

Step-by-step guide to distributing an iOS app on alternative marketplaces

1 Accept Apple's new terms in the EU

Log into App Store Connect and navigate to the Agreements section. Review and accept the [Alternative EU Terms Addendum](#). Important: This step is irreversible – once accepted, you can't revert to old terms.

2 Link an alternative marketplace

Research different marketplaces to identify the most suitable platform for your app. Consider factors such as target audience, fees, and technical requirements. After selecting a marketplace, add it to your App Store Connect Account using a token provided by the chosen alternative marketplace.

3 Pass notarization

Ensure your app meets Apple [Notarization Review Guidelines](#) and submit it for review. Notarization process takes around 24 hours.

4 Get Alternative Distribution Package ID

This ID is automatically generated for each version of your app. It can be found in the "History" tab on the app's page in your App Store Connect account. You can share this ID with the new store manually or set up alerts in App Store Connect to do it automatically.

5 Be prepared to pass the review on the chosen alternative marketplace

Each marketplace might have its own review process for quality and security. Prepare for potential additional requirements specific to your chosen marketplace.

6 Launch on chosen marketplace(s)

Once approved, your app will be available on the alternative marketplace.

Expand your app's potential with Setapp Mobile – an alternative app marketplace for iOS users in the EU. [Apply now](#) to access a steady revenue stream and reach new customers through a ready-made platform with 50+ handpicked high-quality apps.

