

# Exhibit B

**EXHIBIT 83**  
**FILED UNDER SEAL**

**iTunes Business P&L Q1'12**

**US**

Millions of dollars

Unit Sales (k's)

- # Songs (incl songs w/in albums)
- # Ringtones
- # Music Videos
- # TV Episodes (excluding Season Pass)
- # TV Rentals
- # TV Episodes downloaded from Season Pass
- # Movies (including Shorts)
- # Movie Rentals
- # Audiobooks
- # iBooks
- # Games
- # iCloud
- # Match
- # iOS Apps
- # Mac Apps
- # Season Passes (upfront sales)

**Revenue:**

- Songs
- Ringtones
- Music Videos
- TV Episodes (excluding Season Pass)
- TV Rentals
- TV Episodes downloaded from S Pass
- Movies (including Shorts)
- Movie Rentals
- Audiobooks
- iBooks
- Games
- iCloud
- Match
- iOS Apps
- Mac Apps
- Total Revenue

	Q1'12 Act	% of Rev	Q1'11 Act	% of Rev	Q2'11 Act	% of Rev	Q3'11 Act	% of Rev	Q4'11 Act	% of Rev	Total FY11	% of Rev
Total Revenue	\$951.1		\$660.0		\$848.8		\$781.1		\$830.1	100.0%	\$3120.0	
% of worldwide revenue												

- Standard Cost (Royalties)
- Standard Margin
- Standard Margin (Excl Apps & OS Rev)

**COGS:**

- Bandwidth Content (Delivery)
- Content Storage
- Headcount-Related
- Encoding, Metadata, HW, Other
- SubTotal COGS
- AppleCare (SSO) *Note 1*
- Support Cross-Charges *Note 2*
- Total COGS

**Gross Margin**

**Operating Expenses:**

- Credit Card Fees & Bad Debt
- Headcount-Related
- Other
- Support Cross-Charges *Note 2*
- Total OPEX

iTunes Client Costs *Note 3*

**Contribution Margin**

**Contribution Margin (excl Apps Rev)**

**Exit Headcount (STD, TMP, ITN, F)*Note 4***

- COGS
- OPEX w/ Finance

Notes:

1. SSO costs are costs to support US, Canada, Europe, and Australia. Data is provided by Applecare team.
2. Costs to support non-US regions are allocated-out through the Support Cross-Charges. The calculation has been updated by Tax and a true up entry was posted in Q4'11 for FY11.
3. iTunes Client Costs include R&D, Marketing, and COGS related to the iTunes client application. Now part of iTunes.
4. 111 headcounts were transferred over to iTunes from SW team for iTunes Client in Q1'09. 29 Headcount increase in Q1'10 in OPEX due to acquisition of Lala

US

Millions of dollars

**Unit Sales (k's)**

- # Songs (incl songs w/in albums)
- # Ringtones
- # Music Videos
- # TV Episodes (excluding Season Pass)
- # TV Rentals
- # TV Episodes downloaded from Season Pass
- # Movies (including Shorts)
- # Movie Rentals
- # Audiobooks
- # iBooks
- # Games
- # iCloud
- # Match
- # iOS Apps
- # Mac Apps
- # Season Passes (upfront sales)

**Revenue:**

- Songs
- Ringtones
- Music Videos
- TV Episodes (excluding Season Pass)
- TV Rentals
- TV Episodes downloaded from S Pass
- Movies (including Shorts)
- Movie Rentals
- Audiobooks
- iBooks
- Games
- iCloud
- Match
- iOS Apps
- Mac Apps
- Total Revenue
- % of worldwide revenue

Standard Cost (Royalties)

Standard Margin

Standard Margin (Excl Apps & OS Rev)

**COGS:**

- Bandwidth Content (Delivery)
- Content Storage
- Headcount-Related
- Encoding, Metadata, HW, Other
- SubTotal COGS

- AppleCare (SSO) *Note 1*
- Support Cross-Charges *Note 2*

Total COGS

**Gross Margin**

**Operating Expenses:**

- Credit Card Fees & Bad Debt
- Headcount-Related
- Other
- Support Cross-Charges *Note 2*
- Total OPEX

iTunes Client Costs *Note 3*

**Contribution Margin**

**Contribution Margin (excl Apps Rev)**

**Exit Headcount (STD, TMP, ITN, F)*Note 4***

- COGS
- OPEX w/ Finance

**Notes:**

1. SSO costs are costs to support US, Canada, Europe
2. Costs to support non-US regions are allocated-out
3. iTunes Client Costs include R&D, Marketing, and
4. 111 headcounts were transferred over to iTunes h

