

MAGAZINE #1

FORTNITE'S WAVES OF SUCCESS

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FORTNITE'S WAVES OF SUCCESS- HOW CROSSOVERS SAVED THE GAME

Fortnite is one of, if not the most popular battle royale ever; Since 2018, 350 million players have registered.

Despite this, Fortnite faced a significant decline in both player count and profits during and after 2019, with Epic Games (owner of Fortnite) using a new method for the game to resurge in popularity. How has Fortnite stood the test of time, and continued to rake in billions of dollars despite an unchanging formula for gameplay?

Fortnite

Fortnite annual revenue 2018 to 2021 (\$billion)

Year	Revenue (\$bn)
2018	5.4
2019	3.7
2020	5.1
2021	5.8
April 2022	2.0

*According to BusinessofApps.com

There are several factors that enabled Fortnite to retake its place in both profits and popularity, including:

1. Crossovers with numerous forms of media, including well known IPs (intellectual property) like Halo and Marvel Comics
2. The addition of a “no-build” gamemode
3. Other single player and multiplayer games restricting the ability to play with friends
4. Microtransactions (in-game purchasing of new cosmetic content, like skins and items from the previously mentioned IPs)

Fortnite first began its ambitious crossovers during May of 2018, commandeering and making full use of a deal with Marvel Studios weeks before the release of their new movie Infinity War. To create a precedent of quality inclusion into their game, Epic Games even created a new mode to play, in which players lucky enough to capture the game’s depiction of the Infinity Gauntlet could play as Thanos in-game. Both franchises’ incredible popularity and converging audiences (children to teenagers) made the crossover insanely successful, opening the gateway to partnerships never seen before in modern gaming.



With underwhelming content coming from the game in 2019, Fortnite ramped up the number of crossovers, especially in the form of buyable character skins and other cosmetics in their item shop. These crossovers helped Fortnite retain their profits numbers, and also piqued the interest of fans of the franchises partnered with Fortnite- Imagine talking to a friend about the new Deadpool Crossover, something that is almost unbelievable! Many crossovers are also linked to the battle pass, making them limited time, and so players have to buy passes to get their favorite characters.



Fortnite Branded Monopoly

Ultimately, though, what seems to have interested the most players this year is not the inclusion of more content, but the removal of one of Fortnite's main mechanics: building.

Astonishingly, over 72% of daily players of the game play No-build exclusively, showing that by changing game rules in just one way, an entirely new audience can be attracted. No longer would you be instantly dominated by a player who is building skyscrapers!

Even though the no-build gamemode attracted both old and new players, there was a lack of 'spice' in the game- something that crossovers were able to add.

STORY OF

KOWLOON

The 20th century in Asia was privy to many, many changes from the previous and even post world. Political movements, wars, and advancements in technology all benchmark the era at this time. New highs in wealth, population, and industry were interpreted by many as a growing tide of change, social and economic. However, like much of history, many of these creations inspired by the growing change remain only in memory, remnants of a time that came and went. In this way, Kowloon Walled City's existence is remembered. An 6.5 acre tile filled to capacity with unstable high rises and an unusual population to match, called the City of Darkness by everyone including the residents. A hotbed of crime, a den of dentists, the city's infamous reputation preceded the seedy walls of the slum city. Despite demolition of Kowloon in the early 90's, the city still lives on, within residents and curious observers of a moment in history where factors which should have spelled out ruin served instead to create the world's strangest ethnic enclave, perhaps to ever exist.

THE CITY OF DARKNESS



HISTORY

"IT BECAME EVENTUALLY AN AREA OF NO CONTROL...THE BRITISH DID NOT HAVE ANY INTEREST IN ADMINISTERING IT WHILE THE HONG KONG GOVERNMENT DID NOT HAVE ANY INTEREST IN NOR LEGAL RIGHTS TO IT...THE CHINESE THOUGHT IT WAS TOO FAR AWAY AND AN INSIGNIFICANT PIECE OF LAND WITH THE ATTITUDE, 'WHY DO WE WANT TO CARE AT ALL?' THUS, THIS CREATED A SPECIAL LITTLE PLACE IN THE MIDDLE OF KOWLOON." (LAU, C 2022).

Kowloon Walled City was first built without walls or city infrastructure. Born a small military outpost, the fort was originally intended as a way to monitor the salt trade in the Song Dynasty era.



However, with the conclusion of two Opium wars, Qing Dynasty China was forced to hand Hong Kong to the British Empire. Qing officials and soldiers were expelled from the area altogether. The resultant vacuum of civil order from 1899 laid the seeds for the eventual deterioration of the area and previewed a transition into a semi-lawless squatter slum.



