



iTunes Connect Sales and Trends Guide

App Store



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Every effort has been made to ensure that the information in this document is accurate. Apple is not responsible for typographical errors.

Apple Inc.
1 Infinite Loop
Cupertino, CA 95014
408-996-1010

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
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1. Getting Started


iTunes Connect can be accessed at <http://itunesconnect.apple.com>. Once you login, you will be presented with the Welcome page below, which contains notifications at the top and module links to help you navigate through iTunes Connect. The Welcome page you will see is based on the modules applicable to you and may be different from what is shown below. This guide is primarily intended to cover the Sales and Trends module.


**Welcome,**
iTunes Connect provides tools to help manage your content in the App Store.


**Sales and Trends**
Preview or download your daily and weekly sales information here.


**Manage Your Applications**
Add, view, and manage your applications in the iTunes Store.


**Contracts, Tax, and Banking**
Manage your contracts, tax, and banking information.


**Manage Your In App Purchases**
Create and manage In App Purchases for paid applications.


**Payments and Financial Reports**
View and download your monthly financial reports and payments.


**iAd Network**
View ad performance and manage the ads that appear in your apps.

**Manage Users**
Create and manage both iTunes Connect and In App Purchase Test User accounts.

**Contact Us**
Having a problem uploading your application? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

 [Download the Developer Guide.](#)

 [FAQs](#) Review our answers to common inquiries.

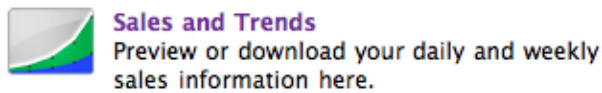
 The initial user who entered into the program license agreement has the “Admin” role, which provides access to all modules, including the ability to add other “Admin” users (using the Manage Users module). The “Admin” users associated with your account are expected to manage (add, modify, and delete) your users based on your needs.

2. Navigating and Viewing Your Sales and Trends Data

The iTunes Connect Sales and Trends module allows you to interact with your sales data in various ways:

- A summary that provides total units, percent differences, graphs, top selling content and largest market information (Dashboard view).
- Previews that provide the top 50 transactions of sales aggregated at the title level in descending sorted order (Sales view).
- Download full transaction reports for import and further analysis (Sales view).

When you are ready to access the Sales and Trends module, click on the following link located on the Welcome page:



Upon selecting the Sales and Trends module, you will be taken to the Dashboard view.

2.1. Dashboard View

The Dashboard will load and display the most recent daily data available. The following identifies the various components of the dashboard.

Vendor Selection: Apple, Inc. 80011223

View Selection: Dashboard Sales

Period Selection: View: Daily Weekly Day: Mar 07, 2011

Category Selection: iOS MacOS Free Apps Paid Apps In Apps Updates

Graph: The data shown in the Graph is representative of the Period, Category and Type Selection

Sales Trend: A bar chart showing sales from 08/02 to 08/15. The y-axis ranges from 100k to 200k. The x-axis shows dates. A note indicates a change from last week of 13.1%.

Type Selection

Graph Selection: Allows you to toggle between bar and line graphs

Top Products Display: The data shown in the Top Products display is representative of the Period, Category and Type Selection.

Top Free Apps 170,185 Total			
Product	Units	Change	
1. App Name Apple, Inc.	21,572	-612 (-2.76%)	
2. App Name Apple, Inc.	11,233	-6,424 (-36.38%)	
3. App Name Apple, Inc.	8,862	1,748 (24.57%)	
4. App Name Apple, Inc.	7,306	1,369 (23.06%)	
5. App Name Apple, Inc.	7,234	-395 (-5.18%)	
6. App Name Apple, Inc.	6,451	424 (7.04%)	
7. App Name Apple, Inc.	6,306	2,523 (66.69%)	
8. App Name Apple, Inc.	6,213	622 (11.13%)	
9. App Name Apple, Inc.	5,762	704 (13.92%)	
10. App Name Apple, Inc.	5,392	1,182 (28.08%)	

Top Markets 170,185 Total			
Market	Units	Change	
1. USA	51,916	66 (0.13%)	
2. Germany	12,189	-254 (-2.04%)	
3. UK	12,036	404 (3.47%)	
4. France	11,942	1,335 (12.59%)	
5. Japan	9,831	193 (2%)	
6. Canada	8,028	-519 (-6.07%)	
7. China	7,513	796 (11.85%)	
8. Australia	5,355	-922 (-14.69%)	
9. Mexico	4,646	189 (4.24%)	
10. Switzerland	3,674	675 (22.51%)	

Top Markets Display: The data shown in the Top Markets display is representative of the Period, Category and Type Selection.

Resources: Fiscal Calendar Download User Guide Download Mobile Guide

Done Button: Done

The "Selection" controls located above the graph allow you to change the information displayed.

Vendor Selection

The Vendor Selection display lists the legal entity name for the Sales and Trends that you are viewing.

Apple Inc 80000000 ▶

View Selection

The View Selection allows you to switch between different views. In addition to the Dashboard view, you can toggle to the Sales view (the Sales view is covered in section 2.2).



Period Selection

You can choose the type (daily or weekly), as well as the period of interest. The date menu will display all periods available up to the last 13 weeks or 14 days.



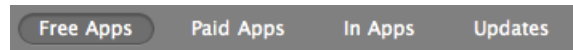
Category Selection

You can choose the specific category you wish to view in the Dashboard if you sell more than one type of content (i.e. iOS and MacOS).



