



STARFIELD™

▶ GAME PITCH

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Game Description

Imagine a universe filled with endless possibilities. A galaxy teeming with vibrant planets, mysterious artifacts, and hidden secrets. **Starfield** invites you to venture into the depths of uncharted space and forge your own destiny amongst the stars.

Game Genre

- Role-Playing Game
- Action-Adventure

Theme

Space exploration
Storytelling
Open-world

Platforms: Xbox X/S, PC

Target Audience

Fans of space, science fiction, open-worlds and RPGs

Gameplay

- ***Mechanics:*** First-person shooter, RPG elements such as combat, crafting, exploration & diplomacy
- ***How it's played:*** Players can freely explore a vast galaxy, discovering new procedurally generated planets, completing quests, and building settlements.
- ***What makes it fun:*** The game's immersive worlds, engaging storytelling and its different ways to play the game including outpost building, stealth operations, run and gun missions and massive space battles



Reference Games



- Overall game:
 - Red Dead Redemption 2
 - Horizon Zero Dawn
- FPS Element:
 - FarCry 6
 - Days Gone
- Space Battle:
 - WarThunder
 - Star Wars: Squadrons
- Outpost Management:
 - Slime Rancher
 - Astroneer



Marketing Analysis

- Revenue: Actual figure is unknown. The game crossed 13 million players ^[1] and was a major factor in Xbox's 3.9 billion fiscal quarter^[2] at the end of 2023.
- Development Costs: \$200 million^[3]*
- Development Team: About 500 people^[3]
- Target Audience: Casual & Hardcore gamers, focusing on sci-fi and RPGs fans
- About 7 years of development

*Development cost does not include marketing and other external costs as this is the only figure publicly available



STARFIELD™

Socials*

*All logos are clickable



- Around 590 employees as of August 2024
- Headquarters are located in Rockville, Maryland, US
- Starfield is exclusively developed by Bethesda

Other Bethesda Franchises:

- The Elder Scrolls®
- *Fallout*

Game Trailers

STARFIELD

STARFIELD

OFFICIAL
TEASER TRAILER

STARFIELD

OFFICIAL
GAMEPLAY TRAILER

What comes next?

- Starfield: Shattered Space DLC

