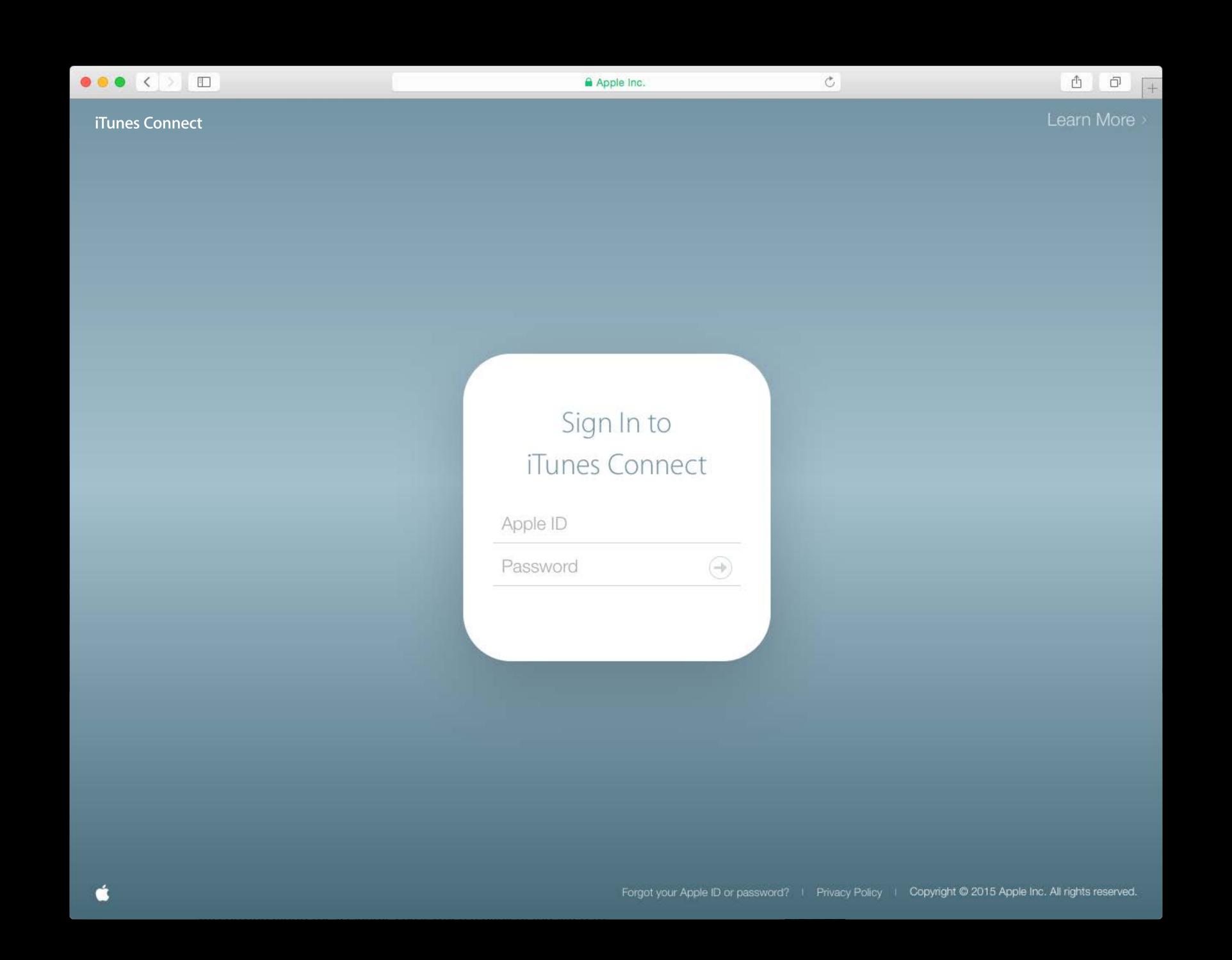
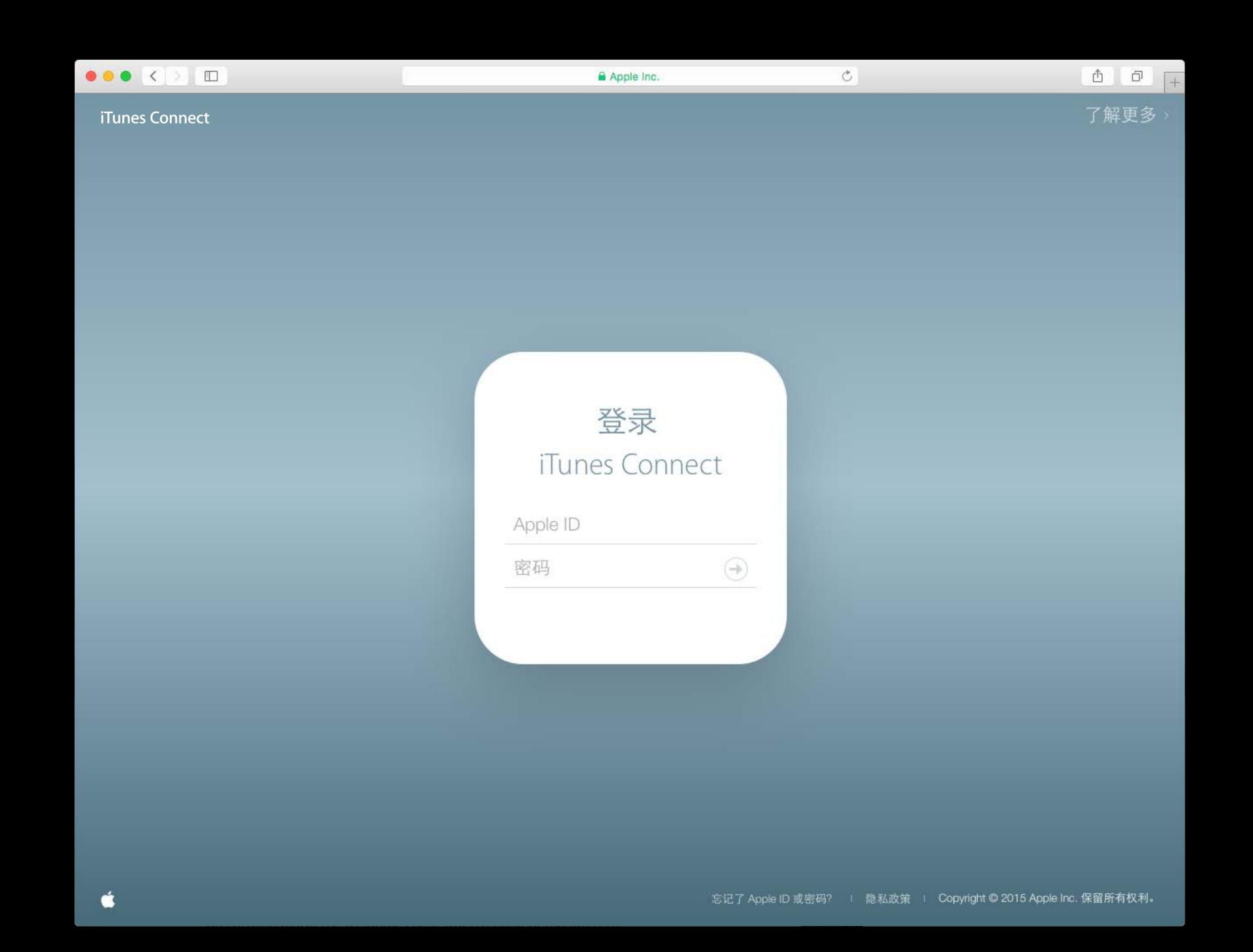
Distribution #WWDC15

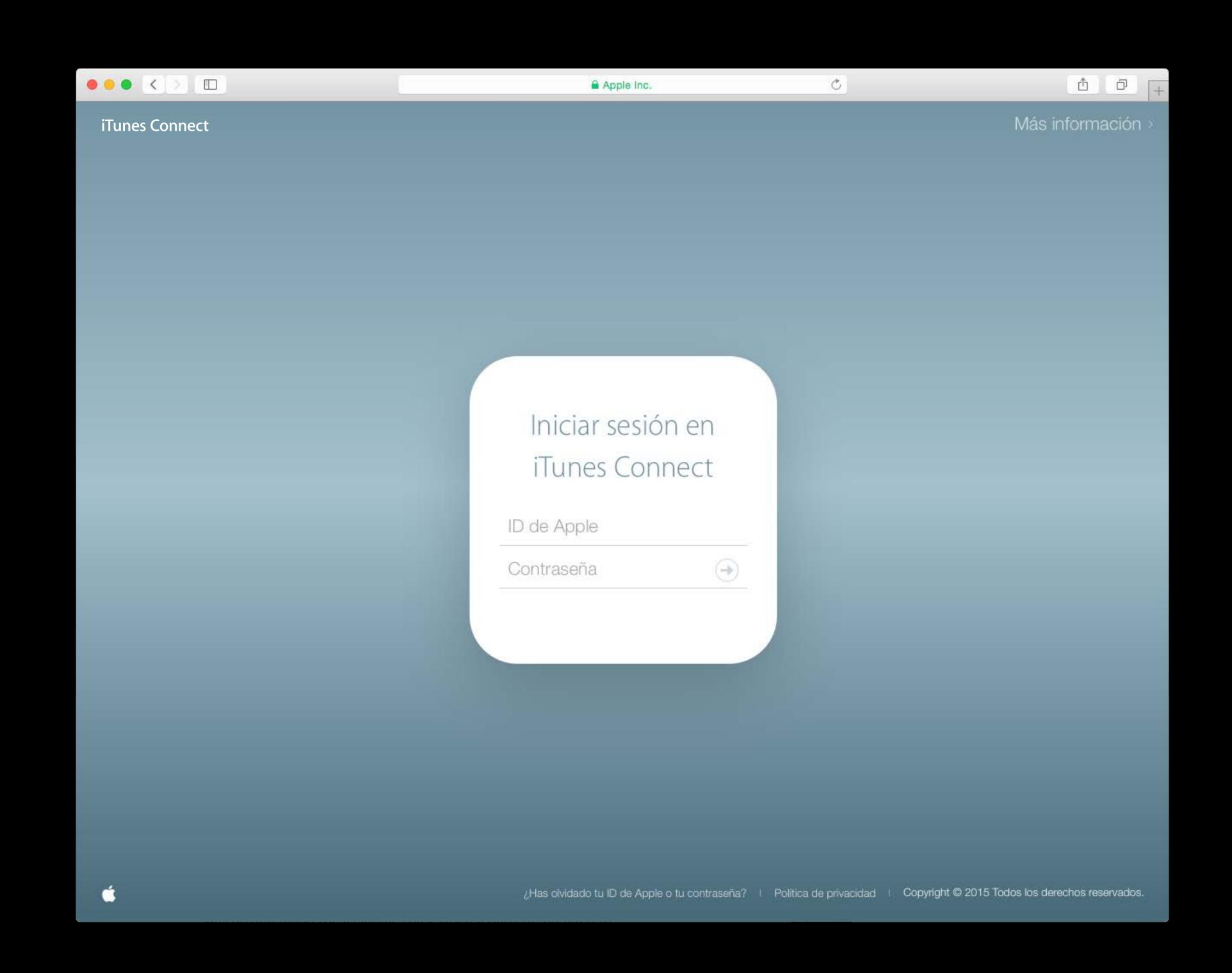
What's New in iTunes Connect

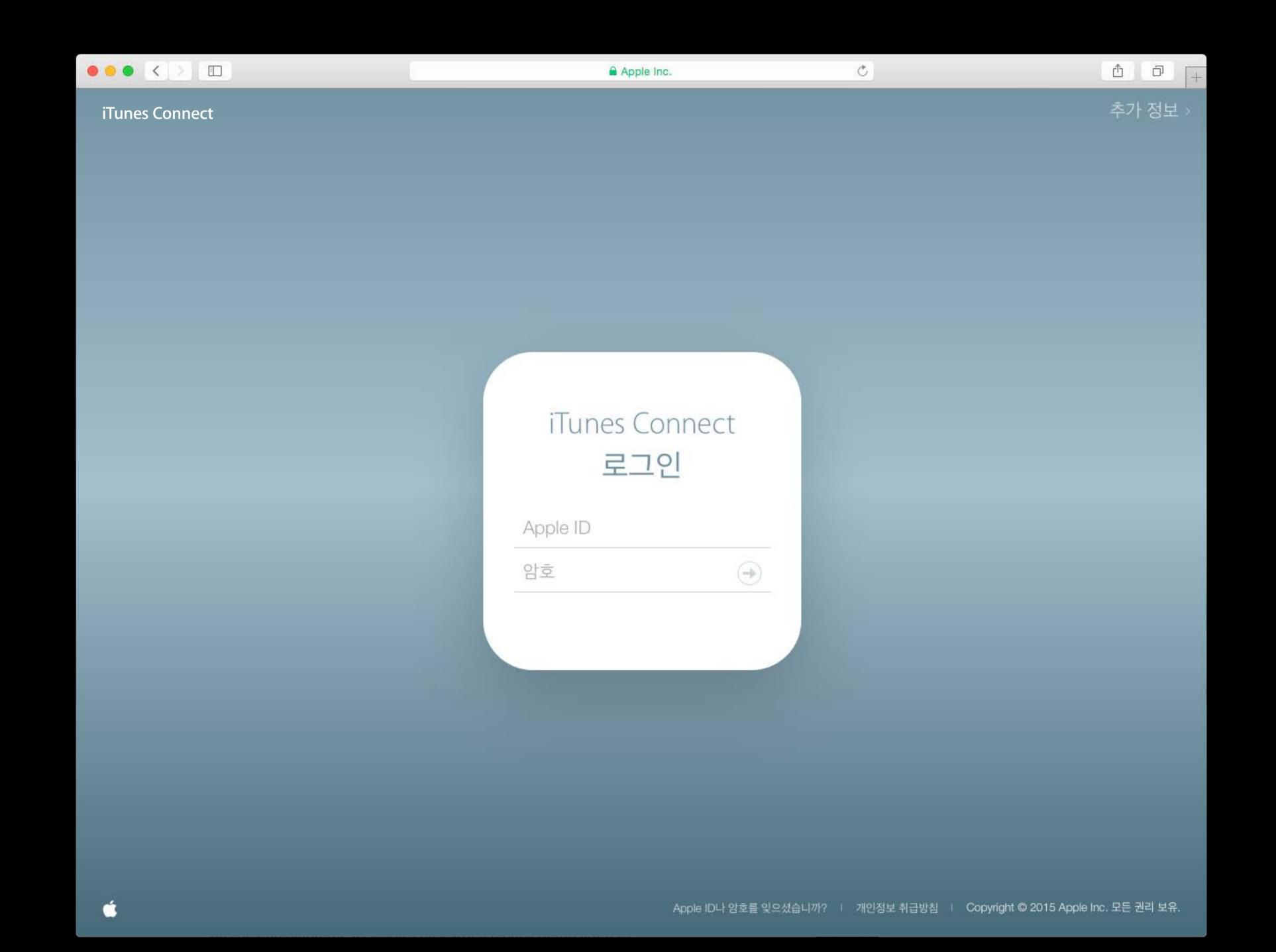
Session 302

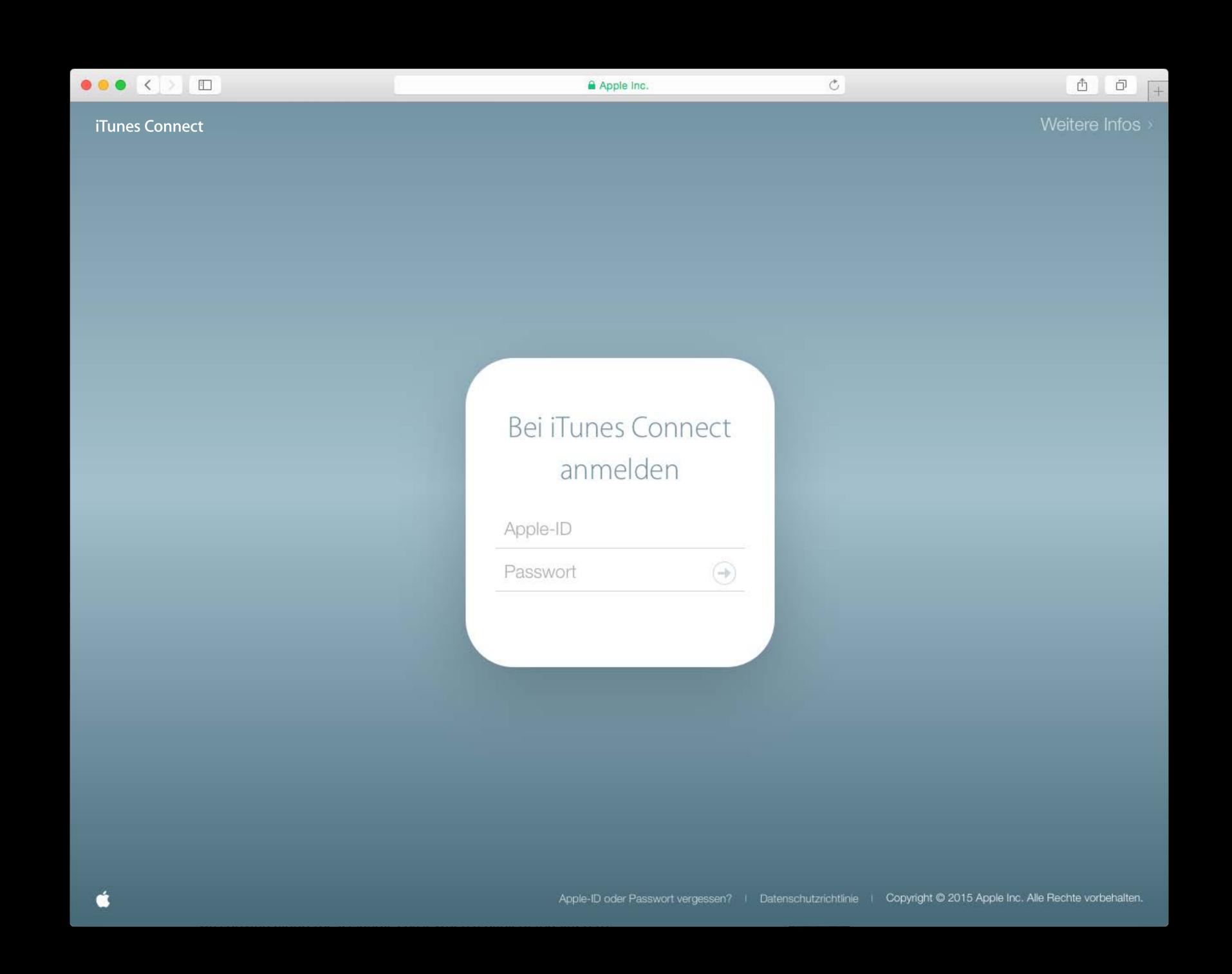
Dave Van Tassell Engineering Manager, iTunes Store, iTunes Connect

