BNET / ... / Creation Marketplace UX Missing live terms highlight? Creator UX Competitive Analysis Created by Emilio Gonzalez Last updated: Sep 02, 2021 · 8 min read · 🗠 7 people viewed · 🔘 Add Approval An overview of how popular UGC platforms support content creators. Feature overview Minecraft Bed. + Part. Cent. **Unreal Marketplace** Management **Unity Asset St.** Roblox Dota 2 + Steam Primary Primary Workshop Partner Center Primary > Web-based management > In-game management Upload in IDE Unity package Primary > Standalone tool Monetization Analytics Ecosys ads Bundles Sales Sales > Promotion Creation Plugins for 3rd p. **Unity IDE** Full IDE Unreal IDE First-party creation tools Import assets? Primary Code & model Model Model > Third-party creation tools Content Yes No Yes No Yes Cosmetic gameplay content No Yes Yes Yes No Gameplay content No No Yes Yes No Gameplay mods No Yes No No No Interface Yes No No No Yes Tools Yes? No No Yes Yes Assets **Publishing** Yes Yes Yes Yes Yes > Review Community votes per upload **Existing creator** > Prerequisite Monetization 25% 70% 88% > Revenue share PayPal or wire Hyperwallet Tipalti Valve? PayPal, ACH, or wire > Payment processor VC VC Real Real Real Currency Creator (free or \$5 min.) Creator Valve Creator Creator > Price set by No? Yes No? Yes > Collaborator revenue sharing Monthly w/ \$50 min Monthly w/ \$100 min, or annual US\$350 min \$100 min Monthly or quarterly w/ PayPal > Payout initiation Resources Technical Yes Yes Yes > Information hub **Brief tutorials** Publishing how-tos & FAQs Extensive External > Education Brief but thorough Extensive engine & IDE docs API API > Documentation Community CS, forums Forum Forum Support Dev. Ex. Terms of Use **Supplemental Workshop Terms** Need Part. Cent. access? Asset St. Provider Agreement Marketp. Distribution Agreement Creator agreement Roblox **1** Quick analysis Roblox is one of the leaders in creator support, and its platform provides almost Steam-level publishing features plus a standalone IDE. As an almost entirely UGC-focused product, creator support is at the core of their business. **Creator pros** Multi-platform reach with little to no extra work • Highly flexible content creation • One-stop creator portal integrated with the player site • Roblox Studio, their development environment • Detailed tutorials and full API documentation Multiple ways to monetize • Analytics, in-site promotions • Supports group projects • High transparency: roadmap, developer convention, etc. **Creator cons** • Approximately 25% revenue share needs high-volume purchases for significant creator revenue • Need \$350 in revenue to withdraw?! Creator portal navigation is clunky Content My Creations Library Developer Exchange Premium Payouts Creators manage their content and assets through a unique section of the Roblox player site. Create New Experience Places Experiences ShowPublic Only Models Content is largely created with Roblox Studio, their own IDE. Decals Passes Creators have a variety of content to contribute: Audio Animations Filters • Games ("Experiences") User Ads • In-game achievements ("Badges") Shirts Levels ("Places") T-Shirts Pants Assets for creators • Cosmetic items for players Ads for their content It appears that creators can receive revenue from assets used by other creators. Monetization My Creations Library Developer Exchange Premium Payouts Welcome to the Roblox Developer Exchange! Developer Roblox is very upfront about monetization, and there is no shortage of detailed information. The Roblox Welcome to Premium Payouts! Exchange: Create Developer Exchange FAQ has lots of monetization info. experiences, earn fences, you're earning a Premium payout, even if the user isn't spending Robus in your experiences. These payouts are on top of what you selling items in your experience. You can spend your payout on Roblox or you can convert it to cash if you meet the DevEx r money. Creators can earn money through several ways: Premium Payouts are calculated per experience based on your Premium engagement score. The Premium engagement score shows how popular your experience is among Premium subscribers as compared to other experiences. So if Premium subscribers are violting your experience more than any other · Minimum of 100,000 earned Robux in your account. our Premium Payout will be higher! You can see what your Premium engagement score and Premium Payouts are in the Premium Payouts chart in greater than 100,000 Robux • Direct purchase of content by players with virtual currency To increase your Premium Payouts, you can encourage your visitors to buy Premium by building exclusive levels, items, and benefits for Premium subsc To benefit from Premium Payouts, your experience must be free to access • In-game purchases with VC, such as weapons powerups We recommend that you familiarize yourself with the tax treatment of DevEx payments and the fees associated • Charging VC to use a level in a private server create an account on our DevEx portal. You will be prompted to enter your information at account creation sse make sure your information is entered accurately into the DevEx portal, and is kept up to date at all imes. The information you provide is used to ensure all payments comply with laws a VC payout for use by "Premium" platform subscribers • Creators can gate content for Premium members, e.g. more race cars Creators get paid based on Premium player engagement, regardless of gated content o "Premium Playtime Robux Earned reflects how much you can expect to be paid for Premium user engagement. Note this is not based on daily time spent, but looks back at and aggregates each user's behavior over the past 28 days. As such, it has no direct mathematical relationship with the playtime score, although they have similar trends. Each unit of Premium time spent is rewarded with the same amount of Robux, no matter the size of your game." Roblox uses Tipalti for processing payouts, and IDology for identity verification. The developer roadmap **Creator resources** Roblox provides an impressive amount of education and information for creators. • A "Developer" hub that presents an organized and professional entry point • An extensive "Learn" site with a range of basic tutorials • A proper API reference for their LUA-based code A high-level platform roadmap • Detailed release notes for Roblox Studio A dedicated developer forum 2FA with Authenticator App Dota 2 and Steam Workshop

