

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](#)

Series Content

[Blade Modeling](#) [Blade Texturing](#) [Blade Texturing Extended](#)



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

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

Languages:
English [Original](#) [Full Audio](#) [Subtitles](#)

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](#)

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

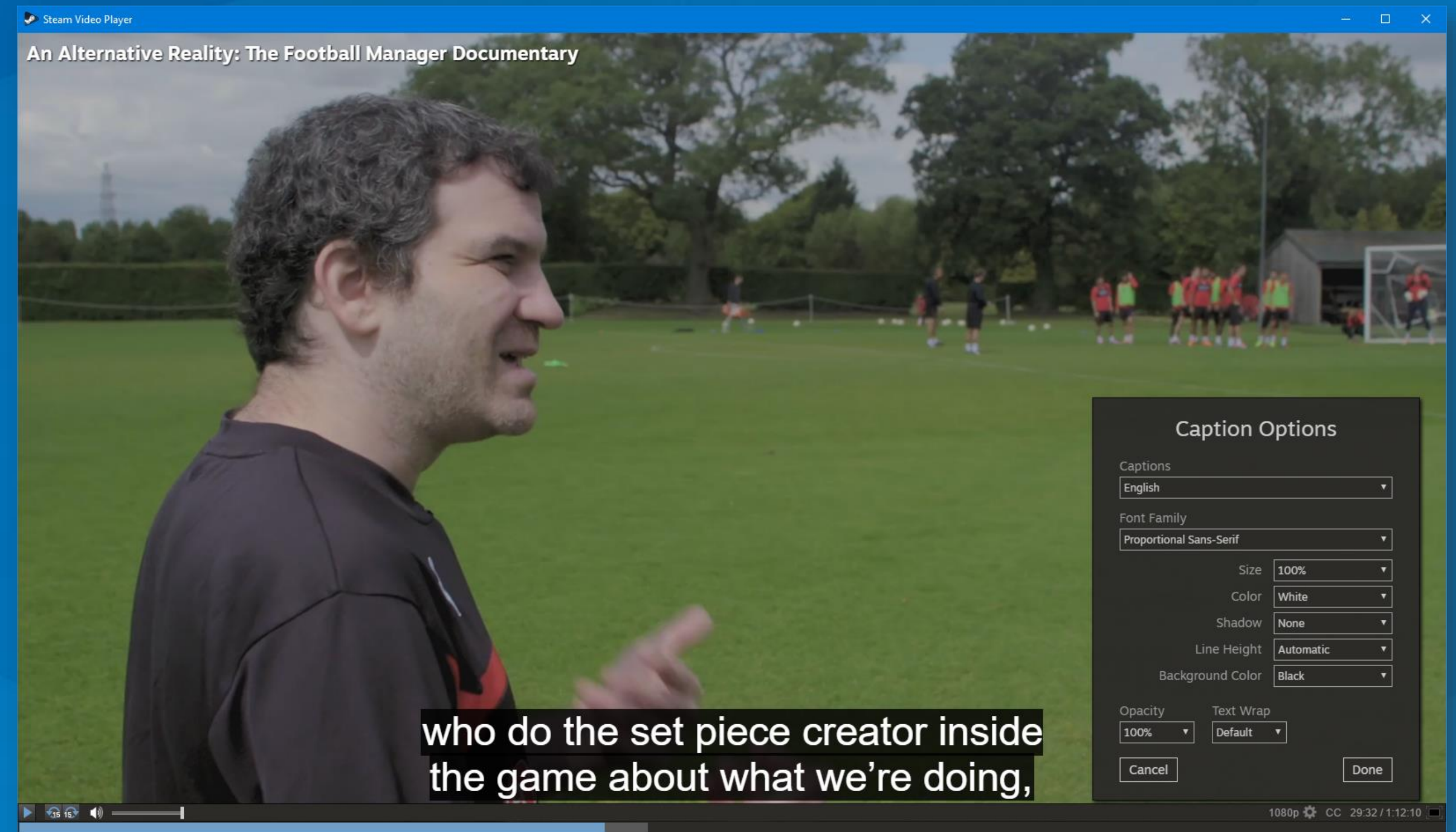


The screenshot displays the Steam store page for 'John Wick Chronicles'. At the top, the breadcrumb trail reads 'All Games > Action Games > John Wick Chronicles'. The main header features the game title 'John Wick Chronicles' and a 'Community Hub' link. Below this is a large promotional image showing a character in a VR environment, with a 'FEBRUARY 2017' release date and 'PRE-ORDER ON STEAM' text. To the right, a text box describes the game as a VR experience where players can pick up iconic weapons and experience the action. Below the description, it shows 'User reviews: OVERALL No user reviews', 'Release Date: Feb 2017', and 'Popular user-defined tags for this product: Action, VR'. A row of smaller images shows various in-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 'Available: February 2017' section is highlighted. Below this, two purchase options are shown: 'Pre-Purchase John Wick Chronicles' for \$19.99 (including a free copy of PAYDAY 2) and 'Pre-Purchase John Wick Chronicles Digital Deluxe Edition' for \$29.99 (including 2 items: John Wick Chronicles, John Wick). Both have 'Add to Cart' buttons. A 'Digital Deluxe Edition' section features a large 'JOHN WICK CHRONICLES' logo. On the right side, a 'VR Support' section lists requirements: 'This VR game requires a play area of at least 2m x 1.5m.', 'Headsets: HTC Vive', 'Input: Tracked motion controllers', and 'Play Area: Room-Scale'. A 'Languages' section shows 'Interface' and 'Full Audio' set to 'English', with 'Subtitles' also set to 'English'. At the bottom right, there are links for 'View update history', 'Read related news', 'View discussions', and 'Find Community Groups'. A 'Share' button is at the very bottom right.

