GAMES ON AWS 2026

aws FOR GAMES

Amazon GameLift: What's New and What's Next

Purpose-built to Power the Next Era of Games At Any Scale

Pooja Kaji

Sr Technical Product Manager

Minsuk Kim

Game Sr. Solutions Architect

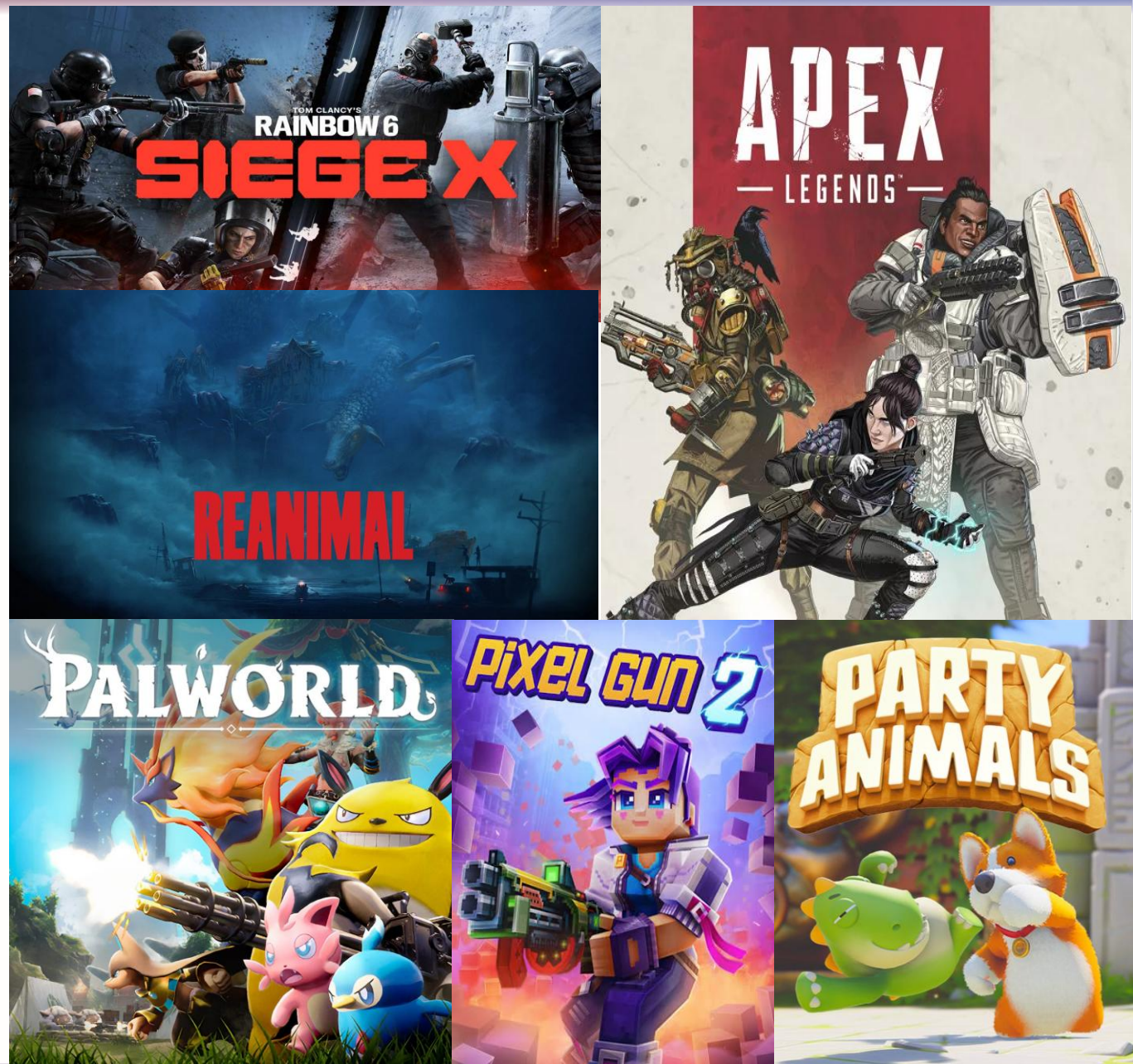
GS Neotek | MEGAZONE CLOUD

Amazon GameLift

- 게임 개발자 및 운영자를 위해 특화되어 설계된 AWS 서비스 패밀리

- 인디 게임부터 AAA 게임까지, 모든 규모의 게임 출시·운영·확장을 지원

- 글로벌 게임 스튜디오가 선택한 서비스: Ubisoft, EA, Behaviour, Bandai Namco, and Warner Bros. Games