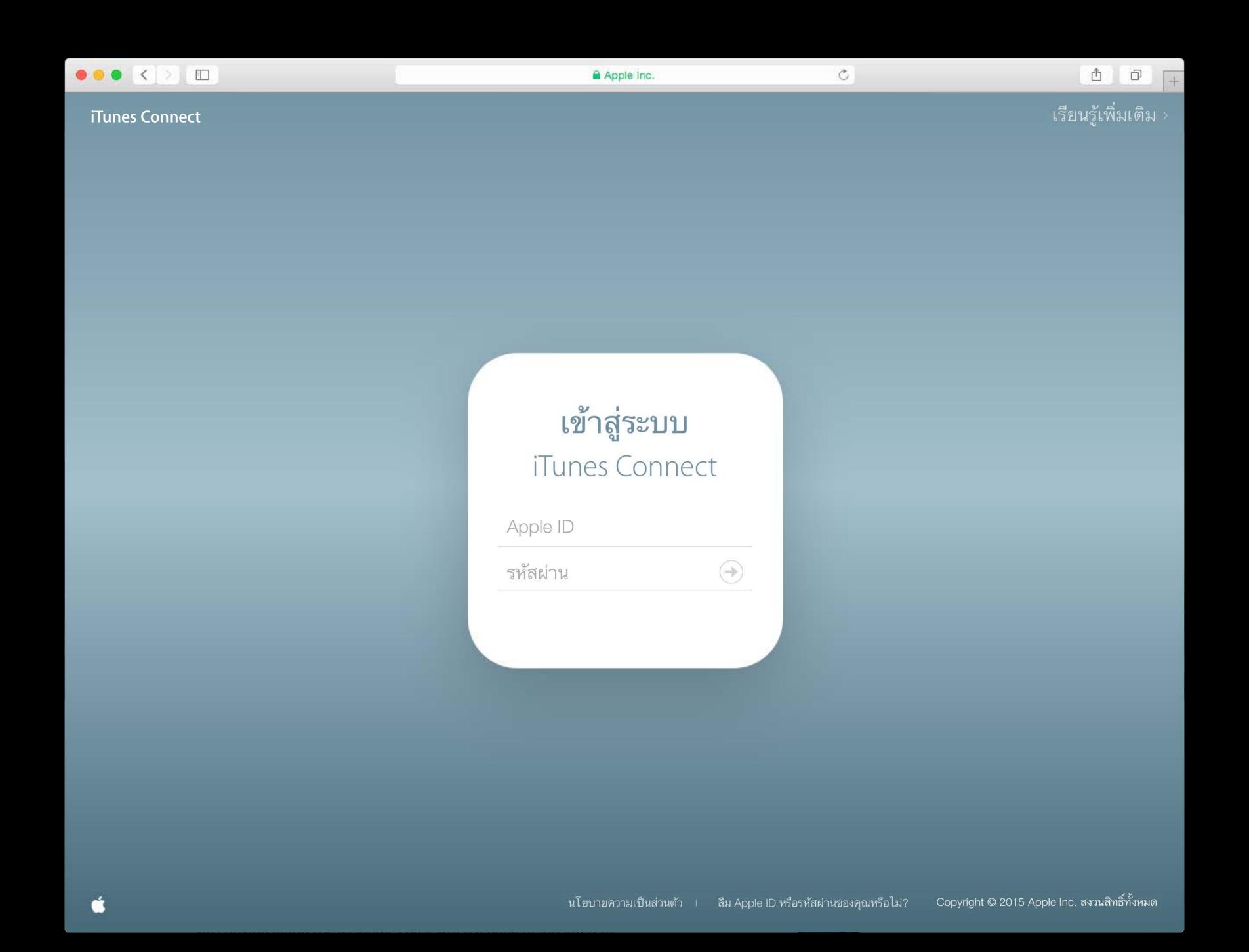


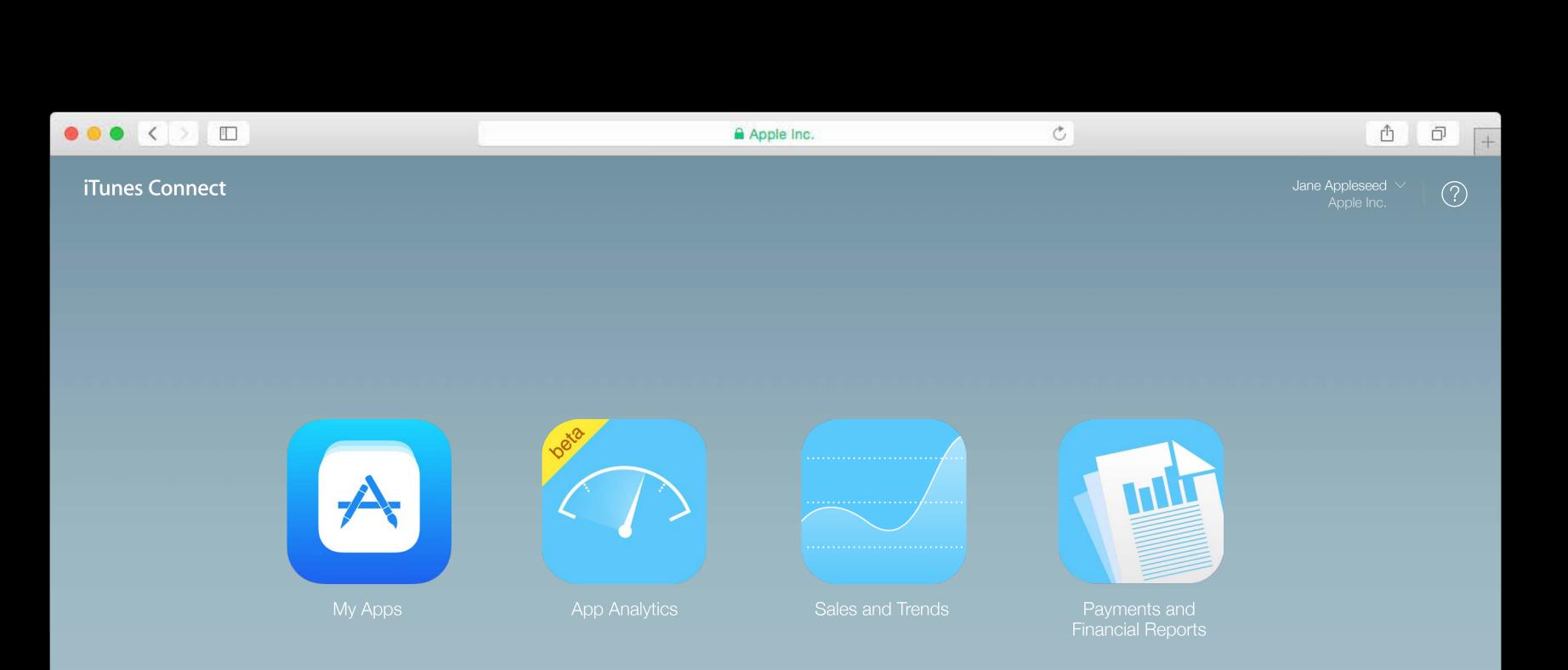














iAd



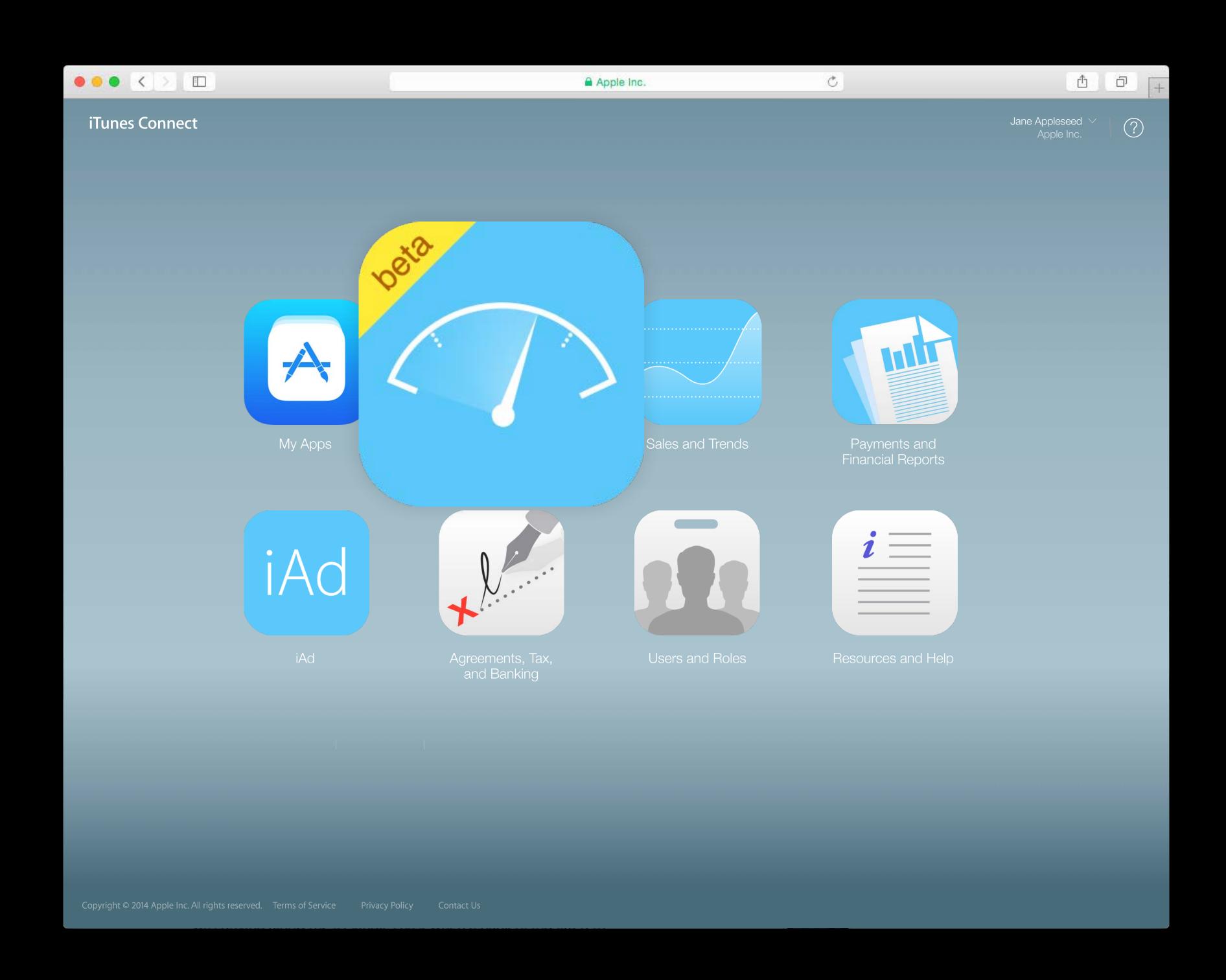
Agreements, Tax, and Banking



Users and Roles



Resources and Help

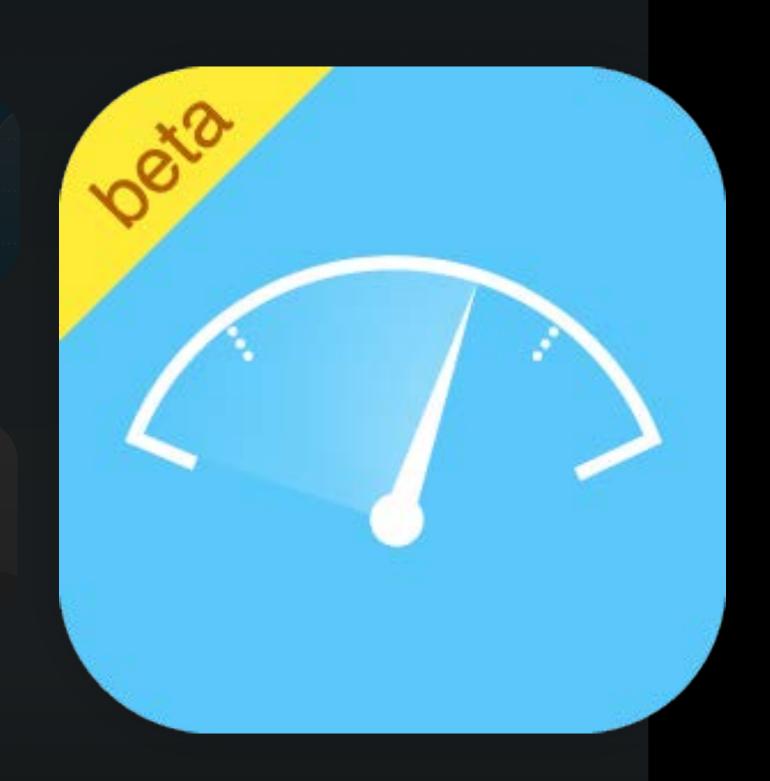


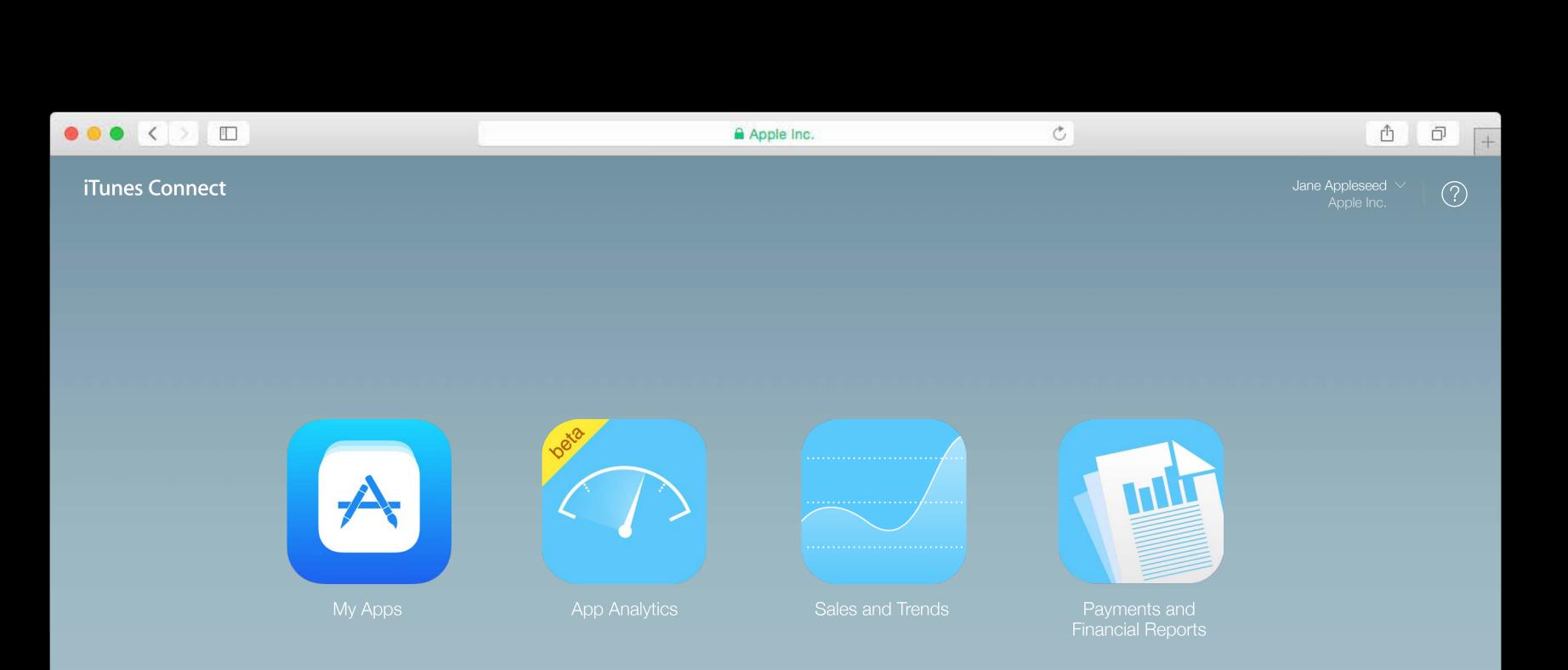
App Analytics

Available now

Measure acquisition to engagement

No implementation required







iAd



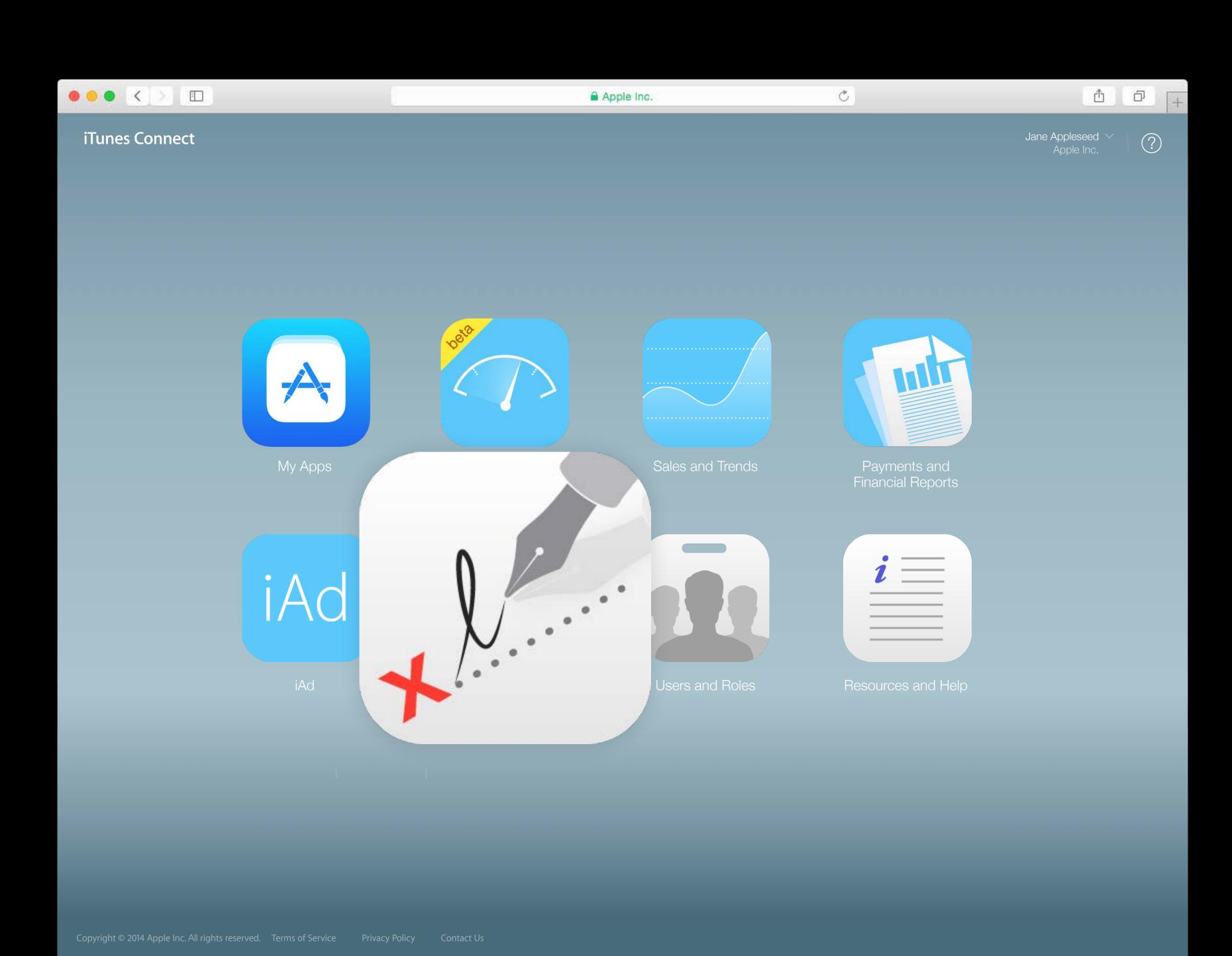
Agreements, Tax, and Banking



Users and Roles



Resources and Help



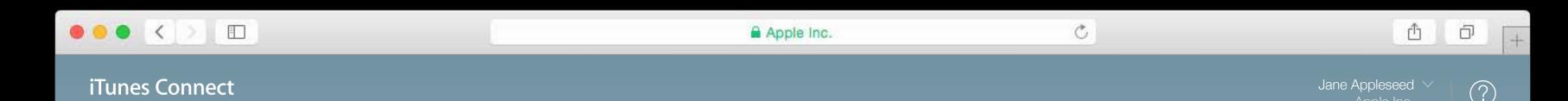
Agreements, Tax, and Banking

Unified agreements

Paid distribution for both OS X and iOS















App Analytics

Sales and Trends

Payments and Financial Reports





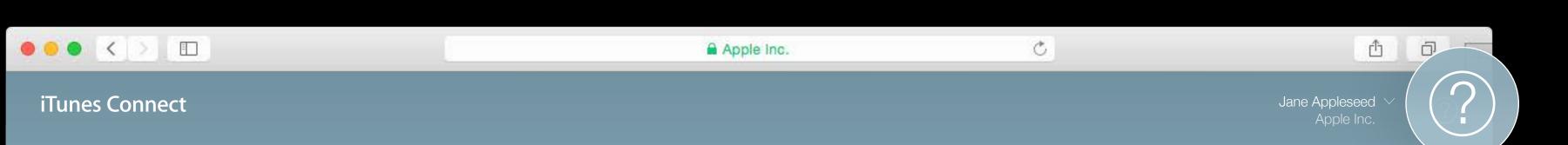




Agreements, Tax, and Banking

Users and Roles

Resources and Help



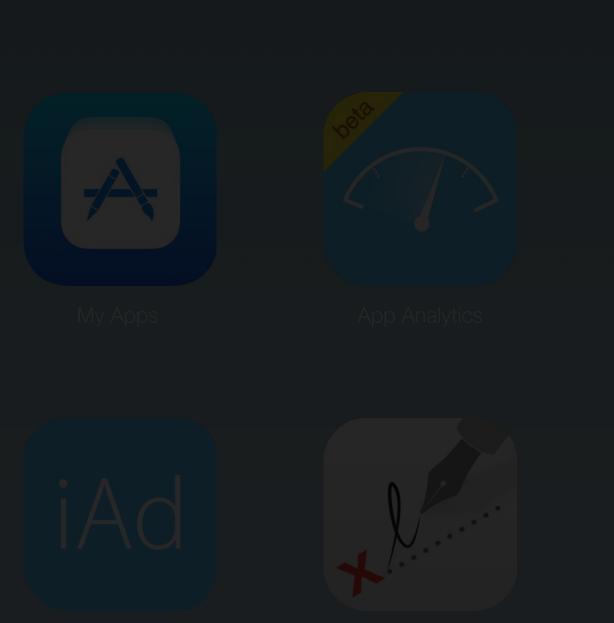
NEW



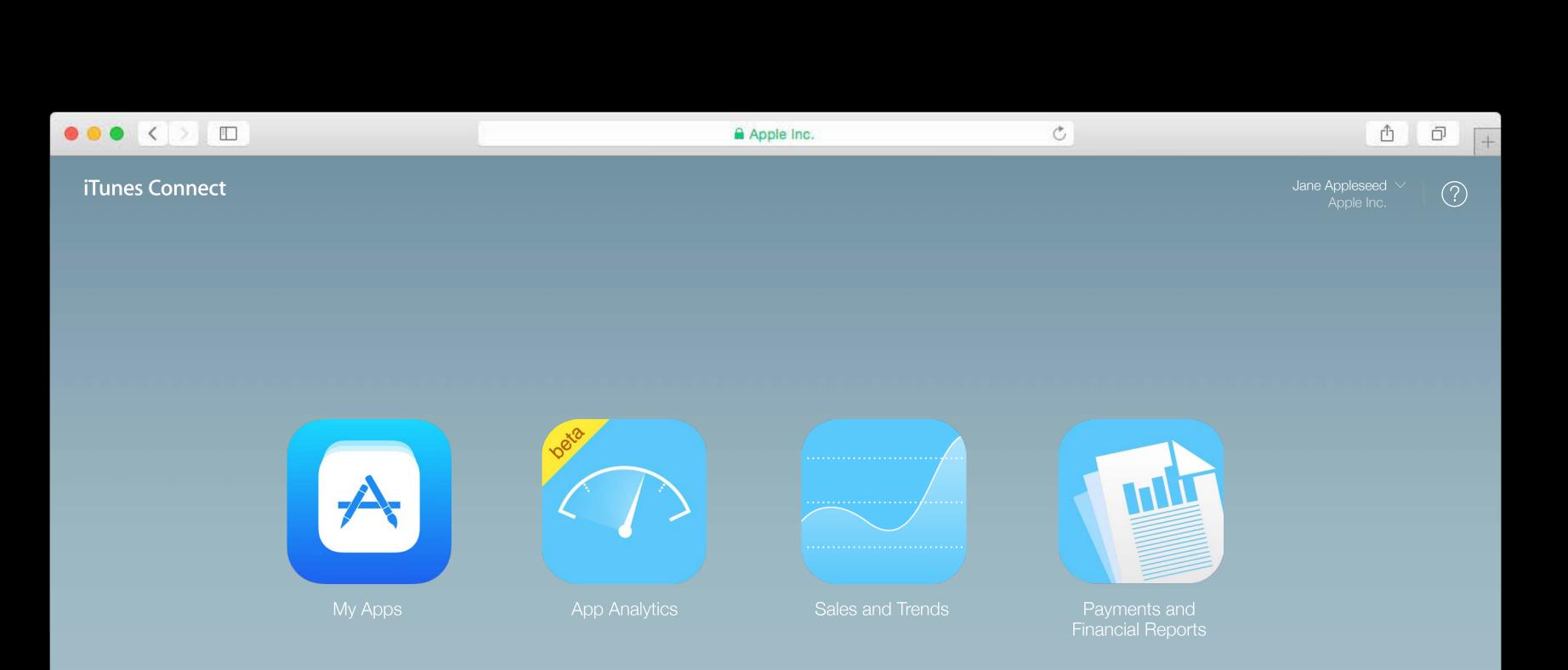
Resources and Help



Redesigned look
Help search
Web-version guide
Global access









iAd



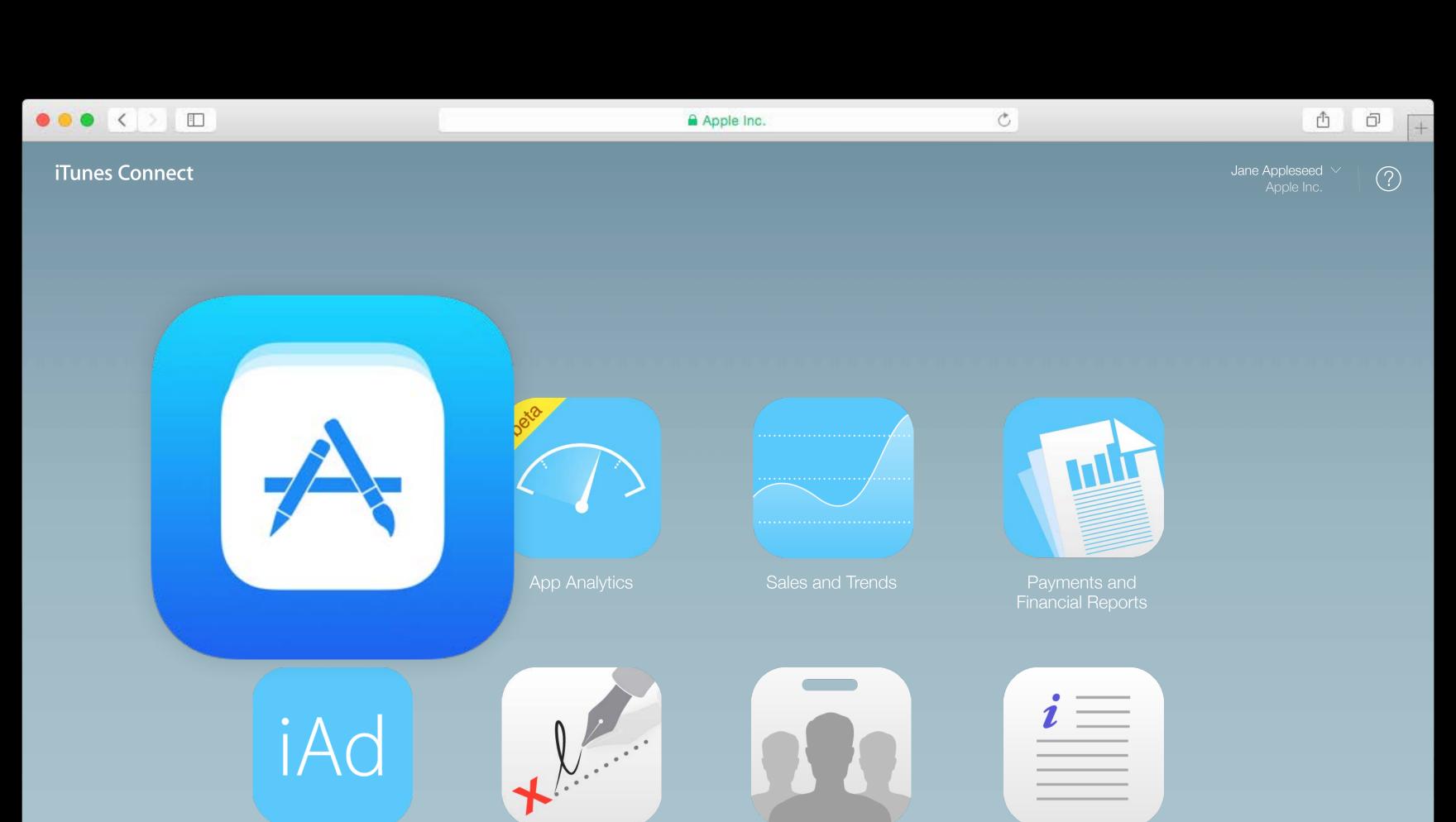
Agreements, Tax, and Banking



Users and Roles



Resources and Help





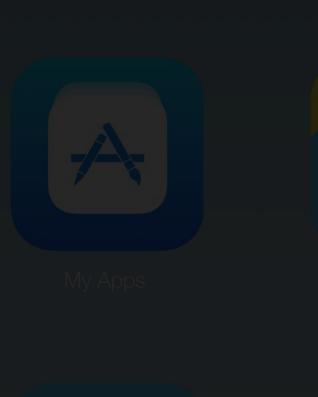
Agreements, Tax, and Banking

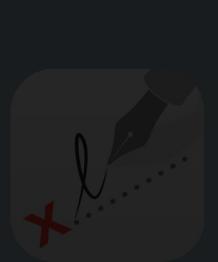






Cleaner organization Pricing re-design TestFlight updates









Cleaner organization

Versions	Prerelease	Pricing	In-App Purchases	Game Center	Reviews	Newsstand
----------	------------	---------	---------------------	-------------	---------	-----------

