



# STEAM: WHAT'S YOUR GAME

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# OVERVIEW

- Steam
- Research Question
- Data
- Preliminary Findings
- Conclusion and Future Direction

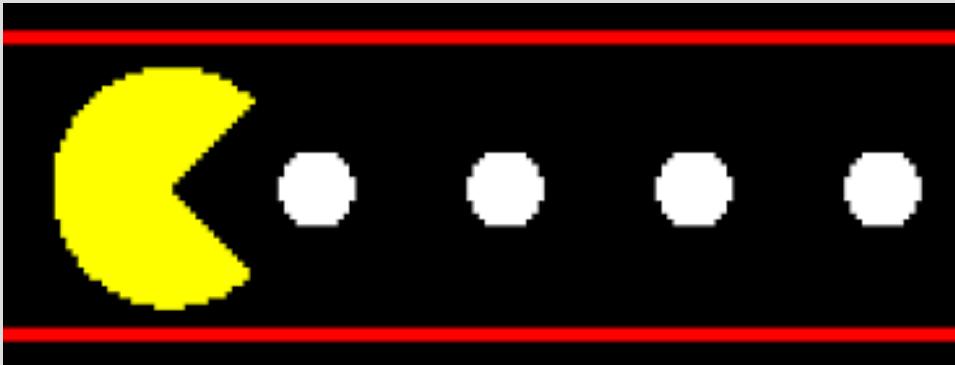


► PLAY

# STEAM

- Leading digital distribution platform
  - Valve Corporation (Game Developing Company: CS and Half Life)
- Services
  - Game purchase/management
  - Cloud saving
  - Multiplayer gaming
  - Social Networking
- 6 Million active users in the U.S.
  - Gender Gap





## RESEARCH QUESTION

- Game
  - Voluntary participation
  - ~ 60,000 games (free and priced games)
- Research Question:
  - Among the top selling games on Steam, what are some of the characteristics that are associated with higher numbers of players?

# DATA - SELENIUM AND SCRAPY

- Steam Top Sellers →
  - 7641 games (51 pages)
  - Title, price
- Steam Game Page →
  - 6902 games
  - Combined 2600 DLCs/soundtracks with the original game due to similarity
- Steamdb.info →
  - 3rd party website
  - 8061 games
  - No of players

A total of 3080 unique games were included

	Prey	May 5, 2017	1	\$59.99
	Rocket League®	Jul 7, 2015	-30%	\$19.99 \$13.99
	Tom Clancy's The Division™	Mar 8, 2016	-50%	\$49.99 \$24.99
	Sid Meier's Civilization® VI	Oct 21, 2016	-33%	\$59.99 \$40.19
	Star Wars Complete Collection		-78%	\$272.76 \$60.68
	PULSAR: Lost Colony	Sep 15, 2015	-50%	\$24.99 \$12.49
	Counter-Strike: Global Offensive	Aug 21, 2012	1	\$14.99
	Grand Theft Auto V	Apr 13, 2015	1	\$59.99
	NieR:Automata™	Mar 17, 2017	1	\$59.99
	Warhammer 40,000: Dawn of War III	Apr 27, 2017	1	\$59.99
	Rocket League® Game of the Year Edition		-30%	\$24.99 \$17.49
	Factorio	Feb 25, 2016	1	\$20.00
	ARK: Survival Evolved	Jun 2, 2015	1	\$29.99

All Games > RPG Games > Shadowrun: Hong Kong - Extended Edition

**Shadowrun: Hong Kong - Extended Edition**

Shadowrun: Hong Kong - Extended Edition is the capstone title in the Harebrained Schemer Shadowrun series - and includes the all-new, 6+ hr Shadows of Hong Kong Bonus Campaign. Experience the most impressive Shadowrun RPG yet, hailed as one of the best cRPG / strategy games of 2015!

User reviews:  
RECENT: Very Positive (24 reviews)  
OVERALL: Very Positive (1,227 reviews)  
Release Date: Aug 20, 2015

Popular user-defined tags for this product:  
RPG Cyberpunk Turn-Based Strategy Indie

