STEAM
DEV
DAYS

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Valve

"In-Game Economies in Team Fortress and Dota"

HOW TO MAKE YOUR PRODUCT BETTER

Use an economy to improve your product and make happier customers, or lose to someone who does.

FOCUS ON PERSISTENT CUSTOMER VALUE

We want long-term, happy customers, all of whom can pass the "regret test".

POSITIVE EXTERNALITIES

More players spending more makes for a more positive gaming experience.

MAKE EVERYTHING TRADABLE

Trading makes every item and system in existence more valuable to more people.

DISTRIBUTE VALUE RANDOMLY

Random distribution is another tool to generate player engagement and concrete value.

COMICS TUTORIALS CRAFTING MODELLING

MOVIES COMMUNITY TRADING GIFTING

ANIMATION LEAGUES MOONBASE MAPS

LET USERS MAKE VALUE FOR EACH OTHER

Enlist the Internet to fight to make your product even better.

RECOMMENDATIONS

- Focus on persistent customer value
- Create positive externalities
- Make everything tradable
- Distribute value randomly
- Let users make value for each other

CASE STUDIES

GIFTS

Sent gift
1,067,399 accounts

Received gift
1,841,051 accounts

Big gift bundle
10th-highest lifetime revenue generator

Current leader
12,355 gifts given

Given more than 1,000 gifts
Over 140 accounts

CRATES AND KEYS

This crate contains one of the following items:

Or an Exceedingly Rare Special Item!

- Goal: let players opt in to random distribution system

- Most negative feedback around store launch

- Perception problems:
    - capitalize on poor judgment
    - maximize revenue extraction
    - etc.

CRATES AND KEYS

FESTIVE SCATTERGUN
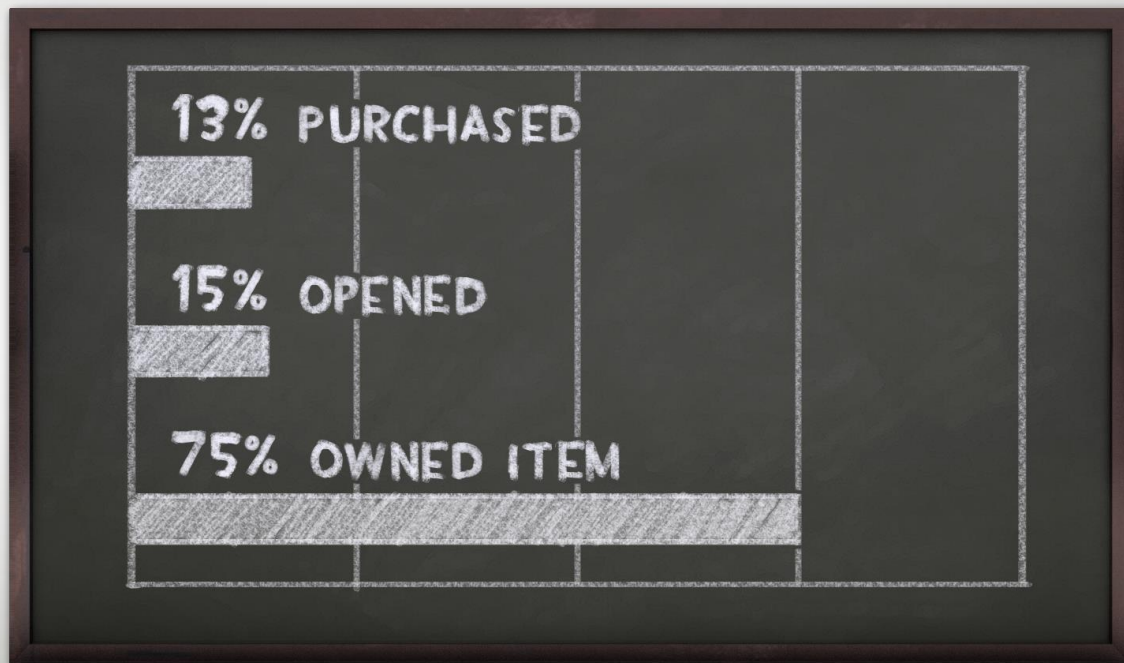Positively Inhumane Scattergun - Kills: 980
Heavies Killed: 70
Buildings Destroyed: 63
Airborne Enemy Kills: 84

