

Apple TV Channels - Reporting User Guide

About Sales and Trends

[Sales and Trends](#) provides next-day sales, streams, and subscription data so that you can measure the performance of your Apple TV Channels. Data in Sales and Trends is recorded when a customer initiates a transaction or streams video content. You can download this data within the Reports page in Sales and Trends.

Download and View Reports

You can download Sales and Trends reports directly from App Store Connect. You can also automate downloading of reports using [Reporter](#).

1. From the iTunes Connect homepage (itunesconnect.apple.com), click Sales and Trends.
2. On the left side, choose Sales and Trends Reports.
3. Scroll to the Report that you want to download.
4. Choose a vendor and date or report period.
5. Click Download.
6. Unzip the compressed gzip (.gz) file by opening it or using a utility.
On macOS, double-click on the compressed gzip (.gz) file to unzip it.
7. Open the extracted tab-delimited text (.txt) file in a spreadsheet application.
On macOS, control-click the tab-delimited text (.txt) file to open a shortcut menu and select Open With. Or right-click to open a shortcut menu on Windows.

Report File Names

The file names for downloaded reports follow the naming convention below:

| | Report Name | Naming Convention | Example |
|---|--------------------------------------|---|---|
| 1 | Apple TV Channel Sales | AppleTVChannels_Summary_Sales_[Date_Type]_[Vendor_Number]_[Reporting_Date] | AppleTVChannels_Summary_Sales_W_12345678_20190701 |
| 2 | Apple TV Channels Streams | AppleTVChannels_StreamsSummary_[Date_Type]_[Vendor_Number]_[Reporting_Date] | AppleTVChannels_StreamsSummary_D_12345678_20190701 |
| 3 | Apple TV Channel Subscription | AppleTVChannels_SubscriptionSummary_[Vendor_Number]_[Reporting_Date] | AppleTVChannels_SubscriptionSummary_12345678_20190701 |
| 4 | Apple TV Channels Subscription Event | AppleTVChannels_Subscription_Event_[Vendor_Number]_[Reporting_Date] | AppleTVChannels_Subscription_Event_12345678_20190701 |

Reporter Commands

Reporter is a command line tool that allows you to automate your downloads. Please read the [Reporter](#) guide to get set up, and then refer back to this section for the specific Apple TV Channel commands.

```
$ java -jar Reporter.jar p=[properties file] Sales.getReport [vendor number], [report type], [report subtype], [date type], [date],[version]
```

| | Report Name | Report Type | Report Sub Type | Date Type | Date format |
|---|--------------------------------------|------------------------------------|-----------------|--------------------------------|------------------------|
| 1 | Apple TV Channel Sales | AppleTVChannelsSales | Summary | Daily, Weekly, Monthly, Yearly | YYYYMMDD, YYYYMM, YYYY |
| 2 | Apple TV Channels Streams | AppleTVChannelsStreams | Summary | Daily, Weekly | YYYYMMDD |
| 3 | Apple TV Channel Subscription | AppleTVChannelsSubscriptionSummary | Summary | Daily | YYYYMMDD |
| 4 | Apple TV Channels Subscription Event | AppleTVChannelsSubscriptionEvent | Summary | Daily | YYYYMMDD |

Report Contents

Apple TV Channels Sales Report

This report contains aggregated sales data (minus refunds) from Apple TV Channels subscription purchases. It is available on a daily, weekly, monthly, and yearly basis.

| | Field Name | Data Type | Notes |
|----|----------------------|-----------|--|
| 1 | Provider | String | The service provider in your reports (this will always be Apple). |
| 2 | Provider Country | String | The service provider country code (this will always be US). |
| 3 | Begin Date | Date | The start date of your sales summary date range (format YYYY/MM/DD). |
| 4 | End Date | Date | The ending date of your sales summary date range (format YYYY/MM/DD). |
| 5 | Title | String | The title of the content being purchased. |
| 6 | Apple Identifier | Big Int | Unique Apple identifier for the given piece of content. |
| 7 | Units | Big Int | The aggregate number of units sold. |
| 8 | Customer Price | Decimal | The price per unit billed to the customer. |
| 9 | Customer Currency | String | Three-character ISO code indicating the customer's currency. |
| 10 | Proceeds | Decimal | The amount you receive per unit. This is the Customer Price minus applicable taxes and Apple's commission. |
| 11 | Currency of Proceeds | String | The currency in which your proceeds are earned. |
| 12 | Country Code | String | Two-character ISO country code indicating the App Store territory for the purchase. |
| 13 | Device | String | Type of device used for purchase or redownload: Mobile, TV, or Desktop. |

Sample Apple TV Channel Sales Report

In the report below, three sales took place: one each on TV, mobile, and desktop. The customer price, proceeds, and country of purchase are listed as well.

