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Android Apps in Google Play

The year of opportunity

Chris Yerga
Engineering Director, Google Play



The agenda



The year of your business

More opportunities with Google Play



Demos

Take a look at something very new



5 top tips for 2012

New opportunities for every business



Q&A

What else can I tell you?





Customers



Revenue



Optimization

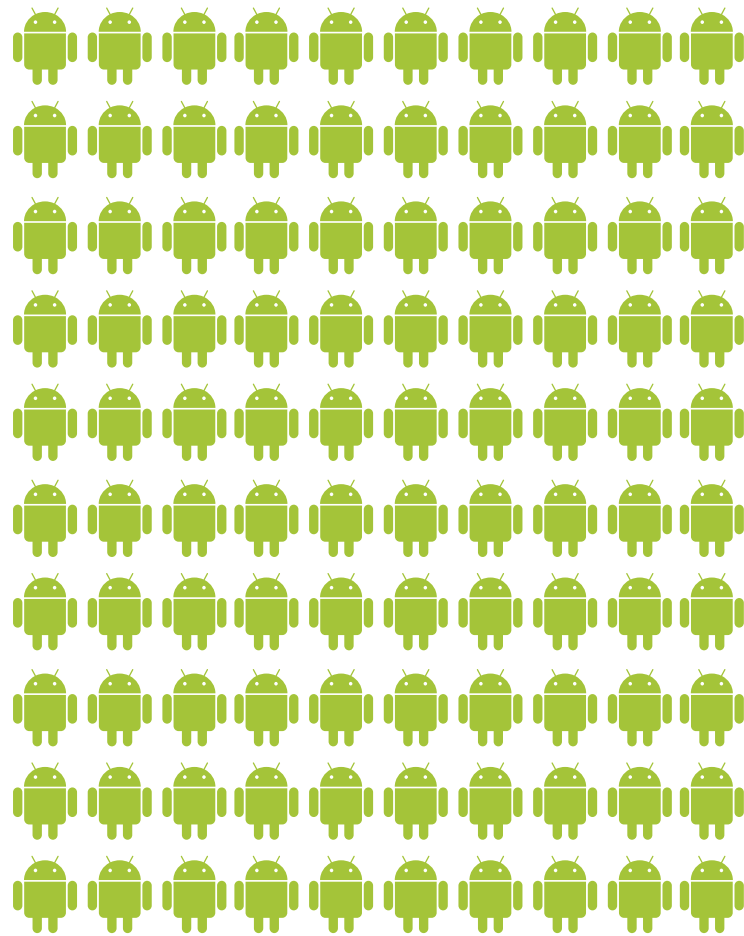




Customers



Android: the fastest-growing mobile platform



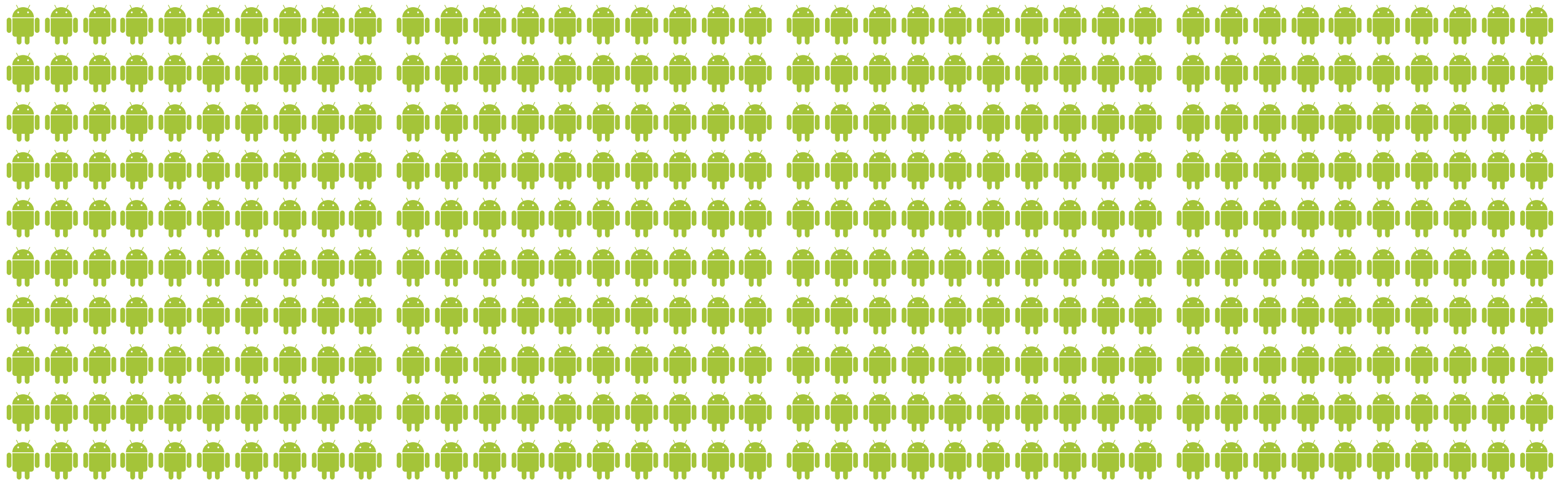
May 2011

100M total activations

 **500,000** daily activations

 1 Android = 1M activations

Android: the fastest-growing mobile platform



May 2011


100M total activations

 **500,000** daily activations

June 2012

400M total activations

 **1M** daily activations

 1 Android = 1M activations

Google Play grows a strong base of customer interest

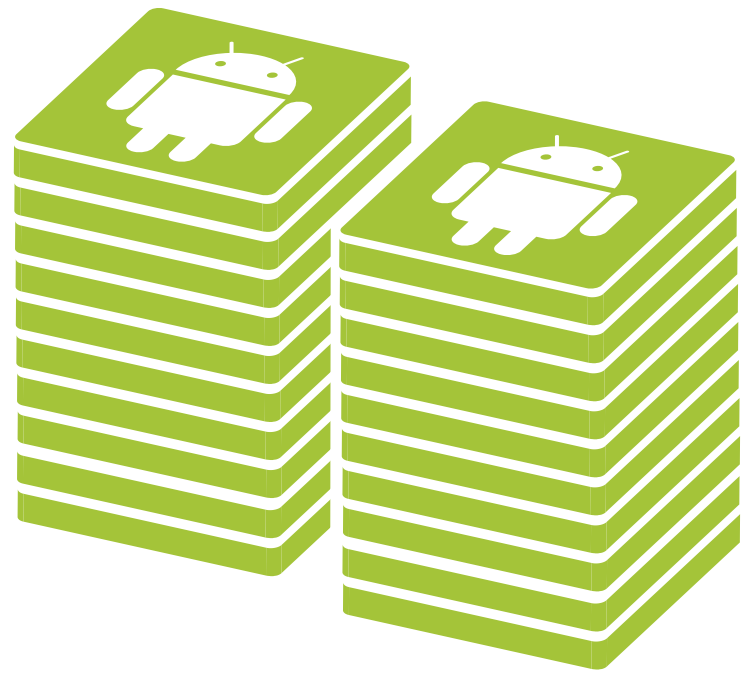


Google Play's investment in growing customers

The image displays a composite of the Google Play store interface. At the top, a navigation bar includes links for '+You', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', 'Documents', 'Calendar', and 