ALINEA ANALYTICS

2024

Year In Review

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ANALYTICS

Content

Overview

Steam 2024
New Heights

Players Dominated by

🇨🇳 🇺🇸 🇷🇺

Gross Revenue
All revenue sources (incl. DLCs, IAP etc.)

2023 $13.3bn

+18%

2024 $15.7bn
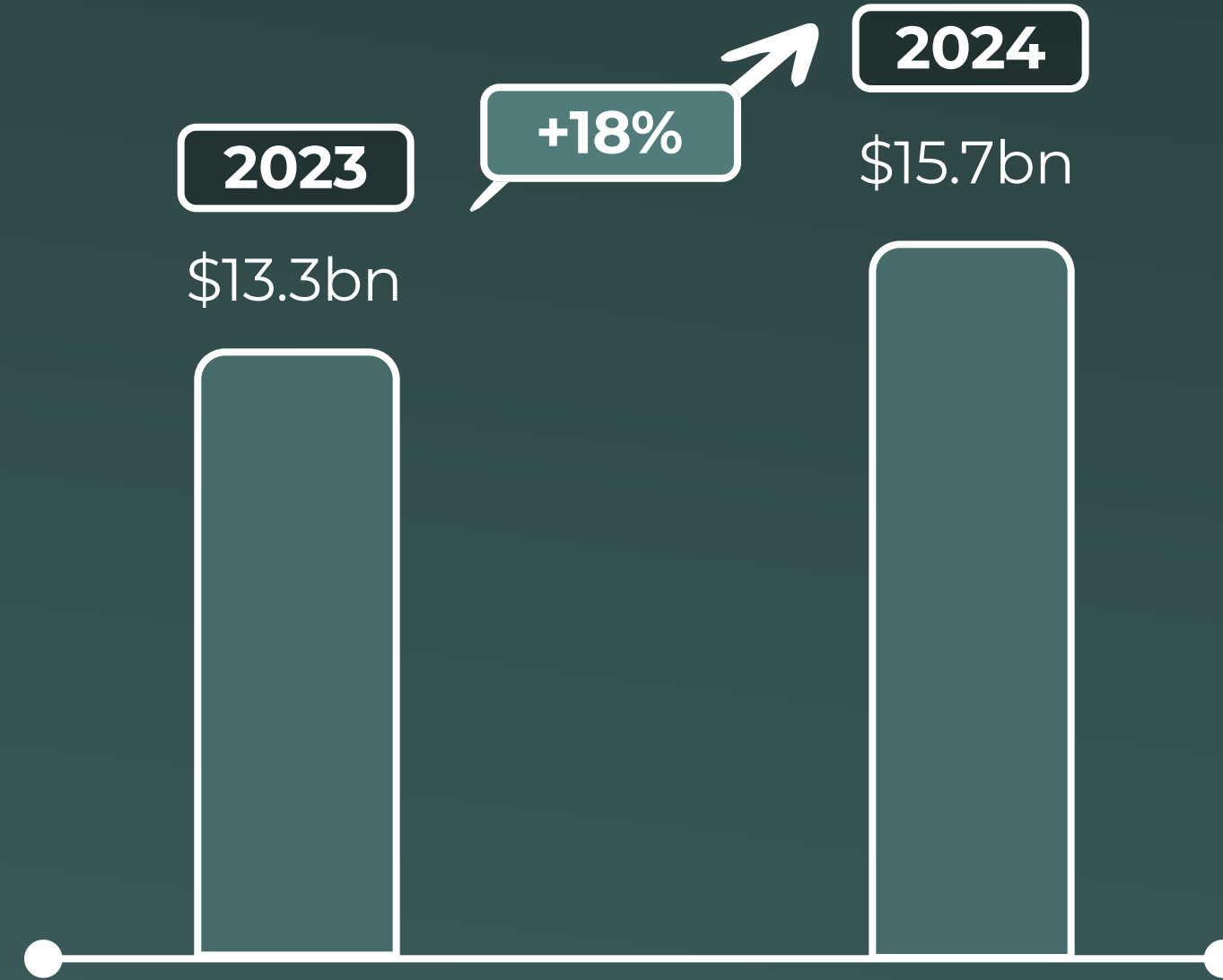
New Releases 2024
Ranked by gross revenue

