

GDC +  STEAM<sup>®</sup> + **VALVE**<sup>®</sup>



**什么样的平台是优秀平台？**

# Steam 的愿景

## 1 为玩家和开发者创造价值

- 我们希望玩家可以体验到游戏的最佳版本，并能获得最丰富的功能和服务
- 我们希望开发者可以轻松获得强大的工具，并能自由管理自己的游戏

# Steam 的愿景

## 2 持续投入，发展潜在市场

- 让现有市场规模更大、效率更高
- 进入开发者也许无法自行开拓的新市场

# Steam 的愿景

## 3 为开发者找到让顾客满意的新方式

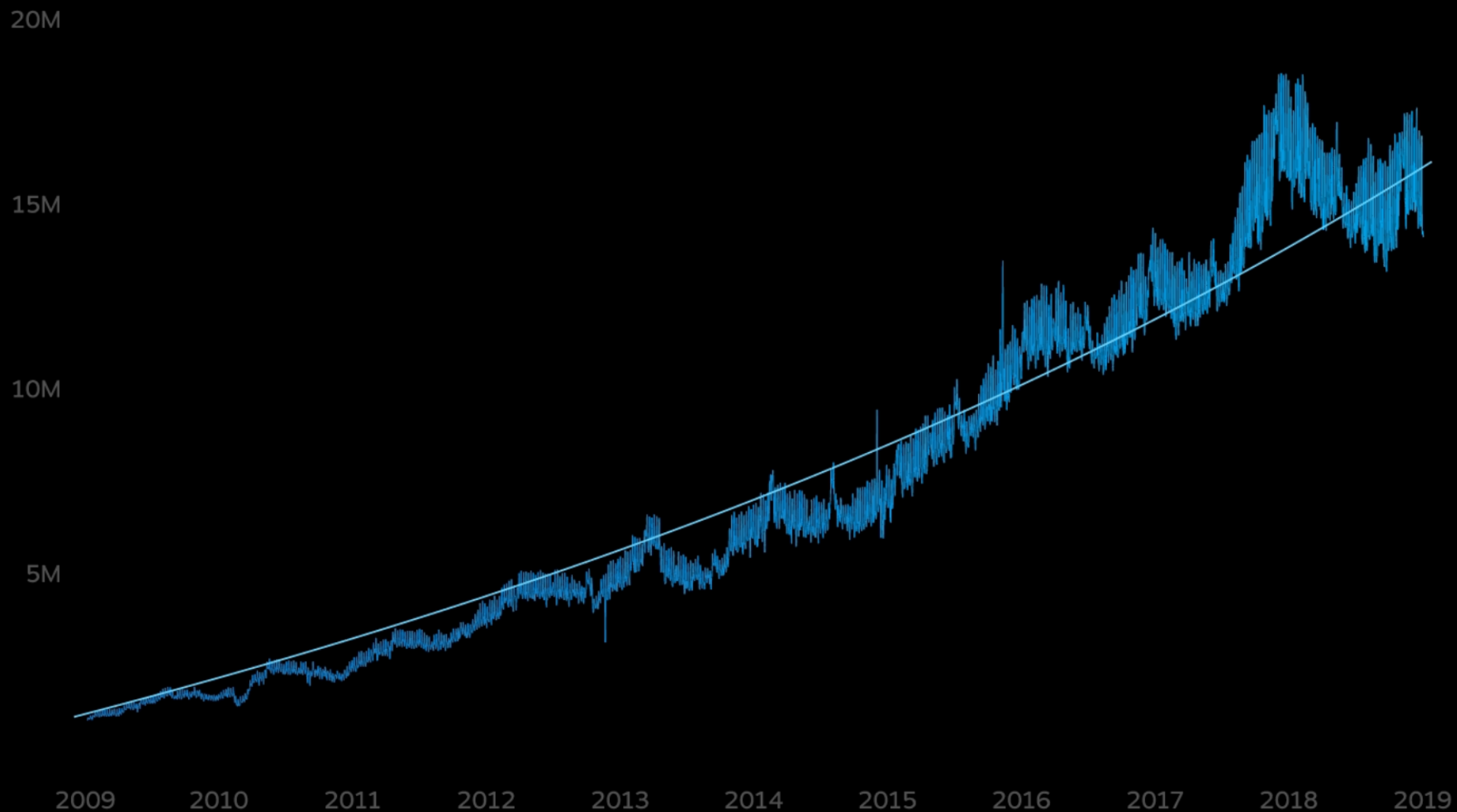
- 改善已有服务
- 从零开始打造新活动和新工具

# 什么样的平台是优秀平台？

- 1 为玩家和开发者创造价值
- 2 为开发者打造更大的潜在市场
- 3 为开发者找到让顾客满意的新方式

# 长期增长

Steam 上同时在线玩家数量



# 长期增长

## Steam 功能





# Steam Link Anywhere 现已推出测试版!



## 免费使用

免费提供 Steam 流式应用，可以在手机、平板以及电视上进行游戏流式传输。不收取下载费用或服务费用。



## 支持的控制器

Steam 流式应用通过蓝牙支持 Steam 控制器及其他热门蓝牙控制器、鼠标和键盘。

# 还有更多精彩内容.....



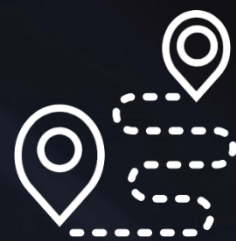
Alden 设计的新工具可以帮助你与玩家建立更紧密的联系。



Kassidy 搭建的基础设施可以确保全球的 Steam 用户使用业内最佳网络访问你的游戏。



Ricky 专注于开发新兴市场，使 Steam 提供更多机会。




**即将推出**

# 第一部分

## Steam 活动系统




# Steam 活动系统

 **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

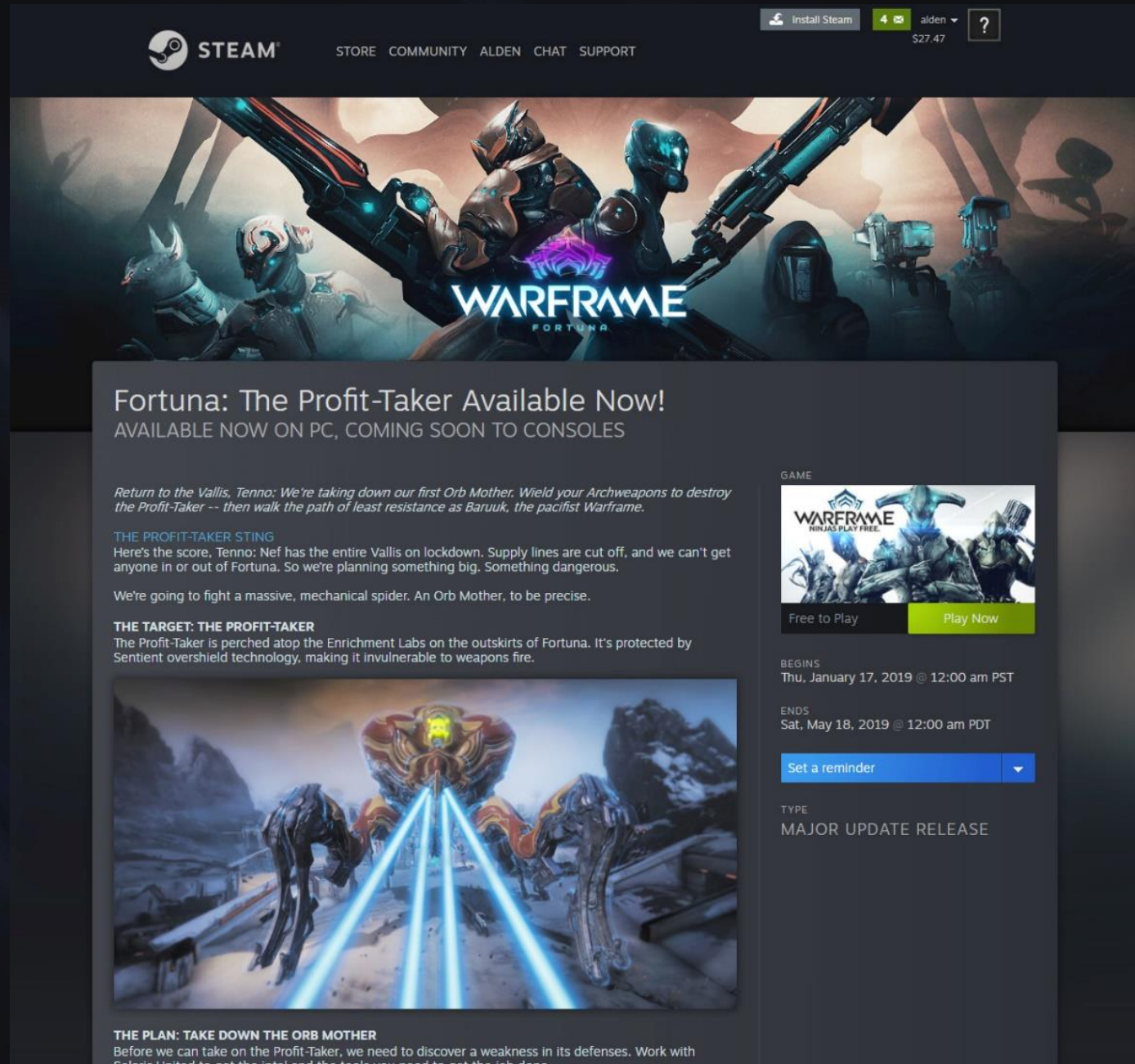
ENDS  
Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE  
MAJOR UPDATE RELEASE

