Pub/Sub is a messaging service for exchanging event data among applications and services. A producer of data publishes messages to a Pub/Sub topic. A consumer creates a subscription to that topic. Subscribers either pull messages from a subscription or are configured as webhooks for push subscriptions. Every subscriber must acknowledge each message within a configurable window of time.

This page shows how to publish and consume messages with a pull subscriber.

Note: If you are new to Pub/Sub, we recommend that you start with the underline interactive tutorial (https://console.cloud.google.com/cloudpubsub?tutorial=pubsub_quickstart).

1. Sign in (https://accounts.google.com/Login) to your Google Account.

   If you don't already have one, sign up for a new account (https://accounts.google.com/SignUp).

2. Set up a Cloud Console project.

   Click to:
   - Create or select a project.
   - Enable the Pub/Sub API for that project.

   You can view and manage these resources at any time in the Cloud Console (https://console.cloud.google.com/).

3. Install and initialize the Cloud SDK (/sdk/docs/).

   ★ **Note:** You can also use the Cloud Shell (https://console.cloud.google.com/home/dashboard?cloudshell=true) to run `gcloud` commands without needing to install the Cloud SDK.

You can use the `gcloud` command-line tool to perform operations in Pub/Sub. The `gcloud` command-line tool is included in the Cloud SDK (/sdk/docs/) you installed in Before you begin (/pubsub/docs/quickstart-cli#before-you-begin). See the gcloud pubsub section (/sdk/gcloud/reference/pubsub/) in the gcloud reference (/sdk/gcloud/reference/) for a complete list of Pub/Sub `gcloud` commands.

This self-contained example, meant to run in bash or the Cloud Shell, shows the steps required:

1. Create a topic.

2. Subscribe to the topic.

3. Publish a message to the topic.

4. Receive the message.

This example uses a pull subscription. Pub/Sub also supports push subscriptions, as described in the Subscriber (/pubsub/docs/subscriber#push_pull) guide.

You can perform all administrative operations through the API, and most through the `gcloud` tool and Cloud Console UI.

Note that additional resources and links are available on the Pub/Sub support page
(/pubsub/docs/support).

See the Publisher (/pubsub/docs/publisher) and Subscriber (/pubsub/docs/subscriber) guides to learn more about the concepts discussed in this page.

Get started with Pub/Sub in your language of choice at Pub/Sub Client Libraries (/pubsub/docs/reference/libraries) .

See Quickstart: Using Client Libraries (/pubsub/docs/quickstart-client-libraries)

for a walkthrough of how to use client library APIs to perform basic Pub/Sub tasks.

For a detailed overview of Pub/Sub, see What Is Pub/Sub? (/pubsub/docs/overview)