

iTunes Connect Sales and Trends Guide: App Store v8



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Apple Inc.

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Revision History

March 6, 2013 — v8 Updates for Sales and Trends redesign. Monthly summary reports for the previous 12 months are now available. Yearly summary reports for all previous years can be downloaded. Graph and sales data can be filtered by free or paid content.

November 6, 2012 — v7 Major content revision.

Navigating and Viewing Your Sales and Trends Data

The iTunes Connect [Sales and Trends](#) module allows you to interact with your sales data in various ways. For example:

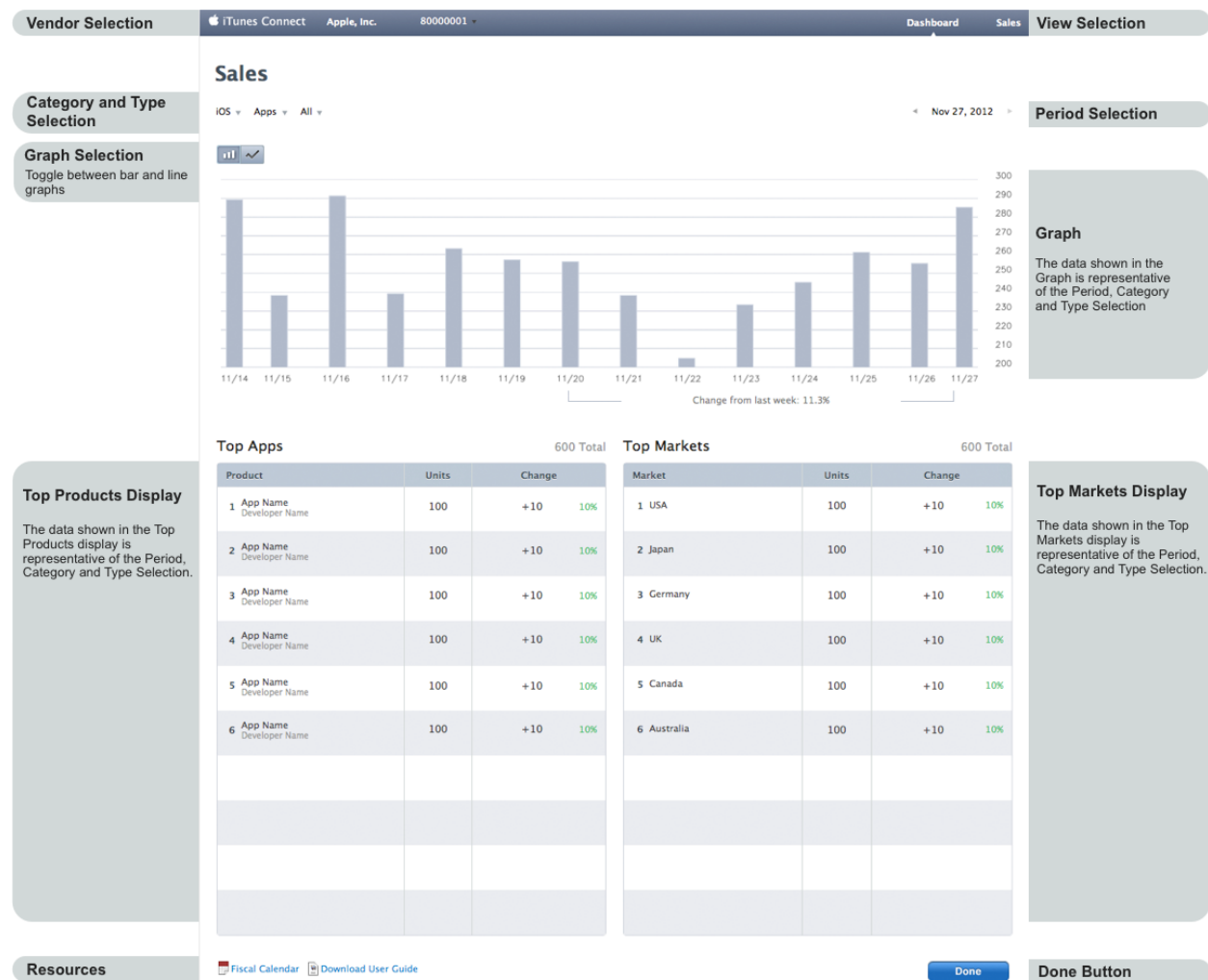
- Dashboard view is a summary that provides total units, percent differences, graphs, top-selling content, and largest market information.
- Sales view shows the top 50 transactions of sales aggregated at the title level, sorted in descending order. You can also download full transaction reports for additional analysis.

You can access the [Sales and Trends](#) module on the [iTunes Connect](#) homepage.

When you open the [Sales and Trends](#) module, you will be taken to the Dashboard view.

Dashboard View

The Dashboard displays the most recent daily data available.



Vendor Selection

The vendor menu shows the legal entity name for the Sales and Trends you are viewing.

View Selection

To switch between Dashboard and Sales view, use the toggle on the top of the page. For more information on the Sales view, see the [Sales View](#) section.

Period Selection

To view your data for a specific day, week, month, or year, use the period selector. Yearly reports are available, covering any year since you started distributing content on the App Store. Monthly reports are available for the previous 12 months. Weekly reports are available for download for the previous 13 weeks, and daily reports for the previous 14 days.