'More'. A 'Sign in' button is located on the right. Below this is the Google logo and a search bar with 'Google Search' and 'I'm Feeling Lucky' buttons. A circular callout highlights the 'Maps', 'Play', and 'YouTube' links in the navigation bar. The main content area features a 'Google play' header with a search bar and navigation tabs for 'SHOP', 'MY MUSIC', 'MY BOOKS', 'MY MOVIES', and 'MY ANDROID APPS'. A large banner promotes 'PLAY WITH COLLECTIBLES' with the text 'NEW EXCLUSIVE ITEMS FOR YOUR FAVORITE GAMES' and 'AWESOME IN-APP COLLECTIBLES!'. Below the banner are three app tiles:

- MONSTER PARK** by KIWI, INC. with an 'INSTALL' button. Description: 'For a limited time in Monster Park, breed the Droid Monster and get the Lounge and Mailbox to complete the set! Hurry, before time runs out!'
- STARDOM: THE A-LIST** by GLU MOBILE with an 'INSTALL' button. Description: 'Continue your quest for stardom in style with EXCLUSIVE Android-themed clothing and a brand new Robot pet!'
- THE SIMS™ FREEPLAY** by ELECTRONIC ARTS INC with an 'INSTALL' button. Description: 'Score some patio perfection with the Outdoor Pack. That's a table, chairs, and a fountain for one amazingly low price – this week only!'

