

GDC +  STEAM® + 



What makes a good platform?

Our vision for Steam

1 Create value for players and developers

- We want players to experience the best possible version of a game, surrounded by the richest set of features and services.
- We want developers to have low-friction access to powerful tools and the freedom to manage their game.

Our vision for Steam

2 ➤ Constantly re-invest to grow the addressable market.

- Make existing markets bigger and more efficient.
- Introduce new markets developers might not reach on their own.

Our vision for Steam

3 ▶ Invent new ways for developers to make their customers happy.

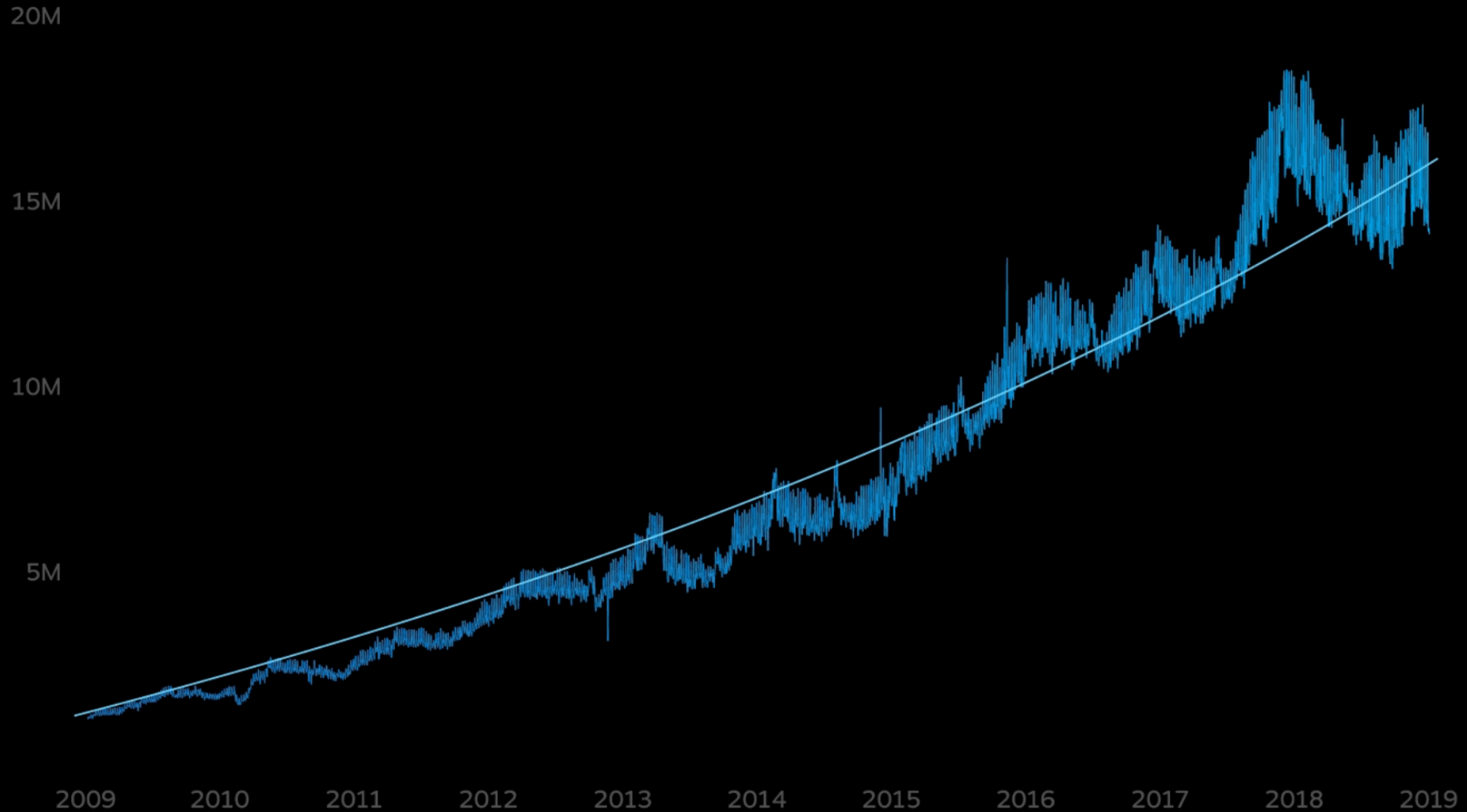
- Streamline services that already exist.
- Create new events and tools from scratch.

What makes a good platform?

- 1 Create value for players and developers
- 2 Make the addressable market bigger for devs
- 3 Invent new ways for developers to make their customers happy.

Long Term Growth

Concurrent Players on Steam



Long Term Growth

Steam Features



Steam Link Anywhere – Now Available in Beta!



Available Free of Charge

The Steam Link app is available free of charge, streaming your Steam games to phones, tablets, and TV. No download or service fees apply.



Supported Controllers

The Steam Link app supports the Steam Controller over Bluetooth, as well as other popular Bluetooth controllers, mice, and keyboards.

And there's even more on the way...



Alden is designing new tools to help you build closer relationships with your players.



Kassidy is building infrastructure to make sure Steam users all over the globe have best-in-class network access to your games



Ricky is focused on growing our emerging markets to make the opportunity on Steam even bigger.




