

Affiliate Tools for App Developers

Session 301
Mark Miller
iTunes Store Engineering

Overview

Updates and New Features

Tools and Services

Overview

Understanding the Affiliate Program

Who's involved?

Understanding the Affiliate Program

Who's involved?

Customer



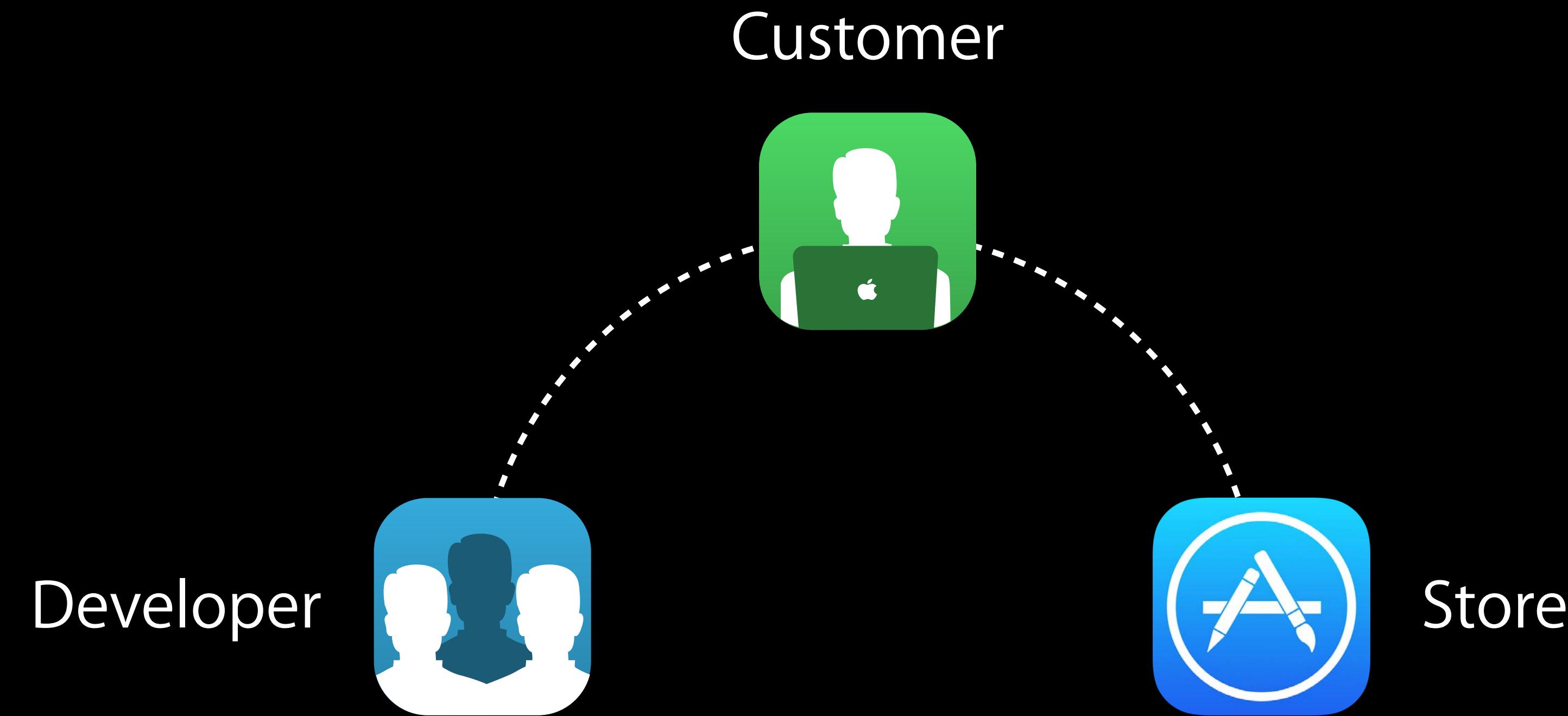
Developer



Store

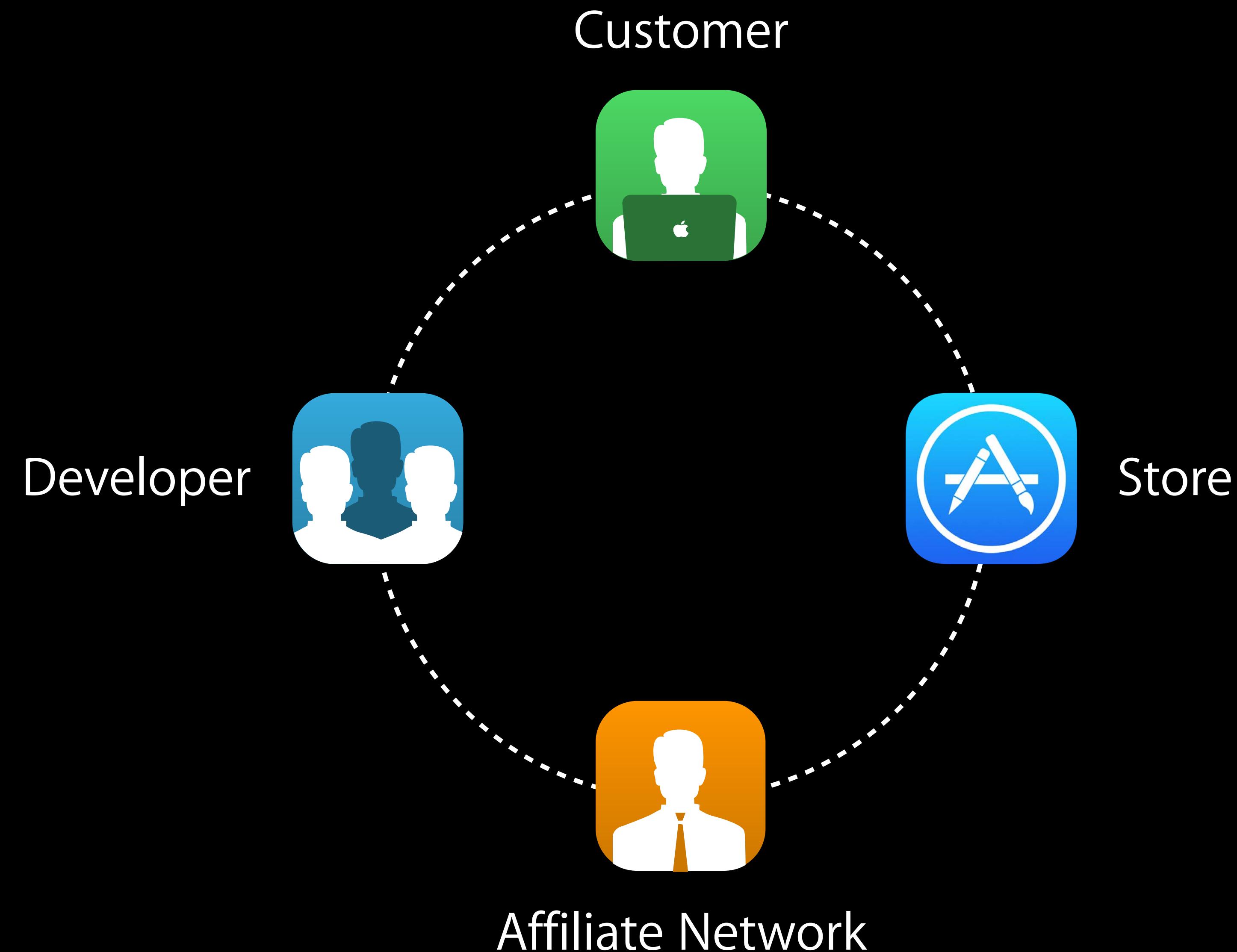
Understanding the Affiliate Program

Who's involved?



Understanding the Affiliate Program

Who's involved?



Understanding the Affiliate Program

What's it for?

Understanding the Affiliate Program

What's it for?



To drive customers to your
apps and other content

Understanding the Affiliate Program

What's it for?



To point to similar or
complementary content



To drive customers to your
apps and other content

Understanding the Affiliate Program

What's it for?



To point to similar or complementary content



To drive customers to your apps and other content



To connect your users with content they want

Understanding the Affiliate Program

It's all about links

Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links



Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales



Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales

Track the effectiveness of your marketing



Understanding the Affiliate Program

It's all about links

Add a bit of data to existing iTunes links

Earn commission on sales

Track the effectiveness of your marketing

Works on your website and in your apps



Understanding the Affiliate Program

How it works



Understanding the Affiliate Program

How it works

Link data is copied to a cookie



Understanding the Affiliate Program

How it works

Link data is copied to a cookie

Cookie lives for 24 hours



Understanding the Affiliate Program

How it works

Link data is copied to a cookie

Cookie lives for 24 hours

On purchase, data is recorded on server



Understanding the Affiliate Program

How it works

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On purchase, data is recorded on server

Affiliates earn 7% commission on all sales



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“Last one wins”



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“Last one wins”

Seamless experience for your users





9:41 AM 100%

 Cut the Rope 2 4+
ZeptoLab UK Limited >
Offers In-App Purchases

 \$2.99

Details Reviews Related

App Store Editors' Notes

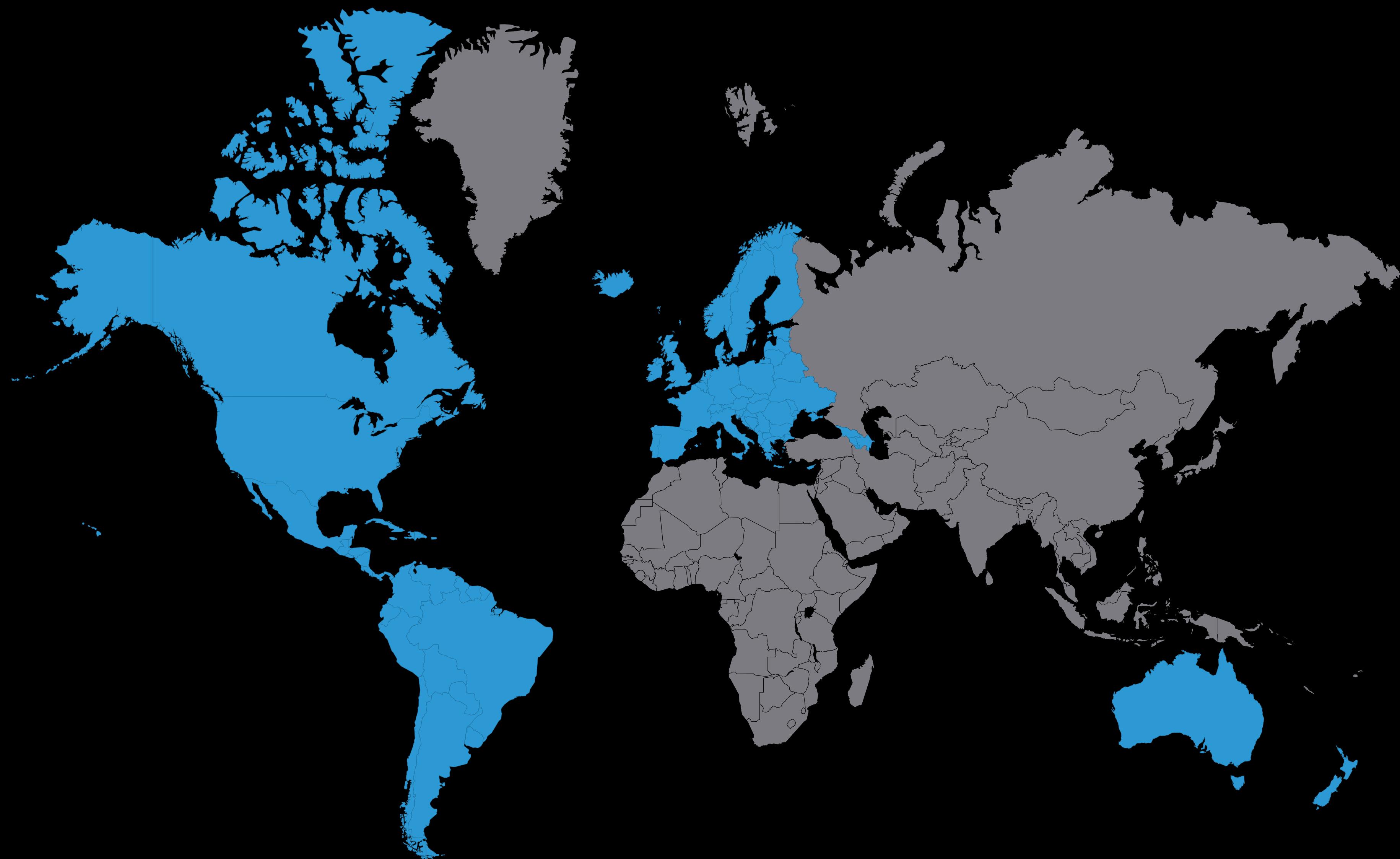
ZeptoLab's highly anticipated sequel is an absolute blast, filled with endless charm and brilliantly designed physics-based puzzles. Use all-new allies and abilities to feed the adorable Om Nom candy while navigating each stage's unique layout a ... [more](#)



