



STEAM: WHAT'S YOUR GAME

Jason Chiu

OVERVIEW

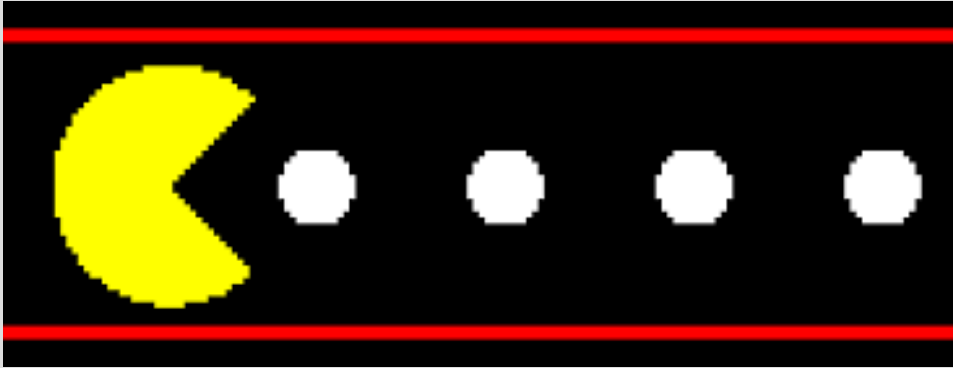
- Steam
- Research Question
- Data
- Preliminary Findings
- Conclusion and Future Direction



STEAM

- Leading digital distribution platform
 - Valve Corporation (Game Developing Company: CS and Half Life)
- Services
 - Game purchase/management
 - Cloud saving
 - Multiplayer gaming
 - Social Networking
- 6 Million active users in the U.S.
 - Gender Gap





RESEARCH QUESTION

- Game
 - Voluntary participation
 - ~ 60,000 games (free and priced games)
- Research Question:
 - Among the top selling games on Steam, what are some of the characteristics that are associated with higher numbers of players?

DATA - SELENIUM AND SCRAPY

• Steam Top Sellers

- 7641 games (51 pages)
- Title, price



• Steam Game Page

- 6902 games
- Combined 2600 DLCs/soundtracks with the original game due to similarity

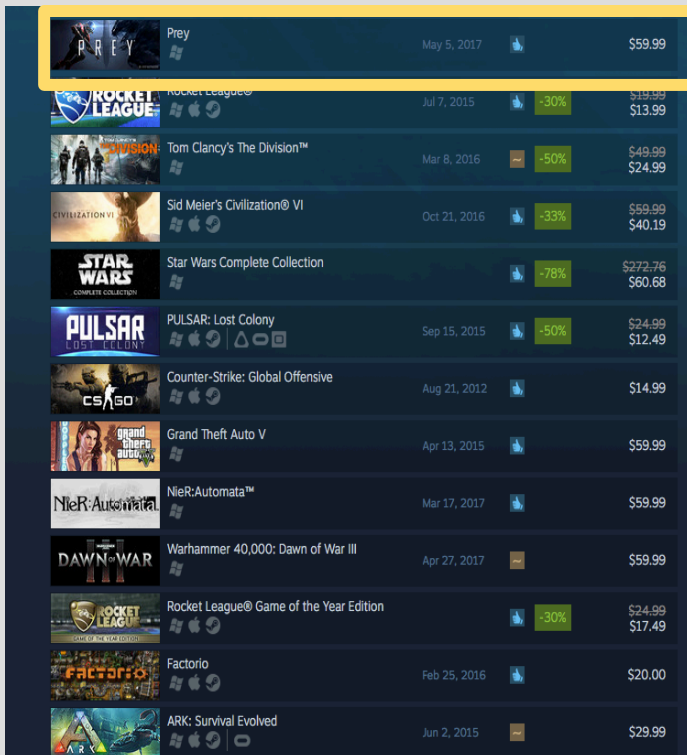


• Steamdb.info

- 3rd party website
- 8061 games
- No of players



A total of 3080 unique games were included



Prey	May 5, 2017	\$59.99
Rocket League	Jul 7, 2015	\$19.99 \$13.99
Tom Clancy's The Division™	Mar 8, 2016	\$49.99 \$24.99
Sid Meier's Civilization® VI	Oct 21, 2016	\$59.99 \$40.19
Star Wars Complete Collection		\$272.76 \$60.68
PULSAR: Lost Colony	Sep 15, 2015	\$24.99 \$12.49
Counter-Strike: Global Offensive	Aug 21, 2012	\$14.99
Grand Theft Auto V	Apr 13, 2015	\$59.99
NieR:Automata™	Mar 17, 2017	\$59.99
Warhammer 40,000: Dawn of War III	Apr 27, 2017	\$59.99
Rocket League® Game of the Year Edition		\$24.99 \$17.49
Factorio	Feb 25, 2016	\$20.00
ARK: Survival Evolved	Jun 2, 2015	\$29.99



Shadowrun: Hong Kong - Extended Edition

Shadowrun: Hong Kong - Extended Edition is the capstone title in Harebrained Schemes' Shadowrun series - and now includes the all-new, 6+ hr Shadows of Hong Kong Bonus Campaign. Experience the most impressive Shadowrun RPG yet, hailed as one of the best CRPG / strategy games of 2015!

