iTunes Connect

Development to distribution

Session 304

Paul Turner Senior Engineering Operations Manager, iTunes Digital Supply Chain
Resources
Help? or Help!
Resources and Help
Resources and Help

Developer Guide
Resources and Help

Developer Guide

Videos
• Agreements, Tax, and Banking
• App Previews
• TestFlight
• App Transfer
Resources and Help

Developer Guide

Videos
- Agreements, Tax, and Banking
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User Guides
Resources and Help

Developer Guide
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• App Previews
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• App Transfer
User Guides
FAQs
Developer Forums
Developer Forums

Self Help
Developer Forums

Self Help
Community Learning
Developer Forums

Self Help
Community Learning
Questions/Support
Developer Forums

Self Help
Community Learning
Questions/Support

iTunes Connect Technical Support

AppleCare
iTunes Connect Technical Support

Contact Us
iTunes Connect Technical Support

Contact Us
Wide Range of Topics
iTunes Connect Technical Support

Contact Us
Wide Range of Topics
1 (800)… Now available!!
iTunes Connect Technical Support
iTunes Connect Technical Support

Monday to Friday 7AM–5PM (PT)

• 1 (800) 633-2152—U.S. and Canada
• 1 (408) 974-5897—Everywhere Else
Technical Support and Bug Filing

https://developer.apple.com/support/technical/
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

Coffee

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>1241 ml</td>
</tr>
<tr>
<td>Coffee</td>
<td>26 g</td>
</tr>
<tr>
<td>Milk</td>
<td>200 ml</td>
</tr>
</tbody>
</table>

Temperature: 189°F
Time: 2:35 min
Serving: 120.2 ml
Marketing 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 the App Store website.
App Preview 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 Apple’s video hosting service.
Demo

TestFlight

Alex Miyamura
Engineer, iTunes Digital Supply Chain Engineering
Keynote
Offers Apple Watch App
Details Reviews Related
iPhone
Apple Watch
Keynote 10:09
Keynote

Apple ➔ Essentials

Offers Apple Watch App

Details Reviews Related

Apple Watch

Keynote 10:09
Slide 17 of 42

Description

Keynote is the most powerful presentation app ever designed for a mobile device. Built from the ground up for iPad, iPhone, and iPod touch, it makes creating a world-class presentation — complete with animated charts and transitions — as simple as touching and tapping. more
Apple Watch Screenshots

Keynote 10:09
Slide 17 of 42

Apple Watch App

Keynote is the most powerful presentation app ever designed for a mobile device. Built from the ground up for iPad, iPhone, and iPod touch, it makes creating a world-class presentation—complete with animated charts and transitions—as simple as touching and tapping...
Keynote

Apple Watch

Description

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What's New
Apr 21, 2015

This update adds support for the Keynote Remote Apple Watch app and includes stability improvements and bug fixes.

Information

- Seller: Apple Inc.
- Category: Productivity
- Updated: Apr 21, 2015
- Version: 2.5.3
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Screens for up to five devices plus Apple Watch
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Localized up to 28 languages
Transporter
Command Line Automation with Transporter and XML

Nik Uglov
Engineering Manager, iTunes Store, Content Import
My Apps

Metadata

Twenty-eight languages

Five localized screenshots per supported device

Rights and pricing

Hundreds of in-app purchases

• Localized
• Screenshots

Achievements and leaderboards

• Localized
• Images
Command Line Automation

Overview
Command Line Automation

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Transporter
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Overview

Transporter
App metadata XML feed
- Version-level localization
- Rights and pricing
- In-app purchases
- Game Center
Command Line Automation

Overview

Transporter

App metadata XML feed
  • Version-level localization
  • Rights and pricing
  • In-app purchases
  • Game Center

Stable, proven functionality
  • Used every day by developers like you
  • Great for automation
  • Integrate with your systems
Features of XML Feed Support

Basic rules
Features of XML Feed Support

Basic rules

App and version must already exist

• Create app in iTunes Connect
• Create version in iTunes Connect
Features of XML Feed Support

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State transitions are managed in iTunes Connect
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App binary uploads go through
• Xcode
• Application Loader
Features of XML Feed Support