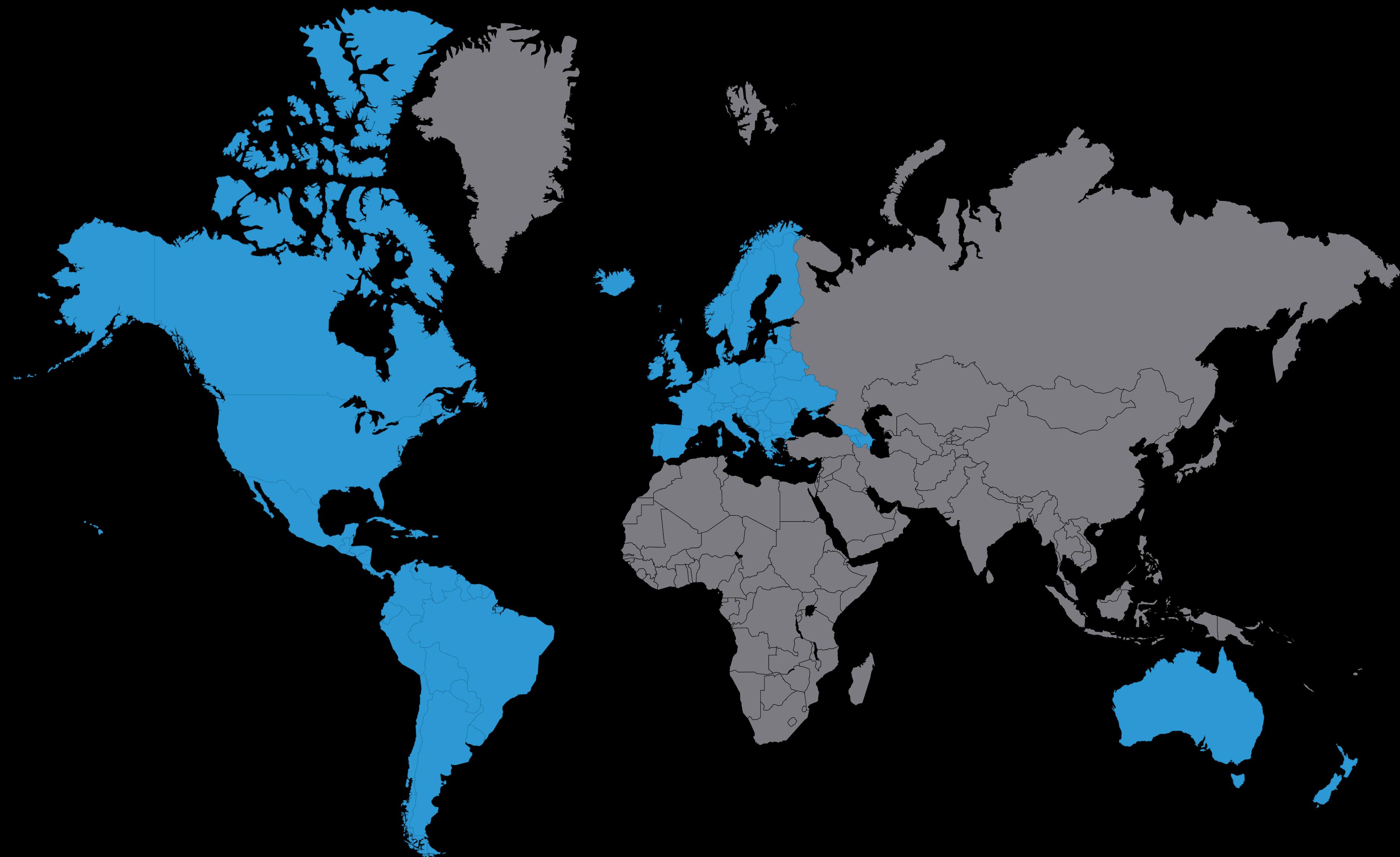
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What's New?

Massive Territory Expansion

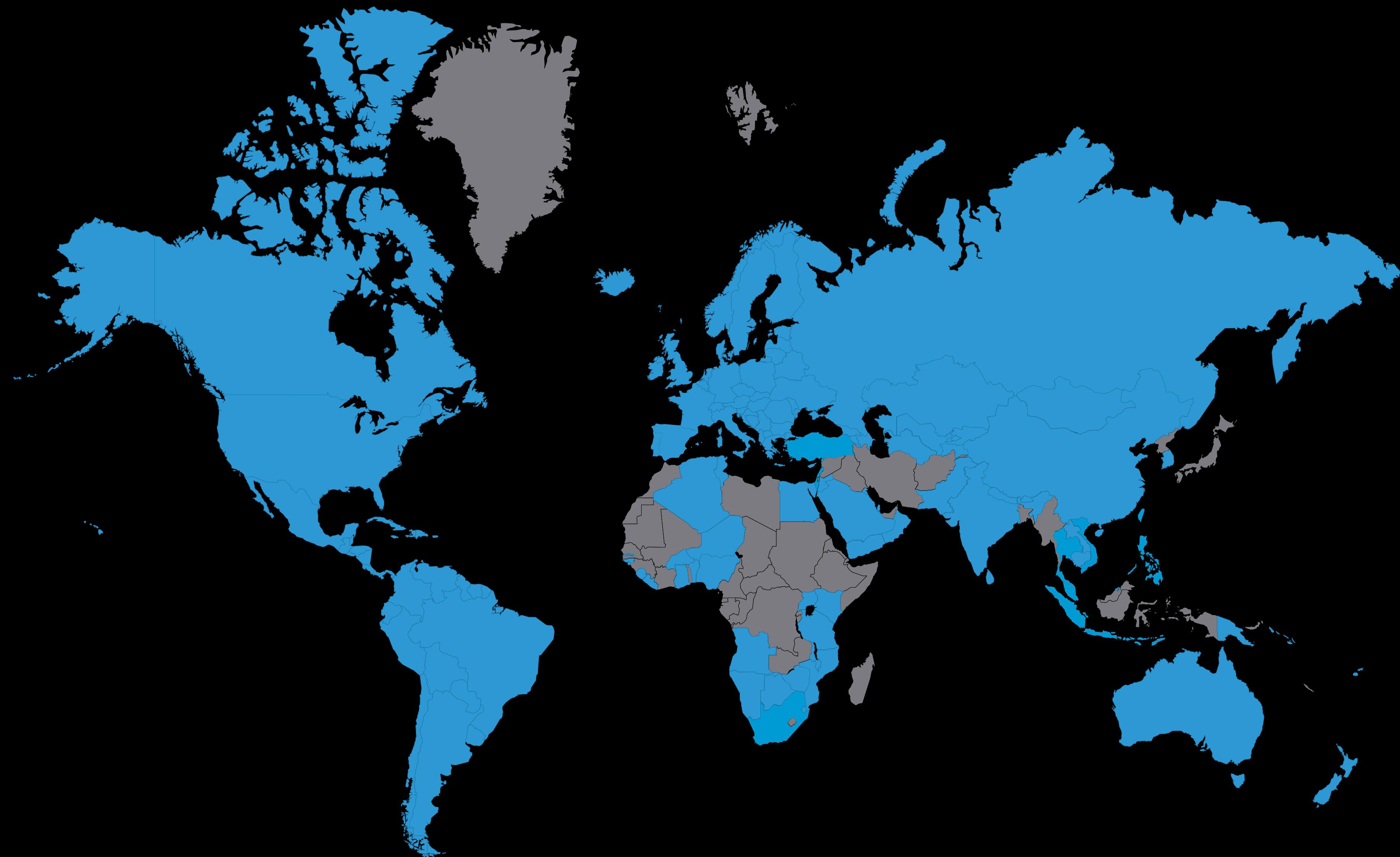


Massive Territory Expansion



Massive Territory Expansion

NEW



One Network Worldwide

Apple – iTunes – The Affiliate Program

www.apple.com/itunes/affiliates/ Reader

Store Mac iPod iPhone iPad iTunes Support

Working with iTunes Sell Your Content Enhance Your Content Market with iTunes Link to iTunes

The Affiliate Program.

It pays to participate.

The affiliate program provides a unique way for your website or app to link to millions of songs and thousands of apps — as well as books, movies, TV shows and more while earning commissions on qualifying sales. Apply now to join the program and earn commissions when you link to music, apps, books and more on iTunes, App Store, iBooks and the Mac App Store.

Apply Now >

Link Structure

Link Structure

<https://itunes.apple.com/us/app/imovie/id377298193?mt=8>

Link Structure

http://click.linksynergy.com/fs-bin/stat?id=xyAYVwL3SCo&offerid=146261&type=3&subid=0&ttmpid=1826&RD_PARM1=https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fimovie%252Fid377298193%253Fmt%253D8%2526partnerId%253D30

<http://clkuk.tradedoubler.com/click?p=24369&a=2293845&url=https%3A%2F%2Fitunes.apple.com%2Fno%2Fapp%2Fvvs-kalkulator%2Fid602391404%3Fmt%3D8%26uo%3D4%26partnerId%3D2003>

Link Structure

~~http://click.linksynergy.com/fs-bin/stat?
id=xyAYVwL3SCo&offerid=146251&type=3&subid=0&mpid=1826&RD_PARM1=
https%253A%252F%252Fitunes.apple.com%252Fus%252Fapp%252Fimovie
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~~http://clkuk.tradedoubler.com/click?p=24369&a=229385&url=https%3A%2F%2Fitunes.apple.com%2Fno%2Fapp%2Fvvs-kalkulator%2Fid602391404%3Fmt%3D8%26uo%3D4%26partnerId%3D2003~~

Link Structure

<https://itunes.apple.com/us/app/imovie/id377298193?mt=8>

Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)

Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)

Link Structure



[https://itunes.apple.com/us/app/imovie/id377298193?mt=8
&at=10ltL&ct=my-campaign](https://itunes.apple.com/us/app/imovie/id377298193?mt=8&at=10ltL&ct=my-campaign)

Common Mistake

Invalid query strings

Common Mistake

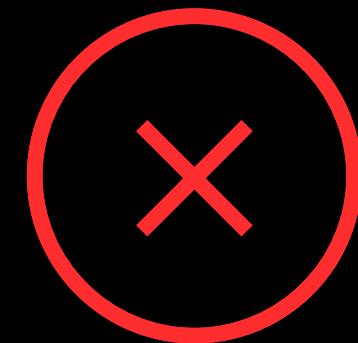
Invalid query strings



[http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&at=10ltL&ct=my-campaign](http://itunes.apple.com/us/podcast/apple-keynotes/id275834665&at=10ltL&ct=my-campaign)

