





Who am I?

**DYING LIGHT**  
GOOD NIGHT GOOD LUCK

**THE SINKING CITY**

**STEEL DIVISION II**

**DYING LIGHT**  
THE FOLLOWING

DETECTIVE CRIME THRILLER  
**SHERLOCK HOLMES**  
*the Devil's Daughter*

**ARAGAMI**

**JET KAVE**  
ADVENTURE

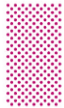
**Etherborn**

**LIBERATED**

DYING LIGHT  
**BAD BLOOD**

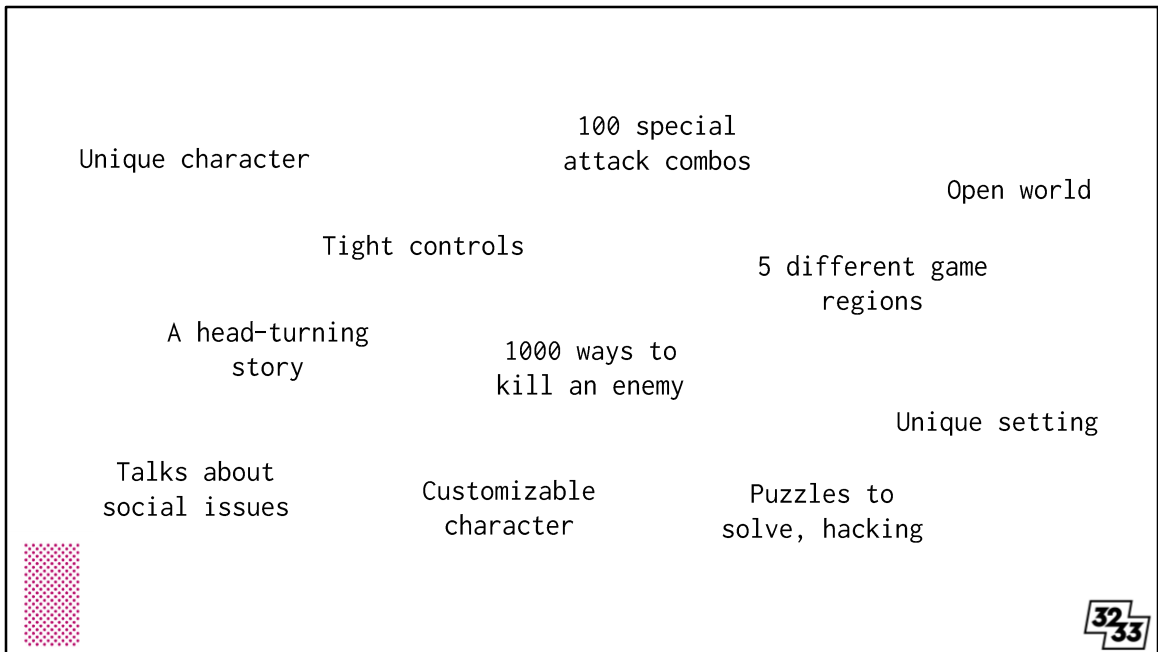
**ARAGAMI**  
NIGHTFALL

And more...

