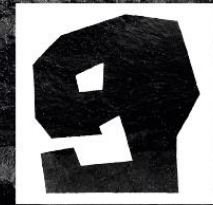


**THQ NORDIC  
FAMILY**



**Ashborne  
Games**



**NINE  
ROCKS  
GAMES**

# TWO HEADS ONE (FUNCTIONAL) MARKETING

PETR POLÁČEK & DOMINIK JÍCHA

25.05.2022



## Petr

- » University of life (student)
- » Nine Rocks Games
- » Bohemia Interactive
- » LEVEL Magazine
- » Games.cz
- » Hrej.cz
- » Bonusweb
- » Secret projects



## Dominik

- » MU Game Studies (vice-chairman)
- » Game Developers Session (volunteer leader)
- » Gamer Pie (founder)
- » Marketing
- » Masaryk University (lecturer IM 147/148)
- » Paperash Studio (Dark Train, **Czech Art Game of the Year 2016**)
- » Bohemia Interactive (Vigor, **7 million players across all consoles**)
- » Ashborne Games (Comanche, unannounced Strategy / RPG)

# TOPICS

## Petr

- » Popculture data
- » Think outside the box (when using data)
- » Don't be smart, trust the data
- » Listen to your data analyst

## Dominik

- » Steam guesstimates crash course
- » Steam sales forecast model
- » Market research use case
- » Tools & resources

**WHY THESE TOPICS?**

**TO SHOW HOW GAME MARKETING NEEDS TO WORK  
WITH NUMBERS**

**(...and how to use the data efficiently)**

**STEAM GUESSTIMATES**

**CRASH COURSE**

## Why do it?

- » If you are stepping into unknown waters, recognize who swims there. Who survives, floats, and drowns...
- » It is better to have a guesstimate than nothing



