

# Visibility for Your Apps

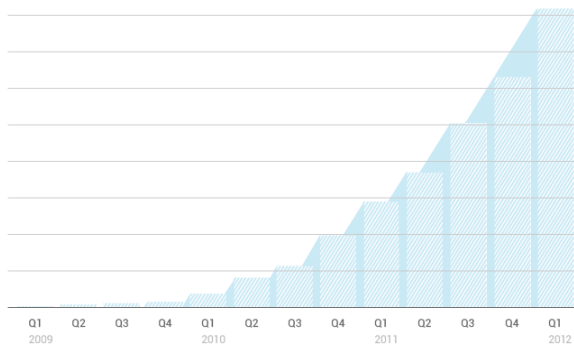
A billion downloads a month and growing. Get your apps in front of millions of users at Google's scale.

## Worldwide reach, rapid growth

Google Play is the premier store for distributing Android apps. It's preinstalled on more than 400 million devices worldwide, a number growing by more than a million every day. Android users have downloaded more than 25 billion apps from Google Play, growing at a rate of more than 1.5 billion per month.

When you publish on Google Play, you put your apps in front of Android's huge base of active customers, in more than 130 countries and territories across the world.

Google Play is a central part of the Android experience. New users personalize their devices with apps, games, and other Google Play content. Existing users return regularly to see what's trending and new. Downloading new apps is extremely convenient and fast— Google Play pushes apps to the user's devices instantly, over the air. No cable or sync is ever needed.



Google Play is also a top destination for visitors from the web. Anyone with a browser can explore everything that Google Play has to offer from its [web site](http://play.google.com/store) (<http://play.google.com/store>). Android users can even buy and install the apps they want and Google Play pushes them automatically to their devices over the air.

The accessibility and convenience of the Google Play web site give you new ways to drive traffic to your products from online ads, web search, cross-linking, and more.

**Growth in app consumption:** Users download more than 1.5 billion apps from Google Play each month.

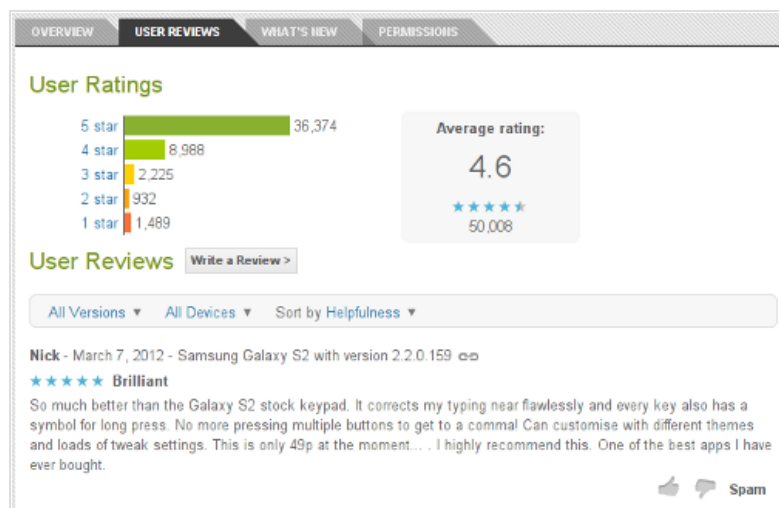
## Built for app discovery

Google Play is designed to connect users with great apps and games. It provides key channels to help your app get noticed and gain traction in the marketplace.

### User ratings and reviews

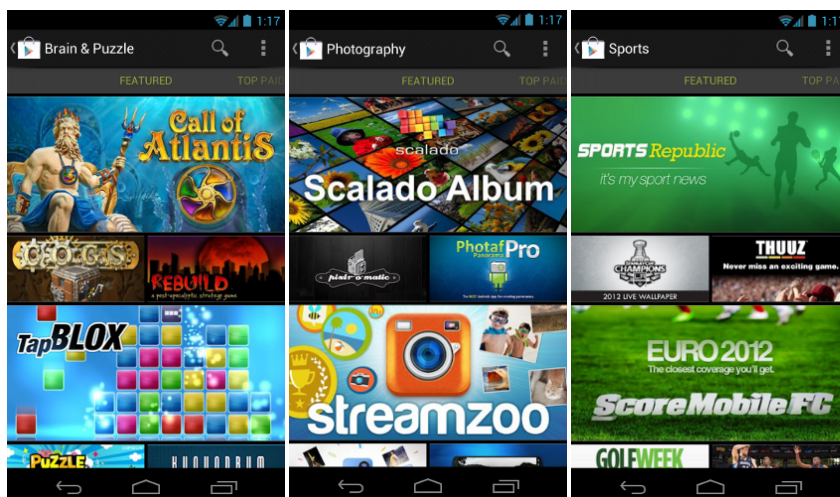
When you develop a great app, Android users show their appreciation through ratings and reviews. They rate your app (out of 5 stars) after downloading it and can post a short description of their experience. When other users are considering your app, they look at the ratings and reviews as key benchmarks of the app's quality.

