Releasing Your Game

• • •

ElectronicArmory.com
3D Game Development Course

Publishing Your Games

- [Steam](#)
- [Itch.io](#)
- [GameJolt](#)
- [Google Play](#)
- iTunes App Store
- Ads
  - Unity Ads
  - Ad Mob
- Analytics
  - Flurry
  - GA

Steam

$100 registration for each game/app, recoupable after $1,000 in sales

1-5 day review process, 30 day waiting period

Valve takes 30% of sales

Average indie game costs $9, sells very few copies

Your Store ▾   Games ▾   Software ▾   Hardware ▾   News

search the store 🔍

All Games > Action Games > WW1 Game Series Franchise > Verdun

Verdun

Community Hub

Merciless trench warfare immerses you and your squad in intense battles of attack and defense. Verdun is the first multiplayer FPS set in an authentic World War One setting offering a rarely seen battlefield experience.

RECENT REVIEWS: Very Positive (601)
ALL REVIEWS: Very Positive (20,911)
RELEASE DATE: Apr 28, 2015
DEVELOPER: M2H, Blackmill Games
PUBLISHER: M2H

Popular user-defined tags for this product:
World War I   FPS   Multiplayer   War   Historical   +

◄   ►

Follow   Ignore

View Your Queue ⇨

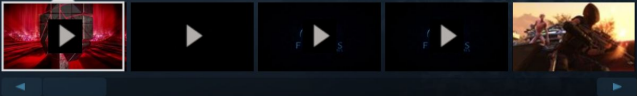Your Store ▾   Games ▾   Software ▾   Hardware ▾   News

search the store

All Games > Strategy Games > XCOM Franchise > XCOM® 2

XCOM® 2

Community Hub

XCOM 2

XCOM 2 is the sequel to XCOM: Enemy Unknown, the 2012 award-winning strategy game of the year. Earth has changed and is now under alien rule. Facing impossible odds you must rebuild XCOM, and ignite a global resistance to reclaim our world and save humanity.

RECENT REVIEWS: Mostly Positive (269)
ALL REVIEWS: Very Positive (23,564)
RELEASE DATE: Feb 4, 2016
DEVELOPER: Firaxis Games, Feral Interactive (... +
PUBLISHER: 2K, Feral Interactive (Mac), Feral I... +

Popular user-defined tags for this product:
Strategy   Turn-Based   Tactical   Aliens   Sci-fi   +

☑ On Wishlist   ☑ Following   Ignore

View Your Queue ⇨

Check out the entire XCOM Franchise on Steam

Buy XCOM 2

$59.99   Add to Cart

Buy XCOM 2: Digital Deluxe

Is this game relevant to you?

✔ Similar to games you've played:

XCOM ENEMY UNKNOWN
40 hrs on record

✔ User reviews: Very Positive

Apple App Store

$99/ year

Complex setup for businesses (DUNS), individual account is far easier

Apple takes 30% of sales

This app is available only on the App Store for iPhone, iPad, and Apple TV.

Transistor 12+

Supergiant Games, LLC

#120 in Role Playing

★★★★★ 4.4, 515 Ratings

$4.99

Screenshots iPhone iPad Apple TV

THE SMASH-HIT
ACTION RPG

TRANSISTOR

FROM THE CREATORS OF BASTION

CREATE
1000+ POWERFUL
FUNCTION COMBINATIONS

EXPLORE
A STUNNING
FUTURISTIC CITY

** App Store Best of 2015 Selection **

Transistor requires at least an iPhone 5, iPad 4, or iPad mini 2.
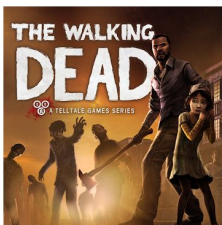
FROM THE CREATORS OF BASTION: Experience a science fiction action RPG like no other! Wield an   more

Google Play Store

$25 one time fee

Google takes 30% of sales

The Walking Dead: Season One
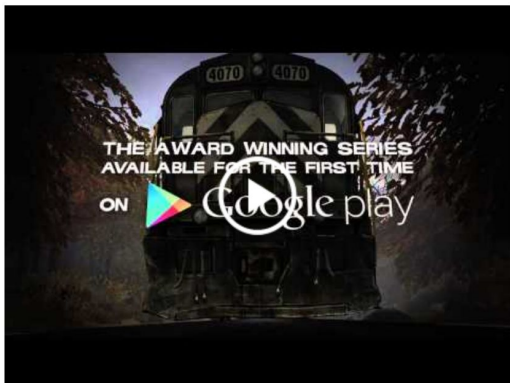
Howyaknow, LLC   Adventure

★★★★½ 1,224,278 👤

Ⓜ Mature 17+

Offers in-app purchases

ⓘ This app is compatible with all of your devices.

