

Lesson 2: iTunes App Store

INTRODUCTION

The iTunes App Store is the source for apps and games for all iOS devices. iTunes should already be installed on a Mac computer along with having the appropriate credentials to log in to the iTunes Store. This lesson provides an overview of iTunes, the iTunes Store and the App Store.

LESSON OBJECTIVES

By the end of this lesson, the student will be able to:

1. List the iTunes App Categories and recognize an example of the type of app that would fit in that category.
2. Identify the app category with the most submissions overall and the app category with the most submissions per month.
3. Evaluate an app based on apps user reviews, functionality, design, popularity and utility.
4. Discuss the differences between a free app, a paid app, and why some free apps are actually in the top grossing app category.
5. Identify different web resources for reviewing iOS apps and/or for iOS and Apple news.
6. Identify the different sections in an app's page when selected in iTunes App Store and the purpose of each. (These include: details, screen shots, large icon, price, description, version information, ratings and reviews, developers website and related.)

LEARNING SEQUENCE

Required Reading	Read the following: <ul style="list-style-type: none">• Lesson 2: iTunes App Store
Resources	View the following: <ul style="list-style-type: none">• iTunes 12 Features, Overview and Thoughts (6:59) Other resources: <ul style="list-style-type: none">• Apple website• How Much in Advertising Revenue Can a Mobile App Generate?• PocketGamer.biz• AppAdvice provides the latest App news
Assignments	Complete the following: <ol style="list-style-type: none">1. Exercise – App Research



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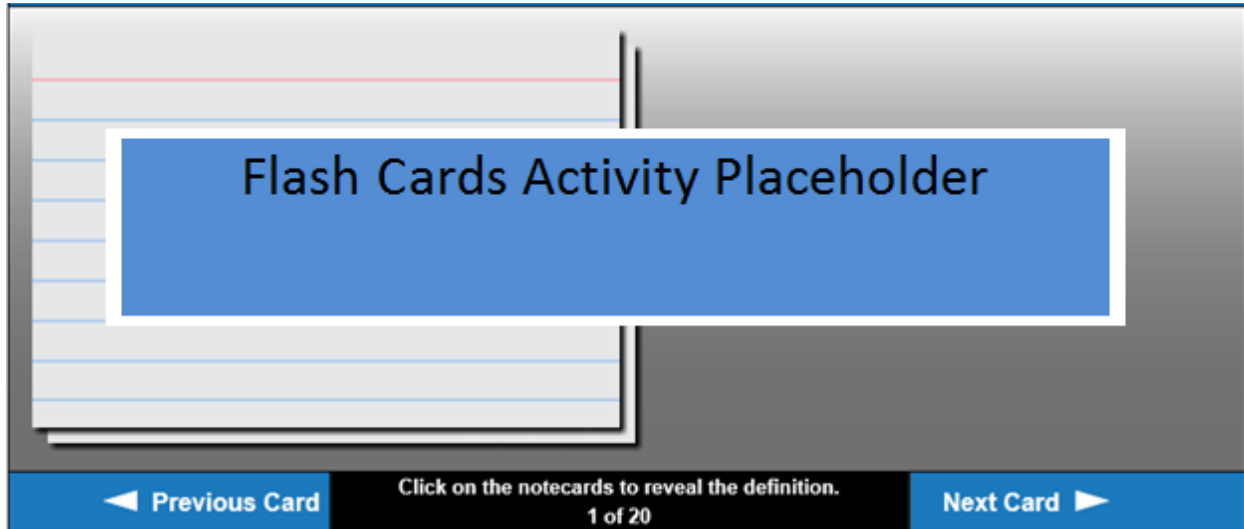
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KEY TERMS

As you read your lesson, pay close attention to the [key terms and phrases](#) listed throughout the lesson. These terms and concepts are important to your understanding of the information provided in the lesson.

