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About iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale in the App Store or the Mac App Store. This document describes how to use iTunes Connect before, during, and after submitting an app for distribution on the store.

iTunes Connect organizes your portfolio of store content, legal and tax documents, and contact information so that you can easily find and add to the material. iTunes Connect also collects status information, feedback, and earnings information that comes from Apple. This means that you can manage your app sales progress from a single place.

At a Glance

Use this document to understand how to use iTunes Connect before, during, and after submitting an app for distribution through the App Store or Mac App Store.

Before Submitting Apps

Be prepared for the app submission process with compelling and thoughtful material to display with your app on the store. After reading a quick overview of the iTunes Connect website, you can also get started with contract requirements so that the process is complete by the time your apps are ready for the store. The team
agent—the first member of the organization—can delegate most of these tasks by inviting others to join the iTunes Connect organization and configuring their accounts to have the appropriate access to iTunes Connect modules.


During App Submission

The first time you submit an app to the store, you’ll create a record for it in iTunes Connect. If the app uses any of Apple’s store technologies—such as Game Center, the iAd App Network, or In-App Purchase—you’ll enable those services in the iTunes Connect record. You can also include app information in multiple languages to display in stores.


After Apps Are Available on the Store

iTunes Connect provides information about your app, including sales and download numbers and your earnings. You can find information from your customers’ experience with your app, such as customer reviews, crash reports, and the top scores reported in Game Center leaderboards. You can also view an inventory of your apps and their configurations by running catalog reports.


After apps are live, you can manage store text and images. When you update an existing app, you’ll add the new version to the same iTunes Connect record for the app. If needed, you can remove an app from the store or transfer it to another organization.

How to Use This Document

Use this document to understand how to use iTunes Connect before, during, and after submitting an app for distribution through the App Store or Mac App Store.

See Also

App Distribution Guide explains how to develop, test, package, submit, and release your iOS and Mac apps, including preparing information to include in the iTunes Connect record for the app. If you are responsible for uploading an app to iTunes Connect, make sure to read App Distribution Guide before you start with iTunes Connect.

App Review describes guidelines developers need to follow when creating apps they plan to submit to the App Store or Mac App Store.

If you are planning to distribute an app that uses a store technology, you may need to refer to one of the following configuration guides that augment this developer guide:

- Game Center Configuration Guide for iTunes Connect contains details for setting up leaderboards, achievements, game groups, and multiplayer compatibility options for apps that use Game Center.
- In-App Purchase Configuration Guide for iTunes Connect contains details for setting up products that are sold through a store in the app.

In addition, App Metadata Specification and Transporter Quick Start Guide describe how to deliver app configuration metadata in batches in an App Store or Mac App Store package using Transporter. This is particularly helpful when you have many In-App Purchase products to configure for an app. These documents are available to iTunes Connect users at the bottom of the Manage Your Apps page, under “Deliver Your Apps.”

Throughout this document, look for links to additional documents on more specific topics.
Overview of iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale using the App Store or Mac App Store. It organizes your portfolio of store content, documents, and contact information so that you can easily find and add to the material. iTunes Connect also collects status information, feedback, and earnings information that comes from Apple. This means that you can manage your app sales progress from a single place.

Sign In to iTunes Connect

Before you can use iTunes Connect, you must have an iTunes Connect user account. There are two ways to receive an iTunes Connect account:

- Start your own iTunes Connect organization by enrolling in an Apple Developer Program. You can then sign in to iTunes Connect as your organization’s team agent. The Apple ID you used for the Apple Developer Program is your credential to sign in to iTunes Connect.

- Be invited into an existing iTunes Connect organization. The organization’s team agent or another user with an iTunes Connect Admin role must create your account using your name and email address. If the email address isn’t already an Apple ID, iTunes Connect generates an Apple ID using this email address. See “Setting Up User Accounts” (page 60) for instructions for creating new users and for what to do if a member of your organization already has an Apple ID.

Note: Both the Apple Developer Program and iTunes Connect use Apple IDs for account validation. However, being a member of the Apple Developer Program doesn’t automatically give users access to iTunes Connect. Users must be invited to join iTunes Connect.

The Apple ID and password are the credentials used to access your iTunes Connect user account.

To sign in to iTunes Connect


2. Enter your Apple ID and password, and click Sign In.

   After you sign in, the iTunes Connect homepage appears.
Find Functionality by Module

iTunes Connect is divided into modules, each of which organizes the tasks you can accomplish. You see the modules on the iTunes Connect homepage that correspond to the roles assigned to your user account. Table 1-1 (page 12) describes each module.

**Tip:** You can return to the iTunes Connect homepage at any time by clicking Home at the bottom of any page.

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
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<td><strong>Sales and Trends</strong></td>
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</tr>
<tr>
<td><strong>Contracts, Tax, and Banking</strong></td>
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<td>Module</td>
<td>Description</td>
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</table>
| ✯meye | **Payments and Financial Reports.** View and download your monthly financial reports and payments.  
| 👤 | Manage Users. Add and delete your iTunes Connect users or test users and change users’ roles and notification settings. |
| 📦 | Manage Your Apps. Add, view, and manage your apps on the store. This is where you would configure store technologies such as iCloud, Game Center, In-App Purchase, and Newsstand. |
| 🔴 | Grow Your Business With iAd. Set up and manage the iAd App Network to present advertising in your ad-ready apps. |
| 💰 | Catalog Reports. Request and download reports describing your store content. |
| 💬 | Developer Forums. Find solutions and share tips with Apple developers from around the world. |
| ✉️️ | Contact Us. Get answers to your questions and direct a Contact Us form to the proper Apple representative. |

**Take iTunes Connect with You**

The iTunes Connect Mobile app is an extension of iTunes Connect that presents sales and trend information about your apps. The underlying unit data is the same information that continues to be available to you in the Sales and Trends module in iTunes Connect. You can also view your apps’ customer reviews, reject a binary, release an app, and perform other types of basic app management actions.

iTunes Connect Mobile is available on the App Store. For instructions on how to use the iTC Mobile app, see iTunes Connect Mobile User Guide.
Contact Us Through Menus, Options, FAQs, and Email

The Contact Us module is a series of menus and options that help you precisely identify any issues. You are directed to FAQs related to your question and to Contact Us forms that are sent to the appropriate Apple representative.

Open Contact Us from the iTunes Connect homepage or from a Contact Us link at the bottom of any iTunes Connect page.

The iTunes Connect FAQ is another source of information for iTunes Connect; its distinct organization and direct access to specific topics may help you find answers that you weren’t able to find in this document. Open the FAQ from links at the bottom of any iTunes Connect page.

Now that you know how to access the tools, think about what information you want to use to present your app on the store. The next chapter describes what kinds of material you can provide and gives tips on how to make it attractive and compelling to customers.
First Steps: Identifying Your App in iTunes Connect

The App Store is a highly competitive, vibrant, and constantly evolving digital marketplace where success requires a thoughtful strategy and a desire to delight users. iTunes Connect is your tool to manage, maintain, and market your apps on the App Store. The tips in this chapter can help you effectively use iTunes Connect and the App Store to increase your app’s potential for success.
Use the App Store to Your Advantage

Take advantage of the tools provided in iTunes Connect to effectively market your app. The text and images you choose can make a powerful presentation for your app on the App Store. Your app name, developer name, categories, and keywords can greatly aid customers to find your app. The clear description and compelling images you choose can lead customers to download your product.
Focus your message. Create a clear product definition that is thoughtful and succinct. This focus will help you choose artwork to emphasize the message and not distract customers from your app's core value. Here's an example of compelling copy entered in iTunes Connect:

App Name    Infinity Blade 3
DescriptionSiris and Isa have joined with the God-King Raidriar in a desperate attempt to destroy the Worker of Secrets and his army of Deathless titans. Uncover new mysteries to wield the power of the Infinity Blade in this timeless adventure of champions and villains.

The award-winning Infinity Blade game trilogy reaches its epic conclusion!

RESPONSIVE AND INTUITIVE TOUCH CONTROLS
Attack, dodge, block, and cast devastating spells – all with the simple swipe of a finger.

SIMPLE NAVIGATION
Easy to use, tap-to-move controls enable players to effortlessly navigate and explore while searching for collectable items such as treasure, swords, shields, armor and other magical rewards.

DYNAMIC 3D WORLD
Explore larger, beautiful and immersive environments that dynamically change as you choose multiple gameplay paths, new quests, side missions, and ClashMob engagements with the new in-game World Map interface.

TWO PLAYABLE CHARACTERS
Battle all–new enemies as both the legendary hero Siris, and the stealthy female warrior–thief, Isa, each with three unique combat styles and hundreds of fantastic weapons and items.

Created by ChAIR Entertainment, the original blockbuster returns with adrenaline–fueled sword–fighting action, gorgeous visuals, and a thrilling story of love, betrayal, and redemption.

Keywords    secrets, titans, blade
Create compelling artwork. Your app stands out in the store if it has compelling artwork and screenshots. Users are immediately drawn to beautiful icons and screenshots that show the capability of the app. Users of Apple devices have learned to expect gorgeous icons.

Make sure your app is easily discoverable. One of the most important factors to a successful app is making sure that customers can find it on the store. Carefully choose your app name, categories, and keywords to make sure customers can discover your app.

Control the release of your app using iTunes Connect. You can control when the app becomes available by setting the availability date. Make sure that you provide plenty of time in your schedule for the Apple Review process.

Enjoy the benefits of quality. Apple chooses apps for promotion purely on the merits of the app. There's no advertising or paid placement opportunities on the App Store. Apple takes care to present apps that provide a great user experience, are designed for the platform, and display beautifully on and off the store.

Evolve with the app market. Keep your finger on the pulse of the App Store by downloading and using apps every day. Read reviews to learn what users care about. Research your competition and consider the best strategy for your app. Because every app is unique, many business models are successful across the categories on the App Store, including Free, Premium (one-time payment), Freemium (free with In-App Purchase), and Paymium (paid with In-App Purchase). Price thoughtfully and offer a strong value proposition.

Iterate and innovate. Listen to your customers and respond with updates. Plan updates carefully so that your app evolves over time. Space updates appropriately for the most impact with users.
Think globally. The App Store is available in over 150 countries, so you want to localize your app and metadata to attract downloads. Customers prefer to browse and shop in their native languages; in your localized description be clear which languages your binary supports. For a list of countries in which the App Store is available, see “App Store Territories” (page 145).

Localize properly. When providing translations for your app description, app name, and keywords, localize professionally or not at all. Don’t use online translators or translator widgets. Remember that bad translations, even though they may be funny, can do more harm than good. Be aware of cultural sensitivities, and present a professional and authentic tone in all communications. If you need assistance with translations, Apple recommends browsing the services of these third-party localization vendors.

Note: Apple provides links to these localization vendors as a courtesy and makes no representations of any kind regarding such vendors, including with respect to any information or localization services. Direct any questions, complaints, or claims regarding such vendors to the appropriate localization vendor. Under no circumstances does Apple have any liability for your use of such vendors or services.

iTunes Connect helps you put information on the store for your app, but it’s up to you to make the material you include the best it can be. The following sections provide tips to get the most out of the metadata you include in iTunes Connect.

Choose an Effective App Name

Your app name plays a critical role in how users search and discover your app. A name that is simple and easy to remember can yield more successful search results. Choose a descriptive app name that reflects what your app does and is distinct and appropriate. Keep app names as short and concise as possible. Pay particular attention to how app names appear when viewed on the App Store on iPad, iPhone, and iPod touch.

• Keep it short. For best results on the app product pages on the App Store, use no more than 25 characters. For the Mac App Store, use no more than 70 characters. The length of the name isn’t the only consideration, though. Note that where the words wrap in the app name may change how the name appears in the App Store. These examples show how a clear app name displays better than a cluttered one.
• **Keep it simple.** Don’t append descriptive text to your app name. For example “My Weather – real-time radar, temperature, wind and cloud patterns” is too long. The app name is better as simply “My Weather” instead. Reserve descriptive text for your app description.

• **Consider copyrights.** Ensure that your app name doesn’t violate the trademark or rights of a third party. For example, “iPhone Sports News” would be inappropriate, because “iPhone” is an Apple trademark. If you enter an app name that is trademarked or already in use on the App Store or Mac App Store, Apple can remove your app from the store.

• **Make it easy to find your app across iOS platforms.** If you provide an app on more than one platform, consider using the same name on each platform and including compatibility language—for example, “[app name] for iPad.” This makes it clear to users that it’s the same app with similar functionality. To make sure your compatibility language uses Apple marks correctly, see Guidelines for Using Apple Trademarks and Copyrights.

• **Make it distinct.** Don’t choose an app name that is substantially similar to an existing app name. Adding or removing spaces, exclamation points, or other characters isn’t enough to distinguish your app. If you include compatibility language in your app name—for example “Breaking News for iPad”—this compatibility language isn’t considered for purposes of restrictions on duplicative names or intellectual property rights. That is, if someone else has the wording “Breaking News” on the App Store, you can’t submit “Breaking News for iPad” as an app name.

• **Make it match.** Most importantly, a customer should instantly associate the name and icon in the App Store with the name and app icon that installs on their devices after purchase or download. Ensure that the text that appears below the icon is derived from the app name.

  For example, if your app’s name in iTunes Connect is “Coraline’s Creative Cajun Cooking,” good choices for short names for the name that appears after download under your icon might be CreativeCajun or CajunCooking or Coraline’s, because they directly evoke the long name—but not Good Eats, Louisiana, or Comfort Food, which don't.

• **Localize.** Although you have only one icon for your app in the App Store in all countries, you can localize the name. Make sure to weigh the strength of your brand against having a more specific and descriptive name.
Note: Per section 3.2 of the iOS Developer Program License Agreement, squatting on an app name to prevent legitimate third-party use is prohibited.

After you create your app and assign it a name, you have 180 days to deliver a binary or your app will be deleted from iTunes Connect so that the app name is free for use by the developer community. After 150 days and 173 days, Apple sends warnings to iTunes Connect users with Admin and Technical roles. On day 180, these users receive a notice confirming that the app record was deleted from iTunes Connect.

After you submit an app, you can change its name only the next time you update the app binary with a new version. Otherwise, to change the name you must reject the app and resubmit it.

Decide on Your Company’s Name

If you have enrolled in the Apple Developer Program as a company, you can specify what you want to use as your company name. In the store, the “company name” is used prominently for navigation and to group your apps. Your legal entity name appears as the “seller” of your apps. The two names can be different, and you can use the distinction between the two to drop official labels—such as Inc., Ltd., Corp., and AG—or to establish a distinct brand name.
The company name is displayed with your apps on the store. In this example, “Apple” is the company name and “Apple, Inc.” is the seller name. When users tap your company name, they see all of the apps you have on the store.

Note: The first time you add an app is your only chance to set a company name distinct from your legal entity name.

If you have enrolled as an individual, the company name is the same as your legal entity name.

Write Marketing Text

Now that you’ve captured attention with your app name and icon, follow up with informative and lively information for your app’s description. Use your app’s landing page on your website to tell even more about your app.
App Description: Gratify Your Customers’ Curiosity

Write a clear, concise, and informative app description. The first few lines are the most important area you have to describe your app. It’s your chance to make a great impression on a customer who was interested enough to look for more information. Focus on the functionality and design of your app from a user viewpoint. Describe what makes your app special and describe what features separate your app from others.

To provide the best possible description:

- Include a brief opening paragraph or two and a short bulleted list of main features.
- Localize for markets where appropriate.
- Include user reviews, accolades, or testimonials only at the end, if at all.
- Use line breaks and bullets to enhance legibility. Don’t add extra white space between text or lengthen your description unnecessarily.
- Be aware of how the app description displays in the App Store on each device type.
• Don’t reference specific prices in your app description. Referencing a local currency can mislead customers in other App Store territories and cause confusion.

When updating your app, complete the “What’s New in this Version” field thoroughly and thoughtfully. Add messaging to encourage users to update. Present the changes in plain and authentic language rather than technical jargon. List items in order of importance.

URLs: Keep the Conversation Going

Create a landing page for your app on your website. Provide information beyond what’s included in your app metadata. For example, include an app trailer, more screenshots, testimonials, or industry accolades. Consider providing a downloadable media kit that includes high-resolution app icons and screenshots, your company logo, and marketing text describing your app.

Create a support system for your app on your website. Make it easy for users to contact you directly with app issues, feedback, and feature requests. In addition, consider including an in-app way for users to contact you.
To ensure flawless presentation, avoid links to blogs or pages with mostly dynamic content. Do consider providing localized information: You can provide separate URLs for each language you support. Make sure that the webpages are live when your app becomes ready for sale on the store.

Set Up Searching and Browsing

Browsing and searching are the most important ways customers find your apps. Customers browse within categories, and you set keywords to determine when your app appears in customers’ searches.

Categories: Get in the Right Place

One important aspect of discoverability for your app is the category it appears in on the App Store. Categories allow users to browse through a collection of apps. iTunes Connect lets you assign your app to two different categories where users can browse to find it. Make sure to carefully choose categories that best describe the main function of your app. All category submissions are reviewed by Apple.

When an app appears in search results, it is shown in the category you set as the primary category.

Keywords: Get the Best Results

Thoughtful and strategic keywords that pertain to your app help your potential customers locate your app more easily when searching on the store. If you choose unique keywords, your app has a better chance of being located relative to other apps when customers use that keyword in the store search field. In addition, if your app serves iAd ads, the iAd App Network uses your app’s keywords in choosing the ads to target to your app. Assigning extremely common keywords or less relevant keywords could lessen your chance of being located quickly and reduce the value of the ads your app receives.

When choosing a keyword, don’t use competing app names, company or product names, or trademarked names. Avoid inappropriate or objectionable terms or irrelevant words such as celebrity names; all keyword submissions are reviewed by Apple.

Do localize keywords when appropriate.
This image shows how search results are presented on the App Store on iPhone and iPad:

Choose Images

Your app icon and screenshots can make your app stand out in the store, on the app's page and in search results.

App Icons: Your Global Visual Presence

Keep your app icon iconic. The icon is the face of your app to users, so it must be memorable and display well at a small size. Memorable icons are clean and simple, showing only one visual. They are immediately recognizable and bring your app to mind.

To create great icons, follow these guidelines:

- Make the icon appropriate for your app.
• Create a simple icon that is consistent with the design of your app.
• Make the icon legible (even at small sizes).
• Don’t scale up images from smaller artwork.
• Avoid using words in your icon.
• Ensure that small and large icons are consistent.
• Don’t clutter your icons with free or sale messages.
• Never include pricing information. Referencing a local currency can mislead customers in other store territories and cause confusion.
• Don’t brand your icons with company logos; the space is too small to be effective, and the additional images clutter the presentation of the main image.
• Consider cultural sensitivities and use universal imagery.
• Don’t be afraid to consult a professional graphic designer.
• Think globally: A single app icon is used in all store territories.

For overall design assistance, consult iOS Human Interface Guidelines or OS X Human Interface Guidelines. For specific requirements for the app icon, see the description of Large App Icon in “Version Information” (page 155).

**Screenshots: Pictures Tell the App’s Story**

One of the most important elements to the success of your app is your screenshots. Create compelling and visually stunning screenshots. Place the best screenshot first. Show the actual view of your app, using the full screen, without graphics or borders around the image. Focus on showing the users’ experience when interacting with your app.

When creating screenshots to be posted to the store, follow these guidelines:
• Optimize your screenshot for best presentation on the device.
• Make sure the content is legible and appropriate.
• Don’t place the screenshot inside an Apple device image.
• Always remove the status bar from screenshots to present a cleaner look. iTunes Connect expects screenshots of dimensions that exclude that area.
• Use all five screenshots to tell the story of your app. Highlight the moments of your app that make it compelling.
• Don’t combine multiple app screens in the area designed for a single app screen.
• Take screenshots on the target device (not in iOS Simulator). To do this, hold down the Power button and press the Home button. The screenshot is saved to the Camera Roll.
• Provide screenshots in portrait or landscape mode.
• Use high-resolution Retina devices to make the screenshots.
• Avoid overworking the screenshots with marketing messages and additional graphic treatments.
• Only add minimal graphic overlays when it’s necessary to explain the image.
• Don’t forget to localize screenshots. Before taking the screenshots, set the iPhone or iPad language from Settings > General > International > Language. Set the Mac language from System Preferences > Language & Region.
• Consider cultural sensibilities and restrictions.
• Don’t reference specific prices in your app screenshots. Referencing a local currency can mislead customers in other store territories and cause confusion.

The first screenshot appears as a search result on the device App Store on iPhone and iPad, so place the best screenshot first.

Newsstand Cover Art: Continue Your Brand into Another Level of User Interaction

When you are selling an app to deliver magazine or newspaper content, your current issue appears where the app icon would appear in the store. Make sure that users make a visual connection between what they see before they purchase the app and what they see when they download Newsstand products and make subscription decisions.

For information about Newsstand art requirements, see “Newsstand Icons” in iOS Human Interface Guidelines.

Set App Ratings

The App Store has a special category for apps targeted at children aged 11 and under. Even if your app isn’t specifically targeted at kids, you help your customers make good choices for children and adults by providing content ratings.

Ratings: Advice for Your Customers

The rating for your app informs parental controls on the store. All apps are required to have a rating. iTunes Connect provides a list of content descriptions for which you identify how frequently the content appears in your app. Your selections are converted to the app rating.
Important: Apple rejects apps that include material that Apple finds obscene, pornographic, offensive, or defamatory.

