

VALVE



STEAM[®]

**STEAM PLATFORM UPDATE
KUALA LUMPUR, OCTOBER 2023**

Nice to meet you.

Erik Peterson, Valve
Steam Business Team

Today

- **Platform Update**
- **How Steam Works**
- **Recent Developments**
- **Looking Ahead**
- **Tips for mobile developers**
- **Resources**

Platform Update

CONCURRENT USERS ON STEAM

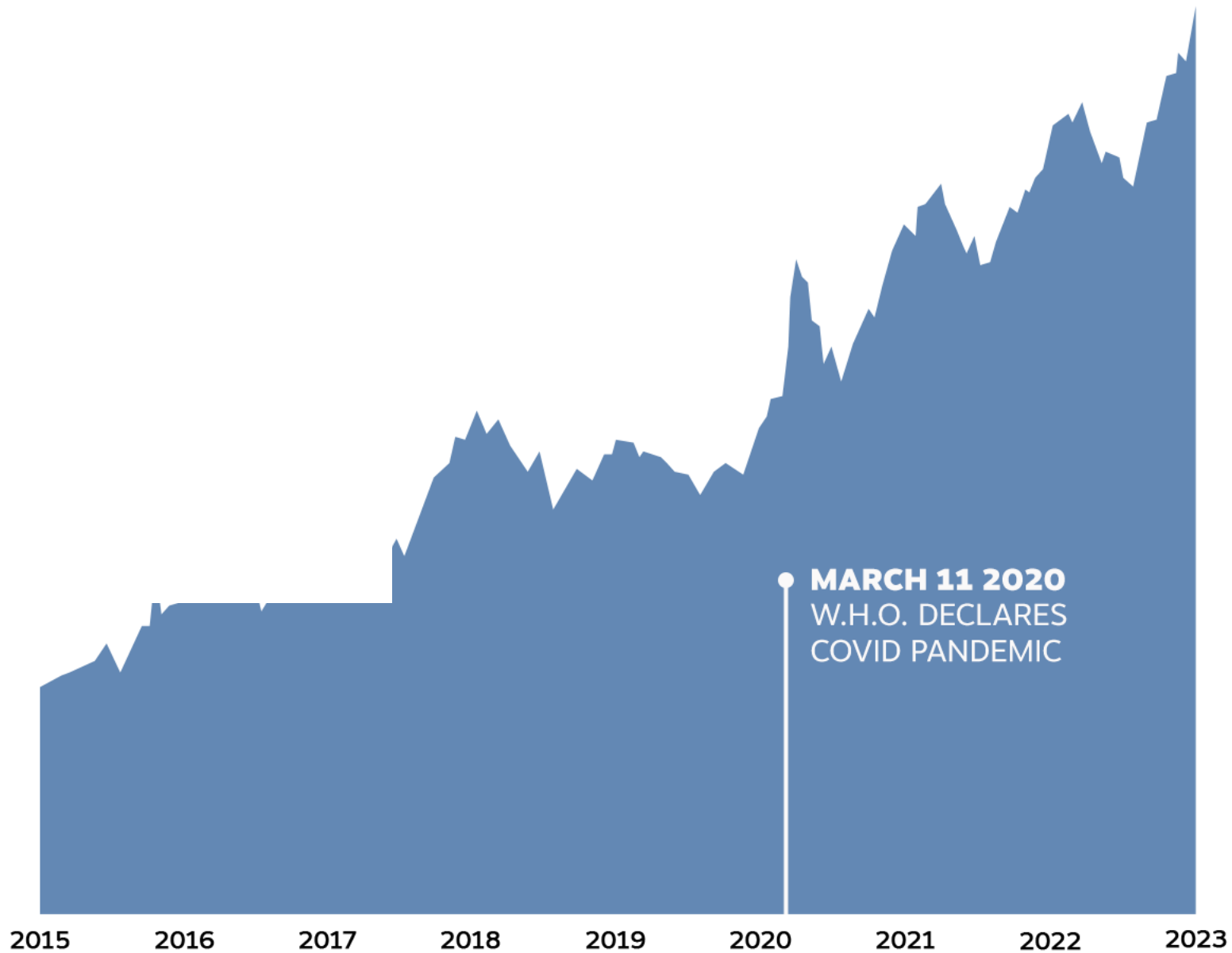
October 2019 **16.5 MM**

October 2020 **22.5 MM**

October 2021 **26.7 MM**

January 2022 **28.2 MM**

January 2023 **33.0 MM**





Millions of players worldwide

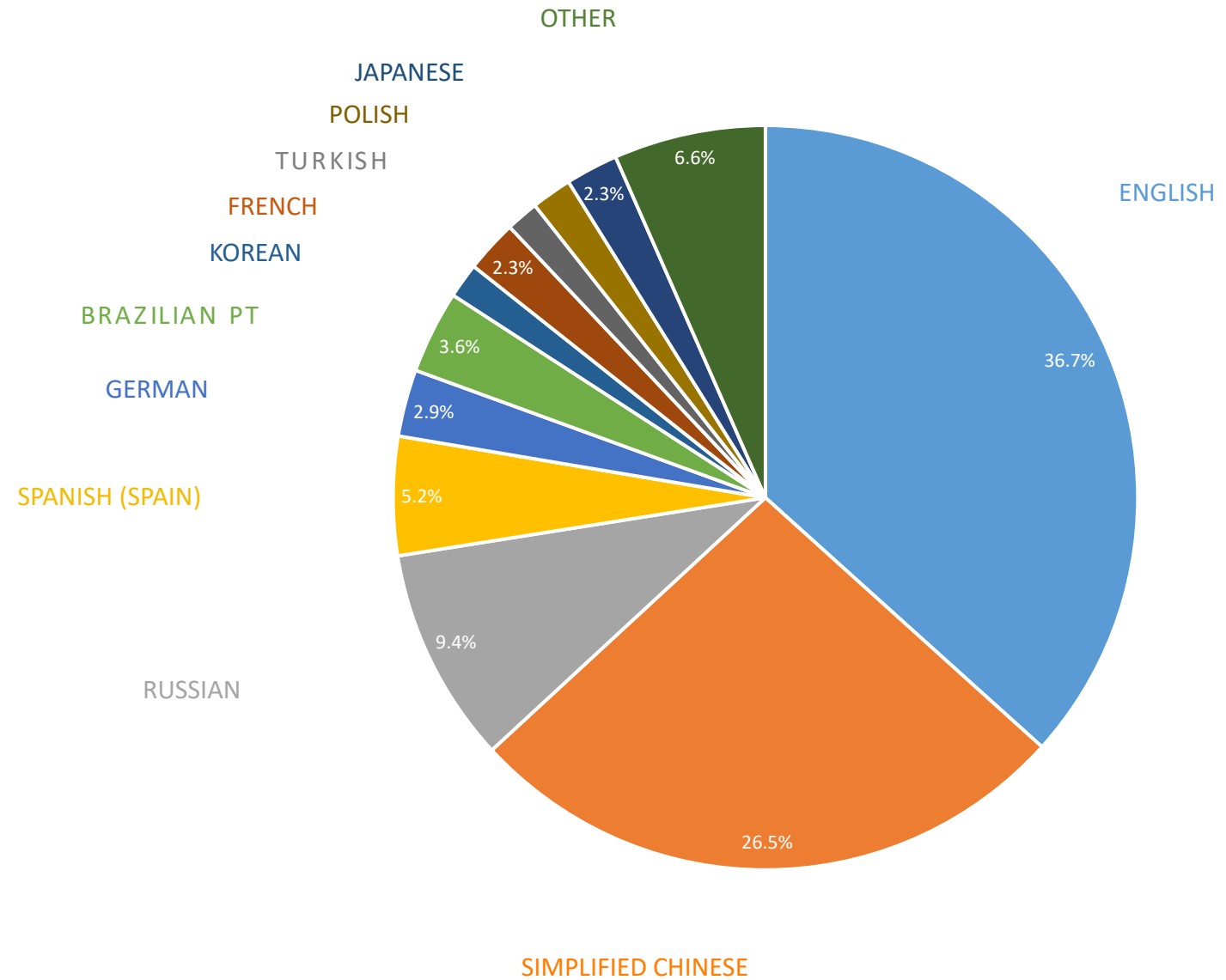
(7 days of traffic shown)

GLOBAL SUCCESS

Steam supports 29 different languages.

Over 60% of Steam users have selected a non-English language as their primary language

Simplified Chinese is now the second largest language on Steam.



NEW PLAYERS

**In 2022, we averaged
83,000 first-time purchasers per day**

(Steam accounts who bought a game or made a microtransaction for the first time)

**This growth
means opportunity
for game developers**

How Steam Works

A different kind of platform

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**Goal: Match games
with interested players**

A Personalized Experience

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Build long-term relationships with players and developers.

Players must be able to trust that the games they're seeing are relevant and interesting to them.