1 Quick analysis Dota 2 does not exactly use a self-publishing model: most UGC is "submitted" and must receive sufficient community votes to be available in-game. Much of the monetization process is obscured and creator revenue hard to predict. The lack of transparency has led to friction with creators. **Creator pros** • Steam Workshop offers a familiar, trustworthy, and widely-accessible place to present creations, handle financial info, etc.

Creator cons

Confluence

Home Recent ∨ Spaces ∨ Teams ∨

Create

Q Search

• Restricted to largely cosmetic content • Voting occurs in Steam, not in-game • Highly opaque: creators don't set prices or have control over inclusion in bundles or random crates • Virtually no official information about possible revenue Content Dota 2 offers user-generated content facilitated by Steam Workshop, but acquired through in-game MTX. Creators can contribute mainly cosmetic or UI mods. There is no creator-to-creator asset ecosystem. There doesn't seem to be any way to modify game mechanics outside of custom game modes (e.g. no new combat abilities - or cheating). Assets must be created in third-party software, but source files are available to start from. An upload tool is provided for submitting creations.

• Cannot simply publish; creations must be voted on before they appear in-game

• Standalone upload utility helps avoid content errors

Creators can share revenue with one other creator

Most content must be submitted for review and community voting:

• Interface customization: loading screens, music, cursors, etc.

• "Branded items" for e-sports teams, players, and sponsors

Content is submitted via a separate executable, "Dota 2 Tools".

Several types of content seem to be excluded from community review:

• "Contract-only" submissions, which sound like a B2B or contractor workflow

designate a "service provider" (e.g. toolmaker) to receive a small portion of Valve's revenue.

• A "Guidelines Homepage" hub with links to official and community resources

Dota 2 presents a fairly comprehensive guide for requirements and submission. Because assets are generally

cosmetic or UI, rather than functional, their documentation doesn't cover creation of the 3D model, audio file,

ambiguity has been a source of friction (thread from 2017).

Payouts are processed through the Steam Workshop.

FAQs and detailed guides to onboard creators

Asset-specific instructions and sample files

• Hero wearables and special ability appearance

• Limited in-game unit models (wards & couriers)

Physical merchandise

Monetization

Creator resources

1 Quick analysis

Creator pros

Creator cons

Content

Monetization

+ Add label

Related pages (i)

• \$50 minimum for payment

etc.

