What’s New in App Store Connect

Session 301

Daniel Miao, Engineering Manager
Tommy McGlynn, Software Engineer
Alex Miyamura, Engineering Manager
Welcome to the All-New App Store!

Games That’ll Make You Laugh
Firewatch is a single-player first-person mystery set in the Wyoming wilderness. The year is 1989. You are a man named Henry who has retreated from his messy life to work as a fire lookout in the Wyoming wilderness. Perched high atop a mountain, it’s your job to look for smoke and keep the wilderness safe. An especially hot, dry summer has everyone on edge. Your supervisor Delilah is available to you at all times.

What’s New
- Added Japanese language subtitles
- Fixed a black screen/graphic corruption issue on specific Mac models running macOS 10.13 (High Sierra)
- Improved overall performance and threading
App Lifecycle

- Design and Develop
- Analyze
- Provision
- Manage Users
- Distribute
- Prepare App Store Metadata
- Deliver
- Beta Test
App Lifecycle

1. Analyze
2. Design and Develop
3. Beta Test
4. Provision
5. Manage Users
6. Distribute
7. Prepare App Store Metadata
8. Deliver
App Store Connect API

Overview

RESTful
App Store Connect API

Overview

RESTful

JSON Web Token (JWT)
App Store Connect API

Overview

RESTful

JSON Web Token (JWT)

Strict convention
App Store Connect API
Overview

RESTful

JSON Web Token (JWT)

Strict convention

Extensive documentation
Available this summer
App Lifecycle

Design and Develop
Analyze
Distribute
Prepare App Store Metadata
Provision
Manage Users
Deliver
Beta Test
Provisioning
App Store Connect API

Generate provisioning profiles
Create and revoke signing certificates
Manage devices and bundle IDs
App Lifecycle

- Design and Develop
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- Manage Users
- Deliver
- Beta Test
- Prepare App Store Metadata
- Distribute
- Analyze
App Lifecycle

- Design and Develop
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- Deliver
- Beta Test
- Manage Users
Manage Users
App Store Connect API

Invite new users
Modify app access
Manage user roles
Update user profiles
Manage Users

Today

App Store Connect

Developer
Manage Users
Unified

App Store Connect
Manage Users
Unified

App Store Connect
One set of roles
One Apple ID
Later this summer, some App Store Connect roles will change. Development teams for organizations will be unified, with one team and one set of roles across the Apple Developer website and App Store Connect. In addition, all users with the Technical role will instead be assigned the Developer and Marketing roles, with access to reports. Learn About Upcoming Role Updates.
# Upcoming Role Updates

Later this summer, some App Store Connect roles will change. Development teams for organizations will be unified, with one team and one set of roles across the Apple Developer website and App Store Connect. Users and roles will be managed exclusively in App Store Connect. In addition, all users with the Technical role will instead be assigned the Developer and Marketing roles, with access to reports.

View the user details below to learn how permissions will change and what you may need to do before the update.

For full descriptions of all updated roles and more information on team unification, [visit the support page.](#)

<table>
<thead>
<tr>
<th>NAME</th>
<th>APPLE ID</th>
<th>APPLE DEVELOPER</th>
<th>APP STORE CONNECT</th>
<th>UPCOMING ROLE UPDATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Cashman</td>
<td><a href="mailto:paulcash1@icloud.com">paulcash1@icloud.com</a></td>
<td>Member</td>
<td>Admin</td>
<td>Admin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Permissions will change when this role is automatically assigned: no access to Certificates, Identifiers &amp; Profiles.</td>
</tr>
<tr>
<td>Allen Buchinski</td>
<td><a href="mailto:abuchinski@icloud.com">abuchinski@icloud.com</a></td>
<td>Admin</td>
<td>Developer</td>
<td>Developer</td>
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</tr>
<tr>
<td>Carissa Carje</td>
<td><a href="mailto:carissacarje@icloud.com">carissacarje@icloud.com</a></td>
<td>–</td>
<td>Developer</td>
<td>Developer</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Permissions will change when this role is automatically assigned: access allowed to membership benefits on the Apple Developer website.</td>
</tr>
<tr>
<td>Karl Alden Bohn</td>
<td><a href="mailto:karlobohn1@icloud.com">karlobohn1@icloud.com</a></td>
<td>Admin</td>
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</tr>
<tr>
<td>John Appleseed</td>
<td><a href="mailto:jappleseed@icloud.com">jappleseed@icloud.com</a></td>
<td>Admin</td>
<td>Technical</td>
<td>Developer, Marketer, Reports</td>
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<th>App Store Connect</th>
<th>Upcoming Role Update</th>
</tr>
</thead>
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# Upcoming Role Updates

