Game Market Copilot

— FULL LINEUP / JUNE AND OCTOBER

October 2026 Steam Next Fest
Entrants compared with June, Part 1

Every title listed on the Next Fest event page during the October festival, compared with June

Game Market Copilot · Data as of 2026-10-27

Background: Worst Class Ever / Probably Stolen - Cyberpunk Shopkeeper Sim / Find The Needle / Fart Together (Most Played ranks 1 to 4, from their Steam store pages)

KEY FINDINGS

Key findings

01 **Titles with a public demo: 4,410 in June, 7,447 in October, 1.69x as many** Ch. 1

02 **Self-published games made up over 90% of the 3,037 extra titles** Ch. 1

03 **The 2D/3D shares barely changed; the biggest genre or style shift was Action, 37.1% to 33.6% of entrants** Ch. 2

04 **Titles tagged Auto Battler, Card Game or Roguelite rose sharply** Ch. 2

05 **Platformer went from 168 to 177 titles, so its share of entrants fell as the festival grew** Ch. 2

06 **Titles with an exact release date within three weeks of Next Fest's end rose from 348 to 1,517** Ch. 3

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Publisher and other store details captured just after each festival closed (June: through Jun 24; October: Oct 27); release-date text: latest available by June's close and on Oct 27 just after October's close; tags captured during each festival

SCOPE

The two festivals in this report

June 2026 (Jun 15 to 22, Pacific time)

4,410 titles

Every title listed on the event page during the festival week: the 4,418 in our June report minus 8 that never appeared on the page.

→

October 2026 (Oct 19 to 26, Pacific time)

7,447 titles

Every title listed on the event page during the festival (Oct 20 02:00 to Oct 27 02:00 JST).

Here, "entrants" are the games listed on Steam's Next Fest event page during the festival, which means games with a public demo. Each game counts once, by the full game's store page rather than its demo. Tag ratios compare festival totals. October's 7,447 is the 7,079 listed when the festival opened plus 368 that appeared on the page later in the festival. Our next report compares October's demo play and follower changes with June's.

