

# iTunes Connect Developer Guide



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# Introduction

This document contains everything you need to get started with [iTunes Connect](#): It outlines the app setup and delivery process and provides a step-by-step guide on how to use iTunes Connect to manage your iOS and Mac apps on the App Store.

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale via the App Store. In iTunes Connect you will be able to check the status of your contracts, manage iTunes Connect and test users, obtain sales and finance reports, view app crash logs, request promo codes, set up iAd Network and Game Center preferences, as well as add or manage app metadata, binaries, and In-App Purchases.

## How to Use This Document

This guide is organized as follows:

- “[Before You Begin](#)” (page 12) describes decisions you need to make and what you need to do before you begin.
- “[Overview of iTunes Connect](#)” (page 21) provides an overview of the iTunes Connect modules and describes how to log in.
- “[Viewing Sales and Trend Information](#)” (page 26) describes how to view and download daily and weekly App Store sales data reports for your apps.
- “[Managing Contracts, Taxes, and Banking](#)” (page 29) describes how to request and enter into paid application agreements, provide required financial and tax information, and track the status of your iTunes agreements.
- “[Viewing Payments and Financial Reports](#)” (page 35) describes how Admin and Finance users can download monthly financial reports.
- “[Managing Users](#)” (page 36) explains the types of users you can set up and describes how to set up iTunes Connect users.
- “[Adding New Apps](#)” (page 44) describes how to enter app metadata, set pricing and territories, add languages, and prepare your app for binary upload to the App Store.
- “[Using Application Loader](#)” (page 78) describes how to upload your binary once your app is Waiting for Upload.

- “[Managing Your Apps](#)” (page 79) describes how to check app status, reject your binary, remove an app from sale, and view crash logs, among other things.
- “[Editing and Updating App Information](#)” (page 104) describes how to make changes to your app and create a version update.
- “[Requesting Promo Codes](#)” (page 121) describes how to request promo codes that you can use for promotional purposes to provide interested parties with a free copy of your app.
- “[In-App Purchase](#)” (page 123) describes how to embed a store directly within your app so you can sell additional content.
- “[Newsstand](#)” (page 160) describes how to enable Newsstand to organize magazine and newspaper app subscriptions.
- “[Game Center](#)” (page 166) describes how to enable your app for Game Center testing and how to set up your Leaderboard and Achievements.
- “[iAd Network](#)” (page 208) describes the iAd Network, which you can use to easily incorporate iAd ads into your apps. You can also monitor performance and track revenue.
- “[iCloud Display Sets](#)” (page 211) describes how to store iCloud documents and data in folders called display sets.
- “[Catalog Reports](#)” (page 214) describes how to request and view reports on your leaderboards, achievements, app and In-App Purchases.
- “[Best Practices](#)” (page 224) describes guidelines to get the most out of the App Store and increase the success of your app.

## See Also

To learn how to upload XML metadata about your apps and versions to iTunes Connect, read *App Metadata Specification* and *Transporter User Guide*. These documents are available to iTunes Connect users on the [Manage Your Apps](#) page. To view these documents, sign into iTunes Connect and click Manage Your Apps. Click the links to these documents that appear on the bottom of the page under “Deliver Your Apps.”

The screenshot shows the 'Manage Your Apps' interface. At the top, there's a button to 'Add New App'. Below it, a section titled 'Recent Activity' shows 'iOS App Recent Activity' with a note: 'You have no iOS Apps. To create one, click Add New App.' On the left, there's a 'Developer Guides' sidebar with links for English, Japanese, Chinese (Simplified), and App Store Design Guidelines. In the center, there are four main sections: 'Deliver Your Apps' (with links to Application Loader User Guide, App Metadata Specification, and Transporter User Guide), 'Video Tutorials' (with links to Adding an App, Delivering Your Binary, and Transferring an App), and 'Manage Your Apps' (with links to Game Center Groups, iCloud Manage Display Sets, and In-App Purchases Shared Secret). At the bottom, there are navigation links for 'Go Back', 'Home', 'FAQ', 'Contact Us', 'Sign Out', and copyright information: 'Copyright © 2013 Apple Inc. All rights reserved. Terms of Service | Privacy Policy'. A language selection dropdown shows 'PageLocale: English | SessionLocale: English' and 'New Locale: Select'.

To learn about how to enroll in the developer program, provision devices for testing, and submit your app using Xcode, read *App Distribution Guide*.

For details on using Application Loader to upload your binary, read *Using Application Loader*.

# Before You Begin

Before you submit your app through iTunes Connect, there are some files and information you need to provide. You should also review Apple guidelines once more before you submit your binary to speed the approval process. This chapter covers the preparatory tasks for submitting your app.

## Joining an Apple Developer Program

If you haven't already done so, join the iOS Developer Program or Mac Developer Program. After your membership is activated, you can use the Apple ID you created for the developer program to log into iTunes Connect. For information about signing up, see [Apple Developer Programs](#).

## Following Apple Guidelines

You can submit your app using iTunes Connect but Apple needs to approve your app before it can go live on the App Store. If you are an iOS developer, read these books to learn about the user interface guidelines and make sure your app meets submission requirements:

- *iOS Human Interface Guidelines*
- *App Store Review Guidelines for iOS Apps*

If you are a Mac developer, read these books to learn about the Mac App Store guidelines:

- *OS X Human Interface Guidelines*
- *App Store Review Guidelines for Mac Apps*

## Creating Assets with the Correct Specifications

To submit your app through iTunes Connect and make it available on the App Store successfully, make sure you have the following items:

- One or more app binaries containing app icons, launch images, and Newsstand cover icons
- App Store icons

- One or more screenshots
- Contract information
- Export compliance information
- App metadata

Optional items to prepare include:

- Additional screenshots
- Localized metadata for the sale of your app in other countries
- Promotional artwork

Each of these requirements is described below.

## App Icons, Launch Images, and Newsstand Cover Icons

App icons, launch images, and Newsstand cover icons are stored in the app bundle, not uploaded as a separate asset to iTunes Connect. The OS uses these images in various locations to represent your app.

For iOS apps, see “Table 8-1Size (in pixels) of custom icons and images” in *iOS Human Interface Guidelines* for the sizes of all required app icons, launch images, and Newsstand cover icons. To take advantage of Retina displays, provide high-resolution images for each device you support.

See “Table 5-1App icon resource sizes” in *OS X Human Interface Guidelines* for all the required Mac app icons. This table includes icon sizes that may be used on the Mac App Store.

In general, keep the file size as small as possible, both for ease of upload through iTunes Connect and for a positive purchase experience for your users.

## App Store Icons

The large-icon requirements apply to apps for iPhone, iPod touch, and iPad. The large icon for Mac apps is included in the binary, and the large icon for iOS apps is uploaded directly to iTunes Connect. The large icon is displayed for your app on the App Store.

To be considered for a promotional feature on the App Store, you must provide attractive, original icons. See the *iOS Human Interface Guidelines* for all custom icon requirements for iOS apps.

Do not scale up smaller artwork, because it might appear pixelated and blurry. ZIP-compressed TIFF images are not supported and will cause issues with the display of your app on the App Store.

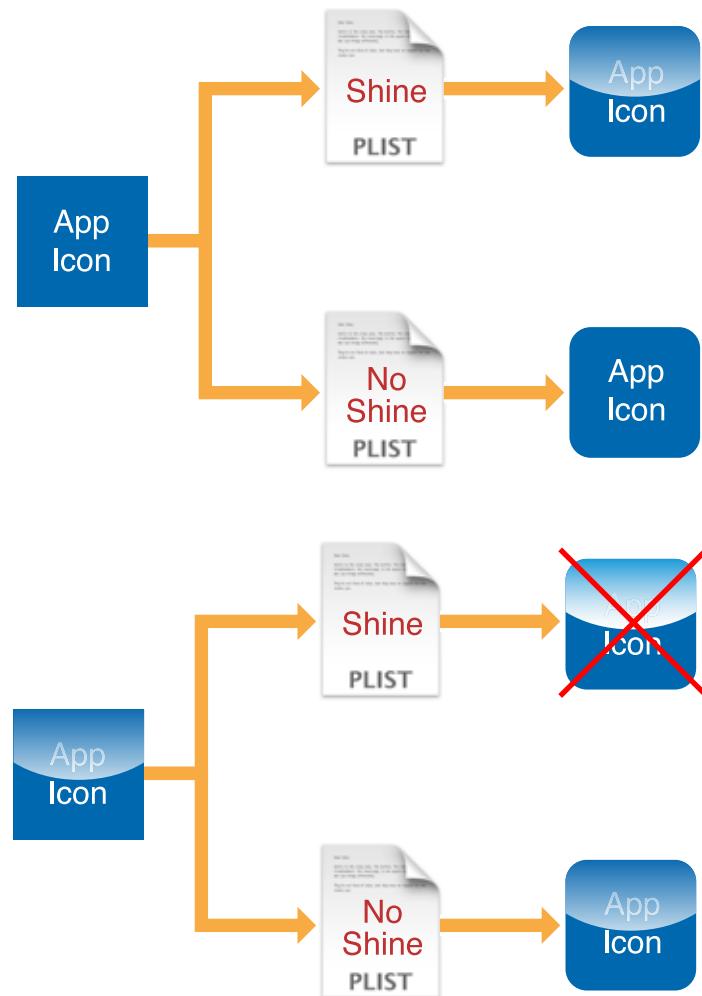
It's OK to use the `shine` parameter (`UIPrerenderedIcon` key) within your submitted binary for the device's home screen, the App Store, and the App Store on the device. To achieve the final look that you intend, be sure to correctly specify the desired shine.

---

**Note:** For Mac app icons, use of the `shine` parameter is not permitted.

---

Here's an example of what you should submit, including the final icons:



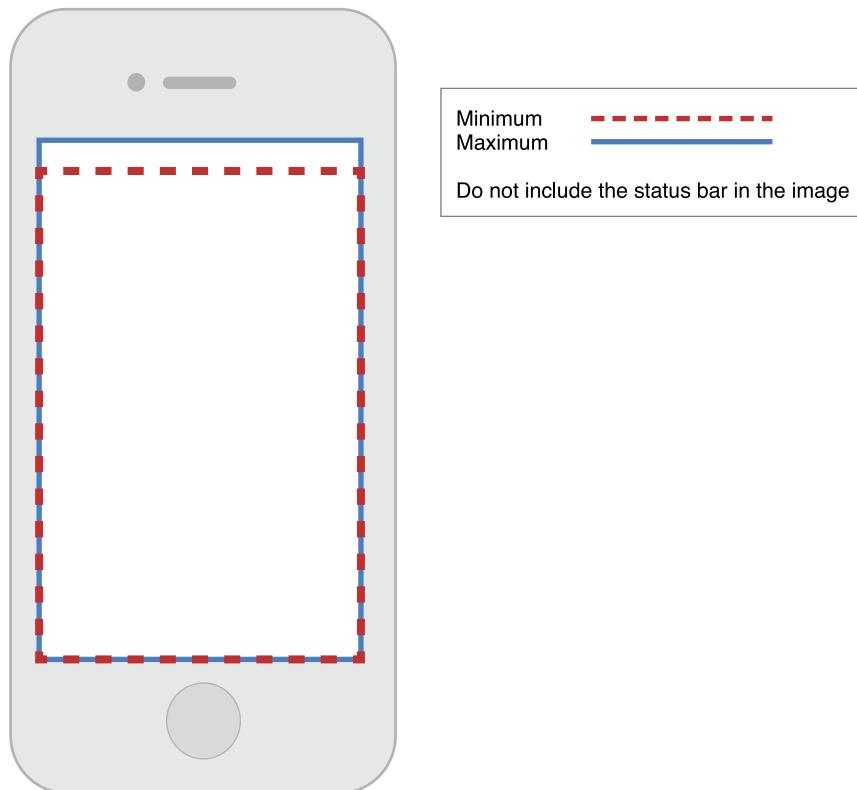
## Screenshots for iPhone, iPod touch, and iPad Apps

The first screenshot you upload in iTunes Connect is used as the main screenshot. It is visible on your app product page on both the desktop App Store and the device App Store. For best results, do not include the iPhone or iPad status bar in your screenshots, and follow the requirements given below. Those dimensions allow you to remove the iOS status bar from screenshots so that you can showcase only the active app area, without distractions.

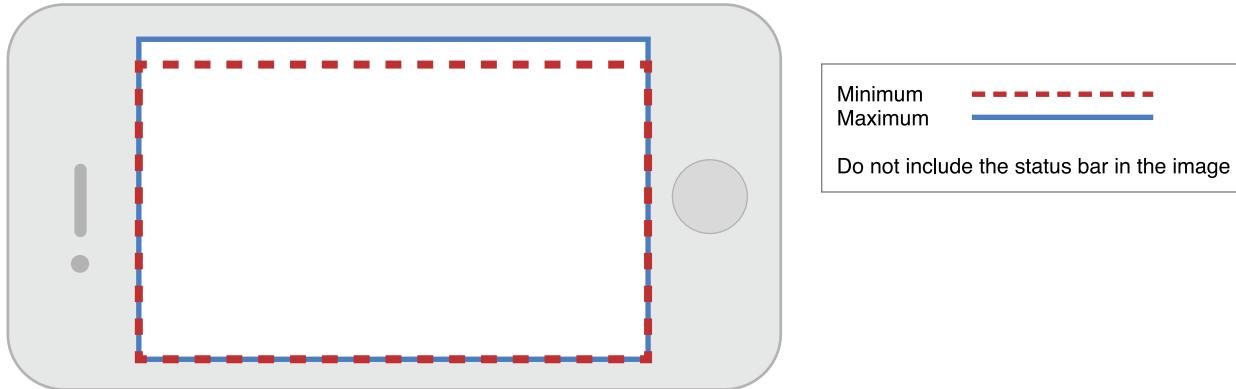
### iPhone and iPod touch

iPhone and iPod touch display portrait and landscape modes.

Portrait mode is displayed on both the desktop App Store and the device App Store as uploaded in portrait mode. ZIP-compressed TIFF images are not supported and will cause issues with your app's display on the App Store. Refer to [Table 7-9](#) (page 64) for the required dimensions of portrait screenshots.



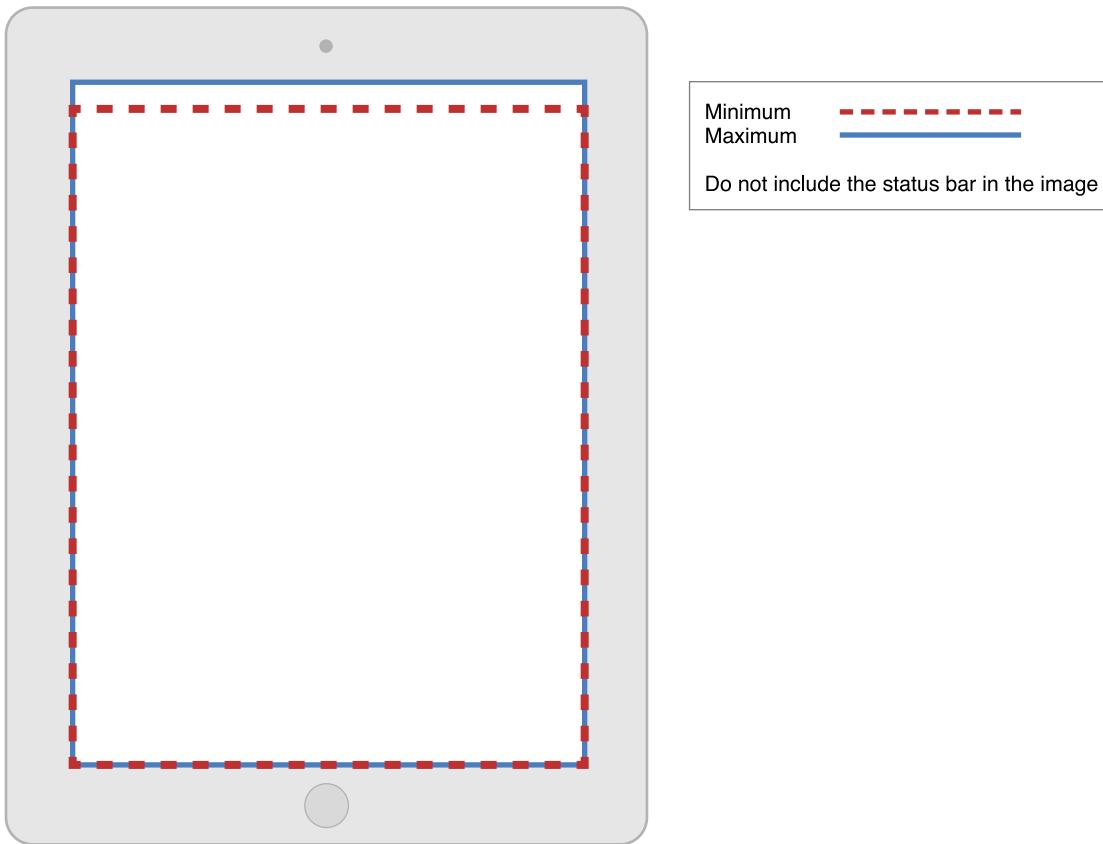
Landscape mode is displayed only on the desktop App Store as uploaded in landscape mode. To view a landscape mode screenshot on the device App Store, users must rotate their iPhones to view landscape. Refer to [Table 7-9](#) (page 64) for the required dimensions of landscape screenshots.



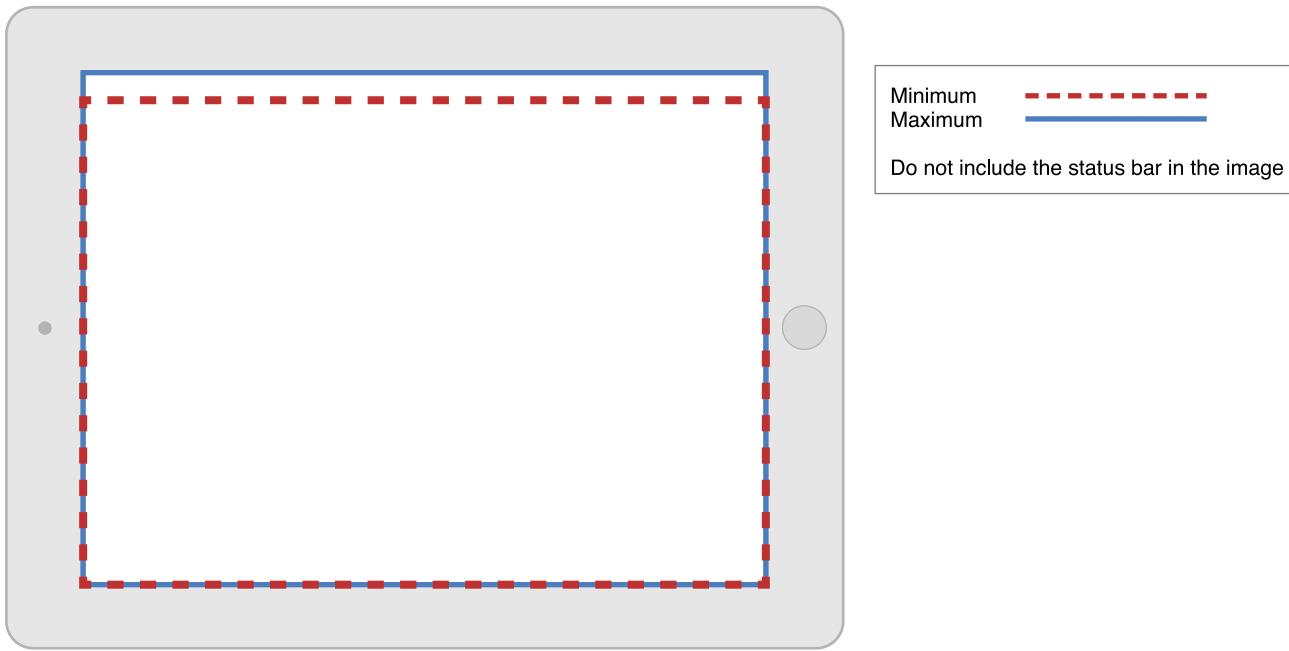
## iPad

iPad displays portrait and landscape modes.

Portrait mode is displayed on both the desktop App Store and the device App Store as uploaded in portrait mode. ZIP-compressed TIFF images are not supported and will cause issues with your app's display on the App Store. High-resolution screenshots should be provided to take advantage of the iPad's Retina display. Refer to [Table 7-9](#) (page 64) for the required dimensions of high-resolution portrait screenshots.



Landscape is displayed only on the desktop App Store uploaded in landscape mode. To view a landscape mode screenshot on the device App Store, users must rotate their iPads to view landscape. High-resolution screenshots should be provided to take advantage of the iPad's Retina display. Refer to [Table 7-9](#) (page 64) for the dimensions of high-resolution landscape screenshots.



### Additional Screenshots (optional)

Up to four additional screenshots can be displayed, along with the first screenshot on the app product page. While additional screenshots are optional, Apple recommends that you provide them to showcase additional features in your app. These screenshots may be resized within the store to fit the space provided. For best results, follow the same requirements as for the first screenshot.

### Screenshots for Mac Apps

The first screenshot you upload in iTunes Connect is used as the main screenshot visible on your app product page on the desktop App Store. Refer to [Table 7-9](#) (page 64) for the dimensions and requirements of Mac screenshots.

## Signing Your Contract

You must have a paid commercial agreement in place to be able to sell paid apps. Your app will not be made available on the App Store until your commercial agreement is signed. If your app is free, you've already entered into the freeware distribution agreement by being accepted into the Apple Developer Program.

To host iAd ads within your iOS apps, you must have your iAd Network agreement in place. See “[Managing Contracts, Taxes, and Banking](#)” (page 29) for details.

## Translating Your Metadata (optional)

If you plan to make your app available outside of your home country or region, be sure to translate your metadata into local languages for each of the countries where you will offer your app. If you need help with translation, [third party localization vendors](#) may be able to assist you. You can enter additional translations into iTunes Connect and have them appear in various corresponding storefronts. You should have these translations ready when you log in to iTunes Connect to add your app. “[Localizing Metadata, Keywords, and Screenshots](#)” (page 68) lists the type of information you need to translate.

The easiest place to start is translating your app description for each of the countries in which you offer apps. Customers are more likely to read about your app if it’s in their native language. It just makes it easier for more people to learn about your app.

## Supplying Export Compliance Authorization

Export laws require that products containing encryption be properly authorized for export. For this reason, you are asked a series of questions regarding app encryption—after indicating that you are ready to submit your binary and anytime you make updates. Based on the answers to these questions, you may need to provide a PDF copy of the commodity classification ruling (CCATS) confirming classification of the app.

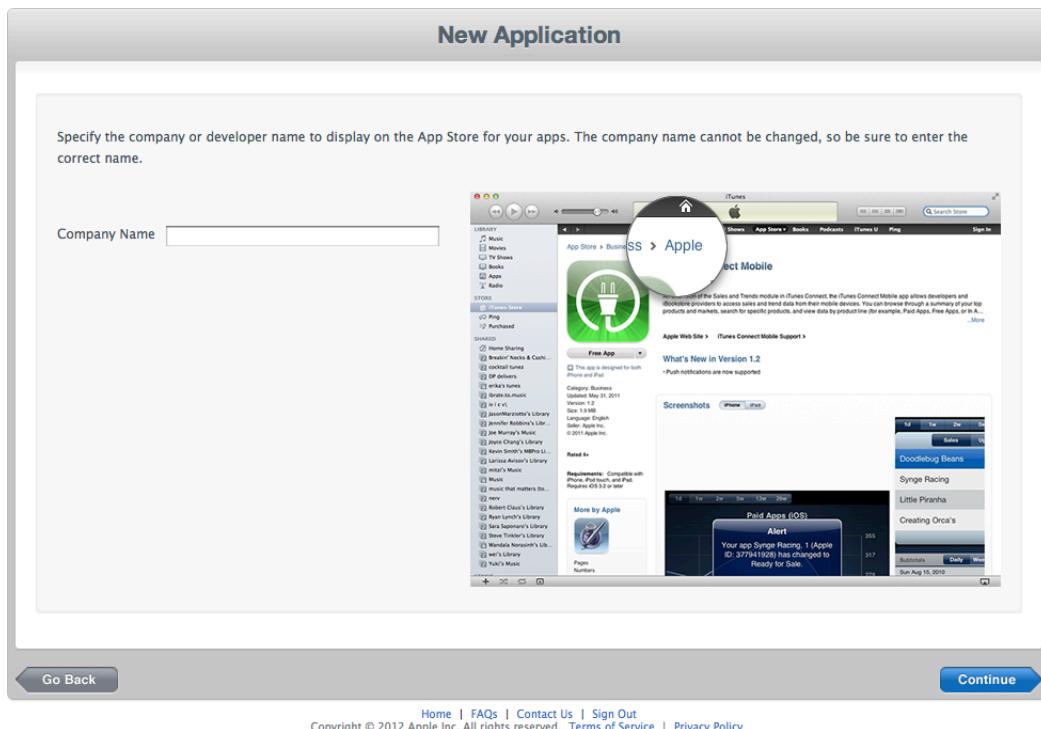
## Preparing Promotional Artwork (optional)

It’s a good idea to have high-quality layered Photoshop (PSD) artwork ready, along with a title treatment for your app. If the App Store team chooses to feature your app, you will be contacted and asked to deliver promotional artwork. Your quality artwork and title treatment can then be used by Apple’s design team to feature your app more prominently on the App Store. For artwork details, see “[Be Prepared for Your App to be Featured by the App Store](#)” (page 232).

## Setting Your Company Name

If you have enrolled in the Apple Developer Program as a company, the first time you add a new app in iTunes Connect, you are presented with the Company Name page. On this page you set your company's name that applies to each app you add to your developer account for distribution on the App Store. If you have enrolled as an individual, the company name is your developer or seller name.

**Important:** You cannot edit your company's name after submitting it on this page. The settings you specified will apply to all apps added to your account, so be sure they are correct before continuing. Do not include Apple trademarks.



The company name you specify will be displayed with your app on the App Store. For example, in the above iTunes Connect window, the name Apple is the company name. Your company name will appear in this spot and in the upper-left corner of your product page in the App Store. Your company name is a key piece of organizational metadata for your apps on the App Store. When users click the name, they arrive at a page containing all currently live apps sent through your developer account.

# Overview of iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale via the App Store. In iTunes Connect you can check the status of your contracts, manage iTunes Connect and test users, obtain sales and finance reports, view app crash logs, request promo codes, set up iAd Network and Game Center preferences, and add or manage app metadata, binaries, and In-App Purchases. Access to the various modules in iTunes Connect varies depending on the role(s) you hold.

iTunes Connect is also available as a mobile app, which is available for download on the App Store.

## iTunes Connect Is Made Up of Modules

iTunes Connect is divided into modules you use to access reports, set up users, and manage your apps. It also includes a module for contacting the correct Apple representative. Depending on the roles and access permissions assigned to you, the icons displayed may vary.

Module	Description
	<b>Sales and Trends.</b> View reports that show sales and trends over time. See <a href="#">App Store Sales and Trend Reports Guide</a> to learn more about reading your sales and trend reports. This information is also available using the iTunes Connect Mobile app (see <a href="#">"Get Information Through the Mobile Extension of iTunes Connect"</a> (page 23)).
	<b>Contracts, Tax, and Banking.</b> Accept the terms of the App Store Paid Applications or iAd Network Contract. Download a PDF copy of your contract.
	<b>Payments and Financial Reports.</b> View and download your monthly financial reports and payments. See the <a href="#">Financial Reports Guide</a> to learn how to view your available monthly Financial Report earnings, amount owed and last payment.
	<b>Manage Users.</b> Add and delete your iTunes Connect users or test users, and change a user's role.
	<b>Manage Your Apps.</b> Add, view, and manage your apps in the App Store.

Module	Description
iAd	<b>Grow Your Business With iAd.</b> Monetize your apps and drive downloads.
	<b>Catalog Reports.</b> Request catalog reports for your App Store content.
	<b>Developer Forums.</b> Find solutions and share tips with Apple developers from around the world.
	<b>Contact Us.</b> Get answers to your questions and submit a Contact Us form to the proper Apple representative.

## Logging in to iTunes Connect

Before you can use iTunes Connect, you must have a user account. When you enrolled in the Apple Developer Program, you create an Apple ID and password if you don't already have them. These credentials are used to set up both your Apple Developer Program team agent account and your iTunes Connect user account. Your iTunes Connect user account has full admin privileges. You'll use it to log in to iTunes Connect, and later create other iTunes Connect users and assign them roles on your team (see ["Setting Up an iTunes Connect User"](#) (page 36)).

### To log in to iTunes Connect

1. In Member Center, locate the link to [iTunes Connect](#), or go to the following URL:

<https://itunesconnect.apple.com>



The image shows the iTunes Connect login interface. It features two input fields: 'Apple ID' containing 'John Doe' and 'Password' containing a series of dots. Below the fields are two buttons: 'Forgot Password...' and 'Sign In'.

2. Enter your Apple ID and your password, and click Sign In.

### To change your password if you lose or forget it

- Enter your email address as the Apple ID and click [Forgot Password](#).
- You are then guided through a process to reset your password.

After you have logged in, you are routed to the iTunes Connect homepage.

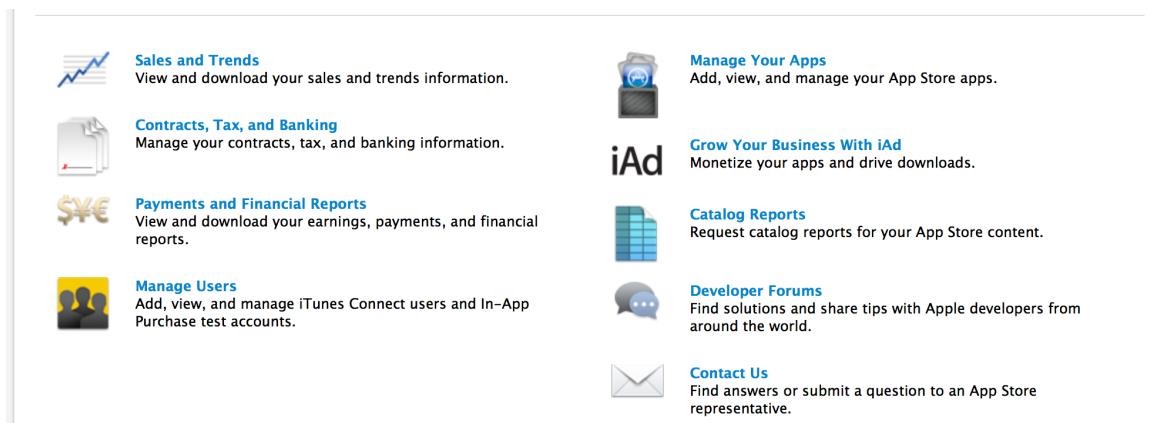
---

**Note:** You need to join an Apple Developer Program before you can access iTunes Connect. If you are not enrolled, go to [Enrolling in Apple Developer Programs](#) to enroll now.

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## Manage Your App Through the iTunes Connect Homepage

Use the iTunes Connect homepage to manage contracts, reports, user accounts, and apps.



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**Tip:** You can return to the iTunes Connect homepage at any time by clicking Home at the bottom of each page.

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Each module is covered in detail in the following chapters.

## Get Information Through the Mobile Extension of iTunes Connect

The iTunes Connect Mobile app is an extension of iTunes Connect that presents you with sales and trend information about your apps. The underlying unit data is the same information that continues to be available to you in the Sales and Trends module in iTunes Connect. You can also view your app's customer reviews, reject a binary, release an app, and perform other types of basic app management actions.



You can view your aggregated unit sales information by product line (for example, Paid Apps, Free Apps, or In-App Purchases), by market (for example, United States, France), and by individual product. The information is displayed in graphs and text over selectable periods of time.

The app helps you manage your business and make informed decisions using information provided on your mobile device.

For instructions on how to use the iTC Mobile app, see [iTunes Connect Mobile User Guide](#).

## Contact Us Through Menus, Options, FAQs, and Email

Contact Us is a series of menus and options that help you precisely identify any issues. You are directed to FAQs related to your question and to Contact Us forms that will be sent to the appropriate Apple representative.

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:

--- Please select ---

You can get to the basic FAQs page by clicking the Help button (the question mark graphic) on the iTunes Connect homepage.

[Access the Developer Guide.](#)  [FAQ](#) Review our answers to common inquiries.

[Home](#) | [FAQ](#) | [Contact Us](#) | [Sign Out](#)  
Copyright © 2013 Apple Inc. All rights reserved. [Terms of Service](#) | [Privacy Policy](#)

If you have a question that is not addressed in the FAQs, access the Contact Us module and select the appropriate topic from the drop-down menu.

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#### Frequently Asked Questions

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##### **Getting Started**

General questions including: how to use iTunes Connect and login and account issues.

##### **Payments and Financial Reports**

Get more information about payments as well as obtaining and understanding your financial reports.

##### **Manage Users**

Learn how to add and edit your iTunes Connect users

##### **Manage Your Apps**

Learn how to manage and edit your apps using iTunes Connect

##### **Sales and Trends**

Learn how to best review and understand your Sales and Trend Reports

##### **Apple Developer Program**

Find out where to find information regarding the iOS and Mac Developer Programs

##### **Contracts and Legal**

Learn more about the contracts process, rights disputes and how to make changes to your contracts.

##### **iAd Network**

Learn about the benefits of using iAd ads in your apps, how to enable your app for iAd use and view common iAd terms

##### **Application Loader**

Learn about Apple's delivery software for application binaries

##### **Game Center**

Learn about setting up and participating in Game Center.

##### **Catalog Reports**

Learn how to request catalog reports for your apps and In-App Purchases.

##### **Banking and Tax**

Get information relating to tax form requirements, assistance completing tax forms and setting up your bank account on iTunes Connect.

##### **App Store**

Learn more about the App Store, how your applications are organized and displayed, and how to address reported customer download issues

##### **Promo Codes**

Understand what it means to request promo codes and how they can be used

##### **App Crash Logs**

Learn about your application crash logs and where to get more information

##### **Manage In-App Purchases**

Review how to setup, edit and manage your in app purchases for your apps

##### **App Ratings**

Educate yourself on how to set and edit application ratings and learn about the meaning of each rating

##### **iTunes Connect Mobile**

More information on Apple's new iTunes Connect Mobile app for developers to track sales and trends on the go

##### **World Wide Trade Compliance for the App Store**

Understand more about export compliance law and what to do if your app contains encryption.

##### **iTunes Match and iTunes in the Cloud**

Everything you need to know about iTunes Match and iTunes in the Cloud.

##### **Newsstand**

Review how to setup, edit and manage Newsstand.

##### **App Transfer**

Learn how to transfer the ownership of an app so it does not affect customers or the app's availability on the App Store.

[iTunes Connect > FAQ](#)

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[Home](#) | [FAQ](#) | [Contact Us](#) | [Sign Out](#)

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# Viewing Sales and Trend Information

iTunes Connect provides you with daily, weekly, monthly, and yearly App Store sales data. For free apps, the units shown in the sales data correspond to the number of times the app was downloaded from the App Store. With iTunes Connect, you can access your data in graph, preview, or report form. From within the Sales and Trends module, click the Download User Guide link to download the iTunes Connect Sales and Trends Guide for a detailed overview of reporting.

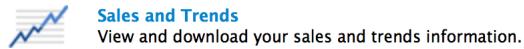
---

**Note:** Sales and Trends reports should not be used as substitutes for monthly financial reports (which are available in the Financial Reports module described in “[Viewing Payments and Financial Reports](#)” (page 35)). Moreover, since daily, weekly, monthly, and yearly reports are snapshots of App Store live data, they will not directly reconcile with financial reports.

---

## To preview sales and trends reports

1. On the iTunes Connect homepage, click the Sales and Trends icon.



**Sales and Trends**

View and download your sales and trends information.

2. In the window that appears, click the Dashboard tab (if it isn't already selected) to see the most recent daily data available.

The screenshot shows the iTunes Connect dashboard for Apple, Inc. at account number 80000001. The top navigation bar includes 'iTunes Connect', 'Apple, Inc.', and '80000001'. The tabs 'Dashboard' (selected), 'Sales', and 'View Selection' are visible. A 'Period Selection' dropdown is set to 'Nov 27, 2012'. The main area features a 'Sales' chart showing daily unit sales from November 14 to 27, with a 11.3% increase from the previous week. Below the chart are sections for 'Top Products Display' (listing top apps by developer and name), 'Top Apps' (listing top 6 apps with 600 total units), and 'Top Markets' (listing top 6 markets with 600 total units). At the bottom are 'Resources' links for 'Fiscal Calendar' and 'Download User Guide', and a 'Done' button.

3. Click the Sales tab to preview up to 50 transactions, summarized and sorted by number of units.

The screenshot shows the 'Sales' tab in the iTunes Connect dashboard. The top navigation bar includes 'iTunes Connect', 'Apple, Inc.', and '80000001'. The tabs 'Dashboard' and 'Sales' are visible. A 'Download' button is present. The main area displays a table of transaction details, including Title, Developer, Version, Type, Units, Customer Price, Proceeds, Store, and Apple ID. The table lists six transactions for different app versions. At the bottom are 'Fiscal Calendar' and 'Download User Guide' links, and a 'Done' button.

Title	Developer	Version	Type	Units	Customer Price	Proceeds	Store	Apple ID
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789

In this window, you can also download sales reports for additional processing. If your apps have auto-renewable subscriptions, you can download contact information for customers who have elected to opt in to personal information sharing.

**Important:** iTunes will not store or regenerate the data after the periods above expire; you need to download and store this data on a regular basis.

To gain access to Sales and Trends reports, you must have Admin, Finance, or Sales privileges. For instructions on how to define user roles, see “[Managing Users](#)” (page 36).

### To download a report as a tab-delimited, zipped text file

- In the Sales view, select a time period (day, week, month, or year) and click Download.

If you are using a Mac, the report is downloaded and opened automatically. If you are using Windows OS, you need to download an application (for example, WinZip) to decompress the .gz file prior to use.

# Managing Contracts, Taxes, and Banking

Use the Contracts module to request and enter into paid application agreements, provide required financial information relating to iTunes developer payments and tax withholdings, and track the status of your iTunes agreements.



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

If you want to distribute your apps to the App Store, you need to [enroll in an Apple Developer Program](#). After your membership is activated, you can distribute free apps. To distribute paid apps, complete an iOS or Mac Paid Applications contract.

**Note:** To add or edit material in the Contracts, Tax, and Banking module, you need to be the Team Agent with Legal privileges. For instructions on how to define user roles, see "[Managing Users](#)" (page 36).

## Requesting a Contract

A list of available new contracts can be found at the top of the screen, in the Request New Contracts section. To generate and enter into a new contract, click Request next to the desired contract if you have legal privileges.

**Contracts, Tax, and Banking**

**Request Contracts**

Select the contract(s) you would like to view from the list and click Request. You can distribute your free apps without entering into the contracts below.  
Note: Only users with the Legal role can enter into contracts.

Contract Region	Contract Type	Legal Entity	
World	iAd Network		<b>Request</b>
All	iOS Paid Applications		<b>Request</b>

**Contracts In Effect**

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Download
World	iOS Free Apps		N/A	N/A	N/A	Oct 01, 2010	Oct 01, 2011	N/A

**Done**

Before a new contract is generated, iTunes Connect validates your legal entity information. Your legal entity name, provided when you enrolled in an Apple Developer Program, is the name displayed on the App Store as the "Seller."

**Manage Your Contact Information**

**Legal Entity Information**

Sample Company  
1 Infinite Loop  
Cupertino  
United States  
California  
95014-2083

**Contract Information**

MS4419791 – iOS Paid Applications ( All (See Contract) )

**Company Contacts**

[Add New Contact](#)

Role	Contact
Senior Management	Select
Financial	Select
Technical	Select
Legal	Select
Promotions	Select

[Done](#)

## Extending a Contract

To extend your contracts, initiate a request through Member Center. The extension is automatically applied to your contract as reflected on iTunes Connect.



**Tip:** When you notice that your contract expiration date is approaching, it's a good idea to click through the contract renewal in the [Member Center](#) to avoid apps being removed from the App Store.

Contracts In Effect

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Download
World	iOS Free Apps		N/A	N/A	N/A	Oct 01, 2010	Oct 01, 2011	N/A

## Providing Banking Information

If you have administrative or financial privileges, you can enter banking information for receiving developer share payments. You must provide banking and tax information before your contract goes in effect allowing your apps to be sold.

Contracts In Effect

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Download
World	iOS Free Apps	MS1148605	N/A	N/A <a href="#">Edit</a>	N/A <a href="#">View</a>	Oct 05, 2010	Aug 25, 2011	N/A
All (See Contract)	iOS Paid Applications	MS1148607				Oct 05, 2010	Aug 25, 2011	

### To set up a new bank account

1. On the Your Contracts in Process page, click View/Edit in the Bank Info column.
2. Click the Add Bank Account link to add a new bank account.

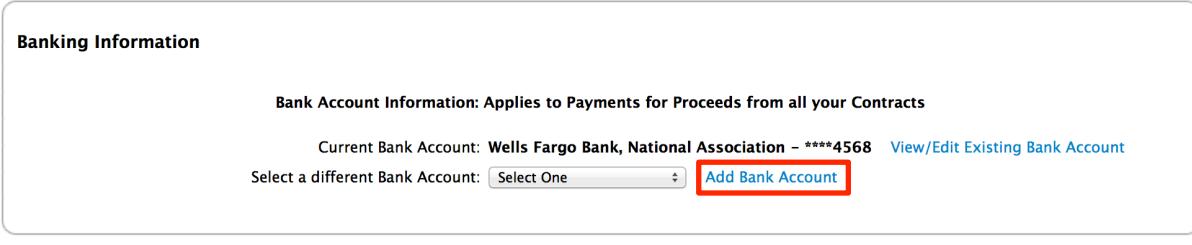
**Banking Information**

Bank Account Information: Applies to Payments for Proceeds from all your Contracts

Current Bank Account: Wells Fargo Bank, National Association - \*\*\*\*4568 [View/Edit Existing Bank Account](#)

Select a different Bank Account: [Select One](#) [Add Bank Account](#)

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



3. Choose from the available countries to indicate their bank's locations.
4. Enter either your bank's local clearing code or a SWIFT code, depending on your bank's location.

Alternatively, if your bank is located outside the United States, you can choose to look up your bank. For banks based in the United States, you must enter your bank's routing code, typically found on your bank statements and checks.

Or click "Look up Transit Number" to search by bank name, city, postal code, or any combination of the three.

**Banking Information**

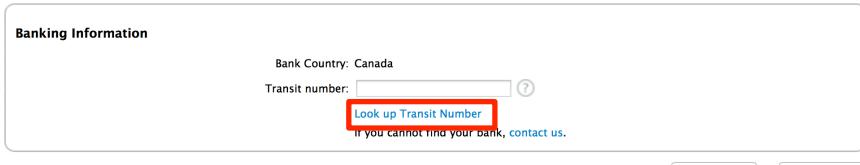
Bank Country: Canada

Transit number:  [?](#)

[Look up Transit Number](#)

If you cannot find your bank, [contact us](#).

[Cancel](#) [Next](#)



5. After you have selected the bank you want, confirm your selection before continuing.

6. Provide your bank account number, IBAN (depending on your bank's location), account holder name, bank account currency, and bank account type (also depending on your bank's location).

**Banking Information**

Bank Country : Canada  
Transit number : 000139660

Bank Name : BANK OF MONTREAL  
Bank Address : 595 Burrard St., Vancouver, British Columbia, V7X 1L7, Canada

Bank Account Number :  [?](#)  
Confirm Bank Account Number :   
Account Holder Name :  [?](#)

Note: You must enter the Account Holder Name EXACTLY as it appears on your bank account or your payment may be rejected.

Bank Account Currency :  [?](#)  
[Can't find your Bank Account Currency? Contact Us](#)

[Cancel](#) [Next](#)

7. After you have entered all of your banking information and certified that the information is correct, your bank account will be created and included in the pop-up menu.

**Banking Information**

Bank information for App Store Developer Share Payments

Choose Bank Account  BANK OF MONTREAL - \*\*\*\*3123 [Bank Account](#)

[Select One](#)

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

8. Choose your bank and click Save.

## Editing Banking Information

After your banking information has been processed, you can (with administrative or financial privileges) add another bank account or make edits to the existing bank account information at any time, except during system maintenance downtimes. Banking updates made while payments are in process affect only the subsequent period's payments.

## Providing Your Tax Information

If you have administrative or finance privileges, you can enter tax information.

## To provide tax information

1. In the Tax Info column for the contract, click Set Up.

### Contracts In Process

Once you complete setup and the effective date has been reached, the contract will be moved to the Contracts In Effect section.

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Download	Status
All (See Contract)	iOS Paid Applications		<a href="#">Set Up</a>	<a href="#">Set Up</a>	<a href="#">Set Up</a>		Pending Tax, Bank, Contact

You must provide banking and tax information before your contract goes in effect in order for your apps to be sold.

2. Depending on where your legal entity address is based, you may be required to complete tax forms or certifications for your contract to go in effect.
  - If you are based in the United States, you will be prompted to complete a W-9.
  - If you are based outside of the United States, you will complete a series of questions to direct you to the correct tax form or certification.

The form or certification presented must be completed for your contract to go in effect.

3. If you are based in Canada or Australia, you must provide additional information or forms or both.

### Australia Tax Forms

Required for developers based in Australia or registered for Australian GST.

[Set Up](#)

### Canada Tax Forms

Required for developers based in Canada or registered for Canadian GST/HST.

[Set Up](#)

4. Japanese tax forms are optional if you are based outside of Japan (and they are not required if you are based in Japan).

Until you have completed these forms, sent hardcopies to Apple and had them approved by the Japanese government, your royalty payments will be subject to a standard 20% tax withholding rate (as opposed to a potentially reduced tax treaty rate).

For developers residing outside of Japan who want to sell apps on the Japan App Store, [learn more](#) about optional Japanese tax forms.

# Viewing Payments and Financial Reports

Financial reports are provided once a month and are based on Apple's fiscal calendar. For information on the fiscal calendar or on the financial reports, click the Fiscal Calendar or Financial Reports Guide links on the bottom of the page that appears after you click the Payments and Financial Report icon.

## To generate your financial reports

1. Click the Payments and Financial Reports icon on the iTunes Connect Home page.



**Payments and Financial Reports**

View and download your earnings, payments, and financial reports.

Upon selecting the Payments and Financial Reports module for the first time you will be directed to the Payments and Financial Reports dashboard. From the dashboard view, you can quickly obtain information including last payment, amount owed, latest monthly earnings, unit sales and payment trends.

2. Click the Dashboard tab (if it isn't already selected) to obtain information including last payment, amount owed, latest monthly earnings, unit sales and payment trends.

The first time you open the Payments and Financial Reports module, the Payments and Financial Reports dashboard appears by default.

3. To download your financial reports designated App Sales, click the Earnings tab.

You will see a list of your reports by month and by region.

4. Click the link for the report you want to download.

You can then import the file to a data warehouse or spreadsheet, and analyze or manipulate your data as necessary. For financial reports designated as Ad Revenue, iTunes will display the proceeds for that month. To view specific details over the amounts earned, click View Details. This link will direct you to the iAd Network module.

For more detail, read the [Payments and Financial Reports Guide](#) available from the Payments and Financial Reports module in iTunes Connect. There is also a Payments and Financial Reports section of the iTunes Connect FAQ (click the link located at the bottom of every page in iTunes Connect).

# Managing Users

The Manage Users module in iTunes Connect allows you to set up two types of users:

- **iTunes Connect users.** These users have access to your content in iTunes Connect, and you assign roles to control what modules they can access. iTunes Connect users are the subject of this chapter.
- **Test users.** Test users have access to your In-App Purchase sandbox environment and other test environments where applicable. Test user accounts are set up by iTunes Connect users having an Admin or Technical role. (To learn more about setting up test users accurately, read "[Creating Test User Accounts](#)" (page 148).)

---

**Note:** To add, delete, or modify a user, you must have an Admin role.

---

## Setting Up an iTunes Connect User

Create one iTunes Connect user account for each person who needs to have access to iTunes Connect. You can control which members of your organization have access to the various iTunes Connect modules by assigning roles:

Role	Description
Admin	Gives the user access to all iTunes Connect modules. Admin users have the ability to create, delete or modify existing iTunes Connect users and Test Users. The initial iTunes Connect user (Team Agent), is granted both the Admin and Legal roles by default.
Legal	Gives the user access to the Contracts, Tax, and Banking and Contact Us modules. This role is only available to the initial iTunes Connect user (Team Agent) and cannot be edited in iTunes Connect. This role allows the individual to enter into agreements with iTunes via iTunes Connect and to request promo codes. To change your Team Agent, you must visit Member Center.
Finance	Gives the user access to Financial Reports, Contracts, Tax and Banking Information, iAd Network, and Sales/Trend Reports modules. This user will also be able to view the Manage Users module and view other user profiles, but will only be able to edit their own personal user information.