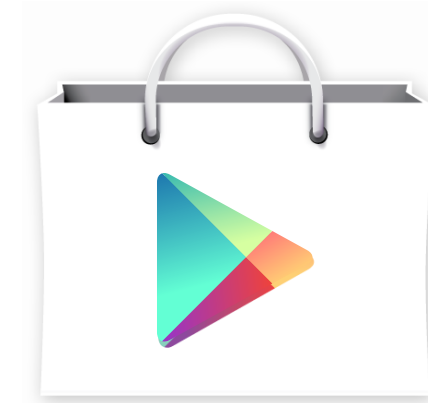




20 Billion
app downloads
in total



1.5 Billion
app downloads
per month



600,000 apps
in Google Play



Google Play is available globally



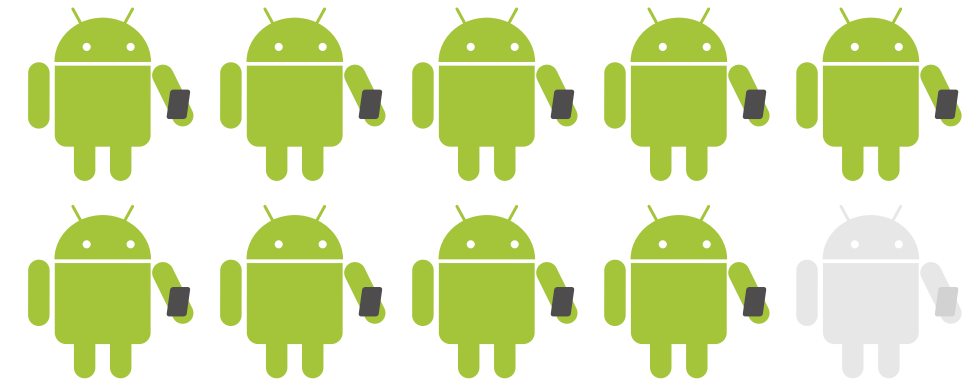
190

countries and territories for **free** apps



132

countries and territories for **paid** apps



92%

of users have **access to paid apps**



The new Nexus 7 tablet



With a \$25
Google Play
credit



Revenue





How users pay

Credit/debit card

10/10/10 promotions and new sign-up

Direct mobile carrier billing

Charge purchases to your mobile bill



Google Play balance

Tablet & Wallet promotions

How developers make money

Ad-funded

Revenue from advertisers not users

Paid apps

Pay to download an app

In-app products

Freemium & Paymium



Subscriptions

A recurring relationship



International markets are key to revenue growth



67%
of Google Play
revenue is
outside the US



**Largest markets
for paid apps**

United States

Japan

Korea

Germany

France

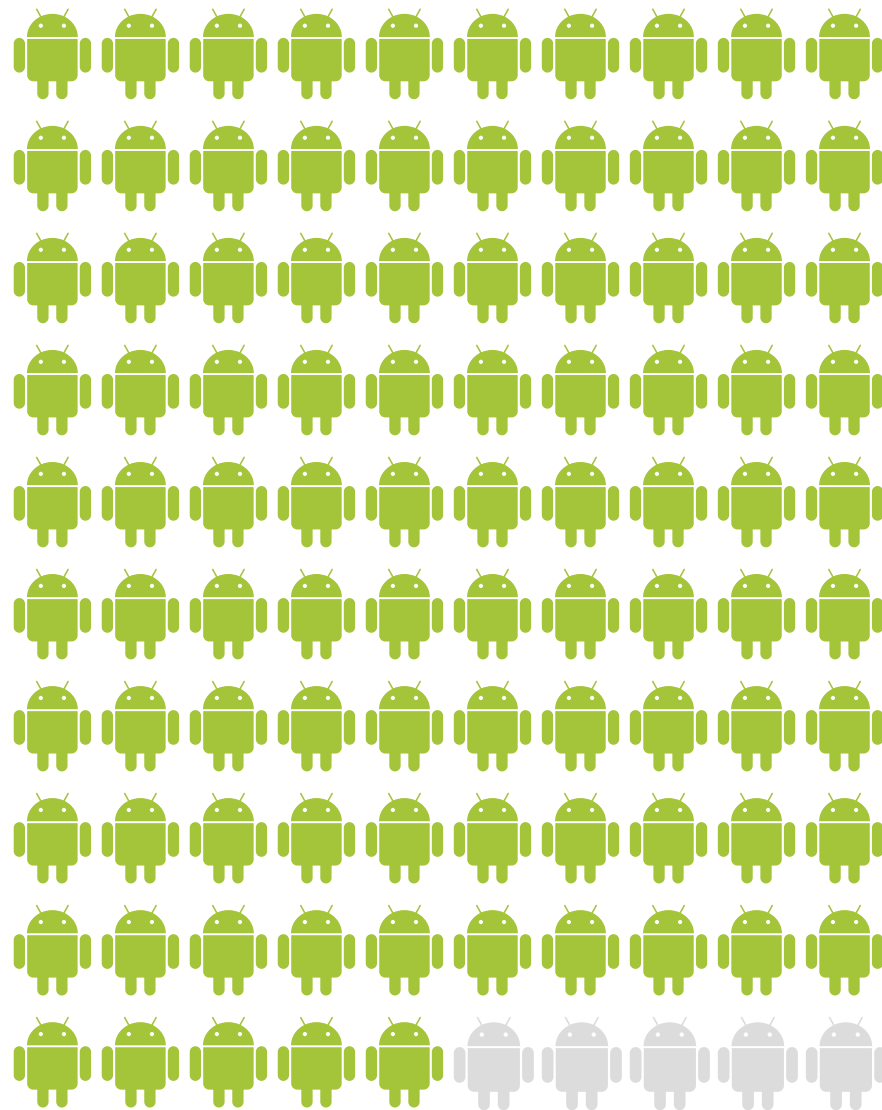


Revenue in Japan & Korea increased 14x

comparing April 2011 and April 2012



Carrier billing has unlocked Japan and Korea



95%
of Google Play users
are on a mobile
network that offers
carrier billing with
Google Play in
Japan & Korea



73%
of Google Play app
purchases are made
with carrier billing
when it's available.



Carrier billing recent launches

Since last Google I/O



10
new carriers



5
new countries

Now available in

Germany

Italy

Japan

Korea

Spain

UK

US



In-App product revenue overtook paid app revenue in 2012

Tiny Village

Targeted frequent content updates to different players
Virtual currency as in-app products

“ Google Play has the highest Average Revenue per Paying User of all app stores. This & other metrics make us Android zealots. ”

Suli Ali
CEO, TinyCo



Subscriptions create recurring revenue

Glu

uses subscriptions across several of their games

“Glu’s subscriptions-based Glu VIP Club continues to grow in popularity as gamers take advantage of significant bonus value and the easy sign-up process offered on Google Play.”

