



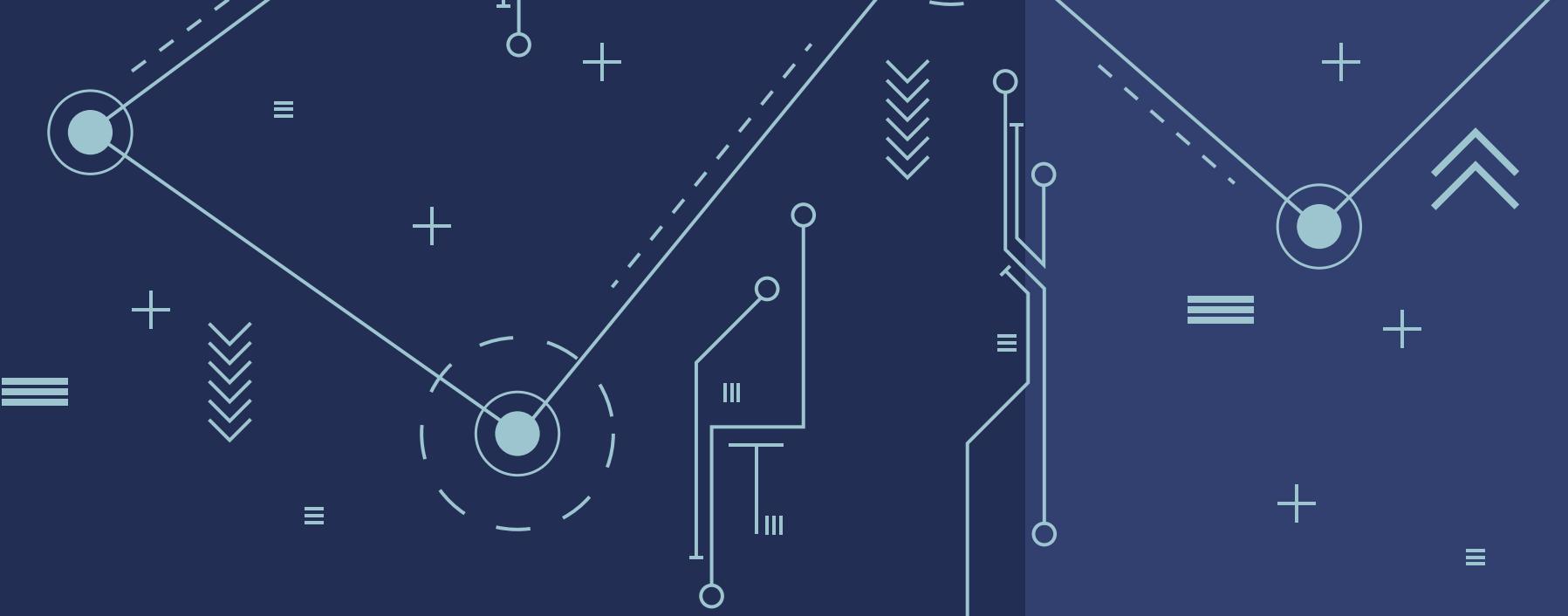
Unity®

PASADO, PRESENTE Y
FUTURO DEL
GAMEDEV

¿Qué es Unity?



Unity es un motor de videojuegos multiplataformas programado en c++. Fue fundada en 2004 por David Helgason (CEO), Nicholas Francis (CCO), y Joachim Ante (CTO) en Copenhague



```
7 references
public class Item
{
    public int itemID;
    public string itemName;
    public string itemDescription;
    public Sprite ItemIcon;
}
```

