

Lab Five

Materials Analysis

TCID 396-50: Publishing and Selling Your Game
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Digital Distributes

PLACES	PRICE ESTIMATE	TIMELINE	RESTRICTIONS
Ubisoft Connect	?	2 years	Might not be open to third-party oper.
Epic Games	88%/12% Rev Split	n/a	Easy IARC ratings. 230M+ users
Steam	\$100 for each product	A month and some change	No real.... Porn and fraudulent things

Graphic Design

PLACES	PRICE ESTIMATE	DESIGN NEEDS	RESTRICTIONS
Julia Southgate	Whatever she wants	Anything she agrees to	She wants it in her portfolio
Zatun	Not on website	They seem to be good at all things	Only involved in small games
Starloop Studios	Not on website	They can also do it all	

Marketing Materials

PLACES	PRICE ESTIMATE	SWAG	WHERE/HOW
Twitter	Free (may pay a worker though)	Use language that will entice gamers	Link the game and where to play
Tik Tok	Free (may pay a worker though)	Use short ad like videos	On the app under our user
Instagram	Free (may pay a worker though)	Use parts of the games that could be funny and engage the reader, to get a feel	On the app under our user

Other Creative Marketing Strategies - School Research Events (I want to do it! I am just a nervous bean, and I don't know how I would present it. I will email you soon!)