

GDC +  STEAM® + 



優秀平台的要素？

# 我們對 Steam 的願景

## 1 為玩家和開發者創造價值

- 我們希望玩家體驗到的是一款遊戲能呈現的最佳版本，周圍搭配著最豐富的服務、工具和功能
- 我們希望開發者可以無障礙地使用強大的工具，並自由地管理自己的遊戲

# 我們對 Steam 的願景

## 2 不斷重新投資，擴大潛在市場範圍

- 讓既有市場繼續壯大、更有效率
- 引入開發者難憑自身之力觸及的新市場

# 我們對 Steam 的願景

## 3 發明全新的方式讓開發者能令玩家開心

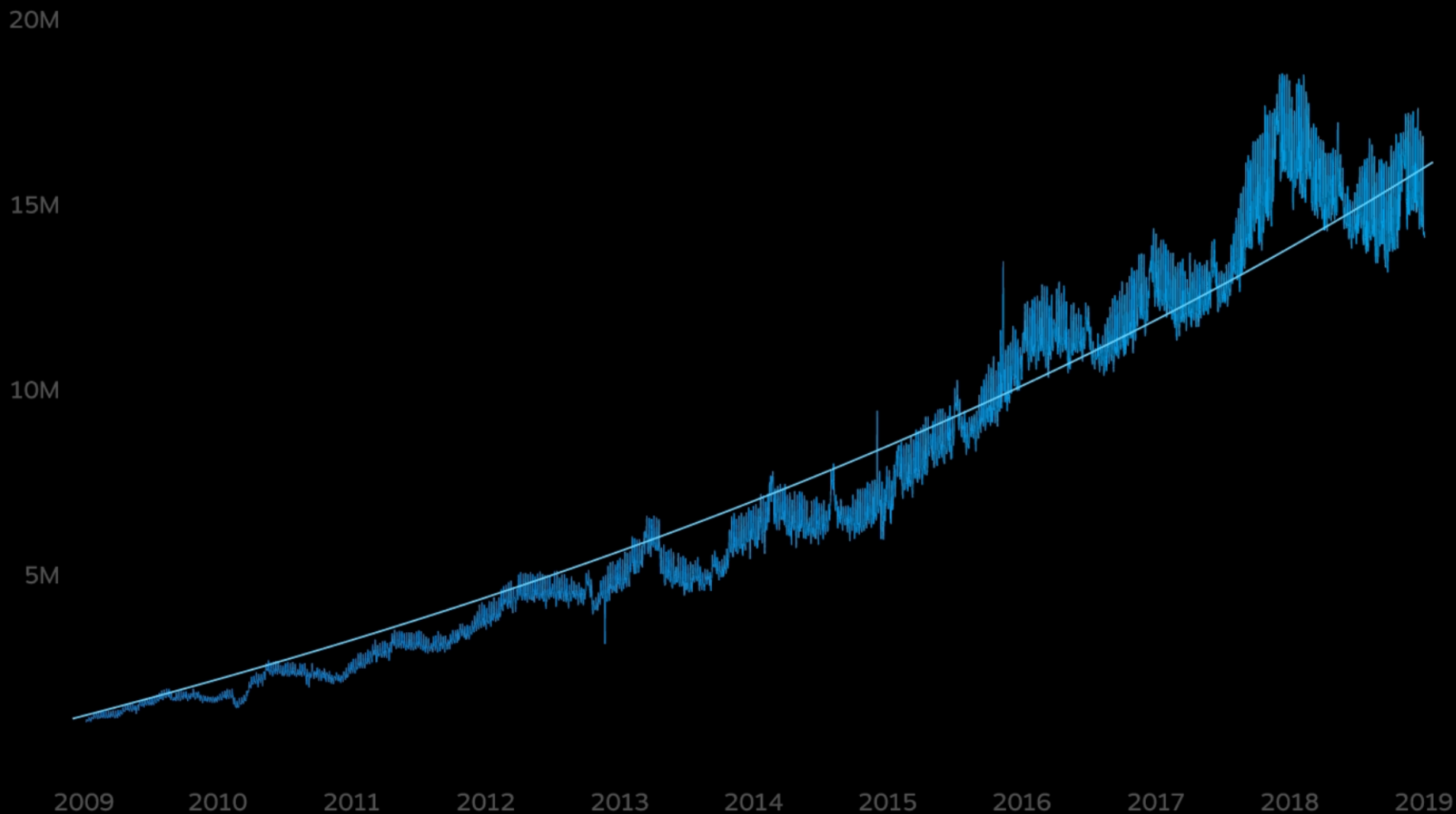
- 精簡化已存在的服務
- 從零開始製作全新的活動和工具

# 優秀平台的要素有什麼？

- 1 為玩家和開發者創造價值
- 2 不斷重新投資，為開發者擴大潛在市場範圍
- 3 發明全新的方式讓開發者能令玩家開心

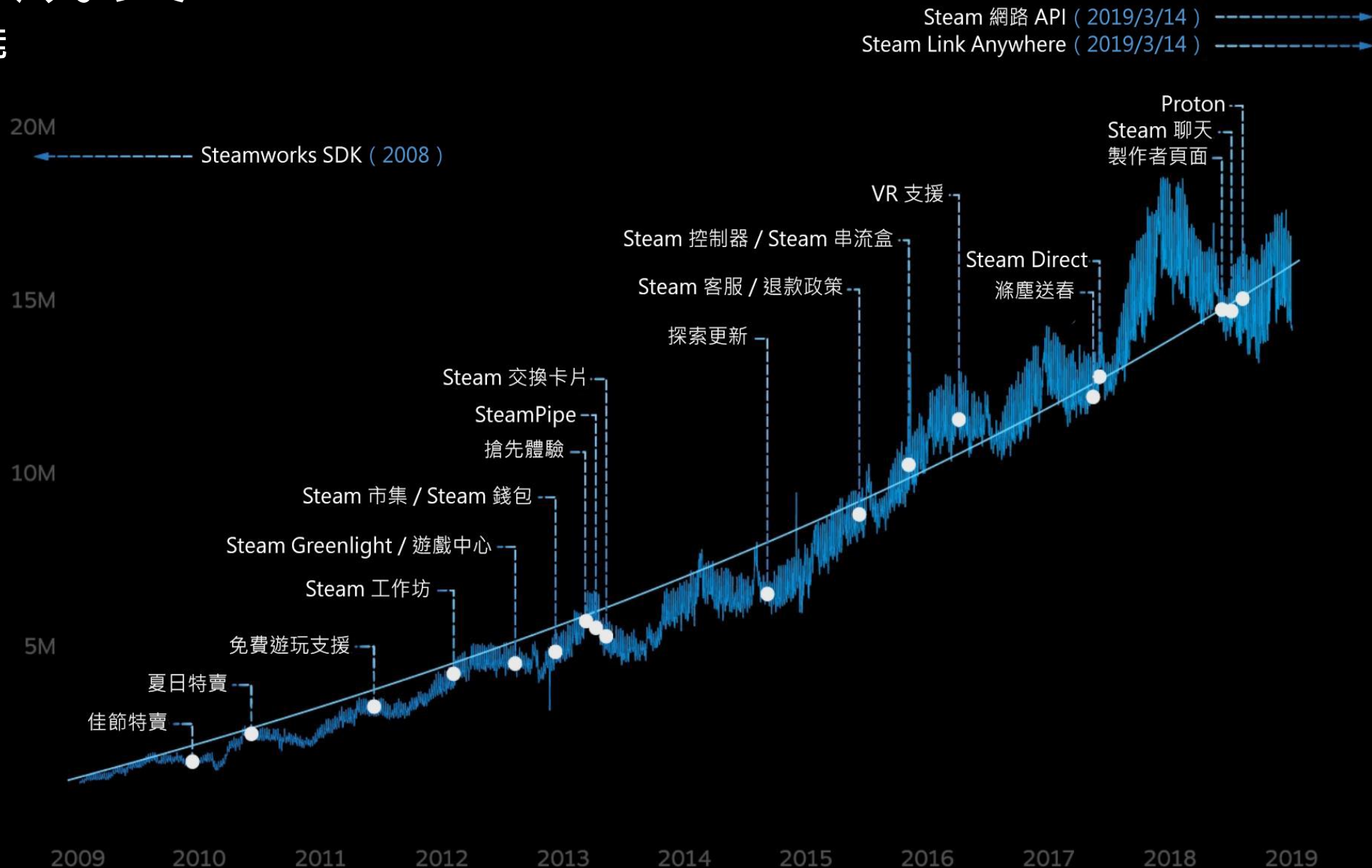
# 長期成長

Steam 的同時線上玩家



# 長期成長

## Steam 功能





# Steam Link Anywhere – 現推出測試版！



## 免費使用

Steam 串流應用程式為免費產品，可將您的 Steam 遊戲串流至手機、平板，或電視上，也無須下載或服務費。



## 支援控制器

Steam 串流應用程式可透過藍牙支援 Steam 控制器，以及其他常見的藍牙控制器、滑鼠，和鍵盤。

## 稍後還有更多主題...



Alden 正在設計有助於讓你與顧客的關係更緊密的新工具。



Kassidy 正在建立網路基礎架構，確保全球的 **Steam** 使用者能用最優良的網路連線至你的遊戲。



Ricky 致力於擴大新興市場，隨之放大 **Steam** 上的機會。




下一步？

# 第一部分 Steam 活動




# Steam 活動

 **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

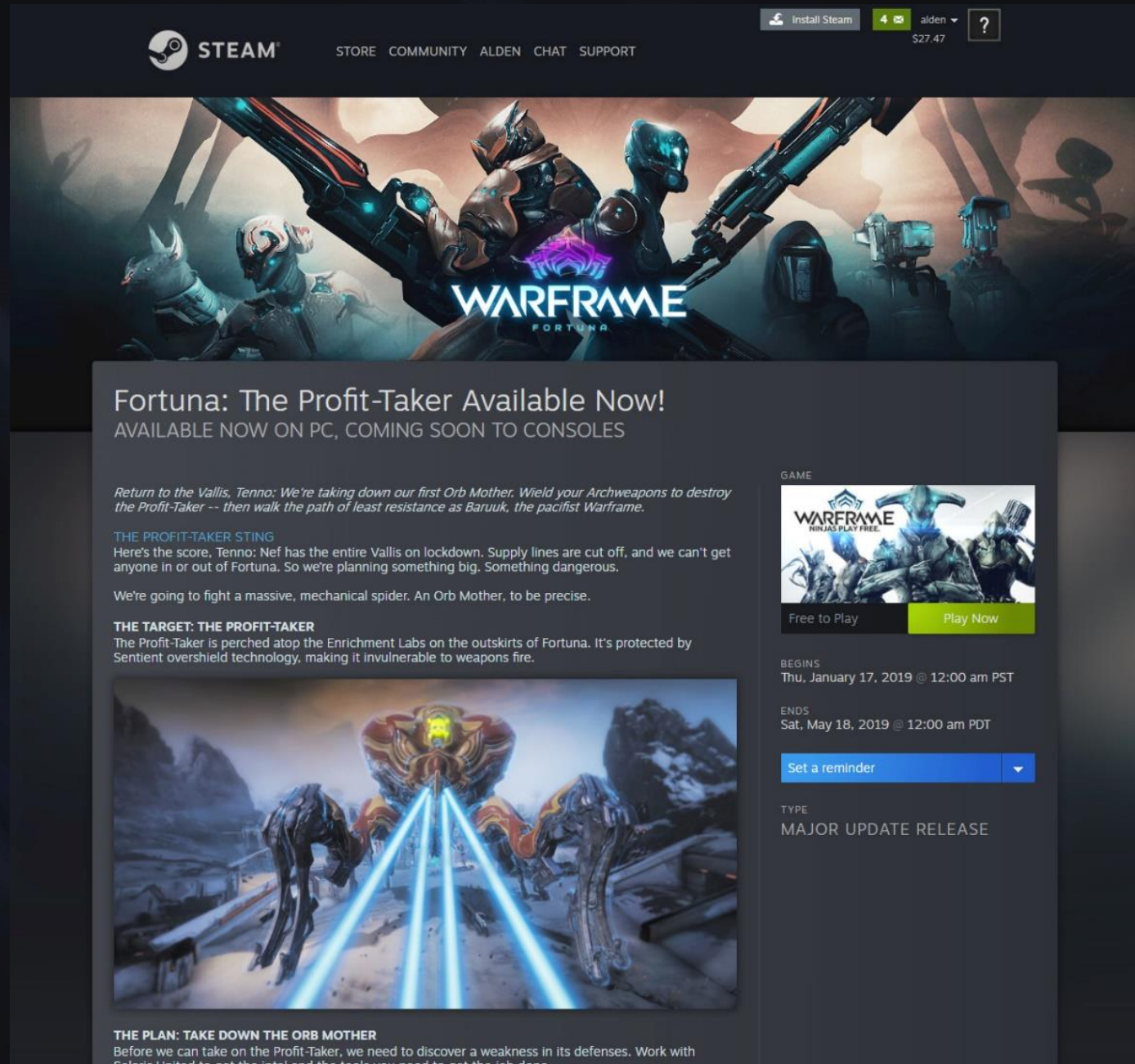
ENDS  
Sat, May 18, 2019 @ 12:00 am PDT

Set a reminder

TYPE  
MAJOR UPDATE RELEASE

# Steam 活動

- 所有的活動詳細資訊
- 明確的行動召喚
- 提醒功能



The screenshot shows the Steam website interface. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, CHAT, SUPPORT) are visible. A user profile for 'alden' with a balance of \$27.47 is shown in the top right. The main banner features Warframe characters and the text 'WARFRAME FORTUNA'. Below the banner, a large announcement reads 'Fortuna: The Profit-Taker Available Now! AVAILABLE NOW ON PC, COMING SOON TO CONSOLES'. The announcement includes a paragraph of lore, a section titled 'THE PROFIT-TAKER STING' with more lore, and a section titled 'THE TARGET: THE PROFIT-TAKER' with further details. A large image of the Profit-Taker boss is shown below the text. On the right side, there is a 'GAME' section with a Warframe game card that says 'WARFRAME NINJAS PLAY FREE' and 'Free to Play' and 'Play Now' buttons. Below the game card, 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 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

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 活動

- 展示於 Steam 各處
- 目前可立即參加的活動
- 為未來的活動設定提醒