Características Principales



Compatible con multitud de software 3D

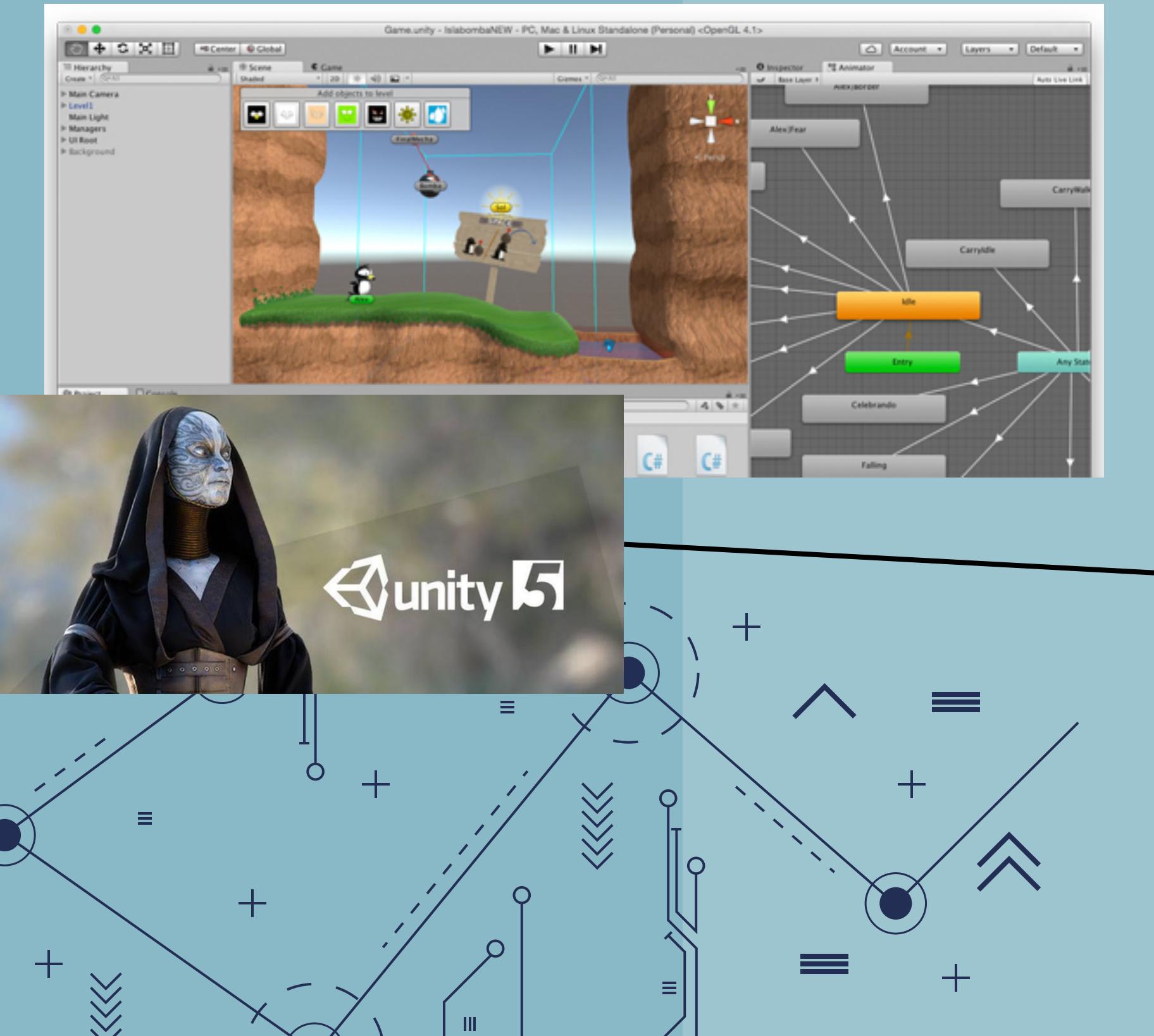


El motor gráfico utiliza OpenGL y Direct3D



C# como lenguaje de programación

