



Steam Visibility

How games get surfaced
to players

Nice to meet you.

Erik Peterson, Valve
Steam Business Team

VALUES

Our goal with Steam is to match games with the players who will love them.

VALUES

We work hard to build long-term relationships with players and developers.

It's important to us that players trust that the games they're seeing are relevant and interesting to them.

VALUES

**We don't sell
advertising
or placement**

VALUES

**We don't think Steam
should be pay to win.**

Not selling ads levels the playing field and makes
recommendations better for players.

You don't need to work with an editor to get featured.

You don't need a secret handshake or know the right person on the inside.

Most visibility on Steam happens automatically.

VALUES

We're surprised all the time by the games that blow up.

Instead of predicting success, we've learned to follow **player interest**—the games they are excited to get into and play, right now.

**So how do we
figure out what
to show?**

Visibility on Steam is a mix:

ALGORITHMIC + **CURATED**

All visibility on Steam is driven by player interest.

**Algorithmic visibility is
personalized.**

**Curated featuring is not.
(It's shown to everyone.)**



DAVE

THE DIVER

V1.0 NOW AVAILABLE



FEATURED & RECOMMENDED



STEAM DECK
Get Yours Now



STEAM GIFT CARDS
Give the Gift of Game

RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13



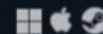
Necesse



Recommended because you played games tagged with

- Class-Based
- Stealth
- Combat
- Online Co-Op

\$9.99





DAVE

THE DIVER

V1.0 NOW AVAILABLE



Curated

FEATURED & RECOMMENDED



STEAM DECK

Get Yours Now



STEAM GIFT CARDS

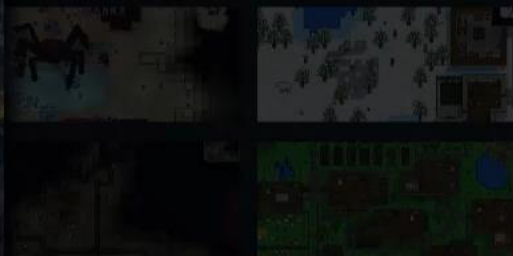
Give the Gift of Game

RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13



Necesse



Recommended because you played games tagged with

- Class-Based
- Stealth
- Combat
- Online Co-Op

\$9.99



AVAILABLE

FEATURED & RECOMMENDED

NECESSE



Necesse



Recommended because you played games tagged with

Class-Based Stealth Combat Online Co-Op

\$9.99

Algorithmic

STEAM DECK

Get Yours Now



STEAM GIFT CARDS

Give the Gift of Game

RECENTLY VIEWED

New World
Remnant II
Breakout 13
Overwatch® 2

YOUR TAGS

Class-Based
Third-Person Shooter
Stealth
Combat
Online Co-Op

RECOMMENDED

By Friends
By Curators
Tags

BROWSE CATEGORIES

SPECIAL OFFERS

BROWSE MORE



Today's deal!

-55% ~~\$49.99~~ \$26.97

Give the Gift of Game

RECENTLY VIEWED

- New World
- Remnant II
- Breakout 13
- Overwatch® 2

YOUR TAGS

- Class-Based
- Third-Person Shooter
- Stealth
- Combat
- Online Co-Op

RECOMMENDED

- By Friends
- By Curators
- Tags

BROWSE CATEGORIES

- Top Sellers
- New Releases
- Upcoming
- Specials
- VR Titles
- Controller-Friendly
- Great on Deck

HARDWARE

- Steam Deck
- Steam Deck Dock
- VR Hardware

BROWSE BY GENRE

- Free to Play
- Early Access
- Action
- Adventure
- Casual
- Indie
- Massively Multiplayer
- Racing
- RPG



Recommended because you played games tagged with

- Class-Based
- Stealth
- Combat
- Online Co-Op

\$9.99



SPECIAL OFFERS

BROWSE MORE



FIGHTING GAME SALE

MIDWEEK DEAL

Offer ends Aug 17 @ 10:00am.

Up to -85%



MIDWEEK DEAL

Offer ends Aug 10 @ 10:00am.

Up to -70%



Today's deal!

-55% \$59.97 \$26.97



Today's deal!

