iOS 12.2, macOS 10.14.4, and tvOS 12.2 can accept these offers.
-

Promotional Offer Reference Name

An internal name for a promotional offer that you can reference.

Promotional Offer Product Code

A code that you create. This code is case sensitive and must be unique for each offer you create. You won't be able to re-use an offer code, even if it's been deleted.

Duration (for promotional and introductory offers)

The length of time between auto-renewals that you select for your promotional or introductory offers. The offer durations available to you depend on the standard duration of your subscription.

Pay As You Go

If you select Pay as you go, customers pay a discounted price for each billing period for a selected duration (for example, \$1.99 per month for 3 months for a subscription with a standard price of \$9.99).

The duration can be:

- 1 Week subscription, 1 to 12 Weeks
 - 1 Month subscription, 1 to 12 Months
 - 2 Month subscription, 2, 4, 6, 8, 10 and 12 Months
 - 3 Month subscription, 3, 6, 9 and 12 Months
 - 6 Month subscription, 6 and 12 Months
 - 1 Year subscription, 1 Year
-

Pay Up Front

If you select Pay up front, customers pay a one-time discounted price for a selected duration (for example, \$1.99 for 2 months for a subscription with a standard price of \$9.99).

The duration can be: 1 Month, 2 Months, 3 Months, 6 Months, 1 Year

Free

If you select Free, customers access the subscription for free for a selected duration. The duration can be 3 days, 1 week, 2 weeks, 1 month, 2 months, 3 months, 6 months, or 1 year. A one month trial can vary between 28 days and 31 days

In-app purchase statuses

The *in-app purchase status* indicates whether your in-app purchase is available or if it needs your attention.

In-app purchase products have statuses such as "Ready to Submit" or "Approved" or a status indicator. The status tells you immediately whether your product needs attention.

- A red status indicator () means that you need to perform some action before a product can be made available.
- A yellow status indicator () means that some process is ongoing, controlled either by you or by Apple.
- A green status indicator () means that the in-app purchase is available.

| Status | Description |
|-------------------------|---|
| Missing Metadata | Your in-app purchase has been created, but you have not yet uploaded a screenshot or completed your metadata. |
| Ready to Submit | You uploaded all the metadata needed, but you have not yet sent it to Apple for review. |
| Waiting for Upload | Your in-app purchase content has not been uploaded yet. This status only applies to non-consumable products that are set to be hosted by Apple. |
| Processing Content | Your in-app purchase product content delivery is processing. |
| Pending Binary Approval | The app this in-app purchase is associated with is currently in review. |
| Waiting for Review | You have submitted your in-app purchase to be reviewed by Apple. You can make edits to the product while it is in this status. |
| In Review | |

Your in-app purchase product is currently being reviewed by Apple. Only edits to the product's reference name, pricing, and availability can be made when it has this status.

 Approved

Apple has approved your in-app purchase to go live on the App Store with its associated app.

For this status to appear, the in-app purchase must be [Set availability for in-app purchases](#). If it is not cleared for sale, the status appears as Developer Removed from Sale.

If the product is being released with an app version, the product won't have an Approved status until the app is approved.

 Rejected

Apple has rejected your in-app purchase product during the review process. If you have not already been contacted by Apple with more information about your rejection, you can inquire through [Contact Us](#).

You cannot resubmit a rejected in-app purchase and will need to submit a new one.

Your in-app purchase product status changes to Developer Action Needed if there is a detail in the in-app purchase that requires a change by you.

 Developer Action Needed

The in-app purchase product changes that you submitted have been rejected. You are required to take action to edit the detail information or cancel the request to change the detail information before this in-app purchase can be reviewed again.

 Developer Removed from Sale

You removed the in-app purchase from sale. When you remove an in-app purchase product from sale, customers that already purchased the product can't restore it to their device or renew the in-app purchase if it's an auto-renewable subscription.

If you clear the product for sale, the status changes to Approved.

 Removed from Sale

Appears when Apple removes an in-app purchase product from sale.

In-app events

In-app event statuses

| State | Description |
|---------------------------|--|
| Approved - Published | The event was approved by App Review and is discoverable on the App Store. |
| Approved - Set to Publish | The event was approved by App Review and has an upcoming publish date. Publish dates are determined by you in App Store Connect when configuring your event details. |
| In Review | The event was submitted to App Review and is undergoing review. |
| Rejected | The event was submitted to App Review and has been rejected. |
| Drafts | The event was created, but not yet submitted to App Review. You can have up to 50 draft events at a time. |
| Past | The event has ended. |

In-app event badges

| Badge | Description |
|---------------|---|
| Live Event | Activities that occur in real-time that all users can experience simultaneously — for example, a sports match or live-streamed concert. These events should provide users with new content, features, or goods. |
| Premiere | First-time availability of content or media — for example, newly released movies or audio. |
| Challenge | Activities encouraging the user to achieve a goal before the event ends — for example, a fitness challenge in a workout app or beating a certain number of levels in a game. |
| Competition | Activities in which users compete against one another for the highest ranking or to win rewards — for example, a tournament where players battle to win the most matches. |
| New Season | Introducing new content, storylines, or media libraries — for example, a new season of a television show or a new battle pass in a game. |
| Major Update | Introducing significant new features, content, or experiences — for example, the launch of new game modes or levels. These events go beyond minor enhancements like UI adjustments or bug fixes. |
| Special Event | Limited-time events that are not captured by another event badge, possibly spanning multiple activities or experiences — for example, an event featuring a collaboration. These events should provide users with new content, features, or goods. |

Media and audio specifications

In-app event media specifications

| Media Type | Supported Extensions | Aspect Ratio | Min size/resolution | Max size/resolution |
|--------------------------|----------------------|--------------|-------------------------------|-------------------------------|
| Event Card Image | .jpg, .jpeg, .png | 16 : 9 | 1920x1080 px | 3840x2160 px |
| Event Card Video | .mov, .m4v, .mp4 | 16 : 9 | 1920x1080 px 30 fps or 60 fps | 3840x2160 px 30 fps or 60 fps |
| Event Details Page Image | .jpg, .jpeg, .png | 9 : 16 | 1080x1920 px | 2160x3840 px |
| Event Details Page Video | .mov, .m4v, .mp4 | 9 : 16 | 1080x1920 px 30 fps or 60 fps | 2160x3840 px 30 fps or 60 fps |

Audio specifications

Audio specifications

Event Card Video:

- Stereo
- Codec: 256kbps AAC
- Sample Rate: 44.1kHz or 48kHz
- All tracks should be enabled

Event Details Page Video:

- Stereo
- Codec: PCM or 256kbps AAC
- Bit Depth (for PCM): 16-, 24-, or 32-bit
- Sample Rate: 44.1 or 48kHz
- All tracks should be enabled

Stereo configuration:

- 1 track with 2-channel stereo (1st channel L and 2nd channel R)
- 2 tracks with 1-channel stereo (1st track L and 2nd track R)

Stereo configuration:

- 1 track with 2-channel stereo (1st channel L and 2nd channel R)
- 2 tracks with 1-channel stereo (1st track L and 2nd track R)

Game Center information

Leaderboards

Leaderboard metadata identifies each leaderboard in App Store Connect, describe its scores, and collects language-specific text used in leaderboard display. App Store Connect tracks metadata for the type of leaderboard and displays a status indicating whether the leaderboard has been approved and made live with the app.

Set these properties in the Leaderboard section of the Game Center page for an app, as described in [Configure leaderboards](#).

Leaderboard properties

The main leaderboard properties identify each leaderboard in App Store Connect. These properties describe how the scores are organized and formatted.

| Properties | Description |
|----------------------------------|--|
| Leaderboard Reference Name | An internal name that you must provide for each leaderboard. This is the name that you use if you search for your leaderboard in App Store Connect. |
| Leaderboard ID | An alphanumeric identifier you choose for your leaderboard. This ID is limited to 100 characters (assumes single-byte characters). Note that the leaderboard ID is equivalent to the "category" in GameKit API. Your leaderboard ID is a permanent setting and therefore can't be edited at a later date. |
| Score Format Type | The type of format in which you want scores for this app to be expressed in your leaderboard—for example, integer, elapsed time, or money. |
| Score Submission Type | The score from players to display in the leaderboard: Best Score or Most Recent Score. |
| Sort Order | The order of the score. Choose between "Low to High" and "High to Low." Choose "Low to High" if you want lowest scores displayed first. Choose "High to Low" if you want highest scores displayed first. |
| Score Range | The score range using 64-bit signed integers. The values must be between the long min (-2^{63}) and long max ($2^{63} - 1$). Any scores outside of this range are deleted. Score range values are optional, but if they're added, both values must be set and they must not be equal. When first adding a score range, or when changing it in the future to a smaller range that will restrict data, all data outside of the range is lost and can't be recovered. |
| Start Date and Time ¹ | The date and time in which scores begin posting to your leaderboard. The date and time are based on Coordinated Universal Time (UTC). |
| Duration ¹ | The length of time scores on this leaderboard are posted for. |
| Resets Every ¹ | How often scores on this leaderboard are reset. |

¹This property is only available for recurring leaderboards.

Leaderboard language properties

Leaderboard language properties collect language-specific text used in a leaderboard's display. You must include these properties for at least one language.

| Property | Description |
|--------------------------------|---|
| Language | The language in which your leaderboard appears. There must be at least one language defined. |
| Name | The display name of the leaderboard in the specified language. |
| Score Format | This format determines how your scores are displayed on your leaderboard for the specified language. For example, if your app is scored with money, you may want to specify different types of money based on the language you select. The values in this menu reflect the Score Format Type for the leaderboard. |
| Score Format Suffix (Singular) | This suffix is added to the end of scores displayed in the singular form. This suffix is optional but is useful for clarifying the type of score stored in the leaderboard. Examples include "point," "coin," and "hit." |
| Score Format Suffix (Plural) | This suffix is added to the end of scores displayed in the plural form. This suffix is optional but is useful for clarifying the type of score stored in the leaderboard. Examples include "points," "coins," and "hits." |
| Image | A localized image that represents the leaderboard. The image must be a .jpeg, .jpg, .tif, .tiff, or .png file that's 512 x 512 or 1024 x 1024 pixels, at least 72 dpi, and in the RGB color space. This property is optional. |

Leaderboard types

App Store Connect tracks different data for each type of leaderboard. The leaderboard type determines which scores are included in a leaderboard.

| Type | Description |
|-----------|--|
| Classic | A leaderboard where score data will never reset unless the leaderboard is deleted. |
| Recurring | A recurring leaderboard will continually reset based on your preferences. |
| Combined | A leaderboard that combines and ranks together the players' scores from multiple single leaderboards. |
| Attached | A single leaderboard that's combined with other leaderboards—the attached child of a combined leaderboard. |

Leaderboard statuses

Leaderboard statuses indicate whether the leaderboard has been approved and made live with the app.

| Status | Description |
|-----------|---|
| In Review | The leaderboard was submitted to Apple for review. |
| Live | The leaderboard was approved with the app. |
| Not Live | The leaderboard has not been approved with a version of the app. Leaderboards will also have this status if they were previously Live for an app, moved to a group, and haven't been approved with the group yet. |

Achievements

Achievement metadata identifies each achievement and its behavior in App Store Connect. You can input the language-specific text used in the achievement display and track the status to determine if the achievement has been approved and made live with the app.

Set these properties in the Achievements section of the Game Center page for an app, as described in [Configure achievements](#).

Achievement properties

The main achievement properties in App Store Connect identify each achievement and how they behave.

| Properties | Description |
|----------------------------|---|
| Achievement Reference Name | An internal name that you must provide for each achievement. This is the name you use if you search for the achievement within App Store Connect. |
| Achievement ID | A chosen alphanumeric identifier for your achievement. This ID is limited to 100 characters (assumes single-byte characters). Your Achievement ID is a permanent setting and therefore can't be edited at a later date. |
| Point Value | The points that your achievement is worth. There is a maximum of 100 points per achievement and a maximum of 1000 points total for all achievements. |
| Hidden | Achievements marked as Hidden remain hidden in Game Center until a player has achieved them. |
| Achievable More Than Once | An indication of whether the player can earn the achievement multiple times. |

Achievement language properties

Achievement language properties collect language-specific text used in achievement display. You must include these properties for at least one language.

| Property | Description |
|------------------------|---|
| Language | The language in which you'd like this achievement to appear. There must be at least one language defined. |
| Title | The localized title of this achievement as you'd like it to appear in Game Center. |
| Pre-earned Description | The description of your achievement as it appears to Game Center users before they earn it. |
| Earned Description | The description of your achievement as it appears to Game Center users after they earn it. |
| Image | A localized image that represents the achievement. The image must be a .jpeg, .jpg, .tif, .tiff, or .png file that's 512 x 512 or 1024 x 1024 pixels, at least 72 dpi, and in the RGB color space. This property is required. |

Achievement statuses

Achievement statuses indicate whether the achievement has been approved and made live with the app.

| Property | Description |
|-----------|---|
| In Review | The achievement was submitted to Apple for review. |
| Live | The achievement was approved with the app. |
| Not Live | The achievement has not been approved with a version of the app. Achievements will also have this status if they were previously Live for an app, moved to a group, and haven't been approved with the group yet. |

Group properties

Group properties identify the apps, leaderboards, and achievements that are included in a group. Set these properties on the Game Center page for the app, as described in [Create a group](#).

| Property | Description |
|---------------------|---|
| Reference Name | An internal name that you must provide for each group. This is the name you see in App Store Connect. |
| Apps in this Group | The apps attached to this group. |
| Group Leaderboard | The shared leaderboards for this group. |
| Group Achievements | The shared achievements for this group. |
| Default Leaderboard | The leaderboard that's displayed by default in your app. |

App version properties

App version properties allow App Store Connect to track which Game Center properties apply to a specific app version.

| Property | Description |
|---------------------------|--|
| Leaderboards | A leaderboard displays the top scores of all Game Center users who play your app. You can't remove a leaderboard that's in use in Game Center for any version of your app. Each app can have a maximum of 100 leaderboards. Leaderboards are optional. |
| Achievements | An achievement is a distinction that a player earns for reaching a milestone or performing an action, defined by your app. You can't delete an achievement that's in use in Game Center for any version of your app. Achievements are optional. |
| Multiplayer Compatibility | Multiplayer Compatibility allows you to describe which versions of your game can see each other during the matchmaking process. Each compatible group of devices and versions of your game are matched as separate groups. |

