CLAIMS

1. A method comprising assigning a server to a plurality of users in a multiplayer electronic game, the method comprising:

measuring a network characteristic for network connections between a computing device associated with each of a plurality of users and a plurality of servers to obtain corresponding network values of the network connections;

assigning a server tag to each of the plurality of users based on a lowest network value obtained for the corresponding user, each server tag identifying a corresponding server having the lowest network value for the network connection with the computing device associated with the corresponding user;

comparing the server tags assigned to the plurality of users to determine whether there is a majority of a same server tag assigned; and

when there is a majority of the same server tag assigned to the plurality of users, assigning a corresponding server identified by the same server tag to the computing devices associated with the plurality of users.

2. The method according to claim 1 wherein the network characteristic is a ping value.

3. The method according to any preceding claim wherein the network values are re-evaluated for each user at the end of a stage of the game, and if the network value for a user has changed by a predetermined amount at the end of the stage of the game, a new server tag is assigned to the user based on a new network value for the user.

4. The method according to claim 3 wherein whether a new server tag is assigned depends on one or more of: whether the plurality of users was formed by agreement; the value of the network value determined during the preceding stage; a capacity of servers; and number of users awaiting team allocation.

5. The method according to claim 1 wherein, where there is no majority, the assigned server is assigned based on a capacity of all servers corresponding to assigned server tags.

6. The method according to any preceding claim wherein the plurality of users is formed before the commencement of the game.

7. The method according to claim 6 wherein the plurality of users is formed by agreement among the corresponding users to form a group.

8. The method according to any of claims 1 to 6 wherein the plurality of users is formed through allocation of users to a group.

9. The method according to claim 8 wherein a user is allocated to the group based on the user's server tag.

10. The method according to claim 8 or claim 9 wherein a user is allocated to the group based on an allocation waiting time for the user.

11. The method according to any preceding claim wherein the server tag correlates to a physical location of servers.

12. The method according to any preceding claim wherein the assigned server is a server located at a physical location associated with the corresponding server tag.

13. A system comprising one or more computers and one or more storage devices storing computer-readable instructions that, when executed by the one or more computers, cause the one or more computers to perform the method of any one of claims 1 to 12.

14. One or more non-transitory computer storage media storing instructions that, when executed by one or more computers, cause the one or more computers to perform the method of any one of claims 1 to 12.