Curated



STEAM DECK All-in-one portable PC gaming



VALVE INDEX



ANIME

CO-OPERATIVE

ROGUE-LIKE

OPEN WORLD

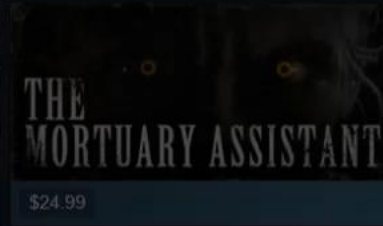
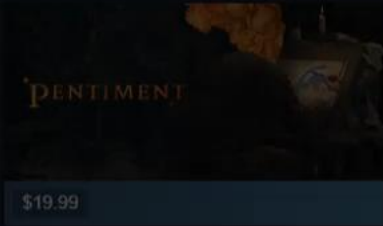
YOUR DISCOVERY QUEUE

LEARN MORE



Click here to begin exploring your queue

Algorithmic



BROWSE STEAM

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

CREATOR RECOMMENDATION

LEARN MORE

ANIME

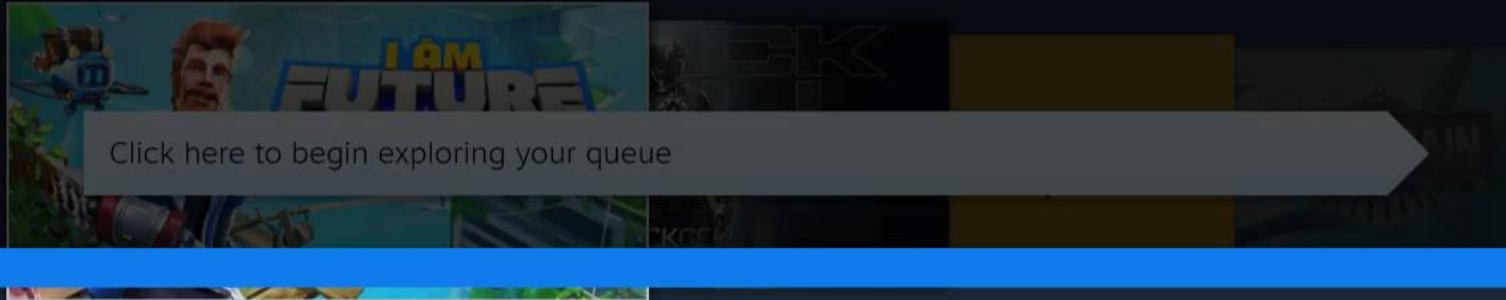
CO-OPERATIVE

ROGUE-LIKE

OPEN WORLD

YOUR DISCOVERY QUEUE

LEARN MORE



RECOMMENDED BASED ON THE GAMES YOU PLAY

EXPLORE AND CUSTOMIZE



Algorithmic

BROWSE STEAM

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

NEW RELEASES

SPECIALS

FREE GAMES

BY USER TAGS

CURATOR RECOMMENDATION

SEE MORE



DOOMBLADE \$14.99

m "Metascore 83/100. Userscore 78/100."

The banner features a central image of a character in a red and black suit, surrounded by a dark, atmospheric environment. The title 'DOOMBLADE' is written in a stylized, glowing font. A yellow and black 'm' logo is positioned to the left of a black text box containing the Metascore and Userscore. The price '\$14.99' is displayed at the bottom right of the banner.

Add to Wishlist Ignore

MORE CURATOR RECOMMENDATIONS



METAL GEAR SOLID
METAL GEAR SOLID
METAL GEAR SOLID

m \$59.99

The cover art for Metal Gear Solid features a close-up of Snake's face with a red visor. The 'm' logo is in the bottom left corner, and the price '\$59.99' is in the bottom right corner.



METAL GEAR SOLID
METAL GEAR SOLID
METAL GEAR SOLID 3
SNAKE EATER

m \$59.99

The cover art for Metal Gear Solid 3 Snake Eater features a close-up of Snake's face in a military uniform. The 'm' logo is in the bottom left corner, and the price '\$59.99' is in the bottom right corner.



LET'S! REVOLUTION!

m \$19.99

The cover art for Let's Revolution! features a colorful, stylized illustration of a character on a stage. The 'm' logo is in the bottom left corner, and the price '\$19.99' is in the bottom right corner.



METAL GEAR SOLID
METAL GEAR SOLID
METAL GEAR SOLID 2
SONG OF LIBERTY

The cover art for Metal Gear Solid 2 Song of Liberty features a close-up of Snake's face. The 'm' logo is in the bottom left corner, and the price '\$19.99' is in the bottom right corner.