The following columns are purposely excluded for clarity: Provider, Provider Country, Channel Partner, Customer Currency, and Currency of Proceeds.

| | Begin Date | End Date | Title | Units | Customer Price | Proceeds | Country Code | Device |
|---|------------|------------|----------------|-------|----------------|----------|--------------|---------|
| 1 | 2018-07-09 | 2018-07-09 | Apple Channels | 1 | 15.99 | 10.99 | US | TV |
| 2 | 2018-07-09 | 2018-07-09 | Apple Channels | 1 | 15.99 | 10.99 | US | Mobile |
| 3 | 2018-07-09 | 2018-07-09 | Apple Channels | 1 | 15.99 | 10.99 | US | Desktop |

Apple TV Channels Streams Report

These are daily and weekly reports containing aggregated streaming data from Apple TV Channels.

| | Field Name | Data Type | Daily/ Weekly | Notes |
|----|-------------------|-----------|---------------|--|
| 1 | DateStamp | Date | Daily | Datestamp when the stream occurred (format MM/DD/YYYY) in local time. |
| 2 | Ingest Datestamp | Date | Daily | Datestamp when the stream was reported to Apple (format MM/DD/YYYY) in UTC. |
| 3 | Begin Date | Date | Weekly | 'Begin Date' will represent the start of the week (Monday) |
| 4 | End Date | Date | Weekly | 'End Date' will represent the end of the week (Sunday) |
| 5 | Apple Identifier | Big Int | Both | Unique Apple identifier for the given piece of content. |
| 6 | Vendor Identifier | Big Int | Both | Unique Vendor identifier for the given piece of content. |
| 7 | Content Type | String | Both | The type of programming that was streamed (for example, Movie, Episode, Live). |
| 8 | Series Name | String | Both | When Content Type = Episode, this will include the name of the Series that was streamed as provided when content was delivered. |
| 9 | Season | Int | Both | When Content Type = Episode, this field will show the Season number that was streamed as provided when content was delivered. |
| 10 | Episode | Int | Both | When Content Type = Episode, this field will show the Episode number that was streamed as provided when content was delivered. |
| 11 | Title | String | Both | The title of the Movie or Episode that was streamed as provided when content was delivered. |
| 12 | Subscription Name | String | Both | Subscription used at the time of streaming. This will include the name of the Channel as well as the duration of the subscription (for example, Channel Name, 1 Month). |
| 13 | Subscription Mode | String | Both | Subscription status at the time of streaming (for example, Paid, Trial). |
| 14 | Country | String | Both | The two-character ISO country code that indicates in which territory the subscription was purchased (for example, US). |
| 15 | Device | String | Both | The type of device from which the stream occurred (for example, Mobile, Desktop, TV). |
| 16 | End Reason Type | String | Both | Indicates the reason streaming ended (for example, Completed, Paused, Manually Changed, Other). |
| 17 | Time Bucket | Int | Daily | The hour of the day in local time in which streaming occurred. Values between 1 and 24. |
| 18 | Offline | Int | Both | Indicates that the stream occurred while the device was offline (for example, downloaded content). Possible values include: 0 = Online 1 = Offline |
| 19 | Streams | Big Int | Both | The number of streams. |
| 20 | Total Uniques | Big Int | Both | The number of unique viewers. |
| 21 | Viewing Time | Big Int | Both | The duration of playback (in seconds). |
| 22 | Completion Decile | Int | Daily | The point in a program in which streaming ended. Possible values include: 0 = <10% 1 = 10% - 20% 2 = 20% - 30% 3 = 30% - 40% 4 = 40% - 50% 5 = 50% - 60% 6 = 60% - 70% 7 = 70% - 80% |

| | | | | |
|----|---------------|--------|------|---|
| | | | | 8 = 80% - 90% 9 = 90% - 100% |
| 23 | First Streams | String | Both | Indicates whether the streams are the first stream a user generated after signing up for a subscription. Streams from free trial users are included. Individual customers can have multiple first streams if they sign up for multiple subscriptions, but only one first stream per subscription. |

Sample Apple TV Channels Streams Report

In the example below, a total of 50 subscribers watched the Pilot, and 50 watched Movie 1. Users in a paid subscription completed more of the content than users in a trial. For 10 unique users, the Pilot episode was the first stream they watched after signing up for the subscription.

