

Using iTunes and App Store Affiliate Tools and Technologies

Session 603

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Software Engineering Manager, iTunes Store

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Welcome



Understanding the Affiliate Program

What is it?



Understanding the Affiliate Program

What is it?

- Affiliates refer users to the Stores



Understanding the Affiliate Program

What is it?

- Affiliates refer users to the Stores
- Users are exposed to great content to preview and buy



Understanding the Affiliate Program

What is it?

- Affiliates refer users to the Stores
- Users are exposed to great content to preview and buy
- Affiliates earn commissions for each purchase made after the referral



Understanding the Affiliate Program

What can it do for you?



Understanding the Affiliate Program

What can it do for you?

- Promote your own apps and other content



Understanding the Affiliate Program

What can it do for you?

- Promote your own apps and other content
- Earn money for referrals



Understanding the Affiliate Program

What can it do for you?

- Promote your own apps and other content
- Earn money for referrals
- Track the effectiveness of your marketing



Understanding the Affiliate Program

What can it do for you?

- Promote your own apps and other content
- Earn money for referrals
- Track the effectiveness of your marketing
- Works both on your website and in your apps



Understanding the Affiliate Program

Common use cases

Understanding the Affiliate Program

Common use cases



To drive customers to your
apps and other content

Understanding the Affiliate Program

Common use cases



To drive customers to your apps and other content



To point to similar or complementary content

Understanding the Affiliate Program

Common use cases



To drive customers to your apps and other content



To point to similar or complementary content



To connect your users with content they want

Understanding the Affiliate Program

Common use cases



To drive customers to your apps and other content



To point to similar or complementary content



To connect your users with content they want

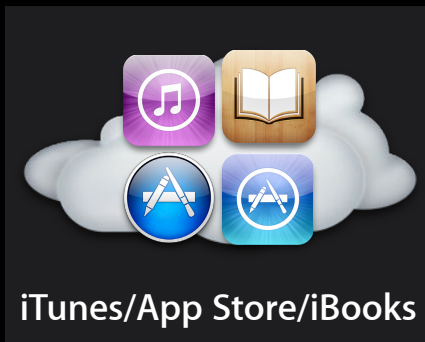
For use on the web and in your apps

Understanding the Affiliate Program

Who's involved?

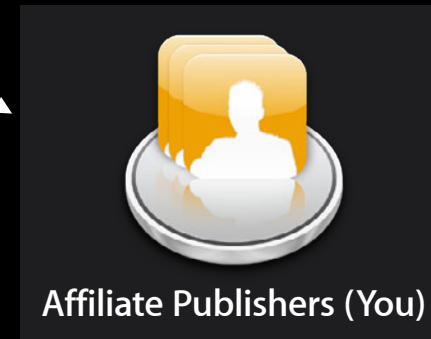
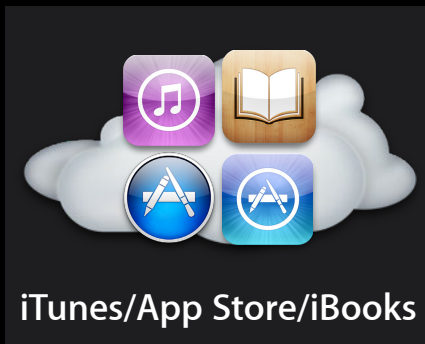
Understanding the Affiliate Program

Who's involved?



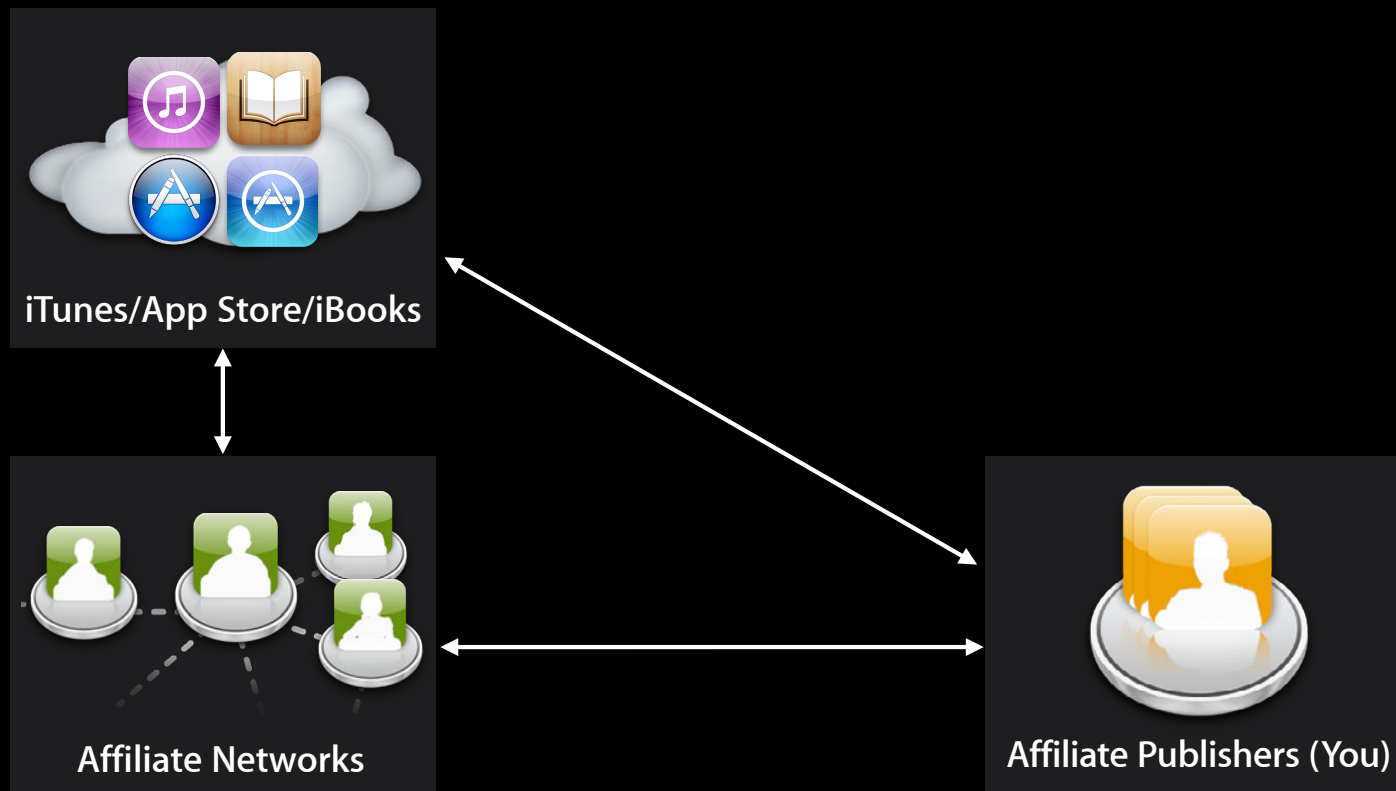
Understanding the Affiliate Program

Who's involved?



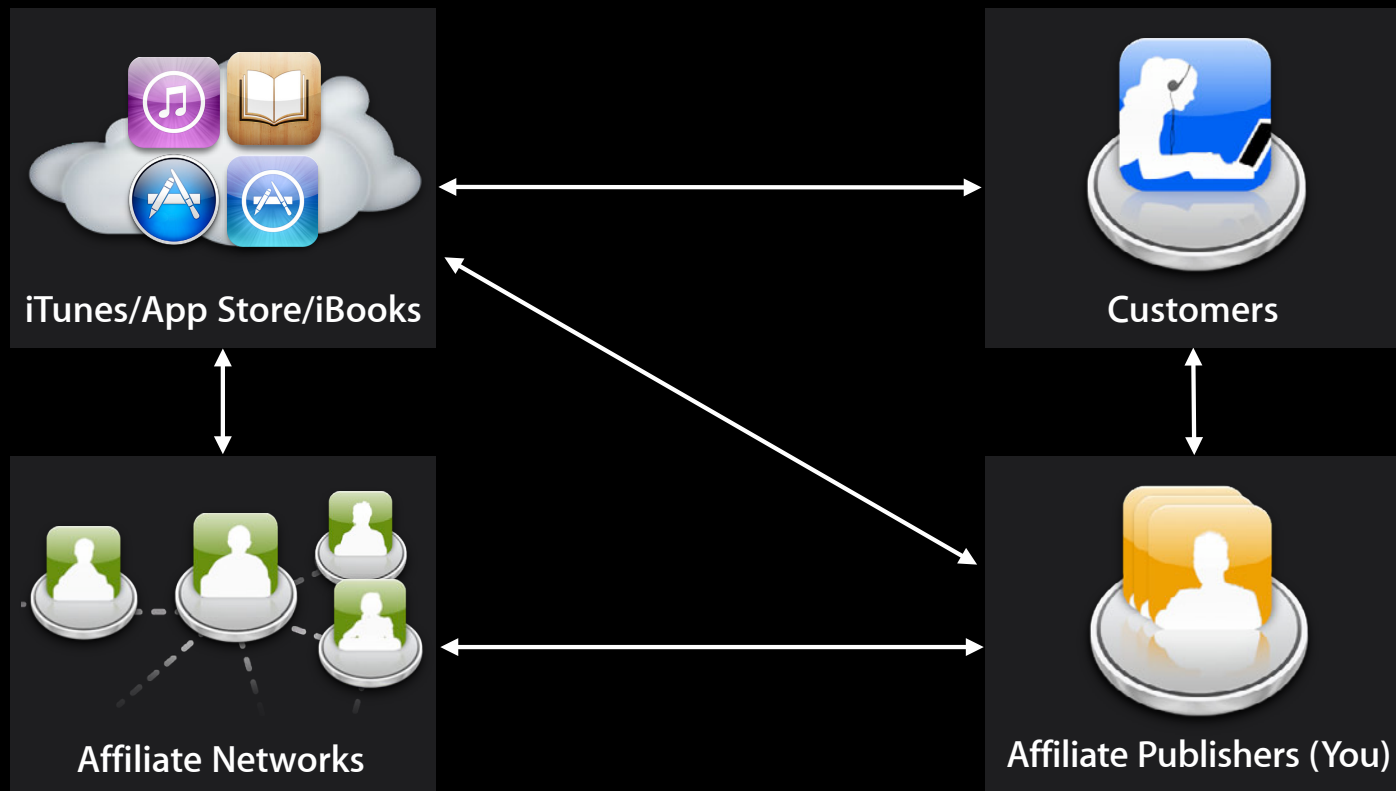
Understanding the Affiliate Program

Who's involved?



Understanding the Affiliate Program

Who's involved?



Understanding the Affiliate Program

Affiliate networks vary by region



Understanding the Affiliate Program

Affiliate networks vary by region



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Affiliate networks vary by region



Understanding the Affiliate Program

Affiliate networks vary by region



Understanding the Affiliate Program

How does it work?

Understanding the Affiliate Program

How does it work?

- It's all about links

Understanding the Affiliate Program

How does it work?