Ch. 1 **Entrants and publishers** page 4

Ch. 2 **Genres and tags** page 7

Ch. 3 **Release plans after the festival** page 12

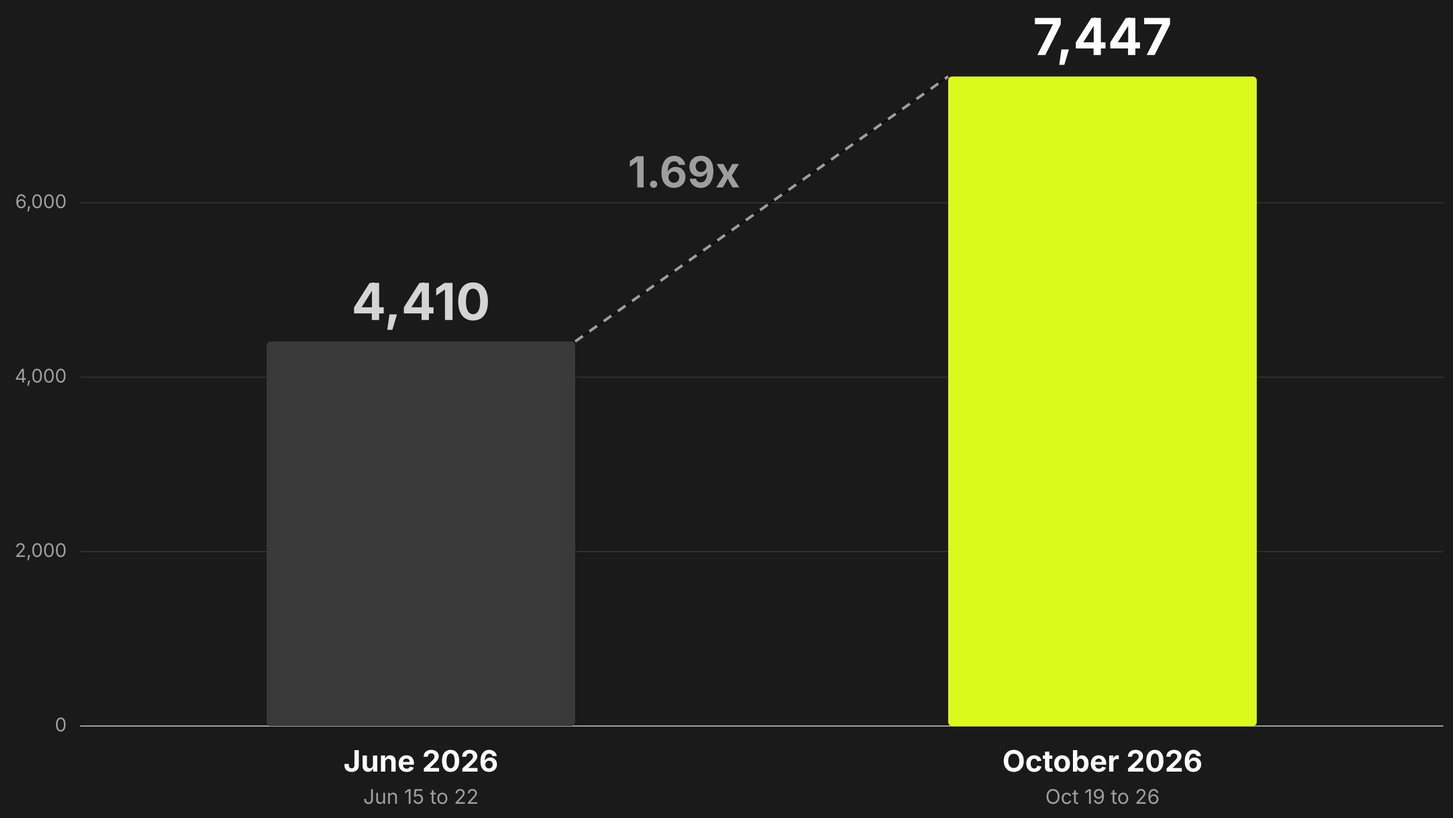
Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants)

CHAPTER 1 ENTRANTS / FULL COUNT, BOTH FESTIVALS

Next Fest entrant counts

Steam Next Fest entrants rose from 4,410 in June 2026 to 7,447 in October, 1.69x as many.

> The “over 8,000” figure in early news coverage counts the pre-opening press preview list. That list includes every game registered for Next Fest, but a title without a demo never appears on the event page. Counting only games whose demo went live gives 7,447.



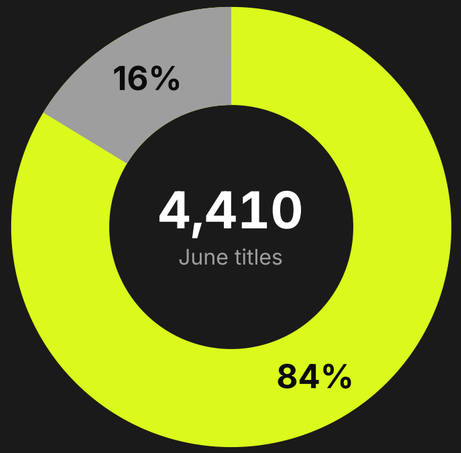
Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / “Over 8,000”: PC Gamer; listing rules: Steamworks

PUBLISHING / FULL COUNT, BOTH FESTIVALS

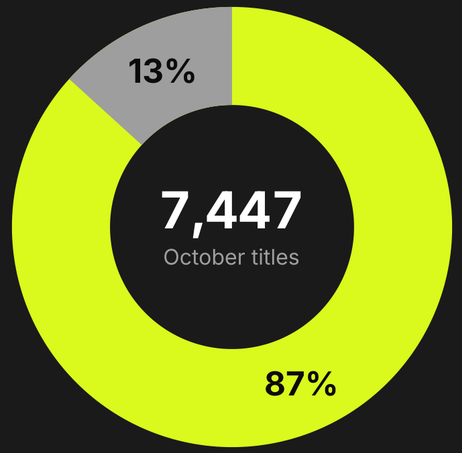
Self-published and publisher-backed

A game counts as self-published when its store page lists the same name as developer and publisher, or lists no publisher. All others are publisher-backed.

