

STEAM 101

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THIS SESSION IS NOT :

- **A SET OF INSTRUCTIONS**
- **A SUBSTITUTE FOR MAKING A GREAT GAME**
- **A SET OF ADVERTISING TRICKS**



THIS SESSION IS :

- **AN INTRODUCTION TO BASIC STEAMWORKS TOOLS**
- **A GUIDE TO LOW-HANGING FRUIT**
- **ADVICE TO HELP YOU ASK THE RIGHT QUESTIONS**



- **Before you start, define your goals**
- **Architecture of your game in Steamworks**
- **Store Page Content**
- **Marketing and Visibility Tools**
- **Steam Keys**
- **Game Features**
- **Self-Help Resources**
- **Your Launch Day**





**BEFORE YOU START,
DEFINE YOUR GOALS.**

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WHAT DOES SUCCESS LOOK LIKE?

**CAN YOUR TEAM PRIORITIZE TASKS
BASED ON YOUR GOALS?**

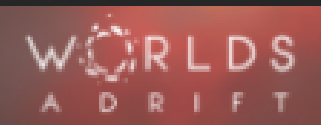




ARCHITECTURE OF YOUR GAME

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Store packages, pricing, & release dates

These are the current, active, or future packages that might allow users to purchase this application.

PACKAGE TITLE	RELEASE DATE (?)	STATE (?)	PRICE (?)
Worlds Adrift - 50754		Hidden	\$19.99 USD

View Associated Items



View demo, all associated packages, trailers, and DLC
Hidden, promotional, and Steam Key packages, trailers, and DLC items

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](#) [↗](#))



Marketing & Visibility
Track and manage the marketing and visibility for your app.

Technical Tools



Edit Steamworks Settings
Define Achievements, manage Workshop, upload Trading Card assets, etc.



Request Steam Product Keys
Request keys to distribute your application wherever you like



View Errors
See errors logged via Steam for this application





Store Bundles [See Store Bundles Documentation](#)

Steam Bundles is a feature that allows multiple products to be bundled together at a discount to provide additional value and benefit to your best fans.

Add Bundle

All DLC [See DLC Documentation](#)

These are the current DLC items associated with this application. You can learn more about managing DLC by viewing the [See DLC Documentation](#).

Add New DLC



COMPLEXITY
≠
VALUE





STORE PAGE CONTENT

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BASIC INFO

Store Page Admin: Worlds Adrift (322780)

- Basic Info
- Description
- Ratings
- Early Access
- Graphical Assets
- Trailers
- Special Settings
- Publish

This area is where you configure the presentation of your product's page in the Steam store. Please complete all the fields marked as *. If you need help, check out the [Store Page Best Practices](#) documentation for a video walkthrough of configuring your store page.

Game Name:*

Worlds Adrift

(Include trademarks and/or registration symbols)

Developer(s):

Bossa Studios

Add Another (will save data)

Publisher(s):

Bossa Studios

Add Another (will save data)



Early Access Game

Get instant access and start playing; get involved with this game as it develops.

Note: This Early Access game is not complete and may or may not change further. If you are not excited to play this game in its current state, then you should wait to see if the game progresses further in development. [Learn more](#)

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EARLY ACCESS

Basic Info

Description

Ratings

Early Access

Graphical Assets

Trailers

Special Settings

Publish

Early Access

We like to support and encourage developers who want to ship early, involve customers, and build lasting relationships that help everyone make better products.

Early Access is a place where you can release your game and invite the community to get involved, providing you with feedback as your game evolves. Your game must have something that is playable to provide to customers. In addition to explaining what you wish your product to eventually become, it is important to show your current game so that prospective customers can make an informed decision about whether this is the right time for them to get involved. Below are questions you will be asked on this page during Early Access. All fields below are required.

To learn more about Early Access, please see the official [Early Access FAQ](#).

☐ Early Access — Check this box if you wish for your product to be listed in the Early Access section of Steam. Then be sure to answer all questions below.

B

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List

H2

URL

IMG

English

Why Early Access?



