Game Market Copilot

What became of the Steam Next Fest entrants

June's results, in time for October's Next Fest

For all 4,418 games in June's Next Fest, this report sets each title's result at the fest against its release status on October 19, 119 days after the fest ended.

Game Market Copilot
Data as of 2026-10-19

Background images: BOMBANANA! / Bills Must Be Paid / IRON NEST: Heavy Turret Simulator / Endacopia / Onimusha: Way of the Sword / Strikers Club / ReStory: Chill Electronics Repairs / SpiritVale (from the Steam store)

In brief

Key findings

01 **2,389 of the 4,418 entrants (54%) had released by October 19** Ch. 1

02 **66% of titles that listed an exact release date in June (684 of 1,031) launched on that day** Ch. 1

03 **Titles released since the fest have a median of 15 reviews, and 80 have 1,000 or more** Ch. 2

04 **62% of the Next Fest Top 50 reached 1,000 reviews, against 2.4% of the rest** Ch. 2

05 **Of the 80 titles with 1,000+ reviews, 23 were in the Top 50 and 57 were not** Ch. 2

06 **Titles that passed 1,000 reviews outside the Top 50 tend to have more followers** Ch. 3

> About 8 in 10 released titles have fewer than 100 reviews. About 7 in 10 of the 80 titles that reached 1,000 reviews were not in the Next Fest Top 50.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / As of 2026-10-19 / cumulative review counts across all purchase sources

Scope and three groups

The titles compared in this report

Entrants
4,418 titles
All June 2026 Steam Next Fest entrants (June 15-22)

→

Released by Oct 19
2,389 titles
54% of entrants

→

1,000+ reviews
80 titles
of the 2,387 released titles with a review count

The entrants fall into three groups by their position on the Most Played list on Steam's Next Fest page during the June fest.

- **Final Top 50** 50 titles
  The 50 titles on the public Most Played list captured on June 23
- **Briefly in the Top 50** 65 titles
  Ranked in the top 50 in at least one 30-minute snapshot during the fest, but not on the final list
- **Never in the Top 50** 4,303 titles
  Never ranked in the top 50 during the fest

Most Played is the list Steam shows based on how many people play each demo.
It is not a sales or wishlist ranking.

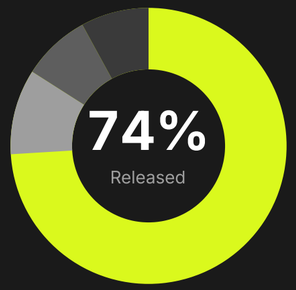
Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants / Release status and review counts as of October 19, 2026 / Rankings from 30-minute snapshots during the fest and the public list of June 23

Chapter 1 · Release · all entrants, N=4,418

Release status four months on

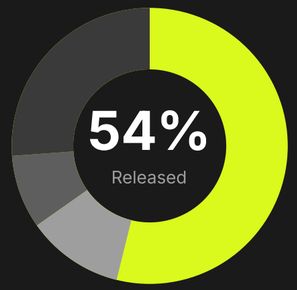
As of October 19, 2,389 of the 4,418 entrants (54%) had launched, including 37 of the Top 50 (74%).

Most Played Top 50 50 titles



Released	**37 titles**	74%
Unreleased, date given	**5 titles**	10%
Unreleased, year only	**4 titles**	8.0%
Unreleased, no date	**4 titles**	8.0%

All other entrants 4,368 titles



Released	**2,352 titles**	54%
Unreleased, date given	**496 titles**	11%
Unreleased, year only	**376 titles**	8.6%
Unreleased, no date	**1,144 titles**	26%

Share released, by release timing on the store page in June

	Top 50	All others
Specific timing in June	**88%** (23/26)	**72%** (1,501/2,073)
Said only “2026”, or no date	**58%** (14/24)	**37%** (851/2,295)

Within each timing group, more of the Top 50 had launched. But the Top 50 groups have only 26 and 24 titles, so one title shifts the rate by about 4 percentage points.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants / Released = store status as of 2026-10-19 (includes one older game first released in 1999) / Planned dates as written on the store page on June 24

