Title: Sony announces a new loyalty program with digital collectibles as some of the rewards and clarifies they are not NFTs and the consumers actually rejoice in the fact that they will not have the freedom and true ownership of their own content to do with what they please. Beyond unreal.

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Created 2022-07-14 14:52:55 UTC

Permalink: /r/GME/comments/vyxrkf/sony_announces_a_new_loyalty_program_with_digital/

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