



ANDROID

**Android
Applications &
Android Market**

May 2010

Android Market

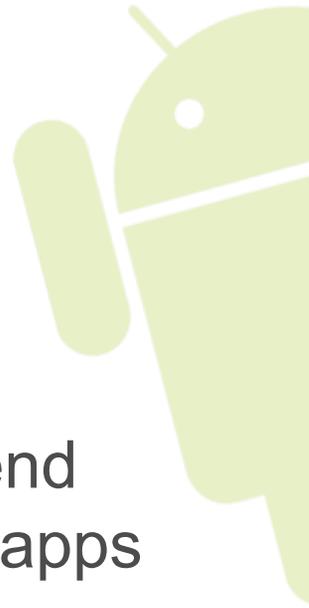
20,000+
developers
registered on
Android Market



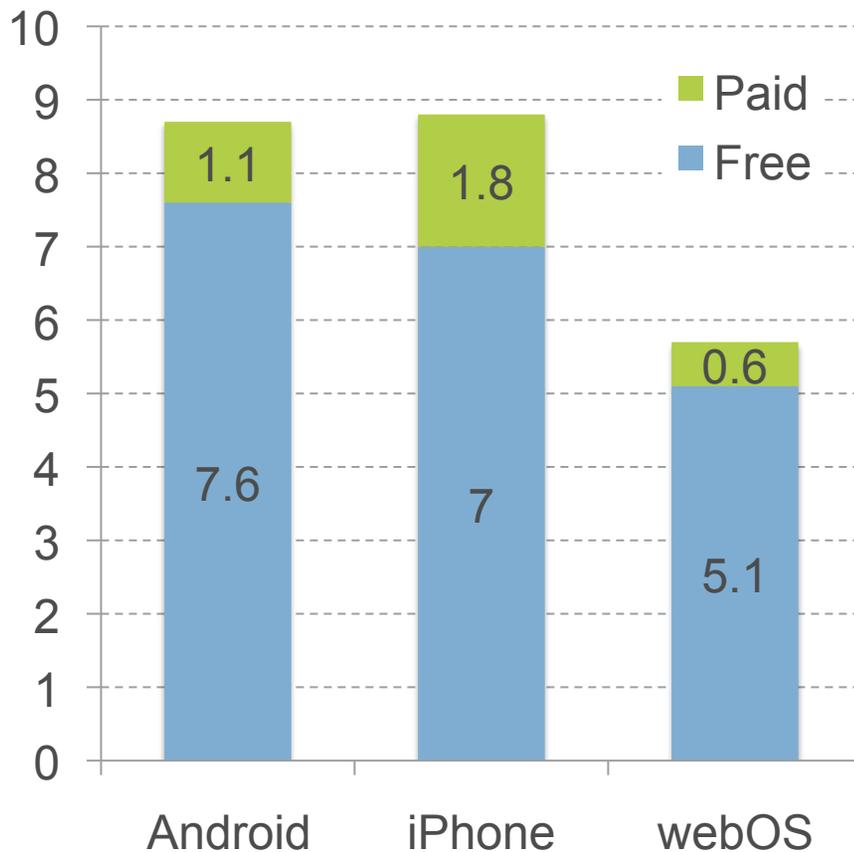
50,000+
apps
available
today



Demand for Applications



Average number of app downloads per month



- High engagement
 - Android users spend ~80 min a day on apps
- Purchase intent
 - 21% Android users purchase at least 1 app per month
 - These users purchase an average of 5 apps per month
 - Average spend per month is \$8.36

Publishing Android Apps



1. Develop

<http://developer.android.com>

2. Register

<http://market.android.com/publish/>

3. Publish



- Android SDK
- Development resources
- Developer Advocates



- Create profile & register
- Developer Distribution Agreement
- Setup merchant account



