



Epic Games, Inc.

Opening Presentation

Apple Develops a Plan

Subject: Re: Yahoo widgets
From: "Philip Schiller" [REDACTED]
Received(Date): Mon, 21 Jan 2008 18:44:49 -0800
To: "Scott Forstall" [REDACTED]
Date: Mon, 21 Jan 2008 18:44:49 -0800

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TS
Epic Games, Inc. v Apple Inc.
Ex. No. PX-0882
Date Entered
By

We spoke about this last week and I still think it is a horrible idea.

There are many APIs out there for apps. By the same logic why not let Sun have Java on the iPhone? Why not Adobe's Air? Why not Microsoft's Silverlight? Why not Qualcomm's Brew? etc etc

With one API (ours) we can manage what is on our products and what is not. If we open it up then we don't sign all apps, we don't distribute all apps, etc. Which is the same as throwing out the whole plan we have in place.

And in the grand scheme of APIs we could choose to support beyond our own, if we ever did support another (which I don't recommend), Yahoo's Widget API is not even close to the most important one we would pick, some of the ones I listed above (like Flash) are way more important/valuable to us.

Besides, we have a way to do Widgets that competes with theirs, so who cares? This sounds like a relationship issue not worth considering.

On Jan 21, 2008, at 5:33 PM, Scott Forstall wrote:

> Marco wants to meet with you and me to talk about why we should
> allow Yahoo to build their widget engine on the iPhone.
>
> They clearly want to push their widget API as a cross-platform way
> to build widgets. While I would prefer developers to use web
> standards like HTML and AJAX, or go native if they want more, I'm
> not sure we shouldn't take the high ground and let them build it and
> compete.
>
> Thoughts?
>
> --S.
>

Exhibit
PX 882

PX-0882.1
APL-EG_00260094

Subject: Re: Yahoo widgets
From: "Philip Schiller" [REDACTED]
Received(Date): Mon, 21 Jan 2008 18:44:49 -0800
To: "Scott Forstall" [REDACTED]
Date: Mon, 21 Jan 2008 18:44:49 -0800

We spoke about this last week and I still think it is a horrible idea.

There are many APIs out there for apps. By the same logic why not let Sun have Java on the iPhone? Why not Adobe's Air? Why not Microsoft's Silverlight? Why not Qualcomm's Brew? etc etc

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With one API (ours) we can manage what is on our products and what is not. If we open it up then we don't sign all apps, we don't distribute all apps, etc. Which is the same as throwing out the whole plan we have in place

* * *

Besides, we have a way to do Widgets that competes with theirs, so who cares? This sounds like a relationship issue not worth considering.



Building the Walled Garden



Building the Walled Garden



iOS

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Ex. No. PX-0890

Cc: Phil Schiller [REDACTED]
From: Steve Jobs [REDACTED]
To: Scott Forstall [REDACTED]

Subject: Re: Google Friend Finder

Received(Date): Mon, 30 Jun 2008 07:42:54 -0700

Date: Mon, 30 Jun 2008 07:42:54 -0700

When they have contacts in their app, these are only the contacts on the iPhone and not a merge of contacts from Google, right? I think it would be a really bad idea for something that looks like contacts to have contacts not on that iPhone, and could lead to people not using our contacts app at all. **We may want to limit this in the license.**

Steve

CONFIDENTIAL

PX-0890.1
APL-EG_00147530

PX-0890

Building the Walled Garden



iOS

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Edu. Games, Inc. v. Apple Inc.
Ex. No. PX-0403

From: Philip Schiller [REDACTED]

Subject: iPhone OS idea

Received(Date): Sun, 03 Jan 2010 08:48:00 -0800

Cc: Greg Joswiak [REDACTED] Eddy Cue [REDACTED]

To: Steve Jobs [REDACTED] Scott Forstall [REDACTED]

Date: Sun, 03 Jan 2010 08:48:00 -0800

Steve, Scott,

Just a thought:

One of our greatest advantages over Android is our online stores (iTunes Store, App Store, and soon the Book Store).

I think that it would be smart to build these three stores as far into the iPhone OS experience as possible to push our advantage

Perhaps in a future version of the iPhone OS these stores wouldn't look and work just like all other apps (icons that you launch) but they were permanent screens that you flick to in the UI?

They would always be there, running and at a different level than regular apps.

Phil

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PX-0403.1
APL-EG_00120802

PX-0403

Building the Walled Garden



iOS

PLAINTIFF
U.S. District Court - NDCAL
4:23-cv-00640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0404

Subject: Back to School next year...

From: "Eddy Cue" [REDACTED]

Received(Date): Fri, 15 Feb 2013 01:51:57 +0000

To: "Tim Cook" [REDACTED] "Phil Schiller" [REDACTED]

Attachment: Screen Shot 2013-02-07 at 4.56.47 PM.png

Attachment: PastedGraphic-36.png

Date: Fri, 15 Feb 2013 01:51:57 +0000

I understand that we have tentatively decided for a discount of \$100/\$50/\$50 for Mac/iPad/iPhone. Did we think that customers would buy significantly more if we gave them a straight discount instead of an iTunes card? If this isn't a huge difference, I think we are making a mistake. We are discounting our product instead of adding value to them. Getting customers using our stores (iTunes, App and iBookstore) is one of the best things we can do to get people hooked to the ecosystem. The more people use our stores the more likely they are to buy additional Apple products and upgrade to the latest versions. Who's going to buy a Samsung phone if they have apps, movies, etc already purchased? They now need to spend hundreds more to get to where they are today.

On a related note, our apple stores (online and retail) are the only distributors around the world that decreased year over year in iTunes card sales. We are starting to make progress again with retail but it is always an uphill battle. Our teams just don't get the ecosystem. We (Val and team) just heard from Jennifer that iTunes cards are not a priority for her. This is ridiculous. Who leaves Apple products once they've bought apps, music, movies, etc!

PX-0404

Building the Walled Garden



iOS

Subject: Re: Back to School next year...

From: "Philip Schiller" [REDACTED]

Received(Date): Fri, 15 Feb 2013 04:38:05 +0000

To: "Eddy Cue" [REDACTED]

Cc: "Tim Cook" [REDACTED]

Date: Fri, 15 Feb 2013 04:38:05 +0000

I reiterated to the team that this is just a proposal to be evaluated against repeating the iTunes card we did last year and nothing is approved until all the decision makers meet and discuss the proposals

I do think the new proposal may be better than the iTunes card. It is about the fact that your life is better when you have many of our devices (Mac, iPad, iPhone, etc) all working together with the apps and iCloud ecosystem (sorry this isn't crisp, we just talked about it today). The hope is to not only sell Macs and iPads to kids going to college but also increase the appeal of iPhone to young people as well. The \$ off on each could be stacked (ex get \$150 if you purchase a Mac and iPhone).

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**Exhibit
PX 405**

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

PX-0405.1
APL-EG_06358325

PX-0405.1

Building the Walled Garden



iOS

PLAINTIFF
U.S. District Court - ND CAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.

On Feb 14, 2013, at 6:45 PM, Eddy Cue [REDACTED] wrote:

Great, I was told that BTS was decided and I just wanted to make sure you guys were involved.

And yes BTS is unrelated but I wanted to make the point because our sales teams (don't like the card margin and therefore don't see the ecosystem) and so they don't push it.

Let me know if you need any data to help make the case for the ecosystem.

Great, I was told that BTS was decided and I just wanted to make sure you guys were involved.

And yes BTS is unrelated but I wanted to make the point because our sales teams (don't like the card margin and therefore don't see the ecosystem) and so they don't push it.

Let me know if you need any data to help make the case for the ecosystem.

Sent from my iPhone

On Feb 14, 2013, at 6:57 PM, Philip Schiller [REDACTED] wrote:

Sounds like you have issues with the card sales in retail, which is unrelated to what we do or don't do for BTS. We had our very first meeting brainstorming BTS ideas today and that is an idea that is proposed (for a bunch of ideas behind just the price which need to be explained before anyone jumps the gun and reacts to a proposal that hasn't been made yet). The team is going to model the idea and come back to discuss it.

On Feb 14, 2013, at 5:51 PM, Eddy Cue [REDACTED] wrote:

I understand that we have tentatively decided for a discount of \$100/\$50/\$50 for Mac/iPad/iPhone. Did we think that customers would buy significantly more if we gave them a straight discount instead of an iTunes card? If this isn't a huge difference, I think we are making a mistake. We are discounting our product instead of adding value to them. Getting customers using our stores (iTunes, App and iBookstore) is one of the best things we can do to get people

Exhibit
PX 405

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

PX-0405.1
APL-EG_06358325

PX-0405.1

Building the Walled Garden



iOS

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0407
Date Entered

Subject: Re: Rumor has Google close to buying WhatsApp for \$1B

From: "Craig Federighi" [REDACTED]

Received(Date): Mon, 08 Apr 2013 14:04:22 +0000

To: "Eddy Cue" [REDACTED]

Cc: "Philip Schiller" [REDACTED] "Tim Cook" [REDACTED]

Date: Mon, 08 Apr 2013 14:04:22 +0000

Do you have any thoughts on how we would make switching to iMessage (from WhatsApp) compelling to masses of Android users who don't have a bunch of iOS friends? iMessage is a nice app/service, but to get users to switch social networks we'd need more than a marginally better app. (This is why Google is willing to pay \$1B -- for the network, not for the app).

In the absence of a strategy to become the primary messaging service for to bulk of cell phone users, I am concerned the iMessage on Android would simply serve to remove and obstacle to iPhone families giving their kids Android phones

- craig

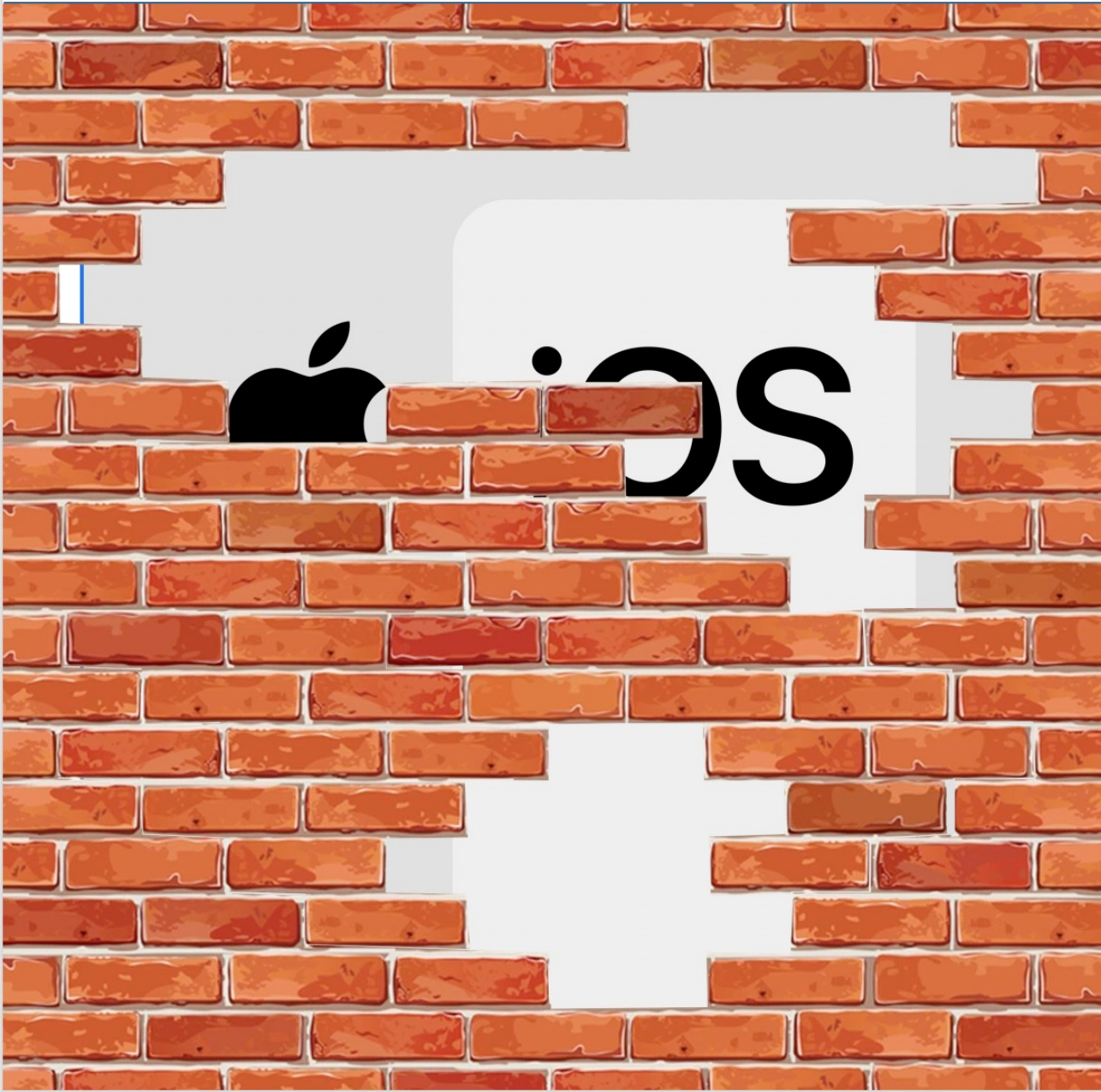
Exhibit
PX 407

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

PX-0407.1
APL-APPSTORE_09702122

PX-0407.1

Building the Walled Garden



Subject: Fwd: The Android test

From: "Tim Cook" [REDACTED]

Received(Date): Fri, 04 Mar 2016 00:28:16 +0000

To: "Eddy Cue" [REDACTED] "Craig Federighi" [REDACTED]

Date: Fri, 04 Mar 2016 00:28:16 +0000

Begin forwarded message:

From: Philip Schiller [REDACTED]

Date: March 3, 2016 at 10:09:26 AM PST

To: Tim Cook [REDACTED]

Subject: Fwd: The Android test

FYI - note Joz and I think moving iMessage to Android will hurt us more than help us, this email illustrates why

* * *

From: Greg Joswiak [REDACTED]

Date: March 3, 2016 at 10:03:23 AM PST

To: Eddy Cue [REDACTED] Craig Federighi [REDACTED] Darin Adler [REDACTED], Phil Schiller [REDACTED]

Subject: Fwd: The Android test

FYI - we hear this a lot.
Joz

* * *

phone to use when he left Apple. There's one interesting point in the email below pertaining to iMessage. He refers to the lack of iMessage on Android as a deal-breaker to moving to Android. See below in red...