The screenshot displays the Steam 'Activities' page. At the top, the navigation bar includes the Steam logo, 'STORE', 'COMMUNITY', 'ALDEN', 'ABOUT', and 'SUPPORT'. The user's account is shown as 'alden's account' with a balance of '\$10.43'. The main heading is '活動' (Activities) 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 labeled 'search by game or type'. The 'LIVE NOW' section features several active events: 'The Elder Scrolls Online COMMUNITY EVENT' (NOW THROUGH JAN 25TH), 'Dead by Daylight BROADCAST' (1,856 viewers), 'Endless Legend BROADCAST' (1,104 viewers), 'For Honor GAME UPDATE' (MARCHING FIRE), and 'Paladins TOURNAMENT' (HI-REZ EXPO HRX 2017, 902 viewers). Below this is a section for 'LATER TODAY' with 'UPCOMING' events, including 'Assassin's Creed Odyssey Weekly Challenge: Epic Mercenary' (STARTS IN 2 HOURS) and 'Warframe TennoGen Round 11' (STARTS TOMORROW @ 2PM). The page also includes a 'WEEKLY CHALLENGE' and 'GAME UPDATE' section with 'Set a reminder' and 'Ignore' buttons.

# Steam 活動

- 提供「為什麼非現在不可？」的關聯資訊
- 立即遊玩的理由
- 好友是否也正參與其中？



Hi Alden,

The following items on your wishlist are on sale:



BONUS WEEKEND HAPPENING NOW



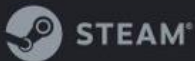
Get Double XP for Anniversary Week

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



# Steam 活動

- 獲知接下來的活動
- 偶爾或定期發送的電子郵件
- 針對你擁有並遊玩的遊戲




Hi Greg,


收藏庫中的遊戲即將展開的活動  
自 10 月 14 日起的一週

GAMES YOU FOLLOW


See all



**Endless Legend**  
**Inferno - Free Update Changes & Kapaku Faction**  
MAJOR UPDATE  
STARTS IN 2 DAYS  
Endless Legend Inferno is coming to Steam this Thursday, August 2nd! We're very proud to be collaborating with NGD Studios to bring a new life to a game that is so loved by our community.  
[Set a reminder](#)  
[Ignore](#)




**Warframe**  
**TennoGen Round 11**  
GAME UPDATE  
STARTS IN 4 DAYS  
It's so big, in fact, that Davro couldn't fit it all in one smuggling freighter without raising suspicion! As a result, TennoGen 11 will be delivered in three batches. TennoGen Round 11 Batch One will be available on October 20, including...  
[Set a reminder](#)  
[Ignore](#)



**Assassin's Creed Odyssey**  
**Weekly Challenge: Epic Mercenary**  
WEEKLY CHALLENGE  
STARTS IN 6 DAYS  
Mercenaries are ruthless and tough opponents. Participating in one of these Epic Mercenary contracts will task you with hunting down and killing (or recruiting) a mercenary within the weekly timed limits.  
[Set a reminder](#)  
[Ignore](#)