Common Mistake

Invalid query strings



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&at=10ltL&ct=my-campaign`



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?at=10ltL&ct=my-campaign`

Common Mistake

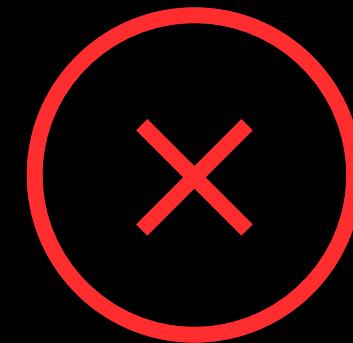
Invalid query strings



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&at=10ltL&ct=my-campaign`



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?at=10ltL&ct=my-campaign`



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at=10ltL&ct=my-campaign`

Common Mistake

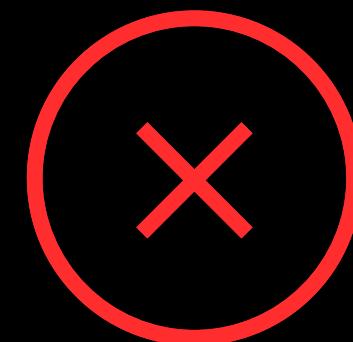
Invalid query strings



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665&at=10ltL&ct=my-campaign`



`http://itunes.apple.com/us/podcast/apple-keynotes/
id275834665?at=10ltL&ct=my-campaign`



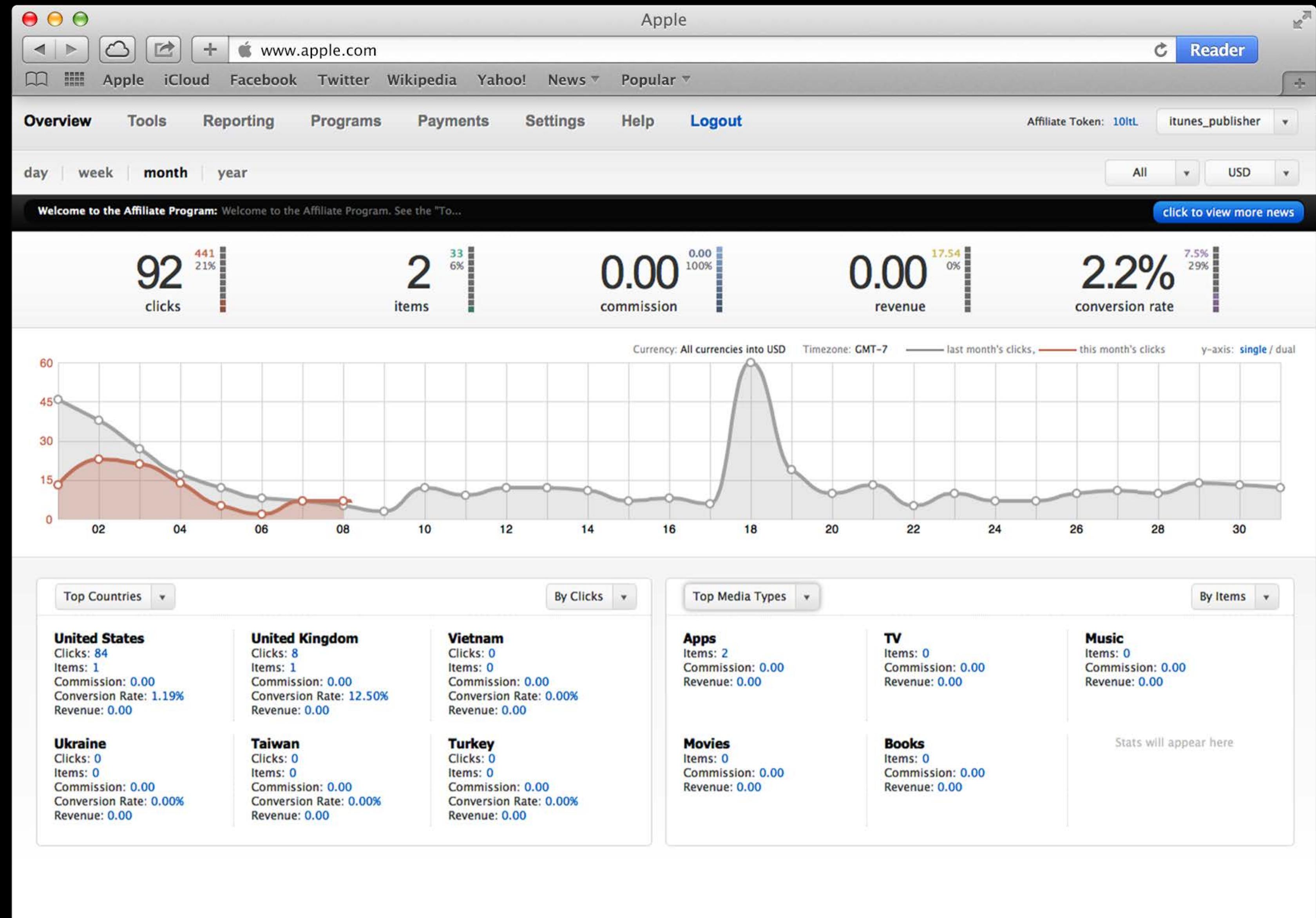
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at=10ltL&ct=my-campaign`



`http://itunes.apple.com/us/app/remote/id284417350?
mt=8&at=10ltL&ct=my-campaign`

