CURTIS AUBE

STEAM GAME RELEASE

OUTLINE

- Timeline
- Greenlight
- Steamworks
- Steam Release
- Public Response
- Questions

TIMELINE – MARBLE MUSE GAME

2014	**JUNE**	Started Development
	JULY	
	AUGUST	
	SEPTEMBER	Submitted to Greenlight. Added to Kongregate.
	OCTOBER	
	NOVEMBER	
	DECEMBER	
2015	**JANUARY**	
	FEBRUARY	
	MARCH	
	APRIL	Passed Greenlight
	MAY	
	JUNE	
	JULY	
	AUGUST	Released on Steam

GREENLIGHT – PREPARATION

- When is my game ready for Greenlight?
  - Only a matter of time…
- What do I need?
  - Greenlight ($100)
  - A [good] video
  - Screenshots
  - Description
  - Website
    - IndieDB

GREENLIGHT – STATS

Lifetime stats

VISITORS	YOUR ITEM	AVG. TOP 50 (?)
Total Unique (?)	4,506	8,289
FAVORITES		
Current	50	194
Total Unique (?)	55	205
FOLLOWERS		
Current	46	205
VOTES		
Total Votes	3,577	5,258
'Yes' Votes	1,046 (29% of total)	2,175 (41% of total)
'No' Votes	2,531 (71% of total)	3,083 (59% of total)
'Ask Me Later' Votes (?)	0 (0% of total)	--

UNIQUE VISITORS

4,506 IN 411 DAYS ON GREENLIGHT

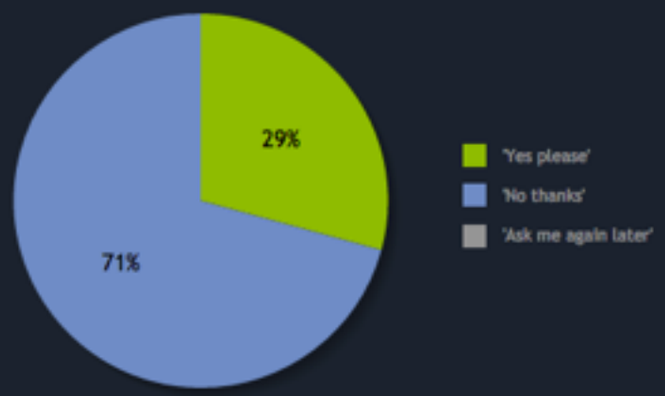
'YES' VOTES

1,046

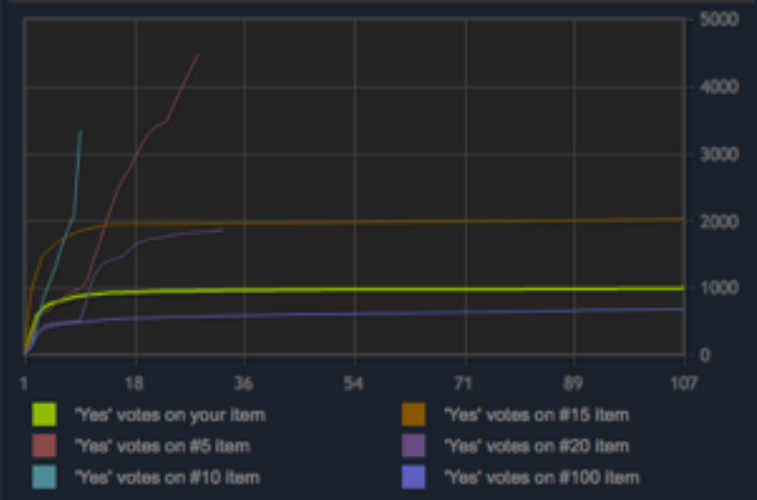
FOLLOWERS

46

VOTES ON YOUR ITEM



CUMULATIVE 'YES' VOTES (per day)



STEAMWORKS – AFTER GREENLIT

- Setting up Steamworks
  - Agreement
    - Company EIN or personal SSN
    - Bank information

STEAMWORKS – SDK INTEGRATION

- You can download the SDK from Steamworks
- SDK support for Unity3D
  - Steamworks.NET - https://steamworks.github.io/
- Overlay
- Achievements
- Leaderboards / stats
- Cloud saves
- And more…