- It's all about links

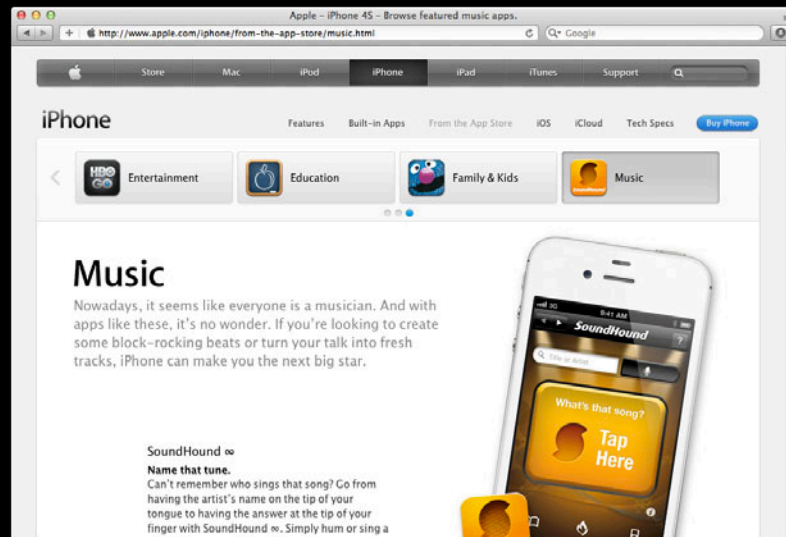
<http://itunes.apple.com/us/app/remote/id284417350?mt=8>

Understanding the Affiliate Program

Clicking on an affiliate link—customer perspective

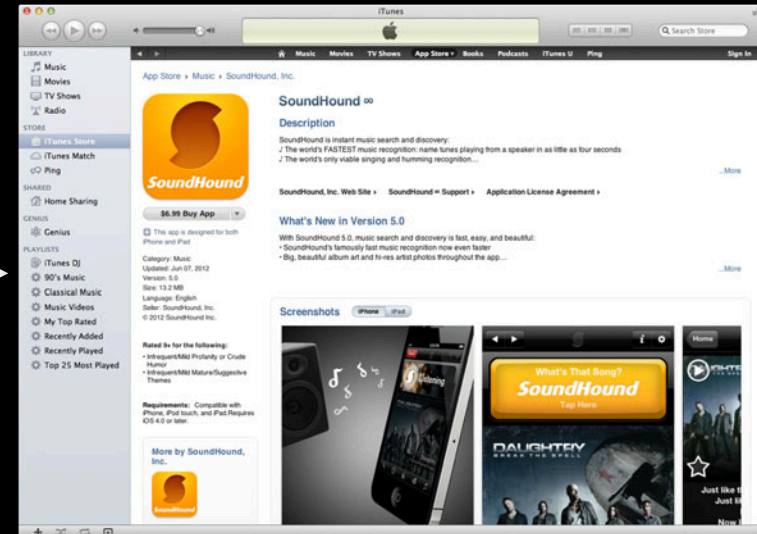
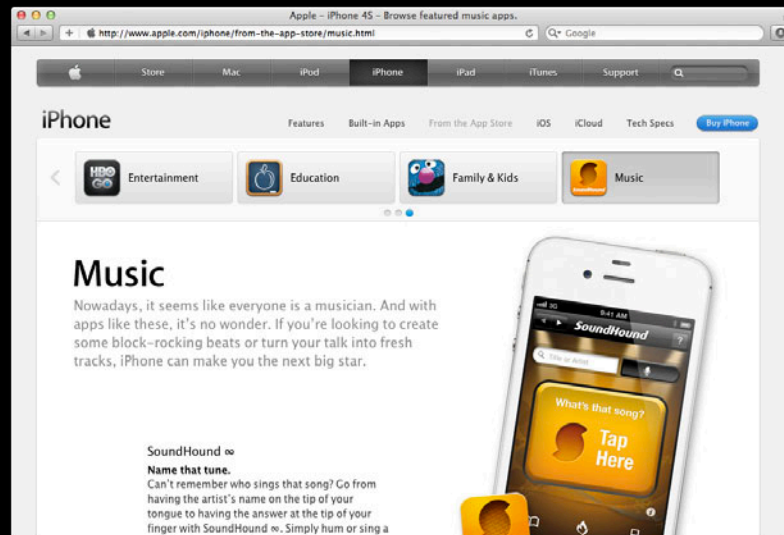
Understanding the Affiliate Program

Clicking on an affiliate link—customer perspective



Understanding the Affiliate Program

Clicking on an affiliate link—customer perspective



Understanding the Affiliate Program

Clicking on an affiliate link—under the hood

Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



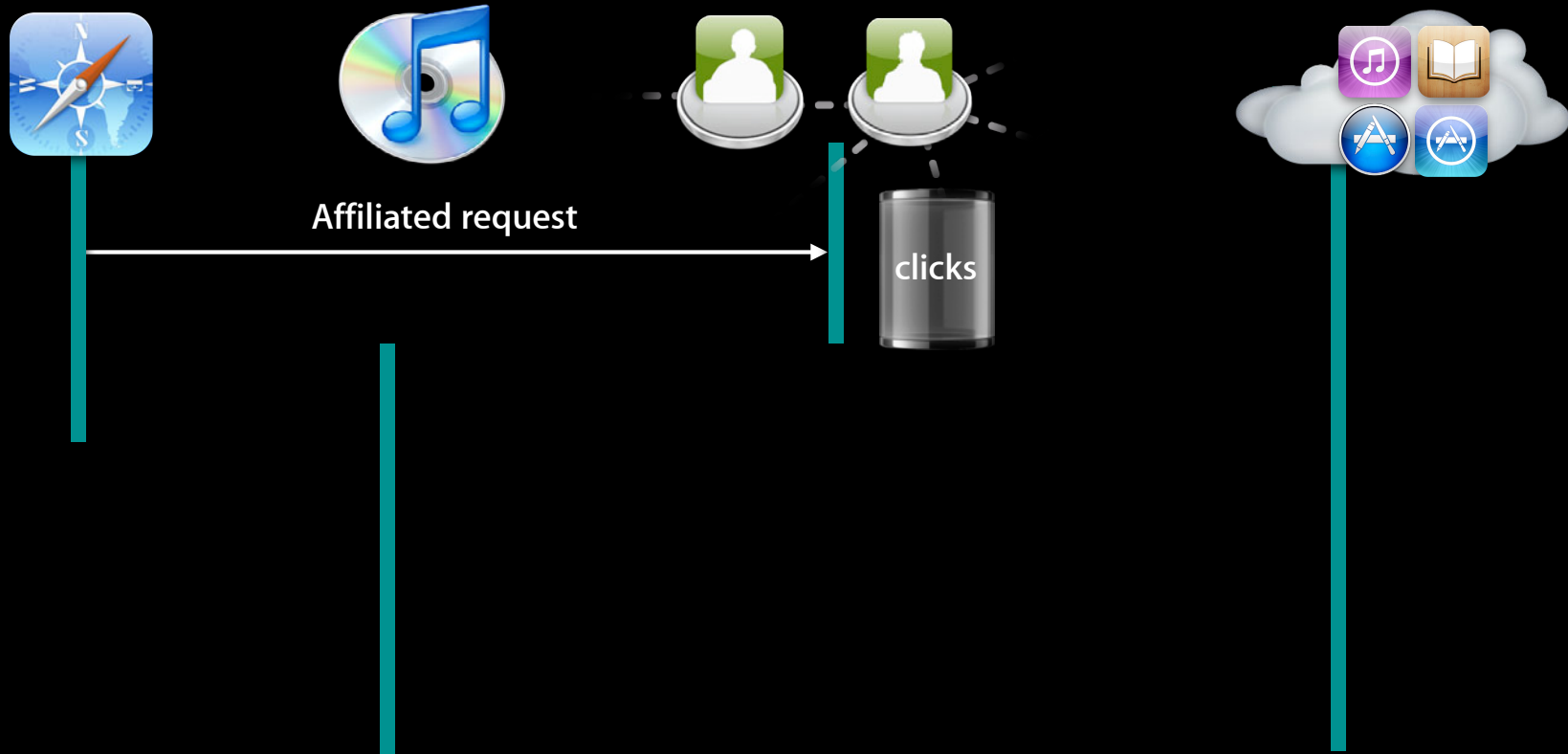
Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



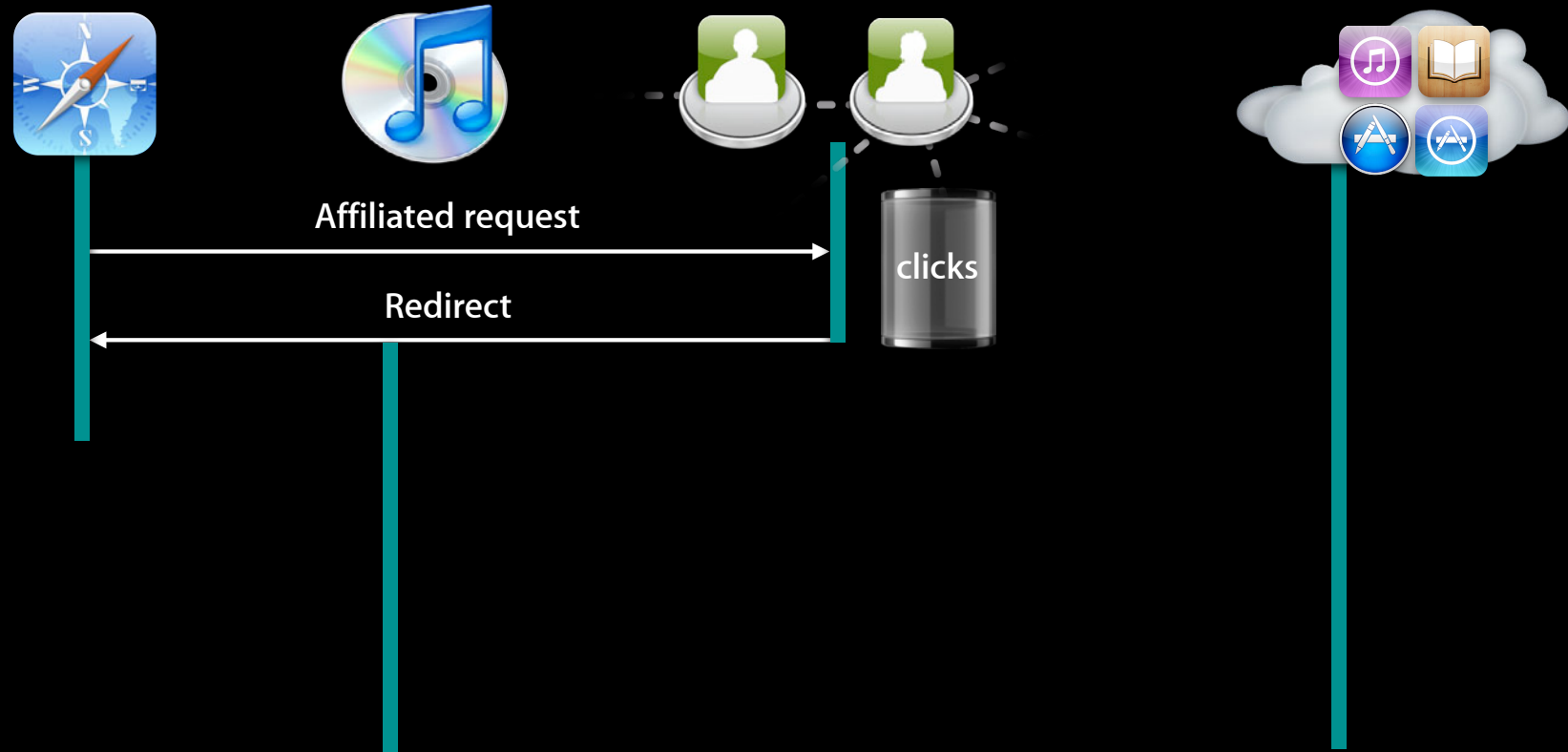
Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