Table 2-1 describes Apple’s ratings, and Table 2-2 (page 29) provides the equivalent ESRB and PEGI ratings.

Table 2-1  Apple rating chart

<table>
<thead>
<tr>
<th>Rating</th>
<th>Definition</th>
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<tbody>
<tr>
<td>4+</td>
<td>Apps in this category contain no objectionable material.</td>
</tr>
</tbody>
</table>
| 9+     | Apps in this category may contain instances of the following content that may not be suitable for children under the age of 9:  
- Infrequent or mild occurrences of cartoon, fantasy, or realistic violence  
- Infrequent or mild profanity  
- Infrequent or mild mature, suggestive, or horror-themed content |
| 12+    | Apps in this category may contain instances of the following content that may not be suitable for children under the age of 12:  
- Frequent or intense profanity  
- Frequent or intense cartoon, fantasy, or realistic violence  
- Infrequent or mild mature or suggestive themes  
- Simulated gambling |
| 17+    | Apps in this category may contain instances of the following content that may not be suitable for children under the age of 17:  
- Frequent and intense mature, suggestive, or horror-themed content  
- Frequent or intense sexual content or nudity  
- Frequent or intense references to alcohol, tobacco, or drug use |

Table 2-2  Apple rating, ESRB, and PEGI equivalency chart

<table>
<thead>
<tr>
<th>Apple rating</th>
<th>ESRB</th>
<th>PEGI</th>
</tr>
</thead>
<tbody>
<tr>
<td>4+</td>
<td>EC</td>
<td>3+</td>
</tr>
<tr>
<td>Not applicable</td>
<td>E</td>
<td>7+</td>
</tr>
<tr>
<td>9+</td>
<td>E10+</td>
<td>None</td>
</tr>
<tr>
<td>Apple rating</td>
<td>ESRB</td>
<td>PEGI</td>
</tr>
<tr>
<td>--------------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>12+</td>
<td>T</td>
<td>12+</td>
</tr>
<tr>
<td>17+</td>
<td>Mature</td>
<td>16+</td>
</tr>
<tr>
<td>No Rating</td>
<td>Adults Only</td>
<td>18+</td>
</tr>
<tr>
<td>This content can’t be sold in Apple stores.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Made for Kids: Target Kid-Friendly Apps**

If your app rates 9+ or lower in Apple's ratings, you can include your app in the Kids category on the store. You can further target apps inside the Kids category by specifying the age range appropriate for your app. Apps are organized by age range inside the Kids category.

To make sure parents understand what information your app collects and how that information is used, when you identify your app as Made for Kids, provide a URL that links to the Privacy Policy governing the app.

**Incorporate iTunes Connect into Your Marketing Strategy**

iTunes Connect gives you powerful tools to help attract customers to your app.

**Giving Your App Away (to Select Customers)**

You can request up to 100 promo codes per approved version of your app in iTunes Connect. Create a plan to use these promotions, including seeding appropriate press and editorial contacts prior to the app release. These codes can help you reach influencers who can create buzz and awareness for your app. To create actionable marketing, advise the press to publicize your app only when the app is actually available for customers to download.

**Scheduling Price Changes to Correspond with Marketing Campaigns**

You can use iTunes Connect to implement price changes to correspond to marketing events. Perhaps schedule a price reduction to coincide with an external event: For example, drop the price for your golf game during the British Open and use that change to advertise your app. Future price increases can provide compelling reasons for customers to make their purchase decision sooner rather than later.
Using Incentives to Sell Subscriptions

When offering auto-renewable subscriptions for sale from inside your app, incentives can be good tools to help customers choose your app. Two kinds of incentives are available: free trials and opt-in incentives. Both incentives automatically enroll customers in the next standard subscription duration. With opt-in incentives, users agree to share their contact information with you, giving you another marketing tool to reach your customers.

Designing Vanity URLs

For offline communications such as print and TV, provide a simple way for users to find your app with an easy-to-remember App Store Short Link. The App Store automatically generates these URLs for all apps and companies.

You can make App Store Short Links for iOS apps in the following forms:

- **Single app.** http://appstore.com/<appname>, such as http://appstore.com/keynote
- **All apps for a company.** http://appstore.com/<companyname>, such as http://appstore.com/apple
- **Single app with company name.** http://appstore.com/<companyname>/<appname>, such as http://appstore.com/apple/keynote

For more information, see *Creating easy-to-read short links to the App Store for your apps and company*.

Leveraging Smart App Banners

The Safari Smart App Banner feature provides a standardized method of promoting apps on the App Store from a website viewed on iPhone, iPad, or iPod touch. These banners improve users’ browsing experience compared with other methods. Tapping the banner takes users directly to the app on the App Store. For more information, see “Promoting Apps with Smart App Banners” in *Safari Web Content Guide*.

Preparing for Your App to Be Featured on the App Store

Apple regularly features high-quality apps on the App Store and Mac App Store. You can be ready by having attractive, high-resolution artwork available. With the introduction of Retina display, high-resolution art is now required for promotional placement.
Here are examples of iPhone and iPad apps being featured on the App Store:

Set Up Payment for Your App

The agreement you accepted when you joined the Apple Developer Program is all you need to distribute free apps on the store. If you want to sell an app, serve iAd rich media ads, or offer products for sale or download from inside the app, you need to agree to additional legal requirements and to provide information to receive payment for your earnings on the store. Table 2-3 summarizes the requirements. The Contracts, Tax, and Banking module in iTunes Connect organizes the contracts and the documents you provide and lets you know if changes are needed.
Table 2-3  Contracts and registrations for sale of apps

<table>
<thead>
<tr>
<th>Contract</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Applications</td>
<td>Granted as part of signing up for a developer program.</td>
</tr>
<tr>
<td>● iOS</td>
<td></td>
</tr>
<tr>
<td>● Mac OS</td>
<td></td>
</tr>
<tr>
<td>Paid Applications</td>
<td>Required to offer apps for sale on the App Store or the Mac App Store. These contracts require financial contact information, bank, and tax information.</td>
</tr>
<tr>
<td>● iOS</td>
<td></td>
</tr>
<tr>
<td>● Mac OS</td>
<td></td>
</tr>
<tr>
<td>iAd App Network</td>
<td>Required to have an app serve rich media ads from the iAd App Network. This contract requires financial contact information, bank, and tax information.</td>
</tr>
<tr>
<td>(optional)</td>
<td></td>
</tr>
<tr>
<td>Banking Information</td>
<td>Required to receive payments from Apple or offer apps for sale on the App Store or Mac App Store. You'll need to include information for a bank account that can receive electronic payments.</td>
</tr>
<tr>
<td>Tax Forms</td>
<td>Required to offer apps for sale on the App Store or the Mac App Store. Tax forms for the United States are required even if you aren’t selling apps in the U.S. Tax forms may be required to sell on App Stores for developers based in Canada and Australia. For the remaining territories, tax forms aren’t typically required.</td>
</tr>
<tr>
<td>Encryption Export</td>
<td>Required to distribute apps that incorporate encryption in any form. Because apps are uploaded to the Apple server in the United States, all apps are subject to U.S. export laws. All apps that use, access, contain, implement, or incorporate encryption in any form must comply with U.S. export regulations, and if apps are distributed in France, to French import regulations. See the FAQ page for World Wide Trade Compliance for the store. You provide this information when you submit an app binary for review.</td>
</tr>
<tr>
<td>Registration (optional)</td>
<td></td>
</tr>
</tbody>
</table>

Next Steps: Create an iTunes Connect Record for Your App

Everything begins by developing a great app. Take your time to perfect the technology implementation, user experience, and presentation. Feature placement on the App Store is not a marketing strategy—it’s a reward for a great app. Invest in your success by creating a compelling presentation on the App Store and driving awareness and engagement through a thoughtful marketing and advertising strategy.
Now that you know what it takes, you’re ready to sign in to iTunes Connect and start building your catalog of apps. See “Creating an iTunes Connect Record for an App” (page 35). In parallel, you can review your contract requirements to make sure your legal requirements are in place when you’re ready to distribute apps. See “Managing Contracts, Taxes, and Banking” (page 119).
Creating an iTunes Connect Record for an App

To submit an app for distribution on the App Store or Mac App Store, you create a record in iTunes Connect. This record includes all the information that appears on the store for the app, in as many languages as you want, and all the information needed to manage the app through the distribution process. If appropriate for your app, the record also includes information to configure your app to use store technologies such as the iAd App Network or Game Center.

You need to be the team agent or a user with an Admin or Technical role to add an app to iTunes Connect. If your user account doesn’t have the appropriate access, you don’t see the Manage Your Apps module on the iTunes Connect home page. Contact a user in your organization with an Admin role to give you access to be able to add an app. See also “What Is a Team Agent?” (page 60).

To add a record to iTunes Connect for a new app

1. Sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Your Apps.

The first time you see the Manage Your Apps page in iTunes Connect, it’s blank. After you’ve created your first app record, you’ll see it listed here.

3. Click Add New App.

4. If you have contracts in effect for both iOS and Mac apps, select your app type.
   This choice doesn’t appear if you have signed a contract for only one app type.

5. Follow the instructions on the subsequent pages to enter iTunes Connect properties for the app.
iTunes Connect steps you through adding the information you planned when reading “First Steps: Identifying Your App in iTunes Connect” (page 15). If you want to see the specific requirements for a particular option, find the option in the list shown in “iTunes Connect App Properties” (page 152).

6. Click Save, and watch for messages that indicate missing information.
   iTunes Connect shows messages at the top of the page to indicate problems that need to be resolved before the app record can be saved.
   If the record saves successfully, the App Summary page appears showing the app in its first state, “Prepare for Upload.”

After you've created the initial iTunes Connect record, you may have additional app information to configure, such as the following:

- “Configuring Store Technologies (Optional)” (page 38)
- “Displaying on the Store in More Than One Language (Optional)” (page 50)
- “Configuring a Custom B2B App (Optional)” (page 168)

After you provide all of the app information, you’re ready to complete the process with these final steps:

- “Reviewing Your Version Summary” (page 54)
- “Uploading Your Binary” (page 56)

If you aren't able to complete the process of uploading an app in one session, you can come back to the iTunes Connect record for the app at a later time. Open the App Summary page for the app to access all operations you can perform on the app record.

To open the App Summary page for an app

1. Sign in to iTunes Connect.
2. Click Manage Your Apps.
3. Select the app you want to view.
   Click See All or use Search to find the app if it doesn’t appear in the Recent Activity section. See “Searching for Apps” (page 70).
Note: After creating an iTunes Connect record for an app, you have 6 months (180 days) to deliver a binary to Apple. If you don’t deliver a binary before the 180-day deadline, your app is deleted from iTunes Connect. All iTunes Connect users with Admin and Technical roles for your organization receive email warnings indicating that the app record approaches its expiration date. Apple sends warnings after 150 days and 173 days. On day 180, the same iTunes Connect users receive a notice confirming that the app record was deleted from iTunes Connect. After the app is deleted, your app name can be used by another developer.

The next chapters provide details about the additional, and potentially optional, app configuration steps:

- “Configuring Store Technologies (Optional)” (page 38)
- “Displaying on the Store in More Than One Language (Optional)” (page 50)
- “Configuring a Custom B2B App (Optional)” (page 168)

If your app doesn’t require any of these additional configurations, you’re ready for “Submitting the App” (page 54).
Configuring Store Technologies (Optional)

When apps are distributed through the App Store or Mac App Store, they can take advantage of Apple store technologies such as Game Center and In-App Purchase. If you implement any of these store technologies in your app, you use iTunes Connect to configure the interaction between your app and the Apple services. You also use iTunes Connect to register any additional content that you want to make available through one of these technologies. The store technologies that may require additional configuration in iTunes Connect include:

- **“iCloud Display Sets”** (page 40). iCloud storage containers can be combined into display sets so users of apps from the same organization see one data storage location in iCloud. Use iTunes Connect to define iCloud display sets, including setting the display set ID that you use in your app binary to associate the app with the display set.

- **“iAd App Network”** (page 43). The iAd App Network provides an environment for you to incorporate rich media ads into your iOS apps. In iTunes Connect, you enable the iAd App Network for each app in which you want to include ads.

- **“Newsstand”** (page 45). Newsstand organizes online magazine and newspaper app subscriptions so customers can access their favorite publications quickly and easily. Use iTunes Connect to enable an app for Newsstand and configure online issues and subscriptions.

- **Game Center.** Game Center is Apple’s social gaming network. It allows players to connect their devices to the Game Center service to post scores and exchange information. For information about configuring Game Center assets in iTunes Connect, see *Game Center Configuration Guide for iTunes Connect*.

- **In-App Purchase.** In-App Purchase embeds a store directly into your app and enables the app to connect to the store and securely process payments from the user. See *In-App Purchase Configuration Guide for iTunes Connect*.

Adding Configurations for Store Technologies to the App Record

After you create an iTunes Connect record for your app, you have access to pages for configuring store technology assets used by the app. You access each store technology page from buttons on the App Summary page for the app.
Note: Only the team agent or users with an Admin or Technical role have access to the Manage Your Apps module. Contact a user in your organization with an Admin role to give you access to be able to add or edit the record for an app.
iCloud Display Sets

Your apps can use iCloud to store related documents and data. The documents and data are stored in containers that you configure in the app’s Info.plist. No iTunes Connect configuration is required to enable an app to use iCloud containers.

In addition to iCloud containers, iCloud supports display sets that allow multiple iCloud apps to use a single entry in the iCloud Documents & Data user settings. Each app still writes data to its container; the display set references the storage used for all the containers. To use iCloud display sets, you need to configure the display set in iTunes Connect, identify the apps that use it, and reference the display set from each app’s Info.plist.

For example, you might provide a custom calendar app, a task-list app, and an alarm clock app that have their own iCloud containers, each of which shows up in users’ Documents & Data settings in iCloud. If you wanted to have users configure data storage for these apps in a single setting, you could create an iCloud display set called “NotifyMe” that included the containers for all three apps. You would set up iCloud containers for each app:

- iCloud.MyCalendar
- iCloud.MyTasks
- iCloud.MyAlarm

Each app would still write to its container, but the user would see only the NotifyMe display set when configuring iCloud to store data for these apps.

Viewing iCloud Display Sets in iTunes Connect

iTunes Connect users with Admin or Technical roles can access the Manage Your iCloud Display Sets page.

To view iCloud display sets

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Apps.
3. At the bottom of the page, click iCloud Manage Display Sets.

The Manage Your iCloud Display Sets page opens, showing any display sets that are already configured for your organization. The table lists each display set, its reference name, display set ID, and the number of apps attached to it. Apps appear in this count after they are configured to use this display set and are uploaded to iTunes Connect.

Creating iCloud Display Sets

For each display set, you must enter the following values:

- **Reference Name.** An internal name. It must be at least two characters and can be up to 255 bytes, assuming single-byte characters. It’s displayed in iTunes Connect only.

- **Display Set ID.** A unique identifier used to associate your app with the display set. Use the same ID in your binary’s Info.plist file, NSUbiquitousDisplaySet key. This string must be a uniform type identifier (UTI) and can contain only alphanumeric characters, hyphens, and periods. The string should also be in reverse-DNS format and can’t end in .test.

- **Display Set Name.** The label that users see when they configure iCloud settings for your apps. Localize this label for each of the languages your apps support.

**To create a new display set in iTunes Connect**

1. Open the Manage Your iCloud Display Sets page for the app, as described in “To open the App Summary page for an app” (page 36).
2. Click Create New.
3. Enter a reference name and display set ID.
4. Click Add Language.
5. Select the default language for your apps.
6. In the Display Name field, enter the display set label that users see.
   The display name must be at least two characters and can be up to 75 bytes, assuming single-byte characters.
7. Click Save to save the language.
8. Repeat the language configuration from steps 4 through 7 for each language your apps support.
9. Click Save.

Managing iCloud Display Sets

The display sets created for your organization appear listed in a table on the Manage Your iCloud Display Sets page. From this page, you can do the following:

- View or edit a display set’s details.
Click the row containing the display set. The detail page lists the apps that are attached to this display set. From this page you can change the Reference Name or add or delete Display Name languages.

- Delete a display set.
  In the row containing the display set, click Delete.
  You can delete a display set unless there is an app attached to it.

**iAd App Network**

iAd is Apple's digital advertising platform. As an iOS app developer, you can take advantage of iAd in two ways:

- Design targeted advertising campaigns to promote your iOS apps through iAd Workbench.

  The iTunes Connect team agent for your organization can set up iAd Workbench user accounts. Once your account is set up, sign in at [http://iadworkbench.apple.com/](http://iadworkbench.apple.com/). For more information, see [iAd Workbench Help](http://iadworkbench.apple.com/).

- Earn revenue by joining the iAd App Network and incorporating iAd rich media ads into your iOS apps.

  For more information about integrating iAd ads into your iOS apps, refer to the following resources:
Using iAd in Your iOS Apps includes a list of useful resources about embedding iAd into your apps.

iAd Implementation Best Practices provides suggestions to help you optimize your iAd integration.

iAd Programming Guide describes how to integrate the iAd Framework to display iAd ads.

The following sections describe how to join the iAd App Network and start generating revenue through ads in your iOS app. If you need more information, see “iAd App Network” in the iTunes Connect FAQ, available by clicking FAQ at the bottom of any iTunes Connect page.

Setting Up an App to Display iAd Ads

To join the iAd App Network and allow an app to access the iAd App Network, follow these steps:

- Have your team agent request and agree to an iAd App Network contract and set up relevant tax and banking information. See “Requesting a Contract” (page 121) in iTunes Connect Developer Guide.
- Configure an iTunes Connect record for the app, as described in “Creating an iTunes Connect Record for an App” (page 35) in iTunes Connect Developer Guide.
- Integrate the iAd Framework in your app, as described in iAd Programming Guide.
- Upload the app binary to iTunes Connect, as described in “Submitting the App” (page 54) in iTunes Connect Developer Guide.

Note: After your app is approved and Ready for Sale, Apple reviews it to determine the app’s appropriateness for receiving ads from iAd advertisers. When your app is approved for iAd, you’ll begin to see ad impressions within a few days.

Disabling the iAd App Network for an App

To remove ads from an app, you must submit a new binary without the iAd Framework. See “Replacing Your App with a New Version” (page 105) in iTunes Connect Developer Guide.

Monitoring iAd Performance and Revenue

iAd reporting in iTunes Connect allows you to monitor ad performance and track revenue.

To review ad performance for an app

1. Integrate the iAd Framework for at least one app and submit it for review, as described in “Setting Up an App to Display iAd Ads” (page 44).
2. On the iTunes Connect homepage, click Grow Your Business With iAd.

3. On the iAd page that opens, in the Monetize section, click View Your iAd Reports.
   Use this module to track iAd ad performance.

Newsstand

Newsstand lets you deliver magazine and newspaper content as *issues* to iOS users. You enable your app for Newsstand in iTunes Connect. You also use iTunes Connect to set up issues or configure a feed to automate the management of issues.

The Newsstand metadata you set up in iTunes Connect is displayed on the store only. The app itself is responsible for delivering content to users. For information on creating a Newsstand app, see *Newsstand Kit Framework Reference*.

**Note:** Newsstand is available in iOS 5.0 and later. Newsstand isn't available for Mac apps.

Newsstand can be enabled for new and existing apps in iTunes Connect. After a Newsstand-enabled version of your app is posted to the store, all future versions of the app are also Newsstand enabled. Newsstand can't be disabled in the app in later versions.

**Configuring a Newsstand-Enabled App in iTunes Connect**

When you create an iTunes Connect record for an app designed to deliver newspaper or magazine content, you follow these steps:
• Configure an iTunes Connect record for the app, as described in “Creating an iTunes Connect Record for an App” (page 35).

• Enable the app to be included in Newsstand, as described in “Enabling Newsstand for an App” (page 46).

• Configure at least one In-App Purchase product for the app, either a free subscription or an auto-renewable subscription; typically this is an issue available for download or purchase through the app. See “Providing Access to Privacy Policies for Subscriptions” in In-App Purchase Configuration Guide for iTunes Connect.

• Provide issue descriptions to post on the store, as described in “Managing Newsstand Issues” (page 48).

• If available, specify a feed to update store content automatically, as described in “Updating Issues on the Store Automatically” (page 49).

• Upload the app binary to iTunes Connect.

To submit a Newsstand app, your app binary needs to include the following:

• The Info.plist file must include the setting UINewsstandApp=true.

• The UINewsstandIcon attribute must be included in the CFBundleIcons key.

Enabling Newsstand for an App

You can enable your app for Newsstand from the App Summary page.

For the Newsstand button to appear on the App Summary page, your app status must be in one of these pre-binary-upload statuses:

• Prepare for Upload
• Rejected
• Developer Rejected
• Invalid Binary
• Waiting For Upload

The Newsstand button appears on the App Summary page for existing apps after a new version is created and that new version is in a pre-binary-upload state.

To enable Newsstand for an app

1. Open the App Summary page for the app you want to include in Newsstand, as described in “To open the App Summary page for an app” (page 36).
2. Click Newsstand Status.

If the button reads Manage Newsstand, Newsstand has already been enabled for the app.

3. Click Enable.

4. (Optional) Select a Newsstand subcategory where you want your app to appear.
   Selecting a subcategory enhances its discoverability on the store.

