

**GDC**

+



**STEAM**<sup>®</sup>

+





**¿Qué hace que una plataforma sea buena?**

# Nuestra visión para Steam

## 1 ▶ Crear valor para jugadores y desarrolladores.

- Queremos que los jugadores experimenten la mejor versión del juego, junto con las más increíbles funciones y servicios.
- Queremos que los desarrolladores tengan acceso a las herramientas más poderosas del planeta con el menor problema posible, así como la libertad para gestionar su juego.

# Nuestra visión para Steam

## 2 Reinversión constante para desarrollar los mercados potenciales.

- Hacer que los mercados existentes sean más grandes y más eficientes.
- Introducir nuevos mercados a los que los desarrolladores no podrían llegar por sí solos.

# Nuestra visión para Steam

**3** Crear nuevas maneras para que los desarrolladores hagan más felices a sus clientes.

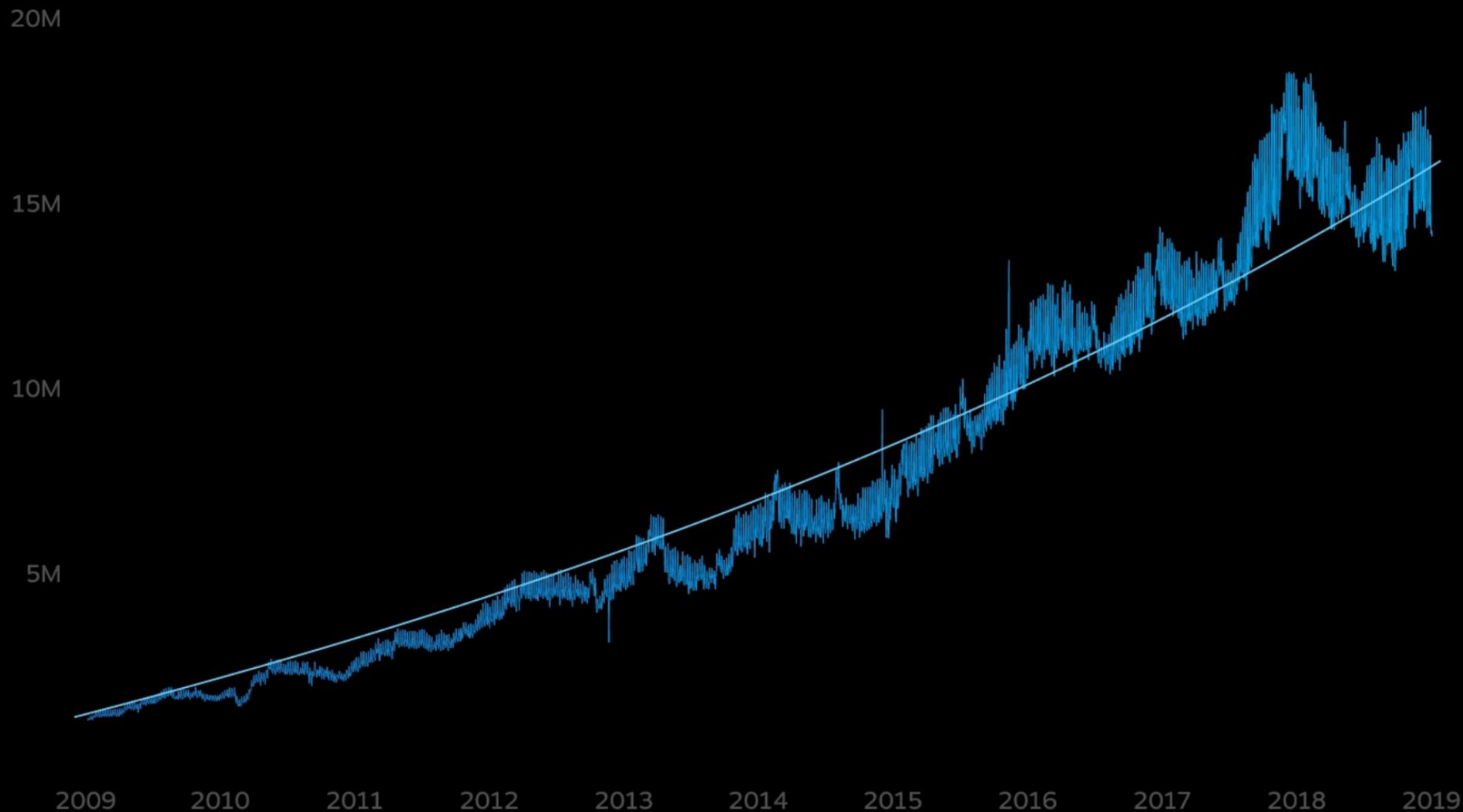
- Optimizar los servicios ya existentes.
- Crear nuevos eventos y herramientas.

# ¿Qué hace que una plataforma sea buena?

- 1 **Crear valor para jugadores y desarrolladores.**
- 2 **Hacer que los mercados potenciales sean más grandes para los desarrolladores.**
- 3 **Crear nuevas formas para que los desarrolladores hagan felices a sus clientes.**

# Crecimiento a largo plazo

Jugadores concurrentes en Steam



# Crecimiento a largo plazo

## Características de Steam



# Steam Link Anywhere, ¡ya disponible en versión beta!



## Disponible gratuitamente

La aplicación Steam Link está disponible de manera gratuita. Retransmite tus juegos de Steam en teléfonos, tabletas y TV. No se aplican cargos de descarga o de servicio.



## Mandos compatibles

Steam Link es compatible con el Steam Controller, con otros mandos populares, ratón y teclados a través de Bluetooth.

# ¡Y aún hay más!



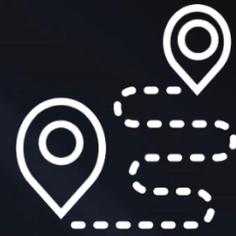
Alden diseña nuevas herramientas para que tu relación con los jugadores sea más cercana.



Kassidy crea una infraestructura para asegurar que todos los jugadores de Steam tengan la mejor red para tus juegos.



Ricky está enfocado en desarrollar los mercados potenciales y hacer que estos tengan una mayor oportunidad en Steam.



**¿Qué está por llegar?**

# Parte 1

## Eventos de Steam

# Eventos de Steam



STORE COMMUNITY ALDEN CHAT SUPPORT

Install Steam 4 alden \$27.47 ?