1 Black Myth
2 Palworld
3 Helldivers II
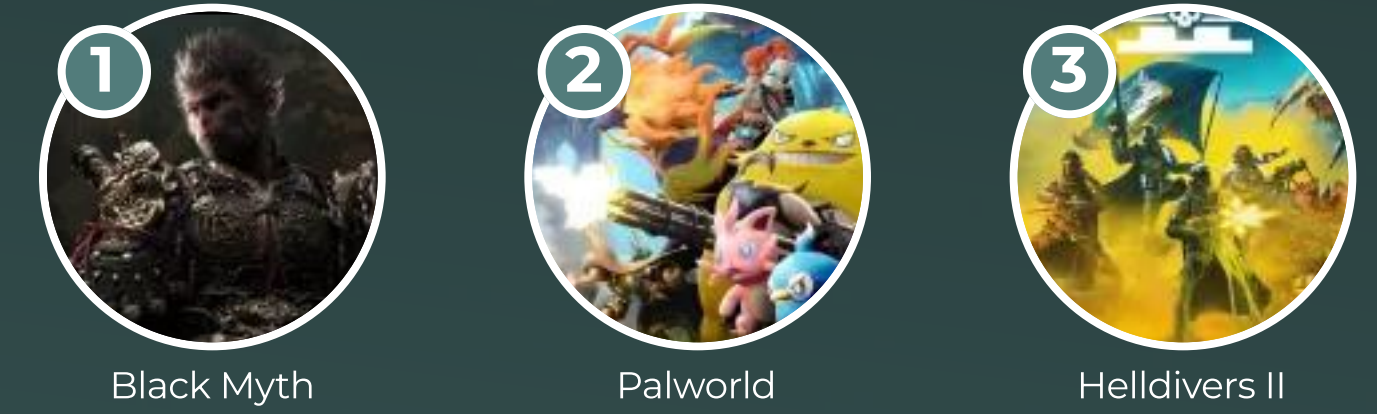
Top Titles 2024
Ranked by gross revenue

1 Counter-Strike 2
2 Black Myth
3 PUBG
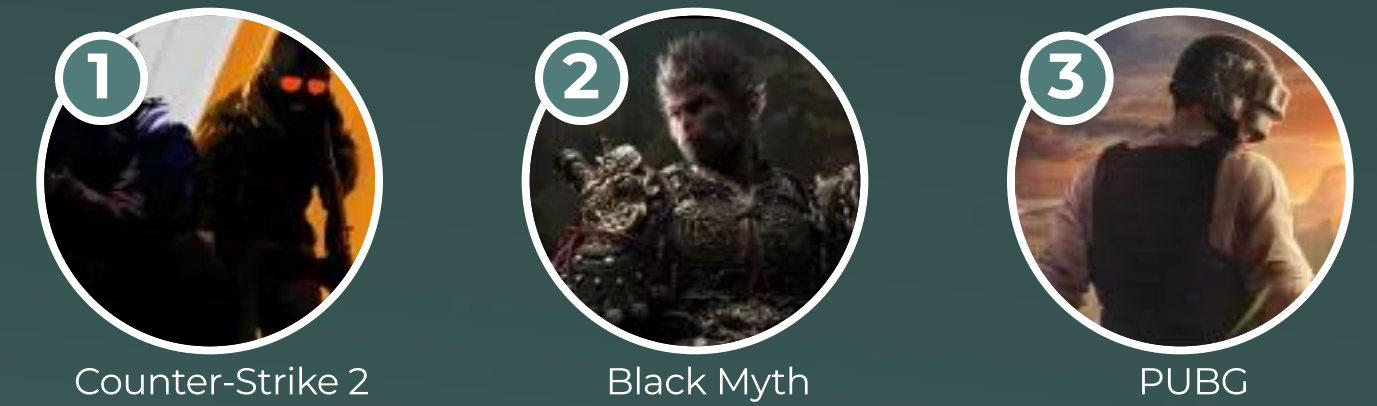
👤 12M+ in-game concurrent users

+20% y/y

Million

13
12
11
10
9
8

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec | Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2023 | 2024
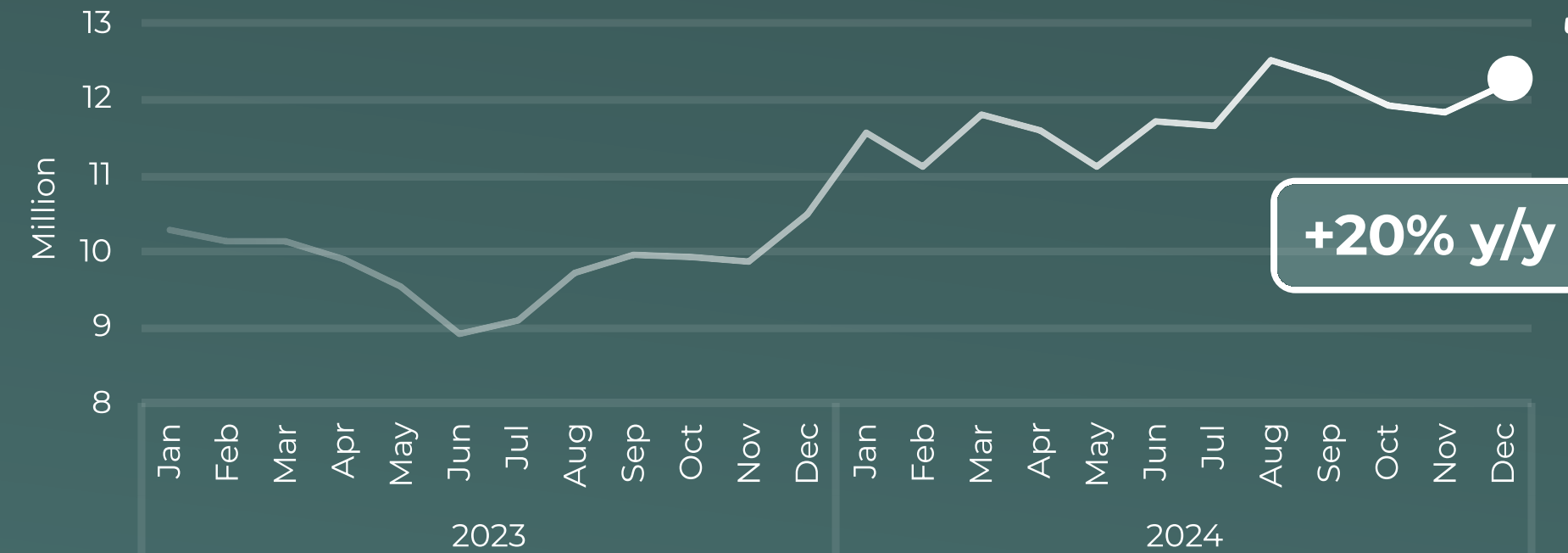
Top Genres
by gross revenue

- Other 11,0%
- Action 29,9%
- Adventure 20,3%
- RPG 14,5%
- Strategy 13,1%
- Simulation 11,1%
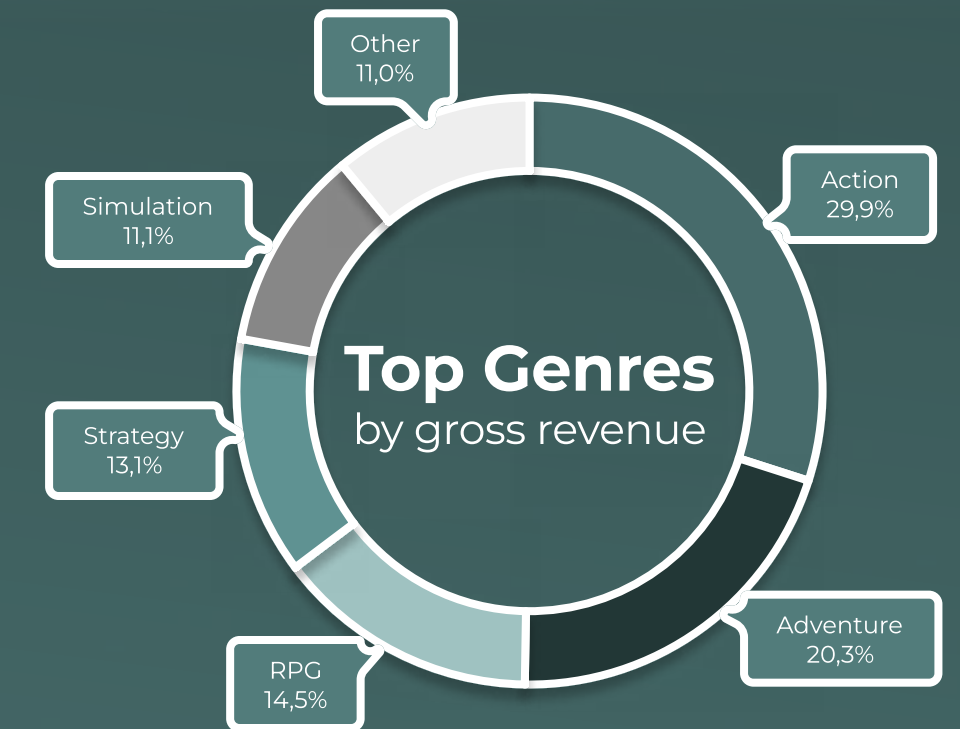
Note
The 2024 Gross Revenue estimate has been extrapolated using data available from Jan 01, 2024 to Dec 16, 2024 to forecast the full-year.

~19k +29% y/y

Games were released on Steam alone in 2024

~280 titles generated $1M+ gross revenue

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Top 20 New Releases
YTD 2024 by Gross Revenue

Gross Revenue

Value
$659M — Black Myth: Wukong
$390M — Palworld
$307M — HELLDIVERS 2
$158M — Call of Duty: Black Ops 6
$136M — The First Descendant
$130M — Warhammer 40,000: Space Marine 2
$91M — THRONE AND LIBERTY
$85M — Dragon's Dogma 2
$79M — Enshrouded
$69M — EA SPORTS FC 25
$68M — Granblue Fantasy: Relink
$68M — Manor Lords
$62M — DRAGON BALL: Sparking! ZERO
$62M — Ghost of Tsushima DIRECTOR'S CUT
$55M — Once Human
$53M — Farming Simulator 25
$50M — S.T.A.L.K.E.R. 2: Heart of Chornobyl
$50M — Path of Exile 2
$41M — Hades II
$39M — TEKKEN 8

Gross Revenue Distribution Top 20 — 17%

Note
YTD 2024 data from Jan 01, 2024 to Dec 16, 2024
Gross Revenue: reflects base game sales for paid titles and all revenue sources for free-to-play titles.

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Top 20 Largest Titles
YTD 2024 by Gross Revenue

F2P Continues to Top the Chart

Note
YTD 2024 data from Jan 01, 2024 to Dec 16, 2024

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Counter-Strike 2's Revenue in Perspective

$1.04bn
Gross Revenue
YTD 2024

$1.01bn
Gross Revenue
FY 2023

Own titles: $640m
3rd-party PC titles: $310m
Total: $950m

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Top 10 Sequels
by Gross Revenue

+148% y/y

$943M

$379M

2023

2024

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AA/AAA Titles
New Releases by Gross Revenue