CAPSULE ART

Basic Info

Description

Ratings

Early Access


Graphical Assets

Trailers

Special Settings


Publish

Drop images here to upload




Header Image

English




Small Capsule

English



Large Capsule

English



Main Capsule

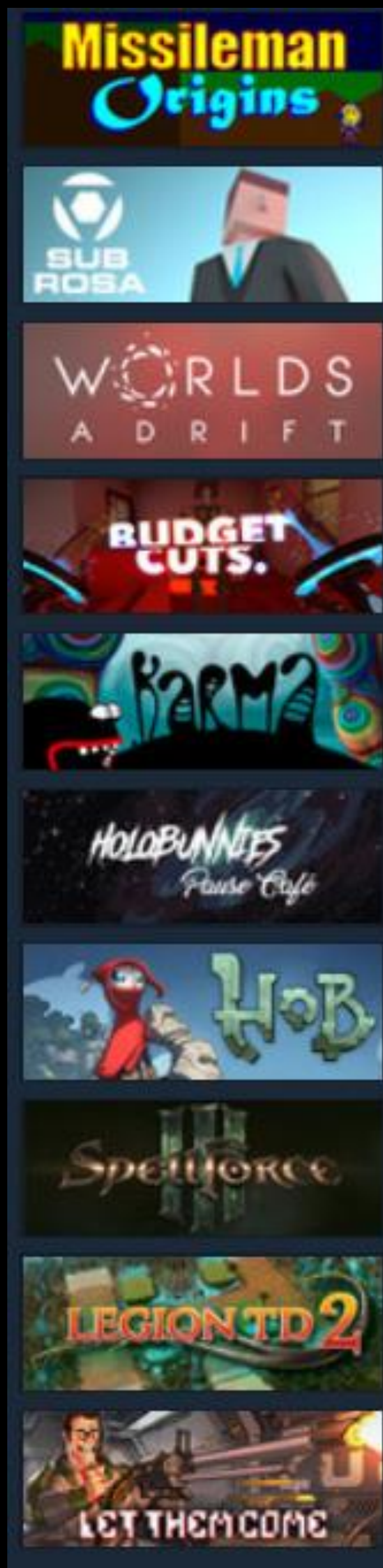
English

Upload

General Asset Guidelines

You can download Photoshop templates for the specific sized images here: [game_page_templates.zip](#)





LEGIBLE CONSISTENT BRANDING





TRAILERS

Basic Info	Description	Ratings	Early Access	Graphical Assets	Trailers	Special Settings	Publish
------------	-------------	---------	--------------	------------------	----------	------------------	---------

Create New Trailer

Name:

Create

Drop screenshot here

Name:

Worlds Adrift - Ship Building

☒ Visible on Store Page (?)

☒ Show before screenshots on Store Page (?)

Save

Advanced / Replace Movie



Battlerite

Community Hub



0:09 / 1:27





BATTLERITE is an action-packed team arena brawler. Experience the unique combination of a top-down shooter with a fast-paced fighting game. Challenge friends and others in a battle of reaction, unleashing the champion within you.

User reviews:
OVERALL: **Overwhelmingly Positive** (5,033 reviews)

Release Date: Sep 20, 2016

Popular user-defined tags for this product:

Early Access PvP Action Multiplayer Fighting +

Tags you've applied to this product:

+ Add your own tags

This product is in your discovery queue because it is popular.

[Add to your wishlist](#)[Follow](#)[Not Interested](#)

NEW! Customize your queue

Next in Queue
(11 REMAINING)

Select an option above or just click "Next in Queue" to skip this item and see the next product in your queue.



YOU HAVE LESS THAN 10 SECONDS...

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Dead Effect 2

BadFly Interactive



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Renowned Explorers

Abbey Games





MARKETING & VISIBILITY

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MARKETING & VISIBILITY

Steamworks > App Admin > Worlds Adrift

Marketing:: Worlds Adrift (322780)

