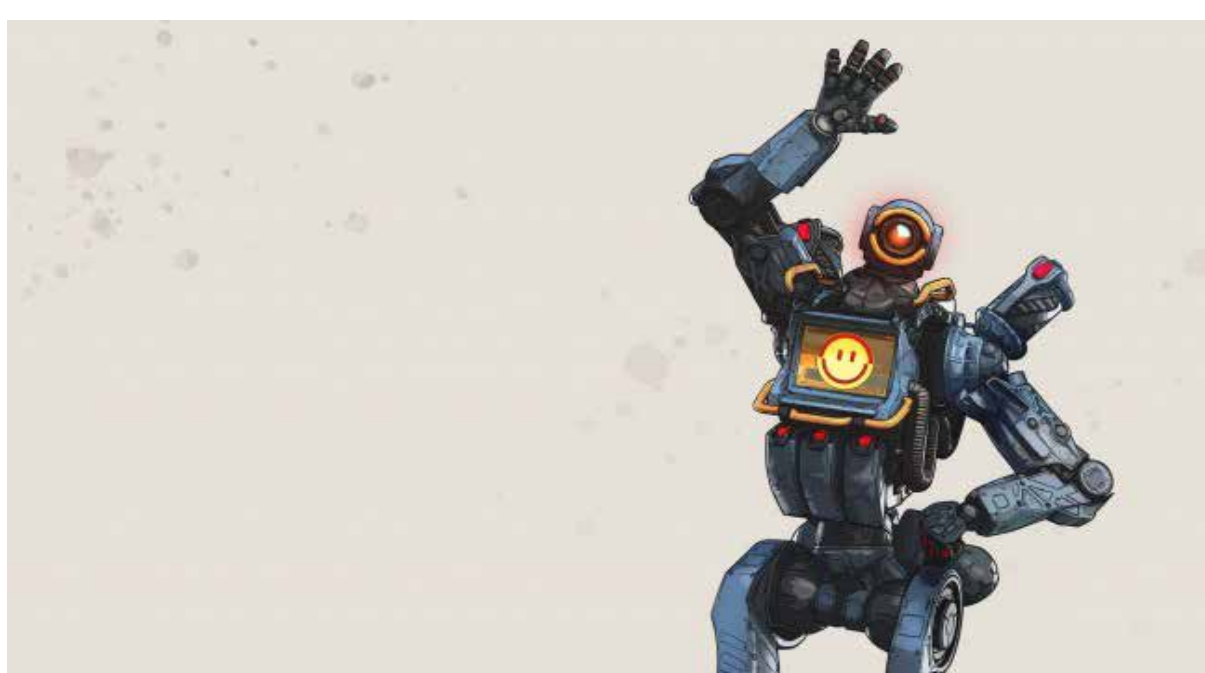


APEX

— LEGENDS™ —

Apex Legends: Keeping the Momentum

It's barely been two weeks since Apex Legends took the world by storm, and not only are many people playing the game — it amassed more than 25 million players in its first week alone-- but even more are watching others play the game. With 41 million hours of Twitch viewership over the past week, Apex Legends has more than doubled the watch time of Fortnite, which has been reigning supreme for almost a year now. Clearly, Apex Legends has quickly dominated the Battle Royale genre, but the real question is: how can it keep ahead of the well-established competition?



Nail the “Battle Pass”

Apex Legends needs to offer items that are exclusive to the Battle Pass and offer cosmetics that people actually want or care about. So much of the Battle Pass hype in Fortnite came from what you'd unlock at tier level 100, which was often an ultra-rare customizable skin. It was a status symbol, one that brought with it an automatic fear when encountered on the battlefield, because you knew the player was likely very skilled. (I still have flashbacks of John Wick skins building an entire wooden fortress in a matter of seconds...)



Keep Evolving

Apex Legends needs to find its own way to continually evolve every season, be it adding new weapons, new Legends, or potentially even new maps. Creating limited-time modes encourage players to remain active within the game, while offering varied gameplay to the traditional Battle Royale-style combat. Themed seasons have been successful within Fortnite, creating miniature story arcs players can follow along with that pan out over the duration of ten weeks. Apex Legends could iterate on this formula by dedicating each season to uncovering a given Legend's backstory to give players some lore context.



Add Additional Maps

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Balance is Everything

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Better Cosmetics

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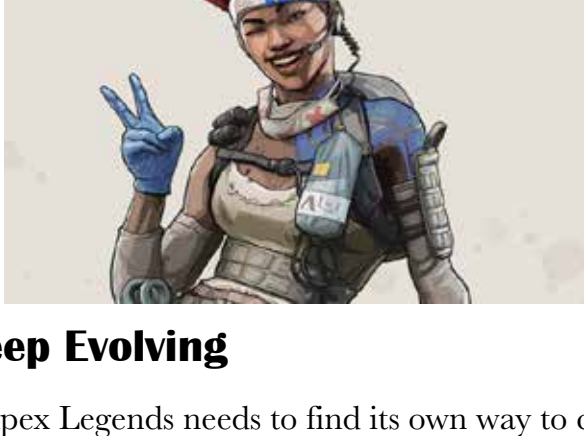
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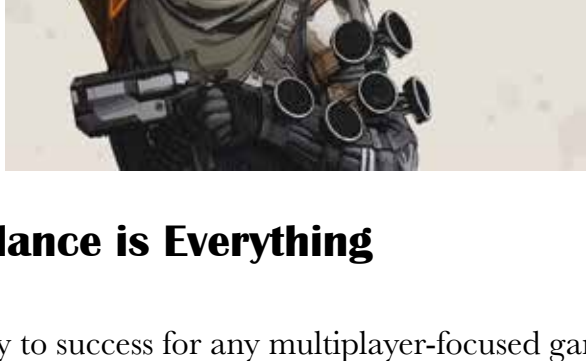
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