

Release Your App on Sunday Eve

Finding the Best Time to Deploy Apps

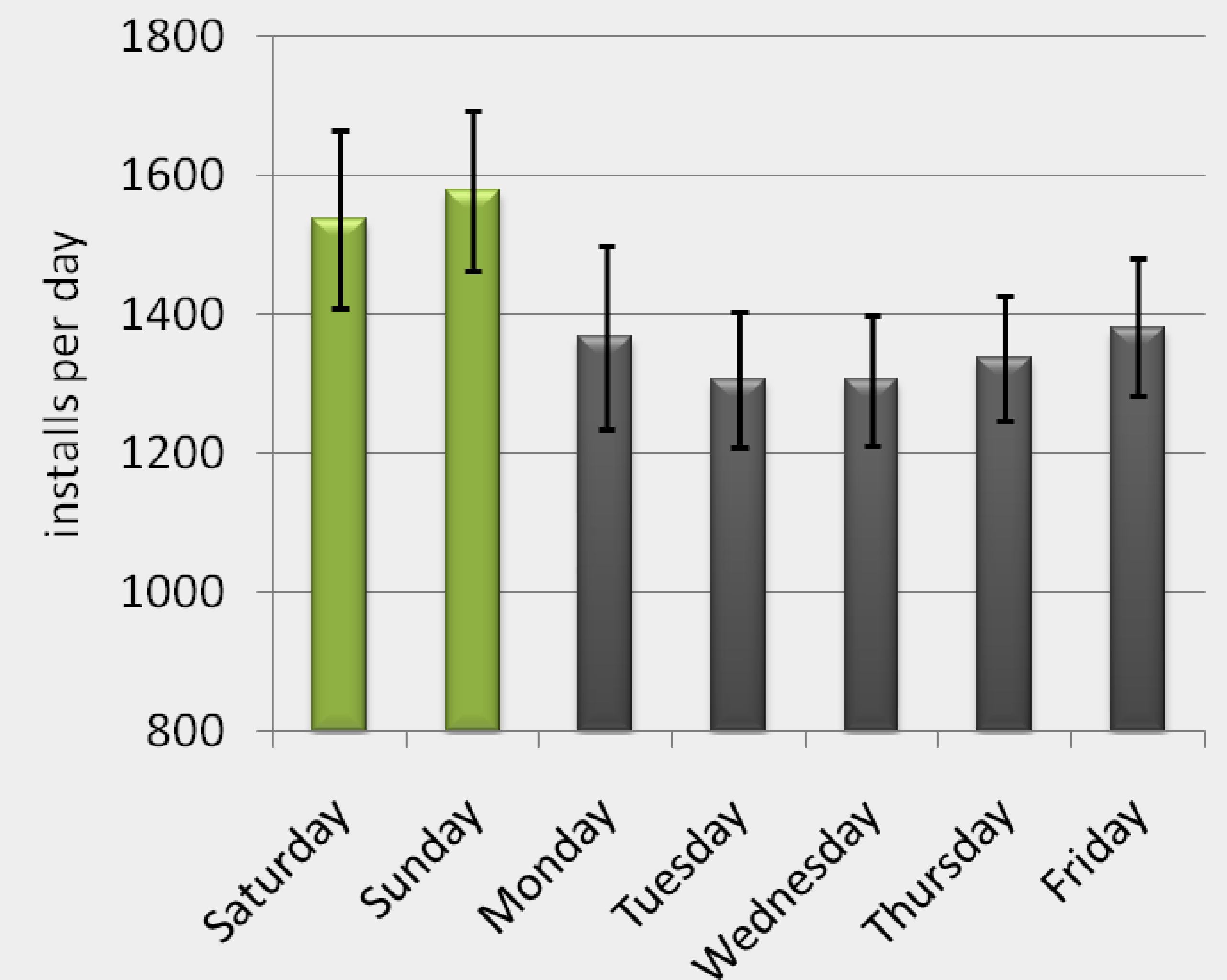


Bring your study to the mass!

