



iTunes Affiliate Program

Europe - November 2006

iTunes affiliate program

iTunes background

The iTunes Store

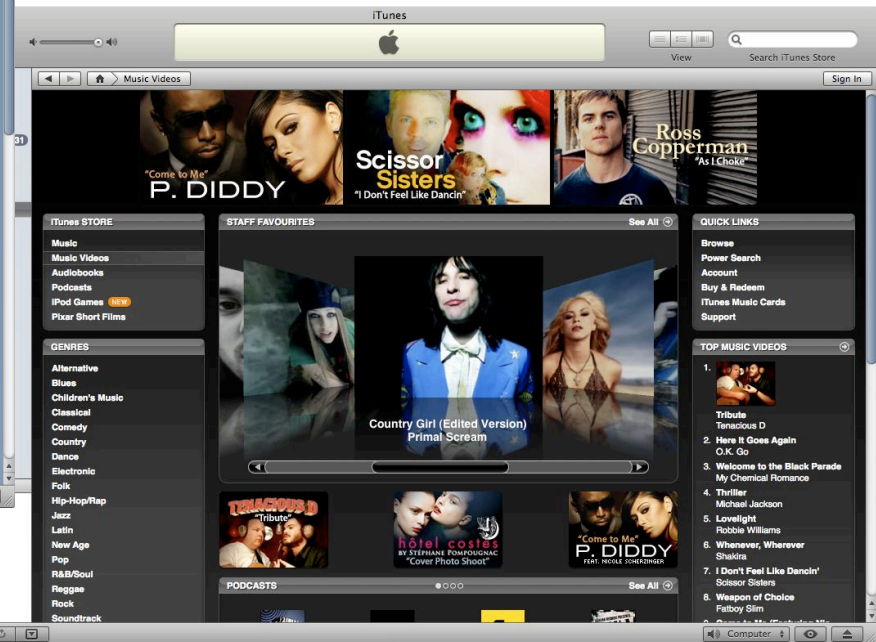
A digital music revolution



- The first iTunes Store launched in the US in April 2003
- iTunes has been a massive success ever since
- Up to date more than 1.5 billion songs have been sold worldwide
- Market leader in all territories

iTunes 7

Complete redesign, new products and great new features



Basic facts

Content

- More than 3 million songs from all 4 major labels and hundreds of independents and catalog is growing every day - by far the largest legal music download selection across Europe and worldwide
- More than 20,000 audiobooks
- More than 65,000 podcasts
- More than 3,500 music videos and the full Pixar shorts range.
- iPod games --> great cross promotion potential with the Applestore
- Exclusive content only available on iTunes is added every week!!!

iTunes affiliate program

Overview

iTunes affiliate program: Overview

More than music!

- Create direct links to any song, album, artist, video, podcast, pixar short, and iPod game within the iTunes Store.

iTunes content adds value to websites and their users

- Access Apple-designed marketing materials for use on the Web, in email, and in online promotions.

Earn commission on sales

- Affiliates earn 4% commission on all revenue generated by links to iTunes on web sites, MySpace pages emails and blogs within a time window of 24 hours.

Provide instant gratification

- iTunes provides a distribution channel that immediately provides entertainment.

