We launched the Family section on Google Play so parents can find content for their kids; whether by searching, browsing, favorite characters, or featured apps and games. This is a great opportunity for you to surface your family-friendly content to parents, but we know that creating high-quality apps and games for kids is hard. So we’ve put together this guide, with tips and advice from top developers to help you succeed in the kids and family space.

Find out how to opt-in to the Designed for Families program so that your apps and games appear in the Family section on Google Play at developers.android.com/families.
SECTION 1

6 Getting started
To get started, it’s important to think about several critical and often tricky aspects of building a family-friendly app: understanding your audience, involving kids and parents in the process, choosing a target age, and making sure your app complies with legal guidelines.

SECTION 2

20 Design
Your research is done, you’ve narrowed down your audience and now comes the fun part: design. Follow these guidelines to help you design and develop content that appeals to both kids and parents.

SECTION 3

32 Business models
Now that you’ve invested time in understanding your audience and designed something great for kids, develop a monetization strategy that matches your audience’s expectations. We have seen developers find varying levels of success with premium (paid apps), in-app purchases, subscriptions, and ads.
SECTION 4

46 Characters and intellectual property

Kids have an affinity for certain characters, which is why we created character pages in the Family section of Google Play. Licensing well known children's characters is a widely-used strategy to gain a strong foothold in the family market. We’ve also seen developers who’ve had success creating their own intellectual property (IP). And here’s a fun fact: Did you know that the Android platform allows you to integrate the Android bot to help differentiate your apps?

SECTION 5

58 Marketing

The development of an app is only one component of building a successful business. Once an app is complete, it’s important to craft a marketing strategy that will help you connect with potential users. Depending on your goals and content, your marketing plan should encompass a variety of tactics.

SECTION 6

72 Useful resources

Keep up to date with our developer resources, join our communities, and get support with issues in the Help Center.
Section 1

Getting started
In this section

To get started, it’s important to think about several critical and often tricky aspects of building a family-friendly app: understanding your audience, involving kids and parents in the process, choosing a target age, and making sure your app complies with legal guidelines. You’ll also need to opt-in to the Designed for Families Program when you’re ready so that your apps and games are considered for the Family section on Google Play.

01 Understand your audience
02 Pick a target age
03 Involve kids and parents in the process, and listen to their feedback
04 Comply with all applicable child laws
05 Opt-in to the Designed for Families Program
06 Getting started checklist
When building an app for kids, it’s important to recognize that you are actually catering to two specific audiences: the purchasers, who are parents buying for their kids; as well as the consumers, who are children using the app.

Why it works:

Kids and adults have different needs, and understanding that you should appeal to both will help your app succeed.

Best practices:

■ When concepting your app, take into account that parents care a lot about educational value, quality, and safety. They want content that stimulates kids’ creativity and exploration.

■ Kids want an app or game to be fun, straightforward yet challenging, and especially not boring. Make sure you factor this in when getting started.
Developer tips:

Your consumer is the child, and you have focus on designing (and testing) for this user as your first priority; ensuring your content is engaging, intuitive, encourages exploration, and discovery. The parent needs to understand that the use of your app will be a beneficial, educative experience supporting the child’s learning process.

— StoryToys

We make sure that the content is fun for both parents and their children, and allow the option for them to collaborate together as they build projects in our app.

— Tynker
Pick a target age

A five-year-old is very different from an eight-year-old, who is very different from an 11-year-old; so make sure your app targets a distinct age group: don’t try to be all things to all kids.

Why it works:
Narrowing your target audience as much as possible enables you to focus on maximizing the appeal of your app or game, by catering to their particular level of skills and development.

Best practices:
- Take into account the developmental needs of your target age group, such as social and emotional, motor skills, language capability, and so on.
- Ensure your app is displayed in the appropriate section of the Play store, by selecting the proper age group when opting-in to Designed for Families in the Developer Console.
Developer tips:

Each one of our games is dedicated to one specific part of the preschool curriculum. Kids get to focus and master a given skill before moving on to the next one. This gives preschoolers a sense of accomplishment and motivates them to keep learning.

— Intellijoy

We have implemented three levels of difficulty in most of our apps: “Easy” for 4-6 years old, “Medium” for 6-8 years old, and “Hard” for 8-10 years old. Thanks to these levels of difficulty, all of our games are able to be adjusted to the user. Parents appreciate this, especially if there are many kids in the family.

— Slim Cricket
The overwhelming advice from our top developers is that kids and parents should be at the forefront of the app creation process.

