Game Market Copilot

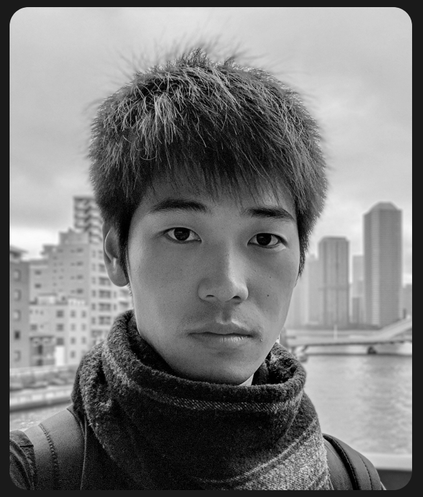
NEXT FEST CENSUS

Steam Next Fest, June 2026: measured across all 4,418 demos

A census of all 4,418 entrants of Steam Next Fest June 2026, counting what the field looked like, which 50 got played, whose social numbers moved, and what their Discord communities really hold.

Background art: BOMBANANA! / Mistfall Hunter / IRON NEST / Deer & Boy (Steam store pages)

Foreword



Shuntaro Nakajima
Founder
Game Market Copilot

We collected Steam and social data for every one of the 4,418 games that entered. This report looks back at Steam Next Fest June 2026 through those numbers.

We took regular snapshots of every entrant's store page and demo throughout the event. The Most Played Top 50 comes from the list Steam published after the fest ended, and we treat it separately from the census.

Source: 4,418 Next Fest June 2026 entrants. Snapshot data taken during the event (Jun 15–22, 2026, PT)

The report has four sections. First, the census: what all 4,418 entrants look like, and how the Most Played Top 50 differs from the field. Second, release timing, where we set the entrants' planned dates against what actually shipped in 2025. Third, the titles whose X followers or YouTube subscribers jumped during the fest, and what was happening when they did. Last, Discord: the platform most often linked from store pages, measured server by server.

Steam Next Fest runs three times a year, and a title can enter only once. It remains one of the best chances to put your game in front of players, but with more than 4,000 entrants, getting noticed is hard and getting harder. So which games actually broke through this time? We wrote this analysis for the teams entering in October, and in 2027.

Everything here comes from data we collected and aggregated ourselves. But it records outcomes, not the full marketing effort behind them, so what we report are correlations. None of it proves cause. Keep that in mind when you quote these numbers.

Game Market Copilot covers more than Next Fest. We maintain a database of every title on Steam, plus mobile stores and game showcases, with collection and AI-driven analysis built in. We are building an AI-native platform for game market analysis, so developers, publishers, and partners can pull the numbers they need, in the shape they need.

We will run the same measurements at the October Next Fest and publish the comparison against June.

Section

01

The Next Fest census



Art: BOMBANANA! / Mistfall Hunter, Most Played #1 and #3 (Steam store pages)

FULL CENSUS — N=4,418

4,418 demos entered

Steam Next Fest June 2026, a census of every entrant

Publisher status

Judged by store credits

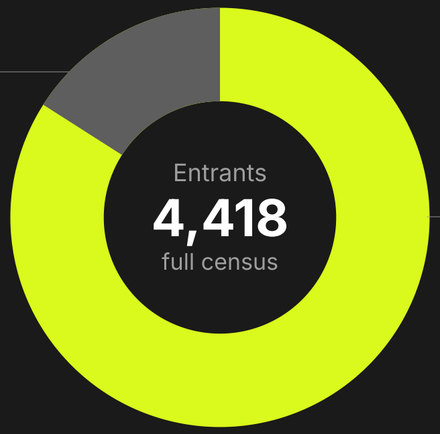
722 entrants have a publisher; **3,696 (84%) are self-published**. We count a game as self-published when its store page's developer and publisher credits share a name, so large studios shipping their own titles land on the self-published side too.

Source: census of all 4,418 Next Fest June 2026 entrants. Snapshot data taken during the event (Jun 15–22, 2026, PT)

With publisher

722 titles

16% of the field



Self-published

3,696 titles

84% of the field

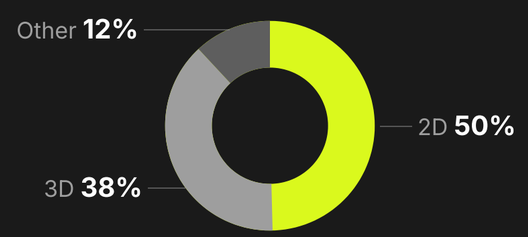
FULL CENSUS — N=4,418

Tags and genres

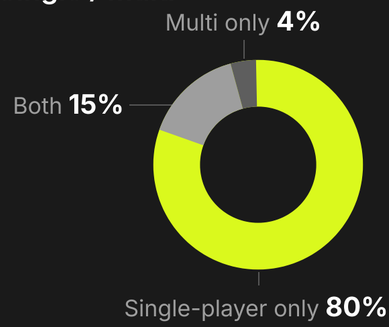
Half the field is 2D, and 8 in 10 entrants are single-player only.

Source: all 4,418 entrants. Games without a 2D/3D tag are classified from their other tags (FPS or Third-Person Shooter implies 3D; 2D Platformer or Pixel Graphics implies 2D). Other = 2.5D, both, or unclassified. Single/multi comes from the store's official feature flags (covers 4,417 of 4,418)

2D / 3D



Single / multi



Top identity tags, counted within each game's five most popular tags

Mood tags like Atmospheric and generic markers like Indie or Early Access are excluded. The roguelike family (any of Roguelite, Roguelike, Action Roguelike, Traditional Roguelike, Roguelike Deckbuilder, Mystery Dungeon) covers 1,020 titles (23%); idle games (Idler, Incremental) cover 623 (14%)



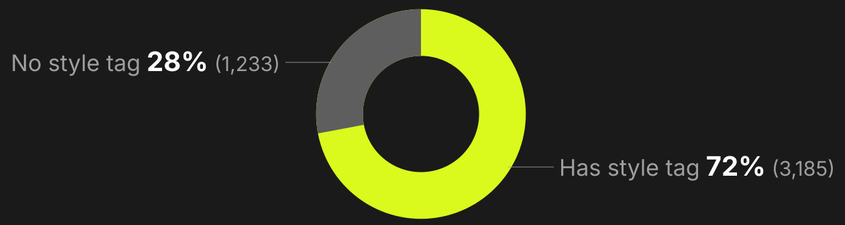
FULL CENSUS — N=4,418

Art styles

Pixel Graphics leads, on **nearly 1 in 4 entrants (24%)**. Realistic sits at 8% of all entrants, a minority even among the games that tag a style at all.

