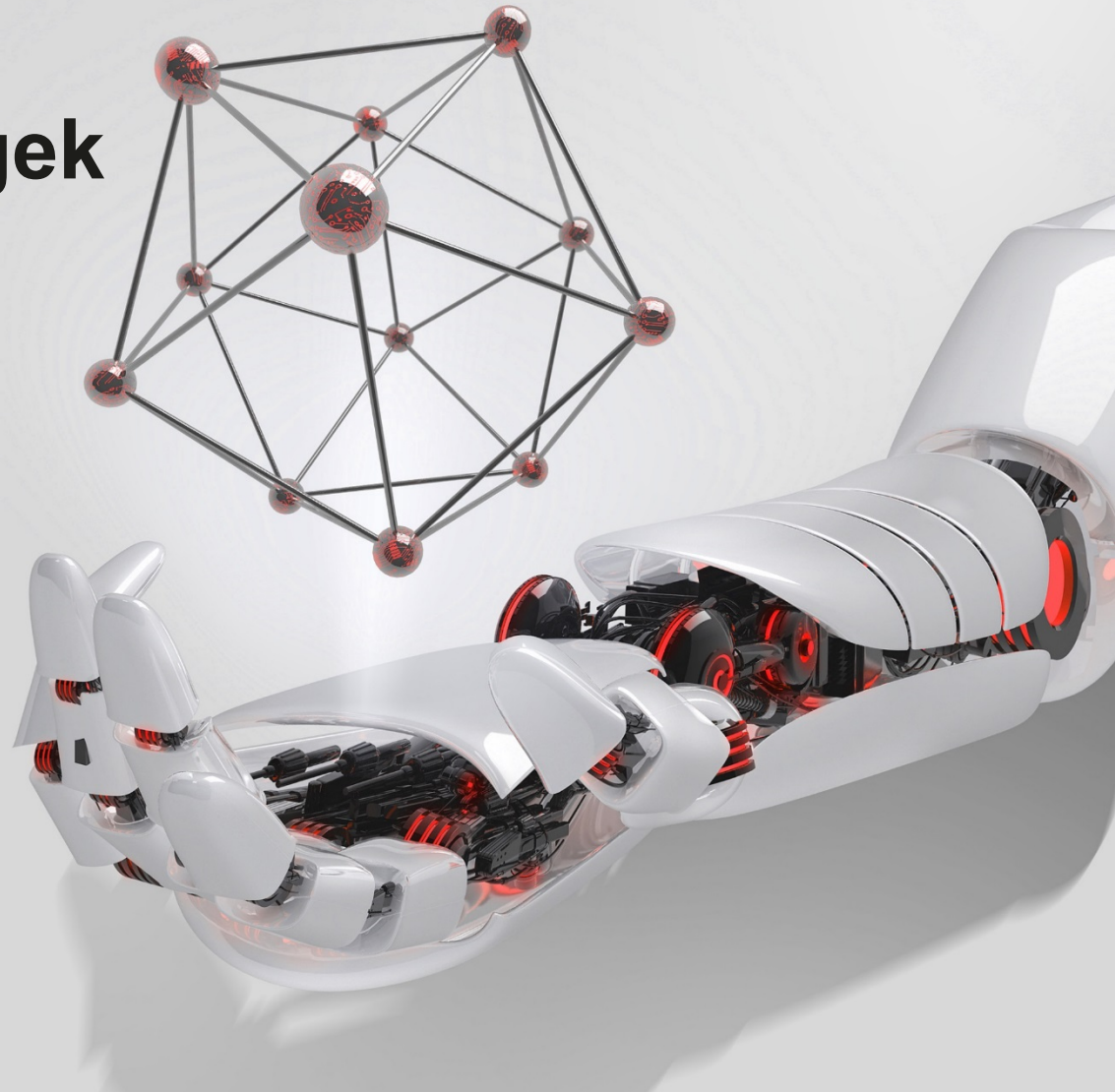


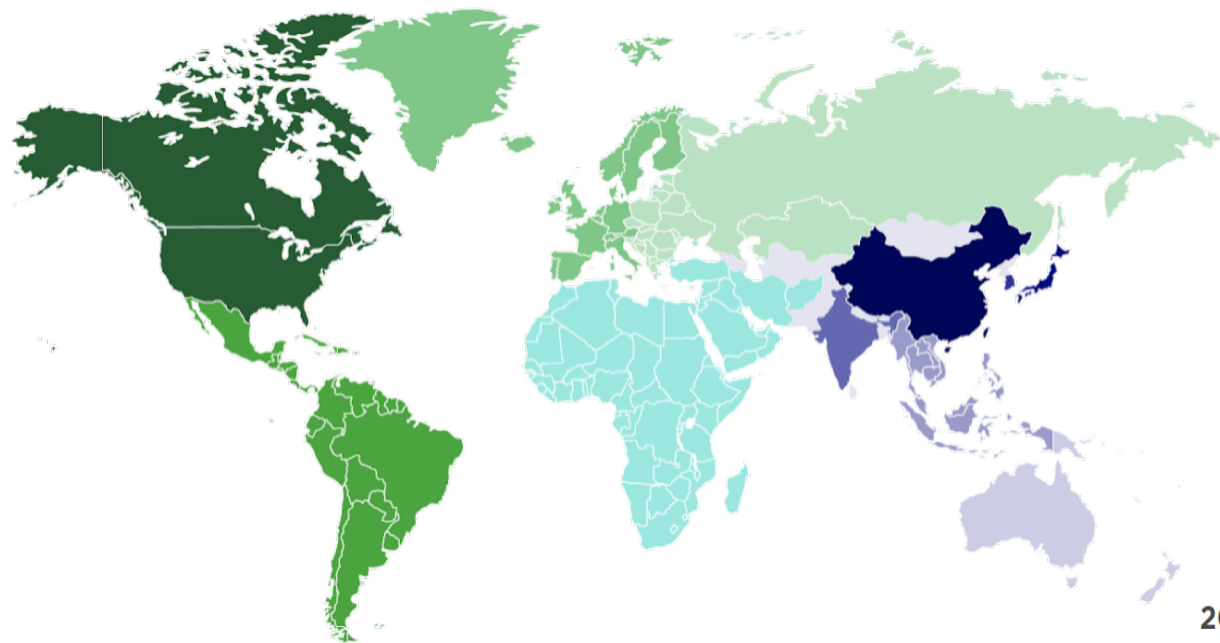
Új szolgáltatói bevételi lehetőségek Felhő alapú játékszolgáltatásban

