What’s New in iTunes Connect
Session 305

Dave Van Tassell iTunes Connect Engineering
Mike Amirault iTunes Connect iOS Engineering
David Hopkins App Analytics Engineering
What’s New in iTunes Connect

In-App Purchase
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
In-App Purchase
Subscriptions
In-App Purchase
Subscriptions

All categories
In-App Purchase

Subscriptions

All categories
In-App Purchase
Subscriptions

All categories
Territory pricing
In-App Purchase

Subscriptions

All categories

Territory pricing
In-App Purchase
Subscriptions

All categories
Territory pricing
New price tiers
In-App Purchase

Subscriptions

All categories
Territory pricing
New price tiers
In-App Purchase
Subscriptions

All categories
Territory pricing
New price tiers
Price preservation
In-App Purchase

Subscriptions

- All categories
- Territory pricing
- New price tiers
- Price preservation
In-App Purchase

Subscriptions

All categories
 Territory pricing
 New price tiers
 Price preservation
 85/15
In-App Purchase
Subscriptions
All categories
Territory pricing
New price tiers
Price preservation
85/15
In-App Purchase

Subscriptions

All categories
Territory pricing
New price tiers
Price preservation

85/15  Available Now!
## Subscription

<table>
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<tr>
<th>In-App Purchase</th>
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<td>Using Store Kit for In-App Purchases with Swift 3</td>
<td>Mission</td>
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<td>Introducing Expanded Subscriptions in iTunes Connect</td>
<td>Pacific Heights</td>
<td>Tuesday 4:00PM</td>
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Subscriptions
In-App Purchase Promo Codes
Promo Codes

App Promo Codes

Version

Trip Guides 1.0 | 0
Trip Guides 1.1 | 0
Trip Guides 2.0 | 0

In-App Promo Codes

Click + to add an In-App Purchase Promo Code

100 of 100 codes remaining
### Promo Codes

#### App Promo Codes

<table>
<thead>
<tr>
<th>Version</th>
<th>Trip Guides 1.0</th>
<th>Trip Guides 1.1</th>
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#### In-App Promo Codes

<table>
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<tr>
<th>In-App</th>
<th>Best Hikes: Tibet Guide</th>
<th>Dream Trips: Europe</th>
<th>3 of America’s Best Road Trips</th>
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**Note:**
- 100 of 100 codes remaining
- Add In-App

**Available packages:**
- Best Hikes: Tibet Guide
- Dream Trips: Europe
- 3 of America’s Best Road Trips
### App Promo Codes

<table>
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<table>
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<th>Reference Name</th>
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### Promo Codes

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75 of 100 codes remaining

100 of 100 codes remaining
## Promo Codes

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100 of 100 codes remaining

75 of 100 codes remaining
Available This Fall
In-App Purchase
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
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iTunes Connect for iOS

Mike Amirault
iTunes Connect iOS Engineering
What's iTunes Connect for iOS
What’s iTunes Connect for iOS

Access to Sales and Trends data
What’s iTunes Connect for iOS

Access to Sales and Trends data
Ratings and reviews for your apps
What’s iTunes Connect for iOS

Access to Sales and Trends data
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The ability to reject a binary
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Push notifications
What’s New with iTunes Connect for iOS
What’s New with iTunes Connect for iOS

New push notifications
What’s New with iTunes Connect for iOS

New push notifications
Multiprovider support
What’s New with iTunes Connect for iOS

New push notifications
Multiprovider support
Resolution Center
Push Notifications
Push Notifications

Apps contract expiring
Push Notifications

Apps contract expiring
Messages from app review
Push Notifications

Apps contract expiring
Messages from app review
App finished processing
Multiprovider
Apple Inc.
Beats Electronics
FileMaker Inc.
Apple Tools
Resolution Center
Resolution Center

From Apple

2. FUNCTIONALITY

2.1 Details

Your app is a 64-bit app that does not function in iOS 8. Apps submitted to the App Store must include 64-bit support and be built with iOS 8 SDK.

Next Steps

To enable 64-bit in your project, we recommend using the default Xcode build setting of "Standard architectures" to build a single binary with both 32-bit and 64-bit code.