June plans and October status

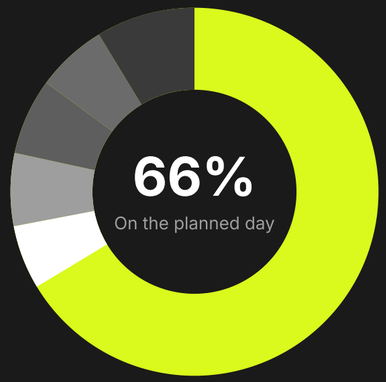
Did June release dates hold?

Release plans on the store pages at the end of June's Next Fest, set against whether each game had released by that date.

Share released by October 19, by planned timing



Did the 1,031 titles with an exact date launch on that day?



On the planned day	**684 titles**	66%
Before the planned day	**58 titles**	5.6%
1-7 days late	**66 titles**	6.4%
8-30 days late	**69 titles**	6.7%
31+ days late	**64 titles**	6.2%
Unreleased on Oct 19	**90 titles**	8.7%

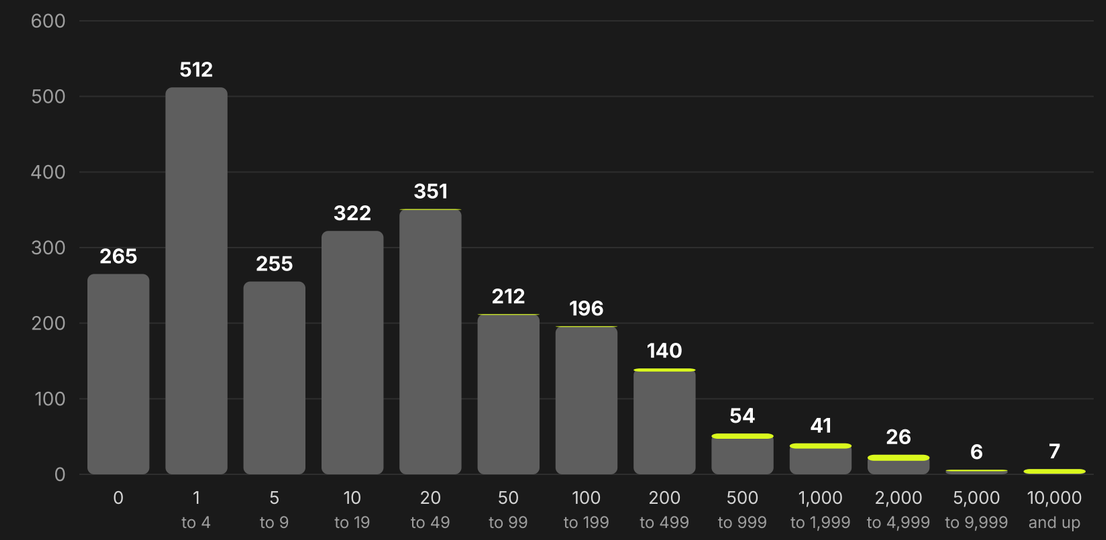
Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants / Plans as written on June 24, grouped as in the June report (month = its 15th, quarter = 15th of its middle month, counted from June 22), leaving out 65 titles still showing a pre-fest date / Exact dates: the 1,031 titles with a planned date from June 15 through October 19 / as of 2026-10-19

Chapter 2 · Reviews · 2,387 titles

Review counts for released June Next Fest titles

Of the 2,388 titles released from the start of the fest through October 19, 2,387 had a known review count. On October 19, about a third of them had fewer than 5 reviews. The median was 15, and 80 titles had 1,000 or more.

Released titles · Of which Most Played Top 50 · Horizontal axis: review-count bands



25th percentile	Median	75th percentile	90th percentile	99th percentile
3	15	65	240	3,217

Lime segments are Top 50 titles. 6 of the 7 titles with 10,000+ reviews were in the Top 50.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / cumulative review counts across all purchase sources, as of 2026-10-19 / "to" marks the top of each band

By release month · 2,387 titles

Review counts by release month for the June Next Fest titles

The 2,387 June Next Fest titles released by October 19 with a known review count, split by release month. Each band covers the middle half of titles (25th to 75th percentile), and the dot is the median.



