

VIDEO CONTENT ON STEAM

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Video Content on Steam

Agenda

- Why Video on Steam?
- Features and Opportunities
- Adoption So Far
- Upcoming Features
- Q&A

“WAIT, STEAM HAS MOVIES?”

- ALMOST EVERY STEAM USER

ALMOST 1700 VIDEOS NOW AVAILABLE

Video Content on Steam

Why a Video Platform on Steam?

- Support the Steam Living Room initiative
- Simplify the Video “Apps” that were shipping on Steam
- Support playback everywhere Steam is available
- Partners producing more game-related video content
- Positioned well with a worldwide storefront and infrastructure for delivering digital bits

Video Content on Steam

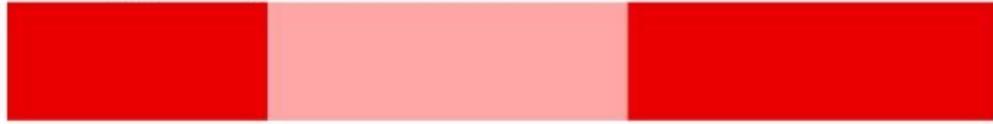
Steam Video Features

- Native integration into Steam, Steam Machines and Steam Link
- Steam Controller, gamepad, keyboard, mouse
- Instant watch Adaptive Streaming playback
 - Automatically adjusts playback quality based on available bandwidth
 - Auto-selection of audio dubs, subtitles, etc. based on user language
 - Deliver only what's needed for a customer at playback time

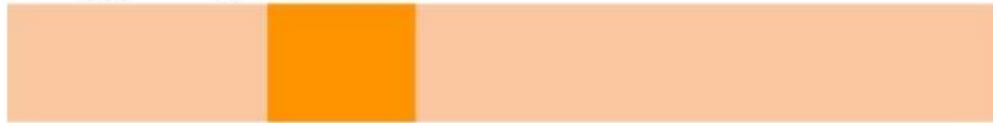
Adaptive Streaming

Player switches quality based on bandwidth

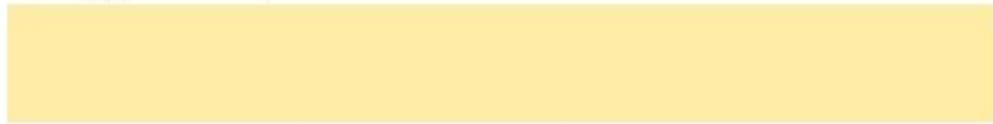
1080p, 5Mbps



720p, 3Mbps



540p, 1.5Mbps



360p, 750Kbps



Time →

Viewer can switch between audio tracks

English Audio



Spanish Audio Dub



Director Commentary



Music Only



Time →

Resulting Playback

Video



Audio



Video Content on Steam

Content Models

- Standalone Video
 - Films
 - Shorts
 - Extras
- Series Video
 - Seasons & Episodes
 - Tutorials
- Additional Files
 - Soundtracks
 - Brushes, models, PSDs, reference material

All Streaming Videos > Blade Tutorial: 3Ds Max 2017 and Substance Painter 2

Blade Tutorial: 3Ds Max 2017 and Substance Painter 2

Community Hub



LEARN TO CREATE EMISSIVE TEXTURES



Follow along for free as we create a first person kukri knife in 3Ds Max & Substance Painter 2. Reach Substance Painter expert level as we create 10 more texture versions in the paid extended edition. Turn your passion into a profession and start creating game art today!

User reviews:
OVERALL: No user reviews

Release Date: Oct 3, 2016

Popular user-defined tags for this product:
Tutorial Design & Illustration Animation & Modeling

Tags you've applied to this product:
Design & Illustration Animation & Modeling Tutorial +

Add to your wishlist Follow Not Interested View Your Queue

Buy Blade Tutorial: 3Ds Max 2017 & Substance Painter 2 \$11.99 Add to Cart

This product is not eligible for refund. [Learn more](#)

2 friends already own this series:
Jenkmeister Played 0.5 hrs Sean Jenkin D...

