Steam

Student:

Teacher:

2017

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About Steam

Steam is a digital distribution platform developed by Valve Corporation, which offers digital rights management (DRM), multiplayer gaming, video streaming and social networking services.

 Steam provides the user with installation and automatic updating of games on multiple computers, and community features such as friends lists and groups, cloud saving, and in-game voice and chat functionality.

The Steam platform is considered to be the largest digital distribution platform for PC gaming.

History

Founded in 1996 by former Microsoft employees **Gabe Newell** and **Mike Harrington**, Valve created the critically acclaimed Half-Life and Portal series, as well as the software distribution platform Steam (released in 2002) and the Source engine .

It was first revealed to the public on March 22, 2002, at the Game Developers Conference, where it was presented purely as a distribution network..

Timeline of events

| Year	Event
2002	Revealed to public
	Beta period begins
2003	Official release
2004	
2005	First publisher partnership
2006	
2007	Steam Community launched
2008	Steamworks released
	Matchmaking released
2009	Steam Cloud
2010	OS X client released
	Translation Server opened
2011	PlayStation 3 Steamworks integration
	Steam Workshop launched
2012	Steam mobile apps released
	Steam for Schools launched
	Steam Greenlight launched
	Big Picture Mode launched
	Productivity software added to catalog
2013	Linux client released
	Family Sharing launched
2014	In-Home Streaming launched
	Steam Music launched
	Discovery 1.0 update
2015	Broadcast streaming launched
	Steam Hardware/SteamOS
	Steam Machines released
	Movies/TV purchases/renting added to catalog
2016	SteamVR launched
	Discovery 2.0 update launched
2017	Steam Direct launched

User Interface
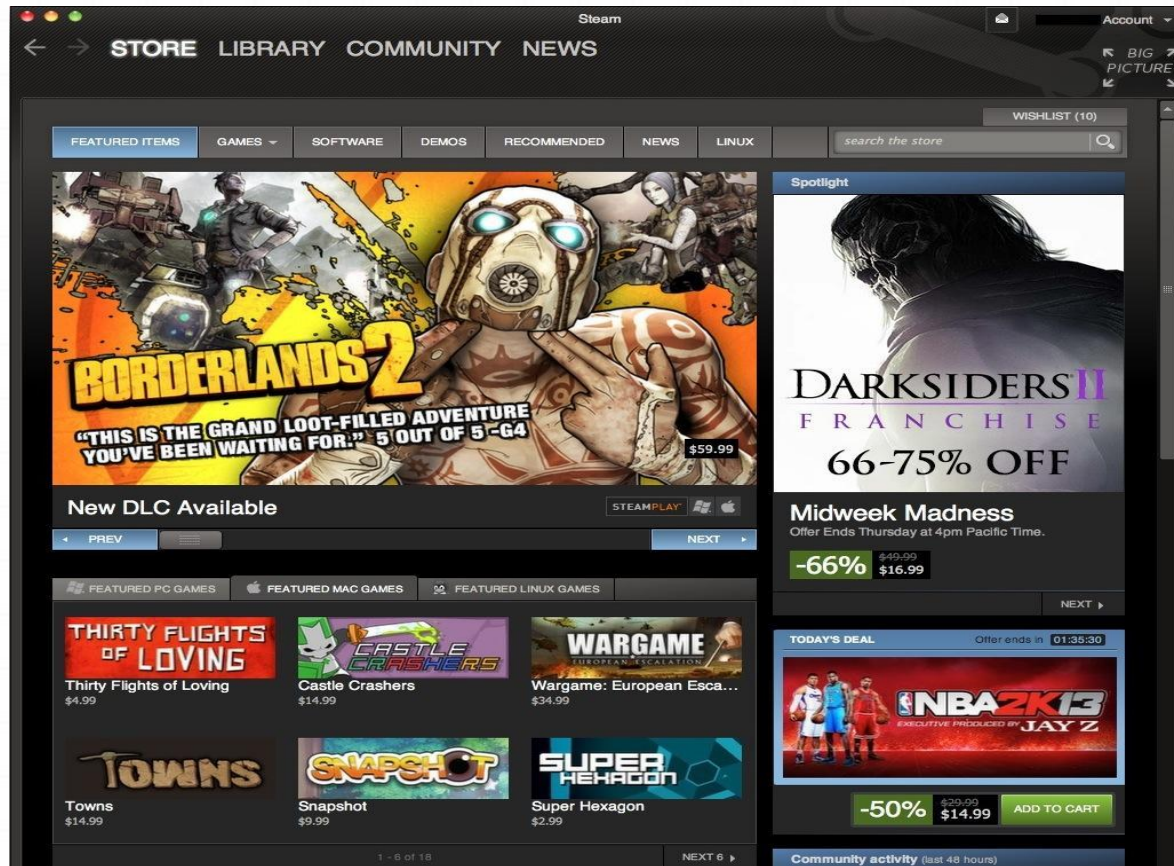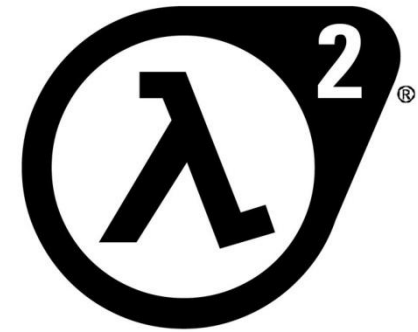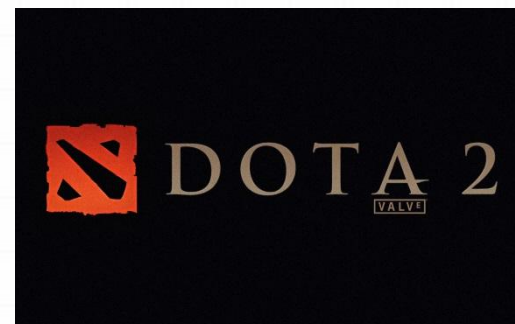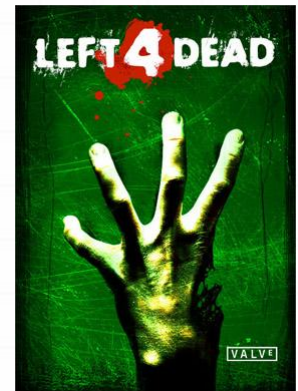
Games

