

Subject: Fwd: App Store Search Changes (iOS)

From: "Philip Schiller" [Confidential]

Received(Date): Fri, 06 Nov 2015 03:24:39 +0000

To: "Eddy Cue" [Confidential], "Matt Fischer" [Confidential], "Phillip Shoemaker" [Confidential], "Ron Okamoto" [Confidential], "C.K. Haun" [Confidential]

Cc: "Greg Joswiak" [Confidential], "Brian Croll" [Confidential]

Date: Fri, 06 Nov 2015 03:24:39 +0000

FYI

Begin forwarded message:

From: [Confidential]

Date: November 5, 2015 at 7:32:41 PM EST

To: Philip Schiller [Confidential]

Subject: App Store Search Changes (iOS)

Phil,

The App Store Search changes introduced earlier this week made finding quality apps even harder than it was. As you know, most non-VC backed companies that are trying to make money selling apps, do rely on search for app discoverability. The app economy is such, that it is not possible to advertise your way into profits, even at scale. Quick and relevant search is vital. It's never been perfect, but the latest changes made bad situation worse. Here's an example:

Consider [Tweetbot for Twitter](#). As you may know, this is an incredibly popular and well made app. If you go to the App Store on your iPhone and search for "twitter", Tweetbot never shows up. The apps that do show up now, often times have nothing to do with Twitter, for example, emoji apps, wallpaper apps etc. Further, the apps that do appear at the top, are often abandoned apps that are no longer maintained, for example, [Tweeter](#) (at #10). This is a horrible app, with horrible ratings that hasn't been refreshed since 2008.

This is obviously just one example, but it demonstrates the essence of the problem.

Our apps have literally been obliterated from search. We used to rank high on our target search terms, and we have been updating our apps regularly for the past 7 years. These recent App Store changes have effectively put us out of business, overnight.

Regards,

Confidential