Of the 3,037 extra titles, 2,767 were self-published and 270 publisher-backed. The publisher-backed share went from 16% to 13%.



Self-published **3,690**
Publisher-backed **720**
Our June report gave 722 of 4,418



Self-published **6,457**
Publisher-backed **990**
Store pages on Oct 27

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Store pages from right after each festival closed (June: up to Jun 24; October: Oct 27)

PUBLISHERS / OCTOBER'S TOP 11

Top publishers by Next Fest titles

These are the publishers with the most titles in the October Steam Next Fest, and how their counts changed since June.

October titles June titles

	Publisher	Jun → Oct
1	PlayWay S.A.	19 → **35**
2	Gamersky Games	8 → **29**
3	Rogue Duck Interactive	2 → **15**
4	JanduSoft	0 → **7**
4	Mango Party	13 → **7**
4	Polden Publishing	5 → **7**
7	Don't Open The Box!	0 → **6**
7	Passion Panda Publishing	6 → **6**
7	Playmeow	1 → **6**
7	Saikey Studios	2 → **6**
7	Shady Corner Games	8 → **6**

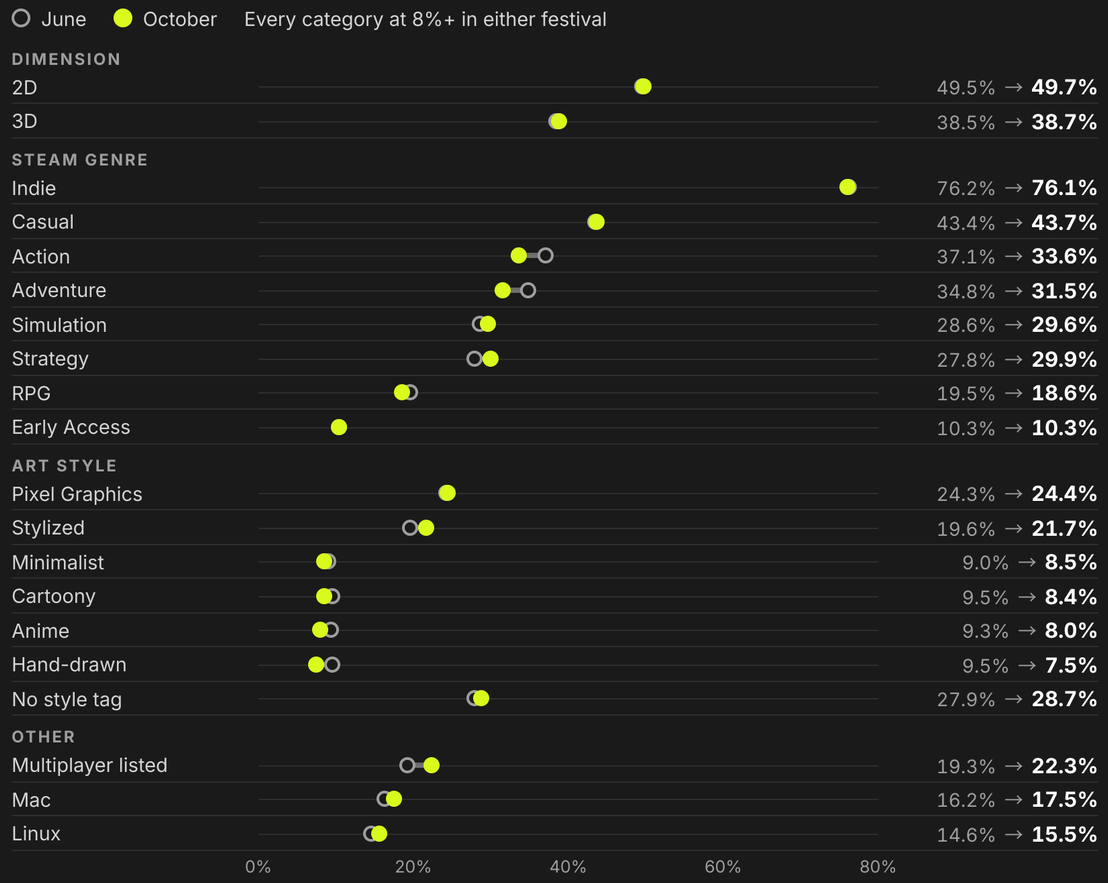
Publisher names attached to at least two Next Fest titles increased from 100 names covering 322 titles in June to 117 covering 406 in October.

