**Amazon Exec Eyes Gaming**

Logo

Description automatically generatedVideo gaming may become Amazon's most successful entertainment category, CEO Andy Jassy told technology conference attendees, as the company's online game New World has attracted millions of players daily. Amazon has had an uphill battle where game creation is concerned, but New World's reviews have been generally positive, and it was the most-played Steam game during a period on Oct. 5.

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[***https://www.bnnbloomberg.ca/amazon-ceo-says-video-games-could-become-the-largest-entertainment-business-1.1662287***](https://www.bnnbloomberg.ca/amazon-ceo-says-video-games-could-become-the-largest-entertainment-business-1.1662287)