**Lesson 07 – Digital Storefronts**

**Main objective**

Students will learn about the different digital storefronts/platforms that sell video games. With the knowledge of the different competitors and what they each offer, students will consider which storefronts they would want to develop games for/release games on.

**Standards**

* 9-12.IC.3 Impacts of Computing, Ethics
* 9-12.DL.2 Digital Literacy, Digital Use

**Lesson Structure/In class exercises**

Aim: Why are there so many digital storefronts for games? What makes them different from one another?

Do Now:  
Where do you usually purchase your games from? Do you know anything about how much of your money goes to developers and publishers?

Instruction:  
Give a brief overview of video game storefronts, starting by talking more generally about the different console ecosystems. (Xbox Game Pass and PlayStation Plus subscriptions should also be discussed)

Then, transition into talking about the different PC storefronts and launchers. This can then segue into game retailer cuts – the 30% cut that the majority of these storefronts take from game creators.  
  
Discuss Steam vs Epic Game store– the homework assignment will expand on this battle.   
  
No group discussion this time around, in order to give students more time to work on their presentations.

Time to work on assignment:  
Students get the rest of class (if applicable) to work on their homework assignment, or work on their presentations.

**Assignments**

Read these articles, which expand upon the Epic game store vs. Steam feud:<https://www.theverge.com/2019/4/16/18334865/epic-games-store-versus-steam-valve-pc-gaming-console-war-reimagined>  
<https://www.pcgamer.com/epic-games-store-self-publishing/><https://www.ign.com/articles/2019/10/07/report-steams-30-cut-is-actually-the-industry-standard> Take a stance – which store do you think has the moral high ground? Do you think it is right for Epic Games to have exclusive games and deals? Is Steam’s “monopoly” bad for the industry? If you were releasing a game, what storefronts would you be open to releasing your game in?

Respond to two other classmates’ posts.

**Resources**<https://www.theverge.com/2019/4/16/18334865/epic-games-store-versus-steam-valve-pc-gaming-console-war-reimagined>  
  
<https://www.pcgamer.com/epic-games-store-self-publishing/>

<https://www.pcworld.com/article/398473/a-year-in-the-epic-games-stores-fight-against-steam-has-made-all-pc-gaming-better.html>

<https://www.ign.com/articles/2019/10/07/report-steams-30-cut-is-actually-the-industry-standard>