

EXHIBIT 31

All the music, movies, TV shows, and apps you've got. And want to get. All in one place.

iTunes is a free app that lets you organize and play digital music and video on your computer. It's also a store that has everything you need to be entertained. That makes it the perfect place to listen, watch, read, play, explore, and shop.



iTunes Player.

Where all your favorite stuff is just a click away.

The iTunes player keeps all your music, movies, and TV shows all in one place. Instead of going through stacks and stacks of CDs, you can import them into iTunes and quickly browse your whole collection. Organize it any way you want. Move it onto any of your devices. Play it whenever — and wherever — the mood strikes. Even have Genius make mixes of songs that go great together.

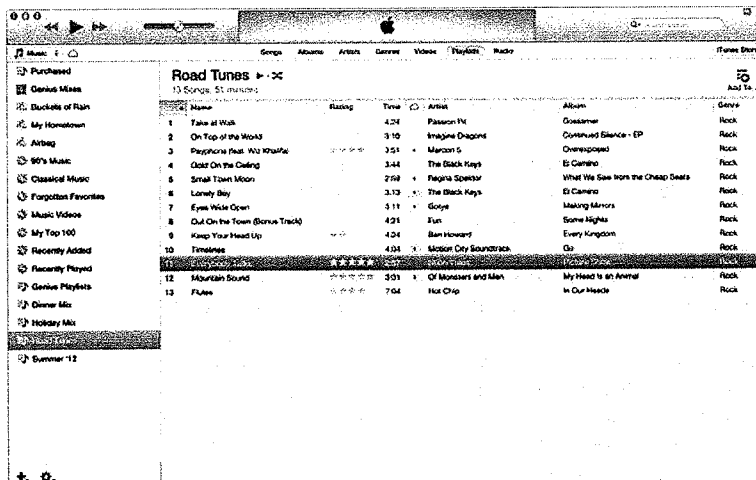
Watch the What's New in iTunes video

Browse

Your iTunes library gives you big, beautiful views of all your music, movies, or whatever else you're looking for. Browse by albums and let your album art help you quickly spot what you want to hear. Click an album, and it will expand in place. You'll see a track list, In the Store recommendations, and more, so you can play a song while you keep right on browsing. Know exactly what you're after? Just type a word in the search field to see all the songs, albums, artists, movies, TV shows, and books that contain that word.



Browse by albums to see your collection neatly organized, and your album art beautifully displayed, at a glance.



Organize

With iTunes, it's easy to get all your music organized. Any song or album you purchase from iTunes goes straight into your music library. And when you import your CDs, iTunes automatically adds the album, artist, and song names, along with the album art. Then, with your whole collection to choose from, you can create the ultimate playlists for rocking out, working out, or chilling out. You can also rate your songs with one to five stars, so it's easy to find your favorites later.

Play

Just click to listen to your music, watch a movie or TV show, play a podcast or audiobook, or take in a lecture from iTunes U. With iTunes LP, you can also dive into lyrics and liner notes, watch videos, and more. And select movies include iTunes Extras like behind-the-scenes footage, cast and crew interviews, and deleted scenes.

Not sure what you want to hear? Let shuffle decide. And when you need to make room on your screen for more than music, switch to the MiniPlayer. It's big enough to let you see the songs that are coming up, search your entire collection, and change the track order using Up Next. And small enough that it's never in the way.

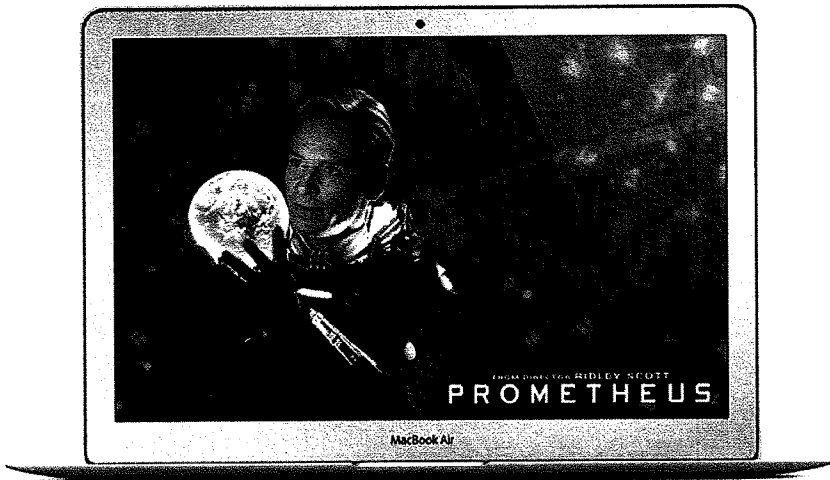
Remote. Tap, swipe, play.

