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# The Video Game Industry Is Obsessed With the Blockchain

By **The Abyss**

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Gamers represent an openness to innovation, and show passion for community-building. This open-mindedness is partly what drove them to become early adopters of cryptocurrency. Even those within the game industry who doubted the feasibility of cryptocurrency and its wide-scale adoption now acknowledge the blockchain technology that lies at the heart of it.

For gamers, the use of blockchain extends well beyond payments. By design, it can be utilized to verify authenticity and record anything of value in a tamper-proof way. In particular, it addresses the act of fraud in virtual item trading within games. With proof-of-ownership recorded on a distributed public ledger, gamers can actually own their in-game inventory and trade it outside of game servers in a peer-to-peer manner.

The video game industry has been one of the first to embrace blockchain to build trust, reinvent game communities and reimagine the digital distribution of games at scale. A Swiss-based company called [The Abyss](#) is set to launch a blockchain-based digital distribution platform, which aims to reward gamers and independent developers by helping them to reach target audiences with little-to-no marketing budget. Additionally, the startup is pitching its platform as a means to shift the power balance in favor of free-to-play browser games, cryptogames and niche massive multiplayer online games developed by small and mid-sized teams.



Pictured above: Konstantin Boyko-Romanovsky, founder of The Abyss platform.

The Abyss will offer an internal Cost-per-action Network to handle the flow of traffic between game developers, and a groundbreaking referral program to reward both gamers and developers for transactions made by their invited friends. “We offer a legitimate way of earning an income, together with tools for selling off excessive traffic,” says Konstantin Boyko-Romanovsky, founder of The Abyss. “This will help independent developers to reduce their expenses, and eventually, turn their competitors into collaborators.”

Using blockchain, the startup will handle transactions between gamers, developers and the platform. The Abyss will also utilize blockchain to power platform-specific tokens (ABYSS) and instantaneous payments, both in ABYSS and fiat money.

In the meantime, The Abyss is working towards raising the target of \$60 MM USD, as it plans to conduct the world’s first Decentralized Autonomous Initial Coin Offering (DAICO) in April, 2018. “During the past year I participated in numerous ICOs and saw various leadership failures over this period. Therefore, I know what the token holder feels when the developing team turns out to be not as good as it was when positioning itself during the Token Sale. For this reason I want to introduce this mechanism to the market and help to protect contributors from scam.” says Boyko-Romanovsky.

Technically, token holders will be able to vote for the refund of their contributed funds, if the developing team fails to deliver on its promises. Industry professionals appointed as arbitrators, or so-called Oracles, will have a right to conduct polls on the refund. To push exchanges out of the voting process, the system will use a Proof-of-Stake algorithm.

To build off of gamers’ wants and needs, the company will focus on delivering in-demand features such as syndicates, crowdfunding mechanisms and cryptocurrency integration. All of this hints at the ways in which blockchain technology could change the video game industry. Blockchain-based transaction, fundraising and referral tools—if adopted by major video game companies or upcoming startup—will become paradigm-shifters allowing for new talent. This, together with next-generation game content, and independent game businesses, can emerge to dominate the market.



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