Later this summer, some App Store Connect users will be upgraded from one role to another. We will no longer rely on App Store Connect, Users and roles will be managed through the Apple Developer website and App Store Connect.

View the user details below to learn how to manage roles and permissions.

For full descriptions of all updated roles and permissions, see the Apple Developer website and App Store Connect.

### Users:

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Paul Cashman</td>
<td>Paul Cashman</td>
<td><a href="mailto:paulcashman@icloud.com">paulcashman@icloud.com</a></td>
<td>Monday, Sep 23, 2011</td>
</tr>
<tr>
<td>Allen Buchinski</td>
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</table>

### Current Roles:

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### New Role:

**Developer**

- Permissions will change when this role is automatically assigned: reduced access to Certificates, Identifiers, and Profiles.
- No longer able to create distribution and service certificates
- No longer able to approve certificate signing requests
- No longer able to delete App IDs
- To continue managing certificates and App IDs, this user’s role must be changed to Manager or Admin in App Store Connect. Legal users and Admins in App Store Connect can make this change.

### Upcoming Role Update:

View Permissions for Upcoming Role Update
App Lifecycle

- Design and Develop
- Analyze
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- Distribute
- Prepare App Store Metadata
- Deliver
- Beta Test
- Manage Users
App Delivery

macOS
App Delivery

macOS

Linux

NEW
App Delivery

Transporter
App Delivery

Transporter

Validation before delivery
App Delivery

Transporter

Validation before delivery

API token authentication
App Lifecycle

- Design and Develop
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- Deliver
TestFlight Update

Tommy McGlynn, Software Engineer
Forest Explorer 8.6.1 (244) for iOS is ready to test

To test this app, open TestFlight on your iOS device using iOS 8.0 or later and install the update.

In order to use TestFlight, you agree that crash data as well
What to Test
Explorers, this is our biggest update ever! We’ve added 7-day weather forecasting with real-time condition updates.

Information
App Details
Notifications Mobile, Email
Show App on Apple Watch
Previous Builds
Stop Testing
TestFlight Public Link
TestFlight Public Link

Unique URL
TestFlight Public Link

Unique URL

Represents an invitation to your beta app
TestFlight Public Link

Unique URL

Represents an invitation to your beta app

Can be shared anywhere
TestFlight Public Link

Unique URL

Represents an invitation to your beta app

Can be shared anywhere

Anyone can use the link to become a tester
Alish: How's the seat on boarding experience?

Do you want to check it out?

Yeah!!

Join the Forest Explorer beta
testflight.apple.com
What to Test
Explorers, this is our biggest update ever!
We’ve added 7-day weather forecasting with real-time condition updates.

- Send Feedback
- Beta Program Website

Terms of Service
In order to use Forest Explorer, you agree that crash data as well as statistics about how you use Forest Explorer will be provided to Nature

Information
App Details
Privacy Policy
## iOS Builds

The following builds are available to test.

