

Managing Subscriptions with In-App Purchase

Session 308

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iTunes Store

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iTunes Store

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



Today's Agenda

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- Autorenewable Subscriptions

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- Autorenewable Subscriptions
- Non-autorenewing Subscriptions

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- Autorenewable Subscriptions
- Non-autorenewing Subscriptions
- iTunes Connect Setup

Today's Agenda

- Autorenewable Subscriptions
- Non-autorenewing Subscriptions
- iTunes Connect Setup
- Pricing and Best Practices

Subscriptions 101

Autorenewables and Non-autorenewing

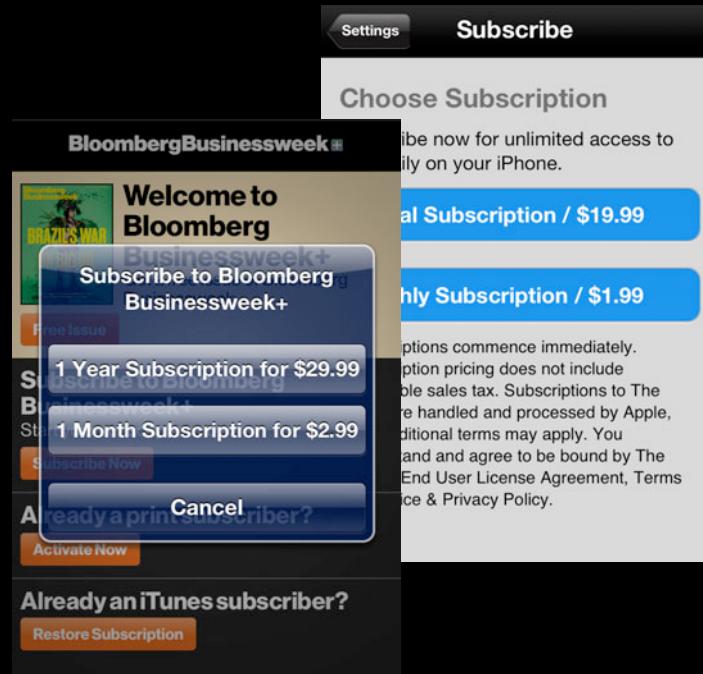
David Neumann
iTunes Store Engineering

What Will Be Covered

- Intro to Autorenewing Subscriptions
- Working with Receipts
- Sandbox Considerations
- Using non-autorenewing Subscriptions

Application Examples

- Stream daily original content
- On demand “all you can eat” media access
- Magazine subscriptions



Intro to Autorenewables

Overview



Overview



- iOS Apps only

Overview



- iOS Apps only
- Restorable

Overview



- iOS Apps only
- Restorable
- Durations from 7 days to 1 year

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- Management external to the app

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- Emails

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- Marketing opt-in

Overview



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- Marketing opt-in
- Free trials

Marketing Opt-in

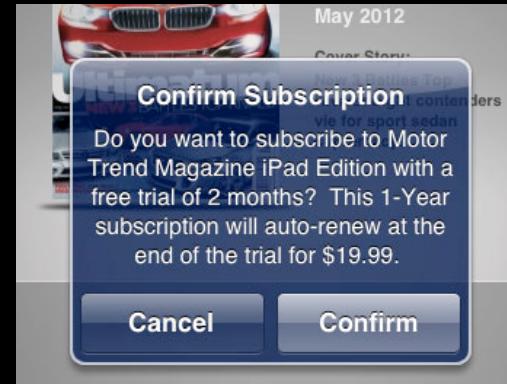
- About personal data sharing
- Not allowed for all Apps
- Optional bonus time incentive



Free Trials



- Only allowed for Newsstand apps
- Period configured in iTunes Connect
- AutoRenew **enabled** by default
- Trial period exactly like any other purchased period
 - You get a receipt
 - Restorable



Renewal Lifecycle

Pay up front



Renewal Lifecycle

Automatic Renewal



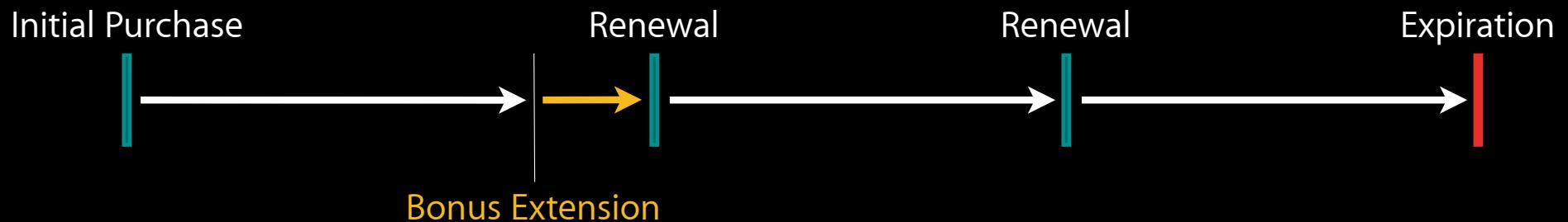
Renewal Lifecycle

Typical Timeline



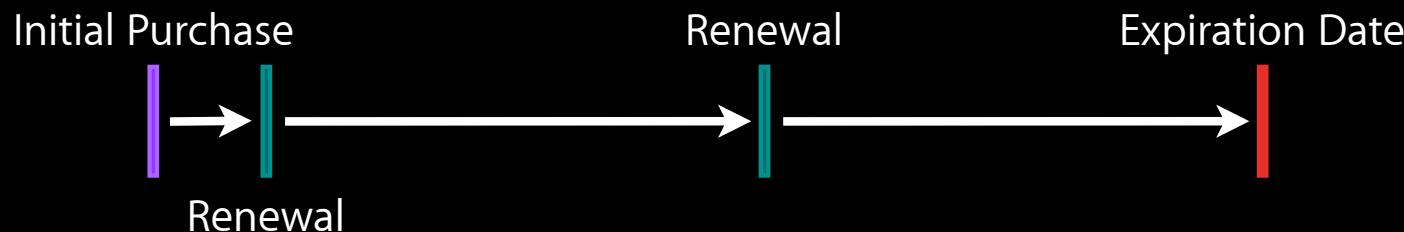
Renewal Lifecycle

Timeline with Opt-in Bonus



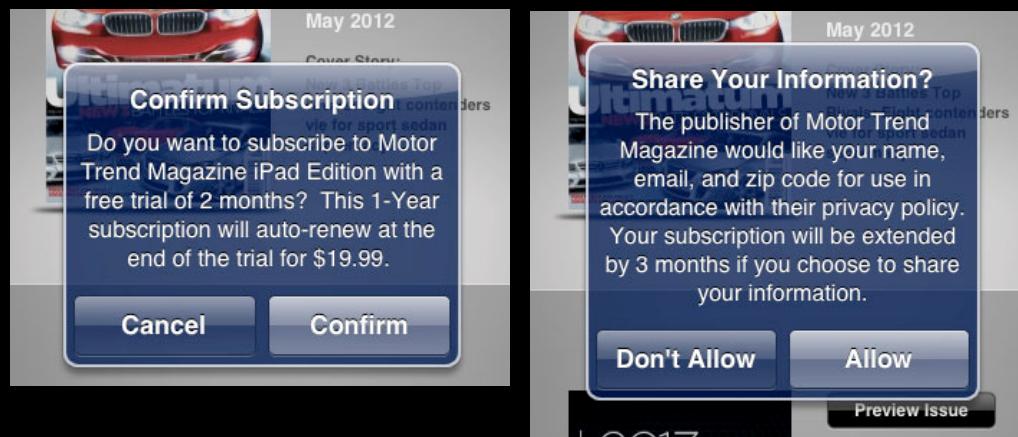
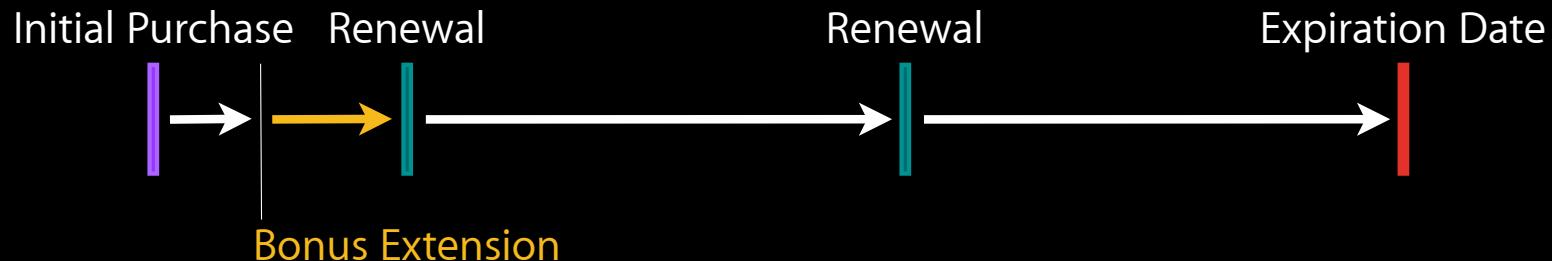
Renewal Lifecycle

Timeline with Free Trial



Renewal Lifecycle

Timeline with Free Trial and Opt-in Bonus



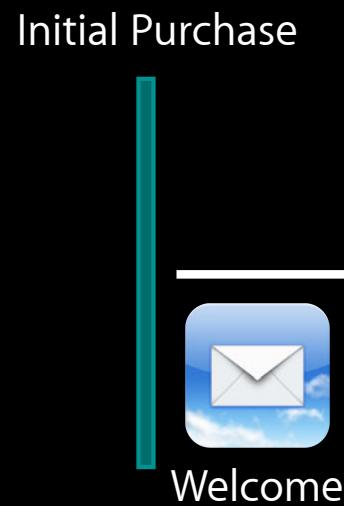
Renewal Lifecycle

Zoom into a period



Renewal Lifecycle

Zoom into a period



Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



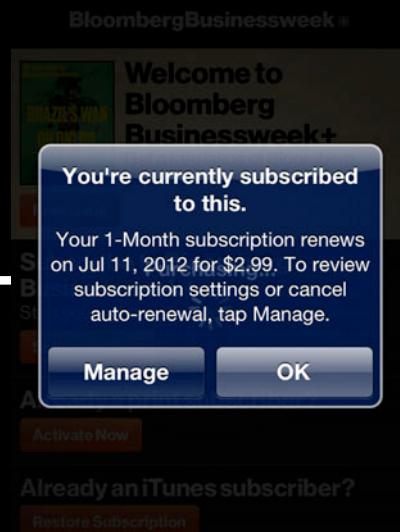
Renewal Lifecycle

Zoom into a period

Initial Purchase



Expiration



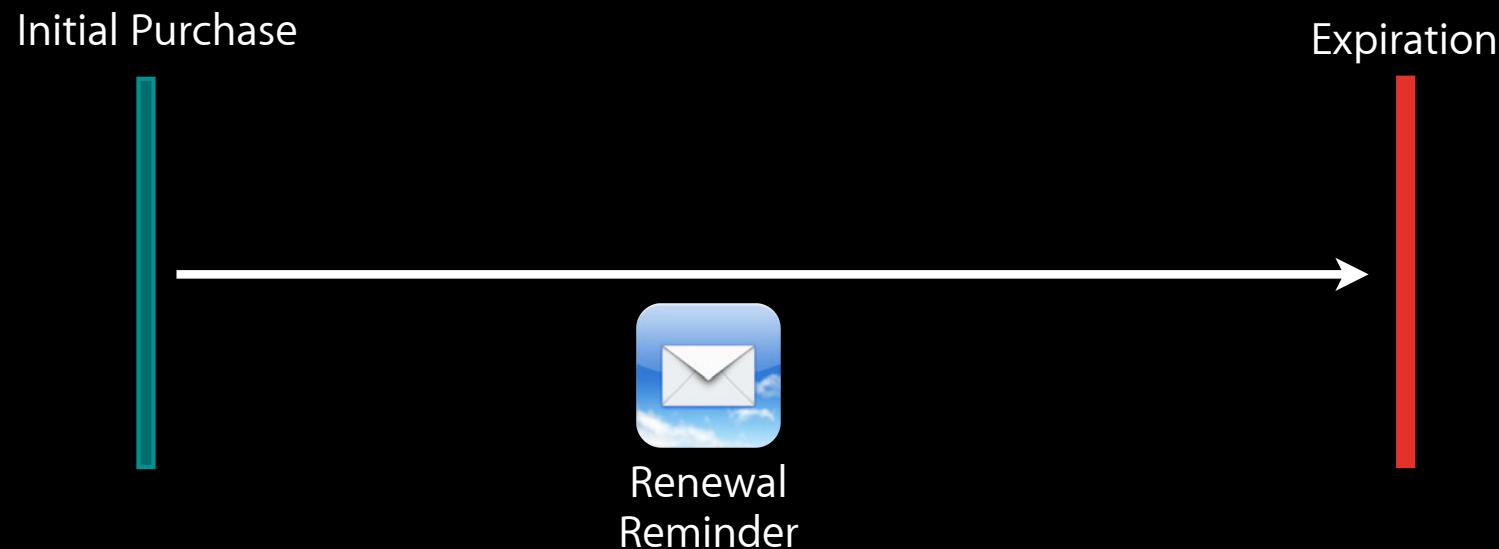
Renewal Lifecycle

Zoom into a period



Renewal Lifecycle

Zoom into a period



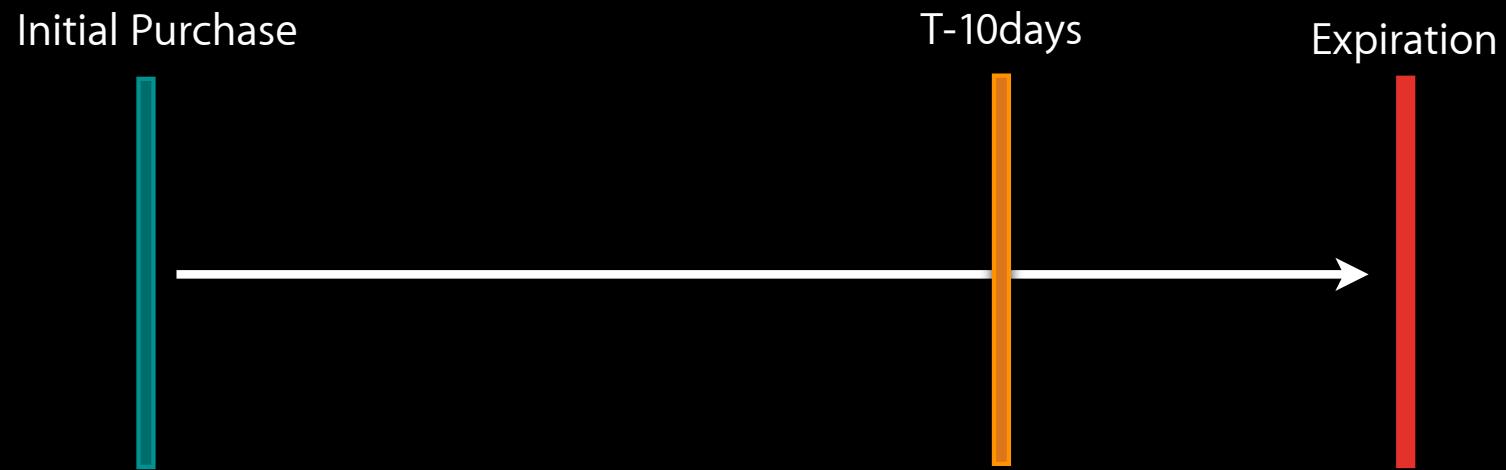
Renewal Lifecycle

Zoom into a period



Renewal Lifecycle

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Renewal Lifecycle

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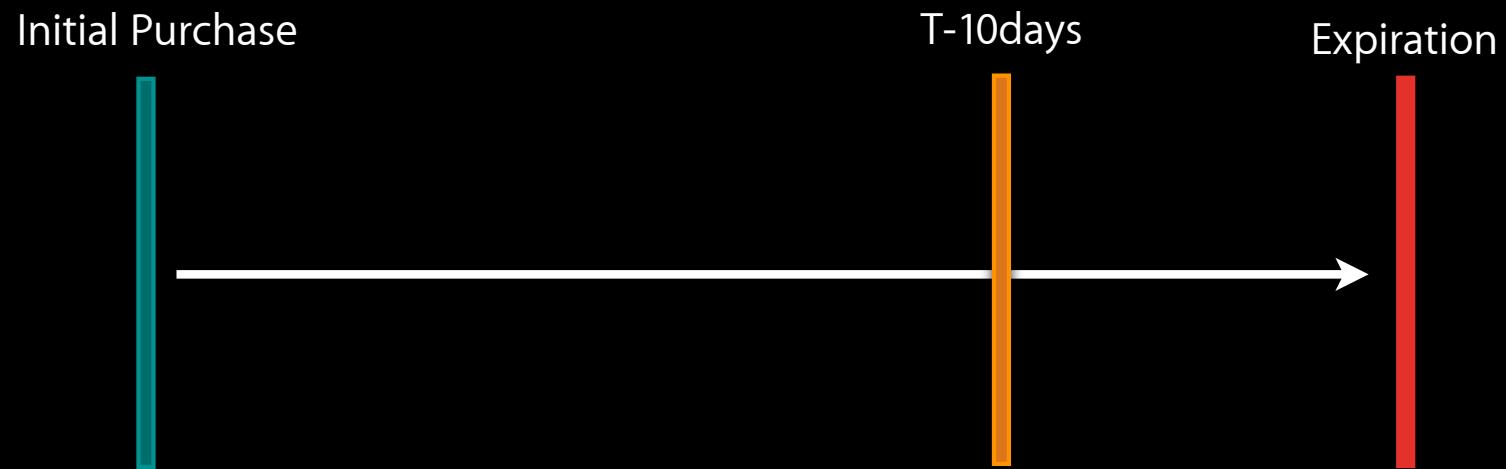
Renewal Lifecycle

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Renewal Lifecycle

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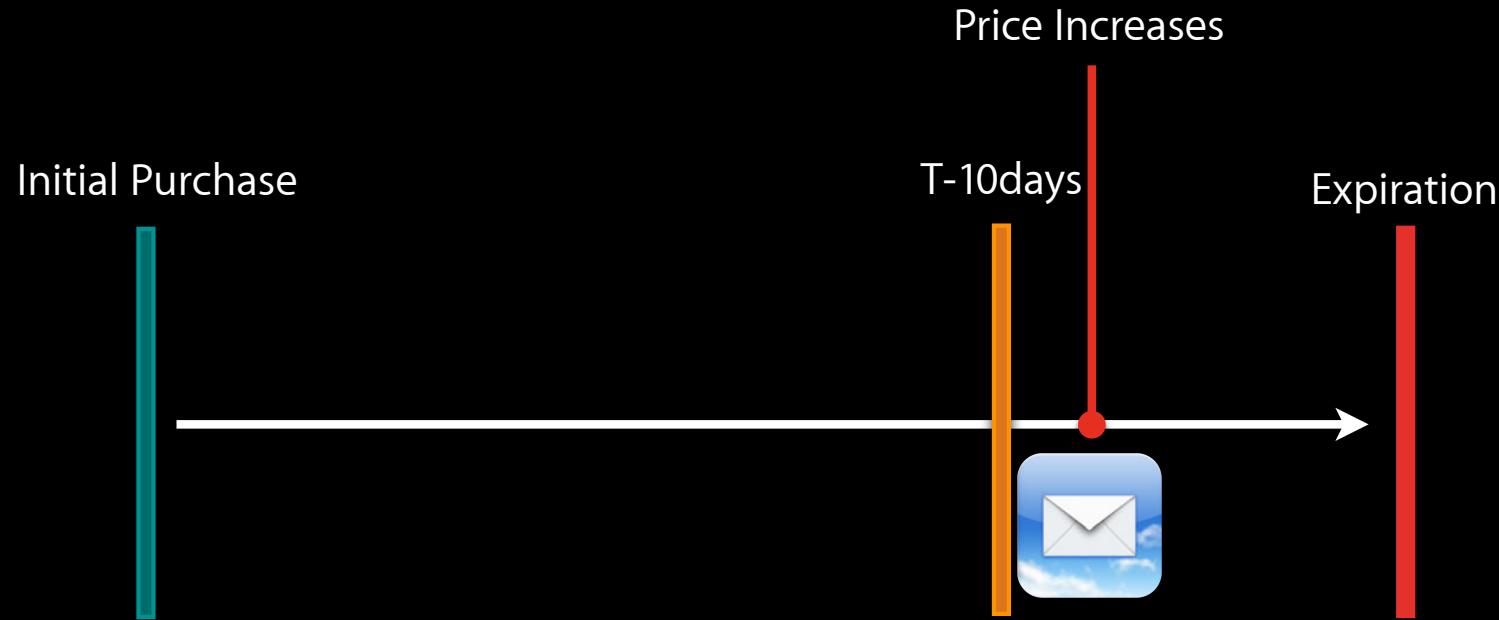
Renewal Lifecycle

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Renewal Lifecycle

Zoom into a period



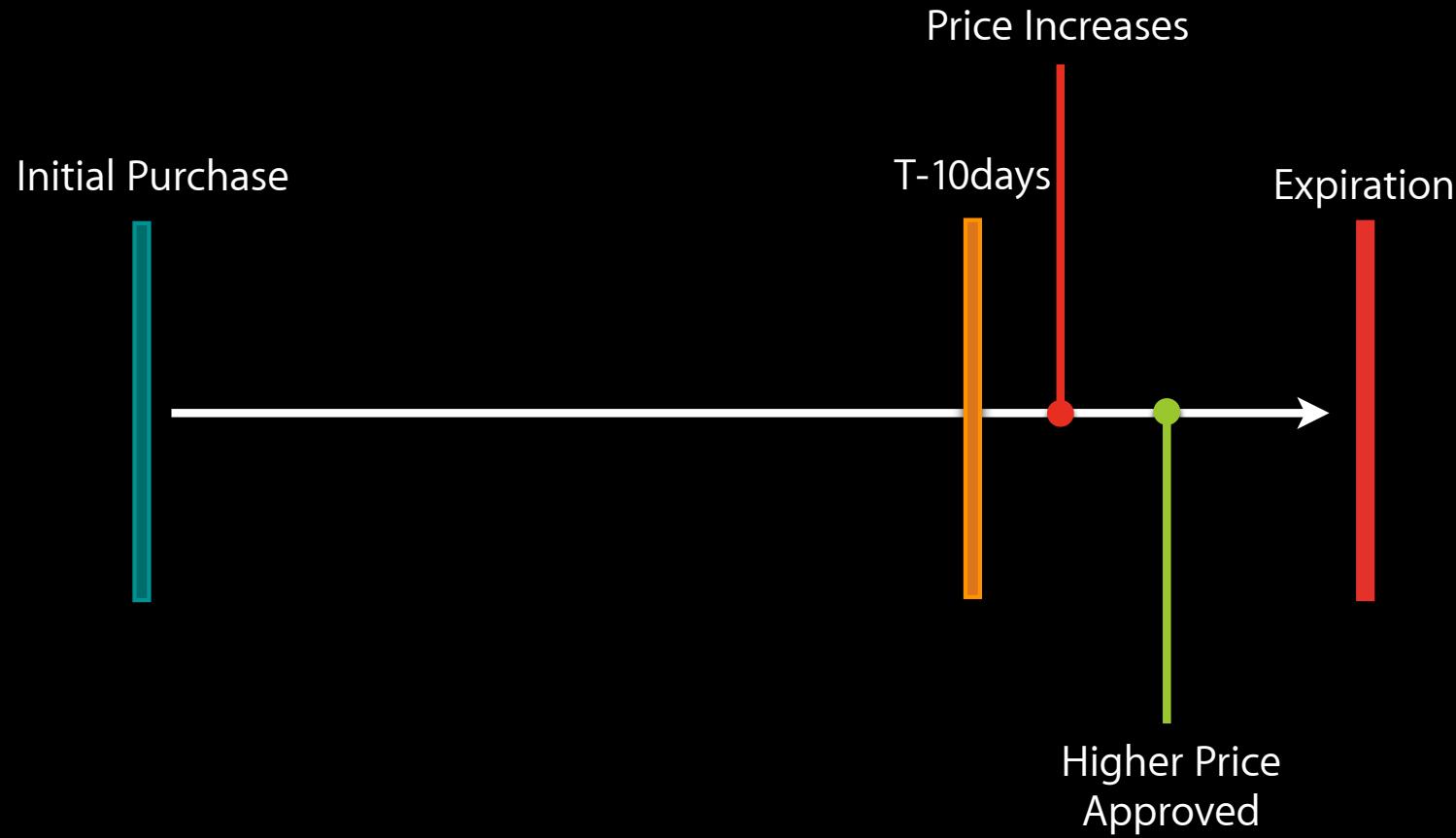
Renewal Lifecycle

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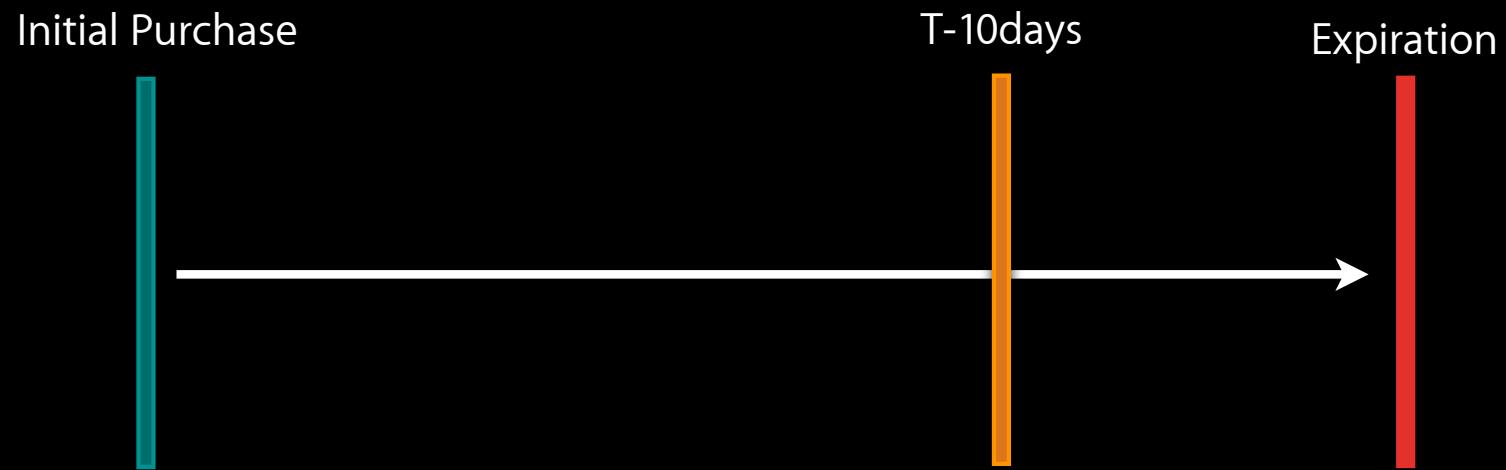
Renewal Lifecycle

Zoom into a period



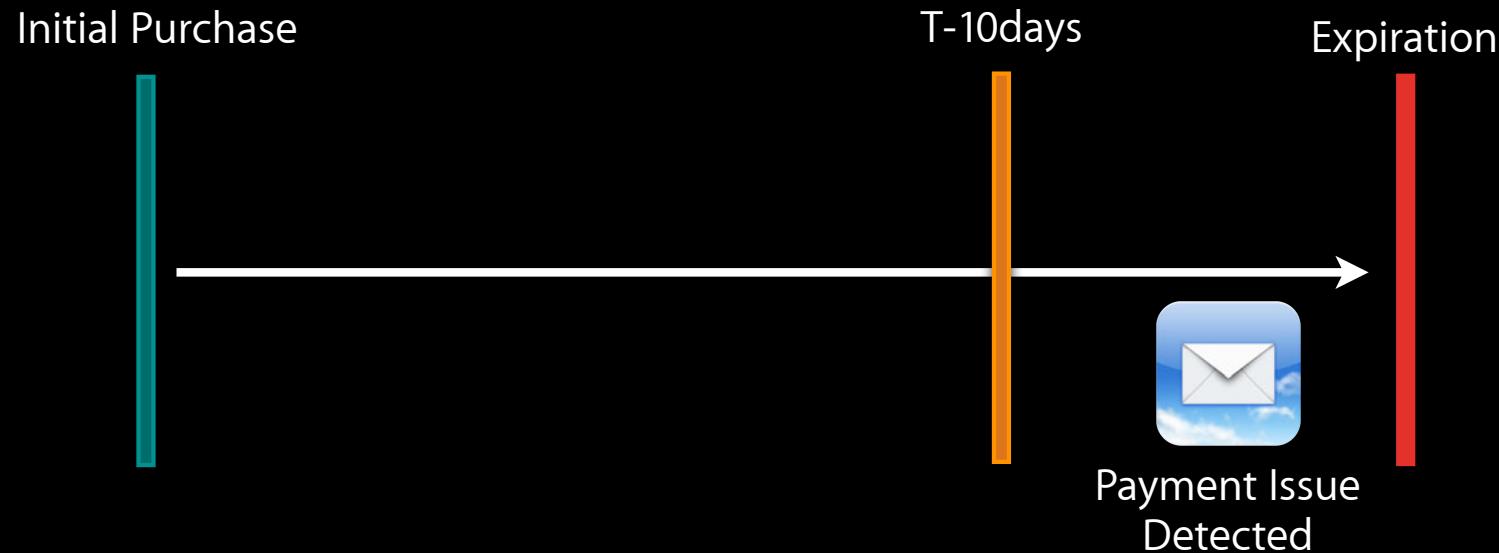
Renewal Lifecycle

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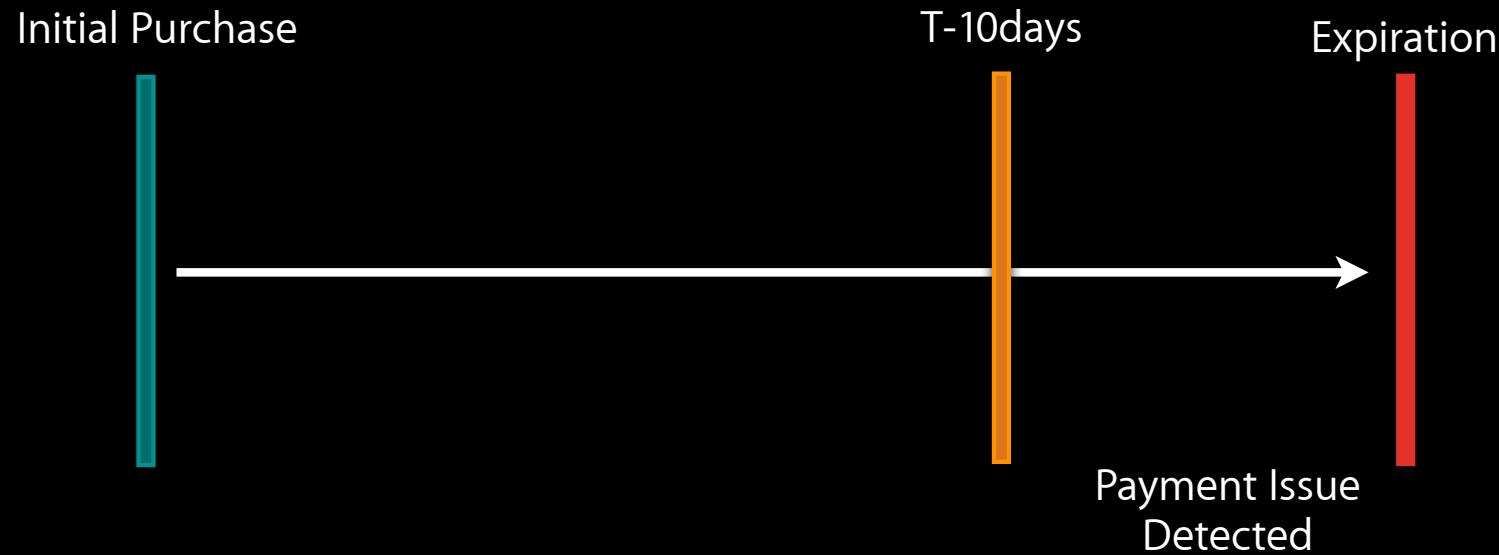
Renewal Lifecycle

