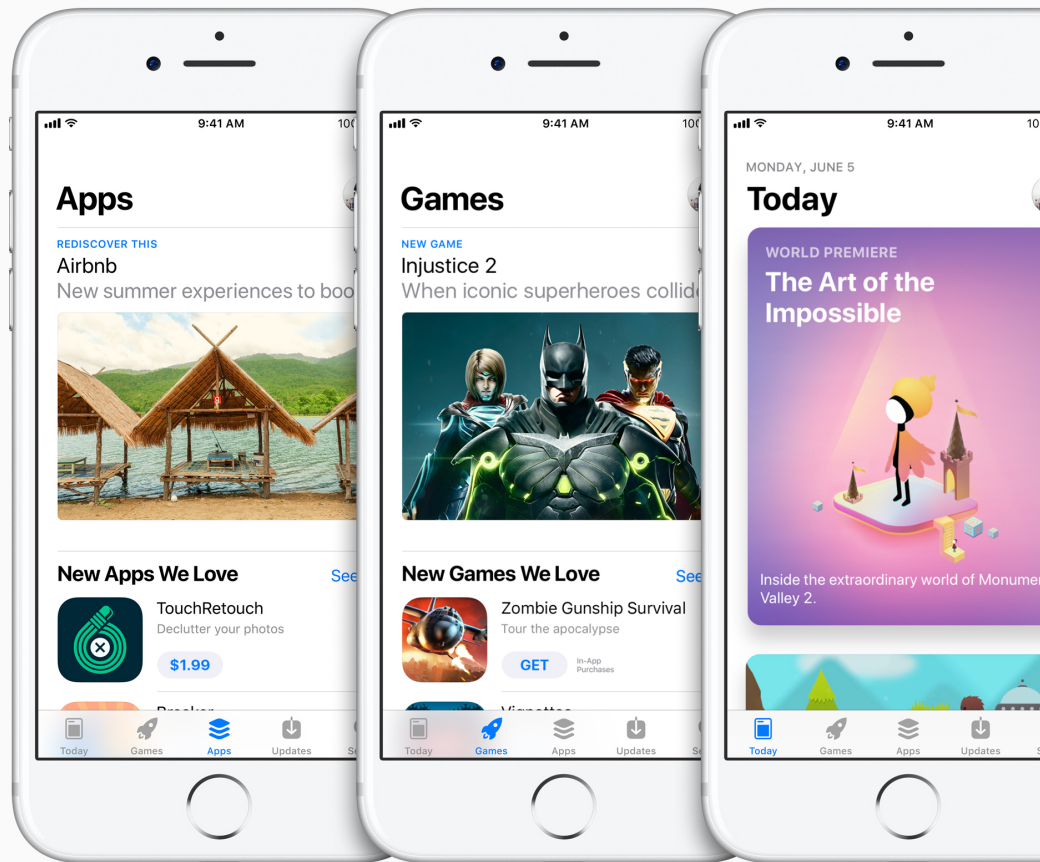


the all new App Store

A Travelport Digital Review

Date: June 2017



History

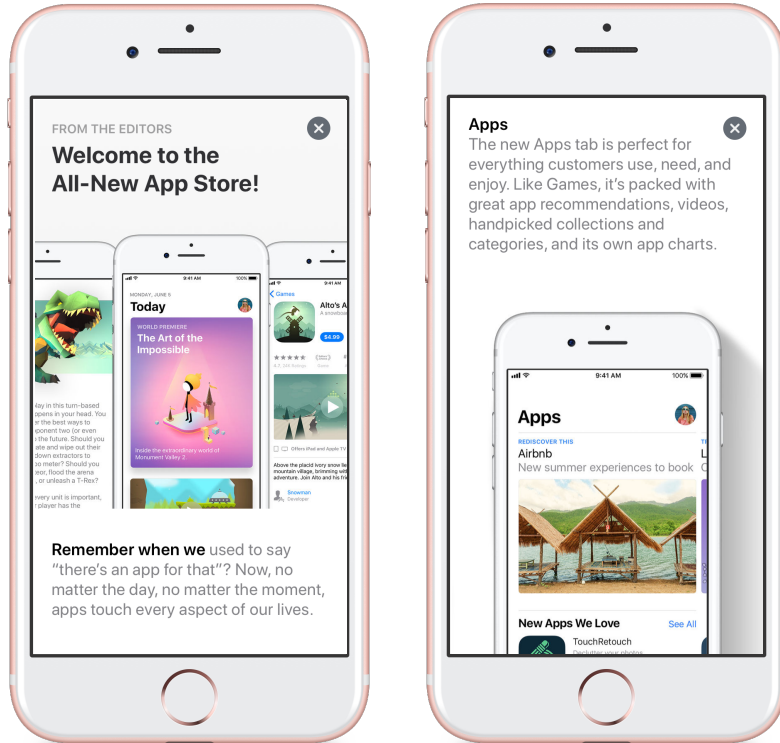
Original App Store opened 10th July 2008

552 apps at launch

Now over 2.2 million apps instore and 180 billion apps downloaded to date



The New App Store: Summary



Sept 2017 will see the first major design overhaul of the App Store in 9 years

Redesigned from the ground up to make discovering apps and games easier than ever before