GAMES IN YOUR LIBRARY

See all

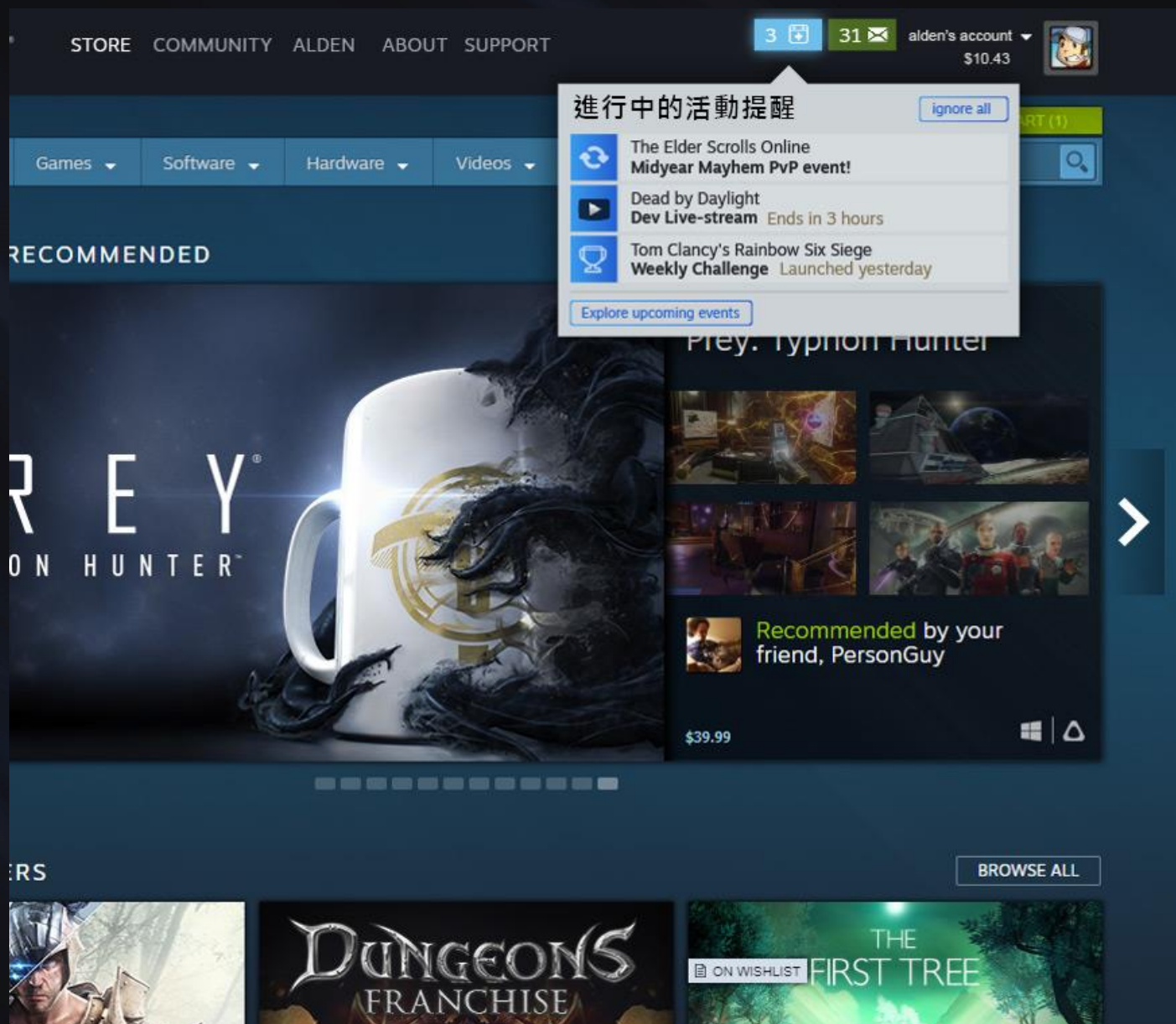


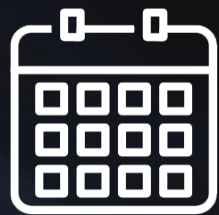
**Heroes & Generals**  
**Driving made fun – Play Update 1.12 now!**  
MAJOR UPDATE  
STARTS IN 3 DAYS  
Each and every vehicle in the game ranging from the large heavy tanks to the  
[Set a reminder](#)

# 通知

玩家可選擇提醒管道：

- 個人行事曆應用程式  
( iCal 、 Google 日曆等等 )
- Steam 用戶端
- 電子郵件
- 行動應用程式通知
- 簡訊





# 活動：推出時間？

將於未來幾個月推出公開測試

# 第二部分

## Steam 收藏庫





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

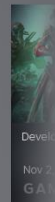
Don't Starve Together



Dota 2



Counter-strike: Global Offensive



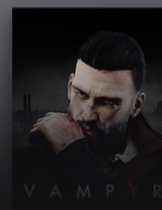
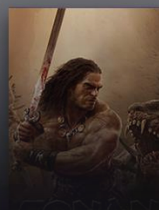
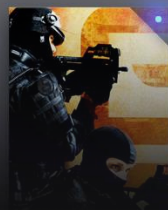
## YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾

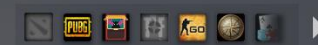
+ ADD A GAME

☐ INSTALLED ONLY

COVER SIZE



## FRIENDS ACTIVITY &gt;&gt;



12 in-game friends not shown

PLAYER UNKNOWN'S BATTLEG...

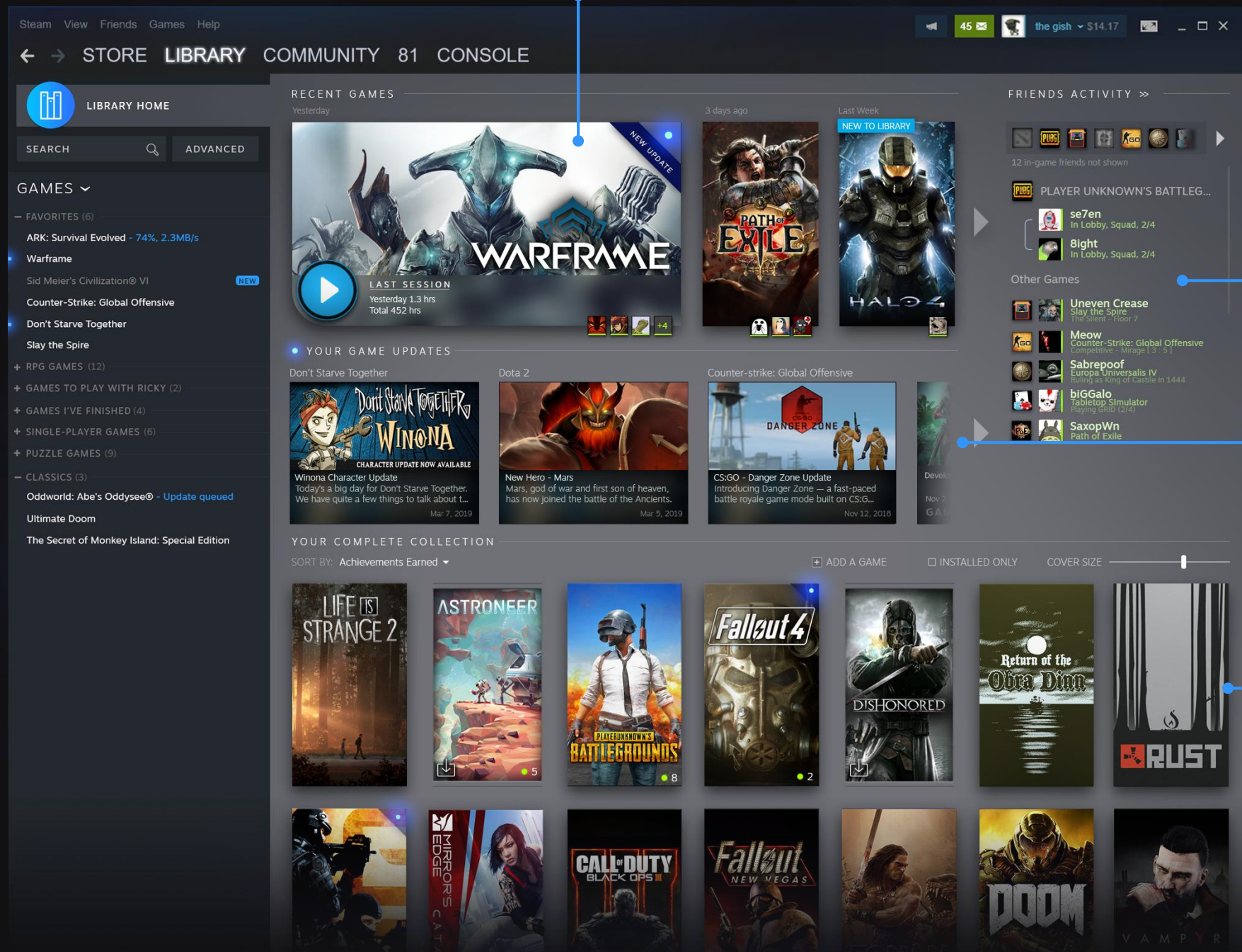
se7en  
In Lobby, Squad, 2/48ight  
In Lobby, Squad, 2/4

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



快速繼續上次的遊戲



加入正在遊戲的好友

你玩的遊戲有什麼新消息？

收藏庫所有內容



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

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

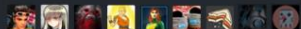
PLAYING NOW

- Phil** Wants to play Counter-Strike: Global Offensive
- DanielU** 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](#)



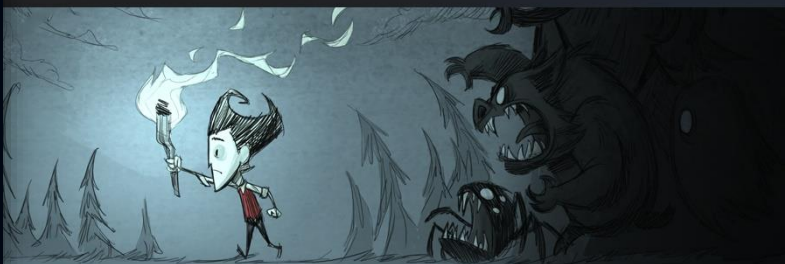
Added: Feb 9, 2019  
☒ Installed

[Manage my 1 DLC](#)

ACHIEVEMENTS ▾

10/167

**2,500 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**  
Happy day for Don't Starve Together. We have quite a few things to talk about Winona's character refresh, to some lore content, to a drastic increase in...

