

GDC +  STEAM[®] + 



무엇이 좋은 플랫폼을 만드는가?

Steam의 비전

1 ▶ 플레이어와 개발자를 위한 가치 창조

- 고객이 Steam에서 게임을 구매할 때 완벽한 최상의 버전 경험 및 가장 풍부한 기능과 서비스를 제공
- 개발자의 불편함 최소화, 강력한 도구를 이용할 수 있는 접근성과 게임을 직접 관리할 수 있는 자유

Steam의 비전

2 > 시장 성장을 위한 끊임없는 재투자

- 기존 시장을 더 크고 효율적으로 만들기
- 개발자가 스스로 개척하기 힘들 수 있는 새로운 시장 소개

Steam의 비전

3 ▶ 개발자가 고객을 만족시킬 수 있는 새로운 방법 개발

- 기존 서비스의 능률화
- 새로운 이벤트와 도구 생성

무엇이 좋은 플랫폼을 만드는가?

- 1 ▶ 플레이어와 개발자를 위한 가치 창조
- 2 ▶ 개발자를 위한 시장 확대
- 3 ▶ 개발자가 고객을 만족시킬 수 있는 새로운 방법 개발

장기적인 성장

Steam의 동시 접속 플레이어 수



장기적인 성장

Steam 기능



Steam Link Anywhere - 베타 지원!



무료 사용

Steam Link 앱을 사용해 Steam 게임을 스마트폰, 태블릿, TV로 무료 스트리밍 가능.

다운로드 비용 또는 서비스 이용료 없음.



컨트롤러 지원

블루투스를 통해 Steam Controller와 다른 인기 블루투스 컨트롤러, 마우스 및 키보드 지원.

그리고...



Alden - 플레이어들과 긴밀한
관계를 구축할 수있는 새로운
도구 설계 중



Kassidy - 전 세계의 Steam
사용자에게 동급 최강의 게임
네트워크 접근권을 제공하는
인프라 구축 중




Ricky - Steam에서 더 큰 기회를
만들기 위해 신흥 시장을
성장시키는 데 주력 중



앞으로의 계획


첫 번째
Steam 이벤트

Steam 이벤트

 **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

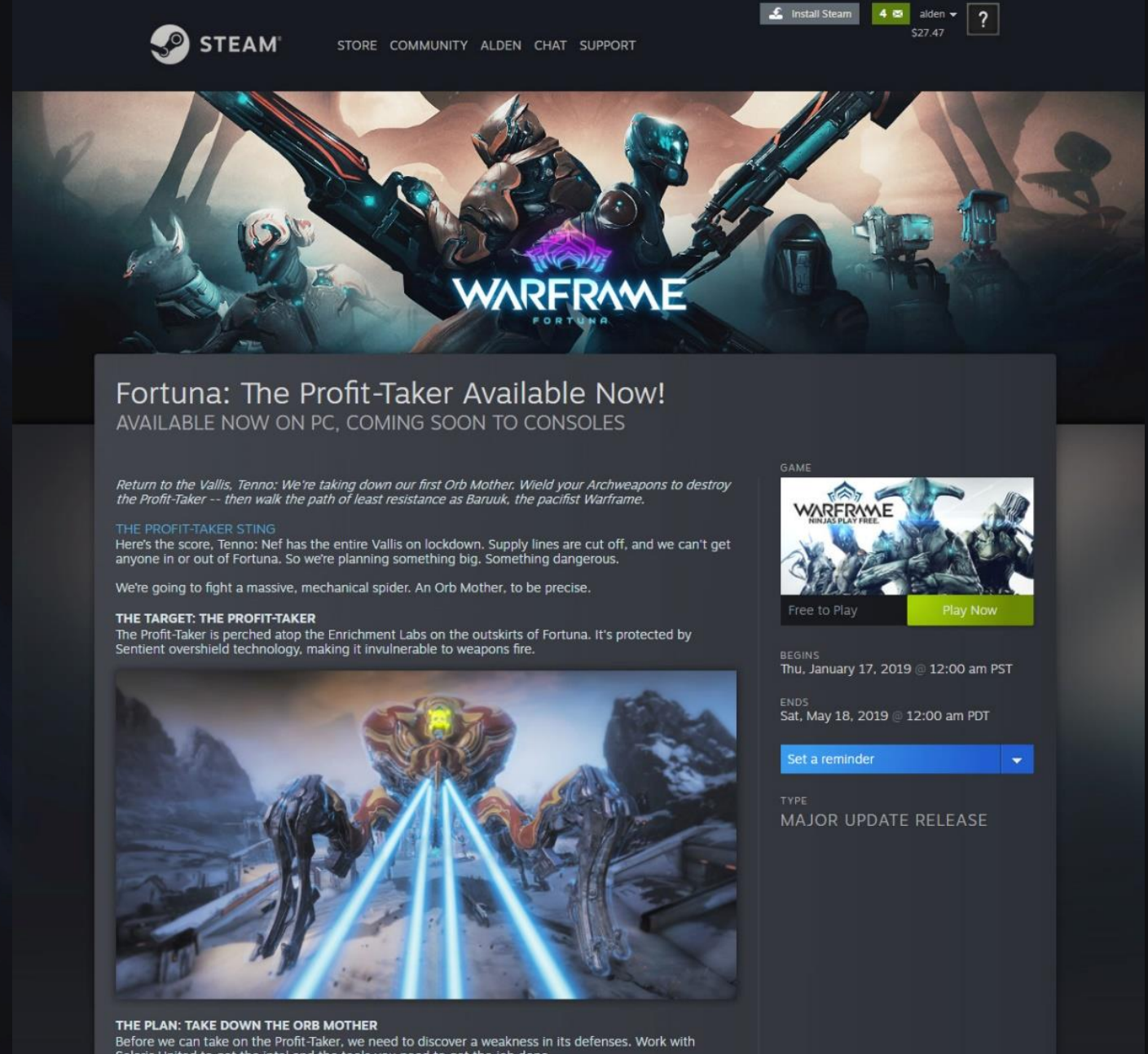
ENDS
Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE
MAJOR UPDATE RELEASE

Steam 이벤트

- 이벤트에 대한 모든 정보
- 명확한 소비자 행동 유도(CTA)
- 알림



The image shows a Steam Store page for the Warframe Fortuna update. The header features the Steam logo, navigation links (STORE, COMMUNITY, ALDEN, CHAT, SUPPORT), and user account information (alden, \$27.47). The main banner displays the Warframe Fortuna logo over a background of characters. Below the banner, the text reads "Fortuna: The Profit-Taker Available Now! AVAILABLE NOW ON PC, COMING SOON TO CONSOLES". A paragraph of lore text follows, starting with "Return to the Vallis, Tenno: We're taking down our first Orb Mother." Below this is a section titled "THE PROFIT-TAKER STING" with more lore text. A "Free to Play" button is visible. To the right, a "GAME" section shows a Warframe character and a "Play Now" button. Below this, a "BEGINS" section shows the start date "Thu, January 17, 2019 @ 12:00 am PST" and an "ENDS" section showing "Sat, May 18, 2019 @ 12:00 am PDT". A "Set a reminder" button is present. The "TYPE" section indicates "MAJOR UPDATE RELEASE". At the bottom, a "THE PLAN: TAKE DOWN THE ORB MOTHER" section begins with the text "Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with".

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

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.

Free to Play

Play Now

GAME

WARFRAME
NINJAS PLAY FREE.

