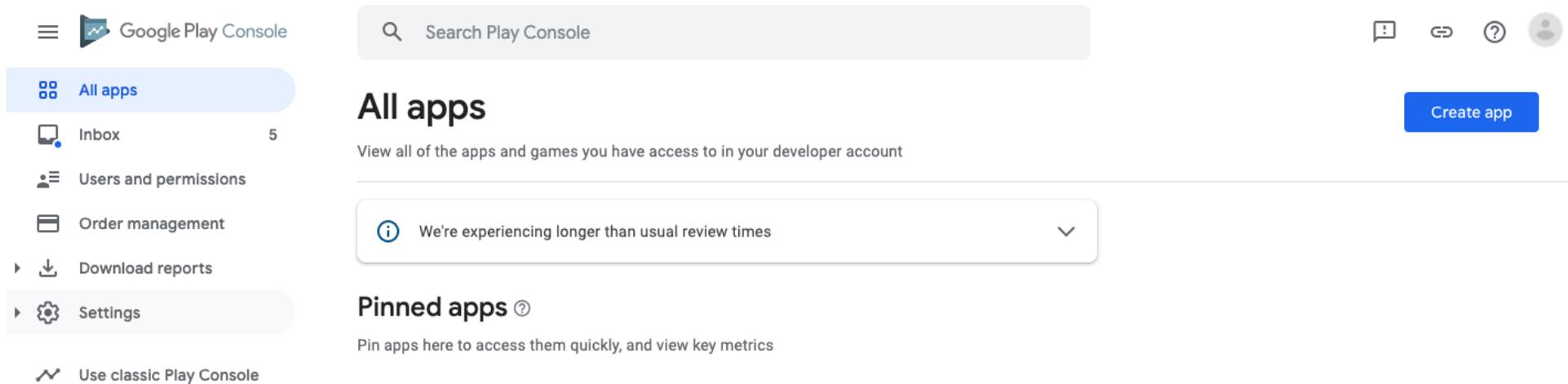


Publication on the Google Play Store (New Play Console)

First you need to have the APK file of your app (downloaded thanks to the APK generator or compiled with Android Studio).

Once you have created a **Google Play Developer account** (and pay the \$25 fee to Google), go to <https://play.google.com/apps/publish> and log in to your Google Play account.

1. Click **All apps** and then click **Create app**.



The screenshot displays the Google Play Console interface. On the left is a navigation sidebar with the following items: 'All apps' (highlighted in blue), 'Inbox' (with a count of 5), 'Users and permissions', 'Order management', 'Download reports', 'Settings', and 'Use classic Play Console'. At the top of the main content area, there is a search bar labeled 'Search Play Console' and a 'Create app' button. The main heading is 'All apps', with a sub-heading 'View all of the apps and games you have access to in your developer account'. Below this, there is a notification box with an information icon and the text 'We're experiencing longer than usual review times'. Underneath the notification is the 'Pinned apps' section, which includes a sub-heading and the text 'Pin apps here to access them quickly, and view key metrics'.

2. Enter your **App name**, select your **Default language**, the type of your app (**App or Game**), if it's a **Free or Paid** app.

Create app

App details

App name

My App

This is how your app name will appear on Google Play. You can edit this later.

6 / 50

Default language

English (United States) – en-US

App or game

You can change this later in Store settings

App

Game

Free or paid

You can edit this later on the Paid app page

Free

Paid

Declarations

Developer Program Policies



Confirm app meets the Developer Program Policies

The application meets [Developer Program Policies](#). Please check out [these tips on how to create policy compliant app descriptions](#) to avoid some common reasons for app suspension. If your app or store listing is [eligible for advance notice](#) to the Google Play App Review team, [contact us](#) prior to publishing.

US export laws



Accept US export laws

I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. [Learn more](#)

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Cancel

Create app

Read the **Developer Program Policies** and select the check-box to indicate that your app meets the Developer Program Policies. Read the **US export laws**, and select the check-box to accept them and click on **Create app**.

