

GDC

+



STEAM[®]

+

VALVE[®]



優れたプラットフォームとは？

Steamの展望

1 ▶ プレイヤーと開発者のための価値創造

- プレイヤーに最も豊かな機能とサービスを提供し、可能な限り最高のバージョンのゲームを体験してもらうこと
- 開発者に強力なツールへのスムーズなアクセスとゲームを管理する自由を提供すること

Steamの展望

2 ▶ 潜在的な市場育成のための継続的な再投資

- 既存の市場の拡大と効率化
- 開発者だけでは到達しにくい新市場の開拓

Steamの展望

3 ▶ 開発者が顧客を幸せにするための新たな方法の考案

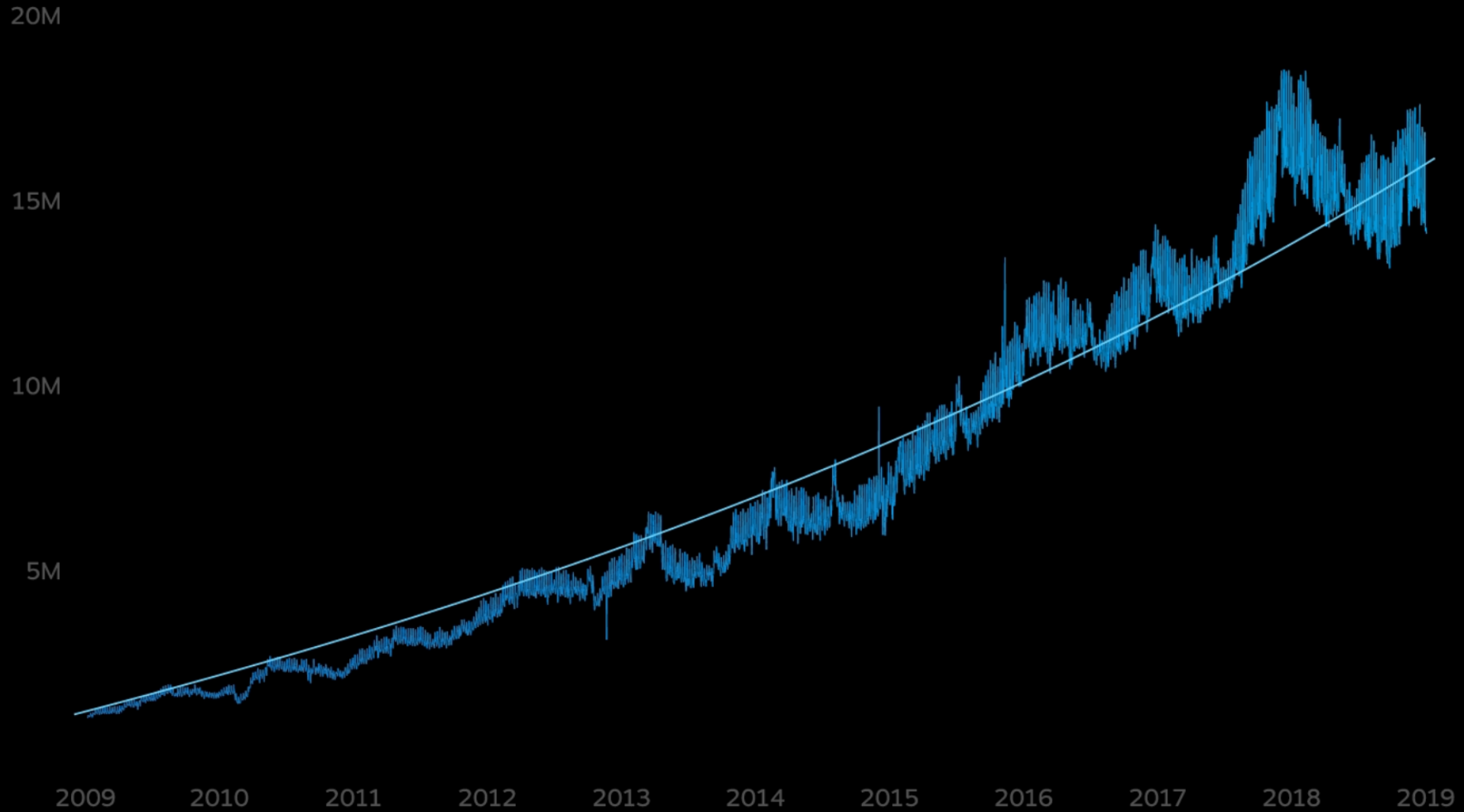
- 既存サービスの効率化
- 新たなイベントやツールをゼロから作成

優れたプラットフォームとは？

- 1 ▶ プレイヤーと開発者のための価値創造
- 2 ▶ 開発者のための潜在的な市場拡大
- 3 ▶ 開発者が顧客を幸せにするための新たな方法の考案

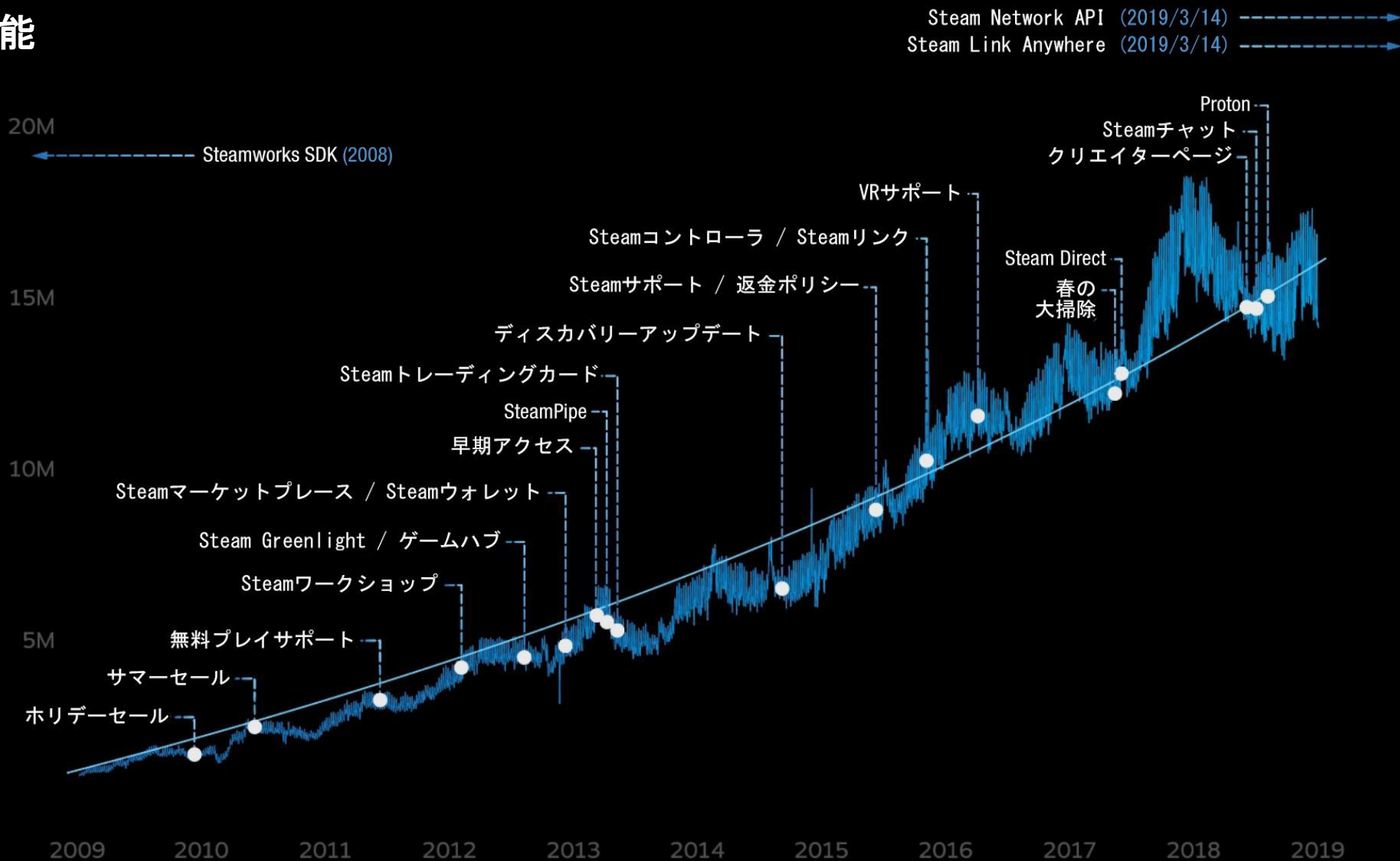
長期的成長

Steamの同時プレイヤー数



長期的成長

Steamの機能



Steam Link Anywhere – ベータ配信中！



無料利用可能

Steamゲームを携帯やタブレット、テレビなどにストリーミングするSteamリンクアプリが無料で利用可能です。ダウンロード料やサービス料もありません。



対応コントローラ

SteamリンクアプリはBluetooth経由のSteamコントローラや、その他の人気のBluetoothコントローラ、マウス、キーボードに対応しています。

現在の取り組みについて



オールデン：プレイヤーとのより緊密な関係を構築するための新たなツールを制作中



キャシディ：世界中のSteamユーザーがゲームに最高のネットワークでアクセスできるようにするインフラを構築中



リッキー：Steamを成長させるための新興市場開発に注力中



今後の予定

Part 1

Steam イベント

Steam イベント



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

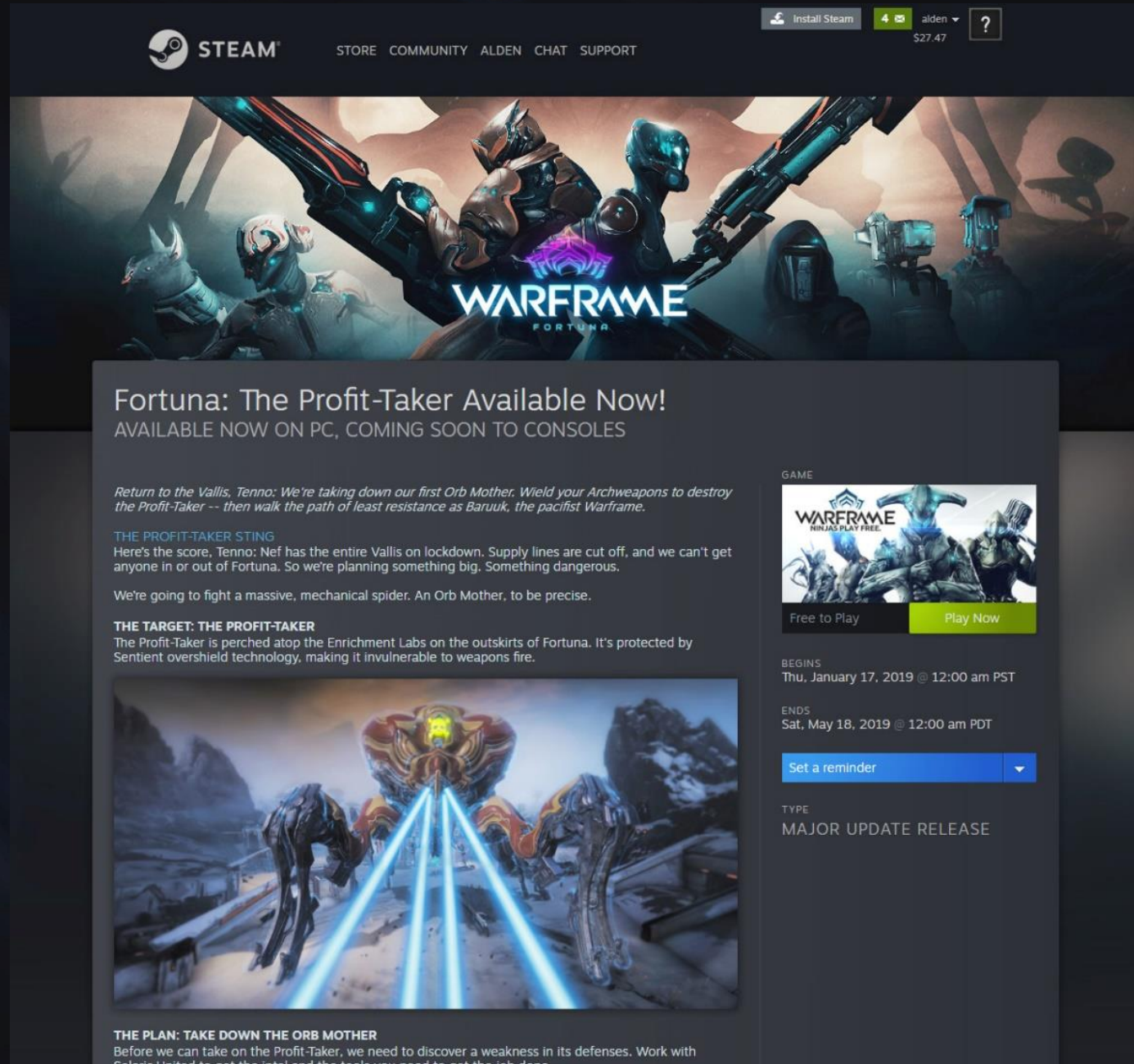
Set a reminder

TYPE

MAJOR UPDATE RELEASE

Steamイベント

- イベントの全詳細
- 行動への明確な動機づけ
- 通知機能



The screenshot shows the Steam website interface. At the top, there's a navigation bar with the Steam logo, 'STORE', 'COMMUNITY', 'ALDEN', 'CHAT', and 'SUPPORT'. On the right, there are links for 'Install Steam', a user profile for 'alden' with a balance of '\$27.47', and a help icon. The main banner features a Warframe character in a futuristic, industrial setting with the text 'WARFRAME FORTUNA'. Below the banner, the event title 'Fortuna: The Profit-Taker Available Now!' is displayed, along with 'AVAILABLE NOW ON PC, COMING