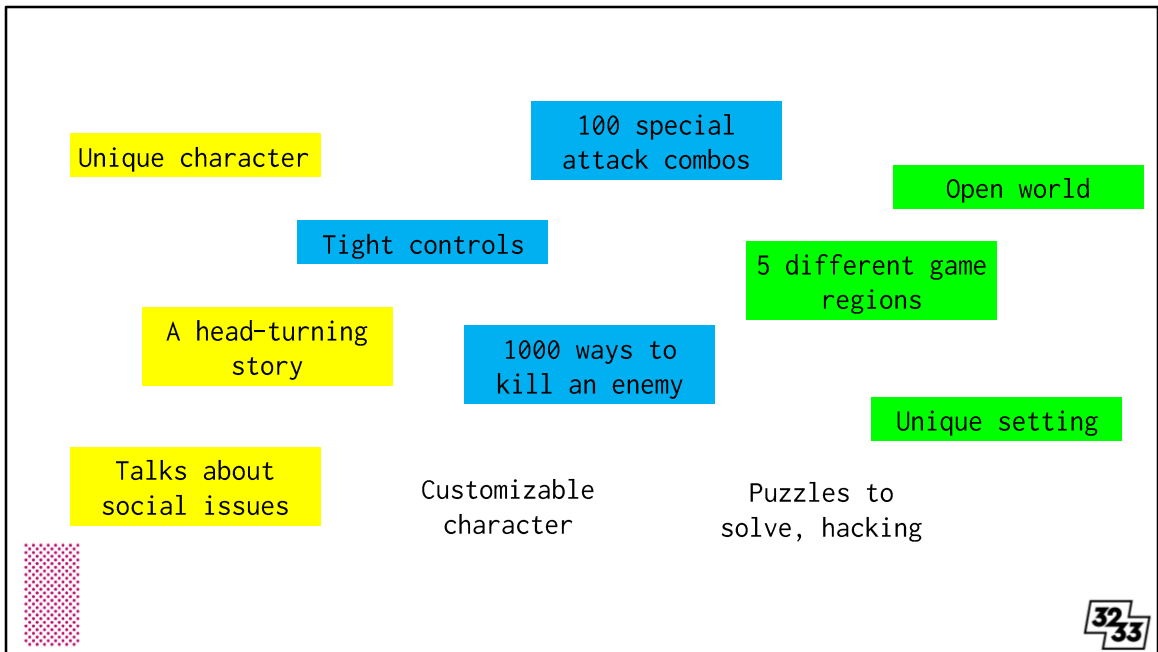


An aerial photograph of a coastline, showing a mix of blue water, green land, and sandy beaches. A white rectangular box is centered over the image, containing the text "Establish your 3 Key Pillars".


Establish your 3 Key Pillars



- List your games strengths, unique features, and hooks. Things that make your game stand out, or makes people go “yes, this is good”, or better yet, makes them go “Wow!”
- Be honest with yourself, and only list what are the good things
- Do it with other people that either played your game or are working on it. Many perspectives are great.

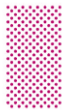


- Once you list all of your features, you might realise that they form themes/clusters. Give those clusters creative names
- Yellow – A story that’s never been told. Blue – Express your inner brute. Green – A world that needs saving
- Here are your three pillars. This is what you should be talking about. This is what you want people to know about your game.

An aerial photograph of a coastline, showing a mix of blue water, green vegetation, and sandy or light-colored land. A white rectangular box is centered over the image, containing the text "Prepare key assets before announcing".

Prepare key assets before  
announcing

- Website set-up
- Social Media Profiles set-up
- Press Kit - [dopresskit.com](http://dopresskit.com) is a great template
- Screenshots - 4-6 max (please!!!)
- Trailer
- **STEAM STORE!!!**



Wishlists are worth their weight in gold because:

They are an indicator of your potential future sales

They help you measure your marketing work

Having a decent number of Wishlists makes it easier to gain funding (see point 1)

The more you have of them, the more often you appear in Steams algorithm

They play a factor in you getting a possible Epic/Windows exclusivity



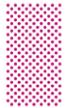
An aerial photograph of a coastal area, showing a mix of blue water, green vegetation, and yellowish-brown land. A white rectangular text box is centered over the image.

