

Enable In-Game Chat

to Connect Players and Boost Engagement



Players want social gaming experiences

Gaming is a social experience. In a recent survey of gamers, a full 84 percent of respondents agreed that video games helped them connect with others with similar interests, and 80 percent said that video games helped them meet new people.* That means more gamers are looking for social interaction in the games they choose to play.

Social interaction in games is of utmost importance. As players immerse themselves in virtual sports, combat, and adventure, they want to be able to share the experience with others in real time. Whether they are collaborating with teammates, strategizing in-game tactics, or expressing themselves, players connect with friends online via social chat systems to bond and create a sense of community that drives engagement.

The enhanced immersion and engagement enabled by in-game chat fosters business growth by reducing churn and increasing end user lifetime value.



*Statista

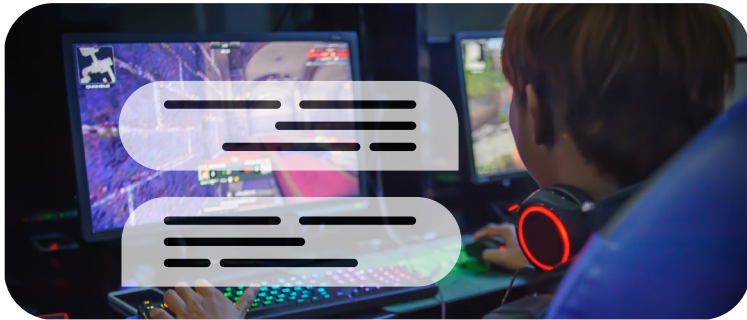
<https://www.statista.com/statistics/1235068/online-gaming-social-aspects/>

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Enable Chat for Various Use Cases in Gaming

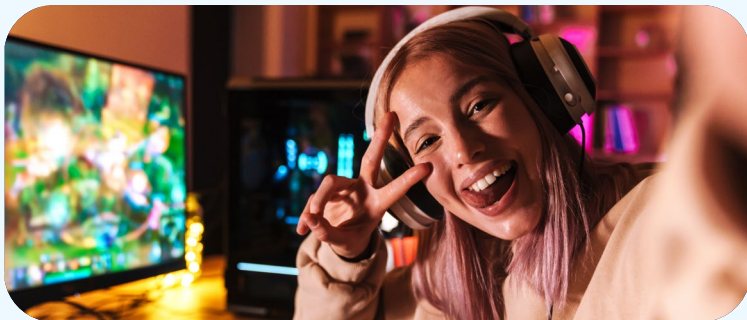
Chat offers a viable pathway to establish connections and boost engagement in various stages and scenarios of gaming.

Live chat helps players get more out of every part of the experience



IN-GAME CHAT

To succeed in co-op games, players need to stay on the same page—whether they're strategizing, orchestrating moves, warning each other of danger, or cheering each other on. Team-based chat promotes social gaming and keeps them in sync.



LIVE STREAM CHAT

Gaming is a social experience. Players can broadcast their game play to fans and boost community engagement with live chat. A channel connecting fans with players can put spectators right in the heart of the action—and let players feel the roar of the crowd.



PRE- & POST-GAME CHAT

The waiting room or game launcher can be a great place to reconnect with past teammates and opponents, arrange future sessions, talk about the latest gameplay features and tactics, and deepen ties to the broader community.

Key Elements of a Successful Chat Experience in Gaming

Gamers and fans need chat experiences designed for the unique needs of their virtual environment. As an industry-leading provider empowering real-time engagement, Agora's Chat allows developers and gaming studios to integrate private and group messaging in applications and fully customize the chat experience. Below are some key considerations and tips to offer an engaging chat experience and how Agora's solution can help.



Reliability and scalability

It's key to offer an uninterrupted in-game experience to players with a highly available and scalable chat service. By establishing a TCP long-lived connection and optimizing the architecture, Agora Chat maintains connection even in challenging network conditions, achieving a 100% message delivery rate at 70% packet loss.

Agora Chat also scales gracefully with your business without capping the number of monthly active users (MAUs) that connect to via chat. You can also easily create customized chatrooms that can accommodate over 20K members.

Channel management

From private one-on-one chat to team-based chats, fan channels, and all-members channels, gamers and fans have a broad range of communication needs.

Agora offers the ability to create chat groups and chatrooms tailored for social chat and live streaming use cases. Developers can customize the chat experience based on push notification behavior, message history storage and end user relationship. Each channel can be further customized with channel metadata, channel description/announcement, and public/private settings.

Cross platform sync and support

One key element to successful social gaming is cross platform sync and support.

This means players on iOS, Android, Windows, etc. can all play together despite playing on different devices and platforms. Agora's chat service supports synchronized communication across different device platforms so that gamers are not limited to playing with others using the same device platform only.

A safe online community

No matter who the audience is for your game, it's essential to filter out unwanted messages in the form of harassment, spam, and any other type of inappropriate content.

To safeguard online chatting experiences, Agora Chat can intercept harmful content before it's seen by end users. Agora makes it easy for developers to enable and configure moderation rules with a no-code experience.

The Agora Chat Solution for Gaming

With easy-to-use SDKs, APIs, and UIKits, Chat enables you to add customized messaging to your gaming applications quickly.

Messaging for every scenario – Developers can use Agora Chat and its versatile client & RESTful APIs to meet every use case for gaming chat, no matter if it's in-game, during live streaming, or social chat in the game launcher.



Large-scale message groups – Enable live gaming experiences that rival major in-person sporting events in scale with Agora chatrooms that support 20M+ downlink messages per second in a single channel.



Language translation – Support a global audience and improve the application accessibility by enabling language auto-translation, push translation, or on-demand translation for chat messages.



Rich media messages – Allow players and fans to support and reward each other by sharing media, virtual gifts, emoji, GIFs, and more.



Chat analytics – Track quality, latency, and usage metrics to stay on top of chat performance and easily troubleshoot when issues arise.



Message management – Elevate the messaging experience with a wide variety of tools so developers can easily enable essential features like recalling and editing messages, typing indicator, offline messaging, push notifications, and message threading.



Security & compliance – Agora's Chat solution is designed to comply with GDPR, CCPA, and other data privacy regulations.

Expanding The Possibilities of In-game Chat

Agora's Chat solution grows with your game. It's easy to start with a simple chat interface and add features like moderation, translation, and more as you scale.

[Explore Agora's Chat Solutions](#)