Type Selection

You can choose the specific type of content within a category to view in the Dashboard's graph, Top Products and Top Markets. The available types are the same for both the iOS and MacOS category.



Refer to **Appendix E** for the complete product breakdown by product type.

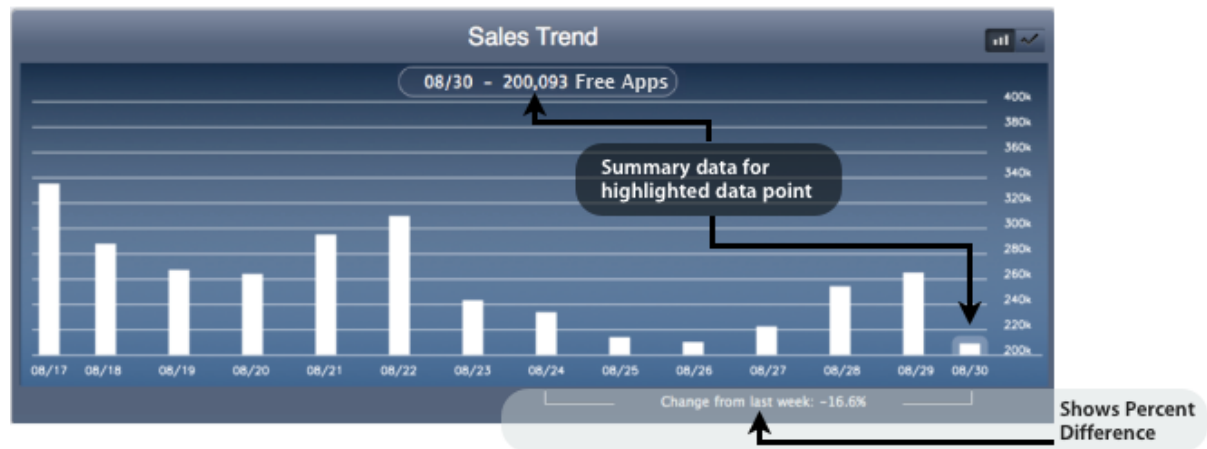
Graph Selection

You can choose between a line graph and bar graph by clicking on the graph buttons located on the right top corner of the graph.



Graph

The data displayed in the graph is based on the period (specific day or week), category and type selected. When you hover over a specific day or week in the graph (bar or line), the date, number of units and type will be displayed. The following displays the graph for the period of August 30, 2010 and the Free Apps category while mousing over the August 30, 2010 bar.



When viewing daily reports, the graph will also display the percentage change from the same day in the prior period. In the graph above you see the percentage change of free apps sold on 8/30 (Monday) to those sold on 8/24 (Monday of prior week) based on units.

Top Products Display

The Top Products display is based on the period (specific day or week), category (iOS or Mac OS) and the type (Free Apps, Paid Apps, In Apps, Updates) selected. The section provides a summary of net units at the Product level. A Product can be reported as separate lines in your reports due to differences such as territories but will be reported as combined in terms of units in this display since the units are aggregated at the Product level world-wide based on unique product identifier. The “Change” column in the display shows units and percentage change from the prior period (selected day over same day of the prior week, or selected week over prior week).

Top Free Apps		624,810 Total
Product	Units	Change
1. Title One Apple Inc.	84,857	84,857 (100%)
2. Title One Apple Inc.	15,644	-1,227 (-7.27%)
3. Title One Apple Inc.	11,704	414 (3.67%)
4. Title One Apple Inc.	8,536	-4,478 (-34.41%)
5. Title One Apple Inc.	7,787	7,787 (100%)
6. Title One Apple Inc.	6,567	6,567 (100%)
7. Title One Apple Inc.	4,569	-588 (-11.4%)
8. Title One Apple Inc.	4,401	-414 (-8.6%)
9. Title One Apple Inc.	4,282	609 (16.58%)
10. Title One Apple Inc.	3,717	-417 (-10.09%)

Top Markets Display

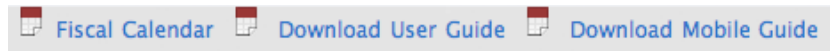
The Top Markets display is based on the period (specific day or week), category (iOS and Mac OS) and the type (e.g. Free Apps) selected. This section provides a summary of net units for all products at the country (iTunes Storefront) level. The “Change” column in the display shows units and percentage change from the prior period (selected day over same day of the prior week, or selected week over prior week). See **Appendix F** for iTunes Storefront listing.

Top Markets		170,185 Total
Market	Units	Change
1. USA	51,916	66 (0.13%)
2. Germany	12,189	-254 (-2.04%)
3. UK	12,036	404 (3.47%)
4. France	11,942	1,335 (12.59%)
5. Japan	9,831	193 (2%)
6. Canada	8,028	-519 (-6.07%)
7. China	7,513	796 (11.85%)
8. Australia	5,355	-922 (-14.69%)
9. Mexico	4,646	189 (4.24%)
10. Switzerland	3,674	675 (22.51%)

Resources

At the bottom left of all pages you will find three links:

- Fiscal Calendar - Opens a new window that displays Apple's fiscal calendar
- User Guide - Provides the most current version of this guide
- Mobile Guide - Provides the user guide for the iTC Mobile Application.



Done Button

The "Done" button at the bottom right of all pages takes you to the Dashboard from the Sales view, and to the iTunes Connect Welcome page from the Dashboard.