Source: all 4,418 entrants; visual-style tags counted with overlap. Colorful, Retro, Old School, and Cute are excluded as mood or era markers. Cartoony and Cartoon split one style across two tags; merged they cover 557 titles (13%), enough for second place

Style tag coverage



Top style tags

Pixel Graphics	1,076 (24%)
Stylized	863 (20%)
Hand-drawn	421 (10%)
Cartoony	417 (9%)
Anime	409 (9%)
Minimalist	398 (9%)
Realistic	349 (8%)
Cartoon	229 (5%)

FULL CENSUS — N=4,418

Planned release windows

Among the 2,099 entrants that name a concrete window, **86% plan to ship within 3 months of the fest**. Meanwhile 52% of the whole field entered with just "2026" or no date at all.

Source: all 4,418 entrants. Distance to release is measured from the last day of the fest (Jun 22, 2026). Month-only dates count as the 15th; quarters count as the 15th of their middle month

Concrete window given (2,099 titles)

Within 1 month	815 (18%)
1–3 months	996 (23%)
3–6 months	166 (4%)
6–12 months	30 (1%)
Over 1 year	27 (1%)
Released / pre-fest	65 (1%)

Entered with a vague date (52% of the field)

"2026" only	661 (15%)
TBA	1,658 (38%)

OBSERVATION BOARD — MOST PLAYED TOP 50

Most Played Top 50

The 50 titles we observed on Steam's "Most Played" shelf, out of 4,418 entrants. When a later page says "Top 50", it means these games.

Source: Most Played shelf captured Jun 23, 2026. Display order at capture time, not Steam's sales or wishlist ranking.

Capsule art from the Steam store; images link to store pages



1 BOMBANANA!



2 IRON NEST: Heavy Turret Simulator



3 Mistfall Hunter



4 XenoFeels



5 Echoes of Aincrad



6 EMPULSE



7 The Mound: Omen of Cthulhu



8 Dust Front RTS



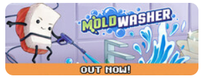
9 ReStory: Chill Electronics Repairs



10 Nightwater



11 About Fishing



12 Moldwasher



13 GRAIN ROT



14 Deer & Boy



15 Cat Mail Co.



16 How To Grow a Black Hole



17 over the hill



18 Casualties: Unknown



19 Embers of the Uncrowned



20 No Such Place



21 DragonSword : Awakening



22 As One We Survive



23 Invokyr



24 Corsair Cove



25 Mortal Shell II

26 – 50



26 Cozy Game Restoration



27 Enginefall



28 Valor Mortis



29 VOID DIVER: Escape from the Abyss



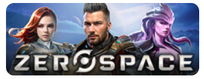
30 1666: Amsterdam



31 Project: Doors



32 Dungeon Settlers



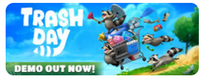
33 ZeroSpace



34 Order of the Sinking Star



35 Nomad Drive



36 Trash Day



37 Ved: Recure



38 Delta



39 Pat the Cat



40 Type or Die

41 Moonlight Peaks

42 Onimusha: Way of the Sword

43 Echoes of Mystralia

44 Friendly Steps

45 VHOLUME

46 County of Fortune

47 Deep Dish Dungeon

48 The Guild - Europa 1410

49 Double Dealers

50 Slayblade

TOP 50 — SMALL SAMPLE, CORRELATIONAL

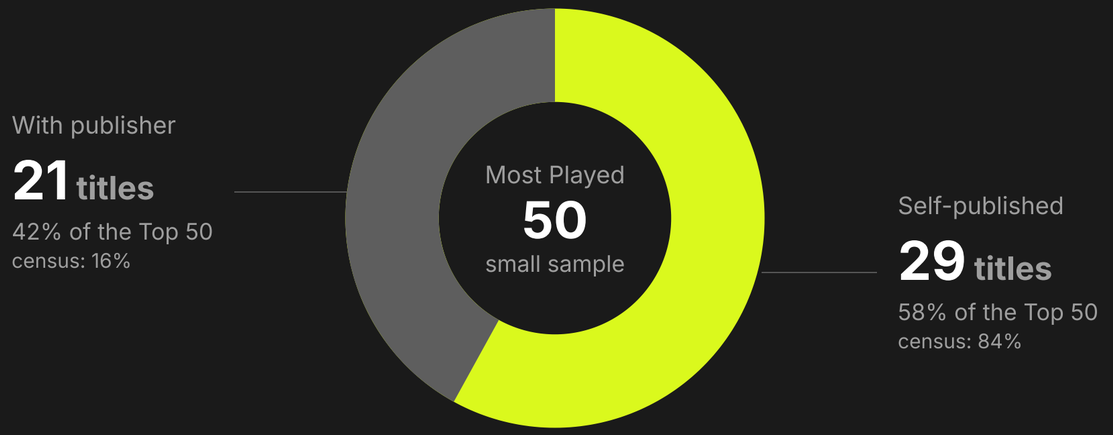
The 50 most played

Steam Next Fest June 2026, Most Played Top 50

Publisher status

21 of the 50 have a publisher: **42%, about 2.6 times the census rate of 16%**. And the other 29 self-published titles include majors shipping under their own name, NEXON and CAPCOM among them, so this is not a simple story of indies punching up.

Source: Most Played Top 50, from the list Steam published after the event (captured Jun 23, 2026). A small sample, so comparisons against the census are correlational



TOP 50 — SMALL SAMPLE, CORRELATIONAL

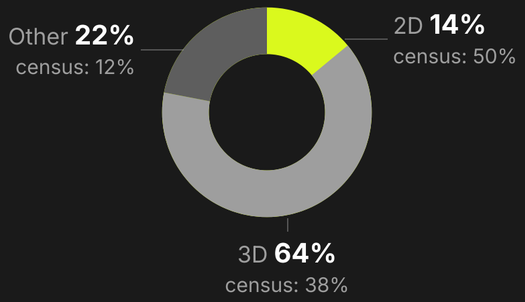
Tags and genres

Among the 50 most played, **3D rises to 64% and multiplayer support to 44%**, flipping the census profile.

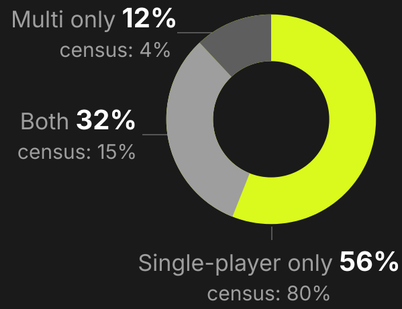
Source: Most Played Top 50 (captured Jun 23, 2026). 2D/3D and single/multi classified the same way as the census pages. Small sample, correlational

- - "census" = the same category measured across all 4,418 entrants on the previous pages

2D / 3D



Single / multi



Top identity tags: same method as the census page

Of the census top 20 tags, only six also make the Top 50 list (3+ titles = 6%, 22 tags in all): Idler, Action Roguelike, Horror, Psychological Horror, Pixel Graphics, and Relaxing. Roguelike, Visual Novel, Bullet Hell, and 2D Platformer land zero as individual tags. The bundled roguelike family (same definition as page 5) still counts 8 titles (16%); idle games, 3 (6%)



TOP 50 — SMALL SAMPLE, CORRELATIONAL

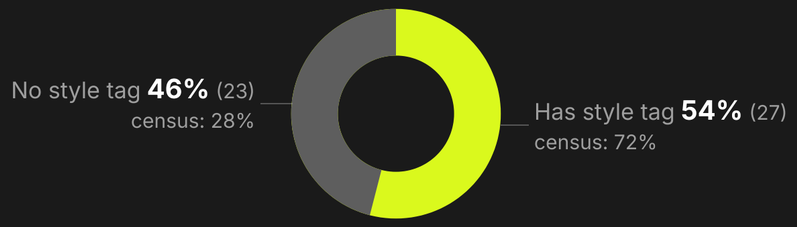
Art styles

In the Top 50 the order shifts: **Realistic climbs from 8% to 14% for second place, while Pixel Graphics halves from 24% to 12%**, dropping to third. Stylized holds at 20%, same as the census.

Source: Most Played Top 50 (captured Jun 23, 2026). Style tags counted the same way as the census page (with overlap). Cartoony and Cartoon, 13% of the census, land zero here. Small sample, correlational

"census" = the same category measured across all 4,418 entrants. "—" means the tag is outside the census top 8, so no individual figure is published

Style tag coverage



Top style tags

	Top 50	census
Stylized	**10** (20%)	20%
Realistic	**7** (14%)	8%
Pixel Graphics	**6** (12%)	24%
Anime	**4** (8%)	9%
Hand-drawn	**1** (2%)	10%
Abstract	**1** (2%)	—
Cinematic	**1** (2%)	—
Minimalist	**1** (2%)	9%

TOP 50 — SMALL SAMPLE, CORRELATIONAL

Planned release windows

Among the 50 most played, **"within 1 month" covers 13 titles (26%), 1.4x the census rate**, and TBA drops to 9 (18%), half the census. At the same time, 15 titles (30%) list nothing more than "2026", double the census share of 15%. Plenty of games reached the most-played shelf with their dates still vague.

Source: all 50 Most Played titles, classified under the same conversion rules as the census page (latest store text during the fest, measured from Jun 22, 2026). Within-1-month (13) and TBA (9) match the underlying analysis's figures. Small sample, correlational

Concrete window given (26 titles)

Within 1 month	**13** (26%)
1–3 months	**9** (18%)
3–6 months	**3** (6%)
6–12 months	**1** (2%)
Over 1 year	**0** (0%)
Released / pre-fest	**0** (0%)

Entered with a vague date (24 titles, 48%)

"2026" only	**15** (30%)
TBA	**9** (18%)

Next How does this clustering of plans square with what actually ships? The next section sets it against 2025's monthly release record and Steam's own policy on dates.

Section

02

Release timing: plans and results



Art: Deer & Boy, Most Played #14; planned date as shown during the fest (Steam store page)