App analytics

App metrics

Sales

| Term | Description |
|------------------|---|
| In-App Purchases | The number of in-app purchases on devices running macOS 10.14.1, iOS 8, or tvOS 9, or later. Introductory price subscriptions and subscription renewals are included in this metric. Restored in-app purchases, whether on the same or different device, are not counted. |
| Proceeds | The estimated amount of proceeds you will receive from your sales. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of the Paid Applications Agreement. |
| Sales | The total amount billed to customers for purchasing apps, app bundles, and In-App Purchases. Taxes are only included in the sales if those taxes were included in the App Store price. Note that sales totals are not the same as your proceeds. You can see your payments in Payments and Financial Reports on App Store Connect if you have the Admin or Finance roles. |
| Paying Users | The number of unique users, based on Apple ID, that paid for an app or an In-App Purchase. |

Usage

Usage data totals are based on app users who agree to share their data with you.

| Term | Description |
|------------------------|--|
| Installations | The total number of times your app has been installed on devices with iOS 8 or tvOS 9, or later. Redownloads on the same device, downloads to multiple devices sharing the same Apple ID, and Family Sharing installations are included. Totals are based on app users who agree to share their data with you. |
| Sessions | The number of times the app has been used for at least two seconds. If the app is in the background and is later used again, that counts as another session. Totals are based on app users who agree to share their data with you. |
| Active Devices | The number of devices with at least one session during the selected period. Based on devices running iOS 8 or tvOS 9, or later. Totals are based on app users who agree to share their data with you. |
| Active in Last 30 Days | The number of active devices with at least one session during the previous 30 days. Totals are based on app users who agree to share their data with you. |
| Crashes | <p>The total number of crashes on devices running iOS 8 or tvOS 9, or later.</p> <p>Get detailed crash logs and crash reports in Xcode, such as unique totals for each type of crash and how many users experienced it. For more information, View Crash Reports in Xcode Help.</p> |
| Deletions | The number of times your app was deleted on devices running iOS 12.3 or tvOS 9 or later by users who agree to share their data with you. This data includes deletions of the app from the Home Screen and deletions of the app through Manage Storage. Data from resetting or erasing a device's content and settings is not included. |

App Store

| Term | Description |
|-------------------------------------|--|
| Impressions | The number of times your app was viewed on the Today, Games, Apps, and Search tabs of the App Store. Includes Product Page Views. |
| Impressions (Unique Devices) | The number of unique devices that have viewed your app on the Today, Games, Apps, and Search tabs of the App Store. Includes Unique Product Page views. |
| Product Page Views | The total number of times your App Store product page was viewed. Includes when apps use StoreKit to load your product page. |
| Product Page Views (Unique Devices) | The number of unique devices that have viewed your App Store product page. Includes when apps use StoreKit to load your product page. |
| Pre-Orders | The total number of pre-orders placed, minus cancelations. |
| Updates | The total number of app updates. Includes auto-updates. |

Downloads

| Term | Description |
|----------------------|---|
| First Time Downloads | The total number of first time downloads of your app. |
| Redownloads | The total number of redownloads of your app. Does not include auto-updates or device restores. |
| Total Downloads | The total number of app downloads including First Time Downloads and Redownloads. |

App Clip metrics

| Term | Definition |
|------------------------------|---|
| App Clip Card Views | The number of times a card for this App Clip has been invoked by a device on iOS 14 or later. |
| App Clip Card Views (Unique) | The unique number of devices that invoked a card for this App Clip on iOS 14 or later. |
| App Clip Installations | The number of times an App Clip has been installed on a device. An App Clip installation occurs when a user taps the Open button on an App Clip Card. Once an App Clip is installed on a user's device, it will remain installed for a period of seven days. If the same user installs the app a second time after the seven-day period has ended, a second installation will be counted. |
| App Clip Sessions | The number of times the App Clip has been used for at least one second. |
| App Clip Active Devices | The unique number of devices with at least one App Clip session. |
| App Clip Crashes | The total number of times the App Clip has crashed. |

In-app event metrics

| Metric | Definition |
|----------------------------|---|
| Event Impressions | The total number of times your in-app event was viewed on the App Store. Includes event detail page views and event card views. |
| Event Impressions (Unique) | The number of unique devices that viewed your in-app event on the App Store. Includes event detail page views and event card views. |
| Event Page Views | The total number of times your in-app event details page was viewed on the App Store. |
| Event Page Views (Unique) | The total number of devices that viewed your in-app event details page on the App Store. |
| App Opens | The number of times users opened your app by clicking on a link from your in-app event card. |
| Reminders | The number of times users tapped on the reminder button to request a notification when your app begins. Canceled reminders are subtracted from the total. |
| Notification Taps | The number of times users tapped on a notification that your in-app event is about to start. |

Performance Metrics

Rates and Ratios

| Term | Description |
|-----------------|--|
| Retention Rate | Retention measures the usage of your app over time. Daily Retention = (Active Devices on day X of the retention period) / (Active Devices during the entire retention period) For example, if your app was first downloaded by customers on 100 devices on May 1st, and seven days later (on May 8th) 20 devices are still active with at least one session, the retention rate on May 8 is 20% (or 20 active devices out of 100). |
| Conversion Rate | The number of Total Downloads / Unique Impressions. |

| | |
|------------------------------|---|
| | For example, if your app was viewed on 100 devices on the Today, Games, Apps, and Search tabs of the App Store and 50 users downloaded (or redownloaded it), your conversion rate for the selected period is 50%. |
| Product Page Conversion Rate | Total Downloads that came from your app's Product Page/ Unique Product Page Views. |
| | For example, if your product page was viewed on 100 devices and downloaded (or redownloaded) 50 times, your conversion rate for the selected period is 50%. |
| Sales Per Paying User | Your app's total sales (including associated in-app purchases) / your app's total number of paying users for the selected period. |
| | For example, if your app's total sales for the period is \$100, and your app has 100 paying users, your sales per paying user is \$1. |
| Sessions Per Active Device | The number of times your app was opened for at least two seconds / the number of active devices for your app in the selected period. |
| | For example, if your app was opened 100 times, and you have 10 active devices for the same period, then your Sessions Per Active Device ratio is 10. |
| Proceeds Per Paying User | The estimated amount you will receive for sales of your apps or in-app purchases / your app's total number of paying users for the selected period. |
| | For example, if your app's total proceeds for the period are \$100, and your app has 100 paying users, your proceeds per paying user are \$1. |

App analytics filters and dimensions

| Term | Definition | Availability |
|-------------|--|--------------------|
| App Version | The version of your app displayed on the App Store. | Apps and App Clips |
| Device | <ul style="list-style-type: none"> • iPhone • iPad • Apple TV • iPod | Apps and App Clips |

- Desktop

App Units, In-App Purchases, and Sales are based on the platform on which the app is downloaded. Active in Last 30 Days, Product Page Views, Retention, and Sessions are based on the platform on which the app is used.

| | | |
|------------------|--|--------------------|
| Platform Version | The OS version on which the app was downloaded or used. App Units, In-App Purchases, and Sales are based on the version on which the app is downloaded. Active in Last 30 Days, Product Page Views, Retention, and Sessions are based on the iOS version on which the app is used. | Apps and App Clips |
| Region | <p>The App Store region in which purchases were made, based on the customer's billing address. Regions include:</p> <ul style="list-style-type: none">• U.S. and Canada• Europe• Latin America and the Caribbean• Asia Pacific• Africa, the Middle East, and India | Apps and App Clips |
| Territory | The App Store as determined by the customer's billing address. | Apps and App Clips |
| Source Type | The source type from which a customer tapped a link to your App Store product page to view your app or download it for the first time. Use this filter to view metrics based on the source from which users are finding your app. | Apps and App Clips |
| App Referrer | The app from which a customer tapped a link to your App Store product page to view it or download it for the first time. Filter by App Referrer to see a list of apps that referred users to your app's product page. | Apps and App Clips |
| Web Referrer | The website from which a customer tapped a link to your App Store product page to view it or download it for the first time. Filter by Web Referrer to see a list of websites that referred users to your app's product page. | Apps and App Clips |
| Campaign | Custom App Store links you can use in your marketing materials, websites, or advertising. Campaign links allow you to see your app sales, usage, and monetization for specific campaigns. Campaigns only display in App | Apps and App Clips |

| | | |
|--------------------|---|------|
| | Analytics after more than a day has passed since campaign launch and at least five App Units are attributed to the campaign. | |
| Purchasable Item | The app or in-app purchase, by name or Apple ID. View or filter by purchasable item to see data for your app or individual in-app purchases. | Apps |
| Pre Orders | Filtering by Pre Order allows you to see your sales, usage, and select download and App Store metrics that originated by a Pre-Order vs Standard app downloads. | Apps |
| Standard Downloads | Downloads that did not originate from a Pre-Order. Used when viewing Downloads by standard app downloads. | Apps |
| App Download Date | The date when the user last downloaded or redownloaded the app from the App Store. Updates and app restores do not impact this date. | Apps |
| Product Page | Use this filter to see app metrics by individual product page. See Custom Product Pages. | Apps |
| In-app event | The in-app event card or detail page from which a user downloaded or redownloaded your app. | Apps |
| Page Type | <p>Available Page Types include:</p> <ul style="list-style-type: none"> • Product page: A user downloaded your app from a default or custom product pages. • Store Sheet: A user downloaded your app from a store sheet enabled using StoreKit. • In-app event: A user downloaded your app directly from an In-app event card or in-app event details page. • None: A user downloaded your app from a source that's neither a product page nor a store sheet (for example, directly from App Store search results). | Apps |

Product page optimization

Product page optimization terms and definitions

| Term | Description |
|------|-------------|
| | |

| | |
|---------------------------|--|
| Product page | A page on the App Store that informs people about your app and lets them download it onto their device. |
| Test | An experiment in which different treatments of your product page are shown to a percentage of users so their performance can be compared to the performance of your original product page during the same timeframe. |
| Variant | An instance of your product page (either the original or a treatment). |
| Treatment | A variant of your product page that's compared to your original product page. |
| Original | Your default product page, which serves as the control for your test. |
| Referral traffic | Visits to any variant of your product page from a direct URL. |
| Apply treatment | The action of replacing the metadata on your original product page with the metadata from one of your treatments. |
| Confidence level | The probability that the data gathered in a test suggests that two variants are performing differently. |
| Baseline | The variant that the other pages are being compared against. |
| Collecting data | Data is still being collected to determine whether this variant is performing better than the baseline. |
| Performing better | This variant is performing better than the baseline with at least 90% confidence. |
| Performing worse | This variant is performing worse than the baseline with at least 90% confidence. |
| Likely to be inconclusive | Based on the current results, there likely won't be enough data after 90 days to determine how this variant is performing compared to the baseline. |
| Estimated conversion rate | The estimated percentage of people that download your app from a certain variant. This estimate incorporates the data observed during the test, as well as existing data. |

| | |
|-------------------------|---|
| Estimated relative lift | The estimated relative increase in conversion rate for a variant as compared to the selected baseline. |
| Bayesian reasoning | A statistical method where probability expresses a degree of confidence in an event; used to justify confidence in your conversion rate lift. |
| Credible interval | The probable range of your lift or conversion rate. This represents a 90% interval, meaning there's a 90% probability that the conversion rate or lift falls within this range. |

Payments and Financial Reports

View payment information

Payment information will display in the corresponding currency of each region where sales occur.

| Field Title | Description |
|-----------------------|---|
| Region | This is where the unit sale took place. Hover over a region name to reveal all App Store territories included in that region. |
| Units Sold | This is the total number of units sold in the corresponding region. Note that this value only includes purchases. |
| Balance* | This consists of any amounts not paid out from previous months, or amounts returned. |
| Earned | This displays the gross earnings amount per region for that fiscal period. |
| Total* | This displays the total earnings per region, including both the previous months and the current months balances. |
| Taxes and Adjustments | <p>This displays the net of all input taxes, adjustments, or withholding taxes for that region. Hover over the amount to see a breakdown of all taxes and adjustments included in the net total presented.</p> <ul style="list-style-type: none">• Withholding Tax. Withholding tax represents amounts withheld by Apple and remitted to taxing authorities in accordance with government requirements specific to the territory. Withholding taxes can vary based on your location, the completion of any optional tax forms and the tax treaties entered into by your country or region. See Tax forms overview for more information.• Input Taxes. Input taxes are amounts added to your payment to meet your tax requirements in certain territories. For example, Goods and Services Tax (GST) generally applies if you are either based in Australia or based outside of Australia but registered for GST. |

Total Owed

This is the sum of Earned and Taxes and Adjustments and displays the estimated amount owed to you in the currency of each reported region and revenue type. If there is a carry forward balance, this is the sum of Total, and Taxes and Adjustments.

Exchange Rate

This is the exchange rate at the time of payment, used to calculate total proceeds in your bank account currency. The exchange rate is only displayed if the payment for the report month selected has been disbursed.

Per Schedule 2 to your Developer Agreement, our bank converts payment amounts into the currency of your bank account. The exchange rate is established by our bank and, due to Apple's volume, is generally a more favorable rate than used by your local bank. The rates are typically the spot rate on the date of payment and no more than three business days prior to the date the proceeds are received into your account.

Proceeds or Total Estimated Proceeds

The name of this column will vary depending on whether or not a payment has been executed for the report month selected.

- **Total Estimated Proceeds.** This is displayed if payment to you has not yet been made. This is the estimated amount of proceeds that will be dispersed in your bank account currency.
If iTunes does not have an exchange rate for a particular currency, you will see the amount converted to USD by default. This is for display purposes only, and payment will be made in your chosen bank account currency.
 - **Proceeds.** This is displayed if payment has been transferred to your bank account. This is the actual amount of proceeds paid for the corresponding region and report period. Values are displayed in your bank account currency.
-

Payment Date

The payment date displayed in Payments and Financial Reports is the date the payment leaves Apple's bank.

* Balance and Total columns will only be displayed if there is a running balance from the previous payment period.