Games and Apps now split out

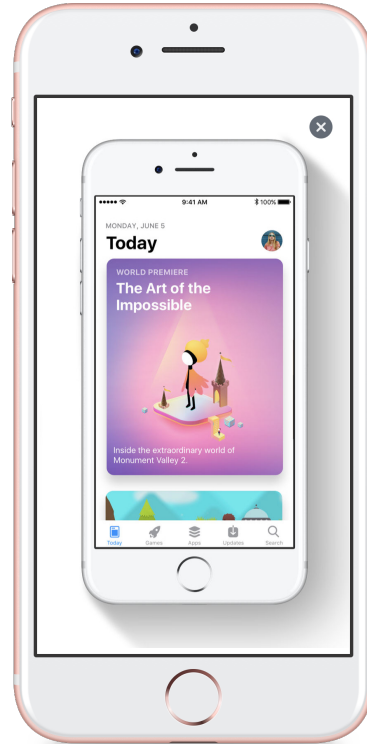
New Today tab

New App & Game of the day

New navigation: Today, Games, Apps, Updates and Search

iPad App Store will change too

Today



New Today tab

Will be used by Apple as a daily destination driver to engage users

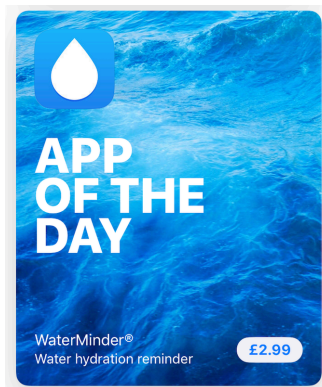
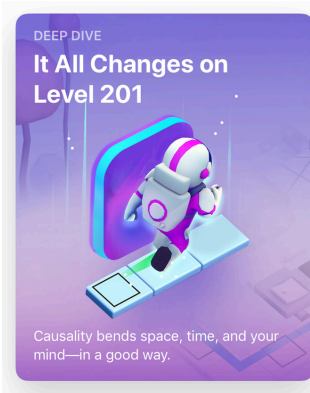
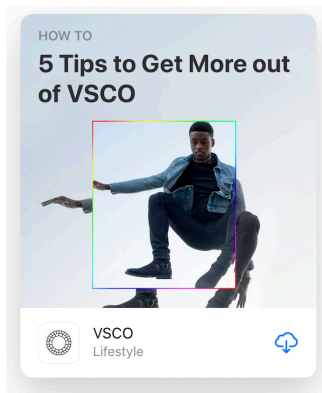
Discover new apps, games, original editorial content, videos, promotions and much more

