

Pre-Launch Regional Pricing Template

3 Section 3: Regional Pricing Strategy

Recommended Base Price: \$[X.XX] USD

Pricing Philosophy: [Competitive / Value / Premium]

<details>

<summary>Click to view Reasoning</summary>

- **Genre Standards:** [Competitors priced at \$X-Y]
- **Content Scope:** [Hours of gameplay]
- **Production Value:** [Polish level]
- **Market Positioning:** [Why this price]

</details>

Pricing Philosophy Definitions

- **Aggressive:** 60-75% of Steam's recommended price (maximize volume in price-sensitive markets)
- **Standard:** 80-95% of Steam's recommended price (balanced approach)
- **Premium:** 100-110% of Steam's recommended price (maintain brand positioning)

Tier 1 Markets (80% of Revenue)

This data is pulled from the Pricing Calculator's "Calculation" tab and reflects the chosen philosophy.

Region	Recommended Price	Strategy	Rationale
United States	\$[X.XX]	Base pricing anchor.	
Europe	€[X.XX]	Standard conversion, includes VAT considerations.	Un

ited Kingdom£[X.XX]Standard conversion based on current parity.CanadaC
\$[X.XX]Standard conversion.AustraliaA\$[X.XX]Standard conversion.

Tier 2 Growth Markets

These markets are adjusted to boost regional adoption and Wishlist conversions.

RegionStrategyRecommended PriceReasoningBrazil[Aggressive/Standard/Premium]R\$[X.XX][e.g., Aggressive: Pricing below 70% of Steam's suggested R\$ to capture a large, price-sensitive market.]Russia[Aggressive/Standard/Premium]₽[XXX][e.g., Standard: Matching local competitor titles.]China[Aggressive/Standard/Premium]¥[XX][e.g., Aggressive: Price is set to be comparable to local premium mobile titles.]India[Aggressive/Standard/Premium]₹[XXX][e.g., Aggressive: High volume/low margin required.]Japan[Aggressive/Standard/Premium]¥[XXX][e.g., Premium: Strong local economy supports higher price points.]

Tier 3 Bulk Regions

Applied **[X]% adjustment** to Steam defaults for the following regions to ensure consistency:

- Latin America (excluding Brazil)
- Southeast Asia
- Eastern Europe
- Middle East
- Africa



Final Action Item (CSV File)

ATTACHED: `pricing_[gamename].csv`

→ This file contains the calculated pricing for all 190 Steam regions and is ready to upload directly to the Steam Partner dashboard.