Financial report fields

All Countries or Regions (Single File, Multiple File) report fields:

| Report Field | Values | Notes |
|------------------------|---|---|
| Start Date | MM/DD/YYYY | This is the period start date, based on Apple's fiscal calendar . |
| End Date | MM/DD/YYYY | This is the period end date, also based on Apple's fiscal calendar. |
| UPC | Up to 20 characters | This field is not applicable to developers. This will display as blank. |
| ISRC / ISBN | Up to 20 characters | For apps, this is your SKU. For details, see App information . For in app purchases, this is the product ID. See In-app purchase information for details. |
| Vendor Identifier | Up to 20 characters | This is the "SKU" that was provided for an app, or a "Product ID" provided for an in-app purchase. |
| Quantity | Number with no decimal places (positive or negative) | Aggregated number of units sold. |
| Partner Share | Number with two decimal places (always positive) | The proceeds you receive per unit. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement. |
| Extended Partner Share | Number with two decimal places (positive or negative) | Quantity multiplied by Partner Share. |
| Partner Share Currency | Three characters | Three-character ISO code for the currency of the amounts earned. |

| | | |
|--|-----------------------|--|
| Sale or Return | "S" or "R" | S indicates a Sale, R indicates a Return |
| Apple Identifier | Up to 18 characters | Apple ID, a unique identifier automatically generated for your app when you add the app to your account. You can view this property in the App Information section in App Store Connect. This identifier is also used in the URL for the App Store on desktop computers. You can't edit this property. <i>Note:</i> This identifier is not the same as your Apple ID that you use to sign in to App Store Connect and your developer account. |
| Artist / Show / Developer / Author | Up to 1000 characters | Your legal entity name. |
| Title | Up to 5000 characters | The name you entered for your app as described in App information . |
| Label / Studio / Network / Developer / Publisher | Up to 1000 characters | This field is not applicable to developers. This will display as blank. |
| Grid | Up to 30 characters | This field is not applicable to developers. This will display as blank. |
| Product Type Identifier | Up to five characters | The type of product purchased. See Product Type Identifiers for more information. |
| ISAN / Other Identifier | Up to 50 characters | This field is not applicable to developers. This will display as blank. |
| Country of Sale | Two characters | Two-character ISO code (such as US for the United States) that indicates the country or region for the App Store where the purchase occurred. This is based on the customer Apple ID country or region . |

| | | |
|-------------------|---|--|
| Pre-order Flag | "P" or null | |
| Promo Code | Up to 10 characters | If the transaction was part of a promotion, a gift, or was downloaded through the Volume Purchase Program for Education, this field will contain a value. This field is empty for all non-promotional items. For more information, see Promotional Codes . |
| Customer Price | Number with two decimal places (positive or negative) | The price per unit billed to the customer, which you set for your app or in-app purchase in App Store Connect. *Customer price is inclusive of any applicable taxes we collect and remit per Schedule 2 of the Paid Applications agreement. |
| Customer Currency | Three characters | Three-character ISO code for the currency type paid by the customer. For example, USD for United States Dollar. |

An asterisk (*) indicates you provided this information to us. Sometimes we may change this information for consistency.

All Countries or Regions (Detailed) report fields:

| Field Name | Date Type | Notes |
|------------------|------------|--|
| Vendor Name | String | Provided by you when signing your Paid Applications Agreement |
| Start Date | MM/DD/YYYY | This is the period start date, based on Apple's fiscal calendar . |
| End Date | MM/DD/YYYY | This is the period end date, also based on Apple's fiscal calendar. |
| Transaction Date | MM/DD/YYYY | Date the customer purchased the app or in-app purchase. The transaction date is only |

| | | |
|-------------------------|------------|--|
| | | populated if it occurred within 30 days of the settlement date. Otherwise the field is blank. |
| Settlement Date | MM/DD/YYYY | Date when the customer's payment was processed and collected and an invoice was issued. |
| Apple Identifier | Int | An app Apple ID is a unique identifier automatically generated for your app when you add a new app record in My Apps and cannot be edited. You can view this identifier in the App Information section of the app record. It is also used in your app's App Store link on desktop computers. |
| SKU | String | "SKU" that was provided for an app, or the "Product ID" that was provided for an in-app purchase. |
| Title | String | Name you entered for your app in App information . |
| Developer Name | String | Your legal entity name. |
| Product Type Identifier | String | Type of product purchased. See Product Type Identifiers . |
| Country of Sale | String | Two-character ISO code (such as US for the United States) that indicates the country or region of the App Store where the purchase occurred. This is based on the customer's Apple ID country or region. |
| Quantity | Int | Aggregate number of units sold. |
| Partner Share | Decimal | Proceeds you receive per unit. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of the Paid Applications Agreement. |
| Extended Partner Share | Decimal | |

| | | |
|------------------------|---------|--|
| | | Quantity multiplied by Partner Share. |
| Partner Share Currency | String | Three-character ISO code for the currency of the amounts earned. |
| Customer Price | Decimal | Price per unit billed to the customer, which you set for your app or in-app purchase in App Store Connect. This includes any applicable taxes we collect and remit per Schedule 2 of the Paid Applications Agreement. |
| Customer Currency | String | Three-character ISO code for the currency type paid by the customer. For example, USD for United States Dollar. |
| Sale or Return | String | S indicates a Sale. R indicates a Return. |
| Promo Code | String | If the transaction was part of a promotion, a gift, or was downloaded through the Volume Purchase Program for Education, this field will contain a value. This field is empty for all non-promotional items. For more information, see Promotional Codes . |
| Order Type | String | For introductory offers or promotional offers, indicates what type of transaction this line item is: Pay Up Front or Pay As You Go. For pre-orders, indicates whether a purchase originated from a Pre-Order. For promotional offers, the field will populate the Order ID. For offer codes, the field will populate offer code reference name used in App Store Connect when setting up the subscription offer. |
| Region | String | |

Shows a two-character state or province code for transactions in the United States and Canada.

Apple legal entities

This table shows the Apple Legal Entity associated with each currency.

| Currency | Currency Name | Apple Legal Entity Making Payment |
|----------|-----------------------------|--|
| AED | United Arab Emirates Dirham | Apple Distribution International Limited |
| AUD | Australian Dollar | Apple Pty Ltd. |
| BGN | Bulgarian Lev | Apple Distribution International Limited |
| BRL | Brazilian Real | Apple Services LATAM LLC |
| CAD | Canadian Dollar | Apple Canada, Inc. |
| CHF | Swiss Franc | Apple Distribution International Limited |
| CLP | Chilean Peso | Apple Services LATAM LLC |
| CNY | Chinese Yuan | Apple Distribution International Limited |
| COP | Colombian Peso | Apple Services LATAM LLC |
| CZK | Czech Koruna | Apple Distribution International Limited |
| DKK | Danish Krone | Apple Distribution International Limited |
| EUR | Euro | Apple Distribution International Limited |
| EGP | Egyptian Pound | Apple Distribution International Limited |
| GBP | Pound Sterling | Apple Distribution International Limited |
| HKD | Hong Kong Dollar | Apple Distribution International Limited |

| | | |
|-----|--------------------|--|
| HUF | Hungarian Forint | Apple Distribution International Limited |
| HRK | Croatian Kuna | Apple Distribution International Limited |
| IDR | Indonesian Rupiah | Apple Distribution International Limited |
| ILS | Israeli New Shekel | Apple Distribution International Limited |
| INR | Indian Rupee | Apple Distribution International Limited |
| JPY | Japanese Yen | iTunes KK |
| KRW | Korean Won | Apple Distribution International Limited |
| KZT | Kazakhstani Tenge | Apple Distribution International Limited |
| MXN | Mexican Peso | Apple Services LATAM LLC |
| MYR | Malaysian Ringgit | Apple Distribution International Limited |
| NGN | Nigerian Naira | Apple Distribution International Limited |
| NOK | Norwegian Krone | Apple Distribution International Limited |
| NZD | New Zealand Dollar | Apple Pty Ltd. |
| PEN | Peruvian Sol | Apple Services LATAM LLC |
| RUB | Pakistani Rupee | Apple Distribution International Limited |
| PHP | Philippine Peso | Apple Distribution International Limited |
| PLN | Polish Zloty | Apple Distribution International Limited |
| PKR | Pakistani Rupee | Apple Distribution International Limited |
| QAR | Qatari Riyal | Apple Distribution International Limited |

| | | |
|-----------|----------------------|--|
| RON | Romanian leu | Apple Distribution International Limited |
| SAR | Saudi Riyal | Apple Distribution International Limited |
| SEK | Swedish Krona | Apple Distribution International Limited |
| SGD | Singapore Dollar | Apple Distribution International Limited |
| THB | Thai Baht | Apple Distribution International Limited |
| TRY | Turkish Lira | Apple Distribution International Limited |
| TWD | New Taiwan Dollar | Apple Distribution International Limited |
| TZS | Tanzanian Shilling | Apple Distribution International Limited |
| USD | United States Dollar | Apple Inc. |
| USD RoW | United States Dollar | Apple Distribution International Limited |
| USD LatAm | United States Dollar | Apple Services LATAM LLC |
| VND | Vietnamese Dong | Apple Distribution International Limited |
| ZAR | South African Rand | Apple Distribution International Limited |

Currency codes

Currency will be displayed in reports as a 3 character currency code.

| Currency Code | Currency Name |
|---------------|-----------------------------|
| AED | United Arab Emirates Dirham |
| AUD | Australian Dollar |
| BGN | Bulgarian Lev |
| BRL | Brazilian Real |

| | |
|-----|--------------------|
| CAD | Canadian Dollar |
| CHF | Swiss Franc |
| CLP | Chilean Peso |
| CNY | Chinese Yuan |
| COP | Colombian Peso |
| CZK | Czech Koruna |
| DKK | Danish Krone |
| EGP | Egyptian Pound |
| EUR | Euro |
| GBP | Pound Sterling |
| HKD | Hong Kong Dollar |
| HRK | Croatian Kuna |
| HUF | Hungarian Forint |
| IDR | Indonesian Rupiah |
| ILS | Israeli New Shekel |
| INR | Indian Rupee |
| JPY | Japanese Yen |
| KRW | Korean Won |
| KZT | Kazakhstani Tenge |
| MXN | Mexican Peso |
| MYR | Malaysian Ringgit |
| NGN | Nigerian Naira |
| NOK | Norwegian Krone |
| NZD | New Zealand Dollar |
| PEN | Peruvian Sol |
| PKR | Pakistani Rupee |
| PHP | Philippine Peso |

| | |
|-----|----------------------|
| PLN | Polish Zloty |
| QAR | Qatari Riyal |
| RON | Romanian Leu |
| RUB | Russian Ruble |
| SAR | Saudi Riyal |
| SEK | Swedish Krona |
| SGD | Singapore Dollar |
| THB | Thai Baht |
| TRY | Turkish Lira |
| TWD | New Taiwan Dollar |
| TZS | Tanzanian Shilling |
| USD | United States Dollar |
| VND | Vietnamese Dong |
| ZAR | South African Rand |

Financial Report Regions and Currencies

Region codes are used for downloading Financial reports using [Reporter](#).

| Report Region | Report Currency | Region Code | Countries or Regions |
|----------------|-----------------|-------------|----------------------|
| Americas | USD | US | United States |
| Australia | AUD | AU | Australia |
| Brazil | BRL | BR | Brazil |
| Bulgaria | BGN | BG | Bulgaria |
| Canada | CAD | CA | Canada |
| Chile | CLP | CL | Chile |
| China mainland | CNY | CN | China mainland |
| Colombia | COP | CO | Colombia |
| Czech Republic | CZK | CZ | Czech Republic |

| | | | |
|-------------------|-----|----|-------------------|
| Croatia | HRK | HR | Croatia |
| Denmark | DKK | DK | Denmark |
| Egypt | EGP | EG | Egypt |
| Hong Kong | HKD | HK | Hong Kong |
| Hungary | HUF | HU | Hungary |
| India | INR | IN | India |
| Indonesia | IDR | ID | Indonesia |
| Israel | ILS | IL | Israel |
| Japan | JPY | JP | Japan |
| Kazakhstan | KZT | KZ | Kazakhstan |
| Republic of Korea | KRW | KR | Republic of Korea |
| Malaysia | MYR | MY | Malaysia |
| Mexico | MXN | MX | Mexico |
| New Zealand | NZD | NZ | New Zealand |
| Nigeria | NGN | NG | Nigeria |
| Norway | NOK | NO | Norway |
| Pakistan | PKR | PK | Pakistan |
| Peru | PEN | PE | Peru |
| Philippines | PHP | PH | Philippines |
| Poland | PLN | PL | Poland |
| Qatar | QAR | QA | Qatar |
| Romania | RON | RO | Romania |
| Russia | RUB | RU | Russia |
| Saudi Arabia | SAR | SA | Saudi Arabia |
| Singapore | SGD | SG | Singapore |
| South Africa | ZAR | ZA | South Africa |
| Sweden | SEK | SE | Sweden |

| | | | |
|---------------------------------|-----|----|---|
| Switzerland | CHF | CH | Switzerland |
| Taiwan | TWD | TW | Taiwan |
| Thailand | THB | TH | Thailand |
| Turkey | TRY | TR | Turkey |
| United Arab Emirates | AED | AE | United Arab Emirates |
| United Kingdom | GBP | GB | United Kingdom |
| United Republic of Tanzania | TZS | TZ | United Republic of Tanzania |
| Vietnam | VND | VN | Vietnam |
| Euro-Zone | EUR | EU | Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain |
| Latin America and the Caribbean | USD | LL | Anguilla, Antigua and Barbuda, Argentina, Bahamas, Barbados, Belize, Bermuda, Bolivia, British Virgin Islands, Cayman Islands, Chile, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Honduras, Jamaica, Montserrat, Nicaragua, Panama, Paraguay, Saint Lucia, St. Kitts and Nevis, St. Vincent and the |

| | | | |
|---------------|-----|----|---|
| | | | Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos, Uruguay, and Venezuela |
| Rest of World | USD | WW | Afghanistan, Albania, Algeria, Angola, Armenia, Azerbaijan, Bahrain, Belarus, Benin, Bhutan, Botswana, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Cape Verde, Chad, Republic of the Congo, Democratic Republic of the Congo, Cote d'Ivoire, Croatia, Egypt, Fiji, Gabon, Gambia, Georgia, Ghana, Guinea-Bissau, Iceland, Iraq, Jordan, Kazakhstan, Kenya, Republic of Korea, Kuwait, Kyrgyzstan, Laos, Lebanon, Liberia, Libya, Macau, North Macedonia, Madagascar, Malawi, Malaysia, Maldives, Mali, Mauritania, Mauritius, Micronesia, Moldova, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nepal, Niger, Nigeria, Oman, Pakistan, Palau, Papua New Guinea, Philippines, Qatar, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Solomon Islands, Sri Lanka, Swaziland, Tajikistan, United Republic of Tanzania, Tonga, Tunisia, Turkmenistan, |

| | | | |
|--------------------------------|----------|----|---|
| | | | Uganda, Ukraine, Uzbekistan, Vanuatu, Vietnam, Yemen, Zambia, Zimbabwe |
| Consolidated Financial Reports | Multiple | ZZ | All Countries or Regions |
| Financial Detail Reports | Multiple | Z1 | All Countries or Regions |

Minimum payment threshold

Before payment can be sent to your bank, your account must meet the minimum payment threshold.