Zoom into a period



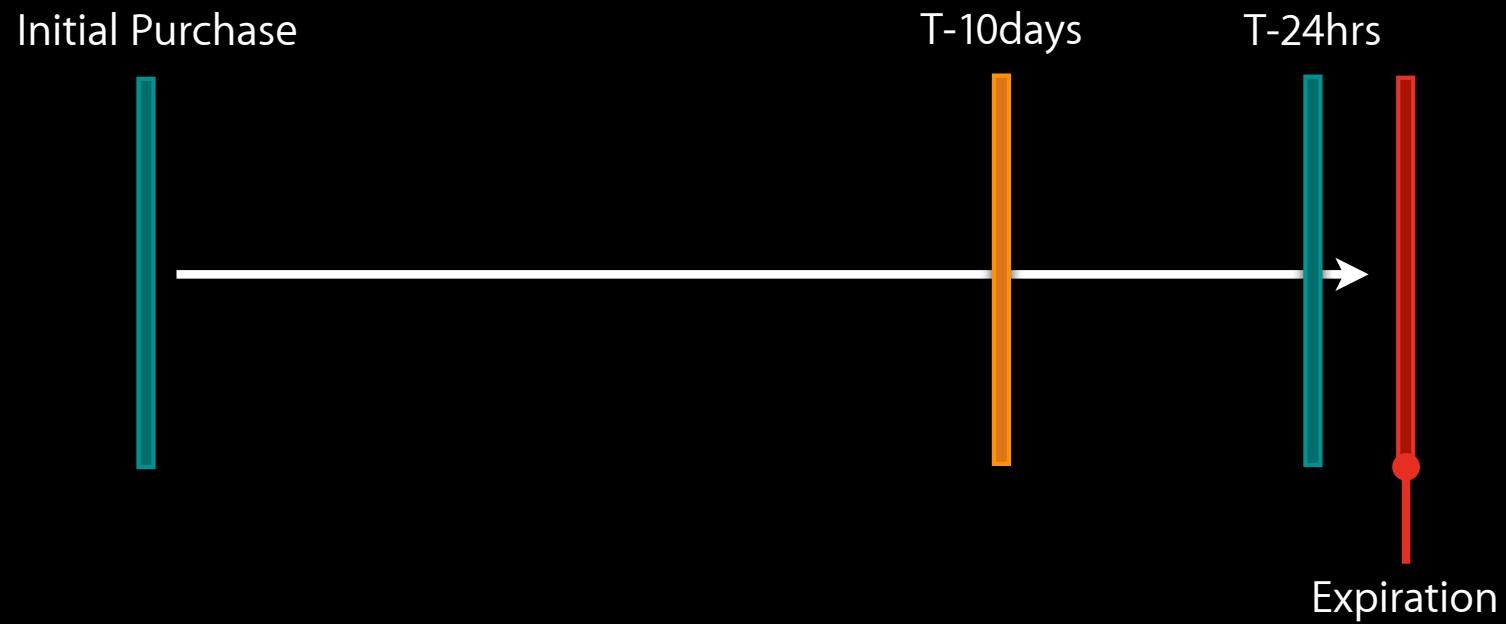
Renewal Lifecycle

Zoom into a period



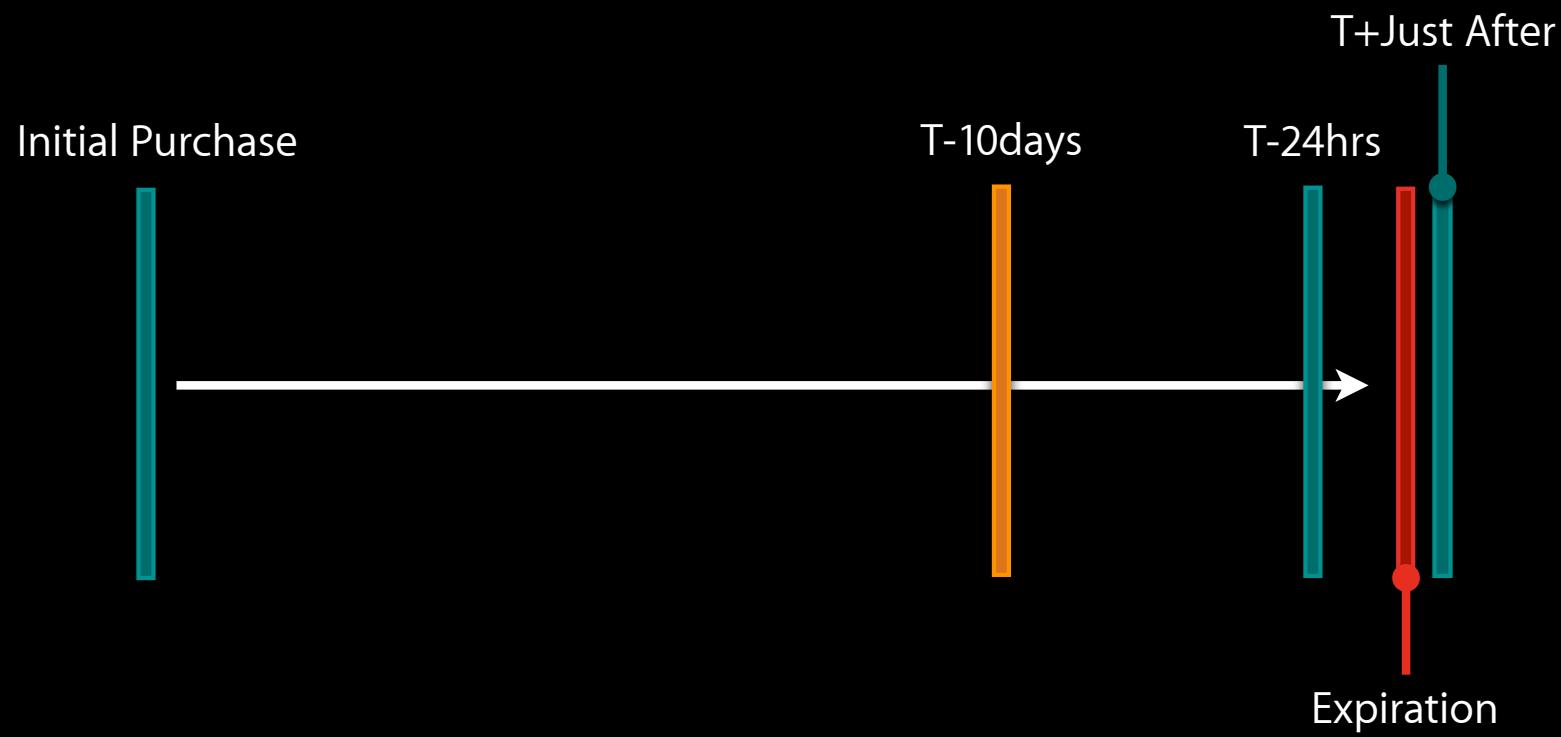
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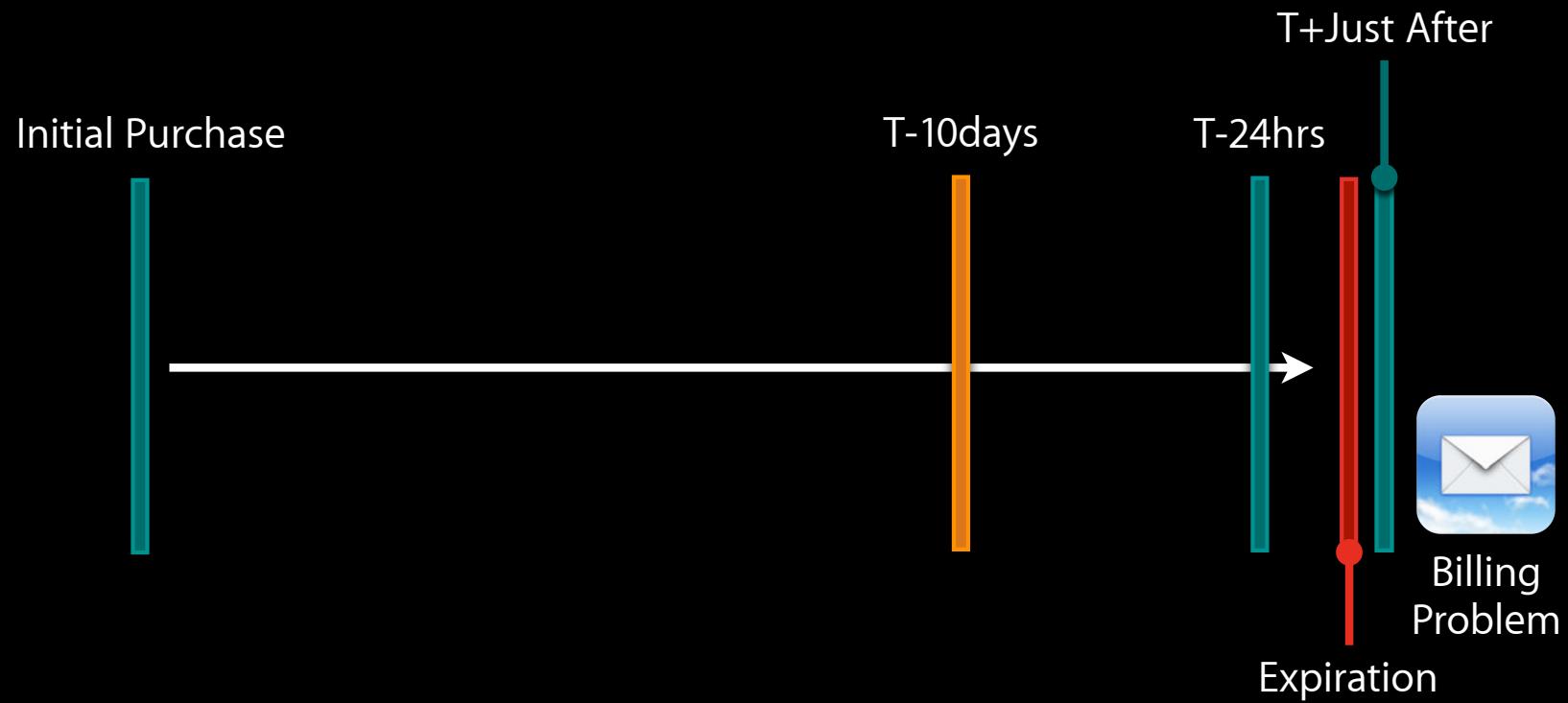
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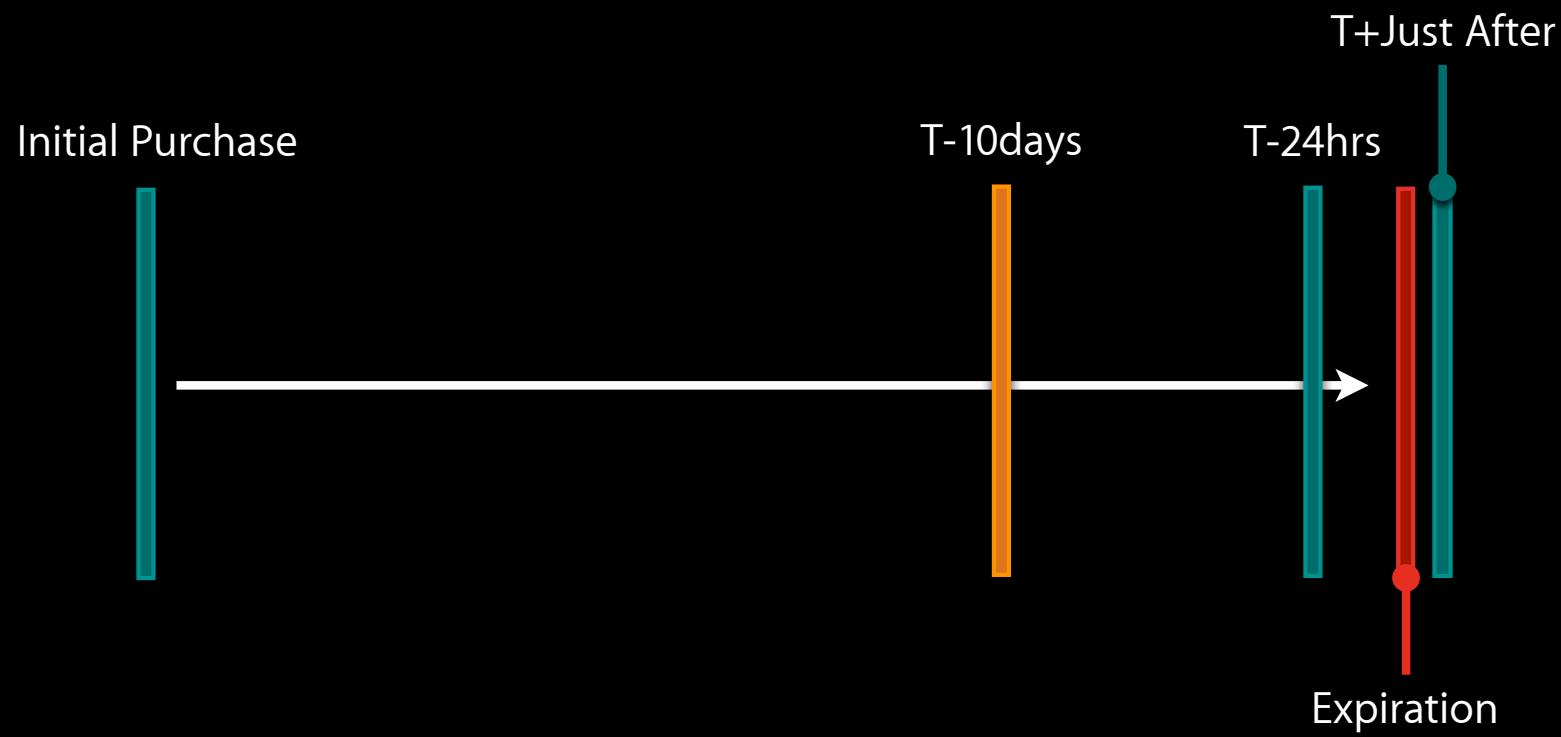
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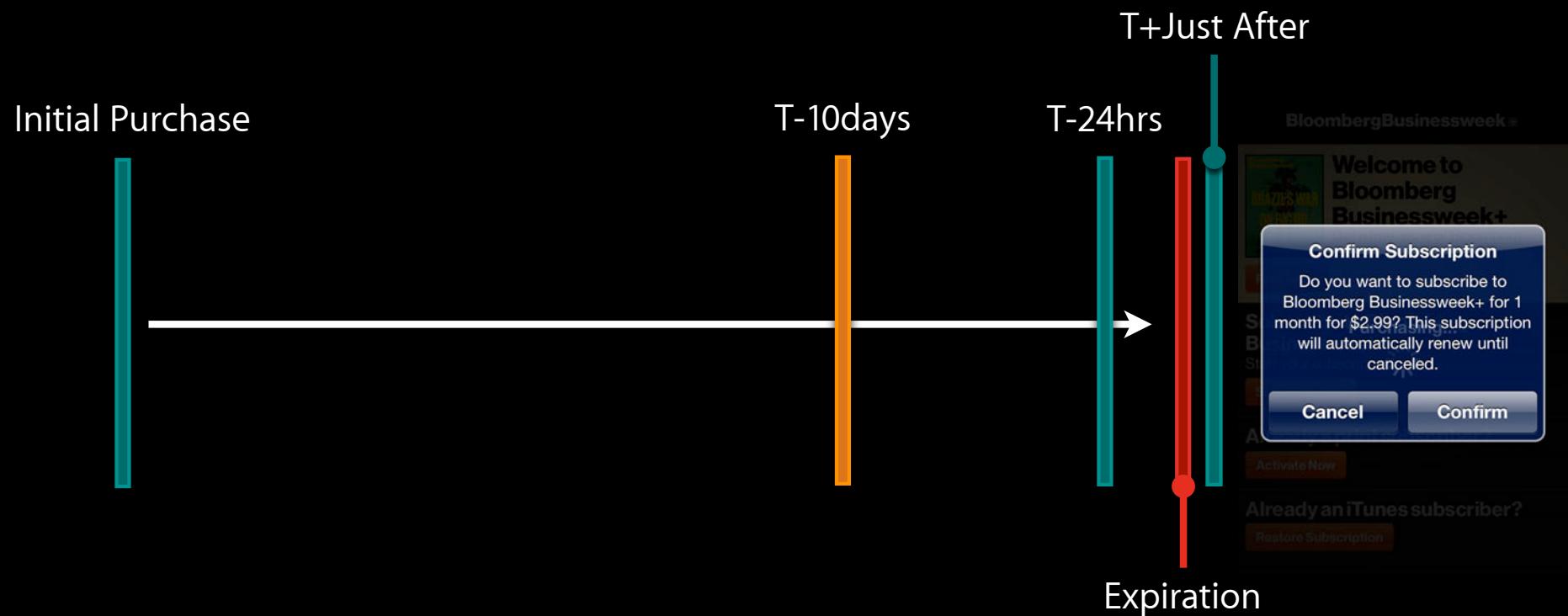
Renewal Lifecycle

Zoom into a period



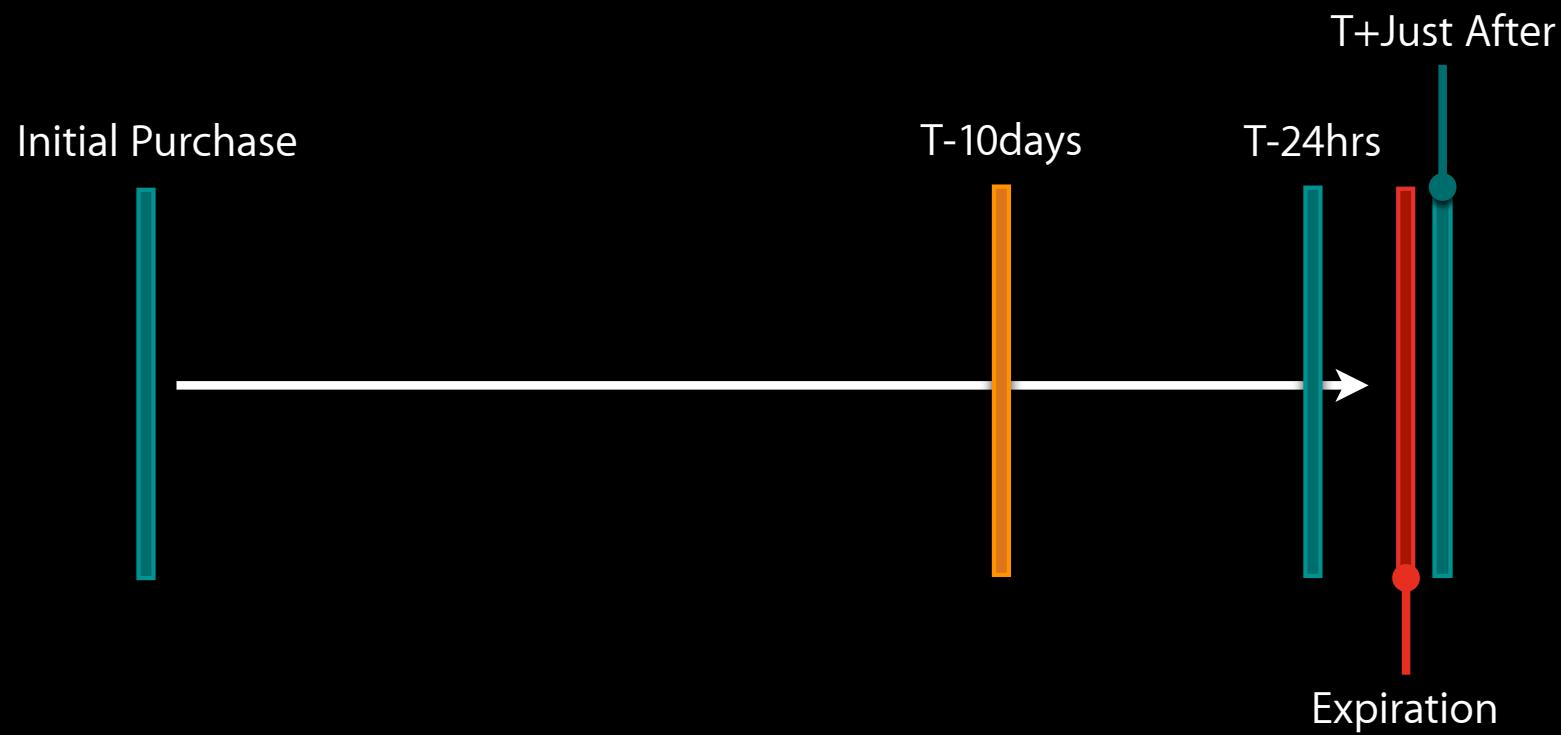
Renewal Lifecycle

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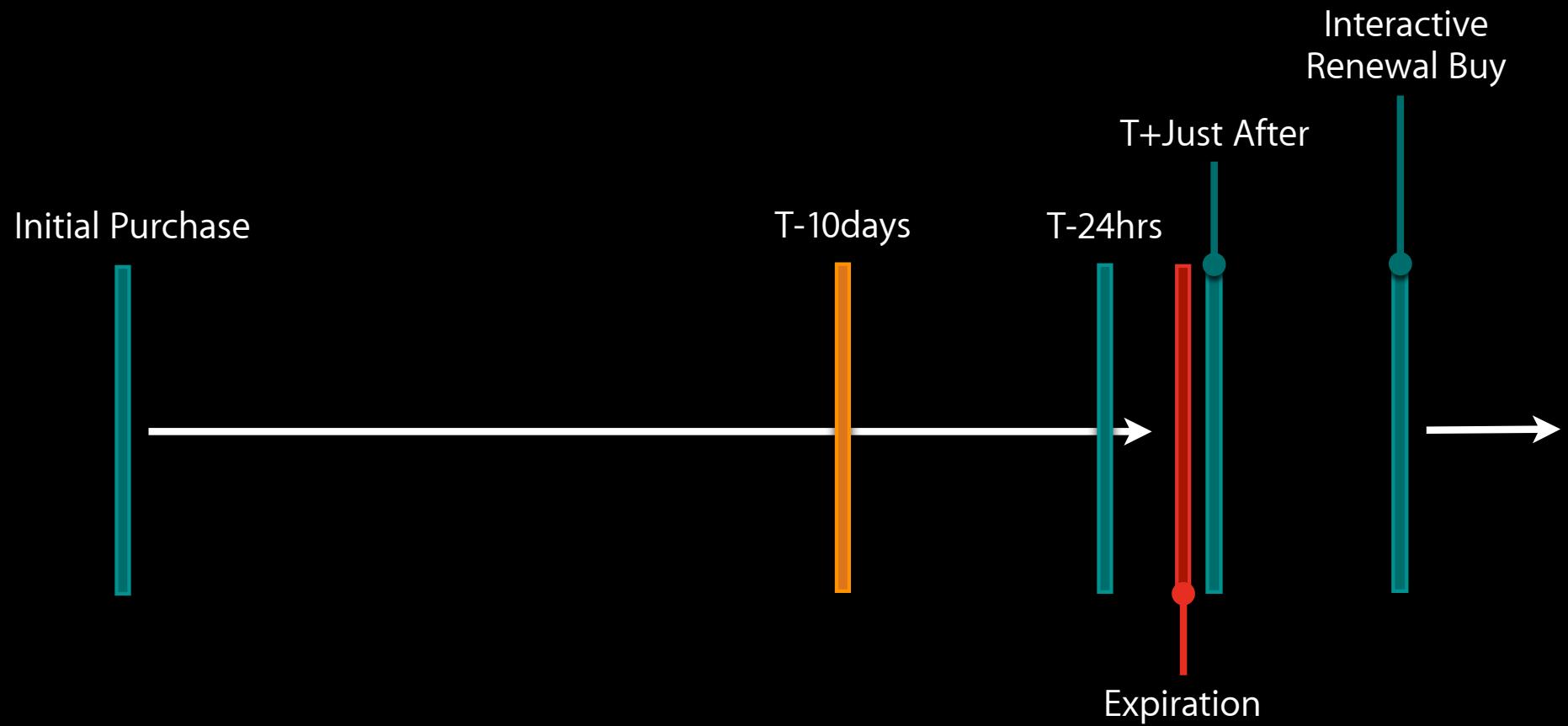
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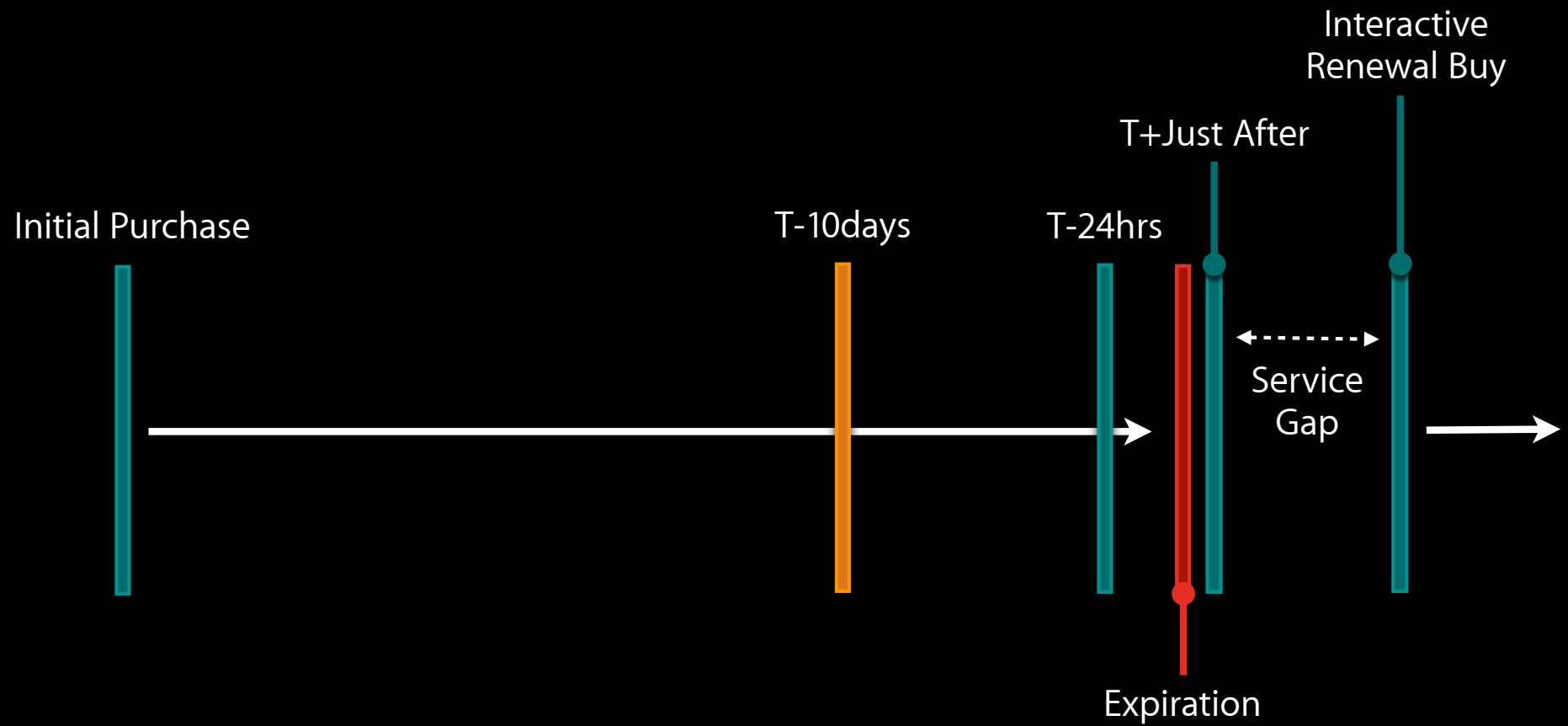
Renewal Lifecycle

Zoom into a period



Renewal Lifecycle

Zoom into a period



Working with Receipts

What's in a Receipt?

Unique field for AutoRenewing

```
{  
    "original-purchase-date": "2012-02-14 21:06:28 Etc\\GMT"  
    "purchase-date": "2012-02-14 21:21:26 Etc\\GMT",  
    "expires-date-formatted": "2012-02-14 21:26:26 Etc\\GMT",  
    "expires-date": "1329254786000",  
    "quantity": "1",  
    "bvrs": "1.0",  
    "item-id": "774979675",  
    "original-transaction-id": "100000026852552",  
    "transaction-id": "100000026854199",  
    "version-external-identifier": "9362012",  
    "bid": "com.corp.AcmeApp",  
    "product-id": "com.corp.AcmeApp.Monthly",  
}
```

What's in a Receipt?

Important for AutoRenewing

```
{  
    "original-purchase-date": "2012-02-14 21:06:28 Etc\\GMT"  
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    "transaction-id": "100000026854199",  
    "version-external-identifier": "9362012",  
    "bid": "com.corp.AcmeApp",  
    "product-id": "com.corp.AcmeApp.Monthly",  
}
```

What's in a Receipt?

Important for Autorenewing

- `expires-date` tells you when the receipt did or will go inactive
 - Your hint to reveal buy buttons again
- `expires-date` less `purchase-date` = Active Period
 - Important for computing what content user entitled to
- `original-transaction-id` a de facto customer ID
 - Same value across all renewals and all restores
 - Unique to the user's subscription

What's in a Receipt?

Line item ID, Cancellation Date



```
{  
    "original-purchase-date": "2012-02-14 21:06:28 Etc\\GMT"  
    "purchase-date": "2012-02-14 21:21:26 Etc\\GMT",  
    "expires-date-formatted": "2012-02-14 21:26:26 Etc\\GMT",  
    "expires-date": "1329254786000",  
    "quantity": "1",  
    "bvrs": "1.0",  
    "item-id": "774979675",  
    "original-transaction-id": "100000026852552",  
    "transaction-id": "100000026854199",  
    "version-external-identifier": "9362012",  
    "bid": "com.corp.AcmeApp",  
    "product-id": "com.corp.AcmeApp.Monthly",  
    "web-order-line-item-id": "100000013112974",  
    "cancellation-date": "2012-02-15 21:26:26 Etc\\GMT",  
}
```

What's in a Receipt?

Line item ID, Cancellation Date



`cancellation-date` tells you when the purchase was refunded

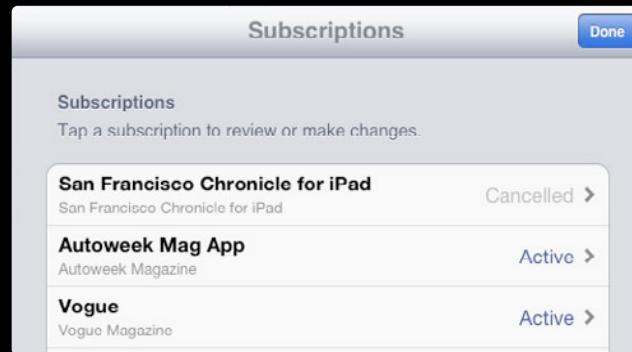
- How a active looking subscription could appear inactive
- Might want to cease restoring content associated with the cancelled receipts

`web-order-line-item-id` is a unique ID for each purchase event

- Better alternative to "`purchase-date`"
- Doesn't change with restoration like "`transaction-id`"
- Makes server side development a little bit easier

Note on Cancellation

- Users can only choose whether to renew or not
- Only iTunes Customer Support can perform true cancellation
 - Cancellation date appears in receipt
 - verifyReceipt returns **inactive** immediately



What's in a Receipt?

Timestamp additions: PST and ms



```
{  
    ...  
    "version-external-identifier": "9362012",  
    "bid": "com.corp.AcmeApp",  
    "product-id": "com.corp.AcmeApp.Monthly",  
    "web-order-line-item-id": "1000000013112974",  
    "cancellation-date": "2012-02-15 21:26:26 Etc\\GMT",  
    "cancellation-date-ms": "1329257777000",  
    "cancellation-date-pst": "2012-02-15 13:26:26 America\\Los_Angeles",  
    "original-purchase-date-ms": "1329253588000",  
    "original-purchase-date-pst": "2012-02-14 13:06:28 America\\/  
Los_Angeles",  
    "purchase-date-ms": "1329254486000",  
    "purchase-date-pst": "2012-02-14 13:21:26 America\\Los_Angeles",  
    "expires-date-formatted-pst": "2012-02-14 13:26:26 America\\/  
Los_Angeles",  
}
```

What's in a Receipt?

Timestamp additions: PST and ms



- For developer convenience
 - ms format more machine friendly
 - PST format more human friendly
- Why PST?
 - iTunes Store uses PST for Calendar based renewal scheduling
 - Example
 - You order a monthly subscription at 2:00am on April 1st in NYC
 - That's 11:00pm on March 31st in California
 - Dialogs, Emails, and Screens will refer to renewal on the 31st not the 1st.

