

Title: The upcoming GameStop NFT marketplace. What we know, what to expect and why it's going to be a huge success story.

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**\*\*TL;DR:** GameStop will not only launch an NFT marketplace, but also integrate it into a gaming launch app. There are two variables that will be important to GameStop: the community as content creators and liquidity. Both will be provided through the connection of Loopring and Immutable X, and GameStop will serve as the catalyst here. Through the NFT marketplace / Gaming Launch app, people will be able to launch blockchain games and at the same time trade all assets of these games there (Global Order Book by IMX). Traditional game studios are targeting top-down marketing of NFTs as assets (e.g., Ubisoft). GameStop does not draw money from the actual NFTs, but from the transactions made. GameStop is interested in as many users as possible creating content, playing and trading games, as they earn money from every transaction. This is a fundamental difference from previous use cases and puts the gamer or creator at the center (unlike Ubisoft or Steam). This paradigm shift will cause GameStop to explode.\*\*

As a shareholder and as a gamer, I am equally excited about the future of GameStop. Regarding the GameStop NFT marketplace, however, there is always contradictory and also wrong information that I (also) read very often in other subreddits. For this reason, in this post I want to give an overview of what we know about the GameStop NFT Marketplace, what we can realistically expect for the future and why it will be a success story in my eyes.

# It is not just another NFT marketplace like [OpenSea.io](https://OpenSea.io)

We've known about the [GameStop x Immutable X partnership since 03/02/2022](https://news.gamestop.com/news-releases/news-release-details/gamestop-forms-partnership-immutable-x). While Immutable X is also active in the traditional NFT space ("JPGs" or Collectibles), Immutable X grew out of a desire to develop blockchain games. Immutable X has numerous partnerships itself. Be it with larger companies (TikTok, VeVe, Nike, etc.) or with game studios (Illuvium, BLOCKLORDS, PlanetQuest, etc.). They are all part of the IMX ecosystem, which in turn will be integrated into the GameStop NFT marketplace. This means that after the launch, all digital assets of these companies or products will also be tradable in the GameStop NFT marketplace: ["Immutable X is integrating its global order book into the GameStop NFT marketplace. Bringing existing and future projects on Immutable X Layer 2 to GameStop, including Gods Unchained, Guild of Guardians, Ember Sword and others."](https://www.tokeninsight.com/en/latest/2583) This also means that in-game assets will be tradable through the GameStop NFT marketplace in the future.

# GameStop Wallet and GameStop NFT Marketplace

We can expect that GameStop will not launch an [OpenSea.io](https://OpenSea.io) clone. GameStop's focus is, of course, more on the gaming sector. Traditional digital gaming stores like Steam, Epic Games et al. deliberately avoid the blockchain space. Nonetheless, the concept of these launch apps (such as Steam as a game library) has become established. However, unlike traditional games, blockchain-based games do not need to be purchased, they are usually F2P and the money is generated by the studios through the in-game economy or buying assets. For this reason, it is important for these games to have as much liquidity as possible. This is also why the partnership with GameStop is so important for Immutable X: GameStop brings countless new gamers and enthusiasts into the NFT gaming world. For NFTs and the blockchain in general, even more than for other asset classes, "liquidity is king!". Therefore, it seems like a logical step for all parties involved (GameStop, Immutable X, and all other game studios) to have GameStop develop a launch app for the games that are included in the GameStop ecosystem. The context of the NFT marketplace / launch app can be visualized roughly like this:

<https://preview.redd.it/c876ubq55e191.png?width=916&format;=png&auto;=webp&s;=a65bc1e48fcb0957>

## # One place for everything: gaming, creating and trading

The advantages are obvious. It's been described for quite some time that the GameFi space will be the catalyst par excellence for NFTs. Many keep pointing out the old familiar example here, "Yeah, you don't really hold your property in Steam, imagine if you could actually own your CS:GO skins." Most people then argue that they don't need this and a solution is being created for a problem that doesn't exist. I'm going out on a limb here, GameStop is not targeting this traditional games market. The point is obvious and can also be seen in the NFT marketplace slogan: "Power to the **Creators**. Power to the Collectors. Power to the Players." All previous NFT attempts in the gaming field have failed due to a top-down concept. Skins or similar were given by the publisher, which the user was supposed to buy at an extra price, because the supposed unique selling point "NFT" justified this extra price. The users rightly felt fooled and thus tend to reject NFTs since then. Why L2 (Loopring) is so important to GameStop, however, is not just because of the very cheap fee when trading assets, but because minting objects is also so incredibly cheap. NFTs have always thrived on the community. It's a grassroots movement at its core. Accordingly, in the future of gaming, the most important thing will be that content created can be minted as NFT and will be tradable on the trading floor as well as in-game. This is the real added value of NFTs in games. We also see it in sandbox games like Minecraft or Roblox: the community is the most important thing and content from the community must be tradable for the community and assignable to owners. In NFT gaming, it is not per se a question of a sword as an item from Diablo III being usable in another game (which is fundamentally conceivable). But of course, this will be severely limited by the genre and setting. The most important thing will be that content in games can be created by the community and can be traded in the games as well as on the GameStop NFT marketplace. And the whole thing only makes sense if there is enough liquidity, because as we know: "Liquidity is king!". For the reasons mentioned above, the GameStop NFT marketplace will explode in perspective in my eyes, because this will undoubtedly be a novum. Haters are gonna say: that is probably not gonna happen, it's purely speculative. Well, weren't we talking about GameStop creating a Wallet and a NFT marketplace since basically 12 months? Creating such a gaming launch app and enabling minting ingame assets for the users would be the most logical step towards a Metaverse gaming.