



Business Case Study of CLOUD GAMING

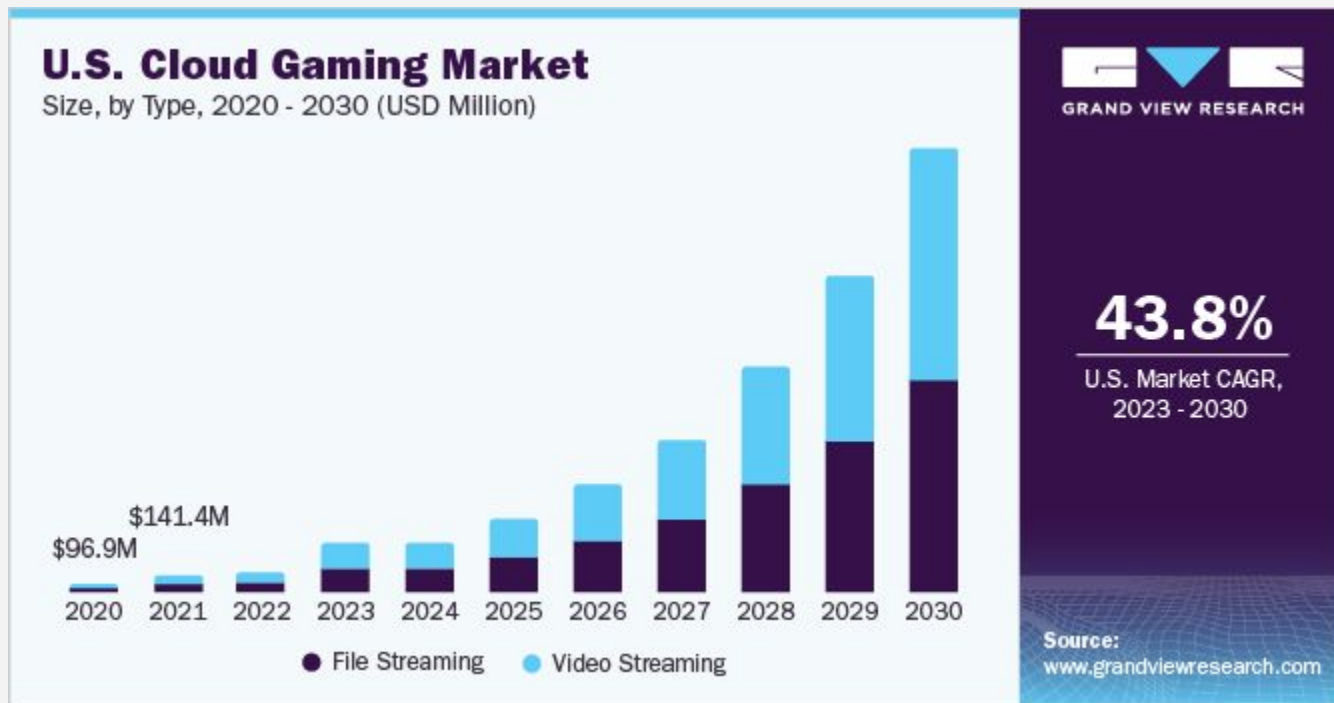
By
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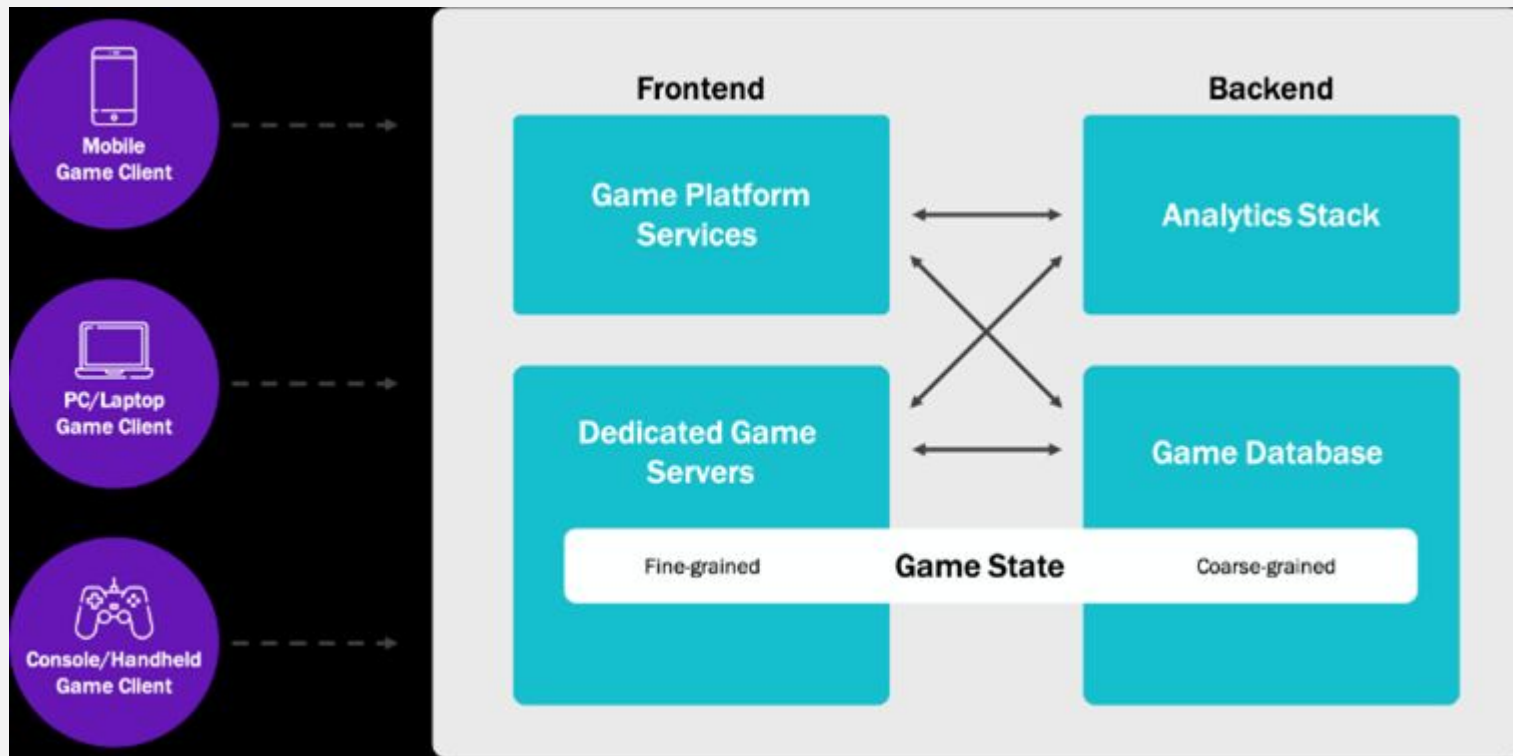
Cloud gaming Platform

