DEFINITION OF DATA FOR CHINESE APP STORES

This document (the "Definition of Data For Chinese App Stores") provides a clear outline of what specific data points will be included in your web and API access for "Chinese App Stores Apps". When we are collecting data for Chinese App Stores, we aim to collect all available Meta Data, as well as the binary file for the app. The meta data we collect will be what is available on the public app store page, however from our research, the meta data listed below is almost always available. We will analyze the binary file as we do for iOS and GP, and provide SDK Analysis on all available apps in these stores.

Meta Data Included:

• App Name
• AppID
• Publisher Name
• Total Ratings
• Avg. Rating
• Screenshots
• App Icon
• Description
• Downloads Bucket (Most Chinese App Stores provide buckets of total downloads an app has received. If available, we will provide this.)

SDK Performance Data Included:

• App Level - SDKs Currently Installed
• App Level - Install Date
• App Level - SDKs Currently Uninstalled
• App Level - Uninstall Date
• SDK Vendor - Total # of SDK Installs
• SDK Vendor - Total # of SDK Uninstalls
• SDK Vendor - Total Installs Per Category