

# REVIEW ON AWARENESS ABOUT GOOGLE STADIA

<sup>1</sup>KAUSTUBH SHINDE, <sup>2</sup>MANISH BHAGWAT, <sup>3</sup>POOJA SINGH DARDA

<sup>1,2</sup>STUDENTS, <sup>3</sup>ASSISTANT PROFESSOR  
FACULTY OF MANAGEMENT,  
DEPARTMENT OF MARKETING,  
MIT-WORLD PEACE UNIVERSITY, PUNE

**Abstract:** The gaming industry is no longer considered to be a niche area for a limited age group or segment. With the advancement in mobile gaming, console hardware and availability of cloud game streaming option, gaming has become a popular form of entertainment for players from all the ages. This switch of gaming as a mainstream industry has resulted in increase in the revenue of the industry from 78.61 billion in 2017 globally to 90 billion in 2020. The improvements into hardware components such as sound cards, graphics and faster processor have resulted in an exponential growth and development of the gaming industry. Due to this the modern gamers have become very demanding. Cloud streaming of games has also inspired the gamers to expect more from the new games as in streaming they only need to have a strong internet connection.

## 1. INTRODUCTION

Video games has been a part of our life for a long time due to that the interest in the history of games is growing. Those who grew up with games are looking back at those days fondly and some are still active gamers. Video game industry in India is currently growing at a fast pace. Revenue in the video game industry amounts to \$1411 million in 2019 and it is expected to show an annual growth rate (CAGR 2019-2023) of 10.7%, resulting in a market volume of \$2116 million by 2023. Gaming industry has a growing influence on other media platforms such as television, internet and movies. Videos are currently played by several million of players worldwide. The All India Gaming Federation (AIGF) projects that there will be over 300 million online gamers by the end of the year 2019.

Sony PlayStation is a gaming console widely used by gamers all around the world. It was developed by Ken Kutaragi who was driven by the idea to change the gaming industry. Ken Kutaragi who was amazed by the Sony's System G, envisioned of providing this high level of computer graphics in 3D through console gaming which will ultimately dominate the video game industry.

The idea of Microsoft having their own gaming console was developed back in 1988 by Kevin Bachus, Ted Hase, Otto Berkes and Seamus Blackley when they formed the first console of Microsoft after pitching their idea to Bill Gates. It was originally coded as "DirectX Box" as the console was intended to be the first game system which was built like a PC and bring all the power and flexibility of a gaming rig to the console industry.

Microsoft and Sony are both big and major players in the gaming console department. They both have set their roots in the gaming industry and are always bringing new ideas and innovation for their new consoles. Still Sony's PlayStation has the biggest market share with PS4 and PS4 Pro Total Sales: 102.5 million Units (including PS4 Pro) and Xbox One Total Sales: 41 million units.

Google is the current tech giant in cloud technology and streaming services. They have announced the cloud gaming technology STADIA in 2016 as they were working on it internally. STADIA service is currently launched in 14 countries on November 19, 2019. STADIA is advertised as capable of streaming video games up to 4k resolution at 60 frame per second with support for high-dynamic-range, to players via Google's numerous data centres spread across the globe, provided that the players are using high-speed internet connection. STADIA is accessible to players through the Google Chrome web browser on desktop computers. They can also access the services through smartphones, tablets, smart televisions, digital media players and Chromecast.

STADIA is also going to launch STADIA controller which can be connected to games through Wi-Fi and allow for game screen capture and sharing video clips straight to YouTube. It was likely inspired by the 50 billion plus hours spent by people watching gaming videos on YouTube in the year 2019.

The objective of this research project is to find the awareness about STADIA in India and views of people regarding the importance of the STADIA in the market and cloud gaming.

The relevance of this study will help in getting the following information:

- How much awareness is there about Google STADIA?
- How many people willing to use the services provided by STADIA?
- Advantages of STADIA over gaming consoles.