* * *

From: Ian ROGERS [REDACTED]

Subject: The Android test

Date: March 3, 2016 at 3:49:38 AM PST

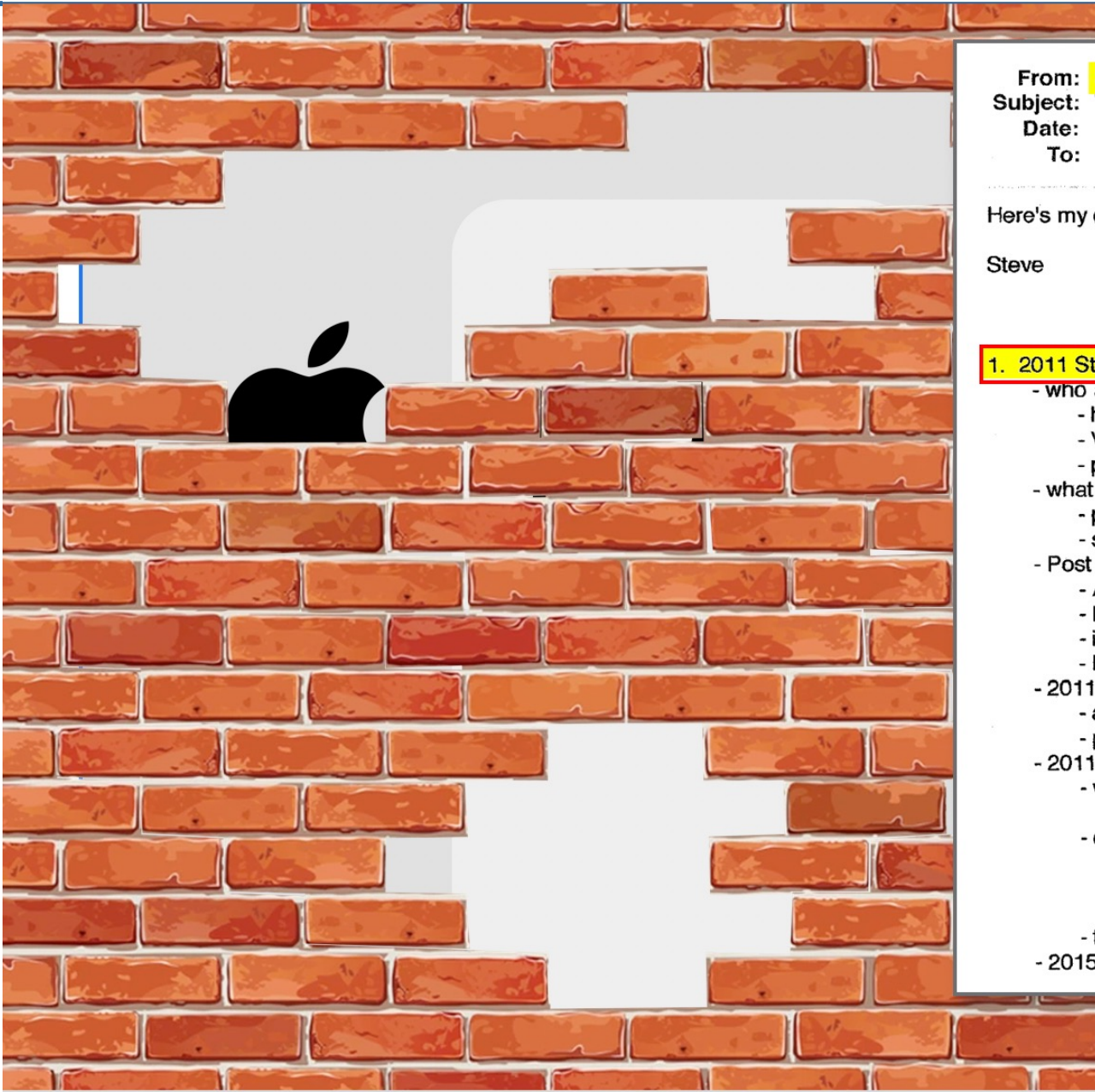
To: Eddy Cue [REDACTED] Steve Gedikian [REDACTED] Frank Cassanova [REDACTED]

* * *

And the #1 most difficult to leave the Apple universe app is iMessage. Moving to Android my family was forced to move to Facebook to message me, I used WeChat, WhatsApp and Slack for work, but I missed a ton of messages from friends and family who all use iMessage and kept messaging me at my old address. iMessage amounts to serious lock-in.

PX-0416

Building the Walled Garden



From: Steve Jobs [REDACTED]
Subject: Top 100 - A
Date: October 24, 2010 6:12:41 PM PDT
To: ET [REDACTED]

Here's my current cut.

Steve

1. 2011 Strategy - SJ

- who are we?
 - headcount, average age, ...
 - VP count, senior promotions in last year
 - percent new membership at this meeting
- what do we do?
 - pie chart of units/product line and revenues/product line
 - same charts with tablets + phones merged together
- Post PC era
 - Apple is the first company to get here
 - Post PC products now 66% of our revenues
 - iPad outsold Mac within 6 months
 - Post PC era = more mobile (smaller, thinner, lighter) + communications + apps + cloud services
- 2011: Holy War with Google
 - all the ways we will compete with them
 - primary reason for this Top 100 meeting - you will hear about what we're doing in each presentation
- 2011: Year of the Cloud
 - we invented Digital Hub concept
 - PC as hub for all your digital as
 - digital hub (center of our universe)
 - PC now just another client alor
 - Apple is in danger of hanging on to old paradigm too long (innovator's dilemma)
 - Google and Microsoft are further along on the technology, but haven't quite figured it out yet
 - tie all of our products together, so we further lock customers into our ecosystem
- 2015: new campus

lock customers into our ecosystem

Building the Walled Garden

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Zodi Games, Inc. v. Apple Inc.
Ex. No. PX-0842

On Dec 1, 2019, at 9:25 PM, Craig Federighi [REDACTED] wrote:

Tim,

* * *

As for providing a long term competitive advantage, while use of these features is likely to make our platform more “sticky” the capabilities themselves are unlikely to be protectable differentiators: heavy users of Chrome and the Google ecosystem, for instance, are likely to use the Google Password Manager. In addition, there are standards efforts underway (in which we are a participant) to develop new web site methods that are more secure than passwords. On our devices, access to these logins will be protected by FaceID / TouchID, but Google will offer some analogous capability.

On Dec 1, 2019, at 1:31 PM, Phil Schiller [REDACTED] wrote:

A huge part of the problem is emails that aren't from who they pretend to be from, that then send the user to a website to harvest their account information.

For example even on iCloud we often get phishing emails that pretend they are from Apple, asking to go to a website to log in to your iCloud account but they aren't really from Apple.

Sent from my iPhone

On Dec 1, 2019, at 9:25 PM, Craig Federighi [REDACTED] wrote:

Tim,
Our primary strategy here is to *eliminate the use of user-entered passwords*. I.e. if the user does not know a password to enter into a phishing site, they can't be phished for it.

Exhibit
PX 842

PX-0842.1
APL-EG_04186748

CONFIDENTIAL

PX-0842.2

Building the Walled Garden

PLAINTIFF
U.S. District Court • ND CAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0843

From: Luca Maestri [REDACTED]
Subject: Re: CIRP says 181M iPhones in active use in US, but starting to level off - 9to5Mac
Received(Date): Fri, 09 Nov 2018 08:35:19 -0800
Cc: Tim Cook [REDACTED]
To: Kevan Parekh [REDACTED]
Date: Fri, 09 Nov 2018 08:35:19 -0800

I think AirPods (and Beats to a certain extent) are important given sheer size and stickiness effect on the ecosystem.

Luca

I wonder if they also include iPhones used exclusively for calls and browsing (which we exclude). I suspect it is not a small number. We should find out how they get their numbers.
Luca

On Nov 9, 2018, at 7:55 AM, Kevan Parekh [REDACTED] wrote:

Hi Tim,
Our latest US iPhone installed base number from FQ4 '18 (so comparable to their CQ3 '18 number) is 220M. This includes the add back of the fraud / farmed account as we had discussed with you previously (this was ~1M adjustment for the US). Additionally, the growth rate we observed is 2% Q/Q and 11% Y/Y compared to the 3% Q/Q and 14% Y/Y cited in the article below.

Let us know if you have any questions

Exhibit
PX 843

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PX-0843.1
APL-EG_06387364

PX-0843.1



iOS Built From macOS



Scott Forstall

Former Apple Senior Vice President of iOS Software

APPLE INC.

iPhone SDK Launch

MARCH 6, 2008

S = Steve Jobs
P = Phil Schiller
B = Bob Borchers
SF = Scott Forstall
T = Travis Boatman
C = Chuck Detrick
R = Rizwan Sattar
G = Glen Keithley
E = Ethan Einhorn
J = John Doerr
Q = Question from audience
-- = Unknown speaker

S Welcome. [applause] The
We are really excited to s
software roadmap. We've
really cool stuff to annou

Before we get into the de
we've come with the iPh
If you look at the U.S. sm
garnered a 28% market s
4th and all the others, so
quarter data here, so tha

The second thing, though
Internet to a mobile devi
your pocket and that's be
browser usage. Look at t
because for the first time
are very exciting statisti
today in terms of the iPh

Now, I have asked two o
Schiller, our Senior Vice
Forstall, our Vice Presid
to talk about is iPhone in the enterprise and for that I am going to hand it over to
Phil. [applause]

Apple Confidential



PX-0880.1
APL-APPSTORE_00000055

you a flavor for how rich this platform is. We'll start with the core OS. There are a lot of pieces that make up the core OS. I'm just going to highlight a few. We'll start with the kernel. This is the same OS kernel built out of the same project with the same source files that we use on Mac OS X. It's the same one. We've optimized it in certain ways so it performs great in low memory situations and for the iPhone but it is the same kernel.

PX-0880.8

SDK Launch Speech (March 6, 2008)



Policy Drove Distribution Decision



Third Party Applications on
Mac OS X Embedded

Prepared by
November 2

Signing does not imply a specific distribution method, and it's left as a policy decision as to whether Apple signed applications are posted to the online store, or we allow developers to distribute on their own. This policy is easy to enforce for applications which are protected by encryption (probably Fairplay), but for applications not participating in Apple DRM we will not be able to use technology to prevent third parties from distributing software they get signed by Apple, only contractual limitations would stand in the way.

PX-0877.3

Apple Need to Know Confidential

Exhibit
PX 877

PX-0877.1
APL-EG_01025133

CONFIDENTIAL



Safety of Macs/macOS “In Their Own Words”

Because of this, Apple provides layers of protection to ensure that apps are free of known malware and haven't been tampered with. Additional protections enforce that access from apps to user data is carefully mediated. **These security controls provide a stable, secure platform for apps** enabling thousands of developers to deliver hundreds of thousands of apps for iOS, iPadOS, and macOS—**all without impacting system integrity.** And users can access these apps on their Apple devices without undue fear of viruses, malware, or unauthorized attacks.

PX-0461

Download apps safely from the Mac App Store. And the internet.

Now apps from both the App Store and the internet can be installed **worry-free.** App Review makes sure each app in

PX-0741

We design Mac hardware and software with advanced technologies that work together **to run apps more securely,** protect your data, and help keep you **safe on the web.** And with macOS Big Sur available as a free upgrade, it's easy to get the

PX0741

Ron Okamoto

VP, Developer Relations



Q. Okay. And Apple doesn't think it's unsafe to use a Mac, does it?

A. **No. We don't think it's unsafe** to use a Mac.

Okamoto Dep. Tr. at 273:15-18

Q. Okay. So it's fair to say that using a Mac is not insecure, right?

A. Yes, I believe so.

Okamoto Dep. Tr. at 274:2-4

macOS Is No Less Secure Than iOS

Ron Okamoto

Vice President, Developer Relations



Q. Have you ever heard anybody at Apple say that the macOS is a less secure platform than iOS?

A. No, I haven't.

Okamoto Dep. Tr. at 279:7-9



Additional MacOS Security Mechanisms Are Replicable on iOS



Craig Federighi

Apple Senior Vice President of Software Engineering



- Q. You could **implement** all the mechanisms that are current -- **all the layers that are currently in macOS** [on iOS]; correct?
- A. **Yes.**

Federighi Dep. Tr. at 80:2-5

Feature	macOS 	iOS 
Malware Removal Tool (MRT)	✓	replicable
XProtect	✓	replicable
Notarization	✓	replicable
Gatekeeper	✓	replicable



Value to Apple of Free Apps

From: Mark Bozon [REDACTED]
To: Matt Fischer [REDACTED]
CC:
BCC:
Subject: Re: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Attachments:
Sent: 07/27/2018 06:44:51 AM 0000 (GMT)



Amazing read! Thanks boss!

I've said it to friends, but I will continue to defend this point:

As far as major inventions (especially around information and communication), it goes Printing Press -> Internet -> iPhone. That's our evolutionary track.

-Boz

Sent from my iPhone

On Jul 26, 2018,

Team,
This is sup
Best,
Matt
Begin fo

From: [REDACTED]
Subject: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Date: July 25, 2018 at 8:11:48 AM PDT

The Information and The Wall Street Journal have jointly published an audio recording of a August 2008 interview with Steve, discussing the success of the App Store one month after launching. Reporter Nick Wingfield says the recording illustrates "how ahead-of-the-times Mr. Jobs really was," as he viewed the opportunities around mobile software "years before its success became conventional wisdom."

Some key quotes include:

- "We didn't expect it to be this big. The mobile industry's never seen anything like this. To be honest, neither has the computer industry."
- "I actually think the iPhone and the iPod touch may emerge as really viable devices in this mobile gaming market this holiday season."
- "I would not trust any of our predictions because reality has so far exceeded them by such a great degree that we've been reduced to spectators just like you."
- On the potential of the App Store: "We'll be dancing on the ceiling if we cross a half a billion [dollars]. Maybe someday we'll get to a billion."
- "We thought that the input would start to slow down from developers, but it's accelerating."

The Information
Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile

Steve Jobs *Former Apple CEO*



I don't know off the top of my head, but the majority, clearly, which is great. Our purpose in the App Store is to add value to the iPhone. Free apps do that just as well as paid apps sometimes. We love free apps.

PX-2060.5

PX-2060.1

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APL-APPSTORE_02019237

Steve Jobs in 2008



Steve Jobs *Former Apple CEO*

APPLE INC.

iPhone SDK Launch

MARCH 6, 2008

S = Steve Jobs
P = Phil Schiller
B = Bob Borchers
SF = Scott Forestell
T = Travis Boatman
C = Chuck Detrick
R = Rizwan Sattar
G = Glen Keithley
E = Ethan Einhorn
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Q = Question from audience
-- = Unknown speaker

S Welcome. [applause] Thanks for joining. We are really excited to share some great software roadmap. We've been working on really cool stuff to announce so let's get

Before we get into the details, I just want to say we've come with the iPhone in just the first quarter. If you look at the U.S. smart phone market, we've garnered a 28% market share, second only to the 4th and all the others, so we are pretty excited about the first quarter data here, so that's the first thing.

The second thing, though, is, as you know, we've taken the Internet to a mobile device for the first time in your pocket and that's being borne out by our browser usage. Look at this. iPhone 71% because for the first time you really do have very exciting statistics and so let's get on with it today in terms of the iPhone software roadmap.

Now, I have asked two of my colleagues to join me. Phil Schiller, our Senior Vice President of Worldwide Marketing, our Vice President of iPhone, and Scott Forestell, our Vice President of iPhone Enterprise, to talk about is iPhone in the enterprise. Phil. [applause]

Apple Confidential



And also, just to make it a little clearer, we don't intend to make money off the App Store. I mean, we don't make a lot of money off iTunes and the split with the music companies is about the same, so in the case of the iTunes Music Store, we give all the money to the content owners and we are basically giving all the money to the developers here and if that 30% of it pays for running the store, well that will be great, but we just want to create a very efficient channel for these developers to reach every single iPhone user.



PX-0880.1
APL-APPSTORE_00000055

PX-0880.27

Steve Jobs 2008 Interview



Steve Jobs *Former Apple CEO*

From: Mark Bozon [REDACTED]
To: Matt Fischer [REDACTED]
CC:
BCC:
Subject: Re: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Attachments:
Sent: 07/27/2018 06:44:51 AM 0000 (GMT)



Amazing read! Thanks boss!

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-Boz

Sent from my iPhone

On Jul 26, 2018, at 2:02 PM, Matt Fischer <[REDACTED]>

Team,

This is super cool and yet another example of how visionary

Best,
Matt

Begin forwarded message:

From: Tom Neumayr [REDACTED]
Subject: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Date: July 25, 2018 at 8:11:48 AM PDT

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- On the potential of the App Store: "We'll be dancing someday we'll get to a billion."
- "We thought that the input would start to slow down."

The Information
Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile

MR. JOBS: I don't know off the top of my head, but the majority, clearly, which is great. Our purpose in the App Store is to add value to the iPhone. Free apps do that just as well as paid apps sometimes. We love free apps.

