Add New App - Process Overview

SAMSUNG

1 App Information

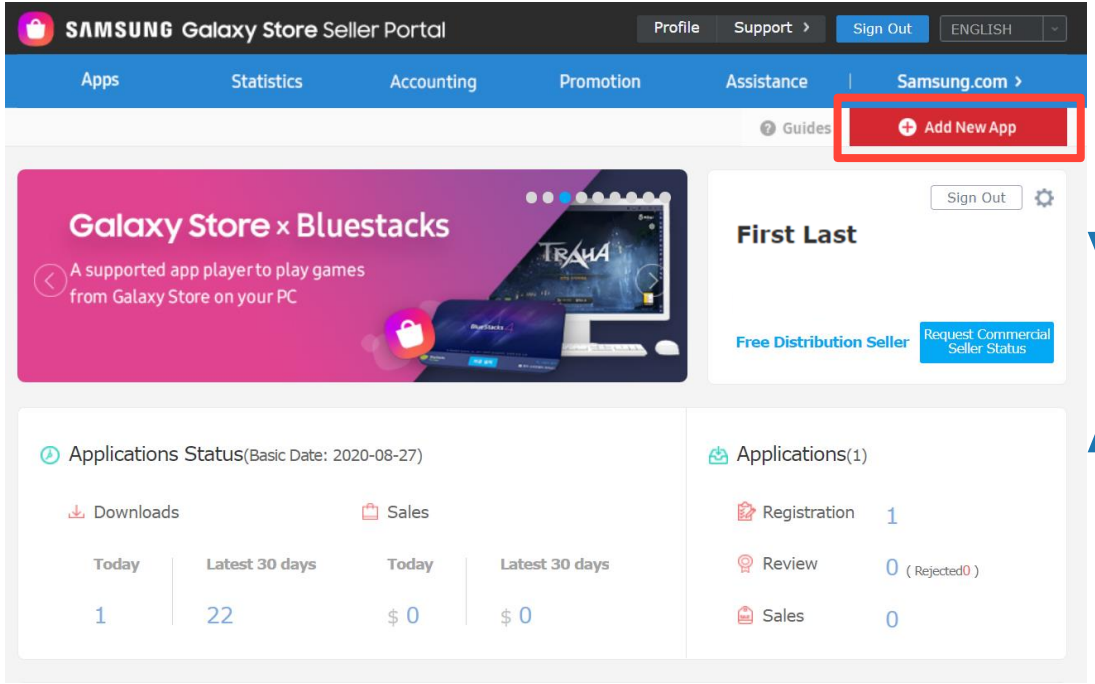
2 Binary

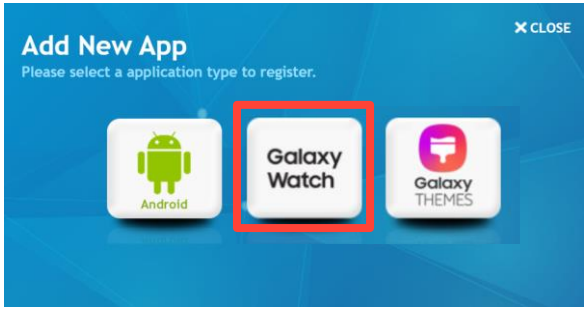
3 Country/Region & Price

4 In App Purchase

5 Review

Add New App - Free & Paid

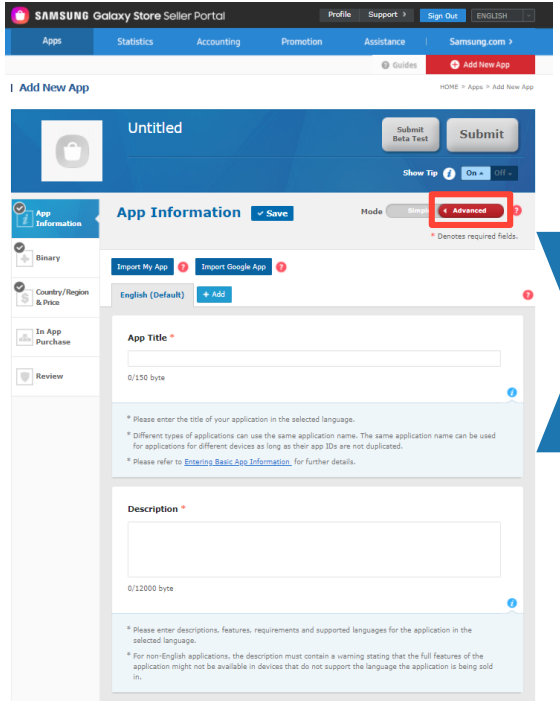




NOTES

1. Only Watch approved partners will have this option enabled.
2. Please send email if it is not enabled.
   - support@samungdevelopers.com

Add New App - App Information: App Title, Description



DETAILED STEPS

1. **Choose "Advanced" mode - This includes important information and options for users and exposure in the Galaxy Store**

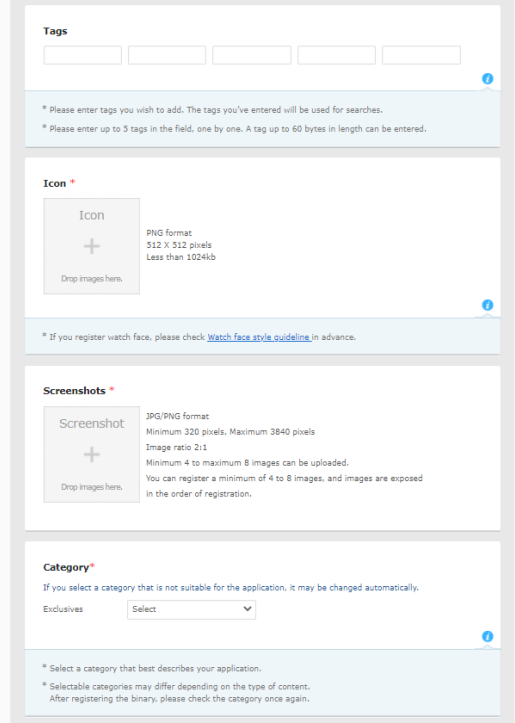
2. **If selling application to more than one country/region, select English as Default Language. Please note that this is one of evaluation categories**
   - Application names and descriptions must be provided in Chinese to sell applications in Chinese app stores

3. **App Title (Required) - This is the name of the app shown to users in the Galaxy Store**
   - When users search, the name of the app entered is the most important information for the search result exposure. Therefore, please be mindful of word spacing/typos, etc.