Why it works:
Children often have different thought processes and interaction patterns than adults, so it’s crucial to get feedback from them. However, as parents are the purchasers you cannot afford to overlook their thoughts and opinions.

Best practices:
- Include both kids and parents early and often in the process, from concepting all the way to marketing.
- Employ a variety of different methods to involve kids and parents, both in-person and virtually.
**Developer tips:**

We design our apps with kids and families. Through our successful Budge Playgroup program, we involve hundreds of kids worldwide in our creation process with playtesting, focus groups, and online surveys. Kids are far more intuitive, curious, and creative than the best of us.

— **Budge Studios**

We invite kids to test and play our games and welcome their feedback and insights regarding likes and dislikes. We also want parents to feel comfortable and at ease when their kids are playing our games. As a result, we encourage parents to voice their feedback via social pages.

— **TabTale**

The most important key is to test your app with ‘real’ kids before releasing on Google Play. We usually test an app with a panel of children (5-10 kids). We observe them and notice everything that is not clear or not well understood or too hard for each level. We correct and improve our app between each test. We repeat this process until there are no major issues in the app.

— **Slim Cricket**

We are not children anymore and as much as we want to believe we can think like children, we can’t. Thus, the best lesson for us was testing with kids. Test, test, test and make sure they are having fun AND learning. There are two types of test you can do: qualitative and quantitative. On the qualitative side, we just sit with kids and observe how they play. What do they like? What makes them smile? What’s the last thing they do before they leave? On the quantitative side, we make sure to analyse numerical data. How much time they spend playing? Which part they spend more time in? Do they play everyday? How many days they play until they leave and never come back?

— **Monkimun**
Comply with all applicable child laws

Be aware that there are specific legal guidelines that need to be followed when you are creating apps for kids.

Why it works:
Children’s safety and privacy must be protected.

Best practices:
- Comply with the Federal Trade Commission’s (FTC) Child Online Privacy Protection Act (COPPA) Rule. You can find more information on the FTC’s website.
- Follow other relevant statutes for the countries in which you’re distributing your apps.
- Consult your legal counsel with any questions regarding legal compliance of your app.
Developers are invited to opt-in apps and games to the Designed for Families program. Apps that meet the program requirements will also be featured through Google Play’s family-friendly browse and search experiences so that parents can find suitable, trusted, high-quality apps and games more easily.

Why it works:
Google Play’s family-friendly browse and search experiences helps parents find suitable, trusted, high-quality apps and games more easily. You will benefit from the family discovery experience on Google Play and expanded visibility of your family content, as well as a family star badge on your App to mark participation.
Key features:

- The new Family sections on Apps home and Games home on Google Play give you improved visibility to parents. These sections include uniquely merchandised content, new categories, and age-based browsing. Participating apps will receive this additional visibility on top of their existing categories, rankings, and reviews.

- Only apps and games opted-in to the Designed for Families program will show up in searches initiated from the Family section in Apps Home. They’ll also be more visible when users search for family or kid related content from anywhere in the Play Store.

- Character pages let parents discover your apps and games based on familiar brands and beloved characters, providing a powerful way for parents to discover content and enabling you to reach a highly relevant and targeted audience.

- Apps that are part of the Designed for Families program are marked with the family star badge, which reflects the target age you select for your apps and serves as a signal of quality for parents.
How to do it:

- Make sure your app clearly targets kids or has content benefiting families, as general audience apps that have no specific benefit or relevance for audiences under the age of thirteen will not be accepted into the program.

- To participate in the program there are specific guidelines and policies your app needs to meet, which are assessed in an app content review. Make sure that you’re familiar with these policies, including content policies, the Developer Distribution Agreement, and the Designed for Families DDA Addendum.

- To be eligible you should also complete the content rating questionnaire for your app and add a privacy policy link to your app’s Store Listing page.

- Lastly, ensure your app meets all the Designed for Families program requirements.

- Once your app is ready to publish, you can opt-in to Designed for Families directly from the Developer Console under Pricing & Distribution for your app.

Bonus Tip:

Stay in tune with the latest Designed for Families updates and receive news relating to the Designed for Families program and Google Play opportunities. Sign up through the Designed for Families Interest Form.

Get Started:

http://g.co/play/designedforfamilies
06

Getting started checklist:

☐ Consider how your app will appeal to both parents and kids.

☐ Focus your app on a particular age group.