### Version 1.5.2

<table>
<thead>
<tr>
<th>Build</th>
<th>iTunes Connect Users</th>
<th>External Testers</th>
<th>Invitations</th>
<th>Installations</th>
<th>Last 7 Days</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Testing</td>
<td>Testing</td>
<td>1,542</td>
<td>540</td>
<td>439</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Expires in 89 Days</td>
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</tr>
<tr>
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<tr>
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<td>439</td>
<td>1</td>
</tr>
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<td></td>
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</tr>
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<td>6</td>
<td>Testing</td>
<td>Testing</td>
<td>1,542</td>
<td>540</td>
<td>439</td>
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</tr>
<tr>
<td></td>
<td>Expires in 12 Days</td>
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<td></td>
<td></td>
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### Version 1.5.1

### Version 1.5.0

### Version 1.4.9
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</tr>
</tbody>
</table>

### Version 1.5.1

### Version 1.5.0

### Version 1.4.9
Create a New Group

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

WWDC

Version 1.5.1

Version 1.5.0

Version 1.4.9
WWDC

You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers  Builds

Public Link

No builds available

Testers (0)

Add Testers

Testers in this group will be notified when a new build is available.
WWDC

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Testers | Builds

Public Link

No builds available

Testers (0)

Add Testers

Testers in this group will be notified when a new build is available.
WWDC

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Testers | Builds
---|---

Builds (0) [+] | [1]

Add a build to start testing.

Testers in this group will be notified when a new build is available.
Select a Build to Test

Select a build, and we'll invite the group "Beta Testers" to start testing. Before your build can be tested, it may have to be approved by Beta App Review.

<table>
<thead>
<tr>
<th>Build</th>
<th>Ready to Submit</th>
<th>Upload Date</th>
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</thead>
<tbody>
<tr>
<td>iOS</td>
<td>1.5.3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
WWDC
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Testers | Builds

Builds (1)

<table>
<thead>
<tr>
<th>Build</th>
<th>Platform</th>
<th>Last 7 Days</th>
<th>Crashes</th>
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</thead>
<tbody>
<tr>
<td>1.5.3 (2)</td>
<td>iOS</td>
<td>0</td>
<td>0</td>
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</tbody>
</table>

Expire in 90 Days
<table>
<thead>
<tr>
<th>Testers</th>
<th>Builds</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWDC</td>
<td></td>
</tr>
</tbody>
</table>

**WWDC**

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**Test Information**

Testers (0)

**Add Testers**

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WWDC
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Testers Builds

Public Link
You can enable a public link so anyone with the link can join this group and test your app.

Enable Public Link

Testers (0)
Testers in this group will be notified when a new build is available.

Add Testers
### WWDC

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<table>
<thead>
<tr>
<th>Testers</th>
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</thead>
<tbody>
<tr>
<td><strong>Public Link</strong></td>
<td><img src="https://testflight.apple.com/join/ABC123XY" alt="Link" /> Disable Link</td>
</tr>
</tbody>
</table>

**Tester Count**: 0  
**Set limit**

### Testers (0)

**Add Testers**

Testers in this group will be notified when a new build is available.
App Store Connect  My Apps  Forest Explorer

TestFlight  Activity

BUILD
iOS  tvOS

TESTERS & GROUPS
All Testers (5,432)  App Store Connect Users
Beta Testers  Friends and Family
Stakeholders

WWDC  Edit
You can add anyone to this group, and they can test builds using the TestFlight app. Builds may need approval from Beta App Review.

Testers  Builds

Public Link
https://testflight.apple.com/join/ABC123XY  Disable Link  Copy Link

Tester Count  4,409  Set limit

Testers (4,409)  Edit

<table>
<thead>
<tr>
<th>Invitation Type</th>
<th>Name</th>
<th>Status</th>
<th>Sessions</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
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<td>0</td>
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<td>Test Information</td>
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<th>Status</th>
<th>Sessions</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 1.6.3 (2)</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 15.3 (2)</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 1.6.3 (2)</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 15.3 (2)</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 15.3 (2)</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Public link</td>
<td>Anonymous</td>
<td>Installed 15.3 (2)</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>
Mountain Climber
This beta isn't accepting any new testers.
OK
To join the Mountain Climber beta, install TestFlight on an iPhone or iPad.

