



Surviving in the post-indieapocalyptic wasteland

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CEO & Creative Director

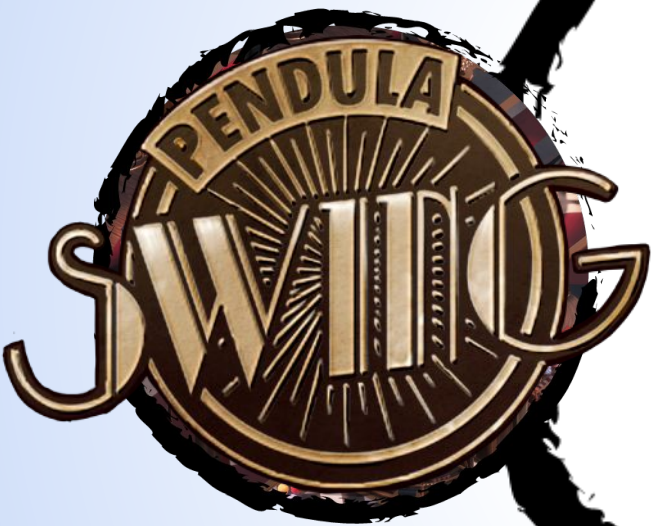
Games since 2011

Companies like Paradox, Lionbite & FutureGames

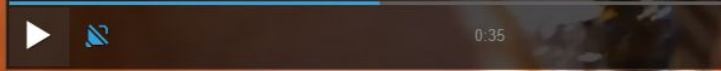
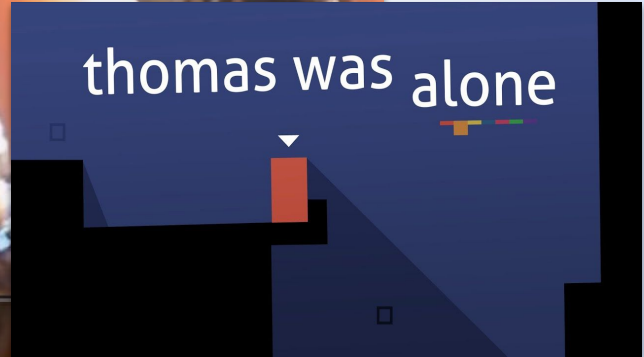
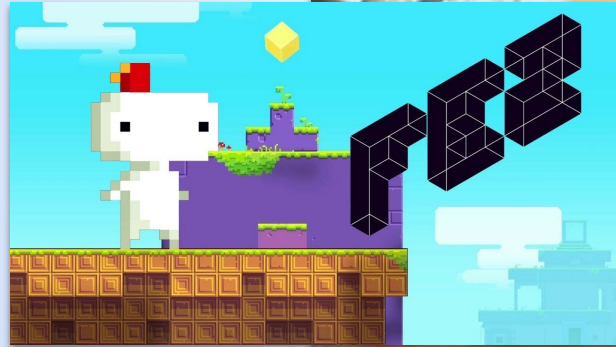
Ex solo indie dev

Based in Stockholm, Sweden





“Post-indieapocalyptic wasteland”?





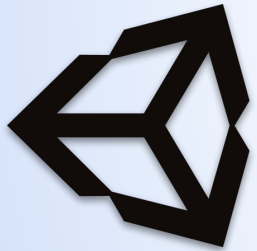
March 2, 2015

If You Love Something, Set It Free

Community News

By Tim Sweeney

Unreal Engine 4 is now available to everyone for free, and all future updates will be free!