+75% y/y

$152m

$318m $93m

2023

$307m

$659m $158m
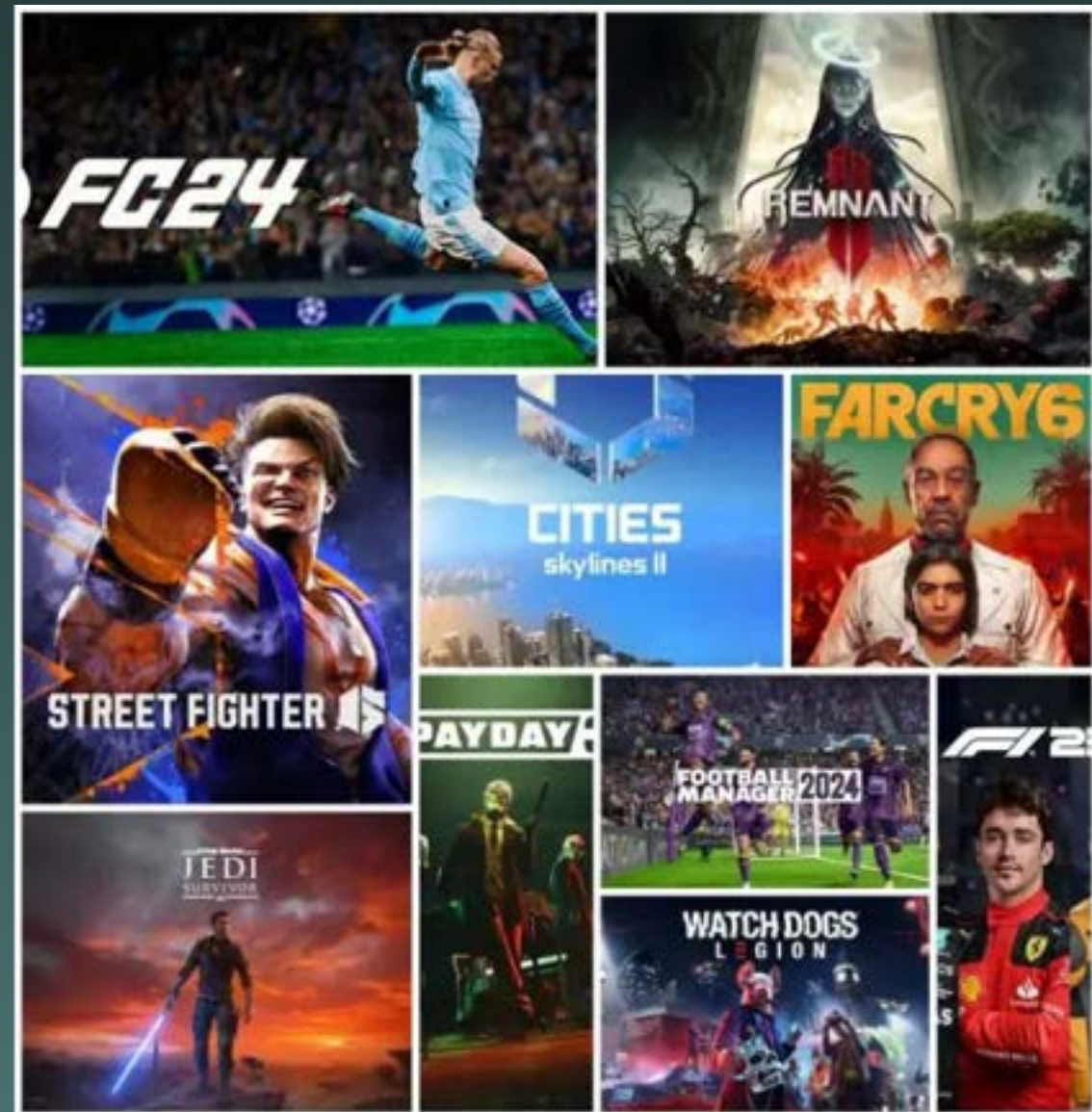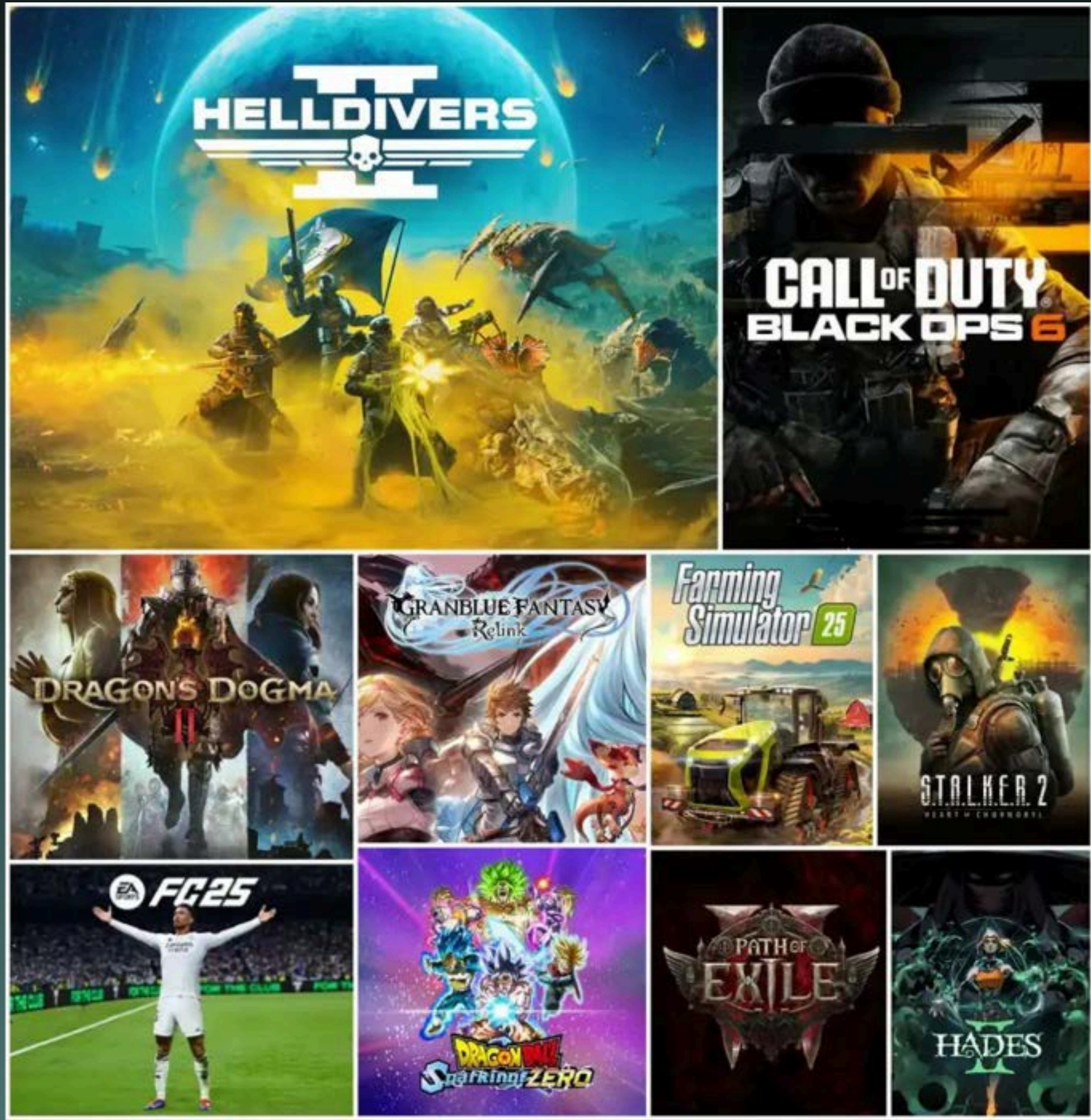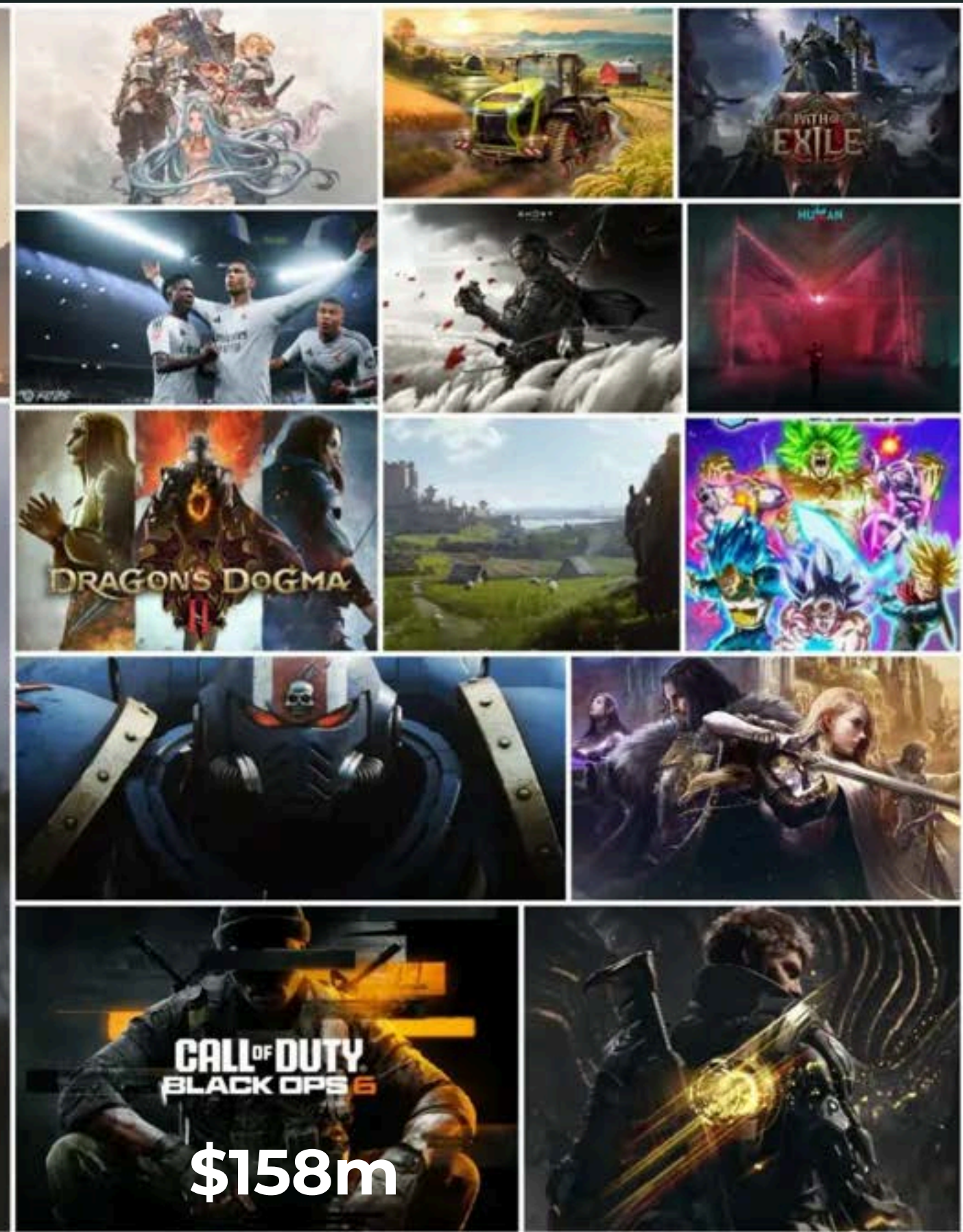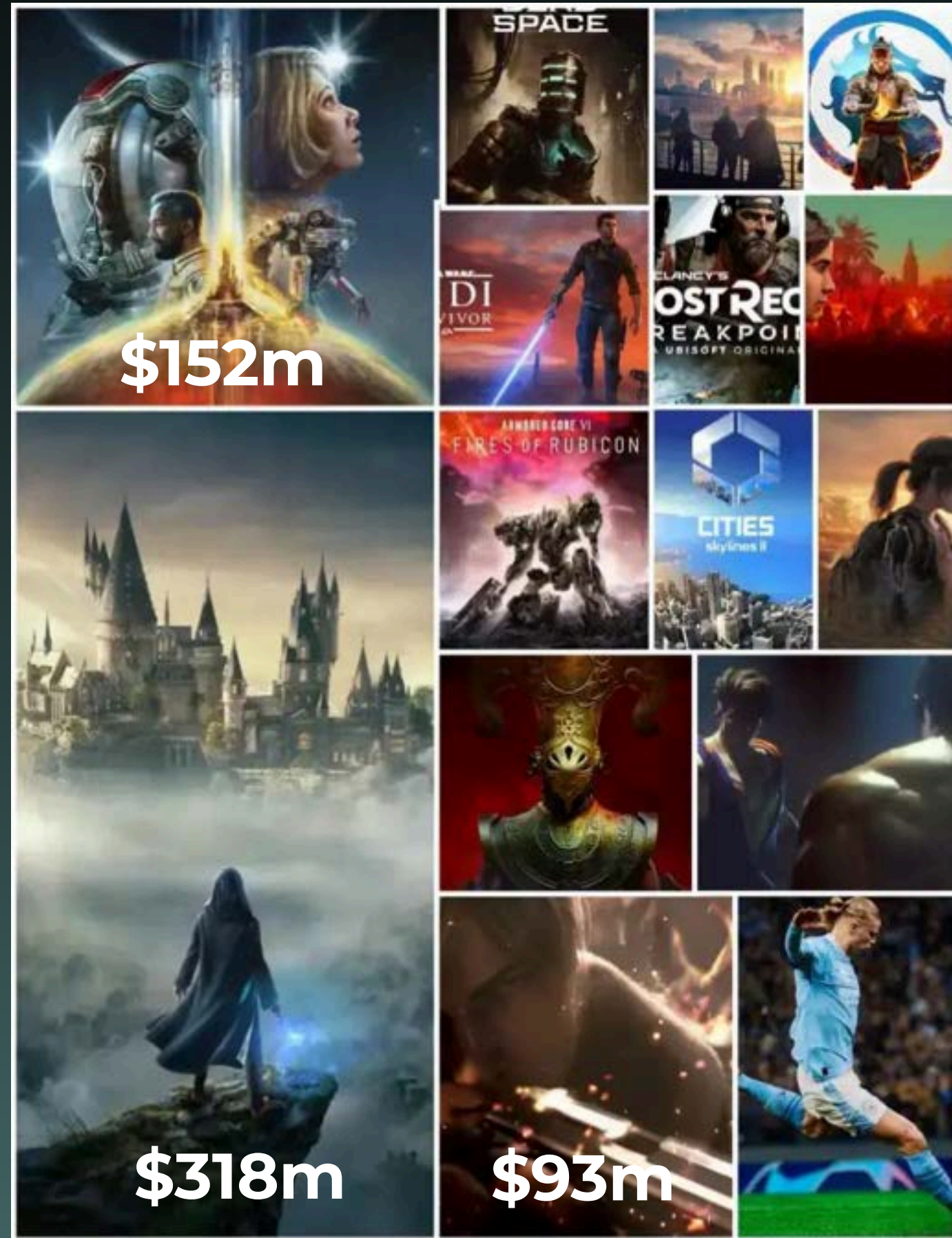
2024

