

Subject: Re: ERB: SPAM from [Confidential]
From: "Eddy Cue" [Confidential]
Received(Date): Mon, 30 Aug 2010 21:05:24 +0000
To: "Patrice Gautier" [Confidential]
Date: Mon, 30 Aug 2010 21:05:24 +0000

Let's prioritize this as it really solves a big problem. I think customers will understand even without seeing all of them. If I search for the 49ers and get NFL app I will understand.

Sent from my iPad

On Aug 30, 2010, at 10:18 AM, Patrice Gautier [Confidential] wrote:

yep - the difficulty for a user is understanding why all these results are showing up though.. [Conf]

[Confidential]

Andrew: [Confidential]

-P

On Aug 29, 2010, at 4:01 PM, Eddy Cue wrote:

This guy has a really good idea! [Confidential]

[Confidential]

Eddy

On Aug 29, 2010, at 12:55 PM, Phillip Shoemaker wrote:

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Yes, we instituted Step 1 last week. We will work with the developer to determine an appropriate deadline.

thanks Phil.

On Aug 29, 2010, at 12:50 PM, Philip Schiller wrote:

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My suggestion:

Step 1: accept no more app submissions to the app store from this developer
Hopefully we have done that and told them

Step 2: We give them a reasonable deadline to dramatically reduce the number of apps or they will be kicked out of the store

On Aug 29, 2010, at 12:46 PM, Phillip Shoemaker wrote:

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We've had an ongoing relationship with the company [Confidenti], as they intend on creating [Confidential] for the store. We've been having this ongoing conversation with them to consolidate their apps, but I've discovered that they're still submitting apps at the same time. This has got to stop, as they are spamming the store. See the following link:

[Confidential]

We called them again last week to discuss this, and this is the response we got back. While I believe the developer still needs to comply and consolidate their apps, he has some interesting data, especially with regards to his attempt at consolidation. I'm sending this out mainly so Matt and team can see if there's something they can get from this with regards to discoverability on the App Store.

Phillip

Begin forwarded message:

From: [Confidential]
Date: August 26, 2010 11:18:03 AM PDT
To: Richard Chipman [Confidential]
Subject: Re: Your App Store submission [Confidential] **for iPad**

Richard,

thanks again for your call, and thank you for your invitation to email you my point of view on this.

You state that one of the reasons I need to consolidate my maps into less apps is findability in the app store.

I couldn't agree more. The app store is such a huge success with developers that finding an app is indeed a problem. From my sales numbers and a statistical analysis I've done, I see a couple of things that are relevant to this discussion:

- 1) people don't use google to find apps. If they did, I would see it in the traffic on my website. Apple has apparently done an excellent job with the app store and people don't look elsewhere for their app needs. A big factor is the app store icon on each device of course, but it's an important point to make anyway.
- 2) people use the top-25 lists in the app store. I see a direct correlation between maps appearing in the top-25 lists and my downloads. Both the most popular, and the recent apps list are a big influence on sales.
- 3) If people don't find what they're looking for in the top 25 lists, they use keywords.

And this is where things get interesting. Bear with me for a while while I first talk about consolidation, I'll get back to keywords in a while. You've asked me to consolidate. I have done so, as you know, in this app:

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I've invested considerable effort in this app - I want it to succeed, because of a few simple reasons: one app is easier to maintain than lots, and the odds that I get returning business from an app that has many in-app sales options are bigger than with a single stand-alone map, where people have to go back to the app store for another map. I've invested time in developing the app, money in getting the server storage and bandwidth to deal with the downloads, and time in uploading the 700 in-app purchases. Count about 5 minutes for a completed map to upload the database to my server and enter all the information in the iTunes Connect database, and you see this isn't something I did just to please you. I want this to work, because if it works, it's not just better for Apple. It's better for me as well.

The initial download numbers reflect my earlier point about the top 25 new apps list. The later sales numbers also reflect my point about the keywords: when not in the top-25 list, people use keywords, and they are not finding the consolidated app. People looking for, say, "Ibiza" are finding a lot of stuff - but not the consolidated app, even though it is indeed relevant to the search. Sales numbers are less than 25% of what it should be when I compare it to the stand alone apps.

So, how to fix this? Unfortunately, the only one who can really fix this is Apple. I'll explain how, and I would love to be proven wrong on this by somebody suggesting another solution.

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That way, no matter how small a town, if I have a map for it, people will find it. In fact, there are a number of cities that I have no competition for in the iTunes store, and people are downloading those cities as stand-alone apps, but not in the consolidated app. The search algorithm needs to return the consolidated app for those cities, or people will leave the app store thinking there's no map at all if I'm not allowed to have stand-alone apps.

Another way to fix it is to change the category structure. I will limit my remarks to the "Travel" category for now, you'll have to get feedback on the other categories from other developers.

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There are other points that need to be made. The "findability" problem in the app store has a lot of causes, and as you rightly state the number of apps is one of them. But there's more. There is a huge amount of, pardon my french, crap in the app store. Flashlights, beer-tilting apps, pull-my-finger apps, etc. Yes, most of them are free, but they make it extremely difficult for serious apps to do something free. Case in point, my consolidated app is free, and contains zero maps after download (but it does show online map images, so it isn't blank). I've seen negative feedback in the app store and one-star feedback because people found out that the actual in-app purchase of the maps isn't free. The expectations for a free app are utterly tainted by all the free gimmick apps out there, and you'd find me cheering loudly if Apple were to clean those up. What I could do is make the consolidated app non-free and allow one free in-app download, let the user pick a map, but I would require API support for this to prevent people from deleting the app, reinstalling it, and downloading another free map. Again something that Apple would have to change for me to work. And even if you did so, there would still be the keyword problem.

Then there's the requests by users. You're telling me to stop uploading apps, but what do I tell people who email me with requests? Some of these requests have become best-sellers for me, and I get a few every week. If you want, I can send you some email addresses of people who have been very happy with my support of their requirements.

I understand you cannot talk about future changes to the way the app store works. I expect a lot of effort is being put in things I see only rumors about - perhaps I will know more after the September 1 event. This probably means you cannot tell me if the above suggestions are even considered, let alone accepted or rejected by Apple. This may put you, or even both of us in a bit of an awkward situation in this discussion, because I may be urging for things already accepted or rejected. I can let you know that anything I am told of future changes in any Apple product I consider to be confidential and under non-disclosure, even if not directly told by an Apple employee. If it helps the discussion for you I am willing to sign a non disclosure on this subject. I also realize that if you cannot do such a thing you're also not going to be able to respond at all to this paragraph. That's fine, I just want you to know the option is there.

As to your question on how far down I would be willing to consolidate: down to a number that is as low as possible. If the findability of the 700 City Maps I mention above is fixed, if I see sales go up to numbers that match the sales of the standalone apps, I will immediately start removing lots of maps from the app store. The less apps I have to maintain, the better it is for me. In an ideal world, that number would be one. It's likely that there's a small set of best sellers where it would make sense to keep the stand alone versions along with the consolidated app, but then you're talking numbers lower than 50 or 100 or so. We'll cross that bridge when we get there. The first thing that needs to be done is that people will actually find and download the 700 City Maps app. The next thing after that, but that's probably in-line with your other cleanup work in the app store, is that the image of a free app needs to improve - but that's far less urgent than the problem that people are currently not finding the app.

And in closing, I would really hope that this is a simple fix on your end:

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Richard, please feel free to give me any feedback at all, and feel free to have people in your team do the same. I want the same thing as Apple here, but it looks like I've done on my end everything that can be done.

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