Buy Shadowrun: Hong Kong - Extended Edition

DAILY DEAL! Offer ends in 37:34:11

-75% \$10.99 \$4.99 Add to Cart

Buy Shadowrun: Hong Kong - Extended Edition Deluxe

DAILY DEAL! Offer ends in 37:34:11

-75% \$29.99 \$7.49 Add to Cart

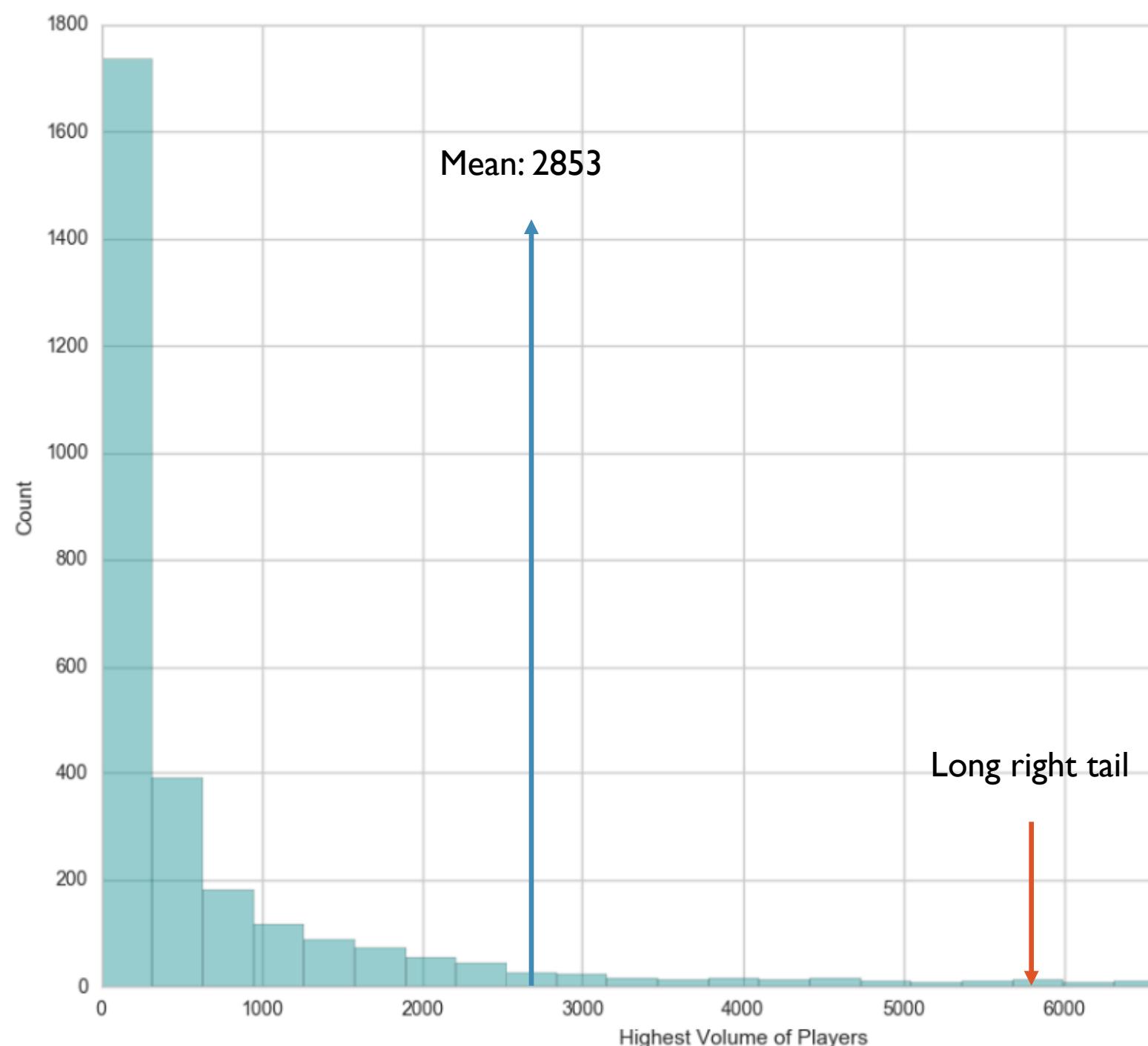
Languages: English Interface Full Audio Subtitles

Top games by current player count				
APPID	NAME	CURRENT	24H PEAK	ALL-TIME PEAK
+ 753	Steam	7,859,062	13,516,528	14,370,167
+ 570	Data 2	421,291	952,500	1,295,114
+ 730	Counter-Strike: Global Offensive	182,997	661,043	854,801
+ 578080	PLAYERUNKNOWN'S BATTLEGROUNDS	83,330	161,117	161,117
+ 440	Team Fortress 2	43,052	68,865	104,323
+ 433850	H1Z1: King of the Kill	39,432	120,175	138,218
+ 346110	ARK: Survival Evolved	32,076	66,942	101,035
+ 271590	Grand Theft Auto V	27,187	76,179	364,548
+ 252950	Rocket League	26,310	82,360	103,129
+ 8930	Sid Meier's Civilization V	23,346	40,425	88,203
+ 230410	Warframe	23,035	44,209	69,525
+ 252490	Rust	18,722	46,993	68,216
+ 4000	Garry's Mod	18,531	57,272	73,863
+ 482730	Football Manager 2017	17,735	60,292	70,420
+ 444090	Paladins	17,697	44,817	60,743
+ 289070	Sid Meier's Civilization VI	16,336	27,891	162,657
+ 359550	Tom Clancy's Rainbow Six Siege	16,258	38,679	65,382
+ 377160	Fallout 4	16,058	28,813	472,962
+ 105600	Terraria	14,691	29,287	159,175
+ 107410	Arma 3	14,039	42,432	56,679

