



Inside the growth of Magic: The Gathering.

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Variety's Strictly Business podcast goes inside MagicCon: Las Vegas to explore the evolution (and explosion) of Hasbro's Magic: The Gathering.

From the legacy of the Pro Tour to the art of creating unforgettable fan experiences, hear from team members like Brandon Owen, [William Jensen](#), [Greg Collins](#), [Mark Rosewater](#), [Gavin Verhey](#) and more on what it takes to bring Magic to life for 25,000+ fans.

"There's never been a time in Magic history where so many eyes are on it and it's grown so much in the past handful of years."

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