

Stadia - Google's new gaming platform can 'stifle' the mobile game market?

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Google believes that their build on the Stadia platform will play a huge role in shaping the future of the gaming industry. It is understandable that Stadia will fundamentally change the method of playing video games as well as playing live video (livestream) today, from individualized forms to centralized areas as well as servers through connection. Internet. That means that for Stadia, users only need Chrome browser and a high-speed, stable Internet to play 'deliciously' most of today's terrible titles, and can also stream live games. both the content you want on almost every device with internet connection today such as smart TV, smart phone, tablet computer, or laptop . This is really a strategic card with the ambition of extreme The big thing is changing the game industry of Google, especially in the context that the mobile gaming market has been developing rapidly in the past few years because smartphones are becoming an indispensable device. in the lives of billions of people worldwide.



1. Google launched Stadia platform, just need to connect to the Internet and Chrome browser is playing a terrible game, no need for genuine machines

So how will mobile game developers react to the appearance of the 'ambitious young man' Stadia? Will this new Google platform kill the mobile game market? Leaving behind some in-depth analysis, many market researchers did not hesitate to answer: Absolutely not!

Stadia and mobile game market

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How should the term 'games anywhere' be understood?

Games anywhere can be translated as 'everywhere game', and with Stadia, Google wants you to be able to play your favorite games on the bus, while resting in the hallway, or in the Long-term travel trip, in short, wherever there is a strong internet connection. Basically, mobile games also meet this requirement as they are called, they are developed to run on small devices that can be carried with you.



1. Google Stadia - The name of the spy in the cover of the gaming service, maybe!

However, the problem of making a difference lies in the type of game mentioned. Although it may sound appealing, anyone who has ever tried Sony's online streaming technology on their phones knows that games that are played on consoles (and PCs) are rarely possible. Good handling for mobile devices. Stadia's improved Wi-Fi controller will help in certain situations, but to be fair, only 'mobile' tailored games from the beginning can give a good experience. most on mobile devices and vice versa. As the owner of one of the world's largest mobile app stores: Play Store, Google naturally knows this. Therefore, Stadia will basically target a relatively different market, which is to move PC or console games, instead of targeting the mobile gaming market. Of course, if Stadia becomes as popular as Google's expectations, the impact that this platform has on the mobile gaming market is yes, but not to the extent that it can "stifle" this market, at least. It is until humanity stops using

smartphones!

The need of internet speed

We still do not understand how Stadia will use to handle real-world problems with internet infrastructure. During the launch, Google said Stadia will be able to support 4K resolution at 60fps (frames per second), along with surround sound and HDR display standards. But keep in mind that such parameters are only in theory and to achieve this, you must own the ideal connection state and be completely unaffected by issues related to good bandwidth adjustment. data limit. If you use public Wi-Fi in hotels or worse, cafes, docks, and cars to connect Stadia, it's best to forget those impressive parameters.



1. Mountain View's Google Stadia and its ambition to dominate the game industry

No matter how impressive this technology is (in fact, Google's cloud servers have really remarkable power), they can't help control the final speed that users experience, and here. It will be a real problem Stadia faces if he wants to step up to the throne in the game world. Google is recommending that users use a connection of about 25Mbps for 1080p resolution at 60fps quality, which is perfectly acceptable, but there are places in the world, even in Google's hometown is the United States, people don't even have high-speed broadband internet. That's not to mention that the high-speed internet connection is unstable. The problem is that if you are not near a big city where Google data center is located, it is likely that you still cannot get the most ideal experience with Stadia.

Thus, it can be seen that the internet connection will be a key factor in the user's experience with Stadia, which can be one of the major reasons why this service is difficult to reach many users if Google There is no solution to overcome the problem in the future.



1. Experience Google Stadia: Great overall, but there are still many unknowns

Meanwhile, with mobile game, you will only need a moderate mobile connection that can be entertained anywhere. Can play games via public Wi-Fi network or via 3G, 4G connection without encountering too many problems.