Niccolo de Masi
President and CEO, Glu





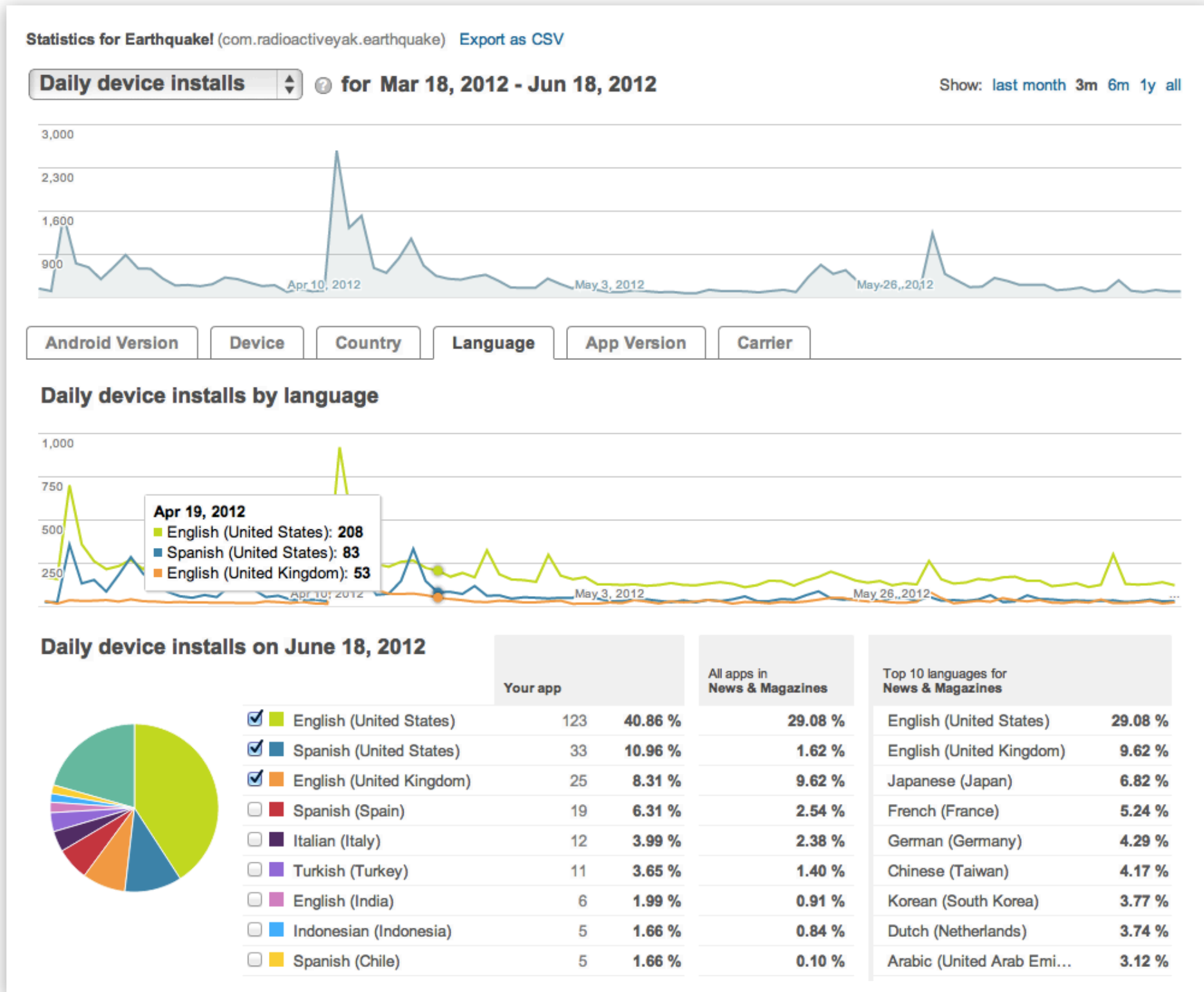
Optimization



Google Play Developer Console

Installation data for **8 metrics** broken down by **6 dimensions**

Export statistics as files



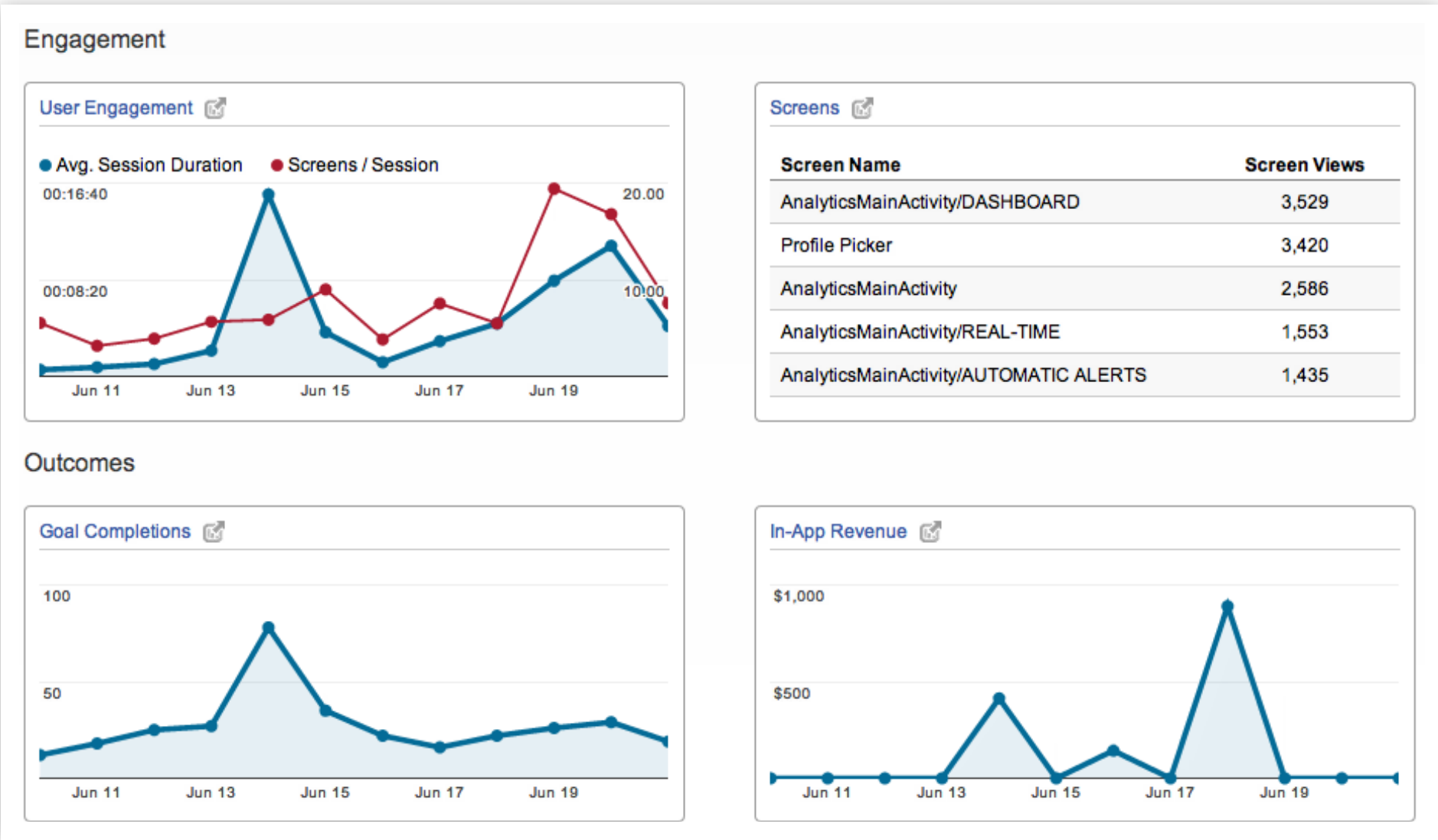
Google Analytics

Measurement and iteration

How do your users use your app?

How often do they come back?

What generates revenue?

