

## FIFA to expand gaming and e-sports portfolio

World football's governing body FIFA said on Friday that it will widen its gaming and e-sports portfolio to ensure that controlling rights don't lie in the hands of one party.

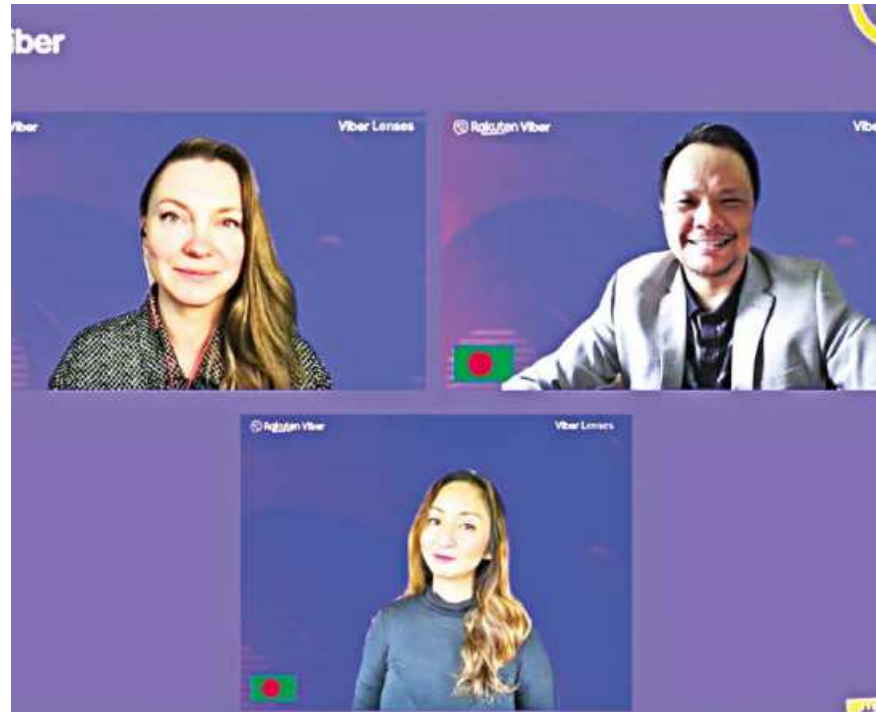
This comes after a report by The New York Times earlier this week that said videogame publisher Electronic Arts is struggling to renew the contract that would let EA use FIFA's name for its top-selling soccer franchise.



"The future of gaming and eSports for football stakeholders must involve more than one party controlling and exploiting all rights," FIFA said, adding that technology and mobile companies are now actively competing to be associated with FIFA, its platforms, and global tournaments.

"FIFA" game publisher EA said last week that it was reviewing the naming rights agreement with FIFA, which is separate from all other official partnerships and licenses EA has in the football arena.

EA's current contract expires next year after the Qatar World Cup, with FIFA seeking increased revenue, and EA pushing to expand the FIFA brand into new areas, like NFTs and highlights of real games.



## Rakuten Viber launches AR-augmented Viber Lens in Bangladesh

ZAKIA SAMEEN NOOR

Rakuten Viber has officially launched its AR-augmented Viber Lens in Bangladesh on 14th October 2021, through a virtual launching event.

According to a press release, Viber is partnering with Snap Inc to incorporate augmented reality into its in-app camera, alongside filters like animal masks, fantasy effects and more, with the first batch of Viber Lens.

"We are pushing the boundaries of AR with the launch of our all-new Viber Lens. Our users who are separated from family due to the current pandemic are looking at more meaningful ways to keep in touch and share more memorable moments," said Anna Znamenskaya, Rakuten Viber Chief Growth Officer at the launching event. "The Viber Lens brings imagination to life in exciting ways. We believe this will

spur the development of innovative and exciting new additions to our products in the future."

David Tse, Senior Director for Rakuten Viber APAC said, "Viber Lens is a unique feature that enables users to make conversations that are more creative, engaging, and vivid. We have included the most advanced AR capabilities to Viber Lens while sticking to our commitment of providing high-security standards for messages, videos, and pictures that are exchanged over the application. Apart from that, we are also looking forward to launching additional local lenses exclusive to our users in Bangladesh. We are pleased to bring these features to our Bangladeshi users and offer them more creative ways to express their thoughts and feelings."

## DC Fandome 2021 roundup: biggest announcements

On Saturday, DC Comics and Warner Bros. held their second annual Fandome, revealing new trailers for upcoming films and shows such as The Batman, The Flash, and Black Adam. We also got a look at the Suicide Squad: Kill the Justice League game's storey trailer. Here's a rundown of some of the most important announcements.

### The Batman

We have a second trailer for The Batman. In Matt Reeves' adaptation of the Dark Knight saga, we didn't learn much more about the characters. However, the trailer revealed a Selina Kyle/Catwoman who appeared to be a master of disguises, as well as a Riddler who was far scarier than previous iterations. The Batman will be released in theatres on March 4, 2022,

after several pandemic-related delays.

### Black Adam

Black Adam, starring Dwayne Johnson, has been in development for years, but the long-awaited film is finally here, with a teaser trailer that features not only Johnson's character but also several members of the Justice Society of America who will be making their debuts.

Johnson made an appearance at FanDome and said he was "born to play Black Adam," before showing a scene from the film in which some archaeologists hit Black Adam with an electric blast. In exchange, he disintegrates one of the other characters, catches a bullet out of thin air, and then levitates away. Black Adam will be



released in theatres on July 29, 2022.

### The Flash

The long-awaited The Flash gets a sneak

peek at FanDome, bringing not only Ezra Miller's superfast hero but also the return of both Ben Affleck and Michael Keaton's versions of Batman. The teaser features Keaton's voice-over, as well as a glimpse of the unmistakable Batman cowl at the end. It will be released in theatres on November 4, 2022.

### Suicide Squad: Kill The Justice League

Suicide Squad: Kill the Justice League, which was announced at last year's FanDome and is the first game from Rocksteady Studios, the team behind the beloved Batman: Arkham, in nearly six years, debuted a new trailer at this year's event. The game will be released on Xbox One X/S, PlayStation 5, and PC in 2022.

## EDITOR'S NOTE

### Only '90s kids would remember

This issue is all about living the '90s dream. I mean, we feature a tribute to Grand Theft Auto in the centrefold. Need we say more? But if you're not a '90s kid, and erm, just a kid, fret not. How about you go back to your computers and find out how GTA used to be back in the day? As for the rest, we are excited about all the new DC movies and games coming out next year, so we list down a few here on this page. Keep reading to find out what else we have in store for you this week. Have a great weekend!

Zarif Faiaz, Sub-editor

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