

Developing network infrastructure is the top tech priority for gaming companies

This year, technology leaders at gaming companies are prioritizing the development of their network infrastructure. As they look to expand into international markets, improve the speed and deliverability of their games, and delight gamers around the world, most are planning to partner with a global telecom provider to achieve their technology goals.

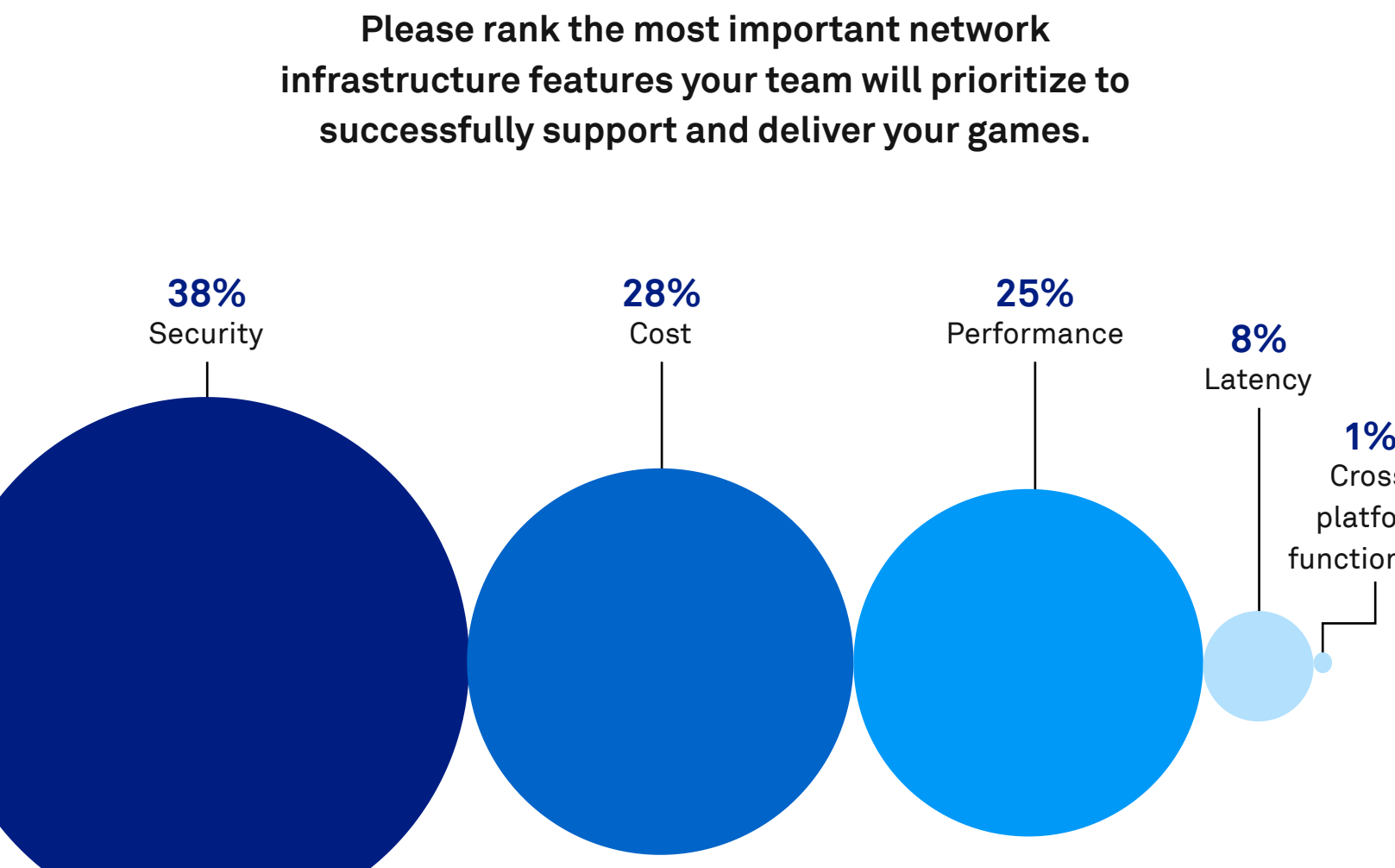
Telstra and Pulse surveyed 100 technology leaders at gaming organizations to determine their top network infrastructure challenges, and surface the ways in which telecom providers can help solve them.