- Remove ability to hard-lose real currency on open

- Add variety: more types, more contents

- Add value: common items from crates add rarity-agnostic services

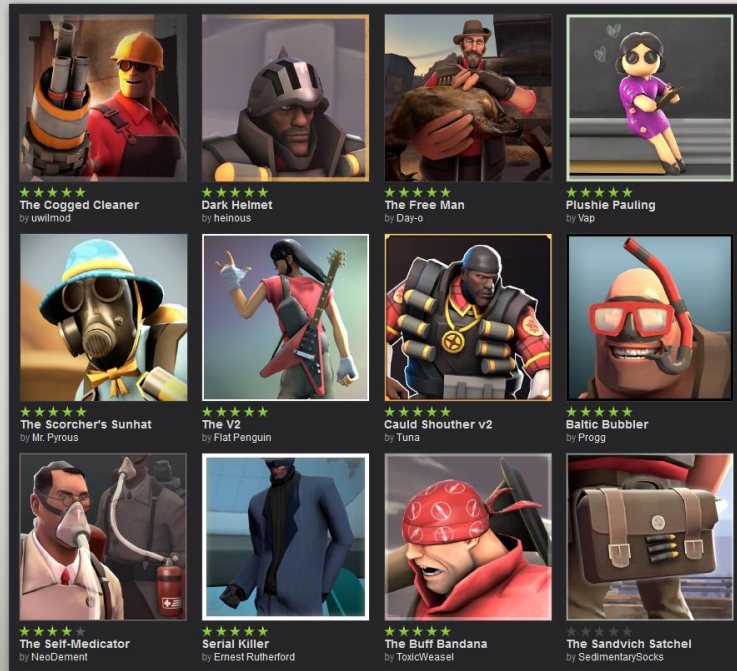- **"Better" is not "done"**

CRATE CONTENTS AND TRADING

RANDOM DISTRIBUTION AND TRADING
Use valuation differences to generate revenue for you and your players,
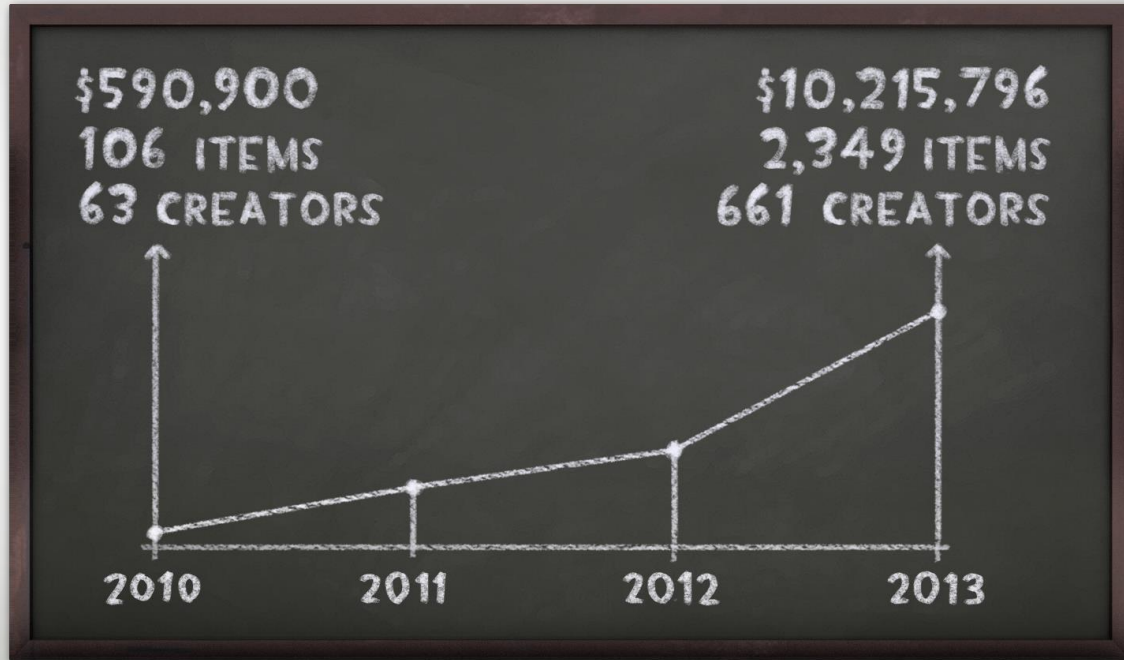all while making players happier.