Versions Prerelease Pricing In-App
Purchases Game Center Reviews Newsstand

Cleaner organization

Versions

Prerelease

Pricing

In-App Purchases

Game Center

Reviews

Newsstand

App Store

Versions

Pricing

Reviews

Versions

Prerelease

Pricing

In-App Purchases

Game Center

Reviews

Newsstand

App Store

Versions

Pricing

Reviews

Versions Prerelease Pricing In-App
Purchases Game Center Reviews Newsstand

App StoreFeaturesVersionsIn-App PurchasesPricingGame CenterReviewsNewsstand

Versions Prerelease Pricing In-App
Purchases Game Center Reviews Newsstand

App StoreFeaturesVersionsIn-App PurchasesPricingGame CenterReviewsNewsstand

Versions Prerelease Pricing In-App
Purchases Game Center Reviews Newsstand

App StoreFeaturesPrereleaseVersionsIn-App
PurchasesPricingGame
CenterReviewsNewsstand

Versions Prerelease Pricing In-App
Purchases Game Center Reviews Newsstand

App StoreFeaturesPrereleaseVersionsIn-App
PurchasesPricingGame
CenterReviewsNewsstand

TestFlight Activity App Store Features In-App Versions Purchases Game Pricing Center Newsstand Reviews

In-App

Cleaner organization

App Store

Versions

Pricing

Reviews

Description

App Icon

App Name

What's New

Screenshots

Default Language

Rating

Support URL

Privacy Policy

App Review Contact

EULA

Bundle ID

Cleaner organization

App Store

Versions

Pricing

Reviews

Description

App Icon

App Name

What's New

Screenshots

Default Language

Rating

Support URL

Privacy Policy

App Review Contact

EULA

Bundle ID

Cleaner organization

App Store

Versions

Pricing

Reviews

Description

App Icon

App Name

What's New

Screenshots

Default Language

Rating

Support URL

Privacy Policy

App Review Contact

EULA

Bundle ID

NEW

Cleaner organization

App Store

App Info

Versions

Pricing

Reviews

App

App Name

Bundle ID

Default Language

EULA

Privacy Policy

App Review Contact

Version

What's New

App Icon

Screenshots

Description

Rating

Support URL

Cleaner organization

App Store

App Info

Versions

Pricing

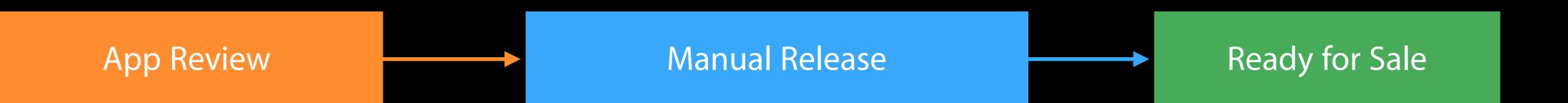
Reviews

Version release

My Apps Version release

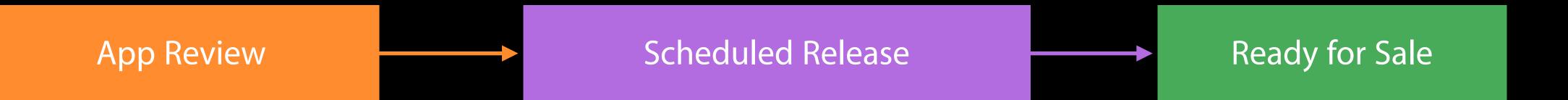


Version release

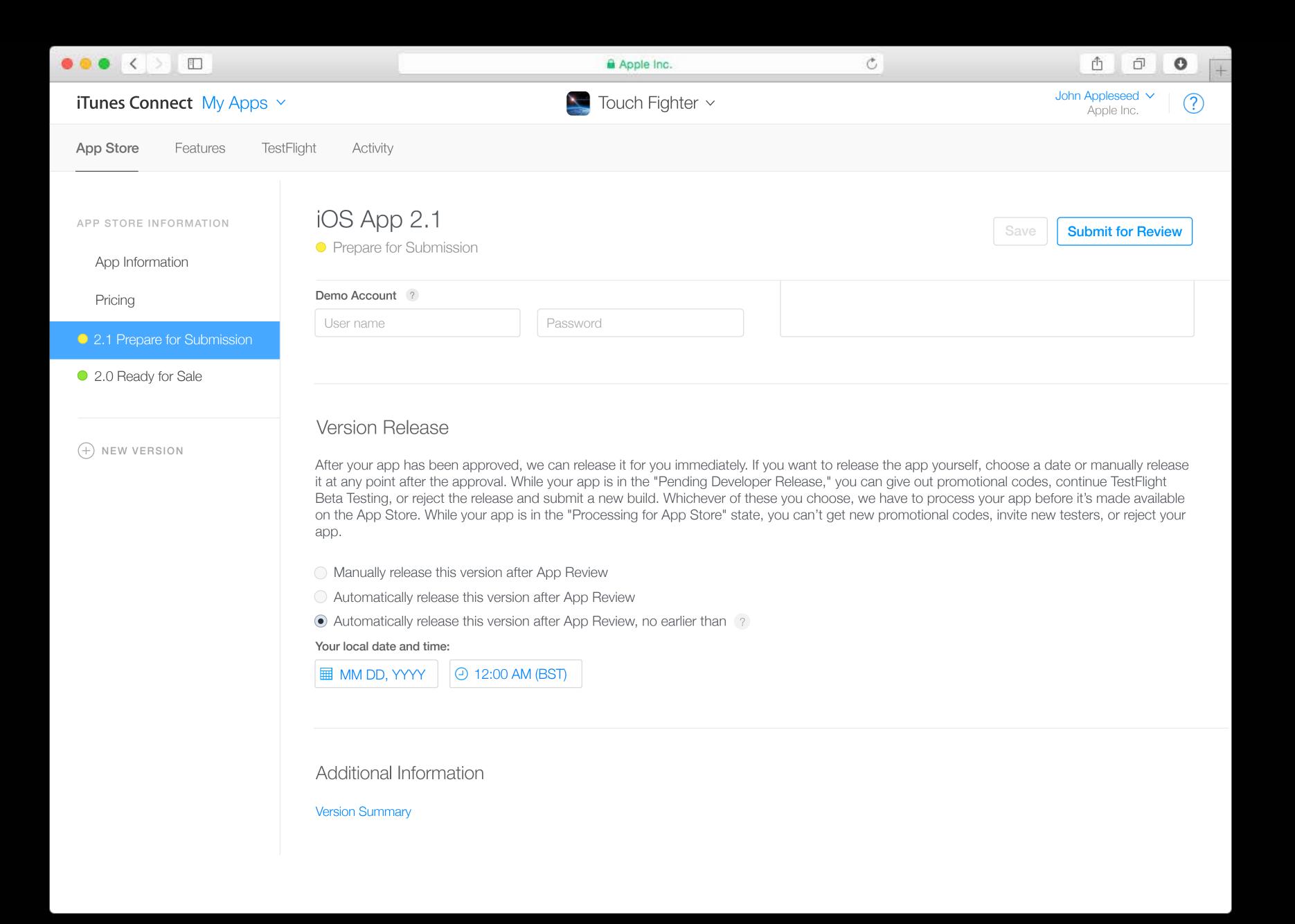


Version release

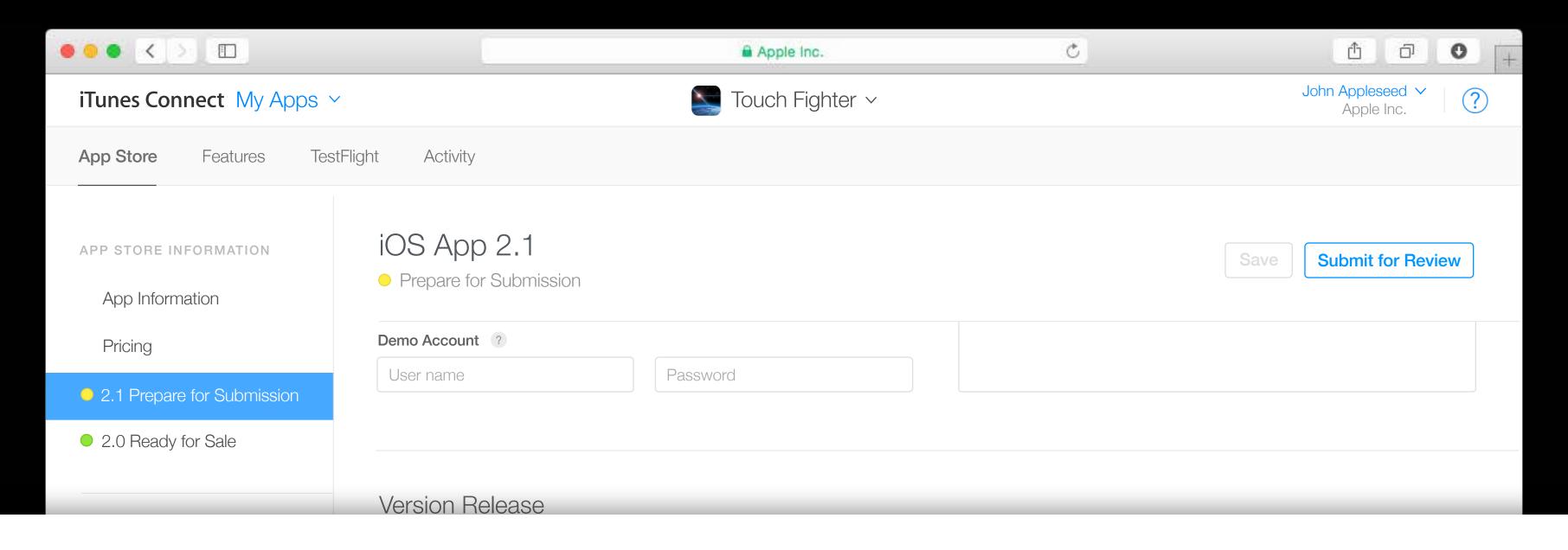












- Manually release this version after App Review
- Automatically release this version after App Review
- Automatically release this version after App Review, no earlier than

Your local date and time:



Additional Information

Version Summary

Version release



App Store

App Info

Versions

Pricing

Reviews

Choice

When do we release?

Version release



App Store

App Info

Versions

Pricing

Reviews

Choice When do we release?

Automatically release

Immediately upon approval



Version release

App Store

App Info

Versions

Pricing

Reviews

Choice	When do we release?
Automatically release	Immediately upon approval
Manual release	Click "Release This Version"



Version release

App Store

App Info

Versions

Pricing

Reviews

Choice	When do we release?
Automatically release	Immediately upon approval
Manual release	Click "Release This Version"
Scheduled release	After approval AND selected date and time

Pricing updates

App Store

App Info

Versions

Pricing

Reviews

Pricing updates



App Store

App Info

Versions

Pricing

Reviews

New Tier Guide

USD 6.99 (Tier 7)

Other Currencies

Pricing updates



App Store

App Info

Versions

Pricing

Reviews

Preferred Currency

✓ United States (USD)

Mexico (MXN)

Canada (CAN)

United Kingdom (GBP)

Germany (EUR)

Sweden (SEK)

Denmark (DKK)

Norway (NOK)

Switzerland (CHF)

Australia (AUS)

New Zealand (NZD)

Pricing updates



App Store

App Info

Versions

Pricing

Reviews

Preferred Currency

- Currency used for Price Tier selection
- iTunes Connect user setting
- Default based on contract location

✓ United States (USD)

Mexico (MXN)

Canada (CAN)

United Kingdom (GBP)

Germany (EUR)

Sweden (SEK)

Denmark (DKK)

Norway (NOK)

Switzerland (CHF)

Australia (AUS)

New Zealand (NZD)

Pricing updates



App Store

App Info

Versions

Pricing

Reviews

New Tier Guide

USD 6.99 (Tier 7)

Other Currencies

My Apps Pricing updates



App Store

App Info

Versions

Pricing

Reviews

New Tier Guide

USD 6.99 (Tier 7)

Other Currencies

Tier 7 in All Currencies

Territory	Price	Proceeds
United States (USD)	6.99	4.90
Australia (AUS)	7.49	4.77
Canada (CAN)	6.99	4.90
China (CNY)	45.00	31.50
Denmark (DKK)	45.00	27.35
Euro Zone (EUR)	5.99	3.64

My Apps Pricing updates



App Store

App Info

Versions

Pricing

Reviews

All Prices and Currencies

	United State	es (USD) Y	Germany ((EUR) ~	China (C	NY) ~	Japan (J
Tier	Price	Proceeds	Price	Proceeds	Price	Proceeds	Price
0	0.00	0.00	0,00	0,00	.00	.00	0
1	0.99	0.70	0,99	0,55	6.00	4.20	120
2	1.99	1.40	1,99	1,10	12.00	8.40	240
3	2.99	2.10	2,99	1,65	18.00	12.60	360
4	3.99	2.80	3,99	2,20	25.00	17.50	480
5	4.99	3.50	4,99	2,75	30.00	21.00	600
6	5.99	4.20	5,99	3,30	40.00	28.00	720
7	6.99	4.90	6,99	3,85	45.00	31.50	840
0	7.00	5.60	7.00	4.40	50.00	25.00	060

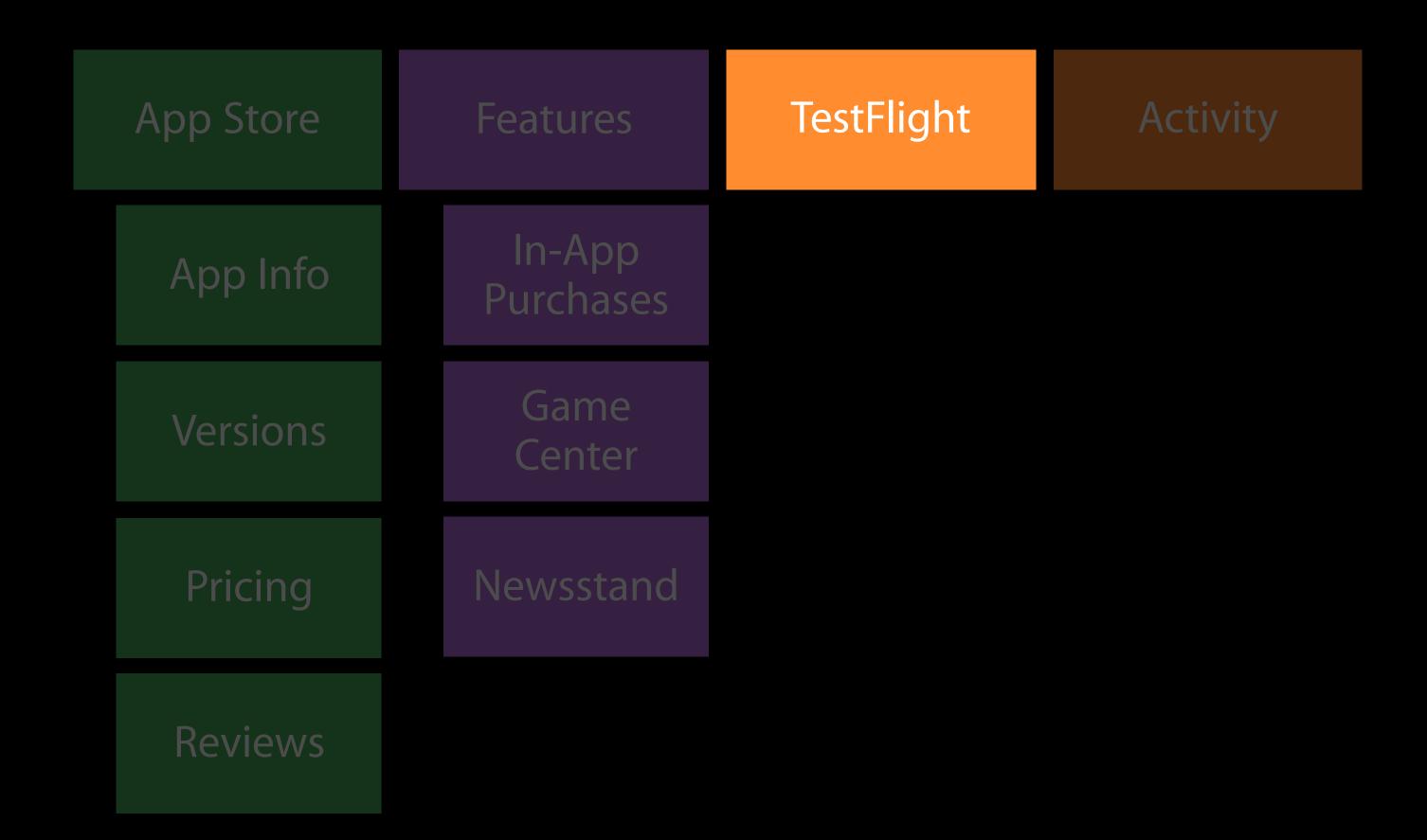
Demo

iTunes Connect

Jennifer Stuart

Software Engineer, iTunes Store, iTunes Connect

App Store	Features	TestFlight	Activity
App Info	In-App Purchases		
Versions	Game Center		
Pricing	Newsstand		
Reviews			





Beta testing launched last year

No provisioning profile

Sandbox accounts

Apple Watch Support 1.0

Internal and External testers



Internal versus External

Invitation

TestFlight

Beta App Review

Internal versus External

Invitation TestFlight Beta App Review

Internal iTunes Connect Personal app store account None

Internal versus External

	Invitation	TestFlight	Beta App Review
Internal	iTunes Connect username	Personal app store account	None
External	Email address	Personal app store account	With new versions

Internal versus External

	Invitation	TestFlight	Beta App Review
Internal	iTunes Connect username	Personal app store account	None
External	Email address	Personal app store account	With new versions

Version CFBundleShortVersionString Build CFBundleVersion

Version CFBundleVersion CFBundleShortVersionString

> 1.0 100

Build

Version CFBundleShortVersionString		Build CFBundleVersion
1.0		100
1.0	Have you made significant changes?	110

Version CFBundleShortVersionString		Build CFBundleVersion
1.0		100
1.0	Have you made significant changes?	110
1.0	Have you made significant changes?	130

Version CFBundleShortVersionString		Build CFBundleVersion
1.0		100
1.0	Have you made significant changes?	110
1.0	Have you made significant changes?	130
1.1		140

Internal

Version 1.0

100

Internal

Version 1.0

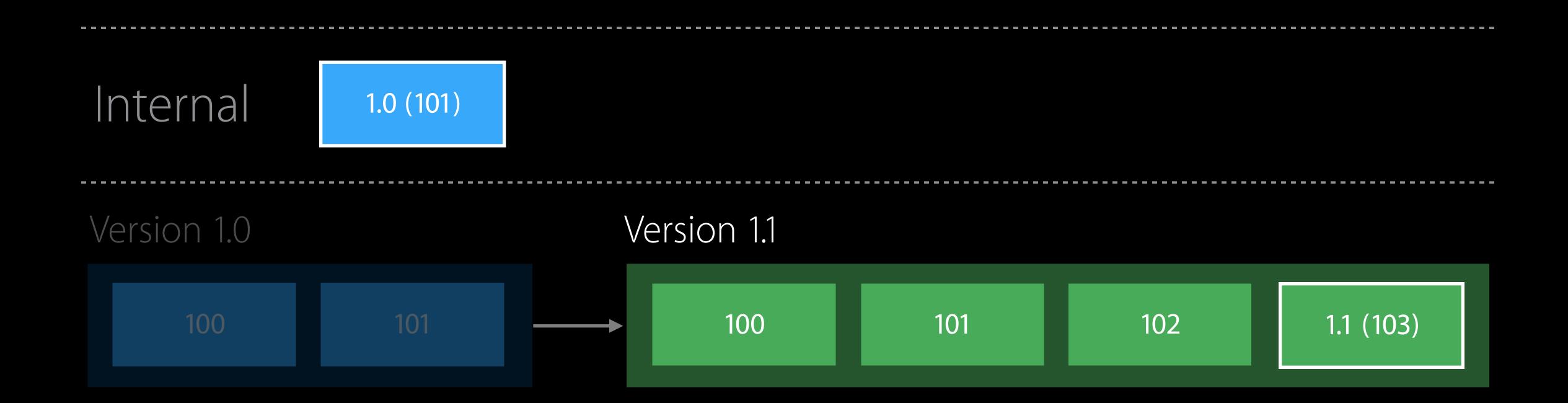
100 1.0 (101)