iTunes affiliate program

How it works

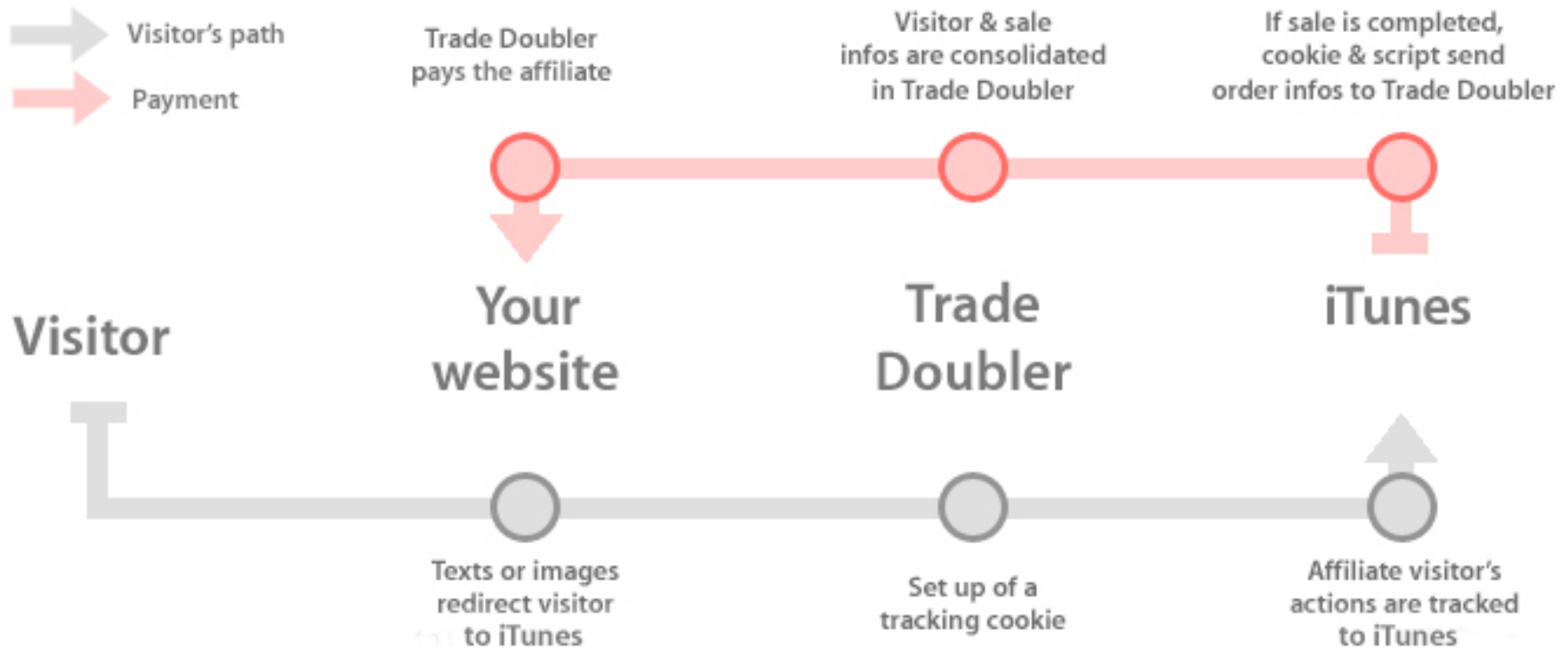
iTunes affiliate program: How it works

Affiliate network provided by TradeDoubler

- iTunes has partnered with TradeDoubler, the leading European provider of affiliate technology.
- TradeDoubler provides the interface that enables iTunes affiliates to access links, track performance and get paid.
- Automatic monthly payments by bank transfer if your commission earnings are more than €50.
- If your monthly commission earnings are less than £30 your credit will be carried forward.

