

Title: Gamestops partnership with Microsoft

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As you probably heard, Microsoft are buying Activision/Blizzard for \$70bil

These articles got buried a long time ago.

<https://news.microsoft.com/2020/10/08/gamestop-announces-multiyear-strategic-partnership-with-microsoft/>

<https://arstechnica.com/gaming/2020/10/microsoft-will-give-gamestop-a-share-of-xboxs-digital-revenues/>

So Microsoft have a deal with gamestop that they share a % in all digital gamedownloads, dlcs, microtransactions & subscriptions on xbox consoles sold by them.

Microsoft now own some of the biggest publishers as a lot of company's are in rush to create "metaverses"  
- Call of Duty, skyrim, fallout, overwatch, diablo, world of warcraft, candy crush and so on

"Through this partnership, GameStop will standardize the Company's business operations on Microsoft's cloud solutions and hardware products to deliver rich new digital experiences to customers, creating the "ultimate gaming destination" for gamers in its vision to be the premier omni-channel customer access point for video game products"

"The partnership aims to advance GameStop's key strategic pillars and extend its digital omni-channel ecosystem"

Would it be safe to say, potentially they are building the nft marketplace using microsofts technology?