- Sign & upload .apk
- Deployment options
- Marketing & promotions

Registration – Setting up for free apps



Basic Setup

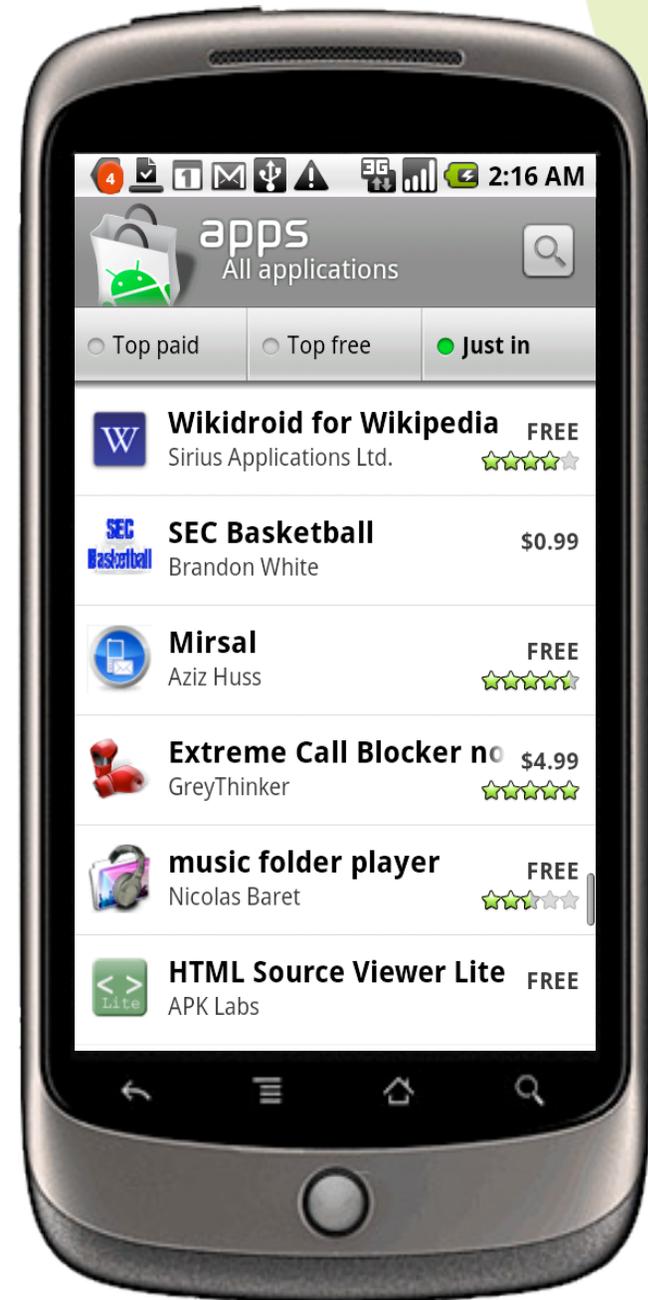
- Contact information
 - name, email, website, etc.
- One-time fee
 - no limit on number of applications
- Developer agreements
 - Developer Distribution Agreement
 - Content Policy Guidelines

Distribution Countries

- Launched in major markets throughout Americas, EMEA and JAPAC.

Publishing Android Apps

- Upload at any time, as many times as you want
- Publish whenever you are ready
- Users have access to app right away
- Update app at any time



Targeting Options

- **Device capabilities**
 - **SDK level:** Minimum and Maximum
 - **Screen size:** Small, Normal, Large
- **Location**
 - Target countr(ies)
 - Operator(s) (if applicable)
 - Matched to user's service provider



Selling Android Apps



“Seller” Requirements

- Checkout merchant account required
- Developer collects 70% of application price
- Transaction fee is equivalent to 30% of the application price; goes to operating costs.

“Seller” Countries

- 9 countries supported
 - United States
 - United Kingdom
 - Austria, France, Germany, Italy, Netherlands, Spain
 - Japan
- 4 currencies supported
 - USD (\$)
 - GBP (£)
 - EUR (€)
 - JPY (¥)

Buying Android Apps



“Buyer” Requirements

- Google Checkout account required
- Methods of payment
 - Credit & Debit cards
 - Carrier billing (if available)
- Purchased apps are tied to buyer’s Google account, may be installed unlimited times
- 24 hour refund period

“Buyer” Countries

- Americas
 - Canada, United States
- APAC
 - Japan, New Zealand
- EMEA
 - Austria, France, Germany, Italy, Netherlands, Spain, Switzerland, United Kingdom

Buying Android Apps



Prices are listed in
“Seller” currency

The screenshot shows the Google Play Store interface. At the top, there's a search bar and navigation icons. Below that, there are filters for 'Top paid', 'Top free', and 'Just in'. A featured section for 'What the Doodle!?' is visible. The main list of apps includes:

- Abduction! World Attack** by Psym Mobile, priced at UK£1.35, with 5 stars and 3029 ratings.
- Flight Director** by Camel Games, priced at \$1.99, with 5 stars.
- What the Doodle!?** by Che, priced at UK£1.00, with 5 stars.
- Gem Miner: Dig Deep** by Psym Mobile, priced at UK£1.35, with 5 stars.
- Papa Stacker** by Camel Games, priced at \$1.99, with 5 stars.

Confirmation to
buy

This screenshot shows the confirmation screen for purchasing 'Abduction! World Attack'. It displays the app's name, developer (Psym Mobile), price (UK£1.35), and a 5-star rating. Below this, it shows '10,000-50,000 downloads' and '3029 ratings'. A description reads: 'Your friends have been abducted by aliens! Use tilt controls to follow the ufo, picking up power-ups as you go, but watch you don't fall...'. It also notes '£1.35 is approx \$2.10' and lists updates: '- New Warthog character' and '- Added high res icon'. The version is '1.2.5' and size is '2.77MB'. At the bottom, there is a 'Buy' button.

