PUBLISHER GUIDE

April 2, 2011

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INTRODUCTION

INTRODUCTION

Welcome to Ovi by Nokia

Ovi by Nokia is our global brand for a wide range of services. Through Ovi, consumers can download apps, games, and a variety of media. They can also navigate with Ovi Maps, use an ovi.com email account, and buy DRM-free MP3 music from millions of songs at Ovi Music. All with a single Nokia account.

To learn more about Ovi services, go to http://www.ovi.com/.

Ovi Store

Ovi Store is Nokia's global market, reaching millions of consumers in almost every country worldwide. Our market supplies consumers with:

– Apps — business, education, entertainment, navigation, news, RSS, social networking, sports, weather

– Games — action, adventure, arcade, casino, education, puzzle, sports, strategy, trivia

– Media — themes (customised skins), wallpapers, audio (podcasts, ringtones, spoken word), video

Consumers can access Ovi Store through either of these platforms:

Desktop computer – Web browser

Mobile device (Nokia N8) – Ovi Store app
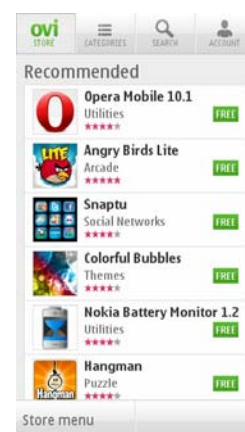
By publishing to Ovi Store, you have an unmatched distribution channel for promoting your brand and products. Ovi Store offers both a simple billing system as well as rewarding revenue share.

To browse Ovi Store, go to http://store.ovi.com/.

How do I publish to Ovi Store?

First, develop your content. You can program an app or game using a language like Java, Symbian C++, or Maemo C/C++. You can also use the Nokia Qt SDK to develop Symbian and Maemo apps. In addition to these, Ovi Store supports Flash Lite apps and Web RunTime widgets. For a complete list of the content types we support, see [Prepare files](#) on page 20. If you need help developing content, go to Forum Nokia, which provides a wealth of information:

> http://forum.nokia.com

Next, publish your content. With our Ovi Publish web site, this is quick and easy.
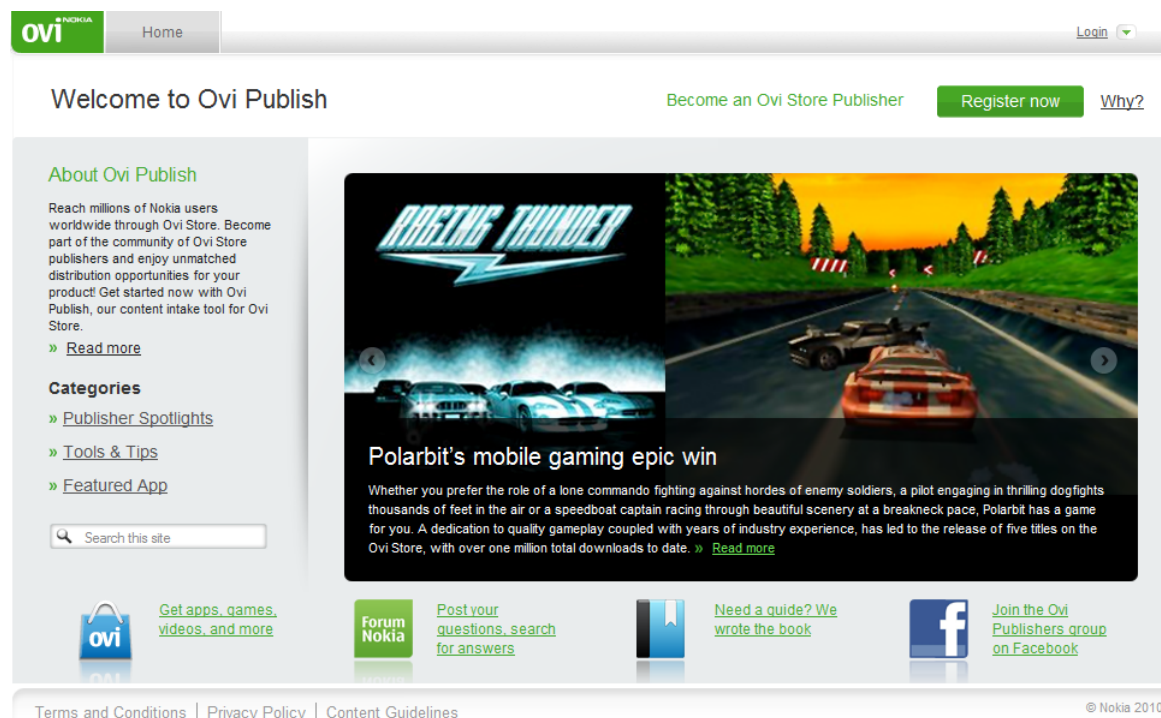
You can:

- Register as an Ovi Publisher
- Add, edit, and remove content for Ovi Store
- Check the status of our Quality Assurance (QA) review
- Review daily download statistics and estimated revenue reports
- Manage your account users

About this guide

Use this guide to learn how to:

- Navigate Ovi Publish to perform the above tasks
- Prepare different content types for upload
- Enhance your product branding through text and images
- Expand the global appeal of your content
- Spotlight your content for greater visibility
- Request Nokia's free signing service for apps
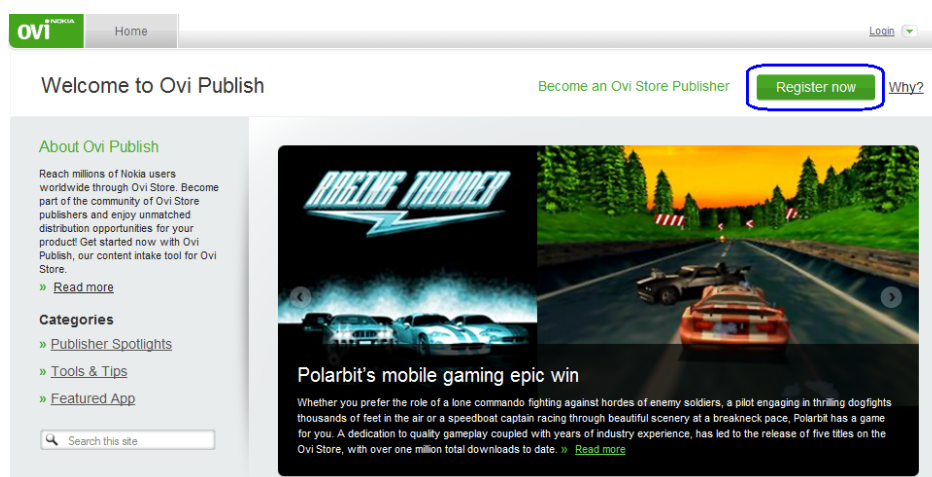- Pass our QA review by following our best practices

REGISTER AS AN OVI PUBLISHER

REGISTER AS AN OVI PUBLISHER

Create an account

1. Go to http://publish.ovi.com.

2. Click Register Now.

This starts a six-step registration process.

Step 1/6 — Country and account type selection

1. In Country, select the country in which you are registering this account. This affects the address and banking information fields displayed later.

2. In Account type, select the type of account you want to create:

   – Personal — These accounts are for individuals who want to distribute content.

   – Corporate — These accounts are for legal business entities who want to distribute content. With this account type, you can also apply to be a Media Publisher, and distribute personalisation content such as audio, ringtones, video, and wallpapers. For more information, see Apply to be a Media Publisher on page 11.

Step 2/6 — Publisher information

Step 2/6 – Publisher information

Publisher details

* Name	Nokia
* Address	Keilalahdentie 2-4
* City	Espoo
State	
District / Province	
* Postal code	02150
Country	Finland
* VAT registration number	0123456789
* Website	www.nokia.com

Public profile
This information will be **visible** to end users of the service. Content submitted by you will appear under this public profile.

* Name	Nokia
* Description	Welcome to a world of mobile mu
* Publisher Brand Logo	C:\Images\nokia_logo.png [Browse...] Format - PNG or JPG, size 256x256 pixels.

Primary contact for business enquiries
The Ovi Store Publisher Support Team will **ONLY** use the following details to contact you.

* Telephone	+358 (0) 7180 08000
* Email	publisher@nokia.com
* Email confirmation	publisher@nokia.com

Other

* Where did you find us?	Other

By clicking the 'Next' button I warrant that all the information I have provided is true, accurate, current and complete in all respects and I will maintain its accuracy.

« Previous   Next

The fields shown vary depending on the country and account type you selected. The example above shows the fields for a Corporate account based in Finland.
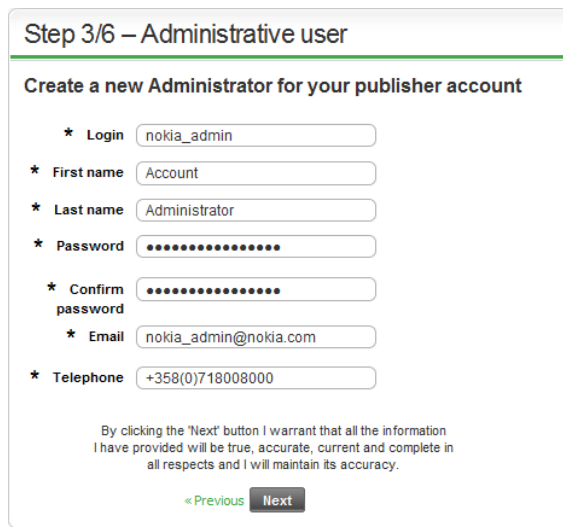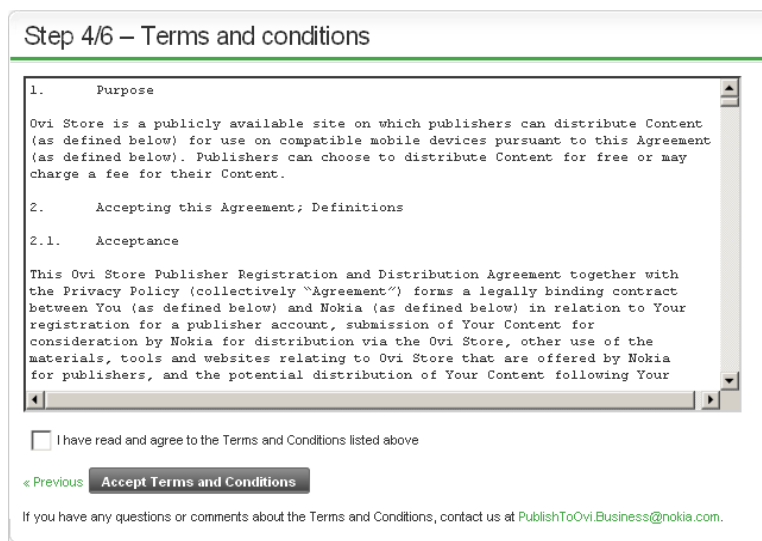
1. Review the field descriptions and limitations in <u>Publisher information</u> on page 44.

2. Enter information about you or your business. You must provide information for all fields with a *.

   Some fields that are mandatory for Corporate accounts (VAT or Business registration number, Publisher Brand Logo) are optional for Personal accounts.