Custom game modes and bots

• Single platform: Steam on Windows

• Source files are provided for popular assets as a base for customization

Pick Type Select Inputs Import Log Submit What are you publishing? Please select your import type from the options below. Hero Item... Ward Wearable or ability model - Attaches to a hero's base model or A model with the animations required to operate in-game as replaces a model associated with spells or abilities. an observer & sentry ward. Courier Images... Couriers require two models, one for their ground version and Submissions comprised of images such as Loading Screens one for their upgraded flying version. The two models share the same 512x512 material. **Contract-Only Submission** Music Pack A replacement for all the music in the game, including the For use only if you have been contacted by Valve. main menu and all music heard while in a match. & Load Zip Load Session Dota 2 offers user-generated content facilitated by Steam Workshop, but acquired through in-game MTX. Creators get a share of their item's in-game MTX. Revenue can be shared with other creators, and a creator can It's unclear what the default creator/Valve revenue split is, and it may only be visible on submission. It is also unclear whether creators can set the price of their items, prices are standardized, or entirely set by Valve. This Guidelines for customizing a hero Workshop Guidelines - Hero Resources - Axe Creating items for Axe Below you'll find technical information necessary to create a valid item for Axe. As a grunt in the Army of Red Mist, Mogul Khan set his sights on the rank of Red Mist General. In battle after battle he proved his worth through gory Axe declared himself the new Red Mist General, and took on the ultimate title of 'Axe.' But his troops now Needless to say, most soldiers now shun his leadership. But this matters not a whit to Axe, who knows that a oneman army is by far the best. Use the hero model to see your item in context. Download Axe model Item slots and their budgets Head LoD1 Triangle Limit: 1200
 Texture Size: 512H x 512W

An item up for votes

STEAM'

Cyber Blaze Loading Screen

Award 🛊 Favorite Share Add to Collection

No thanks / Not interested

Cyber Blaze

Loading Screen

Dota 2 Tools

Workshop Import Dialog

Would you like to see this item officially accepted and supported in Dota 2?

Discussions 0 Comments 0 Change Notes

Dota 2

▲ Install Steam login | language ▼

682 Unique Visitors 5 Current Favorites

General and Dota-specific asset creation guidelines (e.g. UV map details) • Links to community resources, including general 3D modeling tutorials LoD1 Triangle Limit: 1000 Texture Size: 256H x 256W LoD0 Triangle Limit: 2000 LoD1 Triangle Limit: 800 Texture Size: 512H x 512W LoD0 Triangle Limit: 1500 LoD1 Triangle Limit: 600 Texture Size: 256H x 256W LoD0 Triangle Limit: 2000 Minecraft Bedrock + Partner Center Minecraft introduced their "Marketplace" for the Bedrock edition, which offers in-game purchase via virtual currency. Details for creators, such as how the submission and review process works, is not documented publicly; creators must be accepted to the Partner Center to get instructions on the ecosystem. Multi-platform support with a high-visibility brand • Can start creating non-monetized content without Partner Center approval • Officially-endorsed development environment extensions are available • Partner Center is practically opaque until admission • Difficult to gauge revenue from official sources prior to actually publishing Must be an established creator to monetize Developer support is not friendly to novices "Add-ons" are not as flexible as full mods

Creator resources Technical documentation is publicly available for general Minecraft add-on development. However, Marketplace-specific resources are almost entirely locked behind Partner Center access. It is not possible to get a complete picture of the creator ecosystem, such as how much money one can potentially make, until accepted. Minecraft Bedrock add-on documentation API docs Modest tutorials

• Resource packs provide in-game assets like models, sounds, and textures

Details on Minecraft monetization are scant without access to Partner Center.

Other kinds of content can be created and shared outside of packs, such as maps and player skins.

Marketplace items are purchased with Minecraft's virtual currency; creators set once price for content in all regions.

• Behavior packs change the functionality of in-game objects (entities)

bewildering to a novice developer (e.g search results from all of MSDN). Someone new to corporatesupported software development would likely need to turn to community-provided tutorials to truly start from zero experience.

