

GDC +  STEAM[®] + 



O que constitui uma boa plataforma?

Nossa visão para o Steam

1 > Criar valor para jogadores e desenvolvedores

- Queremos que jogadores tenham a melhor experiência possível com o jogo, repleta dos melhores recursos e serviços
- Queremos que desenvolvedores tenham fácil acesso a ferramentas poderosas para gerenciar o seu jogo

Nossa visão para o Steam

2 ▶ Reinvestimento constante para aumentar o mercado acessível

- Aumentar mercados existentes e torná-los mais eficientes
- Introduzir novos mercados que, sozinhos, desenvolvedores não alcançariam

Nossa visão para o Steam

3 Inventar novas formas de satisfazer clientes

- Otimizar serviços existentes
- Criar novos eventos e ferramentas do zero

O que constitui uma boa plataforma?

- 1 Criar valor para jogadores e desenvolvedores
- 2 Aumentar o mercado abordável para desenvolvedores
- 3 Inventar novas formas de satisfazer os clientes

Crescimento a longo prazo

Jogadores simultâneos no Steam



Crescimento a longo prazo

Recursos do Steam



Steam Link Anywhere – já disponível em Beta!



Disponível grátis

O aplicativo do Steam Link está disponível e é grátis! Transmita seus jogos do Steam para telefones, tablets e TVs. Sem custo para baixar ou usar



Controles compatíveis

O aplicativo do Steam Link é compatível via Bluetooth com o controle Steam, assim como com outros controles, mouses e teclados populares que suportam Bluetooth

E ainda tem mais...



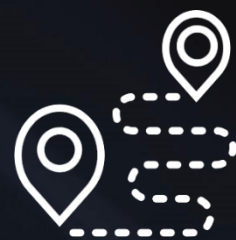
Alden está criando novas ferramentas para ajudar a aproximar a sua relação com os seus jogadores



Kassidy está criando a infraestrutura para assegurar que usuários Steam ao redor do mundo tenham o melhor acesso possível à rede dos seus jogos



Ricky está focado em aumentar os mercados emergentes para gerar mais oportunidades no Steam



O que vem por aí

Parte 1

Eventos no Steam

Eventos no Steam

 **STEAM**

STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam 4 alden \$27.47 ?



Fortuna: The Profit-Taker Available Now!

AVAILABLE NOW ON PC, COMING SOON TO CONSOLES

Return to the Vallis, Tenno: We're taking down our first Orb Mother. Wield your Archweapons to destroy the Profit-Taker -- then walk the path of least resistance as Baruuk, the pacifist Warframe.

THE PROFIT-TAKER STING
Here's the score, Tenno: Nef has the entire Vallis on lockdown. Supply lines are cut off, and we can't get anyone in or out of Fortuna. So we're planning something big. Something dangerous.

We're going to fight a massive, mechanical spider. An Orb Mother, to be precise.

THE TARGET: THE PROFIT-TAKER
The Profit-Taker is perched atop the Enrichment Labs on the outskirts of Fortuna. It's protected by Sentient overshield technology, making it invulnerable to weapons fire.



THE PLAN: TAKE DOWN THE ORB MOTHER
Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with

GAME



Free to Play Play Now

BEGINS
Thu, January 17, 2019 @ 12:00 am PST

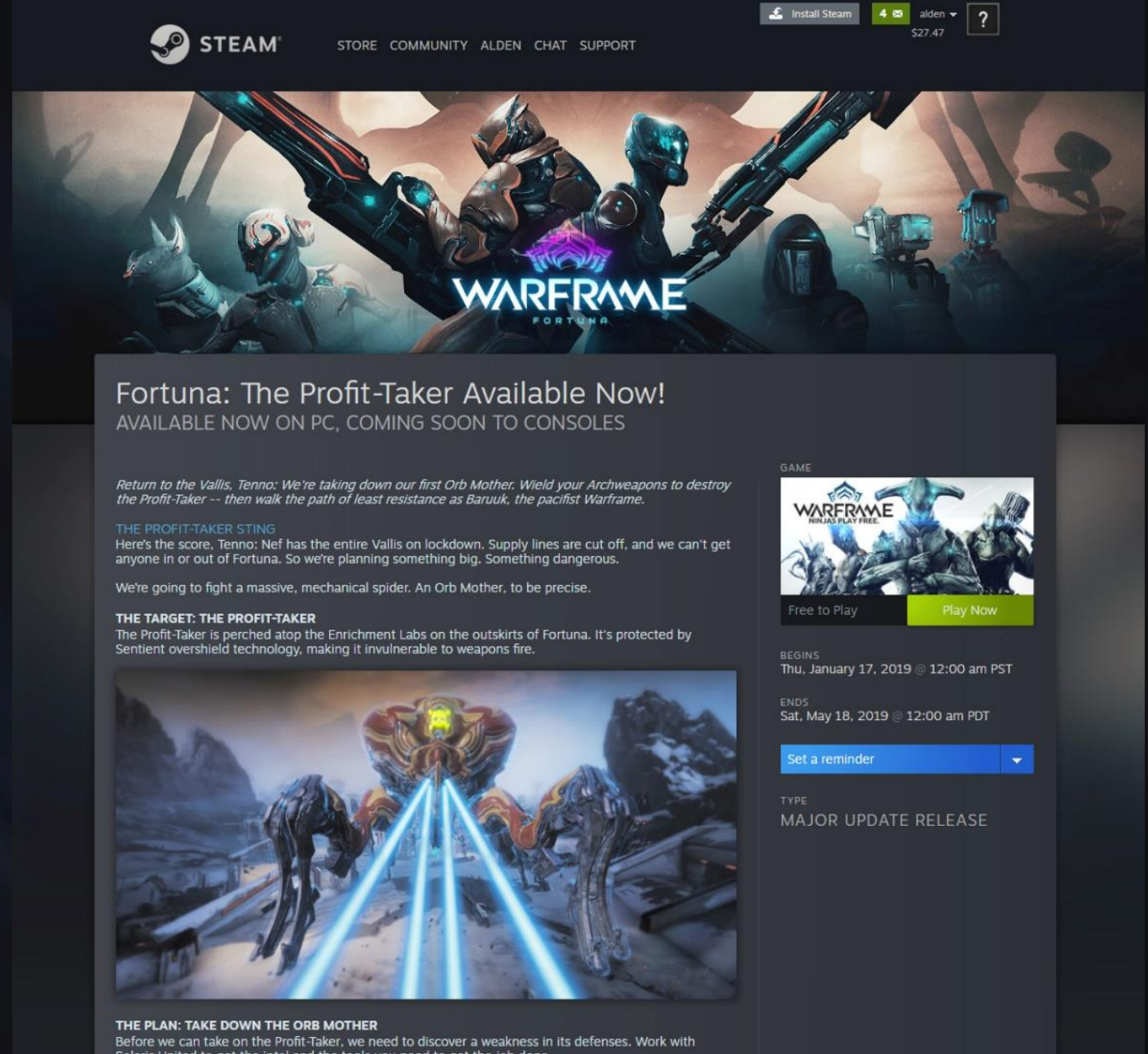
ENDS
Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE
MAJOR UPDATE RELEASE

Eventos no Steam

- Todos os detalhes do seu evento
- Call to action (CTA) evidente
- Lembretes



STEAM

STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam

alden \$27.47

WARFRAME
FORTUNA

Fortuna: The Profit-Taker Available Now!
AVAILABLE NOW ON PC, COMING SOON TO CONSOLES

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GAME

WARFRAME
NINJAS PLAY FREE

Free to Play Play Now

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Set a reminder

TYPE
MAJOR UPDATE RELEASE

Eventos no Steam

- Visibilidade em todo o Steam
- Participe de eventos acontecendo agora
- Adicione lembretes para os próximos eventos

The screenshot displays the Steam Events page. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, ABOUT, SUPPORT) are visible. The user's account name 'alden's account' and balance '\$10.43' are shown in the top right. The main heading is 'EVENTOS' with the subtitle 'Upcoming events and activities hosted by game creators'. Below this, there are tabs for 'RECOMMENDED', 'IN YOUR LIBRARY', and 'FILTERS', along with a search bar labeled 'search by game or type'. The 'LIVE NOW' section features several event cards: 'The Elder Scrolls Online COMMUNITY EVENT' (NOW THROUGH JAN 25TH, Play Now), 'Dead by Daylight BROADCAST' (1,856 viewers), 'Endless Legend BROADCAST' (1,104 viewers), 'For Honor GAME UPDATE' (Play Now), and 'Paladins TOURNAMENT' (902 viewers). Below the 'LIVE NOW' section, there are tabs for 'RECOMMENDED', 'MAJOR EVENTS', and 'MINOR EVENTS'. The 'UPCOMING' section is divided into 'LATER TODAY' and 'THIS WEEK'. Under 'LATER TODAY', there is a 'Weekly Challenge: Epic Mercenary' for 'Assassin's Creed Odyssey' (STARTS IN 2 HOURS), with a description: 'Mercenaries are ruthless and tough opponents. Participating in one of these Epic Mercenary contracts will task you with hunting down and killing (or recruiting) a mercenary within the weekly timed limits.' and buttons for 'Set a reminder' and 'Ignore'. Under 'THIS WEEK', there is a 'GAME UPDATE' for 'Warframe TennoGen Round 11' (STARTS TOMORROW @ 2PM), with a description: 'It's so big, in fact, that Davro couldn't fit it all in one smuggling freighter without raising suspicion! As a result, TennoGen 11 will be delivered in three batches. TennoGen Round 11 Batch One will be available on October 20, including...' and buttons for 'Set a reminder' and 'Ignore'.

Eventos no Steam

- Contexto para a pergunta: “Por que agora”?
- Justificativa para jogar agora
- Os seus amigos estão participando?