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

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

Added: Dec 9, 2019  
☒ Installed

[Manage my 3 DLC](#)

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](#)

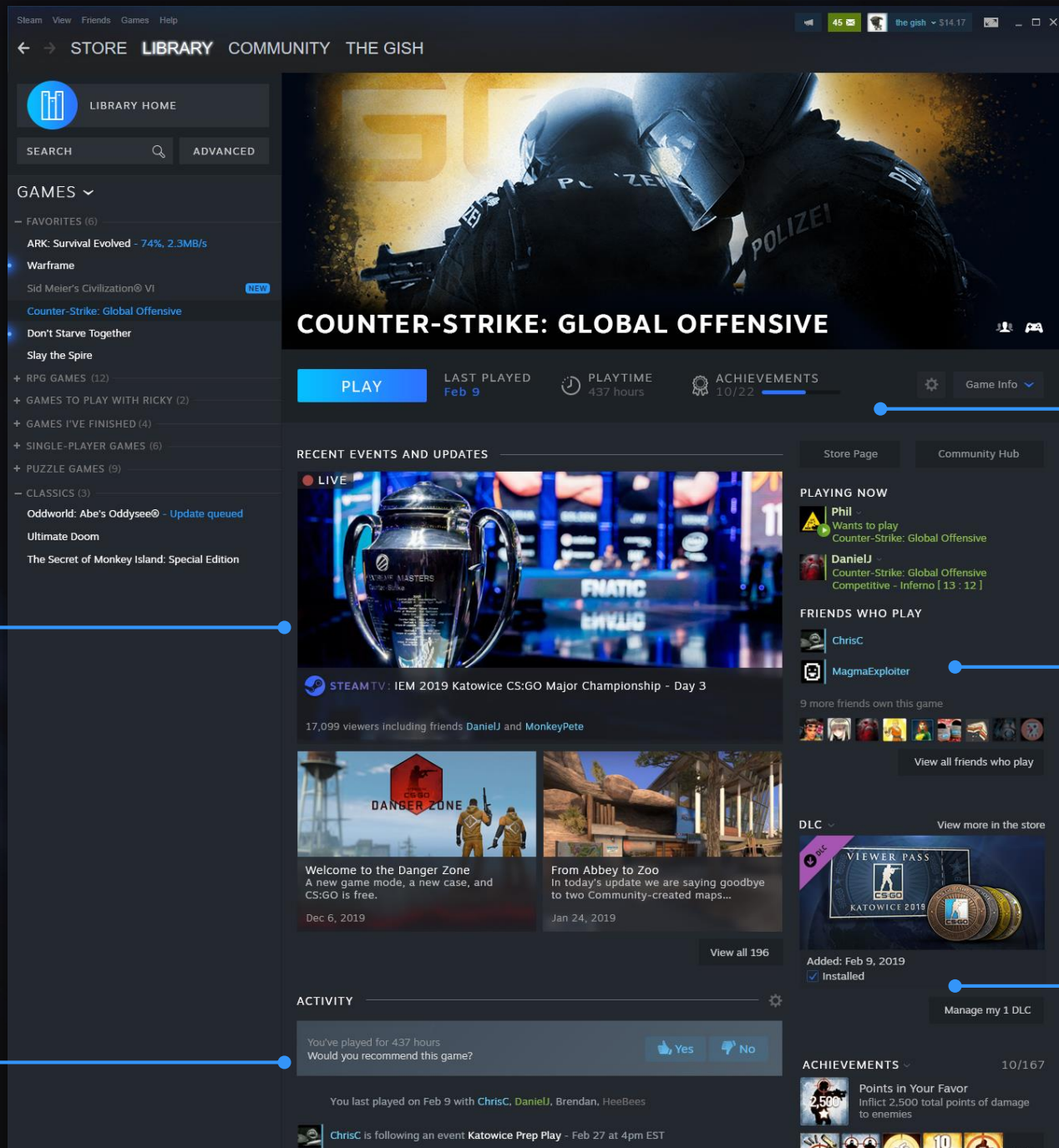
ACHIEVEMENTS ▾

5/43

**The Ghost**

TRADING CARDS ▾

6/9



你的遊戲摘要

遊戲中的好友？

已購買的內容

自上次遊玩以來  
有什麼新消息？

別忘了  
留篇評論





LIBRARY HOME

Search X

## 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

## 進階篩選條件

TYPE ▾  
AnyFEATURE ▾  
Controller SupportedSTATE ▾  
Any

TAGS ▾

## YOUR TAGS:

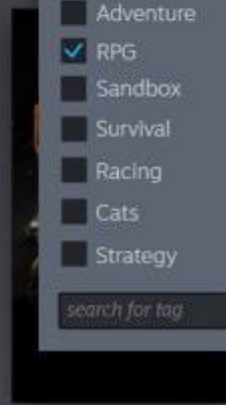
- ☒ Open World
- ☐ Adventure
- ☒ RPG
- ☐ Sandbox
- ☐ Survival
- ☐ Racing
- ☐ Cats
- ☐ Strategy

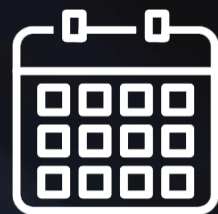
search for tag

+ Add

Save as Collection

## FILTERED RESULTS (9)





# 收藏庫：推出時間？

將於今夏推出公開測試



近期更新



## 開發者要求：

我希望能進一步控制我的遊戲在 Steam 上  
展示給潛在顧客的方式與時機。

# 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 (?)

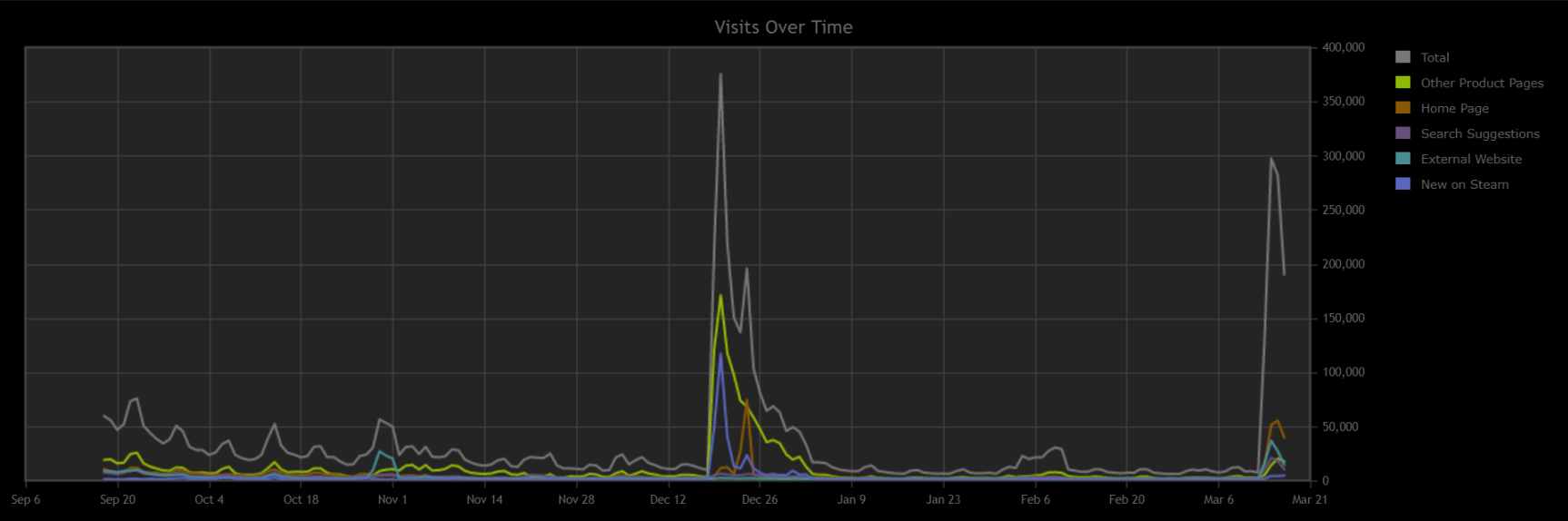
2.53%

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.




# 開發者要求：

我希望發行下一款遊戲時，  
能確保讓我既有的粉絲知道。



# 開發者首頁



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

# 開發者首頁

- 隨時間累積遊戲群眾
- 展示你所有的遊戲
- 推出下一款遊戲時，Steam 將自動向關注者發送電子郵件通知

The screenshot shows the Klei Games developer profile on the Steam platform. At the top, the Klei logo is displayed alongside social media statistics: 56,500 Facebook followers, 21,150 Discord members, 67,787 YouTube subscribers, and 98,669 Twitch followers. A 'Following' button and '49,419 FOLLOWERS' are also visible. The header features a collage of game characters and a 'WISHLIST (176)' button. Navigation tabs include FEATURED, LISTS, BROWSE, ABOUT, and ADMIN. The 'TOP SELLERS' section highlights 'Don't Starve Together: Winona' with a character update announcement. Below this, a grid of game thumbnails is shown. At the bottom, a list of games is displayed with filters for Type (All, DLC, Game, Demo) and Filter To (All, Action). The games listed are 'Mark of the Ninja: Remastered', 'Oxygen Not Included', and 'Don't Starve Together'.

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

Action

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."