unity

VALVE LAUNCHES STEAM GREENLIGHT

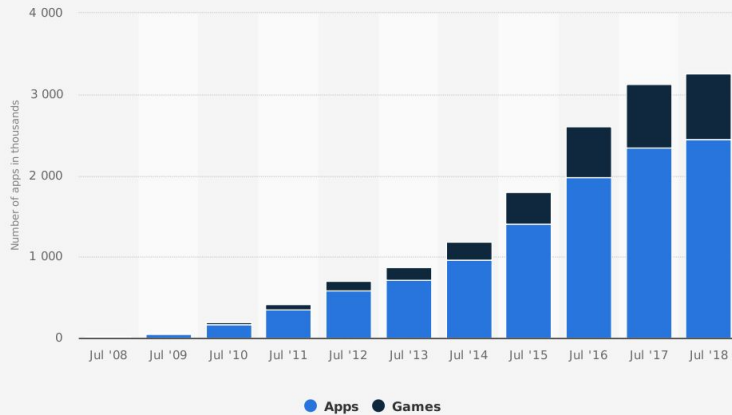
Press Release - Valve

30 Aug, 2012

Over 30 Titles Awaiting Community Feedback

August 30, 2012 -- Valve, creators of best-selling game franchises (such as Counter-Strike, Half-Life, Left 4 Dead, Portal, and Team Fortress) and leading technologies (such as Steam and Source), today announced the launch of Steam Greenlight, a new platform feature that enlists the community's help in selecting some of the next games to be released on Steam.

**Number of available apps in the Apple App Store from 2008 to 2018
(in 1,000s)**



Source:
PocketGamer.biz
© Statista 2019

Additional Information:
United States, PocketGamer.biz; July 2008 to July 2018; cumulative

Over 500 games now submitted to iOS App Store every day




Have you ever wondered how many mobile games are submitted to the iOS App Store every month?

Well, you can find out the answer by paying a visit to [PG.biz's iOS App Store Metrics page](#), which has been keeping tabs on that exact stat since the App Store opened.

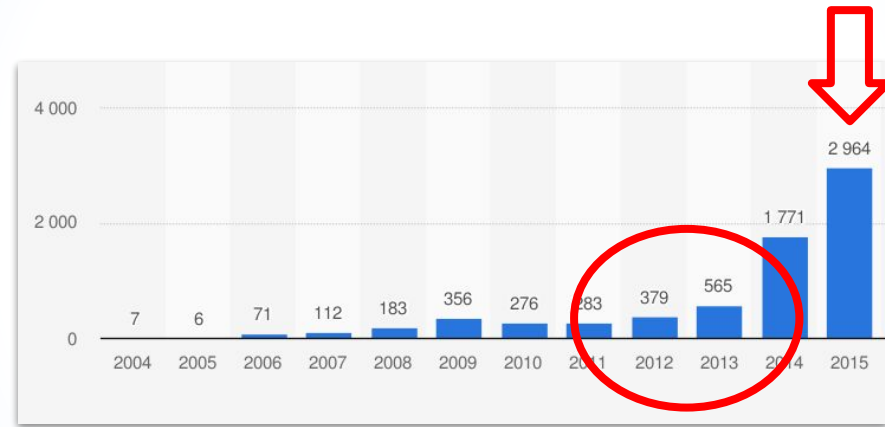
Having so much data in one place makes it easy to see how the mobile industry has evolved over the past eight years. For example, when PG.biz first started tracking data in July 2008, they only recorded a paltry 258 games submissions for the entire month.

March 9, 2016 | By Chris Kerr

 17 comments

More: [Smartphone/Tablet](#), [Business/Marketing](#)





In 2015, people started using the term “indiepocalypse”

The 5 Myths of the Indiepocalypse

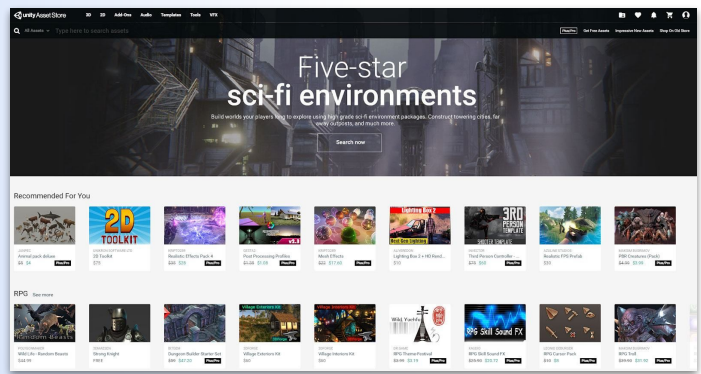
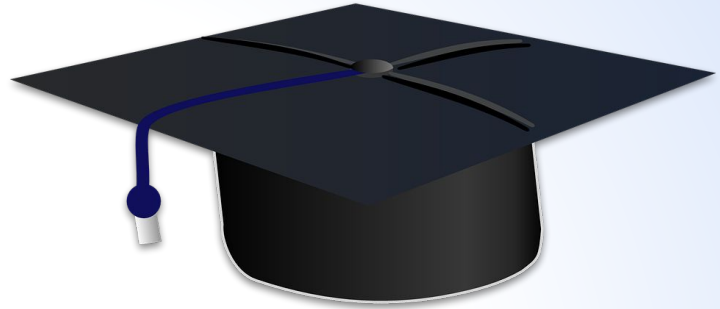
by Ryan Clark on 09/08/15 01:36:00 pm Expert Blogger Featured Post