Hi Alden,

The following items on your wishlist are on sale:



-66%

\$39.99

\$13.59

Learn more

BONUS WEEKEND HAPPENING NOW

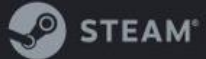


Get Double XP for Anniversary Week

This week get Double XP across all skill trees - including Legend - as we celebrate the 4th anniversary of Dying Light's release.

Eventos no Steam

- Veja o que vem por aí
- E-mails ocasionais ou recorrentes
- Para jogos que você tem e joga



Hi Greg,

Próximos eventos para jogos na sua biblioteca

NA SEMANA DE 14 DE OUTUBRO

GAMES YOU FOLLOW

See all



Endless Legend
Inferno - Free Update Changes & Kapaku Faction
MAJOR UPDATE
STARTS IN 2 DAYS
Endless Legend Inferno is coming to Steam this Thursday, August 2nd! We're very proud to be collaborating with NGD Studios to bring a new life to a game that is so loved by our community.
[Set a reminder](#)
[Ignore](#)



Warframe
TennoGen Round 11
GAME UPDATE
STARTS IN 4 DAYS
It's so big, in fact, that Davro couldn't fit it all in one smuggling freighter without raising suspicion! As a result, TennoGen 11 will be delivered in three batches. TennoGen Round 11 Batch One will be available on October 20, including...
[Set a reminder](#)
[Ignore](#)



Assassin's Creed Odyssey
Weekly Challenge: Epic Mercenary
WEEKLY CHALLENGE
STARTS IN 6 DAYS
Mercenaries are ruthless and tough opponents. Participating in one of these Epic Mercenary contracts will task you with hunting down and killing (or recruiting) a mercenary within the weekly timed limits.
[Set a reminder](#)
[Ignore](#)

GAMES IN YOUR LIBRARY

See all

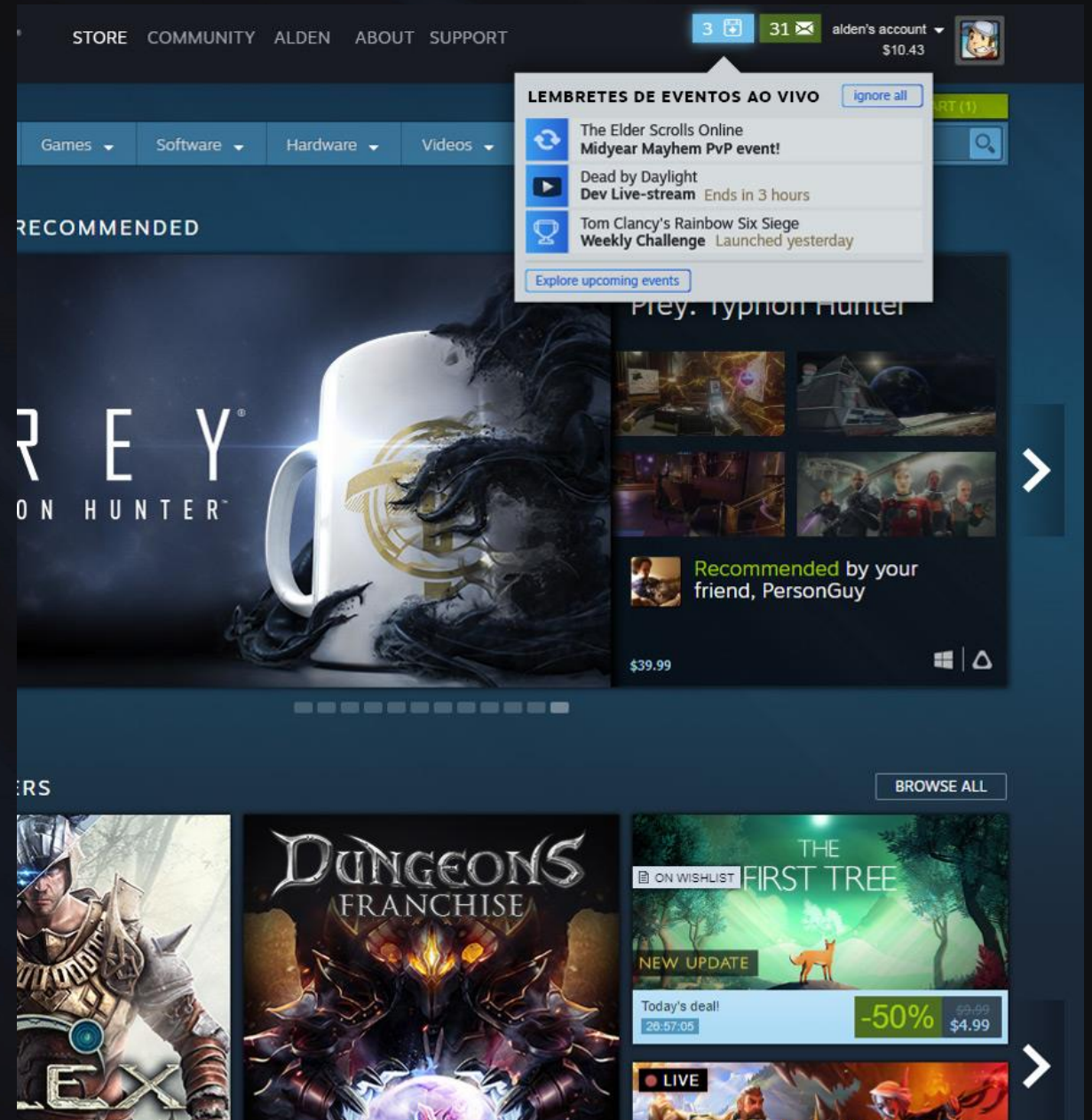


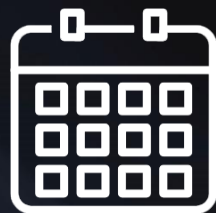
Heroes & Generals
MAJOR UPDATE

Notificações

Jogadores podem escolher lembretes:

- Via aplicativos de calendários (iCal, Google Calendar etc.)
- Via Cliente Steam
- Via e-mail
- Via notificações no aplicativo móvel
- Via SMS





Eventos: Quando?

Versão beta aberta será lançada dentro dos próximos meses

Parte 2

Biblioteca Steam



LIBRARY HOME

SEARCH



ADVANCED

GAMES ▾

— FAVORITES (6)

ARK: Survival Evolved - 74%, 2.3MB/s

Warframe

Sid Meier's Civilization® VI

NEW

Counter-Strike: Global Offensive

Don't Starve Together

Slay the Spire

+ RPG GAMES (12)

+ GAMES TO PLAY WITH RICKY (2)

+ GAMES I'VE FINISHED (4)

+ SINGLE-PLAYER GAMES (6)

+ PUZZLE GAMES (9)

— CLASSICS (3)

Oddworld: Abe's Oddysee® - Update queued

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



3 days ago



Last Week



• YOUR GAME UPDATES

Don't Starve Together



Dota 2



Counter-strike: Global Offensive



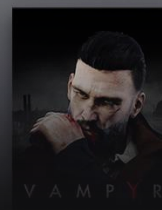
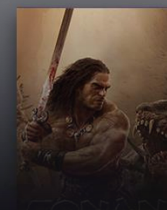
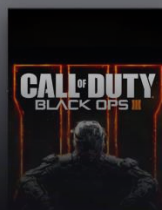
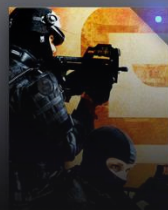
YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾

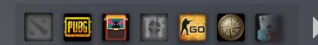
+ ADD A GAME

□ INSTALLED ONLY

COVER SIZE



FRIENDS ACTIVITY >>



12 in-game friends not shown

PLAYER UNKNOWN'S BATTLEG...

se7en
In Lobby, Squad, 2/48ight
In Lobby, Squad, 2/4

Other Games

Uneven Crease
Slay the Spire
The Silent - Floor 7Meow
Counter-Strike: Global Offensive
Competitive - Mirage 1.3 - 5.1Sabreproof
Europa Universalis IV
Ruling as King of Castile in 1444biGGalo
Tabletop Simulator
Playing GRID (2/4)SaxopWn
Path of Exile

Retome a última partida rapidamente

The screenshot shows the Steam Library interface. At the top, there's a navigation bar with 'STORE', 'LIBRARY', 'COMMUNITY', '81', and 'CONSOLE'. Below this, the 'LIBRARY HOME' section is visible. On the left, there's a sidebar with 'GAMES' and various filters like 'FAVORITES (6)', 'RPG GAMES (12)', etc. The main area features 'RECENT GAMES' with a large 'WARFRAME' card highlighted by a blue arrow. Below this is 'YOUR GAME UPDATES' showing updates for 'Don't Starve Together', 'Dota 2', and 'Counter-strike: Global Offensive'. At the bottom, 'YOUR COMPLETE COLLECTION' displays a grid of game covers including 'LIFE IS STRANGE 2', 'ASTRONEER', 'Fallout 4', 'DISHONORED', 'Return of the Obra Dinn', 'RUST', 'Call of Duty: Black Ops III', 'Fallout: New Vegas', 'DOOM', and 'VAMPIR'. On the right, the 'FRIENDS ACTIVITY' section shows friends playing 'PLAYER UNKNOWN'S BATTLEGROUNDS'. Blue arrows point from text labels to specific elements: 'Retome a última partida rapidamente' points to the 'WARFRAME' card; 'Junte-se aos seus amigos no jogo' points to the friends activity section; 'Quais são as novidades nos jogos que você joga?' points to the 'YOUR GAME UPDATES' section; and 'Biblioteca completa' points to the 'YOUR COMPLETE COLLECTION' grid.