🔖 Add to Wishlist   **Install**

As featured in TegraZone, The Walking Dead is a five-part game series (Episode 2-5 can be purchased via in-app) set in the same universe as Robert Kirkman's award-winning series. Play as Lee Everett, a convicted criminal, who has been given a second chance at life in a world devastated by the undead. With corpses returning to life and survivors stopping at nothing to maintain their own safety, protecting an orphaned girl named Clementine may offer him redemption in a world gone to hell. Experience events, meet people and visit locations that foreshadow the story of Deputy Sheriff Rick

Similar

The Walking Dea
Howyaknow, LLC
Sequel to the critically acclaimed and award-winning game series!
★★★★½

DEAD TRIGGER
MADFINGER Games
Survive the dead zombie apocalypse as a sniper in this action shooting FPS!
★★★★½

The Wolf Among
Telltale Games
From the creators of The Walking Dead, winner of over 90 Game of the Year
★★★★½

The Walking Dea
Scopely
The #1 Official Walking Dead Strategy RPG - Recruit your team to fight
★★★★☆

App Stores Pros/Cons

Pro: In app purchases (IAP) allows the freemium model: download for free, pay to unlock features or goods.

Pro: Almost everyone has a smartphone (large audience)

Con: Mobile performance and battery life is weak

Con: Shorter attention spans

Itch.io

Free. Revenue share allows you to share your revenue with Itch.io

Specifically for the indie game dev. Audience is people looking for the "next game" or something casual so audience expectation is more tempered.

Stripe and Paypal $0.30 + 2.9%

Con: Smaller audience who may not pay $20 for your game

Pro: Audience is primed for your indie game

Game Jolt

Revenue share up to 10% of your sales, your choice.

Use of Game Jolt wallet waves the processing fee (devs supporting devs)

Key and asset management

Fixed pricing or "pay what you want"

Achievements and score boards with their API

Small Team, Big Profits

First time in history it's this easy to make money.

One man shops can generate huge profits.

Flappybirds ($50,000/day, 1 guy)

WhatsApp ($19 billion, 32 engineers)

Business Models

Ad supported

Paid apps

Business to Business (B2B)

Business to Consumer (B2C)

More realistic view

Small dev team, building custom apps for yourself or for a client.

A couple hobby apps that generate $50-100/month

B2C

Business to Consumer (B2C)

Most apps are this model (including apps with ads)

It takes a lot of $1 downloads to make a living.

