**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:  
  
- game publishers making their own launchers  
- publisher pay to devs  
- Steam vs Epic Game store

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/>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>