



# Steins;Gate

シュタインズ・ゲート・ゼロ

There is no end though there is a start in space. — Infinite.  
It has sun power, it ruins, and it goes though there is a star, who is a star. — Finite.  
Only the person who was wisdom can read the most golden one from the history.  
The fish that lives in the sea doesn't know the world in the land. It also swims and goes if they have wisdom.  
It is funnier that man exceeds the speed of light than they start living in the land.  
It can be said that this is an final estimation from the god to the people who can fight.

## product overview



# introducing steins gate

Considered to be the  
finest Visual Novel  
series ever made.



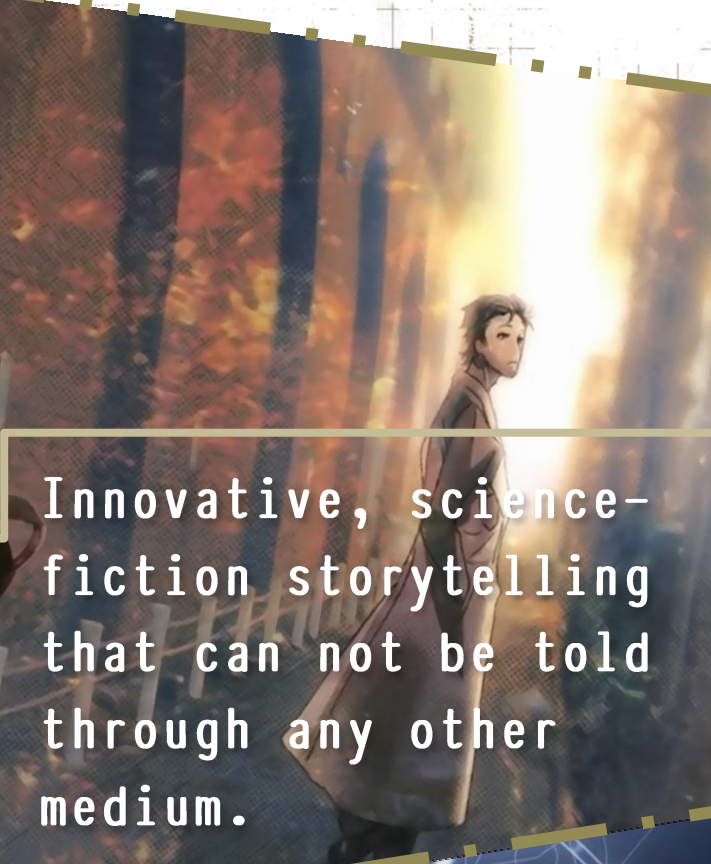
At the forefront of  
one of gaming's  
fastest-growing  
genres, it is adored  
by critics worldwide.








# introducing steins gate



Innovative, science-fiction storytelling that can not be told through any other medium.