# Steam 活动系统

- 活动的所有详情
- 明确的行动号召
- 提醒功能



The image shows a screenshot of the Steam website's top section. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, CHAT, SUPPORT) are visible. Below this is a large banner for the 'WARFRAME FORTUNA' update. The banner features a central image of Warframe characters in a futuristic, industrial setting. The text on the banner reads: 'Fortuna: The Profit-Taker Available Now! AVAILABLE NOW ON PC, COMING SOON TO CONSOLES'. Below the banner, there is a detailed description of the update, including a quote from the game's lore, a section titled 'THE PROFIT-TAKER STING', and a section titled 'THE TARGET: THE PROFIT-TAKER'. To the right of the text, there is a 'GAME' section with a 'WARFRAME' logo and a 'PLAY NOW' button. Below this, there is a 'BEGINS' section with the date 'Thu, January 17, 2019 @ 12:00 am PST' and an 'ENDS' section with the date 'Sat, May 18, 2019 @ 12:00 am PDT'. A 'Set a reminder' button is also present. At the bottom, there is a 'TYPE' section with the text '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 活动系统

- 在整个 Steam 上展示
- 当前可立即加入的活动
- 可为未来的活动设置提醒

STEAM

STORECOMMUNITYALDENABOUTSUPPORT


alden's account  
\$10.43

活动  
Upcoming events and activities hosted by game creators


RECOMMENDEDIN YOUR LIBRARYFILTERS

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




HI-REZ EXPO  
HRX  
2017  
PRESENTED BY Twitch  
Paladins  
TOURNAMENT  
902

RECOMMENDEDMAJOR EVENTSMINOR 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 活动系统

- 提供更多信息吸引玩家立即加入
- 马上开玩的理由
- 你的好友加入了么



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



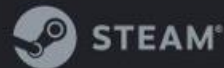
Get Double XP for Anniversary Week

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



# Steam 活动系统

- 查看即将推出的活动
- 偶尔或定期接收邮件
- 适用于玩家已经拥有并玩过的游戏



Hi Greg,

你库中的游戏即将开展的活动  
自 10 月 14 日起的一周

## 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

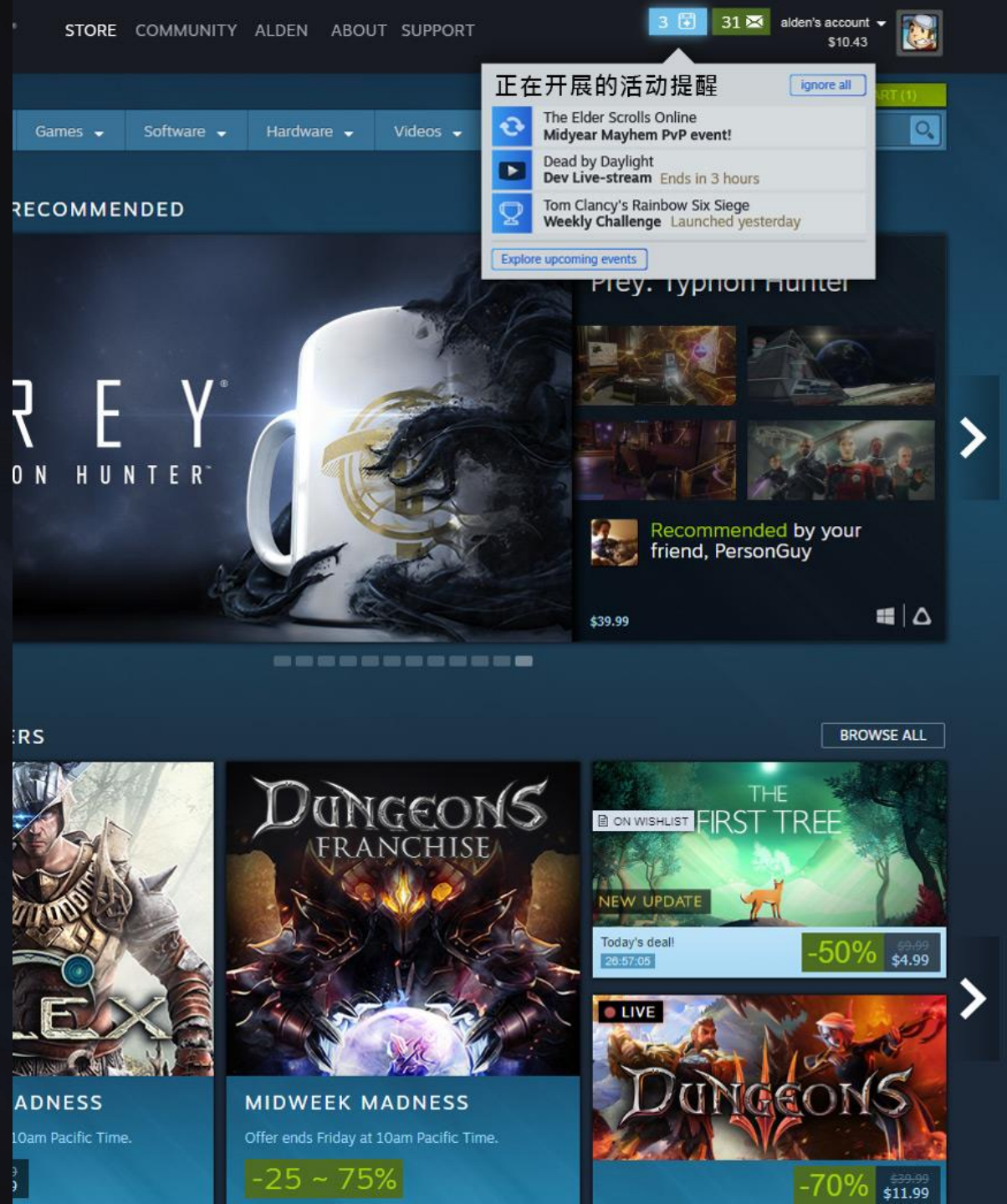
Each and every vehicle in the game ranging from the large heavy tanks to the

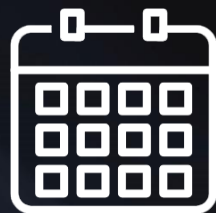
[Set a reminder](#)

# 通知

玩家选择收到提醒的方式：

- 个人日历应用  
(iCal、Google 日历等)
- Steam客户端
- 电子邮件
- 移动应用通知
- 短信





# 活动系统：何时推出？

将在几个月内进行公测

# 第二部分

## Steam 库





## 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



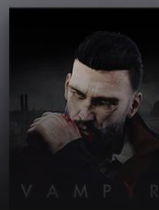
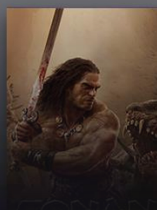
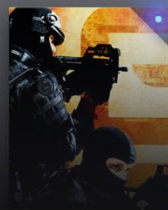
## YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾

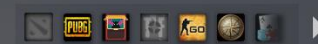
+ ADD A GAME

□ INSTALLED ONLY

COVER SIZE



## FRIENDS ACTIVITY &gt;&gt;



12 in-game friends not shown

PLAYER UNKNOWN'S BATTLEG...

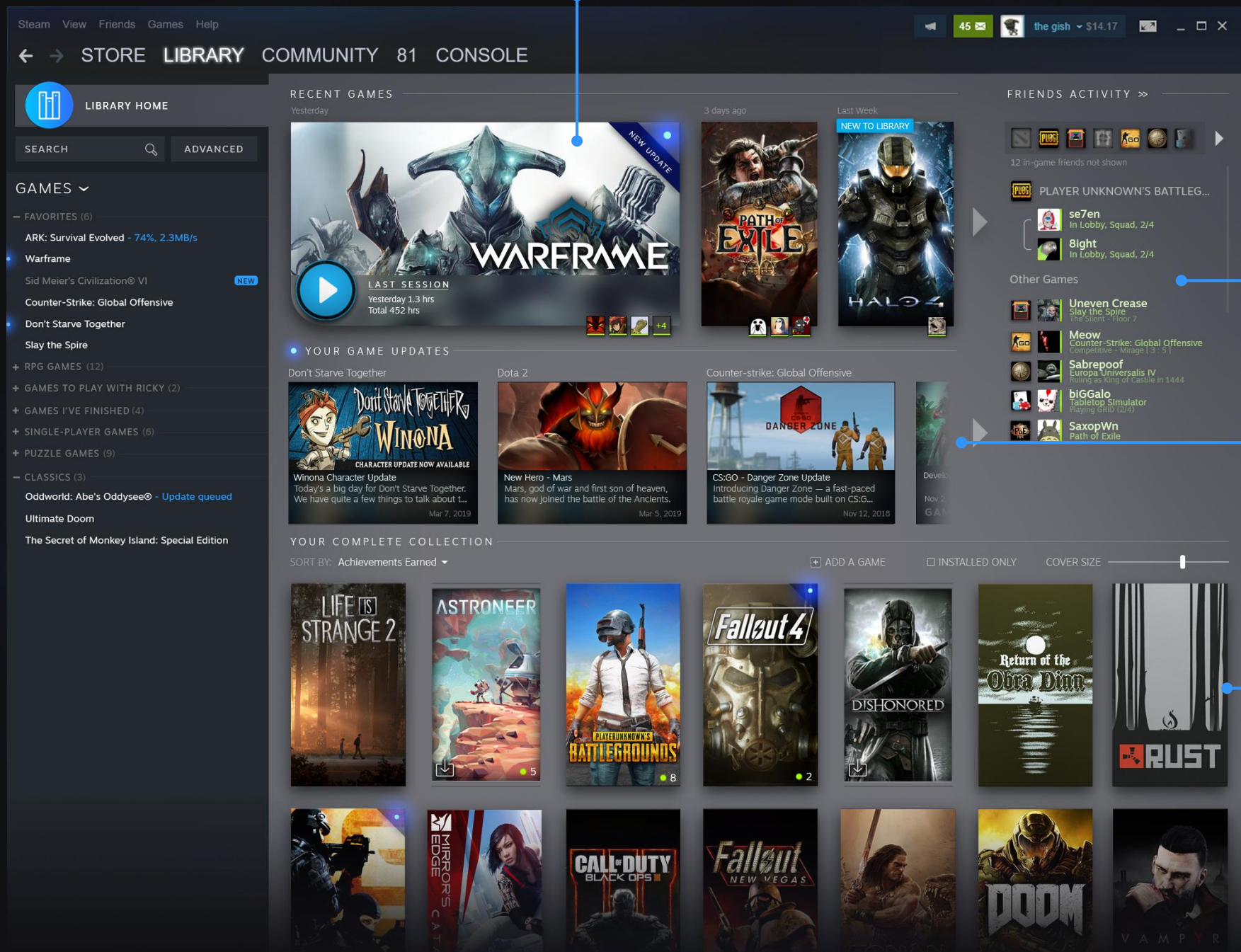
se7en  
In Lobby, Squad, 2/48ight  
In Lobby, Squad, 2/4