4. **Description (Required) - This is the description of the app provided for users in the Galaxy Store**
   - Enter an app description that will deliver to users, including an introduction about the app, characteristics, strengths, etc. This is the information that users check to decide whether to purchase/download the app

Refer to Webpage for Further Details	
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201010000&localeLanguage=en
Registering Specialized Content (Watch, Themes)	https://seller.samsungapps.com/guidePopup.as?numcid=0201050000&localeLanguage=en

Add New App - App Information: Tags, Icon, Screenshots, Category



DETAILED STEPS

1. **Tags (Optional) - used for searching the Galaxy Store. For effective app promotion, select highly relevant tags that can well represent the characteristics of the app**

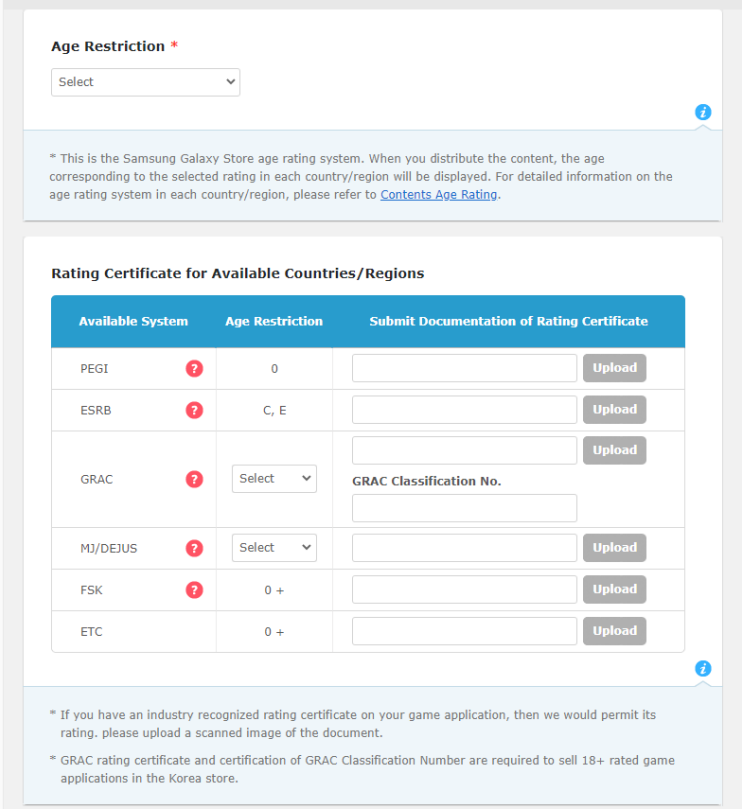
2. **Icon (Required) - please refer to Watch Face Style Guideline**

3. **Screenshots (Required) - portrait and landscape are both accepted**

4. **Category (Required)**
   - Select the category that best suits your app
   - The name of the category that is actually displayed may differ by country/region
   - If a category that is not suitable for app selected, the category can be adjusted discretionarily
   - Selectable categories may differ depending on the type of content. After registering the binary, please check the category once again.

Refer to Webpage for Further Details	
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201010000&localeLanguage=en
Registering Specialized Content (Watch, Themes)	https://seller.samsungapps.com/guidePopup.as?numcid=0201050000&localeLanguage=en
Watch Face Style Guideline	https://seller.samsungapps.com/guidePopup.as?numcid=0201050000&localeLanguage=en&viewmore=0201050103

Add New App - App Information: Age Restriction & Rating Certificate



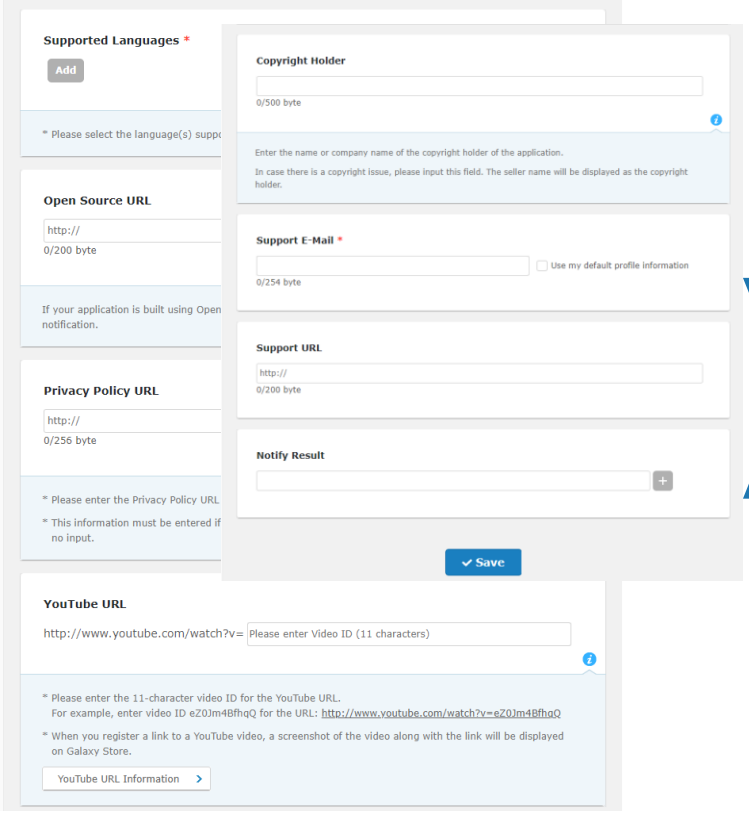
DETAILED STEPS

1. **Age Restriction (Required) - The Galaxy Store provides information on the appropriate age for each app. Check Age Ratings and set an appropriate rating for the app that is being registered**

2. **Rating Certificate for Available Countries/Regions (Optional)**
   - Registering game rating certificates issue in each country/region is available if the app is registered in the Game category
   - In Korea, a certificate issued by the Game Rating and Administration Committee (GRAC) and the classification number are required for the sale of games with an age restriction of 18+

Refer to Webpage for Further Details	
Age Rating	https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en&viewmore=0202020400

Add New App - App Information: Supported Languages, Open Source URL, & More

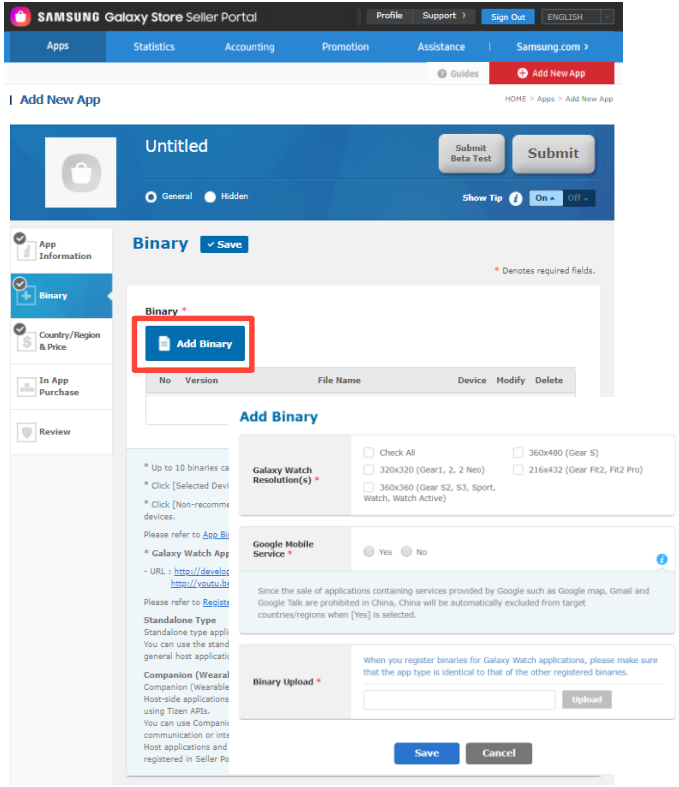


DETAILED STEPS

1. Privacy Policy URL (Required) - required if the app falls into the "Kids" category
2. YouTube Video (Optional) - this will be the first image on the detail page of the app. Rejected if it contains materials unrelated to your application or contains harmful information in violation of Seller Portal's App Review Policy
3. Customer support email (Required) - Enter the email address to which users can send inquiries and suggestions about your app
4. Customer support URL (Optional) - Enter the website address of app or company
5. Make sure to save before clicking to next tab.

