We aimed to understand their experiences by the publishing stages we defined earlier with the stakeholders

Launching

Launching
the content
you created

Promoting

Promoting and
advertising
the content

**Operational
Support**

Operational
support for
creators

**Social/
Community**

Social activities
as a content
owner

**Monitoring
Feedback**

Monitoring
player feedback,
trends, etc.

**Generating
Revenue**

Generating
profit with
the content