Algorithmic

FROM DEVELOPERS AND PUBLISHERS THAT YOU KNOW

BROWSE ALL



FROM DEVELOPERS AND PUBLISHERS THAT YOU KNOW

BROWSE ALL



BANDAI NAMCO \$29.99
Follow



2K -75% \$99.99 \$24.99
Follow



Ubisoft \$39.99
Follow



EA Play \$69.99
Follow

POPULAR VR GAMES

BROWSE ALL



\$24.99



-25% \$19.99 \$14.99



\$9.99



\$29.99

Algorithmic

New & Trending

Top Sellers

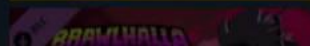
Popular Upcoming

Specials

See more: [New Releases](#)



30XX -20% \$15.99
Action Roguelike, Side Scroller, 2D Platformer, Rog



Brawlhalla - Battle Pass Season 8

30XX

Overall user reviews: Very Positive (1,123)

Action Roguelike Side Scroller 2D Platformer

See more: **New Releases**



30XX
Action Roguelike, Side Scroller, 2D Platformer, Rog
-20% \$15.99



Brawlhalla - Battle Pass Season 8
Action, Free to Play, Indie
\$9.99



Mondealy
Story Rich, Singleplayer, Multiple Endings, Choices
-15% \$10.19



Deathbuge: Battle of the Bands
RPG, Indie, 2D, Comedy
-15% \$16.99



Call of Duty®: Modern Warfare® II - BlackCell (S...
Action, Gore, Violent
\$29.99



Beecarbonize
Strategy, Simulation, Card Game, Resource Management
Free



Rise of the Triad: Ludicrous Edition
Old School, FPS, Retro, Arena Shooter
-20% \$15.99



Pseudoregalia
Metroidvania, 3D Platformer, Exploration, Parkour
\$5.99



Deadlink
Cyberpunk, FPS, Class-Based, Action Roguelike
-25% \$14.99



Disfigure
Action Roguelike, Bullet Hell, 2D, Twin Stick Shooter
Free To Play

30XX

Overall user reviews:
Very Positive (1,123)

Action Roguelike Side Scroller 2D Platformer



Algorithmic

Let's take a look:

New & Trending

Top Sellers

Popular Upcoming

Specials

New & Trending Algorithmic

Regional list of popular games that have recently released.

When a new game is released and meets a certain threshold it will appear here automatically and starts at the top.

It will get pushed down, and eventually off of the list as new and trending games are released.

Early Access games are excluded (until they go 1.0).











New & Trending

Top Sellers

Popular Upcoming

Specials

See more: [New Releases](#)

	Backfirewall_ Adventure, Narration, Casual, Comedy -10% \$14.99 \$13.49
	Bloody Hell Metroidvania, Bullet Hell, Twin Stick Shooter, Indie Free
	Dead Space Horror, Third-Person Shooter, Space, Sci-fi \$59.99
	Pizza Tower 2D Platformer, Action, Cartoony, Comedy \$19.99
	Death in the Water 2 Survival Horror, Score Attack, Atmospheric, Gun Ct -10% \$19.99 \$17.99
	Juno: New Origins Building, Science, Space Sim, Programming -35% \$19.99 \$12.99
	Hi-Fi RUSH Action, Rhythm, Action-Adventure, Singleplayer \$29.99
	Ultimate Admiral: Dreadnoughts Naval Combat, Naval, Wargame, Military -20% \$34.99 \$27.99
	Pets Hotel: Prologue Simulation, Family Friendly, Realistic, Relaxing Free To Play
	Forspoken Exploration, Female Protagonist, Open World, Parkour \$69.99

Backfirewall_

Overall user reviews:
Positive (17)

[Adventure](#) [Narration](#) [Casual](#) [Comedy](#)



Top Sellers Algorithmic



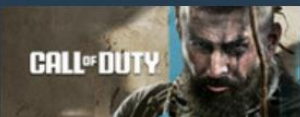
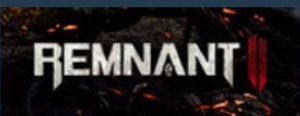






Based on total revenue, including all sources such as DLC and in-game transactions so we can get a more complete picture.

The list is localized for your region.