Refer to Webpage for Further Details	
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201010000&localeLanguage=en
App Review Policy	https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en

Add New App - Binary

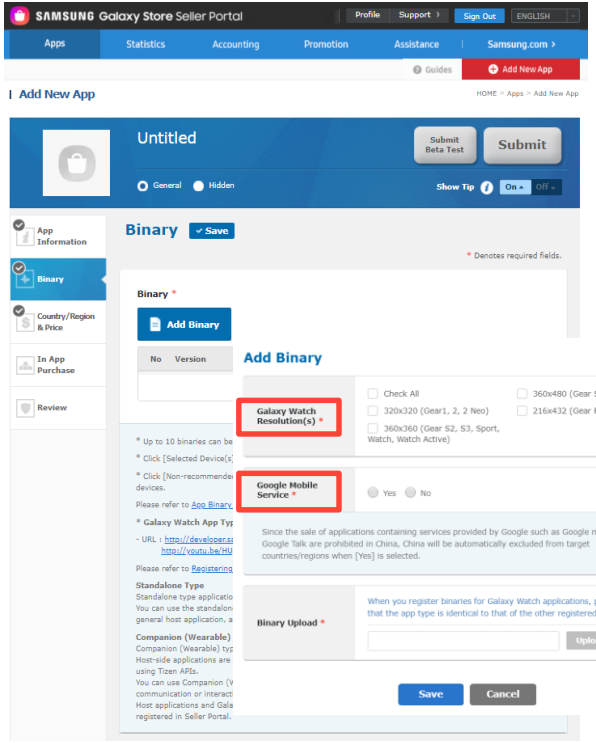


DETAILED STEPS

1. **There are three features when "Add Binary" button is clicked:**
   - Resolution
   - Google Mobile Service
   - Binary upload
2. **Special characters, except for underscore (_) and hyphen (-), and spaces are not allowed**
3. **A binary file cannot be registered if it has the same package name of a binary file that was registered by any OTHER Seller Portal Commercial Seller, even after the file was deleted**
4. **After uploading the binary files, click the "Save" button and check the binary details**

Refer to Webpage for Further Details	
App Binary Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201020000&localeLanguage=en&viewmore=0201020101

Add New App - Binary



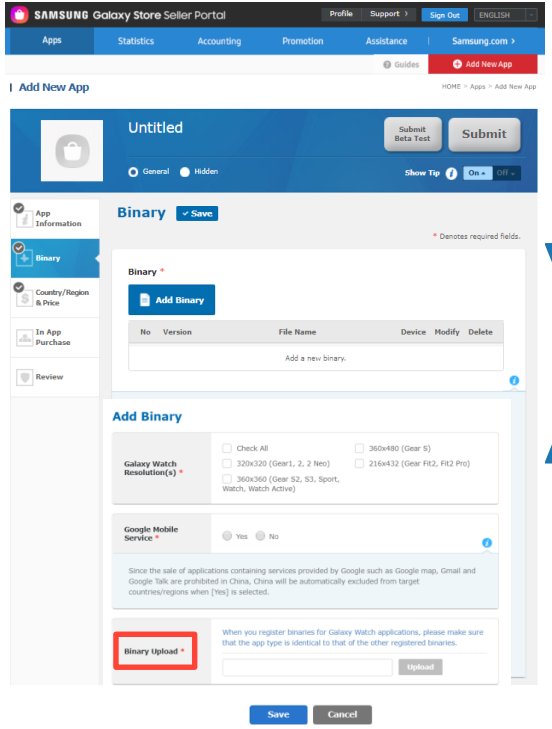
DETAILED STEPS

1. Resolution (Required)
   - Select the device resolutions to be registered for the app Select "Check All" unless you would like specific resolutions to be registered. After the binary upload, the resolutions that are not supported will be automatically extracted

2. Google Mobile Services (Required)
   - Please indicate whether the app registering uses services provided by Google (Google map, Gmail, etc.). The app cannot be sold in China if GMS is included

Refer to Webpage for Further Details	
App Binary Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201020000&localeLanguage=en&viewmore=0201020101
Google Mobile Services	https://www.android.com/intl/ko_kr/gms/
Registering Galaxy Watch Contents	https://seller.samsungapps.com/guidePopup.as?numcid=0201050000&localeLanguage=en&viewmore=0201050100

Add New App - Binary: Criteria for Exposure in the Store



DETAILED STEPS

1. **The binary is shown only in the devices that support the API Level (OS version) between the MinSdkVersion and MaxSdkVersion values of the binary**

2. **If several binaries support the API Level (OS version) of a device, the binary with the highest version will be shown**

3. **App ID (Package Name) management**
   - The App ID of all the binaries registered for an app must be identical, and you need to use the registered App ID even when re-registering or updating
   - You cannot use App IDs of other apps, but you can reuse the App ID of an app that has been deleted or is no longer offered for sale

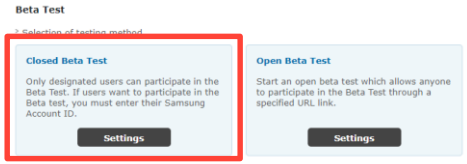
4. **Signing Key management**
   - All binaries must include a Signing Key. A binary that includes a Test Signing Key can be rejected for registration or suspended from sale
   - The Signing Keys of all binaries registered for an app must be identical, and need to use the registered Signing Key even when re-registering or updating
   - If you use the same App ID of an app that is no longer offered for sale, you also need to use the same Signing Key. If users download an app that has a different Signing Key from that of the existing app, the app cannot be installed on the device

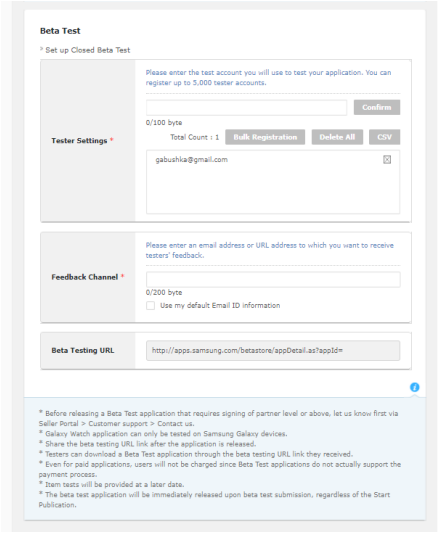
5. **Other points to consider**
   - All binaries registered for an app must support the same attributes (Galaxy Watch app type, Edge Mode). Check the attributes in the automatically extracted results of a registered binary
   - Register up to 10 binary files and the extensions of all binaries registered for an app must be identical

6. **Make sure to save before clicking to next tab**

Refer to Webpage for Further Details	
App Binary Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201020000&localeLanguage=en&viewmore=0201020101