Initial Purchase

Discrete content example



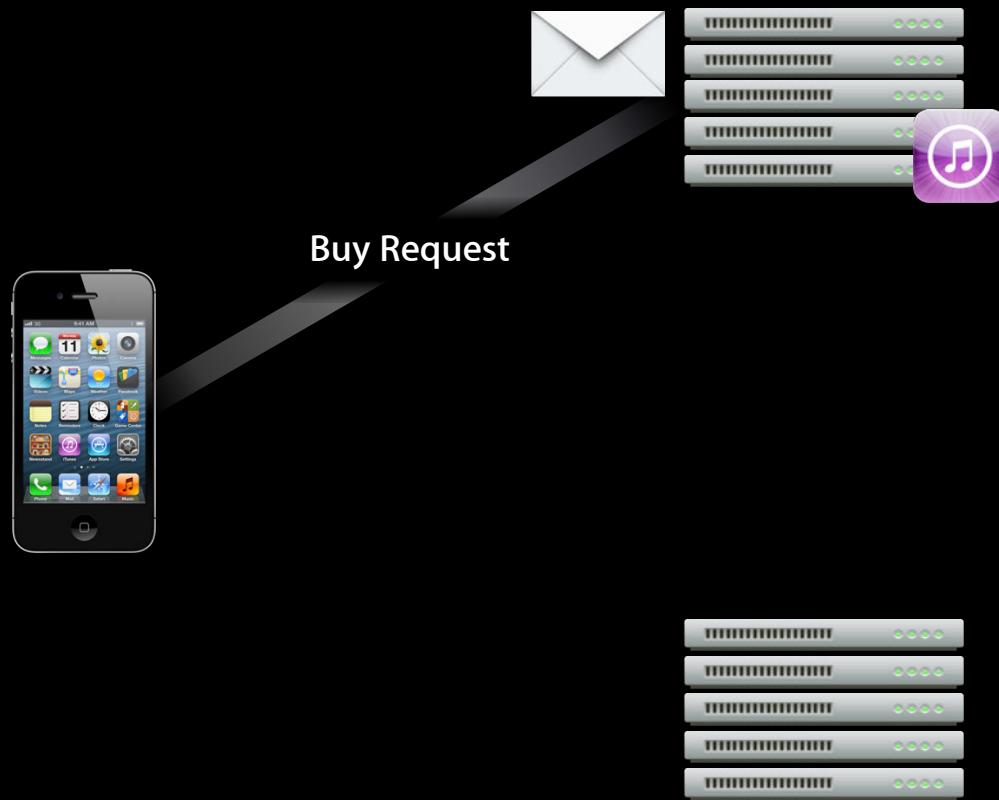
Initial Purchase

Discrete content example



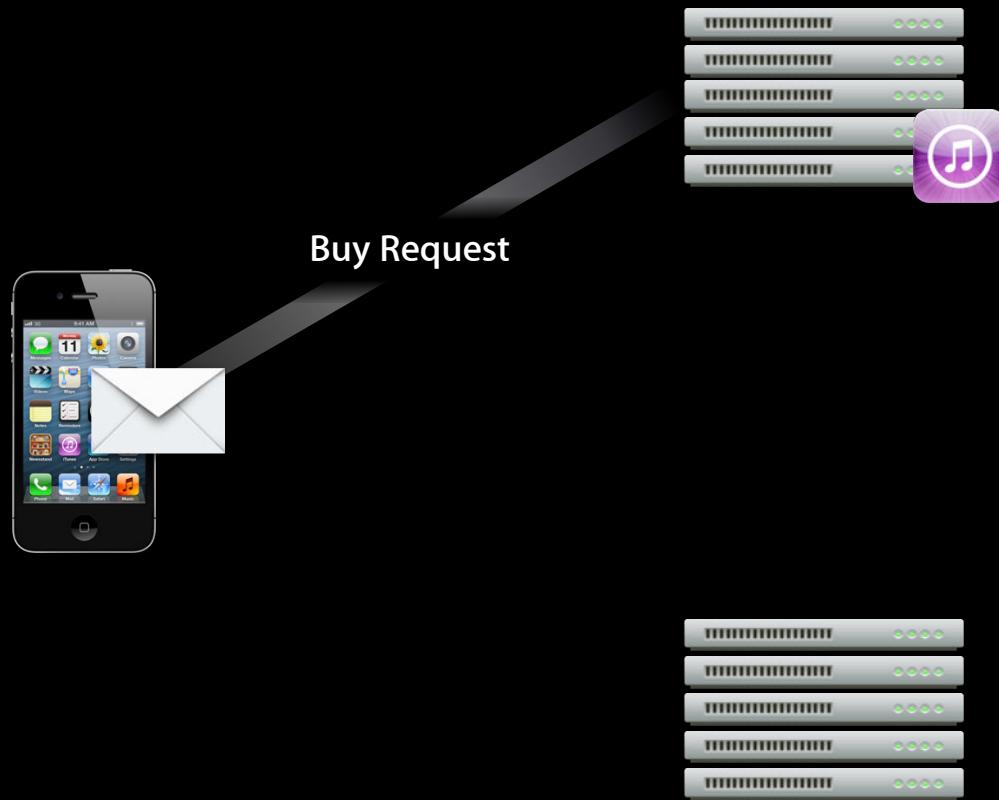
Initial Purchase

Discrete content example



Initial Purchase

Discrete content example

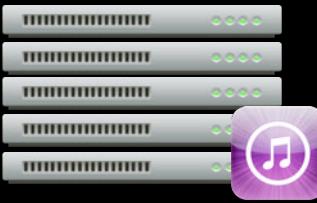


Initial Purchase

Discrete content example



Initial Purchase



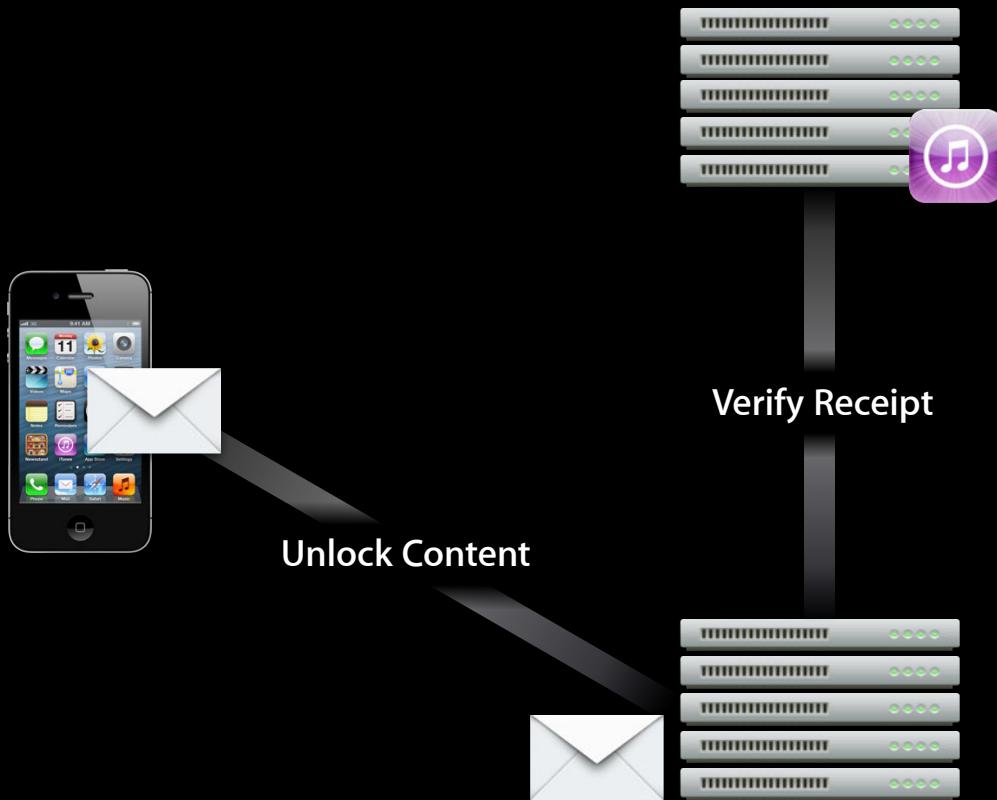
Initial Purchase



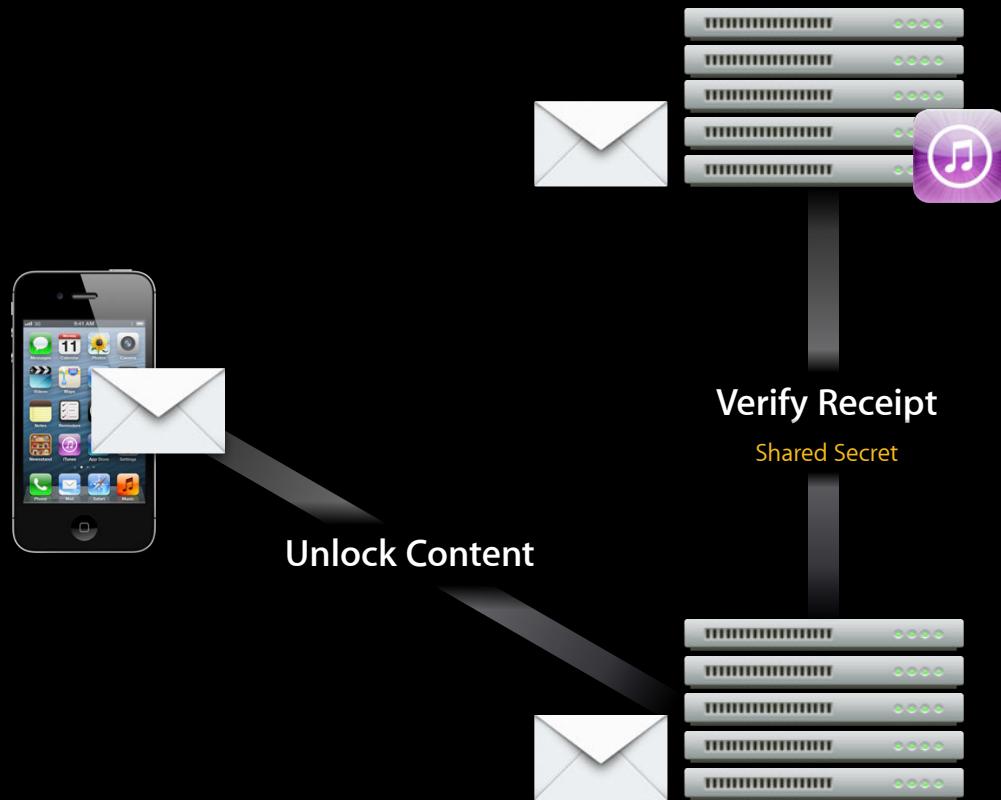
Unlock Content



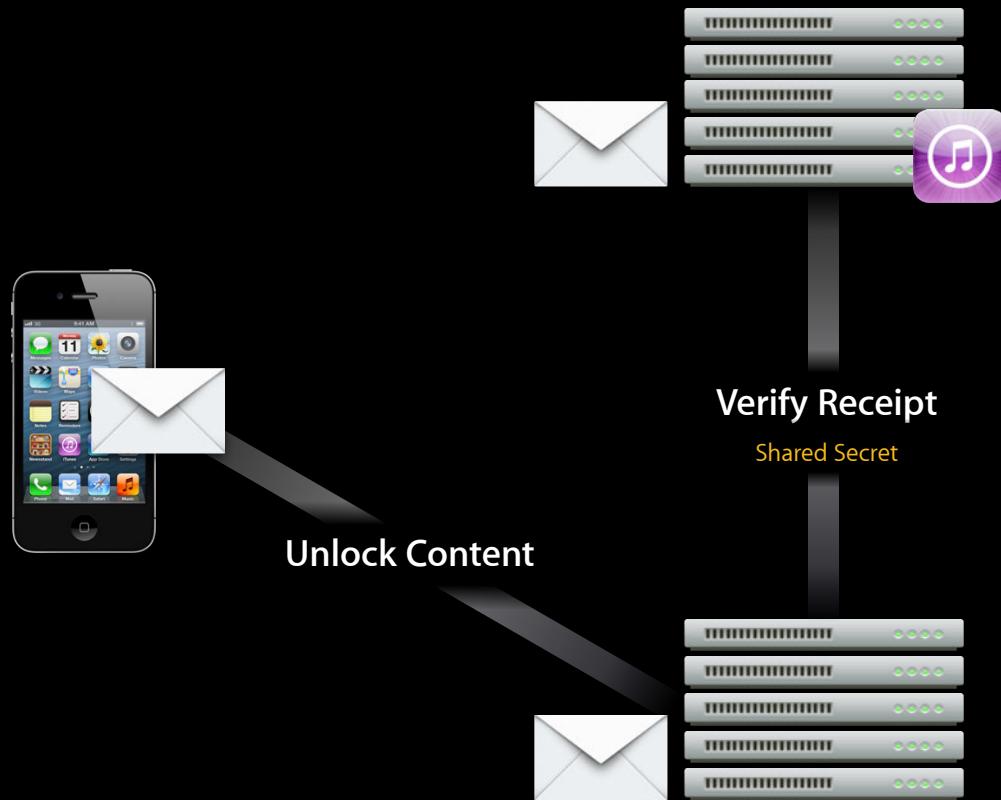
Initial Purchase



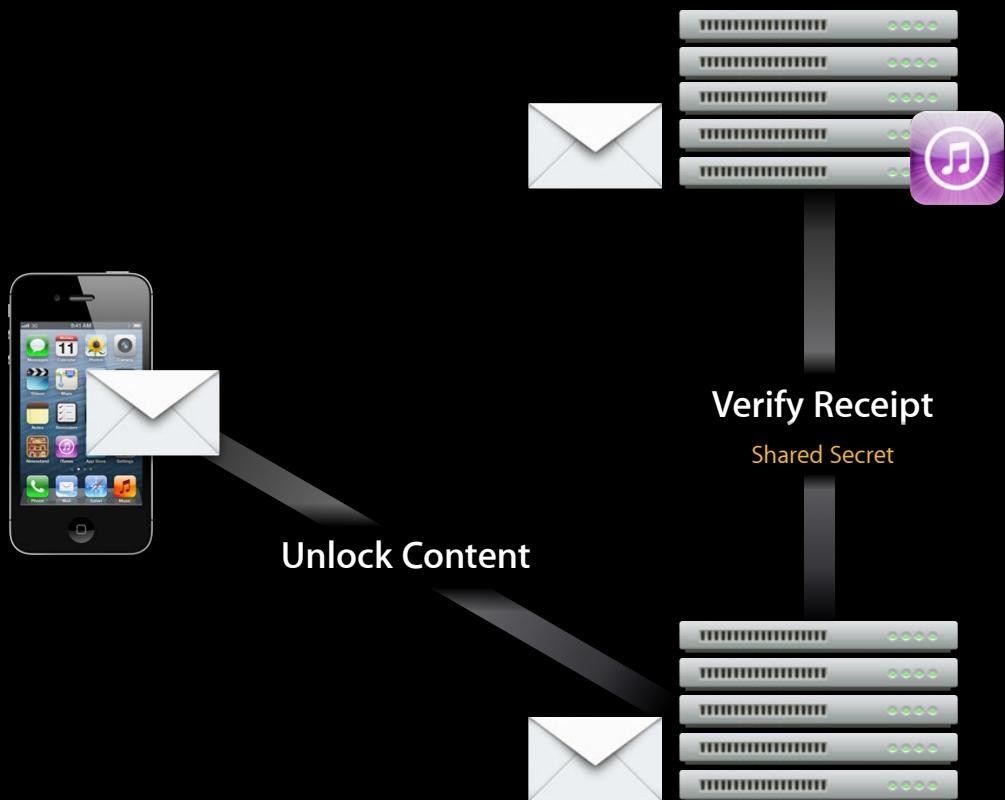
Initial Purchase



Initial Purchase



Initial Purchase



Status	Code
0	Active
21000	Bad JSON
21002	Malformed
21003	Auth Error
21004	Auth Failed
21005	Service Unavailable
21006	Inactive
21007	Sandbox receipt in Prod
21008	Prod receipt in Sandbox

Why Call verifyReceipt?

Immediately after initial purchase

- Assures you receipt associated with **real** purchase
- Tells you properties on receipt passed

Status	Code
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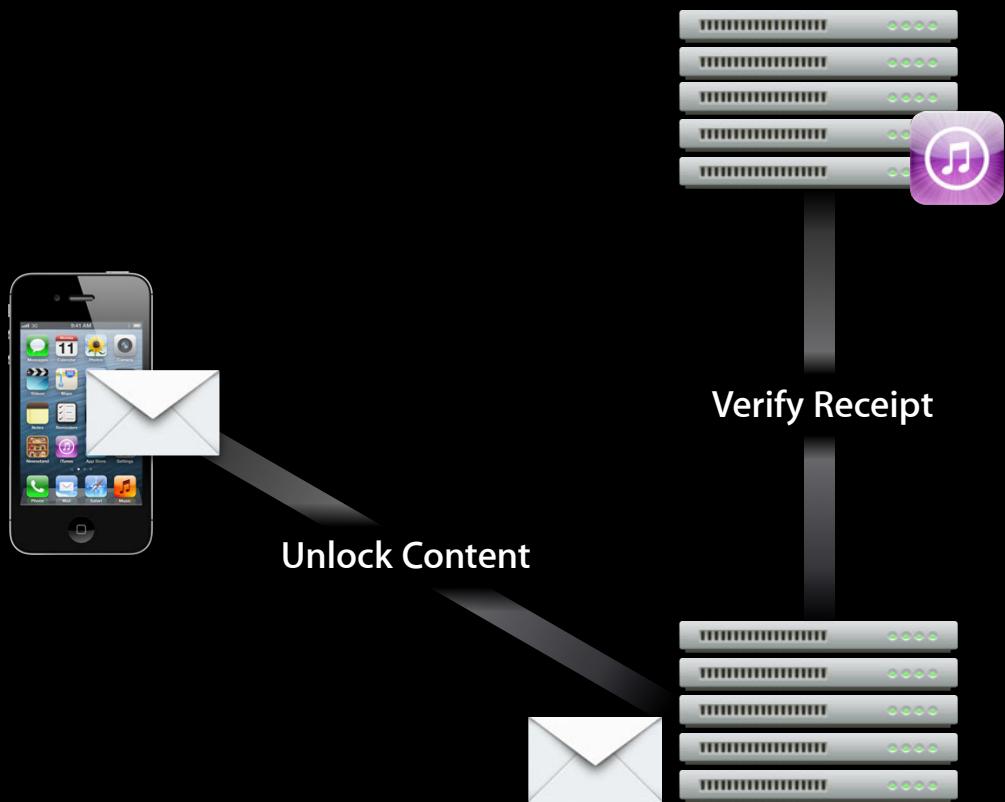
Why Call verifyReceipt?

In the days after initial purchase

- Assures you receipt associated with real purchase
- Tells you properties on receipt passed
- Tells you if subscription is **active/inactive**
 - Learn about **renewal** on expired receipt
 - Learn about **cancellation** on unexpired receipt
- If active, you get the **latest** receipt
- You always get info on **last good** receipt

Status	Code
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Initial Purchase Continued



Status	Code
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Initial Purchase Continued

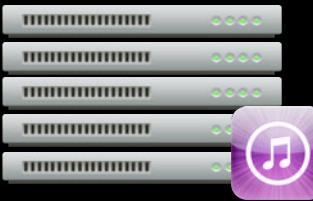


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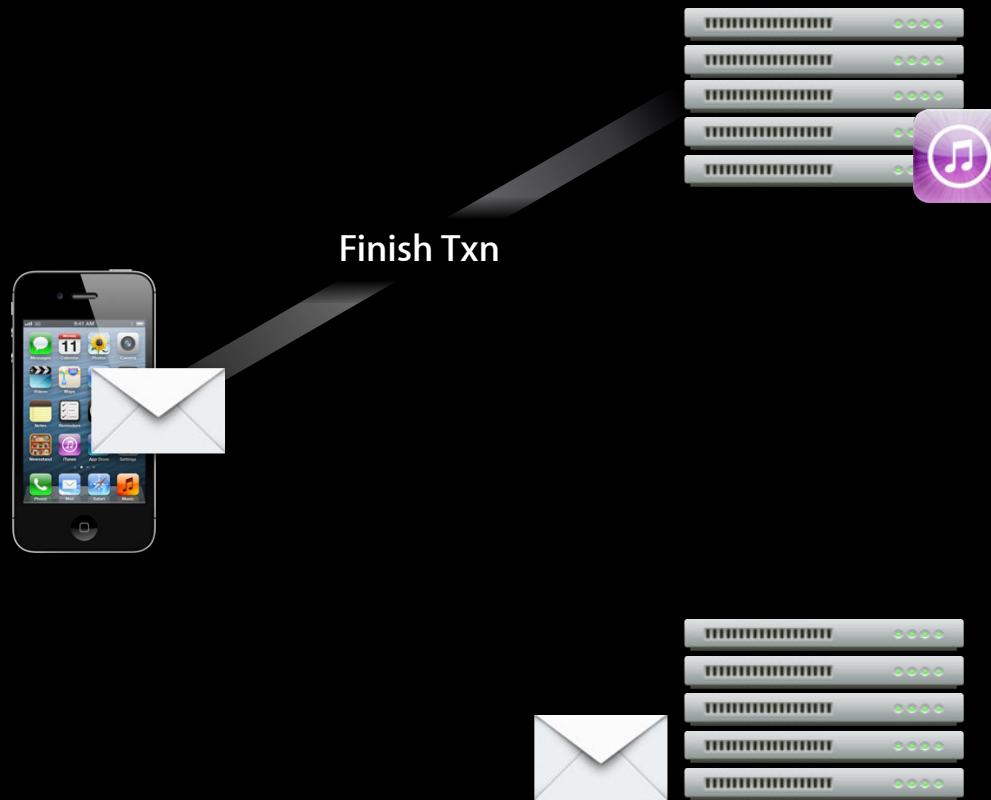
Initial Purchase Continued



Initial Purchase Continued



Initial Purchase Continued



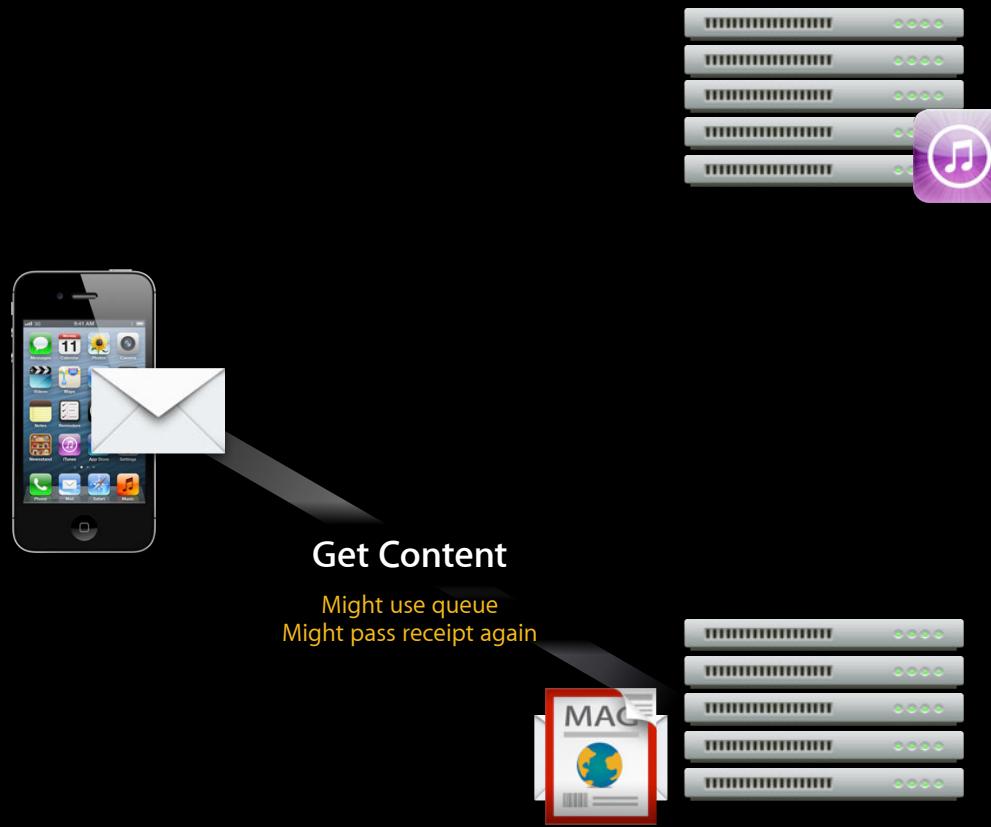
Initial Purchase Continued



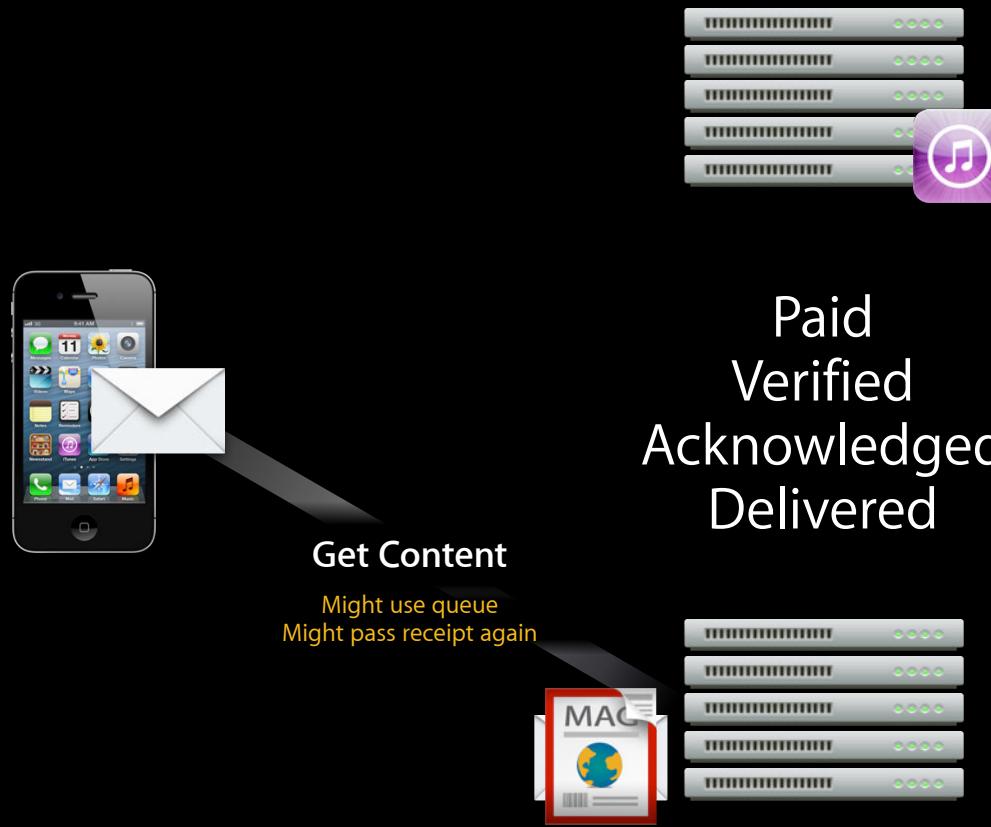
Initial Purchase Continued



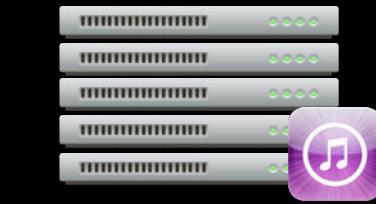
Initial Purchase Continued



Initial Purchase Continued



Initial Purchase Continued



Paid
Verified
Acknowledged
Delivered



Renewal

Renewal



Renewal



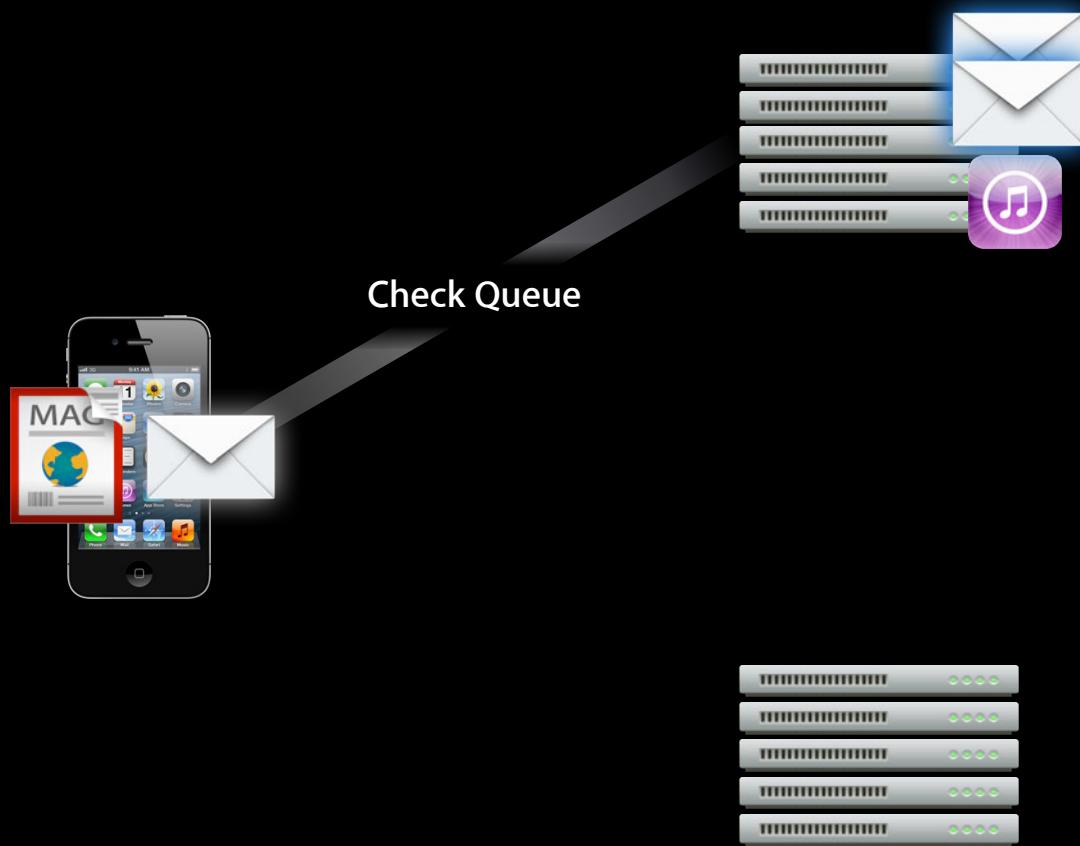
Renewal



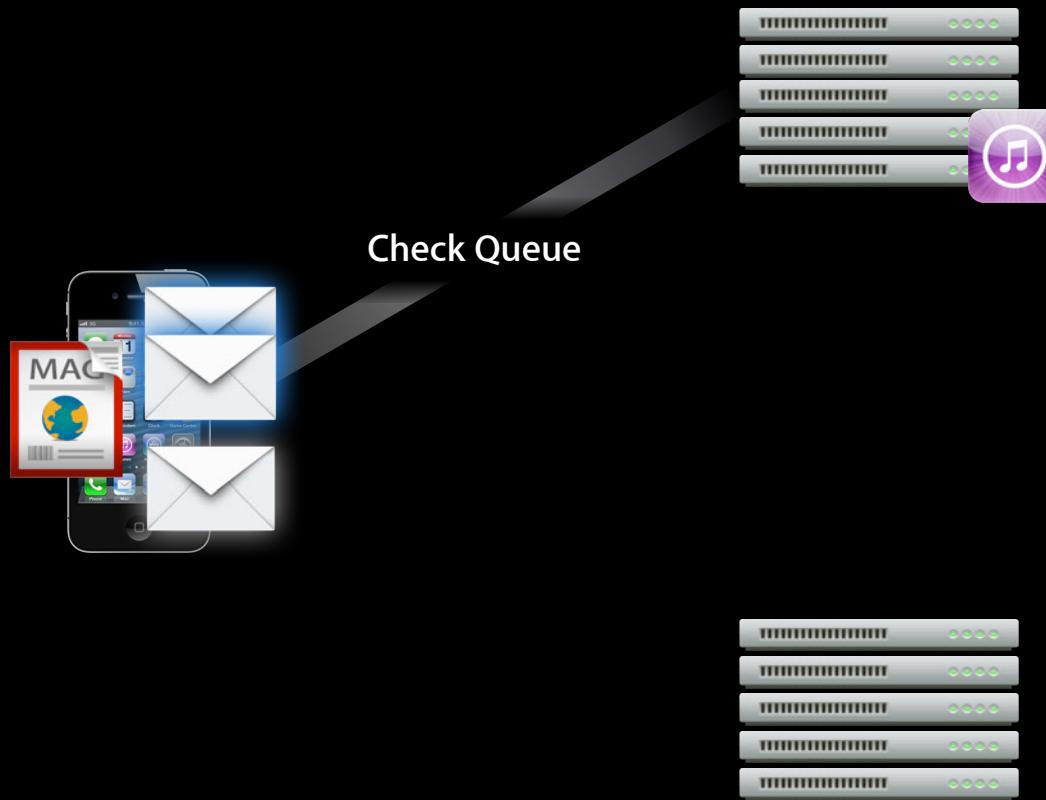
Renewal



Renewal



Renewal



Renewal



Renewal



Unlock Content



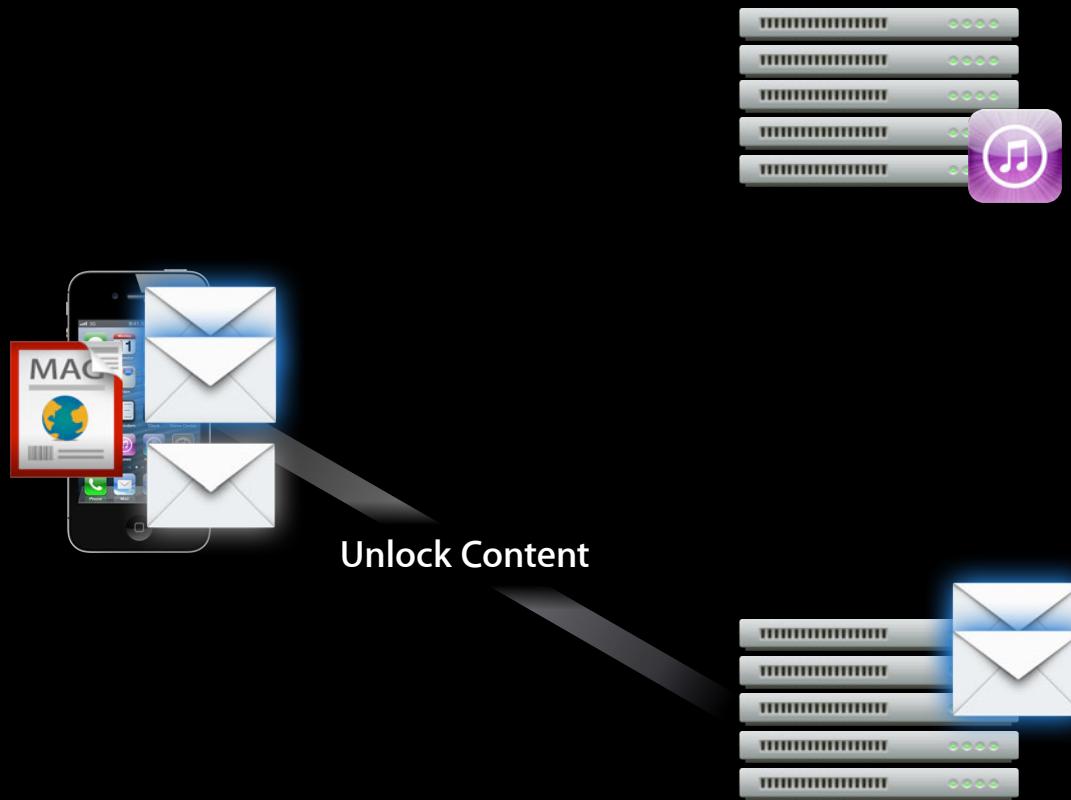
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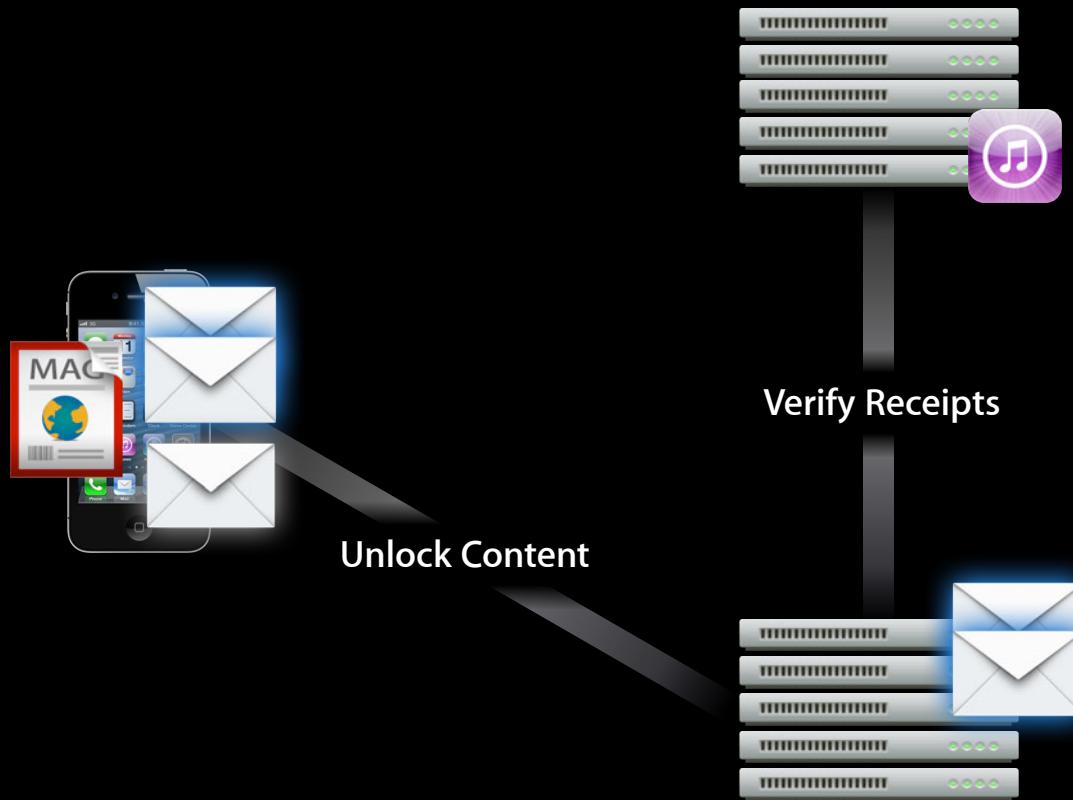
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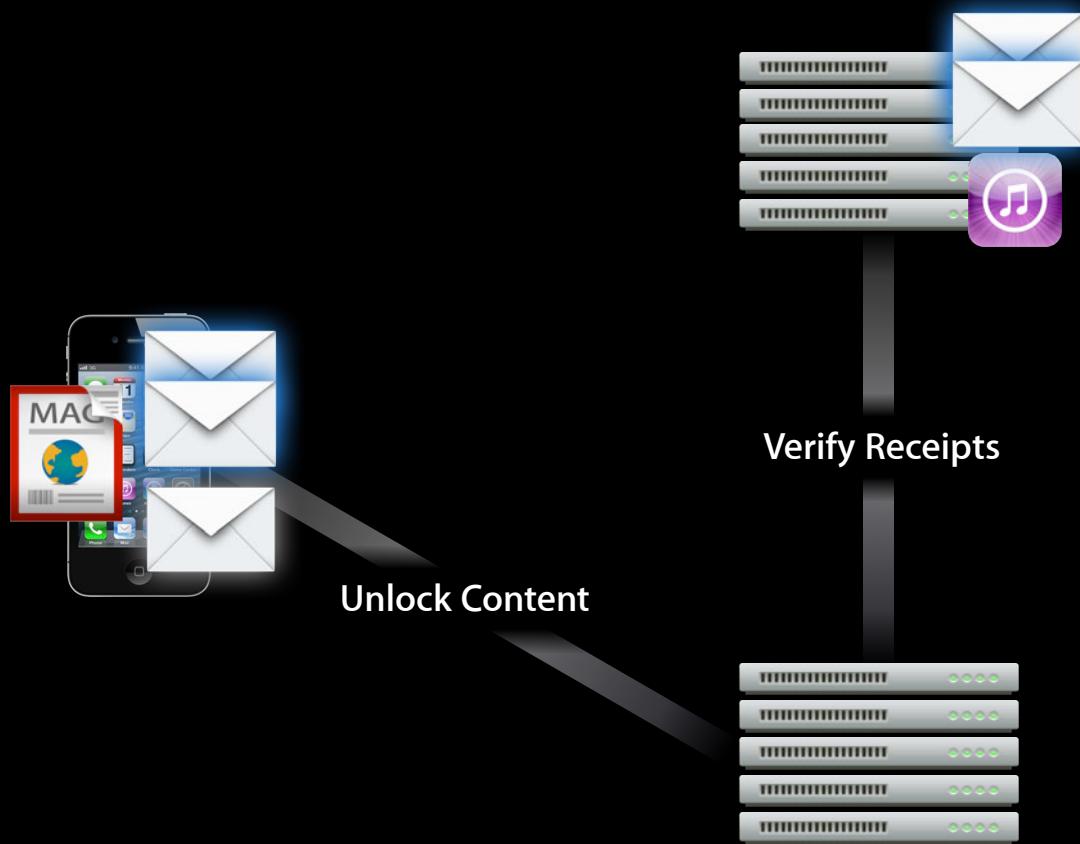
Renewal



Renewal



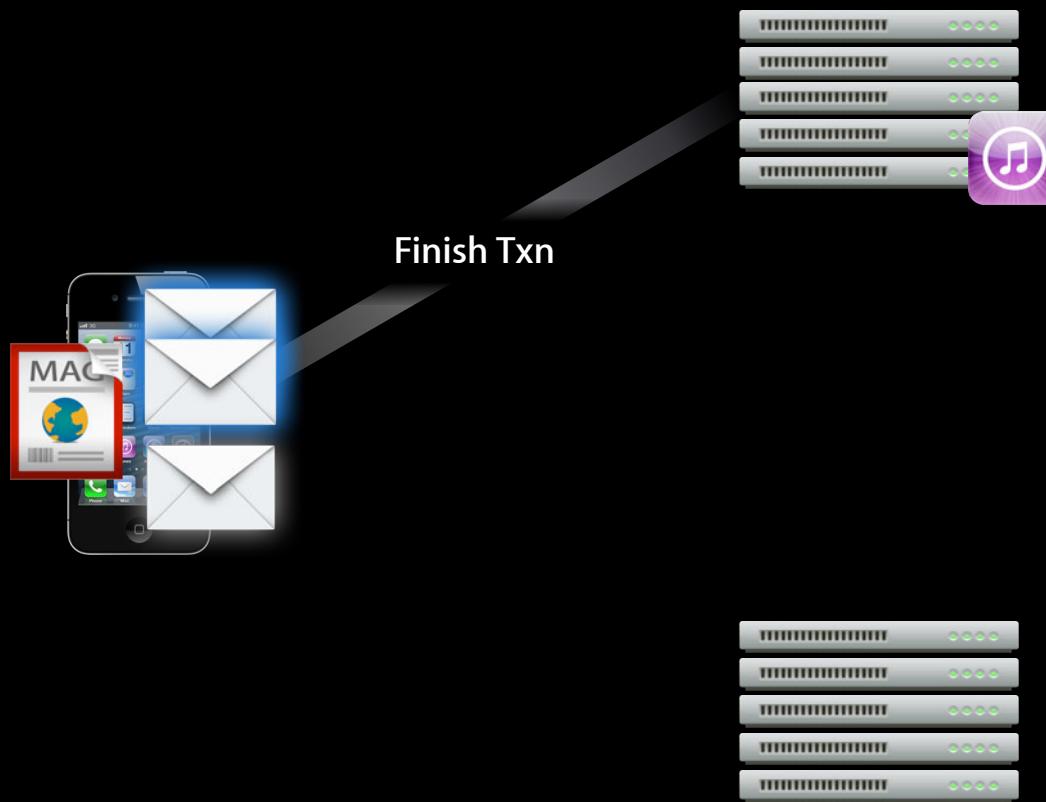
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Renewal



