

Mobile apps for iOS can only be distributed two ways. If the app is for the public, it must be distributed through the Apple App Store. You can also distribute an app privately within a single company through a mechanism called Enterprise Distribution. There is absolutely no other way to distribute an app via iOS. You can't put an app on your website for people to download, or email an app to others to install on their device. A public-facing app must be distributed via the App Store.

If your app is free, Apple will host it on the App Store free of charge. If you charge for your app, Apple will retain 30% of the revenue collected. To distribute an iOS app, you must join the Apple Developer program. More about this in another lesson.

Once again, there's only one way to distribute an iOS app to the public and that's through the Apple App Store. It's truly a walled garden. There is absolutely no way around this. If you can't, or don't want to distribute your public facing app through the App Store, your only other option is a Web App as described in an earlier lesson.