

# PUBLITZ

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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

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## Executive Summary

 **Game:** Cyberpunk 2077

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

 **Days Until Launch:** -270

 **Target Price:** \$29.99

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## 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.

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*Generated by Publitz Automated Audits - Phase 1 MVP*

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