

VIVEPORT

Submission Guide

Copyrights and Trademarks

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<http://www.htc.com/us/about/htc-trademark-usage-guidelines/>

Overview

This guide will help you prepare your VR content for either the Vive or for mobile to submit to Viveport.

The goal of this guide is to help you understand the submission process: what we look for in a content submission, and what you should be aware of in order to see your content published as quickly as possible.

If you have any feedback about this guide, please email us at store@viveport.com, or you may visit the developer community forum for support at <http://community.viveport.com/>.

After you submit your content (please see details in the “Submitting Your Vive VR Content” or “Submitting Your Mobile VR Content” sections), it will be reviewed. Submissions that don’t follow our “Content Guidelines” will not be accepted for publication. A member of our Viveport team may contact you with questions about your content. If your content doesn’t pass our review, you will be given a reason for the decision and you may resubmit your content after incorporating the feedback of our Viveport review team.

Once your content passes our review, it will be published on the date you have selected as your expected publish date if that date is after approval, or within 3 business days after being approved if the expected publish date has passed.

Please allow up to 2 weeks for the entire process from submission to publication to account for possible revisions you may need to make.

Submitting Your Vive VR Content

In this section you will find the detailed steps and requirements of the submission process for Vive VR content (for mobile VR content, see the section “Submitting Your Mobile VR Content”).

First, please start your submission by adding a new title to the developer console from the “Add Title” prompt on your “My Titles” tab where you will be taken to the “Create a New Submission” page.

Then you need to choose your target distribution channel: “Home” or “Education.” If you select “Home,” your PC-based Vive or Mobile VR title will be distributed through the Viveport or Viveport M(obile) storefronts to consumers. If your educational title has been pre-approved by HTC China, please select “Education” as this program for immersive and interactive learning experiences for teachers and students is for China only at this time.

Submission Overview (Viveport Home – PC Titles)

Select “PC” as your target platform in the “Home” module if you have a PC-based Vive title. Then you can follow the instructions below step by step.

A complete submission contains the following components:

1. Program Opt-ins
2. Viveport Listing
3. Distribution & Price
4. Media
5. Binary Build
6. Submit
7. Viveport SDK (Optional)

In each step, please fill in all the required fields. Required fields are marked with the star symbol. If you are testing a beta version, you can only fill in the required fields for beta release. To get more details about the beta testing feature, please refer to the “Submit” section.

Program Opt-ins

Viveport Store (One-Time Purchase)

Viveport store is our main distribution channel where users can purchase and download your paid or free title. Make sure to deselect this option if you want to submit Arcade- and/or Subscription-only content.

Viveport Arcade Program

You can opt-in to offer your content for commercial use. Please ensure you have read the [Additional Terms](#) before opting in.

Subscription Program (Paid Title Only)

You can opt-in to offer your content for the Viveport Subscription Program. Please note that this is only available for paid titles and requires DRM protection. Please ensure you have read the [Additional Terms](#) before opting in.

VR AD Service Program – CHINA ONLY (Free Title Only)

Check the checkbox in this section if you have integrated the VR AD SDK in your title. Please ensure you have read the [Additional Terms](#) and [SDK License Agreement](#) before opting in.

Viveport Listing

Application Title and Description

Please enter the title and description for your content. If you have localized content, ensure you select the appropriate languages in the Manage Languages prompt and add the translated title and text in the fields after selecting the language from the dropdown menu.

Media Type, Genres and other required fields.

Select a media type for you app from the following two options:

1. Apps
2. Games

Self-select an age-rating for your title for the most appropriate audience intended for your experience.

Select if your title is single- or multi-player.

