

Title: Steam Bans Blockchain NFT Games - Epic Games Ok with them. Industry giants are picking sides.
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Created 2021-10-16 15:36:09 UTC
Permalink: /r/DDintoGME/comments/q9ecmn/steam_bans_blockchain_nft_games_epic_games_ok/
Url: https://www.reddit.com/r/DDintoGME/comments/q9ecmn/steam_bans_blockchain_nft_games_epic_games_ok/

<https://www.ign.com/articles/steam-bans-blockchain-games-nfts-cryptocurrency>

****Hours after it was reported**** **[**Steam**]**(<https://www.ign.com/tech/steam-deck>) ****would ban blockchain-backed games that offer NFT and cryptocurrency, Epic Games has taken the opposite stance and said they are open to blockchain-based games.****

This may or may not tie to anything Gamestop is doing, but it's an interesting development in the video game industry involving NFTs. Industry insiders are generally well aware of moves being made before others, and given that there are likely working relationships between all three parties to some capacity it's not unreasonable to believe these industry giants are staking their positions.

Steam is the largest digital distributor platform, especially for Indie titles which could be the first to adopt NFT content as they're generally smaller and more flexible. This stance from steam is basically drawing a line in the sand to say, "Don't even think about it if you want to distribute on our platform." It's a common tactic any business with market share strength can use as leverage. It also signals there's a possible threat they are going defensive against, which is really interesting.

On the flip side, Epic games, has opened the door to it which could be attractive to games looking to capitalize on the NFT structure. I don't think either move will make for a massive flocking to either platform, nor do I know how if it would be a partnership, competition, or a mix of both for GME.

What it does say to me is that we are on the cusp of it becoming a thing, and my dear sweet tits hope it's the industry reacting to the waves GME is going to make.