

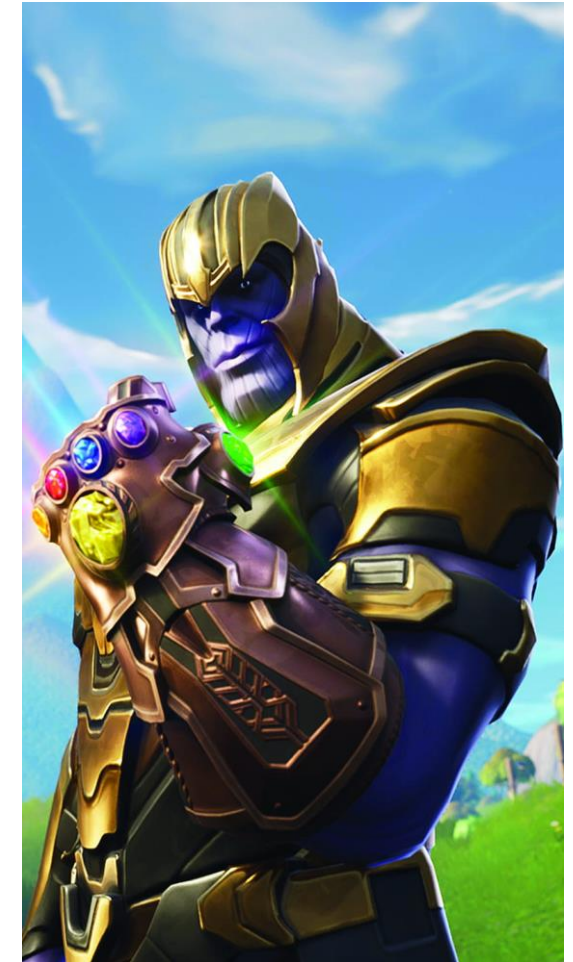


FORTNITE

Produced by Epic Games	Launched in 2007
Free to play	Uses microtransactions to generate revenue
Most successful free to play video game ever.	Earning £1.2billion in 10 months.
Utilizes expert marketing targeting popular streamers.	£2.4billion revenue as of 2018
Popularised convergence in video games.	Worth £825million in 2012 – worth £5.8 billion as of 2018.

Subject Specific Terminology

- Technological Convergence – being able to use the game across multiple consoles and devices
- Media Convergence – different forms of media being present in game – for example Avengers x Fortnite.
- Cosmetic – type of upgrade in game that purely affects the look of your character, not their ability...
- Synergy – Good relationships between the game and their Star players – from celebrities to streamers.
- Active audiences – audiences are encouraged to be involved with the game.
- Regulated – the way in which video games are held accountable. Fortnite is regulated by PEGI.



Key Theories

- Dyer's Star theory – promoting non-gamer celebrities playing the game on Socials
- Blumler and Katz's Uses and Gratification Theory:
 - Escapism – getting lost in the game.
 - Social Identity – gaming with friends.
 - Education – convergence with historical events.
 - Personal Identity – using media convergence.

Fortnite convergence



Fortnite Esports



Fortnite Website

Blumler & Katz
Uses &
Gratifications

