PubNub
FOR GAMING

Quickly deliver key features that improve engagement, retention, and monetization

Players get the most out of their experience when they not only feel immersed in their game, but feel connected to their teammates and fellow players. High quality graphics, smooth controls, and an engaging storyline are important for immersing players in your game. But adding ways for them to engage and connect is crucial for ongoing engagement.

With PubNub you can quickly integrate real-time interactivity into your mobile, PC, or console games, regardless of scale — and you won't have to build these essential functionalities from the ground up.

- Build community through game lobbies, chat, and social features

- Engage players with in-game alerts, challenges, and leaderboards

- Observe, affect, and monetize game dynamics and see impact in real time

With our APIs and SDKs you get all the tools you need to build exciting, communal in-game experiences while retaining full control, functionality, and flexibility with integrations to services like video calling, profanity filtering, and content moderation.

Manage your platform's real-time interactivity with little to no code, utilizing PubNub Insights and other analytics tools. Optimize your platform with PubNub Illuminate to utilize real-time metrics and decisioning to optimize the real-time interactions towards your application goals, including improving monetization, analyzing trends, understanding message content, and more.

> " *PubNub lets our players immerse themselves in our game and feel like they're part of a larger community, which is a huge reason why players return time and time again.*"
>
> **— Ashik Manandhar Eng. Director, Pocket Gems**

> " *We receive guidance from PubNub's Solution Architects and are constantly supported, this is the first time I've seen such engagement from a company in my career.*"
>
> **— Nikolay Dimitrov, Technical Dir. Gameloft**

TRUSTED BY LEADING GAMING BRANDS ACROSS THE GLOBE

MOONACTIVE   POCKET GEMS   BEAMABLE   GAMELOFT

GLOBAL STUDIO RESPONSIBLE FOR CHART-TOPPING GAMES

A global game studio that has released some of the most popular titles depends on PubNub to power vital social features in their hit free-to-play, first-person shooter game. PubNub's Presence is used to know when friends' online status changes in real time, and Signals is used to match players against one another in different game modes. When the studio needed a fool-proof solution to ensure that players' friend lists were properly managed and that players were matched correctly, they turned to PubNub's Access Manager.

The game studio utilizes PubNub Signals and Access Manager in their game for matchmaking across different game modes.

WAR DRAGONS | POCKET GEMS

Pocket Gems leverages PubNub to power their real-time social features and data monitoring in their hit mobile game *War Dragons*. They utilize messages and channel names to isolate unique groups of chat, such as Guild Chat. Pocket Gems also utilizes PubNub to determine the battle order during combat, which is essential to ensure a stable, reliable experience. Pocket Gems relies on PubNub's data monitoring to ensure the reliability of their servers to support hundreds of thousands of users at a time.

PubNub's messages and channel structure allow players chat with friends and determines battle order in Pocket Gem's War Dragons

GLOBAL PUBLISHER OF FANTASY & SCI-FI RPG GAMES

A global publisher of fantasy and sci-fi RPG games relies on PubNub to power the social features needed to keep their players in the game. Presence is used to determine the online status of players and manage a player's friend list. They also use PubNub to power their real-time chat between friends, allowing players to connect and engage with one another.

The publisher uses PubNub to power real-time chat and online status in their games, (Image not representative of actual game)

Want to learn more about how PubNub can help you build, manage, and optimize your games?
Get in touch with our team!

