

Lesson 5: Distributing Apps

INTRODUCTION

The distribution of apps through the App Store requires a paid developer account.

LESSON OBJECTIVES

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

1. Identify the purpose of iTunes Connect.
2. Explain the purpose of beta testing.
3. List the steps required to distribute an app using iTunes Connect.
4. Identify the income percentage that Apple receives from any app.
5. Explain the way price levels work with iOS apps.
6. Explain why is it important to know whether the app includes encryption.
7. Identify the purpose of the application description.
8. Explain how to set the primary category and secondary category for an app.
9. Discuss the need to set a rating for an app.

LEARNING SEQUENCE

Required Reading	Read the following: <ul style="list-style-type: none">• Lesson 5: Distributing Apps
Resources	View the following: <ul style="list-style-type: none">• How to Submit An App to Apple's App Store (13:56) Other resources: <ul style="list-style-type: none">• Apple Developer website• iTunes Preview• Parental Restrictions in iOS 7• App Store Optimization: Improve Your App Ratings
Assignments	Complete the following: <ol style="list-style-type: none">1. My Gallery2. Quiz 5



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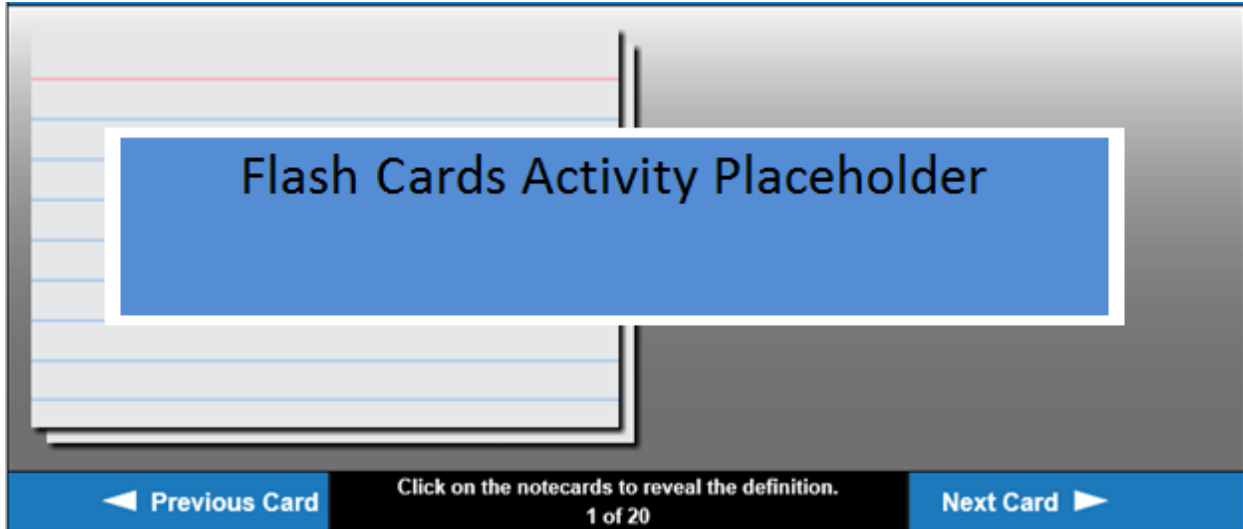
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KEY TERMS

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.



INSTRUCTION

Beta Test

After the development of an app is finished, beta testing is the next step. To **beta test** the app, the developer must test and re-test the app in order to find any bugs that may appear throughout the app. The purpose of testing is to "break the app." The process is successful if it cannot be broken. There is no guarantee that all bugs will be found during beta testing, but the goal of beta testing is to find (and fix) as many bugs as possible.

If the app is being developed by a team, then testing is done by a separate group. After the programmer/developer completes testing, then the app is given to a testing group. This group understands the app's objective, but did not participate in the development. The tester's objective is error detection, not error correction. Bugs are identified and documented, and the app is returned to the developer or the development team.