## Fortuna: The Profit-Taker Available Now!

AVAILABLE NOW ON PC, COMING SOON TO CONSOLES

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

### THE PROFIT-TAKER STING

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

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

### THE TARGET: THE PROFIT-TAKER

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



### THE PLAN: TAKE DOWN THE ORB MOTHER

Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with

GAME



Free to Play

Play Now

BEGINS

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

ENDS

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

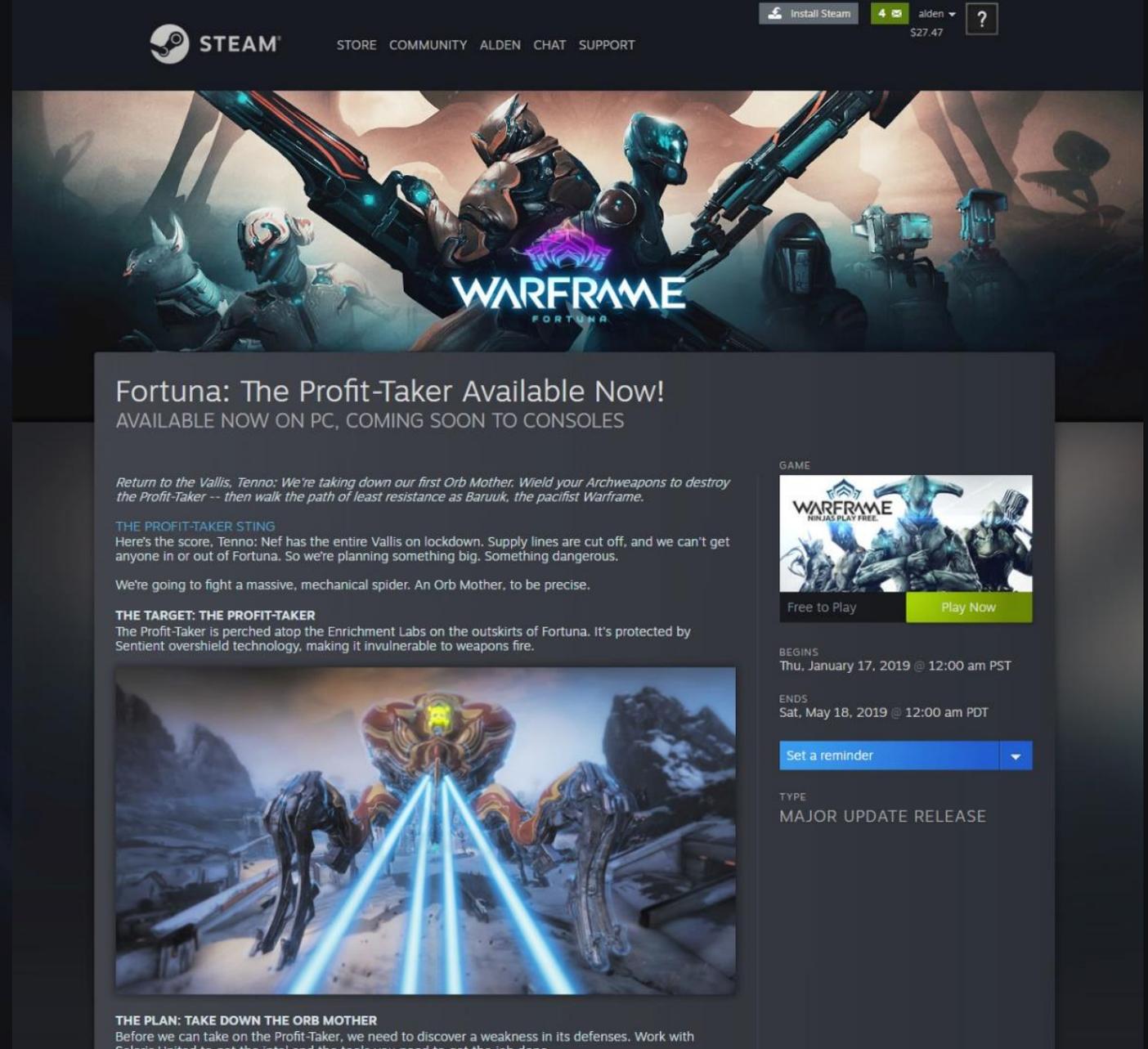
Set a reminder

TYPE

MAJOR UPDATE RELEASE

# Eventos de Steam

- Todos los detalles de tu evento.
- Promoción del evento.
- Recordatorios.



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

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**THE PROFIT-TAKER STING**  
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Before we can take on the Profit-Taker, we need to discover a weakness in its defenses. Work with

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Free to Play **Play Now**

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

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

**Set a reminder**

TYPE  
MAJOR UPDATE RELEASE

# Eventos de Steam

- Presentados en Steam.
- Eventos en curso en los que puedes participar.
- Activar notificaciones para próximos eventos.

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 name 'alden's account' and balance '\$10.43' are in the top right. The main heading is 'EVENTOS' with the subtitle 'Upcoming events and activities hosted by game creators'. Below this are navigation tabs: 'RECOMMENDED', 'IN YOUR LIBRARY', and 'FILTERS'. A search bar is on the right. The 'LIVE NOW' section features several event cards: 'The Elder Scrolls Online COMMUNITY EVENT' (NOW THROUGH JAN 25TH, Play Now), 'Dead by Daylight BROADCAST' (1,856 viewers), 'Endless Legend BROADCAST' (1,104 viewers), 'For Honor GAME UPDATE' (Play Now), and 'Paladins TOURNAMENT' (902 viewers). Below this is a 'RECOMMENDED' section with tabs for 'MAJOR EVENTS' and 'MINOR EVENTS'. The 'UPCOMING LATER TODAY' section includes 'Assassin's Creed Odyssey Weekly Challenge: Epic Mercenary' (STARTS IN 2 HOURS, WEEKLY CHALLENGE) and 'Warframe TennoGen Round 11' (STARTS TOMORROW @ 2PM, GAME UPDATE). The 'UPCOMING THIS WEEK' section includes 'Paladins' (STARTS TOMORROW @ 2PM, DOUBLE XP).

# Eventos de Steam

- “¿Ahora qué?”
- Una excusa para jugar ahora.
- ¿Están tus amigos participando?



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.

# Eventos de Steam

- Mira lo que viene.
- Correos electrónicos ocasionales o recurrentes.
- Para juegos que posees y a los que juegas.



Hi Greg,

Próximos eventos en los juegos de tu biblioteca

## PARA LA SEMANA DEL 14 DE OCTUBRE

### 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

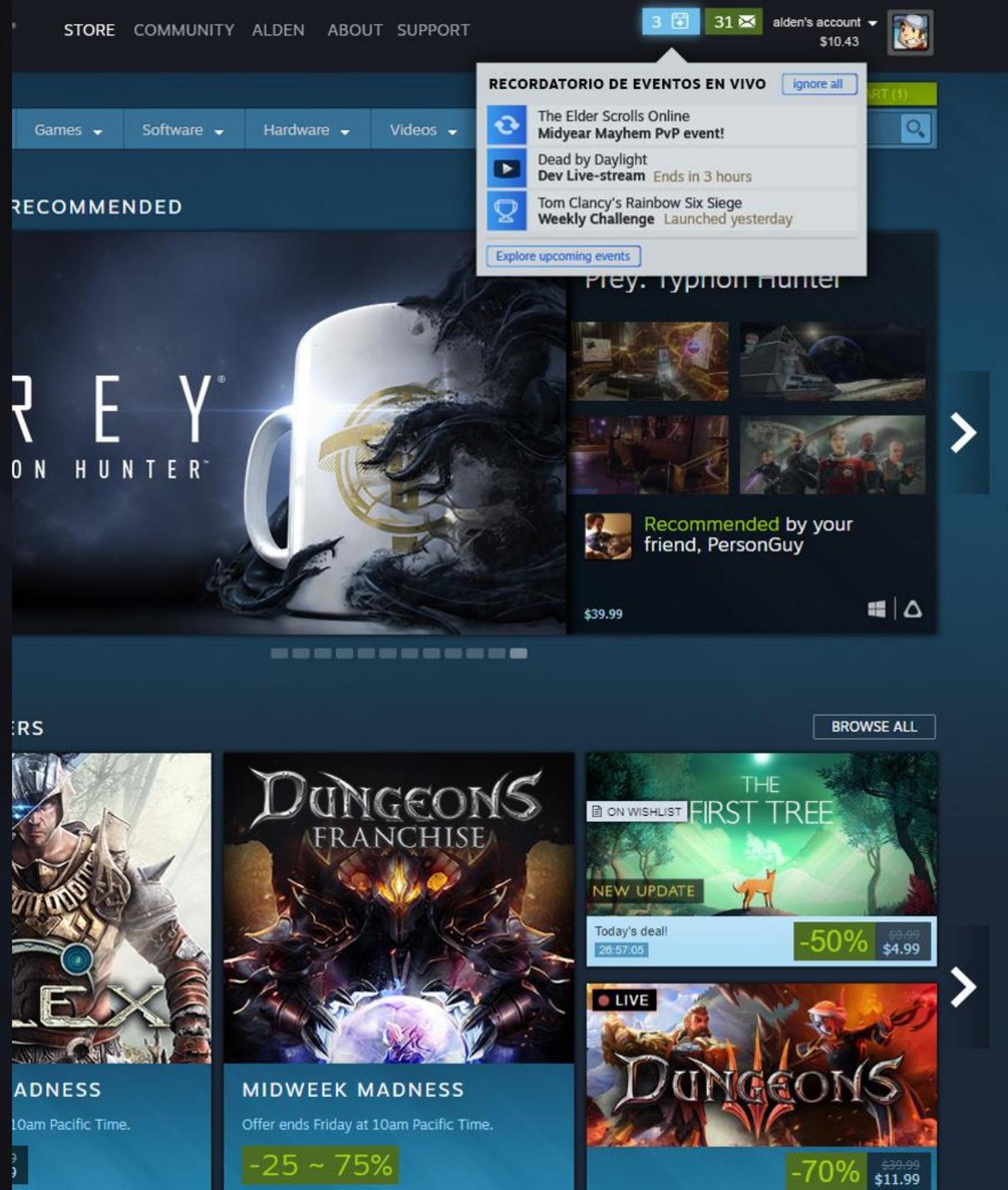
Each and every vehicle in the game ranging from the large heavy tanks to the

