



# SteamConnect



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# What is Steam?

Steam is a digital distribution platform developed by Valve that offers mainly multiplayer gaming services to their users.

Steam currently has over 125 million accounts, with millions online at once playing games.



# Purpose & Data

The goal of SteamConnect will be to examine and analyze data gathered from Steam to determine trends, such as user experience, playtimes, popularity and success.

- Brigham Young University Data Set - Steam user data from 2016
- SteamDB - Real-time tracking and updates for Steam applications
- Steam Web API - Able to access tons of information about players and games

# Questions Answered



WARNING: THIS GAME IS EARLY ACCESS ALPHA. PLEASE DO NOT PURCHASE IT UNLESS YOU WANT TO ACTIVELY SUPPORT DEVELOPMENT OF THE GAME AND ARE PREPARED TO HANDLE WITH SERIOUS ISSUES AND POSSIBLE INTERRUPTIONS OF GAME

RECENT REVIEWS: **Mostly Negative** (1,265)  
ALL REVIEWS: **Mixed** (150,184)

RELEASE DATE: Dec 16, 2013

DEVELOPER: **Bohemia Interactive**  
PUBLISHER: **Bohemia Interactive**

Popular user-defined tags for this product:

[Early Access](#) [Survival](#) [Zombies](#) [Open World](#) [+](#)



PLAYERUNKNOWN'S BATTLEGROUNDS is a last-man-standing shooter being developed with community feedback. Players must fight to locate weapons and supplies in a massive 8x8 km island to be the lone survivor. This is BATTLE ROYALE.

RECENT REVIEWS: **Mostly Positive** (38,797)  
ALL REVIEWS: **Mostly Positive** (149,562)

RELEASE DATE: Mar 23, 2017

DEVELOPER: **Bluehole, Inc.**  
PUBLISHER: **Bluehole, Inc.**

Popular user-defined tags for this product:

[Early Access](#) [Survival](#) [Shooter](#) [Multiplayer](#) [+](#)

Early Access games; why are they hated, what makes them work?

# Questions Answered



**NO MAN'S SKY**

No Man's Sky is a game about exploration and survival in an infinite procedurally generated universe.

RECENT REVIEWS: **Mostly Positive** (1,076)  
ALL REVIEWS: **Mostly Negative** (79,346)

RELEASE DATE: Aug 12, 2016

DEVELOPER: Hello Games  
PUBLISHER: Hello Games

Popular user-defined tags for this product:

Open World Space Exploration Sci-fi Survival +

**Fallout 4**

Bethesda Game Studios, the award-winning creators of Fallout 3 and The Elder Scrolls V: Skyrim, welcome you to the world of Fallout 4 – their most ambitious game ever, and the next generation of open-world gaming.

RECENT REVIEWS: **Overwhelmingly Negative** (6,704)  
ALL REVIEWS: **Mostly Positive** (65,529)

RELEASE DATE: Nov 10, 2015

DEVELOPER: Bethesda Game Studios  
PUBLISHER: Bethesda Softworks

Popular user-defined tags for this product:

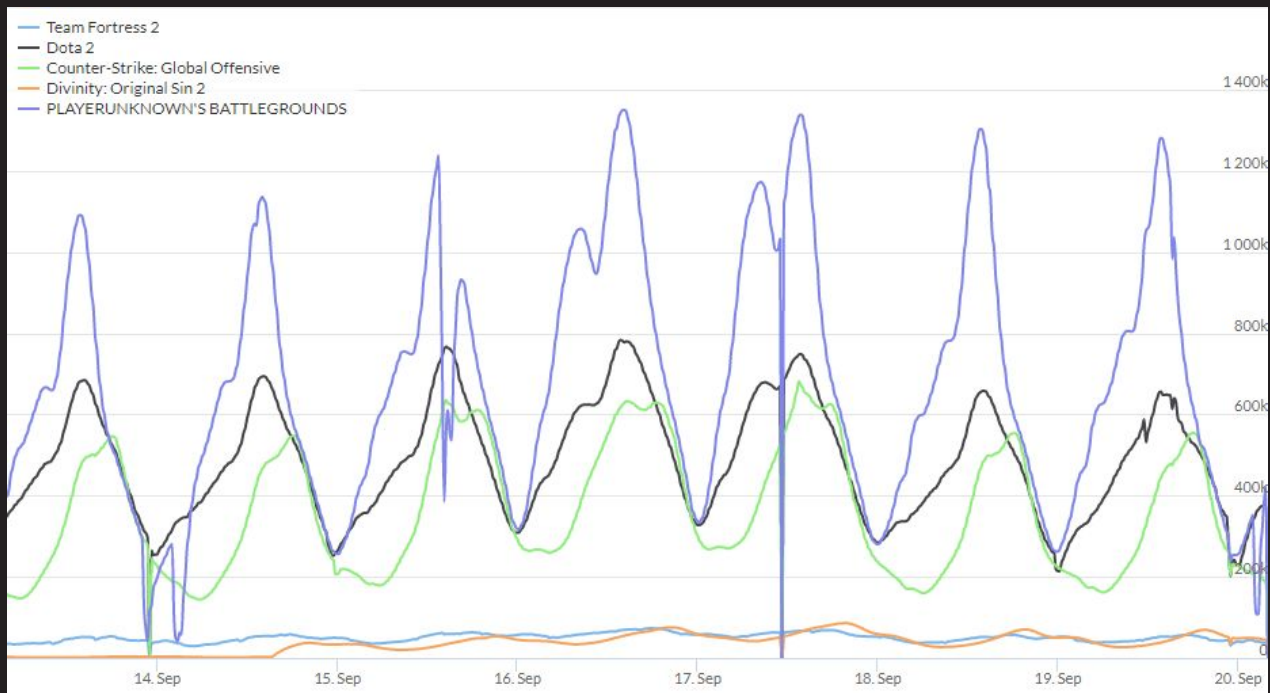
Open World Post-apocalyptic Exploration RPG +

All reviews vs. recent reviews; what changed, effects on current player count

# Questions Answered

User data is available

- Account age
- Games owned
- Hours played
- Badges
- Level
- Achievements
- Money spent



# Questions Answered

## VAC Bans

“VAC stands for Valve Anti-Cheat, an automated system designed to detect cheats installed on users' computers.”

Steam Web API and websites such as VACBanned allow access to view VAC banned players, can be compared to playtimes, reviews, achievements, etc. across all VAC enabled games



# Why does this matter?

Essentially, this is all marketing data that can be used by developers and publishers to have better success creating and marketing their games to Steam's users.

Even AAA games can flop, and this information can help developers/publishers avoid previous mistakes based on user feedback.

Early access titles are highly exploitable, leaving easy ways out for developers to bait and switch users, grabbing their money and never finishing development.

Basically: what to do, what not to do.