Releasing games on Steam

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Today:

1. My background
2. Background to what Steam's like
3. The state of Steam today
4. Monetization
5. Pricing
6. Sales
7. Other platforms beside Steam
8. Other OSs beside Windows
9. Other physical platforms
10. Kickstarter
11. Other forms of funding your games
12. Our journey at Valiant
13. Key takeaways
14. Workshop

Stockholms universitet

FUTURE GAMES

VALIANT GAME STUDIO

LION BITE

Star Stable

DOUBLE MOOSE

Talecore STUDIOS

Climate re:play

LINK IN PARK

Anna Högberg Jenelius
Indie Game Developer
Games since 2011
Indie since 2015

Based in Stockholm, Sweden

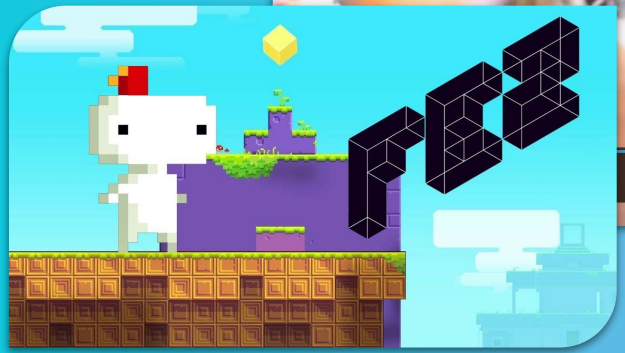
KREATURE KiND

STEAM®

Background

2012

2013



2012

2012

http://buy.indiegamethemovie.com/

https://steamdb.info/stats/releases/

March 2, 2015

If You Love Something, Set It Free

Community News

By Tim Sweeney

Unreal Engine 4 is now available to everyone for free, and all future updates will be free!

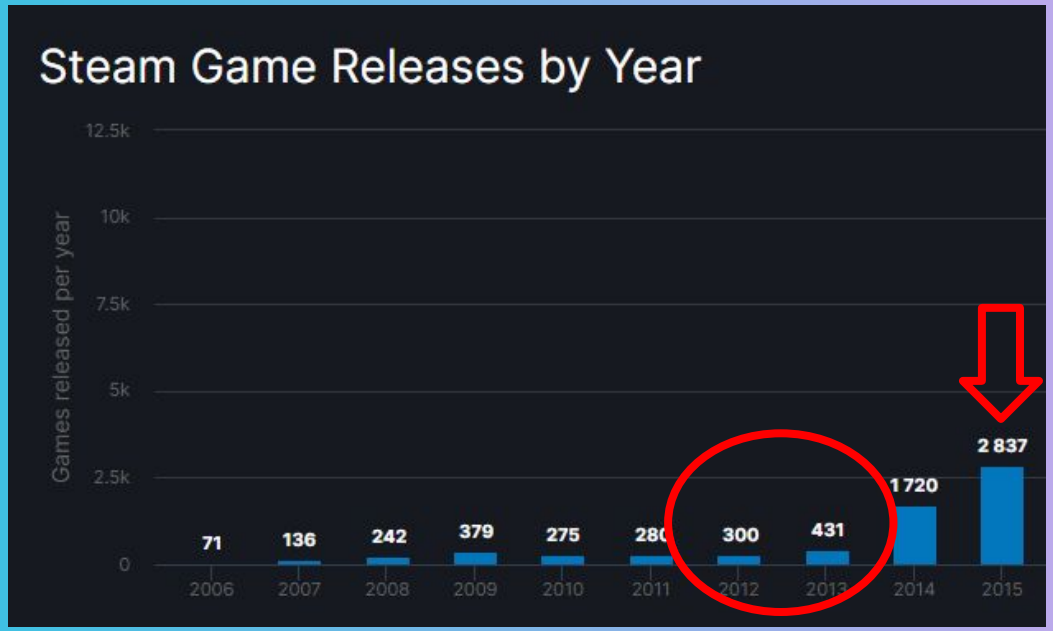
VALVE LAUNCHES STEAM GREENLIGHT

Press Release - Valve

30 Aug, 2012

Over 30 Titles Awaiting Community Feedback

August 30, 2012 -- Valve, creators of best-selling game franchises (such as Counter-Strike, Half-Life, Left 4 Dead, Portal, and Team Fortress) and leading technologies (such as Steam and Source), today announced the launch of Steam Greenlight, a new platform feature that enlists the community's help in selecting some of the next games to be released on Steam.



https://steamdb.info/stats/releases/

In 2015, people started using the term “indiepocalypse”

The 5 Myths of the Indiepocalypse

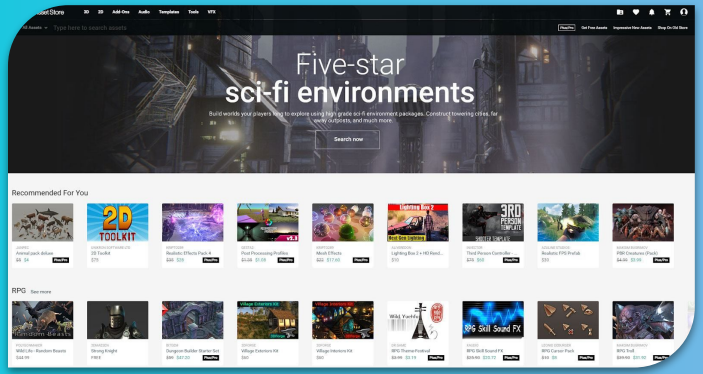
by Ryan Clark on 09/08/15 01:36:00 pm Expert Blogger Featured Post