# 開發者要求：


我希望能向潛在玩家展示，  
我的遊戲玩起來的感覺。



# 商店頁面 實況直播

 **STEAM**

STORECOMMUNITYALDENCHATSUPPORT

Install Steam90aldenkroll\$16.26

perf | admin

WISHLIST (175)

Your StoreGamesSoftwareHardwareNews


search the store

All Games > Free to Play Games > Brawlhalla



**Brawlhalla**Community Hub

LIVEOfficial Brawlhalla Esports: Over \$500,000 Awarded

Re-Broadcast



351 ViewersChange broadcast settingsView broadcast page

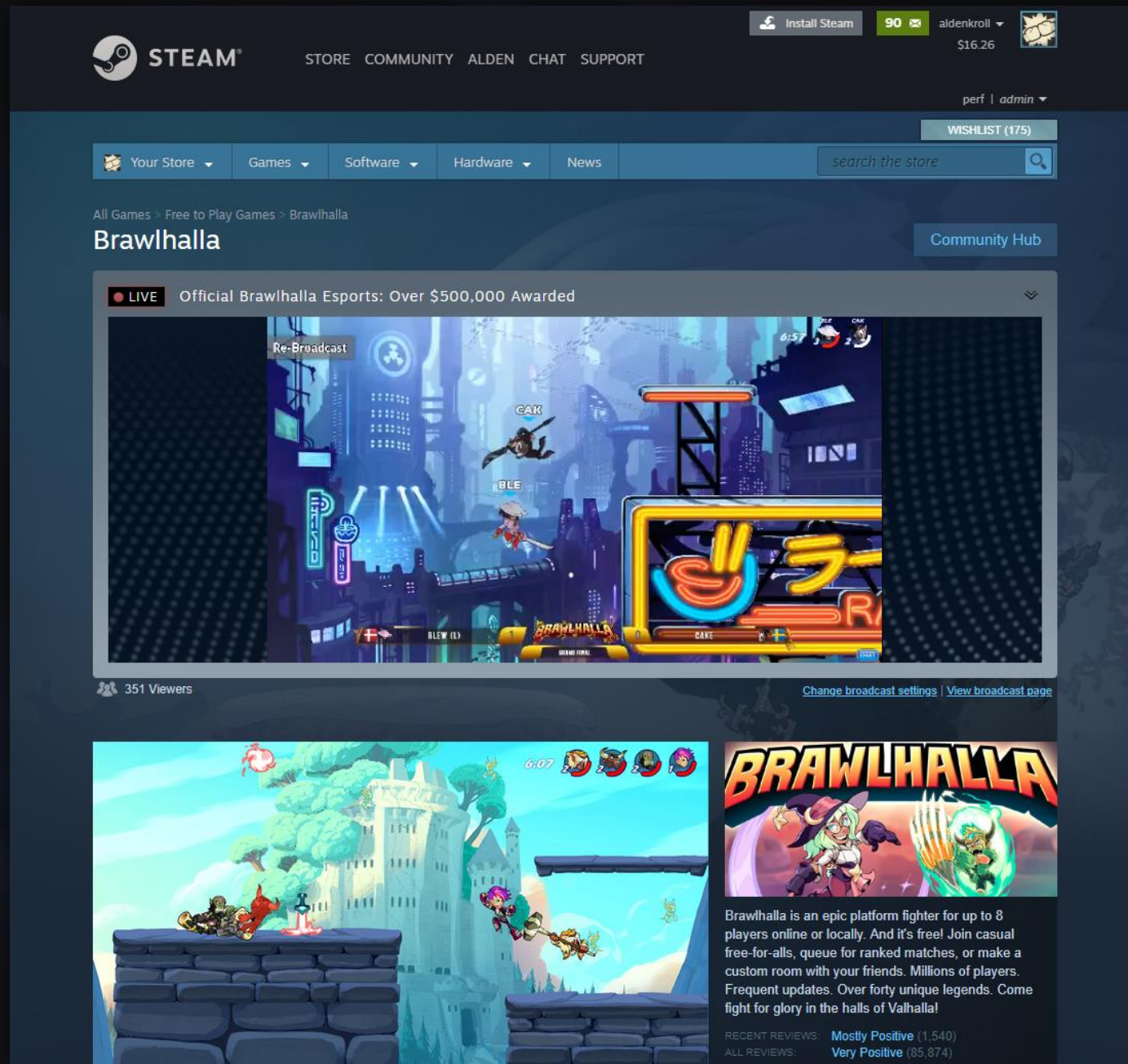


Brawlhalla is an epic platform fighter for up to 8 players online or locally. And it's free! Join casual free-for-all, queue for ranked matches, or make a custom room with your friends. Millions of players. Frequent updates. Over forty unique legends. Come fight for glory in the halls of Valhalla!

RECENT REVIEWS: Mostly Positive (1,540)  
ALL REVIEWS: Very Positive (85,874)

# 商店頁面 實況直播

- 提供充足的資訊以幫助潛在玩家在進行購買決策
- 自行進行或主持別人的直播



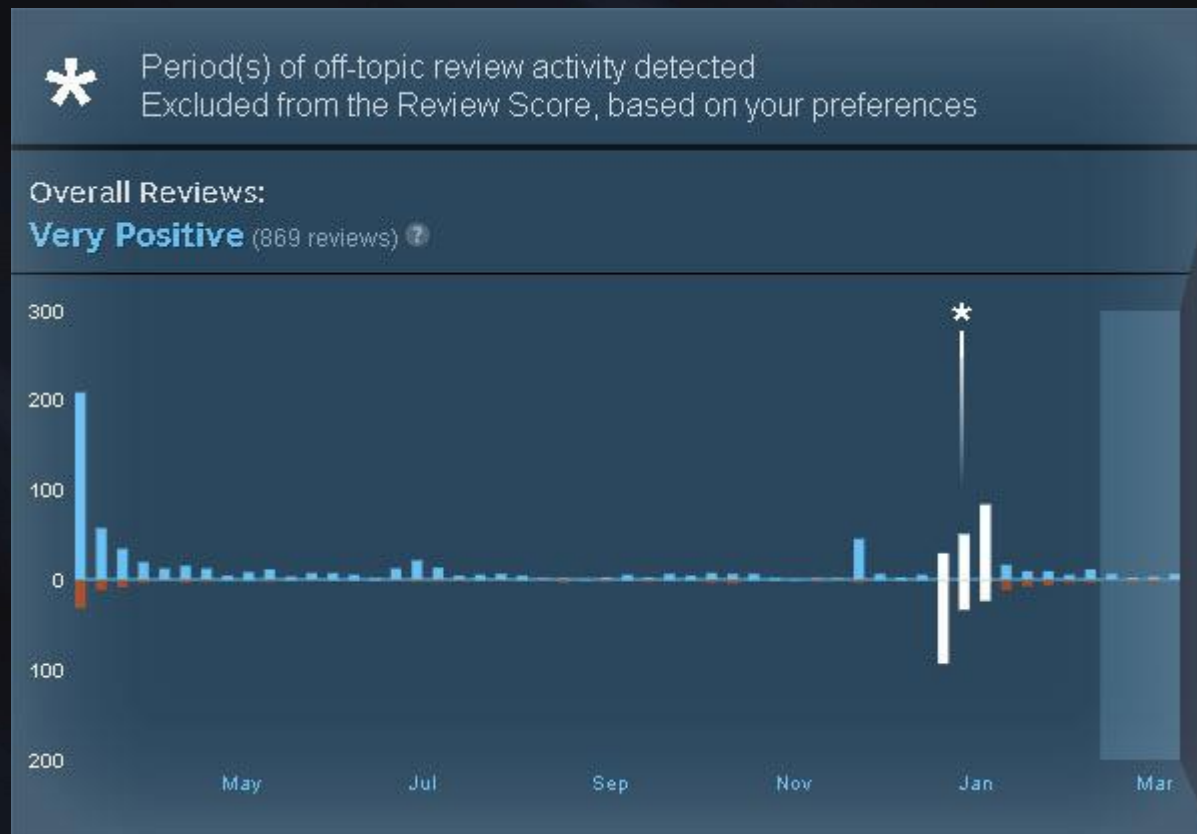


# 開發者要求：

我希望降低離題評論轟炸的影響。



# 使用者評論 更新



# 使用者評論更新

- 降低離題評論轟炸的影響
- 新增：「尋求幫助」按鈕
- 當然，開發者可以隨時尋求協助



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)

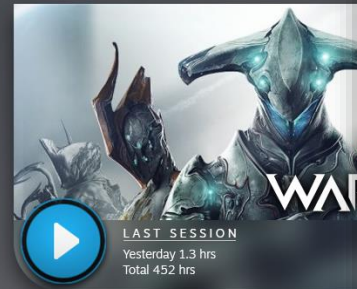
Oddworld: Abe's Oddysee®

Ultimate Doom

The Secret of Monkey Island: Special Edition

RECENT GAMES

Yesterday



LAST SESSION

Yesterday 1.3 hrs  
Total 452 hrs

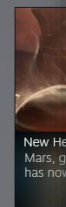
YOUR GAME UPDATES

Don't Starve Together



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

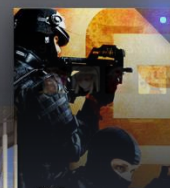
Dota 2



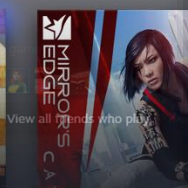
New Her  
Mars, go  
has now

YOUR COMPLETE COLLECTION

SORT BY: Achievements Earned ▾



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



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 ▾

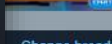
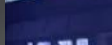
\$16.26

perf | admin

WISHLIST (175)

search the store

Community Hub



THE GISH

PLAY

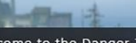
NT EVENTS AND U

VE



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

99 viewers including friends DanielJ and MonkeyPete



come to the Danger Zone



From Abbey to Zoo

Change broadcast settings | View broadcast page

PAWLHALLA







利用 Valve 的基礎架構  
打造你的下一款遊戲

# Valve 對玩家體驗的持續投資

Valve 的網路連接至全球超過 2,500 個獨立網路。

穩定的遞送 – 不受網際網路其他部分的影響。

查看網路服務供應商的平均下載速度 – 這對玩家至關重要。

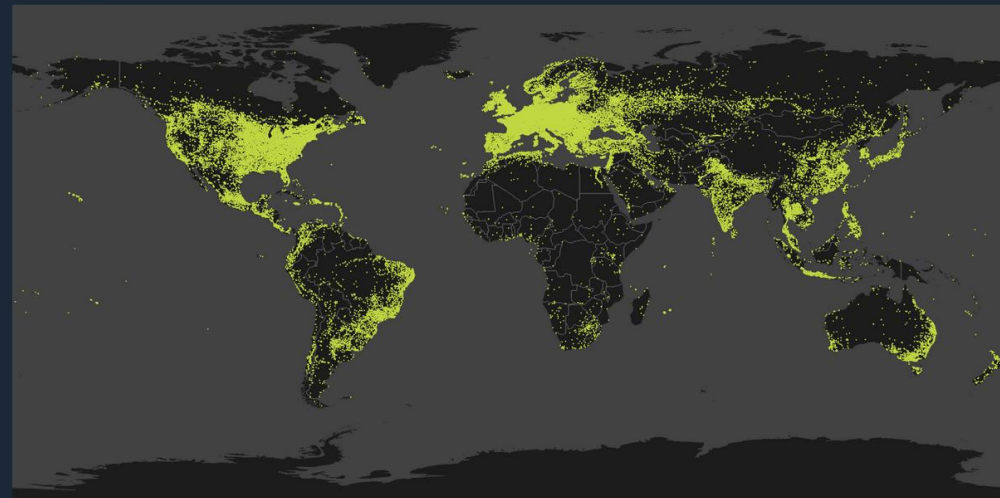
<https://store.steampowered.com/stats/content/>

