

Filing Mobile Application Content in Native File Format

A new feature of FINRA Advertising Regulation's ongoing Input Format Expansion initiative allows member firms the option to upload mobile application files to Advertising Regulation in their native file format, via either the "Batch v2" format of the batch filing system or the AREF user interface. (Note: The older "Batch v1" format of the batch filing system is no longer being enhanced and will not be compatible with the "native format" filing option for mobile applications.)

Filing Requirements

This upload feature for mobile applications does not change or replace the existing requirements for filings. As such, the primary *Communication File* when filing mobile application content must represent the navigation of the mobile application at the point-in-time of filing. This is most commonly captured as a series of screenshot images of the application as it is being used, or a video capture of the navigation in real time.

The new upload functionality allows the filer to optionally submit the compiled .APK (Android) application file **in addition to** the required point-in-time navigation capture. As such, .APK files may only be attached to a filing as *Additional Information*. As mentioned above, the primary *Communication File* must represent point-in-time navigation and will be the basis for review by FINRA.

Help

If you require assistance or have additional questions about filing mobile application content in native file format, please contact Advertising-Technology@finra.org