

Press release

AI and Cloud Power: These are the gaming trends of the future

- **Almost two-thirds of Germans play computer games**
- **Respondents see developments in AI (28%) and cloud (21%) on the rise**
- **Only with a low-latency, high-bandwidth Internet infrastructure will these trends take hold.**

Frankfurt (Germany), August 21, 2023. A representative survey* by the Internet Exchange operator DE-CIX shows that almost two-thirds of Germans (62 percent) immerse themselves in the virtual worlds of computer games in their free time. Artificial intelligence (AI) is also becoming increasingly important for German gamers, with more than a quarter of Germans (28 percent) seeing future potential for the industry in this area. Access to games via subscription models, equivalent to developments in the film industry, is anticipated by 16 percent. Almost a quarter (24 percent) see virtual reality glasses on the rise, while only 15 percent still see augmented reality applications making inroads. 29 percent expect to completely abandon traditional retail stores in favor of downloads in the future.

Future gaming fun needs the appropriate infrastructure

21 percent of respondents believe in the cloud as a future requirement for computer games. Nevertheless, only seven percent of those surveyed currently use cloud gaming offerings from manufacturers such as Nvidia, Xbox or PlayStation. Although the streaming of games via the Internet is offered as a fast and flexible alternative to local installation, almost all these gamers (94 percent) complain about Internet problems.

“Whether it’s digital distribution channels, cloud gaming or AI applications, all of these developments require a high-performance Internet infrastructure designed to deliver content to the end user in low latency and sufficient bandwidth,” explains Dr. Thomas King, CTO at DE-CIX. “Waiting times and input delays during gameplay affect the gaming experience. In addition to the ongoing broadband rollout, the direct connection of gaming networks with end-user access networks, also known as ‘peering’, can significantly improve the gaming experience. Technology should enable the gaming fun rather than getting in its way.”

38 percent of Germans devote themselves to computer games several times a week or on a daily basis. Even amongst the baby boomers, almost half (46 percent) of respondents play computer games.

While mobile devices such as smartphones and tablets are clearly the most popular platforms (62 percent) for the time spent playing games, classics like the PC (39 percent) and the games console (32 percent) also have a firm place in the living rooms of the German Republic.

***Methodology**

** The data used is based on an online survey conducted by YouGov Deutschland GmbH, in which 2045 people participated between 09 and 11 August, 2023. The results were weighted and are representative for the German population (age 18+).*

###

About DE-CIX

DE-CIX is the world's leading operator of Internet Exchanges (IXs). DE-CIX offers its interconnection services in close to 50 metro-markets in Europe, Africa, North America, the Middle East, and Asia. Accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud, and interconnection services. DE-CIX in Frankfurt, Germany, is one of the largest Internet Exchanges in the world, with a data volume of almost 34 Exabytes per year (as of 2022) and close to 1100 connected networks. More than 200 colleagues from over 30 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at www.de-cix.net

Media Contact DE-CIX:

Judith Ellis, Elisabeth Marcard, Viola Schreiber, Robert Stotzem & Carsten Titt – Global Public Relations – Telephone: +49 (0)69 1730902 130 – Email: media@de-cix.net