Steam Stats > Steam Download Stats

## STEAM DOWNLOAD STATS

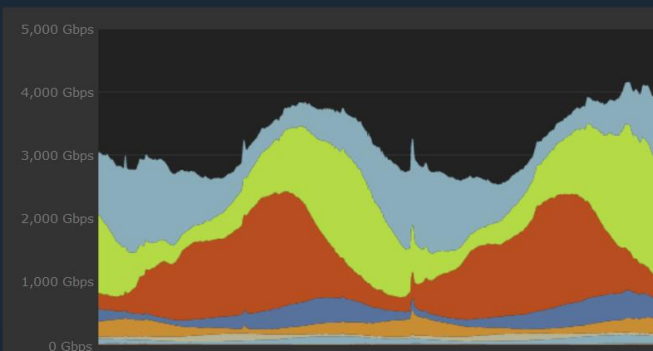
Steam Global Traffic Map (most recent 7 days)

Interactive Map | Satellite View



Each point represents Steam download activity from at least one Steam user during a recent 24-hour period.

Steam Download Bandwidth Used (most recent 48 hours)



	current	peak
Total Bandwidth Used:	3.6 Tbps	4.2 Tbps
North America	1.1 Tbps	1.4 Tbps
Europe	1.6 Tbps	2 Tbps
Asia	295.9 Gbps	1.8 Tbps
Russia	243.4 Gbps	447.6 Gbps
South America	281 Gbps	379.6 Gbps
Oceania	42 Gbps	122 Gbps
Middle East	107.4 Gbps	141.2 Gbps
Africa	12 Gbps	15 Gbps
Central America	9.1 Gbps	11.2 Gbps

Steam Hardware & Software Survey

Steam Hardware & Software Survey

Steam Stats

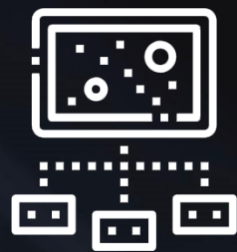
Steam Support Stats

# Steam 於 2018 年遞送的內容

去年...

- 遞送了 13 EB 的內容  
( 或 13,000,000,000,000,000,000  
個位元組 😊 )
- Steam 開發者總共向玩家推出了  
110 億項更新





# 營運線上遊戲

# 提供足夠良好的體驗品質

你做出了一款好玩、玩家願意投資的遊戲...

- 確保網路在對戰期間（45 分鐘或以上）不中斷
- 玩家連線至專用伺服器所需的 Ping 時間：
  - DOTA 60~100 毫秒
  - CS:GO 30~60 毫秒

# 遊戲配對品質

目標矛盾：追求體驗品質可能導致玩家群分裂。

若有 1,000 名玩家希望遊玩你的遊戲，你會比較希望有？

- 10 個有 100 名玩家的池
- 1 個有 1,000 名玩家的池

在不使品質下降的情況下，以最少量的遊戲伺服器叢集來服務全球的玩家。



# 阻斷服務防護措施

- 玩家與遊戲伺服器易受攻擊
- 普遍情況：
  - 不良分子在遊戲中快輸了 – 為不影響個人排名而對專用伺服器發動攻擊
  - 惡意破壞分子針對高知名度的對象發動攻擊（實況主播、錦標賽等）

# Valve 的網路：專為線上遊戲製作

Valve 製作了私人遊戲網路：

- 30 個網路連接點
- 125 個轉送站
- 全球網路骨幹

玩家從網路服務供應商處  
轉移到最近的轉送站。



# Valve 的網路

與遞送 Steam 內容的是同一個網路：

- 絕對優先傳送對延遲敏感的遊戲流量
- 玩家和伺服器 IP 受保護

專為玩家和遊戲開發者所建立 – 遠比開放的網路為佳。

這與你的關係為何？



# 整合 Steamworks 網路 API

現已推出、可免費使用。

Steam 和非 Steam 版的遊戲皆適用。

整合入遊戲程式碼 – 無須另行運作網路。



# Steamworks 網路 API 的實際功用為何？

體驗的品質與配對的品質：

- 改善遊戲用戶端（點對點）或用戶端與伺服器間的延遲
- 流量經由 Valve 的網路而非開放的網路來傳送
- 實質上縮小了玩家的世界



# Steamworks 網路 API 的實際功用為何？

不受阻斷服務攻擊：

- 隱藏 IP 位址
- 受攻擊時可使用其他路徑傳送資料

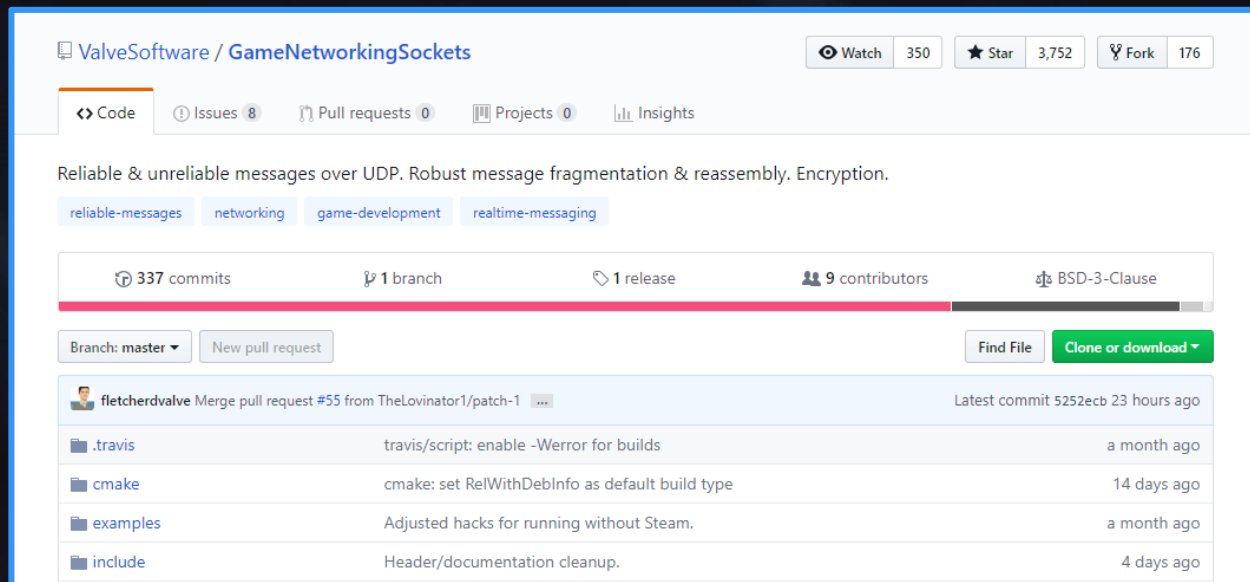


# 如何取得此 API ?

適用於 Steam 及非 Steam 版的遊戲。

Steam 版：  
Steamworks SDK

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



# 我的遊戲很小 – 這與我何干？

- 遊戲推出後很難預料後續發展
- 設置私人網路以求有效為遊戲抵禦阻斷服務，耗資不菲又要動用整個團隊
- 倚賴 Steam 網路 API 就無須操心



# 但我的不是多人遊戲 這與我何干？

- 就目前遊戲流量而言可能不需要 – 但未來可能有用！
- 我們保證，不論網路上發生什麼事，都能維持你與玩家間的連線



Steamworks 的免費功能 –  
Steam 和非 Steam 版遊戲皆可使用。

特別向 Stunlock、Klei 和 Ronimo 致謝。

請見此公告以了解詳情：  
[tinyurl.com/SteamNetworkAPI](https://tinyurl.com/SteamNetworkAPI)



