

BlackBerry App World storefront

Version: 1.0

Vendor Guide

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Overview

1

The BlackBerry App World™ storefront gives BlackBerry® device users a single location to discover, try, purchase, download, manage, and rate items such as applications for BlackBerry devices. The storefront gives vendors a location that is designed to be highly secure and accessible to all users who have the BlackBerry App World application installed on their BlackBerry devices.

BlackBerry device users can access BlackBerry App World over the wireless network. The BlackBerry App World application is available from <http://www.blackberry.com>.

Vendors can use BlackBerry App World to reach their customers and potential customers in a single location. To apply for membership, vendors provide information and proof about their company, and pay a fee for each set of items that they want to store in BlackBerry App World.

Related resources

Self-serve resources are available for the BlackBerry App World™ storefront.

Resource	Description
BlackBerry® Technical Solution Center	<p>The BlackBerry Technical Solution Center provides technical support documentation so that BlackBerry device users can troubleshoot various issues on their own. The BlackBerry Technical Solution Center includes What Is, How To, and Support articles.</p> <p>For more information about troubleshooting issues with BlackBerry App World storefront, visit www.blackberry.com/btsc.</p>
BlackBerry Support Community Forum	<p>The BlackBerry Support Community Forum facilitates the exchange of information between customers on topics such as product information, troubleshooting issues, product reviews, and general discussions. For more information about the BlackBerry Support Community Forum, visit supportforums.blackberry.com/rim/.</p>
BlackBerry® Answers	<p>BlackBerry Answers is a natural-language search application that provides specific answers to customer questions. To create a personalized experience, all answers provided are tailored to a customer's BlackBerry device model and software version. BlackBerry Answers is currently available in English only.</p> <p>For more information about BlackBerry Answers, either click the BlackBerry HELP! icon on the Home screen of the BlackBerry device or visit mobile.blackberry.com.</p>

Applying for membership

2

Creating a membership account

Before you can make applications available to BlackBerry® device users, you must create a membership account to request access to the vendor web site for the BlackBerry App World™ storefront. During the registration process, you must provide company information and specify an individual to be the administrator of the membership account. To collect payments for your applications, you must have a PayPal® account that you can register with BlackBerry App World.

After you complete the registration process, Research In Motion reviews the membership account information and deducts the developer administration fee from your PayPal account. The developer administration fee covers the costs that are associated with managing your applications. After RIM approves your membership request, RIM sends you an email message to verify your membership account. The email message includes a receipt for the developer administration fee, and instructions about how you can submit your applications for testing and approval before BlackBerry device users can download them from BlackBerry App World. If your membership request is not approved, RIM refunds the developer administration fee.

Related topics

[Create a membership account, 4](#)

Create a membership account

The BlackBerry App World™ storefront uses the information that you provided during the registration process to create the administrator for your membership account. You cannot remove the administrator from your membership account.

Before you begin: If you have a PayPal® account, verify that you have your login information available. If you do not have a PayPal account, you are prompted to create one during the registration process.

1. On the vendor web site for BlackBerry App World, click **Get Started**.
2. To accept the terms of the license agreement, select the appropriate check box.
3. Perform one of the following actions:
 - To offer free applications only, click **Next**.
 - To sell applications, select the **Yes** option. To accept the terms of the Digital River® license agreement, select the appropriate check box. Click **Next**.
4. Complete the instructions on the screen. Click **Next**.
5. On the PayPal Registration screen, click **Check out with PayPal**.
A PayPal web page opens.
6. On the PayPal Log In screen, perform one of the following actions:
 - If you have a PayPal account, in the **Already have a PayPal account** section, type your login information. Click **Log In**.

- If you do not have a PayPal account, in the **Create a PayPal account** section, complete the instructions on the screen. Log in to PayPal using the PayPal account information that you created.
7. On the Review your Information screen, verify that the information is correct. Click **Continue** to return to the vendor web site for BlackBerry App World.
 8. On the PayPal Registration screen, click **Next**.
 9. On the Final instructions screen, click **Done**.

Related topics

[Creating a membership account, 4](#)

Managing a membership account

3

Add a user to a membership account

You can add users to your membership account for the BlackBerry App World™ storefront and you can assign the appropriate permission to each user.

Before you begin: You must have administrator permission to perform this task.

1. On the vendor web site for the BlackBerry App World storefront, in the left pane, click **Manage User Accounts**.
2. On the Manage User Accounts screen, click **Add New User**.
3. On the Manage Account screen, complete the instructions on the screen.
4. To specify a permission for the user, in the **Account Type** drop-down list, click the appropriate permission type.
5. Click **Create**.

Related topics

[User permissions for membership accounts, 6](#)

User permissions for membership accounts

Type	Description
application	This permission specifies that a user can add and make changes to applications, and make applications available or unavailable for sale.
report generator	This permission specifies that a user can generate and view reports.
administrator	This permission specifies that a user can add users, change account information and user information, and perform the same actions as users with application permission and generator permission.