## 2. LITERATURE REVIEW

For the last 25 years the gaming industry has experienced huge growth compelling success is a manifestation. The annual growth rate of the industry is from 9% to 15%. The economic value of the gaming industry is shifted from a niche industry to a high paying industry. In the year 2019, the value of the Indian gaming industry is 62 million INR. It is expected to grow to a massive value of over 250 billion INR by the year 2024, making it a sector with high potential. The main characteristics of the gaming industry is the growth of high degree of innovation and dynamics. Consumers in the virtual world can manipulate and change their environment through the realistic animation and exciting motion sensing controllers where the games have the capabilities to tackle social issues, educate children and train employees. The games has various field implementation such as use for military training programs to molecular biology and virtual showrooms for new product presentation. The concept of “Gamification” has inspired management scholars to describe the application of psychological game design principles for motivating their employees and engaging consumers.

The framework which is being discussed acknowledges further the important roles of three additional institutions for the value creation process of games. The video game industry I firstly related to the motion picture industry which helps in providing inspiration to generate “related content” for games, for example – adaptation of film narratives or vice versa where films are based on games like assassin creed. Secondly, the technology of the platform is important as the games value depend on it. Third, the producer-initiated communications which includes unidirectional communication through traditional media, bi- or multidirectional communication on social media channels.

