

# Publishing on the App Store

**Paul Marcos**  
iPhone Applications Software Engineering

# What we'll talk about

# What we'll talk about

- Publishing apps to the App Store

# What we'll talk about

- Publishing apps to the App Store
- Best practices for making your app successful

# What we'll talk about

- Publishing apps to the App Store
- Best practices for making your app successful
- What we won't talk about
  - App store submission policies
  - Anything related to 3.0





# App Store

# Maybe you've heard of it?

# Maybe you've heard of it?

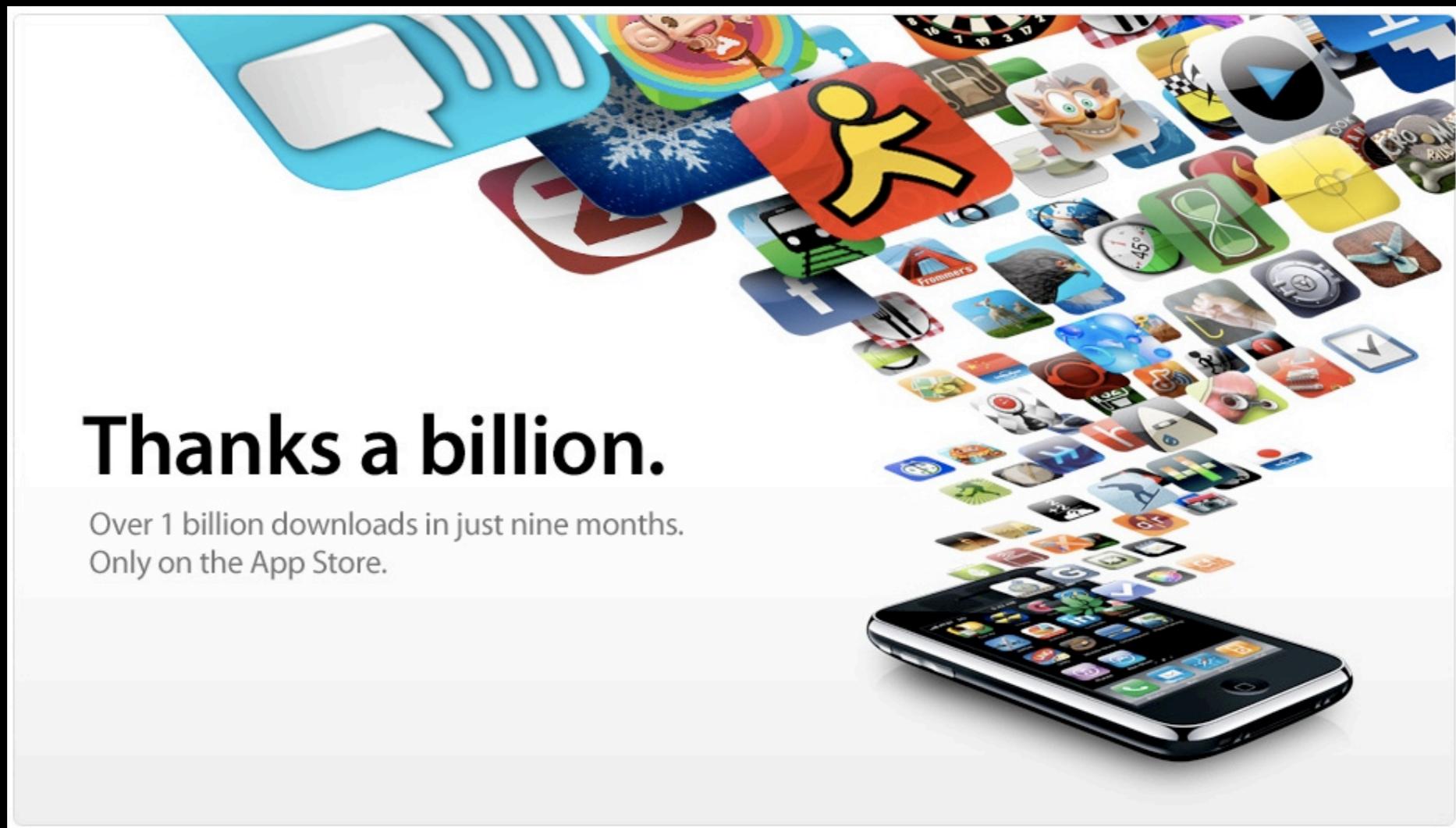
- More than 35,000 apps

# Maybe you've heard of it?

- More than 35,000 apps
- In 77 countries

# Maybe you've heard of it?

- More than 35,000 apps
- In 77 countries



# Introducing the App Store

# Introducing the App Store

- Apple takes care of the infrastructure
  - Hosting
  - Global distribution
  - Worldwide payment processing
  - Seamless downloads, installation, and software updates
  - Reach iPhone, iPod touch, and iTunes users

# Introducing the App Store

- Apple takes care of the infrastructure
  - Hosting
  - Global distribution
  - Worldwide payment processing
  - Seamless downloads, installation, and software updates
  - Reach iPhone, iPod touch, and iTunes users
- You focus on creating great apps
  - No credit card, hosting, or marketing fees
  - 70% of revenues go to developer
  - No charge for free apps

# Publishing Your App

**Set up account**

**Add new app**

---

**Enter app details**

**Upload content**

**Specify availability**

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# Introducing iTunes

## Your online portal to the App Store

# Set Up Account Requirements

- Apply to the paid iPhone Developer Program
- Log in to the iPhone Developer Program Portal

# Set Up Account

## Enter via iPhone Developer Program Portal

Developer Connection      Dev Centers      ADC on iTunes      Support      Search ADC

### iPhone Developer Program

Welcome, Paul Marcos      Edit Profile      Log out

#### Program Portal: Stanford CS193P Class

Home      Team      Certificates      Devices      App IDs      Provisioning      **Distribution**

Prepare App      App Store      Ad Hoc

#### Distribution

Distribute Application



The diagram illustrates the distribution process in four main steps:

- Configure Profile:** Shows icons for an iPhone, ID#, Certificate, and PROV. Text below: Distribution Certificate, Device ID (Ad Hoc only), App ID.
- Download & Install:** Shows a gear icon and a document labeled PROV. Text below: Provisioning Profile.
- Build & Distribute:** Shows a hammer icon and a blue blueprint. Text below: CodeSign.
- Upload Share:** Shows icons for the App Store and Ad Hoc. Text below: App Store, Ad Hoc.

The distribution area of the iPhone Developer Program Portal is where you will prepare and learn how to submit your iPhone and/or iPod touch application for delivery via in-house or Ad Hoc distribution. Only Team Agents are authorized to prepare and submit applications for distribution.

