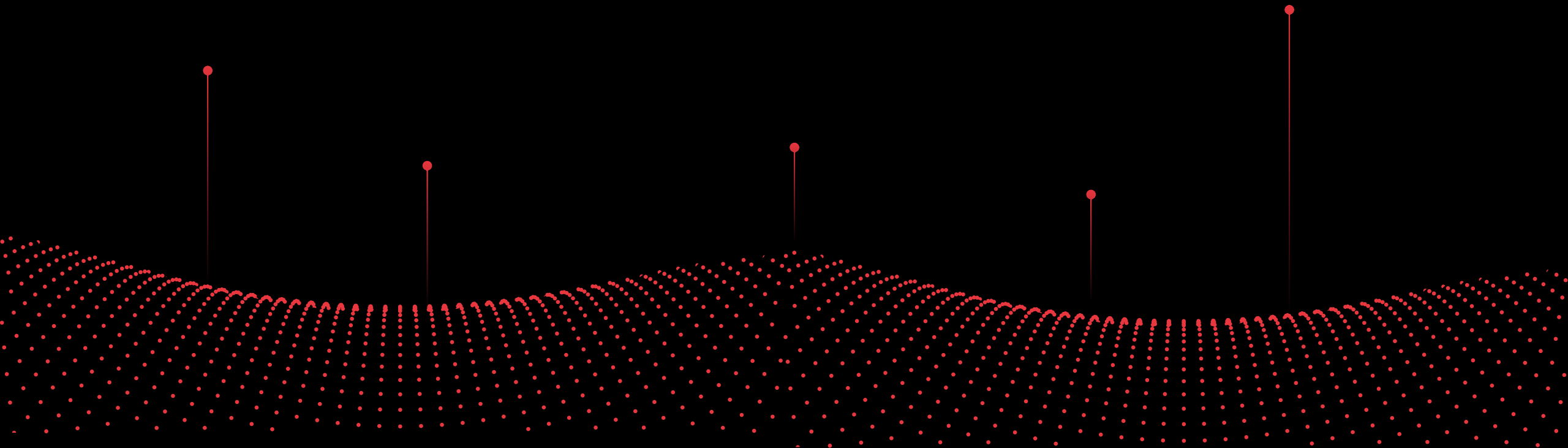
Thriving Cloud Gaming: Best Practices and 5G Outlook

