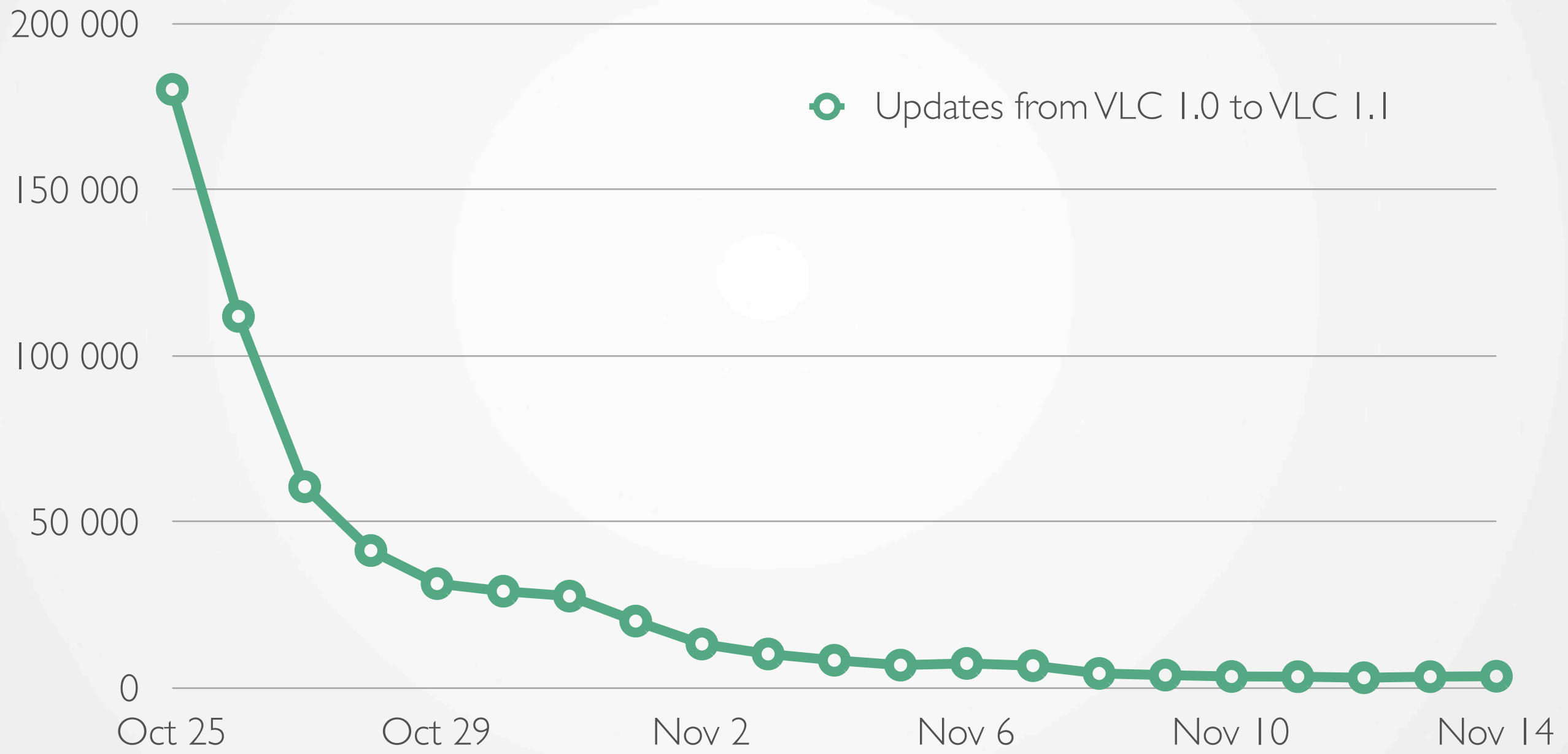


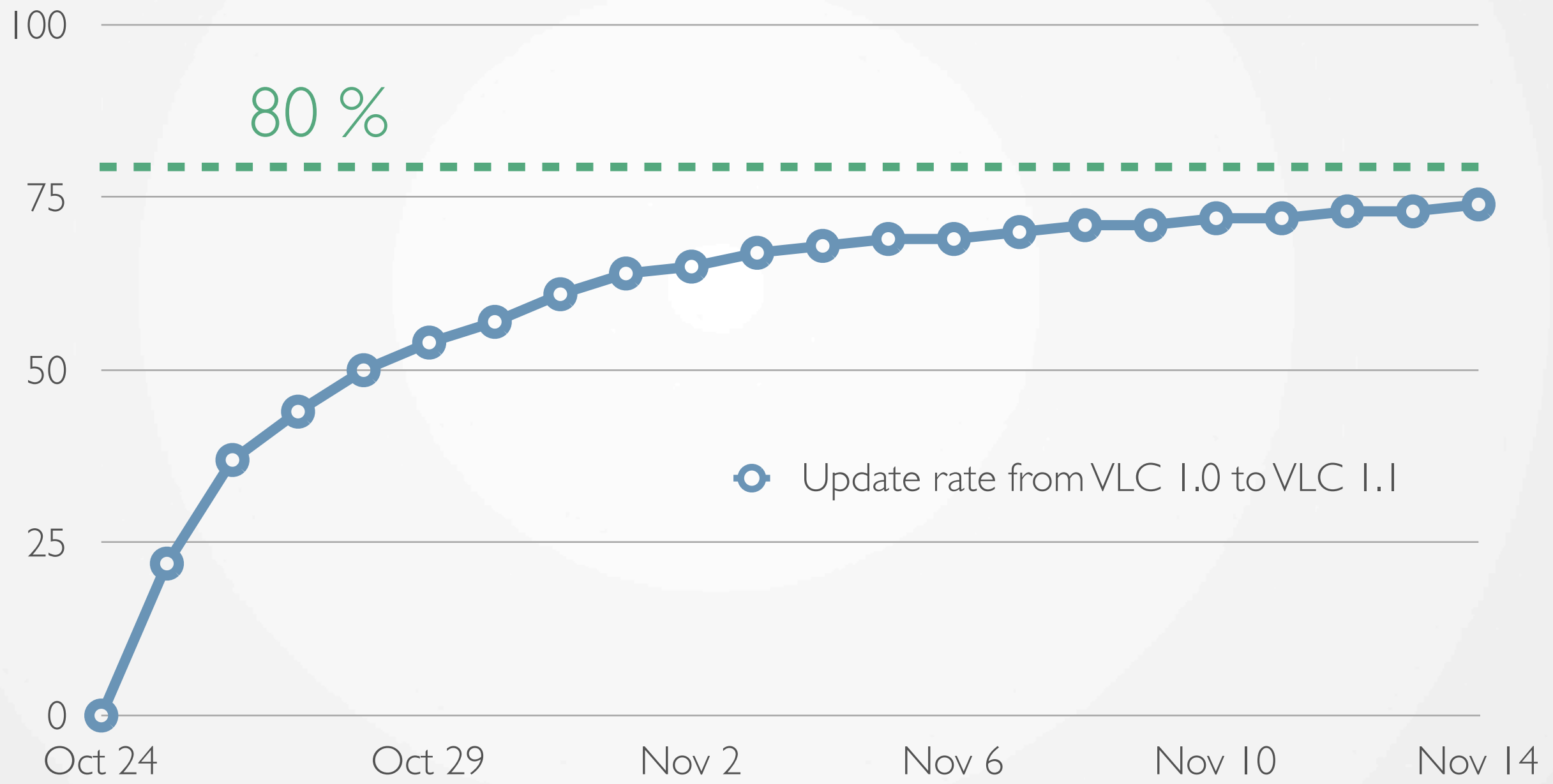