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**Program Portal: Stanford CS193P Class**      Exit Program Portal

Home      Team      Certificates      Devices      App IDs      Provisioning      **Distribution**

Prepare App      App Store      Ad Hoc

#### Distribution

Distribute Application



Configure Profile      Download & Install      Build & Distribute      Upload Share

ID#      Certificate      ID#      PROV      Distribution Certificate      Device ID (Ad Hoc only)      App ID      Provisioning Profile      CodeSign      App Store      Ad Hoc

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# Set Up Account

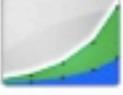
## iTunes Connect home screen

Store Mac iPod + iTunes iPhone Downloads Support

Paul Marcos, Stanford CS193P Class [Sign Out](#)

Welcome, Stanford CS193P Class  
iTunes Connect provides tools to help manage your content in the iTunes Store.

**NEW** Starting with February 2009, monthly financial reports are being delivered in a new format. For information about the changes and how to read the new reports, click [here](#). For information about financial reports in general, see the new [iTunes Finance Reports Guide](#).

 **Sales/Trend Reports**  
Preview or download your daily and weekly reports here.

 **Contracts, Tax, & Banking Information**  
Request Contracts and manage your contact, banking and tax information.

 **Financial Reports**  
View and download your monthly financial reports.

 **Manage Users**  
Set access permissions and email settings for users of your iTunes Connect account.

 **Manage Your Applications**  
Add, view, and manage your applications in the iTunes Store.

 **Request Promotional Codes**  
Get codes that will give you free downloads of your applications.

 **Contact Us**  
Having a problem uploading your application? Can't find a Finance Report? Use our Contact Us system to find an answer to your question or to generate a question to an iTunes Rep

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Add new app

Enter app details

Upload content

Specify availability

# Publishing Your App

Set up account

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# Add a New App

## Enter iTunes Connect and click “Manage Your Content”

[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#)

### iTunes Connect

Paul Marcos, Stanford CS193P Class [Sign Out](#)

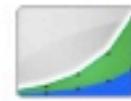


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#### Manage Users

Set access permissions and email settings for users of your iTunes Connect account.

# Add a New App

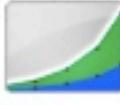
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# Add a New App

## Select “Add New Application”

The screenshot shows the iTunes Connect interface. At the top, there is a navigation bar with links for Apple, Store, Mac, iPod + iTunes (which is highlighted in dark grey), iPhone, Downloads, and Support. Below the navigation bar, the title "iTunes Connect" is on the left, and the user's name "Paul Marcos, Stanford CS193P Class" with a "Sign Out" button is on the right. The main content area has a heading "Manage Your Applications". A message in the center says "You have no Applications Uploaded. Click Add New Application to begin." Below this, there are two links: "Get Application Loader ▶" and "Download the Developer Guide". At the bottom left, there is a "Go Back" button.

Store Mac iPod + iTunes iPhone Downloads Support

iTunes Connect Paul Marcos, Stanford CS193P Class Sign Out

Add New Application

## Manage Your Applications

You have no Applications Uploaded.  
Click Add New Application to begin.

Get Application Loader ▶ Download the Developer Guide

Go Back

# Add a New App

## Select “Add New Application”

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iTunes Connect Paul Marcos, Stanford CS193P Class Sign Out

Add New Application

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# Add a New App

## Confirm primary language and company name

- Only prompted the first time you add an app
- You cannot change these later!

# Publishing Your App

Set up account

Add new app

Enter app details

Upload content

Specify availability

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# Export Compliance

- Apps are subject to United States export laws and regulations
  - Does your product contain encryption?
  - Is encryption used for authentication purposes only?
  - Is encryption used for protection of data or information security purposes?



U.S. Department of Commerce  
Commercial Encryption Export Controls  
<http://www.bis.doc.gov/encryption/guidance.htm>

# Enter App Details

- Application name
- Application description
- Categories
- Copyright and version information
- Application and support URLs
- Support email
- End-user license agreement
- SKU number

# Supported Devices

- iPhone
- iPhone and iPod touch

# Game Advisories

	None	Infrequent / Moderate	Frequent / Intense
Cartoon or Fantasy Violence			
Realistic Violence			
Sexual Content or Nudity			
Profanity or Crude Humor			
Alcohol, Tobacco, or Drug Use or References			
Mature/Suggestive Themes			
Gambling or Simulated Gambling			
Horror/Fear Themes			
Prolonged Graphic or Sadistic Realistic Violence			
Graphic Sexual Content and Nudity			

# App Store Game Ratings

# App Store Game Ratings



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# Prepare Your Binary for Upload

## 57 x 57 application icon

- Icon is required
- Rounded corners and shine automatically added
- App Store will honor `UIPrerenderedIcon` key

# Prepare Your Binary for Upload

## App ID

- Create App ID and Distribution Provisioning Profile
- App ID and Bundle Identifier are used to identify software updates

# Prepare Your Binary for Upload

## Build for release

- In Xcode
  - Set Active SDK to “Device”
  - Set Active Configuration to “Release”
  - Set Code Signing Identity
  - Set Code Signing Provisioning Profile
- In Finder
  - Compress .app as .zip archive

# Upload 512 x 512 icon

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format

# Upload Screen Shots

- 72 ppi
- RGB; no layers; no transparency
- JPEG or TIFF file format
- Primary screen shot and up to four additional screen shots
- Remove the status bar

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# Specify Availability

# Specify Availability

- Availability date
  - Earliest date at which your app can be published

# Specify Availability

- Availability date
  - Earliest date at which your app can be published
- Distribution
  - Worldwide distribution is assumed
  - Optionally select specific stores
    - 22 individual stores
    - Rest of world

# Publishing Your App

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**Upload content**

**Specify availability**

# Publishing Your

**Set up account**

**Add new app**

---

**Enter app details**

**Upload content**

**Specify availability**

# Publishing Your Commercial

**Set up account**

**Add new app**

---

**Enter app details**

**Upload content**

**Specify availability**

# Publishing Your Commercial

**Set up account**

**Set payment  
info**

**Add new app**

**Enter app details**

**Upload content**

**Specify availability**

# Publishing Your Commercial

**Set up account**

**Set payment info**

**Add new app**

**Enter app details**

**Upload content**

**Specify availability**

**Set pricing**

# Publishing Your Commercial

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# Set Payment Information

- One-time process
- Sign Paid Applications contract
  - Electronically signed by administrator
- Provide the following
  - Contact information
  - Bank account to receive payments
  - Tax information

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- 

**U.S. developers**

Complete W-9 form

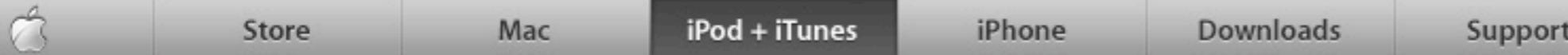
**Non-U.S.  
developers**

Print, sign, and return W-8BEN form  
by post

---

# Set Payment Information

## Enter iTunes Connect and click “Contracts”



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[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#)

### iTunes Connect

Paul Marcos, Stanford CS193P Class [Sign Out](#)

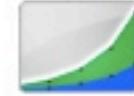


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#### Manage Users

Set access permissions and email settings for users of your iTunes Connect account.