Su evolución en el tiempo





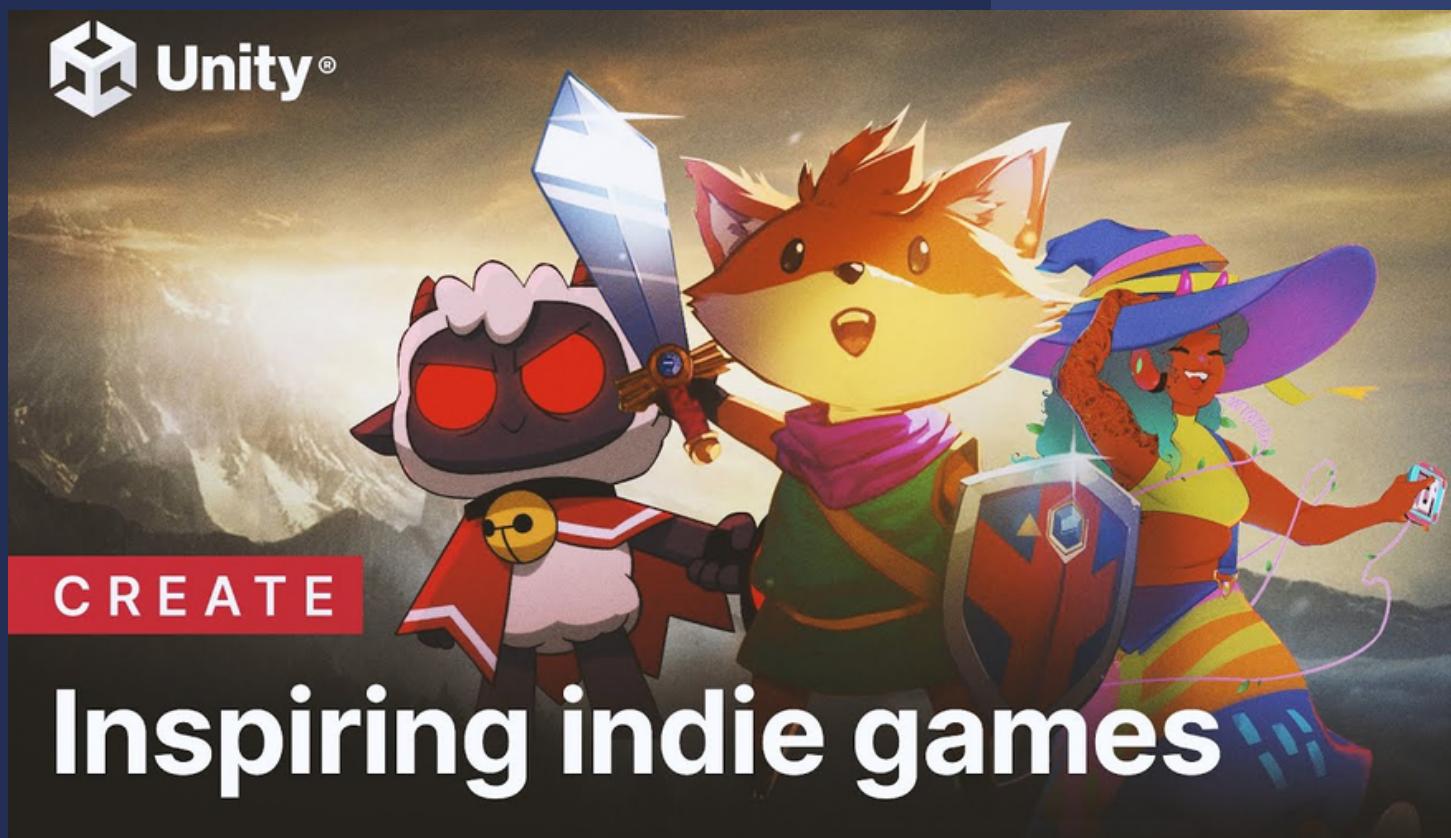
¿Cómo funciona?



¡Vamos a verlo en directo!



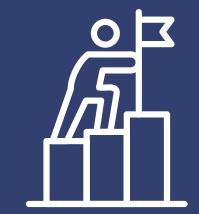
¿Por qué es tan usado por empresas y pequeños estudios?



