

# UDID Deprecation on iOS

## How the change from UDID to UUID might impact your Digital Publishing Suite Applications

By Amit Gupta, Senior Product Manager, Digital Publishing Suite

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### Hot Fix/Solution

Specifically, DPS is deprecating use of a device-specific UDID by replacing it with an app-specific Viewer-generated number (GUID) so that each DPS application will have its own unique identification number. This GUID will be generated using Apple's CFUUIDCreate API. For more details on this API, click here: [http://developer.apple.com/library/ios/#documentation/uikit/reference/UIDevice\\_Class/DeprecationAppendix/AppendixADeprecatedAPI.html#//apple\\_ref/occ/instp/UIDevice/uniqueIdentifier](http://developer.apple.com/library/ios/#documentation/uikit/reference/UIDevice_Class/DeprecationAppendix/AppendixADeprecatedAPI.html#//apple_ref/occ/instp/UIDevice/uniqueIdentifier)

Adobe will store the GUID on the device in the keychain, so that it is backed up with iTunes. Thus, the GUID will persist across any Application/Viewer install and uninstall, as well as any app upgrades. The GUID will also persist if Readers/end users wipe out their device and recreate the same device from their iTunes account.

### Current UDID Usage, Impacts, and Recommendations

From a publisher's standpoint, below are the possible impact areas and recommendations to address the UDID replacement with a GUID:

#### Omniure Analytics

Currently, Readers are tracked by the UDID. The net impact of this update is all visitors will appear as new visitors when they update to the app version containing this change. Since not all visitors update apps immediately, your visitor data will be impacted during the transition time. When the user updates the app the user will appear as a new visitor, resulting in a cliff for the following analytics data: Visits, Unique Visitors, Visitor retention, Visit number. Any report that uses visitors in calculation will also be impacted. If publishers are tracking monthly unique visitors as a key metric, then its recommended that the publishers update the app at the end of the month so that the cliffing occurs at the tail end of the reporting period.

#### Entitlement Server authentication

Currently, Enterprise Publishers may be using the UDID to keep track of how many devices a Reader has used to sign into their entitlement server with a given set of credentials (username and password). Additionally, to prevent piracy, Publisher may be using the UDID to limit the number of devices a given Reader can entitle content. With the UDID to GUID change, as each login credential will be counted twice, for a limited period of time, Publisher should consider doubling the number of devices they entitle a particular Reader. Publishers should consider lowering back the number when most users have upgraded and started using the version of

the app that doesn't use UDID. At that time, Publishers may want to purge the UDIDs from their entitlement server.

### **Push Notifications**

When a Reader registers for push notifications, we send the UDID to the third-party push servers. Publishers, who have their own push notification server and are using the UDID for any purpose, should accommodate for the change of receiving a GUID instead of UDID in the registration of push notification service. Note that the size of the GUID will be 36 bytes. Thus, in case there is validation based on UDID size in any of their Reader-facing services, Publishers should update the validation logic to accommodate for the GUID size.

### **Custom Storefront/HTML Store**

Within the Custom Store JavaScript API, there is a call that returns the UDID, which is passed to Publishers' entitlement server in the post-subscription dialog box. We will now be sending the GUID instead of the UDID. Thus, if Publishers are using the UDID for any Reader-facing services, they should make necessary changes.

### **FAQs**

- Is the GUID Adobe generate unique to each Viewer install? Yes. The new GUID will be specific to each Viewer install.
- If the Viewer is updated or un-installed and reinstalled does the GUID remain the same or does it change? The GUID will remain the same. The GUID will survive any app uninstall and reinstall. The GUID will persist across OS upgrades. However, it will change if the OS on a device is wiped out and the Reader does not recreate the device using their iTunes account. If Readers restore their backed up account to a new device, a new GUID will be generated for the app, which is the desired behavior.
- I'm not ready to implement the Adobe recommendations now. What should I do? Publishers will be impacted with the UDID to GUID change only when they choose to update the Viewer. If Publishers are not comfortable with the change, they should consider delaying the upgrade to the latest Viewer release.

### **For more information**

Solution details: <http://www.adobe.com/products/digital-publishing-suite-enterprise.html>

