



SNS COLLEGE OF TECHNOLOGY, COIMBATORE –35  
(An Autonomous Institution)  
19CSB303 and Composing Mobile Apps  
UNIT 5



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### **Distributing apps on mobile market place**

Distributing through an app marketplace. Usually, to reach the broadest possible audience, you'd distribute your apps through a marketplace, such as Google Play. Google Play is the premier marketplace for Android apps and is particularly useful if you want to distribute your apps to a large global audience.

### **Distributing through an app marketplace**

Usually, to reach the broadest possible audience, you'd distribute your apps through a marketplace, such as Google Play.

Google Play is the premier marketplace for Android apps and is particularly useful if you want to distribute your apps to a large global audience. However, you can distribute your apps through any app marketplace you want or use multiple marketplaces.

Unlike other forms of distribution, Google Play allows you to use the In-app Billing service and licensing service. The In-app Billing service makes it easy to sell in-app products like game jewels or app feature upgrades. The Licensing service helps prevent unauthorized installation and use of your apps.

### **Distributing your apps by email**

A quick and easy way to release your apps is to send them to users by email. To do this, you prepare the app for release, attach it to an email, and send it to a user. When the user opens your email on their Android-powered device, the Android system recognizes the APK and displays an Install Now button in the email message. Users can install your app by touching the button. Users need to opt in for installing unknown apps if they haven't already to proceed with the installation.

Distributing apps through email is convenient if you're sending them to a few trusted users, as it provides few protections from piracy and unauthorized distribution; that is, anyone you send your apps to can simply forward them to others.

## **Distributing through a website**

If you don't want to release your apps on a marketplace such as Google Play, you can make them available for download on your website or server, including on a private or enterprise server. To do this, first prepare your apps for release in the normal way, then host the release-ready APK files on your website and provide users with a download link. To install an app distributed in this way, users must opt-in for installing unknown apps.

## **User opt-in for installing unknown apps**

Android protects users from inadvertent download and install of unknown apps, or apps from sources other than Google Play, which is trusted. Android blocks such installs until the user opts into allowing the installation of apps from other sources. The opt-in process depends on the version of Android running on the user's device:

