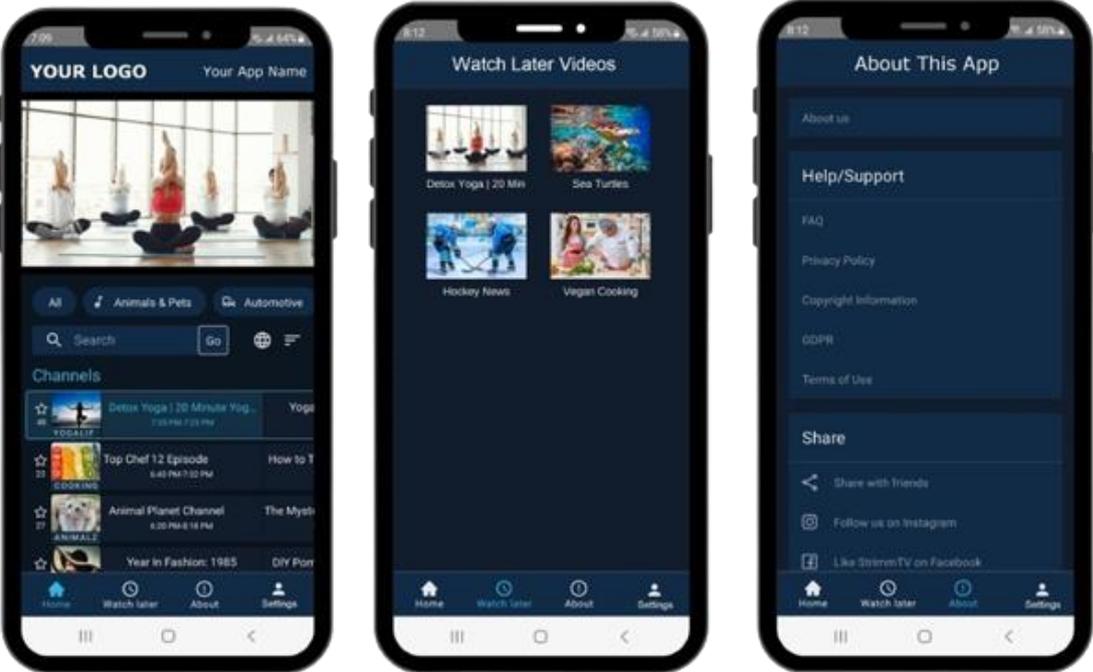


Deploying Personal Mobile App by Strimm to The Google Play Market.

Step-by-Step Guide

v1.1



Prepare required information	3
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BEFORE YOU START:

- Make sure that your Google Play Market account is completely setup with your personal or a business profile, and Google Play Market fees are paid.

For details on how to setup your Google Play Market Developers Account please visit - <https://developer.android.com/distribute/console>

Please note that there are some names and emails that may appear in the screenshots below. They are for the demonstrational purposes only. Do NOT use them. You must use your own information only.

Prepare required information

- Name of the app (all in lower cases, no spaces or special symbols).
Example: "eddanstv"
- Short description (This description will be shown next to your app name – maximum 30 characters)
- Long description with app features and functionality
- URL with support information related to your app. It can be a link to your website with a contact page (not Strimm.com) or your own support email.
- URL to your Privacy Policy (not Strimm.com, but yours)
- Bundle identifier in the format as "**com.{app_slug}.app**" like "**com.yourcompanyname.yourappname**", for example "**com.eddanstv.app**"
This is a unique identifier for your app in the store.
- Your business profile name (brand, organization, customer) for the Google Play Market. For example: "Eddans", "Eddans LLC" etc.
- Some information about the publisher (see "Required information about the publisher")
- Contact email
- Contact phone number
- Category of your app

- App Previews or Screenshots. Prepare 2 - 8 screenshots/or custom images explaining your app to your customers. The images should be in PNG or JPEG formats, up to 8 MB each, 16: 9 or 9:16 aspect ratio, with a side length of 320 to 3840 pixels
 - 512x512px app icon of any shape (can be transparent)
 - 1024x500 up to 1Mb PNG or JPG
 - 7-inch tablet: - upload up to eight 7-inch-tablet screenshots/images. Screenshots must be in PNG or JPEG, up to 8 MB each, 16:9 or 9:16 aspect ratio, with each side between 320 px to 3,840 px
 - 10-inch tablet: - upload up to eight 10-inch-tablet screenshots/images. Screenshots must be in PNG or JPEG, up to 8 MB each, 16:9 or 9:16 aspect ratio, with each side between 320 px to 3,840 px

STEPS

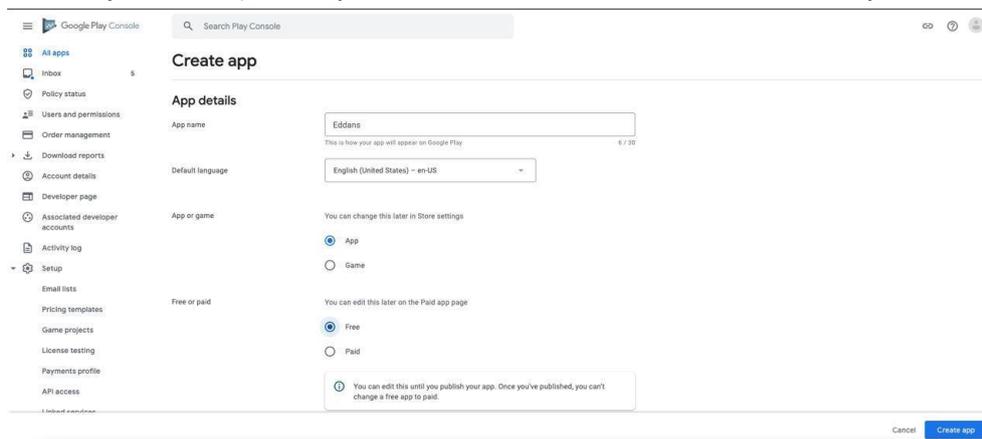
A. Preparing Google profile

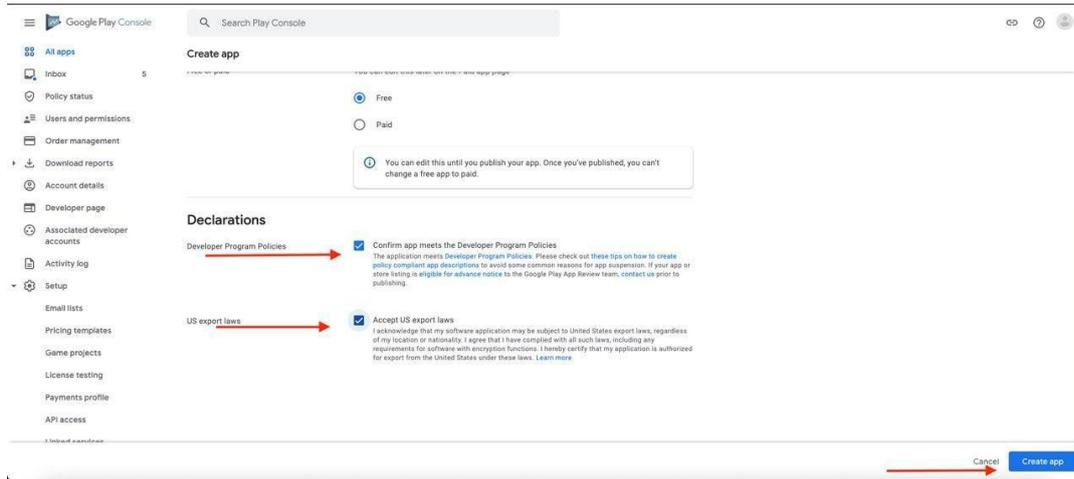
1. Go to Google Play Market and login to your developers account
<https://play.google.com/console/developers>

2. Go to All Apps and click “Create app” button to create a new app

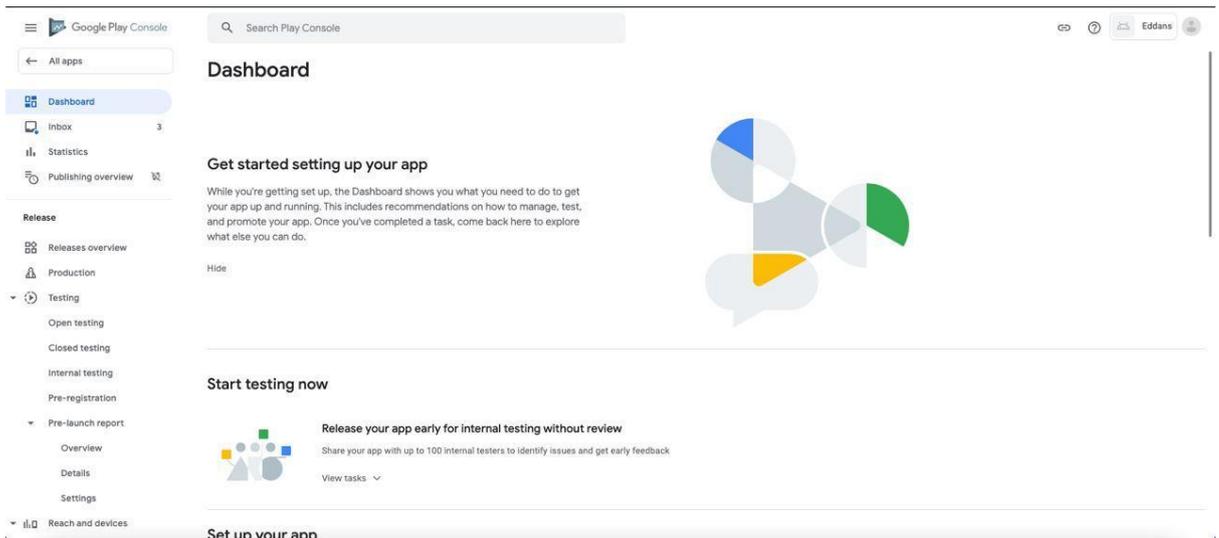


3. Enter app name, choose Default language, select “app” in App or Game section, select “free” in “Free or Paid” section (you can change it later if you wish), accept all declarations to continue and press “Create app”.





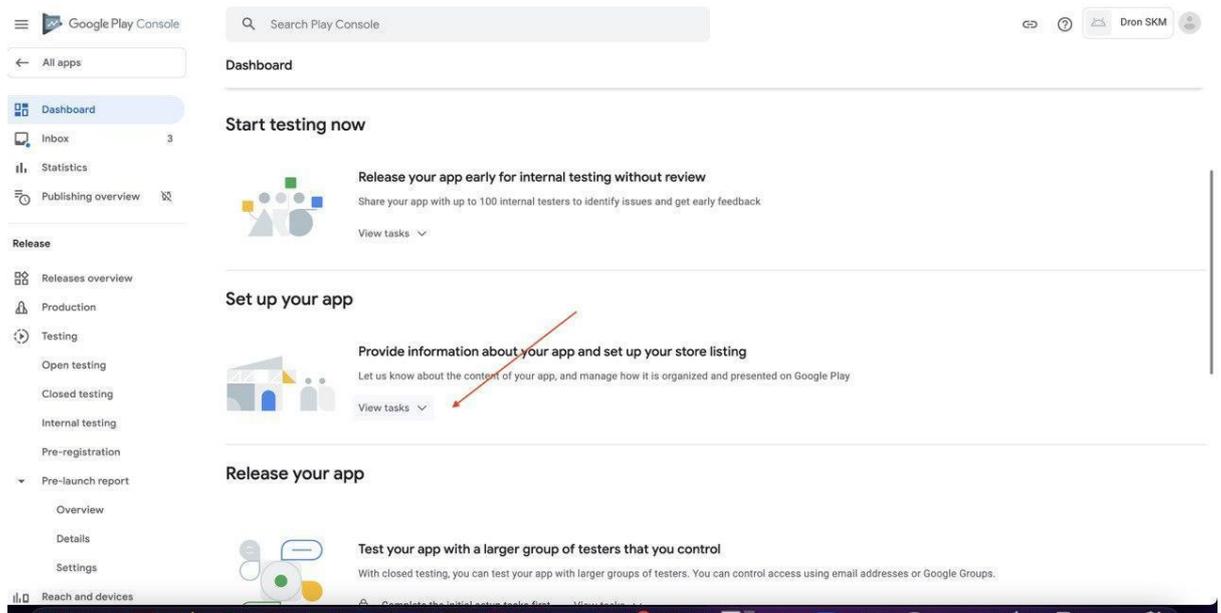
4. You will be redirected to your new app Dashboard

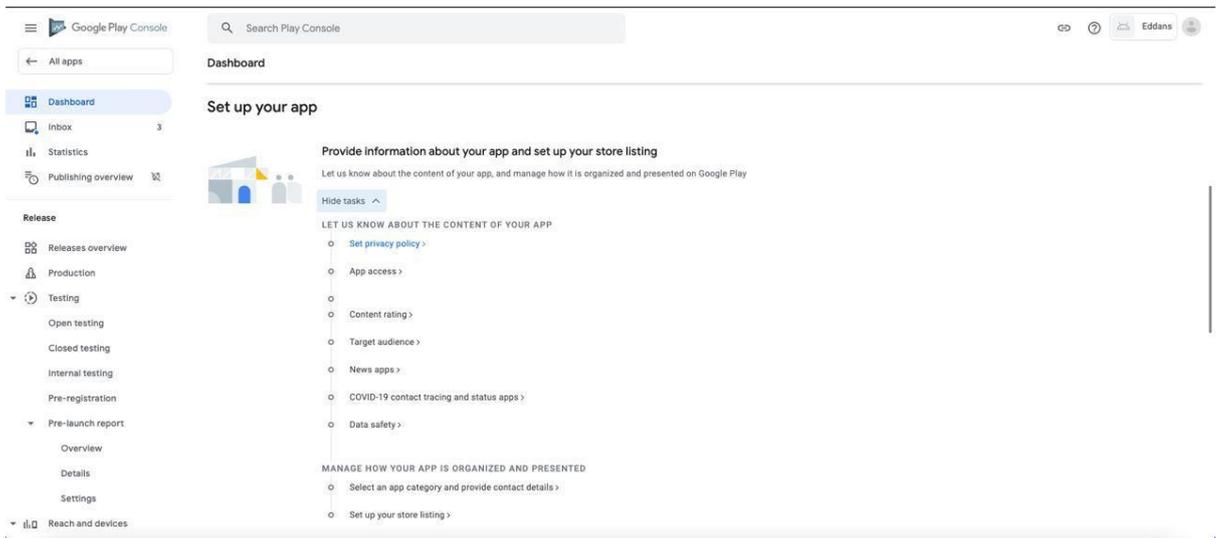


B. Setup Your App. Fill in all required information to start publishing

To do so, go to the “Set up your app” section and press “View tasks”.
Provide information about your app by going thru the “Set up your app” list as shown in the screenshots below to complete each requirement.

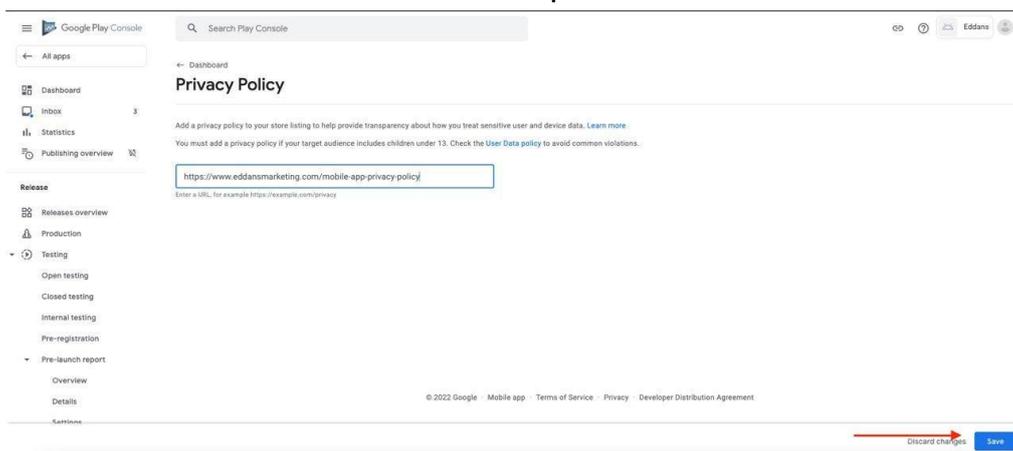
IMPORTANT: when you are done with each requirement and have saved it, press “Dashboard” on the top to return to the original screen with the “Set up your app” list and move to the next task/requirement.



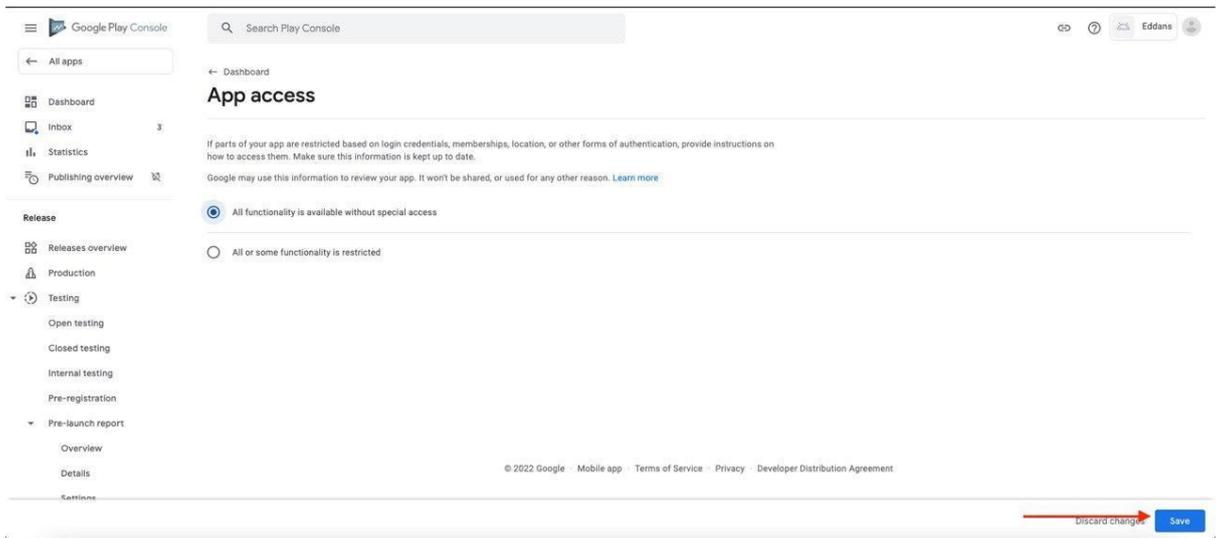


1. Enter your own Privacy Policy URL (not Strimm.com, but yours) and press “Save”. If you do not have a website, you can save your Privacy policy URL in the Google Docs or in another online platform and share its URL.

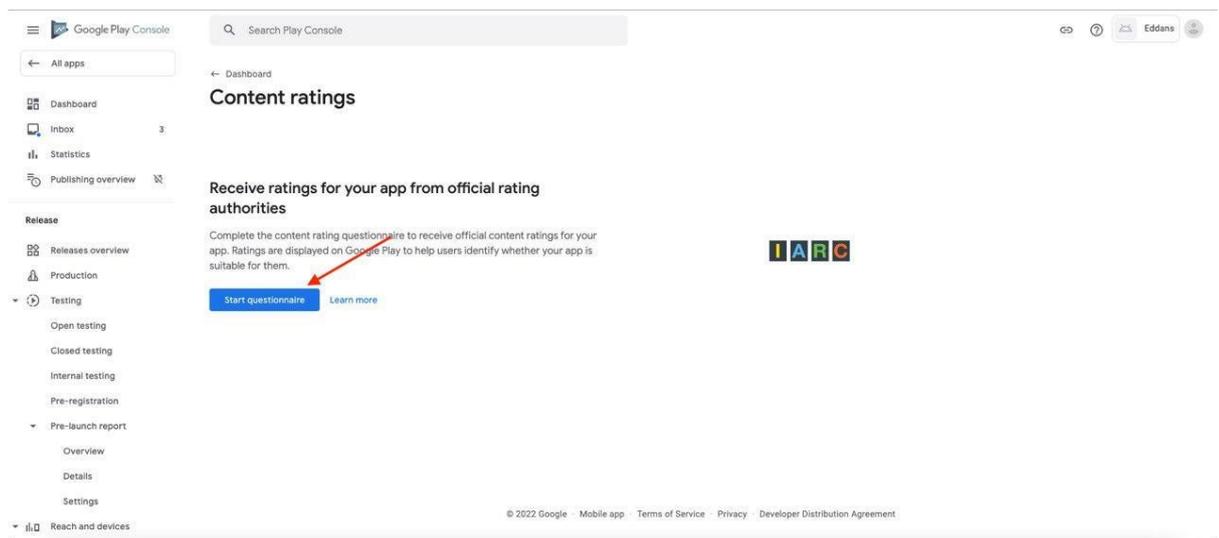
Click “Dashboard” to go back to the list and continue with the next requirement.



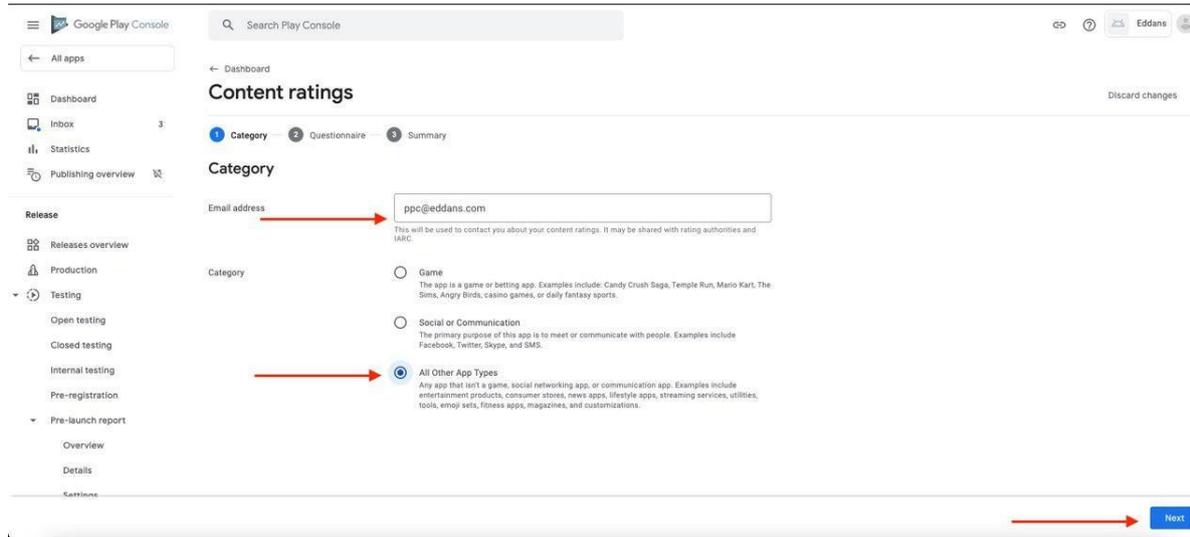
2. In “App access” section select “All functionality is available without special access”. Click SAVE. Click “Dashboard” to go back to the list and continue with the next requirement.



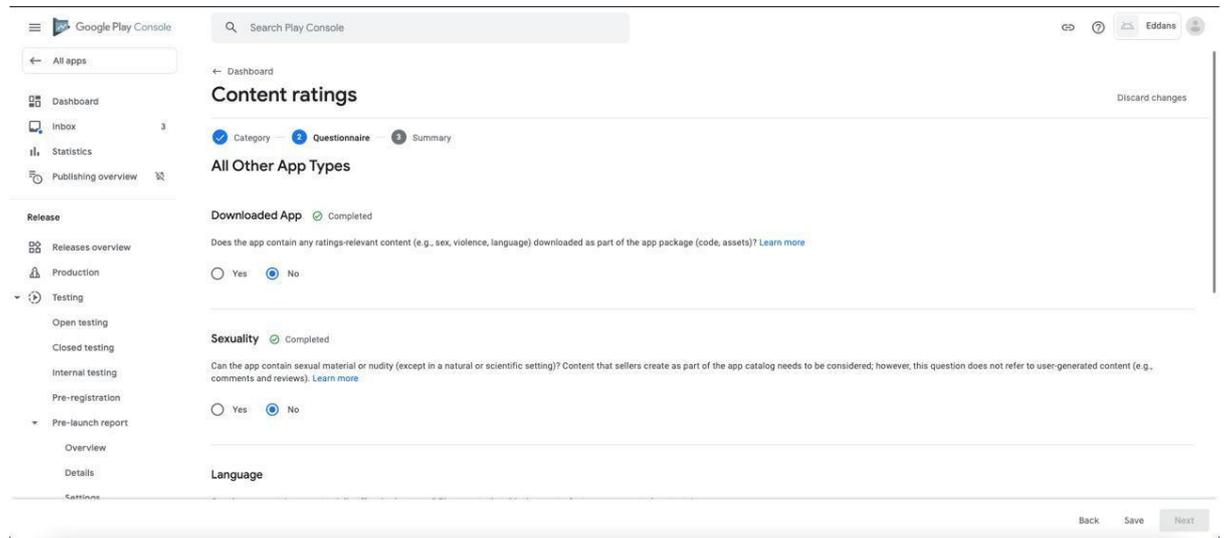
3. Content Ratings. “Start questionnaire” in the Content Ratings section.