3. Click Next.

Step 3/6 — Administrative user

1. Review the field descriptions and limitations in Account user on page 45.

2. Enter information about the person who will manage your Ovi Publish account. This person will have cp_manager access and be able to add new users to your account. For more information, see Manage account users on page 14.

3. Click Next.

Step 4/6 — Terms and conditions

1. Read the Terms and conditions.

2. If you agree to the Terms and conditions, select the I have read and agree to the Terms and Conditions check box.

3. Click Accept Terms and Conditions.

Step 5/6 — Payment

There is a €1 charge to register. This is a non-refundable processing fee.

1. Read the Payment Terms.

2. If you agree to the terms, select the I have read and agree to the Payment Terms listed above check box.

3. Click Proceed to payment.

4. In the next web page, from the dropdown menu at the bottom, select your language and bank's country.

5. Click a credit card type: MasterCard, Diners club, Visa Electron, Visa, or American Express.

6. Click Select.

7. For the next web page, review the field descriptions and limitations in Registration fee on page 45.

8. Enter the payment details.

9. Click Submit.

Step 6/6 — Email verification

If the payment is processed successfully, we send you an email.
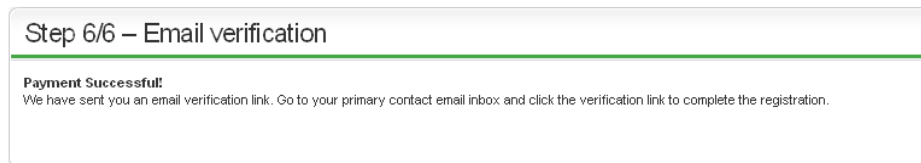
1. Open the email sent from Nokia.
2. Click the provided link. This displays a login page with a message confirming that registration is complete.
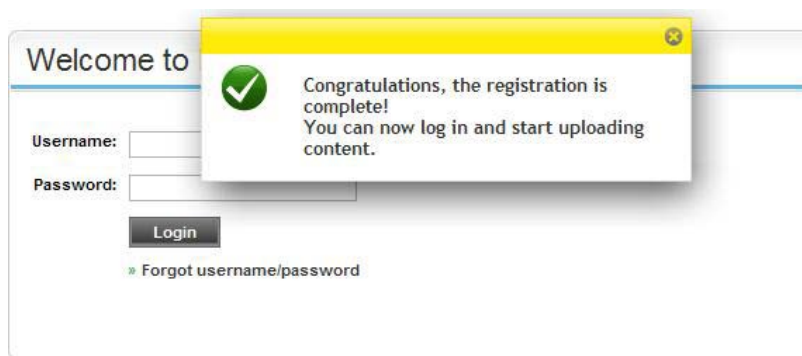
You can now log in to Ovi Publish and upload content for Ovi Store.

Apply to be a Media Publisher

With a Media Publisher account, you can publish personalisation content: audio, ringtones, video, and wallpapers. You must apply to be a Media Publisher. This ensures that Ovi Store consumers have access to only high-quality media, and also optimises the placement of your premium content in Ovi Store.
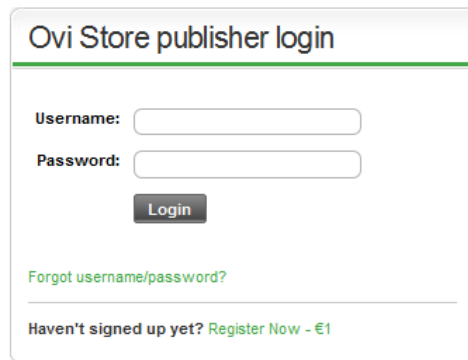
There are two types of Media Publisher accounts:

– Media Genre — This is intended for first-party publishers who own their content and all its inherent rights for distribution, or who have acquired an exclusive license to distribute content. The category includes publishers with a specific genre, segment, or niche content. This account type has a limit of 20 content items (paid or free) that can be published in Ovi Store at any given time.

– Media Geo — This is intended for third-party publishers who have geographic rights to distribute content, which may or may not be exclusive, and is more generic by nature, for example, popular ringtones. Content in this type of account is limited by geographic region. Nokia selects a limited number of Media Geo accounts in each geographic region to optimise content quality and discoverability.

To apply for a Media Publisher account, contact publishtoovi.business@nokia.com.

Log in

1. Go to https://publish.ovi.com/login.

2. Log in with your username and password.

This displays the Ovi Publish home page, which provides:

–   The latest publishing news, alerts, and announcements

–   A Create new content link to upload content

–   Information about your account, for example, content that is not yet submitted

–   A checklist of important terms used when publishing content

This guide shows the web pages for cp_manager accounts. The web pages for cp_developer accounts display only the Home, Content, and Support tabs, and do not provide access to Agreements, Reports, and Accounts information. For details about what cp_manager and cp_developer accounts can do, see Account user on page 45 (Role field).

Change a password

1. In the top right corner of the web page, click Edit profile.
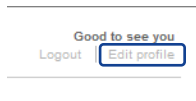
2. Click Change password.

3. Enter the old password, then the new password twice. The password must be 6-40 characters in length and contain both letters and numbers.
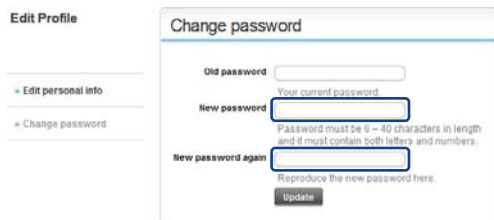
4. Click Update.

Recover a password

1. On the login page, click Forgot username/password?.
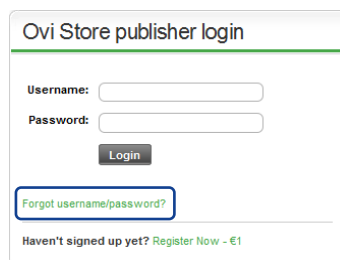
2. Enter the email address of the account user.
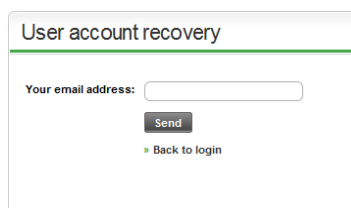
3. Click Send. The account user receives an email with a new password.

Manage account users

When you register as an Ovi Publisher for the first time, Ovi Publish sets up an administrative user for you initially. You can log in as this administrative user to add more users to the account.

To add a new user:

1. Click the Accounts tab.

2. Click Publisher.

3. Click New User.
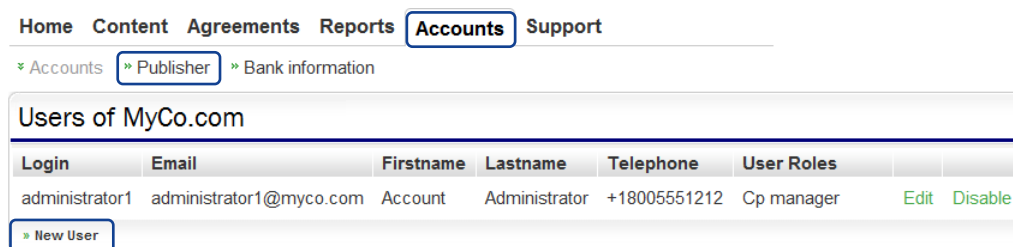
4. Review the field descriptions and limitations in *Account user* on page 45.

5. Enter information about the new user.

6. Click Add. This sends an email with a default password to the new user.

To edit the information for an existing user:

1. Click the Accounts tab.

2. Click Publisher.

3. Click Edit in the row for the user.

4. Modify the information.

5. Click Submit.
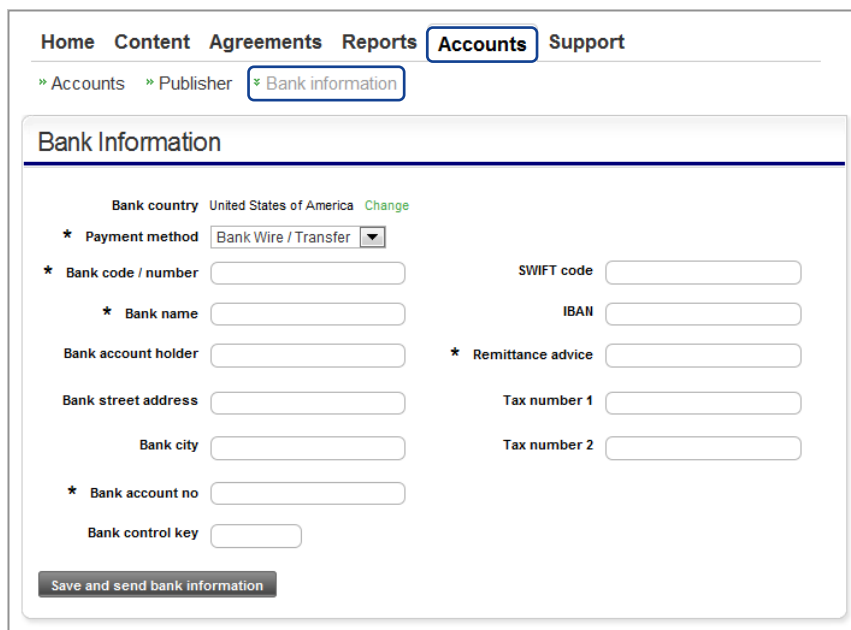
To prevent an existing user from using an account:

1. Click the Accounts tab.

2. Click Publisher.

3. Click Disable in the row for the user.

Provide bank details

If you publish paid content in Ovi Store, you must provide your bank details to receive payment from consumer purchases.

1. Click the Accounts tab.

2. Click Bank information.

3. Review the field descriptions and limitations in Bank information on page 46.

4. Enter your bank information. If you need help with finding this information, please contact your bank.

5. Click Save and send bank information.

If you use an intermediary bank to deposit funds into an account from abroad, you must send an email to publishtoovi.support@nokia.com and provide the following information:

– Bank country

– Bank city

– Bank name

– SWIFT codes for both the intermediary and beneficiary banks

**PREPARE
CONTENT**

P R E P A R E   C O N T E N T

How we test content

To optimise the experience for our Ovi Store consumers, we strive to maintain a high level of quality. After you submit your content, we conduct a Quality Assurance (QA) review. For example, we check that:

–   Content installs, displays, and operates properly

–   Content is appropriate for a wide spectrum of consumers

–   Content does not infringe on others' intellectual property

–   Content is fully tested on at least one device per device family (Symbian^3, S60, Series 40, Maemo)

–   Apps are packaged properly

–   Metadata that you enter through Ovi Publish is correct and complete

We also perform any requested processing, for example, applying DRM protection to and signing your app.

If your content:

–   Passes our review — We email you, then publish your content to Ovi Store.

–   Fails outright, for example, crashes repeatedly — We email you immediately so that you can make the necessary fixes and resubmit your content. This restarts our review process.

–   Works but has issues — We test as much of the content as possible before emailing you all the issues. You make the necessary fixes and resubmit your content. This also restarts our review process.

You can greatly shorten your time to market by fully testing your content before submitting it to Ovi Publish. Consider our testing as only a complementary peer review. Due to time constraints, we cannot:

–   Confirm every single aspect or function of your content

–   Test that each submitted file works for every Nokia device, country, or language you select

–   Verify that your content complies with all local laws and regional operator restrictions

Review this section to learn how to:

–   Prepare promotional materials for Ovi Store — For more detailed instructions, see the Merchandising Guide provided on the Ovi Publish Support tab.