CENSUS × TOP 50

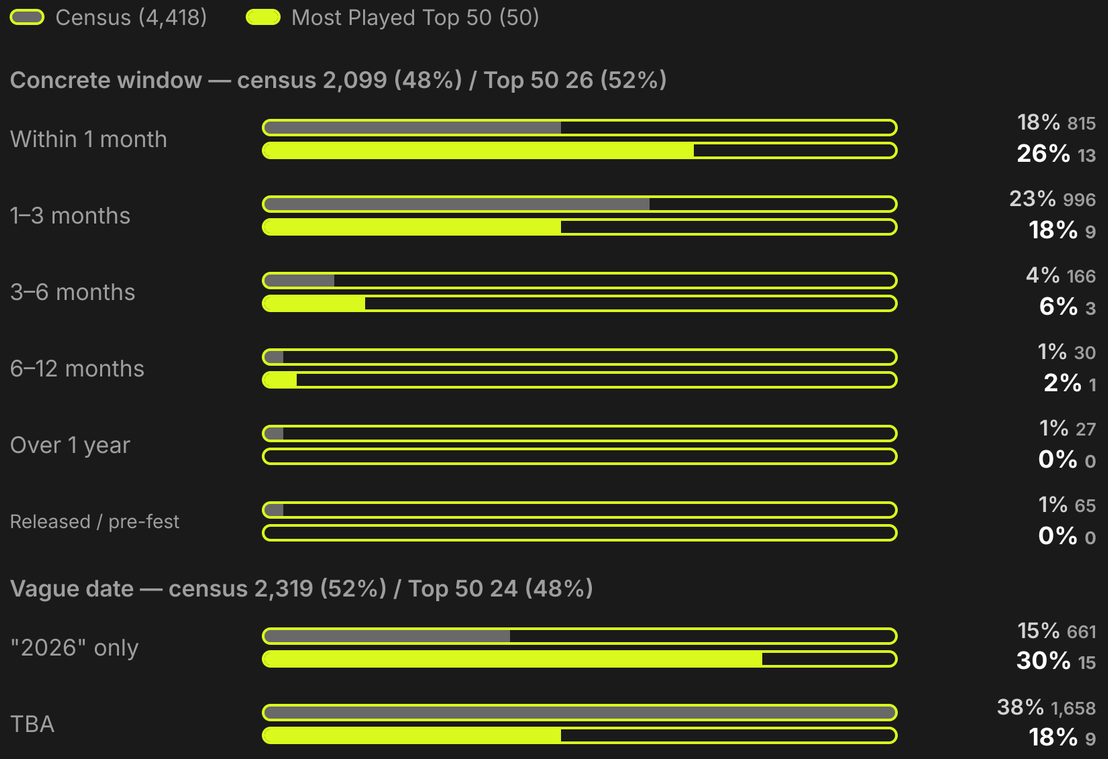
Release plans, side by side

Census × Top 50

Same 8 buckets, as shares

Among the most played, **"within 1 month" thickens to 26%, 1.4x the census**; TBA thins to 18%, half the census rate. "2026"-only runs the other way: 30% against 15%.

Source: all 4,418 entrants / the 50 Most Played. From Jun 22, 2026; month dates count as the 15th, quarters as mid-month. Top 50: small sample, correlational



GMC API — STEAM RELEASES IN 2025

2025, month by month

Monthly releases

20,994 titles in 2025

Counting the 20,994 Steam releases of 2025 by month, **the month after each Next Fest (February, June, October) came in higher than the month before it, all three times**. That matches the plans clustering into "1–3 months after". November was the year's peak (2,179); February its floor (1,366).

Source: GMC API aggregation (as of Jul 4, 2026), 20,994 Steam releases in 2025. Release dates as shown on the store. The increases are co-timed, not proven cause



March (after the Feb fest)
+32%
vs previous month

July (after the Jun fest)
+12%
vs previous month

November (after the Oct fest)
+7%
vs previous month; the annual peak

Steam's documentation lists month-only dates at end of month and quarters at end of quarter in the Upcoming list, so a concrete date surfaces earlier (Steamworks: Release Dates). Our reading of the doc is a summary; we have not verified its numbers.

Next The social data: the top 25 gains on X and on YouTube, and what happened when they moved.

Section

03

The X and YouTube data



Art: Pepper the Giant Purple Dog; 40 third-party videos and 5.2M views during the fest, views as of Jul 2, 2026 (Steam store page)

— X — NET FOLLOWER GAINS, TOP 25

X followers: top 25 net gains

Of the X accounts linked from entrants' store pages, we tracked the 1,402 tied to a single title, checking every 6 to 8 hours through the fest. **The median net gain was +1.** Entering Next Fest barely moves X follower counts; the 25 below are the exceptions. Lime-framed capsules mark titles that also made the Most Played Top 50 (11 of 25).

Source: net gains are corrected values from follower observations every 6–8 hours, aggregated Jul 3, 2026. Co-timed events, not proven cause. Small sample, correlational. Capsule art from the Steam store (each image links to the store page)



1 **+1,172** Queen's Blade Re:Build



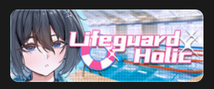
2 **+1,039** Embers of the Uncrowned



3 **+984** EMPULSE



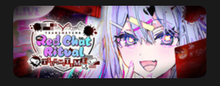
4 **+855** About Fishing



5 **+836** Lifeguard Holic



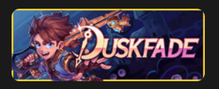
6 **+763** Deer & Boy



7 **+644** Red Chat Ritual



8 **+638** Mistfall Hunter



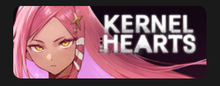
9 **+601** Duskfade



10 **+594** BREKEKEKEX



11 **+557** DragonSword : Awakening



12 **+548** Kernel Hearts



13 **+536** Order of the Sinking Star



14 **+511** IRON NEST: Heavy Turret Simulator



15 **+443** XeGrader plus



16 **+415** Masters of Mayhem



17 **+394** Foghorns Drown



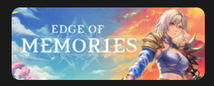
18 **+374** Dust Front RTS



19 **+374** BASED



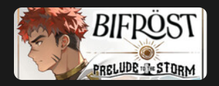
20 **+313** Delta



21 **+284** Edge of Memories



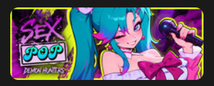
22 **+284** There Is No Next Stop



23 **+270** Bifröst: Prelude to the Storm



24 **+254** VHOLUME



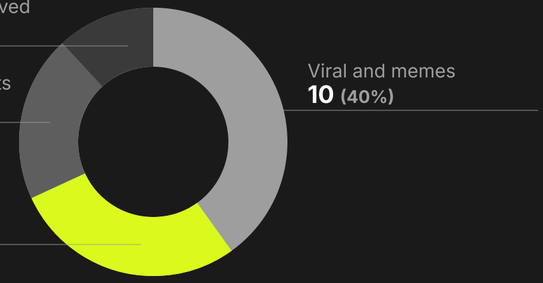
25 **+233** Sex-Pop Demon Hunters

— X — NET FOLLOWER GAINS, TOP 25

What happened when followers jumped

What happened on X in the 24 to 48 hours before each spike falls into three main groups.