The following columns are purposely excluded for clarity: Ingest Datestamp, Vendor Identifier, Content Type, Series Name, Season, Episode, Subscription Name, Country, Device, and Offline.

| | DateStamp | Apple Identifier | Title | Subscription Mode | End Reason Type | Time Bucket | Streams | Total Uniques | Viewing Time | Completion Decile | First Streams |
|---|------------|------------------|-------|-------------------|-----------------|-------------|---------|---------------|--------------|-------------------|---------------|
| 1 | 2018-07-09 | 987654321 | Pilot | Trial | Complete | 9 | 100 | 25 | 600 | 9 | |
| 2 | 2018-07-09 | 987654321 | Pilot | Trial | Complete | 9 | 10 | 10 | 60 | 9 | Y |
| 3 | 2018-07-09 | 918273645 | Pilot | Paid | Paused | 12 | 100 | 25 | 600 | 5 | |
| 4 | 2018-07-09 | 848892969 | Movie | Trial | Complete | 15 | 100 | 25 | 600 | 9 | |
| 5 | 2018-07-09 | 779512293 | Movie | Paid | Other | 18 | 100 | 25 | 600 | 5 | |

Apple TV Channels Subscription Summary Report

This report provides an overview of how your subscribers are distributed on a daily basis.

| | Field Name | Data Type | Notes |
|---|--------------------------------|-----------|---|
| 1 | Subscription Name | String | Title of the subscription. |
| 2 | Subscription Apple ID | Big Int | Apple ID of your subscription. |
| 3 | Subscription Duration | String | Duration of the subscription. (for example: 1 Month) |
| 4 | Subscription Sub Type | String | Indicates if the user is on a Trial. |
| 5 | Subscription Sub Type Duration | String | Duration of the Trial. |
| 6 | Device | String | Type of device used to purchase subscription. (for example: Mobile, Desktop, TV) |
| 7 | Country | String | Two-character ISO country code indicating the territory for the purchase. |
| 8 | Current Subscription State | String | Indicates the type of subscription subscribers are on. (for example: Standard Price, Trial) |
| 9 | Subscription Count | Int | Number of subscriptions in that state. |

Sample Apple TV Channels Subscription Summary Report

In the report below, there are subscribers from two countries, US and CA, that originated from three devices, Mobile, Desktop, and TV. Overall, there are 20 customers in a standard price subscription, and 18 in a free trial. Each of those free trials is the 1-month trial.

| | Subscription Name | Subscription Duration | Subscription Sub Type | Subscription Sub Type Duration | Device | Country | Current Subscription State | Total |
|---|---------------------------|-----------------------|-----------------------|--------------------------------|---------|---------|----------------------------|-------|
| 1 | Apple TV Channels 1 Month | 1 Month | | | Mobile | US | Standard Price | 5 |
| 2 | Apple TV Channels 1 Month | 1 Month | | | Desktop | CA | Standard Price | 6 |
| 3 | Apple TV Channels 1 Month | 1 Month | Free Trial | 1 Month | TV | US | Introductory Price | 8 |
| 4 | Apple TV Channels 1 Month | 1 Month | Free Trial | 1 Month | Desktop | US | Introductory Price | 10 |
| 5 | Apple TV Channels 1 Month | 1 Month | | | TV | US | Standard Price | 4 |
| 6 | Apple TV Channels 1 Month | 1 Month | | | TV | CA | Standard Price | 2 |
| 7 | Apple TV Channels 1 Month | 1 Month | | | Desktop | CA | Standard Price | 3 |

Apple TV Channels Subscription Event Report

This report shows how your customers are moving through the subscription lifecycle on a daily basis.