## HIGHEST VOLUME OF PLAYERS

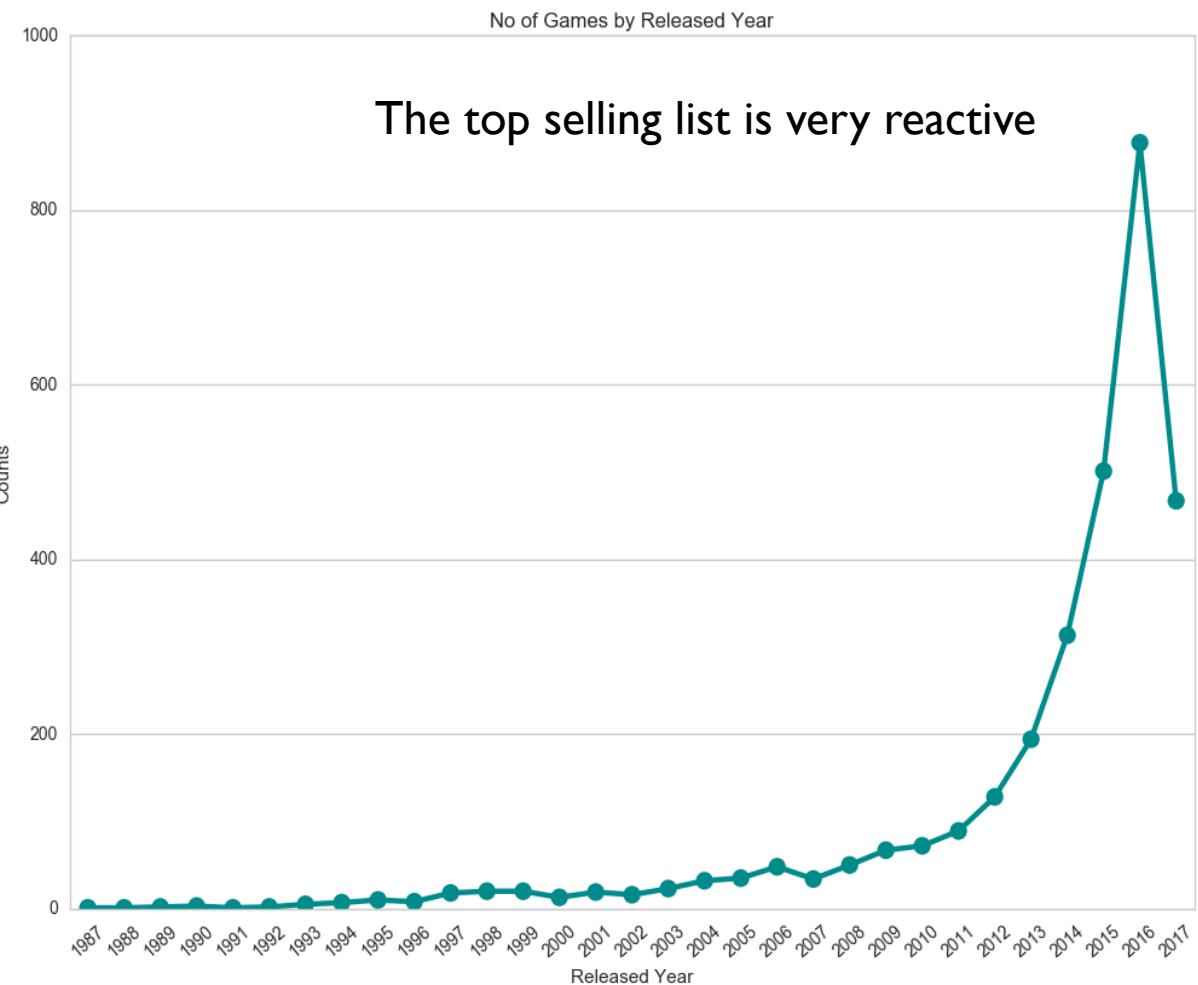
- The largest number of players playing the game simultaneously after the game was released
- Top 5 games:

Title	All Time High
Fallout 4	472,962
Grand Theft Auto V	364,548
No Man's Sky	212,613
Sid Meiers Civilization VI	162,657
Left 4 Dead 2	162,163