Data collected from March 22 - May 5, 2021 | Respondents: 100 Tech leaders at gaming companies

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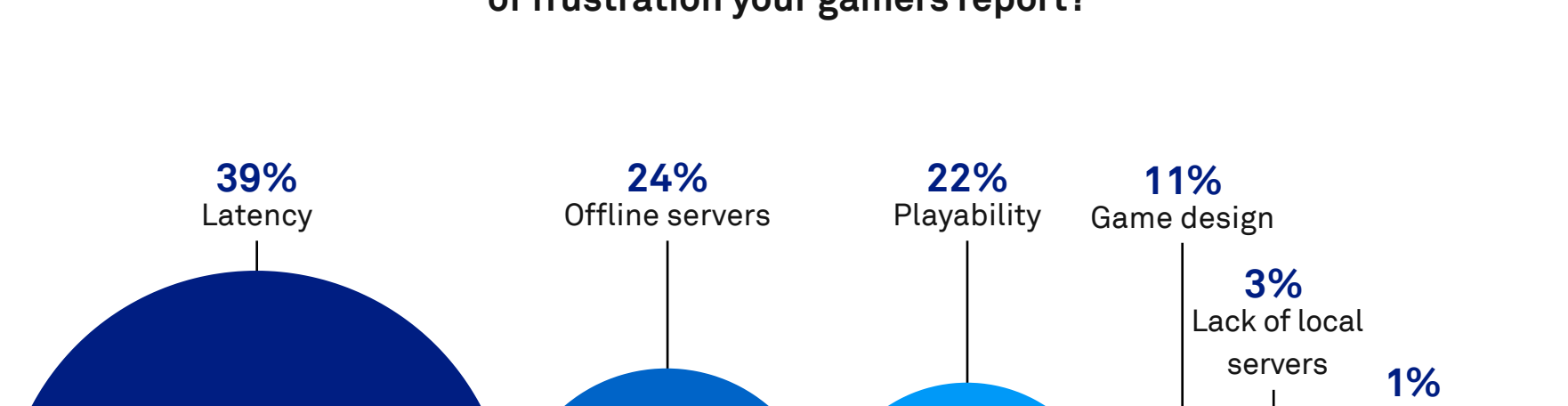
For tech leaders at most gaming organizations, developing network infrastructure (37%) and improving speed and deliverability (20%) are their top technology priorities for the next year.

What are your organization's top 3 technology priorities for the next 12 months?



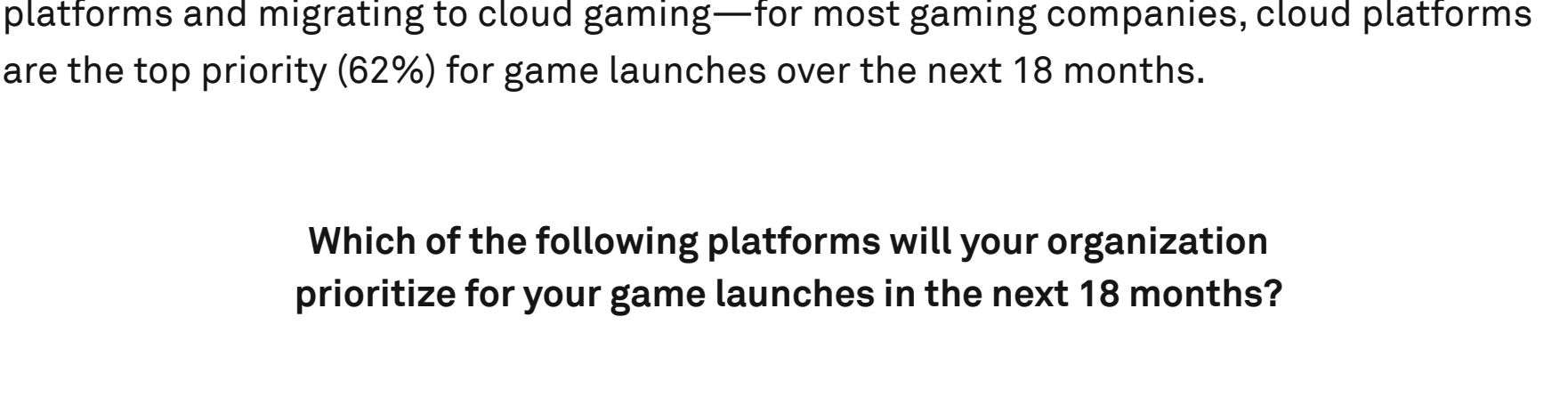
In developing their network infrastructure, tech leaders and their teams are prioritizing security (38%), cost (28%), and performance (25%) as the most important features.