Languages:
Original Full Audio Subtitles
English ✓ ✓

Title: Blade Tutorial: 3Ds Max 2017 and Substance Painter 2
Release Date: Oct 3, 2016
Country: Canada
Video Resolution: 1080p
Aspect Ratio: 16:9
Audio: Stereo
Chapters: 16

[Visit the website](#)
[View update history](#)
[Read related news](#)
[View discussions](#)
[Find Community Groups](#)

Share Embed

Series Content

Blade Modeling Blade Texturing **Blade Texturing Extended**

BLADE TUTORIAL EXTENDED SUBSTANCE PAINTER 2

- 1. Blade Texturing Extended 1**
20 minutes
The Extended Edition starts by making use of our base version that we just created. We copy it and see what we want to keep and what to throw out. We continue to create a Damascus steel version with a procedural texture as well as a tiger striped camouflage version.
- 2. Blade Texturing Extended 2**
20 minutes
We finish the tiger striped version and continue by bringing in a skull image to Substance Painter 2. We then adjust this image till we reach the right kind of look we want. After that we continue to replicate the famous Rambo knife with some masking work to do for it.
- 3. Blade Texturing Extended 3**
20 minutes
We finish Rambo's knife and continue by creating a fade texture with the help of the MG 3D generator. After that we make use of another procedural texture that lets us create a digital camouflage effect. Both go fast and we continue to work on a hello kitty inspired version of our Kukri knife.
- 4. Blade Texturing Extended 4**

Video Content on Steam

Business Models

- Purchase (EST)
 - Permanently available in Library
- Rental (VOD)
 - By default, 30 days to start watching, 48 hours to finish
- Free
 - Complimentary content to games
 - Other monetization opportunity
- Bundles
 - Game + Movie, Franchise, Season Passes, Hardware, VR
- DRM
 - Google Widevine using CENC or DRM-FREE

The screenshot shows the Steam store page for 'John Wick Chronicles'. At the top, it lists 'All Games > Action Games > John Wick Chronicles' and includes a 'Community Hub' link. The main header features a large image of the game's cover art, a 'FEBRUARY 2017' release date, and a 'PRE-ORDER ON STEAM' button. Below this is a row of smaller images showing game scenes. A 'Sign in to add this item to your wishlist, follow it, or mark it as not interested' prompt is visible. A 'Notice' box states: 'Requires a virtual reality headset. See the VR Support section for more info.' The availability is listed as 'Available: February 2017'. Two purchase options are shown: 'Pre-Purchase John Wick Chronicles' for \$19.99 and 'Pre-Purchase John Wick Chronicles Digital Deluxe Edition' for \$29.99, both with 'Add to Cart' buttons. The right sidebar contains a 'Single-player' tag, 'VR Support' information (requiring a 2m x 1.5m play area), supported headsets (HTC Vive), input devices (Tracked motion controllers), and play area (Room-Scale). It also lists languages (English for Interface, Full Audio, Subtitles) and provides links for 'View update history', 'Read related news', 'View discussions', and 'Find Community Groups'. At the bottom, there are 'Share', 'Embed', and 'About This Game' options.

Video Content on Steam

Steam Video Features

- Closed Captions and Subtitles
 - Supports all existing Steam languages and more
 - Formatting options including color, size, font, style
 - Forced text support
 - Force sub on audio track
- 10% of videos watched each day are watched with subtitles



Video Content on Steam

Standard Steam Features

- Play Time Tracking
- Profile Activity
- Discussion Forums
- User Reviews
- Trading Cards

Recent Activity 3.6 hours past 2 weeks

KIKORIKI Kikoriki
1.1 hrs on record
last played on Oct 5

AN ALTERNATIVE REALITY An Alternative Reality: The Football Manager Documentary
3.2 hrs on record
last played on Oct 5

[View All Recently Played](#) | [Wishlist](#) | [Reviews](#)

