

# Google Play

To publish Android application, developer account in [Google Play Console](#) is needed. Additional requirements that need to be fulfilled have been described below.

## Additional informations about application

These information concern applications that are visible in Google Play to help users become familiar with its functionality

## Product Details

- Title (app's name on Google Play) - **50 character limit**
- Short description (first text users see when looking at app's detail page on the Play Store app) - **80 character limit**  
**(Users can expand this text to view app's full description)**
- Full description (app's description on Google Play) - **4000 character limit**

## Graphic assets:

- **Screen shots** (you can add **up to 8 screenshots** for each supported device type). **To publish Store Listing, it is required to provide minimum of 2 screenshots.**

### Requirements:

- JPEG or 24-bit PNG (no alpha)
- minimum dimension: 320px
- maximum dimension: 3840px
- The maximum dimension of screenshot can't be more than twice as long as the minimum dimension

Some sections of Play Store show groups of recommended games using screenshots. For your game to be eligible, you must provide a **minimum of 3 landscape screenshots.**

- 16:9 aspect ratio (landscape)

- **High-res icon**

To publish store listing, a **high-res icon is required.** The high-res icon does not replace app's launcher icon, but should be a higher-fidelity, higher-resolution version.

### Requirements:

- 32-bit PNG (with alpha)
- Dimensions: 512px by 512px
- Maximum file size: 1024KB

Design guidelines:

1. [Google Play icon design specifications](#)
2. [Material icons used through Android M](#)
3. [Adaptive icons for Android O](#)

- **Feature graphics**

To publish an app and have it be featured anywhere on Google Play, a feature graphic is required. To display a feature graphic on app's store listing, you also need to add promo video.

**Requirements:**

- JPEG or 24-bit PNG (no alpha)
- Dimensions: 1024px by 500px

- **Promo graphic**

The promo graphic is used for promotions on **older versions of the Android OS (earlier than 4.0)**. **This image is not required to submit an update for Store Listing.**

**Requirements:**

- JPEG or 24-bit PNG (no alpha)
- Dimensions: 180px by 120px

- **TV banner**

To publish an Android TV-enabled app, a banner asset is required. When you're creating a banner asset, think of it like your app's icon on Android TV.

**Requirements:**

- JPEG or 24-bit PNG (no alpha)
- Dimensions: 1280px by 720px

- **360 degree stereoscopic image**

To publish a Daydream-enabled app, you'll need to add a 360 degree stereoscopic image to your Store Listing page.

**Requirements:**

- JPEG or 24-bit PNG (no alpha)
- Dimensions: 4096px by 4096px
- Stereo 360°
- Maximum file size: 15MB

- **Promo video**

You can add a promotional video to store listing by entering a YouTube URL in the "Promo video" field. A promo video **isn't required**, but it's highly recommended as a fun, engaging way to show features of your app to potential users.

**Need to know:**

- Turn off monetization for the video. When users browse Google Play, we want them to see your app, not someone else's ad.
- Use a video's YouTube URL, not YouTube playlist or channel URL
- Don't use age-restricted video
- Use a video's full YouTube video link instead of a shortened link  
Some sections of Google Play show groups of recommended games using videos. For a game to be eligible to be shown in these sections, use a video that's filmed in landscape orientation.
- Keep your videos short (30 seconds to 2 minutes)

## Languages & translations:

When you upload an app, the default language is English (United States, en-US). You can add translations of your app's information, along with in-language screenshots and other graphic assets. If you don't add your own translations, users can view an automated translation of your app's Google Play store listing page using Google Translate or the default language of your app.

## Categorization:

To publish an app it is required to choose a Category. Optionally it is also possible to add up to 5 tags. Categories and tags help users to search for and discover the most relevant apps in the Play Store ([see examples](#))

## Contact details:

To publish an app **it is required to provide an email address.**

Required support:

- Provide a valid and accurate email address
- Respond to user questions about paid apps or in-app purchases on time
- Offer refunds (in accordance with [Google Play's refund policies](#))

Additional recommendations

To offer the best user experience, we also recommend you provide:

- Your name or the name of your organization
- Additional contact options
- An FAQ or help content hosted on website or blog
- Automated replies

## Privacy policy:

Adding a privacy policy to your app's store listing helps provide transparency about how you treat sensitive user and device data. The privacy policy must, together with any in-app disclosures, comprehensively disclose how your app collects, uses and shares user data, including the types of parties with whom it's shared.

- **For apps that request access to sensitive permissions or data (as defined in the [user data policies](#)):** You must link to a privacy policy on your app's store listing page and within your app.
- **For apps in the Designed for Families program:** You must link to privacy policy on your app's store listing page and within your app, regardless of your app's access to sensitive permissions or data.

## Next steps:

- Take the [content rating questionnaire](#) for your app
- [Publish your app](#) using standard or timed publishing

## Additional Aids:

- Discover best practices for [creating a compelling store listing](#)
- Learn how to [distribute your app to different locations and Android programs](#)

- [Optimize your store listing with experiments](#)

### Only for developers:

#### APK file (.apk):

To publish an app it is required to provide an APK file.

#### Requirements:

- unique package name
- Maximum size limit:
  - **100MB:** APKs that target Android 1.3 and higher (API level 9-10, 14 and higher)
  - **50MB:** APKs that target Android 2.2 and lower (API level 8 and lower)
- Android requires that all apps be digitally signed with a certificate before they can be installed. For more information, go to the [Android Developers site](#)
- Every APK has a *versionCode* in the manifest file that's incremented with each update of your app. To upload your app to Play Store, the greatest possible value for *versionCode* is **2100000000**
- Every APK has a *targetSdkVersion* in the manifest file which informs how your app is run on different Android versions. When you upload an APK, it needs to meet Google Play's target API level requirements. Here are the levels that apps currently need to target and will need to target in the future.

API level requirement	Starting date
Android 8.0 (API level 26)	<ul style="list-style-type: none"> <li>• August 1, 2019: Required for new apps</li> <li>• November 1, 2018: Required for app updates</li> </ul>
Android 9 (API level 28)	<ul style="list-style-type: none"> <li>• August 1, 2019: Required for new apps</li> <li>• November 1, 2019: Required for app updates</li> </ul>

## App Store

To publish iOS application in App Store it is required to have active paid account in [iTunes Connect](#). Detailed information about connecting with store are available at [Apple Developer](#).

#### Publication requirements:

- Categories - choose maximum of 2 categories for application. Categories help users to find your app. Apple provide [detailed information](#) about choosing categories.
- High-res Icon ([detailed information about app icon](#))
- Application name
- Privacy policy URL
- Company support URL
- Price details (free/paid)
- Application description

- Keywords for the application to help users find your app
- Organization name
- Contact details
- Screenshots

After entering all information in iTunes Connect, you can upload application to Apple Member account. After creating an iTunes Connect record for application, uploading is available in the Activity section.

To prepare the build for the application, several different things are required.

**In Apple Member Center (require technical knowledge):**

- Give access to the Apple Member Center ([guide](#))
- Generate a distribution certificate ([more information](#))
- Create distribution sharing profiles
- Create Application ID with unique package ID - **After uploading cannot be changed**

**In iTunes Connect:**

- Upload .ipa file to existing application in iTunes Connect

**Application will not appear immediately after uploading. Apple needs time to process .ipa file on servers.**

After successfully submitting the application to Apple, you will be presented with **3 options regarding when you want to publish your app**. These are:

- Automatic application release - publication will take place as soon as it is accepted
- Automatic application release not earlier than - application will be published in selected date and time
- Manual release - opportunity to choose the right moment