Enter your email, choose an option “All Other App Types” and press “Next”



Select options as shown on the screenshots below and press “Save” and then



“Next”

Google Play Console

Search Play Console

← All apps

Dashboard
Inbox 3
Statistics
Publishing overview

Release

Releases overview
Production
Testing
Open testing
Closed testing
Internal testing
Pre-registration
Pre-launch report
Overview
Details
Settings

Content ratings

Language Completed

Can the app contain any potentially offensive language? Please note that this does not refer to user-generated content. [Learn more](#)

Yes No

Controlled Substance Completed

Can the app contain references to or depictions of illegal or recreational drugs? Content that sellers create as part of the app catalog needs to be considered; however, this question does not refer to user-generated content (e.g., comments and reviews). [Learn more](#)

Yes No

User Content Completed

Does the app natively allow users to interact or exchange content with other users through voice communication, text, or sharing images or audio? [Learn more](#)

Yes No

Online Content Completed

Back Save Next

Google Play Console

Search Play Console

← All apps

Dashboard
Inbox 3
Statistics
Publishing overview

Release

Releases overview
Production
Testing
Open testing
Closed testing
Internal testing
Pre-registration
Pre-launch report
Overview
Details
Settings

Content ratings

Online Content Completed

Does the app feature or promote content that isn't part of the initial app download, but can be accessed from the app? [Learn more](#)

Yes No

Violence Completed

Can the app contain violent material? Content that sellers create as part of the app catalog needs to be considered; however, this question does not refer to user-generated content (e.g., comments and reviews). [Learn more](#)

Yes No

Promotion or Sale of Age-Restricted Products or Activities Completed

Does the app focus on promoting or selling items or activities that are typically age-restricted such as cigarettes, alcohol, firearms, or gambling?

Yes No

Miscellaneous

Back Save Next

Google Play Console

Search Play Console

← All apps

Dashboard
Inbox 3
Statistics
Publishing overview

Release

Releases overview
Production
Testing
Open testing
Closed testing
Internal testing
Pre-registration
Pre-launch report
Overview
Details
Settings

Content ratings

Does the app share the user's current and precise physical location with other users? [Learn more](#)

Yes No

Does the app allow users to purchase digital goods? [Learn more](#)

Yes No

Is the app a web browser or search engine? [Learn more](#)

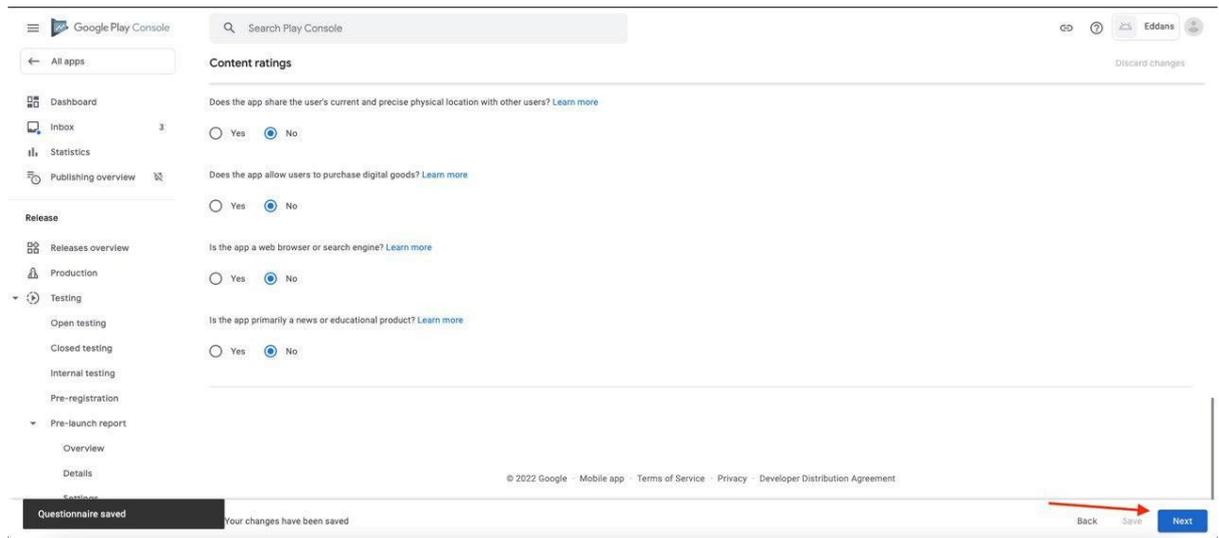
Yes No

Is the app primarily a news or educational product? [Learn more](#)

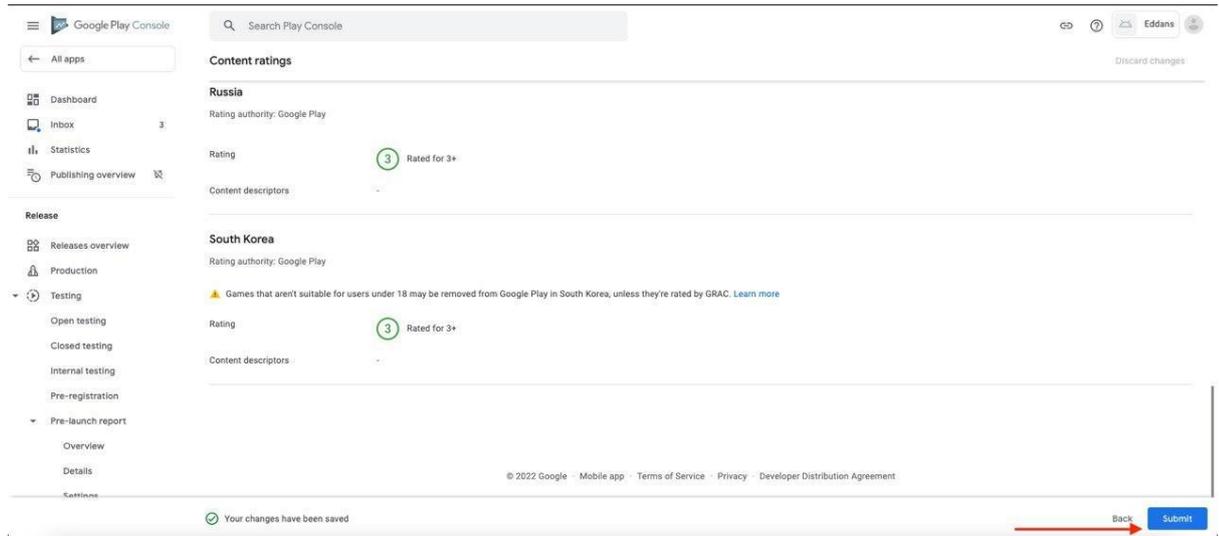
Yes No

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Back Save Next

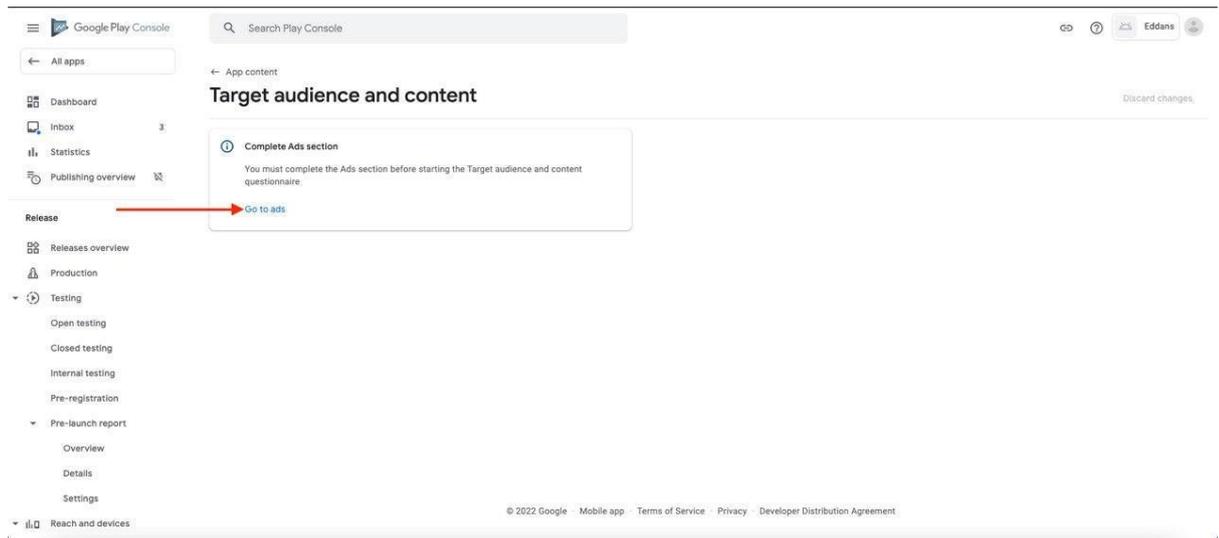


Press “Submit”

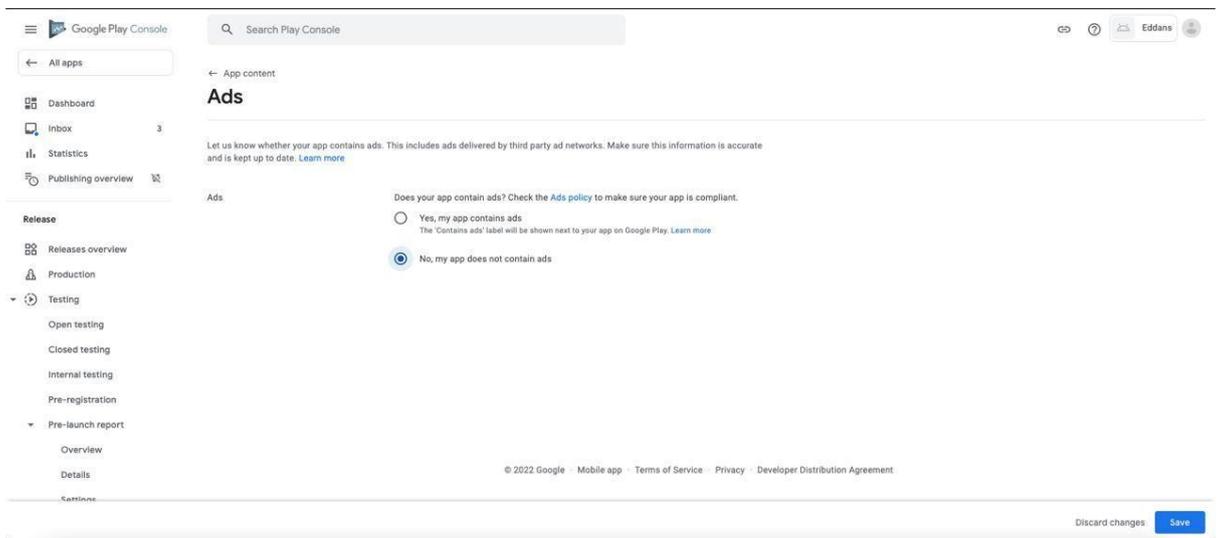


4. Go to the “Target audience” section.

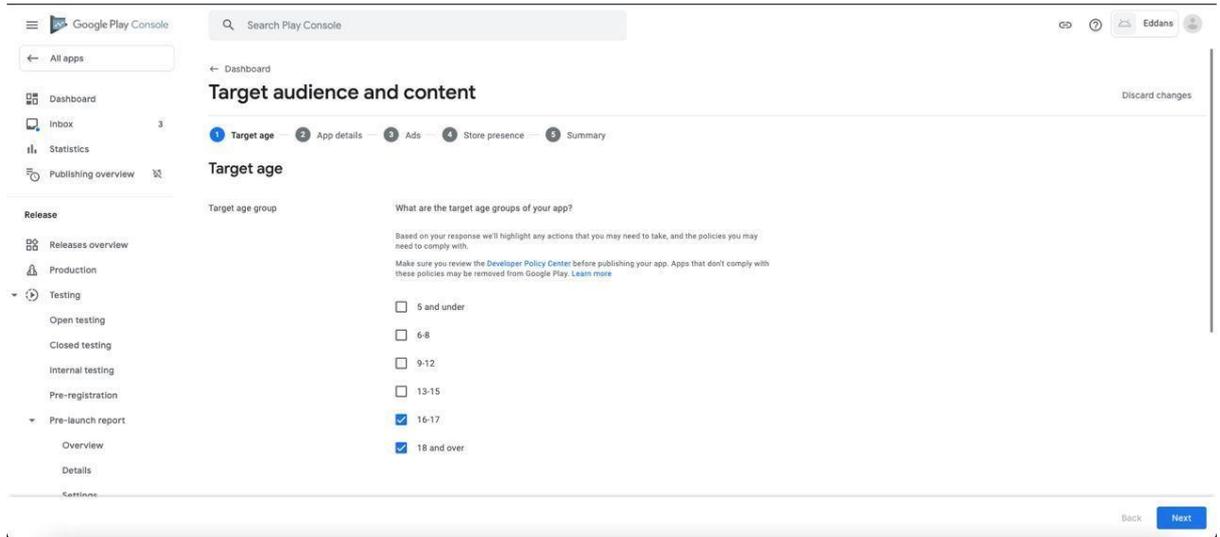
In the “Target audience” section select “Go to ads”



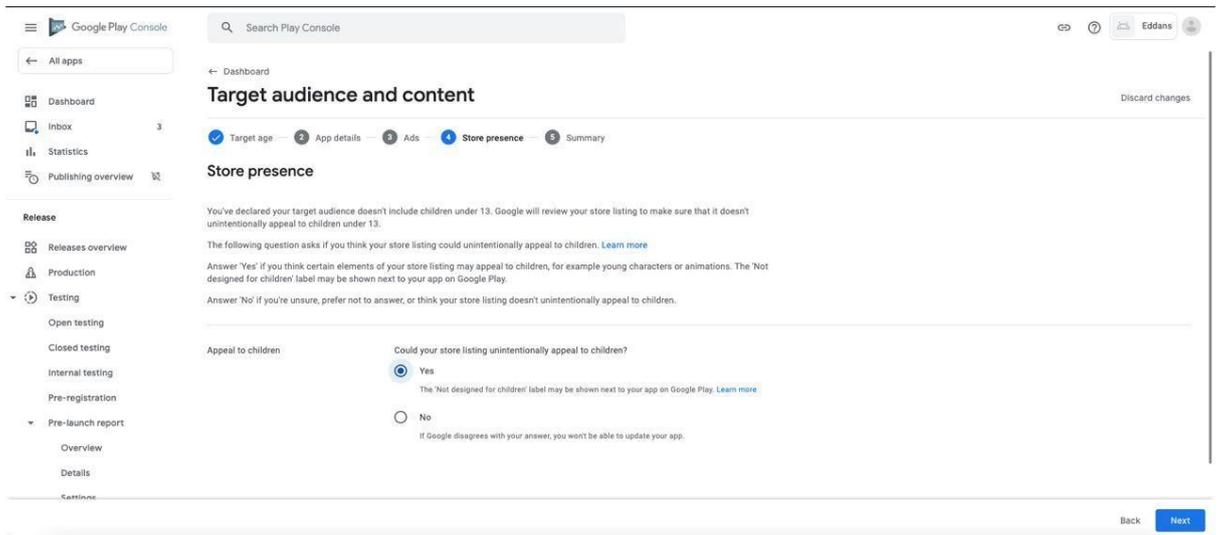
Ads. As an example, for the ease of the process, the selected option is shown as “No”.



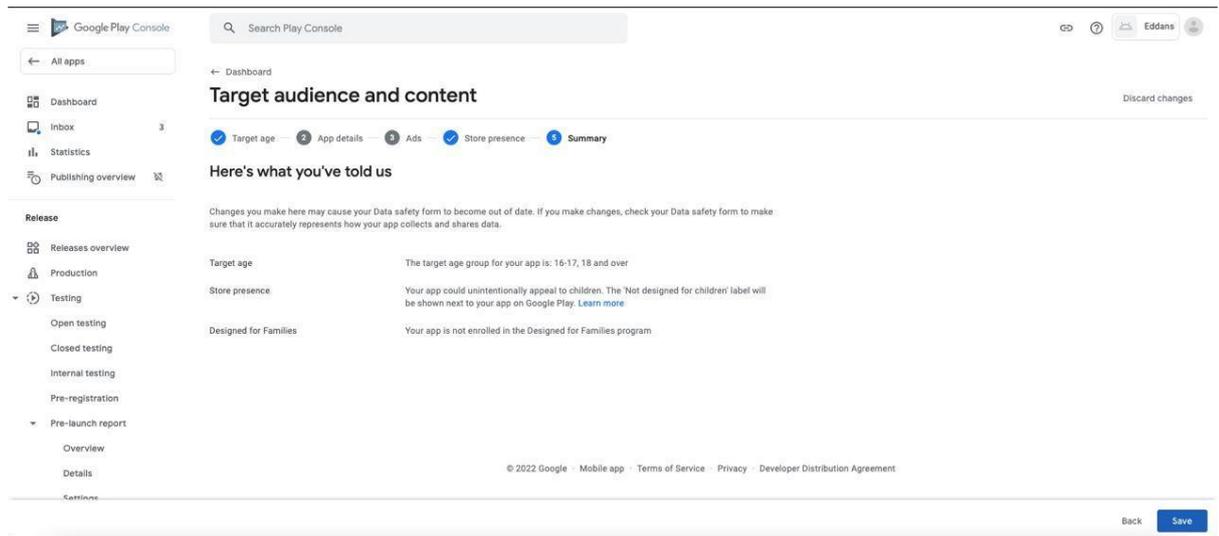
Select your Target age and press “Next” button. The checked aged group is for the demonstration purposes only. You must select your own and actual age group, you want your app to appear to.



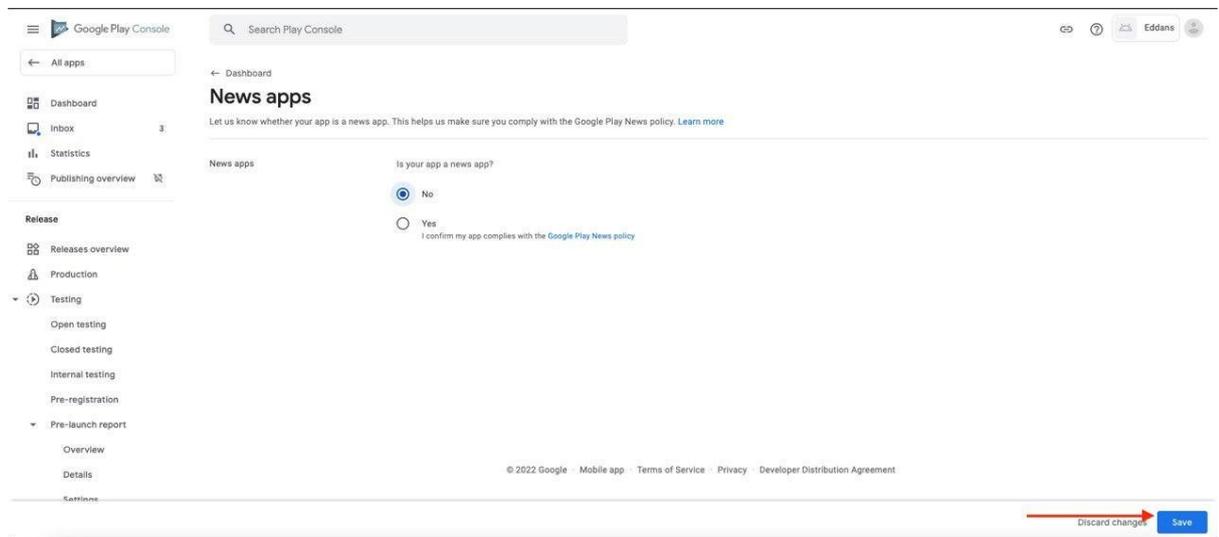
Choose store presence depending on your content



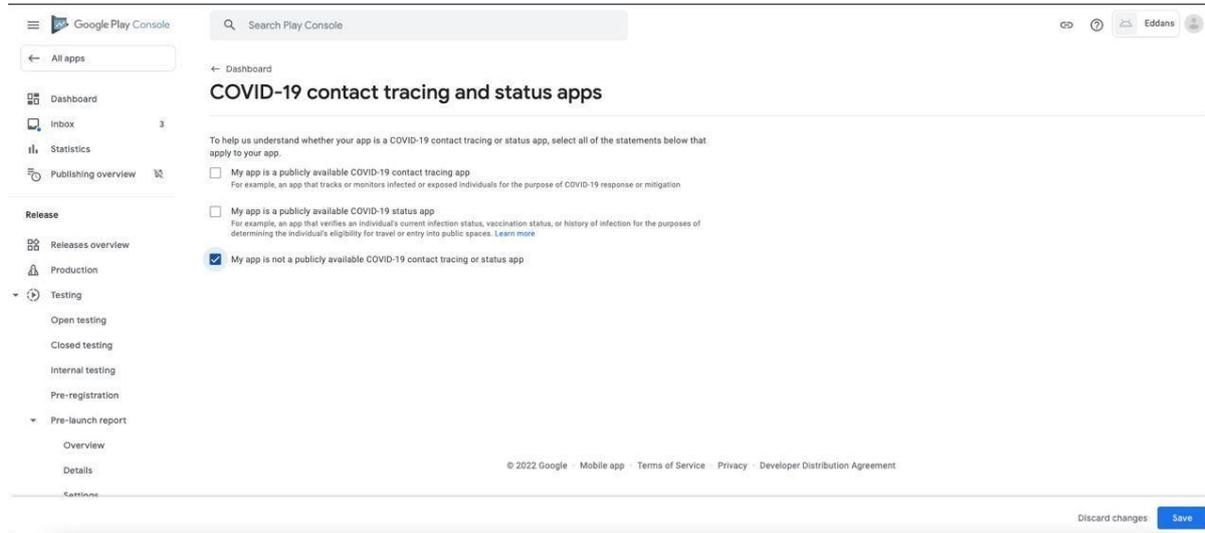
Press "Save". Click "Dashboard" to go back to the list and continue with the next requirement.



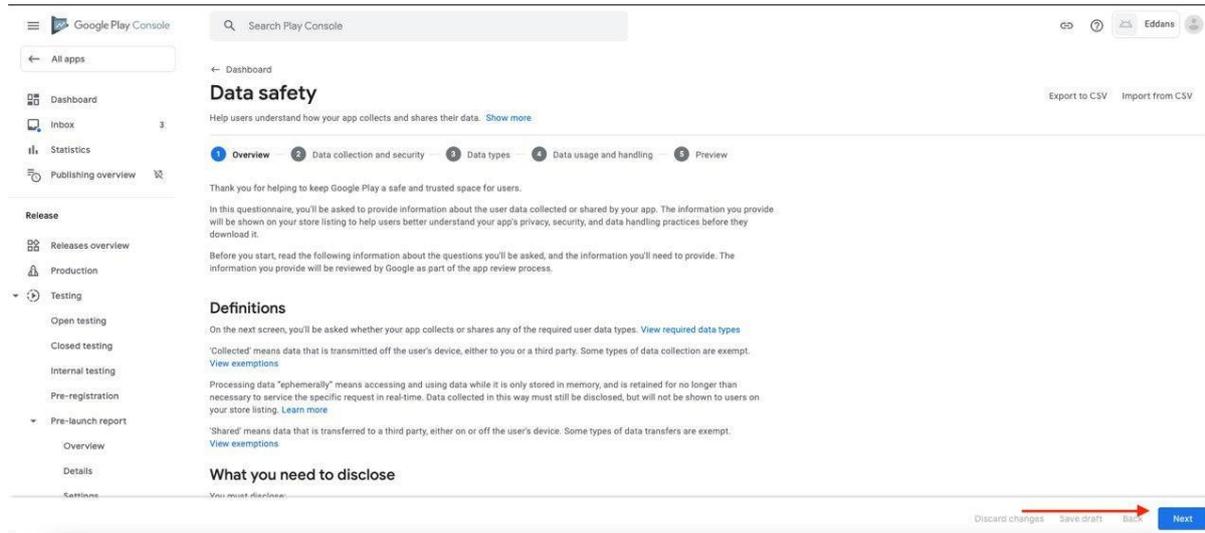
5. Go to the “News App” section and select “No” (if your app is not related to the News) and press “Save”. Click “Dashboard” to go back to the list and continue with the next requirement.



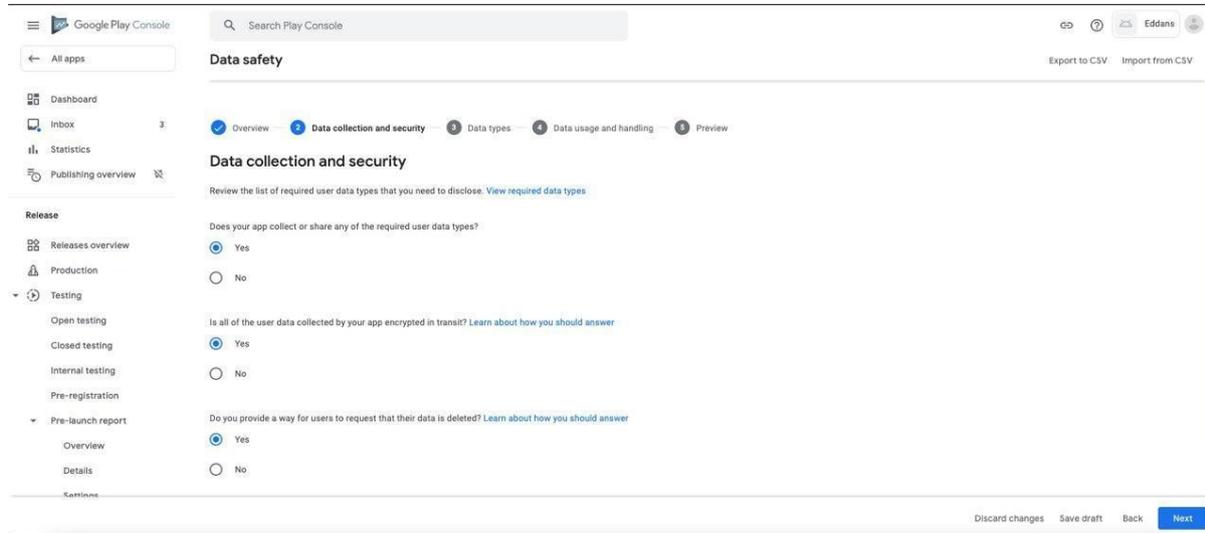
6. Go to the “COVID-19 contact tracing and status page” section and select “My app is not a publicity available COVID-19 contract tracing or status app” and press “Save”. Click “Dashboard” to go back to the list and continue with the next requirement.