80 comments   Share 

*The following blog post, unless otherwise noted, was written by a member of Gamasutra's community.
The thoughts and opinions expressed are those of the writer and not Gamasutra or its parent company.*

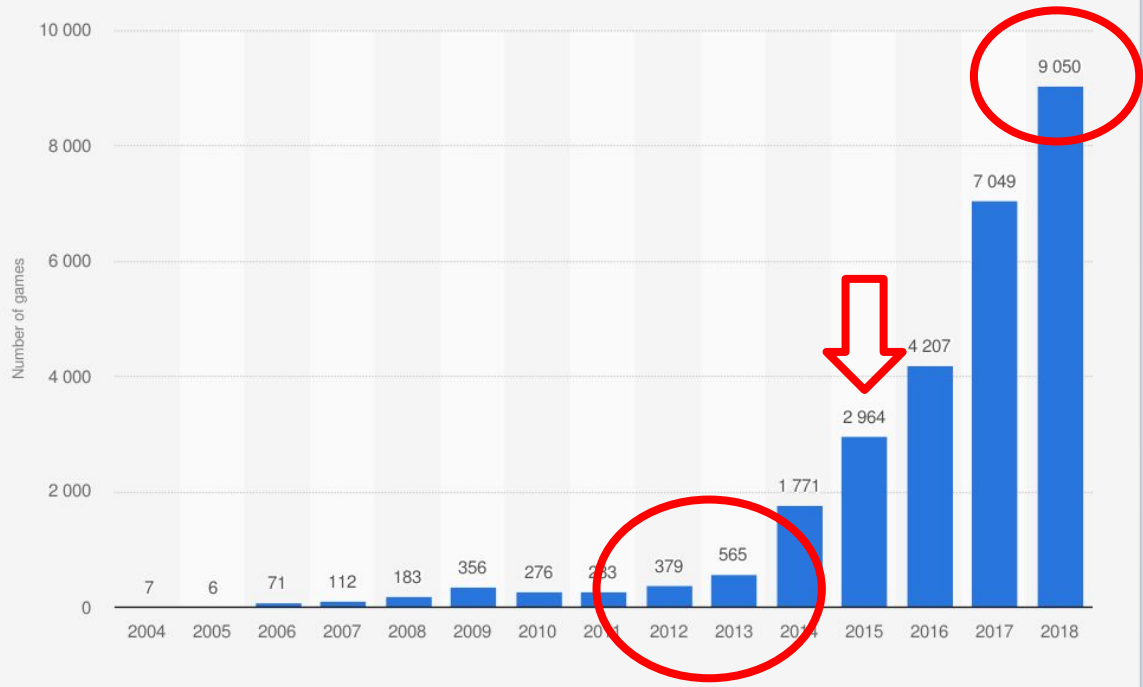
The hot topic for independent developers these days is the so-called “indiepocalypse”. It’s the notion that indies are going to have an increasingly difficult time making a living now that mobile and Steam are both “flooded” with games. Indiepocalypse posts tend to focus on 5 key ideas:

1. There is too much competition, especially now that so many games launch on Steam each week.
2. Various charts are showing bad things, such as revenue per game declining.
3. The App Store is a wasteland. Steam will now become a wasteland.
4. A few high profile indie games have had weaker-than-expected launches lately. Surely this means that the apocalypse is upon us?
5. Triple-I independent games are going to force indie budgets to rise inexorably, mirroring what happened with AAA.



