

# CANOPUS

NETWORKS



## OMG! Report

Online Multiplayer Gaming Trends & Insights

March 2022

## Overview.

We are pleased to release the March 2022 edition of the OMG! Report, highlighting Online Multiplayer Gaming behaviours and patterns in Australia. This report is based on data Canopus Networks has collected by continuously analysing Internet traffic across roughly 100,000 households over the month of March 2022. We present insights into how gaming hours compare to streaming and conferencing, what games are most popular, which genres are most engaging, what latencies Australians are getting on various games, and how popular is it to live stream games. We hope you enjoy reading the report.

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## Highlights.

- ★ Gaming constitutes a very small fraction of Internet traffic, but a significant fraction of hours in the week.
- ★ Shooting games like Fortnite, Call of Duty, Valorant, and Apex Legends remain the most widely played, followed by role playing games like Genshin Impact and World of Warcraft.
- ★ Publishers are in intense competition, with engagement translating to monetisation.
- ★ Games connect to servers spread across the globe, and latency can be variable, requiring continuous monitoring and management.
- ★ More than half of gaming households also live-stream games on Twitch, and spend roughly a third as much time live-streaming as gaming.
- ★ Telcos have a role to play in managing network routing paths that determine gaming latencies, and can add value to gamers and game publishers to support a premium experience.

# Gameplay Trends

## By volume, popularity and engagement

### Gaming is low in volume but high in engagement.

Gameplay volume is less than 1% of video volume consumed by each household (Fig. 1a). Roughly 22% of households game regularly each week (Fig. 1b), and they spend about half as many hours gaming per week as watching video (Fig. 1c).

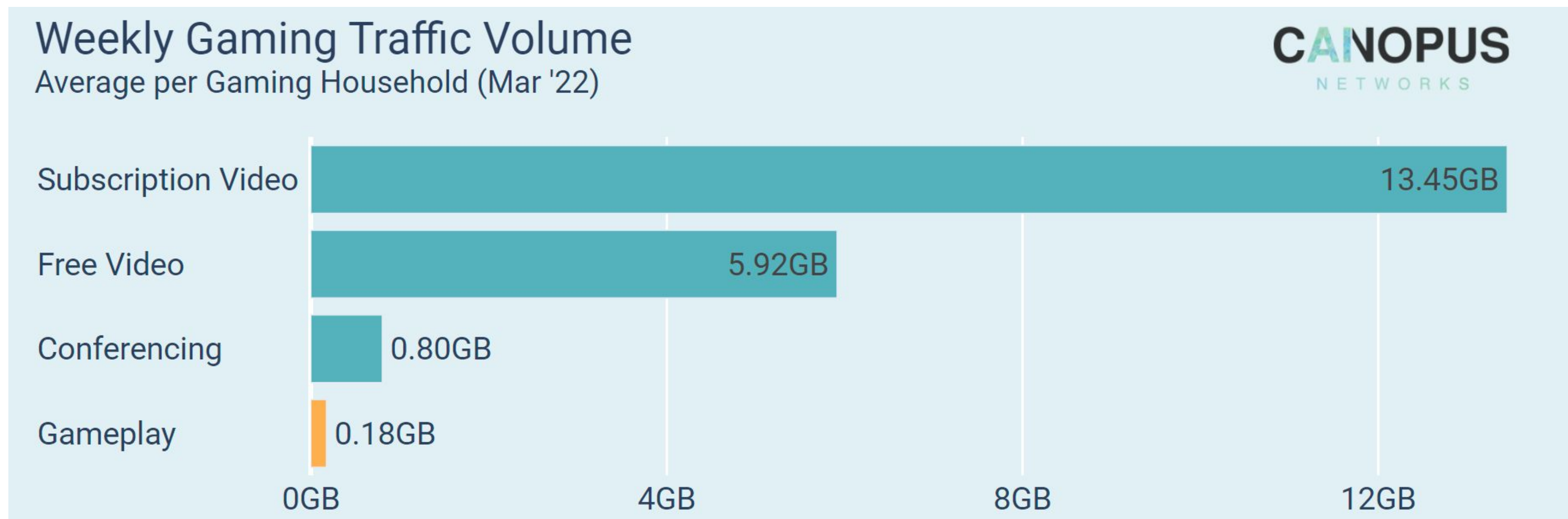


Fig. 1a. Average traffic volume per gaming household.

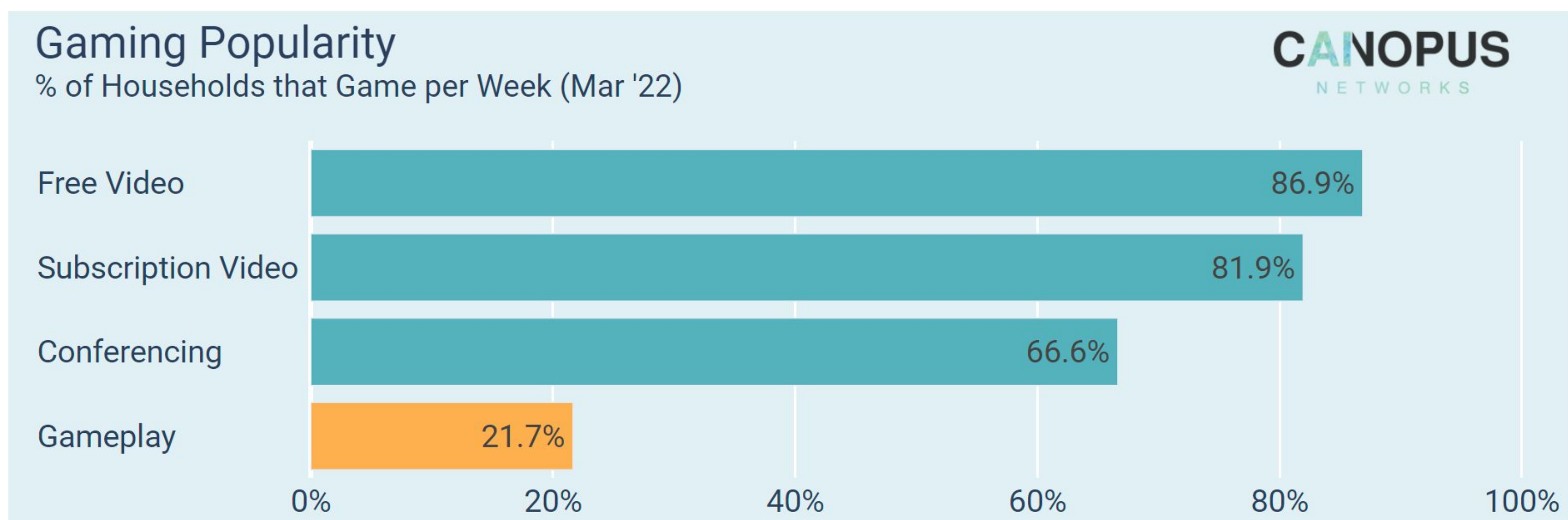


Fig. 1b. Percentage of households that game per week.