All apps

Dashboard

Inbox 5

Statistics

Publishing overview

Release

Releases overview

Production

Testing

Device catalog

App bundle explorer

Setup

Grow

Store presence

Dashboard

Get started setting up your app [Show more](#)

We're experiencing longer than usual review times

Remember to implement account hold and restore in your app by November 1, 2020

Initial setup



First steps

Provide some information about your app and set up your store listing

[View tasks](#)

Release your app



Test your app with a small number of trusted testers

With internal testing, you can test your app with up to 100 testers to identify issues and get early feedback from your team

From here, the next steps can be done in the order you want. The most important being that they are all done.

3. The **Store presence > Main store listing** tab (**Grow**).

Grow

▼  **Store presence**

Main store listing

Custom store listings

Store listing experiments

Store settings

Translation service

4. In **App details** enter a **Short** and **Full description** of your app.

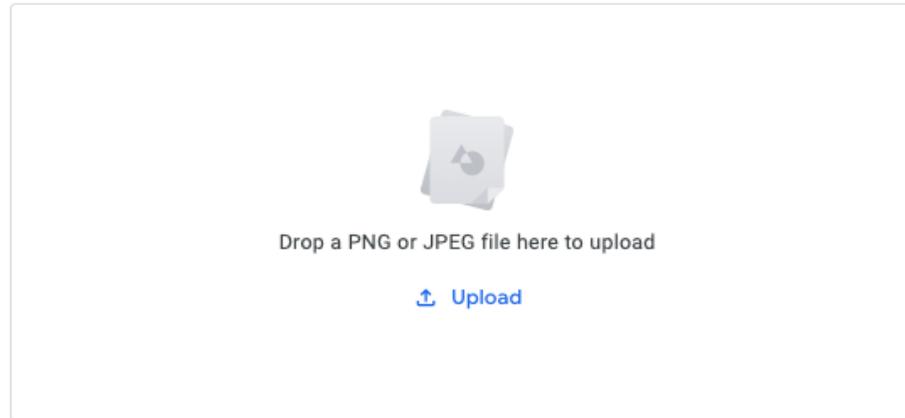
The screenshot shows the Google Play Store listing editor interface. On the left is a navigation sidebar with sections: 'Release' (containing Releases overview, Production, Testing, Device catalog, App bundle explorer, Setup) and 'Grow' (containing Store presence, Main store listing, Custom store listings, Store listing experiments). The 'Main store listing' option is highlighted. The main content area is titled 'Main store listing' and shows 'Default - English (United States) - en-US' with a 'Manage translations' dropdown. Below this is the 'App details' section, which includes a warning about metadata and program policies. There are three input fields: 'App name *' with the value 'My App' (6 / 50 characters), 'Short description *' (0 / 80 characters), and 'Full description *' (0 / 4000 characters). At the bottom right are 'Discard changes' and 'Save' buttons.

5. In **Graphics**, drop the **App icon** or click on **Upload** (512x512px).

Graphics ?

Review the [Impersonation and Intellectual Property policy](#) before uploading new graphics. If you add translations for your store listing without localized graphics, the graphics from your default language will be used.

App icon *

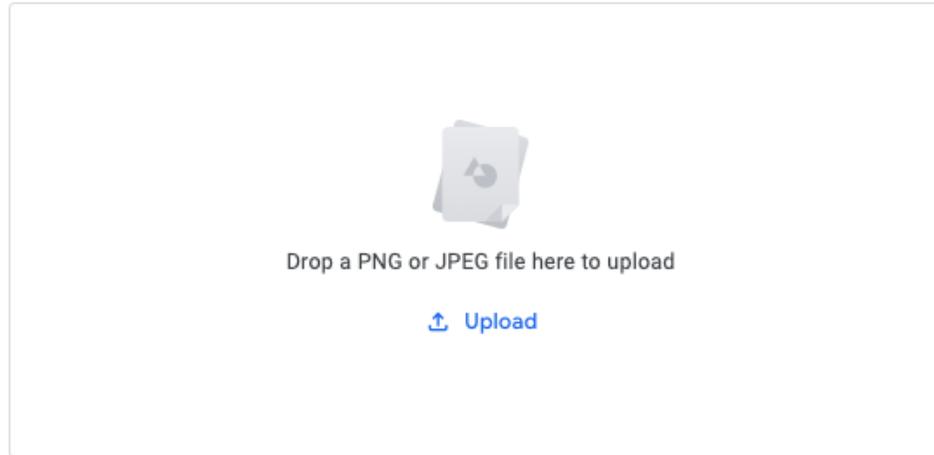


Your app icon shown on Google Play. This doesn't replace your app's launcher icon.