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Counts by publisher name as written / Every October publisher with 6+ titles shown

CHAPTER 2 GENRES AND TAGS / FULL COUNT, BOTH FESTIVALS

June and October, side by side

The 2D/3D shares barely changed. Action showed the largest shift, from 37.1% to 33.6%, and no category omitted from the chart shifted more. Adjusting for the festivals' different publishing mixes gives almost the same result.

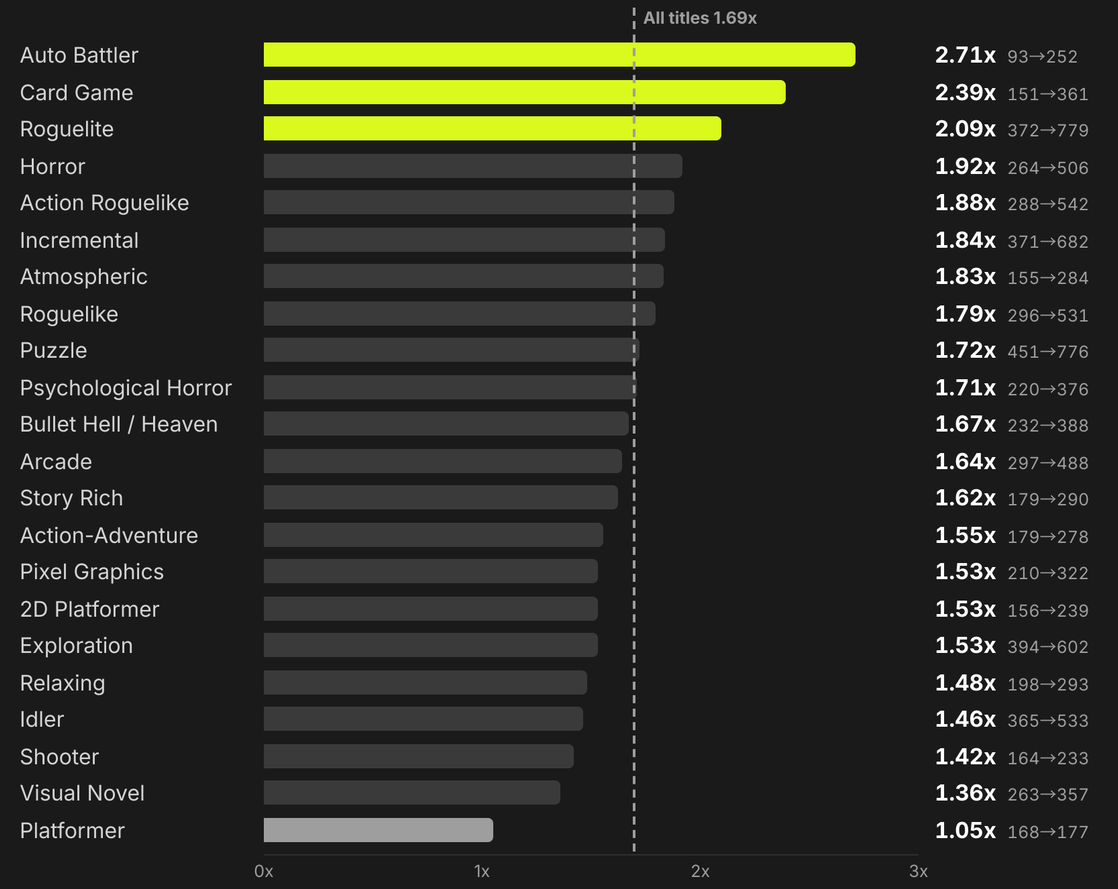


Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Dimension and style from tags, genre from store genres

GROWTH BY TAG

Tag growth since June

Entrants overall grew 1.69x; Auto Battler grew 2.71x and Card Game 2.39x, while Platformer grew 1.05x.