COMMUNITY CONTENT

- Over 90% of item content from community:
  - models, maps, much more
  - marketing
  - evaluation

STEAM DEV DAYS

CONTRIBUTOR PAYOUT

STEAM DEV DAYS

$590,900
106 ITEMS
63 CREATORS

$10,215,796
2,349 ITEMS
661 CREATORS

2010   2011   2012   2013
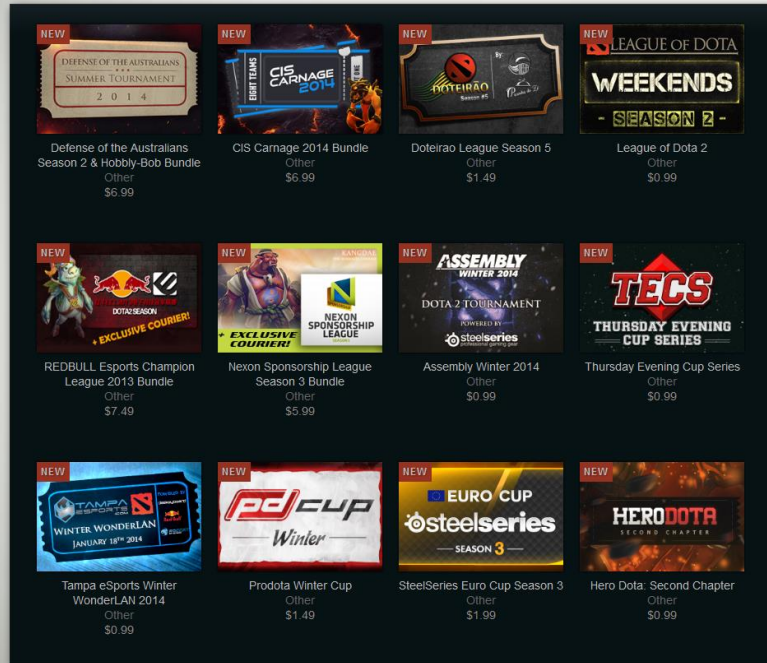
COMMUNITY CONTENT

- Entirely community-made:
  - marketing
  - movie
  - comic
  - organization

- Then-highest single day revenue in TF history

ITEM VISIBILITY / DEMAND

- "Trade" is basic idea:
  - more consumers add value
  - more uses add value

- Increase visibility/demand:
  - trade as Steam feature
  - Community Market
  - still growing

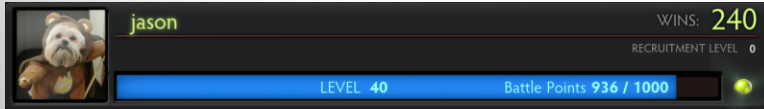- Partner games benefit in the same way

DOTA LEAGUES

• Funds split with league organizers, used for prize pool, production, etc.

• Average 1/8 league viewers traded for ticket, up to 1/4

DOTA BATTLE BOOSTERS

jason   WINS: **240**
                                                   RECRUITMENT LEVEL   0
                    LEVEL 40   Battle Points 936 / 1000

• Goal: "I celebrate when the guy next to me buys one"

• Rise of positive, lowering of negative comments at round start

• Iteration to clarify value proposition

THE INTERACTIVE COMPENDIUM

- Positive externalities:
  - stretch goals
  - Battle Booster
  - prize pool

- Results:
  - 484,768 sold
  - ~$1.2m added to prize pool
  - Community rallying cry

RECOMMENDATIONS

- Focus on persistent customer value
- Create positive externalities
- Make everything tradable
- Distribute value randomly
- Let users make value for each other

- Explore!

TF2 TODAY

17M accounts owning items

500M total items

4B actions performed on items

5x monthly players (600k -> 3M)

4x daily free items dropped

9x daily items sold

6x daily revenue

EVERYONE CAN WIN

We reject the premise that microtransaction systems must come at a cost of customer happiness.

FOLLOW UP

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Breakouts:

    Economy Q&A: 2pm

    UGC, Workshop, etc.:   4pm