Hexiang Zhang

Best practices from Gloud Technology and An Outlook on 5G

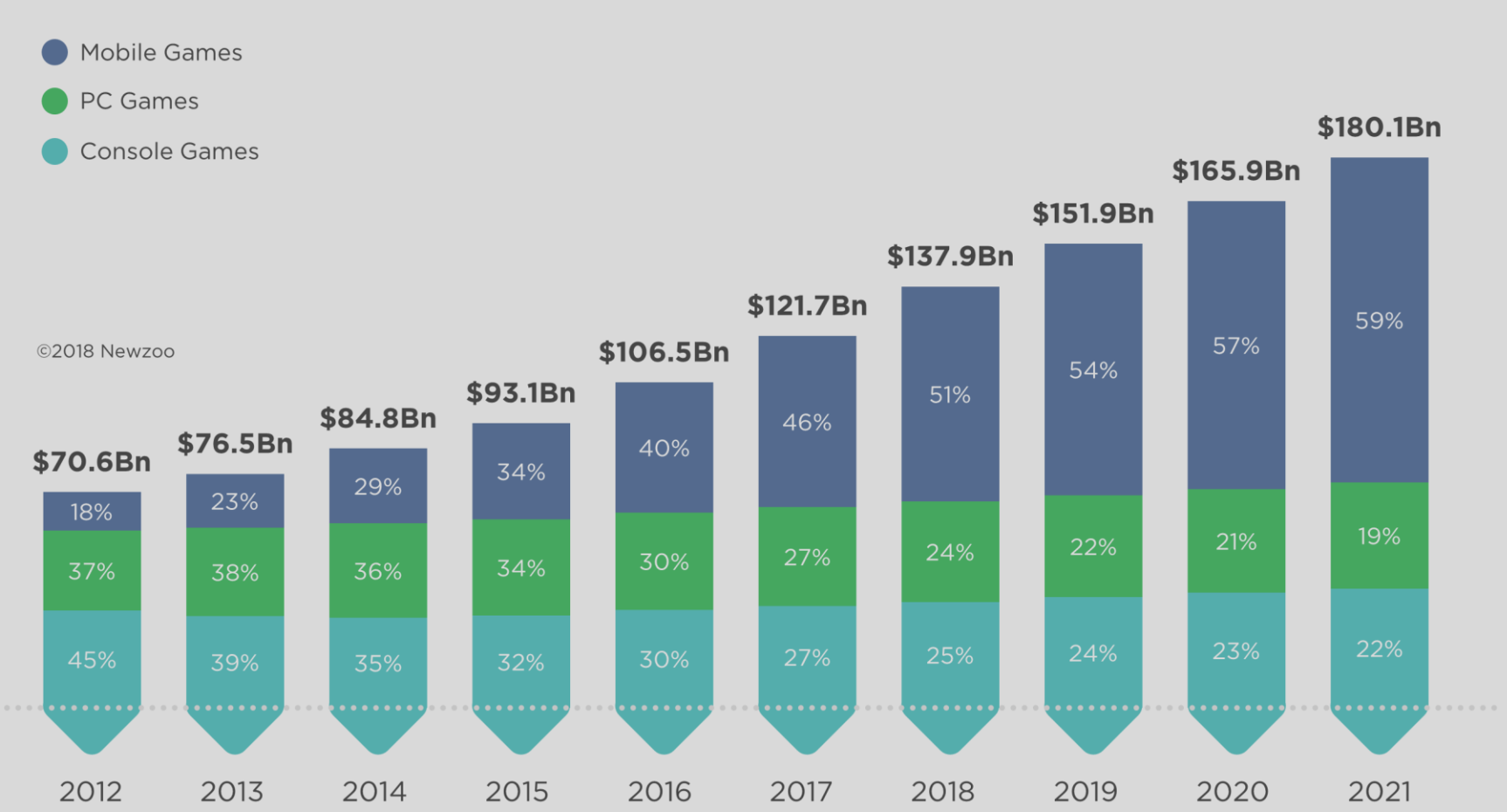
Thriving Cloud Gaming Market

How the game landscape will be changed



2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES



CAGR 2012-2021

TOTAL
+11.0%

MOBILE
+26.8%

PC
+3.1%

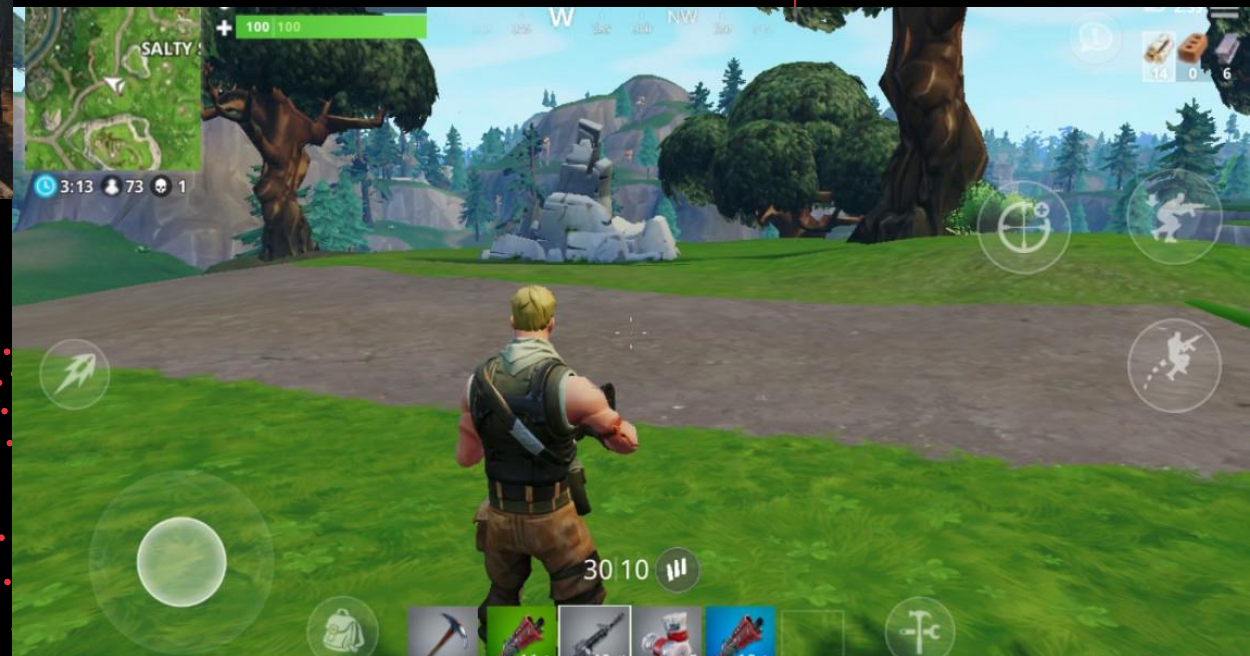
CONSOLE