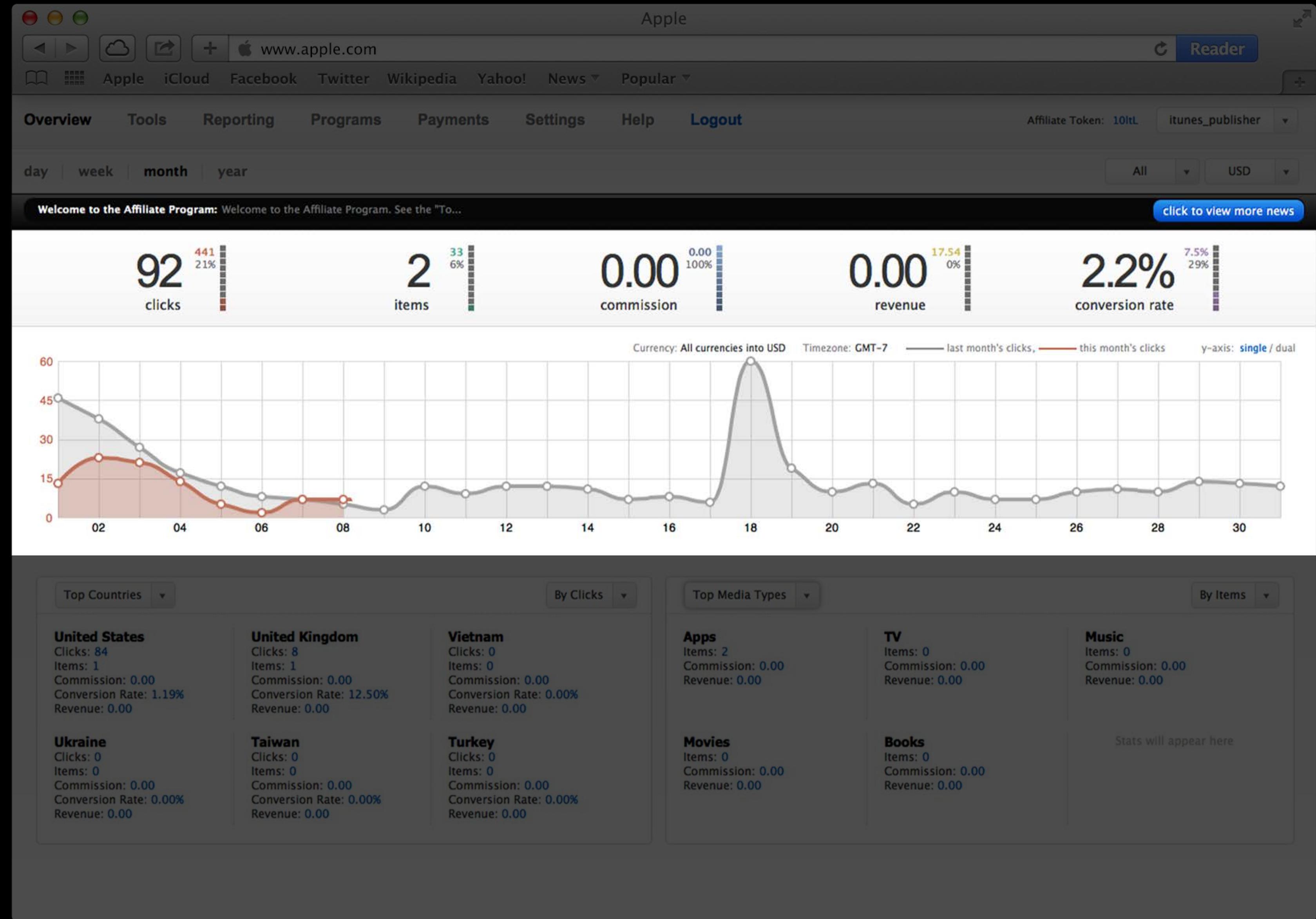
Global Dashboard

NEW



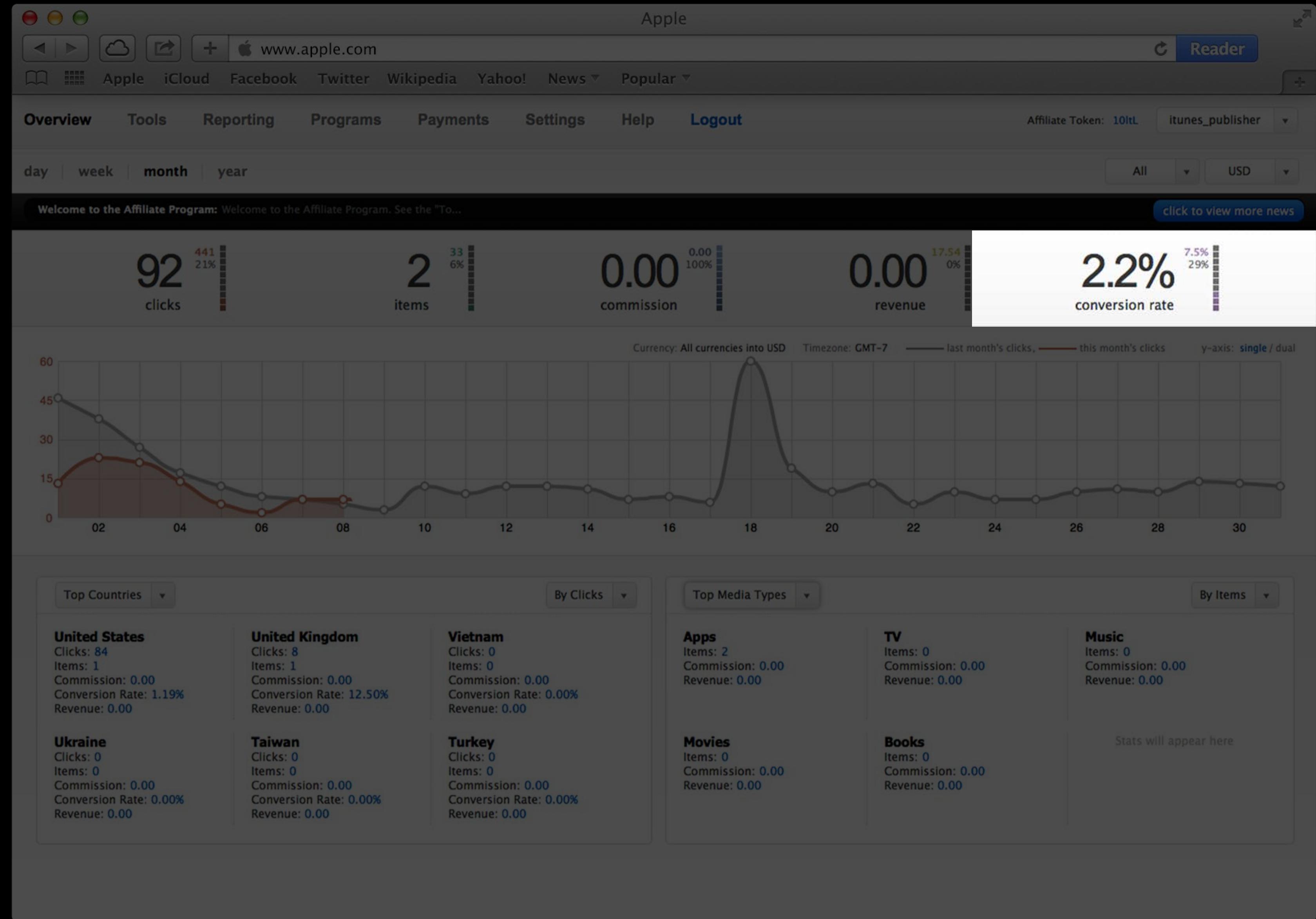
Global Dashboard

NEW



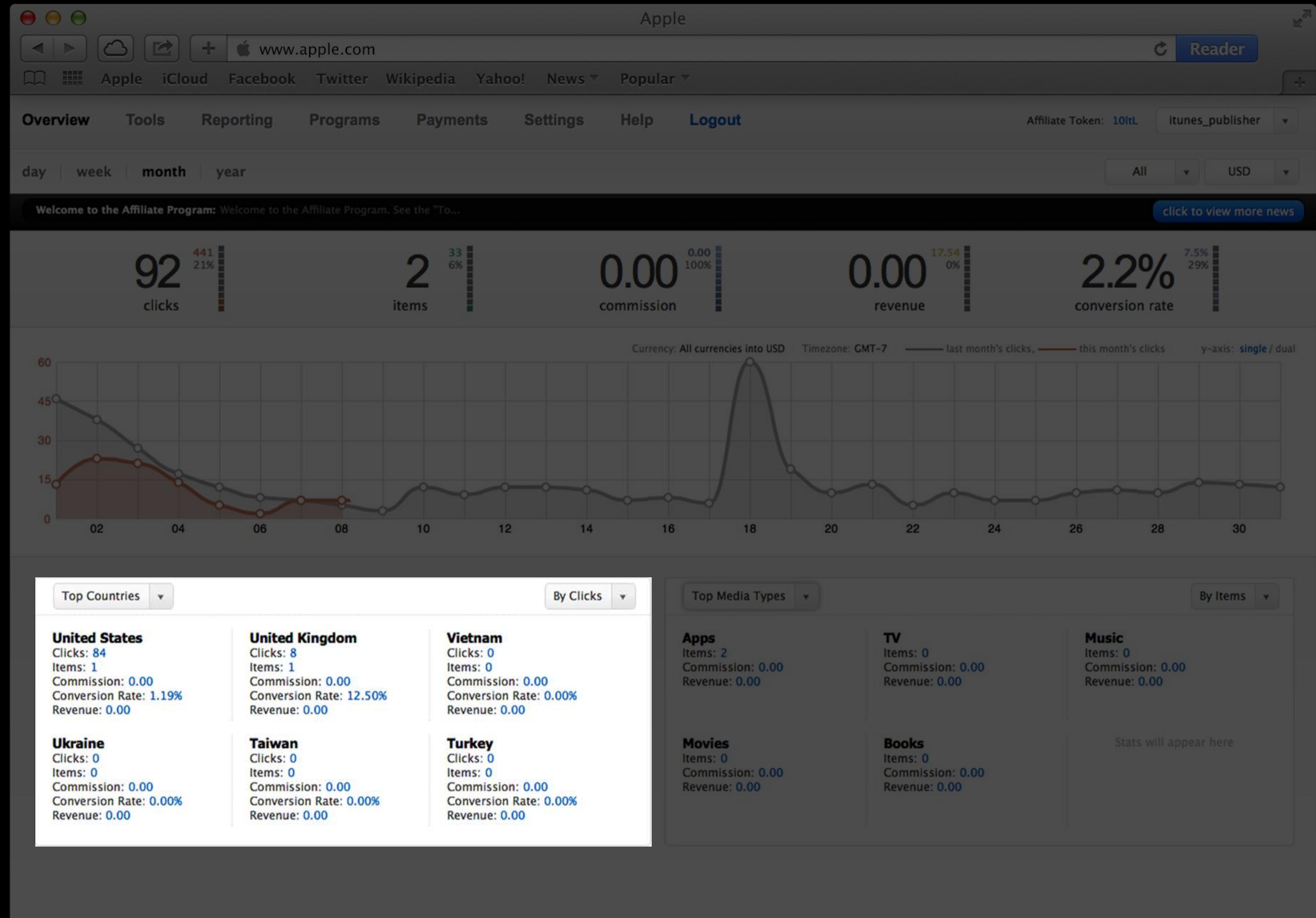
Global Dashboard

NEW



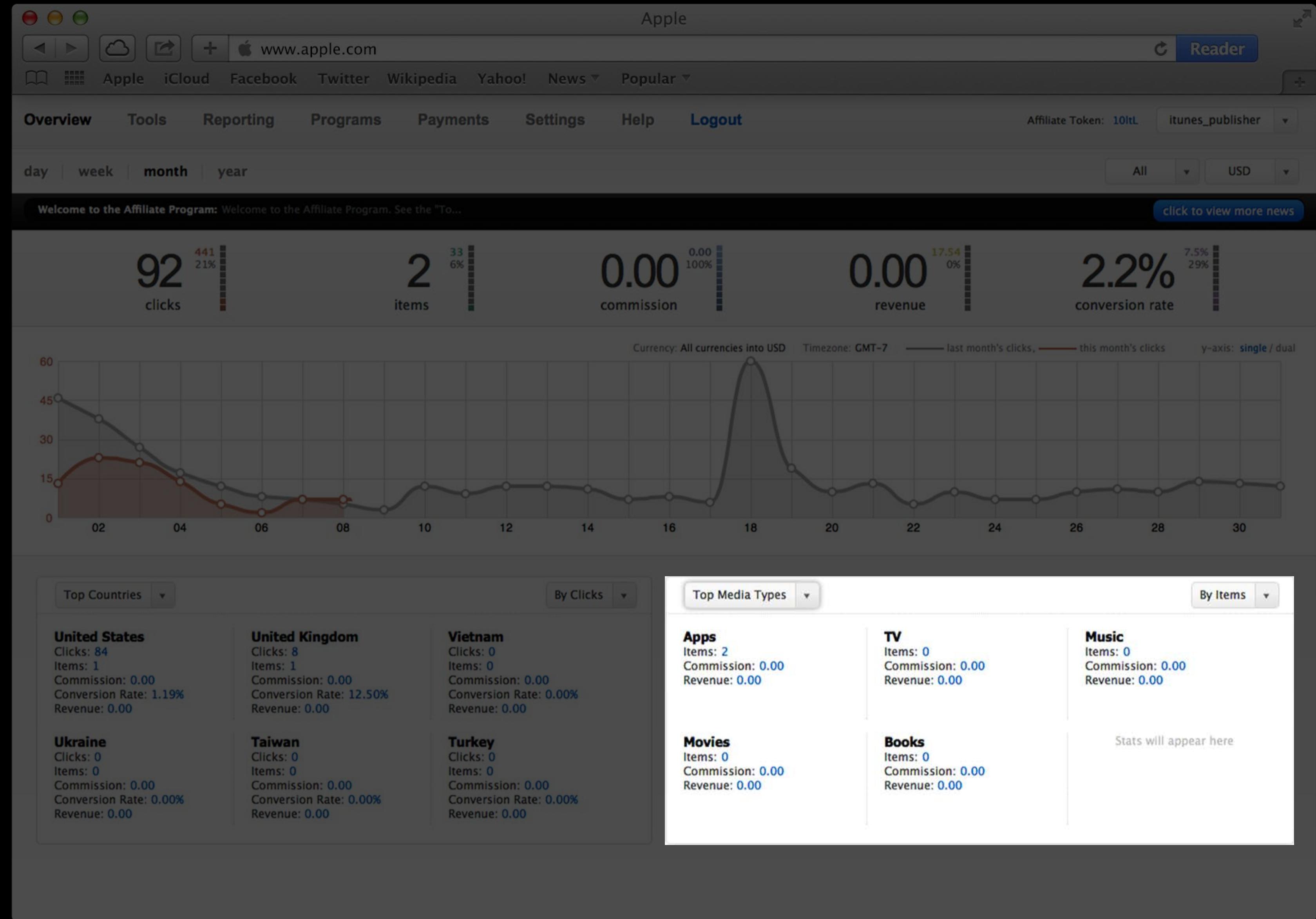
Global Dashboard

NEW



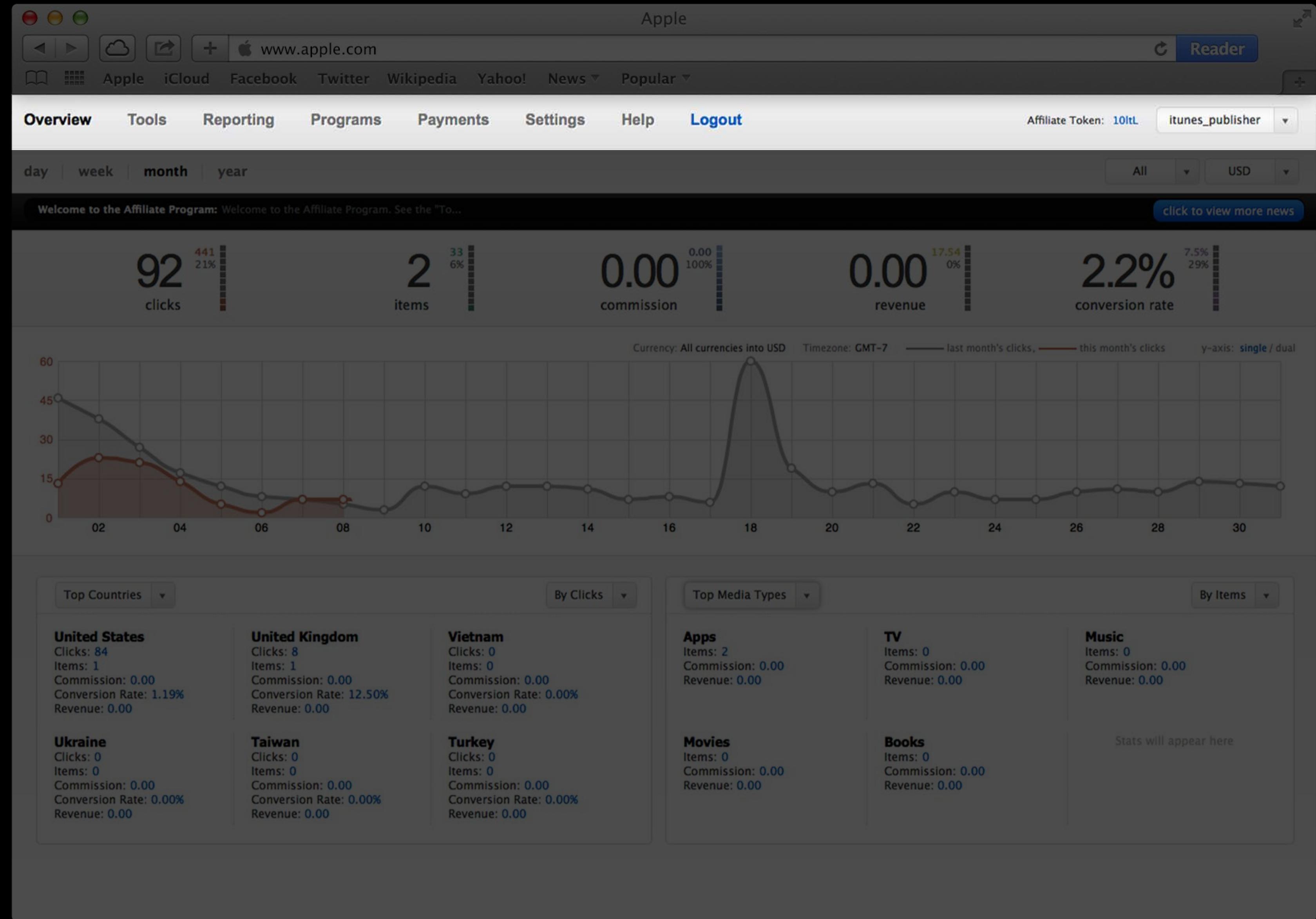
Global Dashboard

NEW



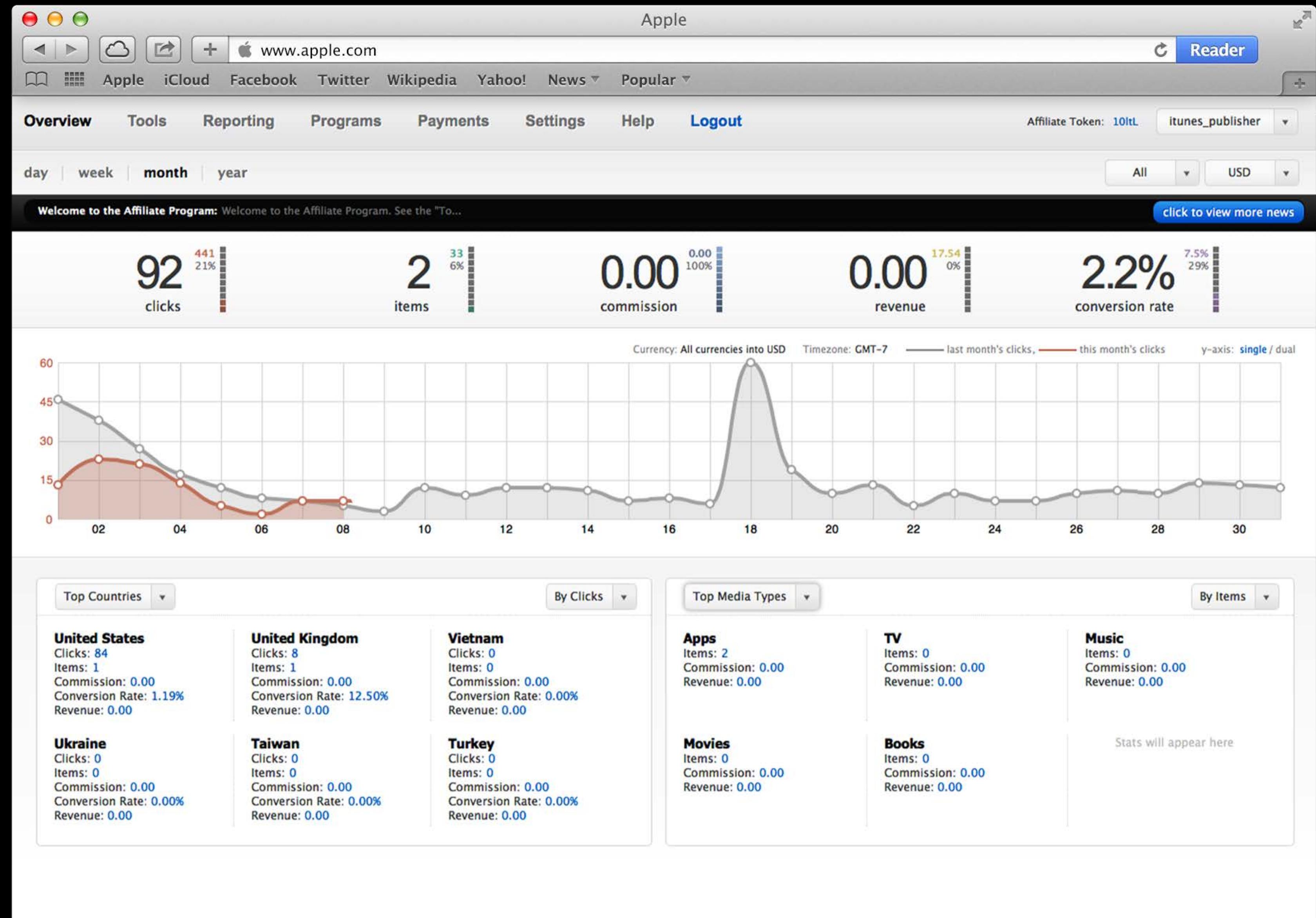
Global Dashboard

NEW



Global Dashboard

NEW



Tools and Services

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Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists

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Link Maker

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

With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBooks Store, 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	Search
<input type="text"/>	USA	Music	All	<input type="button" value="Search"/>

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Link Maker

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

With Link Maker, you can create links to content on the iTunes Store, the App Store, the iBooks Store, 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
Ed Sheeran	USA	Music	All

Search

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Search Country Media Type Genre/Category

Ed Sheeran USA Music All Search

Artists

Ed Sheeran
Store Link
iTunes Radio Link

Albums 1–25 See More >

Name	Artist	Genre	Released	Album Link
+ (Deluxe Version)	Ed Sheeran		09/09/11	Album Link
X (Deluxe Edition)	Ed Sheeran		06/20/14	Album Link
+	Ed Sheeran		09/09/11	Album Link
X	Ed Sheeran		06/20/14	Album Link
iTunes Festival: London 2012 – EP	Ed Sheeran		09/03/12	Album Link
iTunes Festival: London 2011 – EP	Ed Sheeran		07/11/11	Album Link
The Slumdon Bridge – EP	Ed Sheeran & Yelawolf		09/09/11	Album Link
Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco		10/14/13	Album Link
Everything Has Changed (Remix) [feat. E...	Taylor Swift		07/23/13	Album Link
Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco		10/14/13	Album Link

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Artists

Ed Sheeran
Store Link
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Albums 1–25 See More >

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X (Deluxe Edition)	Ed Sheeran		06/20/14	Album Link
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Everything Has Changed (Remix) [feat. E...	Taylor Swift		07/23/13	Album Link
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Search Country Media Type Genre/Category

Ed Sheeran USA Music All

Search

Artists

Ed Sheeran
Store Link
iTunes Radio Link

Albums 1–25 See More >

Name	Artist	Genre	Released	Link
+ (Deluxe Version)	Ed Sheeran		09/09/11	Album Link
X (Deluxe Edition)	Ed Sheeran		06/20/14	Album Link
+	Ed Sheeran		09/09/11	Album Link
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Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco		10/14/13	Album Link

Link Maker

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Link Maker

Search Ed Sheeran

Linking to Album:
x (Deluxe Edition) – **Ed Sheeran**

Direct Link
<https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4>

HTML With Link: Small button Large button Text Only

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store" style="display:inline-block;overflow:hidden;background:url(https://linkmaker.itunes.apple.com/htmlResources/assets//images/web/linkmaker/badge_itunes-sm.png) no-repeat;width:45px;height:15px;@media only screen{background-image:url(https://linkmaker.itunes.apple.com/htmlResources/assets//images/web/linkmaker/badge_itunes-sm.svg);}"></a>
```

HTML Link Test: [iTunes](#)

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.

Album	Artist	Date	Action
Everything Has Changed (Remix) [feat. E...	Taylor Swift	07/23/13	Album Link
Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco	10/14/13	Album Link

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Search Ed Sheeran

Linking to Album:
x (Deluxe Edition) – **Ed Sheeran**

Direct Link
<https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4>

HTML With Link: Small button Large button Text Only

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store" style="display:inline-block;overflow:hidden;background:url(https://linkmaker.itunes.apple.com/htmlResources/assets/en_us//images/web/linkmaker/badge_itunes-lrg.png) no-repeat;width:110px;height:40px;@media only screen{background-image:url(https://linkmaker.itunes.apple.com/htmlResources/assets/en_us//images/web/linkmaker/badge_itunes-lrg.svg);}"></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.

Album	Artist	Date	Action
Everything Has Changed (Remix) [feat. E...	Taylor Swift	07/23/13	Album Link
Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco	10/14/13	Album Link

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Search Ed Sheeran

Linking to Album:
x (Deluxe Edition) – **Ed Sheeran**

Direct Link
<https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4>

HTML With Link: Small button Large button Text Only