Ogrest Badge

Me born
100 XP

View cards in my inventory

Alchemic bonds (1)
Ogrest
1 of 5, Series 1

Bathing (1)
Ogrest
2 of 5, Series 1

Kung Fury Store Page

All Discussions Screenshots Artwork Videos News Guides Reviews

Showing 1-15 of 150 active topics

if anyone wants to buy the movie you can on amazon for 4.99 2 hours ago 2

kung fury Oct 6 @ 1:03pm 0

Thank You! Sep 24 @ 12:11pm 0

spectacular sirs. Sep 19 @ 8:11pm 0

I dont get this sense of humour. Sep 19 @ 8:09pm 109

Why is this free!? Aug 28 @ 6:50am 8

Can somebody tell me Song - Artist (13:14)? Aug 28 @ 4:26am 4

The most Bloodiest, Craziest Weirdest Movie that i have ev... Aug 21 @ 1:13pm 0

My only problem with the film Jul 9 @ 7:20am 49

Be like kung fury Jul 5 @ 6:24am 5

Start a New Discussion

General Discussions 150

Trading

Discussions Rules and Guidelines

Customer reviews Customer Review system updated Sept. 2016! [Learn more](#)

RECENT: **Very Positive** (59 reviews) OVERALL: **Overwhelmingly Positive** (16,705 reviews)

REVIEW TYPE: All (16,705) Positive (16,399) Negative (306)

PURCHASE TYPE: All (16,705) Steam Purchasers (16,705) Key Activations (0)

LANGUAGE: All Languages (16,705) Your Languages (10,870)

10,870 reviews match the filters above (Overwhelmingly Positive)

MOST HELPFUL REVIEWS IN THE PAST 30 DAYS

10 of 11 people (91%) found this review helpful

30phil1 107 products in account 71 reviews
Recommended 0.1 hrs on record
POSTED: SEPTEMBER 14
Simultaneously the best and worst 30 minutes of my life...

5 of 5 people (100%) found this review helpful

Bill Guy the Science Nye 46 products in account 17 reviews
Recommended 0.6 hrs on record
POSTED: SEPTEMBER 21
This is the reason I can't go to bed at a reasonable time. I have no complaints.

RECENTLY POSTED

retroZZ 1.2 hrs
POSTED: OCTOBER 7
One of the wackiest F2W films I have ever seen. Quite funny and doesn't cost u a penny, so definitely worth 30 minutes of your time.

Jack 0.4 hrs
POSTED: OCTOBER 5
Best movie I've ever witnessed. Stop reading this and watch it.

[SG] JJ 1.7 hrs
POSTED: OCTOBER 4
This is the best movie ever 10/10

Video Content on Steam

SteamVR Desktop Theater



ADOPTION

Video Content on Steam

- Initial soft launch, onboarding standalone videos by hand.
- Self-ingestion cloud-based process to address bottleneck deployed in early 2016
- Building partnerships with various content partners to strategically grow catalog
- Support for Series-based content is increasing available content quickly.