## 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



快速继续上次玩的游戏





LIBRARY HOME

SEARCH ADVANCED

## GAMES

### FAVORITES (6)

- ARK: Survival Evolved - 74%, 2.3MB/s
- Warframe
- Sid Meier's Civilization® VI
- 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

## ACTIVITY

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

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

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

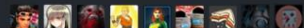
## PLAYING NOW

- 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

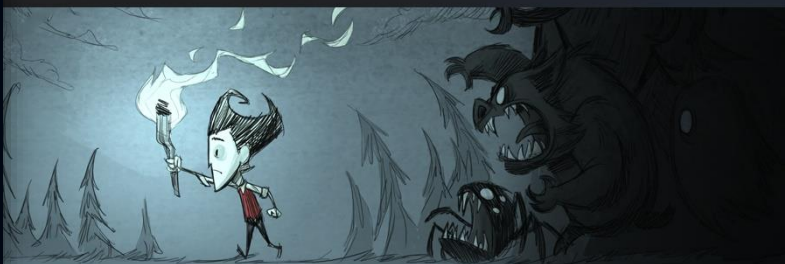
Added: Feb 9, 2019  
Installed

View more in the store

## ACHIEVEMENTS

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

10/167



# DON'T STARVE TOGETHER

PLAY LAST PLAYED Mar 16 PLAYTIME 52 hours Game Info

has been updated - Winona Character Update

## RECENT EVENTS AND UPDATES



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

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

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

Added: Dec 9, 2019  
Installed

View all 192

played for 52 hours  
Would you recommend this game?

played on Mar 16 with BunnyEcho

published a workshop item POSTY, the postbot!

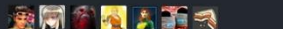
## PLAYING NOW

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

## FRIENDS WHO PLAY

- SadieSay
- Wendy

6 more friends own this game



View all friends who play

## DLC

Added: Dec 9, 2019  
Installed

View more in the store

View all 192

played on Mar 16 with BunnyEcho

## TRADING CARDS



## PLAYING NOW

- Tony Slay the Spire Custom - Floor 32
- AllYourBase89
- Wendy

## 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

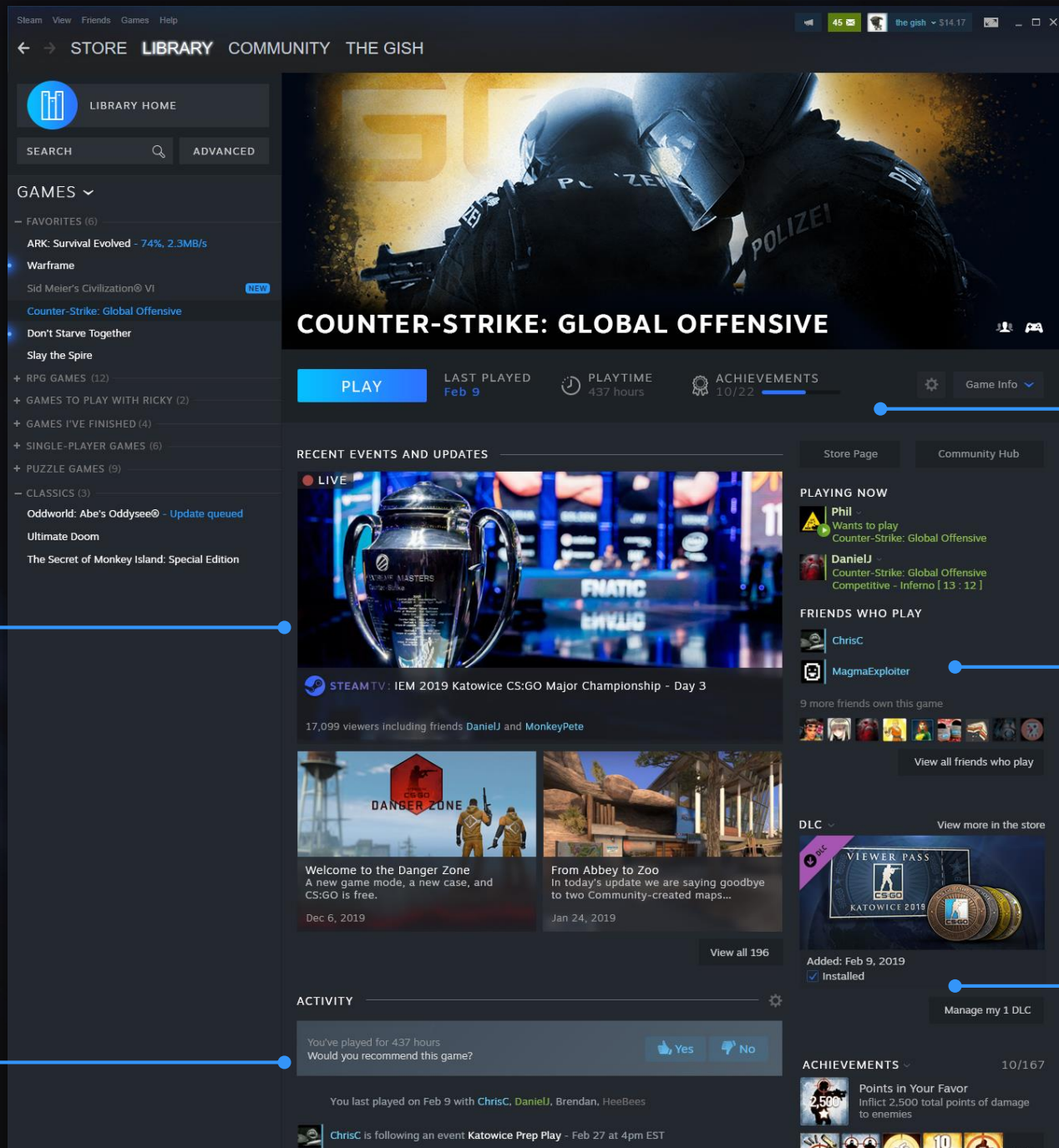
View all 64

View all 64

## ACHIEVEMENTS

The Ghost

## TRADING CARDS



游戏进度总结

哪些好友正在进行游戏

你已经购买的内容

自上次玩游戏后  
新开展的活动

别忘了进行评测



Scan · View · Friends · Games · Help

← → STORE **LIBRARY** COMMUNITY THE GISH

LIBRARY HOME

Q Search

GAMES ▾

FAVORITES (8)

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

Warframe

Sid Meier's Civilization® VI

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

高级筛选条件

TYPE ▾  
Any

FEATURE ▾  
Controller Supported

STATE ▾  
Any

TAGS ▾

Save as Collection

YOUR TAGS:

☒ Open World

☐ Adventure

☒ RPG

☐ Sandbox

☐ Survival

☐ Racing

☐ Cats

☐ Strategy

search for tag

+ Add

FILTERED RESULTS (9)