–   Check key requirements that your content must meet — For the latest, official guidelines on appropriate content and technical requirements, go to:

    https://publish.ovi.com/help/content_guidelines

    Review these guidelines carefully and on a regular basis to understand our requirements.

How content appears in Ovi Store

When consumers navigate Ovi Store, they see the content icon (1) and name (2):
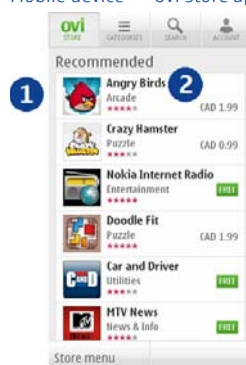
Mobile device — Ovi Store app   Desktop computer — Web browser
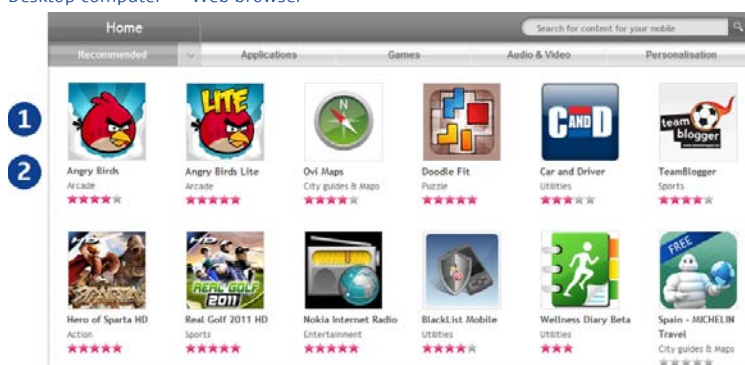
When consumers select content, they also see the content description (3) and screen shots (4):
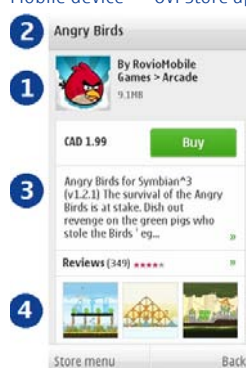
Mobile device — Ovi Store app   Desktop computer — Web browser

Prepare metadata

To enhance your branding and broaden global appeal, prepare the following:

1. Icon — Consumers should recognise your product type or brand, and be compelled to download the content.

2. Name — Be brief. Localise the Name and Description for consumers who have selected a particular language on their devices. For details, see Enhance global appeal on page 33.

3. Description — Promote your content and describe any special discounts or Try-and-Buy offers. Also state any limitations, as described for the Description field under Content item on page 49.

4. Screen shots — Showcase your content experience, for example, the energy of a game or value of a service. Provide the maximum of three screen shots to engage interest and increase downloads.
   Minimally, you provide one Icon and one Screen shot. The system scales down these images for various displays in Ovi Store. You can preview resized images and replace them with your own as needed.

5. Keywords — Select words related to your content, which are matched in Ovi Store consumer searches.

6. Devices — Select the Nokia devices on which to make your content available. To filter devices by family (Symbian ^3, S60, Series 40, Maemo), features (Ovi Store, touch screen, GPS, WLAN, WCDMA, etc.), content supported (Qt based apps, Flash Lite, Web Runtime widgets), and display resolution (for media like wallpapers or videos), go to: http://www.forum.nokia.com/Devices/Device_specifications.

7. Countries, languages — Select the regions and languages for which to make your content available.

Prepare images

– Use colourful and descriptive images to give your content a fresh and lively appearance. For a clean look, add contrast between the foreground subject and the background.

– Minimise the use of text over images. Make sure any text is readable in all the required image sizes.

– Do not add a heavy border around an icon, which can appear selected in some display contexts.

– Design simple icons that render well. Consider the device screen size and resolution.

– Zoom in to and crop screen shots to ensure they display well in small screens.

– Minimise image file sizes. Use any size optimisations offered by your graphics tool, lower colour depth, simplify gradients, and reduce complexity.

– For images with high transparency, use the PNG-24 format. Otherwise, images can render with incorrect transparency.

If an icon has rounded corners, bevels, or outer strokes, add a 10 pixel pad around the outer edge of the icon. Otherwise, images can render poorly when scaled down. To avoid transparency issues, use the JPEG format.

Prepare files

You can submit files of the following formats and sizes:

	Content type	File formats	Maximum file size
	Java application	.jad + .jar	20 MB
	Qt based application	.sis .sisx (Symbian) .deb (Maemo)	350 MB
	Symbian application	.sis .sisx	350 MB
	Maemo application	.deb	350 MB
	Flash Lite application	.sis .sisx .wgz (Symbian^3, S60) .nfl (Series 40)	350 MB
	Web RunTime (WRT) widget	.wgz	2 MB
	Theme	.sis .sisx .nth .deb	5 MB
	Media Publishers only:		
	Audio	.mid .mp3 .mp4 .aac .amr .wav .mp2 .wma	35 MB
	Ringtone	.mid .mp3 .aac .amr .wav .mp2 .wma	35 MB
	Video	.3gp .mp4 .3g2 .wmv .asf .avi	35 MB
	Wallpaper	.jpg .png .gif .deb	1 MB

For the file name requirements, see the File field under All content on page 52.

Prepare audio

– Audio content containing music or ringtones must have the following:
  – bit rate — minimum 128 kb/s
  – audio sample rate — minimum 44 kHz

– Audio content with little or no music (spoken word, podcasts, audio books) must have the following:
  – bit rate — minimum 16 kb/s
  – audio sample rate — minimum 24 kHz

– Audio must not be corrupted, for example, must not stop unexpectedly at any point.

– Audio must not include entire music tracks. Only short (30-second) samples are allowed.

Prepare video

– The actions and focus of the video must be clearly viewable.

– Text must be clearly readable, for example, have sufficient sharpness and contrast.

– The audio and video must not stop unexpectedly at any point.

– The audio must be synchronised with the video for its entire duration.

Prepare themes and wallpapers

– Graphics must be clear and fully displayed. They must not be overlapping, cut off, or corrupted.

– Text must be fully displayed and have enough sharpness and contrast to be read clearly.

– Themes must be packaged using the latest Carbide UI Theme plug-in.

– Wallpaper must have a ratio identical to the screen ratio of the target device.

– Wallpaper must have a bit depth between 8 and 24.

Prepare apps

Ensure your app meets these Quality Assurance (QA) requirements:

– The app must use the display area to its full extent on the screens of all intended devices.

– If the app responds to orientation (portrait or landscape) switches, it must adjust its display correctly.

– When the app is in focus, the device must be able to accept incoming phone calls, SMS text, and email.

– When the app loses focus, it must enter a suspended state and enable the device to be used as normal.

– If the app calls external services, for example, a web server, the services must be ready for testing.

– The app must be energy efficient, and not significantly drain the device battery.

To optimise the Ovi Store consumer experience, an app should also provide these options:

– The app should provide an About option to display information such as the version number.

– The app should provide a Help option to provide built-in, self-serve support.

– The app should provide an Exit option for consumers who do not know how to use the operating system to close open apps and also consumers who assume that switching apps automatically exits the last app.

In addition to testing your content on device emulators, you can remotely test on real Nokia devices. To see the real devices provided, go to: http://www.forum.nokia.com/rda.

Ask Nokia to sign apps for free

You must sign Java and Symbian apps to prove that they are from a trusted source and are safe to install. You can ask Nokia to sign your apps for free. We provide the following types of signing:

– Java (.jad and .jar files) — Java Verified signing. If you need MIDlet permissions beyond the Java Verified capabilities, get VeriSign or Thawte signing through another signing service.

– Symbian (.sis(x) files, developed in native Symbian C++, Qt, or Flash Lite) — Express signing. Note:

  – For Express signing, use only: User Capabilities (LocalServices, Location, NetworkServices, ReadUserData, UserEnvironment, WriteUserData) and System Capabilities (PowerMgmt, ProtServ, ReadDeviceData, SurroundingsDD, SwEvent, TrustedUI, WriteDeviceData).

  – If your app uses Restricted Capabilities (CommDD, DiskAdmin, NetworkControl, MultimediaDD) or Device Manufacturer (AllFiles, DRM, TCB) capabilities, use Certified signing through another signing service. If your app is distributed through channels other than Ovi Store, also use another signing service.

To renew certificates, contact publishtoovi.support@nokia.com. We can sign apps that have already been signed by another signing service, apps whose certificate have expired, and apps whose certificate will expire in the next three months.

For a summary of our packaging and signing requirements, see Prepare Java apps on page 21 and Prepare Symbian apps on page 22. For more detail, see http://www.forum.nokia.com/Distribute/Packaging_and_signing.xhtml.

Prepare Java apps

1. If you want Nokia to sign your app:

    1. Email publishtoovi.support@nokia.com to request the service. We email you our requirements.
    2. Click http://www.forum.nokia.com/Distribute/App_Declaration_Document_v2.4.pdf to download the Application Information form. This is an editable PDF form. Enter information into this PDF online and save it. Ensure that the permissions declared in the form match those in the .jad and .jar files.
    3. Create a flow diagram for your app so that we can test all operational flows (display all screens, activate main features, trigger main events, etc.).

2. Test the app to meet the criteria for Java Verified: http://javaverified.com/files/unified_testing_criteria.pdf. See also our criteria described here: http://wiki.forum.nokia.com/index.php/How_to_conform_with_Unified_Testing_Criteria.

   Note that VeriSign and Thawte do not have similar test criteria. Also note that VeriSign-signed MIDlets cannot be installed onto Series 40 5th Edition, Feature Pack 1 devices. To list these devices, use the device filtering provided at: http://www.forum.nokia.com/Devices/Device_specifications.

3. If you are using another signing service, sign your app. Ensure that the app does not display certificate error messages.

4. When you submit your app through Ovi Publish, you must provide the following metadata:

   – Content file — If you want Nokia to sign your app, you submit an unsigned app.

   – Additional documentation — If you want Nokia to sign your app, attach a .zip file containing both the Application Information PDF form and app flow diagram.

   – End date (see the screen shot on page 27) — If you want Nokia to sign your app, you can leave this field blank. If you used another signing service, you must enter a date that is before the expiration date on the certificate. To identify the expiration date:
      1. Open the .jad file with a text editor like Notepad.
      2. Paste the contents of the MIDlet-Certificate-1-1: field, specifically, the text starting from the colon and ending at the carriage return, into an empty file.
      3. Save the file with the extension .cer.
      4. Double-click the .cer file. Get the valid time period from the Valid from field.

Prepare Symbian apps

This section applies to apps written in native Symbian C++ as well as those developed through the Qt SDK.

1. If you want Nokia to sign your app:

   1. Email publishtoovi.support@nokia.com to request the service. Include up to five IMEIs for the devices you will use for testing. We send you UIDs for your app from our protected range, a certificate installer for the devices, and developer certificate/key pair for testing. If you need to use additional IMEIs or UIDs, let us know.
   2. Create a flow diagram for your app so that we can test all operational flows (display all screens, activate main features, trigger main events, etc.).

2. Ensure that the package header has the following elements:

   – Version number (in the Wrapper package) — Matches the version string displayed in the app.