Testing Apps with TestFlight
TestFlight
App Store Connect API
TestFlight
App Store Connect API

Create groups
TestFlight
App Store Connect API

Create groups
Assign builds to groups
TestFlight
App Store Connect API

Create groups
Assign builds to groups
Manage public links
TestFlight
App Store Connect API

Create groups
Assign builds to groups
Manage public links
Add and remove testers
TestFlight
App Store Connect API

Create groups
Assign builds to groups
Manage public links
Add and remove testers
Update test information
TestFlight
App Store Connect API

Create groups
Assign builds to groups
Manage public links
Add and remove testers
Update test information

Automating App Store Connect
Hall 2
Thursday 3:00PM
App Lifecycle

- Design and Develop
- Analyze
- Provision
- Manage Users
- Distribute
- Prepare App Store Metadata
- Deliver
- Beta Test
App Lifecycle

- Design and Develop
- Analyze
- Provision
- Manage Users
- Distribute
- Deliver
- Beta Test
- Prepare App Store Metadata
App Lifecycle

- Design and Develop
- Analyze
- Provision
- Manage Users
- Deliver
- Prepare App Store Metadata
- Beta Test
- Distribute
App Lifecycle

- Design and Develop
- Provision
- Manage Users
- Deliver
- Distribute
- Prepare App Store Metadata
- Beta Test
- Analyze
Top Apps and Bundles:

Name | Apple ID | Sales   | Percentage of Total | Change
--- | ------- | ------- | ------------------- | -----
1.   | Forest Explorer iOS | 432      | $8.95M              | 38.9% | ▲ 12%
2.   | Mountain Climber iOS | 554      | $6.06M              | 20.3% | ▲ 4.2%
3.   | Ocean Journal iOS | 335      | $5.08M              | 22.1% | ▲ 76%
4.   | Sunset Seeker iOS and tvOS | 843 | $2.92M              | 12.7% | ▲ 11%

 Territories:

Sales by Territory: May 6 - Jun 5, 2018

Devices:

Sales by Device: May 6 - Jun 5, 2018

- iPhone: 65%
- iPad: 33%
- Apple TV: 1%
- iMac: 1%
- Pre-Owned: 0.5%
### Sales and Trends

<table>
<thead>
<tr>
<th>Name</th>
<th>Apple ID</th>
<th>Sales</th>
<th>Percentage of Total</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest Explorer</td>
<td>432</td>
<td>$8.95M</td>
<td>36.9%</td>
<td>▲ 12%</td>
</tr>
<tr>
<td>Mountain Climber</td>
<td>554</td>
<td>$6.06M</td>
<td>26.3%</td>
<td>▲ 4.2%</td>
</tr>
<tr>
<td>Ocean Journal</td>
<td>335</td>
<td>$5.08M</td>
<td>22.1%</td>
<td>▲ 76%</td>
</tr>
<tr>
<td>Sunset Seeker</td>
<td>843</td>
<td>$2.92M</td>
<td>12.7%</td>
<td>▲ 11%</td>
</tr>
</tbody>
</table>

#### Territories

Sales by Territory: May 6 – Jun 6, 2018

- United Kingdom: $4M
- Germany: $3M
- France: $2M
- Russia: $1M
- Norway: $0

#### Devices

Sales by Device: May 6 - Jun 6, 2018

- iPhone: 65%
- iPad: 33%
- iPod touch: 1%
- Mac: 0.5%
- Apple TV: 0.05%
Reporting
App Store Connect API
Reporting
App Store Connect API

Download financial reports
Reporting
App Store Connect API

Download financial reports
Download sales reports
App Store Connect for iOS

Alex Miyamura, Engineering Manager
Welcome to
App Store Connect
Manage your apps, view sales and trends, and respond to reviews.
In-App Purchases: ~0.92% 158K
Daily Average: 22.6K

