What’s New in iTunes Connect

Session 302

Dave Van Tassell Engineering Manager, iTunes Store, iTunes Connect
Iniciar sesión en iTunes Connect

ID de Apple
Contraseña
Bei iTunes Connect anmelden

Apple-ID

Passwort
เข้าสู่ระบบ iTunes Connect

Apple ID

รหัสผ่าน
App Analytics

Available now
Measure acquisition to engagement
No implementation required
Agreements, Tax, and Banking

Unified agreements
Paid distribution for both OS X and iOS
Resources and Help

- Redesigned look
- Help search
- Web-version guide
- Global access
My Apps

Cleaner organization
Pricing re-design
TestFlight updates
My Apps

Cleaner organization
My Apps

Cleaner organization

Versions  Prerelease  Pricing  In-App Purchases  Game Center  Reviews  Newsstand
My Apps

Cleaner organization
My Apps
Cleaner organization

Versions  Prerelease  Pricing  In-App Purchases  Game Center  Reviews  Newsstand

App Store  Versions  Pricing  Reviews
My Apps
Cleaner organization

Versions  Prerelease  Pricing  In-App Purchases  Game Center  Reviews  Newsstand

App Store
Versions
Pricing
Reviews
My Apps
Cleaner organization

Versions  Prerelease  Pricing  In-App Purchases  Game Center  Reviews  Newsstand

App Store
Versions
Pricing
Reviews
Features
In-App Purchases
Game Center
Newsstand
My Apps
Cleaner organization

- App Store
- Versions
- Pricing
- Reviews

- Prerelease
- Pricing
- In-App Purchases
- Game Center
- Reviews
- Newsstand

- Features
- In-App Purchases
- Game Center
- Newsstand
My Apps
Cleaner organization

App Store
Versions
Pricing
Reviews

Features
In-App Purchases
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Prerelease
My Apps

Cleaner organization

App Store

Versions

Pricing

Reviews

Features

In-App Purchases

Game Center

Newsstand

Prerelease
My Apps

Cleaner organization

App Store

Versions

Pricing

Reviews

Description

App Icon

App Name

What’s New

Screenshots

Default Language

Rating

Support URL

Privacy Policy

App Review Contact

EULA

Bundle ID
My Apps

Cleaner organization

- Description
- App Icon
- App Name
- What’s New
- Screenshots
- Default Language
- Rating
- Support URL
- Privacy Policy
- App Review Contact
- EULA
- Bundle ID
My Apps

Cleaner organization

- App Store
- Versions
- Pricing
- Reviews

<table>
<thead>
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<th>Description</th>
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My Apps
Cleaner organization

App
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- Bundle ID
- Default Language
- EULA
- Privacy Policy
- App Review Contact

Version
- What’s New
- App Icon
- Screenshots
- Description
- Rating
- Support URL
My Apps
Cleaner organization
My Apps
Version release
My Apps

Version release

App Review -> Auto Release -> Ready for Sale
My Apps
Version release

My Apps
Version release

App Review -> Scheduled Release -> Ready for Sale
Version Release

After your app has been approved, we can release it for you immediately. If you want to release the app yourself, choose a date or manually release it at any point after the approval. While your app is in the “Pending Developer Release,” you can give out promotional codes, continue TestFlight Beta Testing, or reject the release and submit a new build. Whichever of these you choose, we have to process your app before it’s made available on the App Store. While your app is in the “Processing for App Store” state, you can’t get new promotional codes, invite new testers, or reject your app.

- Manually release this version after App Review
- Automatically release this version after App Review
- Automatically release this version after App Review, no earlier than

Your local date and time:

MM DD, YYYY
12:00 AM (BST)

Additional Information

Version Summary
When you prepare for submission, you can choose to:

- Manually release this version after App Review
- Automatically release this version after App Review
- Automatically release this version after App Review, no earlier than [a specific date and time]

Your local date and time:

- MM DD, YYYY
- 12:00 AM (BST)
My Apps
Version release

Choice
When do we release?