80 comments Share

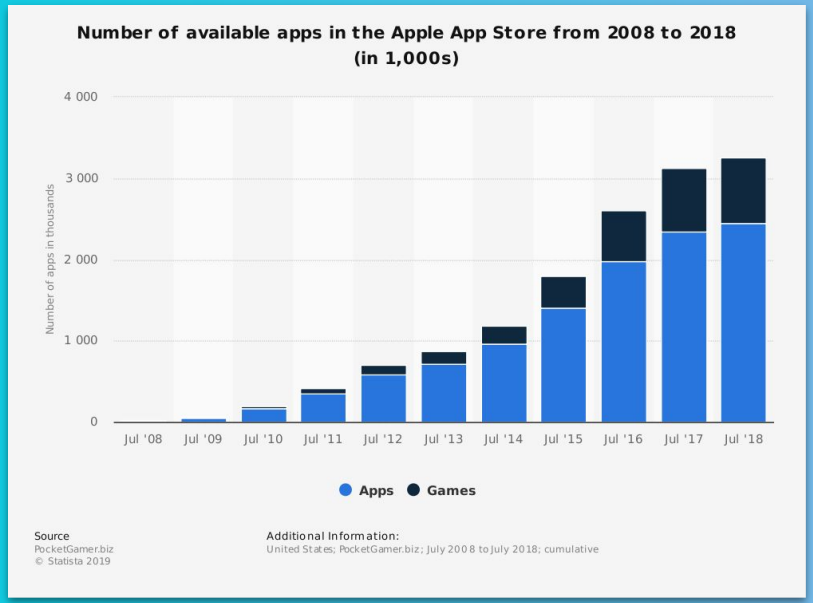
The following blog post, unless otherwise noted, was written by a member of Gamasutra's community.
The thoughts and opinions expressed are those of the writer and not Gamasutra or its parent company.

The hot topic for independent developers these days is the so-called "indiepocalypse". It's the notion that indies are going to have an increasingly difficult time making a living now that mobile and Steam are both "flooded" with games. Indiepocalypse posts tend to focus on 5 key ideas:

1. There is too much competition, especially now that so many games launch on Steam each week.
2. Various charts are showing bad things, such as revenue per game declining.
3. The App Store is a wasteland. Steam will now become a wasteland.
4. A few high profile indie games have had weaker-than-expected launches lately. Surely this means that the apocalypse is upon us?
5. Triple-I independent games are going to force indie budgets to rise inexorably, mirroring what happened with AAA.



STEAM GREENLIGHT™ DIRECT



Over 500 games now submitted to iOS App Store every day

March 9, 2016 | By Chris Kerr

17 comments

More: Smartphone/Tablet, Business/Marketing

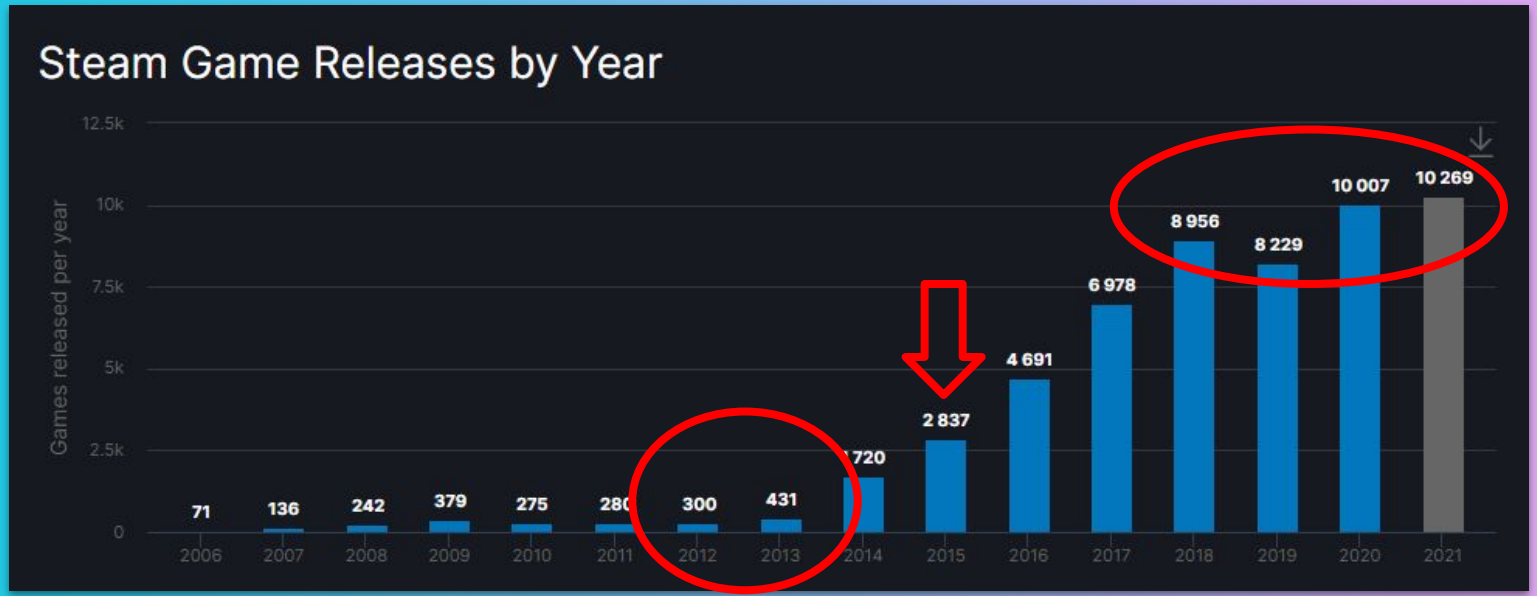
Have you ever wondered how many mobile games are submitted to the iOS App Store every month?