Set a reminder

# Notificaciones

Los jugadores puede recibirlas por:

- Aplicaciones de calendario.  
(iCal, Google Calendar, etc.)
- Cliente de Steam
- Correo electrónico.
- Notificaciones de aplicaciones móviles.
- Mensajes de texto.





# Eventos: ¿cuándo?

Beta abierta en un par de meses

# **Parte 2**

# **Biblioteca de Steam**

LIBRARY HOME

SEARCH ADVANCED

GAMES

FAVORITES (6)

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

Warframe

Sid Meier's Civilization® VI NEW

Counter-Strike: Global Offensive

Don't Starve Together

Slay the Spire

RPG GAMES (12)

GAMES TO PLAY WITH RICKY (2)

GAMES I'VE FINISHED (4)

SINGLE-PLAYER GAMES (6)

PUZZLE GAMES (9)

CLASSICS (3)

Oddworld: Abe's Oddysee® - Update queued

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



**WARFRAME**

NEW UPDATE

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:GO...

Nov 12, 2018



Developed by Valve

Nov 2, 2018

GAMES

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 BATTLEGROUNDS**

se7en  
In Lobby, Squad, 2/4

8ight  
In Lobby, Squad, 2/4

Other Games

**Uneven Crease**  
Slay the Spire  
The Silent - Floor 7

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

**Sabrepoof**  
Europa Universalis IV  
Ruling as King of Castile in 1444

**biGGalo**  
Tabletop Simulator  
Playing GRID (2/4)

**SaxopWn**  
Path of Exile

Reanuda el último juego

The screenshot shows the Steam Library interface. At the top, there are navigation tabs for STORE, LIBRARY, COMMUNITY, and CONSOLE. The LIBRARY tab is active. On the left, there is a sidebar with 'LIBRARY HOME', a search bar, and a list of games categorized by 'FAVORITES', 'RPG GAMES', 'GAMES TO PLAY WITH RICKY', 'GAMES I'VE FINISHED', 'SINGLE-PLAYER GAMES', 'PUZZLE GAMES', and 'CLASSICS'. The main area is divided into 'RECENT GAMES' and 'YOUR GAME UPDATES'. 'RECENT GAMES' features a large 'WARFRAME' card with a 'NEW UPDATE' badge and a play button, and smaller cards for 'PATH OF EXILE' and 'HALO 4'. 'YOUR GAME UPDATES' shows updates for 'Don't Starve Together', 'Dota 2', and 'Counter-strike: Global Offensive'. Below these is 'YOUR COMPLETE COLLECTION', which displays a grid of game covers including 'LIFE IS STRANGE 2', 'ASTRONEER', 'Fallout 4', 'DISHONORED', 'Return of the Obra Dinn', 'RUST', 'MIRRORS EDGE CATALAN', 'CALL OF DUTY BLACK OPS III', 'Fallout NEW VEGAS', 'DOOM', and 'VAMPIR'. On the right, there is a 'FRIENDS ACTIVITY' section showing '12 in-game friends not shown' and a list of friends playing 'PLAYER UNKNOWN'S BATTLEGROUNDS'. Annotations with blue lines point to the 'WARFRAME' card, the 'FRIENDS ACTIVITY' section, the 'OTHER GAMES' section, and the 'YOUR COMPLETE COLLECTION' grid.

Únete a tus amigos que ya juegan

Novedades en los juegos que juegas

Tu biblioteca completa

LIBRARY HOME

SEARCH [ ] ADVANCED

GAMES ▾

— FAVORITES (6)

- ARK: Survival Evolved - 74%, 2.3MB/s
- Warframe
- Sid Meier's Civilization@ VI NEW
- Counter-Strike: Global Offensive
- Don't Starve Together
- Slay the Spire

+ RPG GAMES (12)

+ 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

**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

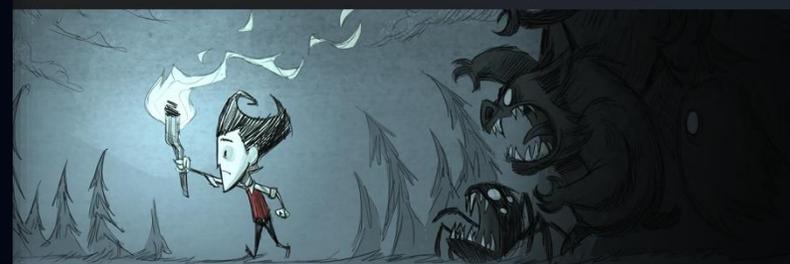
[View more in the store](#)

[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

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...

6 more friends own this game

[View all friends who play](#)

## DLC

**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 more in the store](#)

[Manage my 3 DLC](#)

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

## TRADING CARDS

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

4/6



# SLAY THE SPIRE

**PLAY** LAST PLAYED Mar 16 PLAYTIME 52 hours

has been updated - Winona Character Update

## 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

## TRADING CARDS

Viewed 64

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

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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

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

Store Page

Community Hub

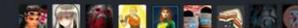
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- DanielJ - Counter-Strike: Global Offensive Competitive - Inferno [ 13 : 12 ]

