

# What do we mean when we say Indiepocalypse?

Armin Ibrisagic  
Game Designer & PR  
Manager

@arminposts



## Games released by Coffee Stain

Sanctum (2011)

Sanctum 2 (2013)

A Story About My Uncle (2014)

Goat Simulator (2014)

The Westport Independent (2015)



## Games released by Coffee Stain

The release of Sanctum 1 and Sanctum 2 were extremely different

- We were already noticing a loss in discoverability when releasing Sanctum 2 in 2013, compared to Sanctum 1 in 2011
- Sanctum 2 was released around the time when Greenlight became a thing
- Gut feeling was that people were more “reserved” when purchasing Sanctum 2 compared to Sanctum 1



# Games released on Steam since 2011

Early award winning indie games start going 75% off on Steam sales  
~2012-2013

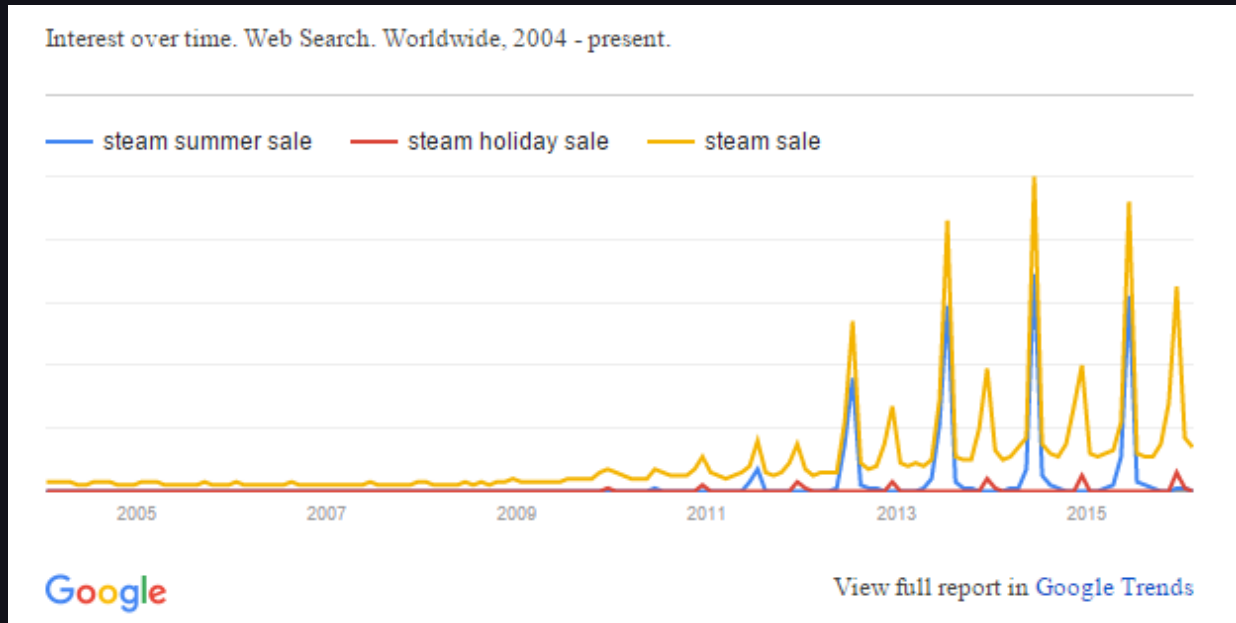
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## Experiences from Steam

Player quote:

“I spent over 100 hours in Sanctum 1 with two of my friends - I can't wait till the next time Sanctum 2 is on 75% off!”



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40% of players never finished the first level in Sanctum 2



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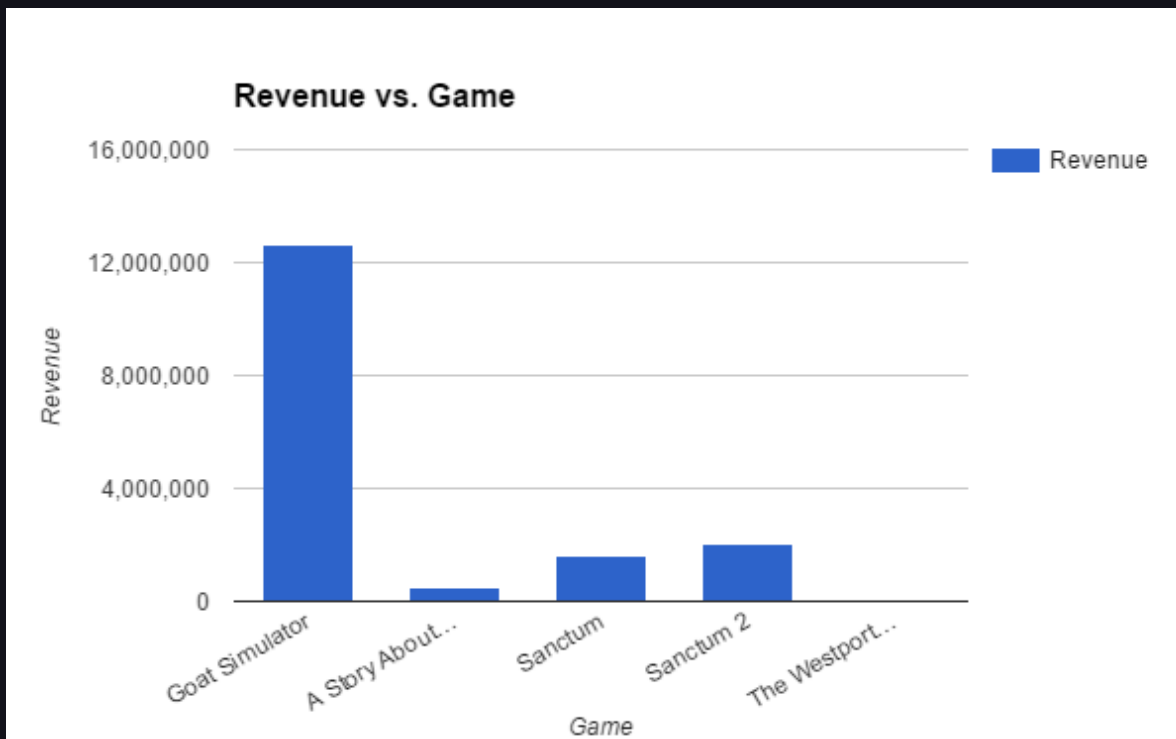
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Goat Simulator was wildly more successful than Sanctum 2



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Oh, and they are also 75% off :)



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Shareability - (unique games = great watercooler conversation starter)

