



Cloudflare Workers for Gaming

The Plan

The future of video gaming lies in the cloud. With major platforms such as Shadow, GeForce Now, PlayStation Now, and Google Stadia committing to this future as hosts¹, thousands of developers look to place their games on these platforms to ensure that their game is not lost in the trend.

Cloudflare Workers for Gaming (CWG) will provide indie developers (IDs) the opportunity to compete in this evolving landscape without the backing/licensure of a large host/major platform.

Market	Customer Problem
The US has over 2,000 studios ⁵ ; most are small teams (IDs). Gamer types range from nonplayers to enthusiasts ² . The cloud-gaming market is projected to be \$3,107M in '24, from \$306M in '19 ⁴ .	Today IDs offer downloads direct-to-consumer (DTC), but offering cloud-gaming requires either high server expenditure or backing from a large host. IDs need a way to launch cloud DTC.

Solution

Cloudflare Workers for Gaming is a severless solution for IDs to launch their games independent of major platforms. CWG leverages Cloudflare Workers's existing infrastructure, most notably its edge network, to reach any gamer type internationally, freeing developers from the need for infrastructure management and affording developers a global, performance-disparity-free audience. CWG augments Cloudflare Workers beyond its current JavaScript capabilities to support common game development languages, libraries, and framework.

Value Proposition	Competitive Advantage
IDs can stay independent while reaching more users across the globe who might not necessarily have gaming-specific hardware, all while keeping code securely in the cloud.	CGW's availability to the ID—and CWG's edge network—provide a cost-efficient way to pursue a DTC strategy without major platform approval.

Development & Quality	Success Metrics
The development team will leverage Scrum (Agile) to incrementally augment CWG from Cloudflare workers; increments will be tested, as alpha and beta, with a group of developers for reevaluation before taking on a new increment.	Success metrics of CWG will relate to both developers and their gamers. For developers, satisfaction will be measured with continued deployment (if applicable). For gamers, we will measure their latency and consider their bitrate.

Go To Market	Risks
CWG will target IDs by leaning on the success of Cloudflare Workers for a grassroots approach. While web developers are not game developers, the communities run close to one another. Tapping social media communities will be key.	Cloudflare Workers was designed for web development; is the current hardware capable of enthusiast gaming? Will CWG's association with Cloudflare Workers hurt? Will CWG persevere if background adoption of cloud-gaming is slow?

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<https://blog.cloudflare.com/introducing-cloudflare-workers/>.