



# How Steam Works

***And how to make it  
work for your game***

# This talk:

- *What is Steam*
- *How we operate*
- *Getting started*
- *Tips: Coming from mobile*
- *Some cool new stuff!*

# Steam

***What is it?***

**Hello Brasil!**



# *The ultimate PC gaming platform*

- **Store**
- **Library**
- **Community**
- **Chat**
- **SDK + Steamworks**

# *A connected, passionate community*

- **Post screenshots, artwork, videos, guides**
- **Chat in groups and 1:1**
- **Write reviews, vote on others' reviews**
- **Create mods of all kinds**

## *Steam games, playable in many places:*

- **PC Desktop**
- **Steam Deck**
- **Stream to your living room**
- **VR headsets**
- **3<sup>rd</sup> party devices**

## *A global platform:*

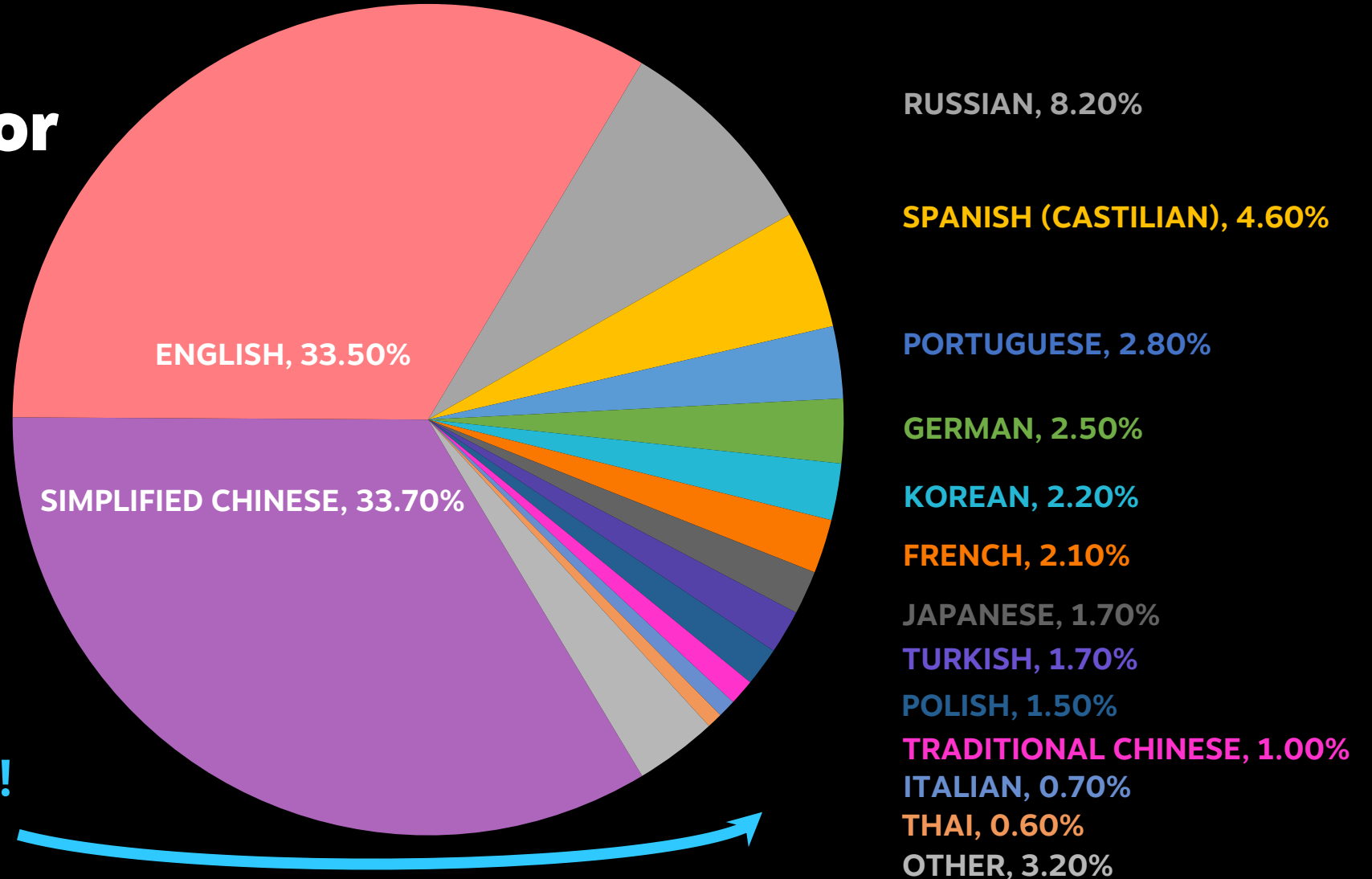
- **Players on every continent**
- **29 Languages**
- **26 Currencies**
- **100+ payment methods**
- **400+ servers**