Video Content on Steam

Steam Video Features

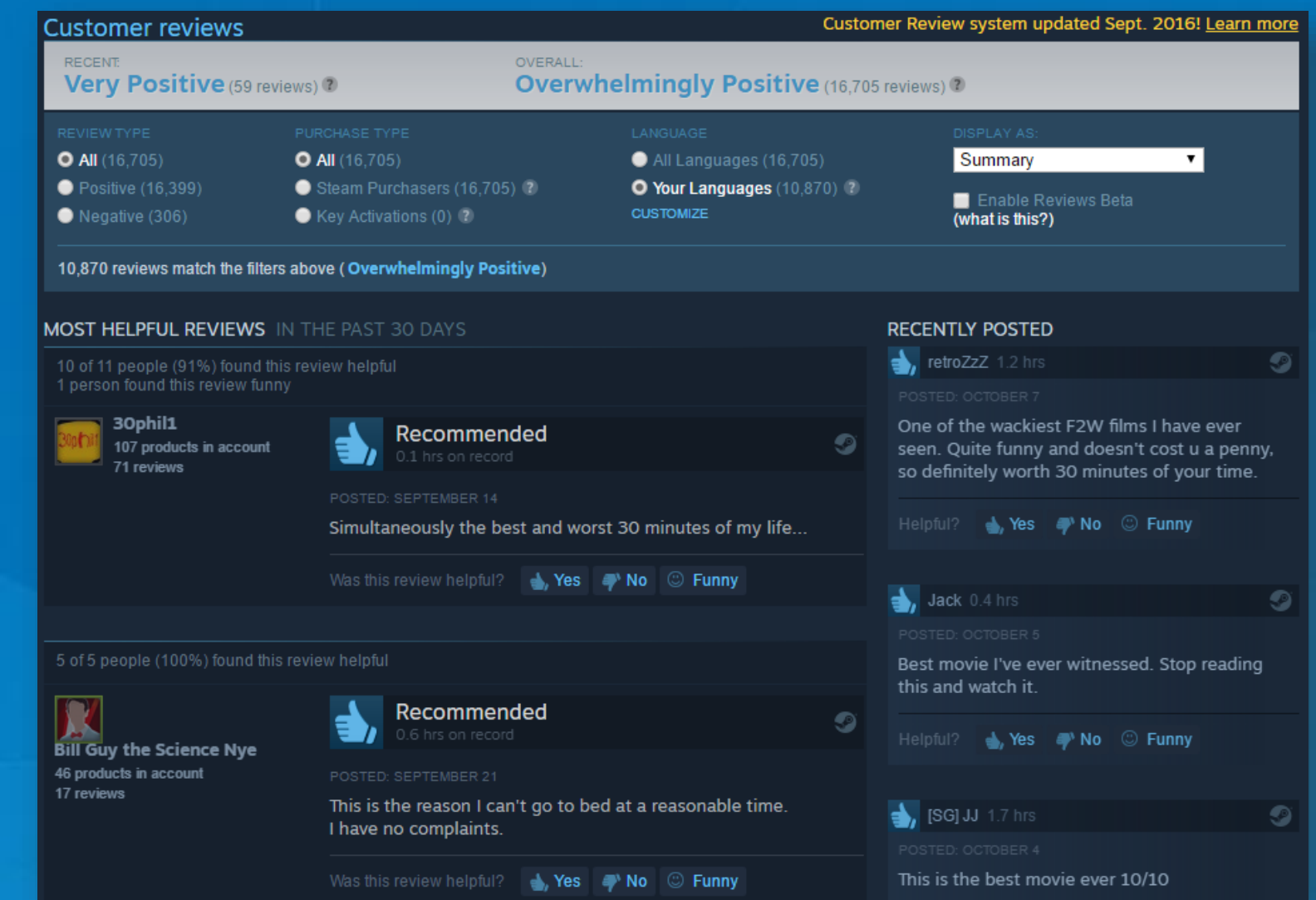
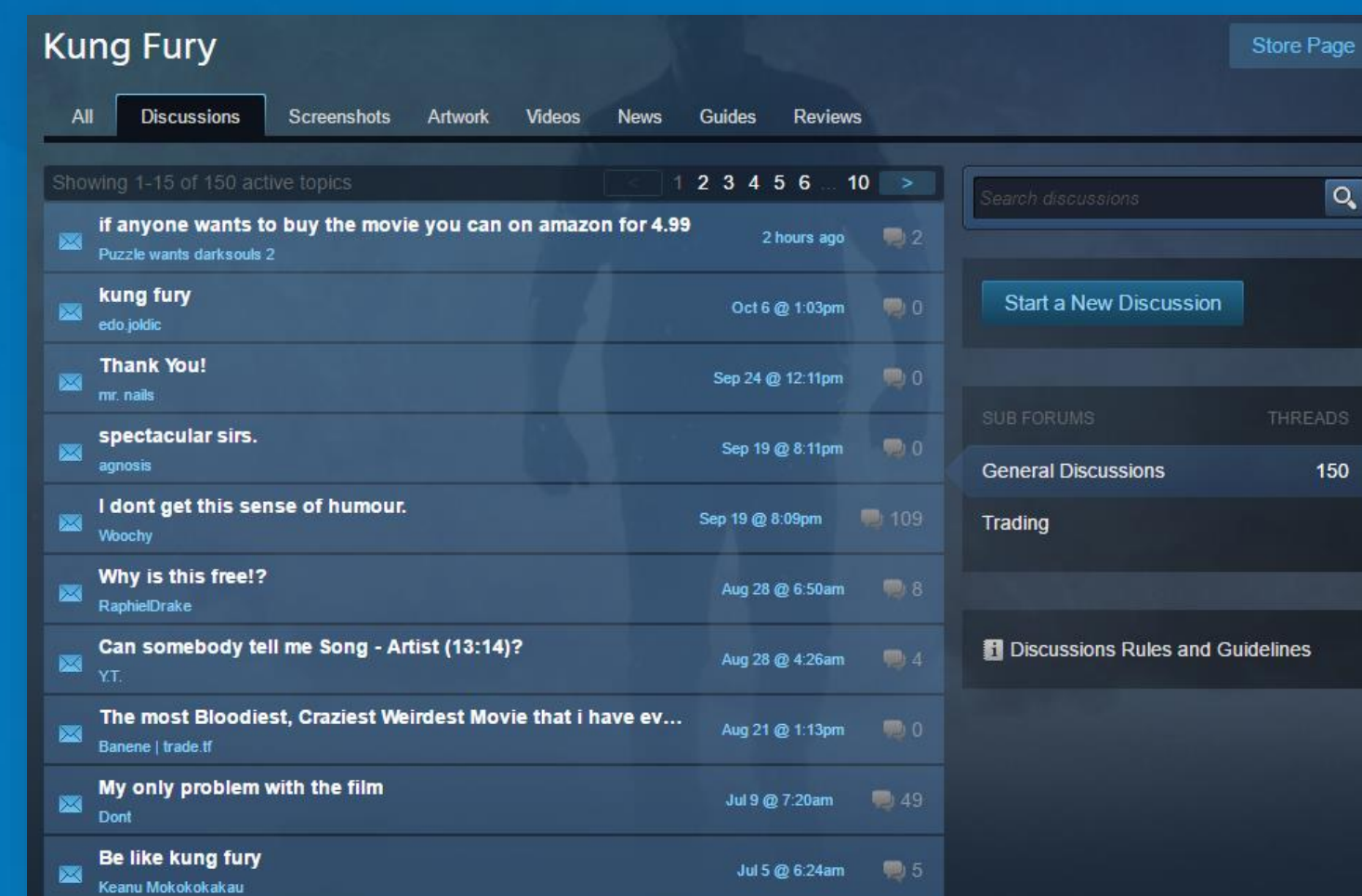
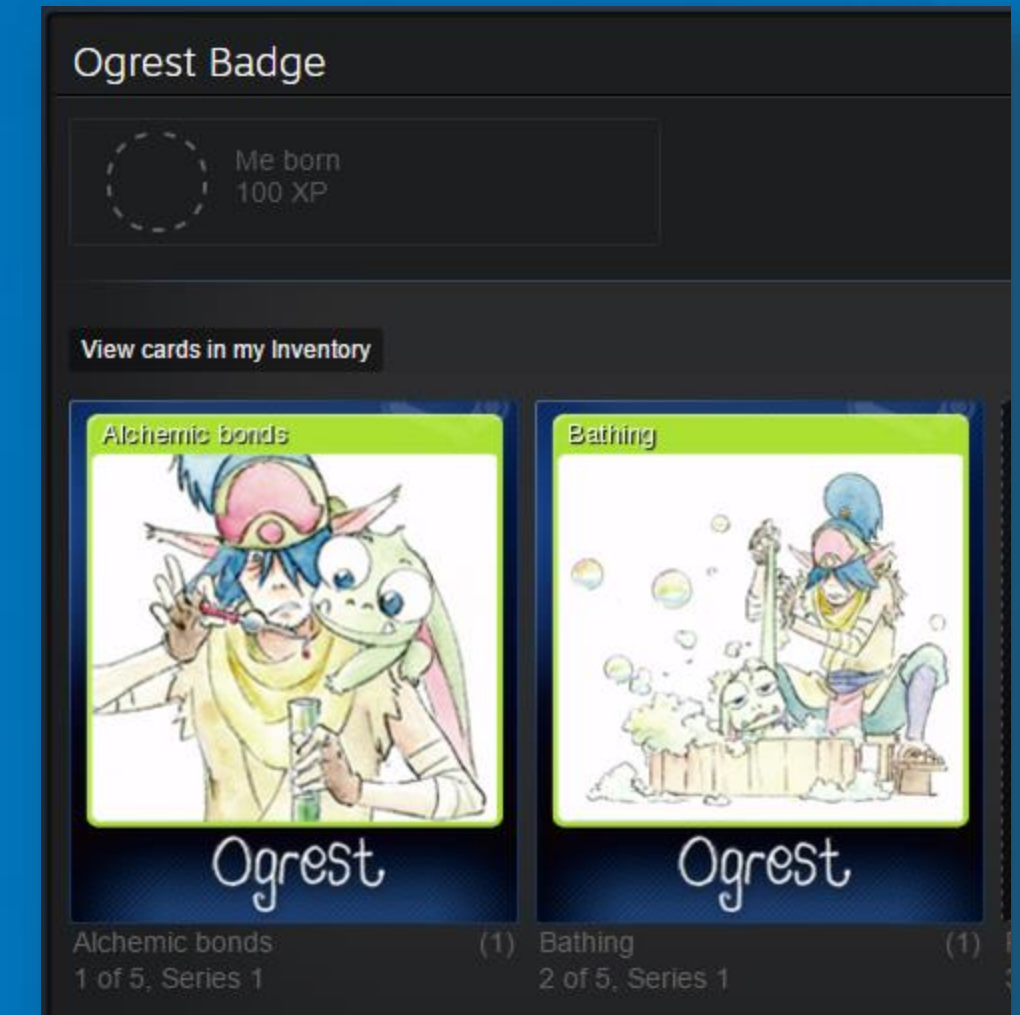
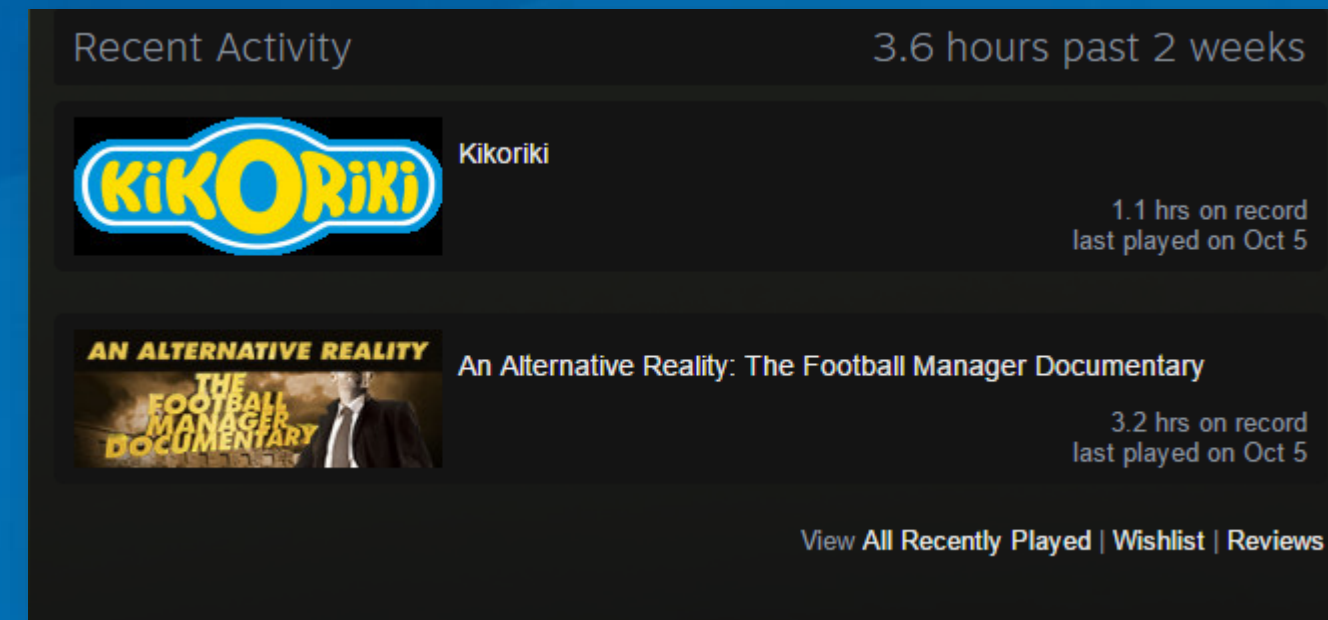
- Closed Captions and Subtitles
 - Supports all existing Steam languages and more
 - Formatting options including color, size, font, style
 - Forced text support
 - Force sub on audio track
- 10% of videos watched each day are watched with subtitles



