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Workshop Marks Start of FTC Interest in Gaming 'Loot Boxes'

On Aug. 7, the [Federal Trade Commission](#) held a full-day workshop titled "Inside the Game." It addressed consumer protection issues regarding video game "loot boxes" — randomized or surprise in-game virtual rewards that players buy or earn. The FTC joins a growing list of policymakers to consider consumer protection issues regarding loot boxes.

The questions the FTC and others are examining affect a large cross section of consumers and a growing industry. According to the [Entertainment Software Association](#), or ESA, 65% of American adults play video games, and the U.S. video game industry generated \$43.4 billion in revenue in 2018.

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