



Blockchain Game Alliance is now open for new membership applications, also launching its first technical working group

APRIL 16, 2019: The [Blockchain Game Alliance \(BGA\)](#), a group of game and blockchain companies working towards the democratization of blockchain within the gaming industry, today announced it is now accepting [new member applications](#).

Memberships are free and members - both companies and individuals - will join the likes of [Ubisoft](#), [Ultra](#), [Enjin](#) and [ConsenSys](#), who are looking to advance blockchain awareness and adoption through video games.

Manon Burgel, President of the [BGA](#) comments: “The Blockchain Game Alliance enables companies to explore ideas, establish standards, and solve problems together, paving the way for blockchain adoption in the game industry. We are hopeful that as more members join, we can find solutions to unleash the benefits blockchain has to offer for both players and developers.”

The goal of the BGA is to establish a set of best practices for the blockchain game industry, spread awareness of the potential of blockchain games, and promote this emerging sector to the wider gaming community.

First technical working group

On Friday 19th April 2019, the BGA is launching its first technical working group.

It will focus on Blockchain Asset Metadata Standardization with a proposal named Blockchain Bean Assets (BBA), initiated by [B2Expand](#).

Interested parties are requested to join the BGA where they can apply to participate.

Ludovic Courcelas, BGA Board Member from [ConsenSys](#), comments on the working group launch: “The Blockchain Game Alliance is the best forum to foster collaboration between industry stakeholders on standardization and education. This is where all the groundwork is done. Only a shared approach to these challenges will benefit the entire industry and

ConsenSys is proud to collaborate with the best gaming experts, to produce impactful results.”

Building consensus

During the group’s launch at the Blockchain Game Summit in September 2018, Nicolas Gilot, CO-CEO of [Ultra](#) described the need for blockchain-based games, saying: “Blockchain is redefining the gaming experience by providing transaction transparency and proof-of-ownership, while also bringing exciting innovations and new incentives to players. The Blockchain Game Alliance is advocating for a universal standard in the blockchain gaming space to create a more interoperable and transparent ecosystem which will benefit stakeholders, by furthering innovation and ensuring economic viability.”

To promote its launch, the BGA partnered with [Enjin](#) to host the official [Blockchain Games Day Mixer](#) at GDC 2019. During this event, members of BGA and different blockchain startups were able to network and share ideas, with the aim to move these industries forward.

The BGA wishes to thank all those involved in creating the BGA and promoting its work, including Dima Raketa/D2R2 for their work on the BGA website:

<http://blockchaingamealliance.org/>

About the Blockchain Game Alliance

The Blockchain Game Alliance (BGA) is a coalition of game and blockchain companies committed to advocating for blockchain technology within the game industry.

For more information, please visit: <http://blockchaingamealliance.org/>

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