Role	Description
Technical	Gives the user access to Manage Your Apps, Contact Us, Manage Users, and iAd Network modules. As with the Finance user role, Technical users have limited access to the Manage Users module. They have the ability to view other users' profiles, but will only be able to edit their own personal user information. Technical users can create In-App Purchase Test Users.
Sales	Gives the user access to the Sales/Trend Reports module as well as the following iTunes Connect modules: Manage Users, iAd Network, and Contact Us. Sales users can only edit their account personal information (first name, last name, Apple ID, email address) and notification selections. This role should be assigned to those in your organization who should have access to reporting, marketing, and ad campaigns, but should not have access to provide or view your organization's financial information. This user will be able to view (not edit) information in the Manage Users module including other user profiles.
Marketing	Gives the user access to the Contact Us module. Assign this role to the person on your team who manages your marketing materials and any promotional artwork. It is this user who would be contacted by the App Store team if an app is chosen to be featured in the App Store.

For each iTunes Connect user, you can define the notifications that user will receive about the iTunes Connect account.

There is no method for creating custom roles or limiting user access to specific modules or apps. The roles described above are the only options for controlling what the user can access in iTunes Connect.

### To add a new iTunes Connect user

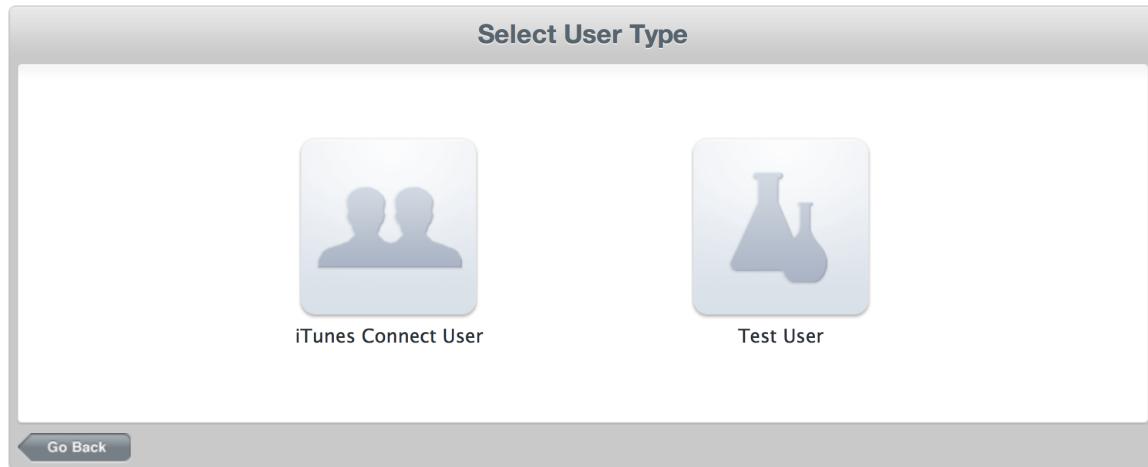
1. Log in to [iTunes Connect](#).
2. On the iTunes Connect homepage, click Manage Users.



[Manage Users](#)

Add, view, and manage iTunes Connect users and In-App Purchase test accounts.

3. On the Select User Type page, click iTunes Connect User.



4. To add a new user, click the Add New User button.
5. Enter the individual's information: first name, last name, and email address.

A screenshot of the 'Add New User' screen. At the top center is the title 'Add New User'. Below it is a section titled 'Personal Details' with three input fields: 'First Name :', 'Last Name :', and 'Email Address :'. Each field has a corresponding text input box. Below these fields is a note: 'This will be the user's Apple ID.' At the bottom left is a 'Go Back' button with a left arrow, and at the bottom right is a dark blue 'Continue' button with a right arrow.

The email address will be the user's Apple ID. This address must be valid to activate the account; the user will receive an email as a confirmation.

6. Click Continue.
7. On the Roles tab, select the checkbox to assign the role to this user.

Only the initial iTunes Connect user (the team agent) has access to legal permissions.

**John Appleseed**

Personal Details	Roles	Notifications			
<p>Please note that you cannot edit your own user roles, and must have another user with an Admin role do it for you.</p>					
<b>Select Role</b>	<input checked="" type="checkbox"/> Admin	<input type="checkbox"/> Technical	<input type="checkbox"/> Sales	<input type="checkbox"/> Finance	<input checked="" type="checkbox"/> Legal
Manage Users*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manage Your Applications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manage Your In App Purchases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manage Test Users	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Request Promotional Codes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales/Trend Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contracts, Tax, & Banking**	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Payments and Financial Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contact Us	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\*All Users can change their own Personal Details.  
\*\*Only users with the Legal role will be able to enter into contracts. Admin and Finance users without the Legal role will not be able to enter into contracts.

Role has read and write access to this module.  
 Role has read-only access to this module.

**Cancel** **Save Changes**

8. Click Continue.

9. On the Notifications tab, select the notification types assigned to this user by territory. (See below for descriptions of the notification types).

John Appleseed

Personal Details		Roles		Notifications	
Select the notification types and territories that will be assigned to this user.					
Territory	All Notifications	Contract	Financial Report	App Status	Payment
Worldwide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Canada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Japan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
New Zealand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Brazil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hong Kong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Indonesia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Singapore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Taiwan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
United Kingdom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sweden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Denmark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Switzerland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Norway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
India	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Israel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Russia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Saudi Arabia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
South Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
United Arab Emirates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

See Notification description [?](#)

[Done](#) [Save](#)

Notification type	Description
Contract	Provides email alerts with contract status updates. Examples are contract expiration warnings or requests for more information from you to complete your contract setup.
Financial Report	Provides email alerts when finance reports are available for download on iTunes Connect.
Status Update	Provides email alerts when your app changes state.
Payment	Provides email alerts when a payment to your bank is returned.

10. To apply selections and finish creating the user, click Save Changes.

After you have created the new user, that user receives an email providing a link to iTunes Connect, along with their user name. (Make sure to check spam and junk mail filters if the user has not received the activation email.) The new user must click through this link to activate their account. Clicking the link prompts the new user to enter a password, as well as create a security question and answer.

iTunes Connect

### Create Password

Enter the information below to set up your new password. This will also help you retrieve your password if you forget it.

New Password :

Confirm New Password :

Date of Birth :  Month  Day

Secret Question :   
example: What is my pet's name?

Answer :

After users submit their information, they can log in and access iTunes Connect. Users can manage their own Apple IDs and passwords from the [iTunes Connect Sign In](#) page.

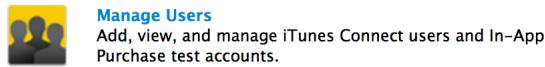
## Viewing and Editing iTunes Connect Users

In addition to adding new users, admin users can view, modify, or delete existing iTunes Connect users and edit user rights and notifications. Admin users can also delete test users.

Admin users cannot edit the iTunes Connect roles for admin and legal users.

### To view or edit an iTunes Connect user

1. Log in to [iTunes Connect](#).
2. On the iTunes Connect homepage, click Manage Users.



3. On the Select User Type page, click iTunes Connect User.

A screenshot of the "Manage Users" page. The title bar says "Manage Users". Below it is a table titled "3 Users" with columns: Last Name, First Name, Apple ID, and Role(s). The table contains three rows:

Last Name	First Name	Apple ID	Role(s)
Doe	John	itunesuser@apple.com	Technical
Appleseed	Jack	appleuser@apple.com	Admin Legal
Smith	Jane	iphoneuser@apple.com	Finance

Each row has an "Edit Profile" button to its right. At the bottom left is a "Cancel" button and at the bottom right is a "Sign Out" link.

4. On the Manage Users page, click the Edit Profile button for the user you want to edit.
5. Make changes as needed.
  - To delete the user, click the Delete User button. If an individual leaves your company, it is recommended for security purposes that you delete their iTunes Connect access immediately so that they can no longer access your app information. Confirm that you want to delete this iTunes Connect account.

A screenshot of the "Edit User" dialog for "John Appleseed". The title bar says "Delete User" (which is highlighted with a red box) and "John Appleseed". Below it is a tabbed interface with "Personal Details" selected, followed by "Roles" and "Notifications".

The "Personal Details" tab displays the following information:

- First Name : John
- Last Name : Appleseed
- Apple ID : itcuser@apple.com
- Email Address : itcuser@apple.com

At the bottom left is a "Cancel" button and at the bottom right is a "Save Changes" button.

- To change the user's role, click the Roles tab and select the new role.

- To change the user's notifications, click the Notifications tab and select the new notifications and territories.
6. Click Save Changes.

# Adding New Apps

To add a new iOS or Mac app, you use the Manage Your Apps module in iTunes Connect, performing the following tasks:

- Entering basic app information and supporting metadata
- Setting your pricing and territories
- Adding languages and keywords
- Uploading a large icon (for iOS apps only) and screenshots
- Answering further questions about your binary
- Preparing your app for binary upload

Review the terms of your Apple Developer Program License Agreement and make sure that, in compliance with its terms, you own or control all content contained in your app, which includes all the metadata entered here.

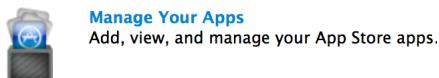
After you've performed all of these tasks, submit the app using Xcode (as described in *App Distribution Guide*) or Application Loader (as described in "[Using Application Loader](#)" (page 78)). At that point, you can make changes to the app metadata and update the binary for the app. For more information on editing your app information after the app has been uploaded, see "[Editing and Updating App Information](#)" (page 104).

## Preparing Your App for Binary Upload

You prepare your app for binary upload through the Manage Your Apps page.

### To add an app record to iTunes Connect

1. Log in to [iTunes Connect](#).
2. On the iTunes Connect homepage, click Manage Your Apps.



The first time you see the Manage Your Apps page in iTunes Connect, it is blank. After you've uploaded your first binary, you see your apps listed here.

3. On the Manage Your Apps page, click Add New App.
4. If you have contracts in effect for both iOS and Mac apps, select your app type.



If you have signed a contract for only one app type, this page does not appear.

5. Follow the instructions on the subsequent pages.
6. On each of the following pages, click Continue to go to the next page or Cancel to cancel adding an app record.

The following sections break down the steps involved in adding an app.

## Entering App Information

On the App Information page, you supply (in your primary language) all of the initial app-level information for the app you are creating. If you need assistance as you're filling out the page, select the Help button (?) next to the field or refer to Table 7-1 for the property descriptions.

The screenshot shows the 'App Information' page with a title bar. Below it is a section titled 'Enter the following information about your app.' containing four input fields: 'Default Language' (set to English), 'App Name', 'SKU Number', and 'Bundle ID' (set to Select). A note below the bundle ID field says 'You can register a new Bundle ID [here](#)'. At the bottom left is a 'Cancel' button, and at the bottom right is a 'Continue' button.

**Table 7-1** App Information properties

Property	Description
Default Language	The primary language you will be using to enter app details for display on the App Store. The default is English.
App Name	The name of your app as it will appear on the App Store. The app name must be at least 2 characters and no more than 75 bytes, assuming single-byte characters.
SKU Number	A unique ID for your app. You can use letters, numbers, hyphens, periods, and underscores. The SKU cannot start with a hyphen, period, or underscore.
Bundle ID	An identifier used by iOS and OS X to recognize any future updates to your app. Your bundle ID must be registered with Apple and unique to your app. Bundle IDs are app-type specific (either iOS App or Mac OS X App). The same bundle ID cannot be used for both iOS and Mac apps. The bundle ID must exactly match the bundle identifier in your Xcode project Info.plist file. This property may be an explicit App ID, but if it is a wildcard App ID, then you need to specify a bundle ID suffix as well.
Bundle ID Suffix	A string that is appended to the bundle ID property (if it is a wildcard App ID) to form a bundle identifier that exactly matches the bundle identifier in your Xcode project Info.plist file.

Follow these guidelines when entering information about your app:

- Your metadata and assets should be in your default language.

Apple expects you to upload your metadata and assets in the default language. As a result, your metadata and assets will be displayed in all App Stores worldwide unless you specify individual localizations. The default language you select here is not displayed in the App Store under Languages. You set the information displayed on the App Store in your binary.

- Choose an appropriate name for your app.

Do not include a description of your app in the app name. Use the Application Description field instead. After you have submitted the app, its name can be changed only when your app is in an editable state.

Choose a name that is distinct and appropriate. For best results on the application product pages on the desktop App Store, use no more than 70 characters. For the iOS App Store, use no more than 35 characters. Do not choose an app name that is substantially similar to an existing app name (for example, by adding or removing spaces, exclamation points, or other characters).

Ensure that your app name does not violate the trademark or other rights of a third party. If you enter an app name that is trademarked or already in use on the App Store, Apple can remove your app from the App Store.

If you include compatibility language in your app name, for example, “[app name] for iPad,” this compatibility language is not considered the app name for purposes of restrictions on duplicative names or intellectual property rights. In other words, if someone else has the wording “xxxx” on the App Store, you may not submit “xxxx for iPad” as an app name. See [Guidelines for Using Apple Trademarks and Copyrights](#) to make sure your compatibility language uses Apple marks correctly.

---

**Note:** After you create your app and assign it a name, you have 180 days to deliver a binary or else your app will be deleted from iTunes Connect so that the app name is free for use by the developer community. Per section 3.2 of the iOS Developer Program License Agreement, squatting on an app name to prevent legitimate third-party use is prohibited. For information about email alerts you will receive to remind you of this policy, see [“App Name Expiry”](#) (page 71).

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- Create a SKU number that is unique and meaningful to you.

The SKU is any alphanumeric sequence of letters and numbers you’d like to use to be uniquely identified in Apple’s system. You may create any string of UTF-8 letters and numbers, as long as it is unique to your developer account. This SKU is internal only and is not seen by users at any time. After you have submitted your metadata, this SKU is not editable.

- The bundle ID (combined with the bundle ID suffix) needs to exactly match the bundle identifier in your Xcode project.

You are required to have an explicit bundle ID for distribution on the App Store. If you choose an explicit App ID from the Bundle ID menu, then it must match the bundle identifier in your Xcode project `Info.plist` file. If you choose a wildcard App ID, you must also specify a bundle ID suffix. The wildcard App ID combined with the bundle ID suffix must exactly match the bundle identifier in your Xcode project.

---

**Note:** The bundle identifier cannot be changed if the first version of your app has been approved or if you have enabled Game Center or the iAd Network.

---

**iOS Note:** If your iOS app requires a specific device capability—for example, telephony, GPS, or accelerometer—to function properly, be sure to code this information into the information property list (`Info.plist` file) of your binary using the `UIRequiredDeviceCapabilities` key. Refer to “Declaring the Required Device Capabilities” in *iOS App Programming Guide* to learn more.

At runtime, iOS cannot launch your app unless the declared capabilities are present on the device. The App Store requires this information so that it can generate a list of requirements for user devices and prevent users from downloading apps that they cannot run. For Mac apps, it is not necessary to specify required device capabilities.

All device requirement changes must be made when you submit an update to your binary. You are permitted to increase the number of devices your app runs on, but you cannot remove devices you have previously permitted. Removing them will prevent users who have previously downloaded your app from updating it.

---

After you enter the App Information, click Continue to go to the next page.

## Setting Territory Rights, Pricing and Availability

You set territory rights, pricing, and availability on the rights and pricing page.

On this page, you:

- Set the date when you want your app to go live on the App Store
- Schedule price tier changes for the future (by setting a price tier effective date and a price tier end date)
- (iOS only) Offer a discount to educational institutions buying in bulk
- Select the territories where you would like to make your app available (do nothing to have your app available worldwide)

If you need assistance as you're filling out the page, select the appropriate Help button (?) next to the field or refer to Table 7-2 for the property descriptions. You can modify these settings at any time, including after the app is available on the App Store.



**Tip:** A pricing matrix is available to assist you with your pricing decision. Click View Pricing Matrix to see the tiers in more detail, or you can click the tier name in your price tier schedule to see the resulting proceeds.

### App Name

Select the availability date and price tier for your app.

Availability Date	07/Jul	23	2013	?
Price Tier	Free			?
	<a href="#">View Pricing Matrix ▶</a>			
Discount for Educational Institutions	<input checked="" type="checkbox"/>			?
Custom B2B App	<input type="checkbox"/>			?

Unless you select [specific stores](#), your app will be for sale in all App Stores worldwide.

[Go Back](#)
[Continue](#)

**Table 7-2** Pricing, availability, and territory rights properties

Property	Description
Availability Date	<p>The date when your app will be available for purchase on the App Store. If your app has not been approved by Apple before this date, it will go live as soon as it has been approved.</p> <p>The date you select is a global date and applies to all territories selected. If you change this date, the new date applies to all versions of your app. If you create a new version of your app, you may use the “<a href="#">Version Release Control</a>” (page 75) feature to control the date your new version is released to the App Store.</p>
Price Tier	<p>The level that determines both the customer price and your proceeds (which is the net price after taxes, where applicable, have been taken out). If Price Tier is not Free, you must have a paid commercial agreement in place before you can sell in your chosen tier.</p> <p>If you have a Paid Applications contract in effect, iTunes Connect allows you to schedule price tier changes for your apps over time. For more information, see <a href="#">“Scheduling Price Tier Changes”</a> (page 115).</p>
Price Tier Effective Date	<p>When scheduling price tier changes, the date when the new tier will take effect on the App Store.</p> <p>For more details on scheduling price tier changes, refer to <a href="#">“Scheduling Price Tier Changes”</a> (page 115).</p>

Property	Description
Price Tier End Date	When scheduling price tier changes, the date that the tier will no longer be in effect and will return to the previously set price tier. For more details on scheduling price tier changes, refer to <a href="#">"Scheduling Price Tier Changes"</a> (page 115).
Discount for Educational Institutions ( <i>iOS only</i> )	If selected, this app is offered at a discount to educational institutions enrolled in the Apple <a href="#">Volume Purchase Program</a> . The details of the discount are found in the latest paid application agreement, which you must sign before this app will be available to education customers. The discount for educational institutions option is not available for Mac apps.
Custom B2B App <i>iOS only</i>	<p>If selected, this app is a custom B2B app that is not available in the general App Store. This option is available only if you are editing the first version of your app and it is still in an editable state.</p> <p>An app that is set up as a custom B2B app will only be available to the Volume Purchase Program customers that you specify in iTunes Connect, and it will only be available in the applicable territories. (For example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business.) Custom B2B apps are not available to educational institutions or general App Store customers. To learn more, see the <a href="#">Volume Purchase Program for Business webpage</a>. To learn more about how your customers can sign up for the Volume Purchase Program, visit the <a href="#">VPP for Business Enrollment webpage</a>.</p> <p>Even though custom B2B apps can be free, you must have a Paid Apps Contract for your app to be visible on the Custom B2B App Store.</p> <p>For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program. The app will be available only to the VPP Apple IDs you specify. You can add as many Apple IDs as you would like.</p>
Territories	The individual countries or territories where you want to sell your app. By default, your app is available in <i>all countries the App Store currently supports</i> .

Follow these steps to create a custom B2B app that is not available in the general App Store.

## To create a custom B2B app

- On the “Rights and Pricing” page, select the Custom B2B App checkbox.

**Custom B2B App**  [?](#)

**Volume Purchase Program Customers**

For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program (the Apple ID is usually an email address). This app will only be available to the Volume Purchase Program Apple IDs you specify here (you can add as many as you would like). To learn more about the App Store Volume Purchase Program for Business, visit <http://vpp.itunes.apple.com/faq>. To learn more about how your customers can sign up for the Volume Purchase Program, visit <http://enroll.vpp.itunes.apple.com>.

**Apple IDs** [Add Apple ID](#)

[X](#)

Unless you select **specific stores**, your app will be for sale in all App Store Volume Purchase Programs for Business worldwide.

- Click the Add Apple ID button to add an Apple ID.
  - Enter the Apple ID and type Return.
  - Repeat steps 2 and 3 for each Apple ID you want to add.
- You must add one or more Apple IDs.
- Click the close button (x) next to an Apple ID to remove it from the list.

Follow these steps to select individual countries where your app will be sold. If you do nothing, your app will be available worldwide. You can change your choices later.

## To change the territories where your app is available for sale

- On the bottom of the “Rights and Pricing” page, click “specific stores”.

Select the App Stores where your app will be sold. Note that if you deselect all territories, your app will be removed from sale in all App Stores worldwide.

[Select All](#) [Deselect All](#)

Albania	<input checked="" type="checkbox"/>	Dominica	<input checked="" type="checkbox"/>	Luxembourg	<input checked="" type="checkbox"/>	Senegal	<input type="checkbox"/>
Algeria	<input checked="" type="checkbox"/>	Dominican Republic	<input type="checkbox"/>	Macau	<input type="checkbox"/>	Seychelles	<input checked="" type="checkbox"/>
Angola	<input checked="" type="checkbox"/>	Ecuador	<input type="checkbox"/>	Macedonia, The Former Yugoslav Republic Of	<input checked="" type="checkbox"/>	Sierra Leone	<input checked="" type="checkbox"/>
Anguilla	<input checked="" type="checkbox"/>	Egypt	<input checked="" type="checkbox"/>	Madagascar	<input checked="" type="checkbox"/>	Singapore	<input type="checkbox"/>

- To sell your app worldwide, click Select All.
- To remove your app from all App Store territories worldwide, click Deselect All.

4. To select specific countries, click the checkbox next to the country name.
5. For your app to go live automatically when you sign a new Paid App contract for future App Store territory expansions, select the New Territories As Added checkbox.

Click Continue to go to the next page.

## Supplying Your App's Version Information, Metadata, App Review Information, Licensing Agreements, and Uploads

The next page is used to further describe your app and is separated into sections of information. This is the last page you fill in before uploading your binary using either Xcode or Application Loader.

On this page you:

- Supply version information
- Set your app's rating
- Describe your app more completely by providing metadata
- Provide your own EULA if desired
- Upload your app's assets

### Supplying Version Information

In the Version Information section, you supply (in your primary language) all the metadata associated with this specific version of your app. This information appears to the user on your app product page on the device (for iOS apps only) and on the desktop App Store (for both iOS and Mac apps). For Mac apps, this information is displayed only on the Mac App Store. If you need assistance when filling out the fields, use the Help button next to each field and menu. See Table 7-3 for version information field descriptions.

Version Information

Version Number	<input type="text"/>	(?)
Copyright	<input type="text"/>	(?)
Primary Category	<input type="button" value="Select"/>	(?)
Secondary Category (Optional)	<input type="button" value="Select"/>	(?)

**Table 7-3** Version information properties

Property	Description
Version Number ( <i>required</i> )	The version number of the app you are adding. Numbering should follow typical software versioning conventions (for example, 1.0, 1.0.1, 1.1). <b>Important:</b> Make sure the version number matches the version number set in the bundle. If these do not match, then upload errors for later updates may occur.
Copyright ( <i>required</i> )	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, 2008 Acme Inc.). Do not include the copyright symbol because it is added automatically.
Primary Category ( <i>required</i> ) / Secondary Category( <i>optional</i> )	The categories that best describes the app you are adding. See " <a href="#">Choosing Primary and Secondary Categories</a> " (page 53) for a list of available categories.
Subcategory ( <i>optional</i> )	Subcategories for games. See " <a href="#">Choosing Subcategories for Games (Optional)</a> " (page 54) for a list of available subcategories.

### Choosing Primary and Secondary Categories

Choose the primary category that best describes your app. This is the category under which your app is listed. Choose a secondary category to further define your app if desired. The primary and secondary categories (listed here) are identical.

- Book (iOS only)
- Business
- Catalogs (iOS only)
- Developer Tools (OS X only)
- Education
- Entertainment
- Finance
- Food & Drink (iOS only)
- Games
- Graphics & Design (OS X only)
- Health & Fitness
- Lifestyle

- Medical
- Music
- Navigation (iOS only)
- News
- Newsstand (secondary category only)
- Photo & Video
- Productivity
- Reference
- Social Networking
- Sports
- Travel
- Utilities
- Video (OS X only)
- Weather

---

**Mac Note:** For Mac apps, you must define a category in the `Info.plist` file of your app binary using the `LSApplicationCategoryType` key. The list of categories you can choose to define in your property list is the same as the available categories for Mac apps in iTunes Connect. Your primary category selected in iTunes Connect should match the category defined in your binary's property list.

---

### Choosing Subcategories for Games (Optional)

If you select Games as the Primary or Secondary Category, you can optionally select up to two subcategories to help more accurately define your game. Select from a list of subcategories to further organize your game app.

- Action
- Adventure
- Arcade
- Board
- Card
- Casino
- Dice

- Educational
- Family
- Music
- Puzzle
- Racing
- Role Playing
- Simulation
- Sports
- Strategy
- Trivia
- Word

## Setting a Rating

In the Rating section, set the rating for your app for the purpose of parental controls on the App Store. All apps are required to have a rating. For each content description, choose the level of frequency that best describes your app. As you mark each selection, the app rating is displayed on the right. For a description of app ratings, see [Table 7-4](#) (page 56).

**Important:** Apps must not contain any obscene, pornographic, offensive or defamatory content or materials of any kind (text, graphics, images, photographs, etc.), or other content or materials that in Apple's reasonable judgement may be found objectionable.

**Rating**

For each content description, choose the level of frequency that best describes your app.

[App Rating Details ▶](#)

Apps must not contain any obscene, pornographic, offensive or defamatory content or materials of any kind (text, graphics, images, photographs, etc.), or other content or materials that in Apple's reasonable judgment may be found objectionable.

Apple Content Descriptions	None	Infrequent/Mild	Frequent/Intense
Cartoon or Fantasy Violence	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual Content or Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profanity or Crude Humor	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Alcohol, Tobacco, or Drug Use or References	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mature/Suggestive Themes	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simulated Gambling	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror/Fear Themes	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Prolonged Graphic or Sadistic Realistic Violence	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphic Sexual Content and Nudity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>


  
App Rating

**Table 7-4** Apple rating chart

Rating	Definition
4+	Apps in this category contain no objectionable material.
9+	Apps in this category may contain mild or infrequent occurrences of cartoon, fantasy or realistic violence, and infrequent or mild mature, suggestive, or horror-themed content which may not be suitable for children under the age of 9.
12+	Apps in this category may also contain infrequent mild language, frequent or intense cartoon, fantasy or realistic violence, and mild or infrequent mature or suggestive themes, and simulated gambling which may not be suitable for children under the age of 12.
17+	Apps in this category may also contain frequent and intense offensive language; frequent and intense cartoon, fantasy or realistic violence; and frequent and intense mature, horror, and suggestive themes; plus sexual content, nudity, alcohol, tobacco, and drugs which may not be suitable for children under the age of 17.

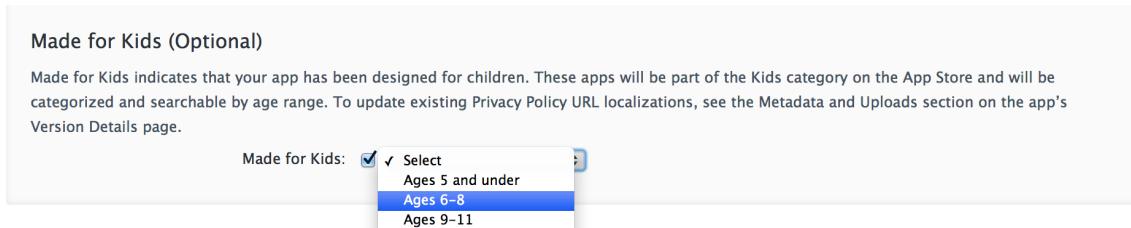
Table 7-5 provides the equivalent ESRB and PEGI ratings.

**Table 7-5** Apple rating, ESRB, and PEGI equivalency chart

Apple rating	ESRB	PEGI
4+	EC	3+
Not applicable	E	7+
9+	E10+	None
12+	T	12+
17+	Mature	16+
No Rating This content will not be sold via iTunes	Adults Only	18+

## Setting your App as Made for Kids

To include your app in the Kids category on the App Store, select the Made for Kids checkbox and the age range appropriate for your app.



When you identify your app as Made for Kids, you must provide a Privacy Policy URL in the Metadata section.

If your app has not been rated or has a rating of 12+ or higher, the Made for Kids checkbox is disabled. The age ranges available in the menu update to correspond to the app content rating.

**Table 7-6** Made for Kids Age Ranges

Rating	Age Range
4+	Ages 5 and under
	Ages 6-8
	Ages 9-11
9+	Ages 9-11

Rating	Age Range
12+ or higher	Not available for the Kids category.

Make sure to review your Made for Kids selection if you change the app rating after enabling Made for Kids. If the app no longer qualifies for the Kids category or the rating no longer corresponds to the selected age range, you will see an error when you save the options on the page.

## Entering Metadata

For each field in the Metadata section, enter further descriptions for your app version. Unless specified otherwise, these fields are required. Because users read this description to help them make their purchase decision, it is a key piece of marketing text. For tips on writing an effective app description, see “[Best Practices](#)” (page 224). See [Table 7-7](#) (page 58) for descriptions of these properties.

The screenshot shows the 'Metadata' section of an app's configuration in a software application. It contains five input fields:

- Description:** A large text area for entering a detailed description of the app.
- Keywords:** A text input for listing keywords used for search.
- Support URL:** A URL input for providing support information.
- Marketing URL (Optional):** A URL input for linking to a marketing page.
- Privacy Policy URL (Optional):** A URL input for linking to a privacy policy.

**Table 7-7**    Metadata properties

Property	Description
Description ( <i>required</i> )	A description of the app you are adding, detailing features and functionality. Descriptions can be no longer than 4000 characters.
What's New in this Version ( <i>required</i> )	Release notes detailing what's new in this version of your app. For example, you might want to list new features, UI improvements, or bug fixes. Cannot be longer than 4,000 characters.
Keywords ( <i>required</i> )	One or more keywords that describe your app. Keywords are used to help customers search the App Store effectively. Your app will be searchable by app name, company name, and keywords.

Property	Description
Support URL ( <i>required</i> )	The support website you plan to provide for users having questions regarding the app. The support URL must lead to actual contact information so that your users can contact you regarding app issues, general feedback, and feature enhancement requests.
Marketing URL ( <i>optional</i> )	The website where users get more information about the app.
Privacy Policy URL ( <i>optional</i> )	<p>A URL that links to your company's privacy policy. Privacy policy URLs are required for all apps that offer auto-renewable or free subscriptions and for apps that are set to Made for Kids. Customers see this URL on their invoice and on the subscription confirmation email they receive.</p> <p>Note that if your app is set to Made for Kids, you need to specify a Privacy Policy URL for each localization provided for the app.</p>

Follow these guidelines when entering Metadata information:

- Use the description property to accurately describe the features and functionality of your app.
  - Use plain text, not HTML. Line breaks are permitted.
  - Enable spell check in Safari to catch spelling errors. Apple does not check spelling or grammar.
  - Don't use this section to conduct other communication to your users and don't include keywords; a Keywords field is provided and is detailed below.
- Use keywords to help users find your app on the App Store effectively.

Keep in mind that your app is searchable by app name, company name, and keywords. Make sure you choose keywords carefully. After you submit them, you may change them only when you update your binary or when your app status is Rejected, Developer Rejected or Metadata Rejected.

- Enter one or more keywords that describe your app. Keywords can be single words or phrases. The text field is limited to 100 characters and must be more than 2 characters.
- For best results, separate multiple keywords with commas.
- Keywords must be related to your app content and cannot contain offensive or trademarked terms.
- You may not use other app names or company names as keywords.
- Keywords can be single words or phrases.

**Important:** If you enter a keyword that is trademarked or that references another app's name or company name, your app may be removed from the App Store.

## Providing App Review Information

Use the App Review Information section to provide contact, review notes, and demo account information so that the App Review team can review your app. If your app requires specific settings, user registrations, or account information before you submit it to the App Store, be sure to include that information in this section. If your app delivers streaming video over the cellular network, enter a test stream URL in this field. You can also include general instructions or other relevant information about your app that you think would be useful for the review process.

---

**Mac Note:** For Mac apps, if you are requesting entitlements for app sandboxing, you must explain how your app will use this functionality.

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The screenshot shows the 'App Review Information' form. It includes three main sections: 'Contact Information', 'Review Notes (Optional)', and 'Demo Account Information (Optional)'. The 'Contact Information' section contains fields for First Name, Last Name, Email Address, and Phone Number. The 'Review Notes' section is a large text area. The 'Demo Account Information' section contains fields for Username and Password.

App Review Information	
<b>Contact Information</b>	
First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/> <small>Include your country code</small>
<b>Review Notes (Optional)</b>	
<input type="text"/>	
<b>Demo Account Information (Optional)</b>	
Username	<input type="text"/>
Password	<input type="password"/>

**Table 7-8** App Review Information properties

Property	Description
First Name ( <i>required</i> )	The first name of the person in your organization who should be contacted if the App Review team has any questions or needs additional information.
Last Name ( <i>required</i> )	The last name of the person in your organization who should be contacted if the App Review team has any questions or needs additional information.
Email Address ( <i>required</i> )	The email address of the person in your organization who should be contacted if the App Review team has any questions or needs additional information. Users do not see this email address.

Property	Description
Phone Number <i>(required)</i>	The phone number of the person in your organization who should be contacted if the App Review team has any questions or needs additional information. Include the country code.
Review Notes <i>(optional)</i>	<p>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. The Review Notes field must not exceed 4000 bytes.</p> <p>This text is visible only to the App Review team.</p>
Username <i>(optional)</i>	The user name for a full-access demo account. This account is used during the app review process and must not expire. Details for additional accounts should be included in the Review Notes field.
Password <i>(optional)</i>	The password for the full-access demo account

## Providing an End User License Agreement (Optional)

If you want to provide an end user license agreement (EULA) for your app beyond the standard EULA that Apple provides, click the “click here” link in the EULA section.

### EULA

If you want to provide your own End User License Agreement (EULA), [click here](#). If you provide a EULA, it must meet these [minimum terms](#). If you do not provide a EULA, the [standard EULA](#) will apply to your app.

Enter your agreement in plain text in the EULA Text field that appears. All HTML tags are stripped and escaped, and only line break characters are accepted. Your own EULA must meet certain minimum requirements indicated in your agreement. Click the “minimum terms” link to review these requirements.

When you provide a EULA, you must also select the countries in which your EULA applies. Select countries for which your EULA has been properly localized to meet local legal and language requirements.

EULA Text

Enter the text of your EULA above. It must meet these [minimum terms](#).

Select the countries in which your EULA applies. Select only the countries for which your EULA has been properly localized to meet local legal and language requirements. For all other countries, the [standard EULA](#) will apply.

[Albania](#)     [Dominica](#)     [Luxembourg](#)     [Senegal](#)  
 [Algeria](#)     [Dominican Republic](#)     [Macau](#)     [Seychelles](#)  
 [Angola](#)     [Ecuador](#)     [Macedonia, The Former Yugoslav Republic Of](#)     [Sierra Leone](#)  
 [Anguilla](#)     [Egypt](#)     [Madagascar](#)     [Singapore](#)

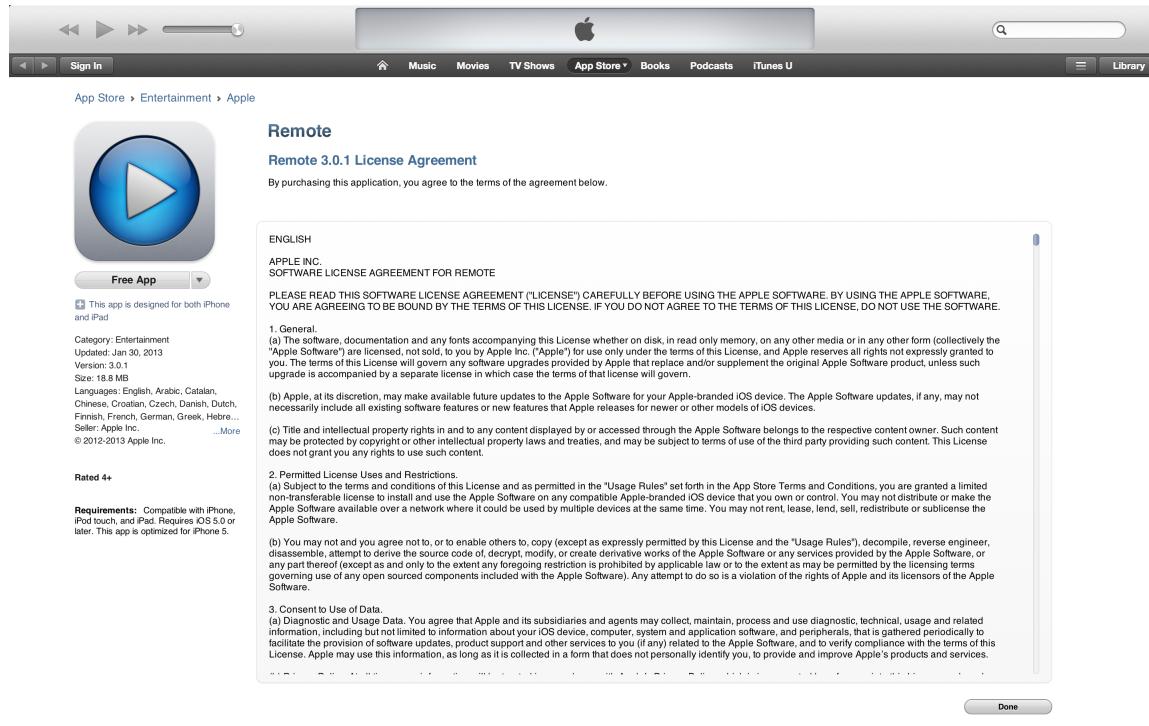
[Select All](#) | [Deselect All](#)

If you do not provide a EULA, the standard EULA will be applied to your app and the EULA link will not be shown on the app page on the App Store. Click the “standard EULA” link to read the standard EULA that Apple provides.

## Adding New Apps

### Preparing Your App for Binary Upload

Here's an example of what the Apple-provided EULA looks like on the App Store.



## Uploading Icons, Screenshots, and Routing App Files for Your App

In the Uploads section of this page, you upload all of your assets—specifically, your large app icon for iOS apps, your first screenshot (for iPhone/iPod touch, iPad or OS X), the routing app coverage file, and any additional screenshots. Before uploading your assets, refer to [“Creating Assets with the Correct Specifications”](#) (page 12) to prepare your assets for upload if you have not already done so. All assets, except for the additional screenshots and the routing app coverage file, are required based on the device families set in your app binary.

A screenshot of the "Uploads" section of the App Store interface. It features five input fields for file uploads: 1. "Large App Icon" with a "Choose File" button. 2. "3.5-Inch Retina Display Screenshots" with a "Choose File" button. 3. "4-Inch Retina Display Screenshots" with a "Choose File" button. 4. "iPad Screenshots" with a "Choose File" button. 5. "Routing App Coverage File (Optional)" with a "Choose File" button. Each field has a question mark icon next to its label.

Table 7-9 provides a detailed description of the assets you provide in the Uploads section.

**Table 7-9** Upload file sizes and format descriptions

Field	Description
Large App Icon <i>(required)</i>	<p>The large app icon is displayed for your app on the App Store and, if needed, is used to feature your app on the App Store.</p> <p>To be featured prominently on the App Store, it's good to provide an attractive, original icon that meets the following requirements for both iPhone/iPod touch and iPad apps:</p> <ul style="list-style-type: none"> <li>• 1024 x 1024 pixels (do not scale up smaller artwork, as this could appear pixelated and blurry)</li> <li>• 72 ppi, RGB, flattened, no transparency</li> <li>• High-quality JPEG, TIFF, or PNG image file format. ZIP-compressed TIFF files are not acceptable.</li> </ul> <p>To preview image files before submitting them, click the filename to view them in a separate window.</p> <p><b>Note:</b> The small icon (57 x 57 pixels for iPhone/iPod touch, 50 x 50 pixels and 72 x 72 pixels for the iPad) that you include inside the binary are used on the iPhone, iPod touch or iPad home screen when installed.</p>
iPhone and iPod touch Screenshots <i>(required)</i>	<p>The first screenshot that you upload is the first screenshot that appears on your app product page on the App Store and the device App Store when viewed from the iPhone and iPod touch.</p> <p>Up to four additional optional screenshots can be uploaded. All subsequent screenshots will appear in numbered order on the App Store, in the same order in which they were uploaded in iTunes Connect. Only Newsstand apps can reorder their screenshots after they have been uploaded.</p> <p>For best results, do not include the iPhone status bar in your screenshots, and follow these requirements:</p> <ul style="list-style-type: none"> <li>• 640 x 920 pixels for hi-res portrait (without status bar) minimum</li> <li>• 640 x 960 pixels for hi-res portrait (full screen) maximum</li> <li>• 960 x 600 pixels for hi-res landscape (without status bar) minimum</li> <li>• 960 x 640 pixels for hi-res landscape (full screen) maximum</li> <li>• 72 ppi, RGB, flattened, no transparency</li> <li>• High-quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.</li> </ul>

Field	Description
<p><b>iPhone 5 and iPad touch (5th gen) Screenshots (<i>required if app runs on 4-inch Retina display</i>)</b></p>	<p>If your binary indicates that your app will run on the 4-inch Retina display, you are required to upload at least one of these screenshots.</p> <p>Up to four additional optional screenshots can be uploaded. All subsequent screenshots will appear in numbered order on the App Store, in the same order in which they were uploaded in iTunes Connect. Only Newsstand apps can reorder their screenshots after they have been uploaded.</p> <p>For best results, do not include the iPhone status bar in your screenshots, and follow these requirements:</p> <ul style="list-style-type: none"> <li>• 640 x 1096 pixels for portrait (without status bar) minimum</li> <li>• 640 x 1136 pixels for portrait (full screen) maximum</li> <li>• 1136 x 600 pixels for landscape (without status bar) minimum</li> <li>• 1136 x 640 pixels for landscape (full screen) minimum</li> <li>• 72 ppi, RGB, flattened, no transparency</li> <li>• High-quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.</li> </ul>
<p><b>iPad Screenshots (<i>required if app runs on iPad</i>)</b></p>	<p>If your binary indicates that your app will run on iPad, you are required to upload at least one iPad screenshot.</p> <p>Up to four additional optional screenshots can be displayed along with this first screenshot on the app product page on the iPad App Store. Only Newsstand apps can reorder their screenshots after they have been uploaded.</p> <p>For best results, do not include the iPad status bar in your screenshots and follow these requirements:</p> <ul style="list-style-type: none"> <li>• 1024x748 pixels for landscape (without status bar) minimum</li> <li>• 1024x768 pixels for landscape (full screen) maximum</li> <li>• 2048x1496 pixels for hi-res (without status bar) minimum</li> <li>• 2048x1536 pixels for hi-res landscape (full screen) maximum</li> <li>• 768x1004 pixels for portrait (without status bar) minimum</li> <li>• 768x1024 pixels for portrait (full screen) maximum</li> <li>• 1536x2008 pixels for hi-res portrait (without status bar) minimum</li> <li>• 1536x2048 pixels for hi-res portrait (full screen) maximum</li> <li>• 72 ppi, RGB, flattened, no transparency</li> <li>• High quality JPEG, TIFF or PNG image file format. ZIP-compressed TIFF files are not acceptable.</li> </ul>

Field	Description
Desktop Screenshot OS X <i>only (required)</i>	<p>The first screenshot you upload is the first screenshot displayed on your app product page on the Mac App Store.</p> <p>Up to four additional optional screenshots can be uploaded. All subsequent screenshots will appear in numbered order on the App Store, in the same order in which they were uploaded in iTunes Connect.</p> <p>For best results, follow these requirements:</p> <ul style="list-style-type: none"> <li>• 16:10 aspect ratio</li> <li>• 72 ppi, RGB, flattened, no transparency</li> <li>• Must be a high-quality .jpeg, .jpg, .tif, .tiff, or .png file in the RGB color space. ZIP-compressed TIFF files are not acceptable.</li> <li>• Must be one of the following sizes: <ul style="list-style-type: none"> <li>• 1280 x 800 pixels</li> <li>• 1440 x 900 pixels</li> <li>• 2880 x 1800 pixels</li> </ul> </li> </ul>
Routing App Coverage File <i>(optional)</i>	<p>Routing app coverage files are .geojson files which specify the geographic regions supported by your app. 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.</p>

If you are adding an iOS app, you are required to upload a large app icon, iPhone and iPod touch screenshots, and (if your app runs on an iPad) iPad screenshots. If you are adding a Mac app, you are required to upload only one desktop screenshot. You will not be asked to provide a large icon when adding a Mac app because it is contained in your Xcode project and the application bundle that you upload later.

### To upload an asset

1. In the Uploads section, click Choose File for the asset you want to upload.
  2. Locate the file and click Choose.
  3. Click Upload File.
- If the file does not match the requirements, a message appears at the top of the page.
4. To preview image files before submitting them, click the image to view them in a pop-up window.

After you have entered all the additional information about your app on this page, click Save. You are then taken to your App Summary page to view your created app in its first state, Prepare for Upload.

## View App-Level Actions on the App Summary Page

Use the App Summary page to view all available app-level actions for setting up additional information for your app and editing current information. These actions apply to all versions of your app because they are considered app level.

The screenshot shows the 'iTCAutoMobile Connect' interface for managing an app. At the top, it says 'iTCAutoMobile Connect'. Below that, there's a section for 'App Information' with tabs for 'Edit' and 'View'. Under 'Identifiers', the SKU is listed as 'ITC\_MobileApp\_001', the Bundle ID as 'com.company.mobileappitc1.0', and the Apple ID as '456729909'. The Type is 'iOS App' and the Default Language is 'English'. To the right of this is a 'Links' section with a 'View in App Store' link. To the right of that is a vertical column of blue buttons with white text, which are highlighted with an orange border. The buttons are: 'Rights and Pricing', 'Manage In-App Purchases', 'Manage Game Center', 'Set Up iAd Network', 'Newsstand', and 'Delete App'. Below this is a 'Versions' section with a 'Current Version' card. The card shows a green icon with a white plug, the Version as '1.0', the Status as 'Waiting For Upload' (with a yellow exclamation mark icon), and the Date Created as 'Aug 11, 2011'. At the bottom right of the card is a 'View Details' button. At the very bottom right of the entire interface is a 'Done' button.

Each available action is detailed in “[Editing App Information](#)” (page 113). The following are considered app-level items:

- Apple ID
- Bundle ID
- SKU
- App Type
- Newsstand — App Level Enable/Disable (iOS apps only)
- Rights & Pricing

**Mac Note:** For Mac apps, you cannot set up iAd Network or manage Newsstand. Those actions are unavailable.

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## Localizing Metadata, Keywords, and Screenshots

On the Version Details page, you choose additional languages in which you would like to enter your app metadata, keywords for that region, and screenshots for both the iPhone/iPod touch and iPad. This information is in addition to the default language metadata you supplied during your initial app creation.

For example, if you choose to upload new metadata, keywords, and screenshots in French, the text and images appear for users who have their iOS or OS language set to French and in all French-speaking stores you selected on the “Rights and Pricing” page. Your app will also be searchable in all French-speaking stores by the localized keywords you enter. In other app stores, the default language appears.

Note that it is the language set for the user’s OS or iOS that controls which metadata is used when an app is presented in the App Store. If there is no localized metadata available that matches the current language, the App Store shows the metadata for the default language. Note too that the URL for the app is the same, regardless of the iOS or OS language setting.

**Important:** The language information you provide here is not the same as the language information built into the app itself. The list of languages displayed in the App Store under Languages is set in the app binary.

To have localized information describe your app in the App Store, you need to provide it through iTunes Connect.

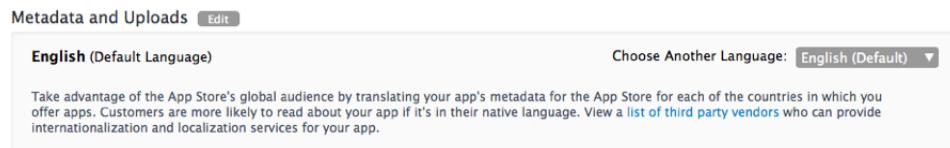
Information	
Seller	Apple Inc.
Category	Music
Updated	Mar 20, 2013
Version	1.4
Size	588 MB
Rating	Rated 4+
Requires	Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. This app is optimized for iPhone 5. Requires iOS 5.1 or later.
Languages	English, Arabic, Catalan, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian, Vietnamese

## Adding a New Localization

**Important:** You can add a new localization only when your app is in an editable state. To see a list of editable states, refer to [Table 9-1](#) (page 83).