Amazon GameLift

게임 스트리밍 및 멀티플레이어 게임 서버 기능을 갖춘 완전관리형 서비스



GameLift Servers

대규모 게임 서버의
배포·운영·확장



GameLift Streams

별도 게임 설치 없이
바로 체험

Private Beta

NEW



Instant Playble Demo

새로운 광고/데모
경험성 제공


PALWORLD
1.0

GAMES ON AWS 2026

aws FOR GAMES

Amazon GameLift Servers

What's New

Game server hosting to 100M concurrent players

Minsuk Kim

Game Sr. Solutions Architect

GS Neotek | MEGAZONE CLOUD

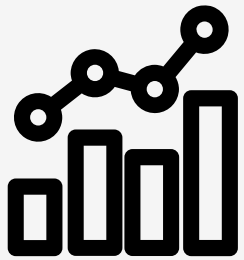
Amazon GameLift Servers

대규모 전용 게임 서버의 배포·운영을 지원하는 AWS 서비스



글로벌 커버리지

46 개의 리전과 로컬존 지원



게임 규모에 맞춘 설계

최대 1억 동시접속자* 처리

*AWS 벤치 마크 테스트 기준

NEW



예측 가능한 비용**

네트워크 대역폭 무상 제공

**6세대 이상 Amazon EC2 인스턴스 사용시 적용

NEW



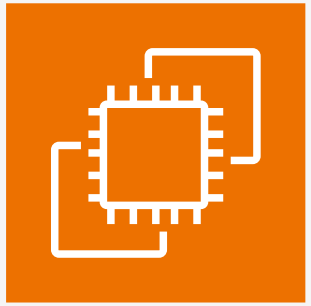
플레이어 경험 개선

DDoS 방어 기능 무상 제공



Amazon GameLift Servers

관리형 Amazon EC2 및 컨테이너에서부터 자체 운영이 가능한 Anywhere 까지



Managed EC2

Amazon EC2 호스팅

게임 서버 빌드를
zip 파일로 업로드



Managed Containers

컨테이너 호스팅

게임 서버 빌드를
컨테이너 이미지로 업로드



Anywhere

사용자 지정 컴퓨팅 리소스

컨테이너나 가상 머신
원하는 오케스트레이션 사용

What's New

신규 리전 및 로컬존

권역별 낮은 레이턴시 제공을 위해 글로벌 커버리지 확장 중

기존 리전 및 로컬존 (33)

(2026년 3분기 기준)

1. US East (Dallas 2)
2. US East (Atlanta)
3. US East (Chicago)
4. US East (Houston)
5. US East (Dallas)
6. US East (Ohio)
7. US East (N Virginia)
8. US East (Kansas City)
9. US West (N California)
10. US West (Oregon)
11. US West (Denver)
12. US West (Los Angeles)
13. US West (Phoenix)
14. Canada (Central)
15. Africa (Cape Town)
16. Africa (Lagos)
17. South America (Sao Paulo)
18. Asia Pacific (Osaka)
19. Asia Pacific (Seoul)
20. Asia Pacific (Tokyo)
21. Asia Pacific (Mumbai)
22. Asia Pacific (Singapore)
23. Asia Pacific (Sydney)
24. Asia Pacific (Hong Kong)
25. Asia Pacific (Malaysia)
26. Asia Pacific (Thailand)
28. Europe (Milan)
29. Europe (Paris)
30. Europe (London)
31. Europe (Frankfurt)
32. Europe (Stockholm)
33. Europe (Ireland)

신규 5개 리전 및 8개 로컬존 (13)

(2026년 9월 24일 정식 출시)

34. US East (Atlanta 2)
35. US East (Chicago 2)
36. US East (Huston)
37. US East (Miami)
38. US West (Phoenix)
39. US East (New York City)
40. Mexico (Central)
41. Middle East (Tel Aviv)
42. South America (Buenos Aires)
43. South America (Lima)
44. Asia Pacific (Hyderabad)
45. Asia Pacific (Jakarta)
46. Europe (Spain)

What's New

신규 인스턴스 지원

총 21개의 8세대 및 9세대 Amazon EC2 인스턴스 타입 추가

인스턴스 패밀리	프로세서	사이즈
C8a / M8a	x86 · 5세대 AMD EPYC	medium, large, xlarge, 2xlarge
C8i / M8i	x86 · 커스텀 Intel Xeon 6	large, xlarge, 2xlarge
C9g	Arm · Graviton5	medium, large, xlarge, 2xlarge
M9g	Arm · Graviton5	large, 2xlarge

