

Third-Party Publishing Strategy

Gaming, Esports & Digital Entertainment

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a strategy for becoming a game publisher of third-party titles — deal sourcing and evaluation, deal terms, the services you provide, portfolio and risk. Use it to build a publishing arm. For reviewing a publishing deal as a developer use the Publishing Agreement Review (G11).

Purpose of this tool & output

Publish other studios games

How the output is used

Use it to publish other studios games — a third-party publishing strategy across selection, terms, support and revenue share.

Important cautions

Game publishing is a portfolio business gated on early metrics (retention/CPI/LTV) — most titles underperform, so evaluate ruthlessly and rely on a few hits. Offer fair deals and real added value (UA/live-ops) to attract good developers, and manage capital/risk carefully. Guidance only, not financial/legal advice.

Companion documents

- Gaming Business Scaling Strategy
- Game IP & Franchise Strategy
- Web3 / Blockchain Gaming Assessment
- Gaming International Expansion
- Gaming Merchandise & Brand Extension
- Gaming Company Exit Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.