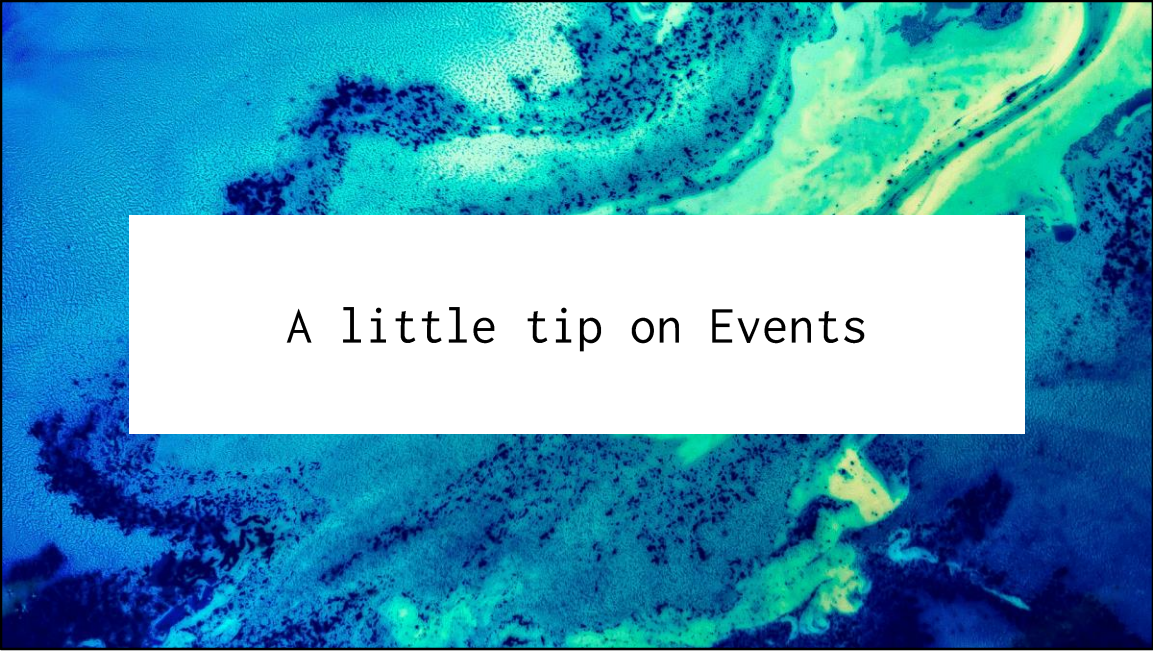
Work with 1<sup>st</sup> and 3<sup>rd</sup> Parties



1<sup>st</sup> party is a fancy phrase that describes any company that your game has a close tie with. If you are using an external engine, and/or you are coming to consoles, these companies are your 1<sup>st</sup> parties

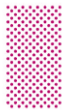
- Spot on their blogs
- Social Media Support
- YouTube channel support
- Free booth at events
- Feature on Direct-style streams
- Store-front placements
- On-device features (Nintendo)
- And lot's more...



An aerial photograph of a coastline, showing a mix of blue water, green vegetation, and sandy or light-colored land. A white rectangular box is centered over the image, containing the text "A little tip on Events".

A little tip on Events

Events are now going *digital*.



Events are all about journalists. You want them to visit and play your game. Having 200 people in the crowd play your game at event is cool. Having 10 journalists play your game and publish articles that reach 5000 people is better. But now, events are going one step further. They are being featured on Steam.



Your Store Games Software Hardware News Steam Atlas Search for items

FEATURED & RECOMMENDED

**NEWS & GAMES FROM EGX BERLIN 19**

EGX Berlin



Featured games from EGX Berlin!

- GET CARDS**  
Now Available on Steam
- RECOMMENDED**  
By Friends  
By Favorites  
Top
- DISCOVERY MODES**  
Recommendations  
New Releases
- BROWSE CATEGORIES**  
Top Sellers  
Recently Updated  
New Releases  
Upcoming  
Specials  
Virtual Reality  
Steam Controller Friendly
- BROWSE BY GENRE**  
Free to Play  
Early Access  
Action  
Adventure  
Casual  
Indie  
Massively Multiplayer  
Racing  
RPG  
Simulation  
Sports  
Strategy

SPECIAL OFFERS

BROWSE MORE

**GENERATION ZERO**

**FREE WEEKEND**  
Play for free until 4 Nov @ 7:00pm. Offer ends 4 Nov @ 7:00pm.

**-20%**  
\$19.99  
\$15.99

**XSEED GAMES**

**15 YEAR ANNIVERSARY**  
OCTOBER 31 - NOVEMBER 7

**WEEKEND DEAL**  
Offer ends 4 Nov @ 7:00pm.

**RAINBOW SIX SIEGE**

**-60%**  
\$19.99  
\$7.19

**MASS EFFECT**  
DIGITAL DELUXE EDITION

**-75%**  
\$19.99  
\$4.99

# FROM BERLIN 19

**LIVE NOW BROADCASTING: WATCH THE DEVELOPER PLAY**

**Cloudpunk**  
Releasing on early 2020  
In the sprawling cyberpunk city of Berlin, your first night as a delivery driver for Cloudpunk will see you meet and interact with a diverse cast of humans, AI and androids, each with their own story to tell.