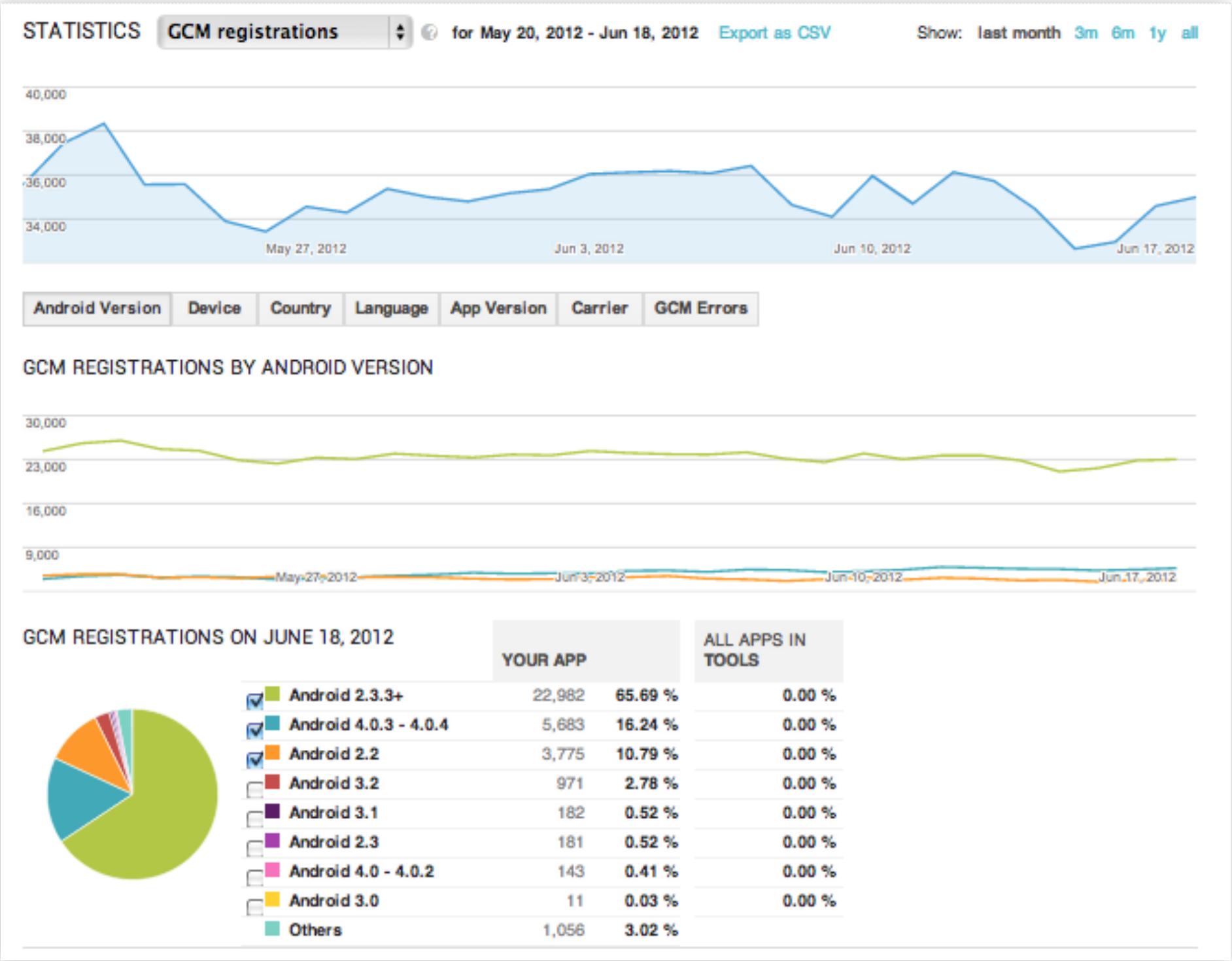


Google Cloud Messaging

Send notifications easily

Conserve your users' battery and data

View usage statistics





Google play

ANDROID DEVELOPER CONSOLE

Manage user accounts

Pending invitations

[Invite a new user](#)

EMAIL	SHOW FINANCIAL DATA	INVITE SENT	ACTIONS
thelittleprinceandthefox@gmail.com	<input type="radio"/> Yes <input checked="" type="radio"/> No	6/18/12	

Users with access to this developer console

EMAIL	SHOW FINANCIAL DATA	ACTIONS
fionafox2012@gmail.com <small>Account owner</small>		
kitsunethefoxspirit@gmail.com	<input type="radio"/> Yes <input checked="" type="radio"/> No	

Multiple user accounts

Invite other users to the same Developer Console

Set access level

Immediately revoke access





With **APK expansion files**

Glu has
Eliminated all hosting costs
for new Android titles

Increased conversion rate to 96%
from app download to gameplay

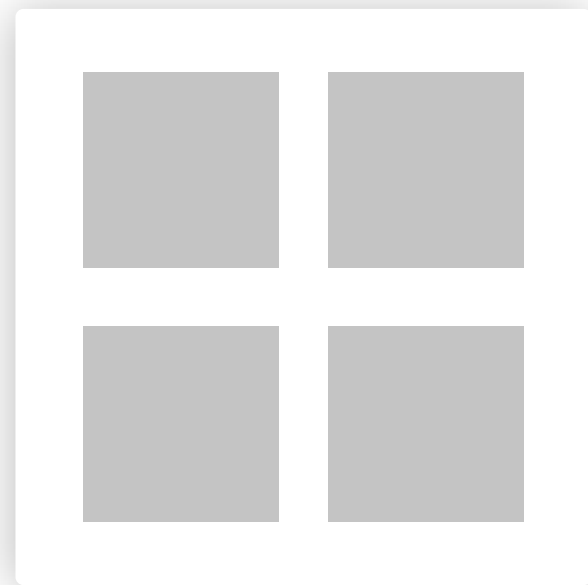
Reduced engineering cost

Improved user experience

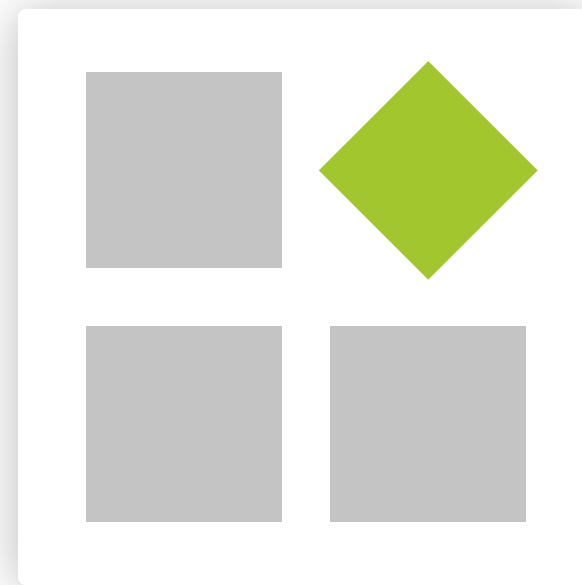


Smart app updates

1/3 of the size of normal updates



Version 1



Version 2

Users download
just the changes



★★★★☆ Ellie on Thursday, June 21, 2012 at 12:34 Version 1.0

Needs more levels I started playing this game and I really liked it. But after playing it for only an hour I beat the whole thing.