### To add localization to your app

1. On the Version Details page (access by clicking View Details for a specific version), in the App Localizations section, click the Choose Another Language drop-down menu.



2. Choose the language you would like to add.
3. Click Add This Localization.
4. Enter the localized metadata for the language indicated.

All information, except the App Description, and Keywords, are prepopulated from your native app, including the screenshots already uploaded. If you choose to add other languages, you must fill in all of the same metadata fields you filled in during the initial app creation. If you do not upload new screenshots, the previous (default language) versions will be used.

5. To provide new screenshots for your localized territory, click Choose File, locate the files, and click Upload.

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**iPad Note:** If your binary is set to run on iPad, you must provide iPad screenshots for all localizations that you set up. Otherwise, your app will go into a Missing Screenshot state.

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6. Click Save.

If you need to edit localizations that you have already added, you can do so within the same section on your Version Details page. For more details on editing localizations, see ["Editing Localizations"](#) (page 111).

## Viewing Your Localizations

Each new language added will be listed in the App Localizations section in the Choose Another Language drop down menu. To view the metadata and images entered for a specific localization, choose that language from the Activated Languages section in the drop down menu and the information will appear on that page:

The screenshot shows the 'Metadata and Uploads' section for the 'Australian English' localization of the 'iTunes Connect Mobile' app. At the top, there are 'Edit' and 'Delete' buttons. A dropdown menu labeled 'Choose Another Language' is set to 'Australian English'. Below this, a note encourages translating app metadata for international audiences. The main content area displays the following details:

- App Name:** iTC Mobile Connect
- Description:** An extension of the Sales and Trends module in iTunes Connect, the iTunes Connect Mobile app allows developers and iBookstore providers to access sales and trend data from their mobile devices. You can browse through a summary of your top products and markets, search for specific products, and view data by product line (for example, Paid Apps, Free Apps, or In App Purchases for developers; Free Books or Paid Books for publishers). Data can be displayed in table or graph format, with controls for product type and period selection. Whether you're in the office, at home, or on the go, the iTunes Connect Mobile app keeps you up to date by putting sales numbers right on your iPhone, iPad or iPod touch.
- Keywords:** utility, business
- Support URL:** <http://www.itcmobile.com/support>
- Marketing URL (Optional):** <http://www.itcmobile.com>
- Privacy Policy URL:** <http://apple.com>

## Deleting Your Localizations

If you've added a localization to your app but no longer want to manage it, you can delete it from your version at any time by choosing the language you want to delete and clicking Delete.

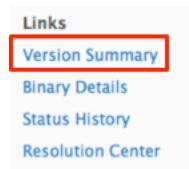
The screenshot shows the 'Metadata and Uploads' section for the 'Australian English' localization of the 'iTunes Connect Mobile' app. At the top, there are 'Edit' and 'Delete' buttons. A dropdown menu labeled 'Choose Another Language' is set to 'Australian English'. Below this, a note encourages translating app metadata for international audiences. The main content area displays the following details:

- App Name:** iTC Mobile Connect
- Description:** An extension of the Sales and Trends module in iTunes Connect, the iTunes Connect Mobile app allows developers and iBookstore providers to access sales and trend data from their mobile devices. You can browse through a summary of your top products and markets, search for specific products, and view data by product line (for example, Paid Apps, Free Apps, or In App Purchases for developers; Free Books or Paid Books for publishers). Data can be displayed in table or graph format, with controls for product type and period selection. Whether you're in the office, at home, or on the go, the iTunes Connect Mobile app keeps you up to date by putting sales numbers right on your iPhone, iPad or iPod touch.
- Keywords:** utility, business
- Support URL:** <http://www.itcmobile.com/support>
- Marketing URL (Optional):** <http://www.itcmobile.com>
- Privacy Policy URL:** <http://apple.com>

**Important:** When a localization is deleted, that version's metadata reverts to the information you entered for the default language version (referred to as the *native version*) of your app.

## Reviewing Your Version Summary

The Version Summary page is a read-only summary of all the metadata and assets you are about to submit to the App Store. Review the information prior to submitting. Remember that even though you can go back and edit your metadata after it has been submitted, not all metadata attributes can be changed. See [Table 10-2](#) (page 107) to learn which attributes are editable and when.



Selecting a territory from the Territory drop down menu shows you the metadata as it is localized for that territory.

If you have added other languages, you can review each set of metadata by toggling between storefronts in iTunes Connect.

To view the final size of your app after it has been encrypted for DRM purposes and recompressed, see the Version Summary page.

## App Name Expiry

After creating your app and it is in the state Prepare For Upload or Waiting For Upload, you have 180 days (6 months) from your creation date in iTunes Connect to deliver a binary to Apple. If you do not deliver a binary before the 180-day deadline, your app is deleted from iTunes Connect. As a result of this deletion, your app name can be used by another developer and you cannot reuse the app name, SKU or bundle ID. See "[Deleting an App](#)" (page 92) to learn more about the ramifications of App Delete.

All admin and technical iTunes Connect users for your account receive the following email warnings to remind you of apps that are approaching their App Name Expiration date:

- **150 Day Warning.** You will receive an email when you have had an app created for 150 days but have not yet delivered a binary, reminding you that you have 30 more days to deliver your binary or your app will be deleted from iTunes Connect. You will be given an exact date of your deadline in this email.

- **173 Day Warning.** You will receive an email when you have had an app created for 173 days but have not yet delivered a binary, reminding you that you have 7 more days to deliver your binary or your app will be deleted from iTunes Connect. You will be given an exact date of your deadline in this email.
- **180 Day Deletion Confirmation.** You will receive an email confirming that your app has been deleted from iTunes Connect, if you have not delivered a binary before your 180-day deadline.

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**Note:** Per section 3.2 of the iOS Developer Program License Agreement, squatting on an app name to prevent legitimate third party use is prohibited.

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## Ready to Upload Your Binary

There are two ways to upload your binary. Both methods produce the same results:

- **Using Xcode.** If you choose to use Xcode, follow the steps for submitting and shipping your app in the [App Store Submission Tutorial](#). From inside Xcode, you will associate your binary with the iTunes Connect record you created for the app and complete the upload.
- **Using Application Loader.** From inside iTunes Connect, follow the steps below to answer additional questions about the app, then download, install, and run the Application Loader to upload the binary. You'll be loading a .ZIP file for an iOS app or a .PKG file for a Mac application.

### To begin the Ready to Upload Binary flow

1. From your Version Details page, click the Ready to Upload Binary button.
2. To be ready to deliver your binary using Xcode or Application Loader, you answer questions about Export Compliance and indicate whether you are updating your app due to a legal issue. See ["Authorizing for Export and Indicating Legal Issues"](#) (page 73) for more details about this step.
3. After you complete Export Compliance, if your version is an update to an existing app, continue to the Version Control Release page. If your version is a new app, you will be led straight to the Application Loader Instructional page to learn how to deliver your app through Application Loader.

After you have completed Export Compliance, indicated any legal issues, and supplied your Version Release Control settings (if applicable), your app status changes to Waiting For Upload. This status indicates to the Application Loader software that your app is ready to receive a binary delivery.

## Authorizing for Export and Indicating Legal Issues

Export laws require that products containing encryption be properly authorized for export. When you are ready to upload your first binary for your app, you will be asked a series of questions regarding app encryption. You will also be asked questions anytime you add a new version to submit a binary update. Based on the answers to these questions, you may need to provide a copy of the CCATS (Commodity Classification Automated Tracking System) file confirming the your app's classification.

When updating your app, this page will also ask whether you are updating the app because of a legal issue. If you have this issue, select Yes.

### To set export compliance

1. On the Export Compliance page, select Yes or No, depending on whether your app contains encryption. If you do not know or you need more guidance on encryption, click where indicated for further information.
  - If you selected No to all questions and this is the first version of your app, you are taken to the Application Loader Instructional page to learn how to deliver your binary with Application Loader.
  - If this is an update to your app, you are taken to the Version Release Control page.
  - If you selected Yes to the export compliance questions, answer the export compliance questions that appear.

New questions appear depending on your answer to the previous question.

**Important:** If your app has a legal issue, you must indicate it in iTunes Connect.

**Version 1.0 - Export Compliance**

Export laws require that products containing encryption be properly authorized for export.  
Failure to comply could result in severe penalties.  
For further information, [click here](#).

Is your product designed to use cryptography or does it contain or incorporate cryptography?  Yes  No

Does your product qualify for any of the exemptions provided in Category 5 part 2?  Yes  No

You are responsible for the proper classification of your product; make certain that it meets the criteria of the exemption (listed here). Otherwise you may be in violation of the US export laws and could be subjected to penalties including delisting of your app from App Store. Please go through the FAQ page thoroughly before attempting to answer the question.

You can answer "YES" to question #2, if the encryption in your app is:  
(a) is specially designed for medical end-use; (b) is limited to intellectual property or copyright protection; (c) is limited to authentication, digital signature or the decryption of data or files; (d) is specially designed and limited for banking use or 'money transactions'; (e) is limited to "fixed" data compression or coding techniques; or (f) if your app meets the descriptions provided in Note 4 to Category 5 Part 2.

Please visit the FAQ for additional guidance on the exemptions.

Does your product implement encryption algorithm(s) that is(are) proprietary or yet be accepted as standards by international standard bodies(IEEE, IETF, ITU, etc.)?  Yes  No

Does your product implement standard encryption algorithm(s) instead of or in addition to accessing or using the encryption in iOS?  Yes  No

Are you releasing your product in France?  Yes  No

Please upload a zip file that includes a copy of your ERN approval from BIS and a copy of your French import declaration.

2. If you are asked to provide a copy of your CCATS file, click Choose File, locate the file (in PDF format), and click Upload File.

Be sure to submit only a CCATS form in this step.

After uploading your CCATS document successfully, you see a green check mark.

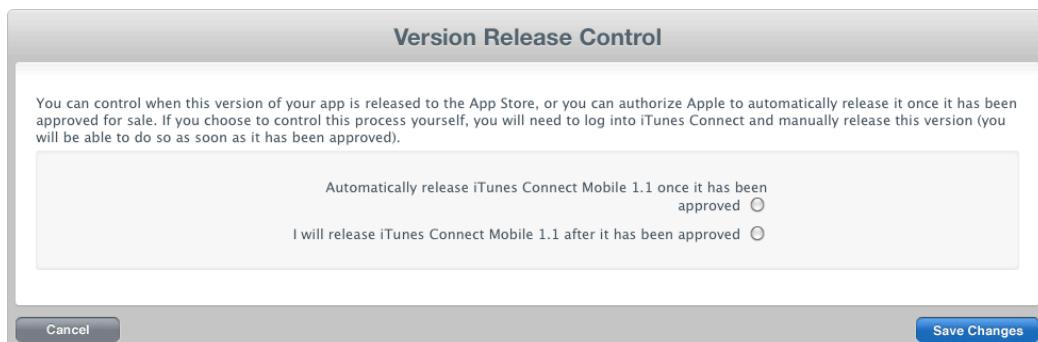
3. Click Save.

**Important:** Your app status will not be ready for sale on the App Store until Export Compliance has reviewed and approved your CCATS file.

## Version Release Control

You can now determine when your app updates go live on the App Store. With version release control, you can specify when a version of your app goes live rather than have the version go live as soon as it is approved by App Review.

As part of your Ready to Upload Binary questions, you are shown the two options for version release control:



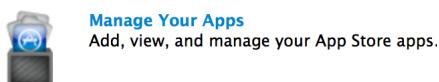
If you choose to automatically release your app update, it will go live as soon as it is approved by Apple (pending the availability date you have set).

If you choose to control the version's release, your app status will change to Pending Developer Release after it has been approved by App Review, indicating that you can release it to the App Store whenever you are ready.

When you're ready for your app update to go live on the App Store, you are responsible for releasing your app version to the App Store.

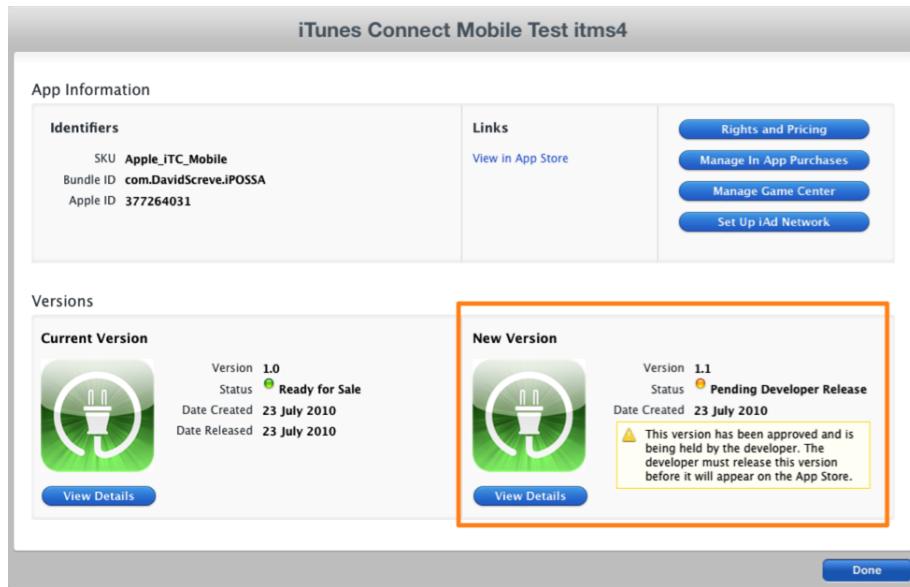
### To release your version to the App Store while it is pending developer release

1. Log in to [iTunes Connect](#).
2. On the homepage, click Manage Your Apps.



3. Locate your app, then click its large icon to view your App Summary page.

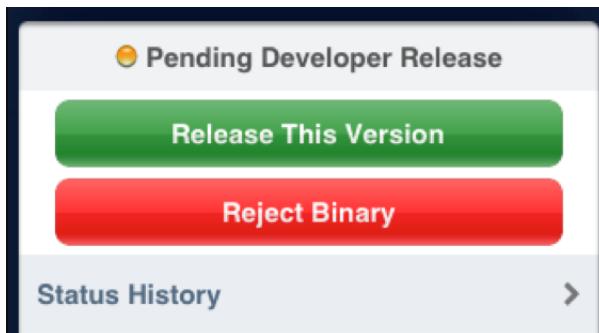
You will see an action indicator for your new version (indicating that the version is being held for developer release).



4. Click the View Details button for that version.
5. Click the Release This Version button that appears.

Your app version will then be live on the App Store pending the customary processing times.

You can also release your app version using iTunes Connect Mobile by selecting the app version from the Manage App page and tapping Release This Version on the pop-up.



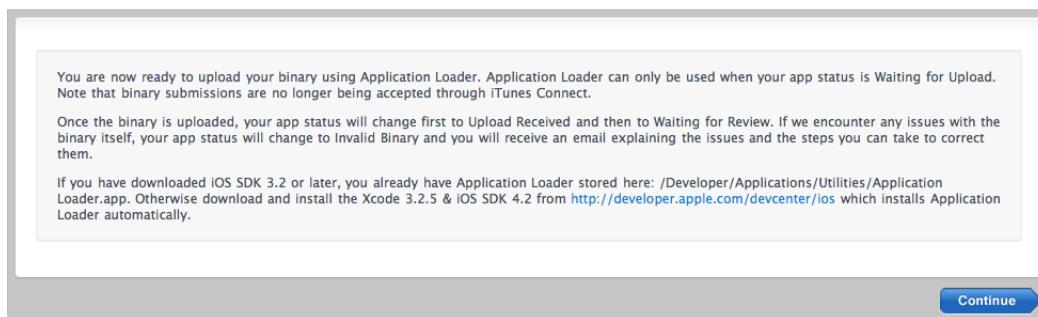
**Note:** You can use version release control only for app updates. It is not available for the first version of your app because you already have the ability to control when your first version goes live (using the Availability Date setting on the “Rights and Pricing” page). If you decide that you never want to release a Pending Developer Release version, you can reject your binary to submit a new one. You are not permitted to skip over an entire version.

---

If you have an app in the Pending Developer Release state for longer than 30 days, you receive an email reminder from Apple.

## Application Loader Instructional Page

All binaries must be delivered using Application Loader. Before your app status can change to Waiting For Uploaded, you see a message explaining where to deliver your app binary before your status can change to Waiting For Upload.



Click Continue to change your app status to Waiting For Upload. The Waiting For Upload status indicates that your app is ready to receive its binary through Application Loader.

# Using Application Loader

You can submit your app using Xcode or Application Loader. Application Loader is a small Cocoa app that you will use to deliver your binary to Apple. If your app needs to enforce minimum configuration requirements, you must use Application Loader.

For details on Application Loader and new features, read [Using Application Loader](#). For more information on distributing your app using Xcode, read [App Distribution Guide](#).

**Important:** Binary uploads are no longer being accepted through the iTunes Connect interface. You must use Application Loader to deliver your binary to Apple. Application Loader offers a significantly improved experience over uploading through iTunes Connect, including fast uploading, a more stable connection, and early validation warnings.

# Managing Your Apps

After you submit your app, you are returned to the Manage Your Apps page. You can also get to this page at any time from the Home page.

This chapter covers the things you can do to manage your app:

- Searching your apps
- Viewing binary details
- Viewing crash reports
- Viewing customer reviews
- Rejecting your binary
- Removing an app from sale
- Putting an app back on sale
- Deleting an app
- Transferring an app

For information about changing the app or version information, see “[Editing and Updating App Information](#)” (page 104).

## Searching Your Apps

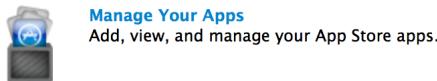
In iTunes Connect, you can view and edit apps that you have delivered to the App Store. The iTunes Connect Search feature lets you find content by name, Apple ID, app type, or status.

Your Manage Your Apps page shows you apps you have recently viewed, edited, or added. If your app has one version Ready for Sale and a new version created, you will see both version names in the Recent Activity section and in search results. If the app you want to work on isn’t displayed in the Recent Activity rows, you can use the Search feature to find the app.

### To search your apps

1. Log in to [iTunes Connect](#).

2. On the iTunes Connect homepage, click Manage Your Apps.



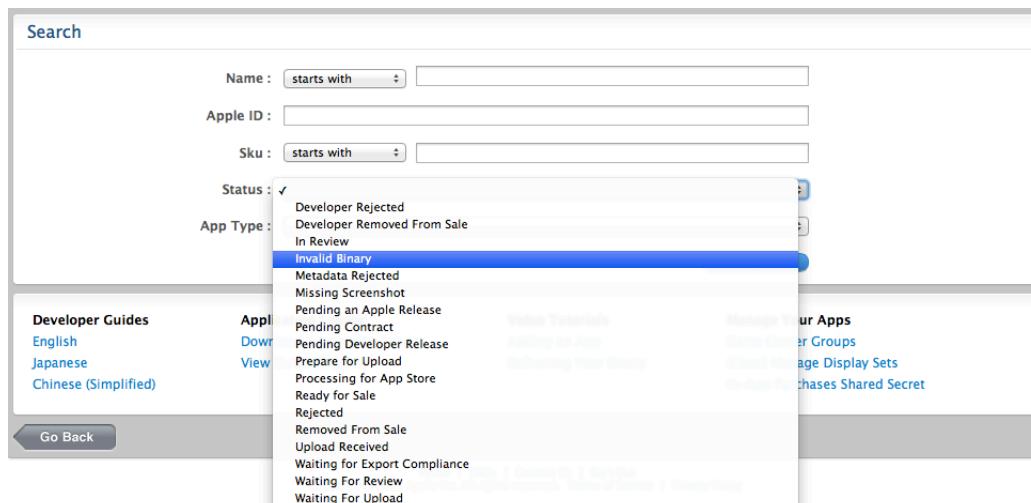
3. In the Search portion of the Manage Your Apps page (below the Recent Activity section), choose the criteria you want to search.
- **Name:** Choose the search criteria and enter the name or portion of the name.

A screenshot of the "Search" interface on the Manage Your Apps page. The "Name" search field has a dropdown menu open, showing options: "contains", "equal to", "is not", "ends with", and "starts with". The "starts with" option is highlighted with a blue selection bar. Below the search field are fields for "Apple ID", "Sku", "Status", and "App Type", each with its own dropdown menu. A "Search" button is located at the bottom right.

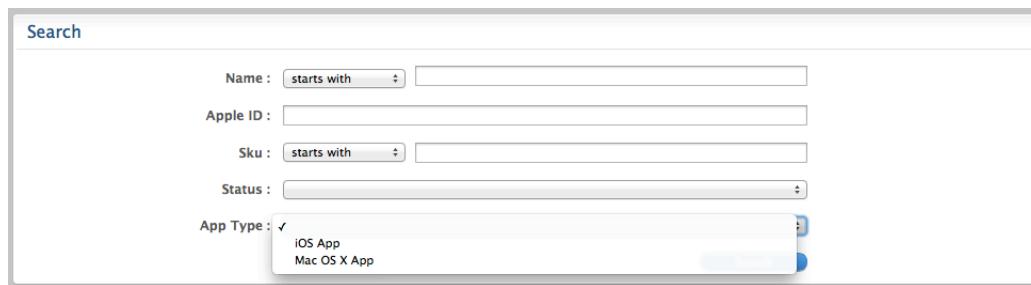
- **Apple ID:** Enter the Apple ID of the app.
- **SKU:** Enter the SKU of the app.

A screenshot of the "Search" interface on the Manage Your Apps page. The "Sku" search field has a dropdown menu open, showing options: "contains", "equal to", "is not", "ends with", and "starts with". The "starts with" option is highlighted with a blue selection bar. Below the search field are fields for "Name", "Apple ID", "Status", and "App Type", each with its own dropdown menu. A "Search" button is located at the bottom right.

- **Status:** Choose the status.



- **App Type (if enabled for both iOS and Mac apps):** Select either iOS App or Mac OS X App.



4. Click Search.
5. In the Search Results, click the name of the app to view its information.

## Checking the Status of an App

After searching for your app, click its name of the app to display the App Summary page. The App Summary page includes:

- Your app name
- SKU
- Bundle ID
- Apple ID
- App type

- Default language
- Both app versions (Current Version and New Version if applicable)
- Version number
- Status (see the table below for a description of the statuses)
- Date created by you in iTunes Connect
- Date released to the App Store (if at least one version is Ready For Sale)
- Link to View in App Store
- Resolution Center link (if the current/new version has been rejected)
- App Summary Page Action buttons

Here is an example of the App Summary Page:

The screenshot shows the 'Ball Maze' app summary page. At the top, there's a 'Done' button. Below it, the app's name 'Ball Maze' is displayed. The page is divided into sections: 'App Information' (with tabs for 'Edit' and 'View'), 'Identifiers' (listing SKU, Bundle ID, Apple ID, Type as iOS App, and Default Language as English), 'Links' (with buttons for 'View in App Store', 'Rights and Pricing', 'Manage In-App Purchases', 'Manage Game Center', 'iAd Network Settings', 'Newsstand', and 'Delete App'), and 'Versions'. The 'Versions' section shows two entries: 'Current Version' (Version 1.1, Developer Removed From Sale, Aug 30, 2010, Dec 10, 2010) and 'New Version' (Version 2, Waiting For Upload, Jun 6, 2011). Each version entry includes a 'View Details' button.

Click the View Details button to see version details for a specific app version. The Version Details page that appears includes:

- Links to Crash Reports, Binary Details, Customer Reviews, and Status History (each of these is described in more detail later in this chapter)
- A Resolution Center link (if the current/new version has been rejected)
- A Manage Localizations button
- A Promo Codes button (see “[Requesting Promo Codes](#)” (page 121) to learn about promo codes)

Click the Edit button next to App Information to edit the default language for your app.

There are eighteen status indicators that can appear for your app after submitting an app. If you need to see a description of any status in iTunes Connect, hover over the status. See [Table 9-1](#) (page 83) for app status descriptions. To see which properties are locked when the app is not in an editable state, see [Table 10-1](#) (page 106) and [Table 10-2](#) (page 107).

**Table 9-1** iTunes Connect app statuses

Status	Status Name	Description	Editable
	Prepare For Upload	Appears as the first status for your app. This status means that you should enter or edit metadata, screenshots, pricing, In-App Purchases, Game Center, iAd Network settings, and so on, to prepare your app for upload to the App Store.	X
	Waiting For Upload	Appears when you've completed entering your metadata and indicated that you are ready to submit your binary, however, you have not finished uploading your binary through Application Loader. Your app must be Waiting For Upload for you to be able to deliver your binary through Application Loader.	X
	Waiting For Review	Appears after you submit a new app or update and before the app is reviewed by Apple. This status means that your app has been added to the app review queue but has not yet started the review process. Because it takes time to review binaries, keep in mind that this state does not indicate that your app is currently being reviewed.  While your app is waiting for review, you can: <ul style="list-style-type: none"><li>• Reject your binary to remove it from the Apple review queue</li><li>• Edit certain app information</li></ul>	X
	In Review	Appears when Apple is currently reviewing your app before the app is rejected or approved. Note that it takes time to review binaries. We appreciate your patience and ask that you allow sufficient time for the processing of your app.	
	Pending Contract	Appears when your app has been reviewed and is ready for sale but your contracts are not yet in effect. You can check the progress of your contracts in the Contracts, Tax & Banking module. See <a href="#">"Managing Contracts, Taxes, and Banking"</a> (page 29).	

Status	Status Name	Description	Editable
	Waiting For Export Compliance	Appears when your CCATS file is in review with Export Compliance.	X
	Upload Received	Appears when your binary has been received through Application Loader but has not yet completed processing into the iTunes Connect system. If your app has been in the Upload Received status for more than 24 hours, you should contact iTunes Connect Support through the iTunes Connect Contact Us module.	X
	Pending Developer Release	Appears when your app version has been approved by Apple and you have chosen to set your version release control. Release it to the App Store when you are ready. To release your app to the App Store, click the Release This Version button on the app's Version Details page within Manage Your Apps.	
	Processing for App Store	Appears when your binary is being processed and will be ready for sale within 24 hours.	
	Pending Apple Release	Appears when your app version will be held by Apple until the corresponding Apple iOS or OS version is released to the public.	
	Ready For Sale	Appears after the binary has been approved and the app is posted to the App Store. When your app is in this state, you have the option to remove it from the store by going to the "Rights and Pricing" page and removing all App Store territories. See " <a href="#">"Removing an App from Sale"</a> (page 91).	
	Rejected	Appears when the binary has not passed review. You receive a communication from App Review in the Resolution Center regarding the reason for the rejection.	X
	Metadata Rejected	Appears when specific metadata items aside from your binary have not passed review. To resolve the issue, edit the metadata in iTunes Connect and your existing binary is then reused for the review process. You receive a communication from App Review in the Resolution Center regarding the reason for the metadata rejection.	X
	Removed From Sale	Appears when your app has been removed from the App Store.	

Status	Status Name	Description	Editable
●	Developer Rejected	Appears when you've rejected the binary from the review process. Choosing the Developer Rejected status removes your app from the review queue. After you resubmit your binary, the app review process starts over from the beginning.	X
●	Developer Removed From Sale	Appears when you've removed the app from the App Store. See " <a href="#">Removing an App from Sale</a> " (page 91) and " <a href="#">Putting an App Back on Sale</a> " (page 92).	
●	Invalid Binary	Appears when your binary has been received through Application Loader but did not meet all requirements for upload. You receive an email detailing the issue with your binary and showing how to resolve it. To resend the resolved binary, go into iTunes Connect and click Ready to Upload Binary again. This action sets your app back to the Waiting For Upload state so that you can resend the binary through Application Loader.	X
●	Missing Screenshot	Available for iOS apps only. Appears when your app is missing a required screenshot for iPhone and iPod touch or iPad for your default language app or for your added localizations. At least one screenshot is required for both iPhone and iPod touch, and for iPad if you are submitting a universal app.  Click the number next to the status to view a list of the territories in which a screenshot is missing.	X

## Viewing Rejection Details in the Resolution Center

If your app does not pass review and is rejected, you receive a communication from App Review in the Resolution Center regarding the reason for the rejection. The Resolution Center can be accessed from both the App Summary and the Version Details page.

If your app has been rejected, you see a link to the Resolution Center displayed at the top of the page.

**Spheres**

**Review Status**

The most recent version of your app has been rejected. Before resubmitting it, visit the Resolution Center for details on outstanding issues.

**Resolution Center**

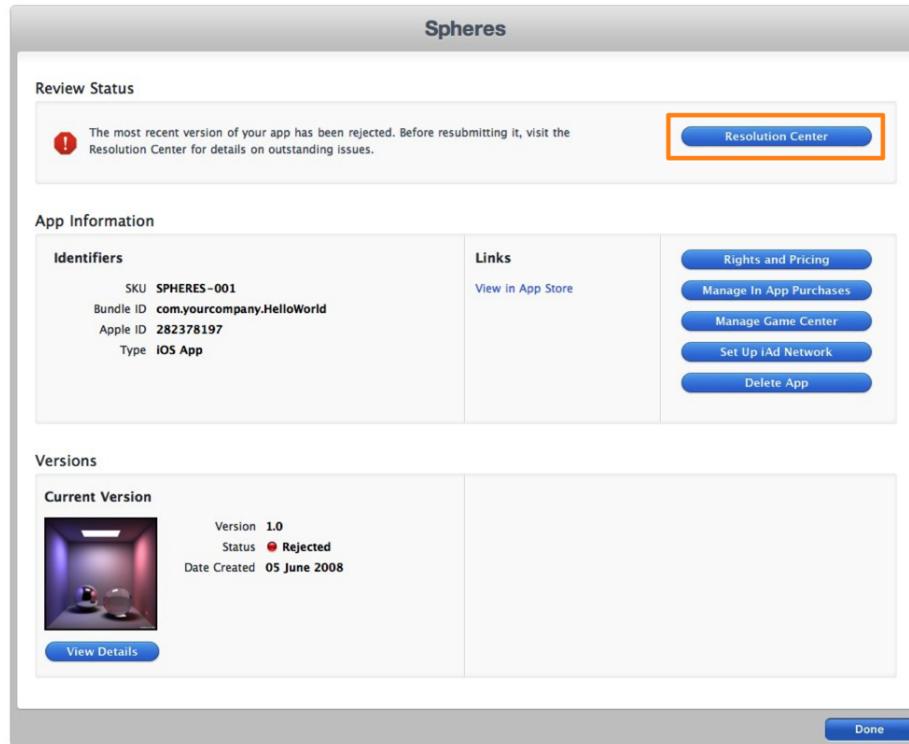
**App Information**

Identifiers	Links	Rights and Pricing
SKU SPHERES-001 Bundle ID com.yourcompany.HelloWorld Apple ID 282378197 Type iOS App	<a href="#">View in App Store</a>	<a href="#">Manage In App Purchases</a> <a href="#">Manage Game Center</a> <a href="#">Set Up iAd Network</a> <a href="#">Delete App</a>

**Versions**

Current Version
 Version 1.0 Status <span style="color: red;">Rejected</span> Date Created 05 June 2008 <a href="#">View Details</a>

**Done**



Click Resolution Center to view details regarding your app rejection. The Resolution Center displays information about your app rejection from App Review, and you can respond asking for clarification if necessary. You can see any specific App Review Guidelines that caused your app to be rejected, in addition to any further information provided by App Review.

The screenshot shows the Resolution Center window. At the top, there's a header bar with a 'Version Details' button on the left and a 'Resolution Center' title on the right. Below the header, a message encourages users to review rejection details and contact App Review via a text box. A section titled '2.1 Apps that crash will be rejected' contains a log entry from Feb 25, 2011, detailing a crash found in the application. It includes steps to reproduce the crash (Launch application, Select the Edit button to display the Settings, Select Disable Ads, Select Buy Now, Application crashes) and a note about attached crash logs. Another section below provides information on consulting Apple Developer Technical Support. At the bottom of the main content area is a large text input field labeled 'Send a message.' with a 'Send' button to its right. Navigation buttons for 'Version Details' and 'Back' are at the very bottom.

You can correspond with App Review about your rejected binary until you resubmit it for review. You can also send attachments, such as screenshots, back to App Review. After you resubmit your binary for review, you can no longer communicate with App Review through the Resolution Center.

If your app has been rejected because of its metadata, you can resolve the metadata issues that have been identified by the App Review team without having to recompile and resubmit a new binary for review. Edit the metadata in iTunes Connect, and your existing binary will be reused for the review process.

## Viewing Status History

The Status History link on the Version Details page lists all state changes for your app, provides a time and date stamp for the change, and notes whether the change was initiated by Apple or by one of your iTunes Connect users. This information helps you track your app throughout the review process and helps you diagnose availability issues. For example, if you notice that your app is in the “Developer Removed from Sale” status and you know that you didn’t remove it from sale, you can check your status history to see which iTunes Connect user removed the app.

The screenshot shows a web-based application window titled "Status History". At the top, it displays the current status as "Waiting For Review", the app name as "Remote", and the last modification date as "20 October 2009". Below this, there is a table showing a history of status changes:

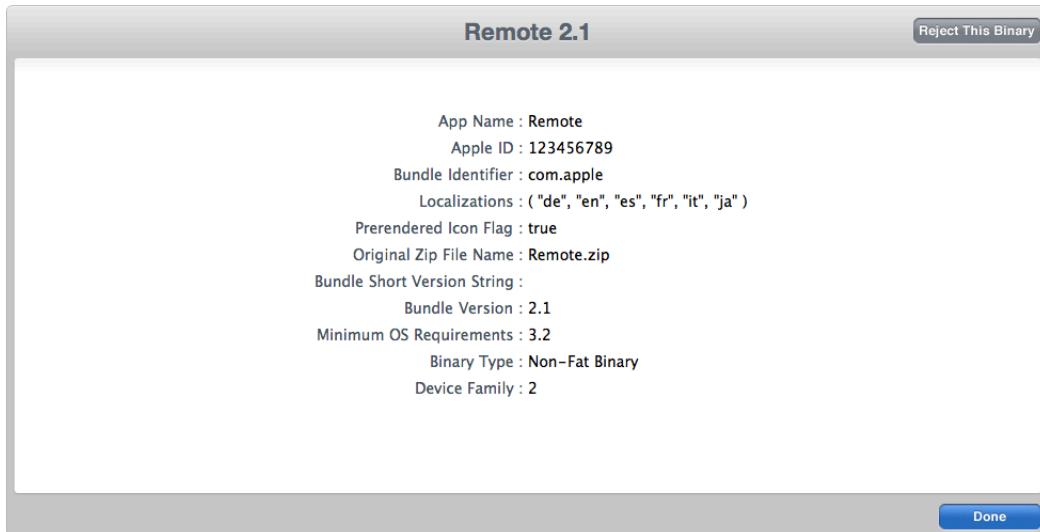
Date	User	Status
October 20, 2009 12:54	developer@apple.com	Waiting For Review
October 12, 2009 09:02	Apple	Rejected
October 10, 2009 13:42	Apple	In Review
October 06, 2009 15:40	developer@apple.com	Waiting For Review

At the bottom left of the page is a "Go Back" button.

## Viewing Binary Details

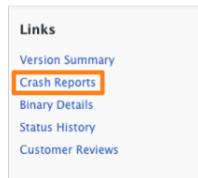
On the Version Details page is a link to your Binary Details page. Clicking Binary Details to take you to that page.

The Binary Details page contains detailed binary information and identifiers that are extremely valuable when communicating with Apple support teams about your app. The Binary Details page is also where you can reject the binary you have submitted. The Apple ID of your app should always be referenced when seeking technical support with Apple to help speed up response time and assist with troubleshooting efforts. The binary details shown vary based on app type (iOS App or Mac OS X App).



## Viewing Crash Reports

Application crash reports are available in iTunes Connect for you to view the most frequent crashes that your customers are encountering for your iOS or Mac apps. You can find crash logs specific to a version of your app by clicking the Crash Reports link from your Version Details page in iTunes Connect.



If you do not see this button or link, it is because crash logs are not available for this app at that given time—either because your app has not been on the App Store for a long enough period of time to generate crash logs or because Apple has not received any crash information from your customers.

## Fetching New Crash Reports

You can request crash logs on demand by clicking the Refresh Now link to retrieve any new available logs. You will also be able to see the last requested date of your crash reports and whether the logs are current or not:



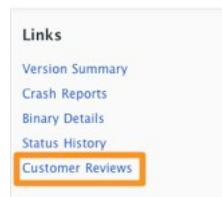
The reports show the crash logs for the most recently approved version of each app. You can view reports by iOS or OS X version.

The crash report page has a tab for each OS release that has an available report. Reports are always available for the most recent shipping iOS or OS X release. From time to time, at Apple's discretion, developer seed builds from unreleased versions of iOS or OS X may also be shown.

**Important:** After crash reports are updated, the previous report is no longer visible. If you want to keep the report details, make sure you save a copy.

## Viewing Customer Reviews

Customer reviews are also available in iTunes Connect for you to view the most recent feedback from your users. You can find customer reviews specific to a version of your app by clicking the Customer Reviews link from your Version Details page in iTunes Connect.

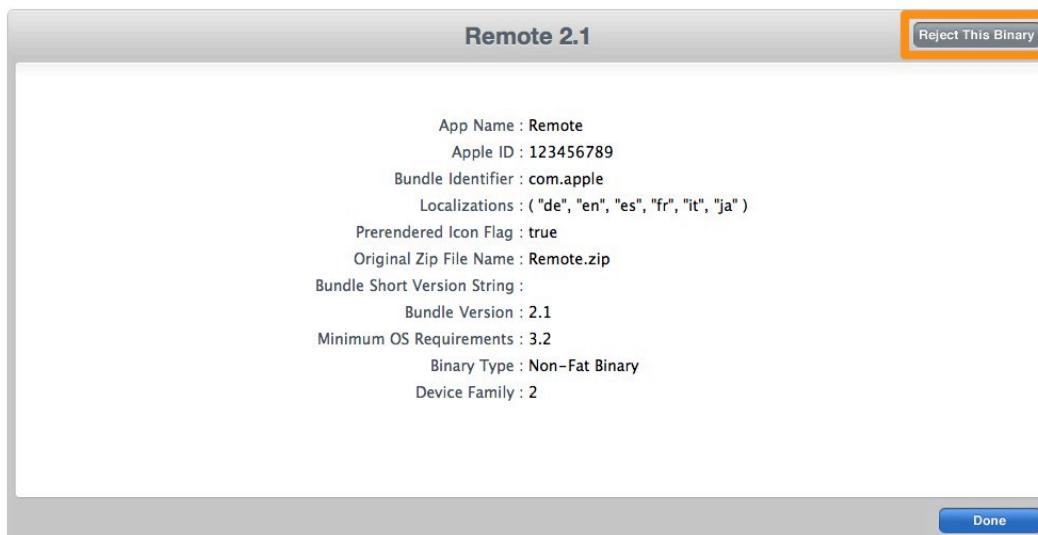


If you do not see this link, customer reviews are not available for this version of your app. This could be because this version of your app does not have any customer reviews or because it is not yet available on iTunes.

## Rejecting Your Binary

You can reject the binary you have submitted if its status is any of the following: Missing Screenshot (iOS only), Waiting for Export Compliance, Waiting For Review, In Review, Pending Developer Release, or Pending Apple Release. Click the Reject Binary button on the Binary Details page. This action removes your binary from the review queue. You can then submit another update through Application Loader after you move your app back to the Waiting For Upload state in iTunes Connect. If you reject your binary, your app's status changes to Developer Rejected. When you resubmit your binary, the review process starts over from the beginning.

If your app's status is not one of these, see “[Deleting an App](#)” (page 92).



## Removing an App from Sale

**Important:** Your app's availability date ultimately determines if your app is live on the App Store or not. If your availability date is set to a date in the future, even if your app is Ready for Sale, it will not be live in the App Store until your availability date approaches.

Since rights and pricing settings are app-level settings, when you choose to remove all App Store territory settings for an app, you remove the entire app from the App Store—not just a specific version.

### To remove your app from sale on the App Store

1. On your App Summary page, click the “Rights and Pricing” button.
2. On the page that appears, click the link to view specific stores.
3. Click Deselect All to deselect all App Store territories.

4. Click the Save Changes button.

After removing all assigned territory checkboxes from your app in the rights and pricing section, the status changes to "Developer Removed from Sale." Within 24 hours, your app will not be seen on the App Store.

If an app is not available in the App Store, users with previous versions of the app cannot update the app.

## Putting an App Back on Sale

To sell an app you have previously removed from sale, you must put it back on sale within the rights and pricing section.

### To put your app back on sale

1. On your App Summary page, click the "Rights and Pricing" button.
2. On the page that appears, click the link to view specific stores.
3. Click the Select All button to select all App Store territories worldwide or select individual territories where you want to sell your app.
4. Click the Save Changes button.

After indicating the App Store territories in which you want to put your app back on sale, your status is no longer "Developer Removed from Sale." Your app will reappear in the App Store within 24 hours as long as your app status is "Ready for Sale."

## Deleting an App

If you have created an app in iTunes Connect that you no longer need to see or manage, the Team Agent can delete it from your iTunes Connect view.

Apps that are part of a Game Center group cannot be deleted.

An app that is Ready For Sale cannot be deleted. Before the Team Agent can click Delete App, the app needs to be removed from sale. See "[Removing an App from Sale](#)" (page 91).

You can delete your app when its status is one of the following:

- Prepare for Upload
- Waiting for Upload

- Invalid Binary
- Developer Rejected
- Rejected
- Metadata Rejected
- Developer Removed from Sale
- Removed from Sale

If your app has a different status you can change it to an appropriate status by rejecting your binary (see “[Rejecting Your Binary](#)” (page 91)) or by removing the app from sale (see “[Removing an App from Sale](#)” (page 91)).

**Important:** If you delete your app, you cannot reuse your SKU or app name in the same account again, and you cannot restore the app you have deleted. If you have uploaded a binary or set up this app for the iAd Network, your Bundle ID cannot be reused.

If you are selling your app to other developers for their own distribution and need to remove it from your iTunes Connect account, we recommend that the Team Agent delete the app so that the app's name will be freed for the other developer's use.

The screenshot shows the 'My Application Name' page in iTunes Connect. At the top, there's a 'App Information' section with an 'Edit' button. Below it is a 'Identifiers' table containing the following information:

SKU	09092013
Bundle ID	com.ioscompany.myapp01
Apple ID	1000339945
Type	iOS App
Default Language	English

Next to the identifiers is a 'Links' section with a 'View in App Store' link. To the right of the links is a vertical column of blue buttons:

- Manage Game Center
- Manage In-App Purchases
- Newsstand Status
- Rights and Pricing
- Manage iAd Network
- Transfer App
- Delete App** (This button is highlighted with a red box)

Below the identifiers, there's a 'Versions' section. It shows a 'Current Version' row with a large red placeholder image for the icon. The version details are:

Version	0.0.1
Status	Waiting For Upload
Date Created	Jul 26, 2013

At the bottom right of the main content area is a 'Done' button.

## Transferring an App

As the volume of app acquisitions and purchases increases between developers, an automated process for transferring apps between developers has been created. Through this process, you can transfer the ownership of an app to another developer without removing the app from the App Store while retaining the reviews and chart position. There is no limit to the number of apps you can transfer, but you must transfer each app individually.

## Preparing to Transfer an App

After you have agreed to terms with another developer or company outside of iTunes Connect, you can begin the process of transferring your app. Only the team agent can initiate or complete an app transfer.

Before you transfer an app to another developer, you need to ensure that the app meets all of the following criteria:

- App can not be using an iCloud entitlement.
- App can not be using a Passbook entitlement.
- All iAd related account information that is pending setup or pending an update must be completed before the app can be transferred.
- There is at least one approved version of the app.
- App must be in a transferable state. You can transfer your app when it is one of the following states.
  - Ready for Sale
  - Pending Contract
  - Prepare for Upload
  - Developer Removed from Sale
  - Invalid Binary
  - Developer Rejected
  - Rejected
- Your developer account is not currently in the migration process (from an individual to a company).
- Transferor is on the latest version of the master agreements for the same contract content types, including iOS paid, iOS free, iAd, Mac OS X free, and Mac OS X paid.
- App does not have any approved auto-renewable subscription, free subscription, or non-renewing subscription In-App Purchases.

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**Note:** Even if you have had subscriptions that were approved in the past, but were deleted, the app is not currently eligible for App Transfer.

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- In-app purchase Product IDs on the app are not the same Product IDs on any apps in the recipient's account.
- In-app purchases must be in one of the following states:
  - Approved
  - Ready to Submit

- ● Developer Removed from Sale
- ● Rejected

Only apps that meet the above requirements can be transferred to another developer.

After ensuring that your app meets all of the transfer requirements, you can begin the transfer process.

## Transferring an App

Only the team agent with the Apple ID and team ID can transfer an app. The team agent initiates an app transfer by clicking the Transfer App button. Only the team agent is able to see this button.

### To initiate an app transfer

1. On your App Summary page, click the “Transfer App” button.

2. Verify the app meets the criteria for transferring. Click the “Continue” button if all criteria has been met.

**SpaceGame - Transfer App**

You must meet the criteria below before you can initiate an app transfer.

✓ Criteria Met      — Criteria Not Met

**Master Agreement**  
You must accept the latest version of your master agreements before you can initiate a transfer agreement.

**Approved and Deliverable App Version**  
You can only transfer apps that have at least one approved and deliverable version.

**App State**  
You can only transfer apps that are in the ready for sale, invalid binary, rejected, developer rejected, pending contract, prepare for upload, or developer removed from sale state.

**Developer Info Update**  
If your developer account information is pending an update, you can only transfer your app once the update has been completed.

**iAd Setup**  
If you have iAd related account information that is pending setup or pending an update, you can only transfer your app once the setup or update has been completed.

**In-App Purchases**  
You can only transfer apps with In-App Purchases that have a status of Ready to Submit, Rejected, Developer Removed from Sale, or Approved.

**Recipient Team Agent's Info**  
If you continue, you need to provide the recipient's Team ID and the Apple ID for their Team Agent.

**App History and Data**  
Before you initiate the transfer, make a record of your app information. After the transfer, you will not be able to view the app's history. Game Center, In-App Purchases, and other data associated with this app will be transferred to the recipient.

**Source Code and Binary**  
The source code and binary are not included in the transfer process within iTunes Connect. They must be separately transferred to the recipient.

**Export Compliance Documents**  
Export compliance documents for your app (for example, CCATs, ERN, or French import declarations) cannot be transferred. If you previously had to provide export compliance documents, the recipient of your app must provide new documents when accepting the app transfer. Obtaining export compliance documents from the Department of Commerce can take up to 30 days. For more information on export compliance documents, see the [FAQ](#).

**FAQs**  
To learn more about the app transfer process, see our [FAQs](#).

[Cancel](#) [Continue](#)

3. Enter the recipient's information and click “Continue”

**Note:** Recipients can find their Team ID in [Member Center](#).

**MyCreativeGames - Transfer App**

**Recipient Information**

To begin the transfer process, enter the Apple ID of the recipient's Team Agent and their Company/Organization ID.

Recipient's Team Agent Apple ID:  ?

Recipient's Company/Organization ID:  ?

[Go Back](#) [Continue](#)

4. Verify the transfer information and contract terms.
5. Read the contract terms and select the "I have read and agree to the agreement presented above."
6. Click "Request Transfer".

SpaceGame - Transfer App

App Transfer Information

The screenshot shows the 'SpaceGame - Transfer App' interface. At the top, it says 'App Transfer Information'. Below that is a section with a thumbnail image of a space ship in flight against a starry background. To the right of the image are the following details:  
Transferor: MyCreativeGames, Inc.  
Transferee: YourCreativeGames, Inc.  
App Name: SpaceGame  
Version: 1.1  
Apple ID: 552630234  
SKU: space\_game\_v1-0

Contract Terms

Seller --- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque bibendum fermentum libero sit amet rhoncus. Maecenas risus mi, viverra elementum vehicula non, dapibus non enim. Etiam aliquet porta dictum. In vulputate sagittis lacus nec lobortis. Vivamus quis dui ac augue pharetra malesuada nec in dolor. Etiam vel nunc justo, non consequat neque. Ut velit felis, iaculis ac interdum nec, venenatis sed mi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nam vel lectus urna. Fusce congue nisl vitae mauris lobortis a placerat ipsum dignissim. Proin elementum tincidunt eros, ac porta nunc malesuada laoreet. Curabitur luctus dui et mi suscipit tincidunt.

I have read and agree to the agreement presented above. [Download This Agreement](#)

[Go Back](#) [Request Transfer](#)

After you click the Request Transfer button, the internal app transfer process begins. During this time, the app stays in its previous status, but the “Pending App Transfer” status is added. You can still change the price of the app during this time. Click “Done” to return to the App Summary page.

