

PUBLITZ

Professional Game Publishing Audits

PRE-LAUNCH STEAM AUDIT

Cyberpunk 2077

Prepared for: Example Studio

Date: December 09, 2025

\$800 Professional Audit

Pre-Launch Steam Audit Report

Cyberpunk 2077

Prepared for: Example Studio

Generated: December 09, 2025

Status: Phase 1 Complete - Data Collection

Executive Summary

 **Game:** Cyberpunk 2077

 **Launch Date:** 2025-03-15

 **Days Until Launch:** -270

 **Target Price:** \$29.99

Data Collected

Game Information

- **App ID:** 1091500
- **Current Price:** \$CDN\$ 27.99
- **Genres:** RPG, RPG Games
- **Release Date:** 9 Dec, 2020
- **Review Score:** 88.3%% (357084 reviews)

Competitive Landscape

Analyzed 5 competitors:

6. The Witcher 3: Wild Hunt

- Price: \$Unknown
- Reviews: N/A% (0)

7. Deus Ex: Mankind Divided

- Price: \$Unknown
- Reviews: N/A% (0)

8. Watch Dogs 2

- Price: \$Unknown
- Reviews: N/A% (0)

9. Fallout 4

- Price: \$Unknown
- Reviews: N/A% (0)

10. Borderlands 3

- Price: \$Unknown
- Reviews: N/A% (0)

External Research

Reddit Insights:

- Subreddit: r/IndieGaming
- Top discussions: 5 found

HowLongToBeat:

- Data found: No

Launch Window:

- Conflicts detected: 0

Client Context

- **Team Size:** 3 (micro)
- **Budget Tier:** Limited
- **Launch Status:** Post-Launch

- **Main Concerns:** Pricing strategy, launch timing, visibility
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Strategy Call Notes

Strategy Call Notes - January 5, 2025

Client Emotional State: Anxious but motivated

Key Concerns:

- Worried the capsule image isn't standing out vs competitors
- Concerned about launching in March (busy season?)
- Not sure if \$29.99 is the right price point
- Limited marketing budget

Wishlist Status:

- Currently at 2,500 wishlists
- Growth has slowed in the past month

Client's Target Audience:

- Fans of story-driven RPGs
- Players who enjoyed The Witcher 3 and Cyberpunk 2077
- Target age: 18-35

Additional Context:

- First game from this studio
- Team of 3 working full-time for 2 years
- No publisher, self-funded
- Plan to launch on Steam first, then Epic/GOG later

Priority Overrides:

- Client is most worried about pricing (mentioned 3 times)
 - Needs reassurance on launch timing
 - Store page optimization is critical (low wishlist velocity)
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Next Steps

This is a **Phase 1 placeholder report** showing all collected data.

Phase 2 will use Claude AI to generate the full 9-section audit:

1. Compliance Audit
2. Store Page Optimization
3. Regional Pricing Strategy
4. Competitive Analysis
5. Launch Timing Analysis
6. Implementation Roadmap
7. First-Year Sales Strategy
8. Multi-Storefront Strategy
9. 90-Day Post-Launch Catalogue Management

Phase 3 will export this as a beautifully formatted PDF.

Generated by Publitiz Automated Audits - Phase 1 MVP

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For questions or support, contact: support@publitiz.com