Will feature up to 7 days worth of content

Cards



Cards

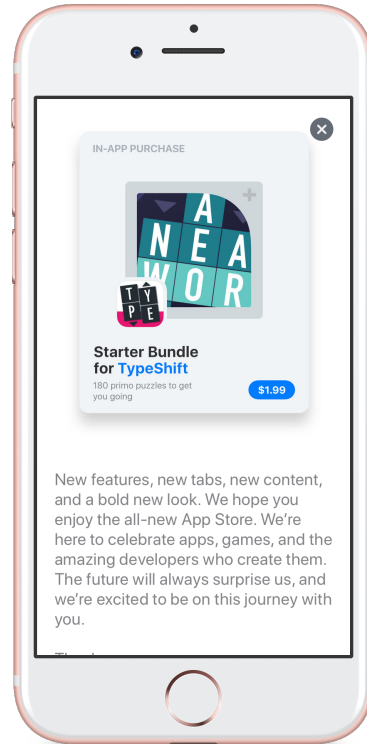


Editorial Cards

12 cards available at launch

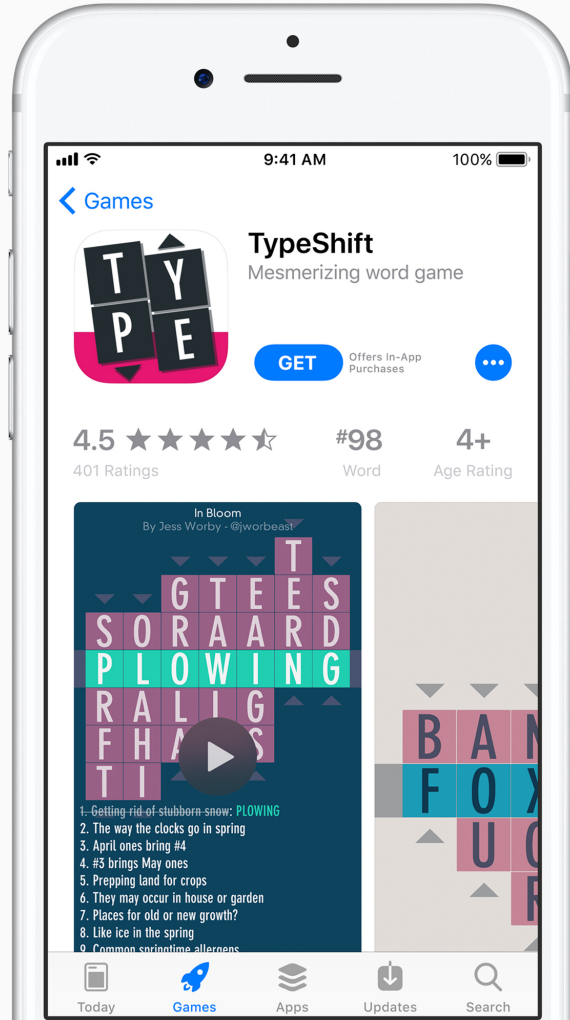
- App Of The Day
- Game Of The Day
- World Premiere
- Our Favourites
- How To...
- Deep Dive
- In App Purchase
- Featured App
- Daily List
- Quick Look
- Get Started
- Life Hack

