

TOM BUI VALVE

EMBRACING USER GENERATED CONTENT

Overview

- Why UGC is important
- Examples from the Steam Workshop
- How to get started
- Rewarding your content creators



WHAT IS USER GENERATED CONTENT?

And why should I care?

What is UGC?



Content created by the community for the purpose of personalizing or adding to your product



UGC is a service

- Provides ongoing value to customers
- Exposes new ways to play your game
- Gives customers a voice





Valve's history with UGC









You need UGC

- The community will make your game better
- Beat the competition
- Customers will experiment
- See what works
- Change direction if necessary

DayZ

- Started as a mod of ARMA 2
- ARMA 2 sales skyrocketed
- Officially became a standalone game

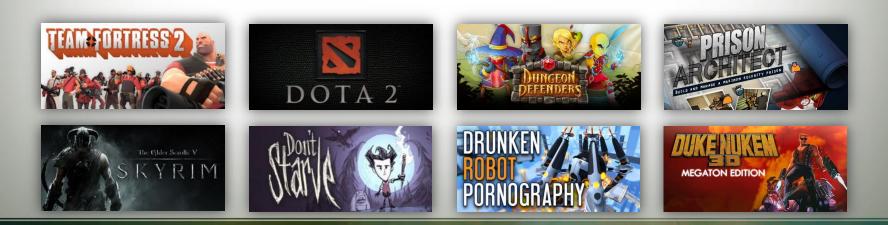






Any game can benefit

- Multiplayer & Single-player
- Big & Small
- All genres





Still depressed at the [CENSORED] way that [CENSORED] happened during Mass Effect's infamous [CENSORED] sequence? Bioware's not going to change it. One modder has however, and maybe you'll find it more to your tastes. It tinkers around with the existing scenes rather than creating new ones from scratch. Download it to see it starring with *your* Shepard, or watch the movie version below.

Needless to say: SPOILER WARNING. To be exact, ALL THE SPOILERS. Though you'll need to switch off the annotations if you want to see any - the creator went... uh... slightly overboard there.



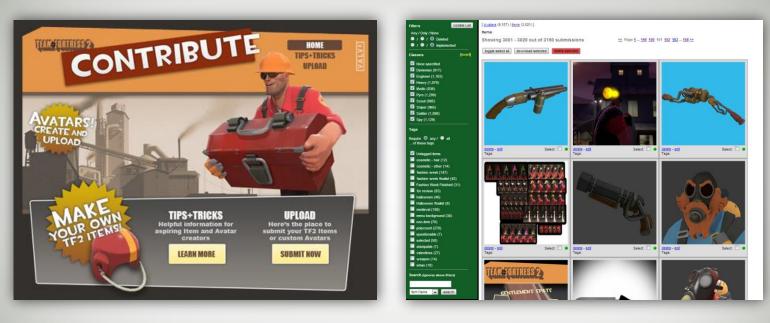
UGC EXAMPLES





TEAM FORTRESS 2 In-game cosmetic items





TEAM FORTRESS 2 Before the Workshop







25%

This is the percentage of revenue an item creator receives from direct sales of their item. Click here to learn more.

tems posted in this Workshop 7,850 Items accepted for Team Fortress 2 514

TEAM FORTRESS 2 Curated content available for purchase





SKYRIM New Weapons, Custom Quests, Gameplay Modifications, Texture Updates





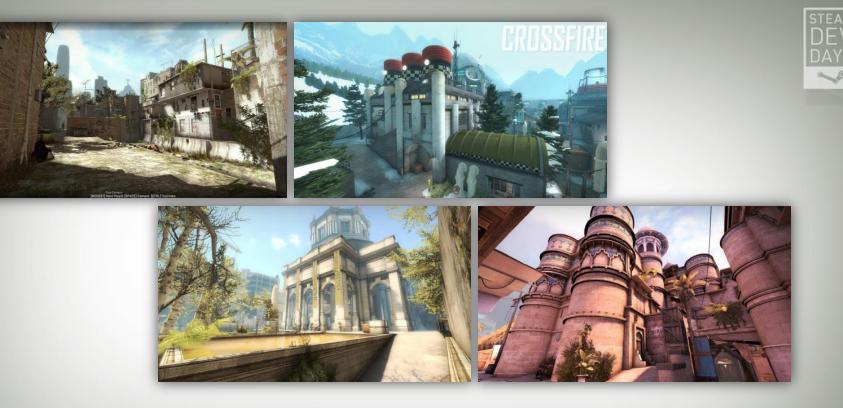
- 19.5k pieces of UGC
- 1.9 million votes cast
- 2.4 million unique users
- 81.8 million "downloads"