Your reply will be publicly visible underneath the original comment on Google Play. Please see [the posting guidelines](#).

Thanks for your feedback. We just published a new version yesterday with 30 more levels! Check it out and let us know what you think!

133 of 350 characters

Update reply

Cancel

My Review

Edit Review >

Tweet

Ellie - June 21, 2012 - Version 1.0 ↔

★★★★☆ Needs more levels

I started playing this game and I really liked it. But after playing it for only an hour I beat the whole thing.

Example App Developer replied on June 21, 2012

Thanks for your feedback. We just published a new version yesterday with 30 more levels! Check it out and let us know what you think!





Make your Android apps look great

New templates in the design guide make it easier than ever to design apps that are beautiful and easy to use.

[Learn More](#)

[About Android](#)

[Get the SDK](#)

[Open Source](#)

[Support](#)

[Legal](#)

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+1 9.9k

The all-new developer. android.com







The demo

The new Google Play Developer Console



New design
with improved
navigation



**Improved
publishing flow**
and APK upload
flow



**Localize your
listing**
into all languages
where Android
devices are
available
plus **automatic
translations**



**Google Cloud
messaging**
statistics

... and lots more to come later in 2012.







Five top tips

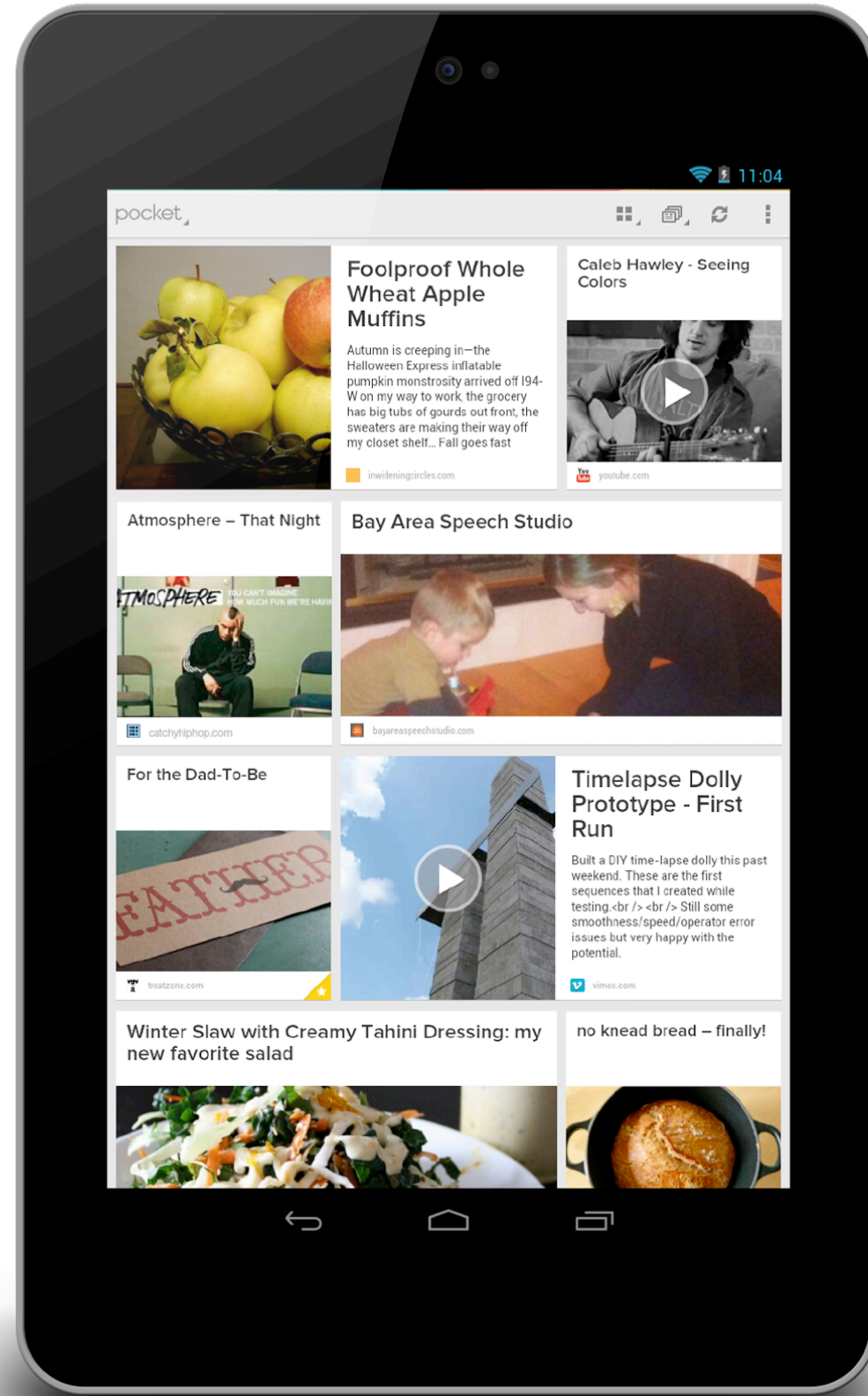


Focus on the user

and all else will follow

Design – Usability – User feedback





Pocket

Design looks & feels like Android

Make the most of platform features

Strong design team

Major releases are beta-tested





Localize your app





Foursquare

Identified countries with growth

Localized into 12 languages

International growth
helped by “superusers”