To reject this binary:
- Log in to iTunes Connect
- Click on "My Apps"
- Select your app
- On "Versions" this message appears: You can only edit all information while your version is waiting for review. To submit a new build, you must remove this version from review.
- Click "remove this version from review"

Resources

To learn more, please refer to the 64-bit Transition Guide for Cocoa Touch.

If you have difficulty reproducing a reported issue, please try testing the workflow described in Technical Q&A QA1764: How to reproduce bugs reported against App Store submissions.

If you have code-level questions after utilizing the above resources, you may wish to consult with Apple Developer Technical Support. When the DTS engineer follows up with you, please be ready to provide:
- complete details of your rejection issue(s)
- screenshots
- steps to reproduce the issue(s)
- symbolicated crash logs - if your issue results in a crash log
From Apple

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From Apple
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- Click “remove this version from review”
We will make the update and resubmit.
What’s Next
Sales and Proceeds
<table>
<thead>
<tr>
<th>Apps</th>
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<td>Free</td>
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<tr>
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<td>348K</td>
</tr>
<tr>
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<td>MAC APPS</td>
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### iOS AND tvOS APPS

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<td>$0</td>
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### MAC APPS

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### Units

### Proceeds

### Sales

### Updates
Sales and Proceeds
Sales and Proceeds
Available Today
Demo
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
What’s New in iTunes Connect

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Why App Analytics
Why App Analytics
Why App Analytics

Analytics provides answers
Why App Analytics

Analytics provides answers
Reveals missed opportunities
Why App Analytics

Analytics provides answers
Reveals missed opportunities
Helps you build a better app
Analytics Data
Analytics Data
Analytics Data

App Store data
Analytics Data

App Store data
Sales data
Analytics Data

App Store data
Sales data
Usage data
App Store Data
Trip Guide
App Co
Offers In-App Purchases

5,974

$3.99

Offers Apple Watch App

Product page views
Product page views
Trip Guide

App Co

Offers In-App Purchases

(5,974)

+ $3.99

Product page views
App units (new users)
Product page views
App units (new users)
Trip Guide
App Co
Offers In-App Purchases
(5,974)
$3.99

Impressions
Product page views
App units (new users)
Impressions
Product page views
App units (new users)
Impressions
Product page views
App units (new users)
Impressions
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**APP STORE**

- Impressions: 298,647

**SALES**
- App Units
- In-App Purchases
- Sales
- Paying Users

**USAGE**
- Installations
- Sessions
- Active Devices
- Active Last 30 Days
- Crashes
- Deletions

**COMPARE TO**
- None

**SAVED VIEWS**
- Conversion Rate
- Sessions per Device

**Overview**

**Metrics**

**View By**
- Add Filter
- Last 30 Days

**Impressions**

Date | Impressions
--- | ---
May 19 | 8,563
May 20 | 9,110
May 21 | 9,007
May 22 | 9,098
May 23 | 8,475
May 24 | 8,460
Impressions

- Unique Devices

- In-App Purchases
  - Sales
  - Paying Users

- Usage
  - Installsations
  - Sessions
  - Active Devices
  - Active Last 30 Days
  - Crashes
  - Deletions

- Comparison to None

- Saved Views
  - Conversion Rate
  - Sessions per Device

- Overview
- Metrics
- Sources
- Retention

- Impressions

- Date: May 19 - Impressions: 8,563
- Date: May 20 - Impressions: 9,110
- Date: May 21 - Impressions: 9,007
- Date: May 22 - Impressions: 9,098
- Date: May 23 - Impressions: 9,098
- Date: May 24 - Impressions: 8,475

- Line
  - Days

- Impressions: 298,647
Impressions

155,379 Impressions

Unique Devices

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<th>Impressions</th>
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<tr>
<td>May 20</td>
<td>4,526</td>
</tr>
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<td>May 21</td>
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<tr>
<td>May 22</td>
<td>4,572</td>
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<tr>
<td>May 23</td>
<td>4,378</td>
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<td>May 24</td>
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iTunes Connect - App Analytics