MyCreativeGames - 8.1.x Tools

App Information

<b>Identifiers</b> SKU SPACEGAMEKIT Bundle ID com.mycretivegames.apps Apple ID 398374564 Type iOS App Default Language English	<b>Links</b> <a href="#">View in App Store</a> <a href="#">Customer Reviews</a>	<b>Rights and Pricing</b>
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Versions

<b>Current Version</b>  Version 1.2 Status <span style="color: red;">Developer Removed From Sale (Pending App Transfer)</span> Date Created Feb 22, 2011 Date Released Feb 28, 2011 <a href="#">View Details</a>	
---	--

[Done](#)

After you complete the app transfer process from the transferor’s side, the transfer must be accepted within 60 days or the transfer will be cancelled. The team agent on the recipient’s side signs into iTunes Connect to begin the acceptance process. When they first log in, they will see a notice telling them that there is an app ready to be transferred.

Agreement Update

 **App Transfer Request Pending Acceptance**  
A transfer agreement is pending. To complete the app transfer, your Team Agent must review and accept the terms in the [Contracts](#), [Tax](#) and [Banking](#) module on iTunes Connect. Transfer agreements are valid for 60 days from the date initiated. Contracts that have not been accepted within 60 days will be canceled.

[Continue](#)

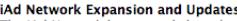
## To accept an app transfer

- On the iTunes Connect homepage, click the “Contracts, Tax and Banking” link at the top of the page.

 **App Transfer Request Pending Acceptance**  
You must have the latest version of the master agreements before you can accept the transfer. To accept the latest master agreements, go to the [Contracts, Tax, and Banking](#) module on iTunes Connect. As soon as you have accepted the required master agreement, you can accept the terms of the transfer agreement. Transfer agreements are valid for 60 days from the date initiated. Contracts that have not been accepted within 60 days will be canceled.

 **Market Apps with App Store Short Links**  
Create simple links to your app or developer page in the App Store using AppStore.com short links. These memorable links are great for offline marketing communications to increase the discovery of your app on the App Store. For more information on linking to your app or company's developer page, see the App Store Marketing Resources provided as part of your [iOS or Mac Developer Program](#) membership.

 **Promote Apps with App Store Badges**  
New App Store marketing badges are now available and localized into 35 languages. The badges are available for download from the Marketing Resources page of the App Store Resource Center. Access is provided as part of your [iOS or Mac Developer Program](#) membership. To learn more about App Store badges, see the [App Store Marketing and Advertising Guidelines for Developers](#).

 **iAd Network Expansion and Updates**  
The iAd Network has recently launched in Canada, Australia, and New Zealand. Ads are now available in apps in the U.S., Canada, Australia, New Zealand, Japan, France, Germany, Italy, Spain, and the U.K. App Stores. Be sure to configure your apps to serve ads in only these countries.

Also, developers on iAd Network can now include a medium rectangle banner (MREC) in the size of 300 x 250 pixels for iPad apps targeting iOS6. For the best performance, ensure that you place only one MREC banner per page in your app. MREC banners can be placed in any location within your iPad app. For more information and iAdSuite sample codes, see the [iOS Developer Library](#). If you want to join the iAd Network, go to [developer.apple.com/iad](#).

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 <b>Sales and Trends</b> View and download your sales and trends information.	 <b>Manage Your Apps</b> Add, view, and manage your App Store apps.
 <b>Contracts, Tax, and Banking</b> Manage your contracts, tax, and banking information.	 <b>iAd Network</b> View ad performance and manage the ads that appear in your apps.
 <b>Payments and Financial Reports</b> View and download your earnings, payments, and financial reports.	 <b>Catalog Reports</b> Request catalog reports for your App Store content.
 <b>Manage Users</b> Add, view, and manage iTunes Connect users and In-App Purchase test accounts.	 <b>Developer Forums</b> Find solutions and share tips with Apple developers from around the world.
	 <b>Contact Us</b> Find answers or submit a question to an App Store representative.

[Access the Developer Guide.](#)  [FAQs](#) Review our answers to common inquiries.

- In the Transfer Agreements section, locate the app being transferred in the Contracts in Process subsection and click the Review button.

### Transfer Agreements

Once an app transfer has been requested, the recipient's Team Agent has 60 days from the day initiated to accept the request. Contracts that have not been accepted within 60 days will be canceled. App transfers can take up to two business days to complete, depending on an export compliance review.

Contracts In Process								
Review By	Reference ID	Type	Legal Entity	App Name	Version	App Type	Apple ID	
Jun 30, 2013	10167	To	YourGames Inc.	EarthGame	1.1	iOS	426614131	<a href="#">Revoke</a>
Jul 16, 2013	10218	From	MyCreativeGames, Inc.	WaterGame	1.0	iOS	310120138	<a href="#">Review</a>

Contracts In Effect								
Date Effective	Reference ID	Type	Legal Entity	App Name	Version	App Type	Apple ID	
May 16, 2013	10149	From	MyCreativeGames, Inc.	FireGame	2.2	iOS	296929978	
May 17, 2013	10194	From	MyCreativeGames, Inc.	AirGame	1.1	iOS	552620140	

- Enter the new metadata and review information.

- Support URL
- Atom Feed URL

Required if the app previously had an Atom Feed URL entered.
- Marketing URL

Required if the app previously had a Marketing URL entered.
- Privacy Policy URL

Required if the app previously had a Privacy Policy URL entered.
- CCATS

A new CCATS form is required for apps that use export compliance.
- First Name
- Last Name
- Email Address

- Phone Number

**SpaceGame**

**App Transfer Information**



Transferor MyCreativeGames, Inc.  
Transferee YourCreativeGames, Inc.  
App Name SpaceGame  
Version 1.0  
Apple ID 310120134  
SKU spacegamekit  
Price Tier [View Schedule](#)

**New App Metadata**

Support URL <http://apple.com> [?](#)  
Marketing URL <http://apple.com> [?](#)

**App Review Information**

**Contact Information** [?](#)

First Name Tom  
Last Name Clark  
Email Address tclark@mac.com  
Phone Number 1-555-555-5555  
Include your country code

**Contract Terms**

Buyer --- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque bibendum fermentum libero sit amet rhoncus. Maecenas risus mi, vivera elementum vehicula non, dapibus non enim. Etiam aliquet porta dictum. In vulputate sagittis lacus nec lobortis. Vivamus quis dui ac augue pharetra malesuada nec in dolor. Etiam vel nunc justo, non consequat neque. Ut velit felis, iaculis ac interdum nec, venenatis sed mi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nam vel lectus urna. Fusce congue nisl vitae mauris lobortis a placerat ipsum dignissim. Proin elementum tincidunt eros, ac porta nunc malesuada laoreet. Curabitur luctus dui et mi suscipit tincidunt.

I have read and agree to the agreement presented above. [Download This Agreement](#)

[Go Back](#) [Decline](#) [Accept](#)

4. Select the 'I have read and agree to the agreement presented above' checkbox and click Accept.

It can take up to two business days for the app transfer to complete. Once the transfer is complete, the app is now owned by the app transfer recipient, no longer appears in the transferor's iTunes Connect account, and changes to Processing App Transfer status. While the app is in the transfer state, the following actions apply:

- All app metadata, rights, and pricing are locked down on the transferor side and the Manage In-App Purchases button is removed as no In-App Purchase edits can be made
- Any open communications in the Resolution Center are closed out

- If the app is part of a Game Center group, the Manage Game Center button for all other apps in that group will disappear for the recipient

**Important:** The exchange of the actual code-set and binary assets takes place directly between the transferor and recipient. To maintain a great user experience within the app, make sure the recipient is informed about any special functionality such as keychain details or push notifications, so that functionality can be maintained in the app for future updates. App IDs are transferred automatically in the Provisioning Portal.

## During and After an App Transfer

The associated App ID is also transferred to the recipient's Member Center account. If the transferor's App ID was a wildcard App ID, it is converted to an explicit App ID that exactly matches the app's bundle ID. Associated client SSL certificates for push notifications are not transferred. If the app uses Apple Push Notifications service (APNs), the recipient needs to create a client SSL certificate using Member Center to re-enable it.

For games, several actions take place depending on whether the app was associated with any other apps. Apps that are part of a cross-app Multiplayer Compatibility Matrix are no longer compatible 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, the leaderboards and achievements revert back to their original status. This affects any of the app's leaderboards, depending on whether the leaderboard is a single leaderboard or a group leaderboard. Leaderboards that were originally a group leaderboard retain the grp. prefix in their identifier.

Leaderboards that were originally single leaderboards and were merged into a group due to the app being put into a group act differently. These single leaderboards not only lose the grp. prefix, but also revert back to the original leaderboard ID they had before the merge. Make sure to update the app binary with the new leaderboard ID or scores won't post correctly.

# Editing and Updating App Information

Depending on the app's status, you can make changes to your app by:

- Editing app-level information, such as rights and pricing, Game Center and iAd Network settings, and In-App Purchases
- Editing version-level information, such as app metadata and ratings

[Table 9-1](#) (page 83) shows which app statuses allow editing.

If your version status is ready for sale, create a new version of your app to submit a binary update. See “[Updating Your App to a New Version](#)” (page 117).

---

**Note:** You can also use the Transporter to upload metadata for your apps to iTunes Connect. See [App Metadata Specification](#) and [Transporter User Guide](#) for details. These documents are available to iTunes Connect users on the [Manage Your Apps](#) page. To view these documents, sign into iTunes Connect and click Manage Your Apps. Click the links to these documents that appear on the bottom of the page under Deliver Your Apps.

---

## Editing Version Details

When you edit your version's details, you are editing that version's associated metadata, ratings, large icon, screenshots, and localizations.

---

**Note:** Changes you make to Unlocked version details go live immediately (expect 24 hours for a full refresh of the change on the App Store), so make sure you proofread carefully. To understand which version info is Unlocked, see [Table 10-1](#) (page 106).

---

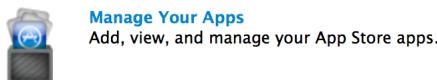
Follow these guidelines when editing the version details:

- Your metadata is not a vehicle for communication to your customers. Do not use this space to speak directly to your customers. It is meant to describe your app's features and (if there are updates) your release notes.

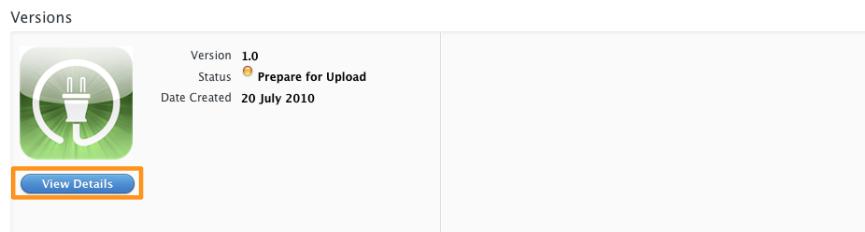
- Do not edit information while you have multiple browser tabs of iTunes Connect open, because your app information might be applied to an app other than the one you intended.

## To edit the version details

1. Log in to [iTunes Connect](#).
2. On the iTunes Connect homepage, click Manage Your Apps.



3. Locate the app you want to edit, and click the large icon or app name.
4. Click View Details for the version of your app.



In the Version Details page that appears, an Edit button appears next to the Version Information, Metadata and Uploads, and EULA sections. Use it to edit the respective section's information.

5. After you have made the changes you want, click Save. Click Cancel to exit without saving.

## Editing Version Information

Click the Edit button next to Version Information to edit basic version details.

A screenshot of the 'Version Information' edit screen in iTunes Connect. At the top left is a 'Version Information' label with an 'Edit' button. To the right is a large image of the app icon. Below the image, the app's name 'iTunes Connect for Mobile' is displayed. To the right of the name are fields for Version (1.0), Copyright (Apple Inc.), Primary Category (Business), Secondary Category (Optional) (Finance), Rating (4+), and Status (Prepare for Upload). A 'Routing App Coverage File' section below the image shows a message: 'No file has been added.' On the far right, there is a 'Links' sidebar with links to 'Version Summary' and 'Status History'.

**Important:** Unlocked properties are always editable. Locked properties are only editable when your app is in an editable state. Refer to [Table 9-1](#) (page 83) for the app statuses which enable editing.

Below is a list of the fields in the Version Details section, along with their editable state (locked or unlocked). For a complete description of a field, see [Table 7-3](#) (page 53) and [Table 7-9](#) (page 64). If you attempt to save changes without entering information for the required fields, you see an error and are prompted to add information to the respective fields before you can save.

**Table 10-1** Version Details editability

Field	Editable
Version Number ( <i>required</i> )	Locked
Copyright ( <i>required</i> )	Unlocked
Primary Category ( <i>required</i> ) / Secondary Category	Locked
Subcategory ( <i>required</i> )	Locked
Rating ( <i>required</i> )	Locked
Made for Kids ( <i>optional</i> )	Locked
Large App Icon (iOS only) ( <i>required</i> )	Locked
Routing App Coverage File ( <i>optional</i> )	Unlocked

## Editing Metadata and Uploads

Click the Edit button next to Metadata and Uploads to edit metadata and screenshots for your version.

**Metadata and Uploads** [Edit](#)

**English (Default Language)** Choose Another Language: [English \(Default\)](#) ▾

Take advantage of the App Store's global audience by translating your app's metadata for the App Store for each of the countries in which you offer apps. Customers are more likely to read about your app if it's in their native language. View a [list of third party vendors](#) who can provide internationalization and localization services for your app.

**App Name:** iTunes Connect for Mobile

**Description:** The iTunes Connect Mobile application allows developers to access their sales and trend data from iTunes Connect. You can now view your daily and weekly sales data related to updates, paid and free apps as well as In-App purchases. Whether at the office, at home or on the go, iTunes Connect Mobile keeps you informed about your sales numbers right on your iPhone or iPod touch.

**Keywords:** iTunes,Connect,Sales,Trends,Apps,Updates,Revenue,Developer,Tools

**Support URL:** <http://itunesconnect.apple.com>

**Marketing URL (Optional):** <http://itunesconnect.apple.com>

**Privacy Policy URL (Optional):**

**iPhone and iPod touch Screenshots**

**iPhone 5 and iPod touch (5th gen) Screenshots**

**iPad Screenshots**

Below is a list of the fields in the Metadata and Upload section, along with their editable state (locked or unlocked). Unlocked properties are always editable. Locked properties are only editable when your app is in an editable state. Refer to [Table 9-1](#) (page 83) for the app statuses which allow editing. For a complete description of a field, see [Table 7-7](#) (page 58), [Table 7-8](#) (page 60), and [Table 7-9](#) (page 64).

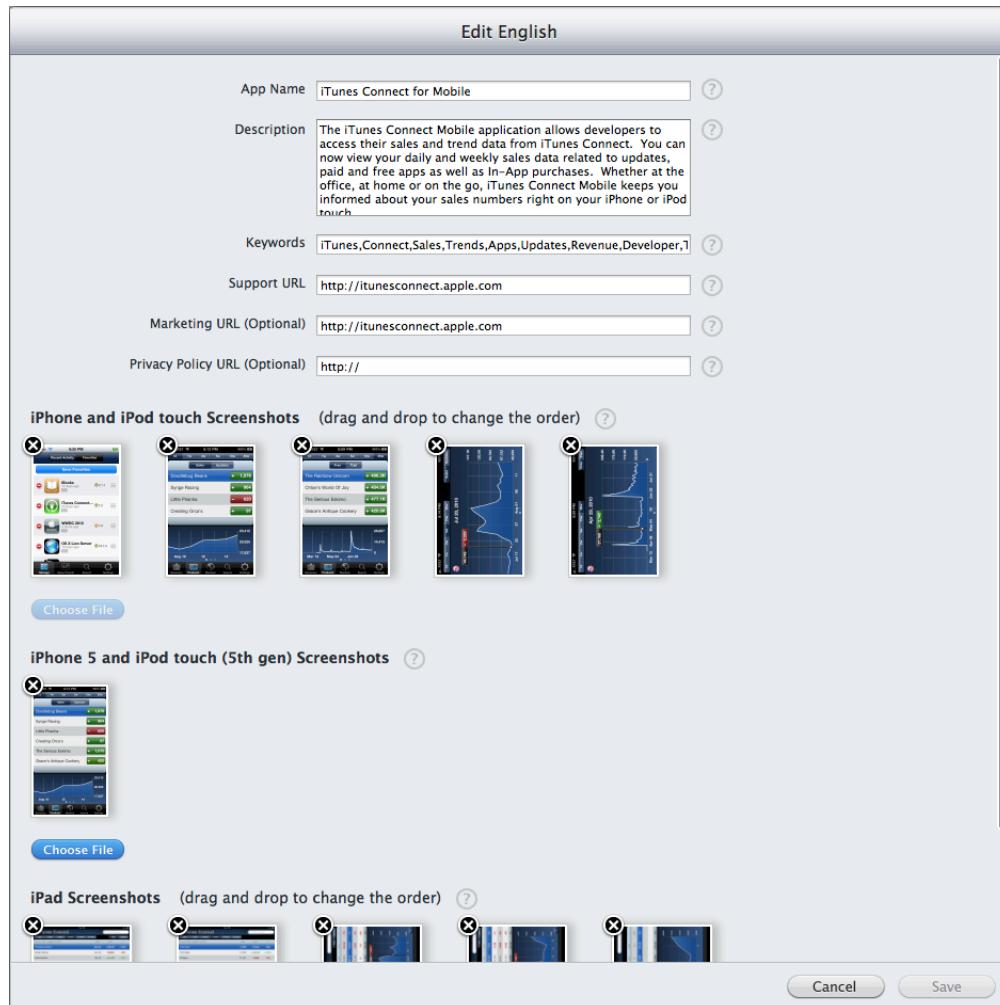
**Table 10-2** Metadata and Uploads editability

Field	Editable
App Name	Locked

Field	Editable
Description ( <i>required</i> )	Unlocked
What's New in this Version	Unlocked
Keywords ( <i>required</i> )	Locked
Support URL ( <i>required</i> )	Unlocked
Marketing URL	Unlocked
Privacy Policy URL	Unlocked
Large Icon ( <i>required</i> )	Locked
iPhone and iPod touch Screenshots ( <i>required</i> )	Locked
iPhone 5 and iPod touch (5th generation) Screenshots ( <i>required if app runs on 4-inch Retina display</i> )	Locked
iPad Screenshots ( <i>required if app runs on iPad</i> )	Locked
OS X App Screenshots ( <i>required for OS X</i> )	Locked

**Important:** Screenshots are locked for all apps except Newsstand apps. Newsstand apps are able to change their screenshots without creating a new version of the app.

Enter any new information in the appropriate field. For example, when the app is in an editable state, you can click the close button (x) to delete a screenshot, click Choose File to upload a new large app icon (for iOS apps only), or replace screenshots. If you are editing uploads for a Mac app, remember that you can upload or replace screenshots only.



After you have made the changes you want, click Save. Click Cancel to exit without saving.

## Editing the App Review Information

Click the Edit button next to App Review Information to provide contact, review notes, and demo account information for the App Review team. Refer to [Table 7-8](#) (page 60) for a description of each field. You can always edit the app review information.

**Edit App Review Information**

**Contact Information** [?](#)

First Name

Last Name

Email Address

Phone Number   
Include your country code

**Review Notes (Optional)** [?](#)

**Demo Account Information (Optional)** [?](#)

Username

Password

**Cancel** **Save**

## Editing the EULA

Click the Edit button next to EULA to edit your End User License Agreement for your version if you would like to provide your own EULA.

EULA [Edit](#)

You have provided your own End User License Agreement (EULA). It must meet these [minimum terms](#). To edit your EULA or the territories in which it applies, click [Edit](#).

The Edit Eula dialog allows you to edit the text of your EULA and what countries the EULA applies to.

**EULA Text**

Enter the text of your EULA above. It must meet these [minimum terms](#).

Select the countries in which your EULA applies. Select only the countries for which your EULA has been properly localized to meet local legal and language requirements. For all other countries, the [standard EULA](#) will apply.

Country	<input type="checkbox"/>	Country	<input checked="" type="checkbox"/>	Country	<input checked="" type="checkbox"/>	Country	<input checked="" type="checkbox"/>
Albania	<input type="checkbox"/>	Dominica	<input checked="" type="checkbox"/>	Luxembourg	<input checked="" type="checkbox"/>	Senegal	<input checked="" type="checkbox"/>
Algeria	<input checked="" type="checkbox"/>	Dominican Republic	<input checked="" type="checkbox"/>	Macau	<input checked="" type="checkbox"/>	Seychelles	<input type="checkbox"/>
Angola	<input checked="" type="checkbox"/>	Ecuador	<input checked="" type="checkbox"/>	Macedonia, The Former Yugoslav Republic Of	<input checked="" type="checkbox"/>	Sierra Leone	<input type="checkbox"/>
Anguilla	<input checked="" type="checkbox"/>	Egypt	<input checked="" type="checkbox"/>	Madagascar	<input checked="" type="checkbox"/>	Singapore	<input checked="" type="checkbox"/>
Antigua and Barbuda	<input checked="" type="checkbox"/>	El Salvador	<input checked="" type="checkbox"/>	Malawi	<input type="checkbox"/>	Slovakia	<input checked="" type="checkbox"/>
Argentina	<input checked="" type="checkbox"/>	Estonia	<input checked="" type="checkbox"/>	Malaysia	<input checked="" type="checkbox"/>	Slovenia	<input checked="" type="checkbox"/>
Armenia	<input checked="" type="checkbox"/>	Fiji	<input type="checkbox"/>	Mali	<input checked="" type="checkbox"/>	Solomon Islands	<input type="checkbox"/>
Australia	<input checked="" type="checkbox"/>	Finland	<input checked="" type="checkbox"/>	Malta, Republic of	<input checked="" type="checkbox"/>	South Africa	<input checked="" type="checkbox"/>
Austria	<input checked="" type="checkbox"/>	France	<input checked="" type="checkbox"/>	Mauritania	<input type="checkbox"/>	Spain	<input checked="" type="checkbox"/>
Azerbaijan	<input checked="" type="checkbox"/>	Gambia	<input type="checkbox"/>	Mauritius	<input checked="" type="checkbox"/>	Sri Lanka	<input checked="" type="checkbox"/>
Bahamas	<input checked="" type="checkbox"/>	Germany	<input checked="" type="checkbox"/>	Mexico	<input checked="" type="checkbox"/>	St. Kitts and Nevis	<input checked="" type="checkbox"/>
Bahrain	<input checked="" type="checkbox"/>	Ghana	<input checked="" type="checkbox"/>	Micronesia, Federated States of	<input type="checkbox"/>	St. Vincent and The Grenadines	<input checked="" type="checkbox"/>
Barbados	<input checked="" type="checkbox"/>	Greece	<input checked="" type="checkbox"/>	Moldova, Republic Of	<input checked="" type="checkbox"/>	Suriname	<input checked="" type="checkbox"/>
Belarus	<input checked="" type="checkbox"/>	Grenada	<input checked="" type="checkbox"/>	Mongolia	<input type="checkbox"/>	Swaziland	<input type="checkbox"/>
Belgium	<input checked="" type="checkbox"/>	Guatemala	<input checked="" type="checkbox"/>	Montserrat	<input checked="" type="checkbox"/>	Sweden	<input checked="" type="checkbox"/>

[Select All](#) [Deselect All](#)

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

After you have made the changes you want, click Save. Click Cancel to exit without saving.

## Editing Localizations

The App Localization section lists all the languages you provided during the initial upload to the App Store. Your default language is also displayed. A list of localizable fields follows. For a complete description of a field, see [Table 7-8](#) (page 60) and [Table 7-7](#) (page 58).

- App Name

- Description
- Keywords
- Support URL
- Marketing URL
- Privacy Policy URL
- What's New in This Version?
- iPhone and iPod touch screenshots
- iPad screenshots
- OS X screenshots

## To edit existing localizations

1. From the Choose Another Language drop-down menu, choose the language you want to edit, and then click Edit.



The metadata for that localization is displayed.

**Important:** You can edit locked localization information only when your app is in an editable state. Clicking Edit lets you see which version information can be edited depending on your app's state. If none of your version information is editable, no Edit button is visible for that section. To see a list of Editable statuses, see [Table 9-1](#) (page 83).

2. To save changes, click Save before adding or removing languages.
3. To add another language, choose a new language (using the Choose Another Language drop-down menu) and click Add This Localization. You can also refer to "[Adding a New Localization](#)" (page 69).
4. To delete a language, click Delete. You can also refer to "[Deleting Your Localizations](#)" (page 70).

When you click Save, the information for the subsequent localization is saved. After you're finished editing, the updated metadata is posted to the corresponding territory's App Store.

## Editing App Information

When you edit your app's information, you edit information that is associated with all versions of your app, not information tied to a specific version. App-level information that you can edit includes territory rights, your app's available date, its pricing, and its scheduling price tier changes in advance in the rights and pricing section. For iOS apps only, you can also edit your app's eligibility for participation in iAd Network (in the Set Up iAd Network section).

---

**Note:** Changes you make to app-level information go live immediately (expect 24 hours for a full refresh of the change on the App Store), so make sure you enter information carefully. To understand more about app-level information, see ["View App-Level Actions on the App Summary Page"](#) (page 67).

---

Instructions for editing each piece of app information are detailed below.

### Editing Rights and Pricing Information

Click the "Rights and Pricing" button to edit the available date, territory rights, pricing, and education discount eligibility and to schedule price tier changes for your app. On the "Rights and Pricing" page, you can also designate your app as a custom B2B app if it is the app's first version and is in an editable state.

In the rights and pricing section, your previously chosen availability and price tiers have been prepopulated and display your price tier schedule.

Select the availability date and price tier for your app.

Availability Date	02/Feb	28	2012	<input type="button" value="?"/>
Price Tier	<input type="button" value="Select"/>			<input type="button" value="?"/>
<a href="#">View Pricing Matrix ▶</a>				
Price Tier Effective Date	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="?"/>
Price Tier End Date	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="?"/>
<b>Price Tier Schedule</b>				
Price Tier	Price Effective Date	Price End Date		
Free	Existing	None		

Discount for Educational Institutions

Custom B2B App

**Volume Purchase Program Customers**

For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program (the Apple ID is usually an email address). This app will only be available to the Volume Purchase Program Apple IDs you specify here (you can add as many as you would like). To learn more about the App Store Volume Purchase Program for Business, visit <http://vpp.itunes.apple.com/faq>. To learn more about how your customers can sign up for the Volume Purchase Program, visit <http://enroll.vpp.itunes.apple.com>.

Unless you select **specific stores**, your app will be for sale in all App Store Volume Purchase Programs for Business worldwide.

[Indicate a legal issue with iCloud for this app](#)

All fields in the rights and pricing section are editable. For a complete description of a field, see [Table 7-2](#) (page 49).

**Important:** If you move your app's availability date to the future, your app is removed from the App Store until the new date approaches. If you make changes to the list of territories in which your app is currently available, your app is removed from or added to the corresponding storefronts after a standard 24-hour refresh of your app on the App Store.

You can also indicate a legal issue with your app, including previous versions, from the footer of the "Rights and Pricing" page. Indicate a legal issue with your app by selecting each version of your app that has a legal issue. You cannot select a version of your app that is ready for sale. If the version of your app that is ready for sale has a legal issue, you must submit an update for the app and indicate the legal issue during submission.

[Indicate a legal issue with iCloud for this app](#)

In the table below, check the box next to each version of your app that has a legal issue. Checking a box will make the corresponding app version unavailable to be restored and/or downloaded as a previous purchase by App Store customers. Note that you cannot select a version of your app that is currently Ready for Sale.

	Version Number	Date Created
	3.7.1	Dec 9, 2011
<input type="checkbox"/>	3.7	Nov 12, 2011
<input type="checkbox"/>	3.5	Aug 25, 2011
<input checked="" type="checkbox"/>	3.1	Aug 5, 2011
<input type="checkbox"/>	3.0	Dec 14, 2010
<input type="checkbox"/>	1.1	Oct 14, 2010
<input type="checkbox"/>	1.01	Sep 23, 2010
<input type="checkbox"/>	1.0	Apr 30, 2010

**Important:** If your app has a legal issue, you must indicate it in iTunes Connect.

After you're finished editing your rights and pricing, click Save.

## Scheduling Price Tier Changes

If you have a Paid Applications contract in effect, iTunes Connect allows you to schedule price tier changes for your apps over time. Scheduling is useful for sales and other temporary pricing changes that have a definite beginning and end date, as well as permanent pricing changes that have no end. For example, you might offer a promotional price for a month and then return to the regular price.

**Note:** You can also set pricing changes to your In-App Purchases the same way you can for your apps. You set pricing changes while editing your In-App Purchases. For more information on editing In-App Purchases, see “[Editing In-App Purchase Details](#)” (page 157).

---

To schedule price tier changes, you must have already submitted the app; the options for price scheduling appear only when you are editing an already submitted app. For each price tier, you can set an effective date (the date when the new tier will take effect on the App Store), and an end date (the date when the tier will no longer be in effect and will return to the previously set price tier).

You can set up as many price tier changes as you want in advance and your app will change prices on your effective dates, but no interval can begin more than a year in the future. Your price tier schedule will show at all times on the “Rights and Pricing” page for your app. There you can track when your price changes will occur.

Here is an example of a price tier schedule:

Price Tier Schedule		
Price Tier	Effective Date	End Date
Tier 1	Existing	04/01/2010
Free	04/01/2010	05/01/2010
Tier 1	05/01/2010	05/15/2010
Tier 2	05/15/2010	None

In the above example, the app is priced today at tier 1, and the price will drop to free at the beginning of the day on April 1, 2010. The price will then go back up to tier 1 at the beginning of the day on May 1, 2010, and will rise again to tier 2 at the beginning of the day on May 15, 2010. It remains at tier 2 forever unless you make further price tier scheduled changes.

By default, the start date for pricing is Existing (meaning the price currently in effect), and the end date is None (meaning the price will remain the same forever). To change the pricing, you can add intervals. The effective and end dates are:

**Existing.** When your effective price tier date shows Existing, this means that the tier is currently in effect. It is the already in existence therefore no set date is indicated for it to begin pricing at that tier.

**None.** When your end price tier date shows None, this means that your price tier will not end on a certain date but will remain in effect until you make a change.

**Now.** When you set your price tier effective date to be Now, this means that the date that your price change will take effect will be today.

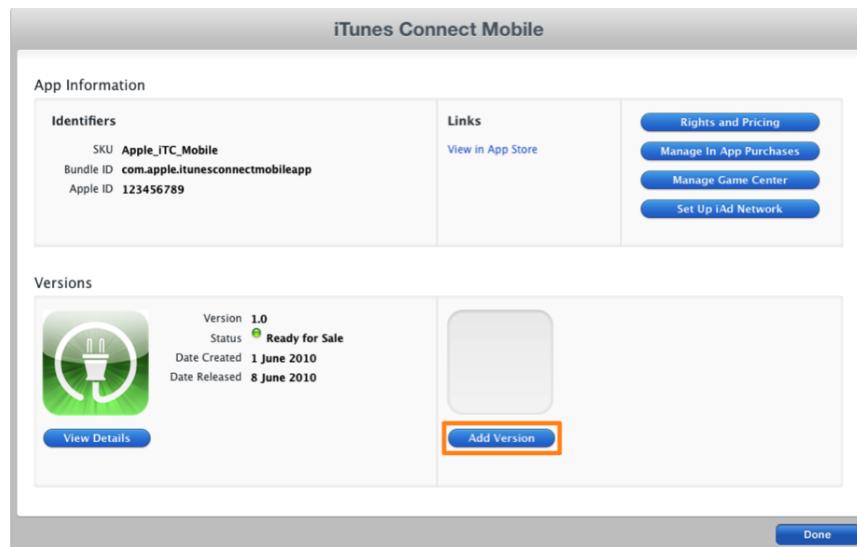
## Manage In-App Purchases

You can create new and edit current In-App Purchases by clicking the Manage In-App Purchases button on the App Summary page. For details on how to set up In-App Purchases, edit In-App Purchase information, and submit your In-App Purchases to Apple, see “[In-App Purchase](#)” (page 123).

## Updating Your App to a New Version

After your first version is approved and available on the App Store, you can add new versions of your app on the Manage Your Apps page (get there by clicking Add Version on your App Summary page). The new binary goes through the normal review process, and all version-level metadata you entered for that version goes live when your version goes live.

Updates keep the same Apple ID and bundle ID, which means they are associated with your first version and are free to your customers.



### To get started adding an updated version of your app

1. Click Add Version.

2. Enter your version number and fill in the "What's New in this Version" field (release notes) to tell your customers how this version of your app differs from the previous version.

Please enter the following in English.

Version Number

What's New in this Version

Cancel Save Changes

3. Click Save Changes.

A new Version Details page shows you the information you just entered and displays your version status as Prepare For Upload. All of the information you entered for your previous version is carried over, but you can make changes to this information on this page because your app is in the editable state Prepare For Upload.

For more information on how to edit your version, review "[Editing Version Details](#)" (page 104).

## Ready to Upload Binary Update

After you are ready to submit your binary for your version update, you go through steps similar to those that you completed when you submitted the first version of your binary.

### To upload your binary

1. On the Version Details page, click "Ready to Upload Binary."

An Export Compliance page appears.

2. When asked whether encryption has been added, removed, or modified since your last binary upload, select Yes or No.

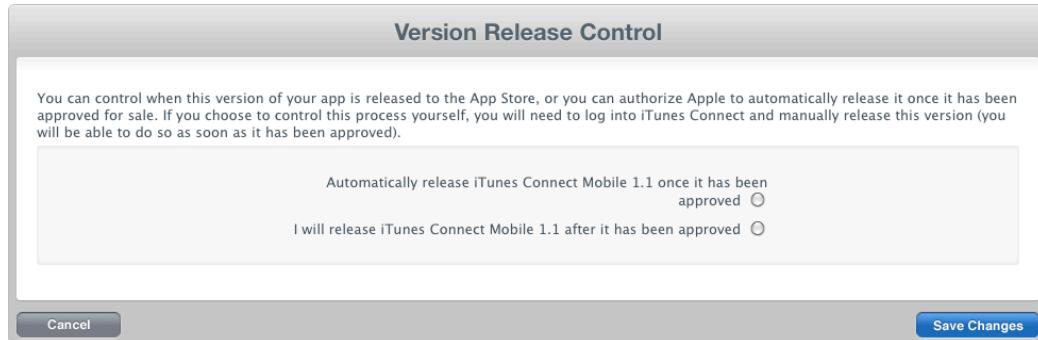
Export Compliance

Has encryption been added, removed or modified since you last uploaded a binary for this product?

Yes  No

Cancel Continue

- If you answer Yes, you are led to a second Export Compliance page, where you need to answer specific questions about your encryption. Depending on your answers here, you need to provide a copy of the commodity classification ruling (CCATS) file confirming classification of the app. See ["Authorizing for Export and Indicating Legal Issues"](#) (page 73) for more detail.
- If you answer No, click Continue. You are taken to the Version Release Control page to indicate your Version Release preference. See ["Version Release Control"](#) (page 75) for more detail on how this works.



3. After you have chosen your Version Release Control preference, click Save Changes.

The Application Loader Instructional page appears, explaining how to use Application Loader to deliver your binary update.

4. Click Continue.

You are returned to the Version Details page, where you see that your status has changed to Waiting For Upload.

## Editing and Updating App Information

### Updating Your App to a New Version

After your binary has been uploaded, your new version's status is Waiting For Review and the current version's status is Ready For Sale. Because the latest Ready for Sale version of any one app is displayed at any given time, it is possible to see a maximum of two versions displayed, your Current (Ready For Sale) version and your New (Waiting For Upload) Version.

iTunes Connect Mobile

App Information

<b>Identifiers</b> SKU Apple_iTC_Mobile Bundle ID com.apple.itunesconnectmobileapp Apple ID 123456789	<b>Links</b> <a href="#">View in App Store</a>	<a href="#">Rights and Pricing</a> <a href="#">Manage In App Purchases</a> <a href="#">Manage Game Center</a> <a href="#">Set Up iAd Network</a>
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Versions

<b>Current Version</b>  Version 1.0 Status Ready for Sale Date Created 1 June 2010 Date Released 8 June 2010 <a href="#">View Details</a>	<b>New Version</b>  Version 1.1 Status Waiting For Upload Date Created 23 July 2010 Release Control Hold for Developer Release <a href="#">View Details</a>
--	--

[Done](#)

# Requesting Promo Codes

You can request promo codes to use for promotional purposes to provide interested parties with a free copy of your iOS or Mac app. Apple does not support promo codes for In-App Purchases, including Newsstand issues.

For every update of your app, you are allotted 50 promo codes. To request the codes, the status of your update must be ready for sale.

You access promo codes within your app on the Manage Your Apps page.

After an App Store customer downloads an app using an iTunes Connect promo code, the app behaves just as it would if it had been purchased. For example, the customer will have the opportunity to update to new versions of the app. However, App Store customers cannot rate or review an app that was downloaded using an iTunes Connect promo code. Customers can review an app by purchasing it on a different iTunes account using something other than an iTunes Connect promo code, such as a gift card, gift certificate, or other payment option.

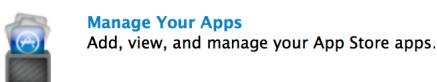
---

**Note:** Only the iTunes Connect Team Agent can access the Promo Codes section.

---

## To request promo codes (Team Agent only)

1. On the iTunes Connect homepage, click Manage Your Apps.



2. Find and open your app.
3. Click View Details for the version of your app.
4. Click Promo Codes.
5. Enter the number of promo codes you want to receive.

The number you enter must be less than or equal to the listed amount of codes remaining for that app update. If your app has not been approved for release on the App Store, you cannot request codes for it.

The screenshot shows a 'Promotional Codes' interface. At the top left is a 'View History' button. The main title is 'Promotional Codes'. Below the title is a note: 'Enter the number of codes you are requesting for the application below. You are given 50 codes for each version of an application. They are for non-commercial use and will expire four weeks after they are requested.' Underneath this note, the 'Application' is listed as 'iTunes Connect Mobile - 1.1'. A text input field labeled 'Number of Codes' contains the value '25'. To the right of the input field, the text '50 codes remaining' is displayed. At the bottom left is a 'Cancel' button, and at the bottom right is a blue 'Continue' button with a right-pointing arrow.

6. Click Continue.
7. Read and agree to the contract terms for Apple to distribute free versions of your app.
8. Download a text file listing the promotion codes.

You can view a history of your requested codes by clicking View History from your Promo Codes page. The history shows you the exact time and date stamp for each set of codes generated in the iTunes Connect. This history will help you determine the date of expiration for your codes.

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**Note:** Promo codes can be redeemed through any App Store around the world where your app is available. The codes are good for 4 weeks from the day they are generated, until a new version of the app becomes available, or until your contract with Apple expires, whichever is first.

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If a user is claiming to have received an error when attempting to download your app using an iTunes Connect promo code, direct them to [iTunes Store Customer Support](#). By doing so, users can resolve their specific App Store account issue directly and obtain a refund if necessary. If it is determined by iTunes Store Customer Support that the issue lies with your app and not with the App Store or the user's account, you are contacted by Apple to resolve it.

# In-App Purchase

In-App Purchase is a feature that allows your users to purchase content within your app. You configure this feature by clicking the Manage In-App Purchases button on the App Summary page. This button is only visible if your iTunes Connect account was assigned the admin or technical role, and your team agent agreed to the latest iOS Developer Program or Mac Developer Program license agreement.

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**Note:** In-App Purchase is available in iOS 3.0 and later and OS X 10.7 and later.

---

## About In-App Purchase

You implement In-App Purchase in your app using the Store Kit framework. Store Kit connects to the App Store on your app's behalf to securely process payments from the user. Store Kit prompts the user to authorize the payment and then notifies your app so that it can provide items the user purchased. Use In-App Purchase to collect payment for enhanced functionality or additional content that can be used by your app.

For example, you can use In-App Purchase to implement any of the following scenarios:

- A basic version of your app with additional premium features
- A book reader app that allows the user to purchase and download new books
- A game that offers new environments (levels) to explore
- An online game that allows the player to purchase virtual property
- Access to a turn-by-turn map service
- A subscription to a digital magazine or newsletter

Promo codes available for apps cannot be used to purchase In-App Purchases. There is no support for bulk-purchasing of In-App Purchases.

To enable In-App Purchase in your apps, you need to have the latest Paid Applications contract in effect with Apple, and your team agent needs to agree to the latest Program License Agreement.

Before being sent to Apple for review, all In-App Purchases must be registered through iTunes Connect and tested in a sandbox environment to ensure proper functionality.

For complete guidelines and instructions on In-App Purchase, see [App Store Quick Reference: Getting Started with In-App Purchase on iOS](#) and [In-App Purchase Programming Guide](#).

## Registering In-App Purchases

You can create In-App Purchase content for free and paid iOS and Mac apps. Every product you want to offer in your store must first be registered with the App Store through iTunes Connect. When you register a product, you provide a name, description, and pricing for your product, as well as other metadata used by the App Store and your app.

You identify the product using a unique string called a *product identifier*. When your app uses Store Kit to communicate with the App Store, it uses product identifiers to retrieve the configuration data you provided for the product. Later, when a user wants to purchase a product, your app identifies the product to be purchased using its product identifier.

In-App Purchases are available worldwide and cannot be limited per territory. This availability ensures a seamless customer experience. For example, if an app is purchased in Germany and then the customer moves to Turkey; the customer should still be able to access and restore the In-App Purchases they purchased with the app, even if the app has never been available in Turkey.

You can create, edit, and delete In-App Purchases and submit them to Apple for review.

You can create up to 10,000 separate product IDs assigned to your In-App Purchases per app in iTunes Connect. This number refers to the number of products, not the number of purchase transactions.

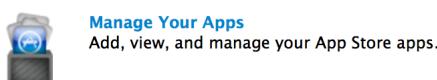
You can start creating an In-App Purchases from the App Summary page.

## Creating In-App Purchases

In-App Purchases are associated with a single app, so you create and register In-App Purchases from the App Summary page in iTunes Connect. Regardless of the type of product you want to create, the steps are similar.

### To create an In-App Purchase

1. Log into [iTunes Connect](#).
2. On the Home page, click Manage Your Apps.



3. Click the app you want to create an In-App Purchase for.

4. On the App Summary page, click Manage In-App Purchases.

App Information [Edit](#)

Identifiers	Links	
SKU 09092013	<a href="#">View in App Store</a>	<a href="#">Manage Game Center</a>
Bundle ID com.ioscompany.myapp01		<a href="#">Manage In-App Purchases</a>
Apple ID 1000339945		<a href="#">Newsstand Status</a>
Type iOS App		<a href="#">Rights and Pricing</a>
Default Language English		<a href="#">Manage iAd Network</a>
		<a href="#">Transfer App</a>

---

**Note:** If you do not see the Manage In-App Purchases button, you may not have the latest Paid Applications contract signed, or your team agent did not agree to the latest iOS Developer Program or Mac Developer Program license agreement. If you still do not see the button, contact iTunes Connect Support using the Contact Us module on the iTunes Connect homepage.

---

5. Click Create New.

6. Click Select in the section belonging to the type of In-App Purchase you want to create.

#### Select Type

Select the In-App Purchase type you want to create. If a type is missing, make sure you have agreed to all recent contracts. The Legal user must go to the "Contracts, Tax, and Banking" module on iTunes Connect to agree to the latest Paid Applications agreement. Note that you must agree to the [Developer Program License Agreement](#) before you can access the Paid Applications agreement.

Learn more about selling products with In-App Purchases.

##### Consumable

A consumable In-App Purchase must be purchased every time the user downloads it. One-time services, such as fish food in a fishing app, are usually implemented as consumables.

[Select](#)

##### Non-Consumable

Non-consumable In-App Purchases only need to be purchased once by users. Services that do not expire or decrease with use are usually implemented as non-consumables, such as new race tracks for a game app.

[Select](#)

##### Auto-Renewable Subscriptions

Auto-renewable Subscriptions allow the user to purchase updating and dynamic content for a set duration of time. Subscriptions renew automatically unless the user opts out, such as magazine subscriptions.

[Select](#)

##### Free Subscription

Free subscriptions are a way for developers to put free subscription content in Newsstand. Once a user signs up for a free subscription, it will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps.

[Select](#)

##### Non-Renewing Subscription

In the past, a non-renewing subscription has been used for services with a limited duration. An example of this would be a magazine or newspaper that requires users to renew their own subscriptions. Non-renewing subscriptions can still be offered, but auto-renewable subscriptions are now preferred for the following reasons:

- Use Non-Renewing Subscriptions to offer products and services for a limited time. For static services or service access, you should use Non-Renewing Subscriptions. The content or service must be available on all user owned devices. Subscription expiration must be managed manually.

[Select](#)

7. Fill out the form that appears.

The information you enter in the In-App Summary and In-App Purchase Details sections of this page depends on the type of In-App Purchase you are creating. However, some of the properties are common to most types of In-App Purchases.

8. Click Save.

Your In-App Purchase can now be viewed on the Manage In-App Purchases page for your app.

## Selecting the Type of In-App Purchase to Create

The In-App Purchase type cannot be changed once your In-App Purchase has been created. The types of In-App Purchases you can create are described in Table 12-1.

Table 12-1 In-App Purchase types

Type	Description
Consumable	A consumable In-App Purchase must be purchased every time the user downloads it. One-time services, such as fish food in a fishing app, are usually implemented as consumables.
Non-Consumable	Non-consumable In-App Purchases only need to be purchased once by users. Services that do not expire or decrease with use are usually implemented as non-consumables, such as new race tracks for a game app.
Auto-Renewable Subscriptions	<p>Auto-renewable Subscriptions allow the user to purchase updating and dynamic content for a set duration of time. Subscriptions renew automatically unless the user opts out, such as magazine subscriptions.</p> <p><b>Note:</b> Customers will be notified if the price of an auto-renewable subscription increases during the duration of their subscription. After their subscriptions expire, they are opted-out of the subscription. These customers will have to manually renew their subscription at the increased price in the App Store.</p> <p>If the price of an auto-renewable subscription decreases during customers' subscription period, customers will not be notified and the subscription will automatically renew at the lower price.</p>
Free Subscription	Free subscriptions are a way for developers to put free subscription content in " <a href="#">Newsstand</a> " (page 160). Once a user signs up for a free subscription, it will be available on all devices associated with the user's Apple ID. Note that free subscriptions do not expire and can only be offered in Newsstand-enabled apps.
Non-Renewing Subscription	<p>Non-Renewing Subscriptions allow the sale of services with a limited duration. Non-Renewing Subscriptions must be used for In-App Purchases that offer time-based access to static content and are only available to iOS apps.</p> <ul style="list-style-type: none"><li>• If you use non-renewing subscription, your app is responsible for delivering the subscription to all the user's devices.</li><li>• Because a non-renewing subscription requires a user to renew each time, your app must contain code that recognizes when the subscription is due to expire. It must also prompt the user to purchase a new subscription.</li></ul>

**Important:** Free Subscriptions, and Non-Renewing Subscriptions are not available for Mac apps.

## Entering In-App Purchase Information

After you select a type of In-App Purchase to create, enter the information in the form that appears. The properties in [Table 12-2](#) (page 132) are found in the forms for In-App Purchases. For auto-renewable subscriptions, the product ID is a property of each issue as described in [“Creating Subscriptions”](#) (page 137).

Each form differs slightly from the other forms. The following tasks explain what is required for each form. For the Auto-Renewable Subscription form see [“Creating Subscriptions”](#) (page 137).

The Free Subscription form is the shortest form and forms the basis for all other forms.

### To fill in a Free Subscription form

1. Enter the reference name in the Reference Name field.
2. Enter the product ID in the Product ID field.
3. Specify whether or not the In-App Purchase is cleared for sale.

#### In-App Purchase Summary

Enter a reference name and a product ID for this In-App Purchase. You must also add at least one language, along with a display name and a description in that language.

Reference Name:  [?](#)

Product ID:  [?](#)

#### Pricing and Availability

Enter the pricing and availability details for this In-App Purchase below.

Cleared for Sale Yes  No

4. Click Add Language to add a language.

#### Language

Details for this In-App Purchase are shown below. You must provide at least one language at all times.

[Add Language](#)

Language	Display Name	Description
		Click Add Language to get started.

**Note:** You must provide at least one language. See “[Adding Languages](#)” (page 133) for details.

5. Add any review notes.
6. Click Choose File to add a screenshot for review.

**Screenshot for Review**

Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 640x920 pixels and at least 72 DPI.

[Choose File](#)

See “[Uploading Screenshots](#)” (page 136) for details.