Video Content on Steam

Standard Steam Features

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



Video Content on Steam

SteamVR Desktop Theater



The Divergent Series: Insurgent Now Available on Steam

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

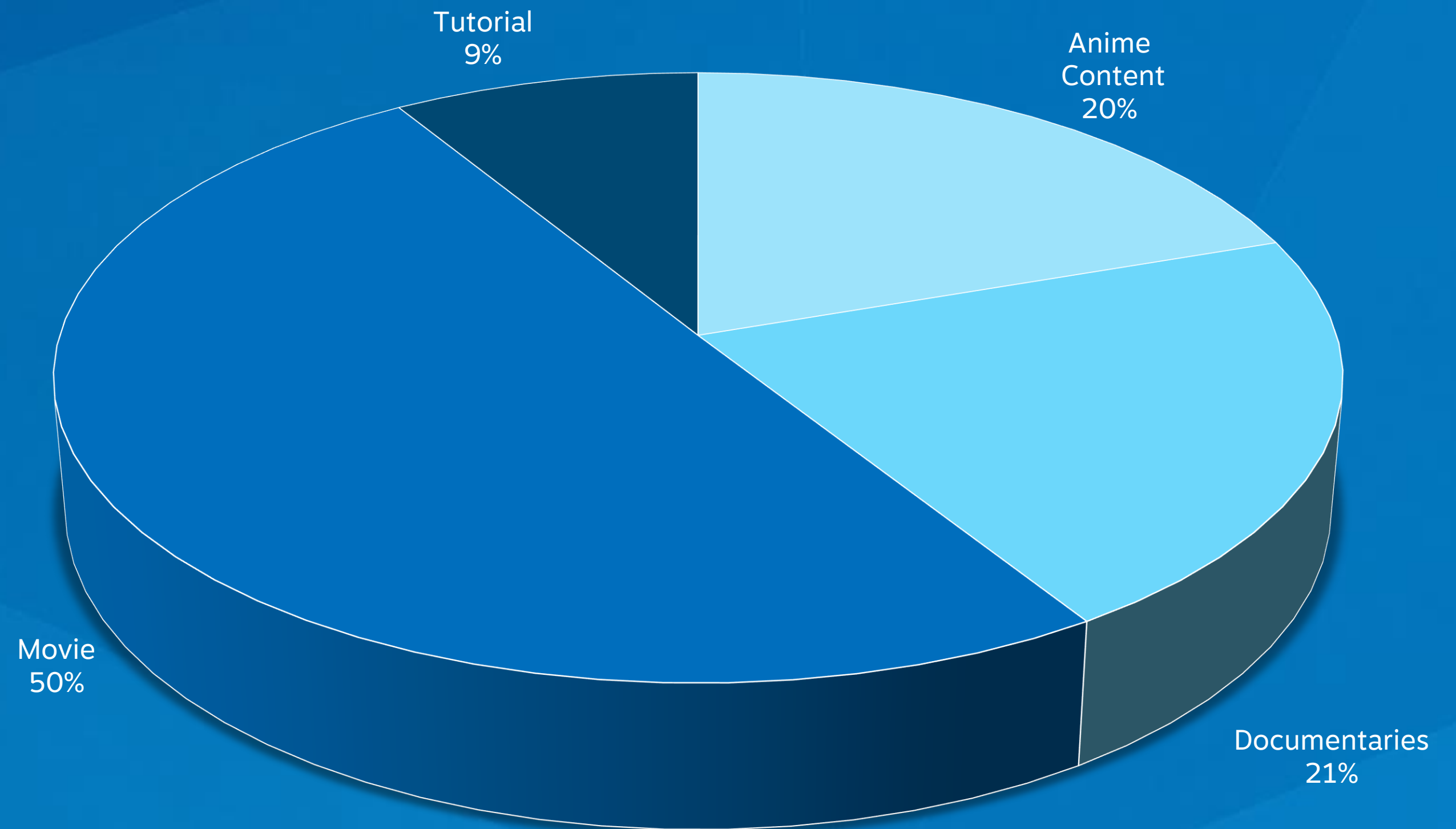
- 4.36 million users have video in their Steam library
- User growth primarily through
 - Free game-related content
 - Localized, targeted content
- Discovery of video content remains an issue we are addressing