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

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

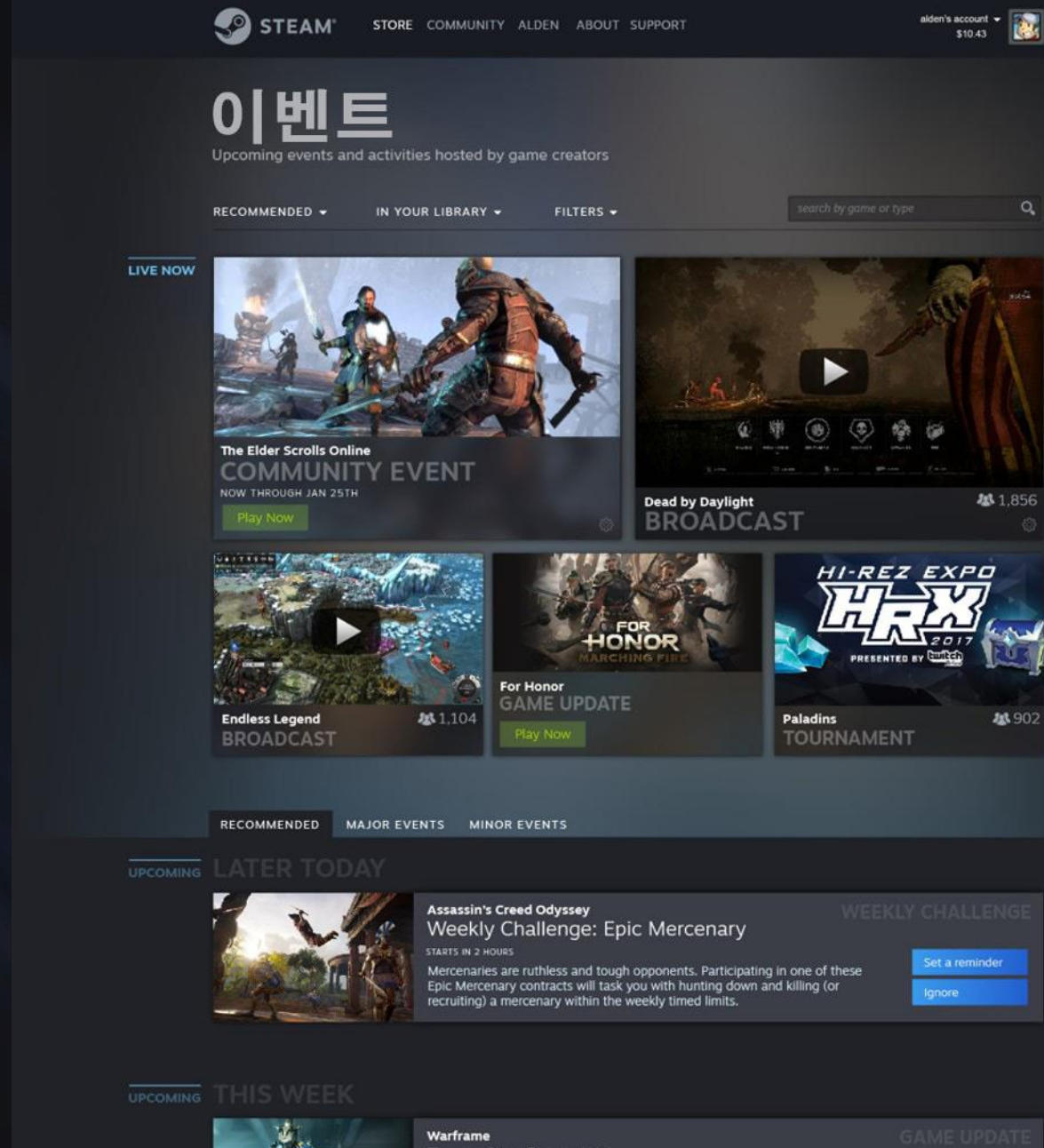
Set a reminder

TYPE
MAJOR UPDATE RELEASE

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

Steam 이벤트

- Steam 전반에 노출
- 지금 참여 가능한 진행 중인 이벤트
- 알림을 설정할 수 있는 향후 이벤트



The screenshot shows the Steam Events page. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, ABOUT, SUPPORT) are visible. The user's account (alden's account, \$10.43) is in the top right. The main heading is '이벤트' (Events) with the subtitle 'Upcoming events and activities hosted by game creators'. Below this are tabs for 'RECOMMENDED', 'IN YOUR LIBRARY', and 'FILTERS', along with a search bar. The 'LIVE NOW' section features several events: '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 'HI-REZ EXPO HRX 2017' (Paladins TOURNAMENT, 902 viewers). The 'UPCOMING' section includes 'LATER TODAY' with 'Assassin's Creed Odyssey Weekly Challenge: Epic Mercenary' (STARTS IN 2 HOURS, Set a reminder, Ignore) and 'THIS WEEK' with 'Warframe' (GAME UPDATE).

Steam 이벤트

- 지금 참여해야 하는 맥락
- 지금 플레이해야 하는 이유
- 친구의 참여 여부



Hi Alden,

The following items on your wishlist are on sale:



BONUS WEEKEND HAPPENING NOW

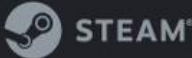


Get Double XP for Anniversary Week

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

Steam 이벤트

- 예정된 이벤트 소개
- 정기적/비정기적 이메일 알림
- 보유 및 플레이하고 있는 게임의 이벤트




Hi Greg,

라이브러리에 있는 게임의 예정된 이벤트


10월 14일~20일

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

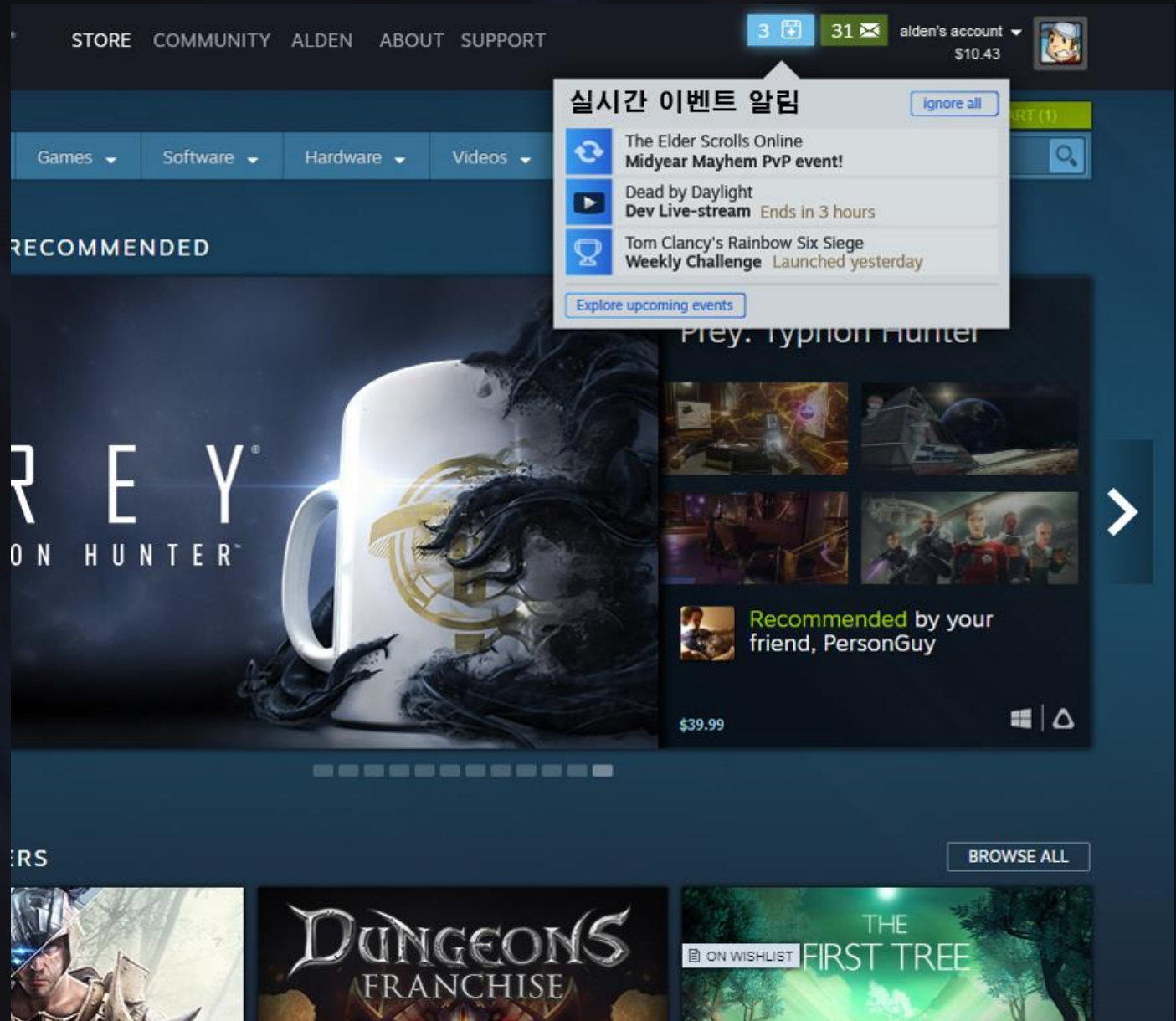


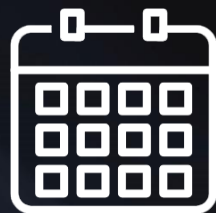
Heroes & Generals
Driving made fun – Play Update 1.12 now!
MAJOR UPDATE
STARTS IN 3 DAYS
Each and every vehicle in the game ranging from the large heavy tanks to the
[Set a reminder](#)