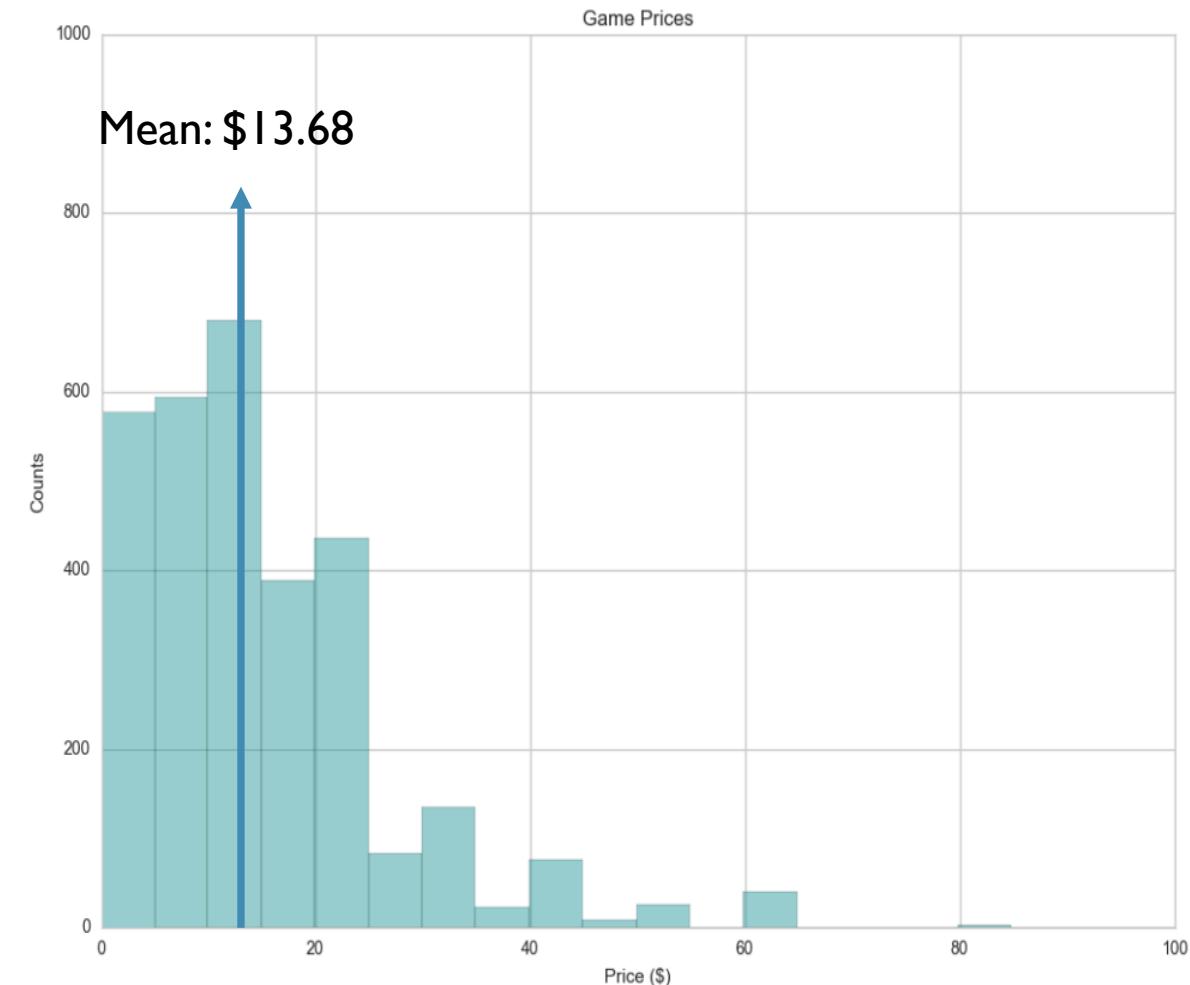


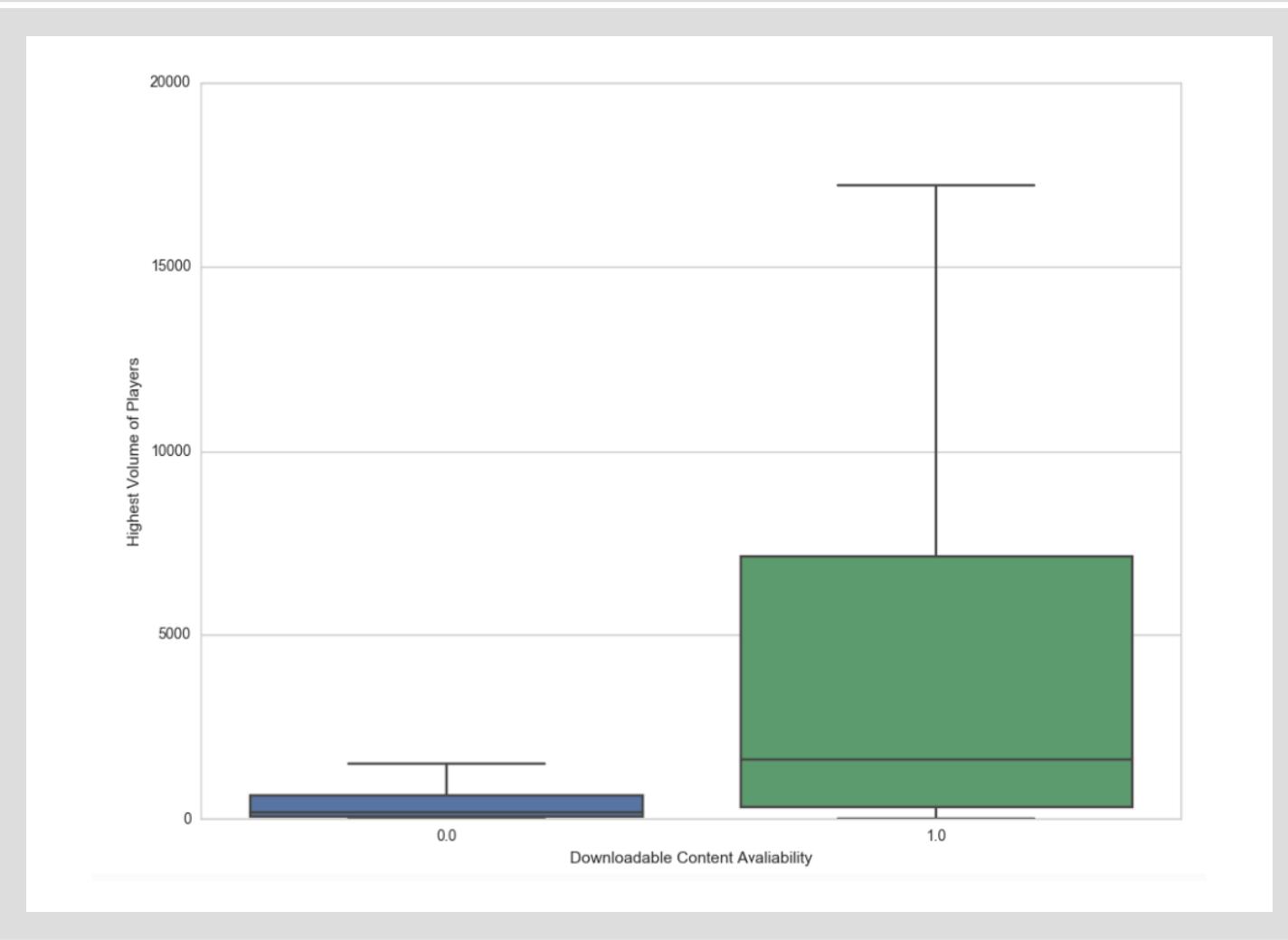
# BASIC DEMOGRAPHICS

## Released Year



## Pricing