What's Next

Part 1

Steam Events

Steam Events


 **STEAM**

STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam

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

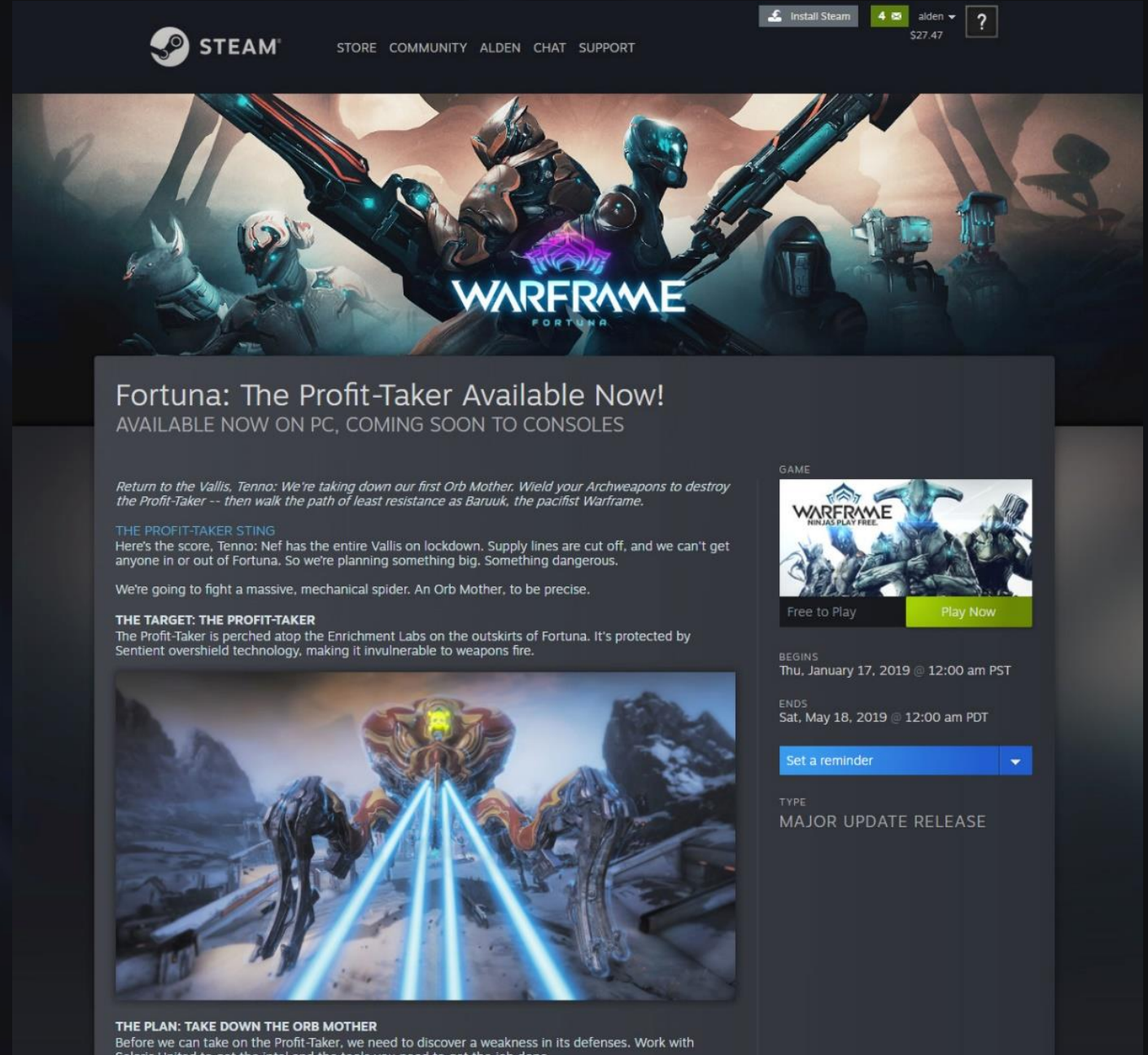
ENDS
Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE
MAJOR UPDATE RELEASE

Steam Events

- All your event details
- Clear call to action
- Reminders



The screenshot shows the Steam website interface. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, CHAT, SUPPORT) are visible. The main banner features a large image of Warframe characters with the text "WARFRAME FORTUNA". Below the banner, the event title "Fortuna: The Profit-Taker Available Now!" is displayed, along with the availability information "AVAILABLE NOW ON PC, COMING SOON TO CONSOLES". The event description includes a quote from the game and details about the "THE PROFIT-TAKER STING" and "THE TARGET: THE PROFIT-TAKER". A "GAME" section shows the Warframe logo and a "Play Now" button. The event schedule is listed as "BEGINS Thu, January 17, 2019 @ 12:00 am PST" and "ENDS Sat, May 18, 2019 @ 12:00 am PDT". A "Set a reminder" button is present. The event type is listed as "MAJOR UPDATE RELEASE".

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

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

Steam Events

- Shown throughout Steam
- Current events you can join now
- Future events you can set reminders for

The screenshot displays the Steam Events interface. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, ABOUT, SUPPORT) are visible, along with a user account summary for 'alden's account' showing a balance of \$10.43. The main heading is 'EVENTS' 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 four 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), and 'For Honor GAME UPDATE' (Play Now). To the right of these is a 'HI-REZ EXPO HRX 2017' tournament for Paladins (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'. 'LATER TODAY' features an 'Assassin's Creed Odyssey Weekly Challenge: Epic Mercenary' starting in 2 hours, with a description of the challenge and buttons to 'Set a reminder' or 'Ignore'. 'THIS WEEK' shows a 'Warframe' game update.

Steam Events

- Provides context for “Why now?”
- An excuse to play now
- Are your friends participating?



Hi Alden,

The following items on your wishlist are on sale:

DYING LIGHT
GOOD NIGHT GOOD LUCK

OVER 50
AWARDS
& NOMINATIONS

-66% \$39.99
\$13.59

[Learn more](#)

The banner features a dark, atmospheric image of a zombie's face on the right and a city street scene on the left. The title "DYING LIGHT" is prominently displayed in the center, with the tagline "GOOD NIGHT GOOD LUCK" below it. A laurel wreath encircles the text "OVER 50 AWARDS & NOMINATIONS". At the bottom left, a green box shows a -66% discount from \$39.99 to \$13.59. A green button labeled "Learn more" is on the bottom right.

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.

Steam Events

- See what's coming up
- Occasional or recurring emails
- For games you own and play