# 新興市場

# 新興市場

Valve 所謂的新興市場為何？



# 新興市場

**Valve** 所謂的新興市場為何？

- 傳統定義下的新興市場指的是成長中的經濟體

# 新興市場

## Valve 所謂的新興市場為何？

- 傳統定義下的新興市場有成長中的經濟體
- 對 Steam 而言有相當成長潛力的市場

# 新興市場

確保**所有**玩家都能輕易地玩到你的遊戲，是我們的職責。

# 新興市場中的挑戰

- 網路乘載量較小
- 營收相對於營運成本
- 提供本地客服
- 高成本的付款方式，尤其是現金交易



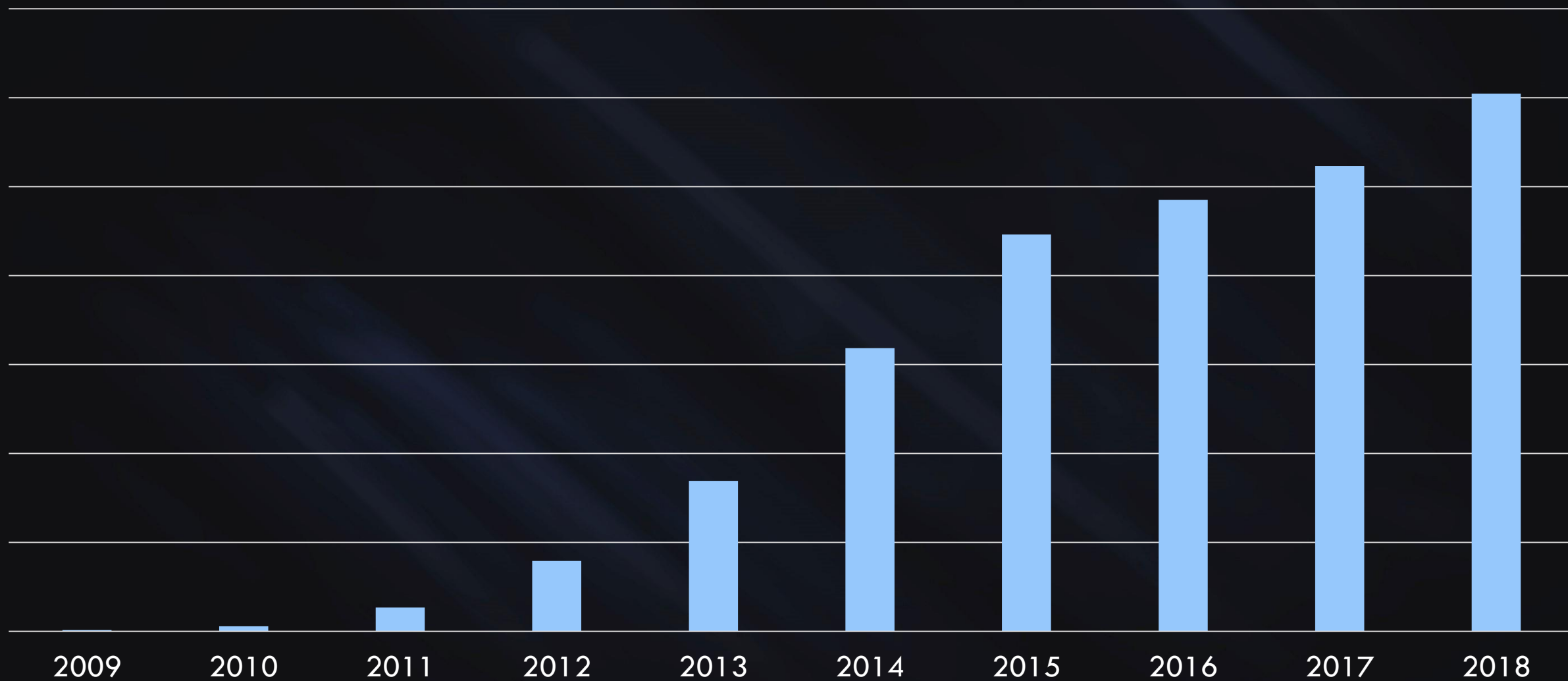
# 及早投資

- 實例：10 年前在俄羅斯發展 PC 遊戲

# 及早投資

- 實例：10 年前在俄羅斯發展 PC 遊戲
- 重要因素：
  - 價格
  - 便利性
  - 語言
  - 同步上架
  - 對當地開發者的支援
  - 快速的網路
  - 一致的功能
  - 社群

# 俄羅斯的消費者



# 經驗粉碎了想像

以為顧客會偏好的付款方式：

**VISA**



mastercard.