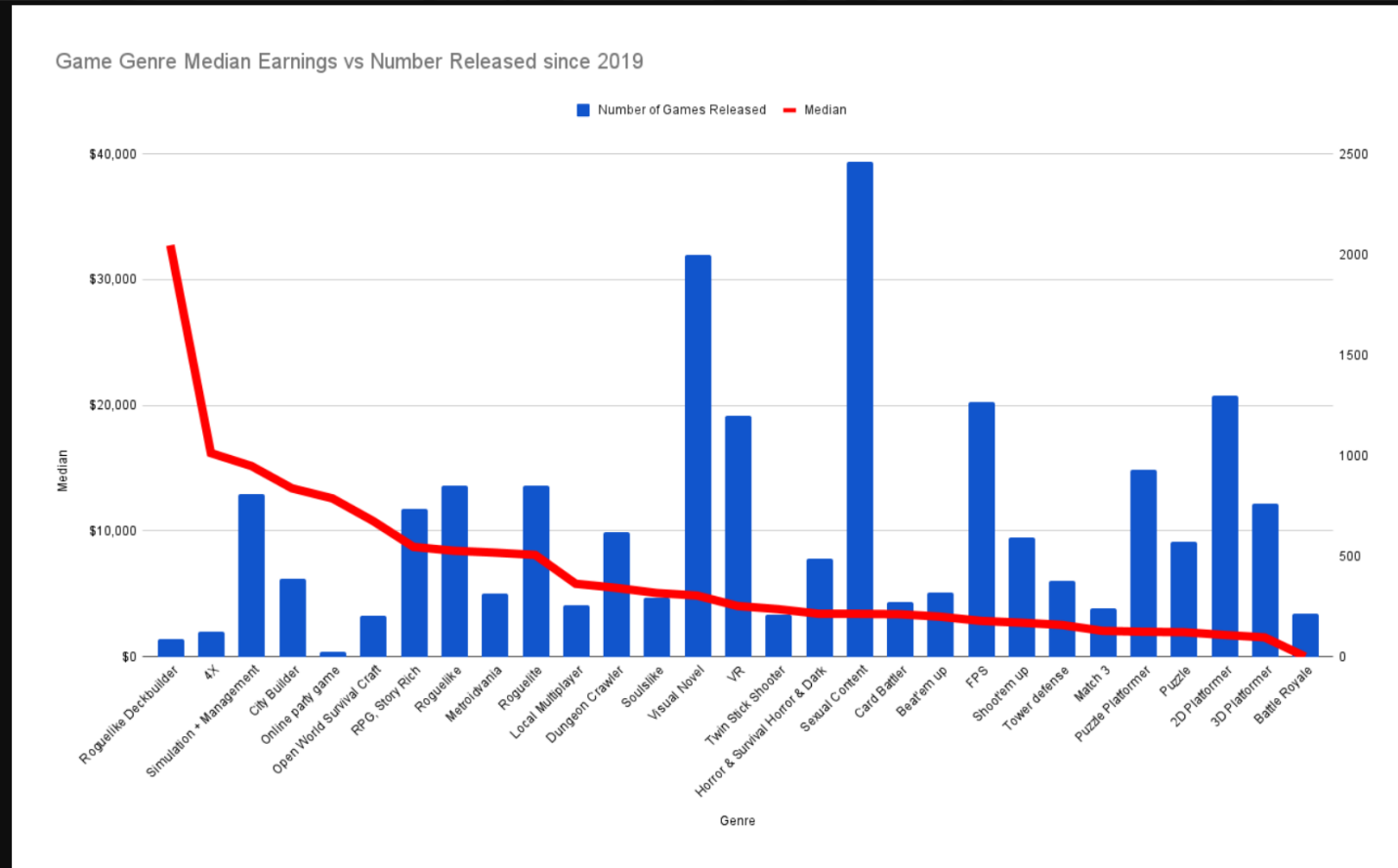
**WHERE TO BEGIN?**

**CHECK GENRE, THEN TITLES!**

**(...and then, check the data)**



# GAME GENRE MEDIAN EARNINGS VS RELEASES 2019-



Source: [howtomarketagame.com](https://www.howtomarketagame.com)

# REVIEW TO TITLE SALES RATIO

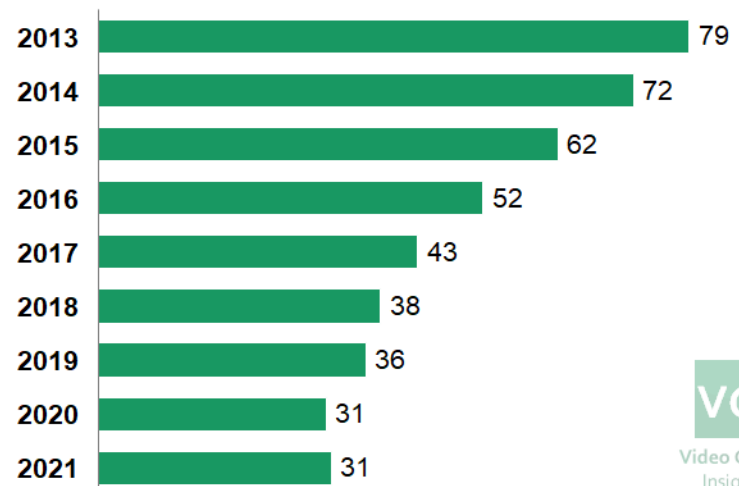
## Example

- » 1000 reviews in 2013 = 7900 sales
- » 1000 reviews in 2021 = 3100 sales

## Why?

- » More games by every year
- » Steam UX changes
- » Now asking for a review (Steam + Devs)

Median Review Multiples for Games by Year of Release



**WITH SOME GAMES**

**IT IS A LITTLE BIT MORE COMPLEX...**

# REVIEW TO SALES RATIO



Source: [store.steampowered.com/app/292030](https://store.steampowered.com/app/292030)

**Before we move to another topic, let's talk about the data you want to use for your marketing, but don't know about it.**

**Popculture data**

# REVIEW TO SALES RATIO



**SOLUTION? DO YEAR-BY-YEAR MATH**

**What does it mean „Don't be smart,  
trust the data?“**

**GUESSING REVENUES?**

**EVEN MORE MESSY!**



# FACTORS AFFECTING REVENUE

- » Discounts
- » Base price drop
- » Region pricing
- » Bundles
- » Deluxe editions

## Steam gross vs. Net revenue

- » Steam cut = 30%
- » Chargebacks, taxes, refunds = 15 – 20%



**Thing outside of the box? What?!!!**

**Don't repeat all the mistakes others are doing.**

**WHAT IF MY GAME IS NOT RELEASED?**

**CHECK YOUR WISHLIST!**

# FIRST WEEK SALES RATIO

**Median of 0.2 sales per wishlist for your first week on Steam.**

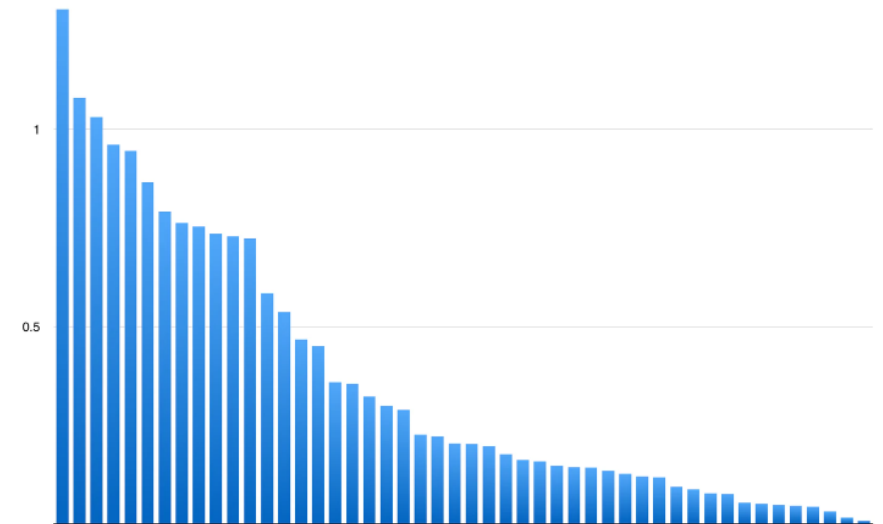
**In marketing words = 20% conversion.**