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

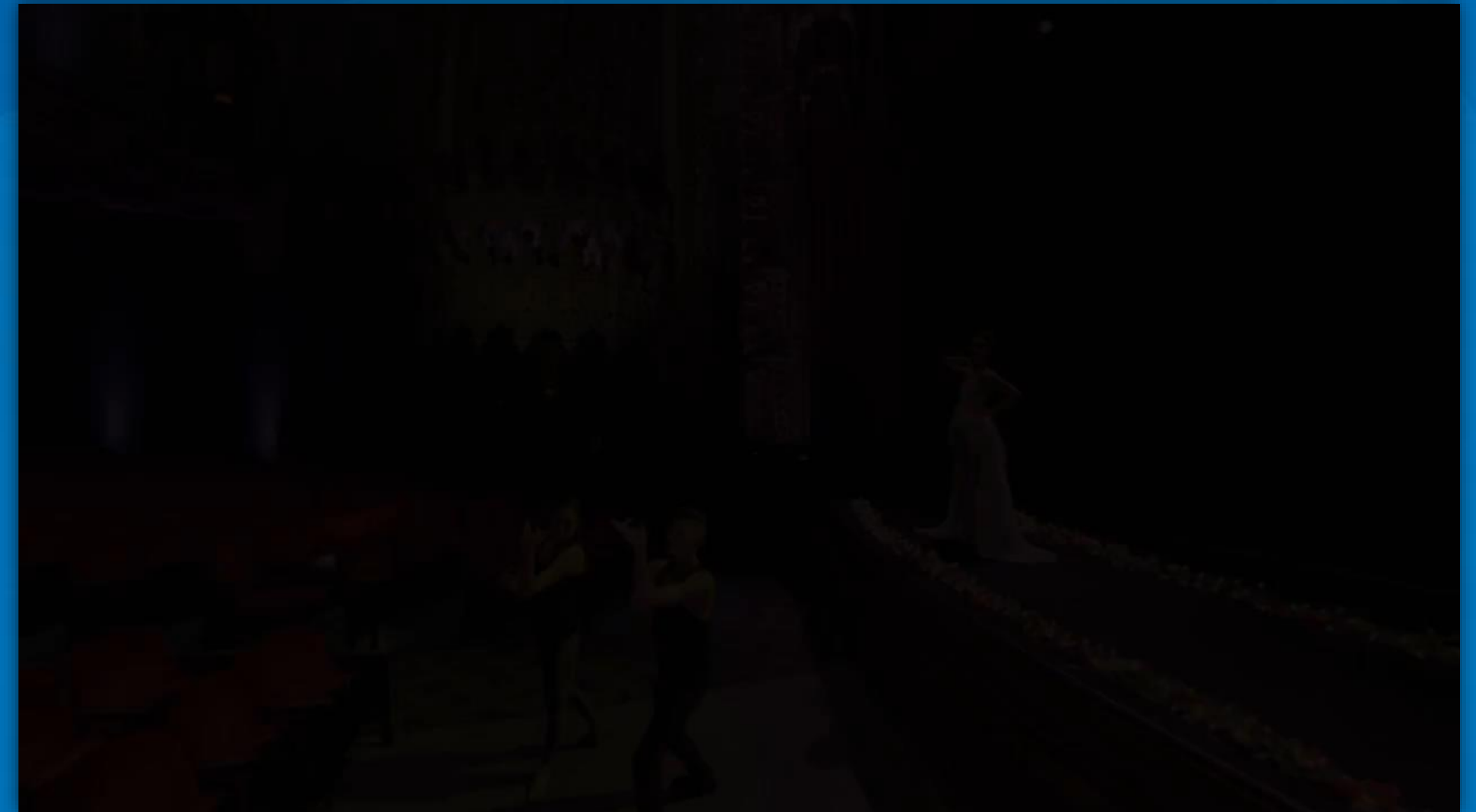
- Existing Steam SDA covers games, software and video content
- Video SDA is available for video only distribution
- Complete the store page setup
- Upload and configure the video
- Submit for review
- Publish!