APPLIDIUM

6 AppStore pitfalls, and how to avoid them

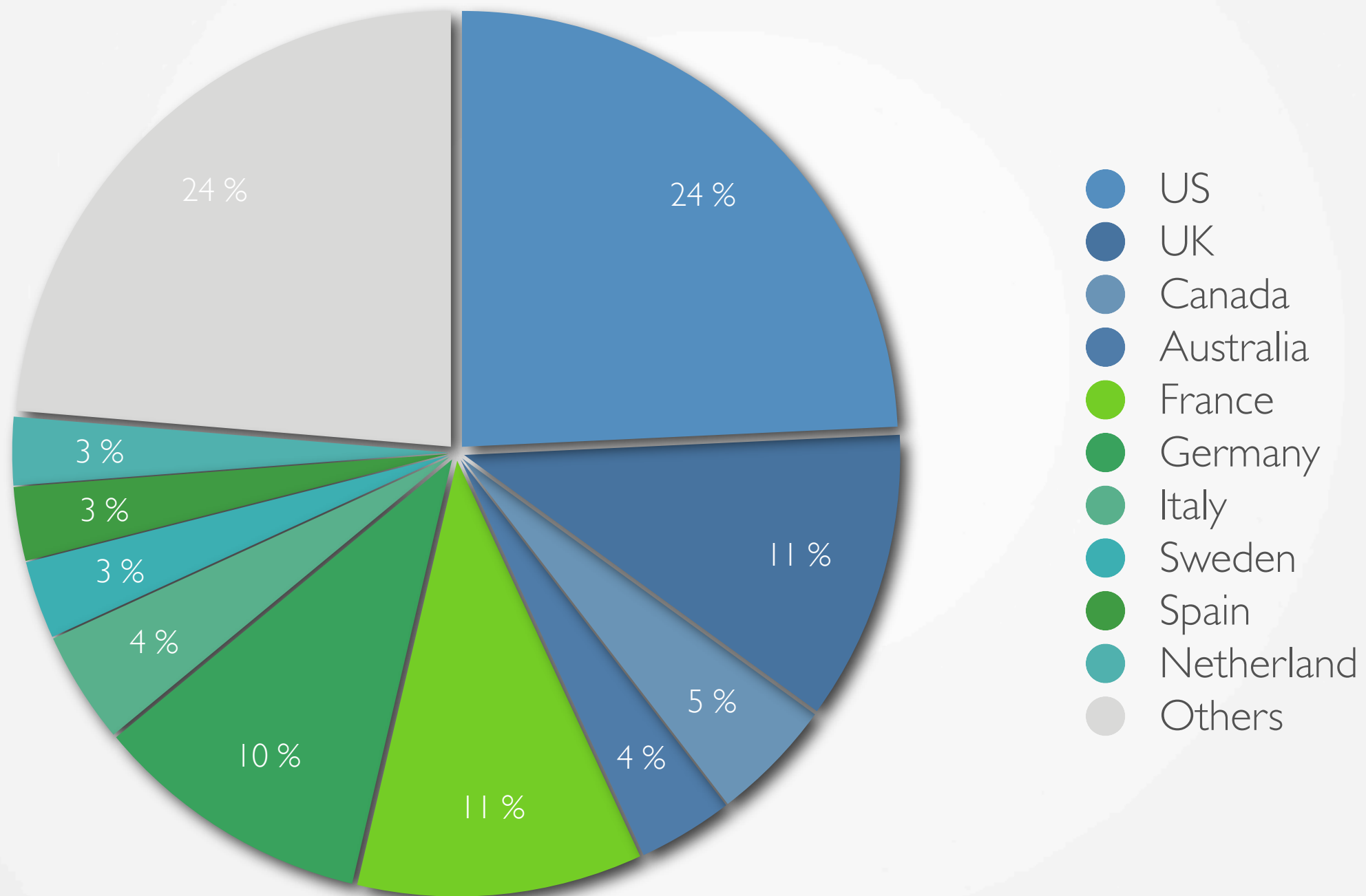
#1 - DO PEOPLE UPDATE?