User reviews:
RECENT: Very Positive (24 reviews)
OVERALL: Very Positive (1,227 reviews)

Release Date: Aug 20, 2015

Popular user-defined tags for this product:
RPG Cyberpunk Turn-Based Strategy Indie

Buy Shadowrun: Hong Kong - Extended Edition
DAILY DEAL! Offer ends in 37:34:11

75% OFF \$19.99 \$4.99 Add to Cart

Buy Shadowrun: Hong Kong - Extended Edition Deluxe
DAILY DEAL! Offer ends in 37:34:11

75% OFF \$29.99 \$7.49 Add to Cart

Includes level editor

Top games by current player count

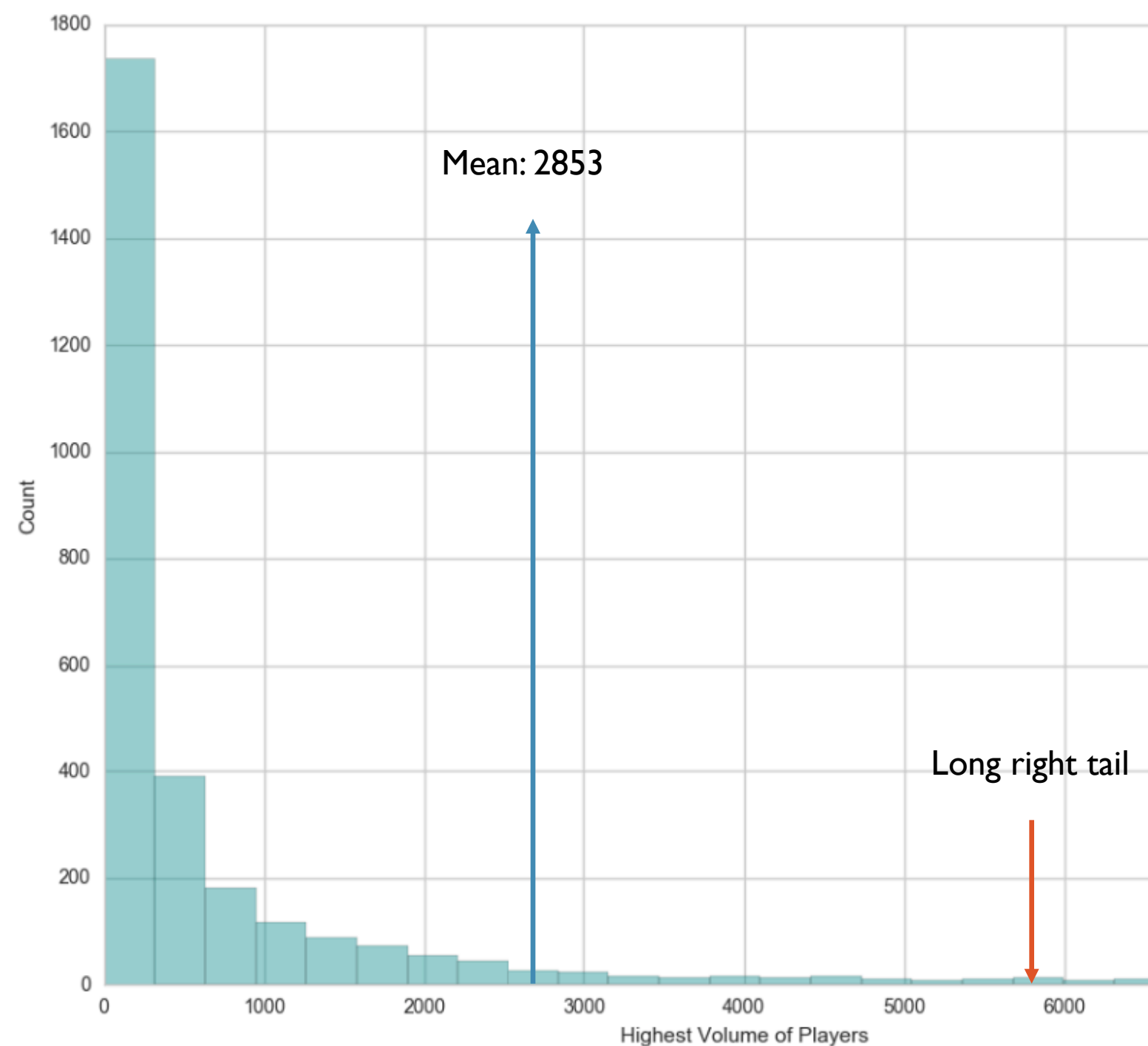
Compare Click on plus symbol on apps you want to compare

	APPID	NAME	CURRENT	24H PEAK	ALL-TIME PEAK
+	753	Steam	7,859,062	13,516,528	14,370,167
+	570	Dota 2	421,291	952,500	1,295,114
+	730	Counter-Strike: Global Offensive	182,997	661,043	854,801
+	578080	PLAYERUNKNOWN'S BATTLEGROUNDS	83,330	161,117	161,117
+	440	Team Fortress 2	43,052	68,865	104,323
+	433850	H1Z1: King of the Kill	39,432	120,175	138,218
+	346110	ARK: Survival Evolved	32,076	66,942	101,035
+	271590	Grand Theft Auto V	27,187	76,179	364,548
+	252950	Rocket League	26,310	82,360	103,129
+	8930	Sid Meier's Civilization V	23,346	40,425	88,203
+	230410	Warframe	23,035	44,209	69,525
+	252490	Rust	18,722	46,993	68,216
+	4000	Garry's Mod	18,531	57,272	73,863
+	482730	Football Manager 2017	17,735	60,292	70,420
+	444090	Paladins	17,697	44,817	60,743
+	289070	Sid Meier's Civilization VI	16,336	27,891	162,657
+	359550	Tom Clancy's Rainbow Six Siege	16,258	38,679	65,382
+	377160	Fallout 4	16,058	28,813	472,962
+	105600	Terraria	14,691	29,287	159,175
+	107410	Arma 3	14,039	42,432	56,679