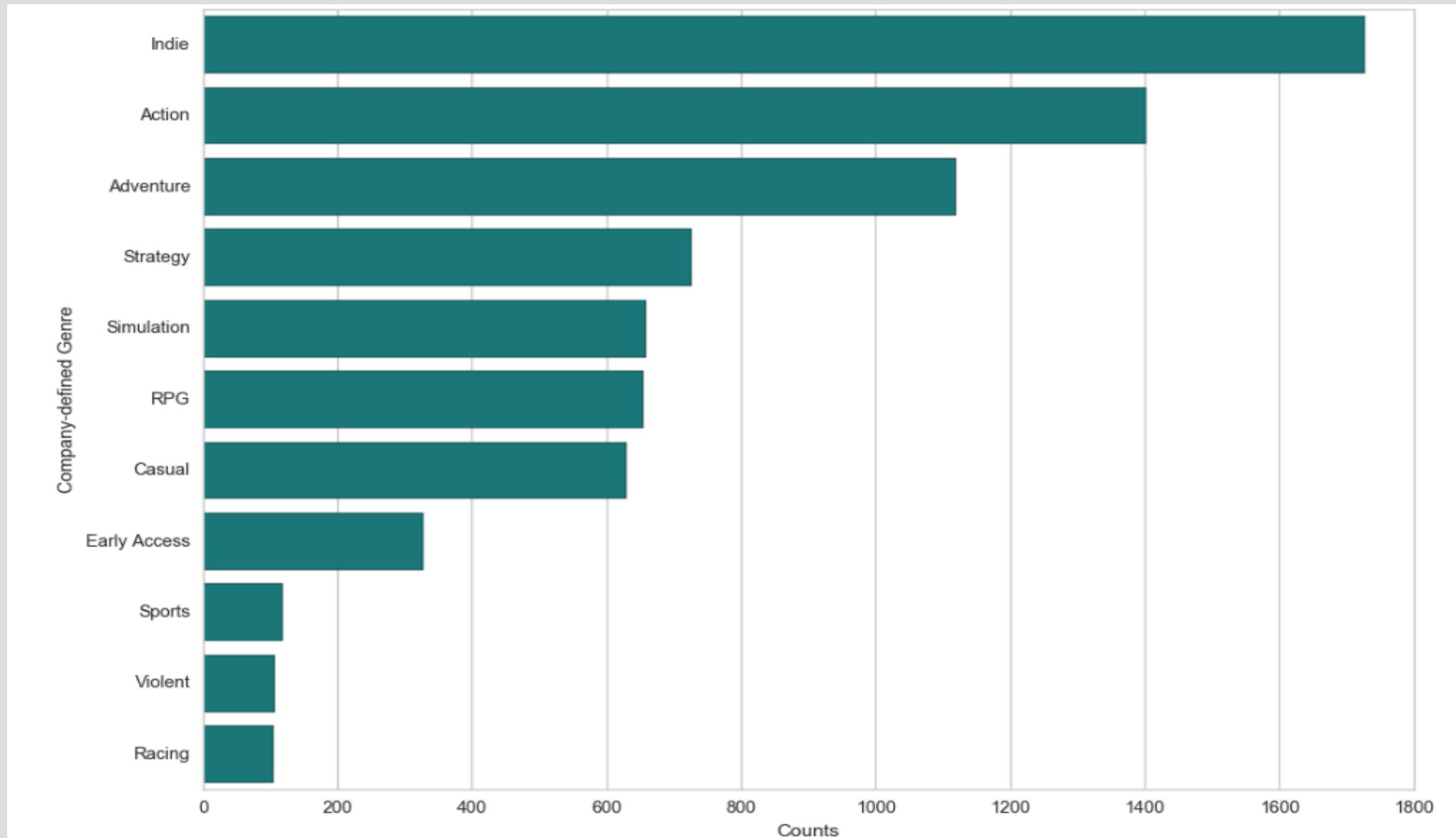




## DOWNLOADABLE CONTENT

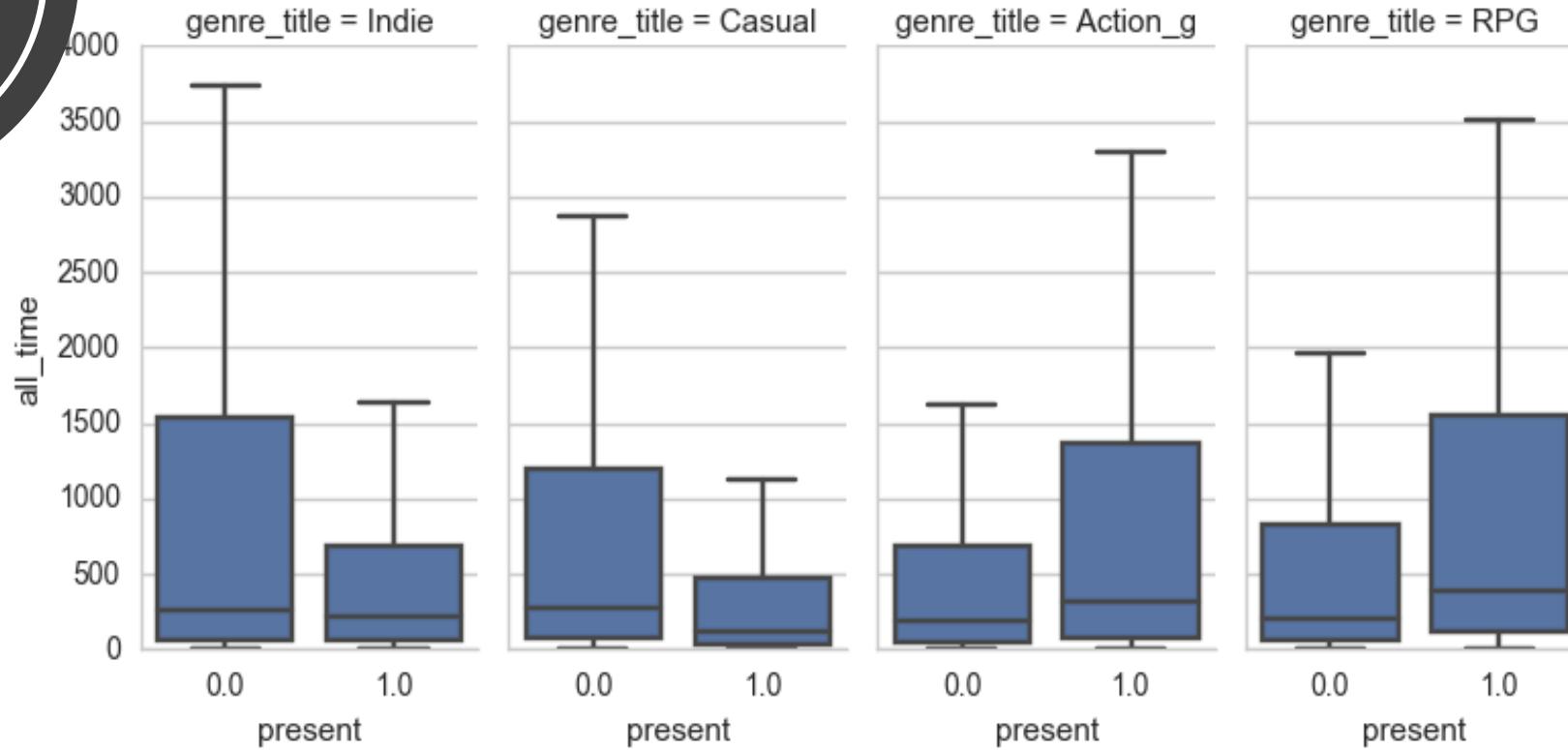
- Additional content created for a released game
- Only ~ 15% of the games have downloadable content (avg. 1)
- It is significantly associated with an increased in the maximum number of players