* * *

MR. WINGFIELD: OK. The 70-30 split, are the economics of this working out the way that you had said when we last spoke, which is that you might make some money, but you don't expect it to be a big source of profits?

MR. JOBS: Yeah. It's just like iTunes.

MR. WINGFIELD: Even with the huge popularity of this, you don't...

MR. JOBS: No. It costs money to run it. Those free apps cost money to store and to deliver wirelessly. The paid apps cost money, too. They have to pay for some of the free apps. **We don't expect this to be a big profit generator.** We expect it to add value to the iPhone. We'll sell more iPhones because of it.

PX-2060.1

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

APL-APPSTORE_02019237

PX-2060.5-6



Non-Negotiable Agreements

Ron Okamoto

Vice President, Developer Relations



Q. Does Apple routinely negotiate the terms of the developer program license agreement with developers?

A. **No, they do not.**

Q. In fact, Apple presents the same developer program license agreement to all developers who wish to distribute through the App Store, right?

* * *

A. **To my knowledge, yes.**

Okamoto Dep. Tr. at 284:7-15



Steve Jobs on the Value of Free Apps



Steve Jobs *Former Apple CEO*

From: Mark Bozon [REDACTED]
To: Matt Fischer [REDACTED]
CC:
BCC:
Subject: Re: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Attachments:
Sent: 07/27/2018 06:44:51 AM 0000 (GMT)



Amazing read! Thanks boss!

I've said it to friends, but I will continue to defend this point:

As far as major inventions (especially around information and communication), it goes Printing Press -> Internet -> iPhone. That's our evolutionary track.

-Boz

Sent from my

On Jul 26, 2018

Team,

This is su

Best,
Matt

I don't know off the top of my head, but the majority, clearly, which is great. Our purpose in the App Store is to add value to the iPhone. Free apps do that just as well as paid apps sometimes. We love free apps.

PX-2060.5

Begin forwarded message:

From: Tom Neumayr [REDACTED]
Subject: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Date: July 25, 2018 at 8:11:46 AM PDT

The Information and The Wall Street Journal have jointly published an audio recording of a August 2008 interview with Steve, discussing the success of the App Store one month after launching. Reporter Nick Wingfield says the recording illustrates "how ahead-of-the-times Mr. Jobs really was," as he viewed the opportunities around mobile software "years before its success became conventional wisdom."

Some key quotes include:

- "We didn't expect it to be this big. The mobile industry's never seen anything like this. To be honest, neither has the computer industry."
- "I actually think the iPhone and the iPod touch may emerge as really viable devices in this mobile gaming market this holiday season."
- "I would not trust any of our predictions because reality has so far exceeded them by such a great degree that we've been reduced to spectators just like you."
- On the potential of the App Store: "We'll be dancing on the ceiling if we cross a half a billion [dollars]. Maybe someday we'll get to a billion."
- "We thought that the input would start to slow down from developers, but it's accelerating."

The Information
Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile

PX-2060.1

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

APL-APPSTORE_02019237



The Birth of IAP

Received(Date): Wed, 30 Jan 2008 15:30:04 -0800
From: Greg Joswiak [REDACTED]
Subject: Fwd: potential distribution alternative
To: Scott Forstall [REDACTED]
Cc: Bob Borchers [REDACTED] Ron Okamoto [REDACTED]
Date: Wed, 30 Jan 2008 15:30:04 -0800

Scott,

If this is accurate, it sounds like we'll have to make sure our terms don't allow this.

Thoughts?

Joz

Begin forwarded message:

From: Ron Okamoto [REDACTED]
Date: January 30, 2008 2:54:11 PM PST
To: Bob Borchers [REDACTED] Greg Joswiak [REDACTED]
Cc: "C.K. Haun" [REDACTED]
Subject: FW: potential distribution alternative

Guys,

Check out CK's email below. It looks like he's identified a possible "leak" in the system.

Thoughts?

Ron.

----- Forwarded Message

From: "C.K. Haun" [REDACTED]
Date: Wed, 30 Jan 2008 14:39:36 -0800
To: Ron Okamoto [REDACTED]
Subject: potential distribution alternative

CONFIDENTIAL

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0897
Date Entered _____
By _____

Exhibit
PX 897

PX-0897.1
APL-EG_00341449

----- Forwarded Message

From: "C.K. Haun" [REDACTED]

Date: Wed, 30 Jan 2008 14:39:36 -0800

To: Ron Okamoto [REDACTED]

Subject: potential distribution alternative

* * *

Many games have a healthy after-market in additional game levels, enhanced graphics for in-game activities, and other data up to and including completely new games that can be created from a installed base game engine. Many for a fee. Some developers will want this

* * *

- Game then uses that data to create an enhanced experience, up to and including an entirely new (to the user) game

As long as we allow network access and local file storage I cannot see a way to technologically stop that from happening.

We can and will stop apps from downloading and running code.

The Birth of IAP

PLAINTIFF
U.S. District Court • ND CAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. **PX-0897**
Date Entered _____
By _____

Received(Date): Wed, 30 Jan 2008 15:30:04 -0800
From: Greg Joswiak [REDACTED]
Subject: Fwd: potential distribution alternative
To: Scott Forstall [REDACTED]
Cc: Bob Borchers [REDACTED] Ron Okamoto
Date: Wed, 30 Jan 2008 15:30:04 -0800

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Thoughts?
Joz
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Date: January 30, 2008 2:54:11 PM PST
To: Bob Borchers [REDACTED] Greg Joswiak [REDACTED]
Cc: "C.K. Haun" [REDACTED]
Subject: FW: potential distribution alternative

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Thoughts?
Ron.

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Exhibit
PX 897

PX-0897.1
APL-EG_00341449

CONFIDENTIAL

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Subject: Fwd: potential distribution alternative
To: Scott Forstall [REDACTED]
Cc: Bob Borchers [REDACTED] Ron Okamoto
Date: Wed, 30 Jan 2008 15:30:04 -0800

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Date: January 30, 2008 2:54:11 PM PST
To: Bob Borchers [REDACTED] Greg Joswiak [REDACTED]
Cc: "C.K. Haun" [REDACTED]
Subject: FW: potential distribution alternative

Guys,
Check out CK's email below. It looks like he's identified a possible "leak" in the system.
Thoughts?
Ron.

PX-0897.1

Contractual Provisions

App store review Guidelines of Interest

Apple requires developers to use Apple's payment processing interface, known as the In-App Purchase ("IAP") API, for all in-app purchases of digital goods within iOS apps.

3.1 Payments

3.1.1 In-App Purchase:

- If you want to unlock features or functionality within your app, (by way of example: subscriptions, in-game currencies, game levels, access to premium content, or unlocking a full version), you must use in-app purchase. Apps may not use their own mechanisms to unlock content or functionality, such as license keys, augmented reality markers, QR codes, etc. Apps and their metadata may not include buttons, external links, or other calls to action that direct customers to purchasing mechanisms other than in-app purchase.

PX-0056 (§ 3.1.1)

Exhibit
0056

PX-0056.1

No One Would Use IAP if It Were Optional

From: Matt Fischer [REDACTED]
To: Lindsey Blumenthal [REDACTED]
CC: Carson Oliver [REDACTED]
BCC:
Subject: Re: FYI - Lyft & Uber update
Attachments:
Sent: 12/12/2018 07:54:27 PM 0000 (GMT)

Thanks. Unfortunately, IAP being "optional" means that no one will ever use it.

As we discussed, we want you to come up with the next approach that will work for us and our developers.

> On Dec 12, 2018, at 10:42 AM, Lindsey Blumenthal wrote:
>
> Hi Matt,
>
> Trystan confirmed that IAP was optional for the membership subscriptions, so I communicated this message to Lyft today. Lyft launched the \$300/month "all access" model without IAP, and is currently testing the \$5-10/month subscription. No action required on your end but wanted to let you know in case Logan reached out. I plan to speak with Uber next week.
>
> Let me know if you have any questions.
>
> Best,
> Lindsey

PLAINTIFF
U.S. District Court - ND Cal.
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0202

From: Matt Fischer [REDACTED]
To: Lindsey Blumenthal [REDACTED]
CC: Carson Oliver [REDACTED]
BCC:
Subject: Re: FYI - Lyft & Uber update
Attachments:
Sent: 12/12/2018 07:54:27 PM 0000 (GMT)

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PX-0202

Exhibit
PX 0202

PX-0202.1
APL-APPSTORE_06183546

CONFIDENTIAL



No Known Security Issues

Matt Fischer

*Vice President,
App Store at Apple*

**Studies Regarding
Security Issues With
Alternative Payment
Processing**



Fischer Dep. Tr. at 109:5-9, 109:11-12

No Known Security Issues with Epic's Payment System

Matt Fischer

*Vice President,
App Store at Apple*

**Epic Alternative
Payment Processing
System**



Fischer Dep. Tr. at 112:4-9



Costs Played No Role in Choosing 30%

Carson Oliver

Director of Business Management, App Store at Apple



Q. Now, during that entire period of time you've just described, when you were involved in discussions about changes to the commission structure for IAP on the App Store, **do you ever recall any discussion about the costs associated with running the App Store, the costs associated with processing IAP or anything like that, any cost component** in those discussions that you just described for us?

A. **Not that I can think of.**



Steve Jobs 2008 Interview

From: Mark Bozon [REDACTED]
To: Matt Fischer [REDACTED]
CC:
BCC:
Subject: Re: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Attachments:
Sent: 07/27/2018 06:44:51 AM 0000 (GMT)



Amazing read! Thanks boss!

I've said it to friends, but I will continue to defend this point:

As far as major inventions (especially around information and communication), it goes Printing Press -> Internet -> iPhone. That's our evolutionary track.

-Boz

Sent from my iPhone

On Jul 26, 2018, at 2:02 PM, Matt Fischer [REDACTED]

Team,

This is super cool and yet another example of how visionary

Best,
Matt

Begin forwarded message:

From: Tom Neumayr [REDACTED]
Subject: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Date: July 25, 2018 at 8:11:46 AM PDT

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Some key quotes include:

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- "I actually think the iPhone and the iPod touch will be huge this holiday season."
- "I would not trust any of our predictions because we've been reduced to spectators just like you."
- On the potential of the App Store: "We'll be dancing on the ceiling if we cross a half a billion [dollars]. Maybe someday we'll get to a billion."
- "We thought that the input would start to slow down from developers, but it's accelerating."

The Information
Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile

Steve Jobs *Former Apple CEO*



It says **the App Store is much larger than we ever imagined**, iTunes has been out for over five years. In 30 days, users downloaded 30% as many apps as everybody in the world downloaded songs from iTunes.

* * *

We didn't expect it to be this big. The mobile industry's never seen anything like this. To be honest, neither has the computer industry. [laughs] Sixty million downloaded applications in the first 30 days. Thirty percent as big as iTunes song downloads during the last 30 days—**this is off the charts.**

PX-2060.

The App Store Was Already Profitable In 2009

PLAINTIFF
U.S. District Court • NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0406
Date Entered
By

Subject: Re: App Store Financial Model
From: "Eddy Cue" [REDACTED]
Received(Date): Wed, 15 Jul 2009 17:14:52 +0000
To: "Philip Schiller" [REDACTED]
Cc: "Mark Donnelly" [REDACTED]
Date: Wed, 15 Jul 2009 17:14:52 +0000

We are definitely making money so we are fine and mark can send you the data.

Sent from my iPhone

On Jul 15, 2009, at 5:16 PM, Philip Schiller [REDACTED] wrote:

- > Mark,
- >
- > Steve has asked if we could send him the data for the App Store financial model. He wants to understand the profits and costs (the assumption is that it is at best slightly positive given all the free apps, which is fine).
- >
- > Thanks,
- >
- > Phil

Exhibit
PX 406

PX-0406.1
APL-EG_06216718

CONFIDENTIAL

Subject: Re: App Store Financial Model
From: "Eddy Cue" [REDACTED]
Received(Date): Wed, 15 Jul 2009 17:14:52 +0000
To: "Philip Schiller" [REDACTED]
Cc: "Mark Donnelly" [REDACTED]
Date: Wed, 15 Jul 2009 17:14:52 +0000

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- >
- > Thanks,
- >
- > Phil

PX-0406

“Do we think our 70/30 split will last forever?”

From: Philip Schiller [REDACTED]
Subject: HTML5 Poses Threat to Flash and the App Store
Received(Date): Thu, 28 Jul 2011 09:27:10 -0700
To: Eddy Cue [REDACTED] Steve Jobs [REDACTED]
Date: Thu, 28 Jul 2011 09:27:10 -0700



Food for thought:

Do we think our 70/30 split will last forever? While I am a staunch supporter of the 70/30 split and keeping it simple and consistent across our stores, I don't think that 70/30 will last that unchanged forever. I think someday we will see enough challenge from another platform or web based solutions to want to adjust our model (already Google has rolled out a web in app purchase model at 95/5).

If someday down the road we will be changing 70/30, then I think the question moves from "if" to "when" and "how". I'm not suggesting we do anything differently today, only that whenever we make a change we do it from a position of strength rather than weakness. That we use any such change to our advantage if possible. And thinking about this long in advance can only help to look at an eventual change as an opportunity (with developers, press, customers, etc).

Just as one thought, once we are making over \$1B a year in profit from the App Store, is that enough to then think about a model where we ratchet down from 70/30 to 75/25 or even 80/20 if we can maintain a \$1B a year run rate? I know that is controversial, I just tee it up as another way to look at the size of the business, what we want to achieve, and how we stay competitive.

Again, just food for thought.

http://blogs.wsj.com/tech-europe/2011/07/28/html5-poses-threat-to-flash-and-the-app-store/?mod=google_news_blog

HTML5 Poses Threat to Flash and the App Store

Throughout a large proportion of Tech Europe postings there is an underlying thread or, more accurately, a common language—HTML5.

Just this week, it underpins [Mozilla's challenge to Android](#) and the rest; [the website-building service of BaseKit](#) and, perhaps, [Adobe's decision to close its app stores](#).

Few outside the techie world were perhaps aware of HTML5 before April 2010 when Apple CEO Steve Jobs declared iPhones and iPads would never support Adobe Flash.

