



Grant Application Introductory Workshop Series

Workshop 3: Market Research & Risk

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So you have a
game idea

...

USPs and Hooks

Unique Selling Proposition

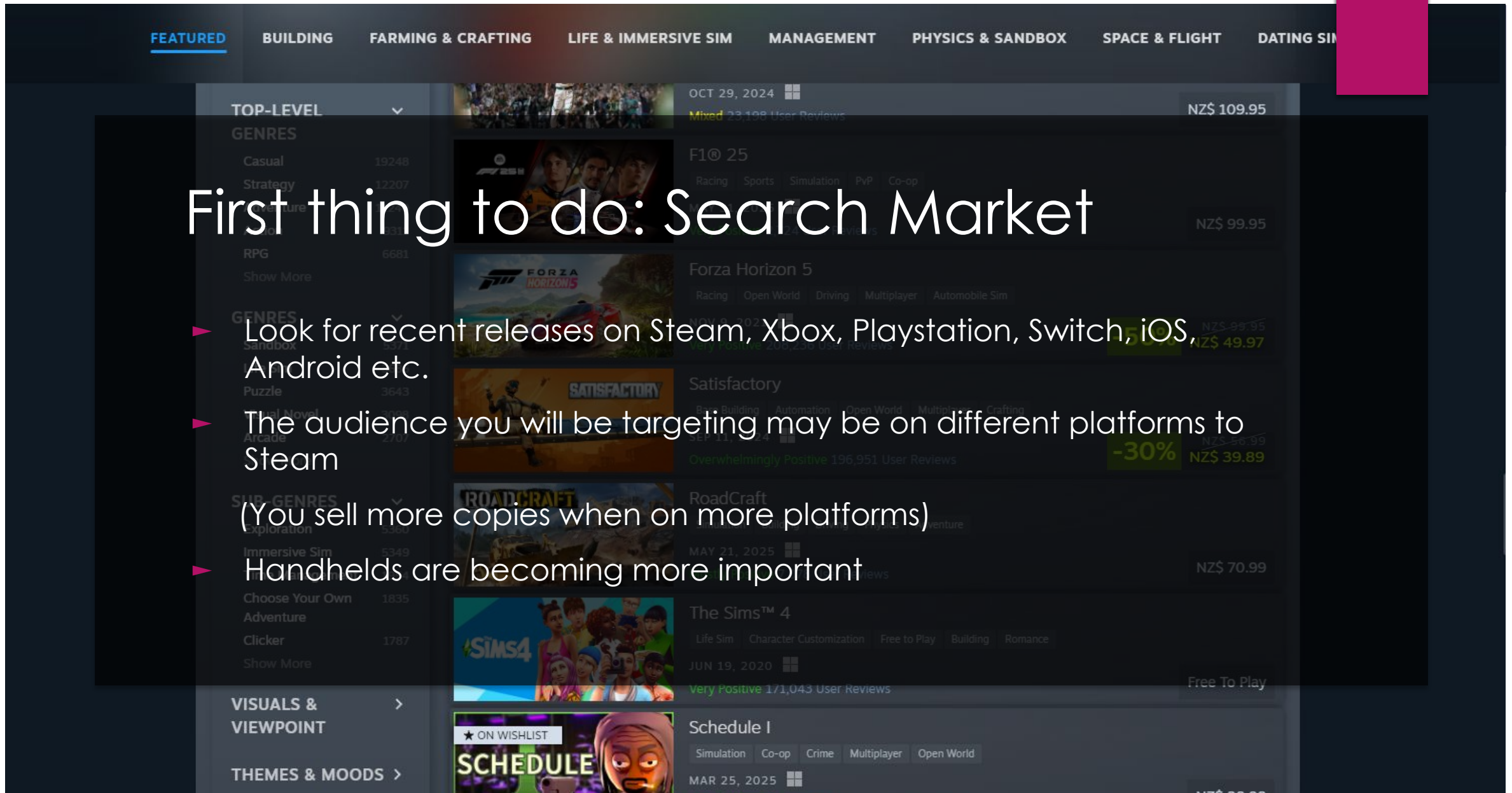
- ▶ Attention Grabbing, Memorable
- ▶ Easily describable - you'll be saying it A LOT
- ▶ Concise attention grabbing elevator pitch