5. Upload cover art to use on the store if a specific issue isn’t available.
   The default cover art you specify here is used to represent your app on the store when there are no
   issues available for your app on a given date or you don’t provide issue art for an issue.

   The cover art must be a .png file, at least 72 dpi, with a minimum of 512 pixels on the long edge, and
   an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. For more
   information, see “Newsstand Icons” in iOS Human Interface Guidelines.

6. Click Save.
If you haven’t already configured one or more subscriptions for the app, a message appears prompting you to set up the subscriptions. See “Providing Access to Privacy Policies for Subscriptions” in In-App Purchase Configuration Guide for iTunes Connect.

Managing Newsstand Issues

To configure issues you want to distribute through the store, you either describe each issue in iTunes Connect or identify an atom feed to provide the issue information directly to the store. At any time, you can update the metadata for the issue.

If you choose to configure the issues through iTunes Connect, you need the following information for each issue:

- **Published Date.** The date you want this issue to be available on the store (it displays at the beginning of the day).
- **End Date (optional).** The date you want this issue to be removed from the store (it’s removed at the beginning of the day). For example, a special one-day issue would be added at the beginning of one day and removed at the beginning of the next day.
- **Issue ID.** An internal identifier that isn’t visible on the store.
- **Summary.** A summary of the issue that customers see on the store. The summary can be as long as 2000 characters, assuming single-byte characters.
- **Issue Cover Art.** The cover art to be displayed on the store while this issue is current. It displays where the app icon appears. The cover art must be a .png file, at least 72 dpi, having a minimum of 512 pixels on the long edge and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. If you don’t add issue cover art, your Newsstand default cover art is displayed on the store while this issue is current.

**To add an issue**

1. Open the App Summary page for the Newsstand app, as described in “To open the App Summary page for an app” (page 36).
2. Click Manage Newsstand.
   
   If the button reads Newsstand Status, Newsstand hasn’t been enabled for the app. See “Enabling Newsstand for an App” (page 46).
3. Click Add Issue, and complete the fields.
4. Click Save.
5. Click Done.
To edit an issue
1. From the App Summary page, click Manage Newsstand.
2. In the Issues table, click anywhere in the row for the issue you want to change.
3. In the dialog that appears, make any changes you need and click Save.

To delete an issue
1. From the App Summary page, click Manage Newsstand.
2. In the Issues table, in the row describing the issue you want to remove, click the Delete button.
3. Click Delete to confirm.

Updating Issues on the Store Automatically
If you want to post issue information to the store directly without itemizing each issue in iTunes Connect, you can provide store metadata through an atom feed by providing a URL for the feed. The store processes the feed once a day, incorporating any new information.

If the store experiences an issue with your atom feed, an email notification is sent to all users in your organization who have an Admin or Technical role.

For more information, see Newsstand Atom Feed Specification.

To set an atom feed URL for an app
1. Open the App Summary page for the Newsstand app, as described in “To open the App Summary page for an app” (page 36).
2. On the App Summary page, click Manage Newsstand.
3. Click Add Atom Feed.
4. Provide the atom feed URL and, if needed, a user name and password.
5. Click Save.

iTunes Connect validates the atom feed URL. If iTunes Connect can’t process the feed, an error message appears indicating the validation issue.
Displaying on the Store in More Than One Language (Optional)

After you create an iTunes Connect record for your app, you can update the record with localized text and images to support additional store territories.

For example, if you created the iTunes Connect record for your app with the default language English, stores in all territories display information for the app in English. If you now upload metadata, keywords, and screenshots in French, users whose language is set to French or who are located in a territory that includes French (and not English) as a supported language see the French metadata instead of the English metadata. Your app is also searchable in all French-language stores by the localized keywords. In other store territories, the default language, in this case English, appears.

Note that the language set for users’ devices controls which metadata is used when an app is presented in the store. If there's no localized metadata available that matches the current language, the store shows the metadata for the default language. Note, too, that the URL for the app is the same, regardless of the iOS or OS X language setting.

**Important:** The language information you provide here isn't the same as the language information built into the app itself. The list of languages displayed in the store under Languages is set in the app binary. To have localized information describe your app in the store, you need to provide it through iTunes Connect.

Adding New Languages

**Important:** You can add a new localization only when your app status allows editing, such as the “Prepare to Upload” status. See “About App Statuses” (page 77).

When you add a new language, all information except the description and keywords is prepopulated from the default language metadata, including any screenshots. You need to update the metadata with localized information for the new language. If you don't upload new screenshots, the previous (default language) versions are used.

**To add store metadata for another language**

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. Click View Details to open the Version Details page for the app.

3. In the Metadata and Uploads section, open the Choose Another Language menu.

4. Find the new language in the Nonactivated Languages list, and click Add.

5. Enter the localized metadata for the language indicated.
   The text fields and image requirements are described in “Metadata and Upload” (page 157).

6. Click Save.

**Viewing Metadata for Supported Languages**

From an app's Version Details page, you can view the metadata and images entered for a specific language. Choose the language from the Activated Languages list in the Choose Another Language menu.
Editing Existing Languages

From an app's Version Details page, you can edit localizations that you've already added. Find the language in the Choose Another Language menu, and click Edit.

If the language doesn't appear in the Activated Languages list, there's no metadata entered for the language.

Deleting Languages

If you've added localized metadata for your app but no longer want to manage it, you can delete it from the app version at any time. From an app's Version Details page, you can delete support for a language. Choose the language from the Choose Another Language menu, and then click Delete in the section heading.

Note: When you delete a supported language, the store territories that displayed app information in that language revert to the information you entered for the default language of your app.

Changing the Default Language

The default language is the language that the store uses to display information for an app when the app doesn't have localized metadata for a store territory. If you find that your potential users are better served by a different default language, you can change the default language for an app.

To change the default language, you add metadata for the new language and then switch which language is used by default.
To change the default language for an app

1. Add metadata for the language you want to be the new default language.
   See “To add store metadata for another language” (page 50).

2. From the App Summary page for the app, click the Edit button in App Information.

3. Choose the new language from the Default Language menu.

4. Click Save.
Submitting the App

After you provide app configuration information, as described in “Creating an iTunes Connect Record for an App” (page 35), you’re ready to validate your app information and to upload your app binary.

Make sure to configure and validate the following properties that cannot be changed after you submit the app:

- iAd App Network
- Game Center
- iCloud Display Sets
- App Store text and images in additional languages
- Categories
- Keywords
- Rating
- Optional screenshots

Make sure to validate the following properties that will cause your app to be rejected if the iTunes Connect information doesn’t match what’s set in the app binary:

- Bundle ID
- Version Number
- App Sandbox Entitlement Usage Information

If you’re uploading a new version of an existing app, see “Replacing Your App with a New Version” (page 105) instead of reading this chapter.

Reviewing Your Version Summary

The Version Summary page is a read-only summary of all the metadata and assets you’re about to submit to Apple. Remember that even though you can edit your metadata after you submit the app, not all metadata properties can be changed. To learn which properties are editable and when, see “Version-Level Properties” (page 155).
Use the Version Summary page to review the metadata for each store territory.

**To open the version summary for an app**

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

2. In the Versions section, click View Details for the current version.

3. Click Version Summary.

4. Review the app information as it would appear in the store for a given territory.
   Choose a territory from the Territory menu.

For additional ways to validate your app metadata, see “Viewing App Information” (page 68) and “Working with Catalog Reports” (page 134).
Uploading Your Binary

When you're ready to upload the app binary, iTunes Connect steps you through final questions before setting the iTunes Connect record to Waiting For Upload. When a record has this status, Xcode and Application Loader can access the metadata for the app so you can associate the binary with the iTunes Connect record.

**To begin the Ready to Upload Binary flow**

1. Make sure that you have completed all the configuration the app needs.

2. For iOS apps, check that your app size fits within the App Store requirements.
   
   iOS App binary files can be as large as 2 GB, but the executable file (app_name.app/app_name) cannot exceed 60 MB. However, consider download times when determining your app’s size. Minimize the file’s size as much as possible, keeping in mind that there is a 100 MB limit for over-the-air downloads. Abnormally large binary files are usually the result of storing data, such as images, inside the compiled binary itself, instead of as a resource inside your app bundle. If you are compiling an image or large dataset into your binary, it would be best to split this data out into a resource that is loaded dynamically by your app.

3. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

4. In the Versions section, click View Details for the current version.

5. From your Version Details page, click “Ready to Upload Binary.”
   
   If your app has the status Waiting For Upload, it’s already passed through this step, and you can use Xcode or Application Loader to upload the binary.

6. If your iTunes Connect record isn’t complete, a message displays at the top of the page to indicate what remains to be configured before the binary can be uploaded.
   
   Resolve whatever issues remain and repeat step 5.

7. Answer questions about Export Compliance, and if needed, upload encryption authorization documents.
   
   Because all apps are loaded on Apple servers in the United States, all apps are subject to U.S. export laws. See “Authorizing for Export” (page 58) for more details about this step.

8. Answer questions about Content Rights.
   
   Indicate whether the app has added third-party content. If you answer yes, you are asked to confirm that you have permission to use the third-party content in each territory in which the app will be available. It’s your responsibility to determine and follow regulations that apply in each territory.

9. Click Save.
10. Click Continue on the Application Loader instructions page.

   If you are using Xcode, ignore the Application Loader instructions and instead follow the instructions in “Submitting Your App” in *App Distribution Guide*. Xcode uses Application Loader to submit the app for you.

   iTunes Connect returns to the Version Details page.

When you successfully complete these steps, your app version status changes to Waiting For Upload. This status allows Xcode or Application Loader to deliver the binary to iTunes Connect. When iTunes Connect receives the app binary, the app status changes to Upload Received. For information about what the status indicators mean and what actions are available for each status, see “About App Statuses” (page 77).

**Using Xcode**

The Xcode development environment is tightly integrated with iTunes Connect. When you are a developer adding an individual app to iTunes Connect, uploading your app binary using Xcode is straightforward and efficient.

When your iTunes Connect record is ready, Xcode receives metadata from the available record. From inside Xcode, you associate your binary with the iTunes Connect record you created for the app and complete the upload.

For more information, see “Submitting Your App” in *App Distribution Guide*.

**Using Application Loader**

Application Loader is a tool to help you upload your apps to iTunes Connect. It’s particularly helpful if your app includes In-App Purchase products that need to be configured for the app.

Download, install, and run the Application Loader to upload the binary. You load a .ZIP file for an iOS app or a .PKG file for a Mac app.

**To download Application Loader**

1. Sign in to *iTunes Connect*.
2. Click Manage Your Apps.
3. At the bottom of the page, click Download Application Loader.

For more information, see *Using Application Loader*.

**Authorizing for Export**

U.S. export laws require that products containing encryption be properly authorized for export. When you're ready to upload your first binary for your app or upload a binary update, iTunes Connect presents a series of questions regarding software encryption. The questions are designed to determine the level of encryption in the app according to U.S. Bureau of Industry and Security (BIS) classifications. Based on your answers, you may be required to provide one or more of the following documents:

- Encryption Registration approval from BIS
- CCATS approval from BIS
- French import declaration

For more information on BIS requirements for encryption, see the BIS Encryption page.

All apps distributed through the App Store or Mac App Store must go through the encryption review: All apps are uploaded to an Apple server in the United States, which means that your product is exported from the United States and is captured by U.S. export laws. This requirement applies even if you plan to distribute apps only within your own country.

**Important:** If your app requires that you provide additional documents for the encryption review, your app won't have the “Ready for Sale” status on the store until Export Compliance has reviewed and approved your documents.

**Next Steps: App Review Results**

After you upload your binary, Apple reviews the app and the accompanying metadata.
If Apple rejects your binary or metadata, the app status changes to Rejected and iTunes Connect users are notified of the specific issues. In addition to the app status and messages posted at the top of the Version Details page for the app, iTunes Connect provides the Resolution Center for you to communicate directly with Apple regarding issues with the app. See “Using the Resolution Center” (page 82).

If Apple approves your app, the app status changes to “Ready for Sale” and iTunes Connect users are notified of the status change. You can track its download progress, as described in “Viewing Sales and Trends” (page 115). You can follow comments and issues that users have, as described in “Improving Your Customers’ Experience” (page 97).

If, instead, your app status changes to Pending Developer release, the app's availability date is in the future. You can change the availability date at any time, as described in “Changing an App's Availability Date” (page 88).
Setting Up User Accounts

The Manage Users module in iTunes Connect allows a user with an Admin role to set up two types of users:

- **iTunes Connect users.** Accounts that have access to your organization’s content in iTunes Connect. You assign roles to control which modules these accounts can access.

- **Test users.** Apple user accounts that you can use to test development-mode apps with Apple technologies such as In-App Purchase and Game Center.

If your organization is small, the first user—the team agent—can be the only user for the organization.

If your organization requires additional iTunes Connect users, the user accounts need to be created from inside iTunes Connect. The team agent can create the additional users or can create a user with an Admin role who can create additional users.

**iTunes Connect Users**

Each member of your organization who needs access to app information should have an iTunes Connect account.

**What Is a Team Agent?**

The person who registers for an Apple Developer Program and receives access to iTunes Connect becomes the **team agent** for an organization.

There are actions that only the team agent can accomplish:

- Creating at least one additional iTunes Connect user for this organization, if needed
- Requesting and agreeing to contracts
- Requesting promo codes to provide free copies of an app to users
- Transferring apps between organizations
- Deleting apps from iTunes Connect
You can tell which user is the team agent because the team agent is the only user in your organization with the Legal role.

**iTunes Connect and Apple IDs**

iTunes Connect accounts use an Apple ID as the account user name. In some cases, iTunes Connect creates an Apple ID for new users:

- **No existing Apple ID.** If a person doesn’t already have an Apple ID, iTunes Connect creates an Apple ID using the information supplied for the iTunes Connect account.

- **Existing Apple ID.** If a person already has an Apple ID, when you use the email address corresponding to the Apple ID to set up the person’s iTunes Connect account, iTunes Connect associates the existing Apple ID with the new iTunes Connect account.

- **Existing Apple ID already associated with iTunes Connect.** If a person’s Apple ID is already associated with another iTunes Connect organization, the user needs to provide a distinct email address that can be associated with the new organization; iTunes Connect creates an additional Apple ID for the user.

**Important:** Although both systems may use the same Apple ID for account validation, the iTunes Connect users and roles are separate from the Apple Developer Program membership and roles. A member of the Apple Developer Program for your organization doesn’t automatically have access to iTunes Connect. A member with an Admin role in the Apple Developer Program doesn’t automatically have an Admin role in iTunes Connect.

Users make updates to their names or email addresses through their Apple ID.

**Setting Up an iTunes Connect User**

Create an iTunes Connect user account for each person who needs to have access to your iTunes Connect organization. Only iTunes Connect users with an Admin role can create other iTunes Connect users or modify users’ roles or notifications.

**To add a new iTunes Connect user**

1. As the team agent or other iTunes Connect user with an Admin role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Users.

3. On the Select User Type page, click iTunes Connect User.
   If this choice doesn’t appear, you don’t have access to create iTunes Connect users. The team agent,
or an Admin user, needs to create the new user or update your roles to allow you to create new users.

4. Click Add New User.

5. Enter the individual’s first name, last name, and email address.
   The address specified must be valid to activate the account; the user receives an email as a confirmation.

6. Click Continue.

7. Review the email address of a user with an existing Apple ID.
   If the email address you entered is already associated with an Apple ID, a dialog appears asking you
to confirm that you want to associate this Apple ID with iTunes Connect.
   • Click OK.
   • Click Continue to continue creating the user account with the existing email address and associated
     Apple ID.

8. Select the roles to assign to this user.
Roles give access to iTunes Connect modules. For example, the Admin role gives a user access to create and update material in all modules except Contracts, Tax, and Banking. The available roles are listed in “User Roles” (page 165).

Only the initial iTunes Connect user (the team agent) has access to the Legal role.

9. Click Continue.

10. Select the notification types assigned to this user by territory.

Notifications specify which email alerts a user receives. You can set notifications by the type of change and by the territories that the change affects. For example, if an iTunes Connect user wants information about the apps that become “Ready for Sale” in a specific territory, you would set that user’s notifications for App Status in the specific territory, such as Canada or India. The available notifications are listed in “User Notifications” (page 166).

11. Click Save.

The new user receives an email from the iTunes Store that includes a link to activate the account. (Make sure to have the user check spam and junk mail filters if the activation email doesn’t arrive.)

If the account was created with an existing Apple ID, the user is asked to sign in to iTunes Connect.

If iTunes Connect created a new Apple ID for the user, the user is asked to enter a password and create a security question and answer. iTunes Connect opens.

Users can manage their own Apple IDs and passwords from the iTunes Connect Sign In page.

Viewing and Editing iTunes Connect Users

All iTunes Connect users (except users with only a Marketing role) can view the settings for all other iTunes Connect users in their organization. However, users with an Admin role are the only ones who can delete or modify user accounts, including setting roles and notifications.

Admin users can’t edit the iTunes Connect user profile for the team agent (the Legal role). Team agents manage their own profiles.
To view your own iTunes Connect user account

- From any iTunes Connect page, choose Personal Details from your user name menu.

To view or edit an iTunes Connect user

1. Sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Users.
3. On the Select User Type page, click iTunes Connect User.
   This choice appears only if you have access to manage test users.
4. On the Manage Users page, find the user you want to view.
   - To sort the list, click a column head.
   - To view additional pages, click a page number.
5. If you want to make changes to the user profile, in the last column of the user’s row, click Edit Profile.
   The Edit Profile button is displayed only if your user account has an Admin role.
6. Make any needed changes to the user’s roles, notifications, or both.
   - To change the user’s role, click the Roles tab and select the new role. See “User Roles” (page 165).
   - To change the user’s notifications, click the Notifications tab and select the new notifications and territories. See “User Notifications” (page 166).
7. If you want to delete the user, click Delete User.
Confirm that you want to delete this iTunes Connect account.

![Image of a user account with a Delete User button highlighted]

**Important:** If individuals leave your company, delete their iTunes Connect access immediately so that they can no longer access your app information.

8. Click Save.

**Test Users**

If your app uses Apple technologies such as Game Center or In-App Purchase, you’ll want to test how your app performs with those technologies before you make the app available to users. iTunes Connect provides an interface to define test user accounts for app testing. You’ll need to configure the iTunes Connect record for your app, including configurations for the store technologies that the app uses. When you log in to a device using a test user account and run your app in development mode, the app can connect to the relevant Apple services.

**Important:** If you mistakenly use a test user account to log in to a production environment on your test device instead of your test environment, the test account becomes invalid and can’t be used again. If this happens, create a new test user account with a new email address.

**Creating Test User Accounts**

Only iTunes Connect users with an Admin or Technical role can create test users.
Because you can’t edit test user accounts after you create them, you’ll want to be organized when creating them. Consider creating a spreadsheet with the relevant test user information you’ll need for all of your testing. For example, you may want to name the test user email accounts to reflect the app being tested, its version number, and the language being tested. You’ll want to correlate each language with a corresponding store territory.

<table>
<thead>
<tr>
<th>App</th>
<th>Version</th>
<th>Language</th>
<th>Territory</th>
<th>Email</th>
<th>First Name</th>
<th>Last Name</th>
<th>Password</th>
<th>Secret Question</th>
<th>Secret Answer</th>
<th>Date of Birth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure</td>
<td>1.0.0</td>
<td>Japanese</td>
<td>Japan</td>
<td>adventure2014+jp</td>
<td>Japan</td>
<td>Adventure</td>
<td>A2014-100</td>
<td>What color is the flag?</td>
<td>Red, white</td>
<td>10/1/1999</td>
</tr>
<tr>
<td>Adventure</td>
<td>1.0.0</td>
<td>Korean</td>
<td>Korea, Republic of</td>
<td>adventure2014+ko</td>
<td>Korea</td>
<td>Adventure</td>
<td>A2014-100</td>
<td>What color is the flag?</td>
<td>White, red, blue, black</td>
<td>10/1/1999</td>
</tr>
</tbody>
</table>

These are the values that need to be provided for test user accounts:

- First name
- Last name
- Email address
- Password
- Secret question and answer
- Date of birth
- iTunes Store (store territory)

Because the email address used to create a test user account can’t be associated with any existing Apple account, consider creating dedicated email addresses for each test user.

If your email service provider supports email subaddressing with a plus character (+), use subaddresses of a standard address for each test user account. For example, if your base email is foo@example.com, use the foo+us@example.com, foo+uk@example.com, and foo+jp@example.com email addresses when creating test user accounts in iTunes Connect. All communications sent to the subaddresses are sent to the base address.

**To create a new test user account**

1. Sign in to iTunes Connect.

2. On the homepage, click Manage Users.

3. On the Select User Type page, click Test User.

   If this option isn’t displayed, your user account doesn’t have an Admin or Technical role.
4. Click Add New User.
5. Enter information for that user.
6. Select an iTunes Store for this user.
7. Click Save.

**Updating and Deleting Test User Accounts**

After they are created, test user accounts can't be modified. If you need to make a change, such as setting a new territory for testing, create a new test user using a new email address. Make sure to update your record of test user information when you delete and replace a test user.
Viewing and Changing Your App’s Metadata

After you create an iTunes Connect record for an app, the app appears in the Manage Your Apps module in iTunes Connect. You open the app record from here whenever you need to access the app information.