Steam View Friends Games Help

← → STORE LIBRARY COMMUNITY 81 CONSOLE

LIBRARY HOME

SEARCH ADVANCED

GAMES ▾

FAVORITES (6)

ARK: Survival Evolved - 74%, 2.3MB/s

Warframe

Sid Meier's Civilization® VI NEW

Counter-Strike: Global Offensive

Don't Starve Together

Slay the Spire

+ RPG GAMES (12)

+ GAMES TO PLAY WITH RICKY (2)

+ GAMES I'VE FINISHED (4)

+ SINGLE-PLAYER GAMES (6)

+ PUZZLE GAMES (9)

CLASSICS (3)

Oddworld: Abe's Oddysee® - Update queued

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday

3 days ago

Last Week

NEW UPDATE

LAST SESSION Yesterday 1.3 hrs Total 452 hrs

NEW TO LIBRARY

FRIENDS ACTIVITY >>

12 in-game friends not shown

PLAYER UNKNOWN'S BATTLEG...

se7en In Lobby, Squad, 2/4

8ight In Lobby, Squad, 2/4

Other Games

Uneven Crease Slay the Spire The Silent - Floor 7

Meow Counter-Strike: Global Offensive Competitive - Mirage 1.3 - 5.1

Sabreproof Europa Universalis IV Ruling as King of Castile in 1444

biGGalo Tabletop Simulator Playing GRID (2/4)

SaxopWn Path of Exile

YOUR GAME UPDATES

Don't Starve Together

Dota 2

Counter-strike: Global Offensive

Winona Character Update Now Available Today's a big day for Don't Starve Together. We have quite a few things to talk about...

Mar 7, 2019

New Hero - Mars Mars, god of war and first son of heaven, has now joined the battle of the Ancients.

Mar 5, 2019

CS:GO - Danger Zone Update Introducing Danger Zone — a fast-paced battle royale game mode built on CS:GO...

Nov 12, 2018

YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾

+ ADD A GAME

INSTALLED ONLY

COVER SIZE

LIFE IS STRANGE 2

ASTRONEER

5

CALL OF DUTY BLACK OPS III

8

Fallout 4

2

DISHONORED

Return of the Obra Dinn

RUST

MIRRORS EDGE CATALAN

Fallout NEW VEGAS

DOOM

VAMPIR

Junte-se aos seus amigos no jogo

Quais são as novidades nos jogos que você joga?

Biblioteca completa

LIBRARY HOME

SEARCH ADVANCED

GAMES ▾

— FAVORITES (6)

- ARK: Survival Evolved - 74%, 2.3MB/s
- Warframe
- Sid Meier's Civilization® VI NEW
- Counter-Strike: Global Offensive
- Don't Starve Together
- Slay the Spire
- + RPG GAMES (12)
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- + GAMES I'VE FINISHED (4)
- + SINGLE-PLAYER GAMES (6)
- + PUZZLE GAMES (9)
- CLASSICS (3)
- Oddworld: Abe's Oddysee® - Update queued
- Ultimate Doom
- The Secret of Monkey Island: Special Edition



COUNTER-STRIKE: GLOBAL OFFENSIVE

PLAY LAST PLAYED Feb 9 PLAYTIME 437 hours ACHIEVEMENTS 10/22 Game Info ▾

RECENT EVENTS AND UPDATES



STEAMTV: IEM 2019 Katowice CS:GO Major Championship - Day 3

17,099 viewers including friends DanielU and MonkeyPete

Welcome to the Danger Zone
A new game mode, a new case, and CS:GO is free.
Dec 6, 2019

From Abbey to Zoo
In today's update we are saying goodbye to two Community-created maps...
Jan 24, 2019

ACTIVITY

You've played for 437 hours
Would you recommend this game?

Yes No

You last played on Feb 9 with ChrisC, DanielU, Brendan, HeeBees

ChrisC is following an event Katowice Prep Play - Feb 27 at 4pm EST

Store Page Community Hub

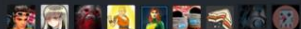
PLAYING NOW

- Phil Wants to play Counter-Strike: Global Offensive
- DanielJ Counter-Strike: Global Offensive Competitive - Inferno [13 : 12]

FRIENDS WHO PLAY

- ChrisC
- MagmaExploiter

9 more friends own this game



View all friends who play

DLC ▾

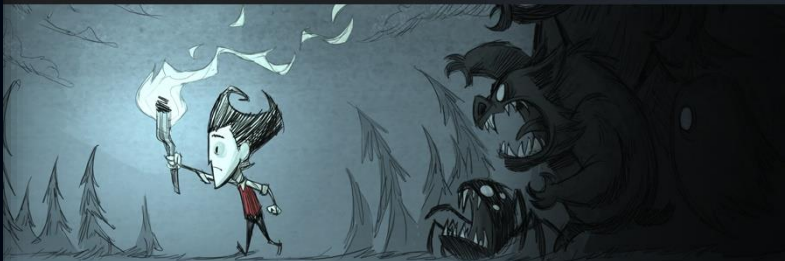


Added: Feb 9, 2019
Installed

Manage my 1 DLC

ACHIEVEMENTS ▾

Points in Your Favor
Inflict 2,500 total points of damage to enemies
2,500 10/167



DON'T STARVE TOGETHER

PLAY LAST PLAYED Mar 16 PLAYTIME 52 hours Game Info ▾

has been updated - Winona Character Update

RECENT EVENTS AND UPDATES



Character Update & Drop System Changes
g day for Don't Starve Together. We have quite a few things to talk about Winona's character refresh, to some lore content, to a drastic increase in...

Character Update is Coming
Character Update for Don't Starve
Jan 24, 2019

Welcome to the Year of the Pig King!
There's a spring in the step of our survivors this season as the world of...
Jan 24, 2019

Added: Dec 9, 2019
Installed

Manage my 3 DLC

played for 52 hours
Would you recommend this game?

Yes No

played on Mar 16 with BunnyEcho

published a workshop item POSTY, the postbot!

Store Page Community Hub

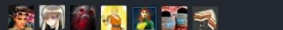
PLAYING NOW

- Pete Don't Starve Together
- BunnyEcho Don't Starve Together

FRIENDS WHO PLAY

- SadieSay
- Wendy

6 more friends own this game



View all friends who play

DLC ▾

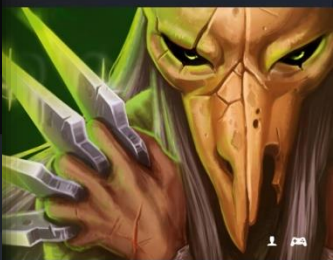


Added: Dec 9, 2019
Installed

Manage my 3 DLC

TRADING CARDS ▾

4/6



Store Page Community Hub

PLAYING NOW

- Tony Slay the Spire Custom - Floor 32

FRIENDS WHO PLAY

- AllYourBase89
- Wendy

4 more friends own this game



View all friends who play

DLC ▾



Added: Jun 14, 2018
Installed

Manage my 1 DLC

ACHIEVEMENTS ▾

The Ghost
+37

TRADING CARDS ▾

6/9

Steam View Friends Games Help

← → STORE **LIBRARY** COMMUNITY THE GISH

LIBRARY HOME

SEARCH ADVANCED

GAMES ▾

— FAVORITES (6)

ARK: Survival Evolved - 74%, 2.3MB/s

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PLAY LAST PLAYED Feb 9 PLAYTIME 437 hours ACHIEVEMENTS 10/22 Game Info ▾

RECENT EVENTS AND UPDATES

LIVE

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From Abbey to Zoo
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Jan 24, 2019

View all 196

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You've played for 437 hours
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ChrisC is following an event Katowice Prep Play - Feb 27 at 4pm EST

Store Page Community Hub

PLAYING NOW

Phil - Wants to play Counter-Strike: Global Offensive

DanielJ - Counter-Strike: Global Offensive Competitive - Inferno [13 : 12]

FRIENDS WHO PLAY

ChrisC

MagmaExploiter

9 more friends own this game

View all friends who play

DLC View more in the store

VIEWER PASS KATOWICE 2019

Added: Feb 9, 2019 ☒ Installed Manage my 1 DLC

ACHIEVEMENTS 10/167

Points in Your Favor
Inflict 2,500 total points of damage to enemies

Quais são as novidades desde a última vez que você jogou?

Seu resumo para este jogo

Amigos no jogo agora?

Conteúdo comprado

Não esqueça de deixar uma análise



LIBRARY HOME

Q Search X

GAMES ▾

— FAVORITES (8)

ARK: Survival Evolved - 74% 2.3MB/s

Warframe

Sid Meier's Civilization® VI

NEW

Counter-Strike: Global Offensive

Don't Starve Together

Slay the Spire

+ RPG GAMES (12)

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— CLASSICS (3)

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Ultimate Doom

The Secret of Monkey Island: Special Edition

FILTROS AVANÇADOS

TYPE ▾

Any

FEATURE ▾

Controller Supported

STATE ▾

Any

TAGS ▾

YOUR TAGS:

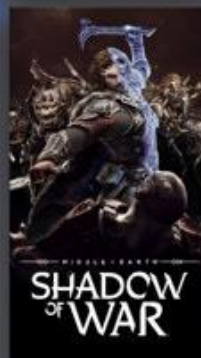
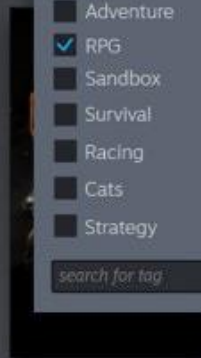
- ☒ Open World
- ☐ Adventure
- ☒ RPG
- ☐ Sandbox
- ☐ Survival
- ☐ Racing
- ☐ Cats
- ☐ Strategy

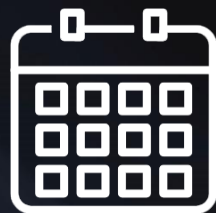
search for tag

+ Add

Save as Collection

FILTERED RESULTS (9)





Biblioteca: quando?