Video Content on Steam

Users

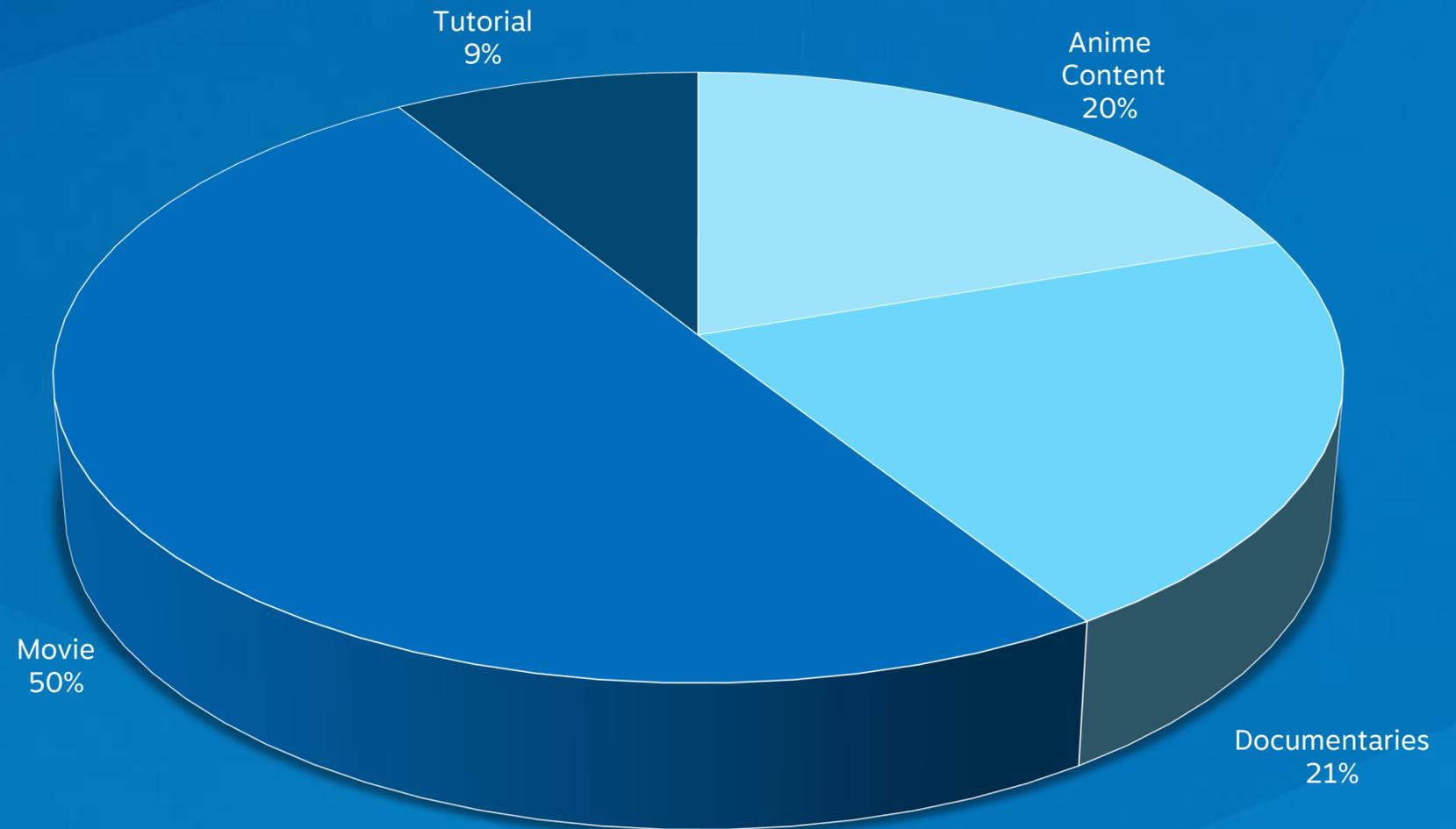
- 4.36 million users have video in their Steam library
- User growth primarily through
 - Free game-related content
 - Localized, targeted content
- Discovery of video content remains an issue we are addressing

Video Content on Steam

Revenue

- Major studio new releases drive awareness and revenue
- Content that has an existing community (documentaries, social media stars) well received
- Art tutorial sales are a growing category of revenue
- Anime content performing well as a genre