Change user information for a membership account

If the personal information or contact information for a user changes, you can update your membership account to reflect the changes.

Before you begin: You must have administrator permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage User Accounts**.
2. On the Manage User Accounts screen, click **Edit** beside a user.
3. On the Manage Account screen, change the appropriate information.

4. Click **Save**.

Remove a user from a membership account

You cannot remove the administrator that you created for your membership account during the BlackBerry App World™ storefront registration process.

Before you begin: You must have administrator permission to perform this task.

1. On the vendor web site for BlackBerry App World, in the left pane, click **Manage User Accounts**.
2. On the Manage User Accounts screen, click **Delete** beside a user.
3. When prompted, click **OK**.

Change information for a membership account

Before you begin: You must have administrator permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Account Details**.
2. On the Manage Account Details screen, on the **Vendor Info** tab, change the appropriate information.
3. Click **Save**.

Change information for a PayPal account

Before you begin: You must have administrator permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Account Details**.
2. On the Manage Account Details screen, on the **PayPal Info** tab, click **Check out with PayPal**.
A PayPal® web page opens.
3. On the Review your information screen, change the appropriate information.
4. Click **Continue** to return to the Manage Account Details screen on the vendor web site for BlackBerry App World.
5. Click **Save**.

Managing applications

4

Adding an application

On the vendor web site for the BlackBerry App World™ storefront, you can add applications and configure application settings, attributes, availability, and pricing. You can also add icons and screen shots for your applications, as well as add multiple releases of applications to facilitate application upgrades. To target specific BlackBerry® devices with different versions of an application, you can add multiple bundles of .cod files to each release. Depending on your preference, you can add releases, bundles, and .cod files individually, or you can add a .zip file that contains all components.

Depending on the country where you develop applications and the type of encryption that your applications use, you might be required to provide the ECCN for an application or upload a copy of the application's CCATS, to verify that Research In Motion is complying with international export regulations.

After you add an application, BlackBerry App World automatically sends the application information to RIM for review. If the application is approved by RIM, RIM sends you an email message to verify the approval. You can then make the application available for sale in your application list so that users can download the application.

Related topics

[Add an application, 10](#)

[Create a .zip file for a release, 8](#)

[Prerequisites: Adding an application, 8](#)

Prerequisites: Adding an application

- You must have administrator permission or application permission.
- You must accept the license agreement for Digital River® before you can add applications that require payment.
- If you prefer, you can create a .zip file for a release to add the release to an application instead of adding the information manually.

Related topics

[Add an application, 10](#)

[Create a .zip file for a release, 8](#)

[Adding an application, 8](#)

Create a .zip file for a release

To add releases to an application quickly, you can create .zip files for the releases.

1. On your computer, create and name a folder for the release.
2. In the release folder that you created, create and name a subfolder for the bundle.
3. In the bundle subfolder that you created, add the appropriate .cod files and a devices.txt file that specifies the BlackBerry® devices that the bundle supports.

4. Repeat steps 2 and 3 for each additional bundle.
5. In the release folder that you created, add a releases.xml file that specifies the release version and release notes for the release.
6. Convert the release folder to a .zip file using file-compression software.

Related topics

[Adding an application, 8](#)

[Prerequisites: Adding an application, 8](#)

[Add an application, 10](#)

[Components of a .zip file for a release, 9](#)

Components of a .zip file for a release

The more items that you include in a .zip file for a release, the less information you have to provide manually on the vendor web site for the BlackBerry App World™ storefront.

Item	Description
bundle subfolder	<p>This item separates .cod files into groups that target different BlackBerry® devices. If a release supports all BlackBerry devices, bundle subfolders are not required.</p> <p>The name of the bundle subfolder specifies the minimum version of the BlackBerry® Device Software that the bundle supports. The name of the bundle subfolder must use the following format: For_x.x.x (where x.x.x is the BlackBerry Device Software version).</p> <p>By default, if the bundle name does not conform to this format, the minimum version of the BlackBerry Device Software that the bundle supports is 4.2.0.</p>
release.xml file	<p>This item specifies the release version and release notes for the release. The release.xml file must be located in the root of the release folder, and its contents must use the following format:</p> <pre><?xml version="1.0" encoding="utf-8"?> <Release version="x.x.x.x"> <ReleaseNotes> Release note text. </ReleaseNotes> </Release></pre> <p>The release version number must not exceed four digits. Additional numbers are truncated.</p> <p>By default, if no release.xml file exists, the release version is 1.0 and the Release Notes field is empty.</p>
devices.txt file	<p>This item specifies the BlackBerry devices that a bundle supports. The devices.txt file must be located in the bundle subfolder and must contain the model numbers of the BlackBerry device, separated by commas or new lines. BlackBerry App World ignores values that are not valid.</p>