Hi Greg,


Upcoming events for games in your library
FOR THE WEEK OF OCT 14

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

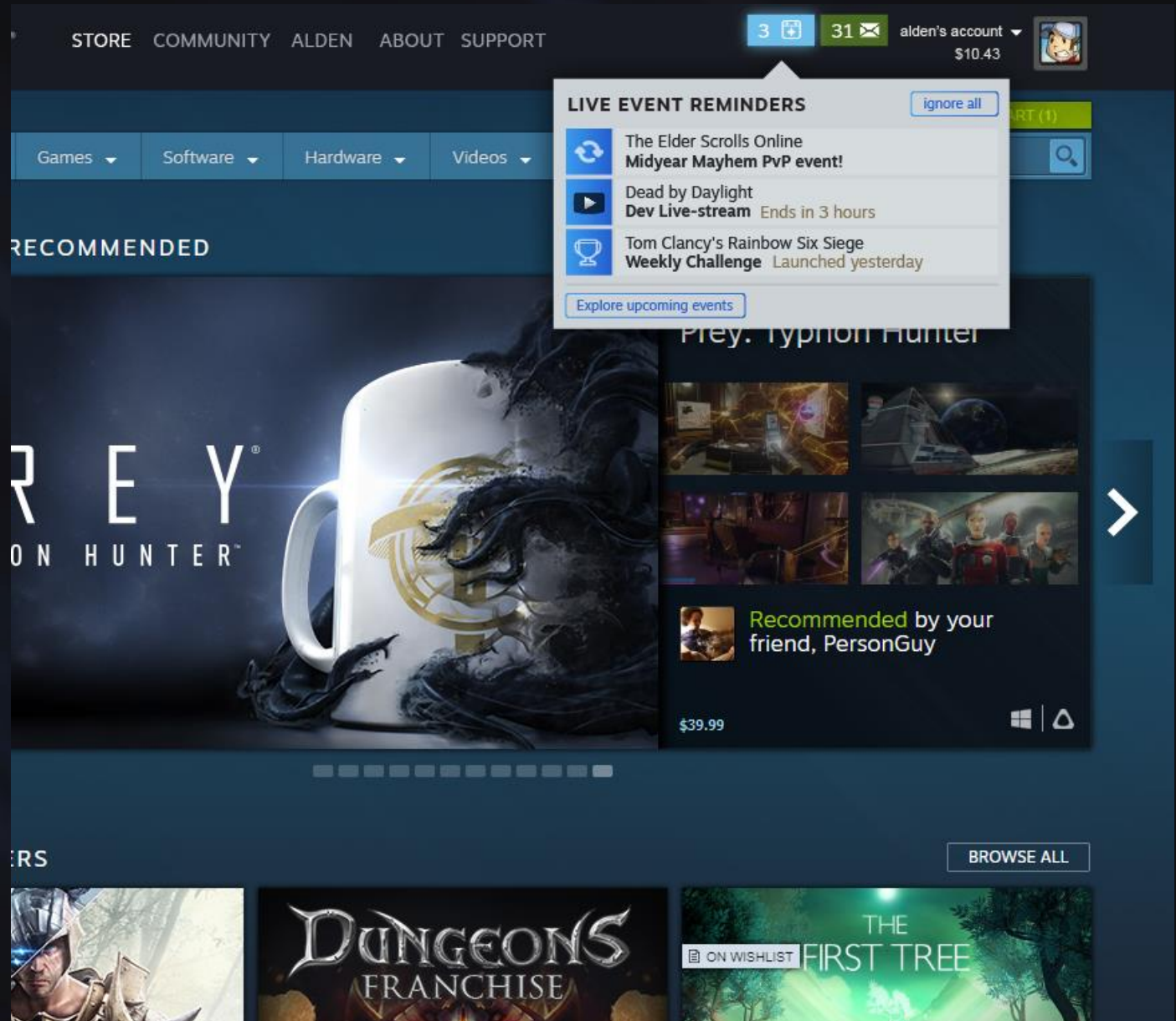


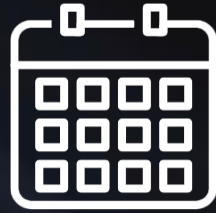
Heroes & Generals
Driving made fun – Play Update 1.12 now!
MAJOR UPDATE
STARTS IN 3 DAYS
Each and every vehicle in the game ranging from the large heavy tanks to the
[Set a reminder](#)

Notifications

Players can choose reminders:

- Via personal calendar apps (iCal, Google Calendar, etc.)
- Via Steam Client
- Via e-mail
- Via mobile app notifications
- Via text message





Events: When?

Open beta within the next couple months

Part 2

Steam Library



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



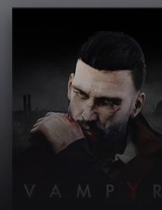
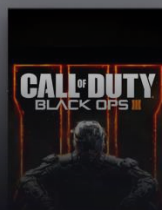
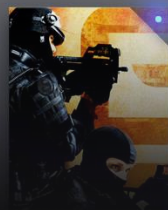
YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾

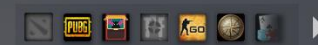
+ ADD A GAME

□ INSTALLED ONLY

COVER SIZE



FRIENDS ACTIVITY >>



12 in-game friends not shown

PLAYER UNKNOWN'S BATTLEG...

se7en
In Lobby, Squad, 2/4Bight
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

Quickly resume last game

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)
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- 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 BATTLEGROUNDS

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

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

Dota 2

New Hero - Mars

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

Mar 5, 2019

Counter-strike: Global Offensive

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

PLAYERUNKNOWN'S BATTLEGROUNDS

Fallout 4

DISHONORED

Return of the Obra Dinn

RUST

MIRRORS CAT

CALL OF DUTY BLACK OPS III

Fallout NEW VEGAS

DOOM

VAMPIR

Join your friends in-game

What's new in games you play?

Your whole library

LIBRARY HOME

SEARCH ADVANCED

GAMES ▾

FAVORITES (6)

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

View all 196

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

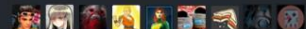
PLAYING NOW

- 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 ▾

View more in the store



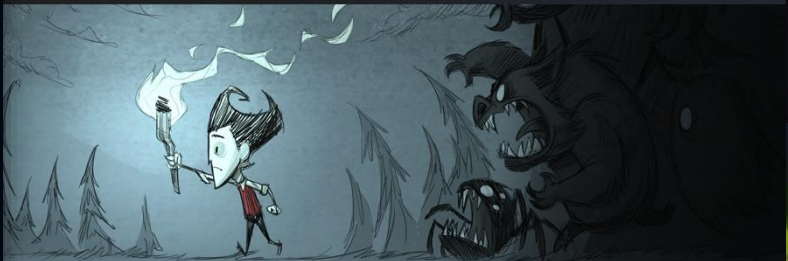
Added: Feb 9, 2019
Installed

Manage my 1 DLC

ACHIEVEMENTS ▾

10/167

2500 Points in Your Favor
Inflict 2,500 total points of damage to enemies



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

View all 192

d for 52 hours
ecommend this game?

Yes No

t played on Mar 16 with BunnyEcho

na 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 ▾

View more in the store

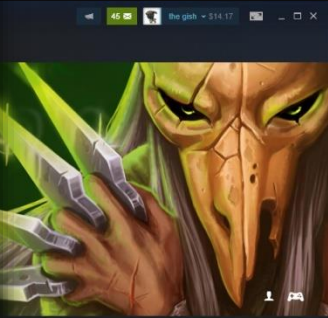


Added: Dec 9, 2019
Installed

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 ▾

View more in the store



Added: Jun 14, 2018
Installed

Manage my 1 DLC

ACHIEVEMENTS ▾

5/43

The Ghost

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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Sid Meier's Civilization® VI

Counter-Strike: Global Offensive

Don't Starve Together

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

FRIENDS WHO PLAY

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MagmaExploiter

9 more friends own this game

View all friends who play

DLC

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

What's new since the last time you played?

Your game summary

Friends in game now?

Your purchased content

Don't forget to leave a review



LIBRARY HOME

Search

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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ADVANCED FILTERS

TYPE ▾

Any

FEATURE ▾

Controller Supported

STATE ▾

Any

TAGS ▾

YOUR TAGS

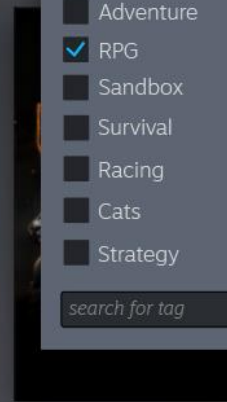
- ☒ Open World
- ☐ Adventure
- ☒ RPG
- ☐ Sandbox
- ☐ Survival
- ☐ Racing
- ☐ Cats
- ☐ Strategy

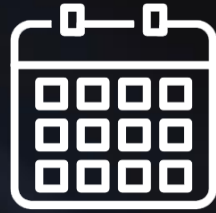
search for tag

+ Add

Save as Collection

FILTERED RESULTS (9)



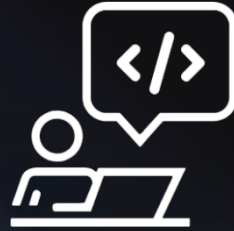


Library: When?