2.2. Sales View

The Sales view allows you to analyze at the specific content level.

You can preview the Top 50 products delivered based on transaction volume summarized and sorted descending by Units, and can download the available daily and weekly reports for additional information about all your transactions.

You can download contact information for customers that have elected to “opt-in” when purchasing an In-App Purchase subscription.

The following is an example of the Sales view.

Apple, Inc. 80011223

Sales and Trends

Opt-In Passkey

Dashboard

Sales

View :

Daily

Weekly

Day :

Feb 20, 2011

Download Report:

Opt-In Report

Sales Report

Title	Developer	Version	Type	Units	Customer Price	Proceeds	Store	Apple ID
App Name	Apple, Inc.	1.2	1	1,055	0 USD	0 USD	US	383450069
App Name	Apple, Inc.	1.1	1F	744	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	7	662	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.1	7F	618	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	1	552	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.2	1F	527	0 USD	0 USD	US	361338714
App Name	Apple, Inc.	5.3	1	514	0 GBP	0 GBP	GB	303583418
App Name	Apple, Inc.	1.2	1F	291	0 GBP	0 GBP	GB	361338714
App Name	Apple, Inc.	1.1	1F	270	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	1.1	7F	261	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	5.4	7	245	0 USD	0 USD	US	300438180
App Name	Apple, Inc.	5.3	1	224	0 CAD	0 CAD	CA	303583418
App Name	Apple, Inc.	1.2	1	190	0 CAD	0 CAD	CA	383450069
App Name	Apple, Inc.	1.2	1F	166	0 CAD	0 CAD	CA	361338714
App Name	Apple, Inc.	5.3	7	161	0 GBP	0 GBP	GB	303583418
App Name	Apple, Inc.	1.1	7F	160	0 CAD	0 CAD	CA	400354581
App Name	Apple, Inc.	5.3	1	149	0 EUR	0 EUR	DE	303583418
App Name	Apple, Inc.	1.1	1F	148	0 CAD	0 CAD	CA	400354581
App Name	Apple, Inc.	5.4	1	146	1.99 USD	1.4 USD	US	300438180
App Name	Apple, Inc.	1.2	7	140	0 USD	0 USD	US	383450069
App Name	Apple, Inc.	1.1	7F	138	0 USD	0 USD	RU	400354581
App Name	Apple, Inc.	1.2	1	41	0 USD	0 USD	SG	383450069

Fiscal Calendar



Download User Guide

Download Mobile Guide

Done

Understanding The Sales Preview

When you land on the Sales view, the Period presented is the latest daily data available. Using the Period Selection menu, you can preview all available daily and weekly data for all content types in all categories.

Once you have selected a period, the Preview will be displayed. The Preview summarizes the data based on the columns displayed, including any promotional transactions indicated with  (Promo Indicator). You can hover over the Promo Indicator to see the type of promotion. See **Appendix G** for Promotional Codes. Auto-renewable subscription transactions are indicated with  (Subscription Indicator).

Title	Developer	Version	Type	Units	Customer Price	Proceeds	Store	Apple ID
App Name	Apple, Inc.	1.2	1	1,055	0 USD	0 USD	US	383450069
App Name	Apple, Inc.	1.1	1F	744	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	7	662	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.1	7F	618	0 USD	0 USD	US	400354581
App Name	Apple, Inc.	5.3	1	552	0 USD	0 USD	US	303583418
App Name	Apple, Inc.	1.2	1F	527	0 USD	0 USD	US	361338714
App Name	Apple, Inc.	5.3	1	514	0 GBP	0 GBP	GB	303583418
App Name	Apple, Inc.	1.2	1F	291	0 GBP	0 GBP	GB	361338714
App Name	Apple, Inc.	1.1	1F	270	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	1.1	7F	261	0 GBP	0 GBP	GB	400354581
App Name	Apple, Inc.	5.4	7	245	0 USD	0 USD	US	300438180
App Name	Apple, Inc.	5.3	1	224	0 CAD	0 CAD	CA	303583418



The preview functionality does not contain the full report. To view or analyze all transactions you must download the full reports. The previews summarize data differently than the reports based on the information available (i.e. the preview may summarize sales at a higher level as the downloaded report has more fields to consider).

3. Downloading, Reading and Understanding Sales and Trends Data

3.1. Downloading Reports

You may download the Sales reports from the respective Sales view. To download a report (tab delimited zipped text file), you must select a report period (day of week or week ended) and press the download button to the right of the period selection menu. For a complete listing of fields please see **Appendix A and B**.



If you are using Mac OS X the reports will automatically open when downloaded. If you are using a Windows OS you will need to download an application (for example WinZip) to decompress the “.gz” file prior to use.

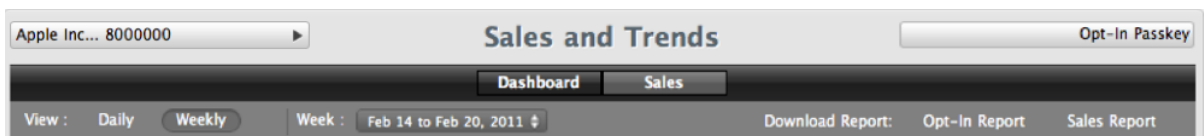
You can then import the tab delimited text file to a database or spreadsheet application (Numbers, MS Excel) and analyze or manipulate your data as needed. Weekly reports cover Monday through Sunday and are available on Mondays. The daily reports represent the 24 hour period in the time zone of the respective storefront (territory). Please refer to **Appendix D** for the definition of Day and Week.