BLACK DESERT  
ONLINE  
REMASTERED

CONAN  
EXILES

THE SCROLLS

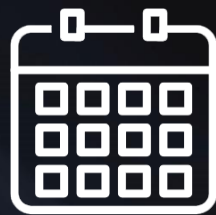
FINAL FANTASY XIV  
ONLINE

KENSHI

SEKIRO  
SHADOWS DIE TWICE

SHADOW  
OF WAR

VAMPYR



# 库：何时推出？

今年夏天进行公测



**近期更新**



# 开发者需求：

我希望能更好地控制 Steam 上的潜在顾客看到我游戏的方式与时间。

# 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 (?)

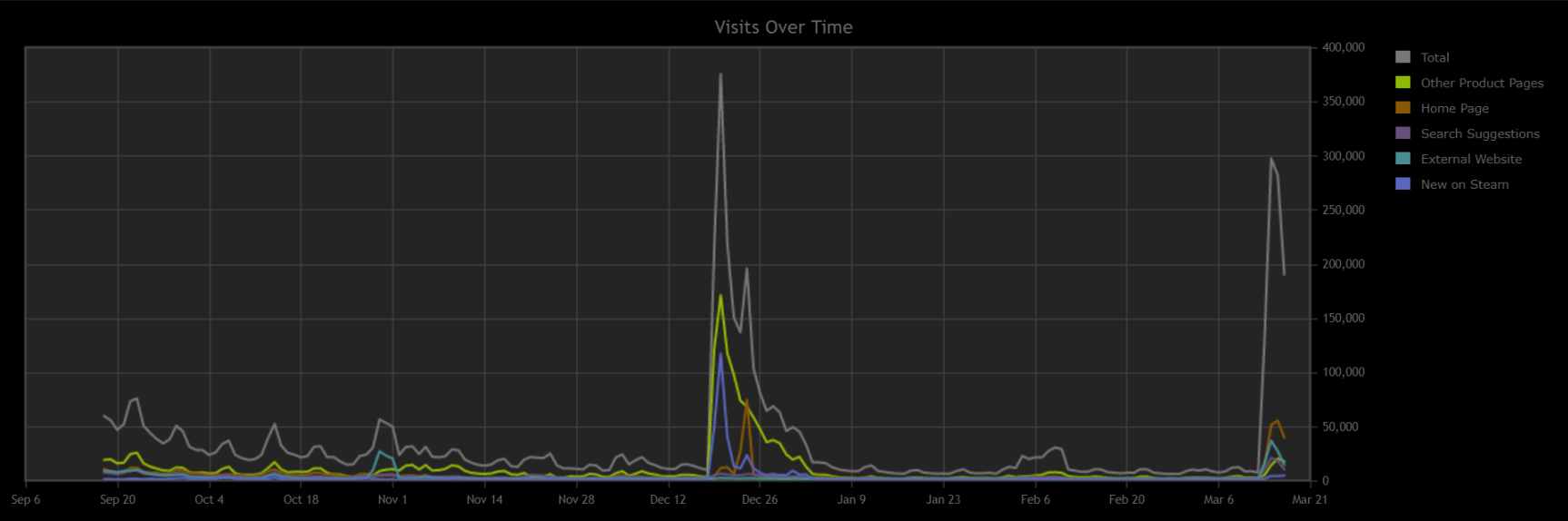
2.53%

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.




# 开发者需求：

我发布下一款游戏时，希望能确保我的现有粉丝知道。



# 开发者主页



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




CHARACTER UPDATE NOW AVAILABLE

Apr 21, 2016

Windows Apple Steam

"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

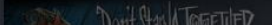


OXYGEN NOT INCLUDED

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

Windows Apple Steam

# 开发者主页

- 逐步建立受众群
- 展示你所有的游戏
- 发布下款游戏时，Steam 将自动向关注者发送电子邮件

The screenshot shows the Klei Games developer profile on Steam. At the top, there's a banner with the Klei logo (an orange square with a white 'K' and 'klei' in white) and social media links: Facebook (56,500), Discord (21,150), YouTube (67,787), and Twitch (98,669). The Klei Official Website is also listed. Below the banner, there's a navigation bar with tabs: FEATURED, 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 description: "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 smaller images showing game scenes. Below the 'TOP SELLERS' section, there's a horizontal navigation bar with tabs: TOP SELLERS, NEW RELEASES, UPCOMING RELEASES, and DISCOUNTS. The 'NEW RELEASES' tab is selected, 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.

Klei

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

Following 49,419 FOLLOWERS

WISHLIST (176)

Beta!

FEATURED LISTS BROWSE ABOUT ADMIN

TOP SELLERS

IN LIBRARY

Don't Starve Together: Winona

CHARACTER UPDATE NOW AVAILABLE

Apr 21, 2016

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

TOP SELLERS NEW RELEASES UPCOMING RELEASES DISCOUNTS

TYPE

All 21

DLC 12

Game 8

Demo 1

FILTER TO

All 21

Mark of the Ninja: Remastered

Oct 9, 2018

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

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."