가용성은 운영체제와 리전 및 로컬존에 따라 상이할 수 있음

로컬존 구성

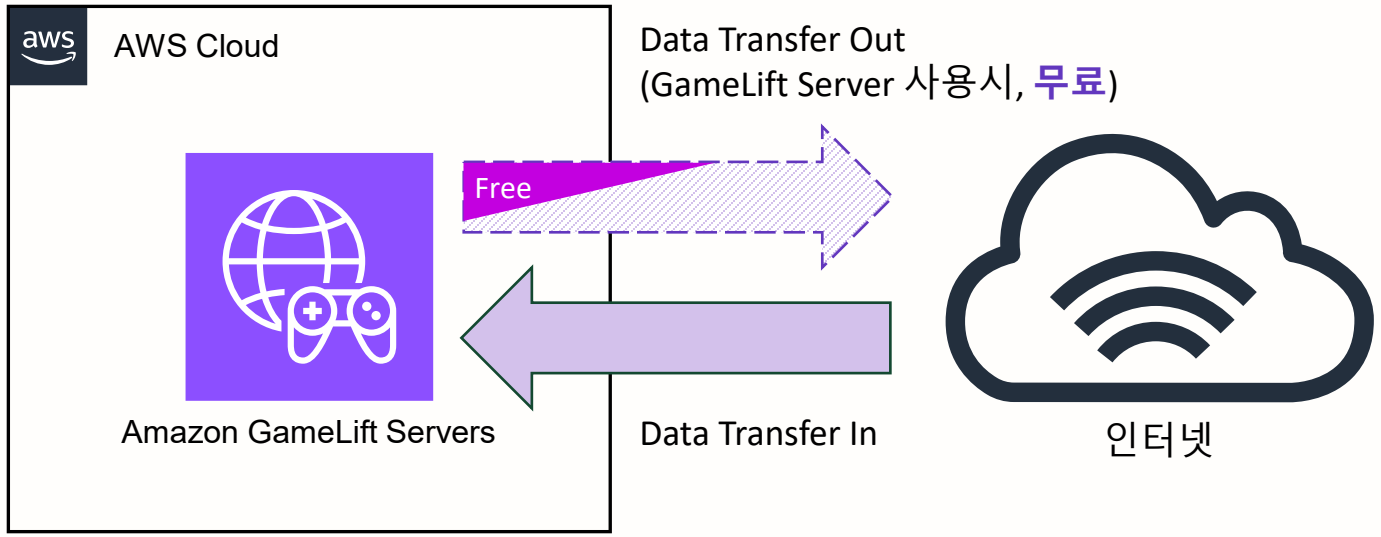
다중 지역(Multi-location) 플릿 구성



What's New

네트워크 대역폭 무료

6세대 이상 인스턴스에 대해 네트워크 대역폭 무료

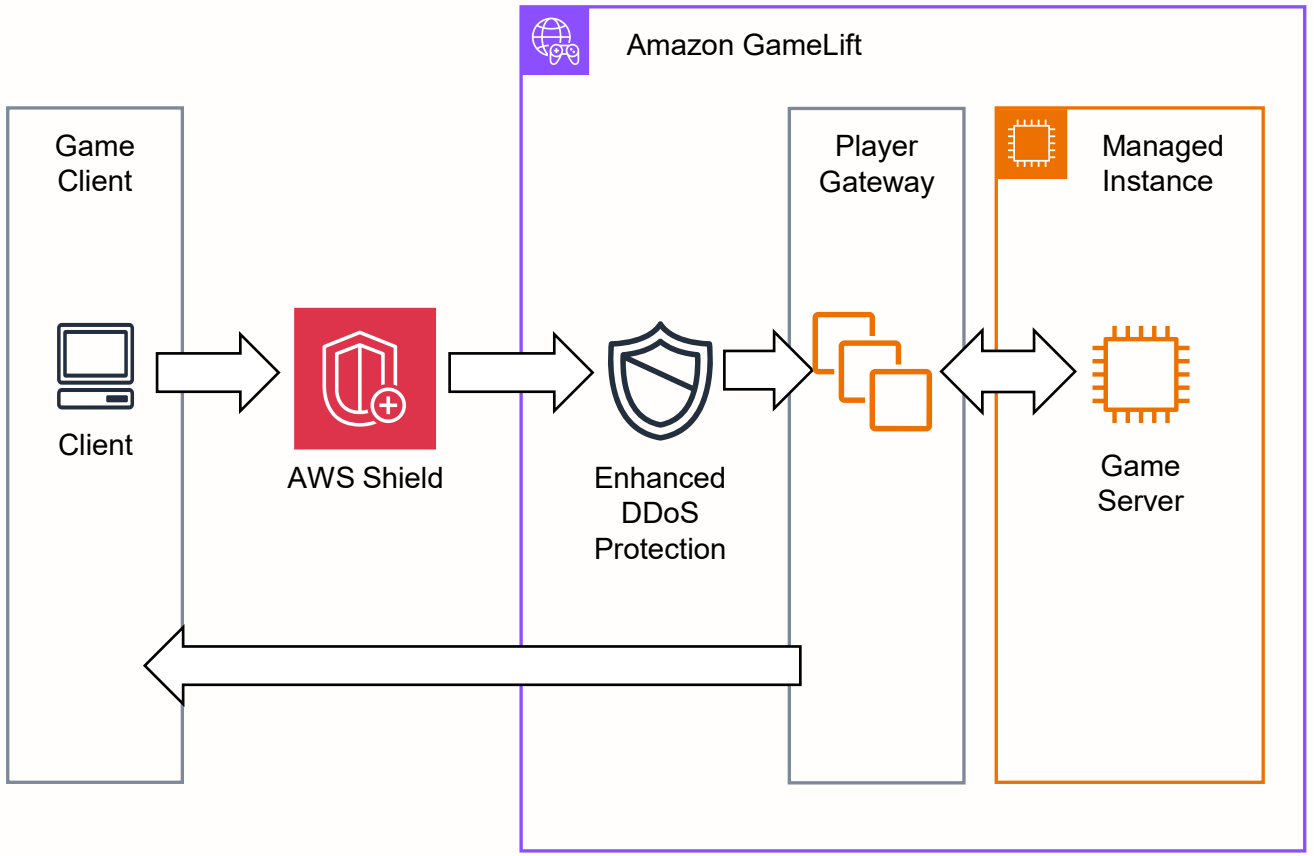


- 별도 가입/등록 절차 없음
- 별도 가격 계약 없음
- 추가 설정 필요 없음

https://aws.amazon.com/blogs/gametech/free-network-bandwidth-amazon-gamelift-servers-is-here-yes-really/

What's New

Amazon GameLift Servers DDoS 방어 체계



- **AWS Shield Standard** (기본 제공)
  - 네트워크 계층(L3/L4) 공격 탐지·대응
  - 모든 AWS 서비스 대상
- **Amazon GameLift Servers Enhanced DDoS Protection** (기본 제공) NEW
  - 네트워크 계층(L3/L4) 게임 특화 셰이핑 (UDP reflection, SYN flooding 등)
  - 플릿(Fleet) 대상
- **Amazon GameLift Servers Player Gateway** (Opt-in 필요) NEW
  - 프록시 릴레이 네트워크 (게임 서버 IP 노출 X)
  - 토큰 검증