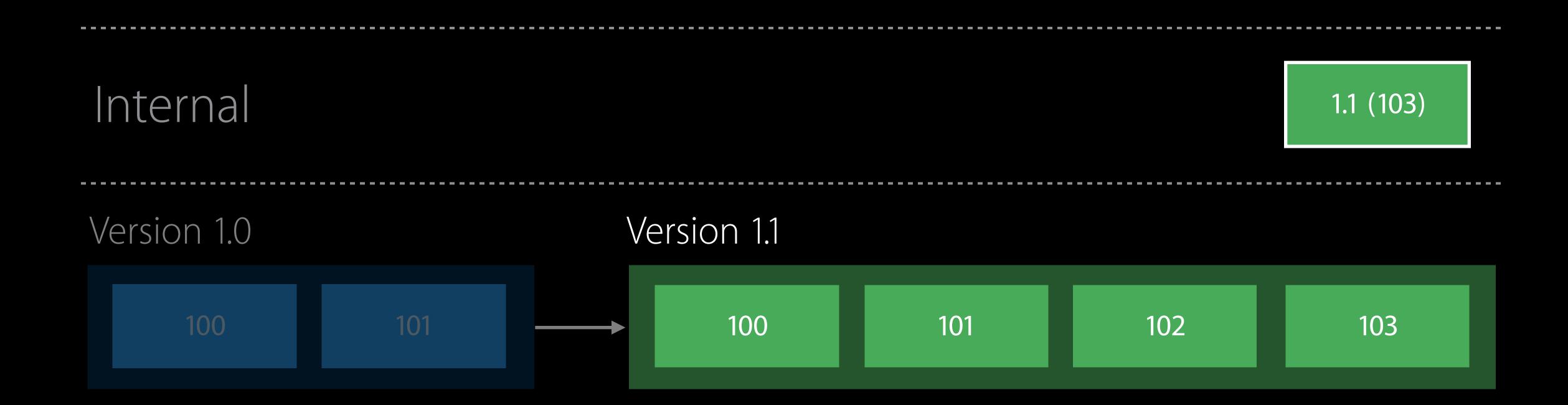
Internal

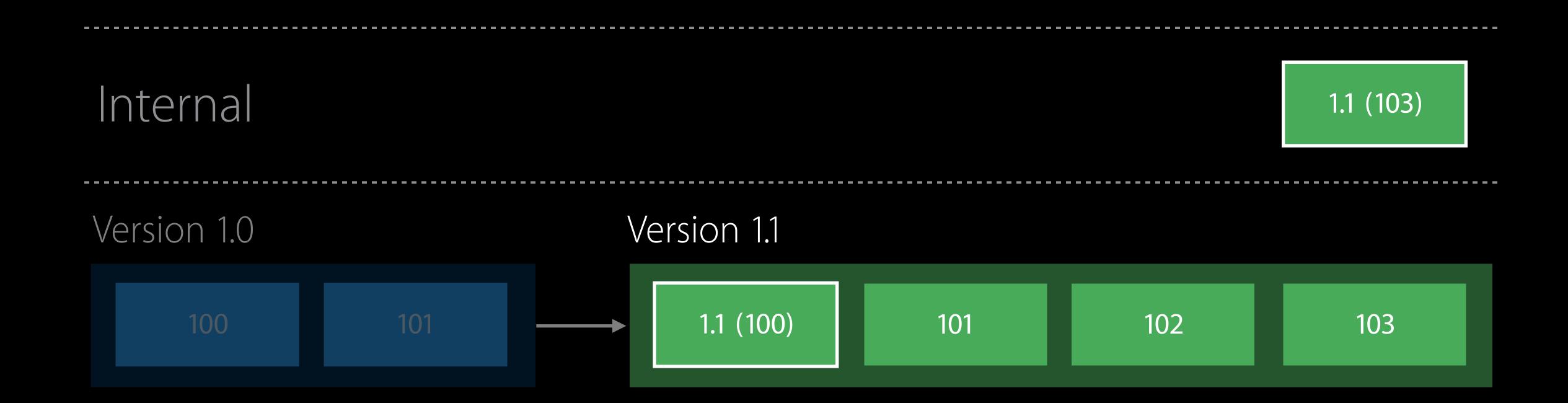
1.0 (101)