7. Click Save.

The form for consumables and non-renewable subscriptions require the same information to be filled in.

### To fill in a Non-Renewable Subscription or Consumable form

1. Enter the reference name in the Reference Name field.
2. Enter the product ID in the Product ID field.
3. Specify whether or not the In-App Purchase is cleared for sale.
4. Choose a price tier from the pop-up menu.

**In-App Purchase Summary**

Enter a reference name and a product ID for this In-App Purchase. You must also add at least one language, along with a display name and a description in that language.

Reference Name:  [?](#)

Product ID:  [?](#)

**Pricing and Availability**

Enter the pricing and availability details for this In-App Purchase below.

Cleared for Sale  Yes  No

Price Tier  [View Pricing Matrix](#) [?](#)

5. Click Add Language to add a language.

Language	Display Name	Description
Click Add Language to get started.		

---

**Note:** You must provide at least one language. See ["Adding Languages"](#) (page 133) for details.

---

6. Add any review notes.
7. Click Choose File to add a screenshot for review.

Screenshot for Review  
Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 640x920 pixels and at least 72 DPI.

Choose File

See ["Uploading Screenshots"](#) (page 136) for details.

8. Click Save.

Non-Consumable In-App Purchases are able to be hosted by Apple. See ["Hosting Non-Consumable Purchases"](#) (page 136) for details.

### To fill in a Non-Consumable form

1. Enter the reference name in the Reference Name field.
2. Enter the product ID in the Product ID field.
3. Specify whether or not the In-App Purchase is cleared for sale.

4. Choose a price tier from the pop-up menu.

**In-App Purchase Summary**

Enter a reference name and a product ID for this In-App Purchase. You must also add at least one language, along with a display name and a description in that language.

Reference Name:	<input type="text"/>	(?)
Product ID:	<input type="text"/>	(?)

**Pricing and Availability**

Enter the pricing and availability details for this In-App Purchase below.

Cleared for Sale	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Price Tier	<input type="button" value="Select"/>	(?)
<a href="#">View Pricing Matrix</a>		

5. Click Add Language to add a language.

**Language**

Details for this In-App Purchase are shown below. You must provide at least one language at all times.

<input type="button" value="Add Language"/>						
<table border="1"> <thead> <tr> <th>Language</th> <th>Display Name</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td colspan="3">Click Add Language to get started.</td> </tr> </tbody> </table>	Language	Display Name	Description	Click Add Language to get started.		
Language	Display Name	Description				
Click Add Language to get started.						

**Note:** You must provide at least one language. See “[Adding Languages](#)” (page 133) for details.

6. Select whether or not Apple will host your content.

**Hosting Content with Apple**

Select if you want Apple to host your In-App Purchase content. If you select yes, you must upload your content to Apple before sending the In-App Purchase for review.

Hosting Content with Apple	<input checked="" type="radio"/> Yes	<input type="radio"/> No
----------------------------	--------------------------------------	--------------------------

See “[Hosting Non-Consumable Purchases](#)” (page 136) for details.

7. Add any review notes.  
 8. Click Choose File to add a screenshot for review.

**Screenshot for Review**

Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 640x920 pixels and at least 72 DPI.

<input type="button" value="Choose File"/>
--

See “[Uploading Screenshots](#)” (page 136) for details.

9. Click Save.

**Table 12-2** Common In-App Purchase properties

Property	Description
Reference Name	<p>The reference name will be displayed in iTunes Connect and in sales and trends reports. It will not be displayed on the App Store. The reference name cannot be longer than 255 bytes.</p> <p>The reference name is editable at any time and must be unique within the app.</p>
Product ID	<p>A unique identifier that will be used for reporting. It can be composed of letters and numbers.</p> <p>The unique UTF-8 alphanumeric identifier for the In-App Purchase. The Product ID is any alphanumeric sequence of letters and numbers you'd like to use to be uniquely identified in our system (i.e: com.company.app_name.productid).</p> <p>You are free to make up any string of UTF-8 letters and numbers, as long as it is unique and is under 255 characters. This is not editable after submitting your In-App Purchase and once a Product ID is used for one In-App Purchase, it can never be used again.</p>
Pricing and Availability	Contains information on whether or not your In-App Purchase is available for sale and how much it costs. See “ <a href="#">Entering Pricing and Availability Information</a> ” (page 135) for details.
Languages	The localization information for this In-App Purchase. See “ <a href="#">Adding Languages</a> ” (page 133) for details.
Review Notes	Additional information about your In-App Purchase that might help Apple review your submission such as test user accounts and passwords. Review notes should not exceed 4000 bytes.
Screenshot	A screenshot used for review purposes only. See “ <a href="#">Uploading Screenshots</a> ” (page 136) for details.

For example, if you are creating a free subscription In-App Purchase, the In-App Purchase Summary and In-App Purchase Details sections appear as follows:

In-App Purchase Summary

Enter a reference name and a product ID for this In-App Purchase. You must also add at least one language, along with a display name and a description in that language.

Reference Name:  [?](#)

Product ID:  [?](#)

Pricing and Availability

Enter the pricing and availability details for this In-App Purchase below.

Cleared for Sale Yes  No

## Adding Languages

You must provide localization information for at least one language. Localization information about each language, described in Table 12-3, is the same for all types of In-App Purchases.

Table 12-3 Language Properties

Property	Description
Language	The language used by the display name and description.
Display Name	The name of the In-App Purchase that will be displayed to users. The display name must be at least 2 characters and no more than 75 bytes, assuming single-byte characters.
Description	A description of the In-App Purchase that will be displayed to users. The description must be at least 10 characters and no more than 255 bytes, assuming single-byte characters. <b>Note:</b> The description will be used by Apple during the review process. This description could also be seen by users if you indicate it in your code. For auto-renewable subscriptions, do not include a duration in the description.

Property	Description
Publication Name	<p>The title of your In-App Purchase. This may be the same as your app name or display name but should not encode version, platform, or duration information in the name. The publication name cannot be longer than 30 characters, assuming single-byte characters.</p> <p><b>Note:</b> The Publication Name field is only displayed for auto-renewable and free subscriptions.</p>

You add languages to an In-App Purchase when you create it.

## To add a language

1. In the In-App Purchase Details > Language section, click Add Language.

**Language**  
Details for this In-App Purchase are shown below. You must provide at least one language at all times.  
**Add Language**

Language	Display Name	Description
Click Add Language to get started.		

2. Select the language from the Language menu.

**Add Language**

Language	<input type="text" value="English"/>	(?)
Display Name	<input type="text"/>	(?)
Display Description	<input type="text"/>	(?)
Publication Name	<input type="text"/>	(?)

**Cancel** **Save**

3. Enter a user-readable name for the In-App Purchase in the language you selected in the Display Name field.
4. Enter a user-readable description of the In-App Purchase in the language you selected in the Display Description text field.
5. Enter the title of your In-App Purchase in the Publication Name field.

## Entering Pricing and Availability Information

After you select the type of In-App Purchase you want to create, you enter summary and detail information about the In-App Purchase. The In-App Purchase Summary section for consumable, non-consumable, non-renewing subscriptions, and free subscriptions is the same. The Reference Name and product ID properties you enter are described in [Table 12-2](#) (page 132). The Pricing and Availability properties are described in [Table 12-4](#) (page 135).

For information on creating auto-renewable subscriptions, see “[Creating Subscriptions](#)” (page 137).

**Table 12-4** Pricing and Availability Properties

Property	Description
Cleared for Sale	Indicates whether your In-App Purchase is cleared for sale or not. If this box is unchecked, your In-App Purchase will not be available for purchase from within the app. Note that if you set Cleared for Sale to No, all settings for the In-App Purchase will still be available to edit in iTunes Connect, and you can change Cleared for Sale to Yes at a later date.
Price Tier	Set the price tier at which you want to sell your In-App Purchase. All pricing that is available to you is present in the drop-down menu. Click View Pricing Matrix below the Price Tier drop-down to see the tiers and their values in each currency. If you wish to schedule a price change to occur at a future date automatically, you can do so when you edit your created In-App Purchase. <b>Note:</b> Free subscription In-App Purchases don't have a price tier property.

For example, this is the In-App Purchase Summary > Pricing and Availability form you fill out for a consumable In-App Purchase:

In-App Purchase Summary

Enter a reference name and a product ID for this In-App Purchase. You must also add at least one language, along with a display name and a description in that language.

Reference Name:  [?](#)

Product ID:  [?](#)

**Pricing and Availability**

Enter the pricing and availability details for this In-App Purchase below.

Cleared for Sale  Yes  No

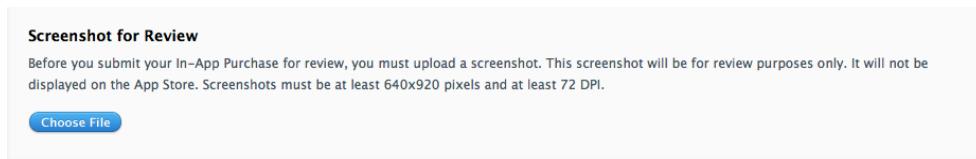
Price Tier  [View Pricing Matrix](#) [?](#)

## Uploading Screenshots

Before you submit your In-App Purchase, you must upload a screenshot of your In-App Purchase for review purposes only. This screenshot will not be displayed on the App Store or user device. Screenshots must be at least 640 x 920 pixels and at least 72 dpi.

### To add a screenshot

1. In the Screenshot for Review section of the In-App Purchase Details page, click Choose File.



2. Select a file from the dialog.
3. Click Choose.

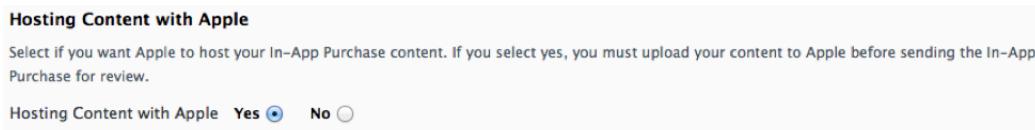
## Hosting Non-Consumable Purchases

Apple can host your non-consumable purchases for you and provide a reliable and familiar experience for users who purchase your products, distribute them to their devices, and restore them if needed. Users purchase non-consumable products only once, so if you host your own non-consumables, you need to provide a way for users to restore them. (You implement the `restoreCompletedTransactions` method in Store Kit to do so). You can have multiple versions of hosted content, but each one needs to be approved by Apple before it can be purchased by users.

You turn on this feature when you enter details about the non-consumable purchase in the In-App Purchase Details section.

### To enable content hosting

1. Create a non-consumable purchase.
2. In the Hosting Content with Apple section of the In-App Purchase Details page, click Yes.



You can also choose to host content for existing non-consumable In-App Purchases: from the In-App Purchase details page, click Add Content.

If you accidentally select the Add Content button but do not want to have Apple host your content, you can undo this selection. In the In-App Purchases Details page, New Version section, click Delete. You will be prompted to confirm this action.

If you enable content hosting, you must upload your content before you submit it to Apple for review. You create an In-App Purchase content package in Xcode (with a .pkg file extension) and upload it with Application Loader or Xcode. Once your content has been processed, your In-App Purchase is available for testing in the sandbox environment. Read [Using Application Loader](#) for how to do this.

## Creating Subscriptions

Before you can create auto-renewable subscriptions, you must first generate a shared secret. A shared secret is a unique code that you should use when you call Apple's servers for your In-App Purchase receipts. Without a shared secret, you cannot test auto-renewable subscriptions in the sandbox mode, nor can you make them available in the App Store.

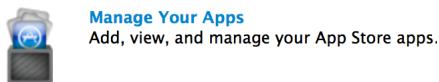
For complete guidelines and instructions on auto-renewable subscriptions, see *In-App Purchase Programming Guide*.

### Generating a Shared Secret

You can generate a shared secret from the Manage In-App Purchases page for an app.

#### To generate a shared secret

1. Click the Manage Your Apps icon.



2. Locate an app you want to edit.
3. On the App Summary page, click Manage In-App Purchases.

A screenshot of the App Summary page in the iTunes Connect interface. The page is titled 'App Information'. It shows 'Identifiers' with fields: SKU 'SPHERES-001', Bundle ID 'com.yourcompany.HelloWorld', Apple ID '282378197', and Type 'iOS App'. There is a 'Links' section with a 'View in App Store' link. On the right, there is a 'Rights and Pricing' sidebar with several buttons: 'Manage In-App Purchases' (which is highlighted with a red box), 'Manage Game Center', 'Set Up iAd Network', and 'Delete App'.

4. On the Manage In-App Purchases page, click “View or generate a shared secret.”

The screenshot shows the 'App Name — In-App Purchases' screen. At the top, there's a 'Create New' button. Below it, the app icon and name 'App Name' are displayed, along with the Apple ID: 282378197 and Bundle ID: com.yourcompany.HelloWorld. A note states: 'The first In-App Purchase for an app must be submitted for review at the same time that you submit an app version. You must do this on the Version Details page. 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 titled '1 In-App Purchases' lists one purchase: 'Game Map' with Product ID 'com.racegame.map', Type 'Consumable', and Status 'Ready to Submit'. A 'Search' field is above the table. At the bottom, a button labeled 'View or generate a shared secret' is highlighted with an orange border. A 'Done' button is at the very bottom right.

5. From the In-App Purchase Shared Secret page, click Generate to generate the shared secret.

The screenshot shows the 'In-App Purchase Shared Secret' screen. It has a title bar 'In-App Purchase Shared Secret'. Below it, a section titled 'Generate Shared Secret' contains a note: 'A shared secret is a unique code that you should use when you make the call to our servers for your In-App Purchase receipts. Without a shared secret, you will not be able to test auto-renewable In-App Purchase subscriptions in the sandbox mode. Also note that you will not be able to make them available on the App Store.' Another note says: 'Note: Regardless of what app they are associated with, all of your auto-renewable subscriptions will use this same shared secret.' A large blue 'Generate' button is centered in the middle of the page, highlighted with an orange border. A 'Done' button is at the bottom right.

The shared secret that is generated will be displayed and is a string of 32 randomly generated alphanumeric characters. The new shared secret that has been generated can now be used when you call Apple’s servers for your In-App Purchase receipts. You can generate a new shared secret by clicking Generate New. However, if you generate a new shared secret, the old shared secret is lost and no longer works.

You can also access the Shared Secret page using the link in the footer of the Manage Your Apps module if you have at least one auto-renewable In-App Purchase subscription set up for any app.

The screenshot shows a footer navigation menu. It includes sections for 'Developer Guides' (with links to English, Japanese, Chinese (Simplified), and App Store Design Guidelines), 'Deliver Your Apps' (with links to Download Application Loader, Application Loader User Guide, App Metadata Specification, and Transporter User Guide), 'Video Tutorials' (with links to Adding an App, Delivering Your Binary, and Transferring an App), and 'Manage Your Apps' (with links to Game Center Groups, iCloud Manage Display Sets, and In-App Purchases Shared Secret). The 'In-App Purchases Shared Secret' link is highlighted with a red box. A 'Go Back' button is at the bottom left.

## Entering In-App Purchase Information

You can start creating an In-App Purchase from the App Summary page. Information about each property is found in Table 12-5.

**Table 12-5** Duration and pricing properties

Property	Description
Duration	A duration is the length of time between auto-renewals. Note that each duration can only be used once per family. You can choose a duration of 7 days, 1 month, 2 months, 3 months, 6 months, or 1 year.
Product ID	A unique identifier that will be used for reporting. It can be composed of letters and numbers.
Offer a marketing opt-in incentive	As an incentive, you can offer users a free subscription extension when they opt in to share their contact information with you for marketing purposes. If you select Yes, a drop-down menu will be displayed that will allow you to select the incentive duration. The user's opted-in information will be made available in the Sales and Trends module of iTunes Connect. Note that Free Subscriptions can't offer a marketing opt-in incentive (since the subscription is already free), but users will still be asked if they want to opt-in to share their information.  Note: The opt-in incentive is not available for Mac OS X.
Offer a Free Trial (Newsstand Only)	If you offer a free trial, it will begin when a user subscribes. The user will be automatically charged when the free trial is over, unless the user has turned off auto-renewal. If you choose to offer a free trial, a drop-down menu will be displayed that will allow you to select the free trial duration.  You must have an existing issue to offer a free trial. If you have no issues added in the Manage Newsstand page, you will not see the option to add a free trial.
Cleared for Sale	indicates whether this duration is cleared for sale or not. If Cleared for Sale is set to No, your duration will not be available for purchase from within the app. Note that if you set Cleared for Sale to No, all settings for the duration will still be available to edit in iTunes Connect, and you can change Cleared for Sale to Yes at a later date.
Price Tier	Set the price tier at which you want to sell this duration. All pricing that is available to you is present in the drop-down menu.

### To fill in a Auto-Renewable Subscription form

1. Enter the reference name in the Reference Name field.

2. Click Add Duration to add a subscription price and duration.

In-App Purchase Summary

Enter a reference name and add durations for this family of auto-renewable In-App Purchase subscriptions. A subscription duration is the length of time between automatic renewals. You must add at least one. Note that each duration can only be used once per family.

Reference Name:  [?](#)

**Subscription Durations and Pricing**

A subscription duration is the length of time between autorenewals. You must add at least one. Note that each duration can only be used once per family.

[Add Duration](#)

Duration	Product ID	Price Tier	Status
Click Add Duration to get started.			

---

**Note:** You must provide at least one duration. See [Table 12-5 \(page 139\)](#) for property information.

---

3. Click Add Language to add a language.

Language

Details for this In-App Purchase are shown below. You must provide at least one language at all times.

[Add Language](#)

Language	Display Name	Description
Click Add Language to get started.		

---

**Note:** You must provide at least one language. See [“Adding Languages” \(page 133\)](#) for details.

---

4. Add any review notes.
5. Click Choose File to add a screenshot for review.

Screenshot for Review

Before you submit your In-App Purchase for review, you must upload a screenshot. This screenshot will be for review purposes only. It will not be displayed on the App Store. Screenshots must be at least 640x920 pixels and at least 72 DPI.

[Choose File](#)

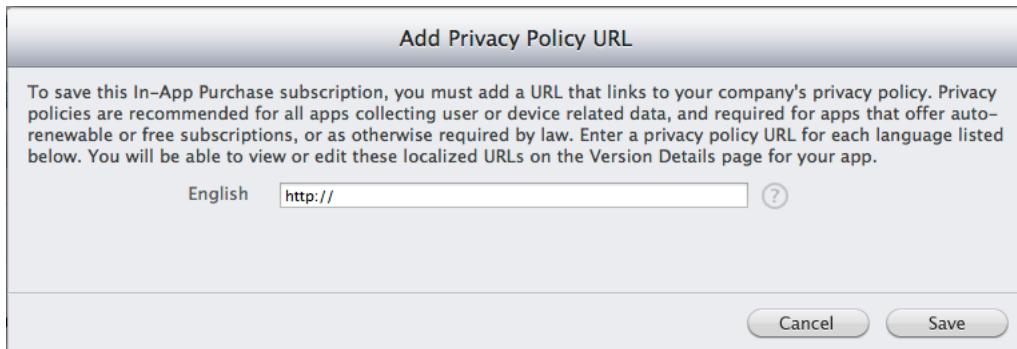
See [“Uploading Screenshots” \(page 136\)](#) for details.

6. Click Save.

**Note:** When you first create a new auto-renewable subscription, you must select a duration for the subscription and a pricing tier.

---

You will be prompted to provide a URL that links to your company's privacy policy after creating the subscription. Privacy policies are recommended for all apps collecting user or device related data, and required for apps that offer auto-renewable or free subscriptions, or as otherwise required by law.



## Examples

### Initial Subscription

The following example illustrates how to set up Auto-Renewable Subscriptions and how they will appear to users when they subscribe. This example creates a subscription for the Sports section of a newspaper that is available for a multiple durations.

First, set up the In-App Purchase in iTunes Connect. Enter the Auto-Renewable Subscription reference name, SportsPage.

**Reference Name and Languages**

Enter a reference name for this family of auto-renewable In-App Purchase subscriptions. You must also add at least one language, along with a display name and a description in that language. Note that the localized display name(s) and description(s) will be used for every subscription duration that you offer for this family.

Reference Name: SportsPage [?](#)

**Add Language**

Language	Display Name	Description	Publication Name
English	Sports	All the latest sports news from around the...	World News

**Subscription Durations and Pricing**

A subscription duration is the length of time between autorenewals. You must add at least one. Note that each duration can only be used once per family.

**Add Duration**

Duration	Product ID	Price Tier	Status
Click Add Duration to get started.			

Set up the first duration for the family of auto-renewable In-App Purchase subscriptions by clicking Add Duration in the Subscription Durations and Pricing section. Add a duration for 3 months, enter the product ID, and choose the price tier. Click Save.

**Add Duration and Pricing**

Duration: 3 Months [?](#)

Product ID: com.news.sportspage.3months [?](#)

Offer a marketing opt-in incentive?  Yes  No [?](#)

---

Cleared for Sale  Yes  No [?](#)

Price Tier: Tier 4 [?](#)  
[View Price Tiers](#)

Price Tier 4												
App Store	U.S.*	Mexico	Canada	U.K.	European Union*	Norway	Sweden	Denmark	Switzerland	Australia	New Zealand	Japan
Customer Price	US\$3.99	\$40.00	CA\$3.99	£2.39	2,99 €	21.00Kr(NO)	28.00Kr(SE)	24.00Kr(DK)	4.40Fr	AU\$4.99	NZ\$5.29	¥450
Your Proceeds	US\$2.80	CA\$2.80	£1.45	1,82 €							AU\$3.18	¥315

\*The U.S. price applies to all countries where apps are sold in U.S. dollars. The European Union price applies to all countries where apps are sold in euros. [See Details](#).

**Cancel** **Save**

The new duration is now displayed in the list of durations and pricing.

Subscription Durations and Pricing

A subscription duration is the length of time between autorenewals. You must add at least one. Note that each duration can only be used once per family.

Add Duration

Duration	Product ID	Price Tier	Status	
1 Month	com.newsalerts.1month	Tier 9	<span style="color:red;">*</span> Waiting for Screenshot	<span style="border:1px solid #ccc; padding:2px;">Delete</span>

Click Add Duration again to add a second duration. Here, we selected a duration of 1 year and priced the duration at tier 50. Click Save.

Add Duration and Pricing

Duration  ?

Product ID  ?

Offer a marketing opt-in incentive?  Yes  No ?

---

Cleared for Sale  Yes  No ?

Price Tier  ?  
[View Pricing Matrix](#)

Price Tier 50		
App Store	Customer Price	Your Proceeds
U.S.*	US\$49.99	US\$35.00
Mexico	\$649.00	\$454.30
Canada	CA\$49.99	CA\$35.00

Now, Set up at least one language for the family of auto-renewable In-App Purchase subscriptions. Below, the English display name is Sports, the description is "All the latest sports news from around the world," and the Publication Name is World News.

#### In-App Purchase Summary

Enter a reference name and add durations for this family of auto-renewable In-App Purchase subscriptions. A subscription duration is the length of time between automatic renewals. You must add at least one. Note that each duration can only be used once per family.

Reference Name:  [?](#)

#### Subscription Durations and Pricing

A subscription duration is the length of time between autorenewals. You must add at least one. Note that each duration can only be used once per family.

[Add Duration](#)

Duration	Product ID	Price Tier	Status		
3 Months	com.news.sportspage.3months	Tier 4	<span style="color:red;">●</span> Waiting for Screenshot		
1 Year	com.news.sportspage.1year	Tier 50	<span style="color:red;">●</span> Waiting for Screenshot		

#### In-App Purchase Details

##### Language

The details below apply to every subscription duration you offer for this family of auto-renewable In-App Purchase subscriptions. You must provide at least one language at all times.

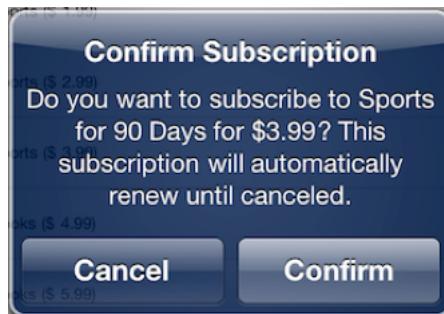
[Add Language](#)

Language	Display Name	Description	Publication Name	
English	Sports	All the latest sports news from around th...	World News	<a href="#">Delete</a>

Upload a screenshot for the In-App Purchase and click Save.

The user is presented with a buy confirmation dialog when purchasing an auto-renewable In-App Purchase. They then have to sign into their account, if they are not already logged in. The personal data sharing dialog is then presented. Clicking Don't Allow in the last dialog does not prevent the user from purchasing the add-on.

The buy confirmation includes the auto-renewable In-App Purchase subscription's display name and its duration:



The personal data sharing dialog asks users if they will share their information with you:



## Manage Subscriptions

The following example illustrates how to set up auto-renewable In-App Purchases and how they will appear to users when they manage subscriptions. This example, creates a subscription for news alerts in an app that is available for multiple durations.

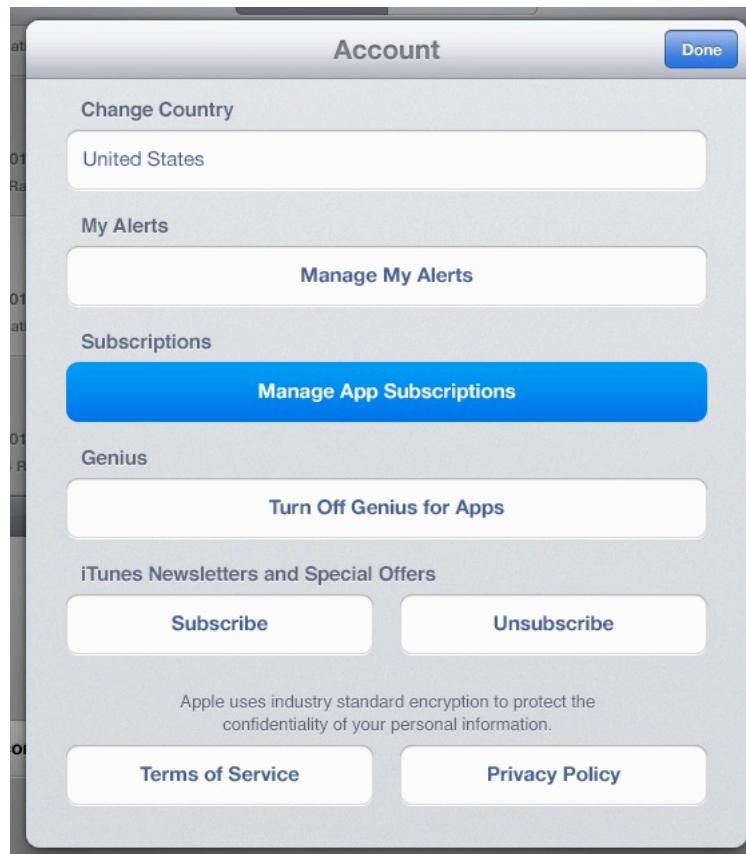
The News Alerts example uses the following information. See "[Initial Subscription](#)" (page 141) for a walk-through example that creates a new Auto-Renewable Subscription.

- **Reference Name and Languages**
  - **Reference Name.** CaliforniaNewsAlerts
  - **Language.** English
  - **Display Name.** News Alerts
  - **Description.** News alerts for the latest breaking news in California
- **Subscription Durations and Pricing**
  - First subscription information
    - **Duration.** 1 Month
    - **Product ID.** com.newsalerts.1month

- **Offer a marketing opt-in incentive.** No
  - **Cleared for Sale.** Yes
  - **Price Tier.** Tier 9
- 
- Second subscription information
    - **Duration.** 2 Month
    - **Product ID.** com.newsalerts.2months
    - **Offer a marketing opt-in incentive.** No
    - **Cleared for Sale.** Yes
    - **Price Tier.** Tier 17

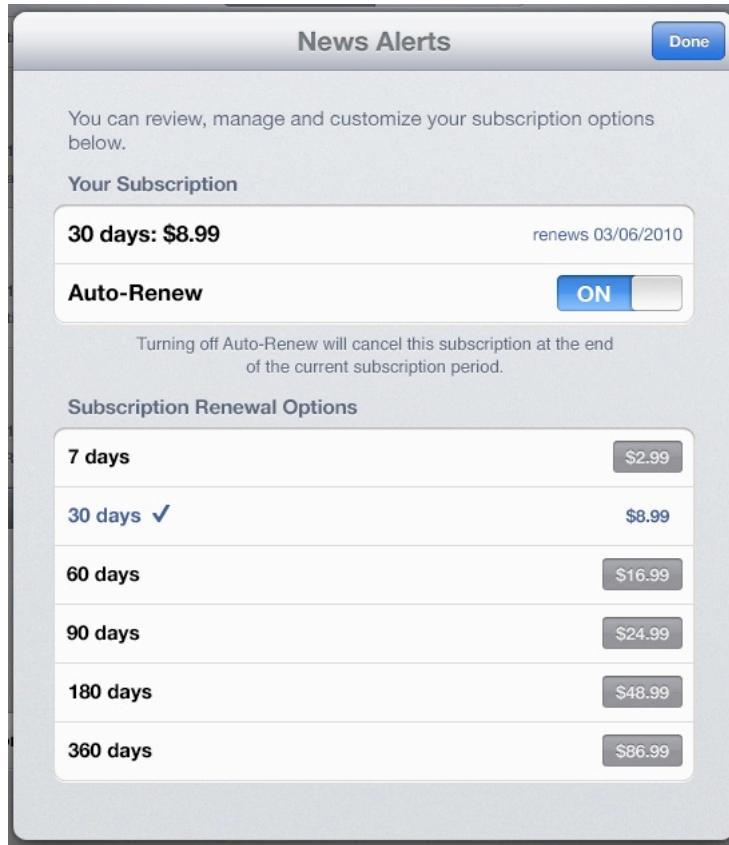
After you have approved your In-App Purchases and they are available in your app, users have the option to purchase the auto-renewable subscription.

After they have purchased the subscription, users may manage their subscriptions (turn off auto-renew, change duration, and so forth.) by going to their Account Summary page and looking in the new Subscriptions section:



Tapping Manage App Subscriptions takes users to a list of all apps they own that have auto-renewing subscriptions.

Clicking an app the user wants to manage brings up a page with information on the subscription. The page shows when the subscription will renew (and for how much), and lets users turn off auto-renewal and the other durations available with associated prices.



**Important:** All six subscriptions shown in the screenshot above must be created within the same family of auto-renewable In-App Purchases in iTunes Connect to be displayed together in the Manage App Subscriptions view on the device. Creating all subscription durations for the same in app content within the same family ensures that they are displayed together and allows an up-sell to other subscription durations from the Manage App Subscriptions view on the device.

In the News Alerts dialog, the user is managing their subscription to the News Alerts. All six durations created for the family in iTunes Connect are displayed in this view.

You can link directly to the Manage Subscriptions page in the App Store without having to write your own manage subscriptions page. To do so, link to this URL: <https://buy.itunes.apple.com/WebObjects/MZFinance.woa/wa/manageSubscriptions>

After the user has purchased the subscription, they receive a subscription confirmation email with information regarding the subscription they have purchased. The display name that you choose for your In-App Purchase will show in this confirmation as the “Name of Subscription”.

**Important:** For additional guidelines and instructions, see the *In-App Purchase Programming Guide*.

## Testing Your In-App Purchases

During development, you should test your app to ensure that purchases are working correctly. Apple provides a sandbox environment to allow you to test your app without creating financial transactions. The sandbox environment uses the infrastructure of the App Store, but it does not process actual payments. It returns transactions as if payments were processed successfully. For more information, see *In-App Purchase Programming Guide*.

The sandbox environment uses special iTunes Connect accounts that are limited to In-App Purchase testing. You cannot use your normal iTunes Connect account to test your store in the sandbox.

## Creating Test User Accounts

To test your app, create one or more special test user accounts using iTunes Connect. You should create at least one test account for each language that you provided localization information for. Test user accounts must be new, unique Apple accounts; you cannot reuse existing Apple accounts.

You can only create test user accounts using an iTunes Connect accounts with the Admin or Technical role assigned to it. Test users do not have access to iTunes Connect, but will be able to test In-App Purchases in a development environment on a registered test device.

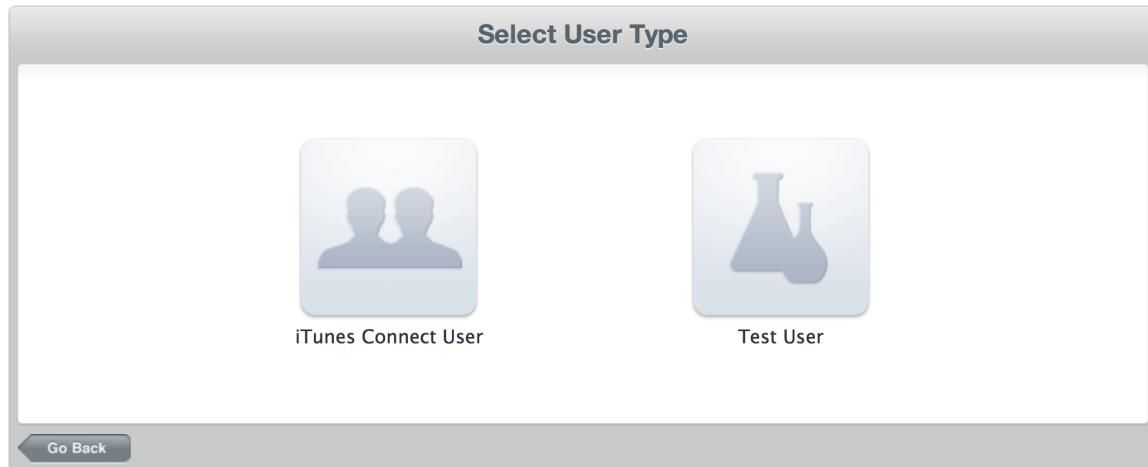
### To create a new In-App Purchase test user account

1. Log into [iTunes Connect](#).
2. On the Home page, click Manage Users.



[Manage Users](#)  
Add, view, and manage iTunes Connect users and In-App Purchase test accounts.

3. On the Select User Type page, click Test User.



4. To add a new user, click Add New User.  
5. Enter all the information for that user.

The screenshot shows a dialog box titled "Add New User". It contains fields for entering user information: First Name, Last Name, Email Address, Password, Confirm Password, Secret Question, Secret Answer, Date of Birth (Month and Day dropdowns), and a "Select iTunes Store" dropdown menu. A "Save" button is located at the bottom right, and a "Cancel" button is at the bottom left.

Each test user can be tied to only one iTunes Store territory. Be sure to create the test account with an email address that is not associated with any other Apple account.

6. Click Save.

**Important:** If you mistakenly use a test user account to log into a production environment on your test device instead of your test environment, the test account will become invalid and cannot be used again.

## Using Test User Accounts

Here is an overview on how to correctly set up your test user account for testing In-App Purchase:

1. Set up a test user account within the Manage Users module of iTunes Connect as detailed in "[Creating Test User Accounts](#)" (page 148). You enter this test user ID (email) and password during your testing when prompted by the Store Kit framework to confirm a purchase.
2. Be sure to clear any account information stored on your test device by clicking the Sign Out button in the Store settings in the Settings app. This prevents a non-test account from automatically being used when testing.

**Important:** Do not enter your test account information in the Store settings panel. Doing so may invalidate your test account.

3. To test your In-App Purchase functionality against the In-App Purchase sandbox, connect your device to your development workstation. Then choose your device as the Active SDK.
4. When your app requests a payment via the Store Kit API, you are prompted to confirm the purchase and then prompted again with a Sign In panel. Select Use Existing Account, and then enter your In-App Purchase test account user name and password to complete the purchase test. No financial transaction takes place, but a complete transaction is generated that includes a receipt. Because no credit card information is entered for a test account, your test purchases are not actually generating a financial transaction.

## Sandbox Testing Your In-App Purchases

You are required to test your In-App Purchases in a sandbox environment before you submit them for review by Apple. You must first sign out of your iTunes Store account from your test device Settings before attempting to use the sandbox environment. If you mistakenly use your test-user-account credentials to log in to a production environment on your test device (instead of in to your test environment), your account credentials become invalid and cannot be used as a test account again. For more details on how to avoid mistakes during test account use, see "[Using Test User Accounts](#)" (page 150).

When testing auto-renewable In-App Purchase subscriptions in the sandbox environment, the duration times will be compressed to allow for more streamlined testing. Additionally, a sandbox subscription will only auto-renew a maximum of 6 times. After the subscription has auto-renewed 6 times, it will no longer renew in the sandbox. The compressed duration times are as follows:

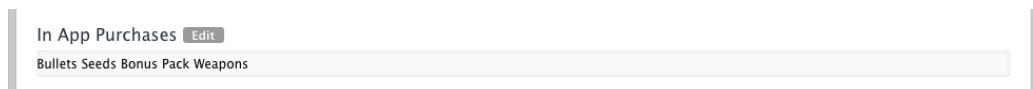
Actual duration	Sandbox duration
1 week	3 minutes
1 month	5 minutes
2 months	10 minutes
3 months	15 minutes
6 months	30 minutes
1 year	1 hour

## Submitting Your In-App Purchases

You will need to decide whether to submit your newly created In-App Purchase with your next binary upload or to submit the In-App Purchase now for review by Apple.

The first In-App Purchase for an app must be submitted for review at the same time that you submit an app version. You must do this on the Version Details page. After 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 in the Manage In-App Purchases view.

To submit your In-App Purchase with your next binary upload, you select it from your Version Details Page when you are ready to submit your binary.



In the previous screenshot, In-App Purchases that are eligible to be sent with the user's binary are called Bullets, Seeds, Bonus Pack, and Weapons. Click Edit to choose which In-App Purchases you want reviewed with this specific version of your app.



## In-App Purchase

### Submitting Your In-App Purchases

Click Save after you have made your selection. Your In-App Purchases are sent for review along with this binary.

You can mass submit In-App Purchases from the Manage In-App Purchases page for an app. The table displays all of the In-App Purchases for the app, along with their product ID, type, and status.

The screenshot shows a software interface for managing in-app purchases. At the top, there's a "Create New" button and the title "App Name – In-App Purchases". Below that is a section for the app icon, "App Name", Apple ID (383450069), and Bundle ID (com.teamid.productid). A search bar labeled "Search" is also present. The main area contains a table titled "4 In-App Purchases" with columns for Reference Name, Product ID, Type, and Status. Each row includes a checkbox, a delete button, and a status indicator (yellow circle for Ready to Submit, green circle for Ready for Sale). The table rows are: Gold Sword (com.productid.goldsword, Consumable, Ready to Submit), Silver Sword (com.productid.silversword, Consumable, Ready to Submit), World 1 (com.productid.world1, Non-Consumable, Ready for Sale), and World 2 (com.productid.world2, Non-Consumable, Ready for Sale). Below the table is a link to "View or generate a shared secret". At the bottom right is a "Done" button.

Reference Name	Product ID	Type	Status	
<input type="checkbox"/> Gold Sword	com.productid.goldsword	Consumable	Ready to Submit	<input type="button" value="Delete"/>
<input type="checkbox"/> Silver Sword	com.productid.silversword	Consumable	Ready to Submit	<input type="button" value="Delete"/>
World 1	com.productid.world1	Non-Consumable	Ready for Sale	<input type="button" value="Delete"/>
World 2	com.productid.world2	Non-Consumable	Ready for Sale	<input type="button" value="Delete"/>

To mass submit, use the checkboxes to select the In-App Purchases you want to submit. They must have a status of “Ready to Submit”. After you have checked the boxes for the In-App Purchases, click “Submit for Review”.

This screenshot shows the same interface as above, but with two items selected: "Gold Sword" and "Silver Sword". The "Submit for Review" button is highlighted with an orange rectangle. The rest of the interface and data are identical to the first screenshot.

Reference Name	Product ID	Type	Status	
<input checked="" type="checkbox"/> Gold Sword	com.productid.goldsword	Consumable	Ready to Submit	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/> Silver Sword	com.productid.silversword	Consumable	Ready to Submit	<input type="button" value="Delete"/>

## In-App Purchase

### Tracking Your In-App Purchase Status

You can also submit your In-App Purchase individually from the In-App Purchase page by clicking “Submit for Review”. Your In-App Purchase status changes from “Ready to Submit” to “Waiting For Review”, and your In-App Purchase is sent for review immediately.

The screenshot shows the 'In-App Purchases' section of the iTunes Connect interface. At the top, there's a 'Delete' button and a 'Submit for Review' button (which is highlighted with an orange border). The main area displays a product entry with the following details:

Product ID: com.productid.goldsword	Status: Ready to Submit
Type: Consumable	

Below this, a 'Details' section contains a note: "The details for this In-App Purchase are shown below. You must maintain at least one language at all times." It shows a reference name "Gold Sword" with an "Edit" button, and a "Add Language" button. A table lists the language details:

Language	Display Name	Description	Delete
English	Gold Sword	Cuts through everything.	

For auto-renewable subscriptions, you can submit each duration individually from the auto-renewable subscription’s family page.

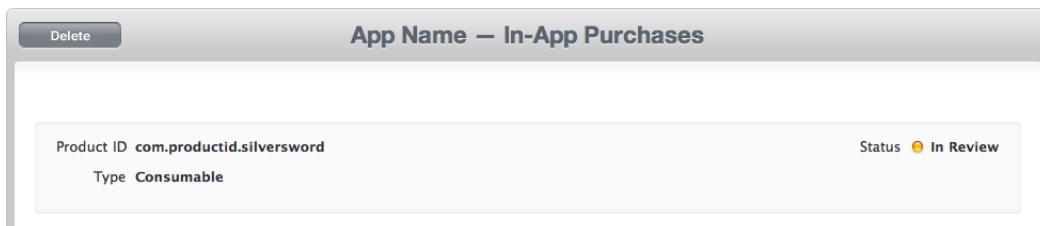
## Tracking Your In-App Purchase Status

After you have officially submitted your In-App Purchase for review by Apple, the status changes to “Waiting For Review”. You can make edits to the In-App Purchase while it is waiting for review because it has not yet been reviewed by Apple. See [“Entering Pricing and Availability Information”](#) (page 135) for further instruction.

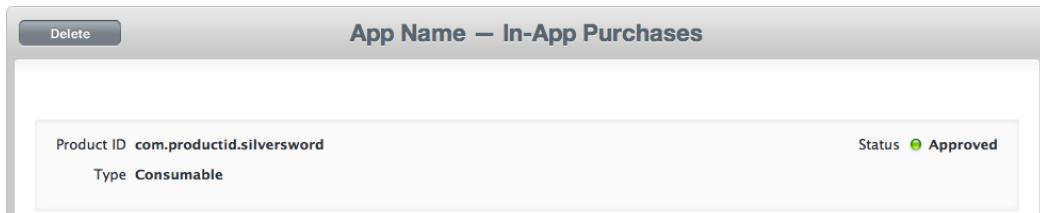
The screenshot shows the 'In-App Purchases' section of the iTunes Connect interface. At the top, there's a 'Delete' button and a 'Submit for Review' button. The main area displays a product entry with the following details:

Product ID: com.productid.silversword	Status: Waiting for Review
Type: Consumable	

The In-App Purchase status changes to “In Review” when your In-App Purchase is currently being reviewed by Apple. No edits, aside from pricing and availability, can be made to the In-App Purchase once it is in review. In-app purchases that are in review also cannot be deleted during this state. See “[In-App Purchase Statuses](#)” (page 154) to learn more about available statuses.

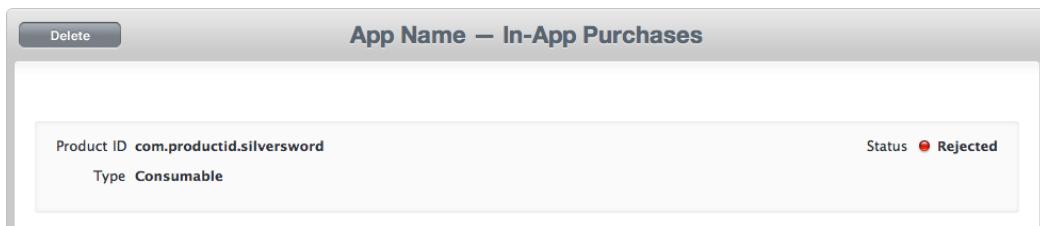


If you previously chose to submit your In-App Purchase now instead of with a future binary, after Apple has approved your In-App Purchase, the status will show as Approved.



If you chose to submit your In-App Purchase along with a binary, after the In-App Purchase is approved by Apple, it will not show as Approved until the corresponding app has been reviewed and approved by Apple.

If your In-App Purchase is rejected by Apple during the review process, Apple contacts you with more information about your rejection. You may inquire about your rejected In-App Purchase through the Contact Us section of iTunes Connect if you have not already been contacted by Apple. A rejected In-App Purchase cannot be reinstated. It will need to be recreated if necessary.



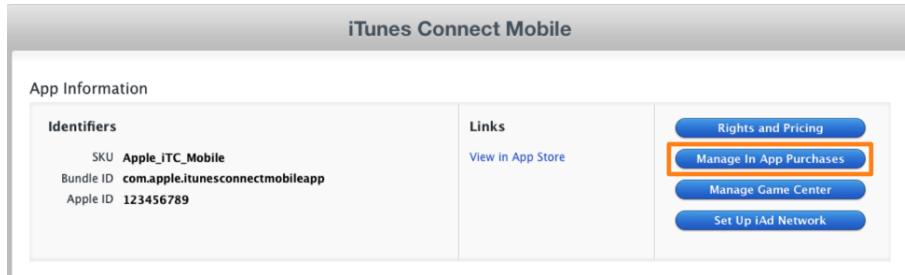
## In-App Purchase Statuses

The following are the available states that can be assigned to your In-App Purchase:

Status	Status Name	Description
	Waiting for Screenshot	Your In-App Purchase has been created, but you have not yet uploaded a screenshot.
	Ready to Submit	Your In-App Purchase has been tested in a sandbox environment and you have uploaded a screenshot, but you have not yet sent it to Apple for review.
	Developer Action Needed	The In-App Purchase detail 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.
	Waiting for Upload	Your In-App Purchase content has not been uploaded yet.
	Processing Content	Your In-App Purchase content delivery is processing.
	Waiting For Review	You have submitted your In-App Purchase to be reviewed by Apple.
	In Review	Your In-App Purchase is currently being reviewed by Apple and no edits can be made.
	Approved	Apple has approved your In-App Purchase to go live on the App Store with its associated app. The In-App Purchase must be cleared for sale in iTunes Connect to be Approved.
	Rejected	Apple has rejected your In-App Purchase during the review process. If you have not already been contacted by Apple with more information about your rejection, you may inquire through the Contact Us module of iTunes Connect. A rejected In-App Purchase cannot be reinstated. You must create a new In-App Purchase if you still want for it to be sold.
	Developer Removed from Sale	You have marked your In-App Purchase as not cleared for sale in iTunes Connect.
	Removed from Sale	Appears when your In-App Purchase has been removed from the App Store.

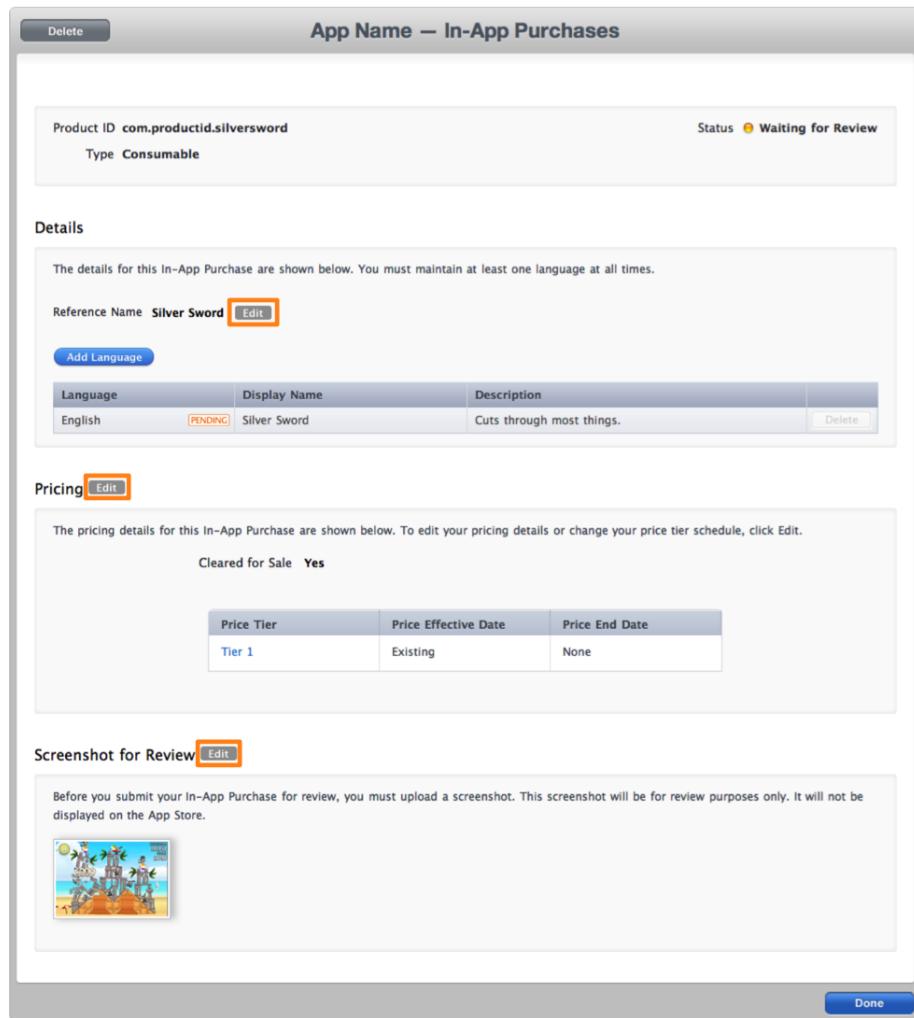
## Editing Your In-App Purchases

You can manage your In-App Purchases by locating the app that they are associated with in the Manage Your Apps module and by clicking Manage In-App Purchases from the App Summary page. Your In-App Purchases appear in a table.