New & Trending **Top Sellers** Popular Upcoming Specials

Include free to play items ⓘ




See more: **Top Sellers** or **Global Top Sellers**

	Baldur's Gate 3 Early Access, RPG, Choices Matter, Character Customization \$59.99
	Counter-Strike: Global Offensive FPS, Shooter, Multiplayer, Competitive Free to Play
	Call of Duty® FPS, Multiplayer, Action, Shooter
	Remnant II Souls-like, Action, Adventure, RPG \$49.99
	Steam Deck \$399.00
	American Truck Simulator Automobile Sim, Driving, Open World, Transportat -75% \$19.99 \$4.99
	STARFIELD Open World, Space, RPG, Singleplayer \$69.99
	Apex Legends™ Free to Play, Multiplayer, Battle Royale, Shooter Free to Play
	Dead by Daylight Horror, Survival Horror, Multiplayer, Online Co-Op \$19.99
	BattleBit Remastered FPS, Shooter, Multiplayer, Destruction \$14.99

Baldur's Gate 3

Overall user reviews:
Very Positive (66,613)

Early Access RPG Choices Matter













Top Sellers Algorithmic

Here's what it looks like in Germany.

New & Trending **Top Sellers** Popular Upcoming Specials

Include free to play items Include items in my library ⓘ




See more: **Top Sellers** or **Global Top Sellers**

	Baldur's Gate 3 RPG, Choices Matter, Character Customization, Story Rich	59,99€
	Counter-Strike: Global Offensive FPS, Shooter, Multiplayer, Competitive	Free to Play
	Lost Ark MMORPG, Free to Play, Action RPG, Multiplayer	Free To Play
	Steam Deck	419,-€
	STARFIELD Open World, Space, RPG, Singleplayer	69,99€
	Cyberpunk 2077 Cyberpunk, Open World, Nudity, RPG	-50% 59,99€ 29,99€
	Desynced Strategy, Automation, Base Building, RTS	-15% 29,99€ 24,64€
	Sengoku Dynasty Early Access, Adventure, Simulation, Life Sim	-15% 26,99€ 22,94€
	Apex Legends™ Free to Play, Multiplayer, Battle Royale, Shooter	Free to Play
	Ship Graveyard Simulator 2 Simulation, Destruction, Exploration, Management	-12% 49,50€ 17,16€

Baldur's Gate 3

Overall user reviews:
Very Positive (172,883)

RPG Choices Matter Character Customization













Top Sellers Algorithmic

Here's what it looks like in Japan.

New & Trending **Top Sellers** Popular Upcoming Specials

Include free to play items Include items in my library ⓘ

See more: [Top Sellers](#) or [Global Top Sellers](#)

	ARMORED CORE™ VI FIRES OF RUBICON™ Mechs, 3D, Character Customization, Third Person ¥ 8,690
	Apex Legends™ Free to Play Free to Play, Multiplayer, Battle Royale, Shooter
	Yu-Gi-Oh! Master Duel Free To Play Card Game, Free to Play, Strategy, Trading Card Game
	BlazBlue Entropy Effect -12% ¥ 2,300 ¥ 2,024 Early Access, Action Roguelike, Action-Adventure
	STARFIELD ON WISHLIST ¥ 9,680 Open World, Space, RPG, Singleplayer
	Sengoku Dynasty -15% ¥ 3,599 ¥ 3,059 Early Access, Adventure, Simulation, Life Sim
	Street Fighter™ 6 ¥ 7,990 2D Fighter, Fighting, Action, Arcade
	Grand Theft Auto V Open World, Action, Multiplayer, Crime
	Baldur's Gate 3 ¥ 8,499 RPG, Choices Matter, Character Customization, Story Rich
	Hammerwatch II -10% ¥ 3,544 ¥ 3,189 Hack and Slash, Action RPG, Co-op, Dungeon Cra

ARMORED CORE™ VI FIRE...

Overall user reviews:
No user reviews

[Mechs](#) [3D](#) [Character Customization](#)



Popular Upcoming Algorithmic

This is a list of the most Wishlisted upcoming games, sorted by release date.

New & Trending

Top Sellers

Popular Upcoming

Specials

See more:

Upcoming Releases



A Guidebook of Babel



Adventure, Story Rich, Time Manipulation, Puzzle



Flutter Away



Exploration, Hidden Object, Creature Collector, Ph...