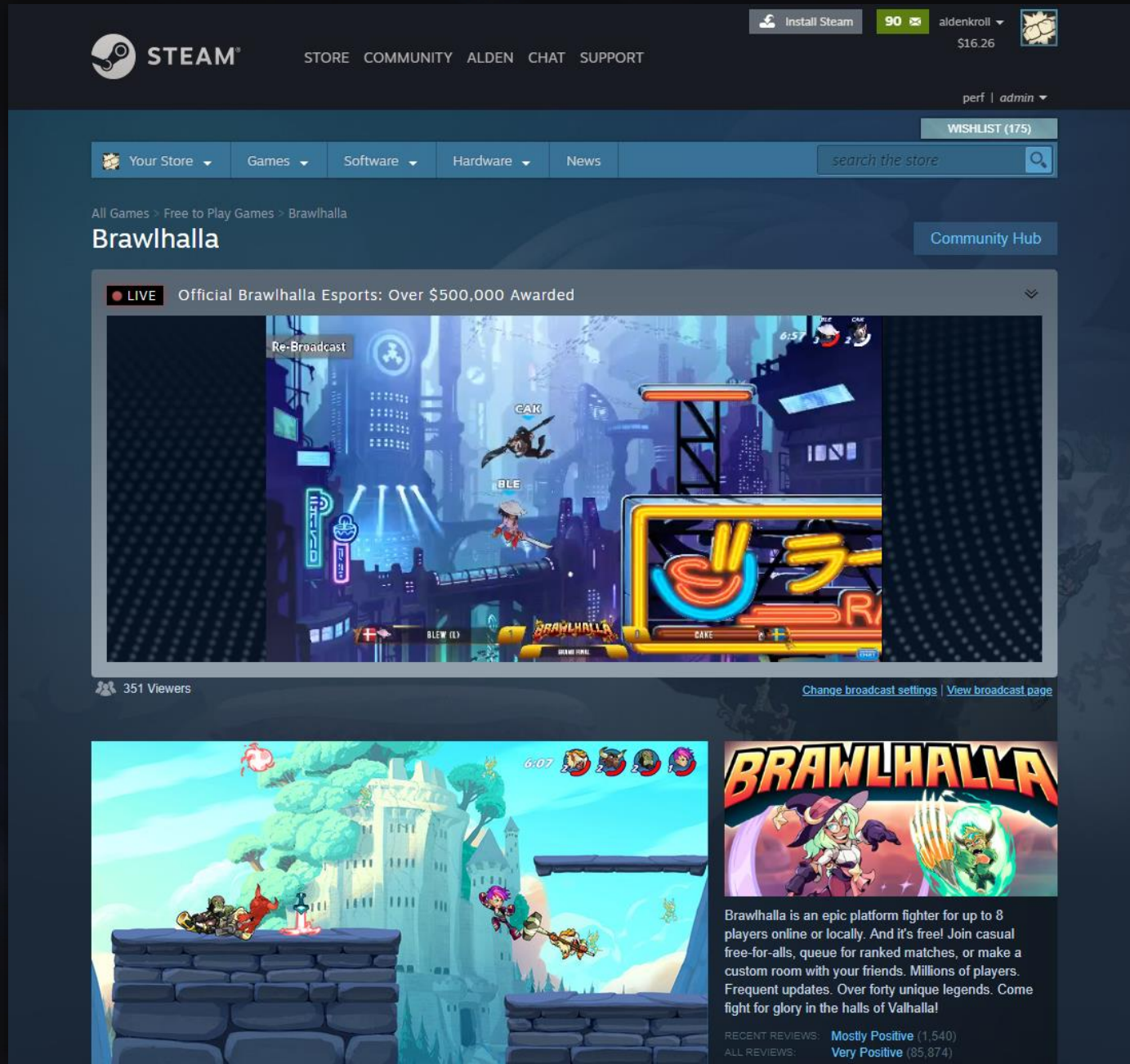


# 开发者需求：

我希望向潜在玩家展示游戏体验。

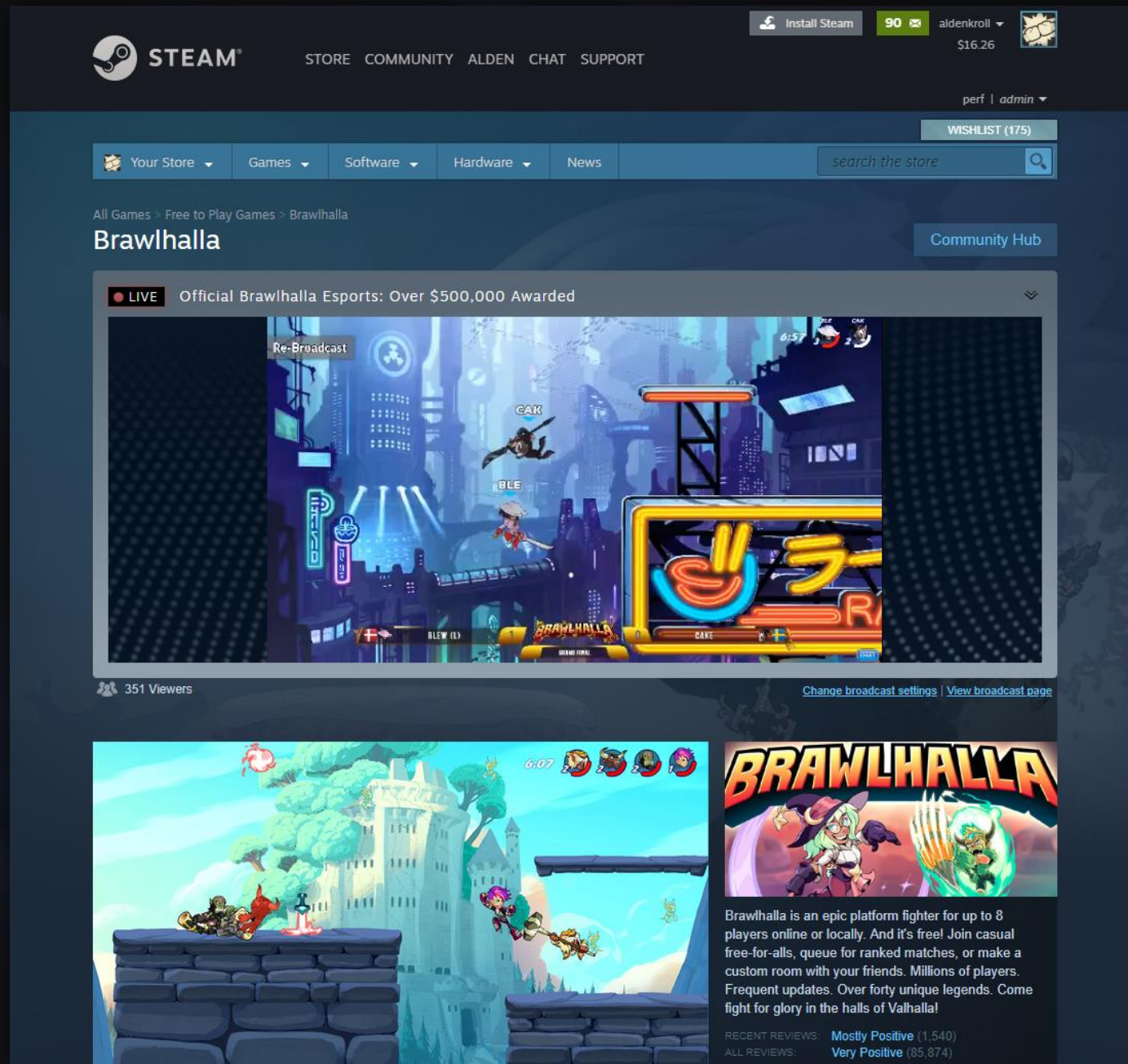


# 商店页面直播



# 商店页面直播

- 帮助潜在玩家获得丰富信息，做出购买决定
- 自己直播或他人直播

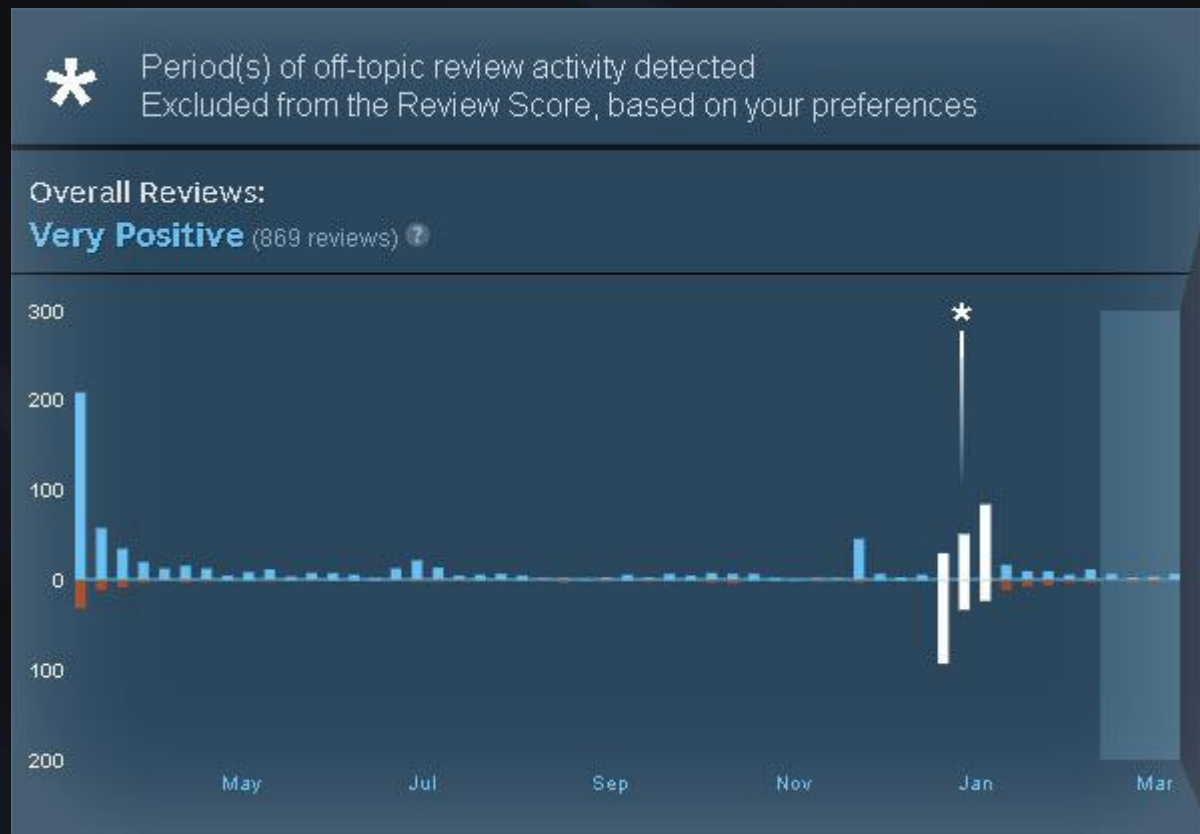




# 开发者需求：

我希望能减少跑题评测恶意轰炸的影响。

# 用户评测更新





# 用户评测更新

- 减少跑题评测恶意轰炸的影响
- 新推出“请求帮助”按钮
- 开发者亦可随时联系我们获取帮助



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)

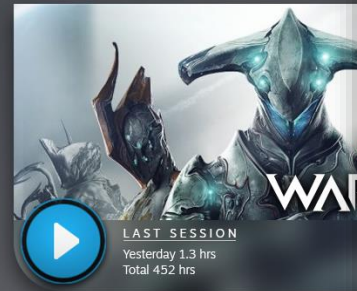
Oddworld: Abe's Oddysee®

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



LAST SESSION

Yesterday 1.3 hrs  
Total 452 hrs

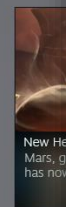
YOUR GAME UPDATES

Don't Starve Together



**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 t...  
Mar 7, 2019

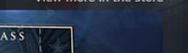
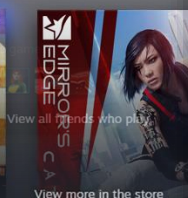
Dota 2



New Her  
Mars, go  
has now

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.

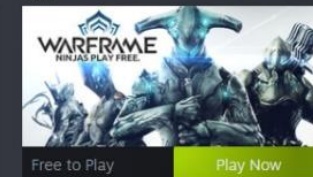
We're going to fight a massive, mechanical spider. An Orb Mother, to be precise.

**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.

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







# 利用 Valve 基础设施 制作你的下款游戏

# Valve 对玩家 体验的投入

Valve 网络接入全球 2500 多个不同网络

确保可靠交付，不受其他互联网事件的影响

查看对玩家非常重要的 ISP 平均下载速度

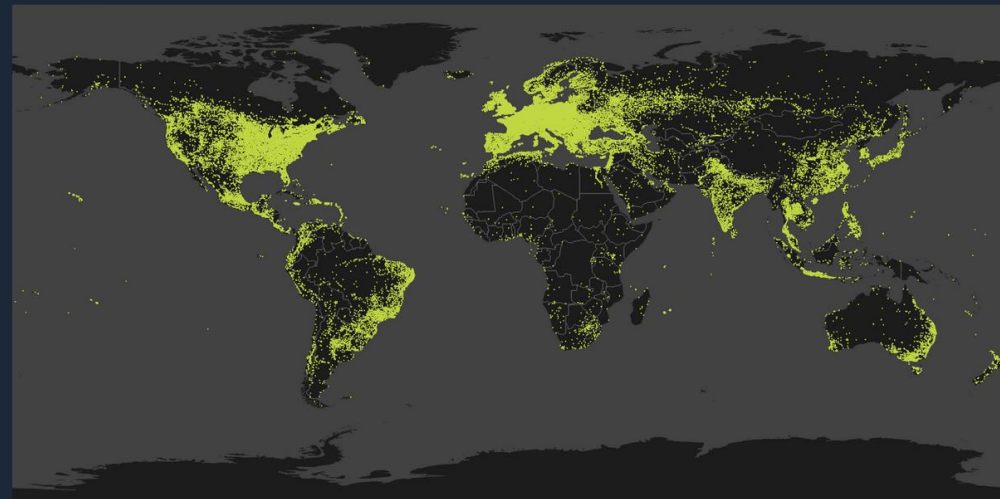
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

## STEAM DOWNLOAD STATS

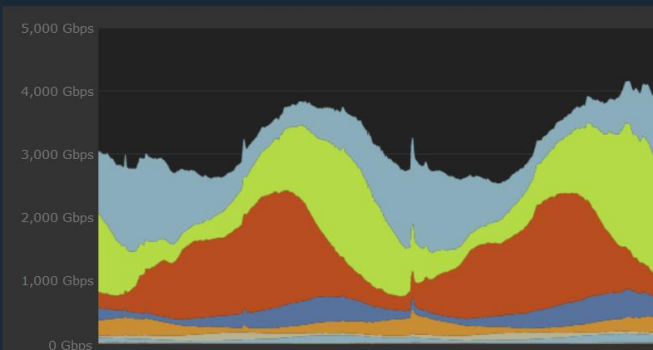
Steam Global Traffic Map (most recent 7 days)

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

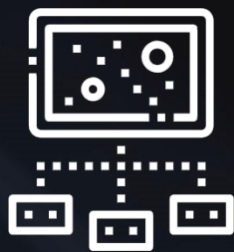
Steam Support Stats

# 2018 年 Steam 内容交付

去年.....

