

EDITION #6

BGA

**BLOCKCHAIN
GAME
ALLIANCE**

AUGUST 2025

SNAG SOLUTIONS

**RETHINKING LOYALTY:
BUILDING INCENTIVES
THAT MATTER**

404 .XYZ

**BLOCKCHAIN AND OPEN
SOURCE AI FOR GAMES**

BGA SURVEY

**YOUR VOICE. YOUR
VISION. SHAPE THE
FUTURE OF GAMING.**

A WORD FROM BGA PRESIDENT

Welcome to this month's edition of the BGA Magazine!

"Web3 Gaming is dead." We've all heard it. And sure, many projects have shut down, others pivoted, and some quietly vanished. But let's not kid ourselves — failure is nothing new in gaming. In Gaming, the vast majority of games — over 70% — never reach profitability. This industry has always thrived on iteration, copying, remixing, and the occasional breakout hit that changes everything.

What makes Web3 different isn't the risk — it's the visibility of that risk, amplified by token dynamics, market cycles, and the constant pressure to launch before you're ready. That's why we're seeing more teams refocus on fundamentals: gameplay, community retention, and design that blends the best of Web2 and Web3. That's not a regression. That's maturity.

We're in experimentation mode. Some are testing Battle Pass mechanics with NFTs, like The Sandbox. Others are blending Telegram UX with wallet onboarding, like Hamster Combat. Games like MapleStory M have generated over \$1.2M in on-chain fees, proving that real revenue is possible — even today. And beneath the noise, we're seeing momentum: Off the Grid, Pixels, NFL Rivals, and Axie Infinity are building strong economic loops and engaged player bases.

We've just launched our Networking Tool, giving members a direct line to one another — to build alliances, find collaborators, meet investors, and get support. We're doubling down on connections that matter. At TOKEN2049 Dubai, we brought creators and capital face to face. At EthCC Cannes, we dived into the trends shaping the next wave — not just airdrops and DAUs, but Return on Reward Spend, new payment rails with stablecoins and retention that drives real economic participation.

We've seen it before: the gaming industry doesn't need mass consensus — it needs one breakout hit. And when it comes, the energy, funding, and players will follow. Our role at the BGA is to help create the conditions for that moment — not with hype, but with infrastructure, collaboration, and resilience.

Let's keep building — even in the silence between waves.



Sebastien Borget
President
Blockchain Game Alliance

CONTENT

8

Rethinking
Loyalty: Building
Incentives That
Matter

12

Everreach Labs' Vision
for the Future
of Interactive Gaming

14

How can we leverage
both blockchain and
Open Source AI for
Games?



2 A Word from BGA President

3 Content page

4 BGA State of the Industry Report 2024
In collaboration with Emfarsis

8 Snag Solutions - Rethinking Loyalty: Building
Incentives That Matter

10 How Gaming Can Turn Climate Action Into Real,
Visible Impact

12 Everreach Labs' Vision for the Future of Interactive
Gaming

14 How can we leverage both blockchain and Open
Source AI for Games?

16 Decentralized Infrastructure: A New Paradigm for
Game Development

18 KYC That Doesn't Break the Game

20 BGA Side Event | Tokyo Game Show

21 The BGA Magazine: A Resource for Web3 Gaming

22 Gold Members

23 Silver Members

24 Why Join the BGA?

26 BGA Events Calendar 2025

27 BGA 2025 State of the Industry Report



BGA BLOCKCHAIN
GAME
ALLIANCE

2024 STATE OF THE INDUSTRY REPORT

DOWNLOAD NOW



BGA Annual Report

2024

State of the Web3 Gaming Industry Report 2024

With 600+ respondents, this year's report is the largest to date. The industry survey asks professionals across Web3 and Gaming to share their insights and opinions on the current state of the Industry. This provides key data to gain an overview of the ecosystem and look at the trajectory for the year ahead.

Key Stats

A **3X** increase in
this year's survey
response with
over **52.5%** from
the gaming
industry.





BLOCKCHAIN
GAME
ALLIANCE

2024 STATE OF THE INDUSTRY SURVEY KEY TAKEAWAYS

DEMOGRAPHICS



3X

increase in the number of survey participants, compared to the 2021 survey



52.5%

of blockchain gaming professionals come from gaming, not crypto



17.3%

female representation highlights an ongoing challenge with gender diversity

INDUSTRY DRIVERS



#1

benefit of blockchain games is asset ownership, as voted for four years running



4 OUT OF 10

say new models for revenue and rewards are the next biggest benefits



86.2%

say traditional games and IPs moving into Web3 has had the greatest positive impact

INDUSTRY CHALLENGES



53.9%

say onboarding challenges and poor UX are still the industry's biggest challenge



66.3%

say the main misconception against blockchain games is that they are a scam or Ponzi



29.5%

of the industry is also fighting the misconception that Web3 gaming is full of bots

“ In 2025, Web3 gaming will see the release of its first blockbuster titles, marking a significant shift towards mainstream acceptance. With enhanced player ownership, integrated AI, and evolving economic models, the sector is set to redefine digital entertainment while attracting traditional gamers.

**NICOLAS GILOT**

CEO AND FOUNDER



”



REGIONAL INSIGHTS

In 2024, 71.1% of respondents recognized digital asset ownership as the top benefit of blockchain gaming, a consistent trend since the first BGA survey in 2021. The concept of asset ownership has evolved significantly over the years. For instance, the preliminary play-to-earn model that became popular in 2020 and 2021 required ownership of NFT assets to be able to play blockchain games. Then from 2022 onward, the free-to-play model was embraced by most blockchain games in order to improve accessibility and reduce onboarding friction, making asset ownership optional. Even so, blockchain gaming professionals still believe that the biggest benefit of blockchain gaming is asset ownership, which is significant as it lays the foundation for true digital property rights, enabling players to retain, trade, and monetize their in-game assets across platforms and ecosystems.