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**We don't sell
advertising
or placement**

VALUES

**We don't think Steam
should be pay to win.**

Not selling ads levels the playing field and makes
recommendations better for players.

VALUES

You don't need to work with an editor to get featured.

You don't need a **secret handshake** or know the right person on the inside.

Most visibility on Steam happens automatically.

VALUES

You also don't need to have a publisher to ship your game or get featured.

VALUES

We don't pick winners and losers

We follow **player interest**—the games they are excited buy and play, right now.

All kinds of games can find an audience, and success, on Steam.

There's room for everyone.

Recent Developments

Looking Back

SOME OF THE THINGS WE'VE DONE RECENTLY

- **Steam Deck**
- **Steam Client Updates**
- **UTM / Traffic Reporting**
- **Steam Mobile App**
- **Store Search Updates**
- **Trailer Categories**
- **Steam Playtest**
- **Themed Sale Events**
- **Externally-Organized Events**
- **More Profile Options**
- **Steam Next Fest**
- **Steam Replay**
- **New Payment Methods**
- **New Supported Languages**

STEAM DECK

Another step in making PC gaming more accessible, wherever your players go.

Over 10,000 playable and verified titles, more every day.

Over 130 software updates and going strong.

Working to make it even easier for games to run on deck without developer intervention.



STEAM DECK

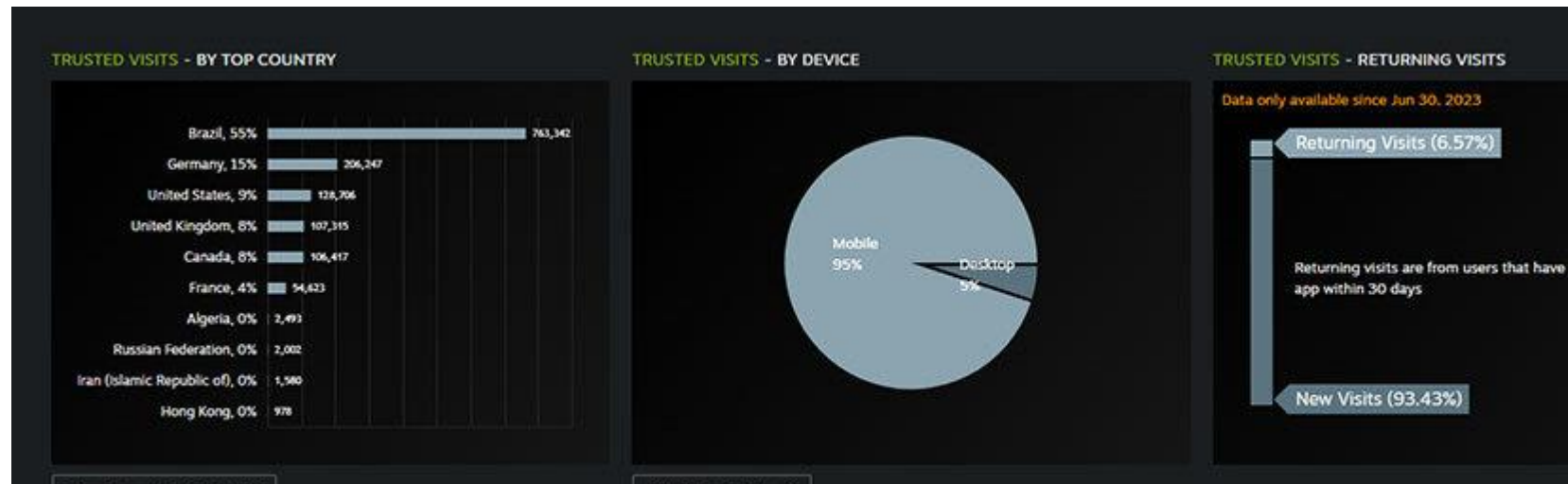
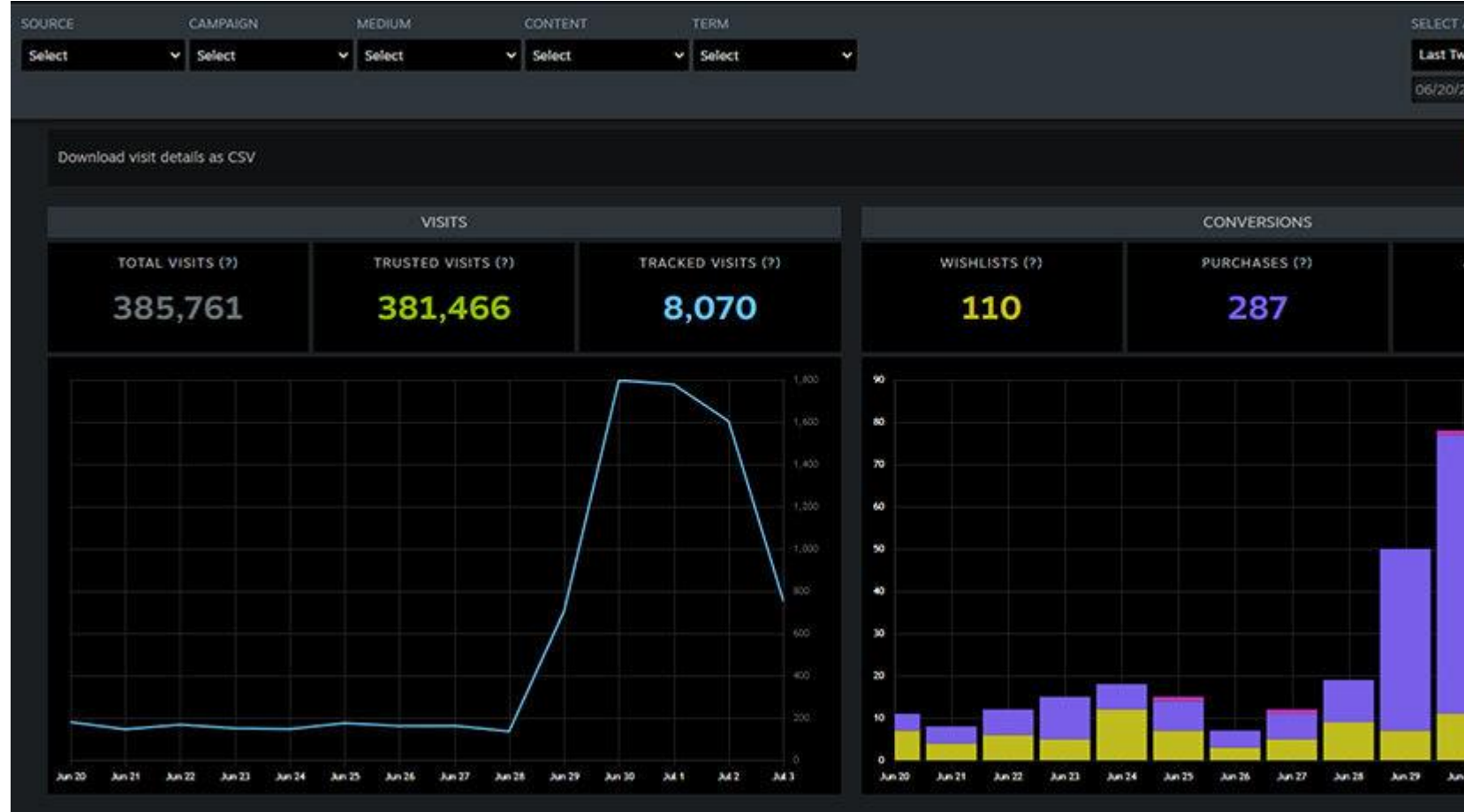
**Our work on Deck has
resulted in features
all gamers and
developers can use.**

UTM & TRAFFIC REPORTING

UTM Analytics provides insight into how your UTM marketing campaigns are performing on Steam

Traffic Reporting provides details on all traffic to your store page from within Steam and from external sources.