Overview

Traffic Breakdown

Analytics

Widget

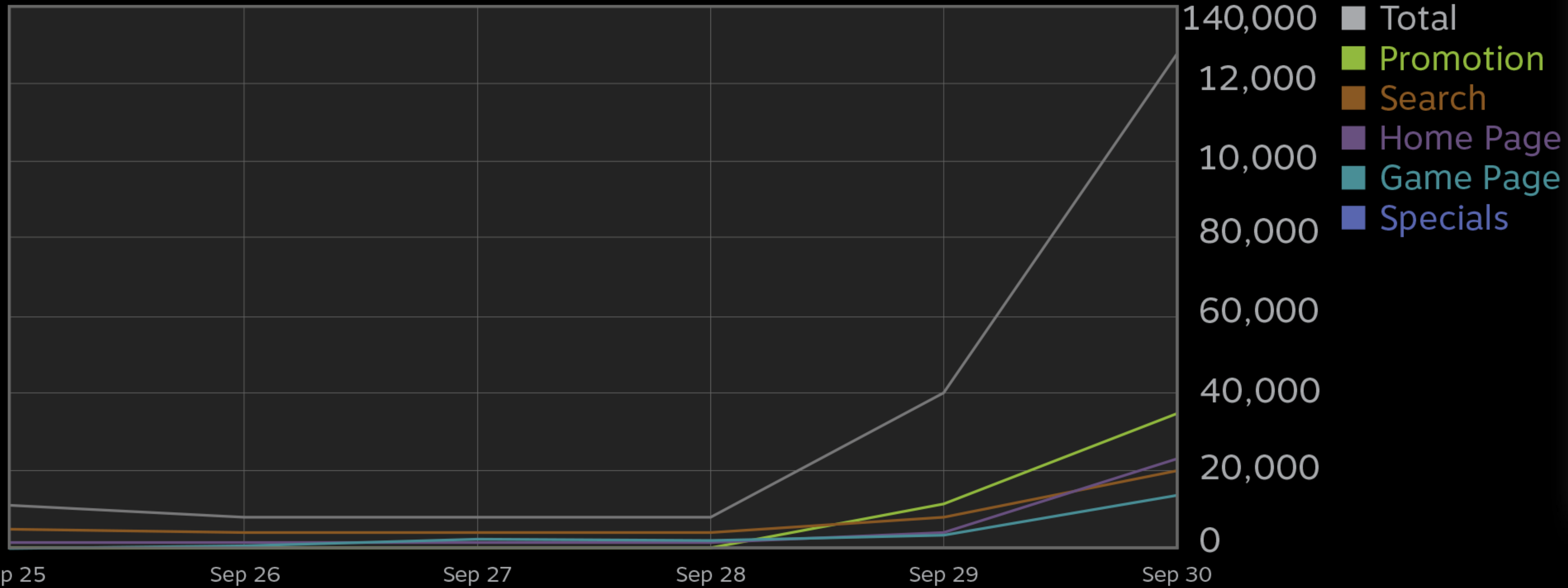
Launch Visibility [Learn More](#)

When your product launches fully on Steam, it will be given visibility in the 'New on Steam' area on the Steam store. You'll

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Visits Over Time



PAGE / FEATURE	IMPRESSIONS	% OF TOTAL IMPRESSIONS	CLICK-THRU RATE	VISITS	% OF TOTAL VISITS
Search Results	12,154,222	21.22%	4.01%	487,932	37.15%
Game Page	1,594,706	2.78%	11.88%	189,488	14.43%
Recommendations / New On Steam	24,043,667	41.98%	0.6%	143,411	10.92%
Home Page	7,225,425	12.62%	1.48%	106,869	8.14%
Promotion Page - bigpicturegames-	2,300,490	4.02%	4.57%	105,115	8%
External Website				67,872	5.17%
Valve Website				60,071	4.57%
Tag Page	2,265,378	3.96%	1.81%	40,986	3.12%
Specials - Full List	2,036,221	3.56%	1.41%	28,645	2.18%
Games Under \$5 - Full List	559,707	0.98%	2.68%	14,981	1.14%



UPDATE VISIBILITY ROUNDS

Round 1	<div>Start Visibility Round</div> Select to start your next round of visibility
Round 2	Not run yet
Round 3	Not run yet
Round 4	Not run yet
Round 5	Not run yet



🔄 Recently Updated Major Product Updates



Intrude

-35% \$5.99 \$3.89

Patch 1.1.0 with Level Editor is now Live!

[View Update Details](#)



Spacejacked

-40% \$9.99 \$5.99

Auto-repair droids added to Story Mode. Also, Easy Mode now available!