   – UID (in the App package) — Is from the protected range assigned by either Nokia (if you asked us to sign your app) or another signing service.

   – Vendor name (Global and Localised, in both packages) — Does not contain Nokia. Also should not have default names like Vendor or VendorEN, or be blank. Consumers can see this name after they install an app.

   – HW/platform dependencies (in both packages) — For S60 3.1, S60 3.2, S60 5.0, and Symbian^3.

3. If you are using Qt:

   1. Use an official release of Qt, not a Beta release, to package the app.
   2. Download the latest Smart Installer, to ensure that the latest Qt DLLs are used. For details, go to: http://wiki.forum.nokia.com/index.php/Nokia_Smart_Installer_for_Symbian.
   3. See the packaging requirements and sample package header code at: http://wiki.forum.nokia.com/index.php/Guide_to_Publishing_Qt_Applications_to_the_Ovi_Store.
   4. You can use the Publish Qt Symbian Applications to Ovi Store wizard to check your package information and capabilities used. For details, go to: http://doc.qt.nokia.com/qtcreator-snapshot/creator-publish-ovi.html.

4. Test the app to meet the Symbian Signed Test Criteria: http://wiki.forum.nokia.com/index.php/Symbian_Signed_Test_Criteria_V4_Wiki_version.

5. If you are using another signing service, sign your app. Ensure that the app does not display certificate error messages.

6. When you submit your app through Ovi Publish, you must provide the following:

  – Content file — If you want Nokia to sign your app, you submit an unsigned app.

  – Additional documentation — If you want Nokia to sign your app, attach a .zip file containing the app flow diagram.

  – End date (see the screen shot on page 27) — If you want Nokia to sign your app, you can leave this field blank. If you arranged for your own signing, you must enter a date that is before the expiration date on the certificate. To identify the expiration date, you can use the Signsis utility included with Symbian development tools.
    1. At a command line, enter Signsis -op sis_file_name.sis.
    2. This displays multiple certificates. Get the valid time period from the first listed Validity field:
       Not Before: May 27 00:00:00 2008 GMT
       Not After: May 27 23:59:59 2018 GMT

  – AppUID (see the screen shot on page 30) — Enter the *primary* UID of your app. This UID is used to determine which executable to launch from the Ovi Store client on the device.

Prepare Maemo apps

This section applies to apps written in a native Maemo language as well as those developed through the Qt SDK.

1. Ensure the following:

  – Package category — Has the category user/hidden.

  – App file — Is installed in the opt folder on the ext3 partition.

2. If you are using Qt:
    1. Use an official release of Qt, not a Beta release, to package the app.
    2. Download the latest Smart Installer, to ensure that the latest Qt DLLs are used.
    3. Target Maemo 5 devices, for example, Nokia N900 with PR1.3 or later.

3. Test the app to meet the Maemo 5 Ovi Store Entry Requirements:
   http://www.forum.nokia.com/info/sw.nokia.com/id/9cd1eb18-821b-4228-a0a3-36b049c5d608/Maemo_5_Application_OVI_Store_Entry_Requirements.pdf.html.

Do not sign the Maemo app. The .deb packages on Maemo devices currently do not support any signing.

Prepare Flash Lite apps

– Do not (prompt consumers to) install Adobe Flash or Flash Lite Player.

– Do not use the Adobe Mobile Packager Tool to package .sis(x) files. For a Flash packaging service, go to: http://www.forum.nokia.com/Develop/Other_Technologies/Flash_lite/.

– Do not submit a standalone .swf Flash file, or submit an .swf Flash file packaged as a .sis(x), .wgz, or .nfl file, intending it to be used as an animated wallpaper or screen saver.

– Use a version of Flash Lite that is compatible with the version on the target device.

Prepare games

Ensure that games distributed to touch screen devices:

– Are touch enabled.

– Disable by default the on-screen keypad, which is used to scroll the display. For sample code, go to: http://wiki.forum.nokia.com/index.php/Using_on-screen_keypad_in_MIDlets_in_S60_5th_Edition_devices.

– Utilise the full screen and can be fully playable without the on-screen keypad.

ADD NEW
CONTENT

A D D   N E W   C O N T E N T

About content items and content files

A content item is an Ovi Store offering. This can be an app such as Nokia Ovi Maps, or media such as a ringtone or wallpaper. Each content item has metadata (descriptions, keywords, price point, product icon, screen shots), and one or more content files.

A content file is the binary file that is downloaded to a device. For apps, these are package files that install the app software, for example, a Java .jar file or Symbian .sis(x) file. For media like ringtones or wallpapers, these are the media files, for example, an .mp3 or .mp4 file.

Each content item can have multiple content files. For example, if you localised a Symbian app into several languages, you would have a different .sis(x) file for each language. Or, if you designed a wallpaper for several devices, you might have a different .jpg file resized for the each possible device screen size. In these scenarios, you add multiple files to the same content item. For each content file, you can select different target devices, countries, and languages.

Do not add a new content item if you are only adding a new content file for an existing content item. Also do not add a an existing content item using a different name or description to increase the app exposure in Ovi Store. These types of duplicated content items provide a poor consumer experience, and will not pass our quality review.

Later, if you need to upgrade existing content, for example, release new features or bug fixes, you replace the existing content file, as described in Update a content file on page 39. Do not add a new content file.

Add a new content item

1. On the Content tab, click New Content Item.

2. Click the content type to create.
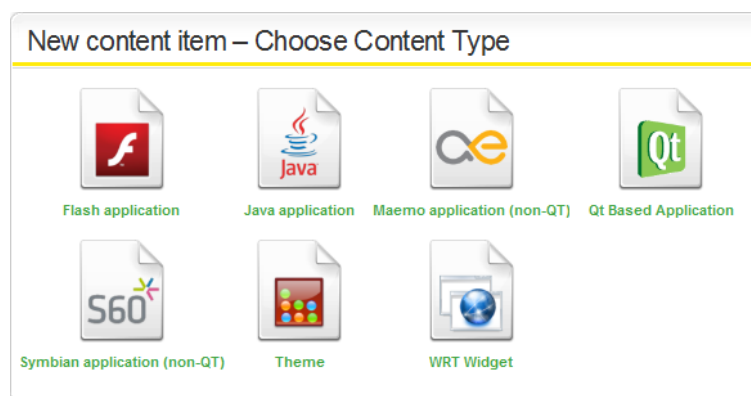
   If you used the Nokia Qt SDK to develop a Symbian or Maemo app, select Qt Based Application, not Symbian application or Maemo application. This guide shows the web pages for a Qt Based Application.

   The available content types depend on your account type. If you are a Media Publisher, the web page displays additional icons for wallpapers, video, and ringtones.

3. Review details about the Legal questions on page 47.

4. Answer Yes or No to the questions.

5. Click Continue.

6. Review the metadata details and limitations in Content item on page 49.

7. Enter the metadata for the content item.

8. Click Create.

Edit metadata

You can add optional metadata such as mood tags or additional screen shots; edit existing metadata; and preview system-resized icons and screen shots to replace as needed.

Review and edit all metadata *before* you submit the content to QA. If you submit content to QA, then later edit *any* metadata, you must re-submit the changes, which initiates a new QA review of the changed metadata.

To add or edit metadata

1. Click Edit in the metadata row.

If the web page does not display Edit and Delete options, your current user login cannot modify this content item. Check the user Role, as described in Account user on page 45.

2. Review the metadata details and limitations in Content item on page 49.

3. Enter the new metadata for the content item.

4. Click Save.

To preview a system-resized image

1. Click Show scaled versions in the metadata row.

2. Click 🔍 in the row of the image size to preview.
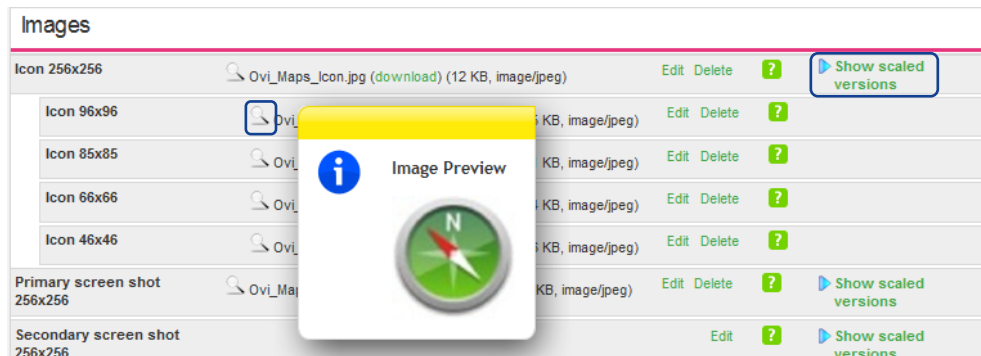
3. To replace this image with your own custom image, click Edit and upload the image.

To display help for metadata

1. Move the mouse pointer over ❓ in the metadata row.
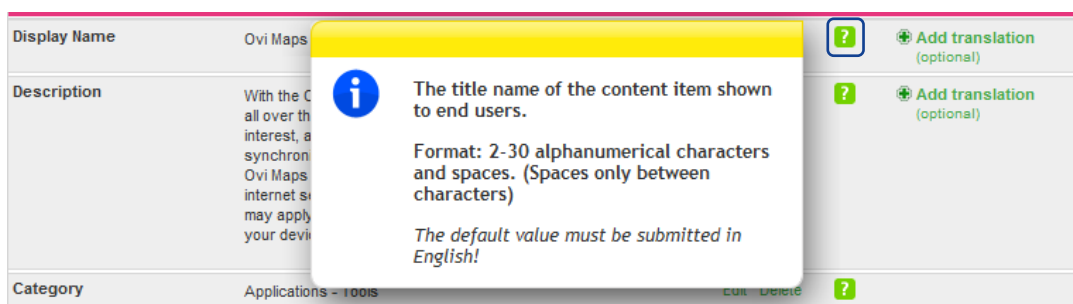
Spotlight content

Spotlights can significantly enhance an app's visibility and downloads in Ovi Store. The Ovi Store team spotlights apps that are timely (for example, ones that apply to an upcoming holiday) or of wide interest (for example, ones that apply to an international sporting event).

To take advantage of this promotional opportunity, provide the optional spotlight banner (967x277 pixels), featured icon (74x74) and text (23 characters long) under the Content Item tab > Spotlight & Promotion area. The spotlights appear as follows.

Desktop computer – Web browser

Mobile device – Ovi Store app
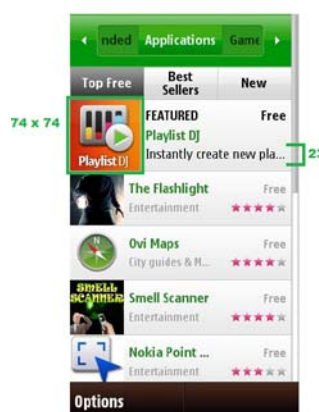
To create a spotlight banner:

1. Required. Add a button to prompt consumers to click the banner. Ovi Store displays the content download page.

2. Required. Describe the content in brief.

3. Required. Add the Ovi Store blue shopping bag icon.

4. Required. Add Now available at Ovi Store.

5. Optional. Add a promotional badge.

6. Optional. Add a Nokia device.

7. Optional. Add a brand or product logo.

To download Nokia device photos or Ovi Store images, go to: http://press.nokia.com/media/. Click Products for devices and Services for Ovi Store.

