#### Plans to learn more about the market and its needs

The gaming industry which is now placing its foot in streaming service lately with big players like Google Stadia and Microsoft xCloud is supposed to grow only better with 5G technology. According to Zion Market Research, the video-game streaming market is predicted to grow by 27% a year between 2018 and 2026, surging from about \$800 million in annual sales in 2017 to the north of \$6.9 billion.

Hence, it is worth keeping an eye out on how streaming services perform in 2020 and upcoming years and how game developer's platform needs change while designing games for services like that. Streaming is just a part of the story for google Stadia as they are offering it as a powerful development environment for creating a gaming community with no consoles, which poses a greater competition. At the same time, Sony and Microsoft's next-gen consoles launching later in 2020 may influence the market to a greater level and development infrastructure should accommodate changes required to target these consoles.

## Product changes or additions you believe might be valuable

Cloudflare workers which provide an auto-scaling platform to deploy serverless code to Cloudflare data centers running v8 isolates provides support for JS, Rust, C, C++ as well as the capability to deploy using Cloudflare's CLI, web interface or API. It provides exceptional protection with Cloudflare's WAF and DDoS mitigation. With no need for infrastructure needs like VMs or containers and current vast integration capabilities with content management systems, control panels, cloud providers, e-commerce platforms and more makes it a panacea for all of the developer's needs. Looking at the gaming platform's needs, lower latency(192% faster than lambda@edge) and exceptional affordability due to bandwidth alliance make it exceptional as compared to other platforms.

As the future of the gaming industry is continuously evolving as a streaming service, to provide developers an all-inclusive environment, it is also necessary to provide customized gaming solutions that make game developers feel their belongingness. Hence, providing integrations with cross-platform Graphics library like Vulkan, game creation engines like Unreal Engine, 3D development platforms like Unity, providing integration to custom debugging and tuning tools or building one can provide developers an excellent platform for developing future genre of games. At the same time, enabling gamers to introduce AR/VR components to the games without any requirement of infrastructural change at the developer's end will also make Cloudflare workers for gaming to be seen as an all-round development environment for games.

'Built With Workers' is a powerful tool for the online developer community and providing 'getting started framework' and pre-built frequently used scripts for the gaming community can make this experience less time-consuming.

Similarly, Cloudworker for gaming can be an idea to consider that is equipped to test 3D models, sounds, animations, graphics, gamer's inputs, collision detection, texture filtering and other

aspects of games. There is a need to build this runtime testing environment that is enabled to support visual characteristics as well as interact with hardware consoles that are an integral part of games.

## Methods for improving the quality of your offering before it is released

The quality improvements in gaming communities are based on the excellent feedback system. An initial offering to partners like Poki, Turtle Entertainment, Nodecraft, Crazy games, Curse, Discord, Pixowl and utilizing their game developing community and their feedback is a way to move forward with the quality improvement of the platform.

### Goals to measure the success of what you build

Platform success largely depends on the popularity of the development environment among developers and that in turn depends on the ease of use. As a game's success is measured with the number of downloads and active players, platform success can be estimated based on adopters of the platform and their consistency to use it for their future developments. The number of Game developers utilizing the platform for their second, third and further developments gives a better estimate of success. At the same time, an estimate of the number of developers adopting other platforms after their initial development experience with Workers for gaming also gives an estimate of how much future improvements are required.

# Risks which might lead to its failure

There is a long way to go in achieving success in this domain with the presence of so many competitors who specialize in the domain. CDN infrastructure, auto-scaling and DDoS protection that Cloudflare specializes in provides leverage to Cloudflare workers for Gaming that no other competitor provides. Most of the popular competitors are the platforms that the gaming community is extremely familiar with. Making this gaming community adopt a completely new development environment is never going to be easy until specific incentives are involved.

At the same time, the game development approach is not as standardized as other development approaches. It is more of a creative approach led by some of the most passionate developers based on imagination and there is no end to human imagination. Hence, developing a standard development model would not be possible. It is not possible to estimate all the requirements of the game development communities ever.

Speed and innovation are the most important asset in today's gaming industry. With quite a big names establishing extremely powerful development environments, Cloudflare needs to be prepared to face extreme competition. At the same time, it is a constantly changing industry. No one can estimate if the streaming game industry will be just a hype or actually create a greater place in the market. Hence, it needs to be constantly looking out for user's (game developer's) needs based on the player's needs and be prepared to deliver fast and that too in the most secure way.