- Cloud gaming revenue from 43.2 million USD in 2020, to 3256.7 million USD in 2026.

Cloud Gaming Market



ESport System



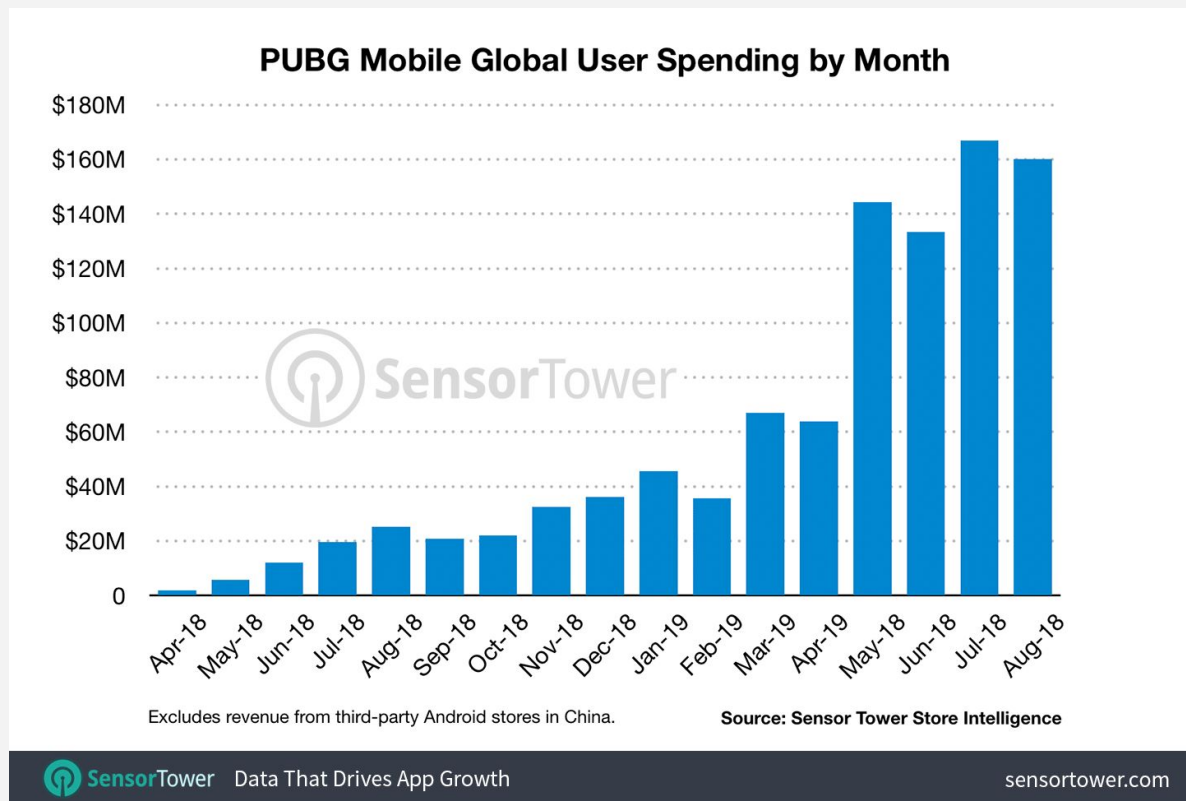
PUBG Revolution Lessons

- The real money does not lie in high ticket sales of consoles and CDs.
Low ticket sales > High ticket sales.
- Entry barrier for opportunity and accessibility needs to be eliminated, so that people from the bottom of the pyramid can play your games.
- Games no longer considered a discrete product, must be treated as service.

