

GOOGLE PLAY

1 About

Google Play (previously Android Market) is a digital distribution service operated and developed by Google. It serves as the official app store for the Android operating system, allowing users to browse and download applications developed with the Android software development kit (SDK) and published through Google. Google Play also serves as a digital media store, offering music, magazines, books, movies, and television programs. It previously offered Google hardware devices for purchase until the introduction of a separate online hardware retailer, Google Store, on March 11, 2015.

Applications are available through Google Play either free of charge or at a cost. They can be downloaded directly on an Android device through the Play Store mobile app or by deploying the application to a device from the Google Play website. Applications exploiting hardware capabilities of a device can be targeted to users of devices with specific hardware components, such as a motion sensor (for motion-dependent games) or a front-facing camera (for online video calling). The Google Play store had over 82 billion app downloads in 2016 and has reached over 3.5 million apps published in 2017.[4] It has been the subject of multiple issues concerning security, in which malicious software has been approved and uploaded to the store and downloaded by users, with varying degrees of severity.

Google Play was launched on March 6, 2012, bringing together the Android Market, Google Music, and the Google eBookstore under one brand, marking a shift in Google's digital distribution strategy. The services operating under the Google Play banner are: Google Play Books, Google Play Games, Google Play Movies and TV, Google Play Music, Google Play Newsstand, and Google Play Console. Following their re-branding, Google has gradually expanded the geographical support for each of the services.

2 Play Games

Google Play Games is an online gaming service for Android that features real-time multiplayer gaming capabilities, cloud saves, social and public leaderboards, and achievements. The service was introduced at the Google I/O 2013 Developer Conference,[21] and the standalone mobile app was launched on July 24, 2013.[22].

3 Music

Google Play Music is a music and podcast streaming service and online music locker. It features over 40 million songs,[23] and gives users free cloud storage of up to 50,000 songs.[24]

As of May 2017, Google Play Music is available in 64 countries].

4 books

Google Play Books is an ebook digital distribution service. Google Play offers over five million ebooks available for purchase,[26] and users can also upload up to 1,000 of their own ebooks in the form of PDF or EPUB file formats.[27] As of January 2017, Google Play Books is available in 75 countries.[25] Google's Play Store now includes audiobooks. You can listen to your favorite books with a real person's storytelling, not by voice synthesis. Some books are narrated by their authors. With a large selection of books currently available in 45 countries].

5 history

Google Play originated from three distinct products: Android Market, Google Music and Google eBookstore.

The Android Market was announced by Google on August 28, 2008,[34][35] and was made available to users on October 22.[36][37] In December 2010, content filtering was added to the Android Market, each app's details page started showing a promotional graphic at the top, and the maximum size of an app was raised from 25 megabytes to 50 megabytes.[38][39][40] The Google eBookstore was launched on December 6, 2010, debuting with three million ebooks, making it "the largest ebooks collection in the world".[41] In November 2011, Google announced Google Music, a section of the Play Store offering music purchases.[42][43] In March 2012, Google increased the maximum allowed size of an app by allowing developers to attach two expansion files to an app's basic download; each expansion file with a maximum size of 2 gigabytes, giving app developers a total of 4 gigabytes.[44][45] Also in March, the Android Market was re-branded as Google Play.[46][47][48]

In May 2016, it was announced that the Google Play Store, including all Android apps, would be coming to Chrome OS in September 2016.

6 User interface

Apart from searching for content by name, apps can also be searched through keywords provided by the developer.[51] When searching for apps, users can press on suggested search filters, helping them to find apps matching the determined filters.[52] For the discoverability of apps, Play Store consists of lists featuring top apps in each category, including "Top Free", a list of the most popular free apps of all time; "Top Paid", a list of the most popular paid apps of all time; "Top Grossing", a list of apps generating the highest amounts of revenue; "Trending Apps", a list of apps with recent installation growth; "Top New Free", a list of the most popular new free apps; "Top New Paid", a list of the most popular new paid apps; "Featured", a list of new apps selected by

the Google Play team; "Staff Picks", a frequently-updated list of apps selected by the Google Play team; "Editors' Choice", a list of apps considered the best of all time; and "Top Developer", a list of apps made by developers considered the best.[53] In March 2017, Google added a "Free App of the Week" section, offering one normally-paid app for free.[54][55] In July 2017, Google expanded its "Editors' Choice" section to feature curated lists of apps deemed to provide good Android experiences within overall themes, such as fitness, video calling and puzzle games.[56][57]

Google Play enables users to know the popularity of apps, by displaying the number of times the app has been downloaded. The download count is a color-coded badge, with special color designations for surpassing certain app download milestones, including grey for 100, 500, 1,000 and 5,000 downloads, blue for 10,000 and 50,000 downloads, green for 100,000 and 500,000 downloads, and red/orange for 1 million, 5 million, 10 million and 1 billion downloads.[58][59]

Users can submit reviews and ratings for apps and digital content distributed through Google Play, which are displayed publicly. Ratings are based on a 5-point scale. App developers can respond to reviews[60] using the Google Play Developer Console.[61]