| | Field Name | Data Type | Notes |
|----|--------------------------------|-----------|--|
| 1 | Event Date | Date | Date the event occurred. |
| 2 | Event Name | String | Type of event that occurred. See below for different types. |
| 3 | Subscription Name | String | Title of the subscription. |
| 4 | Subscription Apple ID | Big Int | Apple ID of your subscription. |
| 5 | Base Subscription Duration | String | Duration of the subscription. (for example: 1 Month) |
| 6 | Subscription Sub Type | String | Indicates if the user is on a Trial. |
| 7 | Subscription Sub Type Duration | String | The duration of the subscription trial. |
| 8 | Current Start Month | Date | Month that the user signed up for their subscription. |
| 9 | Device | String | Type of device used to purchase subscription. (for example: Mobile, Desktop, TV) |
| 10 | Country | String | Country where the subscription was purchased. |
| 11 | Quantity | Int | Number of subscription events. |

Subscription Events

Below is the list of events that will be available in the Subscription Event Report.

| | Event Name | Description |
|----|--------------------------------------|--|
| 1 | Subscribe | Initial subscription start. Includes Trial or Paid. |
| 2 | Conversion | Subscription Conversion from Introductory Price to Standard Price. |
| 3 | Renewal | Renewal of a subscription at the same price. |
| 4 | Refunds | A subscription refund. |
| 5 | Cancel | Subscription cancellation event. |
| 6 | Resubscribe | Subscription that was previously expired but is now active. |
| 7 | Billing Retry from Grace Period | Apple was unable to complete the transaction of renewing a subscription during Billing Grace Period window due to a billing issue. |
| 8 | Canceled from Grace Period | Apple was unable to complete the transaction within the Billing Grace Period window and the subscription was canceled. |
| 9 | Renewal from Grace Period | Apple successfully completed the transaction within the Billing Grace Period window and renewed to a standard paid subscription. |
| 10 | Introductory Price from Grace Period | Apple successfully completed the transaction within the Billing Grace Period window and renewed to an introductory offer. |

| | | |
|----|---------------------------------------|--|
| 11 | Grace Period from Introductory Price | Apple was unable to complete the transaction of renewing an introductory offer subscription due to a billing issue, and the subscription enters the Billing Grace Period window. |
| 12 | Grace Period from Standard Price | Apple was unable to complete the transaction of renewing a standard paid subscription due to a billing issue, and the subscription enters the Billing Grace Period window. |
| 13 | Introductory Price from Billing Retry | Apple successfully completed the transaction and renewed to a subscription with an introductory offer. |
| 14 | Renewal from Billing Retry | Apple successfully completed the transaction and renewed the subscription. |
| 15 | Canceled from Billing Retry | Apple was unable to complete the transaction and the subscription is canceled. |
| 16 | Billing Retry from Standard Price | Apple was unable to complete the transaction of renewing a subscription due to a billing issue. |
| 17 | Billing Retry from Introductory Price | Apple was unable to complete the transaction of renewing an introductory offer due to a billing issue. |

Sample Subscription Event Report

In this example, two users subscribed to a free trial, one converted from a free trial to a standard price, two renewed their subscription, two canceled, and two re-subscribed after a cancellation.

| | Event Date | Event Name | Subscription Name | Base Subscription Duration | Subscription Sub Type | Subscription Sub Duration | Current Start Month | Country | Total |
|---|------------|------------------------------|---------------------------|----------------------------|-----------------------|---------------------------|---------------------|---------|-------|
| 1 | 2018-07-09 | Subscribe | Apple TV Channels 1 Month | 1 Month | Free Trial | 1 Week | July 2018 | US | 1 |
| 2 | 2018-07-09 | Subscribe | Apple TV Channels 1 Month | 1 Month | Free Trial | 1 Week | July 2018 | US | 1 |
| 3 | 2018-07-09 | Conversion to Standard Price | Apple TV Channels 1 Month | 1 Month | | | July 2018 | US | 1 |
| 4 | 2018-07-10 | Renew | Apple TV Channels 1 Month | 1 Month | | | July 2018 | US | 1 |
| 5 | 2018-07-09 | Renew | Apple TV Channels 1 Month | 1 Month | | | July 2018 | US | 1 |
| 6 | 2018-07-10 | Cancel | Apple TV Channels 1 Month | 1 Month | | | May 2018 | US | 1 |
| 7 | 2018-07-10 | Cancel | Apple TV Channels 1 Month | 1 Month | Free Trial | 1 Week | July 2018 | US | 1 |
| 8 | 2018-07-09 | Re-subscribe | Apple TV Channels 1 Month | 1 Month | | | July 2018 | US | 1 |
| 9 | 2018-07-09 | Re-subscribe | Apple TV Channels 1 Month | 1 Month | | | July 2018 | US | 1 |