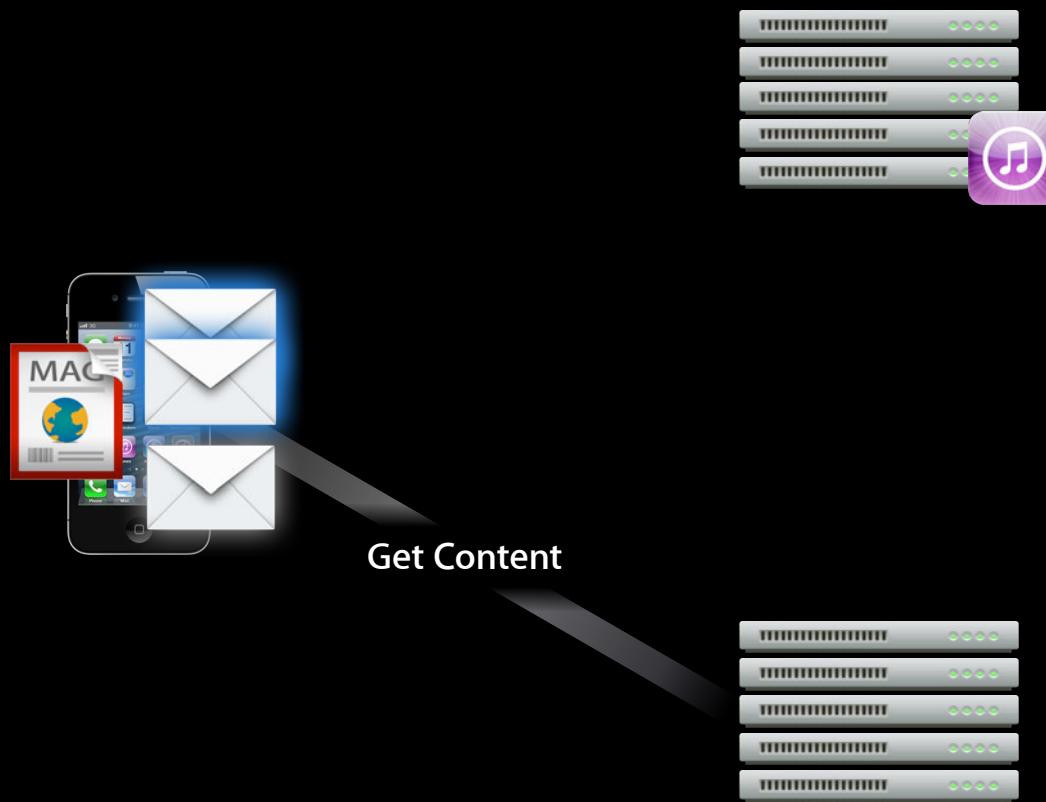
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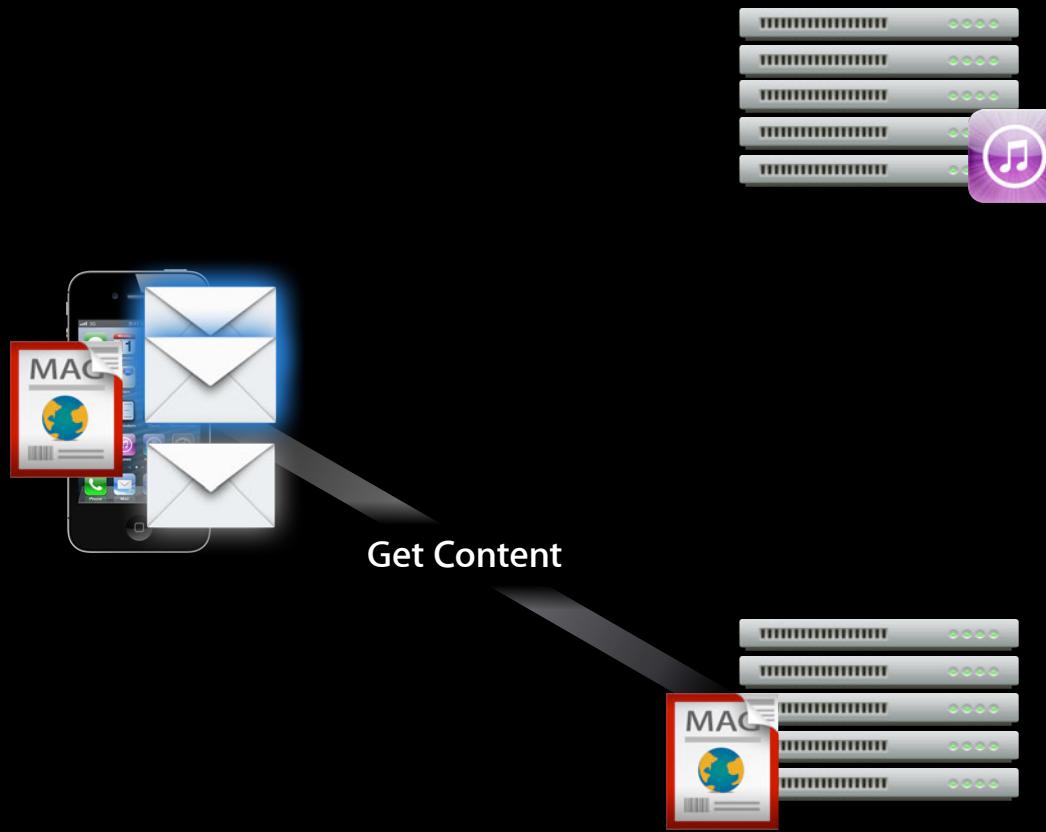
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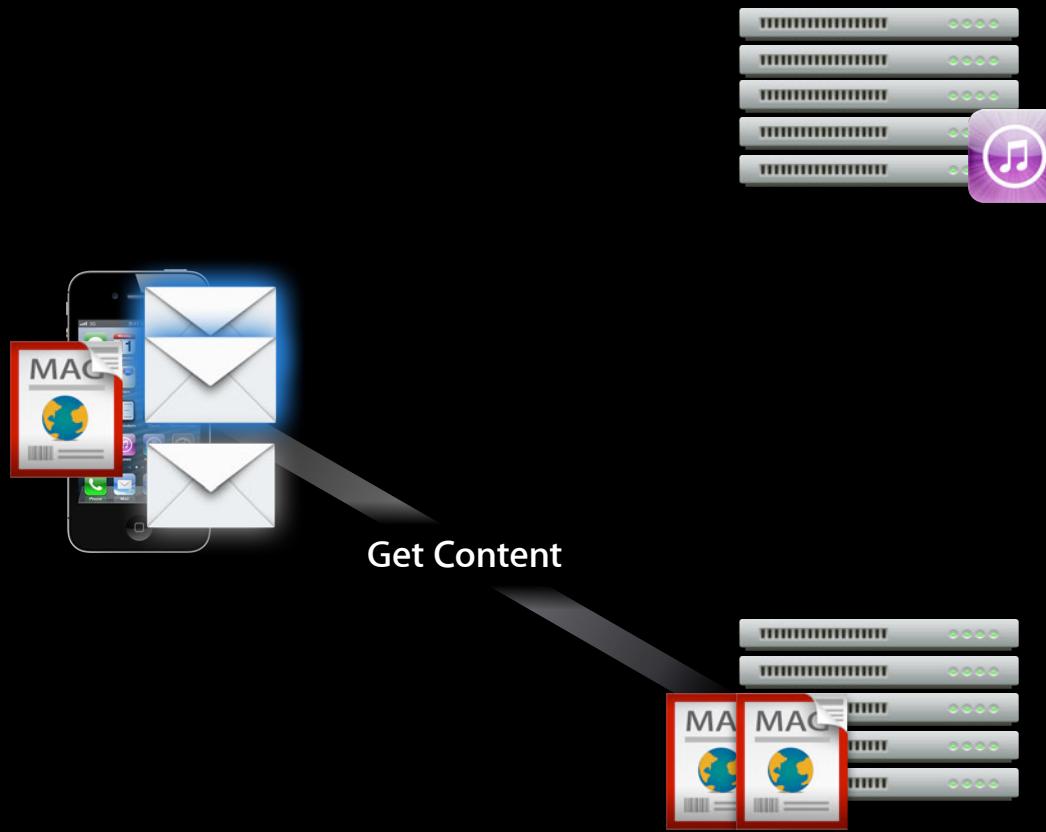
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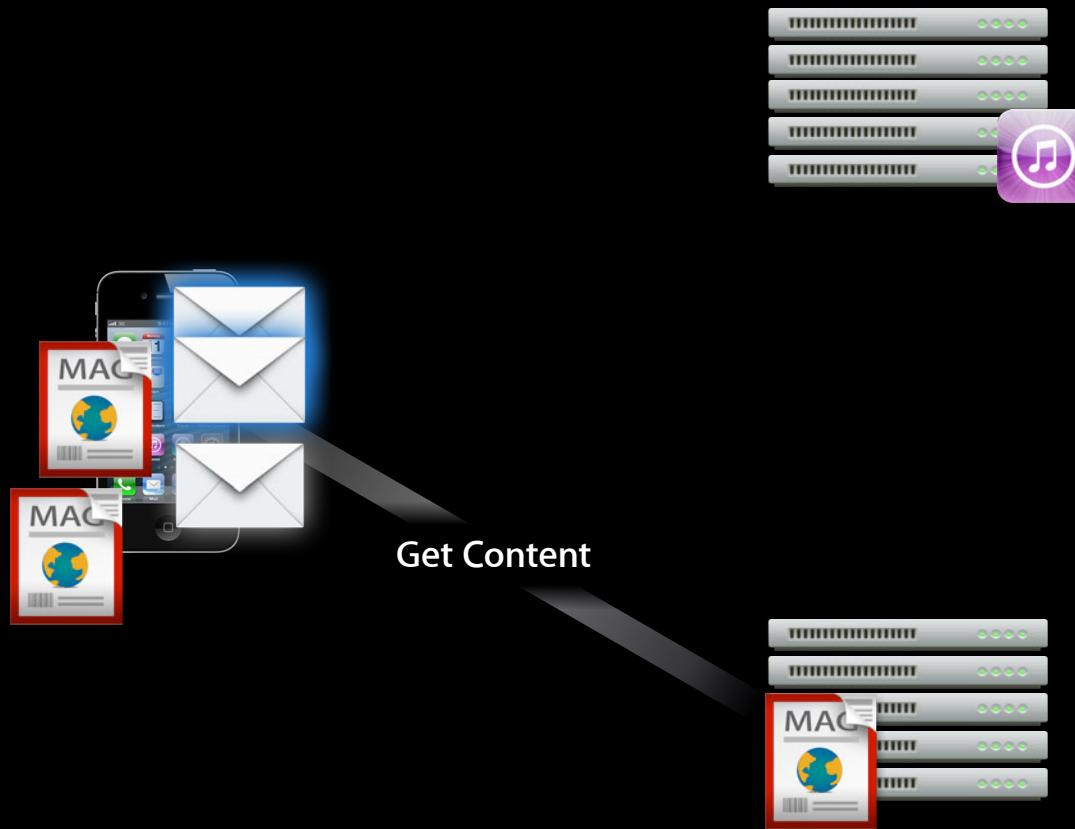
Renewal



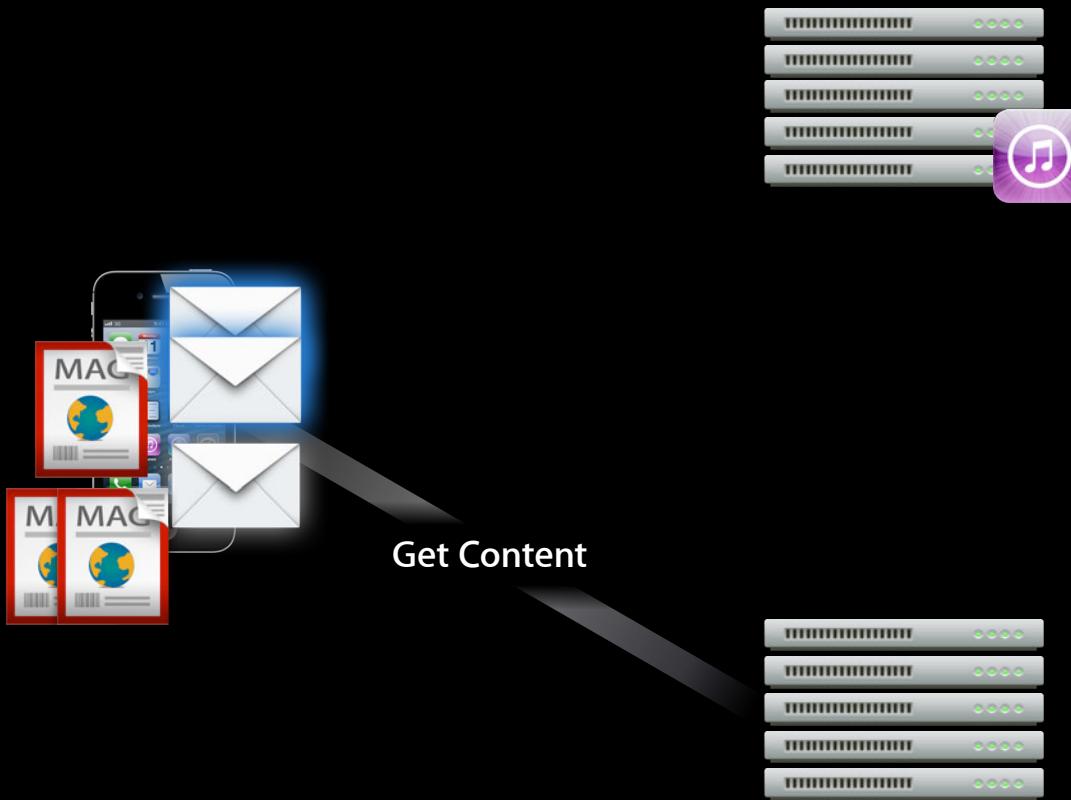
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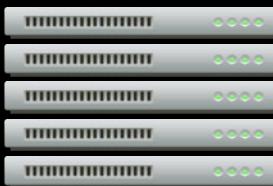
Renewal



Renewal



Renewal



Renewal

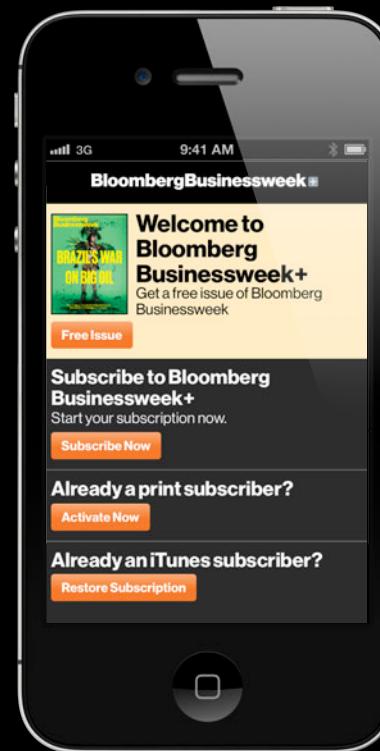


Renewed
Discovered
Verified
Acknowledged
Delivered



Restore All

- What is it?
 - Restore All provides receipts for every purchase event—not just latest
- Why do it?
 - Device gets wiped, user needs purchases back...
 - To re-enable a service (on-demand video)
 - To restore lost content (magazines)



Restore All
Multiple devices

Restore All Multiple devices



Restore All Multiple devices



Restore All Multiple devices



Restore All Multiple devices



Restore All Multiple devices



Restore All Multiple devices



Restore All Multiple devices



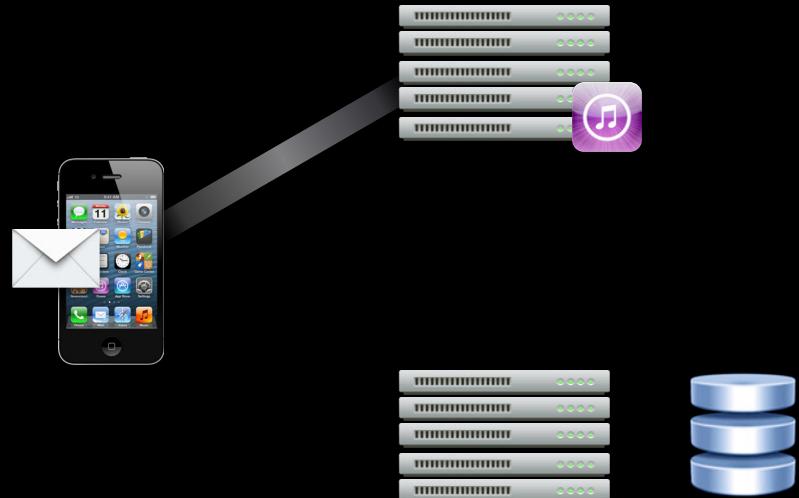
Restore All Multiple devices



Sandbox Considerations

What's Available

- In-App purchases



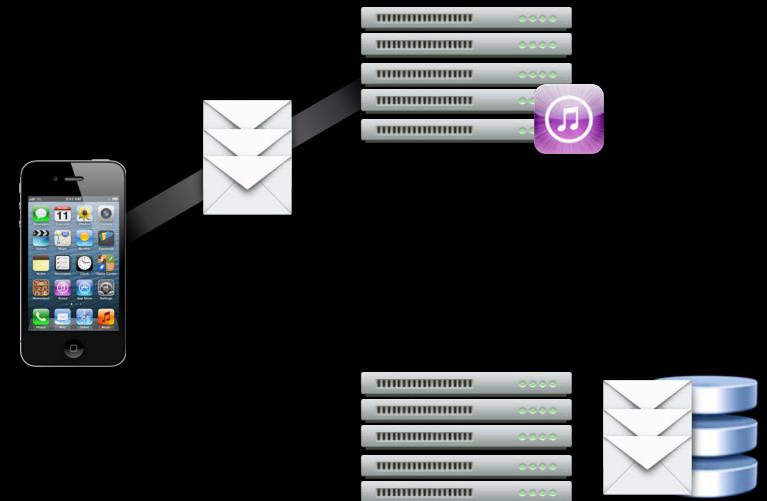
What's Available

- In-App purchases
- Renewal purchases



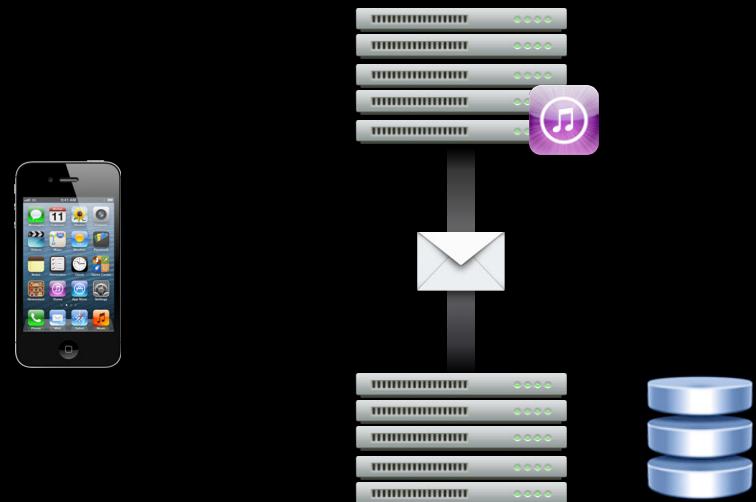
What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts



What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts



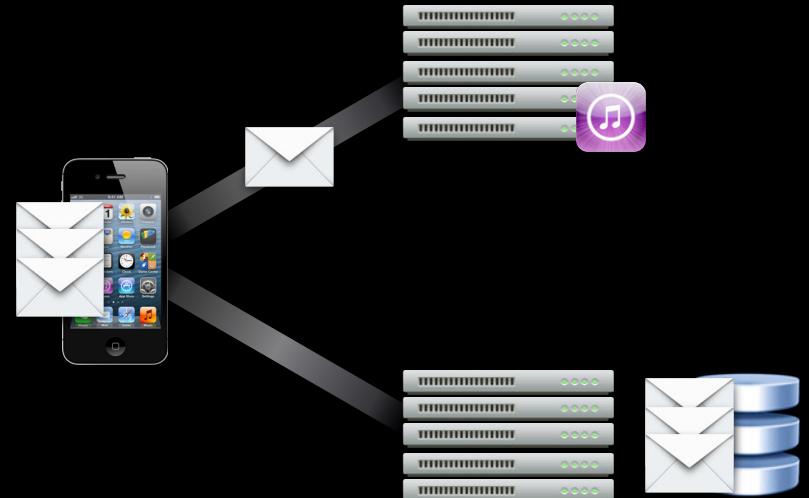
What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts
- Resuming an expired subscription



What's Available

- In-App purchases
- Renewal purchases
- Restoring all receipts
- Verifying receipts
- Resuming an expired subscription
- Resuming with different duration



Subscription Timing

Face Value	Actual Duration
7 Days	3 minutes
1 Month	5 minutes
2 Months	10 minutes
3 Months	15 minutes
6 Months	30 minutes
1 Year	60 minutes

Renewals capped at 6 per most recent 8 hours

What's Not Available

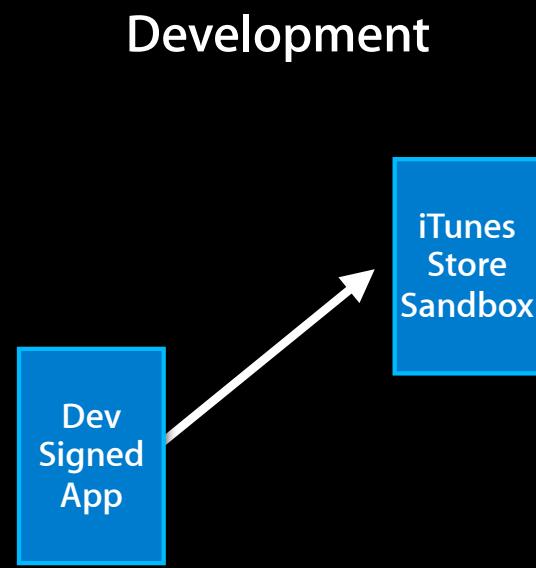
- No management UI
- No emails
- No billing failure
 - Apart from renewal cap feature

App Review Considerations

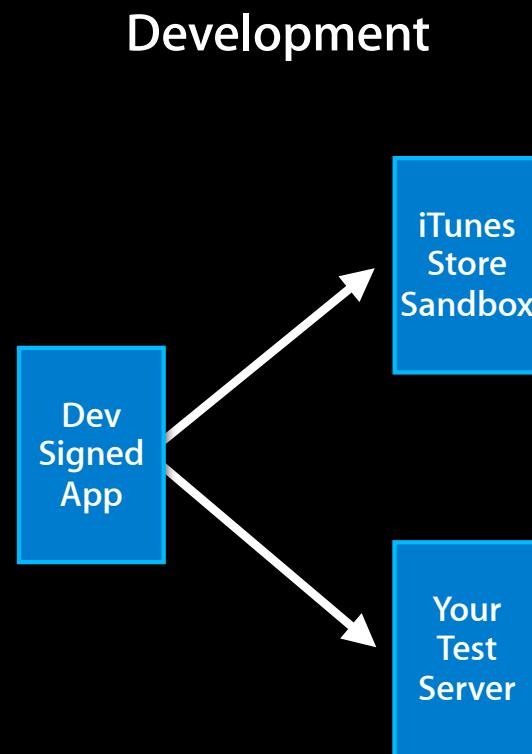
Development



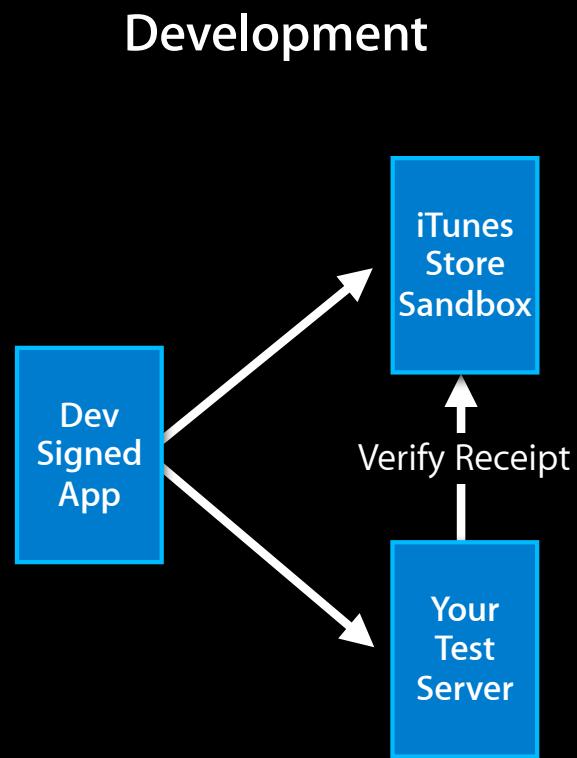
App Review Considerations



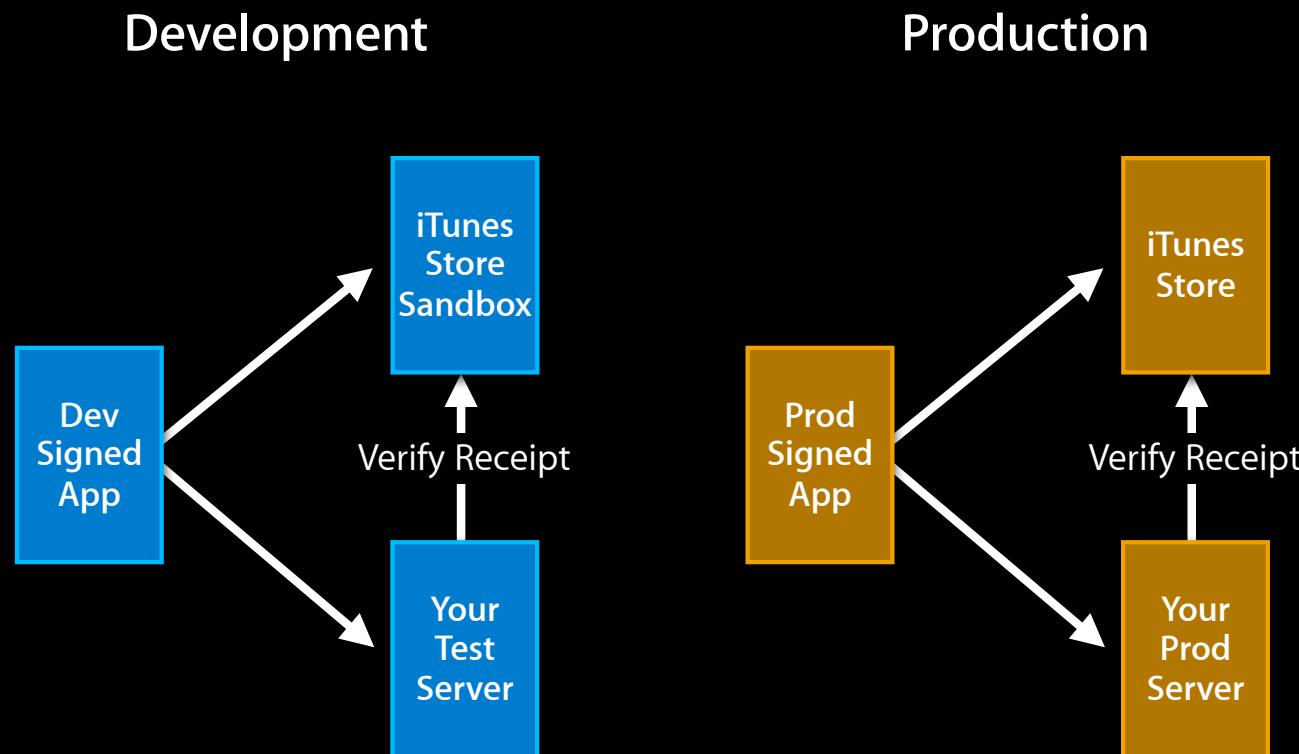
App Review Considerations



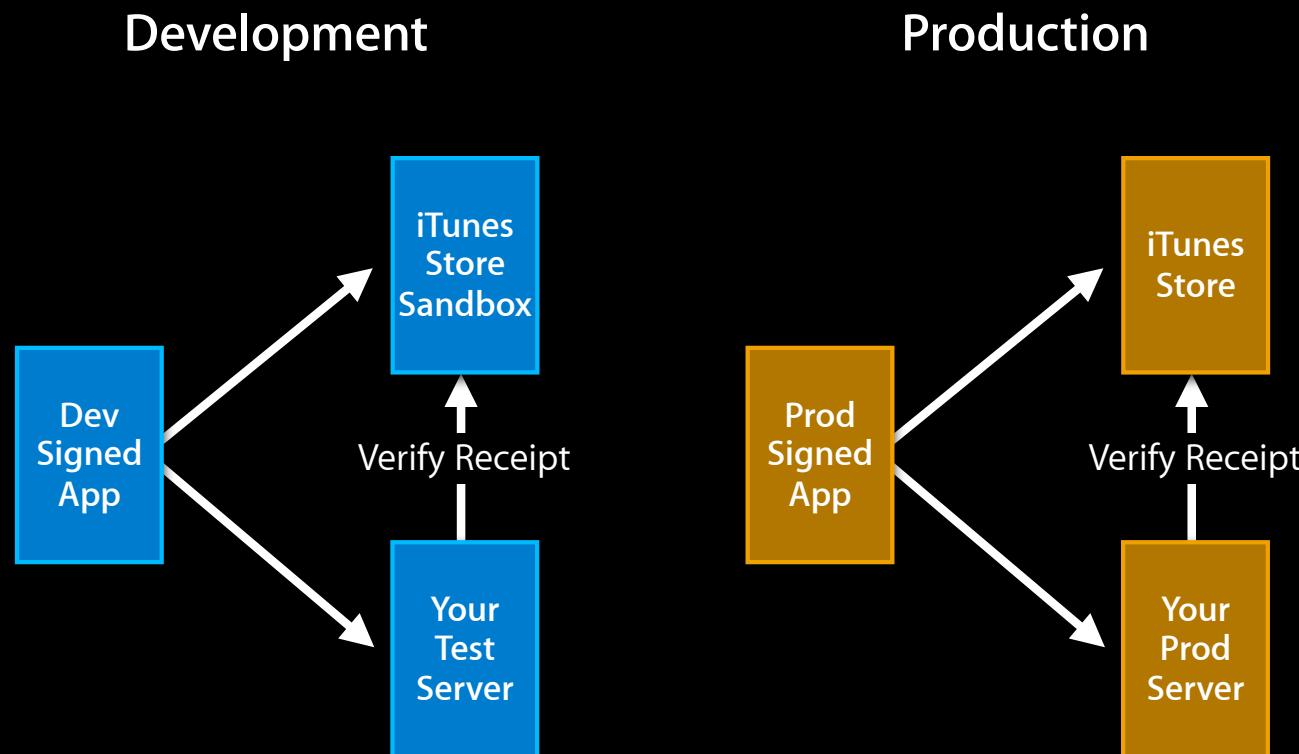
App Review Considerations



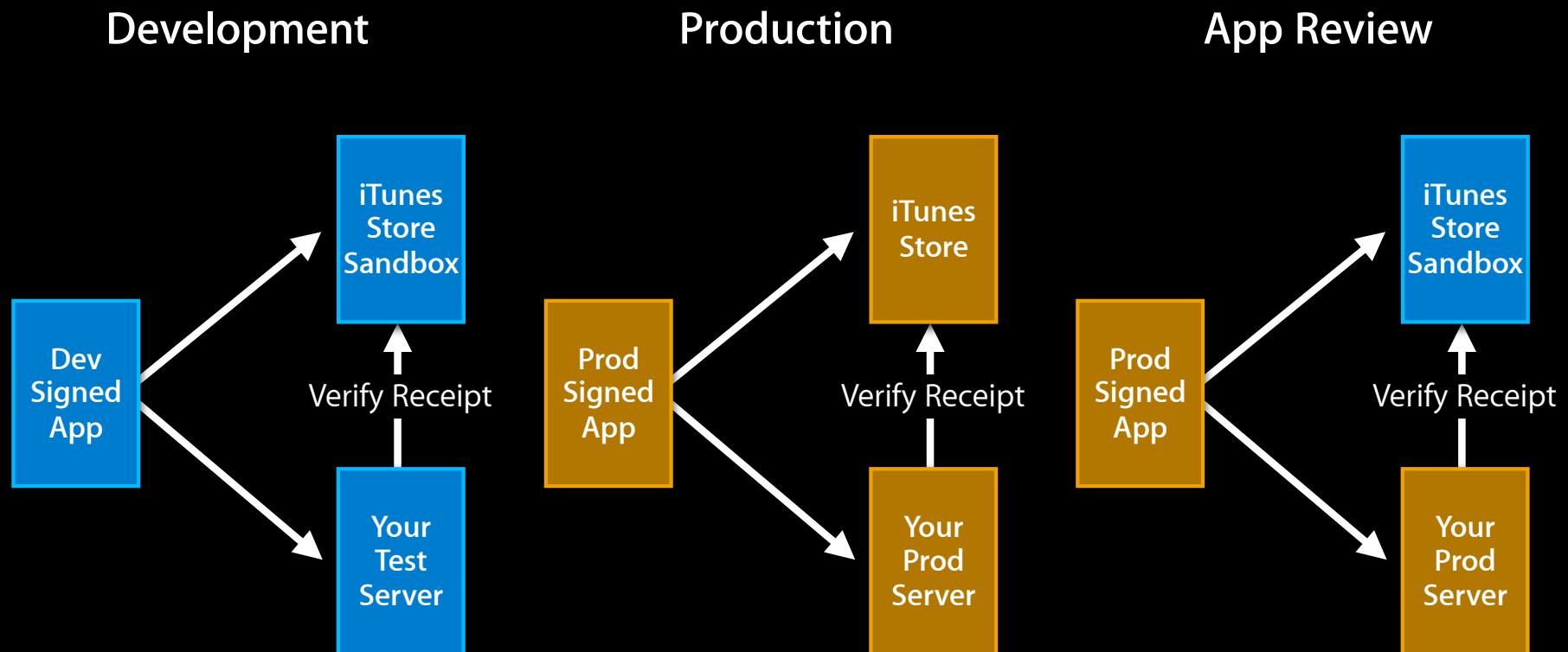
App Review Considerations



App Review Considerations

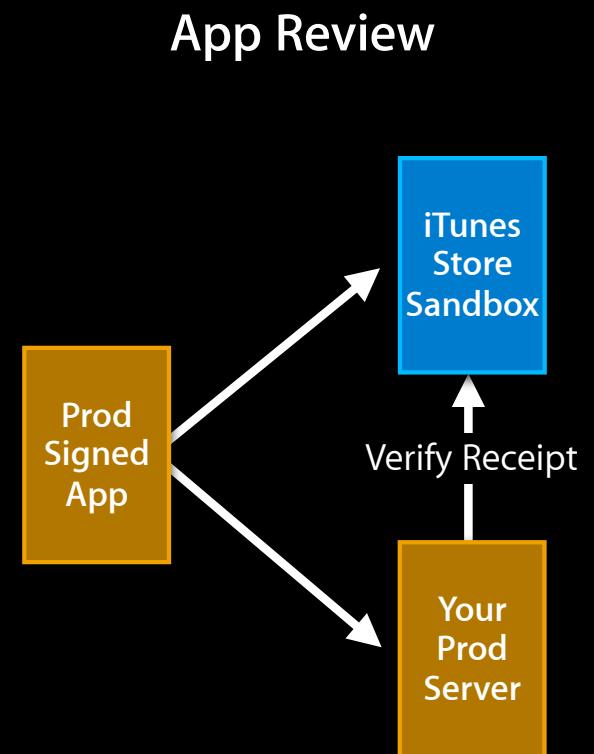


App Review Considerations



App Review Considerations

- Smart Production server
 - Client app passes app version
 - Your server selects Apple Sandbox or Production
- Reactive Production server
 - Your server always tries Apple Production first
 - If your server gets `21007`, try Apple Sandbox



