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 0 competitors:

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)

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 Publitz Automated Audits - Phase 1 MVP

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