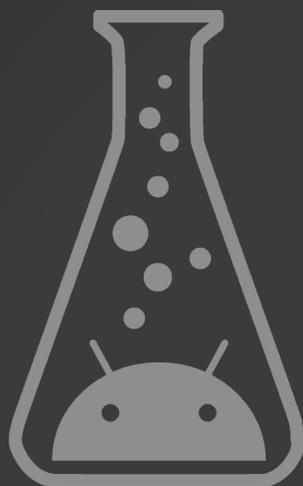


ANDROID  
developer lab



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developer lab

# Android Market for Developers

Q3 2011

# Agenda

1. Android Addressable Customers
2. Distributing on Android Market
3. Monetization and Merchandizing



# Android Addressable Customers

## Delivered via a Global Partnership

135M devices activated

410 devices launched

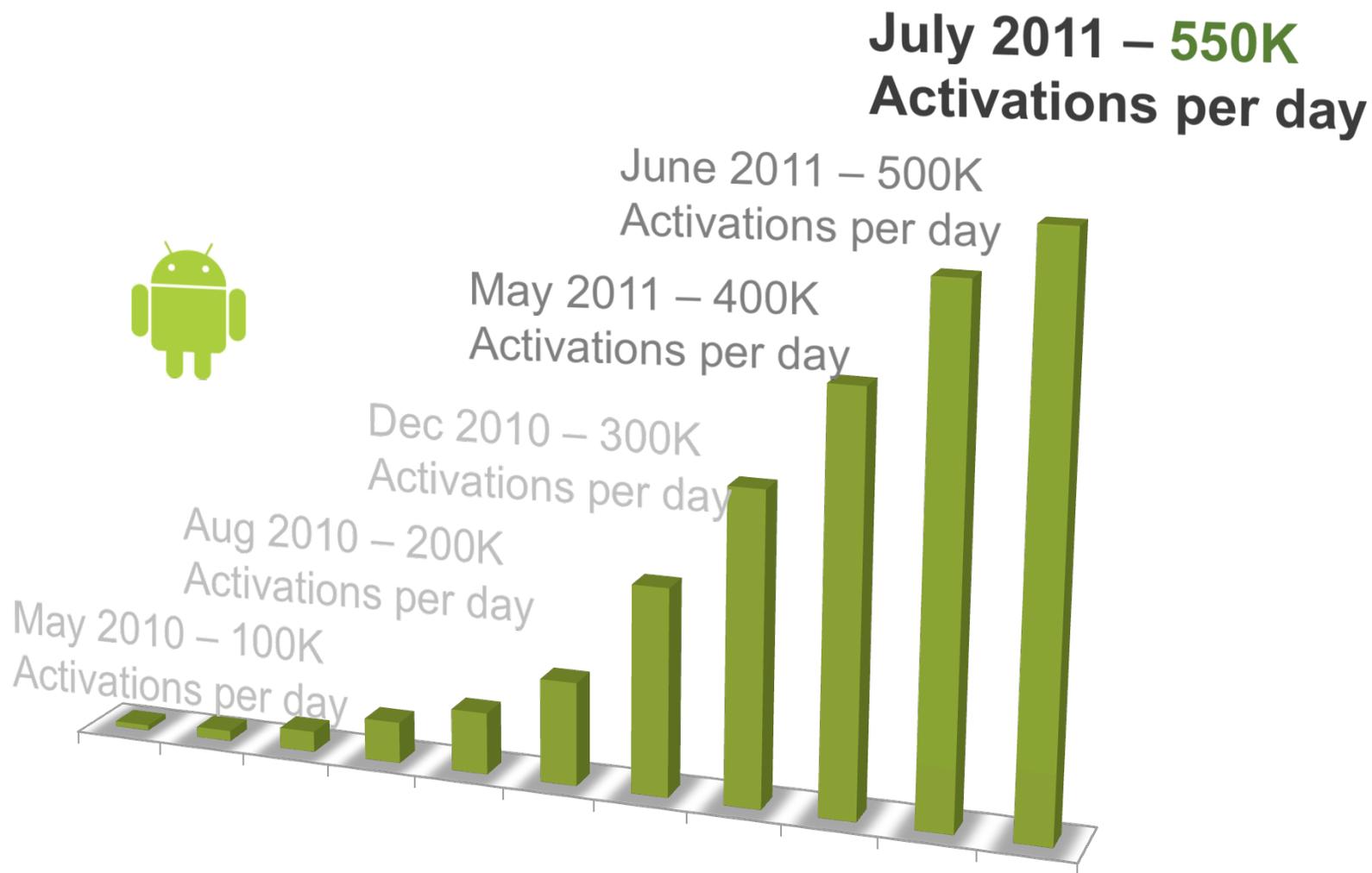