Your app's rating is one of the most important factors influencing its ranking in the various lists and search results in Google Play. It's also one of the key signals that the editorial staff looks for, when curating apps and games for promotion in the store.



## Category browsing

When you publish an app in Google Play, you pick the category in which you want users to find your app. More than 30 categories are available. Inside each category, apps are ranked based on a combination of ratings, reviews, downloads, country, and other factors. Many popular categories also start with a collection of featured apps selected by the Google Play editorial staff.



**Featuring in categories:** Most app and game categories include a featured list curated by the editorial team.

## Search

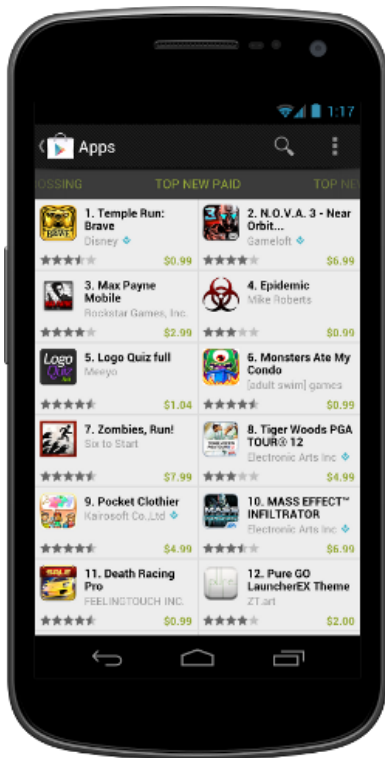
Search on Google Play lets users pinpoint an app or game quickly. Search uses powerful heuristics to suggest terms as the user types, and it offers direct links to apps as suggestions. In results, users find the most relevant, most popular apps at the top.

## Top charts and lists

Top charts keep users in touch with what's popular and trending with Android users, right from the Apps and Games home pages. The charts are generated several times each day based on recent download activity, keeping them fresh and allowing new apps to move upward in the charts. To make the charts as relevant as possible for users across the world, they are also country-specific in Google Play's most popular countries.

As your apps get traction and build momentum in downloads and ratings, they'll climb one or more of the top charts and gain even more exposure.

Top Free	Free apps and games
Top Paid	Priced apps and games
Top New Free	Less than 30 days old



Top New Paid  
Top Grossing  
Best Selling  
Trending

Less than 30 days old  
Gross proceeds, free or priced  
Popular priced games  
New arrivals growing quickly in installs

### Featured, Staff Picks, Collections, and Badges

The Google Play editorial team is dedicated to bringing the best apps to the attention of users and setting the tone for app quality throughout the store. It constantly reviews apps from across Google Play to find not only the best-known apps and games, but also the “diamonds in the rough” that they want more people to see.

When the team finds great apps and games, it uses the *Featured*, *Staff Picks*, and other collections to promote them to users.

You can't nominate your app for featuring, but the team is always on the lookout for great apps through a number of signals and indicators. If you build an app that users love and that looks great on Android devices, the editorial team will notice.



### Featured and Staff Picks

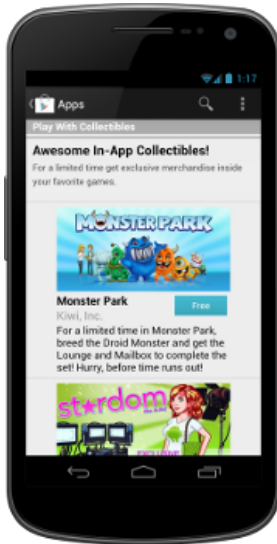
Each week the Google Play editorial staff selects a new set of apps to promote in its popular *Featured* and *Staff Picks* collections.