# Sign Paid Applications Contract

[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#)

iTunes Connect [Manage Your Contracts](#)

Paul Marcos, Stanford CS193P Class [Sign Out](#)

## Request New Contracts

If you wish to make your applications available for sale on iTunes, you must agree to the Paid Applications agreement, presented below. Note: You can distribute your free applications without this agreement. Only individuals with the Legal role can request contracts.

Request Contract	Contract Region	Contract Type	Legal Entity Name	Legal Entity Address
<input type="checkbox"/> All (See Contract)	Paid Applications	Stanford CS193P Class	1 Infinite Loop Cupertino, CA, 95014 United States	

[Cancel](#)[Submit](#)

## Your Contracts In Process

View the status of your contracts and manage your contract, bank and tax information. Once setup is complete and the contract effective date has been reached, these contracts will go live and are moved to the 'Your Contracts In Effect' section below.

Contract Number	Contract Region	Contract Type	Contact Info	Bank Info	Tax Info	Contracts Download	Contact Info	Bank Info	Tax Info	Setup in Process	Setup Complete
MS573812	World	Free Applications	N/A	N/A	N/A						

[Done](#)

- For all developers residing in Canada or registered for Canadian GST/HST, you **MUST** click [here](#)
- For all developers residing in Australia or registered for Australian GST, you **MUST** click [here](#)

# Publishing Your Commercial

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Set payment  
info

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Specify availability

Set pricing

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# Set Pricing

- Select price tier from menu
- Pricing in alternate currencies is automatically populated

# Set Pricing

Customer price and your proceeds for tier 10

	Customer	Your
US	US\$9.99	US\$7.00
Mexico	Mex\$100	
Canada	Can\$9.99	Can\$7.00
UK	£5.99	£3.65
Euro Zone	€7.99	
Norway	NKr55	
Sweden	SKr75	€4.86
Denmark	DKr59	
Switzerland	SwF11	
Australia	\$A12.99	
New Zealand	\$NZ13.99	\$A8.27
Japan	¥1200	¥840

# Publishing Your Commercial

**Set up account**

**Set payment info**

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**Enter app details**

**Upload content**

**Specify availability**

**Set pricing**

# Publishing Your

**Set up account**

**Set payment  
info**

**Add new app**

**Enter app details**

**Upload content**

**Specify availability**

**Set pricing**

# Publishing Your App Worldwide

**Set up account**

**Set payment info**

**Add new app**

**Enter app details**

**Upload content**

**Specify availability**

**Set pricing**

# Publishing Your App Worldwide

**Set up account**

**Set payment info**

**Add new app**

**Enter app details**

**Add languages**

**Upload content**

**Specify availability**

**Set pricing**

# Publishing Your App Worldwide

Set up account

Set payment info

Add new app

Enter app details

Add languages

Upload content

Specify availability

Set pricing

# Add Languages

## Supported languages

- English
- Dutch
- French
- German
- Italian
- Spanish
- Japanese

# Add Languages

Provide localized information for the App Store

- Application name
- Application description
- Application and support URLs
- Support email
- Screen shots
- App must be a single binary supporting multiple languages

# Done!

# Publishing on the App Store

## Best Practices

# Use iTunes to Your Advantage

- Ease of purchase on devices or computer
- Many media types competing for your customers' eyeballs
- Present and promote for a great experience
  - Discoverable
  - Compelling
  - Informative

# Discoverable

- Application name
- Categories





# Application Name

## Your name is how users will search for your



# Application Name

Your name is how users will search for your app

Touch Fighter V2

# Application Name

Your name is how users will search for your app

Touch FighterXV2

# Application Name

Your name is how users will search for your app

Touch Fighter ~~v2~~

iPhone Touch Fighter

# Application Name

Your name is how users will search for your app

Touch Fighter  v2

 iPhone Touch Fighter

# Application Name

Your name is how users will search for your app

Touch Fighter ~~v2~~

~~iPhone~~ Touch Fighter

Touch Fighter Extreme Action

# Application Name

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Touch Fighter ~~v2~~

~~iPhone~~ Touch Fighter

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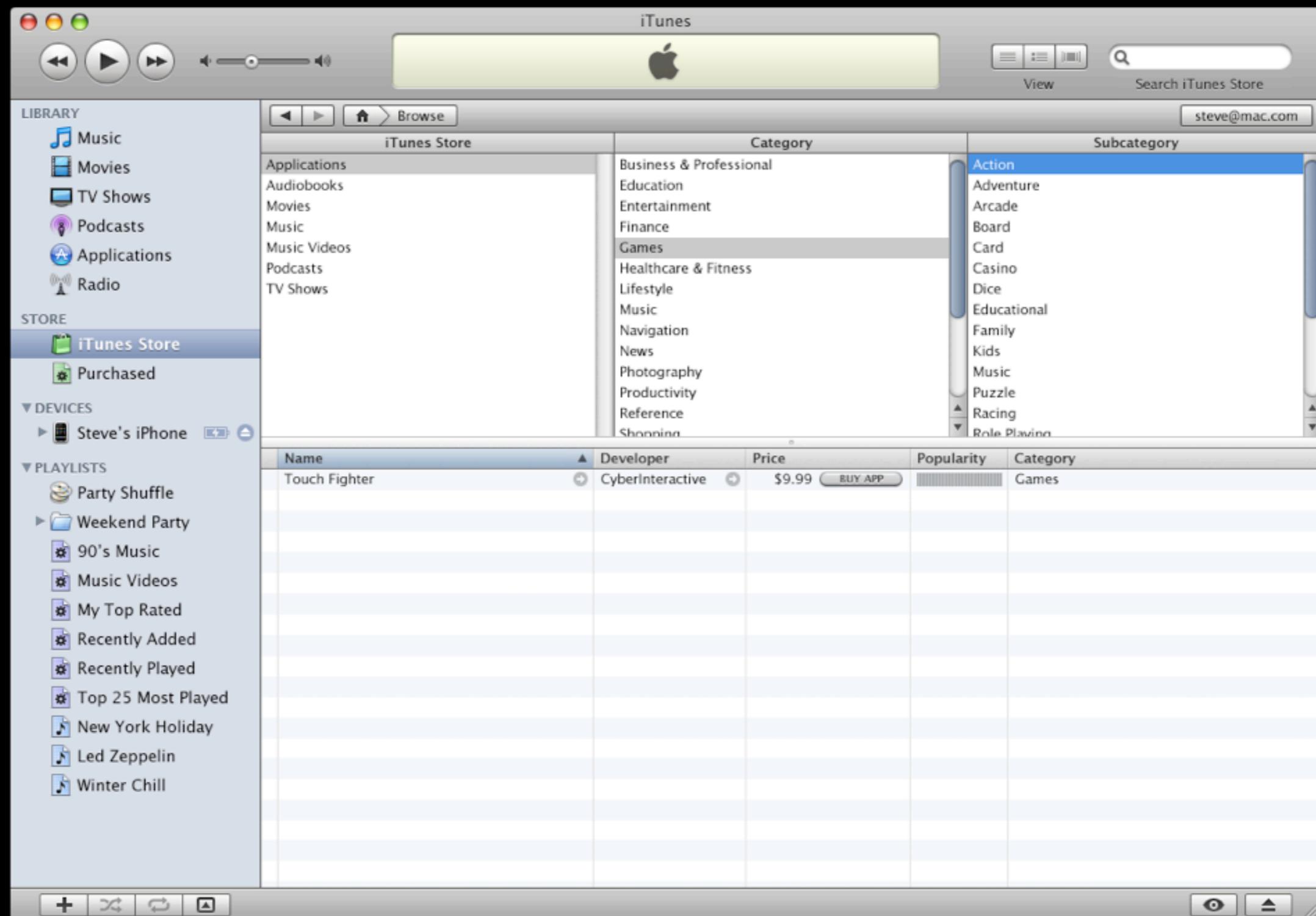
~~iPhone~~ Touch Fighter