If your bank territory and bank account currency is listed in the table below, you must exceed a minimum payment threshold of \$0.02 USD. For India (INR), the minimum payment threshold is \$0.30 USD. All other bank territories and bank account currencies must exceed a minimum payment threshold of \$150 USD.

For Korea and Thailand, the minimum threshold is not \$0.02 USD like the rest of the low-value currencies:

- **KR/KRW:** The minimum threshold is \$50 USD due to requirements both locally and at the bank.
- **TH/THB:** For Thailand residents only, the minimum threshold is \$10 USD. Developers located outside of Thailand will continue to be paid via wire transfer with the \$150 USD minimum threshold.

| Bank Territory | Bank Account | Bank Territory | Bank Account |
|----------------|--------------|----------------|---------------|
| AD | Andorra | EUR | IS |
| AN | Netherlands | EUR | IT |
| AT | Austria | EUR | JP |
| AU | Australia | AUD | LI |
| AZ | Azerbaijan | EUR | LT |
| BE | Belgium | EUR | LU |
| | | | Liechtenstein |
| | | | Lithuania |
| | | | Luxembourg |
| | | | EUR |

| | | | | | |
|----|------------------------------|-----|----|---------------------------------|-----|
| BR | Brazil | BRL | MC | Monaco | EUR |
| BG | Bulgaria | EUR | ME | Montenegro | EUR |
| CA | Canada | CAD | MM | Myanmar | EUR |
| CC | Cocos, Keeling Islands | EUR | MQ | Martinique | EUR |
| CH | Switzerland | CHF | MT | Malta | EUR |
| CH | Switzerland | EUR | MY | Malaysia | MYR |
| CY | Cyprus, Republic of | EUR | NL | Netherland s | EUR |
| CZ | Czech Republic | EUR | NO | Norway | EUR |
| DE | Germany | EUR | NZ | New Zealand | NZD |
| DK | Denmark | EUR | PH | Philippines | PHP |
| EE | Estonia | EUR | PL | Poland | EUR |
| ES | Spain | EUR | PM | Saint Pierre and Miquelon | EUR |
| FI | Finland | EUR | PT | Portugal | EUR |
| FR | France | EUR | RE | Réunion | EUR |
| GB | United Kingdom | EUR | RO | Romania | EUR |
| GB | United Kingdom | GBP | SE | Sweden | EUR |
| GF | French Guiana | EUR | SG | Singapore | SGD |
| GP | Guadeloupe | EUR | SI | Slovenia | EUR |
| GR | Greece | EUR | SK | Slovak Republic | EUR |
| HK | Hong Kong | HKD | SM | San Marino | EUR |
| HU | Hungary | EUR | US | United States | USD |

| | | | | | |
|----|-----------|-----|----|-----------------------------|-----|
| ID | Indonesia | IDR | VA | The Holy See (Vatican City) | EUR |
| IE | Ireland | EUR | YT | Mayotte | EUR |

Transaction Tax Report - coming soon

| Field Title | Description |
|----------------------|--|
| Country/Territory | The App Store as determined by the customer's billing address |
| State | The state as determined by the customer's billing address |
| County | The county as determined by the customer's billing address |
| City | The city as determined by the customer's billing address |
| District | The district as determined by the customer's billing address |
| Misc | Additional customer billing address information relevant for taxation (for example, Texas transit district, EU trade block) |
| Tax Category | The tax category is used to determine the tax rate for your app or in-app purchase in each tax jurisdiction |
| Tax Type | The type of transaction tax (for example, sales tax, use tax, value-added tax, goods and services tax, and other similar taxes) |
| Currency | Three-character ISO code for the currency type paid by the customer. For example, USD for United States Dollar |
| Tax Exclusive Amount | The amount of customer sales taxed at a given rate minus the tax amount reflected in the Taxes Paid column |
| Tax Rate | The tax rate applied to these transactions |
| Taxes Paid | The total transaction tax (sales tax, use tax, value-added tax, goods and services tax, and other similar taxes) amount per tax rate in the customer currency for these transactions |
| # of Transactions | The number of transactions taxed at a given rate in each territory. Note that this only includes transactions without a corresponding refund. |
| # of Invoices | The number of customer invoices issued at a given tax rate. Note that this only includes invoices without a corresponding refund. |

Sales and Trends

Summary Sales Report

The below table shows columns for Summary Sales Report Version 1_3.

Tip: To better understand the values below, view a sample Summary Sales Report.

| Report Field | Report Data Type | Values | Notes |
|-------------------------|------------------|-----------------------|--|
| Provider | CHAR(5) - APPLE | Up to 5 Characters | The service provider in your reports (typically Apple). |
| Provider Country | CHAR(2) - US | Up to 2 Characters | The service provider country code (typically U.S.). |
| SKU | VARCHAR(100) | Up to 100 Characters | A product identifier provided by you during app setup. |
| Developer | VARCHAR(4000) | Up to 4000 Characters | Provided by you during the initial account setup. |
| Name | VARCHAR(600) | Up to 600 Characters | Provided by you during app setup. |
| Version | VARCHAR(100) | Up to 100 Characters | Provided by you during app setup. |
| Product Type Identifier | VARCHAR(20) | Up to 20 Characters | Defines the type of transaction (for example, initial download, update, and so on). For more information, see Product Type Identifiers . |
| Units | DECIMAL(18,2) | Up to 18 Characters | The aggregated number of units. Negative values indicate refunds, or CMB credits for previously purchased apps when CMB column shows 'CMB-'. |

| | | | |
|-------------------------------|---------------|---------------------|---|
| | | | C: A 0 value may indicate a partial refund |
| Developer Proceeds (per item) | DECIMAL(18,2) | Up to 18 Characters | The amount you receive per unit. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement. |
| Begin Date | Date | Date in MM/DD/YYYY | Start date of report. |
| End Date | Date | Date in MM/DD/YYYY | End date of report. |
| Customer Currency | CHAR(3) | Up to 3 Characters | Three-character ISO code indicating the customer's currency. For more information, see Currency codes . |
| Country Code | CHAR(2) | Up to 2 Characters | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies . |
| Currency of Proceeds | CHAR(3) | Up to 3 Characters | The currency in which your proceeds are earned. For more information, see Currency codes . |
| Apple Identifier | DECIMAL(18,0) | Up to 18 Characters | The Apple ID for your app. |
| Customer Price | DECIMAL(18,2) | Up to 18 Characters | The price per unit billed to the customer, which you set for your app or in-app purchase in App Store Connect. *Customer price is inclusive of any applicable taxes |

| | | | |
|-------------------|--------------|----------------------|--|
| | | | we collect and remit per Schedule 2 of the Paid Applications agreement. Negative values indicate refunds, or CMB credits for previously purchased apps when CMB column shows 'CMB-C'. |
| Promo Code | VARCHAR(10) | Up to 10 Characters | If the transaction was part of a promotion, this field will contain a value. This field is empty for all non-promotional items. For more information, see Promotional Codes . |
| Parent Identifier | VARCHAR(100) | Up to 100 Characters | In-App Purchases will show the SKU of the associated app. |
| Subscription | VARCHAR(10) | Up to 10 Characters | Defines whether an auto-renewable subscription is new or a renewal. |
| Period | VARCHAR(30) | Up to 30 Characters | Defines the duration of an auto-renewable subscription purchase. Values include: 7 days, 1 month, 2 months, 3 months, 6 months, and 1 year. |
| Category | VARCHAR(50) | Up to 50 Characters | Indicates the category of the app, such as Games. |
| CMB | VARCHAR(5) | Up to 5 Characters | If the transaction involves a "completed" app bundle, this field will contain a value of "CMB." App credits for completed bundles will show a value of "CMB-C." Otherwise this field is blank. |

| | | | |
|---------------------|-------------|---------------------|---|
| Supported Platforms | VARCHAR(12) | Up to 12 Characters | List of platforms that your app supports: iOS, tvOS, iOS and tvOS, or macOS. |
| Device | VARCHAR(10) | Up to 10 Characters | Type of device used for purchase or redownload: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Preserved Pricing | VARCHAR(3) | Up to 3 Characters | For Renew events, if the price is preserved then this field equals "Yes". Otherwise it is blank. |
| Proceeds Reason | VARCHAR(20) | Up to 20 Characters | If a subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year." Otherwise, you receive 70% and the field is blank. |
| Client | VARCHAR(30) | Up to 30 Characters | Indicates where the purchase happened: App Store for iMessage, News, or blank. |
| Order Type | VARCHAR(30) | Up to 30 Characters | For introductory offers or subscription offers, indicates what type of transaction this line item is: Pay Up Front or Pay As You Go. For pre-orders, indicates whether a purchase originated from a Pre-Order. For promotional offers, the field will populate the Order ID. For offer codes, the field will populate offer code reference name used in App Store |

Connect when setting up the subscription offer.

Sales Events Report

Tip: To better understand the values below, view a sample report.

| Report Field | Report Data Type | Description |
|------------------|------------------|--|
| Date | Date | The date the sales event occurred. |
| Name | String | Provided by you during app setup. |
| Event | String | The sales event that occurred. |
| Metric | String | Type of metric: Units, Sales, or Proceeds. |
| Territory | String | The territory of the sales event that occurred. Values include the two-character ISO country code, or Worldwide. |
| Device | String | The device for which the sales event occurred: Values include iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Time Frame | String | The time frame of the sales event. For example, All Time. |
| Apple Identifier | BigInt | The Apple ID for your app or in-app purchase. |

Pre-Order Report

Tip: To better understand the values below, view a sample report.

| Report Field | Report Data Type | Values | Notes |
|------------------|------------------|--------------------|---|
| Provider | CHAR(5) - APPLE | Up to 5 Characters | Service provider in your reports (typically Apple). |
| Provider Country | CHAR(2) - US | Up to 2 Characters | |

| | | | |
|----------------------|---------------|-----------------------|---|
| | | | Service provider country code (typically U.S.). |
| SKU | VARCHAR(100) | Up to 100 Characters | Product identifier provided by you during app setup. |
| Developer | VARCHAR(4000) | Up to 4000 Characters | Provided by you during the initial account setup. |
| Title | VARCHAR(600) | Up to 600 Characters | Provided by you during app setup. |
| Pre-Order Start Date | DATE | Date in MM/DD/YYYY | Date the app becomes available for pre-order. |
| Pre-Order End Date | DATE | Date in MM/DD/YYYY | Last date the app is available for pre-order, after which the app is available for sale. |
| Ordered | DECIMAL(18,2) | Up to 18 Characters | Aggregated number of pre-orders for the period. |
| Canceled | DECIMAL(18,2) | Up to 18 Characters | Aggregated number of canceled pre-orders for the period. |
| Cumulative Ordered | DECIMAL(18,2) | Up to 18 Characters | Total number of pre-orders since the start of the pre-order period. |
| Cumulative Canceled | DECIMAL(18,2) | Up to 18 Characters | Total number of canceled pre-orders since the start of the pre-order period. |
| Start Date | DATE | Date in MM/DD/YYYY | Start date of report. |
| End Date | DATE | Date in MM/DD/YYYY | End date of report. |
| Country Code | CHAR(2) | Up to 2 Characters | Two-character ISO country code indicating the App Store territory of the Pre-Order. For more information, see |

| Financial Report Regions and Currencies . | | | |
|--|---------------|---------------------|---|
| Apple Identifier | DECIMAL(18,0) | Up to 18 Characters | Apple ID for your app. |
| Device | VARCHAR(10) | Up to 10 Characters | Type of device used for purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Supported Platforms | VARCHAR(12) | Up to 12 Characters | List of platforms that your app supports: iOS, tvOS, iOS and tvOS, or macOS. |
| Category | VARCHAR(50) | Up to 50 Characters | Indicates the category of the app, such as Games. |
| Client | VARCHAR(30) | Up to 30 Characters | Indicates where the purchase happened: App Store, App Store for iMessage, or blank. |

Subscription Report

The below table shows columns for **Subscription Report Version 1_3**.

Tip: To better understand the values below, view a sample report.

| Report Field | Data Type | Notes |
|--------------------------------|-----------|--|
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | Int | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |

| | | |
|-------------------------|---------|--|
| Customer Price | Decimal | Retail Price displayed on the App Store and charged to the customer. |
| Customer Currency | String | Three-character ISO code indicating the customer's currency. For more information, see Currency codes . |
| Developer Proceeds | Decimal | The proceeds for each subscription. |
| Proceeds Currency | String | The currency in which your proceeds are earned. For more information, see Currency codes . |
| Preserved Pricing | String | For Renew events, if the price is preserved then this field equals "Yes". Otherwise, it is blank. |
| Proceeds Reason | String | For Renew events, if the subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year". Otherwise, you receive 70% and the field is blank. |
| Subscription Offer Name | String | The promotional offer reference name or the offer code reference name used in App Store Connect when setting up the subscription offer. |
| Promotional Offer ID | String | An identifier that you set for your subscription offers in App Store Connect. For Promotional Offers this is the value entered in the Promotional Offer Reference Name field when setting up the offer. For one-time use offer codes, this is the value entered in the Offer Code Reference Name field when setting up the |

| | | |
|---|--------|--|
| | | offer. For custom offer codes this is the code shared with your users. |
| State | String | State field in the address submitted by the customer when signing up for their Apple ID. This field is not validated and may be blank. |
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies . |
| Device | String | Type of device used for subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |
| Active Standard Price Subscriptions | Int | Total number of auto-renewable standard paid subscriptions currently active, excluding free trials, subscription offers, introductory offers, and marketing opt-ins. Subscriptions are active during the period for which the customer has paid without cancellation. |
| Active Free Trial Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently in a free trial. |
| Active Pay Up Front Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently with a pay up front introductory price. |
| Active Pay as You Go Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently with a pay as you go |

| | | |
|---|-----|---|
| | | introductory price. |
| Free Trial Promotional Offer Subscriptions | Int | Total number of promotional offers currently in a free trial. |
| Pay Up Front Promotional Offer Subscriptions | Int | Total number of promotional offers with a pay up front promotional price. |
| Pay As You Go Promotional Offer Subscriptions | Int | Total number of promotional offers with a pay as you go promotional price. |
| Marketing Opt-Ins | Int | Total number of subscriptions currently in a marketing opt-in bonus period. |
| Billing Retry | Int | Total number of subscriptions in the Billing Retry status. This indicates that the App Store is still attempting to automatically renew a subscription when billing issues arise (for example, an expired credit card). Available in reports for dates starting December 7, 2017. |
| Grace Period | Int | Total number of subscriptions in the Billing Grace Period state. This indicates that subscriber can continue accessing your content for a certain period of time (6 or 16 days) while Apple attempts to correct the billing issue. |
| Free Trial Offer Code Subscriptions | Int | Total number of offer code subscriptions currently in a free trial. |
| Pay Up Front Offer Code Subscriptions | Int | Total number of offer code subscriptions with a pay up front offer price. |
| Pay As You Go Offer Code Subscriptions | Int | Total number of offer code subscriptions with a pay as you go offer price. |
| Subscribers | Int | The number of subscribers who have access to the auto-renewable subscription |

including entitled family members. Note that this field is only populated when the record represents more than 3 subscriptions. [Learn more.](#)

The below table shows columns for **Subscription Report Version 1_2**.