The survey reveals regional differences in perceived benefits. Asia and Latin America continue to prioritize player rewards, driven by the popularity of play-to-earn (P2E) games as alternative income sources in emerging markets.

Meanwhile, North America and Europe emphasize new revenue models and decentralized ownership, tapping into more traditional monetization approaches while integrating blockchain's potential to enhance player ownership and engagement

In 2024, 71.1% of respondents recognized digital asset ownership as the top benefit of blockchain gaming, a consistent trend since the first BGA survey in 2021.

TOP 3 BENEFITS OF BLOCKCHAIN GAMING



Optimism about blockchain adoption in gaming remains strong amongst industry professionals, with 54.6% predicting that at least 20% of the wider gaming industry will adopt blockchain within the next 12 months.

BGA BLOCKCHAIN GAME ALLIANCE 2024 STATE OF THE INDUSTRY SURVEY

“ Web3 is about democratizing access to economic opportunity. In the case of YGG, our mission has always been focused on bringing those opportunities closer to our community, so they can earn rewards for their contributions to the Web3 gaming ecosystem. We started with games, and now we are expanding to include gamified experiences across other new technologies converging with Web3, such as AI and DePIN. In the coming years, we will see that the future of play intersects with the future of work.”



BERYL LI
CO-FOUNDER
YIELD GUILD GAMES



Big tech companies like Sony, Amazon, and Google exploring blockchain technology and gaming companies like Ubisoft experimenting with blockchain also indicate a continued rise in interest in exploring the technology's potential to reshape the gaming landscape and beyond.

BGA BLOCKCHAIN GAME ALLIANCE 2024 STATE OF THE INDUSTRY SURVEY

“ The original form of play-to-earn revealed the limitations of its unsustainable economic model. However, it proved valuable as it paved the way for a vibrant economic experiment within live games. Today, play-to-earn continues to evolve, focusing on incentivizing constructive behaviors rather than extractive ones, fostering creativity through user-generated content, and promoting more community-driven economies.”



NICOLAS POUARD
VP, STRATEGIC INNOVATION LAB
UBISOFT



“In 2025, Web3 gaming will see the release of its first blockbuster titles, marking a significant shift towards mainstream acceptance. With enhanced player ownership, integrated AI, and evolving economic models, the sector is set to redefine digital entertainment while attracting traditional gamers.”



NICOLAS GILOT
CEO and Founder
Ultra

RETHINKING LOYALTY: BUILDING INCENTIVES THAT MATTER

As co-founder and CEO of Snag Solutions, Zach Heerwagen has helped shape the infrastructure behind some of the most innovative NFT marketplaces and loyalty mechanics in the space — including partnerships with OpenSea and top-tier gaming studios. In this conversation, we dive into the hard truths behind incentive design, the technical challenges of scaling loyalty across ecosystems, and what it really takes to build programs that reward meaningful user behavior.

Flavien (BGA) : You often describe how unsustainable rewards can hurt long-term community growth. What do you think Web3 loyalty programs get wrong today — and what should be the new playbook?

Zach Heerwagen: The fundamental problem is that the hundreds of thousands of followers expected by exchanges and VCs lead projects to cater to sybils and farmers who deliver zero value. More than 90% of incentive program participants who engage only in social and referral marketing tasks — without playing the game or contributing onchain — are sybils. Projects need to design rewards that incentivize meaningful actions and drive real business growth.

How do you design rewards that drive meaningful player or user actions?

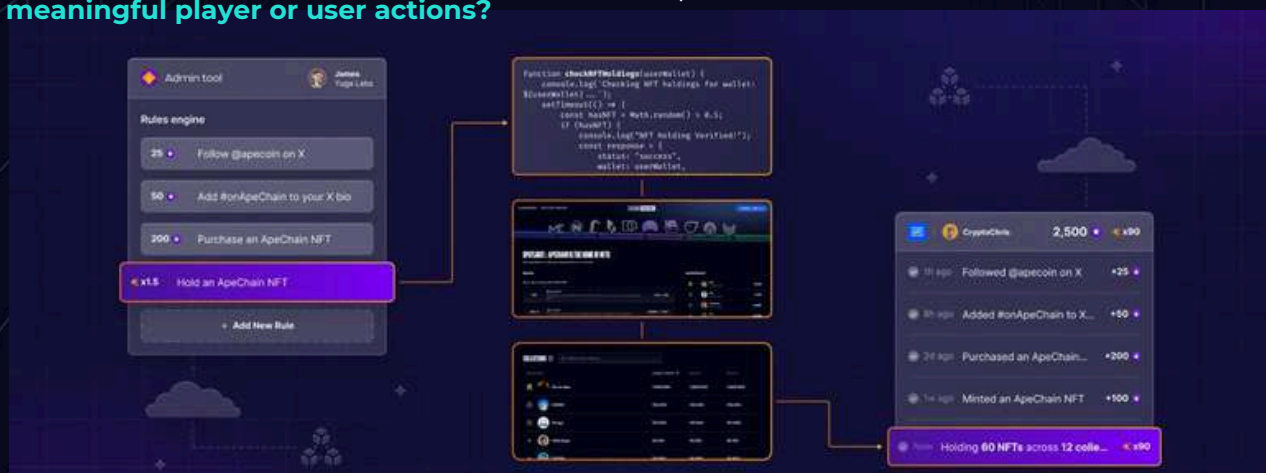
Every program is different, but the key is to reward a variety of social & marketing, in-game, and on-chain achievements so that only users that drive real value are able to earn meaningful rewards. This can be achieved either by differentiating reward pools by contribution type or via intelligent program design.

