

THE MOROCCAN  
**GAMERS' HUB**  
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SHINY CHI-YU  
TERA RAID  
IGNITES  
SCARLET &  
VIOLET'S FINAL  
TREASURE  
EVENT

**HIGH STAKES: A  
SEASONAL  
RECALIBRATION**

with Meta Ripples

**STREET FIGHTER 6 X  
MONSTER HUNTER  
WILDS COLLAB**

hunts fresh hype

**XBOX AND PLAYSTATION SIGNAL  
A SOFTER RIVALRY WITH CROSS-  
PLATFORM PROMOTIONS**

September 2025

Second Edition - Non-commercial version

100% web connected & enhanced magazine in flipbook format



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ET RECEVEZ NOS DERNIÈRES ACTUALITÉS**





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# SOMMAIRE

05

**XBOX VS  
PLAYSTATION**

07

**HIGH STAKES**

09

**STREET FIGHTER  
6 COLLAB**

11

**POKÉMON  
UNITE**

13

**VALVE'S  
NEW STEAM  
TRADEMARK**

15

**NINE SOLS**

17

**QUICKIES**

64

**SHINY  
CHI-YU TERA  
RAID**



**LODj**



**The Moroccan  
Gamer's hub**

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# XBOX AND PLAYSTATION SIGNAL A SOFTER RIVALRY WITH CROSS-PLATFORM PROMOTIONS

**Recent official Xbox and PlayStation social media ads highlighting games born under the other's umbrella amplify a trend: the long-entrenched rivalry is evolving into selective cooperation driven by subscription strategy, PC expansion, and IP monetization pressure.**

**Official social posts spotlight competitor-origin titles.**

For decades, the Xbox vs. PlayStation rivalry framed the gaming landscape as a binary arms race: exclusive franchises and hardware differentials as primary weapons. Now, coordinated (or at least mutually tolerant) cross-promotion on their official social channels shows a nuanced shift. Each account referencing competitor-origin software, such as Xbox amplifying a PlayStation Studios-developed title like *MLB The Show*, while PlayStation highlights formerly Xbox-centric live-service pillars like *Sea of Thieves*, illustrates an emerging détente built on pragmatic revenue math more than sentimental brand synergy.

Why now? First, platform holder economics have diversified. Microsoft's acquisition strategy (bringing Activision Blizzard and Bethesda catalogs into its orbit) and Game Pass growth target total engagement minutes, not just unit sales on a single

console SKU. Sony, meanwhile, expands selective first-party releases onto PC, while allowing *MLB The Show*, an internally developed sports franchise, to appear day-and-date on Xbox due to licensing imperatives with Major League Baseball. Each instance erodes the psychological moat that exclusivity alone defines value.

Social amplification of cross-platform titles acts as retention insurance. If a user perceives their ecosystem as the central hub where "everything still shows up," churn risk decreases, even if some experiences are non-exclusive. The marketing calculus: acknowledging competitor-origin content signals player-first flexibility, framing the console as a versatile gateway rather than a walled garden. That framing aligns with subscription era logic, where frictionless discovery outranks purist territorialism.

There is also regulatory optics. Post-acquisition scrutiny over consolidation pushes platform giants to demonstrate openness and multi-platform goodwill. Promoting competitor-linked titles can be cited as evidence of marketplace fluidity, subtly countering narratives of anti-competitive foreclosure. While not the sole motive, the timing alongside high-profile antitrust examinations is notable.

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# HIGH STAKES

## A SEASONAL RECALIBRATION WITH META RIPPLES

Operation High Stakes marks Rainbow Six Siege X's third seasonal refresh of 2025, bundling a new operator, map overhauls, and systemic refinements aimed at keeping competitive pacing sharp and churn down.

### ***Siege X evolves again***

Rainbow Six Siege X is deep into its live-service adolescence, and Operation High Stakes arrives as a textbook example of Ubisoft Montreal's "incremental disruption" philosophy: change enough to re-energize tactical problem-solving, not so much that esports muscle memory implodes. As the third seasonal wave of 2025, High Stakes carries extra weight—mid-year seasons often test retention resilience after early hype softens.

Headline item: a brand-new operator anchoring the marketing hook. While Ubisoft has not flooded players with radical ability creep recently, each fresh kit still needs a defining decision pivot: information denial, vertical control, area softening, or anti-gadget pressure. High Stakes' operator slots into the ongoing arms race around tempo control—design nudges toward risk-reward utility rather than raw elimination power, maintaining Siege's identity as an information and timing battler more than a pure aim duel sandbox.