+2.3%

Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

AAA Games VS. Mobile Games

Assassin's Creed: Odyssey

Fortnite Mobile



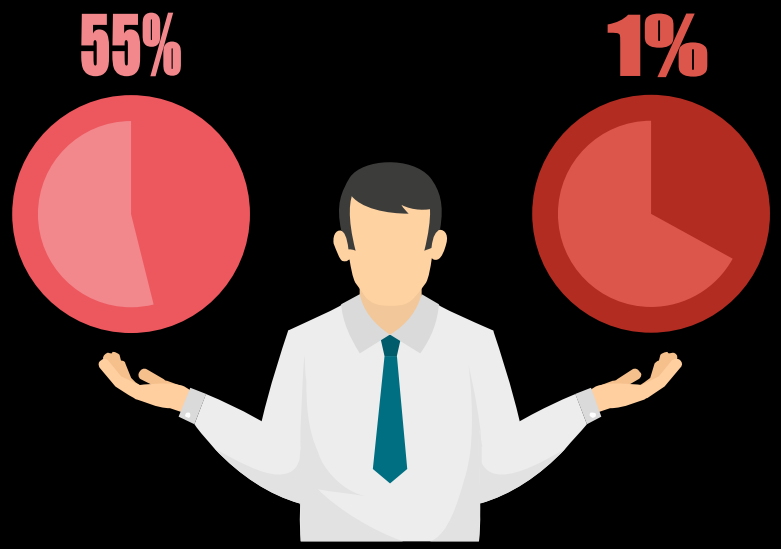
Cloud Gaming Market

Bring AAA games to any device. No hardware burden for users.

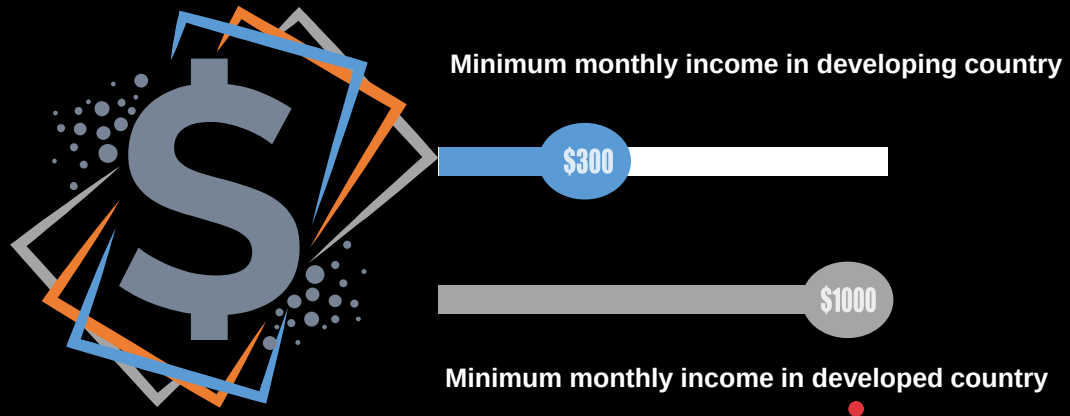
Streaming is the most convenient way to play games.

