

Subject: Fwd: Valve Steam Link

From: "Cameron Rogers" <[Confidential]>

Received(Date): Wed, 30 May 2018 16:41:42 +0000

To: "Phil Schiller" <[Confidential]>

Date: Wed, 30 May 2018 16:41:42 +0000

Hi Phil,

I think I understand our position on SteamLink now with regards to IAP and UGC, but I just want to point out that it still isn't obvious to people inside the company that work directly on the App Store. I think few people understand the subtleties of the rules as well as you do.

Sent from my iPhone

Begin forwarded message:

From: Mark Hickey <[Confidential]>

Date: May 29, 2018 at 3:42:50 PM PDT

To: "Michael A. Wong" <[Confidential]>, Paul Ramsbottom <[Confidential]>, Mark Grimm <[Confidential]>, Nicola Sebastiani <[Confidential]>, Bryan Johns <[Confidential]>

Cc: Shaan Pruden <[Confidential]>, Cameron Rogers <[Confidential]>

Subject: Re: Valve Steam Link

From my understanding the app was just supposed to allow you to browse the games you already own and not access the Steam Store itself (or to transact within it). I'm not sure why launching a game I already own from within the Steam Link app would violate policy. From a functionality standpoint, there seems to be little difference between what Steam Link does and a standard remote access/VMWare app, of which there are plenty on the App Store.

Do we know specifically which App Review guidelines they are in violation of?

Thanks,

Mark

Mark Hickey | App Store Business Manager, Games | M: [Confidential]

[Confidential]

Testflight [Confidential]

[App Store Developer Portal](#)

On 5/29/18 2:53 PM, Michael A. Wong wrote:

Valve Stakeholders:

As you probably saw, we put our perspective on the Steam Link rejection via Phil's reply to customer emails.

<https://appleinsider.com/articles/18/05/26/apples-phil-schiller-confirms-steam-link-ios-app-failed-to-meet-app-store-guidelines>

"We've discussed these issues with Valve and will continue to work with them to help bring the Steam experience to iOS and Apple TV in a way that complies with the store's guidelines."

The direction is clear even though the destination is not.

The question remains how/if the Steam Link app can be made compliant to the App Store guidelines and if we think there is a way forward from an App Review perspective. The only idea I came up with was allowing the app to only stream a game once initiated from the PC/Mac. There would be no browsing of the Steam catalog, regardless if the app is in the customer's own local library.

If you have any other ideas, let's get them together and I'll run them by App Review and see what the road forward looks like before we contact Valve.

Thanks.

Michael