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Google Stadia

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1 Introduction

Stadia is a new gaming platform by Google which is presented as the next evolution of console gaming. The video gaming industry as it stands consists of several integral parts (as of now) one of which is the gaming console (Fig. 1). The gaming console is the hardware necessary to experience video games. It can be expensive, hard to maintain and become irrelevant after several years of use (which requires purchasing a new console with new hardware).



Figure 1: Gaming Consoles

Stadia tries to eliminate the console by offering video gaming as a subscription service like streaming services (Hulu, Netflix, etc...). with internet speed on the rise with the cloud computing industry taking shape, the possibility of removing the need of specialized hardware for gaming is increasing. In this paper, we take a closer look on Stadia, what it does right, what is does wrong and what can it do to achieve its goals.

2 Type of Product

Stadia can be classified as an augmented service as the main purchasable is a subscription-based service that can't be access without a sufficiently high internet speed connection (a minimum of 10Mbps according to their website [9]) so it can't be a product as a product must be tangible and can be consumed at will without a special requirement(internet connection).

Bandwidth, data usage, and stream quality

Bandwidth requirements

An internet connection speed of **10 megabits per second (Mbps) or greater** is the minimum recommended to use Stadia. A slower network speed can cause issues while playing games on Stadia.

To play in 4K resolution, you'll need an active Stadia Pro subscription, a network speed of **35 Mbps or greater**, a 4K TV with Chromecast Ultra, or a Windows computer or Chromebook with VP9 hardware decoding and a 4K monitor.

Figure 2: Screen Capture Of Internet Requirement

As for the augmented part, Stadia subscriptions include (optional) products to use with the service such as the stadia controller.



Figure 3: Google Stadia Controller

In conclusion, google stadia is a service with optional products to enhance the experience.

3 Marketing Mix (4Ps)

In this section, we will discuss the 4Ps Marketing Mix of our research product (*Google Stadia*). We will discuss the product definition, its price analysis, its place and promotion. This helps us further understand the marketing setup of this new product and develop a common understand of how it begins and whether it will stand and succeed.



Figure 4: 4Ps Marketing Mix Diagram

3.1 Product

As mentioned before, *Google Stadia* is a cloud streaming service for video games, where gamers can stream video games, running on cloud systems, without having to buy the game console themselves. Stadia offers a very cheap way of playing videos games for gamers, who can't afford buying a game console or an expensive gaming rig.

To use Stadia service, the user just need a device with *Google Chrome* or any Stadia-supported application on his/her personal computer or mobile phone and a reliable internet connection, in addition to the monthly subscription.

Stadia is not the first project of its kind. We have *Nvidia Geforce Now* and *Microsoft Project XCloud*. However, Stadia offers seamless 4K video

game streaming based on *Youtube* streaming service, which is a big bonus over other streaming services.

3.2 Price

Stadia is subscription-based service, where the users pay a monthly fee, in order to use the service. There are two levels of membership: *Stadia Pro*, which is paid for, and *plain Stadia*, a free access plan.

Stadia Pro offers the user a seamless *HDR 4K* gaming experience, with a good library of video games. However, the user still has to purchase most of the video games on top of it. Stadia Pro membership costs 8.99 *GBP* per month in the UK, \$9.99 *USD* per month in the US. New subscribers can get a free one-month trial of Pro membership.

The alternative plan is *plain Stadia* (a.k.a. Stadia Base). In this plan, users must purchase any required video game themselves. Also, the streaming quality is limited to 1080p. This comes with an advantage that user doesn't have to pay any monthly fee.

3.3 Place

Since Stadia is an online cloud streaming platform, it's available worldwide. It's unavailable only in *Hawaii* and *Guam*. However, such service can be unpopular in countries, where internet connectivity is limited, such as African countries.

3.4 Promotion

Google follows an online promotion campaign, through advertisement on online platforms such as *Youtube*. Most of the details of the platform development can be found at their developers website [1]. Open source contribution to the project is also applicable.

The service also provides a one-month free trial for Pro membership to encourage different users to use their platform. Google is also enhancing the service by including more video games and improving the streaming performance.

4 SWOT Analysis

4.1 Introduction

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, SWOT Analysis helps you define what your business is better at and what it is lacking from.

By analysing and studying your business you will run into some questions like:

what do you have?

what do you miss?

what is open for you?

what may harm your business in the future?

all these questions can be answered by providing a suitable SWOT Analysis of your business.

4.2 Strengths

- **Gaming Experience:** Google Stadia offers a very well-established gaming stream for their users, no delay or frame-drop, and the game controller is immediately reflected.
- **Google Image:** Google itself is the most clicked (visited) search-engine in the world this gives Stadia a great advantage since it's related to Google; on the contrary, companies like Tencent and Walmart will struggle more in marketing their competening product (service).
- **Content Creators:** nowadays we have a large number of YouTubers (content creators), who stream their games and upload it on their channels, since YouTube is one of Google's corporations Google Stadia easily offers full integration with YouTube for content, so no license are required, and it becomes easily to upload your content.

4.3 Weaknesses

- **Fiber:** most of the world has turned their cables from TCP to Fiber however, some countries are still using old cable technologies, unfortunately Google Stadia requires the usage of Fiber cables, not only fast internet connection with 20mbs, but also having Fiber cables.

- **Online Gaming:** even though Stadia offers a very good experience when playing, but sometimes the game controller may not be reflected, and the game may not respond, in offline games this is not a big issue, as you can respawn to your last checkpoint, but in online gaming this issue may put Stadia out of business.
- **Pricing:** as explained before, Stadia requires monthly fee and games are purchased separately, this demerit affects gamers mostly, many people are purchasing gaming consoles (PS, XBOX) or even upgrading their PC for better gaming experience, and then purchase video games separately, so without a price plan for video games, Stadia is not offering them so much.

