

Title: GameStop is launching its own NFT marketplace.

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The Verge: GameStop is launching its own NFT marketplace.

<https://www.theverge.com/2022/2/3/22914855/gamestop-nft-marketplace-immutable-x-ethereum-announcement>

The new GameStop NFT marketplace is supposed to launch later this year. It's built on Immutable X, a platform based on the popular Ethereum cryptocurrency blockchain. Designed by Immutable, the company behind the NFT trading card game Gods Unchained, Immutable X is intended to mitigate the biggest drawbacks of Ethereum: its massive energy consumption and the high associated "gas fees," which can add exorbitant processing costs to any transaction. The protocol combines hundreds of thousands of sale records into a single transaction that's written to the Ethereum blockchain; Immutable promises to make up for the environmental costs it does incur by paying for carbon offsets.