Category and Type Selection

If you have both iOS and Mac apps, you can select your desired category in the Dashboard.

Within the category you choose, you can also specify the type of content you would like to view. You can choose to view Apps (purchases), In-Apps, or Updates. The same types are available for both iOS and Mac apps.

Paid and Free Selection

You can specify whether you would like to view free, paid, or both.

Graph Selection

You can select a line graph or bar graph using the buttons in the top right corner of the graph.

Graph

The graph data is based on the selected period, category, and type. When you hover over a specific day, week, month, or year in the graph, the date, number of units, and type will be displayed. Daily reports display the percentage change from the same day in the previous period.

Top Products Display

The section provides a summary of net units of your content distributed on the App Store. Product units with the same unique product identifier will be combined. The Change column shows the change in percent and in units for the same day of the prior week, or week over week. Top products are displayed based on the specific day, week, month, or year, app category, and app type.

Top Markets Display

This section provides an overview of units distributed for each product in each territory. The Change column shows the change in percent and in units for the same day of the prior week, or week over week, month over month, or year over year. The Top Markets display is based on the specific day, week, month, or year, app category, and app type. For a list of all territories, see [Appendix F](#).

Resources

The following links are available in the footer on all pages:

- **Fiscal Calendar** opens a new window that displays Apple's fiscal calendar.
- **Download User Guide** downloads the most current version of this guide.

Sales View

The Sales view allows you to analyze at the specific content level.

You can view the sales for the top 50 products that you delivered. You can download the available daily, weekly, monthly, or yearly reports for additional information about all your transactions. Ranking is based on transaction volume. You can also download detailed Newsstand reports as well as contact information for customers who opt in to personal information sharing when purchasing an In-App Purchase subscription.

iTunes Connect
 Apple, Inc.
 80000001
 Dashboard
 Sales

Sales

iOS
 Apps
 All

Nov 27, 2012
 Download

Title	Developer	Version	Type	Units	Customer Price	Proceeds	Store	Apple ID
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789
App Name	Developer Name	1.0	1	100	19.99 USD	14 USD	US	123456789
App Name	Developer Name	1.0	1T	100	39.99 USD	28 USD	US	123456789

Fiscal Calendar
 Download User Guide
 Done

Understanding the Sales View

The period shown in the Sales view is the current daily data. To preview all available daily, weekly, monthly, and yearly reports, use the period-selection menu.

The Sales view summarizes the data based on the columns displayed, including any promotional transactions (indicated with ). Point the mouse on the  to see the type of promotion. Auto-renewable subscription transactions are indicated with the subscription indicator . For more information on promotional codes, see [Appendix G](#).

Note that the Sales View does not analyze data with the same level of detail as the full reports and is meant to provide high-level estimates only. For more detailed analysis, download and view your full reports.

Downloading, Reading, and Understanding Sales and Trends Data

Downloading Reports

The Sales report is available for download from the Sales view. To download a report, you must select a report period. Reports will be downloaded as zipped and tab delimited text files. For a complete listing of fields, see [Appendix A](#), [Appendix B](#), and [Appendix M](#).

If you are using OS X, the reports will automatically open when downloaded. If you are using a Windows OS you will need to decompress the .gz file before you can use it. To decompress the file, you need an application that can decompress .zip files.

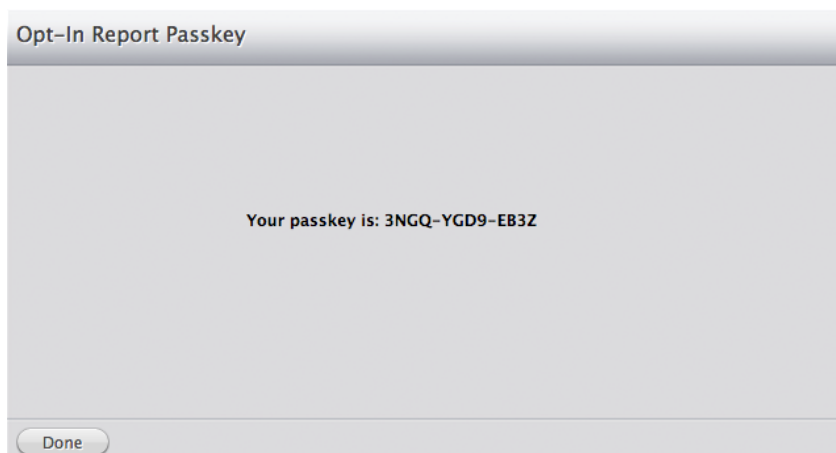
To analyze the data, import the downloaded file in a database or spreadsheet application (for example, Numbers, or Microsoft Excel). Monthly reports are available five days after the month's end date. Yearly reports are available six days after the year's end date. Weekly reports are available on Mondays and cover Monday through Sunday of the previous week. The daily reports are for the previous day in the selected territory. For more information on the definition of day and week, see [Appendix D](#).

Reports are available only for a limited time and should be downloaded regularly. Daily reports are available for 14 days and weekly reports are available for 13 weeks after requesting the report. Monthly reports are available for 12 months. Yearly reports are always available. Apple does not store or regenerate the data after these periods have expired.

Downloading Customer Opt-In Information

If your app has auto-renewable In-App Purchase subscriptions, you can download the contact information for customers who chose to opt in to personal information sharing. To download the report, you must select a weekly report period and click Opt-In Report.