Please rank the most important network infrastructure features your team will prioritize to successfully support and deliver your games.



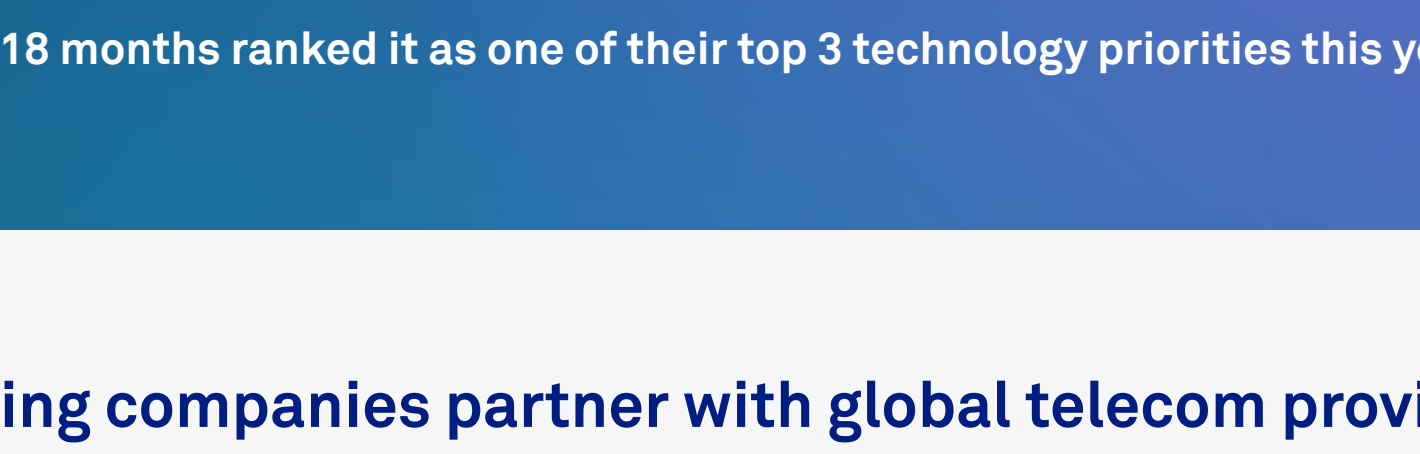
While latency is only the fourth-highest network infrastructure priority for gaming organizations, it's the top complaint cited by gamers today (39%), followed by offline servers (24%) and playability (22%).

What are the top 3 complaints or sources of frustration your gamers report?



Digging deeper into the 3rd and 4th ranked technology priorities—enabling new gaming platforms and migrating to cloud gaming—for most gaming companies, cloud platforms are the top priority (62%) for game launches over the next 18 months.

Which of the following platforms will your organization prioritize for your game launches in the next 18 months?

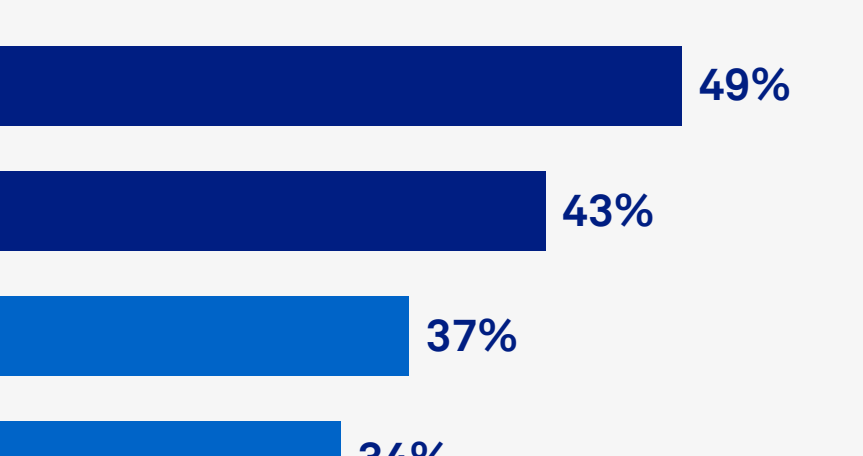


60% of the respondents who named cloud as a platform priority in the next 18 months ranked it as one of their top 3 technology priorities this year.