	Q1'10 Act	% of Rev	Q2'10 Act	% of Rev	Q3'10 Act	% of Rev	Q4'10 Act	% of Rev	Total FY10	% of Rev	Q1'09 Act	% of Rev
[REDACTED]												
Total Revenue	\$580.7		\$711.4		\$645.4		\$615.1		\$2552.6		\$508.3	100.0%
[REDACTED]												

**iTunes Business P&L Q1'12**

**US**

Millions of dollars

**Unit Sales (k's)**

- # Songs (incl songs w/in albums)
- # Ringtones
- # Music Videos
- # TV Episodes (excluding Season Pass)
- # TV Rentals
- # TV Episodes downloaded from Season Pass
- # Movies (including Shorts)
- # Movie Rentals
- # Audiobooks
- # iBooks
- # Games
- # iCloud
- # Match
- # iOS Apps
- # Mac Apps
- # Season Passes (upfront sales)

**Revenue:**

- Songs
- Ringtones
- Music Videos
- TV Episodes (excluding Season Pass)
- TV Rentals
- TV Episodes downloaded from S Pass
- Movies (including Shorts)
- Movie Rentals
- Audiobooks
- iBooks
- Games
- iCloud
- Match
- iOS Apps
- Mac Apps
- Total Revenue
- % of worldwide revenue

Standard Cost (Royalties)  
Standard Margin

Standard Margin (Excl Apps & OS Rev)

**COGS:**

- Bandwidth Content (Delivery)
- Content Storage
- Headcount-Related
- Encoding, Metadata, HW, Other
- SubTotal COGS

AppleCare (SSO) *Note 1*  
Support Cross-Charges *Note 2*

Total COGS

**Gross Margin**

**Operating Expenses:**

- Credit Card Fees & Bad Debt
- Headcount-Related
- Other
- Support Cross-Charges *Note 2*
- Total OPEX

iTunes Client Costs *Note 3*

**Contribution Margin**

**Contribution Margin (excl Apps Rev)**

**Exit Headcount (STD, TMP, ITN, F)*Note 4***

- COGS
- OPEX w/ Finance

**Notes:**

1. SSO costs are costs to support US, Canada, Europe
2. Costs to support non-US regions are allocated-out
3. iTunes Client Costs include R&D, Marketing, and
4. 111 headcounts were transferred over to iTunes h

	Q2'09 Act	% of Rev	Q3'09 Act	% of Rev	Q4'09 Act	% of Rev	Total FY09	% of Rev	Q1'08 Act	% of Rev	Q2'08 Act	% of Rev
[REDACTED]												
Total Revenue	\$602.1	100.0%	\$555.5	100.0%	\$551.9	100.0%	\$2217.9		\$397.3	100.0%	\$483.0	100.0%
[REDACTED]												

**iTunes Business P&L Q1'12**

**US**

Millions of dollars

Q3'08 Act	% of Rev	Q4'08 Act	% of Rev	Total FY'08	% of Rev	Q1'07 Act	% of Rev	Q2'07 Act	% of Rev	Q3'07 Act	% of Rev	Q4'07 Act
-----------	----------	-----------	----------	-------------	----------	-----------	----------	-----------	----------	-----------	----------	-----------

**Unit Sales (k's)**

- # Songs (incl songs w/in albums)
- # Ringtones
- # Music Videos
- # TV Episodes (excluding Season Pass)
- # TV Rentals
- # TV Episodes downloaded from Season Pass
- # Movies (including Shorts)
- # Movie Rentals
- # Audiobooks
- # iBooks
- # Games
- # iCloud
- # Match
- # iOS Apps
- # Mac Apps
- # Season Passes (upfront sales)

**Revenue:**

- Songs
- Ringtones
- Music Videos
- TV Episodes (excluding Season Pass)
- TV Rentals
- TV Episodes downloaded from S Pass
- Movies (including Shorts)
- Movie Rentals
- Audiobooks
- iBooks
- Games
- iCloud
- Match
- iOS Apps
- Mac Apps