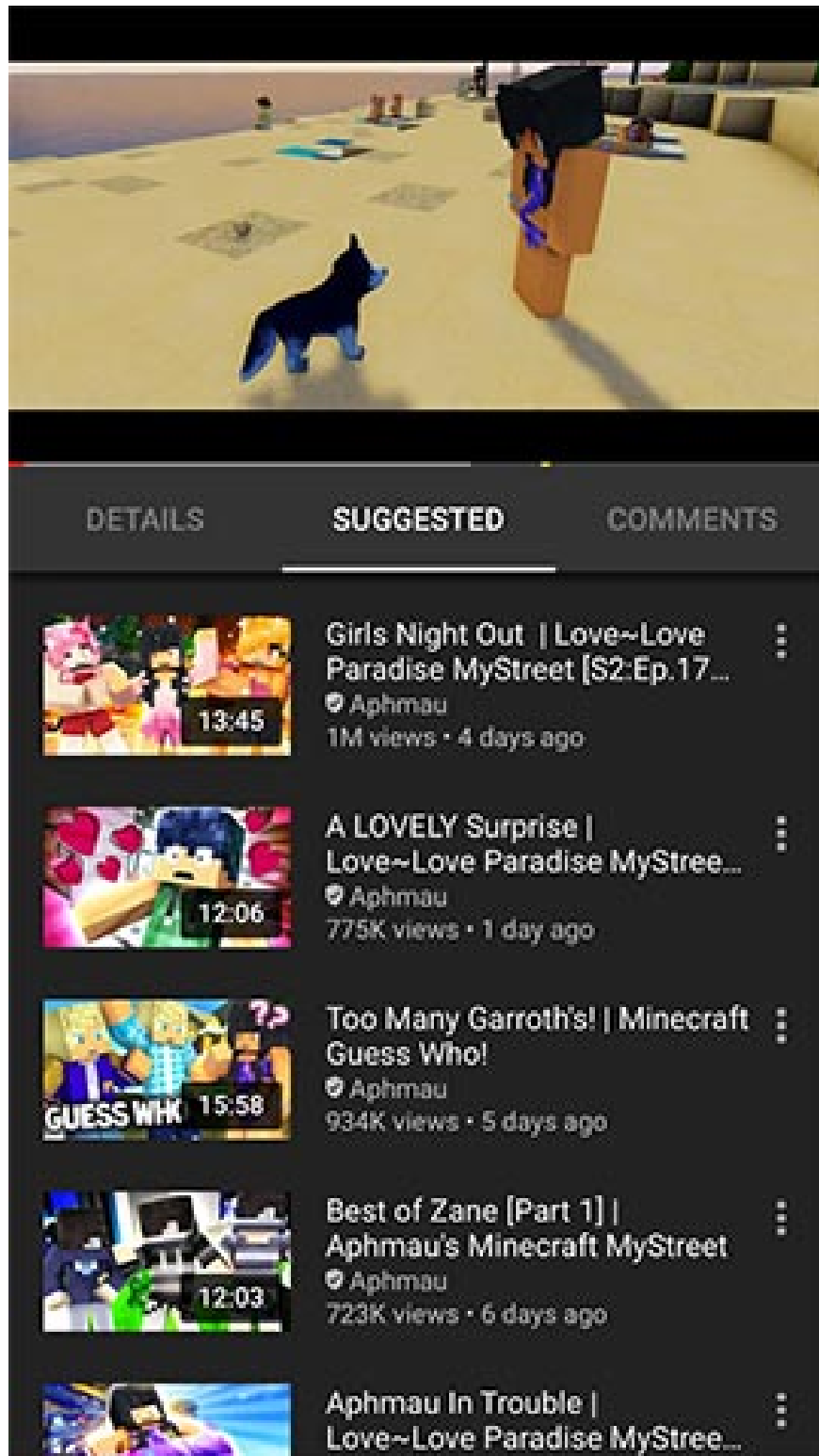
Work with game developers

The fact that Google only played a single game at the Stadia launch, could not say much about the newness they could bring to the traditional gaming space. More important are the 'mysteries' surrounding issues such as: Subscription, digital storefront, advertising, and how will they pay developers? All are vague. As such, Google needs to convince major publishers to join, but problems related to the cost of developing, publishing and running games on Stadia will also be a problem, and The company has never faced similar problems before.

1. This guy played Call of Duty: Modern Warfare 2 on the OnePlus 6T with Windows 10 ARM installed

'Symbiosis' with YouTube

YouTube, the world's largest online video sharing platform, is also the No. 1 video hosting source with 50 billion hours viewed in 2018. The reason for this information is because Google will definitely have The intention is to use YouTube as a free, practical advertising platform to thereby target gamers more effectively, because any developer will tell you that demos are not self-explanatory. I influence sales - so is the ad (must bring the user to the demo). Viewers of these ads will be able to launch the game directly from the video by clicking on the Play Now button on the frame.



1. How was YouTube born? About 'YouTube' suggestion

YouTube also has an integrated community, so streamer can also initiate lobbying for fans to join and play with them. Developers currently holding paid console interfaces and free mobile games should pay attention to the impact of this type of streaming model on their own products.

Actual situation in the mobile gaming market

The game is generally an extremely large, valued entertainment market of up to \$ 135 billion, of which, revenue from mobile games alone accounts for nearly half. Taking a closer look at mobile games, we see an overwhelming dominance from Apple with iOS when this ecosystem accounts for 84% of the total revenue in the global mobile game segment (most of them that is advertising profit). Therefore, when streaming games are only available on Chrome, Chromecast and (as far as we know) on Android devices, there will be a huge market of iOS mobile gamers that can be left behind. .



1. Google Stadia uses custom AMD chips, powering up to 10.7 teraflops

So what do mobile gamers do? They will continue to play, will still participate in simple matches or role-playing characters of quality 3D games on their phones and satisfied with it. Simply because for these people, mobile games will still provide a core gaming experience, as well as absolute convenience when they cannot sit all day in one place and glued to the screen. . The Console and PC gaming community is generally quite a diverse group of people, but they are not even as diverse as mobile gamers.

Not long ago, some people who had predicted a mobile game boom would put an end to traditional games (consoles and PCs). The fact that they were wrong. Now with Stadia, everything is supposed to happen in the opposite direction. It will be interesting to see Google's efforts to steer the 'boat' Stadia. The Mountain View giant certainly has enough money to deal with most of the infrastructure issues, and the actual situation also shows that they are thinking more about how to solve problems properly. The tradition of online streaming service has existed for a long time. Stadia does not come after mobile games. Console, PC and mobile devices will continue to coexist, competing against anyone who can 'swallow' them because they all have the advantage of making a difference, at least in Current context of the technology world.

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