# *Player languages*

**Full support for  
29 languages**

**Even 1% is still  
millions of players!**



# Growing Opportunity

## *Global Revenue 2023-2024*

*North America* ▲ 12%

*Europe* ▲ 15%

*Asia* ▲ 37%

*Latin America* ▲ 14%

*Russia, Ukraine, CIS* ▲ 55%

*Australia, New Zealand* ▲ 20%

**The top growing  
countries  
2020-2025**

**China**

**United States**

**Russia**

**Brasil**

**Japan**

**Germany**

**Turkey**

**Ukraine**

**United Kingdom**

**South Korea**

*Lots of different kinds of games*

**Developers all over the world**

**Genres of all kinds**

**Huge, deep games, and small, short experiences**



# Steam

***How we operate***

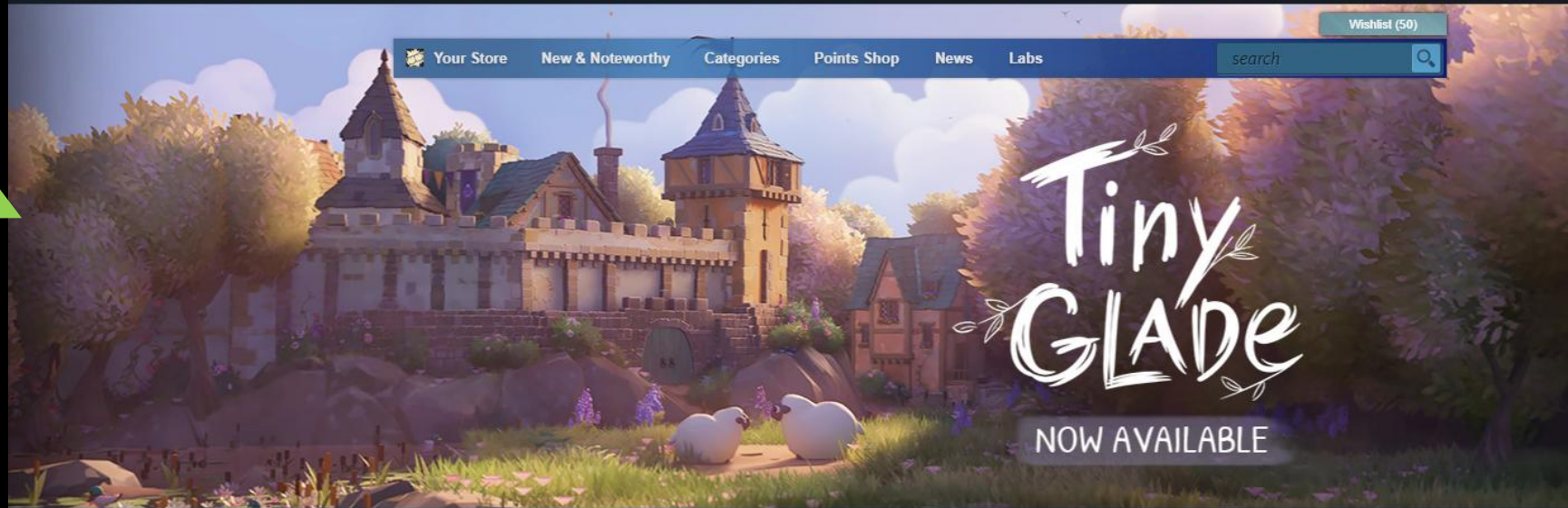
**Building long-term relationships:**

**Develop tools & features for  
developers and players.**

**Connect games with people who  
will love them.**

**Advertising or placement:**  
**We don't sell it.**





This is here in response to how many players were buying and playing

## FEATURED &amp; RECOMMENDED



STEAM DECK  
Your Games, Everywhere



STEAM GIFT CARDS  
Give the Gift of Game

## RECENTLY VIEWED

Half-Life: Alyx  
South of Midnight  
The Elder Scrolls IV: Oblivion Remastered

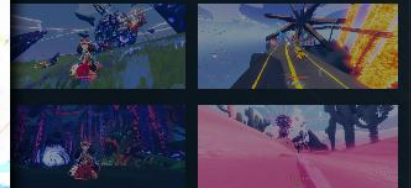
## YOUR TAGS

Vampire  
Bullet Hell  
Action Roguelike  
Score Attack  
Roguelite

## RECOMMENDED



## Haste



Recommended because you played games tagged with

Action Roguelike Roguelite Arcade Casual

\$19.99



STEAM  
BOX-PUSHING  
FEST



A PUZZLER FEST FOR GAMES  
THAT NEED A PUSH (FROM YOU!)