Types of Hooks

- ▶ Visual Hooks
- ▶ Story Based/ World Based Hooks
- ▶ Gameplay Hooks
- ▶ Combining two opposites to make something new

First thing to do: Search Market

- ▶ Look for recent releases on Steam, Xbox, Playstation, Switch, iOS, Android etc.
- ▶ The audience you will be targeting may be on different platforms to Steam
(You sell more copies when on more platforms)
- ▶ Handhelds are becoming more important

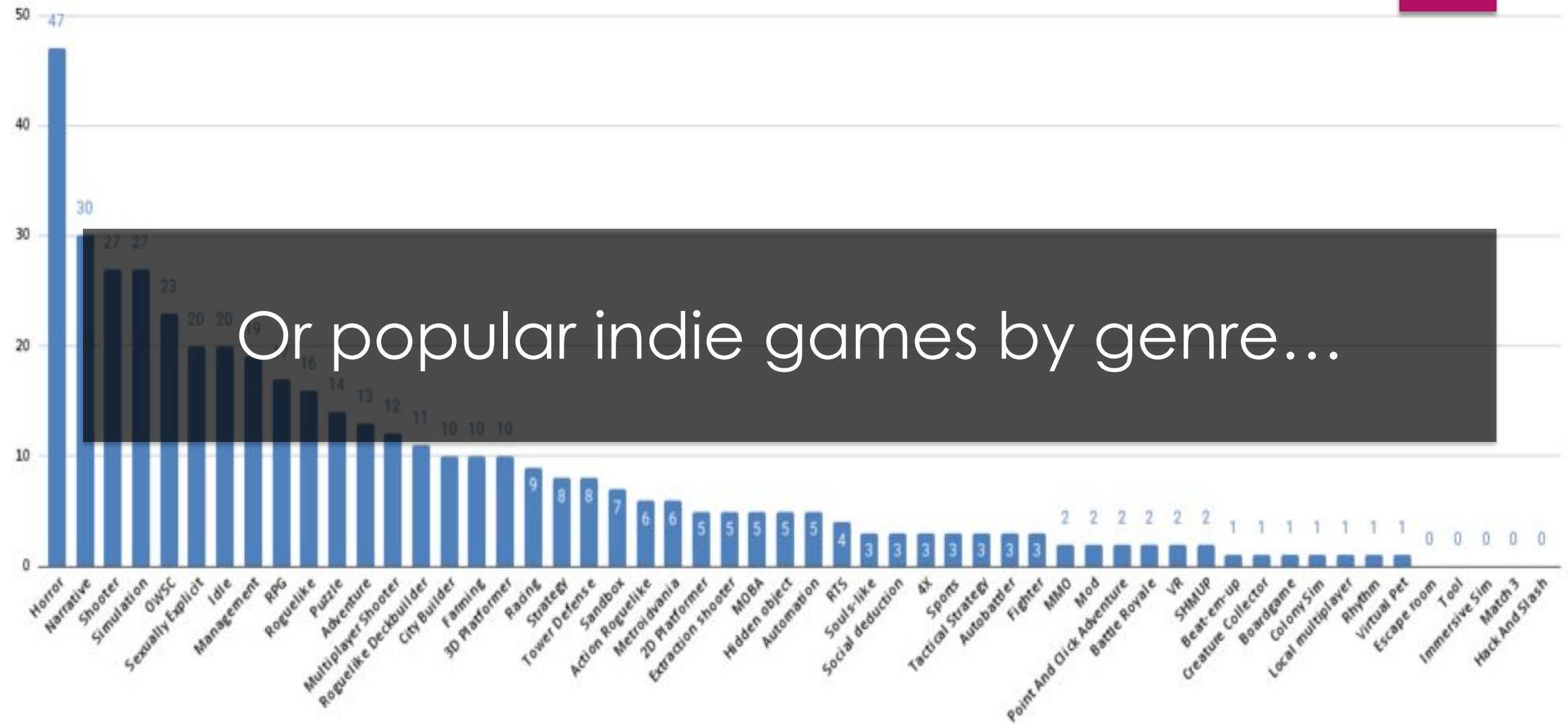


Steam Tags Stats

#	Tag	Games Count	Revenue Total 	Revenue Average	Revenue Median	\$0-\$5k	\$5k-\$25k	\$25k-\$100k	\$100k-\$1M	\$1M+
1	Singleplayer	102,629	~\$45 billion	~\$600,000	~\$670	72%	11%	7%	7%	4%
2	Action	69,785	~\$41 billion	~\$820,000	~\$570	73%	11%	7%	6%	4%
3	Multiplayer	20,628	~\$34 billion	~\$2.4 million	~\$860	62%	9%	8%	11%	10%
4	Adventure	6,475	~\$34 billion	~\$700,000	~\$570	73%	11%	7%	6%	4%
5	Atmospheric	34,229	~\$29 billion	~\$1.3 million	~\$1,300	66%	12%	8%	8%	6%