Using Non-autorenewing Subscriptions

Overview

- **What** is a non-autorenewing Subscription?
 - Basically a kind of consumable
 - All purchases must happen interactively in the App
- **Why** use non-autorenewing Subscriptions?
 - More control
 - Not all Apps allowed to use Autorenewing In-Apps

iCloud Strategy

- Save purchased receipts in user's iCloud storage
 - User can access iCloud receipts from any device
 - No extra registration step with iCloud storage
- Your app responsible for testing expiration
 - Stored receipt's product ID **yields** duration
 - Purchased date **+ duration** **yields** expiration date

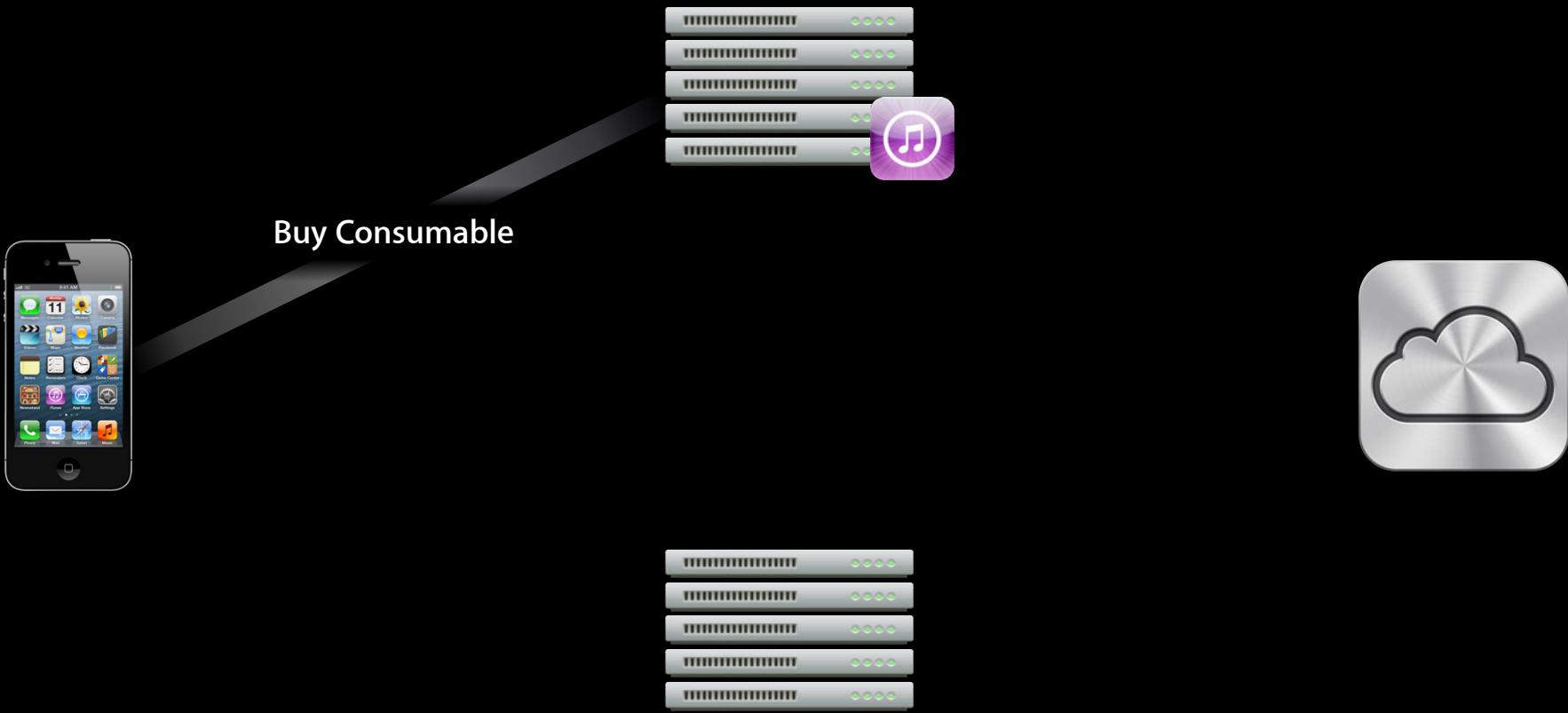
Initial Purchase

Service example



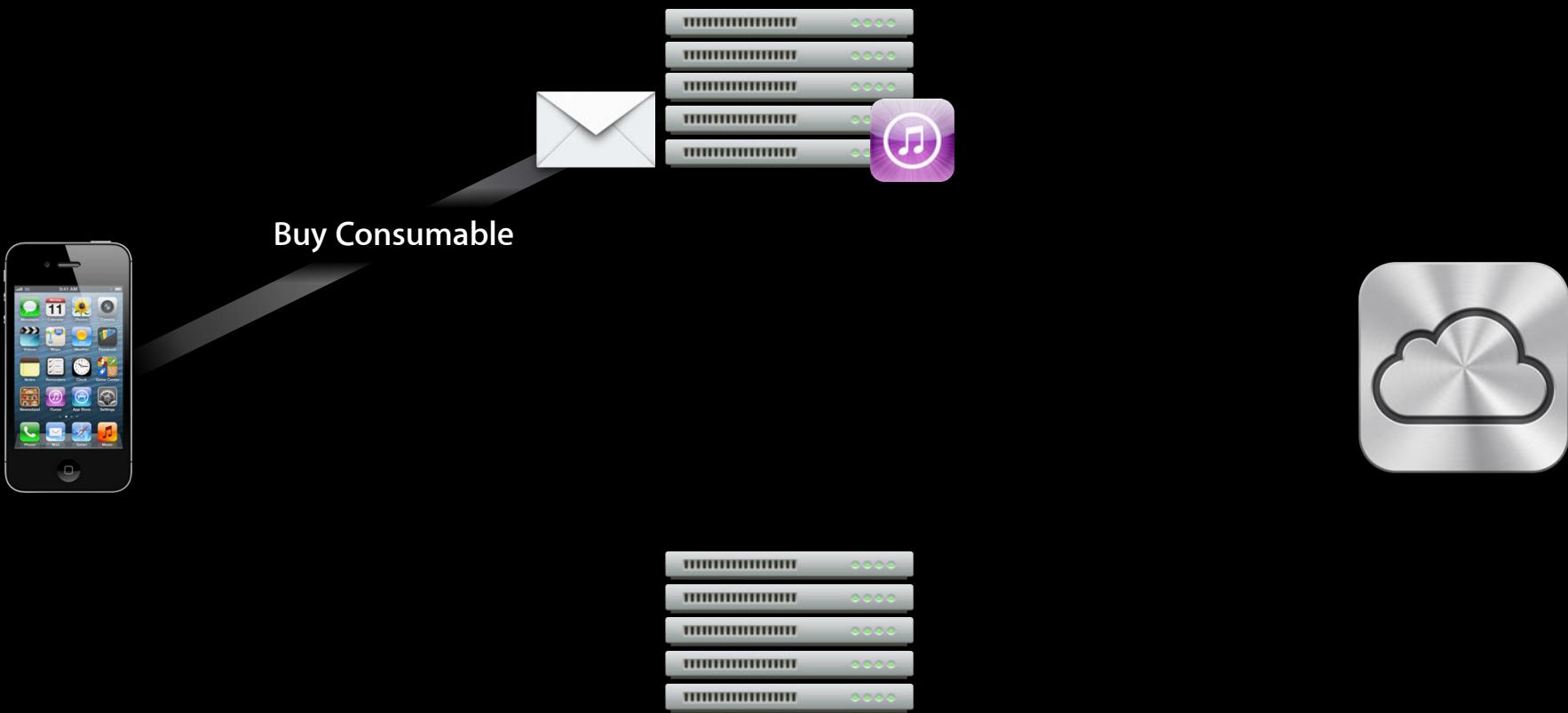
Initial Purchase

Service example



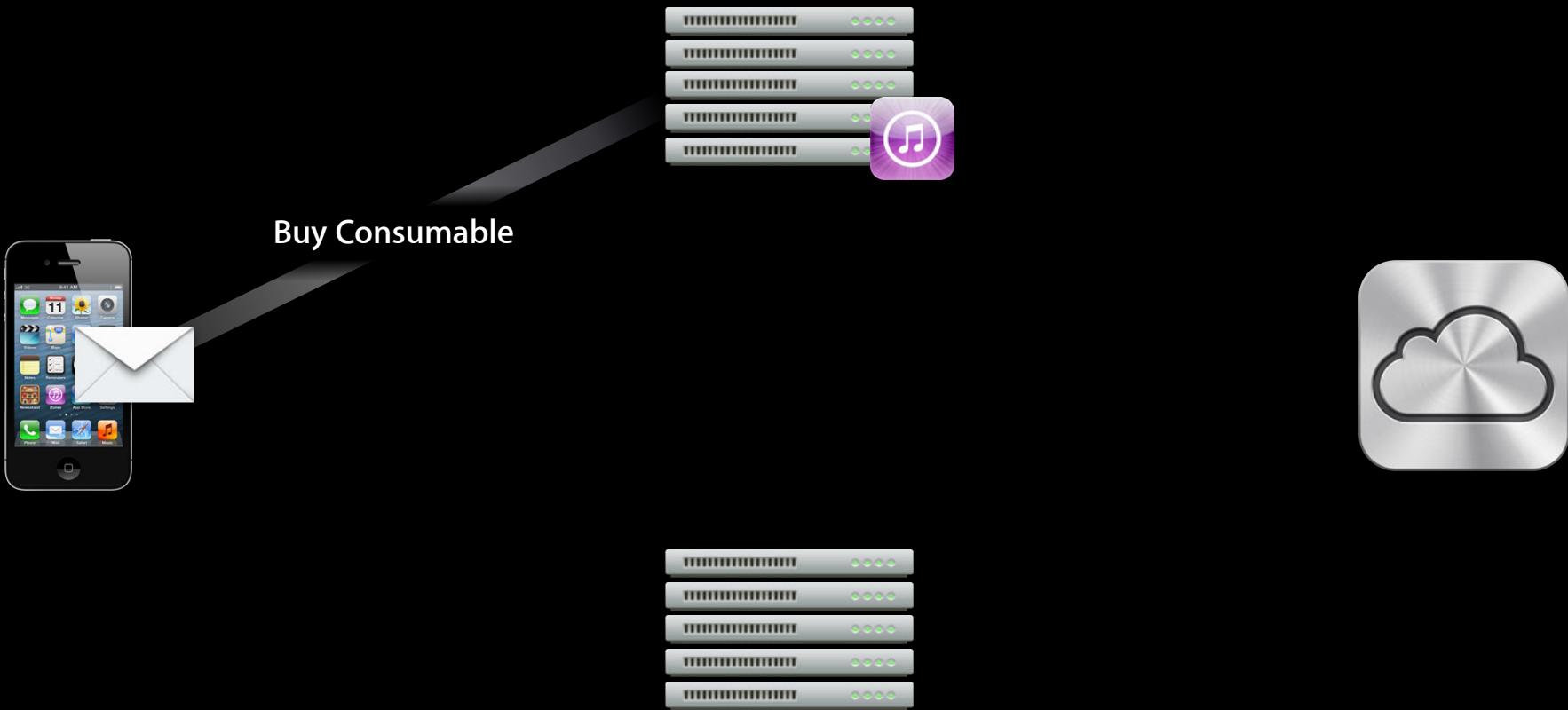
Initial Purchase

Service example



Initial Purchase

Service example



Initial Purchase

Service example



Initial Purchase Service example

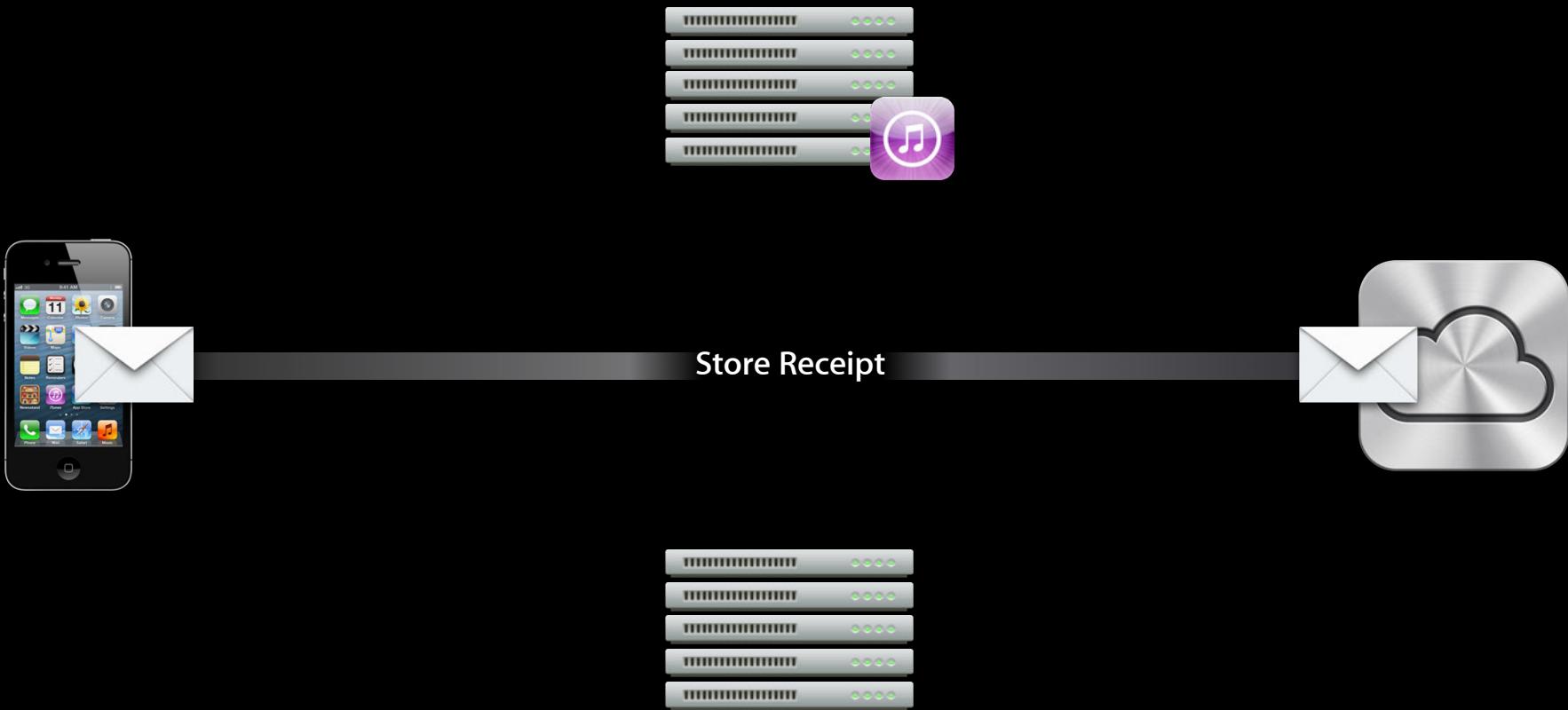


→

Store Receipt



Initial Purchase Service example



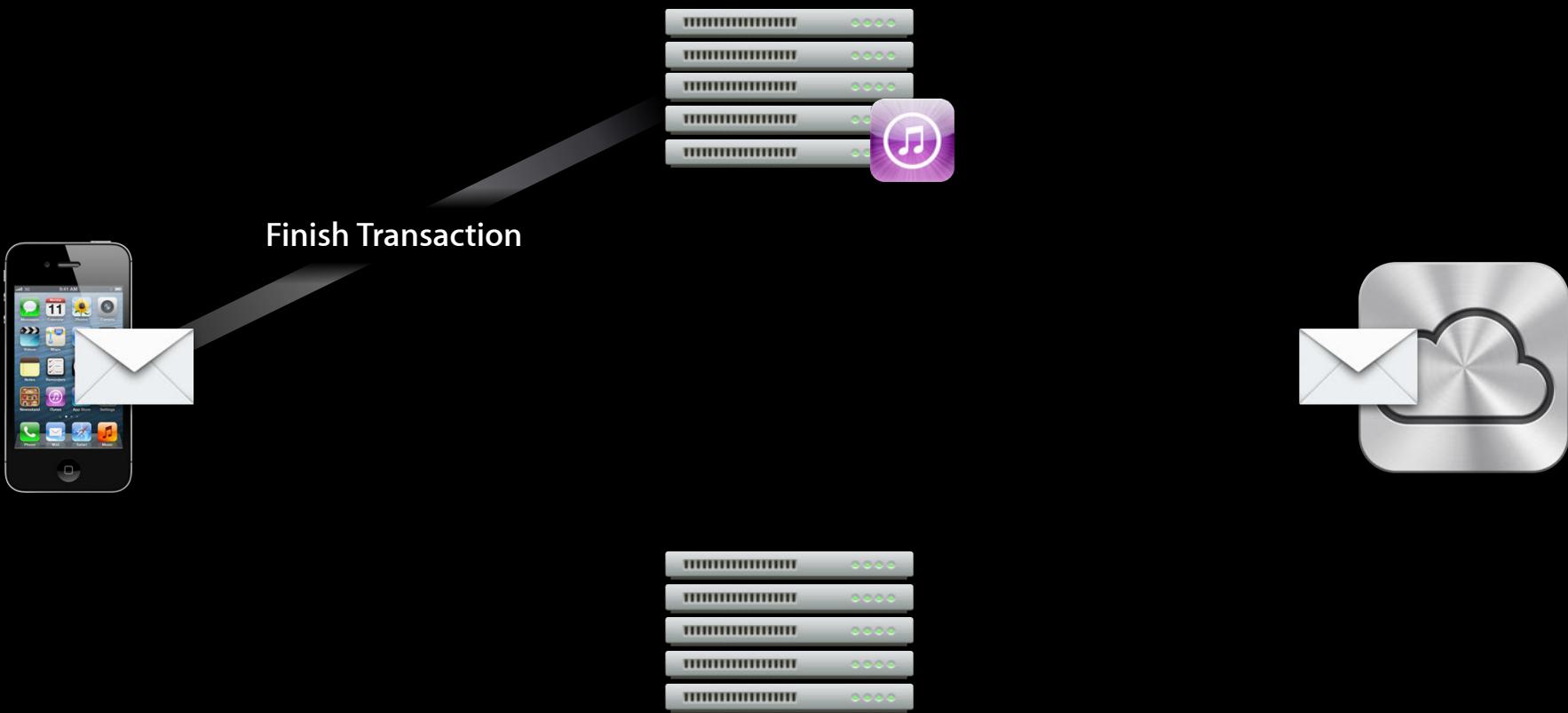
Initial Purchase

Service example



Initial Purchase

Service example

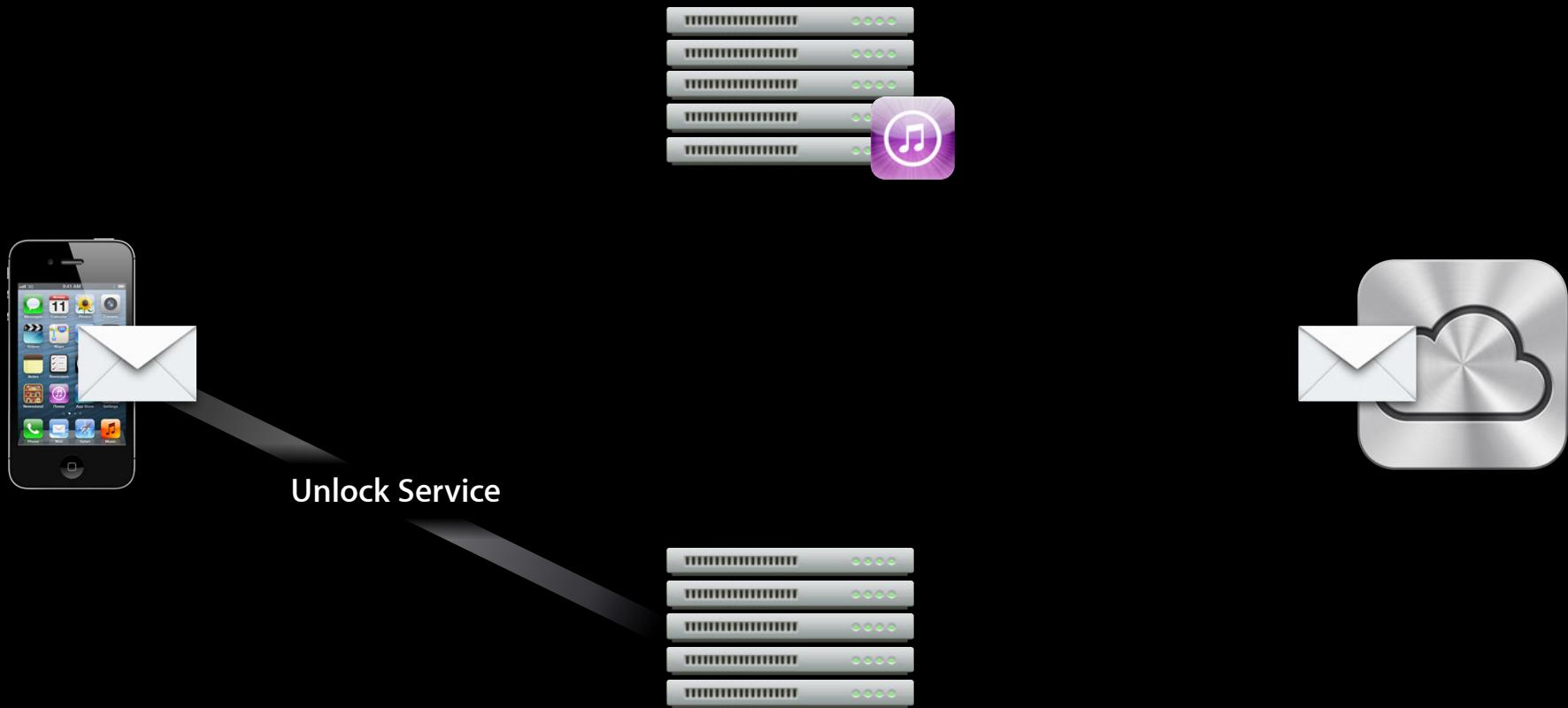


Initial Purchase

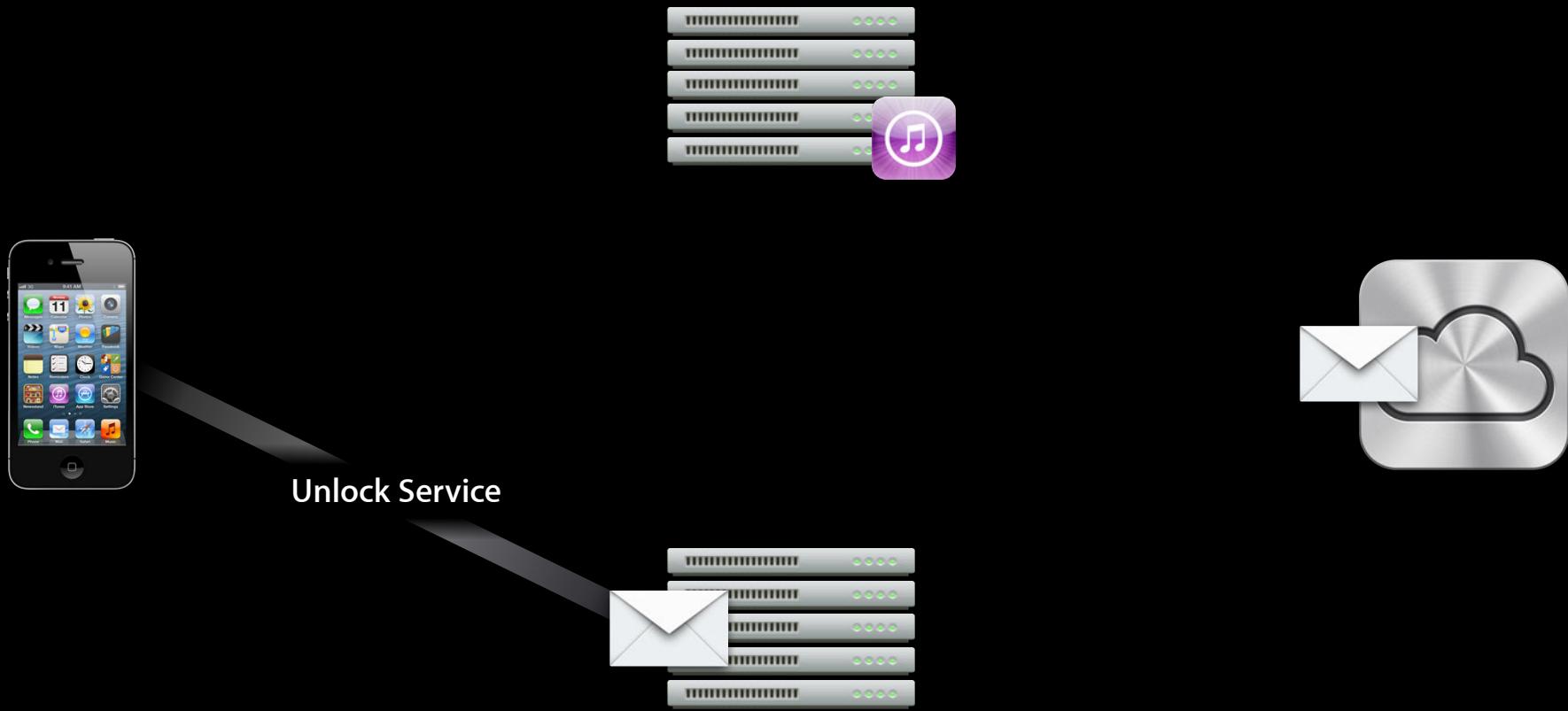
Service example



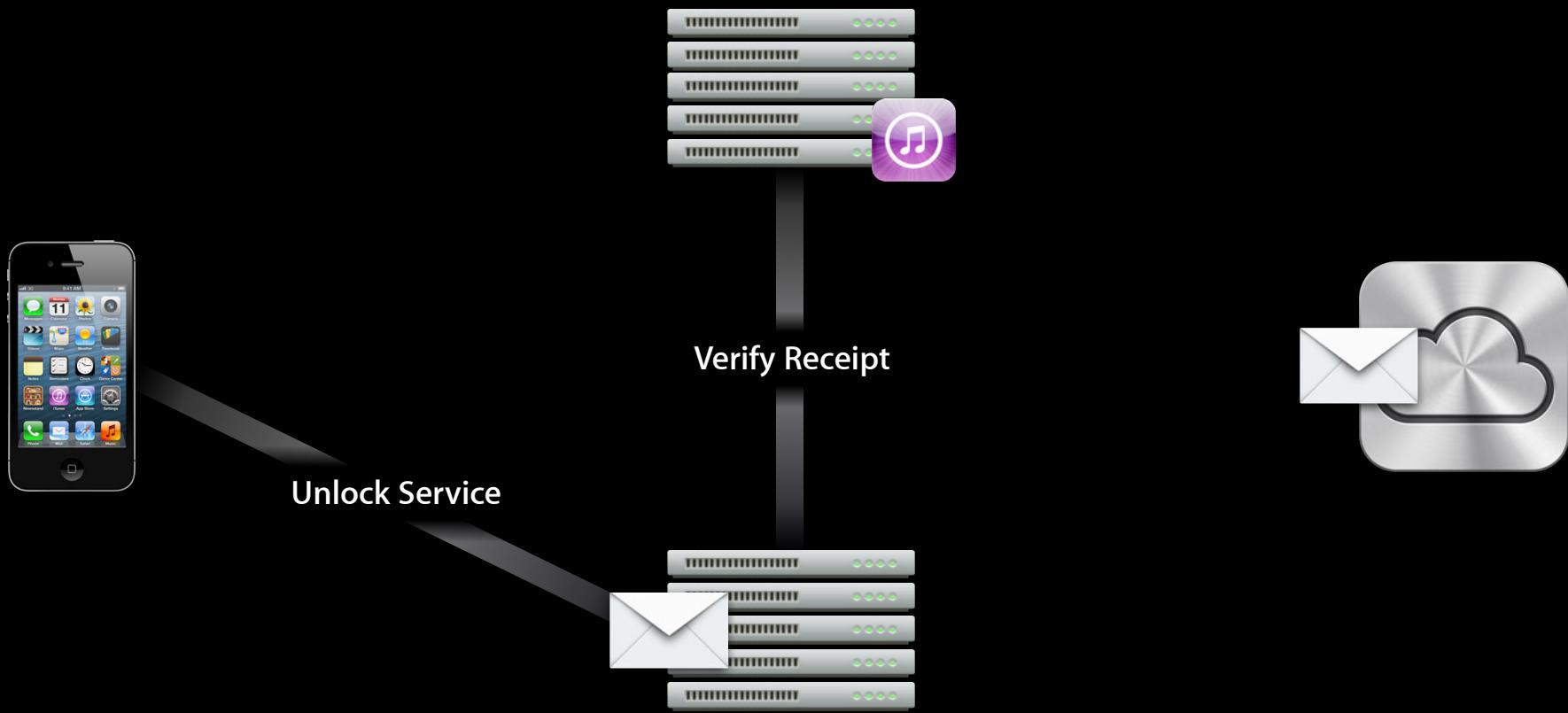
Initial Purchase Service example



Initial Purchase Service example



Initial Purchase Service example



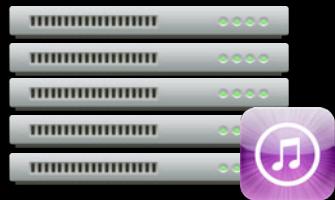
Initial Purchase

Service example

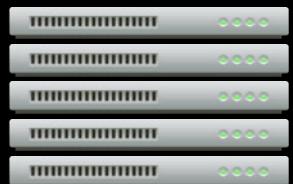


Initial Purchase

Service example

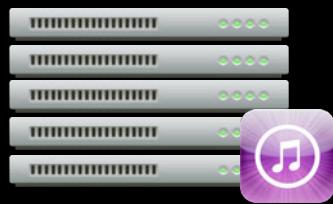


Paid
Persisted
Acknowledged
Service Enabled

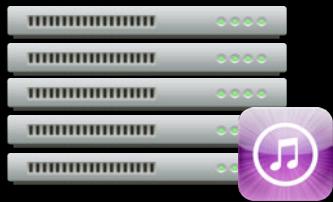


Manual Renewal

Manual Renewal



Manual Renewal



Manual Renewal



Get Receipts



Manual Renewal



Get Receipts



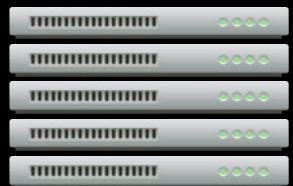
Manual Renewal



Check for
Expiry



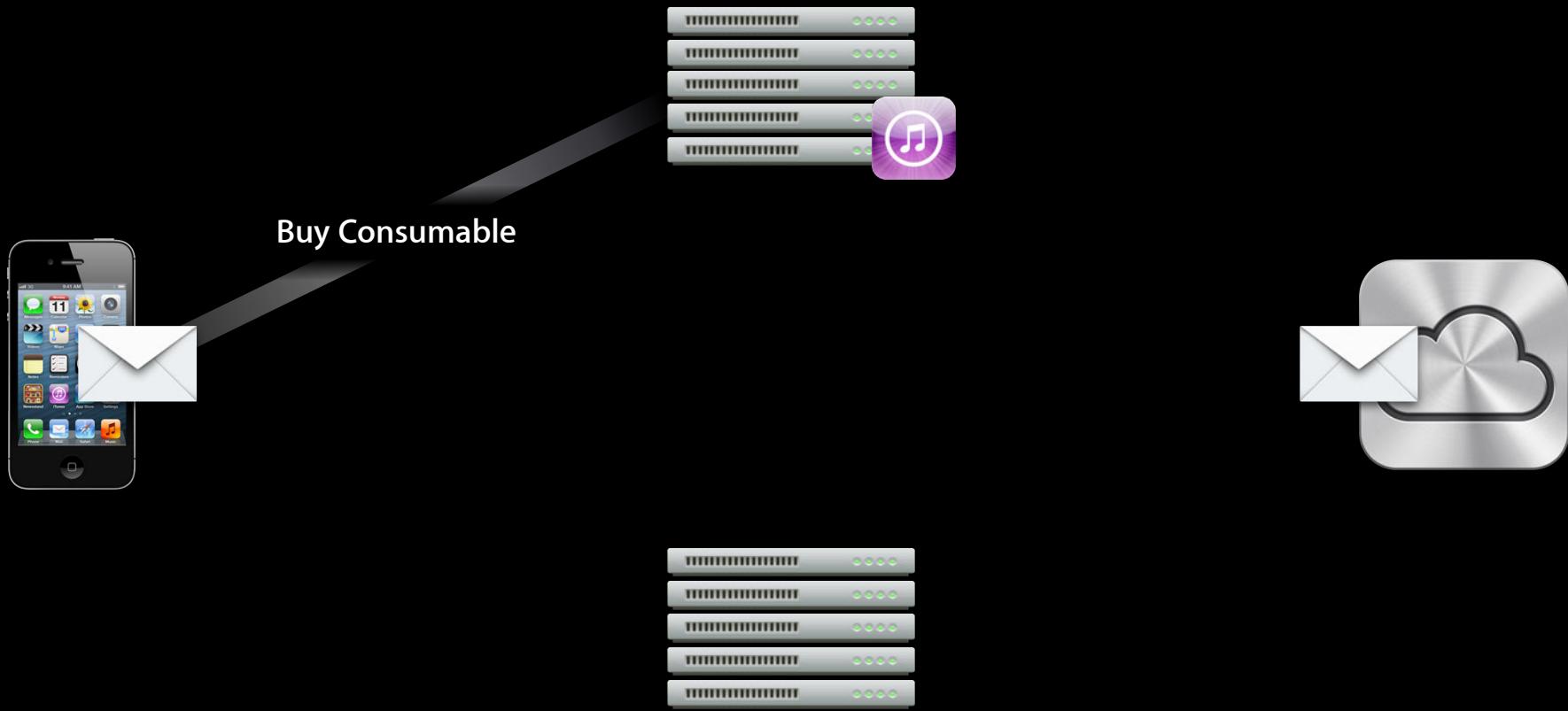
Get Receipts



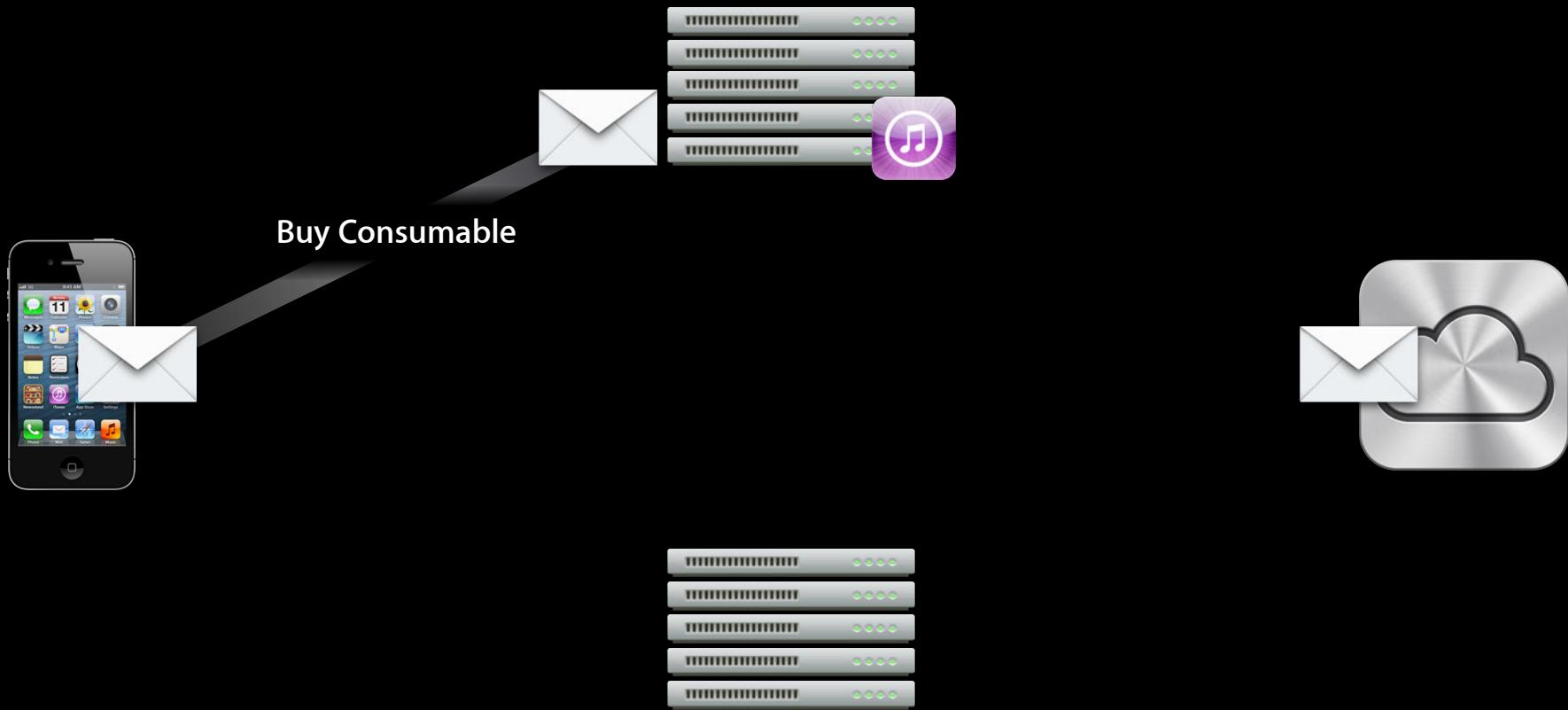
Manual Renewal



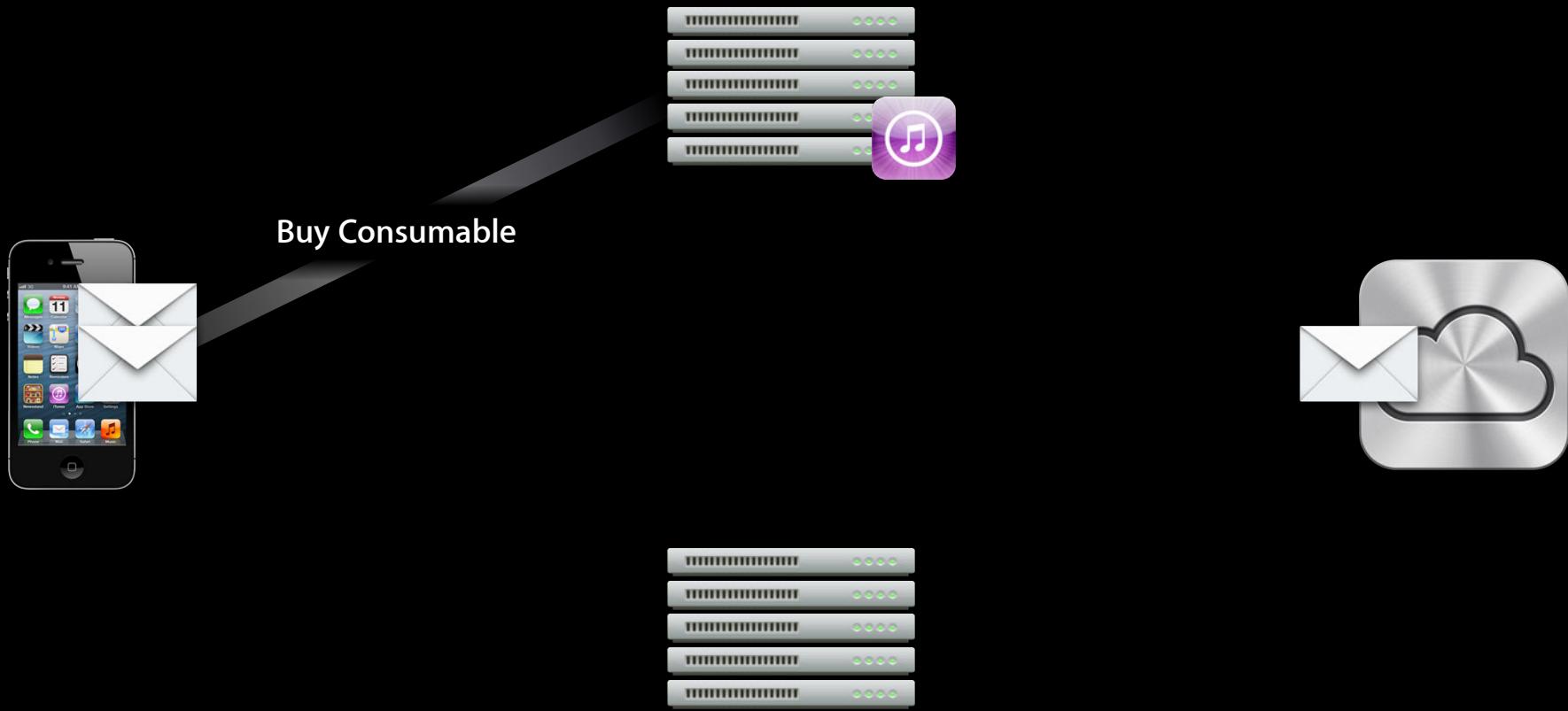
Manual Renewal



Manual Renewal



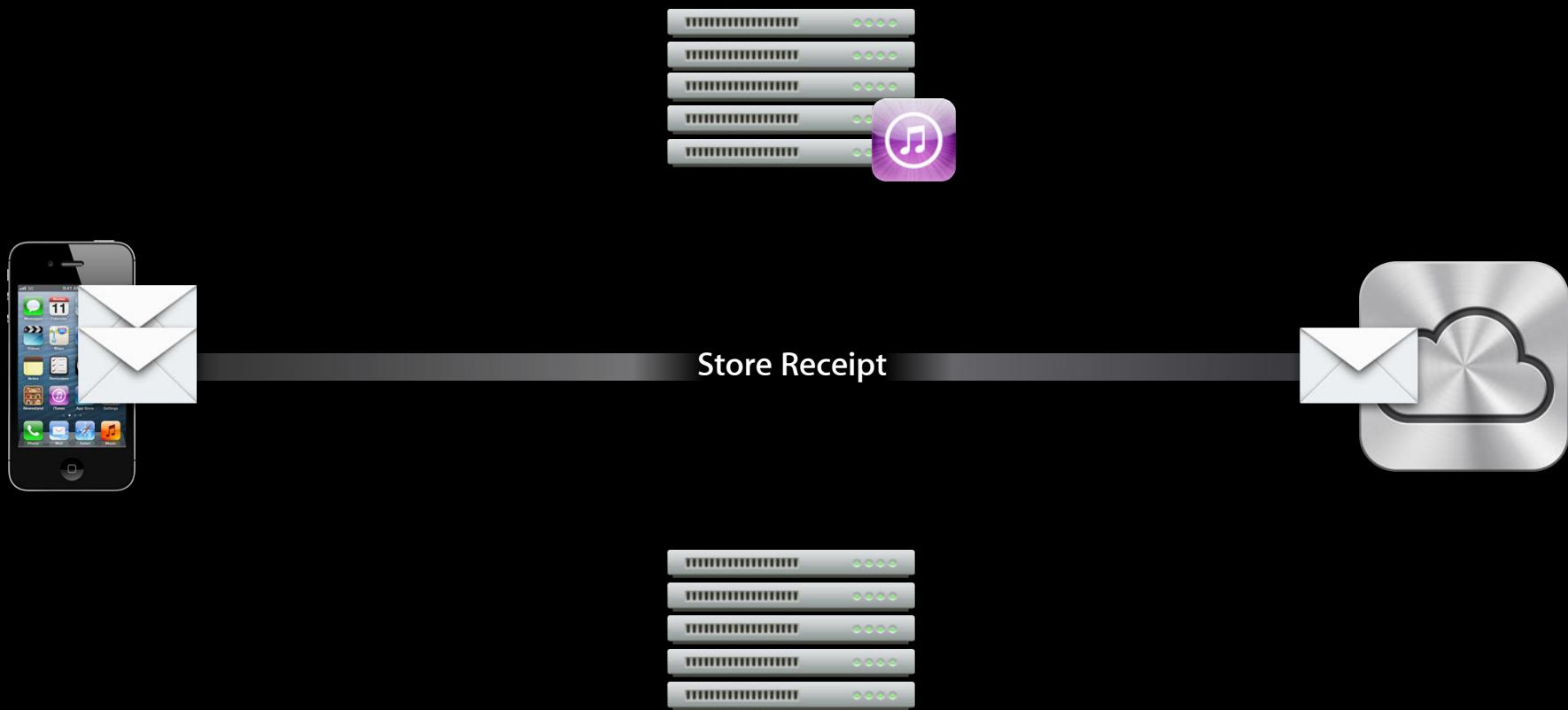
Manual Renewal



Manual Renewal



Manual Renewal



Manual Renewal



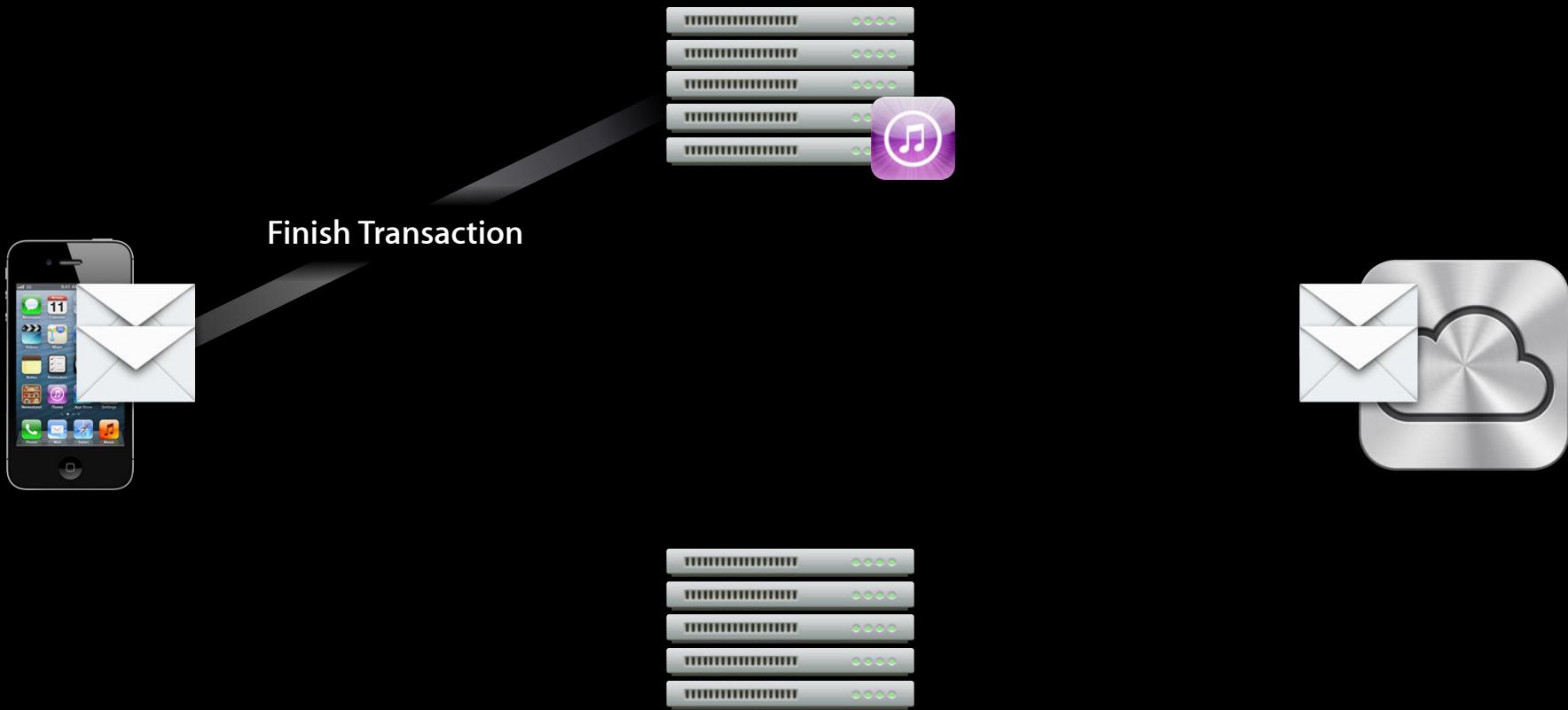
Store Receipt



Manual Renewal



Manual Renewal



Manual Renewal



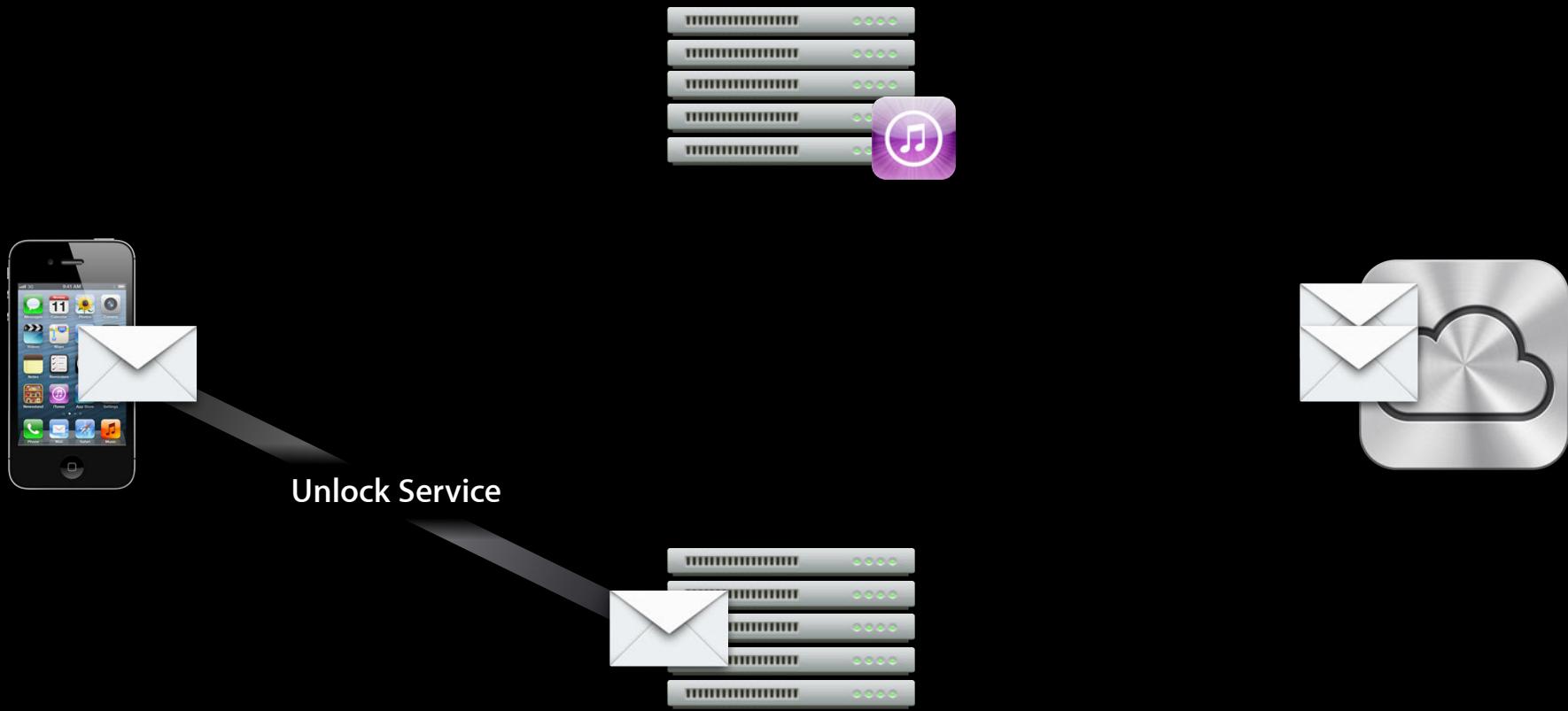
Manual Renewal