Add a content file

For details about the relation between content items and content files and when to add or update content files, please read <u>About content items and content files</u> on page 25.

To add a content file:

1. Click the Content Files tab.

2. Click Add file.

3. Review the metadata details and limitations in *Content file* on page 52.

The fields shown vary depending on the content type you selected. This guide shows the web page for a Qt Based application.

4. Enter the metadata for the content file.

5. Click Upload & Continue.

Distribute the file

After you upload a file, you use the Distribution tab to select the devices, countries, and languages for the file.

Select device compatibility

1. Click the Devices tab.

2. On the left, devices are grouped in a tree structure by device family (Maemo 5, S60, Symbian^3, etc.) then screen size (360x640, etc.) . To show the devices in a device family or screen size, click +.

3. In the middle column, for each device, roll your mouse pointer along its Proposed compatibility bar.
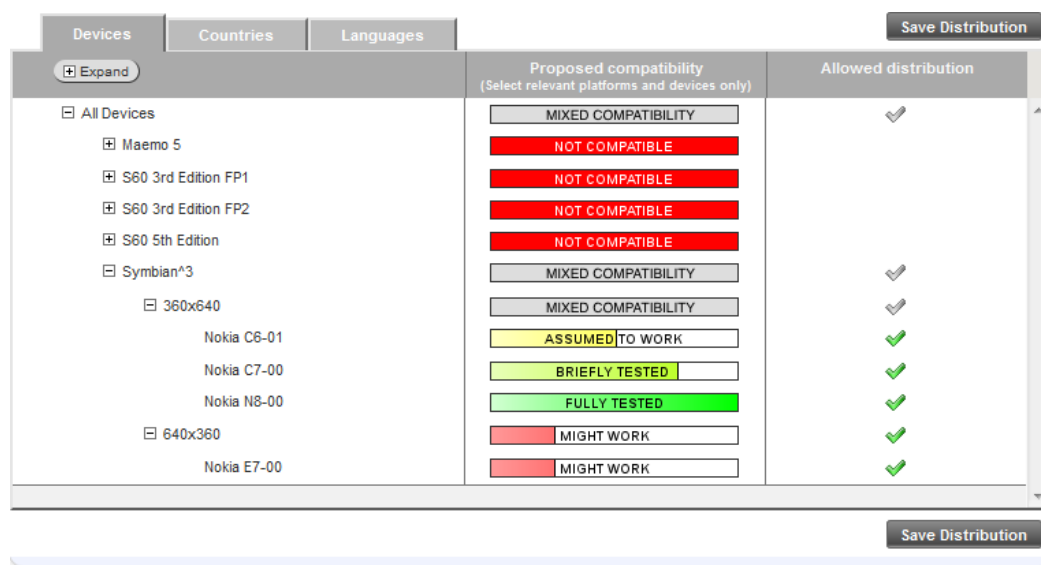
Select the amount of testing you have done on the device:

- Fully Tested — You have run full test cases on this device. For at least one device per device family, you must select Fully Tested. This is the device on which we will focus our QA testing. If you do not select Fully Tested for a device, we must fail the file.

- Briefly Tested — You have briefly tested the main functionality on this device.

- Assumed to Work — You assume that because the device is in the same family as another similar device that you have tested, the file will work on this device.

- Might Work — You have not tested the file on this device or another similar device in same family, but assume that it might work.

- Not Compatible — The file should not work on this device. Do not even try.

- Not Known — Shown only when a new operator, device, or language is added to the system and the compatibility is not yet defined.

The device list includes:
- only those devices that support the content type. For example, if you selected a Qt Based Application, only devices that support Qt apps are listed.
- devices that are not yet supported by Ovi Store. By selecting these devices, you choose to distribute your content to these devices in the future when they become available. An email will be sent once new devices are supported by Ovi Store. The latest list of Nokia devices that support Ovi Store is available at: http://www.forum.nokia.com/Devices/Device_specifications.

Select country distribution

1. Click the Countries tab.

2. Click the check box for either:

   – Can be distributed in any country and any operator, where allowed — This distributes the content file to all countries and all operators, except mainland China. As mainland China requires special processing, use one of the two options below to distribute content to mainland China.

   – Global — This selects the check boxes for all regions listed. Clear this check box to clear the check boxes for all regions listed.

   – Specific regions and countries — Select the check box next to a region or country to distribute to those only. Countries are displayed in a tree structure by region. To expand a region, click +.

Only English language content can be published globally to all countries. All other language content must follow the country distributions outlined at: http://blogs.forum.nokia.com/blog/ovi-publisher-alert/2010/01/20/ovi-store-language-country-regional-targeting-localization-planning-matrix.

Select language compatibility

1. Click the Languages tab.

2. Click the check box for either:

   – Works for all languages — This distributes the content file to devices with any language.

   – Specific languages — The distributes to devices configured with the selected languages only.

3. Click Save.

Enhance global appeal

If your content has global appeal, you can add translated descriptions to enhance consumer searches for your content. This is particularly effective for countries where English is not commonly used.

You can do the following:

– Translate the content item Display Name and Description into the local language. These translations appear to consumers who have that language configured on their devices.

> If you are providing descriptions in multiple languages *including* English, the default Display Name and Description must be in English. If your languages *do not include* English, any language can be the default.

– In the Description, to match consumer searches, specify the type of content, for example, app, game, ringtone, or theme. If your content is free, include the localised word for free.

– Translate an app's user interface: displayed headings, labels, and messages. In Ovi Publish, add a separate content file to the content item. Then, for each content file, select the appropriate country and language distribution.

Submit a file to QA

Your content must pass our Quality Assurance (QA) review before we can publish it to Ovi Store. For more about our QA process and requirements, see the section <u>Prepare content</u> on page 17.

1. Click the Content File tab.

2. Make any final changes to the metadata.

3. Click Submit to QA.

You will receive a confirmation that the file has been submitted.

Next steps

After you have submitted a file to QA, you can do the following:

− Add another content file for a different distribution (device, country, or language) — See <u>Add a content file</u> on page 30.

− Copy an existing distribution to a new content file — On the Distribution tab, click Load distribution from existing file. You must modify the new distribution so that it does not overlap with an existing one.

− Update an existing content item or file — Beware that this halts the QA process. For details, see <u>Update content</u> on page 37.

Check the QA status

After you have submitted content to QA, you can check its status.

– To check the status of a content item, specifically, its metadata, click the Content Item tab.

– To check the status of an individual content file, click the Content Files tab.

The possible states of a content item or file are as follows:

– Not submitted to QA — You have not yet submitted the content to QA.

– Pending — You have submitted the content and it is in a queue of content to be tested.

– In Progress — We are currently reviewing the content. For content items, we review the metadata and check for inappropriate content. For content files, we check packaging and signing, and test areas such as functionality and operation. There might be a delays if, for example, special hardware or software is required for testing; testing needs to be done in specific countries; language specialists need to be involved; etc.

– Failed — We have completed the review and found the content unacceptable. For content files, under the Failed link, check the reason why it failed. You must resolve the issues and re-submit the content to QA.

– Editing — You have clicked Edit item or Edit file to edit the content metadata or replace a content file. You must click Submit to QA to restart the review process.

– Passed — We have completed the review, found the content acceptable, and will publish it to Ovi Store.

The status of the content item can be different from the status of a file. For example, the content item metadata can be Passed but a file can be Pending.
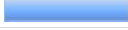
If you want detailed information about a file's QA status, click Details for the file to open the File tab.
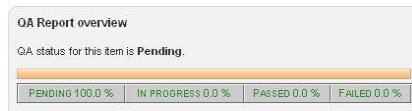
For more details, click the Pending, In Progress, Passed, or Failed boxes. Also check the coloured status bar.
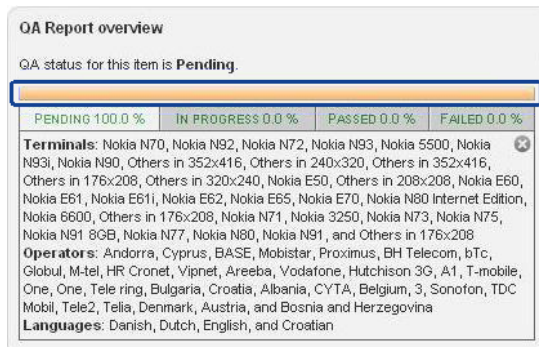
The status bar shows an overview of QA status. The colours are as follows:

Status bar	Status description
	Pending.
	In progress.
	QA complete. This does not mean that the file passed QA, just that the QA was completed.
	Passed. Your content will be published to Ovi Store.
	QA failed to complete. There were serious issues, which you must fix before QA can complete the review.
	Failed. You must fix all reported issues before you re-submit to QA.

UPDATE CONTENT

U PDATE CONTENT

Edit the content item

You can edit content at any time, during any content status. However, if you edit a content item or file that is undergoing QA, this removes the item or file from the QA review process. After making your changes, you must resubmit the item or file to QA. This restarts the QA review process for the changed item or file. If your item or file is already published, the published revision remains published until the edited revision passes QA.

1. In the Content tab, click Content Items.

2. Click the content item you want to edit.

3. Click Edit item.

4. Click Edit in the metadata row.

5. Make the changes, then click Save.

6. Click Submit changes to QA. This starts a QA review of the changed metadata.

Update a content file

If you are upgrading existing content, for example, releasing a revision that provides new features or bug fixes, replace the existing content file. Do not add a new content file.

1. Click the Content Files tab.

2. Click Edit file for the file you want to modify.
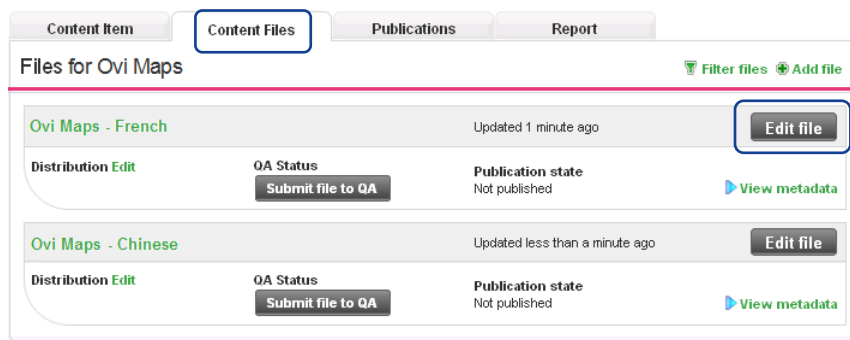
3. In the row for the content file (for example, Qt file, JAD file, or JAR file), click Edit.
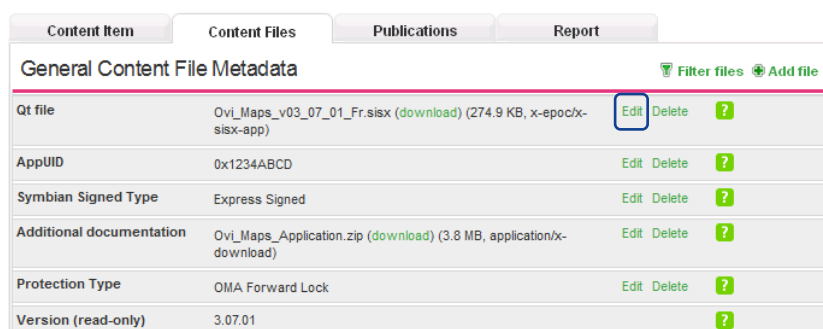
4. Click Browse, select the updated file, and click Open.