Open beta this summer



Recent Updates



Developer request:

I'd like more control over how and when my game shows up to potential customers in 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 (?)

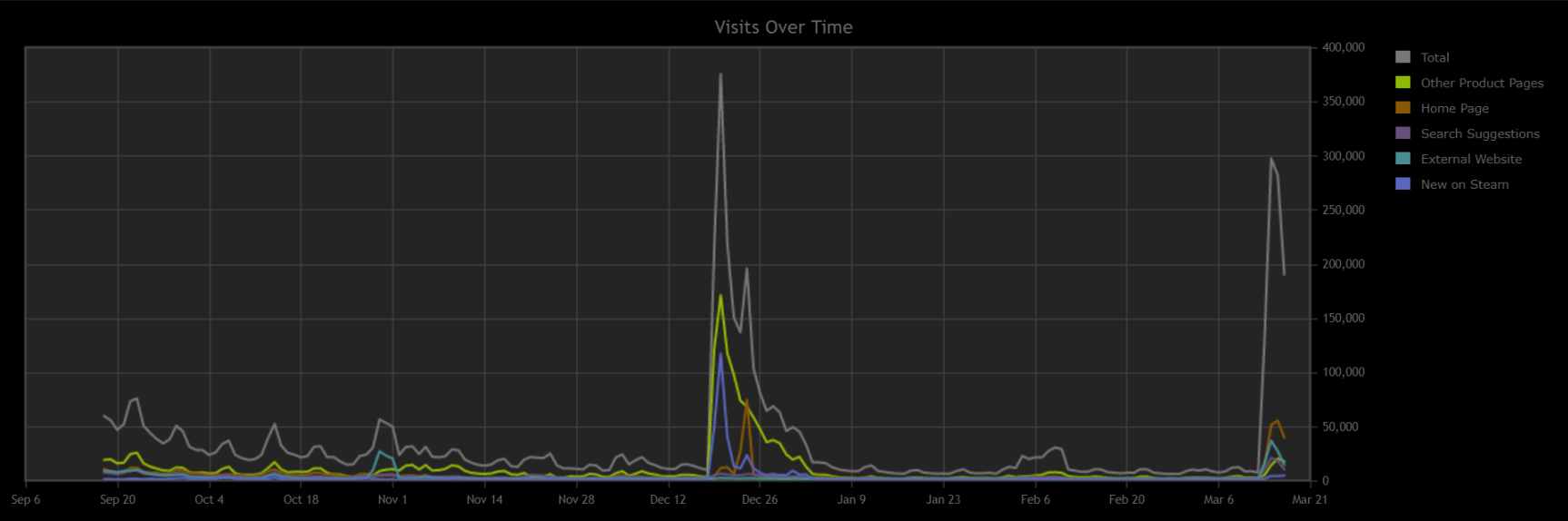
2.53%

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

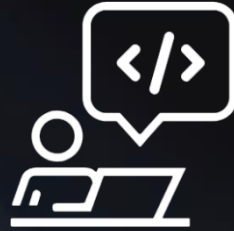
Select a page below to see details of specific features within that page



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.



Developer request:

When I release my next game, I'd like to make sure that my existing fans know about it.

Developer Homepages



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

WindowsAppleSteam

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



TOP SELLERSNEW RELEASESUPCOMING RELEASESDISCOUNTS

TYPE

All21

DLC12


Game8

Demo1

FILTER TO

All21

Action0




MARK OF THE NINJA: REMASTERED Oct 9, 2018

WindowsAppleSteam

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

WindowsAppleSteam

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



DON'T STARVE TOGETHER Apr 21, 2016

WindowsAppleSteam

Developer Homepages

- Build your audience over time
- Show off all your games
- Steam will automatically email followers when you release your next game

The screenshot shows the Klei developer profile on the Steam platform. At the top, the Klei logo is displayed next to social media statistics: 56,500 Facebook followers, 21,150 Discord members, 67,787 YouTube subscribers, and 98,669 Twitch followers. A 'Following' button and '49,419 FOLLOWERS' are also visible. The header features a collage of game characters and a 'WISHLIST (176)' button. Navigation tabs include FEATURED, LISTS, BROWSE, ABOUT, and ADMIN. The 'TOP SELLERS' section highlights 'Don't Starve Together: Winona' with a character update announcement. Below this, a grid of game screenshots is shown. The bottom section, 'NEW RELEASES', lists 'Mark of the Ninja: Remastered' and 'Oxygen Not Included', both with their release dates and prices. A 'Don't Starve Together' entry is also visible at the bottom.

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

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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

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

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

Don't Starve Together

Apr 21, 2016



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



Apr 21, 2016



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







Developer request:

I'd like to show potential players what it's
like to play my game.

Store page Broadcasting

 **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)

Store page Broadcasting

- Help potential players make informed purchase decisions
- Stream yourself or host someone else

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 title "Brawlhalla" is prominently displayed, along with a "Community Hub" button. A live broadcast section is featured, titled "Official Brawlhalla Esports: Over \$500,000 Awarded". The broadcast shows a match in progress with the text "Re-Broadcast" and "LIVE". The game's interface is visible, showing characters in a city-themed arena. Below the broadcast, there are two smaller images: one showing a match in progress on a stone platform, and another showing the Brawlhalla logo and a character. To the right of the second image, there is a description of the game: "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!". At the bottom right, there are review statistics: "RECENT REVIEWS: Mostly Positive (1,540)" and "ALL REVIEWS: Very Positive (85,874)".

STEAM® STORE COMMUNITY ALDEN CHAT SUPPORT

aldenkroll \$16.26

perf | admin

WISHLIST (175)

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All Games > Free to Play Games > Brawlhalla

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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)



Developer request:

I want to limit the impact of off-topic
review bombs

User Reviews Update



User Reviews Update

- Limiting the impact of off-topic review bombs
- New: “Call For Help” Button
- Of course, devs can ask us for help at any time



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

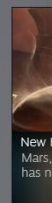
YOUR GAME UPDATES

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

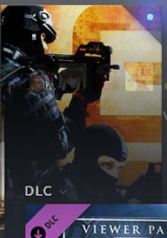


Dota 2




New Hero
Mars, go
has now

YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾



DLC



MIRROR'S
EDGE
CATALYST
View all friends who play
View more in the store



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 45 90 aldenkroll ? \$27.47 \$16.26