4.4 Opportunities

- **Unique:** Google Stadia's strengths majorly lies in the uniqueness of their service, Cloud Gaming business is a brand new service not so many companies are competing in this area yet.
- **Leadership:** Stadia is the first of its kind, no major competitors yet, so they can add more features and obtain license for them before any other company does.
- **Gaming:** in total, there were an estimated 2.7 billion gamers across the globe in 2020, this creates a major opportunity for companies like Stadia.
- **Evolution:** as time goes by video games are evolving, and to have the best gaming experience you need to purchase the most recent gaming console, these consoles cost a lot, Stadia here appears to be a better solution for providing the same (sometimes better) gaming experience without the need of purchasing newer gaming consoles, so in order to achieve that they need to be always updated with the best technology.

4.5 Threats

- **Competitors:** the arising of other companies like Amazon and Microsoft, these major companies will have to compete against Stadia one day, and as huge as they are they will also come up with a huge marketing plan, and even better promotion and pricing plans to overcome Stadia.

- **Gaming Consoles:** PS, XBOX and other companies can have similar approach as google Stadia, allowing the user to play online without the need of purchasing new gaming consoles, and overcome the problems google Stadia has regarding online gameing.

5 Pricing Strategy

Stadia has 2 models:

1. Stadia Pro.
2. Stadia Base.

5.1 Stadia Pro

Monthly subscription for \$9.99, let's you stream in 4K resolution and 5.1 surround sound. Google selects you some games every now and then. [10]

Google priced 'Stadia Pro' at \$9.99, which is a much lower price than its competitor Sony. Sony - which owns 'Playstation Now' an old competitor for Stadia but only on Playstation consoles - had its service priced at \$19.99. [11]

But after Google announced 'Stadia Pro' pricing, Sony had to lower their prices to \$9.99. Probably Google chose the 'Penetration Pricing Strategy', and tried to draw attention from Sony's platform. [12]

5.2 Stadia Base

Free tier for the streaming, but you pay for the game which range between \$30 and \$60. Not like Stadia Pro, with Stadia Base you will own the game. Google caps the streaming quality of 'Stadia Base' users to 1080p. [13]

Google is using 'Stadia Base' as its 'Freemium Pricing Strategy.' It hopes that users will eventually pay to upgrade to 'Stadia Pro' and use its full functionality.

With 'Stadia Base', Google is also trying to fix the issue of not owning the game - which a lot of people complained about. Now you can own a game, Google will get revenue by acting as a store for those games, and can get customers for 'Stadia Pro' using the freemium version.

6 Promotion Strategy

7 Recommendations of Researchers

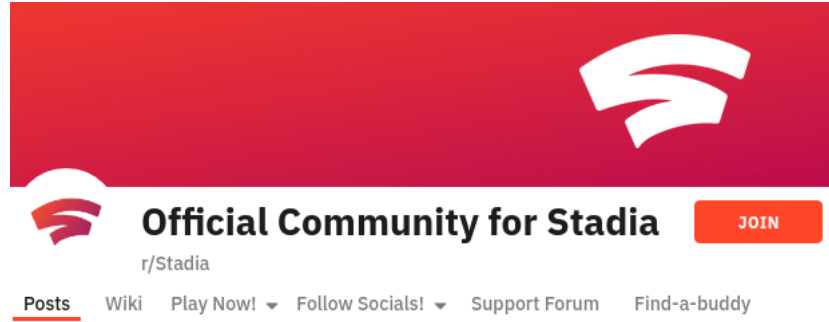


Figure 5: Stadia Sub-Reddit Banner

To further understand users' demands and possible improvement, we have to explore a massive community for *Google Stadia* users and enthusiasts. This community is *Stadia sub-reddit* [3], which is the official community for Stadia users.

Aside from our analysis, we checked some recommendations and reported bugs from Stadia users. This information helps us to develop a list recommendations and improvements for Stadia service, in order to improve the overall marketing process.

Our recommendations focus on both promotion campaign and technical improvements, that can positively affect the market share of Google Stadia. We target the competition with game consoles, like *PlayStation* and *XBox*, and other cloud streaming services, like *Nvidia Geforce Now* and *Microsoft Project XCloud*.

Our recommendation list can be summarized as follows:

- Stadia have to consider in-game promotions, as most gamers' opinions heavily rely on in-game recommendations. For example, *Nvidia Geforce series* has been dominating the PC gaming market for years, due to in-game recommendations and the technologies, by which Nvidia enhances video games.
- Expanding the game library is a crucial thing for any gaming platform to flourish. Stadia has to expand its game library to include a wide range of video games from **AAA** games to **indies**.

- Stadia is only available through a limited number of platforms that support *Google Chrome* or *Chrome OS*. This can be a drawback for some users that don't have a compatible device. So, Stadia has to expand its compatibility to include a wide range of devices and applications, in order to increase the number of potential users.
- Technical issues can form a negative impression among users and enthusiasts and Stadia suffers from some issues during streaming and game rendering, especially for users with limited internet bandwidth. So, Google has to optimize its service for this type of users.
- As Google isn't a video game producer or publisher, it has to cooperate with specialized video game publishers, like *Blizzard Entertainment* and *Bethesda Softworks*, in order to promote their platform and even have some exclusives on their own. This can positively affect their market share and attract more users to their platform.

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