39 OEMs

213 carriers

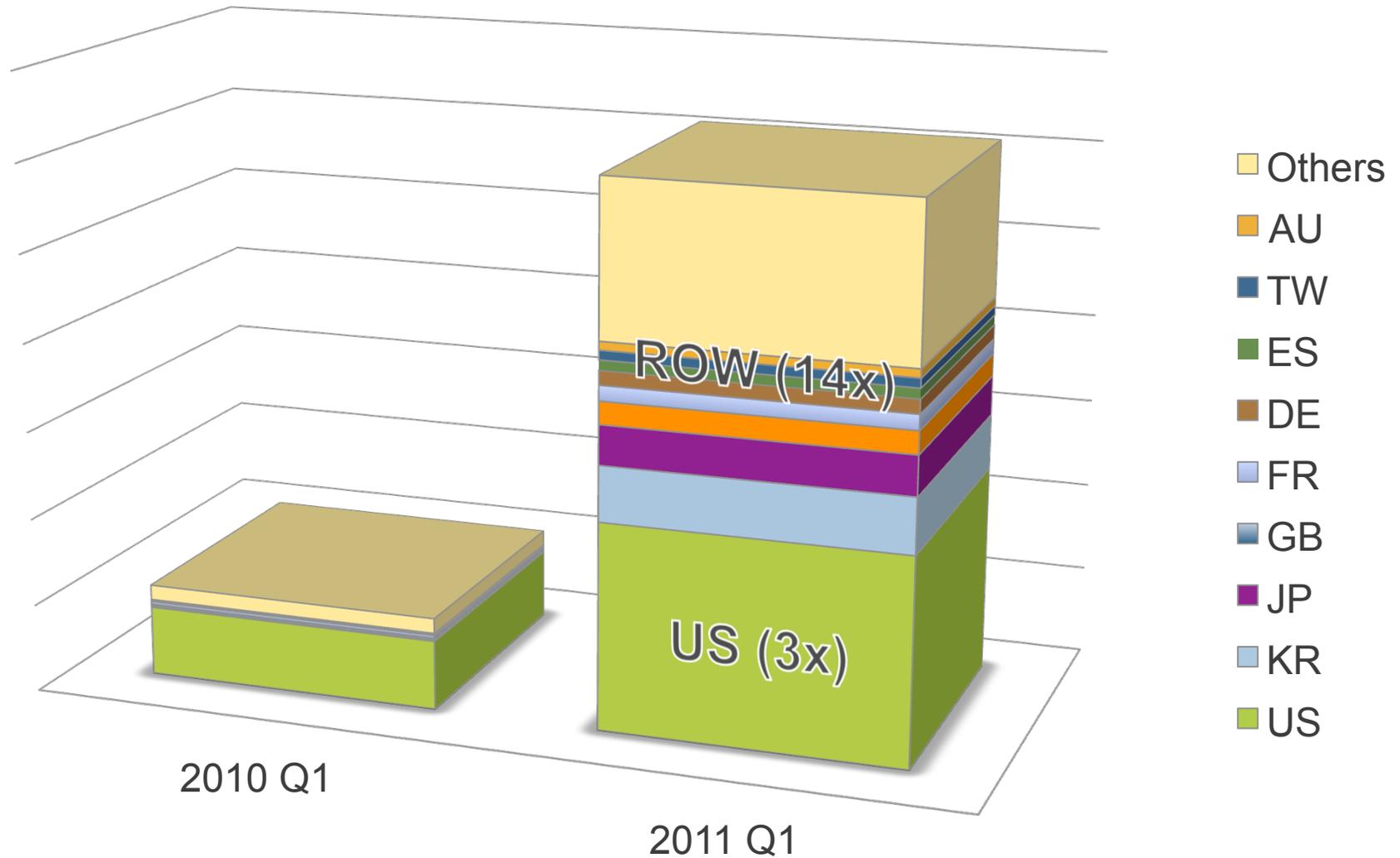
131 countries where apps are sold



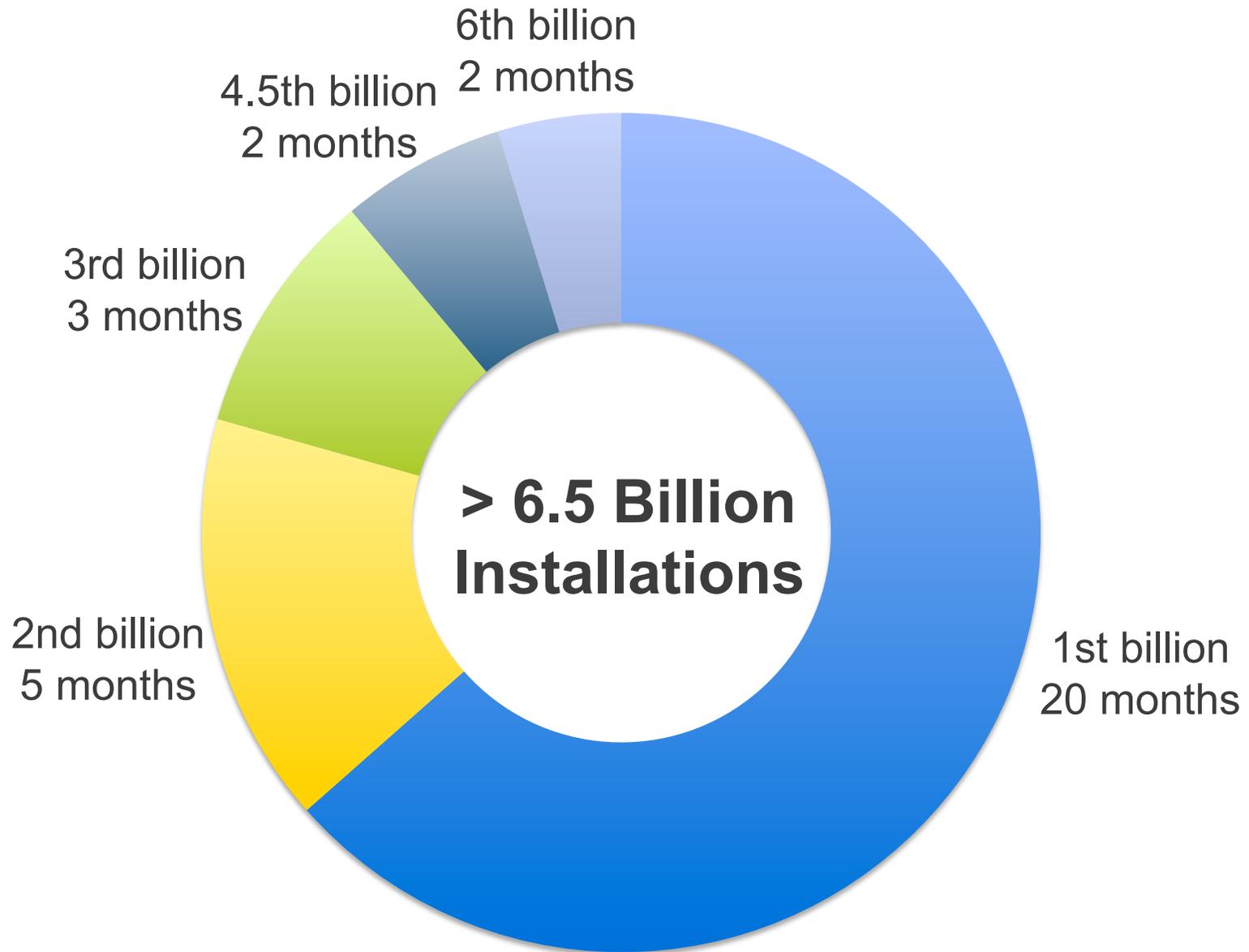
# Rapid Growth in Activations



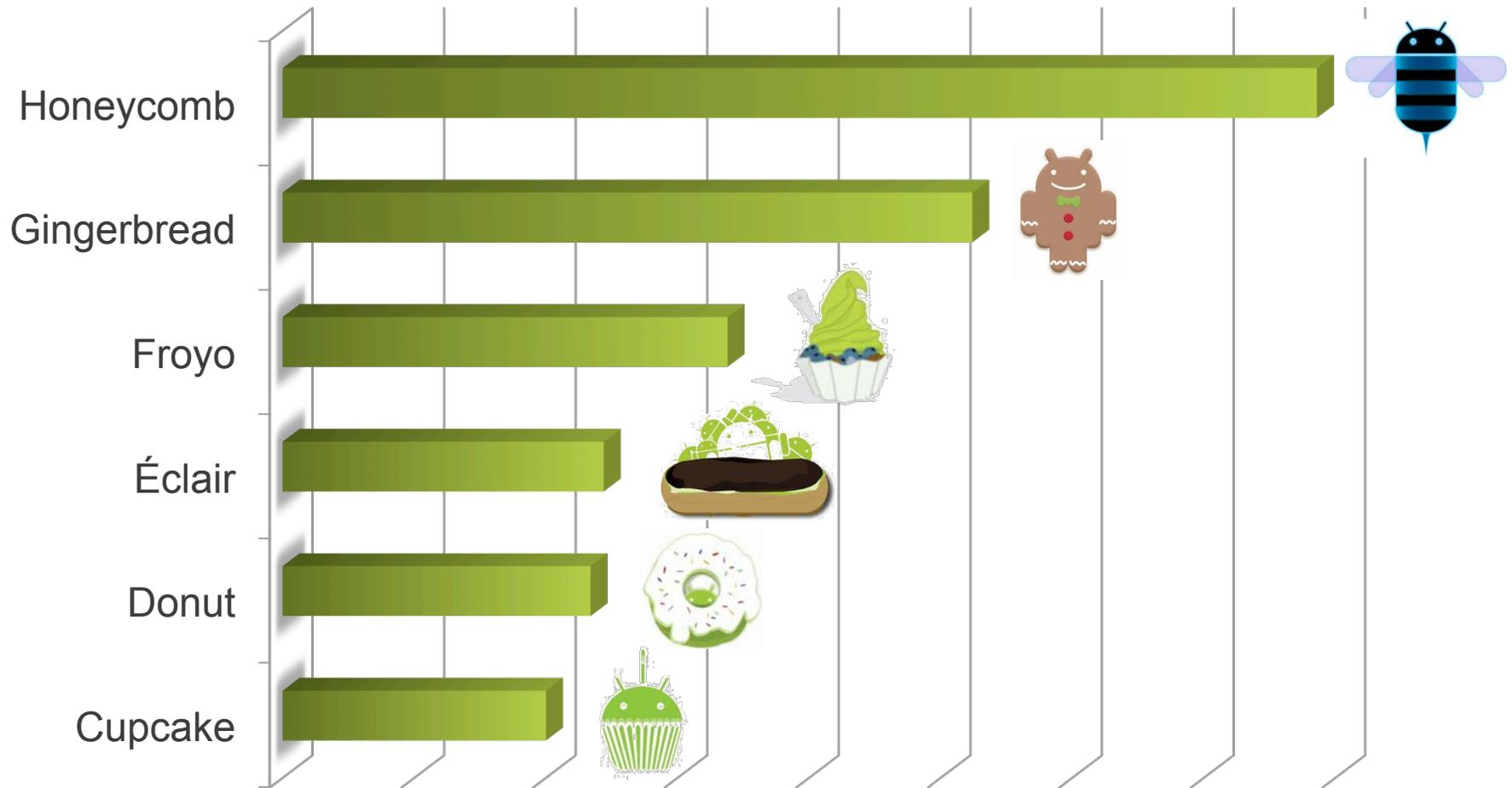
# Global Expansion in Activations



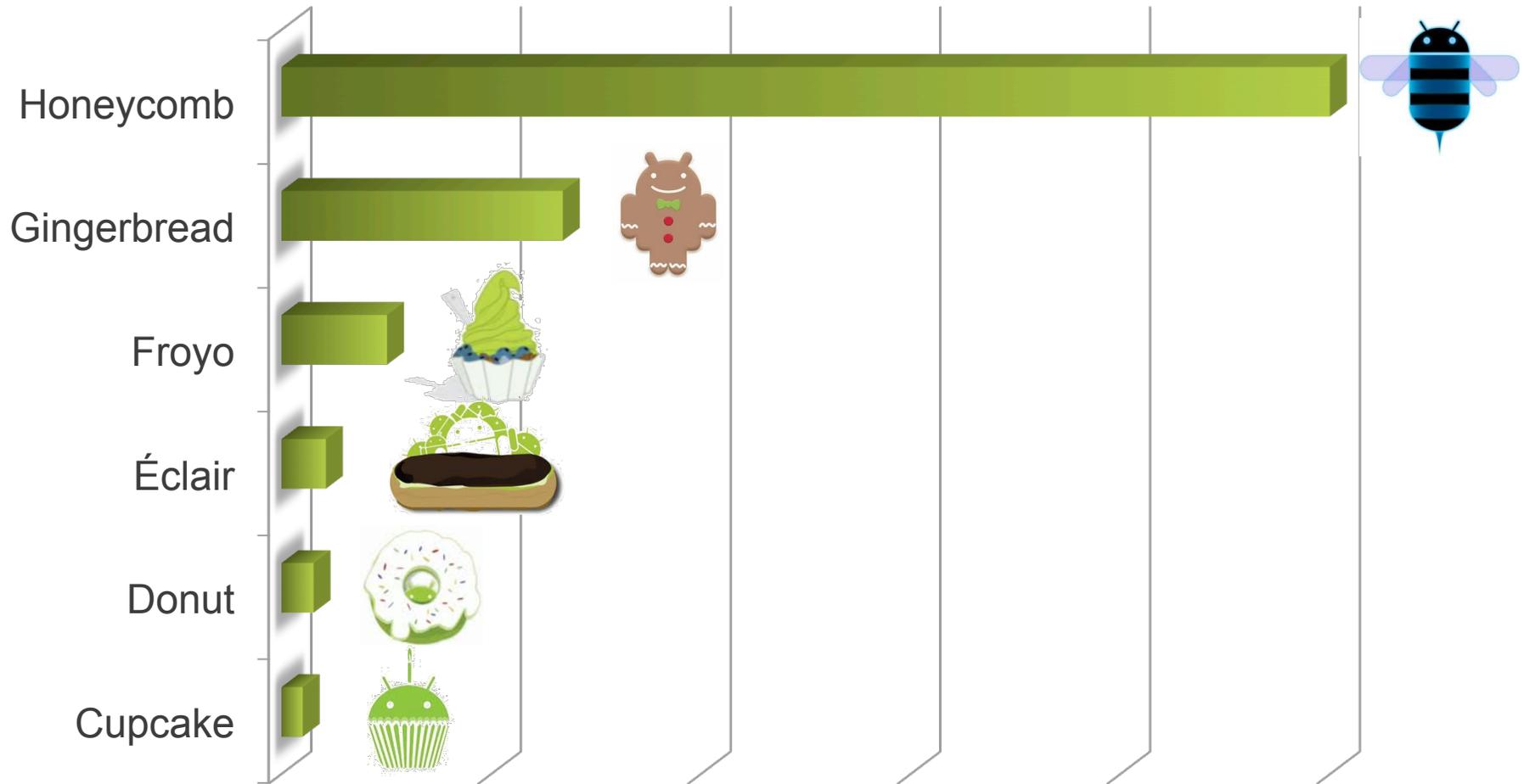
# App Installations



# App Installations per Device



# Paid App Installations per Device

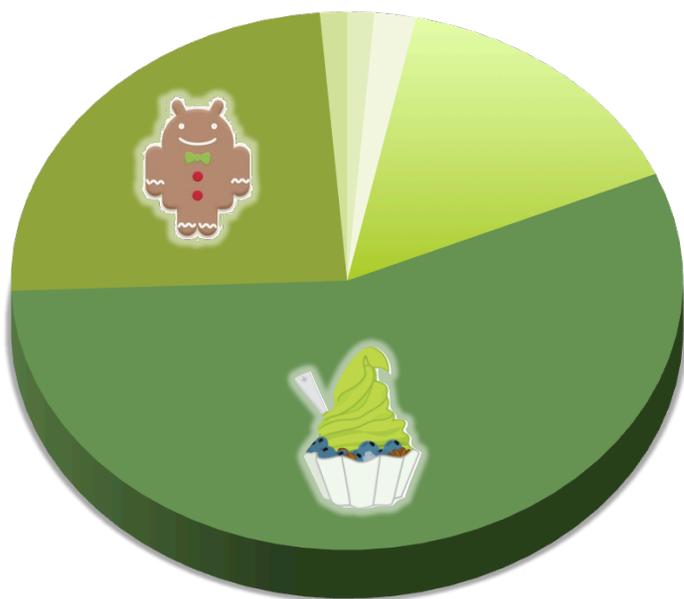