알림

플레이어 선택 가능 알림 종류:

- 개인 캘린더 앱
(iCal, Google 캘린더 등)
- Steam 클라이언트
- 이메일
- 모바일 앱 알림
- 문자 메시지





이벤트 출시 시기

앞으로 2개월 이내에 공개 베타 출시 예정

두 번째 Steam 라이브러리



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



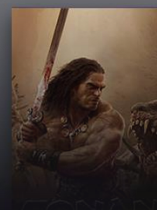
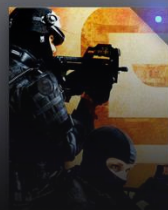
YOUR COMPLETE COLLECTION

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



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



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

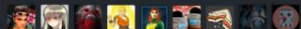
PLAYING NOW

- 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



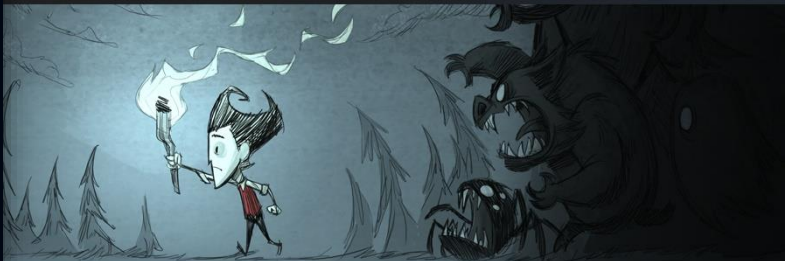
Added: Feb 9, 2019
Installed

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
Today is a big 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
A character update for Don't Starve
Added: Dec 9, 2019
Installed

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

You've played for 52 hours
Would you recommend this game?

Yes No

You last played on Mar 16 with BunnyEcho

na published a workshop item POSTY, the postbot!

Store Page Community Hub

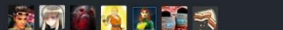
PLAYING NOW

- 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
- 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

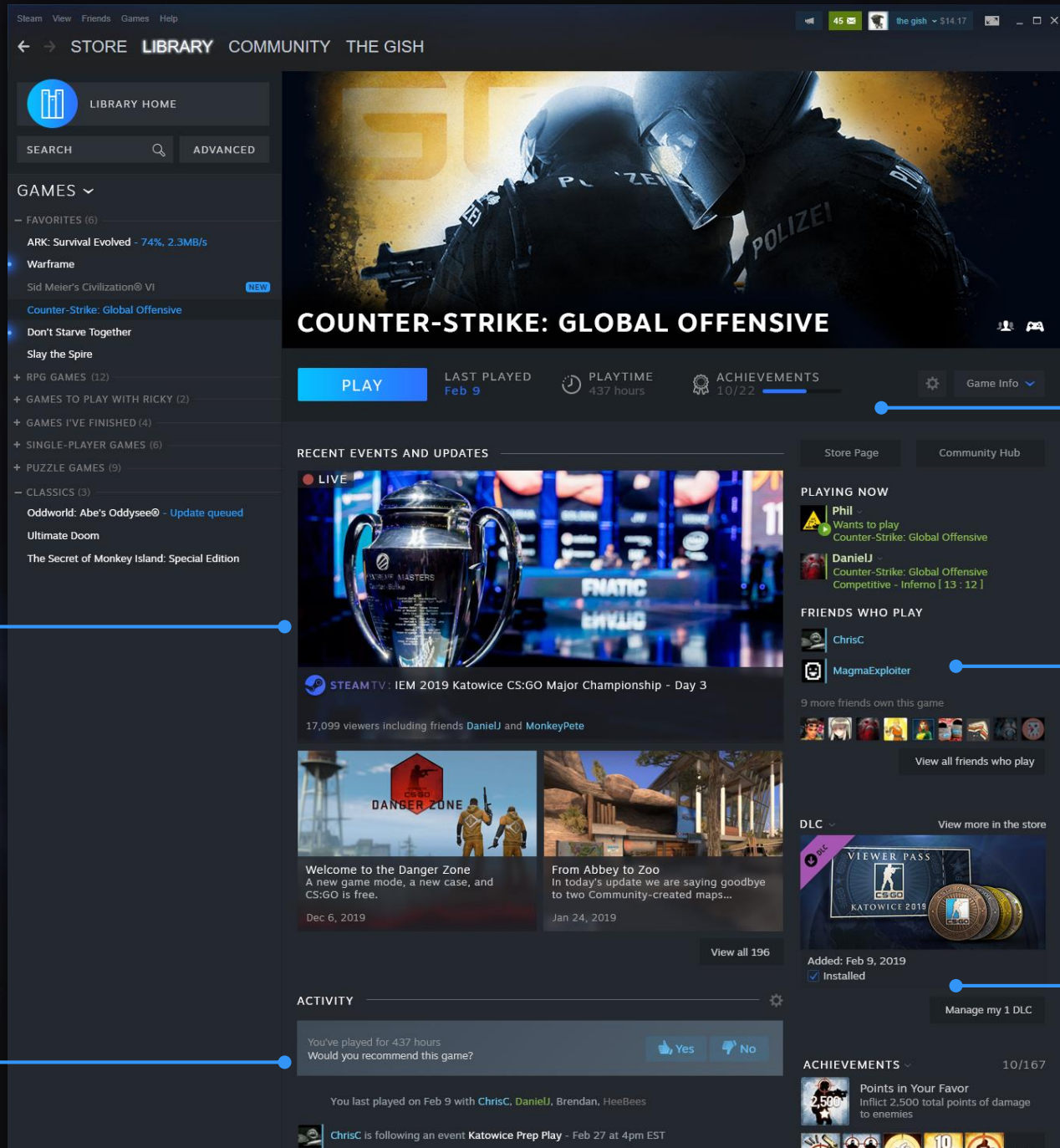
ACHIEVEMENTS ▾

5/43

The Ghost

TRADING CARDS ▾

6/9



게임 요약

지금 플레이 중인 친구

구매한 콘텐츠

최신 소식과 업데이트

평가 남기기



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)

+ 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

고급 필터

TYPE ▾

Any

FEATURE ▾

Controller Supported

STATE ▾

Any

TAGS ▾

YOUR TAGS:

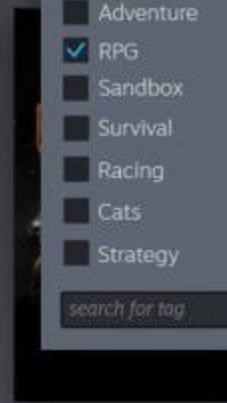
- ☒ Open World
- ☐ Adventure
- ☒ RPG
- ☐ Sandbox
- ☐ Survival
- ☐ Racing
- ☐ Cats
- ☐ Strategy

search for tag

+ Add

Save as Collection

FILTERED RESULTS (9)





라이브러리 출시 시기

올 여름 공개 베타 출시 예정



최신 업데이트



개발자의 요청:

게임이 Steam에서 잠재 고객에게 노출되는
시점과 방식을 직접 제어하고 싶습니다.

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 (?)

