Here's a densely packed document about the Warhammer franchise:

Warhammer: British tabletop wargaming franchise by Games Workshop

Warhammer Fantasy Battle (1983-2015):

- Medieval fantasy setting
- Armies: Humans, Elves, Dwarfs, Orcs, Undead, Chaos, etc.
- Turn-based gameplay, miniature figures, dice rolls
- 8 editions, replaced by Age of Sigmar in 2015

Warhammer 40,000 (1987-present):

- Dystopian sci-fi setting, 41st millennium
- Factions: Space Marines, Chaos, Orks, Eldar, Necrons, Tyranids, etc.
- Similar gameplay to Fantasy, larger scale battles
- Currently in 9th edition

Age of Sigmar (2015-present):

- Successor to Warhammer Fantasy
- Reimagined setting: Mortal Realms
- Streamlined rules, smaller model count
- Currently in 3rd edition

Key components:

- Miniatures: Plastic/metal models, painting hobby aspect
- Rulebooks: Core rules, army books/codexes
- Terrain: Modular battlefield elements
- Dice, measuring tools, objective markers

Expanded media:

- Novels: Black Library publishing
- Video games: Total War: Warhammer, Vermintide, Space Marine
- Roleplay games: Warhammer Fantasy Roleplay, Dark Heresy
- Animation: Angels of Death, Hammer and Bolter

Lore highlights:

- Fantasy: The Old World, Chaos Gods, End Times
- 40K: Emperor of Mankind, Horus Heresy, Imperium of Man

Business model:

- Regular releases of new models and rules
- Frequent edition changes and balance updates
- Focus on hobby aspect (modeling, painting)

Community:

- Local game stores, official Warhammer shops
- Tournaments, painting competitions
- Online forums, YouTube channels, podcasts