Lime marks tags that outpaced overall growth; light gray marks the tag that lagged it. Bullet Hell and Bullet Heaven are combined. Page 11 lists the slowest-growing tags.

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Top five user tags, generic tags excluded / June's 20 largest tags plus 2 tags whose growth differed

TAG GROWTH

Four tags with different growth rates

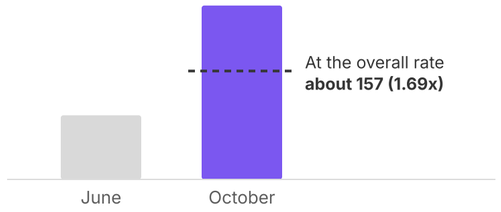
We counted each game's top five tags and compared the 99 tags found on at least 1% of entrants across both festivals. Only tags whose difference from the overall 1.69x growth rate was too large to attribute to chance are shown.

Auto Battler

Outpaced overall

93 titles → **252** titles **2.71x**

Share of entrants 2.1% → 3.4%

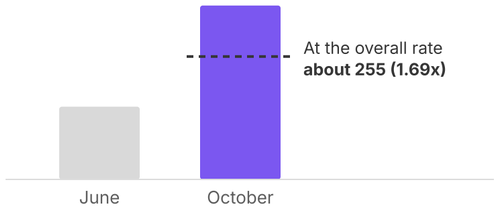


Card Game

Outpaced overall

151 titles → **361** titles **2.39x**

Share of entrants 3.4% → 4.8%

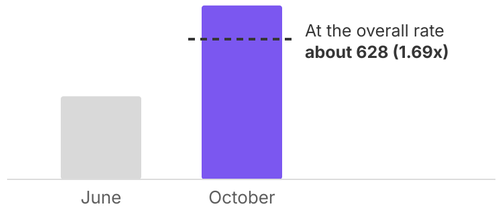


Roguelite

Outpaced overall

372 titles → **779** titles **2.09x**

Share of entrants 8.4% → 10.5%

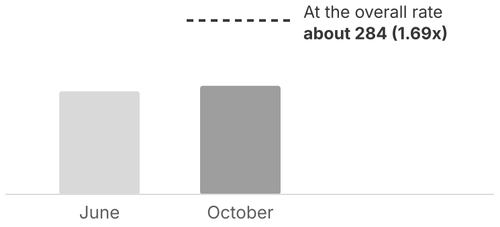


Platformer

Lagged overall

168 titles → **177** titles **1.05x**

Share of entrants 3.8% → 2.4%



Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Top five user tags, generic tags excluded / Gaps tested with a two-proportion test (Holm-corrected across 99 tags)

HOW MANY SHARE YOUR TAG

Top 30 tags in the October Steam Next Fest

Tag	Jun	Oct	Ratio
Roguelite ▲	372	**779**	2.09x
Puzzle	451	**776**	1.72x
Incremental	371	**682**	1.84x
Exploration	394	**602**	1.53x
Action Roguelike	288	**542**	1.88x
Idler	365	**533**	1.46x
Roguelike	296	**531**	1.79x
Horror	264	**506**	1.92x
Arcade	297	**488**	1.64x
Psychological Horror	220	**376**	1.71x
Card Game ▲	151	**361**	2.39x
Visual Novel	263	**357**	1.36x
Pixel Graphics	210	**322**	1.53x
Management	146	**317**	2.17x
Relaxing	198	**293**	1.48x