Versão beta aberta será lançada neste inverno



Atualizações recentes



Pedido dos desenvolvedores:

Gostaria de ter mais controle em relação a quando e como meu jogo aparece para novos jogadores em potencial no Steam.

Marketing: Super Fun Game

- Overview
- Store & Steam Platform Traffic Breakdown
- Analytics
- Widget

Visits and impressions for your app

Select a date range to see details on which specific areas or lists in Steam customers saw your game and where they clicked. Data for the current day is not available.

SOURCE

All Traffic

SELECT A RANGE

Six Months

09/18/2018

03/17/2019

Go

IMPRESSIONS (?)

230.41 million

CLICK-THRU RATE (?)

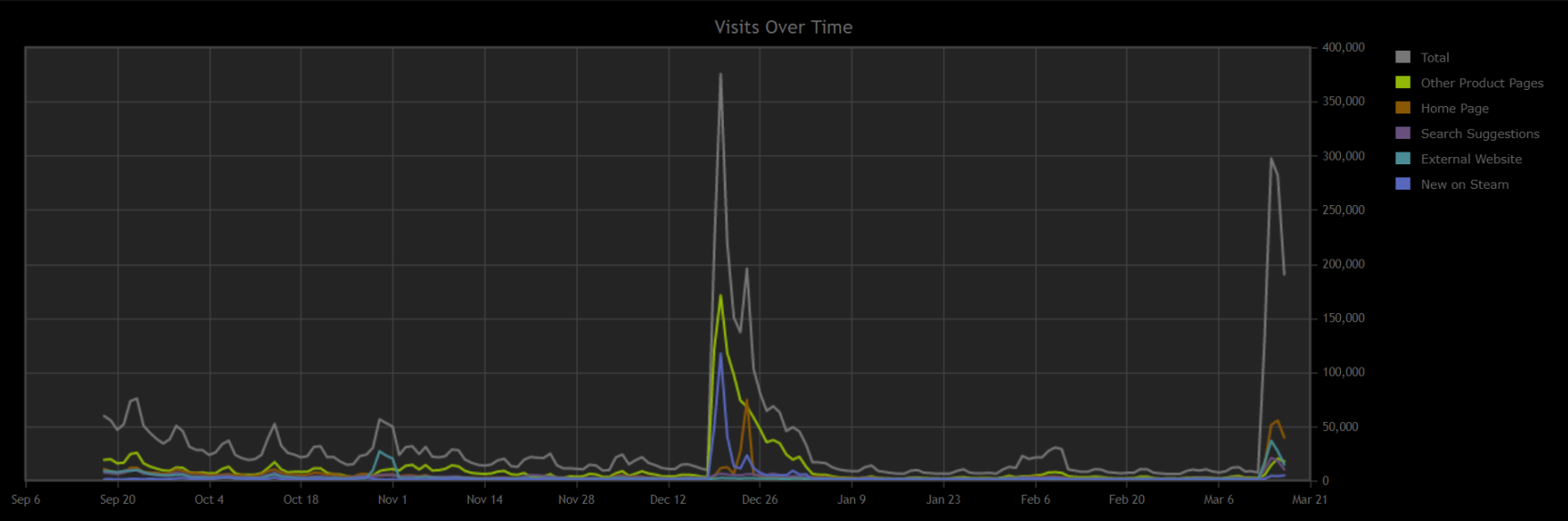
2.53%

VISITS (?)

5,832,690

VISITS OVER TIME

This graph shows the number of visits to your store page over time. Each line represents a page on Steam, or external traffic.



BREAKDOWN OF PAGES

Select a page below to see details of specific features within that page



PAGE / FEATURE	IMPRESSIONS	% OF TOTAL IMPRESSIONS	CLICK-THRU RATE	VISITS	% OF TOTAL VISITS
----------------	-------------	------------------------	-----------------	--------	-------------------

How visitors get to your page

Visitors to your store page can come from a number of different sources throughout Steam, as well as from external websites.



Pedido do desenvolvedor:

Quando lançar o meu próximo jogo, gostaria de me certificar de que os nossos fãs existentes saibam da novidade.

Páginas iniciais de desenvolvedores



Klei

56,500

21,150

67,787

98,669

[Klei Official Website](#)

Following

49,419 FOLLOWERS

WISHLIST (176)

Beta!

FEATUREDLISTSBROWSEABOUTADMIN

TOP SELLERS

IN LIBRARY



CHARACTER UPDATE NOW AVAILABLE

Apr 21, 2016

WindowsAppleGoogle Play

"Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve."



TOP SELLERSNEW RELEASESUPCOMING RELEASESDISCOUNTS

TYPE

All21

DLC

12

Game

8

Demo

1

FILTER TO

All21

Action

0

IN LIBRARY



MARK OF THE NINJA: REMASTERED Oct 9, 2018

In Mark of the Ninja, you'll know what it is to truly be a ninja. You must be silent, agile and clever to outwit your opponents in a world of gorgeous scenery and flowing animation.

\$19.99

IN LIBRARY



OXYGEN NOT INCLUDED May 18, 2017

Oxygen Not Included is a space-colony simulation game. Deep inside an alien space rock your industrious crew will need to master science, overcome strange new lifeforms, and harness incredible space tech to survive, and possibly, thrive.

\$24.99

IN LIBRARY



DON'T STARVE TOGETHER Apr 21, 2016

WindowsAppleGoogle Play

Páginas iniciais de desenvolvedores

- Aumente a audiência com o tempo
- Mostre todos os seus jogos
- Steam automaticamente envia e-mails para os seguidores quando você lança um novo jogo

The screenshot shows the Klei Games developer profile on Steam. At the top, there's a banner with the Klei logo (an orange square with a white 'K' and 'klei' in white) and social media stats: 56,500 Facebook followers, 21,150 Discord members, 67,787 YouTube subscribers, and 98,669 Twitch followers. The Klei Official Website is also listed. Below the banner, there's a navigation bar with tabs: FEATURED (selected), LISTS, BROWSE, ABOUT, and ADMIN. A 'WISHLIST (176)' button is in the top right corner. The main content area is titled 'TOP SELLERS' and features a large card for 'Don't Starve Together: Winona'. The card includes a character update announcement from April 21, 2016, and a description: "Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve." Below this, there are four smaller images showing game scenes. To the right of the 'TOP SELLERS' section, there's a right arrow button. Below the 'TOP SELLERS' section, there's a navigation bar with tabs: TOP SELLERS (selected), NEW RELEASES, UPCOMING RELEASES, and DISCOUNTS. The 'NEW RELEASES' section is active, showing a list of games. The first game is 'MARK OF THE NINJA: REMASTERED', released on Oct 9, 2018, for \$19.99. The second game is 'OXYGEN NOT INCLUDED', released on May 18, 2017, for \$24.99. The third game is 'DON'T STARVE TOGETHER', released on Apr 21, 2016. Each game entry includes a small image, the game title, release date, and price.

Klei

56,500 · 21,150 · 67,787 · 98,669 · Klei Official Website

Following 49,419 FOLLOWERS

WISHLIST (176)

Beta!

FEATURED LISTS BROWSE ABOUT ADMIN

TOP SELLERS

IN LIBRARY

Don't Starve Together: Winona

CHARACTER UPDATE NOW AVAILABLE

Apr 21, 2016

"Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve."

TOP SELLERS NEW RELEASES UPCOMING RELEASES DISCOUNTS

TYPE

All 21

DLC 12

Game 8

Demo 1

FILTER TO

All 21

Mark of the Ninja: Remastered

Oct 9, 2018

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Oxygen Not Included

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\$24.99

Don't Starve Together

Apr 21, 2016



Klei

f 56,500

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Klei Official Website

✓ Following

49,419
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WISHLIST (176)

Beta!

FEATURED

LISTS

BROWSE

ABOUT

ADMIN



TOP SELLERS



Apr 21, 2016



"Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve."





Pedido do desenvolvedor:

Gostaria de mostrar a novos jogadores
em potencial como é a experiência do
meu jogo.

Transmissões na página da loja

 **STEAM**

STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam 90 aldenkroll \$16.26 

perf | admin

WISHLIST (175)

Your Store Games Software Hardware News

search the store

All Games > Free to Play Games > Brawlhalla

Brawlhalla Community Hub

LIVE Official Brawlhalla Esports: Over \$500,000 Awarded

Re-Broadcast



351 Viewers

[Change broadcast settings](#) | [View broadcast page](#)