You can then select up to five genres from the following options (each media type comes with different set of genres):

- 360° video
- Action
- Adventure
- Art & design
- Business
- Casual
- Comedy
- Creativity
- Documentary
- Education
- Entertainment
- Family
- Fashion & beauty
- Food & drink
- Health & fitness
- Horror
- Lifestyle
- Live event
- Music
- Narrative
- News
- Productivity
- Racing
- Real estate
- RPG
- Sci-Fi
- Shooter
- Shopping
- Social
- Sports
- Strategy
- Training & simulation
- Travel & exploration

Distribution & Price

If your title is an “app,” you can individually select from a list of supported countries that you wish to be distributed in or you can select “All” for easy one-click global distribution. As we continue to add more territories, you may also choose to select the “All available in coming new regions” checkbox enabling automatic distribution in each new region we launch in the future.

If your title is a “game,” please note it will only be available for distribution in China at this time. Viveport is the official distribution platform for games in China and other markets are currently unavailable. However, if you have opted in to the Subscription Program, your game will be made available to subscribers globally in all the countries you have selected.

Your app can be free or paid. Please note that we recommend that your pricing to be the same as your listing, if available, on other content stores, and be consistent with any promotional pricing across platforms. There is a checkbox for allowing us to help you price match other platforms. If you do not want us to do that on your behalf, please uncheck it.

FRD Licensing Agreement (Distributing Content to Viveport China)

HTC uses a third-party provider named Beijing Funshare Technology CO, LTD (“FRD”) to operate the Viveport Platform in China. If you elect to distribute your title in China, then you must read and accept the [FRD Licensing Agreement](#).

Expected Release Date

Select the date you wish your title to be published to Viveport after it has been approved. We recommend a date at least 10 business days from submission to account for review time and any possible technical issues. We’ll make best efforts to meet the date but it’s not guaranteed.

Publisher (optional)

If your title has a separate Publisher from the Developer, you may enter that in the field here.

Privacy Policy and EULA/Terms of Use

If you have your own privacy policy, you may enter its URL. If you have your own EULA/Terms of Use, you may provide the whole document by pasting in the text or provide an URL that points to the document. You may alternatively check the corresponding checkbox to use the [Viveport Terms of Use](#).

Customer Service Contact

Fill in an email address as the customer service contact. Users will see this information when they browser your title on Viveport.

Media

Please upload the following assets:

1. Feature image: 1432x550
 - This is used for banner promotions if your app is promoted on the Viveport home page
2. Secondary Thumbnail: 655x369
 - This is used on the Viveport home page
3. Main Thumbnail: 316x178
 - This is used in the VR UI
4. Desktop icon: 256x256
 - This is used for the shortcut on the PC

5. Detail view images: 1366x768
 - Provide at least four, and up to eight
 - These should be screenshots of what your app looks like
 - These appear on your app's listing
6. Detail view video: 1080p HD resolution, maximum 2 minutes in both mp4 and WebM formats as well as a 1366x768 PNG cover image (Please note that you need to provide both video formats and the cover image, if not the submission will fail)
7. VR Preview and VR Skybox:
 - Using the Viveport Scene SDK, you can engage customers with your content before download. VR Previews are rich and interactive 3D environments streamed dynamically to the viewer on Viveport to increase engagement and customer conversion. The VR Skybox is an immersive "360 preview image" that surround the user as they browse the content grid in the Viveport store.

Binary Build

Zip File

Compress your app binary and app support files directly. In other words, when the zip is decompressed, you will get the app binary and its support files, not a directory containing those files. Please note that the exe file has to be in Roman characters.

Manifest binary path for windows

Select your title's main executive file in the drop down box. Please note that if your app has a Data folder and an Engine folder, then the main binary should be placed in Appname\Binaries\Win64, where "Appname" is replaced by the name of your app.

Finally, the total character count for the path cannot be over 72 characters long, including the forward slashes. If your path exceeds 72, please adjust your directory and file names to fit.

What's new

Fill in the release note of this submission or update. The release note will be shown on your title's detail page on Viveport.

Submit

After filling out the information in the previous tabs, you can either continue to officially submit your title for HTC review and ultimately publication for public consumer release, or you may first test your title yourself through the beta version option.

