

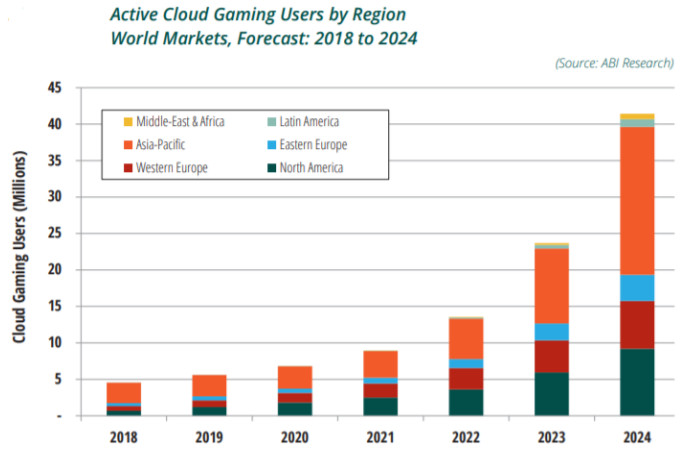


Harness the Power of Social Interactions to Deliver Captivating Gaming Experience

The exponential growth of social gaming in the new normal suggests that customers are increasingly looking for in-game interactions to feel connected

Reimagining Gameplay

Online or cloud gaming has redefined how competitive content is delivered and consumed in our ever-connected world. Undeniably, it has triggered a radical shift in the notion of entertainment. Lately, the growth of online gaming has continued at a mind-numbing stride. Thanks to a proliferating mobile gaming landscape, the global market is predicted to reach [\\$79 billion](#) by as early as 2025. In fact, 85% of the gamers play online or mobile games while on the move. The trend is also reflected by a handsome surge in the worldwide internet gaming traffic, clocking an impressive 127 EB (Exabytes) in 2020.



The wide adoption of online gaming has perhaps been buoyed by two recent interconnected trends. The emergence of e-sports and a lucrative gameplay video streaming market that is bustling with revenue opportunities have been scripting their own success stories. In 2019, the audience for online gaming video content reached [944 million](#), raking more than \$6.5 billion in revenue. Simultaneously, e-sports continues to gain in stature worldwide, with *Fortnite* declaring a prize pool of more than [\\$10 million](#), the highest in 2020.

The Social Imperative

However, online gaming as a community-driven phenomenon seems to be fast outgrowing its role as a mere entertainer. In a more digitally interspaced world than ever before, gamers, especially the members of Gen X and Gen Y demographic segments, have started building social connections with those on the other end of the wire. Gamers are increasingly practicing and perfecting the art of using online platforms to communicate, collaborate and compete, often building enduring partnerships in the process. In fact, Americans spend 7hrs/week on average, playing with others online.

The COVID-19 induced lockdowns that have restricted the physical boundaries of citizens have also turned online gaming communities into melting pots of culture and ideas. For instance, Amazon-owned *Twitch*, where subscribers can view live webcasts of gameplays and interact in real-time with the other community members, has recorded an unprecedented [5 billion](#) hours of streaming content audio, video by mid-2020, a whopping 83% hike over 2019. This growing demand for interaction explains the strong show of the social gaming market, slated to assume a size of [\\$57.44 billion](#) by 2027. Today game developers, besides the demand for content innovation, are also under immense customer expectations to add real-time, and live interactive features into their environments, turning their products into vibrant social exchanges that can also support content monetization.



But There Is A Catch...

The rising propensity of the Gen Y and Gen Z players to seamlessly interact within their communities in runtime is pushing online gaming technology boundaries. But how prepared are the product owners and game developers to live up to the challenges? Online gaming businesses need to address the following pain points conclusively to converge social media and gaming into one cohesive offering that can deliver an exceptional user experience and improve *stickiness*:



Time to market: Presently, the online gaming landscape is highly volatile and dynamic. With new titles hitting the market almost every week, the close contest is all set to undermine the competitive advantage, even for the established developers. To make the value proposition consistent, the online game production teams need to evolve and deliver on the community interactive elements of their builds with the same speed, consistency, and reliability as the underlying version of the game. Even a great title, reaching the stores on time may fail to be profitable due to its limited interactive potential.