Map adjustments may be the quiet MVP. Full map launches are now rarer; instead, layered reworks deliver pathing clarity, safer spawn flow, and reduced "gotcha" angle density. High Stakes advances that doctrine: trimming defender pixel holds while adding micro-rotations that encourage roam interplay without degenerating into total unpredictability. For ranked ladder climbers, these surgically altered lanes meaningfully shift default breach priorities and drone route planning.

Systemic refinements—anti-cheat tightening, controller input latency smoothing, HUD readability tweaks—are the undercard items that rarely headline trailers but feed session stickiness. Siege's competitive viability has always depended on trust: trust that a clutch round reflects informed execution, not exploit advantage. Operation High Stakes folds in backend detection heuristics pushed server-side to cut adaptation lag; even marginal reductions in false negatives can sustain high-MMR morale.

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# STREET FIGHTER 6 X MONSTER HUNTER WILDS COLLAB HUNTS FRESH HYPE



Capcom is rolling out a month-long Street Fighter 6 collaboration celebrating Monster Hunter Wilds, bringing themed avatar gear, challenges, and cosmetics into the fighter's ecosystem while stoking anticipation for the next evolution of the hunting franchise.

Crossover timing primes both franchises' engagement funnels.

When Capcom finds internal brand synergy, it rarely settles for a token costume drop. The new Street Fighter 6 x Monster Hunter Wilds collaboration, kicking off September 1, extends that playbook: an engagement bridge that lifts awareness of the upcoming Wilds while refreshing Street Fighter's live-service cadence with layered reward loops. For a fighter built on modernization, World Tour RPG-lite progression, robust rollback netcode, creator partnerships, tying in Capcom's other flagship action DNA feels near inevitable.

At the surface tier, players can expect avatar gear evocative of Monster Hunter's iconic crafting silhouettes: horned helms, scaled mail, possibly weapon transmogs stylized after great swords or insect glaives (purely cosmetic within Street Fighter's mechanics). Emotes, titles, photo mode stickers, and stickers for Battle Hub social boards extend expression vectors, vital in a community where identity presentation lubricates retention between ranked grind sessions.

Deeper integration likely surfaces through limited-time Hub events or themed World Tour encounters. Past crossovers have experimented with NPC challenge quests matching special move conditions; here, we might see trials awarding "carved" ticket currencies redeemed for collaboration loot. Capcom's live ops pacing typically frontloads accessibility: low-skill path for cosmetic basics, mastery path for prestige variants (gold-trim, animated auras). Expect layered FOMO tuned to nudge daily check-ins without overwhelming players already juggling Fighting Pass progression.

Marketing-wise, anchoring Wilds promotion inside Street Fighter accomplishes two objectives. First, it re-engages lapsed SF6 owners pre-holiday with novel goals. Second, it recontextualizes Monster Hunter Wilds not just as a sequel but as a broader Capcom ecosystem pillar, wrapping it in an urban, globally broadcast Battle Hub space. Cross-franchise seeding primes social media virality as players share hybrid costume screenshots, amplifying reach beyond traditional Monster Hunter community channels.

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# POKÉMON UNITE LEAVING BELGIUM AND THE NETHERLANDS

Pokémon Unite will shut down its servers for Belgium and the Netherlands on November 30, permanently ending support in those regions. No official reason was cited, but regulatory and monetization factors loom large.

## ***What's really behind the shutdown***

The announcement that Pokémon Unite will cease service in Belgium and the Netherlands on November 30 landed abruptly for a devoted niche of MOBA fans in those countries. The official messaging remained neutral—thanking players, clarifying the shutdown date—but stopped short of a clear “why.” When a successful live-service title leaves selective European markets, the vacuum invites speculation. Here the likely drivers converge around regulatory friction, monetization structure, and cost-to-scale calculus.

Belgium has maintained one of the strictest stances in Europe on loot box mechanics since its 2018 classification of certain paid random reward systems as gambling. The Netherlands has moved through waves of enforcement and legal reinterpretation, creating a risk surface for publishers relying on randomized



monetization layers. While Pokémon Unite does not mirror the most aggressive gacha models, it does feature premium currencies (Aeos Gems) and layered reward loops (energy systems, item enhancers, holowear cosmetics) that can, depending on interpretation, intersect with “paid chance” definitions—especially if perceived value and randomness align. Tweaking or carving out local compliance variants introduces overhead.