Overview

App Store

Impressions

Unique Devices

Product Page Views

Sales

App Units

In-App Purchases

Paying Users

Usage

Installations

Sessions

Active Devices

Active Last 30 Days

App Analytics

SALES

APP STORE

Installations

Active Devices

SAVED VIEWS

Conversion Rate

Sessions per Device

USAGE

SALES

Impressions

Unique Devices

155,379 Impressions

Line

Days

May 19

May 20

May 21

May 22

May 23

May 24

Impressions

4,350

4,526

4,498

4,572

4,378

4,360

Comparison to

None

Trip Guide

Kelly Westover

App Co
155,379 Impressions  14,932 App Units

Date | Impressions | App Units
--- | --- | ---
May 16 | 4,350 | 604
May 17 | 4,526 | 566
May 18 | 4,498 | 569
May 19 | 4,572 | 571
May 20 | 4,378 | 608
May 21 | 4,360 | 614
Available Now
What’s Next
How Are Customers Finding My App?
Sources
Trip Guide
App Co

Top Charts

Australians In-App Purchases

Trip Guide
In-App Purchases
$3.99
(5,974)
App Store
App Store

Trip Guider

Top Charts

App Co

Australians In-App Purchases (5,974)

Trip Guide
Travel

2
KAYAK Flights, Hotels & Cars
Travel

3
Smithsonian's National Zoo
Travel

4
Road Trip 66
Travel

5
California State Parks — by Maplets
Travel

6
Camp & RV - Tent Camping to RV Parks
Travel

In-App Purchases

Trip Guide

$3.99

KAYAK Flights, Hotels & Cars

$0.99

Smithsonian's National Zoo

$1.99

Road Trip 66

$0.99

California State Parks — by Maplets

$0.99

Camp & RV - Tent Camping to RV Parks

OPEN
Find Your Perfect Trip

Get Trip Guide
Expert insights, guidance, and reviews

- Greece: 10 days (NEW)
- Aspen: 3 days
- Corsica: 9 days
- Tuscany: 5 days
Kelly Westover @kellywestnyc 30m
Just landed in Monterey and heading to Pebble Beach. Excited!

Trip Guide @tripguideappco 10m
Our favorite trips, using TripGuide: appsto.re/use/teews...

Jonathan Hum @jonhumsf 1h
Looking forward to WWDC this year.
I found a great app to help us plan our next trip.

Trip Guide by App Co
https://appsto.re/us/teews...
I found a great app to help us plan our next trip.

Great!

This is exactly what I was looking for. Thanks!
<table>
<thead>
<tr>
<th>Name</th>
<th>Impressions</th>
<th>App Units</th>
<th>Sales</th>
<th>Sessions</th>
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<td>818</td>
<td>$809</td>
<td>12,147</td>
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<td>135</td>
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<td>$2</td>
<td>76</td>
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<tr>
<td>trailsnwhales.com</td>
<td>50</td>
<td>9</td>
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<tr>
<td>Name</td>
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App Analytics

Overview Metrics

Sources

Retention

Trip Guide

Kelly Westover

App Co

All Apps Websites Campaigns

Source Type

- **Impressions**
- Unique Devices

**Total**: 286K

- **App Store**: 214K (75%)
- **Web Referrer**: 20K (7%)
- **App Referrer**: 52K (18%)

**Last 30 Days**

Graph chart showing trends in the last 30 days.
App Analytics

Overview Metrics Sources Retention

All Apps Websites Campaigns

Impressions Unique Devices

Last 30 Days

NEW

286K Total

2000

1000

1500

500

15 14 13 12 11 10 09 08 07 06 05 04 03 02 01

30 29 28 27 26 25 24 23 22 21 20 19 18 17 16

75% (214K) App Store

7% (20K) Web Referrer

18% (52K) App Referrer

Impressions Product Page Views App Units In-App Purchases Sales Paying Users Installations Sessions Active Devices Active Last 30 Days
Coming This Year
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
Screenshot Simplification
One Set of Screenshots per Device Family
Drag a video and up to 5 screenshots for a 5.5-inch display.
We’ll use these for the iPhone display sizes and localizations selected in Media Manager.
View **iOS Screenshot Properties** and **App Preview Properties**.
Drag a video and up to 5 screenshots for a 5.5-inch display. We’ll use these for the iPhone display sizes and localizations selected in Media Manager. View iOS Screenshot Properties and App Preview Properties.
iOS App 3.0

Prepare for Submission

Version Information

App Preview and Screenshots

5.5-Inch Display

Drag a video and up to 5 screenshots for a 5.5-inch display. We’ll use these for the iPhone display sizes and localizations selected in Media Manager. View iOS Screenshot Properties and App Preview Properties.