The 334 titles released in June, just after the fest, had been on sale the longest, yet had the lowest median: 6 reviews, against 24 for September releases. These figures do not show that release month determined review counts.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / review counts across all purchase sources, as of 2026-10-19 / October releases have at most 19 days of reviews

Fest ranking and reviews · 2,387 titles

Reviews by Top 50 placement during the fest

Titles grouped by their place on the Most Played list during the June fest. The final Top 50 has a median of 1,556 reviews, and titles never in the Top 50 a median of 13. Titles briefly in the Top 50 had 100+ reviews at almost the same rate as the final Top 50.

	Median	100+ reviews	1,000+ reviews
Final Top 50 37 released	1,556	95%	62%
Briefly in the Top 50 43 released	508	91%	37%
Never in the Top 50 2,307 released	13	17%	1.8%

Within each publishing setup, the final Top 50 still had a higher share reaching 1,000 reviews: 57% vs. 1.7% for self-published titles and 69% vs. 5.8% for titles with a publisher. Among titles released by the end of August, the shares were 73% and 2.5%. Each Top 50 group here is small, at 16 to 22 titles.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / review counts across all purchase sources, as of 2026-10-19 / Fest rankings from 30-minute snapshots (to June 23)

1,000+ reviews · all 80 titles

The 80 titles with 1,000+ reviews

Of the 80, 23 were in the final Top 50, 16 were briefly in it, and 41 were never in it. Only 1.8% of the never-ranked titles reached 1,000 reviews, but 62 times as many never-ranked titles had launched as final Top 50 titles, so they are the largest group by count.

	Released		Share with 1,000+		1,000+ reviews
Final Top 50	37 titles	×	62.2%	=	23 titles
Briefly in the Top 50	43 titles	×	37.2%	=	16 titles
Never in the Top 50	2,307 titles	×	1.78%	=	41 titles

At a 100-review threshold there are 470 titles, and 435 of them (93%) were outside the final Top 50. Among titles released by the end of August, 33 of the 59 with 1,000+ reviews were never in the Top 50.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / as of 2026-10-19 / Share = titles with 1,000+ reviews among the group's titles

Chapter 3 · Outside the Top 50 · all 57 titles

57 titles outside the final Top 50 with 1,000+ reviews

Sorted by review count. The 16 with a violet outline were briefly in the Top 50 during the fest.

Source: Game Market Copilot / The 57 June 2026 Steam Next Fest entrants that launched after the fest began, were not in the final Top 50, and have 1,000+ reviews / review counts across all purchase sources, as of 2026-10-19 / Images from the Steam store (none shown for 3 adult titles)



12,770 reviews
Bills Must Be Paid



8,397 reviews
Endacopia



5,965 reviews
Strikers Club



5,471 reviews
SpiritVale



5,160 reviews **Peak #17**
Kingdom Rush 6: Gene...



4,908 reviews
Click the Button



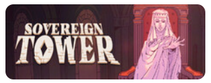
4,820 reviews
Pathogenic



4,697 reviews
Sir, We Have an Orc Pr...

Adult title, no image

4,397 reviews **Peak #12**
Train45



4,267 reviews
Sovereign Tower



3,895 reviews
Well Dweller



3,331 reviews **Peak #25**
Silver Pines



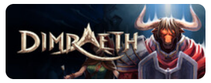
3,217 reviews
KOTAMON: My Sis Fou...



3,072 reviews **Peak #14**
Deskrawl: Idle ARPG



2,969 reviews **Peak #34**
Leafy Corner



2,925 reviews
Dimraeth



2,549 reviews **Peak #32**
Welcome to Elderfield



2,533 reviews **Peak #34**
Desktop Explorer



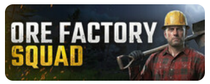
2,369 reviews
Hearth and Hamlet



2,135 reviews
Master Healer Kale wit...



