

Title: Counter-DD: GME's Turnaround Failed Before it Began

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Created 2022-02-22 18:40:51 UTC

Permalink: /r/GME/comments/syuvnn/counterdd_gmes_turnaround_failed_before_it_began/

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****E-Commerce is Crowded and Video Game E-Commerce is a Dead End****

GameStop is losing market share to digital video game purchases. These purchases are made directly through eshops on consoles (like Xbox, PlayStation, Nintendo) or on platforms like Steam and Epic. Why would I order a physical video game on [GameStop.com](https://gamestop.com/) (and wait 3-5 business days for it to arrive) if I could download it immediately? This is not a formula to grow market share. It is a formula to milk the last drops of revenue from a shrinking business. Physical video game sales will be ancient history soon. Used video game sales (huge chunk of GME's revenue) are also dying, because how the fuck are you going to sell a used digital game? Why would game publishers even allow that?

Second of all, think about who GME is competing with in e-commerce. Amazon. American households are Amazon Prime users. They get free delivery and all kinds of other perks. IF they wanted to buy something video game related online, why would they leave the Amazon ecosystem? They wouldn't. To top it all off, Amazon has superior capital, technology, capabilities, and global presence. Even if (and this is horribly unlikely) GameStop began to pose a threat to Amazon's dominance, Amazon would global gouge prices until GameStop went bankrupt. There is no winning in this space.

****NFT Marketplace****

Why would Microsoft, Sony, Nintendo, etc. undercut their own profit margins to sell on GameStop's platform? These guys already have 100% control and 100% profits from games sold on their platforms.

And also, who the fuck thinks it's a good idea for video games to be NFTs? Has any single video game developer come out with a statement about selling video games as NFTs? Or is it all more baseless r/supervirgin speculation?

Again, IF NFT marketplaces prove to somehow be a good idea, what's stopping Amazon/Microsoft/Google from developing their own? GameStop could never compete against their capabilities. And, again, their established presence in every available market for video games makes GameStop an irrelevant afterthought in the industry.

****No Future****

GameStop will burn cash until it goes bankrupt or its brand gets bought out. The current valuation has priced in a lot of growth that will never come to fruition. At this point, it seems unlikely that GameStop will even be profitable.

****"Short It Then"*****

This is like saying "if the world isn't flat, why don't you sail around it?" You don't need to short \$GME to know that it is a piece of shit.

Anyone with an ounce of common sense can see that \$GME is just a dying company trading on retarded, cultish hype right now. It is not trading on fundamentals.

Plus, we all have our own investment strategies. I like going long on good companies. Apes like going long on companies that you write conspiracy theories and fan fiction about.

Other tickers exist, you know. If you're so bullish on the intersection between technology and e-commerce, go long on Amazon. If you believe in video games, go long on Microsoft.