Other Sizes

Description

Keywords

Support URL

http://example.com

Marketing URL

http://example.com (optional)
iOS App 3.0

Prepare for Submission

Version Information

Drag a video and up to 5 screenshots for a 5.5-inch display.

We’ll use these for the iPhone display sizes and localizations selected in Media Manger.

View iOS Screenshot Properties and App Preview Properties.

0/1 App Preview and 0/5 Screenshots

Other Sizes

Description

Keywords

Support URL

Marketing URL
Drag a video and up to 5 screenshots for a 5.5-inch display. We’ll use these for the iPhone display sizes and localizations selected in Media Manager.

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Prepare for Submission

Version Information

5.5-Inch Display

Description

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Support URL

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Prepare for Submission

Version Information

App Preview and Screenshots

5.5-Inch Display

Other Sizes
iOS App 3.0

Version Information

5.5-Inch Display

Description

Keywords

Support URL

Marketing URL

Other Sizes (17)
iOS App 3.0

Prepare for Submission

5.5-Inch Display

4.7-Inch Display
1 App Preview
5 Screenshots

4-Inch Display
1 App Preview
5 Screenshots

3.5-Inch Display
5 Screenshots

Using 5.5-Inch Display

Kelly Westover
App Co

App Store
App Analytics
Sales and Trends
iOS App 3.0

Prepare for Submission

5.5-Inch Display

1/1 App Preview and 5/5 Screenshots

Other Sizes (17)
iTunes Connect  >  My Apps  >  Trip Guides

iOS App 3.0  >  Media Manager

All  iOS App  iMessage  Apple Watch

iPhone

5.5-Inch Display

1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

4.7-Inch Display

1/1 App Preview and 5/5 Screenshots | Choose File | Delete All

Save
Use 5.5-Inch Display
Drag a video and up to 5 screenshots for a 4.7-inch display. We’ll use these for the iPhone display sizes and localizations selected in Media Manger. View iOS Screenshot Properties and App Preview Properties.
Drag a video and up to 5 screenshots for a 4.7-inch display. We’ll use these for the iPhone display sizes and localizations selected in Media Manger.

View iOS Screenshot Properties and App Preview Properties.
iTunes Connect  My Apps

iOS App 3.0  Media Manager

All  iOS App  iMessage  Apple Watch

1/1 App Preview and 5/5 Screenshots  Choose File  Delete All

4-Inch Display

Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display

1/1 App Preview and 5/5 Screenshots  Choose File  Delete All

3.5-Inch Display

Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display  Using 4.7-Inch Display

5/5 Screenshots  Choose File  Delete All
4.7-Inch Display

5.5-Inch Display

iTunes Connect  My Apps  Trip Guides

iOS App 3.0  Media Manager

All  iOS App  iMessage  Apple Watch

iPhone

5/5 Screenshots  Choose File  Delete All

5.5-Inch Display

4.7-Inch Display

Choose File  Delete All
Use English (U.S) 5.5-Inch Display

Use English (U.S) 4.7-Inch Display
Use English (U.S) 5.5-Inch Display

Use English (U.S) 4.7-Inch Display
### 5.5-Inch Display

Drag up to 5 screenshots for a 5.5-inch display. We'll use these for the iPhone display sizes selected in Media Manager. View iOS Screenshot Properties and App Preview Properties.

<table>
<thead>
<tr>
<th>0/5 Screenshots</th>
<th>Choose File</th>
<th>Delete All</th>
</tr>
</thead>
</table>

### 4.7-Inch Display

The 4.7-inch display will use the German 5.5-inch display.

<table>
<thead>
<tr>
<th>0/5 Screenshots</th>
<th>Choose File</th>
<th>Delete All</th>
</tr>
</thead>
</table>
Drag up to 5 screenshots for a 5.5-inch display. We'll use these for the iPhone display sizes selected in Media Manager. View iOS Screenshot Properties and App Preview Properties.

