

# Releasing an indie game looks more like a marathon than a sprint

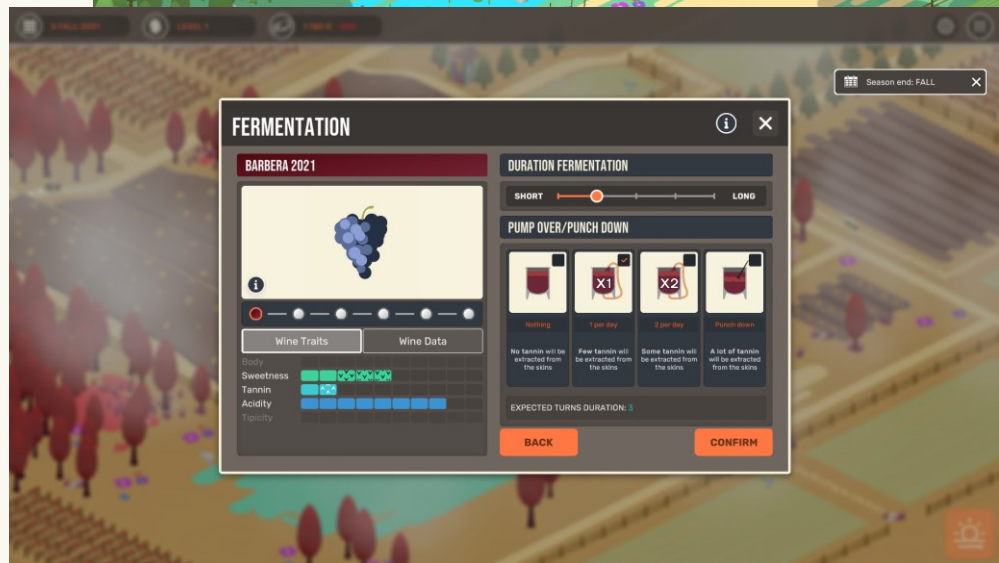
Analysis on Hundred Days release and post-release data  
and the process we went through taking decisions



# Broken Arms Games Dream Team









Is there a **market** for this game?

How **big** it is?




# WISHLIST GROWTH PROCESS

Broken Arms Games  #GDC22  
@brokenarmsgames

Took us a little bit more then expected but finally here a metrics report from last [#steamgamefestival](#), those are our data from [#HundredDays](#) winemaking sim, maybe those numbers can help other devs out there ...  
[#indiedev](#) [#gamedev](#) [#businessdevelopment](#) [#gamebiz](#) [#bizdev](#) [#steamgame](#)

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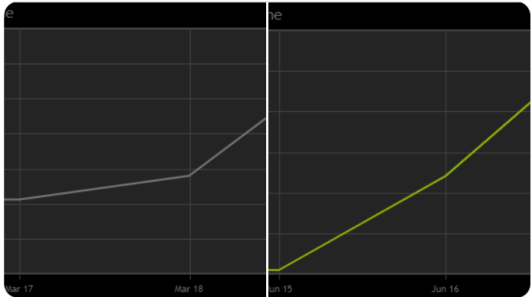


Broken Arms Games  #GDC22  
@brokenarmsgames

First two days of [#SteamGameFestival](#) summer edition are over and the results have been incredible, here a little bit of metrics comparing the same timeframe (spring vs summer)

Capsule Impressions (march vs june):  
D1: 13988 vs 2411810  
D2: 32187 vs 5971600

[Traduci il Tweet](#)





**Simon Carless**   
@simoncarless

Founder, [@gamediscoverco](#) - newsletter: [newsletter.gamediscover.co](#). Advisor [@NoMoreRobotsHQ](#), [@Dotemu](#) & more. Board [@GameHistoryOrg](#) (Fmr: IGF, GDC, dev.)

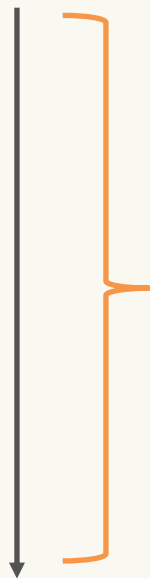
[Traduci bio](#)

[simoncarless.com](#)  Iscrizione a dicembre 2008

Following



Expectation



**SADNESS**

Reality



# EXPECTED SCENARIOS

WISHLIST	FOLLOWERS	FIRST MONTH UNITS	PRICE	STEAM REV. TOTAL	STEAM REV. NET
50.450	7.000	20.457,5	€ 18,89	€ 386.462,63	€ 162.314,31

WISHLIST / FOLLOWER RATIO	8,35
WISHLIST → FIRST MONTH SALES	0,35
FIRST MONTH → FIRST YEAR	5
FULL PRICE	€ 20,99
LAUNCH DISCOUNT	10%
LAUNCH PRICE	€ 18,89

We had plans even for a **surviving mode**:

we took down the company costs and estimate **how many copies** we should have sold to keep the boat floating...