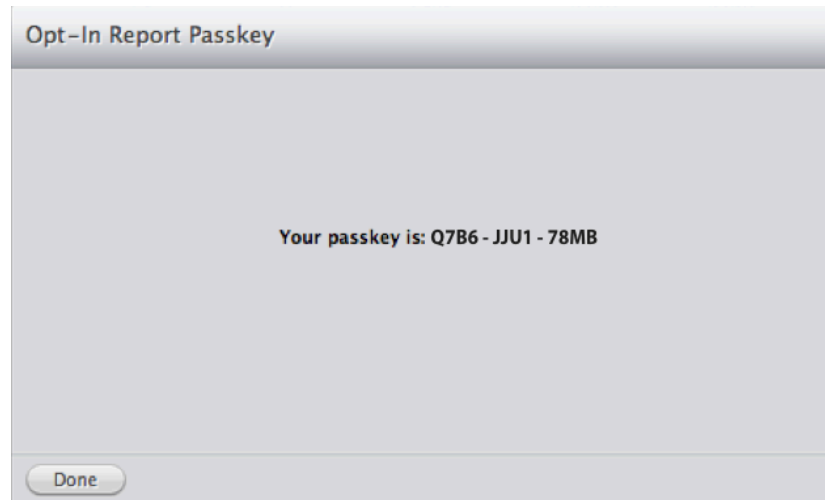
We do not store or regenerate the data after the periods have expired (14 rolling days and 13 rolling weeks); you will need to download and store this data on a regular basis if you intend to use it in the future.

Downloading Customer Opt-In Information

If your apps have auto-renewable subscriptions, you can download contact information for customers who have elected to “opt-in” to personal information sharing. To download the report (tab delimited zipped text file), you must select a weekly report period and click Opt-In Report next to Download Report.



To open the encrypted .zip file that is downloaded, you need to use the Opt-In Passkey. To obtain the Opt-In Passkey, click the Opt-In Passkey button in the upper right of the screen. The passkey will be displayed in a lightbox.



Copy and paste this value to use it to unpack the .zip file and access the Opt-In Report. You will need to use a decompression tool like Stuff-It Expander or Winzip to open the encrypted file once you have downloaded it.

3.2. Auto-Ingest Tool

Apple provides access to a Java based tool to allow you to automate the download of your iTunes Connect Sales and Trends reports. To use the auto-ingest tool, configuration on your part will be required. This tool allows you to automate the retrieval of:

- Daily Summary Reports
- Weekly Summary Reports
- Opt-In Reports

As new reports become available we will modify and redeliver the java package or new parameters to use to download new products (i.e. we will modify the script for new features). We will communicate both the anticipated date of the report release and the date that the tool will be able to retrieve reports.

You may not alter or disseminate the auto-ingest tool for any reason. We reserve the right to revoke access for usage or distribution beyond its intended use.

Auto-Ingest Instructions

You must have Java installed on the machine where you are running the auto-ingest tool. The tool will work as expected with Java version 1.6 or above.

Follow the steps below to setup the environment for auto-ingestion:

1. Download and save the file Autoingestion.class to the directory where you want the reports delivered.
<http://www.apple.com/itunesnews/docs/Autoingestion.class.zip>
2. To run the Java class file, change the command line directory to the directory where the class file is stored.

3. Invoke the following from the command line:

```
java Autoingestion <username> <password> <vendorid> <report_type> <date_type>
<report_subtype> <date_yyyymmdd>
```

All items contained within "< >" are variable and will require you to define them. Of the 7 parameters only the date is optional. If you do not put a date in the parameter we will provide you the latest available report (the other parameters are mandatory). You will need to delimit the parameters with a space.

Parameters Definitions

Variable	Value	Notes
username	Your user name	The user name you use to log into iTunes Connect
password	Your password	The password you use to log into iTunes Connect
vendorid	8##### (your unique number)	Vendor ID for the entity which you want to download the report
report_type	Sales	This is the report type you want to download. Currently only Sales Reports are available.
date_type	Daily or Weekly	Selecting Weekly will provide you the Weekly version of the report. Selecting Daily will provide you the Daily version of the report.
report_subtype	Summary or Opt-In	This is the parameter for the Sales Reports.
Date (optional)	YYYYMMDD	This is the date of report you are requesting. If the value for Date parameter is not provided, you will get the latest report available.

Example:

You access iTunes Connect with user name "john@xyz.com" and your password is "letmein" for company 80012345, and you want to download a sales - daily - summary report for February 4, 2010.

You will need to invoke the job by running the following command from the directory where the class file is stored:

```
java Autoingestion john@xyz.com letmein 80012345 Sales Daily Summary 20100204
```

3.3. Reading Reports

All reports have a header row which contains the field names of each column. The reports present transactions that can be tracked with your SKU and/or the Apple Identifier. For a complete listing of fields please see **Appendix A and B**.

Key Field Mapping

The following table and screenshots will help you understand which fields in the report were setup by you in iTunes Connect and where they are in the App Store:

Reference	Field Name In Report	Field in iTunes Connect	Field in App Store
1	Developer	Company Name	Displayed after genre
2	Title	App Name	Displayed at top of product page
3	SKU	SKU Number	Not displayed on App Store

New Application

What is the primary language you will be using to enter your application details for display on the App Store?
This primary language setting cannot be changed later. You will have the option to enter more languages for purposes of localization during the application creation process.

