

# A full-funnel strategy for a successful PC launch





## THE LAUNCH WINDOW: KEY TO COMMERCIAL SUCCESS

A leading Asian AAA publisher was preparing a high-profile PC launch across multiple platforms, including Steam, Epic Games Store and Microsoft Store. With growing player expectations and intense community scrutiny, the launch window became a critical moment to protect revenue, reputation and long-term success.

The publisher aimed to deliver a secure, high-performance experience while maintaining full control over pre-release exposure and market perception. To support this, they partnered with Denuvo by Irdeto to enable a structured, end-to-end launch strategy across protection, validation and communication.

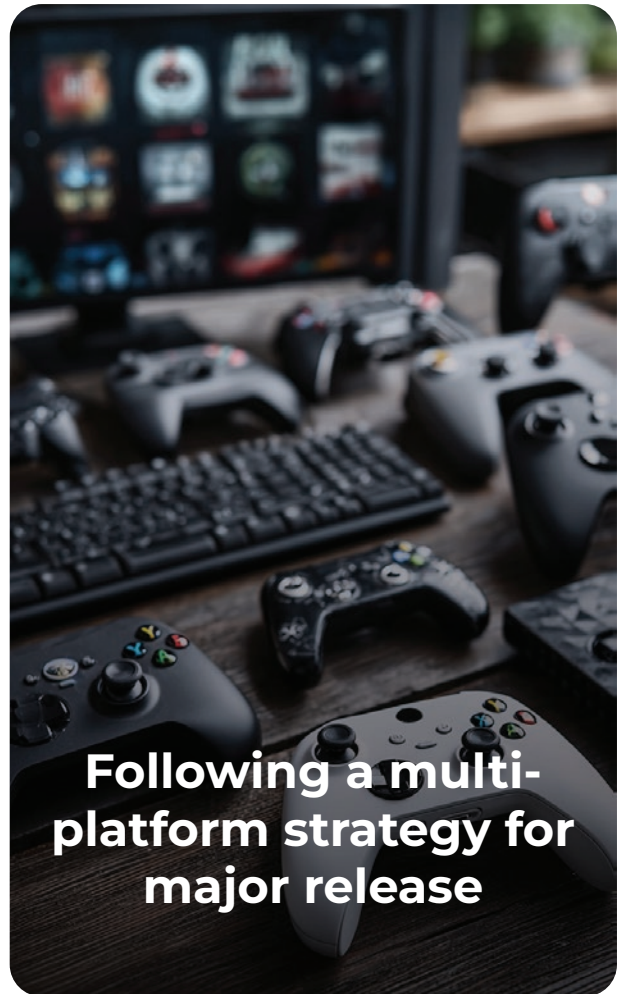
# CUSTOMER PROFILE

## INDUSTRY-LEADING AAA INNOVATOR

A publisher known for globally anticipated titles and exceptional production quality. The company consistently delivers premium gaming experiences that influence player expectations and industry standards. Its ability to combine creative ambition with execution discipline positions it as a benchmark for high-impact game releases worldwide.

## GLOBAL SCALE EXECUTION

Operating across regions, platforms and diverse player communities, the publisher delivers large-scale releases with global reach. It coordinates complex ecosystems of internal teams and external partners to ensure consistency at every stage. This level of execution reflects a highly mature organization built to deliver at scale.



**Following a multi-platform strategy for major release**

## SIMULTANEOUS LAUNCH MAXIMIZATION

The publisher focuses on maximizing launch impact by releasing across multiple platforms at the same time. This approach is designed to capture full market demand from day one, ensuring consistency in player experience and engagement while amplifying commercial performance across all distribution channels.

# AAA

Multi-platform game portfolio

Blockbuster titles across platforms built for scale and immersive gameplay.

# 15+

Years of game development expertise

Experienced crafting standout titles with strong tech polish and gameplay depth.

# Multi-million

units sold across major global releases

Hit titles reaching millions of players with strong global engagement.



As publishers expand across multiple PC platforms, the launch window has become critical to commercial success. Pre-release leaks can disrupt marketing momentum and first-week sales, while performance concerns can quickly influence player sentiment and reviews.

At the same time, multi-platform deployment adds significant complexity. Coordinating across platforms requires precise execution, where any inconsistency can impact player experience and weaken overall launch impact.