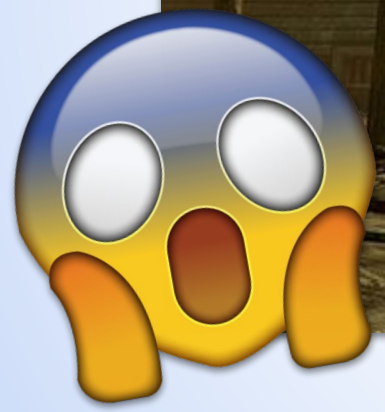


Number of games released on Steam worldwide from 2004 to 2018



Source
Steam Spy
© Statista 2019

Additional Information:
Worldwide; Steam Spy; 2004 to 2017; Online survey



How bad is it?



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Math time!

The average game on Steam will sell about
2000 copies and make
\$12,500 in revenue in its first **month**.

The average game will make
\$30,000 in its first **year**.

The average game will make
\$30,000 in its first **year**.

We're a tiny studio, and still our running cost is
~\$13,000 / month.

$$13,000 \times 12 =$$

\$156,000

$$\mathbf{\$156,000 > \$30,000}$$









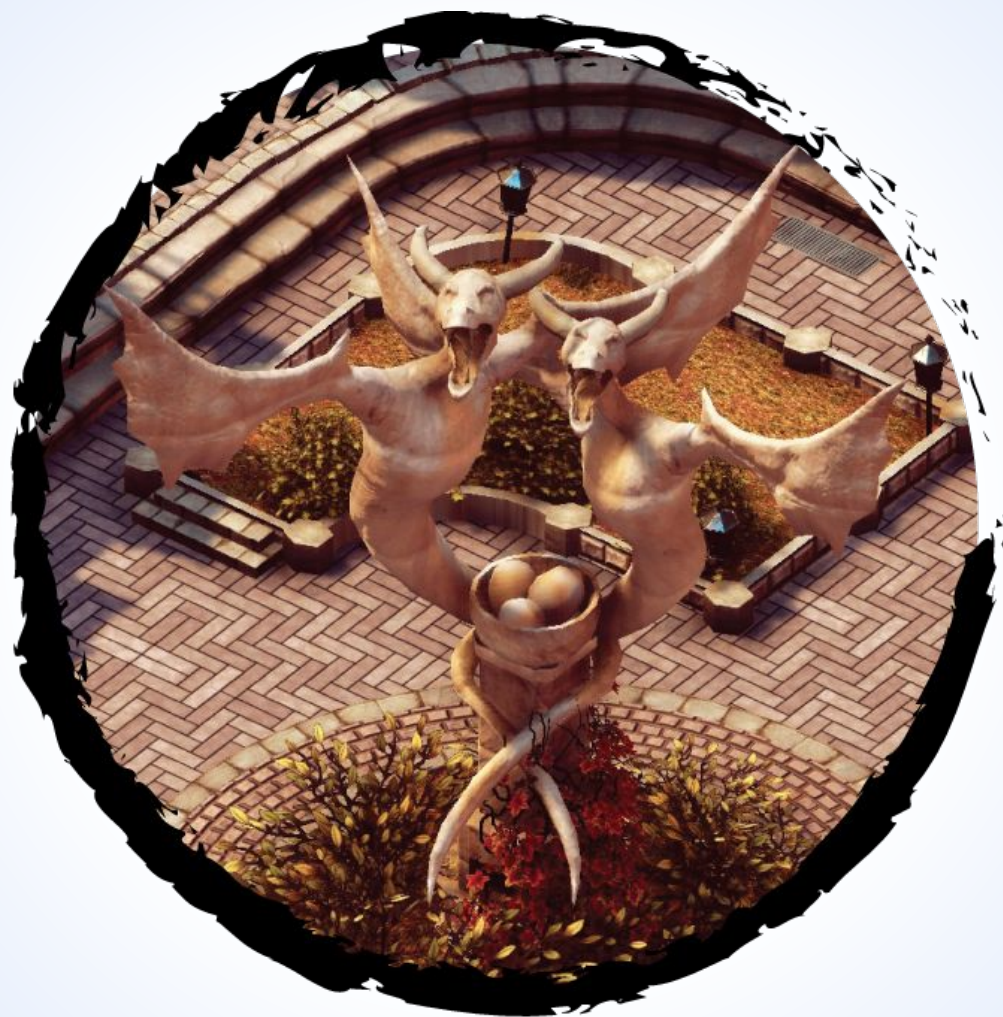








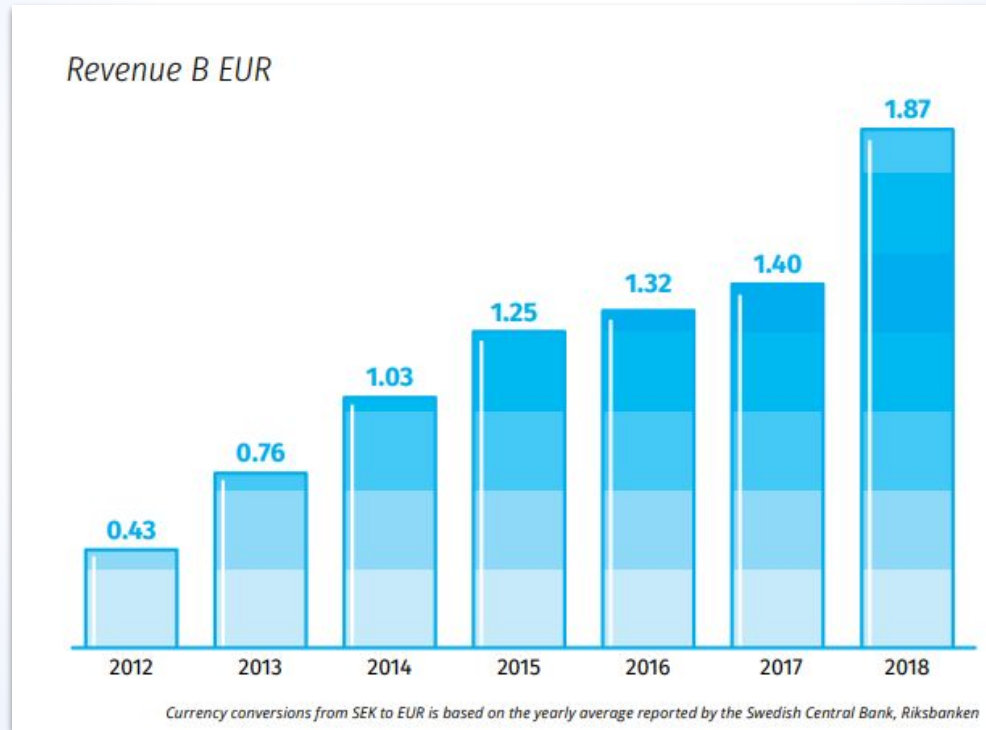








Revenue, Swedish games industry:





Lukewarm take:

The “indiepocalypse”
is not, and has never been, a thing.



Making games has always been **hard**.
It's just hard **in another way** now.

The **tools** and **knowledge** have been **democratized**,
which is **good**.

How do you **use that power**?

The **challenge** is to **stand out**,
and finding **alternative sources of revenue**.

Be smart about your **IP**, and your **assets**.

Target Audience, Target Audience, Target Audience.



Stop viewing

ZESTREA - a marriage negotiation board game

Experience ridiculous Romanian traditions, arrange weddings & survive Hard Times in a beautiful, witty game ready for commercial print