The downloaded file is a tab delimited text file in a compressed and password-protected archive. To open the file, you need a decompression tool that supports password-protected .zip files. To see the passkey for the .zip file, click the Opt-In Passkey button. You can copy and paste or type in the passkey to decompress the .zip files.



Downloading Newsstand Reports

If you have one or more Newsstand apps available on the App Store, you can download Newsstand reports by clicking Newsstand Detailed. Newsstand reports are also available via auto-ingest.

Auto-Ingest Tool

To automate the download of your Sales and Trends reports, you can use Apple's Java-based auto-ingest tool to retrieve the following reports:

- Daily Summary Reports
- Weekly Summary Reports
- Monthly Summary Reports
- Yearly Summary Reports
- Opt-In Reports
- Newsstand Reports

If new reports become available, Apple will modify and update the Java package or parameters to download new reports. Apple will contact you when new reports are available.

You must not alter or disseminate the auto-ingest tool for any reason. Apple reserves the right to revoke access for usage or distribution beyond its intended use.

Auto-Ingest Instructions

Follow the steps below to set up the auto-ingestion tool. Note that the tool requires Java 1.6 or later:

- Download the Autoingestion.class file from apple.com/itunesnews/docs/Autoingestion.class.zip to the directory where you want the reports delivered.
- To run the Autoingestion.class file, you must change the directory level in the command line to the directory where the Autoingestion.class file is located.
- Use the command below to retrieve reports. Note that parameters with <> are placeholders. You must insert your own values.

```
java Autoingestion <username> <password> <vendorid> <report_type>  
<date_type> <report_subtype> <date_yyyymmdd>
```

Only the date is optional. If you do not include a date, you will download the latest available report. You must delimit the parameters with a space.

Parameters Definitions

Variable	Value	Notes
username	Your Apple ID	The Apple ID you use to sign in to iTunes Connect.
password	Your password	The password you use to sign in to iTunes Connect.
vendorid	8##### (your unique number)	The vendor ID for which you want to download the report.
report_type	Sales or Newsstand	
date_type	Daily, Weekly, Monthly, or Yearly	
report_subtype	Summary, Detailed or Opt-In	The parameter for the Sales Reports. Detailed is only available for Newsstand reports.
Date (optional)	YYYYMMDD (Daily or Weekly) YYYYMM (Monthly) YYYY (Yearly)	The date of the report you are requesting. If the value for Date parameter is not provided, you will get the latest report available.

Example

The username john@xyz.com with the password letmein, for company 80012345, can create the daily report for October 24, 2012 by using the following command:

```
java Autoingestion john@xyz.com letmein 80012345 Sales Daily Summary 20111024
```

Newsstand Reports

You can create Newsstand reports using the following auto-ingest parameters:

Daily

```
java Autoingestion <Username> <password> <VendorID> Newsstand Daily Detailed <YYYYMMDD>
java Autoingestion <Username> <password> <VendorID> N D D <YYYYMMDD>
java Autoingestion <Username> <password> <VendorID> 5 2 1 <YYYYMMDD>
```

Weekly

```
java Autoingestion <Username> <password> <VendorID> Newsstand Weekly Detailed <YYYYMMDD>
java Autoingestion <Username> <password> <VendorID> N W D <YYYYMMDD>
java Autoingestion <Username> <password> <VendorID> 5 1 1 <YYYYMMDD>
```

Reading Reports

Report File Names

The file names for downloaded reports follow this naming convention:

Report Data	Report Type	Reporting Range	Naming Convention	Description
Sales	Summary	Daily	S_D_<Vendor ID>_<ReportDate> Example: S_D_81234567_20121024	S indicates that the report is for Sales data at a Summary level. D indicates that it is a Daily report.
Sales	Summary	Weekly	S_W_<Vendor ID>_<ReportDate> Example: S_W_81234567_20121024	S indicates that the report is for Sales data at a Summary level. W indicates that it is a Weekly report.
Sales	Summary	Monthly	S_M_<Vendor ID>_<ReportDate> Example: S_W_81234567_201210	S indicates that the report is for Sales data at a Summary level. M indicates that it is a Monthly report.
Sales	Summary	Yearly	S_Y_<Vendor ID>_<ReportDate> Example: S_W_81234567_2012	S indicates that the report is for Sales data at a Summary level. Y indicates that it is a Yearly report.
Opt_in	Summary	Weekly	O_S_W_<Vendor ID>_<ReportDate> Example: O_S_W_81234567_20121024	O_S indicates that the report is for customer opt-in data at the Summary level. W indicates that it is a Weekly report.
Newsstand	Detailed	Daily	N_D_D_<Vendor ID>_<ReportDate> Example: N_D_D_80000000_20121024	N_D indicates that the report provides customer Newsstand data at a Detailed level. D indicates that it is a Daily report.
Newsstand	Detailed	Weekly	N_D_W_<Vendor ID>_<ReportDate> Example: N_D_W_80000000_20121024	N_D indicates that the report provides customer Newsstand data at a Detailed level. W indicates that it is a Weekly report.