NOW - APRIL 28 AT 10 AM PT



**We don't have an editorial  
staff to convince.**

**No need to pitch us your game.**

**Customer interest**  
**drives visibility on Steam.**

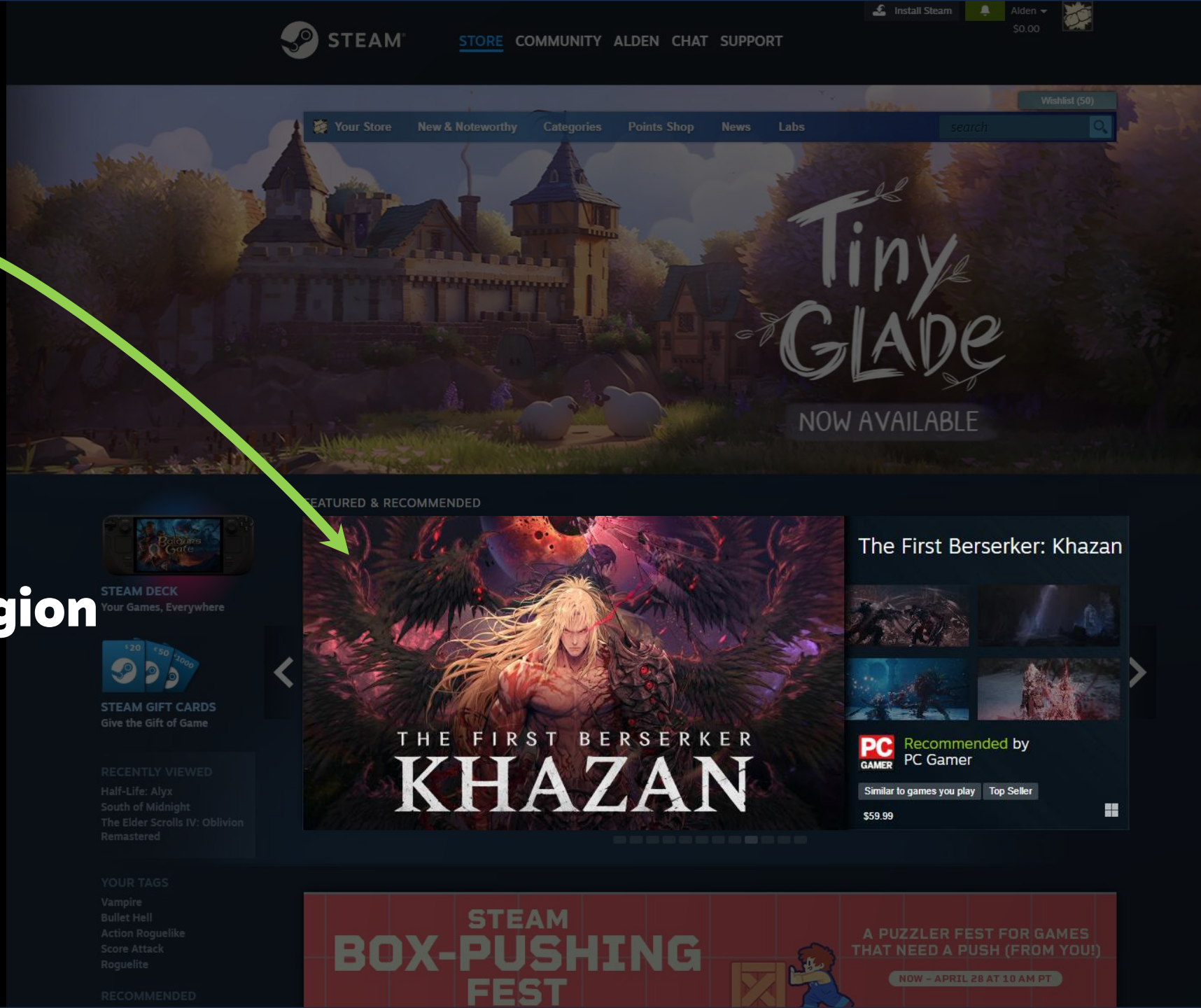
**<image of discovery  
queue>**

**Customer interest drives  
algorithmic visibility &  
curated promotions.**

**Steam is personalized;**  
**what you see is (mostly)**  
**different from what I see.**

**These are here  
because of:**

- **Games I play**
- **Curators I follow**
- **My friends**
- **Popular in my region**
- **Etc.**