Note
YTD 2024 data from Jan 01, 2024 to Dec 16, 2024
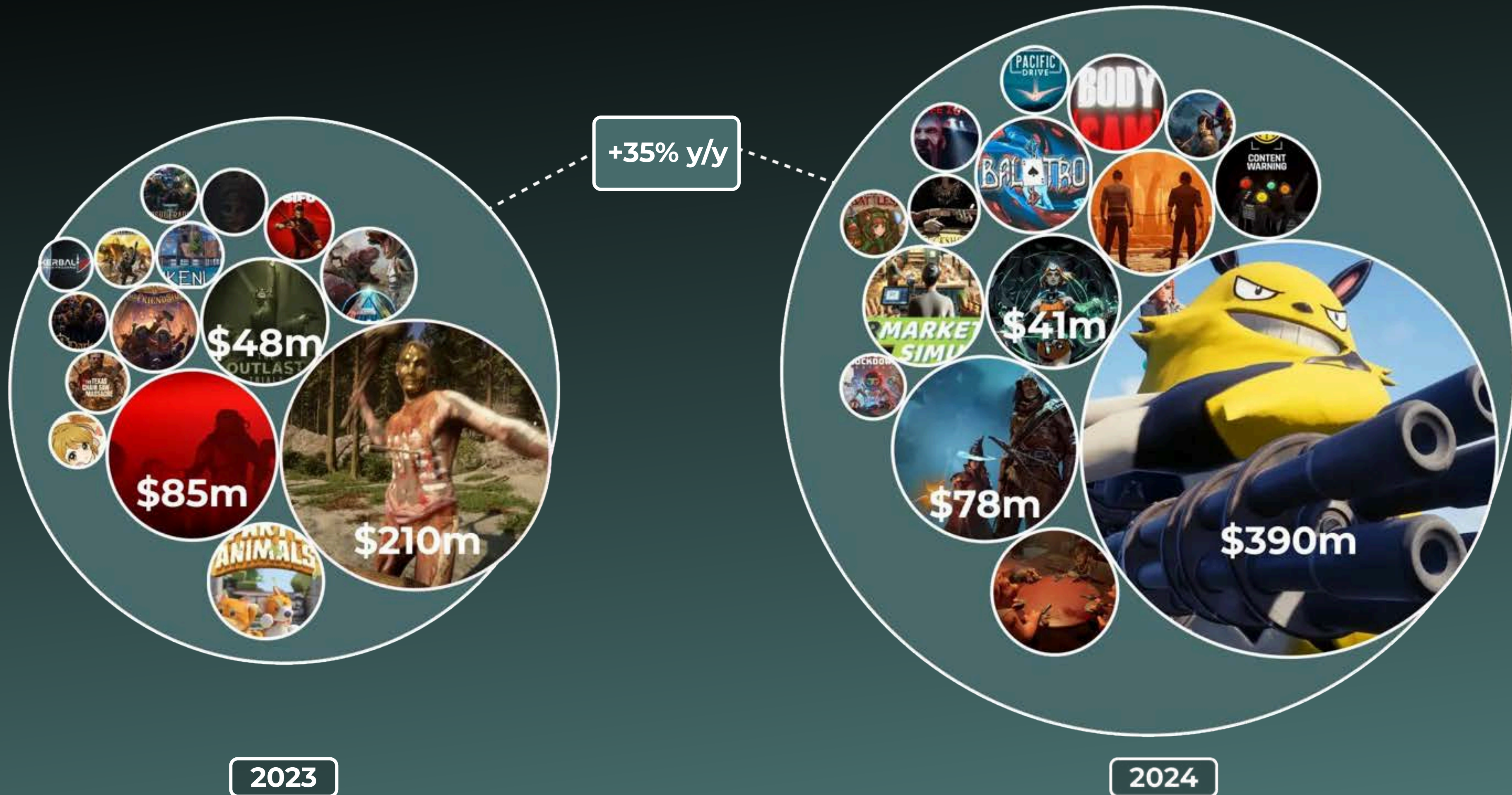**AA/AAA:** Titles included are all 2023/2024 games that do not have "Indie" as a genre or tag.
Growth y/y: The yearly growth includes the gross revenue from all new AA/AAA title releases, not just the ones shown in the chart.
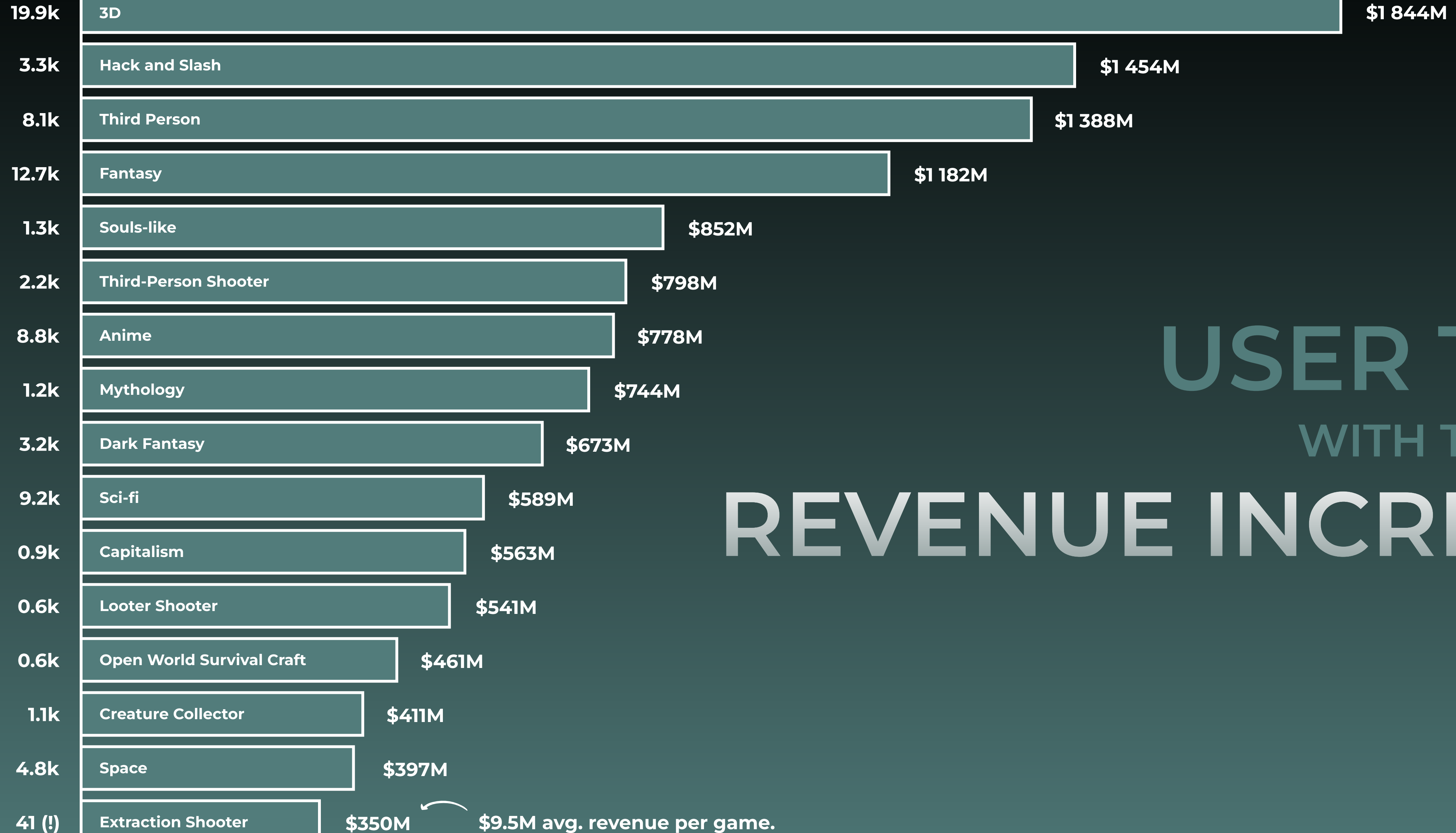
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Indie Titles
New Releases by Gross Revenue