Touch Fighter Extreme Action

Touch Fighter

# Categories

## Categories are how users will browse for



# Categories

Categories are how users will browse for your app

- Choose a primary and secondary category
- Choose up to two subcategories for games

# Compelling

- Icon
- Screen shots

# Icon

## Users expect gorgeous icons



# Icon

## Users expect gorgeous icons

- Follow Apple Human Interface Guidelines
- Don't scale up images from smaller artwork
- Legible
- Appropriate
- Consider cultural sensibilities—use universal imagery
- Don't be afraid to consult a professional graphic designer
  - Developer Connection—Interface Design Assistance  
<http://developer.apple.com/business/aida.html>

# Icon

## Rounded corners and shine are added



Your icon

Rounded

Shine

# Screen Shots

## Show your product in the best light



# Screen Shots

## Show your product in the best light



# Screen Shots

Show your product in the best light

- Legible
- Appropriate
- Consider cultural sensibilities and restrictions
- Don't forget to localize screen shots
  - Set iPhone language before taking screen shot  
Settings » General » International » Language

# Screen Shots

- Take screen shots on the target device (not the simulator)
  - Hold down the Power button and press the Home button
    - Screen shot is saved to Camera Roll
- Always remove ~~Without Status bar~~ from ~~Screen shots~~ screen

