I have not posted for months, so forgive me for taking this post down a discussion path that others seldom go.

Sometimes people who try to advance business and predict it are shocked when old things become new again.

Let's consider the cons for sustainability of the current offering for digital games.

* Energy and vast private and public electronic communications channels in an on-demand design delivers game code to end users (customers).
* Such a content delivery model requires source code elaboration to stifle piracy and malware.
* Credit transactions are validated wholly electronically with only digital guarantees.
* Private data becomes tradeable through game publishers and their market partners.

Contrast that with the pros of service that GameStop facilitates.

* Innovative delivery of game content does not require high cost of infrastructure, which could involve political deals to access state property or to establish private rights of use.
* The only possible risk is theft of unsold merchandise, limited to location availability.
* Most retail locations still have living persons validating transactions, which includes cash.
* Intermediaries do not have a wedge into customer private data without that customer first signing a contract for a card issuance or such.

Clearly, GameStop's physical stores retain attractive services needed by game companies with competent leadership.

Since our thinking caps are on, let's do better than just comparing pros and cons. Let's do what real business thinkers do. Let's imagine the future of the company, and, by that, we must consider gaming evolved.

This brings this discussion back to making old things new again. You know, consoles shouldn't have been able to resurge after the personal computer put the power into a single desktop computer. Yet, the game console market has strengthened over decades. Have you ever questioned why? {Fear not, I'm going to keep this short.}

Ownership is an important part of "consumerism." It's not enough to purchase. Consumers purchase to execute their right of use. You have the right to eat the food you buy ... generally. You have the right to watch a movie after buying theater tickets to view it. You get the point. People buy things to have things. How good does it feel to download that next 100 gigabyte game? Do you have drive space for it? Do you have time? Console cartridges or discs feel like ownership when held and placed into the console. Doing so takes very little time. Acquiring a new game is as easy as going to GameStop (or some other place).

It's about that time, don't you think? An evolution in gaming is coming, and it will require a retail outlet with physical locations all over the world to sell physical media; probably the size of thumb drives; that holds value worth purchasing, rather than downloading. A compact storage that includes a game; obviously; but also quality of use implements, like an audio player for game audio files, a video player for game video files, a mini operating system that provides an interesting experience, game information for game trivia fans, and maybe special extra memorabilia. Things that would be expensive to add as a download. Things that only feel valuable when delivered in a tiny physical container the size of a small thumb drive.

Everything gets smaller, right? Mobile devices are smaller than desktop computers. Consoles will get as

small as mobile phones or pads. No more odd bulk to handle. It *will* happen. When it does, GameStop can serve its original purpose again, in addition to its new offerings.

Computing is nearing the end of the miniaturization phase for practical purposes for human end users. Processing is nearing its peak performance, because of electricity and substrate constraints. The future is not on-demand digital delivery of time leased content. The future is in diverse offerings of storage capacity in easily transported physical valuables for extended ownership. The physical products will probably take on multiple roles, like a physical and electronic combo key for car and home that also stores x games and save files. You might go to GameStop to purchase a couple new tiny game drives, but get sold on also downloading another game onto your combo key drive's extra space using GameStop's local database, rather than doing so on your home bandwidth.

Take care of yourselves.