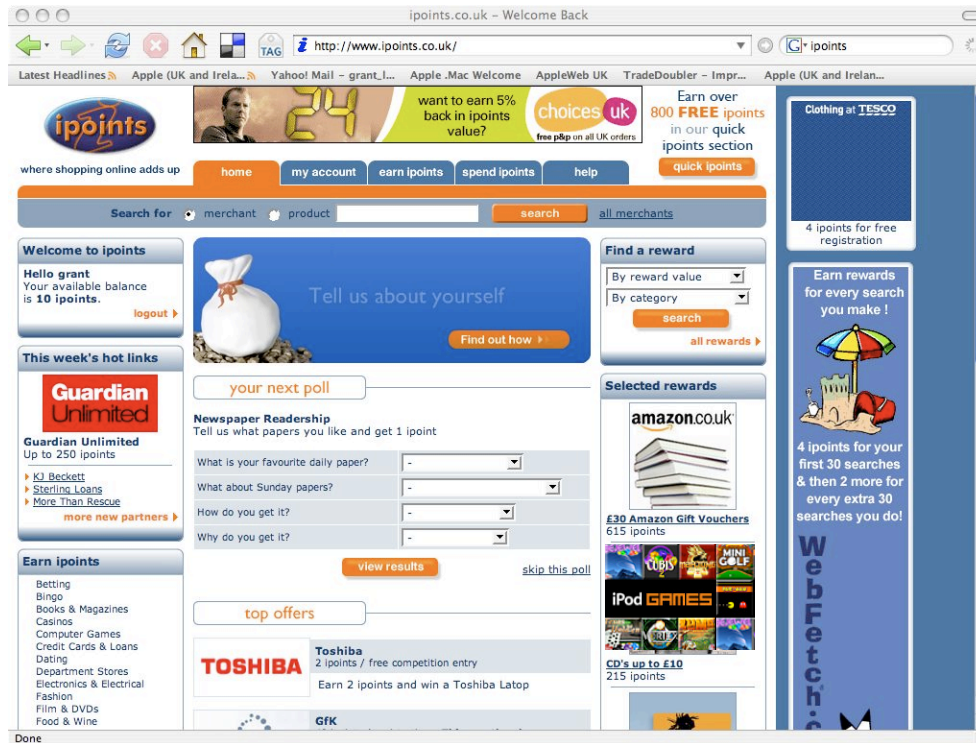
iTunes affiliate program: How it works

Affiliate network provided by TradeDoubler



iTunes affiliate program: Customer journey

1. User clicks iTunes affiliate link.



2. Instant gratification with iTunes.



Creating iTunes affiliate links

iTunes link maker

iTunes RSS feed generator

iTunes affiliate search string

iTunes affiliate iMix


Creating iTunes affiliate links

Link Maker

iTunes Link Maker
Connect your web site directly to the iTunes Music Store

Country: UK | Search: Outkast | Media Type: Music | Search

Step 1: Enter the song, album, and/or artist to which you wish to link. Click "Search".
Step 2: Click the drill down arrow associated with a specific link on the page.
Step 3: Copy and paste the HTML link into your web page.

- Use the iTunes Link Maker to create links to any artist, song, album, podcast, or video on iTunes.
- The iTunes Link Maker can be used to create links complete with the iTunes image:  or simple text links.

Creating iTunes affiliate links

Using the Link Maker

Country: UK Search: massive attack Media Type: Music Search

Step 1: Enter the song, album, and/or artist to which you wish to link. Click "Search".
Step 2: Click the down arrow associated with a specific link on the page.
Step 3: Copy and paste the HTML link into your web page.

Name	Album	Artist
Unfinished Sympathy	Blue Lines	Massive Attack
Teardrop	Mezzanine	Massive Attack
Unfinished Sympathy	Collected	Massive Attack
Teardrop	Collected	Massive Attack
Teardrop (LP Version)	Teardrop - EP	Massive Attack
Teardrop	[Y] Collected - The Videos	Massive Attack
Live With Me (Radio Edit)	Live With Me - Single	Massive Attack
Protection (7 Edit)	Protection - EP	Massive Attack
Teardrop	Collected	Massive Attack
Live With Me	Collected	Massive Attack

Links to album page with song highlighted

Links to album page

Links to artist page

Creating iTunes affiliate links

Using the Link Maker



Links to artist page




Links to album page



Links to album page with song highlighted

Creating iTunes affiliate links

Link Maker: Link structure

- Copy the link into your sites code to produce an iTunes deeplink within an iTunes button: 

```
<a href="http://clkuk.tradedoubler.com/click?p=23708&a=...&url=http%3A%2F%2Fphobos.apple.com%2FWebObjects%2FMZStore.woa%2Fwa%2FviewAlbum%3Fi%3D14231685%26id%3D14231705%26s%3D143444%26partnerId%3D2003">
```

```
</img>  
</a>
```

- Just copy the text in red to produce text and image links.

Creating iTunes affiliate links

Gain direct access to the Link maker

- Replace with your TradeDoubler affiliate id:

UK: <http://hstgb.tradedoubler.com/file/23708/linkmaker.html?aid=...&pid=23708>

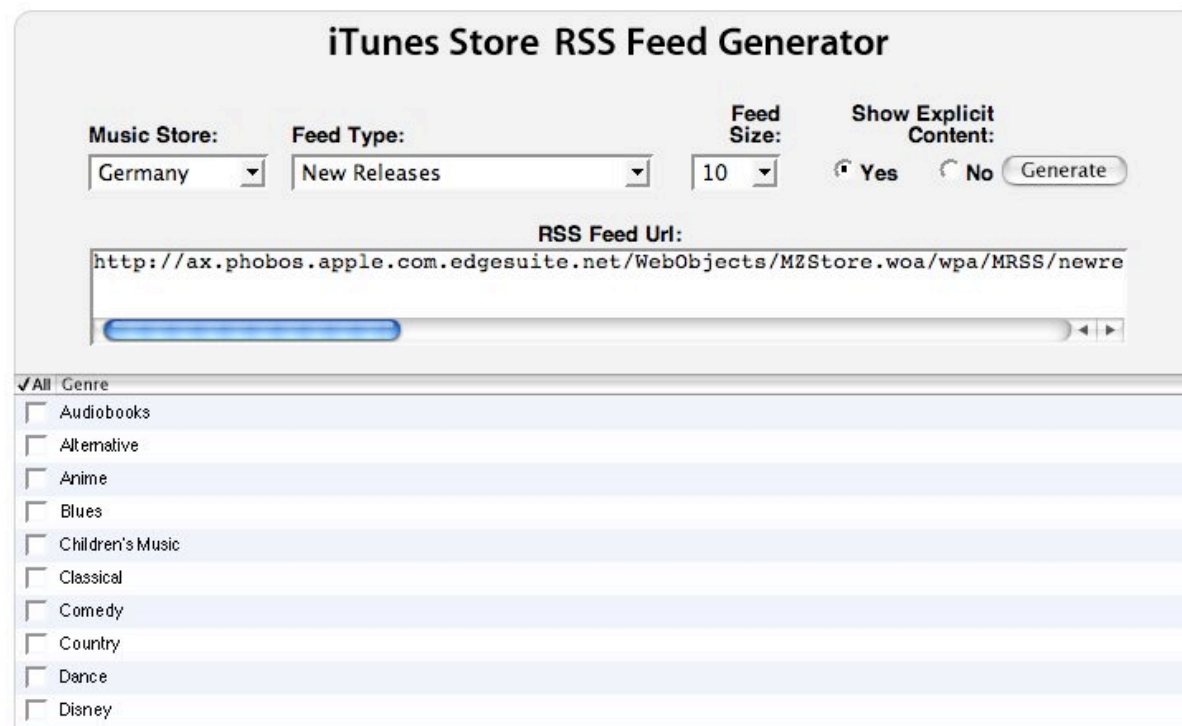
FR: <http://hstfr.tradedoubler.com/file/23753/linkmaker.html?aid=.....&pid=23753>

IT: <http://hstit.tradedoubler.com/file/24373/linkmaker.html?aid=...&pid=24373>

DE: <http://hstde.tradedoubler.com/file/23761/linkmaker.html?aid=...&pid=23761>

Tools for the affiliate integration

Produce automatically updating iTunes charts with the iTunes RSS feed generator



The screenshot shows the 'iTunes Store RSS Feed Generator' interface. It features several configuration options: 'Music Store' set to 'Germany', 'Feed Type' set to 'New Releases', 'Feed Size' set to '10', and 'Show Explicit Content' with 'Yes' selected. A 'Generate' button is present. Below these options is a text field for the 'RSS Feed Url' containing the URL: `http://ax.phobos.apple.com.edgesuite.net/WebObjects/MZStore.woa/wpa/MRSS/newre`. At the bottom, there is a list of genres with checkboxes, including 'Audiobooks', 'Alternative', 'Anime', 'Blues', 'Children's Music', 'Classical', 'Comedy', 'Country', 'Dance', and 'Disney'. The 'All' checkbox is checked.

iTunes Store RSS Feed Generator

Music Store: Feed Type: Feed Size: Show Explicit Content: Yes No

RSS Feed Url:

✓ All Genre

- Audiobooks
- Alternative
- Anime
- Blues
- Children's Music
- Classical
- Comedy
- Country
- Dance
- Disney

Tools for the affiliate integration

iTunes RSS feed generator

- Using the iTunes Music Store Feed Generator you can easily create dynamic iTunes Top Albums, Songs, New Releases and Exclusives charts that match the look and feel of your website, blog or social network page.
- The RSS technology allows you to get hourly updates and always display the current, latest charts.
- Charts are available in listings of the Top 5 up to the Top 100, and you can choose the overall iTunes charts or genre specific listings.
- To publish the feed to your website, you will need an RSS parser.

Tools for the affiliate integration

Integrating an iTunes RSS feed

- If you need more information on RSS parsers and how to integrate RSS feeds into your website, we recommend the following resources:
- RSS Feeds via JavaScript: <http://jade.mcli.dist.maricopa.edu/feed>
- RSS on PHP Pages: <http://www.feedforall.com/free-php-script.htm>
- RSS on any webpage via an iFrame: <http://www.feedroll.com/>

Tools for the affiliate integration

iTunes affiliate search string

<form

```
action="http://clk.tradedoubler.com/click?p=XXXXX&a=$$$$$$&url=http://phobos.apple.com/WebObjects/MZSearch.woa/wa/search?partnerId=2003" method="post"><input name="td_term" value="Search" type="text"></form>
```

Replace **XXXXX** with the following country codes:

DE 23761

FR 23753

GB 23708

IE 24367

IT 24373

Replace **\$\$\$\$\$\$** with your TradeDoubler affiliate id.