App Bundles: 0.00% 0
Daily Average: 0
<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>Proceeds</th>
<th>Sales</th>
<th>Updates</th>
<th>In-App Purchases</th>
<th>App Bundles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1D</td>
<td>6.7%</td>
<td>0.38%</td>
<td>0.57%</td>
<td>20%</td>
<td>1.5%</td>
<td>0.00%</td>
</tr>
<tr>
<td>7D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2W</td>
<td></td>
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</tr>
<tr>
<td>5W</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13W</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26W</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

June 5, 2018

Units: 338K
Proceeds: $127K
Sales: $176K
Updates: 7.94M
In-App Purchases: 21.5K
App Bundles: 0
Trends

May 29 – June 5, 2018

Units
Daily Average: 772K
- 0.24% 10.8M

Proceeds
Daily Average: $129K
- 5.2% $1.80M
### Trends

**May 8 – June 5, 2018**

<table>
<thead>
<tr>
<th>Units</th>
<th>Weekly Average: 5.42M</th>
<th>0.48%</th>
<th>27.1M</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun 5</td>
<td></td>
<td></td>
<td>6.60M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proceeds</th>
<th>Weekly Average: $926K</th>
<th>5.4%</th>
<th>$4.63M</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jun 5</td>
<td></td>
<td></td>
<td>$1.20M</td>
</tr>
</tbody>
</table>

**My Apps**

**Trends**
Trends

Mar 27 – June 5, 2018

Units
Weekly Average: 5.45M

Proceeds
Weekly Average: $922K

<table>
<thead>
<tr>
<th></th>
<th>1D</th>
<th>7D</th>
<th>2W</th>
<th>5W</th>
<th>13W</th>
<th>26W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>70.9M</td>
<td></td>
</tr>
<tr>
<td>Proceeds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12.0M</td>
<td></td>
</tr>
</tbody>
</table>

▲ 14% ▲ 40%
Trends

Jan 2 – June 5, 2018

Units
Weekly Average: 5.13M
7.00M
133M
▲ 15%

Proceeds
Weekly Average: $790K
$1.60M
$20.5M
▲ 46%
Trends

Units

Jan 2 – June 5, 2018

Weekly Average: 5.13M

Paid iOS/tvOS: 126M (-98%)
Free iOS/tvOS: 125M (+14%)
In-App iOS/tvOS: 3.70M (+40%)
Paid macOS: 0M (0.00%)
Free macOS: 4.49M (+30%)
In-App macOS: 0M (0.00%)
<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>2.2%</td>
<td>41.7M</td>
</tr>
<tr>
<td>UK</td>
<td>28%</td>
<td>10.9M</td>
</tr>
<tr>
<td>China</td>
<td>6.8%</td>
<td>7.71M</td>
</tr>
<tr>
<td>Germany</td>
<td>74%</td>
<td>7.03M</td>
</tr>
<tr>
<td>Japan</td>
<td>29%</td>
<td>6.50M</td>
</tr>
<tr>
<td>Canada</td>
<td>42%</td>
<td>5.13M</td>
</tr>
<tr>
<td>Australia</td>
<td>18%</td>
<td>5.07M</td>
</tr>
<tr>
<td>Sweden</td>
<td>66%</td>
<td>3.71M</td>
</tr>
<tr>
<td>France</td>
<td>22%</td>
<td>3.32M</td>
</tr>
<tr>
<td>Denmark</td>
<td>45%</td>
<td>2.98M</td>
</tr>
<tr>
<td>Netherlands</td>
<td>20%</td>
<td>2.37M</td>
</tr>
<tr>
<td>Brazil</td>
<td>8.6%</td>
<td>2.07M</td>
</tr>
<tr>
<td>Mexico</td>
<td>9.6%</td>
<td>1.96M</td>
</tr>
</tbody>
</table>
My Apps

- Forest Explorer
  - iOS 2.0 Prepare for Submission
  - tvOS 1.0 Ready for Sale

- Mountain Climber
  - iOS 2.0 Prepare for Submission
  - tvOS 1.0 Ready for Sale