# STEAM RELEASE NUMBERS

STEAM	
MAY 2021	11.156
JUNE 2021	2.403
JULY 2021	2.109
AUGUST 2021	816
SEPTEMBER 2021	1.642
OCTOBER 2021	1.877
NOVEMBER 2021	969
DECEMBER 2021	2.167
JANUARY 2022	1.013
FEBRUARY 2022	434

**WEEK 1**  
9.624 copies





# REALITY CHECK

Top sellers games  
build their numbers  
**over time.**

We cannot reach  
AAA numbers if we  
don't get together  
the **first 10, 100,  
1000 copies.**

I PIÙ VENDUTI A LIVELLO GLOBALE

Tutti i prodotti

Inserisci il termine di ricerca o l'etichetta  Ordina per

22.893 risultati corrispondono alla tua ricerca.

	Mass Effect™ Legendary Edition	14 mag 2021	59,99€
	Resident Evil Village		59,99€
	Resident Evil Village e Resident Evil 7 - Bundle ...	7 mag 2021	79,99€
	It Takes Two	26 mar 2021	39,99€
	Hundred Days - Winemaking Simulator	13 mag 2021	<del>20,99€</del> 18,89€
	BIOMUTANT	25 mag 2021	59,99€
	Subnautica: Below Zero	30 gen 2019	29,99€
	Mass Effect™ Legendary Edition - offerta propr...		74,68€

# AND THEN WHAT?

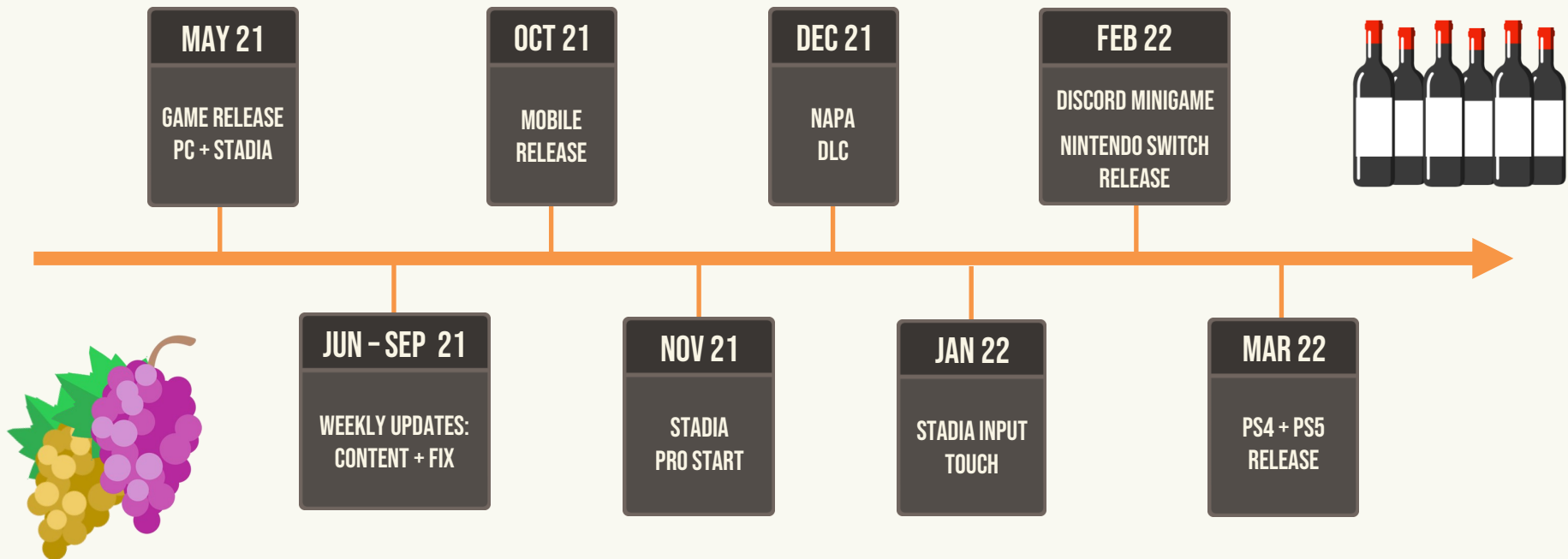
Even if lower than  
expected, we were  
still in a **positive  
scenario**