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Available for
- iOS apps
- Mac apps
Features of XML Feed Support
Two-way communication
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Two-way communication

Transporter—command-line tool
Features of XML Feed Support
Two-way communication

Transporter—command-line tool
Look up current metadata
• Downloaded as <AppSKU>.itmsp
Features of XML Feed Support

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Edit looked-up XML

metadata.xml
Features of XML Feed Support

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Edit looked-up XML

Add assets (screenshots, etc.)
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Two-way communication

Transporter—command-line tool
Look up current metadata
  • Downloaded as `<AppSKU>.itmsp`
Edit looked-up XML
Add assets (screenshots, etc.)
Validate
Features of XML Feed Support

Two-way communication

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Look up current metadata
  • Downloaded as <AppSKU>.itmsp
Edit looked-up XML
Add assets (screenshots, etc.)
Validate
Upload
Features of XML Feed Support

Lifecycle

Download package

Modify XML
Add assets

Validate package

Upload package
Features of XML Feed Support

Metadata lookup

Syntax

```
$ iTMSTransporter
    -m lookupMetadata
    -u <username>
    -vendor_id <AppSKU>
    -destination <folder>
```

Download app metadata as XML

Save locally to `<AppSKU>.itmsp` folder

Use to bootstrap automation
Features of XML Feed Support

Metadata lookup

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iTunes Connect

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Validate

Syntax

```bash
$ iTMSTransporter
  -m verify
  -u <username>
  -f <folder>/<AppSKU>.itmsp
```

Validate package

Same requirements as iTunes Connect

Example error

```
ERROR ITMS-4062: "No software found with vendor_id 'bogus'"
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Features of XML Feed Support

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Upload

Syntax

```bash
$ iTMSTransporter
  -m upload
  -u <username>
  -f <folder>/<AppSKU>.itmsp
```

Upload package containing

- Metadata (xml)
- Assets (screenshots, etc.)

Validated synchronously

Errors reported—upload blocked

Contents processed asynchronously
Features of XML Feed Support

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Other details

Documentation on “Resources and Help” screen

• App Metadata Specification

• Transporter User Guide
What It Looks Like
Overall XML structure

```xml
<?xml version="1.0" encoding="UTF-8"?>
<package ...>
    <team_id>WWDCDEMO2015</team_id>
    <software>
        <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
        <software_metadata>
            <versions> ... </versions>
            <products> ... </products>
            <in_app_purchases> ... </in_app_purchases>
            <game_center>
                <achievements> ... </achievements>
                <leaderboards> ... </leaderboards>
            </game_center>
        </software_metadata>
    </software>
</package>
```
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        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
      </game_center>
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  </software>
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```

Optional elements:
- supply if making changes
- can be omitted if no changes
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        <achievements> ... </achievements>
        <leaderboards> ... </leaderboards>
    </game_center>
</software>
</package>
```
What It Looks Like
Identifying your accounts and app

About This App
Primary Language  ?
English

Bundle ID  ?
com.cyberinteractive.touchfighter.2

App ID  ?
440061532

SKU  ?
com.cyberinteractive.touchfighter.2

...<team_id>WWDCDEMO2013</team_id>
<software>
   <vendor_id>com.cyberinteractive.touchfighter.2</vendor_id>
   <software_metadata>
   ...
</software_metadata>
</software>
...
What It Looks Like

Identifying your accounts and app

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Bundle ID  
com.cyberinteractive.touchfighter.2

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440061532

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---

Provided by Apple when you established your team account

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  <software_metadata>
    ...
  </software_metadata>
</software>...

...
What It Looks Like
Identifying app version

<software_metadata>
  <versions>
    <version string="1.5"> ... </version>
    <version string="2.0"> ... </version>
  </versions>
</software_metadata>

...
What It Looks Like

Identifying app version

...<software_metadata>
  <versions>
    <version string="1.5">...</version>
    <version string="2.0">...</version>
  </versions>
</software_metadata>...