App Stores like the Android Market can be used to distribute your user studies. Because such studies may **require a large number of users**, researchers need to attract a large audience. New and updated Android apps appear in a list of recent apps. Thus, the timing when releasing apps can considerably increase the number of installations.

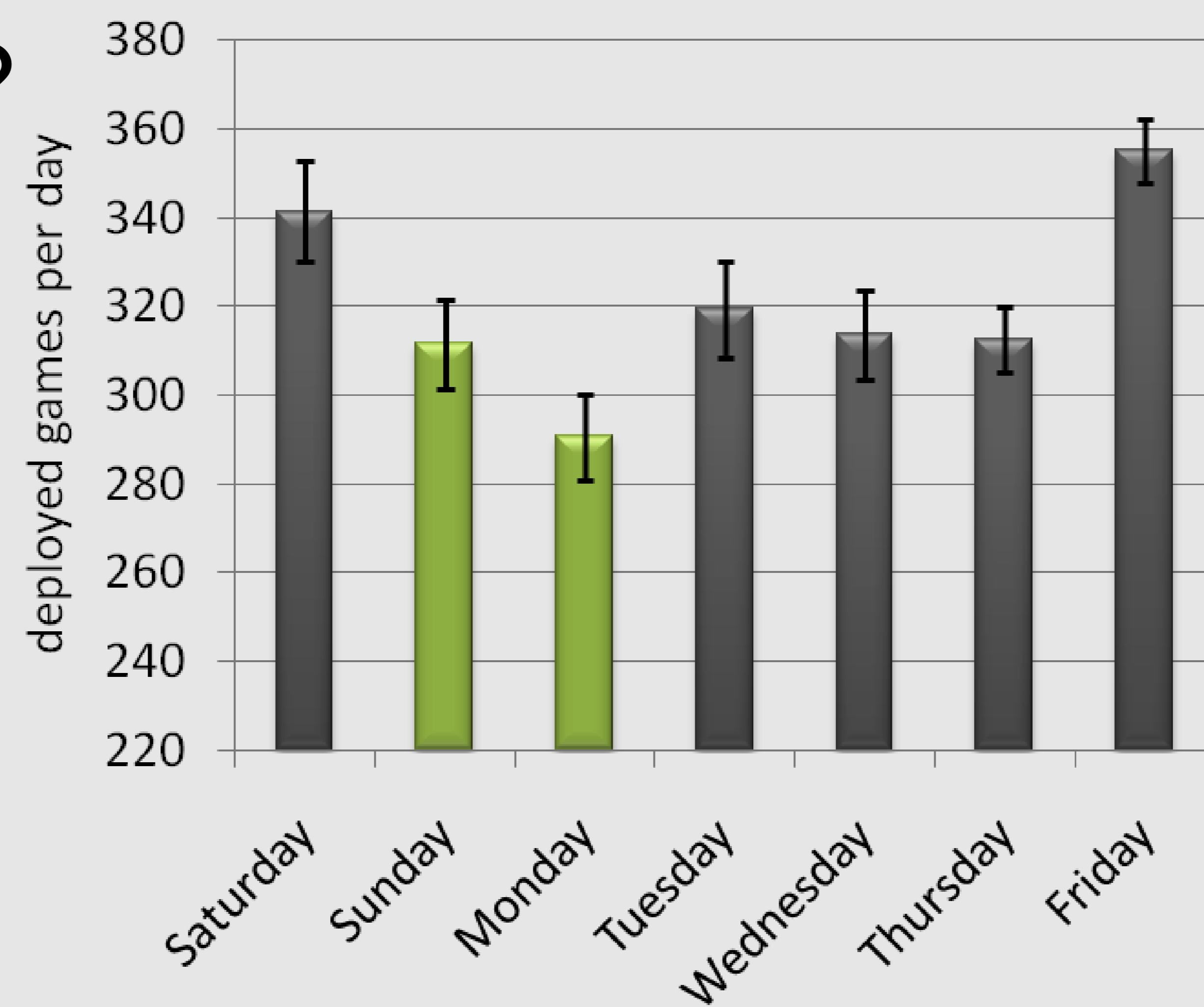
When are games installed?