What's New

Player Gateway : 관리형 DDoS 보호 계층

게임에 특화된 UDP 기반의 관리형 DDoS 보호

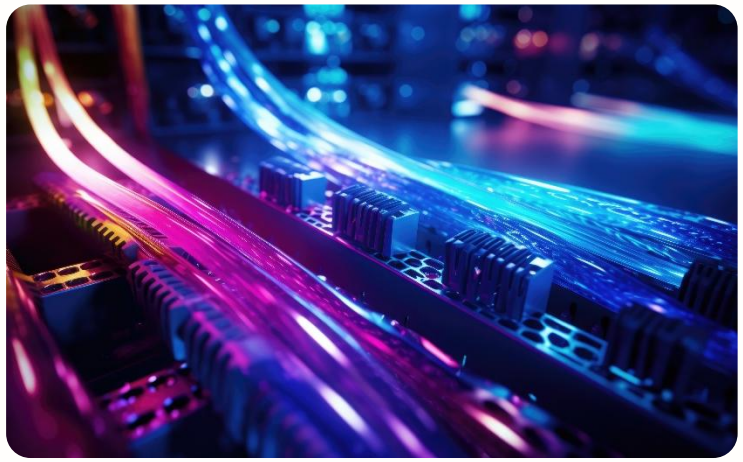


7 개 리전 정식 출시

미국 2개 리전

유럽 2개 리전

아시아 3개 리전 (서울 리전 포함)



