

STAYING AHEAD OF THE GAME



Explosive Growth in Online Gaming Market

\$33.6 BILLION Expected annual revenue (by 2020)¹

55% Network traffic growth rate²

79% Increase in data volumes³

Driving Factors Behind Gaming-as-a-Service Growth

Mobile apps contribute more than half of online gaming revenue⁴

2/3 of Americans are gamers⁶

3 hrs Avg daily mobile app usage⁵

73% CAGR AR and VR Growth⁷

Blockchain Coming of Age (e.g., players earn/buy items with bitcoin in one game and trade them in another).

Foundational Technologies Enable Gaming-as-a-Service

5G to Cut Latency by 10x Over 4G⁸



Of data to be processed by edge computing⁹



For the Cloud Gaming Market¹⁰



Of gamers are concerned about cybersecurity¹¹

Market Differentiation

For more details on the technologies powering online gaming, as well as the opportunities and challenges facing online gaming providers, download a copy of "Technology Strategies that Online Gaming Providers Need to Differentiate Themselves," produced by Digital Realty, May 2019.



¹ John Papadopoulos, "PC gaming industry expected to reach \$33.6 billion by 2020," DigiGaming, May 21, 2018.

² Cisco Visual Networking Index: Forecast and Trends, 2017-2022," White Paper, February 22, 2019.

³ Ibid.

⁴ "Impressive Mobile Gaming Market Growth in 2018," Medium, December 12, 2018.

⁵ Simon Kartonegros, "Blockchain Will Dramatically Increase the Value of the Games Market," ENJIN, May 16, 2018.

⁶ John Ballard, "5 Trends Explain the Growth of the Video-Game Industry," The Motley Fool, November 9, 2018.

⁷ "Augmented Reality and Virtual Reality (AR/VR) Market Growth Analysis," Market Research Future, April 9, 2019.

⁸ Eustance Huang, "5G could change the video game industry forever," CNBC, April 27, 2018.

⁹ Rob van der Meulen, "What Edge Computing Means for Infrastructure and Operations Leaders," October 3, 2018.

¹⁰ "Future Growth on Cloud Gaming Market Worth USD6,226B by 2024," HeraldKeeper, February 20, 2019.

¹¹ Gary David, "Level Up Your Cybersecurity: Insights from Our Gaming Survey," McAfee, January 1, 2019.