Gaming companies partner with global telecom providers for faster connectivity

Today, more than half (62%) say their organization partners with a global telecom provider to enable their gaming network.

Is your organization currently partnered with a global telecom provider to enable your gaming network?



Of the organizations currently partnered with a global telecom provider, the biggest benefits they derive are faster, more reliable connectivity (49%) and a simplified network by partnering with the same provider in all or most regions (43%).

What are the top reasons your organization is partnered with a global telecom provider to enable your gaming network?

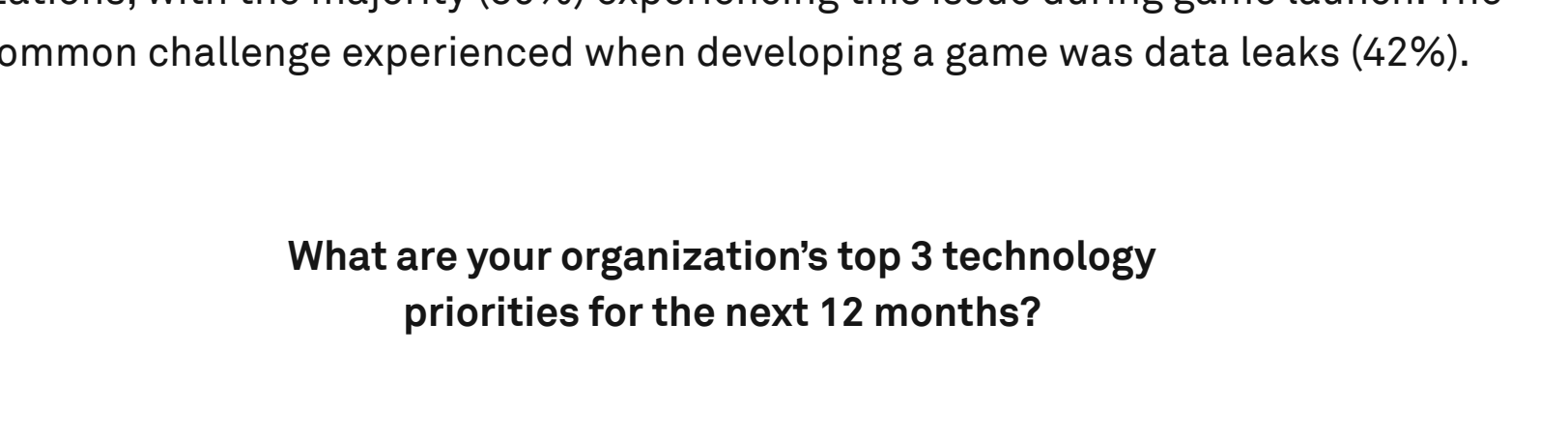


Tech leaders at gaming organizations located in North America are more motivated to partner with a global telecom provider for the purpose of accessing new international markets (30%) than those located in APAC are (19%).

More tech leaders at organizations in APAC (45%) consider the guidance about network needs and infrastructure that they can get from a global telecom partner as a reason to partner with them, as compared to 25% of respondents whose organizations are in North America.

In 2020, most gaming organizations (63%) spent between 6 and 10% of their overall technology budget on network infrastructure services. In 2021, investment in network infrastructure services is increasing—more than three-quarters (83%) will spend 11% or more of their tech budget on these services.

How much of your organization's technology budget was spent on network infrastructure services in 2020, and how much will be spent in 2021?