```
<a href="https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4" target="itunes_store">x (Deluxe Edition) – Ed Sheeran</a>
```

HTML Link Test: [x \(Deluxe Edition\) – Ed Sheeran](https://itunes.apple.com/us/album/x-deluxe-edition/id858512800?uo=4)

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	Date	Action
+ (D)			Album Link
x (D)			Album Link
+			Album Link
x			Album Link
iTun			Album Link
iTun			Album Link
The			Album Link
Old S			Album Link
Everything Has Changed (Remix) [feat. E...	Taylor Swift	07/23/13	Album Link
Old School Love (feat. Ed Sheeran) – Single	Lupe Fiasco	10/14/13	Album Link

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Auto Link Maker

Simple affiliate links for your website or blog.
With one snippet of code added to your website, all iTunes, App Store, iBookstore and Mac App Store links will be converted to affiliate links. Add the javascript to the footer of your website to get started. [Learn More >](#)



Affiliate ID

Javascript Code

```
<script type='text/javascript'>var _merchantSettings=_merchantSettings || [];(function(){var autolink=document.createElement('script');autolink.type='text/javascript';autolink.async=true; autolink.src= ('https:' == document.location.protocol) ? 'https://autolinkmaker.itunes.apple.com/js/itunes_autolinkmaker.js' : 'http://autolinkmaker.itunes.apple.com/js/itunes_autolinkmaker.js';var s=document.getElementsByTagName('script')[0];s.parentNode.insertBefore(autolink, s);})();</script>
```

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Tools and Services

Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists

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Search and Lookup API

iTunes search and metadata lookup on the web

Search and Lookup API

iTunes search and metadata lookup on the web

Two main actions available:

- Search—Find content by terms
- Lookup—Fetch content metadata via IDs

Responses in JSON format

Search API Query Params

Search API Query Params

Required: "term"

Search API Query Params

Required: "term"

Many modifiers available

Search API Query Params

Required: "term"

Many modifiers available

- "language"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
 - Even more specific—"entity"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
 - Even more specific—"entity"
- "attribute"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
 - Even more specific—"entity"
- "attribute"
- "limit"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
 - Even more specific—"entity"
- "attribute"
- "limit"
- "callback"

Search API Query Params

Required: "term"

Many modifiers available

- "language"
- "media"
 - Even more specific—"entity"
- "attribute"
- "limit"
- "callback"

Results are JSON dictionaries sorted by relevancy

Lookup API Query Params

Lookup API Query Params

Required: "id"

Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"

Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"

Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"
- "entity"

Lookup API Query Params

Required: "id"

Similar modifiers to Search API:

- "language"
- "callback"
- "entity"
- Results are JSON dictionaries

Sample Response

Sample Response

```
{  
    "artistId": 284417353,  
    "artistName": "Apple",  
    "artistViewUrl": "...",  
    "artworkUrl512": "...",  
    "averageUserRating": 3.5,  
    "averageUserRatingForCurrentVersion": 4.0,  
    "bundleId": "com.apple.iMovie",  
    "contentAdvisoryRating": "4+",  
    "currency": "USD",  
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    "features": [ ... ],  
    "fileSizeBytes": "634892799",  
    "formattedPrice": "$4.99",  
    "genreIds": [ "6008", "6012" ],  
    "genres": [ ... ],  
    "isGameCenterEnabled": false,  
    "kind": "software",  
    "languageCodesISO2A": [ ... ],  
    "price": 4.99,  
    "releaseDate": "2010-06-24T07:00:00Z",  
    "releaseNotes": "All-new, streamlined...",  
    "screenshotUrls": [ ... ],  
    "sellerName": "Apple Inc.",  
    "sellerUrl": "...",  
    "supportedDevices": [ ... ],  
    "trackContentRating": "4+",  
    "trackId": 377298193,  
    "trackName": "iMovie",  
    "trackViewUrl": "...",  
    "userRatingCount": 17242,  
    "userRatingCountForCurrentVersion": 2414,  
    "version": "2.0",  
    "wrapperType": "software"  
}
```

Example

Example

<https://itunes.apple.com/us/search?term=The+A+Team>

Example

<https://itunes.apple.com/us/search?term=The+A+Team>

Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

<https://itunes.apple.com/us/search?term=The+A+Team&attribute=songTerm>

<https://itunes.apple.com/us/search?term=The+A+Team&entity=song>

Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1>

<https://itunes.apple.com/us/search?term=The+A+Team&attribute=songTerm>

<https://itunes.apple.com/us/search?term=The+A+Team&entity=song>

Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1&media=music>

Example

<https://itunes.apple.com/us/search?term=The+A+Team&limit=1&media=music>