Bóday Tamás
Huawei
Director of Integrated Solutions

2019 Nov. 6.



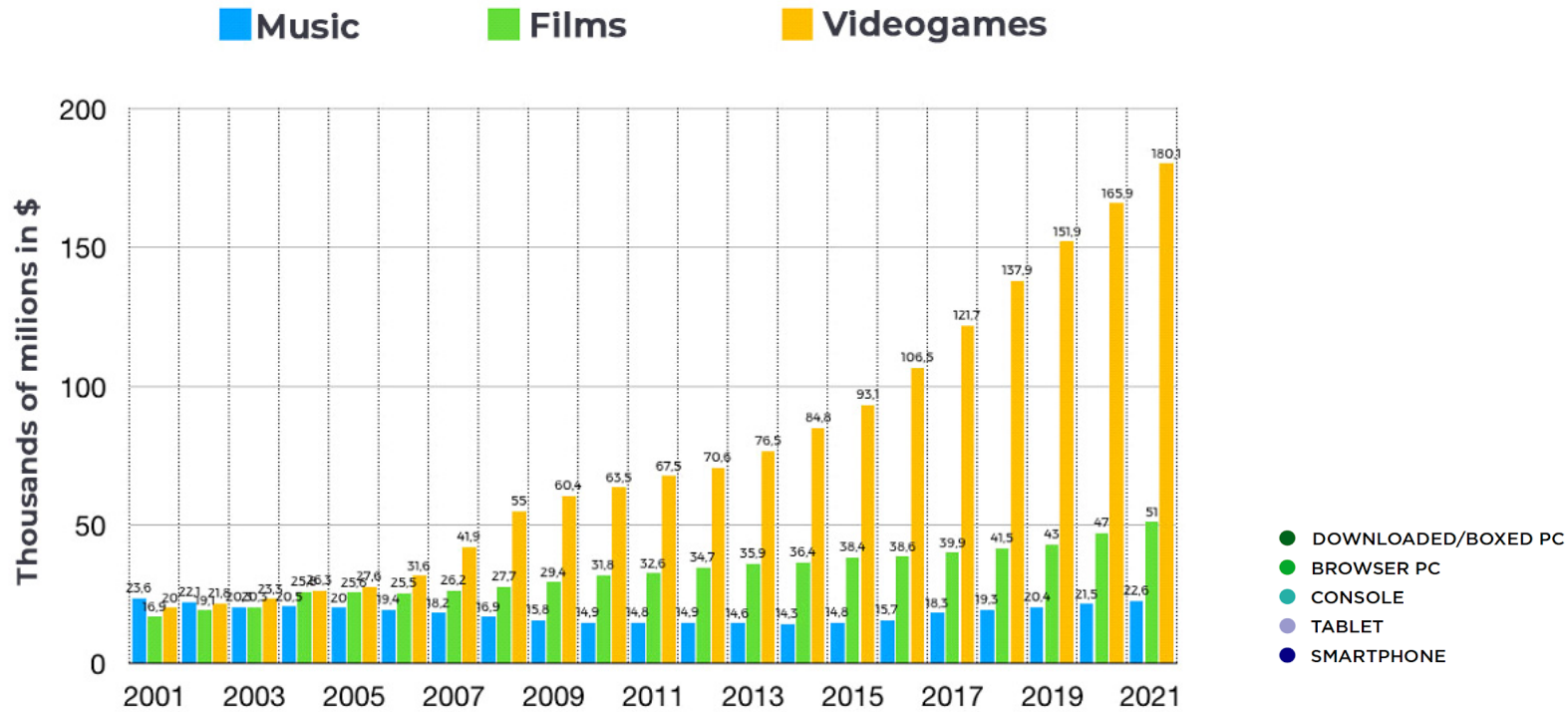
Mégis mekkora piacról beszélünk?



2019

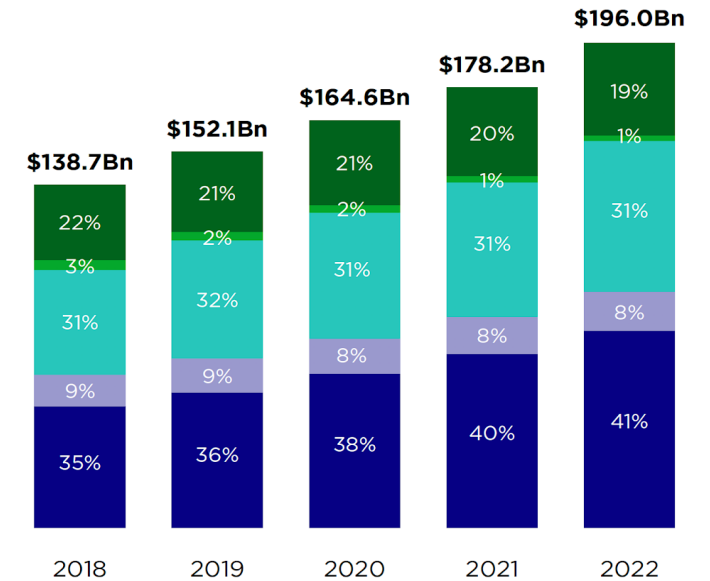
Population	7,672.2M
Online Population	4,120.7M
Smartphone Users	3,180.3M
Mobile Game Revenues	\$68.5BN
Mobile Game Players	2,357.8M

És mennyi bevételről?