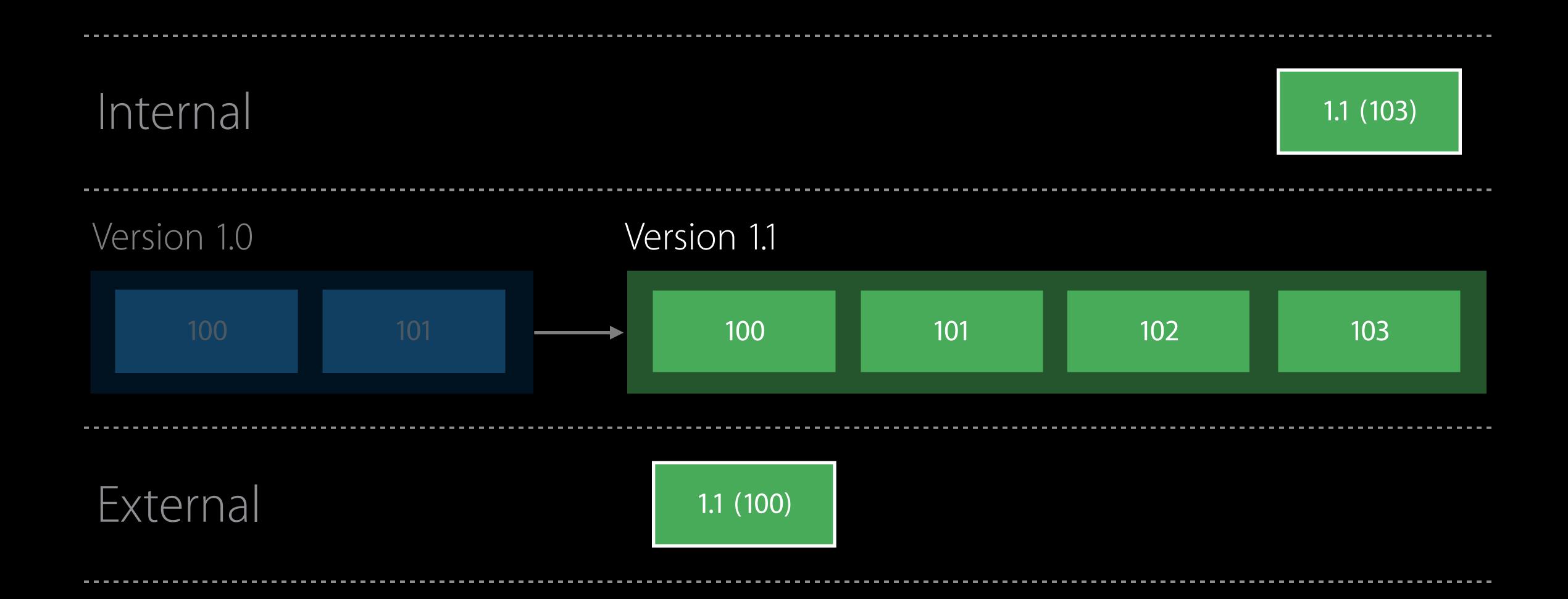
Version 1.0

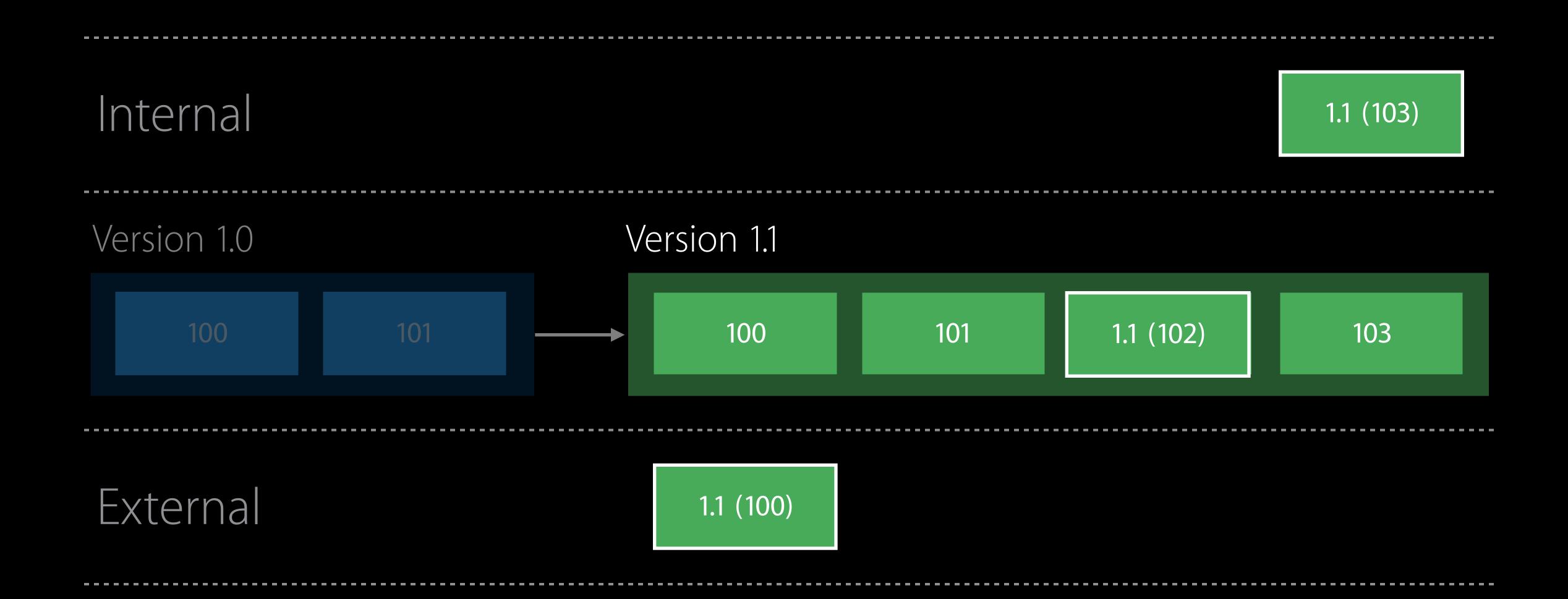
100

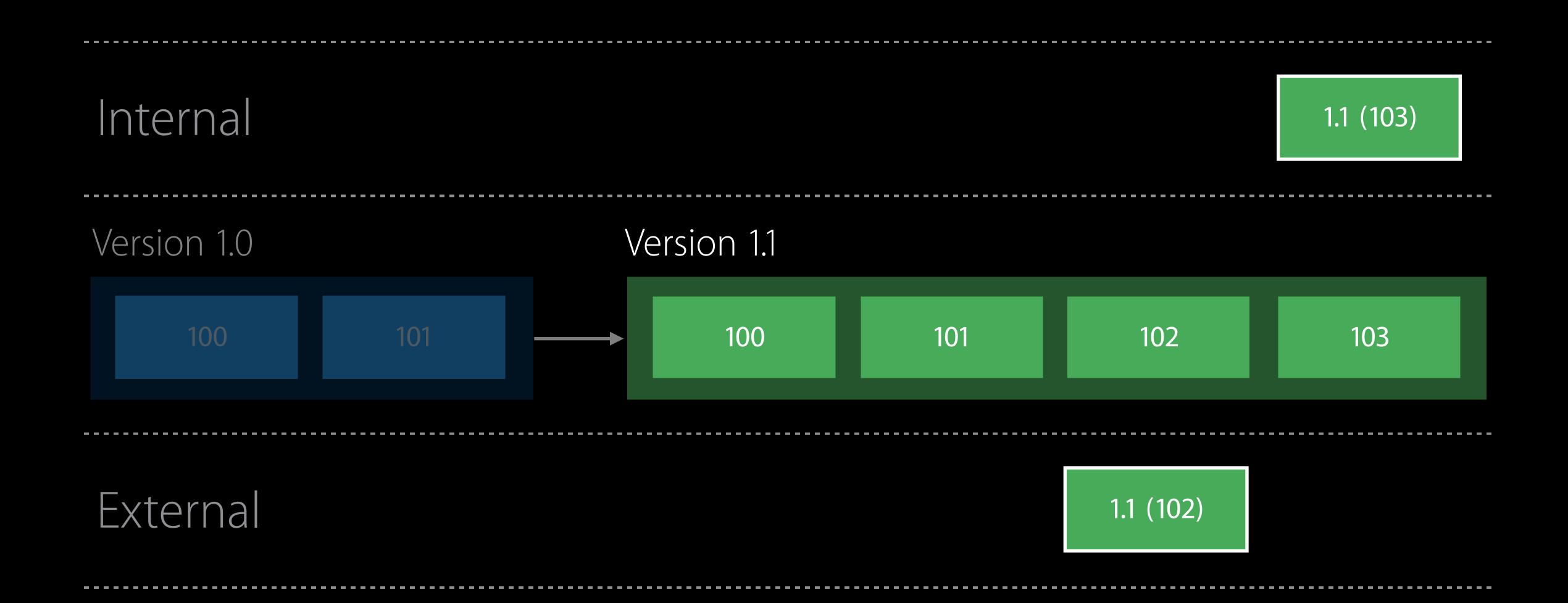










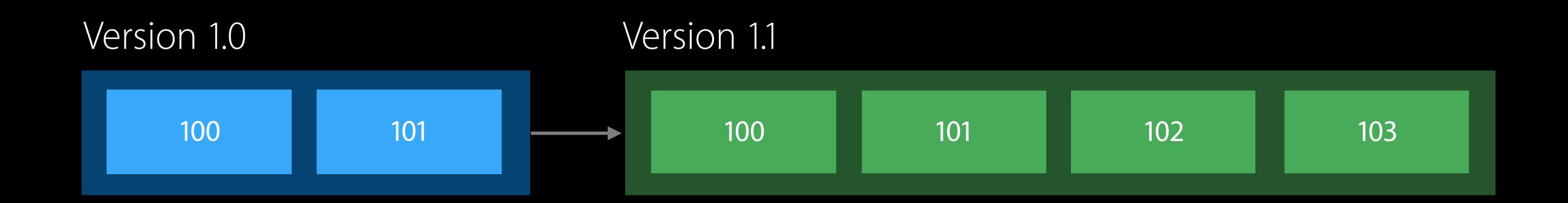


Demo TestFlight

Jason Gregori Software Engineer, iTunes Store, TestFlight



Internal



External

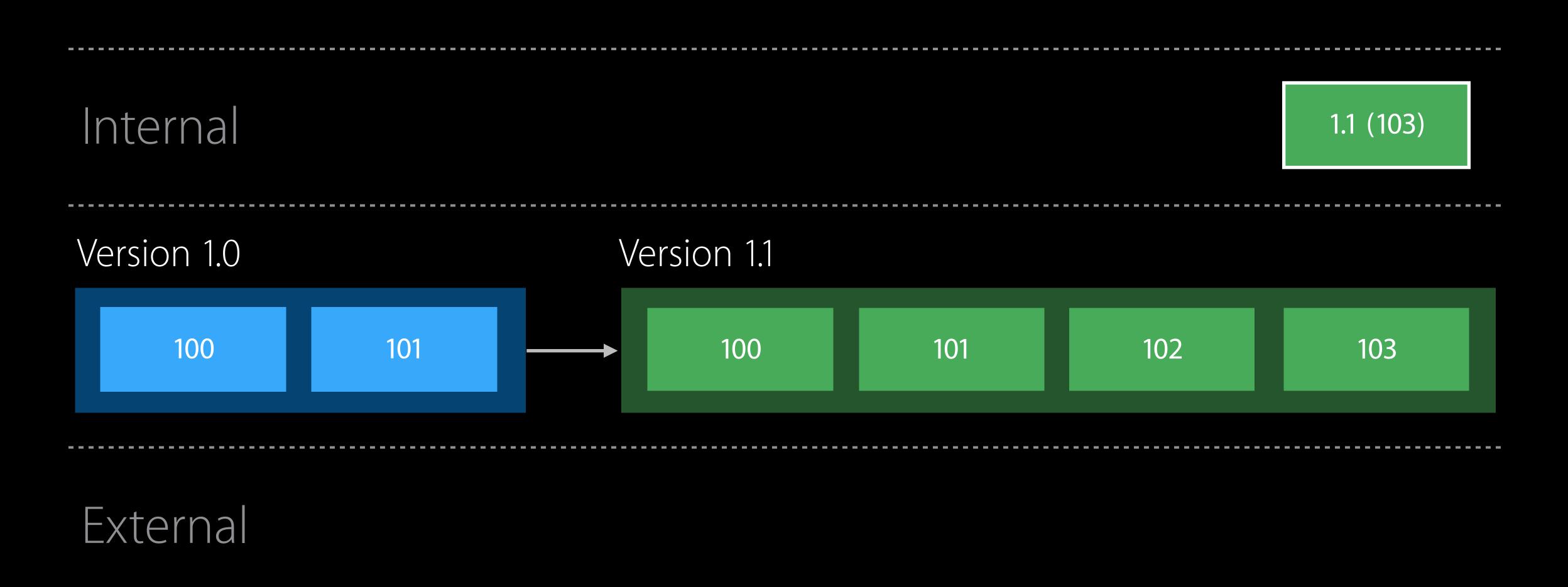


Internal

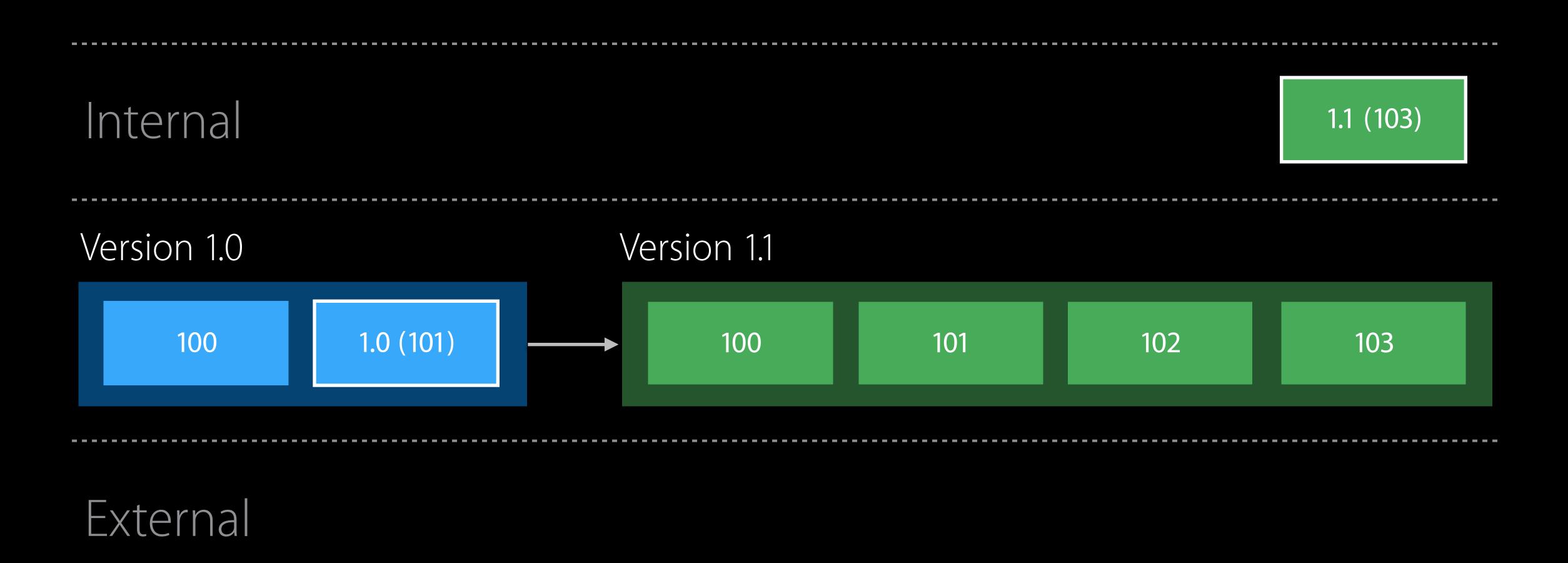


External

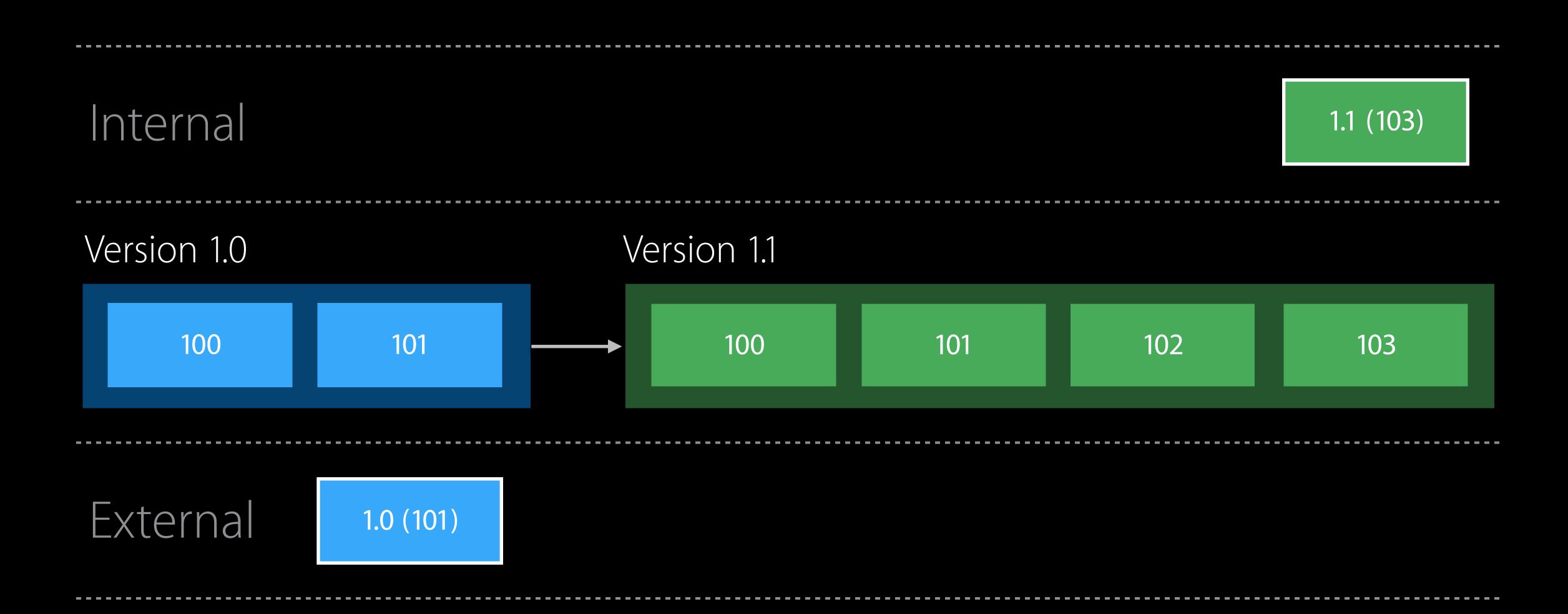














Metrics

Build

Versions



	Build	Versions	
Installs			

NEW

	Build	Versions	
Installs			
Sessions			

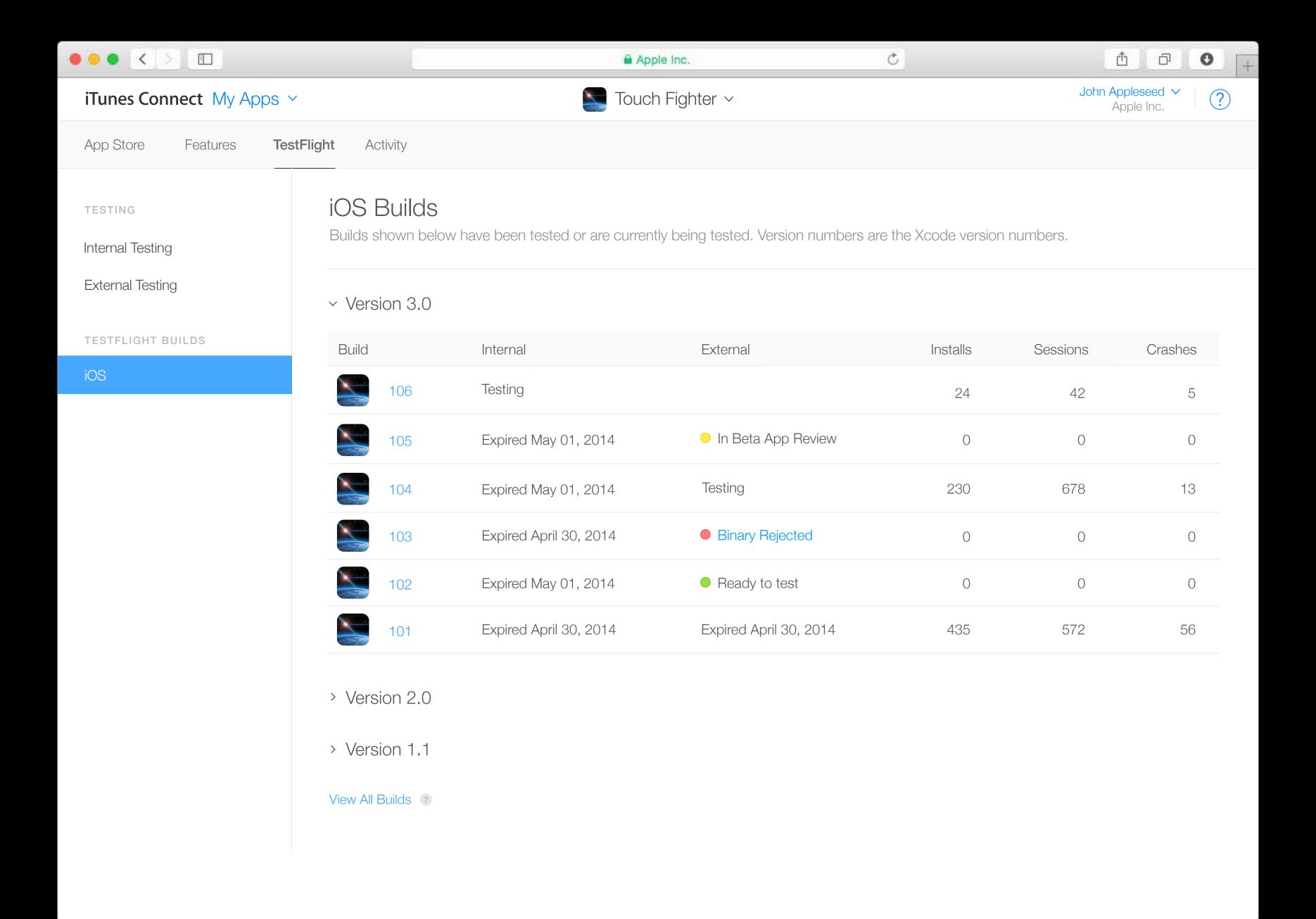
NEW

	Build	Versions	
Installs			
Sessions			
Crashes			

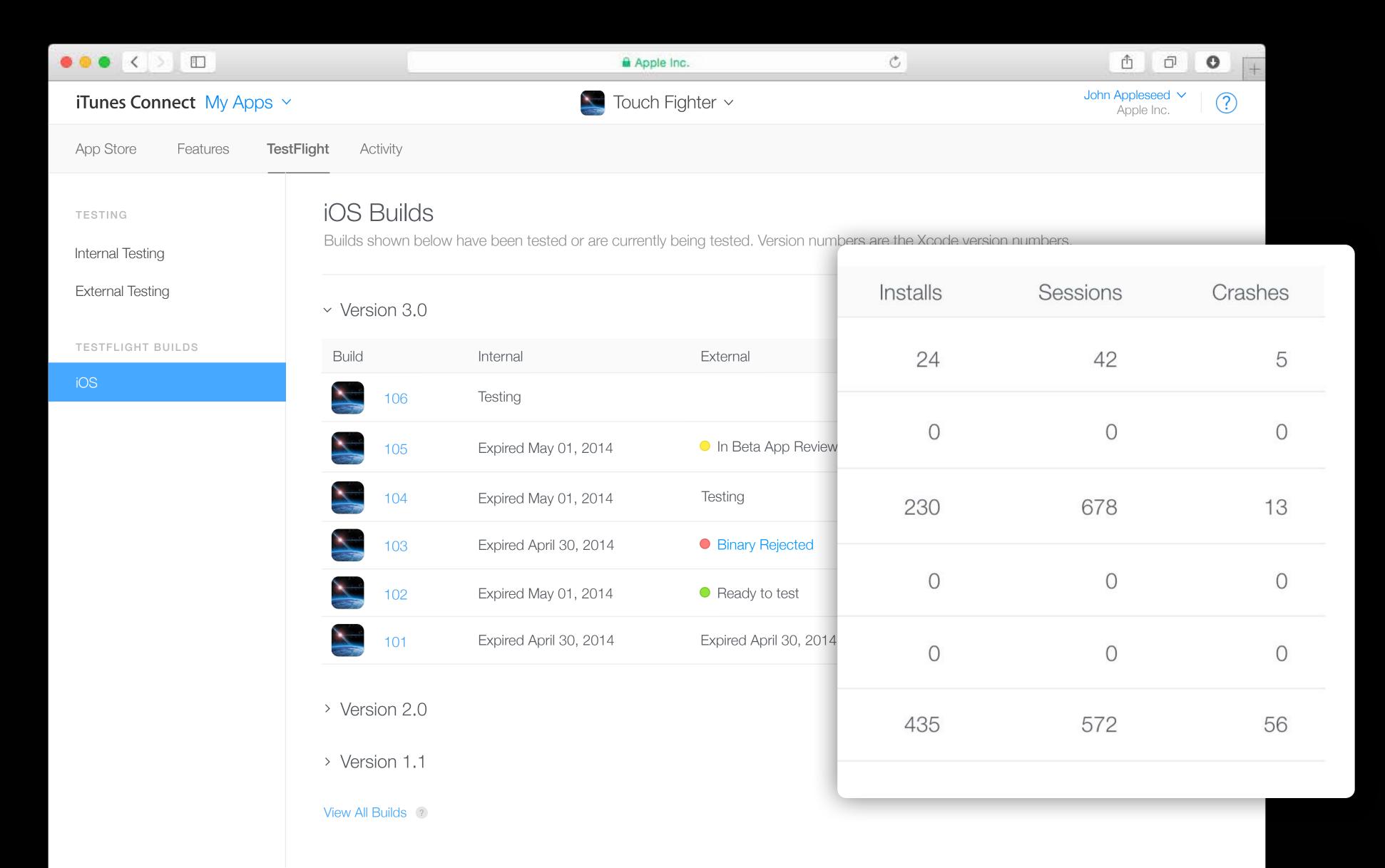
NEW

	Build	Versions	Testers
Installs			
Sessions			
Crashes			









New limits



Current New

NEW

	Current	New
External Builds a Day	2	6

NEW

	Current	New
External Builds a Day	2	6
Apps Per Account	10	100

NEW

	Current	New
External Builds a Day	2	6
Apps Per Account	10	100
Build Expiration	30 Days	60 Days

NEW

	Current	New
External Builds a Day	2	6
Apps Per Account	10	100
Build Expiration	30 Days	60 Days
Internal Testers	25 / Account	25 / App

NEW

	Current	New
External Builds a Day	2	6
Apps Per Account	10	100
Build Expiration	30 Days	60 Days
Internal Testers	25 / Account	25 / App
External Testers	1,000	2,000

What's available now

iOS8

iOS 9 (Internal testers)

Apple Watch Support 1.0



Available this summer

iOS 9 (External testers)

watchOS 2

App Thinning

ODR





App Store	Features	TestFlight	Activity
Versions	In-App Purchases		
Pricing	Game Center		
Reviews	Newsstand		



App Store	Features	
Versions	In-App Purchases	
Pricing	Game Center	
Reviews	Newsstand	
	Encryption	