**Watch:**

**How Visibility Works.**

**On Steamworks YouTube**

**Our business team**  
**is available to help.**



# Steam

## ***Getting started***

*Steam is open:*

**Anyone can sign up**

**Individual or company**

**You don't need a publisher; you don't need a contact at Valve**

# *Build an audience*

**Who is your audience?**

**Where do they learn about new games?**

**What is unique about your game?**

**How can you engage with players?**

# *Create your Coming Soon page*

**Give players a place to take action**

**Details about your game**

**Communicate along the way**

**Update whenever you need to**

memory devel

Starting Blessings

Gain +1 Skill Blessing at start of a new Run.

Forge powerful builds with endless loot in this relentless combination of Roguelike and ARPG. Blast through dungeons and unleash inhuman powers in a dark fantasy twist on Brazil's War of Canudos.

DEVELOPER: Rogue Snail  
PUBLISHER: Mad Mushroom

Popular user-defined tags for this product:

Action RPG Action RPG Dungeon Crawler +

Add to your wishlist Follow Ignore View Your Queue

Get players excited!

Download Hell Clock Demo

Learn more about this demo

Download Add to Library

This game is not yet available on Steam

Planned Release Date: Q2 2025

Interested?  
Add to your wishlist and get notified when it becomes available.

Add to your wishlist

Action!

Is this game relevant to you?

This game doesn't look like other things you've played in the past. As such we don't have much information on whether or not you might be interested in it

More Info

Single-player

Captions available

# *Wishlist notifications*

**Email and mobile**

**On release**

**On discounts greater than 20%**

**And for Early Access**



An item on your Steam Wishlist has just released!

## Pilo and the Holobook



INTRODUCTORY OFFER! Offer ends Apr 24 10:00am PDT

-23% \$12.99 \$10.00

Join Pilo and Prof in a new space adventure! Use your Holobook to turn everything into stickers and create your own encyclopedia of a new world. Explore beautiful new planets and meet new friends in this adventure game.



*Playtest everything*

**Seek honest feedback**

**Test your game,  
your message,  
your branding,  
your videos,  
your artwork,  
etc.**

# Steam

***Tips: coming from mobile***



*It's PC!*

**It's flexible**

**Engage directly with players all kinds of ways**  
(Chat, forums, video, blogs, etc.)

**Update any time**

**Lots of feedback channels**

*It's PC!*

**Steam supports a variety of business models:**

- **Premium**
- **Free to play**
- **DLC**
- **In-game purchases**

**(No in-game ads)**

## *Tips: Coming from mobile*

### **Screen resolutions**

- **Adjustable, good defaults, appropriate for the size**
- **Adapt the user interface for resolution**

## *Tips: Coming from mobile*

### **Input:**

- **Most PCs don't have a touch-screen ;)**
- **Support keyboard & mouse**
- **Controller**

## *Tips: Coming from mobile*

### **Update Anytime**

- **Brief review prior to launch**
- **Update your page and game any time**
- **Fix bugs in minutes**

## *Tips: Coming from mobile*

### **Community:**

- **User generated content**
- **Easily communicate with your players**
- **Coming Soon + Wishlist**
- **Community Hub**

**Steam**

***Some cool new stuff!***

# Accessibility Support







Hello alden!

Super Awesome Games Co. (PartnerID 4102934323)

## Events & Deadlines BETA

All Events Releases Dismissed

Search



PAST

### 24 EVENT RECAP

DISMISS ?



## Here's how the event went for you!

4 of your games participated.

See full summary

**22,101**  
TOTAL PLAYERS ?

**9,245**  
PLAYED & WISHLISTED ?

**23,754**  
TOTAL WISHLISTS ?

Mar 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### 13 SEASONAL SALE

DISMISS ?

## Spring Sale 2025

MAR 13 - MAR 20

Enter Discounts...

Learn More...

### 16 GAME RELEASE

DISMISS ?



## Dead Seagull Zoo Magnate

SPECIFIED DATE: Mar 21, 2025 10:00 AM PDT  
CUSTOMERS SEE: Mar 21, 2025

Status: **Prerelease** ?

### 24 THEME SALE

EDIT (VO) DISMISS ?