Well, you can find out the answer by paying a visit to PG.biz's iOS App Store Metrics page, which has been keeping tabs on that exact stat since the App Store opened.

Having so much data in one place makes it easy to see how the mobile industry has evolved over the past eight years. For example, when PG.biz first started tracking data in July 2008, they only recorded a paltry 258 games submissions for the entire month.

https://www.statista.com/statistics/268251/number-of-apps-in-the-itunes-app-store-since-2008/

Steam today



https://steamdb.info/stats/releases/

Steam today

https://steamdb.info/stats/releases/

The average game on Steam will sell about **2000 copies** and make **$12,500** in revenue in its first **month**.

The average game will make **$30,000** in its first **year**.

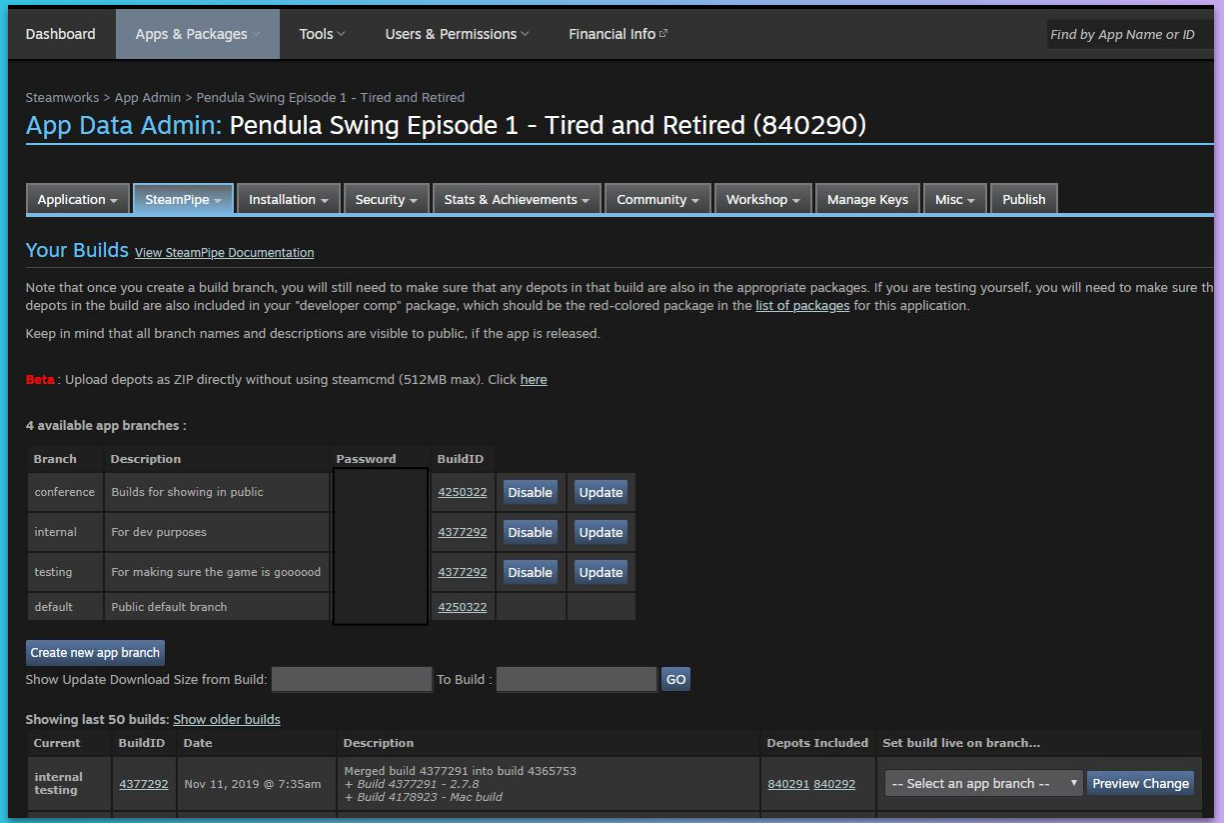
https://www.pcgamer.com/gdcs-realistic-talk-about-game-sales-on-steam-paints-a-grim-picture/

Valiant Game Studio ⭐ Making KreatureKind ⭐ @Valia... · Oct 28
🎃 Halloween 🎃 means Valiant Game Studio has been around for four years! Each one has been incredible - thank you so much for following along!
Happy spoopy season everyone - here's to another 4 years!
Happy Halloween
&
Happy Birthday!