- Half Life series
- Team Fortress
- Portal
- Left for Dead
- Dota 2
- Counter Strike:Source

Store

0 Distribution of games in digital store.

Library

0 Store games

0 Either online or single player games

Social Community

- Meet new people, join game groups, form clans, chat in-game and more
- With over 40 million potential friends

Profile

Workshop

0 <u>User-created mods</u> have always been one of the best things about PC gaming. Unlike on consoles, people can create mods for PC games and distribute them online. For games where the developers have added <u>Steam Workshop</u> integration – including Portal 2, Dota 2, and Skyrim – you can easily browse and install mods with just a few clicks.

Steam Sales

0 The **Steam Sales** refer to annual discount events

0 **Steam Summer Sale** held at the start of summer break and the **Steam Holiday Sale** during the holiday season

0 During these events, a large selection of titles become available for purchase at a discount price for limited time

0 Many Steam customers tend to make impulse purchases and overspend

Steam Machines (Hardware Platform)

- Steam Machine is a line of pre-built PCs that will be manufactured and distributed beginning in 2014 by a number of vendors using a range of different design specifications outlined by Valve Corporation.

- Steam Machines will run SteamOS, an open source Linux-based operating system developed for Linux-compatible Steam games as well as other entertainment.

- Some Steam Machines will also come with Microsoft Windows installed. Most pre-built Steam Machines will be upgradeable and modular to varying extents, much like traditional PCs..

SWOT

Strength

0 Free

0 Buys and play games from home

0 The first and the biggest gamer social platform

0 Easy to join   Easy to use

Weakness

0 Need internet for the full experience

Opportunity

0 Steam Sales

0 More and more pc gamers

0 Widespread availability of internet

0 Steam Machine entering console market

Sector competition

0 Windows Live

0 Battle.net

0 EA Origin