- Automatically release
  - Immediately upon approval
- Manual release
  - Click "Release This Version"
- Scheduled release
  - After approval AND selected date and time
### Version release

<table>
<thead>
<tr>
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#### App Store

#### App Info

#### Versions

#### Pricing

#### Reviews
## My Apps

### Version release

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### My Apps

**Version release**

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My Apps

Pricing updates

- App Store
- App Info
- Versions
- Pricing
- Reviews
My Apps

Pricing updates

App Store

App Info

Versions

Pricing

New Tier Guide

USD 6.99 (Tier 7)

Other Currencies
My Apps
Pricing updates

Prefered Currency

- United States (USD)
- Mexico (MXN)
- Canada (CAN)
- United Kingdom (GBP)
- Germany (EUR)
- Sweden (SEK)
- Denmark (DKK)
- Norway (NOK)
- Switzerland (CHF)
- Australia (AUS)
- New Zealand (NZD)
My Apps

Pricing updates

Preferred Currency
• Currency used for Price Tier selection
• iTunes Connect user setting
• Default based on contract location

- United States (USD)
- Mexico (MXN)
- Canada (CAN)
- United Kingdom (GBP)
- Germany (EUR)
- Sweden (SEK)
- Denmark (DKK)
- Norway (NOK)
- Switzerland (CHF)
- Australia (AUS)
- New Zealand (NZD)
My Apps

Pricing updates

New Tier Guide

USD 6.99 (Tier 7) Other Currencies
### Tier 7 in All Currencies

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<td>Australia (AUS)</td>
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<th>China (CNY)</th>
<th>Japan (JPY)</th>
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Demo
iTunes Connect

Jennifer Stuart
Software Engineer, iTunes Store, iTunes Connect
TestFlight
TestFlight

Beta testing launched last year
No provisioning profile
Sandbox accounts
Apple Watch Support 1.0
Internal and External testers
# TestFlight

## Internal versus External

<table>
<thead>
<tr>
<th>Invitation</th>
<th>TestFlight</th>
<th>Beta App Review</th>
</tr>
</thead>
</table>

- **Invitation**: Use your **iTunes Connect username** or a **Personal app store account**.
- **TestFlight**: Use an **Email address** for a **Personal app store account**.
- **Beta App Review**: With new versions.
<table>
<thead>
<tr>
<th>Internal</th>
<th>Invitation</th>
<th>TestFlight</th>
<th>Beta App Review</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>iTunes Connect username</td>
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# TestFlight

## Internal versus External

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# TestFlight

## Internal versus External

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</table>
## TestFlight

### Versions and builds

<table>
<thead>
<tr>
<th>Version</th>
<th>Build</th>
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</thead>
<tbody>
<tr>
<td>CFBundleShortVersionString</td>
<td>CFBundleVersion</td>
</tr>
</tbody>
</table>

- **Version**: 1.0
- **Build**: 100

- **Version**: 1.1
- **Build**: 140

- Have you made significant changes? 1

- Have you made significant changes? 110

- Have you made significant changes? 130
## TestFlight

### Versions and builds

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<thead>
<tr>
<th>Version (CFBundleShortVersionString)</th>
<th>Build (CFBundleVersion)</th>
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# TestFlight

## Versions and builds

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## TestFlight

**Versions and builds**

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<th>Version</th>
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<tr>
<td>1.0</td>
<td>Have you made significant changes?</td>
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## TestFlight

### Versions and builds

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<td>Have you made significant changes?</td>
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TestFlight

Internal

Version 1.0

100  101
TestFlight

Internal

Version 1.0

Version 1.1

1.0 (101) → 1.1 (103)
TestFlight

Internal

Version 1.0

Version 1.1

1.0 (101)

1.0 (100)

1.1 (103)

1.1 (100)
Demo
TestFlight

Jason Gregori
Software Engineer, iTunes Store, TestFlight
TestFlight

Internal

Version 1.0

Version 1.1

External
TestFlight

Internal

Version 1.0

100

101

Version 1.1

100

101

102

1.1 (103)

External
TestFlight

Internal

Version 1.0

100 101

Version 1.1

100 101 102 103

External

1.1 (103)
TestFlight

Internal

Version 1.0

Version 1.1

External

1.0 (101)

1.1 (103)
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<thead>
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TestFlight

Metrics
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<td>Sessions</td>
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# TestFlight Metrics

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<td>Crashes</td>
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## iOS Builds

Builds shown below have been tested or are currently being tested. Version numbers are the Xcode version numbers.