What have you learned about aligning incentives across users, creators, and platforms ?

If you don't have an active game and a clear line of sight to revenue, it's too early to start rewarding users with tokens. Revenue is what enables games to sustainably reward users and build incentive-driven platforms.

You've worked with OpenSea, one of the largest NFT platforms, building custom solutions. What lessons from that experience are particularly relevant for the gaming sector?

The biggest brands have the highest standards, and the deal required extensive work to support sub-100ms call times expected by enterprise and AAA gaming titles. Crypto is just beginning to mature toward 'Web2-quality' UX — the level needed to scale to billions — and OpenSea is one of the few apps already delivering on that promise.



How do you see loyalty programs blending with in-game economies? Can loyalty points, badges, or tokenized rewards become more meaningful “currencies” inside gaming ecosystems than regular in game currencies?



I loved what one of our partners Voya Games did in their recent Project Voyager Launch campaign building a game on top of the game letting users earn ‘gems’ for completion of both in-game and social quests powered by Snag APIs.

Those gems were then spent on gear that generated multipliers for subsequent missions completed and enabled users to move up a leaderboard tied to the competition for future onchain, DinoCoin, rewards.

Off-chain currencies enable infinitely more gamification, leading up to permanent financial rewards. Games are the best place to play with these mechanics.

What are the biggest technical challenges when running loyalty programs at scale, especially for ecosystem (chains) with multiple games and communities?

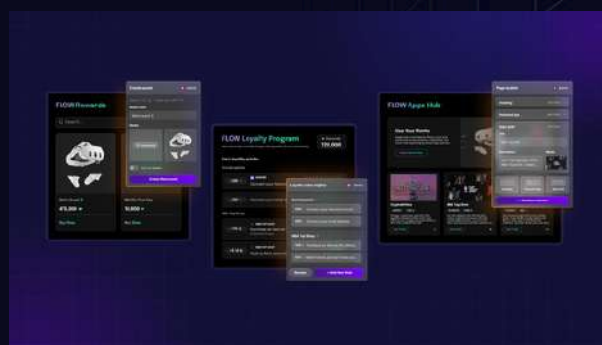
Setting a rewards campaign up for success requires significant effort. Managing both blockchain and social data integrations to maintain 99.9%+ logic accuracy can be incredibly challenging – especially when it's not a priority for a dedicated engineering team.

Beyond data and logic accuracy, spikes in traffic driven by sybil activity pose serious challenges for reliability and scalability. We've seen over 100 transactions per second during top partner launches – on par with platforms

like Twitter – and now manage tens of millions of monthly loyalty transactions across 50+ partners.

Over the past six months, we've invested heavily in optimizing our databases and servers to support the largest projects in Web3

Looking ahead, what's the next frontier for Web3 loyalty programs? Are there trends or technologies you're especially excited about?



With onchain transaction costs approaching zero, we're excited to explore hybrid reward mechanics across onchain and offchain systems.

Partners like Camp Network are already posting points onchain via burn-and-mint tokens to create decentralized records, unlocking new ways to reward top users and drive volume.

There's huge potential to bring program mechanics like badges onchain as NFTs, and to experiment with multi-currency reward systems across ecosystems.



ZACH HEERWAGEN
CEO & CO FOUNDER
SNAG SOLUTIONS

How Gaming Can Turn Climate Action Into Real, Visible Impact



What is GamesForest.Club?

GamesForest.Club is an interactive platform and a digital twin where studios, publishers, and communities build a virtual forest that funds real-world restoration and protection. Each forest plot connects to verified projects—think female-led agroforestry in West Sumatra or rainforest protection in Peru—and updates with transparent progress metrics you can share on your website, inside your game, or with your community.

This isn't symbolic. It's practical, pluggable infrastructure for action: link in-game achievements to tree planting, celebrate milestones with your audience, and turn tournaments or season passes into catalysts for regeneration. With GamesForest.Club you can make climate action part of the player journey.

Why Now: The Reputation & Momentum Challenge

Let's be honest: climate momentum is slipping. Attention is fragmented, funding is under pressure, and the window for meaningful action keeps shrinking.

At the same time, parts of the public still see blockchain as an environmentally bad actor.

That perception, fair or not, affects the entire tech and gaming ecosystem—recruiting, investment, partnerships, and player trust.

This is exactly why the Blockchain Game Alliance (BGA) is such a powerful stage. The BGA brings together studios that move fast, experiment, and build in the open. By acting visibly through GamesForest.Club, BGA members can change the narrative: not with slogans, but with verifiable impact.

What You Can Do—Start Small, Think Big

You don't need a massive budget or a long planning cycle. One tree in the digital twin equals €100. You can start small to support high-impact projects—and begin telling a different story about your studio and our industry.

Three simple steps to get moving:

1. **Pick a project** on GamesForest.Club that aligns with your values (e.g., rainforest protection or community-driven agroforestry).
2. **Create your virtual forest plot** with your branding and a short narrative about why it matters to your team and players.
3. **Connect it to your community**—announce milestones, run in-game challenges that unlock real-world planting, or let players vote on which project you support next.