SOON TO CONSOLES'. The event description includes a quote from the game: '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.' It also mentions 'THE PROFIT-TAKER STING' and 'THE TARGET: THE PROFIT-TAKER'. A game card for 'WARFRAME' is shown on the right, with 'Free to Play' and 'Play Now' buttons. 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 also present. The event type is 'MAJOR UPDATE RELEASE'. At the bottom, there's a section for 'THE PLAN: TAKE DOWN THE ORB MOTHER' with a description: 'Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with Baruuk to find the Orb Mother's weak point and take it down.'

Steam イベント

- Steam全体で表示
- すぐに参加できる現在のイベント
- 通知を設定できる将来のイベント

イベント

Upcoming events and activities hosted by game creators

RECOMMENDED

IN YOUR LIBRARY

FILTERS

search by game or type



LIVE NOW



The Elder Scrolls Online
COMMUNITY EVENT
NOW THROUGH JAN 25TH
Play Now



Dead by Daylight
BROADCAST
1,856



Endless Legend
BROADCAST
1,104



For Honor
GAME UPDATE
Play Now



Paladins
TOURNAMENT
902

RECOMMENDED

MAJOR EVENTS

MINOR EVENTS

UPCOMING

LATER TODAY



Assassin's Creed Odyssey
Weekly Challenge: Epic Mercenary
STARTS IN 2 HOURS
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.

WEEKLY CHALLENGE

Set a reminder

Ignore

UPCOMING

THIS WEEK



Warframe
TennoGen Round 11
STARTS TOMORROW @ 2PM
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...

GAME UPDATE

Set a reminder

Ignore



Paladins
STARTS TOMORROW @ 2PM
Don't delay, the Summer Prime Vault closes September 25 at 2 p.m. ET! This is your last chance to get all of the Prime Warframes, Weapons, Accessories and more that were brought back!

