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Assignment #5 Apple iTunes and App Store

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By making our IcU app available in the iTunes Application store, our company will have the opportunity to increase our revenue. While watching movies, listening to music, managing photos and even playing games with both short-distance and long-distance friends or families, IcU users can be involved in live text, audio or video chat at the same time. Our revenue of IcU can be generated through subscription services fees and games sales.

IcU is designed to collaborate two or more customers via most electronic devices on the Internet in real time. Apple’s powerful and respectable ecosystem allows users to enjoy IcU’s service in all IOS devices, from iPhone to iPad to iMac. In order to better users’ playing experience, IcU may recommend some awesome third-party games that are available in Apple Store to users. The key capability of IcU is that it furnishes users with easy connect and collaborate with others based upon the synchronized experience. By downloading IcU platform from App Store and registering for it, a user will share the real-time viewing experience of what they have purchased on iTunes.

Given that the popularity of Apple’s electronic devices such as iPad, iMac, and Apple TV are now in a constant virtuous circle with the thriving developer iTunes’ ecosystem, offering IcU in the APP Store will generate a lot more downloads of the service. We can benefit from monthly or annual subscription service fees as well as the commission rate on games purchases through partnering with third-party vendors. From the business standpoint, offering IcU in the iTunes Application Store is highly marketable.