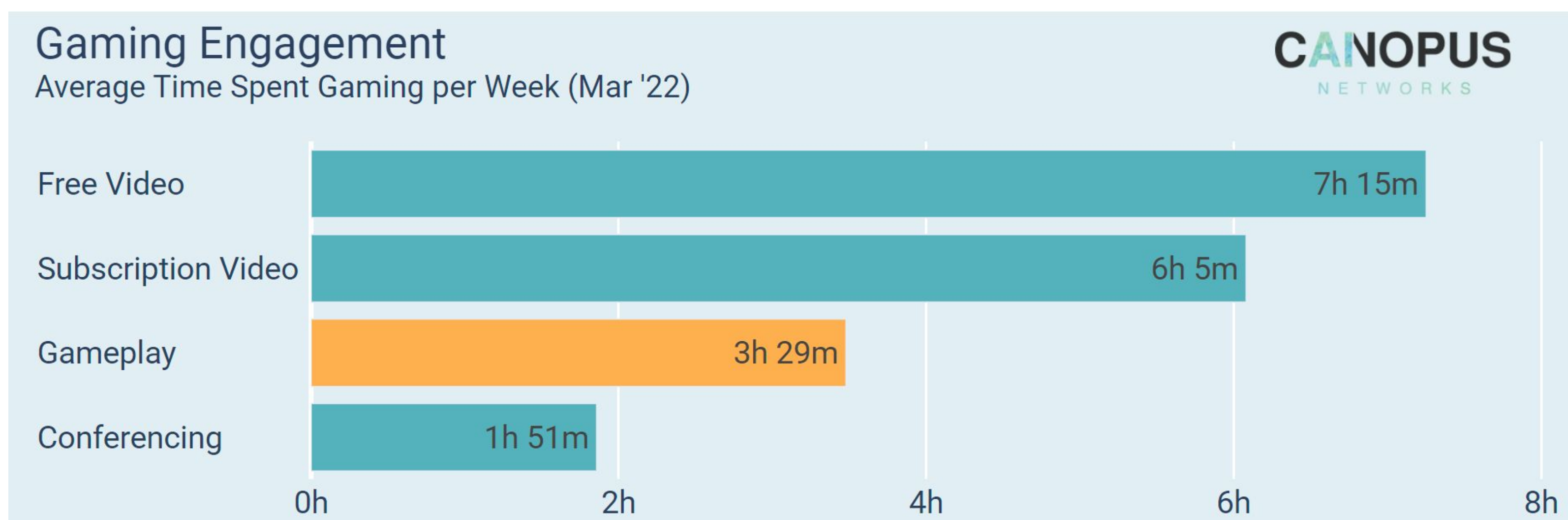


Fig. 1c. Average time spent gaming per week by households.

# Top-10 Games

## By popularity and engagement

### Well established games top the charts.

Shooting games spearhead popularity amongst the gaming households (Fig. 2a). Over 50% of the gaming households played Fortnite, followed by Call of Duty at 17%, Apex Legends at 15%, and Valorant at 11%. In contrast, Role Playing Games (RPG), led by World of Warcraft and Lost Ark, dominate engagement, in terms of gameplay hours per week (Fig. 2b).

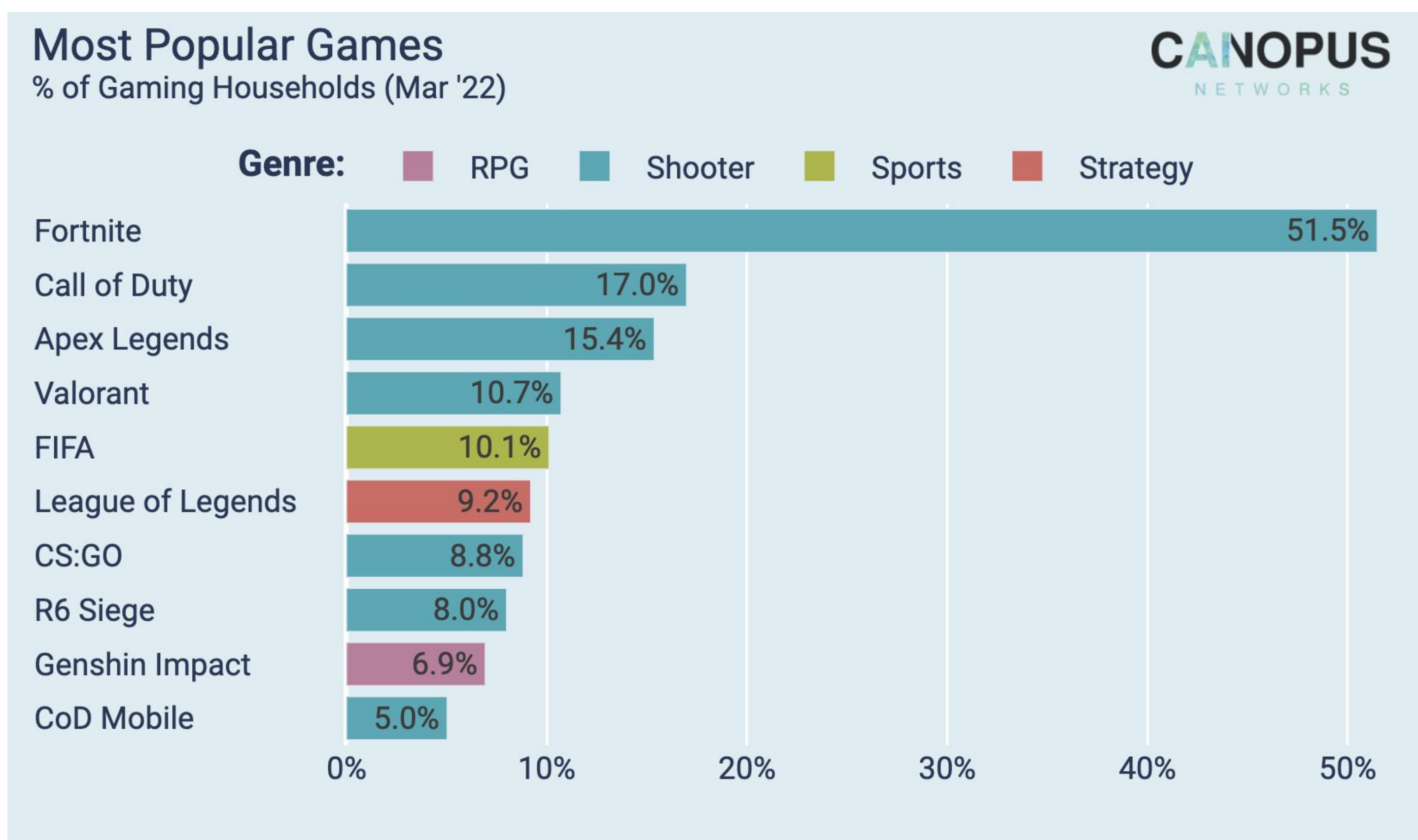


Fig. 2a. Percentage of gaming households playing each title.