Exhibit
PX 417

PX-0417.1
APL-EG_00138494

CONFIDENTIAL

From: Philip Schiller [REDACTED]
Subject: HTML5 Poses Threat to Flash and the App Store
Received(Date): Thu, 28 Jul 2011 09:27:10 -0700
To: Eddy Cue [REDACTED] Steve Jobs [REDACTED]
Date: Thu, 28 Jul 2011 09:27:10 -0700

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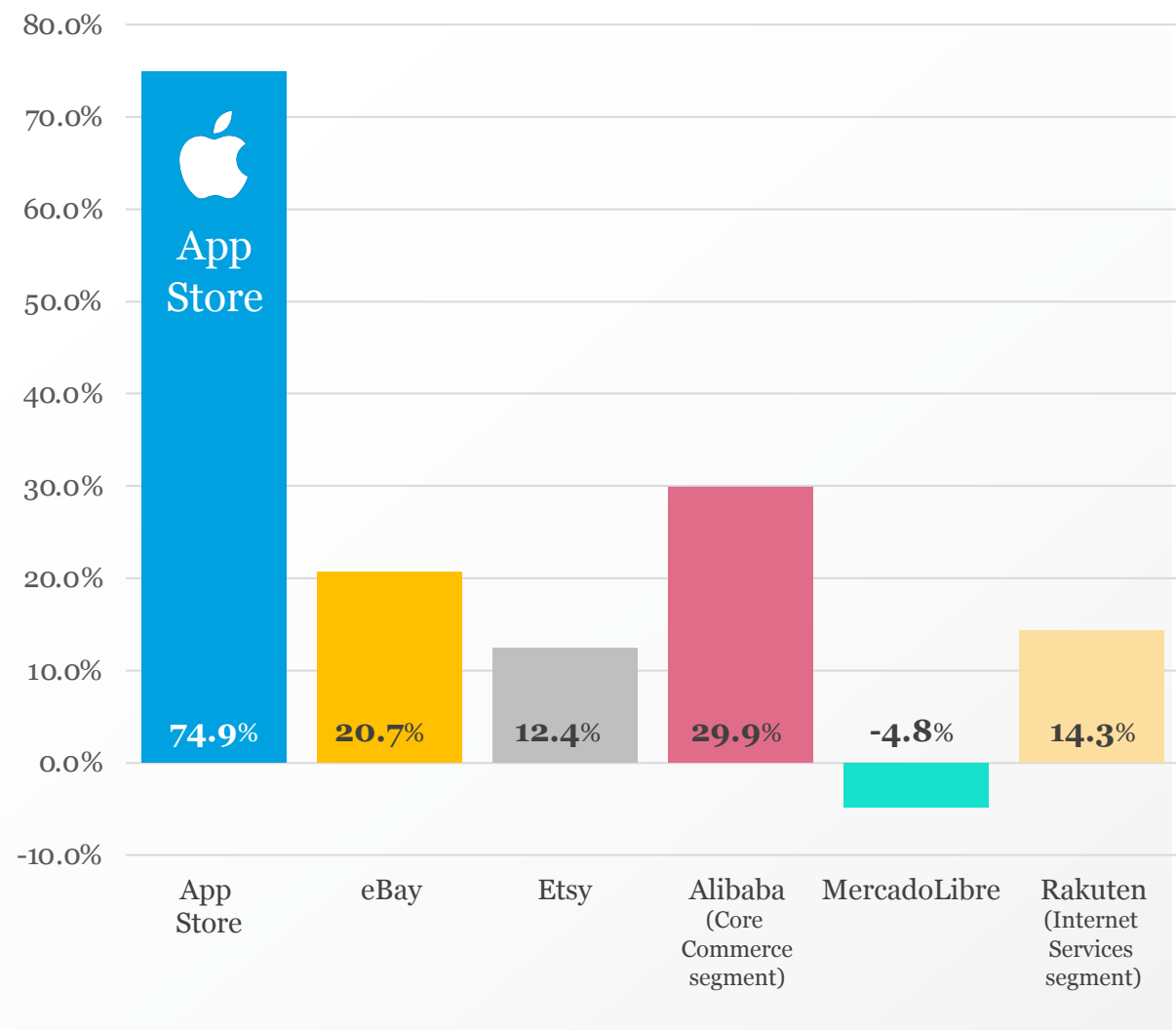
Again, just food for thought.

PX-0417

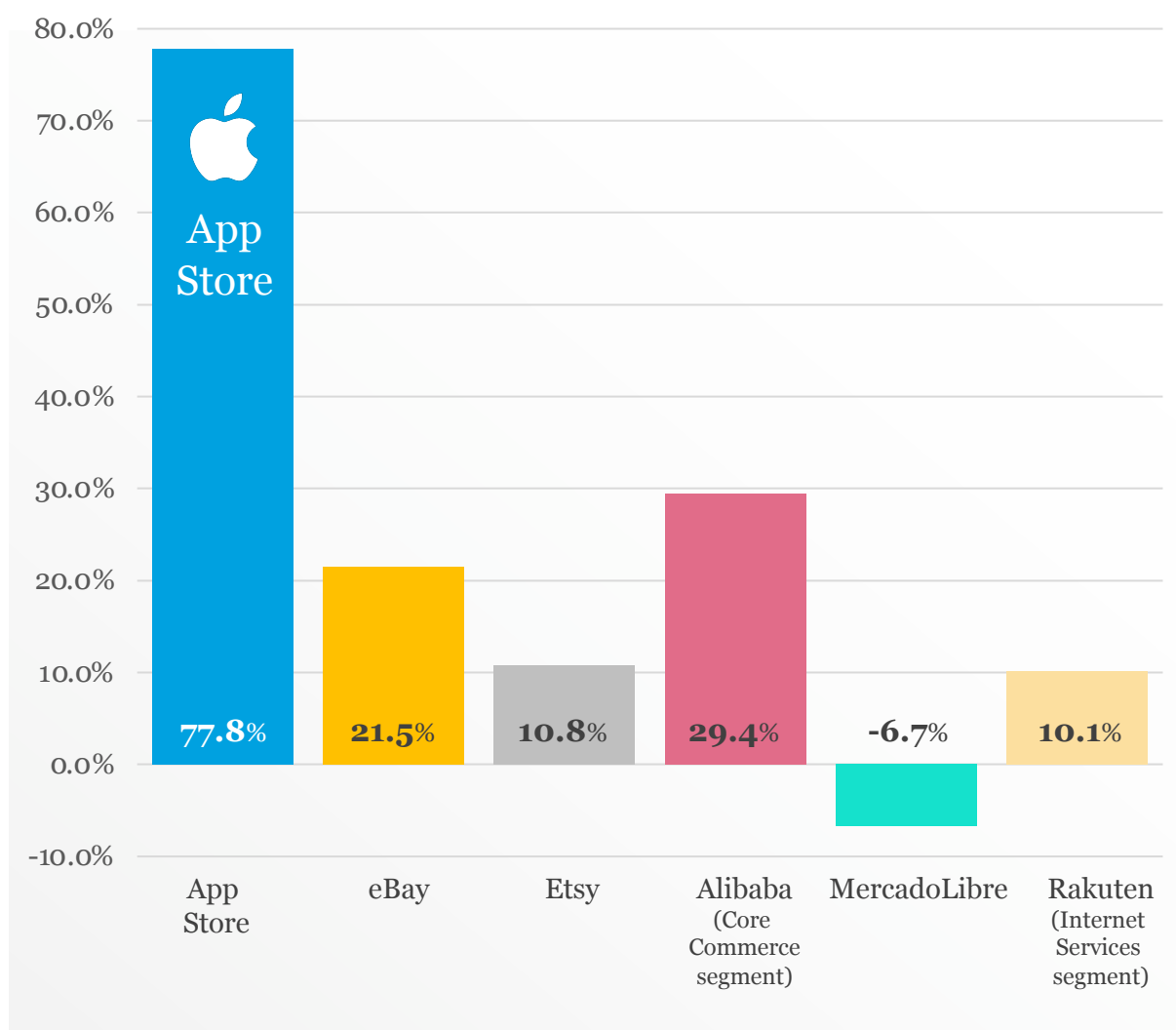


Operating Margin Percentage

FY 2018



FY 2019





Apple's Termination Provisions

Case 4:20-cv-05640-YGR Document 61-11 Filed 09/04/20 Page 2



THIS IS A LEGAL AGREEMENT BETWEEN YOU AND APPLE INC. ("APPLE") STATING THE TERMS THAT GOVERN YOUR PARTICIPATION AS AN APPLE DEVELOPER. PLEASE READ THIS APPLE DEVELOPER AGREEMENT ("AGREEMENT") BEFORE PRESSING THE "AGREE" BUTTON AND CHECKING THE BOX AT THE BOTTOM OF THIS PAGE. BY PRESSING "AGREE," YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE TO THE TERMS OF THIS AGREEMENT, PRESS "CANCEL".

Apple Developer Agreement

1. **Relationship With Apple; Apple ID and Password.** You understand and agree that by registering with Apple to become an Apple Developer ("Apple Developer"), no legal partnership or agency relationship is created between you and Apple. You agree not to represent otherwise. You also certify that you are at least thirteen years of age and you represent that you are legally permitted to register as an Apple Developer. This Agreement is void where prohibited by law and the right to register as an Apple Developer is not granted in such jurisdictions. Unless otherwise agreed or permitted by Apple in writing, you cannot share or transfer any benefits you receive from Apple in connection with being an Apple Developer. The Apple ID and password you use to log into your Apple Developer account cannot be shared in any way or with anyone. You are responsible for maintaining the confidentiality of your Apple ID and password and for any activity in connection with your account.

2. **Developer Benefits.** As an Apple Developer, you may have the opportunity to attend certain Apple developer conferences, technical talks, and other events (including online or electronic broadcasts of such events) ("Apple Events"). In addition, Apple may offer to provide you with certain services ("Services"), as described more fully herein and on the Apple Developer web pages ("Site"), solely for your own use in connection with your participation as an Apple Developer. Services may include, but not be limited to, any services Apple offers at Apple Events or on the Site as well as the offering of any content or materials displayed on the Site ("Content"). Apple may change, suspend or discontinue providing the Services, Site and Content to you at any time, and may impose limits on certain features and materials offered or restrict your access to parts or all of such materials without notice or liability.

3. **Restrictions.** You agree not to exploit the Site, or any Services, Apple Events or Content provided to you by Apple as an Apple Developer, in any unauthorized way, including but not limited to, by trespass, burdening network capacity or using the Services, Site or Content other than for authorized purposes. Copyright and other intellectual property laws protect the Site and Content provided to you, and you agree to abide by and maintain all notices, license information, and restrictions contained therein. Unless expressly permitted herein or otherwise permitted in a separate agreement with Apple, you may not modify, publish, network, rent, lease, loan, transmit, sell, participate in the transfer or sale of, reproduce, create derivative works based on, redistribute, perform, display, or in any way exploit any of the Site, Content or Services. You may not decompile, reverse engineer, disassemble, or attempt to derive the source code of any software or security components of the Services, Site, or Content (except as and only to the extent any foregoing restriction is prohibited by applicable law or to the extent as may be permitted by any licensing terms accompanying the foregoing). Use of the Site, Content or Services to violate, tamper with, or circumvent the security of any computer network, software, passwords, encryption codes, technological protection measures, or to otherwise engage in any kind of illegal activity, or to enable others to do so, is expressly prohibited. Apple retains ownership of all its rights in the Site, Content, Apple Events and Services, and except as expressly set forth herein, no other rights or licenses are granted or to be implied under any Apple intellectual property.

4. **Confidentiality.** Except as otherwise set forth herein, you agree that any Apple pre-release software, services, and/or hardware (including related documentation and materials) provided to you as an Apple Developer ("Pre-Release Materials") and any information disclosed

PX-2618.2

Apple Developer Agreement

establishes certain basic terms governing the developer account's relationship with Apple.

2. **Developer Benefits.** As an Apple Developer, you may have the opportunity to attend certain Apple developer conferences, technical talks, and other events (including online or electronic broadcasts of such events) ("**Apple Events**"). In addition, Apple may offer to provide you with certain services ("**Services**"), as described more fully herein and on the Apple Developer web pages ("**Site**"), solely for your own use in connection with your participation as an Apple Developer. Services may include, but not be limited to, any services Apple offers at Apple Events or on the Site as well as the offering of any content or materials displayed on the Site ("**Content**"). **Apple may change, suspend or discontinue providing the Services, Site and Content to you at any time, and may impose limits on certain features and materials offered or restrict your access to parts or all of such materials without notice or liability.**

10. **Term and Termination.** **Apple may terminate or suspend you as a registered Apple Developer at any time** in Apple's sole discretion. If Apple terminates you as a registered Apple Developer, Apple reserves the right to deny your reapplication at any time in Apple's sole discretion. You may terminate your participation as a registered Apple Developer at any time, for any reason, by notifying Apple in writing of your intent to do so. Upon any termination or, at Apple's discretion, suspension, all rights and licenses granted to you by Apple will cease, including your right to access the Site, and you agree to destroy any and all Apple Confidential Information that is in your possession or control. At Apple's request, you agree to provide certification of such destruction to Apple. No refund or partial refund of any fees paid hereunder or any other fees will be made for any reason. Following termination of this Agreement, Sections 1, 3-5, 7 (but only for so long as the duration specified by Apple for such usage), 10-19 shall continue to bind the parties.



New DPLA Language



By clicking to agree to this Schedule 2, which is hereby offered to You by Apple, You agree with Apple to amend that certain Apple Developer Program License Agreement currently in effect between You and Apple (the "Agreement") to add this Schedule 2 thereto (supplanting any existing Schedule 2). Except as otherwise provided herein, all capitalized terms shall have the meanings set forth in the Agreement.

Schedule 2

1. Appointment of Agent and

1.1 You hereby appoint Apple marketing and delivery of the Licensed Applications to End-Users through the App Store, subject to change, download by End-Users through the App Store, the following definitions:

(a) "You" shall include App Store associated metadata on Your behalf.

(b) "End-User" includes individual users. For institutional customers, Apple may withhold all payments due to You for a period that Apple determines is reasonable in order to calculate and offset any End-User refunds. If at any time Apple determines or suspects that You or any developers with which You are affiliated have engaged in, or encouraged or participated with other developers to engage in, any suspicious, misleading, fraudulent, improper, unlawful or dishonest act or omission, Apple may withhold payments due to You or such other developers.

(c) For the purposes of this Schedule 2, the following definitions apply:

1.2 In furtherance of Apple's instructions, You shall:

(a) market, solicit, and obtain orders from countries identified by You in the App Store Connect tool;

(b) provide hosting services to You and End-User access to, the Licensed Applications solely as otherwise permitted by the App Store Connect tool;

(c) make copies of, format, and distribute the Licensed Applications to End-Users, including adding the Security Content Identifier (SCI) to the Licensed Applications;

(d) allow or, in the case of cross-platform applications, re-access copies of the Licensed Applications through one or more Apple Developer Program Licenses.

Applications under this Schedule 2 for use by multiple End-Users when the Licensed Application is purchased by an individual account associated with other family members via Family Sharing, including at Your election as indicated in the App Store Connect tool, purchases made prior to the execution of this Schedule 2, as well as a single institutional customer via the Volume Content Service for use by its End-Users and/or for installation on devices with no associated iTunes Account that are owned or controlled by that institutional customer in accordance with the Volume Content Terms, conditions, and program requirements;

(e) issue invoices for the purchase price payable by End-Users for the Licensed Applications;

v118
31 March 2021
PX-2943.1

7.1 This Schedule 2, and all of Apple's obligations hereunder, shall terminate upon the expiration or termination of the Agreement. Notwithstanding any such termination, Apple shall be entitled to: (i) all commissions on all copies of the Licensed Applications downloaded by End-Users prior to the date of termination (including the phase-out period set forth in Section 1.4 hereof); and (ii) reimbursement from You of refunds paid by Apple to End-Users, whether before or after the date of termination, in accordance with Section 6.3 of this Schedule 2. When the Agreement terminates, Apple may withhold all payments due to You for a period that Apple determines is reasonable in order to calculate and offset any End-User refunds. If at any time Apple determines or suspects that You or any developers with which You are affiliated have engaged in, or encouraged or participated with other developers to engage in, any suspicious, misleading, fraudulent, improper, unlawful or dishonest act or omission, Apple may withhold payments due to You or such other developers.

PX-2943



App Review Process “In Their Own Words”

more like the pretty lady who greets you with a lei at the Hawaiian airport than the drug sniffing dog

Is no one reviewing these apps? Is no one minding the store?

This is insane!!!!!!!

App Review is bringing a plastic butter knife to a gun fight.

Should not be on the store

Our 24 hour SLA is not meeting expectations.

Yes, they sometimes catch things, but you should regard them as little more than the equivalent of the TSA at the airport.

We are building fire sprinklers but we also need to pick up a hose

I'm dumbfounded with how this could be missed.

we continue to have problems with the review team

shocking...dozens of complaints

Fraudulent Apps From Beginning To Now

Tue, 06 Jul 2010 **Subject:** Re: App Store hack news and proposed statement

Mon, 21 Nov 2011 **Subject:** Re: fake negative ratings & reviews for paid app - pissible creditcard fraud - please help!!