About Pendula Swing

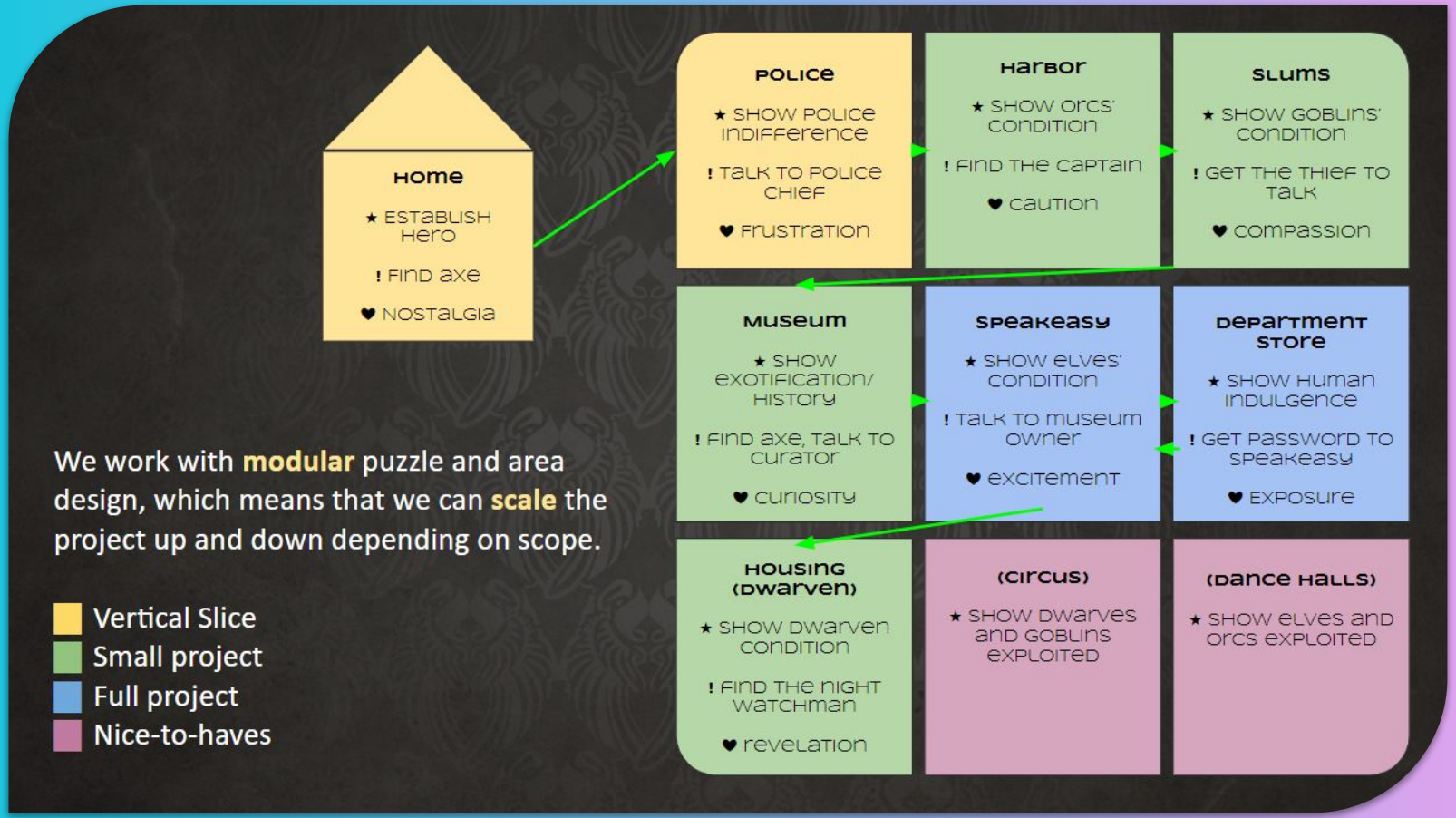
Monetization

1. Premium
2. F2P
3. Episodic
4. Subscription
5. Season pass
6. Early Access
7. Ads
8. etc

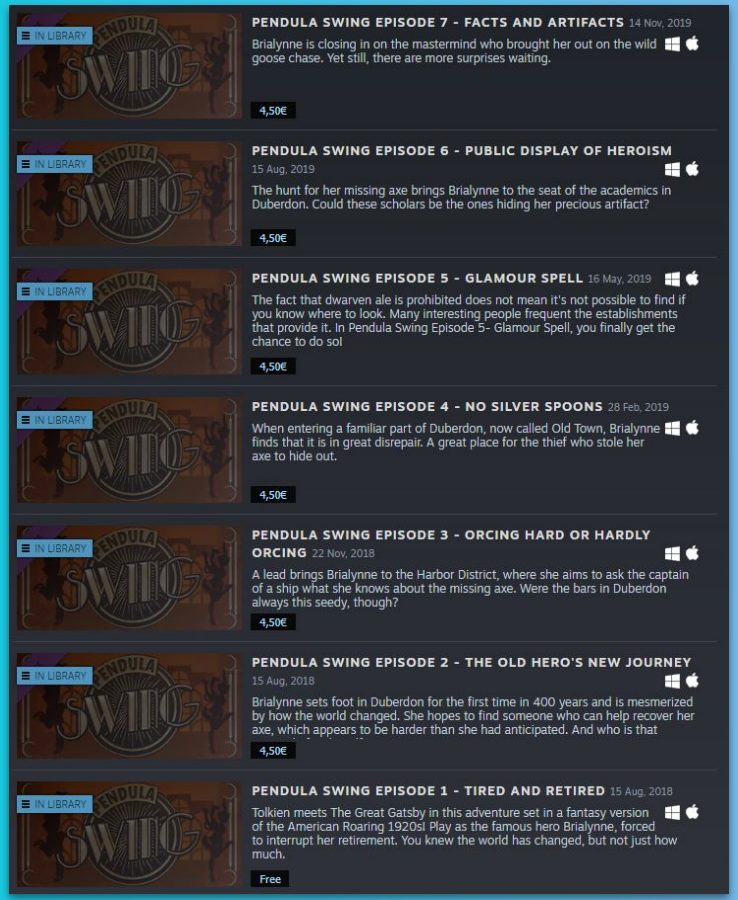


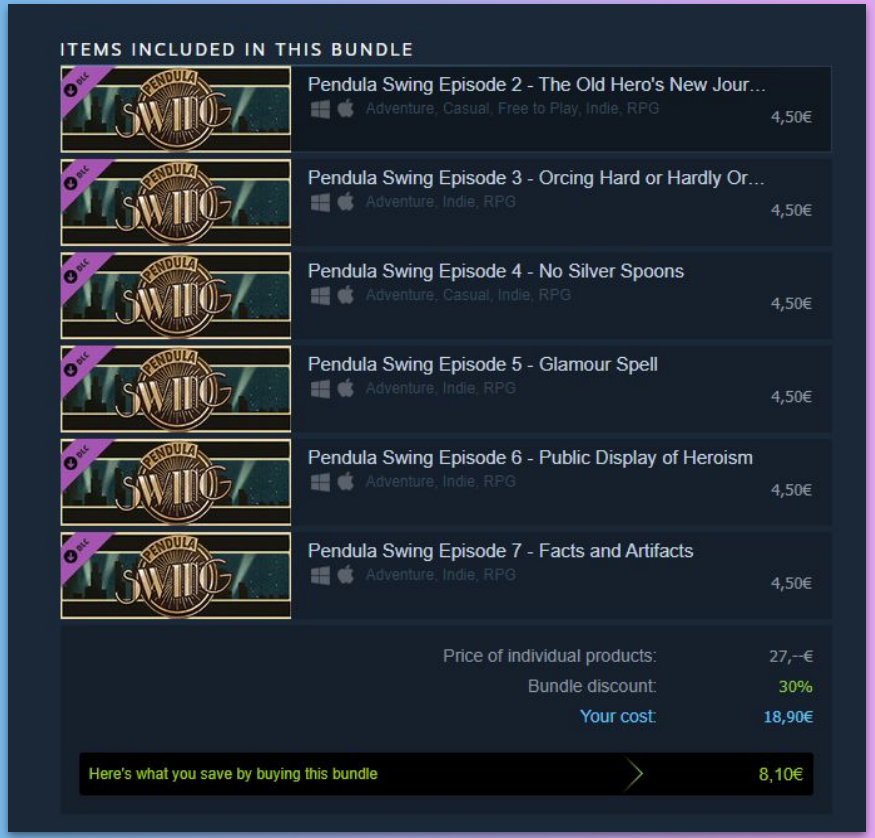
Steam Direct: $100

Steam takes **30%** of sale revenues.

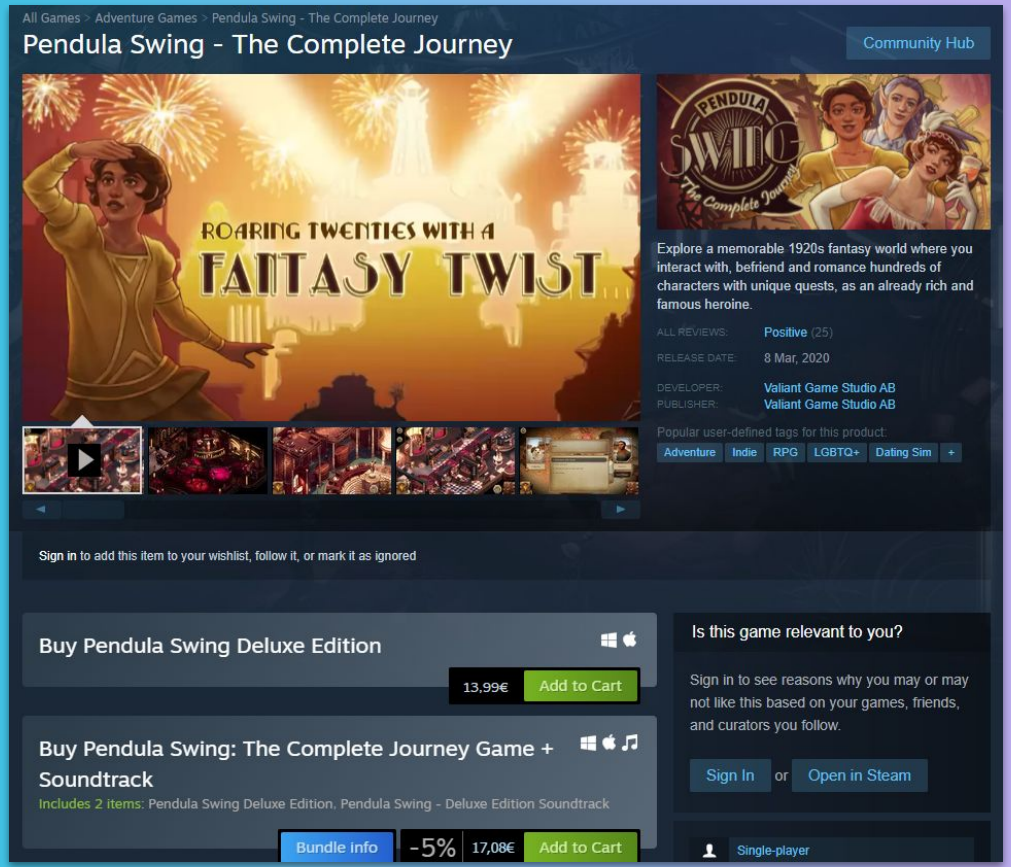

Home
★ Establish Hero
! Find axe
♥ Nostalgia
Police
★ Show police indifference
! Talk to police chief
♥ Frustration
Harbor
★ Show orcs' condition
! Find the captain
♥ Caution
Slums
★ Show goblins' condition
! Get the thief to talk
♥ Compassion
Museum
★ Show exotification/ history
! Find axe, talk to curator
♥ Curiosity
Speakeasy
★ Show elves' condition
! Talk to museum owner
♥ Excitement
Department store
★ Show human indulgence
! Get password to speakeasy
♥ Exposure
Housing (dwarven)
★ Show dwarven condition
! Find the night watchman
♥ Revelation
(Circus)
★ Show dwarves and goblins exploited
(Dance halls)
★ Show elves and orcs exploited
We work with modular puzzle and area design, which means that we can scale the project up and down depending on scope.
Vertical Slice
Small project
Full project
Nice-to-haves