☐ Include both groups throughout your app creation process, and listen to their feedback.

☐ Ensure your app is legally compliant.

☐ Review the program requirements and then opt-in to the Designed for Families program.
Your research is done, you’ve narrowed down your audience and now comes the fun part: design. Follow these guidelines to help you design and develop content that appeals to both kids and parents.

01  Incorporate content that kids like
02  Include an educational component
03  Keep your app UI simple
04  Design checklist
01

Incorporate content that kids like

**Kids are not** mini adults. They have their own likes (and dislikes) that will make your app compelling for them.

**Why it works:**

Including content and features that kids like will help kids engage with your app and hold their attention.

**Best practices:**

- Consider illustrations, animations, colorful icons, and popular characters. Thoughtful animations in conjunction with high-quality artwork can help create visual storytelling to drive deeper user engagement for kids.

- Use videos and screenshots to show off your app and how to use it.

- Don’t forget about audio. Music and sound effects can create another way of engaging young users and provide non-visual instructions for those who can’t read.
**Developer tips:**

*Interactive elements - narrated text, read-along highlighting, clickable words, animation, touch screen interactivity, and story driven games drive high engagement and repeatability.*

— Speakaboos

*We like to develop apps for kids that allow for experimentation, discovery, and creativity. Our apps are open-ended and offer extensive replayability; every time the app is used, the child’s experience is different. Our first design focus is always on the app’s interactivity, to make sure the app is responsive and customized to the child’s input.*

— Legacy Games

*Our apps are meant to give kids control and the ability to make the experience what they want. They’re meant to build confidence, with the power to transform kids into storytellers, creators, or masters. That’s why we never include instructions in our apps, so that kids never feel as if they’re doing something “wrong”. We also never use game mechanics to keep kids playing — the play itself should be fun enough to make them want to play again and again.*

— Toca Boca
Include an educational component

The best kids apps will often focus on creating a hands-on learning environment, to help kids digest and understand the content. Education is about more than memorizing the alphabet and basic math facts, and being educational doesn’t mean it can’t also be fun.

Why it works:
In addition to benefitting kids, an educational component to your app appeals to parents who’ll be more willing to let their kids spend time with your app.
Developer tips:

We don’t use technology to show off our software prowess. While we use some cool widgets in our apps, all our graphics and features are strictly educational. If a certain 3D effect doesn’t add to the learning, we leave it out. This is because we believe that preschoolers are naturally curious and don’t need to be tricked into learning with extra effects and gizmos.

— Intellijoy

Kids want to have fun. It is simple as that. As educational developers, we first choose a subject, study the pedagogical methodologies that exist and how we can translate them into the app, then we add as much fun as we can without compromising the pedagogical aspect.

— L’Escapadou
Simplicity is crucial for kids, since their fine motor and reading comprehension skills are developing. Take this into account when designing your UI; including button, menus, and wording.

**Why it works:**
An app that is simple and easy to use helps kids learn quickly and become self-sufficient.

**Best practices:**
- Keep instructions and actions clear and easy to understand, while keeping gestures and inputs intuitive and easy to use.
- Implement touch feedback. It lets the user know exactly where they are and what they are doing.
- Use descriptive imagery and simple icons, which will often convey meaning better than text.
**Developer tips:**

Children use or play with what they understand and give up quickly where they don’t ‘get’ the app or game. That’s why we avoid complex multi-layer interfaces. Lead kids through the app smoothly, so that they don’t have to think about what to press to proceed further.

— Apps Ministry

Eliminate complicated scenarios, multiple screen levels, and complex UI. Neither children nor parents should have to read instructions on how to play, as engagement needs to occur naturally. An app with a clear look and feel helps kids avoid distractions.

— Avokiddo
Design checklist:

- Incorporate visuals and sounds that appeal to kids.
- Include an educational component to your app, so parents approve and kids learn.
- Don’t overcomplicate your app UI or instructions, keep them appropriate for kids’ developmental stages.
Section 3

Business models
Now that you’ve invested time in understanding your audience and designed something great for kids, develop a monetization strategy that matches your audience’s expectations. We have seen developers find varying levels of success with premium (paid apps), in-app purchases, subscriptions, and ads.

01 Make money with each download through paid apps
02 Charge users to access additional features with the Freemium model
03 Use subscriptions to generate recurring revenue
04 Display ads in your app to generate income
05 Business models checklist
01

Make money with each download through paid apps

Charge a one-time fixed price to users who want to download your app. This premium business model is particularly suited to developers who’ve invested resources and effort in building a trusted brand among parents and kids, and have a loyal fan base.