DOUBLE XP

Set a reminder

Ignore

Steamイベント

- 「なぜ今？」という説明を提供
- 今すぐプレイする理由
- フレンドは参加している？



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](#)

BONUS WEEKEND HAPPENING NOW

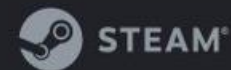


Get Double XP for Anniversary Week

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

Steam イベント

- 今後のイベントのチェック
- メール通知（定期または不定期）
- 所有・プレイするゲーム用



Hi Greg,

ライブラリ内のゲームで近日開催のイベント

10月14日の週

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

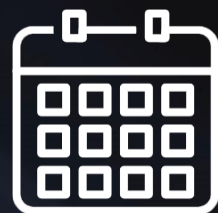
[Set a reminder](#)

通知

プレイヤーが選択できる通知オプション:

- カレンダーアプリ
(iCal、Googleカレンダー等)
- Steamクライアント
- メール
- 携帯アプリ通知
- テキストメッセージ

The screenshot shows the Steam website interface. At the top, there are navigation links: STORE, COMMUNITY, ALDEN, ABOUT, SUPPORT. On the right, there's a user account dropdown for 'alden's account' with a balance of \$10.43 and a notification bell icon showing 3 notifications. A notification popup is open, titled 'ライブイベント通知' (Live Event Notification) with an 'ignore all' button. It lists three events: 'The Elder Scrolls Online Midyear Mayhem PvP event!', 'Dead by Daylight Dev Live-stream' (ends in 3 hours), and 'Tom Clancy's Rainbow Six Siege Weekly Challenge' (launched yesterday). Below the popup, there's a 'RECOMMENDED' section featuring a 'PREY' game advertisement with a white mug and a character. Below that, there's a 'DEALS' section with a 'BROWSE ALL' button. The deals include 'DUNGEONS FRANCHISE' with a '-25 ~ 75%' discount, 'THE FIRST TREE' with a '-50%' discount (today's deal), and another 'DUNGEONS' game with a '-70%' discount.



イベント：公開予定？

2～3か月以内にオープンベータ公開予定

Part 2

Steam ライブラリ

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

WARFRAME

LAST SESSION
Yesterday 1.3 hrs
Total 452 hrs

3 days ago

PATH OF EXILE

NEW TO LIBRARY

HALO 4

YOUR GAME UPDATES

Don't Starve Together

WINONA

CHARACTER UPDATE NOW AVAILABLE

Winona Character Update
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.

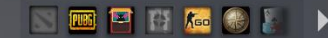
Mar 5, 2019

Counter-strike: Global Offensive

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

Nov 12, 2018

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

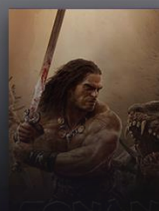
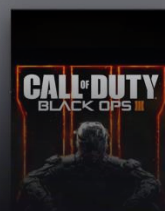
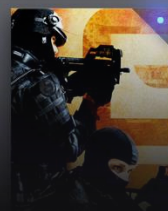
YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned

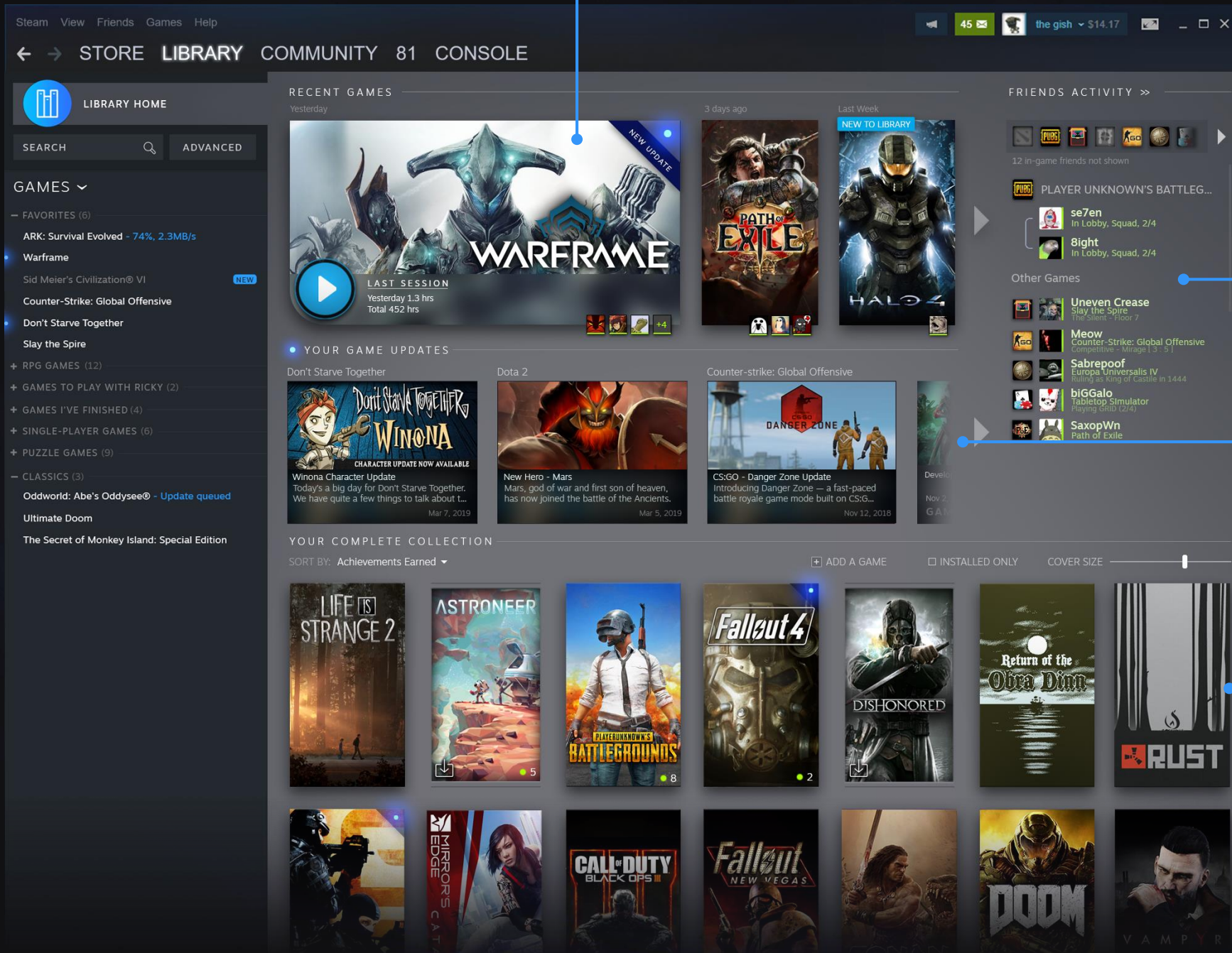
+ ADD A GAME

INSTALLED ONLY

COVER SIZE



前回のゲームをすぐに再開



ゲーム内で
フレンドと合流

プレイしている
ゲームの新着情
報

全ライブラリ

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



COUNTER-STRIKE: GLOBAL OFFENSIVE

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

RECENT EVENTS AND UPDATES

LIVE

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

17,099 viewers including friends DanielJ 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, DanielJ, Brendan, HeeBees**

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

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

VIEWER PASS
KATOWICE 2019

Added: Feb 9, 2019
Installed

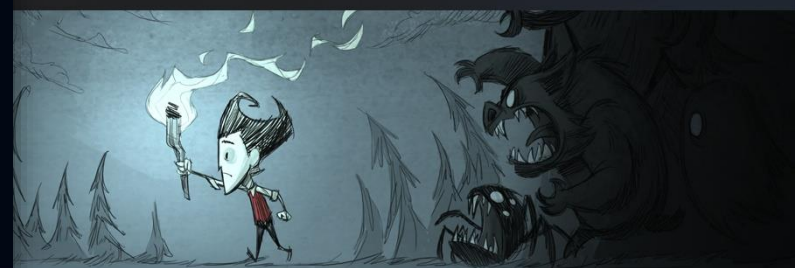
[View more in the store](#)

[Manage my 1 DLC](#)

ACHIEVEMENTS

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

10/167



DON'T STARVE TOGETHER

PLAY LAST PLAYED Mar 16 PLAYTIME 52 hours

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...