Cards

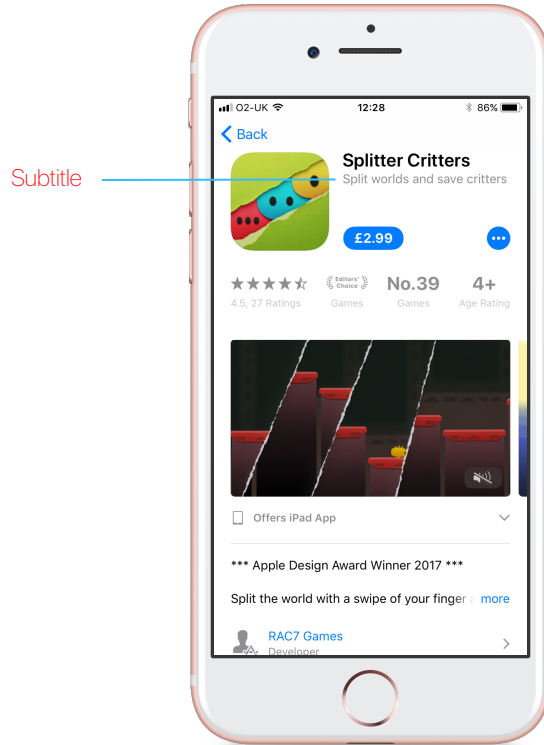


Editorial cards will be used to highlight and promote
Apple will nominate a Game and App of the day
Video cards coming soon (including App Previews)
Some cards will animate, not just static images
Cards can be shared

App Product Pages



Subtitle



Brand new 'Subtitle' field

As important as an app title/name for ASO

30 characters allowed

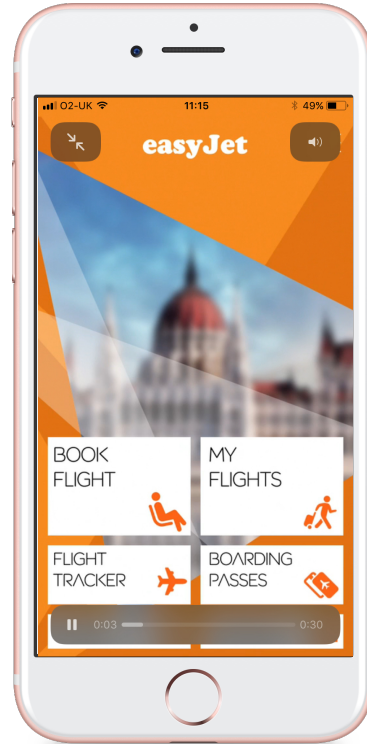
Intended to be a brief summary of your app. Features, typical use...

Needs to be clear and concise

Will appear everywhere, search, product pages etc

Can be changed with app updates

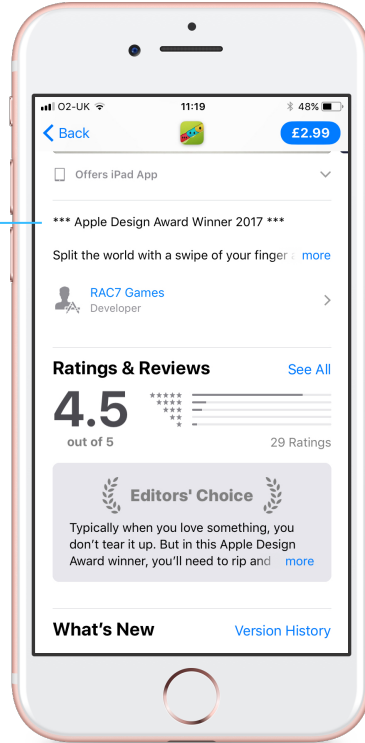
App Previews



Extended to 3 App Previews allowed
3 per language. Localisation possible for the first time
Will autoplay in search and on product pages
App Previews will now feature throughout App Store
search. Hugely important for ASO

Description

Promo Text



New 'Promo' text field

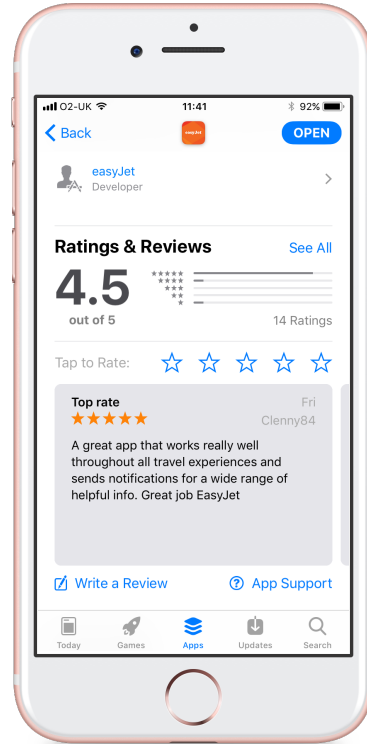
Will appear above the standard description text