From there, scale at your own pace. Add more trees during launches, esports moments, or seasonal events. Tie planting to sales milestones, on-chain achievements, or creator collaborations and grow your impact.

Ideas you can ship fast:

- **Achievement → Action:** Unlock a “Green Guardian” badge when a community planting target is hit.
- **Seasonal Pass Add-On:** Dedicate a small share of a season’s proceeds to plant a set number of trees.
- **Tournament Rewards:** Winners choose which project receives the next planting round.
- **Visible Impact Hub:** Embed your live forest metrics on your site and in your launcher.

Why It Helps the Whole Ecosystem

For studios: it’s brand credibility with players, investors, partners, and press—plus new storylines that energize your community.

For the BGA: it’s proof that the tech scene delivers solutions, not just whitepapers.

For the broader public: it’s a clear, trackable rebuttal to outdated assumptions about blockchain and sustainability.

Most importantly, this is not about offsetting headlines. It’s about designing for impact—weaving regeneration into how we build, launch, and play.

Meet Us, Learn More, Shape What Comes Next

Right now, we’re starting with member-led action through GamesForest.Club—and Gamescom 2025 is your chance to be among the first. If enough members join in, we can grow this into something even bigger: a collective BGA presence that showcases the industry’s commitment to climate action.

From there, the possibilities open up: richer storytelling tools, live forest stats integrated into games, and access to an even wider range of projects—including European-based sites. The more we do together, the stronger the impact and the bigger the story we can tell.

Call to Action: Lead with Purpose

The BGA has always been about community, experimentation and delivering the next big thing. This is a chance to prove it where it counts—by turning player energy and studio creativity into measurable climate outcomes. Tell your story. Invite your players. And let’s shape the future together.

Get involved: visit www.gamesforest.club, email Georg@gamesforest.club, or talk to us at the BGA booth at Gamescom 2025.



EVERREACH LABS' VISION FOR THE FUTURE OF INTERACTIVE GAMING

At the intersection of Web3 innovation and Twitch-fueled gameplay, Everreach Labs is rewriting the rules of player-spectator engagement. We sat down with the CEO, Nicolas Bougartchev, to unpack how their latest title, REVENGE, is turning streams into experiences and spectators into active participants.

Flavien (BGA) : You just came back from an incredible TwitchCon experience. Tell us: when you were watching the streams and the live reactions, what moment gave you that “this is it” feeling — that Everreach Labs is really breaking new ground?

Nicolas : TwitchCon was a defining moment for us. Watching players dive into REVENGE for the first time and seeing chat shape the game in real time was electrifying, but what really stood out was the energy when players jumped into the build, lined up to play, and immediately started telling their friends how amazing it was.

We kicked things off with a Twitch panel introducing the game and kept a dedicated livestream running throughout the event, giving our online community a front-row seat to every match and letting them feel like they were right there with us. Some viewers even felt the hype so strongly that they traveled across borders just to experience it in person, and in that moment we knew we were building something people truly care about and that we're moving in the right direction.

At BGA, we see “onboarding and UX” as one of the industry’s top challenges. REVENGE seems to flip this on its head by targeting Twitch’s massive Web2 audience.

How did you approach building a game that feels native for both Web3 and Web2 players?

We're approaching this with a few key priorities. First and foremost, we're focused on creating a game that's genuinely fun and high quality, so it resonates with players no matter if they come from Web2 or Web3.

On top of that, our CROWDPLAY features are built to make watching the game just as exciting as playing it, giving spectators a real role in the experience. Finally, we're taking a collaborative, community-driven approach where player feedback shapes our decisions while also leveraging strong partnerships to ensure the experience feels seamless and natural for everyone involved.

From dynamic NFTs to in-game oracles, Revenge is experimenting with player-spectator interaction in ways we rarely see, even outside Web3. How do you see this shaping the future of gaming engagement models?

We're shaping a future where games naturally include spectators as part of the experience, because in so many titles there are already more viewers than players and finding ways to bring that audience into the game itself is key.

As this kind of engagement grows, it's going to influence everything from how economies function inside games to how studios think about monetization and long-term sustainability, but at the core it's about building a stronger connection between the people playing and the people watching. That level of interaction is going to start with gaming, and over time, it's going to spill over into other areas of entertainment as well.

TWITCH PARTNERSHIP



x



Let's talk tech. You've said the Twitch API integration was built into the core of Revenge, not added on later. What was the biggest technical challenge your team faced in making this seamless, real-time Crowdplay system work?

The biggest challenge is building the game around the Twitch API from the start instead of just adding it on later. We have worked through things like timing delays and syncing interactions so they feel live while making sure everything runs smoothly no matter where or what device players are on. It has taken a lot of iteration, but now we have a system that is stable and still keeps the gameplay fun and immersive.

With that solid foundation, we can now focus on the exciting part where we get creative and explore how far we can push CROWDPLAY gaming from here.

I loved hearing about MARA, the AI villain turned community persona. AI integration into games is a major trend—do you see Mara evolving into a blueprint for future NPC/AI characters across Web3 games?

Yes, we intend for MARA and other characters to evolve into autonomous agents that can stream, play with users, and develop their own presence within the

game and ecosystem. Players will be able to form personal relationships with these characters.

MARA, for example, will engage with players live on stream, remember interactions, and trigger special in-game events. This type of dynamic interaction is something we believe will become a standard in the future of gaming.

You've got over 100 content creators now signed onto your creator program. What advice would you give other Web3 studios trying to build authentic creator and streamer partnerships?