6	Open World	12,630	~\$28 billion	~\$3.5 million	~\$2,200	58%	10%	8%	12%	13%
7	Co-op	10,484	~\$23 billion	~\$3.3 million	~\$2,900	55%	11%	9%	12%	13%
8	Story Rich	28,740	~\$22 billion	~\$1.1 million	~\$2,600	57%	15%	11%	11%	6%
9	Third Person	16,839	~\$20 billion	~\$1.8 million	~\$480	71%	9%	6%	7%	7%
10	First-Person	26,810	~\$20 billion	~\$1.1 million	~\$920	69%	12%	7%	7%	5%
11	RPG	31,598	~\$19 billion	~\$890,000	~\$1,400	63%	13%	10%	9%	5%
12	Great Soundtrack	4,761	~\$19 billion	~\$4.2 million	~\$42,000	31%	14%	14%	23%	19%

Looking at tags in general

The 1000+ reviewed Indie & AA games of 2024



Other Data

- ▶ Sales
- ▶ Revenue
- ▶ Concurrent Users (CCUs)
- ▶ Daily Active Users (DAUs)
- ▶ Streaming/ Viewers
- ▶ Community Metrics, e.g. Discord, Reddit etc.
- ▶ Socials



Resources

- ▶ Gamediscover co
- ▶ Quantic Foundry
- ▶ SteamDB
- ▶ VGInsights /Sensor Tower
- ▶ Steam Tag Surveyor
- ▶ Newzoo
- ▶ IndieBI
- ▶ Howtomarketagame