Portrait	320 x 460	320 x 480
Landscape	480 x 300	480 x 320

# Screen Shots for Portrait

## Remove status bar if present



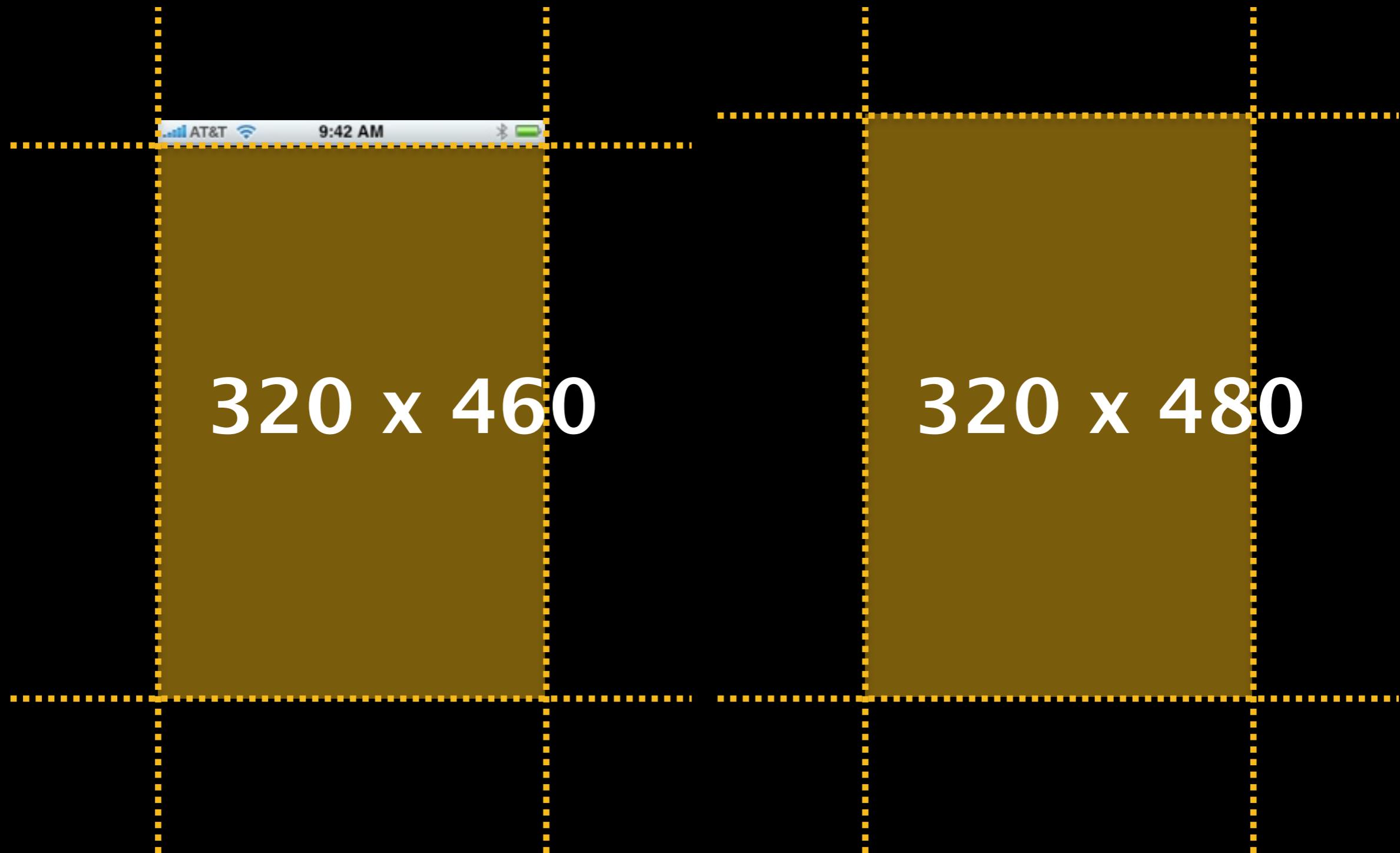
# Screen Shots for Portrait

## Remove status bar if present



# Screen Shots for Portrait

Remove status bar if present



# Screen Shots for Landscape

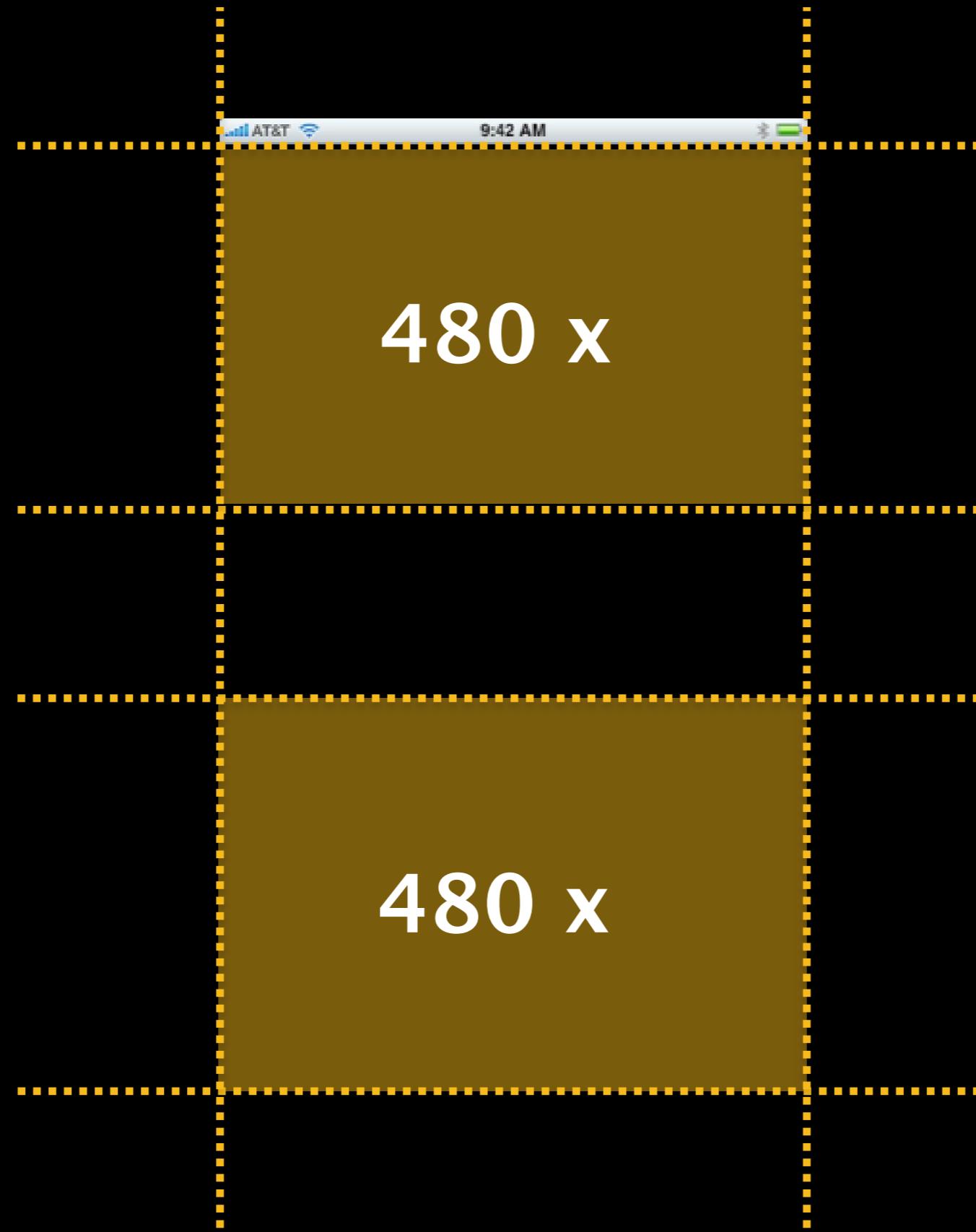


# Screen Shots for Landscape



480 x

# Screen Shots for Landscape



# Informative

- Application description
- Copyright holder
- Version number
- URLs
- End-user license agreement

# Application Description

## Be aware of screen sizes



# Application Description

## Be aware of screen sizes



# Application Description

## Use line breaks and bullets to enhance

Screenshot of the iTunes Store application showing the product page for "Touch Fighter" by CyberInteractive.

**LIGHTSABER APP DESCRIPTION**

**APPLICATION DESCRIPTION**

Save the universe and blast incoming enemy space ships by tapping on the iPhone's multi-touch display. Pilot your starship through space using the built-in accelerometer in iPhone.

**FEATURES:**

- Simple and intuitive controls using the built-in accelerometer
- Excellent graphics and sound effects
- Save at any stage
- Difficulty increases with each level

**LANGUAGES:**  
English, German, French, Italian, Spanish, Japanese, Chinese

**REQUIREMENTS:**  
Compatible with iPhone and iPod touch

[CyberInteractive Web Site](#)

[Touch Fighter Support](#)

[Application License Agreement](#)

[ALL APPLICATIONS BY CYBERINTERACTIVE](#)

[TELL A FRIEND](#)

[LEARN MORE ABOUT APPLICATIONS](#)

**CUSTOMERS ALSO BOUGHT** [See All](#)

AppName AppName  
App Category



# Application Description

## Use line breaks and bullets to enhance

Screenshot of the iTunes Store application showing the product page for "Touch Fighter" by CyberInteractive.

The left sidebar shows the navigation menu:

- LIBRARY: Music, Movies, TV Shows, Podcasts, Applications, Radio
- STORE: iTunes Store (selected), Purchased
- DEVICES: Steve's iPhone
- PLAYLISTS: Party Shuffle, Weekend Party, 90's Music, Music Videos, My Top Rated, Recently Added, Recently Played, Top 25 Most Played, New York Holiday, Led Zeppelin, Winter Chill