Tip: To better understand the values below, view a sample report.

| Report Field | Data Type | Notes |
|--------------------------------|-----------|---|
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | Int | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Customer Price | Decimal | Retail Price displayed on the App Store and charged to the customer. |
| Customer Currency | String | Three-character ISO code indicating the customer's currency. For more information, see Currency codes . |
| Developer Proceeds | Decimal | The proceeds for each subscription. |
| Proceeds Currency | String | The currency in which your proceeds are earned. For more information, see Currency codes . |
| Preserved Pricing | String | For Renew events, if the price is preserved then this field equals "Yes". Otherwise, it is |

| | | |
|------------------------|--------|--|
| | | blank. |
| Proceeds Reason | String | For Renew events, if the subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year". Otherwise, you receive 70% and the field is blank. |
| Promotional Offer Name | String | The promotional offer reference name used in App Store Connect when setting up the subscription offer. |
| Promotional Offer ID | String | An identifier that you set for your subscription offers in App Store Connect. This is the value entered in the Promotional Offer Product Code field when setting up a subscription offer. For details on implementation see Generating a Signature for Subscription Offers . |
| State | String | State field in the address submitted by the customer when signing up for their Apple ID. This field is not validated and may be blank. |
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies . |
| Device | String | Type of device used for subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |

| | | |
|---|-----|---|
| Active Standard Price Subscriptions | Int | Total number of auto-renewable standard paid subscriptions currently active, excluding free trials, subscription offers, introductory offers, and marketing opt-ins. Subscriptions are active during the period for which the customer has paid without cancellation. |
| Active Free Trial Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently in a free trial. |
| Active Pay Up Front Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently with a pay up front introductory price. |
| Active Pay as You Go Introductory Offer Subscriptions | Int | Total number of introductory offer subscriptions currently with a pay as you go introductory price. |
| Free Trial Promotional Offer Subscriptions | Int | Total number of promotional offers currently in a free trial. |
| Pay Up Front Promotional Offer Subscriptions | Int | Total number of promotional offers with a pay up front promotional price. |
| Pay As You Go Promotional Offer Subscriptions | Int | Total number of promotional offers with a pay as you go promotional price. |
| Marketing Opt-Ins | Int | Total number of subscriptions currently in a marketing opt-in bonus period. |
| Billing Retry | Int | Total number of subscriptions in the Billing Retry status. This indicates that the App Store is still attempting to automatically renew a subscription when billing issues arise (for example, an expired credit card). Available in reports for dates starting December 7, 2017. |

| | | |
|--------------|-----|--|
| Grace Period | Int | Total number of subscriptions in the Billing Grace Period state. This indicates that subscriber can continue accessing your content for a certain period of time (6 or 16 days) while Apple attempts to correct the billing issue. |
|--------------|-----|--|

Subscription Event Report

The below table shows columns for **Subscription Event Report Version 1_3**.

Tip: To better understand the values below, view a sample report.

| Report Field | Data Type | Notes |
|--------------------------------|-----------|--|
| Event Date | Date | Date the event occurred. |
| Event | String | Type of event that occurred. For more information, see Subscription Events . |
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | String | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Subscription Offer Type | String | Type of introductory price: Pay Up Front, Pay As You Go, or Free Trial |
| Subscription Offer Duration | String | Duration of the introductory price if applicable. For example: 3 Days, 7 Days, 2 |

| | | |
|---------------------------|--------|---|
| | | Weeks, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Marketing Opt-In | String | If the subscription included a marketing opt-in then this field equals "Yes". Otherwise, it is blank. |
| Marketing Opt-In Duration | String | Duration of the opt-in if applicable: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Preserved Pricing | String | For Renew events, if the price is preserved then this field equals "Yes". Otherwise, it is blank. |
| Proceeds Reason | String | For Renew events, if the subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year". Otherwise, you receive 70% and the field is blank. |
| Promotional Offer Name | String | The Promotional Offer Reference Name used in App Store Connect when setting up the offer. |
| Promotional Offer ID | String | An identifier that you set for your subscription offers in App Store Connect. For Promotional Offers this is the value entered in the Promotional Offer Reference Name field when setting up the offer. For one-time use offer codes, this is the value entered in the Offer Code Reference Name field when setting up the offer. For custom offer codes this is the code shared with your users. |
| Consecutive Paid Periods | Int | The total number of paid periods that the subscription has been active without |

| | | |
|--------------------------------|--------|--|
| | | cancellation. This does not include free trials, marketing opt-in bonus periods, or grace periods. |
| Original Start Date | Date | Date of the initial subscription purchase. |
| Device | String | Type of device used for initial subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |
| State | String | State field in the address submitted by the customer when signing up for their Apple ID. This field is not validated and may be blank. |
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies |
| Previous Subscription Name | String | For upgrade, downgrade, and crossgrade events, the title of the previous subscription. |
| Previous Subscription Apple ID | BigInt | For upgrade, downgrade, and crossgrade events, the Apple ID of the previous subscription. |
| Days Before Canceling | Int | For cancel events, the number of days from the start date to when a subscriber canceled, which could be in the middle of the period. This only applies to cancel events where cancellation reason equals 'canceled.' Otherwise, it is blank. |
| Cancellation Reason | String | Reason for a cancellation: Billing issue, Price increase, Canceled, Removed from Sale, |

or Other. For more information, see [Cancellation Reasons](#).

| | | |
|---------------|-----|---|
| Days Canceled | Int | For reactivate events, the number of days ago that the subscriber canceled. |
| Quantity | Int | Number of events with the same values for the other fields. |

The below table shows columns for **Subscription Event Report Version 1_2**.

Tip: To better understand the values below, view a sample report.

| Report Field | Data Type | Notes |
|--------------------------------|-----------|---|
| Event Date | Date | Date the event occurred. |
| Event | String | Type of event that occurred. For more information, see Subscription Events . |
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | String | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Subscription Offer Type | String | Type of introductory price: Pay Up Front, Pay As You Go, or Free Trial |
| Subscription Offer Duration | String | Duration of the introductory price if applicable. For example: 3 Days, 7 Days, 2 Weeks, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |

| | | |
|---------------------------|--------|--|
| Marketing Opt-In | String | If the subscription included a marketing opt-in then this field equals "Yes". Otherwise, it is blank. |
| Marketing Opt-In Duration | String | Duration of the opt-in if applicable: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Preserved Pricing | String | For Renew events, if the price is preserved then this field equals "Yes". Otherwise, it is blank. |
| Proceeds Reason | String | For Renew events, if the subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year". Otherwise, you receive 70% and the field is blank. |
| Promotional Offer Name | String | The Promotional Offer Reference Name used in App Store Connect when setting up the offer. |
| Promotional Offer ID | String | An identifier that you set for your subscription offers in App Store Connect. This is the value entered in the Promotional Offer Product Code field when setting up a subscription offer. For details on implementation see Generating a Signature for Subscription Offers . |
| Consecutive Paid Periods | Int | The total number of paid periods that the subscription has been active without cancellation. This does not include free trials, marketing opt-in bonus periods, or grace periods. |
| Original Start Date | Date | Date of the initial subscription purchase. |

| | | |
|--------------------------------|--------|--|
| Device | String | Type of device used for initial subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |
| State | String | State field in the address submitted by the customer when signing up for their Apple ID. This field is not validated and may be blank. |
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies |
| Previous Subscription Name | String | For upgrade, downgrade, and crossgrade events, the title of the previous subscription. |
| Previous Subscription Apple ID | BigInt | For upgrade, downgrade, and crossgrade events, the Apple ID of the previous subscription. |
| Days Before Canceling | Int | For cancel events, the number of days from the start date to when a subscriber canceled, which could be in the middle of the period. This only applies to cancel events where cancellation reason equals 'canceled.' Otherwise, it is blank. |
| Cancellation Reason | String | Reason for a cancellation: Billing issue, Price increase, Canceled, Removed from Sale, or Other. For more information, see Cancellation Reasons . |
| Days Canceled | Int | For reactivate events, the number of days ago that the subscriber canceled. |

| | | |
|----------|-----|---|
| Quantity | Int | Number of events with the same values for the other fields. |
|----------|-----|---|

Subscriber Report

The below table shows columns for **Subscriber Report Version 1_3**.

Tip: To better understand the values below, view a sample report

| Report Field | Data Type | Notes |
|--------------------------------|-----------|---|
| Event Date | Date | Date the event occurred. |
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | String | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Subscription Offer Name | String | The promotional offer reference name or the offer code reference name used in App Store Connect when setting up the subscription offer. |
| Promotional Offer ID | String | A code that you create for customers to enter and redeem the subscription offer. |
| Introductory Price Type | String | Type of introductory price: Pay Up Front, Pay As You Go, or Free Trial |
| Subscription Offer Duration | String | Duration of the introductory price if applicable: For example, 3 Days, 1 Week, 2 |

| | | |
|---------------------------|---------|--|
| | | Weeks, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Marketing Opt-In Duration | String | Duration of the marketing opt-in if applicable: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Customer Price | Decimal | The price of your auto-renewable subscription. Negative values indicate refunds. |
| Customer Currency | String | Three-character ISO code indicating the customer's currency. For more information, see Currency codes . |
| Developer Proceeds | Decimal | The proceeds for each item delivered. |
| Proceeds Currency | String | The currency in which your proceeds are earned. For more information, see Currency codes . |
| Preserved Pricing | String | For renewals, if the price is preserved then this field equals "Yes". Otherwise, it is blank. |
| Proceeds Reason | String | If a subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year." Otherwise, you receive 70% and the field is blank. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |
| Device | String | Type of device used for subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |

| | | |
|---------------------|---------|--|
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies . |
| Subscriber ID | BigInt | The randomly generated Subscriber ID that is unique to each customer and developer. |
| Subscriber ID Reset | String | If a customer cancels all of their subscriptions with you and does not resubscribe within 180 days, the Subscriber ID will be deleted. If the same customer resubscribes after 180 days, then we create a new Subscriber ID and this field equals "Yes." Otherwise, it is blank. Subscriber IDs are reset when an app is transferred to another developer account. |
| Refund | String | For full or partial refunds, this field equals "Yes." Otherwise, it is blank. |
| Purchase Date | Date | For refunds, the date of the original purchase. |
| Units | Decimal | The aggregated number of units. |

The below table shows columns for **Subscriber Report Version 1_2**.

Tip: To better understand the values below, view a sample report

| Report Field | Data Type | Notes |
|-------------------|-----------|---|
| Event Date | Date | Date the event occurred. |
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |

| | | |
|--------------------------------|---------|---|
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Subscription Group ID | BigInt | Your subscription's Group ID (formerly Family ID). |
| Standard Subscription Duration | String | Duration of the standard subscription: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Promotional Offer Name | String | The Promotional Offer Reference Name used in App Store Connect when setting up the Offer. |
| Promotional Offer ID | String | A code that you create for customers to enter and redeem the subscription offer. |
| Introductory Price Type | String | Type of introductory price: Pay Up Front, Pay As You Go, or Free Trial |
| Subscription Offer Duration | String | Duration of the introductory price if applicable: For example, 3 Days, 1 Week, 2 Weeks, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Marketing Opt-In Duration | String | Duration of the marketing opt-in if applicable: 7 Days, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year. |
| Customer Price | Decimal | The price of your auto-renewable subscription. Negative values indicate refunds. |
| Customer Currency | String | Three-character ISO code indicating the customer's currency. For more information, see Currency codes . |
| Developer Proceeds | Decimal | The proceeds for each item delivered. |
| Proceeds Currency | String | The currency in which your proceeds are earned. For more information, see Currency |

codes.

| | | |
|---------------------|--------|--|
| Preserved Pricing | String | For renewals, if the price is preserved then this field equals "Yes". Otherwise, it is blank. |
| Proceeds Reason | String | If a subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year." Otherwise, you receive 70% and the field is blank. |
| Client | String | If the subscription was purchased from News then this field equals "News". Otherwise, it is blank. |
| Device | String | Type of device used for subscription purchase: iPhone, iPad, Apple TV, iPod touch, or Desktop. |
| Country | String | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Financial Report Regions and Currencies . |
| Subscriber ID | BigInt | The randomly generated Subscriber ID that is unique to each customer and developer. |
| Subscriber ID Reset | String | If a customer cancels all of their subscriptions with you and does not resubscribe within 180 days, the Subscriber ID will be deleted. If the same customer resubscribes after 180 days, then we create a new Subscriber ID and this field equals "Yes." Otherwise, it is blank. Subscriber IDs are reset when an app is transferred to another developer account. |
| Refund | String | |

| | | |
|---------------|---------|---|
| | | For full or partial refunds, this field equals "Yes." Otherwise, it is blank. |
| Purchase Date | Date | For refunds, the date of the original purchase. |
| Units | Decimal | The aggregated number of units. |

Subscription Offer Redemption Report

The below table shows columns for Subscription Offer Redemption **Report Version 1_0**.

| Report Field | Data Type | Notes |
|-----------------------|-----------|--|
| Date | Date | The date the redemptions occurred. |
| App Name | String | Title of your subscription's parent app. |
| App Apple ID | BigInt | Apple ID of your subscription's parent app. |
| Subscription Name | String | Title of your subscription. |
| Subscription Apple ID | BigInt | Apple ID of your subscription. |
| Offer Reference Name | String | The Offer Reference Name used in App Store Connect when setting up the offer. |
| Offer Code | String | The custom code you created in App Store Connect. In the case of one-time use code redemptions, this field is blank. |
| Territory | String | Two-character ISO country code indicating the App Store territory. |
| Redemptions | Int | Number of redemptions |