## **Example**

**» 1000 wishlists = 200 sales / 1 week**

**Then use long-tail prediction medians**

**Launch wishlists: first week sales ratio**



Source: [newsletter.gamediscover.co](https://newsletter.gamediscover.co)

# LONG TAIL REVENUE PREDICTION (GROSS)

**Week 1 = 20% of Wishlist**

**Month 1 / Week 1 \$: Median = 1.5x**

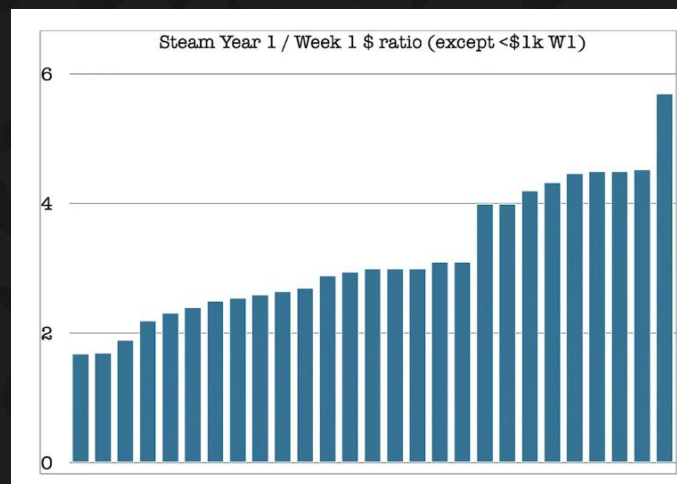
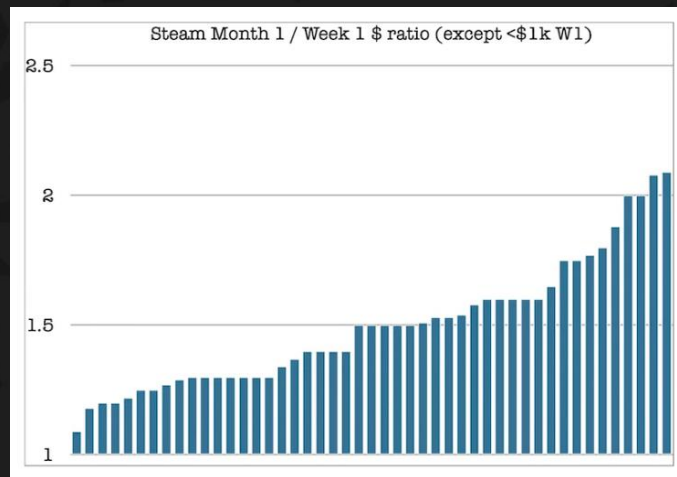
**Year 1 / Week 1 \$: Median = 3x**

**Example (\$19.99 Game, 200 Sales per 1 Week)**

» **Week 1 =  $200 \times 19.99 = \$3998$**

» **Month 1 =  $\$3998 \times 1.5 = \$5,997$**

» **Year 1 =  $\$3998 \times 3 = \$11,994$**



Source: [newsletter.gamediscover.co](http://newsletter.gamediscover.co)

**WHAT IF THEIR GAME IS NOT RELEASED?**


**CHECK FOLLOWERS!**

# FOLLOWERS VS. WISHLISTER





All Games > Strategy Games > Company of Heroes 3

## Company of Heroes 3

Community Hub



SEARCH ▶ RECENT



Bigger and better than ever, Company of Heroes 3 combines heart-pounding combat with deeper strategic choices in a stunning Mediterranean theatre of war. In Company of Heroes 3, every battle tells a story...what's yours?

ALL REVIEWS: No user reviews

RELEASE DATE: TBA

DEVELOPER: Relic Entertainment  
PUBLISHER: SEGA

Popular user-defined tags for this product:

Strategy Wargame Action RTS RTS PvP +

Add to your wishlist Follow Ignore ▾ View Your Queue ↔

# FOLLOWERS VS. WISHLISTER

## **Follower**

- » **all pre-release and post-release announcements and updates**
- » **In Steam news section, email & elsewhere**
- » **It is a fan**

## **Wishlister**

- » **email when the game is released, and every time it is discounted 20% or more**
- » **Announcements in their news feeds only after they purchase.**
- » **It is a customer**

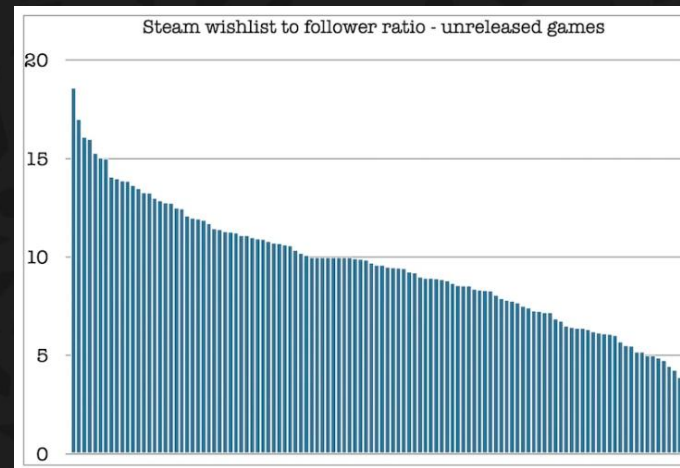


# FOLLOWERS VS. WISHLIST RATIO

- » **Wishlists for unreleased Steam games are followers a median of 9.6x**
- » **Use SteamDB graphs for observation**