Profits, Break Evens and Budgets

Cost of App	$0.99
Store's Cut	$0.30
Revenue	$0.69
Cost of Dev	$2,100.00

						Months						
Daily Sales	1	2	3	4	5	6	7	8	9	10	11	12
1	$20.79	$41.58	$62.37	$83.16	$103.95	$124.74	$145.53	$166.32	$187.11	$207.90	$228.69	$249.48
2	$41.58	$83.16	$124.74	$166.32	$207.90	$249.48	$291.06	$332.64	$374.22	$415.80	$457.38	$498.96
3	$62.37	$124.74	$187.11	$249.48	$311.85	$374.22	$436.59	$498.96	$561.33	$623.70	$686.07	$748.44
4	$83.16	$166.32	$249.48	$332.64	$415.80	$498.96	$582.12	$665.28	$748.44	$831.60	$914.76	$997.92
5	$103.95	$207.90	$311.85	$415.80	$519.75	$623.70	$727.65	$831.60	$935.55	$1,039.50	$1,143.45	$1,247.40
6	$124.74	$249.48	$374.22	$498.96	$623.70	$748.44	$873.18	$997.92	$1,122.66	$1,247.40	$1,372.14	$1,496.88
7	$145.53	$291.06	$436.59	$582.12	$727.65	$873.18	$1,018.71	$1,164.24	$1,309.77	$1,455.30	$1,600.83	$1,746.36
8	$166.32	$332.64	$498.96	$665.28	$831.60	$997.92	$1,164.24	$1,330.56	$1,496.88	$1,663.20	$1,829.52	$1,995.84
9	$187.11	$374.22	$561.33	$748.44	$935.55	$1,122.66	$1,309.77	$1,496.88	$1,683.99	$1,871.10	$2,058.21	$2,245.32
10	$207.90	$415.80	$623.70	$831.60	$1,039.50	$1,247.40	$1,455.30	$1,663.20	$1,871.10	$2,079.00	$2,286.90	$2,494.80
15	$311.85	$623.70	$935.55	$1,247.40	$1,559.25	$1,871.10	$2,182.95	$2,494.80	$2,806.65	$3,118.50	$3,430.35	$3,742.20
20	$415.80	$831.60	$1,247.40	$1,663.20	$2,079.00	$2,494.80	$2,910.60	$3,326.40	$3,742.20	$4,158.00	$4,573.80	$4,989.60
25	$519.75	$1,039.50	$1,559.25	$2,079.00	$2,598.75	$3,118.50	$3,638.25	$4,158.00	$4,677.75	$5,197.50	$5,717.25	$6,237.00
30	$623.70	$1,247.40	$1,871.10	$2,494.80	$3,118.50	$3,742.20	$4,365.90	$4,989.60	$5,613.30	$6,237.00	$6,860.70	$7,484.40
35	$727.65	$1,455.30	$2,182.95	$2,910.60	$3,638.25	$4,365.90	$5,093.55	$5,821.20	$6,548.85	$7,276.50	$8,004.15	$8,731.80
40	$831.60	$1,663.20	$2,494.80	$3,326.40	$4,158.00	$4,989.60	$5,821.20	$6,652.80	$7,484.40	$8,316.00	$9,147.60	$9,979.20
45	$935.55	$1,871.10	$2,806.65	$3,742.20	$4,677.75	$5,613.30	$6,548.85	$7,484.40	$8,419.95	$9,355.50	$10,291.05	$11,226.60
50	$1,039.50	$2,079.00	$3,118.50	$4,158.00	$5,197.50	$6,237.00	$7,276.50	$8,316.00	$9,355.50	$10,395.00	$11,434.50	$12,474.00
55	$1,143.45	$2,286.90	$3,430.35	$4,573.80	$5,717.25	$6,860.70	$8,004.15	$9,147.60	$10,291.05	$11,434.50	$12,577.95	$13,721.40
60	$1,247.40	$2,494.80	$3,742.20	$4,989.60	$6,237.00	$7,484.40	$8,731.80	$9,979.20	$11,226.60	$12,474.00	$13,721.40	$14,968.80
70	$1,455.30	$2,910.60	$4,365.90	$5,821.20	$7,276.50	$8,731.80	$10,187.10	$11,642.40	$13,097.70	$14,553.00	$16,008.30	$17,463.60
80	$1,663.20	$3,326.40	$4,989.60	$6,652.80	$8,316.00	$9,979.20	$11,642.40	$13,305.60	$14,968.80	$16,632.00	$18,295.20	$19,958.40
90	$1,871.10	$3,742.20	$5,613.30	$7,484.40	$9,355.50	$11,226.60	$13,097.70	$14,968.80	$16,839.90	$18,711.00	$20,582.10	$22,453.20
100	$2,079.00	$4,158.00	$6,237.00	$8,316.00	$10,395.00	$12,474.00	$14,553.00	$16,632.00	$18,711.00	$20,790.00	$22,869.00	$24,948.00

Example Game Investment

$200 investment & 1 month (160 hours) ($5,000.00)

App downloads per day: 3

Income per day: $2.08

Income per month: $62.37

Yearly income: $748.44

ROI: ...

Stock Market Interest

Year and Return (%)

Year	Return
2018	-4.42
2017	21.94
2016	11.93
2015	1.31
2014	13.81
2013	32.43
2012	15.88
2011	2.07
2010	14.87
2009	27.11
2008	-37.22
2007	5.46

Date Range

Jan 1 `2008` to Dec 31 `2018`

☐ Adjust for _Inflation_
☑ Include Dividends

[Calculate]

"Average" return:	9.06	%
Annualized return (= True CAGR):	7.25	%
Standard Deviation:	18.04	%
$1.00 grew to:	$ 2.16	

~$362.50/ year

$30.21/month

Social Media Marketing

A full time job in itself.

Use each platform's search feature to find mentions of your game or theme and respond or comment on those posts.

Post often! Content is king.

Don't spread yourself too thin.

YouTube

Start making money after 1,000 followers (Ads, YouTube Premium)

Organic followers depend on video releases and watch time

Organic followers depend highly on search terms and video "seo"

Con: Hard to produce a video

Pro: User engagement is super high

Twitter

Great for frequent updates and content that's easy to produce.

Post images, videos and links.

Con: Low engagement (~2%)

Pro: Better conversations, community outreach and more approachable

Discord

Great for live conversations, Q & As, meet the developer and bots!

Con: Has to be open and checked by players

Pro: Connect with your audience in real time

Facebook

Similar to Twitter without the character restriction

People use their real names (mostly)

Con: For old people

Pro: Largest user base of the media platforms

Twitch.tv

Play your game, get others to play it on their streams or dive deep via live video. Most people go to Twitch to watch a game being played.

Con: Long format and nature of streaming prevents a more structured discussion, videos are "one and done"

Pro: Highly game centric

Email

Everyone on the internet has an email address.

Con: Harder to get addresses - prime them with a freebie

Pro: Control the communication, more features than any other platform, higher engagement

Website

Control the presentation, features and content. Post a lot of detailed information including game play videos, screenshots, etc.

Con: Time consuming to setup initially, not as discoverable unless you have great SEO