In addition to the metadata and configuration options you provide for the app, iTunes Connect organizes app platform information (from the app binary) and customer experience information (from the store) in the app record. This chapter describes how you access the information and how and when you can update it. For information on updating the binary for an app, see “Replacing Your App with a New Version” (page 105).

To manage existing apps, you must be signed in as a user with an Admin or Technical role.

Viewing App Information

You can view the app metadata as entered in iTunes Connect and as it will appear in the store for a given language. After you upload an app binary, you can view the information iTunes Connect reads from the binary, including the binary size.

Viewing an App

Only the team agent or users with Admin or Technical roles can view apps in iTunes Connect. If your user account doesn’t have the appropriate access, you won’t see the Manage Your Apps module on the iTunes Connect homepage. To be able to add an app, contact a user in your organization with an Admin role to give you access. Find a user with an Admin role as described in “Viewing and Editing iTunes Connect Users” (page 63).

To view the iTunes Connect record for an app

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Your App.
3. Select the app you’re interested in.
The apps that have been most recently modified appear in the Recent Activity sections on the homepage of the Manage Your Apps module, separated by their platform support. If the app you’re looking for doesn’t appear, find it by doing one of the following:

- Click See All to show a list of all apps in your organization.
- Use the fields in the Search section below the Recent Activity list.

For more information, see “Searching for Apps” (page 70).

The App Summary page has two sections: App Information and Versions.

To open the information for a version, in the Versions section, click View Details for that app version.
The Version Details page shows the iTunes Connect metadata for the version in sections, starting with the information that doesn’t need to be localized in the first section, followed by the metadata text and uploads that can be localized, and then followed by additional sections of version-specific configuration information.

Searching for Apps
If the app you want to work on isn’t displayed in the Recent Activity sections on the Manage Your Apps page, you can search for the app using a variety of criteria. You can also click See All to view a list of all apps.

To search for an app
1. On the iTunes Connect homepage, click Manage Your Apps.
2. Below the Recent Activity sections, in the Search section, choose the criteria you want to use to search for an app.
   - **Name.** Choose the search criteria and enter the name or a portion of the name.
     - If your search criteria is “starts with,” iTunes Connect provides matches as you type.
   - **Apple ID.** Enter the Apple ID of the app. This value must match exactly to return an app.
   - **SKU.** Enter the SKU of the app.
• **Status.** Choose the status.
• **App Type.** Choose from iOS App or Mac OS X App.

3. **Click Search.**

   If the search doesn’t identify any apps in your organization, an error message appears at the top of the page. If this happens, scroll down to the Search section and enter new criteria.

In the Search Results, clicking the name of an app opens the App Summary page.

**Viewing Version Details for Each Territory**

Use the Version Summary page to review the metadata for each store territory.

**To open the Version Summary page for an app**

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. In the Versions section, click View Details for the current version.
3. Click Version Summary.

4. Review the app information as it would appear in the store for a given territory.
Choose a territory from the Territory menu.

Viewing Binary Details

After you upload the app binary to iTunes Connect, iTunes Connect reads information from the binary to present it properly in the store. You can view a summary of the binary information from the app Version Details page.

To view binary details

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. For a version of the app that already has its binary uploaded, click View Details.
3. On the Version Details page, click Binary Details.

From the Binary Details page, you can do the following:

- View information from the uploaded binary.
  The binary information and identifiers are valuable when communicating with Apple support teams about your app.
- Reject the binary.
The binary details shown vary based on whether the app is an iOS app or a Mac app.

![Binary Details](image)

### Viewing an App in the Store

If your app includes a version that’s “Ready for Sale,” you can open the store page for the app directly from iTunes Connect.

#### To view an app in the store

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. In the Links section, click “View in App Store.”

### Changing Store Content While an App Is Live

You can change the following store metadata while an app's version has the “Ready for Sale” status:

- Copyright, Routing App Coverage File
- Description, What’s New in this Version
In addition to store metadata, you can also change the territories in which the app is available and app pricing, as described in “Scheduling Price Tier Changes” (page 88). You can update and add In-App Purchase products for an app that is “Ready for Sale,” as described in “Creating In-App Purchase Products” in In-App Purchase Configuration Guide for iTunes Connect.

Changes you make to this information are posted immediately (expect 24 hours for a full refresh of the changes on the store).

To edit the metadata for a Ready for Sale app

1. Make sure you have only one browser window or tab open with iTunes Connect.
2. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
3. Click View Details for the version of your app that has the “Ready for Sale” status.
4. On the Version Details page, edit the information you want to update in the store.

An Edit button appears at the top of each section on the page. Find the information you want to change and click the corresponding Edit button. For more information on the specific content of each section, see:

- Version Information: “Version Information” (page 155)
- Metadata and Uploads: “Metadata and Upload” (page 157)
- Localizations: “Displaying on the Store in More Than One Language (Optional)” (page 50)
- EULA: “EULA (End User License Agreement)” (page 165)
Only information you can change is editable in each section.

5. After you’ve made the changes you want, click Save.

Click Cancel to exit without saving.

If you’re changing other information that isn’t listed as editable, you need to create a new app version and resubmit it. See “Replacing Your App with a New Version” (page 105).

If the app version doesn’t have the “Ready for Sale” status, check to see whether the status allows any editing (see “About App Statuses” (page 77)). Refer to “iTunes Connect App Properties” (page 152) for which properties can be changed.
Viewing and Changing Your App’s Status and Availability

When your app is available on the store, its status is “Ready for Sale,” as shown by a green status indicator 🟢. Any other status means that your app is not live on the store. You may have deliberately removed the app from sale, such as if you’re waiting to release the app to correspond to a marketing campaign. This chapter describes how to control when and in which store territories an app is available, and at what price.

If you haven’t deliberately removed the app from sale, you should review the app status to understand why the app isn’t on the store. This chapter describes the possible app statuses and how to resolve issues that prevent an app from being available on the store.

If you want to change the text or images used to display the app on the store, see “Viewing and Changing Your App’s Metadata” (page 68) instead.

About App Statuses

Wherever app versions are listed in iTunes Connect, you’ll see the version’s status (such as Waiting For Upload or “Ready for Sale”) or a status indicator (such as 🟢, 🟠, or 🟥). The status tells you immediately whether your app needs attention:

- A red status indicator means that you need to perform some action before an app can be available on the store.
- A yellow status indicator means that some process is ongoing, controlled either by you or by Apple.
- A green status indicator means that the app is available in the store.

The version status text, described in Table 9-1 (page 78), helps you understand what may be preventing your app from being available on the store. You can hold the pointer over the status text to see a more detailed description of the status.

The descriptions of app version statuses in the table include whether you can edit the iTunes Connect metadata when the app version is in that status.
### Table 9-1  App version statuses

<table>
<thead>
<tr>
<th>Status</th>
<th>Status name</th>
<th>Description</th>
<th>Editable</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Prepare for Upload" /></td>
<td>Prepare for Upload</td>
<td>You’ve created an iTunes Connect record for the app, but you aren’t ready to upload the binary. It’s likely that you’re still configuring metadata, screenshots, pricing, In-App Purchase, Game Center, the iAd App Network settings, and so on. To move the app to the next step, you complete configuration for the app and click “Ready to Upload Binary” on the app’s Version Details page.</td>
<td>X</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Waiting For Upload" /></td>
<td>Waiting For Upload</td>
<td>You’ve completed entering app metadata and indicated that you’re ready to submit the app binary. iTunes Connect hasn’t yet received the binary. Your app must be in Waiting For Upload for you to be able to deliver your binary. To move the app to the next step, use Xcode or Application Loader to upload the binary.</td>
<td>X</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Upload Received" /></td>
<td>Upload Received</td>
<td>You’ve submitted a new app or updated version, it’s been received by Apple, but it hasn’t yet completed processing into the iTunes Connect system. If your app has been in the Upload Received status for more than 24 hours, contact iTunes Connect Support. See “Contact Us Through Menus, Options, FAQs, and Email” (page 14).</td>
<td>X</td>
</tr>
</tbody>
</table>
| ![Waiting For Review](https://via.placeholder.com/15) | Waiting For Review               | You’ve submitted a new app or updated version and it’s been received by Apple, but Apple hasn’t started reviewing the app. While your app is waiting for review, you can:  
  - Reject your binary to remove it from the Apple review queue. See “Rejecting Your Binary” (page 84).  
  - Edit certain app information. | X        |
| ![In Review](https://via.placeholder.com/15) | In Review                        | Apple is reviewing your app. Because every app submitted is different, there’s no set review time. You can remove your binary from the review queue by rejecting the binary. See “Rejecting Your Binary” (page 84). | X        |
### About App Statuses

#### Statuses

<table>
<thead>
<tr>
<th>Status</th>
<th>Status name</th>
<th>Description</th>
<th>Editable</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Icon] Pending Contract</td>
<td>Pending Contract</td>
<td>Your app is reviewed and ready for sale but your contracts aren't yet in effect.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Check the progress of your contracts in the Contracts, Tax &amp; Banking module. See “Viewing Contracts and Contract Status” (page 119).</td>
<td></td>
</tr>
<tr>
<td>![Icon] Waiting For Export Compliance</td>
<td>Waiting For Export Compliance</td>
<td>Your app is reviewed and ready for sale, but your CCATS file is in review with Export Compliance.</td>
<td>X</td>
</tr>
<tr>
<td>![Icon] Pending Developer Release</td>
<td>Pending Developer Release</td>
<td>Your app version has been approved by Apple and is waiting on you to release it. Either you’ve chosen to control the release manually or the release date is in the future. Release the version to the store when you’re ready. See “Specifying When App Versions Are Released” (page 112).</td>
<td></td>
</tr>
<tr>
<td>![Icon] Processing for App Store</td>
<td>Processing for App Store</td>
<td>Your binary is being processed and will be ready for sale within 24 hours.</td>
<td></td>
</tr>
<tr>
<td>![Icon] Pending Apple Release</td>
<td>Pending Apple Release</td>
<td>Apple is holding your app version until the corresponding Apple iOS or OS version is released to the public. If you think an app should be released on existing iOS or OS versions, review the deployment target set in your app binary. If you rebuild your app binary with a different deployment target, reject the binary for this version and submit the new version.</td>
<td></td>
</tr>
<tr>
<td>![Icon] Ready for Sale</td>
<td>Ready for Sale</td>
<td>Apple has approved the app version and posted it to the store. Changes available in this status are: • Remove the app from the store. See “To remove your app from sale on the store” (page 86). • Update the app with a new version. See “Replacing Your App with a New Version” (page 105).</td>
<td></td>
</tr>
<tr>
<td>![Icon] Rejected</td>
<td>Rejected</td>
<td>Apple rejected the binary. iTunes Connect users with an Admin or Technical role are notified with what caused the rejection. See “Using the Resolution Center” (page 82).</td>
<td>X</td>
</tr>
<tr>
<td>Status</td>
<td>Status name</td>
<td>Description</td>
<td>Editable</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>Metadata Rejected</td>
<td>Metadata items other than your binary haven’t passed review. See “Using the Resolution Center” (page 82). To resolve the issue, edit the metadata in iTunes Connect. When you’ve resolved the issue, the “Ready to Upload Binary” button appears on the Version Details page.</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Removed From Sale</td>
<td>Your app has been removed from the store. If your app is at risk of being removed from the store, Apple will contact you to try to resolve the issues before removing your app.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Developer Rejected</td>
<td>You’ve rejected the binary from the review process, removing it from the review queue. When you’re ready, resubmit your binary or submit a new binary. See “Rejecting Your Binary” (page 84).</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Developer Removed From Sale</td>
<td>You’ve removed the app from the store. See “To put your app back on sale” (page 87).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invalid Binary</td>
<td>Apple received your binary, but it didn’t meet all the upload requirements. After you resolve any issues in the binary, on the app’s Version Details page, click “Ready to Upload Binary.” This action sets your app back to the Waiting For Upload state so that you can resend the binary.</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Missing Screenshot</td>
<td>Available for iOS apps only. Your app is missing a required screenshot for the default language or for an added localization. At least one screenshot is required for both iPhone and iPod touch (3- and 4-inch Retina screens), and for iPad if you’re submitting a universal app. On the App Summary or Version Details page, click the number next to the status to view a list of the territories in which a screenshot is missing.</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

iTunes Connect provides tools to help you track and manage the status of your app, including a history of status changes, an interactive Resolution Center page for resolving submission issues, and email notifications sent when app status changes occur.
Viewing Status History

The status history lists the state changes for a version of an app, the time the change occurred, and the originator of the change. Use this information to track your app through the review process.

To open the status history for an app version

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

2. In the Versions section, click View Details for the current version.
3. Click Status History.

Using the Resolution Center

If your app doesn’t pass review and is rejected, you receive a communication from Apple regarding the reason for the rejection. This information is also available in the Resolution Center in iTunes Connect.

Click the Resolution Center link at the top of the App Summary page and the Version Details page.
The Resolution Center displays information about an app rejection, including any specific App Review Guidelines that caused the app to be rejected. On the Resolution Center page you can ask questions or respond to the review information.

You can correspond with Apple using the Resolution Center until you resubmit the binary for review. You can also send attachments, such as screenshots. If your app has been rejected because of a metadata issue, you can resolve the metadata issues and resubmit the same binary for review.

**Receiving App Status Notifications**

An iTunes Connect user account can be configured so that the user receives email notifications when an app version changes status. See “Viewing and Editing iTunes Connect Users” (page 63). When configuring notifications, select App Status for the appropriate store territories or for worldwide.

Users with an Admin role can configure their own accounts; users with a Technical role need to have a user with an Admin role make the change for them.
Changing an App’s Status

Most status changes happen automatically in response to changes you make in iTunes Connect or changes made by Apple. However, in the following cases you set the app status directly:

When you're ready to upload your app binary. When you first create an iTunes Connect record for the app, the app status is Prepare For Upload. When you’ve entered all the required configuration and metadata, the Version Details page shows the “Ready to Upload Binary” button at the top of the page. Clicking this button moves the status of the app version to Waiting For Upload. See “Uploading Your Binary” (page 56).

After you’ve uploaded the binary but before Apple has reviewed it. If you find an issue in your binary that you want to fix while the status is Waiting For Review or In Review, you can remove your app from Apple’s review queue by rejecting the binary. You can resubmit the binary with the same version information. If you wait until after Apple has reviewed the binary before you reject it, you’ll need to create a new version in iTunes Connect to submit the updated binary. See “Rejecting Your Binary” (page 84).

Removing an app from being viewed on the App Store or Mac App Store. Whether for marketing reasons or because you find an issue with a version of an app that’s on the store, you can remove an app from the store. You can replace the app on the store without requiring the app to be reviewed again. See “Removing an App from Sale” (page 86).

Rejecting Your Binary

Rejecting a binary removes your app version from Apple’s review queue and changes its status to Developer Rejected. You can then move your app back to Waiting For Upload (See “Uploading Your Binary” (page 56)). When you resubmit your binary, the review process starts over from the beginning.

You can reject the binary you’ve submitted if its status is any of the following:

- Missing Screenshot (iOS only)
- Waiting For Export Compliance
- Waiting For Review
- In Review
- Pending Developer Release
- Pending Apple Release

If your app’s status is not one of these, see “Deleting an App” (page 94).
To reject your binary

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. Click View Details for the version of the app you want to reject.
3. On the Version Details page, click Binary Details.
4. On the Binary Details page, click Reject This Binary.
Removing an App from Sale

Removing an app from the store removes all versions of the app from sale. Users with previous versions of the app can't update the app.

**Important:** Your app's availability date ultimately determines whether your app is live on the store. If the availability date is set to a date in the future, even if your app status is “Ready for Sale,” the app version won't be live in the store.

**To remove your app from sale on the store**

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).
2. Click “Rights and Pricing.”
3. Open the list of store territories.
   - If the app is only available in some territories, the list of territories is displayed.
   - If the app is available in all territories, open the list of territories by clicking the “specific territories” link.
4. Click Deselect All.
5. Click Save.

The status changes to Developer Removed From Sale. Within 24 hours, your app won't be seen on the store.
To sell an app you previously removed from sale, you must put it back on sale in the territories you want it to be sold in.

To put your app back on sale

1. On your App Summary page, click “Rights and Pricing.”
2. Open the list of store territories.
   - If the app is only available in some territories, the list of territories is displayed.
   - If the app is available in all territories, open the list of territories by clicking the “specific territories” link.
3. Select the territories you want the app to sell in.
   Click Select All, or select individual territories where you want to sell your app.
4. Click Save.

The app status changes from Developer Removed From Sale to “Ready for Sale.” Your app reappears in the store within 24 hours.

Changing the Territories Rights Information

While the version has the “Ready for Sale” status, you can change where an app version is available. You can prepare for the app to be available in additional territories by configuring additional language support before you make the app available in the territories that use those languages.

After you change an app’s territory rights, it may take up to 24 hours to refresh your app’s availability in stores in all territories.

To change which territories an app is available in

1. On your App Summary page, click “Rights and Pricing.”
2. Open the list of store territories.
   - If the app is only available in some territories, the list of territories is displayed.
   - If the app is available in all territories, open the list of territories by clicking the “specific territories” link.
3. Select the territories you want the app to sell in.
   Click Select All, or select individual territories where you want to sell your app.
4. Click Save.

The store in the new or changed territories updates within 24 hours.

Changing an App’s Availability Date

You can change your app's availability at any time, removing it from sale or replacing it in the store. If you move your app's availability to a time in the future, your app is removed from the store until the new date. It may take up to 24 hours to refresh your app's availability in stores in all territories.

Before an app is approved, you may want to set the app's availability date to an arbitrary date in the future. When the app is approved by Apple, you can decide more precisely when you want the app to appear on the store.

To change when an app becomes available on the store

1. On your App Summary page, click “Rights and Pricing.”
2. Choose a new date from the Availability Date pop-up menus.
3. Click Save.

Scheduling Price Tier Changes

If you have a Paid Applications contract in effect, iTunes Connect allows you to schedule price tier changes for your apps over time. Scheduling is useful for sales and other temporary pricing changes that have a definite beginning and end date, as well as permanent pricing changes that have no end. For example, you might offer a promotional price for a month and then return to the regular price.

Note: You can also set pricing changes to your In-App Purchases in the same way that you can set pricing for your apps. You set pricing changes while editing your In-App Purchases. For more information on editing In-App Purchases, see “Changing Product Pricing” in In-App Purchase Configuration Guide for iTunes Connect.

To schedule price tier changes, you must have already submitted the app, because the options for price scheduling appear only when you're editing an already submitted app. For each price tier, you can set an effective date (the date when the new tier takes effect on the store) and an end date (the date when the tier is no longer in effect and returns to the previously set price tier).
Feel free to set up as many price tier changes as you want. For each price tier change, your app changes prices on the effective date you provided and no interval can begin more than a year in the future. You’ll find your price tier schedule displayed on the “Rights and Pricing” page for your app.

Here’s an example of a price tier schedule:

<table>
<thead>
<tr>
<th>Price Tier</th>
<th>Price Effective Date</th>
<th>Price End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free</td>
<td>Existing</td>
<td>08/01/2013</td>
</tr>
<tr>
<td>Tier 1</td>
<td>08/01/2013</td>
<td>10/01/2013</td>
</tr>
<tr>
<td>Tier 2</td>
<td>10/01/2013</td>
<td>01/01/2014</td>
</tr>
<tr>
<td>Tier 3</td>
<td>01/01/2014</td>
<td>None</td>
</tr>
</tbody>
</table>

In the above example, the app was free at one time. Then at the beginning of the day on August 1, 2013, the price went up to tier 1. The price went up to tier 2 at the beginning of the day on October 1, 2013 and rose again to tier 3 at the beginning of the day on January 1, 2014. Unless further price tier changes are scheduled, the price remains at tier 3 indefinitely.

By default, the start date for pricing is Existing (meaning the price currently in effect) and the end date is None (meaning the price remains the same indefinitely). To change the pricing, you add intervals. The effective and end dates are as follows:

- **Existing.** When your effective price tier date is shown as Existing, the tier is currently in effect.
- **None.** When your end price tier date is shown as None, the price tier doesn't end on a certain date but remains in effect until you make a change.
- **Now.** When you set your price tier effective date to be Now, the date that your price change takes effect is today.
You move apps out of your organization’s catalog of apps by transferring an app to another organization or by deleting the app. You want to transfer an app when you’ve sold the app to another developer or you want to move it to another iTunes Connect organization. You want to delete an app when you’re ready to retire an app and there’s no chance you will want to offer it for sale or download in the future.

You can transfer the ownership of an app to another developer without removing the app from the store. The app retains its reviews and ratings during and after the transfer, and users continue to have access to future updates. There’s no limit to the number of apps you can transfer, but each app needs to be transferred individually.

All transfers and deletions are performed by the team agent. To learn more about a team agent’s function, see “What Is a Team Agent?” (page 60).

Criteria for Transferring an App

Before you transfer an app to another developer, ensure you’ve met the following criteria:

- Make sure your accounts aren’t in a pending or changing state.
  
  For example, make sure your account or your recipient’s account have agreed to any contract amendments that wait for approval and that any iAd App Network-related account information is up to date. See “Viewing Contracts and Contract Status” (page 119).

- Make sure the app uses only technology and content that can be transferred.
  
  - No version of the app can use an iCloud entitlement.
  
  - No version of the app can use a Passbook entitlement.
  
  - The app can’t offer (or have previously offered) In-App Purchase subscriptions: auto-renewable, free, or non-renewing.

