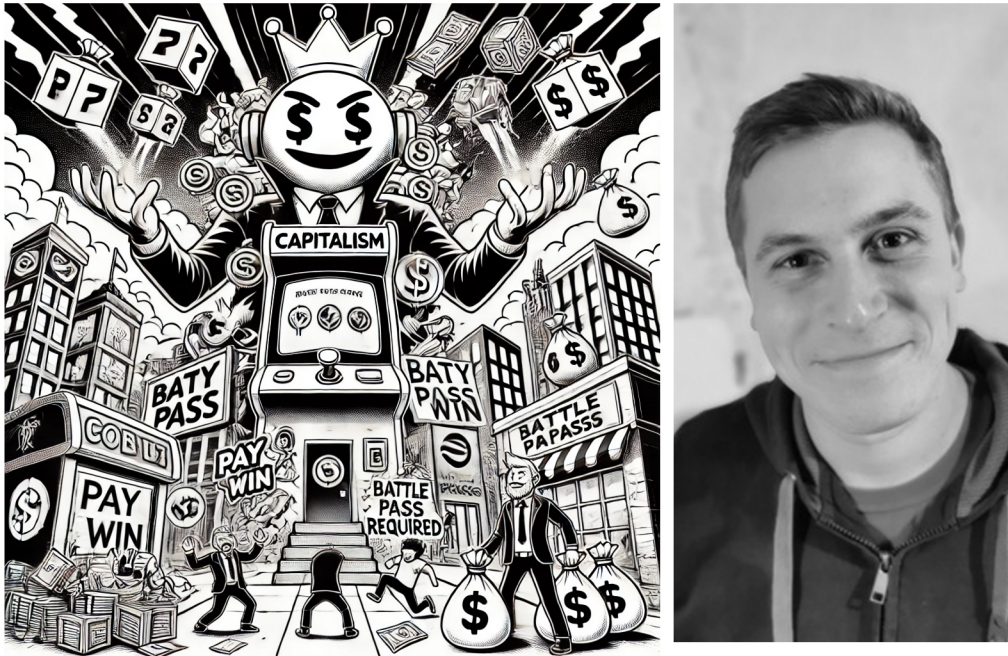


DIGITAL CAPITALISM IN GAMING

Max de Baey-Ernsten



25. 2. 2025; room KC-2.07

The term digital capitalism is used by critical communication scholars to describe global economic and social circumstances and interdependencies with the technology and entertainment industries. In his talk, *Max de Baey-Ernsten* will show that the shift in monetisation strategies in digital games is an example of how principles of digital capitalism has implications for players and creators. After the theoretical input, students will have the opportunity to apply the findings to other areas of their interest in media production (journalism, film streaming, etc.).