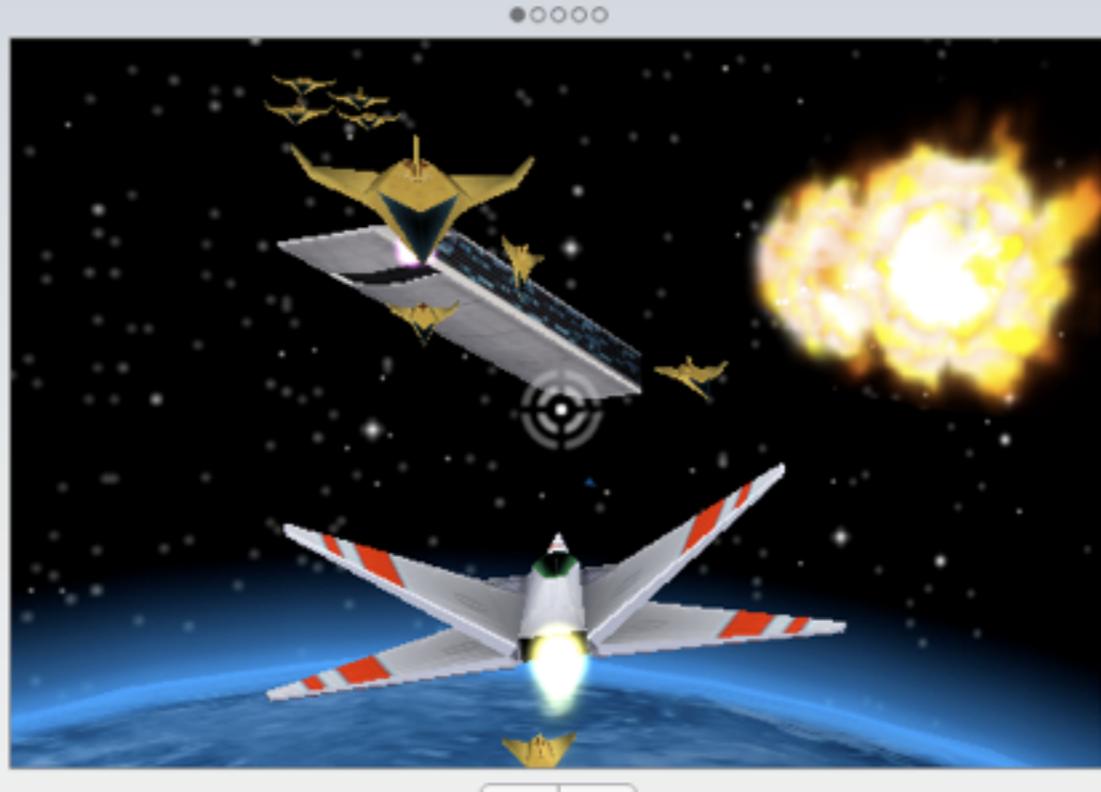
The main content area displays the following information for "Touch Fighter":

**CyberInteractive**

**Touch Fighter**

Category: Games  
Released Jun 09, 2008  
© 2008 CyberInteractive  
Version: 1.0  
58 MB

\$9.99 [BUY APP](#)



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[ALL APPLICATIONS BY CYBERINTERACTIVE](#)   
[TELL A FRIEND](#)   
[LEARN MORE ABOUT APPLICATIONS](#) 

**CUSTOMERS ALSO BOUGHT** [See All](#) 

AppName AppName  
App Category

# Copyright, Version, and SKU

- Copyright

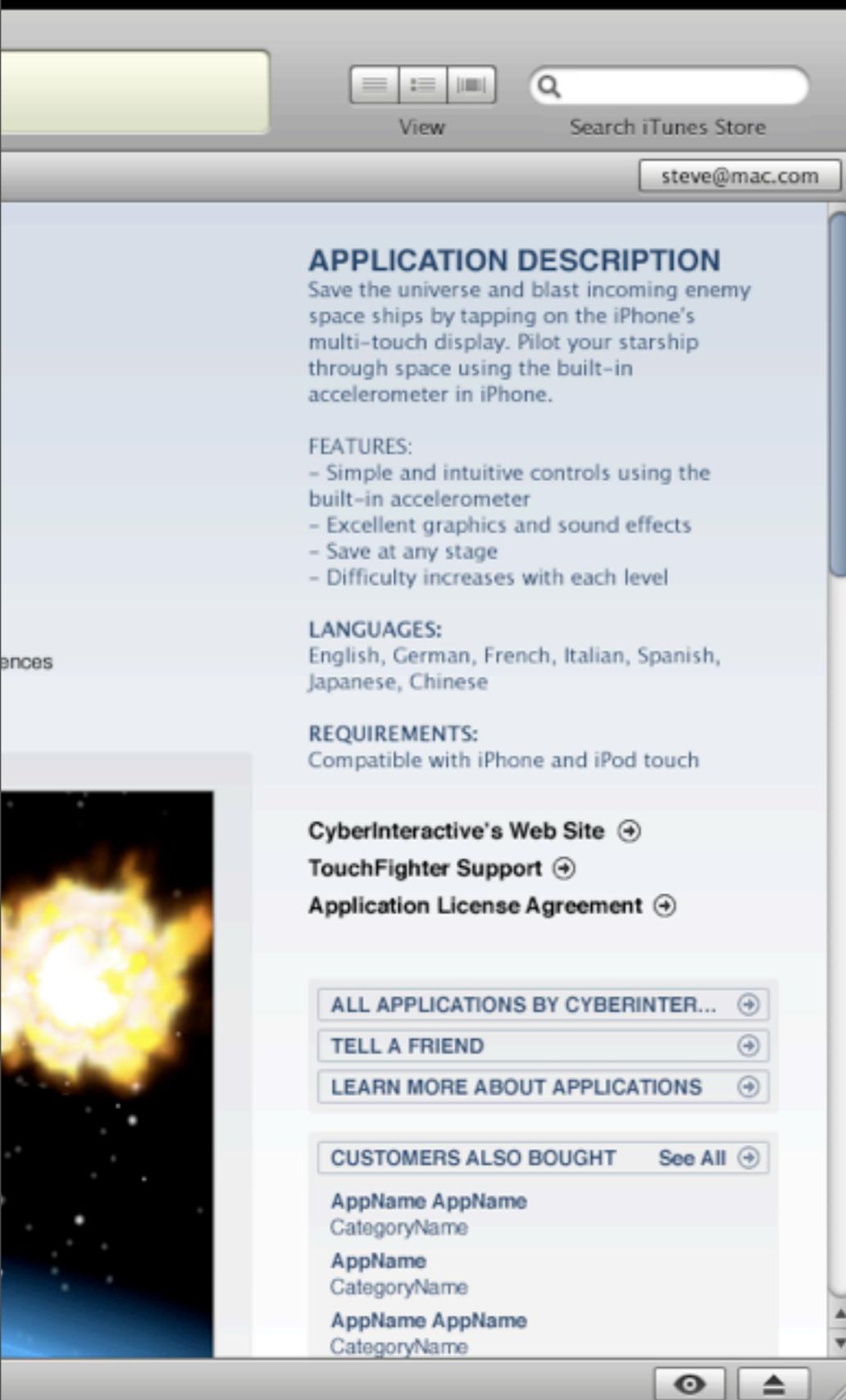
“© 2009 Acme Inc.”