Project F



FPS, Action, PvP, Shooter

Free To Play



Canvas of Kings



Software, Hand-drawn, Procedural Generation, Lev...



Word Factori



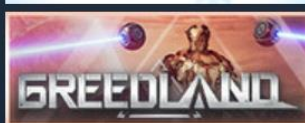
Puzzle, Programming, Logic, Automation



WHITE ALBUM: Memories like Falling...



1990's, Romance, Visual Novel, Dating Sim



Greedland



Action Roguelike, Bullet Hell, Roguelite, Action



Super Space Club



Action, Indie, Bullet Hell, Action Roguelike



Slash



2D Fighter, Fighting, Casual, Hand-drawn



Soul Stalker



Action Roguelike, Bullet Hell, Roguelite, Roguelike

A Guidebook of Babel

Overall user reviews:

No user reviews

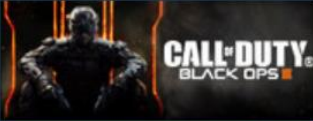









Adventure Story Rich Time Manipulation Puzzle



See more: [Specials](#)

Specials Algorithmic

The most popular discounted games, sorted by sales.

	<p>Call of Duty®: Black Ops III</p> <p>Multiplayer, FPS, Zombies, Shooter</p>	-67%	<p>\$59.99 \$19.79</p>
	<p>Red Dead Redemption 2</p> <p>Open World, Story Rich, Western, Adventure</p>	-67%	<p>\$59.99 \$19.79</p>
	<p>Call of Duty®: Modern Warfare® II</p> <p>Action, FPS, War, Co-op</p>	-45%	<p>\$69.99 \$38.49</p>
	<p>Totally Accurate Battle Simulator</p> <p>Sandbox, Simulation, Funny, Singleplayer</p>	-66%	<p>\$19.99 \$6.79</p>
	<p>Tribes of Midgard</p> <p>Open World Survival Craft, PVE, Online Co-Op, Act</p>	-66%	<p>\$19.99 \$6.79</p>
	<p>Call of Duty®: Black Ops Cold War</p> <p>Action, FPS, Zombies, Shooter</p>	-67%	<p>\$59.99 \$19.79</p>
	<p>Call of Duty®: Black Ops II</p> <p>Action, Multiplayer, FPS, Shooter</p>	-67%	<p>\$59.99 \$19.79</p>
	<p>Fallout 4: Game of the Year Edition</p> <p>RPG, Post-apocalyptic, Open World, Singleplayer</p>	-75%	<p>\$39.99 \$9.99</p>
	<p>The Elder Scrolls V: Skyrim Special E...</p> <p>Open World, RPG, Adventure, Singleplayer</p>	-75%	<p>\$39.99 \$9.99</p>
	<p>The Elder Scrolls V: Skyrim Anniversa...</p> <p>RPG, Open World, Singleplayer, Fantasy</p>	-60%	<p>\$49.99 \$19.99</p>

Call of Duty®: Black Ops III

Overall user reviews:
Very Positive (107,241)

Multiplayer FPS Zombies Shooter Action



How does Steam select which games are featured in the **algorithmic** and **curated** areas of the store?

We hear a lot about “The Algorithm,” but
there is no one algorithm.

1. Steam is **personalized for you**
2. **Player interest** drives visibility

Steam automatically customizes elements of the store for every user.

We let player preferences drive the visibility to make recommendations relevant.

**As Steam has gotten bigger,
it's gotten more diverse.**

We think that's cool.

Action
Arcade & Rhythm
Fighting & Martial Arts
First-Person Shooter
Hack & Slash
Platformer & Runner
Third-Person Shooter
shmup
Adventure RPG
Casual
Hidden Object
Metroidvania
Puzzle
Story-Rich
Visual Novel
RPG
Adventure RPG
JRPG
Party-Based
Rogue-like
Strategy RPG

**The more you interact
with Steam, the better it
gets** at recommendations.

Tags!

(They're important.)