Comunidad

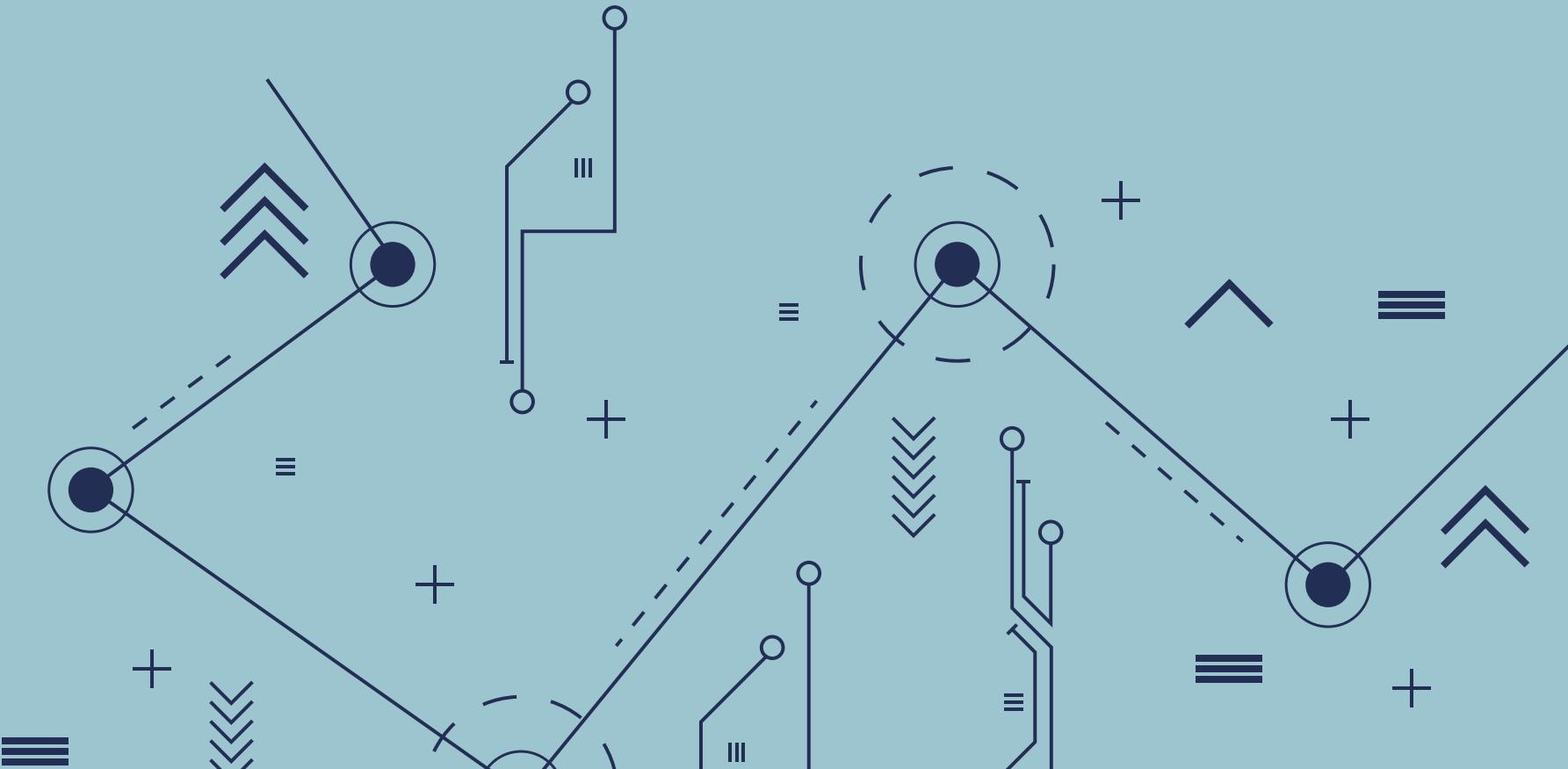


Accesible



Industria

¿Qué ha pasado?



Unity Runtime Fee Schedule

Check if the Unity Runtime Fee applies to your game and estimate any applicable fees. The fee applies to new installs beginning January 1, 2024, billed monthly.

Step 1: Check Your Eligibility

Your game must meet both revenue AND install thresholds for the fee to apply.

	Unity Personal and Unity Plus	Unity Pro	Unity Enterprise
Revenue Threshold (last 12 months)	\$200,000 (USD)	\$1,000,000 (USD)	\$1,000,000 (USD)
Install Threshold (lifetime)	200,000	1,000,000	1,000,000

Step 2: Calculate the Fee

If your game meets both thresholds, the tiered rates apply and will be charged once per new install.