낮은 레이턴시 영향

AWS 글로벌 네트워크 기반,

레이턴시에 민감한 멀티플레이어

트래픽 처리에 맞춰 설계



네이티브 GameLift 통합

통합 운영 모델

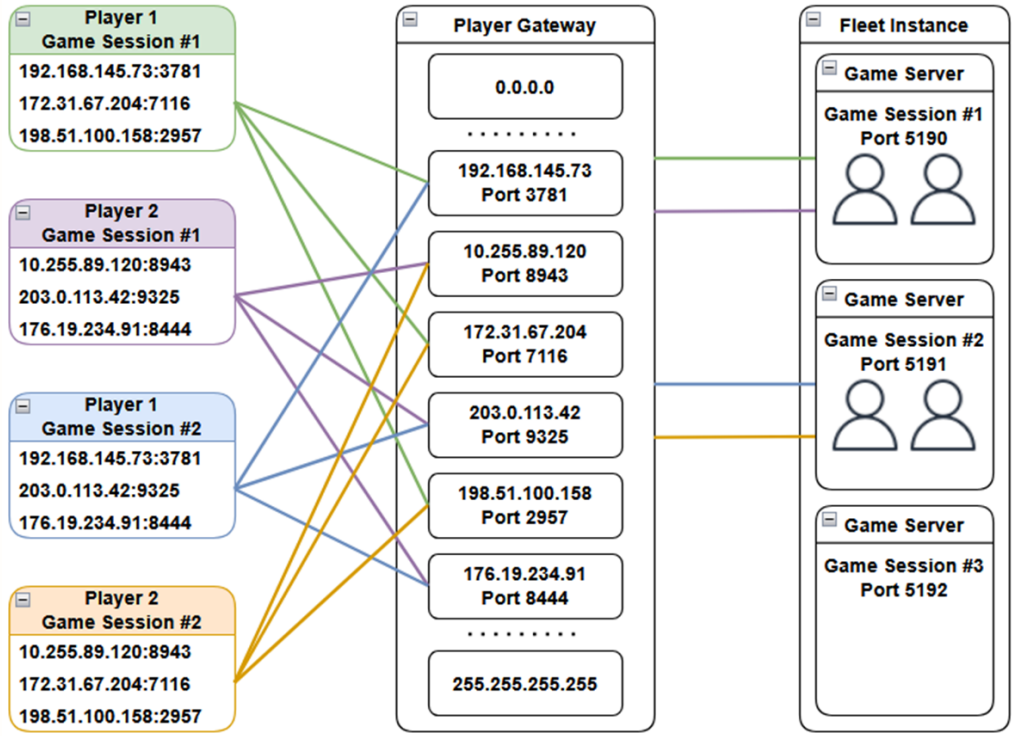
리눅스 기반 매니지드 EC2 및
컨테이너 플릿 지원

추가 비용 없음

Player Gateway

Player Gateway 동작 방식

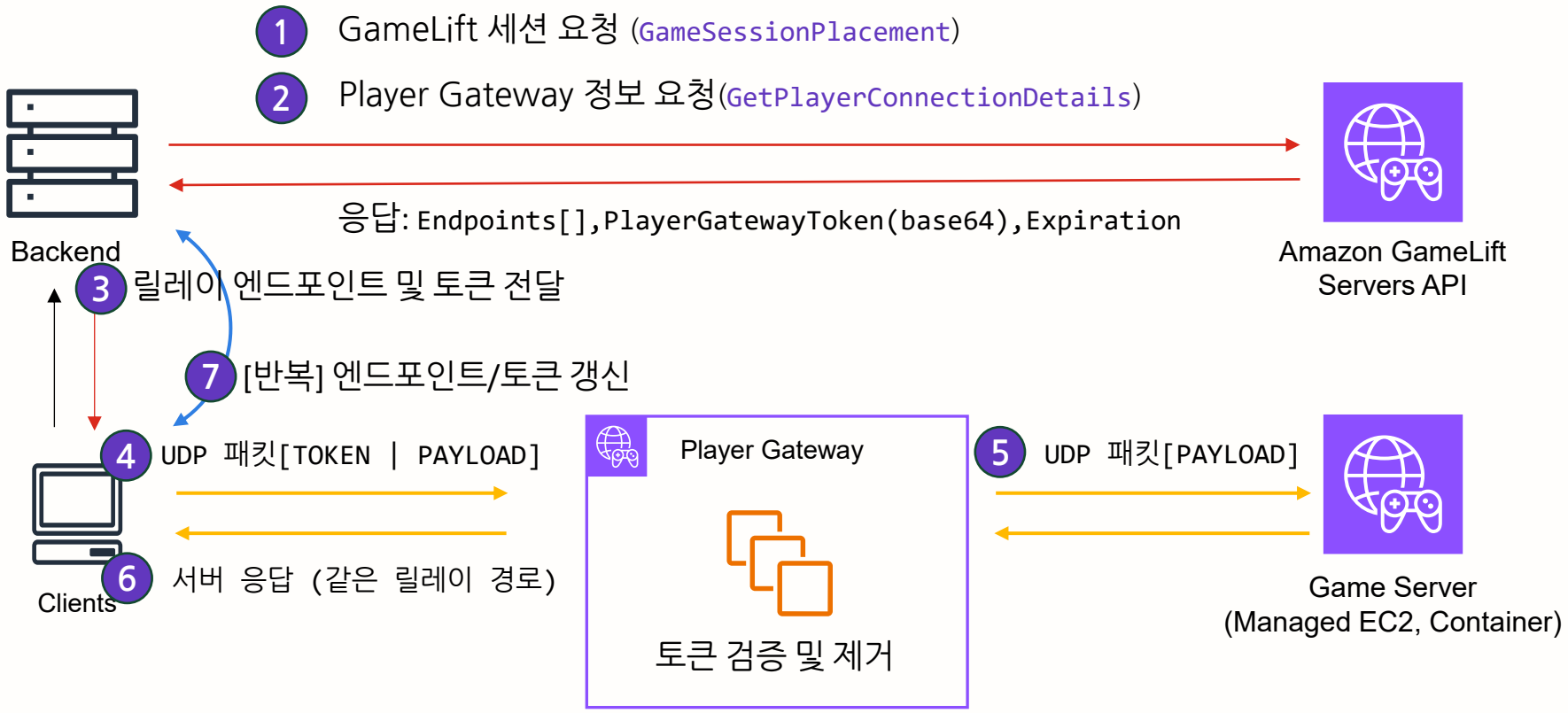
릴레이 엔드포인트 – 플레이별 분산과 토큰 기반 라우팅



- **엔드 포인트**
  - 플레이어 마다 복수의 릴레이 엔드포인트 할당
  - 같은 세션의 플레이어들이라도 서로 다른 엔드포인트가 할당
  - 엔드포인트는 게임 서버 전용이 아닌 공유 진입점
- **토큰 기반의 인증 및 라우팅**
  - 백엔드가 GameLift Servers API로 발급받은 토큰을 클라이언트가 UDP 패킷 앞단에 부착
  - 릴레이 네트워크가 패킷마다 토큰 검증 후, 토큰을 제거하고 게임 서버로 전송
  - 토큰이 없거나 틀리거나 만료되면 폐기

Player Gateway

Player Gateway 동작 흐름



플레이어당 패킷 리밋

100PPS

→ 초과분은 스로틀링

(권장) 60초 / 세션

Player Gateway 정보 갱신
→ 최신의 엔드포인트, 토큰 사용

Player Gateway

Player Gateway 구성하기

지원되는 리전에서 플릿(Fleet) 생성하기

DDoS protection with player gateway - *new* Info

DDoS protection filters and blocks malicious traffic from multiple sources to prevent attackers from overwhelming and crashing your servers.

Allow your fleet to access player gateway endpoints

You cannot change this after the fleet has been created. You must enable this on your fleet to use the DDoS protection with player gateway feature. This option is available for Linux-based game servers built with server SDK 5+.

- ○ **Disabled** — Player gateway is not enabled on any locations for this fleet
- ◉ **Enabled** — Player gateway is enabled on supported locations; unsupported locations remain disabled
- ○ **Required** — All locations must support player gateway; attempting to add unsupported locations will fail

Player gateway game server IP protocol Info

Select the IP protocol for game server connections. The client always uses IPv4; this setting determines what connection types your game server accepts from the player gateway.

- ◉ **IPv4** — Game server only supports IPv4
- ○ **Dual-stack** — Game server supports IPv4 and IPv6

Update your game client and game backend to use player gateway endpoints

To create game sessions using player gateway, update your game backend to use the AWS SDK to call GameLift GetPlayerConnectionDetails.

Learn more

Player Gateway

Player Gateway 제약 사항

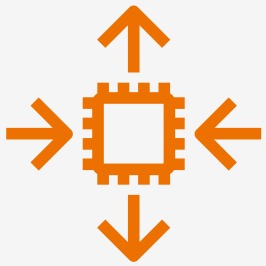
1. 매니지드 EC2 플릿 또는 매니지드 컨테이너 플릿 (Anywhere 플릿 미지원)
2. 홈 리전이 Player Gateway를 지원하는 7개 지원 리전
3. Linux 기반 — Windows 플릿 미지원
4. GameLift Server SDK 5.0 이상
5. 플릿 생성 시점에 활성화 (이후 변경 X)
6. UDP 트래픽 (TCP 및 WebSocket은 대상 X)

What's Next for Amazon GameLift Servers

Private Be

개선된 오토스케일링
(Improved Autoscaling)





GameLift Servers가 설계한 전용 스케일링 알고리즘

여러 신호를 평가해 플릿 용량을 자동으로 산정하여 조정

Improved Autoscaling Private beta 참여를 원하면,

AWS 영업 대표에게 문의하세요.