- Make sure the app and any In-App Purchase products it offers have a status that supports transfers.
  
  The app status can be one of the following, assuming that there is at least one approved version of the app:
  
  - Ready for Sale
  
  - Pending Contract
In-App Purchase products can have one of the following statuses:

- Approved
- Ready to Submit
- Developer Removed From Sale
- Rejected

- Make sure that In-App Purchase product IDs on the app aren’t the same product IDs on any apps in the recipient’s account.

**Transferring an App**

You’ll need the team agent for the receiving organization to provide the team agent’s Apple ID and team ID. Recipients can find their Team ID in Member Center.

The team agent is the only one who can transfer an app.

**To initiate an app transfer**

1. Make a record of app information you want to have after the transfer.

   Because you won’t be able to view the app information after the transfer, make a catalog report (see “Requesting Catalog Reports” (page 134)), note dates the app was available on the store (see “Viewing Status History” (page 81)), and save sales and download information (see “Viewing Sales and Trends” (page 115)).

2. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

3. Click Transfer App.

4. Make sure the app meets the criteria for transferring.
   - If all criteria have been met, click Continue.
   - If all criteria haven’t been met, resolve those that are outstanding.
5. Enter the recipient’s information, and click Continue.

6. Verify the transfer information and contract terms.

7. Read the contract terms, and select “I have read and agree to the agreement presented above.”

8. Click Request Transfer.

9. Click Done to return to the App Summary page.

During the time it takes Apple to perform the transfer, the app stays in its previous status, with the Pending App Transfer status added. You can change the price of the app during this time.

The transfer must be accepted by the recipient organization within 60 days. When the recipient team agent signs in to iTunes Connect, a notice appears indicating that an app is ready to be transferred.

**To accept an app transfer**

1. Sign in to iTunes Connect.
A notice appears indicating that an app is ready to be transferred.

2. Click “Contracts, Tax and Banking.”

3. In the Transfer Agreements section, locate the app being transferred in the Contracts In Process subsection and click Review.

4. Enter the new metadata and review it.
   - Support URL
   - Atom Feed URL (required if the app previously had an Atom Feed URL entered)
   - Marketing URL (required if the app previously had a Marketing URL entered)
   - Privacy Policy URL (required if the app previously had a Privacy Policy URL entered)
   - CCATS (a new CCATS form is required for apps that use export compliance)
   - App Review Contact information
   - App Store Contact information

5. Select the “I have read and agree to the agreement presented above” option, and click Accept.

It can take up to two business days for the app transfer to complete, during which the app status is listed as Processing App Transfer. While the app is in the transfer state, the following actions apply:

- All app metadata, rights, and pricing are locked down on the transferor side and no In-App Purchase edits can be made.
• Any open communications in the Resolution Center are closed out.

• If the app is part of a Game Center group, no changes can be made to the group on the recipient side.

After the transfer is complete, the app is now owned by the app transfer recipient. It no longer appears in the transferor’s iTunes Connect account.

Important: The exchange of the actual code set and binary assets takes place directly between the transferor and recipient. To maintain a great user experience within the app, make sure the recipient is informed about any special functionality such as keychain details or push notifications. In this way, that functionality will be maintained in the app for future updates. App IDs are transferred automatically in the Provisioning Portal.

What Happens During and After an App Transfer

After an app is transferred, its associated App ID is also transferred to the recipient’s Member Center account. If the transferor’s App ID was a wildcard App ID, it’s converted to an explicit App ID that exactly matches the app’s bundle ID. Associated client SSL certificates for push notifications aren’t transferred. If the app uses Apple Push Notifications service (APNs), the recipient needs to create a client SSL certificate using Member Center to reenable it.

For games, several actions take place depending on whether the app was associated with any other apps. Apps that are part of a cross-app Multiplayer Compatibility Matrix are no longer compatible or appear in the other app’s matrix.

Apps that are part of a Game Center group are removed from the group during the transfer. After the transfer, all leaderboards and achievements revert back to their original status. Leaderboards that were originally a group leaderboard retain the grp. prefix in their identifier.

Leaderboards that were originally single leaderboards but were merged into a group lose the grp. prefix. They also revert back to the original leaderboard IDs they had before the merge. Make sure you update the app binary with the new leaderboard IDs so that scores are posted correctly.

Deleting an App

If you’ve created an app in iTunes Connect that you no longer need to manage, you can delete it from iTunes Connect.
Apps can't be deleted if they are part of a Game Center group or currently displayed on a store. You'll want to remove the app from sale or from the group if you want to delete it. See “Removing an App from Sale” (page 86) or “Removing an App from a Group” in Game Center Configuration Guide for iTunes Connect. Apps that have not been approved yet can't be deleted; instead, reject the app. See “ Rejecting Your Binary” (page 84).

**Important:** If you delete your app, you can’t restore it. The SKU or app name can’t be reused in the same organization. If you’ve uploaded a binary or set up this app for the iAd App Network, your Bundle ID can’t be reused.

**To delete an app from the store and iTunes Connect**

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

2. Make sure that the app status allows deletion.

   You can delete your app when the latest version status is one of the following:

   - Prepare for Upload
   - Waiting For Upload
   - Invalid Binary
   - Developer Rejected
   - Rejected
   - Metadata Rejected
   - Developer Removed From Sale
   - Removed from Sale

   If your app has a different status, you can delete the app by first rejecting the binary or by removing the app from sale. See “Viewing and Changing Your App's Status and Availability” (page 77).
3. **Click Delete App.**

If the Delete App button isn’t displayed, check that you’re the team agent and that the app is in one of the statuses that allow the app to be deleted.

4. **Click Confirm.**
Improving Your Customers’ Experience

After your app is available on the store, use iTunes Connect to understand and improve your customers’ experience with your app. For example:

- **View customers’ crash reports.** Nothing is more likely to invoke the ire of users than to have an app crash, so you want to fix the underlying bugs for the crash as soon as possible.

- **View customers’ feedback.** It’s easy to see customers’ feedback in iTunes Connect. Take time to evaluate all negative feedback so that you can provide users with an improved app experience. Use positive feedback to help you improve how you present your app on the store.

- **Monitor Game Center for fraudulent activity.** If you notice that players are able to generate fraudulent scores, you want to block those players to improve the customer experience for others.

Viewing Crash Reports

iTunes Connect collects crash reports for the most frequent crashes that your customers are encountering in the most recently approved version of an app. Crash reports are available from the Version Details page for an app.

Crash reports are available for apps that have been on the store for a long enough period of time to generate crash logs or if Apple has received significant crash information from users.
To view and download crash reports for an app

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

2. For a version of the app that has (or once had) the “Ready for Sale” status, click View Details.

3. On the Version Details page, click Crash Reports.

   The link is available only if iTunes Connect has crash logs available for this version of the app.

4. Click Download Report in the row of the crash type you want to download.

   iTunes Connect downloads one or more .crash files that can be analyzed in Xcode. See “Analyzing Crash Reports” in App Distribution Guide.

Tabs on the page appear for each OS release on which users are running the app and for which there are crash reports available. You may also see tabs for unreleased versions of iOS or OS X, at Apple’s discretion.

In each pane, iTunes Connect displays crash reports accumulated since the last time the list was refreshed. The collection start time is displayed at the top of the page. Before you refresh the page, save the reports you need. After you refresh the report, the reports listed on the page are no longer available.
Important: When the Crash Report page is refreshed, the previous reports are cleared. If you want to keep report details, make sure you download the reports.

To clear the Crash Reports, click Refresh.

Viewing Customer Reviews

Customer reviews are also available in iTunes Connect for you to view the most recent feedback from your users.

To view customer reviews for an app

1. Open the App Summary page for the app, as described in “To open the App Summary page for an app” (page 36).

2. For a version of the app that has or once had the “Ready for Sale” status, click View Details.
Managing Game Center Leaderboard Scores

iTunes Connect gives you access to the top 100 scores posted to your app's leaderboards. If you determine that players are able to generate fraudulent high scores, you can remove these scores from a leaderboard or block individual players from posting scores. You can manage active leaderboards as follows:

- View the top 100 scores for a given leaderboard or grouped game leaderboard.
- Delete a score from a leaderboard.
- Restore a score to a leaderboard.
- Block a player from posting scores to a given leaderboard. This action deletes all scores on the leaderboard for that player.
- Restore a player and the player's most recent score posted before being blocked.

iTunes Connect maintains 30 days of scores removed and players blocked; you can restore scores or players from these lists.

Viewing Leaderboard Scores

If there are live leaderboards for an app, you can access leaderboard scores from the Game Center page of the app.

To view leaderboard scores

1. Go to the Game Center page of your app.
2. In the Leaderboards section, click “Manage Scores and Players.”
   If your app has no live leaderboards, the button doesn't appear.

3. Find the leaderboard you want to change.
   If the app supports more than ten leaderboards, click page numbers or Next to display additional
   leaderboards. Use Search to find the leaderboard by Reference Name or Leaderboard ID.

4. In the rightmost column for the leaderboard, click Manage.
   The Manage High Scores page for that leaderboard appears.

Removing and Restoring Scores
When you delete a score from a leaderboard, the entry (that is, the player’s nickname and the score) is removed
from the leaderboard.
To delete a score

1. Open the Manage High Scores page for the leaderboard you want to change, as described in “To view leaderboard scores” (page 100).

2. In the list of Top 100 Scores, find the score you want to remove.
   You might need to scroll through the list to find the score.

3. Click Remove next to the score.

4. Click Delete to confirm.

After deleting a score, the entry appears in the Removed Scores (Last 30 Days) list. Removed scores may take up to 20 minutes to disappear from their Game Center leaderboards or to appear in the Removed Scores list in iTunes Connect.

You can restore a score to a leaderboard within 30 days of the score being removed. When you restore a score and the score is still in the top 100 for that leaderboard, the entry is replaced in the leaderboard, including the player’s nickname and the score. Restored scores may take up to 20 minutes to appear in their Game Center leaderboards or to appear in the Top 100 Scores list in iTunes Connect.

To restore a score

1. Open the Manage High Scores page for the leaderboard you want to change, as described in “To view leaderboard scores” (page 100).
2. In the list of Deleted Scores, find the score you want to restore.
   Only scores deleted in the previous 30 days are available to restore.

3. Click Restore next to the score.
4. Click Restore to confirm.

Blocking and Restoring Players

When you block a player from a leaderboard, iTunes Connect causes the following things to happen:

- The player's score entries—the player's nickname and the score itself—are removed from the leaderboard.
- The player's score entries are removed from group game leaderboards that include this leaderboard.
- No new scores from this player are posted to the leaderboard or to group game leaderboards that include this leaderboard.
- Previously deleted scores for this player from any leaderboard are removed from the list of deleted scores: you can't restore a score from a blocked player.

It may take up to 24 hours for all of the blocked player's scores to fall off of all leaderboards.

To block a player

1. Open the Manage High Scores page for the leaderboard you want to change, as described in “To view leaderboard scores” (page 100).
2. In the list of Top 100 Scores, find a score for the player you want to block.
   It doesn't matter which of the scores posted for the player that you find: After you block the player, all of that player's scores are removed from the list.
3. Click Block next to the player's name.
4. Click Block to confirm.
After blocking a player, the player’s nickname appears in the list of blocked players in the app’s Manage Scores and Players page.

![Blocked Players (Last 30 Days)](image)

You can restore a player within 30 days of blocking the player. When you restore a blocked player to a leaderboard, the player’s new scores are posted to the leaderboard and the player’s last posted score before being blocked is restored to the leaderboard.

**To restore a player**

1. Open the Manage Scores and Players page for any app in your organization.
   
   On the Game Center page of your app, in the Leaderboards section, click “Manage Scores and Players.”

2. In the list of blocked players, find the player you want to restore.
   
   Only players blocked in the previous 30 days are available to restore.

3. Click Restore next to the player’s name.

4. Click Restore to confirm.
When you’re ready to distribute a new version of your app, you upload the new app binary version into the same iTunes Connect record you created for the app’s previous version. Updated versions keep the same Apple ID, iTunes Connect ID (SKU), and bundle ID as the original version. You can update the metadata used in the store for the new app version and add a description of the new version’s features. Updated app versions are available free to customers who purchased a previous version.

Adding a new version of an app is similar to adding the first version, except that you can set three additional options:

- **What’s New in this Version.** When adding a new version, you provide version-specific text to augment the app description in the store.

- **Version Release Control.** You can set a date for when the new version is available for sale, or you can trigger the release of the new version manually.

- **iCloud availability.** If you are updating an app for legal or usability reasons, you can indicate that you don’t want a previous version of the app to be available on iCloud.
Creating the Next App Version in iTunes Connect

You can add a new version of an app when the current version's status is “Ready for Sale” or Developer Removed From Sale. The new app version goes through the same review process as the first version.

**Note:** If you find a problem with the binary whose status is “Waiting for Review” or In Review, you can reject the binary and upload a revised version of the app without starting a new version. See “Rejecting Your Binary” (page 84).

Only the team agent or users with an Admin or Technical role can add a new app version. If your user account doesn't have the appropriate role, you don't see the Manage Your Apps module on the iTunes Connect homepage. Contact a user in your organization with an Admin role to give you the right access. See “Viewing and Editing iTunes Connect Users” (page 63).
To add an updated version of your app

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Your Apps.
3. Select the app you want to update.
   Click See All or use Search to find the app if it doesn't appear in the Recent Activity section. See “Searching for Apps” (page 70).
4. In the Versions section of the App Summary page, click Add Version.
   If the current version of the app doesn't have the “Ready for Sale” or Developer Rejected status, you won't see an Add Version button. If the app has not completed the app review process—it has a status such as Waiting For Upload or Waiting For Review—you can replace the binary in the existing version. See “Rejecting Your Binary” (page 84).
5. In the New Version page, enter the new version number and fill in the “What’s New in this Version” field (release notes).
If the previous version of the app has localized metadata, this page presents sections to include the What's New information for each of the currently supported languages.

6. Click Save.

   A new Version Details page shows you the information you just entered.

7. Review and update the information to describe the new version.

   The information from the previous version is shown. Review and edit the following sections, as needed:
   
   - “Version Information” (page 155), including the new version number, copyright information, category, and ratings.
   - “Metadata and Upload” (page 157), the localized text and images used to display the version in the store.
   - “App Review Contact Information” (page 162), information for the Apple review team.
   - “App Sandbox Entitlement Usage Information” (page 164), entitlement information for the Apple review team.
   - “App Store Contact Information” (page 163), customer contact information for the app.
   - “EULA (End User License Agreement)” (page 165), optional custom licensing information.
8. Fix any errors indicated for the new version.

If there’s missing information required to save the new version information, you see messages at the top of the page describing the issues. For example, if iTunes Connect has additional requirements since you submitted the previous version, you see messages indicating what new information is required.

In the section with errors, click Edit and update the values.

When all errors are resolved, the Version Details page displays “Ready to Upload Binary” in the title bar.

### Uploading the New Binary

After you’ve prepared your iTunes Connect record for a new app version, you’re ready to upload the updated binary. There are two ways to upload your binary. Both methods produce the same results:

- **Using Xcode.** If you choose to use Xcode, follow the steps for submitting and shipping your app in the App Store Submission Tutorial. From inside Xcode, you associate your binary with the iTunes Connect record you created for the app and complete the upload.

- **Using Application Loader.** From inside iTunes Connect, follow the steps below to answer additional questions about the app, then download, install, and run Application Loader to upload the binary. You’ll be loading a .ZIP file for an iOS app or a .PKG file for a Mac app.

### To begin the Ready to Upload Binary flow

1. From your Version Details page, click “Ready to Upload Binary.”

   If your app version has the status Waiting For Upload, it’s already passed through this step.
2. If your iTunes Connect record isn’t complete, a message displays at the top of the page to indicate what remains to be configured before the binary can be uploaded.

Resolve whatever issues remain and repeat step 1.

3. Indicate whether the new app version has added encryption functionality relative to the last version or whether that functionality has been modified or removed.

If you answer yes, you are asked to answer questions about the level of encryption included in the new version. See “Authorizing for Export” (page 58) for more details about this step.

4. Indicate whether the new app version has added third-party content relative to the last version.

If you answer yes, you are asked to confirm that you have permission to use the third-party content in each territory in which the app will be available. It’s your responsibility to determine and follow regulations that apply in each territory.

5. Indicate whether you are updating this app because of legal or usability issues.

If a previous version of the app is unsuitable for use because of a legal or usability issue, you can indicate the version so that the indicated version won’t be available to users through iCloud. See “Preventing App Versions from Appearing in iCloud” (page 111).

6. Click Continue.

7. In the Version Release Control page, indicate your preference and click Save Changes.

You can choose to release the new version as soon as it’s reviewed or to wait to trigger the release yourself. See “Specifying When App Versions Are Released” (page 112).

8. Click Continue in the Application Loader instructional page.

If you are using Xcode, ignore the Application Loader instructions and instead follow the instructions in “Submitting Your App” in App Distribution Guide. Xcode uses Application Loader to submit the app for you.

When you’ve successfully completed these steps, your app version status changes to Waiting For Upload. This status allows Xcode or Application Loader to deliver the binary to iTunes Connect.
After the binary is uploaded, the new app version status is Waiting For Review. The App Summary page shows the app currently for sale with the status “Ready for Sale” and the version just added. This page will only ever show up to two app versions.

Preventing App Versions from Appearing in iCloud

You can indicate a legal or usability issue with a version of your app to make sure that the version is excluded from being pushed to existing customers on iCloud. There are two places to make this choice:

- While you are preparing a new app version to replace the problematic version
- From the bottom of the “Rights and Pricing” page for the app

If the version of your app whose status is “Ready for Sale” has a legal or usability issue, you must submit an update for the app and indicate the issue with the previous version when submitting the new version.

To disable a version of an app for availability through iCloud

1. On your App Summary page, click “Rights and Pricing.”
2. At the bottom of the page, click “Manage iCloud download settings for this app.”
   A list of the existing versions of the app opens.
3. Select the app version or versions that you want to disable on iCloud.

4. Click Save.

If a legal dispute is resolved, you can reenable the app version to be available again on iCloud. Follow the steps in “To disable a version of an app for availability through iCloud” (page 111) and change the selections.

**Specifying When App Versions Are Released**

When you upload a new version of an existing app, you can specify when you want to release an app version to the store by using iTunes Connect version release control.

As part of your “Ready to Upload Binary” questions, you are shown the two options for version release control:

If you choose to automatically release your app update, that app is posted to the store as soon as it’s approved by Apple (pending the availability date you have set).

If you choose to control the version’s release, your app status changes to Pending Developer Release after it’s approved by Apple, indicating that you can release it to the store when you’re ready.
To release a Pending Developer Release version to the store

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Manage Your Apps.
3. Select the app you want to release.
   If your app doesn’t appear in the Recent Activity section, click See All to find it or use Search. See “Searching for Apps” (page 70).
   You’ll see an action indicator for your new version (indicating that the version is being held for developer release).
4. Click the View Details button for the new version.
5. Click the Release This Version button that appears.
   Your app version will then be live on the store pending the customary processing times.
You can release your app version using iTunes Connect Mobile by selecting the app version from the Manage App screen and tapping Release This Version.

Note: You can use version release control only for app updates. It’s not available for the first version of your app.

If you have an app in the Pending Developer Release state for longer than 30 days, you receive an email reminder from Apple. If you decide that you don’t want to release a Pending Developer Release version, reject your binary and submit a new one. See “Rejecting Your Binary” (page 84).
Viewing Sales and Trends

iTunes Connect provides you with daily, weekly, monthly, and yearly store sales and download data for your organization. From the Sales and Trends module in iTunes Connect, you can access your data in graph or report form and download detailed report data.

For information on report content and how to use sales reports, see *iTunes Connect Sales and Trends Guide: App Store*. The following steps describe how to view this document.

**To download and view the Sales and Trends Guide**

1. As an iTunes Connect user with an Admin, Finance, or Sales role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Sales and Trends.
3. Click the Download User Guide link.

**Important:** Sales and Trends reports aren’t intended to be used as substitutes for monthly financial reports, which are available in the Financial Reports module, as described in “Viewing Payments and Financial Reports” (page 133). Because daily, weekly, monthly, and yearly reports are snapshots of store live data, they don’t directly reconcile with financial reports. The sales reports count user actions in the store such as the number of times a download or purchase was initiated. In contrast, financial reports include only completed transactions. For example, a sales report includes all sales initiated including sales for which payment was ultimately not approved; financial reports don’t include these transactions.
Providing Promo Codes

Provide potential customers or reviewers with a free copy of your iOS or Mac app by using promo codes. Promo codes can be redeemed through any store territory where your app is available and are good for four weeks from the day they’re generated. They become invalid if a new version of the app becomes available or if your contract with Apple expires. Each promo code generated for an app can be used one time to download the app.

Requesting Promo Codes

You can request up to 100 promo codes for every version of your app. To request promo codes for an app version, the version’s status must be “Ready for Sale” or Pending Developer Release.

The iTunes Connect team agent is the only one who can request promo codes. The Promo Codes page isn’t available to other users.

To request promo codes

1. As the team agent for your organization, sign in to iTunes Connect.
   See “What Is a Team Agent?” (page 60).
2. On the iTunes Connect homepage, click Manage Your Apps.