Add New App - Beta Test: Closed



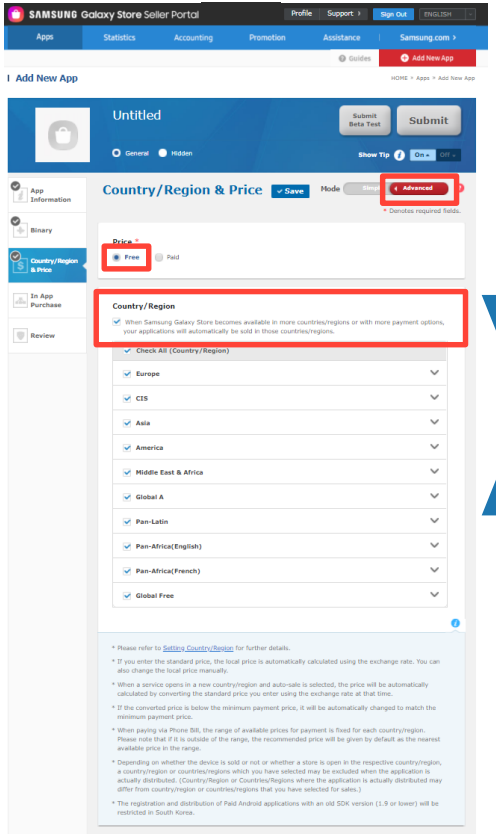


DETAILED STEPS

1. Before releasing a Beta Test application that requires signing of partner, platform level or above, let us know first via Seller Portal > Customer support > Contact us
2. Tester Settings (Required) - Only an account that has signed up for a Samsung account can be designated as a tester and up to 5,000 testers can be registered
3. Feedback Channel (Required) - Enter a URL address or E-mail account where the feedback from testers will be sent
4. Beta Testing URL - Tester can download the beta test app via the shared test participation URL after the app is distributed and will need to also be on the "Tester Settings" list
5. For paid applications, users will not be charged since Beta Test applications do not actually support the payment process
6. Items in an application being beta tested can be purchased only when the version of Samsung IAP SDK integrated into the application is 4.0 or newer
7. Galaxy Watch application can only be tested on Samsung Galaxy devices
8. Fees will be charged to users who purchase items in an application being beta tested in the same way that they are charged when purchasing items in the commercial version

Refer to Webpage for Further Details	
Beta Test	https://seller.samsungapps.com/guidePopup.as?numcid=0201090000&localeLanguage=en
Test Guide	https://developer.samsung.com/iap/iap-test-guide.html

Add New App - Country/Region & Price: Free

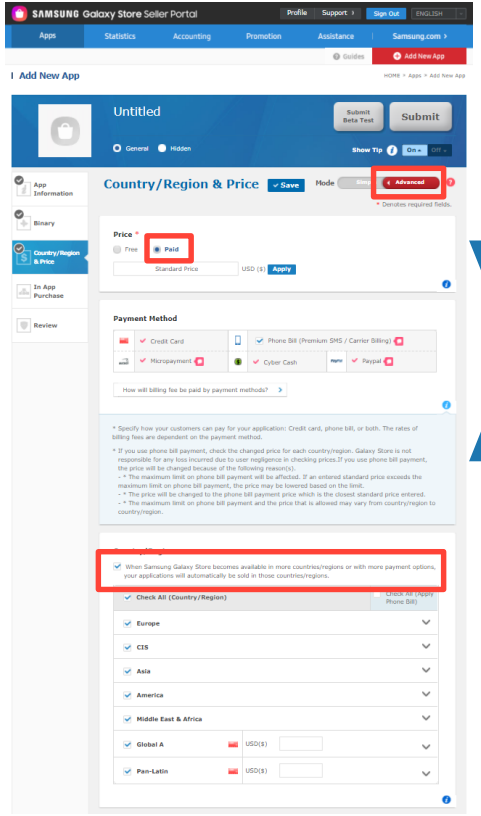


DETAILED STEPS

1. Choose "Advanced" mode - to select countries individually
2. Price (Required) - To charge for an application, you must request Commercial Seller Status first -refer here
3. Country/Region (Optional) - When Samsung Galaxy Store becomes available in more countries/regions, the application will automatically be made available in those countries/regions

Refer to Webpage for Further Details	
Setting the Price Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030102

Add New App - Country/Region & Price: Paid



DETAILED STEPS

1. Choose "Advanced" mode - to select countries individually

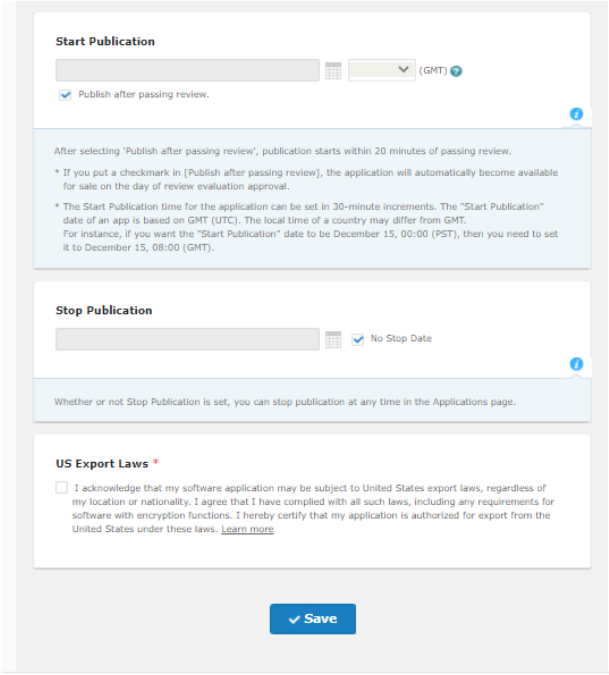
2. Price (Required) - The local price is automatically calculated using the current exchange rate when application is submitted or choose to manually set local price

3. Payment Method (Required) - Specify how your customers can pay for your application: Credit card, phone bill, or both. The rates of billing fees are dependent on the payment method

4. Country/Region (Optional)
   - When Samsung Galaxy Store becomes available in more countries/regions, and auto-sale is selected, the price will be automatically calculated by converting the standard price you enter using the exchange rate at that time
   - If the converted price is below the minimum payment price, it will be automatically changed to match the minimum payment price
   - When paying via Phone Bill, the range of available prices for payment is fixed for each country/region. Please note that if it is outside of the range, the recommended price will be given by default as the nearest available price in the range

Refer to Webpage for Further Details	
Setting the Price Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030102
Setting Country & Region	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030101