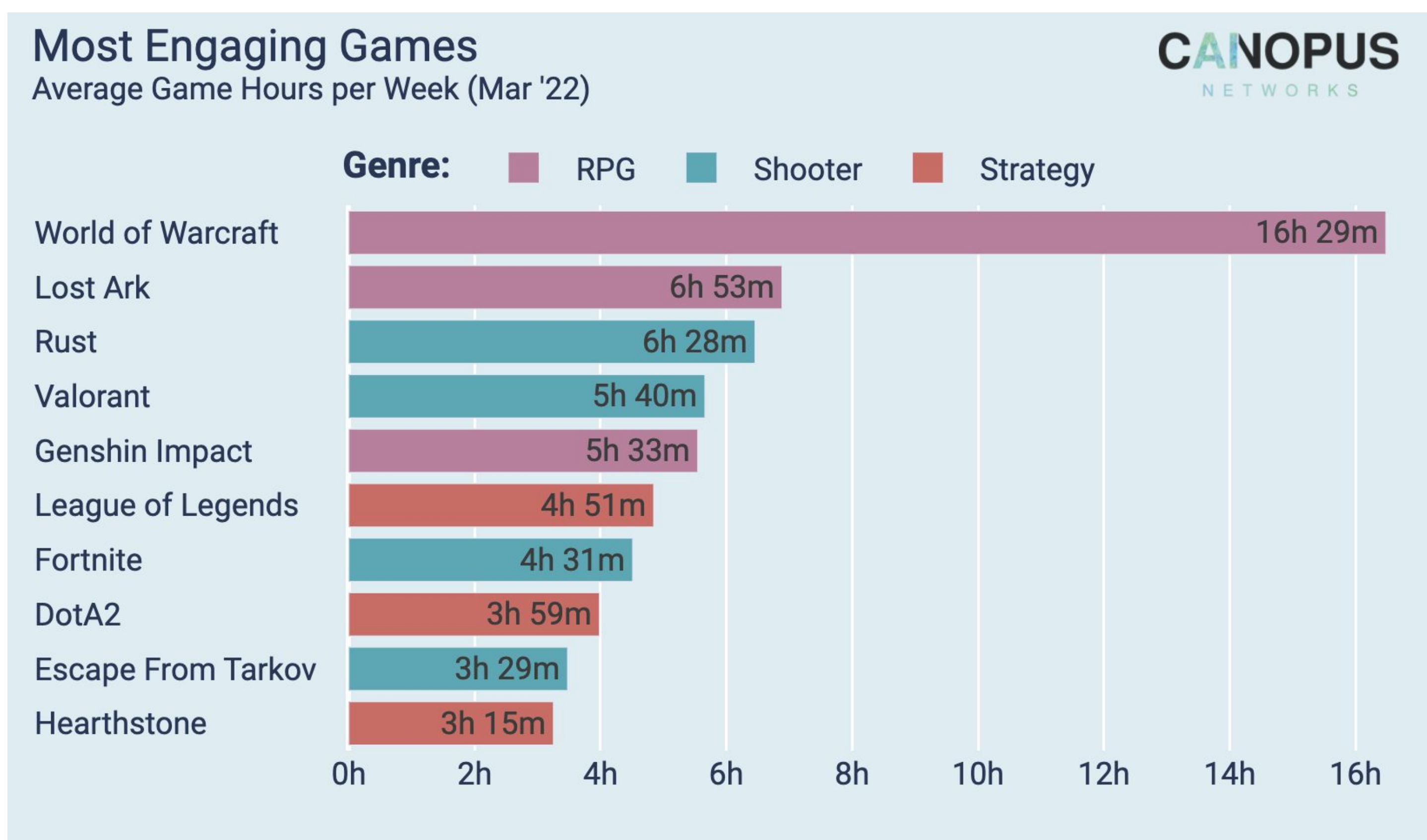


Fig. 2b. Average hours spent per week by gamers of each title.