3. Select the app you want to request promo codes for.
   If your app doesn’t appear in the Recent Activity section, click See All to find it, or use Search. See “Searching for Apps” (page 70).
4. Click View Details for the version of your app that’s “Ready for Sale” or Pending Developer Release.
5. Click Promo Codes.

6. Enter the number of promo codes you want to receive.
   The number you enter must be less than or equal to the number of codes remaining for that app version.

7. Click Continue.

8. Read and agree to the contract terms for Apple to distribute free versions of your app.

9. Click Continue.

10. Click Download to download a text file listing the promo codes.

11. Click Done.
How to Use Promo Codes

You can distribute the promo codes by email or other means. The user enters the promo code when purchasing the app. Promo codes don't work for In-App Purchase products, including Newsstand issues.

When a customer downloads an app using a promo code, the app behaves just as it would if it had been purchased. For example, the customer has the opportunity to update to new versions of the app. However, customers aren't able to rate or review an app that was downloaded using an iTunes Connect promo code.

Promo codes apply to a specific app version, so when users redeem promo codes for a version of an app that hasn't been released yet, they download the pre-release version.

Viewing Promo Code Transactions

You can view a history of your promo code requests by clicking View History on the Promotional Codes page. The history shows the time and date for each set of codes generated in iTunes Connect. Use this history to determine the expiration date of your codes.

When apps are purchased using promo codes, the promo code is included in earnings reports and sales reports for the transaction.

Managing Promo Code Issues

If users report that they have received an error when attempting to download your app using an iTunes Connect promo code, direct them to iTunes Store Customer Support. By doing so, users can resolve their store account issue directly and obtain a refund if necessary. If iTunes Store Customer Support determines that the issue lies with your app and not with the store or the user's account, Apple contacts you to resolve the issue.
Managing Contracts, Taxes, and Banking

Use the Contracts, Tax, and Banking module to manage contracts with Apple, provide required financial information relating to iTunes developer payments and tax withholdings, and track the status of your iTunes agreements. If you plan to charge customers to download your apps, start with this module right away to request a contract for selling paid apps.

About the Team Agent and Other Roles

Only the team agent can request or accept a contract. See “What Is a Team Agent?” (page 60). Users with an Admin or Finance role can view the Contracts module and can enter banking and tax information. In addition, these users can be notified when changes occur in the Contracts, Tax, and Banking module.

To configure a user to receive notifications

1. See “Viewing and Editing iTunes Connect Users” (page 63).
2. When configuring notifications, select Contract for the appropriate store territories or for Worldwide.

Contracts

Enrolling in the iOS Developer Program or the Mac Developer Program includes agreeing to a contract that allows the organization to distribute free apps, worldwide, in the App Store or Mac App Store. The team agent can agree to additional contracts that describe the terms for the following privileges:

- iOS or Mac Paid Applications contracts allow the organization to sell apps in the stores.
- An iAd App Network contract allows the organization to include Apple iAd advertising in iOS apps.

Viewing Contracts and Contract Status

The team agent and any users with an Admin or Finance role can view contracts for the organization.
To view contracts and contract status

1. As a team agent or other iTunes Connect user with an Admin or Finance role, sign in to iTunes Connect.

2. On the iTunes Connect homepage, click Contracts, Tax, and Banking.

   If this module isn’t visible, your iTunes Connect user account doesn’t have a role with access to contract information. Contact a user with an Admin role to change the roles assigned to your account. See “Viewing and Editing iTunes Connect Users” (page 63).

3. In the Request Contracts section, find contracts you haven’t agreed to.

   If this section is visible, it contains contracts for selling apps on an additional platform or for including advertising in your apps.

4. In the Request Amendments section, find updates to contracts you’ve already agreed to.

5. In the Contracts in Progress section, view contracts you’ve agreed to but that aren’t yet complete.

   If this section is visible, you have contracts that you requested, but you haven’t finished providing the required information. See “Requesting a Contract” (page 121).

6. In the Contracts in Effect section, view contracts and contract status.

   - To see if contract components are missing, look for “Set Up” in the Contact Info, Bank Info, or Tax Info columns.

   - To see if contracts are nearing their ends, look at the dates in the Expiration Date column.

   - To download a copy of a contract, in the Download column, click the PDF icon.

     Contracts for distributing free apps are part of your original developer agreement and are maintained in the Apple Developer Center. See “To view the free apps distribution contract” (page 120).

7. In the Transfer Agreements section, find in-progress agreements to receive or transfer apps.

The contract for distributing free apps is maintained as part of the iOS or Mac Developer Program License Agreement that the team agent agreed to when joining the developer program. The contract is valid for all subsequent members of the organization.

To view the free apps distribution contract

1. Go to the Apple Developer Center.
2. Click Member Center, and sign in using the Apple ID associated with the iTunes Connect organization.

3. Click Your Account.

4. Click Legal Agreements.

5. Click the name of the Developer Program License Agreement.

**Requesting a Contract**

Only the team agent for an organization can request new contracts.

**To request a contract**

1. As the team agent for your organization, sign in to iTunes Connect. See “What Is a Team Agent?” (page 60).

2. On the iTunes Connect homepage, click Contracts, Tax, and Banking.

3. In the Request New Contracts or Request Amendments sections, find the contract you want to request.

4. On the right end of the row for the contract, click Request.

5. Read the contract terms, and select “I have read and agree to the agreement presented above.” The text of the option varies depending on the contract you requested.

6. Click Submit.

7. Click Done.

The contract appears in the Master Agreements section.
Extending a Contract

When a contract is nearing its expiration date, iTunes Connect sends email notifications to users with Admin, Legal, and Finance roles. Email messages are sent when there are 30 days remaining, 15 days, and 5 days. On the day the contract expires, all users in the Member Center organization receive an email indicating that the contract has expired.

To extend a contract, initiate a request through Member Center. When you do, iTunes Connect automatically applies the extension to your contract.

Tip: When you notice that your contract expiration date is approaching, it’s a good idea to click through the contract renewal in Member Center to avoid apps being removed from the store.

Contacts and Legal Entity

Your legal entity name, provided when the team agent enrolled in an Apple Developer Program, is the name displayed on the store as the “Seller.” iTunes Connect uses your legal entity information to match contracts, banking information, and tax information that are associated with your organization. For example, if you applied for a U.S. Federal Tax ID as a sole proprietor but used your business name when you set up your Apple developer account, Apple may not be able to reconcile your contracts and tax information, which would keep you from being able to sell apps.

If you enrolled in the Apple Developer Program as a company, you can set a company name separately from your legal entity name. See “Decide on Your Company’s Name” (page 21).

Tip: If your legal entity name or address isn’t correct, click Contact Us and select the Contracts and Legal topic and “Name/Address Update - Request” subtopic.

To review your legal entity and contracts contact information

1. As an iTunes Connect user with an Admin or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Contracts, Tax, and Banking.

If this module isn't visible, your iTunes Connect user account doesn't have a role with access to app information. Contact a user with an Admin role to change the roles assigned to your account. See “Viewing and Editing iTunes Connect Users” (page 63).

3. Find the legal entity name.
   - In the Request Contracts section, the legal entity name is listed in each contract row.
   - In the Contracts in Effect section, in any contract row, click Edit in the Contact Info column to open a page that shows the legal entity information.

Adding Contact Information

Apple requires that you provide contact information. The Company Contacts that you add in the Contracts module don’t have to be iTunes Connect users. Include the most appropriate people in your organization to address legal, financial, or marketing issues that may arise regarding your sale of apps through Apple.

When you add contact information in iTunes Connect, those contacts can be assigned to any contracts in effect for the organization. Contacts don’t have to be iTunes Connect users.

**To add a contact to iTunes Connect Contracts**

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. In the Contact Info column for the relevant contract, click Set Up or Edit.
3. Click Add New Contact.
4. Enter contact information for a person who has responsibility for some aspect of managing contracts for your organization.
   Make sure to include the country code for phone and fax numbers.
5. Click Save.
6. Repeat steps 5 and 6 for each contact you want to include.
7. Associate the contact names with the Roles for the contract, as described in “To set the contact for a contract management role” (page 124).
**Setting the Contacts for a Contract**

You can associate the contacts you enter in iTunes Connect with different responsibilities regarding contract management.

**To set the contact for a contract management role**

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. In the row of the contract you want to update, click Edit in the Contact Info column.
3. In the Company Contacts section, set the contact for each role.
   - For each role, choose a contact from the Contact list.
4. Click Done.

**Banking**

To sell apps through the App Store or Mac App Store, you provide banking information so that Apple can pay you for apps sold. iTunes Connect stores all the bank information you specify. However, only one bank account is used for payments against all contracts. You can edit or update banking information anytime. Banking updates made while payments are in process are applied to the subsequent period’s payments.

For more information about banking issues, see “Banking and Tax” in the iTunes Connect FAQ, available by clicking FAQ at the bottom of any iTunes Connect page.

**Setting Up Banking Information**

Apple makes all payments electronically. If you can’t identify your bank in iTunes Connect, it may be that Apple can’t send payments to that bank. For example, Apple doesn’t send payments to bank accounts that require additional instructions such as “For Further Credit.” Apple also doesn’t send payments through intermediary or correspondent banks.

iTunes Connect users with an Admin or Finance role can enter banking information.

**To set up a new bank account**

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. In the Bank Info column for any contract, click Set Up.
If you see “Edit” instead of “Set Up,” there’s already banking information specified for your organization.

3. Click the Add Bank Account link.

4. Choose the location of the branch of the bank from the Bank Country menu.
   Choose the country for the branch you are using even if the bank’s headquarters is in a different country.

5. Specify your bank.
   There are two ways to specify your bank:
   - Enter the bank code for your bank, and click Next.
     The name of the bank code differs depending on the bank country. For example, in the United States, the bank code is an ABA Routing Number. If your bank uses an IBAN code, the bank code is part of the IBAN number. For information on how to determine the bank code from an IBAN number, see the Wikipedia article International Bank Account Number.
     If there’s more than one branch of the bank that uses the same bank code, a list of branches displays. Select your branch from the list.
   - Click “Look up Transit Number” to search for the bank.
     Enter all or part of the bank name, city, postal code, or any combination of the three, and click Search.
     If there’s more than one branch of the bank that meets the criteria you specified, a list of branches displays. Select your branch from the list.

6. Confirm your bank selection, and click Next.

7. Specify the bank account.
   Identify the bank account by the following:
   - **Bank Account Number.** If your bank uses an IBAN code, the account number is part of the IBAN number. For information on how to determine the account number from an IBAN number, see the Wikipedia article International Bank Account Number.
- **Account Holder Name.** Be sure that the Account Holder Name exactly matches the name expected by the bank; it doesn't have to match the Legal Entity Name for the iTunes Connect organization.

- **Bank Account Currency.** Specify the primary currency of the bank account to ensure successful payments. Don’t use this selection to indicate a preference for currency.

There may be other options, depending on the country of your bank.

8. Confirm the account information, and click Next.
   
   Your bank information is now available in the list of Bank Accounts.

9. Choose the new bank information from the “Select a different Bank Account” menu, and click Save.

**Updating Banking Information**

To change an existing Bank Account Number, Bank Name, or Bank Code, you need to add a new bank account, as described in “To set up a new bank account” (page 124). Other changes can be made in the existing account.

iTunes Connect users with an Admin or Finance role can update banking information.
To change banking information for a contract

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).

2. In the Bank Info column for any contract, click Edit.

   If “View” appears but not “Edit” in the Bank Info column, you don’t have access to update the banking information.

3. In the Banking Information dialog, make the appropriate changes to the banking information.
   - **To change to another bank account** that is already set up, choose an existing bank account from the “Select a different Bank Account” menu.
   - **To update information for the bank account currently in use**, click View/Edit Existing Bank Account.
   - **To add new banking information**, click Add Bank Account, and follow the steps in “To set up a new bank account” (page 124).

4. Click Save.

Validating Banking Information

Apple must verify banking information before allowing apps to be sold. In addition, Apple validates updated banking information before changing payments from an existing bank account. The validation is typically complete in 24 hours. iTunes Connect sends a notification email to indicate that the banking information is updated; if you don’t receive notification that the information was successfully updated, check in iTunes Connect to see the status of the update.

Tax

iTunes Connect helps you determine which tax forms are required and allows you to submit many of the forms electronically. The tax forms required in the context of a particular contract are listed in the Tax Info column for that contract. If the same tax form is required for more than one contract, you complete the form one time and the completed information is applied to all other relevant contracts.

For more information about tax issues, see “Banking and Tax” in the iTunes Connect FAQ, available by clicking FAQ at the bottom of any iTunes Connect page.

Determining Tax Requirements

Tax forms are available in iTunes Connect as follows:
• **U.S. Tax Forms.** Required for all organizations.
• **Australia Tax Forms.** Required for organizations based in Australia.
• **Canada Tax Forms.** Required for organizations based in Canada.
• **Japan Tax Forms** (“learn more” link). Optional for organizations based outside of Japan who sell apps in Japan. Not required for organizations based in Japan.

**Providing U.S. Tax Information**

**Important:** The iTunes Connect tax pages offer different information depending on the choices you make the first time you open the pages. If you make the wrong choices the first time through the pages, you won’t have an opportunity to change those choices. To avoid problems in the future, be careful to enter accurate information.

To meet the requirements of the Paid Applications contracts, all organizations must file U.S. tax forms.

Users with Admin or Finance roles can enter tax information.

**To provide U.S. tax information**

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. Click the button in the Tax Info column for the relevant contract.
   The name of the button may be Set Up, Edit, or View.
3. In the U.S. Tax Forms section, click Set Up.
   Follow the instructions to submit the correct tax forms for selling in the U.S. store. Depending on where your legal entity address is based, you may be required to complete tax forms or certifications for your contract to go in effect.
   - If you are based in the United States, you are prompted to complete a W-9 form.
   - If you are based outside the United States, you complete a series of questions to direct you to the correct tax form or certification.
   The form or certification presented must be completed for your contract to go in effect.
4. Click Done.

Apple submits the U.S. tax information to the IRS.
Providing Australian Tax Information

Tax information is required for organizations based in Australia. Although your organization may not be required to register for goods and services tax (GST) with the Australian government, Apple requires that Australia-based organizations have a GST registration to sell apps.

To meet Apple's tax requirements, you'll need an electronic copy of your GST registration and evidence of your Australian Business Number (ABN). The evidence can be screenshots or PDF files of the ABN registration pages from the ABN Lookup site. Collect the current details with enough information to associate this ABN with the legal entity name you've given Apple and the historical details to show that the organization is registered for the GST.

Users with Admin or Finance roles can enter tax information.

To provide Australian tax information

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. Click the button in the Tax Info column for the relevant contract.
   The name of the button may be Set Up, Edit, or View.
3. Enter required tax information for the United States, as described in “Providing U.S. Tax Information” (page 128).
4. In the Australia Tax Forms section, click Set Up.
5. Upload the file or files with ABN and GST registration evidence.
   Click Choose File and select a file, then repeat for additional files.
6. Enter your ABN.
7. Click Submit.
   If the uploaded files aren't the right format or information is missing, you'll see a message at the top of the page indicating issues to resolve. Correct the problem, and click Submit again.
8. In the main Tax Information page, click Done.

Providing Canadian Tax Information

Tax information is required for organizations based in Canada or registered for GST/QST in Canada. Apple allows you to post apps for sale in the App Store or Mac App Store as soon as you start the process of downloading and delivering the forms. However, you won't be paid for apps sold in Canada until Apple has received signed tax information forms. If you send the files to Apple promptly, you won't see any delay in earnings payments.
To complete Apple’s requirements for Canada tax information, you’ll download Canada Revenue Agency forms, provided with instructions in iTunes Connect. Fill out the appropriate form or forms, print and sign them, and mail them to Apple. Apple reviews the form or forms to make sure they are complete and that the legal name associated with the registered business number matches the legal entity name in iTunes Connect. Apple then signs the form or forms and returns them to you.

Note that organizations based in Quebec must complete Canada Form GST506 and the Quebec Form FP-2506-V. Users with Admin or Finance roles can enter tax information.

**To provide Canadian tax information**

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).
2. Click the button in the Tax Info column for the relevant contract. The name of the button may be Set Up, Edit, or View.
3. Enter required tax information for the United States, as described in “Providing U.S. Tax Information” (page 128).
4. In the Canada Tax Forms section, click Set Up.
5. Download the GST/HST Form 506.
6. If your organization is in Quebec, download the QST Form 2506-V.
7. Click Done.
8. In the main Tax Information page, click Done.

Print, complete, sign, and mail the form or forms to Apple at the address provided. Make sure to send the forms with original signatures. Apple fills out the remaining sections, signs the documents, and returns them to you.

**Providing Japanese Tax Information**

For sales in Japan by organizations that are based outside of Japan, Apple withholds taxes at the rate required by the Japanese Tax Authority. If you are based in a country that has a tax treaty with Japan, you can file Japanese tax forms to take advantage of reduced withholding rates. Apple provides forms, instructions, and reviews your material to help you file the forms and to ensure success.

If your filing is approved by the Japanese Tax Authority, Apple changes the withholding rate used to calculate earnings from the Japan store. The change doesn’t apply to sales made before the filing is approved.

Users with Admin or Finance roles can enter tax information.
To provide Japanese tax information

1. Open the Contracts, Tax, and Banking module, as described in “To view contracts and contract status” (page 120).

2. Click the button in the Tax Info column for the relevant contract.
   The name of the button may be Set Up, Edit, or View.

3. Enter required tax information for the United States, as described in “Providing U.S. Tax Information” (page 128).

4. In the text at the bottom of the dialog, click “learn more.”

5. Enter information as described in the forms presented.
   Make sure that the Full name and Applicant’s name you provide in these forms match the legal entity information you have in iTunes Connect.

   The forms you need to complete in iTunes Connect depend on where your organization is based, as listed in Table 15-1.

   Table 15-1  Japanese tax forms

<table>
<thead>
<tr>
<th>If you are based in</th>
<th>Complete these online forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>• Form 3</td>
</tr>
<tr>
<td></td>
<td>• Form 17</td>
</tr>
<tr>
<td></td>
<td>• Form 8802</td>
</tr>
<tr>
<td>U.K. and France</td>
<td>• Form 3</td>
</tr>
<tr>
<td></td>
<td>• Form 17</td>
</tr>
<tr>
<td>All other countries</td>
<td>• Form 3</td>
</tr>
</tbody>
</table>

   Use the instructions and tip sheets provided to help you provide the right information. Consider printing the pages from iTunes Connect so you can be sure to collect all the information before filling out the page.

6. When you’re sure you have provided correct and complete information, click Submit.
If the uploaded files aren't the right format or information is missing, you'll see a message the top of the page indicating issues to resolve. Correct the problem, and click Submit again.

7. On the main Tax Information page, click Done.

Apple processes the information and returns it to you by email with additional forms and requirements. Complete the remaining information, print, and sign these documents and mail them to the Apple address provided. You'll need to send two original versions of the Japan Tax Authority documents. U.S. organizations need to send the completed Form 8802 to the IRS.

Apple reviews the documents and forwards them to the Japanese Tax Authority. When the Japanese Tax Authority sends them back to Apple, Apple lets you know if your request was granted and updates the tax withdrawal rate used to calculate your payment for sales in Japan stores. Your royalty payments are subject to the standard withholding rate until the filing is approved by the Japanese government.
Viewing Payments and Financial Reports

iTunes Connect reports an organization's monthly earnings, amounts owed, and payments made by Apple. You can see up to two years of this financial information in an interactive graph that helps you identify earnings and payment trends. You can also download detailed earnings reports.

For information on the report content and how to use earnings reports, see *iTunes Connect Payments and Financial Reports Guide*. The following steps describe how to view this document.

**To download and view the Payments and Financial Reports Guide**
1. As an iTunes Connect user with an Admin or Finance role, sign in to *iTunes Connect*.
2. On the iTunes Connect homepage, click Payments and Financial Reports.
3. At the bottom of the page, click the Financial Reports Guide link.

There's also a Payments and Financial Reports section in the iTunes Connect FAQ. You can open the FAQ by clicking the link located at the bottom of every page in iTunes Connect.
Working with Catalog Reports

In the Catalog Reports module in iTunes Connect, you can request and download reports that detail the metadata and configurations for the iTunes Connect information for your organization’s catalog of apps, including apps, In-App Purchase products, and metadata for Game Center leaderboards and achievements.

Each report includes all available information for an organization.

Each type of catalog report can be run as often as once per 24-hour period. Reports are available for 30 days after they are posted and are formatted as tab-delimited text files.

Requesting Catalog Reports

The team agent and any users with an Admin, Technical, or Finance role can view catalog reports.

To request a new catalog report

1. As an iTunes Connect user with an Admin, Technical, or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Catalog Reports.
3. Click Request New Reports.
4. Select the type of report you want.

For descriptions of the reports, see “Catalog Report Content” (page 136).
5. Click Request New Reports.

When the request is successful, a message states that you'll receive an email when the report is ready to be downloaded. If one or more of the reports requested has already been requested in the current 24-hour period, a message indicates that the report or reports won't be run again.

Viewing Catalog Reports

Reports that are ready to view and download appear on the Catalog Reports page. The report downloads as a tab-delimited .txt file.

To download a catalog report

1. As an iTunes Connect user with an Admin, Technical, or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Catalog Reports.
3. In the row of the report you want to view, click the “Available for download” link.