The Remote app turns your iPhone, iPad, or iPod touch into a remote control for



your iTunes library or Apple TV.

Learn more about the Remote app



Genius

Genius can search your library to find songs that go great together, then organize them into genre-based mixes you'll love. It can also put together Genius playlists. Just choose a song you like and select Start Genius. Genius finds songs with the same vibe and assembles a new playlist for you. When you expand an album in your library, you can also see In the Store recommendations for songs you don't own yet — but should.

iTunes Store.

Everything you want. And so much you didn't even know you wanted.

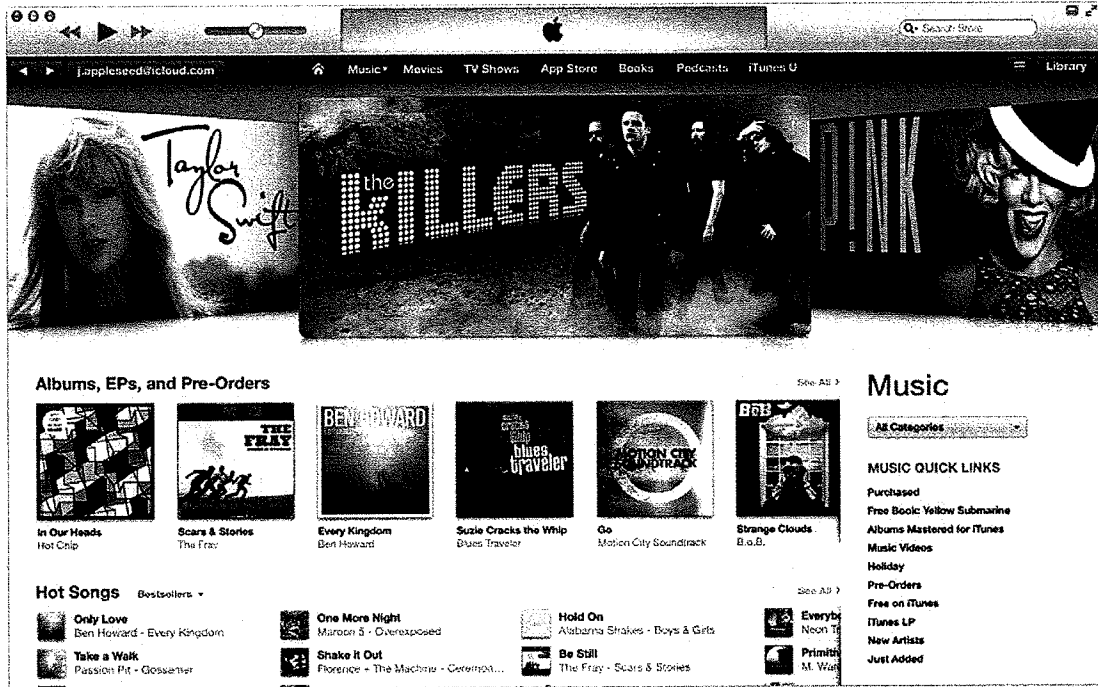
The world's #1 music store is about much more than just music. Shop for movies, TV shows, apps, games, and books. Load up on podcasts. And check out iTunes U, where you can download lectures, videos, and more from top universities, museums, and other cultural institutions.

The list goes on. And on.

Watch the What's New in iTunes video

Browse

On the iTunes Store, some of our favorite content takes center stage. Glance at the shelves to see what's new and what's popular. Check out the latest movie trailers. Give the best-selling book titles a look. Visit artist pages to see all their work, photos, concert dates, and more. There's no better, or easier, way to cruise the aisles.



On the Music tab, see featured new releases, what's new, what's popular, music videos, pre-orders, and more with a click.



Discover

iTunes has lots of ways to help you find content you'll love. Top Charts. The free Single or App of the Week. The handpicked Movie and TV Show of the Week. New music recommendations based on your past purchases. And so much more.



What's Hot

Download the free Single of the Week. And every Tuesday, see the biggest new releases available for purchase or pre-order on the store. Sign up for the weekly New on iTunes email. Sign up for iTunes email

What's on iTunes.

Millions of songs. Thousands of movies to buy or rent. Your favorite TV shows. Hundreds of thousands of apps, games, and podcasts. And that's just for starters.



