

Cc: Phillip Shoemaker <[REDACTED]> Henri Lamiroux
<[REDACTED]> "C.K. Haun" <[REDACTED]> Ron Okamoto
<[REDACTED]> Matt Fischer <[REDACTED]> Greg
Joswiak <[REDACTED]> Emily Blumsack <[REDACTED]> Scott
Forstall <[REDACTED]>

From: Philip Schiller <[REDACTED]>

Subject: Re: ERB: Meeting Notes, 8/12/11

Received(Date): Tue, 16 Aug 2011 08:04:37 -0700

To: Eddy Cue <[REDACTED]> Kevin Saul <[REDACTED]>

Date: Tue, 16 Aug 2011 08:04:37 -0700

Privileged and Confidential

Based on my experience, I believe an account has always been required.

Sent from my iPhone

On Aug 16, 2011, at 7:40 AM, Eddy Cue <[REDACTED]> wrote:

On Pandora, I assume for free users an account is not required but optional, right?

Sent from my iPad

On Aug 15, 2011, at 9:26 PM, Phillip Shoemaker <[REDACTED]> wrote:

Privileged and Confidential

ERB Meeting Notes

August 12, 2011

Attendees: Joz, Phil, Henri, Ron, Emily, Matt, CK, Phillip

General

* Should we consider shutting down app submissions by China Unicom? They have 121 apps currently in the store, and submit more every week.

* Carrier billing, from a non-carrier, for the purchase of physical goods: may be OK, but bring all to ERB.

* Pandora is adding IAP, but want to know if they can create an account for their free users. ERB stated that it was fine.

* BT4 & iOS5 has new hardware that is non-MFI support. Should App Review ask for the hardware, or should we allow into the store without our reviewing the integration? Answer was to allow it into the store without reviewing the integration, for now. If we hear of quality issues, we should start reviewing it.

* We do not want apps that are alternate stores for Web Apps

Exhibit
PX 0111

PX-0111.1

APL-APPSTORE_09425339

Carrier Apps

App Name: The Web Store - Discover the top fun and useful...

Developer: Orange

Ruling: Rejected

Comments: We do not want apps that replace our store with web apps.

App Name: Orange Film To Go

Developer: Orange UK

Ruling: Approved

Comments:

App Name: Optus Call Buddy

Developer: Optus Mobile

Ruling: Approved

Comments:

App Name: PPS

Developer: KT Powertel

Ruling: Rejected

Comments: Too close to fleet management. Need to get a Google Maps license.

App Name: Travel & Surf

Developer: Magyar Telekom Ltd

Ruling: Approved

Comments:

App Name: Tbizpoint for iPad

Developer: SK Telecom

Ruling: Approved

Comments:

App Name: Crazy Cow.

Developer: KTH

Ruling: Approved

Comments:

App Name: Allstar Sports

Developer: KTH

Ruling: Approved

Comments:

App Name: olleh CCTV Traffic

Developer: KT Corporation

Ruling: Approved

Comments:

App Name: olleh my Wallet

Developer: KT Corporation

Ruling: Approved

Comments:

App Name: NextGenTel Secure Storage

Developer: TeliaSonera

Ruling: Approved

Comments:

App Name: Telia Secure Storage HD

Developer: TeliaSonera

Ruling: Approved

Comments:

App Name: Telenor Utland

Developer: Telenor

Ruling: Approved

Comments:

App Name: DAGOSPIA

Developer: 3

Ruling: Approved

Comments:

App Name: Turkish Hotels

Developer: Vodafone Telekomünikasyon A.Ş.

Ruling: Approved

Comments:

App Name: Wo Friend

Developer: Unicom Broadband Online

Ruling: Approved

Comments:

Noteable

App Name: Google Shopper

Developer: Google

Ruling: Approved

Comments:

App Name: Disco Messenger

Developer: Disco

Ruling: Approved

Comments:

App Name: Photovine

Developer: Photovine

Ruling: Approved

Comments:

App Name: Kindle

Developer: AMZN Mobile LLC

Ruling: Approved

Comments:

Apps

App Name: 1 million FREE Books – Read Kobo eBooks!

Developer: Kobo Inc.

Ruling: Rejected

Comments: Clearly a store, even has pricing. This should be an 11.13 rejection, as this is a reader that is driving the purchase of books. This is a store.

App Name: Golden Goose

Developer: Golden Goose

Ruling: Approved

Comments: Before we approved, get a screenshot of the language for making the subscription.

App Name: Mr.X's night life around the world Macau Version

Developer: Production Dream

Ruling: Rejected

Comments: 18.1

App Name: Jumping Toilet

Developer: Yazhi

Ruling: Rejected

Comments: 16.1

App Name: CRAP ATTACK

Developer: creamy games

Ruling: Rejected

Comments: 16.1

App Name: Zeus

Developer: Magazinecloner.com US LLC

Ruling: Approved

Comments:

App Name: DermoCloud

Developer: DocNet Ltd.

Ruling: Legal Investigation

Comments: Look into the use of IAP for purchasing the diagnoses.

App Name: Carma

Developer: CustomEgo

Ruling: Hold

Comments: Put onto next week's deck. Scott to weigh in on use of gamecenter.

App Name: LoverTracker

Developer: Netmego.com

Ruling: Approved

Comments:

App Name: Contest of Talent HTC Vietnam

Developer: HTech

Ruling: Rejected

Comments: Competing platform reference: 3.1

App Name: The Holy Bobble

Developer: Derrik Watts

Ruling: Approved

Comments:

App Name: Good Vibrations - Loyalty Card

Developer: Awesome Game

Ruling: Approved

Comments:

App Name: Earth Bookstore

Developer: NTT Solmare

Ruling: Approved

Comments:

App Name: movline

Developer: NTT Communications Corporation

Ruling: Approved
Comments:
App Name: Mobile Phone Office
Developer: CHINA MOBILE GROUP JIANGSU CO.,LTD

Ruling: Approved
Comments:
App Name: WLAN Easy Login
Developer: China Mobile AnHui Province Limited Corp.

Ruling: Approved
Comments:
App Name: PCCW mobile Smart TIPS
Developer: PCCW
Ruling: Rejected
Comments: 8.3 rejection: too much like our springboard.

App Name: H2O Wireless Bit
Developer: Locus Telecommunications, Inc.
Ruling: Approved

Comments:
App Name: Dictators Demolition LITE
Developer: Demolition Development
Ruling: Rejected
Comments: 15.3 rejection

App Name: FreeAppKing
Developer: CyberAgent, Inc.
Ruling: Rejected
Comments: 3.10 rejection

App Name: BMRControl
Developer: James Prete
Ruling: Approved
Comments:

Note: Color key: Cayenne = Rejected, Black = Approved, Aqua = Hold/Investigation, Plum = Legal Hold