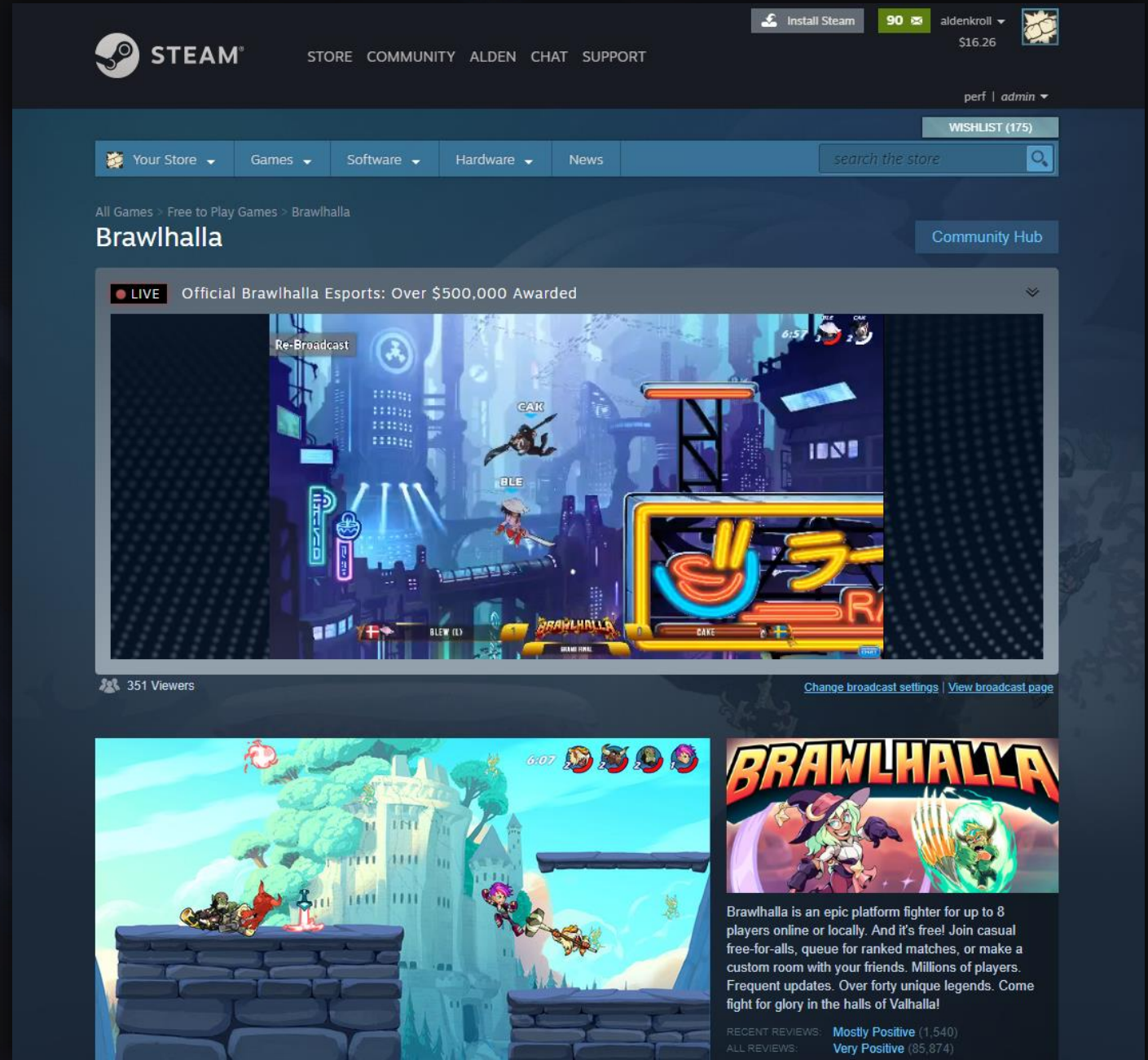


Brawlhalla is an epic platform fighter for up to 8 players online or locally. And it's free! Join casual free-for-all, queue for ranked matches, or make a custom room with your friends. Millions of players. Frequent updates. Over forty unique legends. Come fight for glory in the halls of Valhalla!

RECENT REVIEWS: **Mostly Positive** (1,540)
ALL REVIEWS: **Very Positive** (85,874)

Transmissões na página da loja

- Ajudar jogadores em potencial a tomar decisões de compra bem informadas
- Transmita seu próprio conteúdo ou o de outra pessoa



The screenshot shows the Steam store page for the game Brawlhalla. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, CHAT, SUPPORT) are visible. The user's profile (aldenkroll) and wallet balance (\$16.26) are shown in the top right. Below the navigation bar, the game's page is displayed, featuring a large live broadcast window. The broadcast is titled "Official Brawlhalla Esports: Over \$500,000 Awarded" and shows a match in progress. The game's title "Brawlhalla" is prominently displayed above the broadcast. Below the broadcast, there are two smaller images: one showing a character in a platformer setting and another showing the game's logo and a character. The page also includes a "WISHLIST (175)" button and a "Community Hub" link.

STEAM® STORE COMMUNITY ALDEN CHAT SUPPORT

aldenkroll \$16.26

perfl admin

WISHLIST (175)

Your Store Games Software Hardware News search the store

All Games > Free to Play Games > Brawlhalla

Brawlhalla Community Hub

LIVE Official Brawlhalla Esports: Over \$500,000 Awarded

Re-Broadcast

351 Viewers

Change broadcast settings View broadcast page

BRAWLHALLA

Brawlhalla is an epic platform fighter for up to 8 players online or locally. And it's free! Join casual free-for-all, queue for ranked matches, or make a custom room with your friends. Millions of players. Frequent updates. Over forty unique legends. Come fight for glory in the halls of Valhalla!

RECENT REVIEWS: Mostly Positive (1,540)
ALL REVIEWS: Very Positive (85,874)



Pedido do desenvolvedor:

Quero limitar o impacto de
bombardeamentos de análises fora de
tópico.

Atualização de análises de usuários



Atualização de análises de usuários

- Limitar o impacto de bombardeamentos de análises fora de tópico
- Novo: Botão “Pedir ajuda”
- Claro, desenvolvedores ainda podem pedir ajuda a qualquer momento



LIBRARY HOME

SEARCH & FILTER

Games ▾

Favorites (4)

ARK: Survival Evolved - 74%, 2.3MB/s

Tom Clancy's Rainbow Six Siege

Sid Meier's Civilization® VI **NEW**

Counter-Strike: Global Offensive

RPG Games (12)

Games to play with Ricky (2)

Games I've finished (4)

Single-Player Games (6)

Puzzle Games (9)

Classics (3)

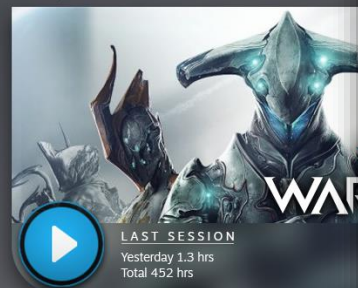
Oddworld: Abe's Oddysee®

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



LAST SESSION

Yesterday 1.3 hrs

Total 452 hrs

YOUR GAME UPDATES

Don't Starve Together

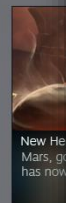


Winona Character Update

Today's a big day for Don't Starve Together. We have quite a few things to talk about t...

Mar 7, 2019

Dota 2



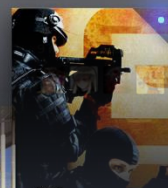
New Her

Mars, go

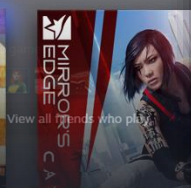
has now

YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾



DLC



View all friends who play

View more in the store



VIEWER PASS



Fortuna: The Profit-Taker Available Now!

AVAILABLE NOW ON PC, COMING SOON TO CONSOLES

Return to the Vallis, Tenno: We're taking down our first Orb Mother. Wield your Archweapons to destroy the Profit-Taker -- then walk the path of least resistance as Baruuk, the pacifist Warframe.

THE PROFIT-TAKER STING

Here's the score, Tenno: Nef has the entire Vallis on lockdown. Supply lines are cut off, and we can't get anyone in or out of Fortuna. So we're planning something big. Something dangerous.

We're going to fight a massive, mechanical spider. An Orb Mother, to be precise.

THE TARGET: THE PROFIT-TAKER

The Profit-Taker is perched atop the Enrichment Labs on the outskirts of Fortuna. It's protected by Sentient overshield technology, making it invulnerable to weapons fire.



THE PLAN: TAKE DOWN THE ORB MOTHER

Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with Solaris United to get the intel and the tools you need to get the job done.

GAME



Free to Play

Play Now

BEGINS

Thu, January 17, 2019 @ 12:00 am PST

ENDS

Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE

MAJOR UPDATE RELEASE

Install Steam

90

aldenkroll ▾

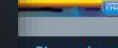
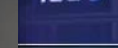
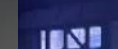
\$16.26

perf | admin

WISHLIST (175)

search the store

Community Hub



Change broadcast settings | View broadcast page

PAWLHALLA





**Desenvolva o seu novo jogo com a
infraestrutura da Valve**

A Valve investe na experiência do jogador

A rede da Valve está conectada a mais de 2.500 outras redes no mundo

Entrega consistente – não importa o que aconteça na internet como um todo

Confira as velocidades médias de download do seu servidor de internet – crucial para jogadores

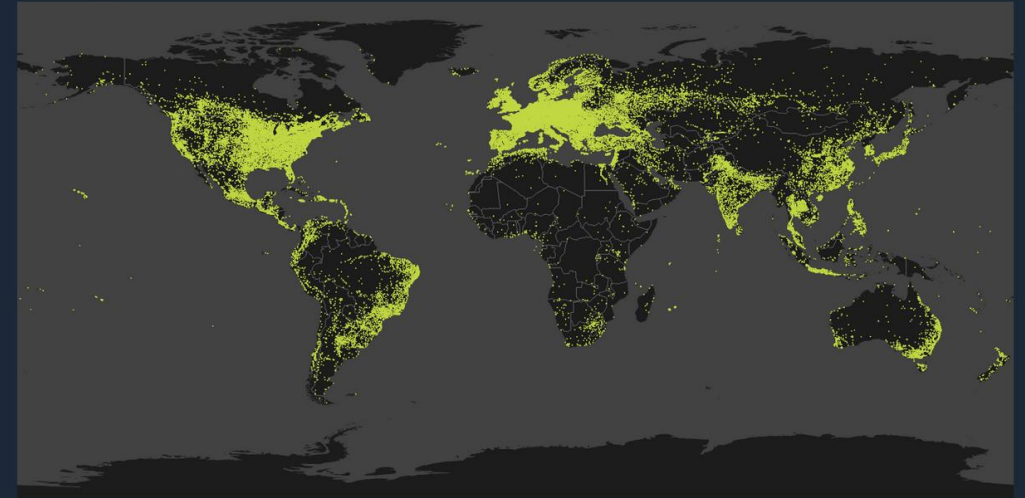
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

STEAM DOWNLOAD STATS

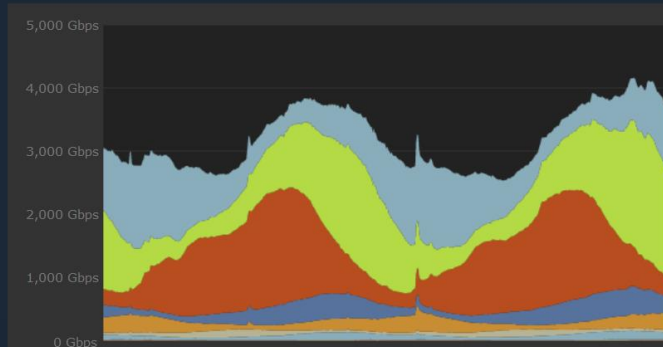
Steam Global Traffic Map (most recent 7 days)

Interactive Map | Satellite View



Each point represents Steam download activity from at least one Steam user during a recent 24-hour period.