HIGHEST VOLUME OF PLAYERS

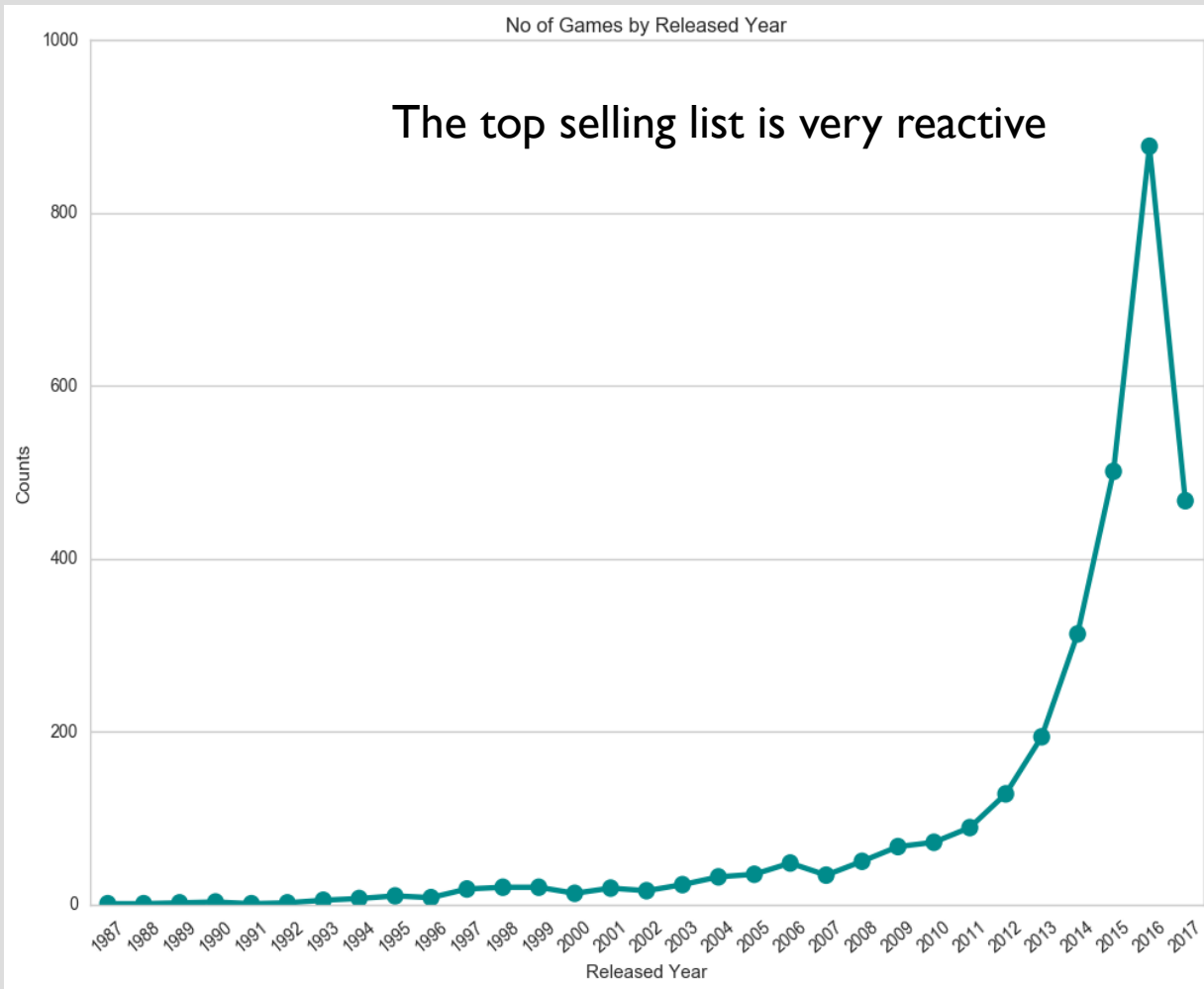
- The largest number of players playing the game simultaneously after the game was released
- Top 5 games:

Title	All Time High
Fallout 4	472,962
Grand Theft Auto V	364,548
No Man's Sky	212,613
Sid Meiers Civilization VI	162,657
Left 4 Dead 2	162,163