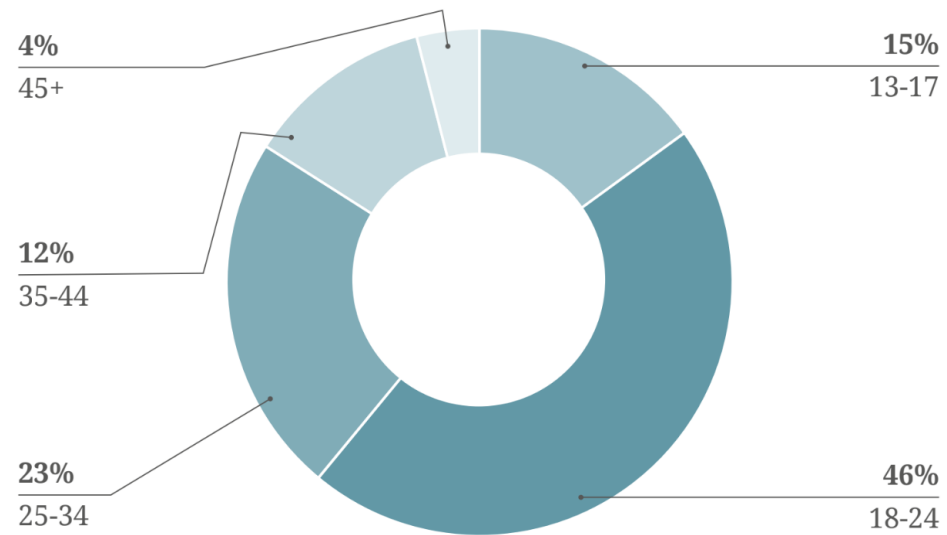


Sources

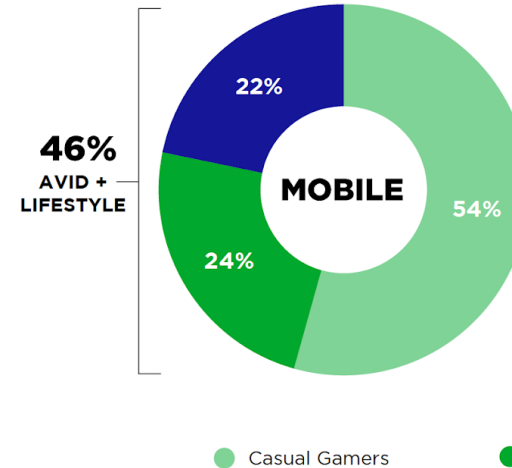
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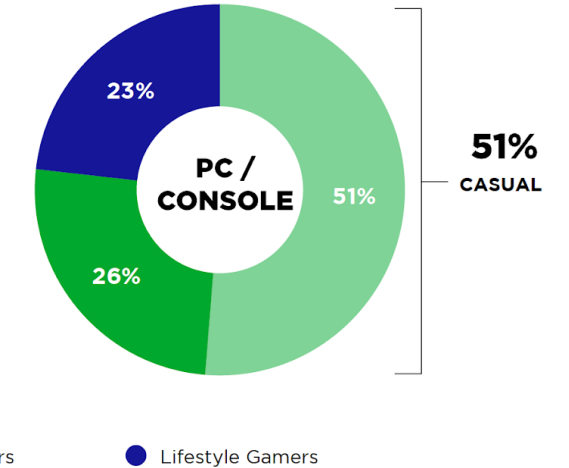
Kinek szól?



PLAYER SEGMENTATION FOR MOBILE PLAYERS



PLAYER SEGMENTATION FOR PC / CONSOLE PLAYERS



Mi is a Cloud Gaming, és miért érdekes?

Def: Cloud Gaming or Gaming on Demand: Cloud gaming is an ability to play a game on any device without owning the physical hardware required to process it or needing a local copy of the game itself.