SKYRIM New Weapons, Custom Quests, Gameplay Modifications, Texture Updates,





DON'T STARVE Language Packs, Unique Characters, New Items, Gameplay Modifications, UI Mods



COUNTER-STRIKE: GLOBAL OFFENSIVE



COUNTER-STRIKE: GLOBAL OFFENSIVE



KILLING FLOOR Maps, Characters, Weapons



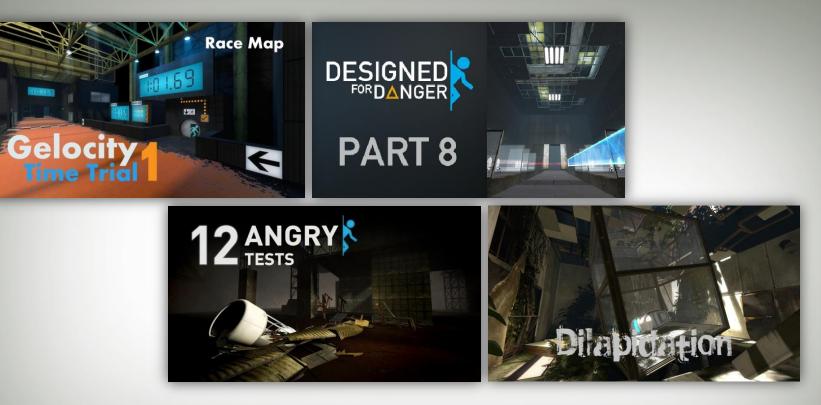


RED ORCHESTRA 2 Custom maps and mods



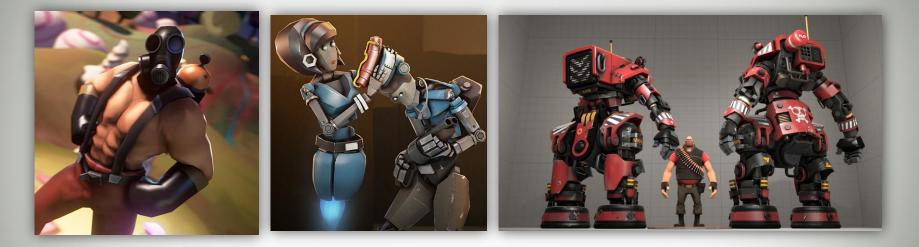


PORTAL 2 381,000 maps and counting



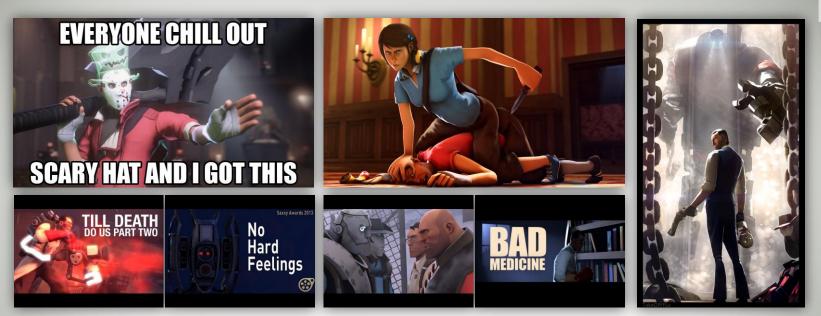
PORTAL 2 Hammer created maps





SOURCE FILMMAKER

Maps, models, animations, effects, etc.



SOURCE FILMMAKER

Example Movies & Artwork







GARRY'S MOD

Unique Characters, New Items, Gameplay Modifications, Language Packs, UI Mods



More examples...



























GETTING STARTED

What do I need to get started?