WISHLIST (175)

search the store

Community Hub

Change broadcast settings | View broadcast page

PAWLHALLA



**Build your next game using
Valve's Infrastructure**

Valve Invests in Player Experience

Valve's Network is connected to over 2500 distinct networks around the globe

Consistent delivery – regardless of what's happening on the rest of the internet

Check out average download speeds for your ISP – it's critical for gamers

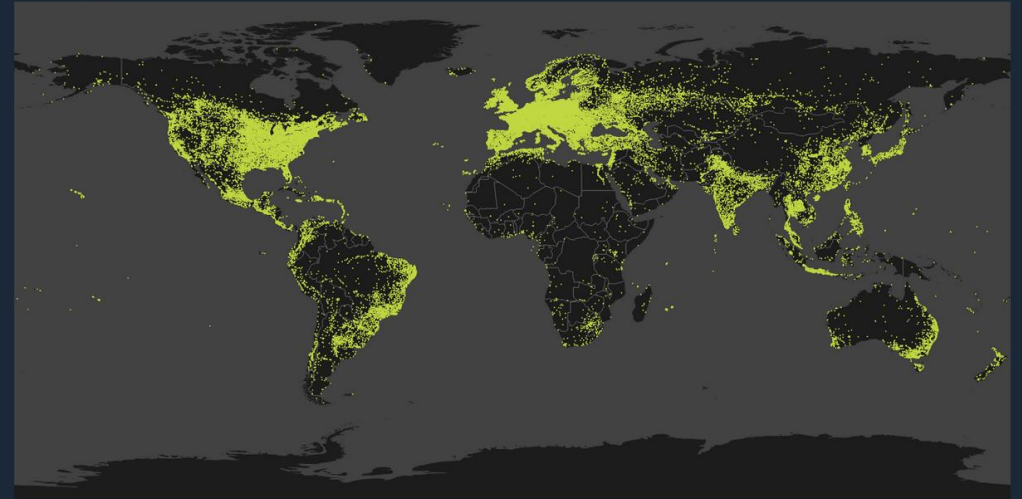
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

STEAM DOWNLOAD STATS

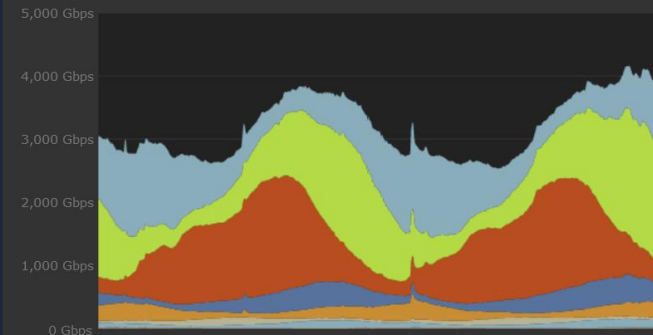
Steam Global Traffic Map (most recent 7 days)

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

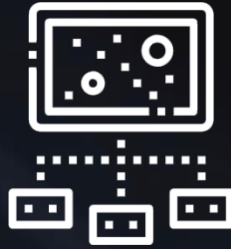
Steam Support Stats

2018 Steam Content Delivery

In the last year....

- 13 Exabyte content delivered
(Or 13,000,000,000,000,000,000 bytes 😊)
- Steam developers pushed 11 Billion game updates to players





Operating an Online Game

Provide Sufficient Quality of Experience

You've built a fun game that players want to invest in...

- Connection needs to be maintained for duration of match (45 minutes or longer)
- Players need ping time to dedicated servers
 - DOTA 60-100 milliseconds
 - CS:GO 30-60 milliseconds

Quality of Matchmaking

Competing Goals: Solving for Quality of Experience can lead to fragmented player base

You've got an audience of 1000 players who want to play your game. What would you rather have?

- 10 pools of 100 players
- 1 pool of 1000 players

Cover the globe with the smallest number of game server clusters without degradation of quality

Protect Against DDoS

- Players & Game servers vulnerable to attacks
- Common Scenarios
 - Bad Actor is losing a match – deploys attack against dedicated server to avoid impact to ranking
 - Vandals target high-profile targets (streamers, tournaments)

Valve's Network: Built for Online Gaming

Valve made its own private gaming network

- 30 Points of Presence
- 125 Relays
- Global Backbone Connection

Players move from their ISP to the closest relay.



Valve's Network

This is the same network that delivers Steam content

- Latency sensitive game traffic always prioritized
- Player & Server IPs protected

This network is truly built for gamers & game developers – vastly better than the open internet.

Why should you care?



Integrate Steamworks Network API

Available now and free to use

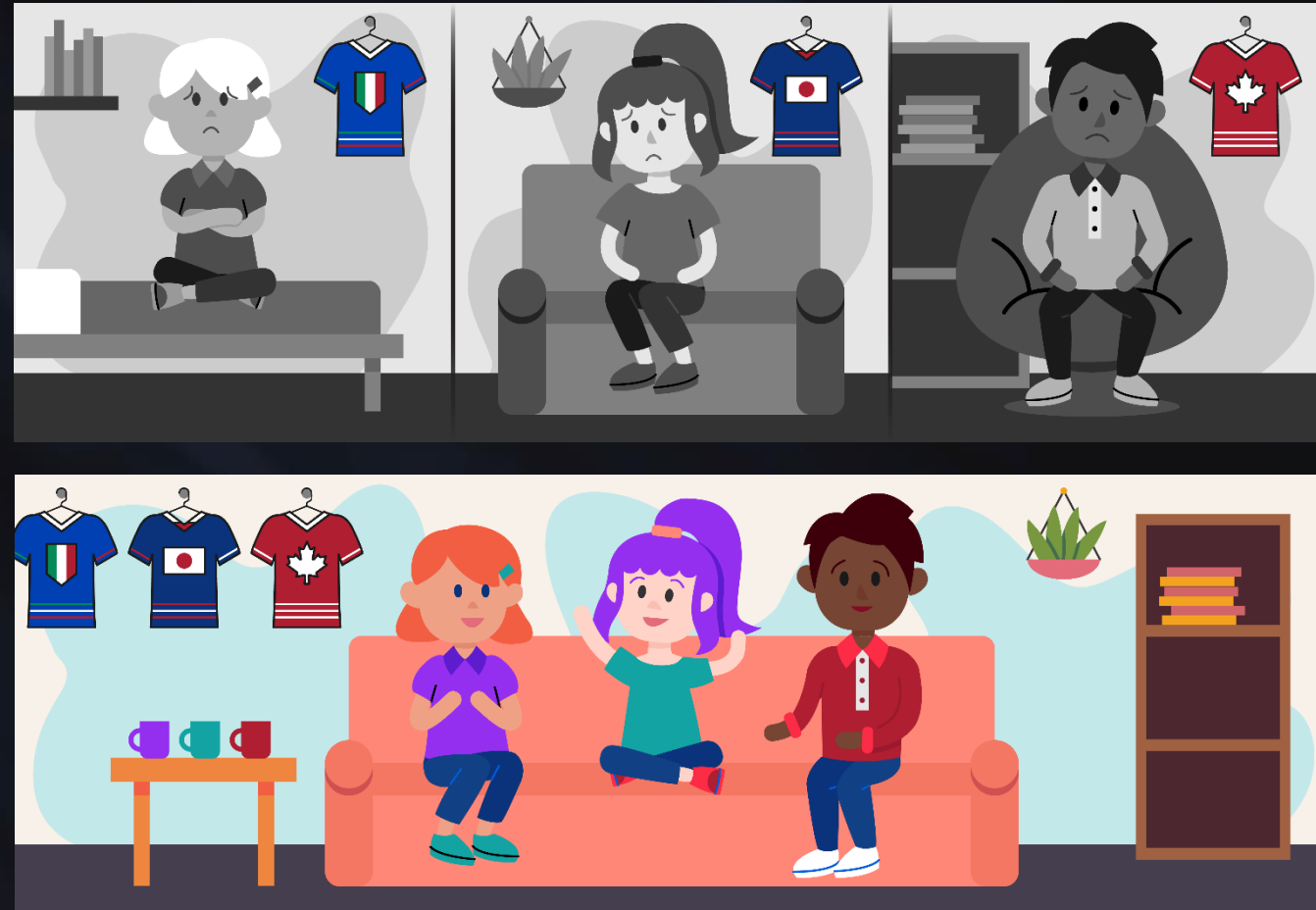
Works for Steam & non-Steam versions of your game