Estimated price in
“Buyer” currency

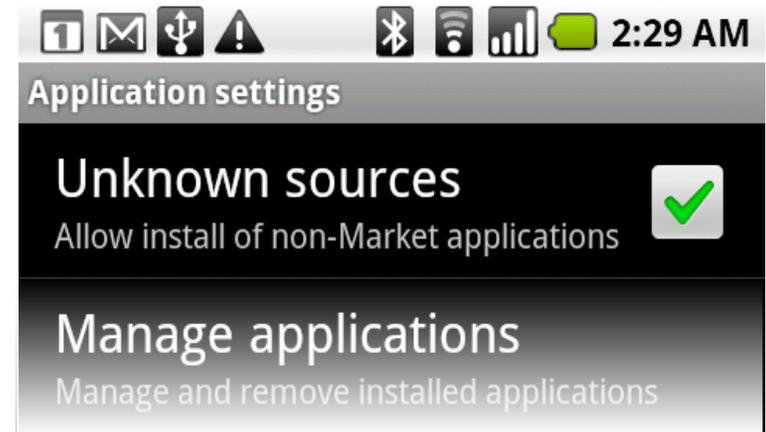
This screenshot shows the Google Checkout payment summary. It displays the subtotal and total as UK£1.35, with an approximate conversion of \$2.06. The payment method is set to 'VISA xxx-'. It also shows the Android market logo and logos for VISA, MasterCard, and Discover. A note states: 'Downloads can be returned for a full refund within 24 hours of purchase. [Refund Policy](#) [Google Checkout Billing and Privacy Policy](#)'. At the bottom, there is a 'Buy now: UK£1.35' button.

Choice in payment
method

This screenshot shows a 'Select payment' dialog box. It lists several payment options with radio buttons: 'Bill my T-Mobile account', 'VISA xxx-', 'VISA xxx-', and 'Use another credit card...'. At the bottom, there are 'OK' and 'Cancel' buttons. A 'Buy now: UK£1.35' button is visible at the very bottom of the screen.

Other Options for Distributing Apps

- USB side-loading via Android Debug Bridge (adb)
 - Useful in development and debugging
- Download from website
 - Useful for private distribution
 - Website may be access controlled



How to Increase Exposure



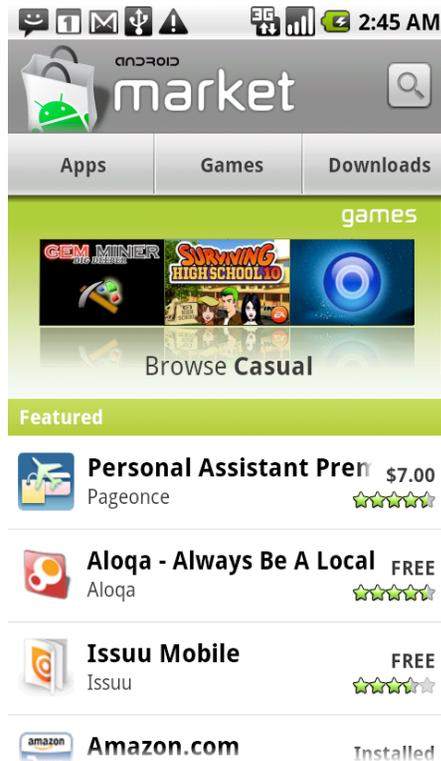
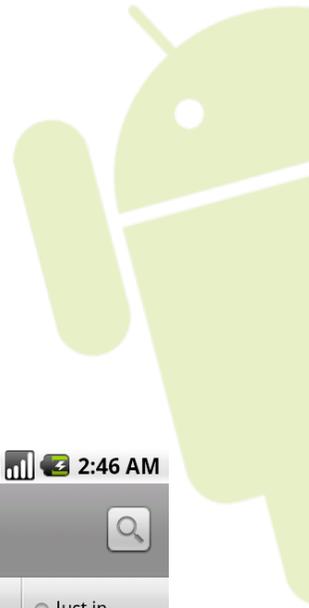
Market Ranking

The screenshot shows the Google Play Store interface for the 'apps Entertainment' category. At the top, there is a status bar with various icons and the time '2:42 AM'. Below the status bar is the 'apps Entertainment' header with a search icon. The 'Top free' tab is selected. The list of apps includes:

- FANDANGO**: Find movie & theater listings, watch trailers, view fan ratings & buy tix fast!
- Backgrounds** by Stylem Media: FREE, 5 stars
- Ringtones** by Mabilo Android Team: FREE, 5 stars
- Movies** by Flixster Inc.: FREE, 5 stars
- TV.com** by CBS Interactive, Inc.: Installed, 5 stars
- Funny Jokes** by Swiss Codemonkeys: FREE, 5 stars

