

## Upgrade Pricing Finally Coming to App Store?

Friday, 05 March 2010

UPDATE: Or not, as this dialog's been around for a while as per 9to5Mac's @llsethj. Sad now.

ORIGINAL: Developer Frasier Spears posted the above "curious" iTunes dialog to Twitter. It appeared when he hit "Update All". We have no way of knowing exactly it means, but we're hoping it means upgrade pricing is finally coming to the app store.

As background, one of the problems still facing developers has been the inability to offer paid upgrades. Either they had to give away new versions for free, or they had to create new apps with no way to discount the price to existing users.

That's led some developers to slow down or stop making major improvements to their apps (since they can't count on upgrade revenue), and it's led to backlashes when releasing new versions as new apps.

In an ideal App Store, developers could choose to give existing users a discount when they upgraded.