View performance via a dashboard in Steamworks



UPDATED MOBILE APP

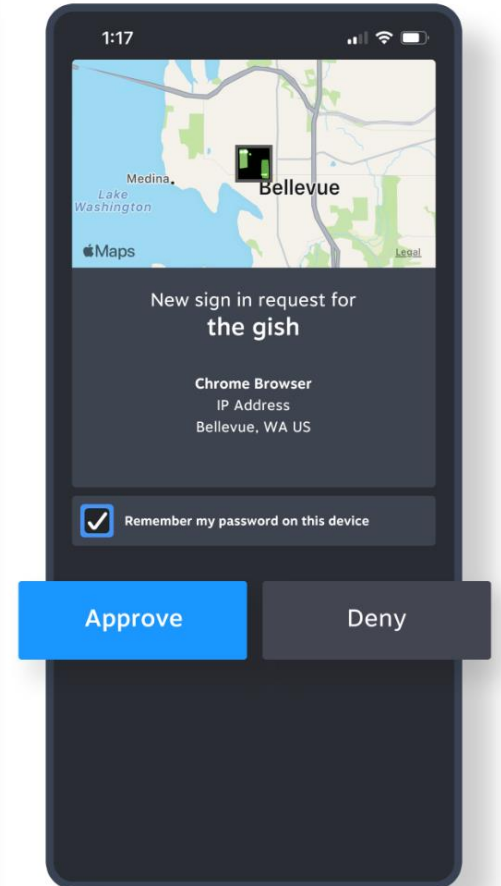
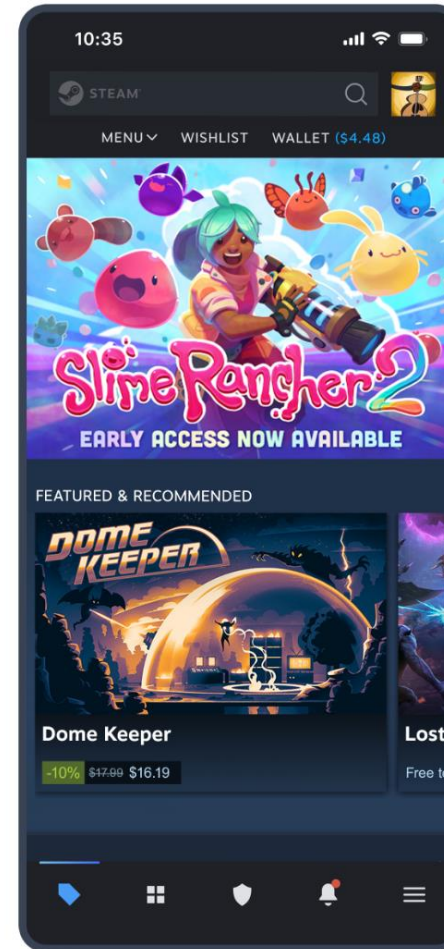
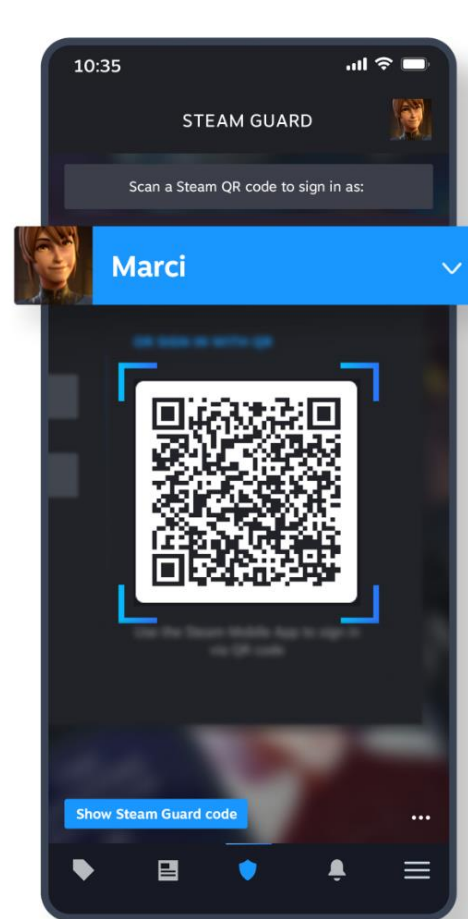
Browse and Wishlist Games