Tag	Jun	Oct	Ratio
Story Rich	179	**290**	1.62x
Atmospheric	155	**284**	1.83x
Action-Adventure	179	**278**	1.55x
Tower Defense	139	**269**	1.94x
Sandbox	143	**254**	1.78x
Auto Battler ▲	93	**252**	2.71x
Bullet Hell *	193	**246**	1.27x
Turn-Based Strategy	135	**246**	1.82x
Deckbuilding	123	**240**	1.95x
2D Platformer	156	**239**	1.53x
Cozy	110	**235**	2.14x
Cute	133	**234**	1.76x
Shooter	164	**233**	1.42x
Physics	133	**228**	1.71x
Bullet Heaven *	71	**212**	2.99x

▲ outpaced overall growth * terminology is shifting; page 8 combines the tags and counts games with both only once. Games can have several tags, so totals exceed the number of entrants.

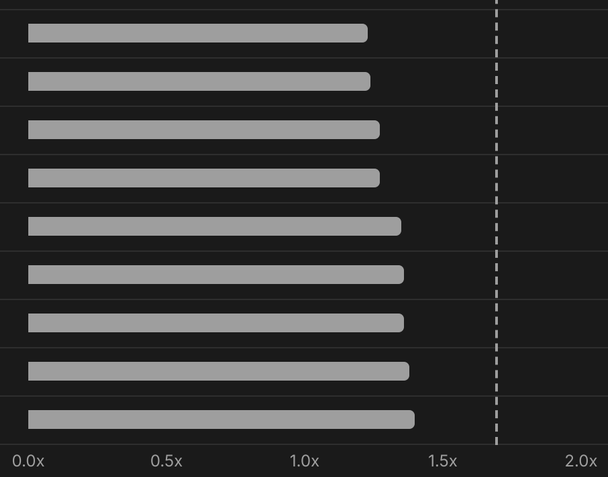
Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Top five user tags, generic tags excluded / Ratio = October ÷ June (all titles: 1.69x)

SLOWEST-GROWING TAGS / 99 TAGS

Tags whose entrant counts grew least

Entrant counts rose sharply overall, and no tag had fewer titles than in June. Even so, these tags grew more slowly than the overall 1.69x rate.

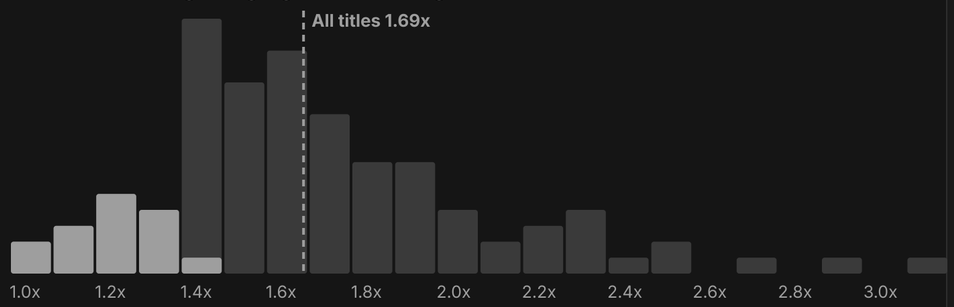
Tag	Ratio to June	Titles Jun → Oct	Share of entrants Jun → Oct
Platformer ●	**1.05x**	168→177	3.8%→2.4%
Difficult	**1.08x**	99→107	2.2%→1.4%
Female Protagonist	**1.17x**	94→110	2.1%→1.5%
Colorful	**1.19x**	58→69	1.3%→0.9%
Dating Sim	**1.19x**	73→87	1.7%→1.2%
Puzzle Platformer	**1.23x**	74→91	1.7%→1.2%
Hack and Slash	**1.23x**	100→123	2.3%→1.7%
Shoot 'Em Up	**1.24x**	72→89	1.6%→1.2%
Precision Platformer	**1.27x**	83→105	1.9%→1.4%
Bullet Hell *	**1.27x**	193→246	4.4%→3.3%
Hidden Object	**1.35x**	74→100	1.7%→1.3%
City Builder	**1.36x**	69→94	1.6%→1.3%
Visual Novel	**1.36x**	263→357	6.0%→4.8%
Nudity	**1.38x**	104→144	2.4%→1.9%
Detective	**1.40x**	53→74	1.2%→1.0%



● marks a difference from overall growth too large to attribute to chance. The other 14 tags also grew more slowly than entrants overall, but their differences could be due to chance. * With Bullet Heaven, Bullet Hell grew in line with overall entrants (combined on page 8).