## 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

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



Novedades desde la última vez que jugaste

Resumen de tu juego

Amigos en juego

Contenido adquirido

No olvides dejar una reseña

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

FILTROS AVANZADOS

TYPE Any FEATURE Controller Supported STATE Any

Save as Collection

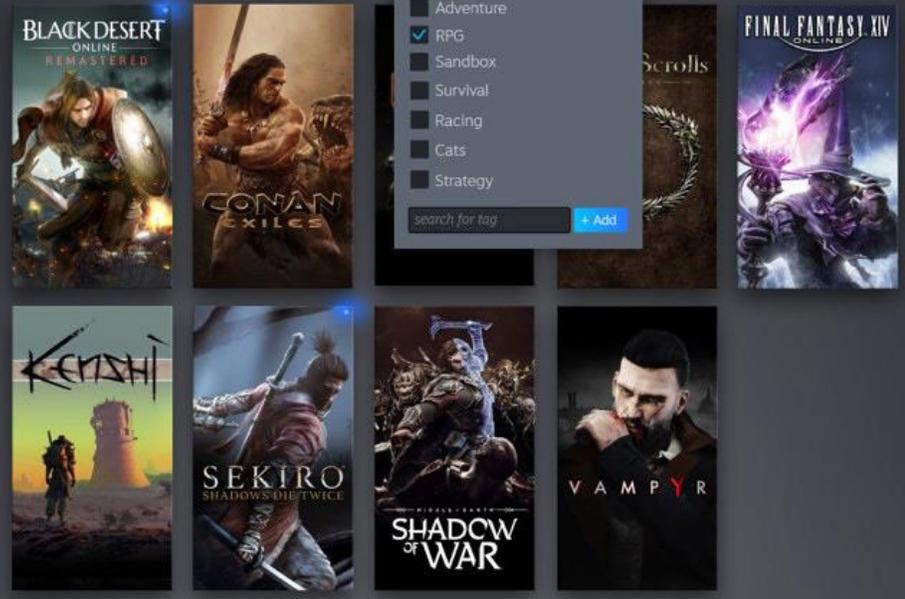
FILTERED RESULTS (9)

TAGS

YOUR TAGS:

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

search for tag + Add





# Biblioteca: ¿cuándo?

Beta abierta este verano



**Actualizaciones recientes**



## Solicitud del desarrollador:

Tener más control sobre dónde y cómo les aparece mi juego a potenciales clientes en Steam.

# Marketing: Super Fun Game

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

## Visits and impressions for your app

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

**SOURCE**

All Traffic

**SELECT A RANGE**

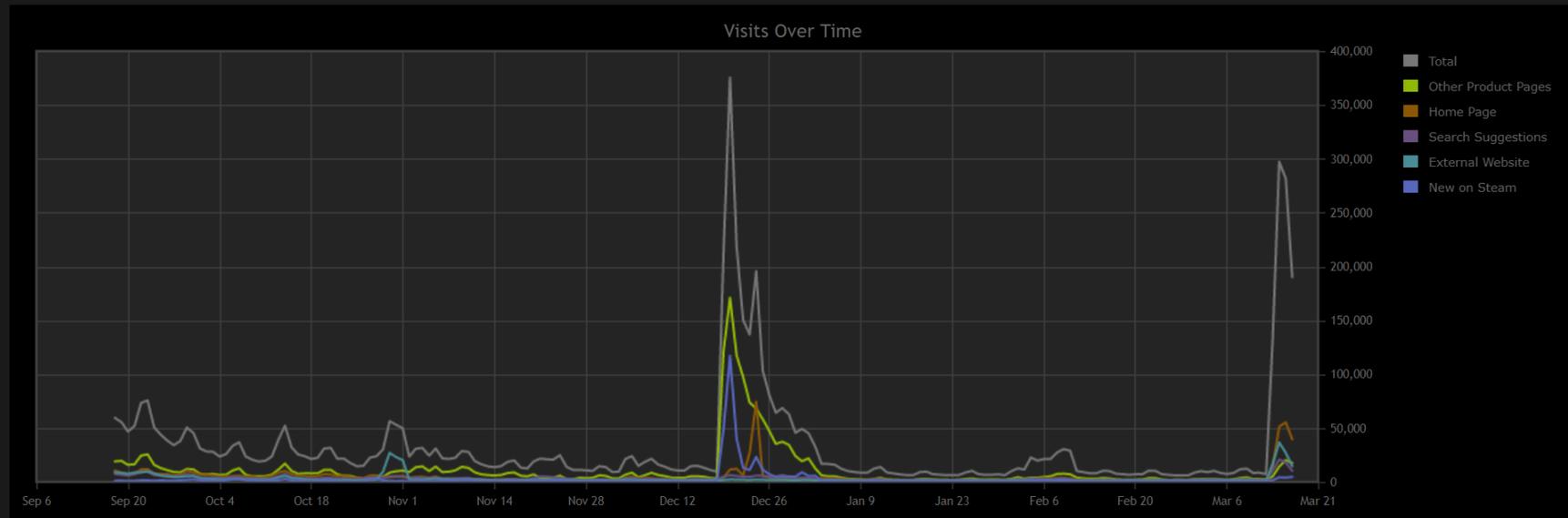
Six Months 09/18/2018 03/17/2019

Go

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



## **Solicitud del desarrollador:**

Querer que mis fans se enteren de cuándo voy a publicar mi próximo juego.

# Páginas de inicio de desarrolladores

The screenshot shows the Steam profile for Klei Games. At the top, there's a banner with the Klei logo (an orange square with a white 'K' and 'klei' below it) and a collage of game characters. To the right of the logo, it says 'Klei' and lists social media stats: 56,500 Facebook, 21,150 Twitch, 67,787 YouTube, and 98,669 Steam followers. There's also a 'Following' button and '49,419 FOLLOWERS'. A 'WISHLIST (176)' button is in the top right. Below the banner is a navigation menu with 'FEATURED' (selected), 'LISTS', 'BROWSE', 'ABOUT', and 'ADMIN'. A 'Beta!' badge is visible on the right. The main content area is titled 'TOP SELLERS' and features a carousel for 'Don't Starve Together: Winona'. The featured item includes a character update announcement: 'CHARACTER UPDATE NOW AVAILABLE Apr 21, 2016' and a quote: '"Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve."' Below the carousel are navigation dots and a right arrow. At the bottom, there's a filter section with 'TOP SELLERS', 'NEW RELEASES', 'UPCOMING RELEASES', and 'DISCOUNTS'. The 'NEW RELEASES' filter is active. A table lists games with columns for 'TYPE', 'COUNT', 'GAME COVER', 'TITLE', 'RELEASE DATE', and 'PLATFORMS'.

TYPE	COUNT	GAME COVER	TITLE	RELEASE DATE	PLATFORMS
All	21				
DLC	12				
Game	8				
Demo	1				
FILTER TO					
All	21				
Active	0				

GAME COVER	TITLE	RELEASE DATE	PLATFORMS
	MARK OF THE NINJA: REMASTERED	Oct 9, 2018	Windows, macOS, Linux
	OXYGEN NOT INCLUDED	May 18, 2017	Windows, macOS, Linux
	DON'T STARVE TOGETHER	Apr 21, 2016	Windows, macOS, Linux

# Páginas de inicio de desarrolladores

- Crea tu base de fans.
- Muestra todos tus juegos.
- Steam les notificará por correo electrónico a tus fans cuando publiques tu próximo juego.

The screenshot shows the Steam profile for Klei Entertainment. 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). A 'Following' button and '49,419 FOLLOWERS' are also visible. The banner features various game characters and a 'Beta!' badge. Below the banner is a navigation menu with 'FEATURED' (selected), 'LISTS', 'BROWSE', 'ABOUT', and 'ADMIN'. A 'WISHLIST (176)' button is in the top right.

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 dated 'Apr 21, 2016'. Below the card is a quote: "Don't Starve Together is the standalone multiplayer expansion of the uncompromising survival game Don't Starve." To the right of the carousel is a right-pointing arrow.

Below the carousel is a navigation bar with 'TOP SELLERS' (selected), 'NEW RELEASES', 'UPCOMING RELEASES', and 'DISCOUNTS'. The 'NEW RELEASES' section is active, showing a list of games with filters on the left.