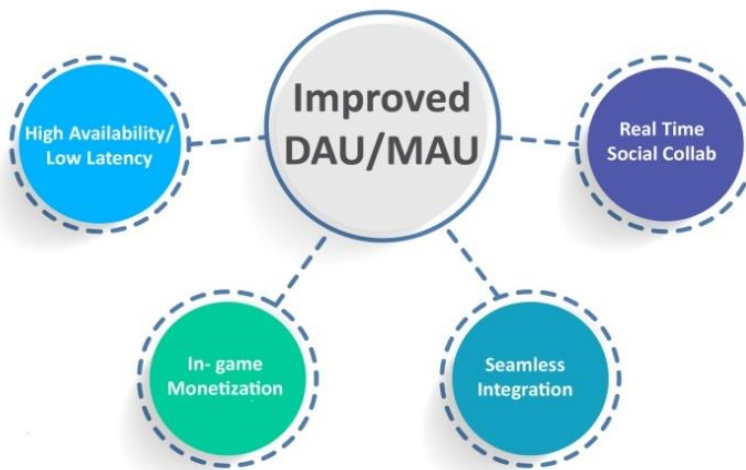
Availability: Unplanned downtime is a crucial factor determining the customer satisfaction score in MMOG (Massively Multiplayer Online Game) environments. Game publishers need to build the social interaction elements of their games like the audio, video, and streaming capabilities with the same resiliency and high availability in mind as the actual game to deliver optimum experience.



Latency: With the advent of the 5G promising immersive gaming experience like never before, the online gaming community has grown exceptionally aspirational. However, depending on the location of the players and other factors, latency remains a significant issue in enjoying consistent and immersive gameplay. Failure to deliver an immersive team-up experience can often impact the quality of the gameplay, compelling the developers to lose a vital and perhaps the only differentiators of their products. Studies suggest that 70% of the gamers would look for an alternative game if the latency is high.



Scalability: With free-to-play titles increasingly gaining market share, the agility of the resources is indeed a pertinent issue. While expanding the portfolio, product owners and developers need to assess whether the existing social layers on top of the product can seamlessly support a surge in the number of online players, if necessary. Thus, it becomes crucial to invest in services that can help meet fluctuating demands affordably with dynamic bandwidth allocation and minimum ramp-up time.



The Agora Advantage

Incorporated in 2013, Agora is a pioneer in Real-Time Engagement (RTE) technology, listed in NASDAQ. We continuously strive to make in-game social engagement and monetization opportunities ubiquitous, allowing players to communicate and enjoy the personalized experience within live online game environments. Our easy-to-integrate and highly scalable SDKs are available for mobile web and desktop applications.

Agora offerings aim to empower product owners and game developers like you, looking to add quality in-game engagement with real-time Voice & Video Chat, Group Chat, recording, and Live Interactive Streaming capabilities. Our portfolio is geared to connect players through an enhanced gaming experience and amplify content's reach and monetization potential with boosted DAU and MAU.

The Agora In-game Expertise

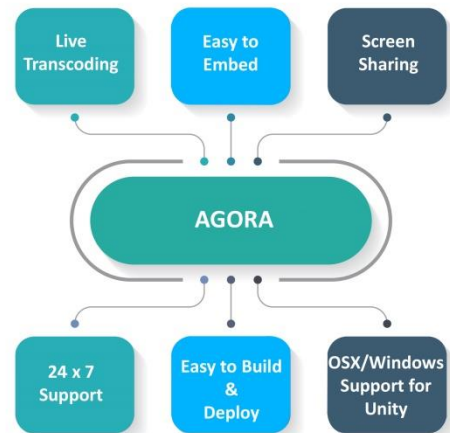
Voice	Video	Stream	Share	Text	Record	Gift	Purchase	Change	Filter

How Do We Make It Happen?

With Agora You Can Empower Your Players To:



Engage: Drive greater in-game engagement with building blocks that can support direct audio-visual engagement between players and stream live content to millions of enthusiasts worldwide. Agora's in-game engagement capabilities range from 1-to-1 Voice and Video Chat, Screen Sharing, Text Messaging, Live Audio/Video Interactive Streaming to Multi-Party Voice/Video. You can delight your gamers with in-game Voice Filters that allow players to match their voices with that of their online avatars in real-time. Also, our set of innovative audio mixing tools can intuitively align sound levels with game tracks to address the audio fatigue of your players.