Primary Language:

What is the company or developer name that you want displayed on the App Store for all of your applications?
This company name setting cannot be changed later so please be sure that you enter the correct name.

1 Company Name:

App Information

Enter the following in English.

2 App Name:

3 SKU Number:

Bundle ID:

You can register a new Bundle ID [here](#).

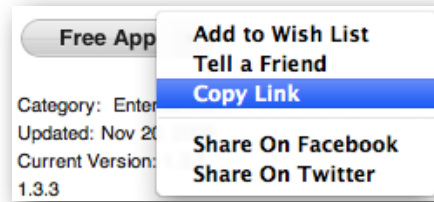
Does your app have specific device requirements? [Learn more](#)



Apple Identifier

The Apple Identifier is the unique product identifier assigned by Apple. It is always included in each row of your sales reports. We recommend you provide the Apple Identifier of your app whenever you contact us for support so that your request can be expedited.

You can also access the Apple Identifier by using the links in the App Store:



The menu will offer an option for “Copy Link”. The link will look like the link below. The string of numbers highlighted is the Apple Identifier of the app.

<http://itunes.apple.com/us/app/remote/id284417350?mt=85>

3.4. Understanding Units

The reports are designed to provide valuable information about the activity of your product on the App Store. This can result in many lines for a given product. For each product with a unique Apple Identifier and SKU, units are split by:

- Storefront / Country Code (US, UK)
- Sales vs. Refunds
- Product Type
- Price
- Promo Code
- App Version

Here are some examples of how units are grouped and displayed in both Preview and downloaded reports.

Example 1: If you have one product and you are selling the product in the US, you will see 1 row (1 for US sales) assuming there are no refunds, price changes and promo codes during the period.

Example 2: If you are selling 30 products in the US, and 10 of the products have refunds, then the preview and the downloaded report will have 40 rows and you will see a row for sales and a row for refunds.

Example 3: If you are selling 30 products in the US, and 5 products have a price change in the middle of the week, then your full report and your previews will have 35 rows and you will see 2 lines per app with a price change.

Example 4: If 10 new customers purchase your app and 10 existing customers update to the latest version of your app in the US, then your preview and downloaded report will have 1 row for purchases and 1 row for updates.

Example 5: If 10 customers purchase version 1.1 of your product in the US, and those customers then update to version 1.2 of the same product, then your preview and downloaded report will have 2 rows, 1 row for purchases of version 1.1 and 1 row for updates to version 1.2.

4. Contact Us

If you have any questions or have difficulties viewing or downloading your sales and trends information, please do not hesitate to contact us. The easiest way to ensure your request is routed correctly is to use the Contact Us module. A Contact Us link is available on all pages as part of the footer.

[Home](#) | [FAQs](#) | [Contact Us](#) | [Sign Out](#)
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You can also find the Contact Us module on the iTunes Connect Homepage:



Contact Us

Having a problem uploading content? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

The link will take you to a page that allows you to select the topic you need help with and will ask a series of questions and provide answers where available. For Sales and Trends inquiries, select the "Sales and Trends" topic.

Contact Us

Welcome to the iTunes Contact Us module. Please select the most relevant options from the dropdown menu(s) to help us precisely identify your issue. You may click on the "Start Over" button at any point within Contact Us to return you to the first Contact Us screen.

1. Please choose from the following topics:

Sales and Trends

2. Please choose from the following topics:

--- Please select ---

Start Over

Done

Appendix A - Sales Report Field Definitions

The definitions apply to Daily and Weekly Reports.

Report Field	Report Data Type	Values	Notes
Provider	CHAR(5) - APPLE	Up to 5 Characters	The service provider in your reports will typically be Apple
Provider Country	CHAR(2) - US	Up to 2 Characters	The service provider country code will typically be US
SKU	VARCHAR(100)	Up to 100 Characters	This is a product identifier provided by you when the app is set up ▽
Developer	VARCHAR(4000)	Up to 4000 Characters	You provided this on initial setup ▽
Title	VARCHAR(600)	Up to 600 Characters	You provided this when setting up the app ▽
Version	VARCHAR(100)	Up to 100 Characters	You provided this when setting up the app ▽
Product Type Identifier	VARCHAR(20)	Up to 20 Characters	This field defines the type of transaction (e.g. initial download, update, etc) – See Appendix E
Units	DECIMAL(18,2)	Up to 18 Characters	This is the aggregated number of units
Developer Proceeds (per item)	DECIMAL(18,2)	Up to 18 Characters	Your proceeds for each item delivered
Begin Date	Date	Date in MM/DD/YYYY	Date of beginning of report
End Date	Date	Date in MM/DD/YYYY	Date of end of report
Customer Currency	CHAR(3)	Up to 3 Characters	Three character ISO code indicates the currency the customer paid in - See Appendix H
Country Code	CHAR(2)	Up to 2 Characters	Two character ISO country code indicates what App Store the purchase occurred in – See Appendix F
Currency of Proceeds	CHAR(3)	Up to 3 Characters	Currency your proceeds are earned in – See Appendix H
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	This is Apple's unique identifier. If you have questions about a product, it is best to include this identifier.
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. For all non-promotional items this field will be blank - See Appendix G
Parent Identifier	VARCHAR(100)	Up to 100 Characters	For In-App Purchases this will be populated with the SKU from the originating app.
Subscription	VARCHAR(10)	Up to 10 Characters	This field defines whether an auto-renewable subscription purchase is a new purchase or a renewal. See Appendix I .
Period	VARCHAR(30)	Up to 30 Characters	This field defines the duration of an auto-renewable subscription purchase. See Appendix I .