Personalization of the Main Capsule

FEATURED & RECOMMENDED



STEAM DECK
Get Yours Now



STEAM GIFT CARDS
Give the Gift of Game

YOUR TAGS

MOBA
Class-Based
Co-op Campaign
CRPG
eSports



Omega Strikers



Recommended because you played
games tagged with

MOBA eSports Team-Based Combat

Free To Play



Personalization of the Main Capsule is based on:

The games you've played or wishlisted

The games your friends are playing or have Wishlisted

Games your friends have recommended

Top sellers (regionalized)

New releases and updates

Curators you follow

Personalized Recommendations on the Front Page

BECAUSE YOU PLAYED THE RIFTBREAKER



\$19.99

Base Building

Strategy

Automation

Sandbox



LIVE

\$29.99

Base Building

Sci-fi

Exploration

Sandbox



\$19.99

Base Building

Atmospheric

Sci-fi

Story Rich



LIVE

\$29.99

Strategy

Base Building

Sci-fi

Automation

Content hubs are a big source of traffic.

They are like mini-versions of the front page, scoped to a genre that are also personalized.

SIMULATION



Crusader Kings III

Release date: Sep 1, 2020

Very Positive | [61,767 User Reviews](#)

Strategy Simulation RPG Grand Strategy Medieval Historical Management RTS
Character Customization Life Sim Singleplayer 4X Sandbox Choices Matter War

Why this game is relevant to you:

✓ Similar to games you've played



✓ Recommended by **2 friend**

✓ Owned by **3 friends**

✓ Wishlisted by **5 friends**

**Player interest
drives visibility**

One of the most reliable and accurate ways we've figured out to measure player interest is revenue.

When players spend time and money on your game, it's a strong signal to Steam it could be interesting to other players, too.

Steam's **algorithms** react to player interest quickly and automatically, and it can happen any time during the life cycle of a game.

Curated featuring and promotions are earned with player interest.

This includes

Daily Deals

Midweek and Weekend Deals

Front page takeovers

Content hub takeovers

What does it take to qualify for a **curated** promotion?

They are earned, and it's competitive. They're also based on a mix of sales and other customer signals.

If your goal is to qualify for a **curated** promotion, think about ways to make your game appeal to a broad audience.

Localization

Regional pricing

Marketing assets

Controller support

Community

Even if your launch doesn't go as planned, you can recover.

Steam never makes a permanent decision about your game.

Every game has a chance to be successful. **That's by design.**

Demystifying what
drives **algorithmic** visibility
on Steam

Store page traffic

NOT A FACTOR!

Store page traffic

NOT A FACTOR!

Store page traffic
Review Score

Store page traffic
Review Score

NOT A FACTOR!

NOT A FACTOR!*

*Usually!

Store page traffic

NOT A FACTOR!

Review Score

NOT A FACTOR!*

*Usually!

Wishlists

Store page traffic

NOT A FACTOR!

Review Score

NOT A FACTOR!*

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Store page traffic

NOT A FACTOR!

Review Score

NOT A FACTOR!*

*Usually!

Wishlists

NOT A FACTOR!*

*Usually!

Early Access

Store page traffic

NOT A FACTOR!

Review Score

NOT A FACTOR!*

*Usually!

Wishlists

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*Usually!

Early Access

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*Usually!

Store page traffic

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Review Score

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*Usually!

Wishlists

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Early Access

NOT A FACTOR!*

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Localization

Store page traffic

NOT A FACTOR!

Review Score

NOT A FACTOR!*

*Usually!

Wishlists

NOT A FACTOR!*

*Usually!

Early Access

NOT A FACTOR!*

*Usually!

Localization

IT'S A FACTOR!

There is no magical number to get featured by our algorithms.

Steam is reacting to player interest. But there are things you can do to generate that interest.

Steam is designed to help your game find your audience and snowball to success, but you'll need to get the ball rolling.

Launching a store page and hoping for the best is not a marketing plan.

It's important to do the work to build a community and generate interest in your game. Launch with momentum.

Discord, forums, social media

Press and influencers

Paid marketing

Local tradeshows, meetups, and groups

Focus energy around big events—launch, a major update, or a healthy discount.

Think about ways to create the biggest burst of sales and players possible.

**Learn from other
developers.**

**They'll have innovative and effective ways to
build your snowball.**

We're always working to improve Steam for both players and developers.

Visibility on Steam is driven by fans and the games they buy and play.

Our goal with Steam is to match games with the players who will love them.

All kinds of games can find an audience, and success, on Steam.

**There's room for
everyone.**

Want to help us make Steam better?

Apply to work at Valve

<https://www.valvesoftware.com/>

**Thank you
for coming.
Questions?**

Helpful links and a
downloadable PDF of this
presentation.