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

Character Update is Coming!
Character Update for Don't Starve

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

[View more in the store](#)

[Manage my 3 DLC](#)

played for 52 hours
Would you recommend this game? Yes No

na published a workshop item **POSTY, the postbot!**

TRADING CARDS 4/6



SLAY THE SPIRE

PLAY LAST PLAYED Mar 16 PLAYTIME 52 hours

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

Slay the Spire Soundtrack

Added: Jun 14, 2018
Installed

[View more in the store](#)

[Manage my 1 DLC](#)

ACHIEVEMENTS

The Ghost

5/43

+37

TRADING CARDS 6/9

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



COUNTER-STRIKE: GLOBAL OFFENSIVE

PLAY

LAST PLAYED
Feb 9

PLAYTIME
437 hours

ACHIEVEMENTS
10/22

Game Info ▾

RECENT EVENTS AND UPDATES



STEAM TV: IEM 2019 Katowice CS:GO Major Championship - Day 3

17,099 viewers including friends DanielJ 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, DanielJ, Brendan, HeeBees

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

Store Page

Community Hub

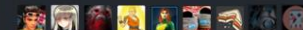
PLAYING NOW

- 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



ゲームプレイ概要

プレイ中のフレンド

購入コンテンツ

前回プレイ後の新着情報

レビューの投稿も
お忘れなく

LIBRARY HOME

Search

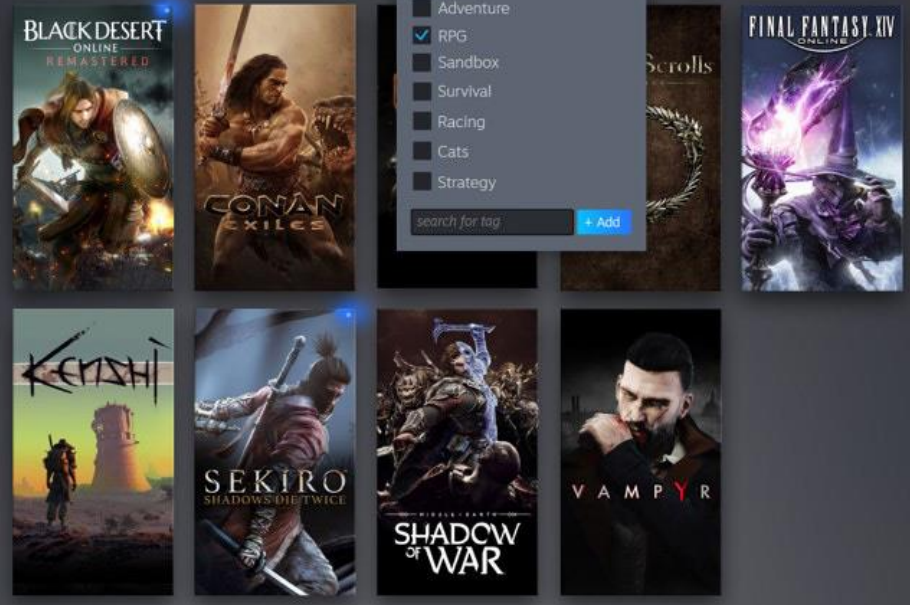
GAMES

- 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)
- 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

詳細フィルター

TYPE Any FEATURE Controller Supported STATE Any

FILTERED RESULTS (9)



TAGS

YOUR TAGS:

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

search for tag + Add



ライブラリ：公開予定？

この夏オープンベータ公開予定



最近のアップデート



開発者からのリクエスト：

自分のゲームがSteamの潜在顧客に対して表示される方法とタイミングをもっと管理したい。

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

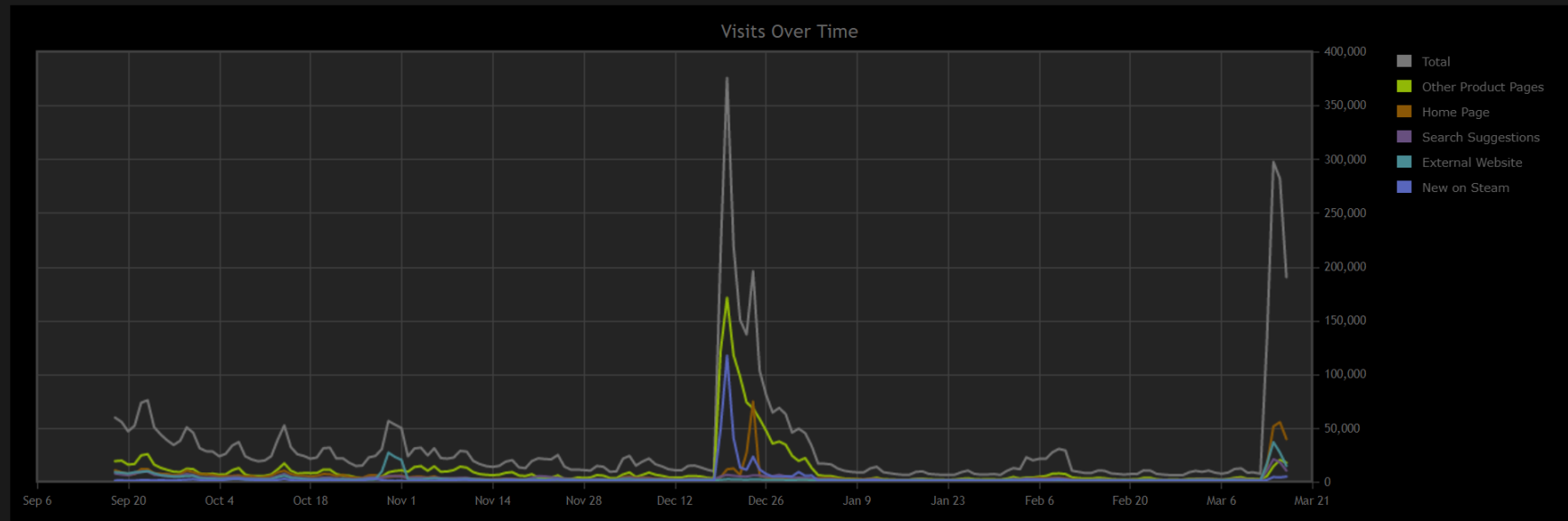
SELECT A RANGE

Six Months 09/18/2018 03/17/2019 **Go**

<p>IMPRESSIONS (?)</p> <p>230.41 million</p>	<p>CLICK-THRU RATE (?)</p> <p>2.53%</p>	<p>VISITS (?)</p> <p>5,832,690</p>
---	--	---

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.



開発者からのリクエスト :

次のゲームをリリースする時に、
既存のファンに確実に知らせたい。

開発者 ホームページ

Klei
56,500 Facebook | 21,150 Twitch | 67,787 YouTube | 98,669 Steam | Klei Official Website
Following 49,419 FOLLOWERS
WISHLIST (176)
Beta!

FEATURED | LISTS | BROWSE | ABOUT | ADMIN

TOP SELLERS

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		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	OS icons
DLC	12			
Game	8			
Demo	1			
FILTER TO				
All	21		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	OS icons
Adventure	0		DON'T STARVE TOGETHER Apr 21, 2016	OS icons

開発者 ホームページ

- 時間をかけたオーディエンスの獲得
- すべてのゲームの披露
- 次のゲームのリリース時にSteamが自動でフォロワーにメールを送信

The screenshot shows the Klei developer profile on Steam. At the top, there's a banner with the Klei logo (an orange square with a white 'K' and 'klei' below it) and social media links: Facebook (56,500), Twitch (21,150), YouTube (67,787), and a website link (98,669). Below this, it says 'Following 49,419 FOLLOWERS' and 'WISHLIST (176)'. A 'Beta!' badge is visible on the right. The navigation menu includes 'FEATURED', 'LISTS', 'BROWSE', 'ABOUT', and 'ADMIN'. The main content area is titled 'TOP SELLERS' and features a carousel of game cards. The first card is for 'Don't Starve Together: Winona', with a 'CHARACTER UPDATE NOW AVAILABLE' badge and a date of 'Apr 21, 2016'. Below the carousel, there are tabs for 'TOP SELLERS', 'NEW RELEASES', 'UPCOMING RELEASES', and 'DISCOUNTS'. Under 'NEW RELEASES', there are two game cards: 'MARK OF THE NINJA: REMASTERED' (Oct 9, 2018) for \$19.99 and 'OXYGEN NOT INCLUDED: Quality of Life' (May 18, 2017) for \$24.99. At the bottom, the start of another card for 'DON'T STARVE TOGETHER' (Apr 21, 2016) is visible.



Klei

f 56,500

21,150

67,787

98,669

[Klei Official Website](#)

Following

49,419
FOLLOWERS

WISHLIST (176)



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."