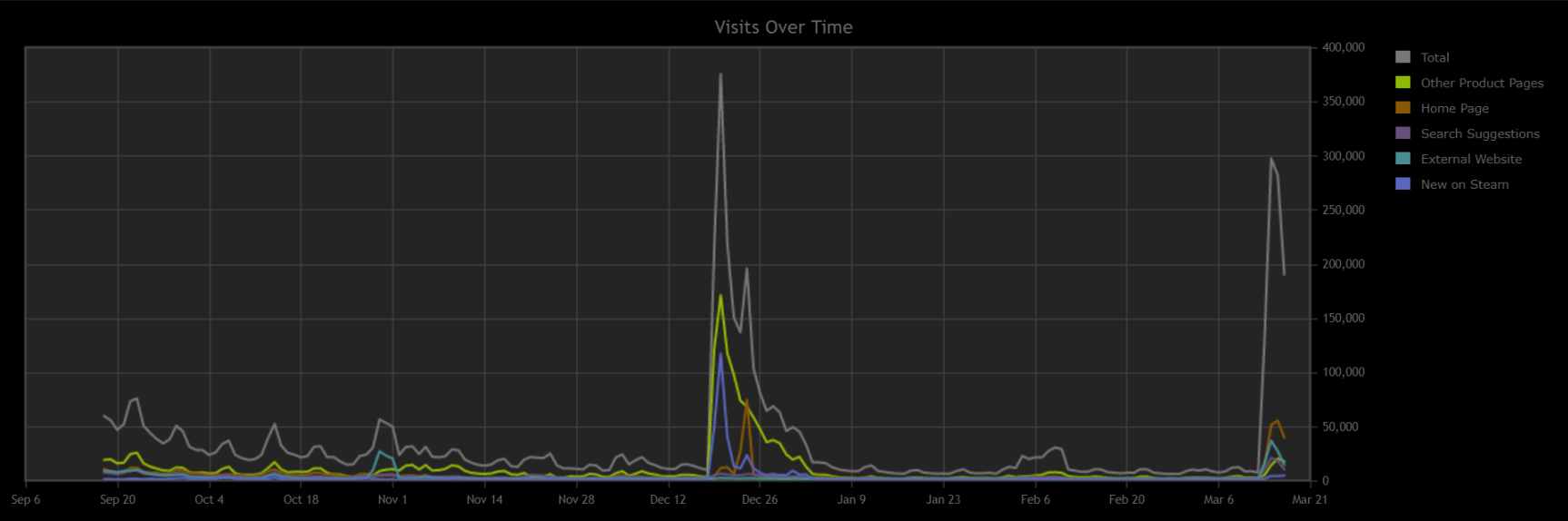
2.53%

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.




개발자의 요청:


다음 게임이 출시되면 기존 팬들에게 그 소식을 알리고 싶습니다.


개발자 홈페이지




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

All21

DLC12


Game8

Demo1


FILTER TO

All21

Action0




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



DON'T STARVE TOGETHER Apr 21, 2016

개발자 홈페이지

- 점차적인 고객 확보
- 전체 게임 소개
- 새로운 게임 출시 시
Steam에서 팔로워에게 자동
이메일 알림

The screenshot shows the Klei Games developer page on the Steam platform. At the top, there's a banner with the Klei logo (an orange square with a white 'K' and 'klei' in white lowercase letters) and social media stats: 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. To the right of the stats is a collage of game characters and a 'WISHLIST (176)' button. Below the banner is a navigation bar with 'FEATURED' (selected), 'LISTS', 'BROWSE', 'ABOUT', and 'ADMIN'. 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 for April 21, 2016, and a quote: "Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve." To the right of the card are four small game preview images. Below the 'TOP SELLERS' section is a horizontal menu with 'TOP SELLERS', '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

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

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

DON'T STARVE TOGETHER Apr 21, 2016



Klei

f 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."





개발자의 요청:

잠재 고객들에게 실제로 게임을
플레이하는 경험을 보여주고
싶습니다.

상점 방송 페이지

STEAM

STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam

90 \$16.26 aldenkroll

per | admin

Your Store Games Software Hardware News

search the store

WISHLIST (175)


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:

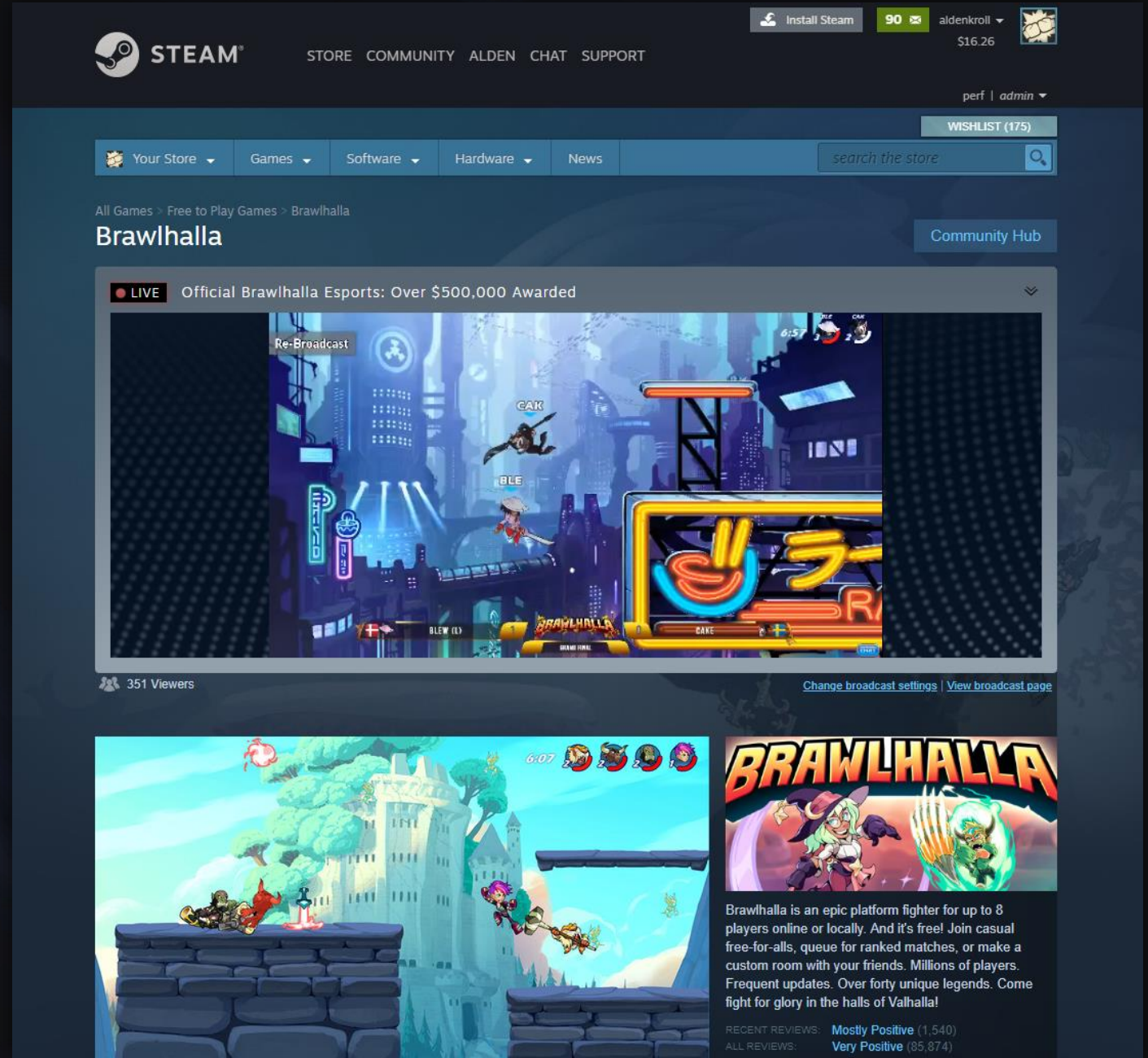
Mostly Positive (1,540)

ALL REVIEWS:

Very Positive (85,874)

상점 페이지 방송

- 잠재 고객이 정보에 근거한 구매 결정을 내릴 수 있도록 지원
- 개발자 또는 다른 사람의 방송 스트리밍





개발자의 요청:

주제에서 벗어난 평가 폭탄이 미치는
영향을 줄이고 싶습니다.

사용자 평가 업데이트



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

Overall Reviews:

Very Positive (869 reviews) ?