### Version 3.0

<table>
<thead>
<tr>
<th>Build</th>
<th>Internal</th>
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<th>Sessions</th>
<th>Crashes</th>
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<tbody>
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<td>105</td>
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<td>In Beta App Review</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>Expired May 01, 2014</td>
<td>Testing</td>
<td>230</td>
<td>678</td>
<td>13</td>
</tr>
<tr>
<td>103</td>
<td>Expired April 30, 2014</td>
<td>Binary Rejected</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>102</td>
<td>Expired May 01, 2014</td>
<td>Ready to test</td>
<td>0</td>
<td>0</td>
<td>0</td>
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### Version 2.0

### Version 1.1

[View All Builds](#)
## iOS Builds

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<th>External</th>
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### Version 2.0

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### Version 1.1

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### TestFlight Builds

<table>
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**View All Builds**
# TestFlight

## New limits

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<td>25 / App</td>
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## TestFlight

**New limits**

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<td>2</td>
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<td>Internal Testers</td>
<td>25 / Account</td>
<td>25 / App</td>
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<tr>
<td>External Testers</td>
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</table>
TestFlight
New limits

<table>
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<tr>
<td>Apps Per Account</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Current limits: 2 external builds a day, 10 apps per account. New limits: 6 external builds a day, 100 apps per account.
## TestFlight

### New limits

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
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<tbody>
<tr>
<td>External Builds a Day</td>
<td>2</td>
<td>6</td>
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<td>25 / Account</td>
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<tr>
<td>External Testers</td>
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<td>2,000</td>
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</tbody>
</table>
TestFlight

What’s available now

iOS 8
iOS 9 (Internal testers)
Apple Watch Support 1.0
TestFlight
Available this summer

iOS 9 (External testers)
watchOS 2
App Thinning
• ODR
Encryption

App Store
Versions
Pricing
Reviews
Features
In-App Purchases
Game Center
Newsstand
Encryption
TestFlight
Activity
Encryption

Legal Requirement for Encryption

+ Legal Review
Encryption

New .plist keys

Features
In-App Purchases
Game Center
Newsstand
Encryption

ITSAppUsesNonExemptEncryption
False: no encryption, no uploads necessary
True: export compliance required
ITSEncryptionExportComplianceCode

Look-up in iTunes Connect
Encryption
New .plist keys

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Encryption

New .plist keys

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<tr>
<th>Key</th>
<th>Description</th>
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<tr>
<td>ITSEncryptionExportComplianceCode</td>
<td>Code required: Look-up in iTunes Connect</td>
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</table>
Users and Roles
Users and Roles

Account switching
Users and Roles

Account switching
App siloing
Users and Roles

Account switching
App siloing
New roles
Users and Roles
Account switching

user@apple.com → Apple Inc.
Users and Roles

Account switching

user@apple.com  →  Apple Inc.

user@icloud.com  →  Walt Disney Co.
Users and Roles

Account switching

- user@apple.com
- user@icloud.com
- user@me.com

- Apple Inc.
- Walt Disney Co.
- Filemaker Inc.
Users and Roles

Account switching

user@icloud.com

Apple Inc.
Walt Disney Co.
Filemaker Inc.
Users and Roles
App Siloing
Users and Roles