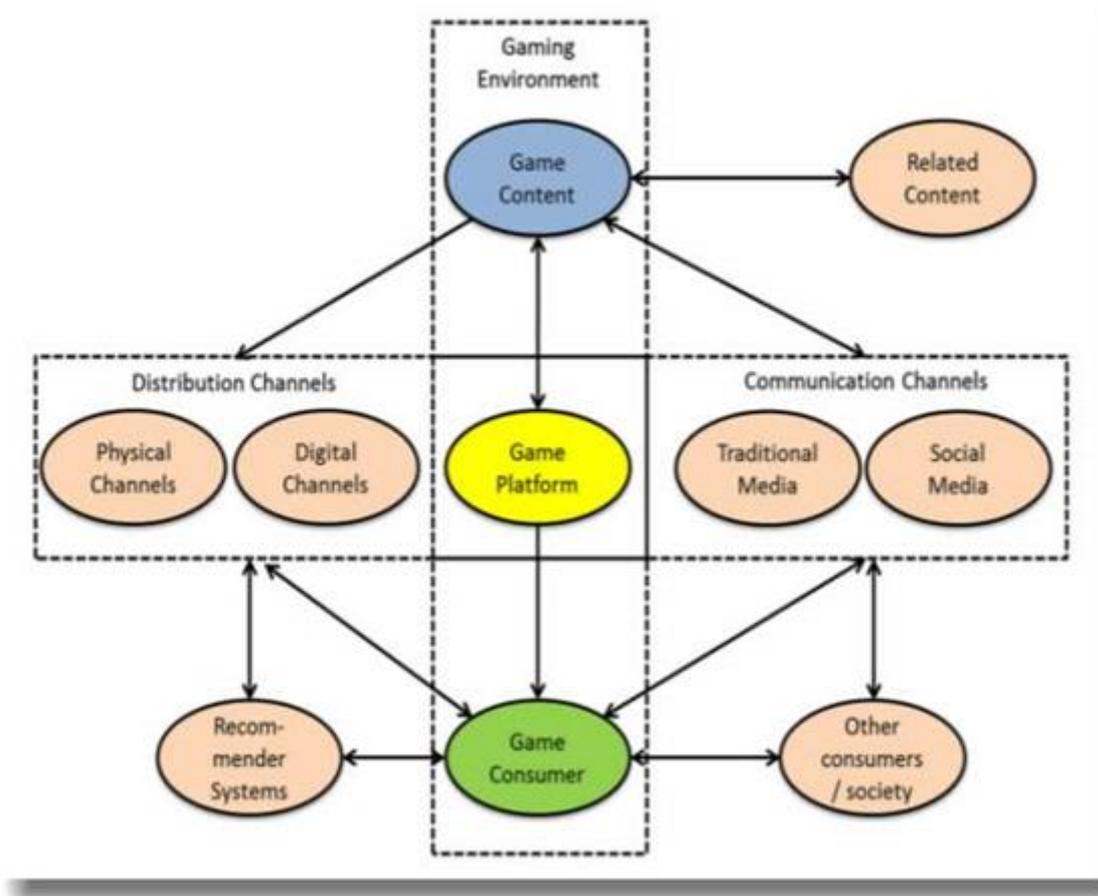


Fig. 2.1 Conceptual Framework

Google STADIA is a cloud gaming service, which does not require any additional hardware. It only requires to have stable internet connection and support for Google Chrome. STADIA works on the same principle as that of Youtube in streaming media to the user. Game streaming is considered as an extension of watching video game on live streams. As Google has a large numbers of data centres across the globe they believe that STADIA is a better option in cloud gaming as compared to other past services. STADIA provides game streaming in HDR at 60 FPS with 4K resolution, and Google is expecting to reach 120 FPS at 8K resolution. On STADIA players are not required to download and install the games to their device. They can start the game anytime. STADIA is designed to work with any HID-class USB controller, still Google has developed their own controller which connects via Wi-Fi directly to the Google data centre in which the game is running, to reduce the input latency.

The internet speed requirement for the different types of picture quality from STADIA's service as follows:

Bandwidth required	Video quality	Audio quality
10 MBit/s	720p, 60 FPS	Stereo
20 MBit/s	1080p HDR Video, 60 FPS	5.1 Surround
35 MBit/s	4K HDR Video, 60 FPS	5.1 Surround

The main influencer on the buying decision of a video game console is obvious but the most important is to enjoy playing games. The content of the game decides the selling probability of the console on which they are available. The relationship for sales between hardware and software are more complex. The more the game is graphically advanced more the size of the game increases and more is the requirement of advanced hardware is required to play and enjoy the game. A software developer will make choices about to develop games for which console with an eye on the current installed base. If the installed base is not large enough, third parties may often wait for it to reach the break-even level before starting the development of a past of the game or a new game that has proved themselves successful on other gaming platforms.

Male students usually love to play video games, it's a well-established fact, but the research also shows that there are female students who enjoy playing video games as well. Although the category of games female students play are usually simulation, racing and music genre. Whereas male students prefer categories such as action, war games, Role playing, horror genre.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Statement of problem.**

In current scenario people are preferring digital streaming platforms more than having to download data and then watch it. Similar expectation is rising in the gaming industry due to price of the game consoles and CD-rom rising. Google STADIA is providing that platform in the gaming industry.

In this research, the problem to which we will cater is that, "How much is the awareness in the Indian gaming consumers about STADIA? What are their opinions?"

#### **3.2 Research objectives**

The research objective is to find out the awareness about STADIA in Indian consumers and what are their views towards the platform. For example, how much do they know about STADIA? Are they willing to subscribe to STADIA services? Do they think that the platform is feasible in India? This research will help in realising the level of awareness about STADIA and the reviews of the possible customer regarding it.

#### **3.3 Methodology:**

##### **3.3.1 Research Design:**

The research has been designed in such a way that it will focus on collection of data and then interpretation of data. To collect data for data analysis, a set of 13 survey questionnaire was designed keeping in mind the Demographic, Geographic, Use of product and Need of product. The target were hard-core and casual gamers based in the Pune region.

##### **3.3.2 Data types:**

- **Primary Data**

- Primary data consists of 13 survey questions which focuses on the casual and hard-core gamers from Pune region. Below are the set of questions from the survey.