- 交付了 13 EB 内容 (即 13,000,000,000,000,000,000 字节 😊)
- Steam 上的开发者向玩家推送了 110 亿次游戏更新





# 在线游戏运营



# 提供优质体验

你的游戏很精彩，玩家想要参与.....

- 比赛时需保证连接顺畅（45 分钟或更久）
- 玩家连接至专用服务器有 ping 时间要求
  - DOTA 60-100 毫秒
  - CS:GO 30-60 毫秒

# 优质匹配

相冲突的目标：追求优质体验可能导致玩家群碎片化

有 1000 名玩家想玩你的游戏，你倾向于哪种情况？

- 10 个玩家池，每池 100 人
- 1 个 1000 人的玩家池

用最少的游戏服务器集群覆盖全球而不降低品质

# DDoS 保护

- 玩家与游戏服务器易受攻击
- 常见情况
  - 不良分子即将输掉比赛时，攻击专用服务器以免影响排名
  - 蓄意破坏分子攻击重要目标（主播、锦标赛等）

# Valve 网络：专为在线游戏而打造

Valve 私有游戏网络具备

- 30 个入网点
- 125 个中继
- 全球骨干网连接

玩家从各自的 ISP 进入最近的中继





# Valve 网络

与交付 Steam 内容的网络相同

- 始终优先处理对延迟敏感的游戏流量
- 保护玩家与服务器 IP

真正为玩家与游戏开发者打造的网络，远优于开放的互联网

这对你有什么意义呢？



# Steamworks 网络 API 集成

现已推出 免费使用

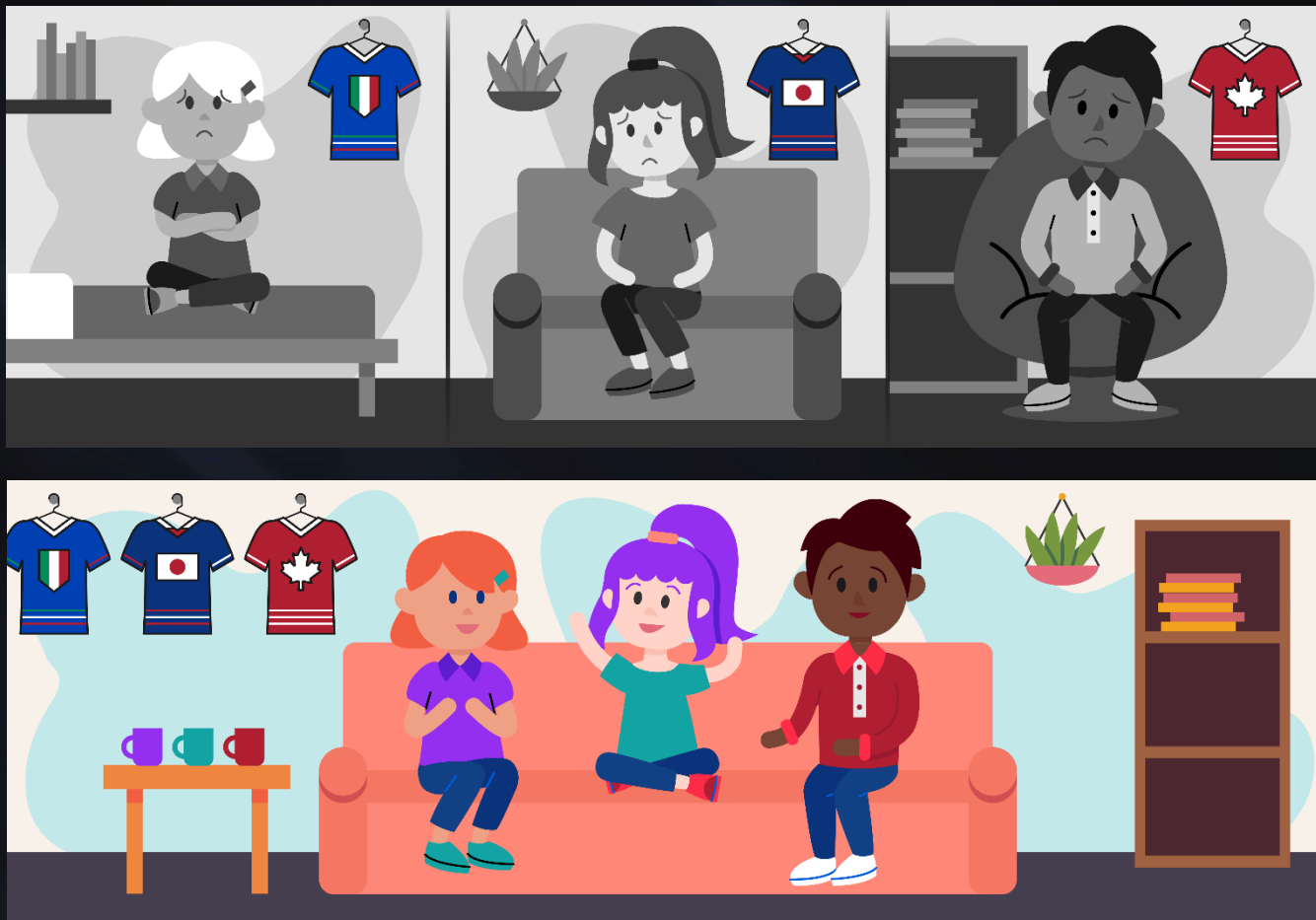
适用于游戏的 Steam 版与非 Steam 版

游戏代码内集成 无需运营网络

# Steamworks 网络 API 究竟能做什么？

## 优质体验与优质匹配

- 改善游戏客户端间（P2P）或客户端与服务器间的延迟
- 流量经过 Valve 网络而非开放互联网
- 有效拉近玩家群间的距离



# Steamworks 网络 API 究竟能做什么?

## 避免 DDoS 攻击

- IP 地址隐藏
- 受攻击时能变更流量路由



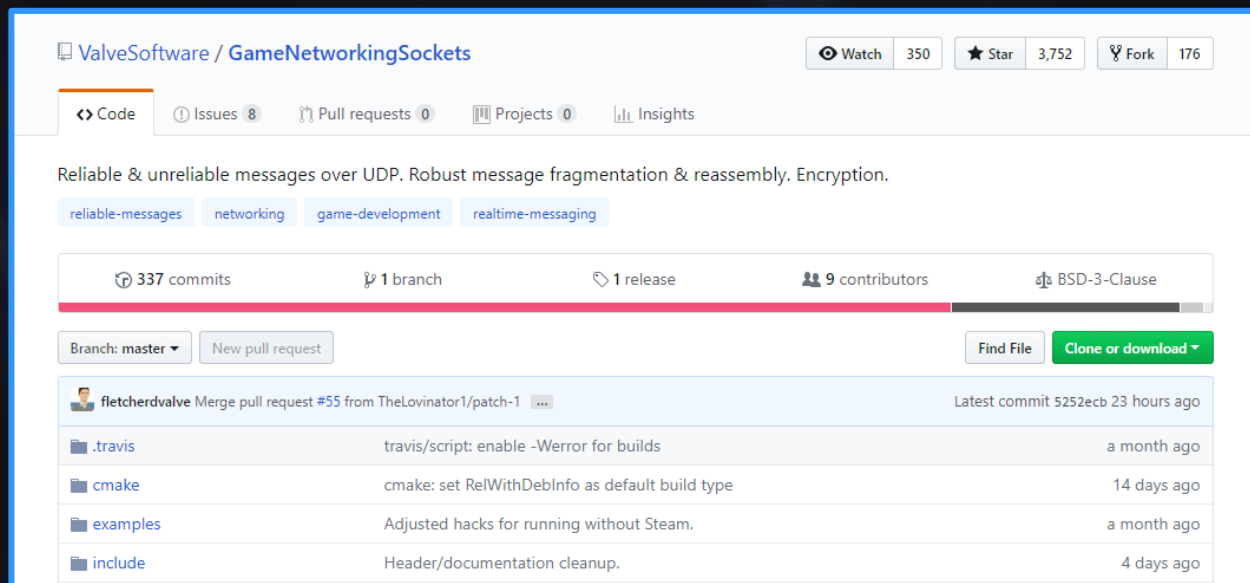


# 如何获得？

你游戏的 Steam 版与非 Steam 版均可使用

Steam 版：  
Steamworks SDK

非 Steam 版：  
<https://github.com/ValveSoftware/GameNetworkingSockets>



# 对小游戏有什么意义？

- 游戏发布后的情况难以预测
- 部署私有网络以获得高效游戏流量和 DDoS 保护：耗资巨大且需要专业团队
- 使用 Steam 网络 API 可高枕无忧

# 对非多人游戏有什么意义？

- 你也许现在不需要为游戏流量担心，但未来可能需要
- 无论网络其他地方有什么情况，我们都能帮你与玩家相连



# 免费 Steamworks 功能 – 可用于游戏的 Steam 版 和非 Steam 版

特别感谢 Stunlock、Klei 和 Ronimo

查看此处通知, 了解更多

[tinyurl.com/SteamNetworkAPI](https://tinyurl.com/SteamNetworkAPI)