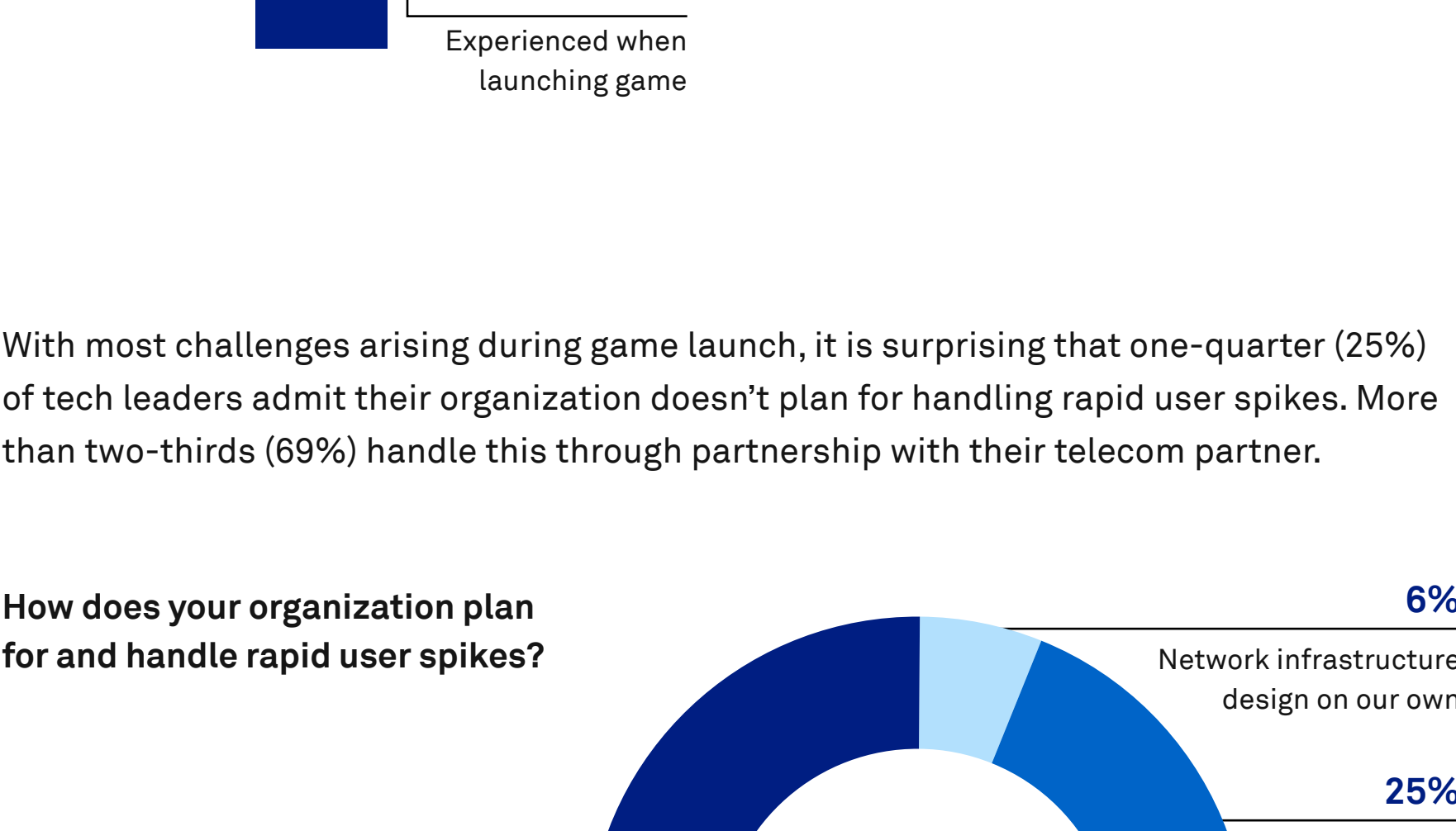


81% of the companies who, last year, spent 6-10% of their tech budget on network infrastructure will be spending 11-15% in 2021.

All gaming companies see cost of connectivity as a challenge

Tech leaders at gaming companies experience many technology challenges both when developing and launching a game. The cost of connectivity is a challenge for all gaming organizations, with the majority (89%) experiencing this issue during game launch. The most common challenge experienced when developing a game was data leaks (42%).

What are your organization's top 3 technology priorities for the next 12 months?