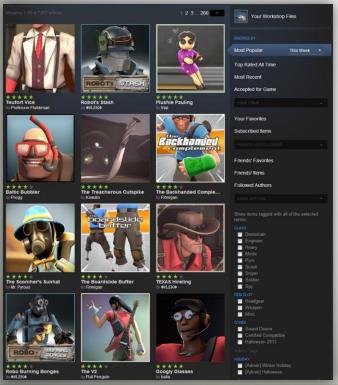


You should start now

- Right now
- We're can help with the Steam Workshop



Steam Workshop



- Searchable, centralized repository
- Hosting, infrastructure, & management
- Rating, favoriting, sharing, etc.
- Continual support & new features





Start with what you have

- Start small
- Keep it simple
- Iterate

Don't limit opportunities

• Dynamic range > ease of use



Don't limit opportunities

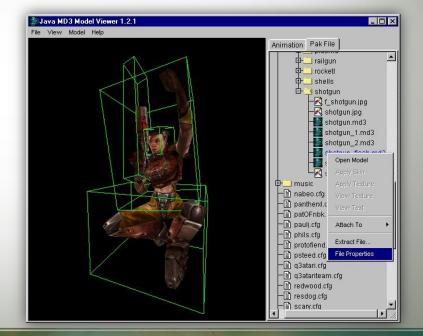
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Don't limit opportunities

Embrace external tools

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Share your resources

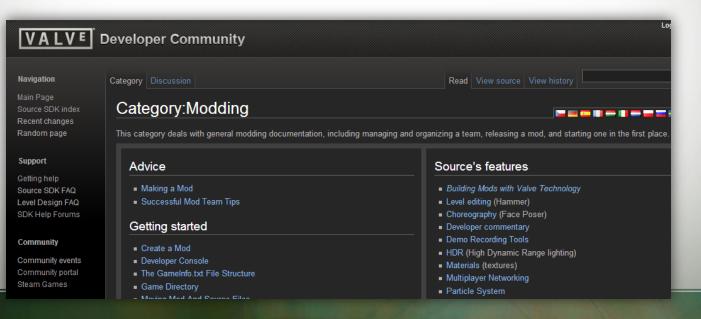
- Assets (e.g. models)
- Source Code for Tools
- Data
- Documentation





No documentation?

- Set up a wiki or point to Steam Guides
- Let creators help you





ITERATE AND IMPROVE

Incorporate feedback and iterate

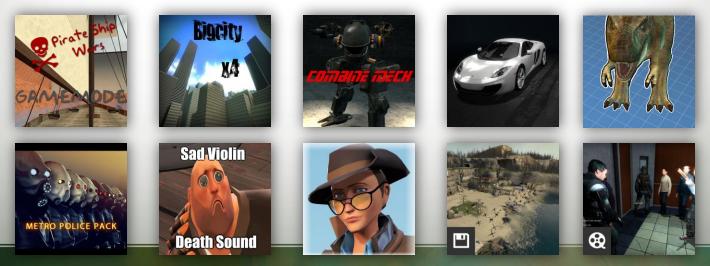


Learn from your customers

- What are they trying to do?
- How do they want to play your game?
- Which tools need the most work?

Iterate deliberately

- Improve your tools where necessary
- Or, support community that is doing it for you
- Expand to new types of content



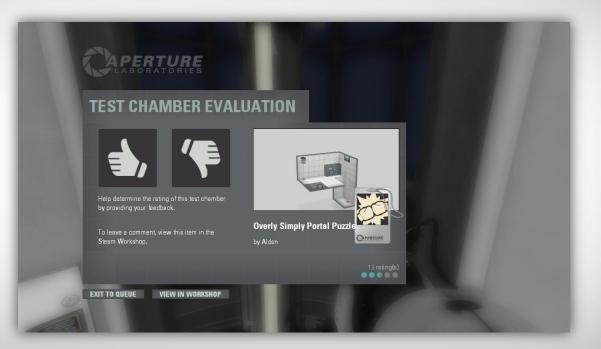


Feature mods in-game





Ask users to vote





REWARDING CREATORS

Rewarding and encouraging top quality content

Build toward money

• Financial compensation for creators is critical to ongoing quality content



Run contests

- Offer prize money to top-rated content
- Ship winning content to all customers



Release as DLC

- Bundle up some top content
- Polish/Optimize and sell as DLC
- Pay the creators a share of sales or flat fee





In-game sales

- If you have an in-game economy
- Accept items created by users
- Sell them in-game
- Pay the creators a share of sales



Service Providers

- Tool vendors support TF2 item creators
- Communities support item creators
- It's in everyone's interest to support those vendors and communities

Service Providers

• Everyone wins!







