



# Cowboys, combat and candy

Cloud gaming through  
the lens of IP



# Cloud gaming



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# through the lens of IP



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# The big business of gaming

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Video game revenues crossed a major societal milestone in 2019 by overtaking worldwide book sales for the first time.

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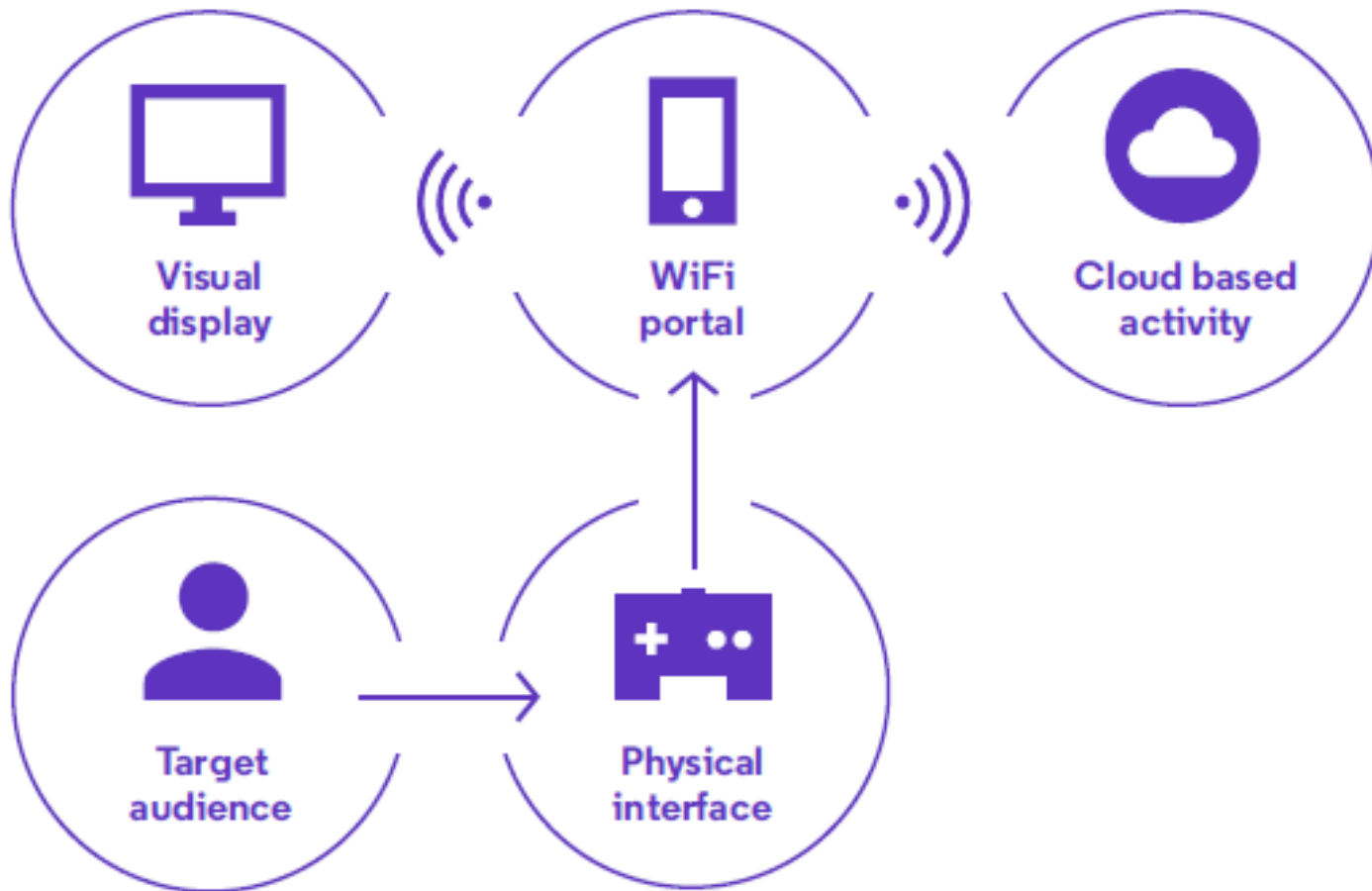
**\$725M**