**Example Company of Heroes 3**

**62 424 followers x 9.6 = 599 270 wishlists**



Source: [newsletter.gamediscover.co](https://newsletter.gamediscover.co)



Source: [steamdb.info](https://steamdb.info)

## **TAKEAWAY?**

**1) GUESSTIMATE SUCCESS OR FAILURE OF OTHERS**

**2) RECOGNIZE YOUR SUCCESS OR FAILURE IN TIME,  
AND ADJUST ACCORDINGLY**

# SALES FORECAST MODEL

Source: [fellowtraveller.games](http://fellowtraveller.games)

## WHY TO DO IT?

- » If you are planning an investment budget for the X years-long development, then (why the hell) you don't have a plan on how to get it back...



## MODEL SITUATION

- » **\$19.99 Adventure game**
- » **50 000 Wishlists**
- » **5 Man team size**
- » **2 Years of development**
  
- » **\$330 000 Project budget**
- » **(62 500 CZK Net wage per month for each team member)**



# COMPARE COSTS TO NET REVENUES

**ADJUST WISHLIST REGULARLY  
SINCE STORE PAGE GOES PUBLIC**

**MAKE YOUR PLANS AND  
MARKETING ACCORDINGLY**





**MAKE YOUR SALE STRATEGY**

**BONUS: PLAN ADDITIONAL  
STORES, CONSOLES, CONTENT,  
DLC AND EXCLUSIVITY DEALS...**

SCENARIOS														
NET REVENUE BASED ON RATIO OF 1st 30 DAYS OF SALES TO WISHLISTS AT LAUNCH														
	Current	20%	5%	10%	20%	33%	50%	66%	90%					
Wishlist ratio	20%													
1 year	\$212,820	\$53,205	\$106,410	\$212,820	\$351,153	\$532,050	\$702,306	\$957,690						
2 year	\$369,365	\$92,341	\$184,683	\$369,365	\$609,453	\$923,413	\$1,218,906	\$1,662,144						
3 year	\$478,947	\$119,737	\$239,474	\$478,947	\$790,263	\$1,197,368	\$1,580,525	\$2,155,262						
4 year	\$555,654	\$138,914	\$277,827	\$555,654	\$916,830	\$1,389,136	\$1,833,659	\$2,500,445						
5 year	\$609,349	\$152,337	\$304,675	\$609,349	\$1,005,427	\$1,523,374	\$2,010,853	\$2,742,072						
Steam first 30 days gross	\$148,726													
Chargebacks, tax, refunds	\$23,796	16%												
Steam cut	\$37,479	30%												
Steam first 30 days net	\$87,451													
<b>PROMOTIONAL BOOSTS</b>			Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Baseline ratio to month 1				15.0%	7.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%
Regular discounts (week longs)										5.0%				
Seasonal sales (summer sale etc)						10.0%		10.0%			10.0%		10.0%	
Special sales (daily deals etc)														
Total ratio to month 1				15.0%	7.5%	14.5%	4.5%	14.5%	4.5%	9.5%	14.5%	4.5%	14.5%	4.5%
Forecast			Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
ratio to steam														
Steam	100%	87,451	13,118	6,559	12,680	3,935	12,680	3,935	8,308	12,680	3,935	12,680	3,935	
Epic	8%	6,996	1,049	525	1,014	315	1,014	315	665	1,014	315	1,014	315	
MSFT	4%	3,498	525	262	507	157	507	157	332	507	157	507	157	
Humble	2%	1,749	262	131	254	79	254	79	166	254	79	254	79	
Other	2%	1,749	262	131	254	79	254	79	166	254	79	254	79	
Deluxe Edition, OST...	1%	875	131	66	127	39	127	39	83	127	39	127	39	
Monthly - All platforms			102,317	15,348	7,674	14,836	4,604	14,836	4,604	9,720	14,836	4,604	14,836	4,604
Cumulative			102,317	117,665	125,339	140,175	144,779	159,615	164,219	173,939	188,775	193,380	208,216	212,820