Add New App - Country/Region & Price: Start & Stop Publication, US Export Laws



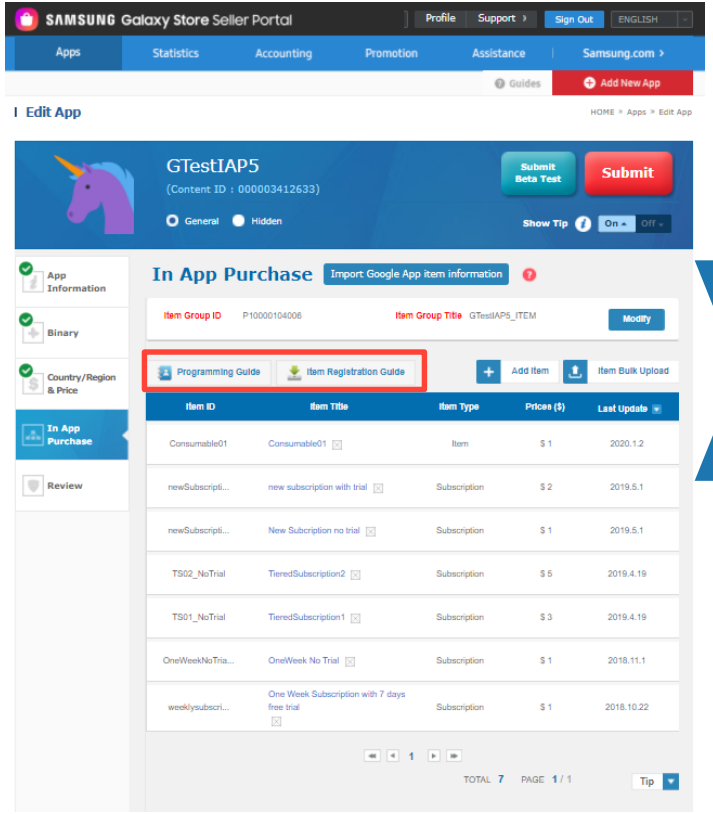
DETAILED STEPS

1. **Start Publication (Optional)**
   - If you put a checkmark in "Publish after passing review", the application will automatically become available for sale on the day of review evaluation approval
   - The "Start Publication" date of an app is based on GMT (UTC). The local time of a country may differ from GMT

2. **Stop Publication (Optional)**
   - If you do not specify the end date for sales, the app will continue to be sold until you manually stop the sales
   - Whether or not Stop Publication is set, you can stop publication at any time in the Applications page

Refer to Webpage for Further Details	
Setting Country & Region	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030101

Add New App - In App Purchase

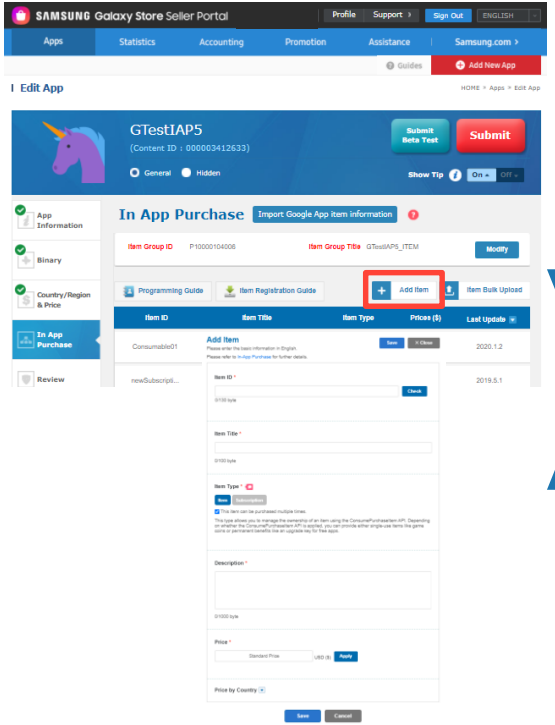


DETAILED STEPS

1. Commercial seller status is required to add any in-app purchase, please refer here
2. Samsung in-app payment SDK needs to be synced with the apk for in-app items to be generated
3. The IAP menu is activated only when the apk synced with Samsung In-App Payment SDK is registered in Seller Portal
4. To provide an app that support in-app payment in the Galaxy Store, you must use Samsung IAP
5. All information must be entered in English

Refer to Webpage for Further Details	
Samsung In-App SDK	https://developer.samsung.com/iap/release-note.html
Programming Guide	http://developer.samsung.com/iap
Item Registration Guide	https://seller.samsungapps.com/qa/downloadSupportFiles.as?type=8

Add New App - In App Purchase: Add Item



DETAILED STEPS

1. **Item ID (Required) - Cannot be changed after completing item registration**

2. **Item Title (Required) - The name of an in-app item that will be displayed on the Samsung integrated payment window when the purchaser buys the item**

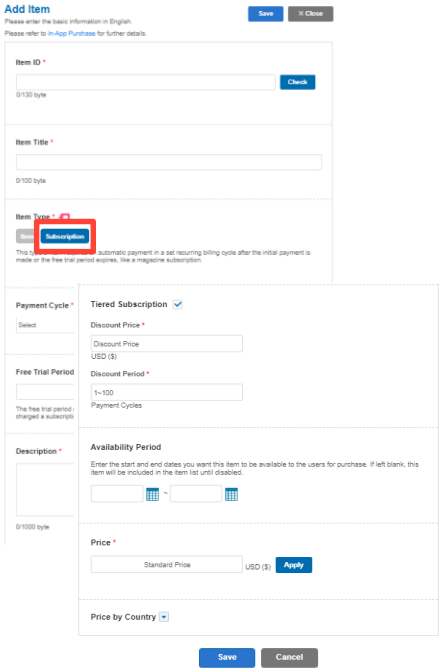
3. **Item Type (Required) -**
   - "Item" includes consumable items that are purchased for one-time use and permanent items that provide continuous ownership.
   - "Subscription" includes products, like a magazine subscription, is automatically paid for on a billing cycle after the first payment/free trial

4. **Price (Required) - Can be set from $0 to $400**

5. **Price by Country (Optional)- refer here**

Refer to Webpage for Further Details	
Item Registration Guide	https://seller.samsungapps.com/qa/downloadSupportFiles.as?type=8
Registering Items Individually	https://seller.samsungapps.com/guidePopup.as?numcid=0302010000&localeLanguage=en&viewmore=0302010100

Add New App - In App Purchase: Add Item (Subscription)



DETAILED STEPS

1. **Payment Cycle (Required) - Automatic payment cycle (week, month, quarter, half year, and year)**

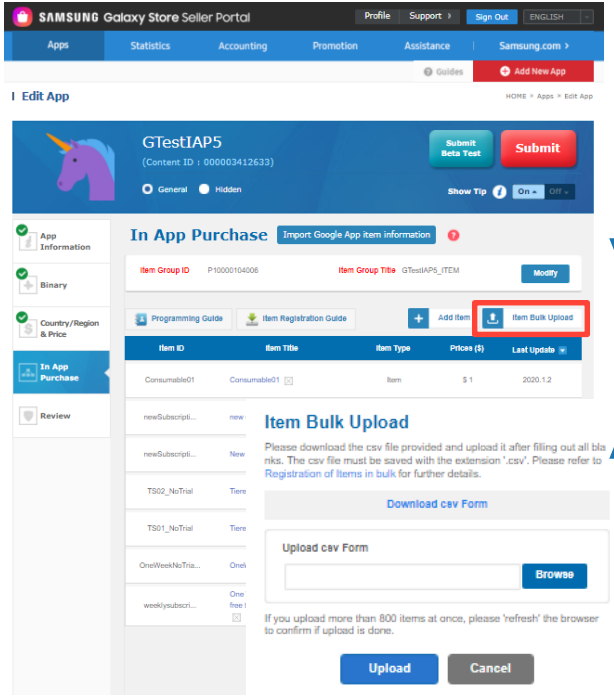
2. **Free Trial Period (Optional)**
   - Period for which the user can try the subscription product without making a payment
   - Payment will be automatically made according to a set payment cycle after the free trial period expires

