

# 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

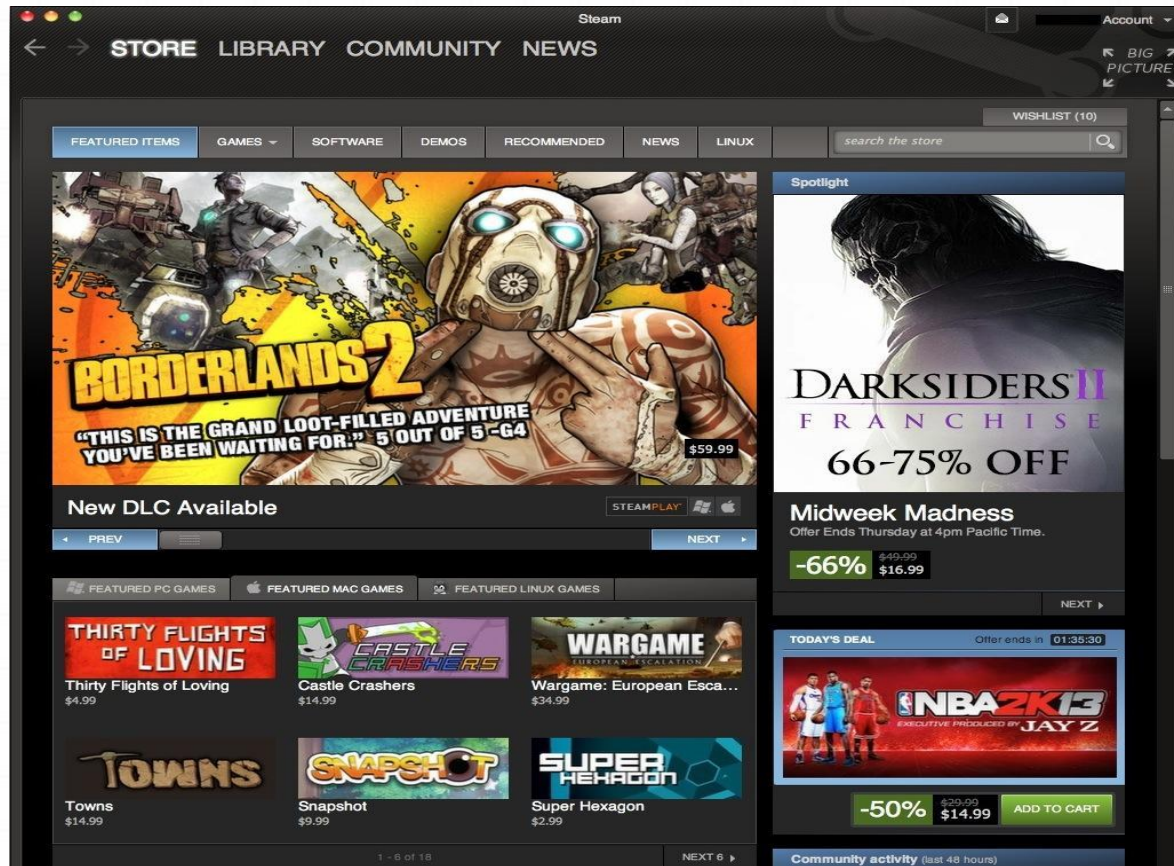
Founded in 1996 by former Microsoft employees **Gabe Newell** and **Mike Harrington**, Valve created the critically acclaimed Half-Life and Portal series, as well as the software distribution platform Steam (released in 2002) and the Source engine .

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

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

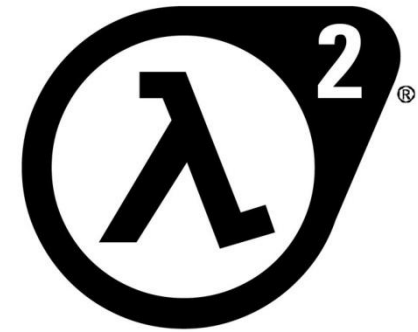
# User Interface



COUNTER-STRIKE



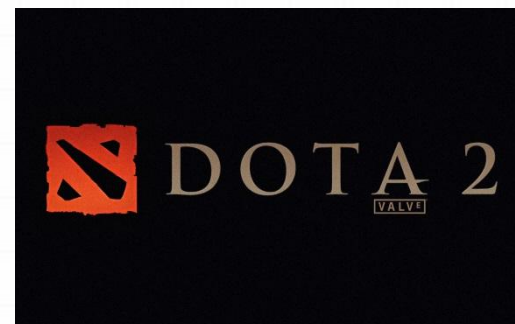
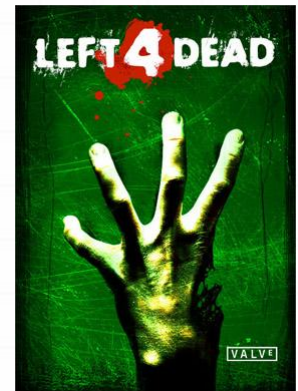
# Games



HALF-LIFE<sup>2</sup>

VALVE

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



# Store

0 Distribution of games in digital store.



# Library

- 0 Store games
- 0 Either online or single player games





# Social Community

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

The screenshot shows the Steam Community Activity page for the game **Sleeping Dogs**. At the top, it displays "Community Activity" with statistics: 247,388,511 Community Content Contributions, 1,396,645 Players In-Game, and 5,798,014 Players Online. Below this, there are sections for "Welcome to the Steam Community" with "SIGN IN" and "JOIN STEAM" buttons, and "POPULAR HUBS" listing Dota 2, Aliens: Colonial Marines, Remember Me, and Sanctum 2. On the right, there are search boxes for "FIND HUBS" and "FIND PEOPLE". A navigation bar includes "All", "Screenshots", "Artwork", "Videos", "Workshop", "News", "Guides", and "Reviews". The main content area shows a review for **SLEEPING DOGS** with a thumbnail image of several puppies on a wooden floor. The review is marked as "Not Recommended" with a thumbs-down icon and a "DO NOT BUY!" warning, stating: "This game is broken. Using the copilot crashes the game to the desktop. Without the copilot, the game cannot be played. This crash makes the game completely unplayable." The review also notes that 301 of 303 people (99%) found it helpful and that it has a record of 1.9 hours.

# Profile

Post a status to your friends...

TAG WITH GAME POST

6 Apr

Ma0 and eddik2324 are now friends.

5 Apr

FatAndSassy™  
now owns Goat Simulator

**Goat Simulator**  
Goat Simulator is the latest in goat simulation technology, bringing next-gen goat simulation to YOU. You no longer have to fantasize about being a goat, your dreams have finally come true! WASD to write history.

Rate up

Add a comment

View Friends List  
0 of 9 Online

Manage Friends

Add friends  
search for friends or players

J1mBoz

View my Profile  
Edit my Profile

Games  
Friends  
Groups  
Inventory  
Trade Offers  
Screenshots  
Videos  
Guides  
My Workshop  
My Comment History

# Workshop

0 User-created mods 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 Steam Workshop 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)

- 0 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.
- 0 Steam Machines will run SteamOS, an open source Linux-based operating system developed for Linux-compatible Steam games as well as other entertainment.
- 0 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



Games for Windows  
**LIVE**

