# VIVEPORT
# Submission Guide

# Copyrights and Trademarks

Document version: 1.5, released September 6, 2016

# Overview

This guide will help you prepare your VR content for the Vive 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@htcvive.com.

After you submit your content (please see details in the "Submitting Your Vive VR Content" section), 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 typically be published within 3 business days after being approved.

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. First, please start your submission by adding a new experience to the developer console. Be careful to choose "Vive" as the category of your content. Then, you can follow the instructions below step by step.

**Submission Overview**

A complete submission contains the following components:

1. Program Opt-ins
2. Viveport Listing
3. Distribution & Price
4. Images & Videos
5. Binary Build

**Program Opt-ins**

*Location-Based Entertainment Program*

You can opt-in to offer your content for commercial use by selecting one of two checkboxes here.

*Viveport Developer Awards (Optional)*

Check the checkbox in this section if you wish to participate in the Viveport Developer Awards (contest FAQ can be found at: http://community.viveport.com/t5/Viveport-Developer-Awards-VDA/Viveport-Developer-Awards-Q-amp-A/m-p/317#U317).

**Viveport Listing**

*Application Title and Description*

Please enter localized title and description for your content. At launch, we will show English, French, German, Japanese, Russian, Simplified Chinese and Traditional Chinese on Viveport and any additional languages you enter will be shown when we enable the display of that language in the

future.

*Media Type, Category and Genres*

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

1. Apps
2. Games

Select a category for your content from the following nine options:

1. Business
2. Creativity
3. Education
4. Entertainment
5. Lifestyle
6. News
7. Productivity
8. Social
9. Shopping

Once you have selected a media type and a category, you will select a genre from the following options (the same list of genres apply to all categories):

1. 360° video
2. Action
3. Adventure
4. Casual
5. Comedy
6. Creative story
7. Educational
8. Exploration
9. Horror
10. Interactive video
11. Live event
12. Medical
13. Music
14. Racing
15. Real estate
16. RPG
17. Science fiction
18. Shooter

19. Simulation
20. Sports
21. Strategy
22. Tools
23. Travel
24. War

**Distribution & Price**

You can select from a list of supported countries that you wish your app to be distributed in or "All" for global distribution.

Please note that if you are submitting a game, it will only be distributed via Viveport in China at this time. You may pre-select other territories in addition to China or simply select "All" for when we make game titles available globally in the future, but at this time Viveport is the official distribution platform for games in China. You may distribute your game on other content stores that can distribute your title worldwide.

Your app can be free or paid. Please note that we strongly recommend that your pricing to be the same or lower than your listing on other content stores.

*Privacy Policy and EULA/Terms of Use (optional)*

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.

**Image & Videos**

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. Optional preview 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)

**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.

*Content Manifest / binary_path_windows*

Edit only the line containing "binary_path_windows": while leaving the rest of the content manifest unchanged.

```
"binary_path_windows":"path\\to\\your-app-binary.exe",
```

Example, if your app is named coolVR.exe and is located at the root level of the zip file:

```
"binary_path_windows":"coolVR.exe",
```

However, 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, and your "binary_path_windows": will look like:

```
"binary_path_windows":"coolVR\\Binaries\\Win64\\coolVR.exe",
```

Please note the double forward slashes \\ in the path. If you submit with single forward slashes, the submission will fail.

Also, the total character count for the path cannot be over 72 characters long, including the forward slashes. Please note that each double forward slash counts as one character, so in the example above: `coolVR\\Binaries\\Win64\\coolVR.exe` the character count is 32. If your path exceeds 72, please adjust your directory and file names to fit.

# 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.

**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**
- avoiding dropped frames
- avoiding inconsistent scales
- avoiding sudden changes in brightness
- starting only after the user has indicated readiness

# 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. A report is provided on the Viveport developer console 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.

**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 minimum payout amount is 100 USD (88 EUR / 10,800 JPY / 3,300 TWD) at the end of the monthly payment cycle.
- Payouts should be requested before the 25th of each month and it will include all unpaid earnings up to the end of the month prior to the date of the request. You can expect to receive payment in the month following the payout request. For example, if you made a payout request on the 23rd of March, you will receive payment in April of all earnings accrued until the end of February.
- Wire transfer payouts are issued in four currencies: USD, EUR, JPY and GBP. 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.

# Official China Content Guidelines

| 互联网文化管理暂行规定<br>Interim Administrative Provisions on Internet Culture | |
| --- | --- |
| 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：<br>(一)反对宪法确定的基本原则的；<br>(二)危害国家统一、主权和领土完整的；<br>(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；<br>(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；<br>(五)宣扬邪教、迷信的；<br>(六)散布谣言，扰乱社会秩序，破坏社会稳定的；<br>(七)宣扬淫秽、赌博、暴力或者教唆犯罪的；<br>(八)侮辱或者诽谤他人，侵害他人合法权益的；<br>(九)危害社会公德或者民族优秀文化传统的；<br>(十)有法律、行政法规和国家规定禁止的其他内容的。 | Article 16 Internet culture entities shall not provide cultural products containing contents:<br>1. which defy the basic principles of the Constitution;<br>2. which endanger the unity of the nation, sovereignty or territorial integrity;<br>3. which divulge secrets of the State, endanger national security or damages the honor or benefits of the State;<br>4. which incite national hatred or racial discrimination, undermine the solidarity of the nations, or infringe upon national customs and habits;<br>5. which propagate evil cults or superstition;<br>6. which spread rumors and disturb the public order or destroy the public stability;<br>7. which propagate obscenity, gambling, violence or instigates crimes;<br>8. which insult or libel others, or infringe upon the legal rights and interests of others;<br>9. which endanger public ethics or the fine folk culture; or<br>10. which contain other contents prohibited by the law, administrative regulations or by the governments. |
| 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。 | 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. |

| 网络游戏管理暂行办法<br>Interim Administrative Measures for Internet Games | |
|---|---|
| 第九条 网络游戏不得含有以下内容：<br>(一)违反宪法确定的基本原则的；<br>(二)危害国家统一、主权和领土完整的；<br>(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；<br>(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；<br>(五)宣扬邪教、迷信的；<br>(六)散布谣言，扰乱社会秩序，破坏社会稳定的；<br>(七)宣扬淫秽、色情、赌博、暴力，或者教唆犯罪的；<br>(八)侮辱、诽谤他人，侵害他人合法权益的；<br>(九)违背社会公德的；<br>(十)有法律、行政法规和国家规定禁止的其他内容的。 | Article 9 internet games shall not contain any of the following content:<br>1. Content in violation of the fundamental principles established in the Constitution;<br>2. Content endangering the unification, sovereignty, or territorial integrity of the State;<br>3. Content divulging state secrets, endangering state security, or damaging the honor and interests of the State;<br>4. Content inciting ethnic hatred or racial discrimination, undermining unity among ethnic groups, or violating the customs and habits of minority ethnic groups;<br>5. Content propagating heresy or superstition;<br>6. Content disseminating rumors, disrupting social order, or undermining social stability;<br>7. Content disseminating or promoting obscene material, pornography, gambling, violence, or content instigating others to commit crimes;<br>8. Content infringing the lawful rights and interests of third parties by discrediting or slandering others;<br>9. Content transgressing social morality; and<br>10. Other content prohibited by laws, administrative regulations, or provisions of the State. |
| 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。 | 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. |
| 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 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. 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.

# 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.