Show More



# Steam Assets Template

for Figma

Manage. Preview. Export. All in one place.



**Sales & Fests**

Featuring in the sale  
is based on customer  
interest and discount,  
**not Valve curation**







More events  
and fests than  
ever before.





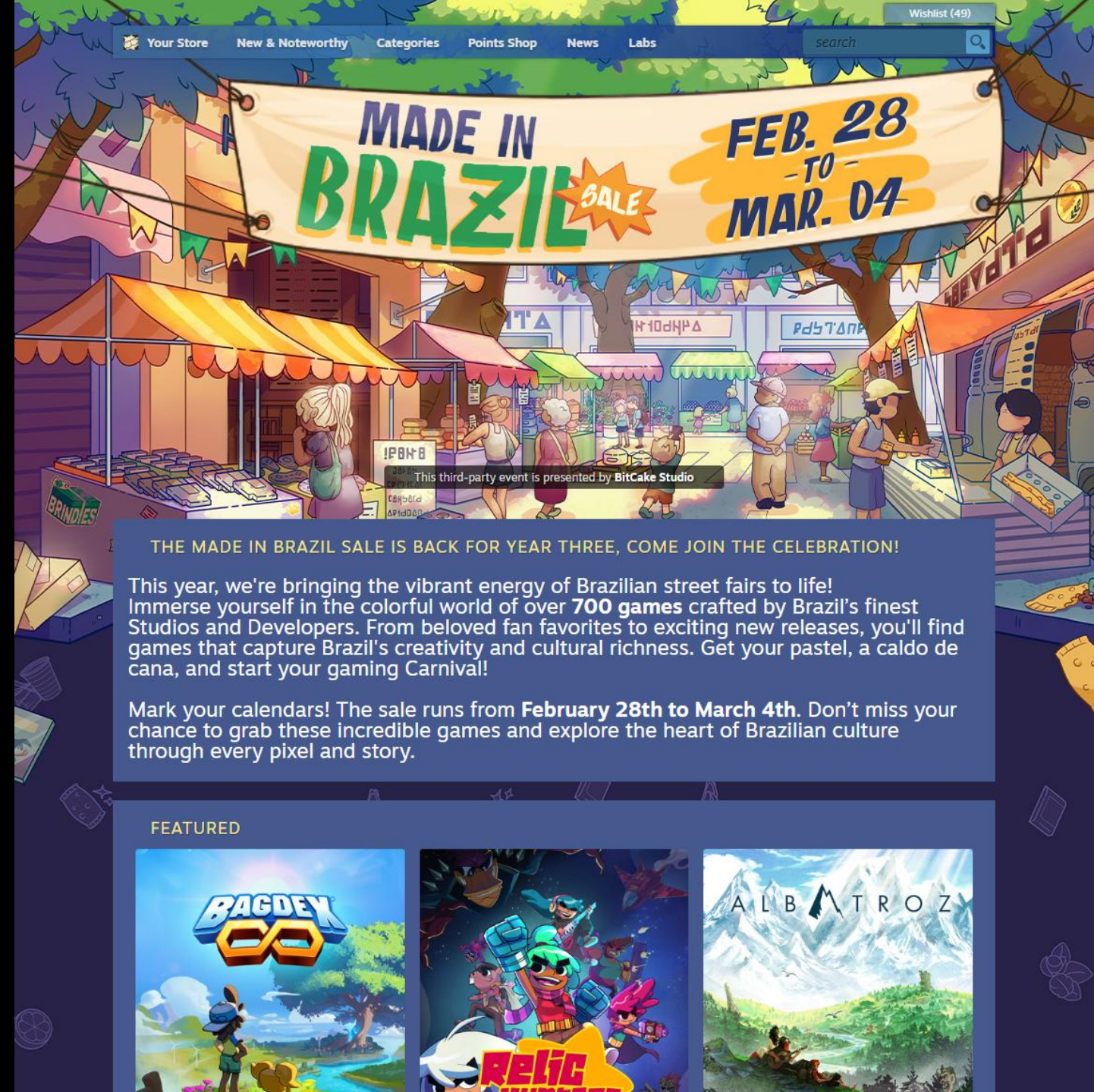
# Third-Party Events

You can join sales created by 3rd party organizers...

- Some 3<sup>rd</sup> party sale events are featured on the store
- Featuring based on customer interest and theme

...or organize your own sales and events

- Submit your event idea to the Steam Events Team





# Thank you

**Contact us!**

**Plus, helpful videos and documentation**

