

Huawei pledges not to retain any revenue, leaving 100% of the app revenue to developers

In a move to entice developers, Huawei pledged that all app developers on Huawei AppGallery will receive 100% of the revenue from their apps.

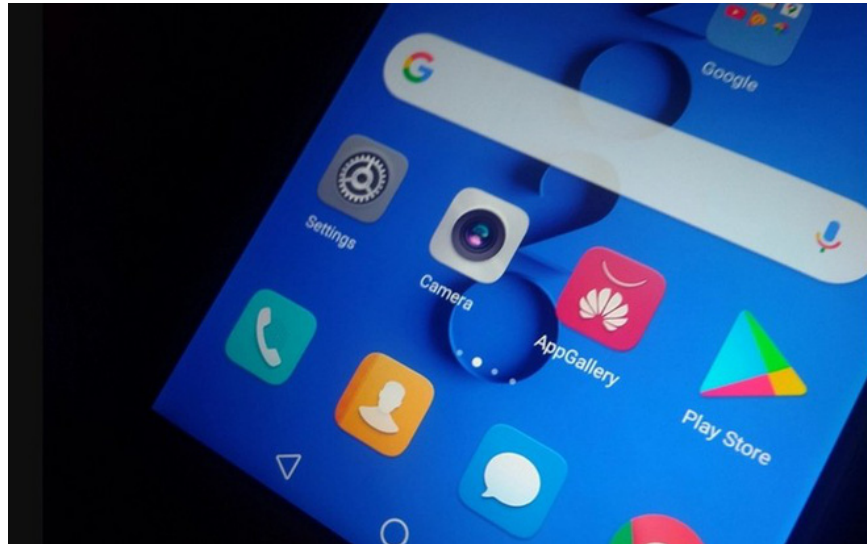
Because of a U.S. government ban on Huawei, Huawei forced itself to develop its own HarmonyOS operating system and AppGallery's own app store. But in the past few months, the number of applications on AppGallery is still quite small because not many developers know or are willing to participate in Huawei's ecosystem.



To somewhat encourage more developers to join its AppGallery app market, Huawei previously pledged to spend \$ 1 billion to develop the app store. And the latest move is to be willing to share 100% of revenue from application development to developers in the first years.

The offer is valid for the first 24 months, two years after the developer agrees to join the app store before June 30, 2020.

The special feature in the table of revenue sharing rate is up to 100% in the first year for applications, except for games.



After the end of the offer period, the share rate will be reduced to 30:70 for all applications except for educational applications maintained at 20:80.

Google is currently dividing the revenue on the Play Store by 30:70 with developers. This is also Apple's split rate on the App Store.

Last year, Epic Games refused to bring its famous game Fortnite to the Google Play Store, saying that 30% of Google's revenue was abusive. Epic Games finally launched its own game store and split it to 12%, and developers got 88%.

Refer to Gizchina

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