## Any other qualitative lessons?

B	D	E	F	G	H	I	J	K	L	M	N	O
Title	Base Price	Est. Steam Sales	Est. Steam Net Revenue (median)	Steam Reviews	Steam Score	Metacritic	How Long to Beat (main)	How Long to Beat (main + extra)	Playtime (median)	From announcement to Release (years)	Average Deal	Average Total
	49.99	238,108	\$5,237,092.00	7000	72%	75%	24	33	9	2	36.68 €	41.59 €
<a href="#">Company of Heroes 2</a>	59.99	3,890,960	\$50,574,115.00	78609	78%	80%	15	21	4	1	12.56 €	17.01 €
	49.99	296,010	\$4,572,697.00	5960	75%	70%	20	35	27	1	18.41 €	22.29 €
	34.99	1,772,480	\$6,981,342.00	28471	90%	68%	67	220	13	1	11.07 €	16.46 €
	29.99	336,000	\$2,846,625.00	6131	59%	68%	20	44	25	3	13.90 €	17.54 €
	14.99	140,880	\$539,250.00	1922	67%	-			3	1	4.27 €	7.20 €
	29.99	112,080	\$1,416,403.00	3206	85%	74%	19	21	8	1	23.15 €	25.36 €
	59.99	3,748,320	\$32,812,583.00	67428	85%	88%	33	46	27	1	22.79 €	31.60 €
	29.99	2,815,748	\$33,721,134.00	65178	91%	84%	10	20	9	2	18.53 €	22.81 €
<a href="#">This War of Mine</a>	19.99	4,721,840	\$11,807,527.00	69838	94%	83%	11	17	4	0.5	7.79 €	12.22 €
	39.99	7,804,720	\$129,502,964.00	133.122	91%	83%	44	236	34		20.28 €	24.58 €
	38.17 €	2,352,468	\$25,455,612	30352	81%	77%	26	69	14	1	17.22 €	21.70 €
	34.99 €	1,772,480	\$6,981,342	7000	85%	78%	20	34	9	1	18.41 €	22.29 €

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Title	US	GB	CN	RU	DE	FR	CA	PL	AU	NL	SE	TR	KR	BR	JP	Others
<a href="#">Company of Heroes 2</a>	13.3	4.7	9.5	7.3	11.5	3.2	3.4	4.3	2.7	2						37
	18.9	6.8	7.3	12.9	7.3	2.9	3.6	4	2.9	1.7						31.3
	30	10.4	6.2	5.1	5.4	2.9	4.7		5.3		1.4		1.7			26.3
	13.7	3.3	31.8	11.1	9.3	2.7	2.4	3.4	1.8			4.3				23.8
<a href="#">This War of Mine</a>	14.6	3.9	23.1	9.5	4.2	2.7	2.9	3.2					2.8	3.8		
	18.9	7.4	6	6.8	7.8		3.9	5.2	2.5		2.6	5.2				33
<b>Average</b>	18.23	6.08	13.98	8.78	7.58	2.88	3.48	4.02	3.04	1.85	2.00	4.75	2.25			30.28
<b>Median</b>	16.75	5.75	8.4	8.4	7.55	2.9	3.5	4	2.7	1.85	2	4.75	2.25			31.3



## **TAKEAWAY?**

- 1) MAKE THE „REALITY CHECK“**
- 2) COMPARE COSTS TO REVENUES**
- 3) ADAPT ACCORDINGLY**
- 4) IF YOU ARE WAY BELOW/ABOVE – LOOK FOR HELP**

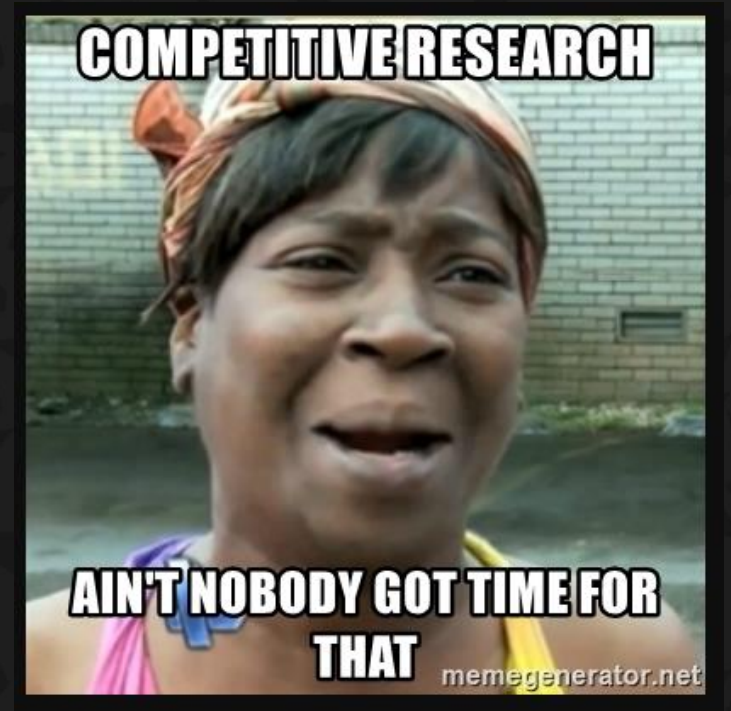
# COMPETITION MARKET RESEARCH

**Because numbers are not everything**

**For example...**

## WHY TO DO IT?

- » If you spent two months on the design document, then (why the hell) you don't spend two weeks researching of how, where, when, and why others succeed and failed.
- » Learn to swim from them, then dive for your pearls...