With most challenges arising during game launch, it is surprising that one-quarter (25%) of tech leaders admit their organization doesn't plan for handling rapid user spikes. More than two-thirds (69%) handle this through partnership with their telecom partner.

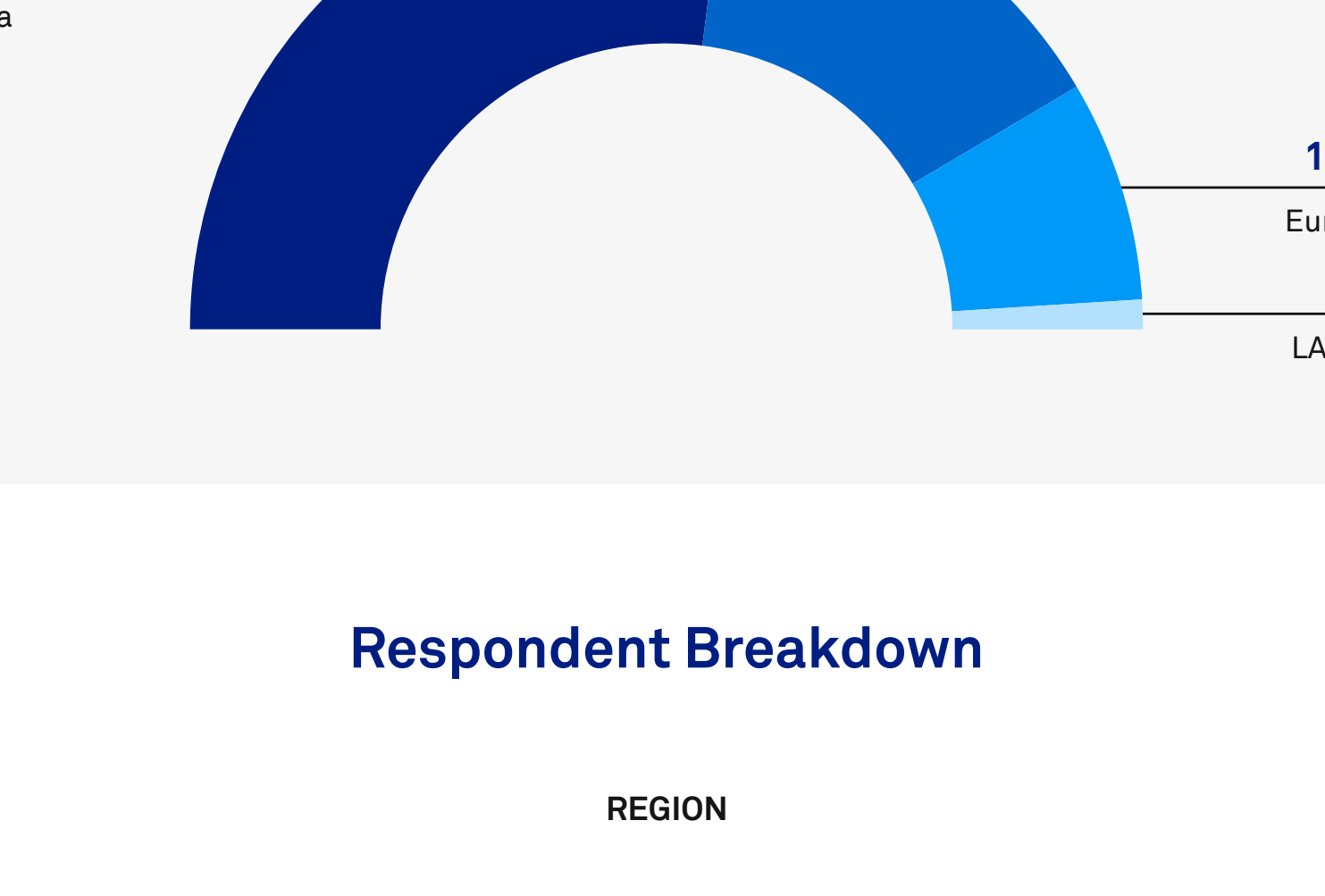
How does your organization plan for and handle rapid user spikes?