Menus



100%



123

Roboto



8



AK5

Comparable Titles

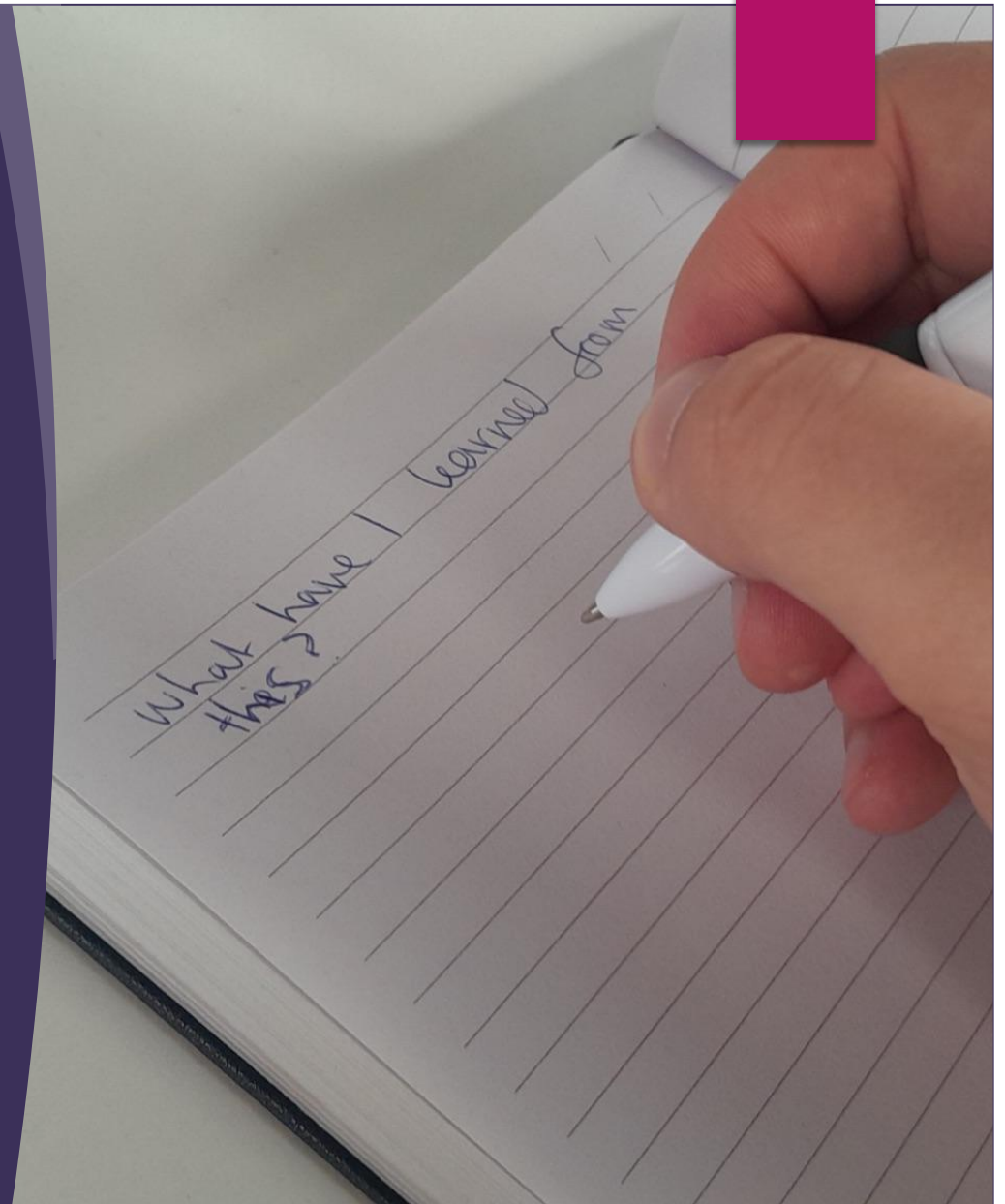
	A	B	C	D	E	F	G	H	V	W	X	Y
2	Name	Steam ID	Thumbnail	Base Price	Rel. Date	Rel. since	Total Reviews (+>more!)	Steam userscore	Meta critic	Categories	Genre	
3	Crying Suns	873940		 \$24.99	Sep 18, 2019	6.1 yrs	3.0K	85.9%	75	Single-player Steam Achievements Steam Trading Cards Steam Cloud Family Sharing	Ind Strat	
4	Stray	1332010		 \$29.99	Jul 19, 2022	3.3 yrs	145.1K	97.2%	82	Single-player Steam Achievements Full controller support Steam Trading Cards Steam Cloud Remote Play on TV Family Sharing	Adver Ind	
5												

What sort of information should you look at?

- ▶ USP
- ▶ Price
- ▶ Steam Tags
- ▶ Release Year
- ▶ User Reviews (Positive and Negative)
- ▶ Key Art, Capsule Art, Gifs
- ▶ Languages
- ▶ Bundles/ DLC/ Soundtracks
- ▶ Compatibility (co-op, controller support etc.)
- ▶ Text/ Description (short paragraph/body)
- ▶ Pretty much everything

Key Takeaways

- ▶ Audience Expectations
- ▶ Successful & Unsuccessful Design Choices
- ▶ Market Demand & Positioning
- ▶ Pricing
- ▶ Tagging and SEO
- ▶ Success Benchmarks



Audience Identification - Psychographics



Action "Boom!"	Social "Let's Play"
Destruction	Competition
Excitement	Community

Action-Social is about immediacy and adrenaline rushes. Gamers who score high on these motivations want to be excited, whether by the game itself or by interacting with other players.