-eatures

In-App Purchases

> Game Center

Newsstand

Encryption

Legal Requirement for Encryption



+ Legal Review

New .plist keys



Features

In-App Purchases

> Game Center

Newsstand

Encryption

New .plist keys



⁼eatures

In-App Purchases

> Game Center

Newsstand

Encryption

ITSAppUsesNonExemptEncryption

False: no encryption, no uploads necessary

True: export compliance required

New .plist keys



eatures

In-App Purchases

Game Center

Newsstand

Encryption

ITSAppUsesNonExemptEncryption

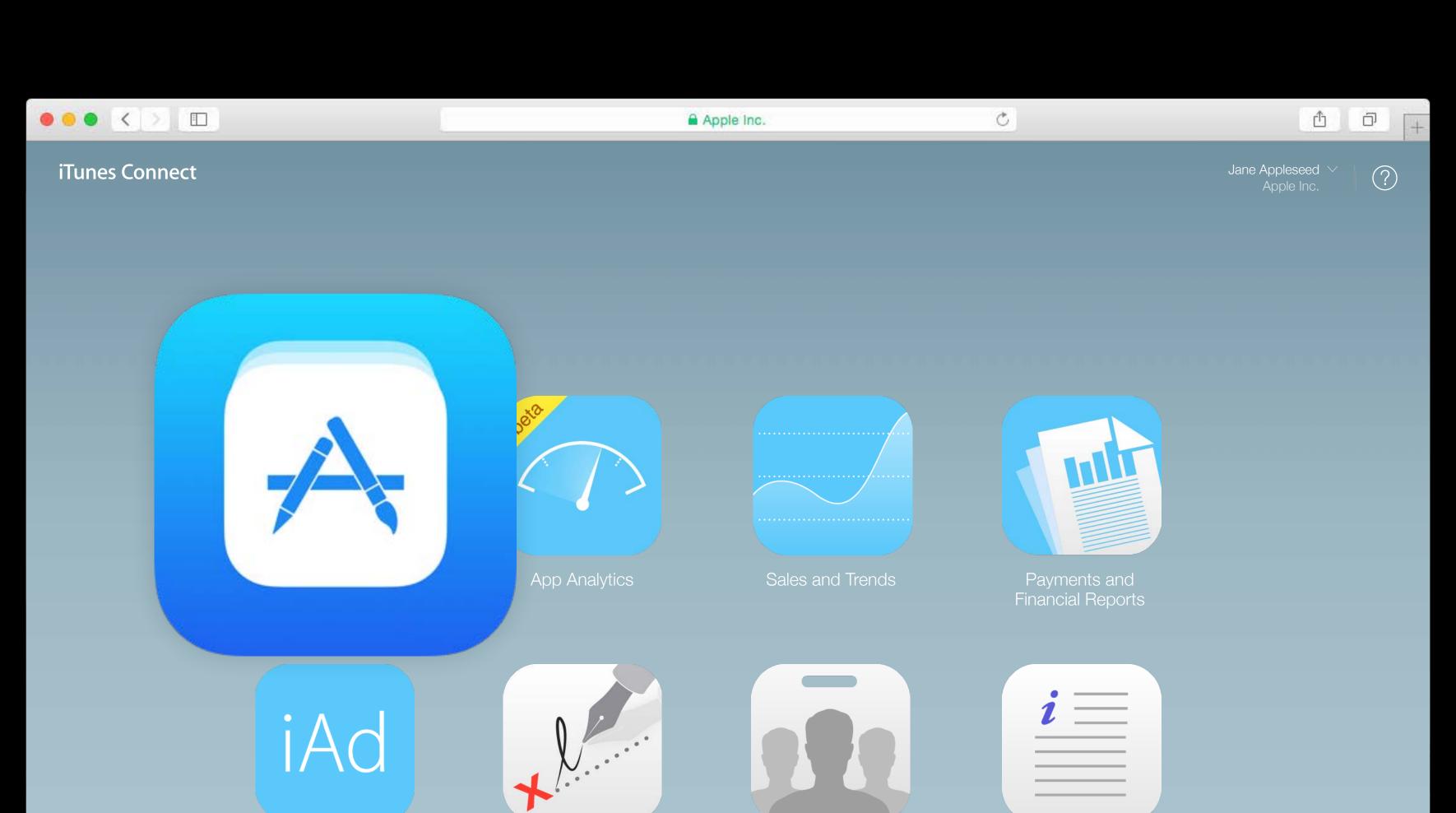
1

False: no encryption, no uploads necessary

True: export compliance required

ITSEncryptionExportComplianceCode

Code required: Look-up in iTunes Connect

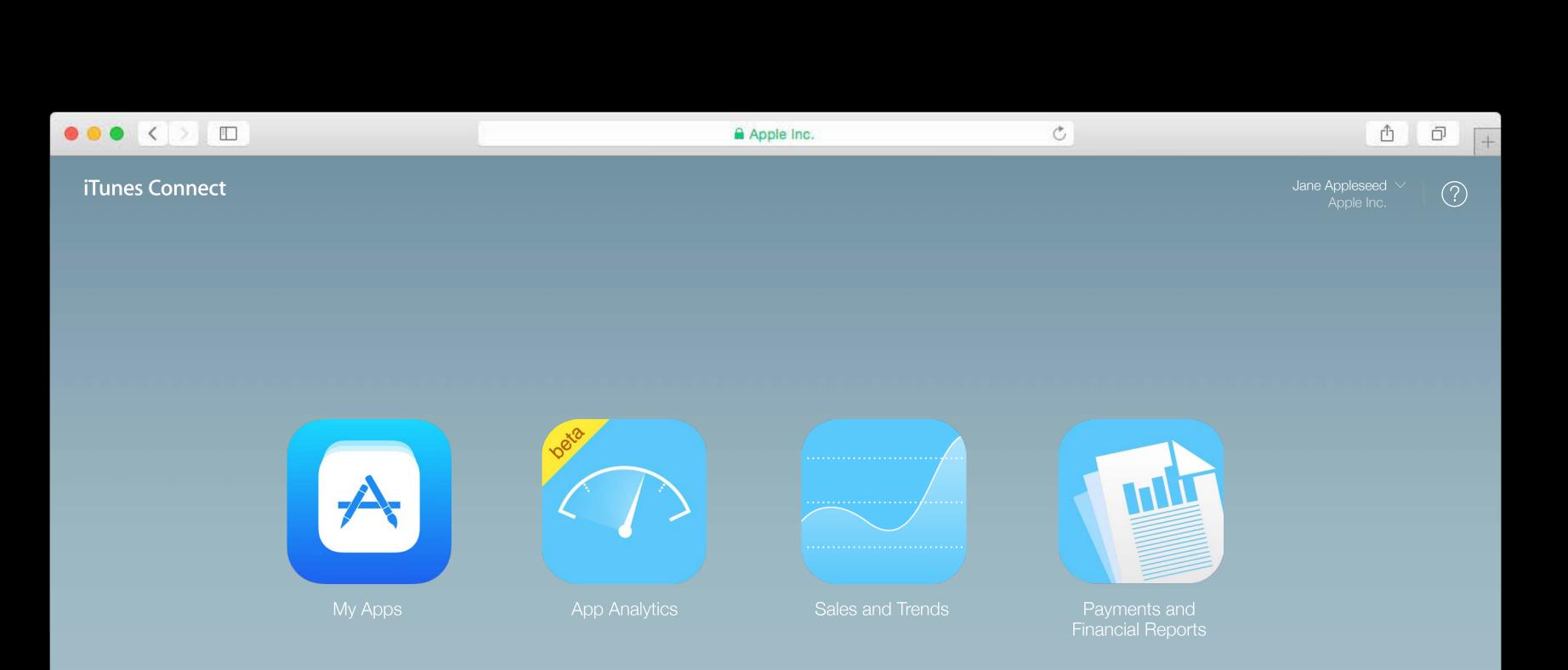




Agreements, Tax, and Banking









iAd



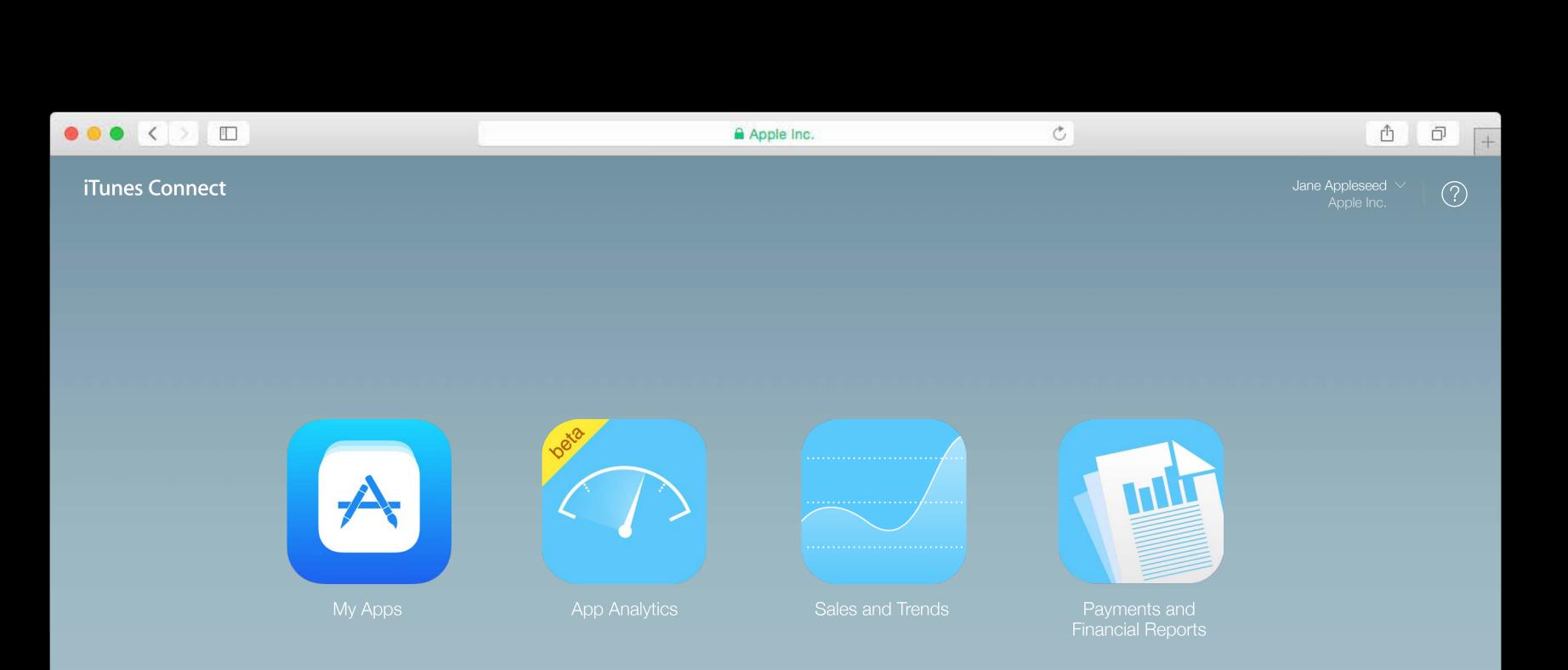
Agreements, Tax, and Banking



Users and Roles



Resources and Help





iAd



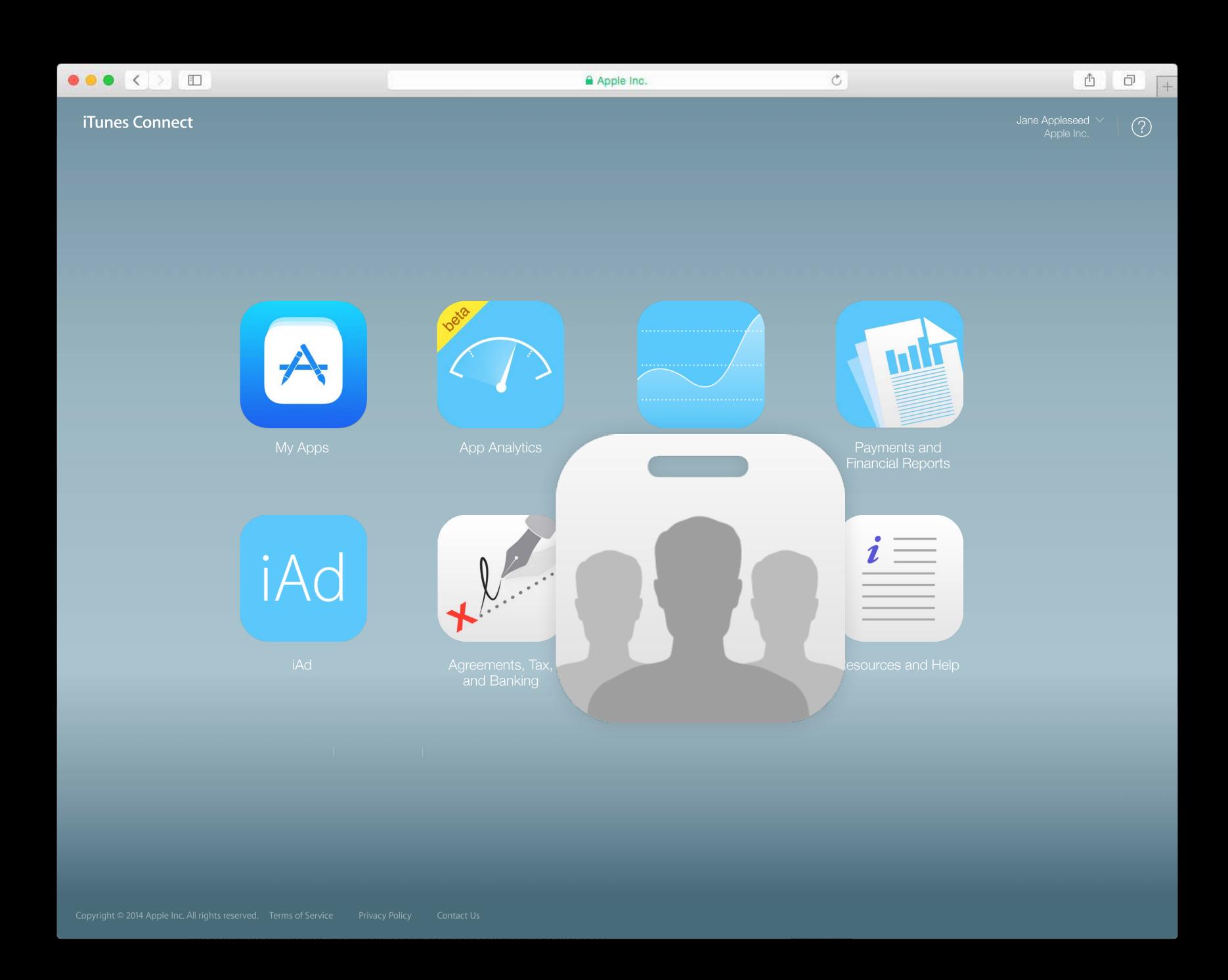
Agreements, Tax, and Banking



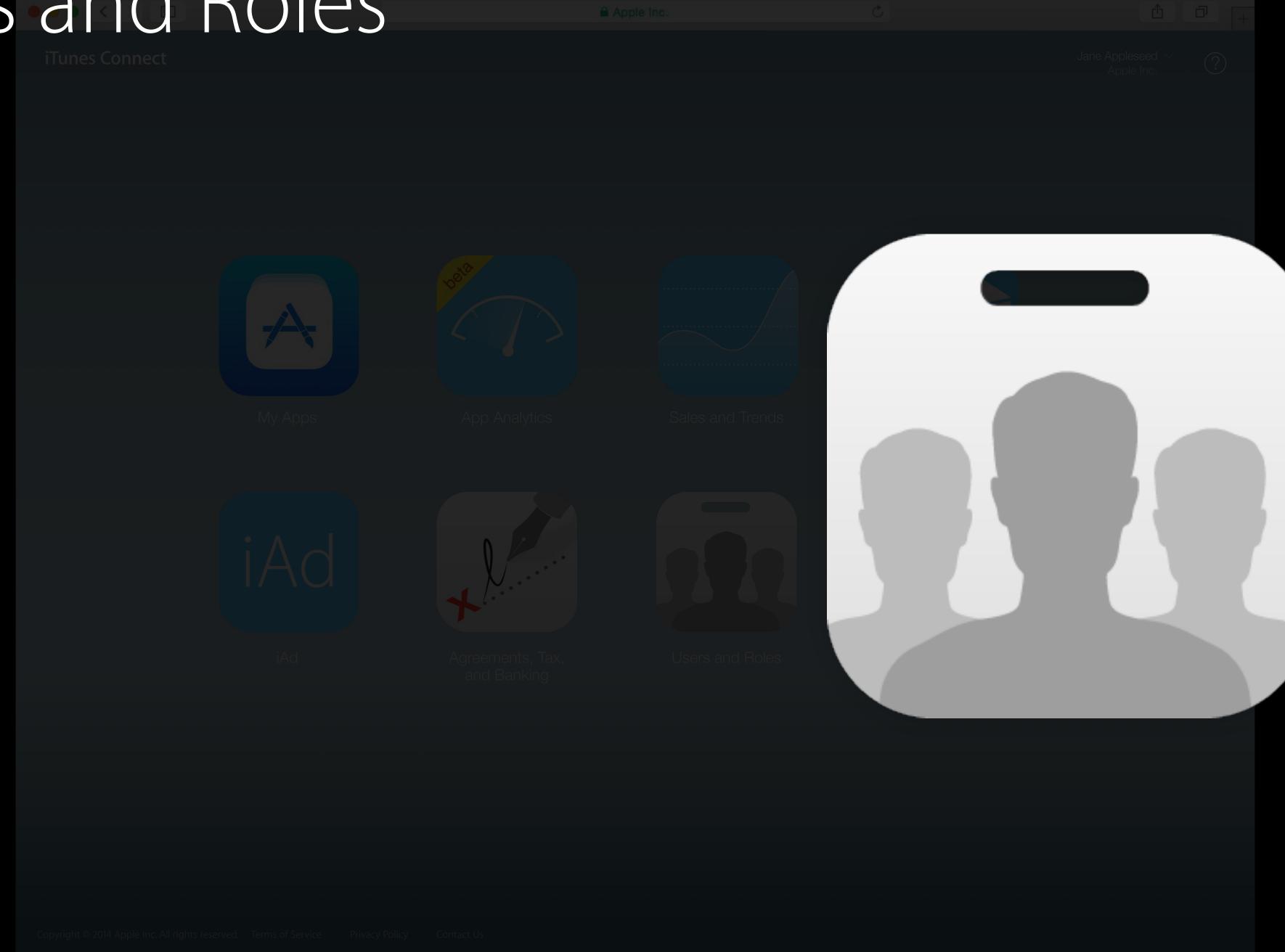
Users and Roles



Resources and Help

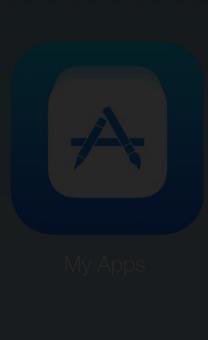


Users and Roles



Users and Roles

Account switching





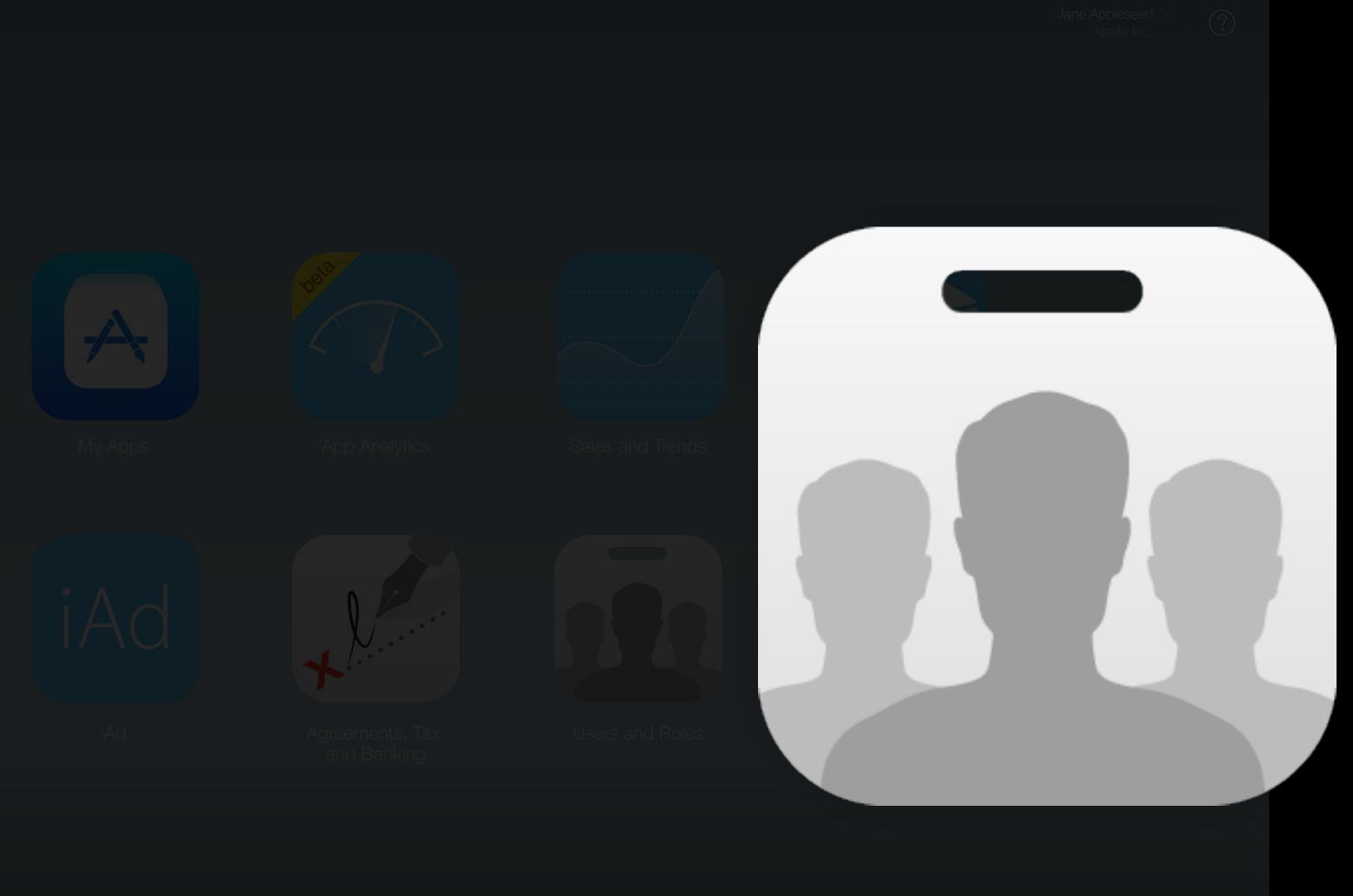






Users and Roles

Account switching App siloing

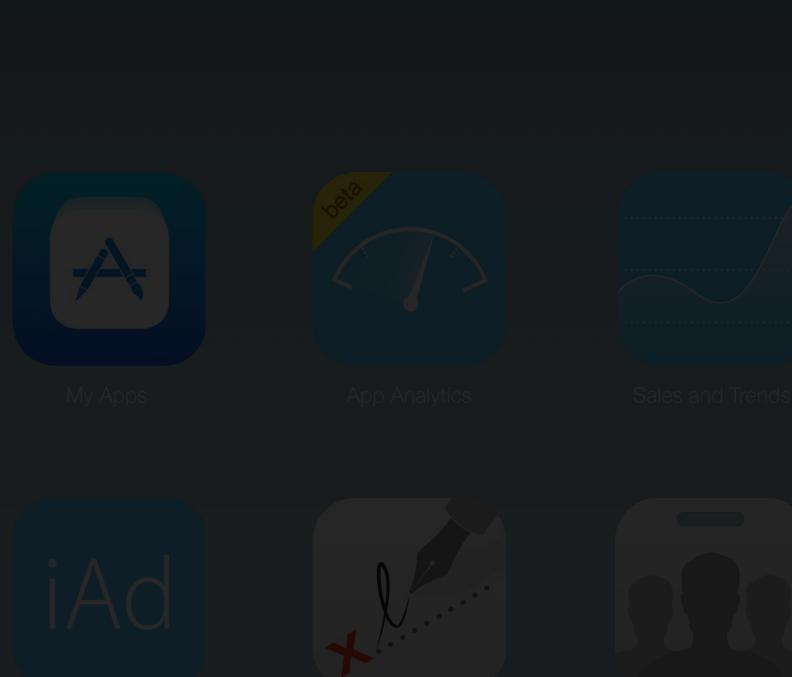


iTunes Connect

Account switching

App siloing

New roles



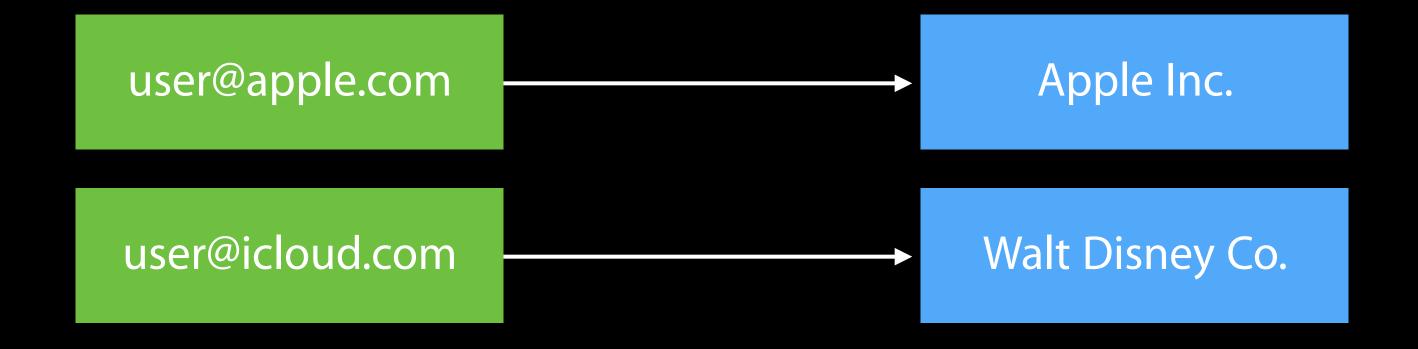


Account switching

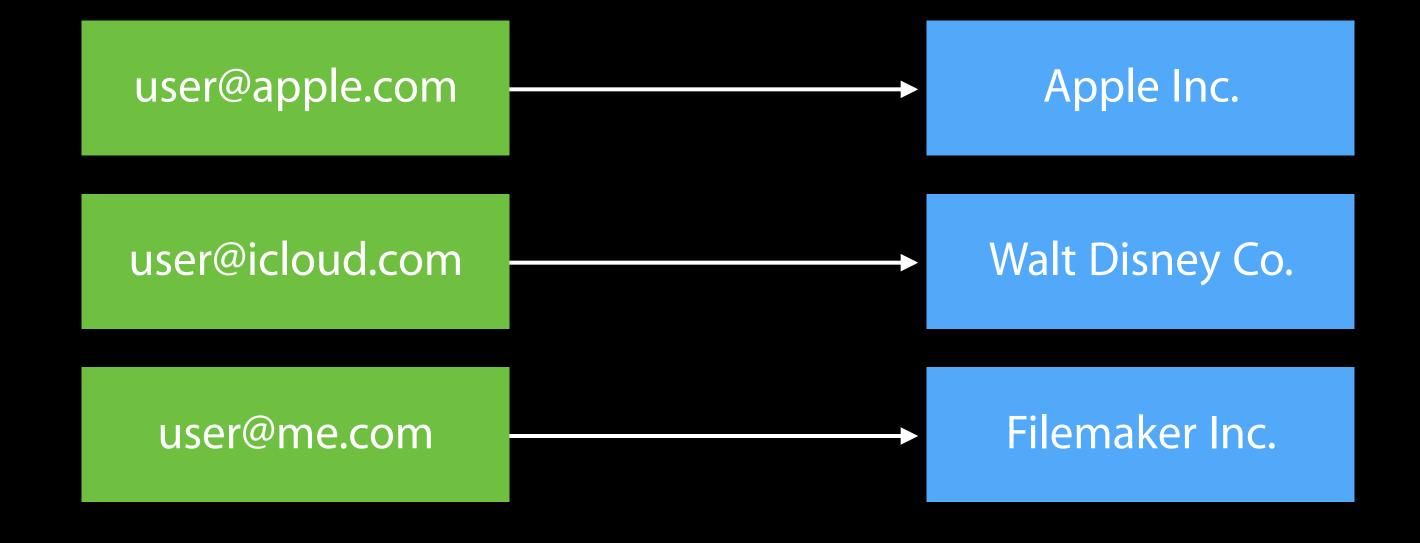


user@apple.com Apple Inc.

