**GOOGLE NEGLECTS GOOGLE STADIA**

A report has surfaced stating that Google is in the process of "deprioritizing" **Stadia** and instead focusing on securing streaming deals under the label Google Stream. According to sources speaking with [**Business Insider**](https://www.businessinsider.com/google-stadia-stream-plan-partnerships-peloton-bungie-gaming-service-2022-2) (paywall), Google is currently more interesting in securing white-label deals with companies such as Bungie, Capcom, and Peloton.

Stadia made Cyberpunk 2077 playable! Let me repeat that because it bears repeating: When Cyberpunk 2077 first came out, the only platform it worked near-perfectly on was Stadia. That’s something that shouldn’t be ignored as the cloud gaming service brought quality games in HD to everything from your PC to your TV to your mobile devices and more, some of which you could link with a controller, and all of it saved your progress. Whether you like Google or not is secondary, as this is what the future of gaming should and will eventually become.

It was a year ago, almost to the date, that Google announced it was **shuttering its first-party Stadia Games and Entertainment studios and abandoning plans for exclusive games.** Afterward, Google shifted its strategy to focus on publishing Stadia games from outside developers before ever releasing a first-party title. It’s now delegating most of its resources to another initiative entirely: licensing its tech to third-party partners across a range of industries.

Google is reportedly attempting to “salvage” the technology that allows players to stream games such as [Destiny](https://letttuce.gameon.dvrdns.org/games/destiny-series/) 2, [Red Dead Redemption 2](https://letttuce.gameon.dvrdns.org/games/red-dead-redemption-2/), and more at low latency. The report claims that the Stadia consumer platform, meanwhile, has been “deprioritized” within Google and that the company has a “reduced interest in negotiating blockbuster third-party titles.”

Business Insider now reports that, since then, Google has moved most of its Stadia team to "**proof-of-concept work**" for what's now being called Google Stream and "securing white-label deals." One source at BI estimated that just 20% of Google's Stadia focus is on the consumer side of the business.

A more traditional gaming partner, Bungie, has also been in discussions with Google. Part of Google’s pitch was reportedly for Destiny to become “a platform of its own”. It’s unclear how [Sony](https://letttuce.gameon.dvrdns.org/companies/sony/)‘s recent $3.6 billion acquisition of Bungie will affect these negotiations.

**STADIA SERVICES ARE WASTED:**

A service like Stadia going to someone like Peleton is a total waste. Fingers crossed the company can come to some other agreement with a company like Bungie or Capcom on using the service. Or possibly a major gaming platform like Sony or Nintendo, or even the Epic Games and Valve, show interest to take control of it and revolutionize it for one of their platforms. Just because a bunch of people at Google has lost interest in it doesn't mean it's a bad product, it just means it could be put in better hands to help continue to revolutionize cloud gaming.

**CHANGE IN FOCUS OF LEADERSHIP**:

The focus of leadership is now on securing business deals for Stream, people involved in those conversations said. The changes demonstrate a strategic shift in how Google, which has invested heavily in cloud services, sees its gaming ambitions. Last year, Google entered conversations with Peloton to be a back-end provider for games running on the fitness company's bikes, three people familiar with the situation said. Peloton unveiled the first of those games, titled Line break, in summer and ran a closed demo late last year that was supported by Google's technology.

Google last year also pitched its technology to Bungie, the developer behind the Destiny franchise, which was exploring a streaming platform of its own, according to three people familiar with the discussions. Under the proposal, Bungie would own the content and control the front-end experience, but Google would power the technology that beamed the games to users' screens.

**CONCLUSION:**  Currently google is showing a little negligence behavior with stadia. The sources state Stadia isn't performing as hoped, and the division is no longer negotiating for triple-A third-party games. Instead, Google is focused on doing its best to save the technology by shopping it around under the name Google Stream.