Seamlessly log in to Steam via QR code

Manage all the PCs you're logged into using the Authorized Devices page

Customizable notifications

Remote download of games



EARLY ACCESS

About 30% of the top releases each month are entering or existing Early Access



STEAM NEXT FEST

Three per year

A powerful tool to expand your audience and drive wishlists

Boosts wishlisting during and following the event



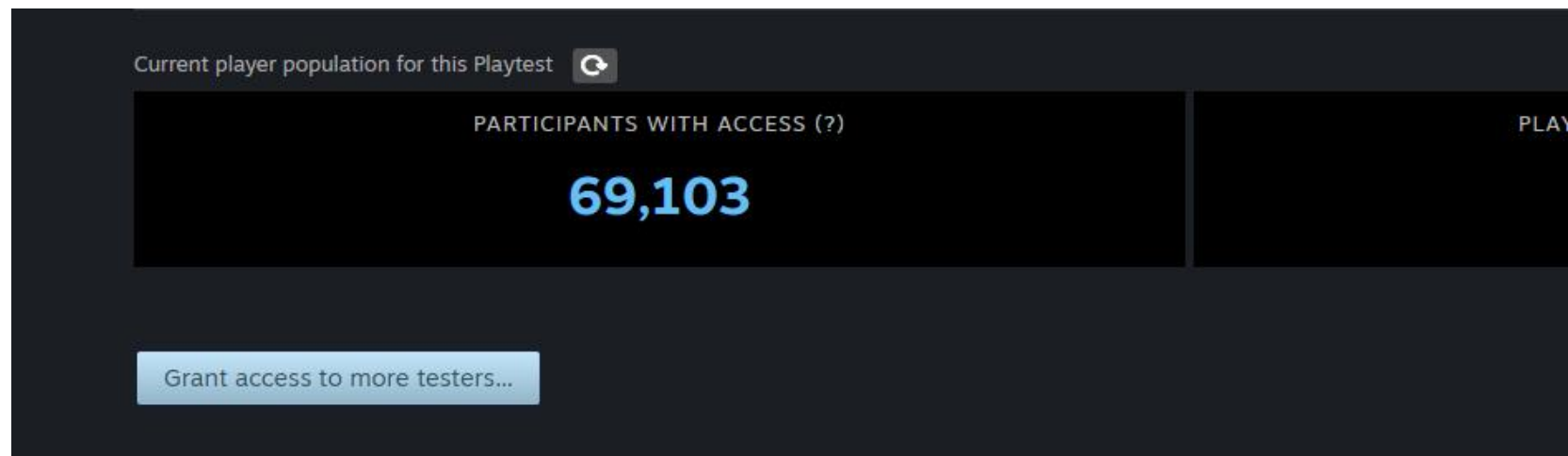
STEAM PLAYTEST

Fast, free, low-risk way to run a beta or playtest on Steam

Easily manage and gate access to your playtest—let in as many or as few playtesters as you want

Enable a playtest or end a playtest and revoke content with a single click

More info in documentation



Looking Ahead

LOOKING AHEAD

Indonesian language support is here!

Fully translated over 500,000 words of
Steam

Over 1,000 games already support the
language on Steam

Steamworks site is now fully localized!
Documentation coming soon.

Selamat datang di Steam

(Welcome to Steam)

LOOKING AHEAD

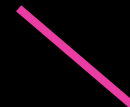
Display of DualSense and DualShock controller support is coming

Enter your info now if your game already supports these

Steam Input API offers broader controller support



27% of controller sessions use one of these controllers

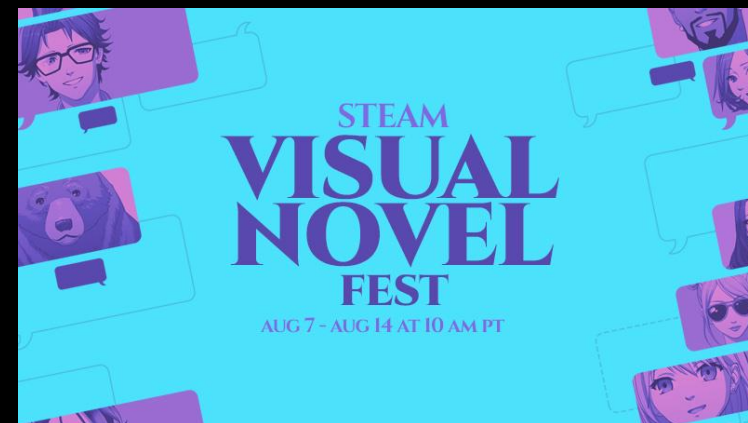


LOOKING AHEAD

More official themed sale events coming

This coming year will see twice as many as 2023

Selecting a variety of narrower themes lets us highlight more games



Tips for mobile developers launching on Steam

On PC, you get to be much closer to your customers.

You can share news, updates, and gather much more robust feedback from players sitting at a keyboard.

PC players learn about games all over the internet.

There are many more ways to reach players on PC.

DEVELOPING FOR PC

UI/Input: Consider screen resolution, input, and how players will interact with the game.

Monetization: Premium, Free to play, DLC, Updates, In-game items

Gameplay: Some games that are well suited for playing in 5-minute chunks on a bus may need a different approach to find legs on PC.

Shipping your game on Steam is easy

- 1. Go to <https://partner.steamgames.com/steamdirect>**
- 2. Sign some digital paperwork**
- 3. Pay the US\$100 recoupable app deposit fee**
- 4. Get started!**

Let's Chat

HANDY RESOURCES

