

[App Store Connect API](#) / Alternative Marketplaces and Web Distribution

Alternative Marketplaces and Web Distribution

Manage keys, packages, and search for alternative app distribution.

Overview

Use the APIs in this collection to help facilitate the distribution of your apps to users in the EU on an alternative app marketplace or from your website. To learn more, see [Update on apps distributed in the European Union](#).

You can set up and configure your apps for alternative distribution and configure interactions with Apple Services. Use this API to manage:

- Alternative distribution keys
- Alternative distribution domains
- Marketplace search configurations
- Downloads and management of alternative distribution packages
- Webhook configuration for notifications

To learn more, see [Configuring alternative marketplaces and alternative marketplace apps](#) and [Configuring apps for web distribution](#).

Topics

Essentials

- 📄 [Configuring alternative marketplaces and alternative marketplace apps](#)

Establish a connection between a marketplace and a marketplace app and configure marketplace settings.

- 📄 Configuring apps for web distribution
Set up your app for direct installation.

Alternative Marketplace Setup and Configuration

- ☰ Alternative Distribution Keys
Create and manage keys for an alternative app distribution.
- ☰ Alternative Distribution Domains
Create and read alternative distribution domains.

Alternative Distribution Packages and Notifications

- ☰ Alternative Distribution Packages
Create and read distribution packages for an alternative app distribution.
- ☰ Notifications
Add and read information for alternative distribution package notifications.

Marketplace Search

- ☰ Marketplace Search Configurations
Add and read information for alternative marketplace search configurations.