Able to afford  
**further**  
development

**Sales**  
planning



# POST RELEASE TIMELINE





# SALES SCHEDULE

	MAY 2021	JUN. 2021	JUL. 2021	AUG. 2021	SEP. 2021	OCT. 2021	NOV. 2021	DEC. 2021	JAN. 2022
STEAM	Launch -10%	Summer sale -15%			Week Sale -20%	Halloween -20%	Autumn sale -25%	Week Sale -25%	Lunar New Year -33%
						Tabletop Fest -20%		Winter sale -30%	
EGS	Launch -10%		Summer sale -15%		Sale -20%		Autumn sale -25%	Holiday Sale -30%	Lunar New Year -33%
STADIA	Launch -10%		Summer sale -15%		Indie Sale -20%		Autumn sale -25%		



# MAJOR SALES vs SHORTER SALES

	%	START	END	TOTAL SALES	FIRST DAY	CONVERSION % FIRST DAY	AVG. SALES PER DAY	WISHLIST CONVERSION	% WISHLIST TO SALES	WISHLIST BALANCE
WEEKLONG DEAL	-20%	Sep 6	Sep 13	993	374	37,66%	141,85	685	68,98%	-150
TABLETOP FEST	-20%	Oct 21	Oct 25	1024	537	52,44%	256	683	66,70%	1667
HALLOWEEN SALE	-20%	Oct 28	Nov 1	458	210	45,85%	114,5	347	75,76%	-348
AUTUMN SALE	-20%	Nov 24	Dec 1	673	220	32,69%	96,14	487	72,36%	-710
WEEK SALE	-20%	Dec 4	Dec 15	928	303	32,65%	84,36	604	65,09%	146



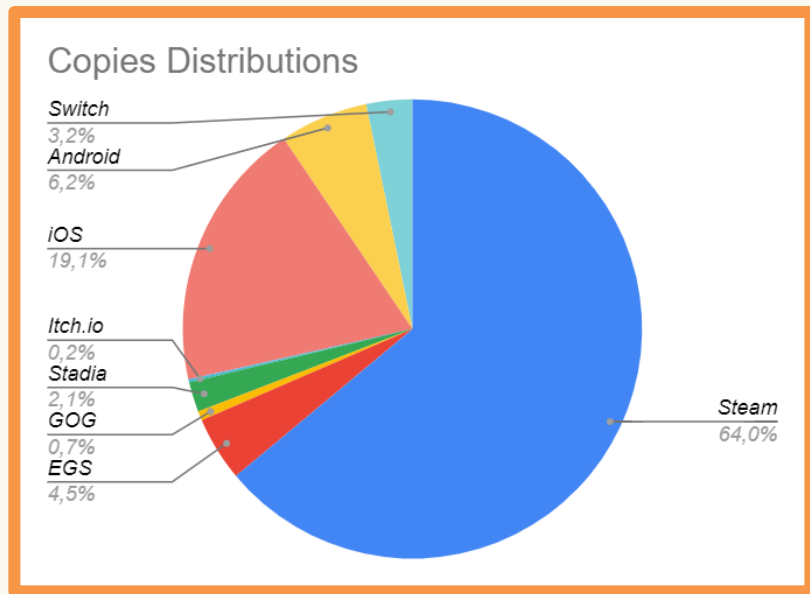
# LOOKING AT DATA CLOSER: MacOS

Mac OS Store is definitely a **new possible marketplace**, due to the relatively small cost of porting and the **potential** already proven on Steam.