TYPE				
All	21		<b>MARK OF THE NINJA: REMASTERED</b> 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	🖥️ 🍏 📱
DLC	12			
Game	8			
Demo	1		<b>OXYGEN NOT INCLUDED</b> 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	🖥️ 🍏 📱
FILTER TO				
All	21			

At the bottom, the 'DON'T STARVE TOGETHER' card is partially visible, dated 'Apr 21, 2016'.



# 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."





# Solicitud del desarrollador:

Poder mostrarle a potenciales jugadores  
cómo es jugar a mi juego.

# Retransmisión en tu página de la tienda

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' is shown with a balance of \$16.26 and 90 items in their inventory. The page features a navigation bar with 'Your Store', 'Games', 'Software', 'Hardware', and 'News' tabs, along with a search bar. The main content area is titled 'Brawlhalla' and includes a 'Community Hub' button. A prominent 'LIVE' badge is next to the headline 'Official Brawlhalla Esports: Over \$500,000 Awarded'. Below this is a video player showing a 'Re-Broadcast' of a match. The video frame displays a futuristic cityscape with characters 'CAK' and 'BLE' in action. A '351 Viewers' indicator is present below the video. To the right of the video are links for 'Change broadcast settings' and 'View broadcast page'. Below the video player, there are two smaller images: one showing a match in progress on a stone platform with a castle in the background, and another showing the Brawlhalla logo and a character. At the bottom right, there is a text description of the game and review statistics: '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

351 Viewers

Change broadcast settings | View broadcast page

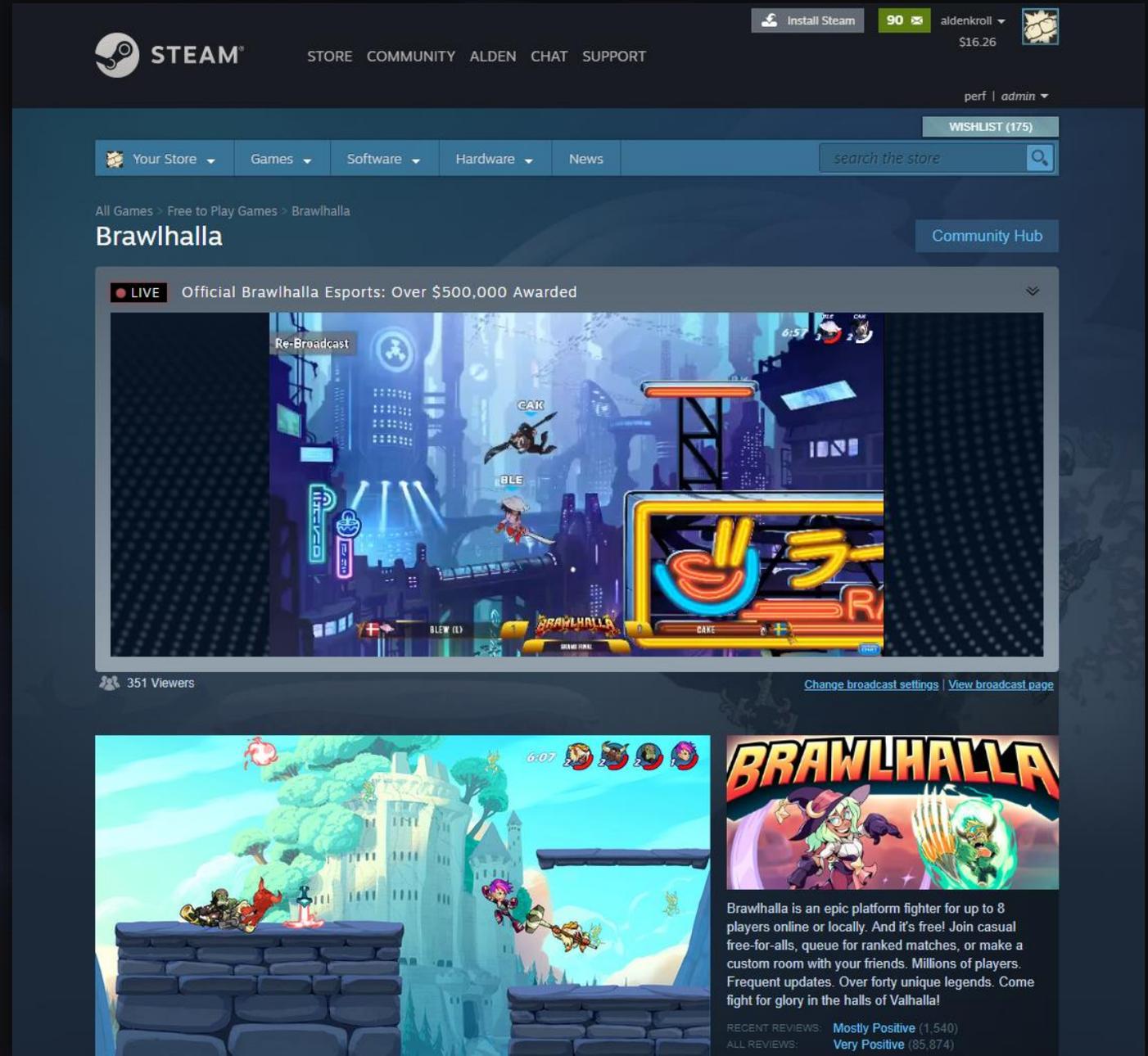
BRAWLHALLA

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)

# Retransmisión en tu página de la tienda

- Ayuda a jugadores potenciales a tomar decisiones conscientes sobre las compras.
- Haz retransmisiones propias o de otras personas.



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 notifications is shown in the top right. Below the navigation bar, there are dropdown menus for 'Your Store', 'Games', 'Software', 'Hardware', and 'News', along with a search bar. The main content area features a 'Community Hub' button and a 'WISHLIST (175)' button. A prominent 'LIVE' badge is next to the title 'Official Brawlhalla Esports: Over \$500,000 Awarded'. The central video player shows a 'Re-Broadcast' of a match in progress, with player names 'CAK' and 'BLE' visible. Below the video, it indicates '351 Viewers' and provides links for 'Change broadcast settings' and 'View broadcast page'. At the bottom, there are two preview images: one showing a match in progress on a stone platform, and another showing the Brawlhalla logo and a character. To the right of the second image, there is a short description of the game: 'Brawlhalla is an epic platform fighter for up to 8 players online or locally. And it's free! Join casual free-for-all, queue for ranked matches, or make a custom room with your friends. Millions of players. Frequent updates. Over forty unique legends. Come fight for glory in the halls of Valhalla!'. Below this, review statistics are shown: 'RECENT REVIEWS: Mostly Positive (1,540)' and 'ALL REVIEWS: Very Positive (85,874)'.



# Solicitud del desarrollador:

Limitar el impacto del bombardeo de reseñas fuera de contexto.

# Actualización de las reseñas de usuarios



# Actualización de las reseñas de usuarios

- Limitar el impacto del bombardeo de reseñas fuera de contexto.
- Nuevo: botón “Solicitud de ayuda”.
- ¡Claro!, los desarrolladores pueden pedirnos ayuda en cualquier momento.



