

Title: Former CEO of Riot Games partners with Immutable X.

Author: Benzo212

Created 2022-09-05 17:09:10 UTC

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This is big for GME's NFT marketplace, the former CEO of Riot Games getting into the space should raise the eyebrows of anyone who's familiar with Riot Games. IMX's dealings with GameStop includes the onboarding of games Immutable has partnered with to the GameStop NFT marketplace. (I assume this will happen post-beta.)

I also find it worth noting that Riot Games is owned outright by Tencent, who dominates the gaming space and currently has over \$1.5 trillion AUM. I know it's the former CEO of Riot Games, but Tencent also invested in Immutable X's latest Series C round. The way I interpret it is big players in the gaming and tech sphere have been quietly positioning themselves in Web 3.0, excited to see more large gaming conglomerates ink deals with Immutable X!