

Windows® Marketplace for Mobile Market Validation Guidelines:

Every Windows Marketplace for Mobile product is targeted to at least one specific geographic market and language. Market validation ensures that Windows Marketplace products meet the language and region-specific policy requirements of the target market. The market validation process includes evaluation of both the metadata used to describe the application and text used within the application. For example, validation of a product targeted for the French market will evaluate whether the product descriptions are written in French, any text in screenshots or iconography is in French, and the in-application text is presented in French. Additionally, market validation will ensure that any application types that are prohibited within a specific country are not presented in the Windows Marketplace catalog for that country.

ISVs are able to specify which market each product is targeted to through the Marketplace developer portal. Market validation for the first market is performed as part of the mandatory certification process and the cost is included in the application certification fee. Certified products that support multiple languages with a single binary or .cab file can be validated for additional markets without going through a full certification pass for each additional market. ISVs are able to specify additional markets for validation through the Marketplace developer portal. Targeting additional markets is optional, and the ISV is responsible for the cost of validating an application for additional markets.

Market validation is not translation, and neither metadata nor in-application text will be changed or corrected. If a product does not meet the language or policy requirements the ISV will be notified of the specific area(s) of concern.

If a developer targets multiple markets by creating separate binaries or .cab files for each market, each binary will need to undergo a separate certification pass at the full certification