An apt adjective for this cluster might be "BRIGHT".

Mastery "Let Me Think"	Achievement "I Want More"
Challenge	Completion
Strategy	Power

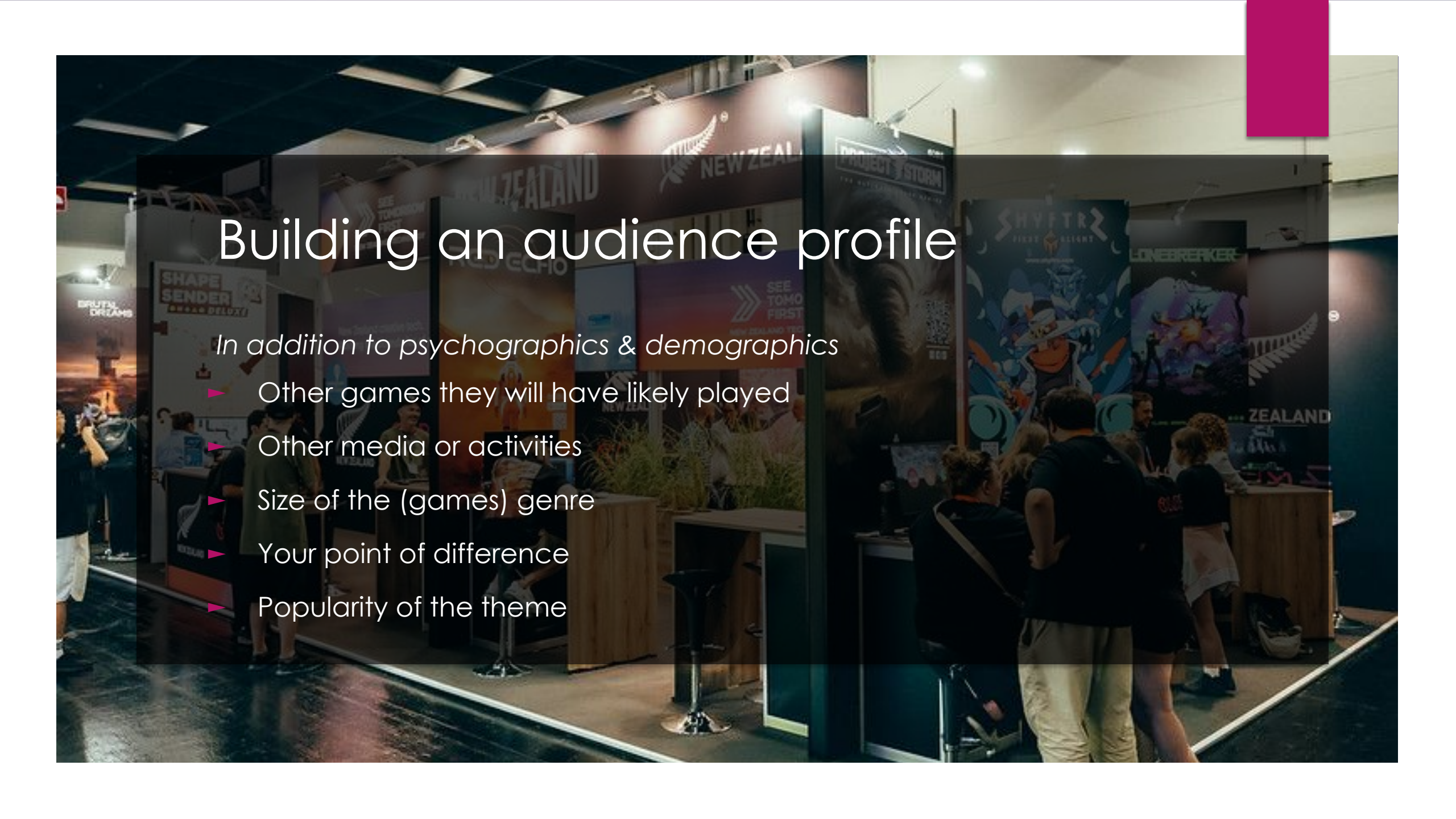
Mastery-Achievement is about cool-headed, long-term gaming. It seeks out gradual and cumulative mechanics, watching cities/farms grow over time.