사용자 평가 업데이트

- 주제에서 벗어난 평가 폭탄이 미치는 영향 최소화
- 새로운 기능: '지원 요청' 버튼
- 개발자 상시 지원 요청 가능



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)

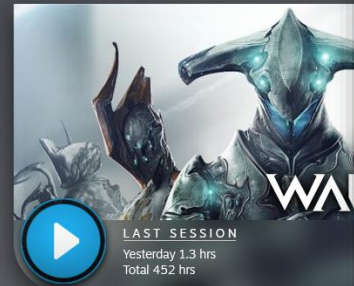
Oddworld: Abe's Oddysee®

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday

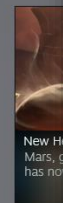


YOUR GAME UPDATES

Don't Starve Together

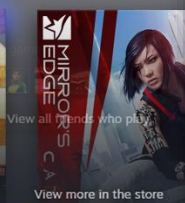
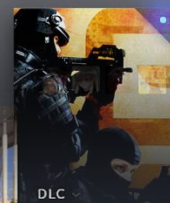


Dota 2



YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾



DLC

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.

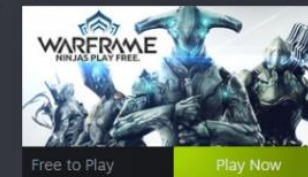
THE TARGET: THE PROFIT-TAKER
The Profit-Taker is perched atop the Enrichment Labs on the outskirts of Fortuna. It's protected by Sentient overshield technology, making it invulnerable to weapons fire.



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



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 ▾

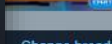
\$16.26

perf | admin

WISHLIST (175)

search the store

Community Hub



Change broadcast settings | View broadcast page

PAWLHALLA





Valve의 인프라를 사용한 게임 설계

플레이어 환경에 대한 Valve의 투자

전 세계 2,500개 이상의 개별 네트워크에
연결된 Valve 네트워크

인터넷에서 발생하는 다른 사건과 관계없이
일관된 제공

게이머가 중시하는 ISP의 평균 다운로드
속도 확인

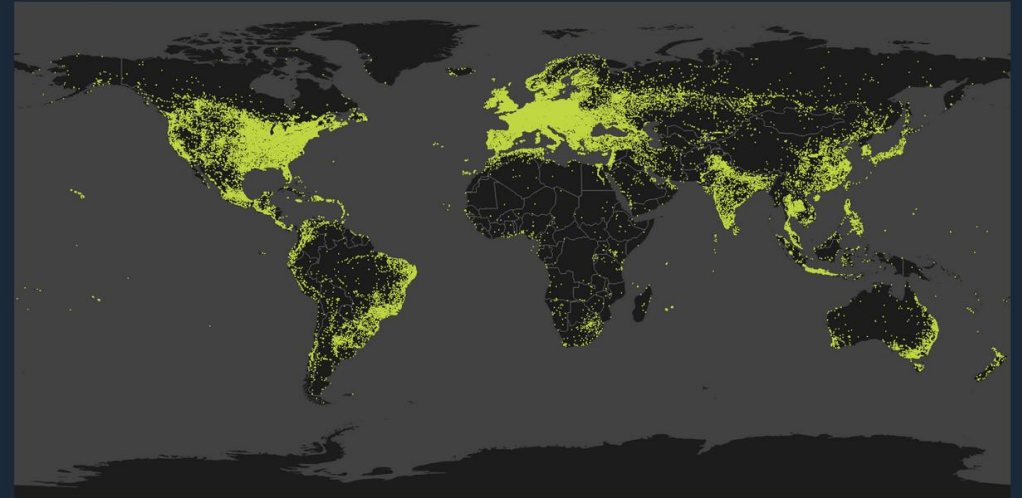
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

STEAM DOWNLOAD STATS

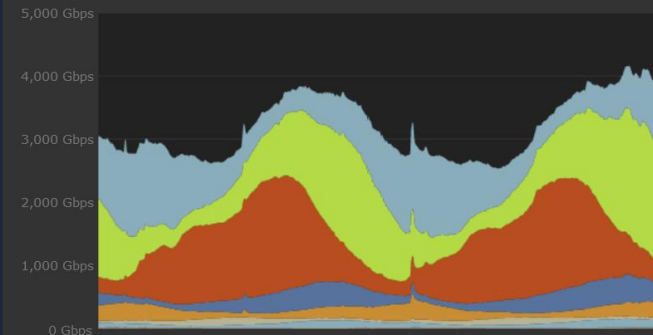
Steam Global Traffic Map (most recent 7 days)

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

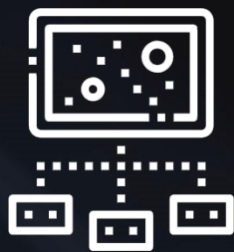
Steam Support Stats

2018년도 Steam 콘텐츠 제공

작년에는...

- 13엑사바이트의 콘텐츠 제공
(또는
13,000,000,000,000,000,000바
이트☺)
- Steam 개발자들이
플레이어들에게 11억 건의 게임
업데이트 권장





온라인 게임 운영

고품질의 플레이 환경 제공

플레이어가 투자하기 원하는 재미있는 게임을 만들었을 때...

- 매치가 진행되는 시간(45분 이상) 동안 연결 상태 유지
- 전용 서버에 대해 요구되는 플레이어 ping 시간
 - DOTA: 60~100밀리초
 - CS:GO: 30~60밀리초

매치메이킹의 수준

상반되는 목표: 체감 품질을 높일 경우 플레이어 기반 분열 현상

귀사의 게임을 플레이하는 고객이 1,000명이 있는 경우, 선택 옵션은?

- 100명으로 이루어진 그룹 10개
- 1,000명으로 이루어진 그룹 1개

품질 저하 없이 가장 적은 수의 게임 서버 배치로 전 세계 커버

DDoS 공격으로부터의 보호

- 공격에 취약한 플레이어 및 게임 서버
- 일반적인 감염 시나리오
 - 악의적 사용자가 매치에 지고 있는 상황에서, 랭크에 점수가 반영되는 것을 막기 위해 전용 서버에 공격을 시도
 - 공격자들은 인지도가 높은 대상(스트리머나 토너먼트)을 주 목표로 함

Valve 네트워크: 온라인 게임을 위한 설계

Valve의 비공개 자체 게임
네트워크 구축

- 상호접속위치: 30
- 릴레이: 125
- 글로벌 백본 연결

가장 근접한 릴레이로 사용자
ISP 이동.



Valve 네트워크

Steam 콘텐츠 전송 네트워크와 동일한 네트워크입니다.

- 지연 시간에 영향을 받는 트래픽을 항상 우선적으로 처리
- 플레이어 및 서버 IP 보호

순수하게 게임 사용자와 게임 개발자를 위해 구축된 네트워크. 개방된 인터넷에 비해 현격히 뛰어납니다.