50% of user base now outside US

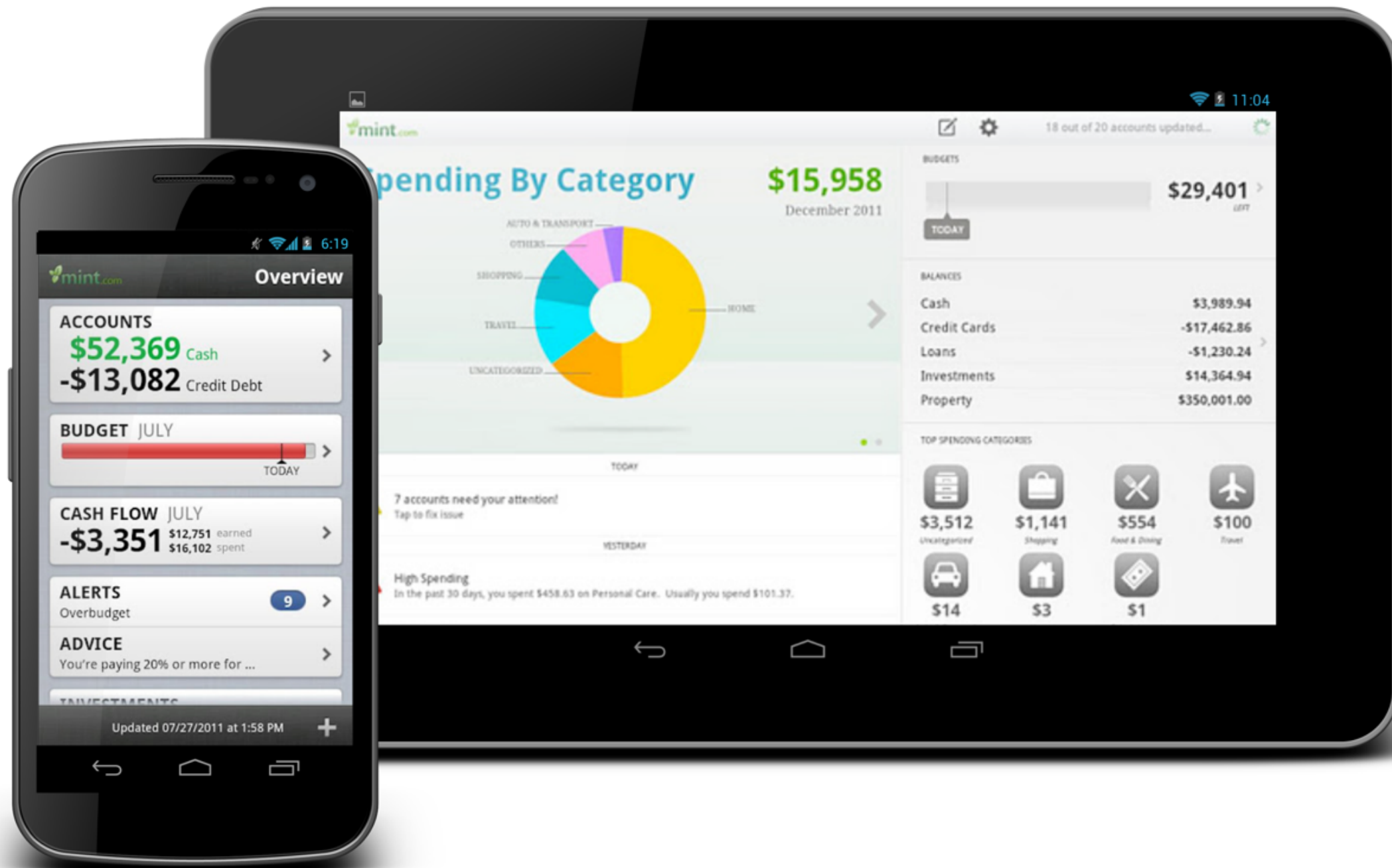




Make your app

Great on tablets





Mint.com

Tablet users spend 25% longer in the app

Immersive tablet-first features

Tablet screenshots in Play Store



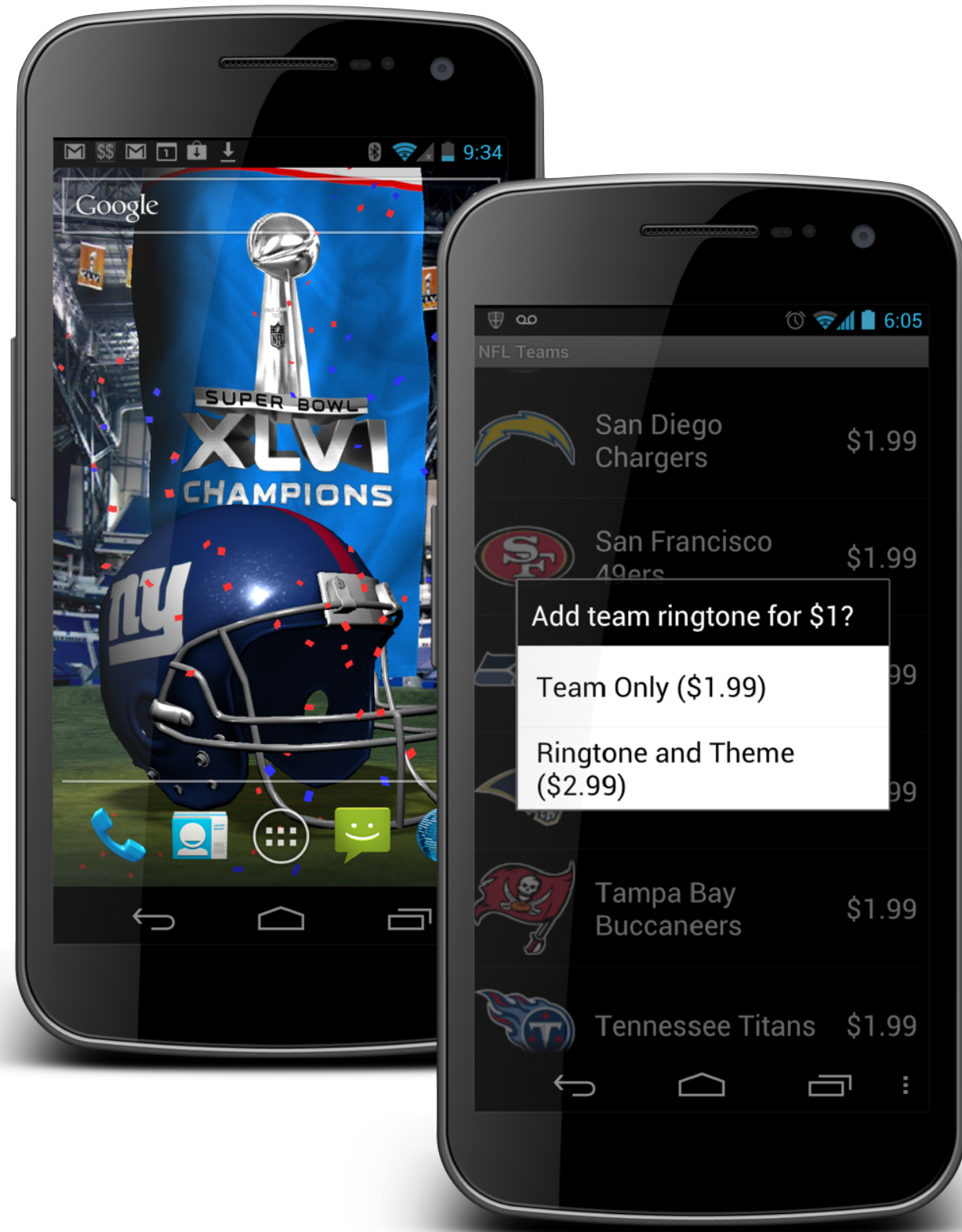


Find the best revenue model

for your app

Ad-funded – Paid app – Freemium –
Paymium – Subscriptions





NFL 3D Live Wallpaper

Success after switching to in-app products from paid apps

Seasonal and fresh content

In-app product bundles

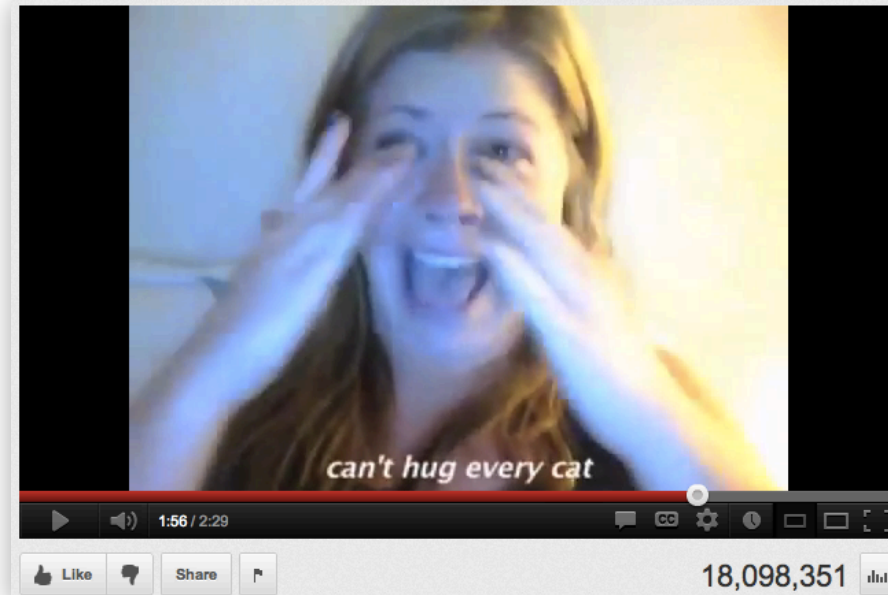




Invest in analytics and marketing