JUST THE START OF UGC

Everything that users create that adds value to your product







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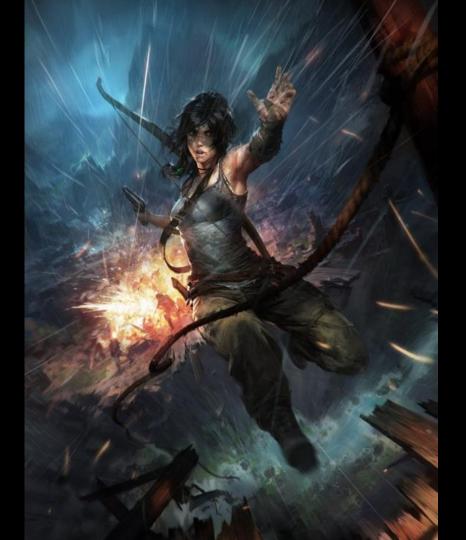
















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Toda la información sobre los NPC

ueres saber que son los NPC y como conseguirlos? ¡Visitá esta guia y averigualo!...



I Will Survive Issue #1: The Hardmode Dungeon (Also A ★★★★ Riveting Terraria Story!)

by W4rh3r0

Hey guys! TIME FOR ANOTHER GUIDE! This one will show you how to survive in the hardmode dungeon, and even gain loot along the way! But I must first forewarn: This will require a lot of dungeon farming!...



I Will Survive Issue #2: The Frost Moon

Whats up my audience? You guys seemed to LOVE my previous guide, so I decided I would end it off with a cliffhanger and get to work on this one! For those of you that don't know: My "I Will Survive" series will be a series of guides that are also Terraria...



PLANTE

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1	How to make TerraBlade	****
	by I.AM.FABULOUS	
	How To Kill Planterra by daniel.skyler	
	A Simple Guide to Defeating The Terror Of The Jungle, Plantera	
)	Diamonds guide to not being bored in terraria by Diamonddude707	
	Terraria>>>ZERSTÖREREasy mit Fernkampfwaffen by LienCat	
	Der Zerstörer MUSS früh besiegt werden für den Hallowed stuffAber wie? Mit Nahl	kamnf is er im

Der Zerstörer MUSS früh besiegt werden für den Hallowed stuff-Aber wie? Mit Nahkampf is er im frühen Hardmode zu heavy und sonst? >>>Deshalb: (Meiner Meinung nach) leichteste Strategie zum besiegen des Zerstörers...



Quick 'n Easy Terraria Multiplayer Server Setup [IMAGES]

In this guide, I'm going to show you how easy it is to setup a server, though it's seems complicated it's a piece of cake!...





Since everyone loves my guides, i thought to make another. Hope you like it. Write in the comments

Today on GameFAQs

UPDATED: JANUARY 10, 2014 2:07PM PST

If you're new here and not quite sure what to do first (after you've gotten the latest FAQs, cheats, and codes), don't forget to register if you haven't yet (it's free), read through the Help Files, and feel free to jump in and start contributing!

Don't forget to check out the latest FAQs posted for Bravely Default, Etrian Odyssey Untold: The Millenium Girl, XCOM: Enemy Within, and Dragon Fantasy Book I. We've also got new reviews for XCOM: Enemy Within, Dr. Luigi, and Madden NFL 25, plus new cheats for Don't Starve: Console Edition and Etrian Odyssey Untold: The Millenium Girl.

Today's Featured Top 10: The Top 10 Foxes In Video Games *SPOILERS* by Rollerbob.

MOST POPULAR GAMES

MOST WANTED FAOS

NBA 2K14



02	The Elder Scrolls V: Skyrim	X360	02
03	The Elder Scrolls V: Skyrim	PC	03
04	Grand Theft Auto V	X360	04
05	Grand Theft Auto V	PS3	05
06	League of Legends	PC	06
07	Dark Souls	PS3	07
08	Assassin's Creed IV: Black Flag	X360	08
09	Assassin's Creed IV: Black Flag	PS3	09
10	The Elder Scrolls V: Skyrim	PS3	10

02	WWE 2K14	X360
03	Rune Factory 4	3DS
04	Gran Turismo 6	PS
05	Don't Starve: Console Edition	PS
06	WWE 2K14	PS:
07	Path of Exile	PC
80	Madden NFL 25	×360
09	NBA 2K14	XONE
10	NBA 2K14	X360

Top 100 Games »