- Version number

“1.0”

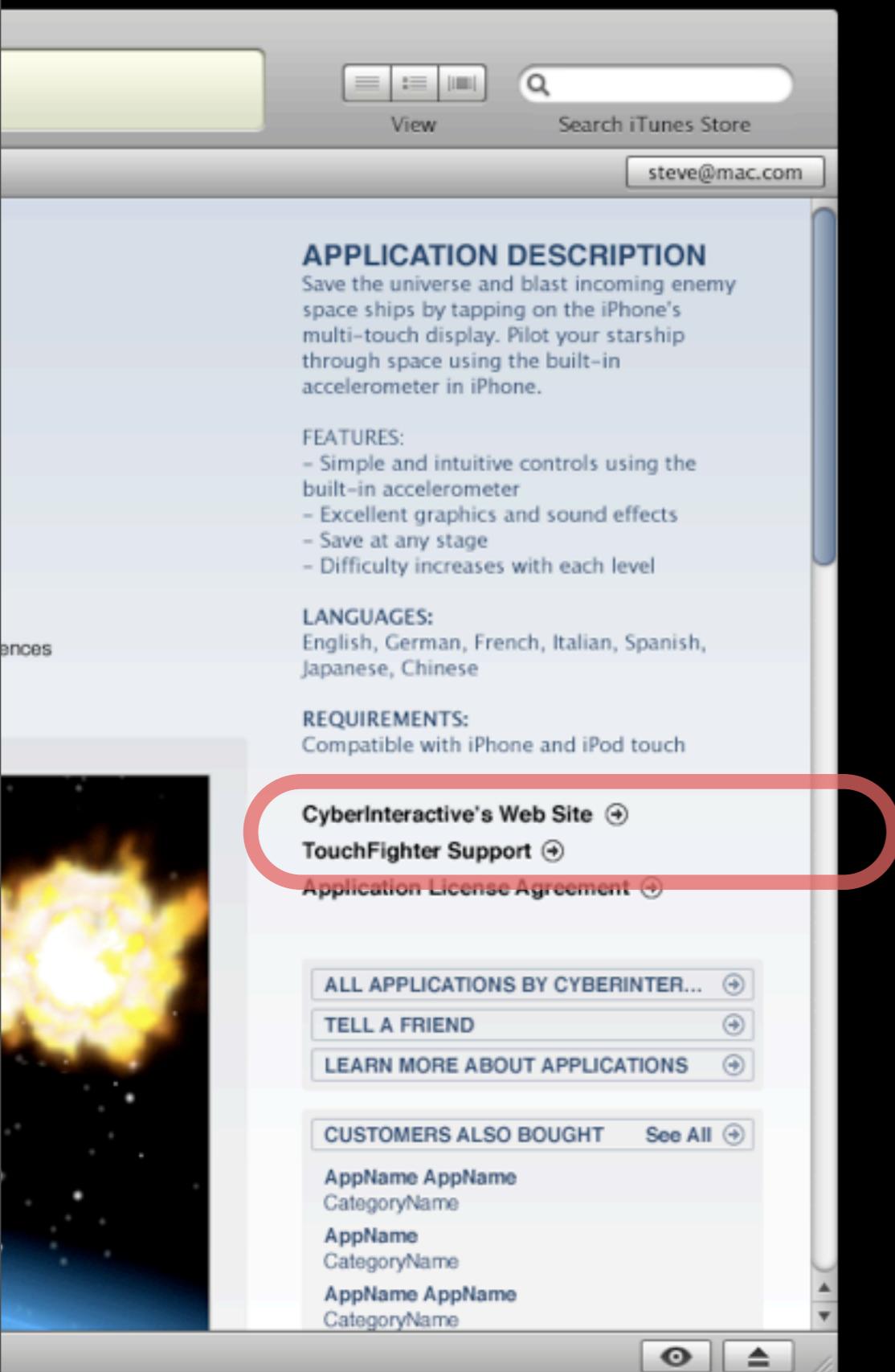
- SKU number

- Use UPC code if available
- Unique to your application, regardless of version number
- Cannot be changed once entered
- Appears in financial reports