1 What's your Gender?

1. Male
2. Female

2 What's your age?

1. 6-12
2. 13-21
3. 22-29
4. 30 and above

3 What's your occupation?

1. Student
2. Service
3. Self-employed

4 Do you have stable internet connectivity?

1. Yes
2. No

5 If yes, what is the bandwidth?

1. 1-2 Mbps
2. 2-4 Mbps
3. 5-10 Mbps
4. 10-20 Mbps
5. Above 20 Mbps

6 Type of connectivity?

1. Broadband
2. Mobile internet
3. Hot-Spot devices

7 With whom you like to play the games on console?

1. Alone
2. Friends
3. Family
4. Online multiplayer

8 What reasons will affect your decision to buy new console/upgrade your existing console?

1. Performance of console
2. Graphics
3. Exclusive games
4. Design

9 Would you like to play games without a requirement of a fixed console?

1. Yes
2. No

10 Would you like a platform where you can play all the games without downloading and installing them on your console?

1. Yes
2. No
3. Maybe

11 Do you know about the STADIA gaming platform released by Google?

1. Yes
2. No

12 If yes, would be interested in buying the subscription of STADIA over buying a Playstation or Xbox console?

1. Yes
2. No
3. Maybe

13 Do you think STADIA is a more viable option than fixed consoles?

1. Yes
2. No
3. Maybe

**3.5 Limitation of the study.**

The limitation of this study is that through survey data collection, the emotions and spontaneous thoughts in the mind of a consumer cannot be collected or targeted. As survey questions provide limited options to gain an insight about the factors which affects the consumer’s preference.

It is not clear through the survey whether the respondents who claim to be a casual gamer or a hardcore gamer are actual in life. Since there is an ambiguity to this, it is better to perform in depth interview with each respondent to gain clear and valuable insights of the customer, with one on one questions with the respondents.

**4. ANALYSIS AND INTERPRETATION**

**4.1 Data Description**

The survey was designed to understand the level of awareness about STADIA in the customers. The sample consists of 61.3% of Male and 38.7% of Female out of the 31 sample size. The dominating age bracket in the sample size is from 22-29 which is 58.1% of the sample size, the rest were 38.7% for 13-21 and 3.2% for 30 or above and 0% for 6-12. Among the sample size, most were students (93.55%) and 6.45% were self-employed. Most of the respondents have a stable internet connectivity available with them (87.10%). The bandwidth bracket of above 20 Mbps has the most responders (32.13%), 3.23% have 1-2 Mbps bandwidth, 12.90% have 2-4 Mbps bandwidth, 19.35% have 5-10 Mbps bandwidth and 16.13% have the bandwidth between 10-20 Mbps. Maximum responders use either broadband (48.39%) or mobile internet (41.94%). Most of the respondents enjoyed playing games with friends (67.74%), other than those 22.58% enjoyed playing online multiplayer, 9.68% enjoyed playing video games alone. For 38.46% respondents the main influencing factor to buy or upgrade their console is performance of the console, other than that 32.69% for graphics, 17.31% for exclusive games and 11.54% for design of the console.

What's your gender?