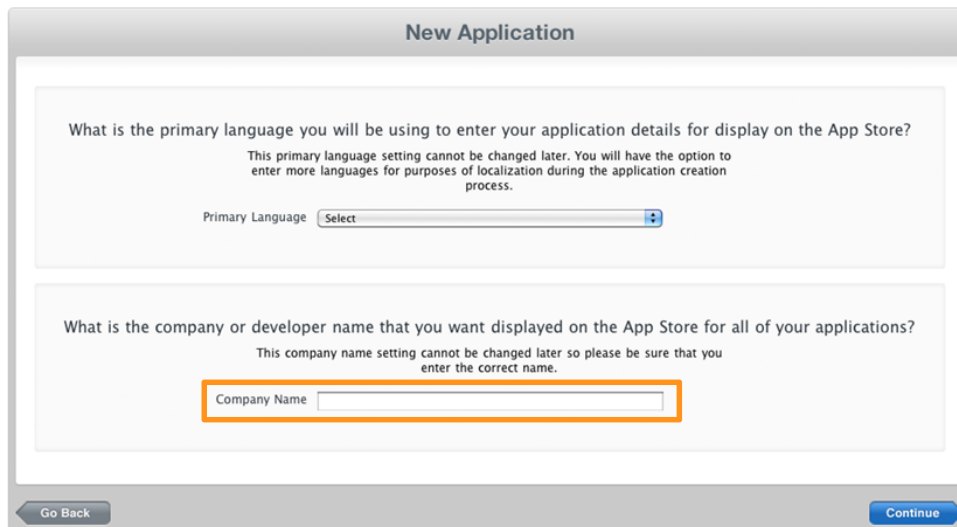
All reports have a header row which contains the field names for each column. The reports include transactions that can be tracked with the SKU or the Apple ID. For a complete list of fields, see [Appendix A](#), [Appendix B](#), and [Appendix M](#).

Key Field Mapping

The following screenshots will help you understand which fields in the report were set up by you in iTunes Connect and where they are on the App Store.

Developer Field

The Developer field in the report is provided in iTunes Connect when you are adding a new app. The field in iTunes Connect is called Company Name.



New Application

What is the primary language you will be using to enter your application details for display on the App Store?

This primary language setting cannot be changed later. You will have the option to enter more languages for purposes of localization during the application creation process.

Primary Language

What is the company or developer name that you want displayed on the App Store for all of your applications?

This company name setting cannot be changed later so please be sure that you enter the correct name.

Company Name

[Go Back](#) [Continue](#)

On the App Store, this field is displayed on the app's product page after the genre.

App Store > Entertainment > **Apple®**



Remote

Description

Control iTunes and Apple TV using your iPhone, iPod touch, or iPad over your Wi-Fi network. Right in front of your computer or Apple TV. From anywhere in your home, the flick of your finger, you can even control every aspect of the Apple TV user interface.

[Apple® Web Site >](#) [Remote Support >](#) [Application License Agreement](#)

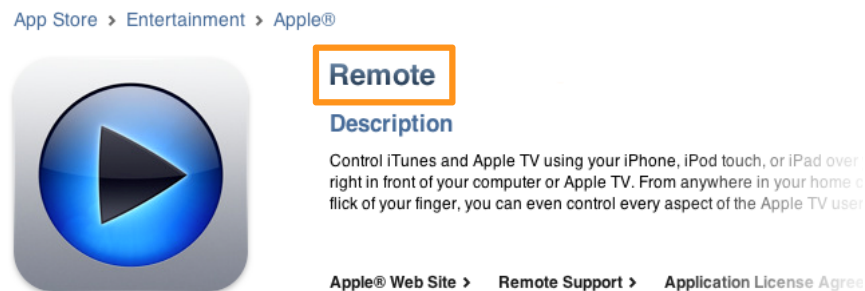
Title Field

The Title field in the report is provided in iTunes Connect when you are adding a new app. The field in iTunes Connect is called App Name.



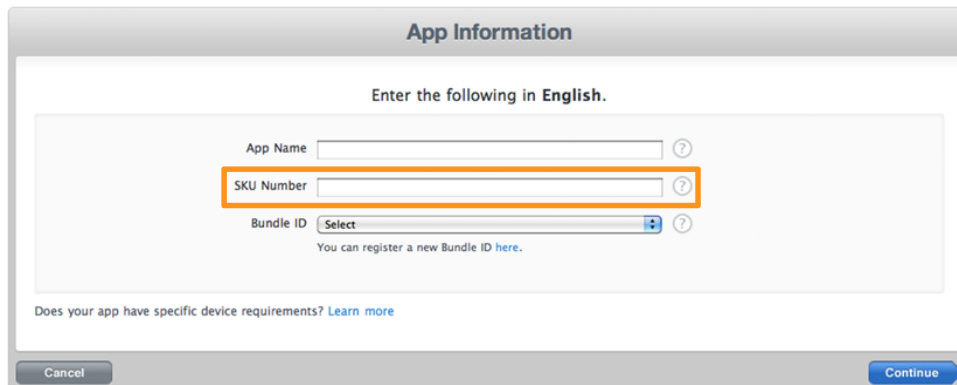
The screenshot shows the 'App Information' window in iTunes Connect. It contains a form with three fields: 'App Name', 'SKU Number', and 'Bundle ID'. The 'App Name' field is highlighted with an orange border. Below the 'Bundle ID' field, there is a link that says 'You can register a new Bundle ID [here](#).' At the bottom of the window, there are 'Cancel' and 'Continue' buttons.

On the App Store, this field is displayed at the top of the app's product page.