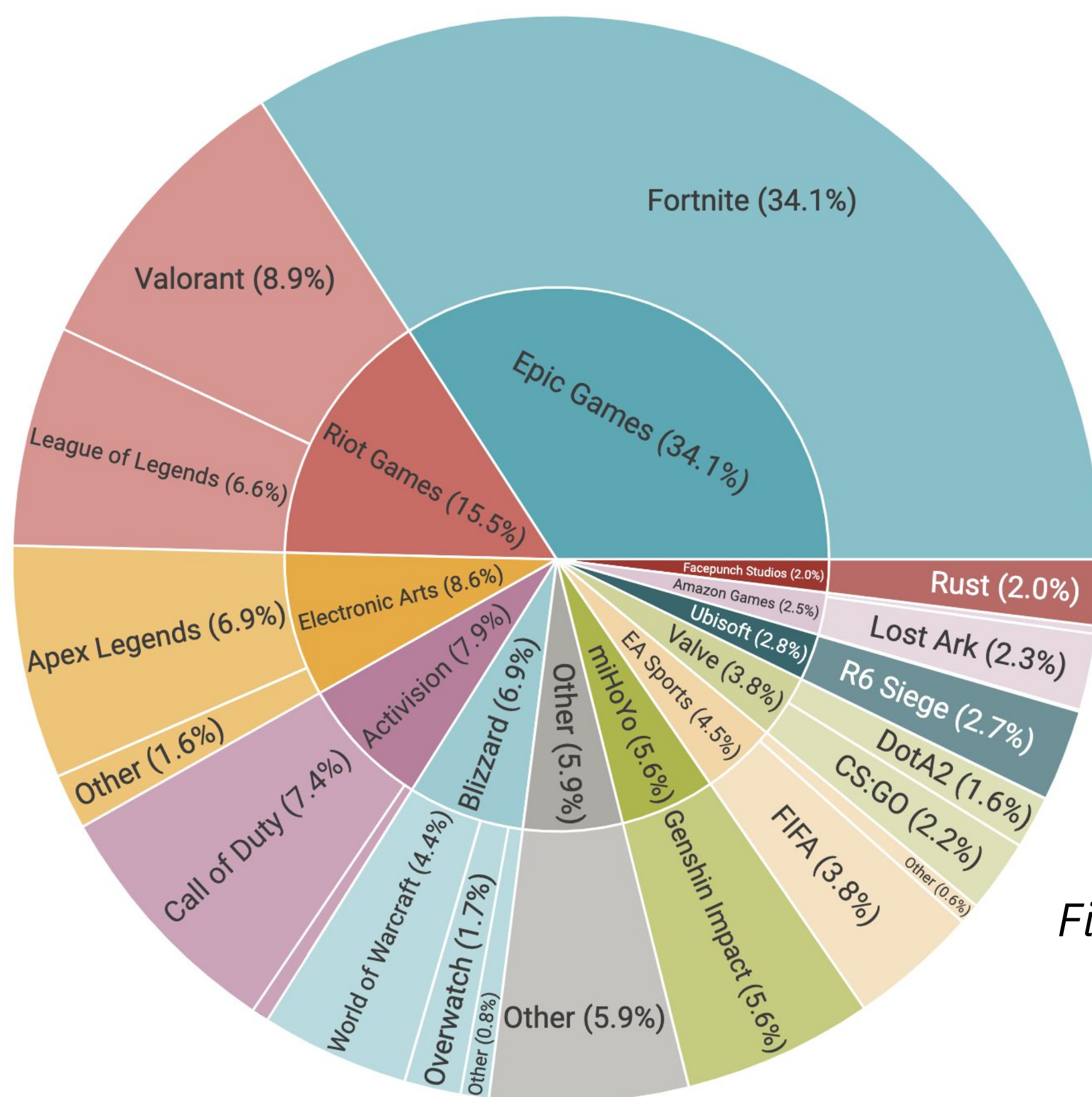
# Cumulative Engagement

## By publishers and genres

### Publishers are many but Shooting games rule.

Just two publishers command half the user engagement, while latency sensitive shooting games account for the vast majority of cumulative playtime.

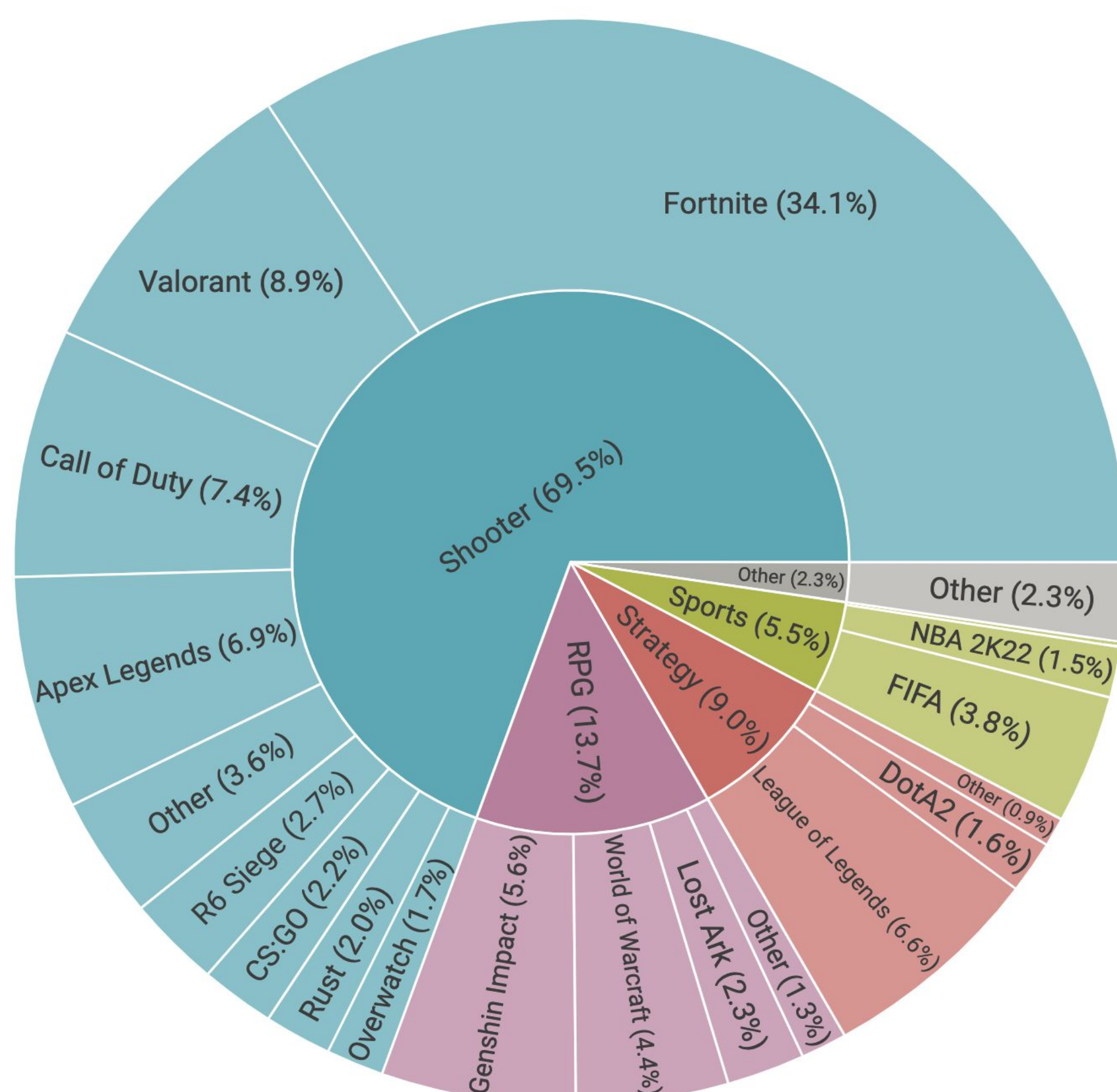
Cumulative Engagement by Publishers  
% of Total Gameplay Hours (Mar '22)



- Epic Games and Riot Games lead the charts for cumulative gameplay time, accounting for a staggering 50% of user engagement.
- Electronic Arts, Activision, Blizzard and other publishers are competing for the remaining half.

Fig. 3a. Percentage of gameplay hours by publisher.

Cumulative Engagement by Genres  
% of Total Gameplay Hours (Mar '22)



- Shooter games have emerged as the most engaging, with nearly 70% of gameplay time attributed to this category.
- Role Playing Games (RPG), Strategy and Sports games account for a vast majority of the remaining 30% share.

Fig. 3b. Percentage of gameplay hours by genre.

# Game Servers & Latency

## By location and titles

### Game servers are located around the world.

Top-10 games are spread across 30,000+ servers, located in 25 countries, 100+ cities and 48 ASes. About 20% of gametime is on overseas servers, reachable via multiple routing paths. The location of game servers and gameplay duration for 5 popular games is shown in Fig. 4a.