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# VALVE'S NEW STEAM TRADEMARK FUELS CONSOLE-SPACE SPECULATION



*Days after the so-called Fremont leaks reignited chatter about unannounced Valve hardware, a fresh Steam-related trademark filing has surfaced reigniting theories that a living-room-focused device could be nearing a reveal. The timing raises questions about brand architecture and market intent.*

## ***Decoding Valve's platform ambitions***

Valve's relationship with hardware has always been iterative, orthogonal, and stubbornly anti-hype. The newly filed Steam trademark emerging on public registries just as the community is still metabolizing Fremont facility leak talk slots into a familiar pattern: legal groundwork first, narrative curation (if any) later. While the filing stops short of specifying categories beyond the broad umbrella typical for multipurpose computing and entertainment devices, its scope overlaps with description bands historically used to future-proof product naming for multi-function systems.

Context matters. The Steam Deck carved out a hybrid identity: not a handheld "console" in traditional lock-in terms, but a portable PC with a curated UX layer that smoothed proton compatibility. Its success created a brand adjacency opportunity: extend "Steam" as a hardware quality signifier without abandoning the open PC ethos that differentiates Valve from console-first ecosystems. A living-room device—call it a modular media-forward Steam unit—would have to avoid repeating the pitfalls of the 2015 Steam Machines: fragmented OEM messaging, inconsistent performance envelopes, and confused value propositions versus self-built PCs.

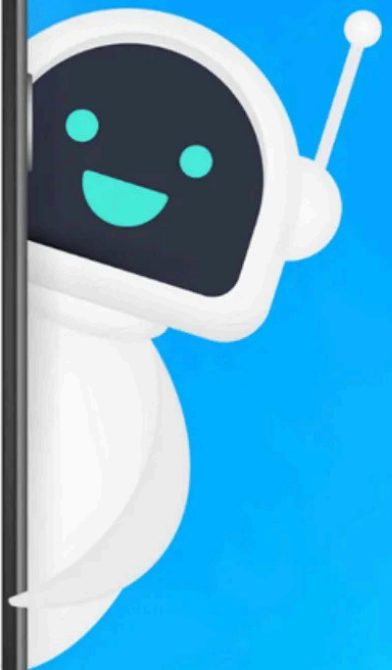
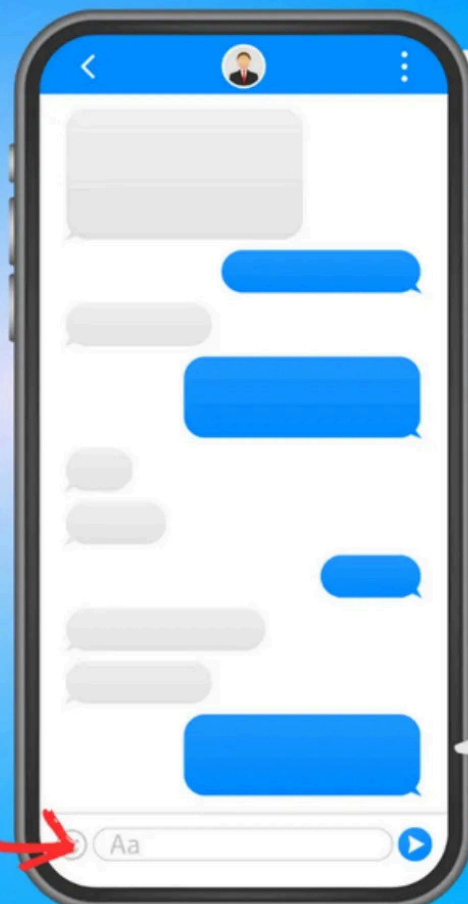
The trademark's timing may signal Valve wants option space. Consumer hardware cycles demand early supply chain alignment: thermal envelope decisions, APU partner negotiation (likely AMD again, given synergy on Deck), enclosure acoustics, controller latency tuning. Securing a defensible, marketing-ready name early protects downstream packaging and certification schedules. Yet absence of concrete product descriptors means we are parsing intentional ambiguity. Valve historically resists committing until software abstraction layers (input API refinements, storefront UI scaling for TV distances, quick-resume-like session management) are production-stable.

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# NINE SOLS JOINS XBOX GAME PASS STANDARD

Xbox has added *Nine Sols* to the Game Pass Standard catalog—the first Standard-tier-only addition since August 20. Beyond a simple library update, it signals how Microsoft is experimenting with tier identity after recent restructuring.