開発者からのリクエスト :

潜在プレイヤーにゲームプレイ
動画を見てもらいたい

ストアページ ブロードキャスト

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' with a balance of \$16.26 and 90 items in their wishlist is shown in the top right. The main navigation bar includes 'Your Store', 'Games', 'Software', 'Hardware', and 'News', along with a search bar. The game's page title is 'Brawlhalla' with a 'Community Hub' button. A prominent banner for a 'LIVE' broadcast titled 'Official Brawlhalla Esports: Over \$500,000 Awarded' is displayed. The broadcast video shows a match in progress with characters 'CAK' and 'BLE' on a futuristic city map. Below the video, it indicates '351 Viewers' and provides links for 'Change broadcast settings' and 'View broadcast page'. At the bottom, there are two smaller images: one showing a match on a castle-themed map and another showing the Brawlhalla logo and a character. A short description of the game follows, highlighting it as a free-to-play platform fighter for up to 8 players. Review statistics are also provided: 'RECENT REVIEWS: Mostly Positive (1,540)' and 'ALL REVIEWS: Very Positive (85,874)'.

Install Steam 90 aldenkroll \$16.26

STEAM STORE COMMUNITY ALDEN CHAT SUPPORT

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

CAK BLE

BLEW (L) CAKE

351 Viewers [Change broadcast settings](#) [View broadcast page](#)

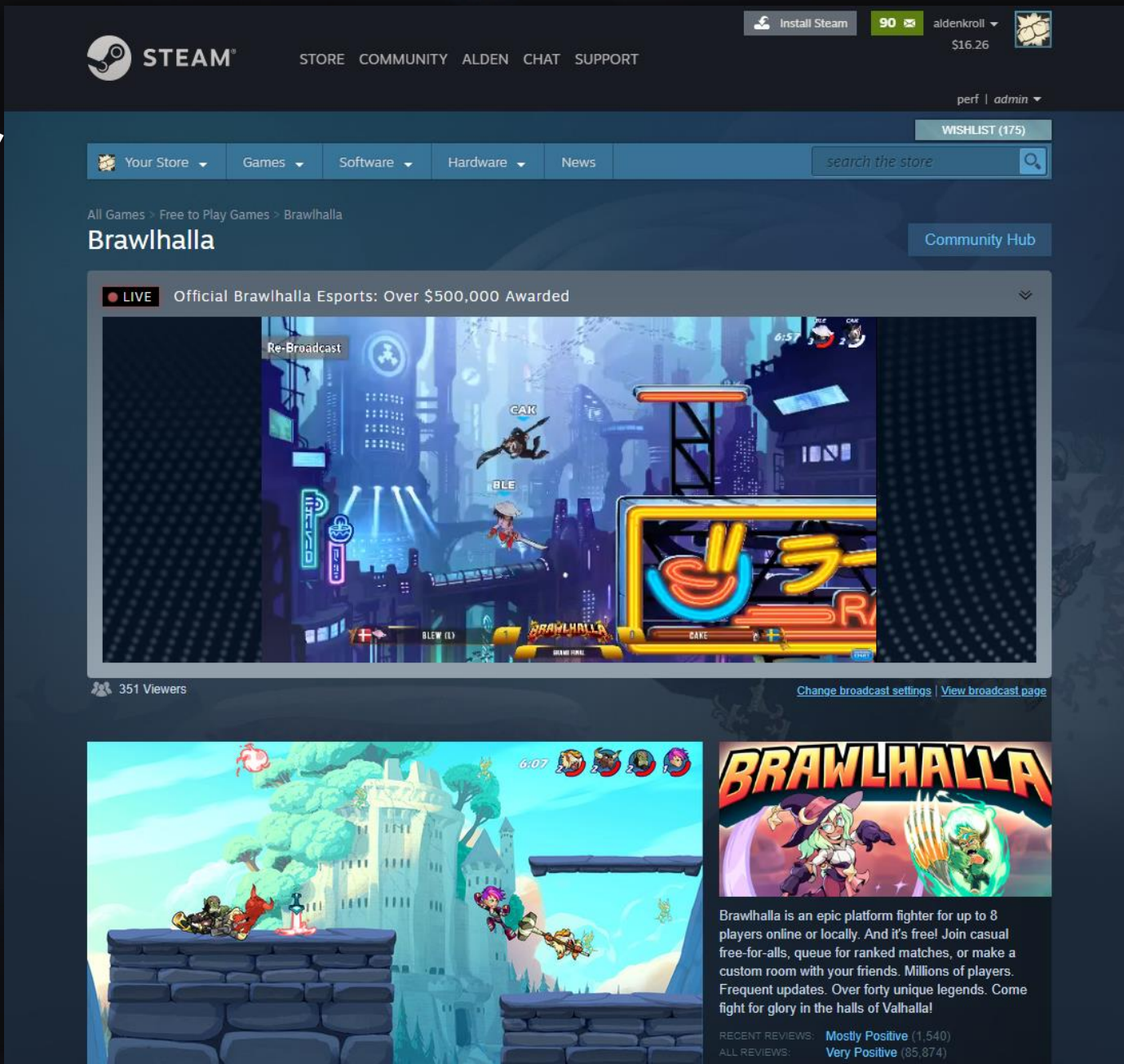
BRAWLHALLA

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)

ストアページ ブロードキャスト

- 潜在プレイヤーが購入を判断するための情報の提供
- 独自の配信も他の誰かによる配信も可能



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 account balance (\$16.26) are shown in the top right. Below the navigation bar, the game's page is displayed, featuring a live broadcast titled "Official Brawlhalla Esports: Over \$500,000 Awarded". The broadcast shows a match in progress with players CAK and BLE. Below the broadcast, there are two smaller images: one showing a match scene and another showing the Brawlhalla logo and a character. The page also includes a "Community Hub" button and a "WISHLIST (175)" button.

STEAM® STORE COMMUNITY ALDEN CHAT SUPPORT

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

CAK BLE

BLEW (L) CAKE

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)



開発者からのリクエスト :

トピずれのレビュー荒らしの
影響を制限したい

ユーザーレビュー アップデート



Period(s) of off-topic review activity detected
Excluded from the Review Score, based on your preferences

Overall Reviews:

Very Positive (869 reviews) ?



ユーザーレビュー アップデート

- トピずれのレビュー荒らしの影響を制限
- 新機能：ヘルプボタン
- 開発者への常時サポート



LIBRARY HOME

SEARCH & FILTER

Games

Favorites (4)

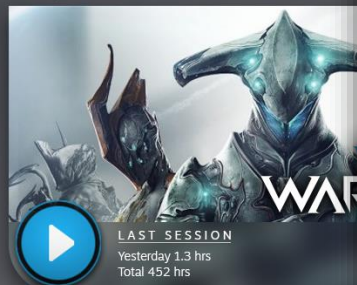
- ARK: Survival Evolved - 74%, 2.3MB/s
- Tom Clancy's Rainbow Six Siege
- Sid Meier's Civilization® VI **NEW**
- Counter-Strike: Global Offensive

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

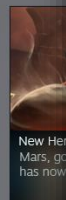


YOUR GAME UPDATES

Don't Starve Together

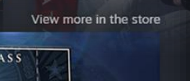
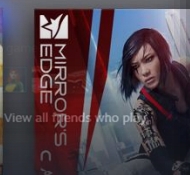


Dota 2



YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned



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.

Install Steam

4 alden

?