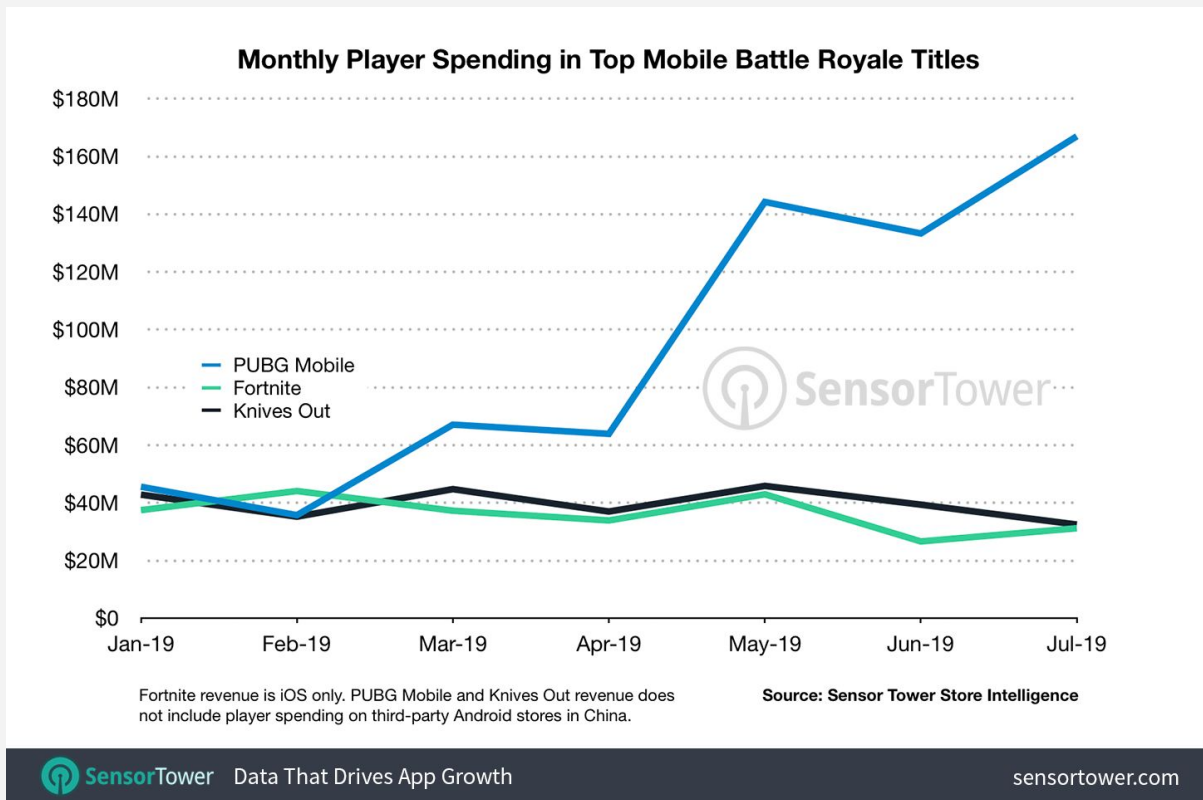
PUBG Battlegrounds



PUBG Growth



PUBG Growth



Cloud Gaming

- Call of Duty needs advanced configuration of the complex data and graphics.
- Entire process happens in company's server.

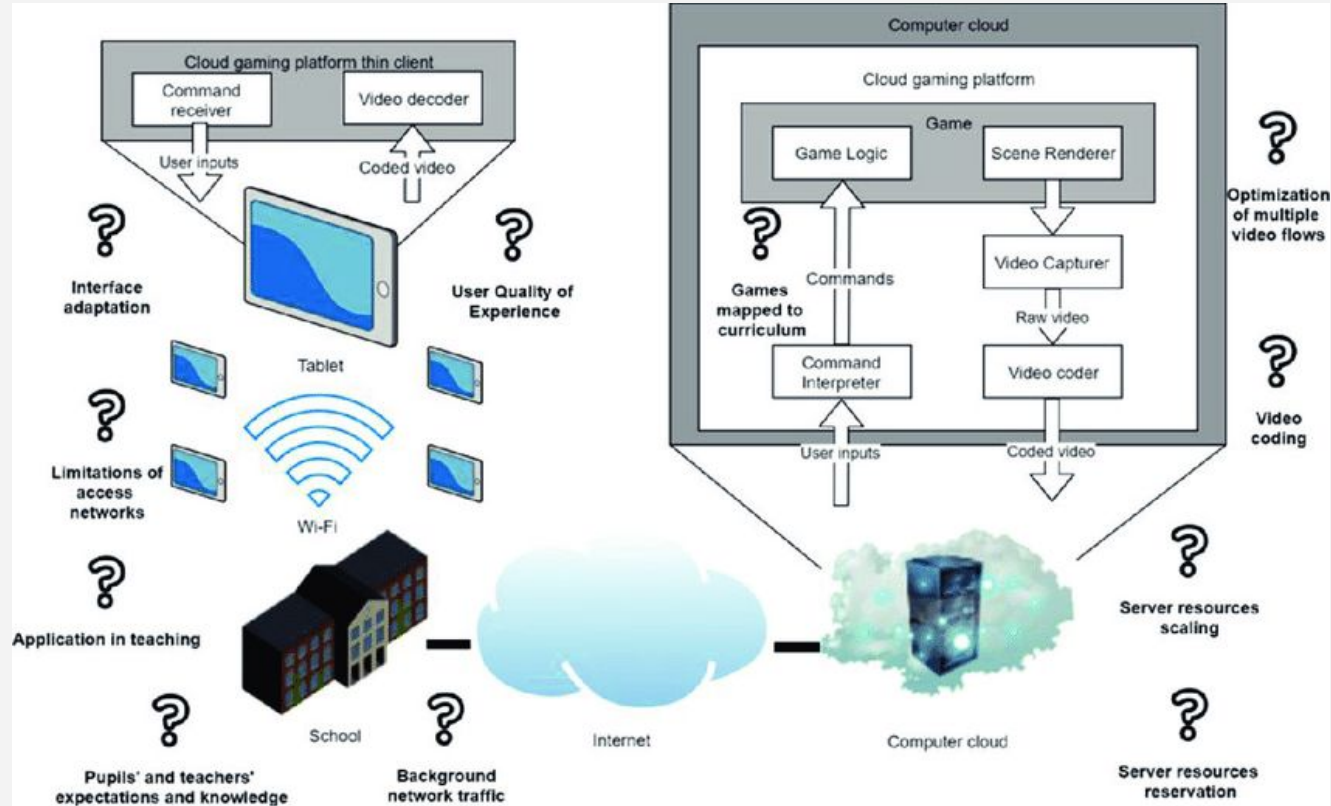


- In upcoming days, you'll be able to play the most advanced games with subscription based service, with spending big to buy consoles.
- Netflix for games, enabling to play games without storage and without processing requirements.