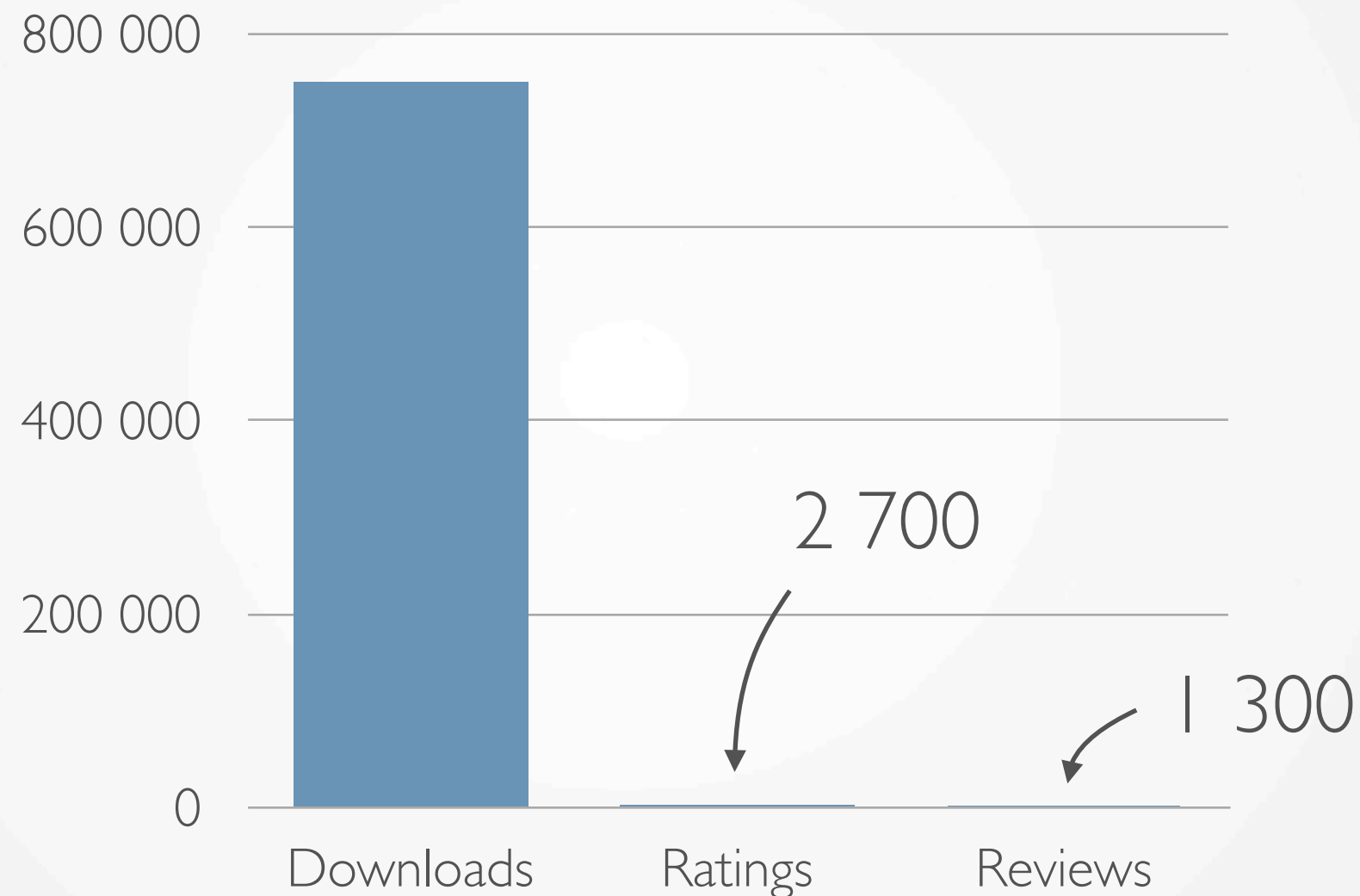
#1 - DO PEOPLE UPDATE?



#2 - SHOULD I LOCALIZE?



#3 - RATINGS ARE OVERRATED






VLC 1.1 on the US AppStore

#4 - WHO CAN GIVE A REVIEW?

- ✓ Users of beta version?
- ✓ Users of deprecated OS version?
- ✓ People who haven't even tried the app?

Anybody who downloads an app can rate it and give it a review

#5 - YOU WILL GET BAD REVIEWS

Remote App	
iBooks App	
MobileMe App	

#6 - FIRST REVIEWS = MOST VISIBLE



APPLIDIUM

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