...
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...<software_metadata>
    <versions>
        <version string="1.5">...</version>
        <version string="2.0">...</version>
    </versions>
... </software_metadata>
What It Looks Like

Identifying locale

...<version string="2.0">
  <locales>
    <locale name="en-US">
      ...
    </locale>
    <locale name="ru-RU">
      ...
    </locale>
  </locales>
</version>...
What It Looks Like
Identifying locale

...<version string="2.0">...
<locales>
  <locale name="en-US">...
  </locale>
  <locale name="ru-RU">...
  </locale>
</locales>
...
Save the universe and blast incoming enemy spaceships by tapping on your multi-touch display. Pilot your starship through space using the built-in accelerometer.

Now with cross app support.
What It Looks Like

Localization data—title, description, what’s new

<locale name="en-US">
  <title>TouchFighter II</title>
  <description>Save the universe and blast incoming enemy spaceships by tapping on your multi-touch display. Pilot your starship through space using the built-in accelerometer.</description>
  <version_whats_new>Now with cross app support.</version_whats_new>
</locale>
What It Looks Like
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<locale name="en-US">
  <title>TouchFighter II</title>
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</locale>
What It Looks Like

...
What It Looks Like

...
What It Looks Like

...<locale name="en-US">
  ...
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    ...
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    </softwareScreenshot>
    ...
  </software_screenshots>
</locale>
...
What It Looks Like

...
What It Looks Like

...<locale name="en-US">
  ...
  <software_screenshots>
    ...
    <software_screenshot display_target="iOS-5.5-in" position="1">
      <size>88864</size>
      <file_name>touch-fighter-screenshot-iOS-1742.jpg</file_name>
      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
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</locale>
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  ...
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      <checksum type="md5">101ae1ec69ad0d689951f82e2f4ed8f7</checksum>
    </software_screenshot>
    ...
  </software_screenshots>
</locale>

...
What It Looks Like

...
What It Looks Like
Rights and pricing—settings applicable world-wide

<products>
  <product>
    <territory>WW</territory>
    <sales_start_date>2015-06-10</sales_start_date>
    <cleared_for_sale>true</cleared_for_sale>
    <allow_volume_discount>false</allow_volume_discount>
  </product>
...
What It Looks Like

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<products>
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  </product>
  ...
  <product>
  ...
  </product>
</products>
What It Looks Like

Rights and pricing—settings applicable world-wide

<table>
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<tr>
<th>Availability Date</th>
<th>Price Tier</th>
<th>Price Tier Effective Date</th>
<th>Price Tier End Date</th>
<th>Discount for Educational Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/06/2015</td>
<td>Choose</td>
<td>Choose</td>
<td>Choose</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

View Pricing Matrix

...<products>
  ...<product>
    ...<territory>WW</territory>
    ...<sales_start_date>2015-06-10</sales_start_date>
    ...<cleared_for_sale>true</cleared_for_sale>
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Rights and pricing—settings applicable world-wide

```
<products>
  <product>
    <territory>WW</territory>
    ...
    <intervals>
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What It Looks Like

Rights and pricing—settings applicable world-wide

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What It Looks Like

Rights and pricing—settings applicable world-wide

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What It Looks Like

Rights and pricing—settings applicable world-wide

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What It Looks Like

Rights and pricing—settings applicable world-wide

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## What It Looks Like

### Rights and pricing—sales interval

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What It Looks Like
Rights and pricing—sales interval

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Rights and pricing—sales interval

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What It Looks Like
Rights and pricing—sales interval

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What It Looks Like

Rights and pricing—territory settings

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Rights and pricing—territory settings

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Rights and pricing—territory settings

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What It Looks Like

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What It Looks Like
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Command Line Automation

Summary
Command Line Automation

Summary

Available

• Transporter
• App metadata XML feed
Command Line Automation

Summary

Available

• Transporter
• App metadata XML feed

Great for automation

• Bulk data management
• Integration with your systems
Command Line Automation

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Download documentation
- App Metadata Specification
- Transporter User Guide
Summary
Summary

Help Resources
Summary

Help Resources
TestFlight
Summary

Help Resources
TestFlight
App Store
Summary

Help Resources
TestFlight
App Store
Transporter and XML Feed
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
## Related Sessions

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<th>Session</th>
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<td>Presidio</td>
<td>Wednesday 9:00AM</td>
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<td>What’s New in iTunes Connect</td>
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<td>Getting the Most Out of App Analytics</td>
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### Related Labs

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