Smule – Partnerships with YouTube stars



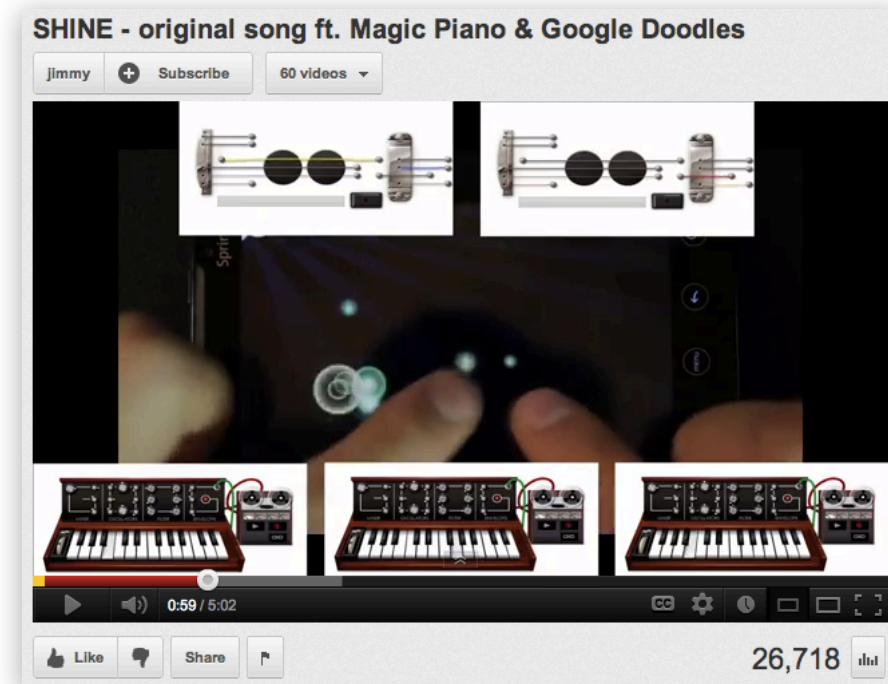
Songify

Gingers have souls

#2 channel for installs

Can't hug every cat

May 2012: 20,000 clicks



Magic Piano

Users from Jimmy Wong video: 2x engagement

1st week: 2M downloads



Top 5 tips for 2012



Focus on
the user



Localize
your app



Make it
great on
tablets



Find your
revenue
model



Invest in
analytics and
marketing







Q&A

So what do you think?



Thank you!

Read our blog, join a hangout, or follow us on Google+

developer.android.com

play.google.com





Google
Developers