Be transparent and build trust. Meet creators where they are, listen to them, and include them in the process. Do not make everything about Web3. Focus on the players, the creators, and the experience you are delivering. When you create something that brings value to them, they will naturally want to share it. Uplifting creators helps everyone succeed, and that is how the entire ecosystem grows together.



NICOLAS BOURGATCHEV
CEO & CO FOUNDER
EVERREACH LABS

How can we leverage both blockchain and Open Source AI for Games?



At the crossroads of blockchain and open-source AI, 404 is building the infrastructure for a new generation of AI-native games. We sat down with their CEO, Ben James, to explore how these technologies can reshape game development and empower creators.

Flavien (BGA): Let's start from the top: How do you define the intersection of blockchain and open-source AI in the context of gaming? What unique opportunities does this convergence unlock for developers and players?

Ben James: I would define the intersection as a permissionless, cryptographically enforced commons where open-source AI models live on chain and are economically incentivised to evolve. What this means for gaming is that we are entering a new genre of AI-native games that will introduce innovations for both developers and players ranging from realtime world generation to personalised experiences to tokenisation and interoperability of User Generated Content.

404 builds on Bittensor's decentralized AI network. Why is decentralization critical for the future of AI in games? Why do we need trust, traceability, or fairness in generative content?

Decentralization is critical for the future of AI and AI is critical for the future of games. Decentralization allows game developers and ultimately players to not be reliant on a centralized entity - this has technical advantages (e.g. there is no single point of failure) and more importantly this has philosophical advantages (e.g. there is no single source of censorship and trust over our content and synthetic intelligence). Decentralization shifts key components of generative design to market-based incentive mechanisms with traceability and permissionless algorithms ensuring players and developers are the owners and agents of their work both now and in the future.

Your Unity plugin turns text prompts into 3D assets using open-source AI. How does blockchain play a role in that pipeline — beyond compute decentralization?

Blockchain provides the incentive layer within our decentralized compute framework. The output of this network (3D assets) have associated metadata to track ownership and authenticity to different participants who helped generate, validate and create the assets. This data can be used by developers to ultimately integrate programmatic revenues or even cross platform compatibility (by storing data like model, seed and prompt). At the moment, this is nascent and evolving meaning that developers who work with the outputs of our tech will have a meaningful

impact on determining how strong a role blockchain should play within their specific applications and games.

For indie studios or solo devs, how does combining blockchain and open-source AI lower the barriers to building quality games?

AI won't replace game developers, but game developers using AI may replace those not using AI. This is because with AI a small indie team or even solo developer is capable of producing so much more content, this is not limited to the 3D world itself - what 404 specifically focuses on - this includes NPCs, narrative / dialogue, level design, animation and much more. The quality of games will still be based on the creativity of the human input - simply using AI won't make a game higher quality, but it will allow a developer to focus on the creative aspects (e.g. iterating over aesthetic different styles of the world within minutes rather than months) that ultimately will make the game successful.

What new gameplay mechanics or game genres do you think this stack — blockchain + open-source genAI — could make possible?

I think an AI-native gaming genre means at runtime generation, this makes possible larger worlds, more personalized experiences, and more expansive user generated content. It also changes the cost structure and timing of game development to allow AAA quality at indie costs, new business models with programmatic revenues, and AI-focused variants like play-to-train games.

How do you balance open-source principles with commercial viability, especially when deploying on platforms like Unity Asset Store?

I see open source as a community-oriented approach towards AI, helping each other by standing on the shoulders of giants to improve. This isn't at odds with commercial viability, arguably the opposite especially when we consider blockchain capabilities like programmatic revenues and visibility into tracing authenticity and ownership.

Looking forward, what role do you see 404 playing in shaping a creator-owned, AI-powered game economy?

404 can grow into the foundational technology layer to power creatives in creating and owning immersive 3D worlds (in real time and at runtime), and this isn't limited to gaming but will shape film, VFX and XR in the future.



BEN JAMES
FOUNDER
404.XYZ



DECENTRALIZED INFRASTRUCTURE: A NEW PARADIGM FOR GAME DEVELOPMENT



The landscape of game development is undergoing a significant transformation, with decentralized physical infrastructure networks (DePIN) emerging as a powerful alternative to traditional cloud services. A recent BGA online discussion featuring experts from Aleph Cloud, Yom, and GAIMIN shed light on how DePIN not only serves as a cost-cutting tool but also offers strategic advantages in scalability, ownership, performance, and user acquisition for game developers.

The Shortcomings of Traditional Cloud Providers

Traditional infrastructure providers, while ubiquitous, often fall short in meeting the unique demands of game developers. Nokkvi Ellidason, CEO of GAIMIN, highlights that game developers have a distinct need compared to other businesses: user acquisition incurs significant costs before revenue is generated.

This means that every game download can lead to a fee to a traditional infrastructure provider, which can become a substantial burden once initial grants run out.

Beyond cost, the foundational paradigm of centralized servers presents inherent limitations. Jeff Outlaw, CXO at Yom, points out that the increasing demands of AI are driving up GPU power costs on centralized servers, making them progressively more expensive. Furthermore, traditional servers, despite having multiple locations, cannot achieve the proximity to end-users that decentralized networks can, leading to higher latency.

Clement Fermaud, Head of Marketing for Aleph Cloud, emphasizes the lack of flexibility, noting that services from major cloud providers like AWS, Azure, or Google Cloud often come with fixed, high costs that do not allow for "à la carte" selection based on specific, fluctuating needs.

DePIN: A Multifaceted Solution for Modern Gaming

Decentralized infrastructure directly addresses these gaps by offering a model that is inherently more flexible, cost-effective, and aligned with the dynamic nature of game development.