# USE CASE

UNANNOUNCED STRATEGY / RG GAME

## WHERE TO RELEASE?

## WHAT SHOULD BE PRICE?

## DO WE MEET REALITY WITH OUR EXPECTED REVENUES?

## IS A GAME GENRE STILL LIVING?

## WHERE IS OUR MARKET?

A Title	B Platform	C Stores	Retail	E Genre	F Setting	G Emotion tone / feeling	H Artstyle	I Release	Base Price	K Est. Steam Sales	All-time peak	M Release peak	N Avg. players Last 30 days	O Est. Steam Net Revenue (median)	Est. Steam Top Markets
Company of Heroes 2	PC, ios	Steam, Humble, Fanatical, Amazon, Gamesplanet (FR, DE, UK)	-	Strategy	WW2	Epic War Stories, Multiplayer	Realistic	6/26/2013	59,99 (05.04.2013) 39,99 (03.12.2013) 34,99 (11.11.2015) 29,99 (04.07.2016) 19,99 (01.02.2017)	3 890 960	161,908 (December 2018) Free to Keep Weekend	20,747 (June 2013)	7,614.7	\$50,574,115	US = 13.30979452 DE = 11.53506849 CN = 9.505479452 RU = 7.324452055 GB = 4.787123288 PL = 4.394246575 CA = 3.451027397 FR = 3.282054795 AU = 2.738972603 NL = 2.040273973 other = 37.63294521
This War of Mine	PC, PS, Xbox, ios, Android, Nintendo Switch	Steam, PS, Xbox, MS store, Nintendo Switch, GOG, Apple Store, Google Play, Epic, Origin, Humble, Fanatical, Gamesplanet (FR, DE, UK), Greenmangaming, and others	PC, PS, Xbox, Nintendo Switch	Simulation, Strategy	Modern War	Civilian War survival	Grey-colors realistic stylized	10/14/2014	19,99	4 721 840	9,343 (June 2017)	7,489 (November 2014)	1,474.7	\$11,807,527	CN = 23.09164384 US = 14.64691781 RU = 9.583835616 DE = 4.206986301 GB = 3.941575342 BR = 3.855479452 PL = 3.256643836 CA = 2.976917808 KR = 2.834551724 FR = 2.77 other = 28.85335616

**USERS VS. PRESS RECEPTION?**

**HOW STEAM PERCEIVES TITLE?**

**WHICH LOCALIZATIONS?**

**CAPACITIES & COSTS?**

**PUBLISHER SUPPORT?**

**GAMEPLAY LENGHT EXPECTATIONS?**

A Title	Q Steam Reviews	R Steam Score	S Metacritic	T Game Tags	U Languages	V Developer	W Publisher	X How Long to Beat (main + extra)	Y Playtime (median)	Z Multiplayer
Company of Heroes 2	78609	78%	80%	Strategy 8260x World War II 1598x RTS 1423x Multiplayer 807x Tactical 730x Historical 650x War 606x Military 562x Singleplayer 517x	Czech English French German Italian Polish Russian Spanish - Spain	Relic Entertainment (279 LinkedIn Employees)	SEGA, Feral Interactive	21	4	Yes
This War of Mine	69838	94%	83%	Survival 2430x War 1355x Atmospheric 1197x Singleplayer 1049x Strategy 1027x Simulation 910x Choices Matter 900x Crafting 837x Base Building 715x Story Rich 709x Indie 700x Resource Management 694x Management 680x Emotional 672x Realistic 670x Post-apocalyptic 663x Drama 651x Stealth 638x Psychological 637x 2.5D 636x	English French German Polish Russian Italian Portuguese - Brazil Spanish - Spain Japanese Korean Turkish Simplified Chinese	11 bit studios (40 People)	11 bit studios	17	4	No