Steam Download Bandwidth Used (most recent 48 hours)



	current	peak
Total Bandwidth Used:	3.6 Tbps	4.2 Tbps
North America	1.1 Tbps	1.4 Tbps
Europe	1.6 Tbps	2 Tbps
Asia	295.9 Gbps	1.8 Tbps
Russia	243.4 Gbps	447.6 Gbps
South America	281 Gbps	379.6 Gbps
Oceania	42 Gbps	122 Gbps
Middle East	107.4 Gbps	141.2 Gbps
Africa	12 Gbps	15 Gbps
Central America	9.1 Gbps	11.2 Gbps

Steam Hardware & Software Survey

Steam Hardware & Software Survey

Steam Stats

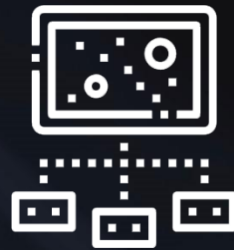
Steam Support Stats

Entrega de conteúdo Steam 2018

No ano passado...

- 13 Exabytes de conteúdo entregue (Ou 13.000.000.000.000.000.000 bytes 😊)
- Desenvolvedores Steam entregaram 11 bilhões de atualizações de jogos para seus jogadores





A operação de um jogo online

Forneça a qualidade de experiência necessária

Você fez um jogo divertido no qual os jogadores querem investir...

- A conexão precisa ser mantida durante toda a partida (45 minutos ou mais)
- Jogadores precisam de latência aos servidores dedicados
 - DOTA 60-100 milissegundos
 - CS:GO 30-60 milissegundos

Criação de partidas de qualidade

Objetivos conflitantes:

Soluções para qualidade de experiência podem causar fragmentação na base de jogadores

Você tem uma audiência de 1.000 jogadores que querem jogar o seu jogo. O que você prefere?

- 10 grupos de 100 jogadores
- 1 grupo de 1.000 jogadores

Cobertura global com o menor número possível de servidores sem perda de qualidade

Proteção contra DDoS

- Jogadores e servidores de jogos estão vulneráveis aos ataques
- Situações comuns
 - Bad Actor está perdendo uma partida – lança um ataque contra o servidor dedicado para não impactar a sua classificação
 - Vândalos atacam alvos de grande visibilidade (transmissores, campeonatos)

A rede da Valve: feita para jogos online

A Valve fez a sua própria rede privada para jogos

- 30 pontos de presença
- 125 retransmissores
- Conexão global por rede de fibra ótica

Jogadores são roteados dos seus servidores para o retransmissor mais próximo.



A rede da Valve

Esta é a mesma rede que distribui conteúdo do Steam

- Tráfego de jogos sensível à latência, sempre priorizado
- IPs de jogadores e servidores protegidos

Esta rede foi feita especificamente para jogadores e desenvolvedores — muito superior à internet aberta.

Por que você deveria se importar?



Integre a API de rede do Steamworks

Grátis e já disponível

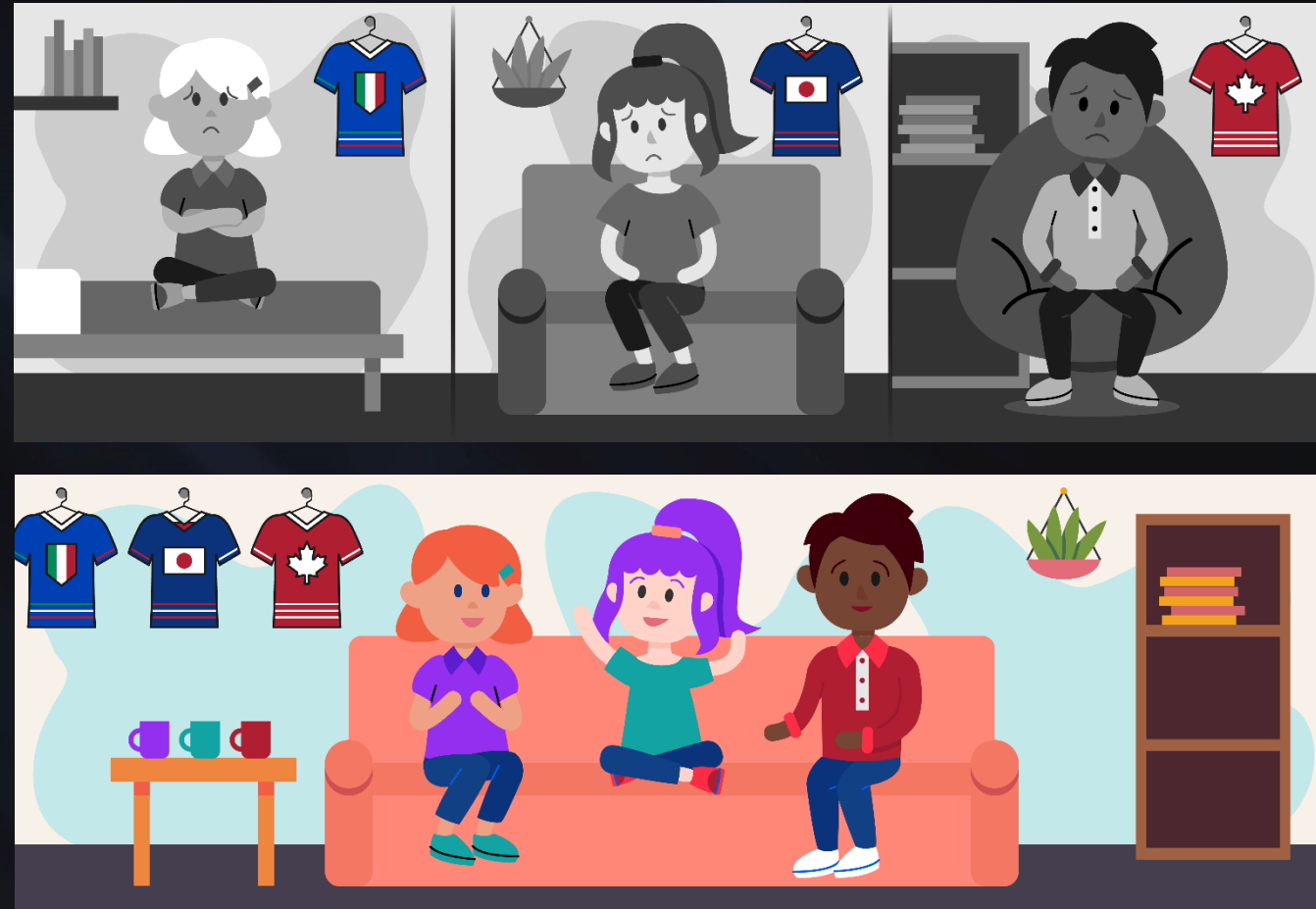
Funciona com as versões do seu jogo para o Steam ou não

Integração através do código do jogo – não é preciso operar uma rede

O que a API de rede do Steamworks de fato faz?

Qualidade de experiência e de criação de partidas

- Melhora a latência entre clientes do jogo (P2P) ou entre clientes e servidores
- Tráfego roteado através da rede da Valve em vez da internet aberta
- Efetivamente, reduz as distâncias do mundo para a sua base de jogadores



O que a API de rede do Steamworks de fato faz?

Proteção contra ataques DDoS

- Endereços de IP são ocultados
- Habilidade de redirecionar tráfego no caso de um ataque

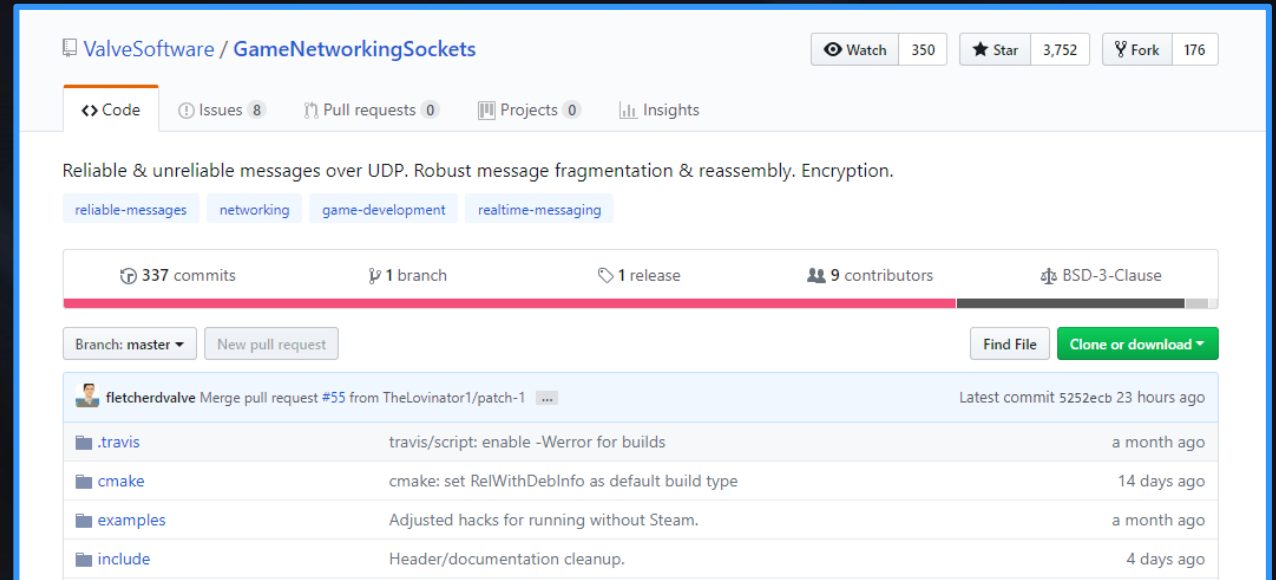


Como adquirir?