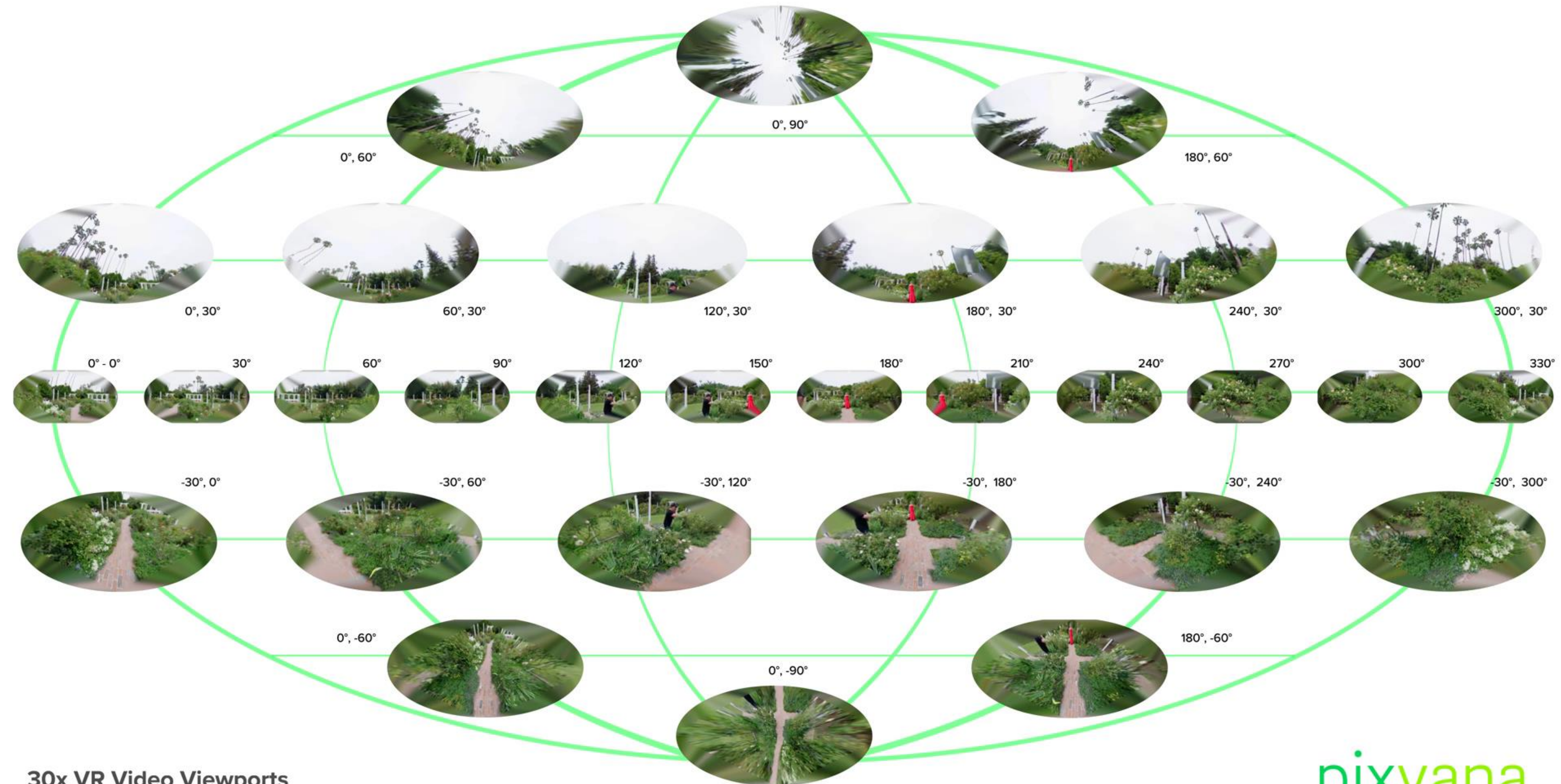
UPCOMING FEATURES

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



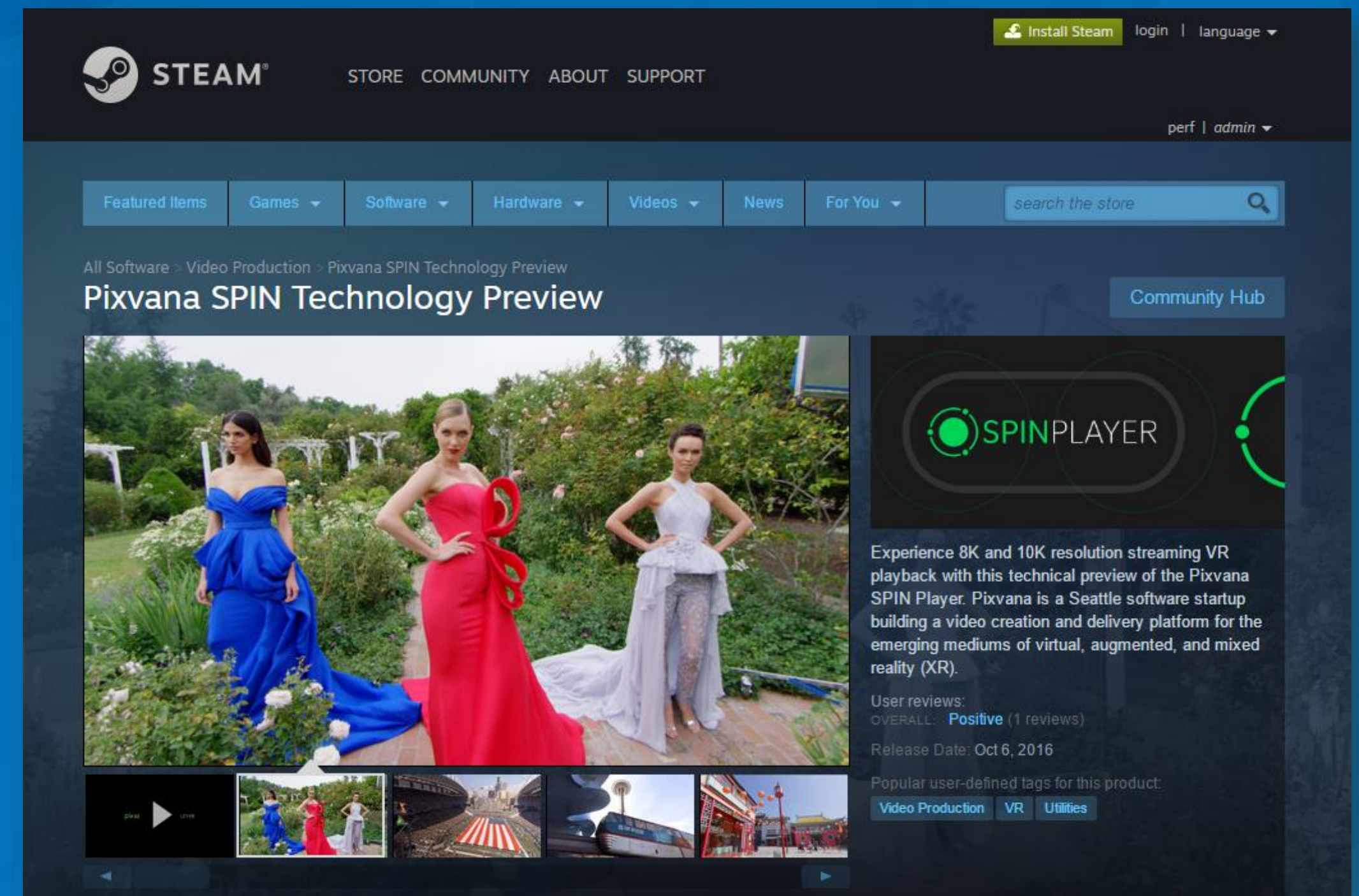


30x VR Video Viewports
Field-of-View Adaptive Streaming

Video Content on Steam

Steam 360 Video

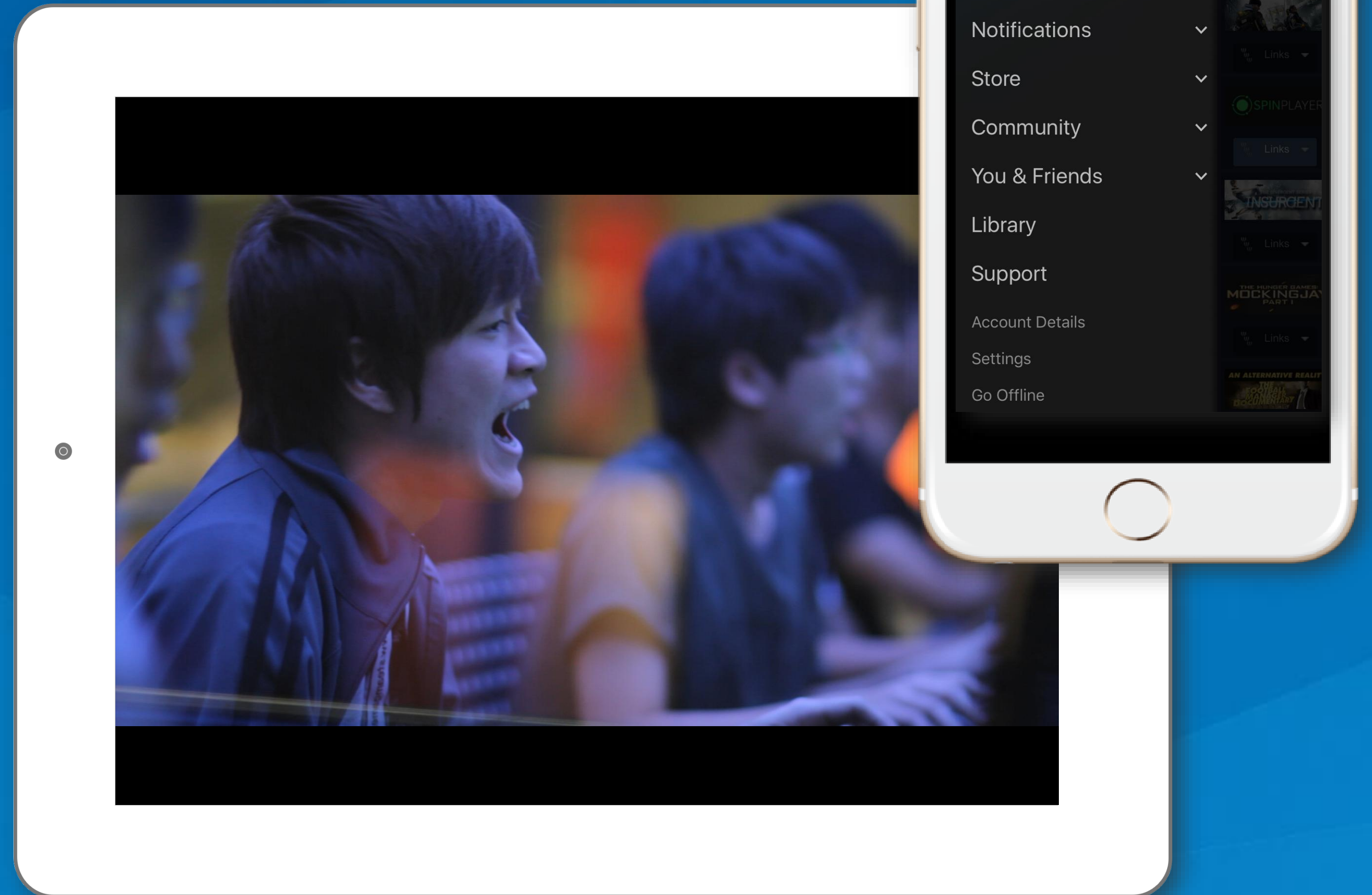
- Ingestion and publishing of 360 videos
- Extend Steam store and library to identify and watch 360 videos
- Deliver an integrated player for both **Desktop** and **Virtual Reality Headsets**
- Pixvana SPIN Technology Preview now on Steam for SteamVR compatible headsets



