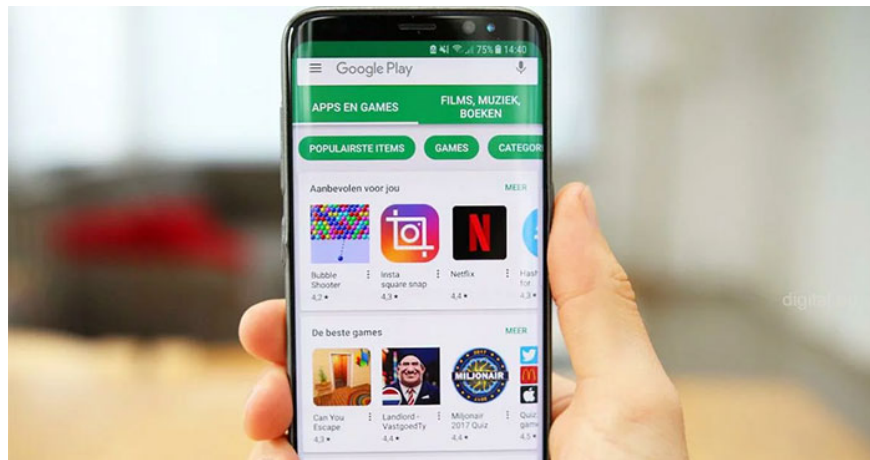


Google is about to 'purge' applications on the Play Store

Google is planning a major purge to remove a large number of applications that do not meet user experience standards on the Play Store.

Google cannot prevent dangerous applications from appearing on the Play Store, causing Android to be rated worse than iOS in terms of safety and privacy. Google has used AI to detect threats, analyze behavioral signals related to demanding sensitive access rights, and flag abusive applications on Android 15 generation to help detect and remove applications suspiciously quickly. However, if the application has been on the Play Store before, it cannot be detected.



Therefore, Google is planning a purge of existing applications on the Play Store in 6 weeks, from now, to ensure applications meet enhanced standards.

The apps that will be targeted by Google include:

1. Applications that are "static, without specific functionality, for example only text or PDF files;
2. The app has little content, does not provide an engaging experience, such as only a single wallpaper."
3. Applications often freeze and operate abnormally.

Google also warns app developers that apps that are buggy, do not have a basic level of utility, lack engaging content, or have behavior inconsistent with the user experience will not be allowed on Google Play. Therefore, developers need to release apps that provide stable, responsive experiences.

Developers have 6 weeks to evaluate whether their application is compliant and make timely adjustments.

Next month, thousands of apps on the Google Play Store may suddenly disappear. Forbes predicts that among them will be some popular applications on users' phones, because they do not meet Google's criteria.

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