GAMES ON AWS 2026

aws FOR GAMES

Amazon GameLift Streams

What's New

Deliver high frame rate, low-latency game streaming to devices at global

Minsuk Kim

Game Sr. Solutions Architect

GS Neotek | MEGAZONE CLOUD

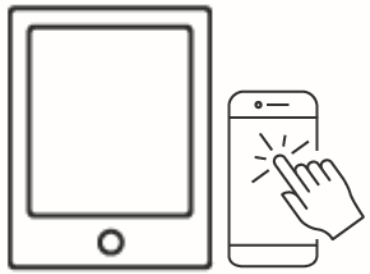
Amazon GameLift Streams

웹 브라우저에서 즉시 시작되는 저지연 게임 스트리밍을 제공하는 AWS 서비스

웹 브라우저가 실행되는 기기라면 스트리밍 가능,
저사양 기기에서도 AAA 게임 제공



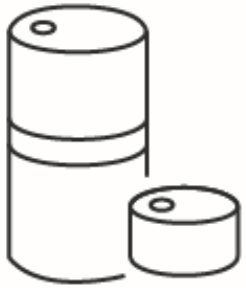
TV



Tablet/Phone

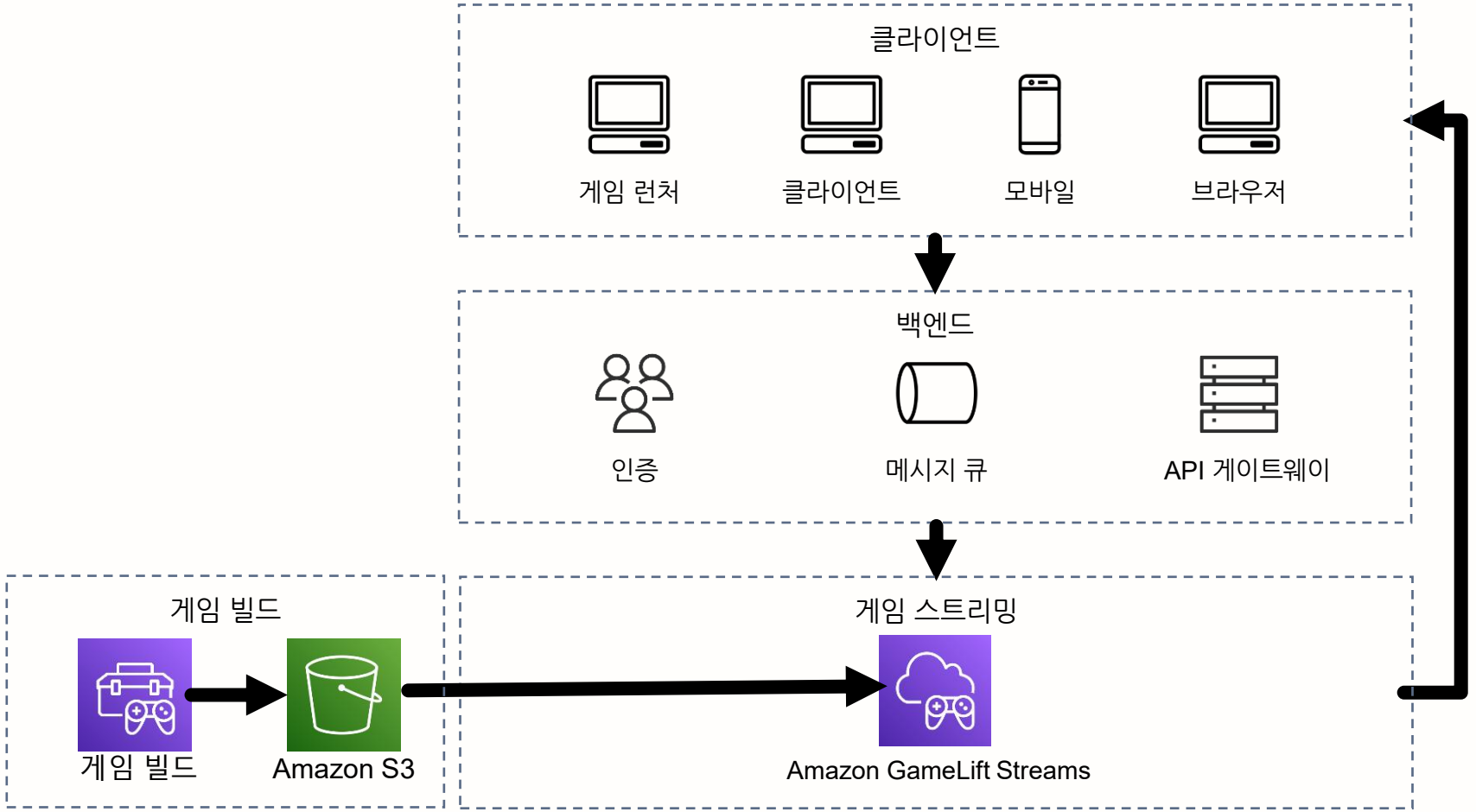


Computer



Streaming Devices

Amazon GameLift Streams 구성



What's New

Amazon GameLift Streams 신규 기능들

2026 · 04

Proton 10 런타임 지원

- 최신 타이틀 호환성 향상
- DirectX 12 게임 지원 확대
- VKD3D/DXVK 그래픽 성능 개선

2026 · 05

고성능 스트림 클래스 추가

- 고해상도 스트리밍을 위한 G6e 스트리밍 클래스 추가

2026 · 07

어드민 쉘(Shell) 지원

- 스트림 세션에 보안 터미널 접속
- SSH 키나 포트 오픈 불필요

2026 · 08

서비스 관리형 셰이더 캐싱

- 셰이더를 사전에 캡처 및 캐싱하여, 스트리밍 세션에 캐시 사용
  → 로딩 단축 및 끊김 감소
- 앱 변경 불필요
- 캐싱 용량 만큼 과금

2026 · 07

IAM 역할 자격 증명

- 단기 자격 증명 자동 갱신
- Amazon S3·DynamoDB등 계정 리소스 접근 위한 액세스 키 X

2026 · 07

커스텀 화면 비율 / 해상도

- 해상도를 기기 비율에 맞게 지정
- 화질 자동 조절 → 끊김·프레임 드롭 없이 재생

2026 · 08

스트림 URL 공유

- AWS 계정·로그인 없이 링크만으로 브라우저에서 바로 플레이

GAMES ON AWS 2026

aws FOR GAMES

Amazon GameLift Streams

Instant Play Demos

Turn every marketing moment into instant gameplay

Pooja Kaji

Sr Technical Product Manager

GS Neotek | MEGAZONE CLOUD

THE DISCOVERY PROBLEM

Trying out new games is cumbersome for players

100 GB

of download standing between a AAA title and its first minute of play

$20-70

committed before the player has ever touched the controls

Hours

between the peak of interest and the first moment of gameplay

WATCH ▸ WANT ▸ WAIT ▸ WALK AWAY

INTRO

What are Instant Play Demos?

- **Full-fidelity playable demos of your real game on Twitch, Discord, and other platforms**
- **No download, no install, no account, any device, any browser**
- **One click from ad to gameplay with "Buy Now" path after play**
- **Live today across 5 campaigns: THQ Nordic's REANIMAL, Pearl Abyss's Crimson Desert, Pocketpair's Palworld, Wargaming's World of Tanks, and EA's Dragon Age**

twitch
Discord
amazon
Meta
Google
reddit