Why it works:

Charging a one-time fee for your app allows parents to make a purchase on behalf of their kids just once and avoid the inconvenience of having to make repeat purchases.

Best practices:

- Make sure you identify a price point that is most appropriate for each country where you’re distributing your content.
- For each market, take into account the customer’s willingness to pay.
Developer tips:

All our titles are currently sold at $2.99, which is a balanced price tier for kids apps. We regularly provide free updates to our existing apps, offering new features, and bonus items. This consistency, respectability, and transparency towards our customers has helped us build a very loyal fan-base and made Avokiddo a top brand in the kids app space.

— Avokiddo

We charge a set fee for purchase. The model offers the best user experience for families. The reality is that many families have had negative experiences with in-app purchases in kids apps. We have been successful with this model because we have invested a lot of effort in building a trusted brand among parents.

— Sago Sago

Products:

Developer Console
Google Wallet

Get started:

goo.gl/LFI7S7
Charge users to access additional features with the Freemium model

Offer your app or game as a free download with limited features or full features for a limited time. Then allow parents to purchase the full app with an in-app payment or purchase additional features and content incrementally. Using this Freemium model to enable parents to try before they buy can work well. However, using it to sell features incrementally can be complicated to pull off in the kids and family space, since parents don’t want to feel hassled by the need to constantly make purchases for additional content.

Why it works:

It lowers the barrier to entry as parents appreciate being able to let their kids try an app and decide if they like it before making an investment.
Best practices:

■ Consider having one in-app purchase that unlocks all content.
■ Note that parents can now see on an app or game’s detail page whether it has in-app purchases so they can make the most informed choices for their family.

Developer tips:

We’ve seen the most success with freemium content on Google Play with a single IAP to unlock all. The customer can sample the content, and ensure that the quality meets expectations before committing to a full purchase. It’s an especially good strategy for content based on licensed-in characters, where there is high organic search volume, and a resulting high volume of downloads.

— StoryToys

As parents ourselves, we prefer this try before you buy model — it’s important to know if our kids actually like the game before having to spend money!

— Budge Studios

Products:
Google Play In-App Billing

Get started:
goo.gl/1zR9L9
Use subscriptions to generate recurring revenue

Subscriptions are a popular monetization model, especially in the kids and family space. You can provide access to your app, or the content within it, for regular weekly, monthly, or annual payments. When users subscribe to your app, Google Play handles all checkout details, ensuring a consistent and familiar purchase flow for your users, which reduces cart abandonment rates.

Why it works:

A recurring revenue stream on a weekly, monthly, or annual basis enables you to continue to invest in improving the app, and gives parents fresh content for their kids regularly.
Best practices:

■ Make sure that users have access to new content regularly to justify paying on a regular basis.

■ For apps that have significant recurring content costs (for example new movies, interactive stories, math, or literacy levels) consider utilizing subscriptions with a free trial period.

■ If your brand is not well established, consider offering select content for free, or part of a free subscription trial.

Developer tips:

*We use two business models. Our monetization strategy is to generate sales from the Pororo TV users by offering monthly subscription packages and in-app purchase items. Users can buy a subscription for unlimited streaming. Or users can download videos with an in-app purchase.*

— ICONIX

*One of our best performing apps, BabyFirst Video, is free to download with an auto-renewable subscription. We create new content daily that provides lots of value for our subscribers, and we use a closed cross-promotion network to bring traffic to the app.*

— BabyFirst

Products:

Google Play In-App Billing

Get started:

goo.gl/0FjurJ
Display ads in your app to generate income

**Generate revenue** by displaying ads in your apps. This ad supported model is widely utilized by apps and games; however, it can be a challenging model to use with families as you have to take into consideration parents’ concerns around ads. In addition, you’ll need to comply with child policies and regulations, such as COPPA.

**Why it works:**
There are multiple strategies for developers to generate revenue with their apps. One of these ways is by enabling ads.

**Best practices:**
- Make sure to comply with Google’s Designed for Families program requirements and ad policies.
Developer tips:

We combine free to play with IAPs and advertising. We realized that it would be hard to monetize our apps using IAPs only, so we tried to add the advert model. And that worked! We did it two years ago. And now this mixed IAP/ad model has become mainstream.

— Apps Ministry LLC

Product:

AdMob

Getting started:

goo.gl/NlYrM1
05
Business models checklist:

☐ Use a premium model if you have strong brand awareness.