Create a beta version

The Beta testing feature provides a way to test your title before public release. You can check build performance, the quality of the media assets, etc. See detailed instruction here: [Viveport Beta testing guideline](#)

Create production release

Select this option if you are ready to have your title published to consumers. After you submit the production release, the Viveport team will start to review your app or game and help you through the publication process. Once you submit, you can still make changes to the submission such as resubmitting a build or editing any product details by clicking “Edit” in menu button with three dots in the upper right corner in your project. Please note that you cannot withdraw your submission when your title is ready for publication or we are applying DRM wrapper to your title. Under these circumstances, you won’t see the “Edit” button. Please [contact us](#) if you need any assistance. It is very important that any updates need to be both saved and resubmitted for review. The Viveport team will let you know if there are any issues to be addressed or if the title is ready for publication.

Viveport SDK (Optional)

Viveport is a platform that helps connect content developers and consumers. Thus we are devoted to developing platform features in making your content successful.

[>> Viveport SDK Guide](#)

[>> Download SDK](#)

Stats and Achievements

Stats and Achievements API provides an easy way for your title to provide persistent, roaming achievements and statistics tracking for your users.

[>> View Stats Documentation](#)

Leaderboards

Leaderboards allow users to compare their scores against other players in your game. It provides motivation for players to keep playing and do better.

[>> View Leaderboard Document](#)

In-App Purchase

You can use in-app purchase to monetize your title with premium content or subscriptions.

[>> View In-App Purchase Documentation](#)

Submitting Your Mobile VR Content

In this section you will find the detailed steps and requirements of the submission process for your mobile VR content. First, please start your submission by adding a new title to the developer console. Choose “Mobile” as the target platform of your content on Viveport Home distribution channel module. Then, you can follow the instructions below step by step.

If you want to submit VIVE WAVE content, please first register [here](#) to get the development kit. You can find more information about Vive Wave [here](#).

Submission Overview

A complete submission contains the following components:

1. Program Opt-ins
2. Viveport M(obile) Listing
3. Distribution & Price
4. Images, Videos
5. APK & What's New
6. Submit
7. Viveport SDK (Optional)

Program Opt-ins

VR AD Service Program (Free Title Only)

Select the checkbox in this section if you have integrated the VR AD SDK in your title. Please note the VR AD Service is only available in China at this time.

Viveport Listing

Application Title and Description

Please enter localized title and description for your content. If you have localized content, ensure you select the appropriate languages in the Manage Languages prompt and add the translated title and text in the

fields after selecting the language from the dropdown menu.

Please also set up localized titles for different languages in the *android app manifest file* just like those you enter on Viveport developer console. You can find the guide [here](#) for setting up label attribute for the application. (*After you submitted your content, we'll help localize your title and description into Simplified Chinese and Traditional Chinese if you only entered English title and description. In this case, you can update the android app manifest afterward.)

Runtime

1. Cardboard
2. WAVE (LINK)
3. WAVE

Content Manifest for WAVE Titles

The content manifest, which provides essential information to the system, is required for every piece of WAVE-supported content. You can find instructions for the components which should be deployed in the manifest file in the WAVE SDK document. Below are optional components that we also recommend you fill in to help us better understand your content. Examples are given in each component.

1. Capability of DoF support for the head-mounted display (HMD):

```
<meta-data android:name="com.htc.vr.content.NumDoFHmd" android:value="6DoF"/>
```

Please consider the DoF support of HMD and controller individually for your content.

- Set value "3DoF" if your content only considers the rotation pose.
- Set value "6DoF" if your content considers both rotation and position pose.
- Set value "3,6DoF" if your content is capable of supporting both 3 and 6 DoF playing.

2. Capability of DoF support for the controller:

```
<meta-data android:name="com.htc.vr.content.NumDoFController" android:value="6DoF"/>
```

3. Total number of controllers that your content supports:

```
<meta-data android:name="com.htc.vr.content.NumController" android:value="1"/>
```

Compatible headsets (optional for Cardboard content)

If your mobile VR content supports a specific viewer SDK, you may select from the following options (leave blank if your app uses only the Google Cardboard SDK):

1. Mojing 暴風魔鏡
2. Deepoon 大朋看看
3. Huawei VR

Control capability (optional)

Cardboard:

1. No controller (default)
2. 3Dof controller
3. Touchpad

WAVE (LINK):

1. 6Dof controllers x 2 (default)
2. 6Dof controller x 1
3. No controller
4. All of the above

Media Type, Genres, and other required fields.