관심을 가지셔야 할 이유



Steamworks 네트워크 API 통합

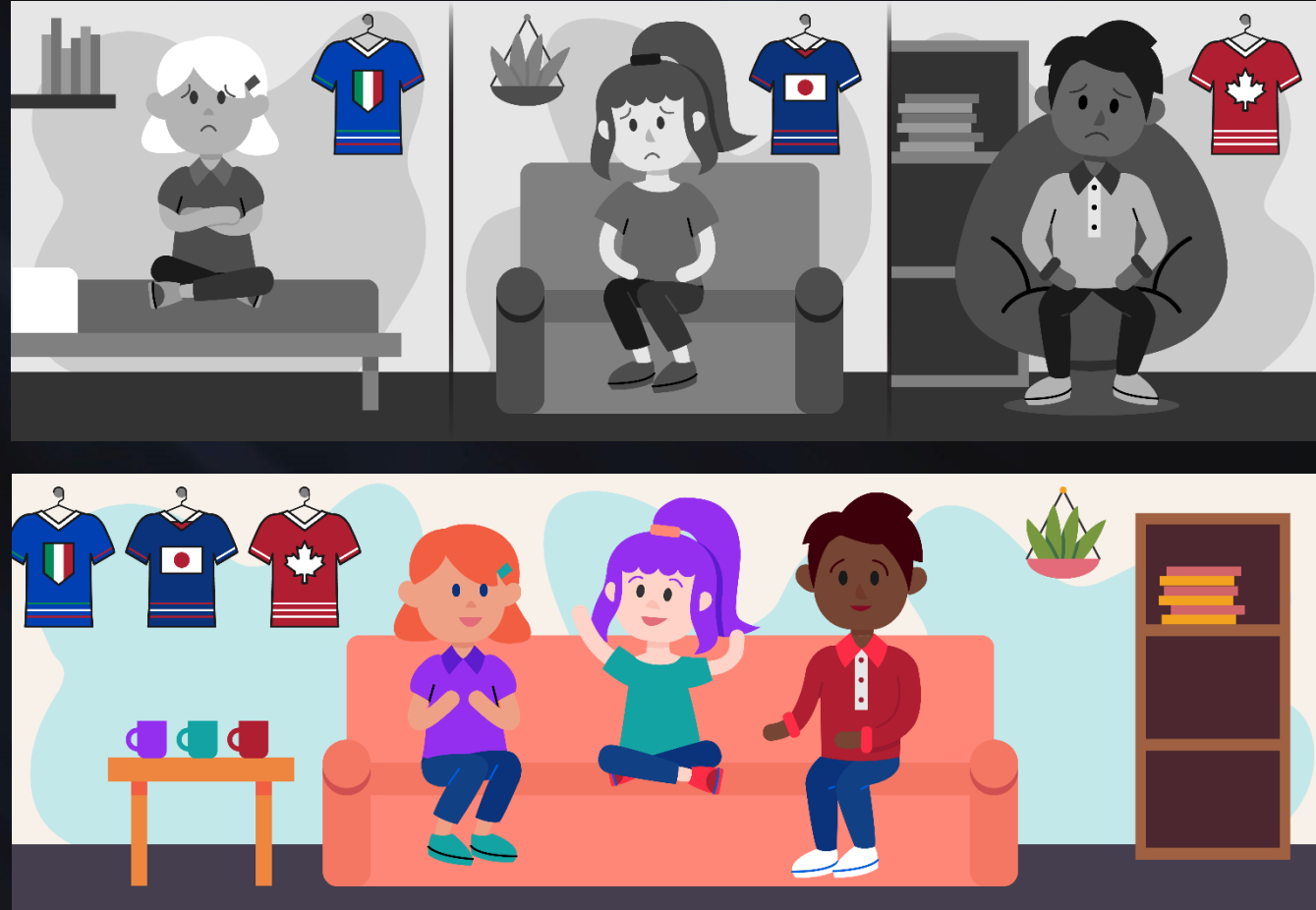
지금 무료로 사용 가능

Steam 버전 및 일반 버전 게임 모두 호환
게임 코드에 통합 - 네트워크 운영 불필요

Steamworks Network API의 기능 및 혜택

게임 환경 및 매치메이킹 수준
향상

- 게임 클라이언트 간(p2p) 또는 클라이언트와 서버 간의 지연 시간 개선
- 오픈 인터넷 대신 Valve 네트워크로 트래픽 경로 지정
- 플레이어 층의 상호 간격을 효과적으로 단축



Steamworks Network API의 기능 및 혜택

DDoS 공격으로부터의 보호

- IP 주소 숨김
- 공격 발생 시 트래픽 경로 변경 기능



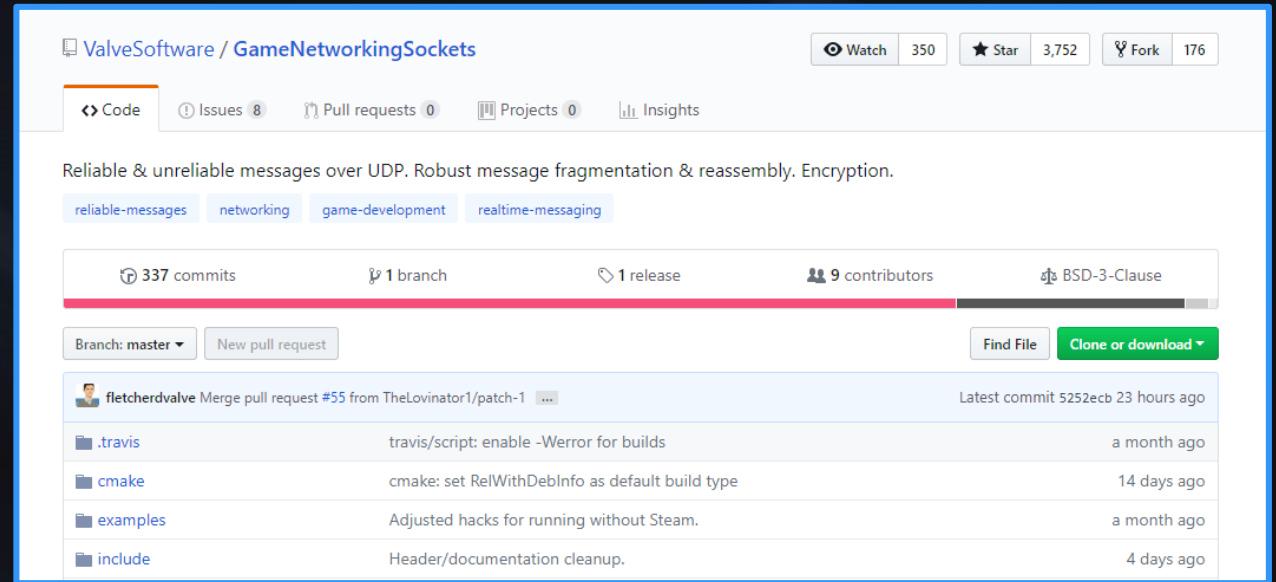
이 기능을 추가하는 방법은?

Steam 버전 및 일반 버전의
게임에 사용 가능

Steam:
Steamworks SDK

비 Steam 게임:

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



소규모 게임도 해당이 되나요?

- 출시 이후 상황 변화에 대한 예측의 어려움
- 효율성 높은 DDos 보호 게임 트래픽을 위한 전용 네트워크 사용 시 고비용 발생 및 별도의 팀 필요
- Steam 네트워크 API 사용의 편리함

멀티플레이어 게임이 아닌 게임도 해당이 되나요?

- 현재 게임 트래픽에는 해당되지 않아도 나중에 필요할 수 있습니다!
- 웹의 환경에 구매 받지 않고 게임을 플레이어와 연결해 드립니다.



Steamworks 기능 무료 사용 – Steam 버전 및
일반 버전 게임 모두 지원

Stunlock님과 Klei님, Ronimo님께 감사를
드립니다.

더 자세한 내용은 아래 링크 참고
tinyurl.com/SteamNetworkAPI



신흥 시장

신흥 시장

Valve가 인식하는 신흥 시장

신흥 시장

Valve가 인식하는 신흥 시장

- 경제가 성장하고 있는 신흥 시장 (전통적 의미)

신흥 시장

Valve가 인식하는 신흥 시장

- 경제가 성장하고 있는 신흥 시장 (전통적 의미)
- Steam의 성장 가능성이 있는 시장

신흥 시장

모든 게이머가 여러분의 게임에 접근할 수 있도록 하는 것이
저희의 임무입니다.