```
{ "artistName": "Ed Sheeran",
  "collectionId": 448213992,
  "collectionName": "+ (Deluxe Version)",
  "kind": "song",
  "trackId": 448213995,
  "trackName": "The a Team",
  "trackPrice": 1.29,
  ... }
```

Example

Example

<https://itunes.apple.com/gb/lookup?id=448213992>

Example

<https://itunes.apple.com/gb/lookup?id=448213992>

Example

<https://itunes.apple.com/gb/lookup?id=448213992&entity=song>

Example

<https://itunes.apple.com/gb/lookup?id=448213992&entity=song>

```
{ "collectionName": "+ (Deluxe Version)",  
  "wrapperType": "collection", },  
{ "trackName": "The a Team",  
  "wrapperType": "track", },  
{ "trackName": "Drunk",  
  "wrapperType": "track", },  
{ "trackName": "U.N.I.",  
  "wrapperType": "track", },  
...
```

Other Tools

Enterprise Partner Feeds



Other Tools

Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content



Other Tools

Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis



Other Tools

Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables



Other Tools

Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables

Aimed at organizations that need to run custom queries against iTunes content



Other Tools

Enterprise Partner Feeds

Bulk metadata for virtually all iTunes content

Downloaded for offline analysis

Multiple files representing database tables

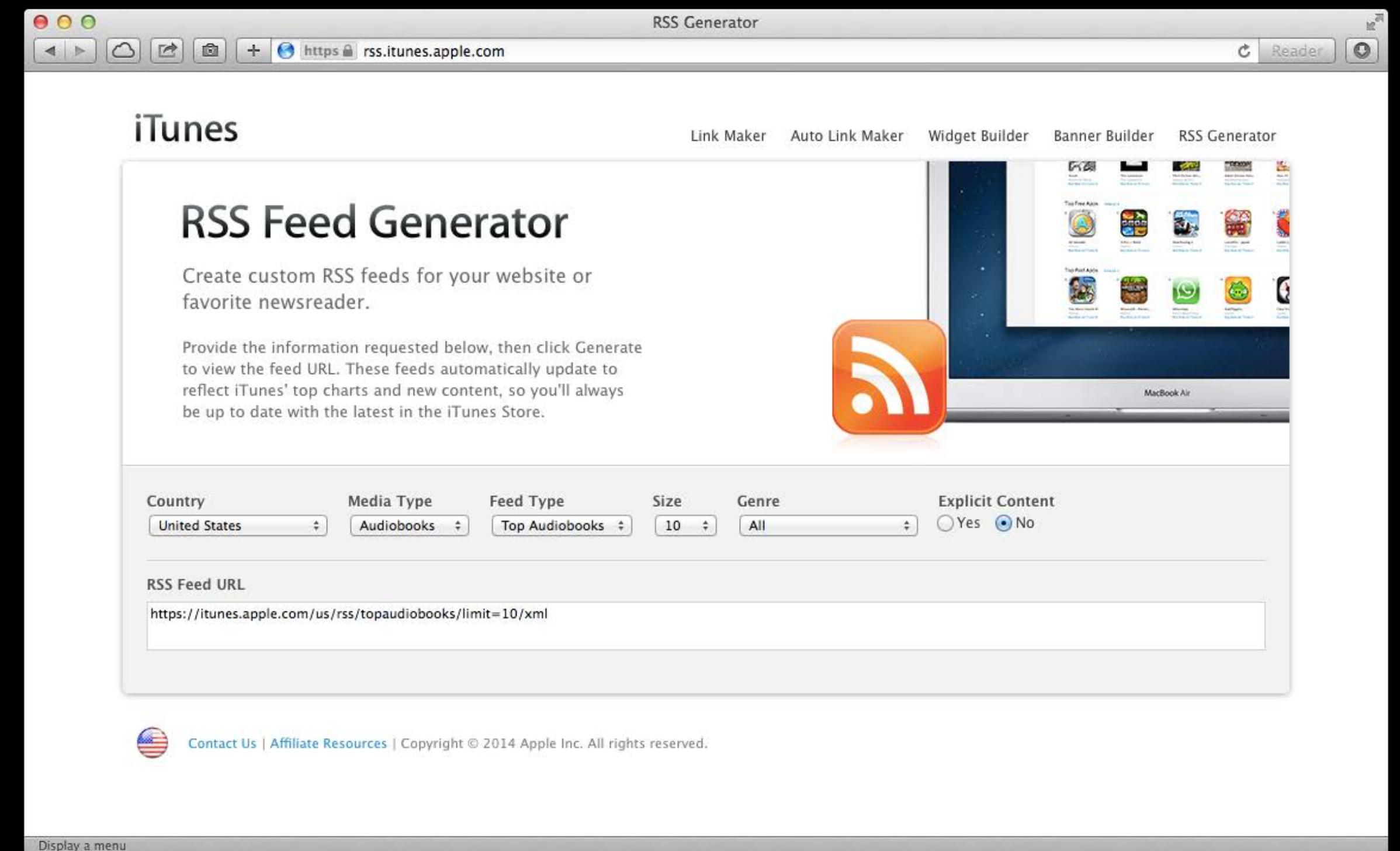
Aimed at organizations that need to run custom queries against iTunes content

Importer script available



Other Tools

RSS Feeds



Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

The screenshot shows a web browser window titled "RSS Generator" with the URL <https://rss.itunes.apple.com>. The page is titled "iTunes" and features a "RSS Feed Generator" section. It says "Create custom RSS feeds for your website or favorite newsreader." Below this, it provides instructions: "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." On the right side, there is a large orange RSS icon and a thumbnail image of a MacBook Air displaying various app icons. The bottom of the page includes dropdown menus for "Country" (United States), "Media Type" (Audiobooks), "Feed Type" (Top Audiobooks), "Size" (10), "Genre" (All), and "Explicit Content" (Yes selected). The "RSS Feed URL" is listed as <https://itunes.apple.com/us/rss/topaudiobooks/limit=10/xml>. At the bottom, there is a copyright notice: "Contact Us | Affiliate Resources | Copyright © 2014 Apple Inc. All rights reserved." and a "Display a menu" link.

Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

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Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular

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Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added

The screenshot shows a web browser window titled "RSS Generator" with the URL <https://rss.itunes.apple.com>. The page is titled "iTunes" and features a "RSS Feed Generator" section. It says "Create custom RSS feeds for your website or favorite newsreader." Below this, it provides instructions: "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." To the right of the text is a large orange RSS icon. At the bottom of the generator section, there are dropdown menus for "Country" (United States), "Media Type" (Audiobooks), "Feed Type" (Top Audiobooks), "Size" (10), "Genre" (All), and "Explicit Content" (Yes selected). Below these is an "RSS Feed URL" field containing the generated URL: <https://itunes.apple.com/us/rss/topaudiobooks/limit=10/xml>. At the very bottom of the page, there is a small American flag icon followed by links to "Contact Us" and "Affiliate Resources", and a copyright notice: "Copyright © 2014 Apple Inc. All rights reserved."

Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content

The screenshot shows a web browser window titled "RSS Generator" with the URL <https://rss.itunes.apple.com>. The page is part of the iTunes website. At the top, there are tabs for "Link Maker", "Auto Link Maker", "Widget Builder", "Banner Builder", and "RSS Generator". Below the tabs, the word "iTunes" is displayed. The main content area is titled "RSS Feed Generator" and contains the sub-instruction "Create custom RSS feeds for your website or favorite newsreader." It also provides a descriptive note: "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." To the right of this text is a large orange RSS icon. Below the text are several dropdown menus and input fields: "Country" set to "United States", "Media Type" set to "Audiobooks", "Feed Type" set to "Top Audiobooks", "Size" set to "10", "Genre" set to "All", and "Explicit Content" with "No" selected. An "RSS Feed URL" field contains the generated URL: <https://itunes.apple.com/us/rss/topaudiobooks/limit=10/xml>. At the bottom of the page, there is a small American flag icon followed by links to "Contact Us", "Affiliate Resources", and "Copyright © 2014 Apple Inc. All rights reserved." A "Display a menu" button is located at the very bottom.

Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content
- Customer Reviews

The screenshot shows a web browser window titled "RSS Generator" with the URL <https://rss.itunes.apple.com>. The page is titled "iTunes" and features a large orange RSS icon. The main section is titled "RSS Feed Generator" with the sub-instruction "Create custom RSS feeds for your website or favorite newsreader." Below this, a note says "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." On the right side of the page, there is a thumbnail image of a MacBook Air displaying various app icons. At the bottom of the page, there are dropdown menus for "Country" (United States), "Media Type" (Audiobooks), "Feed Type" (Top Audiobooks), "Size" (10), "Genre" (All), and "Explicit Content" (Yes selected). A text input field shows the generated RSS URL: <https://itunes.apple.com/us/rss/topaudiobooks/limit=10/xml>. At the very bottom, there is a small footer with links to "Contact Us" and "Affiliate Resources" and a copyright notice: "Copyright © 2014 Apple Inc. All rights reserved."

Other Tools

RSS Feeds

Dynamic Feeds for what's hot in the store

Several Options:

- Most Popular
- New / Recently Added
- Featured Content
- Customer Reviews

Available in Atom and JSON formats

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Simple tools to get started quickly

Advanced tools for discovering content

Smart App Banners for mobile Safari

Store Kit Product Sheet integration now supported

Creating iTunes Radio stations

Collection Builder for dynamic playlists

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9:41 AM 100%

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Apple's next big announcements coming in June

By Heather Kelly, CNN

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CNN Interactive Group, Inc.
★★★★★
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Latest News

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CNN Weather

Latest News

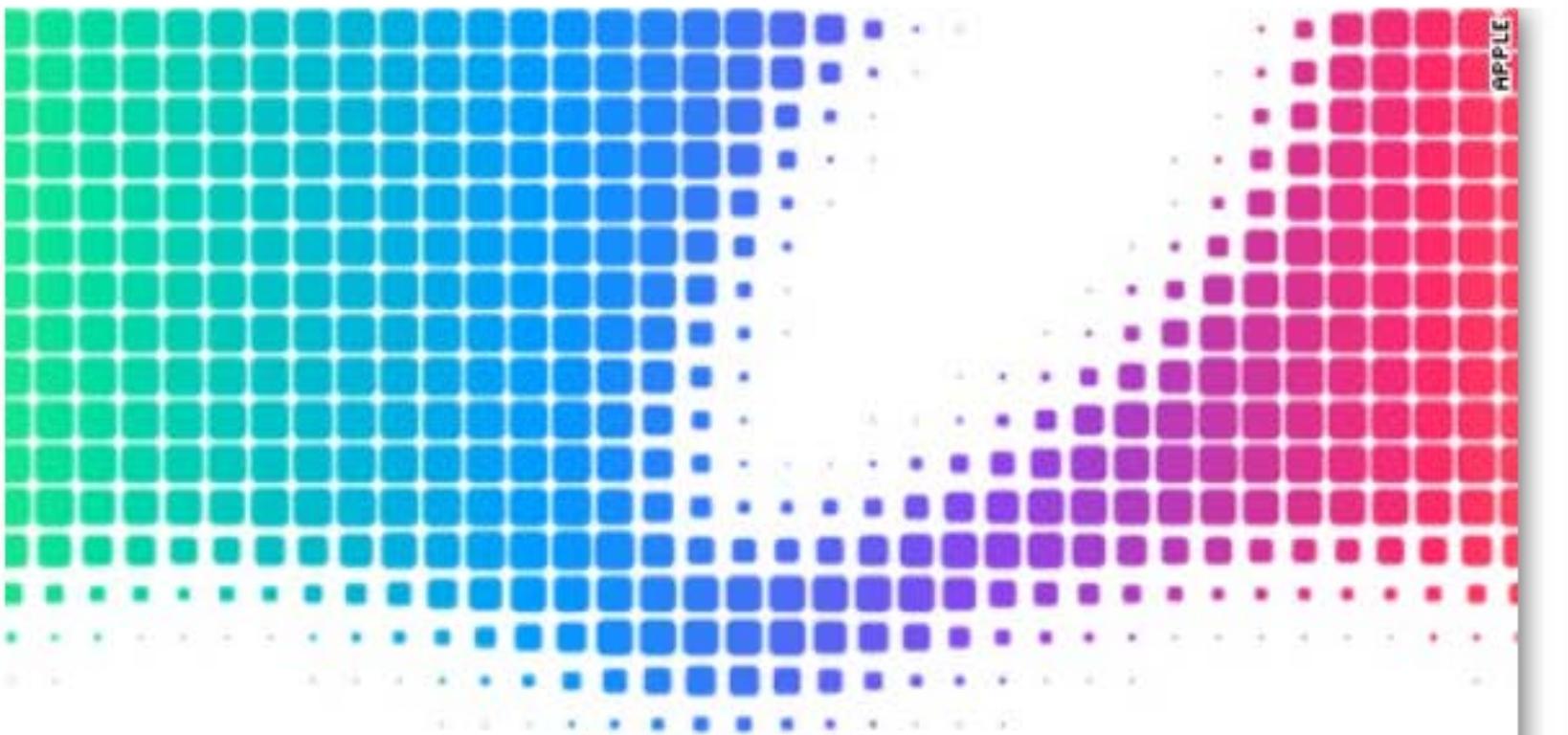
updated 10:37 AM EDT 04.04.14

Apple's next big announcements coming in June

By Heather Kelly, CNN

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WWDC 14

Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
    affiliate-data=at=10ltL&ct=smart_banner,
    app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
</body>
</html>
```

Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
    affiliate-data=at=10ltL&ct=smart_banner,
    app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
</body>
</html>
```

Smart App Banner

```
<html>
<head>
<meta name="apple-itunes-app" content="app-id=355554941,
    affiliate-data=at=10ltL&ct=smart_banner,
    app-argument=http://example.com/news/article/id12345678">
</head>
<body>
...
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< Tweet Search 

App Store retweeted

 App Store 
@AppStore

Celebrate your child's intelligence
with #MissionGRok game!
Available now only @AppStore
bit.ly/1mQTKWa

 App Store

Mission: G-Rok 
4.5/5.0 stars - 22 ratings
FREE

"Mission G:Rok is revolutionizing our culture
and the future of our kids. It's hard to believe
no one has done anything like this yet." –
Russell Simmons, Def Jam Co-Founder and...

Reply to App Store 130

 Timelines  Notifications  Messages  Me

9:41 AM 100%

Cancel Store



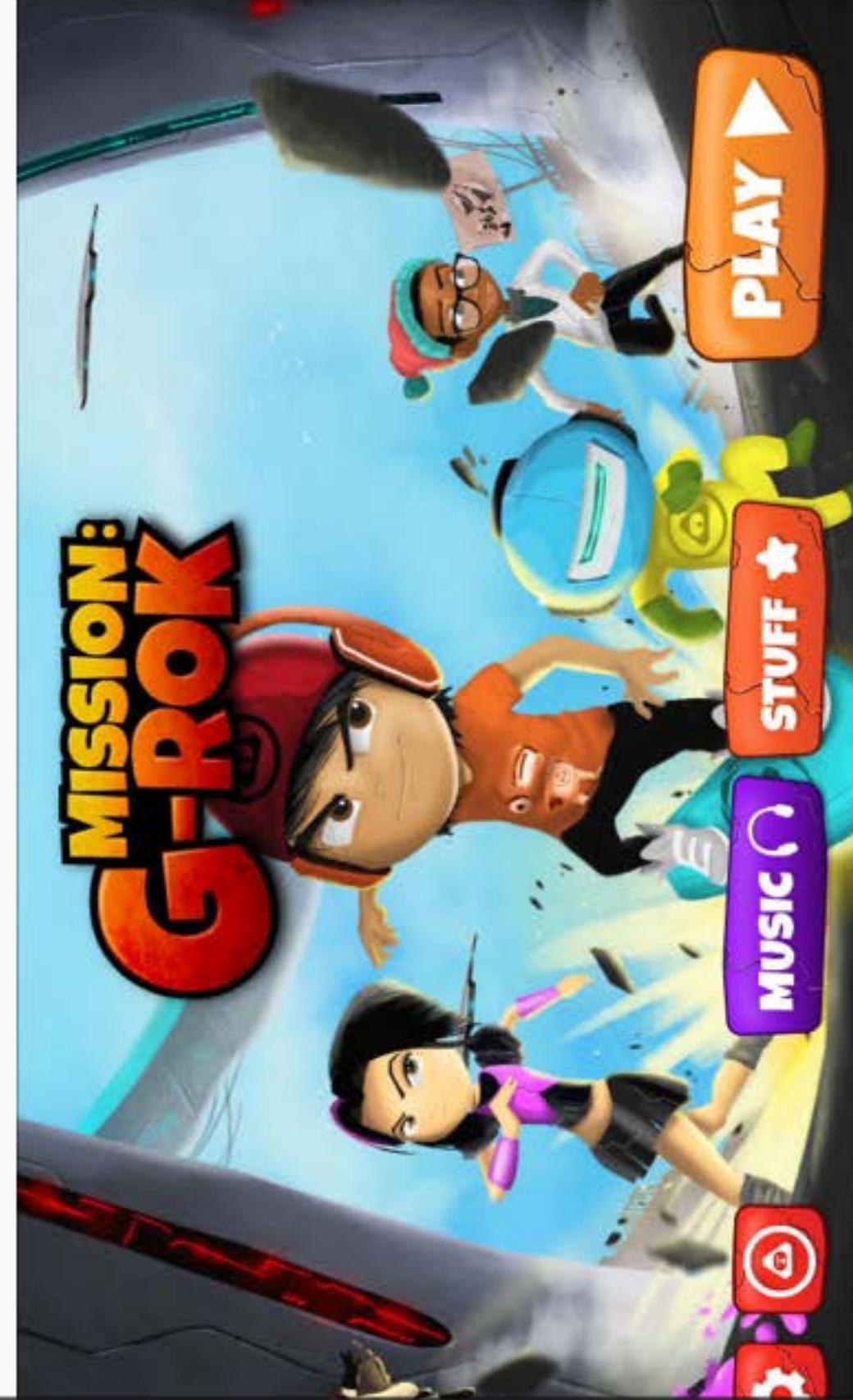
Mission: G-Rok 4+

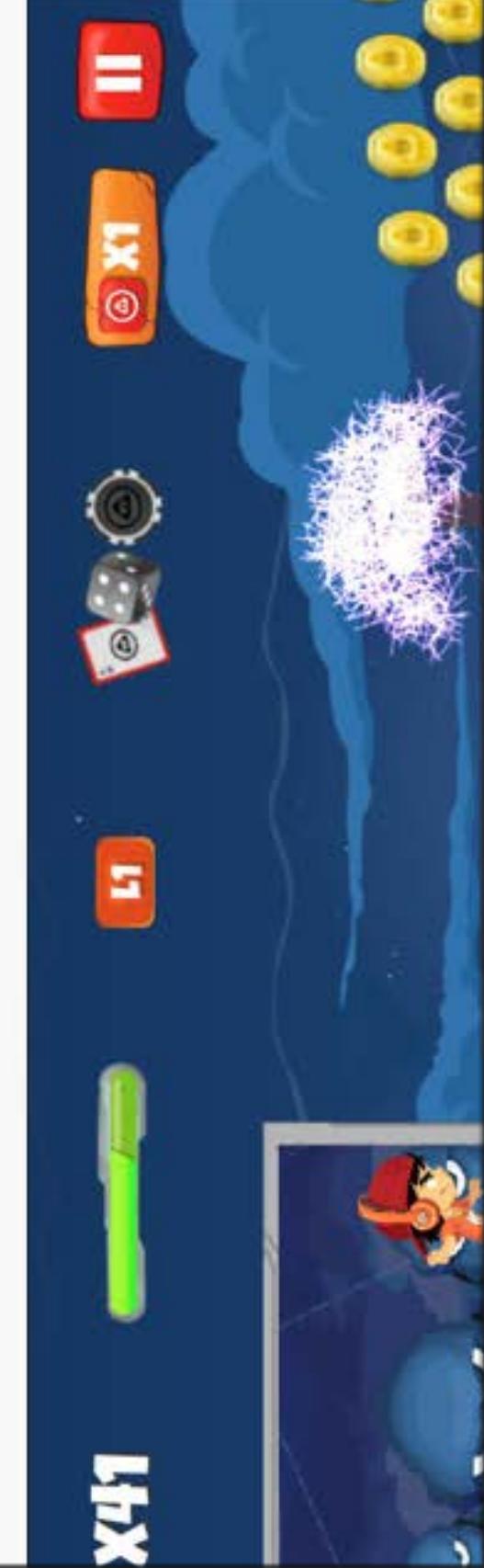
DBA Silk City >
Offers In-App Purchases

★★★★★ (22)

+ FREE

Details Reviews Related





9:41 AM 100%

< Tweet Search 

App Store retweeted

 App Store 
@AppStore

Celebrate your child's intelligence
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bit.ly/1mQTKWa

 App Store

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Russell Simmons, Def Jam Co-Founder and...