Disponível para versões Steam e não-Steam do seu jogo

Steam:
Steamworks SDK

Não-Steam:
<https://github.com/ValveSoftware/GameNetworkingSockets>



Meu jogo é pequeno – por que eu deveria me importar?

- É difícil prever o que acontece após o lançamento
- Lançar mão de uma rede privada para tráfego de jogo eficiente e protegido contra DDoS é caro e requer uma equipe
- Confie nas APIs de rede do Steam e você não precisará se preocupar

Mas meu jogo não é multijogador. Por que me importaria?

- Por enquanto, você pode não precisar disso para o seu tráfego de jogo — mas tenha essa opção em mente para o futuro
- Conte conosco para assegurar a sua conexão com seus jogadores, não importa o que aconteça no resto da rede



Recurso do Steamworks grátis – disponível para uso com as versões dos seus jogos para o Steam ou não.

Agradecimentos especiais para
Stunlock, Klei e Ronimo

Para mais informações, confira o link abaixo:

<https://steamcommunity.com/groups/steamworks/announcements/detail/1791775741704351698>



Mercados emergentes

Mercados emergentes

O que a Valve considera como um mercado emergente

Mercados emergentes

O que a Valve considera como um mercado emergente

- Um mercado emergente no sentido tradicional de uma economia em crescimento

Mercados emergentes

O que a Valve considera como um mercado emergente

- Um mercado emergente no sentido tradicional de uma economia em crescimento
- Um mercado onde acreditamos que o Steam tem potencial para ser muito maior

Mercados emergentes

É nossa responsabilidade fazer com que *todos* os jogadores possam acessar os seus jogos facilmente.

Desafios com mercados emergentes

- Volume de tráfego reduzido para as redes
- Renda para cobrir o custo de operação
- Atendimento ao cliente local
- Métodos de pagamento custosos, especialmente em espécie

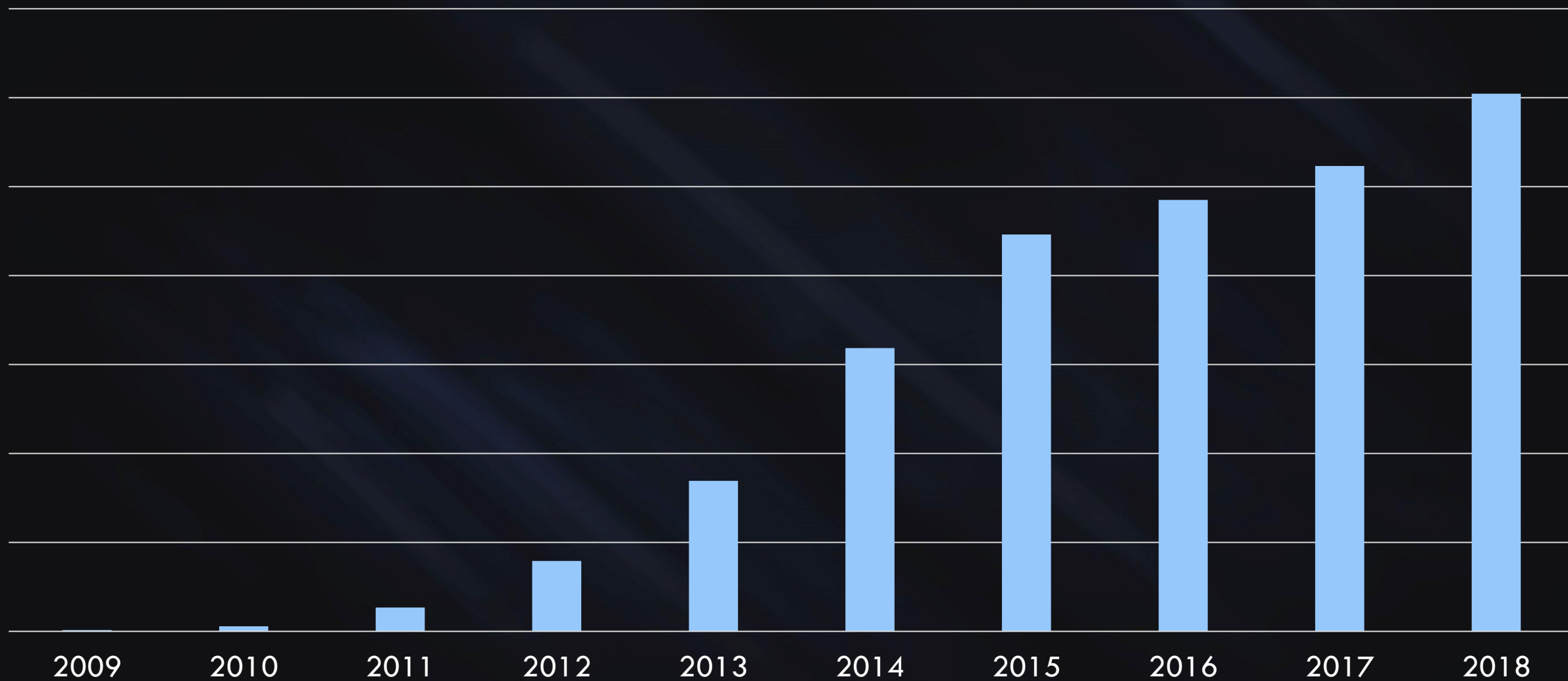
Investindo cedo

- Exemplo: jogos de PC na Rússia há 10 anos

Investindo cedo

- Exemplo: jogos de PC na Rússia há 10 anos
- O que importa:
 - Preço
 - Conveniência
 - Idiomas
 - Dia e data de lançamento
 - Atendimento para desenvolvedores locais
 - Rede veloz
 - Paridade de recursos
 - Comunidade

Compras na Rússia



A experiência derruba percepções

Métodos de pagamento que pensávamos ser os preferidos:

VISA



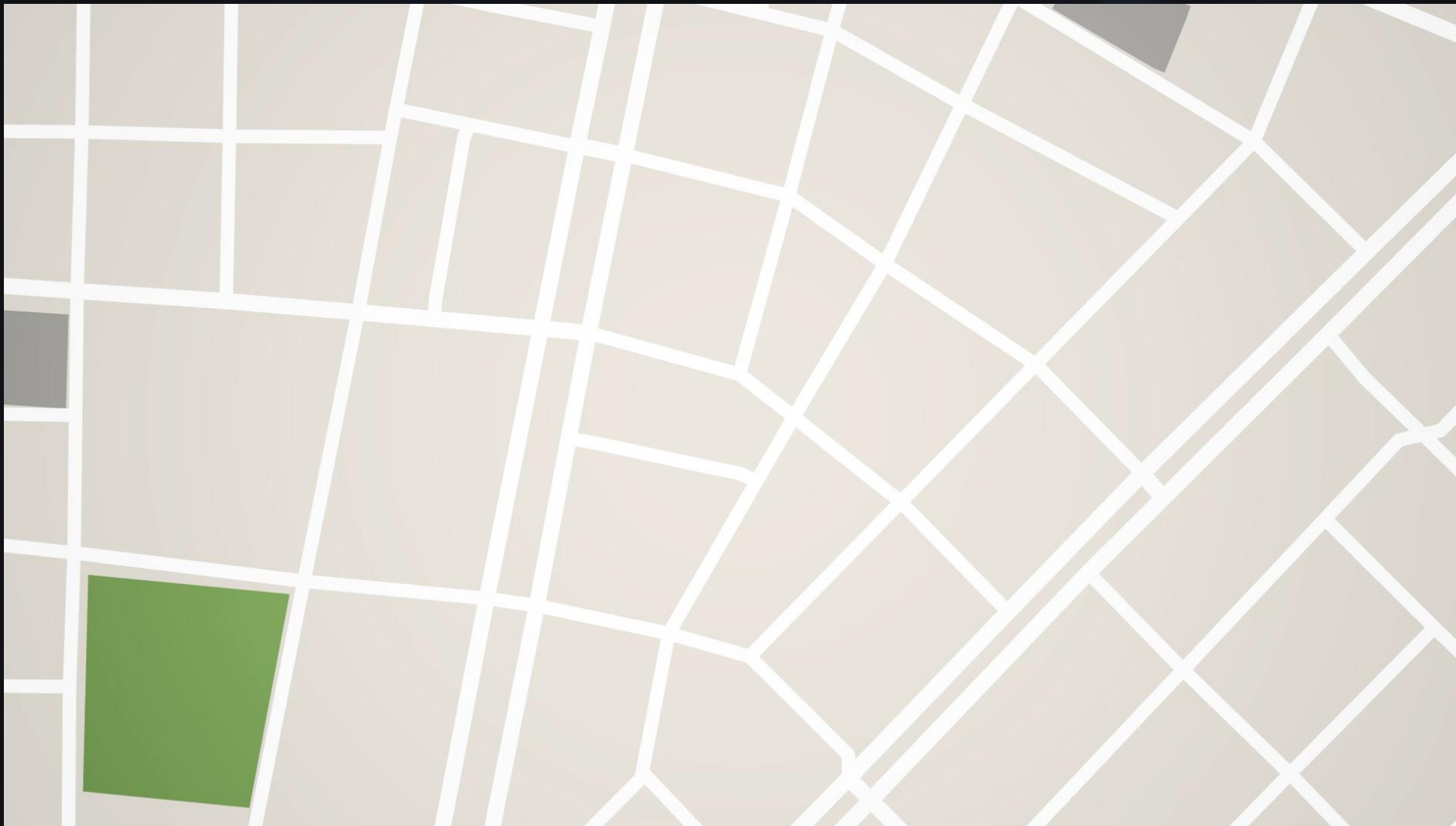
mastercard.

