Opportunities for local Applications Developers

Presentation to Virtual Colloquium

24 November 2021
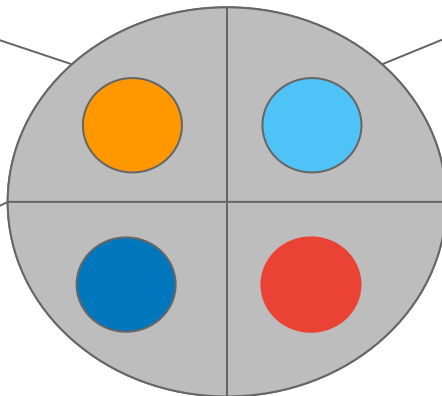
- Play is an online app store where Android users are able to choose from millions of free and paid for apps and games (both third-party and Google apps) from around the world.
- Developers create apps and use Play as a global online marketplace to distribute these apps to Play's 2 billion active monthly users. This allows South African developers the opportunity to reach users all over the world.
- Distribution is free on the Play Store for most apps - **97%** of apps are free to users.
- Apps are screened for technical and security issues, and for compliance with content safety standards.
- Play is not the only app store available on Android devices for developers to create apps for. Most Android devices come with at least 2 app stores.
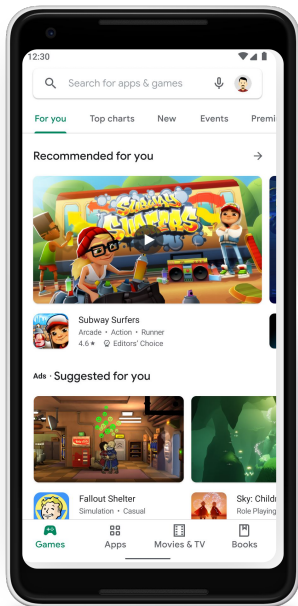
Personalised recommendations

Immersive presentation

Instant

Google
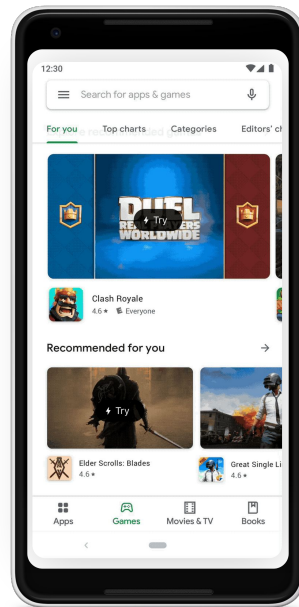
Register as a Play developer

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A registered Play app developer gets access to multiple benefits to create and maintain apps

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Wide range of app development materials and guidance

App maintenance tools and guidance

Developer programmes

- **For developers:**
  - **Lower barriers to entry**: Play's freemium model has created low barriers to entry for new developers, with the ability to manage and update their apps with ease
  - **Improved distribution:** ability to sell worldwide to c.3 billion devices and access to over 2+ billion active store users, even if they have an app that competes with one of Google's own
  - **Tools and services**: app development and optimisation tools available to developers as well as more bespoke developer support

- **For users:**
  - **Discovery**: frictionless access to millions of apps and games with personalised recommendations. Play Points and promotions provide users with value for money
  - **Consumer protection**: parental controls, budgeting and subscription management
  - **Security:** apps and games are scanned by Play Protect, with Google also providing anti-fraud protection and customer support.
  - **Ease of payment and app management**: users can seamlessly install and uninstall apps. Paying for apps is made easy (including with direct carrier billing and gift cards)

- The Google Play Academy - the place to learn about Google Play Console features and the best ways to help grow your app or game business
- Google for Startups Accelerator Africa - a three-month virtual accelerator program for high potential Seed to Series A tech startups based in Africa
- Digital Skills Training - Google offers free training and mentorship for SMEs (including those owned by HDPs) on various digital marketing topics
- Google for Small Business - a free tool to help small African businesses establish and grow their online presence

Google Play Academy

Build your online presence in just a few steps

We're here to help your business stand out online. Follow our simple guide and discover how to:

Show up on Google | Create or improve your website | Reach more customers and build loyalty | Work effectively from anywhere