Reply to App Store 130

 Timelines  Notifications  Messages  Me

Demo

Using the Store Kit Product Sheet

Rick Rubenstein
Store QA Tools and Automation Engineer

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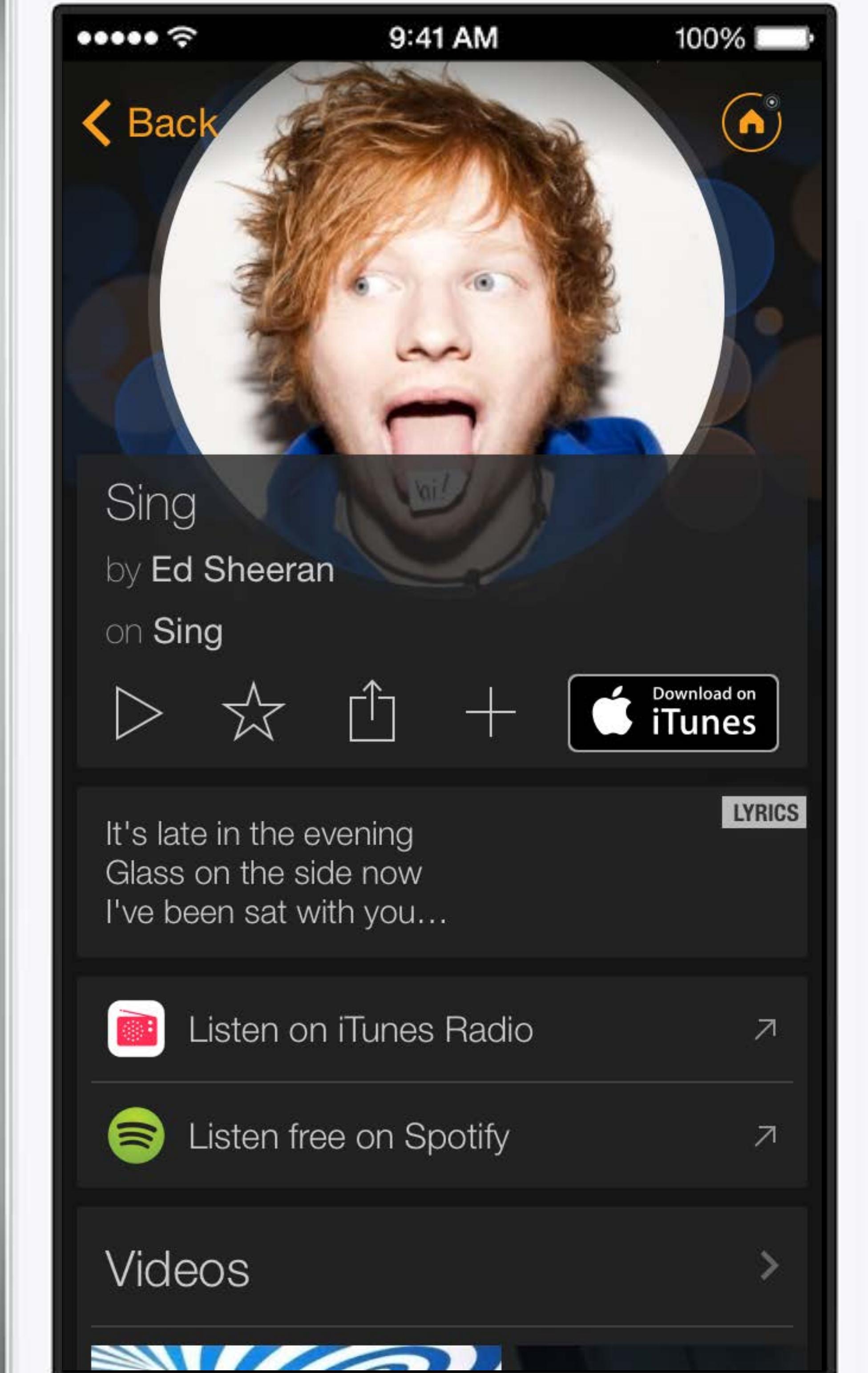
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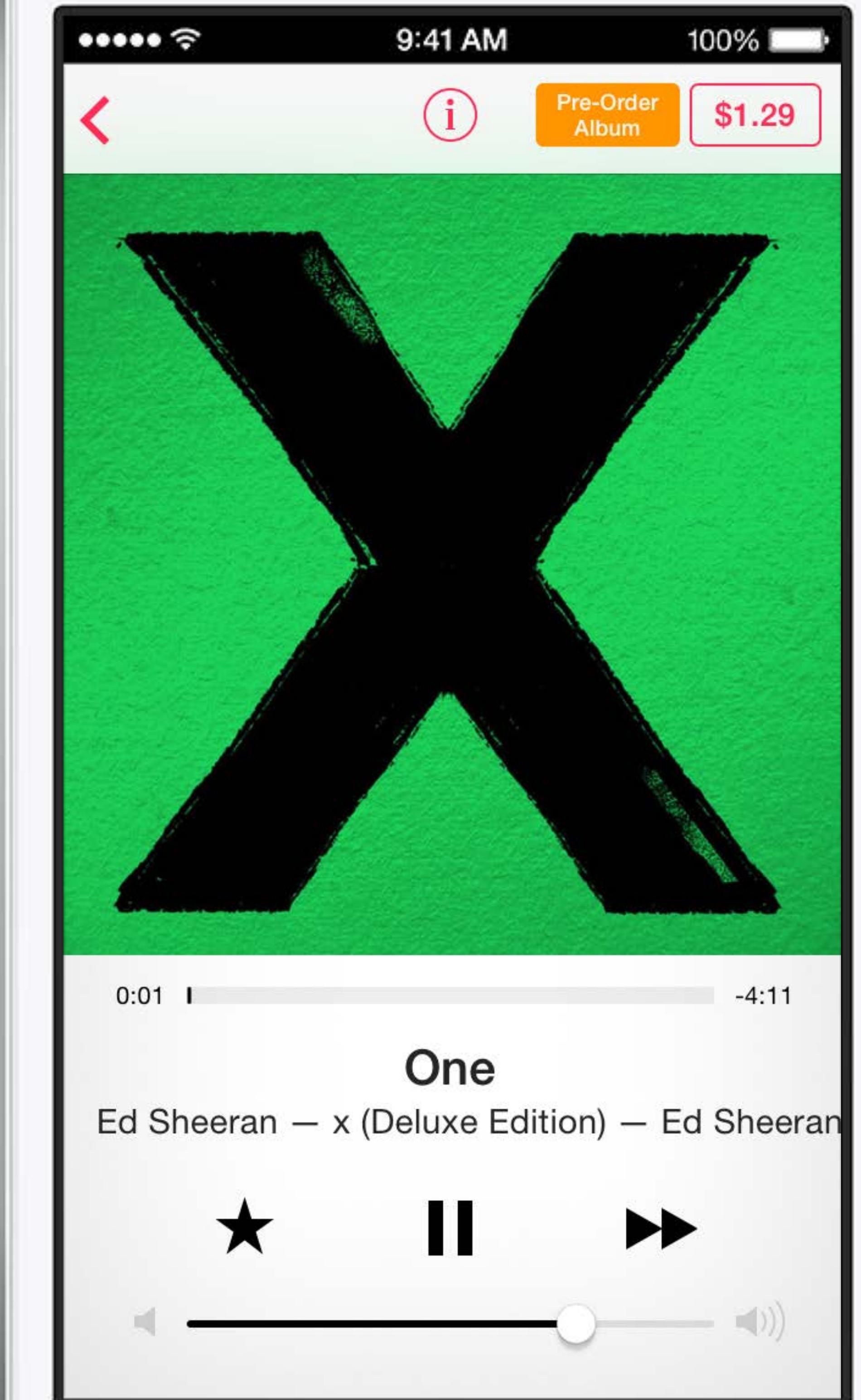
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iTunes Radio Links



iTunes Radio Links



<http://itunes.apple.com/search?term=ed+sheeran&entity=musicArtist>

iTunes Radio Links



<http://itunes.apple.com/search?term=ed+sheeran&entity=musicArtist>

```
{  
    "wrapperType": "artist",  
    "artistType": "Artist",  
    "artistName": "Ed Sheeran",  
    "artistLinkUrl": "...",  
    "artistId": 183313439,  
    "primaryGenreName": "Singer/Songwriter",  
    "primaryGenreId": 10,  
    "radioStationUrl": "https://itunes.apple.com/station/idra.183313439"  
}
```

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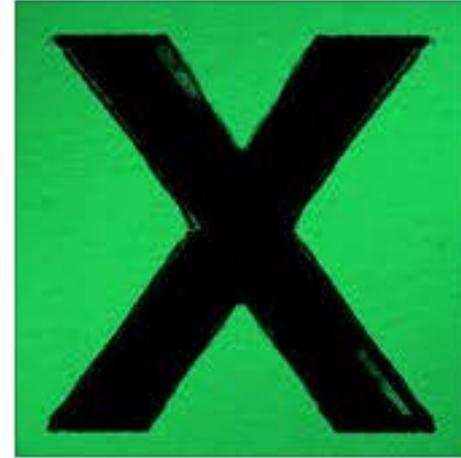
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9:41 AM 100%

 Summer Songs - The Ed Sheeran Collection

4 Songs **\$5.16**

Listen to my favorite songs for the summer from Ed Sheeran

All items are available for individual purchase in the iTunes Store.

1	Sing	3:55	\$1.29
2	The a Team	4:18	\$1.29
3	Lego House	3:05	\$1.29
4	Give Me Love	8:46	\$1.29

    
Music Movies TV Shows Search More

9:41 AM 100%

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Music Movies TV Shows Search More

Collection Link

Collection Link

Need to create a special affiliate account with iTunes first

Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

Supports songs, albums, movies, TV shows, & music videos

Collection Link

Need to create a special affiliate account with iTunes first

Each URL needs to be digitally signed with a hash

Supports songs, albums, movies, TV shows, & music videos

Documentation provided on resource site to get you started

Collection Link

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewWebIMix?at=10ltL&cc=us&desc=Listen%20to%20my%20favorite%20songs%20for%20the%20summer%20from%20Ed%20Sheeran&ids=298890247%2C340893061%2C29168201%2C41864520%2C320457352&title=Summer%20Songs%20-%20The%20Ed%20Sheeran%20Collection&wdId=164581&key=75adf1aa0f9dc5248b5d4b2ed23efe97>

Collection Builder

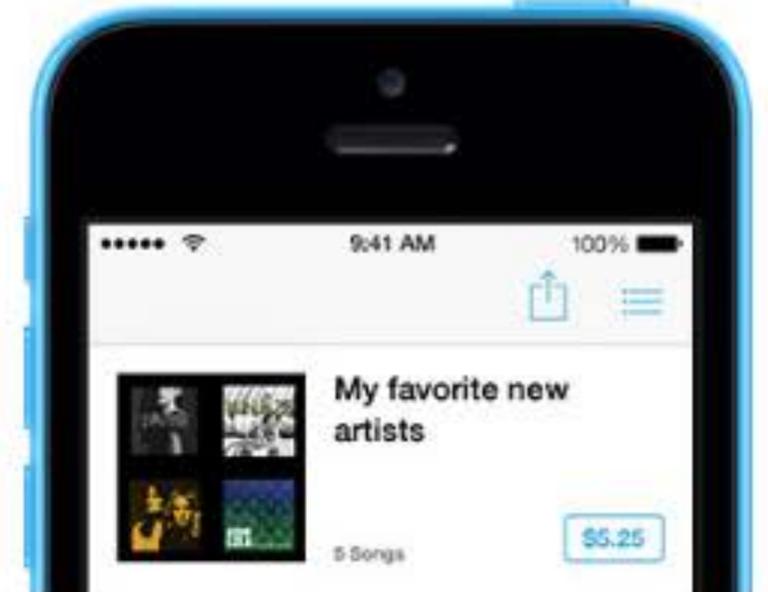
NEW

Apple – iTunes – Collection Builder

iTunes More Tools

Collection Builder

Create a custom collection on iTunes
Create a mix of songs, TV episodes, movies and music videos on the store. Add a title and description to your collection. [Learn More >](#)



Title

Description

Country

WDID

Shared Secret

[Add/Edit Collection](#)

HTML-Encoded Output

The Collection Builder 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, album, developer, app, studio, TV show, or movie, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to deactivate links and widgets at its sole discretion.

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Display a menu

Collection Builder

NEW

Apple – iTunes – Collection Builder

https://collection.itunes.apple.com

iTunes

Collection

Create a custom collection. Create a mix of songs, videos on the store, or music from your library. Learn More

Title: Summer Songs – The Ed Sheeran Collection

Description: Listen to my favorite songs

Country: United States

Add/Edit Collection

HTML-Encoded Output

Search: Search for media

a team

Album

More Tools

More Tools

AM 100% 55.25

Search results:

Title	Artist/Author
The Latch-Key Kid	A+
Hempstead High	A+
Hi-Fi Serious	A
Monkey Kong	A
'A' vs. Monkey Kong	A
Black Album	A
Tales for the Abyss Regular Version	A
White Album – EP	A

Edit Collection Media List

Title	Artist/Author
+ (Deluxe Version)	Ed Sheeran
The Latch-Key Kid	A+
'A' vs. Monkey Kong	A

Done

The Collection Builder 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, album, developer, app, studio, TV show, or movie, and you agree that any use by you, or result from your use, shall be solely your responsibility. Apple reserves the right to deactivate links and widgets at its sole discretion.

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Display a menu

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Summary

Summary

One program worldwide—one signup gets you going in 147 countries

Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Great new commission structure

Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Great new commission structure

Newly supported in program—iTunes Radio and Store Kit Product Sheet

Summary

One program worldwide—one signup gets you going in 147 countries

Simplified link structure

Unified dashboard for global view of your marketing

Great new commission structure

Newly supported in program—iTunes Radio and Store Kit Product Sheet

Lots of tools and documentation to help you get started

More Information

Documentation

Affiliate Resource Site

<https://affiliate.itunes.apple.com>

Support

<https://affiliate.itunes.apple.com/support>

Apple Developer Forums

<https://devforums.apple.com>

Related Sessions

-
- Optimizing In-App Purchases Nob Hill Wednesday 3:15PM
-

Labs

-
- Affiliate Program Lab Services Lab A Tuesday 2:00PM
 - StoreKit and Receipts Lab Services Lab A Wednesday 3:15PM
-