Item	Description
	<p>Example: Contents of a devices.txt file</p> <p>8900,8800,9530,9500</p> <p>8707h,8707v,8707g,8705g</p> <p>By default, if no devices.txt file exists in a bundle subfolder, or if the the file contains no valid BlackBerry devices, all BlackBerry devices are supported.</p>
.cod files	<p>These items contain the source code for the application. The .cod files can be located in the bundle subfolders or root of the release folder. By default, if any .cod files are located in the root of the release folder, the .cod files are assigned to a bundle that is named New Bundle.</p>

Add an application

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Applications**.
2. Click **Add Application**.
3. On the Export Control screen, complete the instructions on the screen.
4. Click **Next**.
5. On the Enter Main Application Data screen, perform the following actions:
 - a. In the **Application Name** field, type a name for the application.
 - b. Click **Add**. Navigate to the .png image that you want to use for the application. Double-click the file.
 - c. In the **Category** drop-down list, click a category type for the application.
 - d. In the **License Type** drop-down list, click a license type. Complete the instructions on the screen. Click **Next**.
6. On the Add descriptions of your application screen, in the **Primary Language** drop-down list, click a language.
7. In the **Application Description** field, type a description in the language that you specified.
8. To include a description of the application in an additional language, perform the following actions:
 - a. Click **Add Additional Language**.
 - b. In the **Language** drop-down list, click an additional language.
 - c. In the **Additional Languages** field, type a description in the additional language that you specified.
 - d. To add other additional languages, repeat step 8.
9. Click **Next**.
10. To restrict the application from some wireless service providers, on the Carrier Restrictions screen, select an option. Complete the instructions on the screen. Click **Copy**.
11. Click **Next**.

12. To add a screen shot from the application, perform the following actions:
 - a. On the Add screen shots of your application screen, click **Add Screenshot**.
 - b. Navigate to the file. Double-click the screen shot.
13. Click **Next**.
14. On the Add your Releases screen, perform the following actions:
 - a. Click **Import a Release**.
 - b. Navigate to the .zip file for the release. Double-click the file.
 - c. Verify that the application information that appears on the screen is correct.
 - d. Complete any additional instructions on the screen.
 - e. Click **Next**.
15. To add another release of the application, in the **Releases** section, click **Add Release**. Repeat step 14.
16. Click **Next**.
17. On the Application Summary screen, verify that the information is correct.
18. Click **Finish**.

The BlackBerry App World automatically sends your application submission to Research In Motion for testing and approval. After the application is approved for sale by RIM, RIM sends you an email message to verify the approval.

After you finish:

You must make the application available for sale in your application list before BlackBerry® device users can download it.

Related topics

[Adding an application, 8](#)

[Prerequisites: Adding an application, 8](#)

[Create a .zip file for a release, 8](#)

[Fields for main application data, 11](#)

[Fields for releases, 13](#)

Fields for main application data

Field	Description
Icon	This field specifies the .png file that is a visual representation of the application in the BlackBerry App World™ storefront. Images must be .png files with the dimensions of exactly 480 x 480 pixels.
Category	This field specifies the category for the application. You can select one of the following options:

Field	Description
	<ul style="list-style-type: none"> • Games: These applications are designed primarily for the enjoyment and amusement of BlackBerry® device users. • Instant messaging: These applications are designed to facilitate text communications between BlackBerry device users. • Navigation: These applications are designed to provide travelling information, maps, or directions to BlackBerry device users. • Photos: These applications are designed for capturing, editing, or sharing photos and images. • Productivity: These applications are designed to increase efficiency or productivity. • Social networking: These applications are designed to facilitate social networking between groups of BlackBerry device users.
License types	<p>This field specifies a license type for the application. You can select from one of the following options:</p> <ul style="list-style-type: none"> • Free: This license type allows all BlackBerry device users to download the application for free. • Paid: This license type requires that all BlackBerry device users purchase the application before they can use it. • Try & Buy: This license type allows BlackBerry device users to download a trial version of the application for free, but they must purchase the full version of the application. You are responsible for implementing any control mechanisms that a Try & Buy application requires (for example, a time limit on the amount of use), and for activating the application for BlackBerry device users after they purchase the full version.
Pricing tiers	<p>This field specifies the price that BlackBerry device users pay for the application. The pricing tiers are levels of pricing that Research In Motion predetermined. If you click Show tiers, a table that specifies the pricing that each tier represents (in several major currencies) appears on the screen.</p>
License models	<p>This field specifies a model for the distribution of license keys. You can select one of the following options:</p> <ul style="list-style-type: none"> • Static: A BlackBerry device user does not require a license key to run the application.