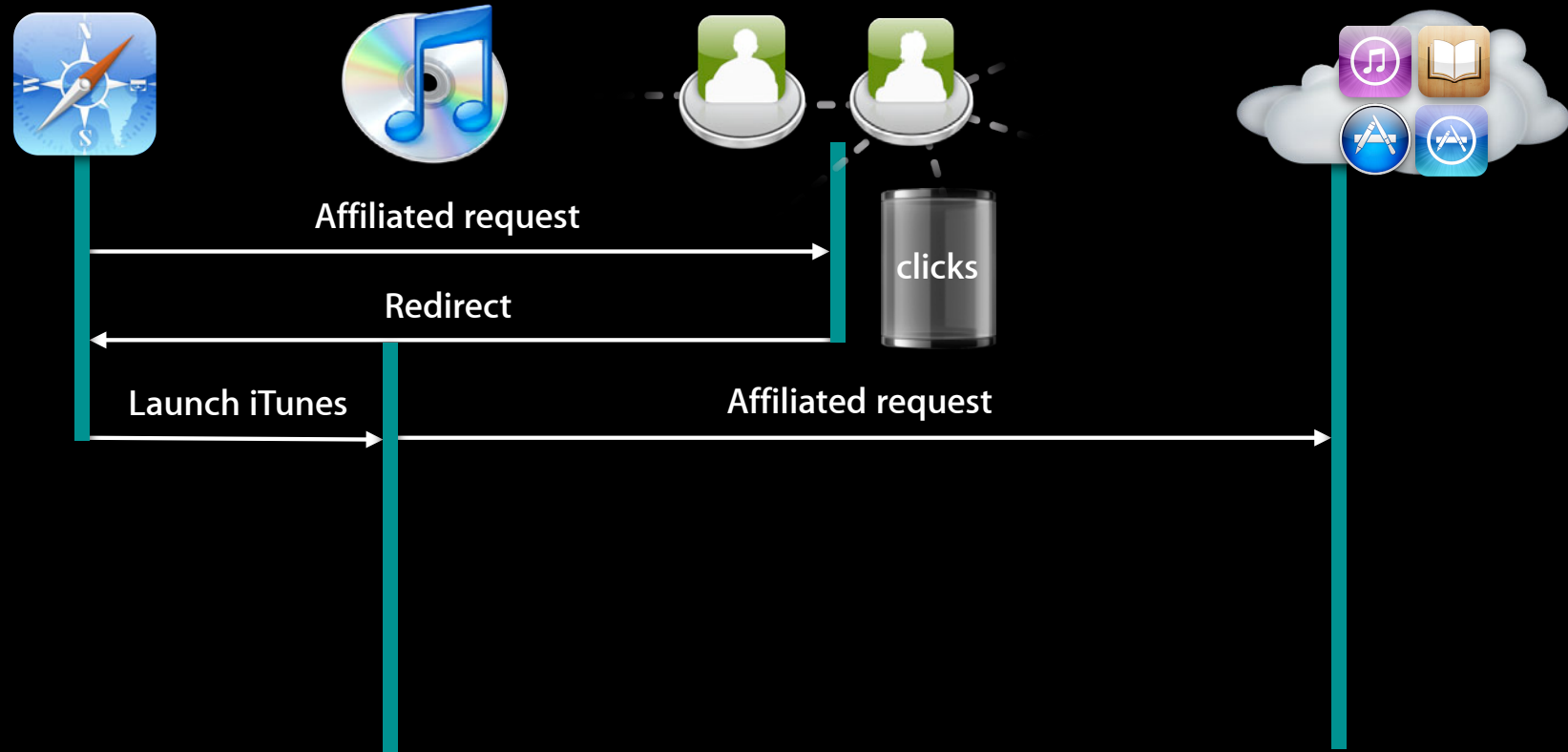
Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



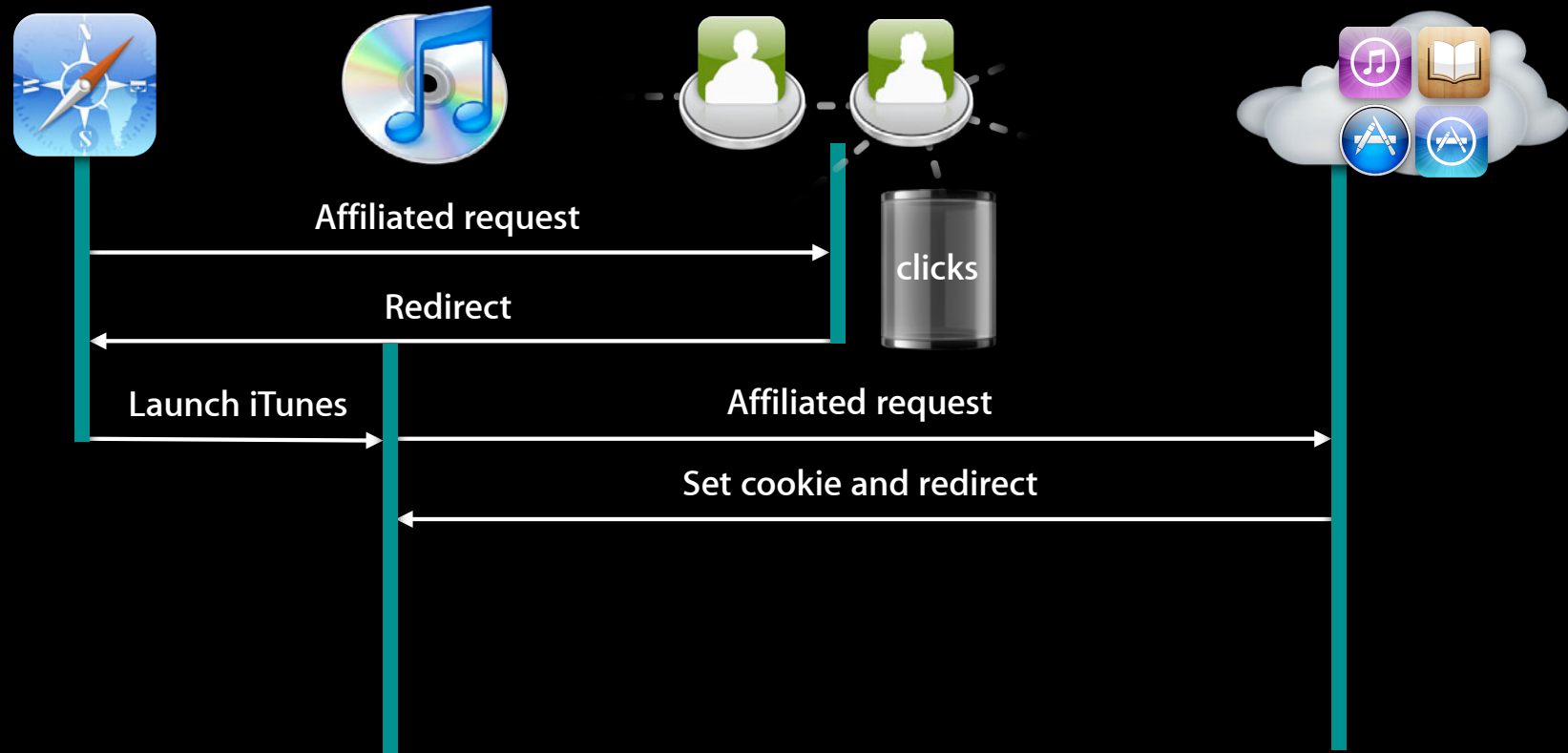
Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



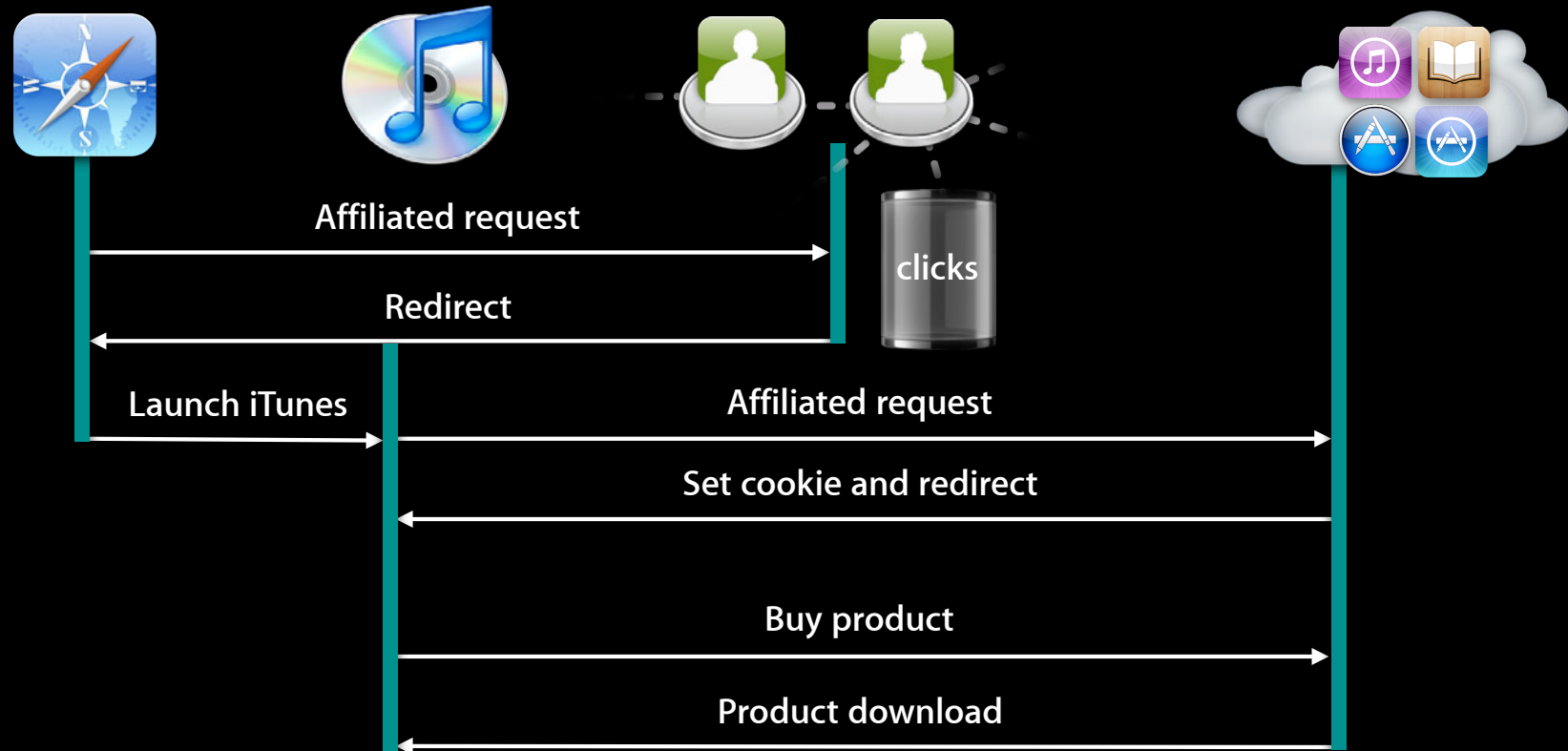
Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



Understanding the Affiliate Program

Clicking on an affiliate link—under the hood



Understanding the Affiliate Program

Important query parameters

<http://itunes.apple.com/us/app/remote/id284417350?mt=8>

Affiliate Network

partnerId Value

Affiliate Token Name

Understanding the Affiliate Program

Important query parameters

- The “partnerId” identifies the affiliate network

<http://itunes.apple.com/us/app/remote/id284417350?mt=8>

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Understanding the Affiliate Program

Important query parameters

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- The “affiliate token” identifies you to the affiliate network

<http://itunes.apple.com/us/app/remote/id284417350?mt=8>

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Understanding the Affiliate Program

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[http://itunes.apple.com/us/app/remote/id284417350?mt=8
&partnerId=30&siteID=ABCDEFGG](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=30&siteID=ABCDEFGG)