Magazines & Newspapers Report

Tip: To better understand the values below, view a sample report.

| Report Field | Report Data Type | Values | Notes |
|--------------|------------------|--------|-------|
|--------------|------------------|--------|-------|

| | | | |
|-------------------------------|---------------|-----------------------|--|
| Provider | CHAR(5) | Up to 5 Characters | The service provider in your reports (typically Apple). |
| Provider Country | CHAR(2) | Up to 2 Characters | The service provider country code (typically US). |
| SKU | VARCHAR(100) | Up to 100 Characters | The product identifier provided by you during app setup. |
| Developer | VARCHAR(4000) | Up to 4000 Characters | Provided by you during the initial account setup. |
| Title | VARCHAR(600) | Up to 600 Characters | Provided by you during app setup. |
| Version | VARCHAR(100) | Up to 100 Characters | Provided by you during app setup. |
| Product Type Identifier | VARCHAR(20) | Up to 20 Characters | Defines the type of transaction (for example, initial download, update, and so on). For more information, see Product Type Identifiers . |
| Units | DECIMAL(18,2) | Up to 18 Characters | The aggregated number of units. |
| Developer Proceeds (per item) | DECIMAL(18,2) | Up to 18 Characters | The proceeds for each item delivered. |
| Customer Currency | CHAR(3) | Up to 3 Characters | Three-character ISO code indicating the customer's currency. For more information, see Financial Report Regions and Currencies . |
| Country Code | CHAR(2) | Up to 2 Characters | Two-character ISO country code indicating the App Store territory for the purchase. For more information, see |

[Financial Report](#)[Regions and Currencies.](#)

| Currency of Proceeds | CHAR(3) | Up to 3 Characters | The currency in which your proceeds are earned. For more information, see Currency codes . |
|----------------------|---------------|----------------------|---|
| Apple Identifier | DECIMAL(18,0) | Up to 18 Characters | The Apple ID for your app. |
| Customer Price | DECIMAL(18,2) | Up to 18 Characters | Retail Price displayed on the App Store and charged to the customer. |
| Promo Code | VARCHAR(10) | Up to 10 Characters | If the transaction was part of a promotion, this field will contain a value. This field is empty for non-promotional items. For more information, see Promotional Codes . |
| Parent Identifier | VARCHAR(100) | Up to 100 Characters | In-App Purchases will show the SKU of the associated app. |
| Subscription | VARCHAR(10) | Up to 10 Characters | Defines whether an auto-renewable subscription is new or a renewal. |
| Period | VARCHAR(30) | Up to 30 Characters | Defines the duration of an auto-renewable subscription purchase. Values include: 7 days, 1 month, 2 months, 3 months, 6 months, and 1 year. |
| Download Date (PST) | TIMESTAMP(0) | Date in MM/DD/YYYY | The download date. |
| Customer Identifier | DECIMAL(18,0) | Up to 18 Characters | The customer identification. |
| Report Date (Local) | DATE | Date in MM/DD/YYYY | |

| | | | |
|-------------------|-------------|---------------------|--|
| | | | The date of the report. The date and time is always the local. |
| Sales/Return | CHAR(1) | Up to 1 Character | Can be S or R. R is a refund and not a reversal. |
| Category | VARCHAR(50) | Up to 50 Characters | Indicates the category of the app, such as Games. |
| CMB | VARCHAR(5) | Up to 5 Characters | Credits for Magazine & Newspaper apps that are part of a "completed" app bundle purchase will show a value of "CMB-C." Otherwise, this field is blank. |
| Preserved Pricing | VARCHAR(3) | Up to 3 Characters | For Renew events, if the price is preserved then this field equals "Yes." Otherwise it is blank. |
| Proceeds Reason | VARCHAR(20) | Up to 20 Characters | If a subscription has been active for more than a year then you receive 85% of the customer price, minus applicable taxes, and this field equals "Rate After One Year." Otherwise, you receive 70% and the field is blank. |
| Client | VARCHAR(30) | Up to 30 Characters | If the subscription was purchased from News then this field equals "News." Otherwise, it is blank. |
| Device | VARCHAR(10) | Up to 10 Characters | Type of device used for purchase or redownload: iPhone, iPad, Apple TV, iPod touch, or Desktop. |

| | | | |
|---------------------|-------------|---------------------|--|
| Supported Platforms | VARCHAR(12) | Up to 12 Characters | List of platforms that your app supports: iOS, tvOS, iOS and tvOS, or macOS. |
|---------------------|-------------|---------------------|--|

Reports for Magazines & Newspapers are only available for apps in the Magazines & Newspapers category, with auto-renewable In-App Purchases, and include the Newsstand Kit framework.

Report File Names

The file names for downloaded reports follow the naming convention below:

| Report Type | Report Subtype | Date Type | Naming Convention | Example |
|------------------------|----------------|-----------|---------------------------------------|--------------------------------------|
| Sales | Summary | Daily | S_D_<vendor_id>_<date> | S_D_80012345_20130919 |
| Sales | Summary | Weekly | S_W_<vendor_id>_<date> | S_W_80012345_20130915 |
| Sales | Summary | Monthly | S_M_<vendor_id>_<date> | S_M_80012345_201309 |
| Sales | Summary | Yearly | S_Y_<vendor_id>_<date> | S_Y_80012345_2013 |
| Subscription | Summary | Daily | Subscription_<vendor_id>_<date> | Subscription_80012345_20160915 |
| Subscription Event | Summary | Daily | Subscription_Event_<vendor_id>_<date> | Subscription_Event_80012345_20160915 |
| Subscriber | Detailed | Daily | Subscriber_<vendor_id>_<date> | Subscriber_80012345_20161201 |
| Magazines & Newspapers | Detailed | Daily | N_D_D_<vendor_id>_<date> | N_D_D_80012345_20130919 |
| Magazines & Newspapers | Detailed | Weekly | N_D_W_<vendor_id>_<date> | N_D_W_80012345_20130915 |
| Sales | Opt-In | Weekly | O_S_W_<vendor_id>_<date> | O_S_W_80012345_20130915 |
| Pre-Order | Summary | Daily | P_S_D_<vendor_id>_<date> | P_S_D_80012345_20130919 |
| Pre-Order | Summary | Weekly | P_S_W_<vendor_id>_<date> | P_S_W_80012345_20130915 |
| Pre-Order | Summary | Monthly | P_S_M_<vendor_id>_<date> | P_S_M_80012345_201309 |
| Pre-Order | Summary | Yearly | P_S_Y_<vendor_id>_<date> | P_S_Y_80012345_2013 |

Subscription Events

Activations

| Event | Definitions | Event Type |
|--------------------------|--|-------------|
| Start Introductory Price | This is when an introductory price begins. | Activations |
| Subscribe | Start of a subscription, without an introductory price or marketing opt-in bonus period. | Activations |
| Opt-In | Start of a subscription with a marketing opt-in bonus period. | Activations |
| Start Offer Code | Start of a subscription with an offer code. | Activations |

Cancellations

| Event | Definitions | Event Type |
|------------------------------------|---|---------------|
| Cancel | Subscriber opted not to renew your subscription from within their Apple ID account settings. A subscription will count as canceled when the subscription period ends, as opposed to when the subscriber turned off auto-renew which could be in the middle of the period. | Cancellations |
| Canceled from Billing Retry | The App Store was unable to complete the transaction and the subscription is canceled. | Cancellations |
| Canceled from Billing Grace Period | The App Store was unable to complete the transaction within the 6 or 16 day Billing Grace Period window and the subscription is canceled. | Cancellations |
| Canceled After Renewal Extension | Subscriber opted not to renew your subscription after a renewal extension. | Cancellations |

Conversion to Standard Price

| Event | Definitions | Event Type |
|---|--|------------------------------|
| Paid Subscription from Introductory Offer | Subscriber switched from an introductory offer to a standard price subscription. | Conversion to Standard Price |
| Crossgrade From Introductory Offer | When a customer switches between an introductory offer and a standard price subscription within the same level. If the in-app purchases are of the same duration, the customer's prorated amount from the introductory price is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the crossgrade date. If the in-app purchases are of different durations, the crossgrade goes into effect on the customer's next renewal date. | Conversion to Standard Price |
| Downgrade From Introductory Offer | When a customer switches from an introductory offer in a higher level to a standard price subscription in a lower level. A customer downgrade will not take into effect immediately. If a customer is in a pay as you go introductory price, they will be charged for the downgraded subscription at the next billing cycle in the introductory period. If a customer is in a pay up front introductory price, they will be charged for the downgraded subscription after the entire introductory period ends. | Conversion to Standard Price |
| Upgrade From Introductory Offer | When a customer switches from an introductory offer subscription in a lower level to a standard price subscription in a higher level. The introductory price will end | Conversion to Standard Price |

immediately and the customer's prorated amount from the prior in-app purchase is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the upgrade date.

| | | |
|---|--|------------------------------|
| Paid Subscription From Opt-In | Subscriber switched from a marketing opt-in bonus period to a standard price subscription. | Conversion to Standard Price |
| Crossgrade From Opt-In | Subscriber switched from a marketing opt-in bonus period to a standard price subscription within the same level in the same subscription group. The crossgrade goes into effect at the end of the opt-in bonus period. | Conversion to Standard Price |
| Downgrade from Opt-In | Subscriber switched from a marketing opt-in bonus period to a standard price subscription in a lower level in the same subscription group. The downgrade goes into effect at the end of the opt-in bonus period. | Conversion to Standard Price |
| Upgrade from Opt-In | Subscriber switched from a marketing opt-in bonus period to a standard price subscription in a higher level in the same subscription group. The upgrade goes into effect at the end of the opt-in bonus period. | Conversion to Standard Price |
| Paid Subscription from Introductory Offer | Subscriber switched from an introductory offer to a standard price subscription. | Conversion to Standard Price |
| Crossgrade from Introductory Offer | When a customer switches between subscriptions within the same level. If the in-app purchases are of the same | Conversion to Standard Price |

duration, the customer's prorated amount from the introductory offer is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the crossgrade date. If the in-app purchases are of different durations, the crossgrade goes into effect on the customer's next renewal date.

Downgrade from Introductory Offer

When a customer switches from a subscription in a higher level to a subscription in a lower level. A customer downgrade will not take into effect immediately. If a customer is in a pay as you go introductory price, they will be charged for the downgraded subscription at the next billing cycle in the introductory period. If a customer is in a pay up front introductory price, they will be charged for the downgraded subscription after the entire introductory period ends.

Conversion to Standard Price

Upgrade from Introductory Offer

When a customer switches from a subscription in a lower level to a subscription in a higher level. The introductory offer will end immediately and the customer's prorated amount from the prior in-app purchase is refunded to the original payment method. The new in-app purchase is charged and goes into effect immediately at the full price, which changes the customer's renewal date to the upgrade date.

Conversion to Standard Price

Paid Subscription from Promotional Offer

Conversion to Standard Price

| | | |
|---|---|------------------------------|
| | Subscriber switched from a promotional offer to a standard price subscription. | |
| Paid Subscription from Promotional Offer with Upgrade | Subscriber switched from a marketing opt-in bonus period to a paid subscription in a higher level in the same subscription group. The upgrade goes into effect at the end of the opt-in bonus period. | Conversion to Standard Price |
| Paid Subscription from Promotional Offer with Downgrade | Subscriber switched from a subscription offer to a standard price subscription of a lower level. | Conversion to Standard Price |
| Paid Subscription from Offer Code | Subscriber switched from a subscription with an offer code to a standard price subscription. | Conversion to Standard Price |
| Paid Subscription from Offer Code with Crossgrade | Subscriber switched from a subscription with an offer code to a standard price subscription within the same level in the same subscription group. | Conversion to Standard Price |
| Paid Subscription from Offer Code with Downgrade | Subscriber switched from a subscription with an offer code to a standard price subscription of a lower level. | Conversion to Standard Price |
| Paid Subscription from Offer Code with Upgrade | Subscriber switched from a subscription with an offer code to a standard price subscription of a higher level. | Conversion to Standard Price |

Entered Billing Retry

| Event | Definitions | Event Type |
|---------------------------------------|--|-----------------------|
| Billing Retry from Introductory Price | The App Store was unable to complete the transaction of switching a subscription from an introductory price to a Paid Subscription due to a billing issue. | Entered Billing Retry |

| | | |
|---|---|-----------------------|
| Billing Retry from Paid Subscription | The App Store was unable to complete the transaction of renewing a subscription due to a billing issue. | Entered Billing Retry |
| Billing Retry from Opt-In | The App Store was unable to complete the transaction of renewing a subscription with a marketing opt-in bonus period due to a billing issue. | Entered Billing Retry |
| Billing Retry from Grace Period | The App Store was unable to complete the transaction of renewing a subscription during a Billing Grace Period 6 or 16 day window due to a billing issue. | Entered Billing Retry |
| Billing Retry from Offer Code | The App Store was unable to complete the transaction of renewing a subscription with an offer code due to a billing issue. | Entered Billing Retry |
| Billing Retry from Offer Code with Crossgrade | The App Store was unable to complete the transaction of switching a subscription with an offer code to a subscription within the same level due to a billing issue. | Entered Billing Retry |
| Billing Retry from Offer Code with Downgrade | The App Store was unable to complete the transaction of switching a subscription with an offer code to a subscription of a lower level due to a billing issue. | Entered Billing Retry |
| Billing Retry from Offer Code with Upgrade | The App Store was unable to complete the transaction of switching a subscription with an offer code to a subscription of a higher level due to a billing issue. | Entered Billing Retry |