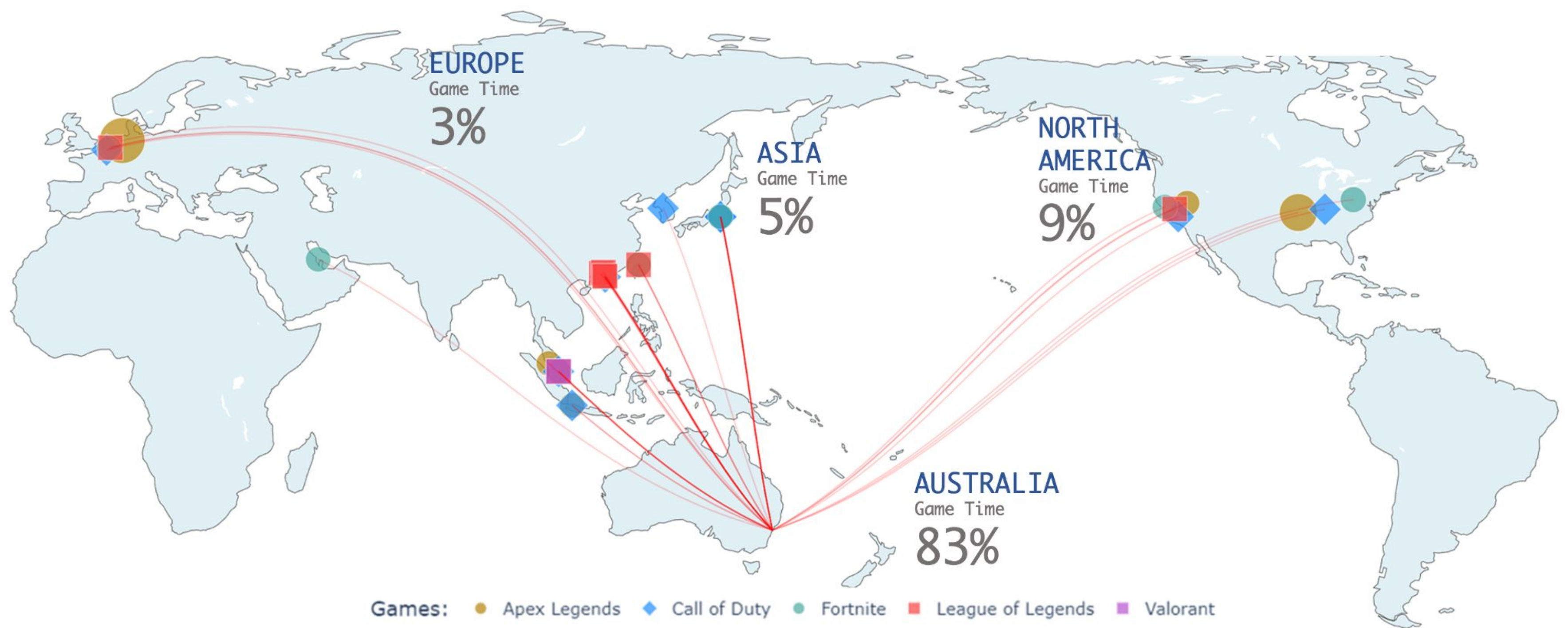


Fig. 4a. Percentage of gameplay hours by location for 5 popular games.

### Latency impacts gaming experience, varies by server location

Latency to game servers in Australia is below 100 ms (Fig. 4b). Genshin Impact servers are predominantly in Japan (100-200ms) with some in the US East (200+ ms), while Lost Ark servers are in the US West (100-200ms) or Europe (200+ms). Games hosted in Europe and US East could become unplayable owing to significantly high latency.

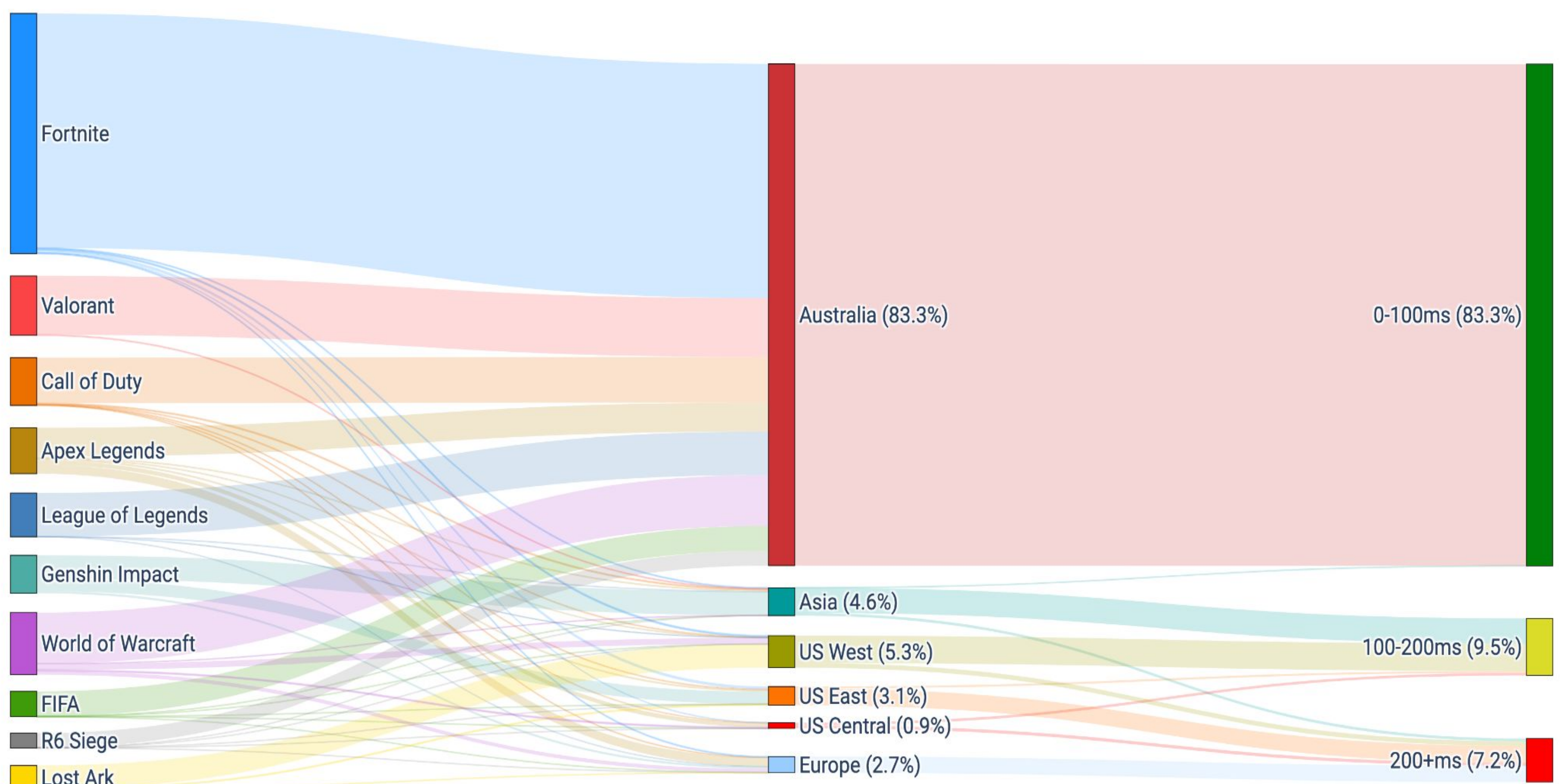


Fig. 4b. Latency for the top-10 most engaging games.