Revenue Breakdown - Top 100 Videos



Video Content on Steam

Onboarding Steps

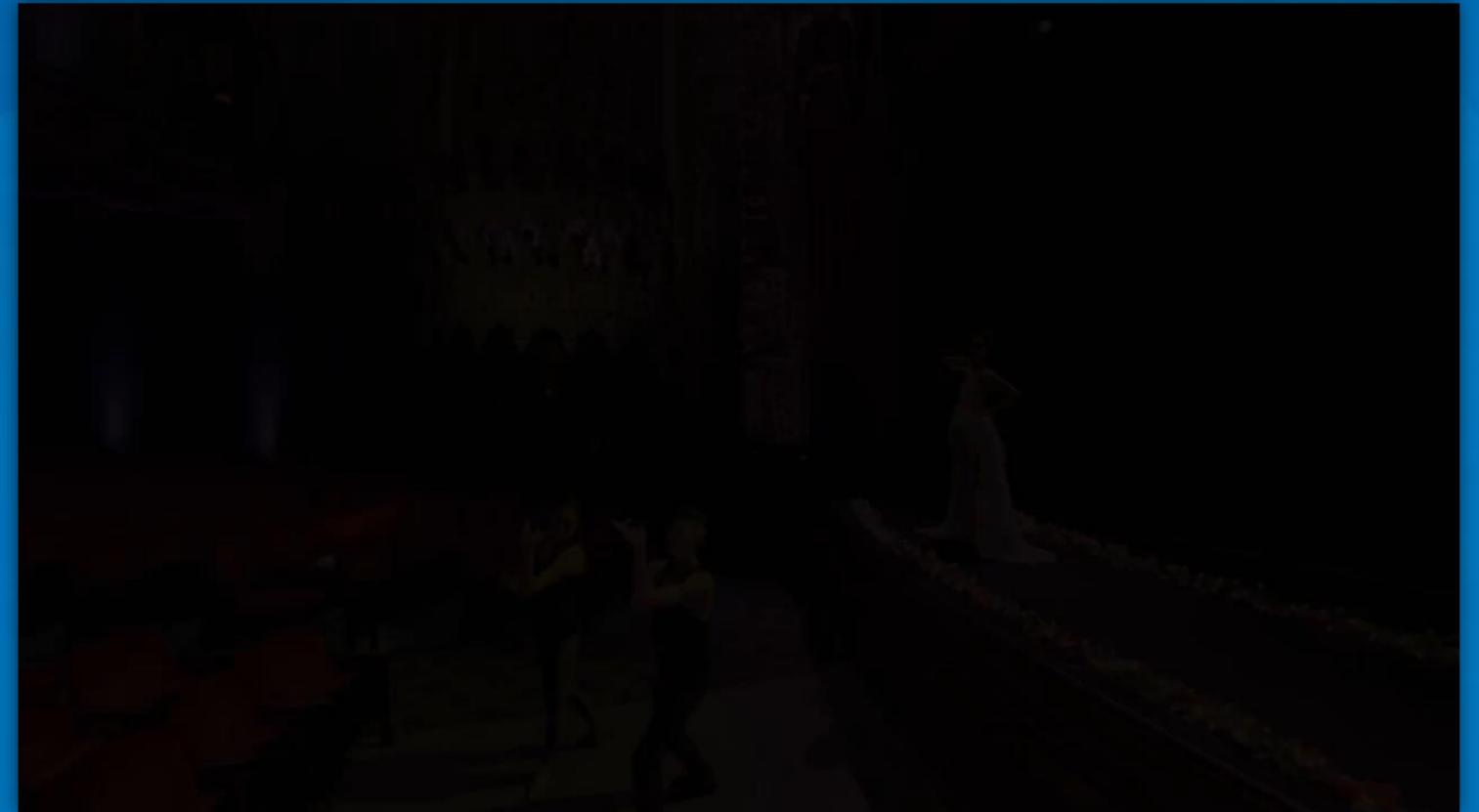
- Existing Steam SDA covers games, software and video content
- Video SDA is available for video only distribution
- Complete the store page setup
- Upload and configure the video
- Submit for review
- Publish!