Total units	27,989
Total units from Mac	2,021
Total units from Linux(?)	69
Steam revenue	\$456,361
- <u>Hundred Days</u>	\$456,361
Total revenue from Mac	\$38,580
Total revenue from Linux(?)	\$1,234

# PC STORES and CLOUD GAMING



- Total copies sold > 40K
- Stadia PRO sessions 4 months >70K
- Steam represents 92% of PC sales, EGS+GOG = 8%
- Mobile = 25% of sales



# CROSS PUBLISHER BUNDLES

**Cross promotion** between games when they participate to different sales.



## Wholesome Management Bundle

### Lifetime Numbers

Lifetime gross sales	\$4,952
Lifetime bundle units (?)	316
Lifetime average bundle price	\$15.67
Lifetime package units (?)	316
Lifetime average bundle discount	10%

# CONSOLE PORTING, DLCs, OPPORTUNITIES



- 150 copies of bundle from Dec 22 to Jan 5 (149 copies of the DLC package), Winter Sale
- 753 copies of the DLC (604 copies of the DLC package)
- 47 copies of bundle from Jan 27 to Feb 3, Lunar Sale
- 146 copies of the DLC

DLC activated a region that is not  
in Top10 for the main game:

**Australia**

# MOBILE

## Hundred Days review - "A success for the management genre"



By **Dann Sullivan** | Dec 1, 2021  
iOS + Android | [Hundred Days](#)

GET



Pixmain  
@pixmain

Hundred Days on mobile is a wine-making sim from [@brokenarmsgames](#) that FINALLY combines alcohol and strategy 🍷🤔

To quote [@eurogamer](#)'s [@Clert](#): "it works so well"

#iOS : [apple.co/33oZdUb](https://apple.co/33oZdUb)

#Android : [bit.ly/3GT75L9](https://bit.ly/3GT75L9)

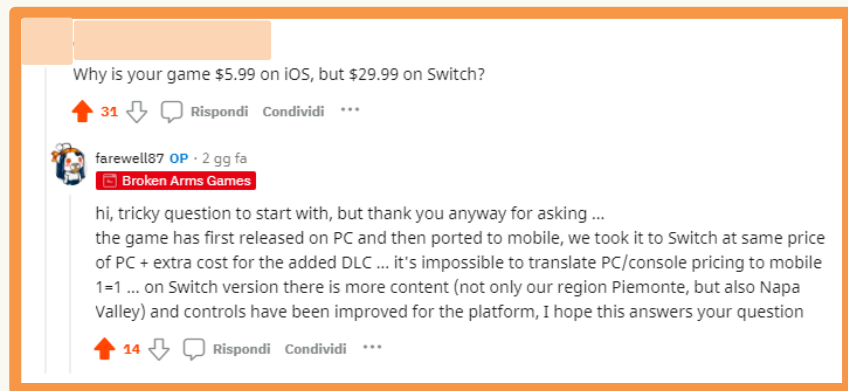
#indiedev #indiegaming #wine #Simulation

Traduci il Tweet



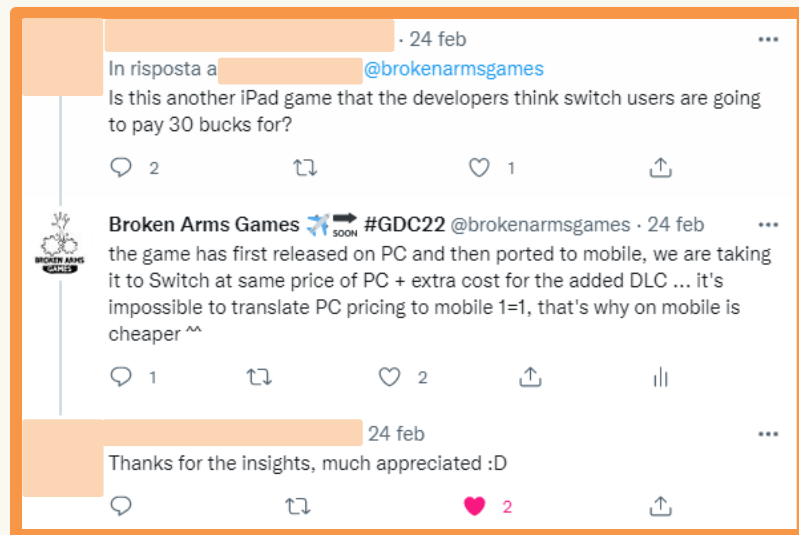


# NINTENDO



**Nintendo** players immediately compared the pricing and they **didn't compare** the Switch version to PC but to the only portable platform