☐ Consider in-app purchases to allow users to try content before they buy.

☐ Offer subscriptions as a way to build a recurring revenue stream, but make sure to keep the content fresh.

☐ If you use ads, make sure you comply with legal guidelines and Google Play for Families policies.
Section 4

Characters and intellectual property
Kids have an affinity for certain characters, which is why we created character pages in the Family section of Google Play. Licensing well known children’s characters is a widely-used strategy to gain a strong foothold in the family market. We’ve also seen developers who’ve had success creating their own intellectual property (IP). And here’s a fun fact: Did you know that the Android platform allows you to integrate the Android bot to help differentiate your apps?

01 License popular characters to help you build an audience
02 Create your own IP to maximize your opportunities
03 Add some fun to your app with the Android bot
04 Characters and intellectual property checklist
01
License popular characters to help you build an audience

**Building a brand** typically requires a considerable commitment of time and resources, so many developers choose to license popular characters.

**Why it works:**

Integrating famous children’s characters through IP licensing can vastly boost your app’s brand awareness, as it allows you to leverage an existing audience of fans. In addition, you can further increase your exposure from inclusion in Google Play’s Popular Character pages.
**Best practices:**

■ Make sure your app experience meets the quality level that fans associate with the licensed brand.

■ Keep in mind that there are additional approvals to get as you are working with a well-known brand, and the economics are different.

■ In order to take full advantage of IP licensing, work closely with the IP holder to cross-promote your title through their marketing channels.

■ Time your marketing or releases with new TV or movie releases showcasing the licenced brands, to have even more profound effect.

**Developer tips:**

The great benefit of working with a well-known brand is that you are selling to a pre-existing audience. This helps us address the challenges of discovery and user acquisition, as parents and kids are naturally attracted to those characters they know and love from TV and books. Once a user downloads an app, our job is to make sure that their experience meets the premium quality level that fans associate with the brand.

— StoryToys

Pororo is a character that has been loved for more than 12 years in Korea and receives widespread support from parents, since it has been called the president of children. Parents recognize the trustworthy content that provides non-violent videos that contain various educational messages.

— ICONIX
Create your own IP to maximize your opportunities

Rather than licensing existing children’s characters, several developers have sought to build their own IP. Angry Birds is an example of one such brand that began as an app and built on its success by releasing a number of ancillary products. However, be aware that building a brand can be a costly and lengthy process.

Why it works:

Developing your own IP takes time but allows you to retain full control and may offer the possibility to leverage your brand onto other media.
Developer tips:

Having our own IP means we’re not constrained by the creative when coming up with great play experiences. As we grow our brand we have opportunities to generate revenue through products such as our plush toys.

— Sago Sago

Currently we develop all our IP for our apps. We decided to do so in order to control the quality and make sure the kids REALLY loved what we do. We tested many different versions of the graphics, animations, and other content, always with children in a preschool.

— Monkimun
03
Add some fun to your app with the Android bot

Google allows you to easily integrate the Android bot into your app.

Why it works:
The Android bot is well-recognized and well-liked by Android users, and gives your app a unique element not found in all apps.

Best practices:
- Use the Androidify website to create a unique Android bot, or download the existing art from the Partner Toolkit (contact your Google Play representative if you need access).
- Use this form to notify us of your use of the Android bot, as its use needs to be reviewed by the Android brand approvals team.
- Make sure to include the Creative Commons attribution wherever you use the Android robot.
Developer tips:

We wanted to make something special for Google Play and we thought it would be nice to use the Android bot. We decided to add a new section to our tracing app with some Android bots to trace, and we also used animated Android stickers to trace the bot (that’s a lot of bots!) I think it’s successful because of the Android bot design, which is great, and also because of the way it is included in the app.

— L’Escapadou
04
Characters and intellectual property checklist:

☐ Consider licensing popular characters to help build your audience.

☐ Create your own intellectual property, if you have the time and resources to dedicate to it.

☐ Incorporate the Android bot into your app to delight Android users.
Section 5

Marketing
The development of an app is only one component of building a successful business. Once an app is complete, it’s important to craft a marketing strategy that will help you connect with potential users. Depending on your goals and content, your marketing plan should encompass a variety of tactics.

01 Build a community
02 Reach out to key influencers
03 Have a YouTube presence
04 Marketing checklist
An important part of your marketing plan should be to cultivate relationships with users who like and use your app, and then encourage them to spread the word to others.