4. Open the file using your preferred spreadsheet application.

Catalog Report Content

The first row of a catalog report is a header row that includes the names of each column in the report. The following sections list each column name, the corresponding name used in iTunes Connect, and a short description of the content. For more information, see “iTunes Connect App Properties” (page 152).

App Catalog Report

The app-specific catalog report includes a row for each version of each app in your organization.

<table>
<thead>
<tr>
<th>Catalog report column</th>
<th>iTunes Connect name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPLE_ID</td>
<td>Apple ID</td>
<td>The unique Apple ID assigned to the app.</td>
</tr>
<tr>
<td>APP_NAME</td>
<td>App Name</td>
<td>The name of the app.</td>
</tr>
<tr>
<td>APP_TYPE</td>
<td>App Type</td>
<td>The operating system the app supports. This value can be “iOS” or “Desktop.”</td>
</tr>
<tr>
<td>PRIMARY_LANGUAGE</td>
<td>Default Language</td>
<td>The default language for the app. App metadata and assets are displayed in this language in all store territories unless localized information for individual territories is provided.</td>
</tr>
<tr>
<td>Catalog report column</td>
<td>iTunes Connect name</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------</td>
<td>---------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>SKU</td>
<td>SKU Number</td>
<td>A unique UTF-8 alphanumeric identifier specified when the app was first registered in iTunes Connect. This identifier is unique to your organization and can't be edited.</td>
</tr>
<tr>
<td>VERSION_STRING</td>
<td>Version</td>
<td>The version of the app.</td>
</tr>
<tr>
<td>ITC_STATUS</td>
<td>Status</td>
<td>The current status of this version of the app. See Table 9-1 (page 78) for a list of statuses.</td>
</tr>
<tr>
<td>LATEST_STATUS_CHANGE_DATE</td>
<td>Status Change Date</td>
<td>The date on which the app status last changed.</td>
</tr>
<tr>
<td>RATING</td>
<td>Rating</td>
<td>The age rating assigned to the app. This rating is used by parental controls and provides a guideline for the age suitability of an app. The four rating categories are 4+, 9+, 12+, and 17+.</td>
</tr>
<tr>
<td>PRIMARY_GENRE</td>
<td>Primary Category</td>
<td>The primary category used by the store to list the app.</td>
</tr>
<tr>
<td>SECONDARY_GENRE</td>
<td>Secondary Category</td>
<td>The secondary category used by the store to list the app.</td>
</tr>
<tr>
<td>COUNT_IN_APP_APPROVED</td>
<td>Approved In-App Purchase Products</td>
<td>The number of In-App Purchase products that have been approved for sale for the app.</td>
</tr>
<tr>
<td>BUNDLE_IDENTIFIER</td>
<td>Bundle ID</td>
<td>The unique app identifier you have registered with Apple. Bundle IDs are specific to the app's type, iOS or OS X.</td>
</tr>
<tr>
<td>BUNDLE_VERSION</td>
<td>Bundle Version String</td>
<td>The version of the bundle.</td>
</tr>
<tr>
<td>Catalog report column</td>
<td>iTunes Connect name</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>BUNDLEDEVICE_FAMILY</td>
<td>Device Family</td>
<td>The devices that the app works on. Valid iOS devices are: iPhone Only, iPad Only, or Universal. Mac apps show Desktop in this field. Note: If the app has the “Prepare for Upload” status, this entry is blank.</td>
</tr>
<tr>
<td>MINIMUM_OS_VERSION</td>
<td>Minimum OS</td>
<td>The minimum operating system required for this app to work.</td>
</tr>
<tr>
<td>BUNDLE_LOCALIZATIONS</td>
<td>Bundle Localization</td>
<td>A list of languages that the bundle has localization information for.</td>
</tr>
<tr>
<td>PRE_RENDERED_ICON</td>
<td>Prerendered Icon Setting</td>
<td>An indication of whether the iOS app has a prerendered icon. A “Y” in the column means it’s prerendered. This field is used by iOS apps only.</td>
</tr>
<tr>
<td>CURRENT_PRICE_TIER</td>
<td>Current Price Tier</td>
<td>An indication of the current price tier of the app in the store.</td>
</tr>
<tr>
<td>iAD_ENABLED</td>
<td>iAd Enabled</td>
<td>An indication of whether the app is enabled to use the iAd App Network. A “Y” in the column means it’s enabled.</td>
</tr>
<tr>
<td>GAME_CENTER_ENABLED</td>
<td>Game Center Enabled</td>
<td>An indication of whether Game Center is enabled. A “Y” in the column means it’s enabled.</td>
</tr>
<tr>
<td>NEWSSTAND_ENABLED</td>
<td>Newsstand Enabled</td>
<td>An indication of whether Newsstand is enabled. A “Y” in the column means it’s enabled.</td>
</tr>
<tr>
<td>APPROVED_LEADERBOARD_COUNT</td>
<td>Approved Game Center Leaderboards</td>
<td>The number of approved leaderboards the app contains.</td>
</tr>
<tr>
<td>APPROVED_ACHIEVEMENT_COUNT</td>
<td>Approved Game Center Achievements</td>
<td>The number of approved achievements the app contains.</td>
</tr>
</tbody>
</table>
### Catalog Report Column

<table>
<thead>
<tr>
<th>Catalog report column</th>
<th>iTunes Connect name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of languages</td>
<td>Added Localizations</td>
<td>The languages that the iTunes Connect record includes localized metadata for. A “Y” in a column denotes that the app has been localized for that language. If the column is blank, there's no localized metadata for that language. The report includes a column with each possible language.</td>
</tr>
<tr>
<td>List of country codes</td>
<td>Territory Clearances</td>
<td>The store territories that the app is listed in. A “Y” denotes that the app is listed as available for sale in that territory. If the column is blank, the app isn’t available in that territory. The report includes a column with the two-letter code for each possible territory.</td>
</tr>
</tbody>
</table>

### In-App Purchases Catalog Report

The In-App Purchases catalog report includes a row for each of the In-App Purchase products associated with apps in your organization.

<table>
<thead>
<tr>
<th>Catalog report column</th>
<th>iTunes Connect name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple_ID</td>
<td>In-App Purchase Apple ID</td>
<td>The unique Apple ID assigned to your In-App Purchase product.</td>
</tr>
<tr>
<td>REFERENCE_NAME</td>
<td>In-App Purchase Reference Name</td>
<td>The reference name that’s used in iTunes Connect for the product. This name isn’t displayed in the store.</td>
</tr>
<tr>
<td>PRODUCT_ID</td>
<td>In-App Purchase Product ID</td>
<td>A unique identifier used for reporting.</td>
</tr>
<tr>
<td>Catalog report column</td>
<td>iTunes Connect name</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>---------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ADDON_TYPE</td>
<td>In-App Purchase Type</td>
<td>The type of In-App Purchase product. The type can be one of the following: Consumable, Non-Consumable, Auto-Renewable Subscription, Free Subscription, or Non-Renewing Subscription.</td>
</tr>
<tr>
<td>ADDON_ITC_STATUS</td>
<td>In-App Purchase iTunes Connect Status</td>
<td>The current state of the product.</td>
</tr>
<tr>
<td>CURRENT_PRICE_TIER</td>
<td>Current In-App Purchase Price Tier</td>
<td>The pricing tier associated with the product.</td>
</tr>
<tr>
<td>AUTO_RENEWABLE_DURATION</td>
<td>Auto-Renewable Duration</td>
<td>The length of time between auto-renewals. The duration can be 7 days, 1 month, 2 months, 3 months, 6 months, or 1 year.</td>
</tr>
<tr>
<td>FREE_TRIAL_DURATION</td>
<td>Free Trial Duration</td>
<td>The length of time of the free trial.</td>
</tr>
<tr>
<td>MARKETING_OPTIN_INCENTIVE_DURATION</td>
<td>Marketing Opt-In Incentive Duration</td>
<td>An indication of whether there’s a free subscription extension if users opt in to share their contact information with you for marketing purposes.</td>
</tr>
<tr>
<td>CLEARED_FOR_SALE</td>
<td>Cleared for Sale Setting</td>
<td>An indication of whether the product is ready for sale. An “N” indicates the product is not available for purchase within the app.</td>
</tr>
<tr>
<td>APP_NAME</td>
<td>App Name (Parent App)</td>
<td>The name of the app that the product is associated with.</td>
</tr>
<tr>
<td>APP_APPLE_ID</td>
<td>App Apple ID (Parent App)</td>
<td>The Apple ID of the app that the product is associated with.</td>
</tr>
</tbody>
</table>
Game Center Leaderboard Catalog Report

The Game Center Leaderboard catalog report includes a row for each of the leaderboards associated with apps in your organization.

Table 17-1  Game Center leaderboard catalog report content

<table>
<thead>
<tr>
<th>Catalog report column</th>
<th>iTunes Connect name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>APP_APPLE_ID</td>
<td>Apple ID</td>
<td>The unique Apple ID assigned to your app.</td>
</tr>
<tr>
<td>REFERENCE_NAME</td>
<td>Leaderboard Reference Name</td>
<td>The internal name for the leaderboard as specified when the leaderboard is first configured in iTunes Connect.</td>
</tr>
<tr>
<td>APP_NAME</td>
<td>App Name</td>
<td>The name of the app that contributes to the leaderboard. If the leaderboard is for an app that's in a group, this column lists the names of all apps in the group.</td>
</tr>
<tr>
<td>LEADERBOARD_ID</td>
<td>Leaderboard ID</td>
<td>The alphanumeric identifier for the leaderboard.</td>
</tr>
<tr>
<td>SCORE_FORMAT_TYPE</td>
<td>Score Format Type</td>
<td>The type of format that scores are expressed in for this leaderboard.</td>
</tr>
<tr>
<td>Display_Order</td>
<td>Display Order</td>
<td>The position in which this leaderboard appears in the list of leaderboards for the app.</td>
</tr>
<tr>
<td>SORT_ORDER</td>
<td>Sort Order</td>
<td>The leaderboard sort order. Scores can display from low to high or high to low.</td>
</tr>
<tr>
<td>Catalog report column</td>
<td>iTunes Connect name</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>MIN_SCORE_RANGE</td>
<td>Score Range</td>
<td>The minimum allowable score for the leaderboard, if set.</td>
</tr>
<tr>
<td>MAX_SCORE_RANGE</td>
<td>Score Range</td>
<td>The maximum allowable score for the leaderboard, if set.</td>
</tr>
<tr>
<td>PARENT_LEADERBOARD</td>
<td>Parent Leaderboard Reference Name</td>
<td>The Leaderboard Reference Name of the parent leaderboard if this leaderboard is a child in a combined leaderboard.</td>
</tr>
</tbody>
</table>
| LEADERBOARD_STATUS            | Leaderboard Status  | The current status of the leaderboard. The following definitions apply for each status:  
|                               |                     | • **In Review**: Leaderboard was submitted to Apple.                      |
|                               |                     | • **Live**: Leaderboard was approved.                                      |
|                               |                     | • **Not Live**: Leaderboard was previously live, but has been moved to a group and hasn't been approved yet. Only applicable to group leaderboards. |
| IS_DEFAULT                    | Default             | An indication that this leaderboard is the first leaderboard that users see in Game Center. |
| GROUP                         | Group Reference Name | The name of the group that the app is part of, if any.                     |
| LEADERBOARD_TYPE              | Leaderboard Type    | The type of leaderboard. The following definitions apply for each type:    |
|                               |                     | • **Single**: A single leaderboard that isn't combined with other leaderboards. |
|                               |                     | • **Combined**: A leaderboard that combines and ranks scores from multiple single leaderboards. |
|                               |                     | • **Attached**: A single leaderboard that's combined with other leaderboards. Leaderboards of this type are children of combined leaderboards. |
| LOCALIZATIONS                 | Languages           | A comma-separated list of the languages that have been set up for the leaderboard. |
Game Center Achievement Catalog Report

The Game Center Achievement catalog report includes a row for each of the achievements associated with apps in your organization.

<table>
<thead>
<tr>
<th>Catalog report column</th>
<th>iTunes Connect name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>APP_APPLE_ID</td>
<td>Apple ID</td>
<td>The unique Apple ID assigned to your app.</td>
</tr>
<tr>
<td>REFERENCE_NAME</td>
<td>Achievement Reference Name</td>
<td>An internal name for the achievement. This name is set when the achievement is first configured in iTunes Connect.</td>
</tr>
<tr>
<td>APP_NAME</td>
<td>App Name</td>
<td>The name of the app that contains the achievement. If the achievement is for an app in a group, this column lists the names of the apps in the group.</td>
</tr>
<tr>
<td>ACHIEVEMENT_ID</td>
<td>Achievement ID</td>
<td>The alphanumeric identifier for the achievement as set when the achievement is first configured in iTunes Connect.</td>
</tr>
<tr>
<td>Display_Order</td>
<td>Display Order</td>
<td>The position in which this achievement appears in the list of achievements for the app.</td>
</tr>
<tr>
<td>POINTS_VALUE</td>
<td>Point Value</td>
<td>The number of points that the achievement is worth, with a maximum of 100 points per achievement and 1000 points per app.</td>
</tr>
<tr>
<td>IS_HIDDEN</td>
<td>Hidden</td>
<td>An indication that the achievement is hidden from the player until the player meets the achievement’s requirements.</td>
</tr>
<tr>
<td>IS_RECYCLABLE</td>
<td>Achievable More than Once</td>
<td>An indication that the achievement can be earned multiple times.</td>
</tr>
<tr>
<td>GROUP</td>
<td>Group Reference Name</td>
<td>The name of the group that the app is part of, if any.</td>
</tr>
<tr>
<td>Catalog report column</td>
<td>iTunes Connect name</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------------------</td>
<td>-------------</td>
</tr>
</tbody>
</table>
| ACHIEVEMENT_STATUS    | Achievement Status  | The current status of the achievement. The following definitions apply for each status:  
  • **In Review**: Achievement was submitted to Apple.  
  • **Live**: Achievement was approved.  
  • **Not Live**: Achievement was previously live but has been moved to a group and hasn’t been approved yet. Only applicable to group achievements. |
| LOCALIZATIONS         | Languages           | A comma–separated list of the languages that have been set up for the achievement. |
### App Store Territories

The following table lists all of the App Store and Mac App Store territories that are available for apps to be sold in and their corresponding country codes.

<table>
<thead>
<tr>
<th>Country code</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>AG</td>
<td>Antigua and Barbuda</td>
</tr>
<tr>
<td>AI</td>
<td>Anguilla</td>
</tr>
<tr>
<td>AL</td>
<td>Albania</td>
</tr>
<tr>
<td>AM</td>
<td>Armenia</td>
</tr>
<tr>
<td>AO</td>
<td>Angola</td>
</tr>
<tr>
<td>AR</td>
<td>Argentina</td>
</tr>
<tr>
<td>AT</td>
<td>Austria</td>
</tr>
<tr>
<td>AU</td>
<td>Australia</td>
</tr>
<tr>
<td>AZ</td>
<td>Azerbaijan</td>
</tr>
<tr>
<td>BB</td>
<td>Barbados</td>
</tr>
<tr>
<td>BE</td>
<td>Belgium</td>
</tr>
<tr>
<td>BF</td>
<td>Burkina Faso</td>
</tr>
<tr>
<td>BG</td>
<td>Bulgaria</td>
</tr>
<tr>
<td>BH</td>
<td>Bahrain</td>
</tr>
<tr>
<td>BJ</td>
<td>Benin</td>
</tr>
<tr>
<td>BM</td>
<td>Bermuda</td>
</tr>
<tr>
<td>BN</td>
<td>Brunei</td>
</tr>
<tr>
<td>BO</td>
<td>Bolivia</td>
</tr>
<tr>
<td>Country code</td>
<td>Country</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>BR</td>
<td>Brazil</td>
</tr>
<tr>
<td>BS</td>
<td>Bahamas</td>
</tr>
<tr>
<td>BT</td>
<td>Bhutan</td>
</tr>
<tr>
<td>BW</td>
<td>Botswana</td>
</tr>
<tr>
<td>BY</td>
<td>Belarus</td>
</tr>
<tr>
<td>BZ</td>
<td>Belize</td>
</tr>
<tr>
<td>CA</td>
<td>Canada</td>
</tr>
<tr>
<td>CG</td>
<td>Republic Of Congo</td>
</tr>
<tr>
<td>CH</td>
<td>Switzerland</td>
</tr>
<tr>
<td>CL</td>
<td>Chile</td>
</tr>
<tr>
<td>CN</td>
<td>China</td>
</tr>
<tr>
<td>CO</td>
<td>Colombia</td>
</tr>
<tr>
<td>CR</td>
<td>Costa Rica</td>
</tr>
<tr>
<td>CV</td>
<td>Cape Verde</td>
</tr>
<tr>
<td>CY</td>
<td>Cyprus</td>
</tr>
<tr>
<td>CZ</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>DE</td>
<td>Germany</td>
</tr>
<tr>
<td>DK</td>
<td>Denmark</td>
</tr>
<tr>
<td>DM</td>
<td>Dominica</td>
</tr>
<tr>
<td>DO</td>
<td>Dominican Republic</td>
</tr>
<tr>
<td>DZ</td>
<td>Algeria</td>
</tr>
<tr>
<td>EC</td>
<td>Ecuador</td>
</tr>
<tr>
<td>EE</td>
<td>Estonia</td>
</tr>
<tr>
<td>EG</td>
<td>Egypt</td>
</tr>
<tr>
<td>Country code</td>
<td>Country</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>ES</td>
<td>Spain</td>
</tr>
<tr>
<td>FI</td>
<td>Finland</td>
</tr>
<tr>
<td>FJ</td>
<td>Fiji</td>
</tr>
<tr>
<td>FM</td>
<td>Federated States Of Micronesia</td>
</tr>
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</table>
iTunes Connect App Properties

This appendix describes the metadata that iTunes Connect collects to present an app in the App Store or Mac App Store.
App-Level Properties

These properties apply to all versions of an app. Changes you make to app-level information are posted immediately (expect 24 hours for a full refresh of the change on the store). For information about setting the initial values, see “Creating an iTunes Connect Record for an App” (page 35). For information about updating these values, see “Viewing and Changing Your App’s Metadata” (page 68).

App Information

These properties identify an app in the iTunes Connect record.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
<th>Editable</th>
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</thead>
</table>
| Default Language | The language you use to enter app details in iTunes Connect. Information provided in this language is used for any store territory for which there isn't information localized in the territory’s primary language.  
The default language only applies to store information. The languages your app supports are set in your binary. | Can be changed anytime to other languages for which you’ve provided localized metadata.       |
| App Name       | The name of your app as it appears on the store. The app name must be at least two characters and no more than 75 bytes, assuming single-byte characters.                                                      | Can’t be edited after the app is approved. Before the app is approved, change the app name as part of localized text, described in “Metadata and Upload” (page 157). |
| SKU Number     | A unique ID for your app in the Apple system that is not seen by users. You can use letters, numbers, hyphens, periods, and underscores. The SKU can’t start with a hyphen, period, or underscore.  
Use a value that is meaningful to your organization.                                                                                       | Can’t be edited after saving the iTunes Connect record.                                       |
| Bundle ID      | An identifier used by iOS and OS X to recognize any future updates to your app. Your bundle ID must be registered with Apple and unique to your app. The same bundle ID can’t be used for both iOS and Mac apps.  
This property may be an explicit App ID or a wildcard App ID. If it’s a wildcard App ID, you also need to specify a bundle ID suffix. The bundle ID (combined with the bundle ID suffix) needs to exactly match the bundle identifier in your Xcode project Info.plist file. | Can’t be edited after the app is approved.                                                     |
### Property | Description | Editable
--- | --- | ---
Bundle ID Suffix | A string that is appended to the bundle ID property if the bundle ID is a wildcard App ID. The bundle ID and bundle ID suffix must form a bundle identifier that exactly matches the bundle identifier in your Xcode project Info.plist file. | Can’t be edited after the app is approved.

### Apple ID
A number that Apple assigns to the app. Can’t be edited.

---

**Availability, Pricing, and Territory Rights**

These properties describe where and when the app is available and at what price. Note that the price tier start and end dates are only available after the app’s iTunes Connect record is created. See “Creating an iTunes Connect Record for an App” (page 35) and “Viewing and Changing Your App’s Metadata” (page 68).

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
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<tbody>
<tr>
<td>Availability Date</td>
<td>The date when your app will be available for purchase on the store. If your app hasn’t been approved by Apple before this date, it’s posted to the store as soon as it’s been approved. This date is a global date and applies to all relevant store territories and app versions. If you change this date, the new date applies to all versions of your app.</td>
</tr>
<tr>
<td>Price Tier</td>
<td>The level that determines both the customer price and your proceeds. Your proceeds are the price minus Apple’s commission and applicable taxes. If you choose a Price Tier other than Free, you must have a Paid Applications contract in place before you can sell the app. You can view the pricing matrix on the Rights and Pricing page available from the App Summary page for any app.</td>
</tr>
<tr>
<td>Price Tier Effective Date</td>
<td>The date when a new price tier will take effect on the store. See “To release a Pending Developer Release version to the store” (page 113).</td>
</tr>
<tr>
<td>Price Tier End Date</td>
<td>The date that a price tier will no longer be in effect and will return to the previously set price tier. See “To release a Pending Developer Release version to the store” (page 113).</td>
</tr>
<tr>
<td>Discount for Educational Institutions</td>
<td>If selected, this app is offered at a discount to educational institutions enrolled in the Apple Volume Purchase Program. The details of the discount are found in the latest paid application agreement, which you must sign before this app will be available to education customers.</td>
</tr>
</tbody>
</table>
**Version-Level Properties**

These properties contain the text and images that appear for the app in stores for each territory in which the app is available for sale or download. They apply to specific versions of an app. For information about setting the initial values, see “Creating an iTunes Connect Record for an App” (page 35). For information about updating these values, see “Viewing and Changing Your App’s Metadata” (page 68).

