

Title: GME posting NFT GIFs - ah-ha moment

Author: Xcentric7881

Created 2022-08-31 14:25:59 UTC

Permalink: /r/GME/comments/x2ezis/gme_posting_nft_gifs_ahha_moment/

Url: https://www.reddit.com/r/GME/comments/x2ezis/gme_posting_nft_gifs_ahha_moment/

I've been mildly disappointed that the NFT marketplace only has images in it, and that Gamestop was publishing some of its own there too - I wondered why it wasn't demonstrating for example 'pure' ticketing that stopped touts reselling for major profits, and so on.

But I think I may have an idea why they have done this. They are now clearly in the business of creating GIFs and offering them on their marketplace - it's a core part of their business model. They get both creator fees and transaction fees from the selling and on-selling; it's a perfectly legitimate business model. Like me opening an art shop and selling my artwork, plus other people's too. Why does this matter?

Because when they offer an NFT artwork as a dividend, they are not operating outside their core business, so are not manipulating any market, they are just offering a usual product to shareholders. So it makes an NFT dividend much more core to their business.

And for all the legitimate shareholders out there, they get their NFT GIF as they should do, and as they might expect from a company who is in the business, after all, of making NFT GIFs. No manipulation, no going after anyone, just legitimate business.

(I would post on SS but not enough RedditCredit to do so - feel free to crosspost)