

# E3 2019: Is the Video Game Industry Ready for Pop-Culture Saturation?

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Carlton Fields esports and electronic gaming attorneys Steven Blickensderfer and Nick Brown were quoted in a *Los Angeles Times* article, “E3 2019: Is the Video Game Industry Ready for Pop-Culture Saturation?” recapping the Electronic Entertainment Expo (E3) themes and takeaways.

The gaming industry seems to be looking for ways to tap the potentially large customer base, such as smartphone accessibility, streaming services, and partnerships with popular theme parks and television shows.

However, the industry is also aware that it faces several battles, including legislation surrounding the ethics of micro-transactions, in-game purchases that tend to get players hooked on “endlessly making small purchases.”

“The proliferation of these mechanisms — loot boxes and micro-transactions in games — and just the inability of the industry to this point to police itself is what has led us here,” said Blickensderfer.

[Read the article.](#)

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