

Policy & Process

Submitting & Managing Apps to Firefox Operator Shelf

Policies

All apps submitted for the Operator Shelf must already be listed in Firefox Marketplace

Pre-installed Local apps that may either accidentally or purposefully be deleted by the end user should appear on the Operator Shelf so that the end-user has a source to re-install the app ((such as Operator Customer Care Apps).

Quantity of Apps:

Under the current design up to 15 apps may be featured on the Operator Shelf.

Submission of Apps to Firefox Marketplace:

Third party developers are to submit their apps to Firefox Marketplace **at least 2 weeks in advance** of their targeted Marketing Block to allow adequate time for review and resolution of any potential defects. The apps are to be reviewed using the regular Firefox Marketplace submission process: <https://marketplace.firefox.com/developers/>

Marketing Blocks:

Each carrier will have the opportunity to take advantage of two marketing cycles per month:

❖ Group 1 Carriers

- Deadline for submission of App List is 1st and 3rd Friday of each Month by 18:00 Pacific time.
- Apps will be posted to the Operator shelf the following Thursday.

❖ Group 2 Carriers

- Deadline for submission of App List is 2nd and 4th Friday of each Month by 18:00 Pacific time.
- Apps will be posted to the Operator shelf the following Thursday.

App lists must only include apps that are already approved and available in Marketplace.

Apps on the list from the previous Marketing Block will be removed and replaced with the apps on the new list each cycle. If no new list is received, then the apps from the most recently received list will continue to be displayed.

Submission of App Lists:

- Provide the names of authorized providers of app lists to: lbrewster@mozilla.com; kward@mozilla.com. Karen or Lisa will let you know which Carrier group your company belongs to.
- Submit App Lists to: lbrewster@mozilla.com, cc: app-reviewers@mozilla.org in accordance with the schedule outlined above.
- App Lists **MUST** include the name of the App and a link to the Firefox OS listing.

(updated May 7, 2013)