Tools for the affiliate integration

Artist banners

Free single of the week

Interactive iTunes banners

iTunes buttons

Examples of iTunes RSS charts

Tools for the affiliate integration

Artist banners

- Available in 4 languages: UK, DE, FR, IT from the iTunes / TradeDoubler interface.
- 4 sizes: 120*60 / 300*250 / 468*60 / 728*90



Tools for the affiliate integration

Free single of the week feature: Available in UK, FR



Tools for the affiliate integration

Interactive iTunes banners

iTunes
Today's top songs

- Fedde Le Grand
Put Your Hands Up ...
- Amy Winehouse
Rehab - Single
- Girls Aloud
Something Kinda...
- Bodyrox
Yeah Yeah (Featur...
- RAZORLIGHT
Razorlight
Razorlight

Find your favourite songs

iTunes
Today's top albums

- Amy Winehouse
Back to Black (UK Version)
- The Killers
Sam's Town

Find your favourite songs

iTunes
Find your favourite songs

iTunes
Today's top song

Fedde Le Grand
Put Your Hands Up ...

iTunes
Today's top songs

- Fedde Le Grand
Put Your Ha...
- Amy Wine...
Rehab - Single

Find your favourite songs

iTunes
Today's top albums

- Amy Winehouse
Back to Black (UK V...
- My Chemical Ro...
The Black Parade
- The Killers
Sam's Town
- RAZORLIGHT
Razorlight
Razorlight
- Madeleine Peyroux
Half the Perfect World

Find your favourite songs

- Automatically displays the top songs and albums on iTunes.
- Banners contain a search box.

Tools for the affiliate integration

iTunes flash banners

Every song
only 79p.

Choose from over
3million songs

New and exclusive
releases every week



ny week



eases every we




Every
song
only
79p.
Download
now ➔



Tools for the affiliate integration

iTunes buttons available:

Download on 

Download on 

Download on 

Download on 





Tools for the affiliate integration

RSS feed charts:



- New Releases, iTunes Exclusives, Genre charts.

Free Single of the week

- Automatic updates

Artist bricks




Top 10's in iTunes

All Songs	All Albums
1. I Don't Feel Like Dancin' (Radio...) Scissor Sisters 	1. Razorlight Razorlight
2. When You Were Young The Killers	2. High School Musical (Original TV...) Various Artists 
3. Checking It Out Lil Chris	3. Costello Music The Fratellis
4. Chasing Cars Snow Patrol	4. Eyes Open (Digital Version) Snow Patrol
5. Sexy Back Justin Timberlake	5. FutureSex / LoveSounds Justin Timberlake
6. Promiscuous Nelly Furtado featuring Timbaland	6. The Captain and the Kid Elton John
7. Never Be Lonely The Feeling	7. The Pacha Experience Various Artists
8. Chelsea Dagger (Radio Edit) The Fratellis	8. The Chronicles of a Bohemian... Get Cape. Wear Cape. Fly
9. U + Ur Hand P!nk	9. Twelve Stops and Home The Feeling
10. Rock This Party (Everybody Dance...) Bob Sinclar & Cutee B featuring...	10. Modern Times Bob Dylan

Now featured in iTunes



Bob Dylan's Modern Times
Modern Times marks the return of Bob Dylan, whose last release, the brilliant Love & Theft, came out in 2001. The dense narratives and thick mixture of swampy blues and country shuffles on Modern Times offer another bit of timeless musical prose from rock's greatest poet.



