

Title: Does Gamestop entering the 90Bio mobile gaming market with it's NFT marketplace?

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Just a thought but could Gamestop enter the mobile gaming market with it's NFT marketplace? The mobile gaming market exploded over the last couple of years. According to [Newzoo](<https://newzoo.com/insights/articles/the-games-market-in-2021-the-year-in-numbers-esports-cloud-gaming/>) in 2021 the mobile gaming market is valued at 93bio which is a 50% share of the whole 180bio gaming market. As far as I know gamestop has no revenue stream in the mobile gaming market, were I live you can't even buy iTunes or google play cards (I don't know if possible in the US). As the IMX devs told they are focused on microtransactions with average amount of 2\$, for me this would fit perfectly into the mobile gaming ecosystem with a lot but mostly small transaction. Also more and more NFT games try to create mobile version of their game like f.e. Gods Unchained. We have already seen gamestop entering into the PC and consumer electronics market latly. Could they try to enter the mobile gaming market next? If so it would be interessting if they can get some big parterns which switch from in-game currencies to NFT tokens. I think there are also games that would benefit from that switch. F.e Supercell could let you transfer gems and skins between all their mobile games. For know I'm playing just around with that idea but I've not done any further DD on that. What do u think could it be possible that Gamestop tries to enter the mobile gaming market aswell?