[View Update Details](#)



Stardew Valley

\$14.99

Version 1.1 is now live! This update that adds many new features to Stardew Valley

[View Update Details](#)

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STEAM KEYS

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HOW TO REQUEST KEYS

Outlast 2 for Beta Testing (83310)	YouTubers ▼		100
Outlast 2 (83311)	Please Select ▼		0

Submit



TRACKING KEY REDEMPTIONS

generic - YouTubers

United States	5
Spain	3
France	1
Japan	1

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**WHAT ABOUT SELLING
ELSEWHERE?**



5 KEY LESSONS



KEYS ARE FREE
- BUT THEY STILL HAVE VALUE -



**ONLY REQUEST THE KEYS
YOU ACTUALLY NEED**



UNDERSTAND THE DOWNSTREAM COSTS



USE TOOLS LIKE:
[HTTPS://DODISTRIBUTE.COM](https://dodistribute.com)

VERIFY WHO IS RECEIVING YOUR PRESS KEYS



**ASK QUESTIONS
BEFORE REQUESTING KEYS,
INSTEAD OF AFTER**





GAME FEATURES

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YOUR GAME HERE

ONLINE MULTIPLAYER INVENTORY SERVICE FREE TO PLAY
WINDOWS LOCAL MULTIPLAYER MAC ACHIEVEMENTS STATS
STEAM WORKSHOP CROSS-PLATFORM MULTIPLAYER DLC
STEAM OS EARLY ACCESS TRADING CARDS LEADERBOARDS
STEAM CLOUD ANTI-CHEAT OCULUS RIFT SINGLE PLAYER
HTC VIVE CO-OP CONTROLLER SUPPORT LEVEL EDITOR
ASYNC NOTIFICATIONS LOCALIZED CONTENT STEAM CLOUD

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OSIRIS NEW DAWN

ONLINE MULTIPLAYER INVENTORY SERVICE FREE TO PLAY
WINDOWS LOCAL MULTIPLAYER MAC ACHIEVEMENTS STATS
STEAM WORKSHOP CROSS-PLATFORM MULTIPLAYER DLC
STEAM OS **EARLY ACCESS** TRADING CARDS LEADERBOARDS
STEAM CLOUD ANTI-CHEAT OCULUS RIFT **SINGLE PLAYER**
HTC VIVE **CO-OP** CONTROLLER SUPPORT LEVEL EDITOR
ASYNC NOTIFICATIONS LOCALIZED CONTENT STEAM CLOUD

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CLUSTER TRUCK

ONLINE MULTIPLAYER INVENTORY SERVICE FREE TO PLAY
WINDOWS LOCAL MULTIPLAYER **MAC ACHIEVEMENTS STATS**
STEAM WORKSHOP CROSS-PLATFORM MULTIPLAYER **DLC**
STEAM OS EARLY ACCESS TRADING CARDS **LEADERBOARDS**
STEAM CLOUD ANTI-CHEAT OCULUS RIFT **SINGLE PLAYER**
HTC VIVE CO-OP **CONTROLLER SUPPORT LEVEL EDITOR**
ASYNC NOTIFICATIONS LOCALIZED CONTENT STEAM CLOUD

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HOVER JUNKERS

ONLINE MULTIPLAYER INVENTORY SERVICE FREE TO PLAY
WINDOWS LOCAL MULTIPLAYER MAC **ACHIEVEMENTS** **STATS**
STEAM WORKSHOP CROSS-PLATFORM MULTIPLAYER DLC
STEAM OS EARLY ACCESS **TRADING CARDS** **LEADERBOARDS**
STEAM CLOUD ANTI-CHEAT OCULUS RIFT **SINGLE PLAYER**
HTC VIVE CO-OP CONTROLLER SUPPORT LEVEL EDITOR
ASYNC NOTIFICATIONS LOCALIZED CONTENT **STEAM CLOUD**

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UNTURNED

ONLINE MULTIPLAYER **INVENTORY SERVICE** **FREE TO PLAY**
WINDOWS **LOCAL MULTIPLAYER** **MAC** **ACHIEVEMENTS** **STATS**
STEAM WORKSHOP **CROSS-PLATFORM MULTIPLAYER** **DLC**
STEAM OS **EARLY ACCESS** **TRADING CARDS** **LEADERBOARDS**
STEAM CLOUD **ANTI-CHEAT** **OCULUS RIFT** **SINGLE PLAYER**
HTC VIVE **CO-OP** **CONTROLLER SUPPORT** **LEVEL EDITOR**
ASync NOTIFICATIONS **LOCALIZED CONTENT** **STEAM CLOUD**

