

IN-APP PURCHASES

WHAT YOU CAN & CANNOT SELL

▶ CAN

- ▶ Content
- ▶ App Functionality
- ▶ Services

▶ CANNOT

- ▶ Real World Goods and Services
- ▶ Unsuitable Content

CAN

- **Content.**

Deliver digital content or assets, such as magazines, photos, and artwork. Content can also be used by the app itself—for example, additional characters and levels in a game, filters in a camera app, and stationery in a word processor.

- **App functionality.**

Unlock behavior and expand features you've already delivered. Examples include a free game that offers multiplayer mode as an in-app purchase and a free weather app that lets users make a one-time purchase to remove ads.

- **Services.**

Have users pay for one-time services such as voice transcription and for ongoing services such as access to a collection of data.

CANNOT

- **Real-world goods and services.**

You must deliver a digital good or service within your app when using In-App Purchase. Use a different payment mechanism to let your users buy real-world goods and services in your app, such as a credit card or payment service.

- **Unsuitable content.**

Don't use In-App Purchase to sell content that the isn't allowed by the App Review Guidelines—for example, pornography, hate speech, or defamation.

PRODUCT TYPES

- ▶ Consumable Products
- ▶ Non-consumable Products
- ▶ Auto-renewable Subscriptions
- ▶ Non-renewable Subscriptions

- **Consumable products.**

Items that get used up over the course of running your app. Examples include minutes for a Voice over IP app and one-time services such as voice transcription.

- **Non-consumable products.**

Items that remain available to the user indefinitely on all of the user's devices. They're made available to all of the user's devices. Examples include content, such as books and game levels, and additional app functionality.

- **Auto-renewable subscriptions.**

Episodic content. Like non-consumable products, auto-renewable subscriptions remain available to the user indefinitely on all of the user's devices. Unlike non-consumable products, auto-renewable subscriptions have an expiration date. You deliver new content regularly, and users get access to content published during the time period their subscription is active. When an auto-renewable subscription is about to expire, the system automatically renews it on the user's behalf.

- **Non-renewable subscriptions.**

Subscriptions that don't involve delivering episodic content. Examples include access to a database of historic photos or a collection of flight maps. It's your app's responsibility to make the subscription available on all of the user's devices and to let users restore the purchase. This product type is often used when your users already have an account on your server that you can use to identify them when restoring content. Expiration and the duration of the subscription are also left to your app (or your server) to implement and enforce.

PRODUCT TYPE DIFFERENCES

PRODUCT TYPE	NON-CONSUMABLE	CONSUMABLE
Users can buy	Once	Multiple times
Appears in the receipt	Always	Once
Synced across devices	By the system	Not synced
Restored	By the system	Not restored

SUBSCRIPTION TYPE DIFFERENCES

SUBSCRIPTION TYPE	AUTO-RENEWABLE	NON-RENEWING
Users can buy	Multiple times	Multiple times
Appears in the receipt	Always	Always
Synced across devices	By the system	By your app
Restored	By the system	By your app

iTunes Connect

Show all tabs


iTunes Connect

Apple ID

Password

☐ Remember me

Forgot Apple ID or password?




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iTunes Connect


News

Expanded tester limits in TestFlight


Now you can gain even more valuable feedback by inviting up to 10,000 external testers. For details on how to add testers, see [iTunes Connect Developer Help](#).




My Apps




App Analytics




Sales and Trends




Payments and Financial Reports




Users and Roles



Agreements, Tax, and Banking



Resources and Help



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DM - In App Purchases - SWIFT

App Store

Features

TestFlight

Activity

IN-APP PURCHASES

In-App Purchases

App Store Promotions

Game Center

Encryption

Promo Codes

In-App Purchases

Your first In-App Purchase must be submitted with a new app version. Select it from the app's In-App Purchases section and click Submit.

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.

In-App Purchase (1)

Q Search

App-Specific Shared Secret

Reference Name ^	Type	Product ID	Status
DM - REMOVE ADS	Non-Consumable	com.devmtn.inapp_purchase_swift.removeAds	Ready to Submit

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Go to Product Page

In-App Purchases

App Store Promotions

Game Center

Encryption

Phone Codes

In-App Purchases > New In-App Purchase

Save

Reference Name

Product ID

Availability

ⓘ Cleared for Sale

Pricing

All Prices and Currencies

Price

Start Date

End Date

Choose

Content Hosting

Turn on if you want Apple to host your in-app purchase content. If you do, upload your in-app purchase content before you submit your in-app purchase for review. [Learn more about content hosting.](#)

Turn on Content Hosting

App Store Information

Provide a display name and description for your in-app purchase, and we'll show this on the App Store.

Localizations

English (U.S.)

Display Name

Description

App Store Promotion (Optional)

To make this in-app purchase available to promote on the App Store, add a 1024x1024 pixel promotional image below. You can promote up to 20 in-app purchases, and they'll appear on your app's product page. They may also 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](#)

Choose File

Review Information

Screenshot

Review Notes

Choose File

4000

METADATA FOR PRODUCT

- ▶ Reference Name
- ▶ Product ID
- ▶ Availability
- ▶ Pricing
- ▶ Content Hosting
- ▶ App Store Information Localizations
 - ▶ Display Name
 - ▶ Description
- ▶ App Store Promotion (Optional)
- ▶ Review Information
 - ▶ Screenshot
 - ▶ Review Notes

- **Reference Name.**

The reference name will be used on iTunes Connect and in Sales and Trends reports. It won't be displayed on the App Store. The name can't be longer than 64 characters.

- **Product ID.**

A unique alphanumeric ID that will be used for reporting.

- **Availability.**

Check the box to mark as available for purchase from the app store after review.

- **Pricing.**

The price tier determines the App Store price and your proceeds. To sell your in-app purchase, you must have a Paid Applications agreement.

- **Content Hosting.**

Apple can host your non-consumable products for you. Apple provides a reliable and familiar experience for users and handles distributing products to their devices and restoring products if needed.

- **App Store Information Localizations**

- **Display Name.**

The name of the in-app purchase that will be displayed on the App Store.

- **Description.**

Depending on your in-app purchase configurations, this description may also be visible to your customers.

- **App Store Promotion (Optional).**

To make this in-app purchase available to promote on the App Store, add a 1024x1024 pixel promotional image below. You can promote up to 20 in-app purchases, and they'll appear on your app's product page. They may also be shown in search results or be featured by our editorial team. Users can tap an in-app purchase to

STAGES OF A PURCHASE