Fri, 10 Feb 2012 **Subject:** Re: AppStore fraud gets unbearable

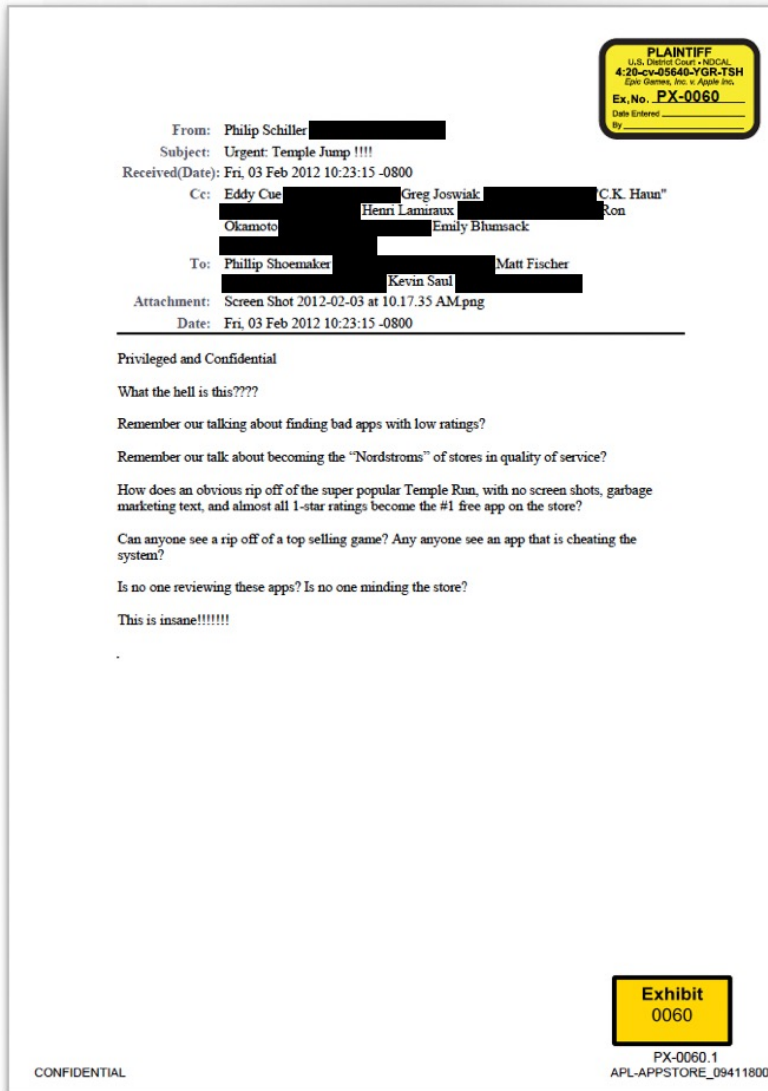
01/18/2018 **Subject:** Fwd: Scam in App Store

07/27/2018 **Subject:** Epidemic of Fraudulent Apps

08/07/2019 **Subject:** Fwd: Scam heartrate app is back in the App Store, taking \$85/year - 9to5Mac

10/24/2019 **Subject:** Re: New iPhone Threat: These 17 Malicious Apps May Be On Your Device—Delete Them Now

Scam and Copycat Apps



From: Philip Schiller [REDACTED]
Subject: Urgent: Temple Jump !!!!
Received(Date): Fri, 03 Feb 2012 10:23:15 -0800
Cc: Eddy Cue [REDACTED], Greg Joswiak [REDACTED], "C.K. Haun" [REDACTED], Henri Lamiroux [REDACTED], Ron Okamoto [REDACTED], Emily Blumsack [REDACTED]
To: Phillip Shoemaker [REDACTED], Matt Fischer [REDACTED], Kevin Saul [REDACTED]
Attachment: Screen Shot 2012-02-03 at 10.17.35 AM.png
Date: Fri, 03 Feb 2012 10:23:15 -0800

Privileged and Confidential

What the hell is this????

Remember our talking about finding bad apps with low ratings?

Remember our talk about becoming the "Nordstroms" of stores in quality of service?

How does an obvious rip off of the super popular Temple Run, with no screen shots, garbage marketing text, and almost all 1-star ratings become the #1 free app on the store?

Can anyone see a rip off of a top selling game? Any anyone see an app that is cheating the system?

Is no one reviewing these apps? Is no one minding the store?

This is insane!!!!!!

PX-0060

Scam and Copycat Apps

On Jun 5, 2012, at 10:19 AM, Philip Schiller wrote:

The report is amazing, very informative

Note you have a scam app, "Pam Reading Booth", on the top charts that should not be on the store.

And you have "Hide My Fart" that should never have been approved.

On Jun 5, 2012, at 10:13 AM, Matt Fischer [REDACTED] wrote:

Eddy, Tim, Phil and Joz,

We've updated the weekly App Store and Mac App Store dashboard to be more informative and visually appealing. In addition to the data shared in the past version, we've included forecasts on units, billings and customers, through the end of the year. For those interested, at the bottom, we've also included the top free, top paid and top grossing apps from the past week, along with their ranks and w/w movement.

Please take a look and let me know what you think.

Best,
Matt

Subject: Re: NEW - App Store and Mac App Store Weekly Dashboard: Week of 5/28/2012
From: "Matt Fischer" [REDACTED]
To: "Philip Schiller" [REDACTED]
Cc: "Eddy Cue" [REDACTED] "Tim Cook" [REDACTED] "Greg Joswiak" [REDACTED]
Date: Tue, 05 Jun 2012 17:21:53 +0000

Hi Phil - thanks for the feedback.

I'll let the App Review team know about the two apps you referenced.

Thanks,

Matt

On Jun 5, 2012, at 10:19 AM, Philip Schiller wrote:

The report is amazing, very informative
Note you have a scam app, "Pam Reading Booth", on the top charts that should not be on the store.
And you have "Hide My Fart" that should never have been approved.

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Please take a look and let me know what you think.

Best,
Matt

App Store Global Business Summary--Week of 05/28/2012

- The App Store generated \$88.1M and had 339.1M downloads last week
- Billings up 3.1% and units up 3.5%

PX-2017.1

APL-APPSTORE_00199730

CONFIDENTIAL

PX-2017.1

Scam and Copycat Apps

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0174
Date Entered
By

Subject: Fwd: Fraudulent App on App Store
From: "Philip Schiller"
Received(Date): Fri, 27 Mar 2015 16:00:10 +0000
To: "Phillip Shoemaker" Ron Okamoto"
"C.K. Haun" "Matt Fischer"
"Emily Blumsack"
Cc: "Doug Vetter" "Toby Paterson"
"Eddy Cue" "Greg Joswiak"
Attachment: Screen Shot 2015-03-27 at 8.56.53 AM.png
Attachment: Screen Shot 2015-03-27 at 8.56.34 AM.png
Attachment: Screen Shot 2015-03-27 at 8.58.03 AM.png
Attachment: Screen Shot 2015-03-27 at 8.57.12 AM.png
Attachment: Screen Shot 2015-03-27 at 8.56.11 AM.png
Attachment: Screen Shot 2015-03-27 at 8.55.29 AM.png
Date: Fri, 27 Mar 2015 16:00:10 +0000

Privileged and Confidential

Tim received a complaint about this app being a scam (doesn't do what it says, promises bonus features for 5 star reviews, creates fake marketing videos, etc). It is a great example of the stuff we should have automatic tools to find and kick out of the store. I can't believe we still don't. Many 1 star reviews, many mention "scam" and "fake". Then I look at the developers other apps and see the same issue repeated.

Please look into this. I expect we need to remove the developer from our program. (and PLEASE develop a system to automatically find low rated apps and purge them!!)

Example of reviews of his apps:

Begin forwarded message:

Exhibit
PX 0174
PX-0174.1
APL-APPSTORE_09299316

CONFIDENTIAL

Subject: Fwd: Fraudulent App on App Store
From: "Philip Schiller"
Received(Date): Fri, 27 Mar 2015 16:00:10 +0000
To: "Phillip Shoemaker" "Ron Okamoto"
"C.K. Haun" "Matt Fischer"
"Emily Blumsack"
Cc: "Doug Vetter" "Toby Paterson"
"Eddy Cue" "Greg Joswiak"
Attachment: Screen Shot 2015-03-27 at 8.56.53 AM.png
Attachment: Screen Shot 2015-03-27 at 8.56.34 AM.png
Attachment: Screen Shot 2015-03-27 at 8.58.03 AM.png
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Privileged and Confidential

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Please look into this. I expect we need to remove the developer from our program. (and PLEASE develop a system to automatically find low rated apps and purge them!!)

Example of reviews of his apps:

PX-0174.1

Scam and Copycat Apps

From: Trystan Kosmyrka [REDACTED]
To: Eran Ben-Zvi [REDACTED] Stoney Gamble [REDACTED]
CC:
BCC:
Subject: Fwd: Scam in App Store
Attachments: ScamApp.pdf
Sent: 01/18/2018 05:50:51 PM 0000 (GMT)

This PDF is shocking, lots in here.

- We need to think about how to stop this from happening
- We also need to quickly consider how to go about finding any of these scams that are in action

Begin forwarded message:

From: Ayman Khali [REDACTED]
Subject: Fwd: Scam in App Store
Date: January 18, 2018 at 8:34:01 AM PST
To: Trystan Kosmyrka [REDACTED] Eric Gray [REDACTED]

Thoughts?

Begin forwarded message:

From: Taru Reilly [REDACTED]
Subject: Fwd: Scam in App Store
Date: January 18, 2018 at 8:02:03 AM PST
To: [REDACTED]

Begin forwarded message:

From: "Castro, Felipe" [REDACTED]
Date: January 18, 2018 at 6:09:18 AM PST
To: [REDACTED]
Subject: Scam in App Store

Dear Taru:

I am writing to alert you to a serious scam that an app developer is perpetrating through the Apple App Store. The attached slide deck describes how the app "Ringtones Z Premium: Music, Sound FX & Alarm Edge," and its sister apps in the "Holy Grail: Best Free App, Game, Bible & Horoscope" portfolio, are reaping in hundreds of thousands of dollars a month from unwitting consumers through fraudulent and misleading practices. The slide deck includes screen-shots that depict the deceptive practices. It also prints out dozens of complaints by users in reviews they have posted in the App Store.

I see that most of Holy Grail's apps, including the app referred above, were removed from the App Store by December 21st in recognition of the fraud, but the apps' users were not alerted.

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Eran Ben-Zvi, et al. v. Apple Inc.
Ex. No. PX-2029

From: Trystan Kosmyrka [REDACTED]
To: Eran Ben-Zvi [REDACTED] Stoney Gamble [REDACTED]
CC:
BCC:
Subject: Fwd: Scam in App Store
Attachments: ScamApp.pdf;
Sent: 01/18/2018 05:50:51 PM 0000 (GMT)

This PDF is shocking, lots in here.

* * *

I am writing to alert you to a serious scam that an app developer is perpetrating through the Apple App Store. The attached slide deck describes how the app "Ringtones Z Premium: Music, Sound FX & Alarm Edge," and its sister apps in the "Holy Grail: Best Free App, Game, Bible & Horoscope" portfolio, are reaping in hundreds of thousands of dollars a month from unwitting consumers through fraudulent and misleading practices. The slide deck includes screen-shots that depict the deceptive practices. It also prints out dozens of complaints by users in reviews they have posted in the App Store.

PX-2029.1

APL-APPSTORE_00317542

CONFIDENTIAL

PX-2029.1

Phishing Apps

From: Trystan Kosmyka [REDACTED]
To: [REDACTED]
CC: [REDACTED]
BCC: [REDACTED]
Subject: Fwd: I can't understand why apple is blatantly covering up the act of stealing money from phishing applications.
Attachments: [REDACTED]
Sent: 08/28/2019 03:40:43 AM 0000 (GMT)

PLAINTI
U.S. District Court
4:20-cv-05640-
Ex.No. PX-037
Date Entered
By

Begin forwarded message:

From: Philip Schiller [REDACTED]
Date: August 25, 2019 at 7:53:29 PM PDT
To: Trystan Kosmyka [REDACTED] Ron Okamoto [REDACTED] "C.K. Haun"
[REDACTED] Sean Cameron [REDACTED]
Subject: Fwd: I can't understand why apple is blatantly covering up the act of stealing money from phishing applications.

Privileged and Confidential

FYI

Sent from my iPhone

Begin forwarded message:

From: HiTech Dev [REDACTED]
Date: August 25, 2019 at 7:30:46 PM PDT
To: appreview@apple.com
Cc: Jade Alquisola [REDACTED]
Subject: I can't understand why apple is blatantly covering up the act of stealing money from phishing applications.

I can't understand why apple is blatantly covering up the act of stealing money from phishing applications.

EMERGENCY - Evaluate and remove all of the following phishing applications:
<https://apps.apple.com/US/app/id1385658648?l=en>
<https://apps.apple.com/US/app/id1166804523?l=en>
<https://apps.apple.com/US/app/id1455980324?l=en>
<https://apps.apple.com/US/app/id1469326772?l=en>
<https://apps.apple.com/US/app/id1370329520?l=en>
<https://apps.apple.com/US/app/id1372547331?l=en>
<https://apps.apple.com/US/app/id1439924524?l=en>
<https://apps.apple.com/US/app/id1456109025?l=en>
<https://apps.apple.com/US/app/id1428238634?l=en>
<https://apps.apple.com/US/app/id1451175502?l=en>
<https://apps.apple.com/us/app/mirror-remote-for-firestick-tv/id1462846747>

Exhibit
PX 374

PX-037
APL-APPSTORE

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

From: Philip Schiller [REDACTED]
Date: August 25, 2019 at 7:53:29 PM PDT
To: Trystan Kosmyka [REDACTED] Ron Okamoto [REDACTED] "C.K. Haun"
[REDACTED] Sean Cameron [REDACTED]
Subject: Fwd: I can't understand why apple is blatantly covering up the act of stealing money from phishing applications.

* * *

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<https://apps.apple.com/US/app/id1455980324?l=en>
<https://apps.apple.com/US/app/id1469326772?l=en>
<https://apps.apple.com/US/app/id1370329520?l=en>
<https://apps.apple.com/US/app/id1372547331?l=en>
<https://apps.apple.com/US/app/id1439924524?l=en>
<https://apps.apple.com/US/app/id1456109025?l=en>
<https://apps.apple.com/US/app/id1428238634?l=en>
<https://apps.apple.com/US/app/id1451175502?l=en>
<https://apps.apple.com/us/app/mirror-remote-for-firestick-tv/id1462846747>

PX-0374.1

Phishing Apps

BCC:
Subject: Re: [ALERT:Possible Phishing] CNCERT request on malicious code of non-official XCODE
Attachments:
Sent: 09/29/2015 11:42:33 PM 0000 (GMT)

* * *

On Sep 29, 2015, at 12:58 PM, Ayman Khalil <[REDACTED]> wrote:

Here are some details we are able to share right now.

App Review has provided us with a list of infected apps. This list represents versions scanned in the date range 1/1/2015 - 9/24/2015.

- **The list is 4,955 infected apps**
- 1,905 of these apps don't have a clean version on the store

Given these 1.9K apps, we are looking at 30.6M customers. The two main countries impacted:

- China 22.6M (74%)
- USA 2.7M (9%)

* * *

CNCERT, Qihu 360 and Antian Technologies shared their research findings about XcodeGhost issue:

1. Over 20million users have been infected

2. XcodeGhost initiator is based in Shandong China, but has rented 3 servers from Amazon's cloud service in the U.S, which are still active in getting consumer data

3. Though there is not yet information about the misuse of the collected consumer data, the data could be used to remote control the devices infected to open webpages, make phone calls and send messages. It could also be used to create pop-ups to seduce consumers to install certain programs. The impact is wide and long term. It is the first case in its type.