신흥 시장의 어려운 도전 과제

- 네트워크 상의 저조한 트래픽
- 운영 비용 대비 수익
- 현지 고객 지원
- 고비용 결제 수단 (현금)

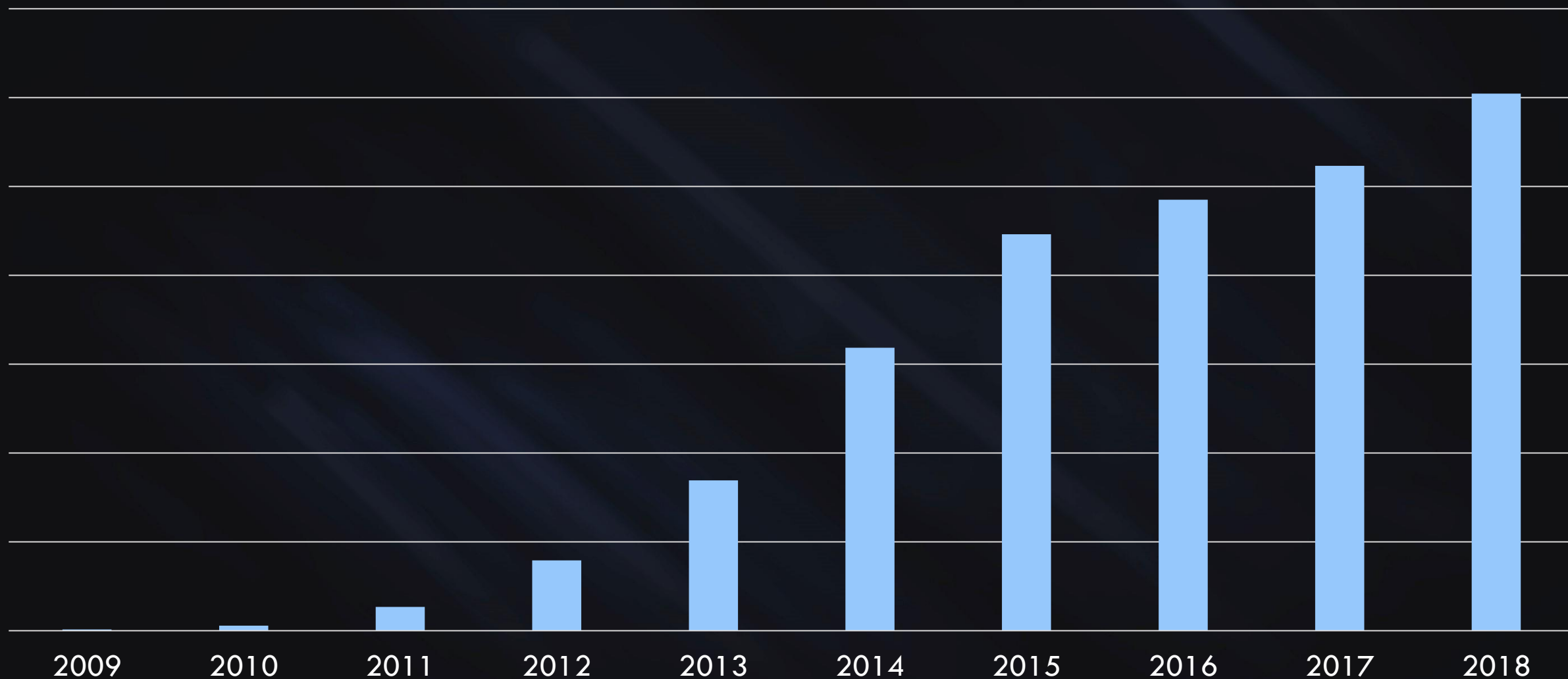
일찍 투자하기

- 예: 10년 전 러시아의 PC 게임 시장

일찍 투자하기

- 예: 10년 전 러시아 PC 게임 시장
- 고려 사항:
 - 가격
 - 편리성
 - 언어
 - 출시 날짜 및 요일
 - 현지 개발자 지원
 - 빠른 네트워크
 - 동일한 기능
 - 커뮤니티

러시아 구매 고객



경험이 고정 관념을 깨다

선호가 예상되었던 결제 수단:

VISA



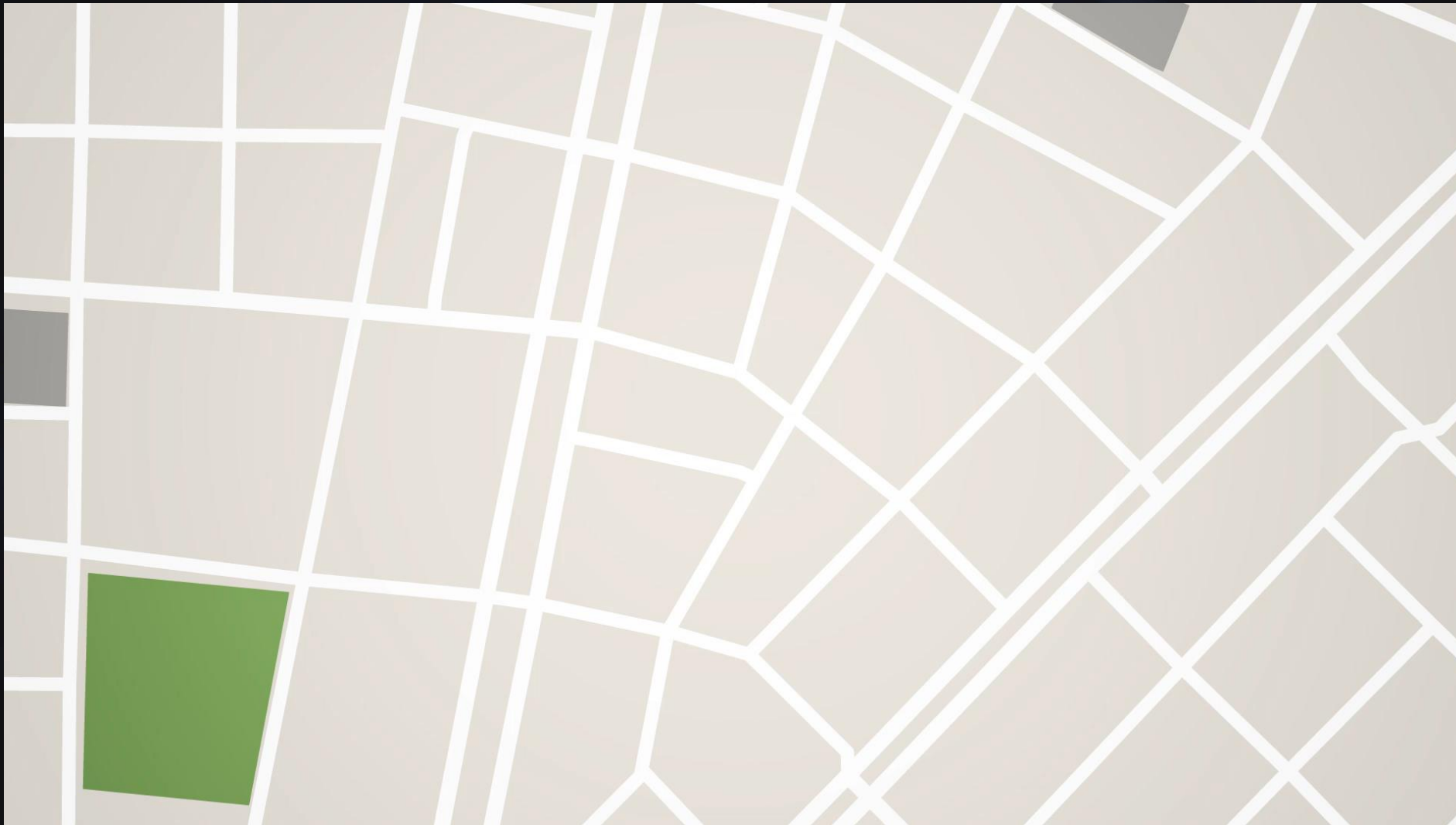
mastercard.