Integration in game code – no need to operate a network

What does Steamworks Network API actually do?

Quality of Experience & Quality of Matchmaking

- Improves latency between game clients (p2p) or between clients & servers
- Traffic routed over Valve's network instead of open internet
- Effectively it shrinks the world for your player base



What does Steamworks Network API actually do?

Protection against DDoS attacks

- IP addresses are hidden
- Ability to re-route traffic in event of attack



How can I get it?

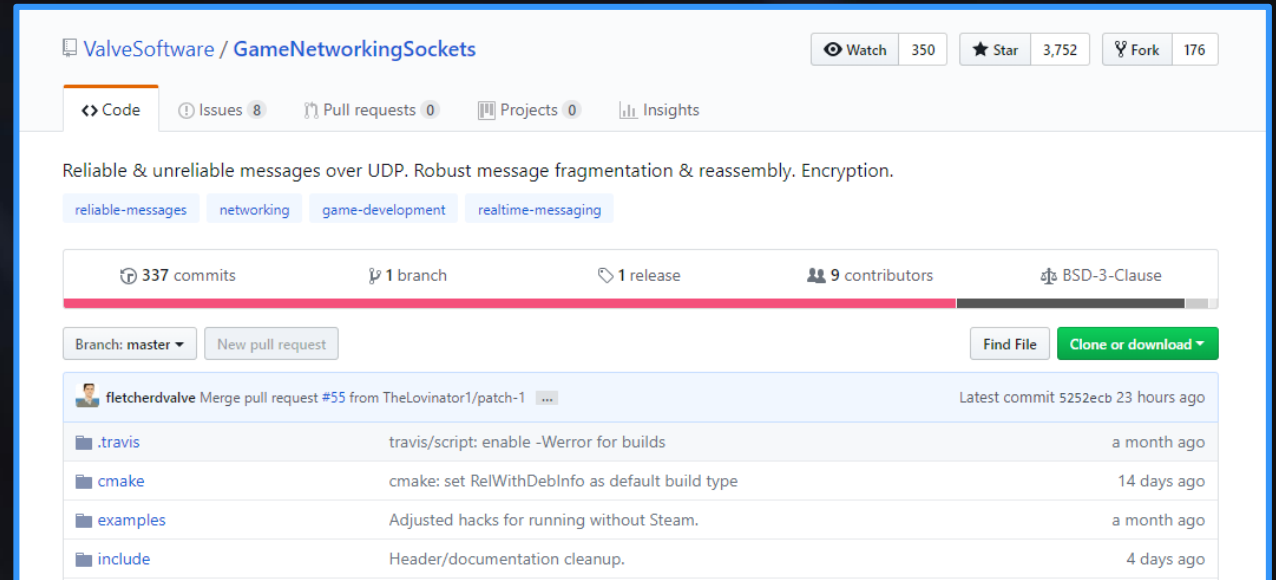
Available for Steam & Non Steam versions of your game

Steam:

Steamworks SDK

Non-Steam:

<https://github.com/ValveSoftware/GameNetworkingSockets>



My Game is Small – why should I care?

- It's hard to predict what happens after launch
- Deploying a private network for efficient, DDoS protected game traffic is expensive and takes a team
- Rely on Steam Network APIs and you won't need to care

But I'm not a multiplayer game?

Why do I care?

- You might not now for your game traffic — but keep them in mind for the future!
- Count on us to keep you connected to your players no matter what else is happening on the rest of web



Free Steamworks Feature – available for use with both Steam & non-Steam versions of your games.

Special thanks to Stunlock, Klei & Ronimo

To Learn more check out the announcement here
tinyurl.com/SteamNetworkAPI



Emerging Markets

Emerging Markets

What Valve considers an emerging market

Emerging Markets

What Valve considers an emerging market

- Emerging market in the traditional sense with a growing economy

Emerging Markets

What Valve considers an emerging market

- Emerging market in the traditional sense with a growing economy
- A market for Steam that we think has potential to be a lot bigger

Emerging Markets

It's our job to make it easy for *all* gamers to reach your games.

Challenges in Emerging Markets

- Less traffic volume for networks
- Revenue to operating cost
- Local customer support
- Expensive payment methods, especially cash

