Cloudflare Workers for Gaming

Go-to-Market Strategy Prepared by David Le

Introduction

81% of digital gaming time is spent on mobile apps, and by 2021, more than 1 in 4 people worldwide will be an active mobile gamer (Source). As this industry continues to grow, it is paramount for game developers to have the technology to support their innovations.

Understanding the Market

Problems game developers care about: server costs, latency during gameplay,

- "Also recently, some games in order to be 'Apple App Transport Security' compatible changed their calls from HTTP to HTTPS. As soon as this was done games started seeing a lot of user complaints that game features were slow. This was primarily due to increased latency." -Zynga
- Losing data (e.g., completed levels, experience points, quests completed etc.) `   ``′

How mobile games use CDNs today

- Reduce the time spent downloading the game client and subsequent content updates/patches
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Making Cloudflare Workers Work for Game Developers

Measuring Success

Risks