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Development Strategies of Leading Cloud Gaming Brands: Microsoft, Sony, and Amazon (pre-order)

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Abstracts

With the advent of the 5G era, rapid and massive data transmission capabilities, coupled with the low latency feature, have driven transformation and innovation across various industries. Since 2020, the global outbreak of the COVID-19 pandemic has dealt a severe blow to the world economy and the gaming industry has witnessed accelerated growth in cloud gaming due to the widespread adoption of 5G and the rise of the stay-at-home economy. This report analyzes the cloud gaming services and development strategies of three international brands: Microsoft, Sony, and Amazon, and examines the development trends of the cloud gaming industry.

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