# GENRE

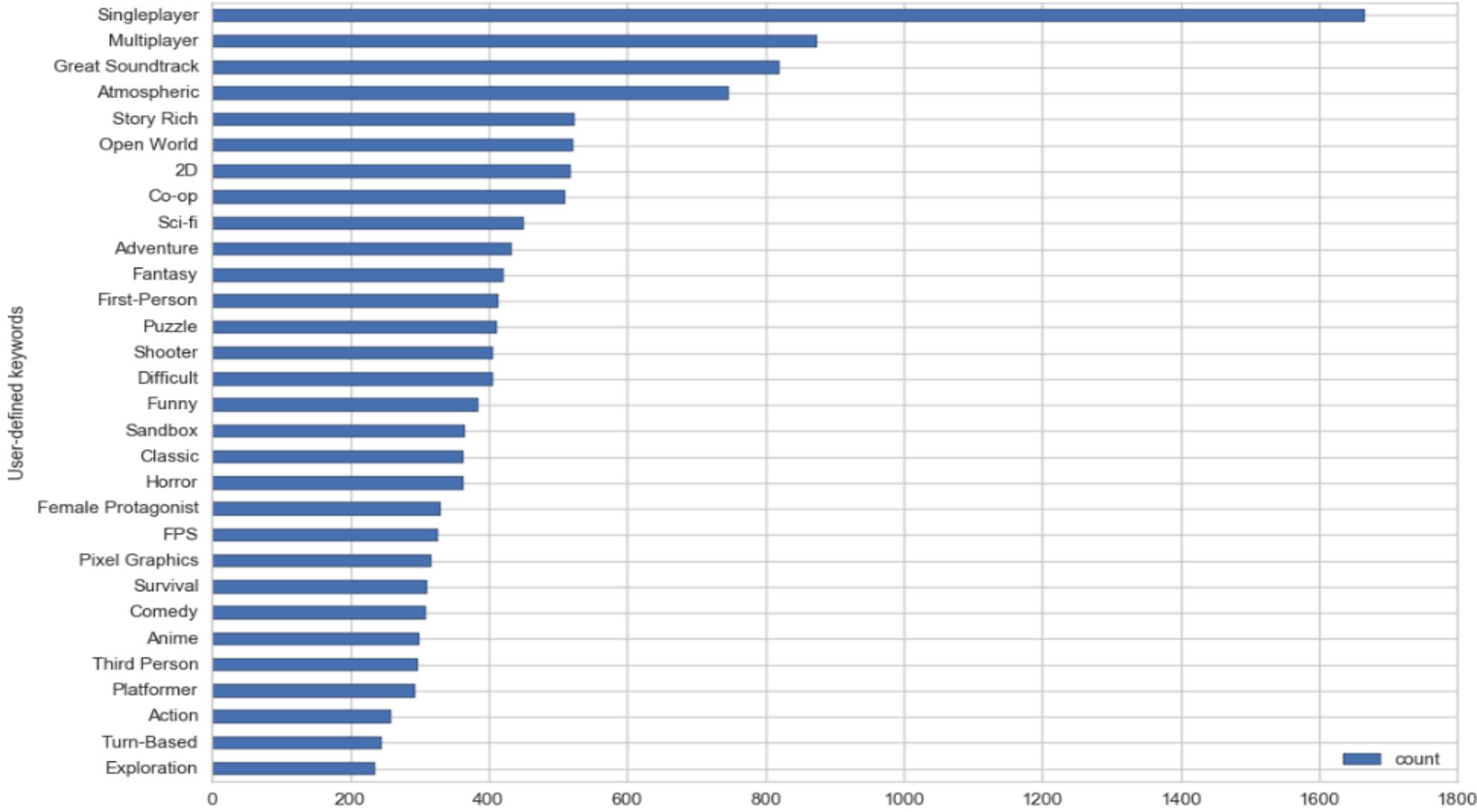


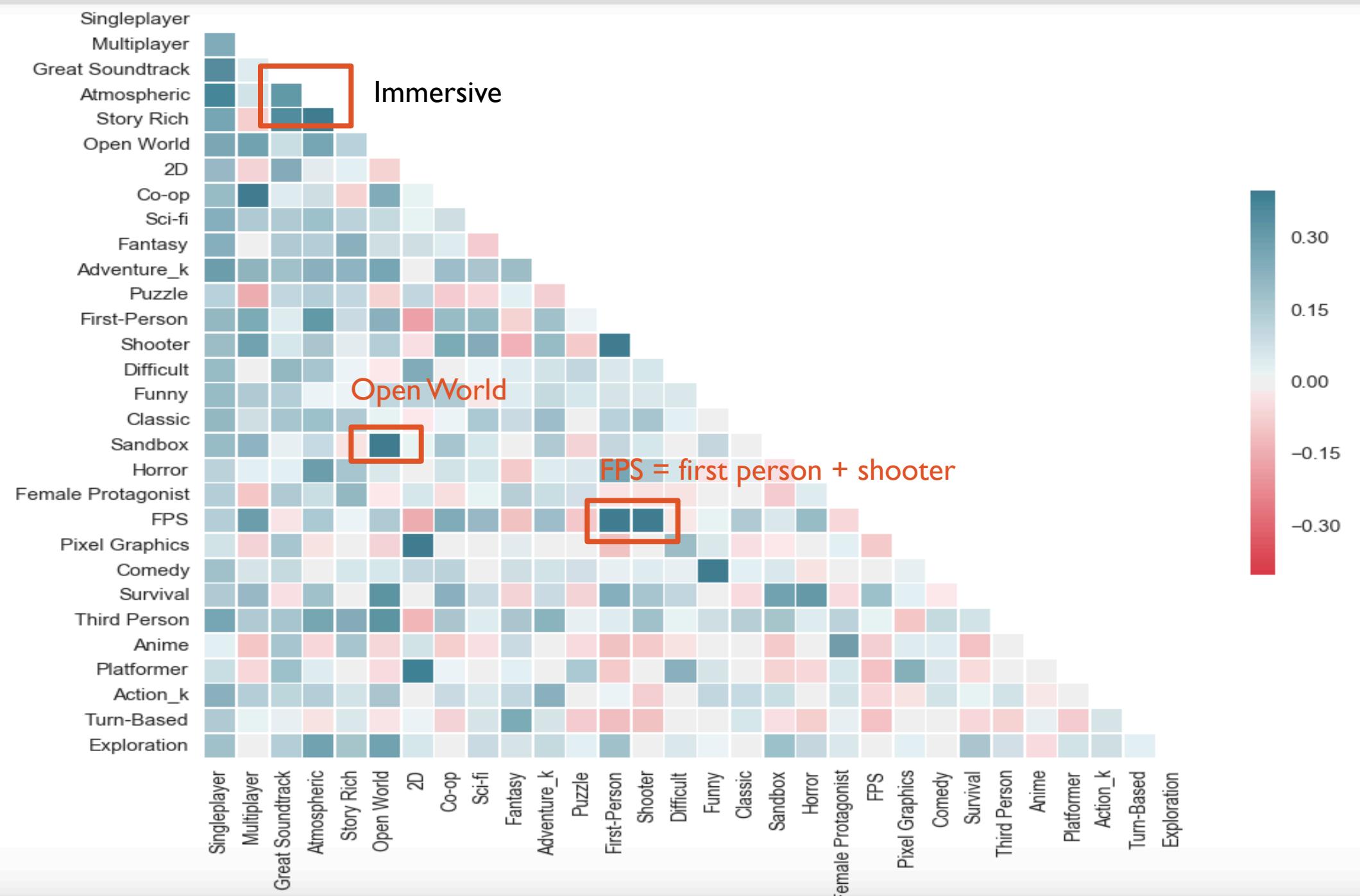
## GENRE & PLAYERS

Genre Group Comparison - All Time Player No.