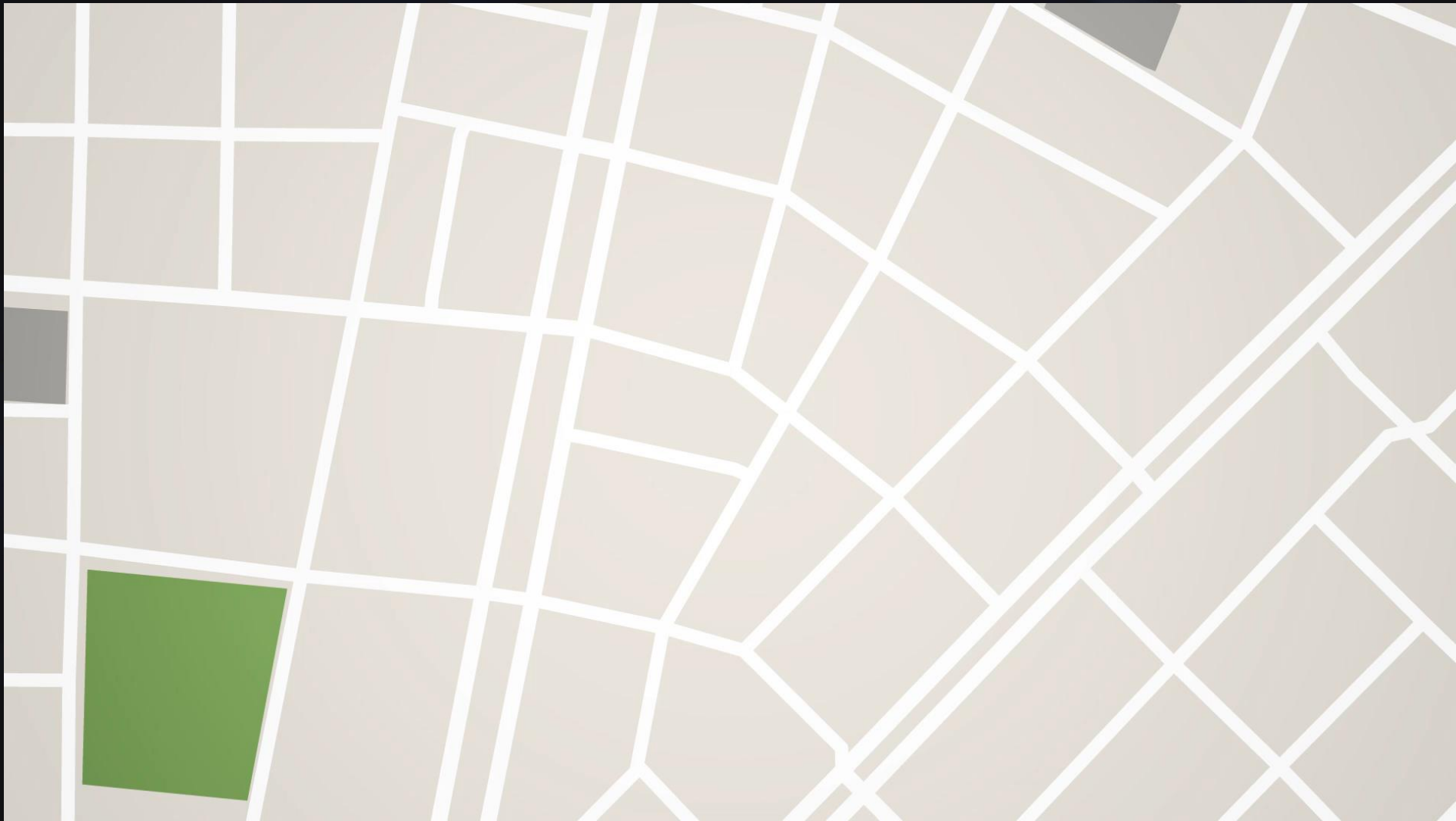
**AMERICAN  
EXPRESS**

 **PayPal**

**Paysafe:**



# 觀察結果：日本



# Steam 零售卡



# Steam 零售卡

- 有效吸引新顧客





# Steam 零售卡

- 有效吸引新顧客
- 已在超過 50 個國家 / 地區推出





# Steam 零售卡

- 有效吸引新顧客
- 已在超過 50 個國家 / 地區推出
- 平均成本為售價的 10%~15%

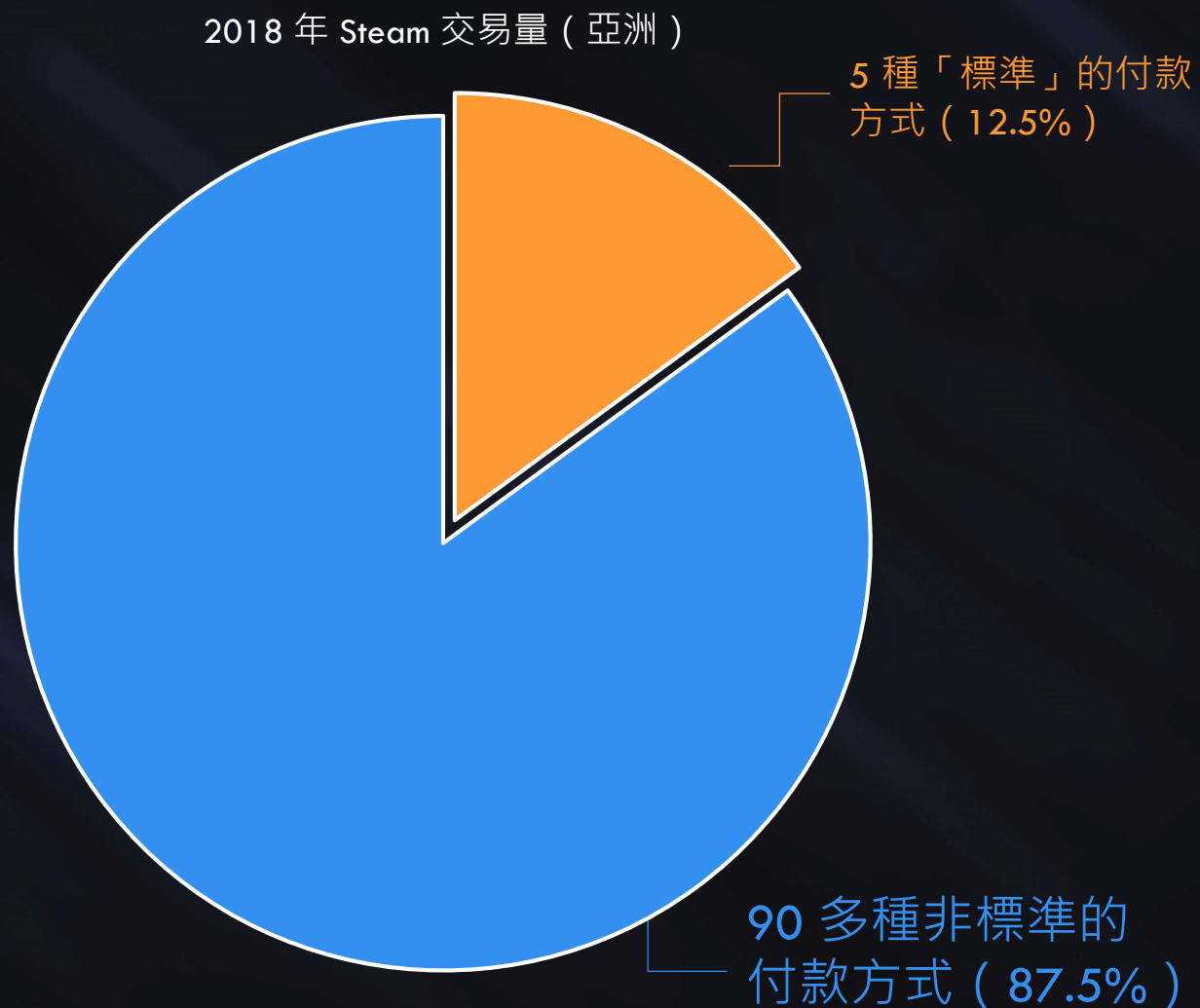


# Steam 零售卡

- 有效吸引新顧客
- 已在超過 50 個國家 / 地區推出
- 平均成本為售價的 10%~15%
- Valve 全額負擔



# 超過 100 種付款方式





網咖





# 網咖




- 無須進行額外的整合



# 網咖

- 無須進行額外的整合

## 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.










# 網咖

- 無須進行額外的整合

## 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?

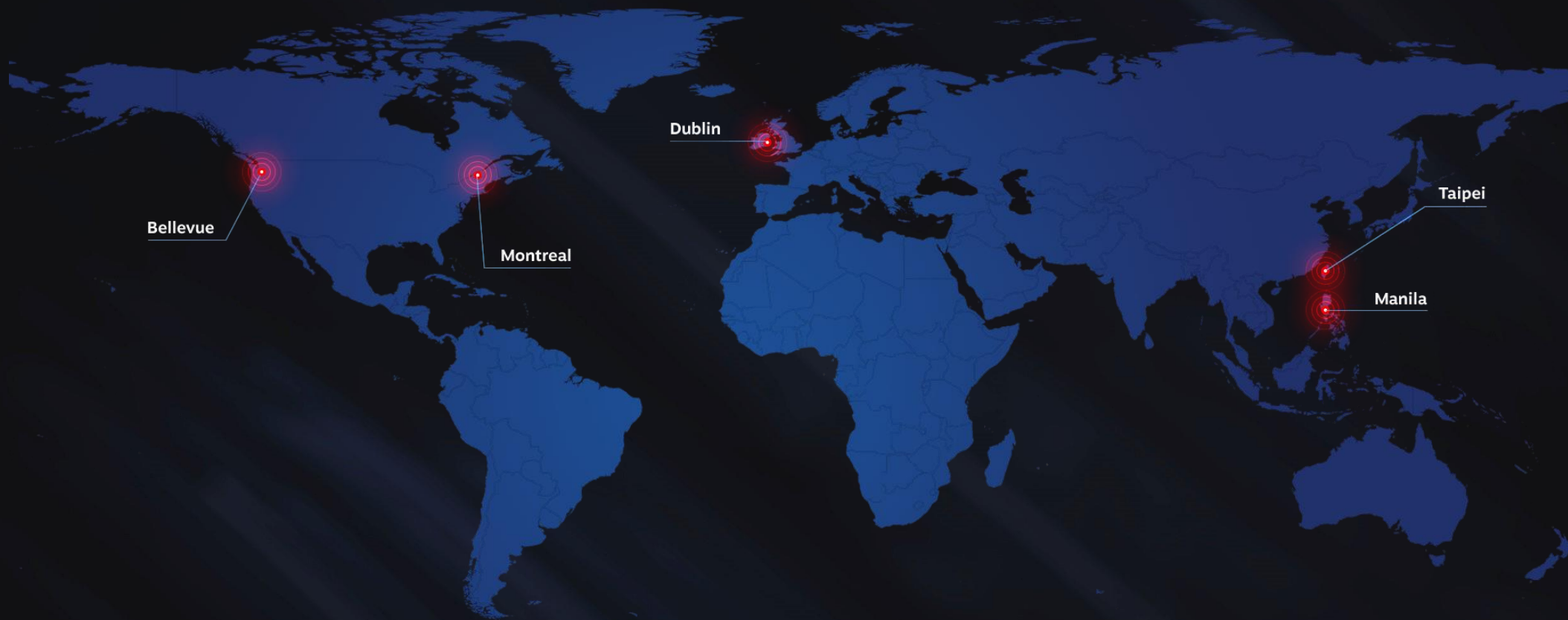
- ☒ One-time purchase
- ☐ Monthly recurring subscription
- ☐ Free

Add Commercial Package

Cancel



# 全球性客服



- 以 **21** 種語言服務顧客
- **1,000** 多名客服人員
- 多數問題在**數小時內**即可解決

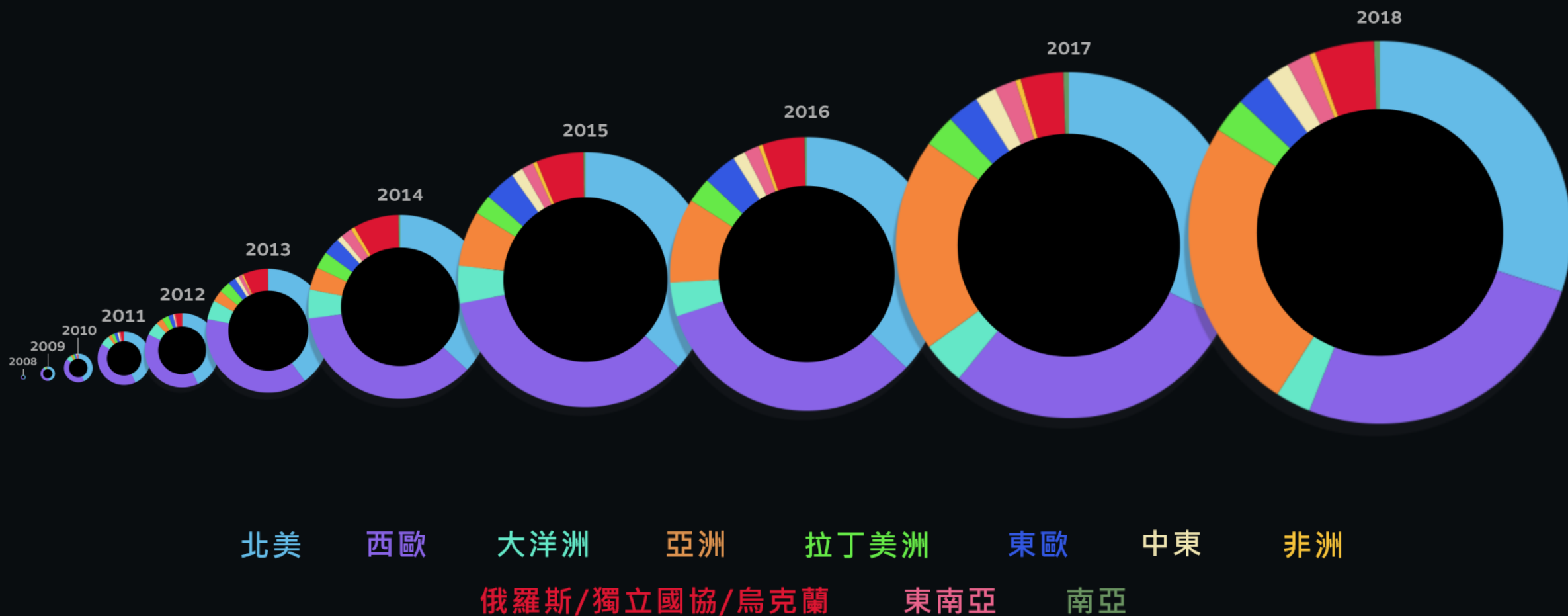


# 各處玩家都滿意

- 使用 Steam 簡單又方便
- 全球各地都有相同的高品質體驗

# 開發新客群

Steam 各區域營收





# 感謝你的參與！

希望這些新資訊有助你思考目前與  
未來遊戲的走向。

我們熱愛 **Steam**！希望它能讓你投入  
遊戲和社群的心力功效加倍。

有問題或意見嗎？請在結束後找我們聊聊！



- 想幫助我們製作更多類似的工具嗎？
- 有能提升開發者和玩家的 **Steam** 體驗的好點子嗎？
- 請加入我們的團隊！  
[www.valvesoftware.com/jobs](http://www.valvesoftware.com/jobs)



- 即將推出的遊戲想要行銷方面的建議嗎？
- 在技術整合方面需要協助嗎？
- 歡迎直接與我們的團隊聯繫：  
[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