Select a media type for you content from the following two options:

1. Apps
2. Games

Once you have selected a media type, you will select up to five genres from the following options (each media type comes with different set of genres):

- 360° video
- Action
- Adventure
- Art & design
- Business
- Casual
- Comedy
- Creativity
- Documentary
- Family
- Fashion & beauty
- Food & drink
- Health & fitness
- Horror
- Lifestyle
- Live event
- Music
- Narrative
- Racing
- Real estate
- RPG
- Sci-Fi
- Shooter
- Shopping
- Social
- Sports
- Strategy

- Education
- News
- Training & simulation
- Entertainment
- Productivity
- Travel & exploration

Digital Rights Management (DRM)

1. Viveport Mobile DRM SDK

Select the checkbox if you have integrated the Viveport Mobile DRM SDK into your title.

[>>Viveport Mobile DRM SDK](#)

2. Wrapper-based DRM

Select the checkbox and follow the instructions below to apply wrapper-based DRM to your title. This option is *recommended* if you did not integrate the Viveport Mobile DRM SDK or other DRM solutions into your title.

- Select the checkbox and you will see a pop-up “Upload APK” button.
- Upload your APK file. It’ll take several minutes to complete the DRM wrapping process.
- After the DRM wrapper has been applied, please download the APK and sign your title with your release key (See detailed instructions below).
- Go to the “APK & What’s New” tab to upload the final APK to Viveport.

How to sign your title with the release key?

- Install the Java Development Kit (JDK) in your computer.
- Add the location of the bin folder of the JDK installation for the PATH variable in System Variables. The path will look like:

```
c:\Program Files\Java\jdk-9.0.4\bin
```

- Create a folder named “SignAPK” and put the APK file you want to sign in it. Then create a subfolder named "key" in the folder “SignAPK”.
- Run Command Prompt as administrator and type the following command under the directory of the subfolder “key”.

```
keytool -genkey -v -keystore ./my-release-key.keystore -alias
```

```
alias_name -keyalg RSA -keysize 2048 -validity 10000
```

- Enter your keystore's 6-digit password twice and answer questions about your name and organization accordingly.
- Find your "keystore" file in the "key" folder and put it into the "SignAPK" folder with your APK file.
- Type the following command under the directory of the folder "SignAPK".

```
jarsigner -verbose -sigalg SHA1withRSA -digestalg SHA1 -  
keystore my-release-key.keystore your_apk_name.apk alias_name
```

Please replace "your_apk_name" with the name of your APK file.

- The process is done when you see "jar signed."
- Type the command below to verify if you've signed the key successfully.

```
"jarsigner -verify your_apk_name.apk"
```

Distribution & Price

At launch, we will support China only for the distribution of mobile VR apps and games but you may still select from a list of countries that will be added at a later date that you wish your app to be distributed in. Also you can select the checkbox "All available in coming new regions" and your title may automatically be distributed in each new region we launch in the future.

Your app can be free or paid. Please note that we strongly recommend that your pricing to be the same as your listings on other content stores. There is a checkbox for allowing us to help you price match other platforms. If you do not want us to do that on your behalf, please uncheck it.

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3. Main Thumbnail: 316x178
 - This is used in the Library
4. Desktop icon: 256x256
 - This is used in the detail view of the mobile VR app
5. Detail view images: 1366x768
 - Provide at least four, and up to eight
 - These should be screenshots of what your app looks like
 - These appear on your app's listing
6. Recommended video encoding settings: MP4/H.264, 30fps, 2mbps (max bitrate 6Mbps), 1280 x 720 resolution
7. Please include an xxxhdpi launcher icon (192x192 pixels) in your apk.

