Cloud gaming: the most compelling consumer edge proposition?

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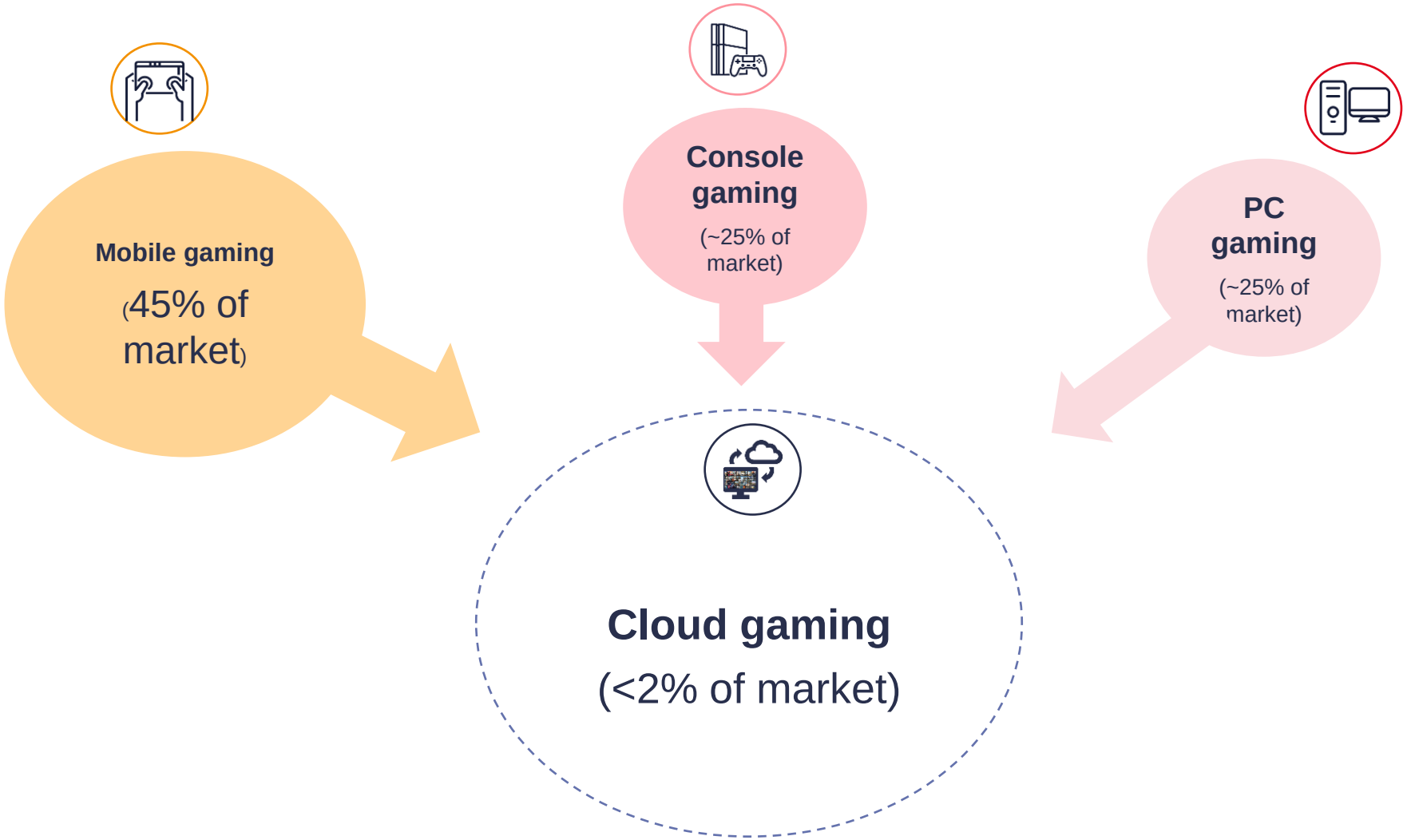
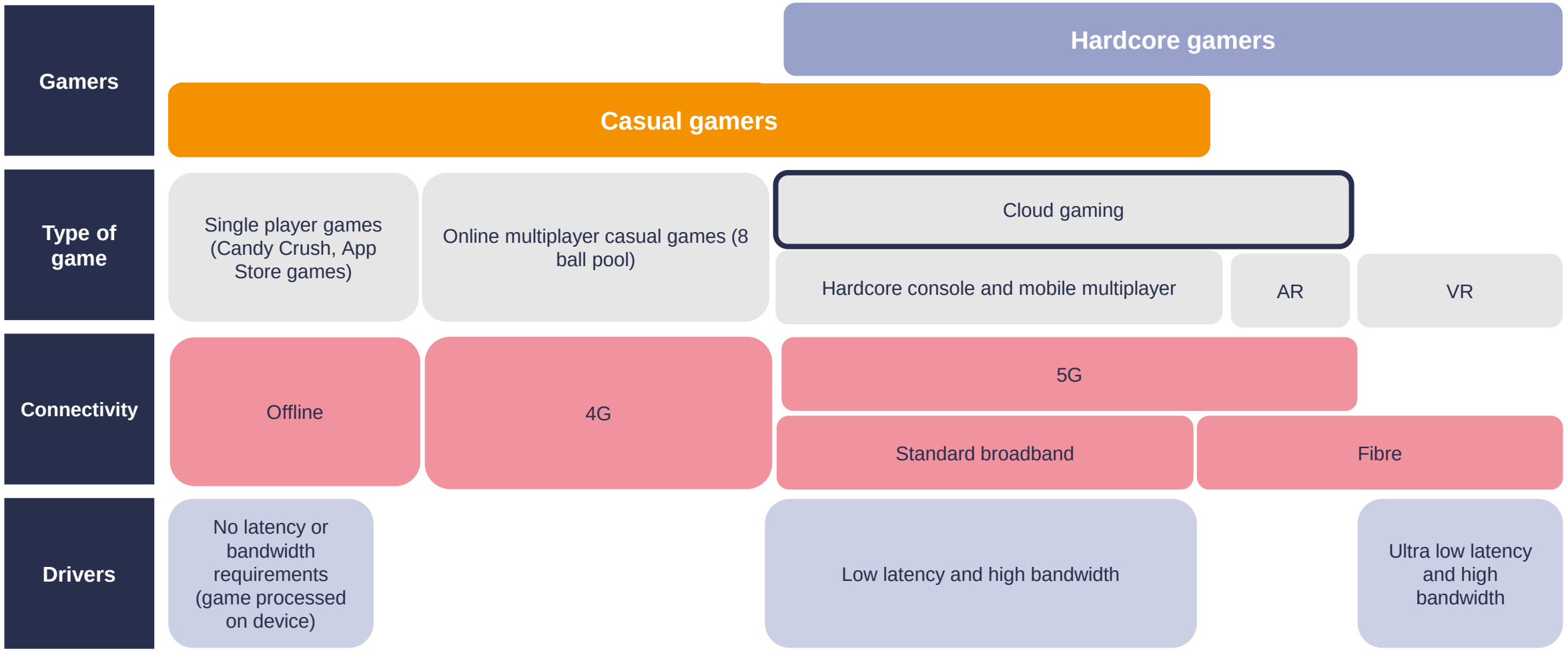
STL PARTNERS

