

# App Availability in the Stores

This document explains how to both make apps available for download and remove apps from sale (making the app unavailable). Please refer to the end of the document for special notes and warnings.

## Making an app available for download

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### Apple

1. Log in to Apple [App Store Connect](#).
2. Click **My Apps**
3. Click on the app you would like to make available for download
4. Click on **Pricing and Availability** in the left-hand bar
5. Under “Availability,” select **All territories selected**.
  - a. Note: You may also see something like **2 of 155 territories selected**. These are the same things.
6. Click **Save** in the top right.
7. You have now made the app live. It will appear in the Apple App store within 24 hours.

### Google

1. Log in to [Google Play Console](#)
2. Click on the app you would like to make available for download
3. Click on **Store Presence** in the left-hand bar
4. Click on **Pricing & Distribution**
5. In the “App Availability” section, click **PUBLISH**
6. Click **SUBMIT UPDATE** in the bottom right.
7. You have now made the app live. It will appear in the Google Play store within 24 hours.

## Removing an app from sale

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### Apple


1. Log in to Apple [App Store Connect](#).
2. Click **My Apps**
3. Click on the app you would like to make available for download
4. Click on **Pricing and Availability** in the left-hand bar
5. Under “Availability,” select **Remove from sale**.
6. Click **Save** in the top right.
7. You have now removed the app from sale. You will see the app removed from the Apple App store within 24 hours.


### Google


1. Log in to [Google Play Console](#)
2. Click on the app you would like to make available for download
3. Click on **Store Presence** in the left-hand bar
4. Click on **Pricing & Distribution**
5. In the “App Availability” section, click **UNPUBLISH**
6. Click **SUBMIT UPDATE** in the bottom right.
7. You have now removed the app from sale. You will see the app removed from the Google Play store within 24 hours.


## Notes and Warnings

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 Please note that Google and Apple frequently change their interface and process. While we do our best to keep these instructions up-to-date, you may have a different experience than our instructions state. If you need assistance, please contact support and they will connect you with the App Store Specialist.

 Making an app available for download or removing it from sale can take up to 24 hours to be fully completed. This applies to both the Apple App and Google Play stores. Ensure that you release your app well in advance of when it is needed. We recommend at least 48 hours in advance.

 Prior to making an app available for download, the binary (apple) and apk (google) must have been released. If you are unable to release your app, it may be that the release did not go through. Please contact support and they will have the App Store Specialist resolve the situation.

 Reporting can be corrupted when the app is made available in all territories. This is because you may see significant amounts of downloads in foreign countries. To help your reporting be accurate, we recommend restricting the territories to those that make sense for your organization. To do this, simply click **Edit** next to **All territories selected** and select the appropriate territories.