Kowloon soon found itself run amok with 2000 squatters by 1947, but the behavior of the governments in “control” of the city of darkness only encouraged further degradation. Britain, in the aftermath of World War II, and nearby China, finishing its own Civil War (which became the Chinese Communist Revolution), both served to decrease attention on Hong Kong and the abandoned fort by proxy.

THE TRIADS

Hong Kong Mafia's Control on the City of Darkness

PETER CHAN, "RATS WOULD COME AROUND AS WELL. THEY WERE ADDICTED (TO HEROIN) TOO, AND THEY TWISTED AND TURNED, LONGING FOR A FIX."

The lack of leadership from the governments in control of Kowloon was directly responsible the intervention of the Triads, Hong Kong's criminal mafia. They saw Kowloon's potential as a den for their crime ring, and quickly established their power over the residents. Through their control, Kowloon became known as a drug haven, among its other reputations, because of the opium pushed by the 60 Triad gangs found throughout the city. But the Triads were not content with just pushing the drug trade; A multitude of avenues for otherwise illegal business was foreseen as well. From gambling to drug-divans, prostitution and extortion, the fear of Kowloon talked about by outsiders was certainly mostly founded in truth. A lack of a real police force meant crime was high, although Triad protection services within Kowloon created some sense of order, if only by fear of retaliation.



One of Kowloon's many back alleyways

CIVILIAN LIVELIHOOD Light in the Surrounding Darkness

“Sometimes we go to the park just outside the city and other times we go to Kowloon Park... If nothing else, we just want the kids to enjoy the sunshine more often; They seldom see it in here.” (Simon Wong, pg 62)

Correlating (and perhaps causing) social change within Kowloon was the presence of missionaries within the City of Darkness. The Salvation Army, in their efforts to inspire change in the City of Darkness, ran a successful kindergarten for many years, beginning in 1968 and moving out once the plans for Kowloon’s destruction became public around 1990.



Mission work also took the form of drug rehabilitation, most famously by the evangelizing of Jackie Pullinger. She ran a religious meeting center called The Well, in which she helped those addicted to heroin kick the habit through salvation of God. In some ways, her service to the Kowloon community was more well received and supported than the efforts of orthodox, government funded rehab, with Ms. Pullinger staying up until the demolition of the Walls in the 90s.



Jackie Pullinger in her worship service consisting of healing hands, hymns, and open confessions

DEMOLITION

The Walls Come
Down

Despite the peculiar yet contained nature of the Walled City, the population growth eventually became too big for the government's liking. Plans to demolish Kowloon became public in 1987, with Britain and Hong Kong forces following through just a couple years later in 1994. It was replaced by a park which is open to visitors today.



Arial view of Kowloon Walled City Park

Although brutality and crime was what life in the Walled City was most known for, modern day nostalgia of a time impossible to go back to has left many to romanticize about the dangerous thrill of a life without law. While the Walls have been torn down for almost three decades now, the stories of the people who lived in them still remain, through photos and curious listeners. The beauty present in the World's darkest city is put nicely by Dave Roos in *Kowloon Walled City Once Was the Most Densely Packed Place on Earth*: "On the ground, Kowloon Walled City's reputation as a lawless drug den run by gangs kept most tourists away, but for locals and the rare gutsy outsider who ventured in, they found an otherworldly urban enclave buzzing with life." (Roos, D 2021).

IS PIZZA FEEDING YOU, OR YOUR ACNE?



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OCTOBER
2022

Sure, genetics do play a role in how susceptible you are to getting acne. However, there is much more to it than meets the eye. Research suggests that bodily and environmental factors have a large impact on how acne develops, including its severity.

It's understandable that when your acne is flaring up, it affects your confidence and your mood. Alarmingly, chronic acne sufferers are more likely to experience anxiety, depression, and lower self-esteem than those without acne.

Acne is an extremely common skin disease that nearly 95% of the teenage population are affected by. Recent studies have shown that up to half of all men and women experience acne even into their 30s, so you probably want to get a handle on it now while you're younger!



HIGH INSULIN LEVELS ARE ONE OF THE BIGGEST DRIVERS OF ACNE.

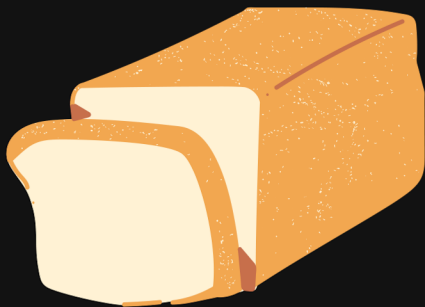
In other words, if you're consuming globs of carbohydrates, your blood sugar levels can spike. Now, I'm assuming we've all taken Honors Bio, or are taking it right now. Your pancreas will respond to this by producing more insulin, which can stimulate the production and synthesis of androgens. These androgens can then trigger an over-production of skin cells and an oily substance called sebum.