Source: classification from the underlying X analysis's judgment table; class-by-publisher cross-check done for this report. Post images are official embeds (captured Jul 15, 2026; engagement as of capture). Co-timed events, not proven cause



Viral and memes
10





Posts that open up the development itself: a boss-fight reveal clip (9.37M impressions), a "the water shine is just a sparkle GIF" confession (1.08M). Five with a publisher, five self-published; no lean either way.

Giveaway-driven
7



Follow-and-repost giveaways (a signed voice-actor card, 1,579 reposts, in one case). Since following is the entry condition, the sync with net gains is mechanical. Four with a publisher, three self-published, so slightly publisher-heavy; 9 of the 25 ran one at some point, and 6 of those line up with their spike.

Launch and announcements
5



Official milestones observed the same day as the spike: an Early Access launch, a release-date reveal, a "#1 Trending on day one" report. Two with a publisher, three self-published.

Amplified / mixed / unresolved
3



Cases with no single clean cause: a big fan account's shout-out, spillover from a developer's personal daily posts that go viral on their own (2.35M impressions on the peak day). All three self-published.

YOUTUBE — NET SUBSCRIBER GAINS, TOP 25

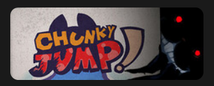
YouTube subscribers: top 25 net gains

Tracking the YouTube channels linked from store pages the same way, **the median net subscriber gain was +0**. Among the top 25 gainers, only 5 (20%) have a publisher, close to the census baseline of 16% and the opposite of the X side (44%). Lime-framed capsules mark titles that also made the Most Played Top 50 (9 of the 25).

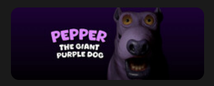
Source: subscriber counts are corrected values from snapshot observations every 6–8 hours, aggregated Jul 2, 2026. YouTube rounds public counts, so gains are only precise to 2–3 digits. Small sample, correlational. Capsule art from the Steam store (each image links to the store page)



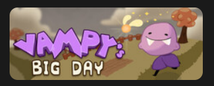
1 **+5,600** IRON NEST: Heavy Turret Simulator



2 **+4,400** Chunky JUMP!



3 **+2,730** Pepper the Giant Purple Dog



4 **+2,700** Vampy's Big Day



5 **+2,400** Worming from Home



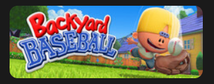
6 **+2,400** Sunny Side Up



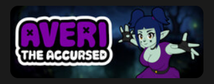
7 **+2,300** Bunderkin: The Ocular Eclipse



8 **+1,400** Emerald Flower



9 **+1,000** Backyard Baseball



10 **+1,000** Averi the Accursed



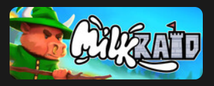
11 **+800** Dust Front RTS



12 **+750** Lured In



13 **+660** Cozy Game Restoration



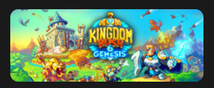
14 **+600** Milkraid



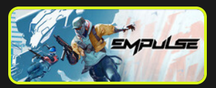
15 **+500** Mistfall Hunter



16 **+500** over the hill



17 **+500** Kingdom Rush 6: Genesis TD



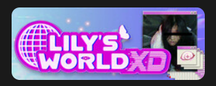
18 **+430** EMPULSE



19 **+400** DragonSword : Awakening



20 **+380** Embers of the Uncrowned



21 **+300** lily's world XD



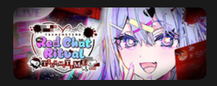
22 **+290** Order of the Sinking Star



23 **+280** Venus: The Last Ascent



24 **+260** Idle Fisher



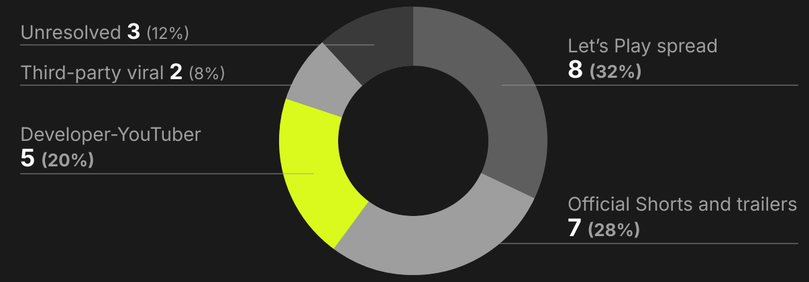
25 **+240** Red Chat Ritual

YOUTUBE — NET SUBSCRIBER GAINS, TOP 25

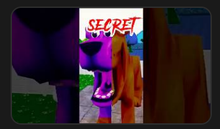
What happened when subscribers jumped

The YouTube events observed around each subscriber spike fall into four main patterns.

Source: 170 official videos + 771 third-party videos, 9,521 comments (current values captured Jul 2, 2026). Pattern calls pair timing with content; not proven cause. Pattern-by-publisher cross-check done for this report. Thumbnails from YouTube (each image links to the video)



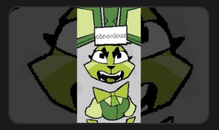
Let's Play spread
8



The game spreads through other people's videos. Pepper the Giant Purple Dog drew 40 third-party videos and 5.2M views during the fest (Reapz's playthrough leads at 893K); the attention lives outside the official channel. Two with a publisher, six self-published.

Official Shorts and trailers
7





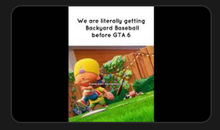
The team's own short-form clips and trailers pull six-figure views: IRON NEST's military-styled Short (139K), Chunky JUMP!'s "3 Cats. 3 Words." (306K). All seven self-published.

Developer-YouTuber
5



Making the game is the content. Vampy's Big Day earned 1.44M views on its own channel, including the design essay "do TINY DETAILS in games matter?" (470K), with almost nothing from outside. The subscribers follow the maker, not the streamers. One with a publisher, four self-published.