Cloud exclusive games break through limits.

Cloud Gaming Brings AAA Games To Everyone



Household Penetration of Console Games
developed countries VS. developing countries

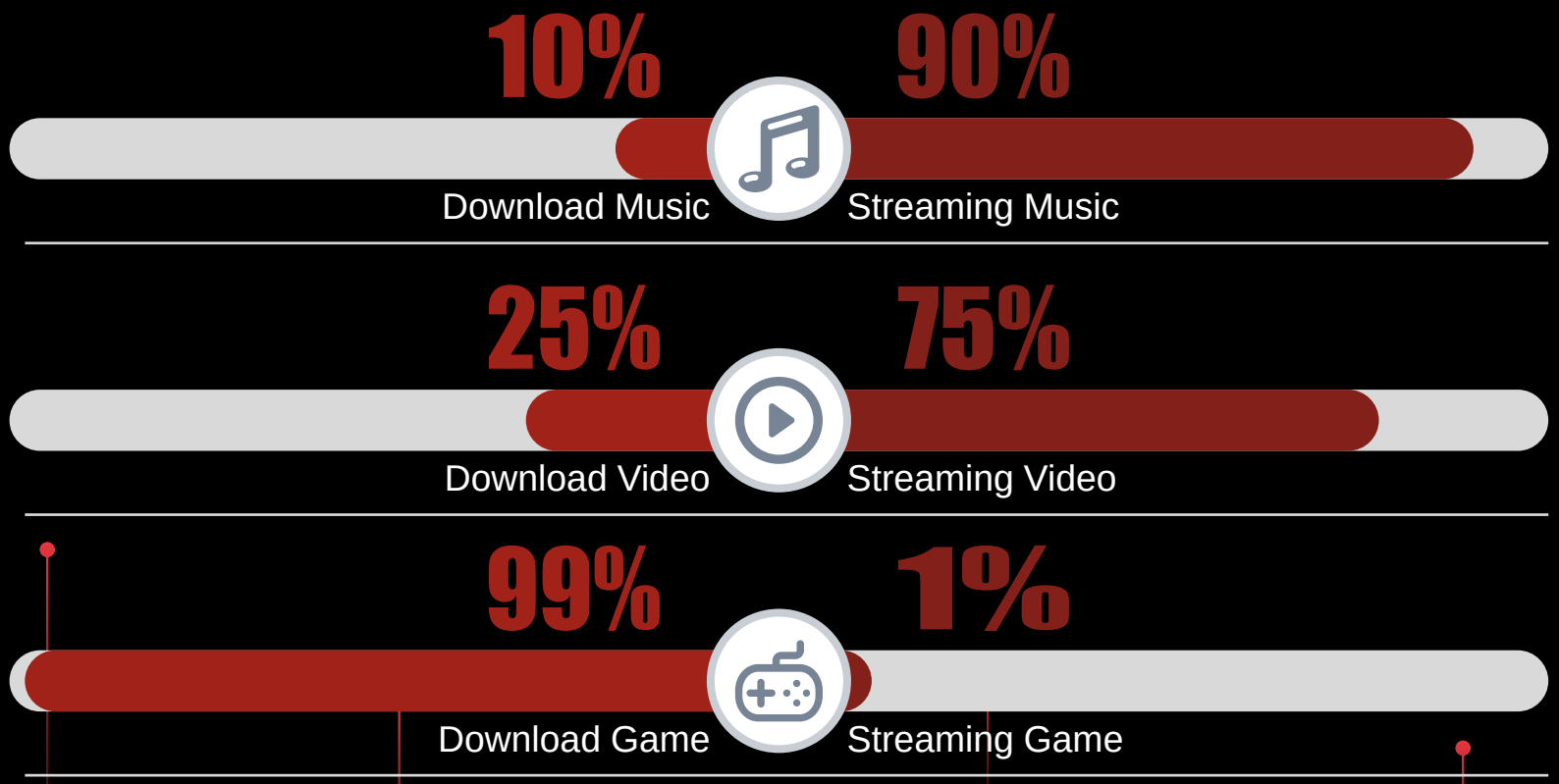


Average console price: $300
AAA game price: $60

Hardware is an entry barrier for most gamers globally.
Billions of game video/stream viewers are eager to play games.