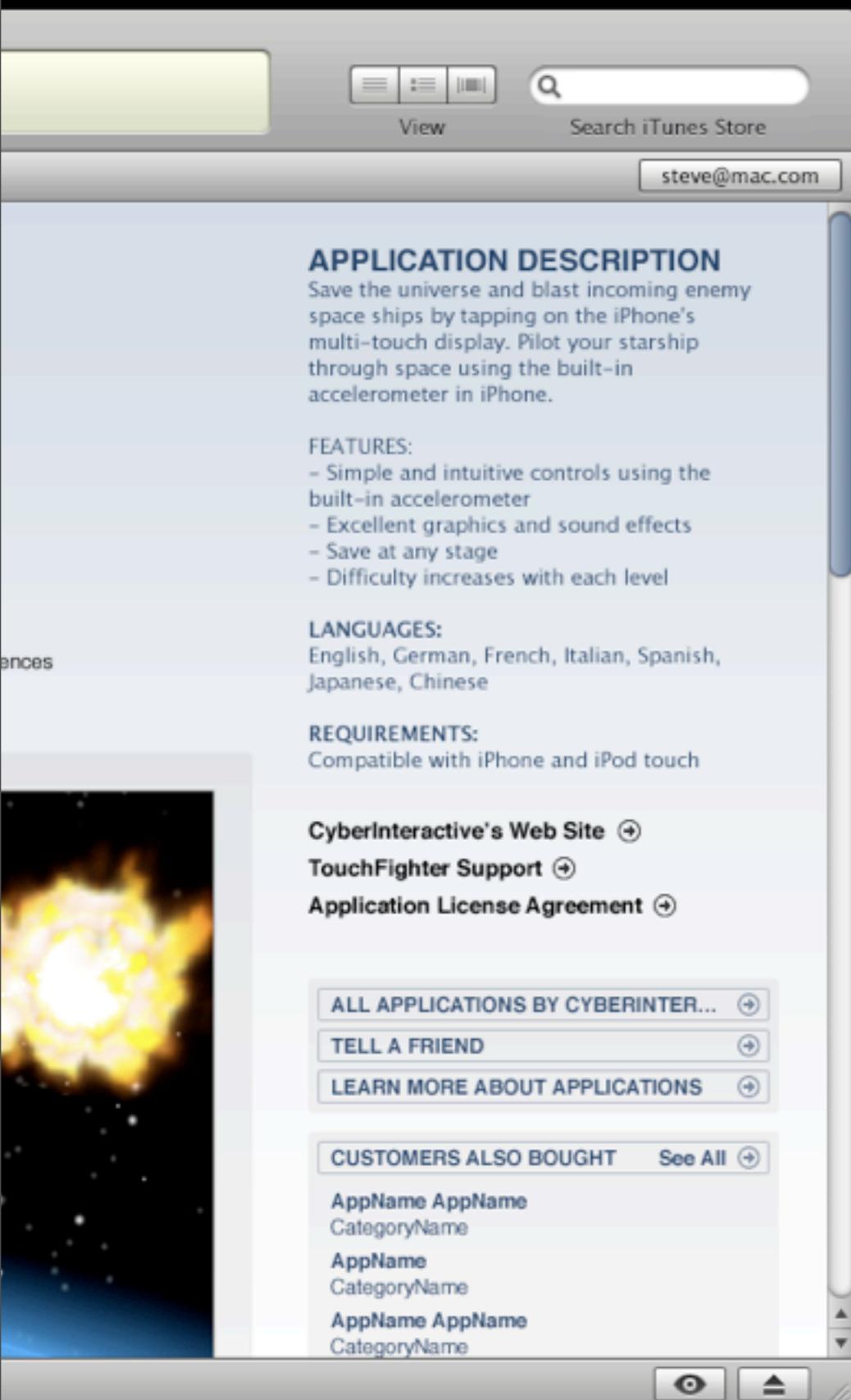
# URLs and Email

- Customer visible
  - Application URL
  - Support URL
- For Apple use
  - Support email used when problems reported via Purchase History



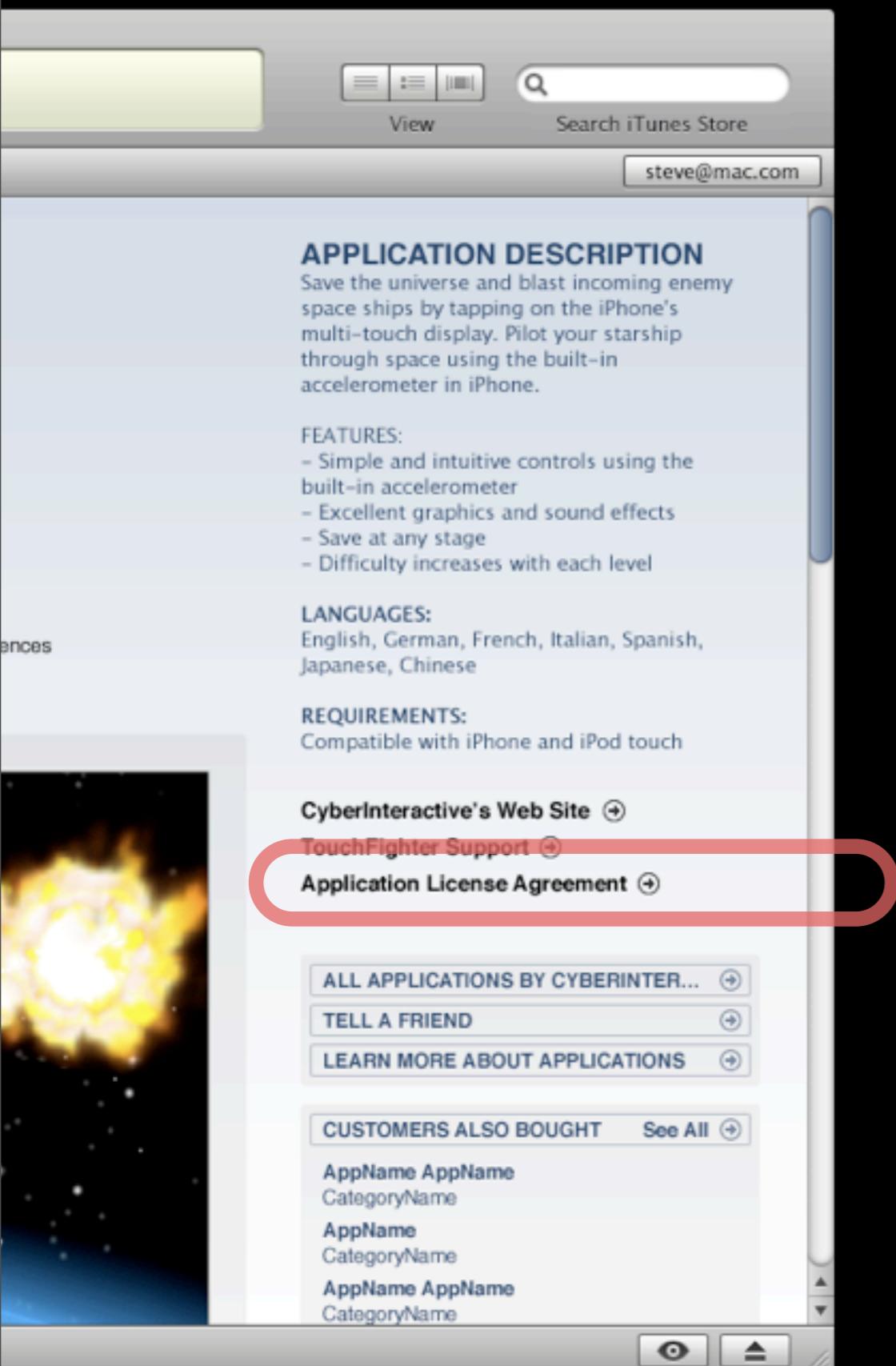
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# End-User License

- Must be consistent with minimum iTunes terms and conditions
- If you need the user to explicitly accept, do so from within your app



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# Think Global

## iTunes is in 77 countries



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# Think Global

- Territory vs. language
- Localize the application description professionally or not at all
- Create a single binary containing multiple localizations
- Be aware of cultural sensitivities

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**via automatic translator**

iPhone'で叩くことによる宇宙および送風入って来る敵の宇宙飛行船を除けば; sは表示に多触れる。

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# Consider App Size

- Apps can be as large as 2GB, but be aware of download times
- Make efforts to minimize size
- 10MB limit for cellular downloads

# Additional Promotion

- Apple will contact you if your app is to be featured
- Have high-quality, high-resolution artwork available



# Additional Promotion

## Splashes, Bricks, and Squishes

- Title treatment/logo
  - Vector (EPS or .ai) or minimum 600 x 600 TIF, PNG, or PSD with transparent background
- Background
  - Minimum 600 x 600 JPG, TIF, or PSD



# Additional Promotion

## Fully designed product page

- Background 900 x 530 layered (PSD) format



# After Submitting Your App

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- Be prepared
  - Ensure external URLs and services are live
  - Prepare to receive support email
- You will receive email notification and your app will go live
  - App will not go live before the availability date
- If issues are found Apple will contact you
  - Resubmit app binary using iTunes Connect

# Making Changes

- Updates to marketing materials
  - Descriptions
  - Screen shots
  - Support for new languages
  - Pricing
- Updates to your app binary

# Summary

- Incredible opportunity
  - Leverage Apple's infrastructure for commercial distribution, installation, and automatic updates
  - Reach iPhone and iPod touch users in 77 countries
- It's easy to manage your presence on the App Store
- Reach tens of millions of iPhone and iPod touch users

# Questions?