Financial Report

Payments and Financial Reports provides information on final payments made to you based on closed transactions and finalized proceeds using the Apple fiscal calendar. Financial reports only include paid transactions where we are able to collect payment from the customer.

| | Field Name | Data Type | Notes |
|----|--|-----------|--|
| 1 | Start Date | Date | This is the period start date, based on Apple's fiscal calendar. |
| 2 | End Date | Date | This is the period end date, also based on Apple's fiscal calendar. |
| 3 | UPC | String | This field is not applicable. This will display as blank. |
| 4 | ISRC / ISBN | String | This field is not applicable. This will display as blank. |
| 5 | Vendor Identifier | String | This is the "SKU" that was provided for an app. |
| 6 | Quantity | Int | Aggregated number of units sold. |
| 7 | Partner Share | Decimal | The proceeds you receive per unit. This is the Customer Price minus applicable taxes and Apple's commission, per Schedule 2 of your Paid Applications agreement. |
| 8 | Extended Partner Share | Decimal | Quantity multiplied by Partner Share. |
| 9 | Partner Share Currency | String | Three-character ISO code for the currency of the amounts earned. |
| 10 | Sale or Return | String | S indicates a Sale, R indicates a Return |
| 11 | Apple Identifier | BigInt | Apple ID, a unique identifier automatically generated for your app when you add the app to your account. You can view this property in the App Information section in App Store Connect. This identifier is also used in the URL for the App Store on desktop computers. You can't edit this property. Note: This identifier is not the same as your Apple ID that you use to sign in to App Store Connect and your developer account. |
| 12 | Artist / Show / Developer / Author | String | Your legal entity name. |
| 13 | Title | String | The name you entered for your app as described in App information. |
| 14 | Label / Studio / Network / Developer / Publisher | String | This field is not applicable. This will display as blank. |
| 15 | Grid | String | This field is not applicable. This will display as blank. |
| 16 | Product Type Identifier | String | The type of product purchased. |
| 17 | ISAN / Other Identifier | String | This field is not applicable to developers. This will display as blank. |
| 18 | Country of Sale | String | Two-character ISO code (such as US for the United States) that indicates the country or region for the App Store where the purchase occurred. This is based on the customer Apple ID country or region. |
| 19 | Pre-order Flag | String | "P" or null |
| 20 | Promo Code | String | If the transaction was part of a promotion, a gift, or was downloaded through the Volume Purchase Program for Education, this field will contain a value. |
| 21 | Customer Price | Decimal | The price per unit billed to the customer, which you set for your app or in-app purchase in App Store Connect. *Customer price is inclusive of any applicable taxes we collect and remit per Schedule 2 of the Paid Applications agreement. |
| 22 | Customer Currency | String | Three-character ISO code for the currency type paid by the customer. For example, USD for United States Dollar. |

Best Practices

Estimate monthly earnings before the actual payment using 'Apple TV Channels Sales report'

'Apple TV Channels Sales Reports' under 'Sales & Trends' section (available daily, weekly, monthly, yearly) has 'Proceeds' to help estimate the monthly proceeds before the final payment is done. The 'Financial Reports' under 'Payments & Financial Reports' section has the details which will tie to the payment for the relevant month.

The 'Payments section' has the final payment made for the month

The 'Financial Reports' under 'Payments & Financial Reports' section has the details which will tie to the payment for the relevant month but do not include taxes and exchange rates. 'Payments section' under 'Payments & Financial Reports' section has the payment for the relevant month including taxes and exchange rates.

Understanding 'Subscription count' in the 'Apple TV Channels Subscription Summary Report'

'Subscription count' gives the exact count of subscriptions in an active (Introductory Price/ Standard Price) or error (Billing retry/ Grace Period) state as of the selected date from launch.