Higher value products on iTunes

iPod games

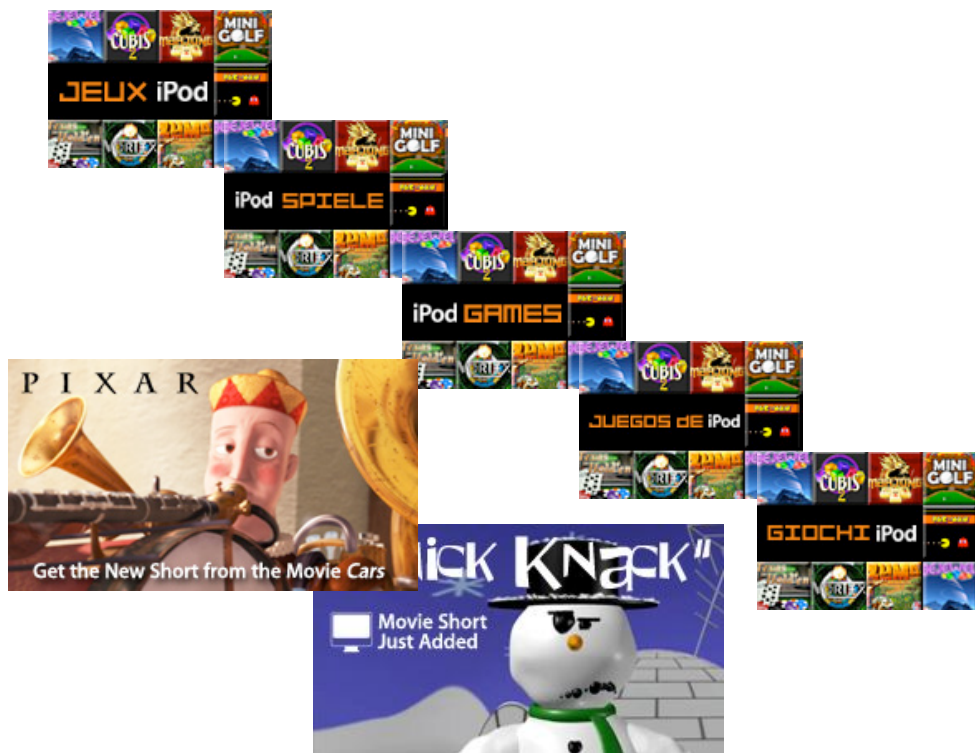
Pixar short films

Audiobooks

Music collections

Gift certificates

Nike sport music



Higher value products

iPod games

- £35.91 / €44.91 for the collection

Pixar short films

- £1.89 / €2.49 each

Audiobooks

- The Ricky Gervias Show
- Harry Potter / Da Vinci Code etc.

