

17 June 2008

By: Filip Truta, Apple News Editor



App Store Pricing, File Size and Other Limitations Disclosed

Leaked info about Apple's upcoming distribution service for iPhone

New details have emerged about the pricing and policies of [Apple's](#) upcoming distribution service for apps on the [iPhone](#), the App Store. People familiar with Apple's plans claim huge differences between the lowest priced app and the most expensive pricing available to developers (\$999.99), while maximum file size and other limitations are in order as well. AppleInsider seemingly had some pictured proof of the details recently disclosed, but Apple's attorneys had them removing "the photographs and all non-public information" from the article. That's OK, this acts as further evidence that the information was accurate. 2GB, probably imposing some content-based restrictions for creative developers, is the maximum size allowed for apps making their way onto the App Store, the website claims. It hasn't been confirmed whether this is a technical limitation or not, but developers talking to Apple say the submission interface will offer a "significant amount of control over how and where apps are delivered," the article reads. A web-based portal is also going to be available for developers, allowing them to manage a large number of "business and store presentation elements," but also to "set the compatibility of the app with the iPod touch, the global regions where programs should be distributed, and even game content ratings that roughly match American and European standards, warning parents of particularly sexual or violent content during play." Not surprisingly, Apple will not endorse the distribution of apps and games bearing an "adult" rating, "those knowledgeable of the company's policies say." As far as pricing goes, developers can either release the software for free download, in which case they'll get just a few rounds of applause, or charge iPhone owners as little as 99 cents to as much as \$999.99, in which case they get a 70 percent cut. Apple gets the remaining 30 percent, to use for maintenance of the App Store. Keeping in mind that Apple has officially dated the launch of the App Store for "early July," while everyone who has spoken to the company directly or is familiar with the App Store submission process says July 11, we can all expect the service to launch on the same day iPhone 3G is released (July 11).