# USER-DEFINED KEYWORDS





# ASSOCIATION

## POSITIVE

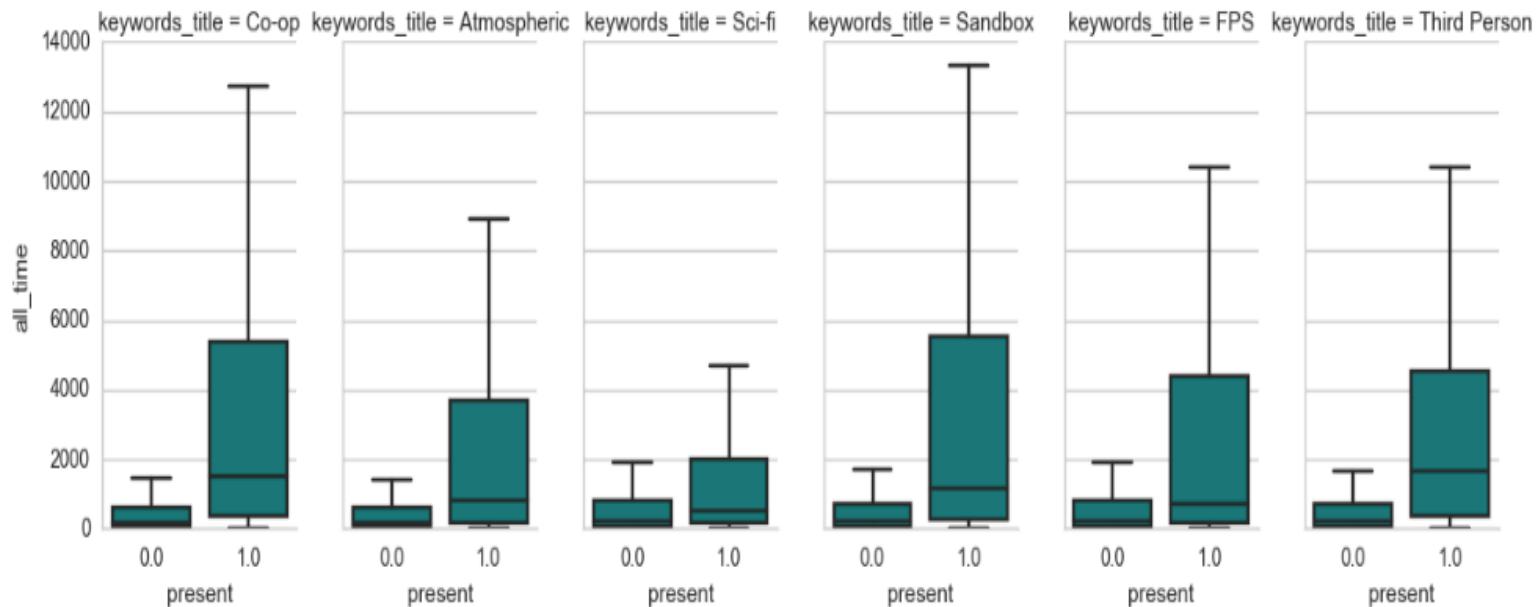
- Multiplayer/Co-op
- Immersive Experience
- Sci-fi Theme
- Sandbox Design
- First Person Shooter
- Third Person

## NEGATIVE

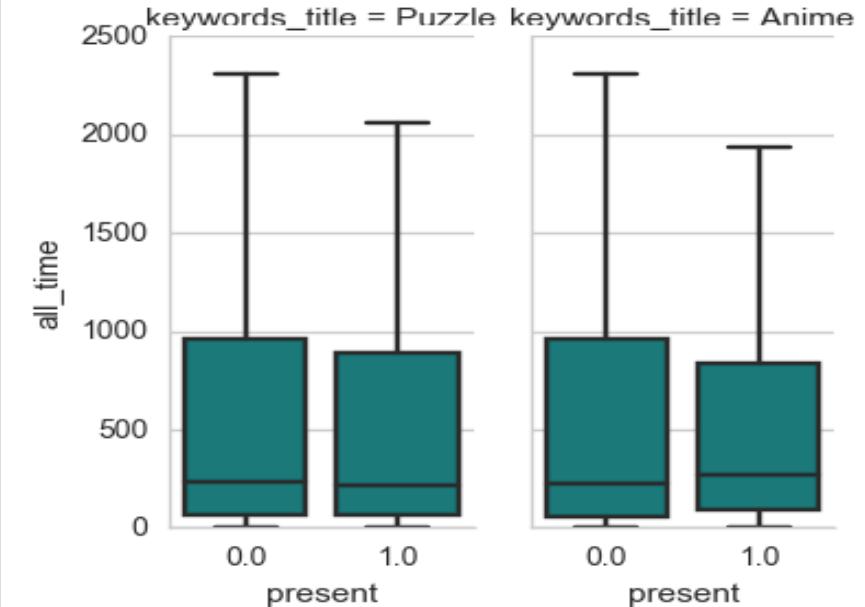
- Puzzle
- Anime



User-defined Keyword Group Comparison - All Time Player No.



User-defined Keyword Group Comparison - All Time Player No.



## CONCLUSION AND FUTURE DIRECTION

- The highest volume of players is associated with dlcs, genres, and keywords
- Future Direction:
  - Further understand the relationship between keywords and genre
  - Player retention: compare current number of players with the highest volume of players
  - Players characteristics
- Implications:
  - Understand what players are looking for

# THANK YOU!

Any Questions?

230/270