An apt adjective for this cluster might be "TALL".

Immersion "Once Upon a Time"	Creativity "What If?"
Fantasy	Design
Story	Discovery

Immersion-Creativity is about play in the broadest sense of the world. It seeks out expansive and expressive play styles. It is curious and always testing the boundaries of the game.

An apt adjective for this cluster might be "WIDE".



Building an audience profile

In addition to psychographics & demographics

- ▶ Other games they will have likely played
- ▶ Other media or activities
- ▶ Size of the (games) genre
- ▶ Your point of difference
- ▶ Popularity of the theme

Comparing Marketing

- ▶ Store Page
- ▶ Demos
- ▶ Press / Previews
- ▶ Influencers & Streaming
- ▶ Messaging
- ▶ Steam Festivals
- ▶ Trailers
- ▶ Calls to action
- ▶ Social Media
- ▶ Communities (Discord, Reddit, etc.)

Test your assumptions

What do you test?

- ▶ Gameplay hook
- ▶ Art Style
- ▶ Characters
- ▶ Gameplay Videos
- ▶ Early Prototypes

What's next?



Image Credit: Fnife Games - Shelflife: Art School Detective

What is risk?

In games, risk refers to choices that decrease the chances of your game being seen by it's audience or not appealing to its audience and thus not being purchased.

Risky Genres

- ▶ Linear Narratives
- ▶ Puzzle Platformers
- ▶ Clones of big name games (E.g. Pokemon, Fortnite etc.)
- ▶ Popular genres without a clear USP (E.g. Roguelike Deckbuilders)

Replayability

This can be achieved by:

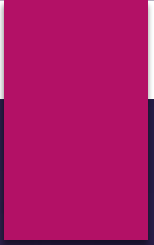
- ▶ Deep systems
- ▶ More player choices
- ▶ Novel / Emergent gameplay
- ▶ Varying initial conditions
- ▶ Randomness or chance
- ▶ Non-deterministic opponents / versing real people
- ▶ SIZE but like really HUGE