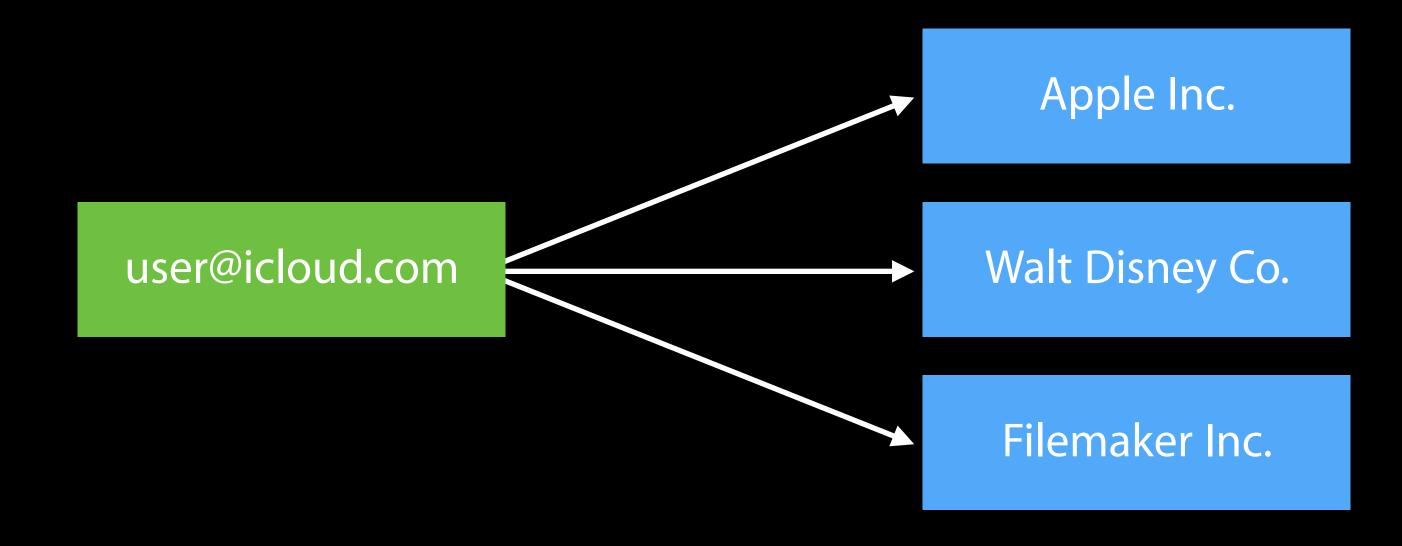




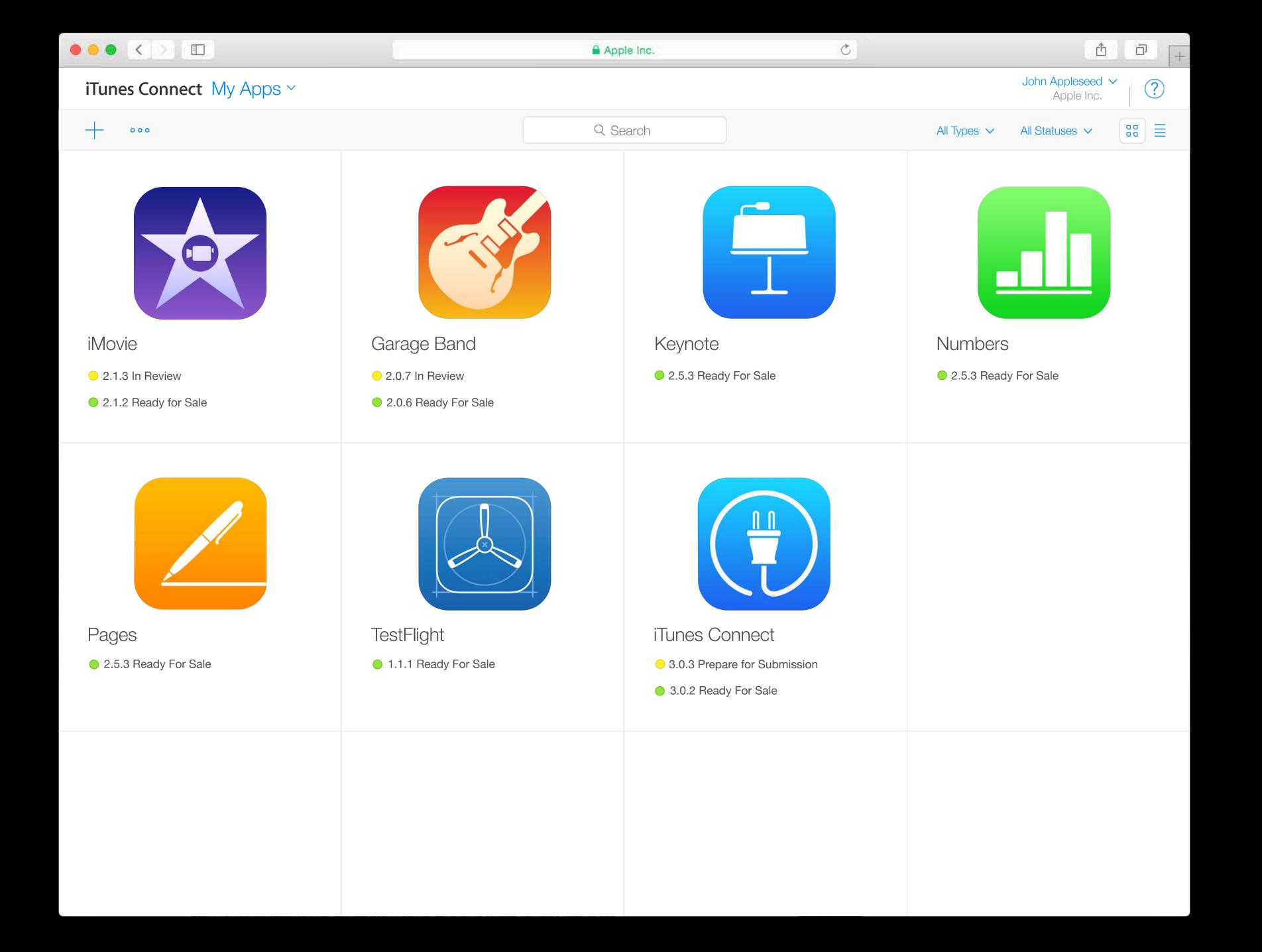




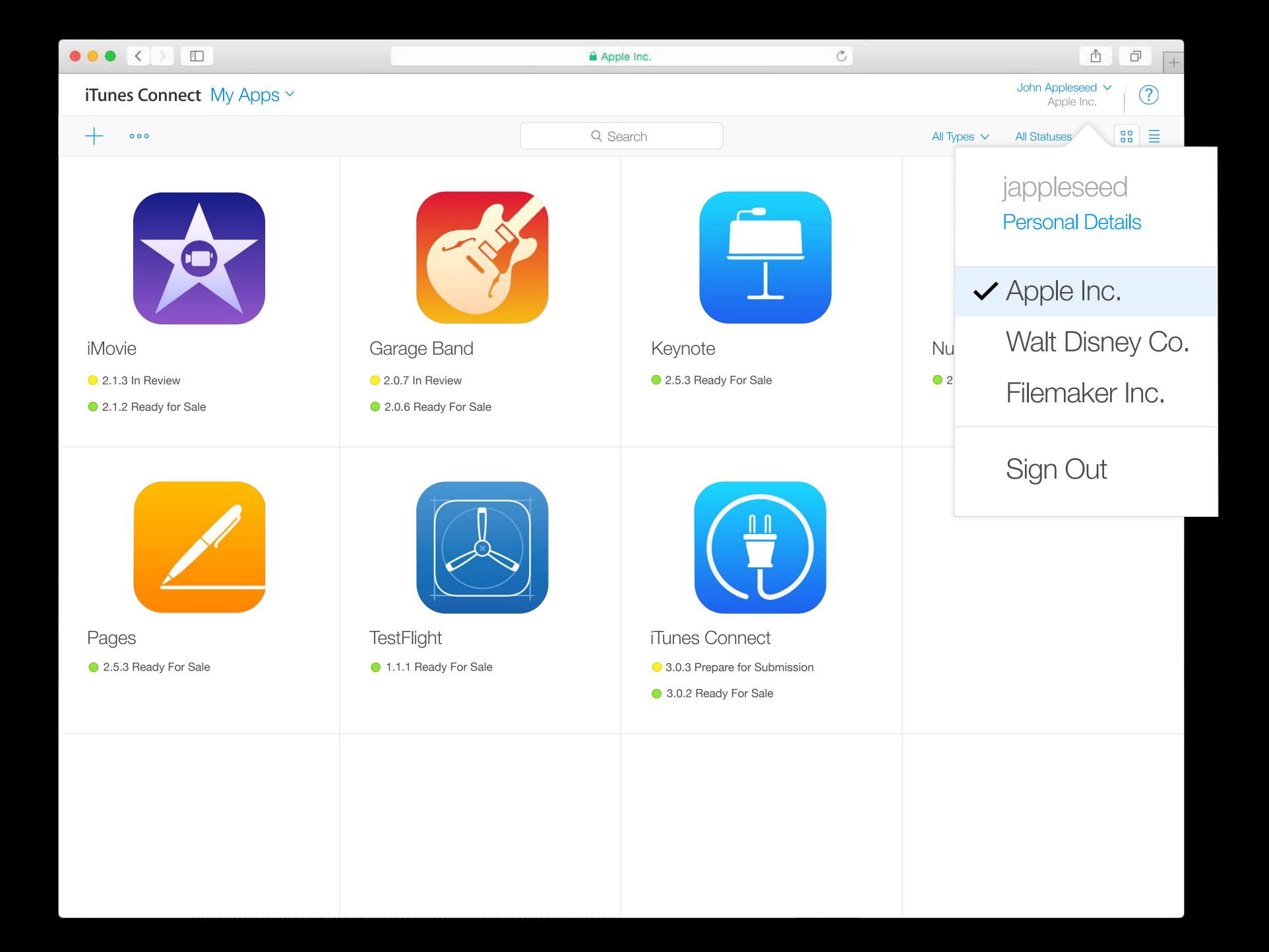
NEW



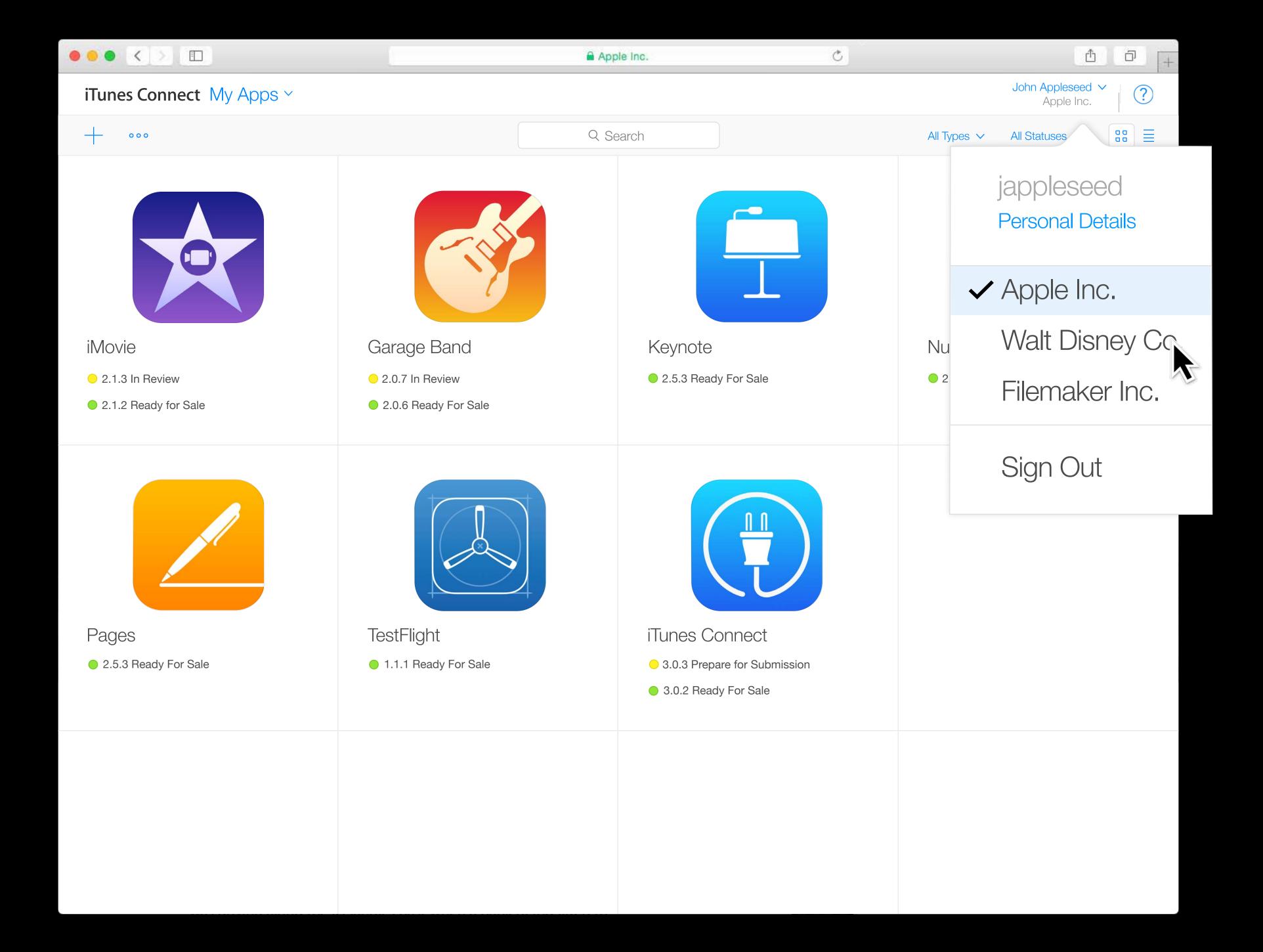




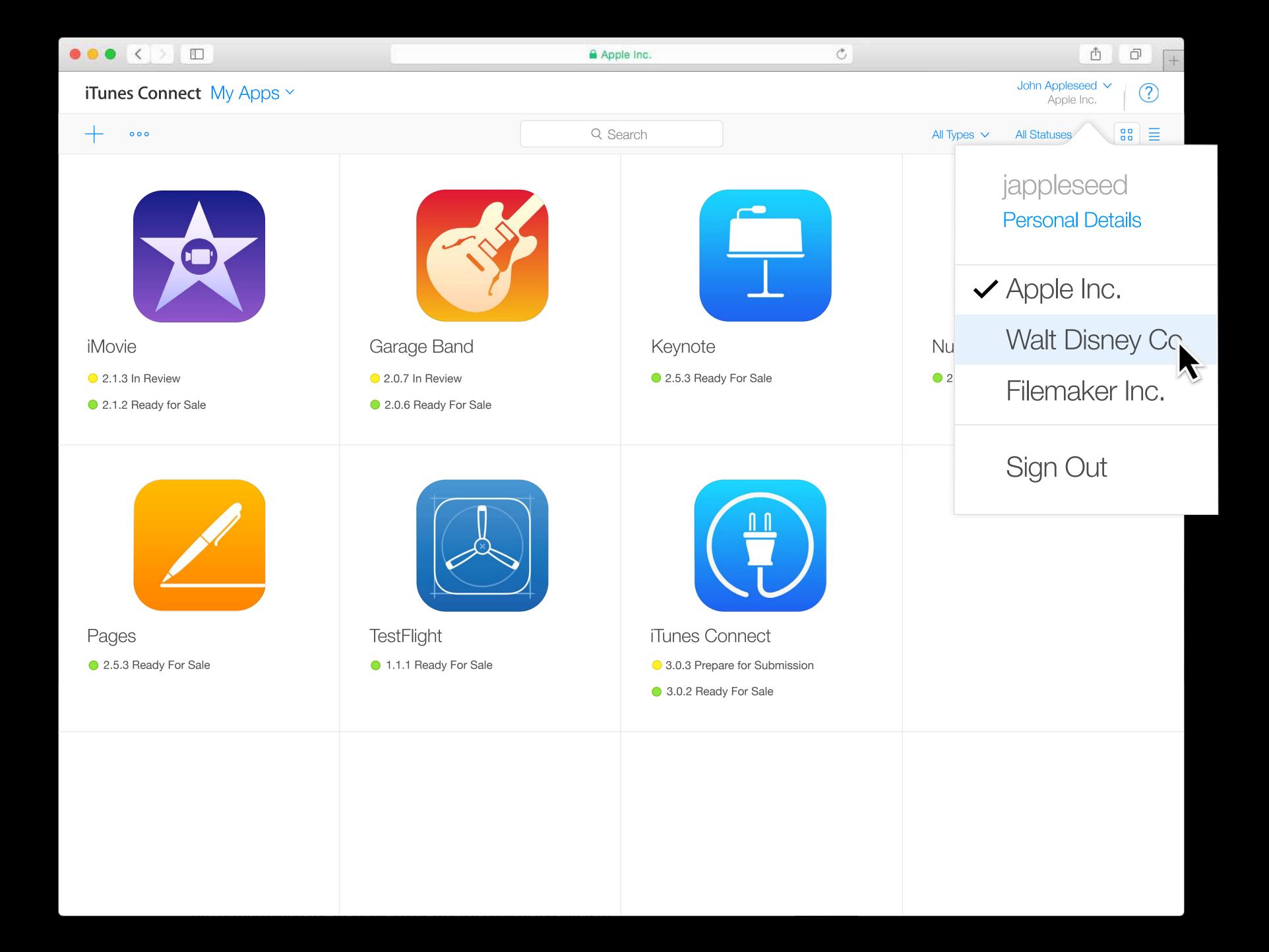




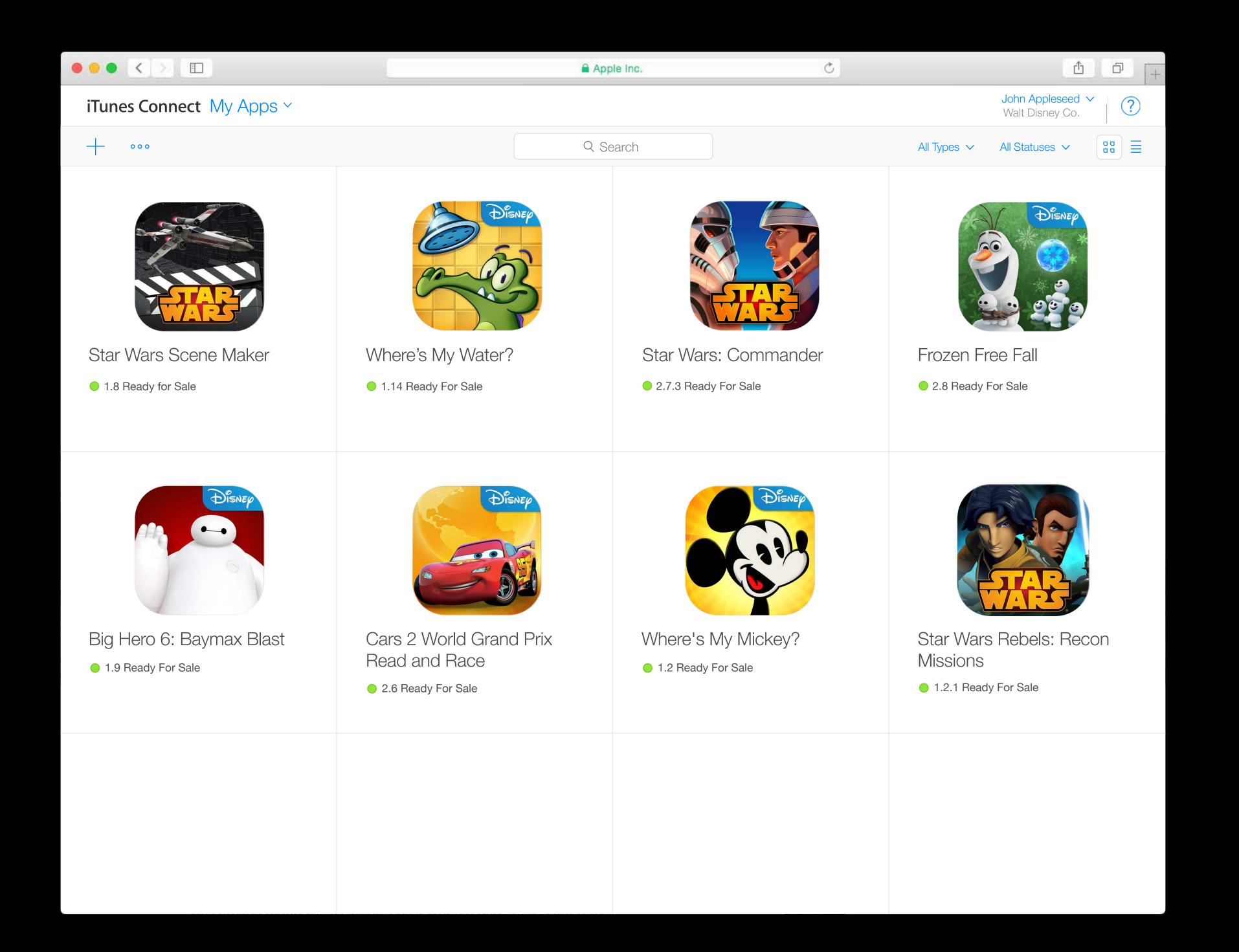


















NEW



















NEW



















NEW

App Siloing





Technical Users

















NEW























NEW

App Siloing





Technical User









Technical User









Technical User







NEW

App Siloing





App Manager









App Manager

















App Siloing







App Manager



App Manager



App Manager











Developers & Marketers























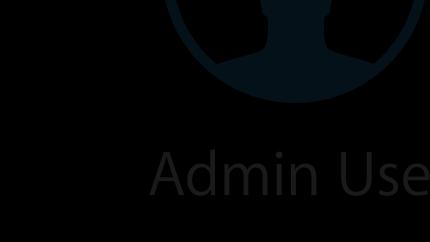


Developers & Marketers



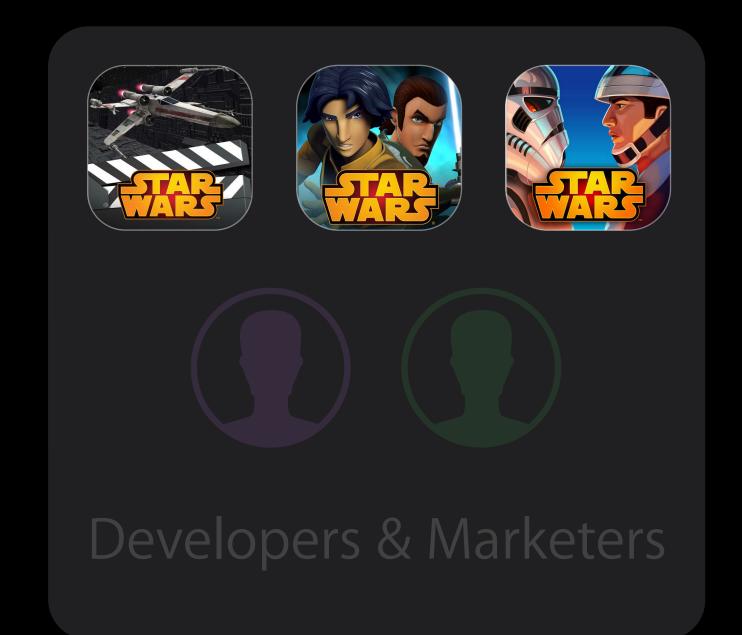


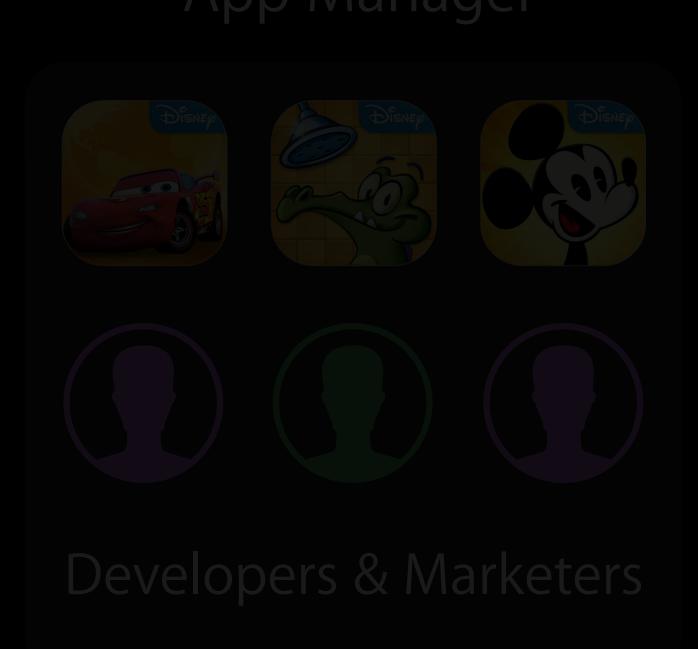


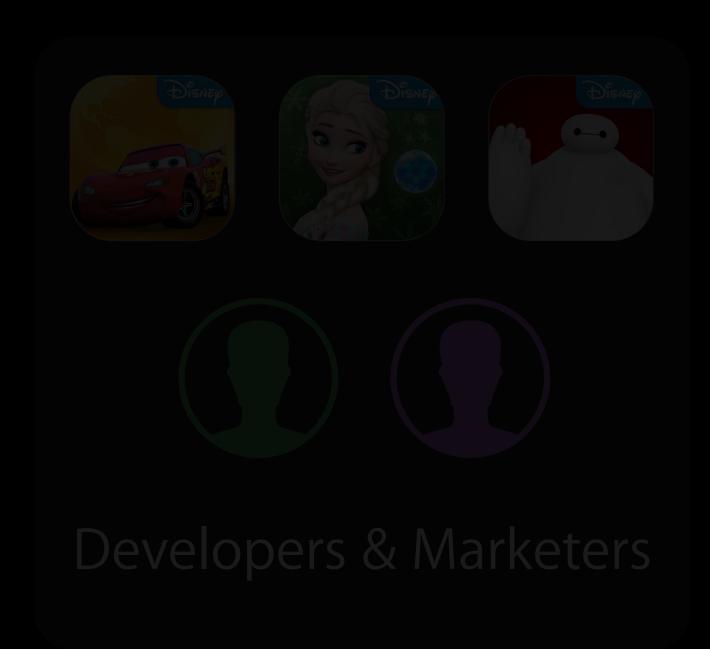




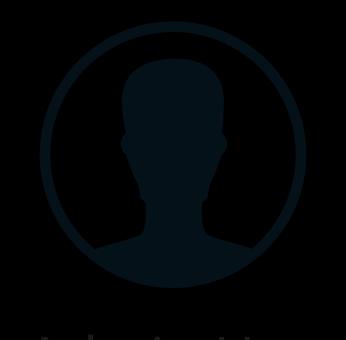








Users and Roles App Siloing













- Create Users
- Assign User Roles
- Change Pricing
- Submit for Review









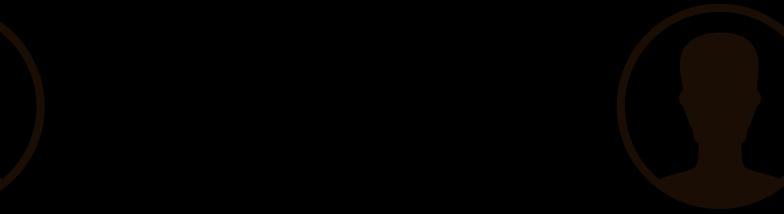






App Manager



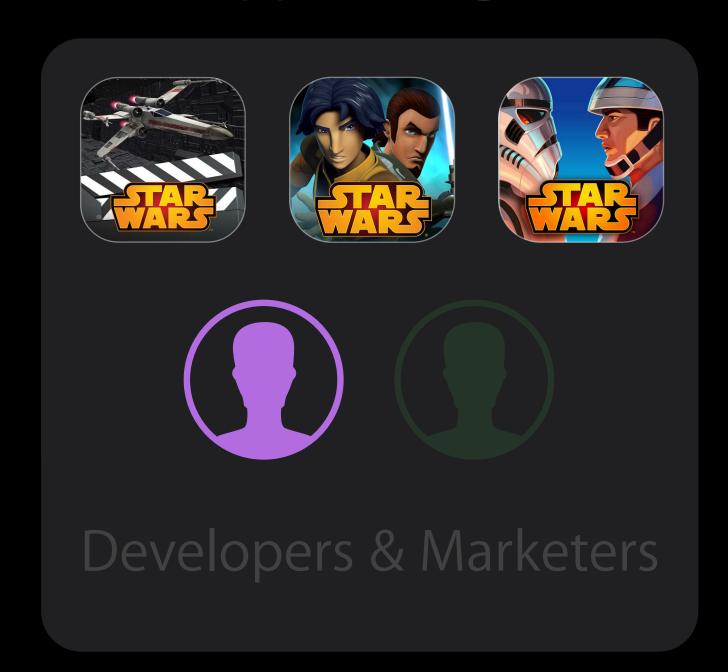












Users and Roles App Siloing









App Manager



Developers

- Upload binaries
- View crashlogs
- View store metadata





Developers & Marketers







Developers & Marketers

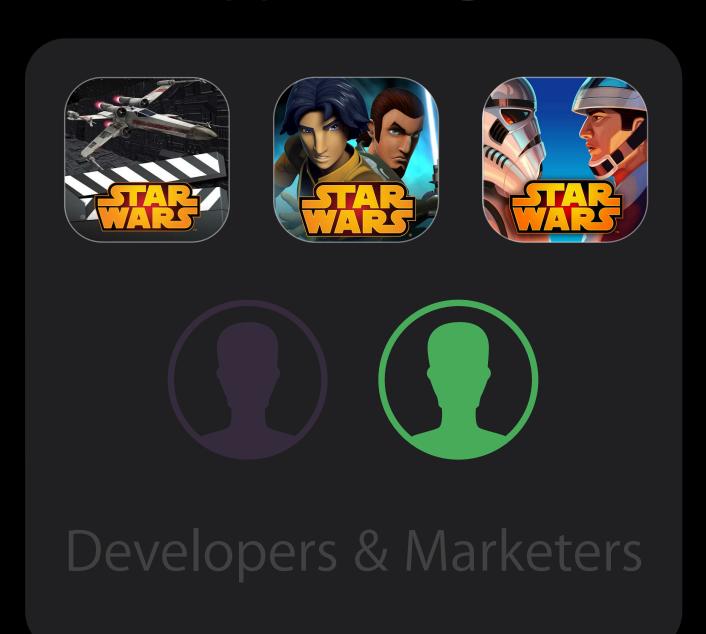
App Siloing







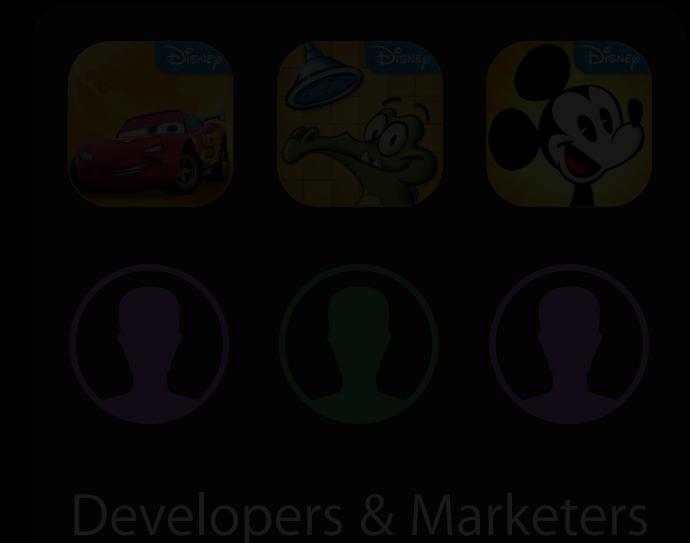
App Manager



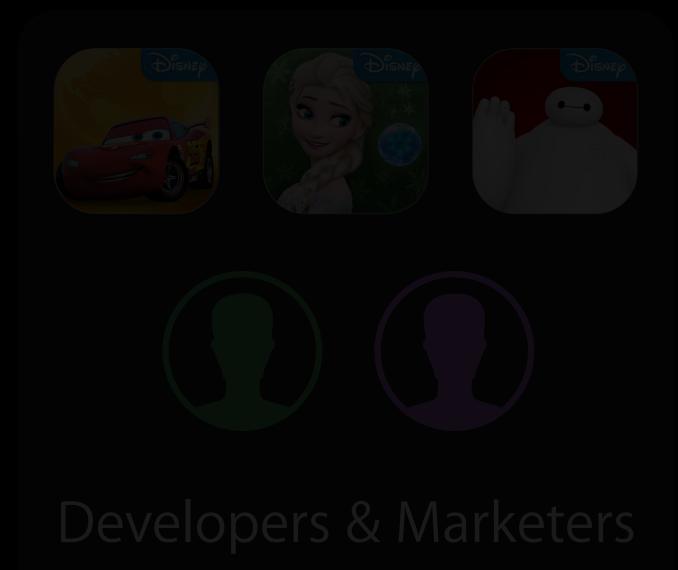




App Manager







App Siloing

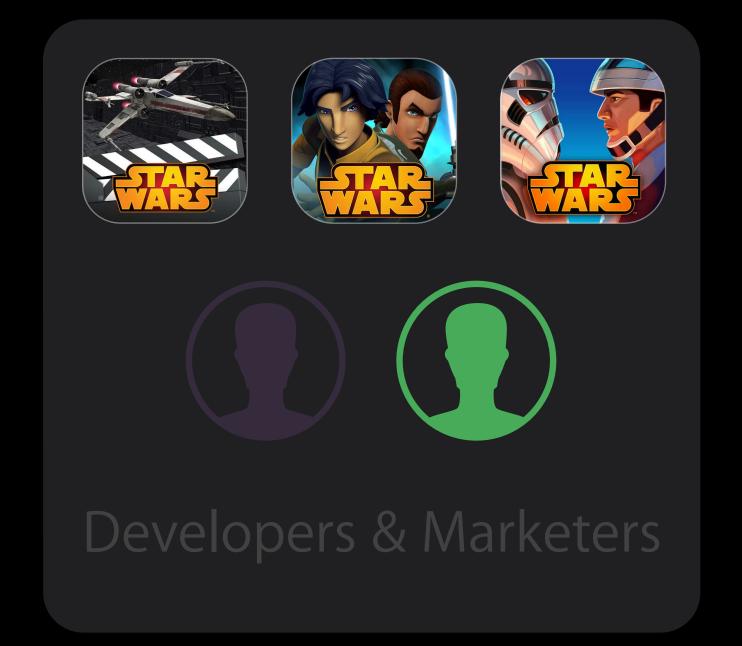








App Manager



Marketers

- Update store metadata
- Upload promo art
- Request promo codes





Developers & Marketers



App Manager





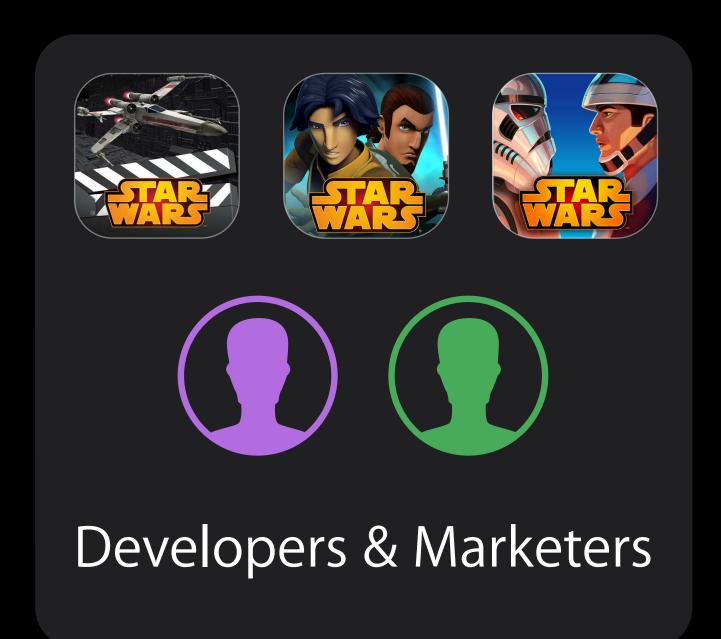
Developers & Marketers

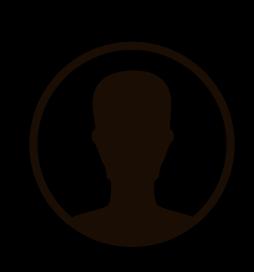


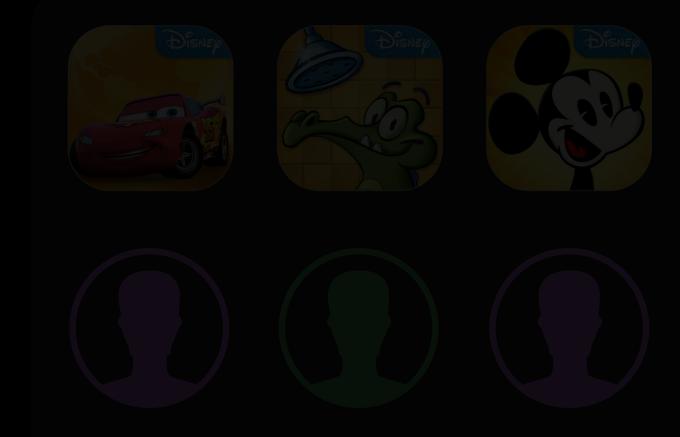


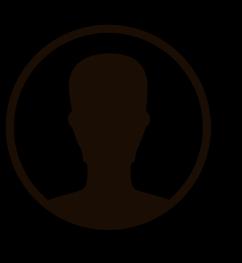
















Users and Roles App Siloing







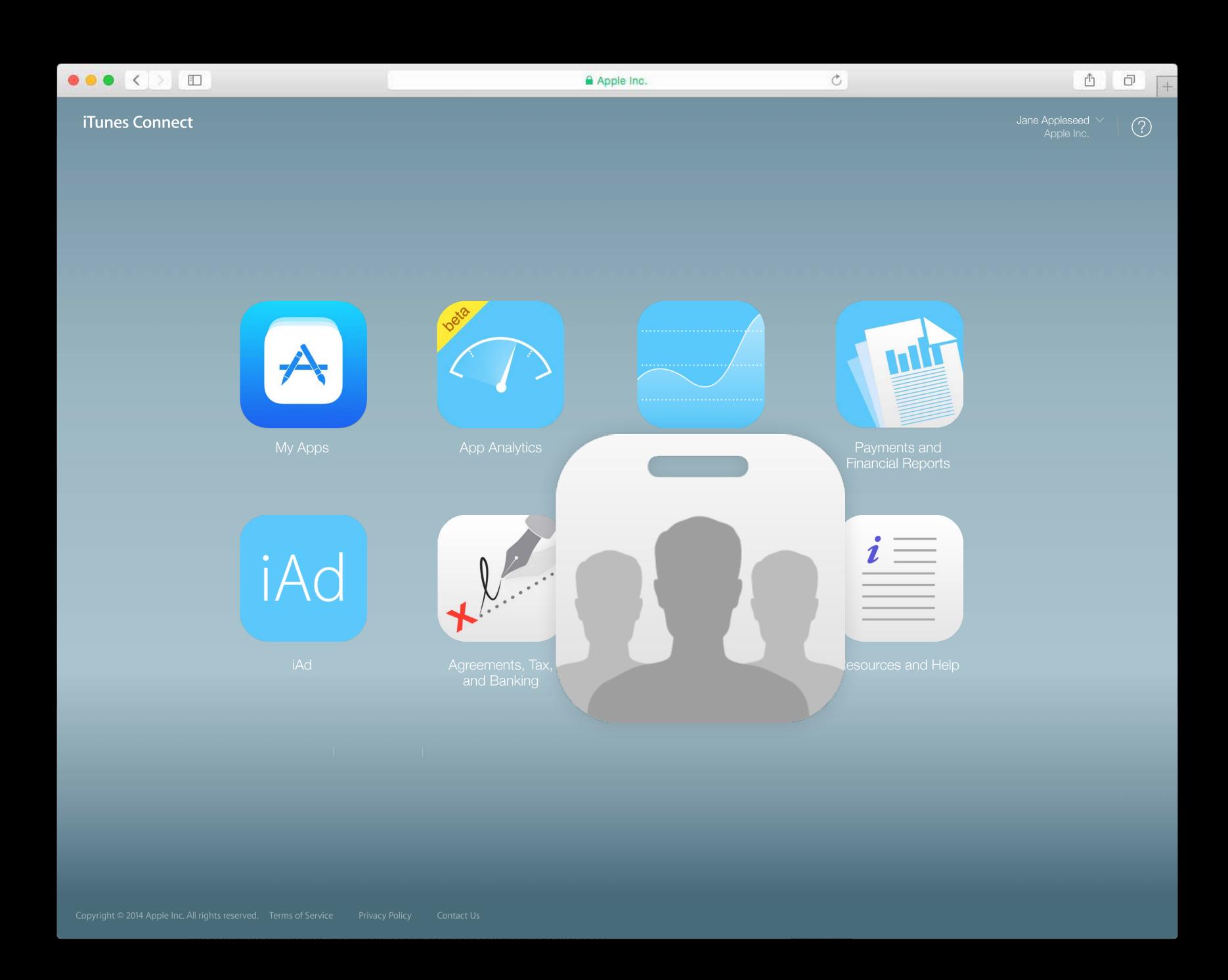


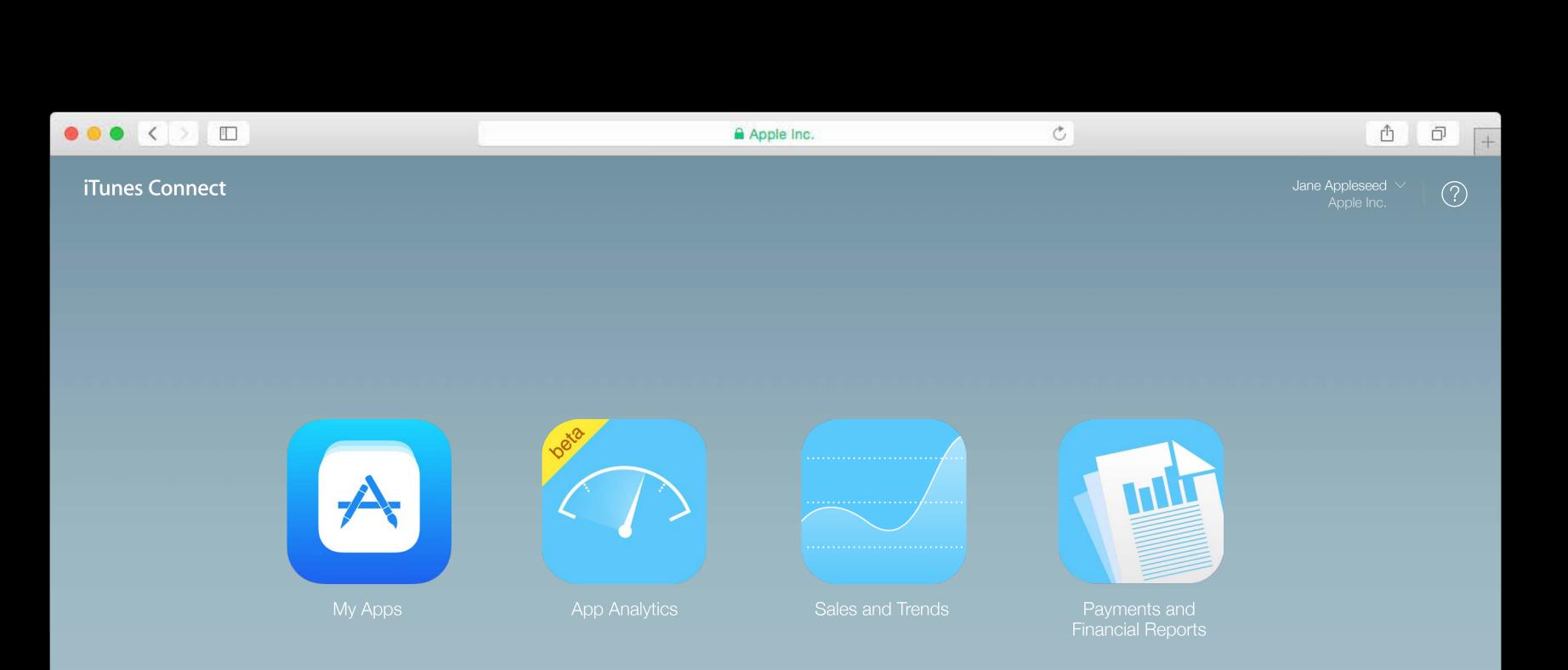
- Internal TestFlight
- Create In-App Purchases
- Create Achievements
- Create Leaderboards