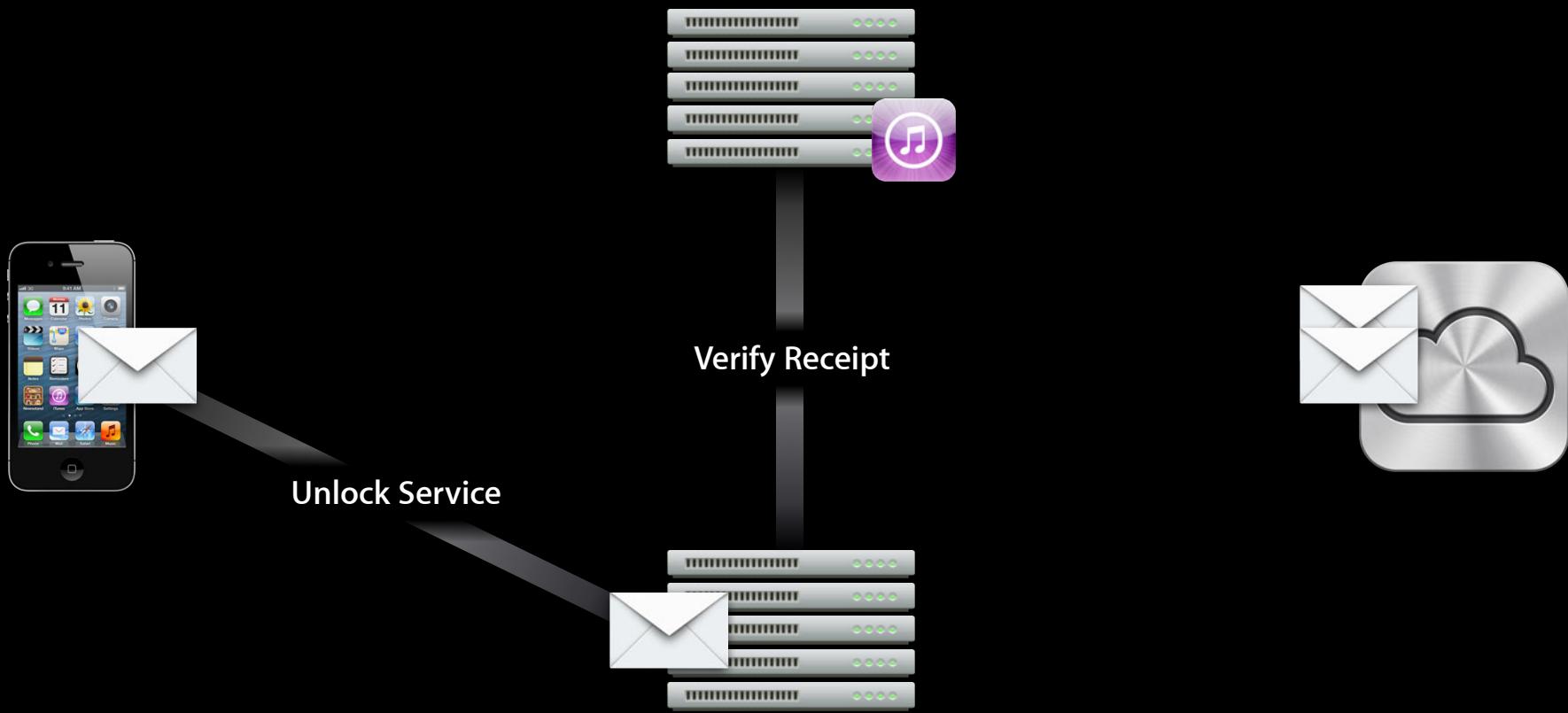
Unlock Service



Manual Renewal



Manual Renewal



Manual Renewal



Manual Renewal



Status Queried
Paid
Persisted
Acknowledged
Service Extended



Restore

Restore



Restore



Restore



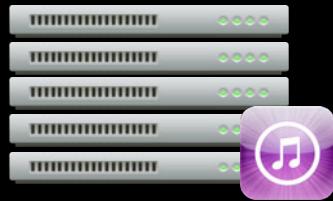
Get Receipts



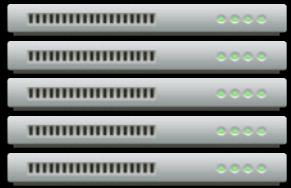
Restore



Get Receipts



Restore



Restore



Unlock Service



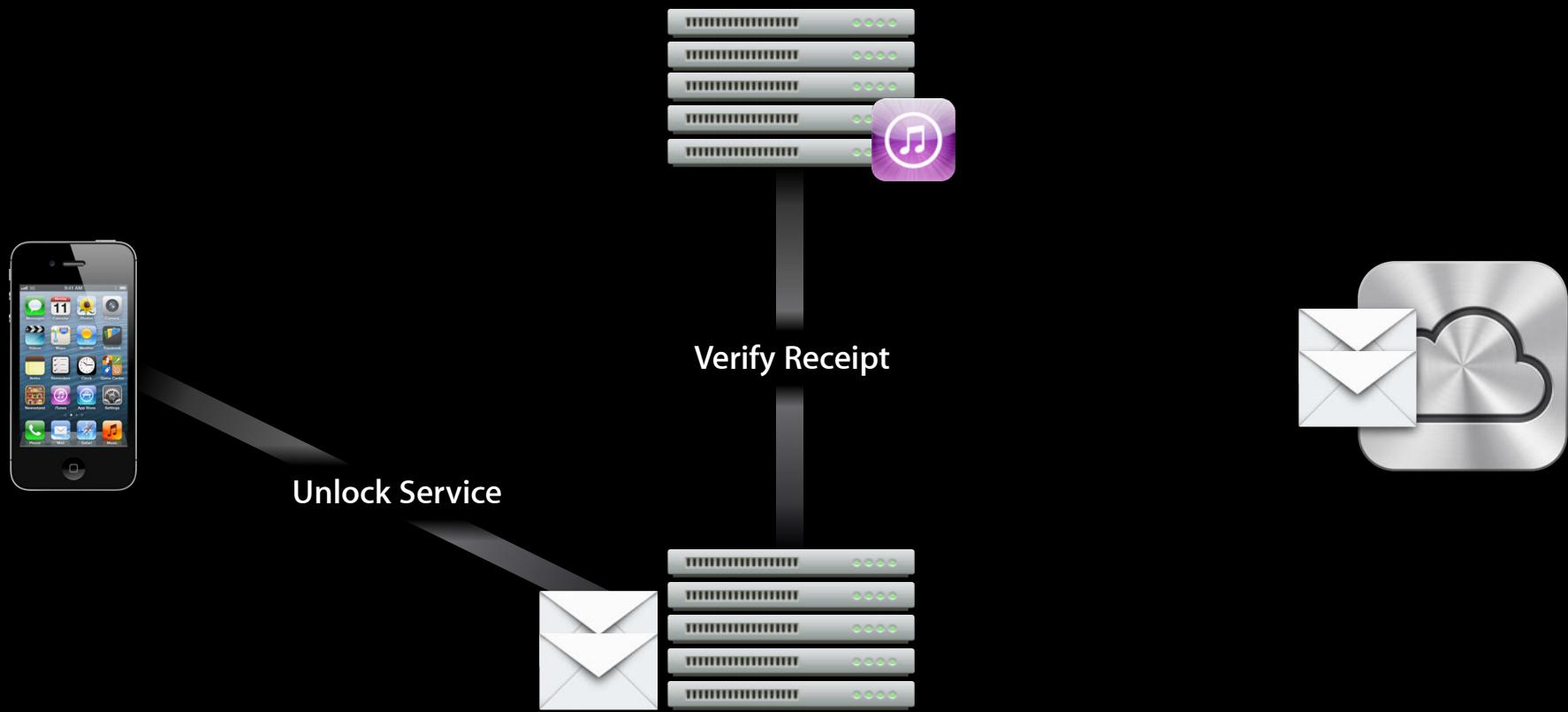
Restore



Unlock Service



Restore



Restore



Restore

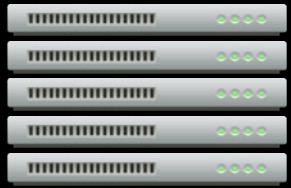


Status Queried
Verified
Service Enabled



Downside

Downside



Downside



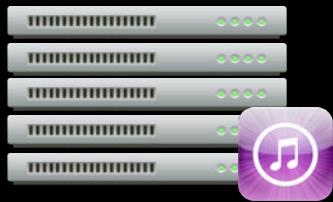
Downside



User logs out
of iCloud



Downside



User logs out
of iCloud



Downside



Get Receipts

User logs out
of iCloud



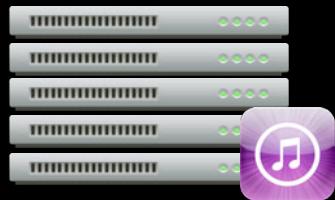
Downside



User logs out
of iCloud



Downside



Downside



Status Queried
No Receipts
No Service



Account Registration Strategy

Store receipts on your server

- Ask user to register with your server **before** purchase
- **After** purchase but **before** finishing the transaction
 - Persist receipt on your server
 - Associate receipt with the user's account on your server
- Consult **your server** on receipt restoration
- Consult **your server** on for expiration testing

Review Responsibilities

- You need to associate receipts with the user
 - iCloud or Ask user to register with your server
- You need to persist receipts
 - iCloud storage or Your own server
- You need to implement restore all
 - App requests receipts from storage

Summary

- Subscription lifecycle
- Using receipts for purchases, renewals, and restores
- Sandbox capabilities and limitations
- Approaches for using Non-autorenewable subscriptions

Your Customer's Experience

The impact of your iTunes Connect information

Aubrey Ness
App Store Operations Manager

Email Confirmations



Device UI



Device UI



3 Key Areas



3 Key Areas

3 Key Areas

- Metadata

3 Key Areas

- Metadata
- Pricing

3 Key Areas

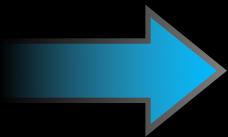
- Metadata
- Pricing
- Availability

Metadata

What is Metadata?

In-App
Purchase
Display Name

In-App
Purchase
Display Name



Your
Subscription
Brand

Add Language

Language 

Display Name 

Description 

Publication Name 

Add Language

Language ?

Display Name ?

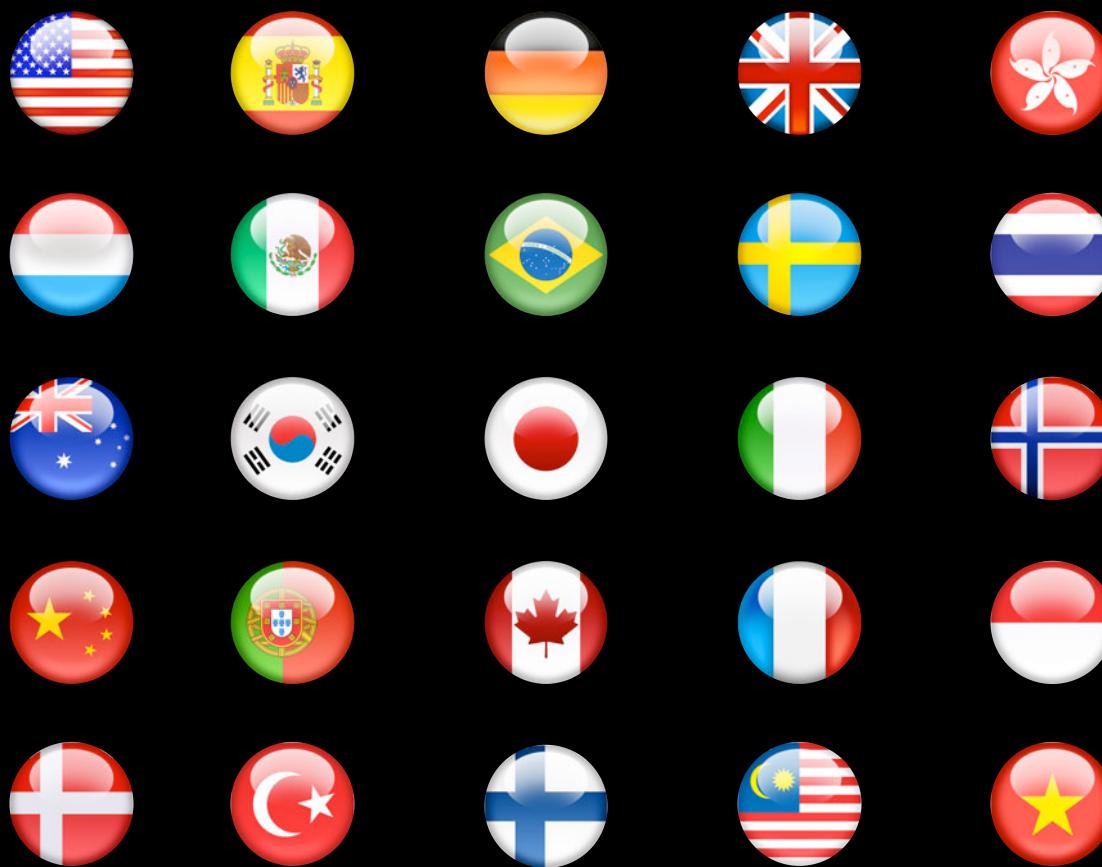
Description ?

Publication Name ?

