



CAIRO UNIVERSITY - FACULTY OF ENGINEERING

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Google Stadia

Mohamed Shawky Zaky

SEC:1, BN:20

Remonda Talaat Eskarous

SEC:1, BN:20

Evram Youssef Helmy

SEC:1, BN:9

Mahmoud Osman Adas

SEC:2, BN:21

Kareem Omar Mostafa

SEC:2, BN:6

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1 Introduction

2 Type of Product

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 1: 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

5 Pricing Strategy

6 Promotion Strategy

7 Recommendations of Researchers



Figure 2: 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.

References

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