*Red Dead Redemption 2*  
opening weekend

**\$220M**

*Star Wars: The Last Jedi*  
opening weekend

# What is cloud gaming?

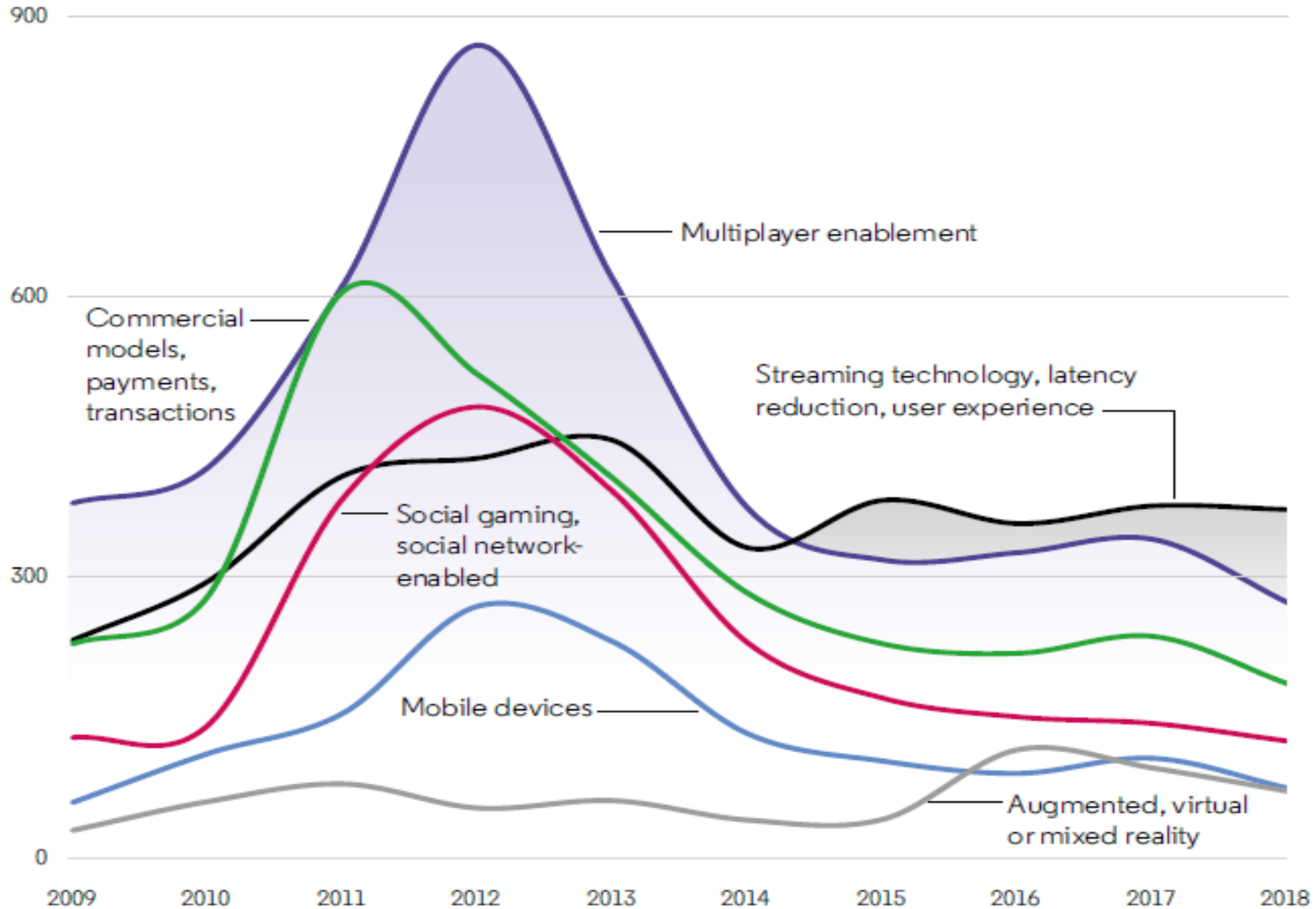


**50%**

of total global  
video game  
revenue comes  
from mobile  
gaming

# Derwent World Patent Index inventions in online/cloud gaming by major technical theme

*Note that inventions can be included in multiple themes*



# The current state of play

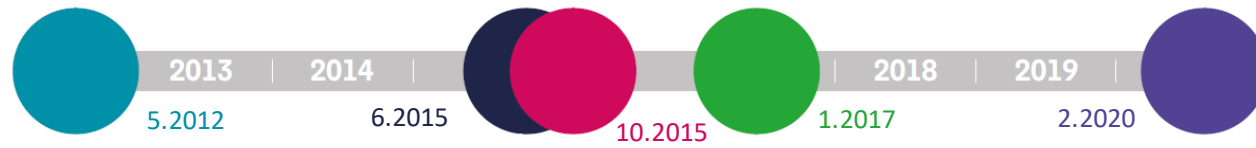
## Microsoft *Project xCloud*



## Tencent *Start*



## Nvidia *GeForce Now*



## Sony *PlayStation Now*



## Google *Stadia*



- First mention of cloud gaming in a patent application
- Announcement of cloud gaming project, service, or platform
- First related trademark registration
- Launch of cloud gaming project, service, or platform
- Related domain registration

**Watch  
this  
space**





# Questions?



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