



Scratch a niche, with Itch!
A look at the Itch.io brand

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It's called what?



- Created by Leaf Cocoran in 2013, Itch.io was originally envisioned as a “Bandcamp for Games” environment.
- Designed with indie game devs in mind, the site is used as a means of shipping full titles and demos without the need for mass exposure that often causes indie devs to fail before they can get off the ground.
- To remain competitive in the market, Itch allows developers to list their games as free to play, pay what you want or with set prices.
- Site is free to upload to and use.
- Also used to host Game Jams. Lot's of cross creator utility with the Youtube community.
- In 2015, Itch had a total of roughly 15,000 titles.
- As of January 2022, the site hosts nearly 500,000 games.
- As an indie dev, I use it myself!



VS



- Itch remains very much the underdog of online game distribution.
- They subvert this in two ways: Dev revenue shares and accessibility.
- Where as Steam has the market corner on AAA releases, it is also much more difficult to release on and the cut Steam takes is quite large.
- Itch is much more niche, but also designed as such. "Devil in the details"
- Itch's lack of DRM is a huge plus for many.

Company	Users per Month	Games	Avg. Indie Dev Revenue	Company Cut
Steam	120 million	~50,000	~\$4,000 - \$10,000	30%
Itch	25 million	~500,000	~\$0 - ~\$5,000	10%



GMTK
game(jam);

- Itch maintains a strong “Word of Mouth” internet presence through the site’s community forums and pages.
- Users are able to create their own developer profile dashboard that lists all of their current projects and allows users to follow other developers.
- Itch also hosts what are known as Game Jams through these forums. A team or group of developers come together to make a full game or idea within an allotted time frame, usually 1 to 3 days.
- Youtuber Mark Brown who runs the channel Game Makers Tool Kit (GMTK) Often uses Itch as a sounding board to organize his yearly jams with the Itch community.
- Devs can use Twitter or other social media platforms to collaborate as well.

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