## Editing In-App Purchase Details

You can edit the details of your In-App Purchase by selecting it from the list of In-App Purchases for your app. You can edit the following properties of an In-App Purchase: Reference Name, Language Display Name and Description, Price Tier, Cleared for Sale, and Screenshot.



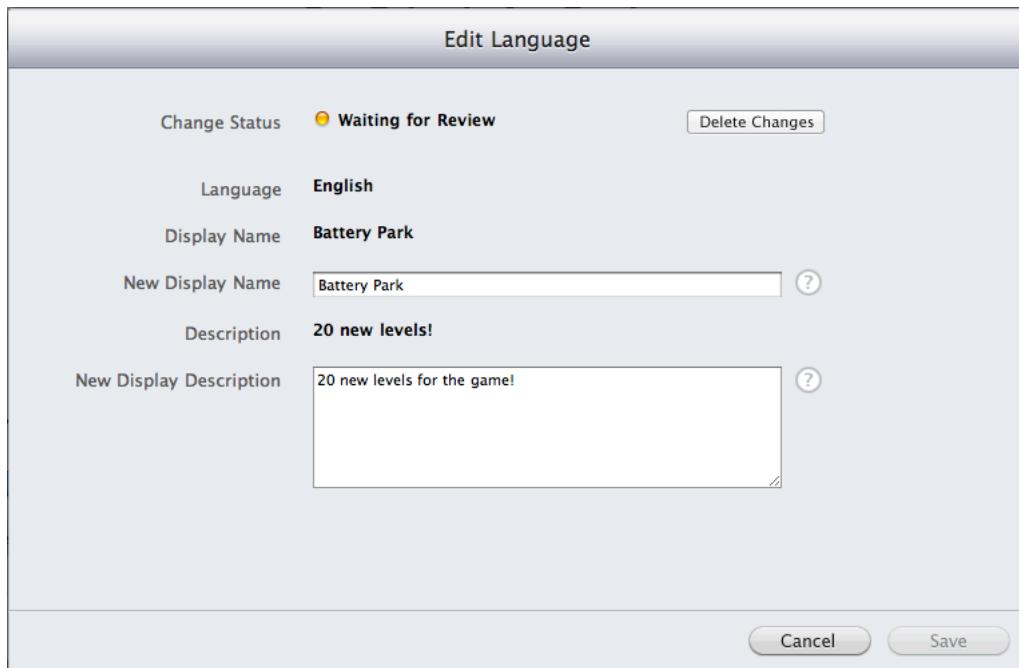
When the status is In Review, you are locked out from making any changes to the In-App Purchase except for changes to pricing and availability.

After you have made the desired changes, click Done. Because language settings are independent of one another, you can add and subtract languages as needed and they will be reviewed individually.

If your In-App Purchase has never been submitted to Apple for review, your changes to the In-App Purchase details are immediately displayed on iTunes Connect and applied because no review by Apple is necessary at that time.

If your In-App Purchase has already been submitted to Apple for review at least one time, your changes must be reviewed and approved by Apple and the details on the In-App Purchase remain displayed as they are currently. After your change is submitted for review, the status of the detail change will be Waiting For Review. Your In-App Purchase status remains the same.

You will be able to see the current detail and proposed detail for each language detail you change if your In-App Purchase has already been reviewed by Apple at least once. Further changes can be made to the In-App Purchase or you can choose to cancel the change while it is in status Waiting for Review because it has not yet started its review by Apple.



To cancel your change request, click Delete Changes for the language section you want to cancel. You must always have at least one language detail present for an In-App Purchase.

To delete a language setting altogether, click Delete for the specified language you want to delete. After you delete a language setting, you will have to re-add it in order to have language support for that specific localized language.

Language	Display Name	Description	
English	Battery Park	20 new levels!	<span style="border: 1px solid red; padding: 2px;">Delete</span>
Australian English	PENDING	Battery Park	<span style="border: 1px solid red; padding: 2px;">Delete</span>

When Apple begins to review your change, the status of the detail change is In Review, and you cannot make further changes or cancel the change.

If Apple rejects your change request, you have the option to cancel the change or make the proper edits to the details in order to be compliant with Apple guidelines as communicated to you. Your In-App Purchase state changes to Developer Action Needed if there is a detail in the In-App Purchase that requires a change by you.

## Deleting In-App Purchases

You can delete In-App Purchases after they are created, but not if they are in review. Before you delete an approved In-App Purchase, you should first remove it from sale.

**Important:** After you delete an In-App Purchase, it is no longer searchable on iTunes Connect and it cannot be restored. The product ID for the In-App Purchase can no longer be used for another In-App Purchase after the In-App Purchase is deleted.

# Newsstand

Newsstand organizes magazine and newspaper app subscriptions into a folder that lets customers access their favorite publications quickly and easily. You can enable your app for Newsstand in iTunes Connect in addition to setting up and editing issues and providing default cover art.

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**Note:** Newsstand is available in iOS 5.0 and later. Newsstand is not available for Mac apps.

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## About Newsstand

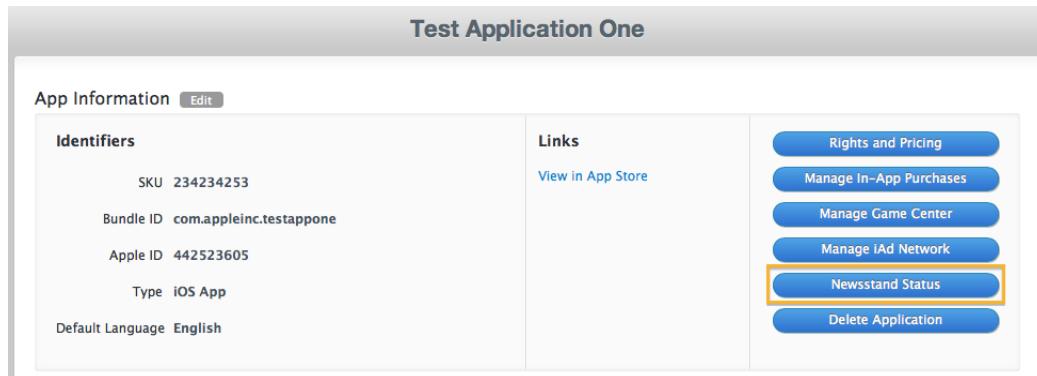
Newsstand can be enabled for new and existing apps in iTunes Connect. After a version of your app that is enabled for Newsstand is approved and ready for sale, the app remains a Newsstand app. Newsstand cannot be disabled for it.

The Newsstand metadata you set up in iTunes Connect is displayed on the App Store only. The app itself is still responsible for delivering content to users. For information on using the Newsstand Kit framework, refer to *Newsstand Kit Framework Reference*.

To submit a Newsstand app, your app must be enabled for Newsstand and offer at least one free or auto-renewable In-App Purchase subscription. The `Info.plist` file of the associated binary must include the setting `UINewsstandApp=true`. In addition, the `UINewsstandIcon` attribute must be included in the `CFBundleIcons` key.

## Enabling Newsstand

You can enable your app for Newsstand from the app summary page for an app by clicking Newsstand.

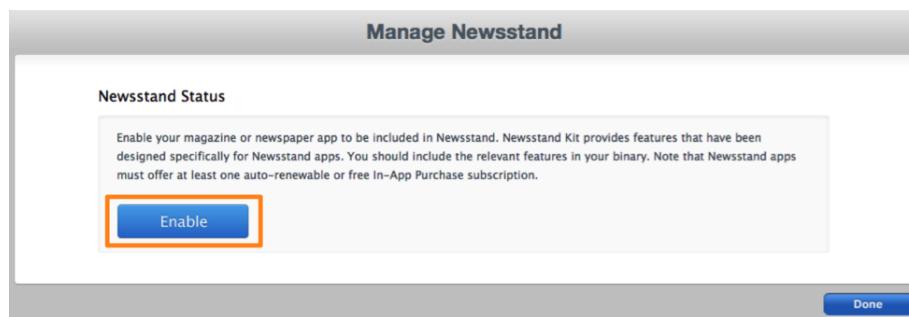


For the Newsstand button to appear on the app summary page, your app must be in a pre-binary upload state:

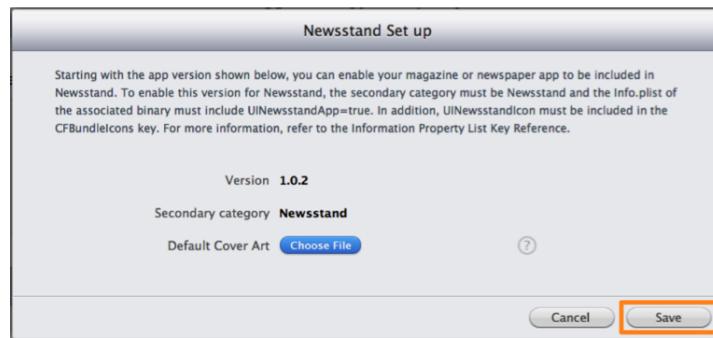
- Prepare for Upload
- Rejected
- Developer Rejected
- Invalid Binary
- Waiting for Upload

The Newsstand button does not appear on the app summary page for existing apps until a new version is created and that new version is in a pre-binary upload state.

When you click Newsstand from the app summary page, you are taken to the Manage Newsstand page. To enable your app for Newsstand, click Enable.



A dialog is displayed, asking you to provide default cover art for your app. If you do not provide issue art or there are no issues available for your app on a given date, the default cover art is used to represent your app on the App Store. The cover art must be a .png file, at least 72 dpi, having a minimum of 1024 pixels on the long edge and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. See “Newsstand Icons” in *iOS Human Interface Guidelines* for more information.



To complete enabling your app for Newsstand, click Save.

**Note:** The secondary category for all Newsstand apps is automatically set to Newsstand. This setting cannot be changed.

Additionally, you can select Newsstand subcategories on iTunes Connect to better define and enhance the discoverability of your app on the App Store. Note that you can change Newsstand subcategories on iTunes Connect whenever you submit a new version of your app.

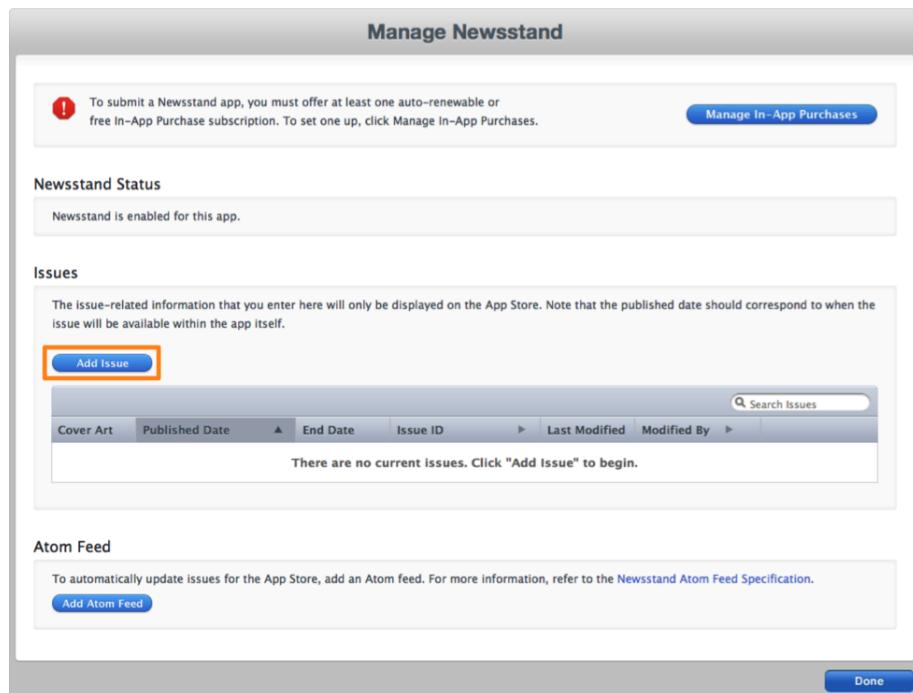
## Managing Newsstand

After you have enabled your app for Newsstand, you can manage Newsstand from the app summary page for your app by clicking Newsstand.



The Manage Newsstand page allows you to set up and edit issues for your app. Using issues, you can communicate information to users about the content of your app's most current issue. The issue-related information you enter is displayed only on the App Store. The published date should correspond to the date when the issue will be available within the app itself.

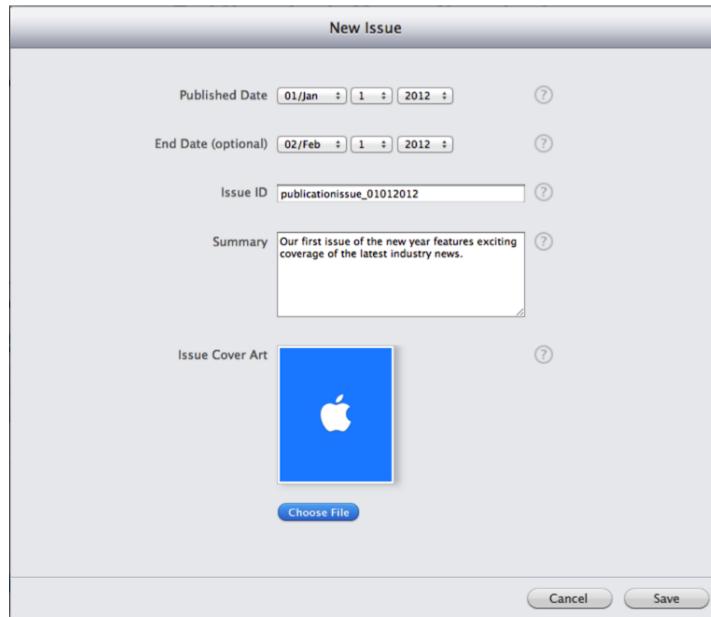
To add an issue, click Add Issue.



For each issue you add, make sure the following fields are filled in:

- **Published Date.** The date this issue will be available on the App Store (it will be displayed at the beginning of the day).
- **End Date (optional).** The date this issue will be removed from the App Store (it will be removed at the beginning of the day). For example, a special one-day issue would not be added and removed on the same date. Rather, it would be removed at the beginning of the next day.
- **Issue ID.** An internal identifier that will not be visible on the App Store.
- **Summary.** A summary of the issue that will be seen by customers on the App Store. The summary can be no longer than 2000 characters, assuming single-byte characters.

- **Issue Cover Art.** The cover art to be displayed on the App Store while this issue is current. The cover art must be a .png file, at least 72 dpi, having a minimum of 1024 pixels on the long edge and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. If you do not add issue cover art, your Newsstand default cover art is displayed on the App Store for that version.



After you have provided all of the necessary information for an issue, click Save.

You may now add another issue by clicking Add Issue, or if you are finished adding issues, click Done.

Cover Art	Published Date	End Date	Issue ID	Last Modified	Modified By	
	01 Jan 2012	01 Feb 2012	publica...01012012	19 Sep 2011	jappleseed@me....	<button>Delete</button>

If you need to delete or modify issues, do so from the Issues table.

## Updating Issues Automatically

If you want to automate the management of issues, you can provide an atom feed URL to automatically update issues for the App Store. To do so, click the Add Atom Feed button from the Manage Newsstand page.

To automatically update issues for the App Store, add an Atom feed. For more information, refer to the [Newsstand Atom Feed Specification](#).

[Add Atom Feed](#)

Provide the atom feed URL, user name, and password, if necessary, and click Save. iTunes Connect automatically validates the atom feed URL. The feed at the URL provided is processed once a day, and any new information is imported automatically.

If iTunes Connect experiences issues with your atom feed at any time, an email notification will be sent to admin and technical users for your developer account.

For more information, refer to the [Newsstand Atom Feed Specification](#).

# Game Center

**Important:** You can test apps that use iOS and OS X seed software releases in the sandbox environment but you cannot submit them to the App Store until the corresponding OS ships.

This chapter contains preliminary content. Although it has been reviewed for technical accuracy, it is not final. Apple is supplying this information to help you adopt the technologies and programming interfaces described herein. This information is subject to change, and software implemented according to this document should be vetted against final documentation. For information about updates to this document, go to the Apple Developer website. In the relevant reference library, enter the document's title in the Documents text field that appears.

Game Center is Apple's social gaming network. All of your metadata for Game Center functionality is set up and managed in iTunes Connect, allowing you to test your Game Center features before submitting your app to the App Store.

You use iTunes Connect to enable your app for Game Center testing, and set up your leaderboards and achievements. Then use the Game Kit framework in your app to add Game Center functionality. When you are ready to distribute your app, enable your specific app version for Game Center and submit it, along with any relevant leaderboards and achievements, to the App Store.

## About Game Center

Game Center includes a centralized service, a framework called Game Kit, and an app called Game Center. The Game Center service provides game developers with a standard way to implement the following features:

- Aliases: allow users to create their own online persona. Users log in to Game Center and interact with other players anonymously through their alias. Players can set status messages as well as mark specific people as their friends.
- Leaderboards: allow your app to post scores to Game Center and retrieve them later. You can also create combined leaderboards that take the players from the single leaderboards you select and then ranks them all together.
- Achievements: allow a player to earn these by reaching a milestone, or performing an action, defined by you and programmed into your app.
- Matchmaking: allows players to connect with other players with Game Center accounts.

- Groups: allows you to share your leaderboard and achievement data between apps. Apps in a group do not need to be multiplayer compatible.
- Multiplayer Compatibility: allows you to specify which apps are compatible with a specific app and therefore, allow multiplayer games between the apps. Apps do not need to be on the same platform or in a group to be multiplayer compatible.

## The Process: How Your App Joins Game Center

In order for your app to join Game Center, you must:

- In the provisioning portal:
  - Create an explicit App ID and enable Game Center.
  - Create a development and distribution provisioning profile that use this explicit App ID.
- In the Xcode project:
  - Add the gamekit key to the list of required device capabilities in your app's Info.plist file if you want your app to only run on devices that support Game Center.
  - Set the app's bundle ID to match the explicit App ID.
  - Sign your app using a certificate in a Game Center enabled provisioning profile.
- In iTunes Connect:
  - Sign the latest Program License Agreement.
  - Create your app record and set the bundle ID to match the App ID specified in the Certificates, Identifiers, and Profiles area of Member Center.
  - On the Game Center page, enable Game Center for single app or group mode.
  - On the Version Details page, enable your version for Game Center before you submit your app and its associated Game Center metadata.

Read *Game Center Programming Guide* for a complete description of Game Center data and for guidance on how to use the Game Kit framework in your code. Read *App Distribution Guide* to learn how to configure your App ID for Game Center.

## Getting Started

To get started using Game Center, you navigate to your app's Game Center page and then enable your app for Game Center.

## Navigate to Your App's Game Center Page

First, learn how to navigate to the Game Center page of your app because most of the controls you need to configure Game Center are accessible there. It is also useful to learn how to navigate to the detail page of an app version once your app ships.

### To go to the Game Center page in iTunes Connect

1. Log in to [iTunes Connect](#) using your Apple ID user name and password.
2. Click Manage Your Apps.

The screenshot shows the iTunes Connect dashboard with several management links:

- Sales and Trends
- Contracts, Tax, and Banking
- Payments and Financial Reports
- Manage Users
- Manage Your Apps (highlighted with a red box)
- iAd
- Grow Your Business With iAd
- Catalog Reports
- Developer Forums
- Contact Us

3. Click the app you want to manage.
4. Click Manage Game Center.

The screenshot shows the 'App Information' section in iTunes Connect, specifically the 'Identifiers' tab. The 'Manage Game Center' button is highlighted with a red box.

Identifiers		Links	
SKU	TOUCHFIGHTER	<a href="#">View in App Store</a>	<a href="#">Rights and Pricing</a>
Bundle ID	com.apple.touchfighter	<a href="#">Customer Reviews</a>	<a href="#">Manage In-App Purchases</a>
Apple ID	123456789		<a href="#">Manage Game Center</a> (highlighted with a red box)
Type	iOS App		<a href="#">Set Up iAd Network</a>
Default Language	English		

## Enable Your App for Game Center

You use iTunes Connect to configure Game Center features for your set of apps. The configuration metadata is grouped into objects with properties that you create and edit using iTunes Connect. Essentially, an app in iTunes Connect is a type of object and a Game Center enabled app has additional properties described in Table 14-1. Game Center enabled groups have leaderboards and achievements too. Property values you edit in iTunes Connect have precise definitions with some restrictions, so read the description carefully.

**Table 14-1** Game Center App and Group Properties

Property	Description
leaderboards	A leaderboard displays the top scores of all Game Center users who play your app. You cannot remove a leaderboard that is live 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 cannot delete an achievement that is live for any version of your app. Achievements are optional.

In order to configure Game Center features, you first need to enable your app for Game Center.

### To enable your app for Game Center

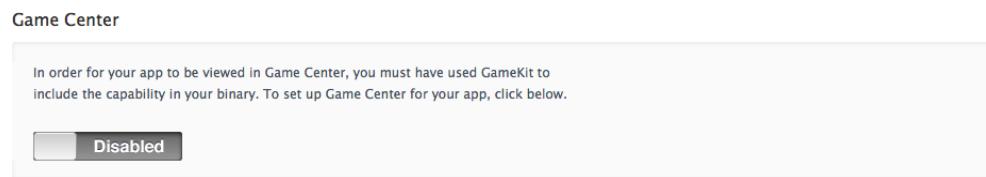
1. Go to the Game Center page of your app.
2. Click “Enable for Single Game.”



3. Click Disabled.

The Disabled button toggles between Disabled and Enabled. To disable your app for Game Center testing, click Enabled. Once you disable, you will no longer see your app in the Game Center sandbox. You are only permitted to disable up until a version of your app goes live with Game Center.

Enabling Game Center for testing unlocks the Game Center interface to allow you to set up your leaderboards and achievements.



Up until a version of your app goes live, you can disable Game Center for all versions of your app.

### To disable your app for Game Center

1. Go to the Game Center page of your app.
2. In the Game Center section, click Enabled.

Read "[Groups](#)" (page 191) for how to create groups and enable Game Center for a group. Read "[Distributing Game Center Apps](#)" (page 205) if you want to enable Game Center for a version of your app and submit new leaderboards or achievements with that version. You also select apps for multiplayer compatibility when you distribute Game Center apps.

## Leaderboards

A leaderboard displays the top scores of users who play your app. You decide how to calculate the score for your app and report it using Game Kit APIs. Game Center manages the leaderboard for you and displays it to users. You can also combine existing leaderboards that take the players from multiple leaderboards and rank them together. Leaderboards are optional and can be created or edited when the status of your app is not In Review.

When you create a leaderboard, you'll need to enter localization information. You add language support for each leaderboard and can specify custom score formats for each. For each leaderboard, you must add at least one language and provide a localized icon.

Refer to Table 14-2 and Table 14-3 when creating leaderboards. Refer to Table 14-4 for a description of the leaderboard's status that appears in lists of leaderboards.

**Table 14-2** Leaderboard Properties

Property	Description
Leaderboard Reference Name	An internal name that you must provide for each category. This is the name that you will use if you search for your leaderboard in iTunes Connect.
Leaderboard ID	A chosen alphanumeric identifier 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 Game Kit API. Your leaderboard ID is a permanent setting therefore cannot be edited at a later date.
Score Format Type	Choose 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	Choose between “Best Score” or “Most Recent Score” for the information to be saved to this leaderboard.
Sort Order	Choose between “Low to High” or “High to Low” for the display of your leaderboard scores. Choose “Low to High” if you want lowest scores displayed first. Choose “High to Low” if you want highest scores displayed first.
Score Range	Define 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 will be deleted. Score range values are optional, but if they are added then 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 will be lost and can’t be recovered.

**Table 14-3** Leaderboard Types

Type	Description
Single	A single leaderboard that is not combined with other leaderboards.
Combined	A leaderboard that combines and ranks together the players from multiple single leaderboards.
Attached	A single leaderboard that is combined with other leaderboards—the attached child of a combined leaderboard.

**Table 14-4** Leaderboard Statuses

Status	Description
In Review	The leaderboard was submitted to Apple for review.
Live	The leaderboard was approved with the app.

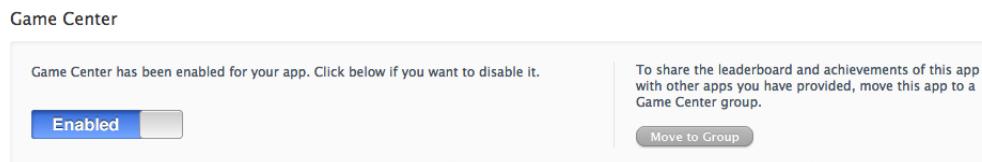
Status	Description
Not Live	The leaderboard was previously Live for an app but has since been moved to a group and has not been approved for the group yet. Only applicable to group leaderboards.

## Creating Single Leaderboards

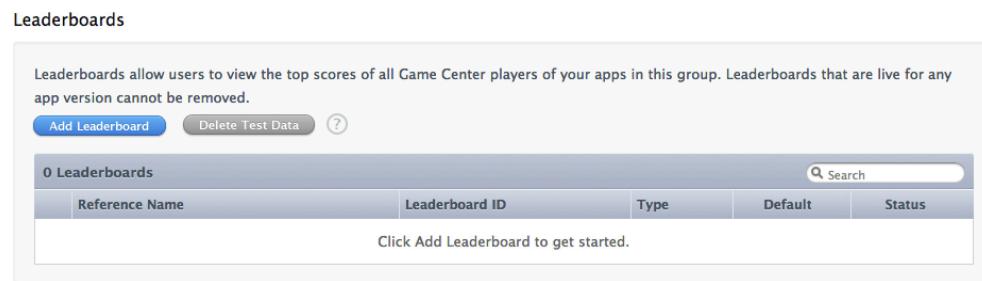
A single leaderboard allows users to compare their high scores for your app with other players. You must create at least two single leaderboards before you can combine them. Refer to [Table 14-2](#) (page 171) when entering information about a leaderboard.

### To add a single leaderboard

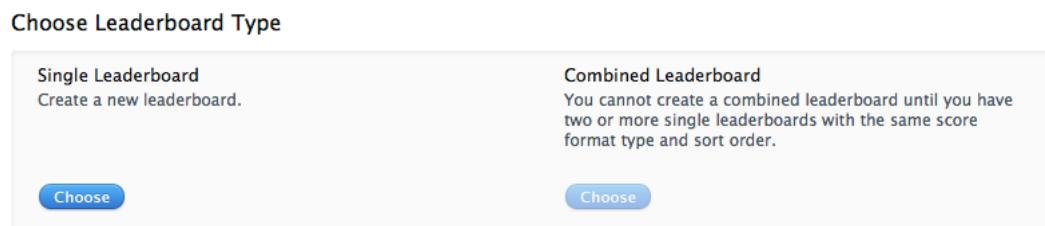
1. Go to the Game Center page of your app.
2. If necessary, click Disabled to enable Game Center.



3. In the Leaderboard section, click Add Leaderboard.



4. In the Single Leaderboard section, click Choose.



5. Enter an internal name for the leaderboard in the Leaderboard Reference Name field.

When you add language support, you'll enter a localized name for the leaderboard that is displayed to users.

Single Leaderboard

The screenshot shows the 'Single Leaderboard' configuration page. It includes fields for 'Leaderboard Reference Name' (Course 3 Scores), 'Leaderboard ID' (Course3Scores), 'Score Format Type' (Integer), 'Score Submission Type' (Best Score selected), 'Sort Order' (Low to High selected), and 'Score Range (Optional)' with values -9223372036854775000 and 9223372036854775000. There are also help icons for each field.

6. Enter an alphanumeric identifier for your leaderboard in the Leaderboard ID text field.
7. Choose a format from the Score Format Type menu.
8. Choose either "Best Score" or "Most Recent Score" to determine what type of score to save.
9. Choose either "Low to High" or "High to Low" as the sort order for the scores.
10. Optionally, enter a score range in the Score Range text fields.
11. Add leaderboard languages as described in "[Managing Leaderboard Languages](#)" (page 176).

Leaderboard Localization

The screenshot shows the 'Leaderboard Localization' configuration page. It displays a message: 'You must add at least one language below. For each language, provide a score format and a leaderboard name.' Below this is a 'Add Language' button and a table titled '0 Localizations'. The table has columns for 'Image', 'Language', 'Leaderboard Name', 'Score Format', and 'Score Format Suffix'. A note at the bottom says 'Click Add Language to get started.'

12. Click Save.

**Important:** If you add a leaderboard to an app that is ready for sale, the leaderboard is automatically submitted for review the next time you submit a version of your app. If you do not want to submit the leaderboard, you can change these default settings on the Version Details page as described in “[Distributing Game Center Apps](#)” (page 205).

## Managing Leaderboards

When you have multiple leaderboards, you can change the default leaderboard. The default leaderboard is the first leaderboard that the user sees on the device. The first single leaderboard you create is automatically set as the default leaderboard for your app.

### To set the default leaderboard

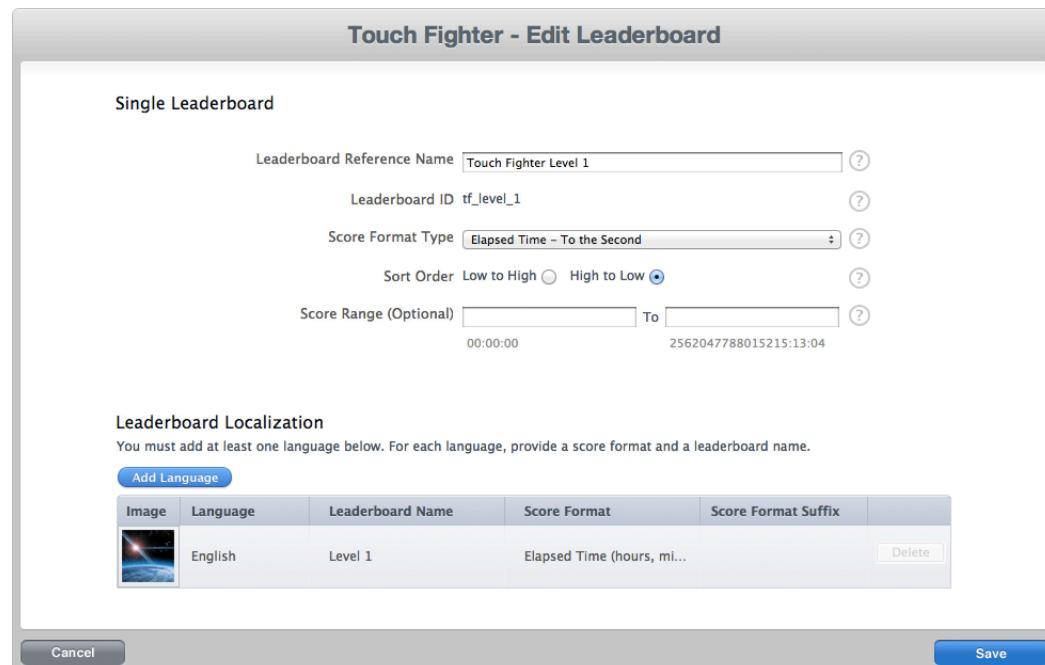
1. Go to the Game Center page of your app.
2. Select the Default toggle button in the row of the leaderboard you want to be the default.

Depending on the state of your app, you may be limited on what leaderboard properties you can edit. Before you submit your app for review, you can change all leaderboard properties, but after you submit, most properties are not editable. Refer to “[Game Center Info Table](#)” (page 236) for details on what properties are editable.

### To edit a leaderboard

1. Go to the Game Center page of your app.
2. In the Leaderboard section, double-click the leaderboard you want to edit.

3. Change leaderboard properties as described in [Table 14-2](#) (page 171) as needed.



4. Click Save.

Leaderboards are presented to the user in the order they appear in Game Center on the group detail page. You can change the order of the leaderboards on the app's Game Center page.

### To reorder a leaderboard

1. Go to the Game Center page of your app.
2. In the Leaderboards section, drag the icon in the first column of the leaderboard you want to reorder to a new location in the table.

The status of a leaderboard is displayed in the rightmost column of the Leaderboards table. The possible status values are described in [Table 14-4](#) (page 171). If a Delete button appears in this column, the status is none of those values and the leaderboard can be deleted.

### To delete a leaderboard

1. Go to the Game Center page of your app.
2. In the Leaderboards section and row of the leaderboard you want to remove, click Delete. The Delete button appears and is enabled only if you can delete the leaderboard.
3. Click Delete in the dialog that appears.

## Managing Leaderboard Languages

If your app is available in multiple countries, you should localize your leaderboard for all the regions you support. You must add support for at least one language to your leaderboard. Refer to Table 14-5 when entering leaderboard localization information.

Table 14-5 Leaderboard Language Properties

Property	Description
Language	This is the language in which your leaderboard will appear.
Name	Enter the reference name of your leaderboard in the language you have selected.
Score Format	This will determine 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. This drop-down will be populated based on your Score Format Type.
Score Format Suffix (Singular)	This will be added to the end of scores, in the singular form, displayed on your leaderboard. This is optional, and is useful for clarifying the type of score your app uses. Examples include “point”, or “hit.”
Score Format Suffix (Plural)	This will be added to the end of scores, in the plural form, displayed on your leaderboard. This is optional, and is useful for clarifying the type of score your app uses. Examples include “points”, “coins”, or “hits.”
Image	A localized image that represents the leaderboard. The image must be a .jpeg, .jpg, .tif, .tiff, or .png file that is 512 x 512 or 1024 x 1024 pixels, at least 72 dpi, and in the RGB color space. This property is optional.

### To add a leaderboard language

1. In the Leaderboard Localization section of the Add Leaderboard page, click Add Language.

Leaderboard Localization

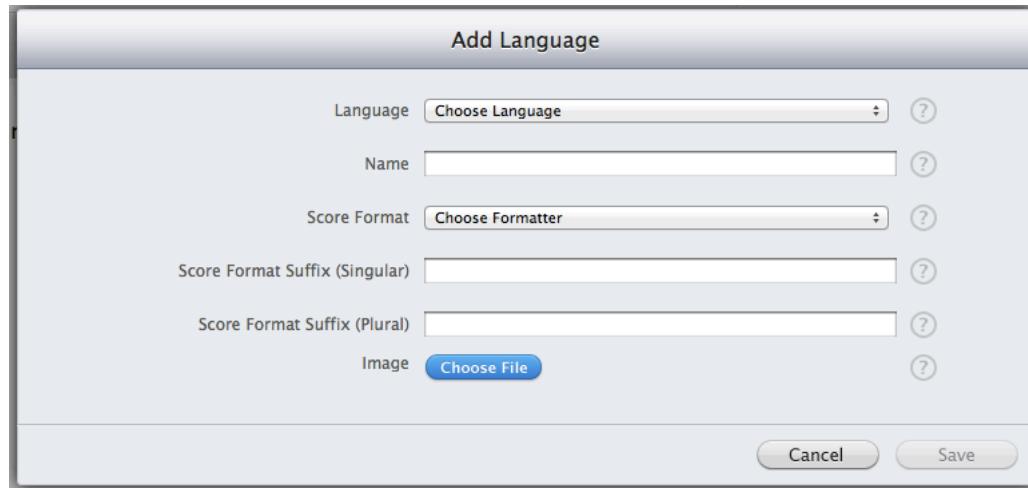
You must add at least one language below. For each language, provide a score format and a leaderboard name.

Add Language

0 Localizations

Image	Language	Leaderboard Name	Score Format	Score Format Suffix
Click Add Language to get started.				

2. Select a language from the Language menu.



3. Enter a localized reference name for the leaderboard in the Name field.

For example, if you selected Finnish from the Language menu, enter the Finnish name for the leaderboard in the Name field.

4. Select a localized score format from the Score Format menu.

5. Optionally, enter a localized score suffix in the Score Format Suffix field.

If you want a space to appear between the score and the suffix, enter a space followed by the suffix text.

6. Click Choose File and select a localized image for the leaderboard.

7. Click Save.

If the status of your app is not In Review, you can edit the properties of a leaderboard language. Refer to “[Game Center Info Table](#)” (page 236) for which properties are editable when.

### To edit a leaderboard language

1. Go to the Game Center page of your app.
2. In the Leaderboards section, select the leaderboard that you want to edit.
3. In the Leaderboard Localization section, click the language that you want to edit.
4. Modify the properties in the dialog that appears.
5. Click Save.
6. On the leaderboard edit page, click Save.

You can only delete a language if there are two or more languages listed in the Leaderboard Localization section of the leaderboard edit page.

### To delete a leaderboard language

1. Go to the Game Center page of your app.
2. In the Leaderboards section, select the leaderboard that you want to edit.
3. In the row of the language you want to remove, click Delete.
4. Click Delete in the dialog that appears.

## Combining Leaderboards

A combined leaderboard joins and ranks together the players from multiple single leaderboards. You must have at least two single leaderboards before you can create a combined leaderboard, and the leaderboards cannot be combined unless they have the same score format and sort order. Refer to [Table 14-2](#) (page 171) when entering information about a combined leaderboard.

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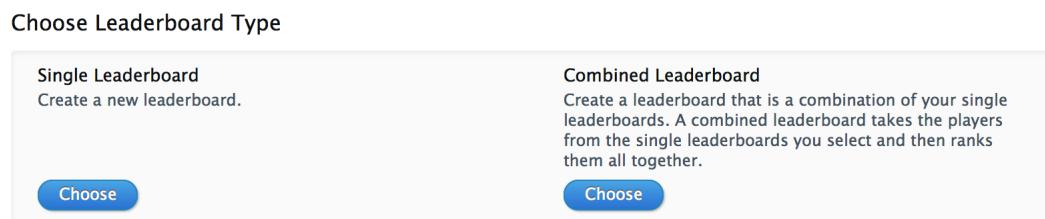
**Note:** *Game Center Programming Guide* refers to combined leaderboards as aggregate leaderboards.

---

### To combine leaderboards

1. Go to the Game Center page of your app.
2. In the Leaderboard section, click Add Leaderboard.
3. In the Combined Leaderboard section, click Choose.

If the Choose button is disabled, you need to create at least two leaderboards before you can perform this operation, as described in [“Managing Leaderboards”](#) (page 174).



4. In the Leaderboard Reference Name field, enter a reference name for the leaderboard.

When you add language support, you'll enter a localized name for the leaderboard that is displayed to users.

#### Combined Leaderboard

Enter the requested information to create a combined leaderboard from the single leaderboards listed below.

Leaderboard Reference Name

Leaderboard ID

5. In the Leaderboard ID text field, enter an alphanumeric identifier for your leaderboard.
6. In the Leaderboards section, select two or more leaderboards you want to combine.

Only leaderboards with the same score format and sort order can be combined and appear in this list.

#### Leaderboards to Combine

To make a combined leaderboard, select two or more of the single leaderboards below. Be sure your selections also have the same score format type and sort order.

	Leaderboard Reference Name	Format Type	Sort Order	
<input type="checkbox"/>	Touch Fighter Level 1	Integer	High to Low	
<input type="checkbox"/>	Touch Fighter Level 2	Integer	High to Low	
<input type="checkbox"/>	Touch Fighter Level 3	Integer	High to Low	
<input type="checkbox"/>	Touch Fighter Level 4	Integer	High to Low	
<input type="checkbox"/>	Touch Fighter Level 5	Integer	High to Low	

7. Add leaderboard languages as described in [“Managing Leaderboard Languages”](#) (page 176).
8. Click Save.

## Leaderboard Display Sets

Leaderboard display sets provide you with a way to expand on the number of leaderboards allowed per app. Each app can have a maximum of 100 display sets. Enabling display sets for your app increases the number of leaderboards available to 500 with a maximum of 100 leaderboards per set. You must have at least one leaderboard for your app before you can create a display set.

### To create the first display set

1. Go to the Game Center page of your app.

2. In the Leaderboards section, click Move All Leaderboards into Display Sets.

The screenshot shows the 'Leaderboards' section of the Game Center interface. At the top, there is a heading 'Leaderboards' with a sub-instruction: '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.' Below this are three buttons: 'Add Leaderboard' (blue), 'Move All Leaderboards into Display Sets' (gray), and 'Delete Test Data'. A search bar labeled 'Search' is also present. A table titled '2 Leaderboards' lists the two existing leaderboards:

Reference Name	Leaderboard ID	Type	Default	Status
Course 1 Scores	Course1Scores	Single	<input checked="" type="radio"/>	<input type="button" value="Delete"/>
Course 2 Scores	Course2scores	Single	<input type="radio"/>	<input type="button" value="Delete"/>

3. In the Display Set Reference Name field, enter an internal name for the display set.
4. In the Display Set ID field, enter a unique ID for the display set.

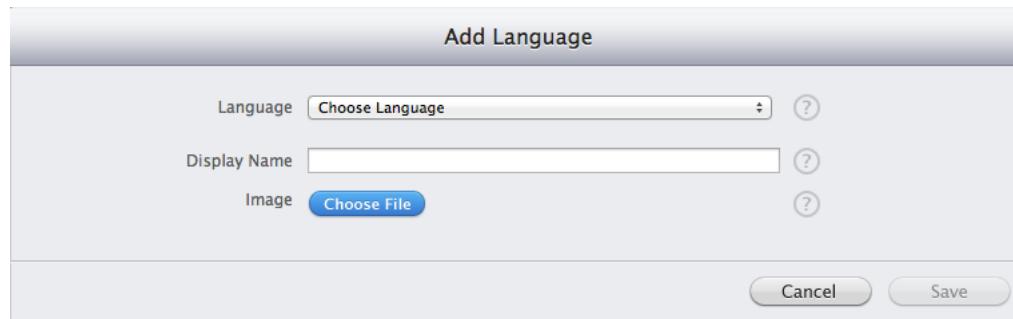
The screenshot shows the 'Display Set' configuration dialog. It contains two input fields: 'Display Set Reference Name' with the value 'Test Leaderboard Set Name' and 'Display Set ID' with the value 'test.leaderboardset\_1'.

5. In the Move Leaderboards Into Sets dialog, click Add to Display Set to add a leaderboard to the set. The Add Leaderboard to Set dialog opens. You must add at least one leaderboard to the created set.
6. In the dialog that appears, select a leaderboard, language, and display name for the leaderboard.

The screenshot shows the 'Add Leaderboard to Set' dialog. It has two main sections: 'Leaderboard' (with a dropdown menu 'Select Leaderboard') and 'Display Name Localization' (with a dropdown 'Choose Language' and a 'Display Name' input field). At the bottom are 'Cancel' and 'Save' buttons.

7. In the Move Leaderboards Into Sets dialog, click Add Language to add the languages the display set will be displayed in. You must add at least one language localization. The display set presents this localized name when the chosen language is used.

8. In the dialog that appears, select the language, display name, and image for the display set.



The Language and Display Name fields are required. The Image field is optional.

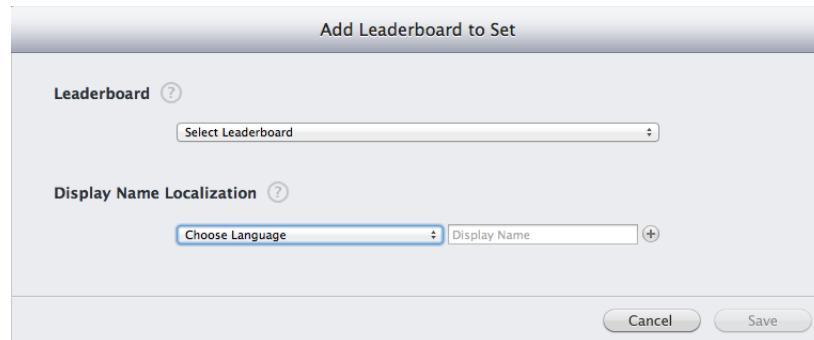
9. Click Save.

After you add display sets to your app, all future leaderboards must be put into a display set. Continue to add leaderboards to display sets until all leaderboards are in a set.

Creating a new leaderboard differs slightly after you have implemented display sets in your app. You must immediately associate the new leaderboard with a display set before it can be saved.

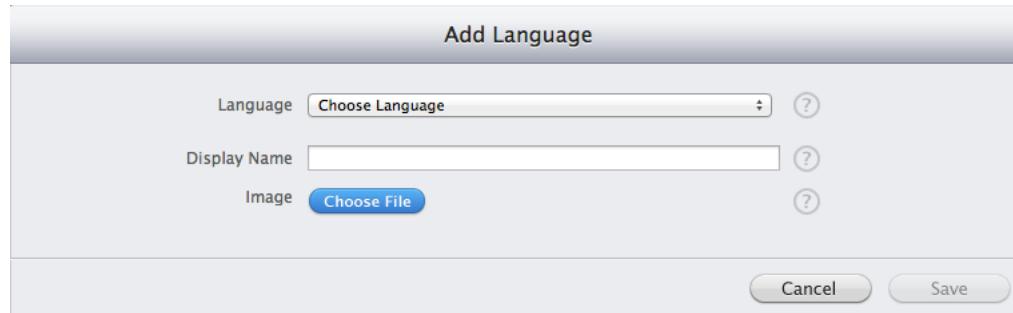
### To create a new leaderboard and add it to a display set

1. Create a new leaderboard. See "[To add a single leaderboard](#)" (page 172) for information on creating a leaderboard.
2. Click Add to a Display Set to associate the leaderboard with a display set.
3. In the dialog that appears, select a leaderboard, language, and display name for the leaderboard.



4. Click Add Language to format how the leaderboard is displayed for a particular language.

5. In the dialog that appears, select the language, display name, and image for the leaderboard set.



The Language and Display Name fields are required. The Image field is optional.

6. Click Save.

You can add new display sets to your app to further customize how your leaderboards are displayed in the Game Center app. Each set provides you with the ability to specify how a particular leaderboard is displayed within the set. You can put the same leaderboard into several different sets and have a different display name localization for the leaderboard within each set.

### To add a new display set

1. Go to the Game Center page of your app.
2. In the Leaderboards section, click Add Display Set.

The screenshot shows the 'Leaderboards' section with a 'Display Sets' sub-section. It includes a note about organizing leaderboards and a 'View Leaderboards in Display Sets' link. A 'Search' bar is also present. Below is a table showing one display set:

1 Display Set			
Reference Name	Display Set ID	Number of Leaderboards	Status
Test Leaderboard Set Name	test.leaderboardset_1	3	<a href="#">Delete</a>

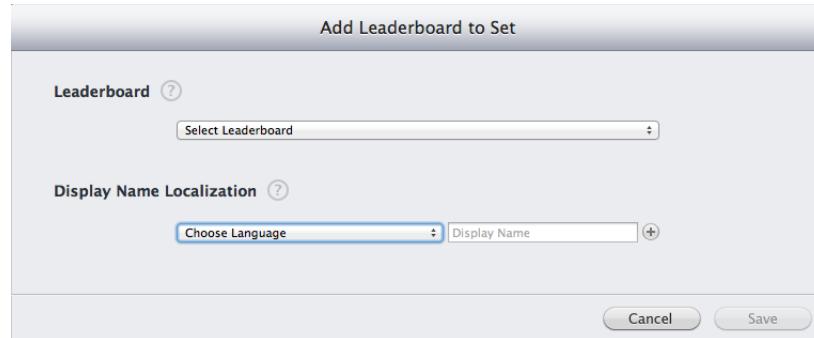
3. In the Display Set Reference Name field, enter an internal name for the display set.
4. In the Display Set ID field, enter a unique ID for the display set.