Pricing


IN LIBRARY
PENDULA SWING EPISODE 7 - FACTS AND ARTIFACTS 14 Nov, 2019
Brialynne is closing in on the mastermind who brought her out on the wild goose chase. Yet still, there are more surprises waiting.
4,50€
IN LIBRARY
PENDULA SWING EPISODE 6 - PUBLIC DISPLAY OF HEROISM
15 Aug, 2019
The hunt for her missing axe brings Brialynne to the seat of the academics in Duberdon. Could these scholars be the ones hiding her precious artifact?
4,50€
IN LIBRARY
PENDULA SWING EPISODE 5 - GLAMOUR SPELL 16 May, 2019
The fact that dwarven ale is prohibited does not mean it's not possible to find if you know where to look. Many interesting people frequent the establishments that provide it. In Pendula Swing Episode 5- Glamour Spell, you finally get the chance to do sol
4,50€
IN LIBRARY
PENDULA SWING EPISODE 4 - NO SILVER SPOONS 28 Feb, 2019
When entering a familiar part of Duberdon, now called Old Town, Brialynne finds that it is in great disrepair. A great place for the thief who stole her axe to hide out.
4,50€
IN LIBRARY
PENDULA SWING EPISODE 3 - ORCING HARD OR HARDLY ORCING 22 Nov, 2018
A lead brings Brialynne to the Harbor District, where she aims to ask the captain of a ship what she knows about the missing axe. Were the bars in Duberdon always this seedy, though?
4,50€
IN LIBRARY
PENDULA SWING EPISODE 2 - THE OLD HERO'S NEW JOURNEY
15 Aug, 2018
Brialynne sets foot in Duberdon for the first time in 400 years and is mesmerized by how the world changed. She hopes to find someone who can help recover her axe, which appears to be harder than she had anticipated. And who is that
4,50€
IN LIBRARY
PENDULA SWING EPISODE 1 - TIRED AND RETIRED 15 Aug, 2018
Tolkien meets The Great Gatsby in this adventure set in a fantasy version of the American Roaring 1920s! Play as the famous hero Brialynne, forced to interrupt her retirement. You knew the world has changed, but not just how much.
Free


ITEMS INCLUDED IN THIS BUNDLE
Pendula Swing Episode 2 - The Old Hero's New Jour...
Adventure, Casual, Free to Play, Indie, RPG
4,50€
Pendula Swing Episode 3 - Orcing Hard or Hardly Or...
Adventure, Indie, RPG
4,50€
Pendula Swing Episode 4 - No Silver Spoons
Adventure, Casual, Indie, RPG
4,50€
Pendula Swing Episode 5 - Glamour Spell
Adventure, Indie, RPG
4,50€
Pendula Swing Episode 6 - Public Display of Heroism
Adventure, Indie, RPG
4,50€
Pendula Swing Episode 7 - Facts and Artifacts
Adventure, Indie, RPG
4,50€
Price of individual products: 27,--€
Bundle discount: 30%
Your cost: 18,90€
Here's what you save by buying this bundle
8,10€

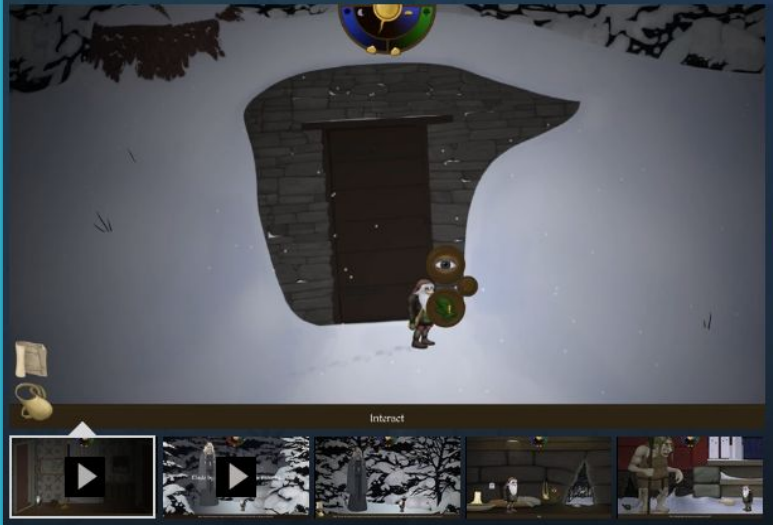
Pricing


All Games > Adventure Games > Pendula Swing - The Complete Journey
Pendula Swing - The Complete Journey
Community Hub
ROARING TWENTIES WITH A
FANTASY TWIST
Explore a memorable 1920s fantasy world where you interact with, befriend and romance hundreds of characters with unique quests, as an already rich and famous heroine.
ALL REVIEWS: Positive (25)
RELEASE DATE: 8 Mar, 2020
DEVELOPER: Valiant Game Studio AB
PUBLISHER: Valiant Game Studio AB
Popular user-defined tags for this product:
Adventure
Indie
RPG
LGBTQ+
Dating Sim
+
Sign in to add this item to your wishlist, follow it, or mark it as ignored
Buy Pendula Swing Deluxe Edition
13,99€
Add to Cart
Buy Pendula Swing: The Complete Journey Game + Soundtrack
Includes 2 items: Pendula Swing Deluxe Edition, Pendula Swing - Deluxe Edition Soundtrack
Bundle info
-5%
17,08€
Add to Cart
Is this game relevant to you?
Sign in to see reasons why you may or may not like this based on your games, friends, and curators you follow.
Sign In
or
Open in Steam
Single-player

All Games > Adventure Games > Midvinter

Midvinter

Community Hub



Midvinter is a cozy little point-and-click game, which invites you to explore Swedish folklore using puzzles and riddles as well as compelling music and voice over. In it, you as a player take on the role of gnome - the guardian of the farm - and get to interact with various dark and fantastical creatures.