User Engagement and Metrics

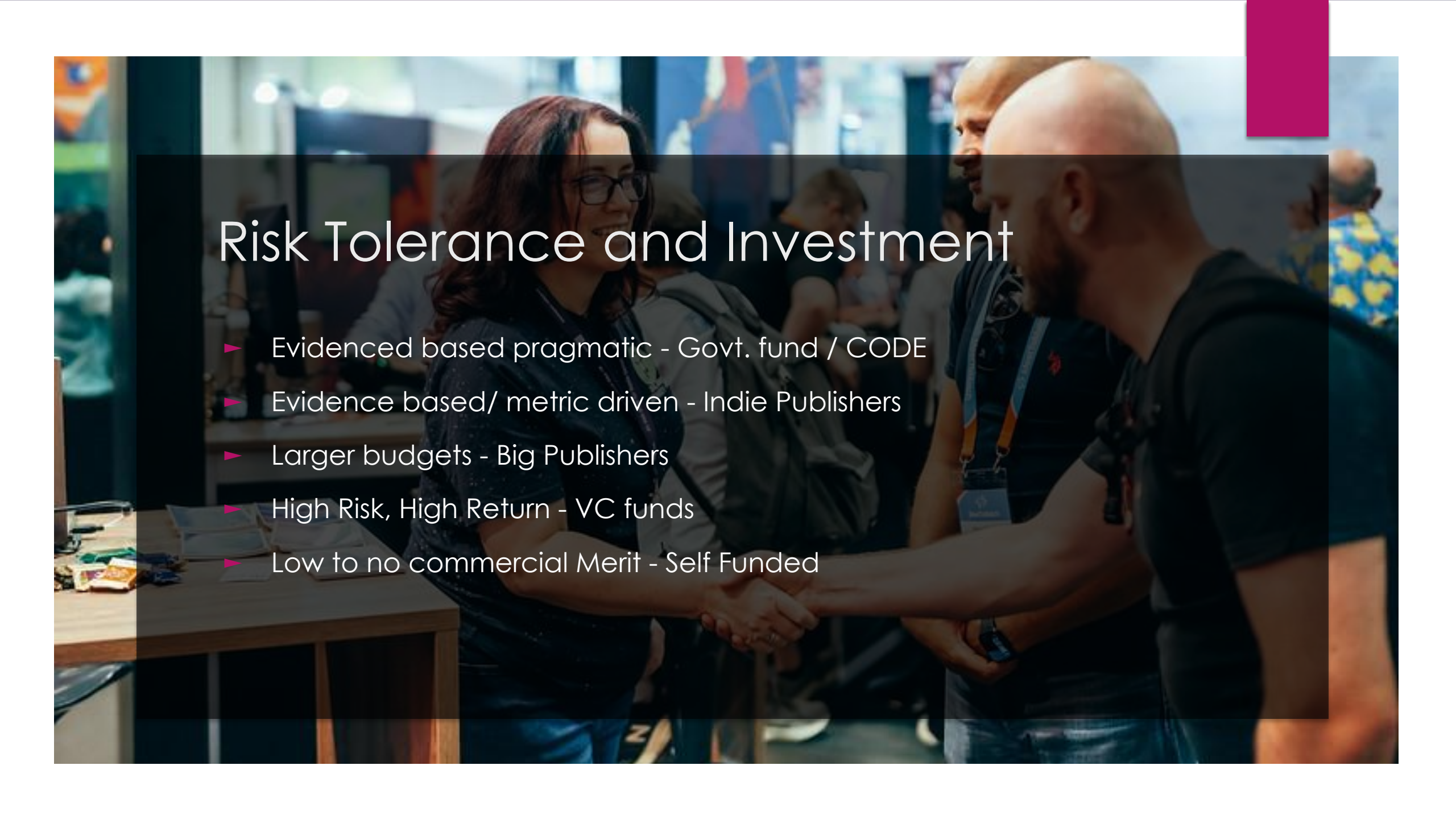
- ▶ User Retention
- ▶ Wishlists
- ▶ Discord Server
- ▶ Social Media, including Reddit, Youtube, Tiktok etc.
- ▶ Newsletter Subscriptions
- ▶ Demos

Accessibility

- ▶ Remappable / Configurable controls
- ▶ Subtitles / Adjustable Text -
- ▶ Separate volume controls / mute options for effects, speech, background
- ▶ Screen Reader / Narration Support
- ▶ Visual Alternatives to Sound Cues
- ▶ Photosensitive Safety
- ▶ Auto-aim, assist modes & skip difficult actions
- ▶ Colour Independent Information