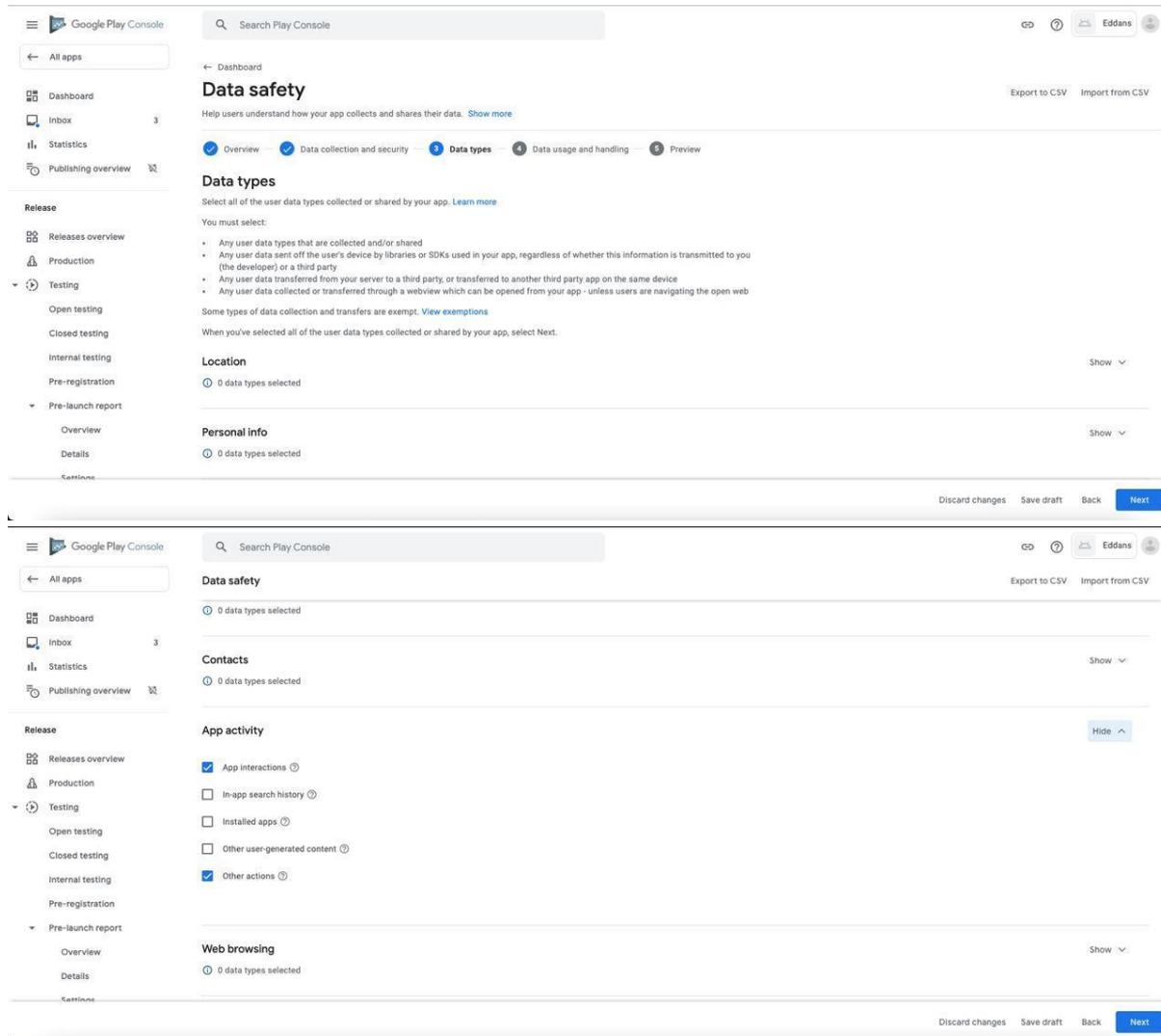
7. Go to “Data Safety” section and click “Next”



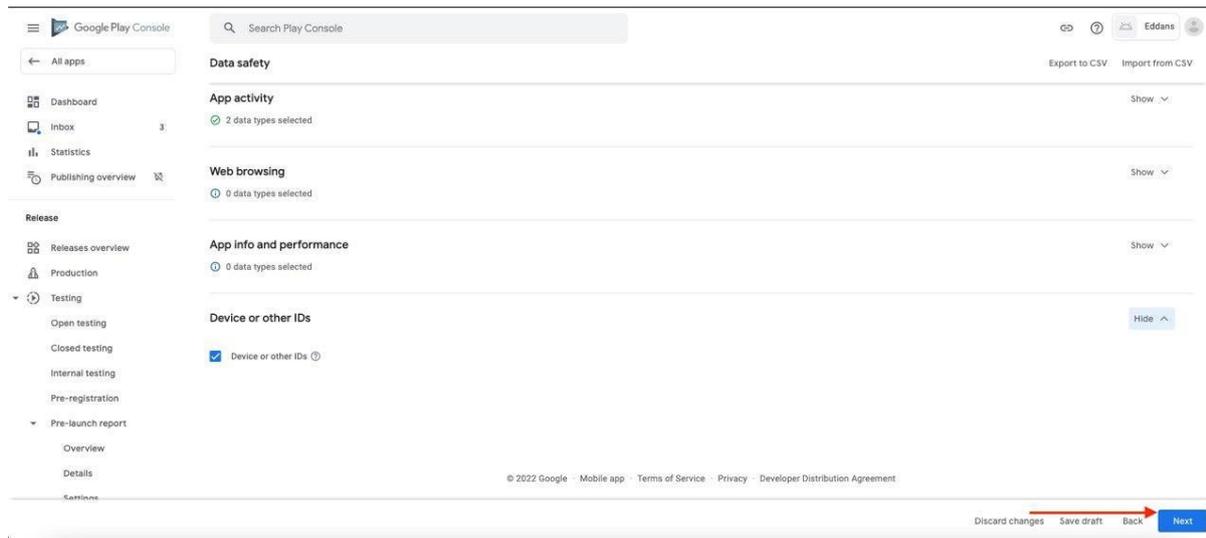
Complete the selections as on the screenshot below and press “Next”



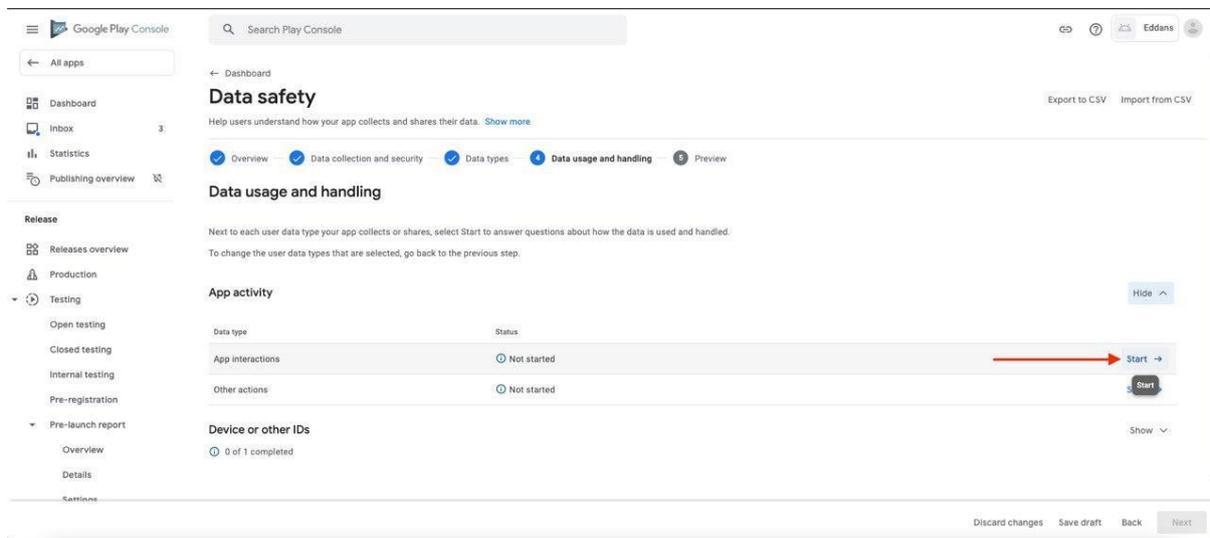
On Data types scroll to App Activity and select “App interactions” and “Other actions”



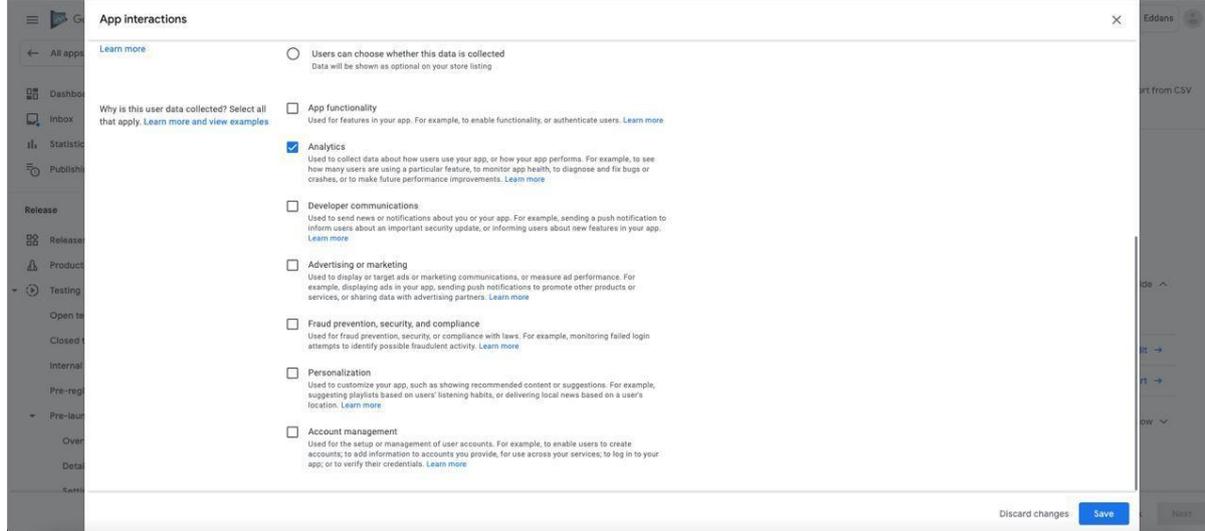
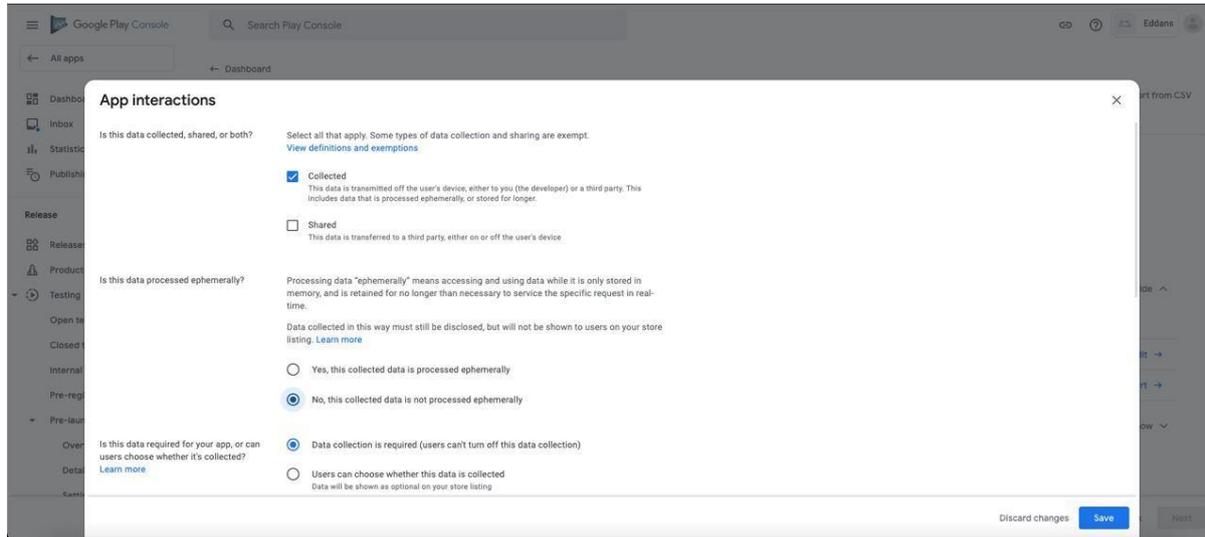
Scroll to the “Device or other IDs” and select it



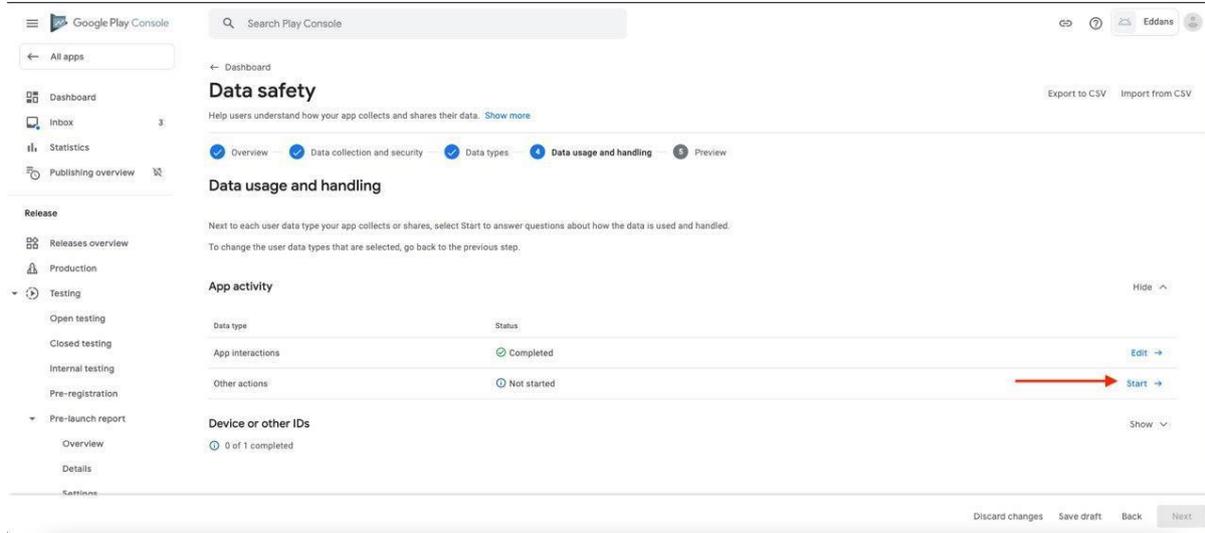
On the “Data usage and handling” find “App interactions” and press “Start”



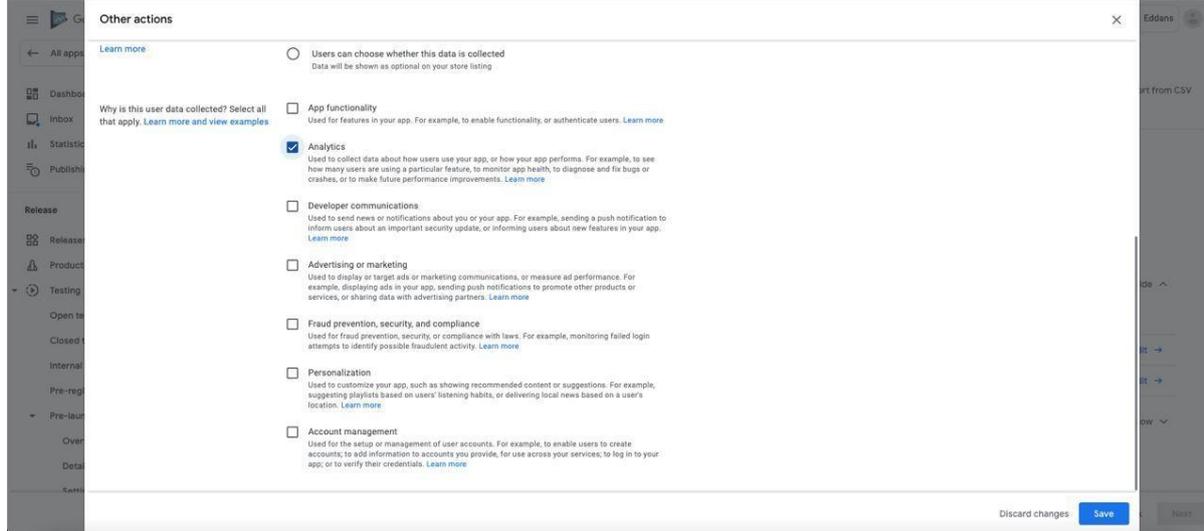
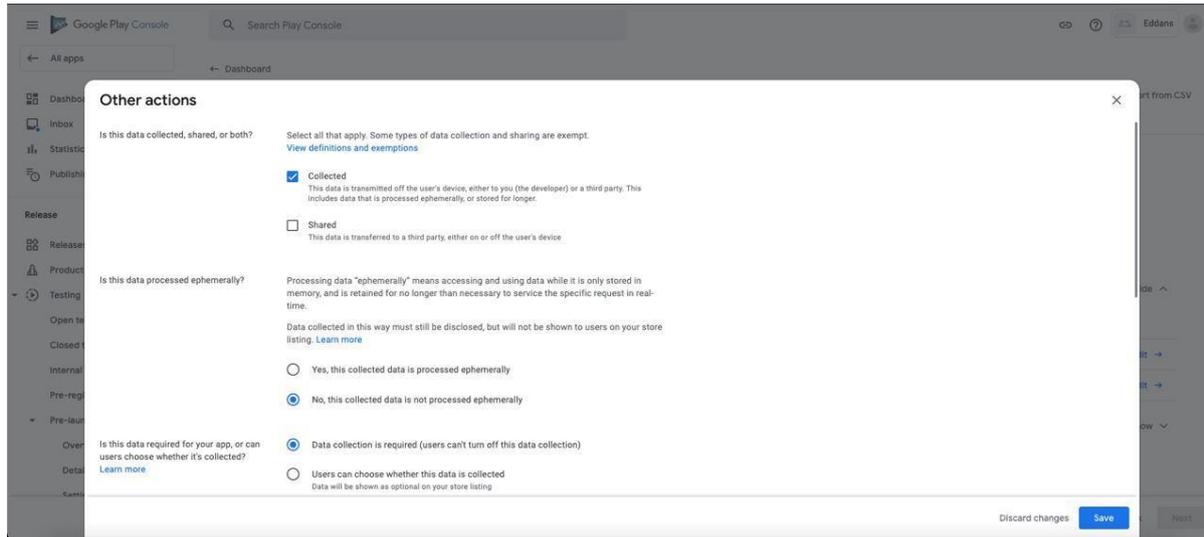
Select options as on the screenshots below:



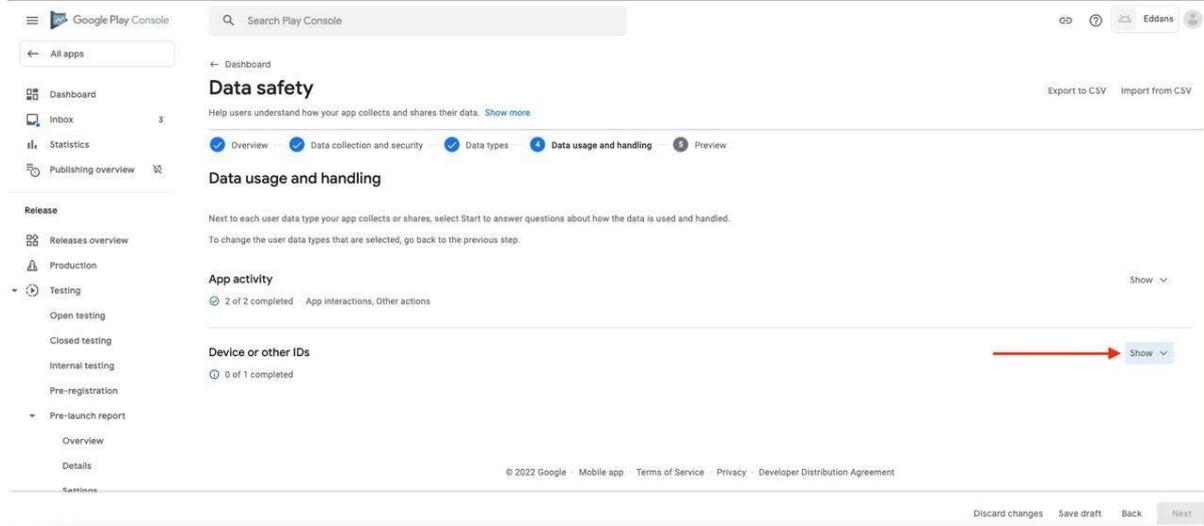
Press “Save”. Then, go to the “Other Actions” area and press “Start”



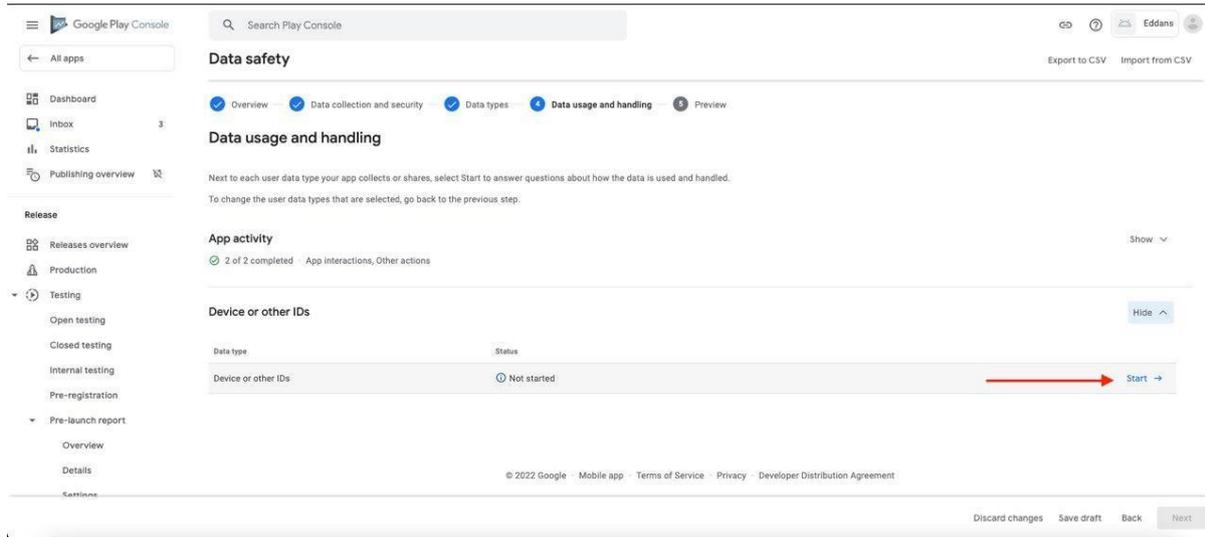
Make selections as on the screenshots below:



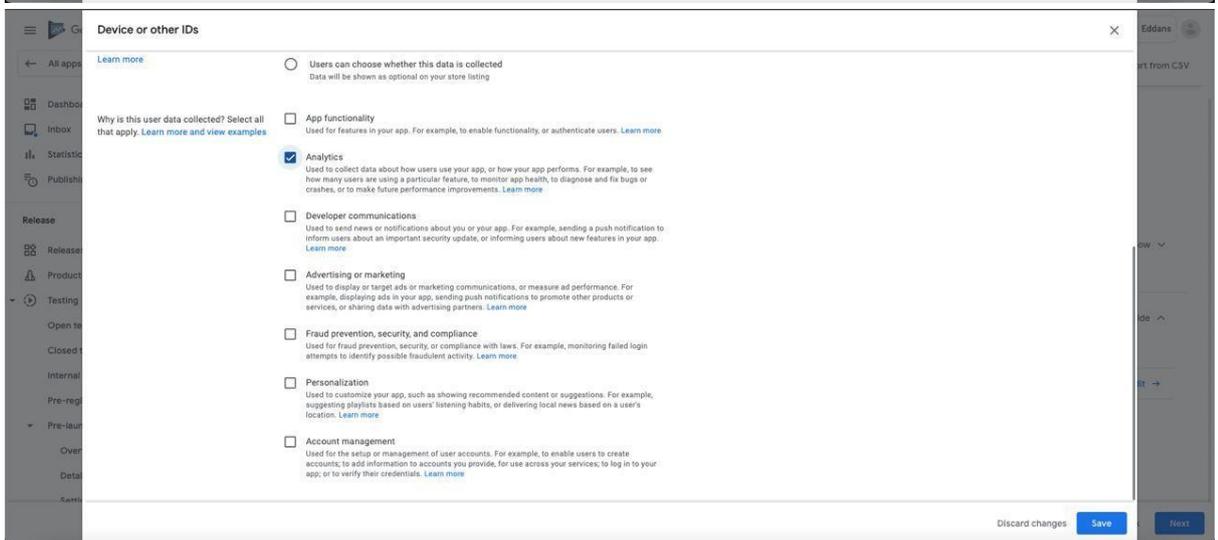
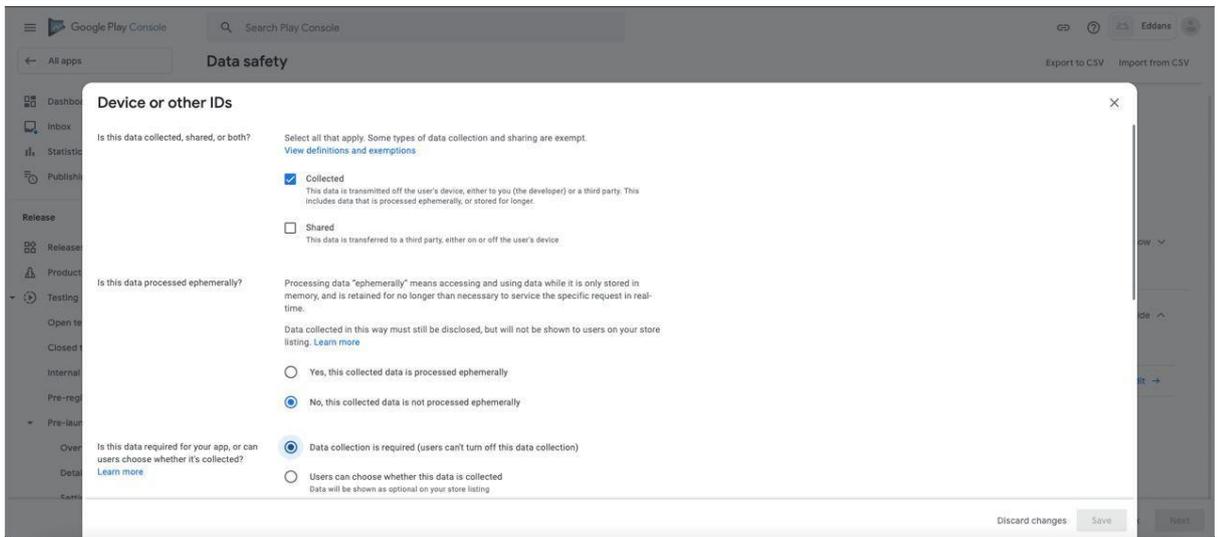
Click “Show” on the “Device or other IDs”



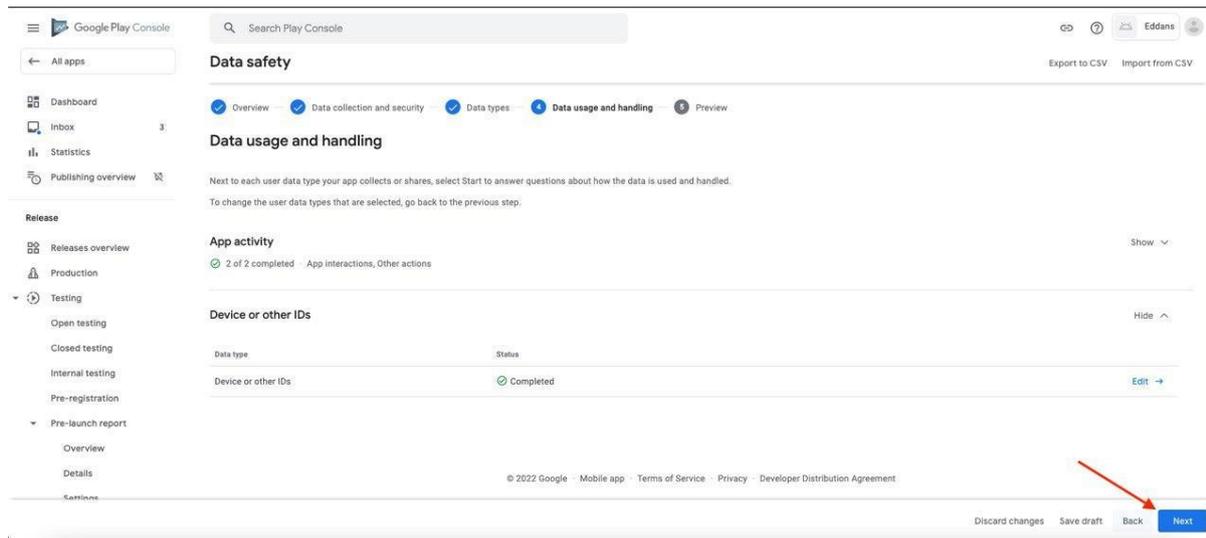
And then click “Start”



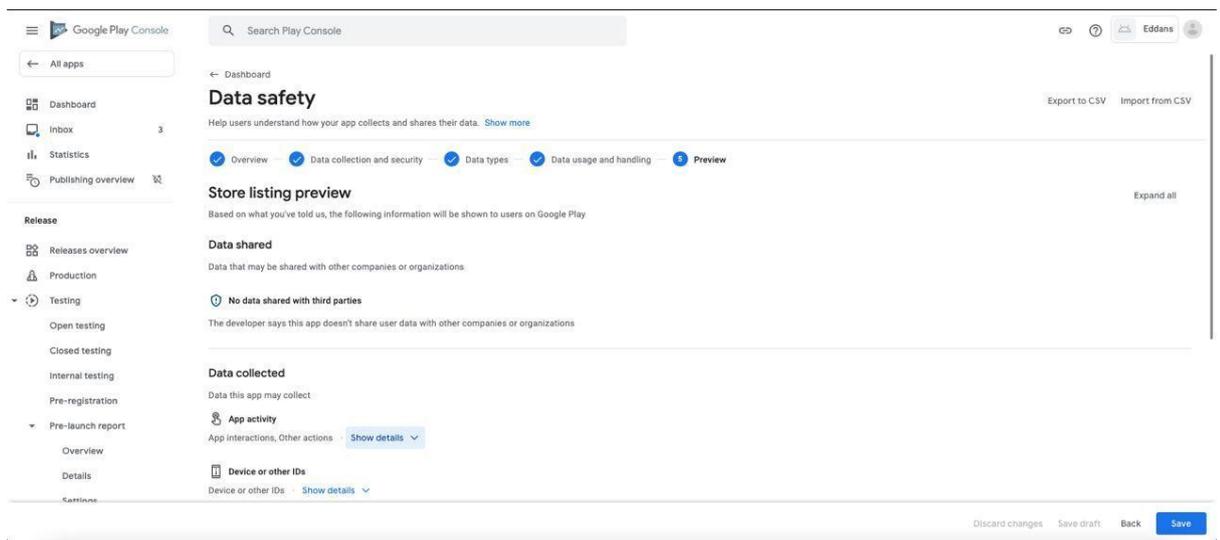
Make selections as on the screenshots below:



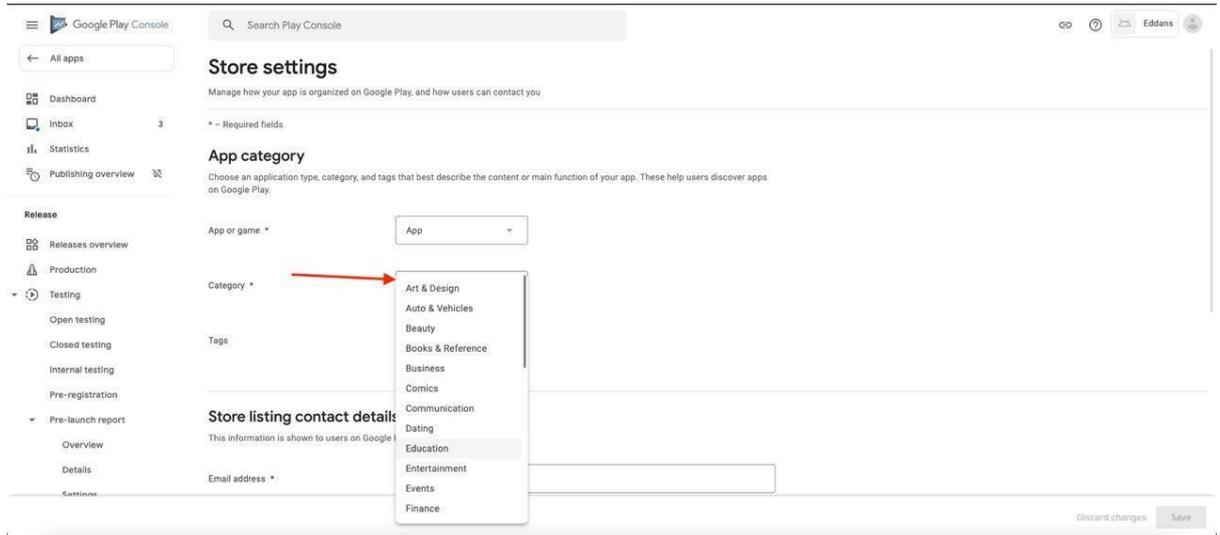
Press "Next"



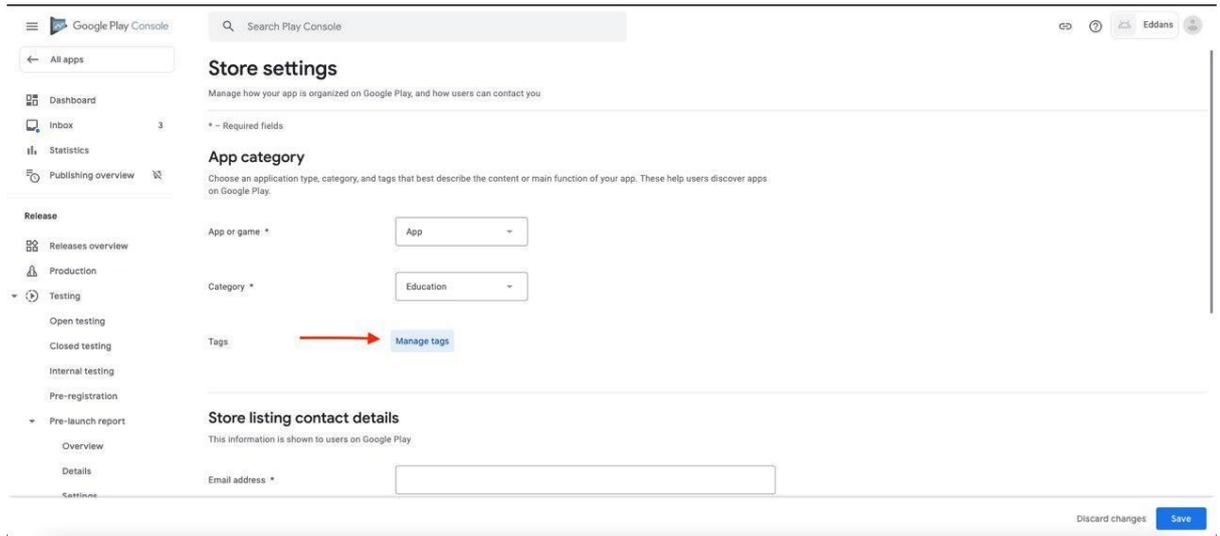
Press “Save”



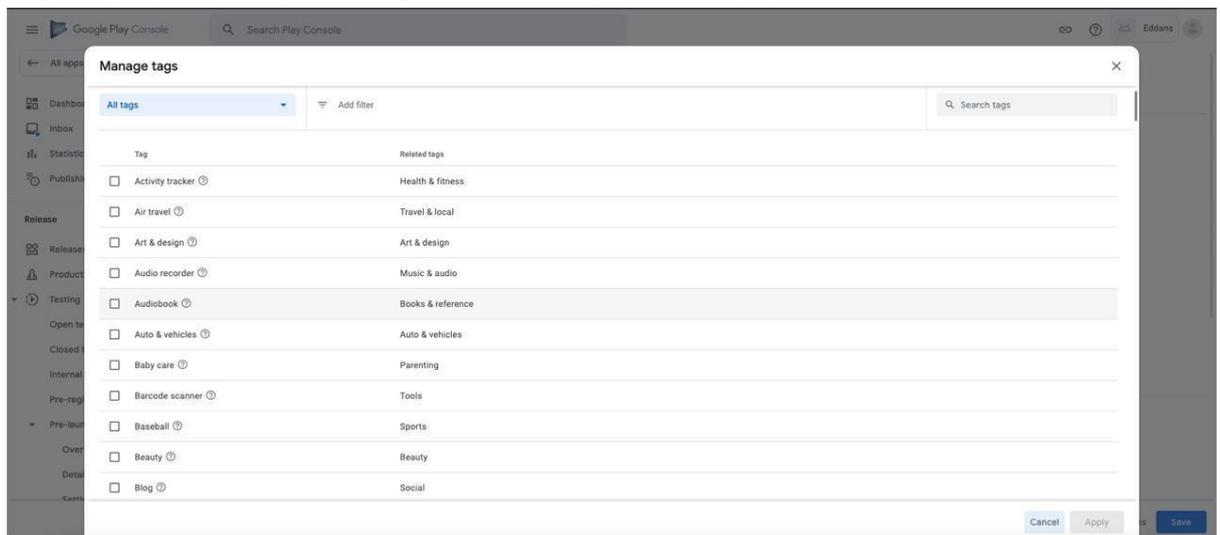
8. Select an app category. Go back to the Dashboard and press on “Select an app category and provide contact details” area. Choose a category of your app.



Click “Manage tags”



Add up to 5 tags to describe the content and functionality of your app. Tags may affect where your app is displayed on Google Play, and the peer groups you compared against. Then press “Apply”



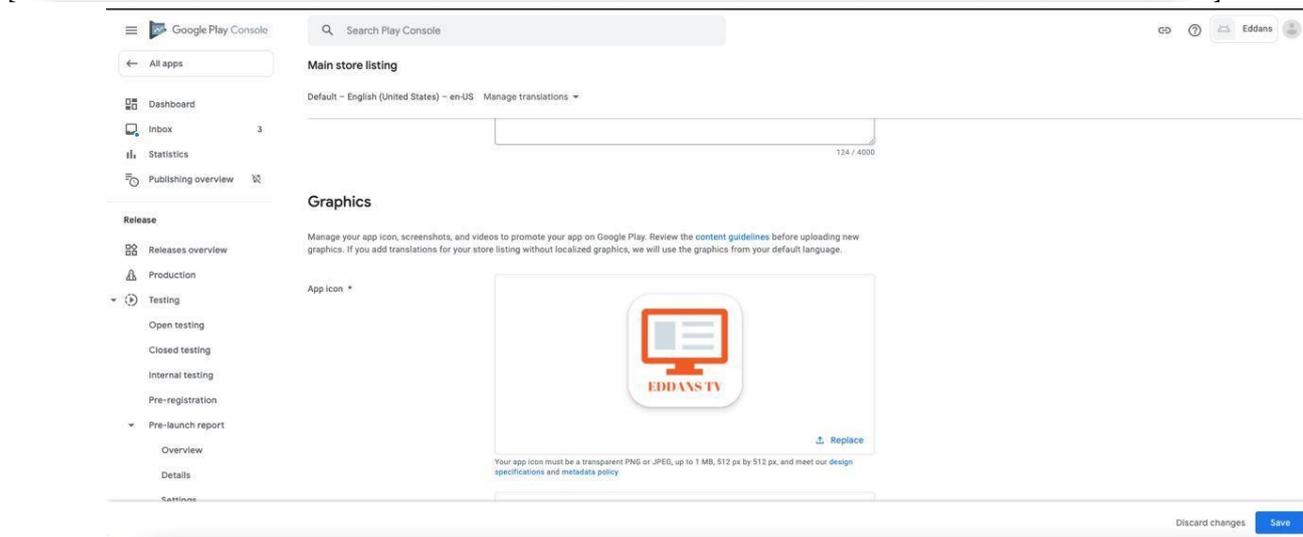
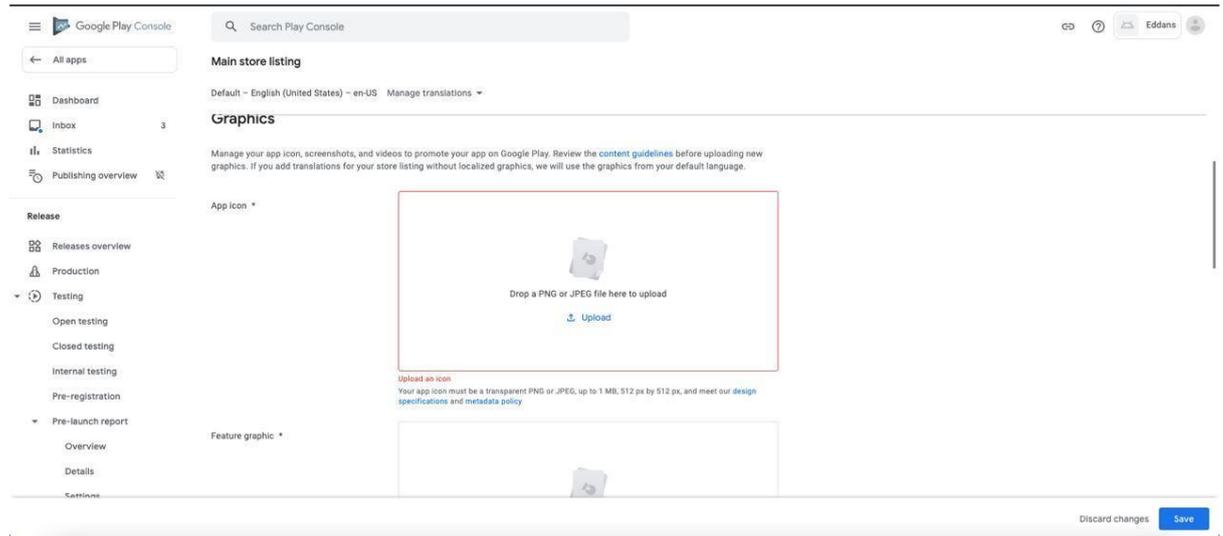
Fill the form as on the screenshot and press “Save”. Click “Dashboard” to go back to the list and continue with the next requirement.

The screenshot shows the 'Store listing contact details' form in the Google Play Console. The form is titled 'Store listing contact details' and includes a sub-header 'This information is shown to users on Google Play'. It contains three input fields: 'Email address *' with the value 'ppc@eddans.com', 'Phone number' with the value '+1 847-000-0000', and 'Website' with the value 'https://eddansmarketing.com/'. Below these fields is a section titled 'External marketing' with the sub-header 'Turn off external marketing if you don't want your app to be advertised outside of Google Play'. There is a checkbox labeled 'External marketing' which is checked, with the text 'Advertise my app outside of Google Play' and a note 'Any changes may take 60 days to take effect'. At the bottom right of the form, there are two buttons: 'Discard changes' and 'Save'.

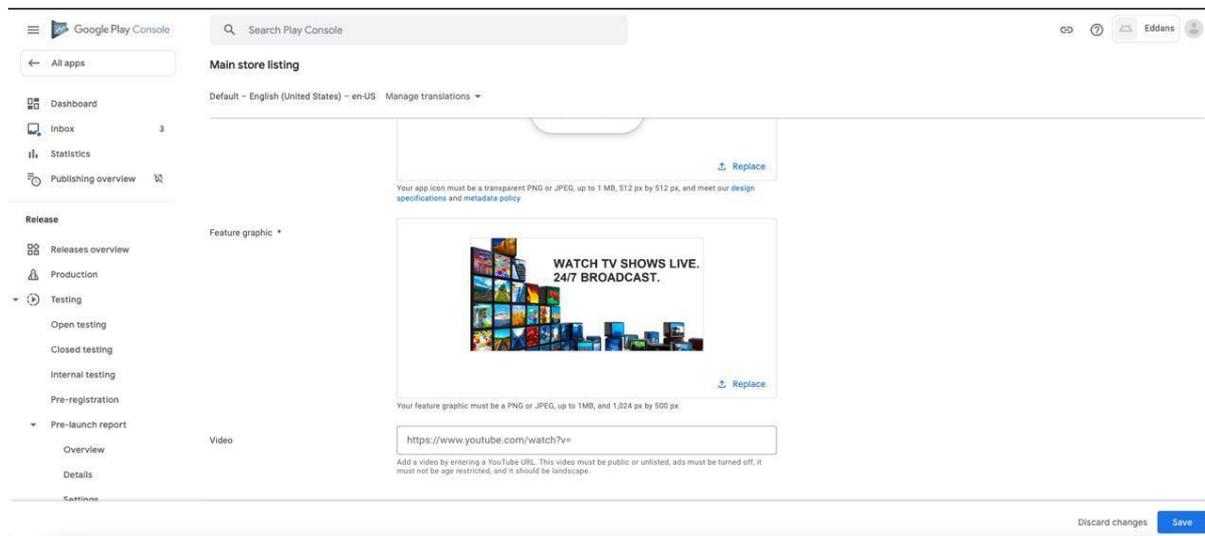
9. Go to “Set up your store listing” tab. Complete the form.

The screenshot shows the 'Main store listing' form in the Google Play Console. The form is titled 'Main store listing' and includes a sub-header 'Default - English (United States) - en-US Manage translations'. It contains three input fields: 'App name *' with the value 'Eddans', 'Short description *' with the value 'Eddans TV is an online marketing TV network', and 'Full description *' with the value 'Eddans TV is an online marketing TV network with options to watch curated videos per schedule or save them to watch later.'. Below the 'App name' field, there is a note 'This is how your app will appear on Google Play' and a character count '6 / 30'. Below the 'Short description' field, there is a note 'A short description for your app. Users can expand to view your full description.' and a character count '44 / 80'. Below the 'Full description' field, there is a character count '124 / 4000'. At the bottom right of the form, there are two buttons: 'Discard changes' and 'Save'.

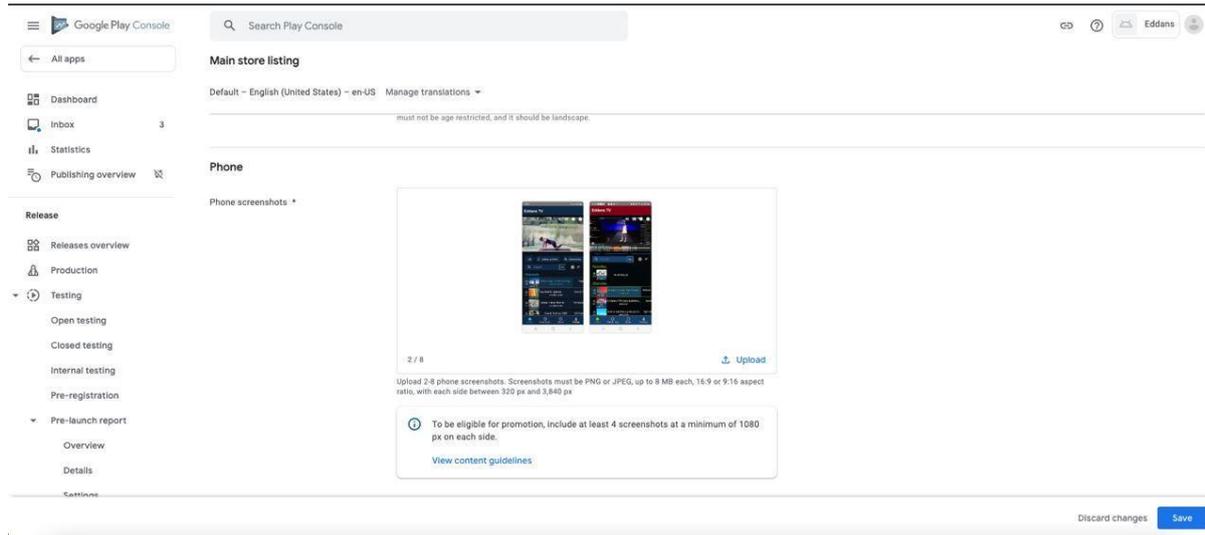
Press "Upload" to upload App Icon



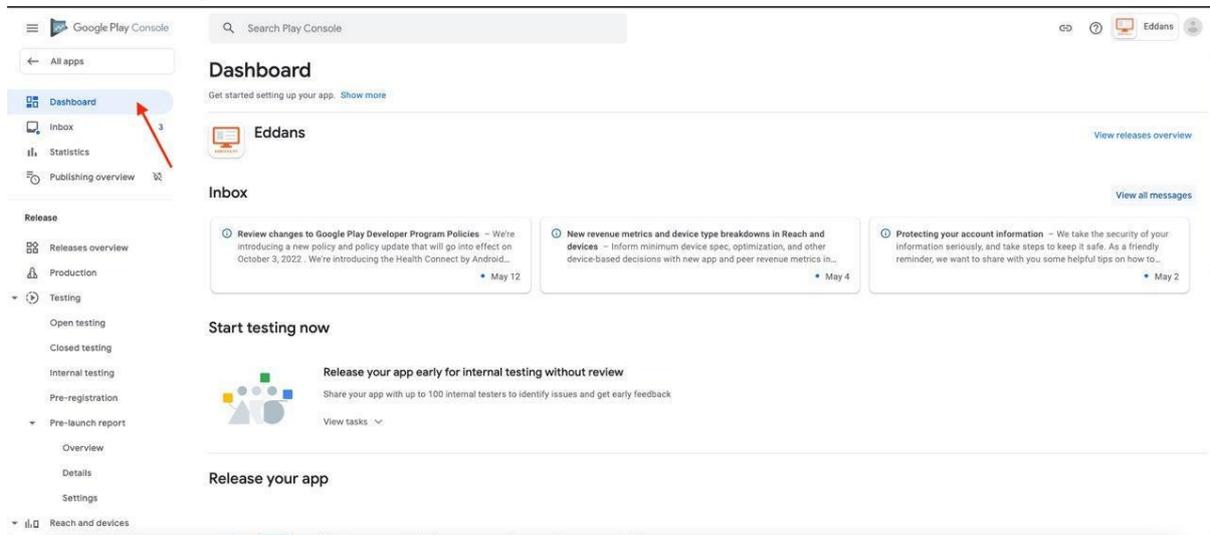
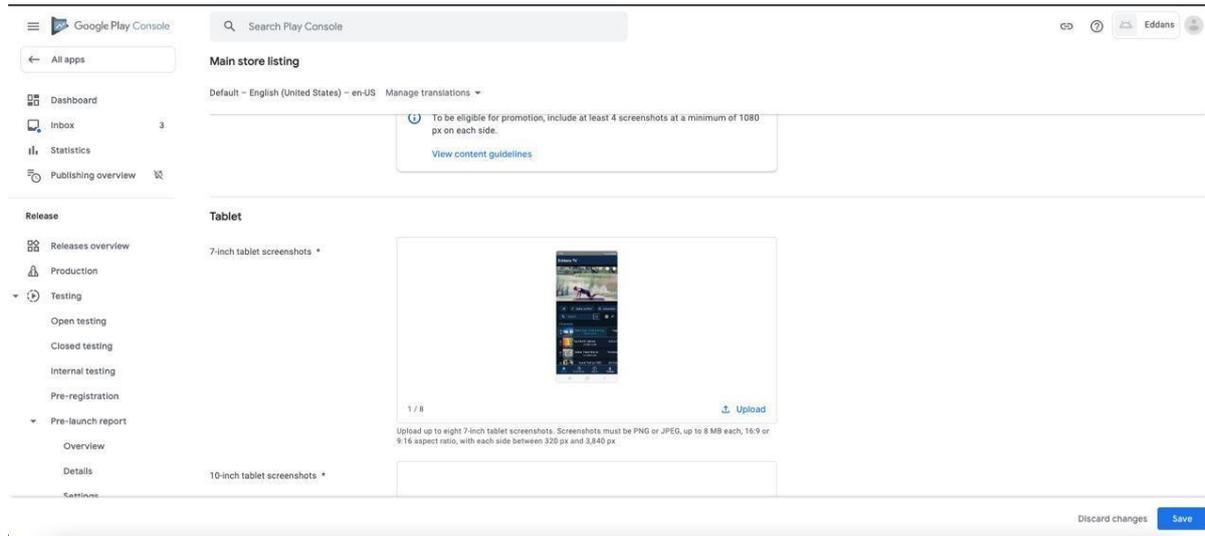
Upload your main feature graphic image. Add a link to your Youtube video, if it is available.