App Siloing

Admin User
Users and Roles

App Siloing

Admin User
Users and Roles

App Siloing

Admin User

Technical Users
Users and Roles

App Siloing

Admin User

Technical Users

NEW
Users and Roles

App Siloing

Admin User

Technical User

Technical User

Technical User
Users and Roles

App Siloing

Admin User

App Manager

App Manager

App Manager
Users and Roles

App Siloing

Admin User

App Manager

App Manager

App Manager

Developers & Marketers

Developers & Marketers

Developers & Marketers
Users and Roles

App Siloing

Admin User

App Managers

App Manager

Developers & Marketers

App Manager

Developers & Marketers

App Manager

Developers & Marketers

App Manager

Developers & Marketers
Users and Roles

App Siloing

App Manager

- Create Users
- Assign User Roles
- Change Pricing
- Submit for Review

Admin User

App Managers

Developers & Marketers

NEW
Users and Roles

App Siloing

Admin User

Developers

App Manager

Developers & Marketers

App Manager

Developers & Marketers

App Manager

Developers & Marketers
Users and Roles

App Siloing

Admin User

Developers
- Upload binaries
- View crashlogs
- View store metadata

App Manager

Developers & Marketers

Developers & Marketers

Developers & Marketers
Users and Roles

App Siloing

Admin User

Marketers

• Update store metadata
• Upload promo art
• Request promo codes
Users and Roles

App Siloing

App Manager

Admin User

App Manager

App Manager

Developers & Marketers

Developers & Marketers

Developers & Marketers

Developers & Marketers
Users and Roles

App Siloing

App Manager

- Internal TestFlight
- Create In-App Purchases
- Create Achievements
- Create Leaderboards
- View Resolution Center

Developers & Marketers

Admin User

NEW
What’s New in iTunes Connect
What’s New in iTunes Connect

Version release control
What’s New in iTunes Connect

Version release control
New pricing design
What’s New in iTunes Connect

Version release control
New pricing design
Separate TestFlight versions for Internal and External testing
What’s New in iTunes Connect

Version release control
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New encryption.plist keys
Account switching
App siloing
New user roles
This Fall
App Review Tips


Common App Rejections

Before you develop your app, it’s important to become familiar with the technical, content, and design criteria that we use to review all apps. We’ve highlighted some of the most common issues that cause apps to get rejected to help you better prepare your apps before submitting them for review.

Crashes and Bugs
You should submit your app for review only when it is complete and ready to be published. Make sure to thoroughly test your app on devices and fix all bugs before submitting.

Substandard User Interface
Apple places a high value on clean, refined, and user-friendly interfaces. Make sure your UI meets these requirements by planning your design carefully and following our design guides and UI Design Dos and Don’ts.

Broken Links
All links in your app must be functional. A link to user support with up-to-date contact information is required for all apps, and if you’re offering auto-renewable or free subscriptions or your app is in the Kids Category, you must also provide a link to your privacy policy.

Placeholder Content

Apple.com
App Review Tips


App Store Product Page

Every element of your App Store product page has the power to drive downloads of your app. Creating a great app is just the beginning — now it’s time to help users find and engage with your app through thoughtfully crafted app metadata.

App Name

Your app’s name plays a critical role in how users discover it on the App Store. Choose a simple, memorable name that is easy to spell and hints at what your app does. Be distinctive — avoid names that use generic terms or are substantially similar to existing app names.

Notice how your app name will appear in the App Store on iPad, iPhone, and web.
App Review Tips

App Previews

Engage customers with a short video of your app in action, directly on your app product page on the App Store. By showing the experience of using your app, app previews can help customers better understand your app and encourage more downloads.

Overview

An app preview demonstrates the features, functionality, and user interface of your app in a short video that users can watch right on the App Store. Each preview is between 15 and 30 seconds long and is displayed as the first image on your App Store product page, followed by your app screenshots.

Getting Started

With iOS 8 and OS X Yosemite, you can capture real-time footage of your app directly from your iOS device. Simply connect your device to your Mac using the Lightning connector, and it will be automatically available as a video camera. You can capture anything you’re doing on-screen directly to your Mac using QuickTime Player. Edit your captured footage in iMovie or your favorite video editing app and upload it to the App Store. If you don’t have QuickTime Player, you can still get your preview video onto your Mac using FileMaker Pro.
More Information

Documentation and Videos
iTunes Connect Developer Guide

Technical Support
Apple Developer Forums
http://developer.apple.com/forums

General Inquiries
Mark Malone, App Distribution Technologies Evangelist
mgm@apple.com
<table>
<thead>
<tr>
<th>Session</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetize and Promote Your App with iAd</td>
<td>Nob Hill</td>
<td>Tuesday 10:00AM</td>
</tr>
<tr>
<td>App Thinning in Xcode</td>
<td>Presidio</td>
<td>Wednesday 9:00AM</td>
</tr>
<tr>
<td>Getting the Most Out of App Analytics</td>
<td>Presidio</td>
<td>Wednesday 1:30PM</td>
</tr>
<tr>
<td>iTunes Connect: Development to Distribution</td>
<td>Mission</td>
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</tr>
<tr>
<td>Lab</td>
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<td>Date/Time</td>
</tr>
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<td>Frameworks Lab E</td>
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<td>Apple Marketing Communications Lab</td>
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