- Ocean Journal
  - iOS 2.3 Prepare for Submission

- Sunset Seeker
  - iOS 3.1.1 Ready for Sale
Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes

iOS Ratings & Reviews

★ ★ ★ ★ ★
★ ★ ★ ★ ★
★ ★ ★ ★
★ ★ ★
★ ★
★
Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

**App Status Changes**

**iOS Ratings & Reviews**

- **5 stars**
- **4 stars**
- **3 stars**
- **2 stars**
- **1 star**
Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes

iOS Ratings & Reviews

★ ★ ★ ★ ★

★ ★ ★ ★

★ ★ ★

★ ★

★
Manage your notifications here. If the feature is unavailable, you can turn on notifications in Settings.

App Status Changes

iOS Ratings & Reviews

Stars: 5 stars, 4 stars, 3 stars, 2 stars, 1 star

Switches: On (green), Off (gray)
iOS Apps
- Version 2.0
  - Prepare for Submission
- Version 1.5.4
  - Ready for Sale

tvOS App
- Version 1.0
  - Ready for Sale

App Store Information
- Resolution Center
- App Information
- Ratings & Reviews
- Trends

Notifications
- Mobile
  - Status, Reviews (1 & 5 Stars)
The app status of Forest Explorer (version 2.1 iOS) has changed to Pending Developer Release.
Forest Explorer
Go wild and discover trails.

iOS 2.1 Pending Developer Release

Go wild and discover trails, parks, and off-the-beaten-path terrain with Forest Explorer. Whether you’re bushwhacking in backcountry or more

View on App Store

What's New
Experior, this is our biggest update ever! We've added 7-day weather forecasting with real-time condition updates.

Version Information

<table>
<thead>
<tr>
<th>Apple ID</th>
<th>76216821</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKU</td>
<td>8HZ-000081</td>
</tr>
<tr>
<td>Bundle ID</td>
<td>com.nl_bundle.rdc.ios</td>
</tr>
</tbody>
</table>
Version Information

Apple ID: 76216821
SKU: 8HZ-000081
Bundle ID: com.nl_bundle.rdc.ios

Status History

- Pending Developer Release
  Jun 5, 2018
- In Review
  Jun 4, 2018
- Waiting In Review
  Jun 3, 2018

Release This Version

Reject This Binary
Version Information

Apple ID 76216821
SKU 8HZ-000081
Bundle ID com.nl_bundle.rdc_ios

Status Waiting in Review

Release This Version
Release

Are you sure you want to release this app version?

Reject This Binary
You have a new message from App Review about Mountain Climber.
My Apps

Mountain Climber

iOS Apps

Version 2.1
Rejected

Version 2.0
Ready for Sale

tvOS App

Version 1.0
Ready for Sale

App Store Information

Resolution Center

App Information

Ratings & Reviews

Trends

Notifications

Mobile
Status, Reviews (1 & 5 Stars)
iOS 2.1
Binary Rejected
Today, 8:15 AM
We noticed that your app’s metadata includes the following information, which is not relevant...

iOS 2.0
Security Alert
Jun 1, 2018
For more information about security, see the Apple Product Security page. You can encrypt...
We noticed that your app’s metadata includes the following information, which is not relevant to the application content and functionality:

**Next Steps**

Please revise or remove this content from your app’s metadata.

**NOTE:** Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.
We noticed that your app’s metadata includes the following information, which is not relevant to the application content and functionality:

3.3 Details

Next Steps

Please revise or remove this content from your app’s metadata.

NOTE: Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.
3.3 Details

We noticed that your app’s metadata includes the following information, which is not relevant to the application content and functionality:

Next Steps

Please revise or remove this content from your app’s metadata.

NOTE: Please be sure to make any metadata changes to all App Localizations by selecting each specific localization and making appropriate changes.
Mountain Climber has received a new review (6 star).
A trustworthy companion

Mountain Climber is designed to help hikers and climbers find extensive details about trails in their area, and it does just that. I don't use a lot of the social features that it offers, but I'm sure they're great. It's always been a reliable app, and it's also saved me a few times thanks to the GPS tracking.