**AMERICAN
EXPRESS**

 **PayPal**

Paysafe:

관찰 결과: 일본



Steam 소매점 카드



Steam 소매점 카드

- 새로운 고객 유치에 효과적



Steam 소매점 카드

- 새로운 고객 유치에 효과적
- 현재 50개 국가에서 판매 중



Steam 소매점 카드

- 새로운 고객 유치에 효과적
- 현재 50개 국가에서 판매 중
- 10%~15%의 평균 제작 비용



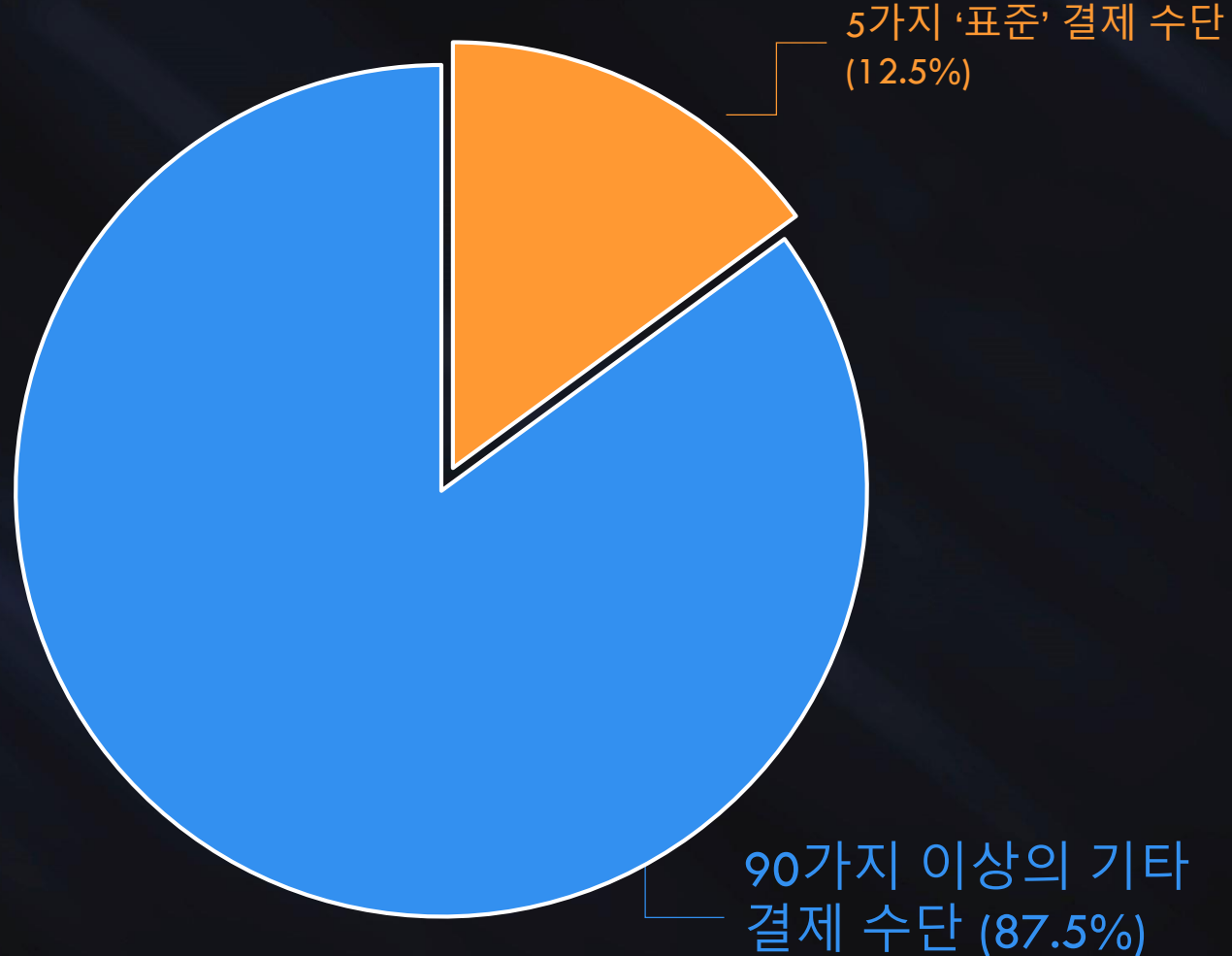
Steam 소매점 카드

- 새로운 고객 유치에 효과적
- 현재 50개 국가에서 판매 중
- 10%~15%의 평균 비용
- 100% Valve 부담



100가지 이상의 결제 수단

Steam 거래 총량 (아시아 지역) - 2018



PC 방



PC 방




- 추가적인 통합 작업 필요 없음



PC 방

- 추가적인 통합 작업 필요 없음

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 방

- 추가적인 통합 작업 필요 없음

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



범 세계적 지원



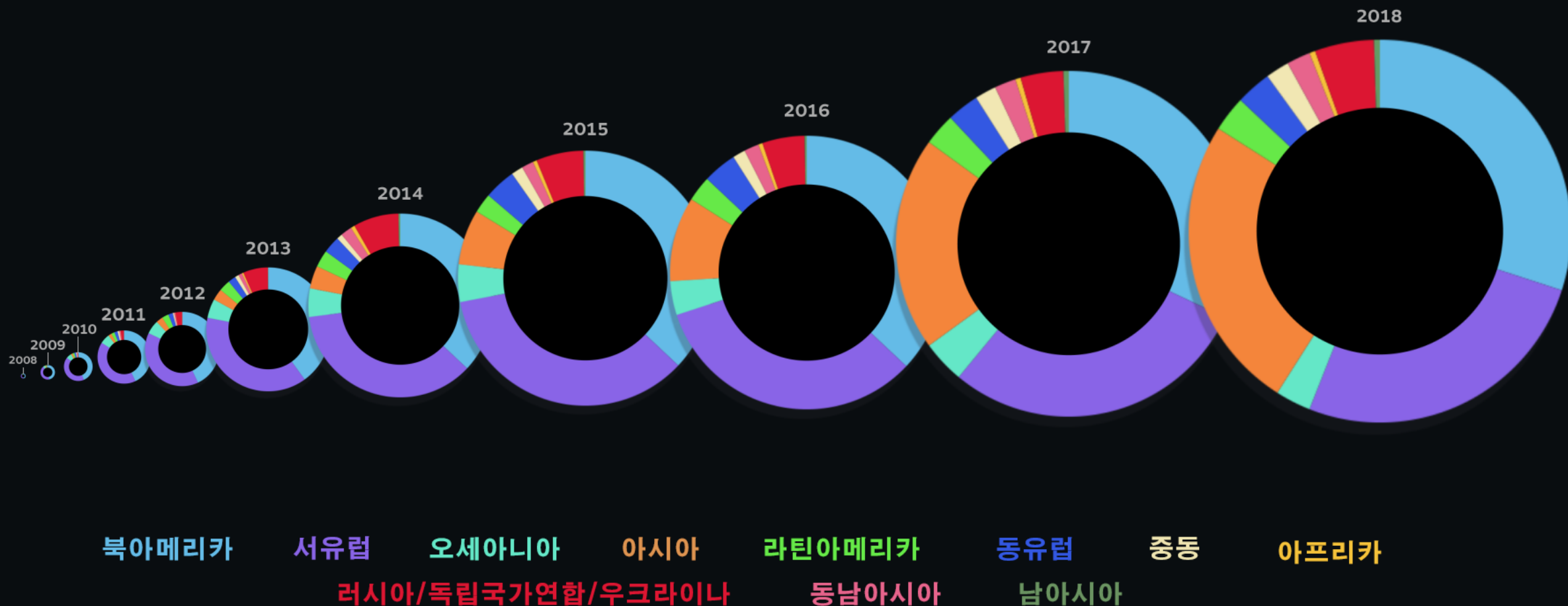
- 현재 **21**개 언어 지원
- **1,000**명 이상의 고객 지원 담당자
- 대부분의 문제 **몇 시간 내** 해결

지역에 영향 받지 않는 고객 만족도

- Steam 사용 난이도 및 편의성 개선
- 전 세계에 동일한 품질의 게임 환경 제공

새로운 고객의 유입

Steam 지역별 수익





참석해 주셔서 감사합니다!

이번 업데이트가, 현재 판매 중이거나 앞으로 출시될
게임에 대한 계획에 도움이 되었기를 바랍니다.

저희는 Steam을 사랑하며, 여러분이 게임과
커뮤니티를 위해 들이는 모든 노력이 Steam을 통해
그 몇 배의 효과를 가져오기를 바랍니다.

질문이나 의견이 있으신가요? 얘기가 끝난 후에
저희를 찾아주세요!



- 저희의 이런 도구 개발에 참여하고 싶으신가요?
- 개발자와 플레이어를 위해 Steam을 개선할 좋은 아이디어가 있다고요?
- 우리와 함께 일해봐요!
- www.valvesoftware.com/jobs



- 새로 출시할 제품에 대한 마케팅 피드백이 필요하세요?
- 기술 통합 작업에 도움이 필요하신가요?
- 저희 팀에 직접 문의하세요.
- partner.steamgames.com/contact

Contact Developer Support

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