POPULAR BOARD TOPICS

Why is PS3's TLOU losing to a cheap Zelda rehash in the GOTY poll? PlayStation 3

Will you be Nintendo only this gen? WilU

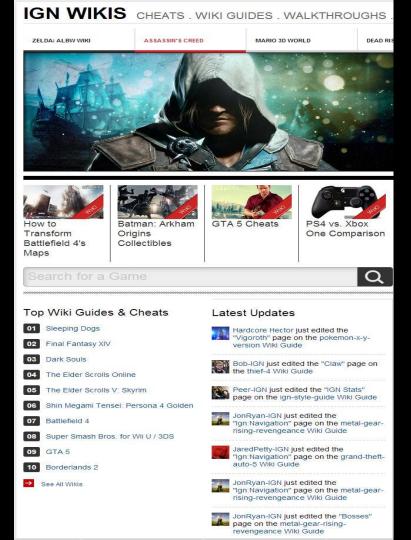
Do you like Bethesda games? PlayStation 4

If you live in any RPG world, what would it be? Xbox 360

Tiers DO NOT exist people. Super Smash Bros. for Wii U - Wii U

Did Nintendo's latest tweet piss you off? Pokemon X - 3DS

MS seems more focused on games than Sony Xbox One















Games > Ecco the Dolphin



Dark and Deep

🎔 Follow/Fav

By: Hawki 🗹

Poem: The Vortex came out of nowhere. In an instant, Ecco's pod was taken. In an instant, the singer was left alone in a barren sea. And for much longer than an instant, he was willing to let it end then and there...

Rated: Fiction K+ - English - Poetry/Angst - Ecco - Words: 167 - Reviews: 2 - Favs: 2 - Published: Feb 17, 2013 - Status: Complete - id: 9019873



Dark and Deep

I'm left within a barren ocean,

A cold and empty sea.

Where have my fellow singers gone?

Their voices don't reach me.

There was that wind of water,

From the blue sea up above.

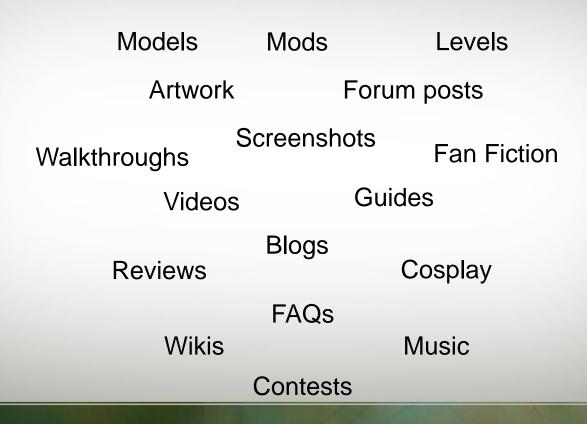
Almost taking me as well,

Along with those I love.

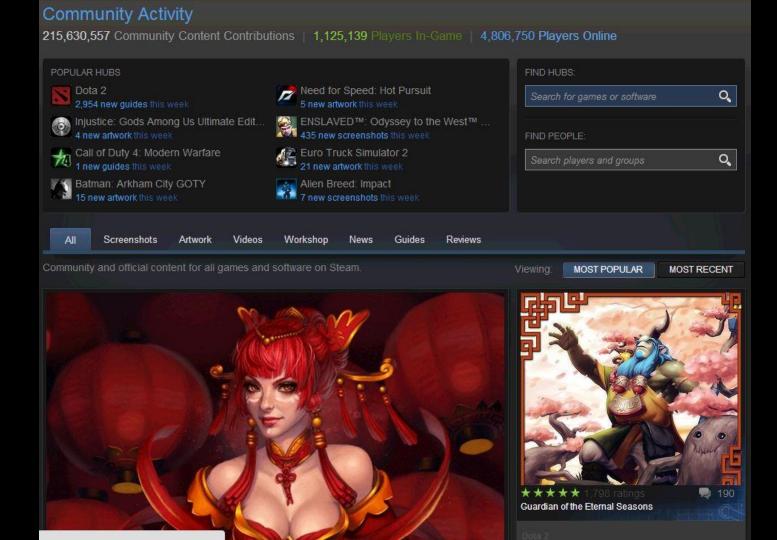
I sink down through the murky depths, My body, bruised and battered. Left alone, of kin bereft, My life no longer matters.

Let this dark sea take me. Let me sink beneath the waves. My song has ended, the ocean's silent,

UGC Is Everything









CONCLUSION

Conclusion

- UGC makes your game more valuable
- Workshop can help
- Start now and grow your community
- Think outside the box

For game specific questions, please join our breakout session in room 611 @ 4:00