Third-party viral
2



The official channel stays quiet (Backyard Baseball peaked at 52K during the fest) while one outside video, iAxolotl's "15 years later..." (4.54M), lands the same day as a +1,000 subscriber jump. Both have publishers.

Unresolved
3

Channels whose growth nothing in their fest-period YouTube activity explains. Two of them sit inside the top 10, so the ranking carries its own warning about reading it as a pure Next Fest outcome. All three self-published.

Next The next spread opens up the 941 videos behind these pattern calls, this time by length.

YOUTUBE — 170 OFFICIAL VIDEOS

Inside the 170 official videos

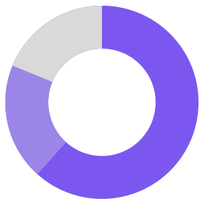
Official channels

RSS + YouTube Data API, 170 videos

104 of the 170 official videos from the top-25 gainer channels (62%) run 60 seconds or less, and those clips deliver 66% of the 8.25M total views: **short-form carries official channel viewership**. Videos over 3 minutes are 19% of uploads but 4% of views.

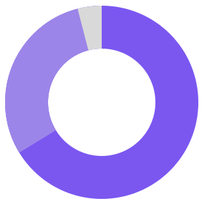
Source: 170 official videos from the underlying YouTube analysis (RSS + YouTube Data API); views as of Jul 2, 2026. Length breakdown: new aggregation for this report (169 videos; 1 live excluded). "60 seconds or less" stands in for Shorts (no official API flag). Thumbnails from YouTube (each links to the video)

Share of uploads



- ≤60 sec **104** (62%)
- 1–3 min **33** (20%)
- Over 3 min **32** (19%)

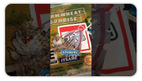
Share of views



- ≤60 sec **5.46M** (66%)
- 1–3 min **2.45M** (30%)
- Over 3 min **346K** (4%)

Most-watched official videos

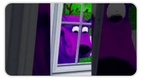
1 EMPULSE Early Access Launch Trailer
EMPULSE — private as of Jul 15, 2026 (figures from collection time)
797K 1m19s



2 Sticker-peeling how-to Short
Cozy Game Restoration
543K 33s



3 do TINY DETAILS in games matter?
Vampy's Big Day
470K 1m08s



4 I Found a EVIL Pet Simulator...
Pepper the Giant Purple Dog
455K 13s



5 The ACTUAL reason negative reviews suck
Lured In
308K 31s

YOUTUBE — 771 THIRD-PARTY VIDEOS

Inside the 771 outside videos

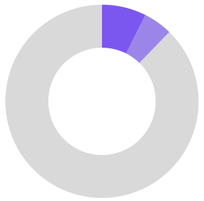
Outside channels

Found by title search, 771 videos

Among the 771 outside videos naming a title, long form dominates: 674 (88%) run over 3 minutes, mostly playthroughs. Yet the 57 clips of 60 seconds or less (7%) pull 39% of views, led by iAxolotl's 11-second clip (4.54M). Outside videos total 17.1M views, double the official 8.25M, and **outside beats official for 13 of the 22 titles we could tally**.

Source: 771 outside videos from title search (confidence-labeled; may include unrelated videos), views as of Jul 2, 2026. Length breakdown: new aggregation for this report (768 videos; 3 live/scheduled excluded). "13 of 22" is the underlying analysis's figure. Thumbnails from YouTube (each links to the video)

Share of uploads



- ≤60 sec **57** (7%)
- 1–3 min **37** (5%)
- Over 3 min **674** (88%)

Share of views



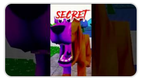
- ≤60 sec **6.69M** (39%)
- 1–3 min **849K** (5%)
- Over 3 min **9.57M** (56%)

Most-watched outside videos

Four of the top five are Pepper the Giant Purple Dog videos



1 15 years later... this masterpiece is back
iAxolotl / Backyard Baseball
4.54M 11s



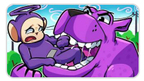
2 The DISTURBING Secret Of Pepper The Giant Purple Dog
Reapz / Pepper the Giant Purple Dog
893K 47s



3 Just a CUTE Dog... THAT EATS HUMANS?!!
Forever Nenaa / Pepper the Giant Purple Dog
491K 20m27s



4 bro whos dog is this
Kubz Scouts / Pepper the Giant Purple Dog
409K 29m56s



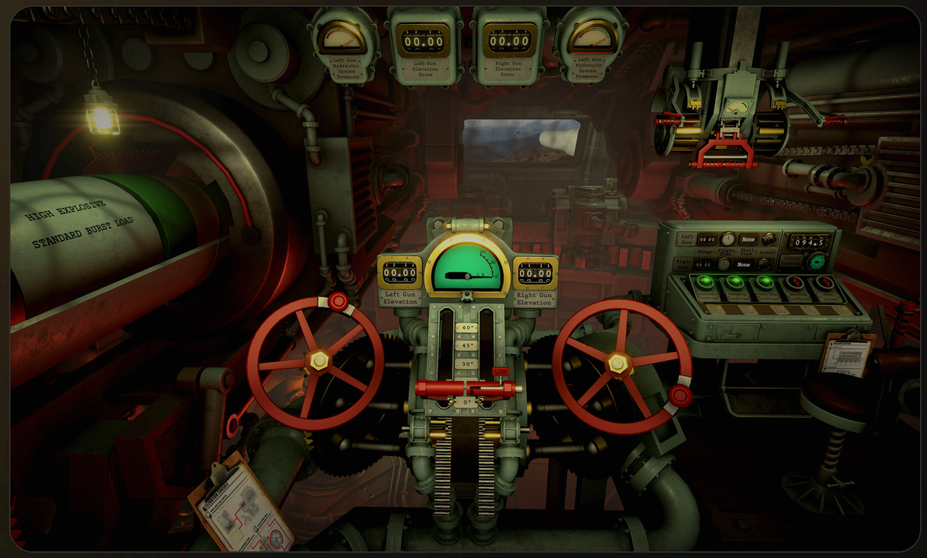
5 MY PURPLE DOG EAT ME!
Ostrytv / Pepper the Giant Purple Dog
304K 9m24s

Next Last up: the Discord data behind the store-page links.

