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Cloudflare Workers for Gaming Proposal

Over the years, video gaming has evolved to include several different mediums. Evolution has led from consoles becoming more sophisticated over the decades. PC games become a multiplayer and more complex and an entire ecosystem of mobile games. Studies have shown that in the United States alone, video games brought in \$25 billion in 2010, more than doubling Hollywood's 2020 box office sales of \$10 billion in the United States as well as Canada. Research has shown that playing video games focuses on the four main domains: cognitive (e.g., attention), motivational (e.g., resilience in the face of failure), emotional (e.g., mood management) and social (e.g., prosocial behavior) benefits.

Before technology developed and evolved to what it is now, developing video games cost relatively less. Therefore, there was a high margin of profit. Often the games were developed by a single programmer or a small team and took a few months to prepare. This leads to several releases every year. With improvements in gaming technology, there became a need for larger development teams to deal with increased complexities in design that came with technological advancements. The teams now comprise of programmers, artists, game designers, and producers. Despite different types of game developers, they all share the same goal which is to be innovative and provide new experiences for the player. Game developers want an affordable, secure, performance-driven dedicated server with minimal installations and maintenance. Many began to draw higher salaries, thereby increasing the cost of labor.

Given this immense revenue potential, it is no wonder that the gaming industry remains extremely competitive. The industry is growing, and the potential for success remains immense. Due to the arrival of digital distribution, games now even have a bigger audience. C++ is a great language to use for game development.

For the understanding of competition in the industry, it is essential to understand the economics of it. The more profitable the industry is, the more it is competitive. This need then leads to more innovation, investment, and cutthroat rivalry to lead the product. To improve the quality of the product before it is released, one needs to make sure the functionality of the game is easier to understand. It may not be wrong to say that gaming is all about communicating function to the player. We, as game designers, must make sure that the player knows all they need to know about the game immediately.

One needs to possess the self-confidence to be good at making games. To measure the success of the product, spending much time in watching the players play and paying attention to their facial expressions, so see how they feel about the game. Daily active users and retention will allow workers to evaluate how successful the game is. To be successful, one needs to be open to criticism. If the product does not go the way I have planned with my potential consumers, then I'll have immediate feedback. I should not be discouraged about the negative response; instead, I should be analyzing the data, which eventually be beneficial later.

Games do not protect the world from hackers; they do not catalog the world's data, nor do they make life easier. They are entertainment and often keeping people entertained and engaged is a hard job. Gaming developers should focus on emerging technology like VR and AR. Over the past decade, technology has grown by more than 400 percent. Advertising is the most crucial aspect of making a successful product. I feel that a game might be useful, but if people have no way of knowing about it, it is going to fail. Each day thousands of games are released on every platform. Making my game known to people and stand out from the other games might be a tough job. Social media, blogs, and forums are a high jumping point. I need to know who my target audience is and need to build a community. Often people want their voices to be heard so that I should be open to feedback. This way, every time I want to start something new, I would already know where to start.

There are possible risks that can cause the failure of the product. These risks include making it hard to convince developers that server less architecture is the right choice for them. We cannot deny the fact that there are few options in the market which leads to uncertainty around adoption. As of now, the most popular product is Microsoft Azure Gaming. It emphasizes scalability but not accessibility. Moreover, it is hard to win over the market with failure iterations if the press release does not address the needs of gaming developers. One of the main requirement of cloud gaming is that the user has strong internet connection. Although, this will not be a problem in the United States, however, it will pertain difficulties in other under developed countries.

With the intension of remaining competitive in cloud gaming industry, worker must continuously improve and keep expanding. Platform and global expansions should be options if deployment in the United States is a success. Partnering with gaming publishers should also be an option to consider

In order to learn more about the market, Cloudflare can speak to previous clients they worked with in the past within the gaming industry to consult about what an ideal gaming site would look like. This requires consultation of individuals who have same experience in the field that will provide constructive feedback about how workers should be tailored for the industry specifics. Once we make our product compatible for video game development it will allow our company to grow. No doubt, video gaming is an upward trend and the sooner we get on the ride the better for the company.