ALL REVIEWS:	Positive (31)
RELEASE DATE:	5 May, 2016
DEVELOPER:	Talecore Studios
PUBLISHER:	Talecore Studios, Valiant Game St... +

Popular user-defined tags for this product:

Adventure | Indie | Point & Click | +

Buy this game as a gift for a friend

Buy Midvinter

4,99€ Add to Cart

STEAM®

NINTENDO SWITCH

SteamSpy: $20 and $60 were the top-earning Steam game prices last year

April 4, 2018 | By Alex Wawro

2 comments

More: Console/PC, Indie, Business/Marketing

SteamSpy operator and Epic employee Sergey Galyonkin published a Medium post today that's full of interesting stats gleaned from what his Steam surveillance platform saw in 2017.

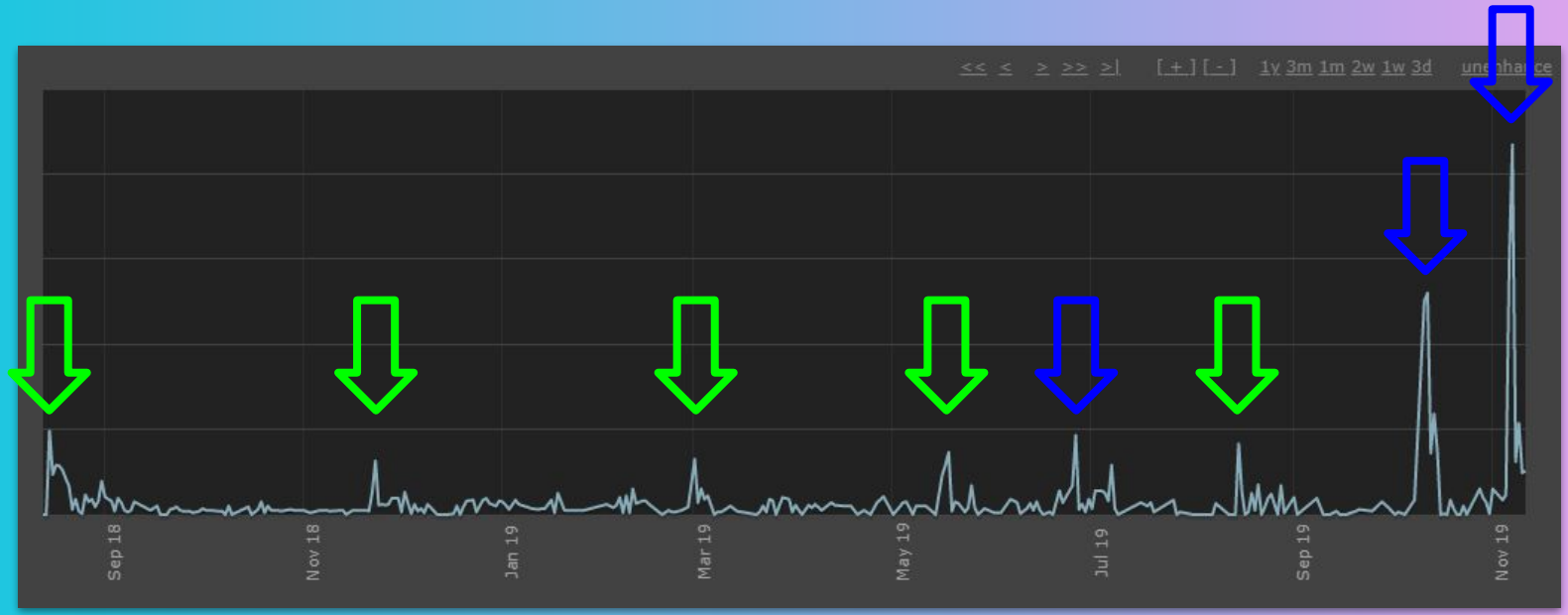
Notably, Galyonkin reports that last year the most popular game price was $10, but the games that generated the most revenue on Steam were priced at $30 (25.56 percent of all revenue for the year) and $60 (18.49 percent of all revenue.)

However, it's important to note that PUBG Corp.'s *PlayerUnknown's Battlegrounds* dominated Steam last year, selling over 25 million copies and generating over $600 million in revenue, according to SteamSpy estimates. When Galyonkin removed *PUBG* from his dataset, the overall shape of the graph (reprinted below) remained the same but $20 became the top earner, accounting for 19.56 percent of total revenue for the year.