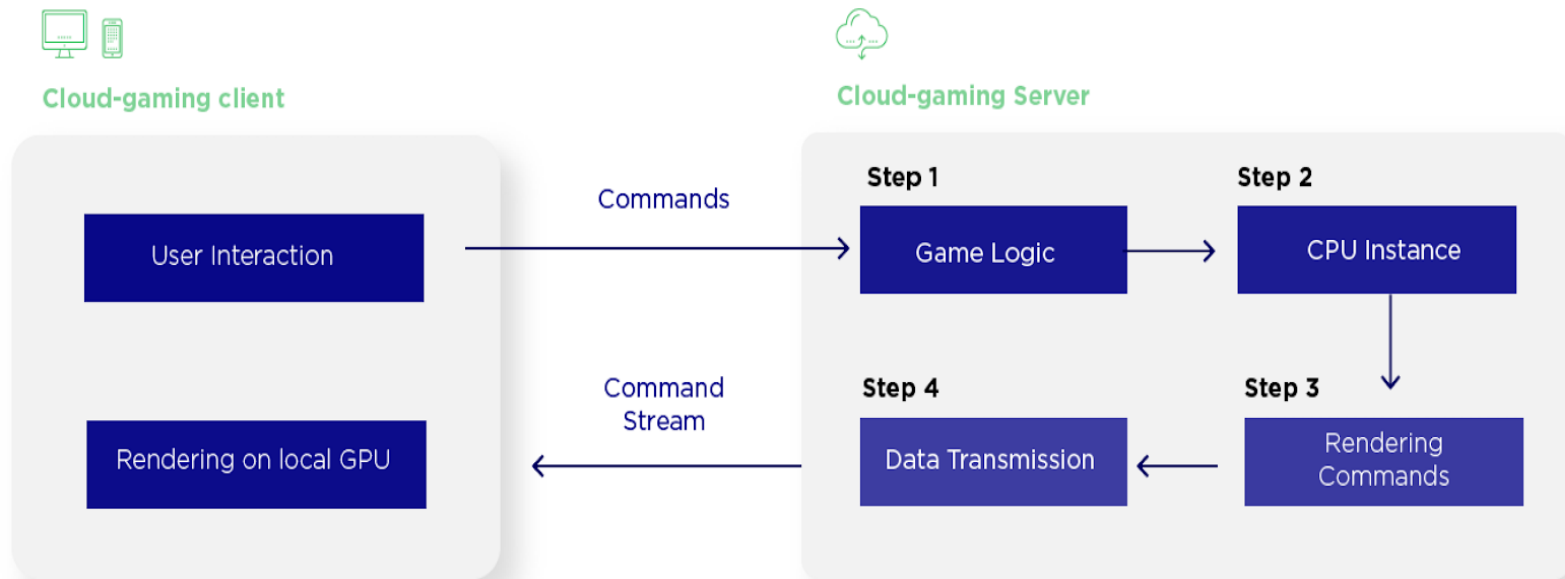
150-500 eFt/2év

Vs.