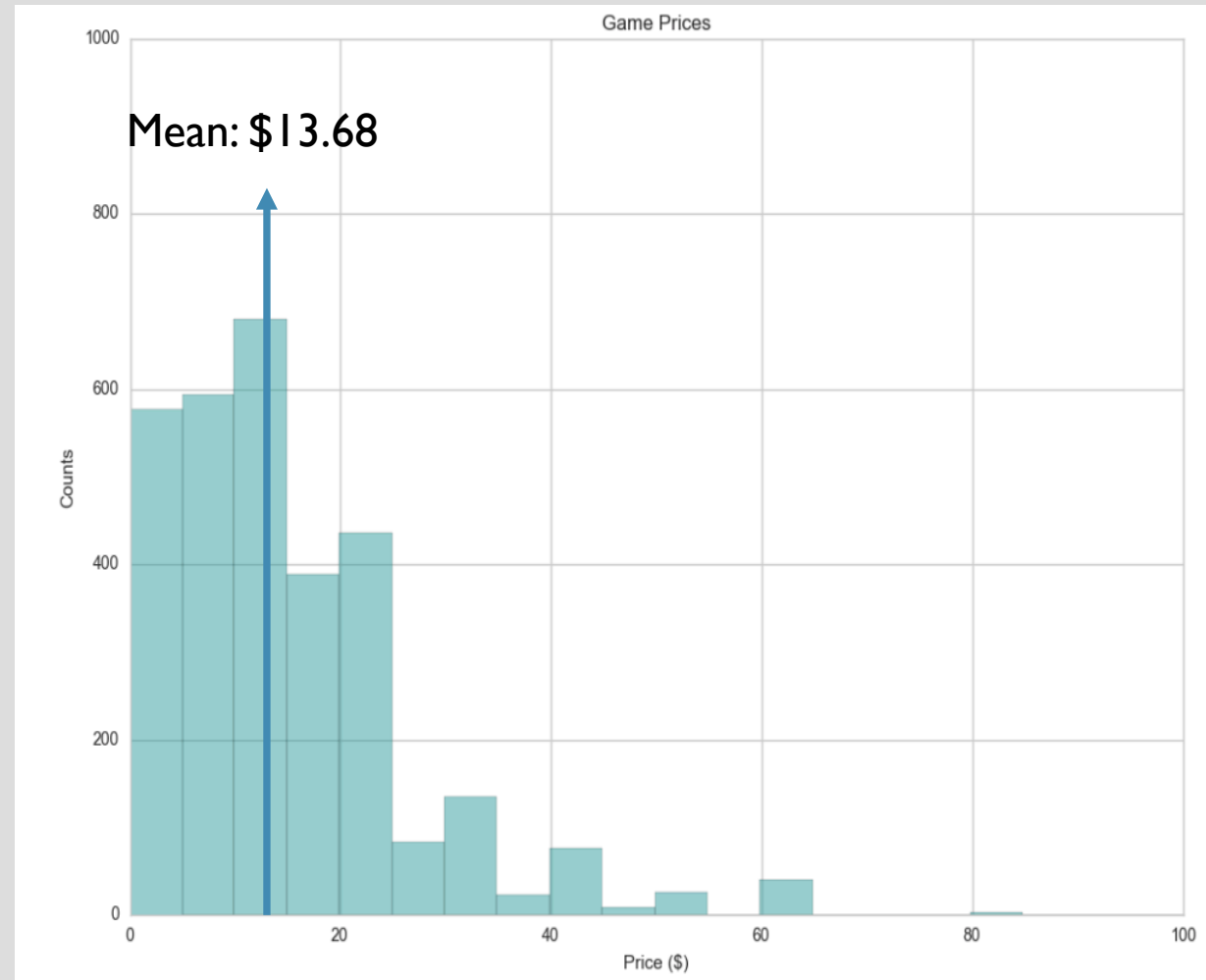


BASIC DEMOGRAPHICS

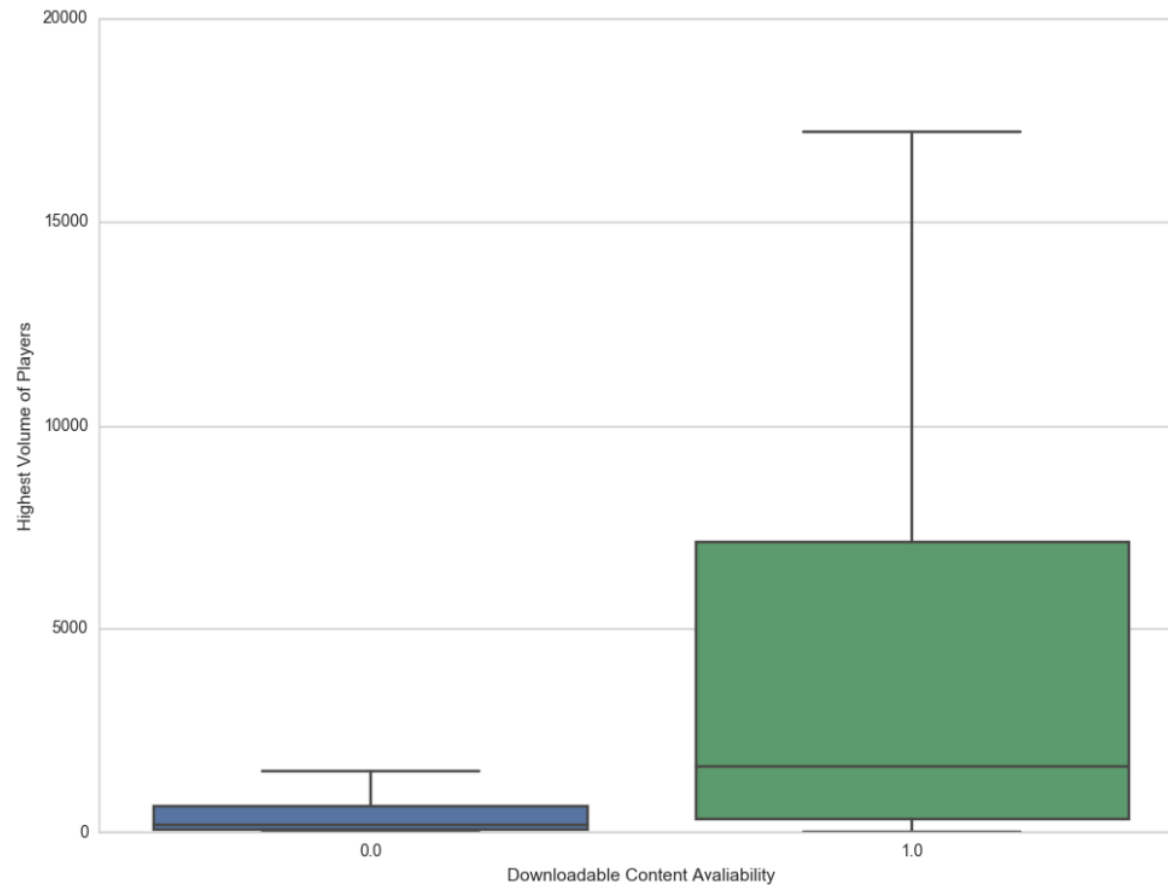
Released Year



