

The “Fortnite” game phenomenon

To the uninitiated, *Fortnite* is just another bamboozlingly addictive video game that’s taken hold of friends or family. But just what is it exactly?



► **Jul 25, 2017:** Debuts as sandbox* survival game for **PC, Mac, Xbox One** and **PS4** (\$30), pitting groups of players against computer-controlled zombies. Includes **Battle Royale** mode that allows groups of 100 online players to compete in last-man-standing seasonal battles

► **Fortnite Battle Royale** also released as **free-to-download** game offering optional in-app purchases

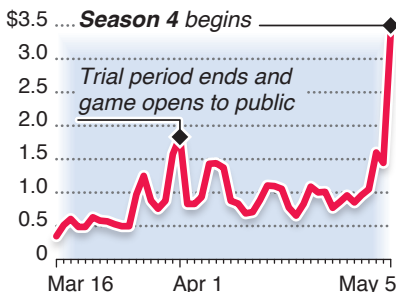
► **Apr 2, 2018:** Fortnite Battle Royale launches on **iOS** (iPhone/iPad). Android to follow in summer 2018

► COLOSSAL EARNINGS

Feb \$126m

Mar \$223m

Daily mobile player spending
(iOS format only)



Design: Art and animation inspired by Pixar, Tim Burton and Looney Toons



Arena: Players parachute onto island where they must fight to death while building structures to defend themselves

► **Spending power:** Gamers can buy in-game currency, called **V-Bucks** which can be spent on cosmetic character upgrades, or to unlock levels

1,000 V-Bucks = \$9.99 (real money)

► **May 21:** **Epic Games** announces **\$100m** prize pot for future Fortnite seasons – believed to be biggest ever sum offered for e-sports tournament

*Unrestricted game in which players can roam virtual world and approach objectives freely

Sources: Epic Games, BBC, IGN, Newsweek, The Tech Bulletin Pictures: Epic Games © GRAPHIC NEWS