JPEG or 32-bit PNG
512 px by 512 px
Up to 1 MB

6. Feature Graphic. Click **Upload** or Drop a Feature Graphic. This image will be displayed at the top of your Store Listing page in the Google Play Store.

Feature graphic *

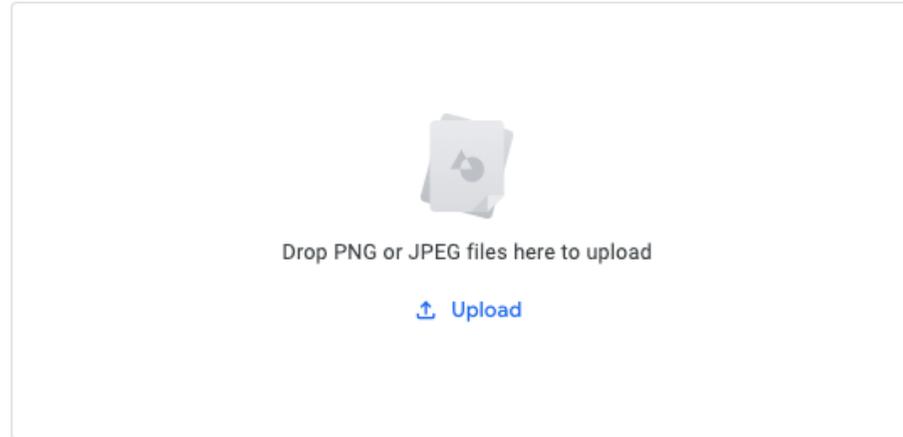


Shown at the top of your store listing. May also be used to promote your app in other places on Google Play.

JPEG or 24-bit PNG (not transparent)
1,024 px by 500 px
Up to 1 MB

7. Then for **Phone Screenshots**, click **Upload** or drop a screenshot to add screenshots of your app.

Phone screenshots *



Upload between 2 and 8 phone screenshots

JPEG or 24-bit PNG (not transparent)
Between 320 px and 3,840 px
16:9 aspect ratio (for landscape screenshots)
Up to 8 MB

You must provide at least 2 screenshots of your app.

8. You can also add **Tablet screenshots**, and a **Video** (YouTube video URL) to promote your app, but it is optional. Once your files uploaded, click on **Save**.

9. Store presence > Store settings tab

▼  Store presence

Main store listing

Custom store listings

Store listing experiments

Store settings

Translation service

In **App category**, select your **Application Type** and **Category**. You can also add **Tags**.

Store settings

Manage how your app is organized on Google Play, and how users can contact you

* – Required fields

App category

Choose an application type, category, and tags that best describe the content or main function of your app. These help users discover apps on Google Play.

App or game *

Category *

Tags

[Manage tags](#)

10. In **Store listing contact details**, enter your **Email address**, **Phone number** (optional) and **Website** (optional).

Store listing contact details

This information is shown to users on Google Play

Email address *

Phone number

Website

External marketing

Turn off external marketing if you don't want your app to be advertised outside of Google Play

External marketing

Advertise my app outside of Google Play
Any changes may take 60 days to take effect

Discard changes

Save

In **External marketing**, you can turn off external marketing if you don't want your app to be advertised outside of Google Play.
11. Click **Save**.

12. Click on the **Production** tab (**Release**), and click on **Countries/regions**.

The screenshot shows a mobile application management interface. On the left is a navigation sidebar with a search bar containing 'All apps' and a list of menu items: Dashboard, Inbox (5), Statistics, Publishing overview, Release (sub-section), Releases overview, Production (highlighted), Testing, Device catalog, App bundle explorer, and Setup. The main content area is titled 'Production' and includes a 'Create new release' button. Below the title is a subtitle: 'Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)'. A 'Track summary' section shows 'Inactive'. A horizontal tab bar contains 'Release dashboard' (selected), 'Releases', and 'Countries / regions'. The 'Release dashboard' section features a large lock icon and the text: 'Once you've released your app to production, come back here to monitor its performance'. A 'Create new release' link is positioned below this text.