## CHALLENGES

### PROTECTING THE PRE-RELEASE WINDOW



The publisher needed to prevent leaks and unauthorized distribution that could disrupt marketing plans and reduce first-week sales. Maintaining strict control over early access builds was essential to preserve launch timing and protect commercial impact.

### ENSURING CROSS-PLATFORM CONSISTENCY



Launching simultaneously across Steam, Epic Games Store and Microsoft Store required a consistent experience across all platforms. Any variation in performance or build quality could impact player perception and weaken overall launch success.

### ADDRESSING PERFORMANCE CONCERNS



Both internal teams and external audiences questioned whether protection technologies could impact gameplay performance. The publisher needed to validate performance and ensure that player experience remained stable, smooth and aligned with expectations.

### ALIGNING EXECUTION WITH GO-TO-MARKET STRATEGY



The publisher needed to synchronize technical implementation with marketing and release timelines. Ensuring that protection, validation and communication were fully aligned was critical to delivering a controlled, high-impact launch experience.

# SOLUTIONS

The publisher, in collaboration with Denuvo by Irdeto, implemented a structured, end-to-end launch strategy spanning the full lifecycle of the PC release. This phased approach aligned protection, performance validation and market communication, ensuring a controlled, consistent and high-impact launch outcome across platforms and global player audiences.

## PRE-RELEASE PROTECTION



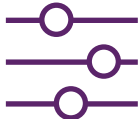
The publisher implemented anti-leak protection and forensic watermarking to secure preview and demo builds. Access to early content was tightly controlled, reducing the risk of unauthorized distribution. This enabled stronger control over marketing timing and minimized disruption from potential leaks.

## DEMO AND LAUNCH PREPARATION



Integration across Steam, Epic Games Store and Microsoft Store was aligned with development timelines and release milestones. Close collaboration with development teams ensured smooth deployment, while protection remained stable and invisible, preserving the player experience across all platforms.

## QA AND PERFORMANCE VALIDATION



The publisher conducted comprehensive validation using CPU benchmarking, frame rate comparisons and stability testing across hardware configurations. This data-driven approach confirmed that protection had no measurable impact on performance, ensuring a consistent and high-quality gameplay experience.