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**STEAM WAS DESIGNED
TO ENABLE LOW-COST,
LOW-RISK ITERATION.**





SELF HELP RESOURCES

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USE YOUR RESOURCES

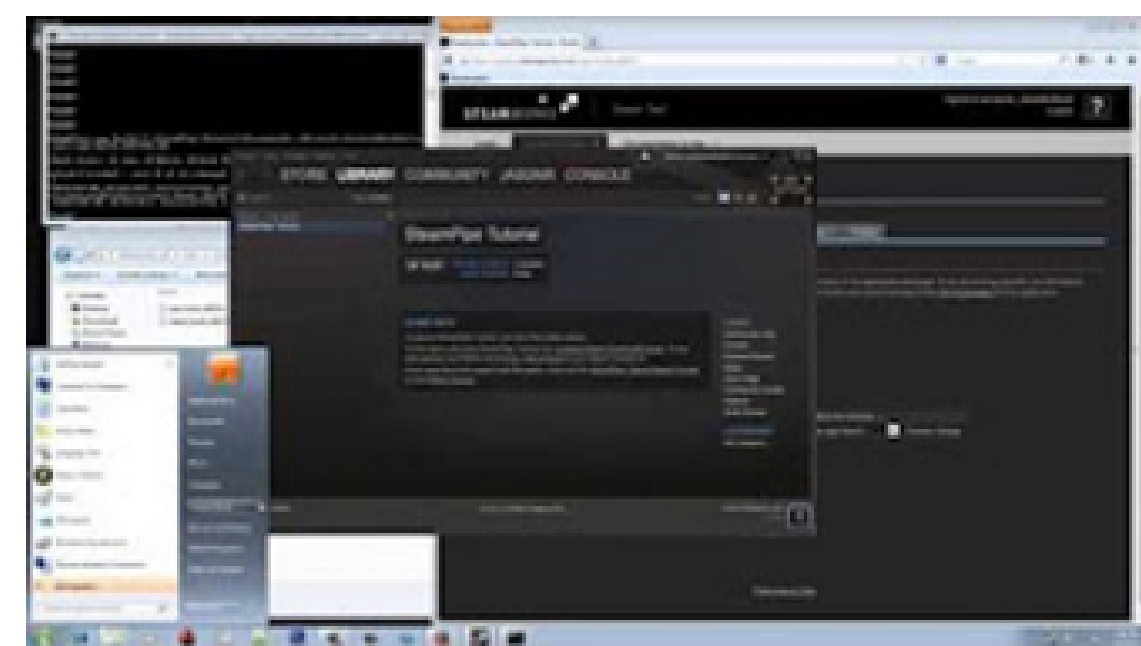
Documentation & Help ▼

[View Documentation](#)

[Contact Steam Publishing](#)

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Steamworks Tutorials

Steamworks Development • 5 videos • 7,157 views • Updated 6 days ago

Tutorials to help developers who publish applications on Steam using the Steamworks tools.



Play all



Share



Save

1



Steamworks Tutorial #1 - Building Your Content in Steampipe

by Steamworks Development

11:41


Tutorial Videos

www.youtube.com/user/SteamworksDev

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Valve Announcements

 Steamworks announcement, September 27th, 2016

Steamworks Partner Site Downtime at 3:45PM PDT Today

Sorry for the short notice, but we need to bring the Steamworks partner site down today for about 15-20 minutes. During that time we'll also be doing our weekly Steam maintenance so by the time that comes back, the partner site should be back up as well.

[READ MORE](#)