Affiliate Network

partnerId Value

Affiliate Token Name

LinkShare

30

siteID

Understanding the Affiliate Program

Important query parameters

- The “partnerId” identifies the affiliate network
- The “affiliate token” identifies you to the affiliate network

[http://itunes.apple.com/us/app/remote/id284417350?mt=8
&partnerId=2003&tduid=1234567](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=2003&tduid=1234567)

Affiliate Network	partnerId Value	Affiliate Token Name
LinkShare	30	siteID
TradeDoubler	2003	tduid

Understanding the Affiliate Program

Important query parameters

- The “partnerId” identifies the affiliate network
- The “affiliate token” identifies you to the affiliate network

[http://itunes.apple.com/us/app/remote/id284417350?mt=8
&partnerId=1002&affToken=XYZ678](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=1002&affToken=XYZ678)

Affiliate Network	partnerId Value	Affiliate Token Name
LinkShare	30	siteID
TradeDoubler	2003	tduid
DGM	1002	affToken

Understanding the Affiliate Program

Common mistake:

Understanding the Affiliate Program

Common mistake: Using the wrong query param delimiter

Understanding the Affiliate Program

Common mistake: Using the wrong query param delimiter

[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&partnerId=30&siteID=CBIMl*gYY/8)



Understanding the Affiliate Program

Common mistake: Using the wrong query param delimiter

[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&partnerId=30&siteID=CBIMl*gYY/8)



[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?partnerId=30&siteID=CBIMl*gYY/8)

Understanding the Affiliate Program

Common mistake: Using the wrong query param delimiter

[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&partnerId=30&siteID=CBIMl*gYY/8)



[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?partnerId=30&siteID=CBIMl*gYY/8)

[http://itunes.apple.com/us/app/remote/id284417350?
mt=8&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=30&siteID=CBIMl*gYY/8)



Understanding the Affiliate Program

Common mistake: Using the wrong query param delimiter

[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&partnerId=30&siteID=CBIMl*gYY/8)



[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665?partnerId=30&siteID=CBIMl*gYY/8)

[http://itunes.apple.com/us/app/remote/id284417350?
mt=8?partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8?partnerId=30&siteID=CBIMl*gYY/8)



[http://itunes.apple.com/us/app/remote/id284417350?
mt=8&partnerId=30&siteID=CBIMl*gYY/8](http://itunes.apple.com/us/app/remote/id284417350?mt=8&partnerId=30&siteID=CBIMl*gYY/8)

Understanding the Affiliate Program

Common mistake: Using the wrong affiliate network



Understanding the Affiliate Program

Common mistake: Using the wrong affiliate network

- Customers need to click a link appropriate to their location



Understanding the Affiliate Program

Common mistake: Using the wrong affiliate network

- Customers need to click a link appropriate to their location
 - If a customer in France clicks a LinkShare URL, the referral won't be recorded and the commission won't be paid



Understanding the Affiliate Program

Common mistake: Using the wrong affiliate network

- Customers need to click a link appropriate to their location
 - If a customer in France clicks a LinkShare URL, the referral won't be recorded and the commission won't be paid
- Geo-target your users to use the correct network



Understanding the Affiliate Program

Common mistake: Failure to test links

Understanding the Affiliate Program

Common mistake: Failure to test links

- When creating links, make sure they wind up on the right page

Understanding the Affiliate Program

Common mistake: Failure to test links

- When creating links, make sure they wind up on the right page
- If you're just getting started with a feature, verify that a purchase results in a bounty



Affiliate Tools and Services



Tools and Services



Tools and Services



- Simple tools to get started quickly

Tools and Services



- Simple tools to get started quickly
- RSS to track popular content

Tools and Services



- Simple tools to get started quickly
- RSS to track popular content
- Search and Lookup API for store content

Tools and Services



- Simple tools to get started quickly
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- Enterprise Partner Feeds (EPF)

Tools and Services



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Tools and Services



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Simple Tools

Link Maker



iTunes Link Maker

http://itunes.apple.com/linkmaker

Store Mac iPod iPhone iPad iTunes Support

Link Maker

Create links for the iTunes Store, the App Store, the iBookstore, and the Mac App Store.

With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBookstore, and the Mac App Store, and then place those links on your website or within your app.

Link Maker

Search	Country	Media Type	Genre/Category	
<input type="text"/>	USA	Music	All	<input type="button" value="Search"/>

The Link Maker tool is provided by Apple as an accommodation only. Apple assumes no responsibility for your use of any links, and makes no representation regarding their accuracy or performance. Nothing shall be construed as permission or a grant by Apple in relation to the use of any artist, track or album name, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to de-activate links at its sole discretion.

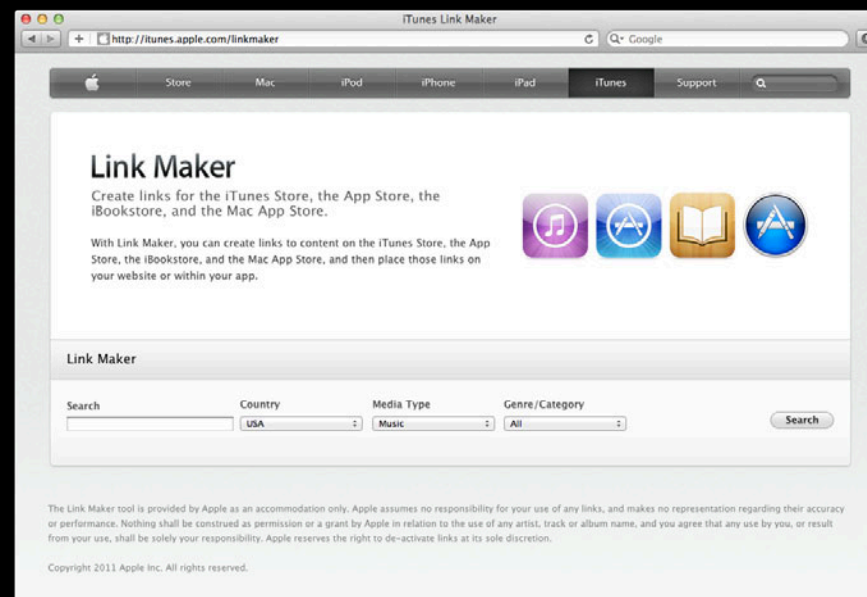
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Simple Tools

Link Maker



- The simplest way to create links to content on the store

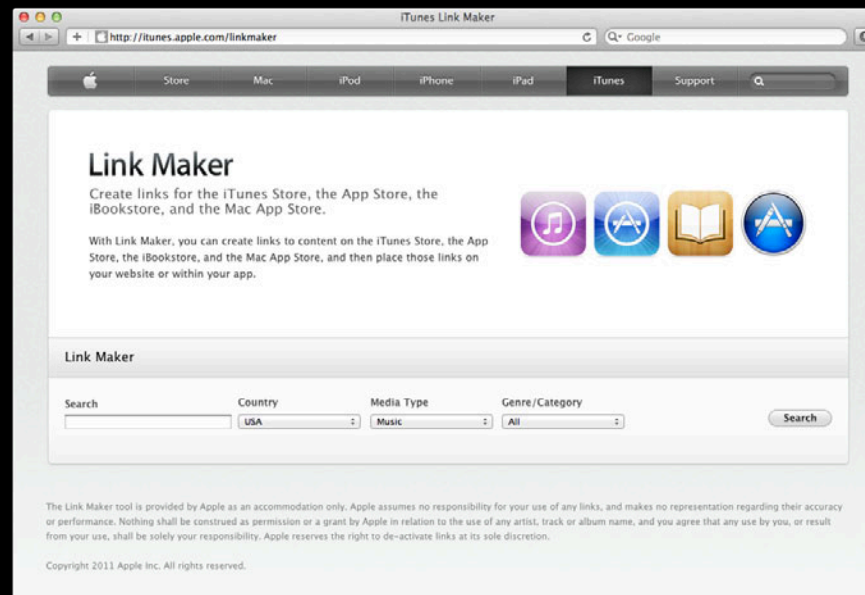


Simple Tools

Link Maker

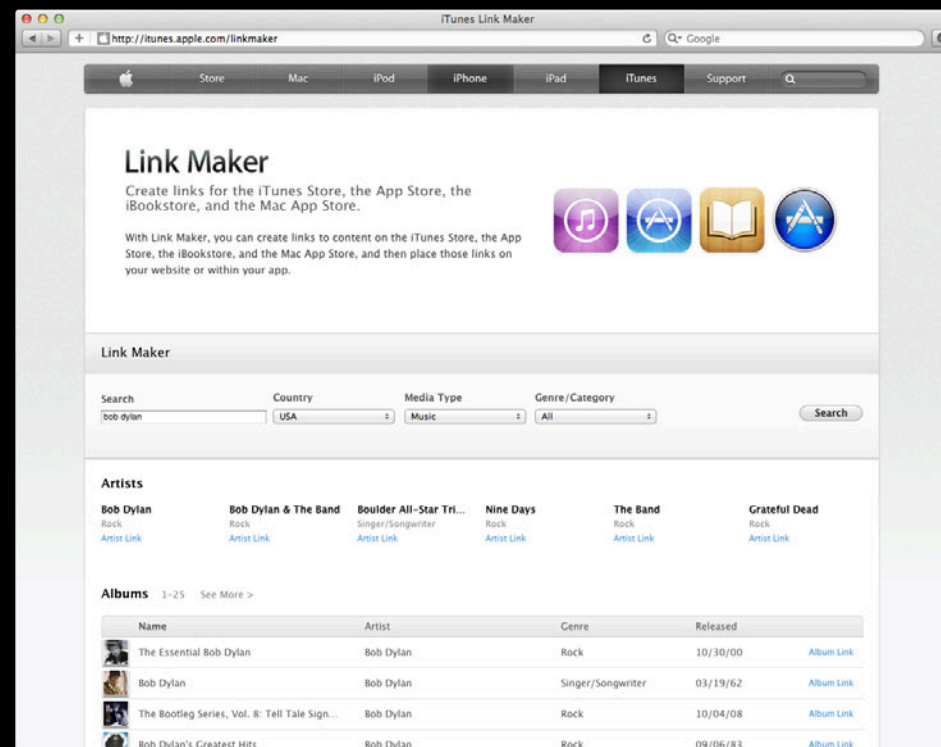


- The simplest way to create links to content on the store
- <http://itunes.apple.com/linkmaker>



Simple Tools

Link Maker



Simple Tools

Link Maker



The screenshot shows the iTunes Link Maker interface in a web browser. A modal dialog titled "Linking to Album:" is open, showing details for "Bob Dylan's Greatest Hits - Bob Dylan". The dialog includes a "Direct Link" and an "HTML With Link" section with radio buttons for "Small button", "Large button", and "Text Only" (which is selected). The HTML code is displayed in a text area. Below the dialog, the "Albums" section is visible, showing a table of Bob Dylan's albums.

Linking to Album:
Bob Dylan's Greatest Hits - Bob Dylan

Direct Link
<http://itunes.apple.com/us/album/bob-dylans-greatest-hits/id192688369?uo=4>

HTML With Link: ☐ Small button ☐ Large button ☒ Text Only

`Bob Dylan's Greatest Hits - Bob Dylan`

HTML Link Test: [Bob Dylan's Greatest Hits - Bob Dylan](#)

The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page.

Name	Artist	Genre	Released	Album Link
The Essential Bob Dylan	Bob Dylan	Rock	10/30/00	Album Link
Bob Dylan	Bob Dylan	Singer/Songwriter	03/19/62	Album Link
The Bootleg Series, Vol. II: Tell Tale Signs	Bob Dylan	Rock	10/04/08	Album Link
Bob Dylan's Greatest Hits	Bob Dylan	Rock	09/06/83	Album Link

Simple Tools

Link Maker



Link Maker

Create links for the iTunes Store, the App Store, the iBookstore, and more.