Add phone screenshots of your app.

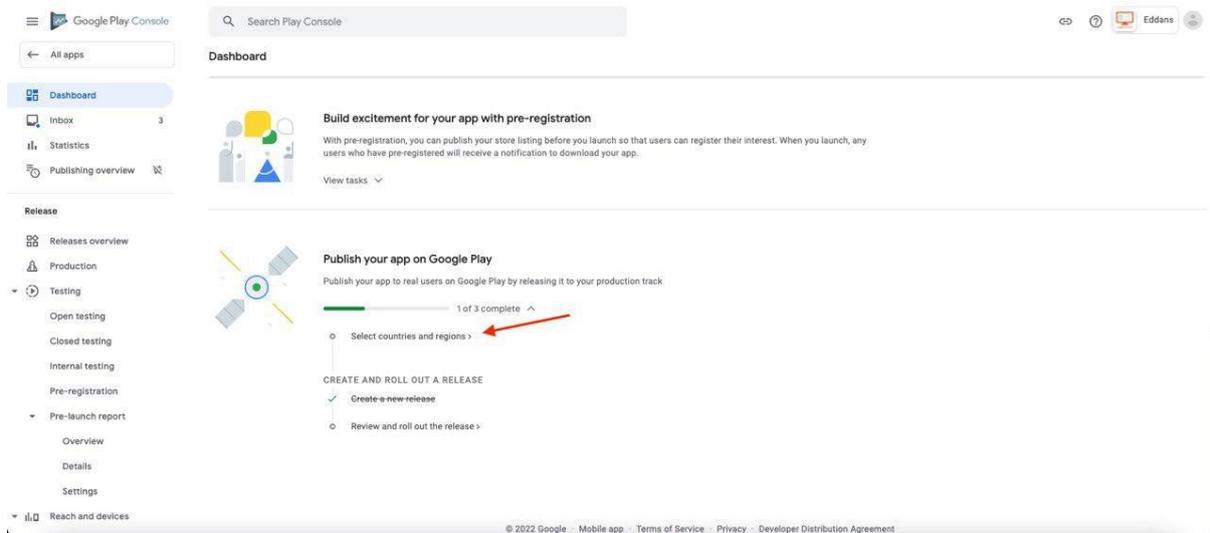


Add Tablet screenshot(s) and press “Save” and go back to Dashboard.

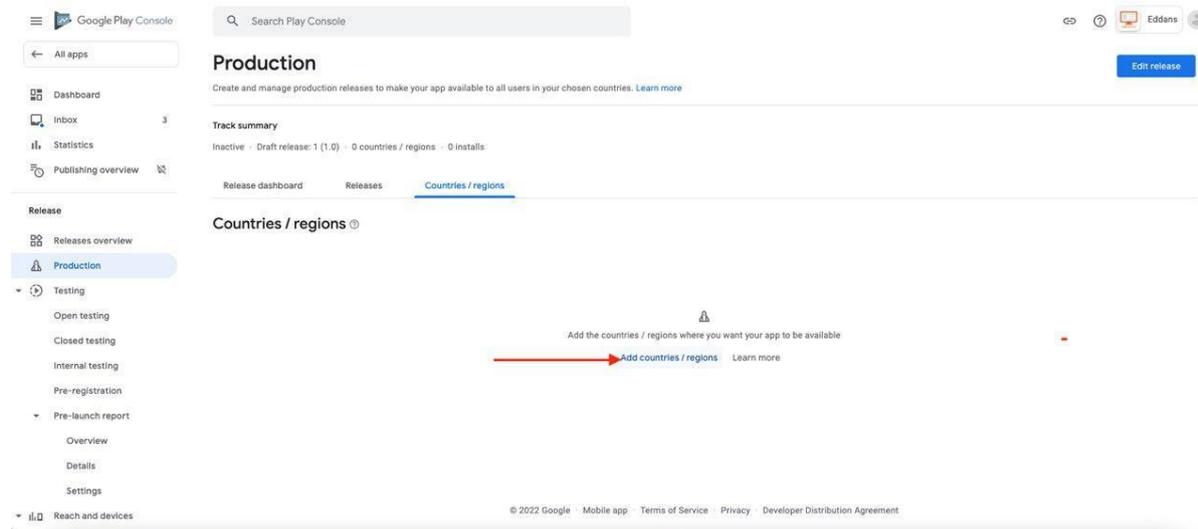


10. Select countries, where your app will be available.

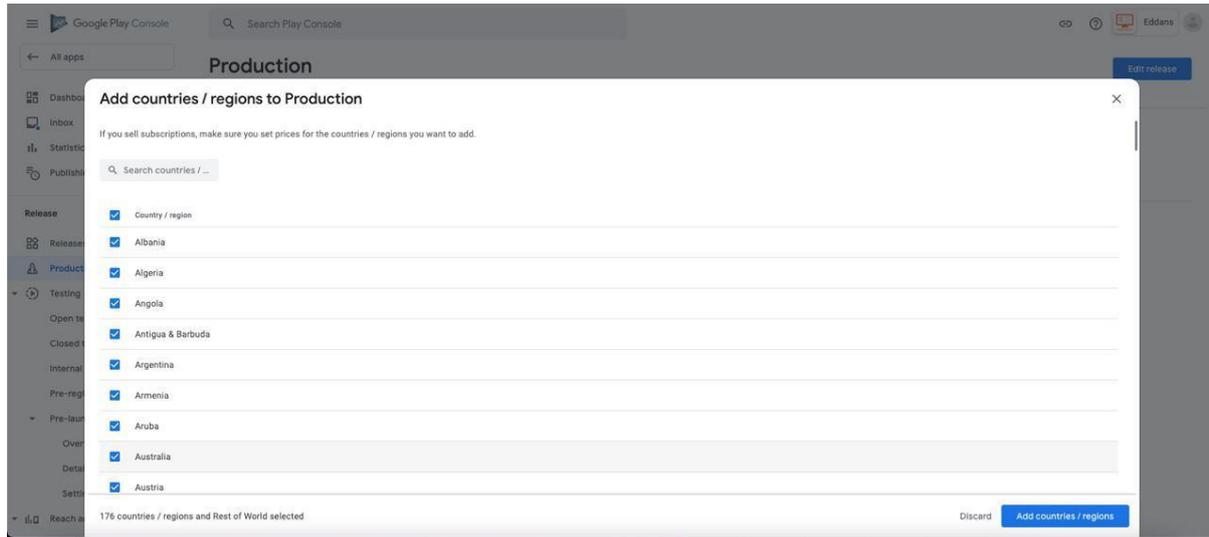
Click “Select countries and regions on the Dashboard, in the “Publish your app on Google Play” area.



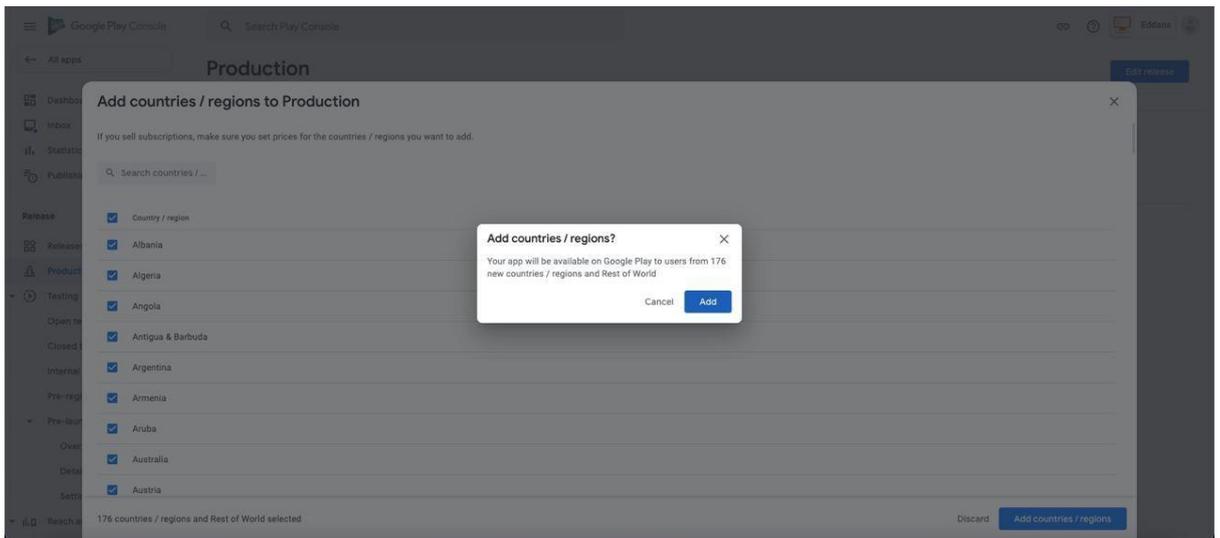
Click “Add countries/regions”



Select countries and press “Add countries/regions”. You can choose all countries or a certain selection.



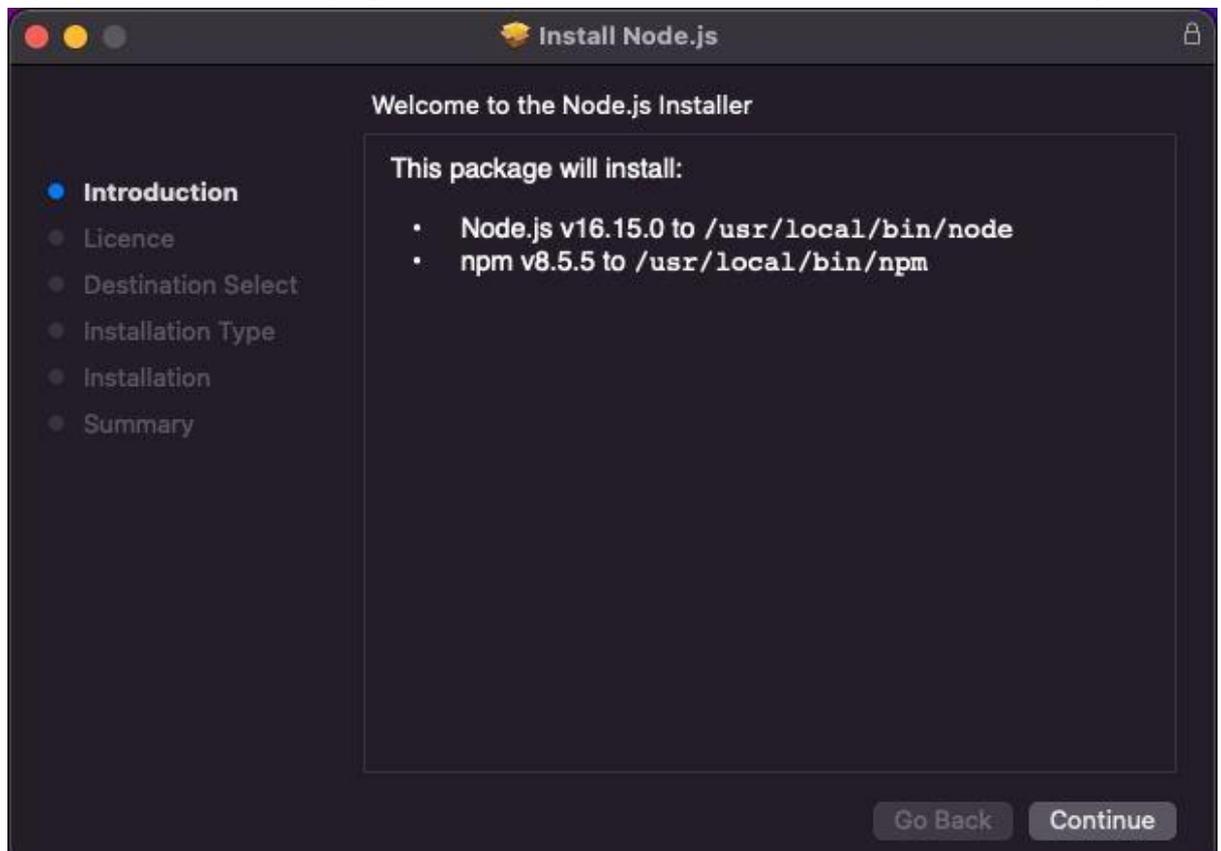
Confirm added countries



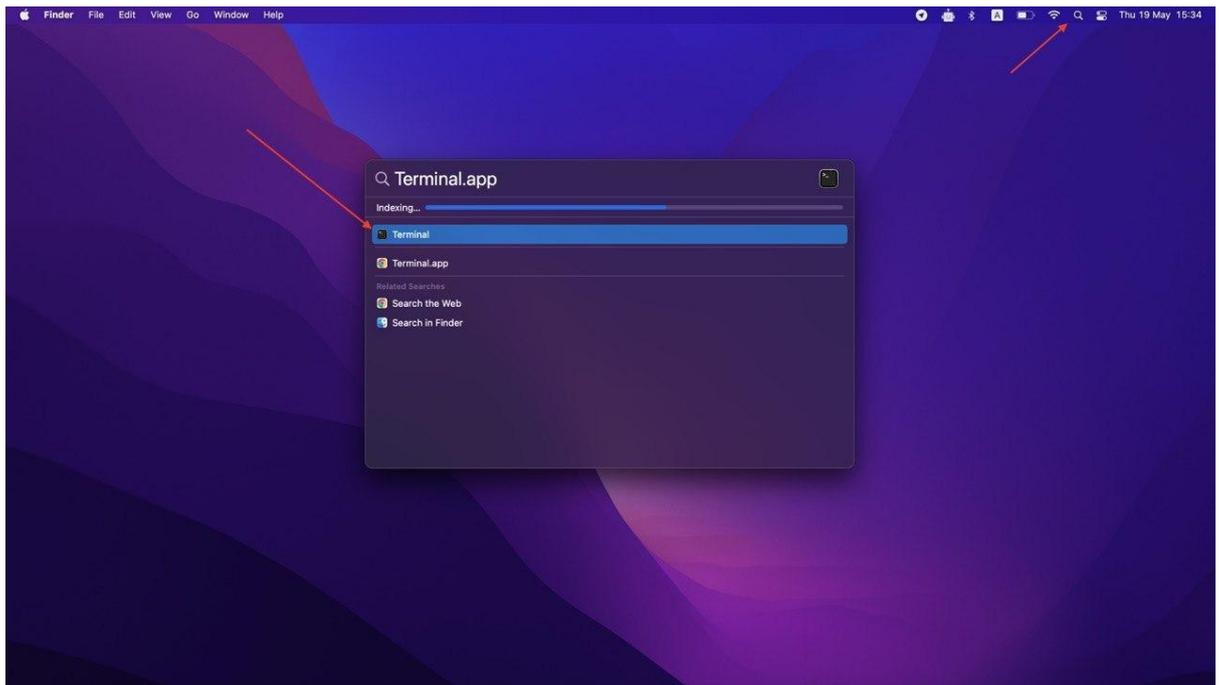
C. Preparing your developer's environment

IMPORTANT: You can skip steps ##1-8, if they are already done on iOS.

1. Download the Node JS Installer (latest LTS version, like 16.15.0.LTS) from <https://nodejs.org/en/#home-downloadhead>
2. Open node-v16.15.0.pkg file and follow the instructions to install Node.js



3. Open Terminal

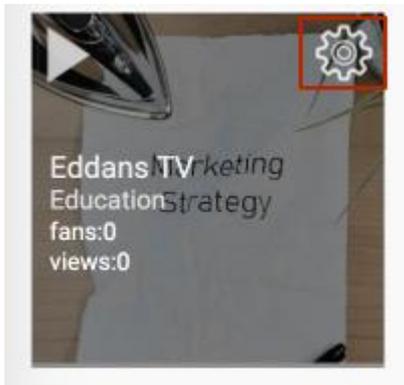


4. Type `sudo npm install -g npm` and press Enter. Enter your administrator password if needed.
5. Wait until the NPM installed
6. Change the current working directory by typing `cd ~`
7. Create new project with a command: `npx react-native init {app_slug} --template react-native-template-typescript`
Please, replace `{app_slug}` with your app's slug (lower case, no spaces)

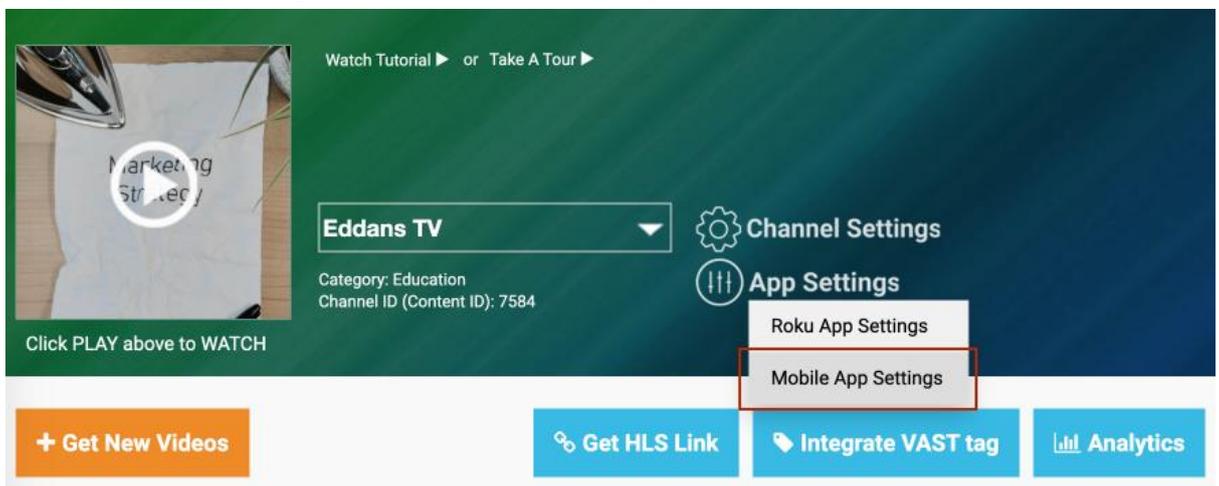
D. Working with the source code

IMPORTANT: You can skip the source code steps if they are already done for iOS

1. Go to Production Studio on [Strimm.com](https://strimm.com)
2. Click on Channel Settings



3. Click on App Settings -> Mobile App Settings



4. Fill the form for your app by instruction (@TODO - LINK FOR INSTRUCTION)
5. Click on Update Changes to download the archive with the source code of your app

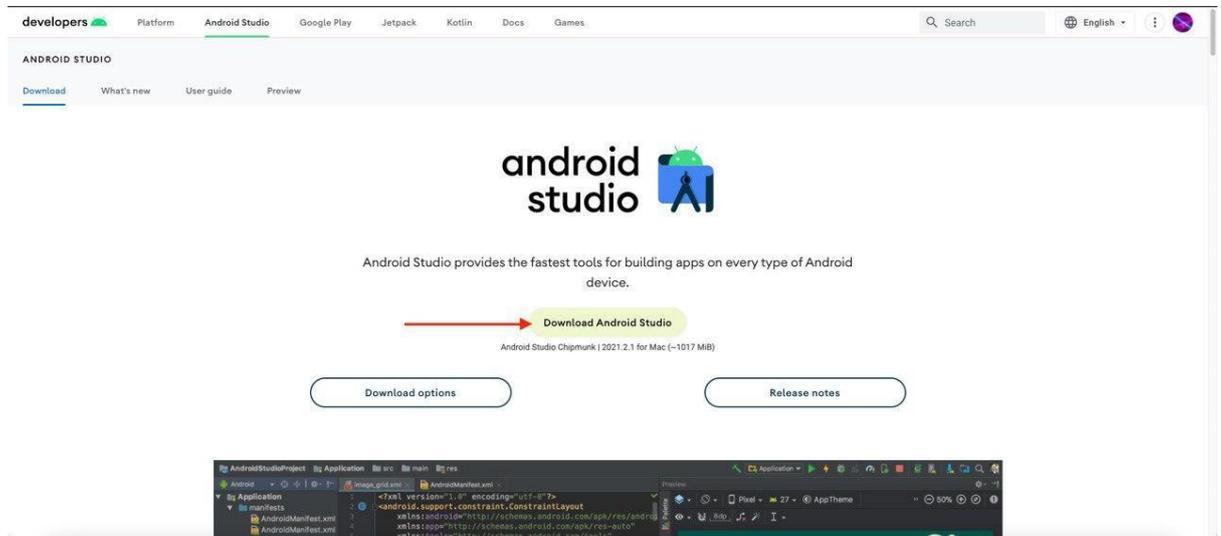
copyright.link	https://strimm.com/privacy-policy	karen123@vtcus.com
Strimm TV (https://strimm.com) a live	https://strimm.com/terms.aspx	https://strimm.com/pp.aspx
https://www.instagram.com/strimmtv/	https://www.facebook.com/strimm.com/	https://twitter.com/strimmtv

[Update Changes](#)

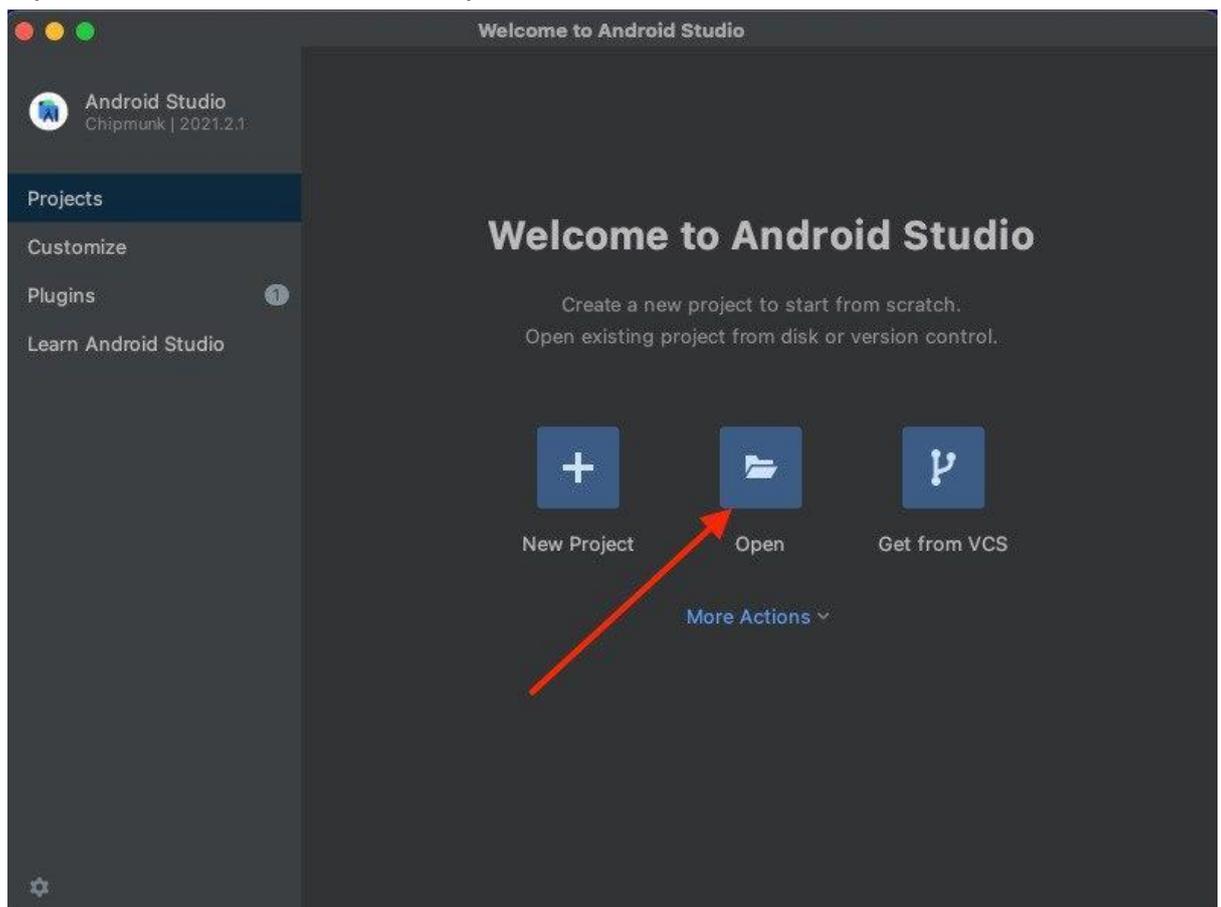
E. Android Studio installation and configuration

1. Download Android Studio by following <https://developer.android.com/studio> and install it.

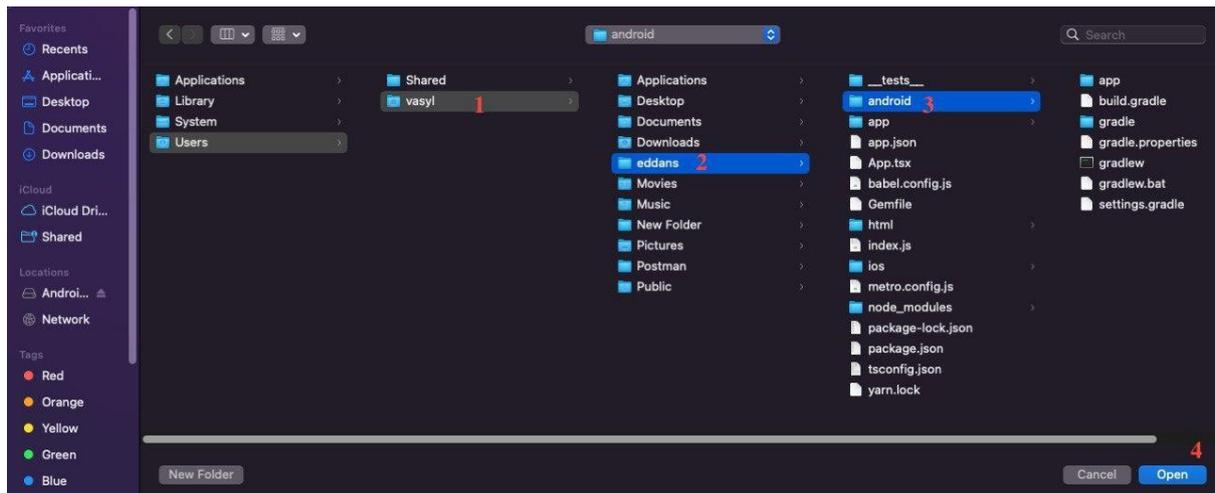
Follow the instructions.