SKU Field

The SKU field in the report is provided in iTunes Connect when you are adding a new app. The field in iTunes Connect is called SKU Number.

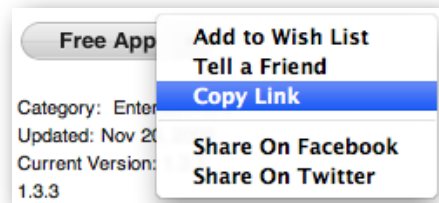


The screenshot shows the 'App Information' window in iTunes Connect. It contains a form with three fields: 'App Name', 'SKU Number', and 'Bundle ID'. The 'SKU Number' field is highlighted with an orange border. Below the 'Bundle ID' field, there is a link that says 'You can register a new Bundle ID [here](#).' At the bottom of the window, there are 'Cancel' and 'Continue' buttons.

This field is not displayed on the App Store.

Apple ID

The Apple ID included in each row of your sales reports is the unique product identifier assigned to your app by Apple. Note that this is different from the Apple ID that you use with your password to sign in. If you contact support, include the Apple ID of your app. You can also access an app's Apple ID by using the links on the App Store:



Click Copy Link. The copied link looks similar to the link below. The number in bold is the app's Apple ID.

[itunes.apple.com/us/app/remote/id**284417350**?mt=85](https://itunes.apple.com/us/app/remote/id284417350?mt=85)

Understanding Units

Reports are designed to provide information about the activity of your apps on the App Store. This can result in many lines for a given product. For each product with an Apple ID and SKU, units are split into:

- Storefront and country code
- Sales and refunds
- Product type
- Price
- Promo code
- App version

Examples

Below are example descriptions of how units are grouped and displayed in preview and in the downloaded reports.

- **Example 1:** If you have one product and you are selling the product in the U.S., you will see one row (for U.S. sales). This example does not include refunds, price changes, or promo codes for that period.
- **Example 2:** If you are selling 30 products in the U.S., and ten of the products have refunds, the preview and the downloaded report will have 40 rows. You will see a row for sales and a row for refunds.

- **Example 3:** If you are selling 30 products in the U.S., and five products have a price change in the middle of the week, your full report and your previews have 35 rows. You will see two lines per app with a price change.
- **Example 4:** If ten new customers purchase your app and ten existing customers update to the latest version of your app in the U.S., your preview and downloaded report will have one row for purchases and one row for updates.
- **Example 5:** If ten customers purchase version 1.1 of your product in the U.S., and those customers update to version 1.2 of the same product, your preview and downloaded report will have two rows, one row for purchases of version 1.1 and one row for updates to version 1.2.

Contact Us

If you have any questions or have difficulties viewing or downloading your Sales and Trends reports, use the [Contact Us](#) module on iTunes Connect.

For Sales and Trends inquiries, select the Sales and Trends topic. Choose the topic you need help with and provide all information that can help us to replicate and resolve the issue.

Contact Us

Welcome to the iTunes Contact Us module. Please select the most relevant options from the dropdown menu(s) to help us precisely identify your issue. You may click on the "Start Over" button at any point within Contact Us to return you to the first Contact Us screen.

1. Please choose from the following topics: Sales and Trends

2. Please choose from the following topics: --- Please select ---

Start Over Done

Appendix A - Sales Report Field Definitions

The definitions apply to Daily and Weekly Reports.

Report Field	Report Data Type	Values	Notes
Provider	CHAR(5) - APPLE	Up to 5 Characters	The service provider in your reports (typically Apple).
Provider Country	CHAR(2) - US	Up to 2 Characters	The service provider country code (typically U.S.).
SKU	VARCHAR(100)	Up to 100 Characters	A product identifier provided by you during app setup. ¹
Developer	VARCHAR(4000)	Up to 4000 Characters	Provided by you during the initial account setup. ¹
Title	VARCHAR(600)	Up to 600 Characters	Provided by you during app setup. ¹
Version	VARCHAR(100)	Up to 100 Characters	Provided by you during app setup. ¹
Product Type Identifier	VARCHAR(20)	Up to 20 Characters	Defines the type of transaction (for example, initial download, update, and so on). For more information, see Appendix E .
Units	DECIMAL(18,2)	Up to 18 Characters	The aggregated number of units.
Developer Proceeds (per item)	DECIMAL(18,2)	Up to 18 Characters	The proceeds for each item delivered.
Begin Date	Date	Date in MM/DD/YYYY	Start date of report.
End Date	Date	Date in MM/DD/YYYY	End date of report.
Customer Currency	CHAR(3)	Up to 3 Characters	Three-character ISO code indicating the customer's currency. For more information, see Appendix H .
Country Code	CHAR(2)	Up to 2 Characters	Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Appendix F .
Currency of Proceeds	CHAR(3)	Up to 3 Characters	The currency in which your proceeds are earned. For more information, see Appendix H .
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Customer Price	DECIMAL(18,2)	Up to 18 Characters	Price displayed on the App Store.

Report Field	Report Data Type	Values	Notes
Promo Code	VARCHAR(10)	Up to 10 Characters	If the transaction was part of a promotion, this field will contain a value. This field is empty for all nonpromotional items. For more information, see Appendix G .
Parent Identifier	VARCHAR(100)	Up to 100 Characters	In-App Purchases will show the SKU of the associated app.
Subscription	VARCHAR(10)	Up to 10 Characters	Defines whether an auto-renewable subscription is new or a renewal. For more information, see Appendix I .
Period	VARCHAR(30)	Up to 30 Characters	Defines the duration of an auto-renewable subscription purchase. For more information, see Appendix I .