## MARKET COMMUNICATION AND VALIDATION



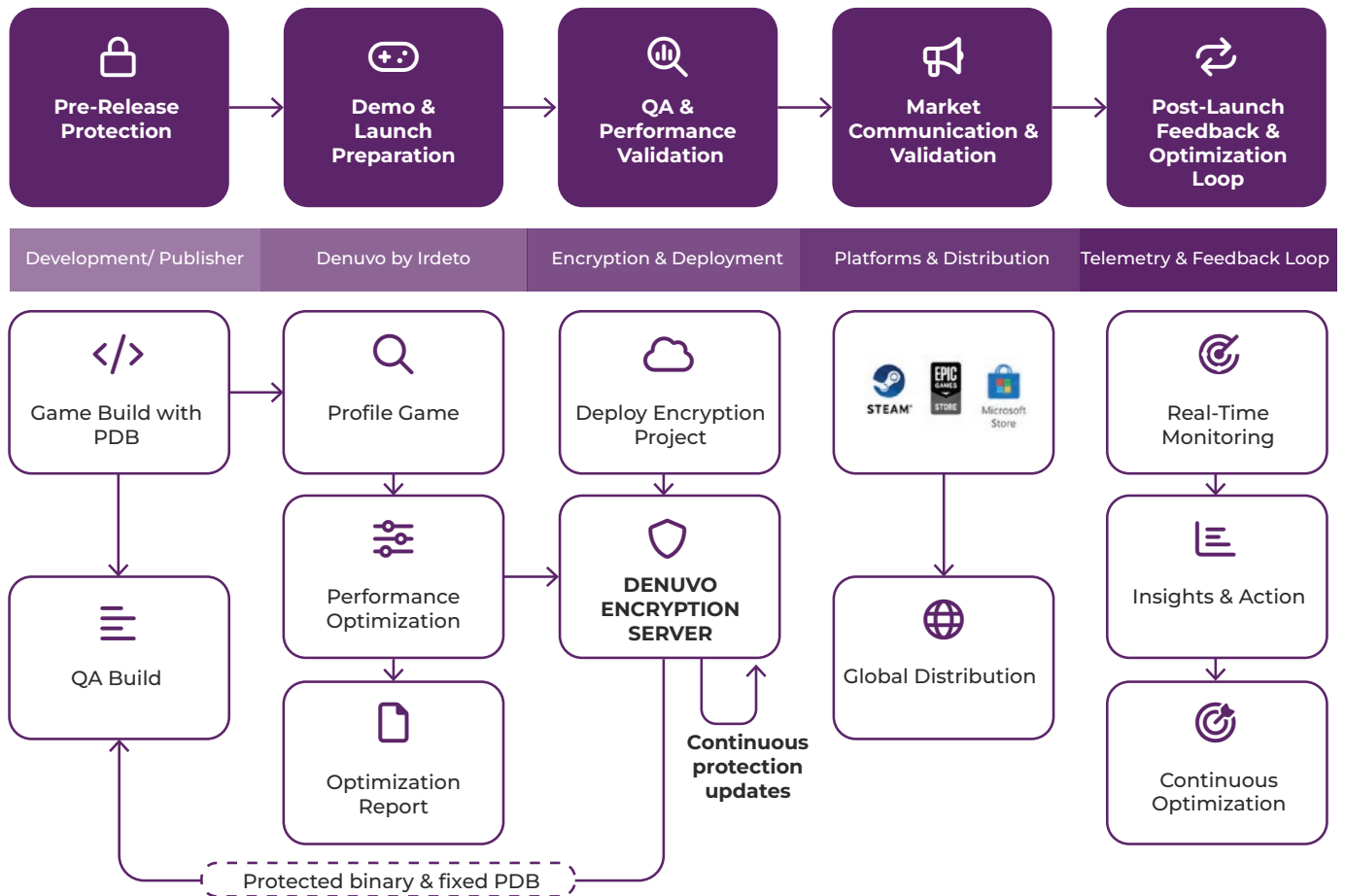
Performance data was shared proactively to address community concerns, supported by real gameplay validation through influencers and preview builds. Alignment between demo and launch versions ensured consistency, reinforcing that gameplay performance remained unchanged and reliable.

## POST-LAUNCH FEEDBACK AND OPTIMIZATION LOOP



Player sentiment was monitored in real time across forums and social platforms, with insights shared immediately with the publisher. This enabled rapid response and communication, shifting perception from concern to confidence and contributing to stronger purchase intent and overall commercial performance.

The phased approach enabled a smooth, controlled announcement and launch of the multi-platform PC security strategy, ensuring consistent performance and a stable player experience, strong alignment between technical execution and market expectations, and improved post-launch player perception.



*Integrated protection and performance validation across the PC launch lifecycle*



**LAUNCH WINDOW PROTECTION IS CRITICAL**

Early leaks can disrupt marketing momentum, impact first-week sales and weaken overall launch performance



**PERFORMANCE MUST BE PROVEN WITH DATA**

CPU and frame rate benchmarks provide objective validation, helping build trust with players and stakeholders



**REAL GAMEPLAY VALIDATION MATTERS**

Players, influencers and content creators provide stronger credibility than messaging, reinforcing confidence in real-world performance.



**REAL-TIME RESPONSE CAN SHIFT SENTIMENT**

Fast feedback and proactive communication can turn early concerns into positive perception and increased player confidence



**MULTI-PLATFORM COORDINATION IS ESSENTIAL**

Steam, Epic Games Store and Microsoft Store must be aligned to ensure consistent experience and launch impact



RESULTS

**24%**

Reduction in  
negative sentiment

**100%**

Alignment between preview  
and launch performance

**ZERO**

Measurable performance  
impact observed



**DENUVO**  
by **irdeto**

**Partner with us and unlock your success story!**

**Let's talk**

## **ABOUT DENUVO BY IRDETO**

Denuvo by Irdeto provides advanced protection for video games across the full lifecycle, from pre-release to post-launch. It enables publishers to prevent leaks, protect revenue during critical launch windows and validate performance with confidence. As part of Irdeto's broader gaming security portfolio, it helps publishers deliver secure, high-quality player experiences at scale.

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