

## DISTREE Takes on the Cloud Gaming Opportunity

Written by Alice Marshall  
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Stefan Lampinen, Managing Director at Game Advisor and game industry veteran, talks about cloud gaming at DISTREE 2020-- an opportunity he describes as nothing less than "growing like crazy," be it in terms of revenues, geographies and user demographics.



As one might know, the gaming industry is evolving. Whereas previously you simply had game consoles, with releases staggered according to region, now you have simultaneous launches across all machines, as well as PCs, mobile devices and the cloud. Games are also further enhanced by the internet, with online titles such as the incredibly popular Roblox and Minecraft creating their own communities while game streamers become powerful influencers, making or breaking a game. One such streamer is Ninja, a top eSports player with YouTube views clocking at over 22 million.

Taking a closer look at the market, 50% of gaming is on mobile devices, while the rest is divided between PC and console. Previously thought on the decline, PC gaming is actually "incredibly" strong, especially in European nations such as Germany and Scandinavia. Interestingly, retail is not dying, as customers still want to buy physical titles. "Every single sector has growth," Lampinen says. For example, popular shopping malls are very popular in Dubai, while the cold winters in the Nordics mean people spend a lot of time gaming.

But what about cloud gaming? The segment is, of course, incredibly broad and far more complex than anything akin to a "Netflix of games." So far there are no games specifically made

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for the cloud, but then again these are early days. In fact, it's early enough for retailers to get involved in this increasingly digitised sector. For instance, retailers can invest in an eSport team or up and coming influencer, be it through cash or even simply branded gear. One can also provide a space for events, since gamers still want to meet up and play together. As mentioned earlier gamers still want to buy physical games, not to mention accessories such as headsets and cables.

Ultimately, Lampinen says, look outside the box. Go through your team and see what they know, and don't be afraid of how the industry is changing over the next 3-5. The money is out there, he insists, "for sure."

Watch [DISTREE Cloud Gaming - Opportunities for All so Get Your Game On and Join the Revolution](#)