Section

04

Discord communities



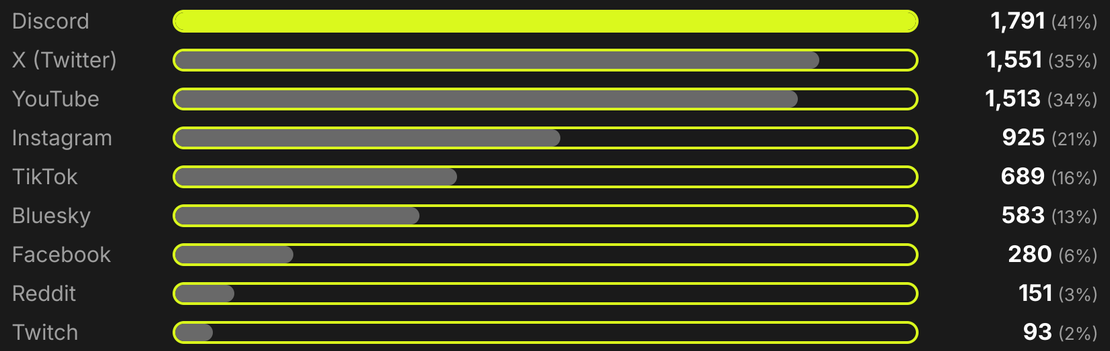
Art: IRON NEST, Most Played #2; 60,655 Discord members as of Jul 5, 2026 (Steam store page)

FULL CENSUS — N=4,418

The most-linked social platform

The link that appears most often across all 4,418 store pages is **Discord: 1,791 pages, 41%**, ahead of X and YouTube. 36% of entrants link nothing, and when a page carries exactly one link, Discord again leads the pick (448 Discord-only vs 201 X-only). In the lower chart, link rates run high where games are played or built together, and stay near the average for solo experiences (correlational).

Source: all 4,418 entrants, fest-period snapshots. Measures link presence, not whether the community is active. Excludes 39 extraction failures (0.9%). Attribute groups follow the store's official feature flags, with overlap



Discord link rate by attribute



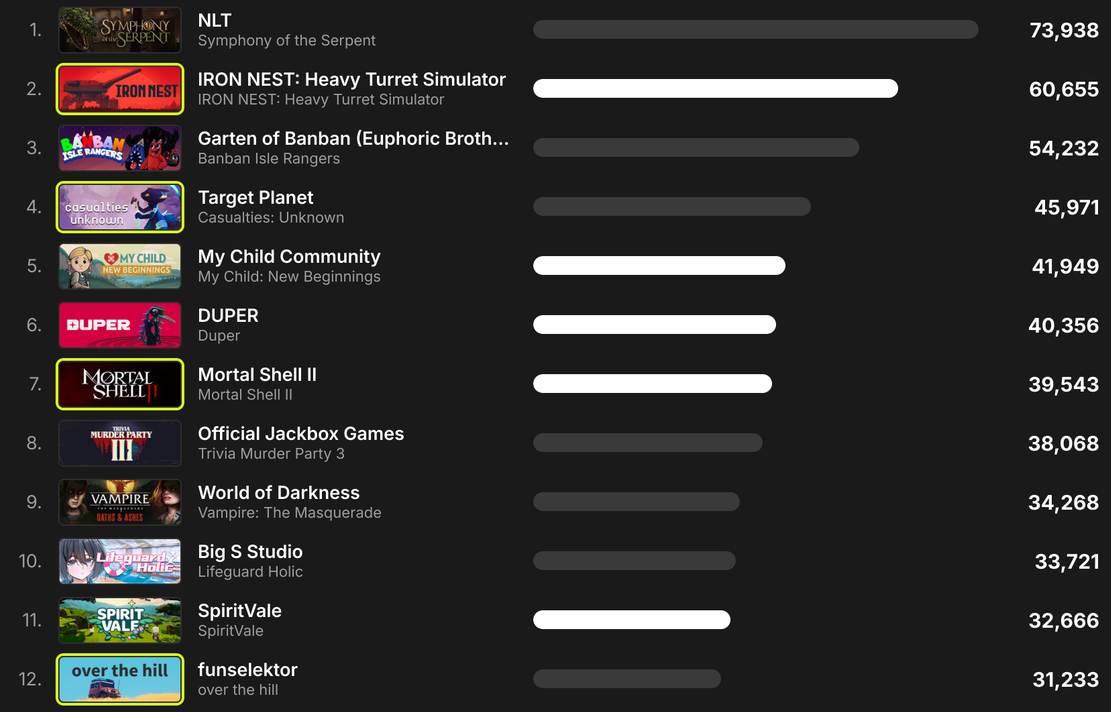
EXTERNAL DATA — DISCORD PUBLIC INFO

Which games run the biggest Discords

The largest servers we found by following the invites on entrants' store pages. The upper ranks mix in servers a studio or series runs jointly, not just single-title communities.