Music



Movies



TV Shows



App Store



Books



Podcasts



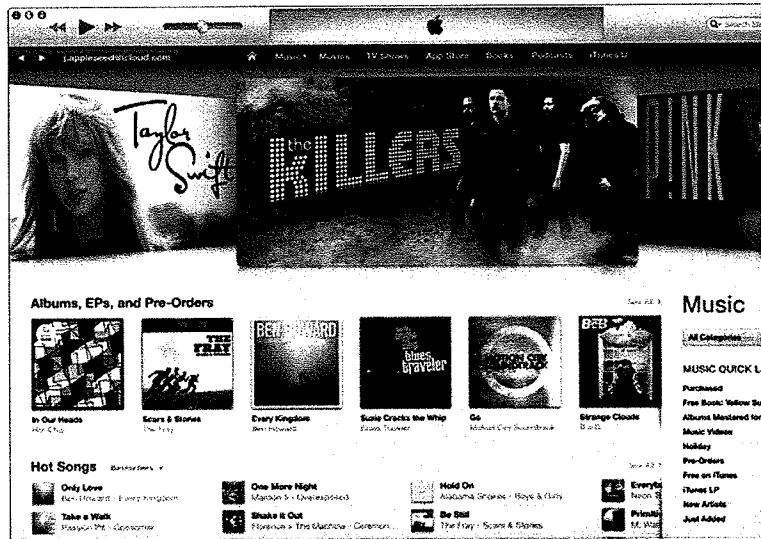
iTunes U



Gift Cards

Music. Discover it. Buy it. Love it.

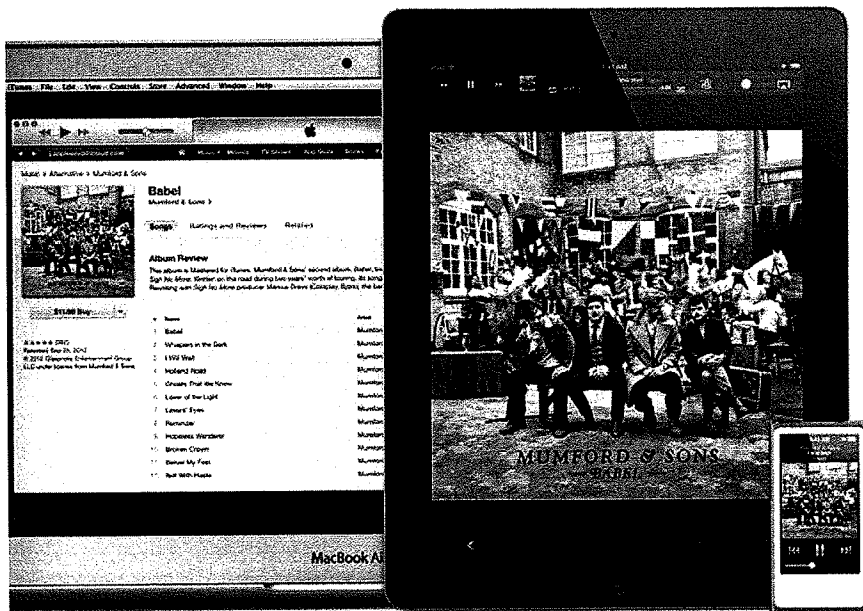
You'll find more than 26 million high-quality, DRM-free songs on iTunes for just 69¢, 99¢, or \$1.29 each.* Complete My Album makes it possible to buy a few songs to try an album out, then get the rest for the original album price minus what you've already spent. Buy on any device and your songs are instantly accessible in your iTunes library on your Mac or PC. Just double-click to play. Or, if you're headed somewhere you won't have Wi-Fi, click Download to take a copy with you.



iTunes Everywhere.

On your Mac or PC, iPad, iPhone, iPod, and Apple TV.

iCloud makes iTunes even better, because your music, movies, TV shows, apps, books, and more live not just on your computer, but on all your other devices, too. Even music you haven't purchased from iTunes can be stored in and played from iCloud, thanks to iTunes Match. So wherever you are, your favorite entertainment is always right there with you.



iCloud

You never know when you'll suddenly be in the mood to listen to a favorite song, rewatch a classic movie, or laugh at that hilarious sitcom episode with a friend. With iCloud, you can have iTunes automatically download new music purchases to all your devices the moment you tap Buy. You can also access past music, movie, and TV show purchases from any of your devices — wirelessly and without syncing.