# Spotlight of the Month

## Playing vs Live-Streaming

### Live-Streaming games is almost as popular as playing.

Across the 100,000 households we monitored, we found that watching live games (Twitch) is almost as popular as playing, both in terms of number of households (Fig. 5a) and number of cumulative hours (Fig. 5b).

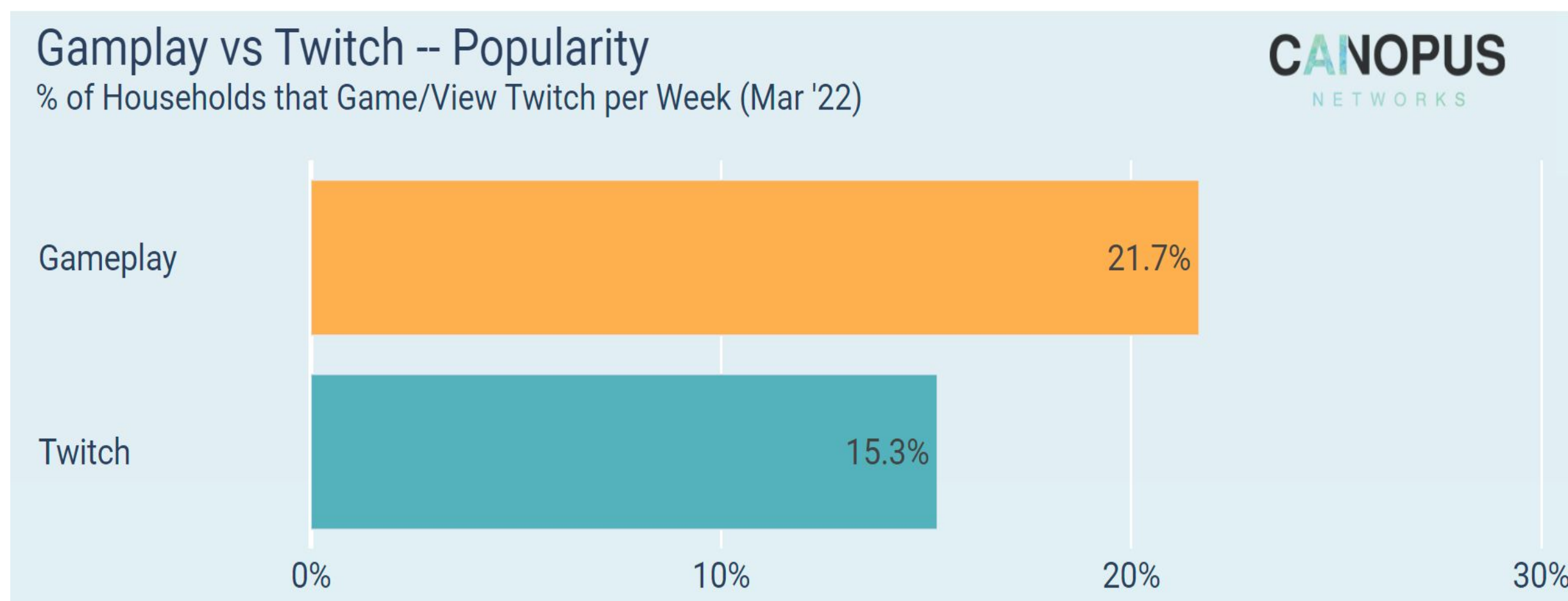


Fig. 5a. Percentage of households playing vs live-streaming.

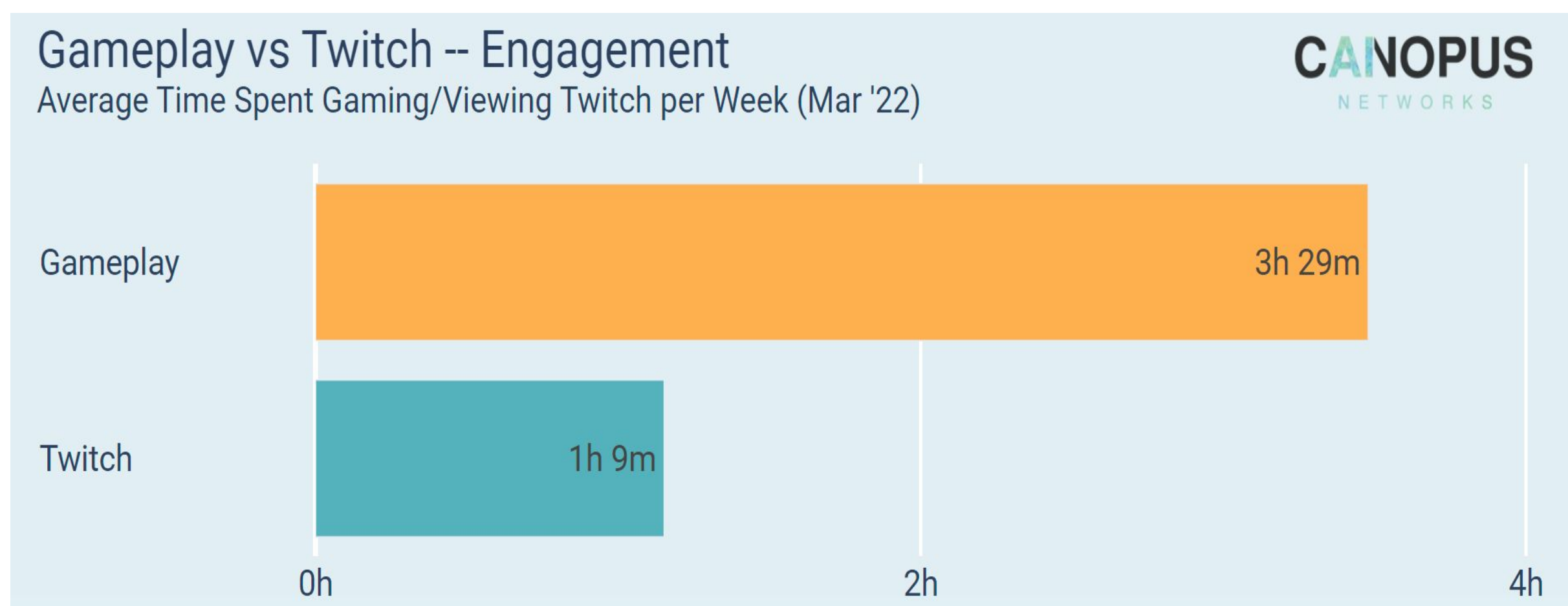


Fig. 5b. Average time spent playing vs live-streaming.