Source: Discord public info (external data), current values captured Jul 5, 2026, not fest-time figures. Images show the game whose store page carried the invite (Steam capsules). Shared servers count members across multiple titles

Single-title server · Studio or series shared · Title in the Most Played Top 50



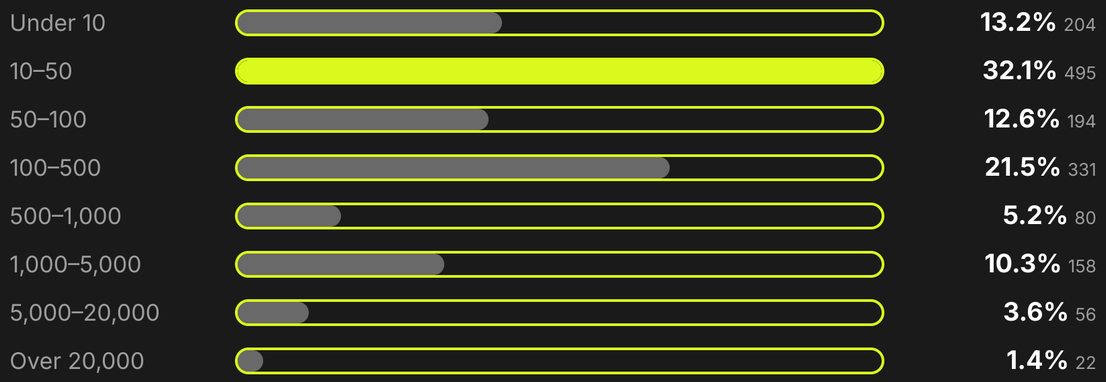
EXTERNAL DATA — 1,540 SERVERS MEASURED

How many members, really

Across the 1,540 servers we could reach (duplicates merged), the **median membership is 61**. The mean is 1,197, but a handful of giant servers drag it up; it is not a representative figure. Nearly half (45%) sit under 50 members, and only 5% top 5,000. A median 16.5% of a server's members are online at any moment, so a 61-member server has about 10 people around at any time.

Source: 1,767 store-page invites resolved through Discord's public invite endpoint (external data); current values as of Jul 5, 2026, not fest-time. Excludes the 200 dead invites (11.3%), so the size figures cover surviving servers only

Share of the 1,540 servers



2,816 members

Servers of the Most Played top 50 live on another scale entirely: their median membership is **more than 40x the overall 61** (41 servers; small sample, correlational). We keep them outside this distribution.

EXTERNAL DATA — 1,540 SERVERS MEASURED

Where the size gap shows up

Servers of published games hold about 5x the members of self-published ones. Whether size produced play or play produced size is a correlation we cannot untangle. Note also that publisher servers include studio- and series-wide communities (some appear in the page 23 ranking), so their member counts are not necessarily one title's audience. The gap tracks demo reviews too: games with servers under 100 members show a median of 8 demo reviews, against 145 for those over 10,000 (zeros excluded).

Source: median membership by attribute. Discord public info, current values as of Jul 5, 2026. Publisher status here uses the store credits at server-collection time and can differ from page 4's split by a few dozen titles (the roughly 5x median ratio holds under either judgment). Specific to Next Fest demos

Median members (bar length = median, max 238)



When they were created Creation year recovered from server IDs, 1,540 servers



The median server is about 15 months old. **55% were created in 2025 or 2026**, and 30% within six months of the fest. At the same time the 75th percentile is about 3 years and the 90th about 6, so freshly built communities sit alongside long-running ones.

THE NEXT FEST REPORT — JUNE 2026

Summary

Counting all 4,418 entrants showed four faces: the typical entrant, the most played, the social exceptions, and the communities as they are.

01 The census

What enters and what gets played differ. The census is half 2D and 80% single-player only; **the Top 50 runs 64% 3D and 44% multiplayer-capable**.

02 Release timing

Of the 2,099 entrants naming a window, 86% aim within 3 months. In 2025, each post-fest month out-shipped the month before, three for three.

03 The X and YouTube data

Viral moments lead the 25 X gainers; 9 ran giveaways. Publisher share: 44% on X, 20% on YouTube. Official views come 66% from short-form.

04 Discord

The most-linked platform (41%), yet the median server holds 61 members. Link counts and living communities are separate facts.

Method

Population: all 4,418 entrants of Next Fest June 2026. Latest snapshot from the event (Jun 15–22, 2026, PT) through its immediate aftermath (to Jun 24).

Small samples and correlation

The Most Played Top 50 (Jun 23, 2026) and both social Top 25s are small samples. Census comparisons are correlational; no causal claims.

What self-published means here

The store's developer and publisher credits share a name. Not a measure of solo development.

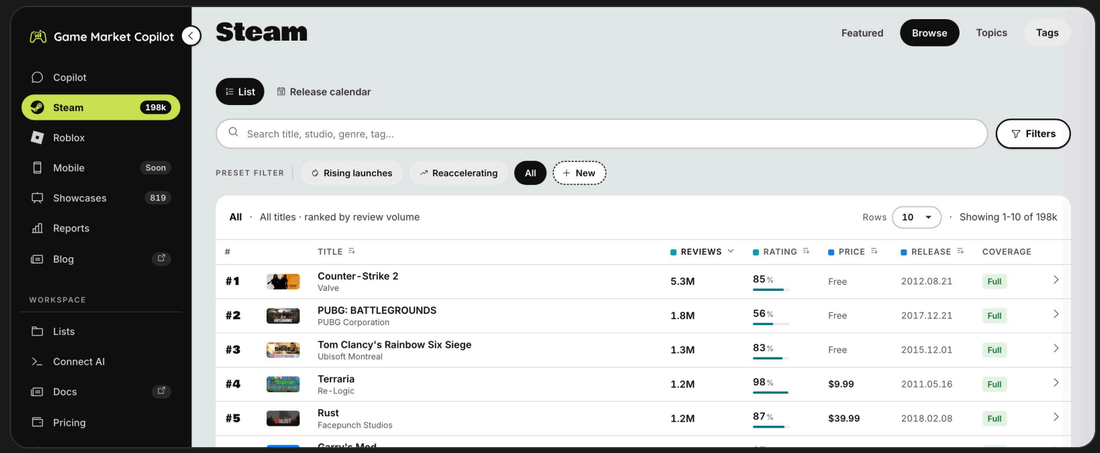
Discord measurements

External data (public invite endpoint, as of Jul 5, 2026). Next Fest demos only; do not generalize to released games.

Each page's Source line states its denominator and observation window

THE NEXT FEST REPORT — JUNE 2026

About Game Market Copilot



Game Market Copilot continuously collects and aggregates market data across the entire Steam catalog, so developers and publishers can make decisions on numbers. This report sets the June baseline; we will measure the October Next Fest the same way and compare which gaps move.

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