

Forum:[Hack Forums](#)

Thread: [Microsoft files patent to put in-game ads after boss fights, matches & cutscenes](#)

Respect - September 23, 2026, 9:38 am

Microsoft has filed a patent for ads that could interrupt games after boss fights, cutscenes, quests and multiplayer rounds

Players would receive credits granting temporary game access, while watching an ad would award another credit to let them resume

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What a horrible feature. The entire thing sounds bad, but especially the boss fights one. It would break the immersion of the game.

<https://www.dexerto.com/gaming/new-microsoft-patent-could-put-in-game-ads-after-boss-fights-multiplayer-matches-and-cutscenes-3411409/>

Scrub - September 23, 2026, 10:04 am

This sounds like ass

SUI-3183372 - September 23, 2026, 10:18 am

(Sep 23, 2026 10:04 AM)Scrub Wrote: [\[CITE\]](#) This sounds like ass

Doesn't sound like it'll be a thing for games that you pay for, rather a way for Microsoft to give you temporary "free" access to games. After a set amount of time, your free access expires, and you must consume another ad to continue playing the game. Buying the game likely sidesteps this system entirely.

Not a fan of it, but I can see this being huge for teens who don't have game budgets who wouldn't otherwise have access to these games.

amogusgggy - September 23, 2026, 11:25 am

(Sep 23, 2026 09:38 AM)Respect Wrote: [\[CITE\]](#) Microsoft has filed a patent for ads that could interrupt games after boss fights, cutscenes, quests and multiplayer rounds

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What else you expected from Microsoft?

octanitrocubane - October 4, 2026, 11:54 am

(Sep 23, 2026 10:18 AM)SUI-3183372 Wrote: [\[CITE\]](#) Doesn't sound like it'll be a thing for games that you pay for, rather a way for Microsoft to give you temporary "free" access to games. After a set amount of time, your free access expires, and you must consume another ad to continue playing the

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Are you sure? There were some cases of microtransactions in paid single player games, see Deus Ex: MD. Why can't there be ads in single player games?

DemonAsylum - *October 11, 2026, 6:23 pm*

The only way this shit is even remotely excusable is if it's a case where you're given free access to a game that otherwise has to be paid for and at certain genuinely more convenient points, provides you with an ad. Even then though, stupid idea overall. Ads in games like that should just not be a thing. Plain and simple.