

## Lesson 2: iTunes App Store

### Key Terms and Definitions

Term	Definition
<b>In-App Purchase</b>	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.
<b>Metrics</b>	The results obtained by measuring a quantifiable component.
<b>Consumable</b>	A purchase is made for items needed by the user every time he/she wants them. These items cannot be downloaded again for free.
<b>Non-Consumable</b>	One-time purchases that can be transferred to multiple devices authorized under the same iTunes Store account.
<b>Non-Renewing Subscriptions</b>	A new purchase is made when the subscription period ends.
<b>Auto-Renewable Subscriptions</b>	A renewal period is purchased.