Connect: Scale your online games into mature social interaction platforms with embedded voice and video capabilities for mobile, web, and desktop applications, providing players with a single-click connection convenience. The depth of engagement allows to foster customer loyalty and opens up monetization opportunities with more time spent in-game. The communication channels are highly secured and reliable, allowing you to adjust them as per business requirements.



Compete: Agora can help you to deliver a full-blown e-sports experience. We allow your gamers to develop their game leagues and host World Cup level live game tournaments, with fans participating from around the globe. With video chat overlays on top of the game, your players can take live voice and video calls and embed real-time chat directly into their streams. Visibility is improved through integrated stats and betting lines into the stream. Further, Agora complements the monetization potential of content with virtual gifting and merchandise selling features.



Experience: Our SDKs boost the audio and video performance of your content. They support 3D Sound & 180° Spatial Audio, Voice Tagging, Noise Filtering, and Watch Party hosting capabilities for building realistic, immersive environments. Also, Live Video Chat within AR/VR environments inspires your gamers to engage meaningfully through virtually augmented experiences.

What Makes The Agora Experience Possible



Agora SDK: We have combined everything you need into a lightweight and ready-to-integrate SDK to deliver a high-quality interactive experience for unlimited concurrent sessions. You can directly plug it into your mobile or web applications with only four lines of code to enable voice, video, live interactive streaming, screen-sharing, text messaging, and much more. It also includes a high-quality immersive audio experience with low bitrate, Noise Cancelling, and Audio Direction Finding.

The Auto Adaptive Bitrate capabilities that can scale game performance with network conditions and Agora's proven Software-Defined Real-Time Network (SD-RTN) capabilities can effectively address *last-mile* connectivity challenges. The SDK is configured for small image sizes, optimal device performance and includes codecs explicitly designed for mobile devices, ensuring quality gaming performance through prolonged battery life and hardware acceleration.

SD-RTN

Agora SD-RTN: Built on a network of 200 data centers across the world, our global SD-RTN allows you to seamlessly connect gamers from all geographies with exceptional clarity on virtually any device. It is the world's most advanced private RTE network dedicated to voice, video messaging, and live interactive streaming, delivering over 40 billion minutes per month. Agora SD-RTN is encrypted end-to-end and features RTE-PaaS with unlimited scale capabilities. The service uses innovative network transmission algorithms for dynamic routing, improving network performance. The Ultra-High AV packet loss resilience provides highly reliable connectivity, guaranteeing a 99.95% availability.





Agora Analytics: We bring the most advanced analytics platform in online gaming for delivering end-to-end visibility into the performance of your in-game interactive elements. It presents granular insights on call quality, network connectivity, and much more in real-time for maximum situational awareness.



Agora Industry Leadership: Agora services are currently being used by over 1 million active users across the globe. We are trusted by the world's best game developers and product owners. Agora is recognized by the broadest range of gaming platforms, including Unity, Unreal Engine, and Cocos, and our services are compatible with the Mac/iOS, Android, Windows, and Web operating environments.

Our offerings have successfully elevated the in-game experience of various frontline titles, contributing decisively to their ever-expanding popularity worldwide. Some such use cases include:

	<ul style="list-style-type: none">❖ Bunch is a multiplayer mobile gaming app that runs Agora SDK to allow its players to play games over video chat❖ Players can invite friends to join live gameplay, boosting community-driven activities
	<ul style="list-style-type: none">❖ Rooter is India's biggest Gaming & Esports Community that uses Agora for unlimited gaming content and live game streams❖ It hosts live gaming streams for many popular multiplayer titles, including Free Fire, PUBG mobile, and Call of Duty



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[About Agora](#)

Agora is a leading video, voice, and live interactive streaming platform, helping developers deliver rich in-app experiences – including embedded voice and video chat, real-time recording, interactive live streaming, and real-time messaging. Agora’s mission is to make real-time engagement ubiquitous, allowing everyone to interact with anyone, in any application, anytime and anywhere. Agora’s platform provides developers simple, flexible, and powerful application programming interfaces, or APIs, to embed real-time video and voice engagement experiences into their applications.

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