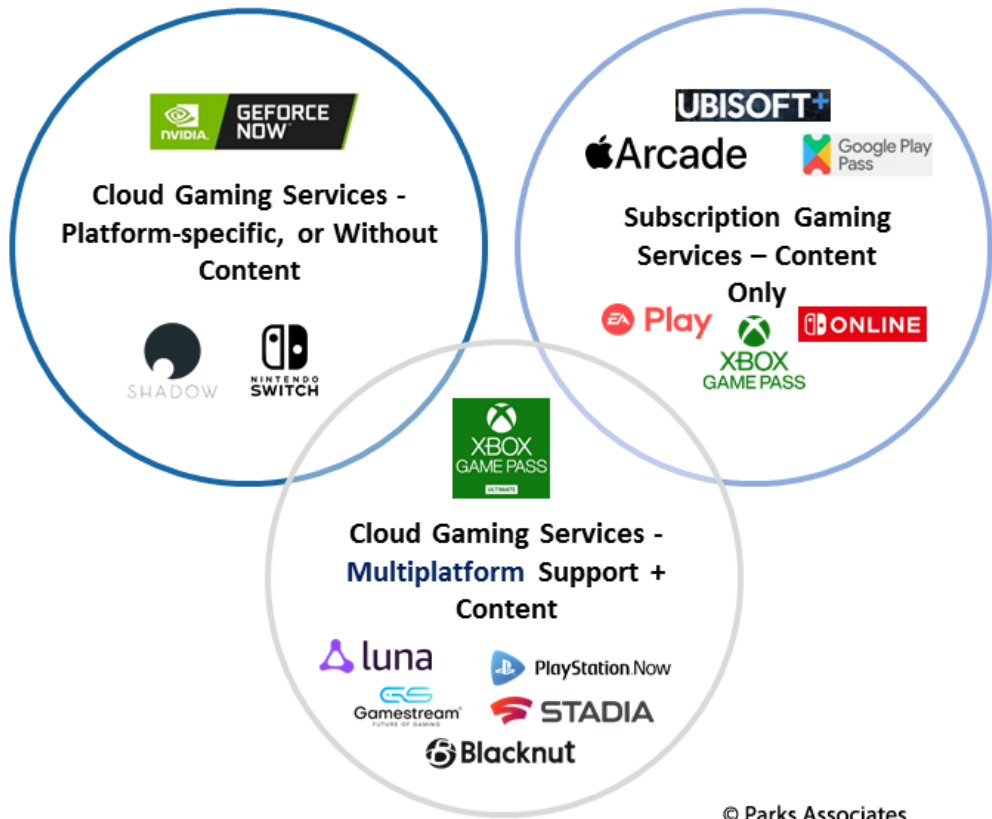


By Paul Erickson, Senior Analyst, Parks Associates

Synopsis	Gaming Services Market Overview
<p>Cloud gaming allows a variety of connected devices to play games being run remotely on hardware in the cloud, using an internet-delivered video stream. This report focuses on this leading edge of the gaming industry's strategy to leverage today's connected consumer landscape. It compares the differences in implementation and business models between leading services, examines competitive advantages and disadvantages, and consumer demand for cloud gaming services. The types of consumers most interested in or with the most potential to subscribe to cloud gaming services are also discussed.</p>	
<p>Publish Date: 2Q 21</p>	<p>“The time is ripe for cloud gaming, as multiple technical and societal aspects are more favorably aligned today including increased streaming OTT subscriptions, cloud infrastructure advancements, and increased use of connected entertainment devices,” said Paul Erickson, Senior Analyst, Parks Associates.</p>
Key Questions	<ul style="list-style-type: none"> What is the state of cloud gaming services today, and how has the market evolved? What consumer segments are most likely to subscribe to cloud gaming services? What are market drivers and barriers for growth? Who are the most significant players in cloud gaming, and how do their business models differ? What new challenges will the key players face in the near and long-term?

	What is the long-term outlook for cloud gaming services and what is the potential revenue opportunity?						
Contents	<p>Bottom Line</p> <p>State of the Market Key Trends, Market Drivers, and Barriers</p> <p>Cloud Gaming Competitive Landscape Profiles of the Major Cloud Gaming Services Microsoft Xbox Game Pass Ultimate / Xbox Cloud Gaming Nvidia GeForce Now Sony PlayStation (PS) Now Google Stadia Amazon Luna</p> <p>Cloud Gaming Service Summary Comparison</p> <p>Future Market Expansion</p> <p>Potential Market Opportunity</p> <p>Implications and Recommendations Cloud Gaming Services Broadband Service Providers Game Software Publishers and Studios</p>						
Figures	<p>Gamer Hierarchy</p> <p>Gaming Services Market Overview</p> <p>Cloud Gaming Appeal Among US Broadband Households</p> <p>Cloud Gaming Subscription Likelihood Based on Price</p> <p>Multiplatform Gaming Levels</p> <p>Likelihood of Cloud Gaming Subscription Based on Multiplatform Gaming Usage</p> <p>Cloud Gaming Company Attributes Comparison</p> <p>Cloud Gaming Services: Cloud, Platform, and Subscription Model Overview</p> <p>Cloud Gaming Services Market Timeline</p> <p>Cloud Gaming Service Summary Comparison</p> <p>Cloud Gaming Service Summary Comparison</p> <p>US Cloud Gaming Potential Market Opportunity by Subscription Pricing Tier</p>						
List of Companies	<table> <tr> <td>Activision Blizzard</td> <td>Microsoft</td> </tr> <tr> <td>Alibaba</td> <td>Nintendo</td> </tr> <tr> <td>Amazon</td> <td>Nvidia</td> </tr> </table>	Activision Blizzard	Microsoft	Alibaba	Nintendo	Amazon	Nvidia
Activision Blizzard	Microsoft						
Alibaba	Nintendo						
Amazon	Nvidia						

	<ul style="list-style-type: none"> Apple Blacknut Electronic Arts Entertainment Software Association Facebook GameStream Google 	<ul style="list-style-type: none"> Rainway Shadow Sony Square Enix Tencent Ubisoft Verizon
--	--	---

Attributes	
<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Published by Parks Associates © May 2021 Parks Associates Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>