170 characters allowed

Always editable, no app update needed to push to store

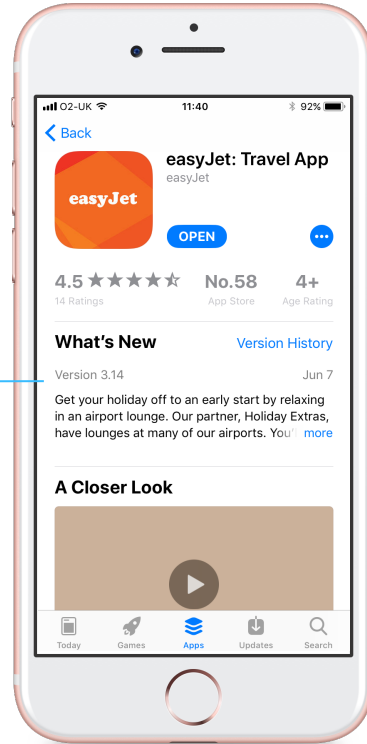
To be used for 'frequently changing information' e.g. App promotion, awards won, flash sale etc

Ratings & Reviews



No 'current' and 'all' rating filter anymore, just all time
Ratings will not reset after each app update (note:
developers can choose to reset)
Swipe left to see more

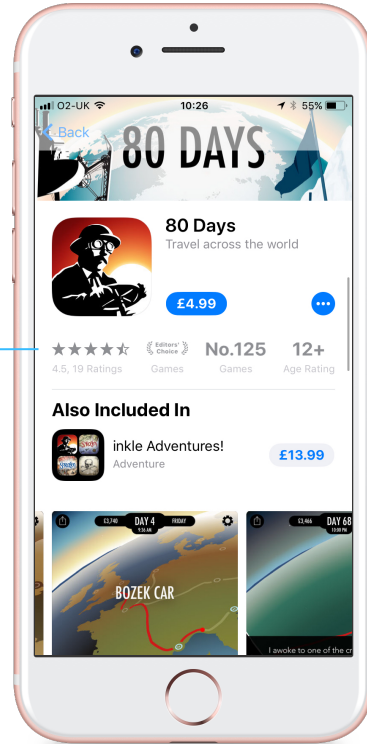
Product Page: Other



What's New text moved up (note: Version update text must be optimised as this is now the first thing users will see)

Product Page: Other

App Achievements

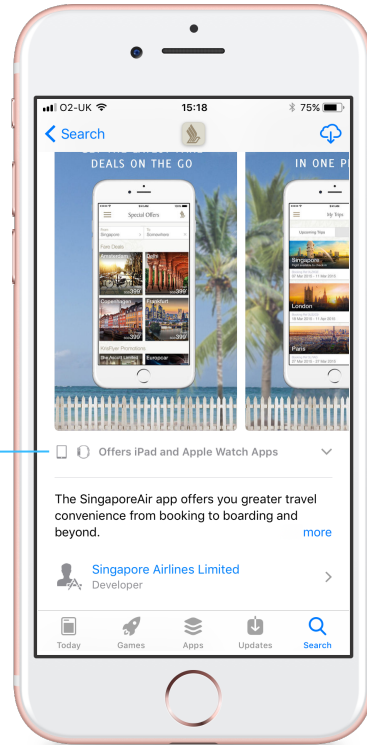


New app achievement bar created

Features:

- Rating
- App Store accolade i.e. Editors Choice
- Chart ranking
- Age rating

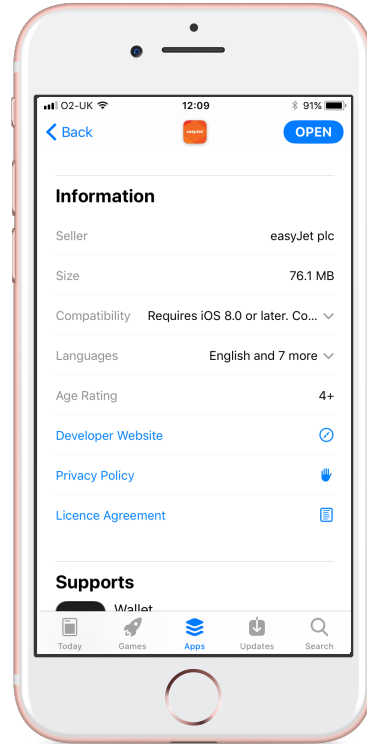
Product Page: Other



Universal App

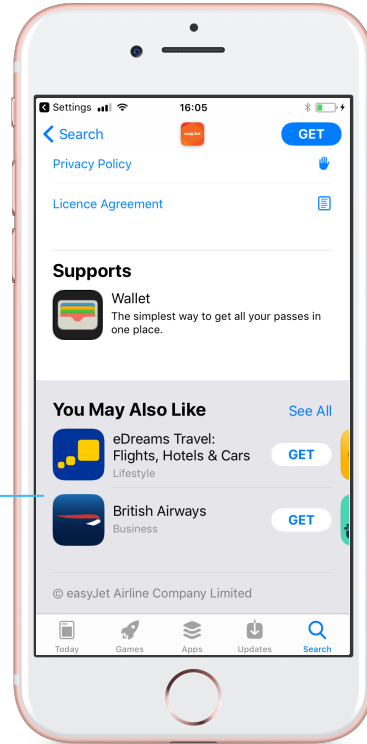
Universal app support highlighted

Product Page: Other



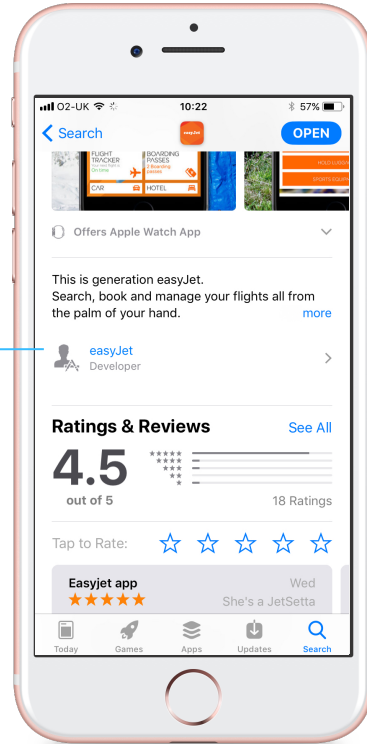
Basic information redesigned

Product Page: Other



Related tab now becomes 'You May Also Like'