With Link Maker, you can create links to the iTunes Store, the App Store, the iBookstore, and more, from your website or within an email.

Linking to Album:
Bob Dylan's Greatest Hits - Bob Dylan

Direct Link
<http://itunes.apple.com/us/album/bob-dylans-greatest-hits/id192688369?uo=4>

HTML With Link: ☐ Small button ☒ Large button ☐ Text Only

```
<a href="http://itunes.apple.com/us/album/bob-dylans-greatest-hits/id192688369?uo=4" target="itunes_store"></a>
```





HTML Link Test: 

The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page.

Search
bob dylan

Artists
Bob Dylan
Rock
[Artist Link](#)

Albums
3-25 [See More](#)

Name	Artist	Genre	Released	Album Link
 The Essential Bob Dylan	Bob Dylan	Rock	10/30/00	Album Link
 Bob Dylan	Bob Dylan	Singer/Songwriter	03/19/62	Album Link
 The Bootleg Series, Vol. II: Tell Tale Signs	Bob Dylan	Rock	10/04/08	Album Link
 Bob Dylan's Greatest Hits	Bob Dylan	Rock	09/06/83	Album Link

Grateful Dead
Rock
[Artist Link](#)

Simple Tools

Link Maker



The screenshot shows the iTunes Link Maker interface in a web browser. A modal dialog titled "Linking to Album:" is open, showing the selection of "Bob Dylan's Greatest Hits - Bob Dylan". The dialog provides a "Direct Link" and an "HTML With Link" option. The HTML link is a small button with the iTunes logo and the album title. Below the dialog, the "Albums" section for Bob Dylan is visible, listing several albums with their release dates and "Album Link" buttons.

Linking to Album:
Bob Dylan's Greatest Hits - Bob Dylan

Direct Link
<http://itunes.apple.com/us/album/bob-dylans-greatest-hits/id192688369?uo=4>

HTML With Link: ☒ Small button ☐ Large button ☐ Text Only

```
<a href="http://itunes.apple.com/us/album/bob-dylans-greatest-hits/id192688369?uo=4" target="itunes_store"></a>
```

HTML Link Test:

The URL above points directly to a deep link within iTunes or the App Store. When a user clicks on it, iTunes will open and navigate to the correct page. The iTunes or App Store button is included with the HTML and resides on Apple's servers; all you have to do is copy and paste. If the user doesn't have iTunes, the link will automatically take the user to an iTunes download page.

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Bob Dylan's Greatest Hits	Bob Dylan	Rock	09/06/83	Album Link

Simple Tools

Widgets



Simple Tools

Widgets

- <http://widgets.itunes.apple.com>

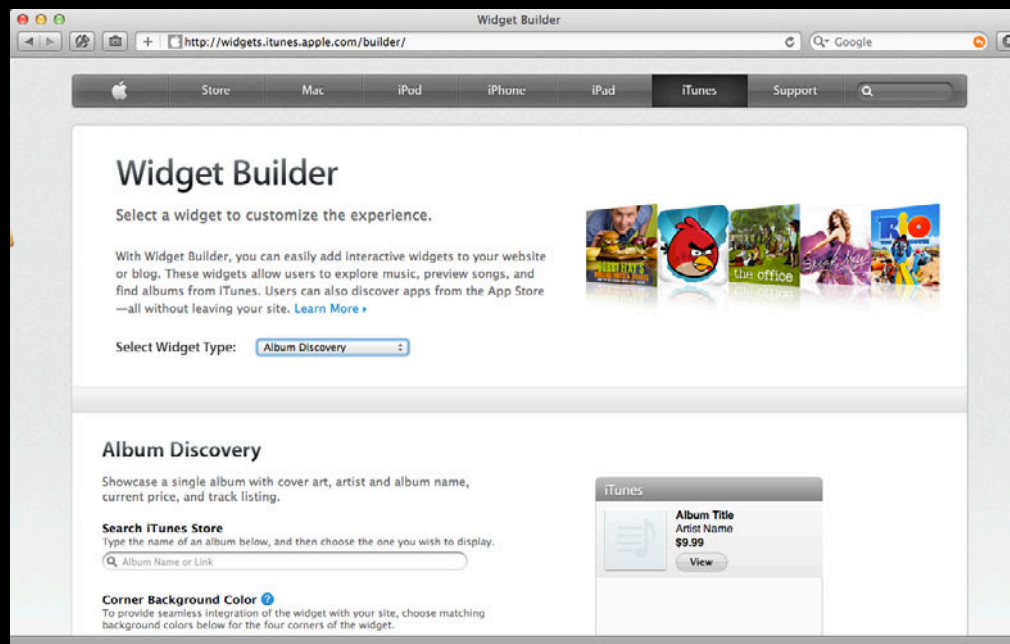


Simple Tools

Widgets



- <http://widgets.itunes.apple.com>



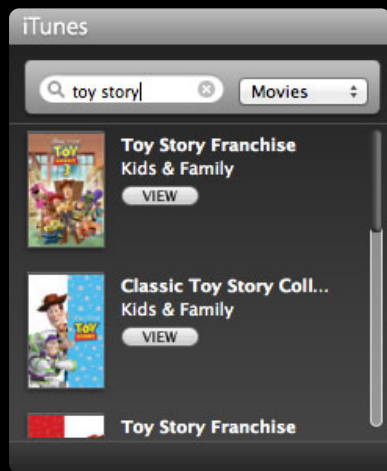
Simple Tools

Widgets



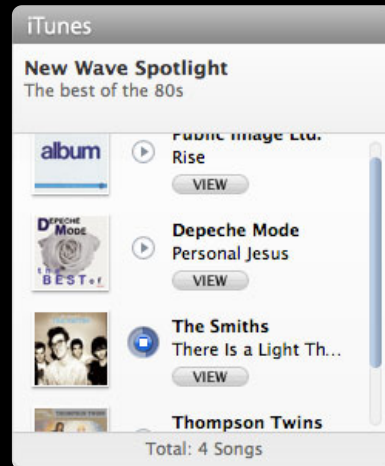
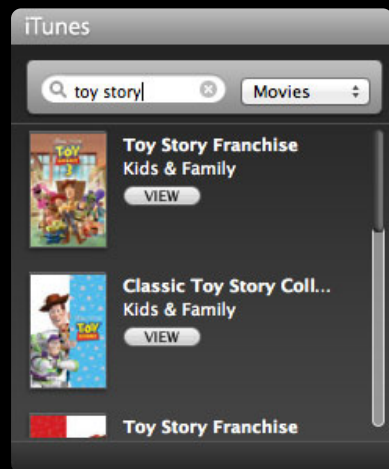
Simple Tools

Widgets



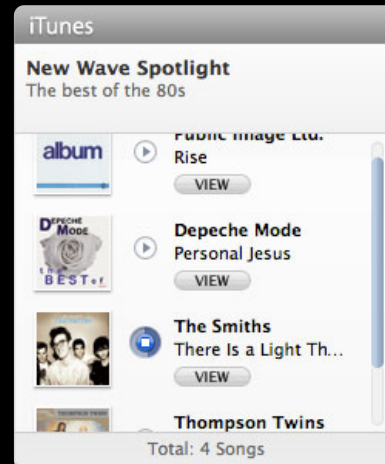
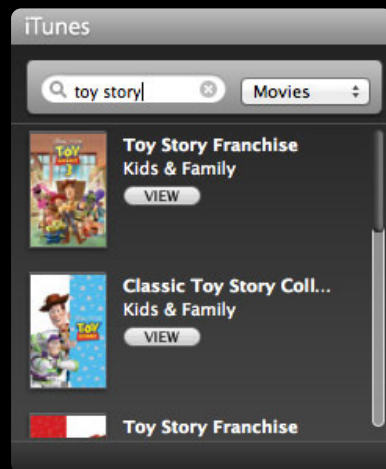
Simple Tools

Widgets



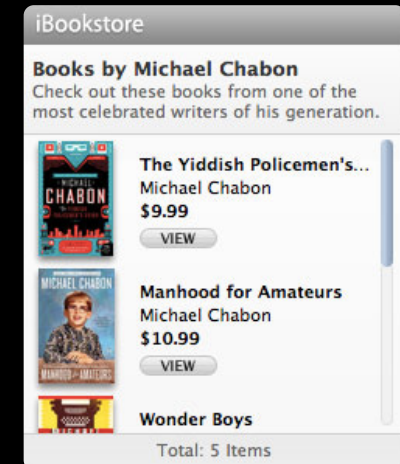
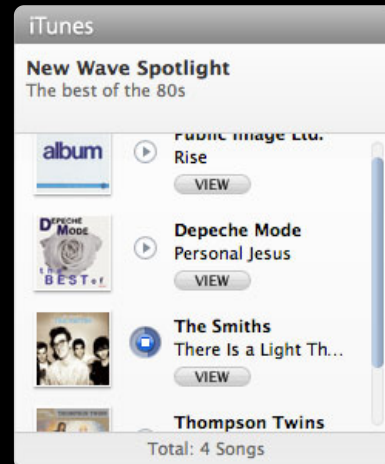
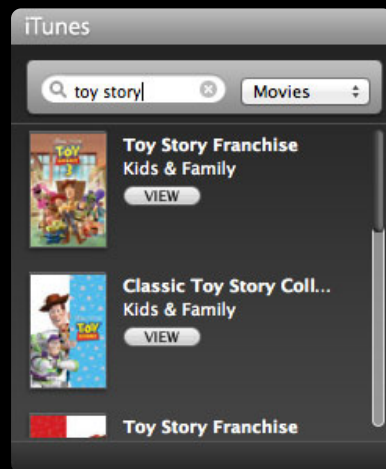
Simple Tools

Widgets



Simple Tools

Widgets



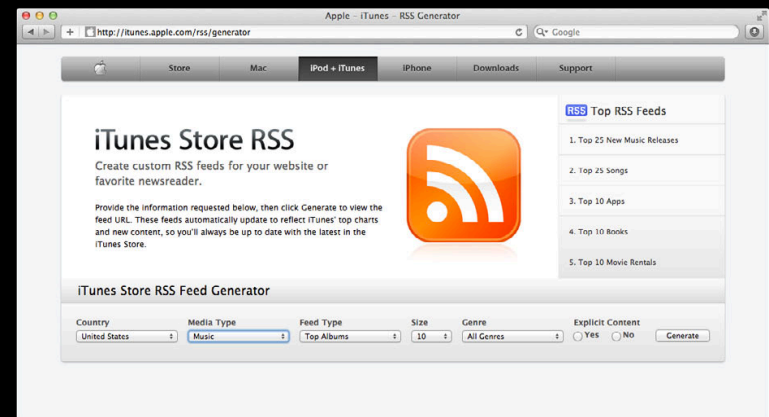
Tools and Services



- Simple tools to get started quickly
- RSS to track popular content
- Search and Lookup API for store content
- Enterprise Partner Feeds (EPF)
- Web Mix for dynamic playlisting