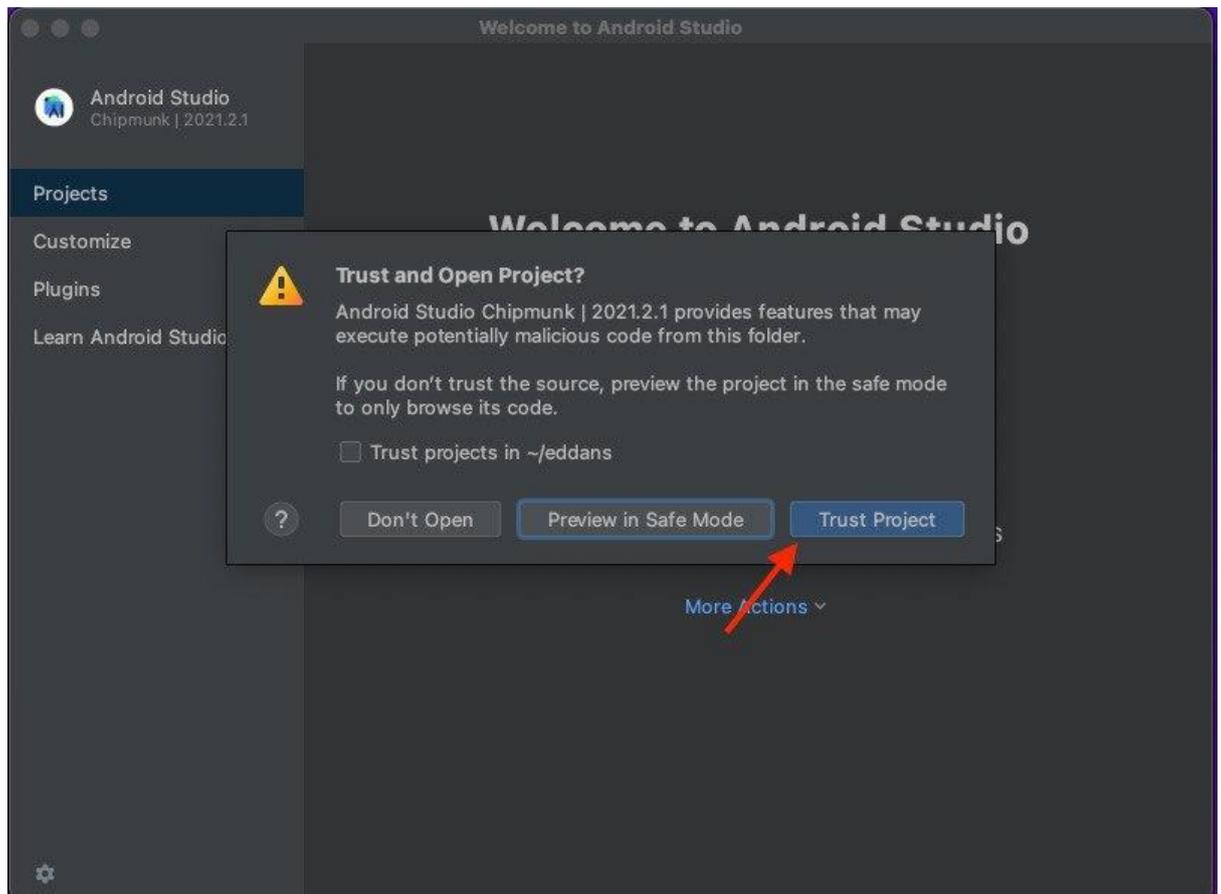
2. Open Android Studio. Click "Open"



3. Select directory “android” in your project directory. Press “Open”

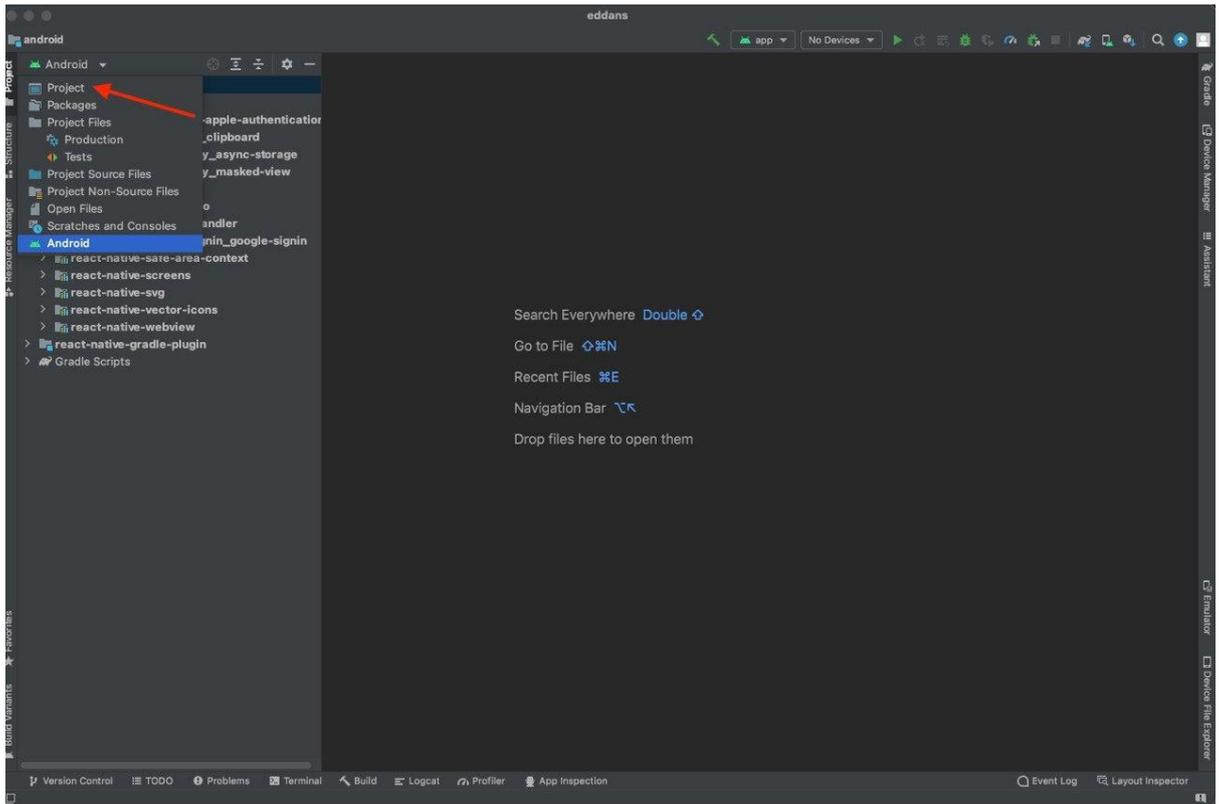


4. Press “Trust Project”



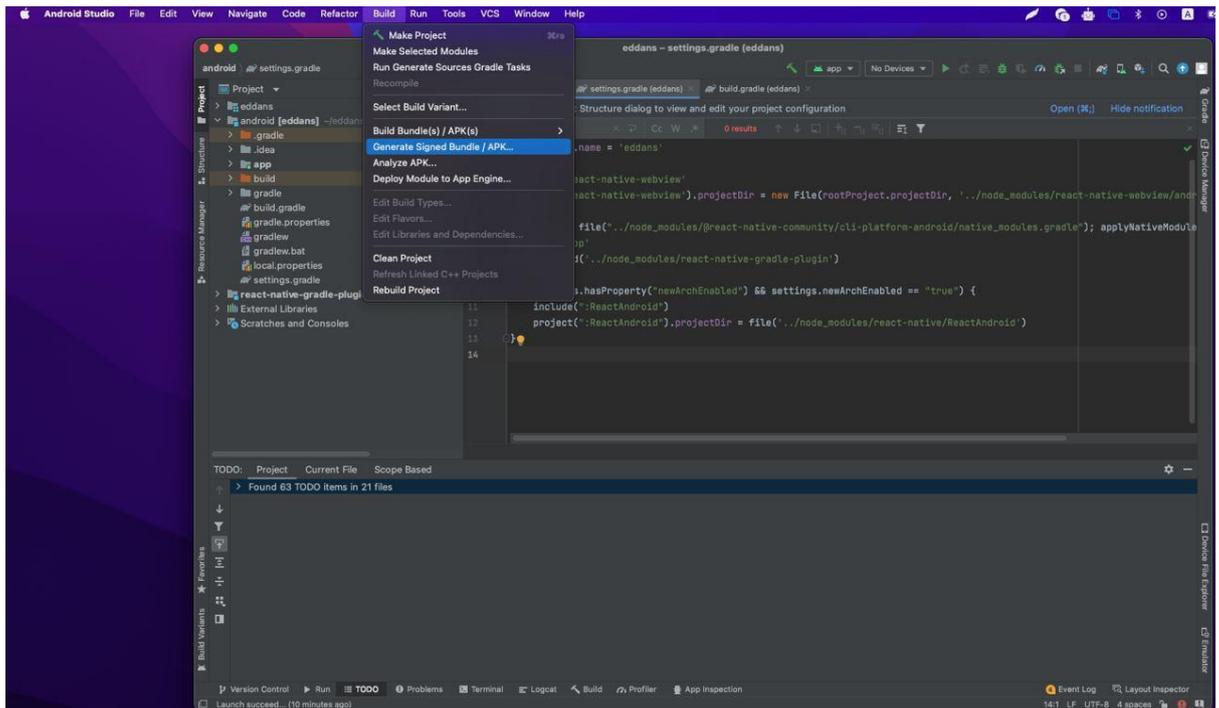
Wait for downloading Gradle

5. Select Project view

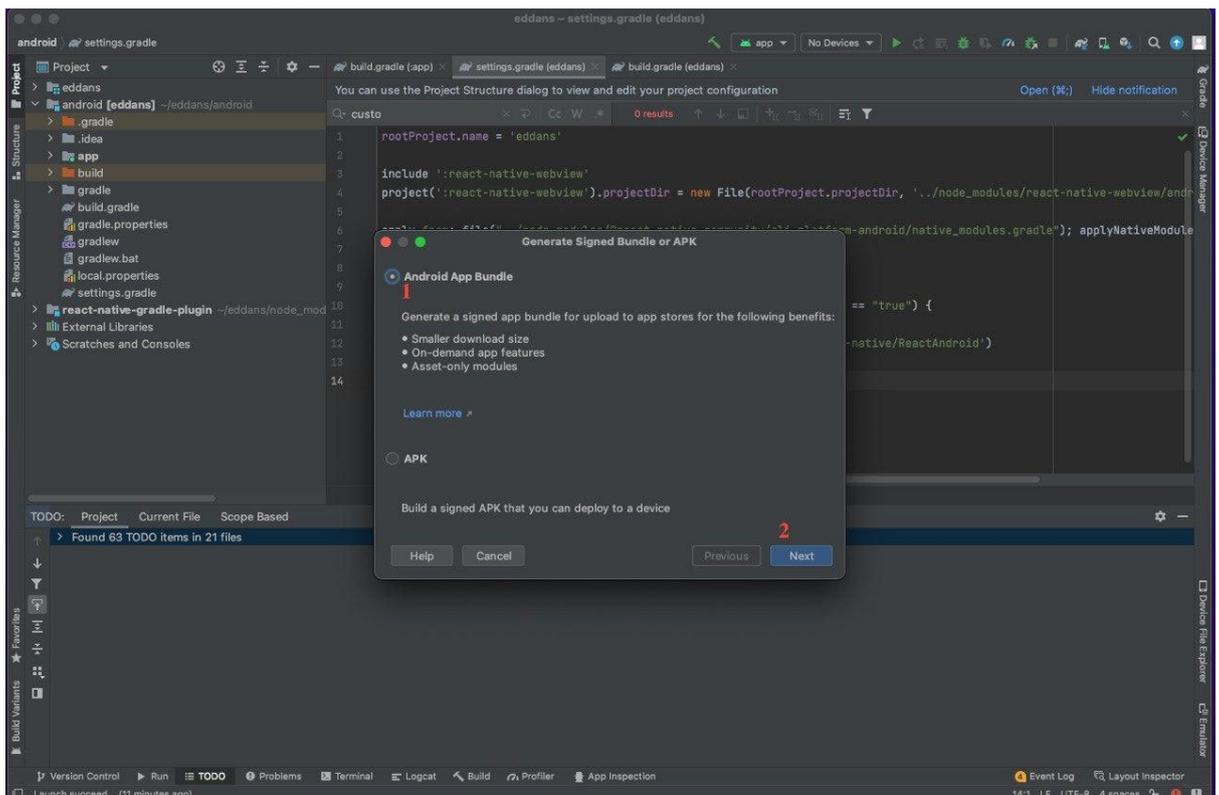


F. Build your project from the source code

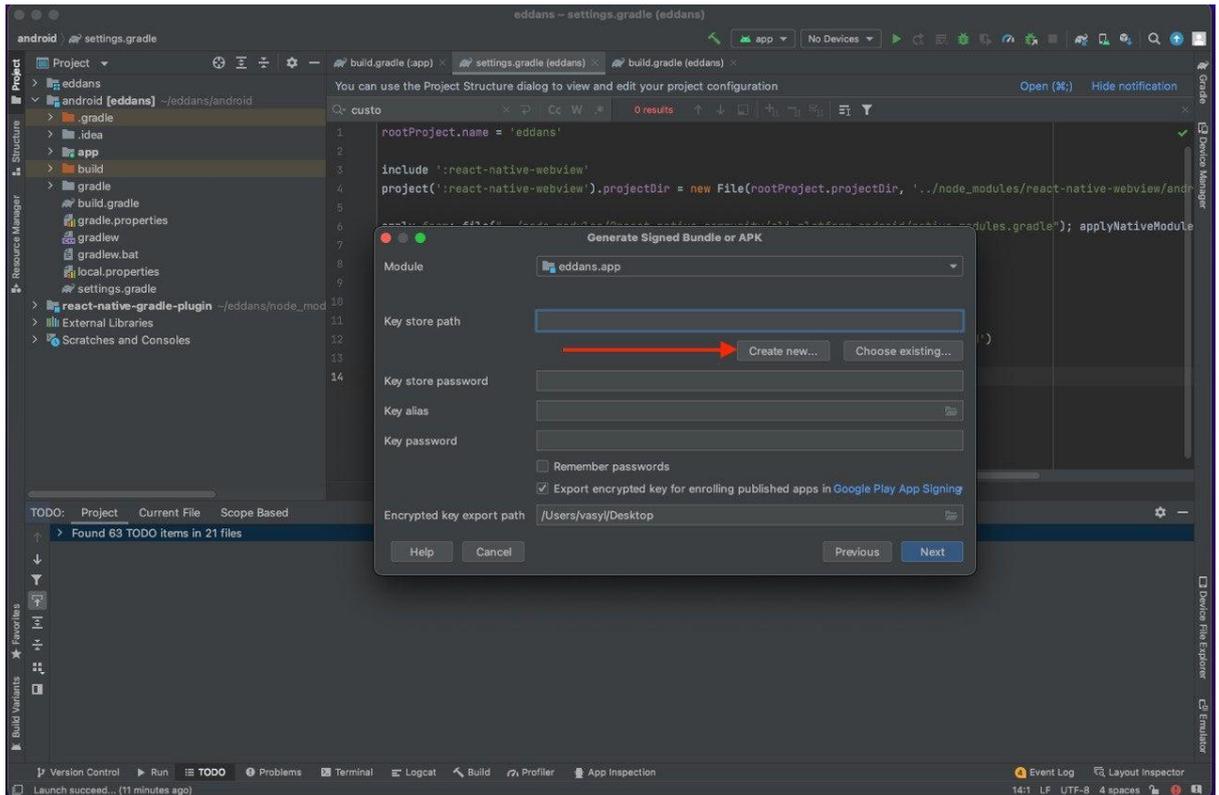
1. On the panel select “Build” → “Generate Signed Bundle /APK ”



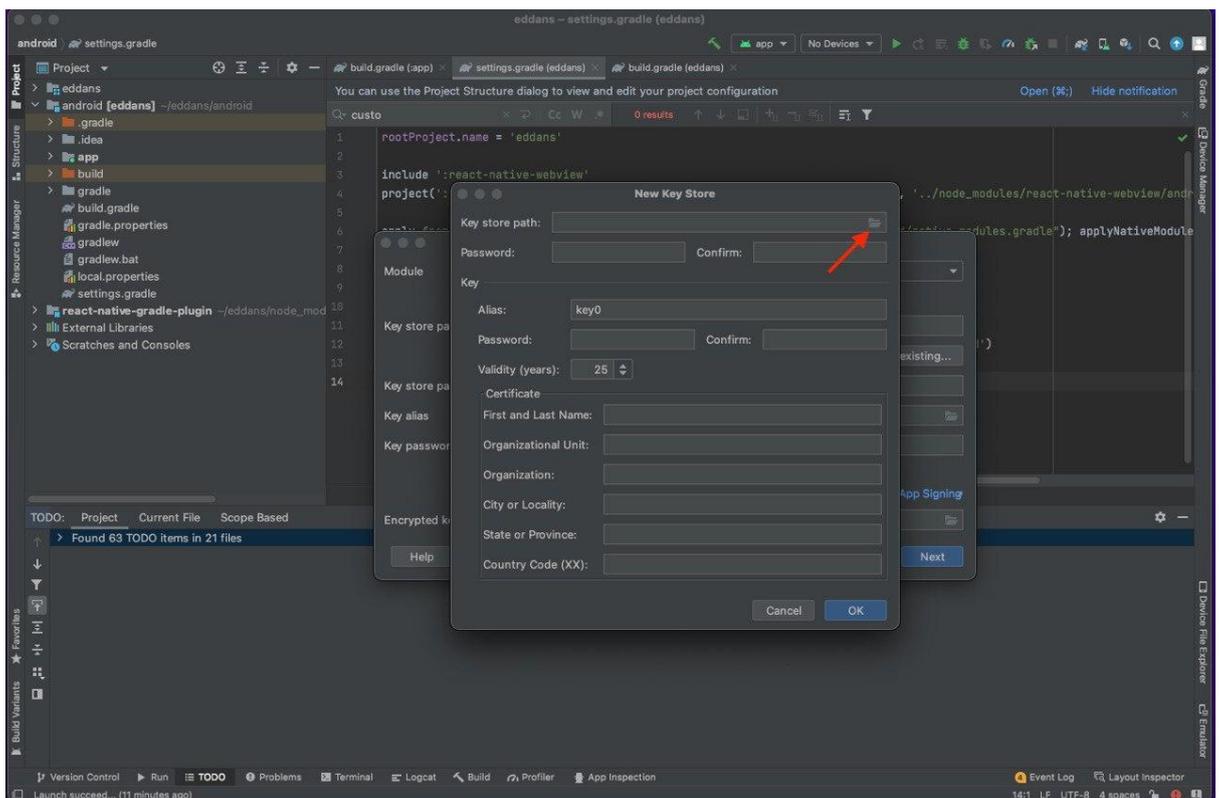
2. Select “Android App Bundle” and press “Next”



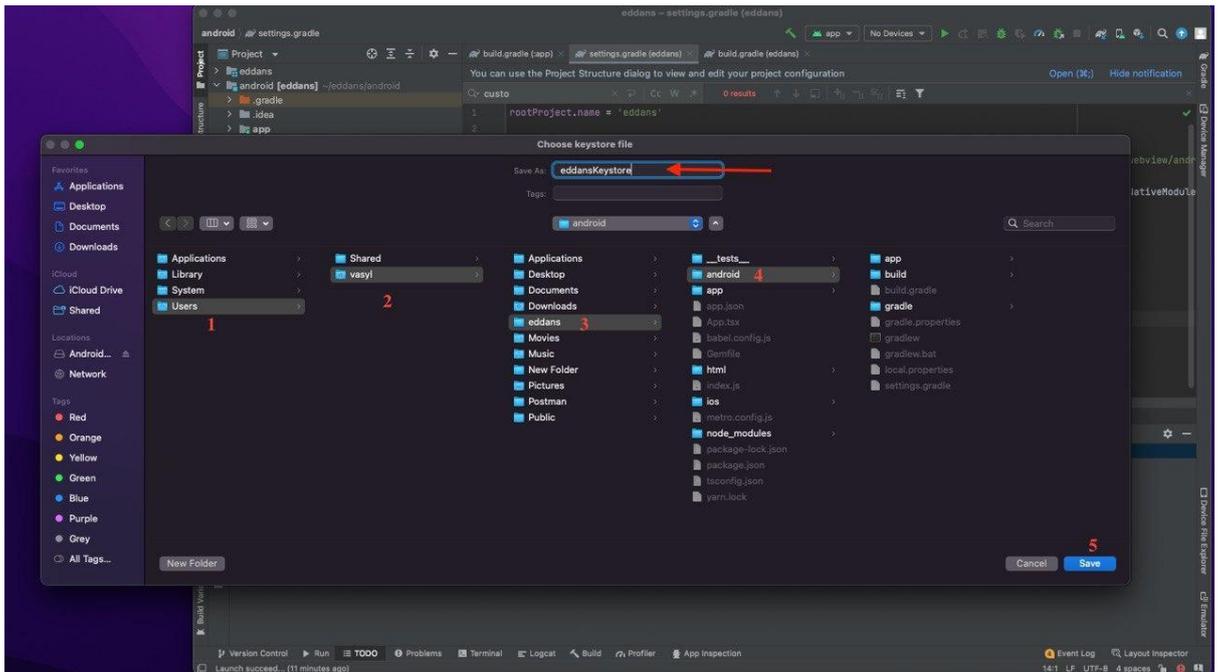
3. Create Key Store. Press “Create New”