Product Page: Other



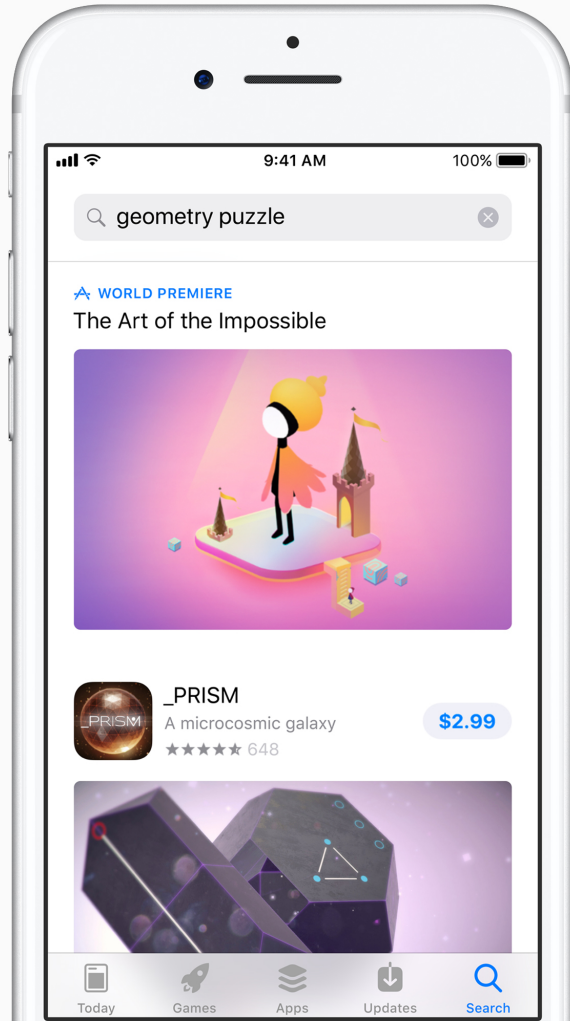
More By Developer

Misc:

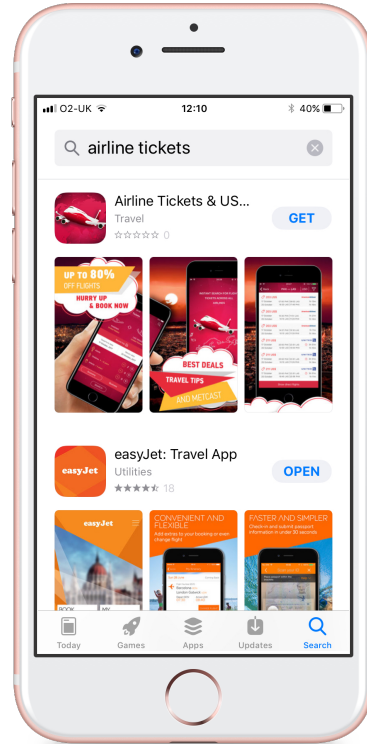
App icon will now be managed in the asset catalogue of an app binary