Ratios across all 99 tags

Bar height is the number of tags. Most tags sit near the overall 1.69x.



Similar tags grouped

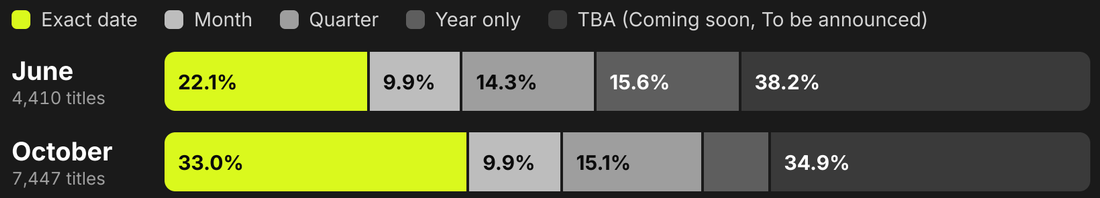
Platformer, 2D Platformer, 3D Platformer, Precision Platformer and Puzzle Platformer together went from 399 to 527 titles (1.32x), and their share of entrants fell from 9.0% to 7.1%. Bullet Hell grew 1.27x, but combined with Bullet Heaven it went from 232 to 388 titles (1.67x), in line with the festival.

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Top five user tags, generic tags excluded; the 99 tags found on at least 1% of entrants across both festivals / Ratio = October count ÷ June count / Two-proportion test, Holm-corrected across 99 tags

CHAPTER 3 RELEASE PLANS / FULL COUNT, BOTH FESTIVALS

How release dates are written

Steamworks says release-date format affects a game's position in lists of upcoming games. Month-only dates sort to the month's end, quarter-only dates to the quarter's end, and undated labels such as "Coming soon" follow games with more specific dates. At each festival's close, exact dates rose from 22.1% of June entrants to 33.0% of October entrants, while TBA fell from 38.2% to 34.9%.



"Year only" fell from 15.6% to 7.0% ("2026": 668 to 328 titles; "2027": 17 to 191).

Most common release-date text, October

Text	Type	Titles	Share of entrants
Coming soon	TBA	**2,095**	28.1%
Q4 2026	Quarter	**716**	9.6%
To be announced	TBA	**507**	6.8%
Q1 2027	Quarter	**361**	4.8%
2026	Year only	**328**	4.4%
November 2026	Month	**325**	4.4%

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Text at each festival's close / List placement: Steamworks Release Dates documentation