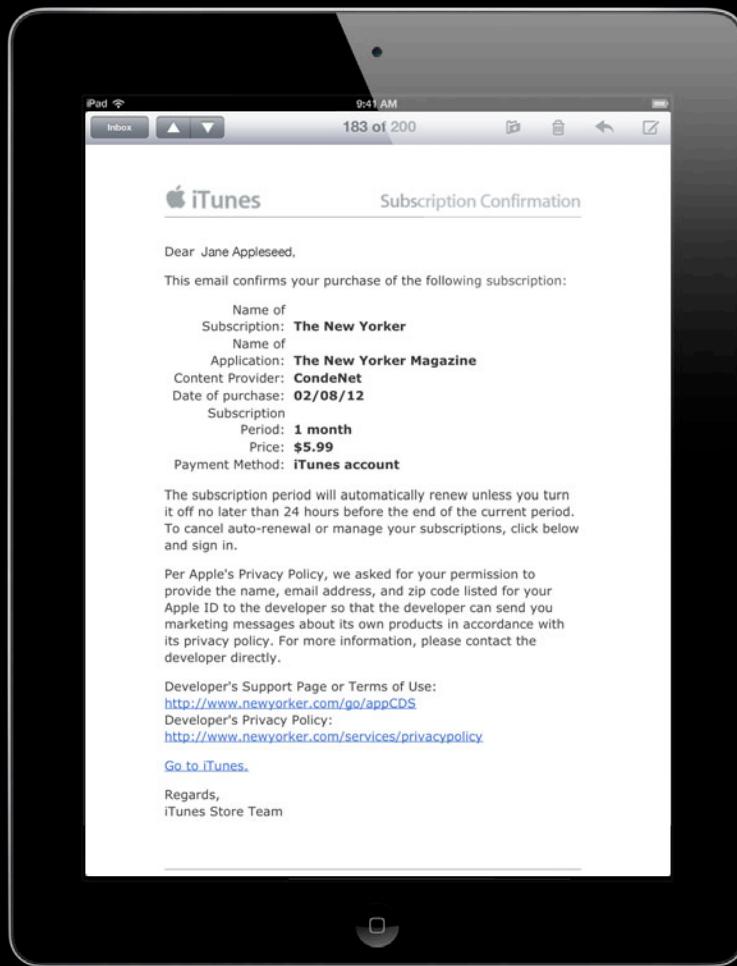
Cancel

Save

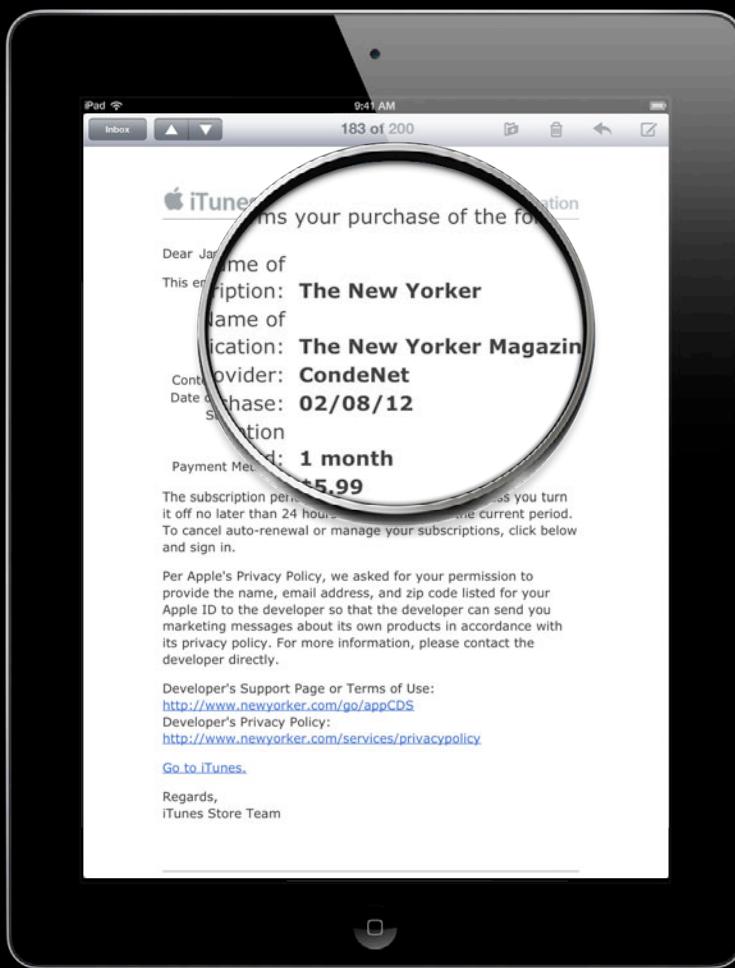
Global Subscription



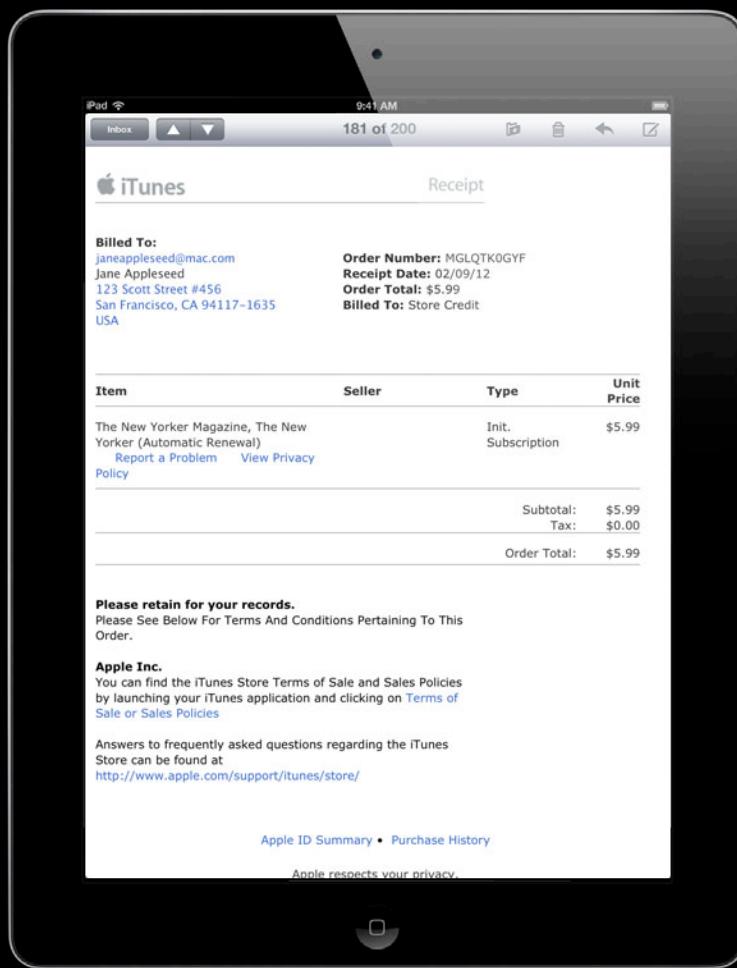
You've Subscribed to <IAP display name>



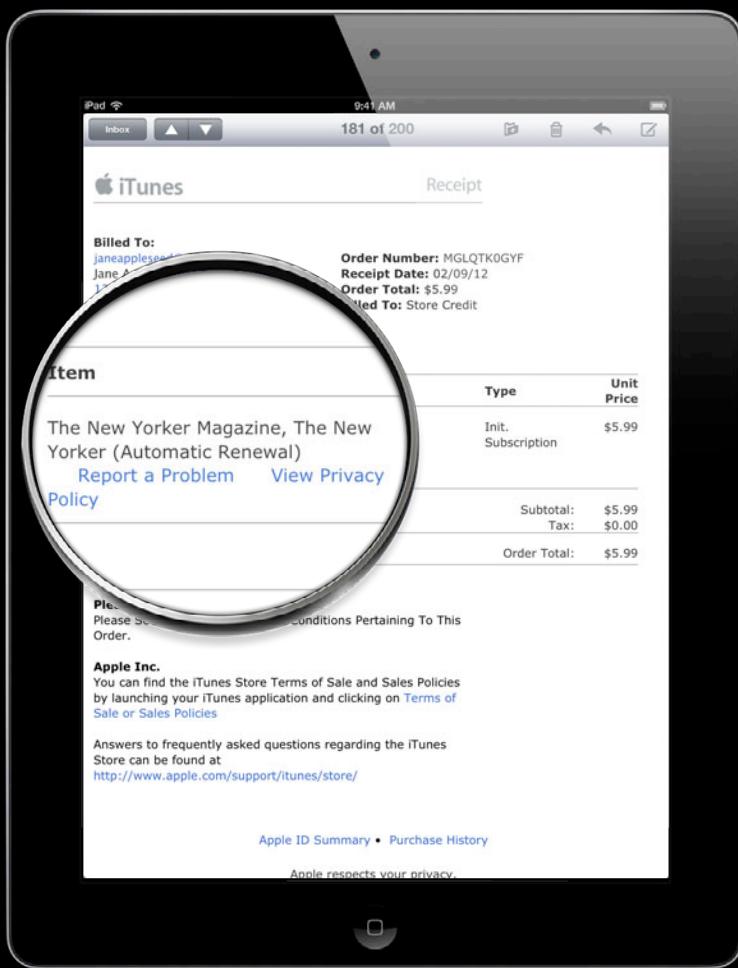
You've Subscribed to <IAP display name>



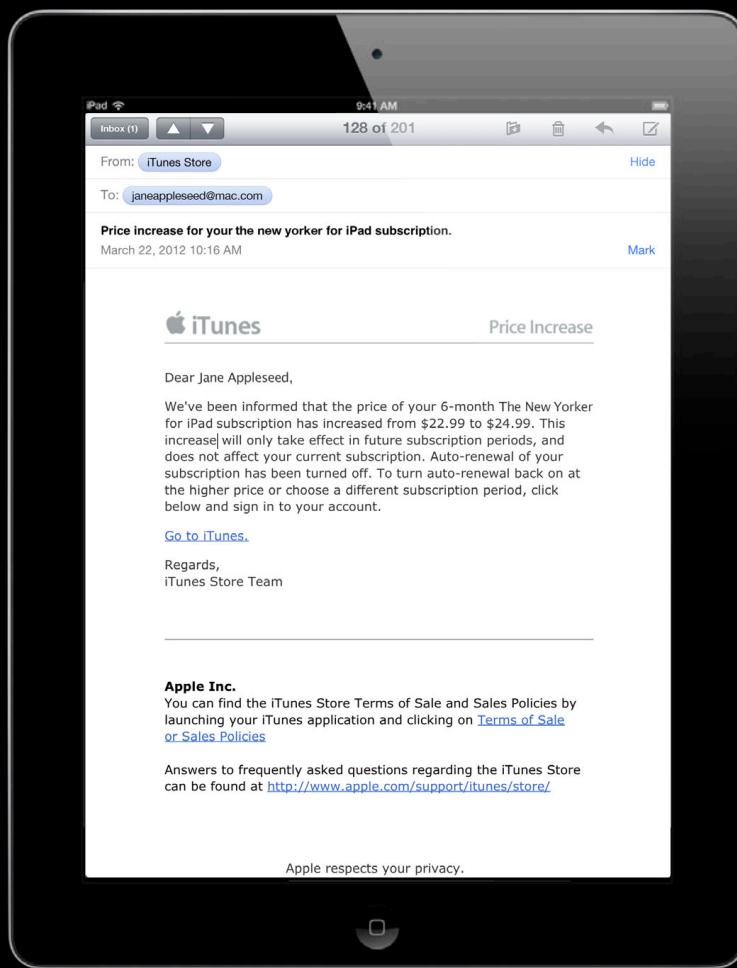
Your Receipt



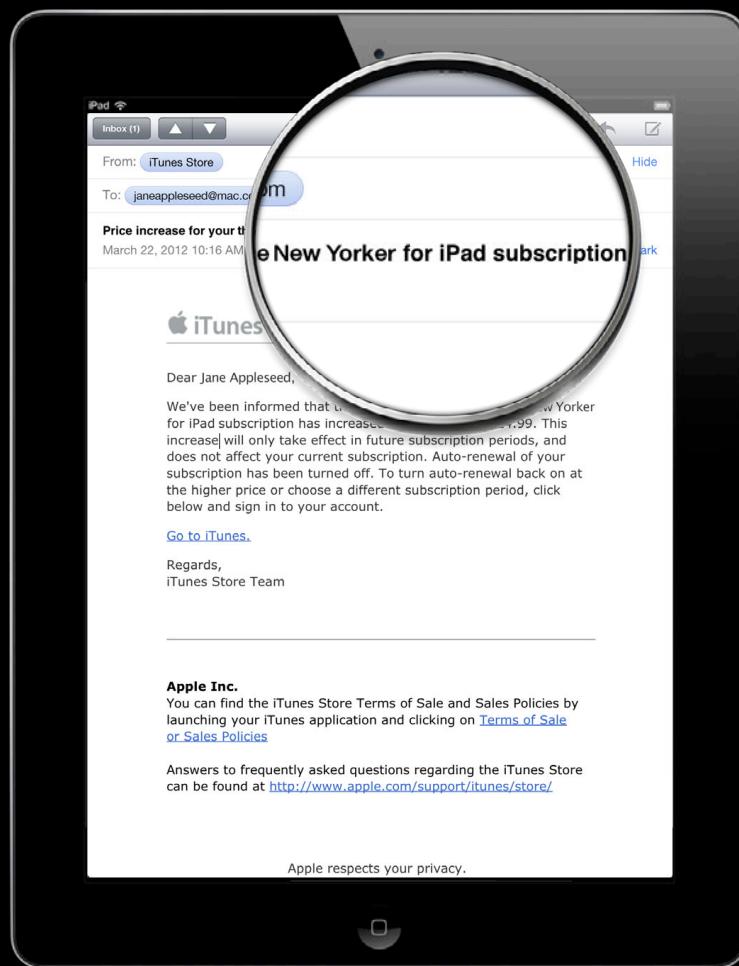
Your Receipt



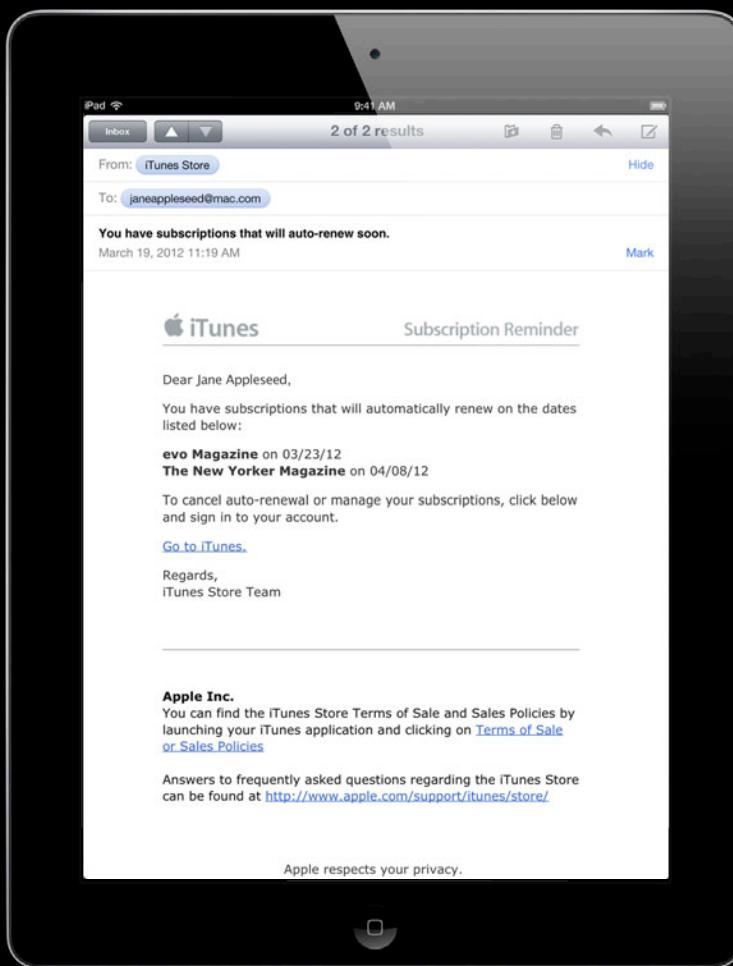
Price Increase for <IAP display name>



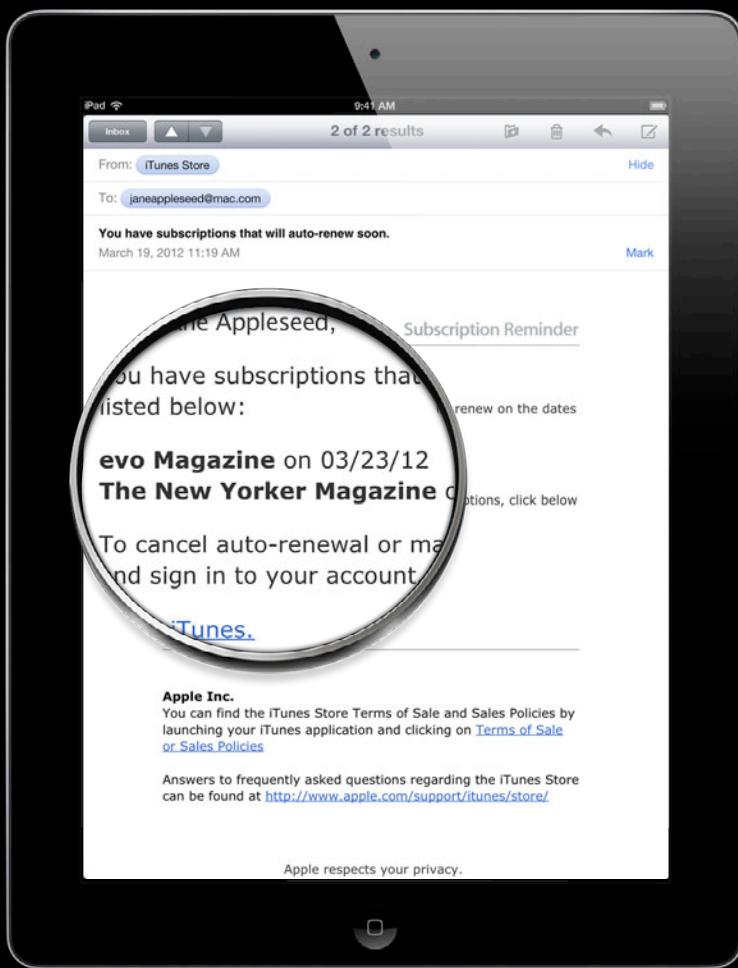
Price Increase for <IAP display name>



Will Renew Soon



Will Renew Soon



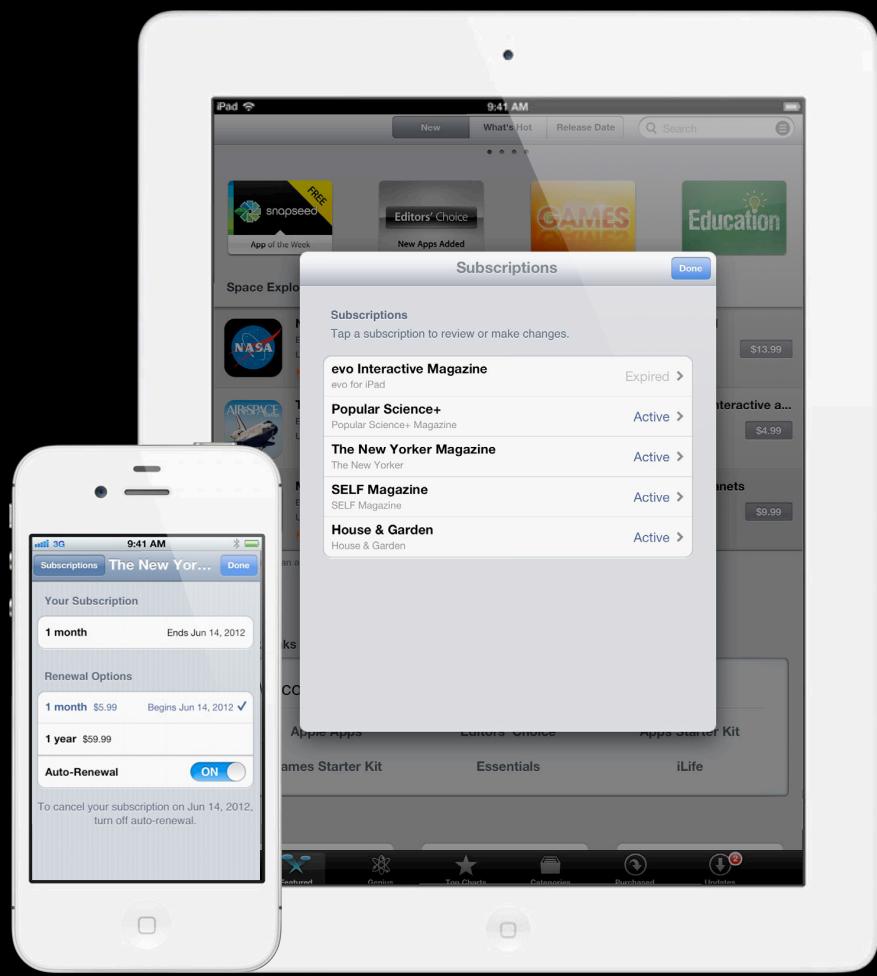
Manage Subscriptions UI



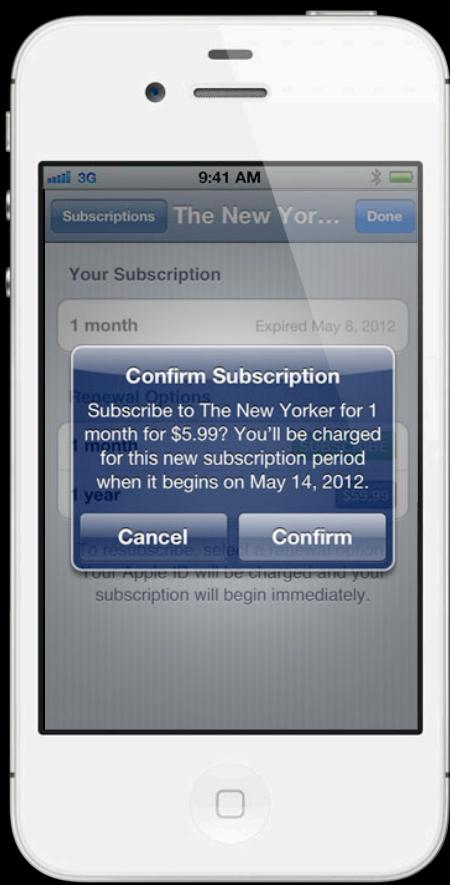
Manage Subscriptions UI



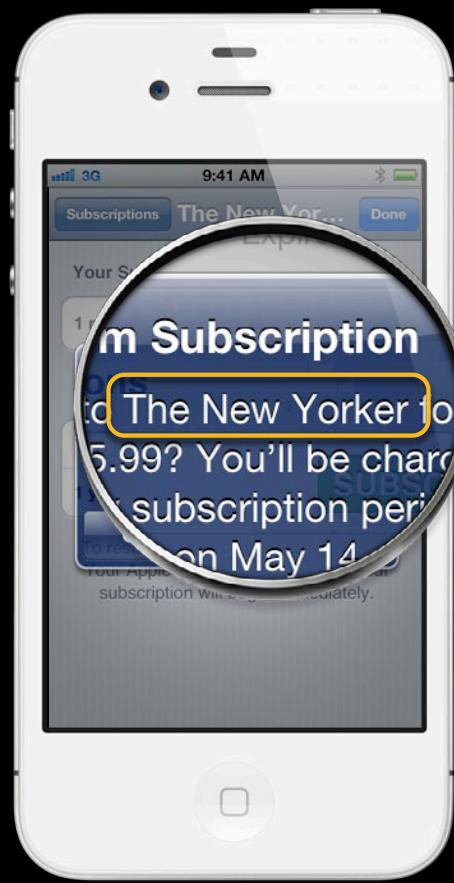
Manage Subscriptions UI



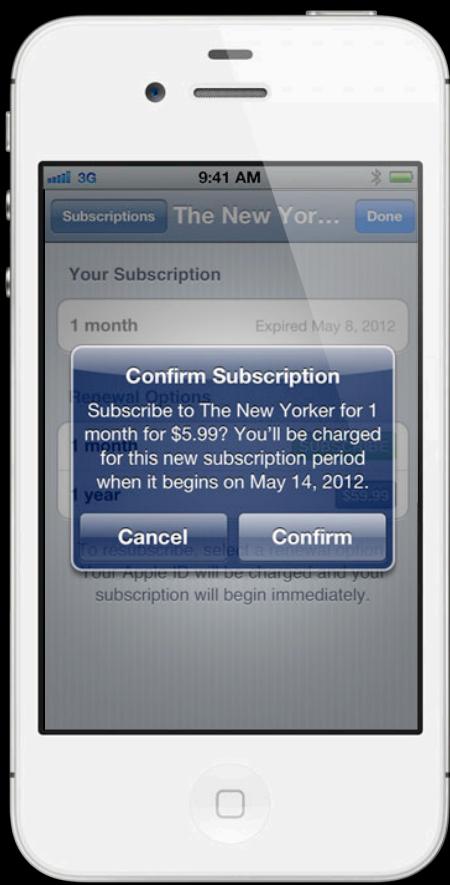
Subscription Confirmation UI



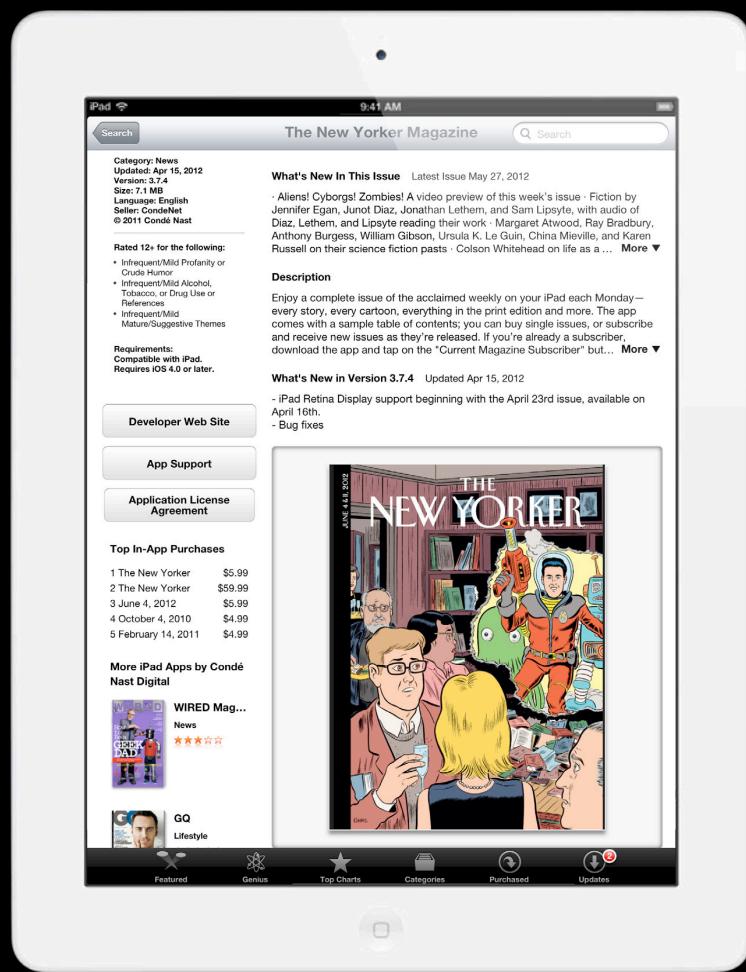
Subscription Confirmation UI



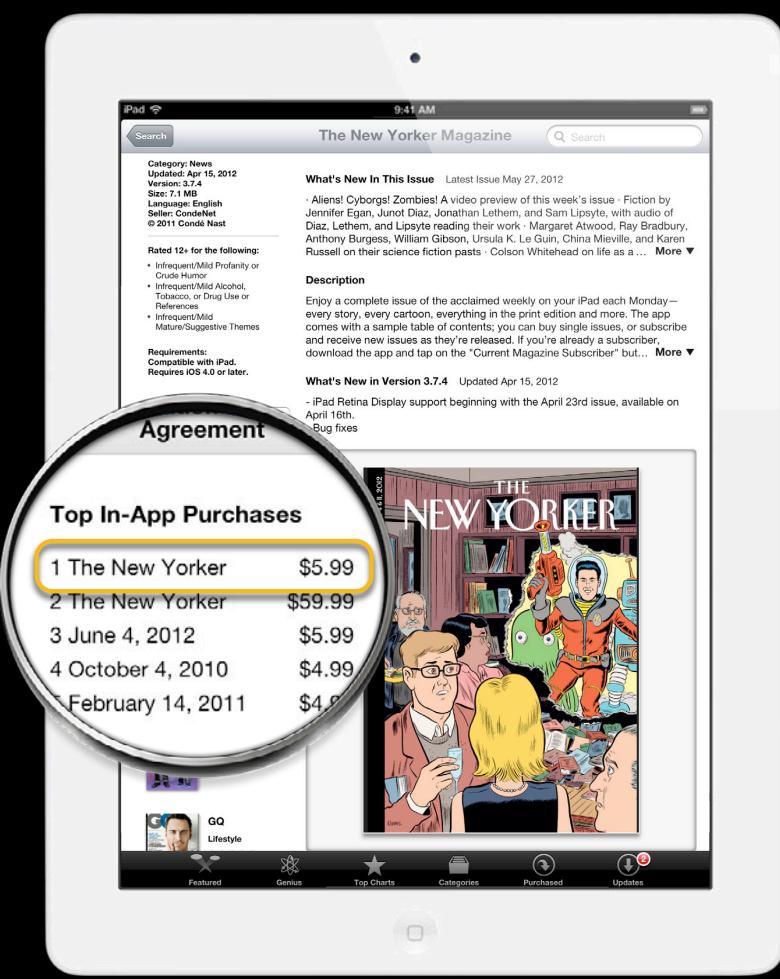
Subscription Confirmation UI



App Store Charts



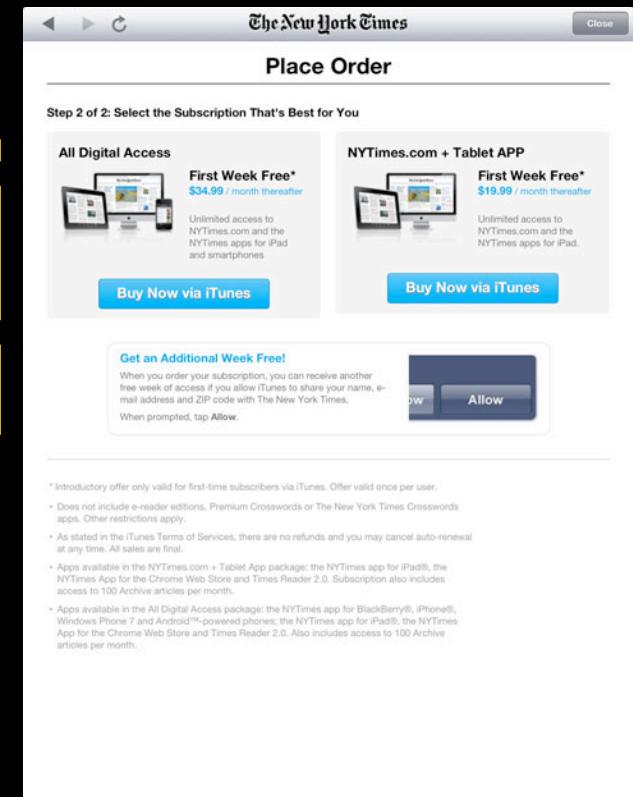
App Store Charts



SKProduct Class in StoreKit

```
@interface SKProduct : NSObject  
  
@property NSString *localizedDescription;  
@property NSString *localizedTitle;  
@property NSString *productIdentifier;  
@property NSDecimalNumber *price;  
@property NSLocale *priceLocale;  
  
@end
```

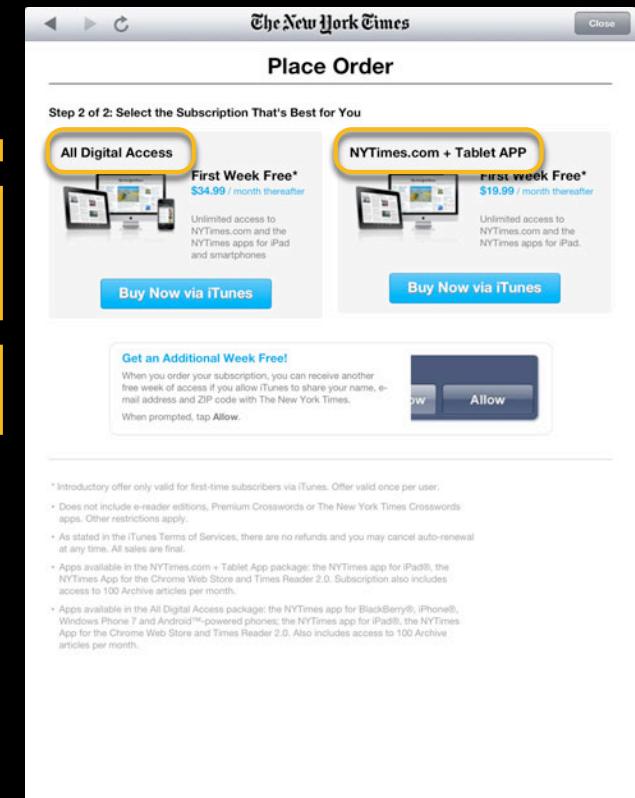
Title → |
Pricing → |
Description → |



SKProduct Class in StoreKit

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@property NSString *localizedDescription;  
@property NSString *localizedTitle;  
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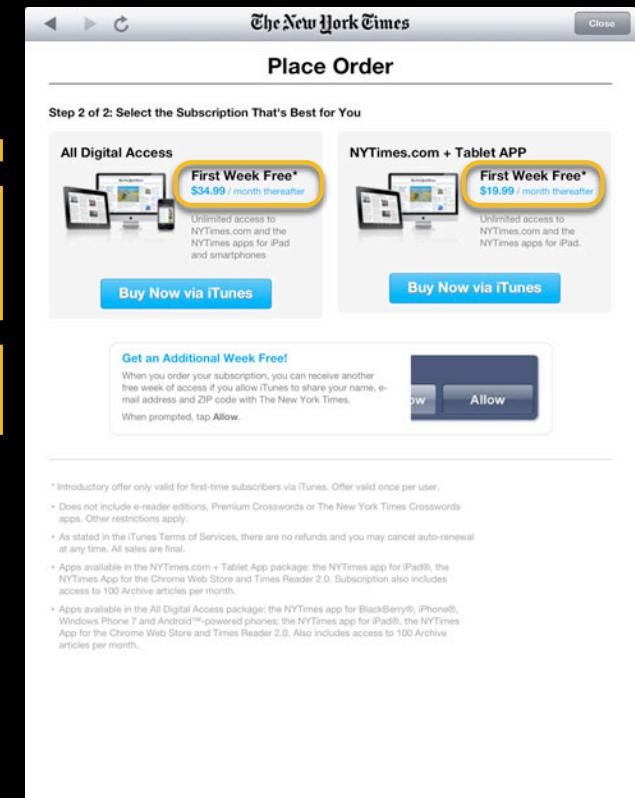
Title → |
Pricing → |
Description → |



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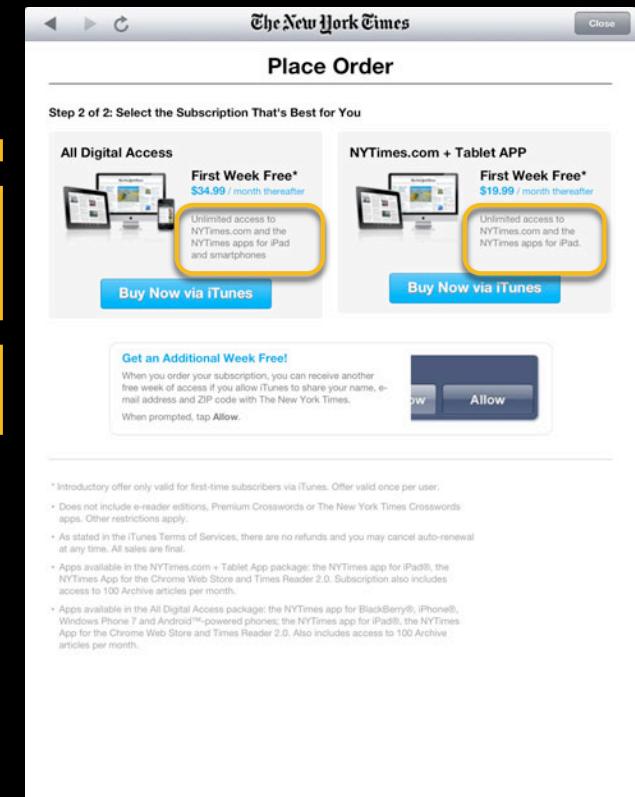
Title → |
Pricing → |
Description → |



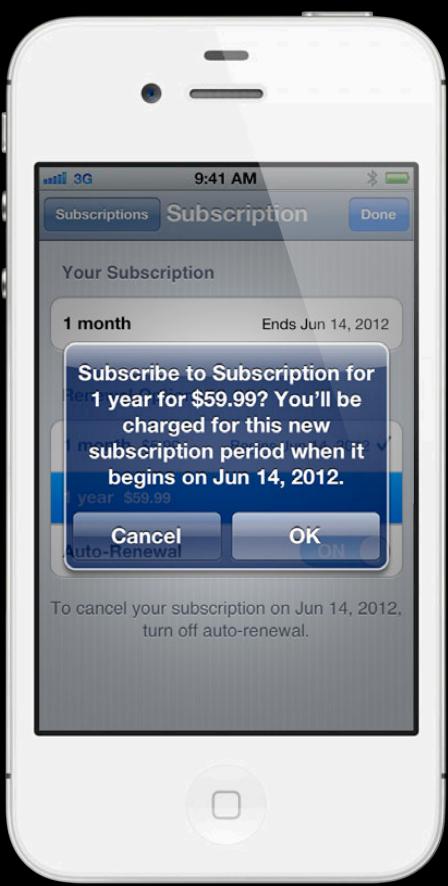
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```

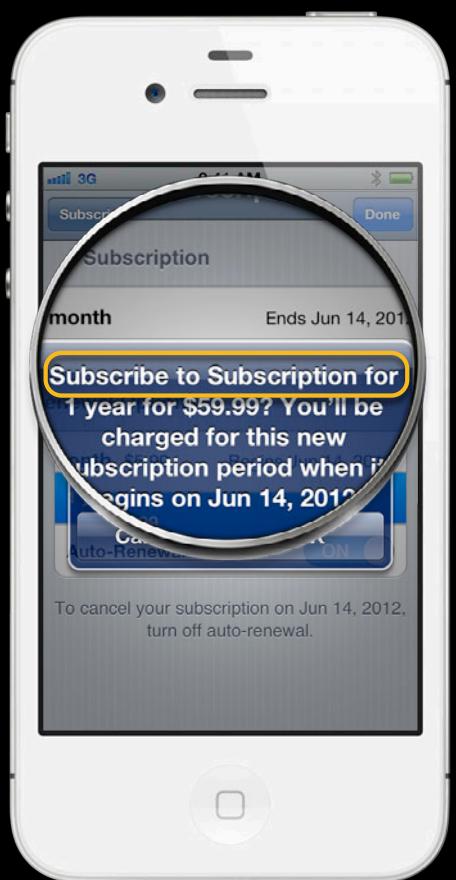
Title → |
Pricing → |
Description → |



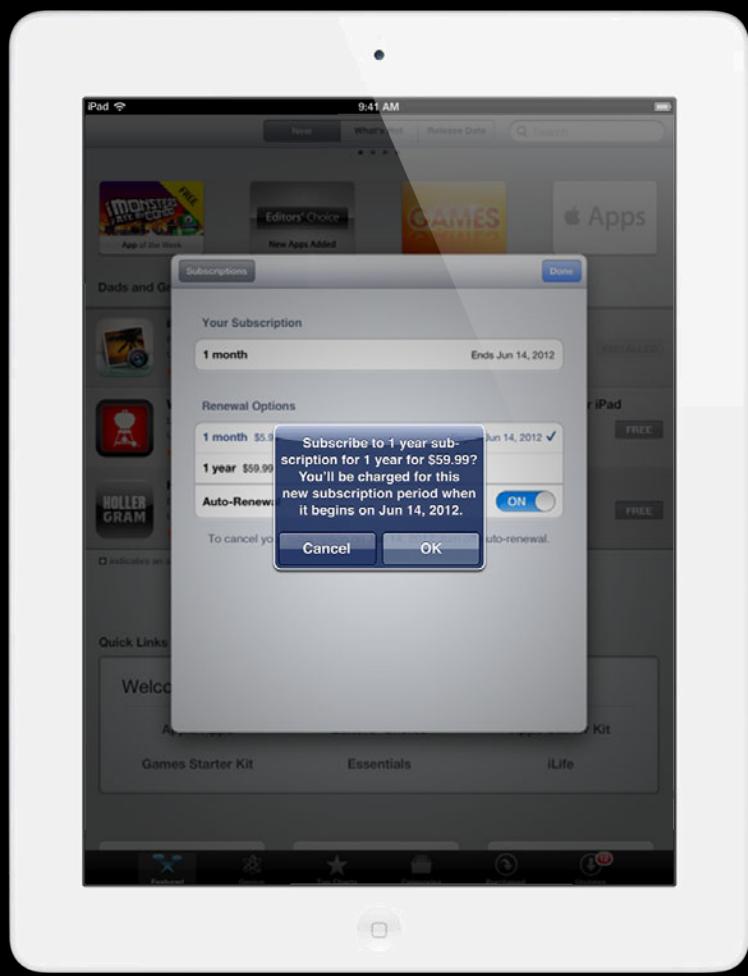
What Not to Do...