Video Content on Steam

Mobile Playback

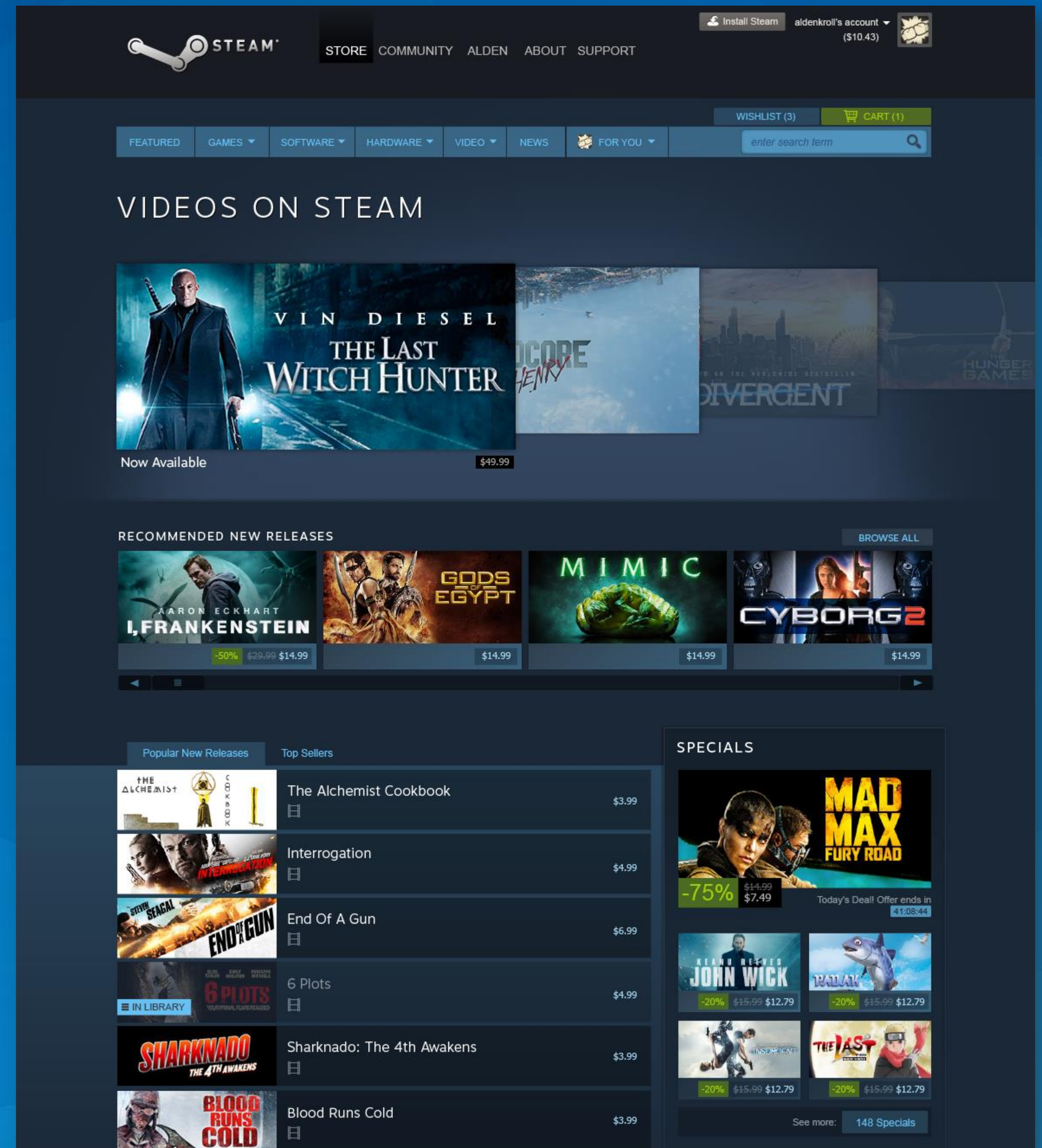
- Using Steam mobile app
- Apple iOS and Android
- Offline / Download playback



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



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

