

Hello,

Seeing Cloudflare Workers' capability to serve as a reverse proxy, sitting in between the internet and web server, the potential to change the video game industry is overwhelming. By integrating Cloudflare Workers into open world video games - both the consumer's needs and Cloudflare's needs are met.

When taking a look at some of the most dominant video games captivating users for years and years on end - Fortnite, World of Warcraft, Skyrim, Minecraft, and Grand Theft Auto - these games have one common feature and that is their open world game style. An open world video game is a virtual world in which the gamer does not have to conform to a traditional vectored story line and is given the freedom to explore and approach the virtual world as they'd so choose to.

A way in which Cloudflare Workers would most efficiently be used to facilitate the progression of open world video games would be to have different Workers located at plot points in a campaign where the plot diverges into multiple different side stories / side missions. This looks like giving the gamer access to choose different options to create their unique experience. Through the implementation of Workers located before these story-altering decisions are made - the entire structure of the video game is cleaner, faster, and better protected. This is a huge advantage for open world games especially ones where loading entire terrained landscapes require complicated engines.

One of the biggest concerns with building an open world game is the need of an expansive and robust game engine which can deal with all the different nuances which make the world believable and lively. This is where Cloudflare Workers can help facilitate the requests coming in from the user and deliver a more structured outline for retrieving key components of the virtual world.

Introducing Cloudflare Workers to open world game development companies would bring in large amounts of developers as well since the teams developing these games usually consist of hundreds of people. This would be an incredible way to begin implementation on a controlled and small-scale instance where Cloudflare would manage risk by regulating how it integrates in one video game at a time.

In order to implement this, it's necessary to learn more about the way open world video games are developed. The main idea is inherent in its name, but the code which requires dozens of different teams must be looked at to see where Cloudflare Workers would be most efficient. A thorough research on the leaders of this market would also be needed in order to see which developers we would initially market to. After a foundation is built with a bit knowledge on the industry, there would need to be initial small-grouped ab tests which would be conducted to see where developers need Cloudflare Workers' services and how to make the process as user-friendly as possible. There would also need to be strategic key performance indicators for measures of

success. One possible KPI would be the speed in which these maps load for the user, and the accuracy to small details. Another KPI might be a survey given to engineers asking for feedback on integration of Cloudflare Workers into their workflow. Both of these KPIs would ensure performance and user-friendliness in our product.

In a perfect world this would all go down swiftly, however, some key things to look out for is the ability for Cloudflare Workers to scale to larger issues involving providing the ability to host multiple open world games. Another key issue is actually convincing developers to use these services which would make their product more efficient. Although in theory every game development company would transition to using our services - it is naive to believe anyone to make a key change in their infrastructure in a day. Thus, this initiative would be a small roll-out where we would manage risk as well as ensure that we deliver great results for the developers we are working with. Naturally as more developers open up to using our services, the amount of users will increase and so will Cloudflare's ability to scale up.

Thank you for the consideration.

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