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# Hobby Musings: Panini's Fornite product extends brand's popularity

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**Hobby Musings: Panini's Fornite product extends brand's popularity** – In addition to its offerings in the **basketball and football card genres**, Panini has been releasing **trading cards** based on the **video game [Fortnite](#)**. Since its inception, the game has attracted **millions of players** from all walks of life and **continues to grow**. For more on **Fortnite's history and enduring popularity**, I had the chance to catch up with **entertainment journalist [John Powell](#)** via email.



John Powell, entertainment journalist

**KS: John, what is your reaction to Fortnite having multiple trading card releases with Panini?**

**JP:** It makes **total sense**. The **brand is so popular** and contains so many **unique characters** that a **trading card set is a great idea** as the game really lends itself to that and **capitalizes on the growing fascination and popularity with the game and the characters**.

**KS: Could you have ever imagined Fortnite becoming so popular that it would be merchandised like this?**

**JP:** At first, I **wasn't sure how well the game would do**. At the time, there were **two leaders in the battle royale genre**. There were **PlayerUnknown's Battlegrounds and Fortnite battling it out for popularity**. The makers of **PUBG actually sued Epic Games over the similarities but ended up abandoning legal action against them**.

Although **Battlegrounds** was the **first** to introduce the **battle royale concept**, **Fortnite** quickly became **more popular** because it has a **better community**. **Epic Games** adds **new features** such as **pop culture characters** like **Batman** into the game, and the **gameplay sessions are quicker and faster**. Right now, there are about **20 battle royale games**, but **Fortnite continues to be the most popular among gamers**.

**KS: For our readers who may not know, what exactly is Fortnite?**

**JP:** The **battle royale genre** gets its name from the **Japanese cult classic film, Battle Royale (2000)**. **Fortnite** is a **battle royale game in which players from all over the world are dropped into a map and have to scavenge for resources and weapons**. The **goal of each round is to be the last gamer standing by bumping off as many opponents as possible and just plain surviving the round**. Essentially, it is a **virtual version of The Hunger Games**.

**KS: Fornite has been widely played for quite some time. How did it get its origins though?**

**JP:** When **Epic Games** saw how **popular PlayerUnknown's Battlegrounds** was, they **adapted their original game Fortnite: Save the World to be a battle royale game and released it as a free to play experience that had some microtransactions built into it**.

**KS: What is it about the game that has kept it so popular for so long?**

**JP:** There are **many reasons why it has grown in popularity and continues to stay ahead** of a very crowded pack. It is **free to play**. You really **don't have to make any purchases** if you don't wish to. It has a **stable of imaginative characters** that is always being expanded. They have **introduced many famous characters** like **Batman, Aquaman and Deadpool** into the game. There is an **amazing community** which includes **Twitch streamers** who broadcast their gameplay. Since there is

**no blood or gore**, it is a **kid friendly experience**. My nephews became massive fans when the March Break of all time happened earlier this year.

**KS: The game is enjoyed by a number of people, including celebrities and athletes. Who are some of the bigger known names that engage in it?**

**JP:** Some of the biggest are fellow **Canadians Drake** and **Norm Macdonald**. Others include **professional sports stars** like **Gordon Hayward** of the **Boston Celtics** and **Richard Sherman** from the **San Francisco 49ers**. **Fortnite's appeal** is so **broad** that people from all **different walks of life** can **pick up and play the game** quite easily.

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**KS: What do you think is Fortnite's future in the gaming world?**

**JP:** The keys to **strengthening a gaming brand**, especially a **multiplayer game**, are **community and providing additional, new content** to freshen up the experience. **Epic Games** has done a **phenomenal job** of **not only keeping fans intrigued and excited**, but also **laying the foundation** for a **very passionate and lively online community** that continues to grow and grow. **I don't see Fortnite's popularity dying out any time soon**. In **May**, **Epic Games** announced there are now **350 million active players from around the world**. At the **same time last year**, they had **250 million**. Because of the times we are in the **video game industry is flourishing**, and **Fortnite is still riding that wave of popularity** that I don't see diminishing any time soon.

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Kelsey Schroyer is a longtime hobby enthusiast and avid collector. His interest in collecting began when watching Benny "The Jet" Rodriguez give Babe Ruth a Hank Aaron rookie card in "The Sandlot." Since then, he's never looked back, focusing primarily on adding to his baseball Hall of Fame collection. He lives in Plainville, Connecticut with his wife Danielle.

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