# Distributing on Android Market

# Too Many Platform Versions?

■ Android 1.5 ■ Android 1.6 ■ Android 2.1  
■ Android 2.2 ■ Android 2.3 ■ Android 3.0



Devices accessing Android Market  
14-day period as of August 1, 2011

- 1.5 and 1.6 represent 2.8%
- 2.2 and 2.3 represent 84.5%
- 3.0, 3.1, 3.2 represent 1.4%
- Industry commitment to continue updating devices for 18 months after shipment
- Single binary can
  - Run across multiple OS versions
  - Use newest APIs and maintain support for older versions

# Designed for Flexibility

- **Capability targeting**
    - Platform version, Screen size & density, OpenGL ES version, Hardware/software features, GL texture-compressions format, ABI
  - **Business targeting**
    - Countries and carriers
  - **Launched support for multiple apks**
    - Platform versions, Screen sizes & densities, Texture compression formats
- 
- **Launched device availability list – based on app manifest file**
    - Show all supported devices for published or draft apps
    - Option to exclude specific devices if need be
  - **Detailed stats**
    - Country, Language, Screen size, OS version
    - Comparison against other apps in the same category
  - **Other features coming soon**
    - Support for large apps – 50MB app package + up to two 2 GB archives





# Monetization and Merchandizing

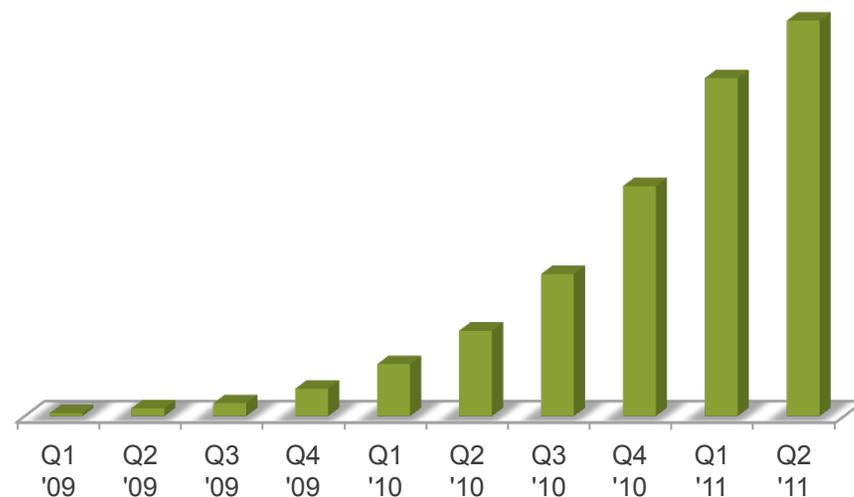
# New Payment Options

- Launched in-app billing
- Big initiatives this year
  - Launch more carrier billing integrations
    - US: Live with Sprint, T-Mobile, AT&T
    - Japan: Live with DoCoMo, KDDI, Softbank
    - Korea: Live with SKT
    - UK: Live with Vodafone
    - Germany: Live with Vodafone
    - More in progress
  - Subscription billing support