Ubisoft CEO: Cloud gaming can help AAA games grow beyond PC and console.

Streaming Is The Inevitable Future



Spotify

NETFLIX

?

As network becomes faster and faster, streaming will dominate.
Because it's the most convenient way to access contents.

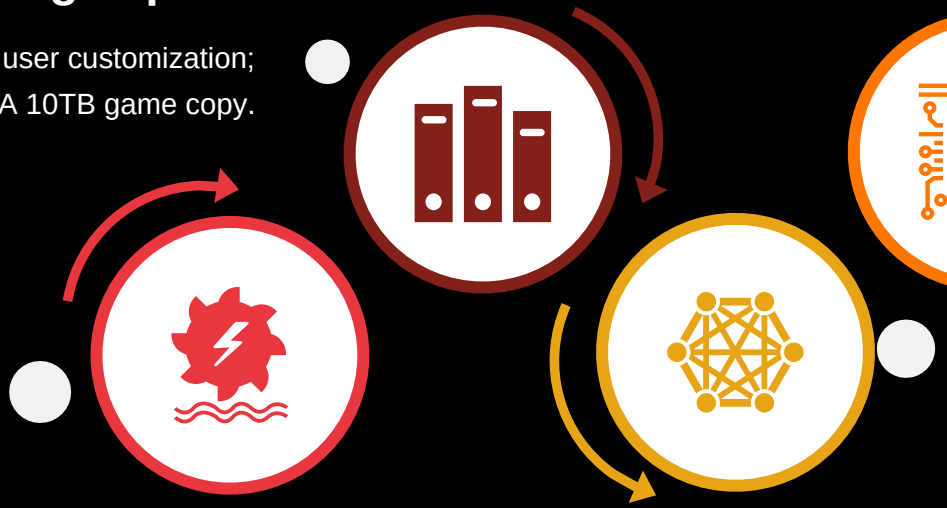
Games In The Cloud Will Be Beyond Our Imagination

Unlimited storage space

8K texture; Persistent world; Ultimate user customization;
A 10TB game copy.

100x Computing power

One game, running on GPU farm.



Game engine redesign

one machine architecture =>
multi-server architecture.