## KEY BRAND MESSAGING & ASSETS?

## STEAM PAGE DESCRIPTION ANALYZE & INSPIRATION

A Title	AB Talking points / Marketing Assets	AC Log Line	AD Short description	AE Main features	AF Key words
<b>Company of Heroes 2</b>	<p>War Epicness, History, Singleplayer, Multiplayer, different armies and their skills</p> <p>gameplay / in-game cinematic trailer with text-overs film trailers for dlcs</p> <p>Military Vlogs with consultatns</p>	<p>Experience the ultimate WWII RTS platform with COH2 and its standalone expansions. This package includes the base game, which you can then upgrade by purchasing The Western Front Armies, Ardennes Assault and/or The British Forces.</p>	<p>You are a commander of the Soviet Red Army, entrenched in brutal frontline warfare to free Mother Russia from the Nazi invaders. It is 1941 and the beginning of what will become the bloodiest conflict of World War II resulting in more than 14 million casualties.</p> <p>Witness the struggles of the Red Army from near defeat through their incredible triumph over Germany in the most challenging and costly theatre of the war, the Eastern Front.</p> <p>Your military tactics hold the power to tip the very balance of this conflict. Engage in tactical combat that will define you as a military leader and wield the might of the Soviet Empire as you smash your way to Berlin.</p>	<p>A Cinematic Single Player Experience that captures the turmoil of WWII as never before. Advanced squad AI brings your soldiers to life as they interact with the changing environment, take cover, and execute advanced squad tactics to eliminate all enemy opposition.</p> <p>Stunning Visuals - Relic's next generation cutting-edge engine provides graphic quality and a physics driven world that is unprecedented in an RTS.</p> <p>Environmental Strategy - Real-time physics and a completely destructible environment guarantee no two battles ever play out in the same way. Destroy anything and re-shape the battlefield! Use buildings and terrain to your advantage, or deny them to the enemy.</p> <p>2-8 Player Multiplayer Competition via LAN or Internet - Go online with friends and join the ultimate battle of Axis versus Allies.</p>	<p>War, Army, Conflict, Soviet, Military</p>
<b>This War of Mine</b>	<p>Moral choices, War, Civilian survival</p> <p>Cinematic teaser with music-over Gameplay trailer with commentary Final cut trailer with textover</p> <p>Screenshots Atmospheric Showcasing UI moral decisions Showcasing core gameplay mechanics</p>	<p>In This War Of Mine you do not play as an elite soldier, rather a group of civilians trying to survive in a besieged city; struggling with lack of food, medicine and constant danger from snipers and hostile scavengers. The game provides an experience of war seen from an entirely new angle.</p>	<p>In This War Of Mine you do not play as an elite soldier, rather a group of civilians trying to survive in a besieged city; struggling with lack of food, medicine and constant danger from snipers and hostile scavengers. The game provides an experience of war seen from an entirely new angle.</p> <p>The pace of This War of Mine is imposed by the day and night cycle. During the day snipers outside stop you from leaving your refuge, so you need to focus on maintaining your hideout: crafting, trading and taking care of your survivors. At night, take one of your civilians on a mission to scavenge through a set of unique locations for items that will help you stay alive.</p> <p>Make life-and-death decisions driven by your conscience. Try to protect everybody from your shelter or sacrifice some of them for longer-term survival. During war, there are no good or bad decisions; there is only survival. The sooner you realize that, the better.</p>	<p>Inspired by real-life events Control your survivors and manage your shelter Craft weapons, alcohol, beds or stoves – anything that helps you survive Make decisions - an often unforgiving and emotionally difficult experience Randomized world and characters every time you start a new game Charcoal-stylized aesthetics to complement the game's theme</p>	<p>war, survive, civilian, shelter, food, soldiers</p>

**WHEN SHOULD MEDIA CARE?**

**DAY-TO-DAY COMMUNICATION?**

**WHICH OUTLETS ARE KEY FOR US?**

**HOW COMMUNITY RESPOND?**

**WHEN SHOULD WE ANNOUNCE?**

**WHICH INFLUENCERS DO WE WANT?**

A Title	AH PR Beats	AI Regular Communication	AJ Press Coverage	AK How media talked about the game	AM How did community respond	AN How far in advance community knew about the game (years)	AO How far in advance community knew about the game	AP Youtube Coverage	AQ Twitch coverage
Company of Heroes 2	Company of Heroes film supporting the game Free DLCs DLCs Giveaways Board game Standalone Free MP Free Weekends Adding world builder Sales	Community updates MP Championships	<a href="https://www.metacritic.com/game/pc/company-of-heroes-2/critic-reviews">https://www.metacritic.com/game/pc/company-of-heroes-2/critic-reviews</a>	Best WW2 RTS, Deep and challenging, RTS fans cannot miss Compelling MP Hard to learn, but rewarding Not perfect	Living community playing MP, Community basement from 1st Company of Heroes title	1	Since Announcement, May 7 2012	<a href="https://www.youtube.com/results?search_query=company+of+heroes+2&amp;sp=CAM%253D">https://www.youtube.com/results?search_query=company+of+heroes+2&amp;sp=CAM%253D</a>	<a href="https://sullygnome.com/game/Company_of_Heroes_2/365/peakviewers">https://sullygnome.com/game/Company_of_Heroes_2/365/peakviewers</a>
This War of Mine	Announcement Release delay Pre-order Bundles Season Pass Console release Mobile release Endless mode Survival mode Photo mode Game Pass Free DLCs DLCs Board Game kickstarter Board Game Free giveaway on Epic Sales Consoles DLCs Final cut	Changelogs / Updates / Fixes Roadmaps Livestreams Socials Dev Vlogs	<a href="https://opencritic.com/game/929/this-war-of-mine/reviews">https://opencritic.com/game/929/this-war-of-mine/reviews</a>	Great survival, depression, another view on war, emotional	Different take on War, need more game like this, There is no fun in this game (in good way)	0.5	Since announcement, March 2014	<a href="https://www.youtube.com/results?search_query=this+war+of+mine+%26amp=CAM%253D">https://www.youtube.com/results?search_query=this+war+of+mine+%26amp=CAM%253D</a>	<a href="https://sullygnome.com/game/This_War_of_Mine/365/peakviewers">https://sullygnome.com/game/This_War_of_Mine/365/peakviewers</a>



DOES IT MAKE SENSE FOR US?

SUPPORT AFTER THE RELEASE?

PREORDERS PACKAGE?

EXTRA TOOLS FOR THE COMMUNITY?

OR GIVEAWAY... PR PROMOTION?

SALES STRATEGY?