2,059 reviews
Sludgineers



2,055 reviews
Ore Factory Squad ⛏



2,035 reviews **Peak #21**
The Sinking City 2



1,943 reviews **Peak #36**
Shroom and Gloom



1,919 reviews
The Message from Dee...

26-57



1,794 reviews
Combolands: Roguelik...



1,753 reviews
The Life and Suffering ...



1,637 reviews
Batomon Showdown



1,595 reviews
lily's world XD



1,592 reviews
Eslabong



1,567 reviews
Chop Chop Inc.



1,535 reviews
Anomaly President



1,522 reviews
Shadow Dungeon

Adult title, no image

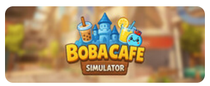
1,511 reviews **Peak #48**
Sex, Secrets & Used Te...



1,483 reviews
Woodo



1,477 reviews **Peak #47**
Normal Golf Game



1,461 reviews
Boba Cafe Simulator



1,337 reviews **Peak #6**
Backyard Baseball



1,334 reviews **Peak #14**
Sineus Arena Survivors



1,301 reviews
Path of Idle: Old Gods ...



1,289 reviews
Staffer Retro : A Super...



1,277 reviews
A Game About Choppi...

1,262 reviews
IGTAP: an Incremental ...

1,241 reviews **Peak #11**
Cozy Cleaner

1,221 reviews
SPRAWL zero

1,209 reviews
Could You Be a Gal Ma...

1,204 reviews
Evil School

1,181 reviews
Ruins of Dawn

1,180 reviews
Project P.I.T.T.

1,174 reviews
侠影录

1,162 reviews
Dirty Business

1,111 reviews
Is the Vat Utopia or Dy...

1,102 reviews
Worming from Home

1,096 reviews **Peak #24**
Duskfade

1,064 reviews
Database Detective: Mi...

1,052 reviews
Stonewards

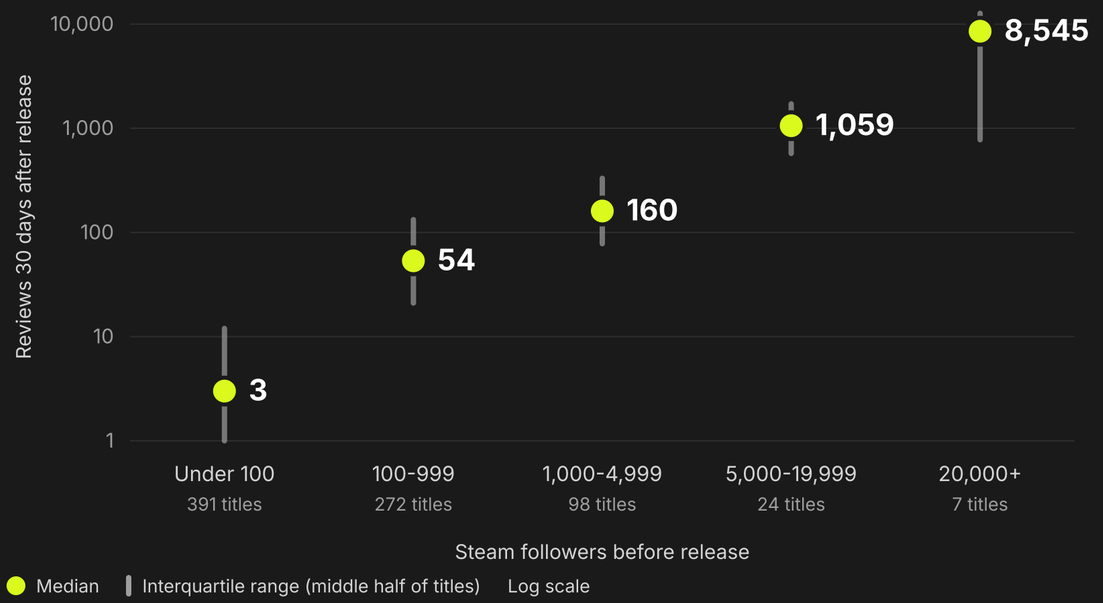
Adult title, no image

1,025 reviews **Peak #18**
Succubus Successor: ...