LIBRARY HOME

SEARCH & FILTER

Games

Favorites (4)

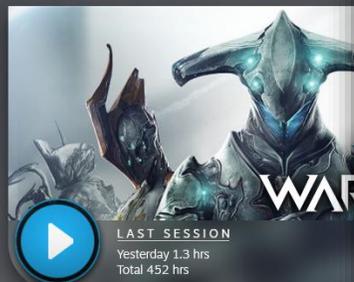
- ARK: Survival Evolved - 74%, 2.3MB/s
- Tom Clancy's Rainbow Six Siege
- Sid Meier's Civilization® VI **NEW**
- Counter-Strike: Global Offensive

RPG Games (12)

- Games to play with Ricky (2)
- Games I've finished (4)
- Single-Player Games (6)
- Puzzle Games (9)
- Classics (3)
- Oddworld: Abe's Oddysee®
- Ultimate Doom
- The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



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.

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





**Crea tu próximo juego usando la  
infraestructura de Valve**

# Valve invierte en la experiencia de sus jugadores

La red de Valve está conectada con más de 2500 redes en todo el mundo.

Fiabilidad, sin importar lo que pase en internet.

Consulta el promedio de velocidad de descarga de tu ISP; muy importante para los jugadores.

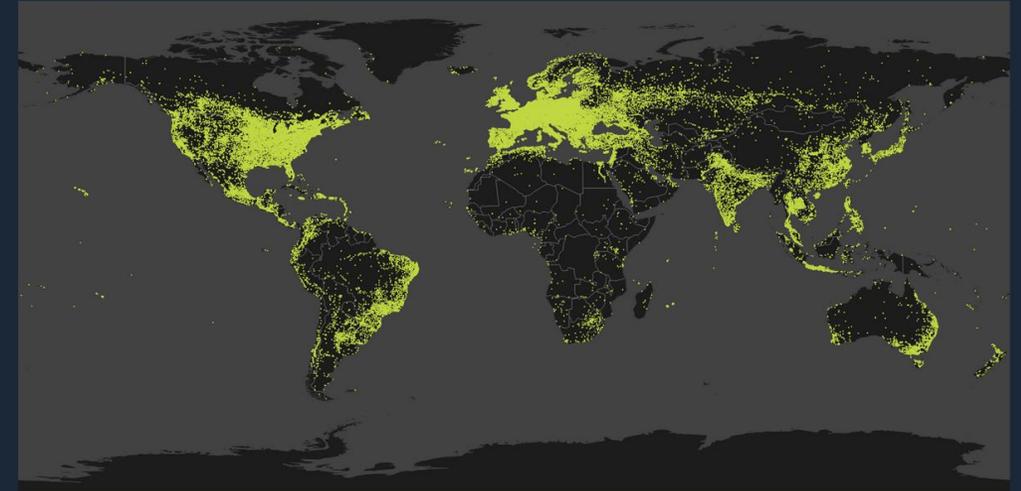
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

## STEAM DOWNLOAD STATS

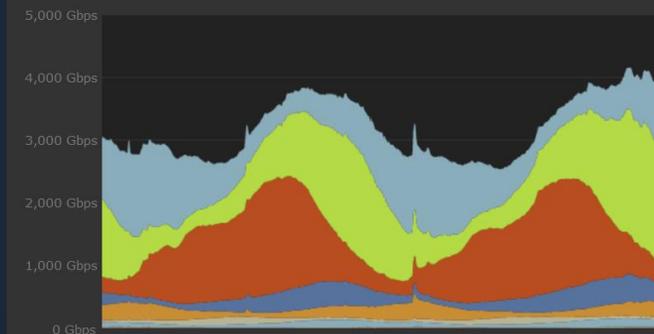
Steam Global Traffic Map (most recent 7 days)

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:	<b>3.6 Tbps</b>	<b>4.2 Tbps</b>
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

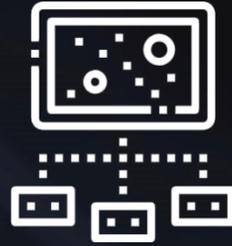
Steam Support Stats

# Envío de contenidos de Steam en 2018

El año pasado...

- Contenido entregado de 13 Exabytes, (13 000 000 000 000 000 000 bytes) 😊.
- Desarrolladores en Steam publicaron 11 000 millones de actualizaciones para los jugadores.





# Funcionamiento de un juego en línea

# Proporcionar una experiencia de calidad

Creaste un juego divertido en el que los jugadores quieren invertir...

- La conexión debe mantenerse el tiempo que dura una partida (por lo menos 45 minutos).
- Los jugadores necesitan tiempo de ping en servidores dedicados.
  - DOTA: 60-100 milisegundos.
  - CS:GO: 30-60 milisegundos.

# Calidad del emparejamiento

Objetivos en conflicto: resolver algo basado solo en la calidad de la experiencia puede dividir la base de jugadores.

Tienes una audiencia de 1000 jugadores que quieren jugar tu juego. ¿Qué prefieres tener?

- 10 grupos de 100 jugadores.
- 1 grupo de 1000 jugadores.

Cubrir el globo terráqueo con la menor cantidad de clúster de servidores de juegos sin degradar la calidad.

# Protección contra DDoS

- Jugadores y servidores de juegos son vulnerables a ataques.
- Escenarios comunes:
  - Usuario malintencionado pierde una partida, realiza un ataque contra un servidor dedicado para evitar el impacto en su valoración.
  - Ese tipo de vándalo tiene como objetivo cosas importantes (*streamers* y torneos).

# Red de Valve: creada para jugar en línea

Valve creó su propia red de juego privada:

- 30 puntos de presencia.
- 125 relés.
- Conexión global central.

Los jugadores se desplazan de su ISP al relé más cercano.



# Red de Valve

Es la misma red que envía contenido de Steam:

- La prioridad es el tráfico de juego sensible a la latencia.
- Protección de la IP del jugador y del servidor.

Esta red está creada para jugadores y desarrolladores, y es considerablemente mejor que la internet abierta.

¿Por qué debería importarte?



# Integración de la red API de Steamworks

Ya disponible para su uso de forma gratuita.

Funciona con las versiones de Steam y no de Steam de tu juego.

Integración en el código del juego, no necesitas operar una red.

# ¿Qué hace realmente la red API de Steamworks?

Calidad de la experiencia y del emparejamiento:

- Mejora la latencia entre clientes de juego (P2P) o entre clientes y servidores.
- Dirige el tráfico a la red de Valve en lugar de la internet abierta.
- Reduce el tamaño de tu base de jugadores.



# ¿Qué hace realmente la red API de Steamworks?

Otorga protección ante ataques DDoS:

- Oculta las direcciones IP.
- Capacidad de redireccionar el tráfico en caso de ataques.