Most growth is occurring in the Asian market

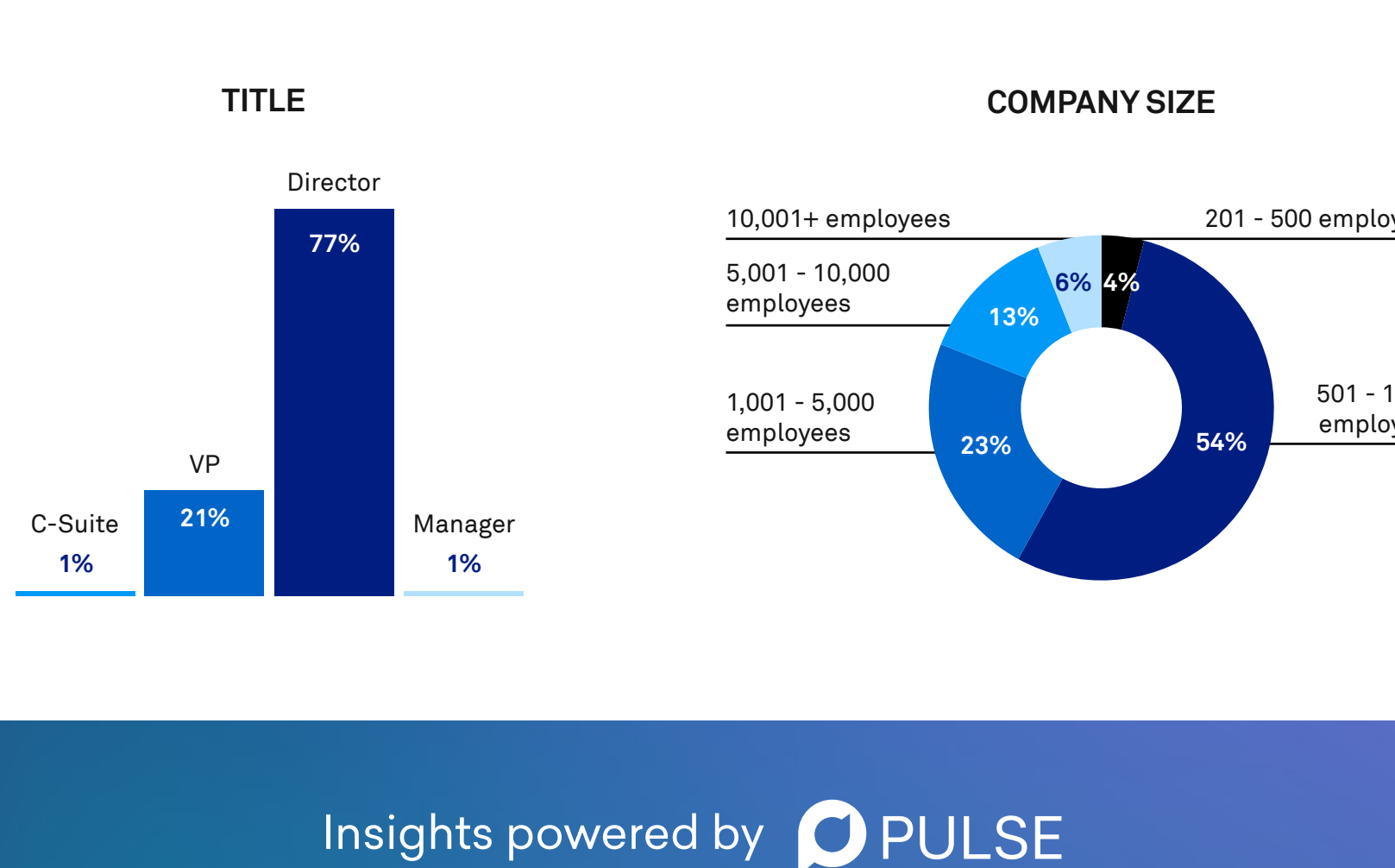
In the past 12 months, more than half of tech leaders (51%) say most of their organic growth came through existing game titles in new markets.

Over the last 12 months, where has most of your company's revenue growth come from?



Most of these same respondents saw the most growth in the Asian market (54%) in the past year.

In which market has your gaming organization seen the most growth over the past 12 months?



Respondent Breakdown

REGION

TITLE

COMPANY SIZE