- **Presence Detection**
  - Lobby/Game/Participant Room Count
  - User/Device Readiness
  - Geo-Readiness (including hyper-local detection)
  - Trigger Ideal Communication Channel (in-app, other)

- **Multiplayer Functionality**
  - Player Movement
  - Player Input
  - Sharing Game State (puzzles, card games, board games, etc.)
  - Total Player Occupancy
  - In-Game Auctions
  - Player Trading
  - Matchmaking

- **In-Game & Lobby Chat** (including high-occupancy)
  - Live Comments
  - 1:n, n:n (option for automated grouping, including geo-based)
  - 1:all (for message broadcast)
  - Programmable for translation, chatbots, "/" commands, analytics, and more
  - Auto-failover to push for keeping offline users engaged
  - Trigger Voice/Video Call
  - User & Content Moderation

- **Cloud Communication Signaling**
  - Orchestra voice and video calls (i.e., make the 'phones' ring)

- **Audience Interactions**
  - User Groups / Friend Lists
  - Live Stats & Leaderboards
  - Live Polls, Trivia, and Q&As
  - Likes/Hearts/Emojis (with video streams)
  - Latency Sync & Replay (for on-demand options)

- **Data Broadcast / Event Streaming**
  - Sensor Data (VR Headsets, etc.)
  - Game/Metaverse & Behavioral Data
  - In-Flight Business Logic (route, augment, filter, transform, aggregate, call APIs)
  - Token-based syndication

- **Time-Critical Alerts / Notifications** (in-app, push, other)
  - Interest-Based
  - Location-Based
  - Loyalty & Rewards
  - Fraud Prevention
  - Emergency/Public Safety

- **Collaborative Docs & Online Spaces**
  - Shared canvas/whiteboard
  - Digital sketching, drawing, handwriting
  - Highlighting

- **Access Control** (complex communication workflows, data sharing, etc.)
  - Protect data and set permissions for users
  - Add or remove participants
  - Syndicate data streams across disparate systems and with 3rd parties

- **Integrations with Outside Services or Data**
  - Messaging (SMS/MMS, Voice/Video, Email, Social, etc.)
  - Profanity Filtering
  - Chatbot
  - Language Translation
  - Sentiment Analysis
  - Text-to-Speech

- **Webhooks to internal systems** like CRM or Support Desk

- **Dashboards** (insights and analytics)

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Why engineering and operations teams love PubNub

Our robust APIs allow you to implement real time functionality fast.

- In-Game Chat
- Leaderboards, Scoring Systems, and Challenges
- Friend, Party, Guild, Clan, and Alliance Lists
- Run your code within our network
- Matchmaking
- Multiplayer Sync

- Player Trading
- Profanity Filtering & Language Translation
- In-Game Auctions
- Player Trading
- Mobile Push Notifications
- Filter & queue events across your app and trigger actions
- Lobbies

- 50+ SDKs
- <100ms latency
- 99.999% uptime SLA
- 65+ pre-built integrations
- ISO 27001, SOC 2 Type II, GDPR, and HIPAA compliant
- Free for POC development
- Supports millions of concurrent users

Why business operations teams love PubNub

Our advanced technology manages the backend infrastructure (and headaches) for you.

- **PubNub Illuminate** is a real-time decisioning and analytics solution that lets you observe and affect game dynamics like **game balance, engagement, monetization**, and more. From configuring game metrics to triggering game actions to seeing results, everything happens in real-time, without burdening your dev team.

- **View turnkey analytics** based on your messages, users, and channels with **PubNub Insights**

- **Protect your app** with with a cryptographic, token-based permission administrator as well as regulate clients' access to PubNub resources with **Access Manager**

- **Manage Throttling** to ensure only the desired amount of messages are occurring during a game

- **Route requests** for VIP or other users for priority access/support

- **Manage your game session schema** in your game or analytics system

- **Analyze with AI** scans your data and generates natural language analysis tailored to your specific queries

- **Moderate chat** by selecting the specific channels you wish to moderate. View messages, mute/ban specific users, and even create automated functions to moderate text for each channel without any code

- **Manage Presence** to enable/disable online detection for specific events

- **Automatic routing** to nearest PoP (similar to CDN) means low-latency for all users, regardless of location

- **Lock data** to specific regions for **regulatory compliance**

Over 2000 companies worldwide choose PubNub because we provide a comprehensive set of core building blocks to easily create interactive and connected experiences that are secure, scalable, and reliable. Looking to learn more about building with PubNub? **Get in touch with our team.**