Production

Create new release

Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)

Track summary

Inactive

Release dashboard

Releases

Countries / regions

Countries / regions ?



Add the countries / regions where you want your app to be available

[Add countries / regions](#) [Learn more](#)

Click on **Add countries/regions**, select **Country/region** to distribute your app in all regions, or select specific countries from the list.

Add countries / regions to Production



🔍 Search countries / ...

Country / region

Albania

Algeria

Angola

Antigua & Barbuda

Argentina

Armenia

Aruba

151 countries / regions and Rest of World selected

Discard

Add countries / regions

13. Return to **Release dashboard** tab and click on **Create new release**.

Create production release

1 Prepare — 2 Review and release

[Discard release](#)

App signing by Google Play

✓ Google is protecting your app signing key

Google will create and protect the signing key for your app and use it to sign each release. This makes sure that any updates are from you. App signing is required to publish using Android App Bundles. [Learn more](#)

Continue

[Manage preferences](#)

App bundles and APKs

i Complete the steps above to continue with your release



[Upload](#) [Add from library](#)

For **App signing by Google Play**, click on “**Continue**”. Thereby Google Google will create and protect the signing key for your app.

14. Drag and drop your **APK file** / **AAB** or click **Upload**, and browse to your file.

Create production release

1 Prepare — 2 Review and release

[Discard release](#)

App signing by Google Play

 You've opted out

Google isn't protecting the app signing key for your app. Opt in to use Android App Bundles. [Learn more](#)

App bundles and APKs



Drop Android App Bundles (.aab) or APKs here to upload

[Upload](#) [Add from library](#)

Create production release

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features
APK	1000001 (1.0)	21+	29	4	All	6

Release details

Release name *

13 / 50

This is so you can identify this release, and isn't shown to users on Google Play. We've suggested a name based on the first app bundle or APK in this release, but you can edit it.

Release notes

[Copy from a previous release](#)

`<en-US>`
Enter or paste your release notes for en-US here
`</en-US>`

Discard changes

Save

Review release

Then click on **Save**.

15. Click the **App content** tab (**Policy**). You will have to fill in each section.

▸  Store performance

Quality

▸  Ratings and reviews

▸  Android vitals

Monetize

▸  Products

 Promo codes

▸  Financial reports

 Monetization setup

Policy

 Policy status

 **App content**

 Use classic Play Console

App content

Let us know about the content of your app. This is to make sure your app complies with Google Play policies. [Learn more](#)

To do

Privacy policy

 Not started · Add a privacy policy to your store listing

Adding a privacy policy to your store listing helps provide transparency about how you treat sensitive user and device data.

[Start](#)

Ads

 Not started · Let us know whether your app contains ads

You must let us know whether your app contains ads. The 'Contains ads' label is shown next to apps with ads on Google Play. Make sure this information is accurate, and is kept up to date.

[Start](#)

App access

 Not started · Provide instructions on how to access restricted parts of your app

If parts of your app are restricted based on login credentials, memberships, location, or other forms of authentication, provide instructions on how to access them

[Start](#)

A. Privacy policy

← App content

Privacy Policy

Add a privacy policy to your store listing to help provide transparency about how you treat sensitive user and device data. [Learn more](#)

You must add a privacy policy if your target audience includes children under 13. Check the [User Data policy](#) to avoid common violations.

Privacy policy URL

Enter a URL, for example <https://example.com/privacy>

Enter the **Privacy policy URL** of your application and click on **Save**. Then click on ← **App content** to go back. **B. Ads**

← Dashboard

Ads

Let us know whether your app contains ads. This includes ads delivered by third party ad networks. Make sure this information is accurate and is kept up to date. [Learn more](#)

Ads

Does your app contain ads? Check the [Ads policy](#) to make sure your app is compliant.

- Yes, my app contains ads
The 'Contains ads' label will be shown next to your app on Google Play. [Learn more](#)
- No, my app does not contain ads

Select if your app contains ads or not (if you use AdMob for your app select Yes).

C. App Access

← Dashboard

App access

If parts of your app are restricted based on login credentials, memberships, location, or other forms of authentication, provide instructions on how to access them. Make sure this information is kept up to date.

Google may use this information to review your app. It won't be shared, or used for any other reason. [Learn more](#)

All functionality is available without special access

All or some functionality is restricted

Select the app access type. If you select “**All or some functionality is restricted**” you will have to provide instructions and a demo account.