Music videos

- £1.89 / €2.49



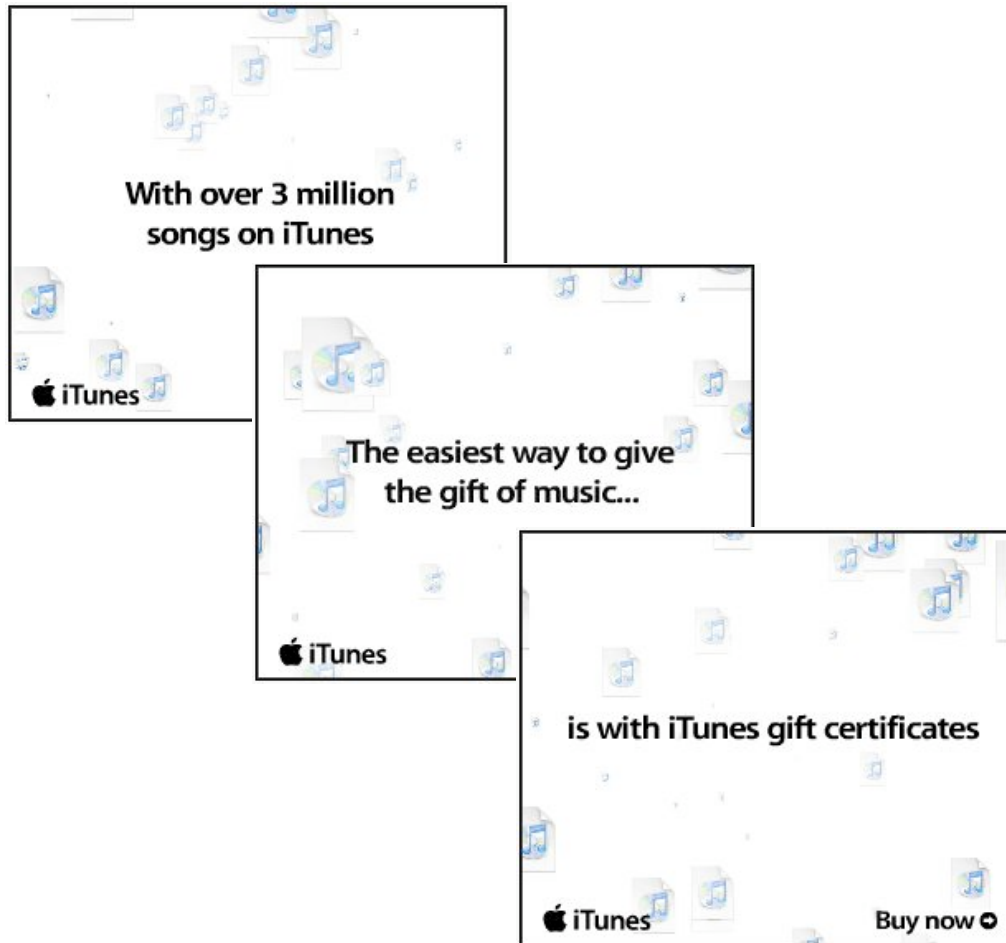
The
TIPPING POINT
MALCOLM GLADWELL

*How Little Things Can
Make a Big Difference*

Higher value products

iTunes gift certificates

- The iTunes Store makes it easy to give songs, albums, playlists, audiobooks and music videos to anyone.
- £5 / £10 / £15 / £25 / £30 / £40 / £50 / £75 / £100
- Ideal for Christmas / Staff incentives etc.
- Flash banners available in 4 sizes.



