Gaming on IBM Cloud

표창희 실장

IBM Cloud

글로벌 게임산업 규모

2.7 **Billion** Gamers worldwide across all platforms*

$159.3 Billion market estimate value projected to surpass $200B by 2023*

Esports is a **$1 Billion** industry and one of the fastest growing areas for live media broadcasts

글로벌 게임산업 분석

Player engagement profiles across segments

Of 2.7B gamers worldwide more than 2B of them now play mobile games.

Mobile gaming makes up for **half** of the $149B market value.

In 2018 mobile gamers contributed to 74% of consumer spending in mobile app stores.

Mobile gaming is the highest growth area for developers as technology improves. Cost is the deciding barrier to entry for players and the pervasiveness of phones adds to mobile success.

Mobile Gaming

22%

54%

24%

PC & Console Gaming

23%

51%

26%

- ■ **Casual**
- ■ **Lifestyle**
- ■ **Professional**
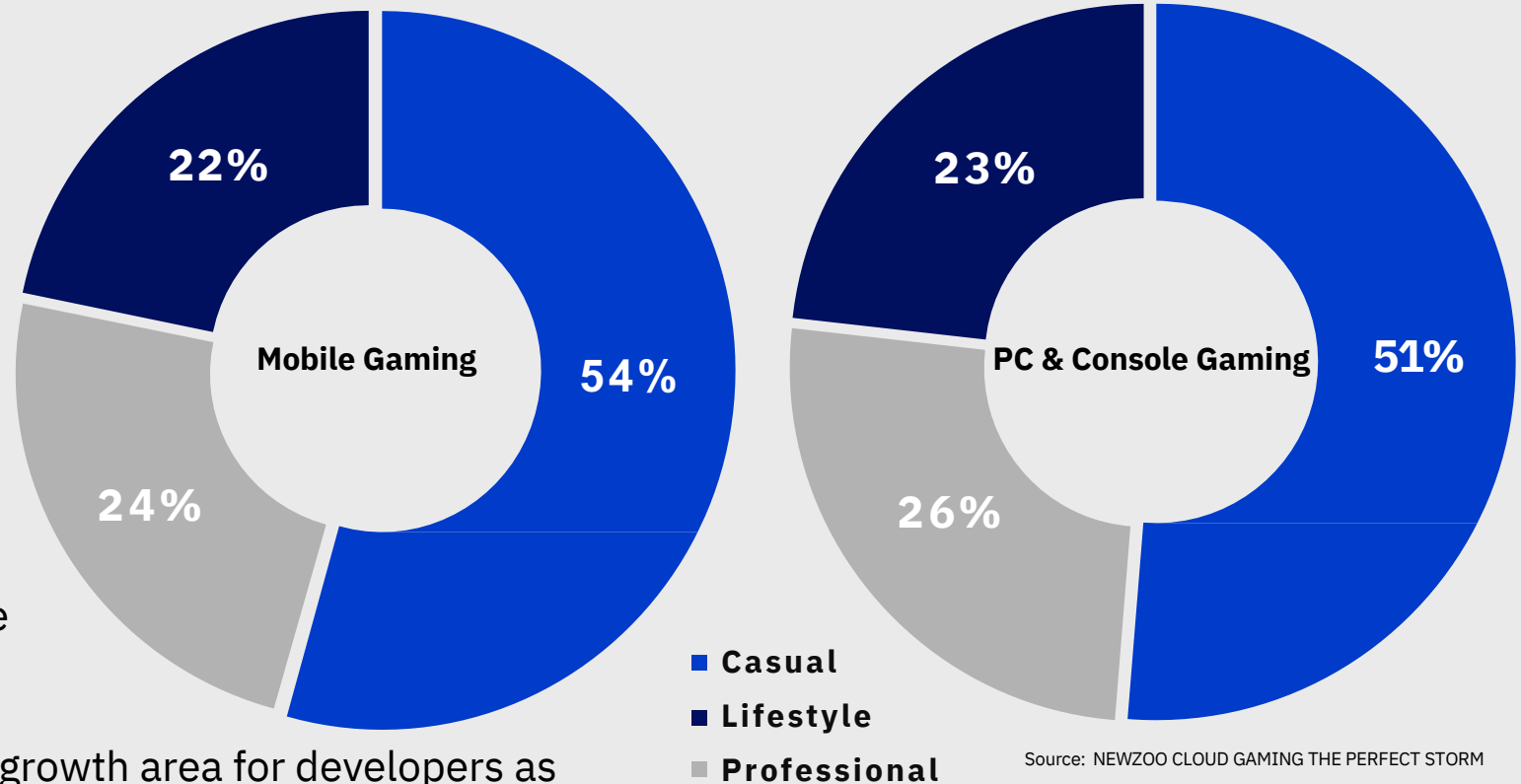
Source: NEWZOO CLOUD GAMING THE PERFECT STORM

