EA Banned 50,000 User Accounts For Hate Speech

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PALM SPRINGS, Calif. – “Negativity and toxicity are way too prevalent in gaming,” said Chris Bruzzo, CMO of Electronic Arts. For its part, EA banned 50,000 user accounts that had hate speech in their titles last month. The company has also recently created a healthy communities summit to help combat negativity in gaming. More than half (57%) of the gamers who attended said they’d been the victim of online bullying.

More gamers will join the community in the next 5 years than they have in the past few decades. At Brandweek, Bruzzo laid out what other initiatives the $5 billion gaming giant is rolling out as well as his thoughts on what marketing means in 2019, especially with more data insights. Watch above for his keynote.

https://www.adweek.com/brand-marketing/ea-banned-50000-user-accounts-for-hate-speech/