D. Content ratings

← Dashboard

Content ratings

Discard changes

1 Category — 2 Questionnaire — 3 Summary

Category

Email address

This will be used to contact you about your content ratings. It may be shared with rating authorities and IARC.

Category

- Reference, News, or Educational**

The primary purpose of the app is to present factual information in a neutral way, alert users to current events, or educate users. Examples include: Wikipedia, BBC News, Dictionary.com, and Medscape. Apps that mainly focus on sexual advice or instruction (such as "iKamasutra - Sex Positions" or "Best Sex Tips") should be categorized as "Entertainment" apps and not listed here. [Learn more](#)
- Social Networking, Forums, Blogs, and UGC Sharing**

The primary purpose of the app is to enable users to share content or communicate with large groups of people. Examples include: reddit, Facebook, Chat Roulette, 9Gag, Yelp, Google Plus, YouTube, Twitter. Apps that only facilitate communication between a limited number of people (such as SMS, WhatsApp, or Skype) should be categorized as "Communication" apps and not listed here. [Learn more](#)

- Content Aggregators, Consumer Stores, or Commercial Streaming Services**
The primary purpose of the app is to sell physical goods or curate a collection of physical goods, services, or digital content such as professionally produced movies or music, as opposed to user-created music and movies. Examples include: Netflix, Pandora, iTunes, Amazon, Hulu+, eBay, Kindle. [Learn more](#)

- Game**
The app is a game. Examples include: Candy Crush Saga, Temple Run, World of Warcraft, Grand Theft Auto, Mario Kart, The Sims, Angry Birds, bingo, poker, daily fantasy sports or betting apps.

- Entertainment**
The app is meant to entertain users, and does not fit into any of the above categories. Examples include Talking Angela, Face Changer, People Magazine, iKamasutra - Sex Positions, Best Sexual Tips. Note that this category does not include streaming services. These apps should be categorized as "Consumer Store or Commercial Streaming Services".

- Utility, Productivity, Communication, or Other**
The app is a utility, tool, communication, or productivity app or any other type of app that does not meet criteria for any other categories. Examples include: Calculator Plus, Flashlight, Evernote, Gmail, Outlook.com, Google Docs, Firefox, Bing, Chrome, MX Player, and WhatsApp. [Learn more](#)

Enter your email address. Select a category and complete the questionnaire.

← Dashboard

Content ratings

Discard changes

Category — 2 Questionnaire — 3 Summary

Utility, Productivity, Communication, or Other

Violence Completed

Does the app contain violent material? [Learn more](#)

Please note that this question does **not** refer to user-generated content.

Yes No

Sexuality Completed

Does the app contain sexual material or nudity (except in a natural or scientific setting)? [Learn more](#)

Please note that this question does **not** refer to user-generated content.

Yes No

Back

Save

Next

Once you have completed the questionnaire, click on **Save** then click on **Next**.

← Dashboard

Content ratings

Discard changes

✓ Category — ✓ Questionnaire — 3 Summary

Summary

Ratings shown below may differ from the ratings shown to users on Google Play.

- Google may reject your app or app update for misrepresentation of your app's content
- Google may use your questionnaire responses to generate ratings for specific territories as required by local law
- Rating authorities participating in IARC may change your app's rating after they review it

Google and IARC will share your contact information, questionnaire responses, ratings, developer support requests, and app details with rating authorities. [Learn more](#)

Category Utility, Productivity, Communication, or Other

Your ratings

✓ Your changes have been saved

Back

Submit

And finally click on **Submit**.

E. Target audience and Content

← App content

Target audience and content

Discard changes

1 Target age — 2 App details — 3 Ads — 4 Store presence — 5 Summary

Target age

Target age group

What are the target age groups of your app?

Based on your response we'll highlight any actions that you may need to take, and the policies you may need to comply with.

Make sure you review the [Developer Policy Center](#) before publishing your app. Apps that don't comply with these policies may be removed from Google Play. [Learn more](#)

- 5 and under
- 6-8
- 9-12
- 13-15
- 16-17
- 18 and over

Back

Next

Answer the questions and click on **NEXT**.