▽ Apple generally does not modify this field. What you provided when setting up your app is passed through on the report.

Appendix B - Opt-In Report Field Definitions

The definitions apply to Weekly Opt-In Reports.

Report Field	Report Data Type	Values	Notes
First Name	VARCHAR(100)	Up to 100 Characters	First Name of Customer
Last Name	VARCHAR(100)	Up to 100 Characters	Last Name of Customer
Email Address	VARCHAR(100)	Up to 100 Characters	Email Address of Customer
Postal Code	VARCHAR(50)	Up to 50 Characters	Postal Code of Customer
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	This is Apple's unique identifier. If you have questions about a product, it is best to include this identifier.
Report Start Date	DATE	Date in MM/DD/YYYY	Date of beginning of report
Report End Date	DATE	Date in MM/DD/YYYY	Date of end of report

Appendix C - Apple Fiscal Calendar

Monthly Financial Reports are based on Apple's reporting calendar shown below. Months represent either four (4) or five (5) weeks (the first month of each quarter has an extra week) and the weeks run from Sunday through Saturday. All months start on Sunday and end on Saturday. Monthly reports are also distributed on iTunes Connect and available based on the contractually agreed timeframes.



Apple Inc.

Fiscal Year 2011 Accounting Calendar September 26, 2010 to September 24, 2011

Q1 Sep 26 – Dec 25

Period 1
October 2010

S	M	T	W	T	F	S
26	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

Period 4
January 2011

S	M	T	W	T	F	S
26	27	28	29	30	31	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

Q2 Dec 26 – Mar 26

Period 7
April 2011

S	M	T	W	T	F	S
27	28	29	30	31	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

Period 10
July 2011

S	M	T	W	T	F	S
26	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

Period 2
November 2010

S	M	T	W	T	F	S
31	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

Period 5
February 2011

S	M	T	W	T	F	S
30	31	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

Period 8
May 2011

S	M	T	W	T	F	S
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

Period 11
August 2011

S	M	T	W	T	F	S
31	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

Period 3
December 2010

S	M	T	W	T	F	S
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

Period 6
March 2011

S	M	T	W	T	F	S
27	28	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

Period 9
June 2011

S	M	T	W	T	F	S
29	30	31	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

Period 12
September 2011

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24



Sales and Trends reports are generated using different time frames and represent near immediate feedback of transactions. Finance Reports are based on customer invoicing and financial processing. Reconciliation between the reports is not recommended due to the timing and reporting differences.

Appendix D - Definition of Day and Week

What is a Day?

12:00:00 AM to 11:59:59 PM in the time zone used for that territory (see table below).

What is a Week?

Monday 12:00:00 AM to Sunday 11:59:59 PM

What time is the report date based on?

Territory	Time Zone
US, Canada, Latin America	Pacific Time (PT)
Europe, Middle East, Africa, Asia Pacific	Central Europe Time (CET)
Japan	Japan Standard Time (JST)
Australia, New Zealand	Western Standard Time (WST)

When are reports available?

Reports are generated after the close of business in the final time zone (which is PT). As such, all reports are generally available by 8:00 AM PT for the prior day or week. Earlier access to reporting for other time zones (where the close of business is earlier) is not available.

Appendix E – Product Type Identifiers

Product Type Identifier	Type	Description
1	Free or Paid Apps	iPhone and iPod Touch, iOS
7	Updates	iPhone and iPod Touch, iOS
IA1	In Apps	Purchase, iOS
IA9	In Apps	Subscription, iOS
IAY	In Apps	Auto-Renewable Subscription, iOS
1F	Free or Paid Apps	Universal, iOS
7F	Updates	Universal, iOS
1T	Free or Paid Apps	iPad, iOS
7T	Updates	iPad, iOS
F1	Free or Paid Apps	Mac OS
F7	Updates	Mac OS
FI1	In Apps	Mac OS
1E	Paid Apps	Custom iPhone and iPod Touch, iOS
1EP	Paid Apps	Custom iPad, iOS
1EU	Paid Apps	Custom Universal, iOS

Dashboard Types

Type	Product Type Identifier	Description
Free Apps	1, 1F, 1T, F1	Where price = '0'
Paid Apps	1, 1F, 1T, F1	Where price > '0'
In Apps	IA1, IA9, IAY, FI1	
Updates	7, 7F, 7T, F7	

Appendix F – Country Codes

Country Code	Country Name
AE	United Arab Emirates
AG	Antigua and Barbuda
AI	Anguilla
AM	Armenia
AO	Angola
AR	Argentina
AT	Austria
AU	Australia
AZ	Azerbaijan
BB	Barbados
BE	Belgium
BG	Bulgaria
BH	Bahrain
BM	Bermuda
BN	Brunei
BO	Bolivia
BR	Brazil
BS	Bahamas
BW	Botswana
BY	Belarus
BZ	Belize
CA	Canada
CH	Switzerland
CL	Chile
CN	China
CO	Colombia
CR	Costa Rica
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
FR	France
GB	United Kingdom