A	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Title	Early Access	Demo	DLCs	Deluxe editions	Steam Workshop	Free Weekend	Bundles	Discounts	Average Deal	Average Total
Company of Heroes 2	MP Open Beta	-	3DLCs, 12.99 - 19.99 Charity Pack 14.99 Dozens Skins 3.99 - 7.99	-	Map Editor Balance / unit modding Game mode modding Vehicle modding Skins modding Custom faceplates Decals	Several	Several	7 years , 869x times, Highest 100% (Steam to keep)	12.56 €	17.01 €
This War of Mine	-	-	4 DLcs, 2,99-6.99 1 Charity Pack	-	Character editor	1	Several	7 years, 680x times, Highest 100% (Epic giveaway)	7,79 €	12,22€

## ANY OTHER QUALITATIVE LESSONS?

A Title	BF Lessons / Notes
<a href="#">Company of Heroes 2</a>	<p>no china + dutch localization compare to their big audience, Bolshevik Solider in Key Art, strong RU audience, Steam workshops, Game Pass for PC, release on Ipad, Company of Heroes film, Charity Packs</p>
<a href="#">This War of Mine</a>	<p>The same number of sales as Frostpunk, but Frostpunk is 4 years newer.</p>

## HOW SHOULD WE OPTIMIZE A GAME FOR TARGET AUDIENCE?

**SYSTEM REQUIREMENTS**

Windows macOS SteamOS + Linux

<b>Minimum:</b>	<b>Recommended:</b>
Memory: 2GB RAM	Memory: 4GB RAM
Processor: 2Ghz Intel Core2 Duo or equivalent	Processor: 3Ghz Intel i5 quad core or equivalent
Graphics: 512MB Direct3D 10 capable video card (GeForce 8800 GT or Radeon HD 2900XT)	Graphics: 1024 MB Direct3D 11 capable video card (GeForce GTX 470 or Radeon HD 5850)
OS: 32bit Vista	OS: 64bit Windows 7 and above
Internet: Broadband Internet connection	Internet: Broadband Internet connection
Hard Drive: 30GB free Hard disc space	Hard Drive: 30GB free Hard disc space

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**SYSTEM REQUIREMENTS**

Windows macOS SteamOS + Linux

<b>MINIMUM:</b>	<b>RECOMMENDED:</b>
OS: Windows 7/8/10	OS: Windows 7/8/10
Processor: 2.4 GHz Dual Core	Processor: 2.5+ GHz Quad Core
Memory: 2 GB RAM	Memory: 4 GB RAM
Graphics: GeForce GTX 260, Radeon HD 5770, 1024 MB, Shader Model 3.0	Graphics: NVIDIA GTX 660 or better, Radeon HD 7950 or better, Shader Model 3.0
Sound Card: DirectX compatible	DirectX: Version 9.0c
	Sound Card: DirectX compatible

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## **TAKEAWAY?**

**1) CHECK YOUR MARKET**

**2) LEARN FROM OTHERS**

**3) LOOK FOR THE CONNECTIONS BETWEEN NUMBERS  
AND YOUR RESEARCH**

# TOOLS & RESOURCES

## WISDOM

[newsletter.gamediscover.co](https://newsletter.gamediscover.co)  
[howtomarketagame.com](https://howtomarketagame.com)

## DATABASES

[newsletter.gamediscover.co](https://newsletter.gamediscover.co) (plus program)  
[vginsights.co](https://vginsights.co)  
[steamspy.com](https://steamspy.com)  
[steamdb.info](https://steamdb.info)  
[steam250.com](https://steam250.com)  
[isthereanydeal.com](https://isthereanydeal.com)  
[steamcharts.com](https://steamcharts.com)  
[gamedatacrunch.com](https://gamedatacrunch.com)  
[howlongtobeat.com](https://howlongtobeat.com)  
[toge productions.com/SteamScout/steamAPI.php?appID=532290](https://toge productions.com/SteamScout/steamAPI.php?appID=532290)

## TIPS & TOOLS

[notion.so/maplethistles/Tools-Tips-31f7f638ce2b4aa4a9f6bdc7bacbaca2](https://notion.so/maplethistles/Tools-Tips-31f7f638ce2b4aa4a9f6bdc7bacbaca2)

## STATISTICS

[wepc.com/news/video-game-statistics](https://wepc.com/news/video-game-statistics)

# TAKEAWAY

## STEAM GUESSTIMATES CRASH COURSE

- 1) GUESSTIMATE SUCCESS OR FAILURE OF OTHERS
- 2) RECOGNIZE YOUR SUCCESS OR FAILURE IN TIME, AND ADJUST ACCORDINGLY

## STEAM SALES FORECAST MODEL

- 1) MAKE THE „REALITY CHECK“
- 2) COMPARE COSTS TO REVENUES
- 3) ADAPT ACCORDINGLY
- 4) IF YOU ARE WAY BELOW/ABOVE – LOOK FOR HELP

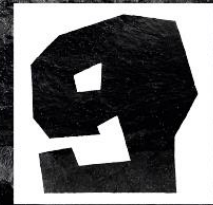
## MARKET RESEARCH USE CASE

- 1) CHECK YOUR MARKET
- 2) LEARN FROM OTHERS
- 3) LOOK FOR THE CONNECTIONS BETWEEN NUMBERS AND YOUR RESEARCH

**THQ**NORDIC  
FAMILY



Ashborne  
Games



NINE  
ROCKS  
GAMES