# ¿Cómo puedo obtenerla?

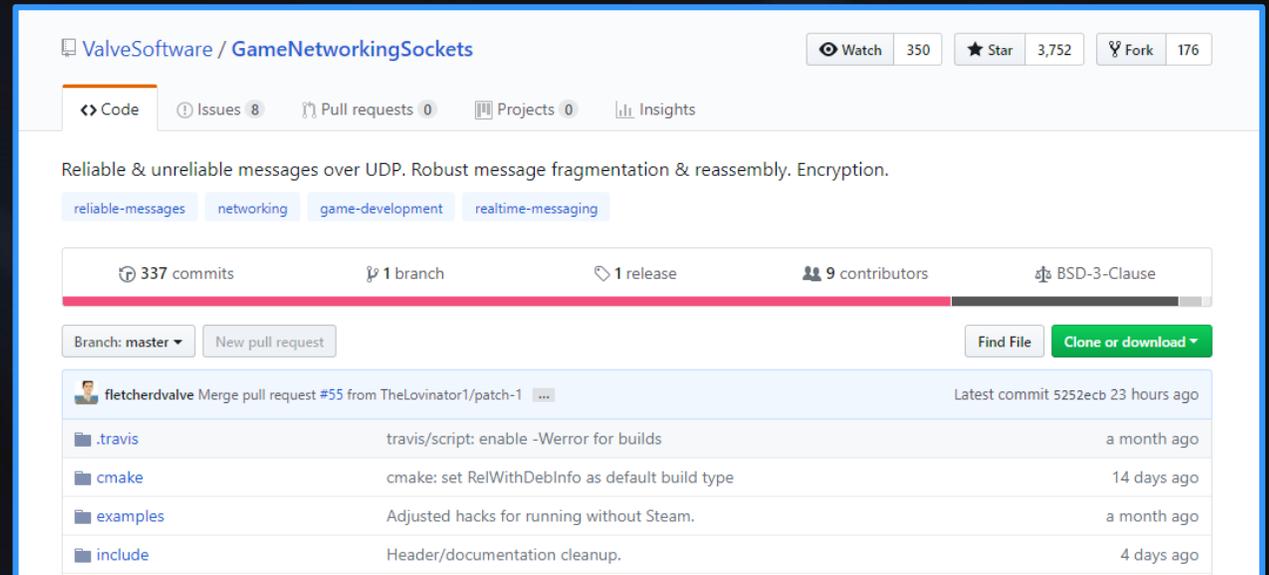
Disponible para las versiones de Steam y no de Steam de tu juego.

Steam:

Steamworks SDK

No de 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 details show changes to .travis, cmake, examples, and include files.

File	Commit Message	Time
.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

# Mi juego es pequeño, ¿por qué debería importarme?

- Es difícil saber lo que ocurrirá después del lanzamiento.
- Implementar una red privada para mayor eficiencia, el tráfico de juegos protegido ante DDoS es costoso y requiere de un equipo.
- Confía en la red API de Steam y evita inconvenientes.

# Si el juego no es multijugador, ¿por qué debería importarme?

- Probablemente ahora no debas preocuparte por el tráfico de tu juego, ipero tenlo en mente para el futuro!
- Cuenta con nosotros para mantenerte conectado con tus jugadores sin importar lo que pase en internet.



Función de Steamworks gratuita, disponible para usarla con las versiones de Steam y no de Steam de tu juego.

Agradecimiento especial a Stunlock, Klei y Ronimo

Para obtener más información haz clic aquí:

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



# **Mercados emergentes**

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¿Qué considera Valve como mercado emergente?

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- Mercado emergente en el sentido tradicional de una economía en crecimiento.

# Mercados emergentes

## ¿Qué considera Valve como mercado emergente?

- Mercado emergente en el sentido tradicional de una economía en crecimiento.
- Un mercado del que pensamos que tiene potencial para crecer mucho más para Steam.

# Mercados emergentes

Es nuestro trabajo hacer que *todos* tus juegos lleguen a los jugadores.

# Desafíos en los mercados emergentes

- Menos volumen de tráfico para las redes.
- Ingreso basado en el coste operativo.
- Atención al cliente de manera local.
- Métodos de pago costosos, especialmente dinero en efectivo.

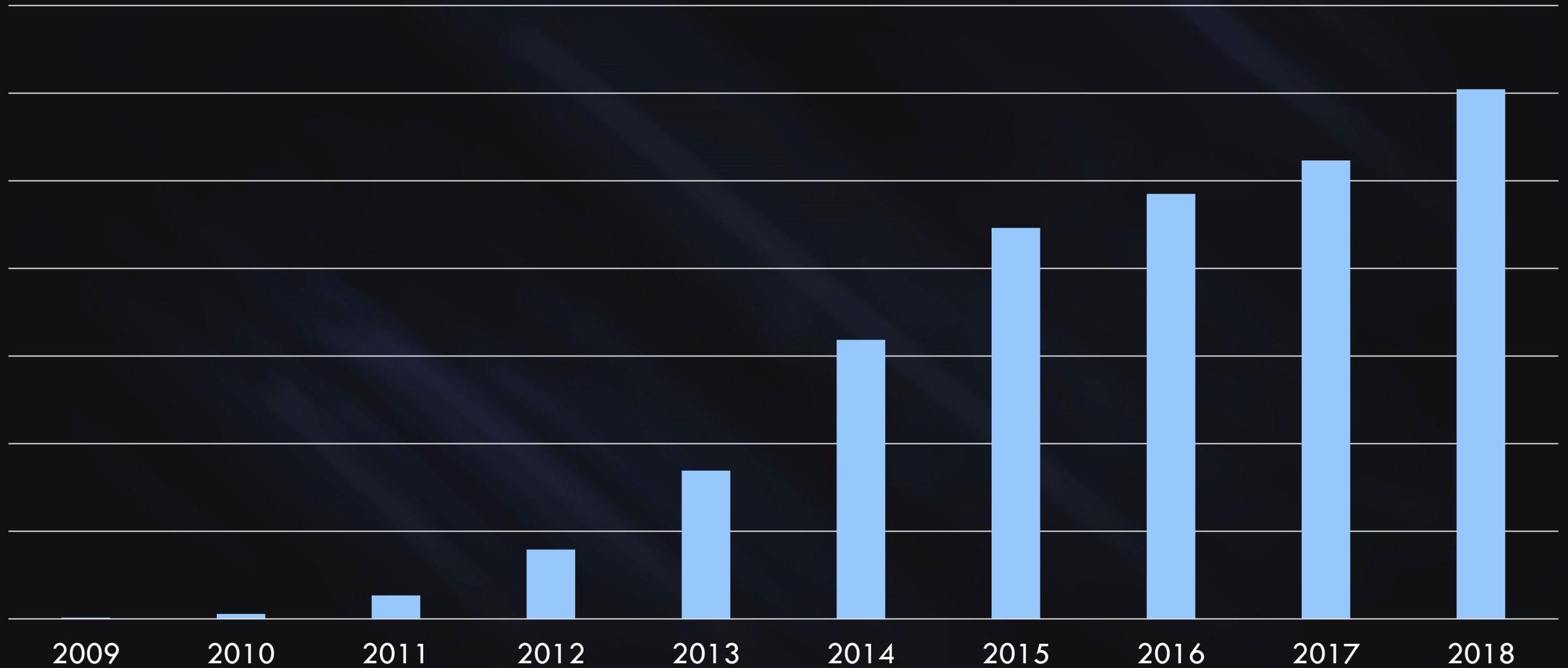
# Inversión temprana

- Ejemplo: Juegos de PC hace 10 años en Rusia.

# Inversión temprana

- Ejemplo: Juegos de PC hace 10 años en Rusia.
- Elementos importantes:
  - Precio.
  - Conveniencia.
  - Idiomas.
  - Fechas y días de lanzamiento.
  - Asistencia para desarrolladores locales.
  - Conexión rápida.
  - Función de paridad.
  - Comunidad.

# Compradores en Rusia



# La experiencia acaba con la percepción

Métodos de pago que pensábamos eran los preferidos de la gente:

**VISA**



mastercard.

**AMERICAN  
EXPRESS**

 **PayPal**

**Paysafe:**

# Observación: Japón





# Tarjetas Steam

- Excelente para atraer nuevos clientes.



