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# Cloudflare Vision for the Gaming Industry

## OVERVIEW

The gaming industry is a highly emerging market that is predicted to generate revenues of more than \$160 billion with an increase of +7.3% each year. The video games market can become a \$300 billion industry by 2025. The overall growth has been boosted by increasing users in gaming platforms such as mobile gaming and multiplayer gaming. The innovation in mobile gaming has made it to be one of the fastest-growing segments of 2020 which has a +11.6% year by year growth. This growth was previously driven by mature markets such as China, Japan, U.S., South Korea, and Western Europe. Now its development is growing in emerging markets such as Southeast Asia, Middle East, and North Africa. Each of these markets will be generating double-digit growth in the coming years. The Multiplayer gaming industry is another segment that has been a staple for video games for decades and will keep growing in the future as services like cloud gaming and consumer subscription.

We can introduce a new platform for small and individual game developers and more specifically Mobile Game Developers to provide online services for their games using our Cloudflare Platform.

Cloudflare services are heavily focused on low latency delivery and latency plays a vital role in both Online Multiplayer gaming and User experience of Mobile Games. Low latency delivery of game data is a key part of having a solid UX for any games. Big developer companies have a huge infrastructure to support that but small companies and individual developers who are just starting out can make use of our Cloudflare Worker platform to provide this fast experience to the end-users. Overall, this product will reduce the development and deployment time which will produce increased revenue for the businesses and the industry.

## Target Market

- Mobile Game developers
- Small Gaming start-ups, individual game developers

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## GOALS:

- We can create a framework that provides game developers all the tools necessary to rapidly make use of our Cloudflare Service Workers and our Cloud Platform to provide a blazing-fast User Experience.
- We need to research a lot more to determine the feature requirements of such products by doing surveys from the targeted segment of Game Developers.

## DEVELOPMENT:

- We can start with a framework for saving and updating Game states and other game data like Scores, Points, Levels, etc.
- We may provide a product that allows Game developers to create Multiplayer Rooms, 1 vs 1 or quick match rooms using our Cloud platform.
- Making improvements in the user experience for this product would not be very easy for us. Although we can hypothesize that our strength (lowest latency) is their weakness, and therefore we should make this our argument for selling the product and create a set of tools around that. To decide which tools should be made will depend heavily on more research and feedback from the target community of Game Developers. We can have some cue from the services like this: [Open Match: Flexible and extensible matchmaking for games](#)

## RISK ANALYSIS:

Creating a generic set of tools for this huge variety of game developers and games will be very challenging. We might need to go through multiple iterations of our Product development to get a good enough response from the target community of game developers.

## RESOURCES

[Newzoo's Games Trends to Watch in 2020](#)

[Mobile gaming is a \\$68.5 billion global business, and investors are buying in](#)

[Ending support for multiplayer APIs in Play Games Services - Play Console Help](#)

[Real-time Multiplayer Support in Android Games | Play Games Services](#)