

Cloud Gaming Service for HKBN to target young audience

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Reserach objective

- Identify Cloud Gaming's attractiveness for the young segment
- Understand Target audience gaming behavior and preference
- Analyze the factors affecting Cloud Gaming's overall satisfaction
- Select the appropriate Cloud Gaming provider & Business model
- Recommend marketing launch strategy & longer-term strategy

Company background

Hong Kong Broadband Network (HKBN) is one of the key telecom players in the market. The management of the consumer division would like to explore new ways to engage younger customers.



Market shares in broadband markets

- 34% (residential)
- 37% (Enterprise)

Reserach idea

Hong Kong telecoms market is highly advanced, but also highly saturated. The competition of the telecom market is very intensive. Telecom companies at large are looking for possibilities of business transformation to drive growth. Options explored include cross-industry partnership, new value-add service innovations, and fixed-mobile convergence.

In those value-added services, the Cloud Gaming service is one of the most exciting and high-profile. The idea of Cloud Gaming is simple. The service allows gamers to play high-quality games on relatively low configured devices while getting through the operating system barrier. In other words, it will enable players to play video games on any device and anywhere.