RSS

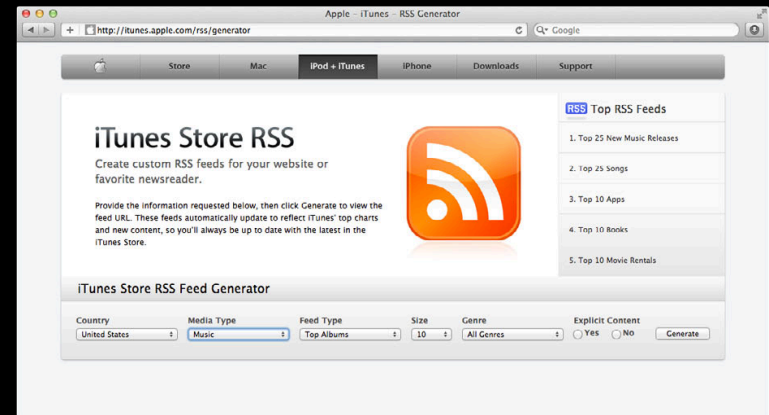
Overview



RSS

Overview

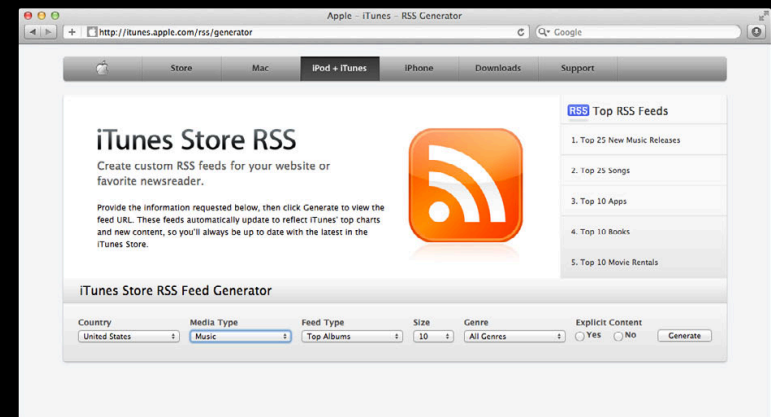
- Dynamic, constantly updating content



RSS

Overview

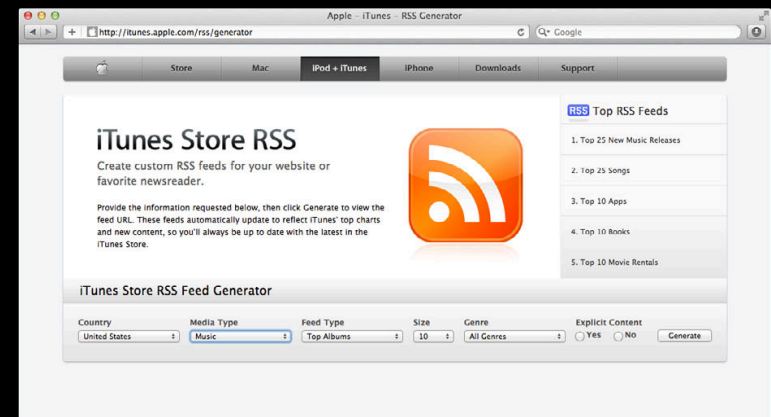
- Dynamic, constantly updating content
 - On your site



RSS

Overview

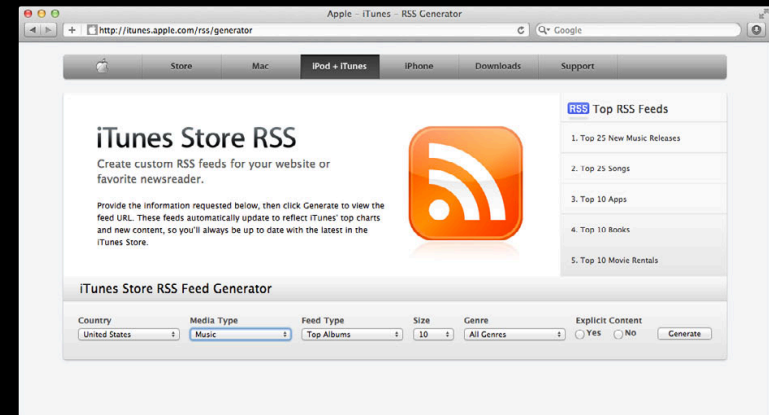
- Dynamic, constantly updating content
 - On your site
 - In your app



RSS

Overview

- Dynamic, constantly updating content
 - On your site
 - In your app
- There are feeds for most popular content, new and recently added content, and featured content



RSS

Overview



Apple - iTunes - RSS Generator


http://itunes.apple.com/rss/generator

Store Mac iPod + iTunes iPhone Downloads Support

iTunes Store RSS

Create custom RSS feeds for your website or favorite newsreader.

Provide the information requested below, then click Generate to view the feed URL. These feeds automatically update to reflect iTunes' top charts and new content, so you'll always be up to date with the latest in the iTunes Store.



iTunes Store RSS Feed Generator

Country	Media Type	Feed Type	Size	Genre	Explicit Content	
United States	Music	Top Albums	10	All Genres	<input type="radio"/> Yes <input checked="" type="radio"/> No	Generate

RSS Top RSS Feeds

1. Top 25 New Music Releases
2. Top 25 Songs
3. Top 10 Apps
4. Top 10 Books
5. Top 10 Movie Rentals

RSS

Example usages



RSS

Example usages

- There is a feed for most of the content on the iTunes store



RSS

Example usages

- There is a feed for most of the content on the iTunes store
- Music



RSS

Example usages



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- Music
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RSS

Basic options



RSS

Basic options

- Top albums in France



RSS

Basic options

- Top albums in France
 - <http://itunes.apple.com/fr/rss/topalbums/xml>



RSS

Basic options



- Top albums in France
 - <http://itunes.apple.com/fr/rss/topalbums/xml>
- Top albums in the Blues genre

RSS

Basic options



- Top albums in France
 - <http://itunes.apple.com/fr/rss/topalbums/xml>
- Top albums in the Blues genre
 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/xml>

RSS

Basic options



- Top albums in France
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- Top albums in the Blues genre
 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/xml>
- Top 200 albums in the Blues genre

RSS

Basic options



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 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/xml>
- Top 200 albums in the Blues genre
 - <http://itunes.apple.com/fr/rss/topalbums/genre=2/limit=200/xml>

RSS

Specifics and advanced options



RSS

Specifics and advanced options

- Standard feed format: Atom



RSS

Specifics and advanced options



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RSS

Specifics and advanced options



- Standard feed format: Atom
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- JSON output is also available

RSS

Specifics and advanced options



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- JSON output is also available
 - <http://itunes.apple.com/fr/rss/topalbums/json>

RSS

Specifics and advanced options



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 - <http://itunes.apple.com/fr/rss/topalbums/xml>
- JSON output is also available
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 - More about Javascript Object Notation: <http://json.org>

RSS

Specifics and advanced options



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RSS

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- Javascript callbacks are supported in JSON via “callback” parameter
 - <http://itunes.apple.com/fr/rss/topalbums/callback=processData/json>

RSS

Tracking customer reviews



RSS

Tracking customer reviews

- New feature



RSS

Tracking customer reviews



- New feature
 - <http://itunes.apple.com/rss/customerreviews/id=284417350/xml>

RSS

Tracking customer reviews



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Tracking customer reviews



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 - <http://itunes.apple.com/rss/customerreviews/id=284417350/xml>
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 - <http://itunes.apple.com/rss/customerreviews/id=284417350/json>
- Paginated to support easy automated checks

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 - <http://itunes.apple.com/rss/customerreviews/id=284417350/xml>
- JSON output is also available
 - <http://itunes.apple.com/rss/customerreviews/id=284417350/json>
- Paginated to support easy automated checks
 - Pagination may not be supported natively by your Atom user agent

Demo

Incorporating RSS/Atom feeds into a website

Ted Hosmann

Global Affiliate Program Manager

Tools and Services



- Simple tools to get started quickly
- RSS to track popular content
- Search and Lookup API for store content
- Enterprise Partner Feeds (EPF)
- Web Mix for dynamic playlisting

Search API

Overview



Search API

Overview



- iTunes search and metadata lookup on the web

Search API

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- iTunes search and metadata lookup on the web
- Responses are in JSON format

Search API

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- Two main actions available

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 - Search: Search for content by terms

Search API

Overview



- iTunes search and metadata lookup on the web
- Responses are in JSON format
- Two main actions available
 - Search: Search for content by terms
 - Lookup: Lookup content metadata via IDs

Search API

Data example



Search API

Data example



```
{
  "resultCount": 50,
  "results": [
    {
      "artistId": 252288074,
      "artistName": "House",
      "artistViewUrl": "http://itunes.apple.com/us/tv-show/house/id252288074?uo=4",
      "artworkUrl100": "http://a2.mzstatic.com/us/r1000/034/Video/1f/ae/27/mzl.vsrwphy.100x100-75.jpg",
      "artworkUrl30": "http://a1.mzstatic.com/us/r1000/034/Video/1f/ae/27/mzl.vsrwphy.40x30-75.jpg",
      "artworkUrl60": "http://a2.mzstatic.com/us/r1000/034/Video/1f/ae/27/mzl.vsrwphy.80x60-75.jpg",
      "collectionCensoredName": "House, Season 4",
      "collectionExplicitness": "notExplicit",
      "collectionId": 264406410,
      "collectionName": "House, Season 4",
      "collectionPrice": 24.99,
      "collectionViewUrl": "http://itunes.apple.com/us/tv-season/games/id264406410?i=279826198&uo=4",
      "contentAdvisoryRating": "TV-14",
      "country": "USA",
      "currency": "USD",
      "discCount": 1,
      "discNumber": 1,
      "kind": "tv-episode",
      "longDescription": "When Cuddy puts the pressure on House to choose the final members of his team, House del",
      "previewUrl": "http://a1357.v.phobos.apple.com/us/r1000/009/Video/29/10/ba/mzm.oqiyqyej..640x480.h264lc.d2.p",
      "primaryGenreName": "Drama",
      "releaseDate": "2007-11-20T08:00:00Z",
      "shortDescription": "When Cuddy puts the pressure on House to choose the final members of his team, House de",
      "trackCensoredName": "Games",
      "trackCount": 16,
      "trackExplicitness": "notExplicit",
      "trackId": 279826198,
      "trackName": "Games",
      "trackNumber": 9,
      "trackPrice": 1.99,
      "trackTimeMillis": 2635486.0,
      "trackViewUrl": "http://itunes.apple.com/us/tv-season/games/id264406410?i=279826198&uo=4",
      "wrapperType": "track"
    },
    {
      "artistId": 303119851,
      "artistName": "Important Things with Demetri Martin",
      "artistViewUrl": "http://itunes.apple.com/us/tv-show/important-things-demetri-martin/id303119851?uo=4",
      "artworkUrl100": "http://a2.mzstatic.com/us/r1000/016/Video/7f/ad/77/mzl.fknjpbk.100x100-75.jpg",

```

Search API

Search



Search API

Search



- Search takes a search string in query param “term”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”
 - Even more specific: “entity”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”
 - Even more specific: “entity”
 - “attribute”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”
 - Even more specific: “entity”
 - “attribute”
 - “limit”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”
 - Even more specific: “entity”
 - “attribute”
 - “limit”
 - “callback”

Search API

Search



- Search takes a search string in query param “term”
- Many modifiers available
 - “country”
 - “language”
 - “media”
 - Even more specific: “entity”
 - “attribute”
 - “limit”
 - “callback”
- Results are JSON dictionaries sorted by relevancy

Search API

Lookup



Search API

Lookup



- Lookup takes in an iTunes ID in “id” param

Search API

Lookup



- Lookup takes in an iTunes ID in “id” param
- Other IDs can be used: UPC/EAN, ISBN, bundleId

Search API

Lookup—query parameters



Search API

Lookup—query parameters

- Most of the same query parameters as Search requests



Search API

Lookup—query parameters



- Most of the same query parameters as Search requests
- One important difference

Search API

Lookup—query parameters



- Most of the same query parameters as Search requests
- One important difference
 - “entity” allows you to navigate the content tree