STEAMWORKS – ACHIEVEMENTS

- Setting it up in Steamworks

ID	API Name Progress Stat	Display Name Description	Set By	Hidden?	Achieved Icon	Unachieved Icon	
1/1	OUTSIDE_THE_BOX	Thinking Outside of the Box Found the hidden chamber	Client				Edit Delete
1/2	PROOF_OF_CONCEPT_COMPLETE	Proof of Concept Complete Completed all proof of concept levels.	Client				Edit Delete

- Setting it up in code
  - SteamUserStats.SetAchievement(“OUTSIDE_THE_BOX”);
  - SteamUserStats.StoreStats();

STEAM RELEASE – CHECKLIST

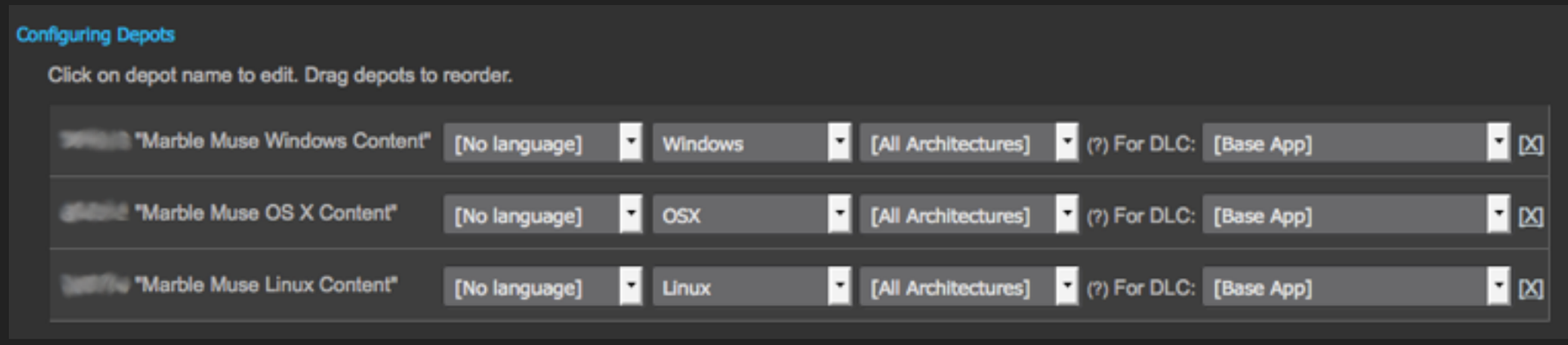
- Store
  - Basic Info
  - Release date set
  - System Requirements
  - Pricing proposed for at least one package
  - Trailer Uploaded
  - Al least 5 screenshots uploaded
  - Capsule images uploaded
  - Support info set
  - Developer and Publisher fields set
  - App configuration

STEAM RELEASE – CHECKLIST CONT.

- Community
  - Community Capsule
  - Community Icon
  - Client Icon
- Depots
  - At least one depot configured
  - At least one build configuration
  - Has launch executable
- Recommended Items
  - Cloud Saves
  - Steam Trading Cards

STEAM RELEASE – DEPOTS AND PACKAGES

- Depots - Create one for each operation system



- Packages - Make sure they have all the depots

STEAM RELEASE – BUILDS

- Create a Build Account
- Setup SteamPipe Apps (Launch options)
- Setup build machine (Windows)
  - Extract SteamPipe tools from SDK
  - Create config files
- Build process
  - Build your game for each platform
  - For Mac OS X: content preparation
  - Copy the builds in to content folder
  - Run the SteamPipe build
- After build has completed: Set the branch
  - Do some beta testing!

STEAM RELEASE – TRADING CARDS

- Requirements
  - At least 5 cards
  - 5 badges + 1 foil badge
  - 5 large emoticons
  - 5 small emoticons
  - 5 profile backgrounds (1920 wide and 800 to 1200 high)
- Then it needs to be approved.

PUBLIC RESPONSE – THE PRESS

- Set your game to “Coming Soon”
  - You will start getting contacted (Via your Support Contact Info)
- You will get contacted by
  - Youtubers
  - Giveaway groups
  - Indie bundle sites / Digital game stores
  - Game reviewers
  - Twitch streamers
  - Game advertisers
  - Aliens from outer space
- Lots of it is scamming and lots of it is not
  - Appeared to be about 50/50
  - Free copies help you advertise

PUBLIC RESPONSE – DEALING WITH FEEDBACK

- Game crack sites
- Good and bad feedback
- Try to focus on the good
- Respond to bad when appropriate

QUESTIONS?

- Example: What is Steam?