**Stadia** players saw the mobile version as an **opportunity** to get a **new feature**

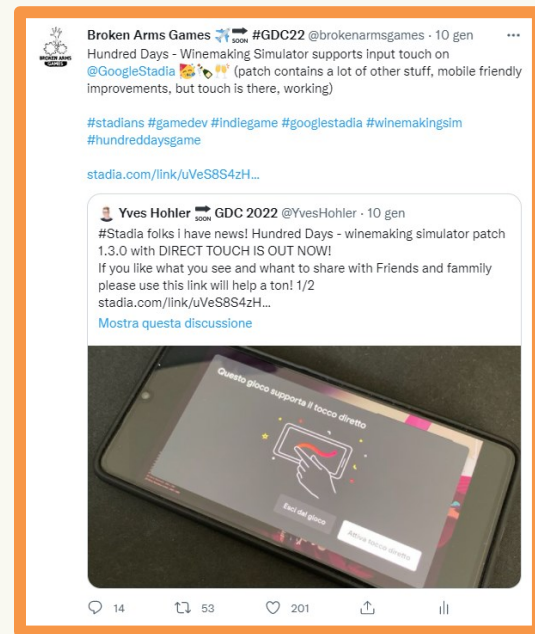


# KEEP COMMUNICATING YOUR GAME



Stadia PRO sessions:  
**+25%**

Dec. 2021 vs Jan. 2022



# KEEP ENGAGING YOUR COMMUNITY

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Cyber vigneron out there make sure to join our Discord server as we have a brand new mini wine game in it and it's super duper fun and addictive, show your skill to all other members 🍷🍷🍷

[#indiegame](#) [#gamedev](#) [#discordgame](#) [#winemakingsim](#) [#winelover](#)

[discord.gg/jr3DwU3](https://discord.gg/jr3DwU3)

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Winery Name	Grape Variety	Balance
Vimesery	Chardonnay	\$844,775
Hohlers	Barbera	\$138,350
RoyalRose	Hebbiolo	\$123,200
Chasse-Spleen	Cortese	\$12,600
Times	Dolcetto	\$0
Ace Estate	Chardonnay	\$0

YvesHohler · ©Hundred Days, 2022

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@brokenarmsgames

[#HundredDaysgame](#) is based on a lot of real "things" (places, building, people, stories etc) ... [@YvesHohler](#) is recently sharing a lot of random fact about it that maybe are not that obvious, like the "chiesetta" in La Morra 🙌

[#gamedev](#) [#indiegame](#) [#randomfact](#) [#IndieGameDev](#)

Traduci || Tweet

 Yves Hohler  #GDC22 @YvesHohler · 9 mar  
Random Hundred Days - Winemaking Simulator FACT:

The small colorful church you see in the game actually is a real church in La Morra designed by David Tremlett e Sol LeWitt for the Ceretto Family called "Cappella della Madonna delle Grazie"

[#IndieGameDev](#) [#Stadia](#) [#nindies](#) [#Steam](#)



Hai ritwittato

 Yves Hohler  #GDC22 @YvesHohler · 18 feb  
Random Hundred Days - Winemaking Simulator FACT:

All Character in the game are inspired by real people from the area the game take place

[#hundreddaysFACT](#) [#indiedev](#) [#indiegame](#) [#Videogame](#) [#Stadia](#) [#Steam](#) [#Nintendo](#) [#PlayStation](#) [#EpicGames](#)



# (not that obvious) DATA THAT MATTERS

Avg. time played: 9h

Median time played: 3h 42m

**41%** of users played **5+ hours**

**23%** of users played **10+ hours**

**9%** of users played **20+ hours**



Country	Units	Percent of Total
<u>United States</u>	6,382	25%
<u>China</u>	3,109	12%
<u>Germany</u>	2,183	8%
<u>Korea, Republic of</u>	1,486	6%
<u>Russian Federation</u>	1,133	4%
<u>United Kingdom</u>	1,110	4%
<u>Canada</u>	1,018	4%
<u>Argentina</u>	883	3%
<u>France</u>	864	3%
<u>Japan</u>	817	3%
Other	6,876	27%

# PLANNED vs NOT PLANNED



Release with a good amount of **wishlist**

Sales

**Porting** to mobile and consoles

Possibility to get **a deal** down the line

**Cultivating** a community that we didn't imagine could exist = \$\$\$

Cross publisher **bundles**

**Smaller sales** worked like a charm = **more** like them

Taking the game to **marketplaces** that weren't planned





# CONCLUSION

If D1, D7, D30 sales are not as you expected and as a developer **you can afford it**, try to keep following your release daily and check numbers to see what affects them.

Poor sales at D1 doesn't necessarily mean you will not sell some decent copies in the end.

**Prepare yourself for quite a marathon, a good start is good, but make sure your legs will last for the whole journey.**



# THANK YOU!

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Business Developer and CoFounder

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