The app I've been looking for!

I just got into climbing recently, but have been finding that a lot of the trails around me are too strenuous. Mountain Climber has helped me find trails that are better suited for my experience level.

Packed with features

There's a few of these apps to choose from on the App Store, but IMO, Mountain Climber is the best one. It's easy to navigate, has really useful information
A trustworthy companion

Mountain Climber is designed to help hikers and climbers find extensive details about trails in their area, and it does just that. I don't use a lot of the social features that it offers, but I'm sure they're great. It's always been a reliable app, and it's also saved me a few times thanks to the GPS tracking. 5 stars!
A trustworthy companion

Today
ZigZag22

iOS | United States | 12 of 23 helpful

Thanks for the positive feedback, we always love hearing this from our happy users!
May 29 – June 5, 2018

Units
Daily Average: 32.0K
- 20% 448K

Updates
Daily Average: 3.6K
- 22% 49.1K
<table>
<thead>
<tr>
<th>Country</th>
<th>Change</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>+159%</td>
<td>113K</td>
</tr>
<tr>
<td>USA</td>
<td>-53%</td>
<td>45.5K</td>
</tr>
<tr>
<td>Japan</td>
<td>+9.1%</td>
<td>4.90K</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>+75%</td>
<td>4.21K</td>
</tr>
<tr>
<td>UK</td>
<td>-73%</td>
<td>3.68K</td>
</tr>
<tr>
<td>Germany</td>
<td>-68%</td>
<td>3.07K</td>
</tr>
<tr>
<td>Canada</td>
<td>-73%</td>
<td>1.96K</td>
</tr>
<tr>
<td>Australia</td>
<td>-69%</td>
<td>1.55K</td>
</tr>
<tr>
<td>Italy</td>
<td>-74%</td>
<td>1.54K</td>
</tr>
<tr>
<td>France</td>
<td>-75%</td>
<td>1.38K</td>
</tr>
<tr>
<td>Russia</td>
<td>-82%</td>
<td>1.26K</td>
</tr>
<tr>
<td>Brazil</td>
<td>-86%</td>
<td>1.19K</td>
</tr>
<tr>
<td>Taiwan</td>
<td>-49%</td>
<td>1.18K</td>
</tr>
</tbody>
</table>
Available now
Free Trials for Paid Apps
Free Trials for Paid Apps

Paid App
### Free Trials for Paid Apps

<table>
<thead>
<tr>
<th>Free App</th>
<th>Free Trial</th>
<th>Pay to Unlock</th>
</tr>
</thead>
</table>

**Free app**

**Trial with free non-consumable IAP**

**Unlock with paid non-consumable IAP**
Free Trials for Paid Apps

Guidelines

Free IAP naming convention: 14-day Trial

Customer communication

• Free trial duration
• Cost to unlock
• Features or content lost when trial ends
New Feature Summary
New Feature Summary

App Store Connect API
New Feature Summary

App Store Connect API

Unified user management
New Feature Summary

App Store Connect API
Unified user management
App delivery on Linux
New Feature Summary

App Store Connect API
Unified user management
App delivery on Linux
TestFlight public links
New Feature Summary

App Store Connect API
Unified user management
App delivery on Linux
TestFlight public links
Sales and Trends overview
New Feature Summary

- App Store Connect API
- Unified user management
- App delivery on Linux
- TestFlight public links
- Sales and Trends overview
- App Store Connect for iOS
New Feature Summary

- App Store Connect API
- Unified user management
- App delivery on Linux
- TestFlight public links
- Sales and Trends overview
- App Store Connect for iOS
- Free trials for paid apps
Introductory Pricing and Pre-Orders
Introductory Pricing

Pro Subscription for Forest Explorer
Detailed satellite imagery

1 year for $19.99, then $39.99/year after trial.