	Unity Personal and Unity Plus	Unity Pro	Unity Enterprise
New installs per month	Standard rate (if thresholds are met)		
1-100,000	\$0.20 per new install	\$0.15 per new install	\$0.125 per new install
100,001-500,000		\$0.075 per new install	\$0.06 per new install
500,001-1,000,000		\$0.03 per new install	\$0.02 per new install
1,000,001+		\$0.02 per new install	\$0.01 per new install
New installs per month	Emerging market rate (if thresholds are met)		
1+	\$0.02 per new install	\$0.01 per new install	\$0.005 per new install

Reacciones de la comunidad



Cult of the Lamb 🎃🌈

@cultofthelamb

Buy Cult of the Lamb now, cause we're deleting it on Jan 1st. 😢



Game Developer @gamedevdotcom · 19h

Unity's new "Runtime Fee" will kick in after developers cross specific revenue and install thresholds.
gamedeveloper.com/business/unity...



Nacho Requena @nachoMoL · 18 sept.

Pueden hacer todas las recogidas de cable que quieran, que ya han perdido la confianza de miles de desarrolladores. Ahora **Unity** se va a mirar con recelo porque habrá una pregunta rondando en el aire: ¿quién me garantiza que no ocurrirá en el futuro de nuevo? Y suerte con ello.

Unity ✅ @unity · 18 sept.

We have heard you. We apologize for the confusion and angst the runtime fee policy we announced on Tuesday caused. We are listening, talking to our team members, community, customers, and partners, and will be making changes to the policy. We will share an update in a couple of... [Mostrar más](#)



Paolo Pedercini ✅ @molleindustria · 13 sept.

Since @unity is becoming the worst digital landlord, developers could form something like a tenants' union, and jointly put forward demands like:

- no per-install fees
- no retroactive terms of service
- no secret tracking
- competitive revenue share
- CEO Riccitiello must go