After the app is clean and running without bugs, it is time to market and sell the app. In order to start the selling process, distribution must be set up. Establishing a plan for marketing, distribution and selling can be started while development and testing is still under way, but actually selling the app is done when it is free of known bugs.

Selling Apps

A developer enrolls in an Apple Developer Program to distribute an app. At this point, the developer pays for a developer account. Having the free account will not allow a developer to distribute the app.



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When an app is ready to sell, use **iTunes Connect**, a suite of web-based tools for managing content sold at the App Store. The app developer must agree to Apple's distribution agreement. This account can be created before the app is developed, as well.

iTunes Connect

To get to iTunes Connect:

1. Go to the [Apple Developer](#) website
2. Scroll down to the bottom of the page.
3. Under the Support section, click on the iTunes Connect link.

Before using iTunes Connect, the developer must agree to the terms of service. Once in the iTunes Connect area, there are tools that allow for management of apps, banking, agreements, sales history, and more. Information needs to be added in iTunes Connect before sales of the app may begin. The following are the different tools accessible in the iTunes Connect area:

- **Sales and Trends:** This option is used after the app has sold and allows viewing of the sales history and information on trends.
- **Contracts, Tax, and Banking:** The contracts, tax, and banking information can be set up and managed in this location. Contracts must be requested and include authorization to sell and distribute an app. License application must be provided by the app developer along with the support of the **end-user** who will be using the app. Apple takes 30% of all app sales, in-App purchases, and any electronic content that is being sold through the app. There is tax collection information provided. Payments are usually scheduled 45 days from the close of the month. It is also advised, if possible, to have a lawyer look over any contracts that are signed. It may take a few days for contracts to go through, depending on processing.
- **Payments and Financial Reports:** Access to earnings, payments, and financial reports can be found in this option.
- **Manage Users:** This option provides the management of iTunes Connect users as well as in-App purchasing test accounts.
- **Manage Your Apps:** Descriptions of the app can be managed here as well as adding, viewing, and managing the App Store apps.
- **Grow Your Business with iAd:** Advertising the app to drive downloads can be managed with this option.
- **Catalog Reports:** Request catalog reports for an app.
- **Developer Forums:** Use forums to find solutions and share tips with other app developers.
- **Contact Us:** Contact an App Store representative with questions.

Additional contact information can be setup for people with various roles within the organization such as accounting, marketing, etc. This can be done by selecting Create New Person.



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Banking and Tax Information

State how and where the money generated from the app can be received. There are two different methods:

1. **ACH:** Standard electronic deposits in US dollars. The account number is required.
2. **SWIFT:** This is a wire transfer that converts foreign currency into US dollars for the following countries: Australia, Canada, Europe, Great Britain, and Japan. An ABA routing number and SWIFT code is received from the bank.

Supply tax information as follows:

1. Select individual or business type
2. Select whether tax exempt
3. Add address
4. Enter tax identification number
5. Submit

Apple requires a **W-9 form**, Request for Taxpayer Identification Number and Certification.

Managing Apps

To create a new app, chose Add New App. The first question will be “Does your app contain encryption?”

1. If there is no encryption or just **Keychain API** or SSL, then continue on.
2. If there is encryption, a copy of commodity classification ruling (CCATS) must be supplied. This is required by the federal government.

Keychain API is the application programming interface that provides secure storage for passwords, keys, and certificates.

Overview Screen

1. **Application Name:** This is where an application name is shown and edited. The app name must be unique. If the name is too long it will be shortened in the App Store. Add data as soon as possible to this section. Some developers add the name of the app before starting the development in order to reserve the name of the app. The app name cannot be changed unless there is an update and a new version of the app is uploaded.
2. **Application Description:** Keep the app description short and descriptive. Only the first three lines of the description will be shown in the App Store. A separate tab can be accessed for a lengthier description of the app. Avoid specific price descriptions because the App Store is global. Statements like “on sale for \$0.99” may be incorrect in other currencies. There is an option for selection of price tier. When an update is made for a new version of the app, a



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warning will appear because the updated version will be available that day. Make sure the changes to the updated app have been approved.