5. Click Save to confirm the updated file.
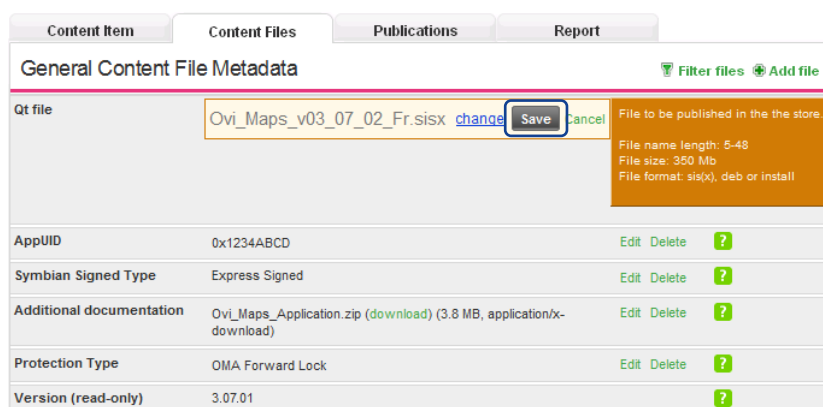
6. Edit other fields as needed.

   If you are updating a Symbian file, you do not need to edit the AppUID field. This UID is globally unique for each app, but can be re-used for app revisions.

7. Click the Distribution tab and edit the Devices, Countries, and Languages as required.

8. Click Submit file to QA. This starts a QA review of the new file.

Remove content

You can delete content that is uploaded to Ovi Publish but not yet published, and unpublish content that is already published in Ovi Store. You can remove either a complete content item (which also removes its associated files) or a specific file. Published content is removed within one to two business days of your request. When complete, its state changes to unpublished. You can still see unpublished content in Ovi Publish, where you can re-publish the content by re-submitting it to QA.

Remove a content item

1. Click the Content Item tab.

2. If the item has been submitted to QA, click Edit item.

3. Scroll to the bottom of the page. Click Delete or Unpublish.
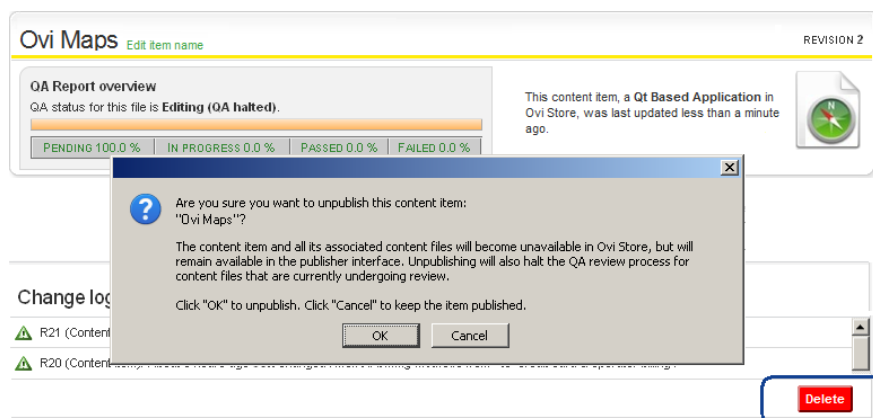
4. In the confirmation prompt, click OK.

Remove a content file

1. Click the Content Files tab.

2. If the file has been submitted to QA, click Edit file.

3. Scroll to the bottom of the page. Click Delete or Unpublish.
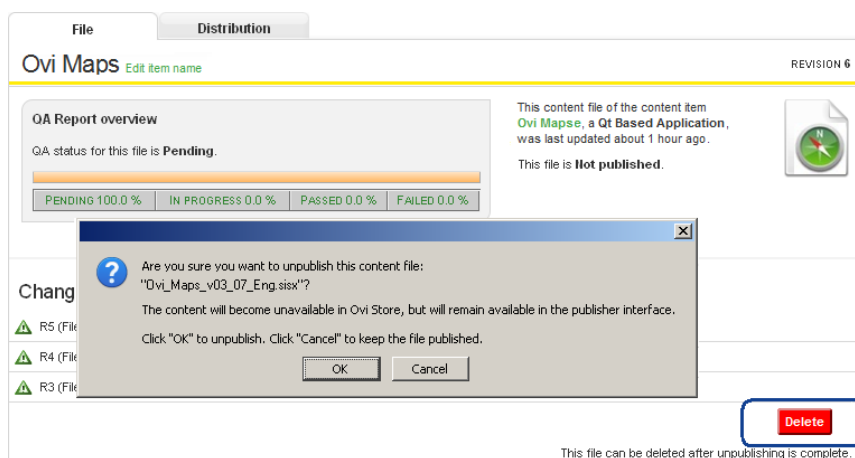
4. In the confirmation prompt, click OK.

REVIEW PERFORMANCE REPORTS

View a report

On a daily basis, Ovi Publish provides the following data for your published content:

– Download statistics by day, country, and device

– Estimated revenue for paid content. The estimated revenue can vary from the actual revenue due to factors such as currency exchange fluctuations, data latency, and operator payment cycles.

Only account users with cp_manager access can display these reports. To view and change user access, see Manage account users on page 14.

To view a report:

1. Select a content item.

2. Click the Report tab:
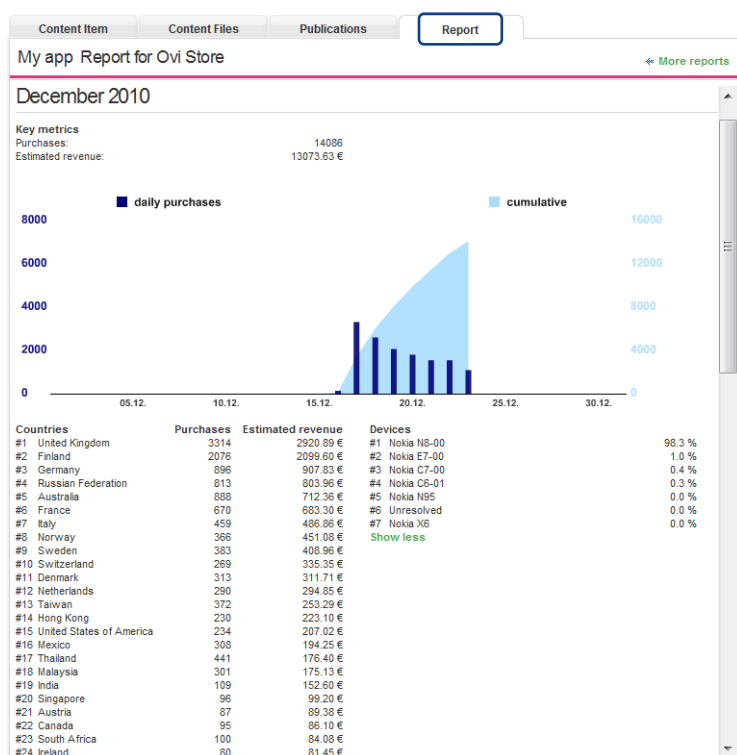
View the payment policy

– Ovi Store reporting — See the Reporting Guide, which explains the calculations for revenue projection, as well as the relationship between downloads, purchases, and estimated revenue. You can download the guide through the Support tab:
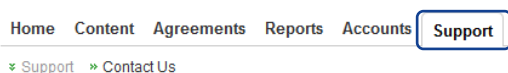
– Nokia's payment policy — See the Terms and Conditions, which outline the distribution agreement. You can get these terms through the Ovi Publish home page, by scrolling to the bottom of the page, or by going to https://publish.ovi.com/ndas/show_accepted_nda.

APPENDICES

A P P E N D I C E S

Publisher information

You provide this Ovi Publisher information in Step 2/6 — Publisher information, shown on page 8.

Name	Description	Mandatory / Optional	Number of characters
Publisher details	Information about you or your business, which we use internally only.		
Name	Official name.	Mandatory	1-160
Address	Street address.	Mandatory	1-60
City	City.	Mandatory	1-40
State	State.	Mandatory in the USA and Brazil	0-3
District / Province	County, district, or province.	Optional	40
Postal code	Zip or postal code. Format: Depends on the country, for example, – USA — nnnnn or nnnnn-nnnn – UK — up to 9 characters – India — exactly 6 numbers, without gaps	Mandatory	Country dependent
Country	Country. This is the country you selected on the Step 1/6 — Country and account type selection page. If you are still in the initial step-by-step registration process, you can change this by clicking Previous.	Mandatory	
Business / VAT Registration Number	Local Business Registration Number, Incorporation Number, Tax ID, VAT ID (EU), or TIN (India). Format: Depends on the number type, for example, – Business Registration Number — 1-20 characters – VAT Registration Number — exactly 10 characters	Mandatory for Corporate accounts	Country dependent
Website	Main web page. Format: www.domain.com.	Mandatory	250
Public profile	Enter information to display publicly in Ovi Store, on your publisher profile page.		
Name	Name of you or your business.	Mandatory	16
Description	Brief description of the content or services you provide in Ovi Store.	Mandatory	66
Publisher Brand Logo	Icon depicting your company or brand.	Mandatory for Corporate accounts	256 x 256 pixels
Primary contact for business enquiries	Enter information for the Ovi Publish Support team to contact you. We use this information internally only.		
Telephone	Phone number. Format: International, for example, +18005551212 for the USA.	Mandatory	Country dependent
Email	Email address. Format: username@domain.com. At the end of the registration, we send an email to this address.	Mandatory	64 (username part)
Email confirmation	Same as the Email above.	Mandatory	64 (username part)
Other	Other information.		
Where did you find us?	How you found this Ovi Publish web site: – Forum Nokia — From the Forum Nokia web site. – Ovi — From the Ovi Store web site. – Other — Another source.	Mandatory	

Account user

You add the initial account administrator in Step 3/6 — Administrative user, shown on page 9. You can then add more users in Add user, shown on page 14.

Name	Description	Mandatory / Optional	Number of characters
Login	Unique name used to log in as an account administrator.	Mandatory	3-40
First name	First name of the administrator.	Mandatory	1-250
Last name	Last name of the administrator.	Mandatory	1-250
Password	A password used to log in as the administrator. Must contain both letters and numbers.	Mandatory	6-40
Confirm password	Same as the Password above.	Mandatory	6-40
Email	The email address of the administrator. This is used to retrieve or reset the password. Format: user@domain.com.	Mandatory	1-64 (user part)
Telephone	The phone number of the administrator. Format: International, for example, +18005551212 for the USA.	Mandatory	Country dependent
Role	The level of access that a user has for an account: cp_manager – The greatest access. You can: – Add new users, assign roles to users – Edit the company information, which must be kept current at all times – View the agreements for the company – View all content items for any user – Upload and edit all content items for any user – View performance reports cp_developer – You can: – View all the content items for any user – Upload and edit all content items for any user cp_developer_limited – You can: – View only content items they added – Upload and edit only content items they added	Mandatory	

Registration fee

You pay the €1 processing fee in Ovi publisher registration fee, shown on page 10.