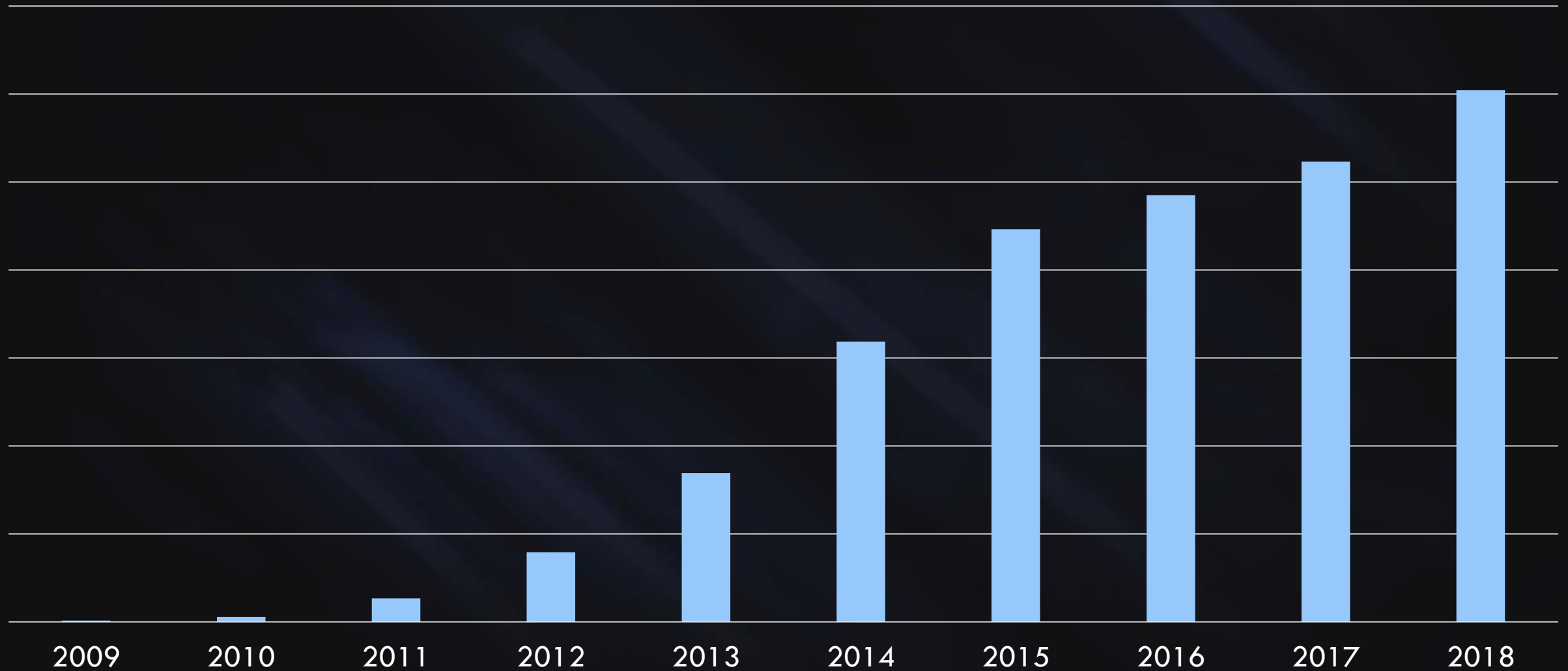
Investing Early

- Example: PC gaming in Russia 10 years ago

Investing Early

- Example: PC gaming in Russia 10 years ago
- Things that matter:
 - Price
 - Convenience
 - Languages
 - Day and date launches
 - Support for local developers
 - Fast network
 - Feature parity
 - Community

Purchasers in Russia



Experience Shatters Perceptions

Payment methods we thought people preferred:

VISA



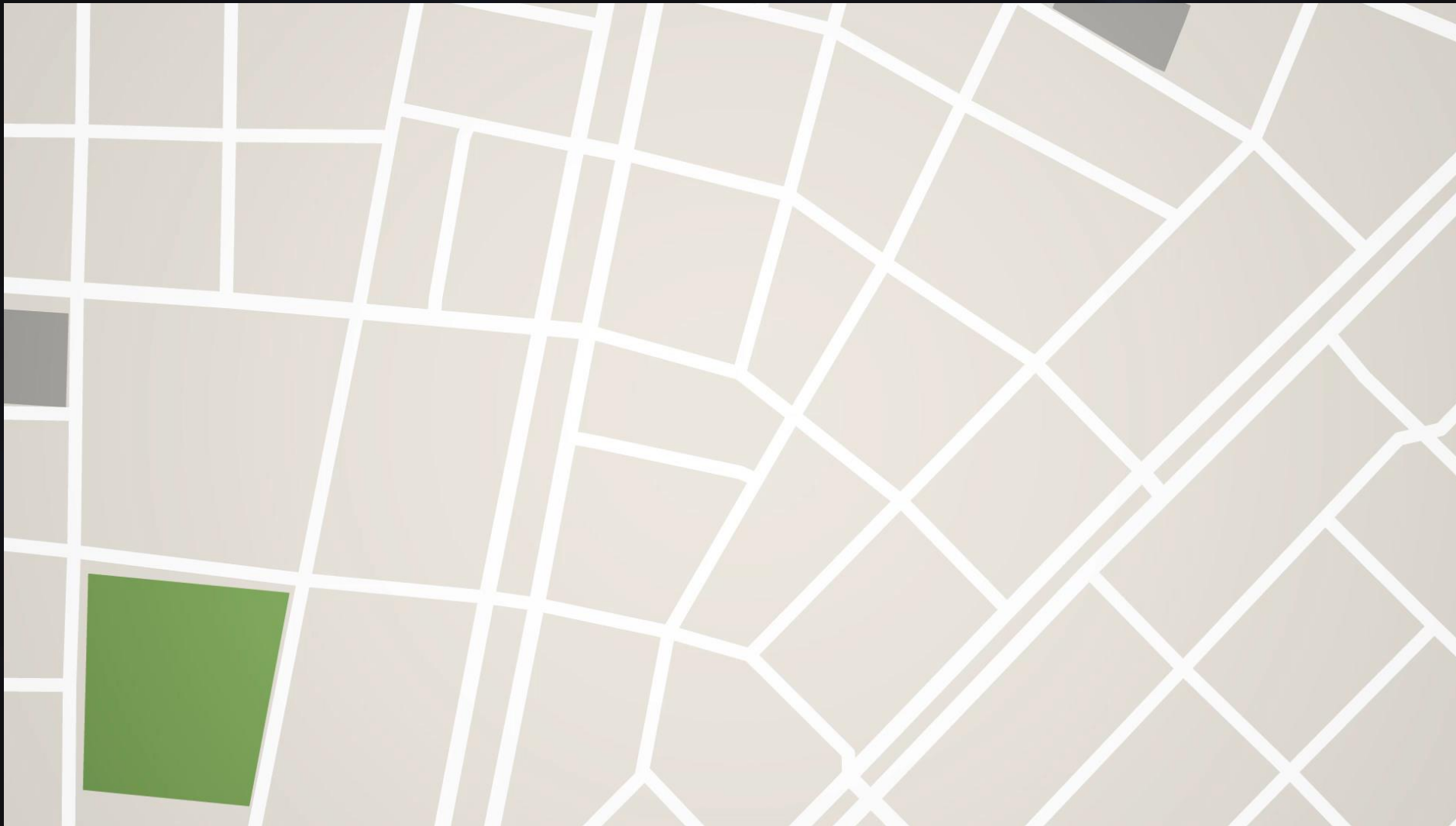
mastercard.

**AMERICAN
EXPRESS**

 **PayPal**

Paysafe:

Observation: Japan



Steam Retail Cards



Steam Retail Cards

- Effective at attracting new customers



Steam Retail Cards

- Effective at attracting new customers
- Now available in over 50 countries



Steam Retail Cards

- Effective at attracting new customers
- Now available in over 50 countries
- Average cost between 10%-15%



