



## ***Will Mobile Gaming Survive?***

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Mobile Gaming has been the talk of the town, the latest sales figures show that while Mobile Gaming is not as profitable as consoles and PC Gaming, there is a lot of money in it. In April 2019, **PUBG Corporation** revealed that **PUBG Mobile** made **58.5 Million dollars** which is quite good coming from a company that just started 3 years ago and was launched in the mobile platform in 2018.

The Mobile Platform has been flooded with games but these games are not the games that would compete with the likes of

**Halo** or **Call Of Duty(PC)**. Enter **PUBG Mobile**, In 2018 **PUBG Corporation** Launched **PUBG Mobile** which sky-rocketed the Mobile Gaming Market. Many people started to

play ***PUBG Mobile, PUBG Mobile*** had a lot of traction during that time, The App became so popular that in every app store it was the No 1 App in Downloads and Trending Apps, Because of this ***Fortnite*** decided to enter this market, So they launched ***Fortnite*** and the following year we have ***Call Of Duty*** on Mobile and ***Apex Legends*** will soon be launched on Mobile. Mobile Gaming has made a lot of success so that should mean it will be there for the foreseeable future? ***Enter Cloud Gaming Subscription Service***

Over the years there have been many kinds of services launched such as ***Shadow, Paperspace, Vortex, Playstation Now,*** and ***Xbox Project XCloud***. In **2019**, Google launched ***Google Stadia*** and while it does not have a good reputation itself, it's still one of the best Cloud Gaming Service. ***Nvidia*** Launched ***Geforce Now***. It shows where the gaming industry is moving.

Soon even Amazon will enter this market.

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Companies are pouring millions of dollars in their service.

**Netflix** and other companies have proved that Subscription Service not only works but is the Future but each company is not just creating Cloud gaming service but they are adding their own features like with **Google Stadia** you can play with *TV* and *Mobile* but you also have the ability to play through the browser and soon **Amazon** will most likely bundle its gaming service with their Prime Package. Companies like **Google** are also offering the feature of a direct stream to youtube so it makes the streaming process much easier and when **Amazon** launches their service they will also allow a direct stream to twitch by clicking on one button in the controller like **Google**. **Google** and **Nvidia** are also offering the ability to play for free albeit at a lower quality. Each of these companies is offering PC and Console Games and

you'll have the ability to play with different kinds of devices such as ***Laptops, Tablets, Desktop, Smart TV, and Mobiles***. So with these many features available with these services it begs the question, ***Will Mobile Gaming Survive?***

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The answer to the question is Yes & No. While the games will remain in the *App Store, Play Store* etc, But in terms of Game Studios investing money for the mobile platform will reduce drastically and eventually they will stop. Mobile Gaming makes money through ***Microtransactions*** which provides a good amount of money but in a **Subscription-Based Model** you can get a lot more money in the long term but also you can keep the customers stay longer which provides stability to the company because they know that they have people playing it. With the Subscription-Based Model, you can make a ton of money which will result in a Higher Revenue Stream and that's what Game

Studios are looking for right now since gaming itself has become  
one of the most profitable types of entertainment, Game Studios  
such as **EA, Activision** they have thousands of games, those two  
are public companies so future longevity a subscription-based  
model is the way to go. Companies/Divisions Like **Xbox** and  
**Playstation** are heavily investing in cloud gaming.

*Phil Spencer said “I don’t want to be in a fight over format wars  
with those guys while Amazon and Google are focusing on how to  
get gaming to seven billion people around the world. Ultimately,  
that’s the goal”*

Phil Spencer (Executive Vice President Of Gaming In Microsoft)  
itself believes that **Playstation** and **Nintendo** aren’t the  
competition anymore, now its **Google** and **Amazon**.

In the next 10 years most likely we will be playing games through  
a cloud gaming service, in my opinion, ***Cloud Gaming is the  
Future Of Gaming***