And now new music, movies, and TV shows purchased on any device are instantly accessible in your iTunes library on your Mac or PC. Just click to play, or even download to take a copy with you if you're going somewhere you won't have Wi-Fi. Whenever you pause a movie, podcast, or audiobook before the end, iCloud remembers where you left off. So you can pick up in the same spot on any of your devices.

iTunes Match

iTunes Match lets you store your entire music collection, even songs you've imported from CDs, in iCloud. From there, you can

access your music from any of your devices and listen to your entire library, wherever you are. All for just \$24.99 a year. Learn more about iTunes Match



Using iTunes with iCloud and iTunes Match
Watch the video

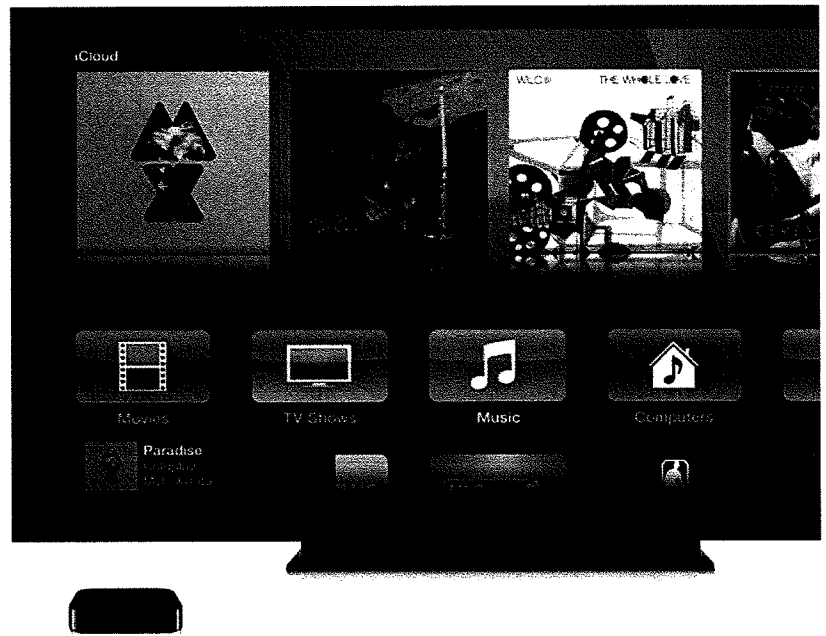


iTunes + iPod

It's easy to keep your iPod touch, iPod classic, iPod nano, and iPod shuffle ready to rock. Just buy whatever songs, albums, movies, TV shows, and audiobooks you like from the iTunes Store on your Mac or PC. Or import your CD collection into iTunes. Then sync it all to your iPod.

iTunes + Apple TV

Apple TV lets you choose from thousands of current and classic movies and TV shows from iTunes — many in stunning 1080p HD — on your widescreen TV. You can play your music collection, view your photos, and listen to podcasts right from the big screen, too. And if you're an iTunes Match subscriber, just click Music to play your favorite tracks.



*Refers to the total number worldwide. Not all content is available in all countries.

Automatic downloads and downloading previous purchases require iOS 4.3.3 or later on iPhone 3GS or later, iPod touch (3rd generation or later), iPad, or iPad mini; iOS 5 or later on iPhone 4 (CDMA model); or a Mac or PC with iTunes 10.3.1 or later. Previous purchases may be unavailable if they are no longer in the iTunes Store, App Store, or iBookstore. Downloading previous movie purchases requires iTunes 10.6 or later, iOS 5 or later, or Apple TV software 4.3 or later. Not all previously purchased movies are available for downloading to your other devices. Download iTunes free.

1080p HD movies and TV shows can be viewed on a Mac or PC with iTunes, iPad with Retina display, or Apple TV (3rd generation). Not all purchased movies are available in 1080p HD. To play 1080p HD video on a Mac, you need a 2.4GHz Intel Core 2 Duo or faster processor and at least 2GB of RAM. To play 1080p HD video on a PC, you need a 2.4GHz Intel Core 2 Duo or faster processor, 2GB of RAM, and an Intel GMA X4500HD, ATI Radeon HD, or NVIDIA GeForce 8300 GS or better graphics processor.

iTunes Match requires iOS 5.0.1 or later on iPhone 3GS or later, iPod touch (3rd generation or later), iPad, or iPad mini, or a Mac or PC with iTunes 10.5.1 or later. Limit 25,000 songs. iTunes purchases do not count against limit. Access to some services is limited to 10 devices.

The iTunes Store is available only to persons age 13 or older in the U.S. Requires compatible hardware and software and Internet access (fees may apply). Terms apply. See <http://www.apple.com/itunes/what-is> for more information.

Available on iTunes. Title availability is subject to change.

Prometheus is available on iTunes. Prometheus © 2012 Twentieth Century Fox Film Corporation. All rights reserved.