Trailers tell. Demos sell. Instant Play Demos let players **experience** your actual game in **full fidelity**, with **zero friction**, right where **discovery** happens

Only AWS

Connects ads platforms + cloud streaming in one stack

7 Platforms

Twitch, Discord, Amazon.com, Pinterest, Meta, Google, Reddit

20%+ CTR

Of demo players clicking "Buy Now"
Instant Play drives purchase intent

Minimal lift

Provide a demo build.
We handle everything else

THE VALUE

You bring the game build. We handle everything else.



Your Demo Build

Provide your game executable.

Cloud Infrastructure

We provision, scale, and manage all streaming resources.



Landing Pages

Branded play pages built and hosted for your campaign.



Analytics & Reporting

Session data, engagement metrics, conversion tracking.



Operations

24/7 monitoring, zero downtime.

HOW IT WORKS

One click from ad to gameplay

1

Player sees your game

On Twitch, Amazon.com, Discord, Pinterest, Meta, Google, or Reddit

2

One click

No download, no install, no account required

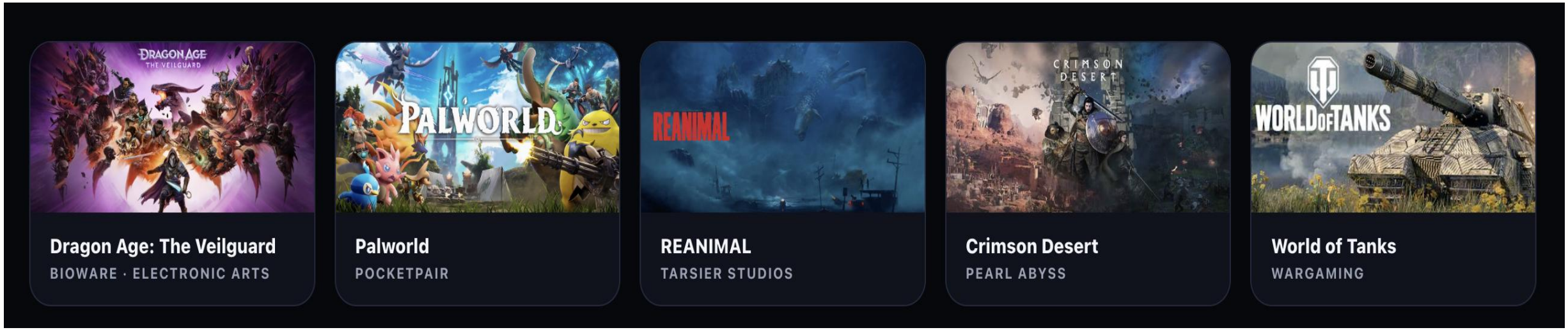
3

Playing instantly

Full 1080p / 60fps from the cloud

LIVE CAMPAIGNS

5 Instant Play Demo Pilot Campaigns Live on Twitch + Discord



twitch.tv/gl/dragonage twitch.tv/gl/palworld twitch.tv/gl/reanimal twitch.tv/gl/crimsondesert twitch.tv/gl/wotheat

aws FOR GAMES

GAMES ON AWS 2026

GS Neotek | MEGAZONE CLOUD

AVAILABLE NOW

- **Twitch** — Browse, Headliner, Creator
- **Discord** — Instant Play Quests
- **Amazon.com** — Try Before You Buy
- **IGDB** — Demo Landing Pages

COMING H2 2026 — SOCIAL & STREAMING PLATFORMS

- **Reddit** — Promoted Posts
- **Sony** — PlayStation & Bravia
- **Fire TV** — Smart TV & Streaming
- **Disney** — Disney+

EXPLORING — DEVICE PLATFORMS

- **Unity** — Mobile Native
- **LG** — Smart TV
- **Samsung** — Smart TV
- **Epic** — Epic Games Store

BUSINESS MODEL

Simple, transparent, platform-based pricing

1

You choose platforms

Tell us which platforms you want to run campaigns on (Twitch, Discord, Amazon, Pinterest, Meta, Google, Reddit)

→

2

We provide rates

Custom rates for each platform placement based on your campaign scope and geographic targets.