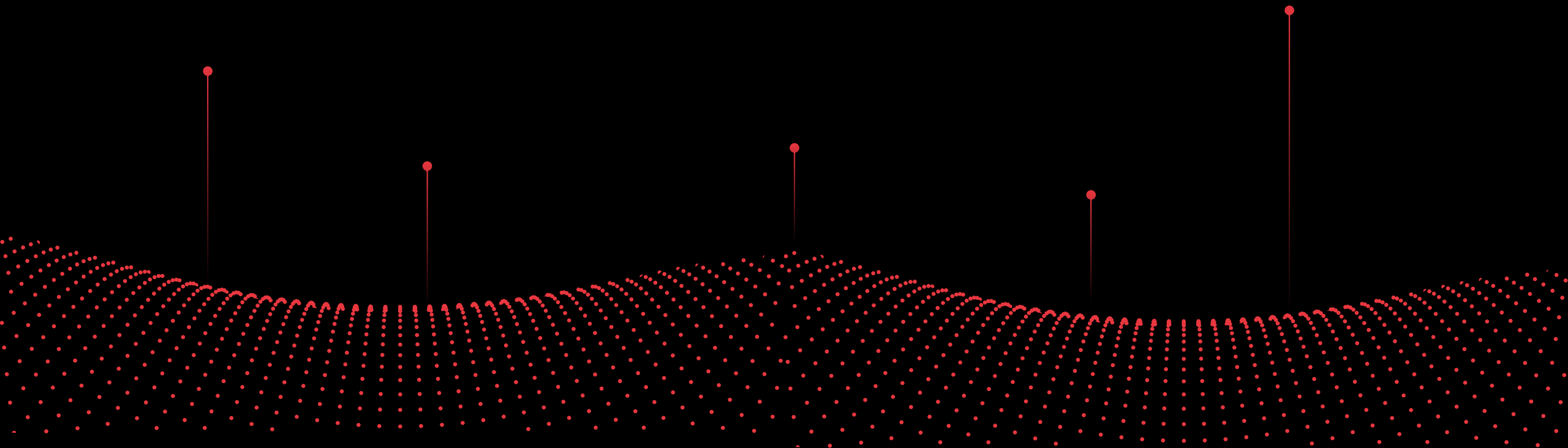
Low latency connection

10000 players on one map simultaneously.

For so long, games are restricted by $300~$600 hardware.
Shackles off! Now, games are unleashed in the wild wild cloud.

Best Practices In China

Gloud Technology’s strategy and data sharing



How We Choose Target Audience In China

AAA Games

To mobile, TV and PC users.
Touchscreen adaptation.
Recommend gamepad.

Online Games

To mobile and PC users.
Touchscreen adaption.

Mobile Games

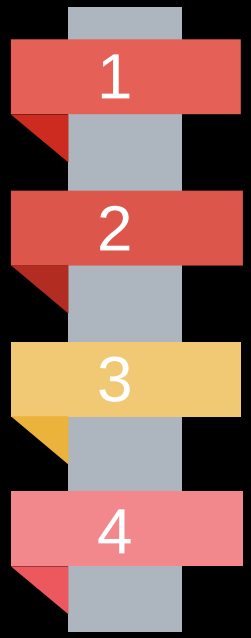
To mobile users.
Trial play only.

Data Sharing

Gloud Games

Launched since 2015

- Largest cloud gaming platform in China
- Subscription mode and BYOG



20M register users. 70% are mobile.

50~100ms end-to-end latency.

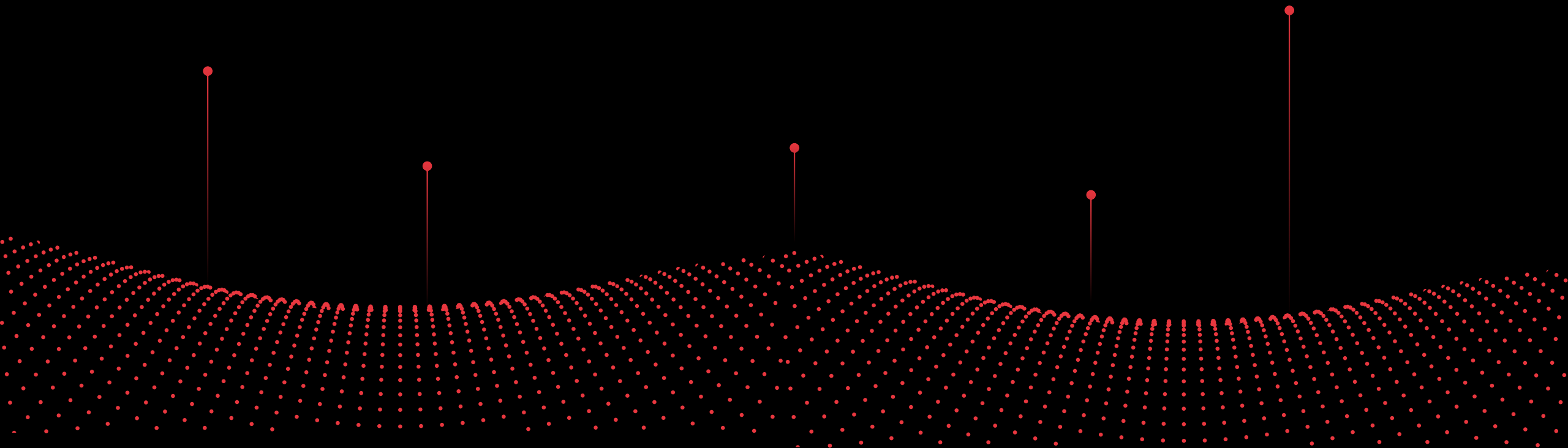
4K 60fps is available. 1080p 60fps is recommended.
720 30fps is acceptable on mobile devices.