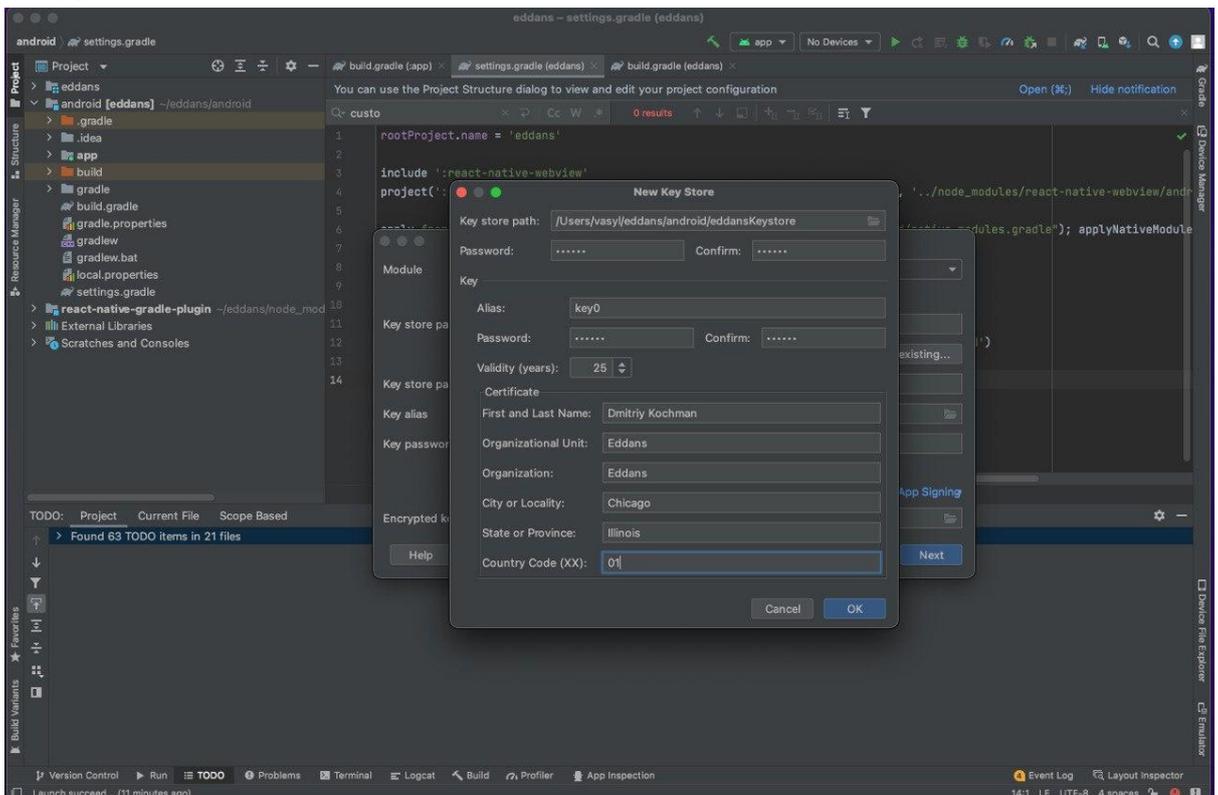
4. Click on the folder icon as on the screenshot below to select a Key Store Path



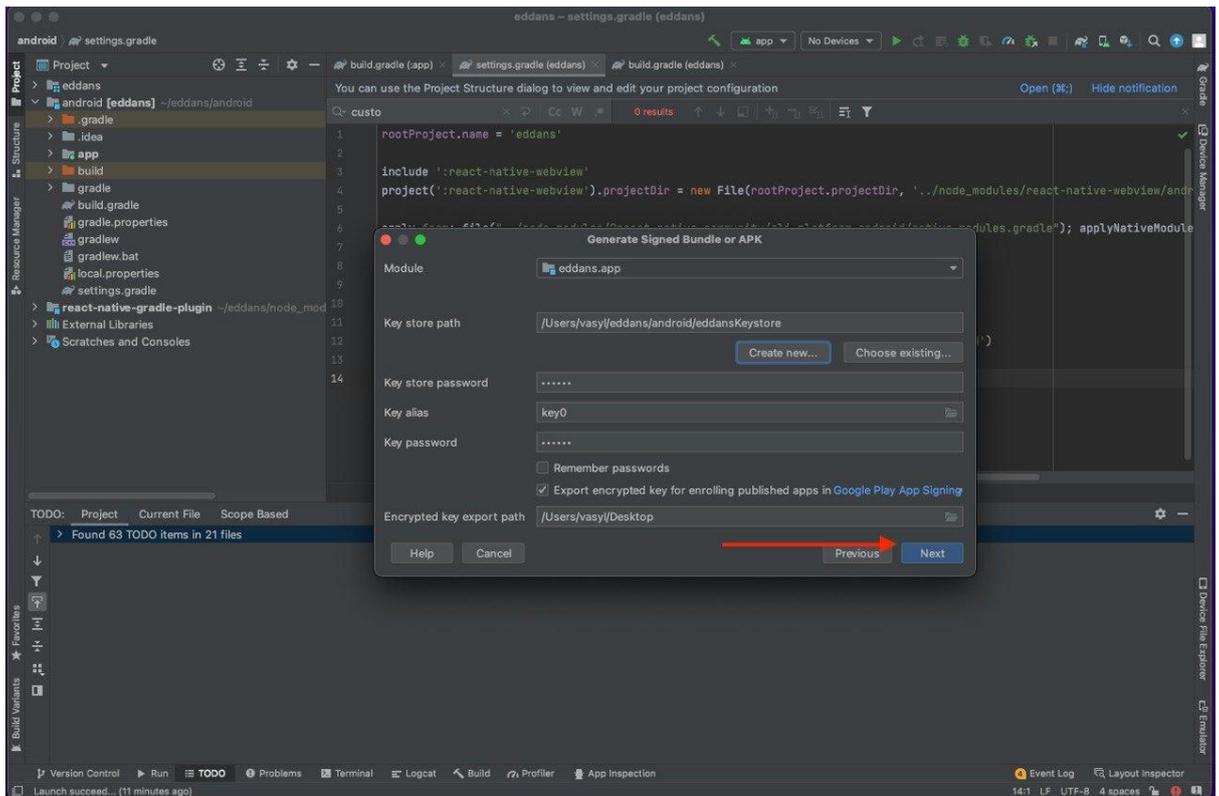
5. Save file as “{app_slug}Keystore” (example: “eddanstvKeystore”) in directory “{app_slug}/android”. Then press “Save”.



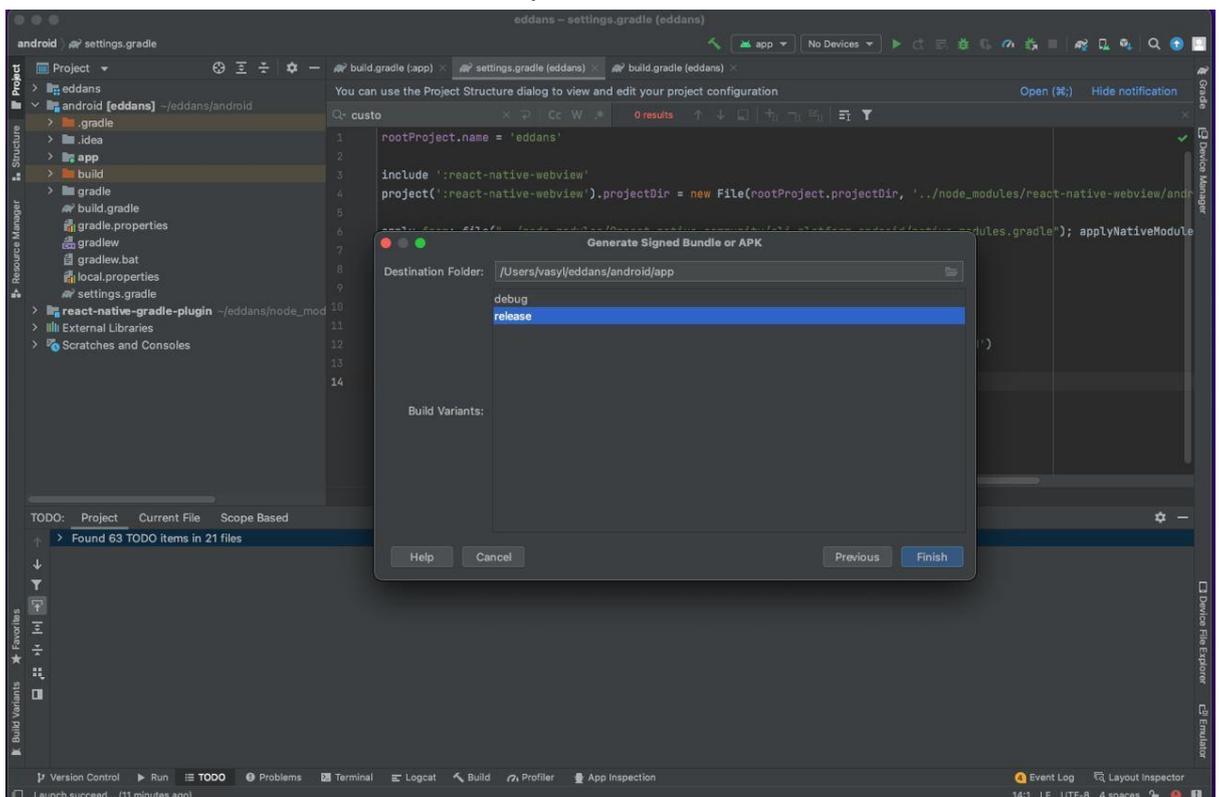
6. Complete other fields on the form. Press “OK”



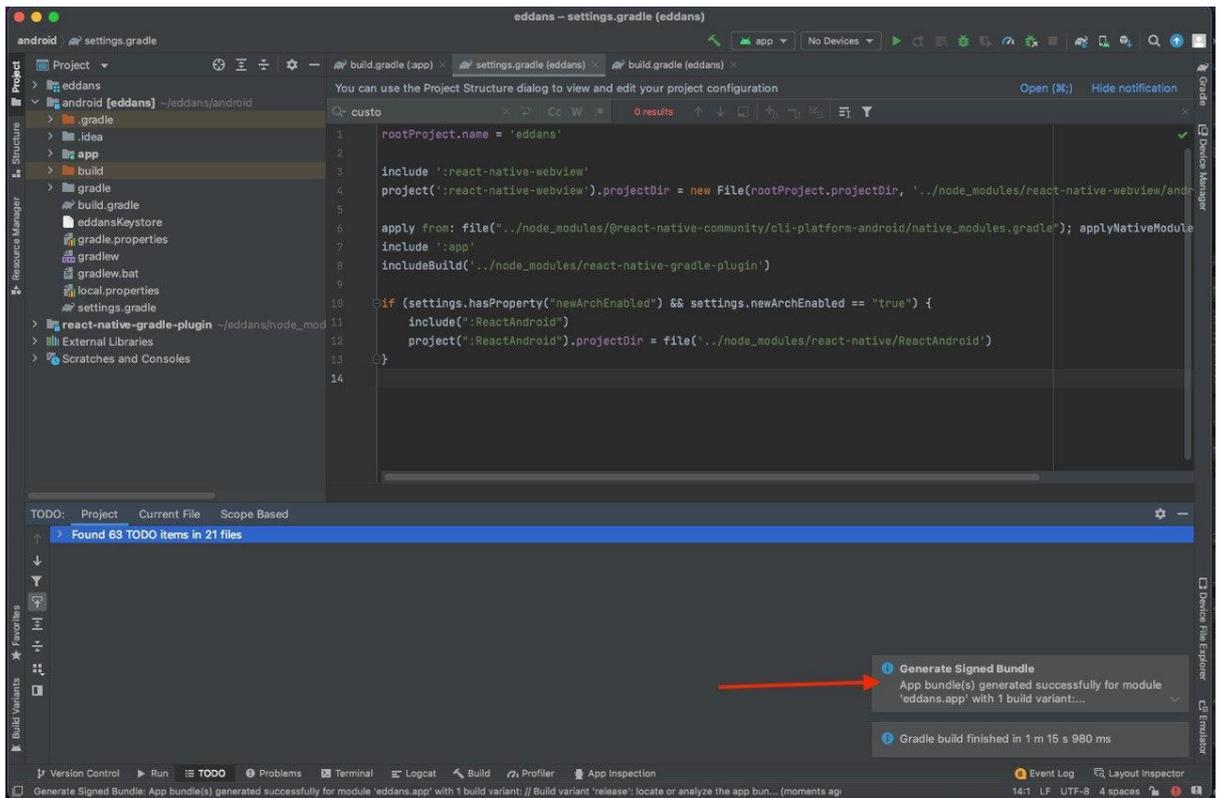
7. Press “Next”



8. Select "Release" build variant and press "Finish"

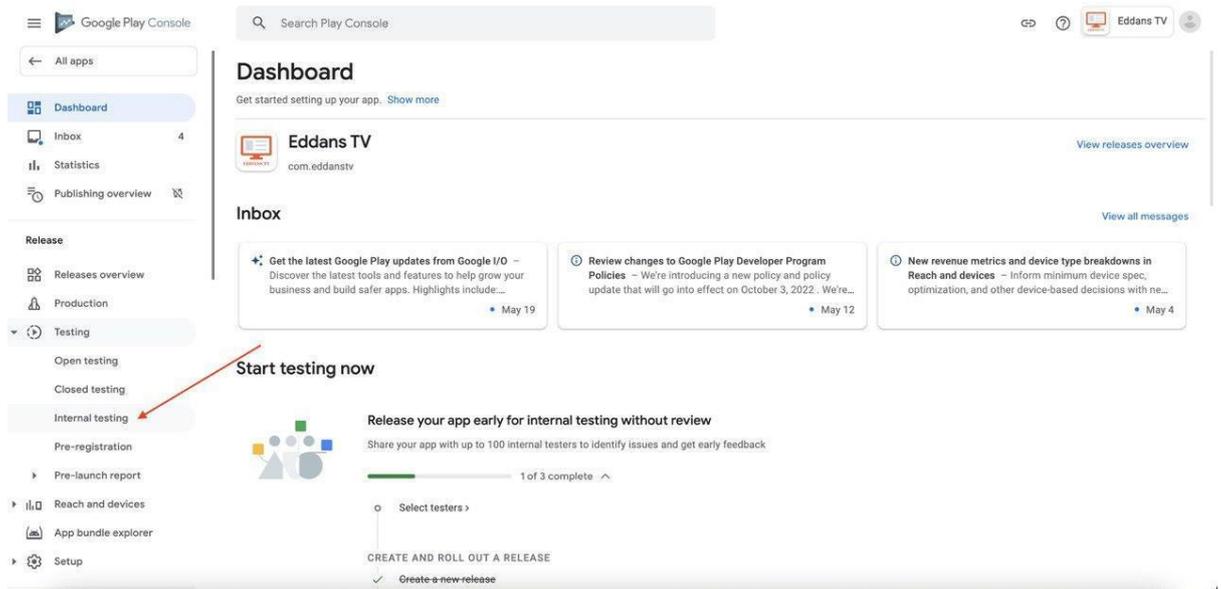
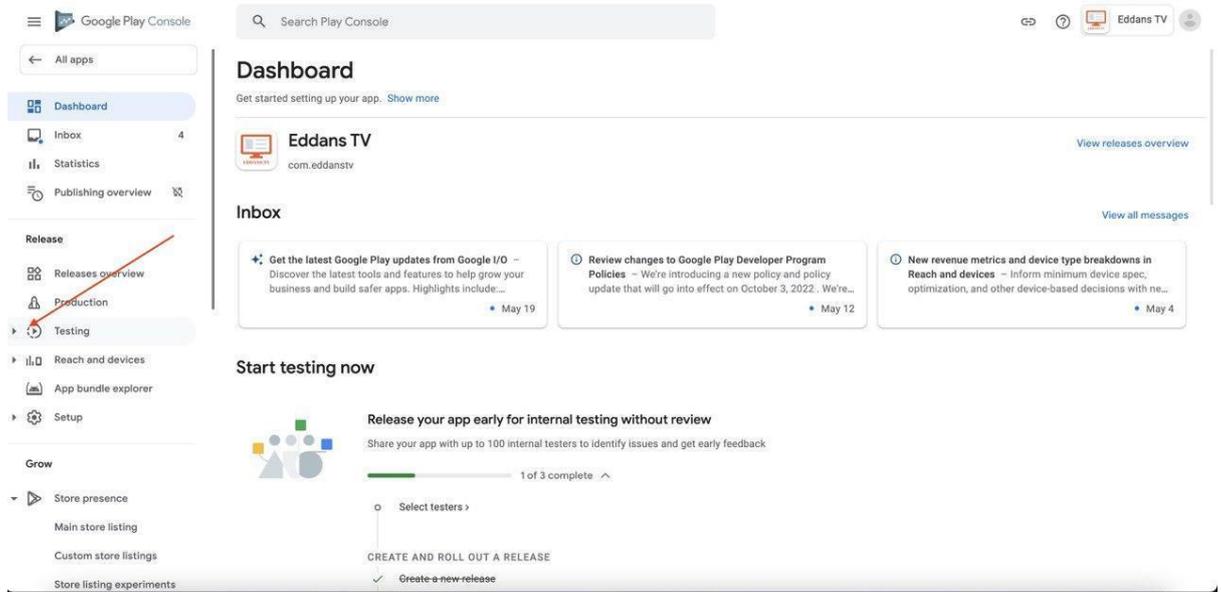


9. Wait for the build to be generated

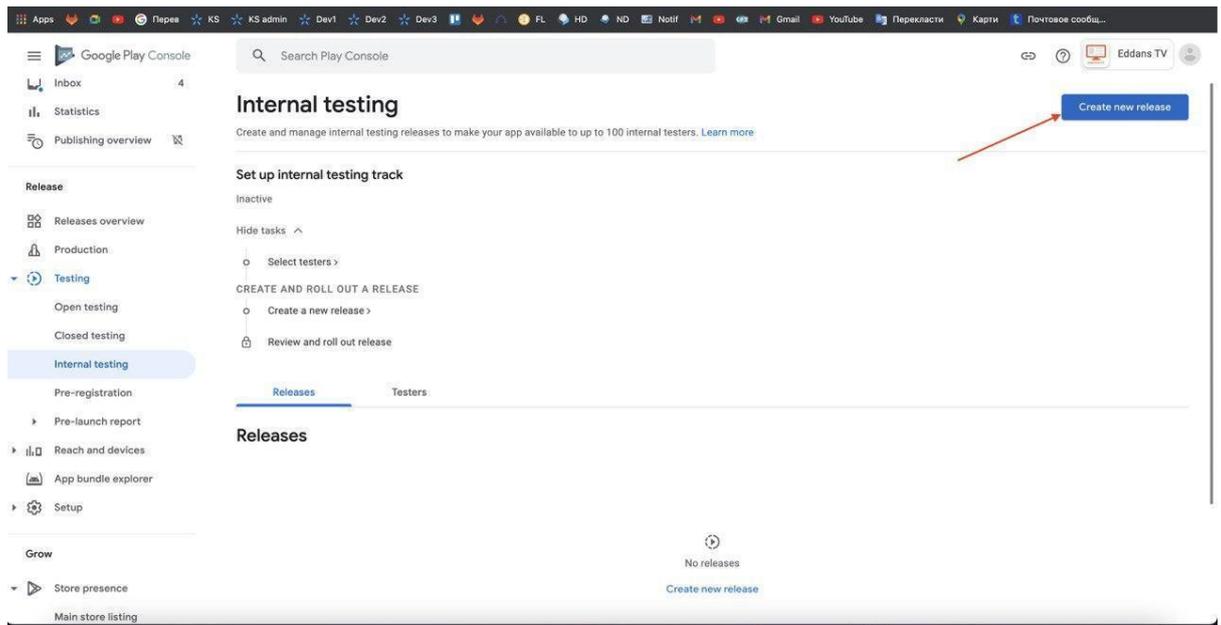


G. Test your app on the Play Market

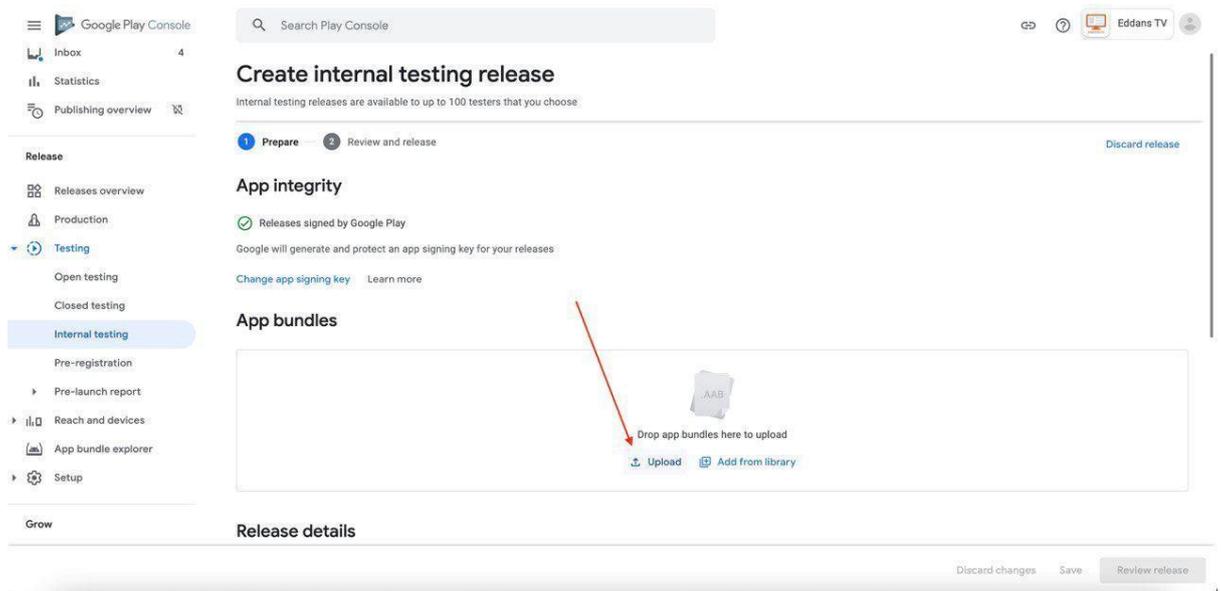
1. Go to Google Play Console. Select “Testing” -> “Internal Testing” on the side panel.



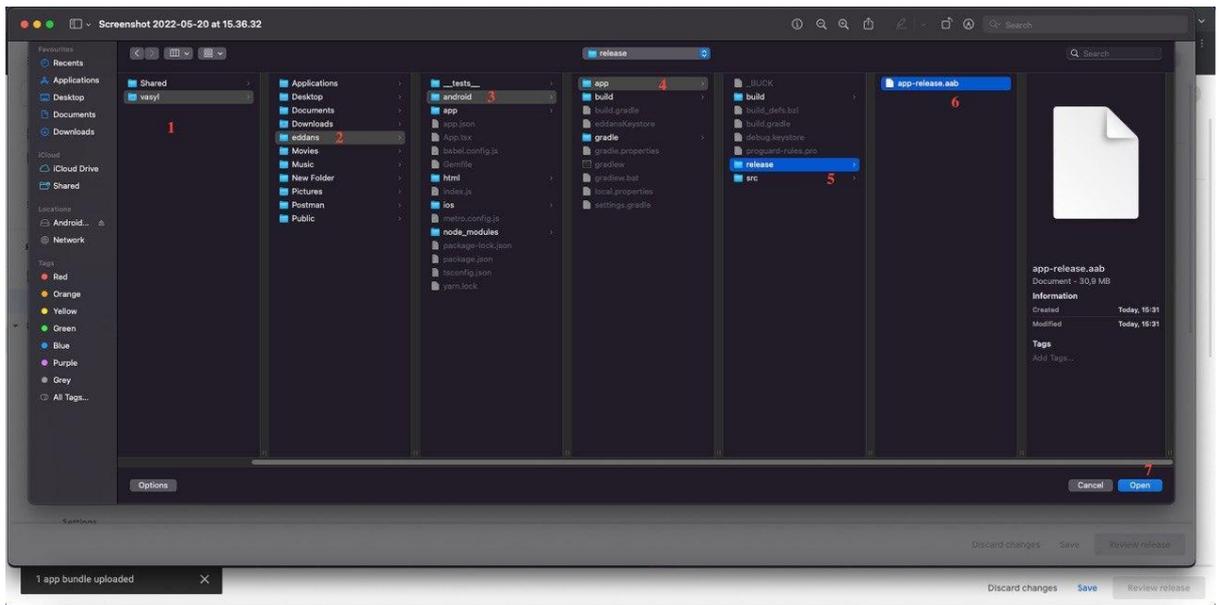
2. Click on “Create New Release”



3. Click “Upload” to upload app bundle

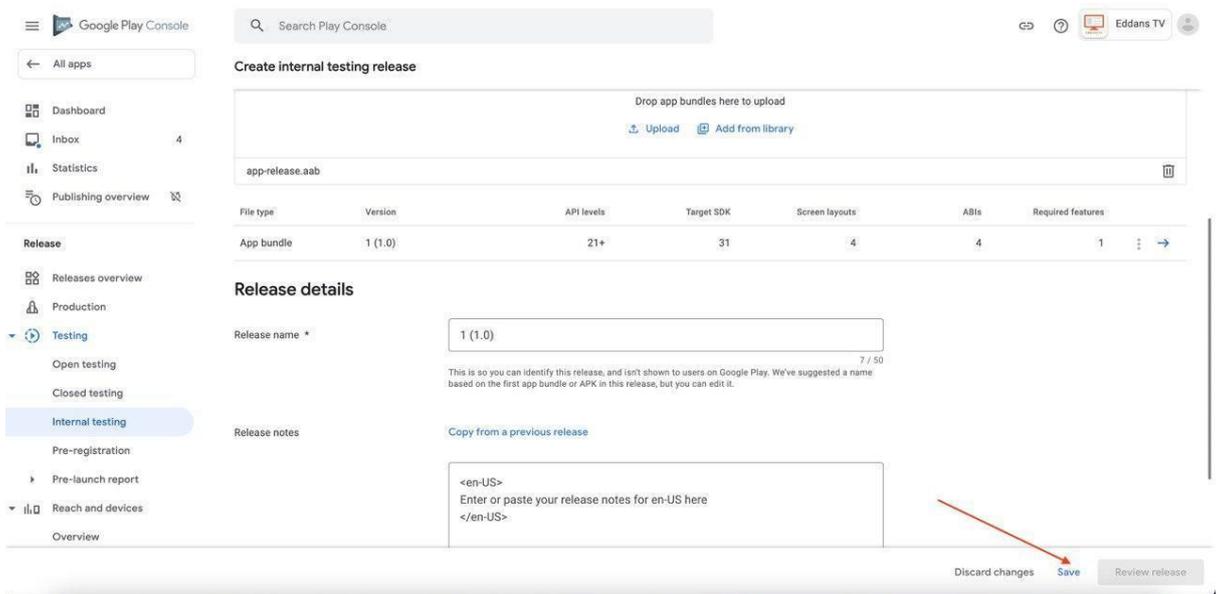


4. Select .aab file in `/app_slug/android/app.release`



Please wait until the bundle is loaded.