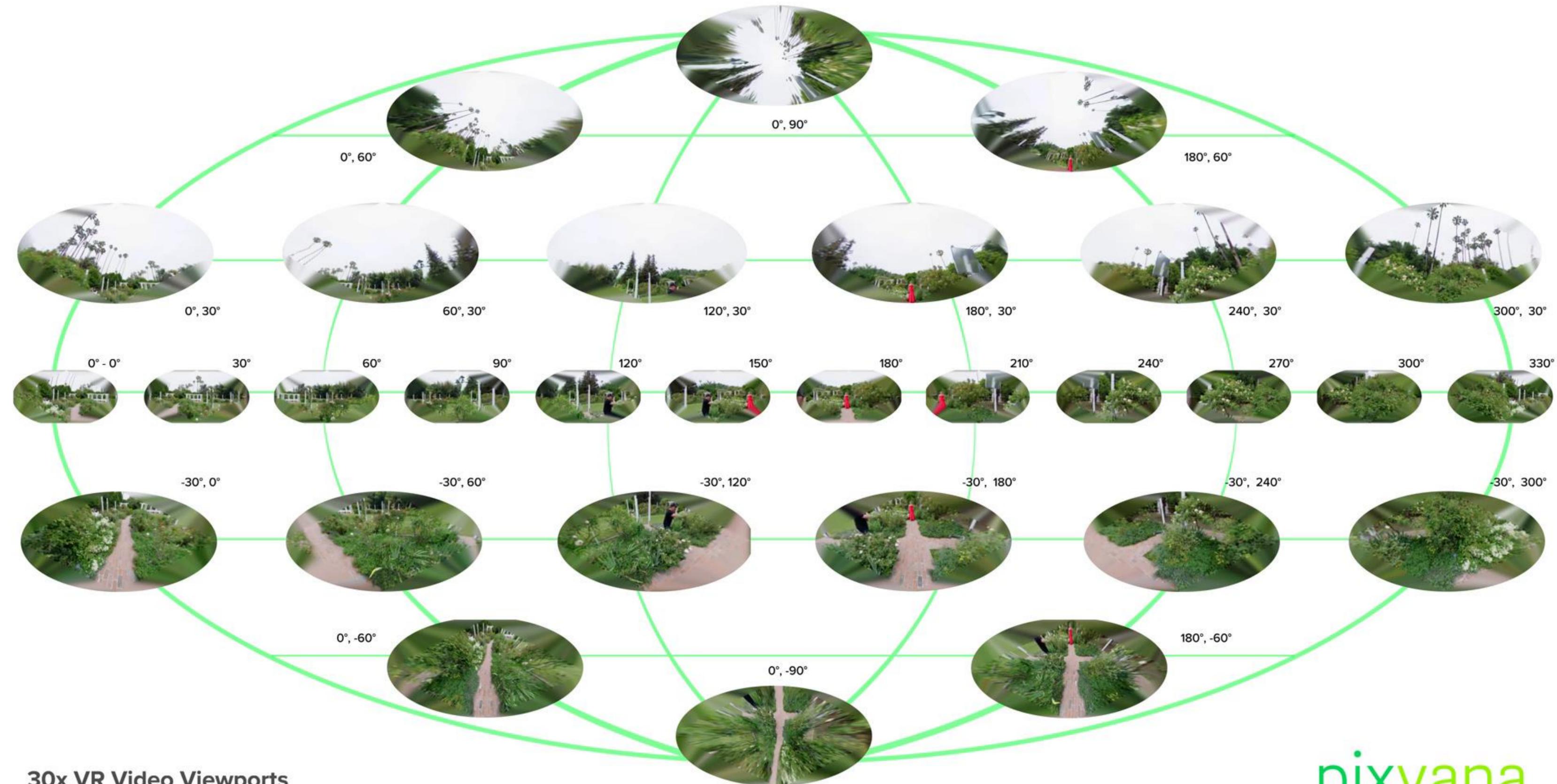
UPCOMING FEATURES

Video Content on Steam

Steam 360 Video

- Partnering with Pixvana, Akamai and leading content providers on the **Field of View Adaptive Streaming Open Projection Format (FOVAS)**
- Playback of 8K-10K resolution masters using only 1080p bandwidth
- Built upon the same Adaptive Streaming format used in Steam Video today