Project We Love | Tabletop Games | Cluj-Napoca, Romania

SEK 195,294

pledged of SEK 120,000 goal

679

backers

9

days to go

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all or nothing. This project will only be funded if it reaches its goal by Thu, November 21 2019 11:00 AM CET.

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Brindie means publishing services at fixed prices. Check out our free resources or book us to handle everything from your store fronts to your release plans.

Heart. Papers. Border.

[Community Hub](#)

Heart. Papers. Border. is an optimistic strategy game about travelling, freedom and changing the world!

ALL REVIEWS: 5 user reviews

RELEASE DATE: 20 Aug, 2017

DEVELOPER: Jovian Industries

PUBLISHER: Jovian Industries, Valiant Game S.

Popular user-defined tags for this product:

Early Access | Indie | Strategy | Simulation | Sci-Fi

Key takeaways

1. There are **alternative ways of earning money**, besides just making games
2. Find your **target audience**, and stick to it
3. Be open to **pivot** - have plans, but be ready to change them
4. Strive for a **diverse portfolio**
5. Find ways to be **unique**
6. **Don't** plan a **Magnum Opus** and build a company just because you have to
7. Keep your **IP** in mind
8. If no-one in the team likes business, **find a CEO/bizdev person**





VALIANT GAME STUDIO



Thank you!