5. Click "Save" to save all changes



6. Click “Review Release”

Google Play Console

Search Play Console

← All apps

Dashboard

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Statistics

Publishing overview

Release

Releases overview

Production

Testing

Open testing

Closed testing

Internal testing

Pre-registration

Pre-launch report

Reach and devices

Overview

Create internal testing release

Internal testing releases are available to up to 100 testers that you choose

1 Prepare 2 Review and release [Discard release](#)

App integrity

Releases signed by Google Play

Google will generate and protect an app signing key for your releases

[Change app signing key](#) [Learn more](#)

App bundles

Drop app bundles here to upload

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

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features

Changes saved. You can now review your release before rolling it out. [Discard changes](#) [Save](#) [Review release](#)

7. Click “Start Rollout to Internal Testing” -> “Rollout” to publish your app to internal testing

Google Play Console

Search Play Console

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Dashboard

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Statistics

Publishing overview

Release

Releases overview

Production

Testing

Open testing

Closed testing

Internal testing

Pre-registration

Pre-launch report

Reach and devices

Overview

Create internal testing release

3 Warnings [Show more](#)

New app bundles

File type	Version	API levels	Target SDK	Screen layouts	ABIs	Required features
App bundle	1 (1.0)	21+	:31	4	4	1 →

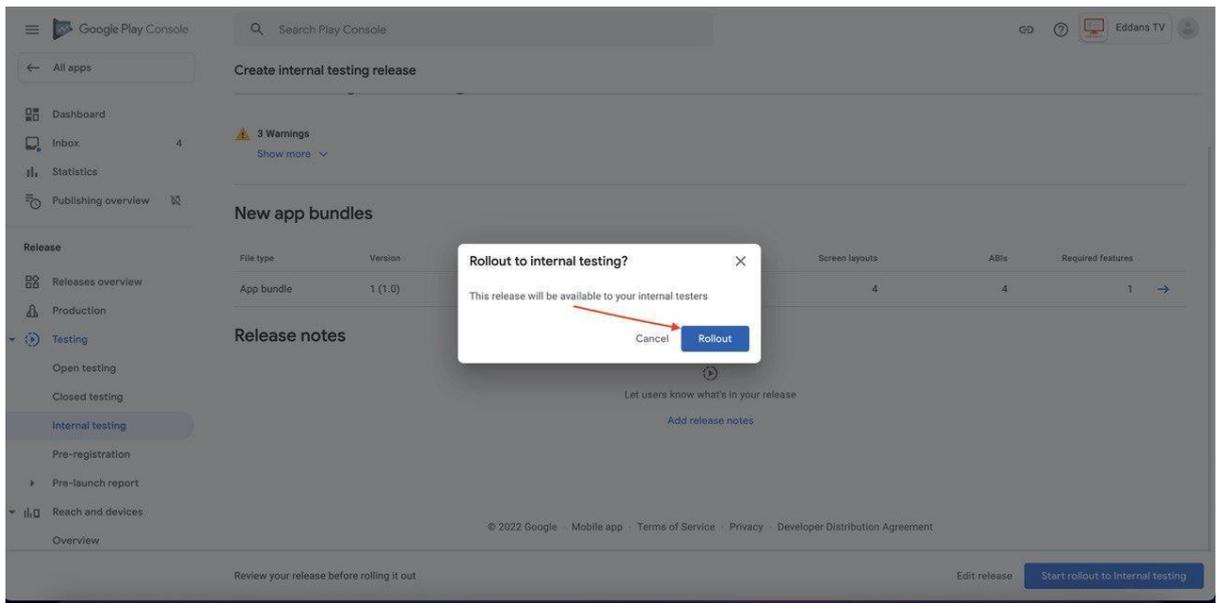
Release notes

Let users know what's in your release

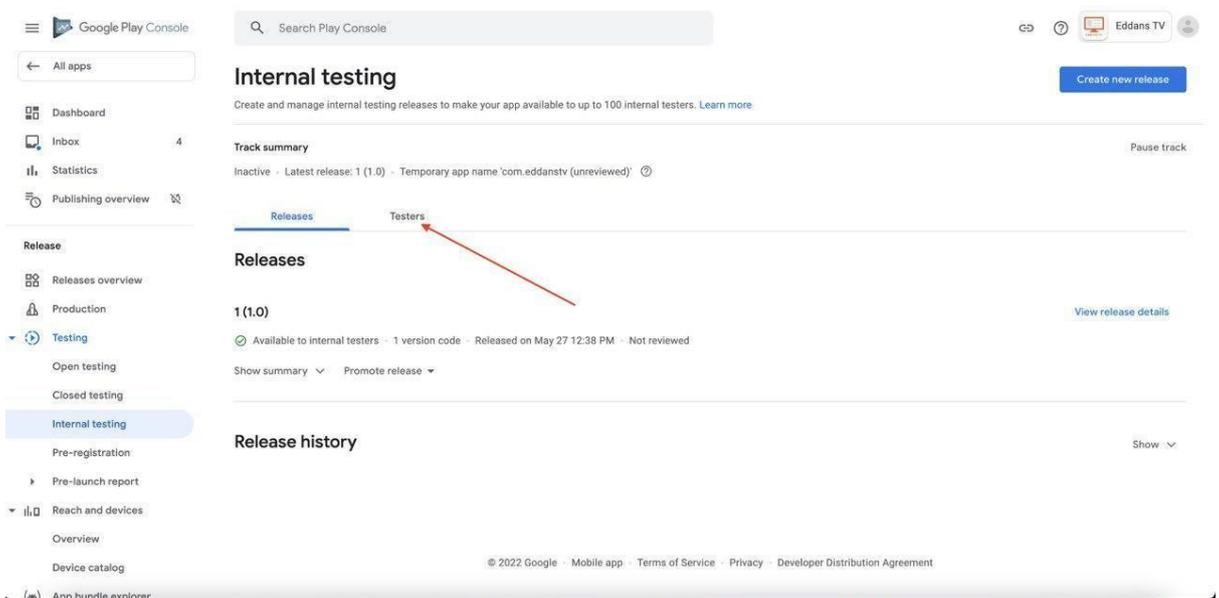
[Add release notes](#)

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Review your release before rolling it out [Edit release](#) [Start rollout to Internal testing](#)



8. Click on "Testers" tab to add internal testers



9. Complete the form with Testing group and type an email of the internal tester (it can be your personal email)

Create email list

* – Required fields

List name * 6 / 200

Add email addresses PRESS ENTER
Add 1 or more email addresses, separated by a comma. Press enter to add.

[Upload CSV file](#)

Email addresses added *

Discard Save changes

Press “Save changes” to save the form.

10. Complete a “Feedback email” field and press “Save changes”

Internal testing

Create and manage internal testing releases to make your app available to up to 100 internal testers. [Learn more](#)

Track summary Pause track

Inactive - Latest release: 1 (1.0) - Temporary app name 'com.eddanstv (unreviewed)'

Testers

Up to 100 testers can join your internal tests. You can choose more than 100 testers, but only the first 100 to join will be successful.

List name	Users
<input checked="" type="checkbox"/> Eddans	2

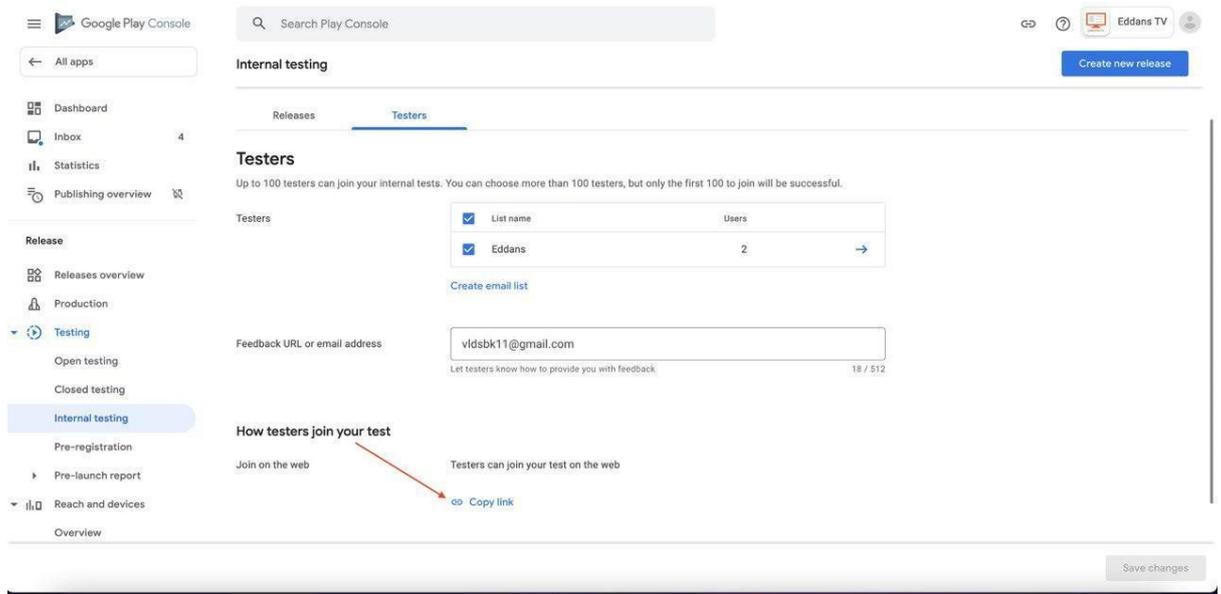
[Create email list](#)

Feedback URL or email address 18 / 512
Let testers know how to provide you with feedback

How testers join your test

Discard Save changes

11. Click on “Copy Link” to share the link of your test app with yourself or your tester.



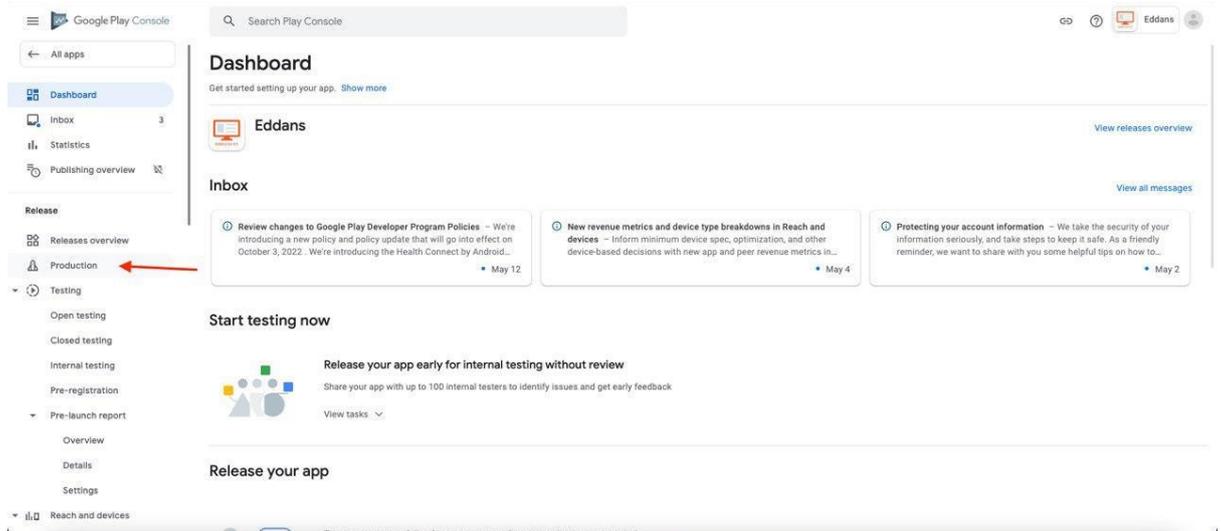
12. Open the link on your android mobile phone and follow the instructions to install your test app. Start testing it! Make sure that you have channels added to the mobile app in your Strimm Production Studio and you have published and active schedules on that channels for the time when you test it.

13. You can adjust a theme colors and a logo of your app settings in your Production Studio on strimm.com.

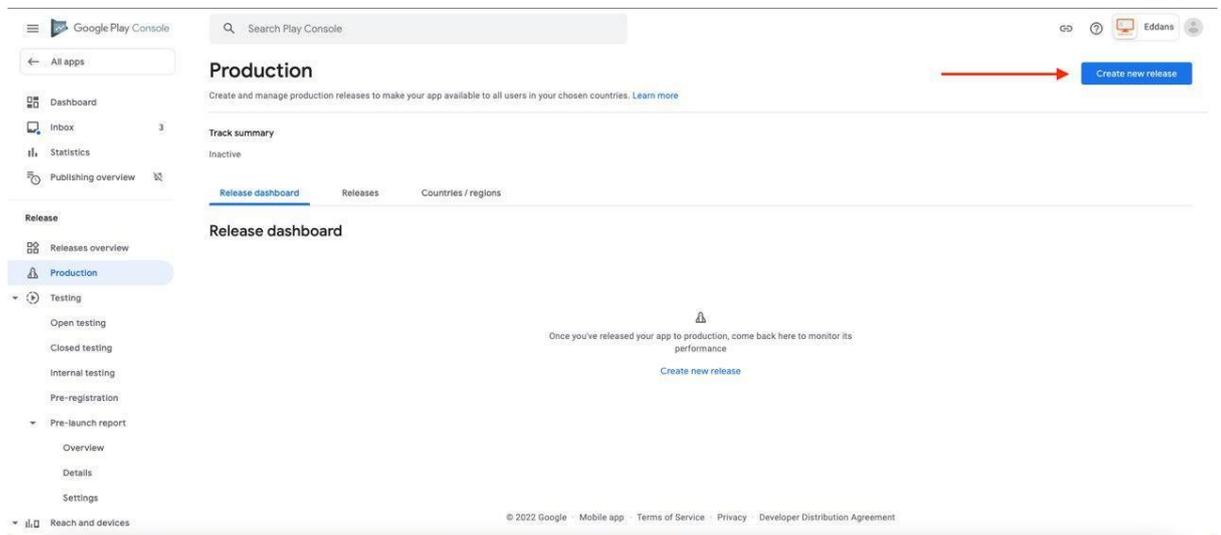
14. As soon as you are satisfied with your test results, go to the “Publish your app at Play Market” to publish the app.

H. Publish your app at Play Market

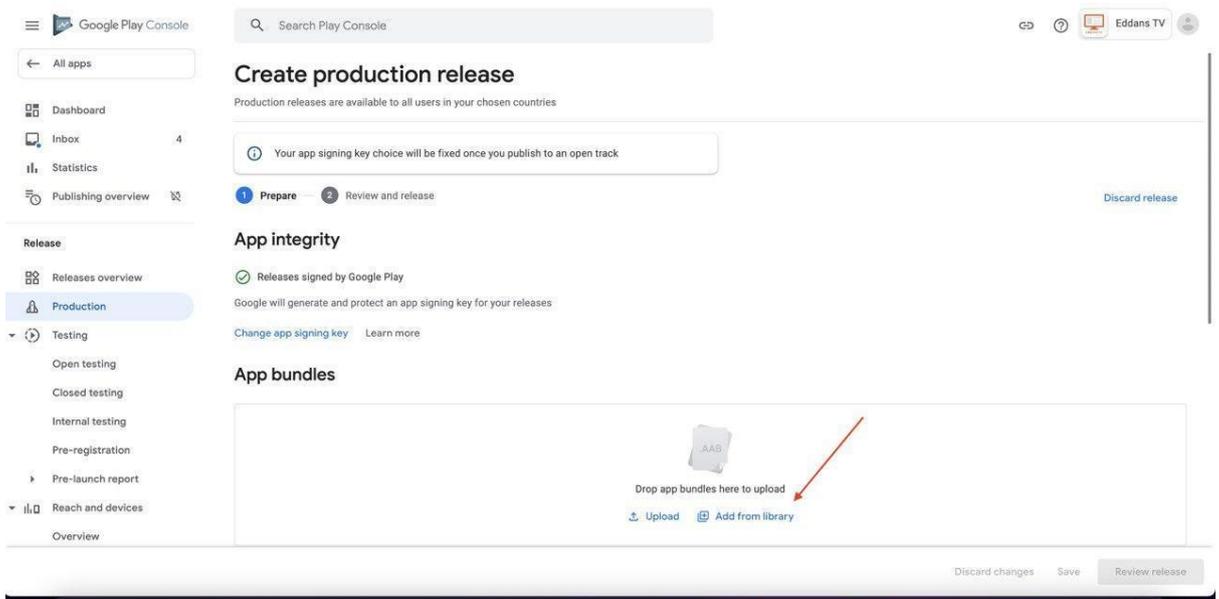
1. Go to Google Play Console. Select “Production” on the side panel.



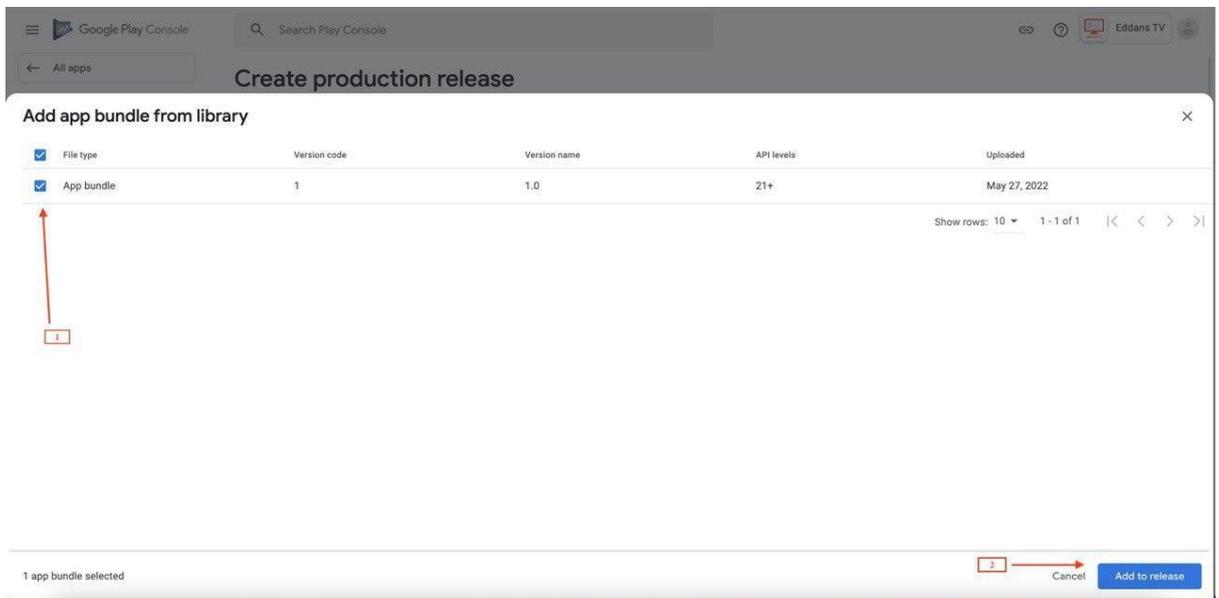
2. Press “Create New Release”



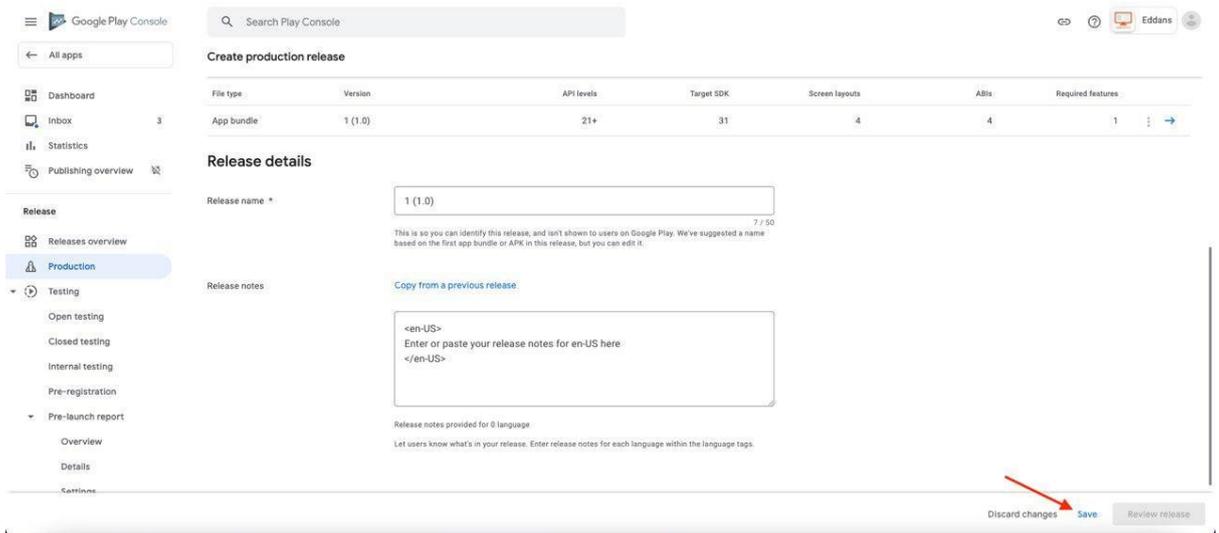
3. Press “Add from library”



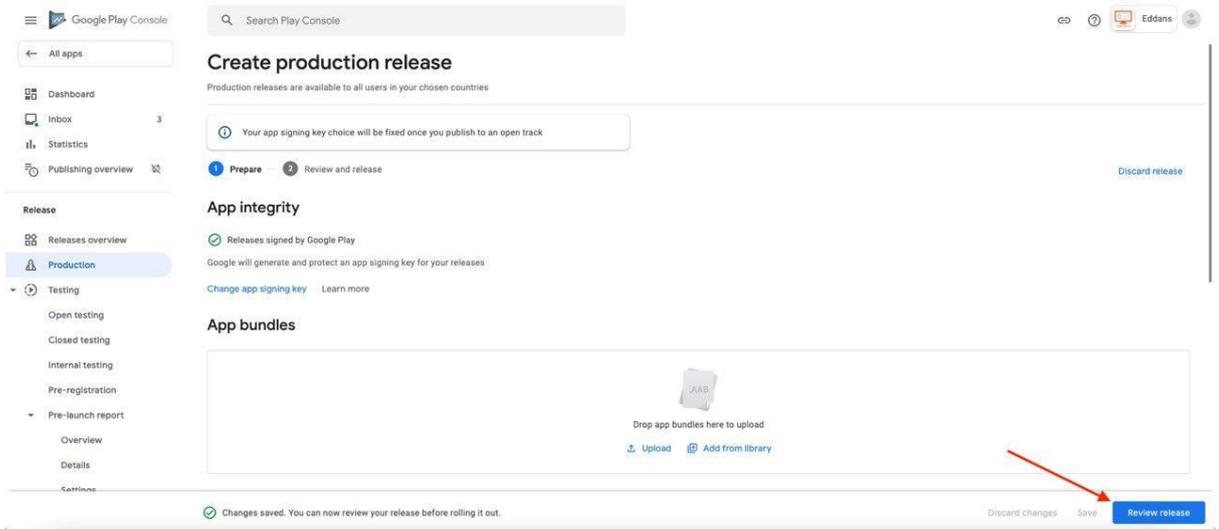
4. Select previously uploaded bundle and press “Add to release”



5. Press “Save”

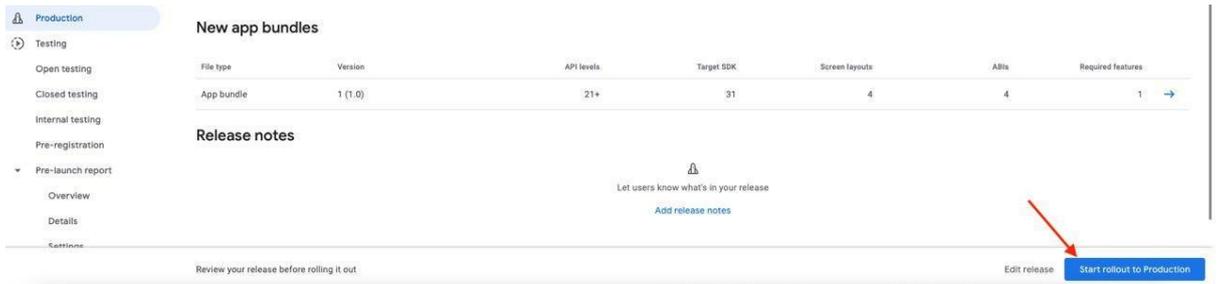


6. Press “Review Release”



Review is everything is according to the specifications

7. Select “Start rollout to Production” to send your app to the Play Market



That's it! Please wait for the Google Play Console Team to review your app and publish it.