

Trophy Games Releases New Game as Publisher Today

Four years after Trophy Games signed the agreement with RedPilz Studio to serve as publisher for The Ranchers, the game is released today.

July 30 is a long-awaited day for Trophy Games, as The Ranchers, after several delays, is now finally being released. The game has surpassed 450,000 wishlists on Steam, underscoring that it has managed to generate significant interest from players along the way. Many of these wishlists date back several years, as the game already had over 200,000 wishlists when the agreement between RedPilz Studio and Trophy Games was signed in 2022.

The game is being released in Early Access, meaning it will continue to be developed after launch, with many new features to come. The price is set at 24.99 USD, which at current exchange rates corresponds to approximately 163 Danish kroner. Trophy Games has not been able to elaborate on the specific terms of the agreement with RedPilz Studio, but typically 30-70% of revenue goes to the developer, while the remaining revenue goes to the publisher.

The first week after launch is normally the busiest and most important period, as interest and hype are at their highest. Therefore, the game can also be purchased at a 10% discount during the first 7 days after release. Specifically, the game is released on July 30, 2026, at 19:00 Danish time.

Trophy Games has chosen not to include The Ranchers in its guidance for 2026. This is due to significant uncertainty about how the game will perform, and while the company is normally accustomed to working with freemium titles, The Ranchers is being released as a premium title. The latest statement is that Trophy Games will provide an update as soon as it has sufficient insight into sales to make a forecast. The Ranchers will therefore also be included in the company's financial guidance for the year later this year.

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