Followers before release · exploratory

Pre-release followers and 30-day reviews

A game's follower count is the number of Steam users following it. Among the 792 titles with a pre-release count, the median 30 days after launch was 3 reviews for titles under 100 followers and 1,059 for those with 5,000-19,999.



All 7 titles with 20,000+ followers are Top 50 titles. All 792 titles were released in August or September.

Source: Game Market Copilot / The 792 June 2026 Steam Next Fest entrants released from July 29 on with at least 30 days on sale and a follower count taken before release (median 17 days before) / 30-day reviews count Steam purchasers only

Profile of the 57

How the 57 compare with released titles

Compared with released titles overall, the 57 have far more followers and are more likely to have a publisher. The share with specific release timing in June and the median days to launch are similar.

	1,000+ reviews outside Top 50 57 titles	Released titles 2,387 titles
Median followers Latest count, may be after release; 57 and 2,382 titles	7,485	83
Share with a publisher Developer and publisher names differ	40 %	17 %
Median positive review rate The 56 and 1,198 titles with 10+ Steam purchaser reviews	91 %	87 %
Share with specific timing in June Exact date, month or quarter	68 %	64 %
Days from fest end to release Median	46 days	45 days

> Apart from Next Fest ranking, the number of followers a game gathered before launch moved closely with its reviews after launch. Across all pairwise comparisons of the 792 titles with a pre-release follower count (page 12), excluding pairs tied on either measure, the title with more followers also had more reviews 30 days after launch in 82% of pairs (about 50% if there were no association). The figure stays at 79-83% when self-published and publisher-backed titles, or August and September releases, are counted separately.

Source: Game Market Copilot / The 2,387 titles with a known review count among the 2,388 released since the fest began on June 15, as of 2026-10-19

Conclusion

Summary

By October 19, just over half of June's entrants had launched, and titles released since the fest have a median of 15 reviews. Titles in the final Most Played Top 50 were much more likely to have 1,000+ reviews, yet about 7 in 10 of the 80 titles with 1,000+ reviews came from outside it.

Page 2 sums up each chapter.

Reading these numbers

Every figure here shows an observed association. None shows that making the Top 50 caused what happened after launch. Most Played is not a sales or wishlist ranking, and the Top 50 is a small sample of 50 titles.

NEXT

We will track the October Next Fest entrants (October 19-26) after launch in the same way.

Source: Game Market Copilot / all 4,418 June 2026 Steam Next Fest entrants; the 2,387 titles with a known review count among the 2,388 released since the fest began on June 15 / as of 2026-10-19

Scope and method

Titles and measures in this report

Titles analyzed

All 4,418 June 2026 Steam Next Fest entrants (June 15-22), the same set as in our June Next Fest report. Release status is the store status on October 19.

Most Played Top 50

The 50 titles on the public Most Played list on the Next Fest page, captured on June 23. “Briefly in the Top 50” means a title appeared in the top 50 of that list in at least one of the 30-minute snapshots taken during the fest.

Review counts

Cumulative reviews from every purchase source, as of October 19. Positive review rate and 30-day counts use Steam purchaser reviews. None of these are sales or player counts.

Followers and publishing setup

Followers are Steam game followers, recorded for each title about once a month from late July. A title counts as self-published when its developer and publisher names overlap.

Game Market Copilot continuously collects and aggregates Steam store and review data to help game developers and publishers make decisions with figures and AI tools. You may quote figures from this report with “Game Market Copilot” as the source. Charts made by GMC may be republished unchanged. Game capsule art remains the property of its rights holders.

gamemarketcopilot.com

Source: Game Market Copilot / Scope: the 4,418 June 2026 Steam Next Fest entrants / Observed: 2026-10-19 / Measures: release status, review counts, positive review rate, followers