

## **Study: Austin, Seoul, Bucharest Among Top Cities for Gamers**

*Internet speeds, gaming job availability, LAN events, and cost of living make these cities a gamer's oasis*

**LONDON - March 25th 2021** - [Broadband Savvy](#), a leading authority in broadband service and performance, today released the results of a months-long study on the best and worst cities in the world for gamers to live. The research found that Austin, Texas; Seoul, South Korea; and Bucharest, Romania were the top three best cities in the world for gamers, with Paris and Los Angeles rounding out the top five. The study examined cities based on high-speed internet availability, broadband cost and connectivity, frequency of gaming expos and eSports LAN events, the cost of gaming hardware, gaming-related jobs per-capita, the cost of rent, and 5G coverage. The complete dataset is available for download [here](#).

Bucharest was a standout for having the cheapest ultrafast internet in the world, combined with a very low overall cost of living compared to other locations studied. Meanwhile, North American cities such as Austin, Seattle, and Montreal led the pack in terms of gaming job availability.

"Austin did particularly well in the gaming jobs category," said Tom Paton, founder of Broadband Savvy. "We found that the city had around 13 gaming-related jobs per 100,000 people - the second-highest of any of the cities we assessed." Austin also performed well in other areas, helping it to take first place in the rankings. "Austin won out because it offers a complete package: lots of gaming job opportunities, good high-speed internet availability, plenty of gaming expos, and low rent costs by North American standards. The city really lives up to its reputation as one of America's best gaming hubs."

Bucharest and Paris were standout performers in the E.U. "Paris is similar to Austin in that it performs well in all categories, especially internet costs. But Bucharest is really surprising - we didn't expect to find quality, high-speed broadband at such low prices, anywhere in the world. It costs less than \$10 per month to access gigabit broadband in Bucharest, and there is full 5G coverage available in the city. The low cost of rent was the icing on the cake." Although Bucharest does not have large numbers of eSports events or expos each year by North American standards, the city did well in the gaming jobs category. "We found that Bucharest has more gaming jobs per capita than London, Vancouver, and New York City. For gamers looking for a cheap place to live with fast internet and good gaming job availability, Bucharest is definitely worth checking out."

Seoul, South Korea was the standout city in Asia, as it performed well in three main categories. "The average internet speed in Seoul is incredible, and fast broadband doesn't cost much. 5G is available everywhere, which is great for mobile gamers." South Korea also has frequent gaming expos, and Seoul is one of the only cities in the world with a dedicated eSports stadium. Apart from having a thriving gaming culture, Seoul is also a relatively inexpensive place to live as a gamer. "Apartment rent is relatively cheap in Seoul, compared to similar cities we studied. What surprised us most about Seoul though was the cost of gaming hardware. Buying components and consoles is cheaper in South Korea than it is in Europe, and not much more expensive than in North America."

The top ten cities were found to be:

1. Austin
2. Seoul
3. Bucharest
4. Paris
5. Los Angeles
6. Hong Kong
7. Montreal
8. Barcelona
9. Seattle
10. Boston

While the bottom ten cities were:

65. Cairo
66. Johannesburg
67. St Petersburg
68. Vienna
69. Santiago
70. Auckland
71. Brisbane
72. Abu Dhabi
73. Sydney
74. Dubai

Some major contenders failed to impress, mostly due to their extremely high cost of high-speed broadband. The two largest cities in the United Arab Emirates, Abu Dhabi and Dubai, came in last and third last respectively; as it would cost more

than \$750 per month to access high-speed broadband in these cities. Many Australian cities also underperformed, with Brisbane and Sydney coming in 71st and 73rd out of 74, respectively.

“Australia came as a bit of a shock,” Tom said. “Although there are a decent number of gaming expos in the country each year, especially in Melbourne, Australian gamers are let down by slow internet, high costs of living, and poor gaming-related job prospects compared to many other major cities. Gaming hardware, such as consoles, is also extremely expensive in Australia, as is high speed internet. Only the UAE and Peru had more expensive ultra fast broadband.”

The research was conducted in December 2020. 74 different cities were assessed, each with a population of at least 500,000 people.

For more information about the cities analysed and the ranking methodology utilised, visit <https://broadbandsavvy.com/best-cities-for-gamers/>

### **About Broadband Savvy**

At Broadband Savvy, our mission is to help British households get the most out of their home broadband. We provide tutorials, explainer videos, and buyer’s guides to cut through the jargon, and help people become Broadband Savvy. Whether you’re looking to improve your internet speed, want to troubleshoot Wi-Fi dropouts, or are shopping for a new broadband deal, we’ve got you covered. For more information, visit <https://broadbandsavvy.com/>

### **Notes for editors**

- If you have any questions about this research, please reach out to Tom Paton – tom(at)broadbandsavvy.com.
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