Reactivations

| Event | Definitions | Event Type |
|-------|-------------|---------------|
| | | Reactivations |

| | | |
|--|--|---------------|
| Reactivate to Introductory Offer | Subscriber signed up for an introductory offer after previously canceling. The reactivation goes into effect immediately. | |
| Reactivate | Subscriber signed up for a standard price subscription after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivate with Crossgrade | Subscriber signed up for a paid subscription of an equal level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivate with Downgrade | Subscriber signed up for a paid subscription of a lower level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivate with Upgrade | Subscriber signed up for a paid subscription of a higher level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivate with Crossgrade to Introductory Offer | Subscriber signed up for an introductory offer of an equal level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivate with Downgrade to Introductory Offer | Subscriber signed up for an introductory offer of a lower level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| | | Reactivations |

| | | |
|---|--|---------------|
| Reactivate with Upgrade to Introductory Offer | Subscriber signed up for an introductory offer of a higher level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | |
| Reactivation to Promotional Offer | Subscriber signed up for a subscription offer after previously canceling. | Reactivations |
| Reactivation to Promotional Offer with Upgrade | Subscriber signed up for a subscription offer of a higher level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivation to Promotional Offer with Downgrade | Subscriber signed up for a subscription offer of a lower level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivation to Promotional Offer with Crossgrade | Subscriber signed up for a subscription offer of an equal level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivation to Opt-In | Subscriber signed up for a marketing opt-in from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivation to Offer Code | Subscriber signed up for a subscription with an offer code after previously canceling. | Reactivations |
| Reactivation to Offer Code with Crossgrade | Subscriber signed up for a subscription with an offer code | Reactivations |

of an equal level from the same subscription group after previously canceling. The reactivation goes into effect immediately.

| | | |
|---|--|---------------|
| Reactivation to Offer Code with Downgrade | Subscriber signed up for a subscription with an offer code of a lower level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |
| Reactivation to Offer Code with Upgrade | Subscriber signed up for a subscription with an offer code of a higher level from the same subscription group after previously canceling. The reactivation goes into effect immediately. | Reactivations |

Refunds

| Event | Definitions | Event Type |
|--------------------------------|---|------------|
| Refund | Subscriber received a refund of the subscription. | Refunds |
| Refund After Renewal Extension | Subscriber received a refund of the subscription after a renewal extension. | Refunds |

Renewals

| Event | Definitions | Event Type |
|--|--|------------|
| Introductory Offer from Introductory Offer | Subscriber signed up for an introductory offer after previously being subscribed to an introductory offer of a different subscription group. | Renewals |
| Promotional Offer from Opt-In | Subscriber moved from a marketing opt-in bonus period to a subscription offer. | Renewals |

| | | |
|--|---|----------|
| Promotional Offer from Opt-In with Upgrade | Subscriber switched from a marketing opt-in bonus period to a subscription offer of a higher level. | Renewals |
| Promotional Offer from Opt-In with Downgrade | Subscriber switched from a marketing opt-in bonus period to a subscription offer of a lower level. | Renewals |
| Promotional Offer from Opt-In with Crossgrade | Subscriber switched from a marketing opt-in bonus period to a subscription offer within the same level in the same subscription group. The crossgrade goes into effect at the end of the opt-in bonus period. | Renewals |
| Promotional Offer from Paid Subscription | Subscriber switched from a subscription at the standard price to a subscription offer. | Renewals |
| Promotional Offer from Paid Subscription with Upgrade | Subscriber signed up for a subscription of a higher level from the same subscription group after redeeming a subscription offer. The Upgrade goes into effect immediately. | Renewals |
| Promotional Offer from Paid Subscription with Downgrade | Subscriber signed up for a subscription of a lower level from the same subscription group after redeeming a subscription offer. The Downgrade goes into effect immediately. | Renewals |
| Promotional Offer from Paid Subscription with Crossgrade | Subscriber signed up for a subscription of the same level from the same subscription group after redeeming a subscription offer. The Crossgrade goes into effect immediately. | Renewals |
| Promotional Offer from Introductory Offer | Subscriber signed up for a subscription offer after previously redeeming a promotional offer. | Renewals |

| | | |
|---|---|----------|
| Promotional Offer from Introductory Offer with Upgrade | Subscriber switched from an introductory offer to a subscription offer of a higher level. | Renewals |
| Promotional Offer from Introductory Offer with Downgrade | Subscriber switched from an introductory offer to a subscription offer of a lower level. | Renewals |
| Promotional Offer from Introductory Offer with Crossgrade | Subscriber switched from an introductory offer to a subscription offer of an equal level. | Renewals |
| Introductory Offer from Promotional Offer | Subscriber signed up for an introductory offer after previously being subscribed to a subscription offer of a different subscription group. | Renewals |
| Introductory Offer from Promotional Offer with Upgrade | Subscriber signed up for an introductory offer of a higher level after previously being subscribed to a subscription offer of a different subscription group. | Renewals |
| Introductory Offer from Promotional Offer with Downgrade | Subscriber signed up for an introductory offer of a lower level after previously being subscribed to a subscription offer of a different subscription group. | Renewals |
| Introductory Offer from Promotional Offer with Crossgrade | Subscriber signed up for an introductory offer of an equal level after previously being subscribed to a subscription offer of a different subscription group. | Renewals |
| Upgrade | Subscriber switched from a standard price subscription in a lower level to a subscription in a higher level in the same subscription group. A Subscription will count as upgraded when it goes into effect immediately. | Renewals |

| | | |
|---|---|----------|
| Downgrade | Subscriber switched from a standard price subscription in a higher level to a subscription in a lower level in the same subscription group. A subscription will count as downgraded when it goes into effect on the subscriber's next renewal date, as opposed to when the subscriber switches their subscription, which could be in the middle of the period. | Renewals |
| Crossgrade | Subscriber switched between standard price subscriptions of the same level in the same subscription group. If the subscriptions are of the same duration, the crossgrade will be counted when it goes into effect immediately. If the subscriptions are of different durations, the crossgrade will be counted when it goes into effect on the subscriber's next renewal date, as opposed to when the subscriber switches their subscription, which could be in the middle of the period. | Renewals |
| Opt-in from Promotional Offer | Subscriber moved to a marketing opt-in bonus period from a subscription offer. | Renewals |
| Introductory Offer from Paid Subscription | Subscriber moved from a paid subscription on a standard price to an introductory offer of a subscription in a different group | Renewals |
| Introductory Offer from Paid Subscription with Crossgrade | Subscriber moved from a paid subscription on a standard price to an introductory offer of a subscription in a different group of the same level. | Renewals |
| Introductory Offer from Paid Subscription with Downgrade | Subscriber moved from a paid subscription on a standard price to an introductory offer | Renewals |

| | | |
|--|---|----------|
| | of a subscription in a different group of a lower level. | |
| Introductory Offer from Paid Subscription with Upgrade | Subscriber moved from a paid subscription on a standard price to an introductory offer of a subscription in a different group of a higher level. | Renewals |
| Opt-in from Introductory Offer | Subscriber switched from an introductory offer to marketing opt-in bonus period. | Renewals |
| Introductory Offer from Opt-In | Subscriber moved from a marketing opt-in bonus period to an introductory offer. | Renewals |
| Introductory Offer Crossgrade from Opt-In | Subscriber switched from a marketing opt-in bonus period to an introductory offer within the same level. | Renewals |
| Introductory Offer Downgrade from Opt-In | Subscriber switched from a marketing opt-in bonus period to an introductory price offer of a lower level. | Renewals |
| Introductory Offer Upgrade from Opt-In | Subscriber switched from a marketing opt-in bonus period to an introductory offer of a higher level. | Renewals |
| Offer Code from Opt-In | Subscriber moved from a marketing opt-in bonus period to a subscription with an offer code. | Renewals |
| Offer Code from Opt-In with Crossgrade | Subscriber switched from a marketing opt-in bonus period to a subscription with an offer code within the same level in the same subscription group. | Renewals |
| Offer Code from Opt-In with Downgrade | Subscriber switched from a marketing opt-in bonus period to a subscription with an offer code of a lower level. | Renewals |
| | | Renewals |

| | | |
|--|---|----------|
| Offer Code from Opt-In with Upgrade | Subscriber switched from a marketing opt-in bonus period to a subscription with an offer code of a higher level. | |
| Offer Code from Introductory Offer | Subscriber signed up for a subscription with an offer code after previously redeeming a introductory offer. | Renewals |
| Offer Code from Introductory Offer with Crossgrade | Subscriber switched from an introductory offer to a subscription with an offer code of an equal level. | Renewals |
| Offer Code from Introductory Offer with Downgrade | Subscriber switched from an introductory offer to a subscription with an offer code of a lower level. | Renewals |
| Offer Code from Introductory Offer with Upgrade | Subscriber switched from an introductory offer to a subscription with an offer code of a higher level. | Renewals |
| Offer Code from Paid Subscription | Subscriber moved from a paid subscription on a standard price to a subscription with an offer code. | Renewals |
| Offer Code from Paid Subscription with Crossgrade | Subscriber moved from a paid subscription on a standard price to a subscription with an offer code of an equal level. | Renewals |
| Offer Code from Paid Subscription with Downgrade | Subscriber moved from a paid subscription on a standard price to a subscription with an offer code of a lower level. | Renewals |
| Offer Code from Paid Subscription with Upgrade | Subscriber moved from a paid subscription on a standard price to a subscription with an offer code of a higher level. | Renewals |
| Introductory Offer from Offer Code | Subscriber signed up for an introductory offer after previously being subscribed to | Renewals |

| | | |
|--|--|----------|
| | a subscription with an offer code. | |
| Introductory Offer from Offer Code with Crossgrade | Subscriber signed up for an introductory offer of an equal level after previously being subscribed to a subscription with an offer code. | Renewals |
| Introductory Offer from Offer Code with Downgrade | Subscriber signed up for an introductory offer of a lower level after previously being subscribed to a subscription with an offer code. | Renewals |
| Introductory Offer from Offer Code with Upgrade | Subscriber signed up for an introductory offer of a higher level after previously being subscribed to a subscription with an offer code. | Renewals |
| Opt-in from Offer Code | Subscriber signed up for marketing opt-in bonus period offer after previously being subscribed to a subscription with an offer code. | Renewals |
| Offer Code from Promotional Offer | Subscriber signed up for a subscription with an offer code after previously redeeming a promotional offer. | Renewals |
| Promotional Offer from Offer Code | Subscriber signed up for a promotional subscription offer after previously redeeming an offer code. | Renewals |
| Offer Code from Promotional Offer with Crossgrade | Subscriber switched from a promotional subscription offer to a subscription with an offer code of an equal level. | Renewals |
| Promotional Offer from Offer Code with Crossgrade | Subscriber switched from a subscription with an offer code to a promotional subscription offer of an equal level. | Renewals |
| Offer Code from Promotional Offer with Downgrade | Subscriber switched from a promotional subscription offer to a subscription with an offer | Renewals |

code of a lower level.

| | | |
|--|---|----------|
| Promotional Offer from Offer Code with Downgrade | Subscriber switched from a subscription with an offer code to a promotional subscription offer of a lower level. | Renewals |
| Offer Code from Promotional Offer with Upgrade | Subscriber switched from a promotional subscription offer to a subscription with an offer code of a higher level. | Renewals |
| Promotional Offer from Offer Code with Upgrade | Subscriber switched from a subscription with an offer code to a promotional subscription offer of a higher level. | Renewals |
| Renewal Extension of Paid Subscription | Subscriber received a renewal extension to a standard price subscription. | Renewals |
| Renewal Extension of Introductory Offer | Subscriber received a renewal extension to an introductory offer. | Renewals |
| Renewal Extension of Promotional Offer | Subscriber received a renewal extension to a promotional offer. | Renewals |
| Renewal Extension of Offer Code | Subscriber received a renewal extension to a subscription with an offer code. | Renewals |
| Renewal Extension of Opt-in | Subscriber received a renewal extension to a subscription with a marketing opt-in bonus period. | Renewals |

Renewal from Billing Retry

| Event | Definitions | Event Type |
|---|--|----------------------------|
| Introductory Offer from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with an introductory offer. | Renewal from Billing Retry |
| Introductory Offer Upgrade from Billing Retry | | Renewal from Billing Retry |

| | | |
|--|---|----------------------------|
| | The App Store successfully completed the transaction and renewed to a subscription with an introductory offer of a higher level. | |
| Introductory Offer Crossgrade from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with an introductory offer of the same level. | Renewal from Billing Retry |
| Introductory Offer Downgrade from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with an introductory offer of a lower level. | Renewal from Billing Retry |
| Introductory Offer from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with an introductory price. | Renewal from Billing Retry |
| Opt-In from Billing Retry | The App Store successfully completed the transaction and renewed the subscription with a marketing opt-in bonus period. | Renewal from Billing Retry |
| Renewal from Billing Retry | The App Store successfully completed the transaction and renewed the subscription. | Renewal from Billing Retry |
| Crossgrade from Billing Retry | The App Store successfully completed the transaction and switched between subscriptions within the same level. | Renewal from Billing Retry |
| Downgrade from Billing Retry | The App Store successfully completed the transaction and switched from a subscription in a higher level to a subscription in a lower level. | Renewal from Billing Retry |
| Upgrade from Billing Retry | The App Store successfully completed the transaction and switched from a subscription in | Renewal from Billing Retry |

a lower level to a subscription in a higher level.

| | | |
|--|--|----------------------------|
| Promotional Offer from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with a subscription offer. | Renewal from Billing Retry |
| Promotional Offer from Billing Retry with Crossgrade | The App Store successfully completed the transaction and renewed to a subscription offer of an equal price | Renewal from Billing Retry |
| Promotional Offer from Billing Retry with Downgrade | The App Store successfully completed the transaction and renewed to a subscription offer of a lower price. | Renewal from Billing Retry |
| Promotional Offer from Billing Retry with Upgrade | The App Store successfully completed the transaction and renewed to a subscription offer of a higher price. | Renewal from Billing Retry |
| Offer Code from Billing Retry | The App Store successfully completed the transaction and renewed to a subscription with an offer code. | Renewal from Billing Retry |
| Offer Code from Billing Retry with Crossgrade | The App Store successfully completed the transaction and renewed to a subscription of an equal level with an offer code. | Renewal from Billing Retry |
| Offer Code from Billing Retry with Downgrade | The App Store successfully completed the transaction and renewed to a subscription of a lower level with an offer code. | Renewal from Billing Retry |
| Offer Code from Billing Retry with Upgrade | The App Store successfully completed the transaction and renewed to a subscription of a higher level with an offer code. | Renewal from Billing Retry |

Enter Billing Grace Period

| Event | Definitions | Event Type |
|--------------------------------------|--|--------------------|
| Grace Period from Paid Subscription | The App Store was unable to complete the transaction of renewing a standard paid subscription due to a billing issue, and the subscription enters a 6 or 16 day Billing Grace Period window. | Enter Grace Period |
| Grace Period from Introductory Offer | The App Store was unable to complete the transaction of renewing an introductory offer to a paid subscription due to a billing issue, and the subscription enters a 6 or 16 day Billing Grace Period window. | Enter Grace Period |
| Grace Period from Promotional Offer | The App Store was unable to complete the transaction of renewing a subscription on a promotional offer to a paid subscription due to a billing issue, and the subscription enters a 6 or 16 day Billing Grace Period window. | Enter Grace Period |
| Grace Period from Opt-In | The App Store was unable to complete the transaction of renewing a subscription with a marketing opt-in bonus period due to a billing issue and the subscription enters a 6 or 16 day Billing Grace Period window. | Enter Grace Period |
| Grace Period from Offer Code | The App Store was unable to complete the transaction of renewing a subscription with a offer code due to a billing issue, and the subscription enters a 6 or 16 day Billing Grace Period window. | Enter Grace Period |