+35% y/y

$48m
$85m
$210m

$41m
$78m
$390m

2023

2024

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Genre Trends

USER TAGS
WITH THE MOST
REVENUE INCREASE
2024

 # TITLES IN TAG 2024

REVENUE INCREASE Y/Y

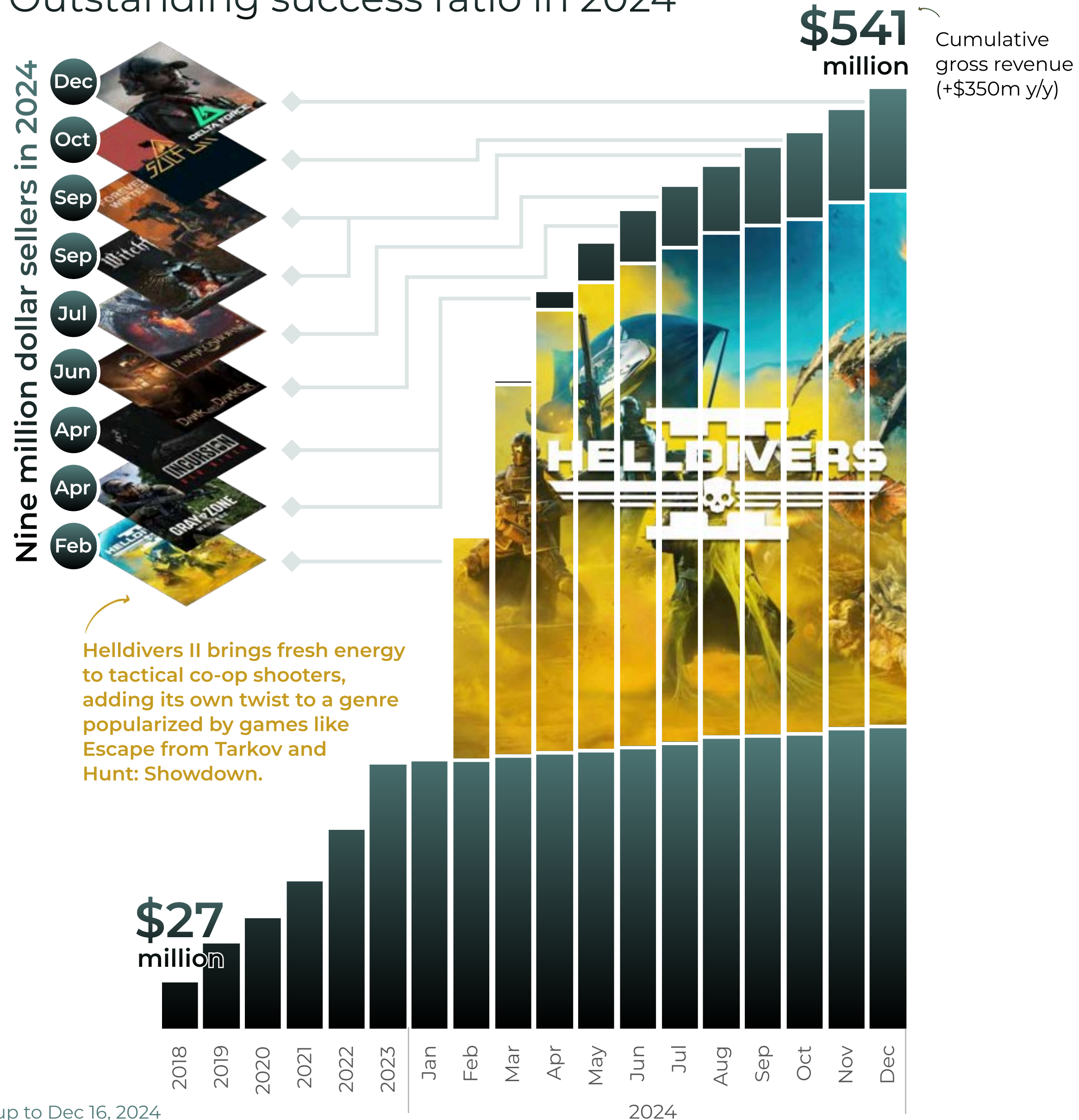| # Titles in Tag 2024	Tag	Revenue Increase Y/Y
19.9k	3D	$1 844M
3.3k	Hack and Slash	$1 454M
8.1k	Third Person	$1 388M
12.7k	Fantasy	$1 182M
1.3k	Souls-like	$852M
2.2k	Third-Person Shooter	$798M
8.8k	Anime	$778M
1.2k	Mythology	$744M
3.2k	Dark Fantasy	$673M
9.2k	Sci-fi	$589M
0.9k	Capitalism	$563M
0.6k	Looter Shooter	$541M
0.6k	Open World Survival Craft	$461M
1.1k	Creature Collector	$411M
4.8k	Space	$397M
41 (!)	Extraction Shooter	$350M

$9.5M avg. revenue per game.
The highest among all tags in 2024, with only 41 titles.
More details on the next slide...