However, there are some differences in popularity - while Fortnite is the most watched and the most played game, some strategy games (e.g. League of Legends), role playing games (e.g. Elden Rings, World of Warcraft and Lost Ark), and Adventure games (e.g. Grand Theft Auto V) are more popular for viewing on Twitch (Fig. 6b.) even though they are played less (Fig. 6a.).

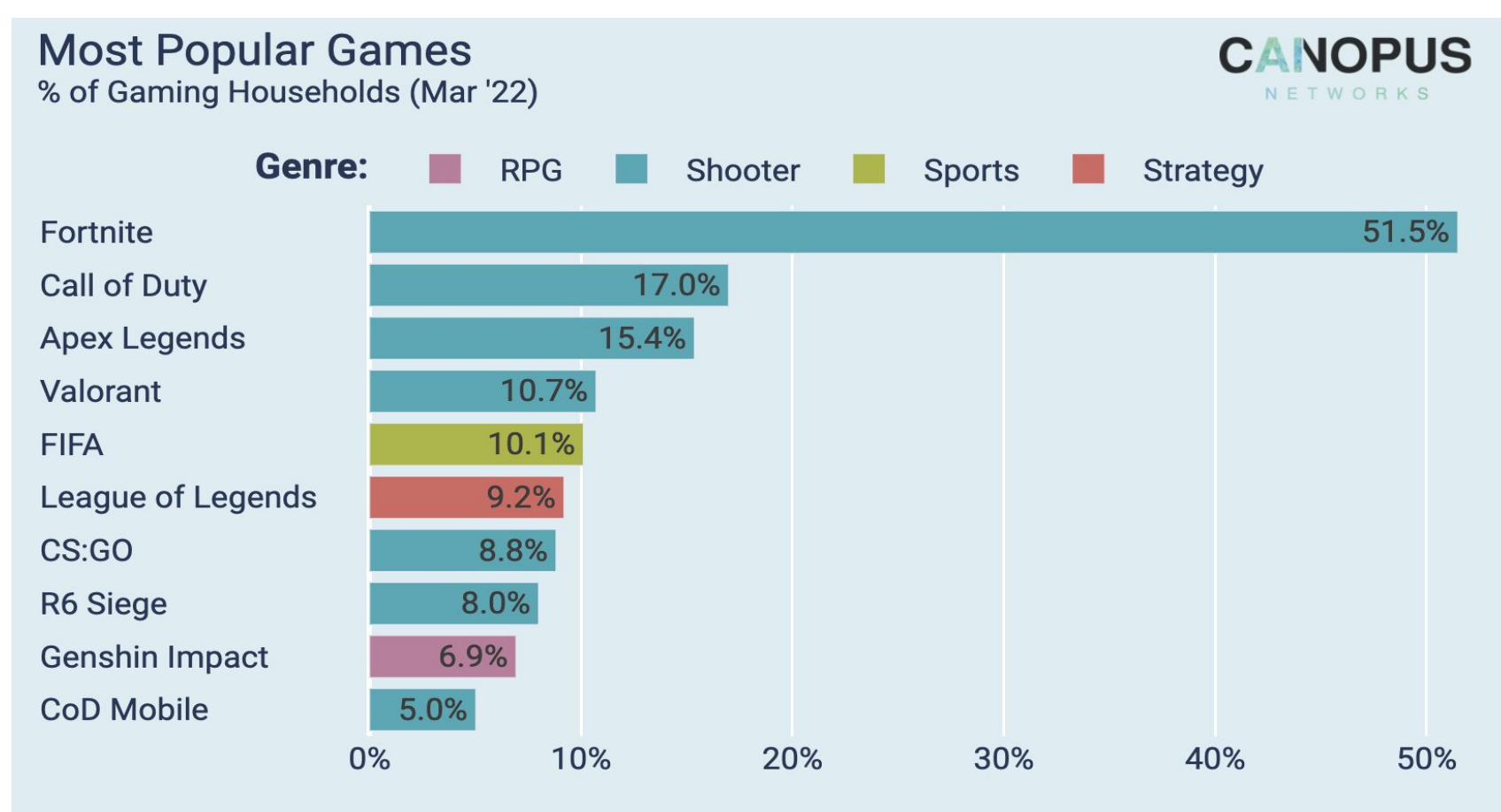


Fig. 6a. Percentage of gaming households playing each title.