¹ Apple generally does not modify this field. Whatever you provided when setting up your app is in the report.

Appendix B - Opt-In Report Field Definitions

The definitions apply to Weekly Opt-In Reports.

Report Field	Report Data Type	Values	Notes
First Name	VARCHAR(100)	Up to 100 Characters	Customer's first name.
Last Name	VARCHAR(100)	Up to 100 Characters	Customer's last name.
Email Address	VARCHAR(100)	Up to 100 Characters	Customer's email address.
Postal Code	VARCHAR(50)	Up to 50 Characters	Customer's postal code.
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Report Start Date	DATE	Date in MM/DD/YYYY	Date of start of report.
Report End Date	DATE	Date in MM/DD/YYYY	Date of end of report.

Appendix C - Apple Fiscal Calendar

Monthly financial reports are based on Apple's reporting calendar. Months represent either four or five weeks. The first month of each quarter has an extra week. Weeks and months start on Sunday and end on Saturday. Monthly reports are also available on iTunes Connect. Availability of reports is based on the contractually agreed-upon timeframes.



Apple Inc.

Fiscal Year 2013 Accounting Calendar September 30, 2012 to September 28, 2013

Q1 Sep 30 – Dec 29

Period 1 October 2012

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Period 2 November 2012

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Period 3 December 2012

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Q2 Dec 30 – Mar 30

Period 4 January 2013

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Period 5 February 2013

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2

Period 6 March 2013

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Q3 Mar 31 – Jun 29

Period 7 April 2013

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Period 8 May 2013

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Period 9 June 2013

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Q4 Jun 30 – Sep 28

Period 10 July 2013

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Period 11 August 2013

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Period 12 September 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Sales and Trends reports are generated using different time frames and show transactions almost in real time. Financial reports are based on customer invoicing and financial processing. Combining the reports is not recommended due to the timing and reporting differences.

Appendix D - Definition of Day and Week

How is a day defined for these reports?

A day starts at 12:00:00 a.m. and ends at 11:59:59 p.m. in the territory's time zone (see table below).

How is a week defined for these reports?

A week starts on Monday at 12:00:00 a.m. and ends on Sunday at 11:59:59 p.m.

What time is the report date based on?

Territory	Time Zone
U.S., Canada, Latin America	Pacific Time (PT)
Europe, Middle East, Africa, Asia Pacific	Central Europe Time (CET)
Japan	Japan Standard Time (JST)
Australia, New Zealand	Western Standard Time (WST)

When are reports available?

Reports are generated after close of business Pacific Time and are generally available by 8 a.m. (PT) for the previous day or week. Earlier access to reporting is not available.

Appendix E – Product Type Identifiers

Product Type Identifier	Type	Description
1	Free or paid app	iPhone and iPod touch (iOS)
7	Update	iPhone and iPod touch (iOS)
IA1	In-App Purchase	Purchase (iOS)
IA9	In-App Purchase	Subscription (iOS)
IAY	In-App Purchase	Auto-renewable subscription (iOS)
IAC	In-App Purchase	Free subscription (iOS)
1F	Free or paid app	Universal (iOS)
7F	Update	Universal (iOS)
1T	Free or paid app	iPad (iOS)
7T	Update	iPad (iOS)
F1	Free or paid app	Mac app
F7	Update	Mac app
FI1	In-App Purchase	Mac app
1E	Paid app	Custom iPhone and iPod touch (iOS)
1EP	Paid app	Custom iPad (iOS)
1EU	Paid app	Custom universal (iOS)

Dashboard Types

Product Type Identifier	Type	Description
1, 1F, 1T, F1	Free app	App price is zero (0).
1, 1F, 1T, F1	Paid app	App price is larger than zero (0).
IA1, IA9, IAY, FI1	In-App Purchase	
7, 7F, 7T, F7	Update	

Appendix F – Country Codes

Country Code	Country Name	Country Code	Country Name	Country Code	Country Name
AE	United Arab Emirates	CL	Chile	HK	Hong Kong
AG	Antigua and Barbuda	CN	China	HN	Honduras
AI	Anguilla	CO	Colombia	HR	Croatia
AM	Armenia	CR	Costa Rica	HU	Hungary
AO	Angola	CY	Cyprus	ID	Indonesia
AR	Argentina	CZ	Czech Republic	IE	Ireland
AT	Austria	DE	Germany	IL	Israel
AU	Australia	DK	Denmark	IN	India
AZ	Azerbaijan	DM	Dominica	IS	Iceland
BB	Barbados	DO	Dominican Republic	IT	Italy
BE	Belgium	DZ	Algeria	JM	Jamaica
BG	Bulgaria	EC	Ecuador	JO	Jordan
BH	Bahrain	EE	Estonia	JP	Japan
BM	Bermuda	EG	Egypt	KE	Kenya
BN	Brunei	ES	Spain	KN	St. Kitts and Nevis
BO	Bolivia	FI	Finland	KR	Republic Of Korea
BR	Brazil	FR	France	KW	Kuwait
BS	Bahamas	GB	United Kingdom	KY	Cayman Islands
BW	Botswana	GD	Grenada	KZ	Kazakstan
BY	Belarus	GH	Ghana	LB	Lebanon
BZ	Belize	GR	Greece	LC	St. Lucia
CA	Canada	GT	Guatemala	LK	Sri Lanka
CH	Switzerland	GY	Guyana	LT	Lithuania