Search API

Lookup—query parameters



- Most of the same query parameters as Search requests
- One important difference
 - “entity” allows you to navigate the content tree
 - “sort” will change the order of the results

Demo

Incorporating the Search API into a website

Ted Hosmann

Global Affiliate Program Manager

Tools and Services



- Simple tools to get started quickly
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The Enterprise Partner Feed



- Two flavors
 - EPF Relational
 - EPF Flat



The Enterprise Partner Feed



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 - EPF Relational
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EPF Relational Overview



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- Contains rich metadata about virtually all iTunes content



EPF Relational

Overview

- Contains rich metadata about virtually all iTunes content
- Intended to be imported into a relational database



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- Multiple files representing database tables



EPF Relational

Overview

- Contains rich metadata about virtually all iTunes content
- Intended to be imported into a relational database
- Multiple files representing database tables
- Aimed at organizations that need to run custom queries against iTunes content



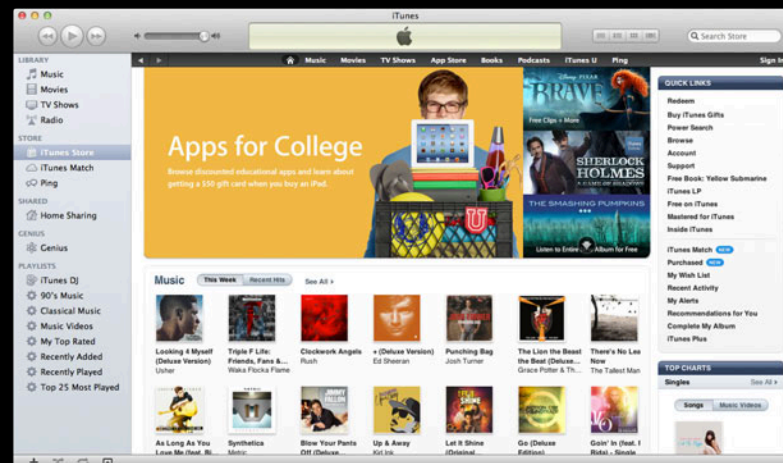
EPF Relational

What data is available?



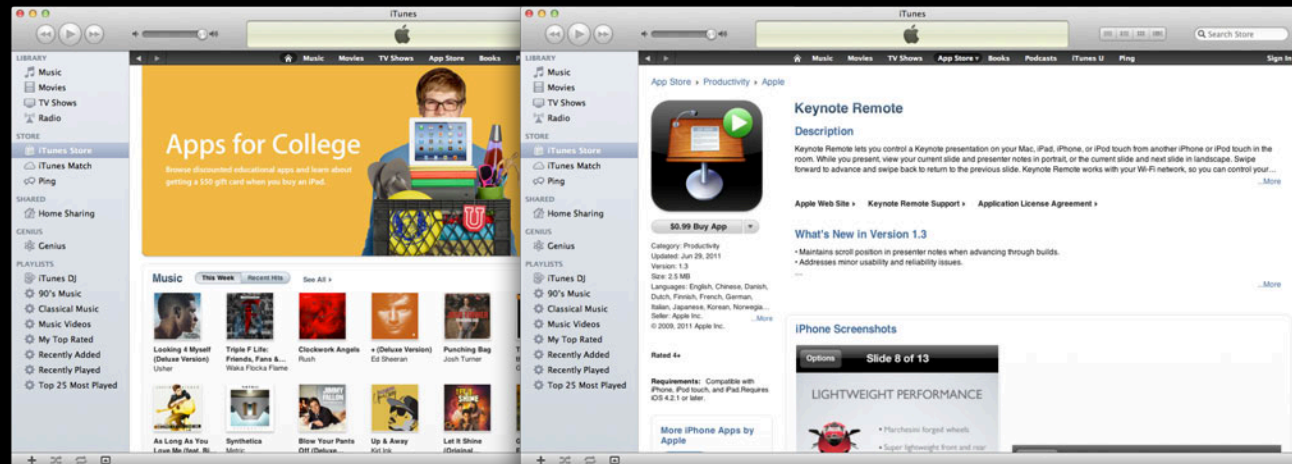
EPF Relational

What data is available?



EPF Relational

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What data is available?



EPF Relational

How it works



EPF Relational

How it works

- Exports are generated in two modes



EPF Relational

How it works

- Exports are generated in two modes
 - Weekly “full” export



EPF Relational

How it works

- Exports are generated in two modes
 - Weekly “full” export
 - Daily “incremental” export, relative to last full export



EPF Relational

How it works

- Exports are generated in two modes
 - Weekly “full” export
 - Daily “incremental” export, relative to last full export
- EPF users download data over HTTP



EPF Relational Structure



EPF Relational Structure



- Data is organized into purpose-specific archives

EPF Relational Structure



- Data is organized into purpose-specific archives
 - iTunes (metadata), matching, pricing, popularity

EPF Relational Structure



- Data is organized into purpose-specific archives
 - iTunes (metadata), matching, pricing, popularity
- Each archive contains files representing database tables

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artist

EPF Relational Structure



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 - iTunes (metadata), matching, pricing, popularity
- Each archive contains files representing database tables

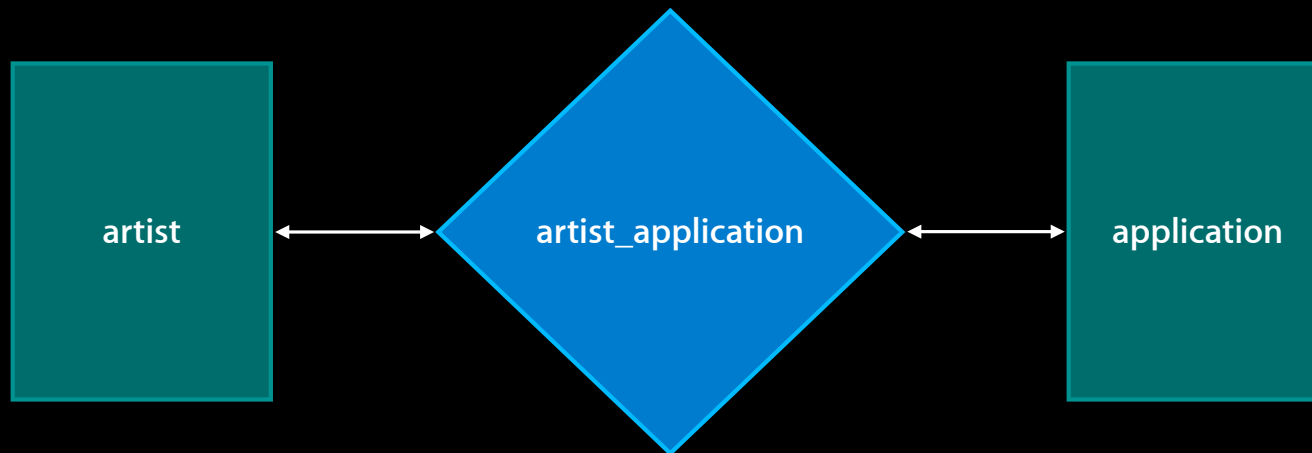
artist

application

EPF Relational Structure



- Data is organized into purpose-specific archives
 - iTunes (metadata), matching, pricing, popularity
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The Enterprise Partner Feed



- Two flavors
 - EPF Relational
 - EPF Flat



The Enterprise Partner Feed



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EPF Flat

A simpler approach



EPF Flat

A simpler approach

- Each file contains all data for a given country and content type



EPF Flat

A simpler approach

- Each file contains all data for a given country and content type
- Compatible with spreadsheet applications



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A simpler approach

- Each file contains all data for a given country and content type
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- Each file contains all data for a given country and content type
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 - Great for populating a non-relational datastore



EPF Flat

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- Each file contains all data for a given country and content type
- Compatible with spreadsheet applications
- No schema, no relational tables
 - All data for a given object contained in a single row
 - Great for populating a non-relational datastore
 - Lucene, SimpleDB, Voldemort, memcached



The Enterprise Partner Feed



- Two flavors
 - EPF Relational
 - EPF Flat



EPF

EPF Importer



EPF

EPF Importer



- Cross-platform Python app imports EPF into a MySQL database

EPF

EPF Importer



- Cross-platform Python app imports EPF into a MySQL database
- Handles EPF Relational and EPF Flat data

EPF

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- Cross-platform Python app imports EPF into a MySQL database
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- Self-configuring based on EPF comment headers

EPF

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EPF

EPF Importer



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- Can restrict imports with whitelist/blacklist
- Supports resumable imports

EPF

EPF Importer



- Cross-platform Python app imports EPF into a MySQL database
- Handles EPF Relational and EPF Flat data
- Self-configuring based on EPF comment headers
 - Column names, database type information, primary keys
- Can restrict imports with whitelist/blacklist
- Supports resumable imports
- Released as sample code

Tools and Services



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Web Mix

Dynamically generated playlists



Web Mix

Dynamically generated playlists



- You can create a custom playlist, on the fly, just by creating a URL



Web Mix

Dynamically generated playlists



- You can create a custom playlist, on the fly, just by creating a URL
- No upload required beforehand



Web Mix

Getting started



Web Mix

Getting started



- Need to create a special affiliate account with iTunes first

Web Mix

Getting started



- Need to create a special affiliate account with iTunes first
- Each URL needs to be digitally signed with a hash

Web Mix

Getting started



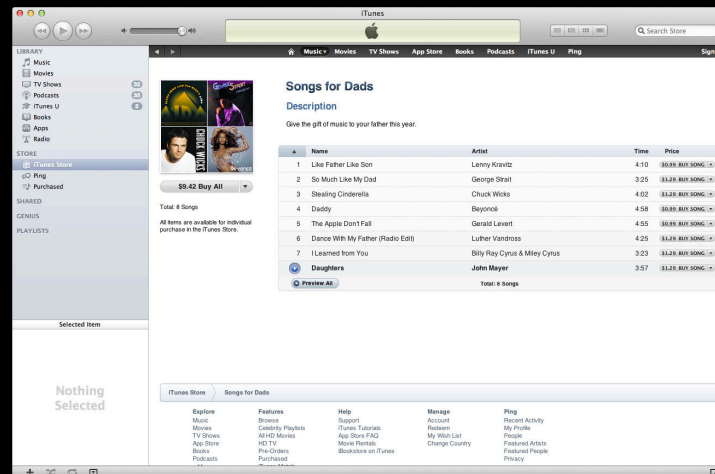
- Need to create a special affiliate account with iTunes first
- Each URL needs to be digitally signed with a hash
- Script provided to get you going

Web Mix

Example link



- <http://itunes.com/webmix?title=Songs+for+Dads&wdld=33280&desc=Give+the+gift+of+music+to+your+father+year.&ids=5805686,1006811,309609080,201278259,219380254,385931974,201461861,322697997&key=dc1c43d37106a390304a549b8aef873e>