**Why it works:**
Engaging with customers shows them you care about their experiences so they build greater affinity for your app, and it helps you solicit feedback on updates, new features, and more. Having users talk about your app to others helps you gain a new audience. Parents especially look to other parents for advice on what will help their kids, while kids like to try stuff that their friends like.

**Best practices:**
- Create an ongoing dialogue with your customers through your social channels.
- Respond to customer comments in the Developer Console.
- Encourage your users to spread the word to others through ratings and reviews. Apps with higher ratings and better reviews get more installs.
Developer tips:

We find that there is very good correlation between number and quality of reviews and the application performance in the stores. We try to identify “happy customers“ and pop up a request to give us a review in the store. We identify happy customers based on use or use duration, and based on purchase.

How to pop up the dialog:

- Not too often because you will get bad reviews.
- When writing an application for toddlers you need to evaluate when it is most likely that the application is in front of a parent — for a child it is just a disturbance, so make sure it is easy to dismiss.
- Use gated access to prevent children from being redirected to the store accidentally.

— TinyHands

Word-of-mouth is an important part of our marketing strategy and we put a lot of effort into maximizing its effects. We strive to acquire loyal customers by offering products of uncompromising quality and distinct style. We engage with our fans through social media and direct mail campaigns and give them reasons to talk about our brand. We try to be close to our fans, by encouraging them to talk with us, share their ideas, and tell us what they’d like to see next.

— Avokiddo
Reach out to key influencers

Connect with educators, curators, bloggers, and parent communities as part of your marketing efforts.

Why it works:
These are important influencers in the kids and families space and can help you reach a wider audience.

Best practices:
- Be strategic in your outreach as it’s very important to make sure you’re targeting the right influencers.
- Use an agency or marketing firm that has a strong footprint in kids and family content.
Developer tips:

We work closely with bloggers that review our apps. We provide bloggers information and graphics in our newsletter once we have launched an app, making it easier for them to review our apps and write about them. We inform about 2,100 kids-apps bloggers and journalists in the space worldwide when we launch an app.

— Fox & Sheep

Our best results are achieved when working with a company that specializes in kids PR. They know all the mommy bloggers and other opinion makers in the kids space.

— Legacy Games
Have a YouTube presence

**YouTube** is a great marketing channel for family apps and games as it’s incredibly popular with kids. Kids spend hours a day on YouTube consuming user-generated content, connecting with their favorite creators, and even watching others play games or unwrap toys.

**Why it works:**

YouTube channels can be leveraged to share game trailers, tips, and even user-generated videos to get users excited about new titles and features.

**Best practices:**

- Promote all of your apps on YouTube with videos.
- Use YouTube cards embedded in videos to inform viewers about other videos, merchandising, playlists, websites, and more; as well as take them directly from the video to your app or game for download. The cards look as beautiful as your videos, are available anytime during the video and work on mobile.
Developer tips:

YouTube is an optimized platform for promoting videos. We are working to raise character IP brand awareness globally, by uploading videos that can be watched only through Pororo/Tayo TV on our YouTube channel.

— ICONIX

We put play-through-videos of our apps live in our YouTube channel as they are fun content for kids and families. We plan to start a YouTube channel in which we give advice to parents how to use kids apps, recommend good apps to them etc. to be a go-to-person when it comes to apps for kids.

— Fox & Sheep

Product:

YouTube Cards

Get started:

goo.gl/eAjthh
Marketing checklist:

- Cultivate a community of users who love your app, and make sure to engage with them.
- Build relationship with influencers in the family space.
- Use your apps to cross promote other apps.
- Take advantage of YouTube’s popularity with kids.
Section 6

Useful resources
Additional resources:

🌟 Designed for Families
developers.android.com/families

🌍 Find success on Google Play
developers.android.com/distribute

✉️ Get news and tips in your inbox
g.co/play/developernews

♭ Android Developers Blog
android-developers.blogspot.com

🌐 +AndroidDevelopers on Google+
google.com/+androiddevelopers

🕒 Android Developers on YouTube
youtube.com/androiddevelopers

🐦 @AndroidDev on Twitter
twitter.com/androiddev

❓ Google Play Developer Help Center
g.co/play/developerhelpcenter
Google Play is committed to the success of developers of family and kids-focused apps and games. Please give us your feedback on this guide so we can continue to improve our products and services to help you grow your app business on Google Play:

goo.gl/xZL1No