Note
YTD 2024 data from Jan 01, 2024 to Dec 16, 2024

Extraction shooter
Outstanding success ratio in 2024

Nine million dollar sellers in 2024

Dec
Oct
Sep
Sep
Jul
Jun
Apr
Apr
Feb

$541 million

Cumulative gross revenue (+$350m y/y)

Helldivers II brings fresh energy to tactical co-op shooters, adding its own twist to a genre popularized by games like Escape from Tarkov and Hunt: Showdown.

$27 million

2018 2019 2020 2021 2022 2023 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2024

OVERLAP
High Overlap with Helldivers II
E.g., 76% of The Forever Winter's Playerbase also Played Helldivers II

FOREVER WINTER — 76%
DELTA FORCE — 18%
Witchfire — 68%
DARK AND DARKER — 21%
INCURSION RED RIVER — 58%
DUNGEONBORNE — 22%
SULFUR — 46%
GRAY ZONE WARFARE — 49%

Third Person vs First Person

Gross Revenue ($bn)

First Person
Third Person

$6.5bn

-7% y/y

$6.0bn

$5.7bn

+32% y/y

$4.3bn

6.5
6.0
5.5
5.0
4.5
4.0

2023

2024

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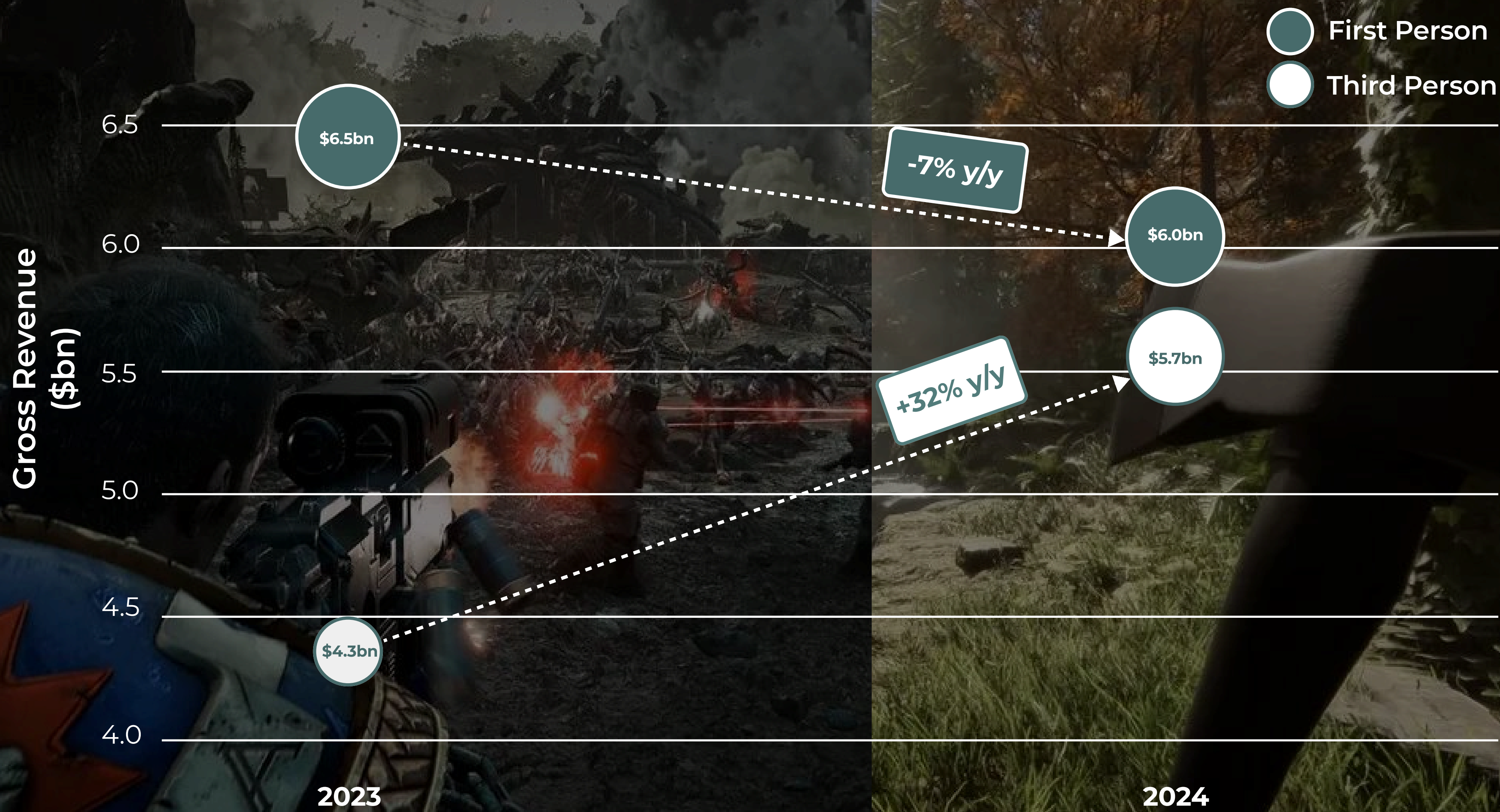
China Growth
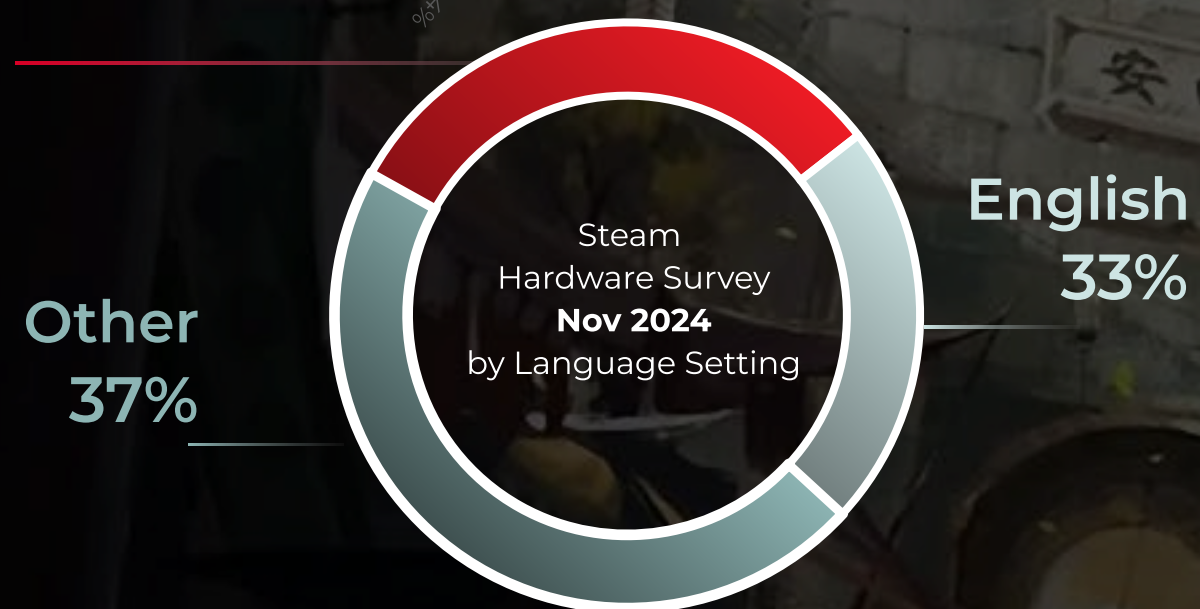
China Continues to Dominate

Steam Hardware Survey

🇨🇳 **30%**

Users with
Simplified Chinese as
Language Setting

Steam Hardware Survey **Nov 2024** by Language Setting

English 33%

Other 37%

Game Awards Player's Voice

🇨🇳 **4 of 5**

Chinese Games

BLACK MYTH WUKONG 🇨🇳

GENSHIN IMPACT 🇨🇳

ELDEN RING SHADOW OF THE ERDTREE 🇯🇵

WUTHERING WAVES 🇨🇳

Z·Z·Z ZENLESS ZONE ZERO 🇨🇳

#1 New Release 2024
By Gross Revenue

🇨🇳 **+75%**

Chinese Players

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China Should Play a Key Role in Strategic Discussions

Consider partnering with a local player. Simplified Chinese and local social media platforms are the minimum requirements to reach this market.

WUCHANG
FALLEN FEATHERS

505 Games with Chinese Leenzee Games

2024-10-17
Viral Bilibili viewership (7M+) following Xbox Partner Preview announcement trailer. Currently ranks #22 by Followers count of all upcoming games.