3. **Tiered Subscription (Optional)**
   - Weekly, monthly, every 3 months, every 6 months, or yearly subscription periods are available
   - The option to have a lower-tier purchase price and lower-tier price subscription periods (any reasonable price below the regular price for 1 to 100 subscription periods). After the lower-price periods end, regular-price periods automatically begin
   - Must have regular-tier price periods (any reasonable price)

4. **Availability Period (Optional) - Enter the start and end dates you want this item to be available to the users for purchase. If left blank, this item will be included in the item list until disabled**

Refer to Webpage for Further Details	
Subscription Guide	https://developer.samsung.com/iap/iap-subscription.html
Item Registration Guide	https://seller.samsungapps.com/qa/downloadSupportFiles.as?type=8

Add New App - In App Purchase: Item Bulk Upload

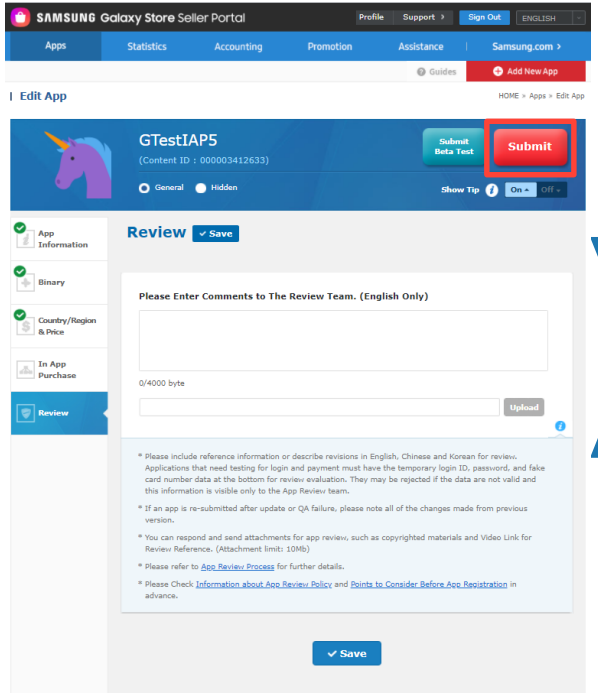


DETAILED STEPS

1. If there are many in-app items to register, you can register multiple items (up to 1,000 items) in the CSV file format using the "Item Bulk Upload" feature
2. Item Bulk Upload can be used to register Item products only. Subscription products can only be registered individually in the Seller Portal
3. It is not possible to set different prices for each country in bulk upload. The price can be modified in the Seller Portal after bulk upload
4. Once Item Bulk Upload is complete, all items except for subscription products are deleted from the item list, and the uploaded CSV file data are registered. To keep the previously registered items, you must include them along with new items in the CSV file

Refer to Webpage for Further Details	
Item Registration Guide	https://seller.samsungapps.com/qa/downloadSupportFiles.as?type=8
Registering Items in Bulk	https://seller.samsungapps.com/guidePopup.as?numcid=0302010000&localeLanguage=en&viewmore=0302010200
CSV File for Bulk	https://img.samsungapps.com/iap_webclient/bulk/GalaxyApps_IAP_Bulk_template.csv

Add New App: Review



DETAILED STEPS

1. **"Submit" button**
   - Gray - the required fields have not been saved and the application cannot be submitted. If you click the gray Submit button, a window will pop-up showing a list of the required fields that were left blank
   - Red - The compatibility and consistency of each field will be checked. In some cases, you might not be able to submit the application and an alert message pops up. Some information may be automatically excluded or you may need to make corrections. If there's no alert after clicking the red Submit button, a window pops up and asks if you wish to continue with the submission

2. **The app review policy of the Galaxy Store consists of 3 major categories**
   - Performance - Functionality, usability, metadata, hardware compatibility
   - App Content and Behavior - Sexual content, violence, alcohol, tobacco and drugs, defamation, game and gambling, User-generated content, advertisements
   - Legal - Privacy, intellectual property rights, apps for kids, miscellaneous

Refer to Webpage for Further Details	
App Review Policy	https://seller.samsungapps.com/guidePopup.as?numcid=0202020000&localeLanguage=en
Points to Consider before App Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201080000&localeLanguage=en

Application Validation Steps

SAMSUNG

PRE REVIEW (~1 Business Day) → **DEVICE TEST (~2-4 Business Day)** → **FOR SALE**



- **Examines:**
  - Security issue
  - Contents
  - Basic function test[1]

- **Examines application functions**
- **If application is found to have additional function issue, it may be suspended or device groups in problem can be removed**

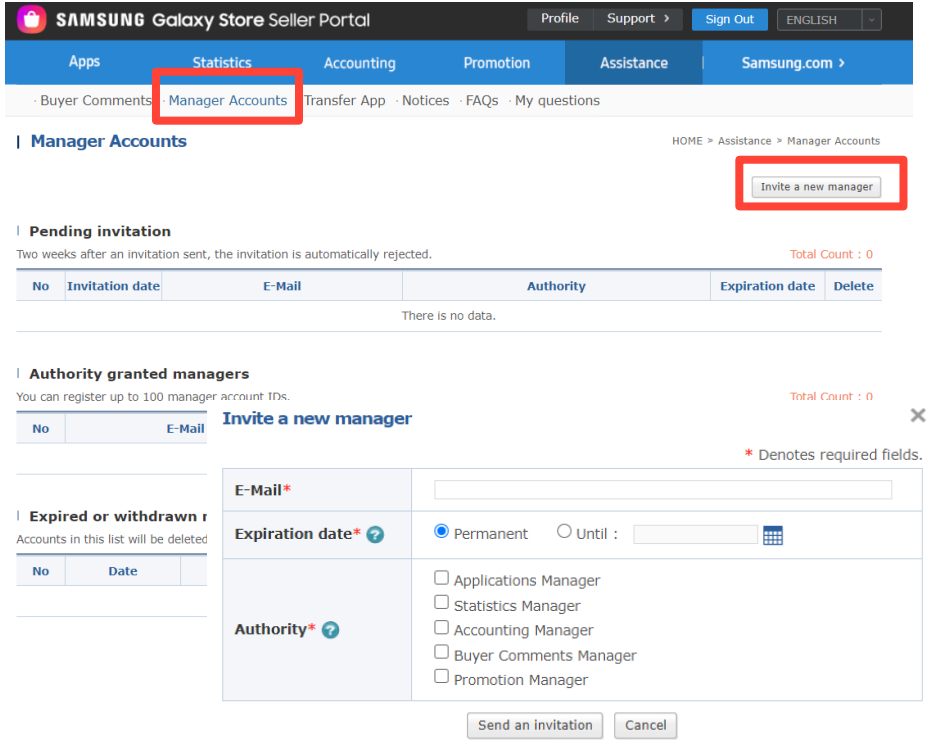
- **If there is no reason for suspension or removal, the "For Sale" status is granted**

1 Such as installation, execution, uninstallation and etc.

SAMSUNG

Frequently Asked Questions

FAQ- How Do You Add a Sub-Account?

