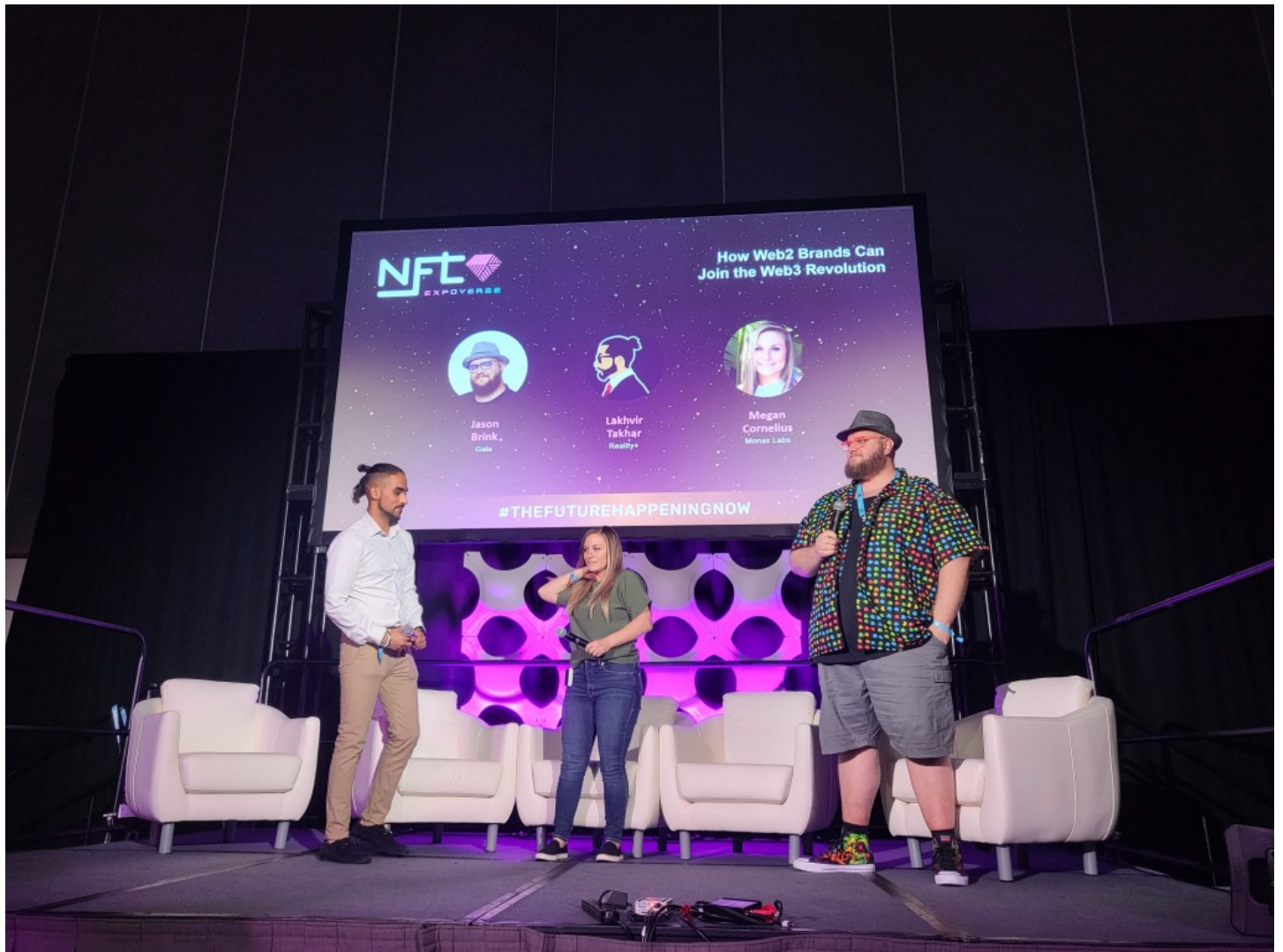


## Gala Guides Web2 Companies Into a Web3 World

Gala Outlines the Path for Web2 Companies to Interact with Web3 Customers at NFT Expoverse



**Los Angeles, California Aug 3, 2022** ([Issuewire.com](https://www.issuewire.com)) - [Gala](#), the leading force in the world of Web3 entertainment, discussed the path for Web2 companies to enter the Web3 world on the heels of their Gala Film announcement at [NFT Expoverse](#) in Los Angeles. With 28 games in development, partnerships with multiple major brands, and a growing ecosystem behind film and music expansions, Gala is poised to be a major force in creating the bridge between conventional businesses and the Web3 landscape.

Gala's President of Blockchain, Jason Brink, outlined during the talk exactly how Gala is bridging the gap between web2 companies and the decentralized world.

Through cooperation on projects with media giants from AMC on *The Walking Dead: Empires* to collaboration with Snoop Dogg and Death Row Records, Gala has unique experience in creating pathways for artists, designers, and businesses to interact with the Web3 community.

While Web2 commerce has typically been separated to some degree from its use of blockchain technologies, Brink discussed several initiatives to ease the pain points for companies to cross over into the web3 world, including; Web3 education, easier wallet creation, simple credit card payments without the need for a third-party service, and maintaining a strong community both online and in person when able.

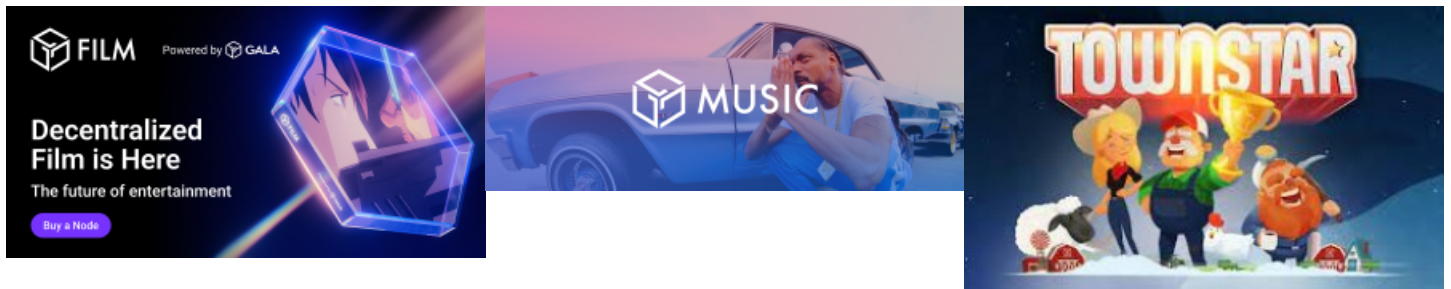
After the panel, Brink commented, “The Web3 world is the future. Making it easier for Web2 companies to explore this world is good for everyone.”

Gala began its momentum in the web3 space as Gala Games, where they’ve revolutionized the idea of a decentralized platform run on a network of over 25,000 user-operated decentralized nodes. Their flagship game, *Town Star*, was recently named Blockchain Game of the Year by [AIBC](#). At their semi-annual convention in Malta this year, Gala revealed nearly a dozen projects in late development slated to release in the near future.

This year’s announcement of Gala Music and Gala Film solidified the organization as one of the key innovators in the entertainment sector. While Gala Film is still in its very early stages, Gala Music (only announced in February) has already released numerous partnerships with artists such as BT, Snoop Dogg, Steve Aoki, Bassjackers, Ice Cube, and Kings of Leon.

## About Gala

Gala is the world leader in Web3 entertainment. Through decentralization and reward economies, Gala gives the power of true asset ownership back to the lovers of games, music, and film. You can learn more at [Gala.com](https://Gala.com)



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