

MAKE VIDEO GAMES GREAT AGAIN!

By Will Guyatt

Tech Journalist and Broadcaster

As if the impact of “Liberation Day” wasn’t enough globally - could the US President inflict more harm on the games industry? Judged purely on his actions over the last week, I’d say that’s entirely possible.

Trump loves social media - so much so that he launched Truth Social, and was found to regularly post from the White House toilet on an ancient Samsung Galaxy in his first term.



This time round an emboldened President is in so deep that official White House accounts are pumping our feeds with AI slop of Trump as a Jedi, and even the Pope. He’s also taken to crowd sourcing policy ideas as he chills watching late night TV in Florida. This isn’t dog whistle politics - it’s a country governed by social media algorithm. I’ve not snuck some politically motivated rant past by the team at Bastion - I genuinely fear for the future of our brightest, most successful creative industries because of the kneejerk nature of US politics in 2025.

US policy ideas are presented and either get implemented or just disappear forever. How the hell should businesses react? Do you ignore the world’s most powerful country, or spend time prepping for the fall out?

I couldn’t even contemplate just how many hours were lost at Nintendo in the midst of the Switch 2 launch, when tariff policies based on ChatGPT’s suggestions were revealed.

Don't think I'm some kind of over-reacting lefty either. In fewer than 24 hours this week, Trump mooted reopening Alcatraz prison island as a sign of US strength and then proclaimed it was time to "Make Hollywood Great Again" thanks to some rather unspecific proposals put forward by the great studio mastermind, Angelina Jolie's dad.

Literally out of nowhere, John Voight's ideas have sent shockwaves through an already underfire creative industry. Ignoring many wider issues in the film and tv market, it proposes to make all "foreign movies" (I'm quoting because there's no definition) subject to a 120% tariff, while forcing streaming companies that fund much of the content we consume to no longer have 100% rights - which will be a deal breaker for many. How do studios and creators react to suggestions like this? When does something like this become real, and not a social post?

We recently saw the UK's position as a games industry hub and powerhouse cemented by data ahead of London Games Week - but will growth of the industry at the expense of studios in the US be considered as threatening to "national security" as the loss of onshore film production? It's Donald's world - so it's hard to say.

For those saying it won't happen - remember Elon Musk is looking to kick wokeness out of gaming and make a series of games via AI. Let's hope he's not in Donald's ear before he hits the golf course this weekend.



Will Guyatt is a Tech Journalist and Broadcaster for LBC, BBC Radio 2 and many more.

He is former Head of Comms for Instagram, IGN and Future Publishing.