4. About 4000 apps of different versions have been infected.

From: Jun Ge [REDACTED]
To: Eric Gray [REDACTED], Ayman Khalil [REDACTED], Craig Bradley [REDACTED], Andrew Yeh [REDACTED]
CC: Yi Wann [REDACTED], Ben Liaw [REDACTED], Christine Monaghan [REDACTED], Jason [REDACTED]
Wang [REDACTED], YeeWee Koh [REDACTED], Matt Fischer [REDACTED], Glenn Epis [REDACTED]
BCC: [REDACTED]
Subject: Re: [ALERT:Possible Phishing] CNCERT request on malicious code of non-official XCODE
Attachments: [REDACTED]
Sent: 09/29/2015 11:42:33 PM 0000 (GMT)
Team, [REDACTED]

Below is the version Phil has just given his green signal. If you agree, we could delete the first sentence in the fifth paragraph

We still need to fill in the missing data (highlighted in red below) to the best we could.

Best,

Jun

1. Apple's management has attached great importance to XcodeGhost issue.
- Internally, we have marshalled a lot of resources across all Apple to analyse the situation, check every app on the app store, remove infected apps from App Store, contact the relevant impacted developers, assist developers with checking the software and getting clean apps back on the store quickly, block any new submissions of apps with the infection.
- On Sept. 22, Phil Schiller, Apple's Senior Vice President in charge of Product Marketing, accepted Sina Technology's interview on XcodeGhost issue and answered key questions about it. Apple always recommends developers use the free, secure tools Apple provides them — including Xcode — to ensure they're creating the most secure apps for App Store customers. Apple incorporates technologies like Gatekeeper expressly to prevent non-App Store and/or unsigned versions programs, including Xcode, from being installed. Those protections had to have been deliberately disabled by the developer for something like XcodeGhost to successfully install. Sometimes developers search for our tools, such as Xcode, on other non-Apple sites in an effort to find faster downloads of developer tools. Apple is working to make it faster for developers in China to download Xcode betas.
2. Apple has published a XcodeGhost Q&A at its official website, explaining about the background of the issue, why it happened, how the consumers could diagnose if their devices have been infected and what they should do, and Apple's measures against the infected apps. Here is the link <http://www.apple.com/cn/xcodeghost/>.
3. Apple has published a list of the top 25 most popular apps impacted at its official website. After the top 25 impacted apps the number of impacted users drops significantly. If users have one of these apps, they should update the affected app which will fix the issue on the user's device. If the app is available on App Store, it has been updated, if it isn't available it should be updated very soon. Here is the link <http://www.apple.com/cn/xcodeghost/>.
4. After XcodeGhost issue happened, Apple did a screening of all the apps in App Store and took off all the infected apps. We found that 4,743 apps were infected and about [REDACTED] users were affected (actual number may be less because users may not have kept those apps on their devices). Of the 4,743 apps, 1,342 apps don't have a clean version in App Store yet, with 23.7M (to further verify) customers. We also blocked apps which were infected from being submitted.
5. Apple is working on further measures that recommend to the users to update their infected apps with clean versions and delete those without clean versions. The best way to resolve this situation is for users to automatically update their compromised apps with new apps posted by the developer. This removes the malware from users devices. That is why our focus has been on taking down compromise apps and getting developers to put back up non-compromised versions to update users' devices.
6. We believe that the malware cannot access much user data due to our system sandboxing and other built in

PX-2173.1

CONFIDENTIAL

APL-APPSTORE_06

Apps and Dangerous Situations



Subject: Re: Fraudulent and Life Threatening App
 From: "Trystan Kosmyrka" [REDACTED]
 Received(Date): Wed, 06 Feb 2019 19:58:16 +0000
 To: "Philip Schiller" [REDACTED] "Sean Cameron"
 Cc: "Ron Okamoto" [REDACTED] "C.K. Haun"
 Date: Wed, 06 Feb 2019 19:58:16 +0000

Privileged and Confidential

App was removed from sale. There is no evidence of fraudulent LAP, the LAP was setup to remove ads, and was clear to customers what they were getting. The app is still nonsense and should not be on the store, we are looking into whether this was human error during review or a bait and switch.

On Feb 6, 2019, at 8:34 AM, Philip Schiller [REDACTED] wrote:

Privileged and Confidential

FYI

Begin forwarded message:

From: [REDACTED] Confidential
 Subject: Fraudulent and Life Threatening App
 Date: February 6, 2019 at 7:54:37 AM PST
 To: [REDACTED]
 Resent-From: Office of the CEO [REDACTED]
 Resent-To: Phil Schiller [REDACTED]

Hi Eddy, Tim and Katherine,

Just as a preface, I'm sending this email in good faith in order to protect Apple and its users.

I had a user of one of my apps tell me about an app called [BP Blood pressure monitor app](#) (app id: 1439437436) that is blatantly lying and stealing money from users. The app claims to detect blood pressure using the camera from a finger tip. This is not possible at the moment. However, thousands of users have been deceived into thinking that it is (see attached reviews). It is currently ranked 12th in the Medical Category, meaning that it's already done significant harm.

This is a highly dangerous app that can lead users with high blood pressure to believing that the blood pressure readings from the app are accurate. The app always has blood pressure readings of roughly 120/80. I've attached some photos of the app and some negative reviews, reflecting

Exhibit
PX 371

PX-0371.1
APL-APPSTORE_09739162

CONFIDENTIAL

Subject: Re: Fraudulent and Life Threatening App

From: "Trystan Kosmyrka" [REDACTED]

Received(Date): Wed, 06 Feb 2019 19:58:16 +0000

To: "Philip Schiller" [REDACTED] "Sean Cameron"

Cc: "Ron Okamoto" [REDACTED] "C.K. Haun"

Date: Wed, 06 Feb 2019 19:58:16 +0000

* * *

On Feb 6, 2019, at 8:34 AM, Philip Schiller [REDACTED] wrote:

Privileged and Confidential

FYI

Begin forwarded message:

From: [REDACTED] Confidential
 Subject: Fraudulent and Life Threatening App
 Date: February 6, 2019 at 7:54:37 AM PST
 To: [REDACTED]

Resent-From: Office of the CEO [REDACTED]

Resent-To: Phil Schiller [REDACTED]

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This is a highly dangerous app that can lead users with high blood pressure to believing that the blood pressure readings from the app are accurate. The app always has blood pressure readings of roughly 120/80. I've attached some photos of the app and some negative reviews, reflecting how inaccurate and misleading the app is. This is life threatening.

PX-0371.1

Apps that Had Offensive Content: School Shootings

From: Trystan Kosmynka
To: Dan Martinez
CC: Justin Morgan
BCC:
Subject: Re: hot: School shooting game
Attachments:
Sent: 05/30/2018 01:14:43 AM 0000

1. This is Spam and not a template developer,
2. I'm dumbfounded with how this could be missed.
3. I think we will see copy cats and should include school shooting and terrorist related terms in our objectionable content validations.

On May 29, 2018, at 6:02 PM, Dan Martinez wrote:

Hi Trystan,

Quick update while I wait for Steve Rea's response.

The app was originally assigned to Armin for misleading or objectionable content. So far, we have rejected these apps for 1.1, or at the least a 1.2. In addition, the deadliest mass shooting in U.S. history. So I assume there was a heightened awareness of our share of people approving engine apps.

Also, it doesn't appear any of the metadata is present.

Love shooting games? We bring you the compound and are making students host games. Police is already busy taking care of gangsters of high school attack to super exceptional combat and terrorist shooting.

@Justin, it appears Armin is assisting in completing our investigation. On a side note, we completed back in March. This is a detailed report and recommendations to questions.

Thanks,
Dan

On May 29, 2018, at 9:17 AM, DMart <dmart@apple.com> wrote:
+Justin for visibility
I'll investigate today.



From: Trystan Kosmynka
To: Dan Martinez
CC: Justin Morgan
BCC:
Subject: Re: hot: School shooting game on the App Store
Attachments:
Sent: 05/30/2018 01:14:43 AM 0000 (GMT)

1. This is Spam and not a template developer, should never have been flagged as template
2. I'm dumbfounded with how this could be missed.
3. I think we will see copy cats and should include school shooting and terrorist related terms in our objectionable content validations.

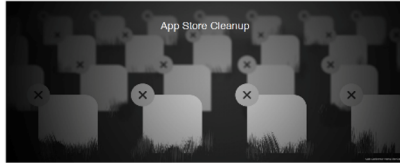
PX-0131



PX-0131.1
APL-APPSTORE_09614538

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

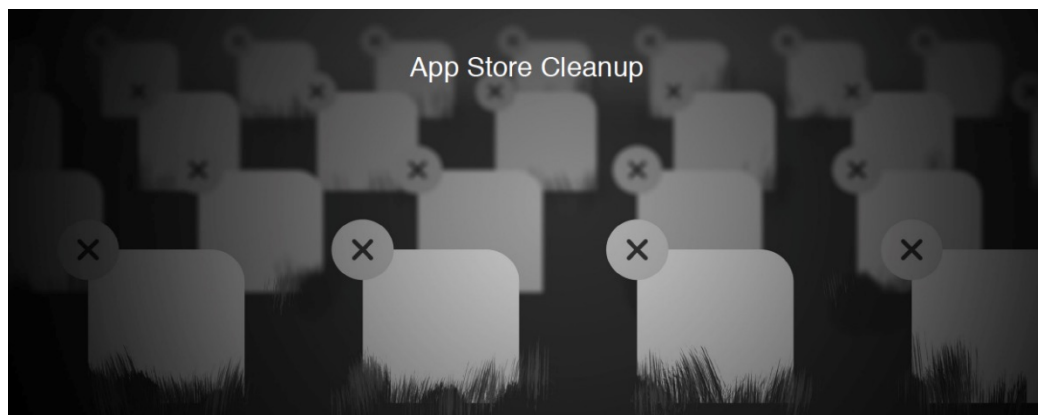
400,000+ Apps Removed



We started
-Outdated
-Apps that
-Apps that
-Many misl

Many of the
Apps crash
Tasks for
Pay for se
Keyword
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Name & I

HIGHLY CONFIDENTIAL



400,000+

Apps Removed

We started the process of removing:

- Outdated apps
- Apps that no longer functioned as intended
- Apps that didn't follow current review guidelines
- Many misleading / program abusive Dev's and apps removed

Many of the apps violated guidelines such as:

- Apps crashing on launch (2.1)
- Tasks for cash apps (3.2.2)
- Pay for social likes / followers (5.2.2)
- Keyword stuffing (2.3.7)
- Coupons (PLA 1.2)
- Web Content Aggregators (4.2.2)
- Poor-Quality Websites bundled as Apps (4.2)
- Re-skinned Game Guides (4.2.2)
- Name & Icon Mismatch (4.1)

Over 400,000+ apps have been removed to date as part of the cleanup program.



Tim Cook

Apple CEO



Sir, **we treat every developer the same**. We have open and transparent rules. It's a rigorous process because we care so deeply about privacy, and security, and quality. We do look at every app before it goes on. But those rules apply evenly to everyone . . .

Big Tech Antitrust Hearing Full Tr. at 01:15:46

Whitelisted Developers

From: Carson Oliver
To: Pete Distad
CC:
BCC:
Subject: Re: Hulu
Attachments:
Sent: 10/18/2018 12:40:50 AM 0000 (GMT)



Yes, it's the same issue. As you know, we worked with Hulu to fix the issue the day we were made aware of it. However, I think we need to take immediate steps to protect against further misuse of the API.

Carson

On Oct

Carson

Isn't

Begin

Hulu is part of the set of whitelisted developers with access to subscription cancel/refund API.

From: Cindy Lin
Date: October 17, 2018 at 2:59:49 PM PDT
To: Matt Fischer, Eric Gray
Cc: Trystan Kosmyka, Pedraun Pardehpooosh, Ann Thai
Subject: Re: Hulu

PX-0064.1

+ Pete, did Hulu review any of these flows with us before launching the live service?

Cindy

On Oct 17, 2018, at 2:44 PM, Cindy Lin wrote:

Hi Matt,

Hulu is part of the set of whitelisted developers with access to subscription cancel/refund API. Back in 2015 they were using this to support instant upgrade using a 2 family set up, before we had subscription upgrade/downgrade capabilities built in.

Eric - did anyone from your team work with them as part of them launching the live service?

Cindy

On Oct 17, 2018, at 2:09 PM, Matt Fischer wrote:

Cindy,

See below. What is this about? How can Hulu switch people from IAP to Hulu billing? This doesn't seem right.



PX-0064.1
APL-APPSTORE_00228734

CONFIDENTIAL



From the Developer Surveys

March, 2010



iPhone Developer Process Satisfaction Survey

The information in this and related documents is strictly
Apple Confidential • Internal Use Only • Need to Know Basis

Apple Market Research & Analysis
March, 2010

objective for today- working session to
- share initial preso of findings, get reaction to the results and the format
- decide on any needed tweaks before sharing with Ron and Phil, others

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More specifically, developers complain about the time it takes to hear back and the quality of feedback

#1 Time it takes to hear back,
inconsistencies in response times

#2 Feedback from app review team is not
clear, use of boilerplate responses

#3 Rejection criteria is **inconsistent** and/or
not transparent

#4 Would like more visibility in the process,
and an ETA

#5 **Some have not yet heard back** from App
review team

#6 Some complain that not all feedback is
given at once

Reasons for dissatisfaction: App Review Process (in decreasing order of mentions)

Q27/28/29. What is the main reason you are dissatisfied with [AREA]?

25

DX-4626.25

From the Developer Surveys

APP REVIEW

* The biggest frustration with developing on the Apple platform is the turnaround time for apps being approved. Even small updates or emergency bug fixes can take more than a week, which impacts our revenue and customer satisfaction. If the review process speedier, I believe all developers would be happier.

* Please fix your app release process. It's frustrating to get one app published and then have to wait for your app using a MAC. It's just a waste of time. It just takes 7-10 days for an app to go from approval to published. The development for the app is done. If I make four releases a year, I can't wait that long.

* The review process is one of the most frustrating parts of developing on the Apple platform. It could ever go through. People are not happy with the App Store review process. I just had an app in review and they said one thing was wrong. I fixed it, but they said it was still wrong. The next week they said it was still wrong. I fixed it again, but they said it was still wrong. I'm tired of the review process and the arbitrary enforcement of rules.

* Your devices are lovely, but the way you manage your App Store has a very material negative effect on developers — especially small ones — and as a result I believe

FY16 App Store developer survey open responses

* * *

kick it back to me for another week. I am to the point where I don't even want to update my apps more than once a year because I don't want to deal with the review process and the arbitrary enforcement of rules."

DX-3563

From the Developer Surveys

From: Seema Vora
To: Matt Fischer
CC: Steve Moguigan, Ryan Olson
BCC:
Subject: Summary of Developer Write-In's from FY18 Survey
Attachments:
Sent: 09/16/2018 06:17:25 AM 0000 (GMT)

PLAINTIFF
U.S. District Court - NDC
4:20-cv-05640-YGR
Ex. No. PX-2062
Date Entered
By

Hi Matt,

Thought you might find interesting a selection of verbatim responses related to the App Store from the FY18 survey. Due to limited time we can only include a handful quotes when we share the results with you on Tuesday. Ryan and I thought you would be interested in reading additional verbatim responses that represents the developer sentiment towards the App Store.

Heads up - this email is long, hoping even if you skim through each theme you will find it insightful :) Each quote exactly as the developer wrote it.