Name	Description	Mandatory / Optional	Number of characters
Payment reference number	A number that uniquely identities this financial transaction.	Read only	
Amount to pay	The amount required to register as an Ovi Publisher.	Read only	
Payment with	The method you selected to pay for the registration fee.	Read only	
Card number	The number of the credit card used to pay the registration fee.	Mandatory	12
Card expiry date	The date on which the credit card expires. Format: Month/Year.	Mandatory	
Name card holder	The name on the credit card.	Mandatory	
Card Verification Code	The number shown on the back of the card. This is used to verify that you are the holder of the card.	Optional	3

Bank information

You provide this payment information in Bank Information, shown on page 15.

Name	Description	Mandatory / Optional	Number of characters
Bank country	This is the country you selected on the Step 1/6 — Country and accounty type selection page. To change, click Change.	Mandatory	
Payment method	The way in which consumer payments are sent to you: – Bank Wire / Transfer—Payments are transferred to a bank account. Currently, this is the only payment method available.	Mandatory	
Bank code / number	A number that uniquely identifies a bank in a country. The number must be 9 digits long (for example, 00000001) and cannot contain spaces.	Mandatory	Exactly 9 digits
Bank name	The official name of the bank.	Mandatory	1-60
Bank account holder	The name of the bank account holder. Specify only if it differs from the Publisher Name. Otherwise, you can leave field blank.	Optional	0-60
Bank street address	The street address of the bank.	Optional	35
Bank city	The city in which the bank is located.	Optional	0-35
Bank account no	A number that identifies the bank account.	Mandatory	1-17
Bank control key	A number that identifies the type of bank account, for example, savings or chequing.	Optional	2
SWIFT code	Society for Worldwide Interbank Financial Telecommunications. A code that identifies a bank in international transactions.	Optional	8 or 11
IBAN	International Bank Account Number. A number that identifies a bank account in international transactions.	Mandatory in Bulgaria and Euro-Zone countries	6-34
Remittance advice	The email address to which we send payment details. Format: user@domain.com.	Mandatory	1-64 (user part)
Tax number 1	A tax ID that identifies a company in a country.	Mandatory in USA, Brazil, and India	1-11
Tax number 2	A taxpayer registration code that identifies individuals.	Mandatory in USA, Brazil, and India	1-10

Legal questions

You provide this legal information in <u>New content item – Legal Questions</u>, shown on page 26.

Name	Description	Mandatory / Optional
Does your content contain encryption	– Yes — The content contains encryption. We need to know the type and purpose of the encryption. You must submit a copy of the ECCN form called CCATs, which is used by BIS to classify encryption items. For more, see the information below this table. – No — The content does not contain encryption.	Mandatory
Do you have the legal right to distribute this content	– Yes — You have legal rights to distribute the content. – No — You do not have legal rights to distribute the content. You will not be able to distribute the content in Ovi Store. Your account might be terminated.	Mandatory
Does your content adhere to Content Guidelines	– Yes — Your content meets the Content Guidelines provided at: https://publish.ovi.com/help/content_guidelines. – No — You do not have legal rights to distribute the content. You will not be able to distribute the content in Ovi Store. Your account might be terminated.	Mandatory

About encryption

Many common software products include encryption, a dual use technology developed for civilian applications but which may be adapted for military or terrorist purposes. For this reason, encryption capabilities subject software items to target and rigorous dual-use export controls. Legislation is designed to prevent the delivery of products incorporating dual-use encryption items to users considered to be a risk to national and international security. Nokia is fully committed to complying with all relevant international export control legislation and agreements.

Only decontrolled or mass-market encryption items will be published on Ovi (ECCNs EAR99 or 5D992 respectively) and Nokia reserves the right to refuse publication if the encryption item is not suitable or if inadequate information is provided by the publisher. It is the publisher's responsibility to determine the technical parameters of any encryption capability of those items submitted for publication on Ovi and to first obtain the necessary classifications and permissions for export. This information should be provided to Nokia. If not already available, the publisher may be required to first obtain an Export Control Classification Number (ECCN) from the United States Bureau of Industry and Security (BIS) prior to publication on Ovi, even if the content is developed or distributed outside the United States. Please refer to Section 17.7, Export Control, in the Terms and Conditions of the Ovi Publisher Agreement for more details.

BIS regulates exports of products and technology, including software offered for download extra-territorially, i.e. outside the U.S. An "export" is defined as the shipment, transfer, or electronic transmission, either from the U.S. to a foreign country or within the U.S. to an embassy or affiliate of a foreign country. Posting software products to the Internet for download constitutes an export even if the software is not ultimately downloaded. For more information about export controls for encryption items, please refer to <u>http://www.bis.doc.gov/encryption</u>.

Categories

You categorise content in New content item - Metadata, shown on page 26. You can later change the category in General Content Item Metadata, shown on page 27.

You can select from six categories, each with the following sub-categories:

Applications	Games	Ringtones	Graphics	Video	Audio
Books	Action	Classical & Jazz	Screensavers	Entertainment	Arts & Entertainment
Business & Finance	Adventure	Comedy	Themes	Comedy	Comedy
City Guides & Maps	Card & Casino	Country & Folk	Wallpapers	Kids & Family	Kids & Family
Communication	Classics & Arcade	Dance		Lifestyle & Leisure	Lifestyle & Leisure
Education & Reference	Education	Hip Hop/R&B		Music	Sports
Entertainment	Puzzle	Holidays		Sports	Science & Technology
Health & Fitness	Sports & Racing	Latin		Science & Technology	Travel
Lifestyle & Leisure	Strategy	Oldies		Travel	TV, Film & Radio
Music	Trivia & Word	Religious		TV & Film	
News & Weather		Rock & Pop			
Photo & Video		Sounds			
Productivity		Sports			
Social Networks		TV & Film			
Sports		World			
Tools					

The categories shown in Ovi Publish are the latest and can vary slightly from those shown in Ovi Store. For example, if you categorise your app as Book in Ovi Publish, it will still appear under Entertainment in Ovi Store until Ovi Store is updated.

Content item

You provide basic content item information in New content item - Metadata, shown on page 26. You can provide optional information in General Content Item Metadata, shown on page 27.

Name	Description	Mandatory / Optional	Limitations
General Content Item Metadata			
Content type	The type of content.	Read Only	
Content item name	The name of the content item shown internally in Ovi Publish only.	Mandatory	2-30 alphanumeric characters and spaces (between words only)
Display name	The name of the content item shown to consumers. – Keep this name brief to avoid truncation in some views. – Do not specify a device name or device family. The content is made available only to the devices you select under Content File distribution. We might also make this content available to other future compatible Nokia devices. – If you need to specify localisation or version information, include it in the Description. – You can localise this name into other languages, but the default language must be English.	Mandatory	2-30 alphanumeric characters and spaces
Description	Description of the content item shown to consumers. State any limitations with using your content, for example, – Age — If content is inappropriate for young consumers, state the minimal age for using your content. – Additional requirements — If consumers need additional hardware, computer software, or device files to use your content, state these requirements. – Data sharing — If you will store or share any personal information like names, passwords, login information, or current location, state how the information will be stored or shared and for what time period. State how the consumer can have stored information removed, in a timely fashion, if they wish to do so. – Network usage — If content requires network usage, indicate if network rates apply.	Mandatory	5-500 alphanumeric characters and spaces
Category	Nature of the content. Consumers can browse Ovi Store content by category. For the available categories and their sub-categories, see *Categories* on page 48.	Mandatory	One selection
Categorization Tags	Will be used to surface relevant content in categories to consumers. Do not select unrelated tags to improve your chances of appearing in consumer search results. Content with unrelated tags will fail the QA process.	Mandatory	Up to 3 tags
Mood Tags	Mood of the content. Consumers will be able to search across categories for content with a specific mood.	Optional	Up to 3 tags
Keywords	Keywords are matched to consumer searches. Separate multiple keywords with commas. You can include variations of words such as misspellings, and both hyphenated as well as non-hyphenated versions of words. Do not enter unrelated keywords to improve your chances of appearing in consumer search results. Also, do not enter copyrighted words that are not authorised to use. Content with these issues will fail the QA process.	Mandatory	100 characters

Name	Description	Mandatory / Optional	Limitations
Availability & Pricing			
Global price point	Price of the content. Select either Free, or one of 15 price points. For each price point, Nokia defines a global retail price which may have country and operator exceptions. For prices by country, see: http://nds2.fds-download.nokia.com/fdp/interface/DC_Unknown/?fid=A0D63WMSGRSWBE. These prices are approximate. The actual consumer price is determined by Nokia in accordance with the operator and currency mapping. Notes: – You can change a price point only once in a month's time. – When consumers pay for a content item, they can access the content download for only six hours. Consumers can download free content as often as needed.	Mandatory	One selection
Start date for published content	Availability date after which the content item may be visible in Ovi Store. Country-specific exceptions are possible.	Optional	
End date for published content	Date after which the content item must not be visible in Ovi Store. Country-specific exceptions are possible. If the content is an app that is already signed, enter a date that is no later than the expiration date of the certificate. If you are submitting an unsigned app for Nokia to sign for free, you can leave the field blank.	Mandatory for signed content	
Homescreen mini view support	If your content supports a homescreen mini view, select the supported platform: – S60 5th – N97 — Currently supported by Nokia N97 only.	Optional	
Support			
Support website	A web page used by consumers to find out more about your content.	Mandatory	Valid HTTP link
Support email address	An email address used by consumers to provide direct feedback and get support for your content.	Mandatory	Valid email address
Additional help/support	Optional help information for Nokia Care. This file is not shown to consumers.	Optional	Up to 2 MB File name: 3-100 alphanumeric characters
Images			
Icon 256x256	This image represents your content type or brand. You must provide a square icon in the pixel range 256x256 to 2000x2000. The system automatically scales down this icon for different Ovi Store displays, as shown on page 18. Click Show scaled versions to see the resized icons: – 96x96 — Consumers see this icon on Nokia touchscreen devices. – 85x85 — Consumers see this icon on QVGA-resolution Nokia devices. – 66x66 — Consumers see this icon on high-resolution Nokia devices. – 46x46 — Consumers see this icon on Nokia mobile browsers.	Mandatory	10 bytes – 2 MB Format: JPG, PNG
Primary Secondary Tertiary screen shot	This image showcases your content, highlighting for example the value of an app or energy of a game. You must provide a square icon in the pixel range 256x256 to 2000x2000. The system automatically scales down this icon for different Ovi Store displays, as shown on page 18. Click Show scaled versions to see the resized images: – 192x192 — Consumers see this image on Nokia touchscreen devices. – 144x144 — Consumers see this image on Nokia touchscreen devices. – 96x96 — Consumers see this image on QVGA-resolution Nokia devices. – 66x66 — Consumers see this image on high-resolution Nokia devices. – 29x29 — Consumers see this image on Nokia mobile browsers.	Mandatory	10 bytes – 2 MB Format: JPG, PNG
Spotlight & Promotion			
Spotlight (desktop) promotional banner 967x277	This wide banner is shown across the top of the Ovi Store home page on a computer web browser. The banner is linked to the content download page.	Optional	Format: PNG, JPG

Name	Description	Mandatory / Optional	Limitations
Spotlight (mobile) promotional banner 111x111	This larger icon is shown under the Applications > Featured in Ovi Store on a device.	Optional	Format: PNG, JPG
Spotlight (mobile) promotional banner 74x74	This smaller icon is shown on the Recommended page in Ovi Store on a device.	Optional	Format: PNG, JPG
Marketing & Spotlight (mobile) Promotional text	This promotional teaser text is shown in device spotlights, and also in Nokia marketing campaigns.	Optional	2-50 characters
Audio and Video only:			
Episode #	The episode # from the original show (if applicable).	Optional	1-4 numbers, do not start with 0
Show title	The title of the original show. You can localise this name into other languages, but the default language must be English.	Optional	2-30 alphanumeric characters and spaces between characters
Producer/ Creator	The producer or creator of the original show.	Optional	2-30 alphanumeric characters, spaces
Creation date	The creation date of the original content, not the upload date.	Optional	DD/MM/YY
Ringtones only:			
Track Title	The ringtone name. This is used instead of the Display Name in some devices. You can localise this name into other languages, but the default language must be English.	Mandatory	2-30 alphanumeric characters and spaces between characters
Artist Name	The name of the performing artist. This is used instead of the Display Name in some devices. You can localise this name into other languages, but the default language must be English.	Mandatory	2-30 alphanumeric characters, spaces

Content file

You provide content files in Add File, shown on page 30.

All content

All content types provide the following common fields:

Name	Description	Mandatory / Optional	Limitations
Content file name	The name of the content file shown internally in Ovi Publish only. This name can identify targeted devices, countries, or languages.	Mandatory	
File *for Qt, SIS(X), NFL, JAD, JAR, Audio, Ringtone, Theme, Video, Wallpaper, WRT*	The content file, for example, an app executable file or media file. The file name must: – Have only alphanumeric characters or the _ symbol. Do not include other special characters such as . or Chinese or Russian characters. For example, replace Ovi_Maps_3.7.sisx with Ovi_Maps_3_7.sisx. – Be similar to the content Display Name for the Content item. This enables consumers to recognise the file when they download or uninstall the file on their device.	Mandatory	File type and size: see Prepare files on page 20
Version *(read-only)*	The version number is extracted from the submitted content file and cannot be modified. Note that there might be a delay before the number is displayed. The version number format depends on the content type. Whereas .sis(x) and .jar files have a strict major.minor.build format (for example, 3.7.1), other files like .wgz and .deb files have a free-form format.	Read Only	1-50 alphanumeric characters or . , -

Qt-based apps

Name	Description	Mandatory / Optional	Limitations
Qt File *(and other fields)*	See either: – Symbian apps on page 53, for SIS(X) files – Maemo apps on page 53, for NFL and SIS(X) files		

Java apps

Name	Description	Mandatory / Optional	Limitations
JAD file	A file that describes the contents of a MIDlet or Java ME program distributed in a .jar file. The .jad file must reference the .jar file.	Mandatory	File name: 5-48 alphanumeric characters
JAR file	A software installation package that contains Java programs and libraries. The .jar file must reference the .jad file.	Mandatory	File name: 5-48 alphanumeric characters
Additional documentation	A .zip file that contains any documentation we need to test the content: – Flow diagram for your app, showing how to navigate all operational flows, display all screens, activate main features, trigger main events, etc. Format: .jpg or .gif. – Application Information checklist – Data needed to use the app. For example, if an app uses a password-protected service on an external web site, provide a user login and password so that we can test access to the service.	Mandatory	Format: .zip file

Symbian apps

Name	Description	Mandatory / Optional	Limitations
SIS(X) file	A software installation package that contains Symbian app files. The .sisx files are for devices running Symbian 9.1 and later, whereas the .sis files are for earlier Symbian versions.	Mandatory	File name: 5-48 alphanumeric characters
AppUID	Symbian Application UID3. A 32-bit value that identifies a Symbian C++ app file. This is globally unique for each app, but can be re-used for app revisions. The UID you enter here must match the primary UID, which is encoded in the executable launch file.	Mandatory	10 alphanumeric characters, for example, 0x1234ABCD
Symbian Signed Type	The type of Symbian Signed certification that your app has: – Certified Signed — Your app is Certified Signed. – Express Signed — Your app is Express Signed. – Requesting Nokia Signing — Your app is unsigned and you are requesting Nokia's free signing service.	Mandatory	
Additional documentation	A .zip file that contains any documentation we need to test the content: – Flow diagram for your app, showing how to navigate all operational flows, display all screens, activate main features, trigger main events, etc. Format: .jpg or .gif. – Data needed to use the app. For example, if an app uses a password-protected service on an external web site, provide a user login and password so that we can test access to the service.	Mandatory	Format: .zip file
Protection Type	Method you want to Nokia to apply to your content to prevent illegal distribution. Select: – OMA Forward Lock — To wrap your downloaded content file in an Open Mobile Alliance (OMA) Digital Rights Management (DRM) Version 1.0 Forward Lock message, to prevent it from being forwarded from the device to which it was downloaded. – None (default) — If you do not want Nokia to apply a protection method, for example, if you do not want DRM protection, want to use your own security solution, or are targeting devices that do not support DRM. For more information about DRM, go to: http://library.forum.nokia.com/topic/S60_3rd_Edition_Cpp_Developers_Library/GUID-5F38F219-B22D-42E6-973A-B4DBBC5984F8.html.	Mandatory	

Maemo apps

Name	Description	Mandatory / Optional	Limitations
Maemo file	A software installation package that contains Maemo app files.	Mandatory	File name: 3-100 alphanumeric characters

Flash Lite apps

Name	Description	Mandatory / Optional	Limitations
NFL or SIS(X) file	Either: – SIS(X) — A signed software installation package that contains Symbian app files for Symbian^3 and S60 platforms. The .sisx files are for devices running Symbian 9.1 and later, whereas the .sis files are for earlier Symbian versions. – NFL — A package that contains one or more Flash Lite app files for the Series 40 platform	Mandatory	File name: 5-48 alphanumeric characters

Name	Description	Mandatory / Optional	Limitations
(other fields)	See Symbian apps on page 53.		

Web RunTime widgets

Name	Description	Mandatory / Optional	Limitations
WGZ File	A package that contains a small program processing HTML, CSS, and JavaScript files for Symbian ^3 and S60 devices.	Mandatory	File name: 5-48 alphanumeric characters

Themes

Name	Description	Mandatory / Optional	Limitations
Theme binary	A package containing the files in a theme, assembled using the latest Carbide UI Theme plug-in.	Mandatory	File name: 5-48 alphanumeric characters
(other fields for Symbian only)	See Symbian apps on page 53.		

Audio, Ringtone, and Video

Name	Description	Mandatory / Optional	Limitations
Audio binary Ringtone binary Video File	The media file.	Mandatory	File name: 5-48 alphanumeric characters
Viewing/ listening time	The play duration of the media, in minutes and seconds. Format: minutes:seconds.	Mandatory	5 characters
Protection Type	See Protection Type on page 53.	Mandatory	

Wallpaper

Name	Description	Mandatory / Optional	Limitations
Wallpaper Binary	The wallpaper file.	Mandatory	File name: 5-48 alphanumeric characters
Protection Type	See Protection Type on page 53.	Mandatory	

Glossary

app	A software application. Apps for Nokia devices may be written in a native language like Java or Symbian C++, or developed using an SDK like Qt.
certificate	Proof that an app has been tested against industry criteria, comes from a trusted source, and is safe to install. Certificates are issued by authorities like Nokia and VeriSign.
content file	A binary file that is downloaded to a device to provide content. For apps, these are package files that install the app software, for example, a Java .jar file or a Symbian .sis(x) file. For media like ringtones or wallpapers, these are the media files, for example, an .mp3 or .mp4 files. You can have multiple content files for a content item, for example, to provide localised versions of an app or different wallpaper sizes for different device screen resolutions.
content item	An Ovi Store offering. This can be an app such as Nokia Ovi Maps, or media such as a ringtone or wallpaper. Each content item has metadata (descriptions, keywords, product icon, screen shots), and one or more content files.
content type	The kind of app or media, for example, a Qt based app or audio media.
device	The handset or smartphone to which content can be downloaded, for example, Nokia N8.
distribution	The devices, countries, and languages to which the content is distributed. For example, an app with a localised user interface can be distributed to select countries only, or to devices that have a selected language enabled.
DRM	Digital Rights Management. A method defined by the Open Mobile Alliance (OMA) to prevent the illegal distribution of content. With the Forward Lock method, a server encapsulates a content file in a DRM message before sending it to a device. That device can launch the file but cannot distribute it to other devices. With DRM 2.0, a server encrypts content files and issues a rights object controlling how that device can access the file.
Forum Nokia	Nokia's developer community, which uses the web site: http://forum.nokia.com. Ovi Publishers can get technical information about devices, support, or resources, and discuss ideas with other content creators.
IMEI	International Mobile Equipment Identity. A serial number that uniquely identifies a mobile phone. Can be obtained by entering *#06# into the phone keypad.
.jad	Java Application Descriptor. A file that describes the contents of a MIDlet or Java ME program distributed as a .jar file.
.jar	Java Archive. A software installation package that contains one or more Java app files.
media	Audio (music or spoken word recordings), ringtones, video, wallpapers, and themes.
Media Publisher	An Ovi Publish account that can distribute personalisation content (audio, ringtones, video, and wallpapers) in addition to apps.
metadata	For a content item: descriptive text (content name, description, key words) and images (product icon, screen shots). For a content file: the devices, countries, and languages for which the file is distributed.
.nfl	Nokia Flash Lite. A software installation package that contains app files for the Series 40 device family.
Ovi Publish	Self-service web site that enables Ovi Publishers to upload content through Ovi Store.
Ovi Store	Nokia's content market, distributing apps and media to millions of consumers worldwide. Includes the Ovi Store app found on Nokia devices, as well as the Ovi Store web site displayed on desktop computers.
Qt	(Pronounced "cute") A C++ language and user interface framework that can use the same source code to generate apps for different device families such as Symbian and Maemo.
signing	Including a digital signature in a software installation package to prove that the source is trusted and the content is safe to install. The signature includes a certificate and a public and private key pair.
.sis(x)	Software Installation Script file. A software installation package that contains app files for Symbian^3 and S60 platforms. The .sisx files are for devices running Symbian 9.1 and later, whereas the .sis files are for earlier Symbian versions.
UID	Unique Identifier. A globally unique 32-bit number that identifies a Symbian C++ app file. Numbers are assigned by Nokia (formerly by SymbianSigned), and are represented as eight hexadecimal characters, for example, 0x1234ABCD.
.wgz	Widget File. A package that contains a small program processing HTML, CSS, and JavaScript files for Symbian ^3 and S60 devices.

Contact us

For Ovi Publish support …

We provide Ovi Publish support in English and Chinese. Send email to:

publishtoovi.support@nokia.com

For developer support …

For expert advice and assistance from one of the largest, most active mobile developer communities on the web, go to the Forum Nokia discussion forum at:

http://discussion.forum.nokia.com/forum/content.php

For other support …

If you have other issues that are not related to Ovi Publish, for example, questions about Ovi Store, go to:

http://support.nokia.com/

At this site, click Contact us to submit an issue.