\$27.47

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





Valveのインフラを使用した 次期ゲームの構築

Valveのプレイヤー 体験への投資

Valveのネットワークは世界中の2500以上の異なるネットワークに接続

他のインターネットの影響を受けない確実な配信

ISPの平均ダウンロード速度（ゲーマーにとって重要）

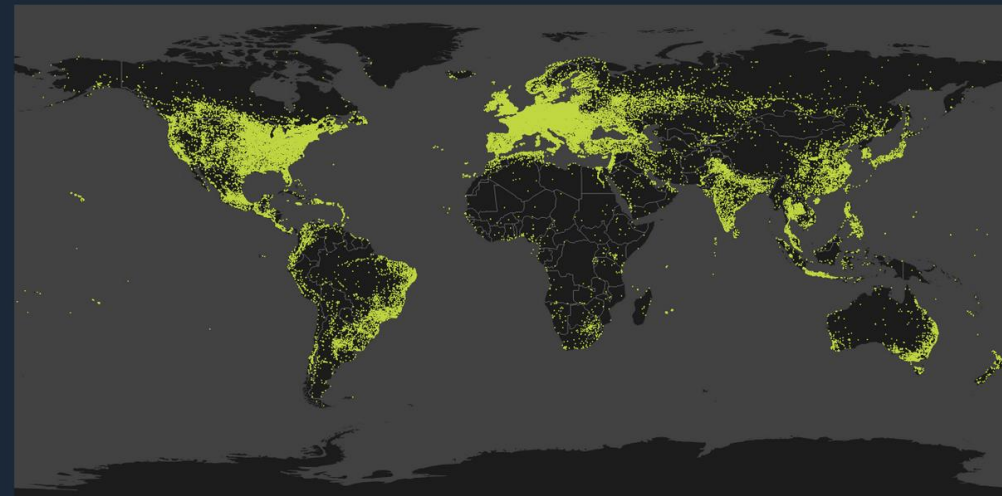
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

STEAM DOWNLOAD STATS

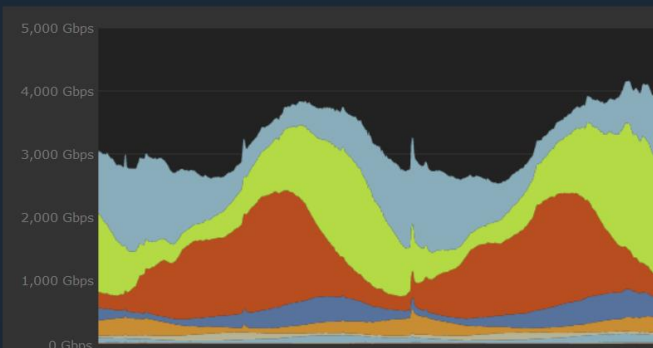
Steam Global Traffic Map (most recent 7 days)

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年のSteamコンテンツ配信

昨年のデータ :

- 13エクサバイトのコンテンツを配信
(13,000,000,000,000,000,000,000
バイト 😊)
- Steamの開発者は110億のゲームアップデートをプレイヤーに配信





オンラインゲームの運営

質の高いゲーム体験を提供

プレイヤーがお金を注ぎ込みたいゲームを開発すると必要になるもの：

- マッチの間（45分以上）の持続的な接続
- プレイヤーが必要な専用サーバーへのPING時間
 - DOTA : 60～100ミリ秒
 - CS:GO : 30～60ミリ秒

マッチメイキングの質

競合する目標：ゲーム体験の質を改善すると、プレイヤーベースの断片化を生む可能性がある

（例）1000人のプレイヤーがゲームをしようとしています。
以下のどちらがよいですか？

- プレイヤー100人のプール10個
- プレイヤー1000人のプール1個

最小限のゲームサーバークラスターで、品質を低下させることなく、世界中をカバー

DDoS攻撃からの保護

- 攻撃に弱いプレイヤーとゲームサーバー
- 一般的なシナリオ
 - マッチに敗北した悪意あるプレイヤーが、ランキングへの悪影響を嫌って専用サーバーを攻撃
 - 有名なストリーマーやトーナメントを対象にした破壊行為

Valveのネットワーク：オンラインゲーム用に構築

Valveはプライベートなゲーム用ネットワークを構築

- PoP（ポイント・オブ・プレゼンス）：30
- 中継点：125
- グローバルなバックボーン接続

プレイヤーは各自のISPから最寄りの中継点へ移動



Valveのネットワーク :

Steamコンテンツの配信と同じ
ネットワークを使用

- 遅延の影響が出やすいゲームトラフィックを常に優先
- プレイヤーとサーバーのIPを保護

ゲーマーとゲーム開発者のためだけに構築されたネットワークは、オープンなインターネットより遥かに優れています。

重要である理由は？



SteamworksネットワークAPIの統合

今すぐ無料で利用可能

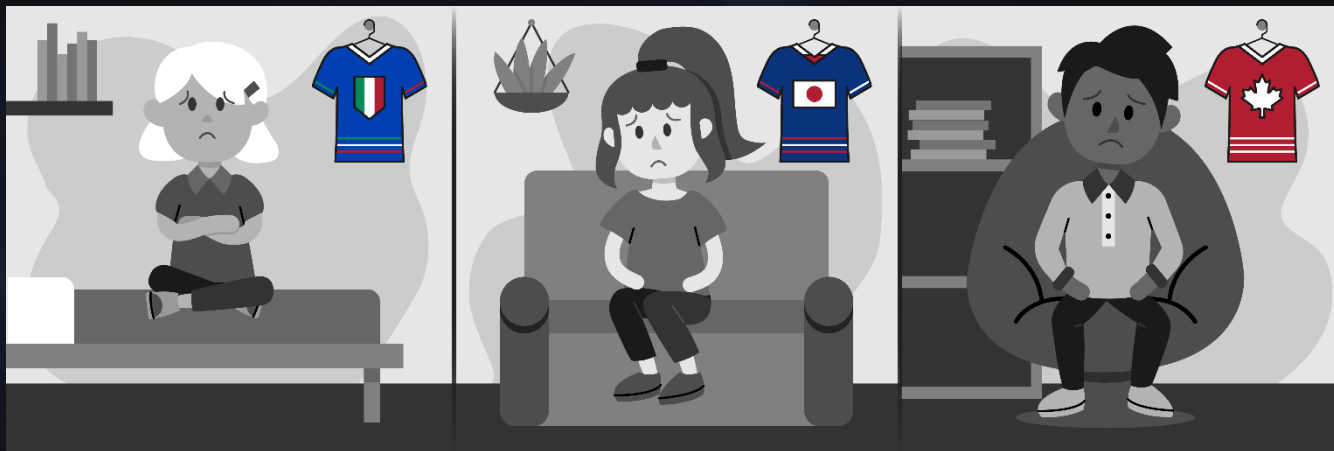
Steamと非Steamの両方のバージョンに対応

ゲームコード内で統合ネットワークの運営不要

SteamworksネットワークAPIが持つ 実際の機能とは？

ゲーム体験とマッチメイキング
の質を改善

- ゲームクライアント間（P2P）や
クライアントとサーバー間の遅
延を改善
- オープンなインターネットでは
なくValeのネットワーク経由のト
ラフィック
- プレイヤーベース用に世界を効
果的に縮小



SteamworksネットワークAPIが持つ 実際の機能とは？

DDoS攻撃からの保護

- IPアドレスが非公開
- 攻撃を受けた際のトラフィック経路変更機能



取得する方法？

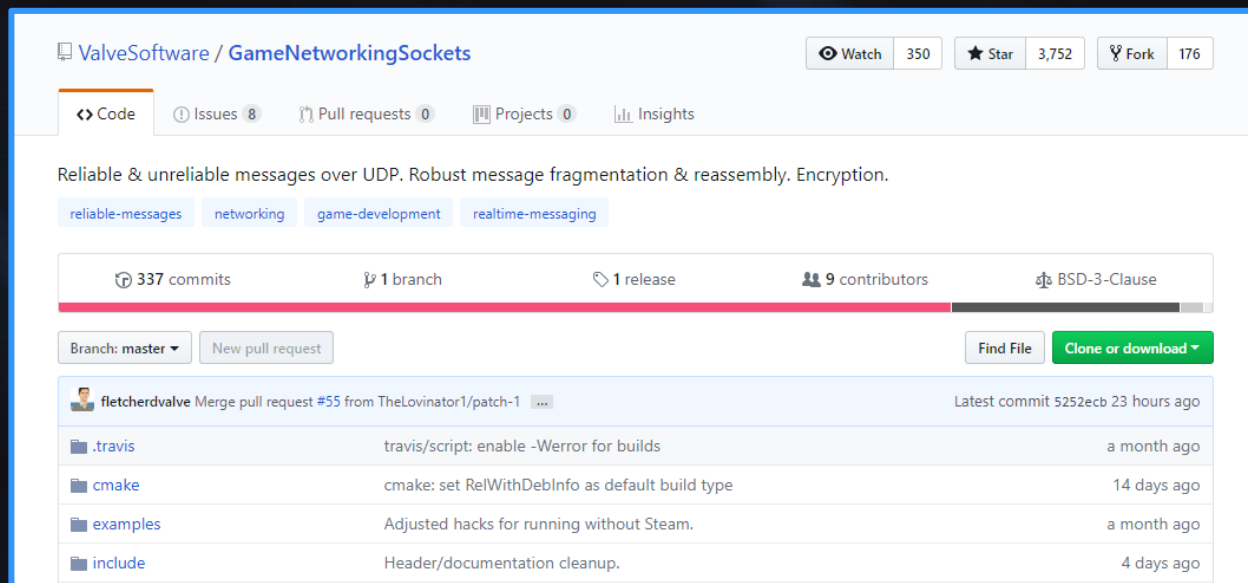
Steamと非Steamの両方のバージョンに対応

Steam:

Steamworks SDK

非Steam:

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



The screenshot shows the GitHub repository page for ValveSoftware/GameNetworkingSockets. The repository is described as "Reliable & unreliable messages over UDP. Robust message fragmentation & reassembly. Encryption." It has 350 watchers, 3,752 stars, and 176 forks. The repository contains 337 commits, 1 branch, and 1 release. The current branch is master. A recent commit by fletcherdvalve is highlighted, showing a merge pull request #55 from TheLovinator1/patch-1. The commit message is "Merge pull request #55 from TheLovinator1/patch-1" and it was committed 23 hours ago. The commit includes changes to .travis, cmake, examples, and include files.

File	Commit Message	Time Ago
.travis	travis/script: enable -Werror for builds	a month ago
cmake	cmake: set RelWithDebInfo as default build type	14 days ago
examples	Adjusted hacks for running without Steam.	a month ago
include	Header/documentation cleanup.	4 days ago

小規模のゲームの場合は不要？

- リリース後に何が起こるかの予想は困難
- 効果的なプライベートネットワークとDDoS保護されたゲームトラフィックの配備は高額であり、チームが必要
- SteamネットワークAPIに任せれば、そうした心配は無用

マルチプレイヤーゲームではない場合は不要？

- 現在のゲームトラフィックなら不要かもしれませんが、将来のために気に留めておいてください！
- 他のWeb上で何が起こっていても、皆さんのプレイヤーへの持続的な接続提供はお任せください



無料のSteamworks機能 — 皆さんのゲームのSteam
バージョンと非Steamバージョンの両方に対応

Stunlock、Klei、Ronimoに感謝の意を表します

詳細は「お知らせ」ページをご覧ください

tinyurl.com/SteamNetworkAPI



新興市場

新興市場

Valveが新興市場と見なす対象

新興市場

Valveが新興市場と見なす対象

- 伝統的な意味での経済が成長している新興市場

新興市場

Valveが新興市場と見なす対象

- 伝統的な意味での経済が成長している新興市場
- Steamにとって成長の可能性が見込める市場

新興市場

私たちの目標：すべてのゲーマーが皆さんのゲームに簡単にアクセスできるようにすること

新興市場における課題

- ネットワークにおけるトラフィック量の少なさ
- 運営コストに対する収入
- 現地のカスタマーサポート
- 費用のかかる支払い方法（特に現金）

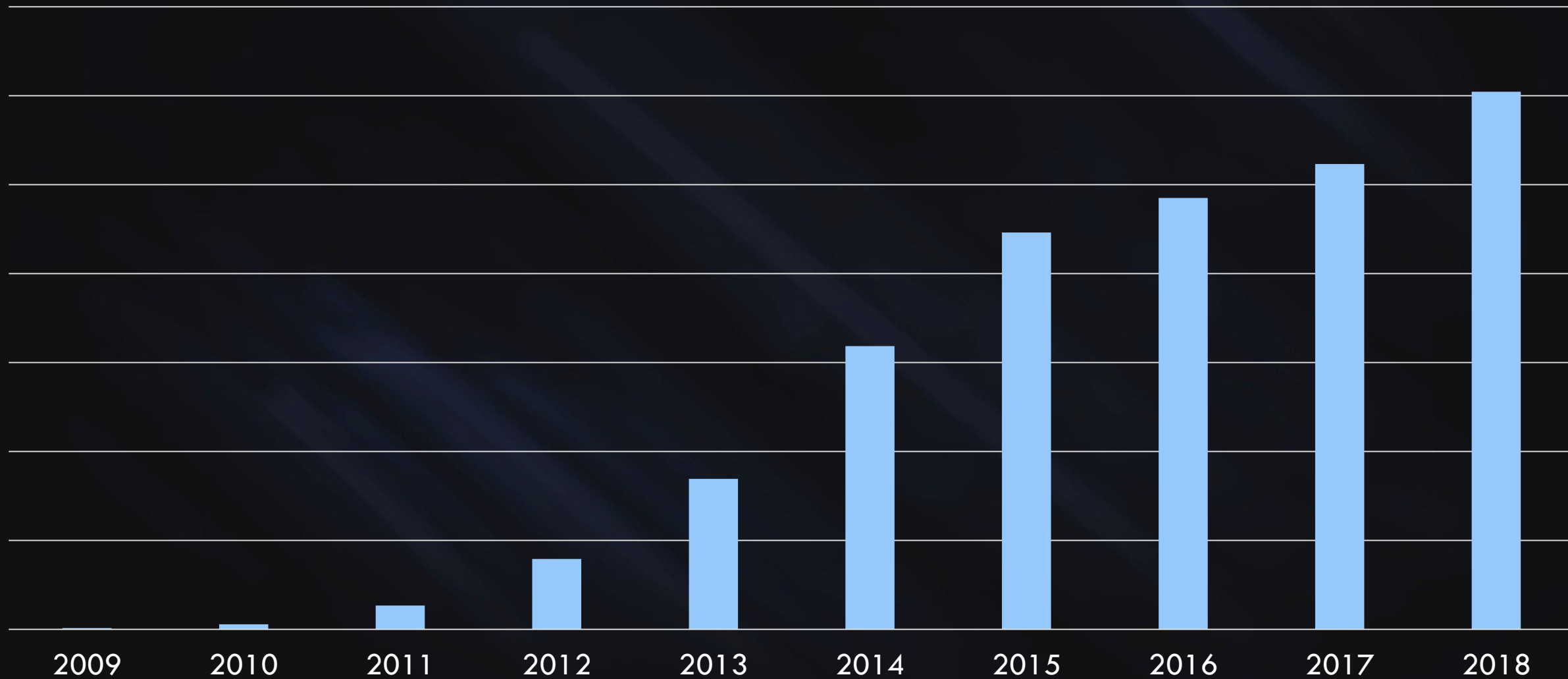
早期投資

- 例：10年前のロシアのPCゲーム

早期投資

- 例： 10年前のロシアのPCゲーム
- 課題：
 - 価格
 - 利便性
 - 言語
 - リリース日
 - 現地の開発者に対するサポート
 - 高速ネットワーク
 - 機能パリティ（等価性）
 - コミュニティ

ロシアの購入者数



実体験で打ち砕かれる認識

プレイヤーに好まれると私たちが考えた支払い方法

VISA



mastercard.