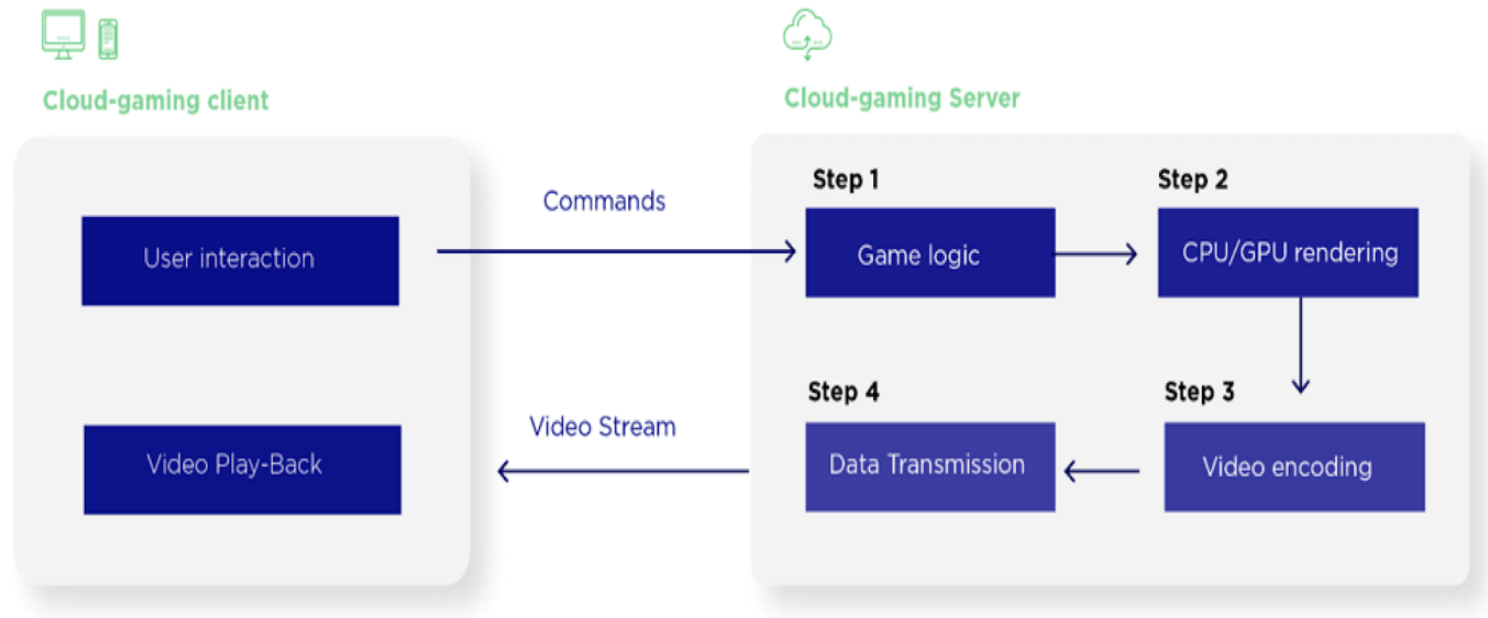


5-8 eFt/2hó

Cloud Gaming Arhitektúra: Command Streaming



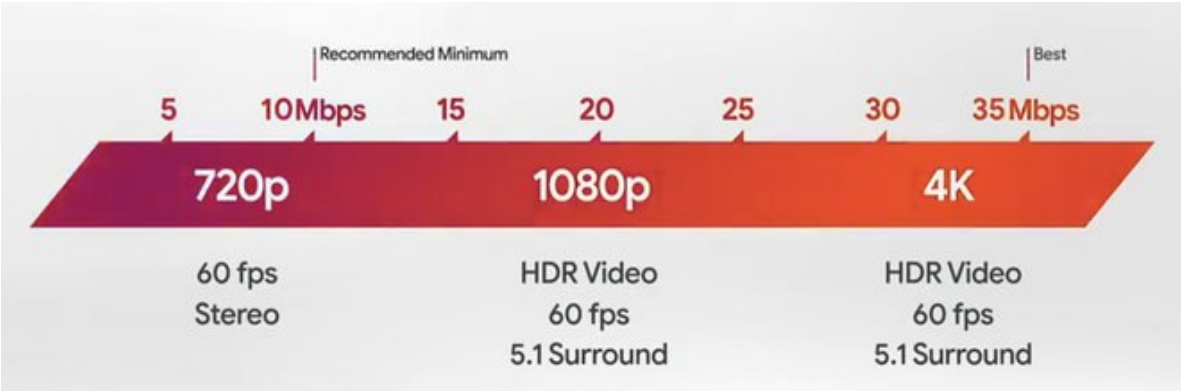
Cloud Gaming Arhitektúra: Video Streaming



Az 5G használata jelentős ugrás a szolgáltatás minőségében

“As well as the obvious benefits such as faster speeds and lower latency, there are far more interesting ways in which 5G could revolutionise the ways games are played.”

2019 – Jennifer Allen - Freelance tech/games journalist



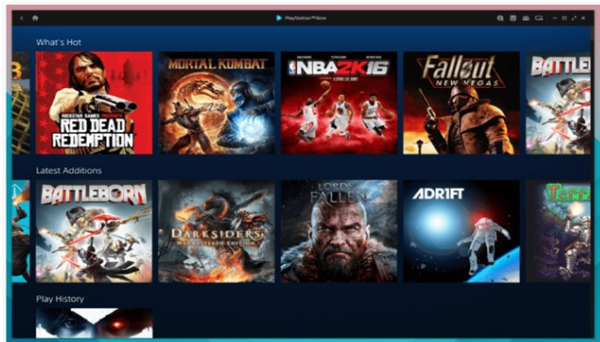
Network type	Average download speeds	Peak download speeds	Theoretical download speeds
3G	8Mbps	~20Mbps	42Mbps
4G	32.5Mbps	90+Mbps	300Mbps
5G	130Mbps-240Mbps	599Mbps+	10-50Gbps

Miért most beszél a szakma a Cloud Gamingről?