게임 개발자와 퍼블리셔의 어려움

Game providers deal with some of the most demanding workloads and development cycle characteristics:

- On-demand and always-on availability

- Global reach and consistently high performance

- Unexpected server & network events

- Continuous releases, maintenance and patching

- Very high expectations around multi-player game development and gaming experiences

IBM Cloud is ideally suited for the Gaming industry

Continuous Dev Cycle

- Develop

- Test

- Launch

- Maintenance
  - Patching
  - New content

Key Gaming Industry Requirements:

- Extremely low latency

- High-level of scalability

- High performance compute and customization

- High availability and global presence

- OPEX cost model

게임산업 유즈케이스별 요건

Development & Testing

Increase agility and reduce development cost through cloud - native, DevOps and built-in security

Provision test and dev environments short-term (as low as hourly)

Temporarily supplement local compute capacity during development

Game Hosting

Provide agile, continuous and synchronized releases for all gaming functions:

- Login Servers
- Game Servers
- Queue Servers
- Matchmaking Servers
- Metadata and User Data

Cloud Gaming

Create a platform for game streaming where all compute, graphics processing and storage happens in the Cloud.

Key criteria are:

- Extremely low latency
- Global presence
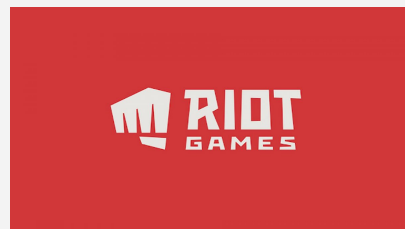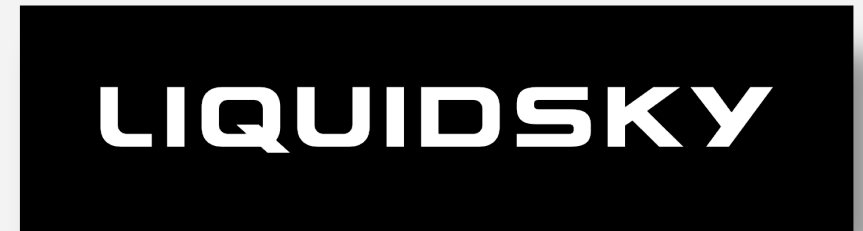- High compute scalability

Esports Events

Host live events

Scale compute capacity based on demand

Provide analytics, insights, and feedback to viewers, competitors, and sponsors

Gaming companies that have developed with IBM

... and hundred's more clients using microservices and usage-based compute to build and support mobile games worldwide.

IBM Strengths and Differentiators for Gaming Industry

IBM

Bare Metal Benefits

1. Enterprise Cloud leader for bare metal
2. Leading bare metal performance
3. Unique ability to customize performance for gaming requirements and users
4. Ability to pair bare metal with highly scalable Cloud, Analytics and AI services

Global Network Benefits

1. Global reach with 60 datacenters in six regions worldwide
2. Offering low latency, which is key for on-line gaming
3. Enhanced network functions offered through CDN and CIS partnerships with Akamai and Cloudflare

Flexible Billing Benefits

1. Flexible billing options to support any size company and game launch
2. Option to pay by the hour, month, or year
3. OPEX model to match scale and demand
4. Simplified operations

Data Insights and Analytics

1. IBM providing all-in-one platform for gaming use cases
2. Powerful analytics and AI to modernize gaming as competitive differentiation
3. Greatly enhance competitive and live gaming experience

Esports example:

Use Watson to enhance user experience by providing insights and sentiment about game