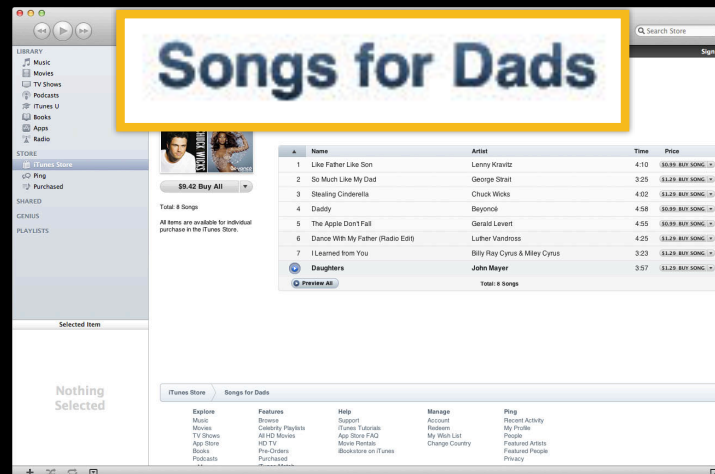


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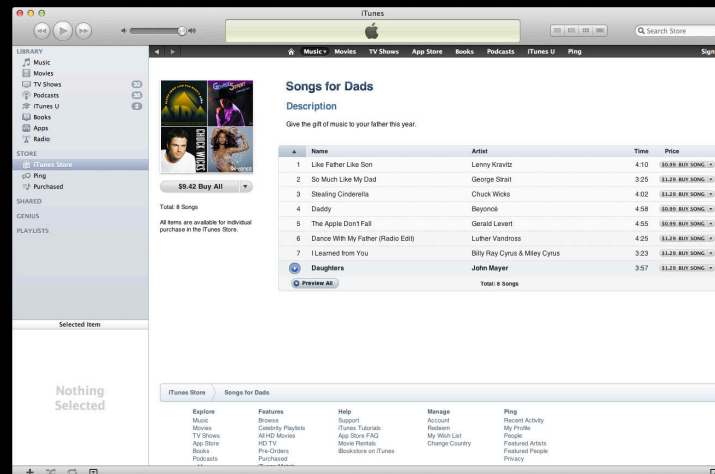


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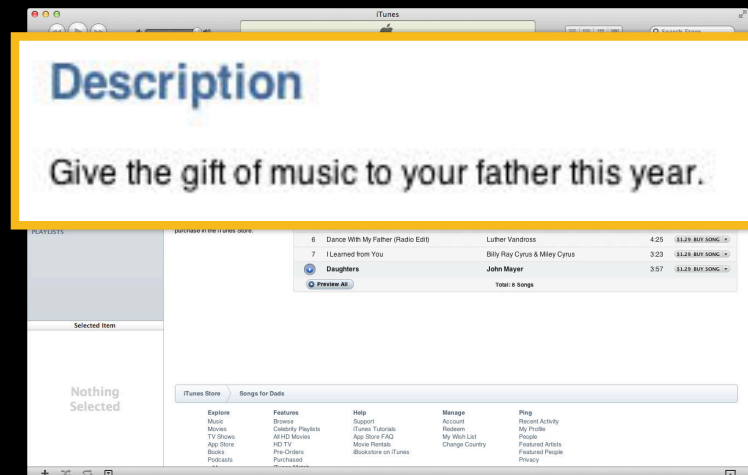


Web Mix

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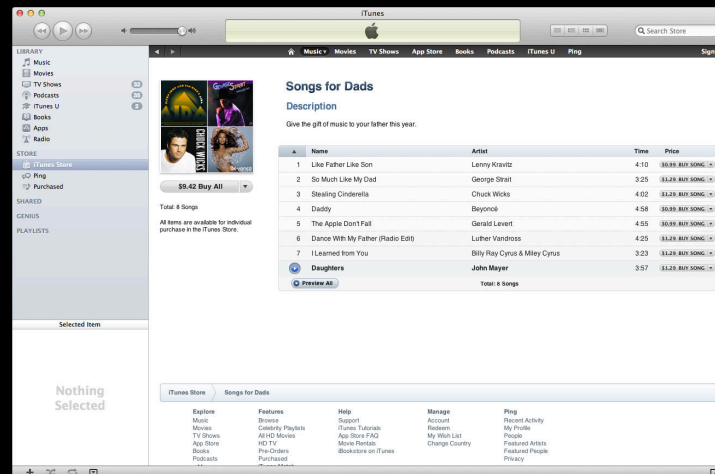


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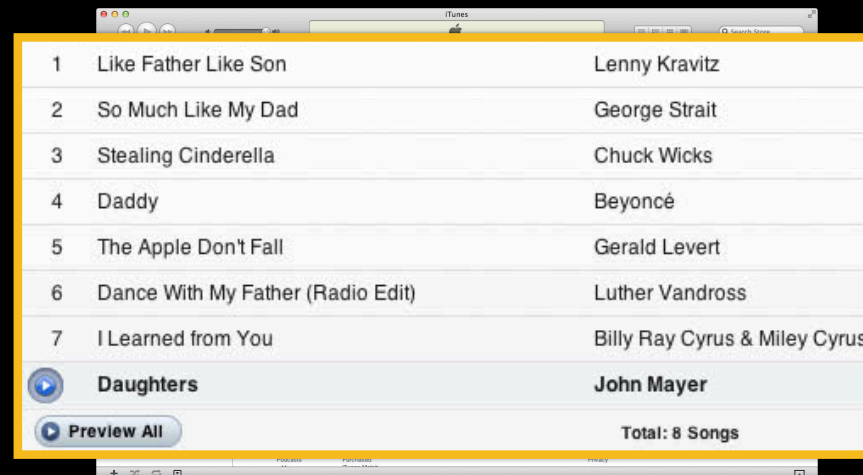


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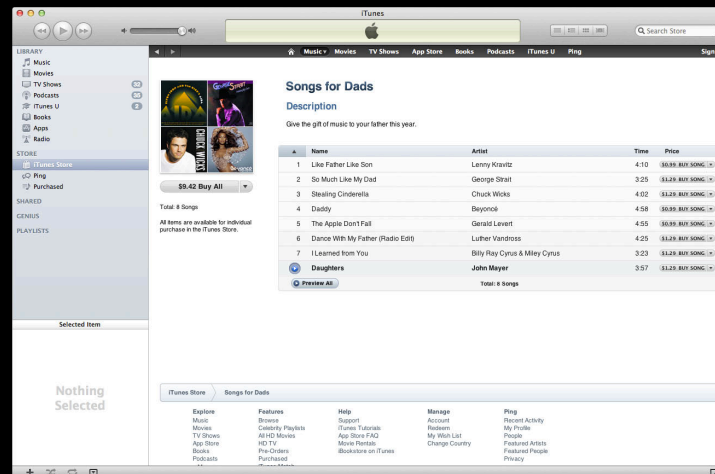
1	Like Father Like Son	Lenny Kravitz
2	So Much Like My Dad	George Strait
3	Stealing Cinderella	Chuck Wicks
4	Daddy	Beyoncé
5	The Apple Don't Fall	Gerald Levert
6	Dance With My Father (Radio Edit)	Luther Vandross
7	I Learned from You	Billy Ray Cyrus & Miley Cyrus
	Daughters	John Mayer
Preview All		Total: 8 Songs

Web Mix

Example link



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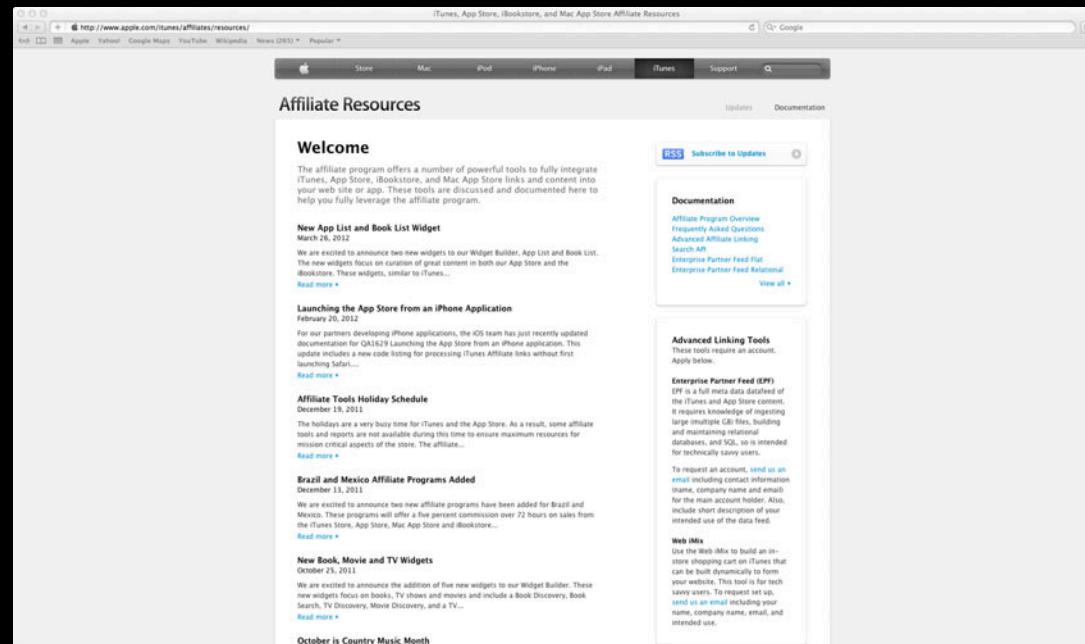


Affiliate Program



Affiliate Resources

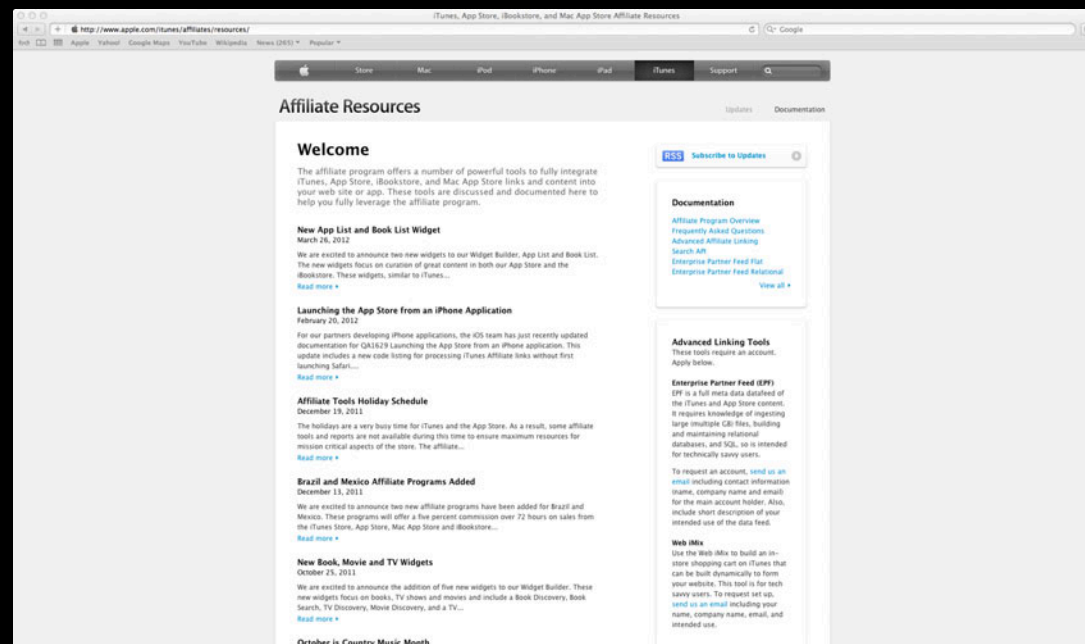
Web Portal for updates



Affiliate Resources

Web Portal for updates

- <http://www.apple.com/itunes/affiliates/>



More Information

Documentation and News

Affiliate Tools

<http://www.apple.com/itunes/affiliates/resources>

Affiliate Support

iTunesAffiliates@apple.com

Vicki Murley

Integration Technologies Evangelist

vicki@apple.com

Apple Developer Forums

<http://devforums.apple.com>

Summary

The Affiliate Program

Summary

The Affiliate Program

- A great way to earn commissions and promote your apps and content

Summary

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- A great way to earn commissions and promote your apps and content
 - Link Maker and Widgets for easily creating a few links

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 - Link Maker and Widgets for easily creating a few links
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 - Search API for on-the-fly queries

Summary

The Affiliate Program

- A great way to earn commissions and promote your apps and content
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Q&A