Q2   Q3   Q4

Number of Followers

80k
70k
60k
50k
40k
30k
20k
10k
0

2024-06-10   2024-06-24   2024-07-08   2024-07-22   2024-08-05   2024-08-19   2024-09-02   2024-09-16   2024-09-30   2024-10-14

Discoverability

App Store Optimization (ASO)

Steam's growing focus on personalized recommendations and algorithmic-driven discoverability make **PC App Store Optimization (ASO) more crucial than ever** for maximizing visibility and search rankings in 2024 and beyond.

A key priority should be increasing the velocity of **Wishlisters and Followers before release** *(next slide...)*
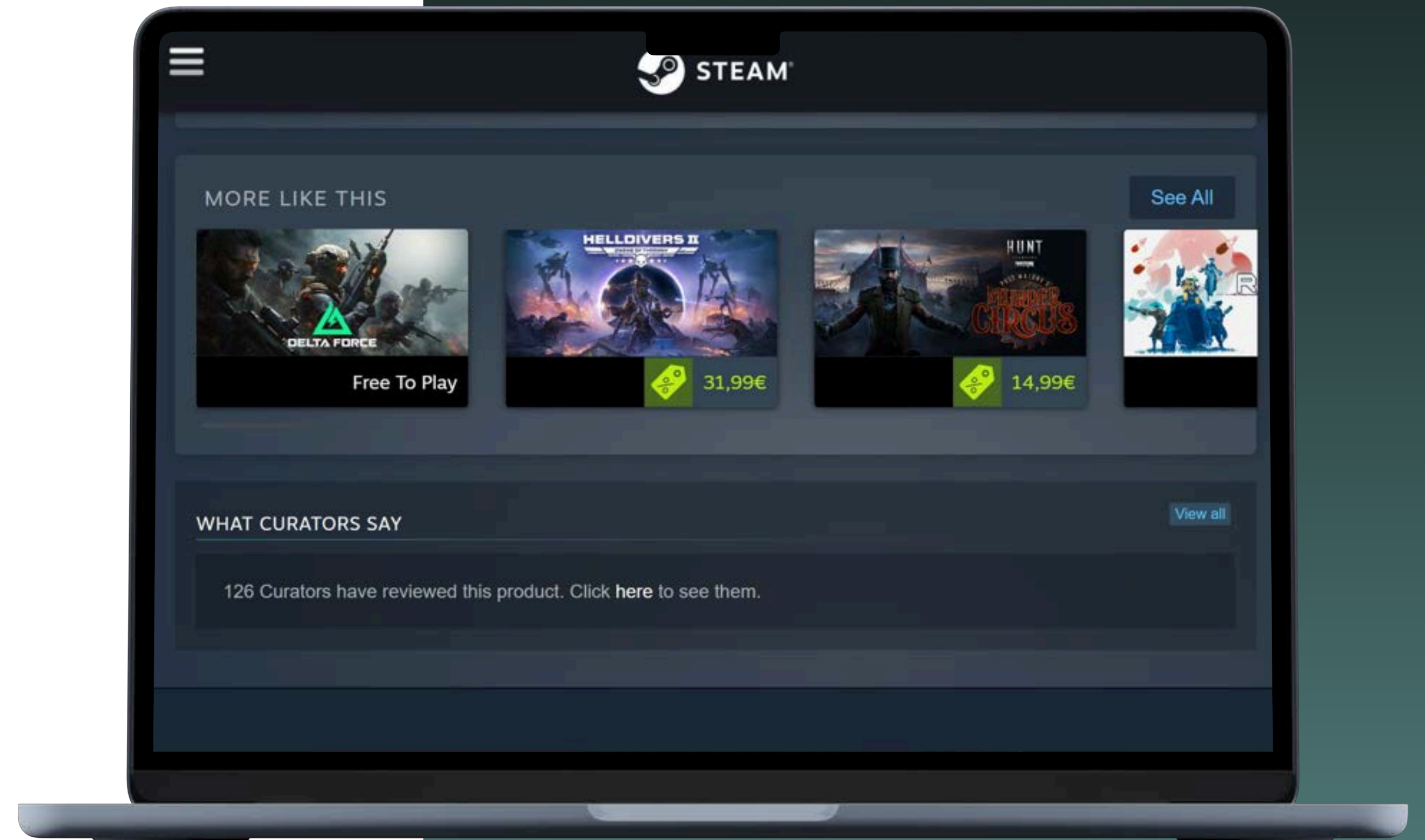
Steam Wishlist Ranking Buckets

Peak Wishlist Rank Position Before Release

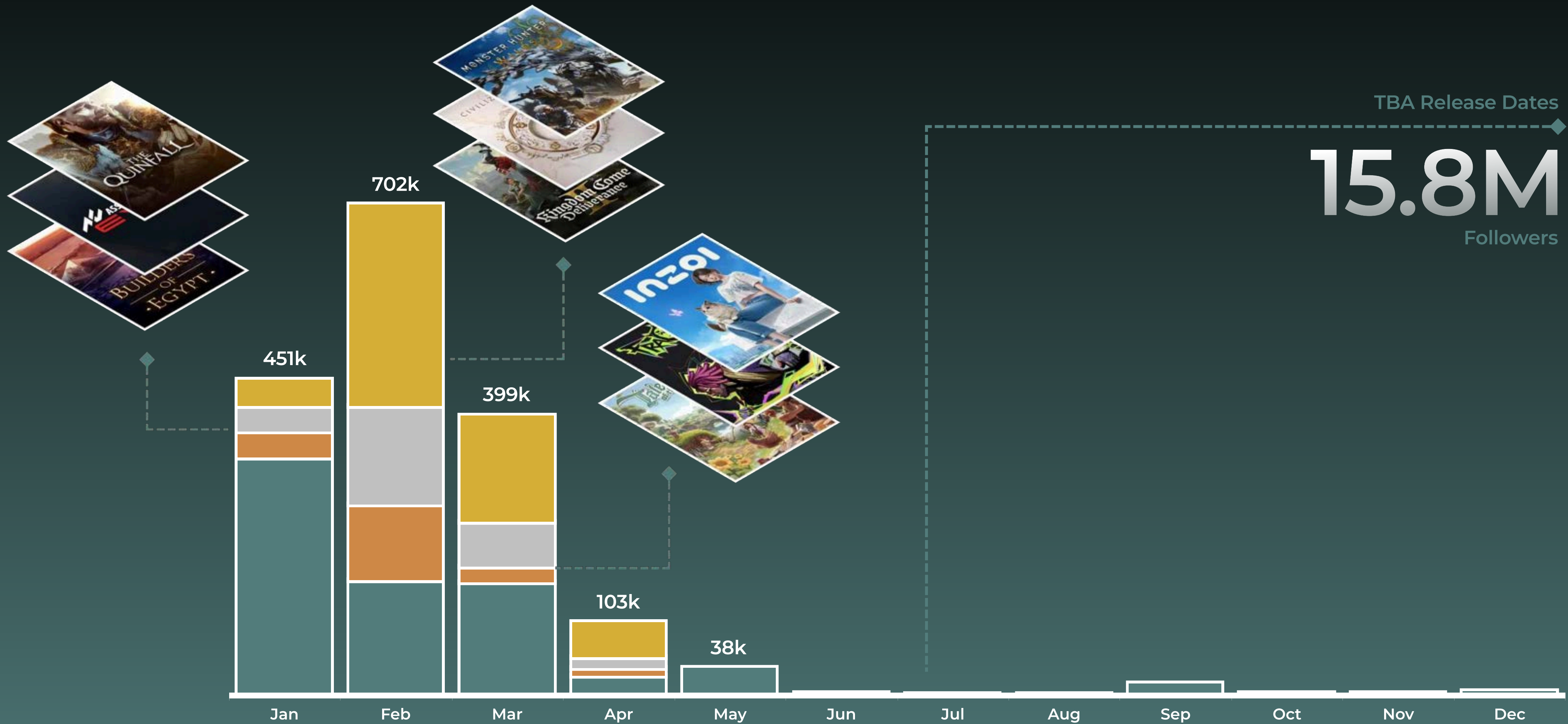|		1-10	11-50	51-100	101-200
Average Revenue, 1st Week					
	2024	$63.3M	$9.6M	$2.6M	$1.4M
	2023	$43.7M	$6.0M	$1.8M	$0.6M
Average Price					
	2024	$44.6	$45.1	$32.2	$30.5
	2023	$47.5	$40.8	$36.3	$28.0
Largest Titles - Revenue, 1st Week					
	2024	#1 Black Myth: Wukong 2024-08-19 $490M	#19 DRAGON BALL: Sparking! ZERO 2024-10-10 $44M	#70 Farming Simulator 25 2024-11-12 $42M	#185 EA Sports FC 25* 2024-09-26 $63M
	2023	#1 Hogwars Legacy 2023-02-10 $134M	#12 Resident Evil 4 2023-03-23 $34M	#99 EA SPORTS FC 24* 2023-09-28 $28M	#190 F1 23 2023-06-15 $4M

Note
YTD 2024 data from Jan 01, 2024 to Dec 16, 2024
*EA SPORTS FC 24 & 25 Gross Revenue figure includes estimate for in-app purchases

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Upcoming titles 2025

Followers grouped by release month

TBA Release Dates

15.8M

Followers

702k

451k

399k

103k

38k

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

1st 2nd 3rd ⬭ Other

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Thanks!