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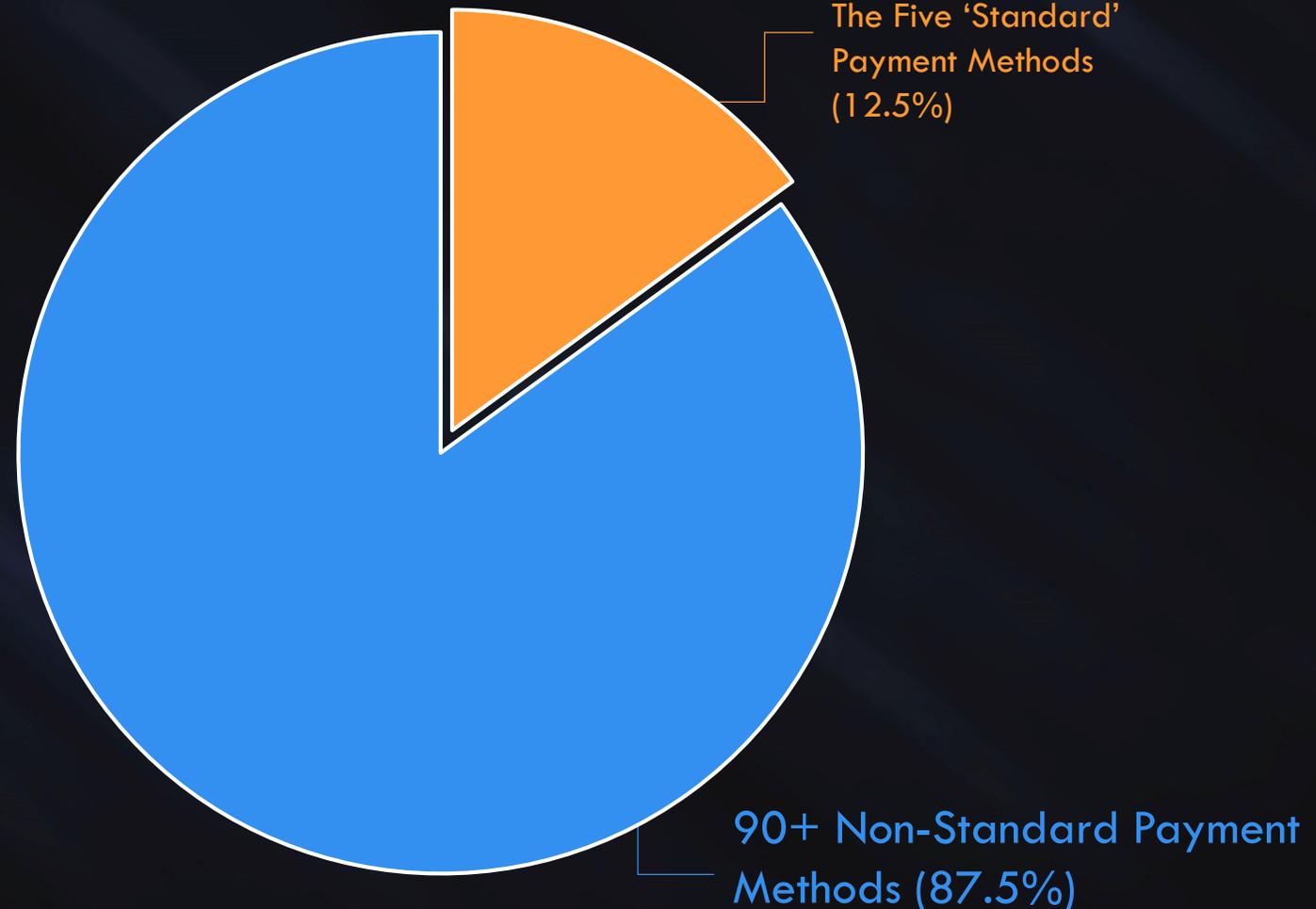
# Tarjetas Steam

- Excelente para atraer nuevos clientes.
- Ya disponibles en más de 50 países.
- Costo promedio de producción entre 10 % y 15 %.
- 100 % cubierto por Valve.



# Más de 100 métodos de pago

Steam Transaction Volumes (in Asia) - 2018



# Cibercafés



# Cibercafés

- No se necesita integración adicional.



# Cibercafés

- No se necesita integración adicional.

## Store Presence

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



# Cibercafés

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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



# Asistencia a nivel mundial



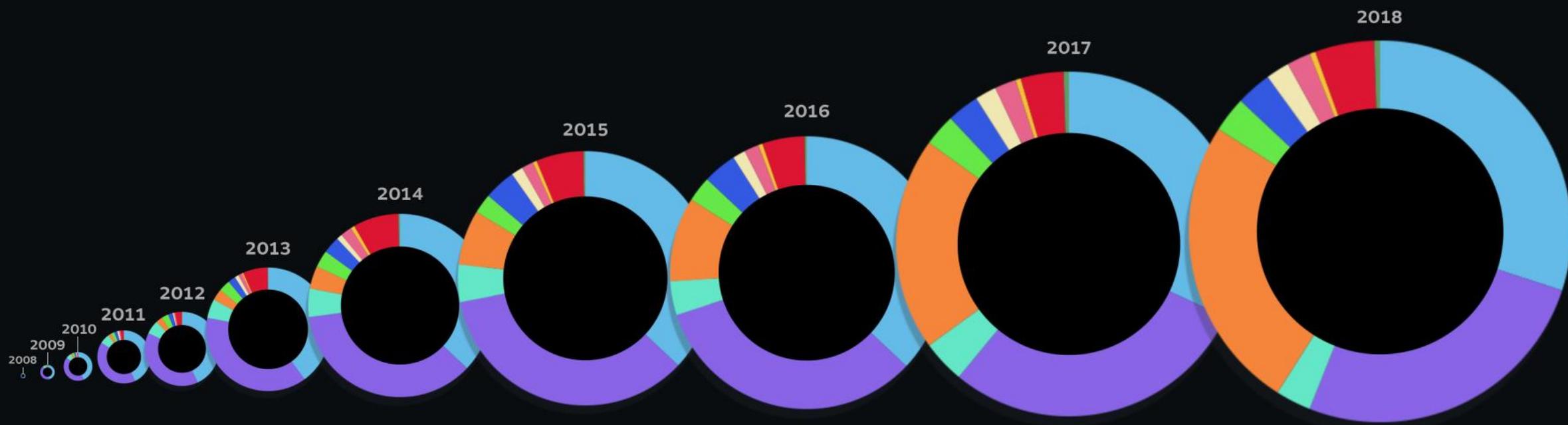
- Asistencia en **21** idiomas
- Más de **1000** agentes de asistencia
- Problemas resueltos en **pocas horas**

# Jugadores satisfechos en todas partes

- Hacer que Steam sea fácil y conveniente.
- Misma calidad de experiencia en todo el mundo.

# Llegar a nuevos clientes

## Ingresos regionales de Steam



NORTEAMÉRICA

EUROPA OCCIDENTAL

OCEANÍA

ASIA

AMÉRICA LATINA

EUROPA ORIENTAL

ORIENTE MEDIO

ÁFRICA

RUSIA/CEI/UCRANIA

SUDESTE ASIÁTICO

ASIA DEL SUR



# ¡Gracias por asistir!

Esperamos que esta información haya sido útil para la planificación de tus juegos.

Nos encanta Steam, y queremos ser una fuerza multiplicadora en todo el trabajo que haces por tu juego y tu comunidad.

¿Dudas o comentarios? ¡Habla con nosotros!



- ¿Quieres ayudarnos a crear más herramientas como estas?
- ¿Tienes una gran idea sobre cómo mejorar Steam para jugadores y desarrolladores?
- ¡Trabaja con nosotros!
- [www.valvesoftware.com/jobs](http://www.valvesoftware.com/jobs)



- ¿Necesitas opiniones de promoción sobre tu próximo lanzamiento?
- ¿Necesitas ayuda con la integración técnica?
- Contacta con nuestro equipo:
- [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