31 responses

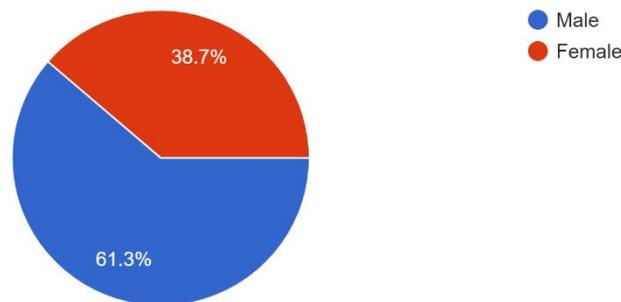


Fig 4.1 Survey- Gender Result

What's your age?  
31 responses

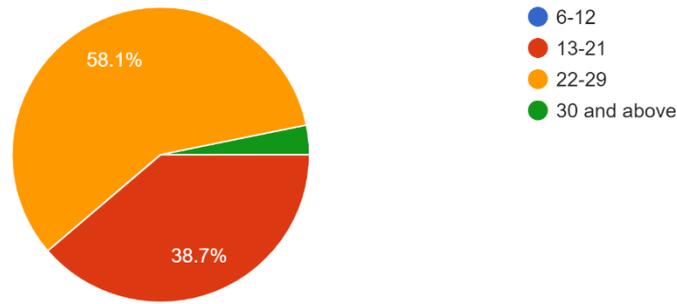


Fig 4.2 Survey- Age results

What's your occupation?  
31 responses

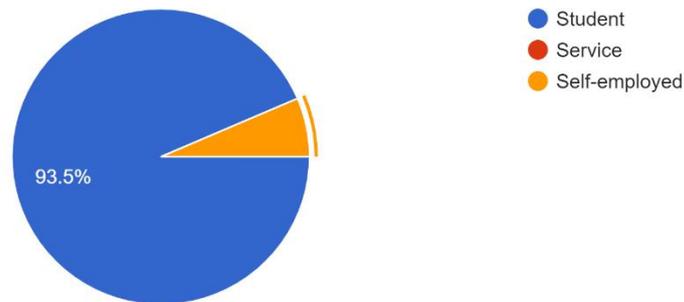


Fig 4.3 Survey- Occupation result

Do you have stable internet connectivity?  
31 responses

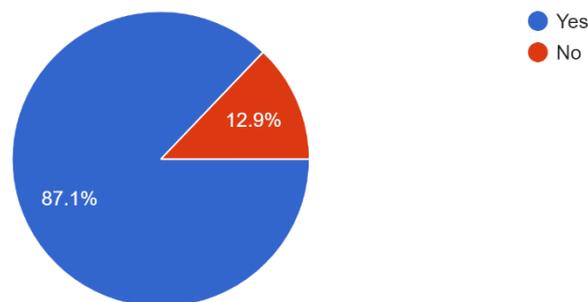


Fig 4.4 Survey- Connectivity result

If yes, What is the bandwidth?  
26 responses

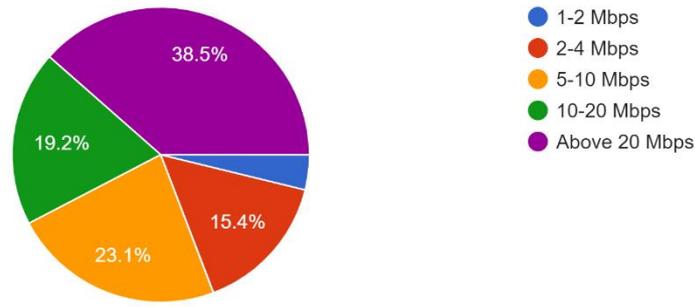


Fig 4.5 Survey- Bandwidth result

With whom you like to play the games on console?  
31 responses

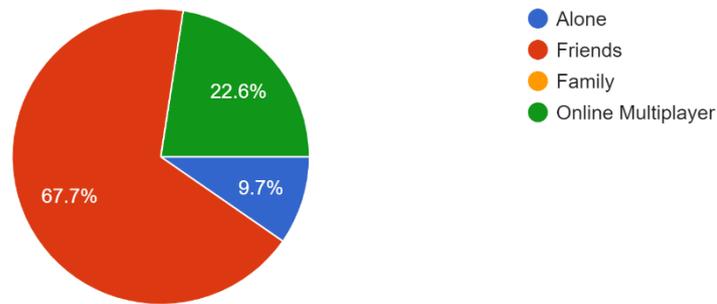


Fig 4.6 Survey- Community results

What reasons will affect your decision to buy new console / upgrade your existing console?  
31 responses