Understanding subscriber's lifecycle using 'Event Name' in 'Apple TV Channels Subscription Events Report'

'Event Name' indicates the subscriber's movement across the subscription life cycle. Data from multiple days for an 'Event' helps you understand subscriber's subscription pattern.

Understanding subscribers streaming pattern based on 'Datestamp' in the 'Apple TV Channels Streams Report'

'Datestamp' indicates when the streaming has occurred in the subscribers local time. This helps in identifying the most viewed content on a particular day. In order to identify all the streams viewed on a particular day, download 'Apple TV Channels Streams Report' a day before the intended day (as the streams collected from different time zones have to be included) and 3 days after the intended date (to cover late arriving streams which subscribers have viewed when the device was offline).

Understanding subscribers content viewing behavior based on the 'End reason type', 'Viewing time' and 'Completion decile' in the 'Apple TV Channels Streams Report'

'End reason type' indicates the reason why subscribers have stopped viewing the content. 'Viewing time' indicates the time subscribers have viewed the content and 'completion decile' indicates the percentage of content viewed before ending it.

Understanding subscribers content viewing preferences based on the 'Time bucket' and 'Device status' in the 'Apple TV Channels Streams Report'

'Time bucket' indicates the hour of the day when subscribers view the content and 'Device status' indicates subscribers preferred viewing habit, online or offline (by downloading).

Understanding the ratio between 'Streams' and 'Uniques' in 'Apple TV Channels Streams Report'

'Uniques' defines the no. of unique users who have streamed a piece of content. A unique user can stream a piece of content multiple times in a day and streams from all the subscribers are collated under 'Streams'.

Understanding 'First Streams' in the 'Apple TV Channels Streams Report'

'First Streams', defines the first piece of content viewed by the subscribers after signing up for a subscription including trial.

Appendix

1. 'Payments section' and 'Financial Reports'

App Store Connect Payments and Financial Reports Anne Johnson Example Company 1

Example Company 1 Vendor # 1234567 January, 2018 Financial Reports Create Reports

3,236,342.62 USD **231,525** **March 8, 2018**
EXAMPLE BANK 1 - ****52329 Total Units Sold Paid

Updated March 7, 2018

| Region or Type | Units Sold | Earned | Taxes and Adjustments | Total Owed | Exchange Rate | Proceeds |
|----------------------------|------------|------------|-----------------------|------------------|---------------|---------------|
| United Arab Emirates (AED) | 103 | 5,449.58 | 0.00 | 5,449.58 (AED) | 0.27157 | 1,486.66 USD |
| Australia (AUD) | 1,919 | 42,345.76 | 0.00 | 42,345.76 (AUD) | 0.77298 | 36,701.51 USD |
| Bulgaria (BGN) | 9 | 143.44 | 0.00 | 143.44 (BGN) | 0.62722 | 96.24 USD |
| Brazil (BRL) | 320 | 17,748.01 | 0.00 | 17,748.01 (BRL) | 0.31281 | 5,564.93 USD |
| Canada (CAD) | 5,683 | 118,397.67 | 0.00 | 118,397.67 (CAD) | 0.77311 | 91,534.42 USD |

2. 'Apple TV Channels Sales report'

iTunes Connect Sales and Trends

Reports
Payments and Financial Reports

Apple TV Channels Sales Report
Aggregated sales (minus refunds), for the chosen reporting period (such as daily or weekly). The report contains products, customer price, royalty price, and territory of the sale.

Apple TV Channels Streams Report
Daily reports containing aggregated streaming data from Apple TV Channels.

Apple TV Channels Subscription Reports
Two daily reports on your Apple TV Channels subscriptions. Subscription Summary and Subscription Event.

3. 'Apple TV Channels Subscription Events Report' and 'Apple TV Channels Subscription Summary Report'

iTunes Connect Sales and Trends ▾

Reports
Payments and Financial Reports

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4. 'Apple TV Channels Streams Report'

iTunes Connect Sales and Trends ▾

Reports
Payments and Financial Reports

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Aggregated sales (minus refunds), for the chosen reporting period (such as daily or weekly). The report contains products, customer price, royalty price, and territory of the sale.

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