Steamworks announcement, September 23rd, 2016

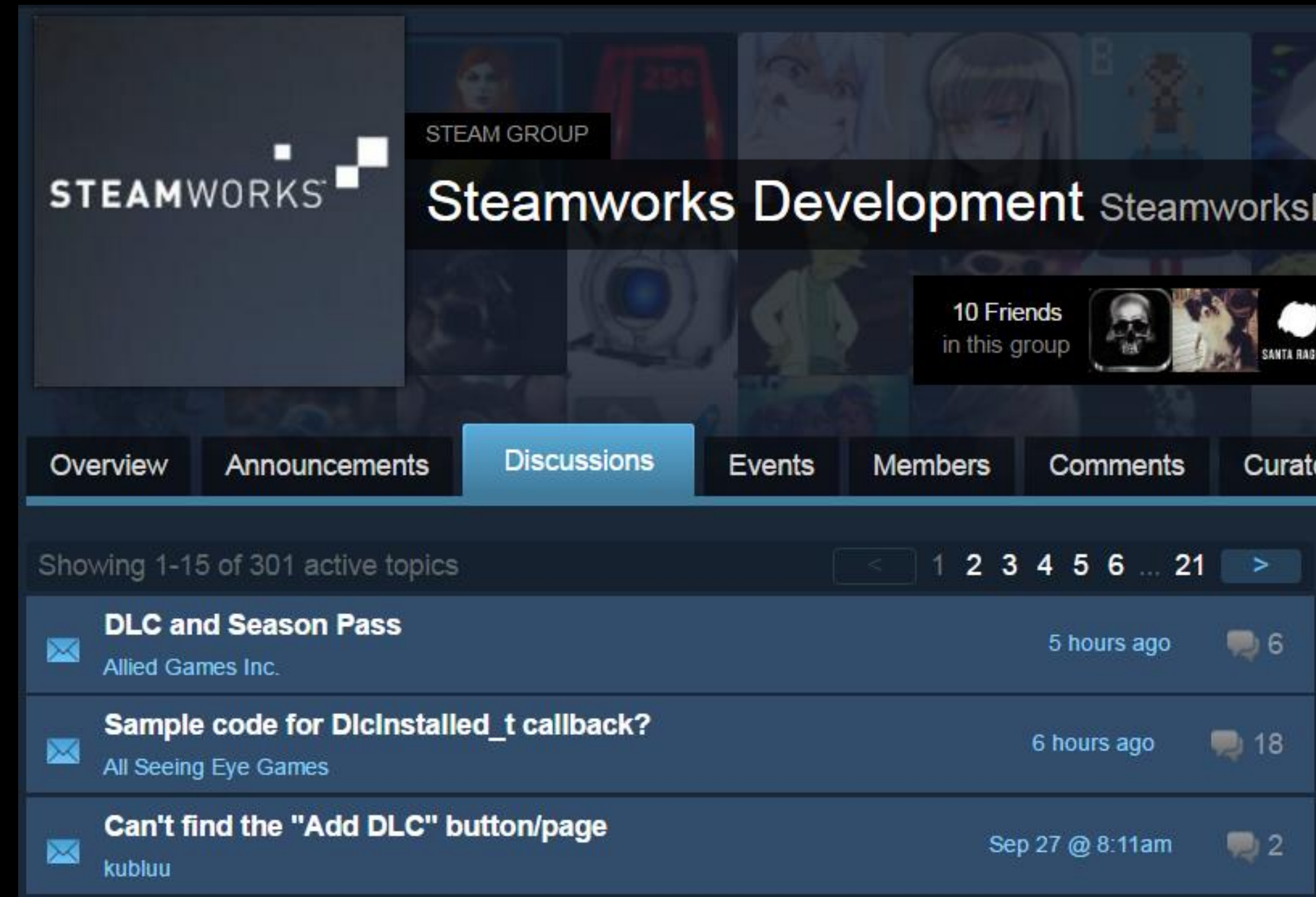
Planned Changes to Steam Store

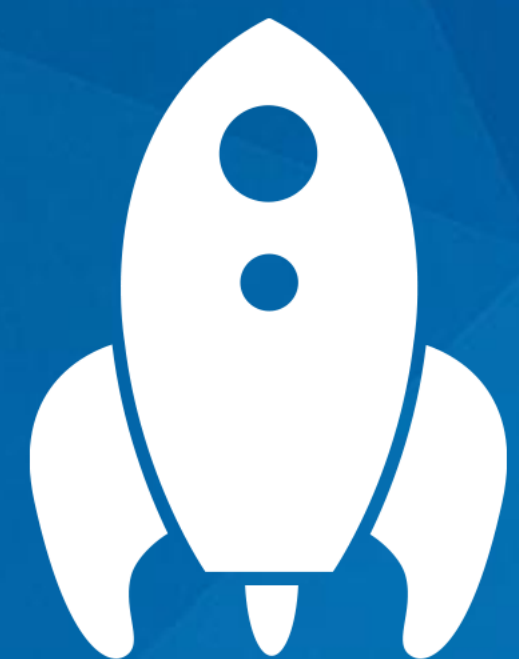
We wanted to let you know about some upcoming improvements we're working on for the Steam Store and what it might mean for

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Get Connected





YOUR LAUNCH DAY

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**LAUNCH DAY
IS THE STARTING LINE,
NOT THE FINISH LINE.**





**KEEP
CALM
AND
UPDATE
YOUR
GAME**

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**IT'S A GREAT TIME TO BE A
PC GAME DEVELOPER**

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THANK YOU FOR COMING!

**SEND FEEDBACK AND QUESTIONS TO:
STEAMDEVSDAYS@VALVESOFTWARE.COM**

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