The screenshot shows the 'Display Set' configuration interface. It has two input fields: 'Display Set Reference Name' containing 'Test Leaderboard Set Name' and 'Display Set ID' containing 'test.leaderboardset\_1'.

5. Click Add to Display Set to add a leaderboard to the set.

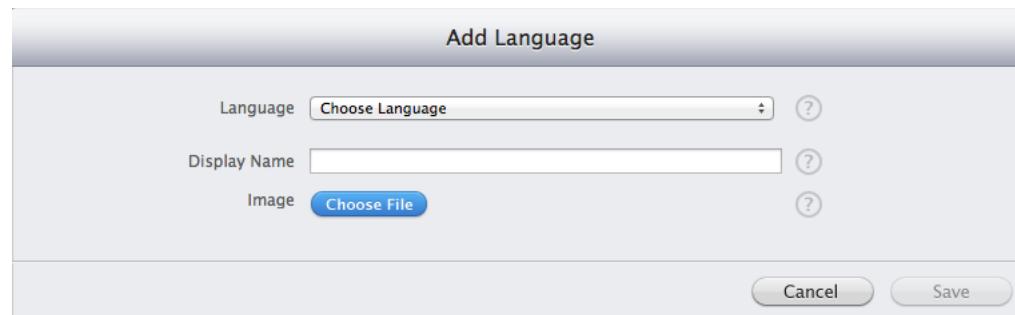
The Add Leaderboard to Set dialog opens. You must add at least one leaderboard to the created set.

6. In the dialog that appears, select a leaderboard, language, and display name for the leaderboard.



7. Click Add Language to add the languages the leaderboard will be displayed in.

8. In the dialog that appears, select the language, display name, and image for the leaderboard set.



The Language and Display Name fields are required. The Image field is optional.

9. Click Save.

After you have added your leaderboards to display sets, you can view the leaderboards contained in a display set. Click the name of the display set to see the leaderboards that it contains. You can reorder the display sets by dragging a display set name to the desired location.

Leaderboards				
Display Sets				
A display set organizes how your leaderboards are presented in Game Center. To add your leaderboards to a display set, click Add Display Set.				
<a href="#">Add Display Set</a>		<a href="#">View Leaderboards in Display Sets</a>		
Reference Name	Display Set ID	Number of Leaderboards	Status	
Test Leaderboard Set Name	test.leaderboardset_1	3	<a href="#">Delete</a>	
Test Leaderboard Set Name 2	test.leaderboardset_2	1	<a href="#">Delete</a>	

All of the leaderboards contained within the display set are displayed. You can reorder the leaderboards by dragging a leaderboard to the desired location. You can only sort leaderboards from inside of a display set. After the leaderboards have been placed in a display set, you can only order the leaderboards from inside of the display set.

#### Leaderboards in This Set

These leaderboards will be available for display in Game Center. You must add at least one leaderboard.

Add to Display Set

3 Leaderboards					
	Reference Name	Leaderboard ID	Localizations	Status	
1	Course 1 Scores	Course1Scores	1 Language	None	<button>Remove</button>
2	Course 3 Scores	Course3Scores	1 Language	None	<button>Remove</button>
3	Course 2 Scores	Course2scores	1 Language	None	<button>Remove</button>

## Deleting Leaderboard Display Sets

You can delete a display set after all leaderboards have been removed from the set. You can not remove a leaderboard from a display set unless that leaderboard is already in another set.

### To delete a leaderboard set

1. Go to the Game Center page of your app.
2. Click the row of the leaderboard set to delete.

Leaderboards

Display Sets

A display set organizes how your leaderboards are presented in Game Center. To add your leaderboards to a display set, click Add Display Set.

Add Display Set      View Leaderboards in Display Sets

2 Display Sets				
	Reference Name	Display Set ID	Number of Leaderboards	Status
1	Test Leaderboard Set Name	test.leaderboardset_1	3	<button>Delete</button>
2	Test Leaderboard Set Name 2	test.leaderboardset_2	1	<button>Delete</button>

3. Click Remove to delete a leaderboard from the selected set.

Leaderboards in This Set

These leaderboards will be available for display in Game Center. You must add at least one leaderboard.

Add to Display Set

1 Leaderboard Set					
	Reference Name	Leaderboard ID	Localizations	Status	
1	Test Leaderboard 2	123456789	1 Language	None	<button>Remove</button>

4. Click Done after removing all of the associated leaderboards.
5. Click Delete to remove the leaderboard set.

The screenshot shows the 'Display Sets' section of the Game Center Leaderboards interface. It includes a brief description of what a display set is, a 'Add Display Set' button, and a 'View Leaderboards in Display Sets' link. Below is a table titled '2 Display Sets' with columns for Reference Name, Display Set ID, Number of Leaderboards, and Status. Two entries are listed: 'Test Leaderboard Set Name' with ID 'test.leaderboardset\_1' and 3 leaderboards, and 'Test Leaderboard Set Name 2' with ID 'test.leaderboardset\_2' and 0 leaderboards. Each entry has a 'Delete' button.

Reference Name	Display Set ID	Number of Leaderboards	Status
Test Leaderboard Set Name	test.leaderboardset_1	3	<button>Delete</button>
Test Leaderboard Set Name 2	test.leaderboardset_2	0	<button>Delete</button>

If your app contains 100 leaderboards or less, you can click Remove All Leaderboards in Display Sets and all of your current display sets are deleted. Apps with over 100 leaderboards do not see this button. You must remove any leaderboards over 100 before you can use the Remove All Leaderboards in Display Sets button.

The screenshot shows the 'Leaderboards' section of the Game Center Leaderboards interface. It includes a brief description of what leaderboards are, a 'Add Leaderboard' button, a 'Remove All Leaderboards in Display Sets' button, and a help link. Below is a table titled '3 Leaderboards' with columns for Reference Name, Leaderboard ID, Type, Default, and Status. Three entries are listed: 'Course 1 Scores' with ID 'Course1Scores' and type 'Single' (marked as default), 'Course 2 Scores' with ID 'Course2scores' and type 'Single', and 'Course 3 Scores' with ID 'Course3Scores' and type 'Single'. Each entry has a 'Delete' button.

Reference Name	Leaderboard ID	Type	Default	Status
Course 1 Scores	Course1Scores	Single	<input checked="" type="radio"/>	<button>Delete</button>
Course 2 Scores	Course2scores	Single	<input type="radio"/>	<button>Delete</button>
Course 3 Scores	Course3Scores	Single	<input type="radio"/>	<button>Delete</button>

## Merging Leaderboard Display Sets Into a Game Group

Merging games into a group provides a way to share display sets across multiple games. Each game is still limited to 500 leaderboards and 100 display sets. However, the total number of leaderboards and displays sets in a group can surpass these numbers. Each group can have a maximum of 500 leaderboards and 100 display sets multiplied by the number of games in the group. For example, a group with 3 games can have a total of 1500 leaderboards and 300 display sets in the group. See “[Groups](#)” (page 191) for information on creating and merging game groups.

You can only merge a single game into a group at a time. A single game that has display sets can only be merged into a game group if one of the following two conditions apply:

- The group is already comprised of games with display sets.
- You are creating a new group.

You can not merge a game without display sets into a group with display sets. You first have to add display sets to the single game before merging it into the existing group. Likewise, you can not merge a game with display sets into an existing group without display sets. You first have to move all of the group leaderboards into display sets before you can merge the single game into the group.

After a game with display sets is merged into a game group, the name of each leaderboard and display set is automatically prefaced with grp. prefix. You can change the leaderboard and display set names, but must keep the grp. prefix in the new name.

## Achievements

An achievement is a distinction that a user of your game earns for reaching a milestone or performing an action. You use iTunes Connect to enter the data Game Center needs to display achievements to users.

### Managing Achievements

Adding achievements to your game is optional. The maximum number of achievements you can create is 100. Note that once an achievement is available to the user for any version of your app, it cannot be deleted. Refer to Table 14-6 when entering information about an achievement. Refer to Table 14-7 for the meaning of achievement statuses.

**Table 14-6** Achievement Properties

Property	Description
Achievement Reference Name	An internal name that you must provide for each achievement. This is the name you will use if you search for the achievement within iTunes 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 therefore cannot 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 will remain hidden on Game Center until a player has achieved them.
Achievable More Than Once	Indicates whether the user can earn the achievement multiple times.

**Table 14-7** Achievement Statuses

Status	Description
In Review	The achievement was submitted to Apple for review.
Live	The achievement was approved with the app.
Not Live	The achievement was previously Live for an app but has since been moved to a group and has not been approved for the group yet. Only applicable to group achievements.

### To add an achievement

1. Go to the Game Center page of your app.
2. In the Achievements section, click Add Achievement.

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. Once an achievement has gone live for any version of your app, it cannot be removed.

Add Achievement

0 Achievements				Search
Reference Name	Achievement ID	Points	Status	
Click Add Achievement to get started.				

3. Enter an internal reference name for the achievement in the Achievement Reference Name field.

Achievement

Achievement Reference Name

Achievement ID

Point Value  1000 of 1000 Points Remaining

Hidden  Yes  No

Achievable More Than Once  Yes  No

4. Enter a unique identifier in the Achievement ID field.

The identifier must be alphanumeric but can contain periods and underscores.

5. Enter the amount of points the achievement is worth in the Point Value field.

The remaining points are displayed below this field. The maximum number of points allowed for all achievements is 1000.

6. Select Yes from the Hidden radio button if you want the achievement to be hidden until the user earns it; otherwise, select No.
7. Select Yes from the Achievable More Than Once radio button if the user can earn the achievement multiple times; otherwise, select No.
8. Add achievement languages as described in “[Managing Achievement Languages](#)” (page 189).

#### Achievement Localization

These are the languages in which your achievements will be available for display in Game Center. You must add at least one language.

[Add Language](#)

Image	Language	Title	
Click Add Language to get started.			

9. Click Save.

Depending on the state of your app, you may be limited on what achievement properties you can edit. Before you submit your app for review, you can change all achievement properties. After your app is submitted, you may be limited on what properties you can change. Refer to “[Game Center Info Table](#)” (page 236) for details on what properties are editable.

### To edit an achievement

1. Go to the Game Center page of your app.
2. In the Achievements section, click the achievement you want to edit (click anywhere in the row).
3. Edit achievement properties as needed.  
The properties are described in Table 14-6.
4. Click Save.

The order of the achievements determines the order in which they are presented to users. You can change the order on the app’s Game Center page.

### To reorder an achievement

1. Go to the Game Center page of your app.
2. In the Achievements section, drag the icon in the first column of the achievement you want to move to a new location in the table.

The status of an achievement is displayed in the rightmost column of the Achievements table. The possible status values are described in [Table 14-7](#) (page 187). If a Delete button appears in this column, the status is none of those values and the achievement can be deleted.

### To delete an achievement

1. Go to the Game Center page of your app.
2. In the Achievements section, click the Delete button in the row of the achievement you want to remove.  
The Delete button appears and is enabled only if you can delete the achievement.
3. Click Delete in the dialog that appears.

## Managing Achievement Languages

If your app is available in multiple countries, you should localize your achievements. You must add support for at least one language to your achievement. Refer to Table 14-8 when localizing an achievement.

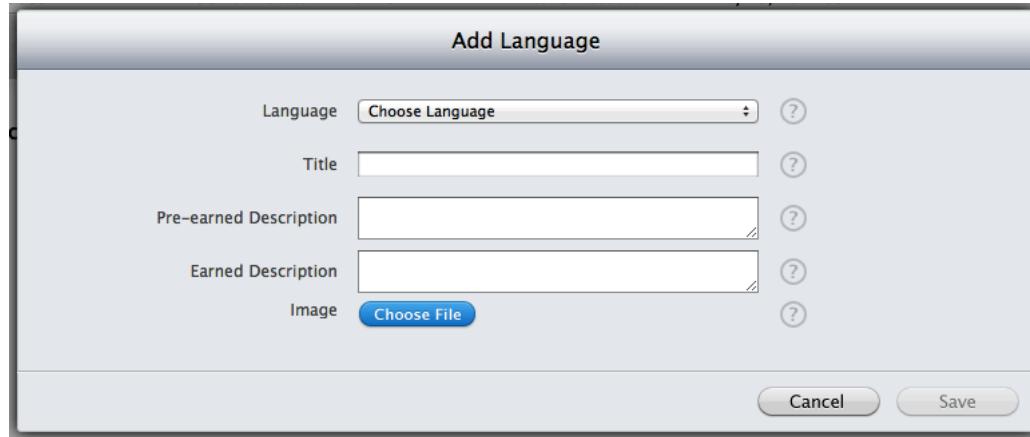
**Table 14-8** Achievement Language Properties

Property	Description
Language	The language in which you would like this achievement to appear.
Title	The localized title of this achievement as you would like it to appear in Game Center.
Pre-earned Description	The description of your achievement as it will appear to a Game Center user before they have earned it.
Earned Description	The description of your achievement as it will appear to a Game Center user after they have earned it.
Image	A localized image that represents the achievement. The image must be a .jpeg, .jpg, .tif, .tiff, or .png file that is 512 x 512 or 1024 x 1024 pixels, at least 72 dpi, and in the RGB color space. This property is required.

### To add an achievement language

1. In the Achievement Localization section of the Add Achievement page, click Add Language.

2. Select a language from the Language menu.



3. Enter a localized name for the achievement in the Title field.
4. Enter a localized description of the achievement in the Pre-earned Description field.
5. Enter a localized description of the achievement in the Earned Description field.
6. Click Choose File and select a localized image for the achievement.
7. Click Save.

If the status of your app is not In Review, you can edit the properties of an achievement language.

### To edit an achievement language

1. Go to the Game Center page of the app.
2. In the Achievements section, select the Achievement you want to edit.
3. In the Achievement Localization section, click the language that you want to edit (click anywhere in the row).
4. Modify the properties in the dialog that appears.
5. Click Save.
6. On the Achievement Edit page, click Save.

You can only delete an achievement language if you have more than one.

### To delete an achievement language

1. Go to the achievement edit page of the app.
2. In the language row, click Delete.

3. Click Delete in the dialog that appears.

## Groups

Game Center groups allow multiple apps to share leaderboards and achievements. There is no restriction on the type of apps that can belong to a group, but an app can only belong to one group. There is no limit on the number of groups or the number of apps that can belong to a group. For example, you can create a group containing iOS and Mac apps that share the same leaderboards and achievements. When you move an app to a group, the app leaderboards and achievements move to the group as well. Apps within a group can still have different default leaderboards.

## Creating and Editing Groups

A group can't exist without containing at least one app, so you create a group by moving an app to a group. Depending on whether the app is already enabled for Game Center, the workflow is slightly different. You also have the option of creating a new group or moving an app to an existing group. If the app and an existing group have leaderboards and achievements, you'll need to decide whether to merge or add these to the group.

Refer to Table 14-9 when entering information about a group.

**Table 14-9** Group Properties

Property	Description
Reference Name	An internal name that you must provide for each group. This is the name you see in iTunes Connect.
Apps in this Group	The apps attached to this group.
Group Leaderboards	The shared leaderboards for this group.
Group Achievements	The shared achievements for this group.
Default Leaderboard	The leaderboard that is displayed by default in your app.

### To add an app to a new group

1. Click Manage Your Apps.
2. Select an app that is not a member of a group.
3. Click Manage Game Center.
4. If the app is not enabled for Game Center, click "Enable for Group of Games."

5. If the app is enabled for Game Center but not in a group, click "Move to Group."
6. Enter a group reference name in the text field.
7. Click Create Group.

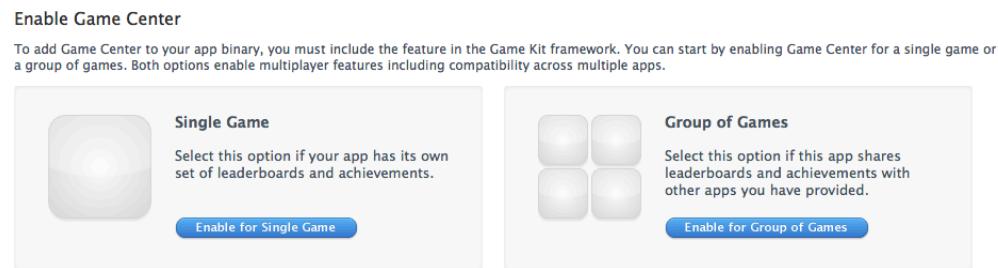


8. Edit the group's properties as described in "[To edit group properties](#)" (page 200).
9. Click Done.

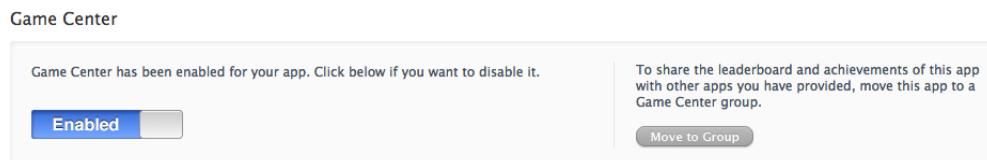
Once you create a group, you can add multiple apps to the group. If either the app or group has existing leaderboards and achievements, you'll need to decide whether to add or merge them.

### To add an app to an existing group

1. Click Manage Your Apps.
2. Select an app that is not a member of a group.
3. Click Manage Game Center.
4. If the app is not enabled for Game Center, click "Enable for Group Games."



5. Otherwise, if the app is enabled for Game Center but not in a group, click "Move to Group."



6. In the “Move to an Existing Group” section, click a group in the table.

Move to an Existing Group

To move this app to an existing group, select one from the table below.

Reference Name	Attached Apps
MyGroup	Touch Fighter (iOS)

Search

7. If the app has existing leaderboards or achievements that need to be moved or merged with the group’s, follow the steps in [“Moving App Data to Groups”](#) (page 193).
8. Otherwise, click Save.

You edit properties of an existing group from the Game Center Groups page.

### To edit an existing group

1. On the Manage Your Apps page, click Game Center Groups.
2. In the Manage Existing Groups section, click the group you want to edit.
3. Edit the group’s properties as described in [“To edit group properties”](#) (page 200).

If the app has not been reviewed and approved, you can remove it from a group. When you remove the last app from a group, the group is deleted. After a Game Center-enabled app is approved, it cannot be deleted.

### To remove an app from a group

1. On the Manage Your Apps page, click Game Center Groups.
2. In the Manage Existing Groups section, click the group you want to edit.
3. In the row of the app you want to remove, click Delete.

If the app is the last app in the group, the group is deleted too.

To make the group leaderboards and achievements available to users, you must submit a new version of your app from the Version Details page, as described in [“Distributing Game Center Apps”](#) (page 205).

## Moving App Data to Groups

The purpose of adding an app to a group is to share data, specifically share leaderboards and achievements. Therefore, when you add an app to a group, the app’s leaderboards and achievements need to be added or merged with the group’s leaderboards and achievements. Once an app is added to a group, you can no longer

view the app's single leaderboards and achievements in iTunes Connect. Ideally, the mapping from app to group assets is one-to-one but that may not be the case. Therefore, iTunes Connect guides you through this process by presenting only compatible assets and available options at each step of the way.

There are no restrictions on adding leaderboards and achievements to groups or merging achievements. However, there are some constraints when merging leaderboards. When you merge an asset, there are rules for what properties the group asset inherits from the app asset.

After you move your app assets to the group, follow the steps in "["Distributing Game Center Apps"](#)" (page 205) to submit the group assets along with a version of your app.

## Rules for Moving Leaderboards

Leaderboards need to be moved in a specific order depending on the type. Move leaderboards in this order:

1. Move combined leaderboards.

If you merge a combined leaderboard, you have to complete all the steps to merge that leaderboard before you can move the next combined leaderboard.

a. Merge the combined leaderboard.

A combined leaderboard needs to be merged before its attached children.

b. Merge or add its attached leaderboards.

The attached leaderboards can be moved in any order. However, you should merge higher priority leaderboards before lower priority ones or follow the order that iTunes Connect presents the leaderboards to you. As you select leaderboards to merge, there are fewer options for the remaining leaderboards.

2. Move single leaderboards.

Single leaderboards can be moved in any order. However, you should merge higher priority leaderboards before lower priority ones or follow the order that iTunes Connect presents the leaderboards to you.

The choices you have to merge leaderboards depends on the type of leaderboard, its property values, certain conditions, and your previous selections.

The rules for merging leaderboards are:

- A leaderboard 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.

- A combined leaderboard can only merge with a combined leaderboard.

If a compatible combined leaderboard is not available, it needs to be added to the group.

- 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 single leaderboard.  
The single leaderboard will be attached to the corresponding group combined leaderboard.
- A single leaderboard can merge with a single leaderboard.
- A single 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, the group's score range expands to include the app's. For example, if the range of the app's leaderboard is 1-500 and the range of the group's leaderboard is 1-250, then the range of the group's leaderboard is set to 1-500.
- **Languages** If the app has a language of the same type as the group, the group's language is used. If the app has a language that the group doesn't have, the app's language is added to the group.

## Rules for Moving Achievements

There are no restrictions on adding achievements to a group. However, when merging achievements, the maximum number of points for each achievement is 100 and the total maximum number of points for all app achievements is 1000, but there are no restrictions on the total points for all group achievements. After the merge, the total number of points for the app is still enforced. When an app is added to a group, the points remaining count is no longer displayed on the App Summary page.

After the merge, all of the group's achievement property values remain the same with the exception of the languages, which follow this rule:

- **Languages** If the app has a language of the same type as the group, the group's language is used. If the app has a language that the group doesn't have, the app's language is added to the group.

## Moving Leaderboards and Achievements

The options that iTunes Connect presents to you are dependent on your specific app and group data. You won't see options for types of assets that you don't have. If the group has no leaderboards or achievements, you can move your app's assets directly to the group. Otherwise, for each leaderboard and achievement, you choose whether to add or merge it with the group. If there are no available leaderboards or achievements to merge with, you need to add the leaderboard or achievement. Each group leaderboard and achievement ID needs to begin with the grp. prefix.

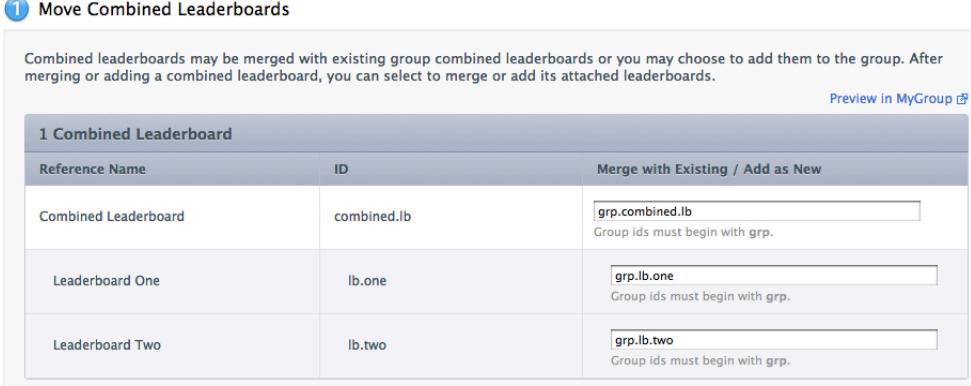
**Note:** If you don't have a type of asset, iTunes Connect doesn't display the controls to move that asset.

## To move app leaderboards and achievements to a group

- For each combined leaderboard, choose whether to merge or add it, and then move its attached leaderboards.

If the group has no leaderboards, the only option is to add the app's leaderboards to the group.

- To add a leaderboard, click Add (if visible) and enter a leaderboard ID (that begins with grp.) in the text field.

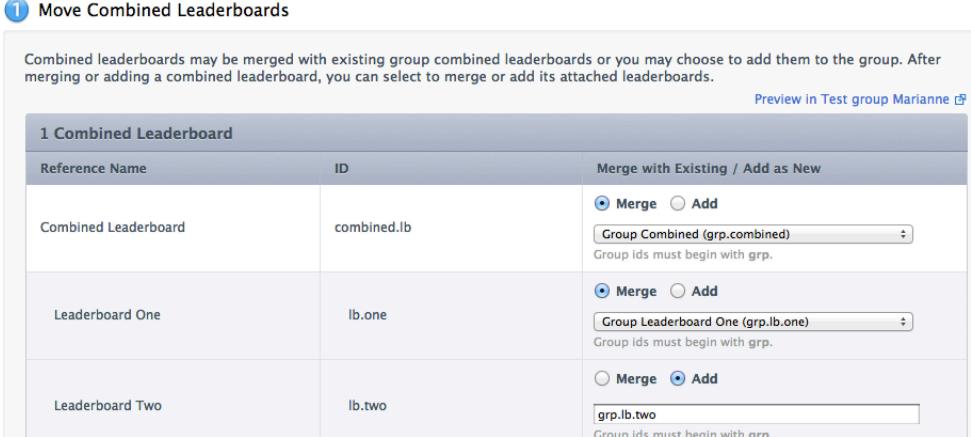
Move Combined Leaderboards

Combined leaderboards may be merged with existing group combined leaderboards or you may choose to add them to the group. After merging or adding a combined leaderboard, you can select to merge or add its attached leaderboards.

Preview in MyGroup 

1 Combined Leaderboard		
Reference Name	ID	Merge with Existing / Add as New
Combined Leaderboard	combined.lb	<input type="text" value="grp.combined.lb"/> Group ids must begin with grp.
Leaderboard One	lb.one	<input type="text" value="grp.lb.one"/> Group ids must begin with grp.
Leaderboard Two	lb.two	<input type="text" value="grp.lb.two"/> Group ids must begin with grp.

- To merge a leaderboard, click Merge and select a compatible group leaderboard from the Select Group Leaderboard menu.

Move Combined Leaderboards

Combined leaderboards may be merged with existing group combined leaderboards or you may choose to add them to the group. After merging or adding a combined leaderboard, you can select to merge or add its attached leaderboards.

Preview in Test group Marianne 

1 Combined Leaderboard		
Reference Name	ID	Merge with Existing / Add as New
Combined Leaderboard	combined.lb	<input checked="" type="radio"/> Merge <input type="radio"/> Add <select value="Group Combined (grp.combined)"><option>Group Combined (grp.combined)</option></select> Group ids must begin with grp.
Leaderboard One	lb.one	<input checked="" type="radio"/> Merge <input type="radio"/> Add <select value="Group Leaderboard One (grp.lb.one)"><option>Group Leaderboard One (grp.lb.one)</option></select> Group ids must begin with grp.
Leaderboard Two	lb.two	<input type="radio"/> Merge <input checked="" type="radio"/> Add <input type="text" value="grp.lb.two"/> Group ids must begin with grp.

If you merge a combined leaderboard, choose whether to merge or add its attached leaderboards before moving the next combined leaderboard to the group.

2. For each single leaderboard, choose whether to merge or add it.

Configure the leaderboards you want to merge first, and then configure the leaderboards you want to add.

To merge a leaderboard, click Merge and select a compatible group leaderboard from the Select Group Leaderboard menu. To add a leaderboard, click Add and enter a leaderboard ID (that begins with grp.) in the text field.

② 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.

Preview in test new group for kris

5 Single Leaderboards		
Reference Name	ID	Merge with Existing / Add as New
Touch Fighter HD Level 1	TFHD.LEVEL1	<input checked="" type="radio"/> Merge <input type="radio"/> Add Touch Fighter Level 1 (grp.TF.LEVEL1) Group ids must begin with grp.
Touch Fighter HD Level 2	TFHD.LEVEL2	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.TFHD.LEVEL2 Group ids must begin with grp.
Touch Fighter HD Level 3	TFHD.LEVEL3	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.TFHD.LEVEL3 Group ids must begin with grp.
Touch Fighter HD Level 4	TFHD.LEVEL4	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.TFHD.LEVEL4 Group ids must begin with grp.
Touch Fighter HD Level 5	TFHD.LEVEL5	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.TFHD.LEVEL5 Group ids must begin with grp.

3. For each achievement, indicate whether to add or merge the achievement.

Configure the achievements you want to merge first, and then configure the achievements you want to add.

To merge an achievement, click Merge and select a group achievement from the menu. To add an achievement, click Add (if visible) and enter an achievement ID (that begins with grp.) in the text field.

③ 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.

Preview in MyGroup 

2 Achievements			
Reference Name	ID	Points	Merge with Existing / Add as New
Gold star	TF.GOLDSTAR	10	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.YourAchievementID Group ids must begin with grp.
Silver star	TF.SILVERSTAR	50	<input type="radio"/> Merge <input checked="" type="radio"/> Add grp.YourAchievementID Group ids must begin with grp.

4. Click Continue.
5. Review the leaderboards and achievements that will move to the group.

For example, in the Moved Leaderboards section, the first column displays the app's leaderboards that are being added or merged with a corresponding group leaderboard displayed in the second column.

**Touch Fighter HD - Move to MyGroup**

**Confirm Your Changes**

**Moved Leaderboards**

App leaderboards linked with group leaderboards are listed below. After you confirm the move, all leaderboards will use the displayed group leaderboard ID.

Touch Fighter HD Leaderboards	Group Leaderboards
Combined Leaderboard combined.lb	→ Combined Leaderboard grp.combined.lb
Leaderboard One lb.one	→ Leaderboard One grp.lb.one
Leaderboard Two lb.two	→ Leaderboard Two grp.lb.two
	→ Touch Fighter Race grp.TF.RACE
	→ Touch Fighter Gold grp.TF.GOLD
Touch Fighter HD Lev... TFHD.LEVEL1	→ Group Touch Fighter L... grp.TF.LEVEL1
Touch Fighter HD Lev... TFHD.LEVEL2	→ Touch Fighter HD Lev... grp.TFHD.LEVEL2
Touch Fighter HD Lev... TFHD.LEVEL3	→ Touch Fighter HD Lev... grp.TFHD.LEVEL3
Touch Fighter HD Lev... TFHD.LEVEL4	→ Touch Fighter HD Lev... grp.TFHD.LEVEL4
Touch Fighter HD Lev... TFHD.LEVELS	→ Touch Fighter HD Lev... grp.TFHD.LEVELS

**Moved Achievements**

App achievements linked with group achievements are listed below. After you confirm the move, all app achievements will use the displayed group achievement ID.

Touch Fighter HD Achievements	Group Achievements
Gold star TF.GOLDSTAR	→ Gold star grp.TF.GOLDSTAR
Silver star TF.SILVERSTAR	→ Silver star grp.TF.SILVERSTAR

All changes are accurate.

[Go Back](#) [Save](#)

6. If you want to change the settings, click Go Back.
7. Otherwise, select “All changes are accurate.” and click Save.

## Managing Group Leaderboards and Achievements

After you create and add apps to a group, you can edit it from the Game Center Groups page.

### To edit an existing group

- At the bottom of the Manage Your Apps page, click Game Center Groups.

The screenshot shows a navigation bar with several links: Developer Guides (English, Japanese, Chinese Simplified), Application Loader (Download Application Loader, View Guide (English), Download Spreadsheet Example), Video Tutorials (Adding an App, Delivering Your Binary), and Manage Your Apps (Game Center Groups, iCloud Manage Display Sets, In-App Purchases Shared Secret). Below the navigation bar is a 'Go Back' button and a footer with links to Home, FAQs, Contact Us, Sign Out, Copyright information, Terms of Service, and Privacy Policy.

- In the Manage Existing Groups section, select the group you want to edit.

The screenshot shows the 'Manage Groups' interface. It includes a 'Create a New Group' section with instructions and a 'Manage Existing Groups' section. The 'Manage Existing Groups' section lists a single group named 'MyGroup' which is attached to three apps: Touch Fighter (iOS), Touch Fighter HD (iOS), and Touch Fighter Lite (iOS). There is also a search bar at the top of the list.

You use the same controls to edit group properties when you first create a group as you use later to edit an existing group.

### To edit group properties

- To change the reference name of the group, Click Edit in the Reference Name section.

The screenshot shows an 'Edit Reference Name' dialog box. It displays the current group reference name as 'MyGroup'. There is also an 'Edit' button next to the input field.

2. To change the default leaderboard of an app, click Edit in the Default Leaderboard column of the app's row, select a new default leaderboard, and click Save.

## Apps in this Group

3 Games						Search
	App Name	Apple ID	App Type	Default Leaderboard		
	Touch Fighter	123456789	iOS	<a href="#">Edit</a>	<a href="#">Delete</a>	
	Touch Fighter HD	123456789	iOS	<a href="#">Edit</a>	<a href="#">Delete</a>	
	Touch Fighter Lite	123456789	iOS	<a href="#">Edit</a>	<a href="#">Delete</a>	

If there is only one group leaderboard, you can't change the default leaderboard so click Cancel.



3. To add a leaderboard to the group, click Add Leaderboard in the Group Leaderboards section.

Follow the same steps to create a leaderboard for an app as described in "[To add a single leaderboard](#)" (page 172) except prepend the leaderboard ID with the grp. prefix.

## Group Leaderboards

Leaderboards						Search
Reference Name	Leaderboard ID	Type	Status			
Touch Fighter HD Time Challenge Small	grp.time_challenge	Attached	<a href="#">Delete</a>			
Touch Fighter HD Time Challenge Large	grp.time_challenge_large	Attached	<a href="#">Delete</a>			
Touch Fighter Level 1	grp.TF.LEVEL1	Single	<a href="#">Delete</a>			
Touch Fighter Overall Challenge	grp.TF.COMBINED	Combined	<a href="#">Delete</a>			

4. To add an achievement to the group, click Add Achievement in the Group Achievement section.

Follow the same steps to create an achievement for an app as described in "[To add an achievement](#)" (page 187) except prepend the achievement ID with the grp. prefix.

5. Click Done.

You follow the same steps to create and edit group leaderboards and achievements as you do for app leaderboards and achievements as described in “[Managing Leaderboards](#)” (page 174) and “[Managing Achievements](#)” (page 186). You can also create combined leaderboards owned by a group as described in “[Combining Leaderboards](#)” (page 178).

Group leaderboards and achievements can have an additional status called Not Live. If the status of a group leaderboard or achievement is Not Live, then it was live for an app and was moved to a group but not approved. See [Table 14-4](#) (page 171) and [Table 14-7](#) (page 187) for a description of all the status values.

## Testing Your App

Once you enable Game Center for your app and create single or group leaderboards and achievements, you are ready to test the app in sandbox. You can begin testing leaderboards and achievements without any additional setup even when your app belongs to a group. However, testing multiplayer compatibility requires some configuration.

After you are done testing leaderboards, remove the leaderboard test data before submitting the app.

### To delete leaderboard test data

1. Go to the Game Center page of your app.
2. In the Leaderboards section, click Delete Test Data.

This operation submits a request to Apple to delete your test data. Requests are usually processed within one day and can not be undone.

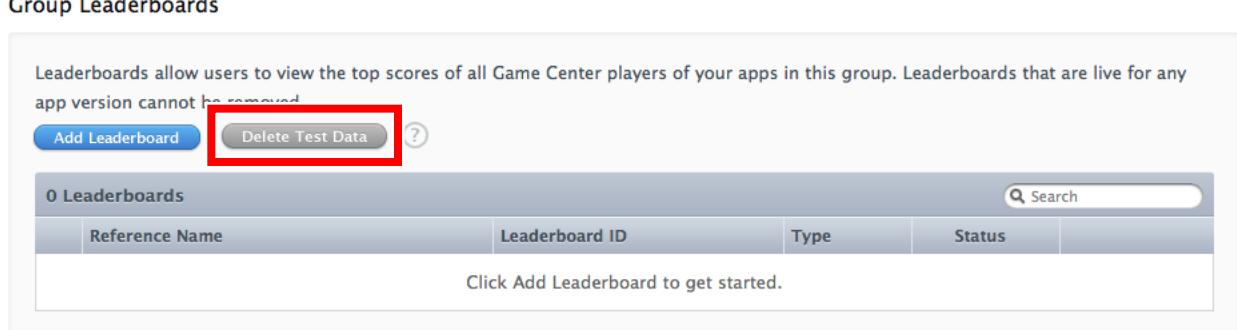
Group Leaderboards

Leaderboards allow users to view the top scores of all Game Center players of your apps in this group. Leaderboards that are live for any app version cannot be removed.

Add Leaderboard   **Delete Test Data**   ?

Reference Name	Leaderboard ID	Type	Status

Click Add Leaderboard to get started.



## Multiplayer Compatibility Testing

Multiplayer compatibility settings determine which versions of your app are compatible—that is, they determine which users running different versions of your app can play together in Game Center. You access the multiplayer compatibility settings through the Version Details page of your app. There is no additional setup required to test versions of the same app. Only if you are testing multiple apps playing together, go to the Version Details page and add the apps you want to test to the multiplayer compatibility list. Later, when you are ready to submit your app, you'll follow these same steps to select the versions of your app that are multiplayer compatible.

### To change set multiplayer compatibility settings

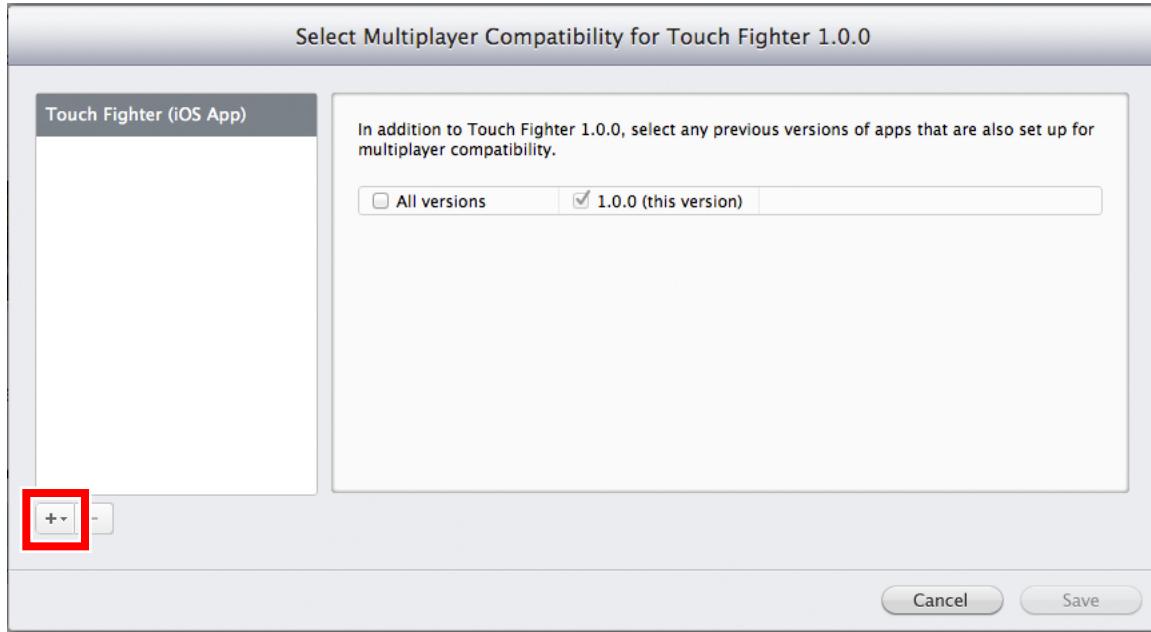
1. On the main iTunes Connect page, click Manage Your Apps.
2. Click your app to go to the App Summary page.
3. In the Versions section, click View Details.

The screenshot shows the 'Versions' section of the iTunes Connect interface. It displays the 'Current Version' (Version 1.1.3, Status: Prepare for Upload, Date Created: Nov 29, 2011). Below the version details are two buttons: 'View Details' and 'Add Version'.

4. In the Multiplayer Compatibility section of the Game Center section, click Edit.

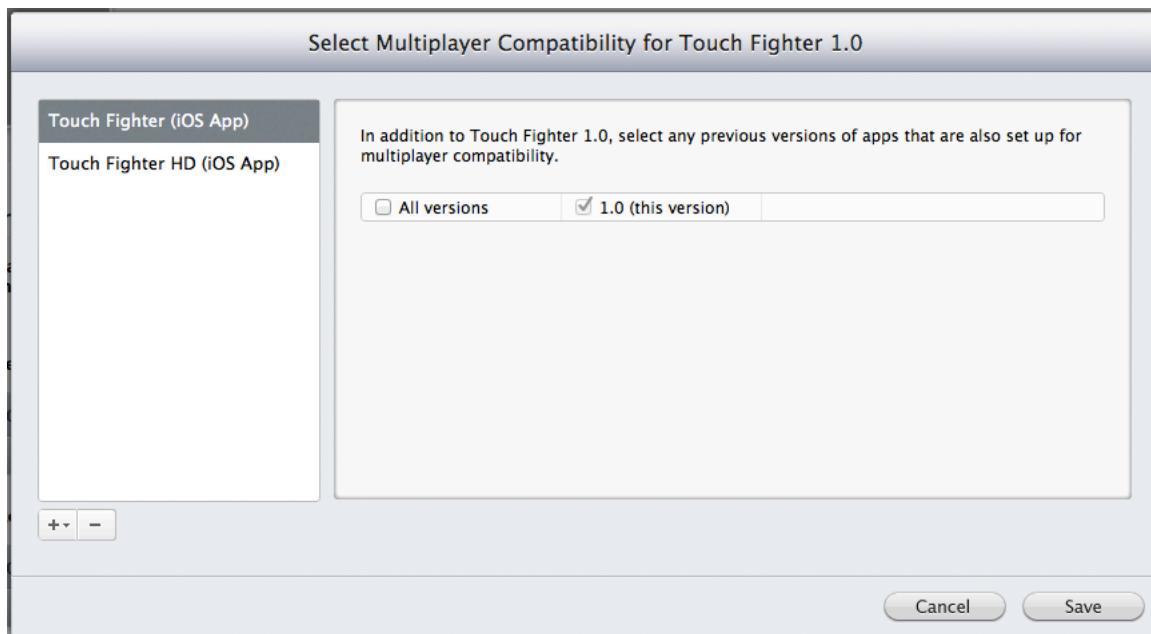
The screenshot shows the 'Game Center' section of the iTunes Connect interface. Under the 'Multiplayer Compatibility' heading, it says '1 Versions Selected'. A table below lists the selected version: 'App Name' (My Application Name (iOS App)) and 'Versions' (All Versions (including this one)).

- To add a multiplayer app, select an app from the Plus menu (located below the list of apps).



The Plus menu displays the name and platform for each app you can add.

- To delete a multiplayer app, select the app from the list and click the Minus button.



- To select previous versions of an app, select the app and select the versions of the app that are multiplayer compatible in the detail view on the right.

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**Note:** Perform this step before you submit your app to the App Store. If you are testing, you don't need to select versions of the app because all versions are compatible when sandbox testing.

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Only versions of the app that are Game Center enabled are shown in the detail view.

8. Click Save.

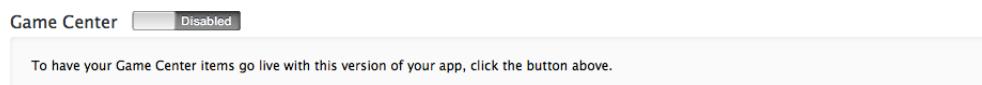
## Distributing Game Center Apps

You can enable a version of your app for Game Center at the time you submit your app to the App Store. At this time you can select which leaderboards and achievements you want to submit with that version of your app. Also, you can select which apps and versions that you want your app to be compatible with.

If you use the multiplayer compatibility feature, you also need to select the apps that are compatible with this version of your app on the Version Details page.

### To enable a version of your app for Game Center

1. Log in to iTunes Connect using your Apple ID user name and password.
2. Click Manage Your Apps.
3. Click the app you want to manage.
4. In the Versions section, click View Details next to the version you want to edit.
5. In the Game Center section, click Disabled.



6. If you have leaderboards to submit with this version of your app, edit the leaderboard information as follows.

- a. Click Edit in the Leaderboards section.

The screenshot shows the Game Center distribution interface. At the top, there is a "Game Center" header with an "Enabled" button. Below it are three main sections: "Leaderboards", "Achievements", and "Multiplayer Compatibility".

- Leaderboards:** Shows "0 of 0 Selected to submit (25 of 25 Leaderboards Remaining)". It has columns for "Reference Name", "Leaderboard ID", and "Type".
- Achievements:** Shows "0 of 0 Selected to submit (1000 of 1000 Points Remaining)". It has columns for "Reference Name", "Achievement ID", and "Points".
- Multiplayer Compatibility:** Shows "1 Versions Selected". It has columns for "App Name" and "Versions".

- b. Select the leaderboards you want to submit.

This is a modal dialog titled "Select Leaderboards". It contains instructions: "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." At the top right are "Select All" and "Deselect All" buttons. Below is a table with columns "Reference Name", "ID", and "Type". Three checkboxes are present next to the first three rows, all of which are currently unchecked.

	Reference Name	ID	Type
<input type="checkbox"/>	Touch Fighter Level 1	TF.LEVEL1	Single
<input type="checkbox"/>	Touch Fighter Level 2	TF.LEVEL2	Single
<input type="checkbox"/>	Touch Fighter Level 3	TF.LEVEL3	Single

At the bottom are "Cancel" and "Save" buttons.

- c. Click Save.

7. If you have achievements to submit with this version of your app, edit the achievements section as follows.
  - a. Click Edit in the Achievements section.
  - b. Select the achievements you want to submit.
  - c. Click Save.
8. If you have apps to add to the multiplayer compatibility list or want to change the versions, click Edit in the Multiplayer Compatibility section.  
Follow the same steps described in ["To change set multiplayer compatibility settings"](#) (page 203).
9. Click Ready to Upload Binary.

If a version of your app was previously approved, you can no longer disable Game Center for all versions of your app. Instead, you must change Game Center properties for each version of your app separately. If you disable a version of your app for Game Center, it may change the multiplayer compatibility settings described in [“Multiplayer Compatibility Testing”](#) (page 203).

### To disable a version of your app for Game Center

1. Go to the details page of the app version you want to edit.
2. In the Game Center section, click Enabled.

Occasionally, you may need to submit a version of your app without groups and multiplayer compatibility enabled (perhaps you need to fix a bug but are not ready to release the groups and multiplayer compatibility version yet). To do this, you need to remove the app from the group and deselect the versions of the app or any additional apps you added from the multiplayer compatibility settings. Refer to [“Creating and Editing Groups”](#) (page 191) for how to remove an app from a group and [“Multiplayer Compatibility Testing”](#) (page 203) for how to change the multiplayer compatibility settings.

# iAd Network

The iAd Network provides an automated and intuitive environment for you to easily incorporate iAd rich media ads into your iOS apps. Through the iAd Network, you have the opportunity to earn revenue through ads in your app. You can also monitor performance and track revenue within the iAd Network module on the iTunes Connect homepage for your app.

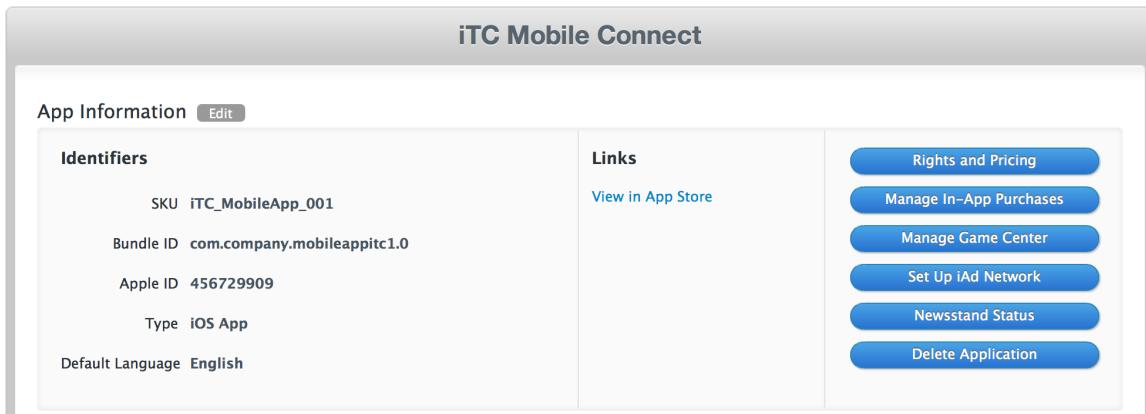
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**Note:** The iAd Network is not available for Mac apps.

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## Setting Up iAd Network

From your app page, clicking on the Set Up iAd Network button allows you to enable your app for iAd ads.



The screenshot shows the 'iTCA Mobile Connect' interface. On the left, there's a sidebar titled 'App Information' with an 'Edit' button. Below it, under 'Identifiers', are listed: SKU 'iTCA\_MobileApp\_001', Bundle ID 'com.company.mobileappitc1.0', Apple ID '456729909', Type 'iOS App', and Default Language 'English'. To the right of this is a 'Links' section with a 'View in App Store' link. On the far right, there's a vertical sidebar with several blue buttons: 'Rights and Pricing', 'Manage In-App Purchases', 'Manage Game Center', 'Set Up iAd Network' (which is highlighted in yellow), 'Newsstand Status', and 'Delete Application'.