Target audience and content

- Target age — 2 App details — 3 Ads — 4 Store presence — 5 Summary

Store presence

You've declared your target audience doesn't include children under 13. Google will review your store listing to make sure that it doesn't unintentionally appeal to children under 13.

The following question asks if you think your store listing could unintentionally appeal to children. [Learn more](#)

Answer 'Yes' if you think certain elements of your store listing may appeal to children, for example young characters or animations. The 'Not designed for children' label may be shown next to your app on Google Play.

Answer 'No' if you're unsure, prefer not to answer, or think your store listing doesn't unintentionally appeal to children.

Appeal to children

Could your store listing unintentionally appeal to children?

Yes

The 'Not designed for children' label may be shown next to your app on Google Play. [Learn more](#)

No

If Google disagrees with your answer, you won't be able to update your app.

Back

Next

Check your answers and click on **Save**.

Target audience and content

Discard changes

- Target age — 2 App details — 3 Ads — Store presence — 5 Summary

Here's what you've told us

Target age

The target age group for your app is: 13-15, 16-17, 18 and over

Store presence

Your app could unintentionally appeal to children. The 'Not designed for children' label will be shown next to your app on Google Play. [Learn more](#)

Designed for Families

Your app is not enrolled in the Designed for Families program

Back

Save

F. News apps

← App content

News apps

Let us know whether your app is a news app. This helps us make sure you comply with the Google Play News policy. [Learn more](#)

News apps

Is your app a news app?

No

Yes

I confirm my app complies with the [Google Play News policy](#)

Select if your app is a news app or not. If your app is a news app, you will have to provide information to Google to help them verify your credentials as a news published.

News apps

Let us know whether your app is a news app. This helps us make sure you comply with the Google Play News policy. [Learn more](#)

News apps

Is your app a news app?

No

Yes

I confirm my app complies with the [Google Play News policy](#)

Provide information to help us verify your credentials as a news publisher. Explain how you source the news content that is shown in your app.

For example, provide a link to the news publisher's website which shows an explicit relationship with your app, or documentation that validates your credentials as a news publisher. This information is used to make sure your app complies with the Google Play News policy.

0 / 500

16. Return to **Production** tab, in **Releases** click on **Edit**.

← All apps

Dashboard

Inbox 5

Statistics

Publishing overview

Release

Releases overview

Production

Testing

Device catalog

App bundle explorer

Setup

App signing

Internal app sharing

Advanced settings

Production

Create new release

Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)

Track summary

Inactive · Draft release: 1000001 (1.0) · 152 countries / regions · 0 installs

Release dashboard

Releases

Countries / regions

Releases

1000001 (1.0)

Draft

Edit Discard

Release history

Show ▾

Then click on **Review release**.

Create production release

APK 1000001 (1.0) 21+ 29 4 All 6 ⋮ →

Release details

Release name *

1000001 (1.0)

13 / 50

Release notes

[Copy from a previous release](#)

<en-US>
Enter or paste your release notes for en-US here
</en-US>

Release notes provided for 0 language

Let users know what's in your release. Enter release notes for each language within the language tags.

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Discard changes

Save

Review release

On the next step you can see warning messages.

Create production release

Errors, warnings and messages

 3 Warnings
[Show more](#) 

New app bundles and APKs

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features
APK	1000001 (1.0)	21+	29	4	All	6 →

Release notes



Let users know what's in your release

[Add release notes](#)

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Review your release before rolling it out

[Edit release](#)

[Start rollout to Production](#)

This is just warning messages, it does not prevent you to publish your app on the Google Play Store.

Siberian does not generate AABs (Android App Bundle), only APK files. However, the APK files generated by Siberian are already reduced size. Click on **Start rollout to Production**.

Rollout to production?



This release will be available to all users on Google Play in your chosen countries

Cancel

Rollout

And to finish click on **Rollout**.

Production

Create and manage production releases to make your app available to all users in your chosen countries. [Learn more](#)

Track summary

Active · Release 1000002 (1.0) in review · 152 countries/regions · 0 installs

[Release dashboard](#)

[Releases](#)

[Countries/regions](#)

Releases

1000002 (1.0)

 Being reviewed

[View release details](#)

WOW! Your app is submitted.
(The status of your app is now *Pending publication* and it will be available on the Google Play Store within few days/hours.)