7 Design

Google has redesigned Google Play's interface on several occasions. In February 2011, Google introduced a website interface for then-named Android Market that provides access through a computer.[62] Applications purchased are downloaded and installed on an Android device remotely, with a "My Market Account" section letting users give their devices a nickname for easy recognition.[63] In May 2011, Google added new application lists to Android Market, including "Top Paid", "Top Free", "Editor's Choice", "Top Grossing", "Top Developers", and "Trending".[64][65] In July, Google introduced an interface with a focus on featured content, more search filters, and (in the US) book sales and movie rentals.[66] In May 2013, a redesign to the website interface matched the then-recently redesigned Android app.[67] In July 2014, the Play Store Android app added new headers to the Books/Movies sections, a new Additional Information screen offering a list featuring the latest available app version, installed size, and content rating, and simplified the app permissions prompt into overview categories.[68] A few days later, it got a redesign consistent with the then-new Material Design design language,[69][70] and the app was again updated in October 2015 to feature new animations, divide up the content into "Apps and Games" and "Entertainment" sections, as well as added support for languages read right-to-left.[71][72][73] In April 2016, Google announced a redesign of all the icons used for its suite of Play apps, adding a similar style and consistent look.[74][75] In May 2017, Google removed the shopping bag from the Google Play icon, with only the triangle and associated colors remaining.[76][77]

8 App monetization

Google states in its Developer Policy Center that "Google Play supports a variety of monetization strategies to benefit developers and users, including paid distribution, in-app products, subscriptions, and ad-based models", and requires developers to comply with the policies in order to "ensure the best user experience". It requires that developers charging for apps and downloads through Google Play must use Google Play's payment system. In-app purchases unlocking additional app functionality must also use the Google Play payment system, except in cases where the purchase "is solely for physical products" or "is for digital content that may be consumed outside of the app itself (e.g. songs that can be played on other music players)."[78] Support for paid applications was introduced on February 13, 2009 for developers in the United States and the United Kingdom,[79] with support expanded to an additional 29 countries on September 30, 2010.[80] The in-app billing system was originally introduced in March 2011.[81] All developers on Google Play are required to feature a physical address on the app's page in Google Play, a requirement established in September 2014.[82]

In February 2017, Google announced that it would let developers set sales for their apps, with the original price struck out and a banner underneath informing users when the sale ends. Google also announced that it had made changes to its algorithms to promote games based on user engagement and not just downloads. Finally, it announced new editorial pages for what it considers "optimal gaming experiences on Android", further promoting and curating games.[12][13][14]

9 Play Store on Android

Play Store is Google's official pre-installed app store on Android-certified devices. It provides access to content on the Google Play Store, including apps, books, magazines, music, movies, and television programs.[97]

Play Store filters the list of apps to those compatible with the user's device. Developers can target specific hardware components (such as compass), software components (such as widget), and Android versions (such as 7.0 Nougat).[98] Carriers can also ban certain apps from being installed on users' devices, for example tethering applications.[99]

There is no requirement that Android applications must be acquired using the Play Store. Users may download Android applications from a developer's website or through a third-party app store alternative.[100] Play Store applications are self-contained Android Package files (APK), similar to .exe files to install programs on Microsoft Windows computers.[101] On Android devices, an "Unknown sources" feature in Settings allows users to bypass the Play Store and install APKs from other sources.[102] Depending on developer preferences, some apps can be installed to a phone's external storage card.[103]

Android users have complained that the Google Play store access cannot be blocked and there is constant data exchange with the google cloud. Also

valuable CPU resources are used, slowing down the Android system.[104]

10 Installation history

The Play Store app features a history of all installed apps. Users can remove apps from the list, with the changes also synchronizing to the Google Play website interface, where the option to remove apps from the history does not exist.[105]

11 Compatibility

Google publishes the source code for Android through its "Android Open Source Project", allowing enthusiasts and developers to program and distribute their own modified versions of the operating system. However, not all these modified versions are compatible with apps developed for Google's official Android versions. The "Android Compatibility Program" serves to "define a baseline implementation of Android that is compatible with third-party apps written by developers". Only Android devices that comply with Google's compatibility requirements may install and access Google's Play Store application. As stated in a help page for the Android Open Source Project, "Devices that are "Android compatible" may participate in the Android ecosystem, including Android Market; devices that don't meet the compatibility requirements exist outside that ecosystem. In other words, the Android Compatibility Program is how we separate "Android compatible devices" from devices that merely run derivatives of the source code. We welcome all uses of the Android source code, but only Android compatible devices as defined and tested by the Android Compatibility Program may participate in the Android ecosystem." [106]

Some device manufacturers choose to use their own app store instead of or in addition to the Play Store. Examples include Amazon opting for Amazon Appstore instead of Google Play for its Kindle Fire tablet computers,[107] and Samsung adding Galaxy Apps for its line of Samsung Galaxy smartphones and tablets.[108]

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