A nagyok is a „felhőbe mennek”

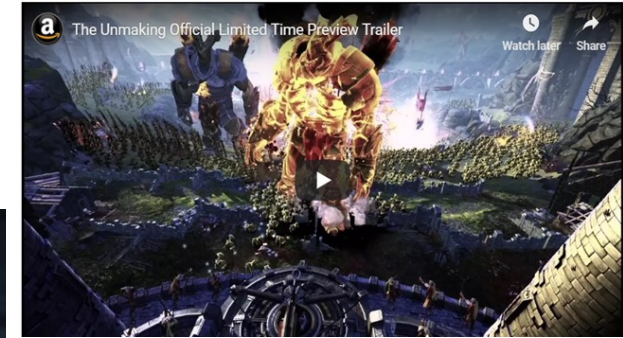
Sony PlayStation Now
2016



Microsoft's Project xCloud
(trial)

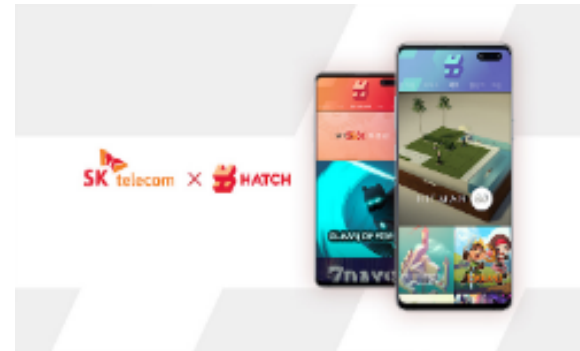


Google Stadia
2019

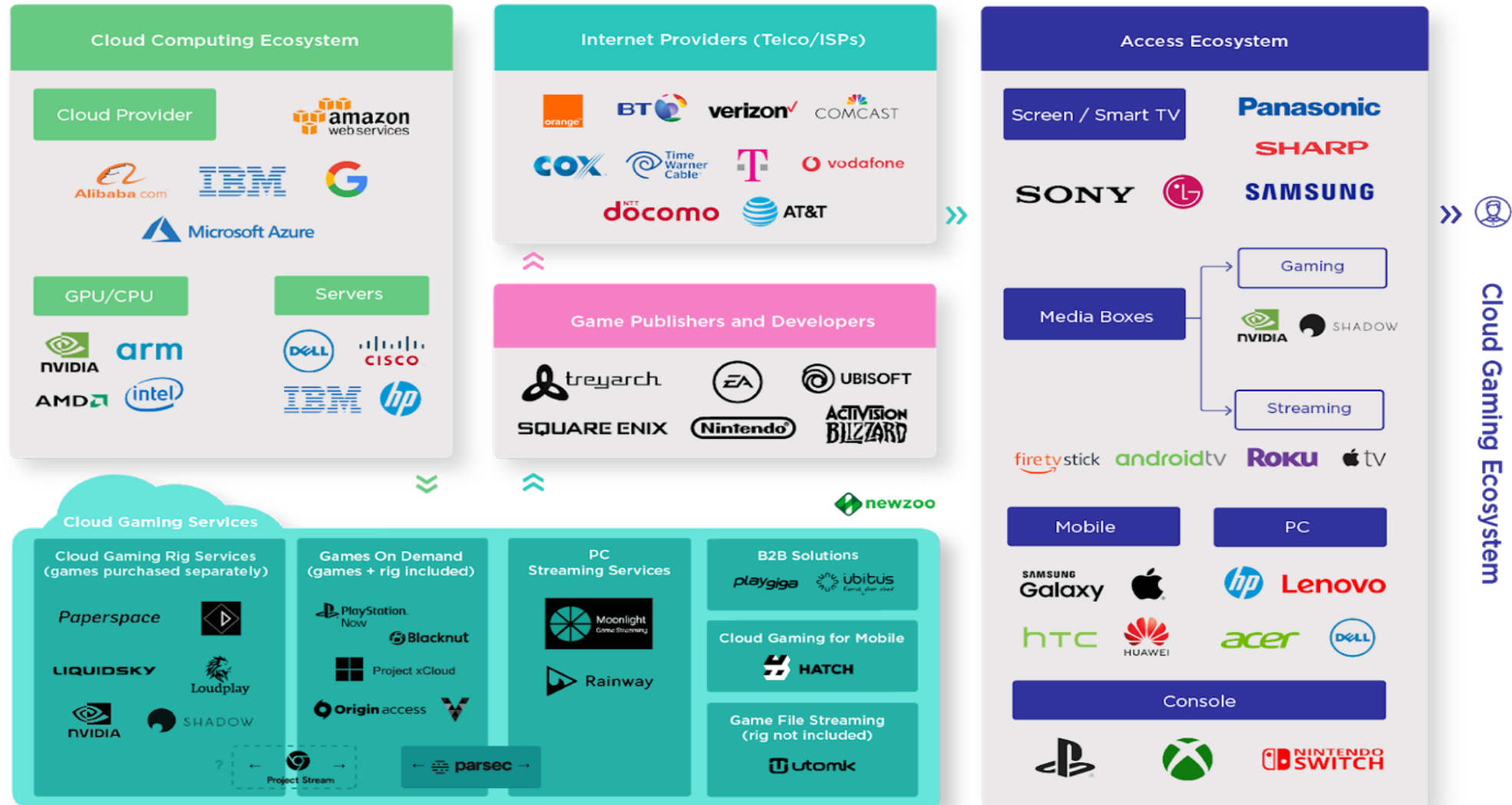


Amazon cloud gaming service
2020

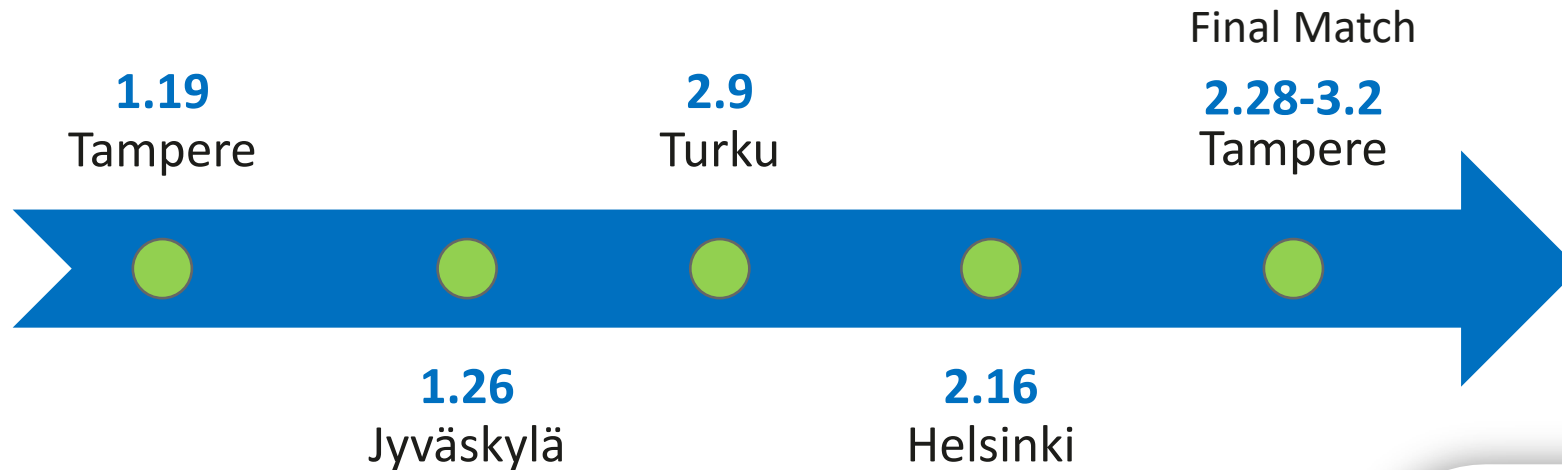
Az 5G szolgáltatók sem meradnak le



Teljes ökoszisztéma épül a Cloud Gaming köré



Elisa 5G Cloud Gaming Campaign



- 🔴 4 elődöntők négy városban, 5G hálózaton
- ⬛ Döntő 4K felbontású élő 5G közvetítéssel



5G LIIGA ON TÄÄLLÄ!

Osallistu Hatchissa tai kiertueella. Palkintoina mm. 1000€, OnePlus 6T puhelimia, kuulokkeita, Elisa-lahjakortteja. Finaali Lantrekissa **Tampereella 28.2-2.3.2019**. Pelaa 5G liiga -huoneessa olevia pelejä ja voita!

Lisätietoa 5G-liiga.fi

Kiertueaikataulu:

19.1	Tampere
26.1	Jyväskylä
9.2	Turku
16.2	Helsinki



Felhasznált források

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Köszönöm a figyelmet!