## Why this “Tier-Only” drop matters

*Nine Sols* sliding into the Xbox Game Pass Standard lineup this week might look like just another content beat, but the nuance, “Standard tier only” and first of its kind since August 20, turns it into a small but telling strategic marker. Microsoft has spent the past year clarifying the differences between its Game Pass layers (Core for legacy multiplayer access and a small rotating catalog, Standard for a broader console library without day-one first-party drops, and Ultimate as the everything bundle with PC, cloud, and perks). To keep Standard from feeling like a passive middle child, it needs touches of curated identity. *Nine Sols* fits that brief.

Developed by Red Candle Games, *Nine Sols* is a hand-drawn 2D action platformer blending *Sekiro*-style deflection timing with *Hollow Knight* exploration energy and a Taoist sci-fi mythos. Its combat cadence—pressure, parry window, release—rewards rhythm learners over button mashers, which aligns well with a discovery-forward subscription environment: players can trial, bounce, or commit without friction.



Why make it Standard-only instead of just pushing it broadly across every Game Pass layer? Three reasons seem plausible. First: differentiation. Since Standard does not promise day-one blockbuster first-party titles, elevating premium-feeling indies gives it editorial flavor. Second: retention engineering. A mid-season exclusive addition can reduce churn spikes that often hit after big tentpole launches elsewhere in the catalog. Third: data experimentation. Microsoft can quietly test engagement deltas when a desirable title is gated to one tier rather than sprayed across PC and cloud simultaneously.

For players, the practical question is: does this move presage more segmentation? Probably, but in a curation sense, not a fragmentation crisis. Expect indie prestige, stylized AA experiments, narrative darlings, and mechanically sharp 2D or tactics games to become the seasoning that keeps Standard sticky while Ultimate continues to sell on breadth and cloud portability.

It also underscores the maturing negotiation space around subscription deals. Indie studios now think not just “Game Pass yes/no” but “Which tier? Timed? Region split?” A Standard-tier feature could deliver a higher percentage of algorithmic surfacing to console-only users who might otherwise miss a launch-week wave drowned by blockbuster noise in the full Ultimate feed.



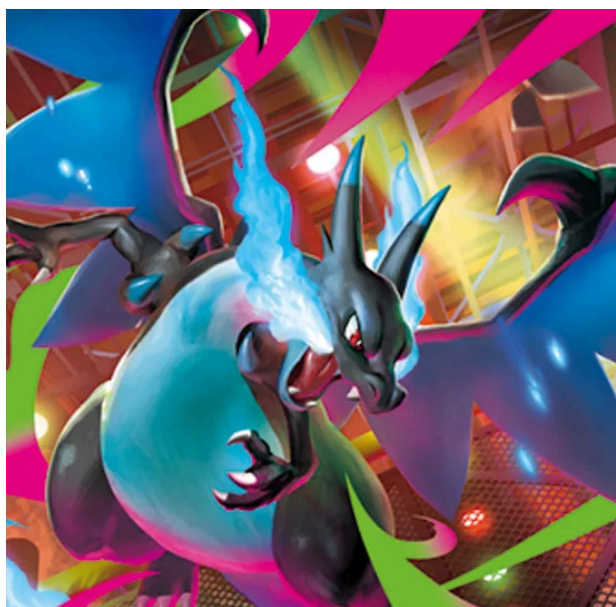
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## PHANTASMAL FLAMES PREORDERS HIT BY SCALPERS, RETAILERS REPORT CANCELLATIONS

Preorders for the first wave of Pokémon TCG: Phantasmal Flames products opened this week and were almost instantly strained by automated purchasing, with major North American retailers reporting rapid sell-outs minutes after listings surfaced. Community trackers flagged characteristic scalper patterns: uniform multi-unit baskets, synchronized checkout timestamps, and resale listings appearing at 2–3x MSRP within the hour. However, a second ripple is now forming as some retailers begin auditing suspicious orders; anecdotal screenshots show cancellation notices targeting accounts with repeat high-velocity transactions, potentially recycling Elite Trainer Boxes, booster bundles, and build & battle kits back into public inventory.

## Xbox insider update bug reportedly bricks consoles for some testers

Several Xbox Insiders report that their consoles became unresponsive after installing the latest preview build, prompting debate about the risk–reward balance of opting into Microsoft’s early feature rings. Posts across the Alpha and Beta subforums, echoed on social media, describe units failing to complete boot (black screen after logo or continuous E100/E200 style error loops) following last night’s deployment. Microsoft has not issued a formal public post-mortem yet, but community moderators are directing affected users to submit diagnostics through the Xbox Support site and, where possible, capture OS version numbers via the Insider Hub before failure recurs.