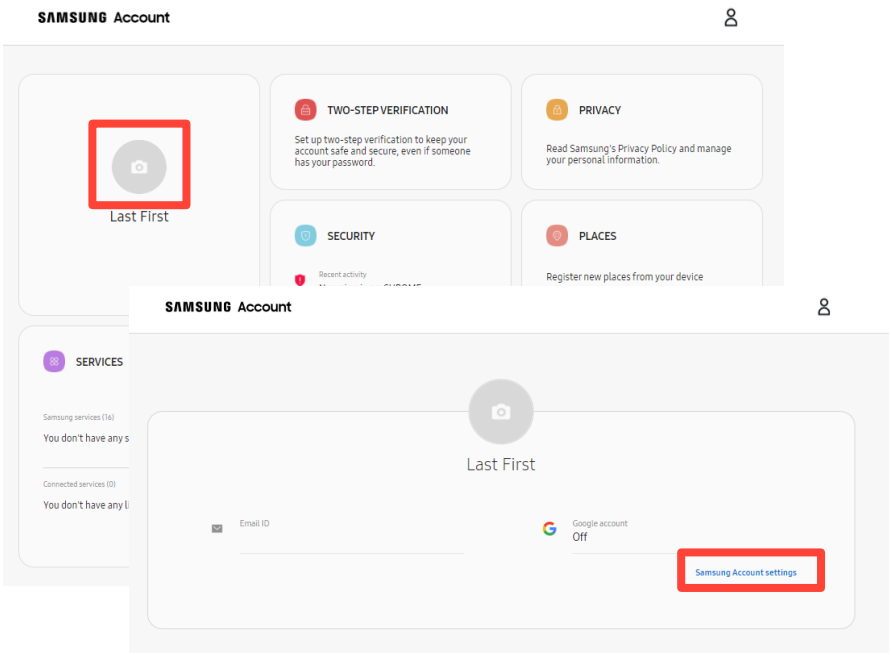


DETAILED STEPS

1. Create a separate Seller Portal Account (Same as creating the master account. Getting partner account approval is not a mandatory step.)
2. Log in to master Seller Portal Account
3. Go to "Assistance"
4. Click on "Invite a new manager"
5. Go to "Sub Account Management" section and add sub accounts

Account Access Level	Description	Account Access Level	Description
Master (Account owner)	• Has full access to Seller Portal • Can add or remove subaccount permissions	Buyer Comments Manager	• Can be given access to buyer comments
Applications Manager	• Can be given access to all or specific apps	Order Management Manager	• Can be given access to order management
Statistics Manager	• Can be given access to statistics		
Accounting Manager	• Can be given access to accounting		

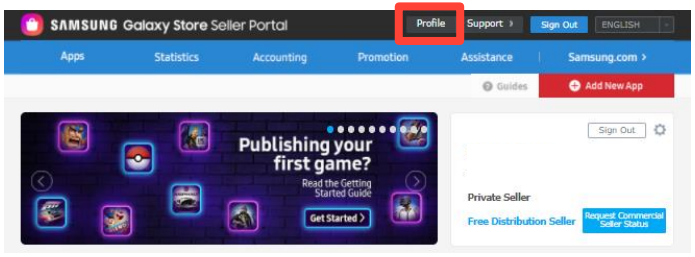
FAQ- How Do You Change Seller Portal Account E-Mail?



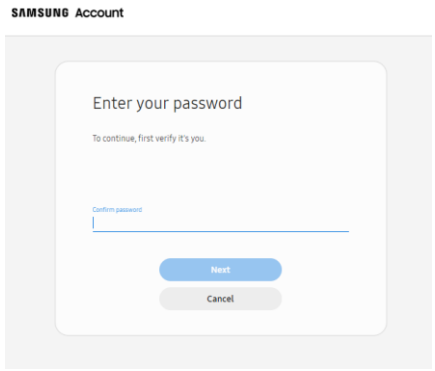
DETAILED STEPS

1. Go to and sign in to your account
   - https://account.samsung.com/membership/intro
2. Click on the picture with camera icon
3. Click on "Samsung Account settings"
4. Click on "Email ID" and change Email

FAQ- How Do You Change Information in Seller Portal Account?



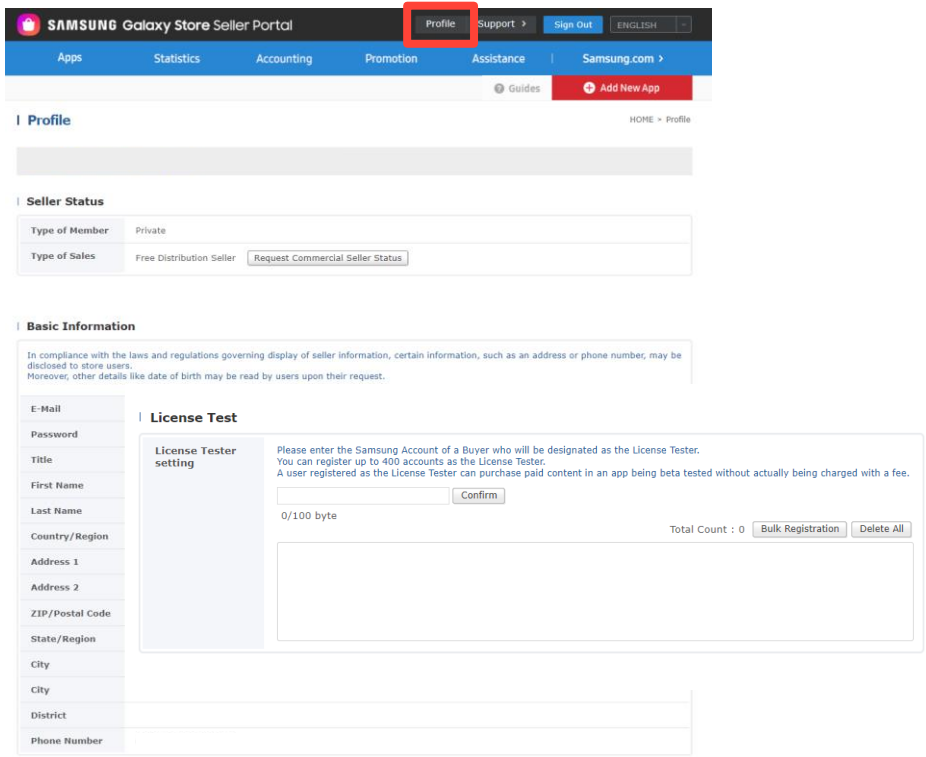




DETAILED STEPS

1. Go to and sign in to your seller account
   - https://seller.samsungapps.com
2. Click on the "Profile"
3. Scroll to bottom and click on Edit
4. Re-enter password
5. Make changes and save
6. If you are a Commercial Seller, there are restrictions on editing your profile. Please contact Customer Support if you need to change your information - http://help.content.samsung.com/csseller