# Monetization

- Adding more buyers and in more countries rapidly...users in 131 countries can now purchase apps



# New Merchandizing Tools in Market

## ▪ Editorial

- Staff Picks (phone and tablet)
- Carousel (phone, tablet, web)
- **Editor's Choice**
- **Top Developer Badge**

## ▪ Top/Recent Lists

- Category ranking
- **Trending**
- **Top New (Paid/Free)**
- **Top Overall (Paid/Free)**
- **Top Grossing (Paid)**

## ▪ Cross Listing

- Also from Developer
- **Users Also Viewed**
- **Users Also Installed**
- **Apps for You**



# Marketing Your App...

- **On your own site...**

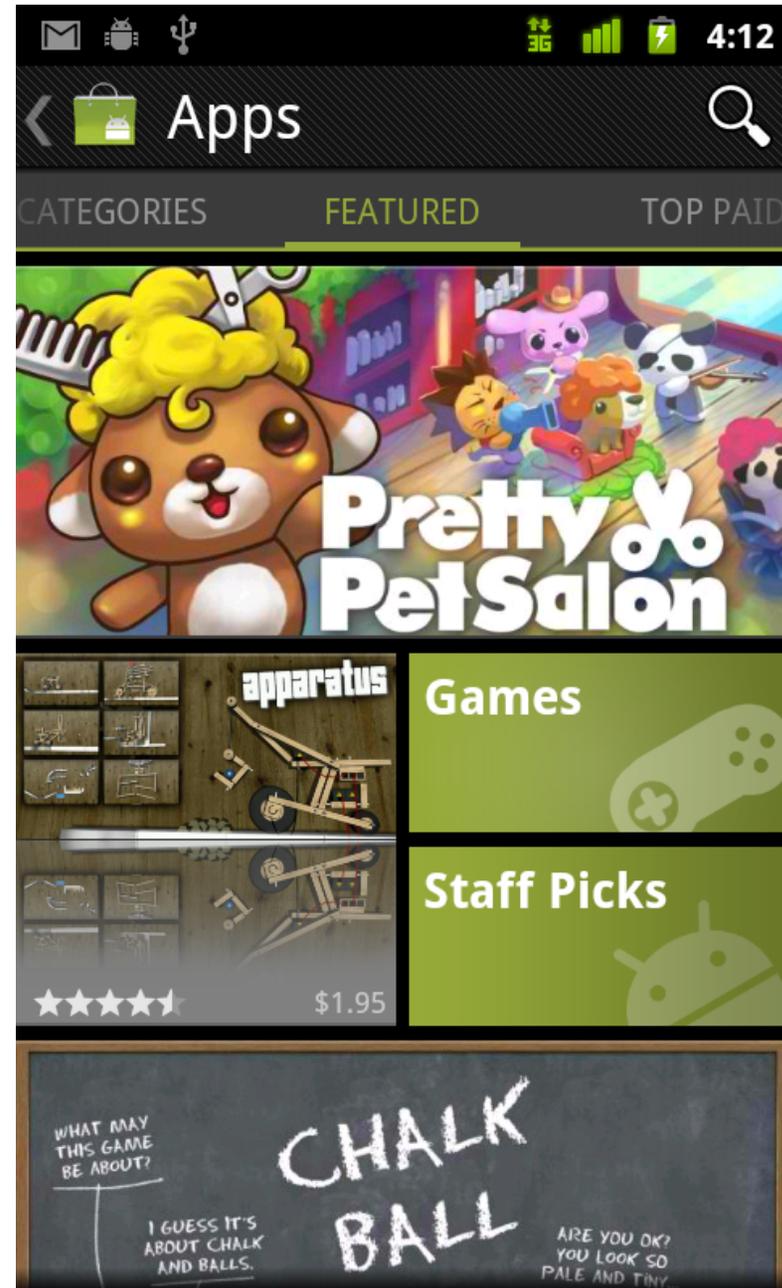
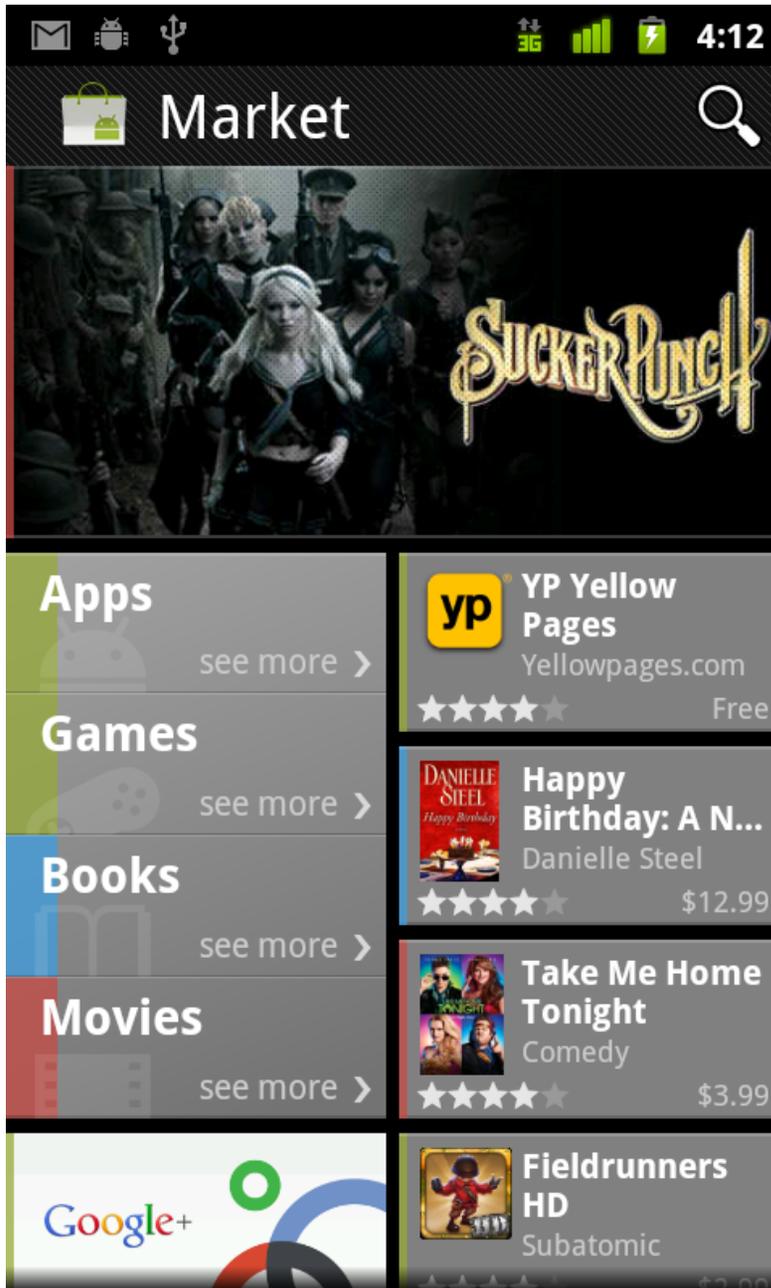
- Have a rich landing page
- Make sure it's easy to find
- Use tools for seamless downloading experiences



- **On Android Market...**

- Enter rich descriptions
- Explain the need for sensitive permissions
- Price appropriate to category
- Make it easy to rate and comment
- Treat optional promotional graphics and assets as required

# New Market





For more, visit  
**[developer.android.com](http://developer.android.com)**

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