Renewals from Billing Grace Period

| Event | Definitions | Event Type |
|-------|-------------|------------|
|-------|-------------|------------|

| | | |
|--|--|----------------------------|
| Promotional Offer from Grace Period with Crossgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of an equal level with a promotional offer. | Renewals from Grace Period |
| Promotional Offer from Grace Period with Downgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of a lower level with a promotional offer. | Renewals from Grace Period |
| Promotional Offer from Grace Period with Upgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of a higher level with a promotional offer. | Renewals from Grace Period |
| Introductory Offer from Grace Period with Crossgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to an introductory offer of an equal level. | Renewals from Grace Period |
| Introductory Offer from Grace Period with Downgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to an introductory offer of a lower level. | Renewals from Grace Period |
| Introductory Offer from Grace Period with Upgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to an introductory offer of a higher level. | Renewals from Grace Period |
| Crossgrade from Grace Period | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and switched between subscriptions within the same level. | Renewals from Grace Period |
| Downgrade from Grace Period | | Renewals from Grace Period |

| | | |
|--|---|----------------------------|
| | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and switched from a subscription in a higher level to a subscription in a lower level. | |
| Upgrade from Grace Period | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and switched from a subscription in a lower level to a subscription in a higher level. | Renewals from Grace Period |
| Offer Code from Grace Period with Downgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of a lower level with an offer code. | Renewals from Grace Period |
| Offer Code from Grace Period with Crossgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of an equal level with an offer code. | Renewals from Grace Period |
| Offer Code from Grace Period with Upgrade | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription of a higher level with an offer code. | Renewals from Grace Period |
| Offer Code from Grace Period | The App Store successfully completed the transaction within a 6 or 16 Billing Grace Period window, and renewed to a subscription with an offer code. | Renewals from Grace Period |

Promotional Codes

| Promo Code | Description |
|------------|---|
| CR - RW | Promotional codes where the proceeds have been waived. The customer price will be 0, and the proceeds will be 0. These transactions are redemptions of App Store Connect Developer Codes. |
| CR - RB | Promotional codes where the proceeds have not been waived. The customer price and the proceeds will be greater than 0. |
| GP | Purchase of a gift. |
| GR | Redemption of a gift. (Deprecated in September 2013.) |
| EDU | Volume purchase for education transaction. |
| BUS | Volume purchase for business transaction. |

Product Type Identifiers

These are the different product type identifiers used in your financial reports:

| Product type identifier | Type | Description |
|-------------------------|--------------------------|---|
| 1 | Free or paid app | iPhone, iPod touch (iOS), Apple watch |
| 1-B | App Bundle | iPhone, iPod touch (iOS) |
| F1-B | App Bundle | Mac app |
| 1E | Paid app | Custom iPhone and iPod touch (iOS) |
| 1EP | Paid app | Custom iPad (iOS) |
| 1EU | Paid app | Custom universal (iOS) |
| 1F | Free or paid app | Universal (iOS), excluding tvOS |
| 1T | Free or paid app | iPad (iOS) |
| 3 | Re-download | Update (iOS, watchOS, and tvOS), excluding iPad only |
| 3F | Re-download | Universal (iOS), excluding tvOS |
| 7 | Update | Update (iOS, watchOS, and tvOS), excluding iPad only |
| 7F | Update | Universal (iOS), excluding tvOS |
| 7T | Update | iPad (iOS) |
| F1 | Free or paid app | Mac app |
| F7 | Update | Mac app |
| FI1 | In-App Purchase | Mac app |
| IA1 | In-App Purchase | Purchase (iOS) |
| IA1-M | In-App Purchase | Purchase (Mac) |
| IA3 | Restored In-App Purchase | Non-consumable |
| IA9 | In-App Purchase | Subscription (iOS) |
| IA9-M | In-App Purchase | Subscription (Mac) |
| IAY | In-App Purchase | Auto-renewable subscription (iOS) |
| IAY-M | In-App Purchase | Auto-renewable subscription (Mac) |

Cancellation Reasons

| Cancellation Reason | Definition |
|---------------------|---|
| Billing Issue | Subscription automatically ended because the subscriber could not be billed, for example, if the customer's credit card was declined. |
| Price Increase | Subscription automatically ended because the price of the subscription increased but the subscriber did not consent. |
| Canceled | Subscriber canceled their subscription. |
| Removed From Sale | Subscription was removed from sale, by the developer or Apple. |
| Other | Subscription ended for another reason not listed above. |

Sales and Trends Metrics and Dimensions

Metrics

| Term | Definition | Page |
|------------------------------|--|---------------|
| Active Paid Subscriptions | The total number of auto-renewable subscriptions currently active, including paid subscription offers and introductory offers. Excluding Free Trials and marketing options. Subscriptions are active during the period for which the customer has paid without cancellation. | Subscriptions |
| Auto-renewable Subscriptions | A product that allows users to purchase dynamic content for a set period. This type of subscription renews automatically unless canceled by the user. For example, monthly subscriptions for an app offering streaming services. | Subscriptions |
| Introductory Offer | | Subscriptions |

A period during which the subscription is provided at discounted price or at no cost, after which it is automatically renewed, unless the subscriber cancels. Introductory Pricing types include: Pay Up Front, Pay As You Go, and Free Trials.

| | | |
|-------------------------------|---|---------------|
| In-App Purchases | The number of in-app purchases. Restored purchases are not counted. | Sales |
| Marketing Opt-In | The action taken by a subscriber to elect to share personal information. This applies to Magazines & Newspapers apps that use Newsstand Kit and offer auto-renewable In-App Purchase subscriptions. | Subscriptions |
| Non-Renewing Subscriptions | A product that allows users to purchase a service and use for a limited duration. The content of this in-app purchase can be static. This type of subscription does not renew automatically. For example, a one year subscription to a catalog of archived articles. | Subscriptions |
| Pre-Orders | The total number of pre-orders placed, minus cancelations. | Sales |
| Proceeds (Developer Proceeds) | The estimated amount of proceeds you will receive from your sales. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement. For actual proceeds based on closed transactions, see Payments and Financial Reports . | Sales |
| Sales | The total amount billed to customers for purchasing apps, app bundles, and In-App Purchases. Taxes are only | Sales |

included in the sales if those taxes were included in the App Store price. Note that sales totals are not the same as your proceeds.

| | | |
|----------------------|--|---------------|
| Subscription Sales | The total amount billed to subscribers, in U.S. dollars. Taxes are only included in sales if those taxes were included in the App Store price. Note that sales totals are not the same as your proceeds. | Subscriptions |
| Subscription Units | The total number of subscription purchases, renewals, and reactivations. Excludes free trials. Includes paid subscriptions with introductory pricing. Refunds subtract from the total. For example, if a customer purchases a subscription and then renews, two units are counted. If a refund is issued for the renewal, the total is reduced by one. | Subscriptions |
| App and Bundle Units | The number of first-time purchases of your app or bundle. An app unit or bundle unit is counted when a customer taps the 'Buy' or 'Get' button for the first time. App updates, downloads from the same Apple ID onto other devices, and redownloads to the same device are not counted. Family Sharing downloads are included for free apps, but not for paid apps. | Sales |
| In-app purchases | The number of in-app purchases, including consumables, non-consumables, auto-renewable subscriptions, and non-renewable subscriptions. In-app purchases restored by | Sales |

users are not counted. For more information, see [in-app purchase types](#).

Dimensions and Filters

| Term | Definition | Page |
|--------------------------|--|--------------------|
| App | The app, by name or Apple ID. Filter by app to see data for its associated auto-renewable subscriptions. | Subscriptions |
| Cancellation Reasons | The reason why the subscription was canceled. See Cancellation Reasons . | Subscription State |
| Category | The App Store category of your app, for example Games, or Food & Drink. | Sales |
| Client | A dimension that indicates where the purchased happened. Values include: App Store (for iOS and tvOS), App Store for iMessage, and News (Apple News). | Sales |
| Complete My Bundle (CMB) | The action taken by a customer to purchase the remaining apps in a bundle beyond those already purchased. | Sales |
| Content | The app or in-app purchase, by name or Apple ID. Filter by app to see data for the app, excluding associated in-app purchases. Or, filter by one or more in-app purchases. | Sales |
| Content Type | The content type of your app. This includes App, App Bundle, and In-App Purchases for iOS apps, tvOS apps, and Mac apps. | Sales |
| Current State | The state your subscription is in. For example, introductory offer, promotional offer, billing | Subscription State |

retry, etc.

| | | |
|-------------------|--|--|
| Device | The device on which your app was downloaded. Values include: Apple TV, Desktop, iPad, iPhone, and iPod Touch. | Sales |
| Event Type | The type of subscription event. For a complete list of subscription events by type, see Subscription Events . | Subscription Event |
| Parent App | The app, by name or Apple ID. Filter by parent app to see data for the app and its associated in-app purchases. | Sales |
| Preserved Pricing | Whether or not the subscription has preserved pricing enabled. Can be either Preserved Price or Non-Preserved Price. For more information, see Manage pricing for auto-renewable subscriptions | Subscription State, Subscription Event |
| Promotional Offer | The promotional offer reference name used in App Store Connect when setting up the subscription offer. | Subscription State, Subscription Event |
| Store Currency | The currency of the App Store on which your app was purchased. Note: When filtering by store currency, the sales reflected only represent purchases made in that currency. The figures are not your total sales converted into the selected currency. | Sales |
| Subscription | One of your app's auto-renewable subscription offerings. Filter by one or more auto-renewable subscriptions. | Subscriptions |
| Duration | | Subscriptions |

Duration of the auto-renewable subscription: 3, Days, 1 Week, 2 Weeks, 1 Month, 2 Months, 3 Months, 6 Months, or 1 Year.

Filter by subscription duration to see data for subscriptions with that duration.

| | | |
|------------------|---|----------------------|
| Territory | The App Store territory in which purchases were made, based on the customer's billing address. | Sales, Subscriptions |
| Transaction Type | The transaction type of the download. Values include: Free, Paid, Redownload, Refund, and Updates. Paid indicates transactions with payment by the customer. Free indicates free transactions, including free trial transactions. | Sales |
| Version | The version of your app displayed on the App Store. | Sales |

Performances Rates and Ratios

| Term | Definition | Page |
|------------------------------------|--|------------------------|
| Retention Rate | The number of subscriptions that renewed during a specific period, divided by the number of subscriptions that were up for renewal during the same period. Upgrades, downgrades, and crossgrades do not count as a subscription renewal. Average retention rate is the average of these rates across the last 12 months. | Subscription Summary |
| Introductory Offer Conversion Rate | The number of introductory offer subscriptions that converted to a standard price divided by the number of introductory offer subscriptions that ended in the past 30 days. | Subscription Retention |
| Promotional Offer Conversion Rate | The number of Promotional Offer subscriptions that converted to a standard price divided by the number of Promotional Offer subscriptions that ended in the past 30 days. | Subscription Retention |

Sales and Trends Reports Availability

Sales and Trends reports are available to download at the following times:

- Daily reports are available the following day.
- Weekly reports are available on Mondays.
- Monthly reports are available five days after the end of the month.
- Yearly reports are available six days after the end of the year.

Reports are generally available by 8 AM Pacific Standard Time (PST).

Note: Daily, weekly, and monthly reports are saved for one year after they become available. Yearly reports are saved indefinitely. We don't store or regenerate reports for download after these time periods expire.

| Name | Frequency | Availability/Access | Versions |
|--|--------------------------------|---|----------|
| Summary Sales | Daily, Weekly, Monthly, Yearly | At least one app unit sold. | 1_0 |
| Sales Events | Daily, Weekly, Monthly, Yearly | At least one app or in-app purchase with 10,000 units sold, or \$10,000 USD in sales. | 1_1 |
| Subscription | Daily | At least one auto-renewable subscription sold, including introductory prices. | 1_2, 1_3 |
| Subscription Event | Daily | At least one auto-renewable subscription sold, including introductory prices. | 1_2, 1_3 |
| Subscriber | Daily | At least one auto-renewable subscription sold, including introductory prices. | 1_2, 1_3 |
| Magazines & Newspapers Detailed Sales Report | Daily, Weekly | Magazines & Newspapers apps that use Newsstand Kit and have sold at least one auto-renewable subscription, including introductory prices. | 1_0 |
| Pre-Order | Daily, Weekly, Monthly, Yearly | At least one pre-ordered item. | 1_1 |

Banking information

Banking information is required to receive payment from Apple.

| Term | Definition |
|----------------|---|
| Bank Territory | The country or region for the branch of your bank. This is not the same as where your bank's headquarters is located. |
| Bank Code | |

This is a routing or clearing number, but you will see a different field depending on the location of your country or region. If you don't know this information, other search criteria are available to locate your bank in App Store Connect, such as Bank Name, City, and Postal Code. If you can't identify your bank in App Store Connect, it may be that Apple can't send payments to that bank.

Bank Account Number

An account number can be found on your checks or statements and must be in English letters or numbers only. Keep in mind that some bank account numbers have leading zeros, so be sure to include all leading zeros. If you have an IBAN, your bank account number and your IBAN are two separate numbers. Don't enter your IBAN into the bank account number field.

Account Holder Name

The Account Holder Name for your account. This must be entered in English letters or numbers, or Katakana for accounts based in Japan. It is important that the name matches exactly as it appears on the bank account you are using, including punctuations. If your account is a joint account, both names should be included in the Account Holder Name field. In addition to the 26 English characters and 10 digits, only the characters ,/?-)(are permitted.

The account holder name for your bank account doesn't have to match the legal entity name for your agreement

Account Holder Type

Individual or Corporation

Address

The bank account holder's address that is associated with the bank account.

Bank Account Type

Checking or Savings. These options may vary depending on your bank country or region.

Bank Account Currency

The currency of your bank account. This will usually be the currency shown for your bank balance in your bank statements. This is also the currency you will be paid in. Note that most bank accounts only accept a single currency. Don't enter a currency you're not sure your bank account supports.

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