APK & Release Note

In this part you will need to upload your APK file to the developer console. There is a limit of 250 MB for the APK. However, for better consumer download experience, it is recommended that you keep the APK file below 100 MB. After successfully uploading the build, you can fill out the release note which will be shown to users on your app's detail page when it is published to Viveport.

Please be sure to include version code and package name in your apk's manifest and include an xxxhdpi launcher icon (192x192 pixels) in your apk.

Submit

Create production release

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[>> Download SDK](#)

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Leaderboards

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[>> View Leaderboard Document](#)

In-App Purchase

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[>> View In-App Purchase Documentation](#)

Payout

In order to get paid, please find the following instructions to receive earnings accrued by your content on Viveport.

Revenue Report

For most submissions, the revenue share is a standard 70/30, with Viveport taking 30% of the selling price of the title. Please refer to [VIVEPORT PLATFORM AGREEMENT](#) for more detail. A report is provided on the Viveport developer console (“My Titles” > “[Sales Report Tab](#)”) that shows daily and monthly sales generated from your content. Please be aware that Viveport’s 30% of revenue share has been deducted from the sales numbers you see in the report.

We have other programs that you can opt-in to that have different revenue share models.

1. [Arcade Program](#)
2. [Subscription Program](#)
3. [VR AD Service Program](#)

Setting Up Payout Method

To set up the payout method, go to [Settings](#) > Payout Method > Add or Edit in the Developer Console.

You will need to complete all required information step-by-step for your payout method. This information will be verified before you can receive payment. These are the conditions you need to be aware of:

- The banking information you enter will need to be validated by us before we can send you payment for the first time. This is a one-time process that typically takes 5 to 14 business days. If you change your banking information, it will need to be validated again.
- If you are distributing your titles in China, the revenue accrued in China will be processed by a third-party provider named Beijing Funshare Technology CO, LTD. Thus you’ll need to select the checkbox of “[FRD Licensing Agreement](#)” in the tab “Distribution & Price” (Developer Console > My Titles > Manage > Your Title)
- By default, Viveport will process the payout flow automatically once your revenue amount hits 250USD in either global or China sales, not combined. You have the option to change the threshold amount

for auto-payout at any time in the payout method setting. The payout minimum is 100USD.

- If the auto-payout proceeds after the 5th of each month, you will receive all unpaid earnings up to the end of the month prior to the auto-payout trigger date. You can expect to receive payment in the following month. For example, if the auto-payout was triggered on 10th of March, you will receive payment in April of all earning accrued until the end of February.
- Wire transfer payouts are issued in five currencies: USD, EUR, JPY, CNY and TWD. We are working on expanding support for more currencies. Due to fluctuating exchange rates, the final payout may not be exactly as shown in the sales report.

Content Guidelines

In this section we will outline the types of content that we are looking for. In general we try not to place too many restrictions on what you may submit in order for you to come up with interesting apps. That said, there are certain kinds of content that we do not want. If your app is found to violate any of these guidelines at any time, it may be prevented from being published in the Viveport.

Prohibited Content

- No adult content, this includes sexually explicit or erotic material, nudity
- No content that infringes on copyrights you do not own
- No content that is purely advertising
- No content that depicts gratuitous violence
- No content that contain materials that harass, threaten or bully others
- No content that contains hate speech
- No content that deceives the users
- No content that discloses users private information
- No content that engages in illegal activities
- No content that violates local laws and regulations in the countries the app is published
- No content that facilitates gambling, including but not limited to, online casinos, sports betting and lotteries, or games of skill that offer cash prizes
- No content that contains viruses, malware, worms, Trojan horses or any other item that introduces vulnerabilities into the user's system
- No content that modifies the user's system without permission
- No content that interferes with other apps on the user's system
- No content that takes users to another marketplace or store.
- Must not alter platform features, such as the behavior of system-level buttons such as Quick Menu

Comfort Requirements

- Your app should avoid causing nausea by:
 - tracking head movements in a consistent manner
 - rendering visuals stereoscopically and clearly