Greanized together

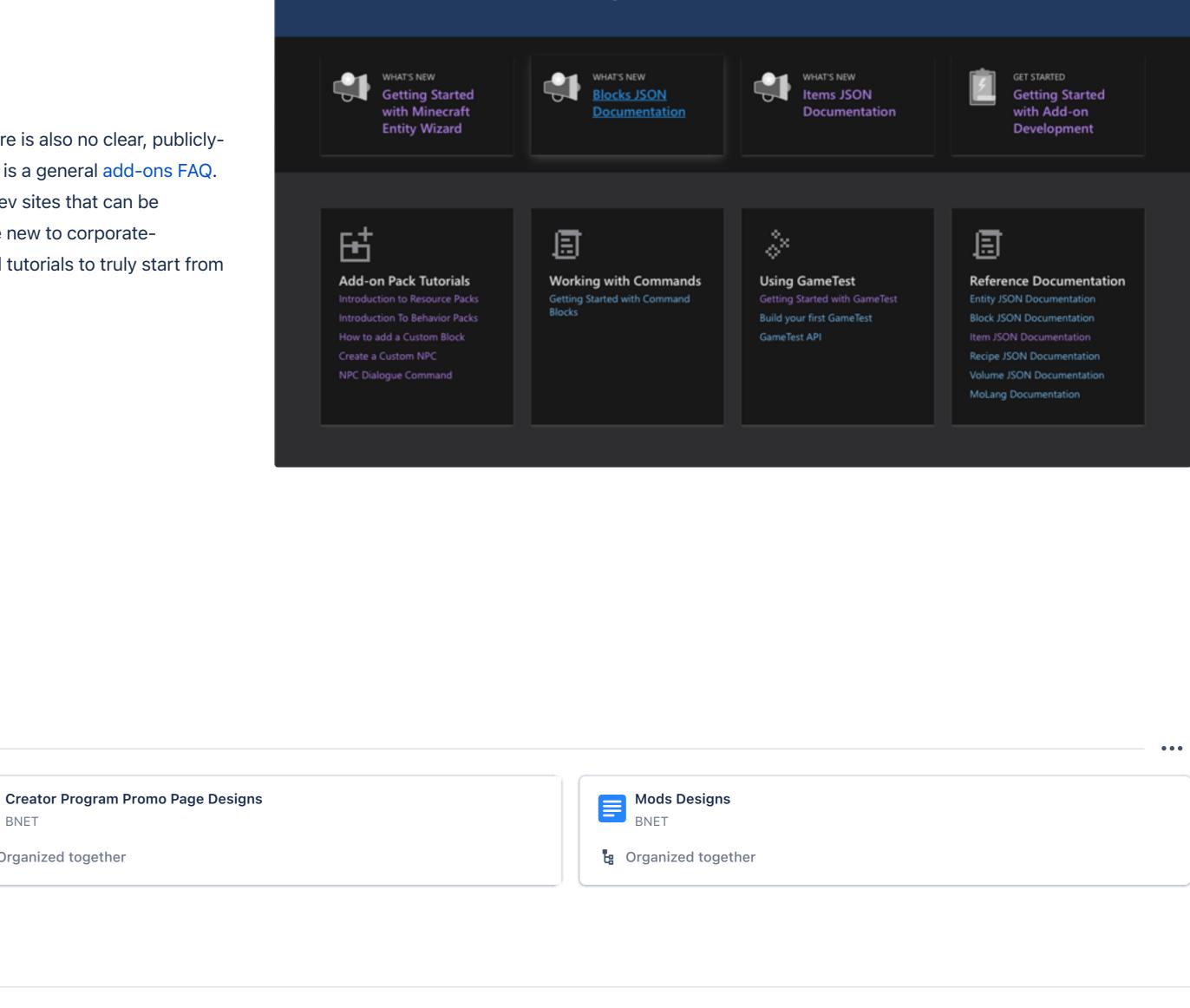
The Minecraft Marketplace seems to lack a central hub for creator resources. There is also no clear, publicly-

available overview for how to get started modding or monetizing; the closest thing is a general add-ons FAQ.

Many developer resources, Partner Center and otherwise, cross into general MS dev sites that can be

Bedrock is extended via a couple types of "packs" that can provide different kinds of content. These packs are bundled into an "add-on" for release.

Creators can distribute add-ons independently; these are what third-party mod sites provide. To monetize in the Marketplace, creators must apply to the Partner Center and submit add-ons for review.



Microsoft Docs Documentation Learn Q&A Code Samples

Learn how to customize Minecraft Bedrock Edition through Add-ons.

Minecraft Bedrock documentation

Search

Sign in

Get Minecraft