The image shows a digital interface for a flash card activity. It features a central blue rectangular box with the text "Flash Cards Activity Placeholder" in white. The background is a light gray with a subtle grid pattern. At the bottom, there is a dark blue navigation bar with three elements: a left-pointing arrow followed by the text "Previous Card", the text "Click on the notecards to reveal the definition." in the center, and the text "Next Card" followed by a right-pointing arrow. Below the navigation bar, the text "1 of 20" is displayed in the center.

INSTRUCTION

iTunes

Start researching an app idea by accessing the iTunes Store via the installed iTunes application. iTunes 11 is the current version of the application, but iTunes 12 is scheduled for release in the Fall of 2014. View the video, *iTunes 12 Features, Overview and Thoughts* (6:59) to get an idea of how iTunes will be changing.



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An Overview of the App Store

It is very important that an app developer becomes familiar with both iTunes and the App Store. The latest version of iTunes should be installed on the Mac system.

1. Start iTunes by clicking on the icon in the Dock.
2. Click on the button for the iTunes Store. The iTunes Store will initially open within the Music category.
3. Click on the link for the App Store from the menu bar. The App Store is divided into two categories: iPhone and iPad. There are apps which may show up in both categories depending on how the app was developed.

The App Store highlights featured apps, popular apps, and Editors' Choices. Explore the different categories to get a feel for how the App Store is organized. Use the App Store dropdown to go directly to a specific type of App like Books, Games, or Medical, for example.

There are several ways that an app can generate revenue. The first is to charge for downloading the app. Continue down the site and look at the Top Grossing apps--a few of those apps are free to download. A free app can still generate revenue through **In-App Purchases** or through ad revenue.

Some examples of In-App Purchases include subscriptions, points or bonus game levels. There are four types of In-App Purchases:

1. **Consumable:** a purchase is made for items needed by the user every time he/she wants them. These items cannot be downloaded again for free.
2. **Non-consumable:** One-time purchases that can be transferred to multiple devices authorized under the same iTunes Store account.
3. **Non-renewing subscriptions:** A new purchase is made when the subscription period ends.
4. **Auto-renewable subscriptions:** A renewal period is purchased.



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In-App Purchases can now be restricted. A user can prevent unintended or unauthorized purchases on a device. In-App Purchases can also be disabled completely. The user can also require a passcode to download an item.

Developers can join ad networks that sell advertising space. An advertiser pays the network based on the number of times an ad gets clicked. Review the article, [How Much in Advertising Revenue Can a Mobile App Generate?](#)

App Information

Select an app from the App Store. The Details page provides screenshots and a description of the app. If the app was upgraded, there will be version information. Any version-specific information can be found in the Information section under Compatibility.

The Ratings and Reviews page provides just that. An overall Customer Rating is displayed (measured in stars with five stars being the top rating). A breakdown of the rating is also provided. The app user goes to this page to provide a review for the app.

The Related page provides other apps available from the same developer and other similar apps from other developers.

App Metrics and Research

There are numerous outside sources that can be used for research. For example, [PocketGamer.biz](#) offers various **metrics** and statistics based on data gathered from the App Store. Metrics are the results obtained by measuring a quantifiable component. For example, the App Store Stats Summary provides details on active apps, application submissions, pricing information, and category distribution.

Research helps a developer get an overview of the app market and gain valuable insight on current and historical performance, market trends, and app lifecycles. Sites such as PocketGamer.biz give the developer an idea of what the trends are and can provide a nice comparison of apps available on the iPhone versus the iPad and free apps versus paid apps.

App Guides

There are numerous App guides available which review and recommend apps. [AppAdvice](#) provides app reviews, lists, guides, charts, and other relevant news. Websites such as AppAdvice filter through the apps in the App Store, aggregate the content and provide the most relevant news. A number of them have been around since the launch of the App Store.

SUMMARY

This lesson provided an overview of iTunes, the iTunes Store, and the App Store. Researching the need for an app is an important step once the idea has been conceived. A developer may also find several websites that can be used as tools to help gather information about an app's potential.

ASSIGNMENTS

1. Exercise – App Research
2. Quiz 2



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