

Uptodown becomes newest member of Unity Distribution Portal

Uptodown, a leader in Android apps distribution is announcing a new agreement that enables game distribution to multiple app stores through a single hub

- The Uptodown app store is announcing that it will become the newest app store to join the [Unity Distribution Portal \(UDP\)](#), the most efficient way for game developers to publish their games across multiple stores.
- [Uptodown](#) is set to use **Santander Bank's** payment technology, allowing users to purchase apps and make secure in-app purchases from any geographic area.
- Unity (NYSE: U) is the world's leading platform for creating and operating real-time 3D (RT3D) content.
- Game developers will now have greater access to Uptodown, the app store with **more than 4.5 billion annual downloads**.

Malaga, March 23, 2021

Uptodown is officially announcing that it will become part of the Unity Distribution Portal (UDP), the most efficient way for game developers to publish their games across multiple stores.

Uptodown app store and its 130 million monthly users, will be now available to more than 600 studios that have already experienced UDP. Uptodown allows developers to publish their video games through a web-based platform in markets where it leads the distribution of the Android apps.

Uptodown is set to partner with Santander Bank's payment technology to offer secure in-app purchases in all apps published through UDP. Since it has no geographical restrictions and is available in 15 languages, Uptodown could be a key instrument for developers to be able to distribute their Android games in countries where this marketplace is number one, as evidenced by its more than 4.5 billion annual downloads.

"Offering an alternative marketplace capable of providing a truly effective service for both developers and users has been a challenge. We've been working for two years to put our entire audience at the service of Unity's developers. This project allows us to offer our more than 130 million monthly users a global and secure solution for acquiring games on Android" says Luis Hernandez, Uptodown's CEO.

In the first months of 2020, Unity saw an average of more than 5 billion downloads per month of applications built with Unity, making it one of the most important real-time 3D development tools in the world. With a one-stop distribution experience, UDP is the most efficient way for game developers to reach, publish, and operate their games across multiple stores in emerging markets.

The European app store will increase the visibility of video games in countries where it is highly influential such as Brazil, Mexico, the Middle East, Indonesia, Russia, and India, among others. Uptodown is available in 15 languages and offers users an easy and secure way to make in-app purchases using Santander's payment technology, which constitutes an important alternative to the current way Android apps are distributed. Once registered in the Unity Distribution Portal, developers will be able to select Uptodown App Store to easily and automatically distribute their software in this marketplace.