These skin cells then get stuck in the pores, mixing with the oil to form a hard plug. When blocked pores become infected and inflamed, this leads to the formation of acne.

To add onto that, stress and toxins (like air pollutants) can trigger androgen and sebum production as well.



What you eat also plays a large role in your gut microbiome (all the various types of bacteria living in your gut). More bad guys in your gut can result in more susceptibility to inflammation, and not just from acne.



The worst types of foods for your acne are those that will greatly raise your blood sugar level (such as white bread, pizza, white pasta, and sugary foods), dairy products, and food with lots of saturated fats.

**SO IT'S UP TO YOU:
PIZZA OR PIMPLES?**

Bump in the Night

Christi Sims has taught biology for many years, a true woman of science. And yet when faced with the question, "Do you believe in ghosts?", she doesn't exactly push aside the idea that ghosts could exist. Sims brings up the idea of dark matter, and how we as a human race still have "so much to learn about our world".

There is a scientific aspect to ghost hunting that support Sims' stance. While they aren't conclusive, evidence gathered by infrared cameras, electromagnetic detectors, and ion detectors have all shown to possibly capture the energy left behind by someone who has died; that however is still speculative.



Ghost Files, 2022



Buzzfeed Unsolved: Supernatural, 2016



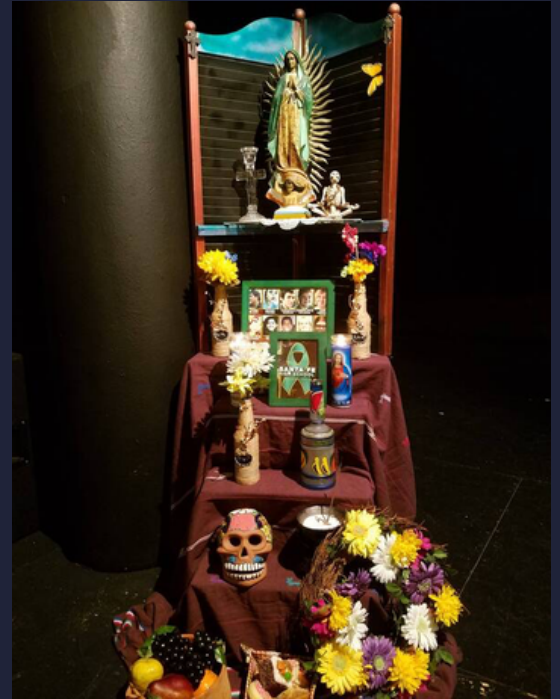
Smile, 2022

Logan Woodruff-Jubler, on the other hand, a football player grounded in reality, states that ghosts existing just "shouldn't be possible" from a "scientific standing". Logan does however still get scared every now and then. For example, after watching "Smile", he did have a sense of panic while walking to his car, and made sure no one was about to attack him once in his vehicle.

All of Logan's reasoning is rational, of course. It's completely natural to feel scared and alert when witnessing something terrifying, or experiencing something that heightens the senses. Even to the most strong minded individual, horror movies can leave a fearful feeling, and so can hallucinations and sleep paralysis, both of which could explain the ghost sightings and stories that lead to today's image of a vengeful spirit.

Others have a different viewpoint on what defines a ghost. Reginald Castro, a psychology teacher, and Jeanette Noriega, a Spanish teacher, both answered no to believing in ghosts, but then Noriega added, "I do believe in spirits." When asked what was the difference between ghosts and spirits, she said "ghosts are mean. Spirits are just... spirits." Castro agreed with that statement.

Even this stance is supported; many cultures believe that their ancestors watch over them, or come back every now and then. Día de los Muertos is widely celebrated in Mexico, where one's ancestors are honored with altars, candles, and food, as the relatives who have passed away are still believed to exist as spirits. Whole religions like Christianity support the idea that after death, an individual may still remain on Earth for some time- other entities, like demons, are believed in as well, but that's another matter entirely. Long story short, it isn't easy to just drop the beliefs of an entire nation or religion.



So what's the definitive statement? Are there just complacent spirits that remain on Earth,? Is the possibility of ghosts open, or are ghosts just a hoax in a world of normalcy? Or does the answer lie somewhere else? Whether they exist or not, these entities, or the idea of them, are still significant to every individual, shaping our ideas and perspective of the world.

2019 IPSOS Poll: What Do Americans Believe In?