Total Revenue	\$457.0	100.0%	\$461.7	100.0%	\$1799.1	\$269.7	100.0%	\$356.3	100.0%	\$331.6	100.0%	\$335.7
---------------	---------	--------	---------	--------	----------	---------	--------	---------	--------	---------	--------	---------

% of worldwide revenue

Standard Cost (Royalties)

Standard Margin

Standard Margin (Excl Apps & OS Rev)

**COGS:**

- Bandwidth Content (Delivery)
- Content Storage
- Headcount-Related
- Encoding, Metadata, HW, Other

SubTotal COGS

AppleCare (SSO) *Note 1*

Support Cross-Charges *Note 2*

Total COGS

**Gross Margin**

**Operating Expenses:**

- Credit Card Fees & Bad Debt
- Headcount-Related
- Other

Support Cross-Charges *Note 2*

Total OPEX

iTunes Client Costs *Note 3*

**Contribution Margin**

**Contribution Margin (excl Apps Rev)**

**Exit Headcount (STD, TMP, ITN, F)*Note 4***

COGS

OPEX w/ Finance

**Notes:**

1. SSO costs are costs to support US, Canada, Euro
2. Costs to support non-US regions are allocated-ou
3. iTunes Client Costs include R&D, Marketing, and
4. 111 headcounts were transferred over to iTunes h

**iTunes Business P&L Q1'12**

**US**

Millions of dollars

	% of Rev	Total FY'07 % of Rev
<b>Unit Sales (k's)</b>		
# Songs (incl songs w/in albums)		
# Ringtones		
# Music Videos		
# TV Episodes (excluding Season Pass)		
# TV Rentals		
# TV Episodes downloaded from Season Pass		
# Movies (including Shorts)		
# Movie Rentals		
# Audiobooks		
# iBooks		
# Games		
# iCloud		
# Match		
# iOS Apps		
# Mac Apps		
# Season Passes (upfront sales)		
<b>Revenue:</b>		
Songs		
Ringtones		
Music Videos		
TV Episodes (excluding Season Pass)		
TV Rentals		
TV Episodes downloaded from S Pass		
Movies (including Shorts)		
Movie Rentals		
Audiobooks		
iBooks		
Games		
iCloud		
Match		
iOS Apps		
Mac Apps		
Total Revenue	100.0%	\$1293.2
% of worldwide revenue		
Standard Cost (Royalties)		
Standard Margin		
Standard Margin (Excl Apps & OS Rev)		
<b>COGS:</b>		
Bandwidth Content (Delivery)		
Content Storage		
Headcount-Related		
Encoding, Metadata, HW, Other		
SubTotal COGS		
AppleCare (SSO)	Note 1	
Support Cross-Charges	Note 2	
Total COGS		
<b>Gross Margin</b>		
<b>Operating Expenses:</b>		
Credit Card Fees & Bad Debt		
Headcount-Related		
Other		
Support Cross-Charges	Note 2	
Total OPEX		
iTunes Client Costs	Note 3	
<b>Contribution Margin</b>		
<b>Contribution Margin (excl Apps Rev)</b>		

**Exit Headcount (STD, TMP, ITN, F)** Note 4  
 OCOGS  
 OPEX w/ Finance

- Notes:**
- SSO costs are costs to support US, Canada, Europe
  - Costs to support non-US regions are allocated-out
  - iTunes Client Costs include R&D, Marketing, and
  - 111 headcounts were transferred over to iTunes h

