

Lesson 2: iTunes App Store

Key Terms and Definitions

Term	Definition
In-App Purchase	A purchase made from within a mobile app after the app has been installed. In-App Purchases can include subscriptions, points or bonus game levels.
Metrics	The results obtained by measuring a quantifiable component.
Consumable	A purchase is made for items needed by the user every time he/she wants them. These items cannot be downloaded again for free.
Non-Consumable	One-time purchases that can be transferred to multiple devices authorized under the same iTunes Store account.
Non-Renewing Subscriptions	A new purchase is made when the subscription period ends.
Auto-Renewable Subscriptions	A renewal period is purchased.