INSTALL & SUBSCRIBE
In-App Purchases
## Subscription Introductory Pricing

### Free trial

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Purchase</td>
<td>Regular Price</td>
<td>Regular Price</td>
</tr>
<tr>
<td>Free Trial</td>
<td>1st Renewal</td>
<td>2nd Renewal</td>
</tr>
</tbody>
</table>

## Subscription Introductory Pricing

Pay up front

<table>
<thead>
<tr>
<th></th>
<th>Introductory Price</th>
<th>Regular Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Purchase</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st Renewal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd Renewal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introductory Price</td>
<td>Introductory Price</td>
<td>Introductory Price</td>
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<td>-----------------------</td>
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</tr>
<tr>
<td>Initial Purchase</td>
<td></td>
<td>1st Renewal</td>
<td>2nd Renewal</td>
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</table>

Subscription Introductory Pricing
Pay as you go
## Subscription Introductory Pricing

**Pay as you go**

<table>
<thead>
<tr>
<th>Initial Purchase</th>
<th>1st Renewal</th>
<th>2nd Renewal</th>
<th>3rd Renewal</th>
<th>4th Renewal</th>
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<tbody>
<tr>
<td>Introductory Price</td>
<td>Introductory Price</td>
<td>Introductory Price</td>
<td>Regular Price</td>
<td>Regular Price</td>
</tr>
</tbody>
</table>

---

**Best Practices and What’s New with In-App Purchases**

WWDC 2018

**Engineering Subscriptions**

WWDC 2018
Pre-Orders

Forest Explorer
Go wild and discover trails.

Pre-Order
Expected June 24, 2018
$1.99

This content may change without notice, and the final product may be different.

Age Rating
9+
Pre-Orders

Timeline

- Submit App
- Enable Pre-Order
- Pre-Order Ready for Sale
- Release Pre-Order
- Ready for Sale
- Release Date Reached or Manual Release
Pre-Orders

Timeline

<table>
<thead>
<tr>
<th>Submit App</th>
<th>Pre-Order Ready for Sale</th>
<th>Ready for Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable Pre-Order</td>
<td>Release Pre-Order</td>
<td>Release Date Reached or Manual Release</td>
</tr>
</tbody>
</table>
Pre-Orders

Timeline

- Submit App
- Enable Pre-Order
- Pre-Order Ready for Sale
- Release Pre-Order
- Ready for Sale
- Release Date Reached or Manual Release
## Pricing and Availability

### Price Schedule

<table>
<thead>
<tr>
<th>Price</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD $1.99 (Tier 1)</td>
<td>Starting Price</td>
<td>No End Date</td>
</tr>
</tbody>
</table>

### Plan a Price Change

**Pre-Orders**

Pre-orders allow customers to buy your app in advance. On the release date, customers who pre-ordered your app will be charged for the purchase and notified of its availability. Only the first version of an app can be made available for pre-order. Learn more.

- Make available for pre-order
  - Your app has been approved by App Review and can now be released as a pre-order to the App Store.

**Version Information**

Available in all territories Edit

**Version Purchase Program**

- Available with a volume discount for educational institutions
- Available with no discount
- Available privately as a custom B2B app
Pricing and Availability

Price Schedule

<table>
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<tr>
<th>Price</th>
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<tbody>
<tr>
<td>USD $1.99</td>
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Other Currencies

Starting Price No End Date

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This app was made available as a pre-order on Jun 6, 2018, and is expected to release on Jun 24, 2018.

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App Review Best Practices

Keep contact information current
App Review Best Practices

Keep contact information current

Submit demo account information
App Review Best Practices

Keep contact information current

Submit demo account information

Use App Review notes
App Review Best Practices

Keep contact information current
Submit demo account information
Use App Review notes
Show customer experience in screenshots
App Review Best Practices

Keep contact information current
Submit demo account information
Use App Review notes
Show customer experience in screenshots
Explain permission requests
## More Information

https://developer.apple.com/wwdc18/301

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