This button appears for your apps only if you have agreed to the iAd Network contract in the Contracts, Tax, and Banking module in iTunes Connect.

The screenshot shows the 'Contracts, Tax, and Banking' screen. In the 'Request Contracts' section, there is a table with two rows. The first row has 'World' in the Contract Region column, 'iAd Network' in the Contract Type column, and a 'Request' button in the last column. The second row has 'All' in the Contract Region column, 'iOS Paid Applications' in the Contract Type column, and a 'Request' button in the last column. Both rows are highlighted with an orange border. Below this is a section titled 'Contracts In Effect' with a table showing one entry for 'World' with 'iOS Free Apps' as the contract type. At the bottom right of the screen is a 'Done' button.

To enable your app for iAd rich media ads, click the Set Up iAd Network button and then click Enable iAds. After your app has been submitted, iAd cannot be disabled. To remove ads from an app, you must submit a new binary with ad functionality removed.

The dialog box is titled 'Enable iAd Advertising Network'. It contains a message about the iAd Network and its revenue opportunities, followed by a note that once saved, iAd cannot be disabled. At the bottom are 'Cancel' and 'Save' buttons, with 'Save' being highlighted.

After you have enabled at least one app for iAd ads, you see the iAd Network module on your iTunes Connect homepage. In this module, you set your iAd preferences and track performance.

**Important:** You must enable your app for iAd ads before submitting the app for review.



[Grow Your Business With iAd](#)

Monetize your apps and drive downloads.

Within the iAd Network, you can set up your iAd preferences to help determine which type of ads are served to your app.



**Welcome to the Apple Ad Network**

**Configure Your Ad Preferences**  
With a few simple steps, the iAd Network lets you control the type of ads that appear in your apps. To ensure the best experience for your users, you can fine tune your preferences by excluding specific destination URLs, ad content, Apple IDs, or advertisers.

**Monitor Performance and Revenue**  
Quickly and easily monitor your ad performance by application or country, with customizable views of your data. Then you can use these insights to maximize your revenue.

**Keep Up With Important Information**  
You'll be immediately notified by email if there are any issues affecting the ads in your apps. We'll also keep you up-to-date about any new programs or product releases. All of these messages will also be collected here on the Messages tab so you can always find them.

[Continue](#)

For more detailed information on the iAd Network, click the FAQs link (located at the bottom of every page in iTunes Connect) and then click iAd Network.

For more detailed information on navigating the iAd Network module to monitor your revenue and performance, contact the iAd Network Support Team by visiting the Contact Us section of iTunes Connect and accessing the following routing:

iAd Network > General iAd Network Questions > General iAd Network Inquiry

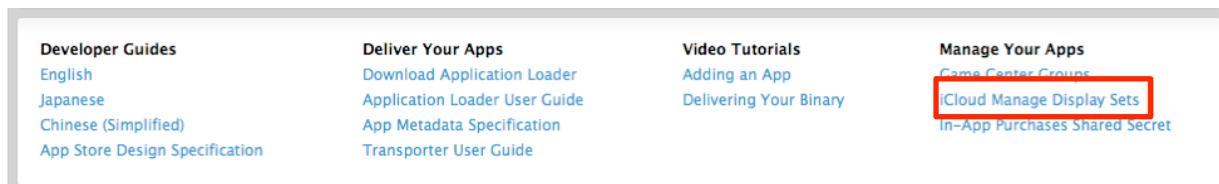
# iCloud Display Sets

Your apps can use iCloud storage to store related documents and data. The documents and data are stored in folders called *display sets*. Multiple apps may reference and store their data in one display set. To set up an app for mobile storage, you first need to set up a display set in iTunes Connect.

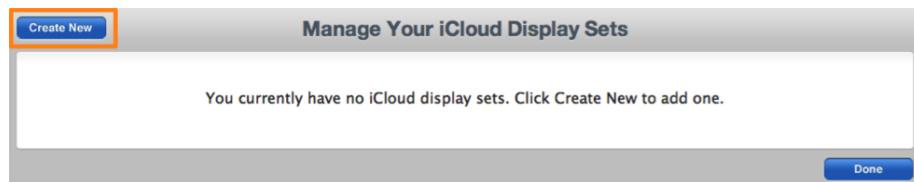
**Note:** iCloud Display Sets are available in iOS 5.0 and OS X 10.7.2 and later.

## Creating iCloud Display Sets

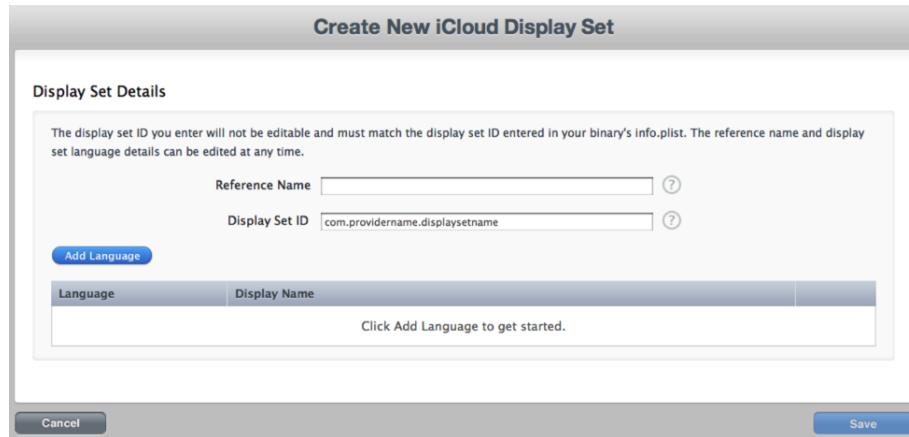
To create a new display set, access the iCloud Display Sets page from the Manage Your Apps module. The iCloud Manage Display Sets page is located in the footer of the page, in the Manage Your Apps section. Click Manage Display Sets.



To create a new display set, click Create New.



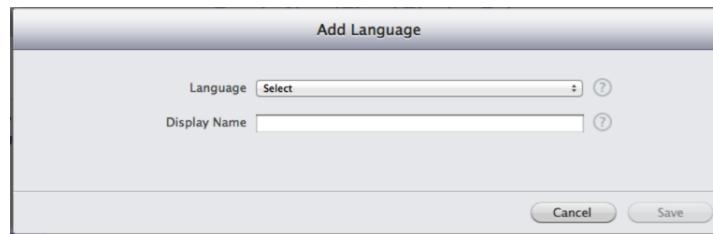
For each display set, you must enter a reference name and a display set ID.



The reference name is an internal name that will be displayed in iTunes Connect only and will not be seen by customers. The reference name must be at least 2 characters and can be no longer than 255 bytes, assuming single-byte characters.

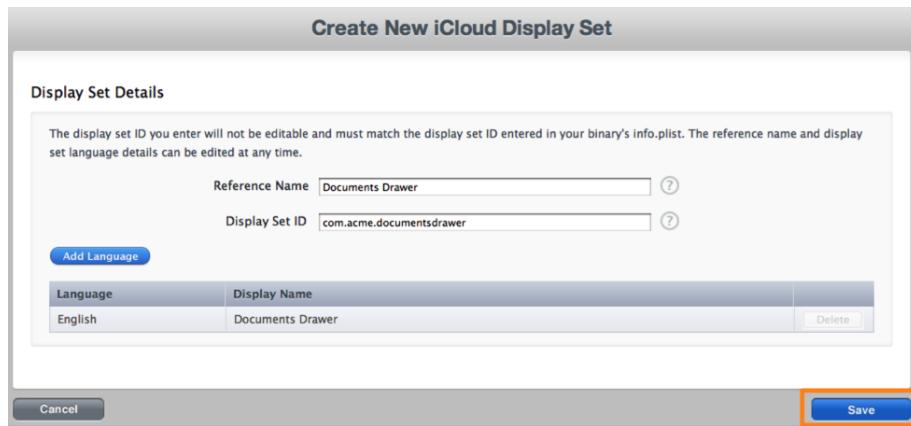
The display set ID is a unique identifier used to attach your app to a display set. The display set ID you enter here must match the `NSUbiquitousDisplaySet` key you specify in your binary's `Info.plist` file for all apps you want to attach to this display set. This string must be a uniform type identifier (UTI) and can contain only alphanumeric characters, hyphens, and periods. The string should also be in reverse-DNS format and cannot end in `.test.`)

After you have set up the reference name and display set ID, you can set up localizations for the display set by clicking Add Language.



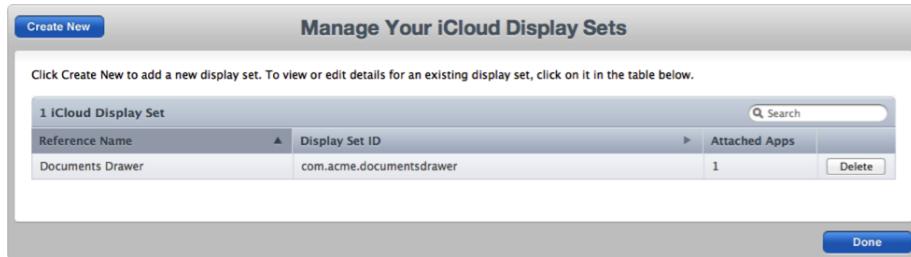
To add a localization, select the language in which the display name will be shown from the Language drop-down menu and enter the name for the display set as it will be seen by customers in the Display Name field. The display name must be at least 2 characters and can be no longer than 75 bytes, assuming single-byte characters. To add the localization, click Save.

To finish creating the display set, click Save again.



## Managing iCloud Display Sets

After you have created one or more display sets, they appear listed in a table from the Manage Display Sets page. The table lists each display set, the reference name, the display set ID, and the number of apps attached to it. You have the option of deleting a display set if it has no apps attached to it. To edit or view a display set's details, click it in the list.



# Catalog Reports

With the Catalog Reports feature, you receive a tab-delimited report on all of your leaderboards, achievements, apps, and In-App Purchases. Use these reports to view all of your leaderboards, achievements, apps, and In-App Purchases and to get detailed information about each.

## Request a New Catalog Report

You create a new catalog report through your iTunes Connect home page. You see the Catalog Reports icon only if your assigned role is allowed to request catalog reports. See “[Managing Users](#)” (page 36) for details on assigned roles. You can request a leaderboard, achievement, app or an In-App Purchase report. No combined report is available.

### To request a new catalog report

1. Log in to iTunes Connect.
2. On the Home page, click Catalog Reports.



3. Click the Request New Reports button.
4. Select the type of report.
5. Click the Request New Reports button.

**iTunes Connect Catalog Reports**

**Request Catalog Reports**

Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files. To change your email address, go to the [Manage Users](#) module.

**Select Reports**

Receive a tab-delimited text file of your content and its status in the iTunes Store.

**Catalog Reports**

Apps  
 In-App Purchases  
 Game Center Leaderboard Metadata  
 Game Center Achievement Metadata

After you request a new report, a thank-you screen lets you know you will receive an email when the report is ready to be downloaded.

After the report request has been processed, you receive an email from iTunes Connect letting you know that the report is ready for download.

## Viewing a Catalog Report

After a request for a new report has been generated and processed, you can download the report for viewing. The downloaded report is a tab-delimited .txt file that is saved in your download directory.

### To download a Catalog Report

1. Log in to iTunes Connect.
2. On the Home page, click Catalog Reports.



3. Click the “Available for download” link associated with the desired report.

iTunes Connect Catalog Reports Tom Clark, XX Sign Out

Download Catalog Reports

Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files.

You will be sent an email once your report is available for download. You can update your email address in the [Manage Users](#) module.

5 Report(s)		Show 10 items/page (max 200)	
Date Requested	Requested By	Report Type	Status
Jul 03, 2012 09:57	tclark3@mac.com	In-App Purchases	Ready to Process
Jun 25, 2012 09:35	tclark3@mac.com	Apps	Ready to Process
Jun 21, 2012 10:17	mruiz2@mac.com	In-App Purchases	Available for download
Jun 12, 2012 16:14	mruiz2@mac.com	In-App Purchases	Failed
Jun 12, 2012 16:14	mruiz2@mac.com	Apps	Failed

If your report status is Failed, [contact us](#) for assistance.

[Request New Reports](#) [Done](#)

4. Open the file using your preferred spreadsheet app.

## Catalog Report Information

After requesting and downloading your catalog report, open the report in your preferred spreadsheet app. Opening the file with your preferred spreadsheet app creates a document with the titles at the top and each entry as its own record. You can sort the data and quickly find the information you are looking for.

### App Catalog Report

The app-specific catalog report provides a listing of all of the apps associated with your Apple ID and includes the information in Table 17-1.

Table 17-1 App-specific catalog report column definitions

Column name	Common name	Description
APPLE_ID	Apple ID	The unique Apple ID assigned to your app.
APP_NAME	App Name	The name of your app. This name must be between 2 and 255 characters long, assuming single-byte characters. <b>Note:</b> It is recommended that you use no more than 70 characters for apps on the Mac App Store and no more than 35 characters for apps on the iOS App Store.
APP_TYPE	App Type	Denotes what operating system your app is found on. Can be iOS App or Mac OS X App.
PRIMARY_LANGUAGE	Primary Language	The primary language for your app. Your metadata and assets are displayed in this language in all App Stores worldwide unless you specify individual localizations.
SKU	SKU	A unique UTF-8 alphanumeric identifier for your app. This identifier must be unique to your developer account and cannot be edited after it is submitted.
VERSION_STRING	Version String	The version of your app.
ITC_STATUS	iTC Status	The current status of your app on the App Store. See <a href="#">Table 9-1</a> (page 83) for a list of statuses.

Column name	Common name	Description
LATEST_STATUS_CHANGE_DATE	iTC Status Change Date	The date on which the app status last changed.
RATING	Rating	The age rating assigned to your app. This rating is used by parental controls and provides a guideline on the suitability of an app. The four age rating categories are 4+, 9+, 12+, and 17+.
PRIMARY_GENRE	Primary Category	The primary category used by the App Store to list your app. See " <a href="#">Choosing Primary and Secondary Categories</a> " (page 53) for a list of categories.
SECONDARY_GENRE	Secondary Category	The secondary category used by the App Store to list your app. See " <a href="#">Choosing Primary and Secondary Categories</a> " (page 53) for a list of categories.
COUNT_IN_APP_APPROVED	Count of Approved In-App Purchases	Provides the number of In-App Purchases that have been approved for sale for your app.
BUNDLE_IDENTIFIER	Bundle ID	The unique app identifier you have registered with Apple. Bundle IDs are specific to iOS and OS X. You cannot use the same ID for both iOS and Mac apps.
BUNDLE_VERSION	Bundle Version String	The version of the bundle.
BUNDLE_DEVICE_FAMILY	Device Family	The iOS devices that the app works on. Valid devices are: iPhone Only, iPad only, or Universal.  <b>Note:</b> If the app has the "Prepare for Upload" status or is a Mac app, this entry is blank.
MINIMUM_OS_VERSION	Minimum OS	The minimum operating system required for this app to work.

Column name	Common name	Description
BUNDLE_LOCALIZATIONS	Bundle Localizations (.lproj folders)	A list of languages that the bundle has localization information for.
PRE_RENDERED_ICON	Prerendered Icon Setting	Specifies whether the iOS app has a prerendered icon. A 'Y' in the column means it is prerendered.  <b>Note:</b> This field is used by iOS apps only.
CURRENT_PRICE_TIER	Current Price Tier	Shows the current price tier of the app in the App Store.
iAD_ENABLED	iAd Enabled	Denotes whether or not iAd is enabled. A "Y" in the column means it is enabled.
GAME_CENTER_ENABLED	Game Center Enabled	Denotes whether or not Game Center is enabled. A "Y" in the column means it is enabled.
NEWSSTAND_ENABLED	Newsstand Enabled	Denotes whether or not Newsstand is enabled. A "Y" in the column means it is enabled.
APPROVED_LEADERBOARD_COUNT	Count of Approved Game Center Leaderboards	Shows the number of leaderboards the app contains that have been approved.
APPROVED_ACHIEVEMENT_COUNT	Count of Approved Game Center Achievements	Shows the number of achievements the app contains that have been approved.
List of languages	Added Localizations	Shows the languages the app has been localized for. A "Y" in a column denotes that the app has been localized for that language. If the column is blank, it has not been localized.

Column name	Common name	Description
List of country codes	Territory Clearances	Shows the App Store territories the app is listed in. A "Y" denotes that the app is listed as being for sale in that territory. If the column is blank, the app is not available in that territory.

## In-App Catalog Report

The in-app-specific catalog report provides a listing of all of the In-App Purchases associated with your Apple ID. Table 17-2 provides a list of all of the information provided in the report.

Table 17-2 In-App-specific catalog report column definitions

Column name	Common name	Description
Apple_ID	In-App Purchase Apple ID	The unique Apple ID assigned to your In-App Purchase.
REFERENCE_NAME	In-App Purchase Reference Name	The reference name that is displayed in iTunes Connect. This name is not displayed in the App Store and can be no longer than 255 characters, assuming single-byte characters.
PRODUCT_ID	In-App Purchase Product ID	A unique identifier used for reporting. This name can be up to 255 (single-byte) characters long and is not reusable.
ADDON_TYPE	In-App Purchase Type	The type of In-App Purchase. The type can be one of the following: Consumable, Non-Consumable, Free Subscription, Non-Renewing Subscription, or Auto-Renewable Subscription.
ADDON_ITC_STATUS	In-App Purchase iTunes Connect Status	The current state of the In-App Purchase.
CURRENT_PRICE_TIER	Current In-App Purchase Price Tier	The pricing tier associated with the In-App Purchase.

Column name	Common name	Description
AUTO_RENEWABLE_DURATION	Auto-Renewable Duration	The length of time between auto-renewals. The duration can be 7 days, 1 month, 2 months, 3 months, 6 months, or 1 year.
FREE_TRIAL_DURATION	Free Trial Duration	The length of time of the free trial.
MARKETING_OPTIN_INCENTIVE_DURATION	Marketing Opt-In Incentive Duration	Denotes whether there is a free subscription extension if the user opts in to share their contact information with you for marketing purposes.
CLEARED_FOR_SALE	Cleared for Sale Setting	Denotes whether you set the In-App Purchase for sale. If "N" is in the column, the In-App Purchase is not available for purchase within the app.
APP_NAME	App Name (Parent App)	The name of the app that the In-App Purchase is associated with.
APP_APPLE_ID	App Apple ID (Parent App)	The Apple ID of the app that the In-App Purchase is associated with.
List of languages	Added Localizations	The languages the In-App Purchase is localized for. A "Y" in a column denotes that the app has been localized for that language. If the column is blank, the app has not been localized.

## Leaderboard Catalog Report

The leaderboard-specific catalog report provides a listing of all of the leaderboard associated with your Apple ID. Table 17-3 provides a list of all of the information provided in the report.

**Table 17-3** Leaderboard-specific catalog report column definitions

Column name	Common name	Description
APP_APPLE_ID	Apple ID	The unique Apple ID assigned to your app.
REFERENCE_NAME	Leaderboard Reference Name	An internal name that must be provided for each leaderboard. iTunes Connect uses this name when you search for a leaderboard.
APP_NAME		The name of your app. This name must be between 2 and 255 characters long, assuming single-byte characters.  If the leaderboard is in a group, all associated app names are included in the App Name column.
LEADERBOARD_ID	Leaderboard ID	A chosen alphanumeric identifier for the leaderboard. The identifier is limited to 100 characters, assuming single-byte characters.
SCORE_FORMAT_TYPE	Score Format Type	The type of format that scores for this app are expressed in the leaderboard.
Display_Order	Display Order	The order that the leaderboard appears on the device.
SORT_ORDER	Sort Order	The order that scores are sorted on the leaderboard. Scores can go from low to high or high to low.
MIN_SCORE_RANGE	Score Range	The minimum allowable score for the leaderboard. Defined by a 64-bit signed integer with a minimum value of -2^63. If entered, then the MAX_SCORE_RANGE must be entered and must be a different number.
MAX_SCORE_RANGE	Score Range	The maximum allowable score for the leaderboard. Defined by a 64-bit signed integer with a minimum value of 2^63 - 1. If entered, then the MIN_SCORE_RANGE must be entered and must be a different number.
PARENT_LEADERBOARD		Displays the Leaderboard Reference Name of the parent combined leaderboard.

Column name	Common name	Description
LEADERBOARD_TYPE	In Review Live Not Live	The current status of the leaderboard. The following definitions apply for each status: <ul style="list-style-type: none"> <li>• Leaderboard was submitted to Apple.</li> <li>• Leaderboard was approved.</li> <li>• Leaderboard was previously live, but has been moved to a group and has not yet been approved. Only applicable to group leaderboards.</li> </ul>
IS_DEFAULT	Default	The first leaderboard that the user sees on their device.
GROUP	Group Reference Name	An internal name for a group of leaderboards.
LEADERBOARD_TYPE	Single Combined Attached	The type of leaderboard. The following definitions apply for each type: <ul style="list-style-type: none"> <li>• A single leaderboard that is not combined with other leaderboards.</li> <li>• A leaderboard that combines and ranks players from multiple single leaderboards.</li> <li>• A single leaderboard that is combined with other leaderboards. Leaderboards of this type are children of combined leaderboards.</li> </ul>
LOCALIZATIONS	Languages	A comma-separated list of all of the languages that have been set up for the leaderboard.

## Achievement Catalog Report

The achievement-specific catalog report provides a listing of all of the achievements associated with your Apple ID. Table 17-4 provides a list of all of the information provided in the report.

Table 17-4 Achievement-specific catalog report column definitions

Column name	Common name	Description
APP_APPLE_ID	Apple ID	The unique Apple ID assigned to your app.

Column name	Common name	Description
REFERENCE_NAME	Achievement Reference Name	An internal name that must be provided for each achievement. iTunes Connect uses this name when you search for a leaderboard.
APP_NAME		The name of your app. This name must be between 2 and 255 characters long, assuming single-byte characters.  If the achievement is in a group, all associated app names are included in the App Name column.
ACHIEVEMENT_ID	Achievement ID	A chosen alphanumeric identifier for the achievement. The identifier is limited to 100 characters, assuming single-byte characters.
Display_Order	Display Order	The order that the achievement appears on the device.
POINTS_VALUE	Point Value	The number of points that the achievement is worth, with a maximum of 100 points per achievement and 1000 points per app.
IS_HIDDEN	Hidden	Achievements marked as HIDDEN are not displayed until the user achieves them.
IS_RECYCLABLE	Achievable More than Once	Indicates whether an achievement can be earned multiple times.
GROUP	Group Reference Name	An internal name for a group of achievements.
ACHIEVEMENT_STATUS	In Review Live Not Live	The current status of the achievement. The following definitions apply for each status: <ul style="list-style-type: none"> <li>• Achievement was submitted to Apple.</li> <li>• Achievement was approved.</li> <li>• Achievement was previously live, but has been moved to a group and has not yet been approved. Only applicable to group achievements.</li> </ul>
LOCALIZATIONS	Languages	A comma-separated list of all of the languages that have been set up for the achievement.

# Best Practices

Follow these best practices to get the most out of the App Store and increase your app's potential for success. Learn how to effectively use the App Store to your advantage and learn some important dos and don'ts for managing your apps successfully. The App Store is a highly competitive, vibrant, and constantly evolving digital marketplace where success requires a thoughtful strategy and a desire to delight users.

## Use the App Store to Your Advantage

To fully use the App Store, you want to make sure your app is easily discoverable. Take advantage of the tools provided in iTunes Connect to effectively manage your app to aid with discoverability. Do this by creating a powerful presentation for your app on the App Store using compelling metadata and by thinking globally.



## Discoverability

One of the most important factors to a successful app is making sure that customers can find it on the App Store.

**Your App Store presence is key to achieving downloads.** Carefully choose your app name and category. Focus on all aspects of your presentation to potential users: most importantly after developing a great app is your app icon, screenshots, and description. Create a clear product definition that is thoughtful and succinct. Ensure your overall presentation reflects this definition. Present a professional and authentic tone in all communications.

**Create compelling artwork.** An important aspect to making your app stand out in the App Store is to have compelling artwork and screenshots that show your product in the best light. Users are immediately drawn to beautiful icons and screenshots that show the capability of the app. In fact, users of Apple apps expect gorgeous icons.

**The App Store is editorially driven.** Apps are chosen for promotion purely on the merits of the app. There is no advertising. Apple takes care to present apps that provide a great user experience, are designed for the platform, and present beautifully on and off the App Store.

**The app market is evolving.** Keep your finger on the pulse of the App Store by downloading and using apps everyday. Read reviews to learn what users care about. Research your competition and consider the best strategy for your app. Every app is unique, so many business models are successful across the categories on the App Store, including Free (completely), Premium (one-time payment), Freemium (free with In-App Purchase) and Paymium (paid with In-App Purchase). Price thoughtfully and offer a strong value proposition.

**Think globally.** The App Store is available in over 150 countries, so localize your app and metadata into local languages to attract downloads. Customers prefer to browse and shop in their native languages; be clear in your localized description which languages your binary supports. See "["Appendix C: App Store Territories"](#)" (page 243).

**Localize properly.** When providing translations for your app description, app name, and keywords, localize professionally or not at all. Do not use online translators or translator widgets. Remember that bad translations, even though they may be funny, can do more harm than good. When you localize your app, put all of the localizations in a single binary. And last but not least, be aware of cultural sensitivities. Should you need assistance with translations, Apple recommends browsing the services of these [third party localization vendors](#).

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**Note:** Apple is providing links to these localization vendors as a courtesy and makes no representations of any kind regarding such vendors, including with respect to any information or localization services. Any questions, complaints or claims regarding such vendors must be directed to the appropriate localization vendor, and under no circumstances will Apple have any liability for your use of such vendors or services.

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## Elements on the App Store

### App Names

Your app name is how users will search for your app. A name that is simple and easy to remember will yield more successful search results. Choose a descriptive app name that reflects what your app does and is distinct and appropriate. Keep app names as short and concise as possible.

- Fewer than 25 characters is recommended for best presentation.

- Pay particular attention to how app names appear when viewed on the App Store on iPhone/iPod touch and iPad.
- Don't append descriptive text to your app name. For example "My Weather - real-time radar, temperature, wind and cloud patterns" is too long. The app name is better as simply "My Weather". Reserve descriptive text for your app description.
- Ensure your app name does not violate the trademark or rights of a third party. For example "iPhone Sports News" would be inappropriate, because "iPhone" is an Apple trademark.

Most importantly, a customer should instantly associate the name and icon in the App Store with the name and app icon that installs on their devices after purchase or download.

If your app's name in iTunes Connect is, for example, "Coraline's Creative Cajun Cooking," good choices for short names for devices might be CreativeCajun or CajunCooking or Coraline's, because they directly evoke the long name—but not Good Eats, Louisiana, or Comfort Food, which do not.

For more information on preparing your icons for Mac apps, read *iOS Human Interface Guidelines* and *OS X Human Interface Guidelines*.

## Categories

One important aspect of discoverability is the primary category you assign to your app. For users browsing the App Store, this is the category in which your app is listed. Make sure to carefully choose the category that best describes the main function of your app. All category submissions are reviewed by Apple.

The secondary category for apps is recommended to maximize the app's discoverability on the App Store. Having your app appear in two categories is better than only one.

## Icons

Keep your app icon iconic. The icon is the face of your app to users, so it must be memorable and present well at a small size. Memorable icons are clean and simple, showing only one visual. They are immediately recognizable and bring your app to mind.

To create great icons, follow these guidelines:

- Make the icon appropriate for your app.
- Create a simple icon that is consistent with the design of your app.
- Make the icon legible (even at small sizes).
- Don't scale up images from smaller artwork.
- Avoid using words in your icon.
- Ensure small and large icons are consistent.

- Don't clutter your icons with *free* or *sale* messages.
- Never include pricing information.
- Don't brand your icons with company logos; the space is too small to be effective and the additional images clutter the presentation of the main image.
- Consider cultural sensitivities and use universal imagery.
- Don't be afraid to consult a professional graphic designer.

For overall design assistance, consult *iOS Human Interface Guidelines* or *OS X Human Interface Guidelines*.

When your icons appear in the App Store and on a device, rounded corners and shine are added automatically. For iOS apps, if you are confident in your own shine-adding abilities, you can turn off the automatic shine using the `shine` parameter (the `UIPrerenderedIcon` key) within your submitted binary for the device home screen, the App Store, and the App Store on the device. (Be sure to correctly specify the desired shine to get the intended final results.) The `shine` parameter is not respected for Mac apps.

Your Icon:



Automatically Rounded:



Shine Automatically Applied:



## Screenshots

One of the most important elements to discoverability is your screenshots. Create compelling and visually stunning screenshots. Place the best screenshot first. Show the actual pixels of your app, using the full screen, without graphics or borders around the image. Focus on showing the app as users will experience when interacting with your app.

When creating screenshots to be posted to the App Store, follow these general guidelines:

- Make sure the content is legible and appropriate.
- Don't place the screenshot inside an Apple device image.
- Always remove the status bar from screenshots.
- Use all five screenshots to tell the story of your app.
- Don't combine multiple app screens in the area designed for a single app screen.
- Take screenshots on the target device (not on Simulator). To do this, hold down the Power button and press the Home button. The screenshot is saved to the Camera Roll.
- Avoid overworking the screenshots with marketing messages and additional graphic treatments.
- Only add minimal graphic overlays when it is necessary to explain the image.
- Don't forget to localize screenshots. Before taking the screenshots, set the iPhone or iPad language by going to Settings > General > International > Language.
- Consider cultural sensibilities and restrictions.

The first screenshot will appear as a search result on the device App Store on iPhone and iPad.

## Marketing Description

Write a clear, concise, and informative app description. The first few lines are the most important area you have to describe your app. It's your chance to make a great first impression. Focus on functionality and design of your app from a user viewpoint. Describe what makes your app special and specify what features separate your app from others.

To provide the best possible description:

- Include a brief opening paragraph or two and a short bulleted list of main features.
- Localize for international markets where appropriate.
- Only include user reviews, accolades, or testimonials at the end, if at all.
- The Marketing Description is not easily actionable. Don't include lengthy URL's or other call-to-action messaging.

## Best Practices

### Use the App Store to Your Advantage

- Use line breaks and bullets to enhance legibility. Don't add extra white space between text or lengthen your description unnecessarily.
- Be aware of the App Store screen size and of what is visible when the description is showing.



Make sure these content areas are filled in properly:

- **Copyright Holder.** Should read, for example, © 2013 Acme Inc. (The App Store adds the copyright symbol.)
- **Version Number.** Use standard versioning practices (for example: 1.0 and 1.1). Do not include words such as *build* and *version* in your version number.
- **URLs and Emails.** Make sure all support and marketing URLs are live before posting your app to the App Store.
- **End User License Agreement (EULA).** The EULA must be consistent with the minimum iTunes terms and conditions. If you need the user to explicitly accept the agreement, do so from within your app.

When updating your app, complete the "What's New" field thoroughly and thoughtfully. Add call-to-action messaging to encourage users to update. Present the changes in plain and authentic language rather than technical jargon. List items in order of importance.

## Keywords

Entering thoughtful and strategic keywords that pertain to your app will help your potential customers locate your app more easily when searching on the App Store. If you choose unique keywords, your app has a better chance of being specifically located relative to other apps when customers use that keyword in the App Store search field. Assigning extremely common keywords could lessen your chance of being located quickly.

When choosing a keyword, do not use competing app names or inappropriate words; all keyword submissions are reviewed by Apple.

- Don't include objectionable terms.

- Don't include trademarked terms.
- Don't include company or product names.
- Don't include celebrity names.
- Don't include irrelevant terms, as this is a common rejection.

For example, this is how search results are presented on the App Store on iPhone and iPad:



## URLs

Create a landing page for your app on your website. Provide additional information beyond what is included in your app metadata. For example, include an app trailer, more screenshots, testimonials, or industry accolades. Consider providing a downloadable media kit that includes high-resolution app icons and screenshots, your company logo, and marketing text describing your app.

Create a support system for your app on your website. Make it easy for users to contact you directly with app issues, feedback, and feature requests. In addition, consider including an in-app way for users to contact you.

To ensure flawless presentation, avoid links to blogs or pages with mostly dynamic content.

## Additional Tools and Techniques

### Promo Codes

You can request up to 50 promo codes per approved version of your app in iTunes Connect. Create a plan to use these promotions, including seeding appropriate press and editorial contacts prior to release. Reach influencers with these codes who can create buzz and awareness for your app. Advise the press to publicize only when your app is actually available for customers to download to create actionable marketing.

## Vanity URLs

For offline communications like print and TV, provide a simple way for users to find your app with an easy-to-remember App Store Short Link. The App Store automatically generates these URL's for all apps and companies. See *Creating easy-to-read short links to the App Store for your apps and company* for more information.

- **Single App:** AppStore.com/Keynote
- **All Apps:** AppStore.com/Apple
- **Single App with Company Name:** AppStore.com/Apple/Keynote

## Smart App Banners

Safari's Smart App Banner feature in iOS 6 provides a standardized method of promoting apps on the App Store from a website. These banners improve users' browsing experience compared to other methods. Tapping the banner will take users directly to the app on the App Store. For more information, see the *Safari Web Content Guide*.

## (iOS only) App Size

iOS apps can be as large as 2 GB, but the executable file cannot exceed 60MB. However, consider download times when determining your app's size. Minimize the file's size as much as possible, keeping in mind that there is a 50 MB limit for over-the-air downloads.

Abnormally large binary files are usually the result of storing data, such as images, inside the compiled binary itself, instead of as a resource inside your app bundle. If you are compiling an image or large dataset into your binary, it would be best to split this data out into a resource that is loaded dynamically by your app.

## Be Prepared for Your App to be Featured by the App Store

If Apple chooses to feature your app, you will be contacted by the App Store team. It's important to be ready by having high-quality, high-resolution artwork available. With the introduction of the Apple Retina Display and with the newly redesigned App Store, high-resolution art is now required for promotional pages.

Keep in mind that even though Apple might request artwork, there is never a guarantee on when or where a featuring opportunity may take place.

## Best Practices

Be Prepared for Your App to be Featured by the App Store

Here's examples of apps being featured on the App Store.



## Design Guidelines

When responding to an Apple request for artwork, you need to provide high-resolution images accompanied by scalable vector or high-resolution logos. These files will be used to create multiple assets for iPhone, iPad and desktop. Note that the art you submit may require changes based on the Apple review.

When submitting artwork to the App Store, make sure to include layered PSD files, with separate layers for characters/main images, title treatment, and background. The artwork should follow these guidelines:

- Text or logos should appear in the center of the artwork, in the Text/Logo Safe Area.
- The area around text or logos should not exceed the Minimum View of 994 pixels in width and in addition, should not exceed 400 pixels in height.

- Artwork should not include any text or logos in the Tag Area, as this area is needed for iTunes-related tags. The Tag Area is part of the Minimum View and 200 pixels in height from bottom of the artwork.



- Background artwork must be at least 3200 pixels in width and 600 pixels in height with a minimum resolution of 72 dpi, in the RGB color space, and in the PSD format.
- Title treatment artwork must be 2004 pixels in width and 586 pixels in height with a minimum resolution of 72 dpi, in the PSD format.

Note that promotional artwork requests for Newsstand apps require additional cover art issue files, including your most current issue and a future issue, if possible. So be sure you have these uploaded these files for your app in iTunes Connect. Newsstand issue art for promotional placement must be 680 x 908 pixel, 72 dpi, high-resolution JPEG files.

## Artwork Policies

Only submit artwork you can legally share.

Artwork cannot contain any of the following:

- Pixelation, artifacts, high-contrast background art, blurry or hard crops (unless stylistic) or other style issues.
- Any visual representation of iPhone, iPad, iPod, or any Apple hardware.
- The words *App Store*, *iTunes*, or *Apple Inc.*
- App Store logo, Apple logo, or the term *Exclusive*, without prior authorization from Apple.
- Obscured talent.
- Website addresses.
- References to the physical packaging.
- References to any other retailers.
- References to it being a digital product.

- References to pricing, including *Free*, *Reduced Price*, *Low Price*, *Available for \$9.99*, or *For Promo Use*.
- References to illegal drugs, profanity, or violence.
- Images or language that could be construed as racist, misogynist, or homophobic.
- Imagery depicting sex, violence, gore, drugs, explicit language, or hate themes.
- Nazi symbolism as restricted by the Strafgesetzbuch section 86a, if the content is visible in Germany (DE), Austria (AT), or Switzerland (CH).

Artwork that does not meet these guidelines or does not meet our presentation standards will not be used.

## Tips for Managing Your Apps Successfully

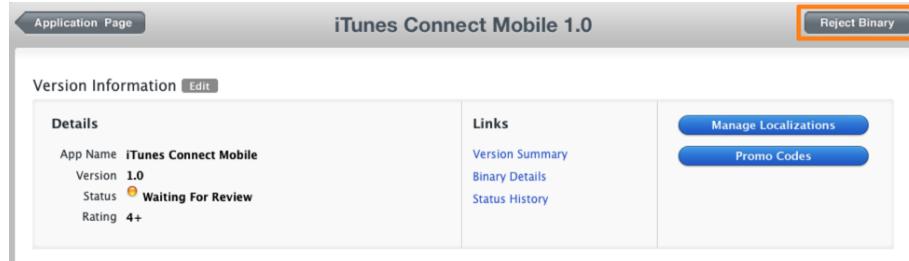
Everything starts with a great app. Develop an app that takes advantage of everything the platform has to offer. Use technologies wisely and create intuitive UI to provide the best experience possible. Innovation is important but polish and user experience count even more.

Being first is not as important as being best. Control the release of your app using iTunes Connect. Build momentum for your app by aligning all 3rd-party marketing for the launch day. Stop communications until the app is live so that downloading the app activates all product messaging.

Do not reference specific prices in your app description, release notes, or icons and screenshots. Referencing a local currency can mislead customers in other App Store territories and cause confusion.

Provide plenty of time for the Apple Review process.

Do not upload a new version of your app while you still have a version in review. If you find a problem with the binary that is Waiting for Review or In Review, you can reject the binary by clicking the Reject Binary button and then upload a revised version of it.



Iterate and innovate. Listen to your customers, read reviews and respond with updates. Plan updates thoughtfully so that your app evolves over time. Space updates appropriately for the most impact with users.

# Game Center Info Table

The following Game Center Information Table shows all metadata related to Game Center and when it can be edited based on the state of your corresponding Game Center enabled binary. An X means that the element can be edited. Item names that appear in **bold** have the ability to be localized.

NOTE: No Game Center metadata can be edited while the status of your Leaderboard or Achievement is In Review. This status corresponds with your Game Center enabled binary being In Review.

Game Center Section	Item	Prior to Binary Being Approved, Developer Rejected or Rejected	After 1 Binary is Approved
Leaderboard	Leaderboard ID	Not Editable Once Submitted	
Leaderboard	Sort Order	X	
Leaderboard	Score Format Type	X	
Leaderboard	<b>Score Format</b>	X	X
Leaderboard	<b>Score Format Suffix</b>	X	X
Leaderboard	Score Range	X	X
Leaderboard	Leaderboard Reference Name	X	X
Leaderboard	Default Leaderboard Setting	X	X
Achievement	Achievement ID	Not Editable Once Submitted	
Achievement	Achievement Reference Name	X	X
Achievement	Points	X	
Achievement	Hidden	X	X
Achievement	Achievable More Than Once	X	X
Achievement	<b>Image</b>	X	X

Game Center Section	Item	Prior to Binary Being Approved, Developer Rejected or Rejected	After 1 Binary is Approved
Achievement	<b>Achievement Title</b>	X	X
Achievement	<b>Pre-earned Description</b>	X	X
Achievement	<b>Earned Description</b>	X	X
Compatibility	Version Compatibility	X	X

# Device Compatibility Matrix

The following Device Compatibility Matrix shows all iOS devices and their related device capabilities. If your iOS app requires a specific device capability (i.e. telephony, GPS, accelerometer, etc.) to function properly, you will need to be sure to code this into the info.plist of your binary utilizing the `UIRequiredDeviceCapabilities` key. Refer *iOS App Programming Guide* to learn more. At runtime, iOS cannot launch your app unless the declared capabilities are present on the device. Further, the App Store requires this information so that it can generate a list of requirements for user devices and prevent users from downloading apps that they cannot run. It is not necessary to specify required device capabilities for Mac apps.

**IMPORTANT:** All device requirement changes must be made when you submit an update to your binary. You are permitted to expand your device requirements only. Submitting an update to your binary to restrict your device requirements is not permitted. You are unable to restrict device requirements due to the fact that this action will inhibit customers who have previously downloaded your app to run new updates.

**Table B-1** iPod touch device compatibility

Compatibility	iPod touch	iPod touch 2nd gen	iPod touch 3rd gen	iPod touch 4th gen	iPod touch 5th gen
accelerometer	X	X	X	X	X
armv6	X	X	X	X	X
armv7			X	X	X
auto-focus-camera*					X
bluetooth-le*					X
camera-flash*					X
front-facing-camera*				X	X
gamekit		X	X	X	X
gps					
gyroscope*				X	X
location-services	X	X	X	X	X

Compatibility	iPod touch	iPod touch 2nd gen	iPod touch 3rd gen	iPod touch 4th gen	iPod touch 5th gen
magnetometer*					
microphone		X	X	X	X
opengles-1	X	X	X	X	X
opengles-2*			X	X	X
peer-peer		X	X	X	X
sms					
still-camera				X	X
telephony					
video-camera*				X	X
wifi	X	X	X	X	X

\*must be built with a fat binary (armv6 and armv7) or require a minimum iOS version of 4.3 or higher

Table B-2 iPhone device compatibility

Compatibility	iPhone	iPhone 3G	iPhone 3GS	iPhone 3GS (China)	iPhone 4	iPhone 4S	iPhone 5
accelerometer	X	X	X	X	X	X	X
armv6	X	X	X	X	X	X	X
armv7			X	X	X	X	X
auto-focus-camera*			X	X	X	X	X
bluetooth-le*						X	X
camera-flash*					X	X	X
front-facing-camera*					X	X	X
gamekit			X	X	X	X	X
gps		X	X	X	X	X	X

Compatibility	iPhone	iPhone 3G	iPhone 3GS	iPhone 3GS (China)	iPhone 4	iPhone 4S	iPhone 5
gyroscope*					X	X	X
location-services	X	X	X	X	X	X	X
magnetometer*			X	X	X	X	X
microphone	X	X	X	X	X	X	X
opengles-1	X	X	X	X	X	X	X
opengles-2*			X	X	X	X	X
peer-peer		X	X	X	X	X	X
sms	X	X	X	X	X	X	X
still-camera	X	X	X	X	X	X	X
telephony	X	X	X	X	X	X	X
video-camera*			X	X	X	X	X
wifi	X	X	X		X	X	X

\*must be built with a fat binary (armv6 and armv7) or require a minimum iOS version of 4.3 or higher

**Table B-3** iPad 3, 4, and mini device compatibility

Compatibility	iPad Wi-Fi (3rd gen)	iPad Wi-Fi + Cellular (3rd gen)	iPad Wi-Fi (4th gen)	iPad Wi-Fi + Cellular (4th gen)	iPad mini Wi-Fi	iPad mini Wi-Fi + Cellular
accelerometer	X	X	X	X	X	X
armv6	X	X	X	X	X	X
armv7	X	X	X	X	X	X
auto-focus-camera*	X	X	X	X	X	X
bluetooth-le*	X	X	X	X	X	X

Compatibility	iPad Wi-Fi (3rd gen)	iPad Wi-Fi + Cellular (3rd gen)	iPad Wi-Fi (4th gen)	iPad Wi-Fi + Cellular (4th gen)	iPad mini Wi-Fi	iPad mini Wi-Fi + Cellular
camera-flash*						
front-facing-camera*	X	X	X	X	X	X
gamekit	X	X	X	X	X	X
gps		X		X		X
gyroscope*	X	X	X	X	X	X
location-services	X	X	X	X	X	X
magnetometer*	X	X	X	X	X	X
microphone	X	X	X	X	X	X
opengles-1	X	X	X	X	X	X
opengles-2*	X	X	X	X	X	X
peer-peer	X	X	X	X	X	X
sms						
still-camera	X	X	X	X	X	X
telephony						
video-camera*	X	X	X	X	X	X
wifi	X	X	X	X	X	X

\*must be built with a fat binary (armv6 and armv7) or require a minimum iOS version of 4.3 or higher

**Table B-4** iPad 1 and 2 device compatibility

Compatibility	iPad Wi-Fi	iPad Wi-Fi + 3G	iPad 2 Wi-Fi	iPad 2 Wi-Fi + 3G
accelerometer	X	X	X	X
armv6	X	X	X	X

Compatibility	iPad Wi-Fi	iPad Wi-Fi + 3G	iPad 2 Wi-Fi	iPad 2 Wi-Fi + 3G
armv7	X	X	X	X
auto-focus-camera*				
bluetooth-le*				
camera-flash*				
front-facing-camera*			X	X
gamekit	X	X	X	X
gps		X		X
gyroscope*			X	X
location-services	X	X	X	X
magnetometer*	X	X	X	X
microphone	X	X	X	X
opengles-1	X	X	X	X
opengles-2*	X	X	X	X
peer-peer	X	X	X	X
sms				
still-camera			X	X
telephony				
video-camera*			X	X
wifi	X	X	X	X

\*must be built with a fat binary (armv6 and armv7) or require a minimum iOS version of 4.3 or higher

# App Store Territories

The following table lists all of the territories that are available for apps to be sold in and their corresponding country codes.

Country code	Country
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
BF	Burkina Faso
BG	Bulgaria
BH	Bahrain
BJ	Benin
BM	Bermuda
BN	Brunei
BO	Bolivia

Country code	Country
BR	Brazil
BS	Bahamas
BT	Bhutan
BW	Botswana
BY	Belarus
BZ	Belize
CA	Canada
CG	Republic Of Congo
CH	Switzerland
CL	Chile
CN	China
CO	Colombia
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

Country code	Country
ES	Spain
FI	Finland
FJ	Fiji
FM	Federated States Of Micronesia
FR	France
GB	United Kingdom
GD	Grenada
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
IS	Iceland
IT	Italy
JM	Jamaica

Country code	Country
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	Kazakstan
LA	Lao People's Democratic Republic
LB	Lebanon
LC	St. Lucia
LK	Sri Lanka
LR	Liberia
LT	Lithuania
LU	Luxembourg
LV	Latvia
MD	Republic Of Moldova
MG	Madagascar
MK	Macedonia
ML	Mali
MN	Mongolia
MO	Macau

Country code	Country
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
NZ	New Zealand
OM	Oman
PA	Panama
PE	Peru
PG	Papua New Guinea
PH	Philippines
PK	Pakistan
PL	Poland
PT	Portugal

Country code	Country
PW	Palau
PY	Paraguay
QA	Qatar
RO	Romania
RU	Russia
SA	Saudi Arabia
SB	Solomon Islands
SC	Seychelles
SE	Sweden
SG	Singapore
SI	Slovenia
SK	Slovakia
SL	Sierra Leone
SN	Senegal
SR	Suriname
ST	Sao Tome and Principe
SV	El Salvador
SZ	Swaziland
TC	Turks and Caicos
TD	Chad
TH	Thailand
TJ	Tajikistan
TM	Turkmenistan
TN	Tunisia

Country code	Country
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
YE	Yemen
ZA	South Africa
ZW	Zimbabwe

# Document Revision History

This table describes the changes to *iTunes Connect Developer Guide*.

Date	Notes
2013-08-23	Added information on Made for Kids settings and made minor edits throughout.
2013-08-15	Applied minor edits throughout.
2013-06-12	Added information on app transfers and new catalog report options.
2013-04-23	Applied minor edits throughout.
2013-01-10	Updated information on when app information can be edited and added information on when screenshots can be updated.
2012-10-31	Applied minor edits to Appendix B tables for PDF output.
2012-10-24	Updated Appendix B Device Compatibility Matrix and applied other minor edits.
2012-10-10	Updated for the new app review fields and other minor user interface changes.
2012-09-19	Added a description on how to upload a routing app coverage file and applied minor edits throughout.
2012-08-14	Updated with minor corrections.
2012-07-19	Applied minor edits throughout.
2012-07-13	Added Catalog Reports chapter.
2012-06-29	Added new In-App Purchase and Game Center tasks. Revised the "Game Center" chapter to reflect the new workflow. Made available in HTML.

Date	Notes
2011-09-16	First version available in Mac and iOS developer libraries.

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