



As of version 2.2.0 of Screebl Pro, a new licensing mechanism called [Automatic Application Licensing \(AAL\)](#) has been bundled with the app. The purpose of AAL is to allow painless verification that the user of Screebl Pro actually purchased the app from the Android Market. We've taken this step to attempt to put a stop to the insane levels of piracy that Screebl has seen, and so far, things seem to be working out nicely.

I've received a number of questions over the course of the last few days asking me how AAL works, why we chose to include it in Screebl Pro, and what the implications are for users. This article will cover the details, and describe why we finally decided to pull the trigger on licensing in our mobile apps...

Over the course of the last three months, Screebl Pro has met with decent success for an Android application. Generally, Android users are less willing to pay for apps than their Apple counterparts, and there are less Android handsets available at this point too. Selling 50 - 100 apps per day is not bad for something that hasn't attained the mystical "featured" status.

Over time, however, we began to notice a dramatic increase in the number of pirated versions of Screebl Pro, accompanied by a decrease in sales. Lately our piracy rates have spiked as high as 90% on some days (see the Piracy Rate graphs below). We were amazed at how easy it was to find Screebl Pro APKs online. Generally it only took a few minutes from upload of a new version for that version to get posted on some warez board. We decided to try and slow things down a bit, and that's when AAL was born.

