



NEWS AND INSIGHTS FROM GAMMA LAW

Share Tweet Forward

Dear "[FNAME]",

Even as the world struggles to contain COVID-19 and bring back some form of normalcy, media/technology and related industries continue to evolve and transform. New business models are born every day, and new applications and developments in VR/AR, video games and esports, digital media/entertainment and blockchain increasingly contribute to making people's lives more productive and to broadening perspectives.

In this month's Gamma Law News & Insights, we review how China's stay-at-home mandate has spurred the nation's video game industry. We also examine allegations that the US Army violated the First Amendment by banning viewers who posted unwelcome comments during an online demonstration by its esports team. And we take a look at Apple and Google App Store policies that some claim unfairly restrict game developers' ability to distribute and market their games.

For visually-oriented readers, our data-packed infographic included in this edition tracks the trends in esports marketing and as interest in the space continues to grow worldwide.

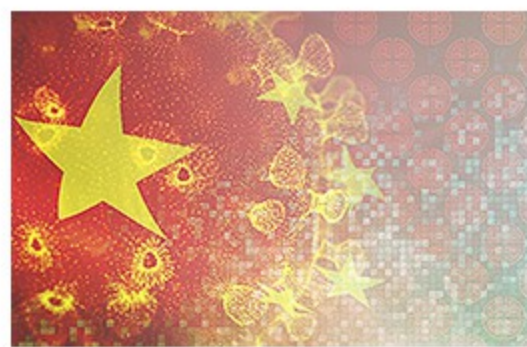
As always, I enjoy connecting and welcome the opportunity to discuss any topics related to gaming, digital media, esports, AR/VR, blockchain, and emerging technologies, so do feel free to reach out anytime.

Best regards,

David B. Hoppe
Managing Partner
Gamma Law

[Gamma Law](#) provides premium legal support to select clients in cutting-edge media/tech business sectors. To discuss how we can support you to achieve your objectives, please [contact us](#).

YOU SHOULD KNOW



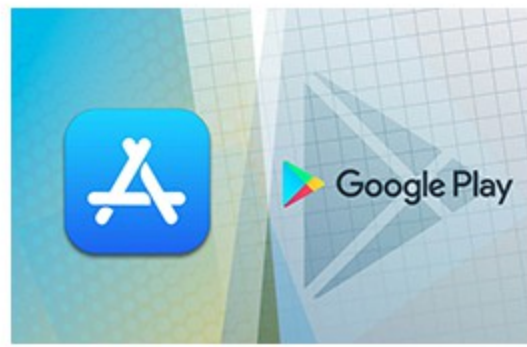
Stay-at-Home Orders Fuel Growth of Chinese Gaming Industry

China registered more than 22,000 new game-related companies during the first half of 2020. The data comes from the commercial database Tianyancha, which tracked all registered Chinese companies with the word "game".... [Read more](#).



ACLU: US Army Violated First Amendment on Twitch, Discord

Two civil liberties organizations – the American Civil Liberties Union (ACLU) and the Knight First Amendment Institute at Columbia University – are alleging that the US Army violated the First Amendment on Discord and Twitch... [Read more](#).



Apple and Google App Store Trends

Google and Apple provide guidelines that app developers must follow to ensure that their games comply with each platform's requirements. Both platforms require that all published apps function without bugs or crashes... [Read more](#).



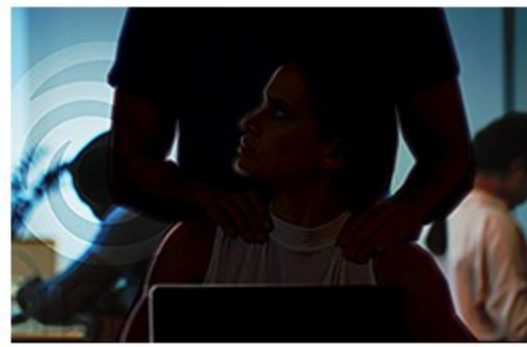
Twitch Launches Sports Category

Twitch, the most popular game-streaming platform, has launched a Sports category. The platform already supports channels hosting content from the Ultimate Fighting Championships, National Hockey League, National Basketball Association, Impact Wrestling and other notable... [Read more](#).



UK House of Lords: Loot Boxes Should be Regulated as Gambling

The United Kingdom's House of Lords Select Committee on the Social and Economic Impact of the Gambling Industry has released a report urging the British government to pass new regulations on gambling... [Read more](#).



Key Executives Leave Ubisoft Amid Sexual Harassment Claims

Over the past month, Ubisoft has been embroiled in sexual assault and toxic workplace allegations. The accusations, shared both anonymously in the press and publicly on social media, have led to the resignations of several... [Read more](#).

GAMMA LAW VIDEO



What is Gamma Law?

Check out our new profile video! [Watch now](#).

GAMMA LAW INFOGRAPHIC



Spending on Esports Marketing On the Rise

Our new infographic shows the growth of the eSports market and advertising spend. [Read more](#).

IN THE NEWS

[EVOS Esports Unveils Deal with Armaggeddon](#) – *Feedly*

[US Treasury Division: Banks Can Store Customers' Cryptographic Keys Associated with Currencies](#) – *Coin Telegraph*

[Fortnite map reportedly updated, water level lowered again](#) – *Dot Esports*

[Suspects Held in Ukrainian Bitcoin Extortion Bomb Threat Scheme](#) – *Coin Desk*

[Splinter Cell to Get Animated Netflix Series?](#) – *Polygon*

[Digital Trends Underpinning Media & Entertainment in 2020-21](#) – *Appinventiv*

[US Financial Crimes Enforcement Network Releases Internet Crimes Report in Light of COVID-19](#) – *Coin Telegraph*

CONNECT WITH US

Facebook Twitter Forward



Esports Bar+ Americas

September 22-25, Online
Will you be attending Esports Bar+ Americas? Want to chat with David? Please [let us know](#).



Have David Speak at Your Event

Gamma Law's founding partner, David B. Hoppe, speaks and writes frequently about legal topics in emerging technologies and entertainment in the US and Japan. If you'd like David to speak at your event, please [contact us](#).

Gamma Law is a San Francisco-based firm supporting select clients in cutting-edge business sectors. We provide our clients with the support required to succeed in complex and dynamic business environments, push the boundaries of innovation, and achieve their business objectives, both in the U.S. and internationally. [Contact us](#) today to discuss your business needs.

VISIT US AT [GAMMALAW.COM](#)

Copyright © [CURRENT_YEAR] [LIST:COMPANY]. All rights reserved.
[IFNOT:ARCHIVE_PAGE] [LIST:DESCRIPTION]

This email was sent to "[EMAIL]" from:
[HTML:LIST_ADDRESS_HTML] [END:IF]

If you would prefer not to receive our newsletter, you can unsubscribe from the list [here](#).

[IF:REWARDS] [HTML:REWARDS] [END:IF]

Drop Content Blocks Here