Version-level properties are either locked or unlocked. Unlocked properties are always editable. Locked properties are only editable when your app is in an editable state. The tables in this section indicate whether a property is locked or unlocked. Changes you make to unlocked version-level properties are posted immediately (expect 24 hours for a full refresh of the change on the store). See also “About App Statuses” (page 77).

**Version Information**

Version information properties include copyright information, categories, and ratings.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
<th>Editable</th>
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<tbody>
<tr>
<td>Version Number <em>(required)</em></td>
<td>The version number of the app you’re adding. Numbering should follow typical software versioning conventions (for example, 1.0, 1.0.1, 1.1). Important: Make sure the version number matches the version number set in the bundle. If these don’t match, upload errors for later updates might occur.</td>
<td>Locked</td>
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<tr>
<td>Property</td>
<td>Description</td>
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<tr>
<td><strong>Copyright (required)</strong></td>
<td>The name of the person or entity that owns the exclusive rights to the app, preceded by the year the rights were obtained (for example, 2014 Example, Inc.). The copyright symbol is added automatically.</td>
<td>Unlocked</td>
</tr>
<tr>
<td><strong>Primary Category (required) / Secondary Category (optional)</strong></td>
<td>The categories that best describe the app you’re adding. For a list of categories and their descriptions, click the App Store Category Definitions link in the Category section of the Version Information. See also “Categories: Get in the Right Place” (page 25). For Mac apps, you must define a category in the Info.plist file of your app binary using the LSApplicationCategoryType key. The list of categories you can choose to define in your property list is the same as the available categories for Mac apps in iTunes Connect. The primary category selected in iTunes Connect should match the category defined in the app binary property list.</td>
<td>Locked</td>
</tr>
<tr>
<td><strong>Subcategory (optional)</strong></td>
<td>Subcategories for games. If you select Games as the Primary or Secondary Category, you can also select one or two subcategories to help more accurately define your game.</td>
<td>Locked</td>
</tr>
<tr>
<td><strong>Rating (required)</strong></td>
<td>The rating for your app for the purpose of parental controls on the store.</td>
<td>Locked</td>
</tr>
<tr>
<td><strong>Made for Kids (optional)</strong></td>
<td>An indication that the app appears in the Kids category on the store; this property includes the age range set for the app. If the app rating changes after enabling Made for Kids and the app no longer qualifies for the category, you’ll see an error when you save the options on the page. See “Made for Kids: Target Kid-Friendly Apps” (page 30).</td>
<td>Locked</td>
</tr>
</tbody>
</table>
### Large App Icon (required for iOS apps)

The large app icon is displayed for your app on the App Store and, if needed, is used to feature your app on the App Store. iOS app icons need to meet the following requirements:

- 1024 x 1024 pixels (don’t scale up smaller artwork, because this could appear pixelated and blurry)
- 72 dpi, RGB, flattened, no transparency
- High-quality JPEG, TIFF, or PNG image file format. ZIP-compressed TIFF files can’t be used.

To preview an image in a separate window before submitting it, click the filename.

**Note:** The small icon (57 x 57 pixels for iPhone and iPod touch, 50 x 50 pixels and 72 x 72 pixels for iPad) that you include inside the binary is used on the device Home screen when installed.

### Routing App Coverage File (optional)

Routing app coverage files are `.geojson` files that specify the geographic regions supported by your app. The file can have only one `MultiPolygon` element. `MultiPolygon` elements consist of at least one `Polygon`. Polygons contain at least four coordinate points. The start and end coordinate points for a polygon must be the same.

For information about the requirements of this file, see “Specifying the Geographic Coverage File Contents” in *Location and Maps Programming Guide*.

### Size

The final size of your app after it’s been uploaded, encrypted for DRM purposes, and recompressed. This value is available in the Version Summary report, as described in “Reviewing Your Version Summary” (page 54).

### Metadata and Upload

Metadata and upload properties include the localizable text and images that appear in the store.

Note that the What’s New in This Version property is only available for app versions after the first version.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
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<tbody>
<tr>
<td>Language</td>
<td>The language of this metadata.</td>
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<tr>
<td>Property</td>
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<tr>
<td>App Name</td>
<td>The localized name of your app as it appears on the store. The app name must be at least two characters and no more than 75 bytes, assuming single-byte characters.</td>
<td>Locked</td>
</tr>
<tr>
<td>Description (required)</td>
<td>A localized description of the app, detailing features and functionality. Descriptions are limited to 4000 single-byte characters. The description should be in plain text, with line breaks as needed. HTML formatting isn't recognized. Make sure to check your text for spelling or grammar errors.</td>
<td>Unlocked</td>
</tr>
<tr>
<td>What’s New in this Version (required)</td>
<td>Localized release notes detailing the changes in this version of your app. For example, you might want to list new features, UI improvements, or bug fixes. This text can be as long as 4000 single-byte characters. This field isn’t available for the first version of an app.</td>
<td>Unlocked</td>
</tr>
<tr>
<td>Keywords (required)</td>
<td>One or more localized keywords that describe your app. Separate search terms with commas. At least one keyword of greater than two characters is required. You can provide up to 100 bytes of content. Your app is searchable by app name and company name, so you do not need to duplicate these values in the keyword list. Names of other apps or companies are not allowed.</td>
<td>Locked</td>
</tr>
<tr>
<td>Support URL (required)</td>
<td>The support website you plan to provide for users who have questions regarding the app. The support URL must lead to actual contact information so that your users can contact you regarding app issues, general feedback, and feature enhancement requests. The URL can specify a localized site. Include the entire URL, including the protocol. For example, <a href="http://support.example.com">http://support.example.com</a>.</td>
<td>Unlocked</td>
</tr>
<tr>
<td>Marketing URL (optional)</td>
<td>The website where users get more information about the app. The URL can specify a localized site. Include the entire URL, including the protocol.</td>
<td>Unlocked</td>
</tr>
<tr>
<td>Privacy Policy URL (optional)</td>
<td>A URL that links to your company’s privacy policy. Privacy policy URLs are required for all apps that offer auto-renewable or free subscriptions and for apps that are set to Made for Kids. Customers see this URL on their invoice and on the subscription confirmation email they receive. The URL can specify a localized site. Include the entire URL, including the protocol. Note that if your app is set to Made for Kids, you need to specify a Privacy Policy URL for each localization provided for the app.</td>
<td>Unlocked</td>
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<tr>
<td>Property</td>
<td>Description</td>
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</table>
| 3.5-Inch Retina Display Screenshots *(required)* | One screenshot is required. Up to four additional screenshots can be uploaded. Screenshots appear on the store in the order they were uploaded in iTunes Connect. Only screenshots for Newsstand apps can be reordered after they've been uploaded. Don't include the device status bar in your screenshots. Screenshot requirements are:  
  - 72 dpi, RGB, flattened, no transparency  
  - High-quality JPEG, TIFF, or PNG image file format  
  - Any of the following sizes:  
    - 640 x 920 pixels for hi-res portrait (without status bar) minimum  
    - 640 x 960 pixels for hi-res portrait (full screen) maximum  
    - 960 x 600 pixels for hi-res landscape (without status bar) minimum  
    - 960 x 640 pixels for hi-res landscape (full screen) maximum | Locked   |
If your binary indicates that your app runs on the 4-inch Retina display, you’re required to upload at least one of these screenshots. Up to four additional optional screenshots can be uploaded. Screenshots appear on the store in the order they were uploaded in iTunes Connect. Only screenshots for Newsstand apps can be reordered after they’ve been uploaded.

Don’t include the device status bar in your screenshots. Screenshot requirements are:

- 72 dpi, RGB, flattened, no transparency
- High-quality JPEG, TIFF, or PNG image file format
- Any of the following sizes:
  - 640 x 1096 pixels for portrait (without status bar) minimum
  - 640 x 1136 pixels for portrait (full screen) maximum
  - 1136 x 600 pixels for landscape (without status bar) minimum
  - 1136 x 640 pixels for landscape (full screen) minimum

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<tr>
<td>4-Inch Retina Display Screenshots (required if app runs on 4-inch Retina display)</td>
<td>If your binary indicates that your app runs on the 4-inch Retina display, you’re required to upload at least one of these screenshots. Up to four additional optional screenshots can be uploaded. Screenshots appear on the store in the order they were uploaded in iTunes Connect. Only screenshots for Newsstand apps can be reordered after they’ve been uploaded. Don’t include the device status bar in your screenshots. Screenshot requirements are:  - 72 dpi, RGB, flattened, no transparency  - High-quality JPEG, TIFF, or PNG image file format  - Any of the following sizes:  - 640 x 1096 pixels for portrait (without status bar) minimum  - 640 x 1136 pixels for portrait (full screen) maximum  - 1136 x 600 pixels for landscape (without status bar) minimum  - 1136 x 640 pixels for landscape (full screen) minimum</td>
<td>Locked</td>
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<tr>
<td>iPad Screenshots <em>(required if app runs on iPad)</em></td>
<td>If your binary indicates that your app runs on iPad, you're required to upload at least one iPad screenshot. Up to four additional screenshots can be uploaded. Only screenshots for Newsstand apps can be reordered after they've been uploaded. Don't include the device status bar in your screenshots. Screenshots requirements are:</td>
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<td>72 dpi, RGB, flattened, no transparency</td>
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<td>High-quality JPEG, TIFF, or PNG image file format</td>
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<td>Any of the following sizes:</td>
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</tr>
<tr>
<td></td>
<td>1024 x 748 pixels for landscape (without status bar) minimum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1024 x 768 pixels for landscape (full screen) maximum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2048 x 1496 pixels for hi-res (without status bar) minimum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2048 x 1536 pixels for hi-res landscape (full screen) maximum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>768 x 1004 pixels for portrait (without status bar) minimum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>768 x 1024 pixels for portrait (full screen) maximum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1536 x 2008 pixels for hi-res portrait (without status bar) minimum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1536 x 2048 pixels for hi-res portrait (full screen) maximum</td>
<td></td>
</tr>
</tbody>
</table>

- Minum
- Maximum
- Do not include the status bar in the image
Mac OS X App Screenshots

OS X only (required)

One screenshot is required for Mac apps.
Up to four additional screenshots can be uploaded. Screenshots appear on the store in the order they were uploaded in iTunes Connect.

Screenshot requirements are:
- 72 dpi, RGB, flattened, no transparency
- High-quality JPEG, TIFF, or PNG image file format in the RGB color space
- 16:10 aspect ratio
- One of the following sizes:
  - 1280 x 800 pixels
  - 1440 x 900 pixels
  - 2880 x 1800 pixels

App Review Contact Information

Contact Information properties provide information to Apple to support the app review process. This information never appears to users.

First Name (required)
Last Name (required)
Email Address (required)
Phone Number (required)

Contact information of the person in your organization who should be contacted if the App Review team has any questions or needs additional information.

Review Notes (optional)

Additional information about your app that can help during the review process. Include information that may be needed to test your app, such as app-specific settings and test registration or account details. The Review Notes field can contain up to 4000 bytes and can be provided in any language.
If your app delivers streaming video over the cellular network, enter a test stream URL in the Review Notes.
This text is visible only to the Apple review team.
Username (optional)  
The user name for a full-access demo account. This account is used during the app review process and must not expire. Details for additional accounts should be included in the Review Notes field.

Password (optional)  
The password for the full-access demo account.

### App Store Contact Information

If your company is selling apps in the Korea App Store, iTunes Connect provides the opportunity for you to display trade representative contact information in compliance with Korean e-commerce regulations. The trade rep is someone within the company who has the authority to represent the company. Examples include the CEO, Representative Director, or other responsible officer within the company.

If you are based in the Republic of Korea, the contact information includes fields for your e-commerce and business registration numbers.

The App Store Contact Information displays only if your Apple Developer Program registration was for a company, not an individual.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Rep First Name</td>
<td>The first name of the App Store contact.</td>
</tr>
<tr>
<td>Trade Rep Last Name</td>
<td>The last name of the App Store contact.</td>
</tr>
<tr>
<td>Email Address</td>
<td>The email address of the App Store contact.</td>
</tr>
<tr>
<td>Address Line 1</td>
<td>The physical address of the App Store contact.</td>
</tr>
<tr>
<td>Address Line 2</td>
<td>The physical address of the App Store contact.</td>
</tr>
<tr>
<td>City</td>
<td>The city of the App Store contact.</td>
</tr>
<tr>
<td>State</td>
<td>The state or province of the App Store contact.</td>
</tr>
<tr>
<td>Postal Code</td>
<td>The postal code for the App Store contact.</td>
</tr>
<tr>
<td>Country</td>
<td>The country of the App Store contact.</td>
</tr>
<tr>
<td>Email</td>
<td>The email address of the App Store contact.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>The phone number of the App Store contact. Include the country code.</td>
</tr>
</tbody>
</table>
**Property** | **Description**
--- | ---
E-Commerce Registration Number | A registration number issued by the government of Korea for companies doing business on the Internet. This property appears only for organizations based in the Republic of Korea.
Business Registration Number | A registration number issued by the district tax authority in Korea to companies doing business in Korea. This property appears only for organizations based in the Republic of Korea.
Display in Korean App Store (optional) | An indication that the contact information is displayed in the Korea App Store. If selected, the first name, last name, and valid email address are required. If not selected, the contact information is not displayed in any store.

**App Sandbox Entitlement Usage Information**

These Mac App properties include notes for each temporary exception entitlement specified in the app binary. If you are using App Sandbox entitlements, Apple needs information on each entitlement included in the app. For more information, see [App Sandbox Design Guide](#).

**Property** | **Description**
--- | ---
Entitlement Key *(required if the app uses entitlements)* | Entitlement key corresponding to a temporary exception entitlement implemented in the app.
Usage Information *(required if the app uses entitlements)* | Information describing how to assess the entitlement and a description of the values in an array value used by the entitlement. If the entitlement works around a missing App Sandbox feature, include the issue number describing the exception.

In particular, the description should include:

- How the entitlement can be assessed.
- Why the entitlement is needed by the app.
- What functionality this entitlement enables.
- If the entitlement uses an array value, provide information on each value in the array.
- If the entitlement works around a missing App Sandbox feature, include the issue number.
EULA (End User License Agreement)

Apple provides a standard EULA that applies in all territories. You can provide a document that supersedes the Apple EULA for one or more countries. You can provide only one EULA per app, so this document needs to contain agreement text appropriate for each territory where you want to apply your custom EULA. For information about creating a EULA, see Instructions for Minimum Terms of Developer's End-User License Agreement.

If you don’t provide a EULA, the standard EULA is applied to your app and the EULA link won’t be shown on the app page on the store. For the text of the standard agreement, see Licensed Application End User License Agreement.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EULA (optional)</td>
<td>A plain text document describing the end-user license agreement that applies to this app in the countries indicated. All HTML tags are stripped and escaped, and only line break characters are accepted. Make sure that the text includes localized information that meets local legal and language requirements. Your EULA text can include multiple languages.</td>
</tr>
<tr>
<td>Countries</td>
<td>The countries in which a custom EULA applies.</td>
</tr>
</tbody>
</table>

User Properties

User Roles

These properties describe the roles that control which iTunes Connect modules users have access to.

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin</td>
<td>Gives the user access to all iTunes Connect modules. Users with an Admin role have the ability to create, delete, or modify existing iTunes Connect users and test users. The initial iTunes Connect user (team agent) is granted both an Admin and a Legal role by default.</td>
</tr>
<tr>
<td>Legal</td>
<td>Gives the user access to all modules. This role is only available to the initial iTunes Connect user (team agent) and can’t be edited in iTunes Connect. This role allows the individual to enter into agreements with iTunes via iTunes Connect and to request promo codes. To change your team agent, you must visit Member Center.</td>
</tr>
<tr>
<td>Finance</td>
<td>Gives the user access to Financial Reports, Contracts, Tax and Banking Information, iAd App Network, and Sales/Trend Reports modules. Users with a Finance role can view users’ profiles but can edit only their own user information.</td>
</tr>
</tbody>
</table>
### Role Description

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>Gives the user access to Manage Your Apps, Contact Us, Manage Users, and iAd App Network modules. Technical users can create test users. Users with a Technical role can view other users’ profiles but can edit only their own user information.</td>
</tr>
<tr>
<td>Sales</td>
<td>Gives the user access to the Sales/Trend Reports, Manage Users, iAd App Network, and Contact Us modules. Users with a Sales role can view other users’ profiles but can edit only their own user information. Assign this role to those in your organization who need access to reporting, marketing, and ad campaign information but not to app management or financial information.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Gives the user access to the Contact Us module. Assign this role to the person on your team who manages your marketing materials and any promotional artwork. Users with the Marketing role are contacted by the App Store team if an app is chosen to be featured in the App Store.</td>
</tr>
</tbody>
</table>

### User Notifications

iTunes Connect users can be notified of events happening within iTunes Connect such as an app being approved for sale or a contract expiring. These properties describe the types of notifications that can be enabled for an iTunes Connect user account.

<table>
<thead>
<tr>
<th>Notification type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract</td>
<td>Provides email alerts with contract status updates. Examples are contract expiration warnings or requests for more information from you to complete your contract setup.</td>
</tr>
<tr>
<td>Financial Report</td>
<td>Provides email alerts when finance reports are available for download in iTunes Connect.</td>
</tr>
<tr>
<td>App Status</td>
<td>Provides email alerts when an app changes state.</td>
</tr>
<tr>
<td>Payment</td>
<td>Provides email alerts when a payment to your bank is returned.</td>
</tr>
</tbody>
</table>

### Newsstand Properties

These properties describe the configuration information iTunes Connect collects for Newsstand-enabled apps and issues.
### Default Cover Art
The default cover art used to represent your app on the store. The cover art must be a `png` file, at least 72 dpi, a minimum of 1024 pixels on the long edge, and it must have an aspect ratio between 1:2 and 2:1. Also, the artwork must be flat with no rounded corners.

### Subcategory
The category that best describes the Newsstand product you’re adding. The primary category is Newsstand. *(Optional)*

### Published Date
The date you want this issue to be available on the store.

### End Date
The date you want this issue to be removed from the store (it’s removed at the beginning of the day).

### Issue ID
An internal identifier that isn’t visible on the store.

### Summary
A summary of the issue that customers see on the store. The summary can be as long as 2000 characters, assuming single-byte characters.

### Issue Default Cover Art
The default cover art you specify is used to represent your app on the store when there are no issues available for your app on a given date or you don’t provide issue art for an issue.

The cover art must be a `png` file, at least 72 dpi, with a minimum of 512 pixels on the long edge, and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners.

### Atom Feed URL
The URL for an atom feed that provides information for the store for Newsstand issues. The store processes the feed once a day, incorporating any new information.

For more information, see [Newsstand Atom Feed Specification](#).

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### Game Center Properties
Game Center properties are described in “Game Center Properties” in *Game Center Configuration Guide for iTunes Connect*.

### In-App Purchase Properties
In-App Purchase properties are described in “Properties of In-App Purchase Metadata” in *In-App Purchase Configuration Guide for iTunes Connect*.
Configuring a Custom B2B App (Optional)

A custom B2B app is only available to the Volume Purchase Program customers that you specify in iTunes Connect, and it is available only in the applicable territories. For example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business. Custom B2B apps aren’t available to educational institutions. To learn more, see the Volume Purchase Program for Business webpage. To learn more about how your customers can sign up for the Volume Purchase Program, visit the VPP for Business Enrollment webpage.

To configure a custom B2B app, be prepared to provide the following:

- **Paid Applications contract.** Even though custom B2B apps can be free, you must have a Paid Applications contract for your app to be visible on the Custom B2B App Store.

- **Apple IDs for the customers to whom the app will be available.** You indicate your customers by specifying their Apple IDs created for use with the Volume Purchase Program. You must enter at least one Apple ID, and you can enter any number of Apple IDs.

**To make an app available privately**

1. Create an iTunes Connect record for the app, as described in “To add a record to iTunes Connect for a new app” (page 35).

4. Click Add Apple ID.

5. Enter an Apple ID created for use with the Volume Purchase Program, then press the Return key.

6. Repeat step 5 for each Apple ID you want to add.

7. Click Save.

   If an Apple ID isn't one created for the Volume Purchase Program, you see an error at the top of the page and the Apple ID is removed from the list.
Device Compatibility Matrix

The information provided by the Device Compatibility Matrix is now available in iOS Device Compatibility Reference.
This table describes the changes to *iTunes Connect Developer Guide*.

<table>
<thead>
<tr>
<th>Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-03-12</td>
<td>Updated &quot;Configuring Store Technologies&quot; to reflect that developers no longer need to enable individual apps for iAd App Network in iTunes Connect. Added Content Rights step to &quot;Submitting the App&quot; and &quot;Replacing Your App with a New Version.&quot;</td>
</tr>
<tr>
<td>2013-12-12</td>
<td>Reorganized the chapters to better reflect the task flow in iTunes Connect; split Game Center and In-App Purchase material into their own documents.</td>
</tr>
</tbody>
</table>