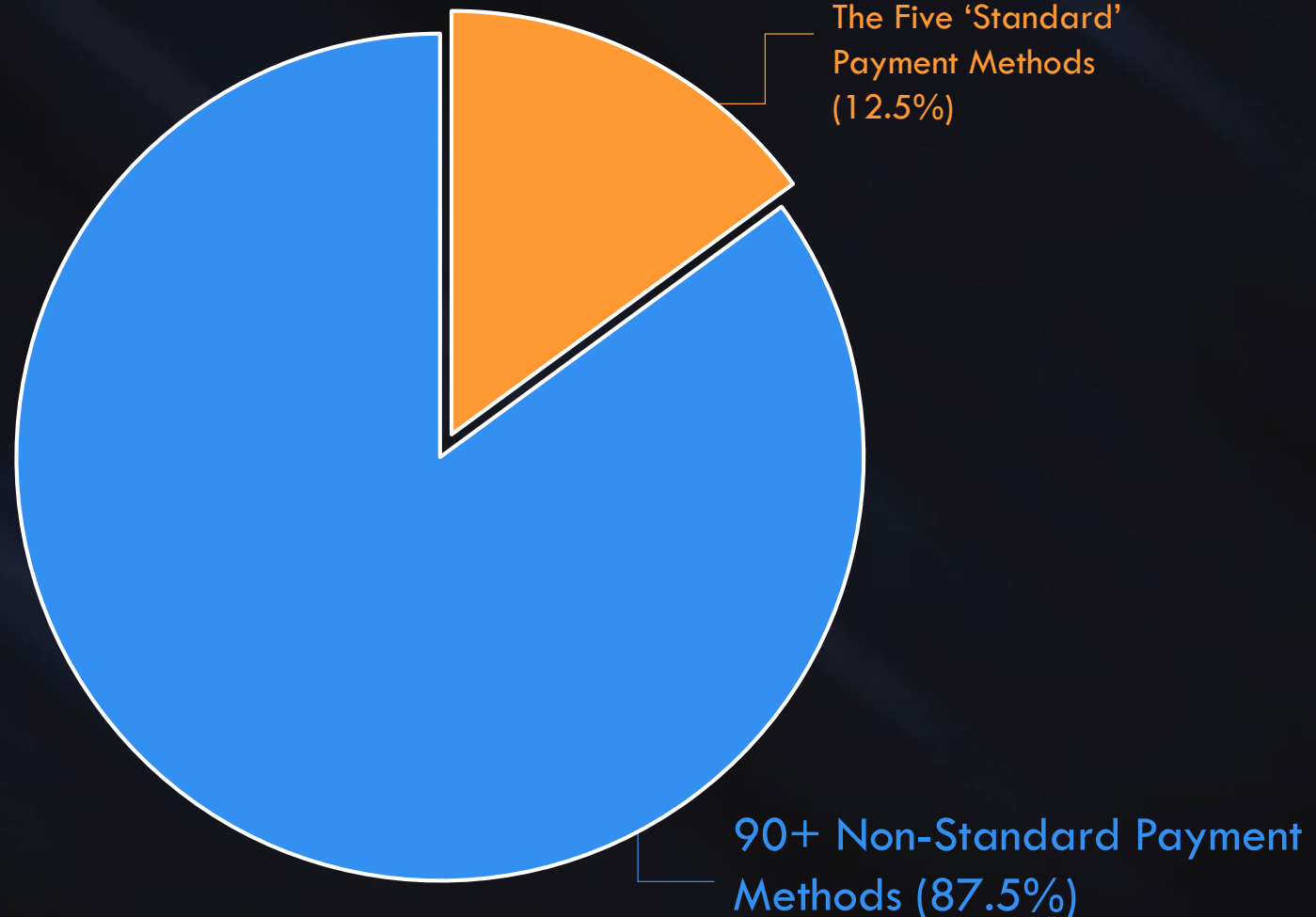
Steam Retail Cards

- Effective at attracting new customers
- Now available in over 50 countries
- Average cost between 10%-15%
- 100% covered by Valve



Over 100 Payment Methods

Steam Transaction Volumes (in Asia) - 2018



PC Cafes



PC Cafes




- No additional integration work needed



PC Cafes

- No additional integration work needed

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.



PC Cafes

- No additional integration work needed

Store Presence

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Edit the description, add screenshots, trailers, art assets, etc.
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-  **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



Worldwide Support



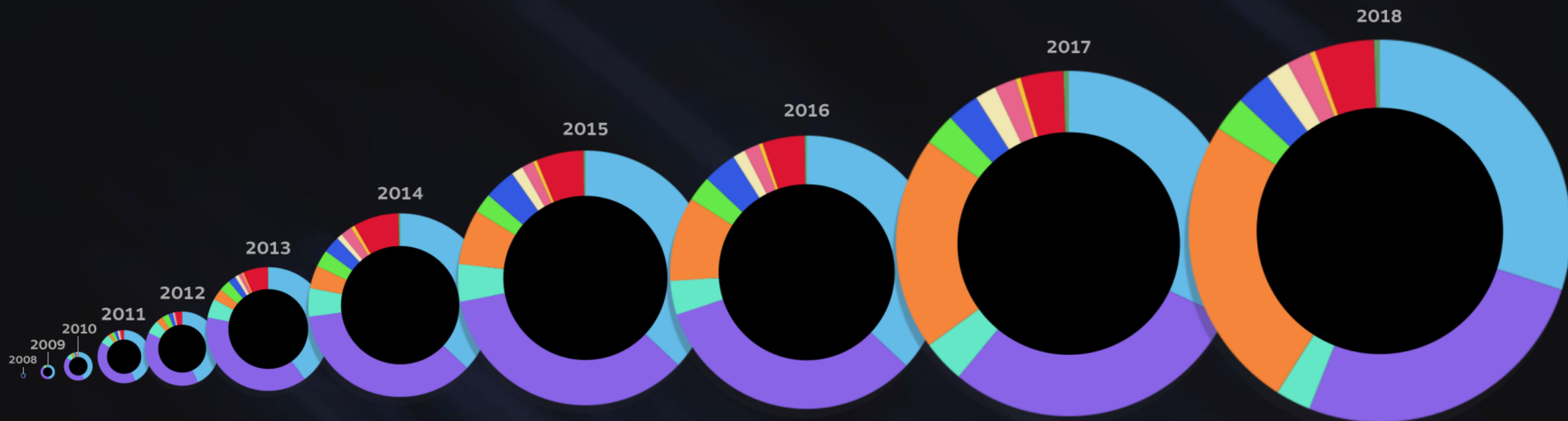
- Support in **21** languages
- **1,000+** Support Agents
- Most issues resolved within **a few hours**

Happy Gamers Wherever They Are

- Make Steam easy and convenient
- Same quality experience globally

Reaching New Customers

Steam Regional Revenue



NORTH AMERICA

WESTERN EUROPE

OCEANIA

ASIA

LATIN AMERICA

EASTERN EUROPE

MIDDLE EAST

AFRICA

RUSSIA/CIS/UKRAINE

SOUTH-EAST ASIA

SOUTH ASIA



Thanks for coming!

We're hoping that this update was helpful as you think about your current or future games.

We love Steam, and we want it to be a force multiplier on all the hard work you're doing for your game and community.

Questions or feedback? Find us after the talk!



- Want to help us build more of these tools?
- Got a great idea for how to make Steam better for devs and players?
- Come work with us!
- www.valvesoftware.com/jobs



- Want marketing feedback about your upcoming release?
- Need help with technical integration?
- Contact our team directly:
- partner.steamgames.com/contact

Contact Developer Support

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