United against Unity

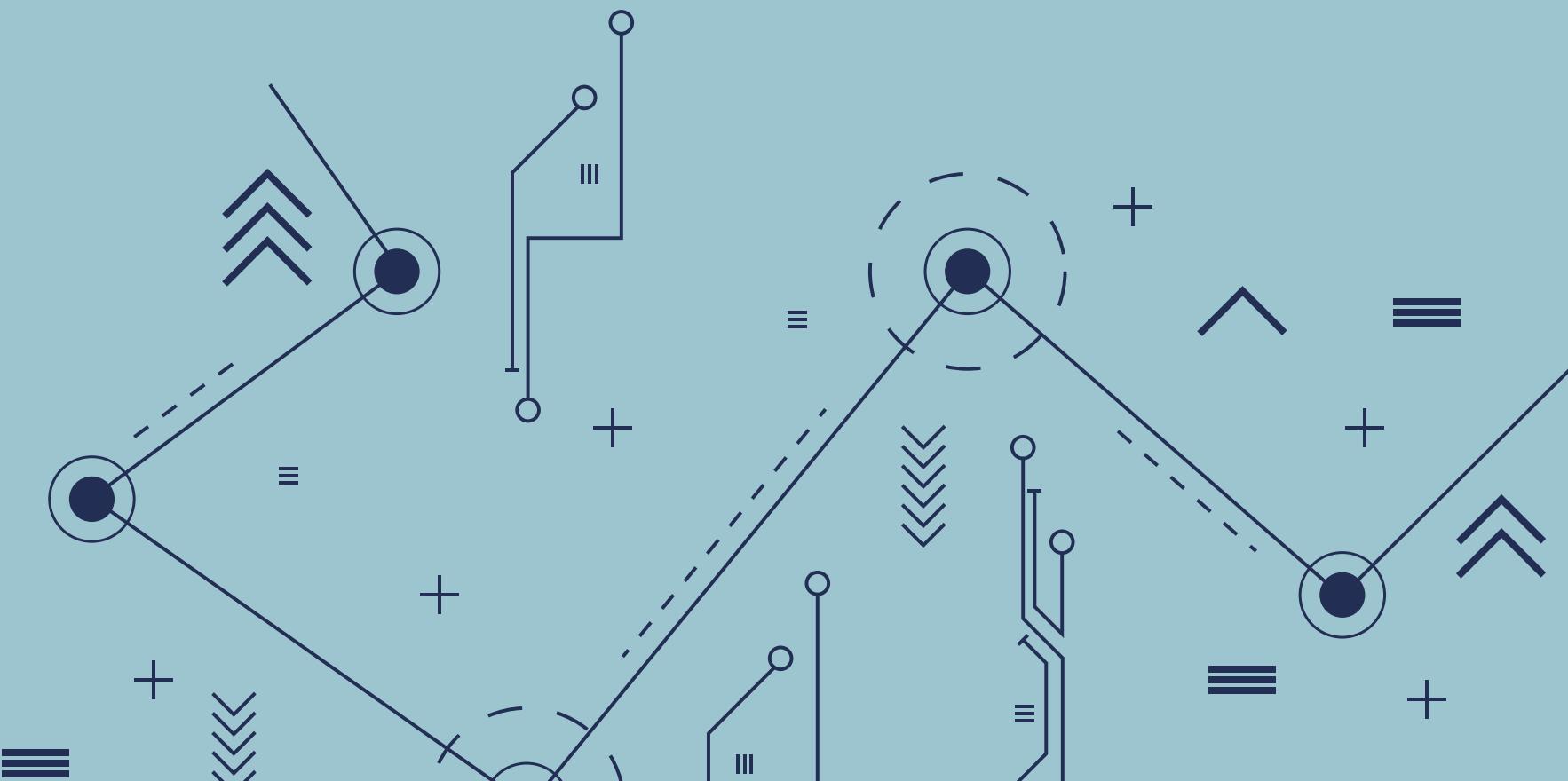
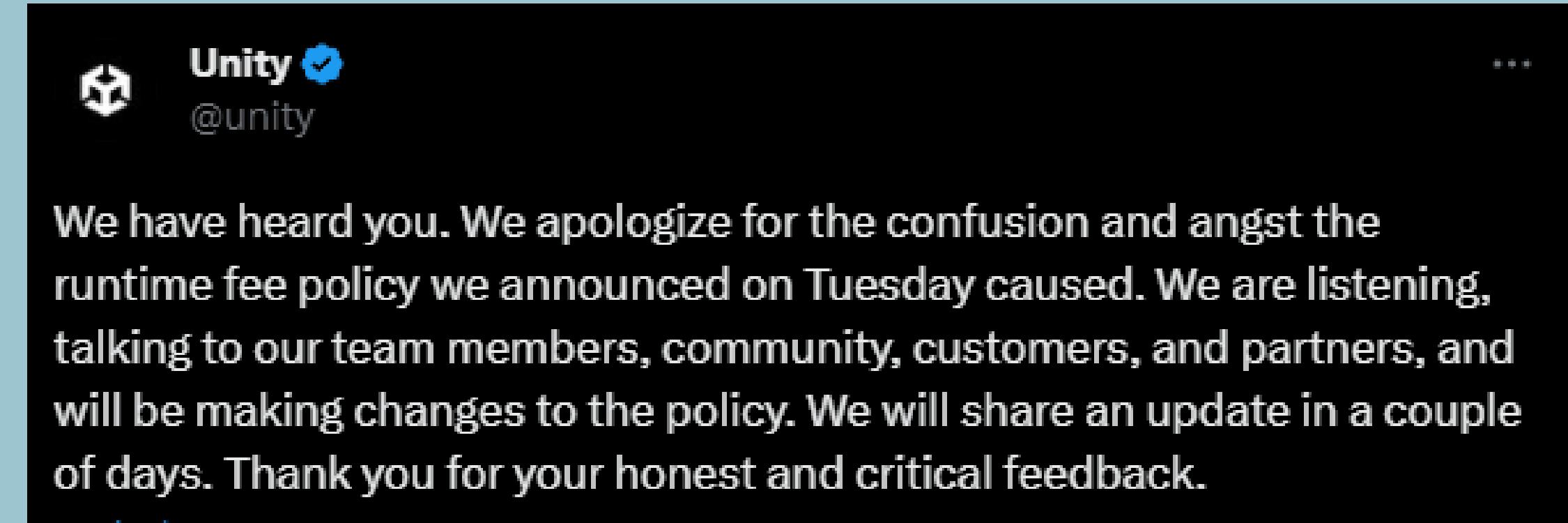


LevelUp.com ✅ @LevelUPcom · 18 sept.

NUNCA HABÍAMOS VISTO UNA COMUNIDAD TAN UNIDA COMO AHORA EN COTRA DE **UNITY**



¿Qué pasa con Unity ahora?



Alternativas





elena@stega.io

@Elenalmagineer



Elena Blanes

Get in
touch