**新兴市场**

# 新兴市场

Valve 眼中的新兴市场

# 新兴市场

## Valve 眼中的新兴市场

- 传统意义上有经济增长的新兴市场

# 新兴市场

## Valve 眼中的新兴市场

- 传统意义上有经济增长的新兴市场
- 我们认为对 Steam 来说还有极大增长潜力的市场



# 新兴市场

我们的工作是为**所有玩家**轻松畅玩你的游戏

# 新兴市场面临的挑战

- 网络流量较低
- 收入与营业成本
- 对当地顾客的支持
- 高成本支付方式，尤其是现金

# 提前投入

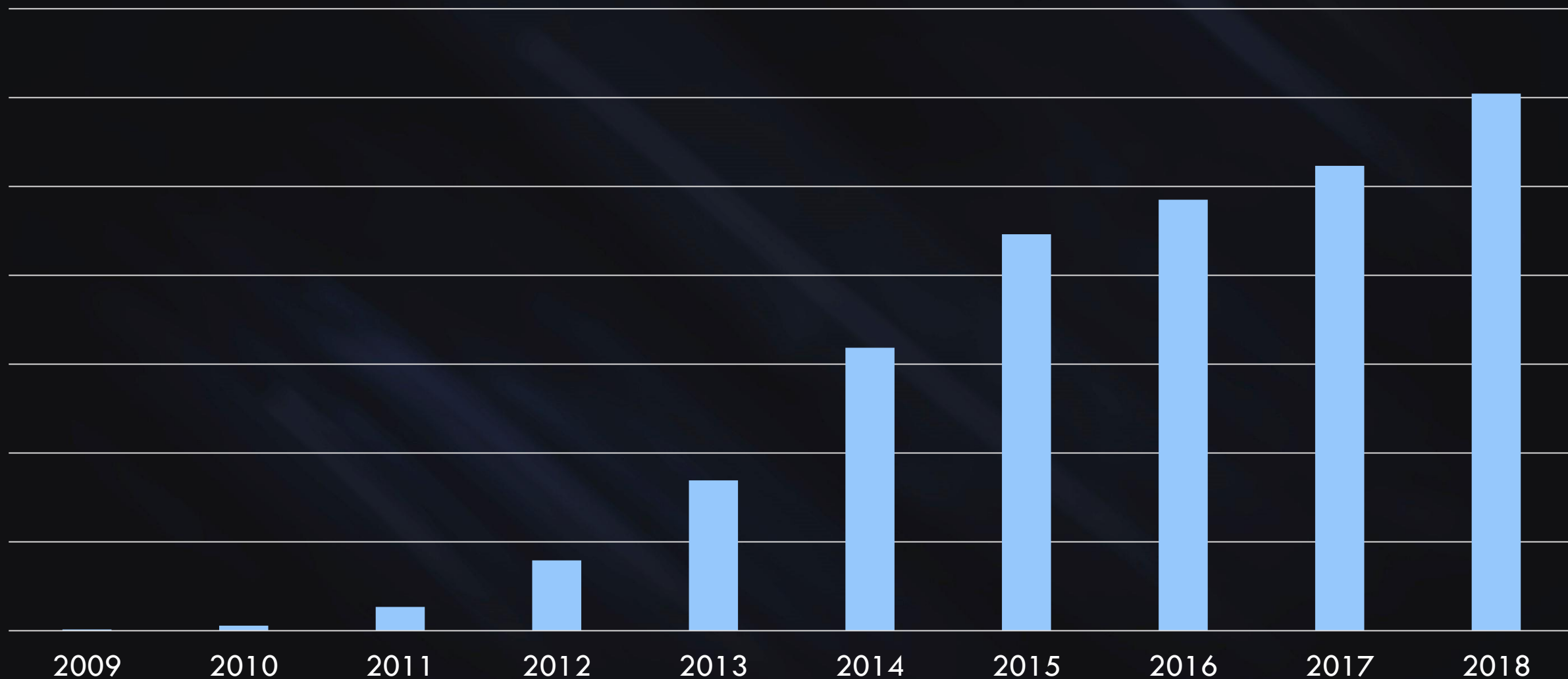
- 示例：10 年前俄罗斯的 PC 游戏

# 提前投入

- 示例：10 年前俄罗斯的 PC 游戏
- 关键因素：
  - 价格
  - 便利性
  - 语言
  - 同步发行
  - 支持本地开发者
  - 快速网络
  - 相同功能
  - 社区



# 俄罗斯的购买人数



# 实际经验打破了原有认知

我们原本认为人们首选的支付方式：

**VISA**



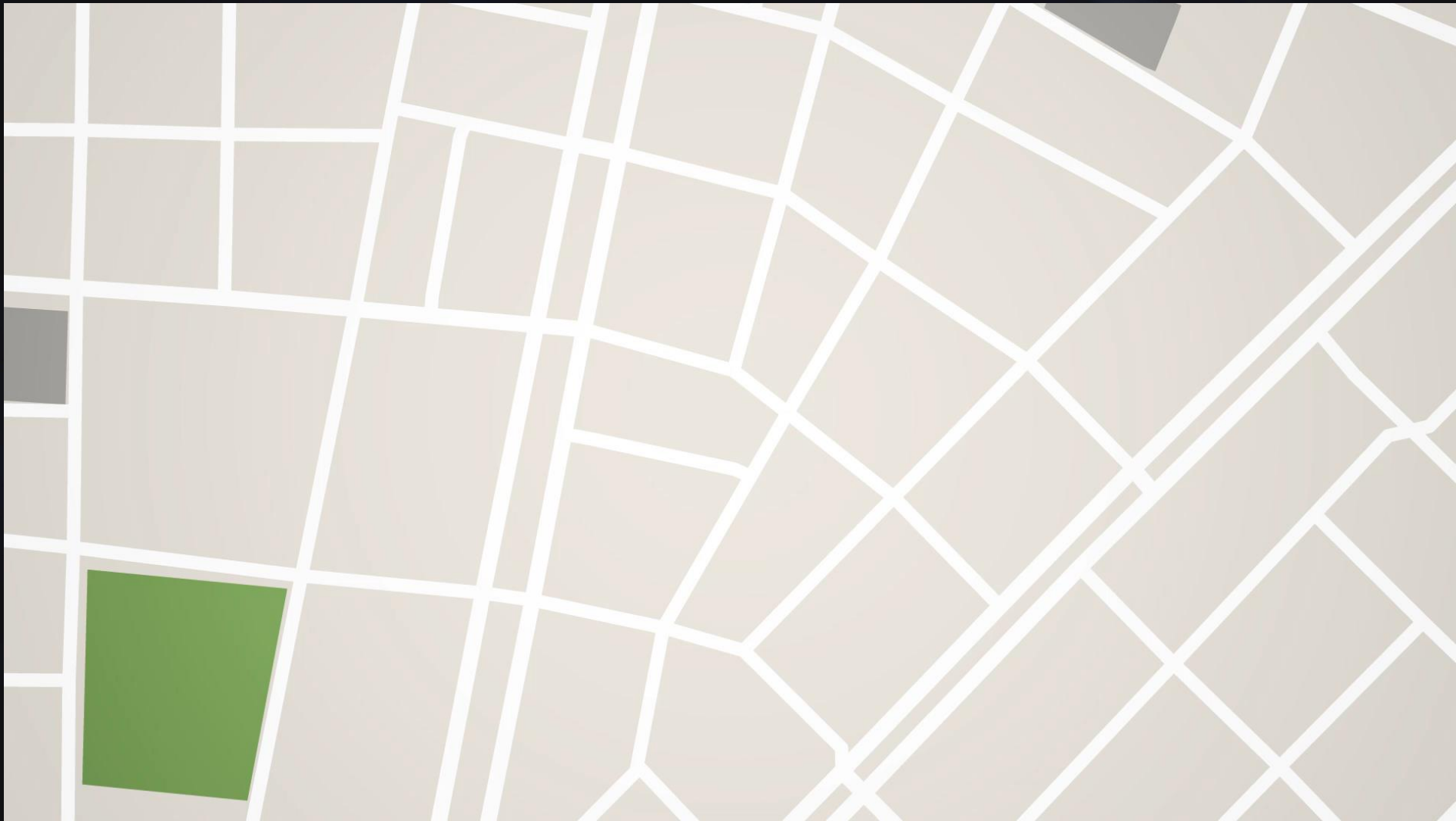
mastercard.