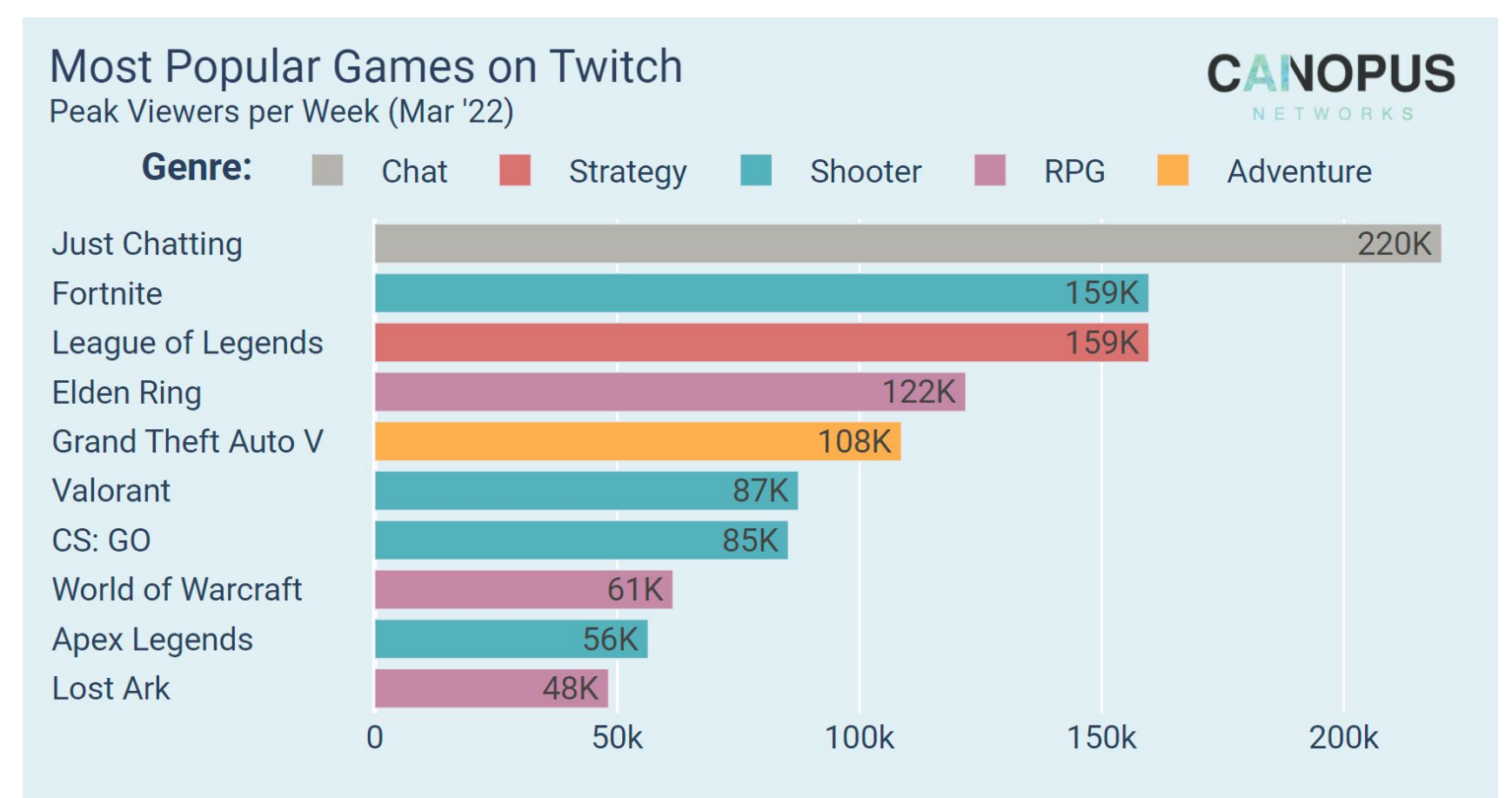


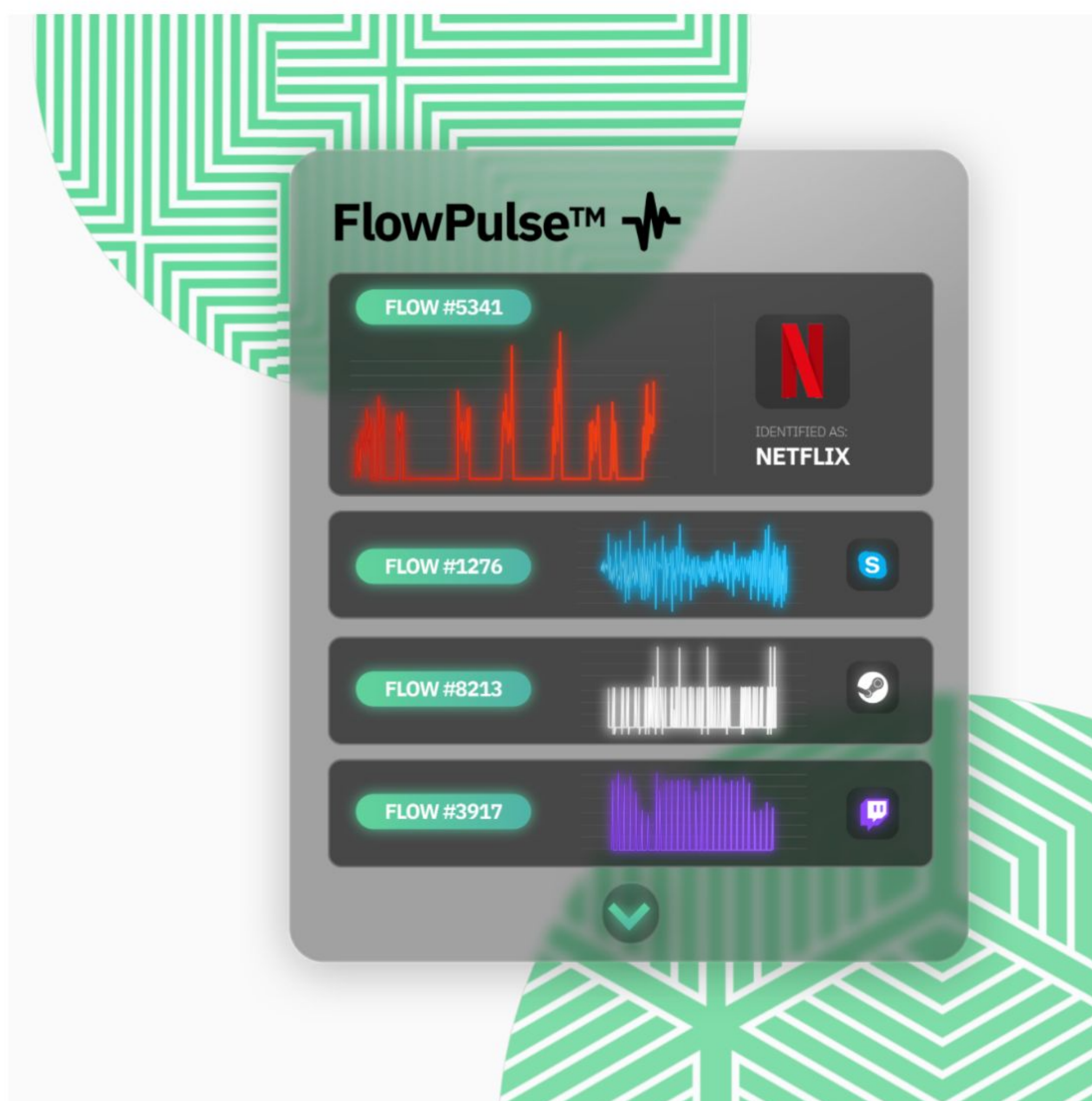
Fig. 6b. Most popular games on Twitch.

## Application Performance at Scale.

Canopus Networks is an Australian software company enabling Telcos to gain unprecedented and real-time visibility into application-level performance, across both 4G/5G mobile networks and fixed broadband network. The focus of our AI powered FlowPulse™ technology is on measuring, monitoring and reporting end-user experience metrics, every time a customer engages with the network, and for every application, ranging from gaming and video streaming to Metaverse and emerging Web3.0 applications.

To learn how our differentiated technology can help you deliver an outstanding end-user experience for gaming and other applications, visit [www.canopusnet.com](http://www.canopusnet.com).

You can also contact us for a detailed discussion of how our technology can suit your needs via [info@canopusnet.com](mailto:info@canopusnet.com).



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