Plan for Worst Case Scenarios

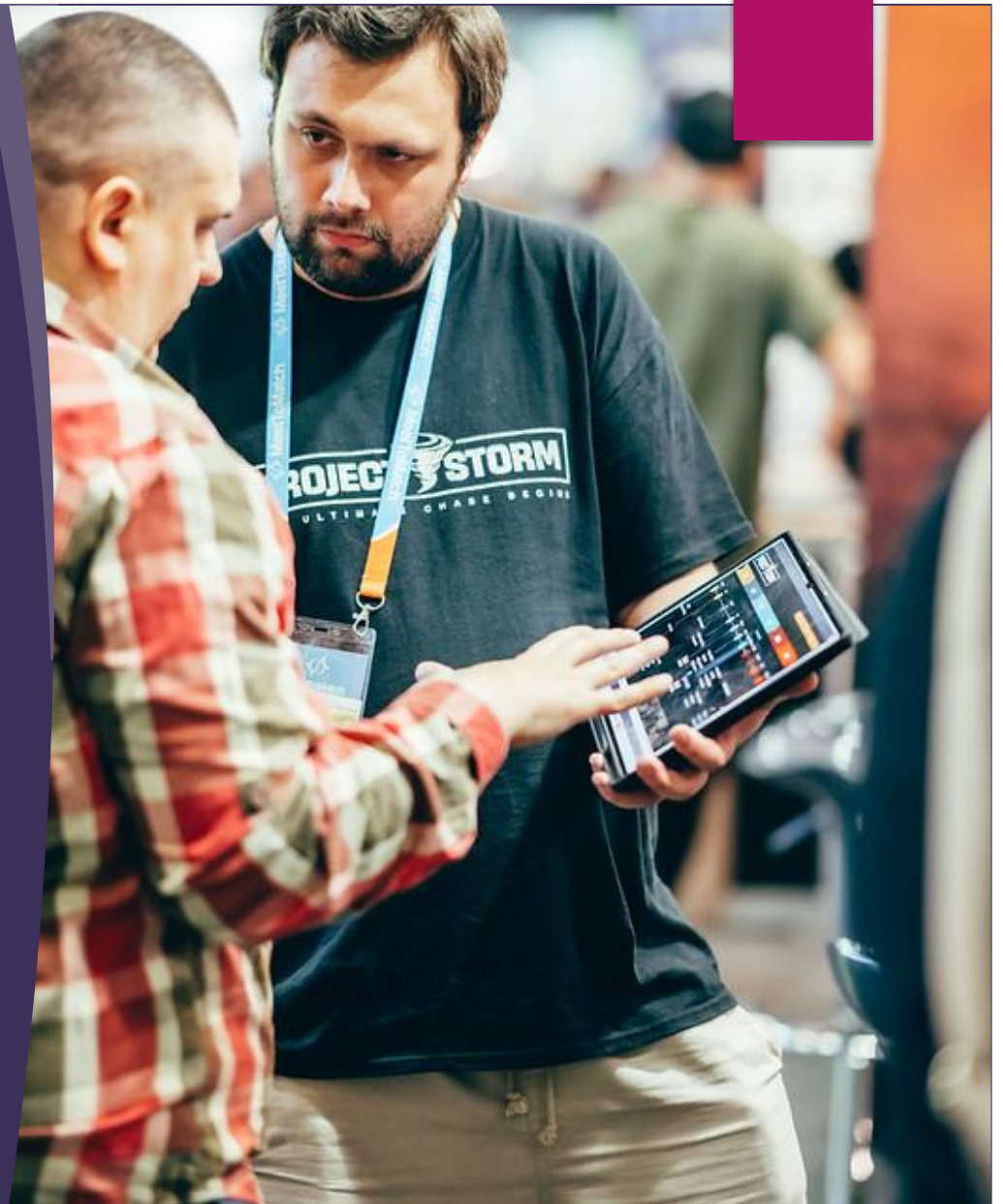
A woman with long dark hair and glasses is shaking hands with a man with a beard and a shaved head. They are both smiling. The background is a blurred conference or trade show environment with other people and booths. A semi-transparent dark blue rectangle is overlaid on the image, containing the title and list. A solid magenta rectangle is in the top right corner.

Risk Tolerance and Investment

- ▶ Evidenced based pragmatic - Govt. fund / CODE
- ▶ Evidence based/ metric driven - Indie Publishers
- ▶ Larger budgets - Big Publishers
- ▶ High Risk, High Return - VC funds
- ▶ Low to no commercial Merit - Self Funded

Feedback & Surveys

- ▶ Decide what you want to learn
- ▶ Decide on sample
- ▶ Observe
- ▶ Use both qualitative and quantitative questions



Any Questions?

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Thank you!