## Dead by Daylight teases sinister grace: Thai Folklore killer incoming

Behaviour Interactive has begun detailing what players can expect from Sinister Grace, the next mid-chapter update for Dead by Daylight, confirming it will introduce both a new Killer and a new Survivor alongside quality-of-life tweaks. The headline hook is cultural: the Killer is inspired by Thai folklore, marking one of the asymmetrical horror game’s most regionally specific mythological pulls to date. Behaviour has not yet disclosed the name or power set, but community speculation ranges across well-known spirits such as the floating-viscera Krasue or the tragic apparition Mae Nak—rumours the studio has neither confirmed nor denied.





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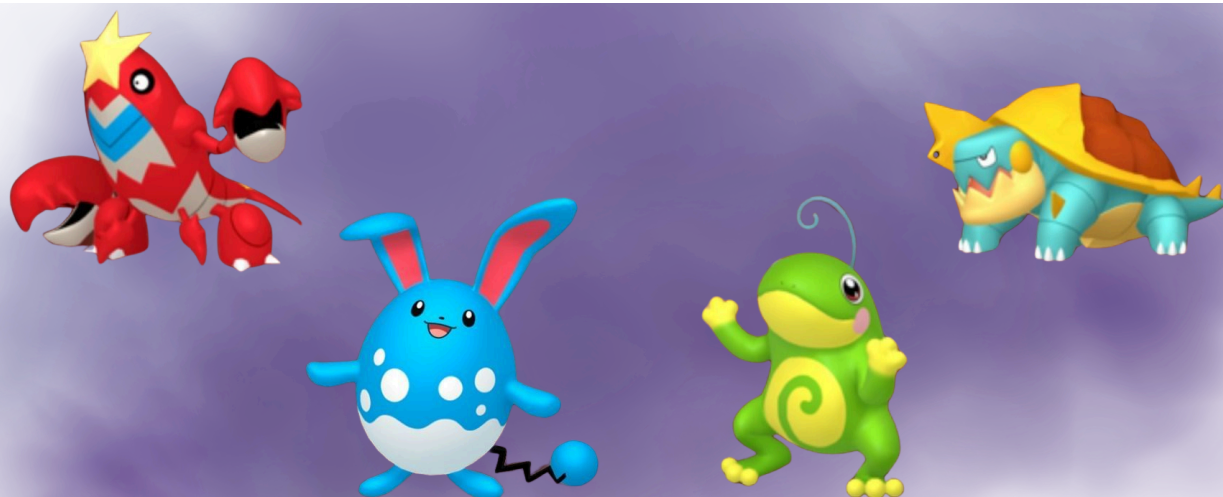
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# SHINY CHI-YU TERA RAID IGNITES SCARLET & VIOLET'S FINAL TREASURE EVENT



The last Shiny Treasure of Ruin Tera Raid in Pokémon Scarlet & Violet is live: Shiny Chi-Yu headlines a two-week window that also floods Paldea with themed Mass Outbreaks, boosting shiny hunting opportunities before the event cycle wraps.

## **Limited-time raids and Mass Outbreaks stack shiny odds.**

From August 31 through September 14, Pokémon Scarlet & Violet players can battle and attempt to catch a Shiny Chi-Yu via high-tier Tera Raids while scouting fresh Mass Outbreaks featuring species like Vulpix and Numel. It is the capstone of the Shiny Treasure of Ruin sequence, a rotating event arc spotlighting the quartet of legendary ruin guardians with elevated shiny access beyond standard full-odds grind slogging. Chi-Yu, ordinarily locked behind post-game exploration plus static shiny odds, now surfaces in a curated, repeatable challenge format.

Chi-Yu's base typing (Dark/Fire) pairs potent special offense with frailty that deceptively punishes reckless counters.

Event Tera Raids can alter its defensive profile via a defined Tera Type (players should verify in-game before team locking), but preparation principles remain: stack special bulk, mitigate Fire pressure, and manage Dark STAB coverage. Popular counters include Flutter Mane with Fairy STAB and supportive Calm Mind sets, or bulky Clodsire delivering toxic stalling while absorbing hits through Water/Ground resist synergy, assuming Tera adjustments do not undercut those resistances. Grimmsnarl shaped for dual screens plus Parting Shot offers team stabilizing windows, while Armarouge with Flash Fire can pivot Chi-Yu's Fire output into player-side buffs.

Support roles matter more than solo brute forcing. Bringing Light Screen, Reflect, or Snarl reduces Chi-Yu's burst potential, buying time to stack Calm Mind or Nasty Plot cycles on offensive anchors. Heal Cheers must be timed; spamming early wastes momentum before the shield phase. Players also should avoid redundant debuff overlap, coordination in online lobbies reduces wasted move slots.

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