Country Code	Country Name	Country Code	Country Name	Country Code	Country Name
LU	Luxembourg	KZ	Kazakstan	SV	El Salvador
LV	Latvia	PA	Panama	TC	Turks and Caicos
MD	Republic Of Moldova	PE	Peru	TH	Thailand
MG	Madagascar	PH	Philippines	TN	Tunisia
MK	Macedonia	PK	Pakistan	TR	Turkey
ML	Mali	PL	Poland	TT	Trinidad and Tobago
MO	Macau	PT	Portugal	TW	Taiwan
MS	Montserrat	PY	Paraguay	TZ	Tanzania
MT	Malta	QA	Qatar	UG	Uganda
MU	Mauritius	RO	Romania	US	United States
MX	Mexico	RU	Russia	UY	Uruguay
MY	Malaysia	SA	Saudi Arabia	UZ	Uzbekistan
NE	Niger	SE	Sweden	VC	St. Vincent and The Grenadines
NG	Nigeria	SG	Singapore	VE	Venezuela
NI	Nicaragua	SI	Slovenia	VG	British Virgin Islands
NL	Netherlands	SK	Slovakia	VN	Vietnam
NO	Norway	SN	Senegal	YE	Yemen
NZ	New Zealand	SR	Suriname	ZA	South Africa
OM	Oman	SV	El Salvador		

Appendix G – Promotional Codes

The promo code field values indicate the type of code used. Only one value is possible per line in the report. Note that “null” means that this is a standard transaction. The values below can appear in the promo code field.

Promo Code	Description
CR - RW	Promotional codes where the proceeds have been waived. The customer price will be 0 and the proceeds will be 0. These transactions are redemptions of iTunes Connect Developer Codes.
GP	Purchase of a gift.
GR	Redemption of a gift.
EDU	Education Store transaction.

Appendix H – Currency Codes

Currency Code	Currency Name
AUD	Australian Dollar
CAD	Canadian Dollar
CHF	Swiss Franc
DKK	Danish Krone
EUR	Euro
GBP	Pound Sterling
JPY	Japanese Yen
MXN	Mexican Peso
NOK	Norwegian Krone
NZD	New Zealand Dollar
SEK	Swedish Krona
USD	United States Dollar

Appendix I - Subscription and Period Field Values

The Subscription field indicates whether the purchase of the auto-renewable subscription purchase is new or a renewal.

Subscription Field Value
New
Renewal

The Period field indicates the duration of the auto-renewable subscription purchase or renewal.

Period Field Value
7 Days
1 Month
2 Months
3 Months
6 Months
1 Year

Appendix J - FAQ

What does each column represent in my reports?

To find out what each column represents, see [Appendix A](#) and [Appendix B](#).

Why am I seeing differences between Financial Reports and Sales and Trends reports?

The difference between the two reports is the timeframe. Daily and weekly Sales and Trends reports are real-time and based on customer interactions. Monthly Payments and Financial reports are based on actual financial transactions in our system.

Note that weekly Sales and Trends reports end on Sunday and start on Monday, while the Payment and Financial reports are based on Apple Fiscal Quarters that always end on a Saturday. The timeframe difference between the Sales and Trends reports and the Payments and Financial reports is intentional. Combining the reports is not recommended because of the timeframe and reporting difference.

Do weekly reports include the daily reports?

Yes, weekly reports include the daily reports. Daily and weekly Sales and Trends reports are based on the same customer interactions.

Why do I see a high volume of sales for a short period of time followed by a significant drop?

It is common that some items see a significant increase in sales and, after a short period, the numbers return to normal. This is generally due to promotional activities by blogs or a sales campaign that might be associated with your content.

Why can't I see any sales for a particular item?

This can be an indication of an item not being available on the store. Check the product availability in iTunes Connect and ensure that the latest contracts are agreed to and in place. If your contracts are in place, go to the Rights and Pricing area in the [Manage Your Applications](#) module on iTunes Connect and ensure your app is cleared for sale.

How can I identify refunds?

To monitor your refund rate, the Sales and Trends reports show refunds by product. Refund transactions have a negative unit value.

Why there are refunds on my reports?

Apple will provide a refund if the customer experience was unsatisfactory due to the app's content or quality.

You can monitor the rate of refunds and the content that is refunded and use it as an indication of content quality.

Appendix K - Sample Sales Report

To help you interpret the sales report, see the sample report below.

Price fields are dependent on the store in the territory¹ from which the customer purchases the app, and the price at the time of purchase.²

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU1	Apple Inc.	App-1	1.0.0	1	352	3.65	GBP	GB	GBP	123456789	5.99

Reading the Report

The example above is the most common scenario:

SKU	The SKU attached to this app by the developer (SKU1).
Developer	The developer name or company that the app is sold under (Apple Inc.).
Title	The name of the app (App-1).
Product Type Identifier	The type of transaction (1).
Units	The number of units sold for a given day or week (352).
Developer Proceeds	Proceeds, after commission, you will receive for each app sale (3.65).
Customer Currency	The currency in which the customer purchased the app (GBP - Pound Sterling).
Currency of Proceeds	The currency in which your proceeds were earned (GBP - Pound Sterling).
Customer Price	The price paid by the customer for the app (5.99).