Best,
Seema

Q: What can we do to make the App Store better?
Total number of respondents: 3587 (Below a selection from the 3587 responses organized by theme)
Region: US

Search

- Apple store needs to have "smart search" ability. Having to require customers to spell names exactly correct in this age is ridiculous for a multi-billion dollar company. The same goes for iTunes music.
- Search in the App Store is (still) really rough around the edges. Apple's differential privacy voodoo should be leveraged here to provide better search results in a way similar to Google (which has an utter lack of privacy but superior search results).
- Organic discovery is virtually impossible now. There needs to be a better way to perform ASO or generate downloads from search traffic.
- Although I gave the App Store a high rating, there are few pit falls which Apple can address:
 - o 1) The App Store is plagued with outdated, low quality apps which makes it harder for higher quality apps to get the exposure they need. It's time Apple raise the bar again, and its standard of what gets into the app store. It seems that nowadays, some low quality apps make the cut when they shouldn't.
 - o 2) Apple needs to be more indie friendly and provide more ways for indies to get their apps and games exposed on the App Store without the need to spend big \$\$\$ on marketing.
 - o 3) The search algorithm is terrible. It is a rating based algorithm rather than a name search. I can search for my apps and type their EXACT name and they still won't come up. I may even need to scroll down 100s of pages before my app shows up. This cycles back to giving us, indies more exposure on the app store as we do not possess massive budgets for marketing and advertisements.

Subject: Summary of Developer Write-In's from FY18 Survey

Attachments:

Sent: 09/16/2018 06:17:25 AM 0000 (GMT)

* * *

App Review

- We release every week. When our app is rejected by review for something entirely unrelated to the changes we have made, it's extremely disruptive and throws us off our cadence. Please figure out how to let us proceed with the release and address the issue in the next week's release. I.e., give us a warning that something is wrong instead of being a brick wall for us to run into headlong.
- The app reviewers are sometimes arbitrary and unpredictable. The app reviewers are not consistent amongst competing apps
- The review time has improved a lot. But developers could have a better mechanism in case of major bugs found in app that would need to be fixed and replace in the App Store in a timely manner. My suggestion would allow developers to bypass the review process in special cases and perhaps limit the number of times per year a developer can have these special cases. In this cases, when developers choose to bypass the review process, the app would still be reviewed after and if the review process finds that the app should be rejected the App Store would automatically revert back to the last version. This way developers would be penalized if they abuse the bypass for example by publishing a version of the app that has features against the Apple's guidelines.
- The review process is arbitrary. Applying guidelines consistently makes it easier for developers to publish apps. I recently had an app rejected when I only changed the license key for some third party software. The app has already been on the app store for several years, but it was rejected for the user experience (which didn't change at all in the update). So it took me about a week to rewrite the app and get it approved. In the meantime the existing license expired so our app stopped working. This caused a lot of frustration for our (and Apple's) users.

“Arbitrary” and “Inconsistent”



Subject: Re: Apple store issues with Intego product
From: "Phillip Shoemaker" [REDACTED]
Received(Date): Wed, 04 Mar 2015 19:45:13 +0000
To: "Ron Okamoto" [REDACTED]
Cc: "Emily Blumsack" [REDACTED]
Date: Wed, 04 Mar 2015 19:45:13 +0000

Privileged and confidential

At last weeks erb, Phil was adamant that these antivirus apps were exist in ios so they are all misleading even in the case where they are on other platforms.

I didn't entirely agree, but he and Toby were adamant.

Let me know if we should do anything different here.

On Mar 4, 2015, at 11:04 AM, Ron Okamoto [REDACTED]

Privileged and confidential

What's the background on this?

Sent from my iPhone

Begin forwarded message:

From: Jeff Erwin [REDACTED]
Date: March 4, 2015 at 11:02:35 AM PST
To: [REDACTED]
Subject: Apple store issues with Intego product

Dear Mr. Okamoto,

Your name was given to me by Jeremy Levine at Bessemer Partners in New York. Bessemer Partners owns Intego, Inc.

I have a problem that I am hoping you can help me with concerning Apple's sudden removal of our product, without warning, from the App Store after being there for four years.

By way of introduction, Intego is a software company that has, for the last 16 years, focused on writing security software for the Apple Mac market. Over these years

As the CEO of Intego I have several serious issues with this situation.

This seems like a very **arbitrary decision** on Apple's part to delete without warning a popular product that not only solves a very real issue created by the popularity of the Apple mobile devices but has enjoyed great success for the last four years as a member of the Apple App Store. Our Enterprise customers love the fact that our product closes this threat vector.

PX-0117.3

PX-0117.1

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APL-APPSTORE_09406609

“Arbitrary” and “Inconsistent”

- Reviews: Simple put reviews take too long, the process is still too inconsistent

PX-2028.1

Our panelists repeatedly cited inconsistent and harmful App Store policies

PX-2076.1

Wow, you guys are almost _trying_ to piss off developers. From making a splashy intro for iOS extensions at WWDC to now where they're being arbitrarily rejected (even after being approved!). None of this appears to make any sense.

PX-2057

Words of Developers



Subject: Re: FireBase SDK private API usage?
From: "Aravind Vijayakirithi" [REDACTED]
Received(Date): Sat, 11 May 2019 01:17:51 +0000
To: "Steven Wu" [REDACTED]
Cc: "Matt Rock" [REDACTED]; "Stoney Gamble" [REDACTED];
"Dave Makower" [REDACTED]; "Kristi
Gillis" [REDACTED]; "Evayn Lundquist" [REDACTED]; "Ted
Jucevic" [REDACTED]; "ar-ti" [REDACTED]; "Tristan
Kosmynka" [REDACTED]; "Sam Muther Bavaro" [REDACTED];
"Daniel Kim" [REDACTED]
Attachment: smime.p7s
Date: Sat,

Thanks Steven. I misse
To clarify for the other
We blocked this app os

• The app references
enumerateValues
initWithX.y., isApp
reachabilityStatus
setCallbackQueue
setLabelPosition.
setService, setUserAgent, setValueFont, setValueFormatter.

I'm lost for words and honestly feel like crying that an organization has so much power to
destroy a business like mine.

However, the blocking is really happening due to the presence of just one of them
(setUserAgent): in the App Review curated blacklist. The others like 'addValue: ' are considered
private by the SDKDB, but we don't block the app for that reason alone.

Until 49958044 is done (targeted YellowstoneE) we don't have a good way to report them
separately.

On May 10, 2019, at 6:11 PM, Steven Wu [REDACTED] wrote:

I send the radar black. It is because of AppReview blacklist.

Steven

On May 10, 2019, at 5:54 PM, Aravind Vijayakirithi [REDACTED] wrote:

PX-2358.1

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APL-EG_04869415

PX-2358.4



Apple Does Not Know or Estimate Consumers' Lifecycle Spend

Eddy Cue

Apple's Senior Vice President of Internet Software and Services



Q. And if I remove the word "iPhone" and just ask you, are you aware of any information, which indicates how much the average consumer spends over the life cycle of a phone, does that change your answer?

A. No. Again, I mean, it may have been. I just don't recall anything like that.

Cue at 188:15-22

Apple Does Not Know or Estimate Consumers' Lifecycle Spend

Matt Fischer

Vice President, App Store at Apple



Q. Are you familiar with any work that's done within Apple to determine the amount that a consumer spends on apps over the life cycle of an iPhone?

A. No. Not over the life cycle of an iPhone.

* * *

Q. Are you familiar with any work that's done within Apple that looks at how much the average consumer spends on apps on an annual basis?

A. No, not on an annual basis.

* * *

Q. Are there any -- are you aware of any information that Apple provides to customers, estimating for them what they are likely to spend on apps on any kind of periodic basis?

A. I believe I answered that before, but again. No. We don't publish forward looking things, we don't -- we don't read people's minds.



Rossi Survey Results Overview

[3] Share of Switchers

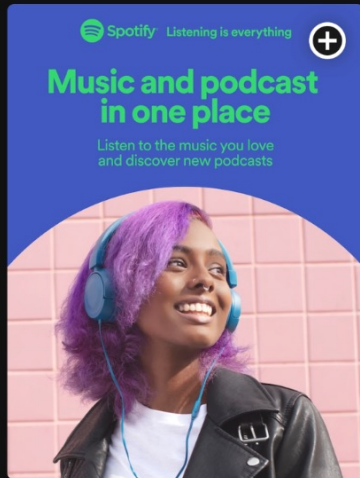
1.3%
(30 of 2,338 Deciders)

95% Confidence Interval

Statistic [A]	Observed [B]	-95 CI [C]	+95 CI [D]
[1] Number of Deciders	2,338		
[2] Share of Stickers	80.6% (1,884 Deciders)	79.0%	82.2%
[3] Share of Switchers	1.3% (30 Deciders)	0.9%	1.8%
[4] Overall Spending Reduction	-11.0%		
[5] Overall Elasticity	-2.19	-2.85	-1.65



Epic Games Store



Spotify Music
Spotify Technology S.A.

Free

**Music
App**



itch.io
itch.io | itch.io

Free

**Digital
Storefront**



iHeart: Radio, Music, Podc...
iHeartMedia

Free

**Radio
App**



KenShape
Kenney

\$3.99

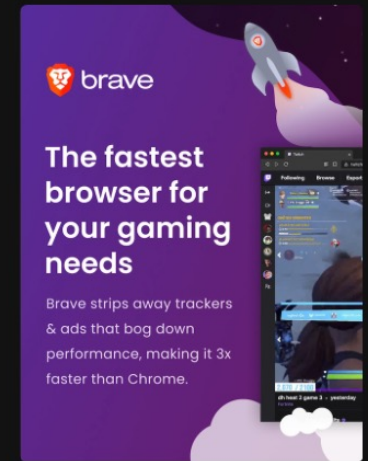
**3D Model
App**



Krita
Krita Team | Krita Project

\$9.99

**Painting
App**



Brave
Brave Software, Inc.

Free

**Web
Browser**

Epic Business Overview



Apps	✓
Gaming Apps	✓
Non-Gaming Apps	✓
Software and Tools	✓
Gaming Apps	✓
Non-Gaming Apps	✓
App Distribution	✓
Gaming Apps	✓
Non-Gaming Apps	✓

Fortnite Modes

Battle Royale
competitive gameplay

Party Royale
social gathering

Creative
user content creation

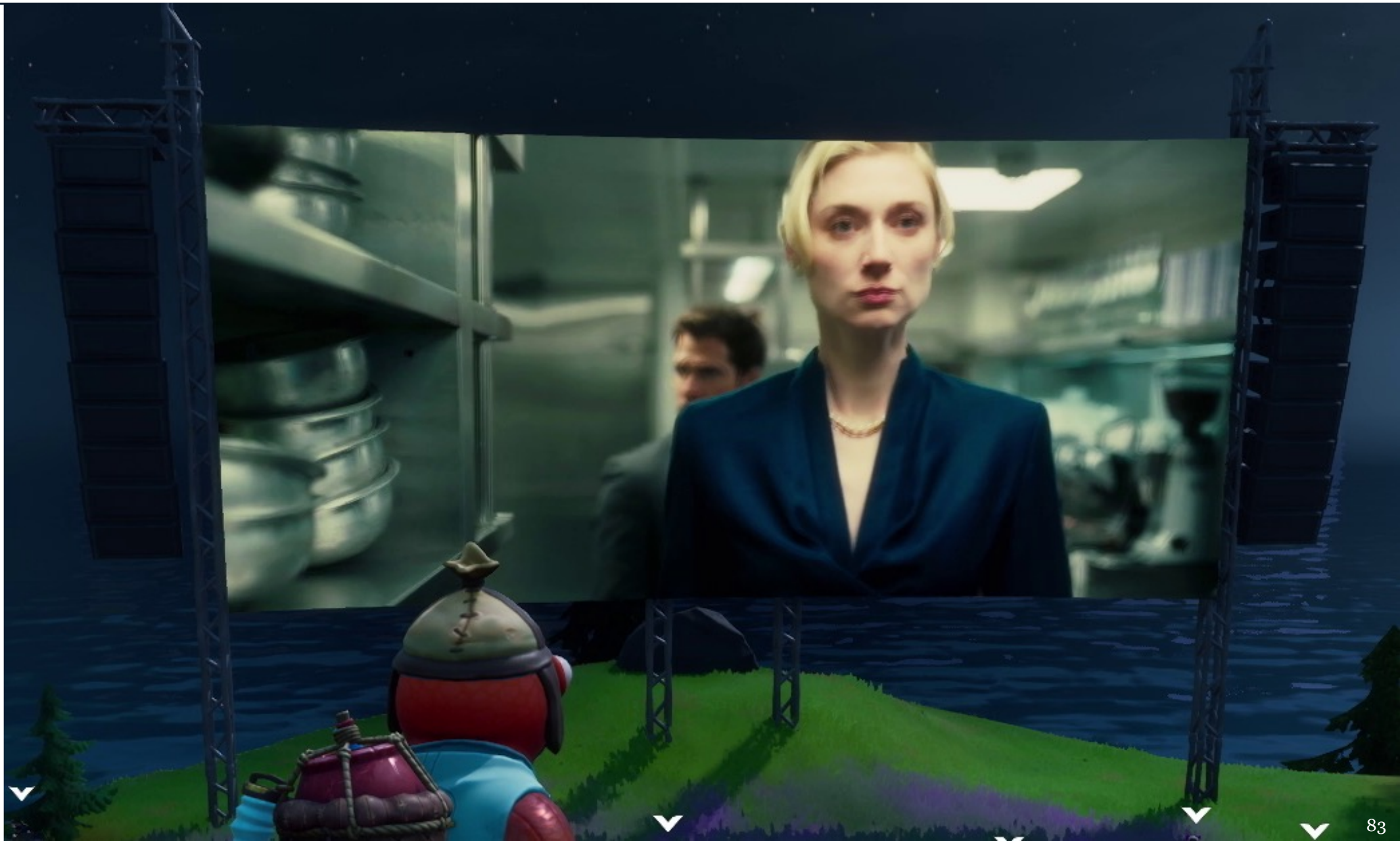
Fortnite: “Metaverse”

Fortnite
Concerts



Fortnite: “Metaverse”

Fortnite Films



Fortnite: “Metaverse”

Fortnite Events





Apple Executives Aren't Aware of Customer Switching to Android Due to Prices

Eddy Cue

*Apple's Senior Vice
President of Internet
Software and Services*



Cue Dep. Tr. at 248:13-20

Apple Executives Aren't Aware of Customer Switching to Android Due to Prices

Matt Fischer

*Vice President,
App Store at Apple*



Fischer Dep. Tr. at 130:3-6, 8-9,
14-19,



Latency Is Problematic

Eddy Cue

Apple's Senior Vice President of Internet Software and Services



On Latency:

Q. [W]hat's your understanding of that term?

A. It's basically the -- to put it in layman's terms, if I click a button, how long does it take for the response to come back from the server. Usually measured in milliseconds. And so **for things like gaming, it's really important because obviously if you're moving around in a game, if it's delayed, it can significantly impact the experience of the game.**

Q. And are you aware of any studies within Apple that have looked at latency issues in connection with streamed apps particularly with regard to game play?