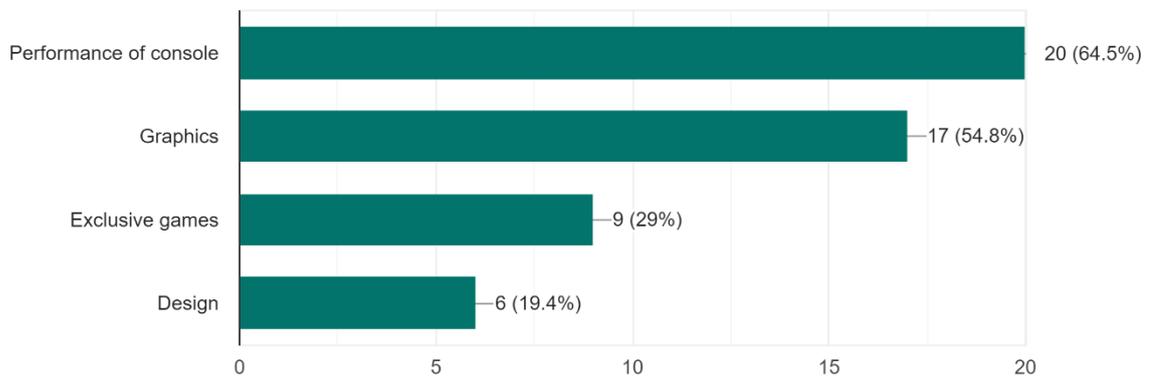


Fig 4.7 Survey – Reason affecting the customers result.

Do you know about the STADIA gaming platform released by Google?  
31 responses

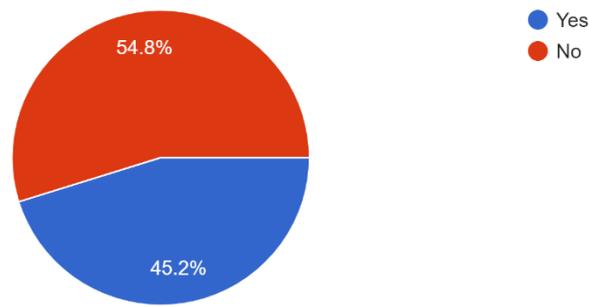


Fig 4.8 Survey- Awareness result

If yes, would be interested in buying the subscription of STADIA over buying a Playstation or Xbox console?  
31 responses

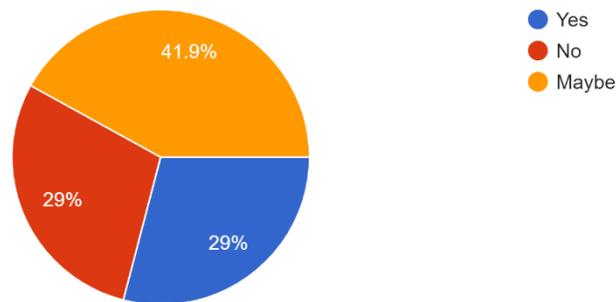


Fig 4.9 Survey- Interest result

Do you think STADIA is a more viable option than fixed consoles?  
29 responses

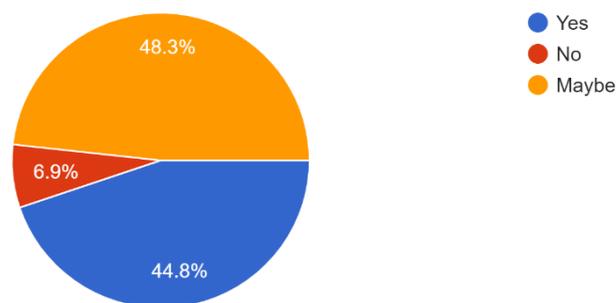


Fig 4.10 Survey- Opinion result

**4.2 Interpretation**

- By studying the survey report we can see that the maximum amount of people in the sample size has not heard about the STADIA.

- Maximum of the respondents are not sure if they will avail the STADIA services when they will be available. This shows that the customers want to see the performance of the service in their region before they can take the decision to subscribe to STADIA services.
- In the current scenario customers in the region are having the opinion that STADIA is a better option than consoles.
- Also there is a large number of respondents who are waiting to see first the performance review of the platform in their region.

## 5. CONCLUSION

Through this research, we are able to understand the driving force for the customers to buy a console. The awareness about the STADIA platform in the market is less and Google should focus on the marketing strategies to increase the awareness. Most of the respondents are very accepting towards the platform and waiting to see how STADIA perform in the region to make their buying decision.

### References:

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