Pricing

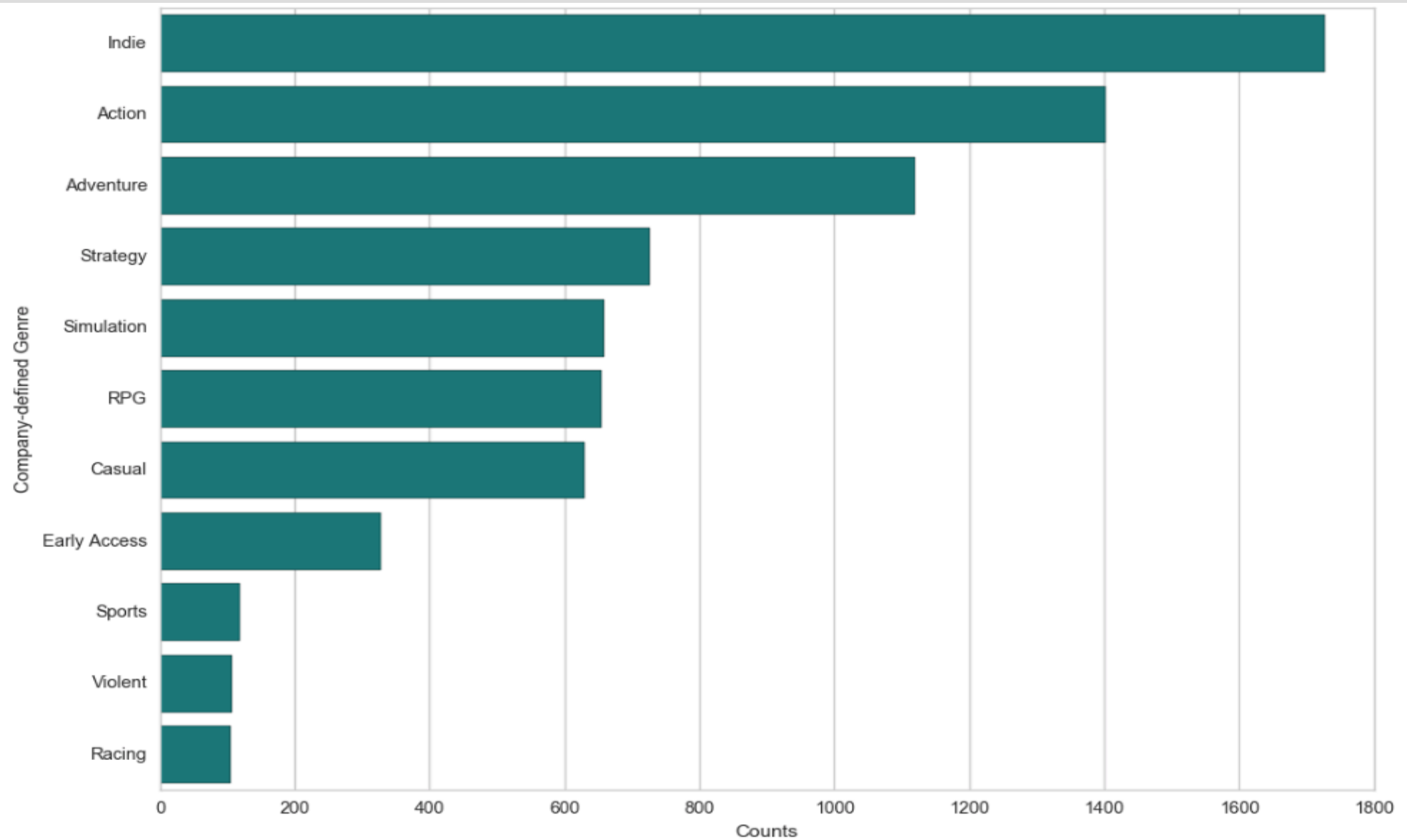


DOWNLOADABLE CONTENT

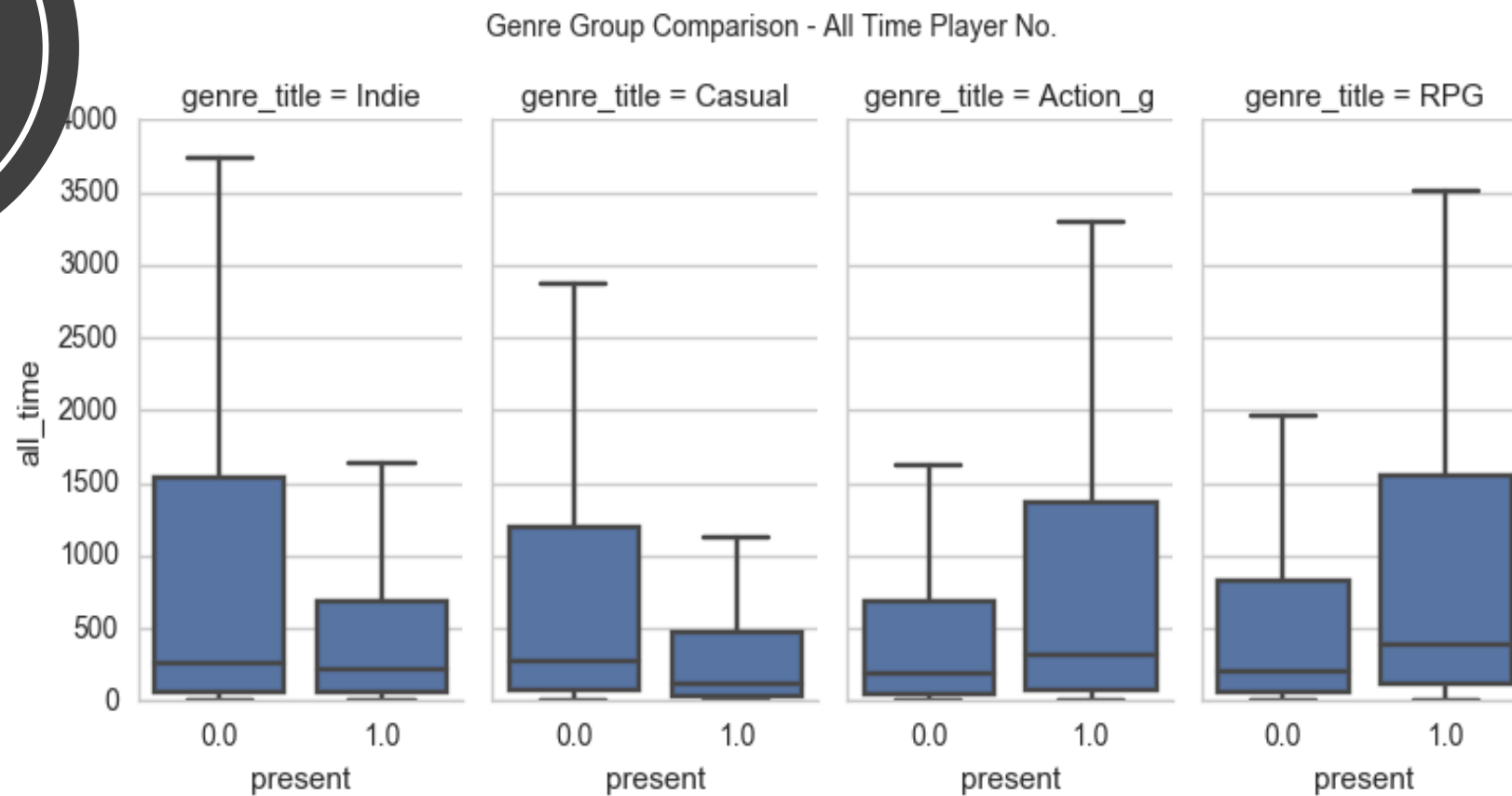


- Only ~ 15% of the games have downloadable content
- It is significantly associated with an increase in the number of players