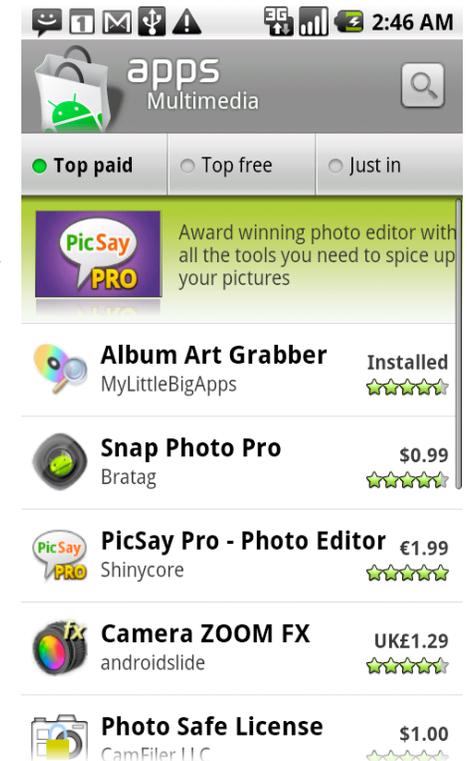
- Relevance
- Downloads
- Ratings
- Retention
- and other factors...

Featuring and Promotion

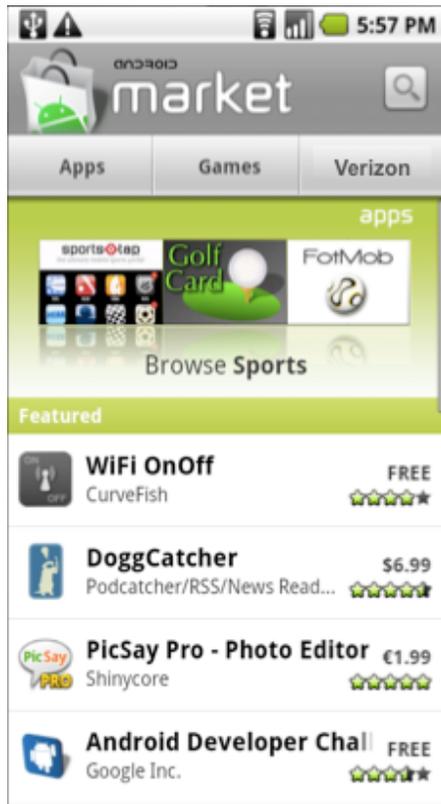


Promotion
Banner

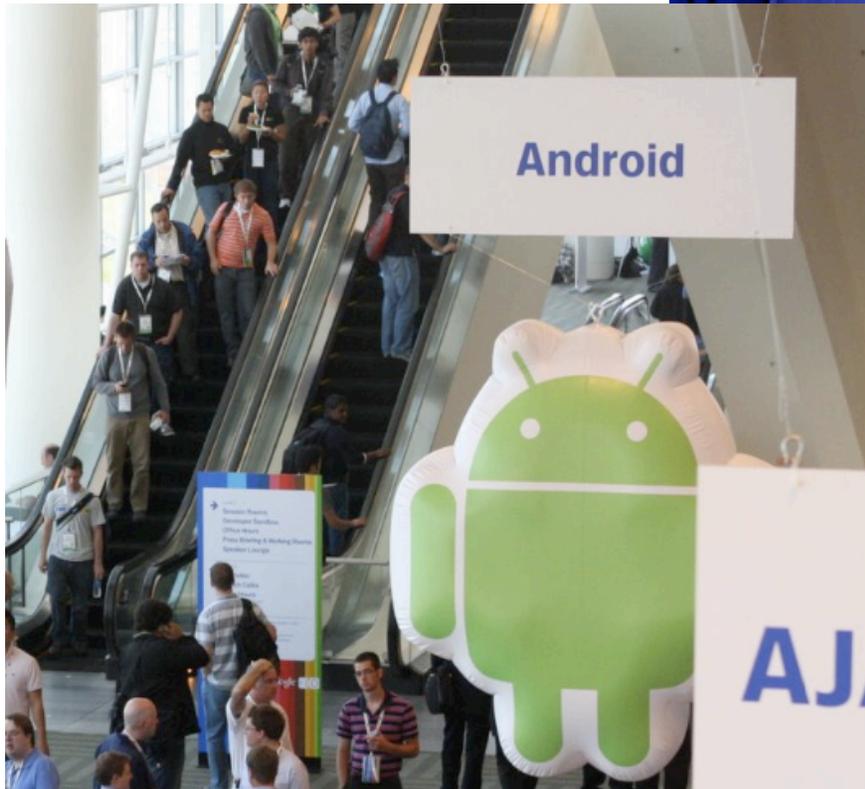
Getting
Featured



Partner Device Launches



Events



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