New 'More by developer' section

Search

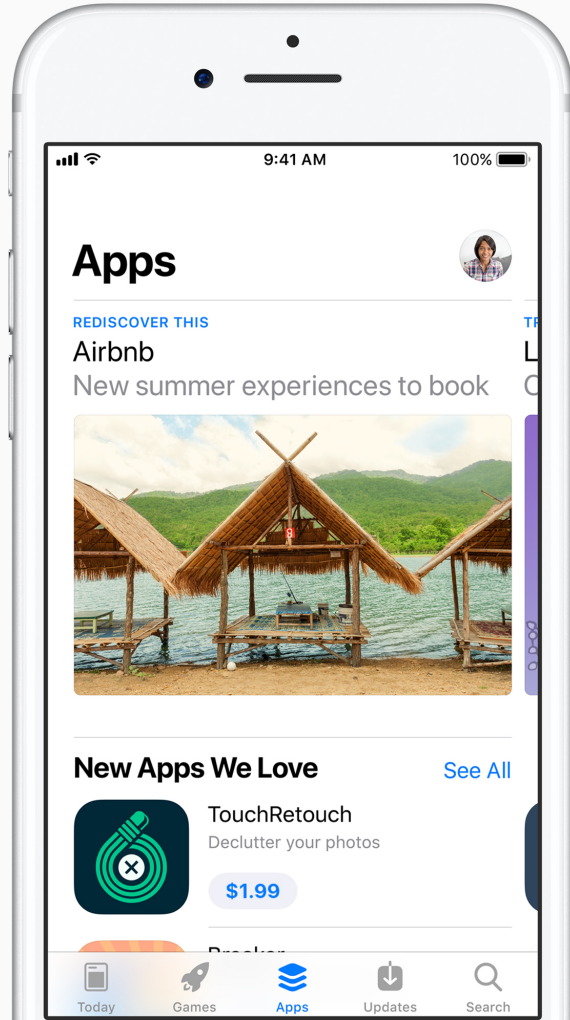


Search

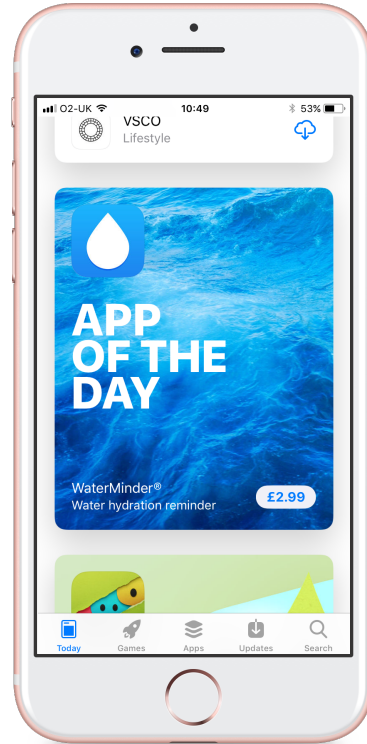


App titles, subtitles, developers, editorial content and even categories now searchable

Promotion



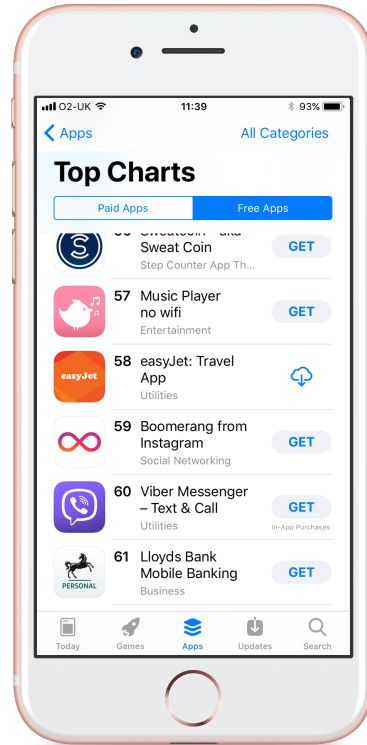
Promotion



More ways to be featured by Apple than ever before

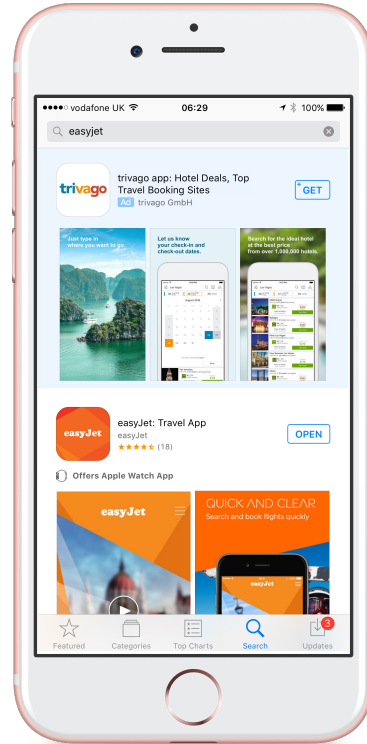
- App Of The Day
- Game Of The Day
- Meet The Developer
- App Collections
- Hero (Featured App)
- Daily List
- Editors Choice

Charts



App charts no longer feature Games
Games categories now separate too

Search Ads



Live in the US, UK, Australia and New Zealand
Will continue to be rolled out globally from September

50% tap to conversion rates
\$1 average CPA

source: Apple

Contact the App Store Team

If you are launching a new app or game, releasing a significant update, or have a great story idea for Today, we want to hear about it. To be considered for featuring on the App Store, please let us know 6-8 weeks in advance.

Contact Apple. Tell your 'Story'

<https://developer.apple.com/contact/app-store/promote/>



Thank You