¹ With more territories added, the price fields may be differentiated further.

² If you change your app's price during the reporting period, the report will show multiple prices for the same country.

Additional Reporting Scenarios

Below is one additional scenario and sample extract to help you further understand your reports. In your reports, the Product Type Identifier denotes the type of transaction. The identifier must be taken into account in all of the scenarios below. For a list of all identifier types, see [Appendix E](#).

Scenario 1 (Product Type Identifier is 1; Units is 16; Developer Proceeds is 4.86)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU1	Apple Inc.	App-1	1.0.1	1	16	4.86	8/30/10	8/30/10	EUR	AT	EUR	123456789	7.99

The Developer Proceeds value is always 0 for free apps and greater than 0 for paid apps.

Scenario 2 (Product Type Identifier is 7; Units is 1; Developer Proceeds is 0)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU2	Apple Inc.	App-2	1.2.1	7	1	0	8/30/10	8/30/10	EUR	FR	EUR	234567890	0

Some items have 0 in the Developer Proceeds field. Proceeds from updates are always 0 (Product Type Identifier is 7).

Scenario 3 (Product Type Identifier is 1; Units is -1; Developer Proceeds is 7; Customer Price is -9.99)

Provider	Provider Country	SKU	Developer	Title	Version	Product Type Identifier	Units	Developer Proceeds	Begin Date	End Date	Customer Currency	Country Code	Currency of Proceeds	Apple Identifier	Customer Price
APPLE	US	SKU3	Apple Inc.	App-3	1.0.0	1	-1	7	8/30/10	8/30/10	USD	US	USD	345678901	-9.99

You see negative units when a customer returns a product. All returns will have the Product Type Identifier 1. Both, Units and Customer Price, will have a negative value. For more information on returns, see [Appendix J](#).

Appendix L – Other Uses

Below are some examples on how you use the Sales and Trends reports on a daily basis.

Business Health Monitoring

You can use your revenue or sales volume to track the health of your business. Sudden drops in sales may indicate content issues.

Content Quality Issues

By tracking the refunds, you can identify and modify the assets that are being refunded. Typically, the refund ratio should not exceed 0.10%.

Pricing Issues

You can use the Sales and Trends reports to identify potential errors in the metadata and pricing. Price tracking provides the opportunity to fix issues early and minimize the impact of errors.

Price Elasticity

Careful price management can help increase your sales. By using the reports you can monitor and correlate a change in sales with a change in price. This can help you find and set the best price for your product to maximize your revenue.

Appendix M - Newsstand Report Field Definitions

Report Field	Report Data Type	Values	Notes
Provider	CHAR(5) - APPLE	Up to 5 Characters	The service provider in your reports (typically Apple).
Provider Country	CHAR(2) - US	Up to 2 Characters	The service provider country code (typically U.S.).
SKU	VARCHAR(100)	Up to 100 Characters	The product identifier provided by you during app setup.
Developer	VARCHAR(4000)	Up to 4000 Characters	Provided by you during the initial account setup.
Title	VARCHAR(600)	Up to 600 Characters	Provided by you during app setup.
Version	VARCHAR(100)	Up to 100 Characters	Provided by you during app setup.
Product Type Identifier	VARCHAR(20)	Up to 20 Characters	Defines the type of transaction (for example, initial download, update, and so on). For more information, see Appendix E .
Units	DECIMAL(18,2)	Up to 18 Characters	The aggregated number of units.
Developer Proceeds (per item)	DECIMAL(18,2)	Up to 18 Characters	The proceeds for each item delivered.
Customer Currency	CHAR(3)	Up to 3 Characters	Three-character ISO code indicating the customer's currency. For more information, see Appendix H .
Country Code	CHAR(2)	Up to 2 Characters	Two-character ISO country code indicating the App Store territory for the purchase. For more information, see Appendix F .
Currency of Proceeds	CHAR(3)	Up to 3 Characters	The currency in which your proceeds are earned. For more information, see Appendix H .
Apple Identifier	DECIMAL(18,0)	Up to 18 Characters	The Apple ID for your app.
Customer Price	DECIMAL(18,2)	Up to 18 Characters	Retail Price displayed on the App Store and charged to the customer.

Report Field	Report Data Type	Values	Notes
Promo Code	VARCHAR(10)	Up to 10 Characters	If the transaction was part of a promotion, this field will contain a value. This field is empty for non-promotional items. For more information, see Appendix G .
Parent Identifier	VARCHAR(100)	Up to 100 Characters	In-App Purchases will show the SKU of the associated app.
Subscription	VARCHAR(10)	Up to 10 Characters	Defines whether an auto-renewable subscription is new or a renewal. For more information, see Appendix I .
Period	VARCHAR(30)	Up to 30 Characters	Defines the duration of an auto-renewable subscription purchase. For more information, see Appendix I .
Download Date (PST)	TIMESTAMP(0)	Date in MM/DD/YYYY	The download date.
Customer Identifier	DECIMAL(18,0)	Up to 18 Characters	The customer identification.
Report Date (Local)	DATE	Date in MM/DD/YYYY	The date of the report. The date and time is always the local.
Sales/Return	CHAR(1)	Up to 1 character	Can be S or R. R is a refund and not a reversal.