Revolutionizing Cost and Scalability One of the most compelling arguments for DePIN is its economic advantage. Gaming, for instance, focuses on distributing computational power from gamers and can offer 60% to 80% reduction in distribution costs. Jeff Outlaw quantifies this further, stating that DePIN can lead to "a 95% savings" compared to traditional models. This massive saving is partly due to the decentralized nature of the networks.

Unlike traditional providers who incur significant capital expenditure building and maintaining large data centers (a combined \$265 billion announced by AWS, Google, and Microsoft in recent months), decentralized networks can scale rapidly through marketing campaigns that onboard individual contributors. As Nokkvi explains, while a large data center takes 5 to 15 years to develop, DePIN can increase its network by 50% with just "one successful marketing push".

This distributed model also means that costs are incurred only when services are actively used, eliminating the need to reserve and pay for unused capacity. Clement also notes that decentralized providers often operate with "smaller teams" leading to "a lower cost" structure.

Enhanced Performance and Reach

DePIN significantly improves performance by reducing latency and broadening distribution. By leveraging a network of distributed nodes, often located close to end-users, decentralized infrastructure minimizes the number of "hops" data needs to travel, ensuring lower latency for gamers.

YOM, for example, specializes in streaming video games by aggregating gaming rigs from homes into a large cloud, allowing games to be streamed from machines "very close by" to the player.

The distribution capabilities are particularly transformative for game developers. YOM enables games to be streamed directly into platforms like Discord and Telegram, or embedded on any website, without requiring players to download or install the game.

This "viral spread" capability is especially beneficial for independent developers who struggle to stand out on crowded platforms like Steam or Epic Store.

Large studios are also exploring the potential of DePIN for innovation. Ubisoft, through its tailored business unit focusing on web3 games, partners with Alpeh Cloud to run nodes, generate dynamic NFTs with metadata storage, and even integrate AI agents that can vote on game DAOs based on player behavior. This demonstrates how decentralized infrastructure can be used to build entirely new game mechanics that are native to web3 principles.

In conclusion, decentralized infrastructure represents more than just a cost-saving measure for game developers. It offers a strategic advantage by providing unparalleled scalability, reducing latency, opening up new user acquisition channels, and enabling innovative web3 game mechanics. Far from being a minor component, DePIN is fundamentally reshaping the future of game development, offering a more democratic, efficient, and community-driven approach to creating and distributing digital experiences.



Flavien Defraire
Dir. Global Dvlpt
Blockchain Game
Alliance

KYC That Doesn't Break the Game

An interview with Bryan Noller, Head of Sales at ARGOS, on delivering KYC solutions for its clients in the gaming industry.

In the first place, why do gaming projects interacting with NFTs and on-chain rewards need KYC?

Bryan Noller: When you invite a global audience to trade digital assets, you inherit real financial risk. KYC verifies that real people—not bots or bad actors—are behind accounts, which protects users, partners, and the studio itself. It's foundational for projects like MapleStory Universe if you want an economy players can trust.

What specific risks were you solving for?

The big ones in open ecosystems are multi-account abuse, money laundering risk, and a general lack of transparency in asset flows. Add to that non-compliance with regional rules and the constant pressure from bots and fraud. Our KYC stack is designed to reduce those risks simultaneously, so the platform can grow without constantly looking over its shoulder.

Argos often works in gaming environments where retention is critical. How did you approach balancing user experience and compliance in the MSU integration?

You do it with intent and timing. We don't throw a wall of forms at new players. Anonymous play is allowed in early, low-risk parts of the experience. Verification only triggers when behavior or features cross a risk threshold—think high-value trades or marketplace withdrawals. When it does trigger, it's fast: players connect a wallet on the web, scan a QR code on mobile, and complete eKYC in under 30 seconds. That's how you keep retention intact while still doing the right thing.

You've mentioned "identity-based pseudonymization." What does that look like in practice?

: We verify the person once, then immediately discard their personal documents. What remains is non-identifying context—age, gender, nationality—so the platform can enforce eligibility rules and meet obligations like GDPR without storing raw identity data. Players stay pseudonymous in-game, but the platform can prove it has performed the required checks.

How does Argos automate sanctions screening and regional restrictions for partners like MSU?

Automatically. We screen against authoritative global lists—OFAC, the U.S. Department of Commerce, SDN, and others—and we align enforcement with the publisher's policy and legal counsel. If a jurisdiction is sanctioned or a particular activity is restricted, the system can block or gate it. The aim is consistency: the same rules apply, everywhere, without manual moderation.

In your experience with MSU, what benefits beyond risk reduction did Argos' approach deliver?

Three things: user trust, platform security, and regulatory confidence. Trust because players know the economy isn't being manipulated by bot farms; security because high-risk actions are gated; and confidence because compliance is auditable. That combination makes partners more willing to integrate and spend time building on the ecosystem.

For Web3 studios like MSU that may not have large compliance teams, how do you help them start lightweight and scale over time?

Keep it lightweight and targeted. Our APIs let teams apply KYC only where the risk is real—marketplaces, cash-out flows, guild leadership—without re-architecting their game. You don't need a massive compliance department to do this well. Start with a narrow scope, prove it doesn't hurt conversion, then expand as your economy grows.

You've often described KYC as part of a “trust architecture.” How can that concept open new design opportunities for partners, as you've seen with MSU?