View Resolution Center









iAd



Agreements, Tax, and Banking



Users and Roles



Resources and Help

Version release control

Version release control

New pricing design

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Increased TestFlight limits

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Increased TestFlight limits

New encryption .plist keys

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Increased TestFlight limits

New encryption .plist keys

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Increased TestFlight limits

New encryption .plist keys

Account switching

Version release control

New pricing design

Separate TestFlight versions for Internal and External testing

Increased TestFlight limits

New encryption .plist keys

Account switching

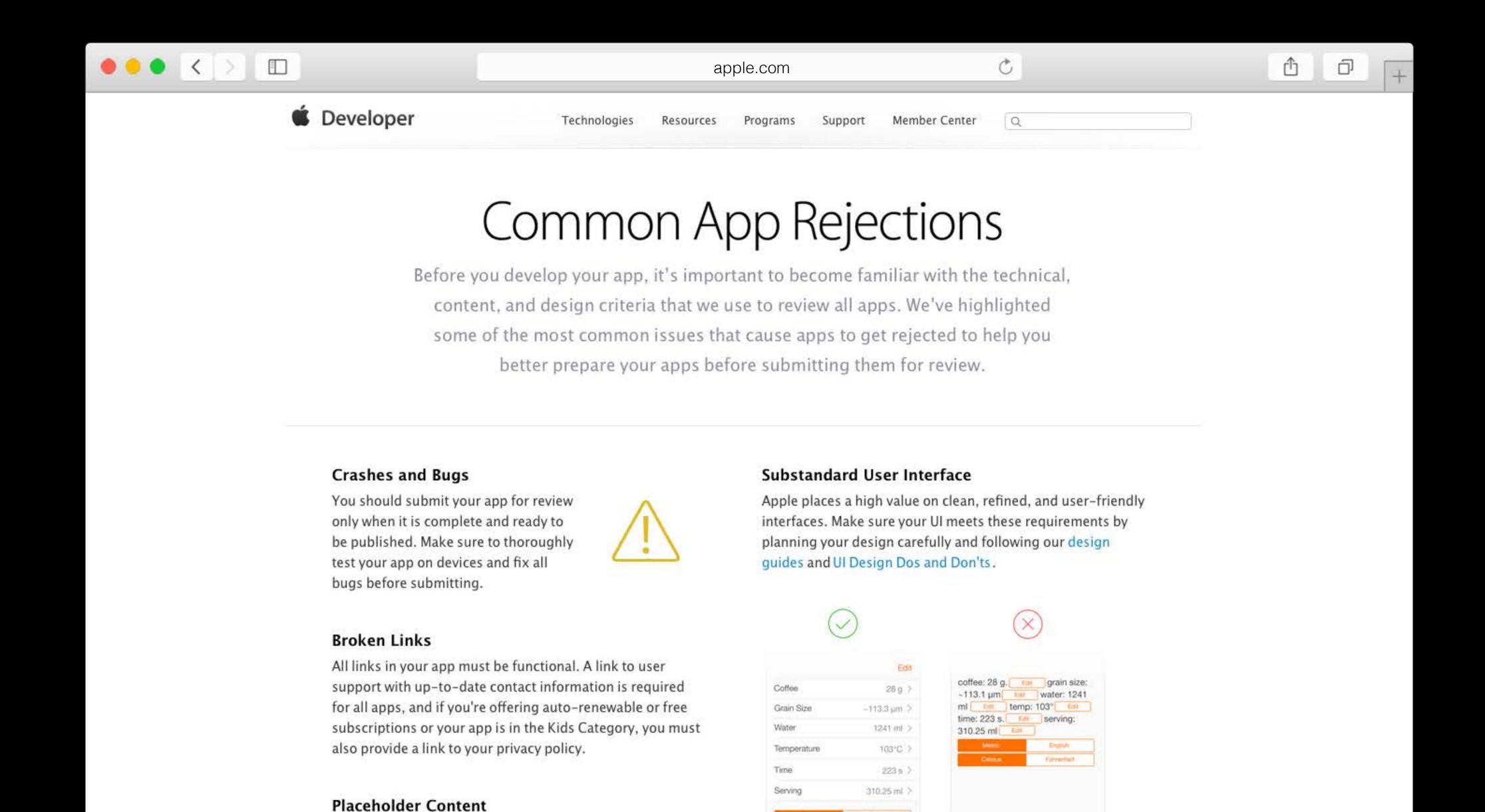
App siloing

New user roles

This Fall

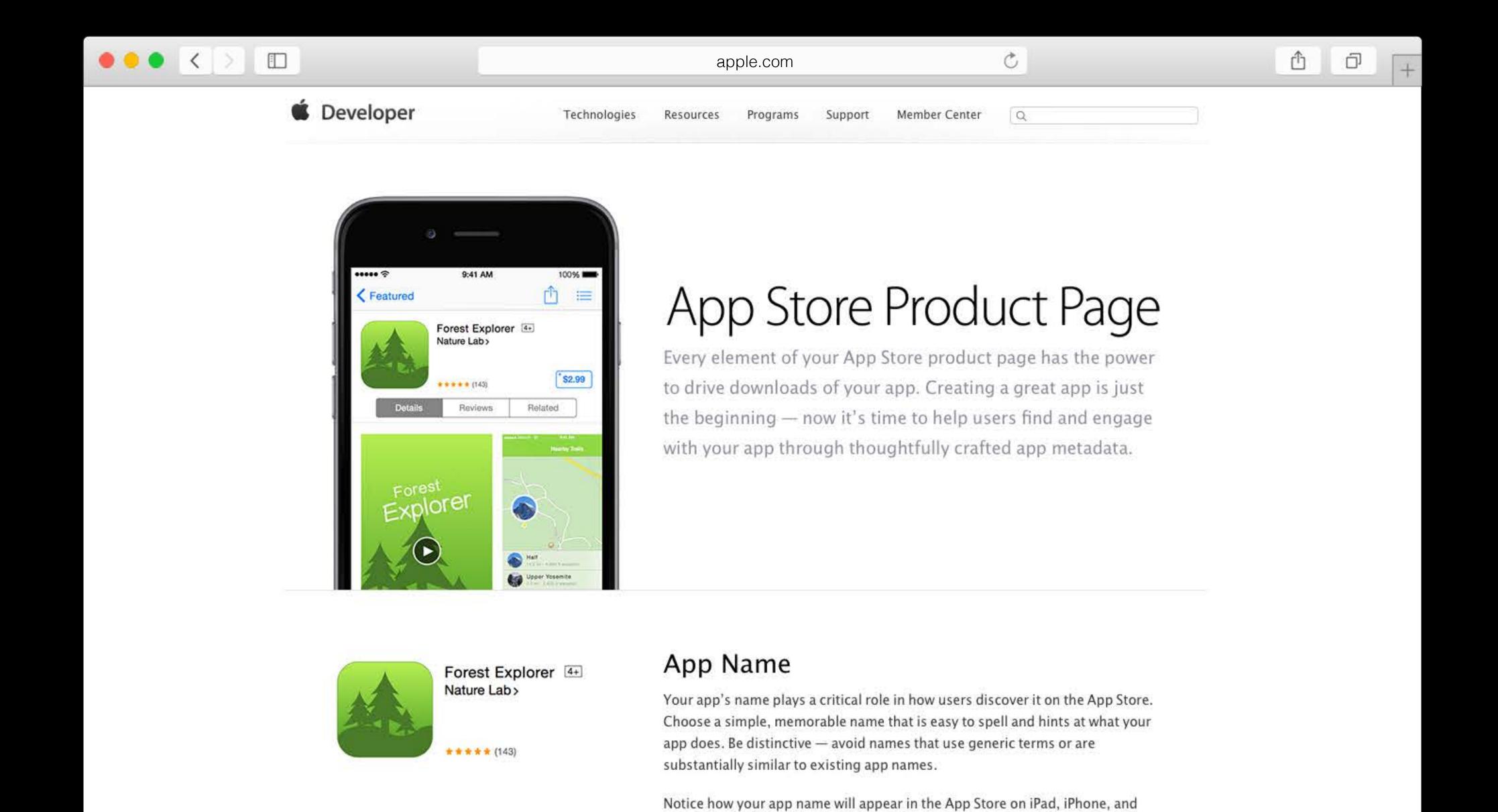
App Review Tips

http://developer.apple.com/app-store/review/rejections



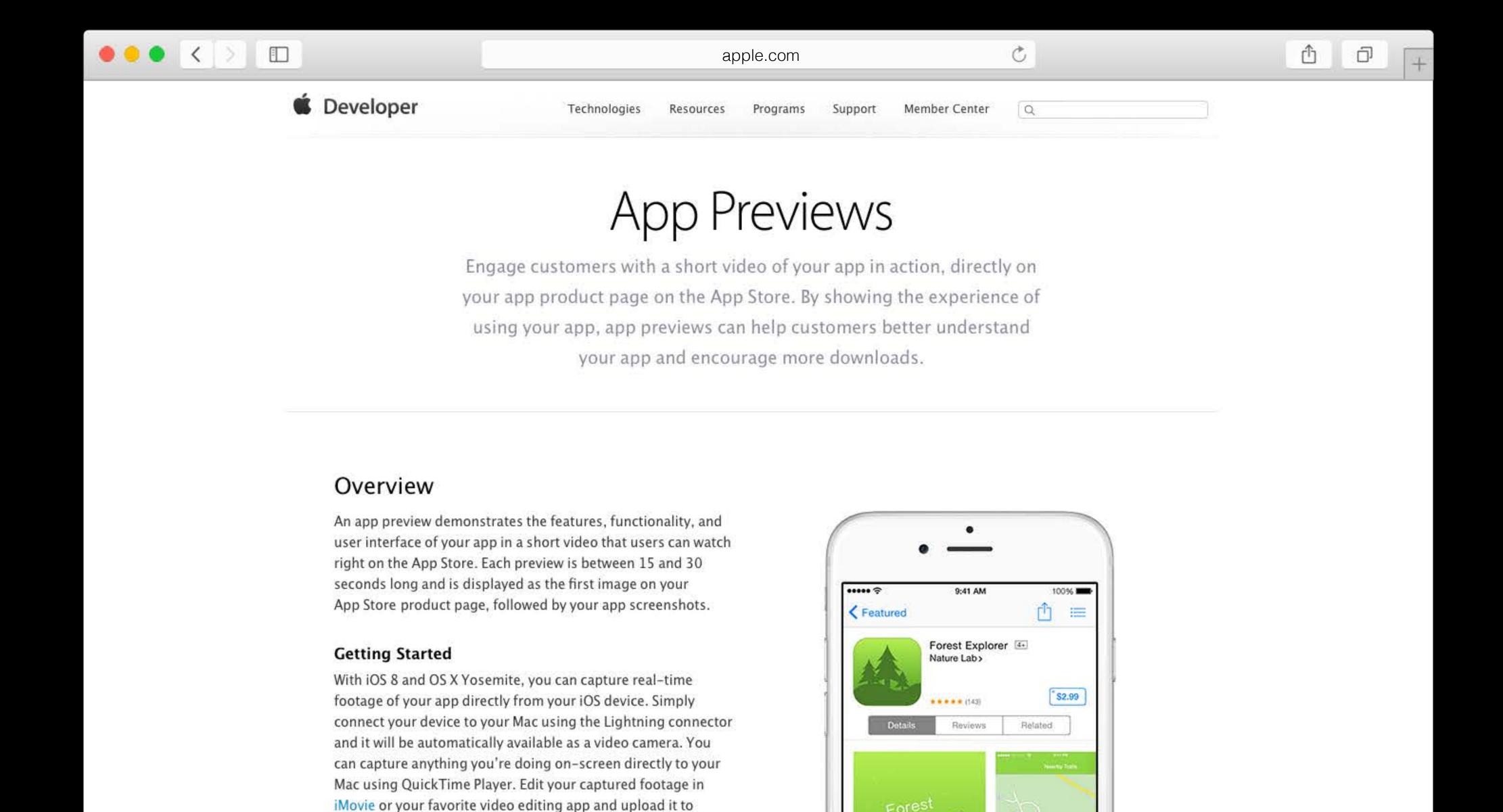
App Review Tips

http://developer.apple.com/app-store/product-page



App Review Tips

https://developer.apple.com/app-store/app-previews



More Information

Documentation and Videos

iTunes Connect Developer Guide http://developer.apple.com/library/ios/iTunesConnectGuide

Technical Support

Apple Developer Forums
http://developer.apple.com/forums

General Inquiries

Mark Malone, App Distribution Technologies Evangelist mgm@apple.com

Related Sessions

Monetize and Promote Your App with iAd	Nob Hill	Tuesday 10:00AM
App Thinning in Xcode	Presidio	Wednesday 9:00AM
Getting the Most Out of App Analytics	Presidio	Wednesday 1:30PM
iTunes Connect: Development to Distribution	Mission	Wednesday 3:30PM

Related Labs

iTunes Connect and App Analytics Lab	Frameworks Lab E	Wednesday 1:30PM
iTunes Connect and App Analytics Lab	Frameworks Lab E	Thursday 2:30PM
iTunes Connect Lab	App Store Lab B	Daily 9:00AM
App Store Business Management and Marketing Lab	App Store Lab E	Daily 9:00AM
App Review Lab	App Store Lab D	Daily 9:00AM
Apple Marketing Communications Lab	App Store Lab F	Daily 9:00AM
iAd Technologies Lab	App Store Lab C	Friday 9:00AM

ÓWWDC15