Country Code	Country Name
GD	Grenada
GH	Ghana
GR	Greece
GT	Guatemala
GY	Guyana
HK	Hong Kong
HN	Honduras
HR	Croatia
HU	Hungary
ID	Indonesia
IE	Ireland
IL	Israel
IN	India
IS	Iceland
IT	Italy
JM	Jamaica
JO	Jordan
JP	Japan
KE	Kenya
KN	St. Kitts and Nevis
KR	Republic Of Korea
KW	Kuwait
KY	Cayman Islands
KZ	Kazakstan
LB	Lebanon
LC	St. Lucia
LK	Sri Lanka
LT	Lithuania
LU	Luxembourg
LV	Latvia
MD	Republic Of Moldova
MG	Madagascar
MK	Macedonia
ML	Mali
MO	Macau
MS	Montserrat
MT	Malta
MU	Mauritius
MX	Mexico
MY	Malaysia
NE	Niger

Country Code	Country Name
NG	Nigeria
NI	Nicaragua
NL	Netherlands
NO	Norway
NZ	New Zealand
OM	Oman
PA	Panama
PE	Peru
PH	Philippines
PK	Pakistan
PL	Poland
PT	Portugal
PY	Paraguay
QA	Qatar
RO	Romania
RU	Russia
SA	Saudi Arabia
SE	Sweden
SG	Singapore
SI	Slovenia
SK	Slovakia
SN	Senegal
SR	Suriname
SV	El Salvador
TC	Turks and Caicos
TH	Thailand
TN	Tunisia
TR	Turkey
TT	Trinidad and Tobago
TW	Taiwan
TZ	Tanzania
UG	Uganda
US	United States
UY	Uruguay
UZ	Uzbekistan
VC	St. Vincent and The Grenadines
VE	Venezuela
VG	British Virgin Islands
VN	Vietnam
YE	Yemen
ZA	South Africa

Appendix G – Promotional Codes

The promo code field contains different values depending on the type of promotion. The following definitions describe the possible values that may appear in the field other than null (null means the item is a standard transaction). Only one value is possible per line in the report:

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 the result of iTunes Connect Developer Code redemptions.
GP	Purchase of a Gift by the giver
GR	Redemption of a Gift by the receiver
EDU	Education Store transaction

Appendix H – Currency Codes

Currency Code	Currency Country
AUD	Australian Dollar
CAD	Canadian Dollar
CHF	Swiss Franc
DKK	Danish Kroner
EUR	European Euro
GBP	British Pound
JPY	Japanese Yen
MXN	Mexican Peso
NOK	Norwegian Kroner
NZD	New Zealand Dollar
SEK	Swedish Kronor
USD	United States Dollar

Appendix I - Subscription and Period Field Values

The Subscription field indicates whether the auto-renewable subscription purchase is a new purchase or a renewal.

Subscription Field Value
New
Renewal

The Period field indicates the duration of the auto-renewable subscription purchase or renewal.

Period Field Value
7 Days
1 Month
2 Months
3 Months
6 Months
1 Year

Appendix J - FAQs

What does each column represent in my reports?

Please refer to **Appendix A and B**.

I am seeing differences between Financial Reports and Sales and Trends reports, why?

The daily and weekly reports are based on customer interaction (clicks) and are coming from real-time systems while the monthly reports are based on settled financial transactions and are coming from our financial systems. There are intentional differences in processing and time-frames between those two types of reports. For example, the weekly reports are from Monday to Sunday, while the Financial Reports are based on the Apple Fiscal Calendar and always end on Saturday. Reconciliation between the reports is not recommended due to the timing and reporting differences.

Do weekly reports reconcile with the daily reports?

Yes. Both daily and weekly reports are coming from the same system and they are based on customer interaction (clicks). They will reconcile.

I see a high volume of sales for a short period of time (could be up to a week) and the sales drop down, what does this mean?

It is very common that some items get a high amount of sales for a short period of time and the numbers get back to normal. It is generally due to a particular promotion related with a web blog or a sales campaign that includes an item that might be associated with iTunes or the content.

There is also a very common case where a content's sales drop to zero. In this case, this might be an indication of content being unavailable in iTunes due to number of reasons.

I don't see any sales for a particular item, why?

This can be an indication of an item not being available in the store for different reasons. Check the product availability in iTunes Connect and ensure that the latest contracts are agreed to and in place.

How can I identify refunds?

Sales and Trends reports expose refunds to allow you to monitor refund rate by product. You will see a negative unit value for refund transactions.

Why there are refunds on my reports?

We will provide a refund if the customer experience was in our opinion unsatisfactory (generally quality issues).

One thing you can monitor on your reports is the rate of refunds and the content that is refunded since it is an indication of quality issues with your content.

Appendix K - Sample Sales Report

The following is a sample Sales report to help you interpret its contents.

Price fields are dependent on the storefront¹ from which the customer purchases the app, and the price of the app at the time of purchase².

