# Apple Pty Ltd

# Further information regarding Developer Relations

**Overview**

1.      Apple understands that the Commission has received submissions from certain app developers concerning their ability to engage with Apple in the app review process.

2.      As outlined in our meeting of 23 February 2021, Apple is surprised to hear that developers have legitimate concerns about their ability to engage with Apple in the app review process in circumstances where the purpose of app review is to ensure the quality of apps on the App Store and Apple invests significant time and resources in engaging with developers directly to work together to achieve that shared goal.

3.      Apple would therefore like to provide further information to the Commission to assist it in assessing the veracity of the concerns raised by developers in their submissions.
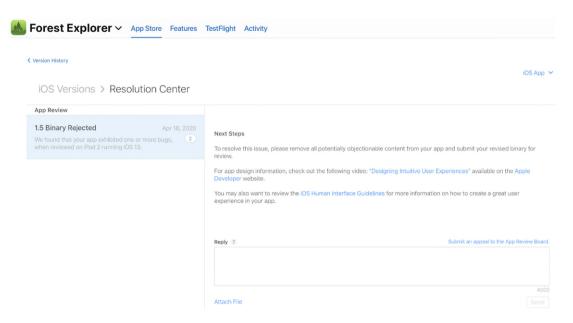
**Developer touchpoints throughout the App Review process**

4.      App Review is the human-led process of reviewing apps submitted to the App Store to ensure they are reliable, perform as expected, respect user privacy, and are free of objectionable content.

5.      Apple reviews 73% of prospective apps within 24 hours of being submitted by a developer.  If an app is rejected, Apple provides the following information to the developer:

(a)      the reason for the rejection;

(b)      the specific App Store Review Guideline(s)[1] (**Guidelines**) that were not complied with;

(c)      a description of why the Guideline(s) were not complied with, by reference to the operation of the app.

6.      This information is fed to developers through App Store Connect which is a portal for developers to communicate with Apple, manage their apps on the App Store, and access resources and information.[2]

7.      If an app is rejected, developers are able to correspond with the Apple team member who reviewed the app via App Store Connect.  Below is a screenshot of the Resolution Centre within App Store Connect where developers communicate with Apple about the App Review process:

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[1] See https://developer.apple.com/app-store/review/guidelines/

[2] See https://help.apple.com/app-store-connect/#/dev300c2c5bf

8.      Developers also have the option to make a formal appeal to the App Store Review Board. This is comprised of senior app reviewers with a high degree of experience in reviewing apps. The Board will review the app afresh and provide the developer with their response.

9.      The main purpose of the App Review process is to protect consumers from fraudulent, non-functioning, malicious or scam apps.  Central to the App Review process is the protection of our consumers' privacy and security.  That is why the App Review process is iterative and some apps may require multiple rounds of submission before Apple is satisfied the app meets all of the Guidelines.

**Additional ways developers can get support**

10.     In addition to communicating with developers through the App Review process, Apple has a number of other touchpoints with developers in a one-to-one context.

*Developer Relations team*

11.     Apple operates a worldwide telephone support line for developers who have enquiries about topics such as app submission and management, enrolment and membership, and analytics. This support line is available in all 175 countries where the Apple App Store is present and, on average, facilitates 1,000 calls per week.

12.     Apple also has local Developer Relations teams who act as on-the-ground primary points of contact for developers to communicate and provide feedback to Apple, which is passed on to relevant teams within Apple.  Our locally-based Developer Relations teams are in constant communication with developers about new apps and features, and work with developers to find solutions.

13.     Specifically, Apple's Australian Developer Relations team works with developers to provide support and guidance, including (but not limited to):

(a)      creating apps in Australia and New Zealand for iOS;

(b)      the tools and features provided by Apple Inc to enhance and improve the development, and updating, of apps which developers eventually submit for App Review, to be made available on the Australian App Store; and

(c)      matters relating to platform technologies and app design.

*Content Services team*

14.     Members of Apple's content services team also regularly meet with developers together with the Developer Relations team to assist developers to understand how Apple content services, including the Australian App Store, work and how best to maximise user engagement with developers' apps.  By way of example, the content services team advise developers from time to time on strategies to optimise the ease of user experience in an app based on Apple's experience with what has worked well which may increase user satisfaction with an app.