**AMERICAN
EXPRESS**

 **PayPal**

Paysafe:

Observação: Japão



Cartões de varejo do Steam



Cartões de varejo do Steam

- Eficazes para atrair novos clientes



Cartões de varejo do Steam

- Eficazes para atrair novos clientes
- Já disponíveis em mais de 50 países



Cartões de varejo do Steam

- Eficazes para atrair novos clientes
- Já disponíveis em mais de 50 países
- Custo médio entre 10%-15%



Cartões de varejo do Steam

- Eficazes para atrair novos clientes
- Já disponíveis em mais de 50 países
- Custo médio entre 10%-15%
- 100% coberto pela Valve



Mais de 100 métodos de pagamento

Volume de transações no Steam (na Ásia) - 2018



Cyber Cafés



Cyber Cafés

- Não requer integração adicional



Cyber Cafés

- Não requer integração adicional

Store Presence

-  **Edit Store Page**
Edit the description, add screenshots, trailers, art assets, etc.
-  **View Store Page** [↗](#)
View this application as it currently exists on the Steam store. ([View in Beta mode](#) [↗](#))
-  **Create Commercial Package** **NEW!**
Create a package for distributing your application to commercial users.



Cyber Cafés

- Não requer integração adicional

Store Presence

-  **Edit Store Page**
Edit the description, add screenshots, trailers, art assets, etc.
-  **View Store Page** 
View this application as it currently exists on the Steam store. ([View in Beta mode](#) )
-  **Create Commercial Package** **NEW!**
Create a package for distributing your application to commercial users.

Add Commercial Package



What type of commercial license would you like to create?

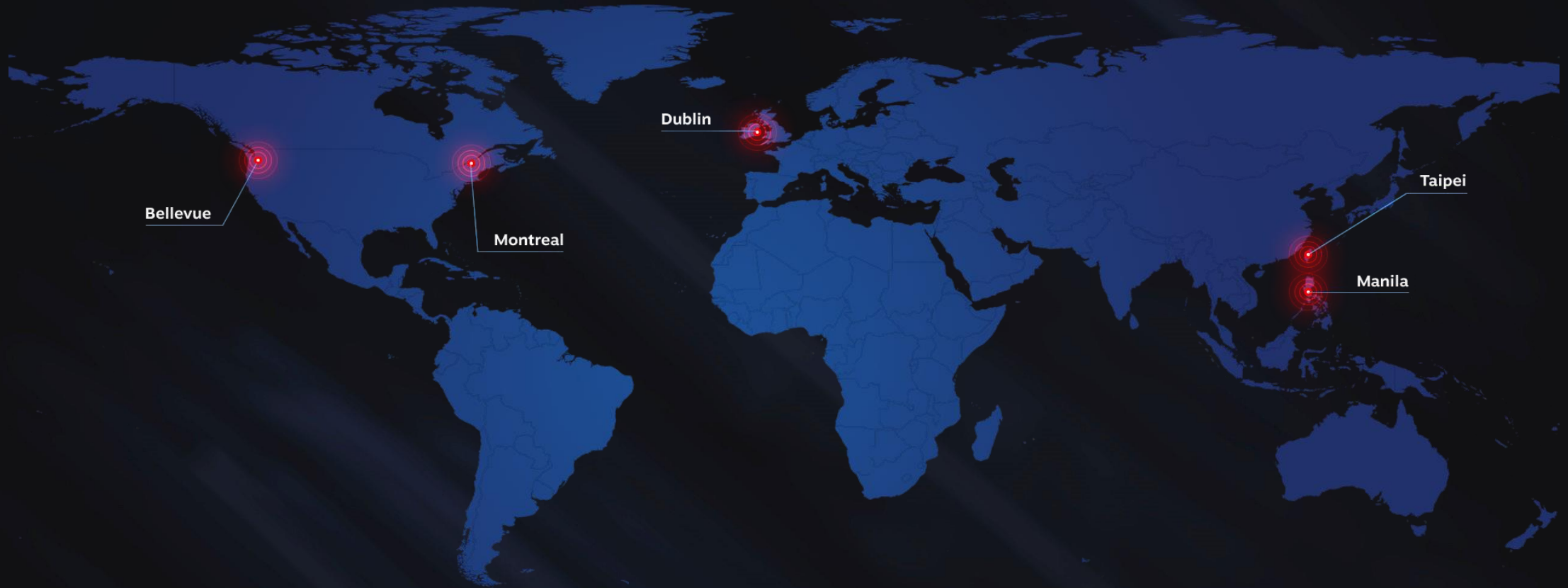
- ☒ One-time purchase
- ☐ Monthly recurring subscription
- ☐ Free

Add Commercial Package

Cancel



Atendimento global



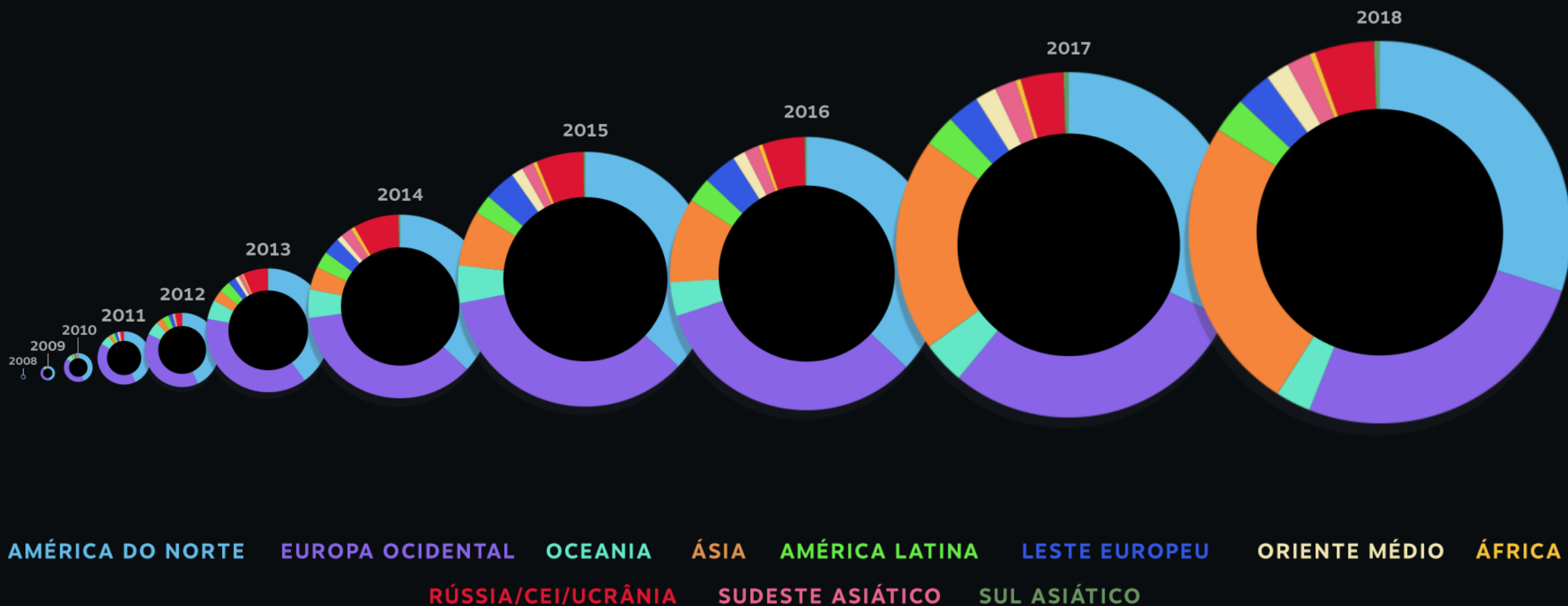
- Atendimento em **21** idiomas
- Mais de **1.000** agentes de atendimento
- A maioria dos chamados é resolvida dentro de **algumas horas**

Jogadores satisfeitos onde quer que estejam

- Por um Steam fácil e conveniente
- Mesma qualidade de experiência ao redor do mundo

Alcançando novos clientes

Renda regional do Steam





Obrigado pela presença!

Esperamos que esta atualização seja útil quando você tiver ideias sobre os seus jogos atuais ou os que estão por vir.

Nós amamos o Steam e queremos que ele seja uma força multiplicadora de todo o trabalho duro que você faz pelo seu jogo e pela comunidade.

Perguntas ou comentários? Fale com a gente após a palestra!



- Quer nos ajudar a criar mais recursos como esses?
- Tem uma ideia para melhorar o Steam para desenvolvedores e jogadores?
- Trabalhe conosco!
- www.valvesoftware.com/jobs



- Quer sugestões de marketing sobre o seu novo lançamento?
- Precisa de ajuda com integração técnica?
- Entre em contato com a nossa equipe:
- partner.steamgames.com/contact

Contact Developer Support

Browse for solutions to your issue, or easily contact the Steam Team for help