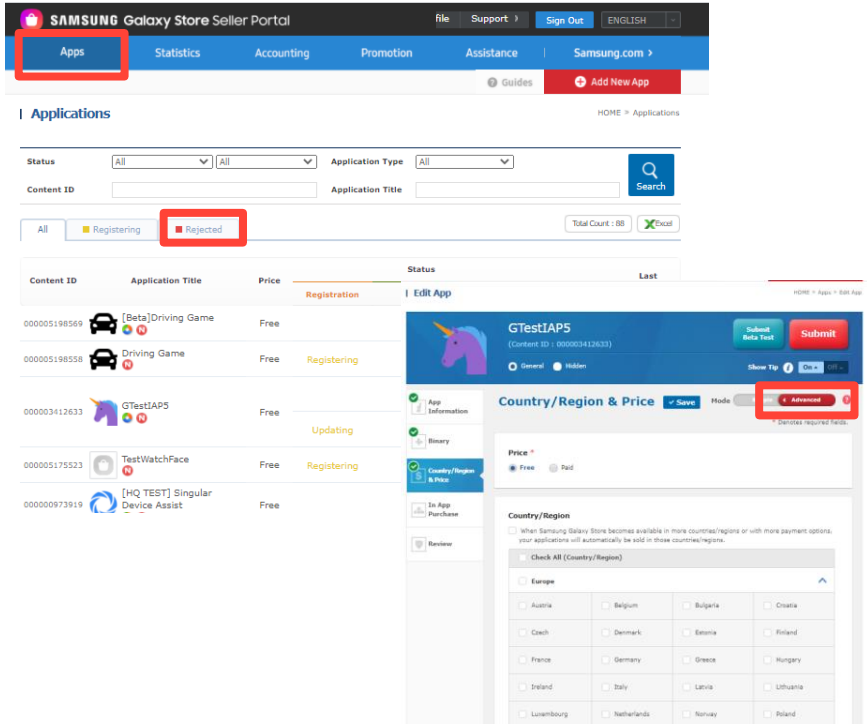
FAQ- How Do You Add a License Account?



DETAILED STEPS

1. Go to and sign in to your seller account
   - https://seller.samsungapps.com
2. Click on the "Profile"
3. Scroll to bottom and click on Edit
4. Re-enter password
5. In "License Test" Field:
   - Enter up to 400 accounts
   - All accounts must be Samsung Account emails

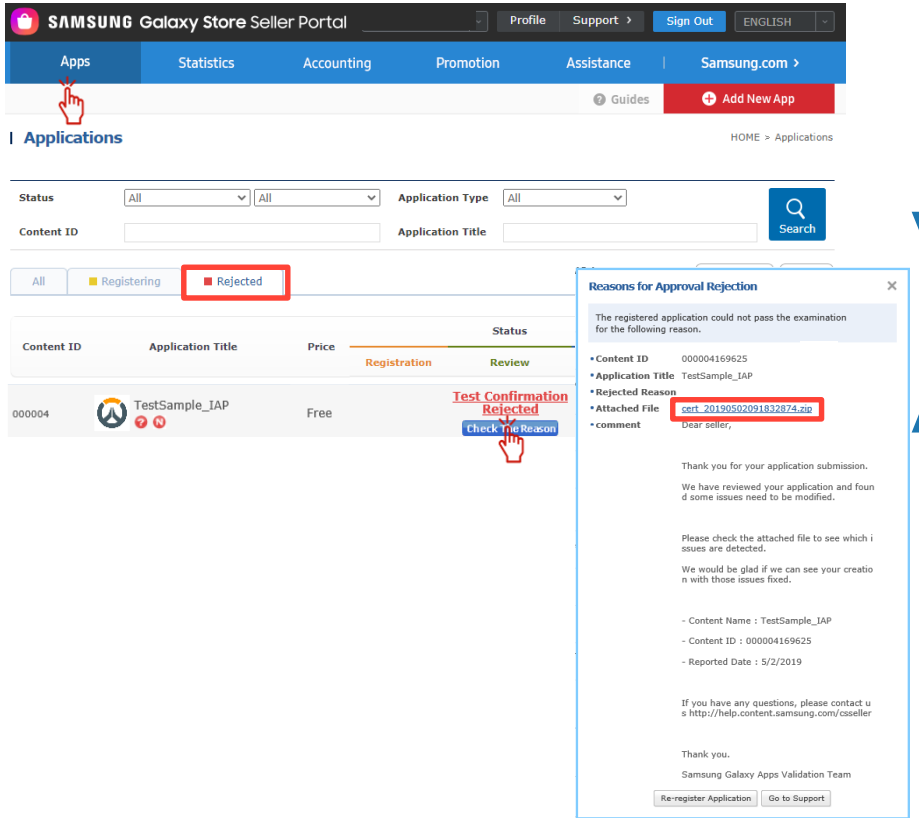
FAQ- How Do You Restrict the App to be Available Only in the U.S.?



DETAILED STEPS

1. In Seller Portal, go to "Apps"
2. Click on the Status → Registration of the app
3. Switch To "Advanced" mode
4. Remove all countries, except USA
5. Click the "Submit" button

How to Check Validation Rejection Reason



DETAILED STEPS

1. Go to seller portal
2. Click "Apps"
3. For the application that was rejected, go to "Rejected" tab
4. Click "Check The Reason" button
5. For detailed validation rejection report, click "attached file"

NOTES

1. Once the issue is fixed, you can re-register by clicking "Re-register Application" button
2. If you have any questions regarding the validation rejection reason, please click "Go to Support" > 1:1 inquiry (Specify content ID of the rejected application)

FAQ

SAMSUNG

1. **What is the official policy from Samsung on the Play Protect prompt for games published exclusively on Galaxy Apps Store?**
   - We have no specific policy on this Play Protect issue, just detect it as an installation failure issue. Because it caused by Google security policy(OS), and it is impossible to block the message on our end. We recognize it may occur for an application which has no security issue randomly, sometimes it happens in applications that have been updated dozens of times without any issues. However we are not able to ignore it and distribute to our store because of our users. Users strongly trust this play protect message and urge us to suspend this unsecured app. This undermines the reliability of our Galaxy Store, so we reject if the prompt occur while app install. Unfortunately only seller can solve this problem.

2. **Why is certification of my app taking so long?**
   - Pre-Review takes approximately 1 business day and will be live in the Galaxy Store immediately if the app passes Security issue, Contents and Basic function test. During this time, the Review team will continue to examine the applications functions. If there are any issues or problems, the app will be suspended and removed from the Galaxy Store. This process is 2 to 4 business days.

FAQ - Additional Resources

FAQ	
Seller FAQ	https://help.content.samsung.com/csseller/faq/searchFaq.do
In-App FAQ	https://developer.samsung.com/iap/faq.html
Themes FAQ	https://developer.samsung.com/galaxy-themes/overview.html?ts=1600042103607#FAQ
Watch FAQ	https://developer.samsung.com/galaxy-watch-design/studio/faq.html

Contacts & Resources	
Seller Portal	https://help.content.samsung.com/csseller/ticket/createQuestionTicket.do
Developer Support	https://developer.samsung.com/support
Developer Forums	https://forum.developer.samsung.com/c/mobile/samsung-iap/20
Marketing Resources	https://developer.samsung.com/galaxy-store/marketing-resources.html