**AMERICAN  
EXPRESS**

 **PayPal**

**Paysafe:**

# 现象观察：日本



# Steam 零售礼物卡





# Steam 零售礼物卡

- 有效吸引新顾客



# Steam 零售礼物卡

- 有效吸引新顾客
- 现已在超过 50 个国家/地区推出





# Steam 零售礼物卡

- 有效吸引新顾客
- 现已在超过 50 个国家/地区推出
- 平均成本为 10%-15%



# Steam 零售礼物卡

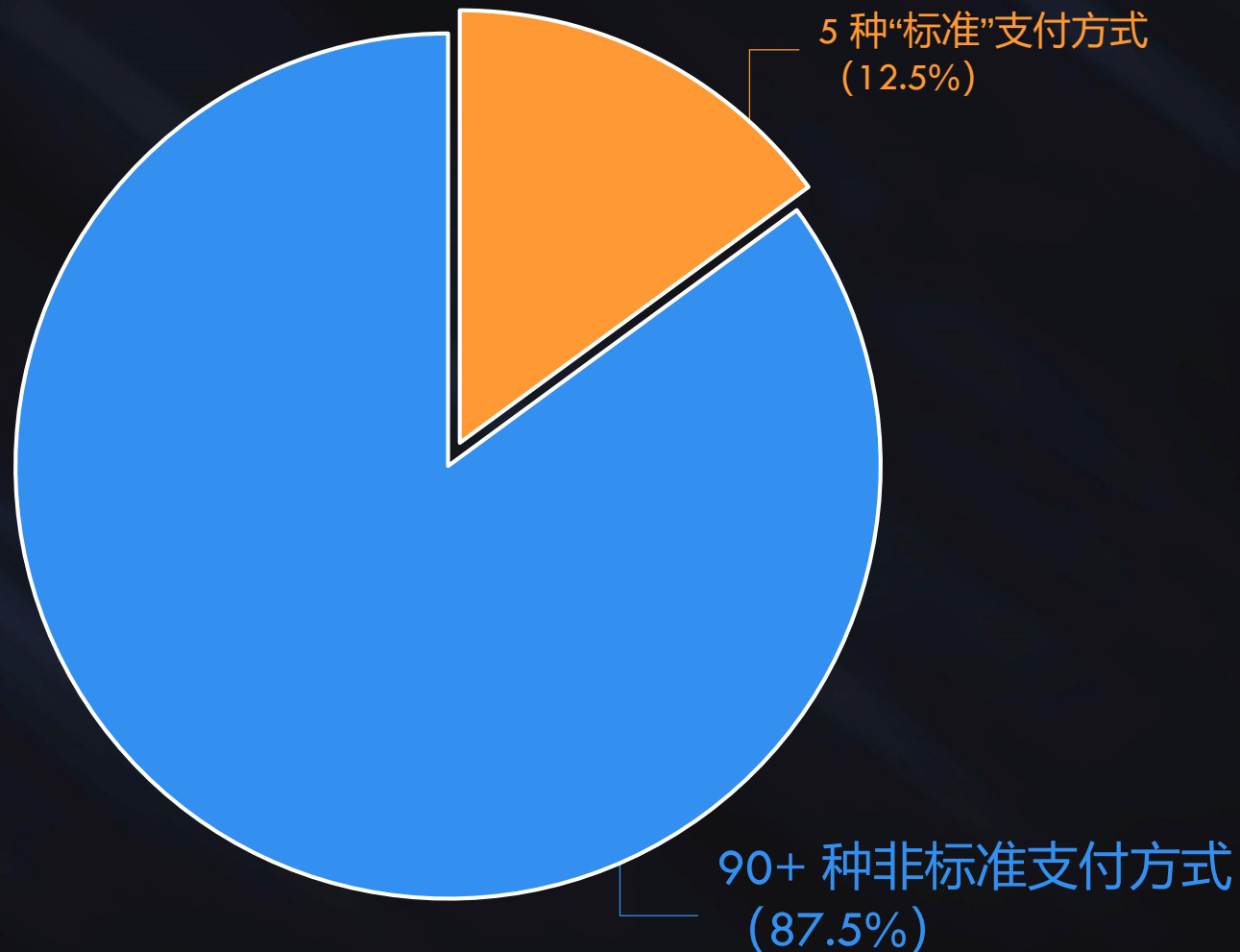
- 有效吸引新顾客
- 现已在超过 50 个国家/地区推出
- 平均成本为 10%-15%
- 所有费用由 Valve 承担





# 超过 100 种支付方式

2018 年 Steam 亚洲交易量



网吧



# 网吧

- 无需进行额外集成








# 网吧

- 无需进行额外集成

## 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.










# 网吧

- 无需进行额外集成

## 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?

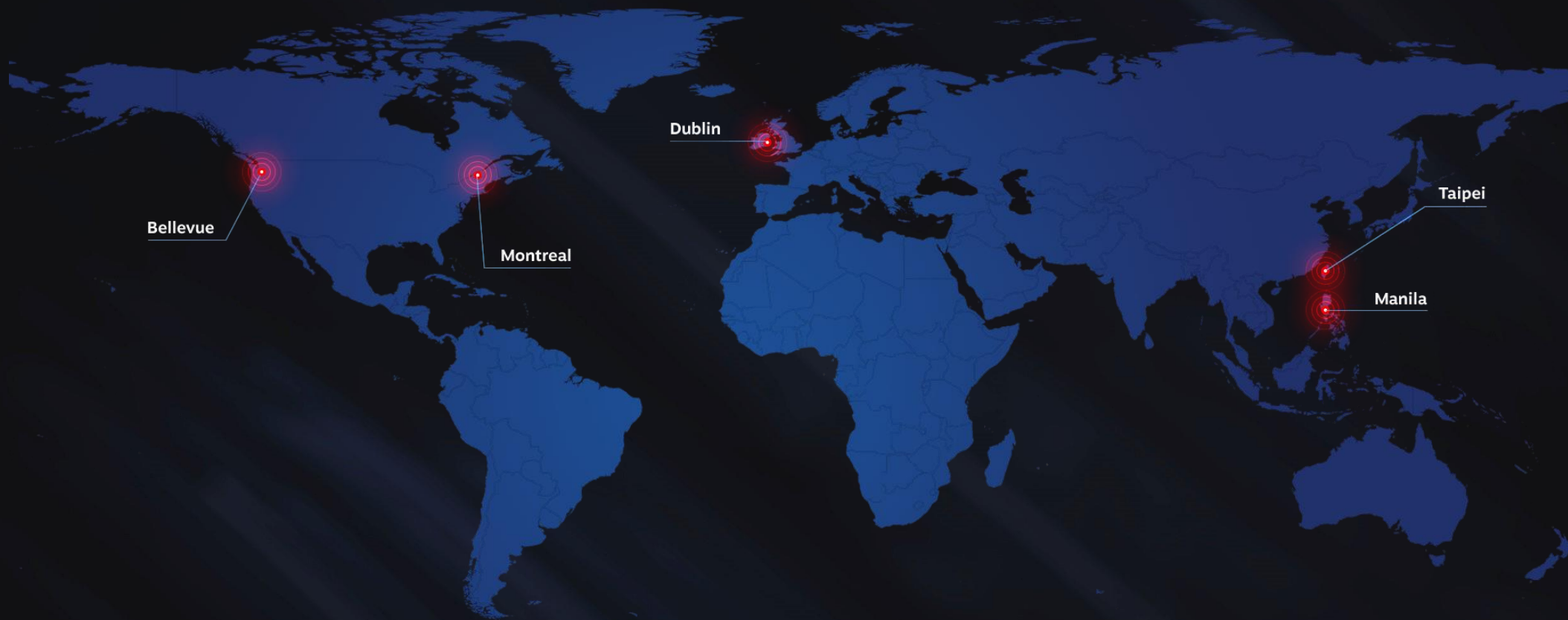
- ☒ One-time purchase
- ☐ Monthly recurring subscription
- ☐ Free

Add Commercial Package

Cancel



# 全球支持



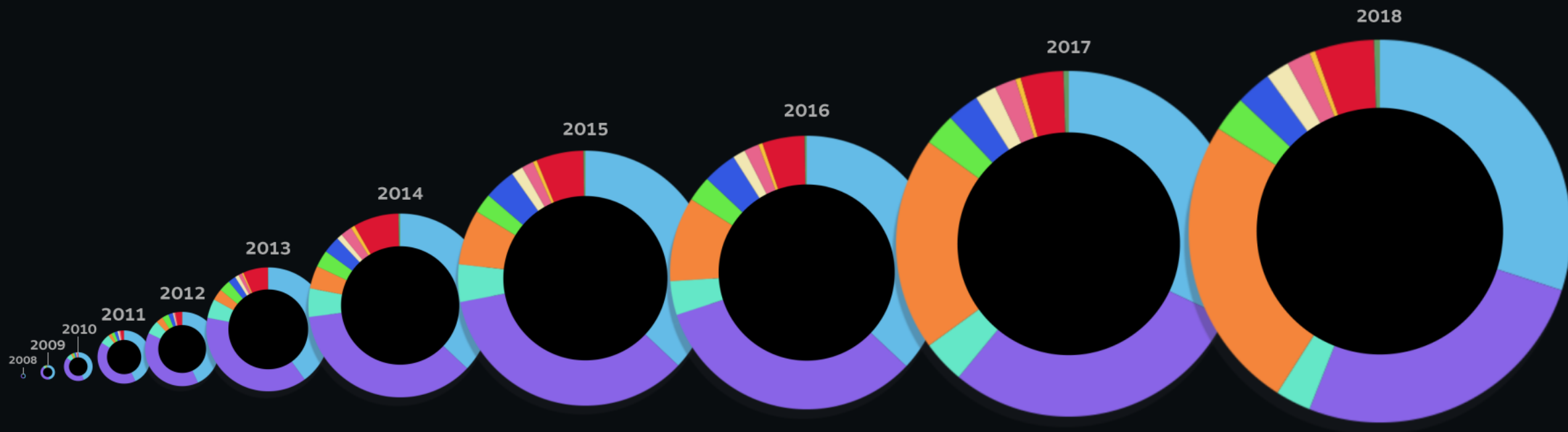
- 支持 **21** 种语言
- **1,000+** 名客服人员
- 多数问题**几小时**内得到解决

# 让全球玩家满意

- 让 Steam 更加方便快捷
- 全球相同的优质体验

# 开发新顾客

Steam 地区收入



北美

西欧

大洋洲

亚洲

拉丁美洲

东欧

中东

非洲

俄罗斯/独联体/乌克兰

东南亚

南亚





# 感谢大家出席！

我们希望这些信息能对你目前和未来的游戏有所帮助。

我们热爱 Steam，希望它能使你的游戏和社区的发展如虎添翼。

有疑问或反馈？请与我们联系！



- 想帮助我们构建更多工具吗?
- 有好主意让 Steam 能更好地服务于开发者和玩家吗?
- 加入我们吧!
- [www.valvesoftware.com/jobs](http://www.valvesoftware.com/jobs)



- 想针对即将发行的产品获得营销建议吗?
- 需要技术集成方面的帮助吗?
- 请直接联系我们的团队:
- [partner.steamgames.com/contact](http://partner.steamgames.com/contact)

#### Contact Developer Support

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