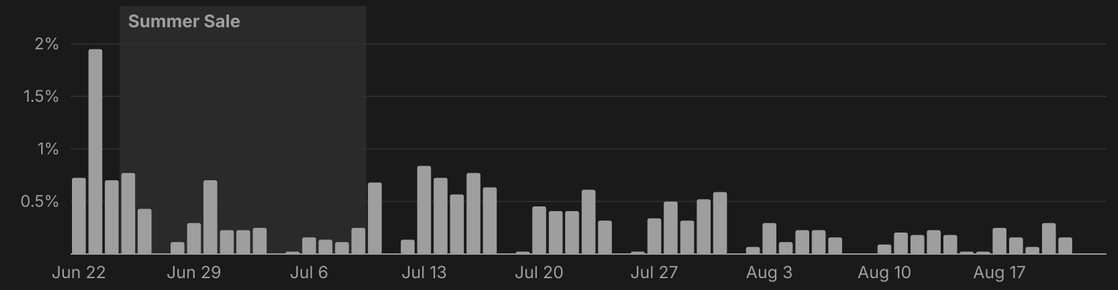
TITLES WITH AN EXACT DATE / JUNE 975, OCTOBER 2,458

Release dates after Next Fest

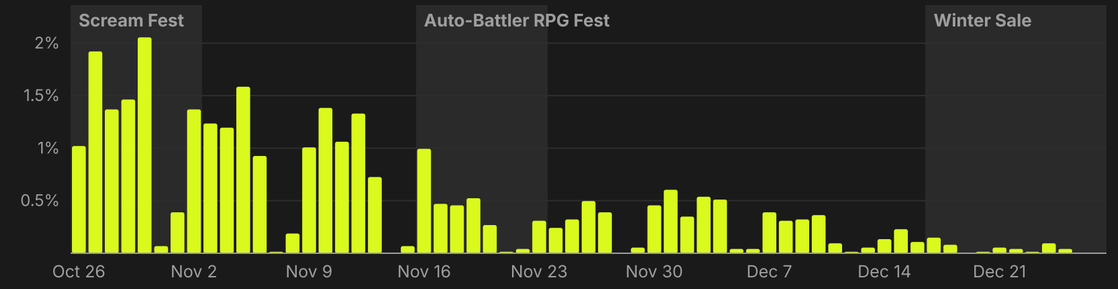
Exact-date titles within three weeks of the festival's end

June **348** titles (7.9%) **October** **1,517** titles (20.4%)

June · festival ended Jun 22



October · festival ended Oct 26



Bar height shows the share of all entrants (4,410 in June, 7,447 in October) with that release date on their store page. Shaded bands mark Steam sales and official themed fests. In June, about 11 titles per day had dates during the Summer Sale (days 3 to 17 after the festival ended), compared with about 23 per day in the week after the sale (days 18 to 24). The three-week share rose for both self-published games (8.0% to 20.0%) and publisher-backed games (7.5% to 22.6%).

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants) / Exact dates only / Bands: Steam's official event dates

CONCLUSION

Summary

October’s Next Fest had about 1.69 times as many entrants as June’s.

01 Entrants

Titles with a public demo went from 4,410 in June to 7,447 in October, 1.69x as many. Details

02 Publishing

91.1% of the 3,037 extra titles were self-published, and the publisher-backed share went from 16% to 13%. Details

03 Tags

The 2D/3D shares barely changed, and the biggest genre or style shift was Action, 37.1% to 33.6% of entrants. By tag, Auto Battler, Card Game and Roguelite entrants rose sharply, while Platformer went from 168 to 177, a smaller share of entrants than in June. Details

04 Release dates

At each festival’s close, 348 June titles (7.9% of entrants) had an exact release date within three weeks of the festival’s end, compared with 1,517 (20.4%) in October. Details

NEXT

Our next report will compare the most-played demos (Steam’s Most Played list, published after the festival), follower changes and demo review counts with June’s results.

Source: Game Market Copilot / Next Fest June 2026 (4,410 entrants) and October 2026 (7,447 entrants)

SCOPE AND METHOD

Definitions used in this report

Entrants

Games listed on Steam’s Next Fest event page during the festival, which means games with a public demo. Each counts once, by the full game’s store page: 4,410 in June and 7,447 in October.

Publishing

Self-published means the store lists the same developer and publisher name, or no publisher. It does not mean solo-developed or small-scale.

Tags

A game’s tags are the top five user tags on its store page (the tags players apply), excluding generic ones such as 2D, Indie and Singleplayer. Tags for both festivals were captured during the festival (October’s on October 21).

Release plans

The release-date text on each store page at the festival’s close, sorted into exact date, month, quarter, year only and TBA. Exact dates are counted in days from the festival’s end.

Game Market Copilot continuously collects and aggregates data from Steam, social media and games media, and uses AI tools to help game developers and publishers make decisions and market their games.

Feel free to quote this report’s figures with attribution to Game Market Copilot. Charts made by GMC may be republished unchanged.

We are looking for publishers, developers and partners to work with

We are still working out which services to offer, from data analysis to marketing support, so our rates are relatively low for now. If you are interested, get in touch through our contact form (gamemarketcopilot.com/contact).

Source: Game Market Copilot / Next Fest June and October 2026 entrants / Data as of 2026-10-27 / Event dates: Steamworks documentation