- displaying visuals indicating movements that are consistent with user inputs
- avoiding excessive backwards or sideways movements
- avoiding shaky visuals and unexpected accelerations or decelerations, **a minimum of 90FPS is recommended for Vive VR and 60FPS is recommended for mobile VR**
- avoiding dropped frames
- avoiding inconsistent scales
- avoiding sudden changes in brightness
- starting only after the user has indicated readiness

Official China Content Guidelines

| 互联网文化管理暂行规定 Interim Administrative Provisions on Internet Culture | |
|--|---|
| <p>第十六条 互联网文化单位不得提供载有以下内容的文化产品：</p> <p>(一) 反对宪法确定的基本原则的；</p> <p>(二) 危害国家统一、主权和领土完整的；</p> <p>(三) 泄露国家秘密、危害国家安全或者损害国家荣誉和利益的；</p> <p>(四) 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯的；</p> <p>(五) 宣扬邪教、迷信的；</p> <p>(六) 散布谣言，扰乱社会秩序，破坏社会稳定的；</p> <p>(七) 宣扬淫秽、赌博、暴力或者教唆犯罪的；</p> <p>(八) 侮辱或者诽谤他人，侵害他人合法权益的；</p> <p>(九) 危害社会公德或者民族优秀传统文化的；</p> <p>(十) 有法律、行政法规和国家规定禁止的其他内容的。</p> | <p>Article 16 Internet culture entities shall not provide cultural products containing contents:</p> <ol style="list-style-type: none">1. which defy the basic principles of the Constitution;2. which endanger the unity of the nation, sovereignty or territorial integrity;3. which divulge secrets of the State, endanger national security or damages the honor or benefits of the State;4. which incite national hatred or racial discrimination, undermine the solidarity of the nations, or infringe upon national customs and habits;5. which propagate evil cults or superstition;6. which spread rumors and disturb the public order or destroy the public stability;7. which propagate obscenity, gambling, violence or instigates crimes;8. which insult or libel others, or infringe upon the legal rights and interests of others;9. which endanger public ethics or the fine folk culture; or10. which contain other contents prohibited by the law, administrative regulations or by the governments. |
| <p>第十八条 互联网文化单位应当建立自审制度，明确专门部门，配备专业人员负责互联网文化产品内容和活动的自查与管理，保障互联网文化产品内容和活动的合法性。</p> | <p>Article 18 Internet culture entities shall establish a self-examination system, define special divisions and assign special personnel to be responsible for the self-examination and management of Internet culture products, so as to guarantee the lawfulness of the Internet culture products.</p> |

网络游戏管理暂行办法

Interim Administrative Measures for Internet Games

第九条 网络游戏不得含有以下内容：

- (一) 违反宪法确定的基本原则的；
- (二) 危害国家统一、主权和领土完整的；
- (三) 泄露国家秘密、危害国家安全或者损害国家荣誉和利益的；
- (四) 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯的；
- (五) 宣扬邪教、迷信的；
- (六) 散布谣言，扰乱社会秩序，破坏社会稳定的；
- (七) 宣扬淫秽、色情、赌博、暴力，或者教唆犯罪的；
- (八) 侮辱、诽谤他人，侵害他人合法权益的；
- (九) 违背社会公德的；
- (十) 有法律、行政法规和国家规定禁止的其他内容的。

第十五条 网络游戏运营企业应当建立自审制度，明确专门部门，配备专业人员负责网络游戏内容和经营行为的自查与管理，保障网络游戏内容和经营行为的合法性。

第三十条 网络游戏经营单位有下列情形之一的，由县级以上文化行政部门或者文化市场综合执法机构责令改正，没收违法所得，并处10000元以上30000元以下罚款；情节严重的，责令停业整顿直至吊销《网络文化经营许可证》；构成犯罪的，依法追究刑事责任：（一）提供含有本办法第九条禁止内容的网络游戏产品和服务的；

Article 9 internet games shall not contain any of the following content:

1. Content in violation of the fundamental principles established in the Constitution;
2. Content endangering the unification, sovereignty, or territorial integrity of the State;
3. Content divulging state secrets, endangering state security, or damaging the honor and interests of the State;
4. Content inciting ethnic hatred or racial discrimination, undermining unity among ethnic groups, or violating the customs and habits of minority ethnic groups;
5. Content propagating heresy or superstition;
6. Content disseminating rumors, disrupting social order, or undermining social stability;
7. Content disseminating or promoting obscene material, pornography, gambling, violence, or content instigating others to commit crimes;
8. Content infringing the lawful rights and interests of third parties by discrediting or slandering others;
9. Content transgressing social morality; and
10. Other content prohibited by laws, administrative regulations, or provisions of the State.

Article 15 Internet game operators shall establish a self-examination system, specify the self-examination department, designate professional staff responsible for self-inspections and the management of internet game content and business conduct, and ensure the lawfulness of internet game content and business conduct.

Article 30 Where any of the following circumstances apply to an internet game operator, the culture administrative department or culture market comprehensive law enforcement agency at or above the county level shall order it to take remedial measures, confiscate any illegal earnings, and impose a fine ranging from RMB 10,000 to 30,000; where the circumstances are serious, said department shall order it to suspend its business operations for rectification or revoke its Online Cultural Business Permit; if the operator's conduct constitutes a criminal offence, it shall be held criminally liable in accordance with the law: ⁽¹⁾~~(1)~~. Providing internet game products and services including any content prohibited by Article 9 hereof;

Content Ratings

Please report the age rating of your app according to the following table:

| Rating | Content |
|------------|--|
| All | Content is generally suitable for all ages. May contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language. |
| 10+ | Content is generally suitable for ages 10 and up. May contain more cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes. |
| 13+ | Content is generally suitable for ages 13 and up. May contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, infrequent use of strong language and/or scary scenarios. |
| 17+ | Content is generally suitable for ages 17 and up. May contain intense violence, blood and gore, sexual content and/or strong language. |

ESRB, PEGI conversion table:

| Vive rating | ESRB | PEGI |
|-------------|--------|------|
| All | E | 3+ |
| 10+ | E10+ | None |
| 13+ | T | 12+ |
| 17+ | Mature | 16+ |

Vive App Minimum HW Requirements

Your app should aim to run on the following minimum system requirement:

- Video Card NVIDIA GTX 970 / AMD R9 290 equivalent or greater
- CPU Intel i5-4590, AMD FX 8350 equivalent or greater
- 4GB+ DDR4-2133 RAM
- 1x Compatible HDMI 1.4 or DisplayPort 1.2 video output
- USB Ports 1x USB 2.0 ports
- OS Windows 7 SP1 or newer

If your app requires a higher performance system than the above recommended minimum system requirement, please state so clearly in the app description as well as the hardware requirements.

Mobile VR App Requirements for Cardboard

- Your mobile VR app **must** launch into VR mode directly
- Your app's AndroidManifest.xml must contain "com.google.intent.category.CARDBOARD"
 - Example:

```
<intent-filter>
...
<category android:name="com.google.intent.category.CARDBOARD" />
...
</intent-filter>
```
- Your app's AndroidManifest must contain
 - Version code (version code must be greater than the previous version)
 - Package name (package name should be unique)
- Minimum Android SDK API level = 19 (Kitkat)
 - <https://developer.android.com/guide/topics/manifest/uses-sdk-element.html#ApiLevels>
- Your mobile VR app should implement any of the following stereo rendering SDKs (not limited in below examples):
 - Google Cardboard <https://developers.google.com/vr/>
 - Mojing <http://open.mojing.cn/sdk>
 - Deepoon <http://developer.deepoon.com/sdk/>

Helpful Suggestions

- Provide a guide or walkthrough of your content as part of your submission so our content review team can easily navigate your content and expedite the review process. You may email this to store@htcvive.com.
- If your Vive VR content requires a higher performance PC than our recommended minimum system requirement, please state so clearly both in the content description and the hardware requirements in order to avoid users whose systems can't run your app optimally downloading your app by accident.