3. **Device Capabilities:** The device capabilities must be set in the project's **Info.plist**, the file used by apps where the system can store and easily access configuration data. This is done in Xcode. On the right hand side of the Target screen in Xcode the Info.plist can be brought up for the project. Limiting the app to specific devices requires the `UIRequiredDeviceCapabilities` key. It is important to specify devices that can support the app so that users with devices that do not support the app cannot download it. Downloads by users with devices that do not support the app can result in customer support problems and negative reviews of the app.

Additionally, the following information can be added in the Application Description field:

1. **Categories:** There are primary categories and secondary categories for an app. The primary category will determine where the app is going to be in the App Store. This category can be chosen through a list of categories at the [iTunes Preview](#) page. Descriptions are also provided. The category is defined in the **Info.plist** file by using the `LSApplicationCategoryType` key. The secondary category is optional and is used in a power search.
2. **Copyright and Version:** This field is for the year the rights to the app were obtained and company name that owns the rights to the app. The version of the app that is being added should follow the software versioning conventions.
3. **SKU Number:** The SKU must be unique to the developer account. This ID is not seen by users and can include letters, numbers, hyphens, periods, and underscores.
4. **Keywords:** Keywords are required and are words that describe the app. The search words should be separated by commas and should not include the organization name or the app name.
5. **URL and support email address:** The application URL is optional, but might include the organization name. The support URL is required with more information about the app.
6. **DEMO Account:** The DEMO account is for the Apple review team.
7. **EULA (End User License Agreement):** This is a legal agreement between the end-user and the app owner that does not involve Apple.

Ratings

Ratings are required because iPhone has parental controls. The app will not pass the submission process if the app is not rated. The rating may not change after the app binary has been submitted unless there is an updated app version. It is important to rate the app appropriately. Read the article, [Parental Restrictions in iOS 7](#) for more detailed information on app ratings.

For tips on how to improve an app's ratings, read [App Store Optimization: Improve Your App Ratings](#).



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Upload Screen

To market the app in the App Store, a developer needs to setup the upload screen with an icon and screenshots. Hold off uploading screen shots of the actual app file until the beta testing is finished. Add the app icon once the beta testing is finished. One screenshot is required but up to four can be uploaded to show off the look of the app. There are specifications for the screenshots including the picture quality, size, and device screen display size.

Availability Date

It is important to check the availability date. The default availability date is the current date. The organization may want to select a future availability date so marketing and promotions can coordinate with the chosen date. Release dates are worldwide and the app will become available 20 hours before the specified date.

Price Tiers

The price tier determines the price of the app but not through specific pricing. The price tier level will determine the customer's price as well as the proceeds the developer will receive. The price is worldwide.

There are a variety of options available when choosing a price tier. One option is, of course, free. Apps can be completely free, or can generate revenue by iAds, in-app purchases, or subscriptions. In US dollars, the first tier is \$0.99. At the highest tier, the app costs \$999.99. Tiers go up in \$1.00 increments until the higher tiers are reached. The [App Store Pricing Matrix](#) provides information on the app pricing structure and what the developer proceeds are at each price point for various countries.

Localization Marketing

Think globally. **Localization** is the process of providing translations of materials into other languages such as Japanese, French, German, Spanish, and Italian. It is also a good idea to provide versions of an app in these languages.

Review iConnect Settings

Review the iConnect setting and if everything is correct, SUBMIT.

View [How to Submit An App to Apple's App Store](#) (13:56) to see what needs to be done to submit the completed app for distribution.



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SUMMARY

This lesson took the developer through the steps of submitting an app through iTunes Connect. A paid developer account is required to distribute an app through the App Store.

ASSIGNMENTS

1. My Gallery
2. Quiz 5



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