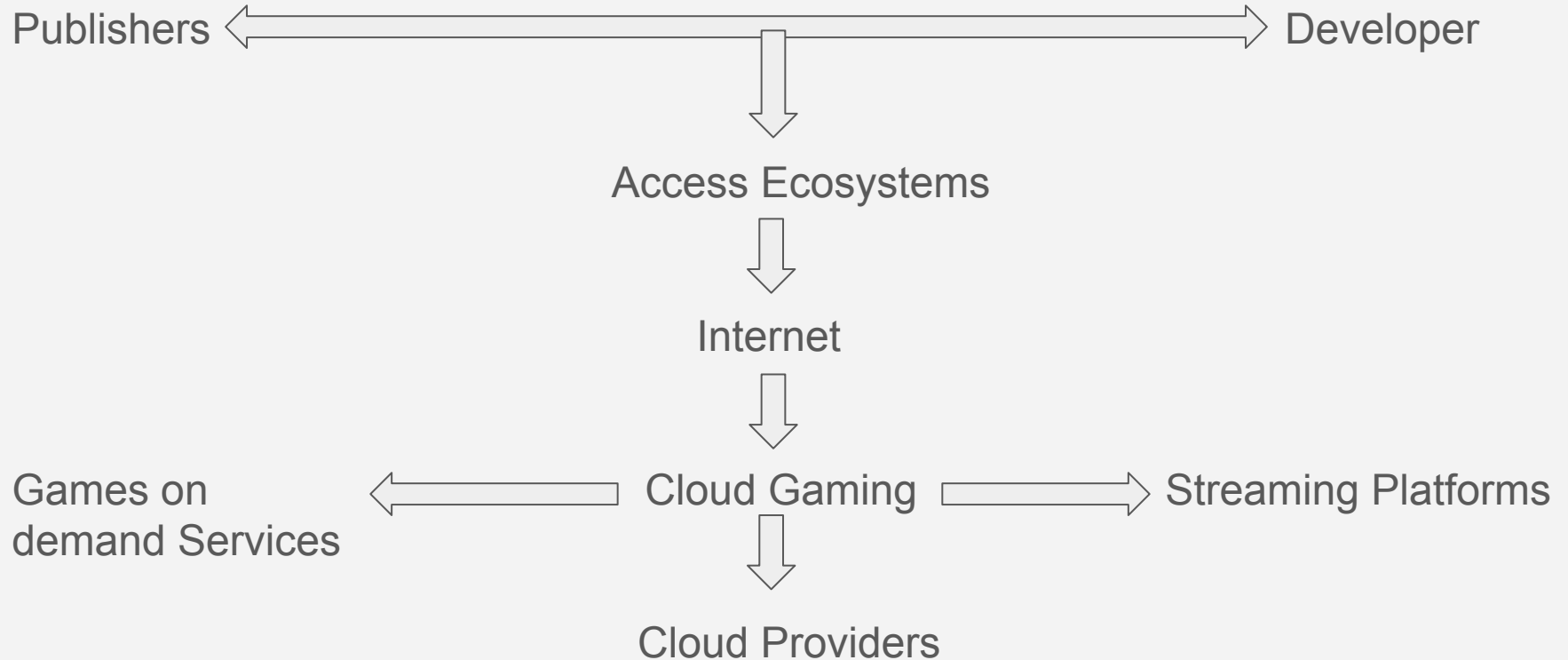
Cloud Gaming



Cloud Gaming



Cloud Gaming Stakeholders



Business Factors

- Just like we have new multiple subscriptions of OTT platforms, we will soon have evolved cloud gaming service for easy access.
- Three types of players will emerge different players will launch their own game.
- Huge popularity of games, lead to war between cloud gaming services.
- Business function is transitional.