4G network has 50+ms latency but stable.
Wi-Fi network has lower latency but unstable.

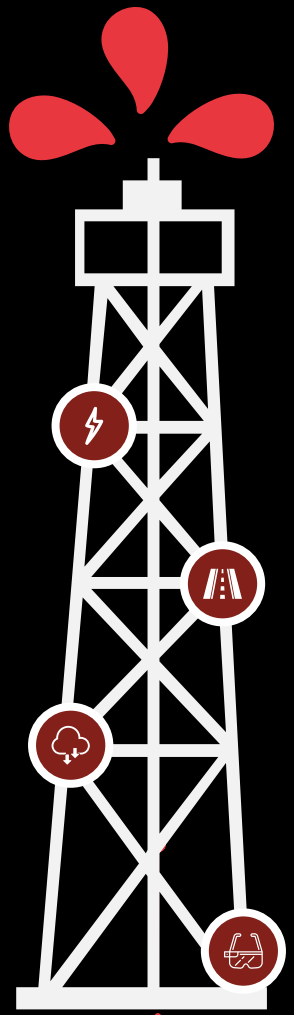
Huawei & Gloud Brings 4K 60fps Cloud Gaming to Reality

5G is the Tipping Point

How 5G will boost cloud gaming



5G Outlook



Low Latency!

<50ms end-to-end latency will be perfect.

Edge Computing!

Cloud gaming servers must be near to user.

High Bandwidth!

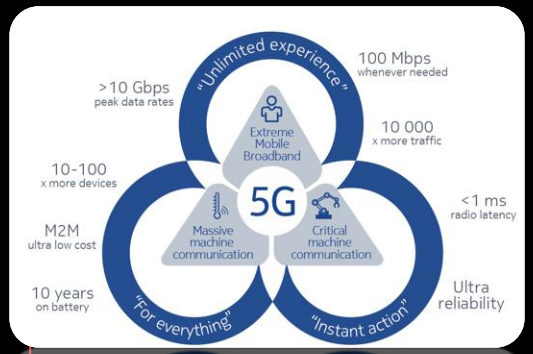
4K 60fps cloud gaming for everyone.

VR, AR and more!

The next computing platform?

How 5G Will Boost Cloud Gaming

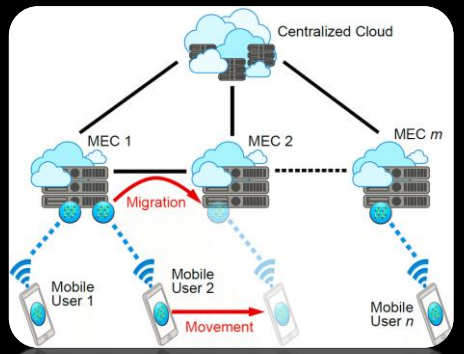
50%



5G Network

Low latency and high bandwidth brings great gaming experience.

50%



Edge Cloud

Cloud gaming servers can be deployed near the users.

100%

Happy Gamer

Anyone can play any game on any device at anywhere.

THANKS

Gloud Technology

Hexiang Zhang

hex@51ias.com

以下为备用页面

http://www.51ias.com

Content

+ 01 Thriving cloud gaming market

+ 02 Best practices in China

+ 03 5G is the tipping point

http://www.51ias.com

Our Vision

Text Here

Copy paste fonts. Choose the only option to retain text.

Text Here

Copy paste fonts. Choose the only option to retain text.

Text Here

Copy paste fonts. Choose the only option to retain text.

Text Here

Copy paste fonts. Choose the only option to retain text.