

Google looks for more revenue from ads in Android app store

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(AP)—Google will start showing ads in its online store for mobile apps and entertainment as the Internet search leader strives to bring in more revenue from smartphones and tablets.

The advertising expansion announced Thursday will provide Google with a new opportunity to profit from its Android software, the world's most widely used operating system for [mobile devices](#).

Google Inc. gives away Android to device makers with built-in features designed to drive more traffic to its search engine and other services, such as its Google Play store for downloading apps.

Ads will begin appearing in the Google Play store the next few weeks as part of a test program. Google makes most of its money from the ads shown in its search results, Gmail and YouTube video library.

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