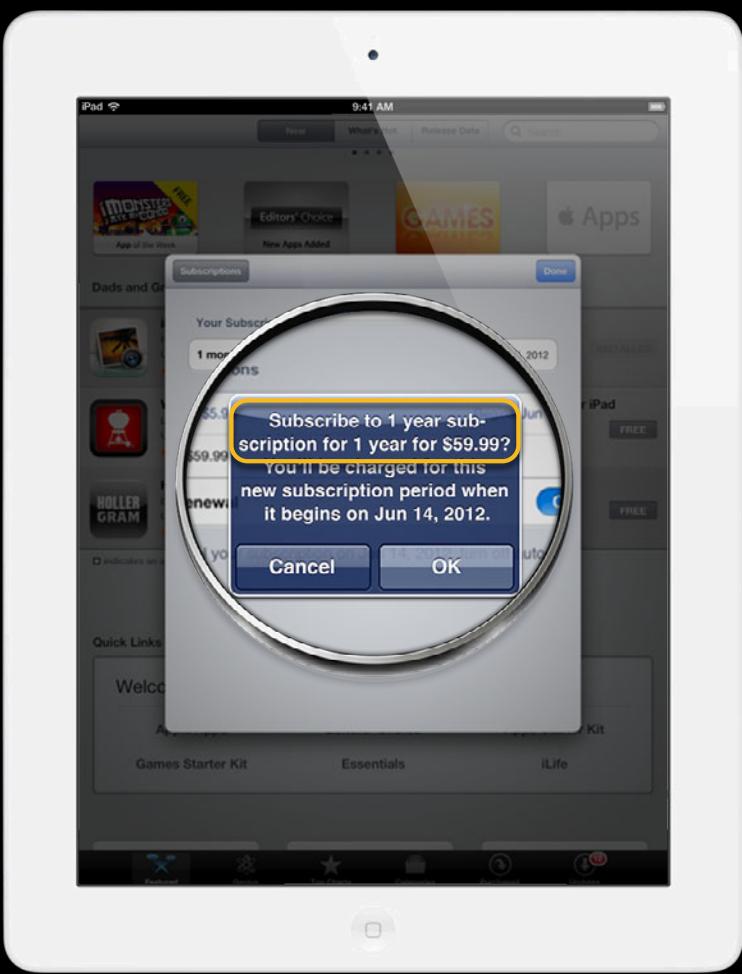
What Not to Do...



What Not to Do...

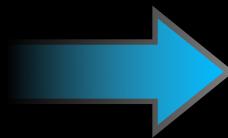


What Not to Do...



**Publication
Name**

Publication
Name



Your
Brand



Add Language

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



Add Language

Language ?

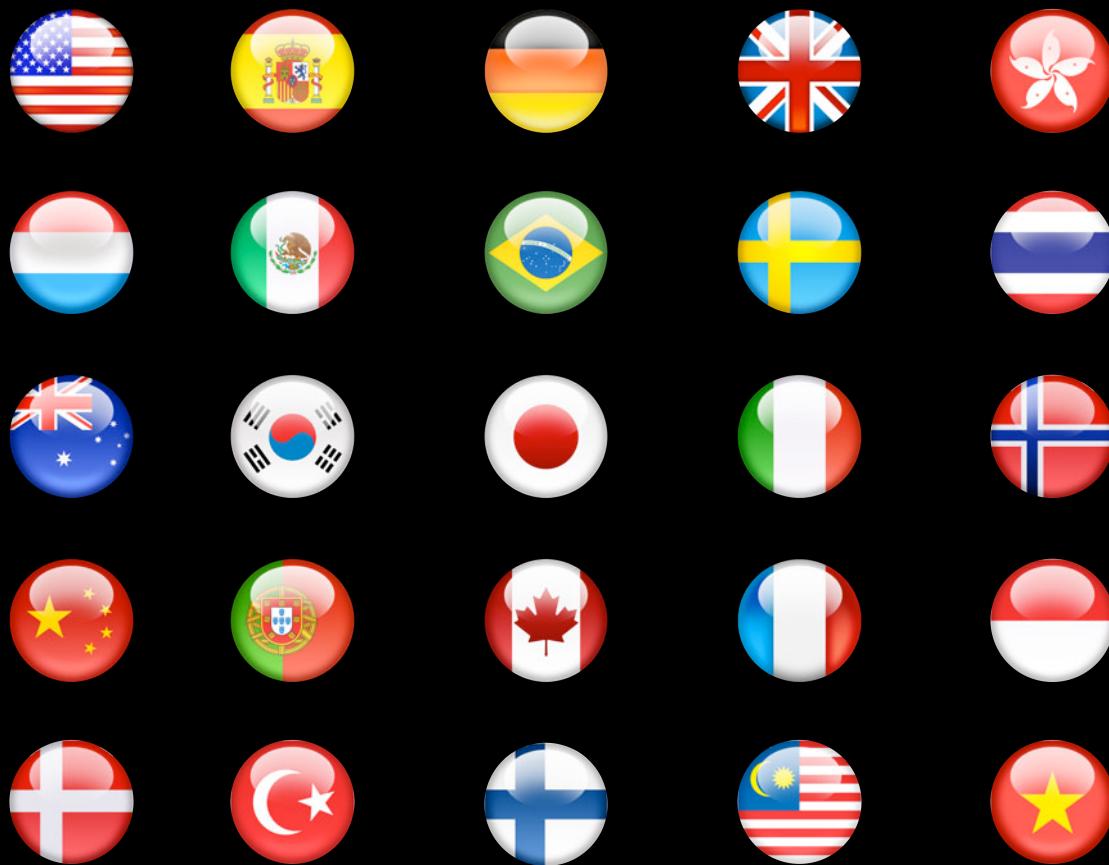
Display Name ?

Description ?

Publication Name ?

Cancel Save

Global Brand







What Not to Do...



What Not to Do...



Privacy Policy URL
Support URL

Edit English

App Name **Vogue**

Description



What's New in this Version



Support Email Address



Support URL



Marketing URL (Optional)



Privacy Policy URL



iPhone and iPod touch Screenshots

[Choose File](#)

iPad Screenshots (drag and drop to change the order)



[Choose File](#)

[Cancel](#)

[Save](#)

Edit English

App Name **Vogue**

Description



What's New in this Version



Support Email Address



Support URL



Marketing URL (Optional)



Privacy Policy URL



iPhone and iPod touch Screenshots



[Choose File](#)

iPad Screenshots (drag and drop to change the order)



[Choose File](#)

[Cancel](#)

[Save](#)

Edit English

App Name **Vogue**

Description



What's New in this Version



Support Email Address



Support URL



Marketing URL (Optional)



Privacy Policy URL



iPhone and iPod touch Screenshots



[Choose File](#)

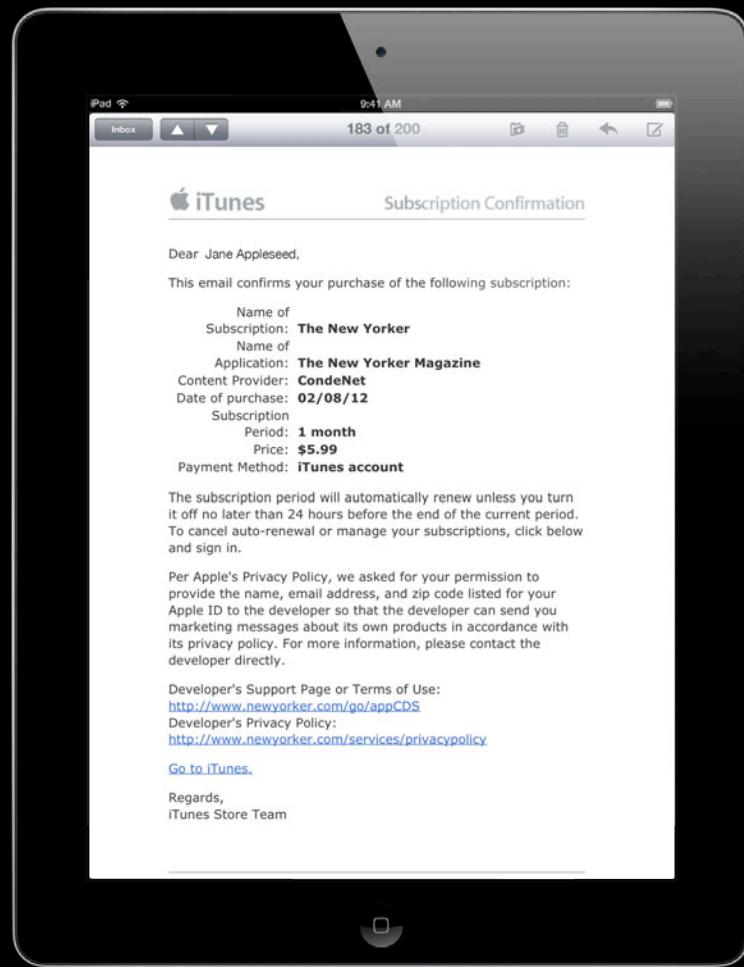
iPad Screenshots (drag and drop to change the order)

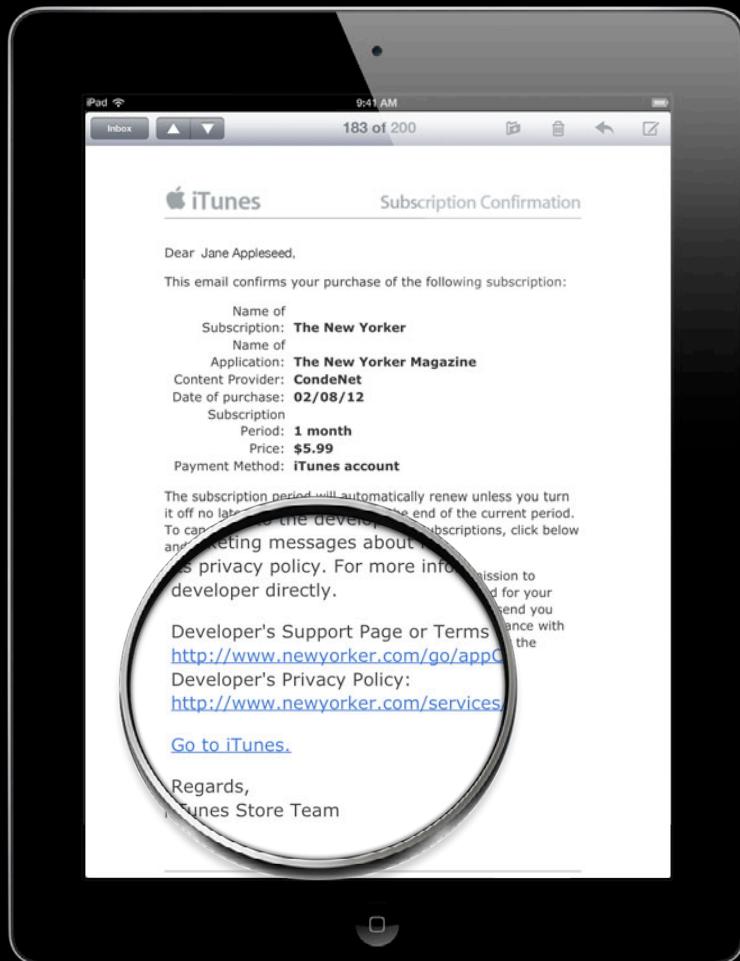


[Choose File](#)

[Cancel](#)

[Save](#)









Ignoring me!! ★★★★☆

by Applover24 - Version 1.1 - January 24, 2012

[Report a Concern >](#)

The app keeps crashing and when I emailed the developer through their URL, I got no response! Come on! I want to be able to use this app.

Was this review helpful? [Yes](#) | [No](#)

Support URL dead ★★★★☆

by Mz. Richards - Version 1.1 - February 2, 2012

[Report a Concern >](#)

I had some feedback for the app and wanted to tell the developer about it but when I clicked on their app support, it took me to a dead URL.

:(What a dead end.

Was this review helpful? [Yes](#) | [No](#)

Don't buy this app, you get no help ★★★★☆

by DJADD - Version 1.1 - March 30, 2012

[Report a Concern >](#)

Developer doesn't even care about updating the app. It's not working how I expected it to when I bought it and when I wanted to tell the developer, they never replied. Pretty bad customer service if you ask me.

Was this review helpful? [Yes](#) | [No](#)

Product IDs

Add Duration and Pricing

Duration

Product ID

Offer a marketing opt-in incentive? Yes No

Offer a Free Trial? Yes No

Cleared for Sale Yes No

Price Tier

[View Pricing Matrix](#)

Add Duration and Pricing

Duration

Product ID

Offer a marketing opt-in incentive? Yes No

Offer a Free Trial? Yes No

Cleared for Sale Yes No

Price Tier
[View Pricing Matrix](#)

Reading Your Reports

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Start Date	End Date	UPC	ISRC/ISBN	Vendor Identifier	Quantity	Partner Share	Partner Shar	Sales or Return	Apple Identif	Artist/Show	Title	Label/Studio	Grid	Product Type	ISAN/Other I	Country Of S	Pre-order Fla	Promo Code	Customer Pri	Customer Curren
2.	4/1/12	5/5/12			com.magazine.mycompany.7days	2	2.8	USD	S	123456789		My Magazine		IA1	BR				3.99	USD	
3.	4/1/12	5/5/12			com.magazine.mycompany.1year	3	0.7	USD	S	112233445		Your Magazine		IA1	US				0.99	USD	
4.	4/1/12	5/5/12			com.magazine.mycompany.6months	1	14	USD	S	223344556		My Magazine		IAY	PY				19.99	USD	

Reading Your Reports

A	B	C	D	E
Provider	Provider Country	SKU	Developer	Title
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.6months		My Magazine
APPLE	US	com.magazine.mycompany.1year		Your Magazine
APPLE	US	com.magazine.mycompany.1year		Your Magazine
APPLE	US	com.magazine.mycompany.7days		My Magazine
APPLE	US	com.magazine.mycompany.7days		My Magazine

C
SKU
com.magazine.mycompany.6months
com.magazine.mycompany.6months
com.magazine.mycompany.6months
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com.magazine.mycompany. 1year
com.magazine.mycompany.7days
com.magazine.mycompany. 7days

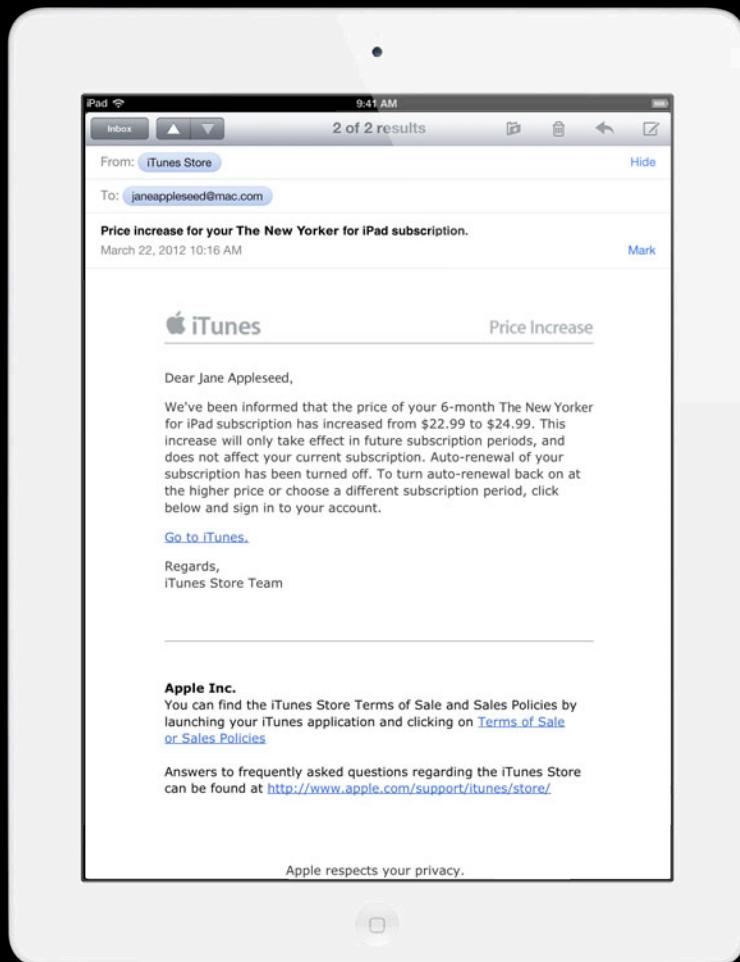
M	N	O	P	Q	R	S	T
Country Code	Currency	Apple Identif	Customer Pri	Promo Code	Parent Identif	Subscription	Period
MX	MXN	1234567890	120			New	6 Months
US	USD	123456789	9.99			Renewal	6 Months
GB	GWP	123456789	6.99			Renewal	6 Months
US	USD	123456789	9.99			New	6 Months
MX	MXN	112233445	240			New	1 Year
RU	USD	112233445	59.99			Renewal	1 Year
CA	CAD	22334455	19.99			New	1 Year
BR	USD	22334455	19.99			New	1 Year

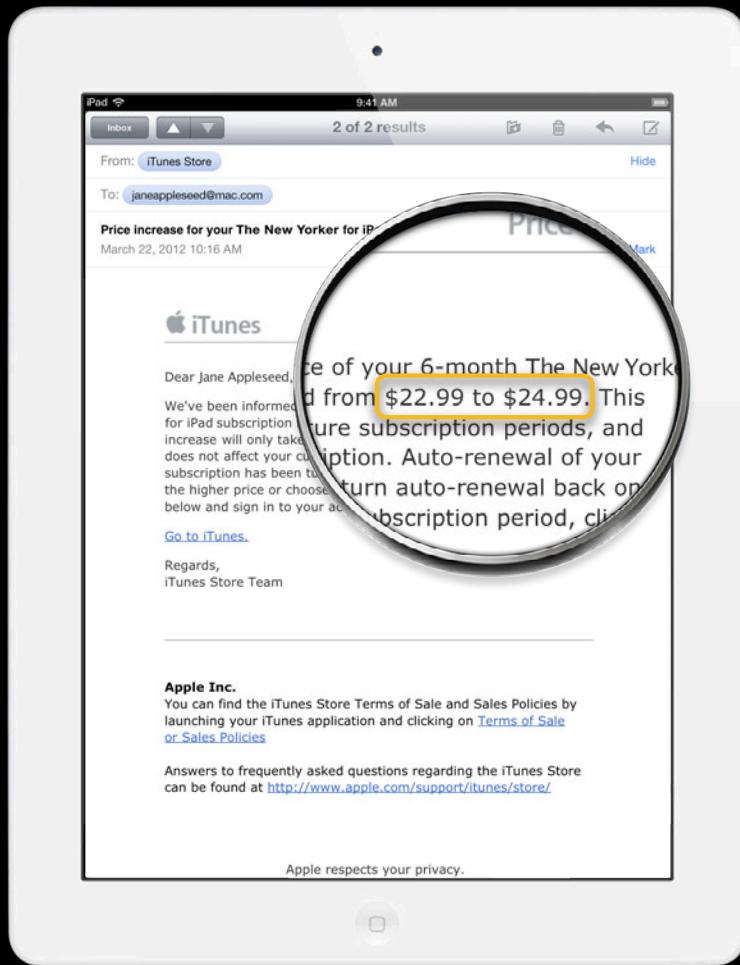
A	B	C	D	E	F	G
Start Date	End Date	UPC	ISRC/ISBN	Vendor Identifier	Quantity	Partner Sh
4/1/12	5/5/12			com.magazine.mycompany.7days	2	
4/1/12	5/5/12			com.magazine.mycompany.1year	3	
4/1/12	5/5/12			com.magazine.mycompany.6months	1	

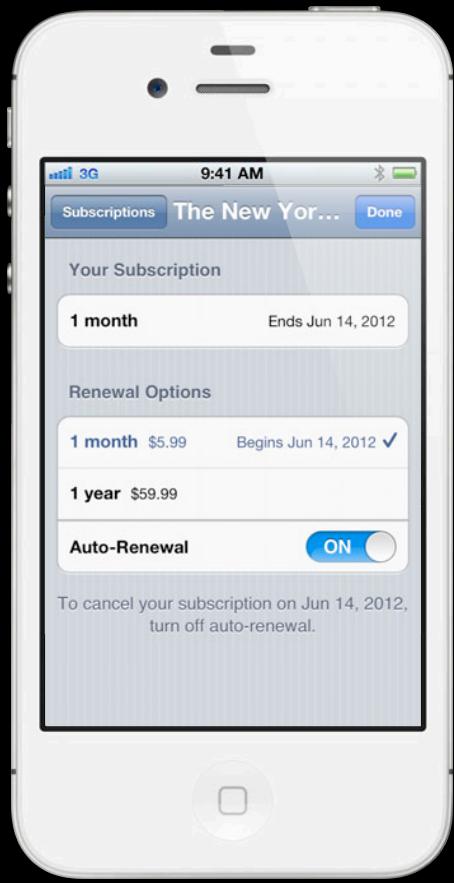
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Vendor Identifier
com.magazine.mycompany.7days
com.magazine.mycompany.1year
com.magazine.mycompany.6months

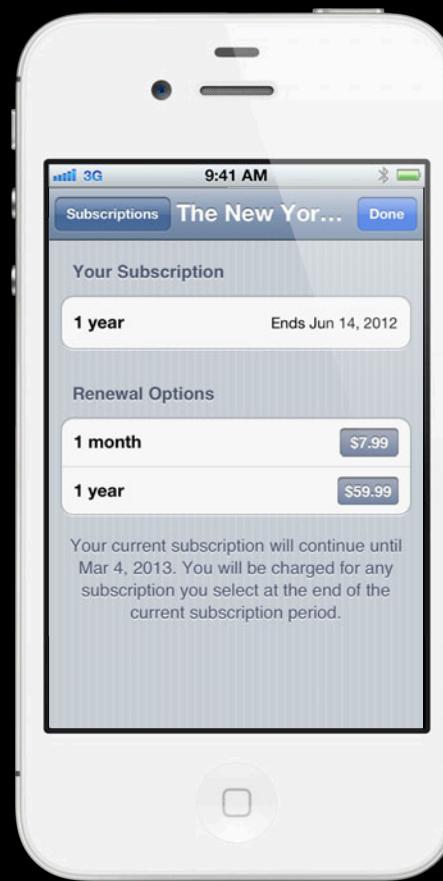
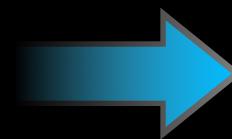
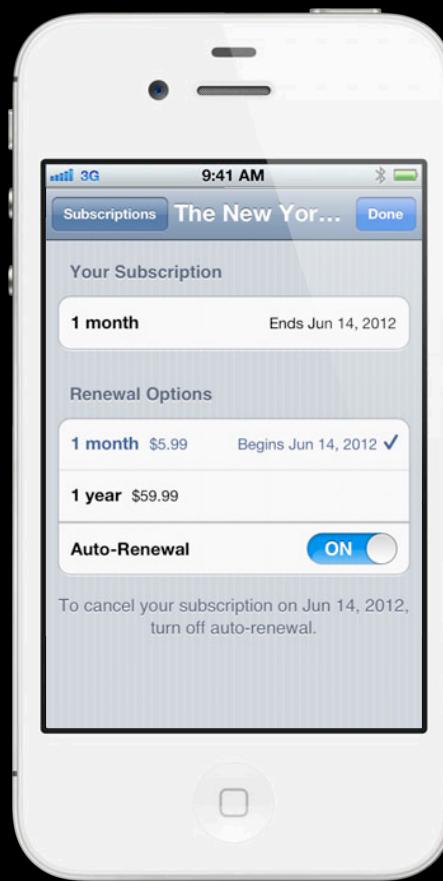
O	P	Q	R	S	T	U	V
Product Type	ISAN/Other	Country Of S	Pre-order Fl	Promo Code	Customer Pri	Customer Curren	
IA1	BR				3.99	USD	
IA1	US				0.99	USD	
IAY	PY				19.99	USD	

Pricing









Running a Sale

Edit Pricing and Availability

Cleared for Sale Yes No

Price Schedule

Price Tier	Price Effective Date	Price End Date
Tier 2	Existing	06/20/2012
Tier 1	06/20/2012	06/30/2012
Tier 2	06/30/2012	None

Price Tier

[View Pricing Matrix](#)

Price Effective Date

Price End Date

Availability

Cleared for Sale

What does Cleared
for Sale do?

Edit Pricing and Availability

Reference Name: [?](#)

Cleared for Sale Yes No

Price Schedule

Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	None

Price Tier [?](#)

[View Pricing Matrix](#)

Price Effective Date [?](#)

Price End Date [?](#)

Edit Pricing and Availability

Reference Name: [?](#)

Cleared for Sale Yes No

Price Schedule

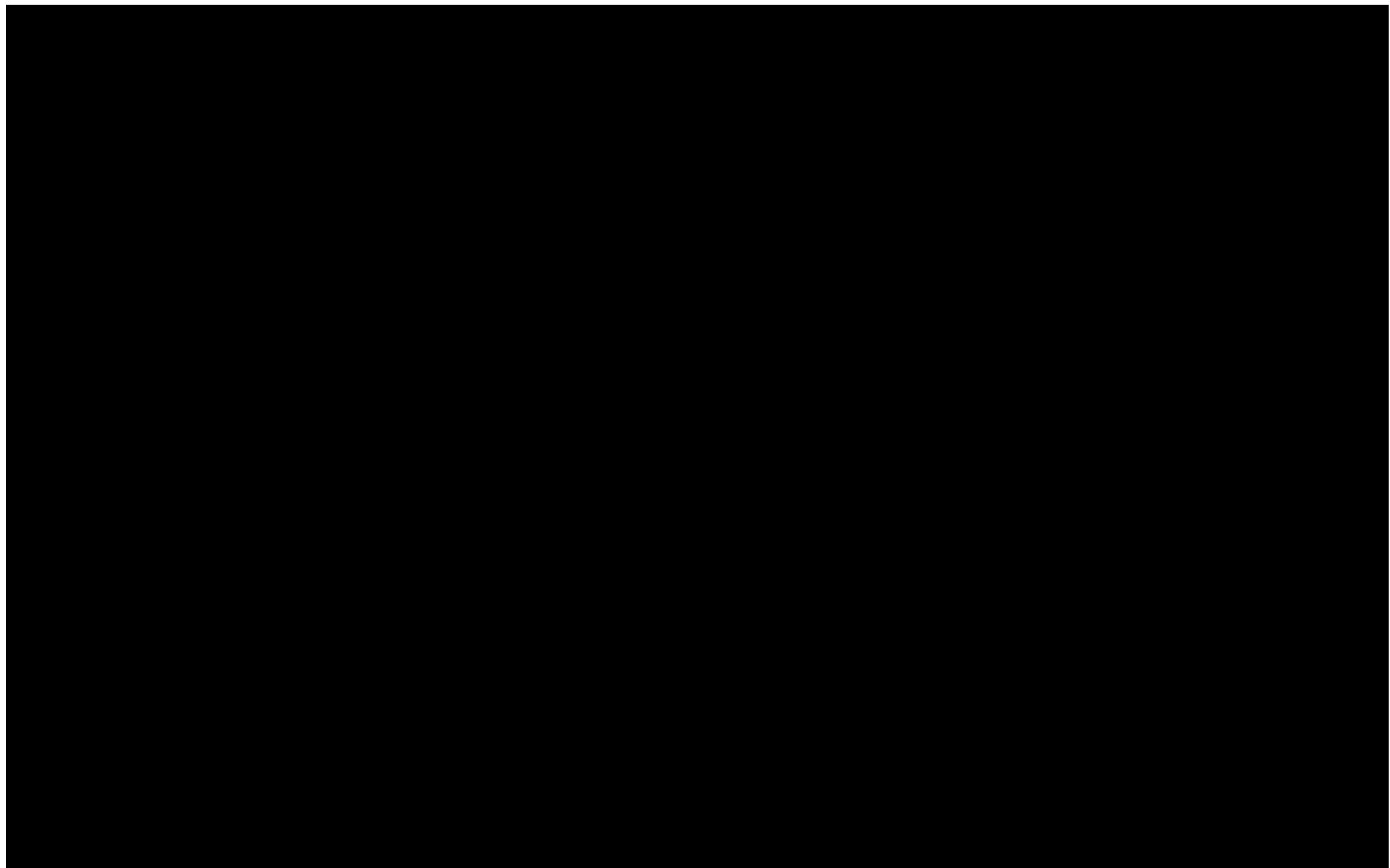
Price Tier	Price Effective Date	Price End Date
Tier 1	Existing	None

Price Tier [?](#)

[View Pricing Matrix](#)

Price Effective Date [?](#)

Price End Date [?](#)



Cleared for Sale

Not Cleared for Sale

Cleared for Sale

Not Cleared for Sale

New Purchase



	Cleared for Sale	Not Cleared for Sale
New Purchase		
Deliver Content		

	Cleared for Sale	Not Cleared for Sale
New Purchase		
Deliver Content		
Restore		

Cleared for Sale

Not Cleared for Sale

	Cleared for Sale	Not Cleared for Sale
New Purchase		
Deliver Content		
Restore		
Auto-renew	*	

*If user is opted-in via Manage Subscriptions settings

Discontinuing a Subscription

The New Yorker Magazine — In-App Purchases

In-App Purchase Summary [Edit](#)

Reference Name: Subscription
Type: Auto-Renewable Subscription

Subscription Durations and Pricing

The subscription duration details for this family, including the current price tier(s), are shown below. To view other pricing details, such as the complete price tier schedule, click on a duration in the table. When adding a new duration, note that it can only be used once per family.

[Add Duration](#)

Duration	Product ID	Price Tier	Status	
1 Month	com.condenet.newyorker.sub.1mo	Tier 6	Approved	Delete
3 Months	com.condenet.newyorker.sub.3mo	Tier 12	Developer Removed from Sale	Delete
6 Months	com.condenet.newyorker.sub.6mo	Tier 20	Developer Removed from Sale	Delete
1 Year	com.condenet.newyorker.sub.1year	Tier 52	Approved	Delete

The New Yorker Magazine — In-App Purchases

In-App Purchase Summary [Edit](#)

Reference Name: Subscription
Type: Auto-Renewable Subscription

Subscription Durations and Pricing

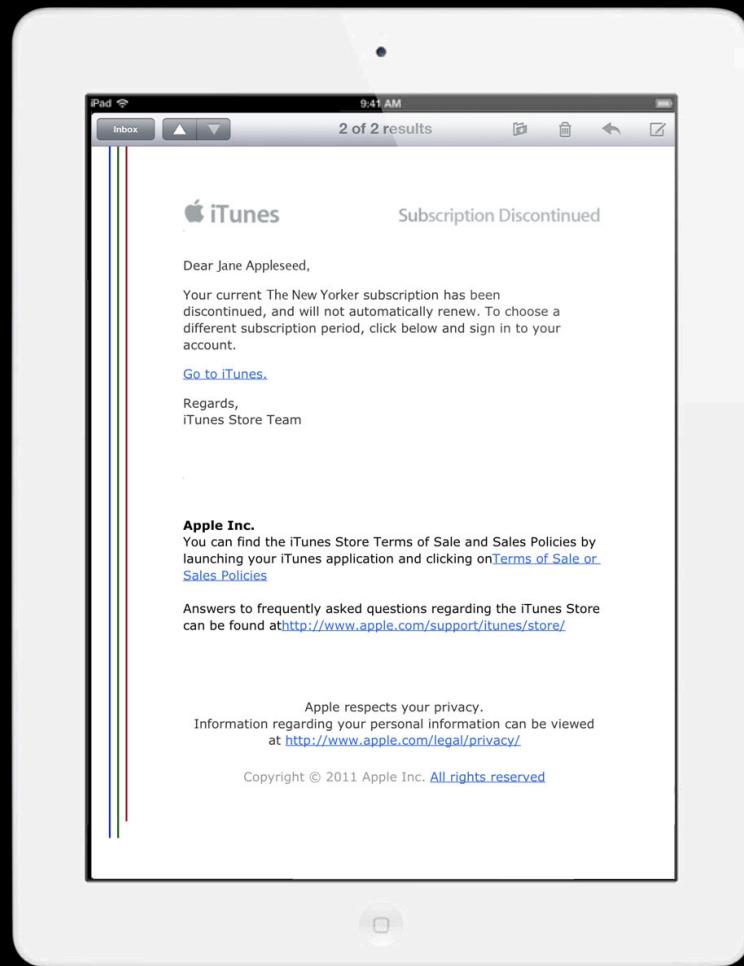
The subscription duration details for this family, including the current price tier(s), are shown below. To view other pricing details, such as the complete price tier schedule, click on a duration in the table. When adding a new duration, note that it can only be used once per family.

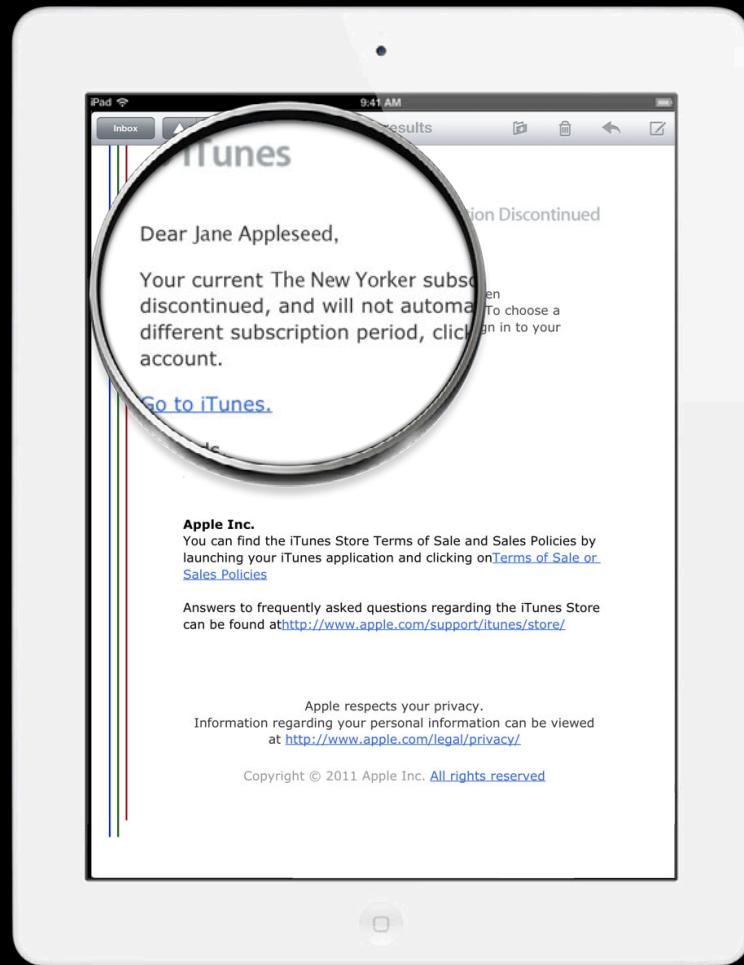
[Add Duration](#)

Duration	Product ID	Price Tier	Status
1 Month	com.condenet.newyorker.sub.1mo	Tier 6	
3 Months	com.condenet.newyorker.sub.3mo	Tier 12	
6 Months	com.condenet.newyorker.sub.6mo	Tier 20	
1 Year	com.condenet.newyorker.sub.1year	Tier 52	

Delete this Duration?

[Delete](#) [Delete](#) [Delete](#) [Delete](#)





Best Practices

Your Customers

Long-Term

Think Global

More Information

Paul Marcos

App Services Technology Evangelist

pmarcos@apple.com

Documentation

In-App Purchase Programming Guide

<https://developer.apple.com/library/ios>

iTunes Connect Developer Guide

https://itunesconnect.apple.com/docs/iTunesConnect_DeveloperGuide.pdf

Links

Getting Started With In-App Purchase

<https://developer.apple.com/appstore/in-app-purchase>

Developer Forums

<https://developer.apple.com/devforums/>

Related Sessions

Selling Products with Store Kit

Presidio
Wednesday 2:00PM

Building Great Newsstand Apps

Nob Hill
Thursday 2:00PM

What's New in iTunes Connect for App Developers

Nob Hill
Thursday 9:00AM

Labs

App Store Lab	Level 3 Labs Ongoing
In-App Purchase Lab	App Services Lab B Thursday 4:30PM
Newsstand Lab	App Services Lab A Friday 9:00AM

 WWDC2012