Using the casual game *Hit It!** that has been published on the Android Market we analyze when people install games. Using the data from the **157,438 installations** of the game we found that it gets **more often installed on Saturdays and Sundays**. The most active hours are shortly before midnight (GMT).



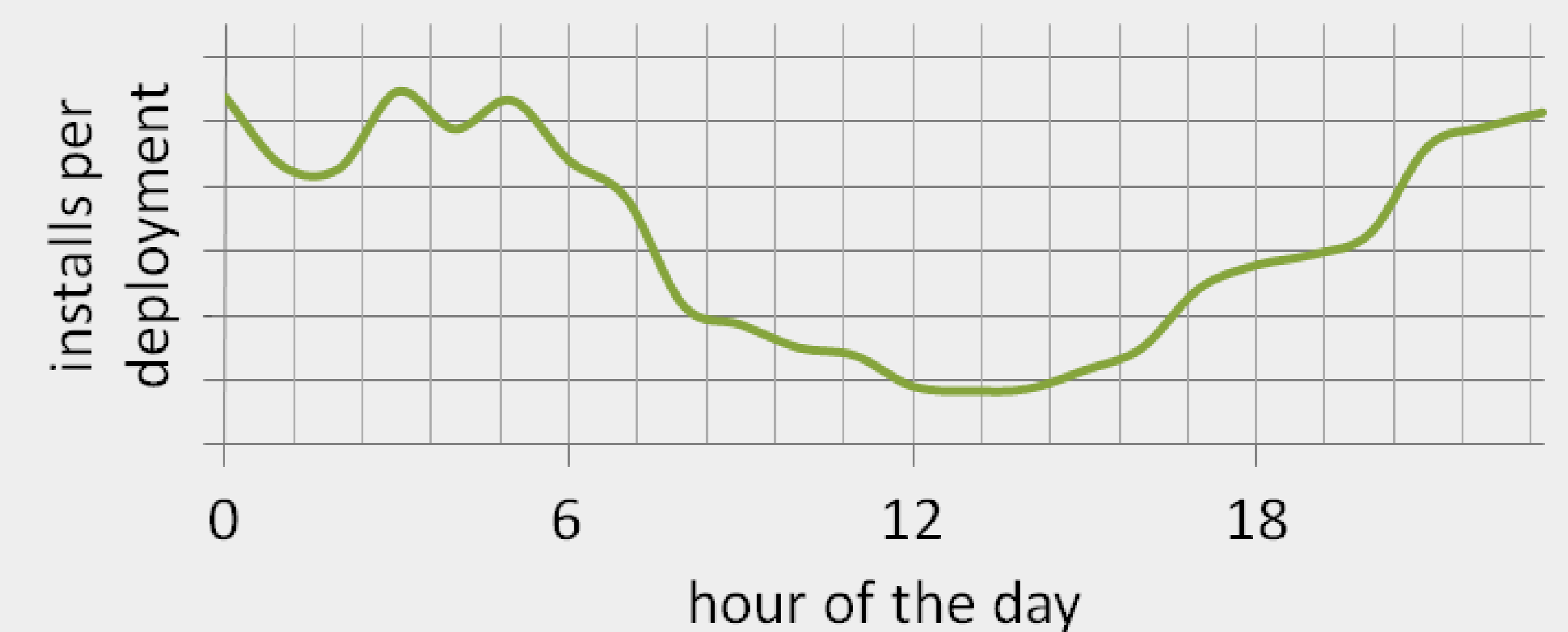
When are games deployed?

We determined when games are deployed by monitoring the Android Market. Over a period of 13 weeks our script recorded **24,647 installed or updated games**. The **fewest number** of games is **published on Sunday and Monday** and the least active hours are between 23 o'clock and 8 o'clock (GMT).



Sunday Eve?

The ratio between installed and deployed games suggest that a game might get **4 times more additional installs** on Sunday eve compared to Tuesday noon.



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