Field	Description
	<ul style="list-style-type: none"> • Single: You must provide a single license key that all BlackBerry device users can use to run the application. • Dynamic: You must provide a web address to a web site that generates license keys. After a BlackBerry device user purchases the application, the server for BlackBerry App World connects to the web site, retrieves the license key that the predetermined algorithm generated, and provides the license key to the BlackBerry device user. For more information about dynamic licensing, visit http://na.blackberry.com/eng/developers/appworld/faq.jsp. • Pool: You must provide a pool of unique license keys from which RIM can distribute a license key to each BlackBerry device user.

Fields for releases

Field	Description
Upgrade Pricing Tier	This field specifies the price that BlackBerry® device users pay for the application upgrade. The upgrade pricing tiers are levels of pricing that Research In Motion predetermined. After you click Show tiers, a table that specifies the pricing that each tier represents (in several major currencies) appears on the screen. This field is not available if you specified that the license type for the application is free.
Min. Ver. to Upgrade	This field specifies the minimum version of the application that BlackBerry device users must have to download the upgrade version without paying the upgrade cost. This field is not available if you specified that the license type for the application is free.

Make an application available or unavailable for sale

Before you begin:

- You must have administrator permission or application permission to perform this task.
 - Your application must be approved by Research In Motion.
1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Applications**.
 2. On the Manage Applications screen, perform one of the following actions:

- To make the application available for sale, beside the application, click **Post for Sale**.
- To make the application unavailable for sale, beside the application, click **Remove from Sale**.

Change information for an application

Before you begin: You must have administrator permission or application permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Applications**.
2. On the **Manage Applications** screen, click an application.
3. On the **Edit Application Submission** screen, change the appropriate information.
4. Click **Save**.

Delete a release for an application

To no longer offer support for a specific release of an application, you can delete the release without affecting the other releases.

Before you begin: You must have administrator permission or application permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Applications**.
2. On the Manage Applications screen, in the **Application Name** column, click an application.
3. On the **Releases** tab, in the **Releases** section, in the **Selected Release** drop-down list, click the release that you want to delete.
4. Click **Delete Release**.
5. Click **Save**.

Managing application data

5

Generating reports

On the vendor web site for the BlackBerry App World™ storefront, you can download reports that contain information about how BlackBerry® device users download your applications. The information in a report is compiled into a .csv file that you can use to generate reports based on your informational needs.

When you download a report you can specify the time period that the report spans, and whether the application was purchased or downloaded for free. Each entry in a report includes general information about the transaction, such as the application name, version number, and date of the transaction. Depending on how the BlackBerry device user acquired the application, a report entry might also include information about the cost, currency, and license key. A report can also contain information about users' BlackBerry devices, such as model numbers, operating systems, wireless service providers, and countries.

Related topics

[Generate a report, 15](#)

Generate a report

Before you begin: You must have administrator permission or report permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Download Reports**.
2. On the Download Reports screen, in the **Reporting Data Type** drop-down list, click a report data type.
3. Specify the start and end dates for the report that you want to generate.
4. Click **Download CSV File**.
5. Save the .csv file to an appropriate location.

Related topics

[Generating reports, 15](#)

Managing reviews of applications

BlackBerry® device users can write reviews of your applications and display the reviews in the BlackBerry App World™ storefront for other users to read. You can check reviews of your applications to assess user satisfaction, and to identify ways that you can improve or change your applications.

If a review contains offensive language, Research In Motion tries to filter and remove the review from the view of BlackBerry device users. You can flag a review that you consider to be inappropriate, or that RIM might have removed unnecessarily. BlackBerry App World then automatically sends an email message to RIM with your request to re-evaluate the status or content of the review.

Related topics

[Manage reviews of an application, 16](#)

Manage reviews of an application

Before you begin: You must have administrator permission or application permission to perform this task.

1. On the vendor web site for the BlackBerry App World™ storefront, in the left pane, click **Manage Applications**.
2. On the Manage Applications screen, click **Reviews** beside an application.
3. Perform one of the following actions:
 - If you consider the reviews to be appropriate, click **Back**.
 - If you consider a specific review to be inappropriate, or you disagree with the status of the review, in the appropriate field, type a reason. Click **Flag** beside the review. Click **Back**.

Research In Motion considers all reviews that you flag and either removes reviews that are inappropriate or approves reviews that you think RIM removed unnecessarily. Appropriate reviews are displayed on BlackBerry App World for other BlackBerry® device users to see.

Related topics

[Managing reviews of applications, 15](#)

Glossary

6

CCATS

Commodity Classification Automated Tracking System

.cod file

A .cod file contains compiled and packaged application code that a BlackBerry device uses to run a BlackBerry Java® Application.

ECCN

Export Control Classification Number

UTF-8

UCS Transformation Format 8

Provide feedback

7

To provide feedback on this deliverable, visit www.blackberry.com/docsfeedback.

Legal notice

8

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