



Hasbro CEO Chris Cocks on Decoder podcast.

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On the latest episode of The Verge's *Decoder* podcast with Nilay Patel, CEO Chris Cocks shares what he believes is Hasbro's true superpower:

"What we're super good at is building a relationship anchored in play, and pretend, and imagination with two, three, four-year-olds up to teenagers — and then kind of never letting go. We just keep giving them something that they want to collect, that they want to game with their friends, that they want to play with for an entire lifetime. And I'm kind of customer one on that superpower."

From MONOPOLY and MAGIC: THE GATHERING to digital games, fan communities, and AI-powered design tools, the conversation explores how Hasbro is evolving, while staying rooted in what's always made us different: inspiring a lifetime of play.

Listen to the full episode here: <https://www.theverge.com/podcast/890703/hasbro-toys-games-magic-exodus-ai-tariffs>