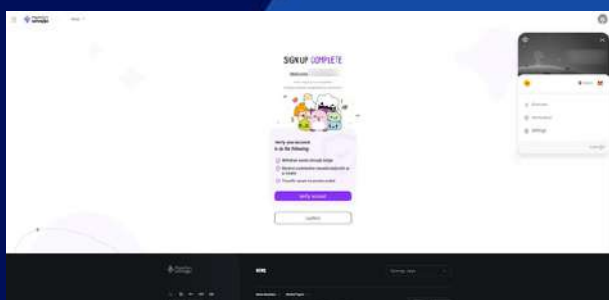
Lots. Verified status can be a key to premium features: running a guild, minting rare items, participating in high-stakes events, or listing in curated markets. It doesn't have to be punitive. It can be aspirational and community-protective at the same time. And the simple fact that identity checks exist acts as a behavioral deterrent, which improves the tone of online communities.

If you had one piece of advice for teams integrating KYC this year, what would it be?

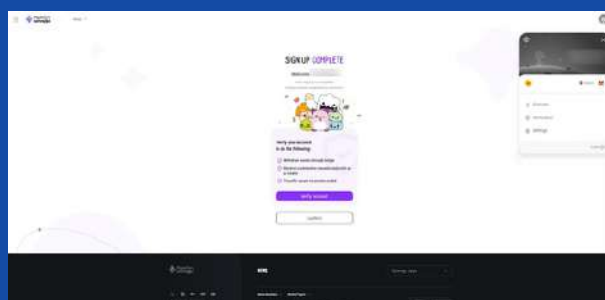
Treat identity like latency: keep it as low as possible and only where it matters. If you design KYC as a contextual, near-instant flow triggered by real risk, you get safety and scale without sacrificing fun. That's the bar for Web3 games competing for mainstream audiences.

KYC Verification for MapleStory Universe

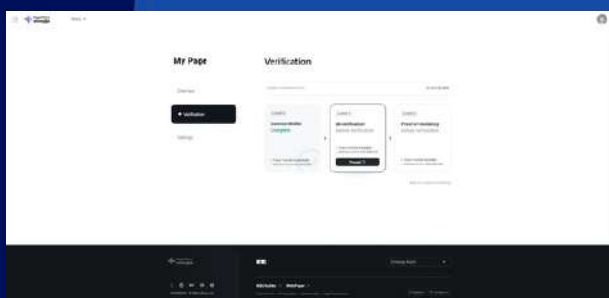
1. Connect your wallet on the web → Go to Profile > Verification



3. Scan the QR code to continue on mobile



2. Select the desired verification level



4. Begin mobile-based KYC verification



Find out how we're changing advertising
at <https://www.argosidentity.com/>

Level Up Tokyo Game Show : AI, Blockchain & Gaming Converge

This September, as Tokyo Game Show unites the global gaming community, the Blockchain Game Alliance invites you to take part in one of the most strategic gatherings of the week. At the Web3 Salon - TGS Side Event, we're creating an exclusive arena for AI and blockchain innovators, pioneering game studios, ambitious startups, visionary investors, and influential content creators to connect, collaborate, and accelerate the next era of gaming.

A Strategic Partnership Backed by JETRO

This event is co-hosted with Asia Web3 Alliance Japan and AI on Web3, and proudly supported by the Japan External Trade Organization (JETRO) — a government-backed agency dedicated to promoting innovation, supporting business expansion, and driving Japan's economic growth on the global stage.

For decades, JETRO has been the gateway for international companies entering Japan and a trusted accelerator for Japanese businesses going global. Their involvement ensures this event is not just a networking opportunity, but a high-impact business platform backed by Japan's most influential trade and investment organization.

What to Expect

- Startup Demos – Experience how AI and blockchain are reshaping gameplay, asset ownership, and monetization.
- Investor Meetups – Meet VCs actively funding the Web3 x AI gaming frontier.
- Global Perspectives – Learn from international leaders breaking into Japan and Asia.
- JETRO & BGA Support – Access hands-on guidance, market entry insights, and business matchmaking from two leading organizations in the gaming and blockchain sectors.



Whether you're a traditional gaming company exploring blockchain, a Web3 studio integrating AI, or an investor scouting the next big opportunity, this is your direct bridge into Japan's vibrant gaming and tech ecosystem.

🗣️ Speaking and demo slots are limited

Let's build the future of gaming — together.

**REQUEST INFO TO
FLAVIEN@BLOCKCHAINGAMEALLIANCE.NET**

Powered by Web3 Salon
Supported by Asia Web3 Alliance Japan · JETRO · Blockchain Game Alliance

THE BGA MAGAZINE: A RESOURCE FOR WEB3 GAMING

The BGA is a place to find features on the latest developments in blockchain gaming. Pooling from the wealth of expertise across the web3 gaming ecosystem, this is a hub of shared knowledge, advancements, and the coolest web3 games in the space. You can find all the latest editions on our [website](#) via the QR code. ----->



**JULY 2025
ETHCC CANNES**



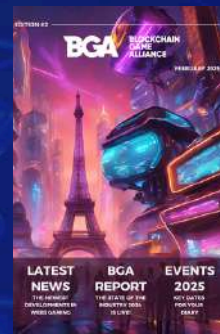
**MAY 2025
TOKEN 2049
DUBAI**



**MARCH 2025
GDC EDITION**



**FEBRUARY 2025
NFT PARIS
EDITION**



**JANUARY 2025
EDITION**



**DECEMBER 2024
END OF YEAR
EDITION**



**NOVEMBER
DEVCON
BANGKOK**



**OCTOBER
EXPO EVA
ARGENTINA**



**SEPTEMBER
TOKEN2049
SINGAPORE**



**AUGUST
GAMESCOM
2024**



**AUG TO SEPT
WEBX JAPAN &
KBW**



**JULY ETHCC
BRUSSELS**



**JUNE GAMESCOM
LATAM**



**MAY NFC
LISBON**



**APRIL
TOKEN2049
DUBAI**



GOLD MEMBERS



Brink

Chromia



DOTPLAY



OBI T U S

PLAY



polygon

SKALE



Wert

SILVER MEMBERS



UNIVERSAL MUSIC GROUP



Join the BGA Community

Gain visibility, collaborate, and join the alliance of over 500 members as we work together toward the future of Web3 gaming.