"Surprise: cheap games do not make a lot of money," wrote Galyonkin. "People are still mostly buying relatively expensive and quality titles."

https://www.gamasutra.com/view/news/316146/SteamSpy_20_and_60_were_the_topearning_Steam_game_prices_last_year.php

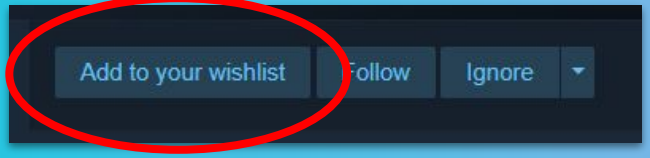
Sales

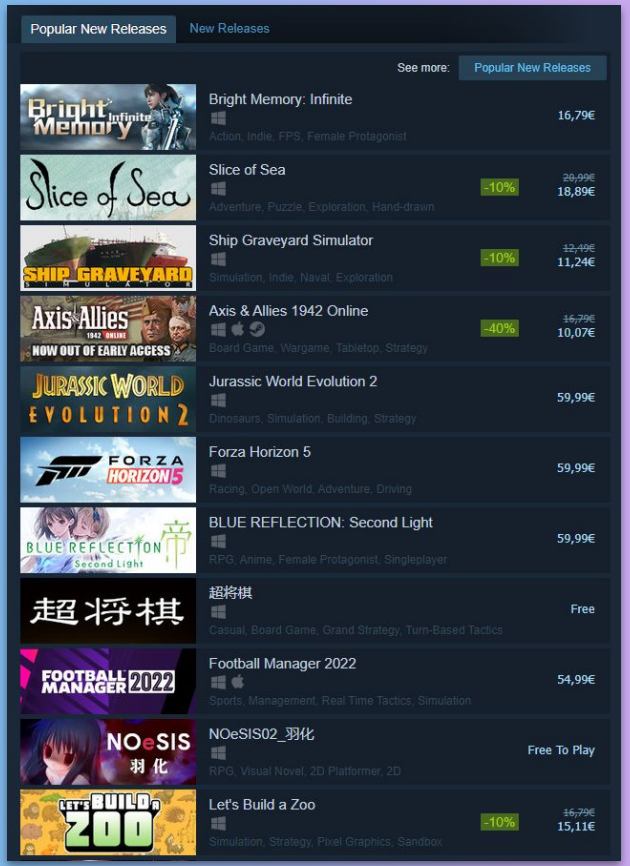

<< < > >> >| [+] [-] 1y 3m 1m 2w 1w 3d
Sep 18
Nov 18
Jan 19
Mar 19
May 19
Jul 19
Sep 19
Nov 19

Sales

<< < > >> >| [+] [-] 1y 3m 1m 2w 1w 3d unenhance
Dec 01
Jan 01
Feb 01
Mar 01
Apr 01
May 01
Jun 01
Jul 01
Aug 01
Sep 01
Oct 01
Nov 01

The Algorithm

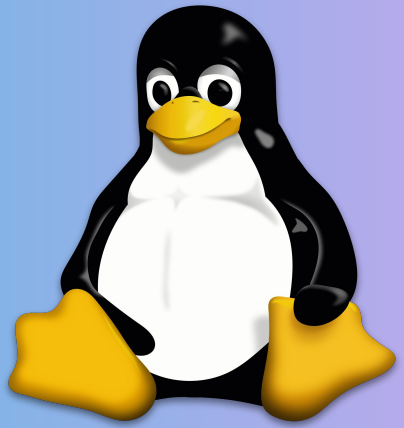




Other PC platforms

Humble Store

OS



Platforms

Porting

REDDEER
GAMES

STARLOOP
A MAGIC MEDIA COMPANY

Juego
Studios

Kickstarter

ZESTREA - a marriage negotiation board game

Experience ridiculous Romanian traditions, arrange weddings & survive Hard Times in a beautiful, witty game ready for commercial print

Project We Love · Tabletop Games · Cluj-Napoca, Romania

SEK 195,294
pledged of SEK 120,000 goal

679
backers

9
days to go

Share · Tweet · Mail · Embed

All or nothing. This project will only be funded if it reaches its goal by Thu, November 21 2019 11:00 AM CET.

Publishing

RAW
FURY

Those
Awesome
Guys

Thunderful

DEVOLVER
DIGITAL

team17
'The Spirit of Independent Games'

Acquisition

EMBRACER GROUP

Thunderful

Funds

Our journey

Sting

SWEDEN GAME ARENA

BALTIC EXPLORERS

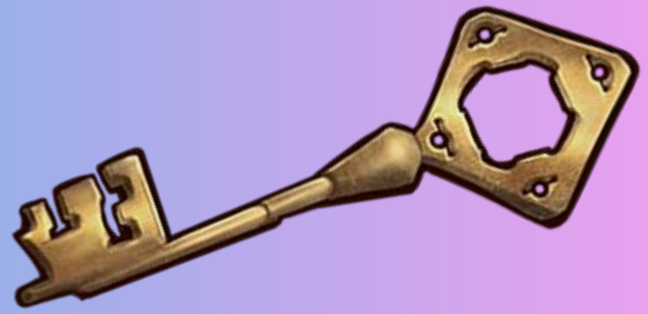
Consulting

SWEDEN GAME | ARENA

https://dataspelsbranschen.se/spelutvecklarindex

The challenge is to stand out,
and finding alternative sources of revenue.

Key takeaways



1. Find your **target audience**, and stick to it
2. Be open to **pivot** - have plans, but be ready to change them
3. Strive for a **diverse portfolio**
4. **Don't** plan a **Magnum Opus** and build a company just because you have to
5. If no-one in the team likes business, **find a CEO/bizdev person**
6. There are **alternative ways of earning money**, besides just making games
7. Keep your **IP** in mind
8. Find ways to be **unique**

Questions?

Workshop

1. Head to SteamSpy.com
2. Look around in the database
3. Look for games that have done really well (1M+ sales)
    a. When were they released?
    b. What genres are they?
    c. What tags have been applied?
    d. What are the price points?
4. Draw your own conclusions - what works on Steam, and what does not?

VALIANT
GAME STUDIO

Thank you!

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