

## **Abstract**

This bachelor thesis deals with marketing of digital distribution of video gaming content. It covers concretely marketing of the greatest platform for digital distribution of gaming content called Steam. The thesis sets out to describe new trends in marketing of video game industry and explore through the case study Steam marketing activities between years 2013 and 2015. It poses the question: How does Steam communicate with its community and what effect does it have on the specific target group, like gamers are, to keep its dominant position on video game industry market. The theoretical part clarifies the key terms for the thesis like video game, gamer and communities and last but not least, video game industry. Thesis also describes monetization of video games and video game content, video game publishing and distribution. Furthermore it deals with marketing itself and with current marketing trends that could be used in video game marketing and in the marketing of digitally distributed gaming content. The practical part uses SWOT analysis and case study to understand why is Steam the most successful platform for digital distribution of gaming content and offers recommendations.