The gaming industry has experienced rapid growth, and is now bigger than the film and music industries combined



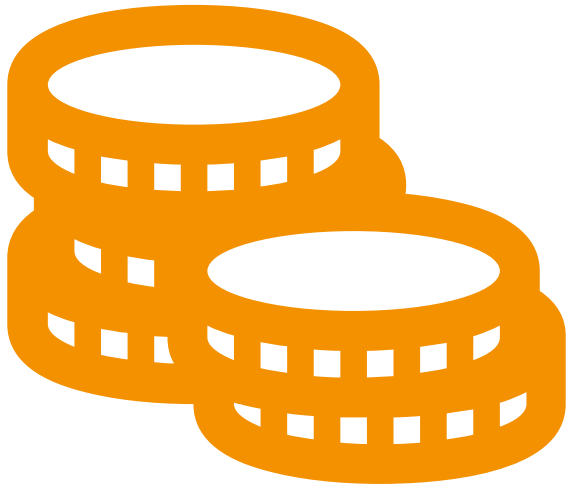
5G and edge computing has the potential to bring high-end gaming to the intermittent market



There is a clear role for the telco in delivering cloud gaming to consumers

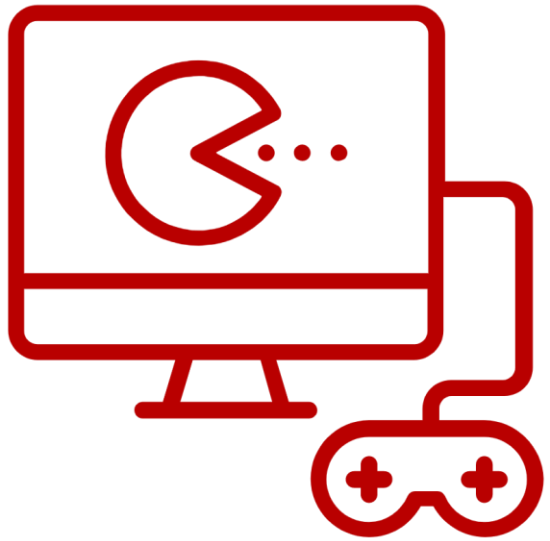
B2C		B2B2C
Service distribution	Content / investment aggregation	Network and infrastructure optimisation
Sunrise	Deutsche Telekom	Deutsche Telekom
verizon	Sunrise	SK telecom
Deutsche Telekom	verizon	verizon
BT		AT&T
Vodafone		Vodafone
SK telecom		

The economics of cloud gaming: pricing and content the key to success?



Pricing

vs.



Content

At this moment, edge computing is one of the most compelling consumer edge opportunities

1. Gaming is a big market…
2. And its growing rapidly
3. There is a clear need for edge computing…
4. And an obvious telco play with clear business models