

Title: Square Enix - possible NFT partner

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So I was reading this updated Product Owner job description today: <https://careers.gamestop.com/us/en/job/Req-131812/Product-Owner-Head-of-Web3-Gaming-REMOTE>

And I found one of the roles is the following:

"Deeply understand what our gaming partners are trying to achieve and how NFTs can be a key business driver"

with the qualification that this person has "7-10+ years in the gaming industry in Corp Dev, BD/Partnerships, Strategy roles OR in a sales role selling to C-level decision-makers across top 50 global game publishers"

So I thought of googling for what top companies are there that are already looking into adopting blockchain/NFTs.

What I found was Square Enix's CEO released a letter 3 days ago talking about his interest.

[https://www.hd.square-enix.com/eng/news/2022/html/a_new_years_letter_from_the_president_2.html]
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Square Enix is top 10, or even top 5 of the largest game publishers.

Square Enix CEO Yosuke Matsuda:

"With advances in token economies, users will be provided with explicit incentives, thereby resulting not only in greater consistency in their motivation, but also creating a tangible upside to their creative efforts. I believe that this will lead to more people devoting themselves to such efforts and to greater possibilities of games growing in exciting ways. From having fun to earning to contributing, a wide variety of motivations will inspire people to engage with games and connect with one another. It is blockchain-based tokens that will enable this. **By designing viable token economies into our games, we will enable self-sustaining game growth**. It is precisely this sort of ecosystem that lies at the heart of what I refer to as ***"decentralized gaming,"**" and I hope that this becomes a major trend in gaming going forward. If we refer to the one-way relationship where game players and game providers are linked by games that are finished products as "centralized gaming" to contrast it with decentralized gaming, then incorporating decentralized games into our portfolio in addition to centralized games will be a major strategic theme for us starting in 2022. The basic and elemental technologies to enable blockchain games already exist, and there has been an increase in the societal literacy and acceptance of crypto assets in the past few years. We will keep a close eye on societal shifts in this space while listening to the many groups of users that populate it, and ramp up our efforts to develop a business accordingly, with an eye to potentially issuing our **own tokens in the future**."

Looking back at the job description, "In this future, games are the places to go, and **play is driven by the things you bring**. Future creators won't just build games but also the components, characters, and equipment. **Blockchains will power the commerce underneath.**"

Play is driven by the things you bring is the same thing SE CEO talks about that ecosystem is what he refers to as decentralized gaming.

To me, it looks like Square Enix and GameStop have a similar vision of the future of gaming with NFTs, therefore I believe they will partner together for Square Enix to build GameFi games on a GameStop platform.

Square Enix can have their own tokens in the future, but you need an economy with other tokens (other game publishers) to have a decentralized gaming experience for all gamers. And I see GameStop as the center of it all. Year 2 of NFTs and Metaverse has only just begun.