# iTunes Music Store Business P&L FY06

## UNITED STATES

Millions of dollars	Q4'06 Act	% of Rev	Q3'06 Act	% of Rev	Q2'06 Act	% of Rev	Q1'06 Act	% of Rev	Total FY'06	% of Rev										
<u>Unit Sales (k's)</u>																				
# Songs (incl songs w/in albums)																				
# Music Videos																				
# TV Episodes (excluding Season Passes)																				
# TV Episodes downloaded from Season Passes																				
# Movies (including Shorts)																				
# Books																				
# Games																				
# Season Passes (upfront sales)																				
<u>Revenue:</u>																				
Songs																				
Music Videos																				
TV Episodes (excluding Season Passes)																				
TV Episodes downloaded from Season Passes																				
Movies																				
Books																				
Games																				
<b>Total Revenue</b>	\$209.6	100.0%	\$205.6	100.0%	\$213.9	100.0%	\$160.9	100.0%	\$790.0	100.0%										
% of worldwide revenue																				
Standard Cost (Royalties)																				
Standard Margin																				
<u>OCOGS:</u>																				
Bandwidth Content (Delivery)																				
Content Storage																				
Headcount-Related																				
Encoding, Metadata, HW, Other																				
SubTotal OCOGS																				
Sales Support Ops (note 1)																				
Support Cross-Charges																				
Total OCOGS																				
<b>Gross Margin</b>																				
<u>Operating Expenses:</u>																				
Credit Card Fees																				
Headcount-Related																				
Other																				
Support Cross-Charges																				
Total OPEX																				
iTunes Client Costs (note 2)																				
<b>Contribution Margin (note 3)</b>																				
<u>Exit Headcount</u>																				
OCOGS																				
OPEX																				

**Notes:**

**Note 1:** SSO costs are costs to support US, Canada, Europe, and Australia. Costs to support non-US regions are allocated-out through the Support Cross-Charges.

**Note 2:** iTunes Client Costs include R&D, Marketing, and OCOGS related to the iTunes client application.

**Note 3:** Non-US launch costs are included in US expenses above, and are not allocated to the regional P&L's.



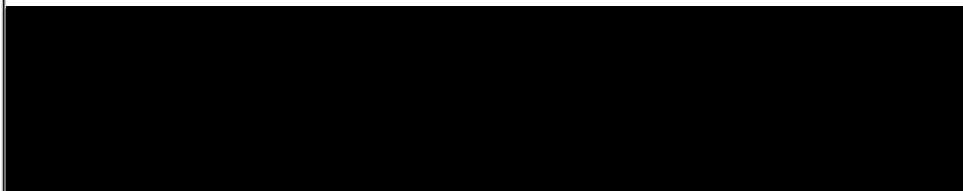
**iTunes Music Store Business P&L FY05**

**UNITED STATES**

Millions of dollars

	Q4'05	% of	Q3'05	% of	Q2'05	% of	Q1'05	% of	Total	% of
	Act	Rev	Act	Rev	Act	Rev	Act	Rev	FY'05	Rev
# Songs Sold (incl songs w/in albums) (K)										
# Free Songs (K)										
# Books sold (K)										
Song Revenue										
Book Revenue										
<b>Total Revenue</b>	(note 1) <b>\$103.4</b>	<b>100.0%</b>	<b>\$94.5</b>	<b>100.0%</b>	<b>\$86.9</b>	<b>100.0%</b>	<b>\$51.4</b>	<b>100.0%</b>	<b>\$336.2</b>	<b>100.0%</b>
% of worldwide revenue										
Standard Cost (Royalties)										
Standard Margin	(note 2)									
<u>OCOGS:</u>										
Bandwidth Content (Delivery)										
Content Storage + Delivery Platform										
Headcount-Related										
Encoding, Metadata, HW, C (note 3)										
OCOGS Applications Division										
Sales Support Ops	(note 4)									
Support Cross-Charges										
Total OCOGS										
<b>Gross Margin</b>										
<u>Operating Expenses:</u>										
Credit Card Fees										
Headcount-Related										
Other										
Support Cross-Charges										
Total OPEX										
iTunes Client Costs	(note 5)									
<b>Contribution Margin</b>	(note 6)									
<u>Per Song Analysis:</u>										
Revenue per Song										
Revenue per Book										
OCOGS per Unit Sold										
OPEX per Unit Sold										
Contribution Margin per Unit Sold										
<u>Exit Headcount</u>										
OPEX										
OCOGS										

Notes:



**Note 4:** SSO costs based on estimates provided by Sales Support Operations

**Note 5:** iTunes Client Costs include R&D, Marketing, and OCOGS related to the iTunes client application; Q1'04 includes Windows application development costs.

**Note 6:** Europe and Japan launch costs included in US expenses above, and not allocated to the Europe and Japan P&L's.

iTS US-Q1'05 to Q4'05

APPLE CONFIDENTIAL