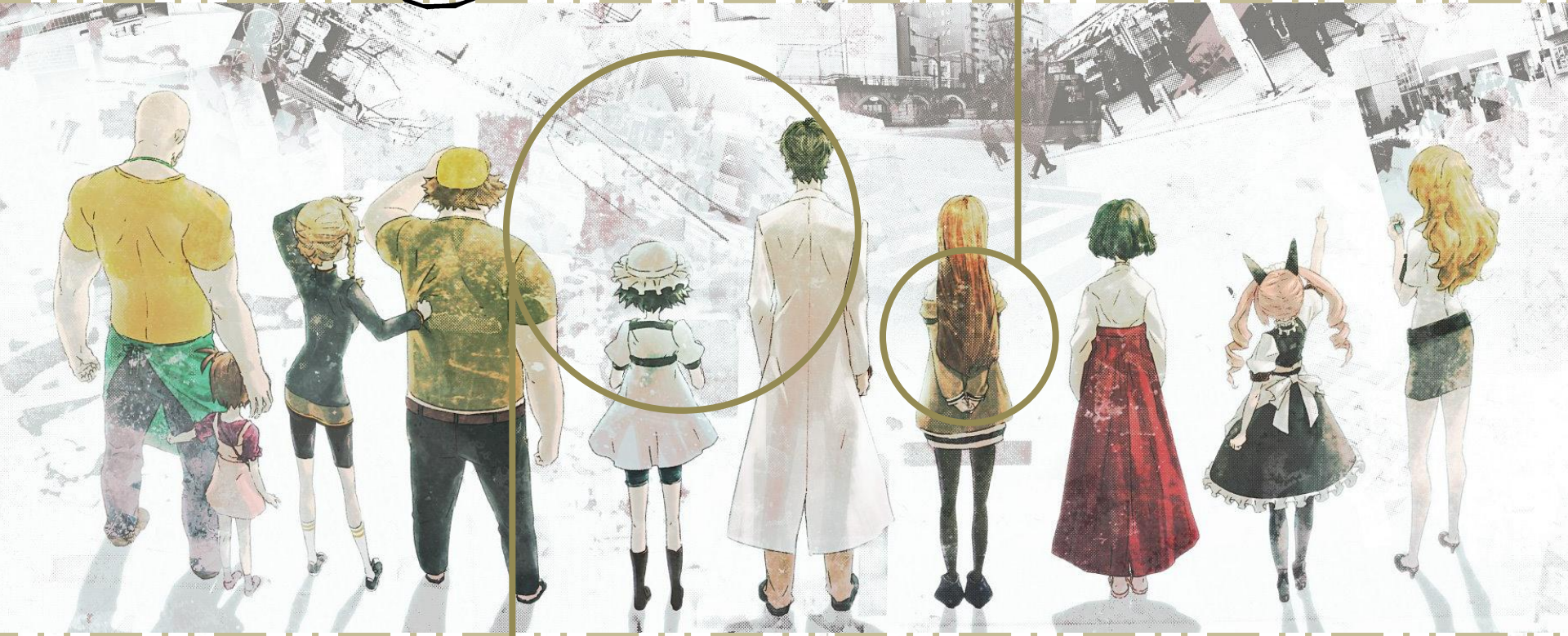


With over 110, 000 copies sold in Europe alone, it is the most successful Visual Novel in existence.



# story

An 'Alternative Worldline' story -  
picking up as though the player  
failed the original game...



Steins;Gate 0 is a much darker, more mature  
tale. No knowledge of the previous game is  
required to enjoy this new adventure.





# story

All previous characters have been completely redesigned to reflect the Alternate Worldline – but retaining Steins;Gate's distinctive art-style



Brand new characters, some hinted at in the previous story – bring new secrets and fresh personalities!



# story



While still focused on Time Travel, S;G0 introduces Artificial Intelligence and 'Amadeus' - a device that can store human memories on computers...

# 4 Amadeus

Early critical opinion suggests this new instalment exceeds the original's already-exceptional quality.





# what the Critics

# are

# saying

"Impossible not to  
love"

-Shiki.com

"A masterpiece"

-Famitsu

"Amazingly well-written...  
lives up to the original in  
every possible way"

- Kotaku

"My most anticipated  
game of the year"

- Nobuhiro Watsuki





# features



Steins;Gate 0 consists of text, voice, animation and images. Five years in the making, the production values are exceptionally high



Players read, watch and listen to the story unfold - but with high levels of interaction...



# features

You can interact with the story and character using the in-game smart phone...



Or by interacting with the stored memories of Kurisu, a key member of the original story - murdered by your own hands!





# features



Steins;Gate 0 is  
made up of THREE  
different stories,  
each with multiple  
endings to uncover...

It is without question  
the most sophisticated  
Visual Novel ever made  
– and the most highly  
anticipated!



# Marketing activity



Partnering with the most prominent anime streaming services in the world to advertise a series already beloved by fans of Japanese pop culture.



# Marketing activity



High-Value Social Media campaign began back in May targeting Steins;Gate fans, and is now broadening to cover anime fans and Japanese game fans worldwide.





# Marketing activity



ANIME EXPO AX 2016

MCM LONDON  
COMIC CON



Presence at all the major  
Japanese anime and gaming  
Expos - MCM London, LA Anime  
Expo and Japan Expo in Paris



# Marketing activity

Advertising in only the leading print publications for gaming and Otaku culture in each territory.



OKだ!





# Marketing activity

KOTAKU

Extensive six-week online campaign with the worlds leading sites for more educated and hardcore gamers.

EUROGAMER



Polygon™

the Escapist®





# Marketing timeline

May

june

july

august

september

Paid social media campaign

You tube advertising

Online Ads

Print Ads

Anime Streaming Ads

MCM

LA Expo

Japan  
Expo





# foreCast

The background of the entire image is a detailed, artistic collage of vintage computer hardware. In the center, a CRT monitor displays a character from the anime 'Steins;Gate', a young woman with short brown hair and blue eyes, wearing a school uniform. To the left of the monitor is a large, beige computer tower with a prominent black ventilation grille. Above the monitor, a keyboard and a mouse are visible. To the right, another CRT monitor is partially shown. Various cables, including a green ribbon cable and a black power cord, are scattered around the equipment. The overall aesthetic is that of a retro, cluttered computer setup from the late 20th century.

PQube's release of  
the original  
Steins;Gate has sold  
almost 200,000  
physical copies  
worldwide.

110,000 of those were sold  
in Europe - outselling other  
visual novels like the  
Danganronpa, Phoenix Wright and  
the Zero Time dilemma series.





**Title:** Steins;Gate 0  
**Formats:** PS4 and PS Vita  
**ESRB:** M for Mature  
**Genre:** Visual Novel