→

3

Terms agreed

Standard contract execution when pricing is mutually agreed.

→

4

Campaign goes live

We handle everything: build onboarding, landing pages, infrastructure, operations, and reporting.

BUSINESS MODEL

Simple, transparent platforms that broaden reach even further

Discord and Twitch

Interactive gaming campaigns featuring Instant Play Cloud Quests, rewarded sessions, and A/B testing to drive deep player engagements

Multi-channel reach through display ads, creator gameplay integrations, bounty boards, and premium homepage placements

BUSINESS MODEL

Simple, flexible, pay-per-use model

Pay per Play Session
for Amazon.com or your own Storefront

Usage-Based Pricing

Pay only for the play sessions your customers use. No upfront costs or long-term commitments.

Regional Flexibility

Pricing adapts to regional markets. Available across US, EMEA, and APAC regions.

Scalable Sessions

Flexible session durations from 1 to 30 minutes to match your demo experience.

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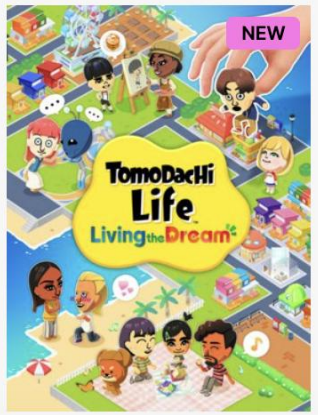
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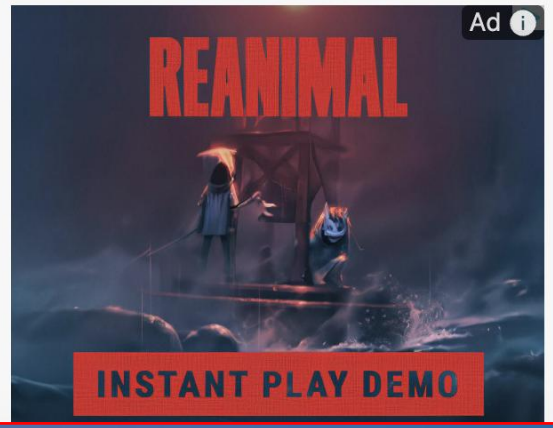
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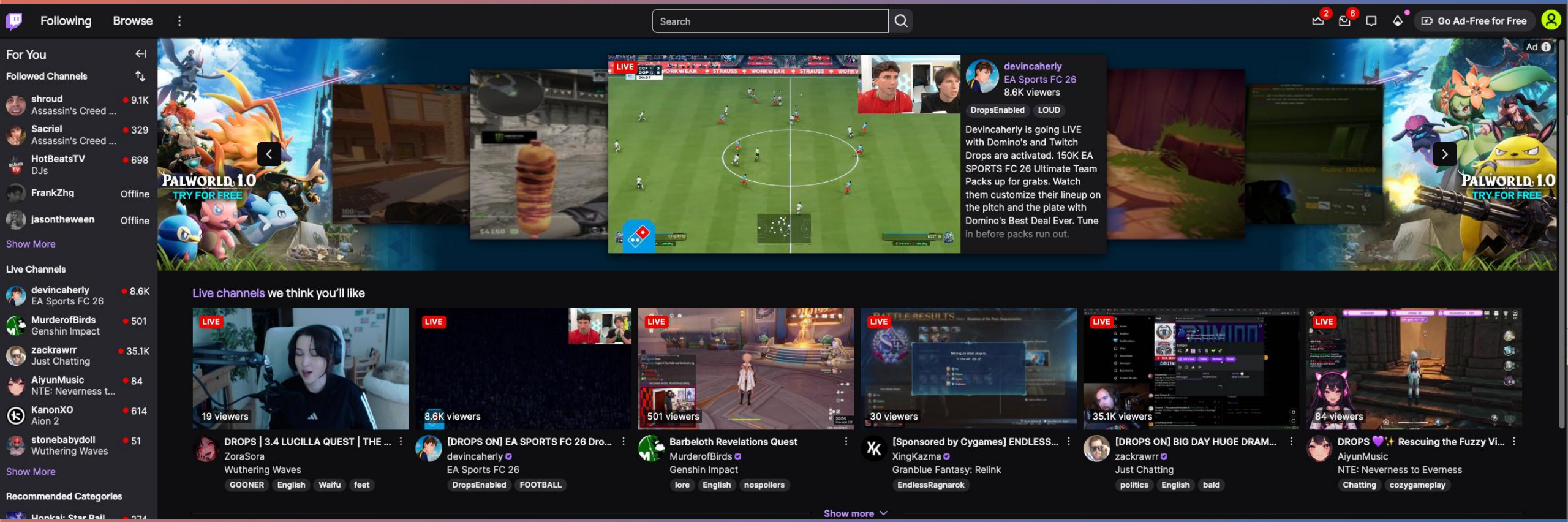






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