

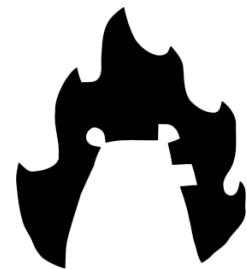


Vlambeer



Performative Game Development:
A look at the design & marketing of
Nuclear Throne

Vlambeer



Rami Ismail
Jan Willem Nijman

[illegible]



director **Jan Willem Nijman**
producer **Rami Ismail**
art **Paul Veer**
music **Jukio Kallio**
sfx **Joonas Turner**
illustrations **Justin Chan**

The background is a dark blue-grey gradient with a subtle grid pattern. In the upper left, there is a pixel art castle with a red flag. In the upper center, a small character with a blue hat and brown body is visible. To the right of the character is a small, pixelated tree. The title 'NUCLEAR' is rendered in large, bright green, blocky letters with a yellow outline and a slight 3D effect. Below it, the word 'THRONE' is in smaller, white, blocky letters with a yellow outline and a slight 3D effect. The entire title is centered horizontally.

NUCLEAR

THRONE

What is performative game development?

A fully transparent development process in which players can play, follow & discuss the game.

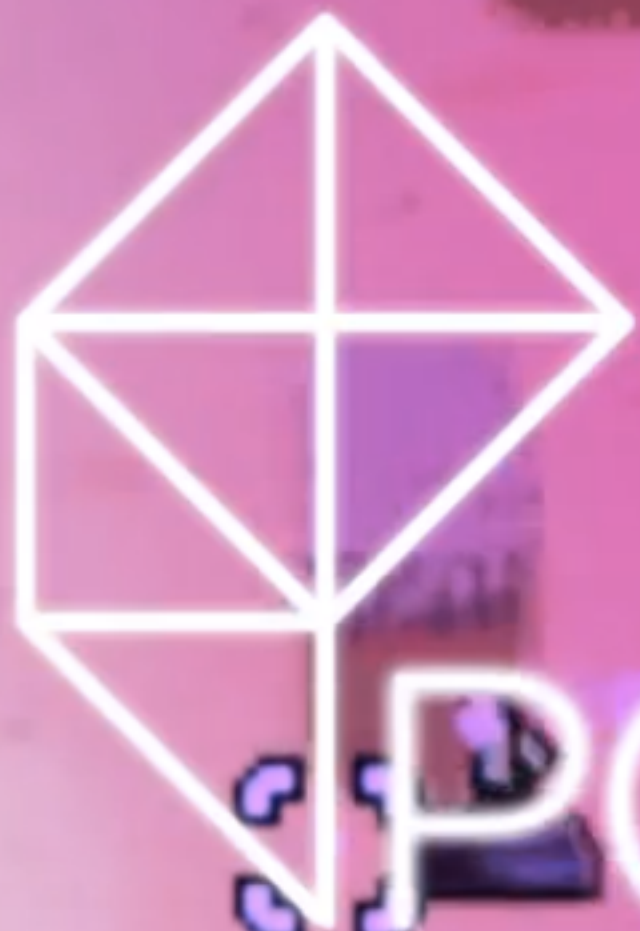


What is Early Access?

Get immediate access to games that are being developed with the community's involvement. These are games that evolve as you play them, as you give feedback, and as the developers update and add content. [Click here](#) to learn more.

[Find More](#)

10 + 10 + 10 + 10



POLYGON

Early Access Game

Get instant access and start playing; get involved with this game as it develops.

[Learn more](#) about Early Access.

What the developers say:

*"By buying Nuclear Throne you can support Vlambeer and the rest of the team while **they're working and livestreaming the development of the game**. You'll receive a new build of Nuclear Throne pretty much every week. After launch, when all the live development is over, the game will be available for slightly less than the Early Access price."*

[READ MORE](#)

Buy Nuclear Throne



\$12.99

ADD TO CART



Nuclear Throne - Flamethrowers

Edit

Vlambeer playing Nuclear Throne





It Ate Everyone ▾ Dec 20, 2013 @ 12:03am

Why has this never been on SALE.

Seriously. Drop the price a few bucks and I'll buy it. \$12.99 is such an odd and random number haha.

Steam sale pls.

Showing 1-27 of 27 comments



Wizard_Amul ▾ Dec 20, 2013 @ 12:23am

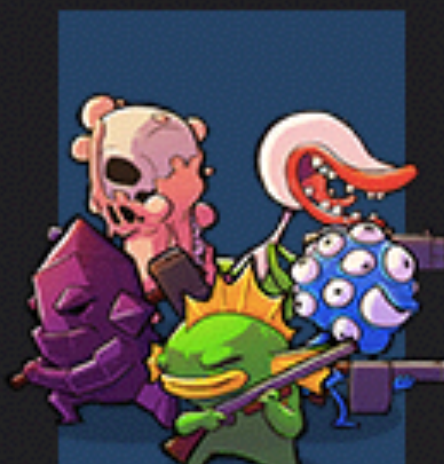
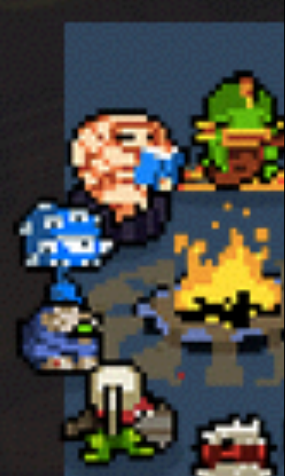
The devs have stated that it won't go on sale any time soon (and probably not at all during early access, which will likely still last a while). Now's a good time to get it as any!

If you want to see what the devs said about this, look at Rami's post in this topic:
<http://steamcommunity.com/app/242680/discussions/0/648812916839722104/>

#1

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NAVIGATION

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Sleepcycles



Tengu Drop

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Chief Executive Business & Development at Vlambeer

&

Jan Willem Nijman,

Chief Executive Design & Execution at Vlambeer,

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This permission is (retro-actively) valid from the moment your service has been launched until the end of time / apocalypse / the events in Nuclear Throne become a reality. This permission shall not be limited to any territory, planet, solar system, universe or hypothetical alternate realities.

weeks of development **38**

total builds **38**

Early Access updates released **19**

YouTube “Nuclear Throne” results **~51k**

Longest YouTube series **81 episodes**

Twitch.tv views **~5mi**

avg. Twitch viewership **~60k**

Twitch.tv followers **~4.5k**

avg. Steam playtime **8 hours 14 minutes**

more than 50 hours logged on Steam **2%**

total Steam sales **~\$200k**

weapons in Nuclear Throne **59**

7

6/10

26

155



[CROWN OF DESTINY]

Pros

Transparency

Direct communication

Motivation

Growth

Focus

Education

Cons

Early Access Reputation
Streaming
Weekly builds
Timezones
Transparency
Expectation Management
Secrets

Tips

Community is an investment

Ask people to join the community proper

Being transparent makes things easier

Self-funded development

Rhino Skin is boring

Budget your time

Concluding

Performative dev is not for every game

Development & marketing is the same thing

Educating the audience is important

Vlambeer



@tha_rami @jwaaaap



@pietepiet @kissakolme


@kozilekmusic @justinchans

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**Nuclear Throne** **\$12.99** 


Vlambeer  Get access to builds of Nuclear Throne as it's being developed and talk, chat and hang out with the team at <http://nuclearthrone.com/>

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