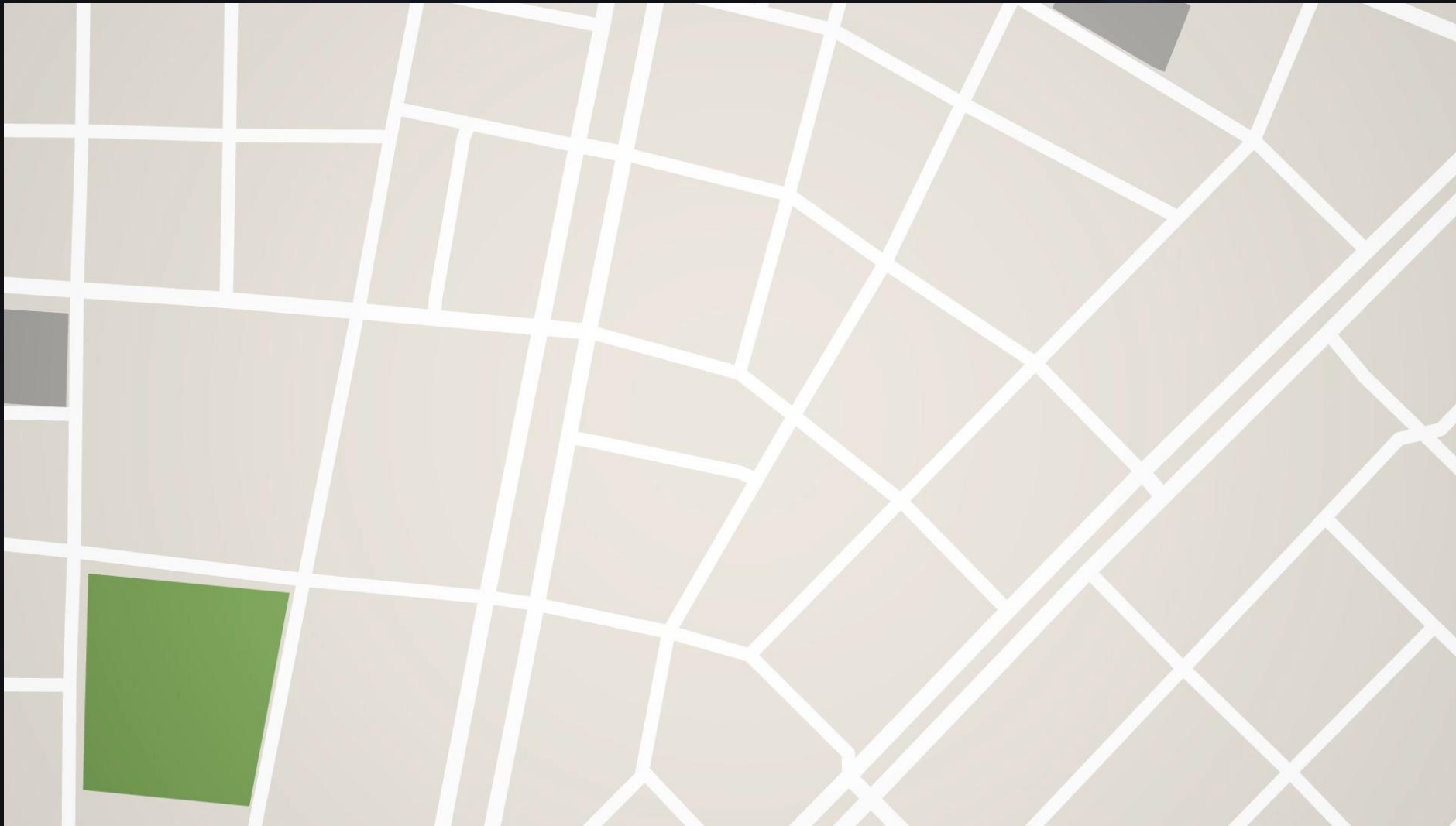
**AMERICAN
EXPRESS**



PayPal

Paysafe:

実例：日本の場合



Steamプリペイドカード

- 新規顧客開拓に効果的
- 現在50か国以上で販売中
- 平均コストは10%~15%



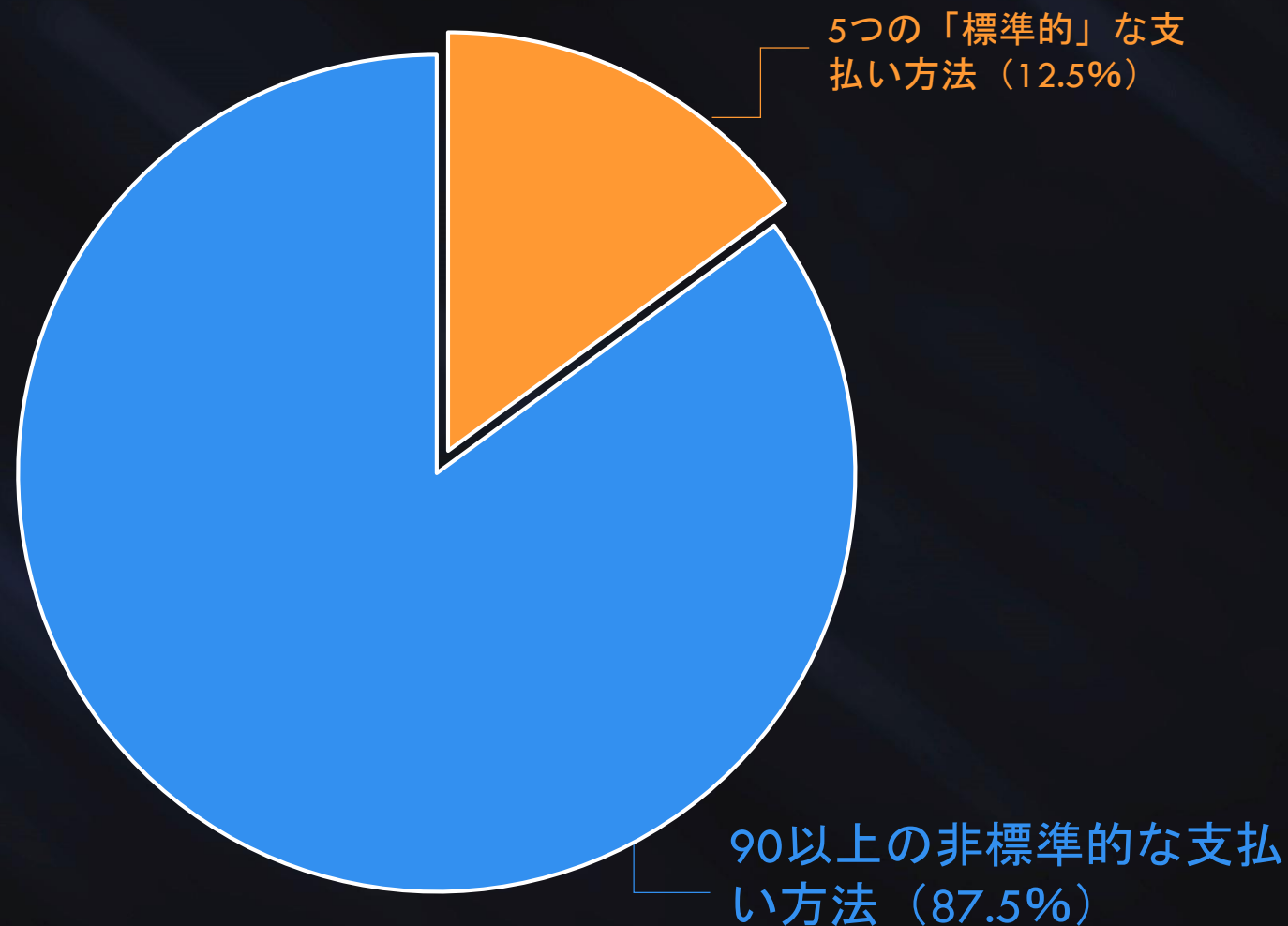
Steamプリペイドカード

- 新規顧客開拓に効果的
- 現在50か国以上で販売中
- 平均コストは10%~15%
- コストはValveが全額負担



100以上の支払い方法

Steamの取引量（アジア） - 2018年



PCカフェ



PCカフェ




- 追加の統合作業は一切不要



PCカフェ

- 追加の統合作業は一切不要

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カフェ

- 追加の統合作業は一切不要

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



世界中をサポート



- **21** か国語に対応
- **1,000** 人以上のサポートエージェント
- **数時間以内**にほとんどの問題を解決

世界中のゲーマーを満足させる

- Steamを簡単で便利に
- 世界中で同質の体験を提供



ご来場ありがとうございました！

このアップデートが、皆さんの現在の、そして
未来のゲームのお役に立てれば幸いです。

私たちはSteamに愛を注いでいます。そして皆
さんがゲームやコミュニティのために取り組ん
でいる仕事のお役に立ちたいと思っています。

質問やフィードバックがあれば
終了後に話しかけてください！



- ツールの開発に協力したいとお考えですか？
- 開発者とプレイヤーにとってSteamがさらによくなるアイデアをお持ちですか？
- 一緒に働きたい方、ご応募ください！
- www.valvesoftware.com/jobs



- 次回作のマーケティングに関するフィードバックをご希望ですか？
- 技術的統合のサポートが必要ですか？
- 弊社チームに直接ご連絡ください：

Contact Developer Support

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