**CAMERA SELECTION**  
# 1 / 1

**SARINA**  
Control, I'm at the destination and no one is here... Control!

[Add to your Wishlist](#)

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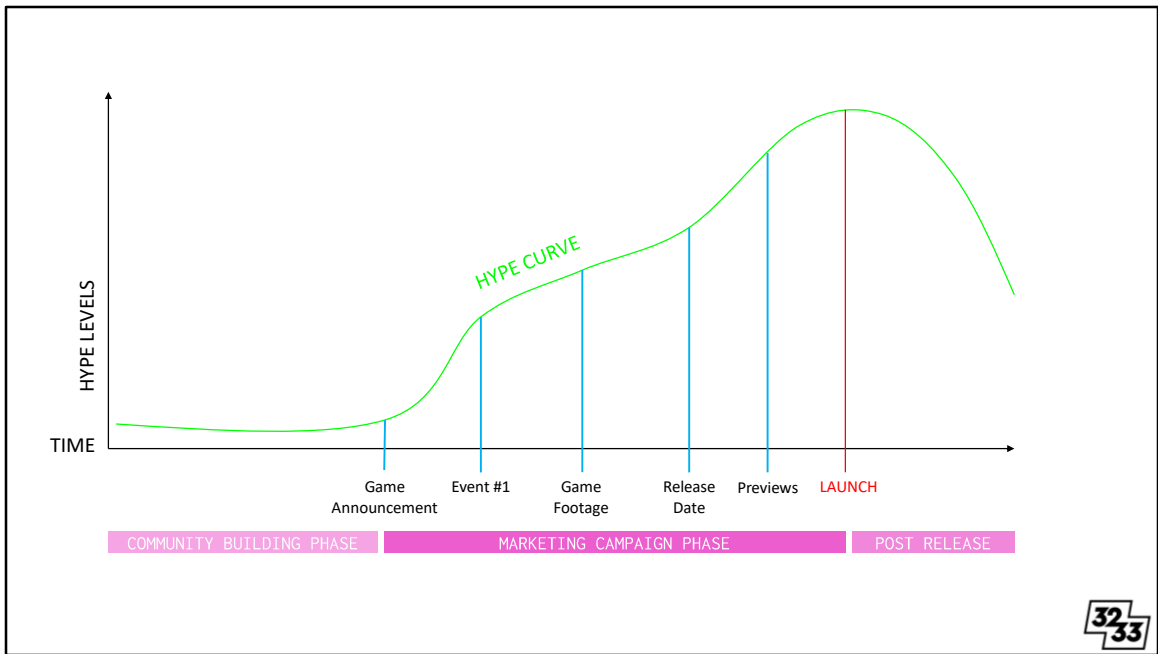
## ON THE SHOW FLOOR

<p><b>WARHAMMER VERMINTIDE 2</b> 107,99€</p>	<p><b>MORTAL KOMBAT 11</b> 232,99€</p>	<p><b>OVERWATCH</b> 72,99€</p>
<p><b>TEKKEN 7</b> 149,99€</p>	<p><b>The Elder Scrolls ONLINE</b> 79,99€</p>	<p><b>ROCKET LEAGUE</b> 71,99€</p>

An aerial photograph of a coastline, showing a mix of blue water, green land, and sandy beaches. A white rectangular box is centered over the image, containing the text "It's not a sprint - it's a marathon".

It's not a sprint – it's a  
marathon




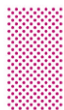


Your job is to build as much hype for your game before you come out. 90% of marketing happens before the game is out. Once it's out, it's over. The game is done, and hype will die.

Got questions? Reach me...

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Email: [michal.napora@32-33.co](mailto:michal.napora@32-33.co)

 /32dash33





Thank you!  
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