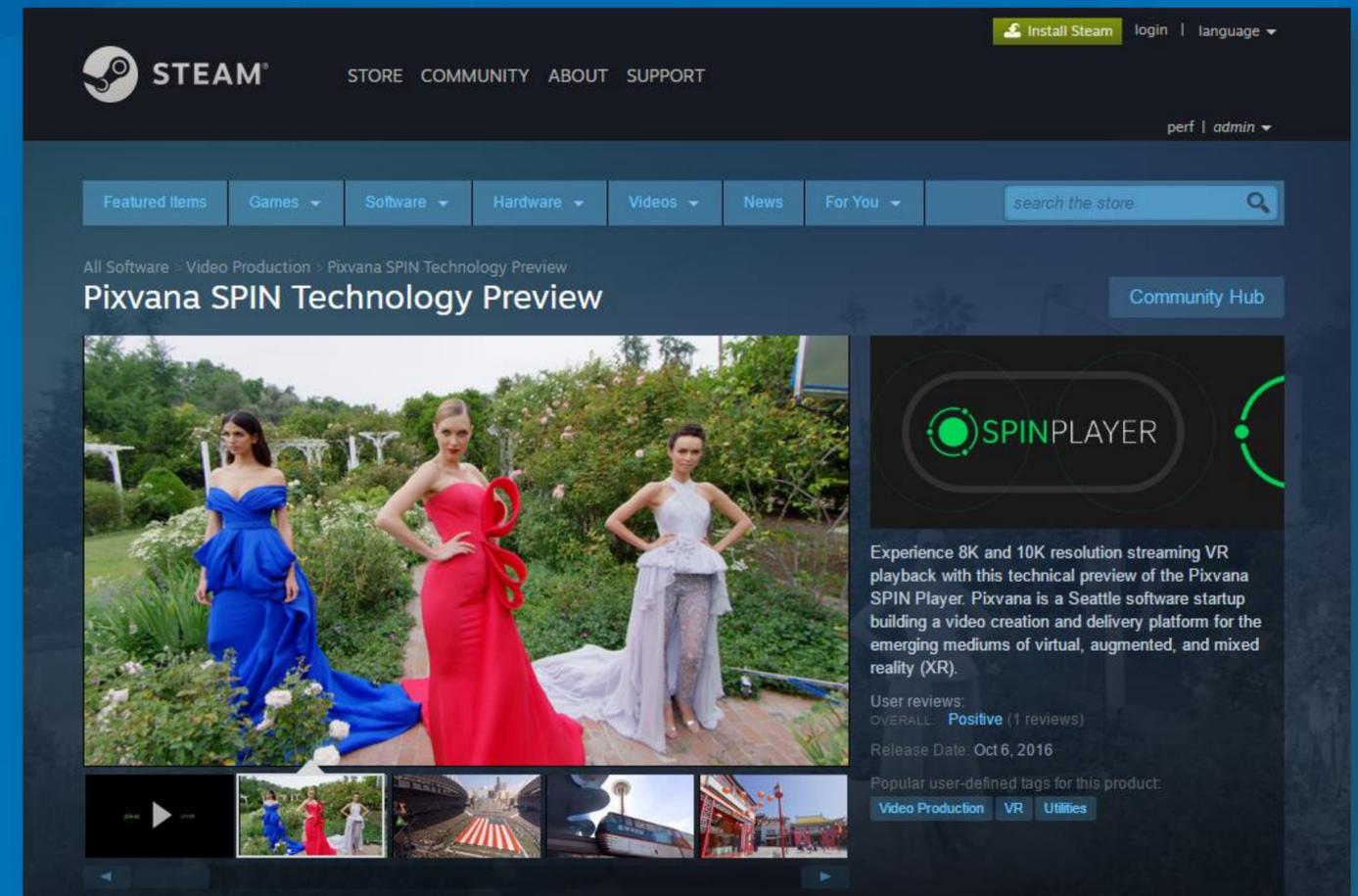


30x VR Video Viewports
Field-of-View Adaptive Streaming

Video Content on Steam

Steam 360 Video

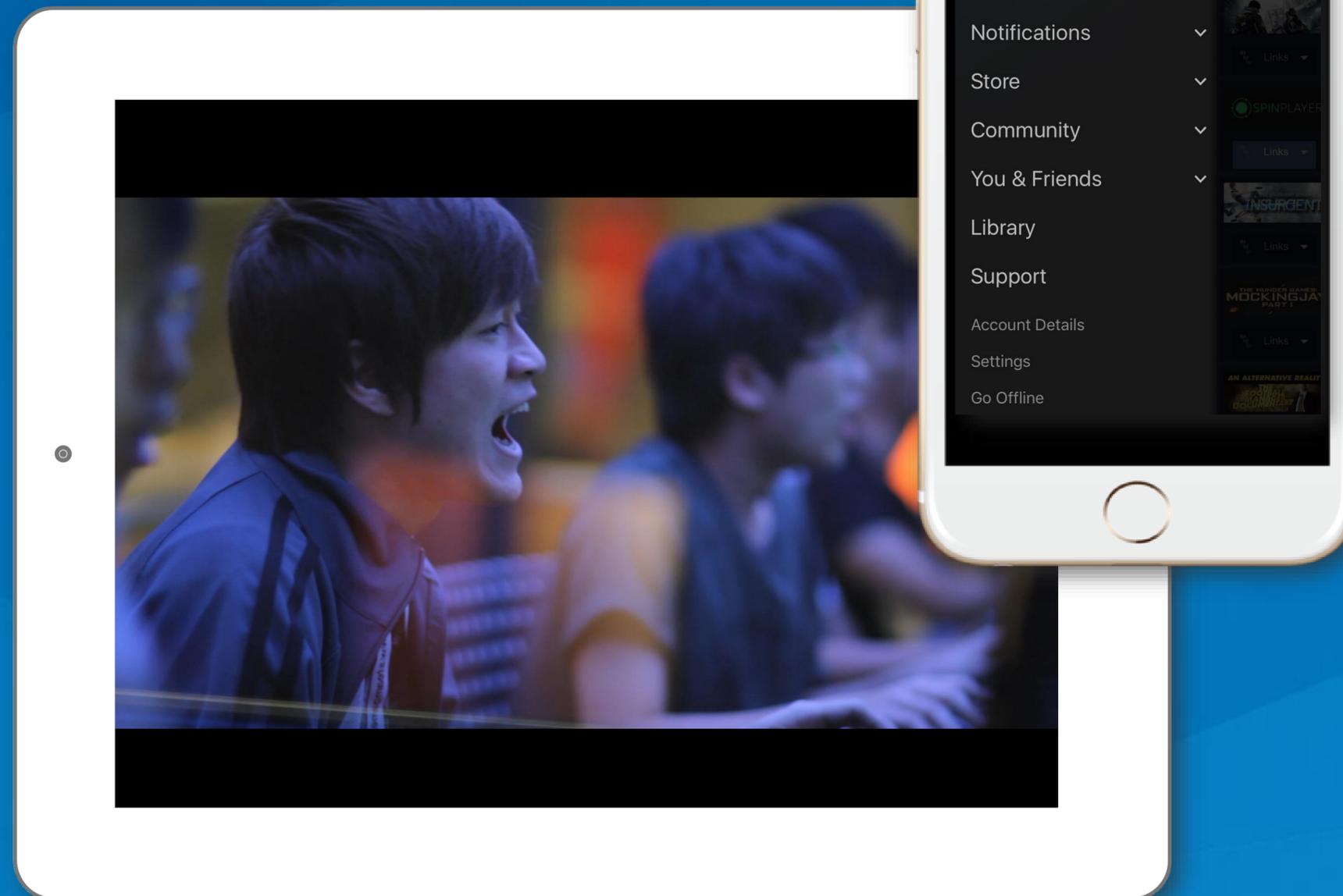
- Ingestion and publishing of 360 videos
- Extend Steam store and library to identify and watch 360 videos
- Deliver an integrated player for both **Desktop and Virtual Reality Headsets**
- Pixvana SPIN Technology Preview now on Steam for SteamVR compatible headsets



Video Content on Steam

Mobile Playback

- Using Steam mobile app
- Apple iOS and Android
- Offline / Download playback



Video Content on Steam

Video Discovery

- Promotional main carousel
- Recommended new releases
- Popular new releases
- Top sellers
- Specials
- Wish list, free, recommended, complete the season

The screenshot displays the Steam website's video content discovery interface. At the top, the Steam logo and navigation links (STORE, COMMUNITY, ALDEN, ABOUT, SUPPORT) are visible. The user's account information (aldenkroll's account, \$10.43) and a search bar are also present. The main content area is divided into several sections:

- VIDEOS ON STEAM:** A carousel featuring promotional videos for "VIN DIESEL THE LAST WITCH HUNTER" (Now Available, \$49.99), "SCOPE HENRY", "DIVERGENT", and "HUNGER GAMES".
- RECOMMENDED NEW RELEASES:** A carousel of new releases including "I, FRANKENSTEIN" (50% off, \$29.99 to \$14.99), "GODS OF EGYPT" (\$14.99), "MIMIC" (\$14.99), and "CYBORG 2" (\$14.99).
- Popular New Releases / Top Sellers:** A list of titles with their prices:
 - The Alchemist Cookbook: \$3.99
 - Interrogation: \$4.99
 - End Of A Gun: \$6.99
 - 6 Plots: \$4.99
 - Sharknado: The 4th Awakens: \$3.99
 - Blood Runs Cold: \$3.99
- SPECIALS:** A section featuring discounted titles:
 - MAD MAX FURY ROAD: -75% off, \$14.99 to \$7.49 (Today's Deal! Offer ends in 41:08:44)
 - JOHN WICK: -20% off, \$15.99 to \$12.79
 - RAJAY: -20% off, \$15.99 to \$12.79
 - INSURICAT: -20% off, \$15.99 to \$12.79
 - THE LAST: -20% off, \$15.99 to \$12.79

Video Content on Steam

Call To Action

- If you have video content, bring it to Steam
- If you have interest in producing 360 / VR video content, talk to us
- If there is a business or content model you and your customers want, tell us
- Take advantage of the various bundling opportunities available

Q&A