A. **Again, I don't recall any.**

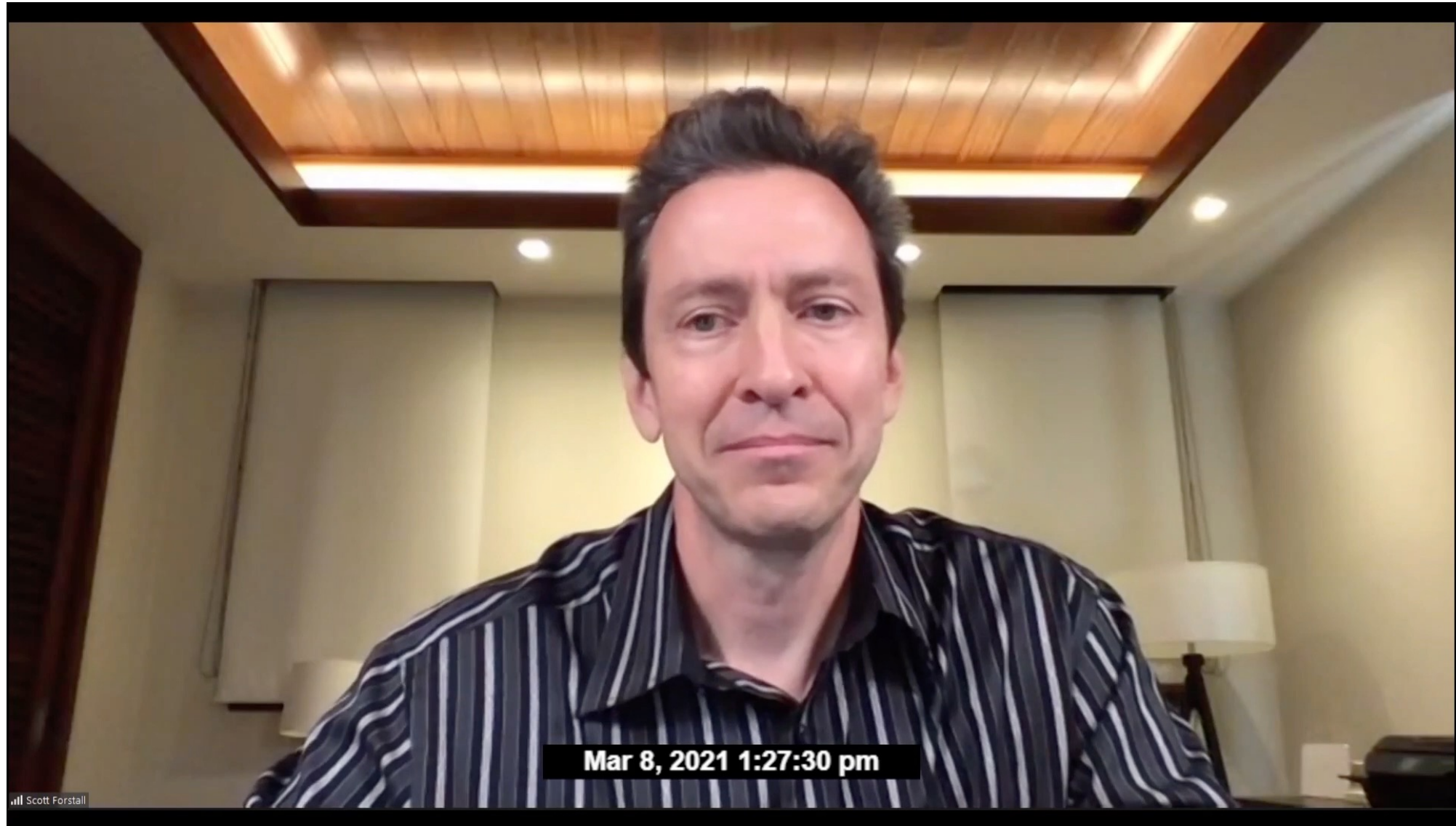
Q. Are you aware of any studies within Apple that have looked at any functional – functionality differences between streamed apps and native apps?

A. **Again, I don't recall.**

Native Apps Provide a Better Experience than Web Apps

Scott Forstall

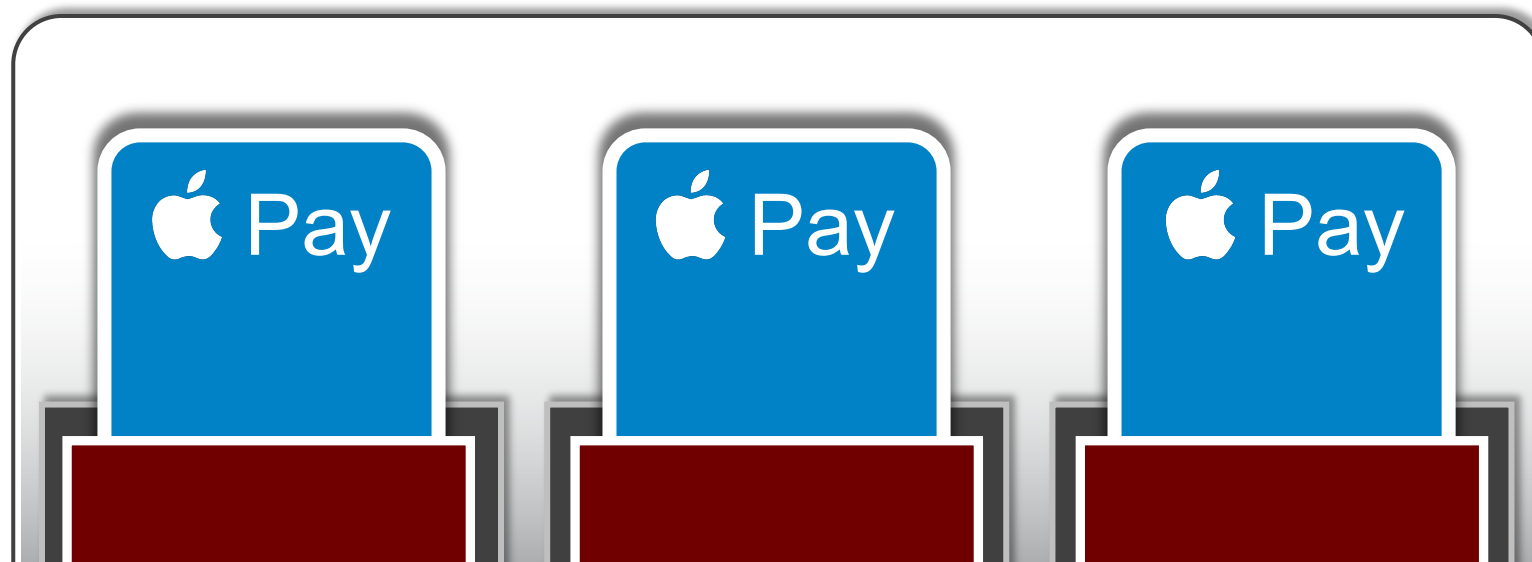
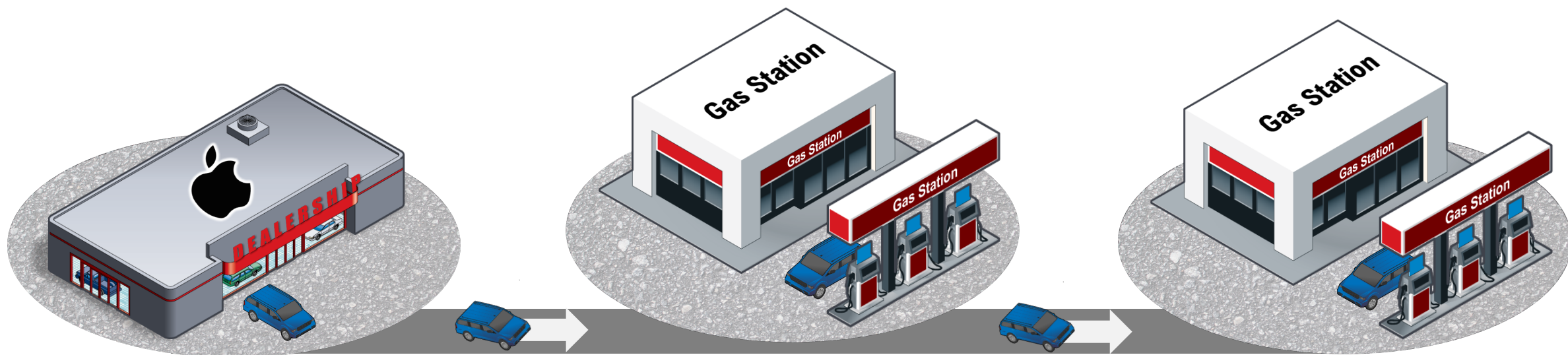
*Former Apple Senior
Vice President
of iOS Software*



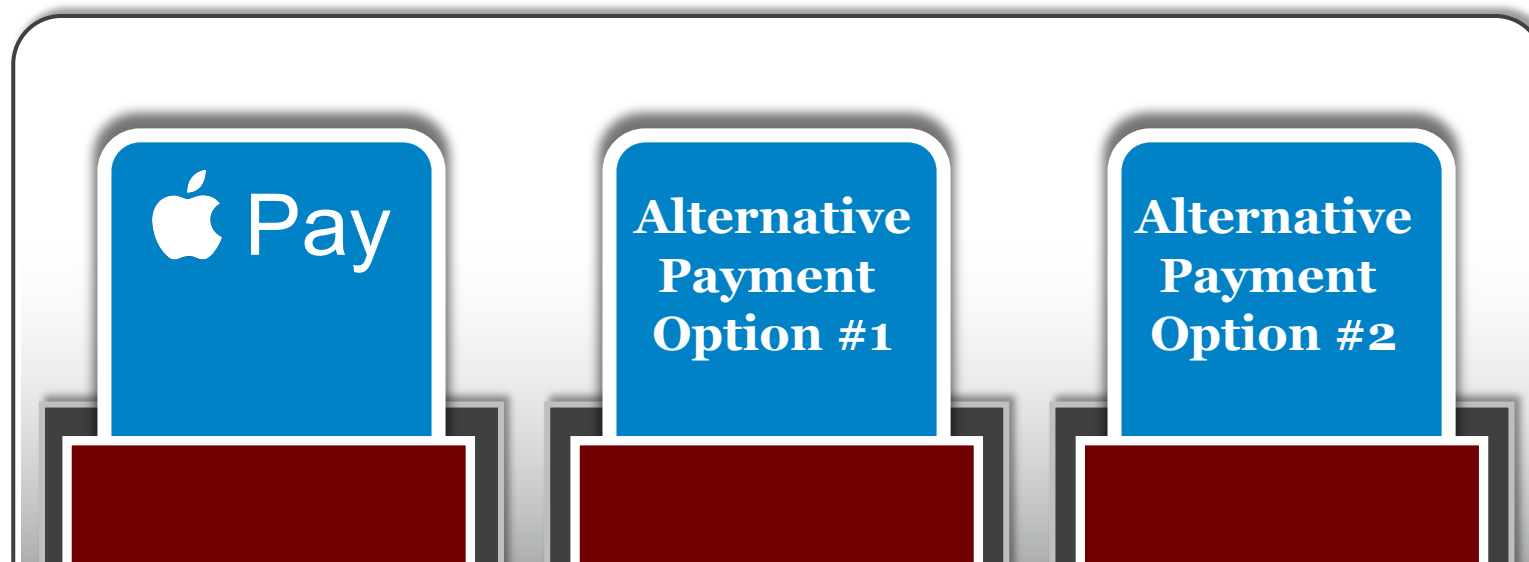
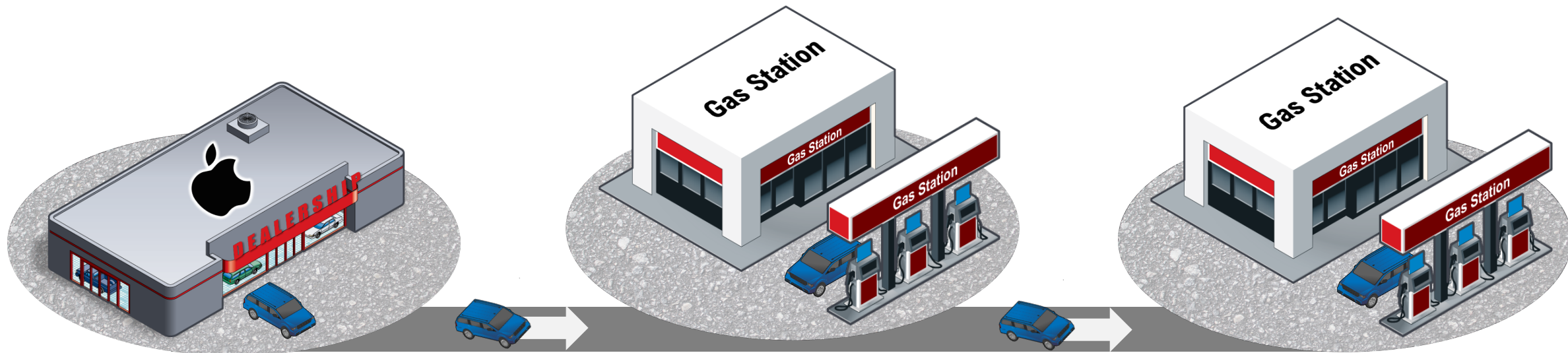
Forstall Dep. Tr. at
81:2-10, 81:17-82:1



What Our Case Is About



What Our Case Is About





Value to Apple of Free Apps

From: Mark Bozon [REDACTED]
To: Matt Fischer [REDACTED]
CC:
BCC:
Subject: Re: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Attachments:
Sent: 07/27/2018 06:44:51 AM 0000 (GMT)



Amazing read! Thanks boss!

I've said it to friends, but I will continue to defend this point:

As far as major inventions (especially around information and communication), it goes Printing Press -> Internet -> iPhone. That's our evolutionary track.

-Boz

Sent from my iPhone

On Jul 26, 2018

Team,
This is sup
Best,
Matt

Begin fo

From: [REDACTED]
Subject: The Information: Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile
Date: July 25, 2018 at 8:11:48 AM PDT

The Information and The Wall Street Journal have jointly published an audio recording of a August 2008 interview with Steve, discussing the success of the App Store one month after launching. Reporter Nick Wingfield says the recording illustrates "how ahead-of-the-times Mr. Jobs really was," as he viewed the opportunities around mobile software "years before its success became conventional wisdom."

Some key quotes include:

- "We didn't expect it to be this big. The mobile industry's never seen anything like this. To be honest, neither has the computer industry."
- "I actually think the iPhone and the iPod touch may emerge as really viable devices in this mobile gaming market this holiday season."
- "I would not trust any of our predictions because reality has so far exceeded them by such a great degree that we've been reduced to spectators just like you."
- On the potential of the App Store: "We'll be dancing on the ceiling if we cross a half a billion [dollars]. Maybe someday we'll get to a billion."
- "We thought that the input would start to slow down from developers, but it's accelerating."

The Information
Hear Steve Jobs, at the Dawn of App Store, Predict the Future of Mobile

PX-2060.1

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APL-APPSTORE_02019237

Steve Jobs
Former Apple CEO



I don't know off the top of my head, but the majority, clearly, which is great. Our purpose in the App Store is to add value to the iPhone. Free apps do that just as well as paid apps sometimes. We love free apps.

PX-2060.5



Building Limitations into the License

Cc: Phil Schiller [REDACTED]

From: Steve Jobs [REDACTED]

To: Scott Forstall [REDACTED]

Subject: Re: Google Friend Finder

Received(Date): Mon, 30 Jun 2008 07:42:54 -0700

Date: Mon, 30 Jun 2008 07:42:54 -0700

When they have contacts in their app, these are only the contacts on the iPhone and not a merge of contacts from Google, right? I think it would be a really bad idea for something that looks like contacts to have contacts not on that iPhone, and could lead to people not using our contacts app at all. We may want to limit this in the license.

Steve

On Jun 29, 2008, at 6:26 PM, Scott Forstall wrote:

I just had a good conversation with Vic.

I let him know that they can keep contact searching and display in their iPhone app. He was very happy to hear that.

I also told him we would add street view to Maps by the end of the year, with a target of November. He would like this to be in the map tiles contract with "commercially reasonable efforts" language.

I told him we are open to discussing what it means to add Friend Finder. He wants to schedule a meeting in the next week with Phil and me to discuss the exact feature set. He says they have about three weeks to decide whether to launch it on other phones this year, or push back to next year.

Vic, Larry, Sergey, Eric, and others are meeting tomorrow at 11am to discuss this topic.

--S.

PLAINTIFF
U.S. District Court - NDCA
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex. No. PX-0890
Date Entered
By

Cc: Phil Schiller [REDACTED]

From: Steve Jobs [REDACTED]

To: Scott Forstall [REDACTED]

Subject: Re: Google Friend Finder

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Steve

Exhibit
PX 890

PX-0890.1
APL-EG_00147530

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PX-0890