- ✓ Collaborate and Network
- ✓ Gain Visibility
- ✓ Demo your game, solutions, and services at the BGA booth at key global conferences
- ✓ Join us at community and exclusive events worldwide
- ✓ Get support where you need it with our Services Package
- ✓ Participate in round table discussion
- ✓ And more opportunities

Services Package

The package covers four critical areas: PR & Marketing, Funding, Legal, and Tokenomics. Our BGA Contributors will work with you to understand your goals, identify roadblocks, and provide actionable recommendations.

Best of all, you can use your membership credits to schedule one-on-one calls with seasoned experts in these areas—PR & Marketing, Funding, Legal, and Tokenomics—giving you the personalized guidance needed to overcome challenges and accelerate your growth.

PR & Marketing

Funding

Legal

Tokenomics

Membership Details



BGA Events Calendar 2025

- February -

13-14/02: NFT Paris

12/02: [BGA Hangout Paris](#)

23/02-02/03: ETH Denver

26/02: [Level Up Denver: Web3 After Hours](#)

[Booth](#)

- March -

17-21/03: GDC San Francisco

18/03: [BGA Connects - San Francisco](#)

- April -

08-10/04: Paris Blockchain Week

BGA Invest - Paris (Date TBC)

30/04-01/05: Token2049 Dubai

29/04: [BGA Workshop & Fun Fest](#)

[Booth](#)

June -

04-06/06: NFC Lisbon

[Booth](#)

- July -

30/06-03/07: EthCC Cannes

01/07: [BGA Connects Cannes](#)

- August -

20-24/08: Gamescom

21/08: BGA Hangout @ Gamescom

[Booth](#)

- September -

22-27/09: Korea Blockchain Week

BGA Connects Seoul (Date TBC)

24/09: Tokyo Game Show

Side Event Tokyo

- October -

01-02/10: Token2049 Singapore

[Booth](#)

+ BGA Side Event (Date TBC)

21-22/10: Zebu Live (TBC)

- November -

17-22/11: Devconnect Buenos Aires

BGA Side Event (Date TBC)

19-23: YGG Play Summit

Find us at the main event

Next BGA Events

Gamescom 2025



<https://lu.ma/r0ztp5ks>

Tokyo Game Show 2025



<https://lu.ma/dmir765w>

Contact our Events Manager for collaboration or participate in a BGA event: Maude@blockchaingamealliance.net

GAMESCOM 2025 AGENDA

TIME / DAY	WEDNESDAY (20)	THURSDAY (21)	FRIDAY (22)
MORNING (9AM - 2PM)	TREXX	TREXX	HYPERPLAY
	GALAXY4GAMES	404.XYZ	THE LAST MONARCHY
	OBITUS GAMES	TROVERSE	YOM
	GAME INFLUENCER	GALAXY4GAMES	CHAINERS
	LUCKY CAT STUDIOS	ELYPICS	
	ELYPICS	YOM	
		HYPERPLAY	
AFTERNOON (2PM - 7PM)	HEXENAGOS	HEXENAGOS	VOXIES
	TON BATTLEGROUND	TON BATTLEGROUND	GAME INFLUENCER
	404.XYZ	RORO BIRDS	REOWN
	TROVERSE	THE LAST MONARCHY	TON BATTLEGROUND
	ROROBIRDS	VOXIES	
	ELYPICS	OBITUS GAMES	
	CHAINERS	REOWN	

SURVEY OPEN NOW
HAVE YOUR SAY

BGA BLOCKCHAIN
GAME
ALLIANCE

2025

STATE OF THE INDUSTRY REPORT

Developers, publishers, investors, journalists, lawyers, marketers, researchers — if your work touches games, we want your insights. Your perspective could define the next frontier in gaming and technology.



**SCAN THE
QR CODE**

OR GO TO THE LINK BELOW
TO ACCESS THE SURVEY

<https://tinyurl.com/BGA-2025>

INSIGHTS FROM 2024 WERE CITED BY

CoinDesk

decrypt

GamesBeat

COINTELEGRAPH
The future of money

GAMES.GG

BLOCKCHAIN
GAMER.BIZ

ccn

IN COLLABORATION WITH
EMFARSIS

BGA BLOCKCHAIN GAME ALLIANCE



www.blockchaingamealliance.net



@BGameAlliance



blockchaingamealliance



blockchaingamealliance



blockchaingamealliance4722

Click or Scan the QR Code to
Read the Online Magazine or for More
Information about BGA



MADE WITH LOVE
BY OUR FRIEND LZRBRD

Director of Global Development: Flavien Defraire: Flavien@blockchaingamealliance.net

Events Manager: Maude Perrin: Maude@blockchaingamealliance.net

Business Development: Melanie Dow: Melanie@blockchaingamealliance.net

WWW.BLOCKCHAINGAMEALLIANCE.NET

COPYRIGHT RESERVED 2025