The *Featured* collections highlight the latest and greatest app and game titles available for Android. Category featuring highlights the best and most popular apps in the top categories. *Staff Picks* collects all recently featured apps and games on Google Play. To better reach tablet users, there's a special *Staff Picks* collection that highlights the best apps for Android tablets.

### App collections

From time to time the editorial staff puts together a collection of apps and games based on a theme or seasonal event. The collections are popular with customers because they are timely and relevant, and they provide a new way to showcase great Android apps to users.

The editorial staff chooses apps for collection promotions in a similar way as for featuring—high-quality apps that show the best of Android on phones and tablets. For collections the staff also looks for apps that can make an interesting or unique contribution to the collection as a whole.



## EDITORS' CHOICE

*Editors' Choice* is a curated collection of apps that highlights some of the very best apps available on Android. These apps are chosen for high quality and great UI, long-term popularity, and innovative use of Android features.

Apps chosen for *Editors' Choice* also receive a badge that is displayed wherever the app name is seen in Google Play.

## TOP DEVELOPER

Top Developer is a badge recognizing established, respected developers for their commitment to launching high-quality and innovative apps on Android. The Google Play editorial staff selects developers awards a Top Developer badge from time to time, based on the cumulative work of the developer.

The Top Developer badge appears next to the developer name wherever it is displayed in Google Play. For a developer, the badge means long-term recognition of all of your apps. For users, the badge signifies an additional level of trust and confidence in your products.

## Rich, colorful product pages

In Google Play, your app's storefront is its *product details page* — a rich and colorful page that lets you promote your app, highlight its ratings and reviews, and show what your app can do.

Your product details page is the one page where your users come to find out everything about your app. When they see your app listed in search results, top charts, category listings, and collections, one tap takes them directly to your product details page.

You can manage your product details page through the **Google Play Android Developer Console**, from any web browser. Just sign in, upload or update your brand assets, and enter your product details in the languages of your markets.

When you publish, Google Play adds your app's ratings, reviews, links to your other products, and more, and makes sure your product details page looks great on phones, tablets, or in a web browser.

You can link web users directly to your product details page from outside Google Play, such as from your web site, an ad campaign, reviews, social media posts, and more. See [Linking to Your Products \(/distribute/googleplay/promote/linking.html\)](https://distribute.googleplay/promote/linking.html) to find out how.

To learn more about how to create your product details page, see [Publishing on Google Play \(/distribute/googleplay/publish/index.html\)](https://distribute.googleplay/publish/index.html).

[SHOP](#)
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**Magic Piano**  
Smule

★★★★★ (4,031)

INSTALL

This app is compatible with all of your devices.

More from developer

**Songify**  
SMULE

★★★★★ (1,140)

Free

See more

Users who viewed this also viewed

**My Piano**  
BOBIC TRAUHOLD

★★★★★ (1,140)

Free

**Musical Piano FREE**  
CHRYSTOPHER GOENY

★★★★★ (9,400)

Free

# MAGIC PIANO

## Description

Magic Piano, now on Google Play!

From Bruno Mars to Mozart, play the hottest songs on the #1 piano game, now available on Android! Get free songs every day and enjoy the best song catalog of any piano app. Join the over 13 million Magic Piano players and experience the fun of playing piano - no lessons or tutors needed!

Featured in the New York Times and Time magazine, Magic Piano makes you a piano virtuoso - any time, anywhere. Just touch the beams of light, and you control the notes, rhythm and tempo of each piece while Magic Piano serves as your guide. Share your performances with friends via Google Plus, Email, Facebook, Twitter, or more.

Visit Developer's Website   Email Developer

## App Screenshots

## Videos

Magic Piano on Android

0:00 / 1:20

## User Reviews

Star Rating	Count
5 star	3,155
4 star	650
3 star	354
2 star	184
1 star	108

Average rating: **4.3**

★★★★★ (4,031)

Shia - June 16, 2012 - LG Optimus 2X with version 1.0.1

★★★★★ Fun!!!

ADDITIONAL APPS

**BATWIG**  
★★★★★ (4,031)

**BPATZ**  
June 14, 2012

**QUICKVIEW**  
1.0.1

**FORWARD**  
ARNDT

**2.2.0**  
CATEGORIES: Music & Audio

**NOTES**  
100,000 - 500,000

**DATE**  
10M

**PRICE**  
Free

**CONTENT**  
SARBO

**Low Rating**