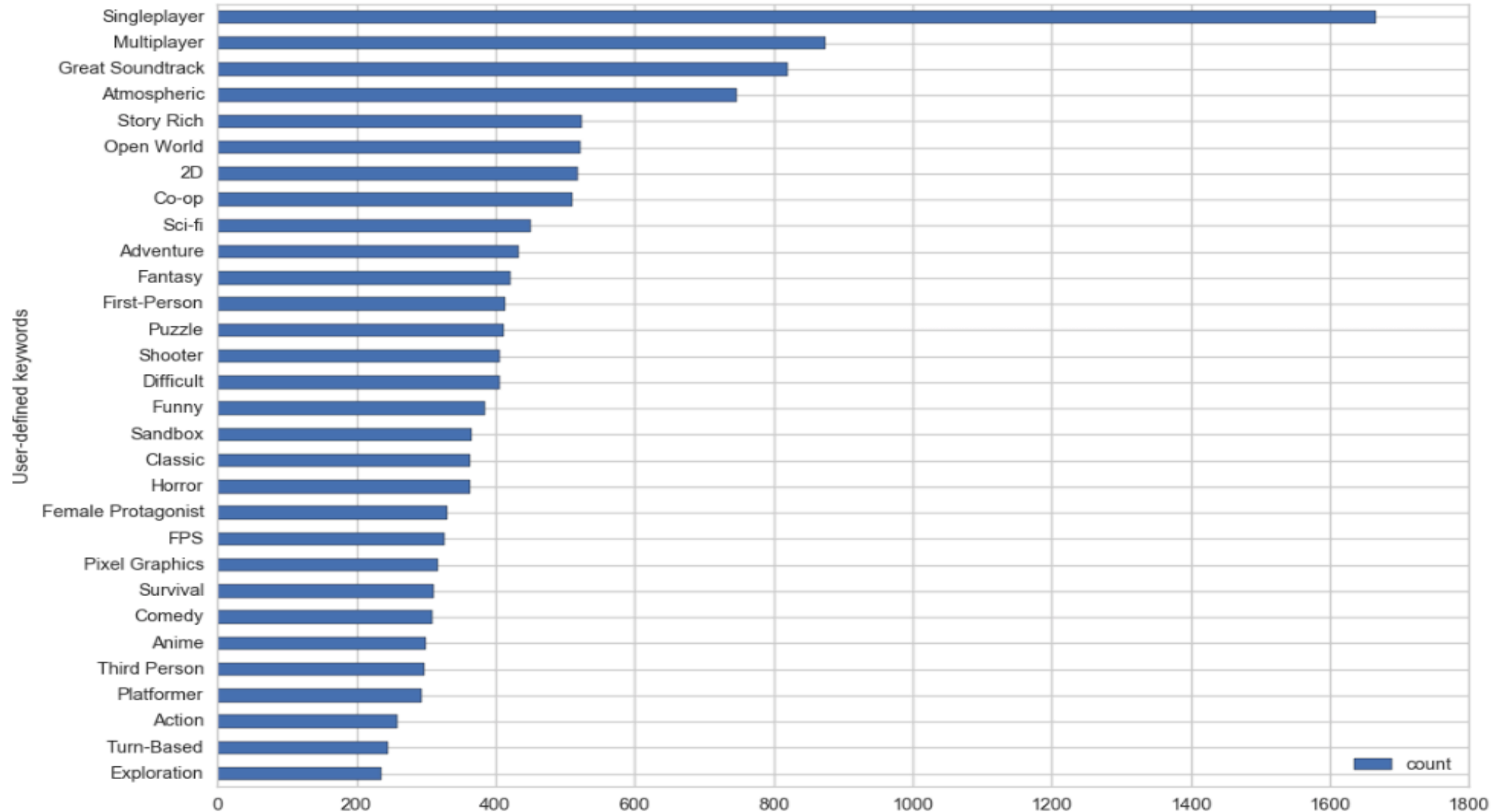
GENRE

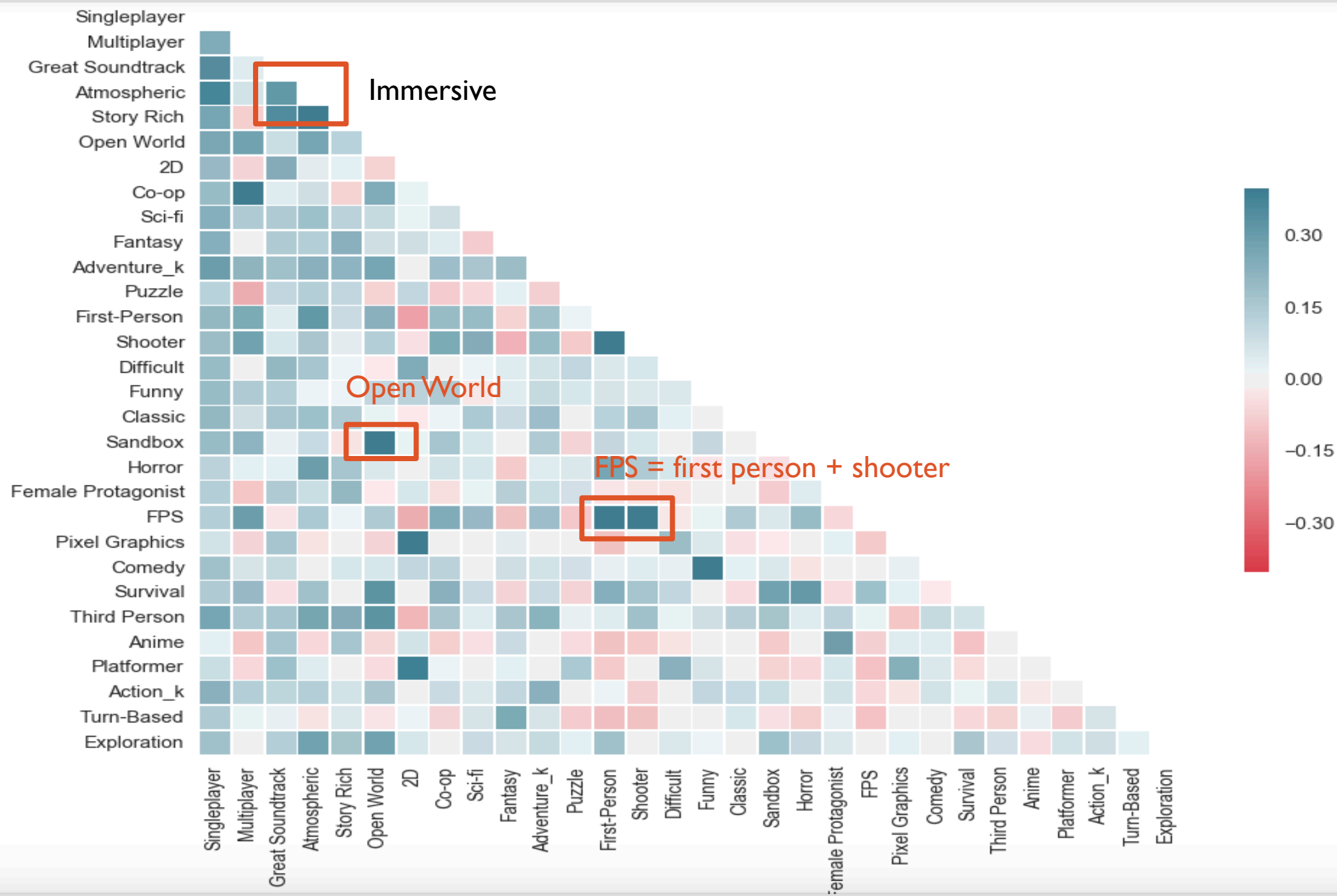


GENRE & PLAYERS



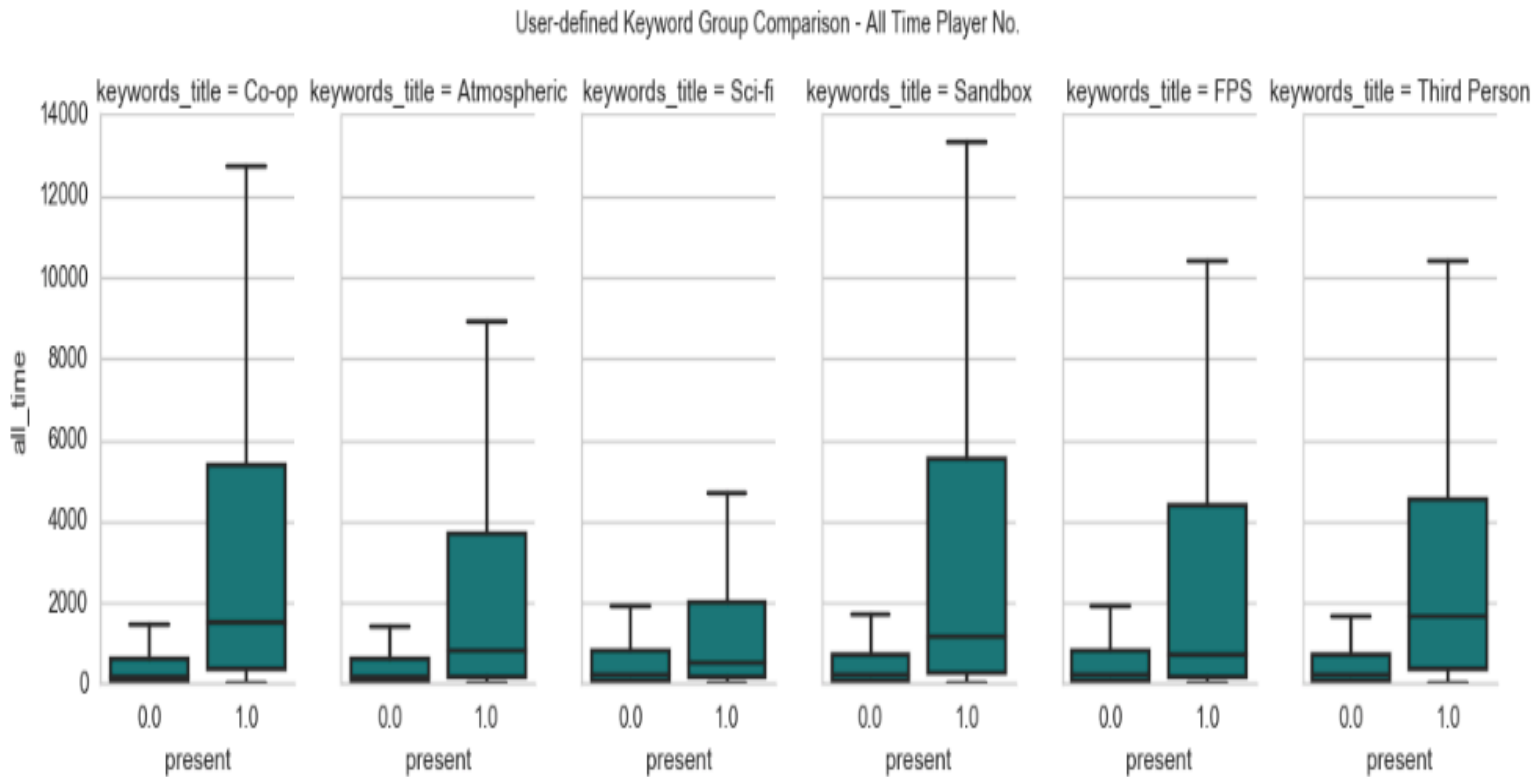
USER-DEFINED KEYWORDS



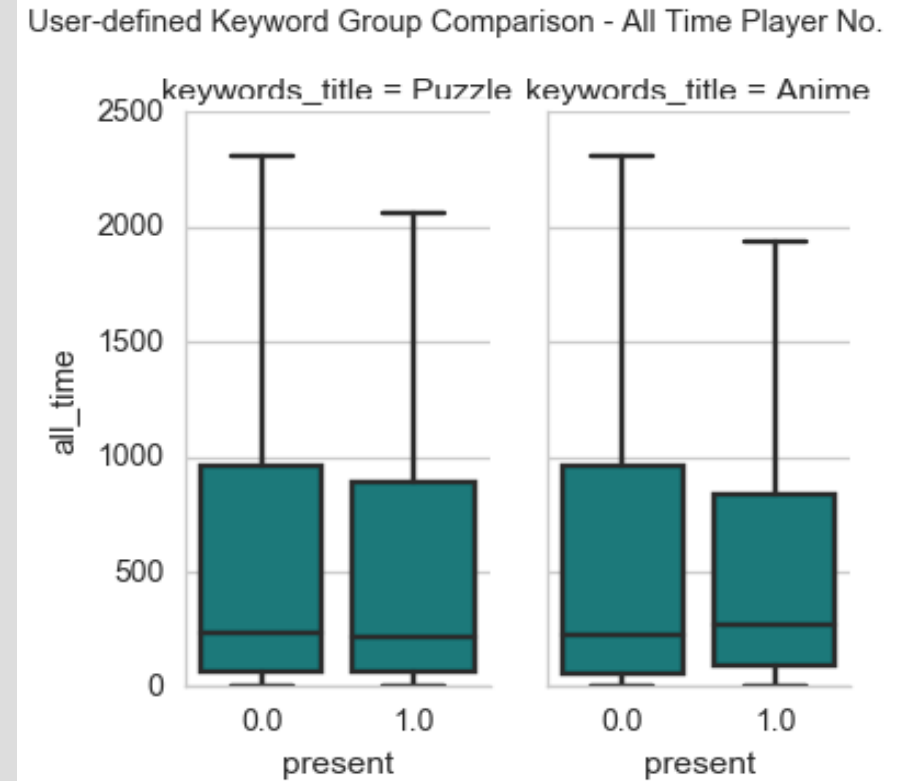


ASSOCIATION

POSITIVE



NEGATIVE



CONCLUSION AND FUTURE DIRECTION

- The highest volume of players is associated with dlcs, genres, and keywords
- Future Direction:
 - Further understand the relationship between keywords and genre
 - Player retention: compare current number of players with the highest volume of players
 - Players characteristics
- Implications:
 - Understand what players are looking for?

THANK YOU!

Any Questions?