Nike Sport Music

Available in the UK, FR, DE, AT



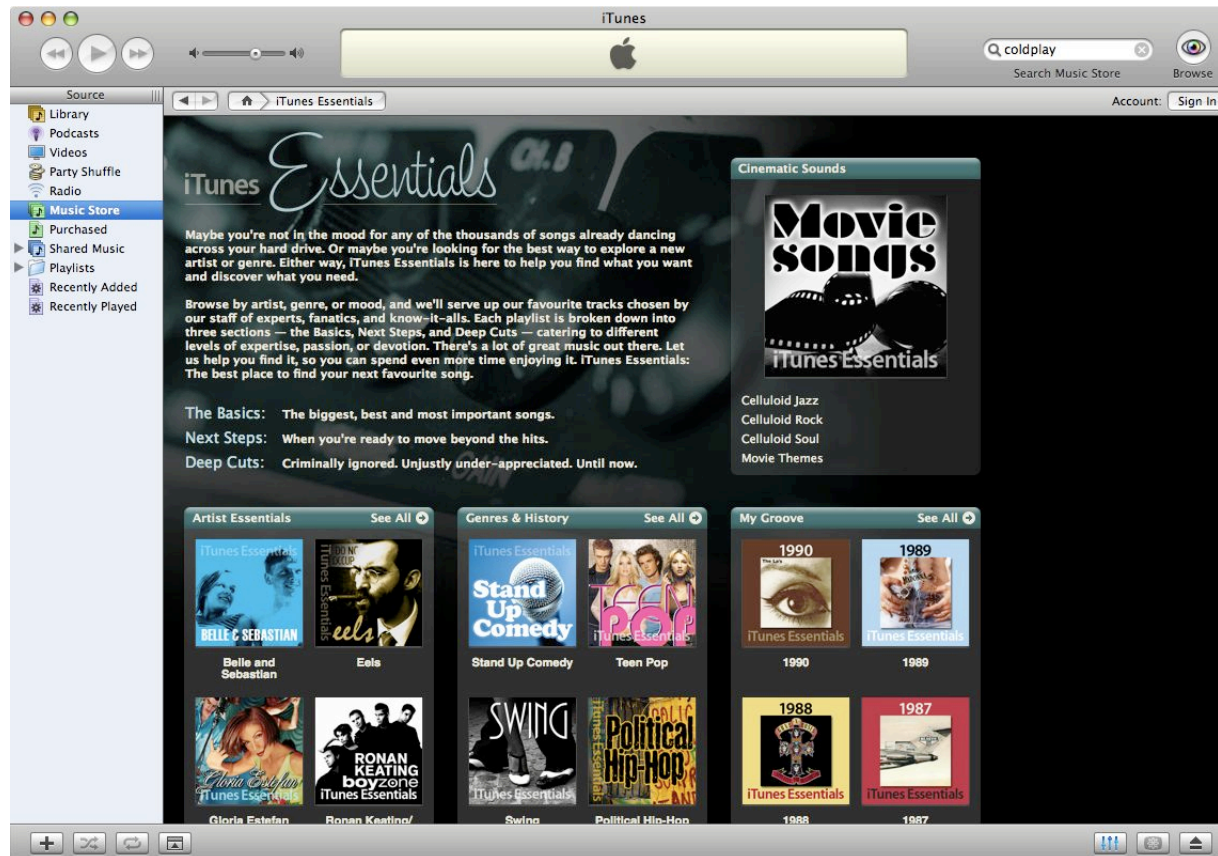
iTunes Collections

Original recordings and hand-picked playlists



iTunes Essentials

Available in UK, DE, and FR



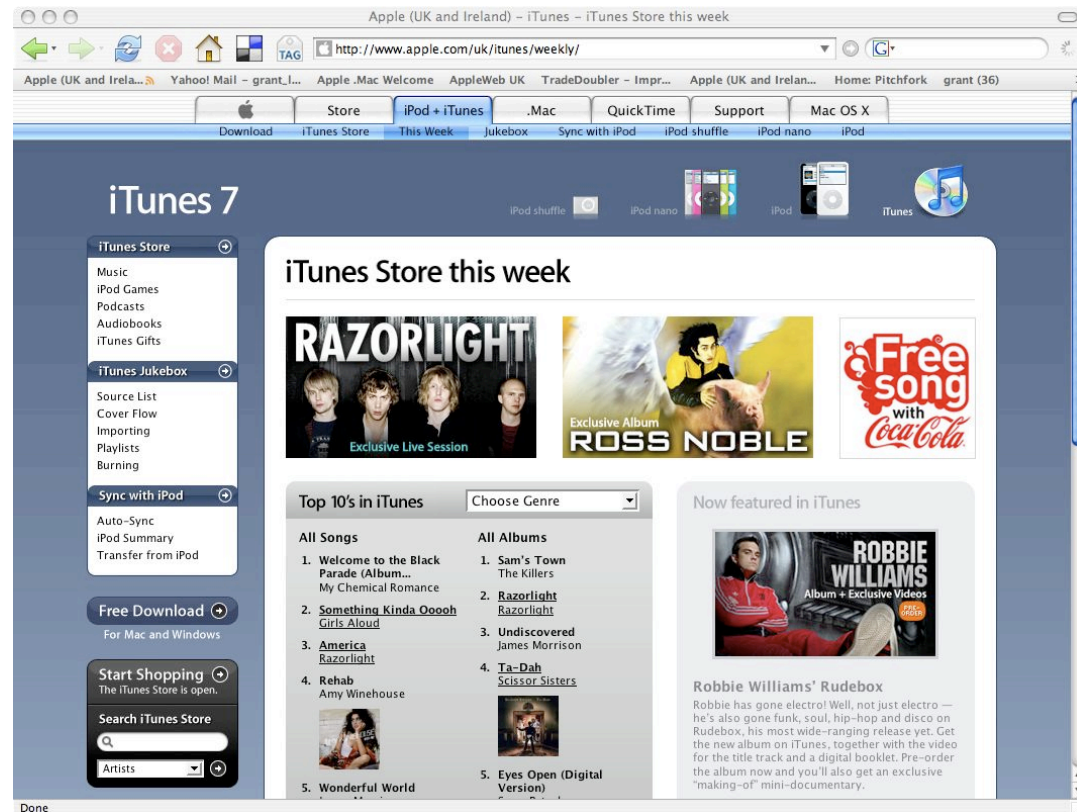
Stay in touch with the latest iTunes features

iTunes weekly

New music weekly email

iTunes store this week

- Every week, the iTunes store showcases exclusive, live sessions, remixes, celebrity playlists and unreleased tracks from your favourite artists.
- www.apple.com/uk/itunes/weekly
- www.apple.com/de/itunes/weekly
- www.apple.com/fr/itunes/weekly
- www.apple.com/it/itunes/weekly



New music weekly email

Sign up for New Music Weekly and get the inside track on the very latest music - and more.

UK:

<http://www.apple.com/uk/itunes/subscribe/>

DE:

<http://www.apple.com/de/itunes/subscribe/>

FR:

<http://www.apple.com/fr/itunes/subscribe/>

IT:

<http://www.apple.com/it/itunes/subscribe/>

iTunes affiliate program

Frequently asked questions

iTunes affiliate program

Frequently asked questions

- http://images.apple.com/uk/itunes/affiliates/pdf/iTunes_Affiliates_FAQ_UK-040806.pdf

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