Industry-leading estimates

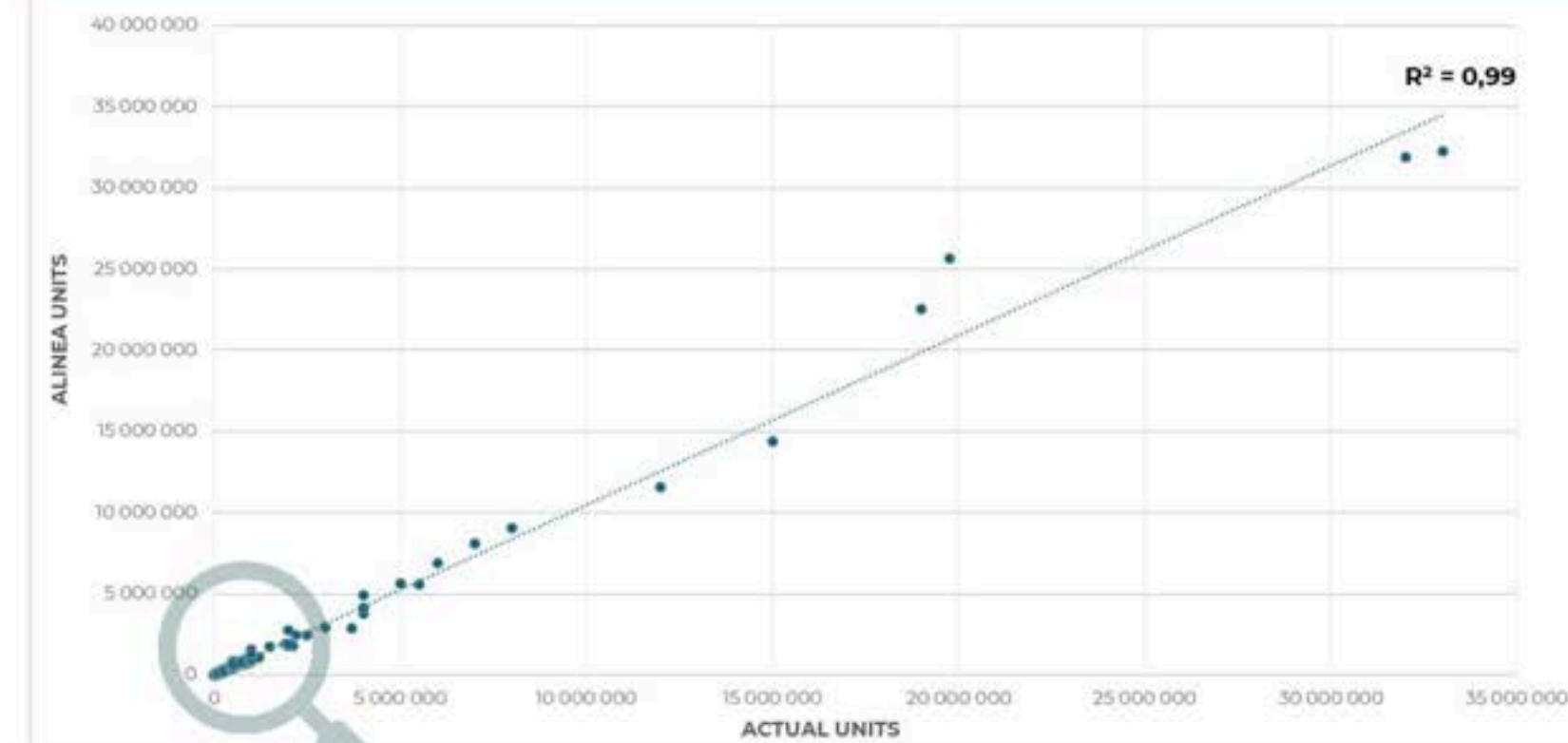Alinea Analytics equips you with accurate estimates for Gross Revenue, Copies Sold, and much more.
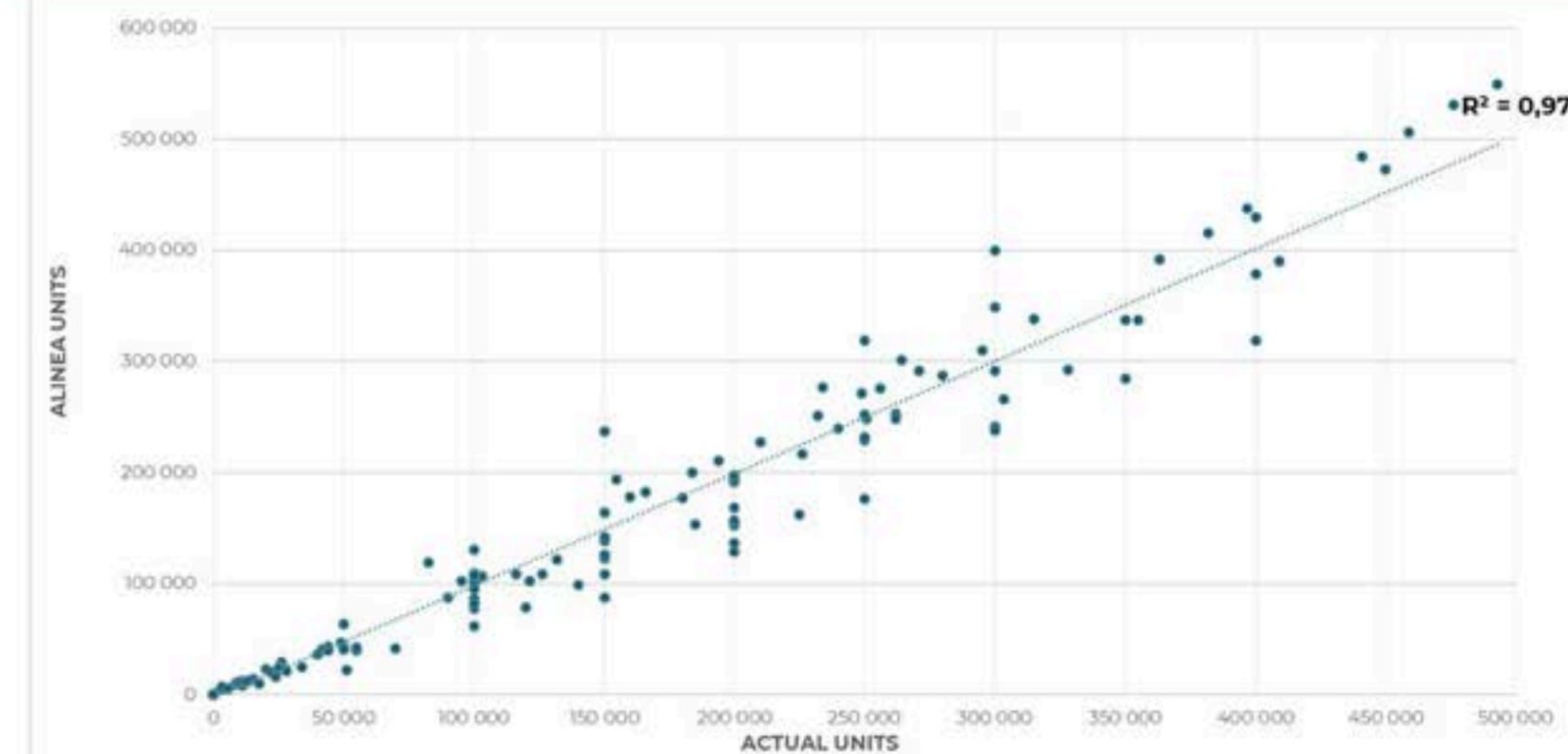

ESTIMATION ACCURACY TEST

SUMMARY	
Aggregate accuracy	96%
Games within +/- 30% margin of error	93%

| ACTUAL UNITS | 257,7 |
| ALINEA UNITS | 270,4 |

ALINEA ESTIMATE VS. REPORTED UNITS

$R^2 = 0,99$

ZOOM CLUSTER OF DATAPOINTS <500k

$R^2 = 0,97$

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Email us at
sales@alineaanalytics.no

Alinea Analytics was built with the mindset of bringing **extensive and unique market insights** into one place.

We are **trusted by** some of the largest gaming studios and financial institutions to solve their everyday workflow and decision-making.

Disclaimers

Alinea Analytics is not affiliated with Valve or Steam.

All data presented in this report are estimates generated by the Alinea Analytics platform and should be treated as such.

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