The 4.7-inch display will use the German 5.5-inch display.
Use German 5.5-Inch Display
Drag up to 5 screenshots for a 4.7-inch display.
We'll use these for the iPhone display sizes selected in Media Manager.
View iOS Screenshot Properties and App Preview Properties.
Drag up to 5 screenshots for a 4.7-inch display.
We’ll use these for the iPhone display sizes selected in Media Manger.
View iOS Screenshot Properties and App Preview Properties.
Drag up to 5 screenshots for a 4.7-inch display.
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View iOS Screenshot Properties and App Preview Properties.

Drag up to 5 screenshots for a 5.5-inch display.
We'll use these for the iPhone display sizes selected in Media Manager.
View iOS Screenshot Properties and App Preview Properties.
# Media Management

<table>
<thead>
<tr>
<th></th>
<th>iPhone</th>
<th>iPad</th>
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<tbody>
<tr>
<td><strong>Localization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Size</strong></td>
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</table>

NEW
## Media Management

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# Media Management

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<th>Apple Watch</th>
<th>Mac</th>
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<td>✔️</td>
<td>✔️</td>
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</table>
How Do I Upload All 980 Screenshots?
Transporter XML Feed
Transporter XML Feed

All screenshot sizes
Localized metadata
Pricing
In-App purchase
Game Center

Screenshot Simplification

Create only required screenshots
Share across devices
Share across locales
Available This Summer
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
iMessage Apps
Hey John! What are you up to this weekend?

I hear the weather is going to be good. Let's go for a hike?

That sounds so fun!
Hey John! What are you up to this weekend?

I hear the weather is going to be good. Let's go for a hike!

That sounds so fun!

Delivered
iMessage Apps

New Stickers category
iMessage Apps

New Stickers category
Device screenshots
iMessage Apps

New Stickers category

Device screenshots
iMessage Apps

New Stickers category

Device screenshots
# Media Management

<table>
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# Media Management

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<th>iMessage</th>
<th>Apple TV</th>
<th>Apple Watch</th>
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# iMessage Apps

<table>
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<th>Tuesday 11:00AM</th>
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<tr>
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<td>Thursday 1:40PM</td>
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What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
What’s New in iTunes Connect

In-App Purchase
iTunes Connect for iOS
App Analytics
Screenshot Simplification
iMessage Apps
Guideline Changes
Guideline Changes
Guideline Changes

Human readable
Guideline Changes

Human readable

Localization
Guideline Changes

Human readable
Localization
Combined with macOS guidelines
Guideline Changes

Human readable
Localization
Combined with macOS guidelines
Organized contextually
Guideline Changes

- Human readable
- Localization
- Combined with macOS guidelines
- Organized contextually
Guideline Changes

Safety

Performance

Business

Design

Legal
Guideline Changes

Safety

Content

Kids category

Physical harm
Guideline Changes

Safety

Performance

Business

Design

Legal
Guideline Changes

Performance

Ready for app review
Accurate metadata
App experience
Hardware compatibility
Software requirements
Guideline Changes

Business

Clear business model
Payments
Acceptable business models
Guideline Changes

Safety

Performance

Business

Design

Legal
Guideline Changes

Design

Simple
Refined
Innovative
Easy to use
Guideline Changes

Safety

Performance

Business

Design

Legal
Guideline Changes
Legal
Privacy
Intellectual property
Gambling
Guideline Changes

Safety
Performance
Business
Design
Legal
Guideline Changes
What’s New in iTunes Connect

In-app purchase
What’s New in iTunes Connect

In-app purchase

iTunes Connect for iOS
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What’s New in iTunes Connect

In-app purchase
iTunes Connect for iOS
App analytics
Screenshot simplification
What’s New in iTunes Connect

- In-app purchase
- iTunes Connect for iOS
- App analytics
- Screenshot simplification
- iMessage apps
What’s New in iTunes Connect

In-app purchase
iTunes Connect for iOS
App analytics
Screenshot simplification
iMessage apps
Guideline changes
More Information

https://developer.apple.com/wwdc16/305
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<td>Mission</td>
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