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Customer Currency	Country Code	Currency Of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	352	3.65	GBP	GB	GBP	1123456789	5.99

(For complete field definitions see **Appendix A**)

Reading the Report

The example above is the most likely scenario you will see:

- SKU – “SKU1” is the SKU attached to this app by the developer.
- Developer – “Vendor” is the name that the app is sold under on the store
- Title – “App-1” is the name of the app
- Product Type Identifier – “1” denotes the type of transaction (initial download)
- Units – “352” is the number of units sold for a given day/week
- Developer Proceeds – “3.65” is proceeds, net of commission, you will receive for each sale of the app
- Customer Currency – “GBP” (Great Britain Pounds) is the currency in which the customer purchased the app
- Currency of Proceeds – “GBP” (Great Britain Pounds) is the currency in which your proceeds were earned for the app
- Customer Price – “5.99” is the price paid by the customer for the app

¹ As new territories are added, storefronts will further differentiate records

² If you change your price during the reporting period, the report will show multiple price points for the same country

Additional Reporting Scenarios

We have provided some additional scenarios and sample extract to help you further understand your reports. In your reports the Product Type Identifier denotes the type of transaction (See **Appendix E** for a list of all types). The Product Type Identifier must be taken into account in all of the following scenarios.

Provider	Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency Of Proceeds	Apple Identifier	Customer Price	
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	252	3.65	8/30/10	8/30/10	GBP	GB	GBP	123456789	5.99	1
APPLE	US	SKU1	Vendor	App-1	1.0.1	1	16	4.86	8/30/10	8/30/10	EUR	AT	EUR	123456789	7.99	
APPLE	US	SKU1	Vendor	App-1	1.0.5	1	17	4.86	8/30/10	8/30/10	EUR	BE	EUR	123456789	7.99	
APPLE	US	SKU1	Vendor	App-1	1.0.5	1	13	4.86	8/30/10	8/30/10	EUR	FI	EUR	123456789	7.99	
APPLE	US	SKU2	Vendor	App-2	1.3.6	1	2	2.43	8/30/10	8/30/10	EUR	NL	EUR	234567890	3.99	2
APPLE	US	SKU1	Vendor	App-1	1.1.2	1	69	4.86	8/30/10	8/30/10	CHF	CH	EUR	123456789	11	
APPLE	US	SKU1	Vendor	App-1	1.0.5	1	1	4.86	8/30/10	8/30/10	EUR	RO	EUR	123456789	7.99	
APPLE	US	SKU2	Vendor	App-2	1.2.1	7	1	0	8/30/10	8/30/10	EUR	FR	EUR	234567890	0	
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	-1	3.65	8/30/10	8/30/10	GBP	GB	GBP	123456789	-5.99	3
APPLE	US	SKU2	Vendor	App-2	1.0.2	1	2	2.43	8/30/10	8/30/10	EUR	BE	EUR	234567890	3.99	
APPLE	US	SKU1	Vendor	App-1	1.2.8	7	6	4.86	8/30/10	8/30/10	EUR	IE	EUR	123456789	7.99	
APPLE	US	SKU1	Vendor	App-1	1.0.5	1	97	4.86	8/30/10	8/30/10	EUR	NL	EUR	123456789	7.99	
APPLE	US	SKU1	Vendor	App-1	1.0.5	1	3	7	8/30/10	8/30/10	USD	SG	USD	123456789	9.99	3
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	-1	7	8/30/10	8/30/10	USD	JN	USD	123456789	-9.99	
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	1	7	8/30/10	8/30/10	USD	IL	USD	123456789	9.99	
APPLE	US	SKU1	Vendor	App-1	1.3.1	1	4	7	8/30/10	8/30/10	USD	CO	USD	123456789	9.99	
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	4	7	8/30/10	8/30/10	USD	AR	USD	123456789	9.99	3
APPLE	US	SKU1	Vendor	App-1	1.6.1	1	84	4.86	8/30/10	8/30/10	EUR	FR	EUR	123456789	7.99	
APPLE	US	SKU1	Vendor	App-1	1.0.0	1	2	4.86	8/30/10	8/30/10	EUR	LU	EUR	123456789	7.99	

Scenario 1 (Product Type Identifier=1; Units=16; Developer Proceeds=4.86)

This is similar to the first line; the Developer Proceeds value will always be greater than zero for all paid apps and zero for free apps.

Scenario 2 (Product Type Identifier=7; Units=1; Developer Proceeds=0)

Certain line items will have 0 in the Developer Proceeds field. Even if you only have paid apps on the store, the Developer Proceeds will be 0 for all updates (Product Type Identifier = 7).

Scenario 3 (Product Type Identifier=1; Units=-1; Developer Proceeds=7; Customer Price=-9.99)

You may see negative units when a customer returns a product. All returns will have a Product Type Identifier of 1 and both Units and Customer Price will be a negative value. Refer to **Appendix J** for additional information on returns.

Appendix L – Other Uses

Below you will see some sample ideas that the data can be used for on a daily basis.

1. Business Health Monitoring

By tracking volume of sales per unit or revenue, the health of your business can be tracked. Sudden drop in sales may indicate issues such as top seller being not available any more.

2. Content Quality Issues

By tracking the refunds, you can identify and replace the asset that is being refunded to the customer if the refunds are specific to one or more items. Typical ratio of refunds to overall sales shall not exceed 0.10%.

3. Pricing Issues

When organizations get larger, it is always challenging to have fast/efficient communication between the operational teams that are providing the metadata to iTunes and the Management, Marketing, Finance and Business Development team. Tracking pricing will indicate any disconnect between different groups and will provide opportunity to fix issues sooner and minimize the impact.

4. Price Elasticity

We believe that careful management of price can increase your sales. By using the reports you can monitor percent change in sales in correlation with a percent change in customer price. If applied correctly this type of analysis will help you set the best price for your product to maximize your revenue.